

Oregon Country Fair Public Exit Survey 2023

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Table of Contents

Introduction.....	3
Methodology	3
Prior Surveys.....	3
Survey Design	3
Data Collection	4
Data Entry.....	6
Data Cleaning.....	6
Results	7
Sample Size.....	7
Age.....	7
Gender	7
LGBTQIA+ Identification	8
BIPOC Identification.....	8
Disability Status	9
Neurodivergent Status	9
Employment Status	10
Self-Employed Status.....	10
Student Status	10
Annual Household Income	11
Size of Household	12
Number of Kids in Household.....	12
WIC Eligibility for Fairgoers	13
Zip Code.....	14
Spending Money at and around the Oregon Country Fair	16
Transportation Behavior.....	20
Do you have anything to add?.....	25
Conclusion	26
Demographics Results Summary	26
Transportation Behavior Summary	27
Methodological Considerations.....	27
Recommendations.....	27
Appendix A: 2023 Oregon Country Fair Demographic Survey	29
Appendix B: Survey Crew Volunteers that facilitated survey administration (prior years on crew)	31

Appendix C: Open-ended question responses 32

Introduction

The goals of the 2023 OCF Exit Survey were to support the carbon neutral workgroup with data about Fairgoers' transportation behavior and to describe the ways in which the demographics of Oregon Country Fair attendees have changed from prior years.

Methodology

Prior Surveys

Results from the 2023 OCF Exit Survey were compared with the demographics collected from the surveys conducted in 2007, 2016, 2019, and 2022. There were some modifications made between the survey questions which limited some of the comparisons. In addition, for the 2022 survey, the questions about student status were modified to make it easier to determine the percentage of Fairgoers that struggle with poverty based on their eligibility for WIC assistance.

Survey Design

In total, there were 18 questions on the survey. Some of the questions were multiple choice; others were fill-in-the-blank, short responses. One of the questions about transportation behavior was a matrix question. The survey questions are found in Appendix A. Of the questions that were in common between the 2022 and 2023 survey, only the gender question and the question about how much was spent in Eugene/Lane County changed. All changes since outlined below. The year in parentheses indicates the year in which the change was made.

- Changed options for Age question (2022)
 - 45-55 -> 45-54
 - 55+ -> 55-64 & 65+
- Gender
 - Format changed from open ended to single-choice response (2022)
 - Changed from Female/Male to Woman/Man (2023)
 - Added an option for Non-Binary (2023)
- Open ended sexual orientation removed (2022)
- Added question on LGBTQIA+ identification (2022)
- Added a response option on LGBTQIA+ identification for "Unsure" (2023)
- Ethnicity categorical question removed (2022)
- Added question on BIPOC identification (2022)
- Added a response option on BIPOC identification for "Unsure" (2023)
- Added question on disability status (2022)
- Added question on neurodivergence (2022)
- Annual Household Income

2007/2016	2019	2022
Less than \$20,000	Less than 20,000	Less than 20,000
\$20,000 - \$49,999	20,000-49,999	20,000-49,999
\$50,000 - \$99,999	50,000-99,999	50,000-99,999
Greater than \$100,000	100,000-149,999	\$100,000-199,999
	150,000-249,000	\$200,000+

	250,000+	
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- Removed self-employment as an option from the employment status question (2022)
- Added a question about self-employment (2022)
- Added “(even if you live here)” to the question about how much you spent in Eugene/Lane County (2023)

Data Collection

The volunteers of the survey collection team were responsible for survey administration. In total, there were 14 volunteers who primarily administered the 2023 OCF Surveys (see Appendix B for a list of volunteers) during OCF shifts. Two additional volunteers who had passes as SOs for Survey Crew volunteers administered surveys. One of these individuals had served on the survey crew in the past (for 4 years). Approximately 50% of this crew (6) had at least 7 years of experience volunteering with this crew. It is important to note that approximately 30 volunteers were involved in survey administration in prior years. The 2023 crew was the same size as the 2022 crew which were both approximately 50% of the size of prior crews. Each of these volunteers was trained on survey administration by the Survey Team Leaders (Kristie Krinock and Jordan Long) at the OCF site on Saturday, June 24, 2023 from 10 am to 2 pm. The training lasted approximately four hours. Following training, the volunteers practiced administering the surveys to one another and the Pre-Fair Fair Family. These surveys were only for practice and were discarded.

Surveys were administered to the public, defined to be anyone who purchased a ticket to the Oregon Country Fair. As was done in prior years, the public was surveyed at the Dragon Meadow and the entrance by the Front Porch. In addition, surveys were administered at the North end of Xavandu within site of the Dragon Meadow. This site provided a larger assemblage of people than Dragon Meadow. Volunteers surveying individuals by the Front Porch included the bus stop as part of their terrain.

Surveys were administered primarily by the 10 volunteers during the Fair (Friday, Saturday, Sunday — July 7, 8, and 9, 2023). Each volunteer worked a 4-hour shift between 10:30 am and 7:30 pm. The volunteers worked in teams of 2-3 people. Five teams were assembled for Friday through Sunday.

The volunteers selected individuals to survey within each targeted area at random. Each volunteer was instructed to engage individuals, soliciting their participation in a voluntary survey conducted by the Oregon Country Fair. The survey collectors were trained to explain the survey’s purpose and to assist only by reading the survey or marking responses dictated by the respondents. Some respondents completed the survey independently, while others were administered the survey verbally. The volunteers did their best to survey individuals independently as opposed to in groups. Since participation in the survey was voluntary, the sample was self-selected rather than randomly selected, and certain biases may exist.

Table 1. Responses by Administration Day

Day of Date	Year					
			2022		2023	
	Count	Percentage	Count	Percentage	Count	Percentage
Null	5	1				
Friday			166	22.34%	259	22.96%
Saturday			350	47.11%	507	44.95%
Sunday			227	30.55%	362	32.09%
Total	0	0.00%	743	100.00%	1,128	100.00%

Table 2. Responses by Location

Survey Location	Date					
	Null		2022		2023	
	Count	Percentage	Count	Percentage	Count	Percentage
Null	5	100.00%	2	0.27%	1	0.09%
Dragon Meadow			428	57.60%	437	38.74%
Front Porch			313	42.13%	460	40.78%
Sesame Street					18	1.60%
Xavanadu					212	18.79%
Grand Total	5	100.00%	743	100.00%	1,128	100.00%

Table 3. Responses by Date & Location

Date	Survey Location	Count	Percentage
Null	Null	5	0.44%
	Total	5	0.44%
7/7/2023	Dragon Meadow	127	11.21%
	Front Porch	131	11.56%
	Xavanadu	1	0.09%
	Total	259	22.86%
7/8/2023	Null	1	0.09%
	Dragon Meadow	271	23.92%
	Front Porch	216	19.06%
	Sesame Street	18	1.59%
	Xavanadu	1	0.09%
Total	507	44.75%	
7/9/2023	Dragon Meadow	39	3.44%
	Front Porch	113	9.97%
	Xavanadu	210	18.53%
	Total	362	31.95%
Grand Total		1,133	100.00%

Table 4. Responses by Survey Administrator

Surveyor	Count	Percentage
Null	5	0.44%
Alex	89	7.86%
Corey	117	10.33%
Daniel	77	6.80%
Heidi	100	8.83%
June	100	8.83%
Kristy	105	9.27%
Lauren	64	5.65%
Marty	64	5.65%
McKean	57	5.03%
Melissa	49	4.32%
Monty	85	7.50%
Scottie B	87	7.68%
Steghan	21	1.85%
Wendy	113	9.97%
Grand Total	1,133	100.00%

Data Entry

Two volunteers with extensive research experience entered the survey data using Google Forms. The two volunteers had previous experience with OCF data entry methods. A meeting occurred during Fair between the psychometrician (Wyetta) and the data entry volunteers (Lauren J. And Jordan L.) to review the nuances related to data entry. Data entry occurred roughly between Monday, July 17, and October 29, 2023. In order to expediate data entry, a portion of the data entry was outsourced to someone that failed to perform the task and lost approximately 400 paper surveys and the data within them. Given the time and resource constraints, data entry validation was not conducted.

Given the transition to the new survey tool, some data integrity rules were not enforced as they had been in the past. This meant that more extensive data cleaning was necessary for the open-ended questions such as “How much did you spend...”

Data Cleaning

Non-numeric data were removed from the following fields:

- How large is your household?
- Of those, how many are under 18?
- How much money have you spent or do you plan to spend at the Oregon Country Fair today NOT including the cost of admission/parking?
- How much money have you spent or do you plan to spend today around Eugene and Lane County (even if you live here) as part of your visit to the Oregon Country Fair (This includes things like gas, lodging, and food/meals outside of Fair)?
- What is your Zip Code?
- Approximately, how far did you travel (miles)?

- How many people were in your travel party?

Non-US resident respondents often put the country that they are from rather than the postal code within that country. Future surveys should include a question for country of residence. Given limited resources, no efforts were made to validate the accuracy of the data when unexpected values were encountered.

Results

Sample Size

In total, 1,133 public surveys were conducted.

Age

Table 4 provides a breakdown of the age of attendees by year. Individuals younger than 18 were no longer offered a category to complete the survey as they are not legally allowed to participate. In 2019, the age categories were modified so that 55+ was split into two categories, 55-64 and 65+. These new categories were combined for the sake of comparing to 2007 and 2016. The sample was not much different than the sample of 2022. The percentage of participants under the age of 34 decreased by 7%, making the 2022 sample appear younger than the other years. The percentage 55 or older was only 20.6%, identical to 2022.

Table 4. Reported Age by Year

Age	2007	2016	2019	2022	2023	2007	2016	2019	2022	2023	Sparklines
Younger than 18	6.9%	1.5%				88	13				
18-24	20.6%	19.8%	14.9%	20.6%	15.6%	262	174	134	153	176	
25-34	16.7%	22.5%	23.1%	30.8%	28.3%	213	198	208	229	319	
35-44	14.5%	14.3%	17.0%	15.2%	19.8%	185	126	153	113	223	
45-54	20.2%	16.4%	14.7%	12.4%	16.2%	257	144	132	92	183	
55-64	11.5%	24.5%	14.6%	10.8%	9.8%	146	216	131	80	110	
65+			15.0%	9.8%	10.1%			135	73	114	
Missing	9.5%	1.0%	0.7%	0.4%	0.3%	121	9	6	3	3	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	1272	880	899	743	1128	

Gender

Table 5 provides a breakdown of the age of attendees by year. The percentage of women attending Fair has generally increased with each survey having increased 7.4% since 2007. Women now represent over 57% of the participants. On the other hand, the percentage of men has decreased. Mean now represent less than 36% of the participants. Almost 5% of the participants identify as non-binary.






Table 5. Reported Gender by Year

Gender	2007	2016	2019	2022	2023	2007	2016	2019	2022	2023	Sparklines
Missing	9.5%	3.1%	1.0%	2.6%	1.6%	114	27	9	19	18	
Woman/Female	49.8%	52.5%	51.6%	54.6%	57.2%	598	462	464	406	648	
Man/Male	39.3%	44.0%	44.2%	37.1%	35.7%	472	387	397	276	404	
Non-binary			0.4%		4.6%			4		52	
Other	1.4%	0.5%	2.8%	5.7%	1.0%	17	4	25	42	11	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	1201	880	899	743	1133	

LGBTQIA+ Identification

Prior to 2022, data about sexual orientation was kept open ended. Table 6 provides a breakdown of the LGBTQIA+ identification status by year. The percentage of participants identifying as LGBTQIA+ dropped about 3.4% from 2022 while the new “Unsure” response option was selected by almost 5% of the participants.






Table 6. Percentage of Responses by LGBTQIA+ Identification Status

LGBTQIA+	2022	2023	2022	2023	Sparklines
Yes	33.5%	30.1%	249	340	
No	63.1%	63.2%	469	713	
I prefer not to answer	3.2%	1.2%	24	13	
Unsure		4.6%		52	
Null	0.1%	0.9%	1	10	
Grand Total	100.0%	100.0%	743	1,128	

BIPOC Identification

Prior to 2022, data about race and ethnicity was done using a categorical response by race/ethnicity. In 2022, the responses were combined and individuals were asked if they identify with any of the traditionally protected subpopulations/subclasses. Table 7 provides a breakdown of the BIPOC identification status by year. In 2023, the percentage of participants that identified as BIPOC dropped by about 4%, but the percentage that selected the new response option, “Unsure”, was approximately 5%.

Table 7. Percentage of Responses by BIPOC Identification Status (N=740)

BIPOC	2022	2023	2022	2023	Sparklines
Yes	12.2%	8.2%	91	93	
No	84.1%	84.6%	625	954	
I prefer not to answer	3.2%	0.9%	24	10	
Unsure		5.0%		56	
Null	0.4%	1.3%	3	15	
Grand Total	100.0%	100.0%	743	1,128	

Disability Status

Disability status was asked for the first time in 2022. Given that the ADA (Americans with Disabilities Act) has very specific definitions and qualifications processes, the survey designer decided to use these definitions as part of this question. In the spirit of self-identification, an additional response category was included to honor those that either do not qualify or have not yet applied for ADA accommodations.

Table 8 provides a breakdown of the Disability status by year. In 2023, approximately 11.5% of participants identified as being disabled, approximately the same percentage (down ~0.5%) as in 2022.

Table 8. Percentage of Responses by Disability Status (N=736)

Disability	2022	2023	2022	2023	Sparklines
I am disabled, and I AM a member of an ADA-protected class	5.92%	5.59%	44	63	
I am disabled, and I AM NOT a member of an ADA-protected class	7.67%	5.94%	57	67	
Not applicable, I am not disabled	81.83%	83.69%	608	944	
I prefer not to answer	3.63%	3.01%	27	34	
Null	0.94%	1.77%	7	20	
Grand Total	100.00%	100.00%	743	1,128	

Neurodivergent Status

Cognitive divergence was first probed in 2022. The survey designers struggled to wordsmith this question in a manner that was supportive of cognitive diversity, easy to understand, support only the identification of neurodivergence (as opposed to emotional or behavioral divergence), and provide easy data to analyze and interpret. Table 9 provides a breakdown of the Neurodivergence status by year. In 2022, almost 26% (n=191) of the population identified as neurodivergent which an additional 1.2% (n=9) identifying as “Unsure”. In 2023, the percentage identifying as neurodivergent increased by approximately 1% and the percentage selecting “Unsure” increased over 15% to 16.5%.

Table 9. Percentage of Responses by Neurodivergence Status (N=736)

Neurodivergent	2022	2023	2022	2023	Sparklines
Yes	25.7%	26.7%	191	301	
No	65.8%	54.0%	489	609	
I prefer not to answer	6.5%	1.4%	48	16	
Unsure	1.2%	16.5%	9	186	
Null	0.8%	1.4%	6	16	
Grand Total	100.00%	100.00%	743	1,128	

Employment Status

The category of self-employed was used in 2019 and replaced by a standalone question on self-employment status in 2022 since it tended to create confusion in the data. Table 10 displays information about the employment status of Fairgoers. Over 60% of respondents indicated that they were employed full-time up 7% from 2019 and 11% from 2007. The percentage of respondents indicating that they were retired was down markedly from both 2016 and 2019 and similar to 2022 at 10.3%. The percentage indicating that they were unemployed was slightly less than 2022 at 7.5%.

Table 10. Employment Status by Year

Employment Status	2007	2016	2019	2022	2023	2007	2016	2019	2022	2023	Sparklines
Employed Full-Time	49.3%	53.1%	53.4%	57.7%	60.5%	592	467	414	429	682	
Employed Part-Time	19.6%	21.4%	18.8%	19.1%	18.6%	235	188	146	142	210	
Unemployed	13.6%	8.8%	5.9%	8.2%	7.5%	163	77	46	61	85	
Retired	6.1%	13.5%	18.8%	10.4%	10.3%	73	119	146	77	116	
I prefer not to answer			2.2%	3.8%	1.7%			17	28	19	
Null	11.5%	3.3%	0.8%	0.8%	1.4%	138	29	6	6	16	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	1201	880	775	743	1128	

Self-Employed Status

Self-Employment was first asked as a stand-alone question in 2022. Table 10 provides a breakdown of the self-employment status by year. Over 20% of the participants identified as being self-employed.

Table 11. Self-Employment Status by Year

Self-Employed	2022	2023	2022	2023	Sparklines
Yes	20.9%	21.7%	155	245	
No	75.4%	75.1%	560	847	
I prefer not to answer	2.8%	1.4%	21	16	
Null	0.9%	1.8%	7	20	
Grand Total	100.0%	100.0%	743	1128	

Student Status

Table 12 displays information about the student status of Fairgoers. The percentage of Oregon County Fair attendees enrolled as a Full-Time Student is about the same as it was in 2019 (10.7%). The percentage that were enrolled part-time decreased by 1% while the percentage that were 'Not a student' increased by 2.5%. These percentages may reflect some of the decrease in the percentage of participants in the 18-24 age group.

Table 12. Student Status by Year

Student	2007	2016	2019	2022	2023	2007	2016	2019	2022	2023	Sparklines
Full-Time Student	20.6%	16.4%	10.7%	11.8%	10.7%	205	124	87	88	121	
Part-Time Student	8.6%	7.0%	7.3%	6.1%	5.1%	86	53	59	45	57	
Not a student	75.8%	89.8%	91.0%	79.7%	82.2%	755	679	739	592	927	
I prefer not to answer				1.8%	0.6%				13	7	
Null	15.6%	3.2%	1.7%	0.7%	1.4%	155	24	14	5	16	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	996	756	812	655	1128	

Annual Household Income

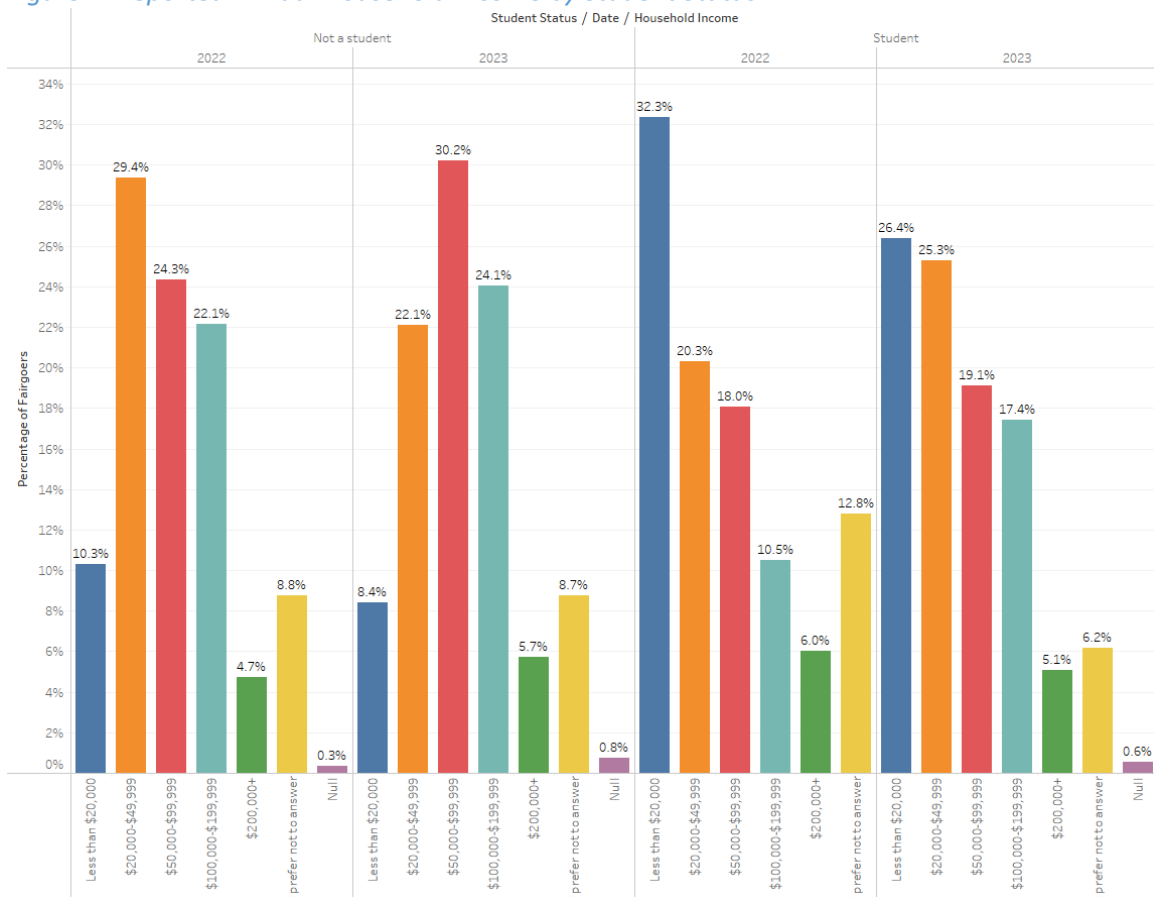
Table 13 contains the number and percentage of attendees by annual household income and by year. All annual household incomes greater than \$100,000 were combined for surveys prior 50 2019 in order to make comparisons across years. The income of Oregon Country Fairgoers has increased over the years with 2023 incomes even exceeding 2022.

Table 13. Reported Annual Household Income by Year

Income	2007	2016	2019	2022	2023	2007	2016	2019	2022	2023	Sparklines
Less than \$20,000	21.8%	21.9%	15.1%	14.3%	11.1%	277	193	136	106	125	
\$20,000 - \$49,999	27.8%	26.7%	26.8%	27.7%	22.7%	353	235	241	206	256	
\$50,000 - \$99,999	23.0%	27.8%	31.0%	23.4%	28.3%	292	245	279	174	319	
\$100,000-\$199,999				19.5%	22.8%				145	257	
\$200,000+	12.0%	15.5%	22.0%	4.9%	5.7%	153	136	198	36	64	
I prefer not to answer				10.0%	8.6%				74	97	
Null	15.5%	8.1%	5.0%	0.3%	0.9%	197	71	45	2	10	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	1272	880	899	743	1128	

Reported income of participants indicating full-time or part-time student status were combined and compared to participants indicating non-student status. Figure 1 compares student and non-student income for 2022 & 2023. The percentage of students with an annual household income of \$100k-\$199k increased by 7% while the percentage with less than \$20k decreased by 8%. It should come as no surprise that student income was far less than non-students for both years.

Figure 1. Reported Annual Household Income by Student Status



Size of Household

Table 14 provides the number and percentage of attendees by size of household and year. For all years, the median and mode was 2 members.

Table 14. Reported Household Size by Year

Household Size	2007	2016	2019	2022	2023	2007	2016	2019	2022	2023	Sparklines
1	15.4%	23.1%	20.1%	21.8%	22.4%	196	203	181	162	252	
2	30.7%	30.2%	38.2%	40.1%	37.4%	391	266	343	298	421	
3	17.4%	20.5%	18.0%	15.1%	17.3%	221	180	162	112	195	
4	14.5%	13.3%	12.9%	14.9%	15.2%	185	117	116	111	171	
5	4.9%	6.6%	5.7%	4.2%	4.0%	62	58	51	31	45	
6	1.7%	1.4%	1.8%	0.8%	1.6%	21	12	16	6	18	
7	1.0%	1.6%	0.8%	0.5%	0.3%	13	14	7	4	3	
More	2.2%	1.1%	1.1%	0.3%	0.4%	28	10	10	2	5	
Null	12.2%	2.3%	1.5%	2.3%	1.5%	155	20	13	17	17	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	1272	880	899	743	1127	

Number of Kids in Household

Table 15 provides a count of the number of children under the age of 18 living with Oregon Country Fair attendees that responded to the survey by year. The vast majority of attendees, almost 63%, do not live with any children. Like 2022, the percentage of missing responses was markedly higher than it has been in years past. It seems likely that many respondents without kids left this response blank as a way of indicating that they did not have any kids.

Table 15. Reported Number of kids in household by Year

Children	2007	2016	2019	2022	2023	2007	2016	2019	2022	2023	Sparklines
0	50.0%	72.4%	70.3%	65.7%	62.9%	315	637	632	488	709	
1	24.1%	13.9%	16.1%	11.4%	14.1%	152	122	145	85	159	
2	18.4%	8.4%	8.1%	8.2%	11.8%	116	74	73	61	133	
3	3.3%	2.2%	2.6%	3.0%	2.2%	21	19	23	22	25	
4	0.8%	0.6%	0.7%	0.4%	0.8%	5	5	6	3	9	
More	0.8%	0.9%	0.9%	0.0%		5	8	8	0		
Missing	2.5%	1.7%	1.3%	11.3%	8.2%	16	15	12	84	93	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	630	880	899	743	1128	

WIC Eligibility for Fairgoers

In order to estimate the percentage of fairgoers struggling with poverty, non-student respondents making under \$50,000 were analyzed across household sizes by year in Table 16. Oregon provides need-based food and childcare assistance to households through the WIC program (<https://www.oregon.gov/oha/ph/healthypeoplefamilies/wic/pages/income.aspx>). The eligibility criteria for the Oregon WIC program are different than the eligibility criteria for the US Federal Poverty Level. For 2022, 20-25% of respondents indicated that they are a member of a household that would be eligible for WIC assistance in Oregon. In 2023, the estimated percentage dropped to 15-20%.

Table 16. Reported Annual Household Income by Household size for Non-Students

Household Size	Household Income	WIC Eligibility		Percentage		Count	
		2022	2023	2022	2023	2022	2023
1	Less than \$20,000	\$ 25,764	\$ 26,793	2.8%	4.0%	16	37
	\$20,000-\$49,999			9.2%	6.1%	53	56
	Above Poverty			7.8%	9.5%	45	87
2	Less than \$20,000	~\$34,927	\$ 36,482	3.8%	2.0%	22	18
	\$20,000-\$49,999			10.5%	9.7%	61	89
	Above Poverty			24.7%	25.7%	143	235
3	Less than \$20,000	\$ 43,920	\$ 45,991	2.2%	0.9%	13	8
	\$20,000-\$49,999			5.2%	3.5%	30	32
	Above Poverty			8.3%	10.5%	48	96
4	Less than \$20,000	~\$52,913	\$ 55,500	1.2%	1.2%	7	11
	\$20,000-\$49,999			3.5%	2.1%	20	19
	Above Poverty			8.3%	10.1%	48	92
At least 5	Less than \$20,000			0.2%	0.3%	1	3
	\$20,000-\$49,999			1.0%	0.7%	6	6
	Above Poverty			2.6%	4.5%	15	41

Zip Code

Figure 2 displays the number of attendees by zip code. Participants reported living all across the country including Alaska and Hawaii. As expected, the majority of attendees were from the Pacific Northwest. 58 participants did not provide a zip code, and 7 participants indicated a foreign country as their zip code. Future surveys may want to space for residents of foreign countries to indicate their country of residency.

Figure 2: Map of Respondents by Zip Code

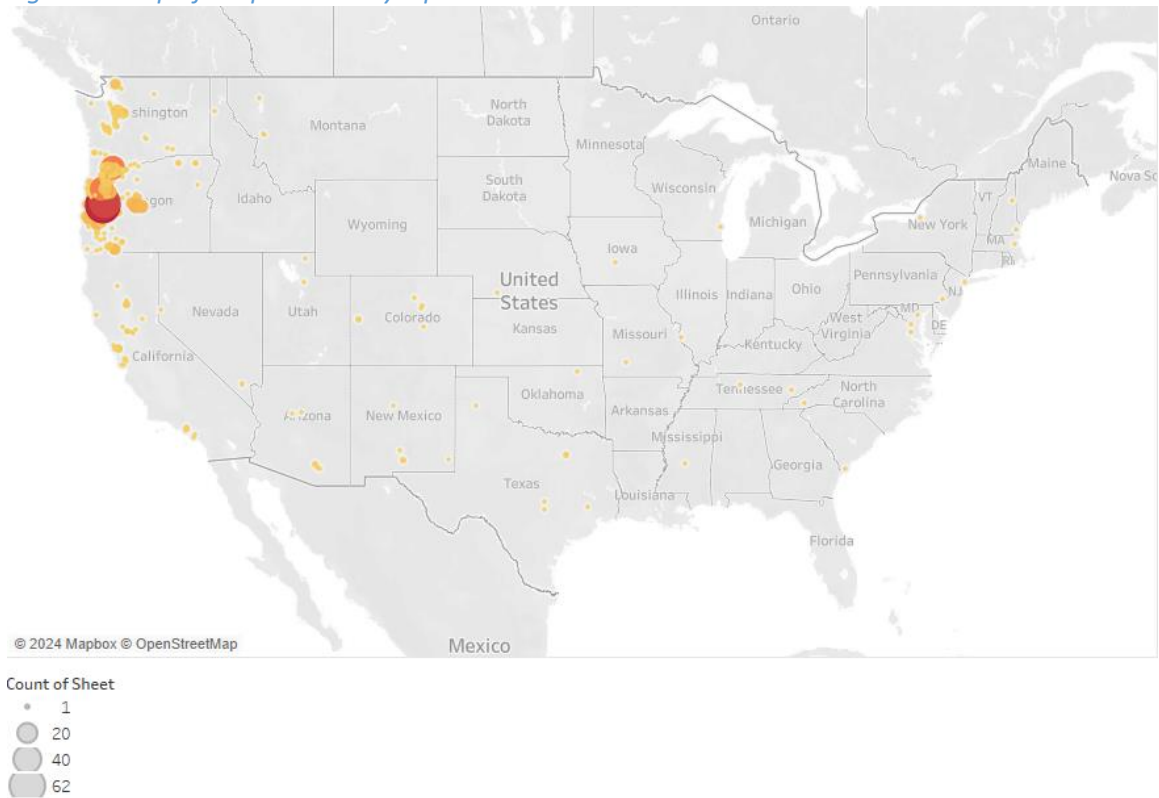
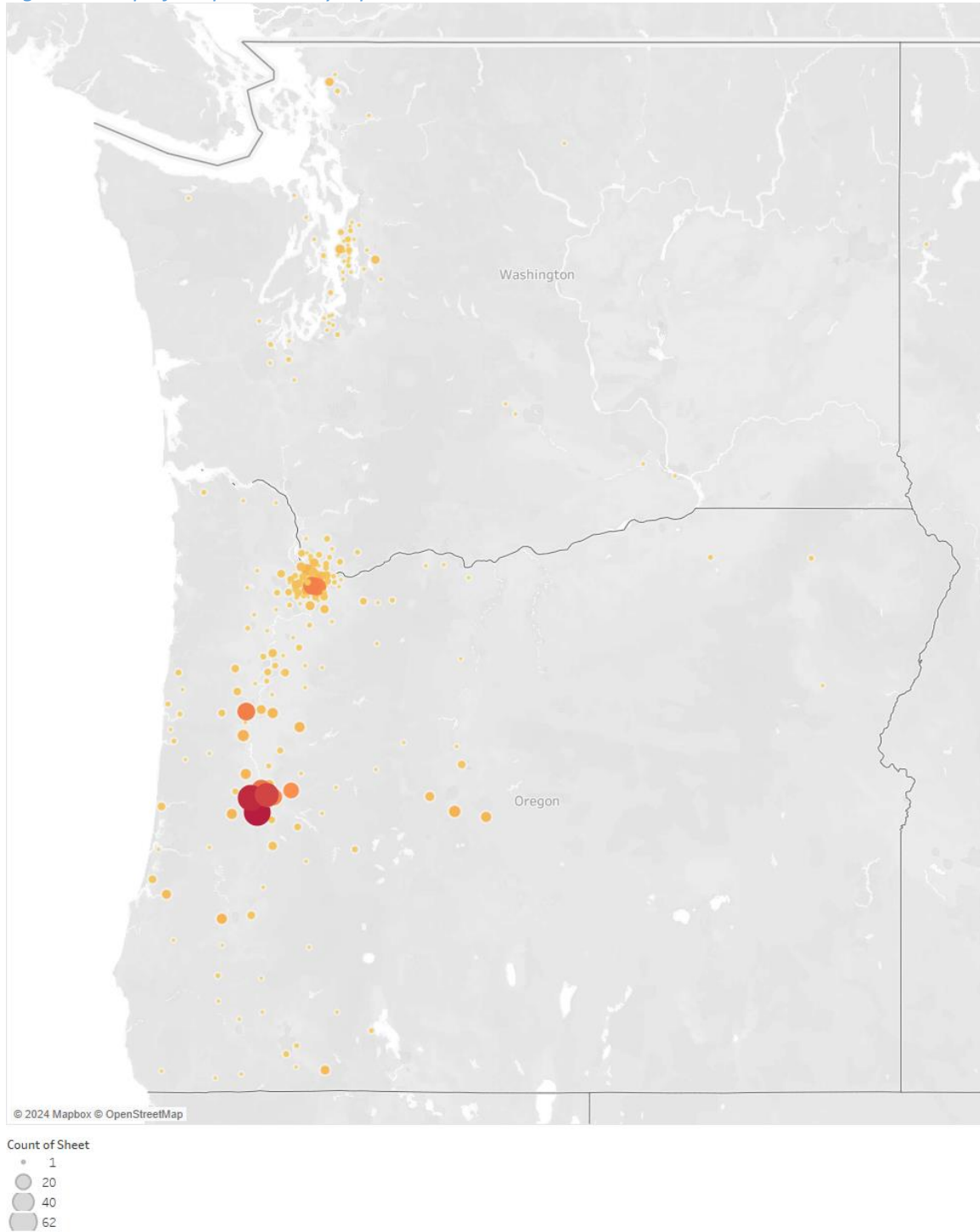


Figure 3 shows the map of attendees by zip codes for Oregon and Washington. The largest concentration of Oregon Country Fair attendees by zip code was in the Eugene metro area. The largest concentration of attendees by metro area was the Portland metro area (Note how many more zip codes there are in the Portland metro area).

Figure 3: Map of Respondents by Zip Code



Spending Money at and around the Oregon Country Fair

Survey respondents were asked how much money they plan to spend in Lane County during their visit to the Oregon Country Fair. See Figure 4 for the distribution of reported money to be spent in Lane County by year. These distributions were summarized by their mean and median in Figure 5. Above each bar, the count of respondents is indicated. Ten respondents provided very high values, ranging from \$2,500 to \$22 billion. Although some of these responses were plausible, responses greater than \$2,000 were removed from the sample. The median and mean amount of money spent in Lane County dropped for the first time since 2007. In 2023, respondents indicate that they expected to spend a median of \$70 and a mean of \$154 in Lane County as part of their visit to the Oregon Country Fair. On the other hand, the percentage of respondents indicating that they would spend between \$0-\$10 was 22% up from 18% in 2022 and down about 10% from older surveys.

Figure 4. Distribution of Money Respondents Plan to Spend in Lane County by Year

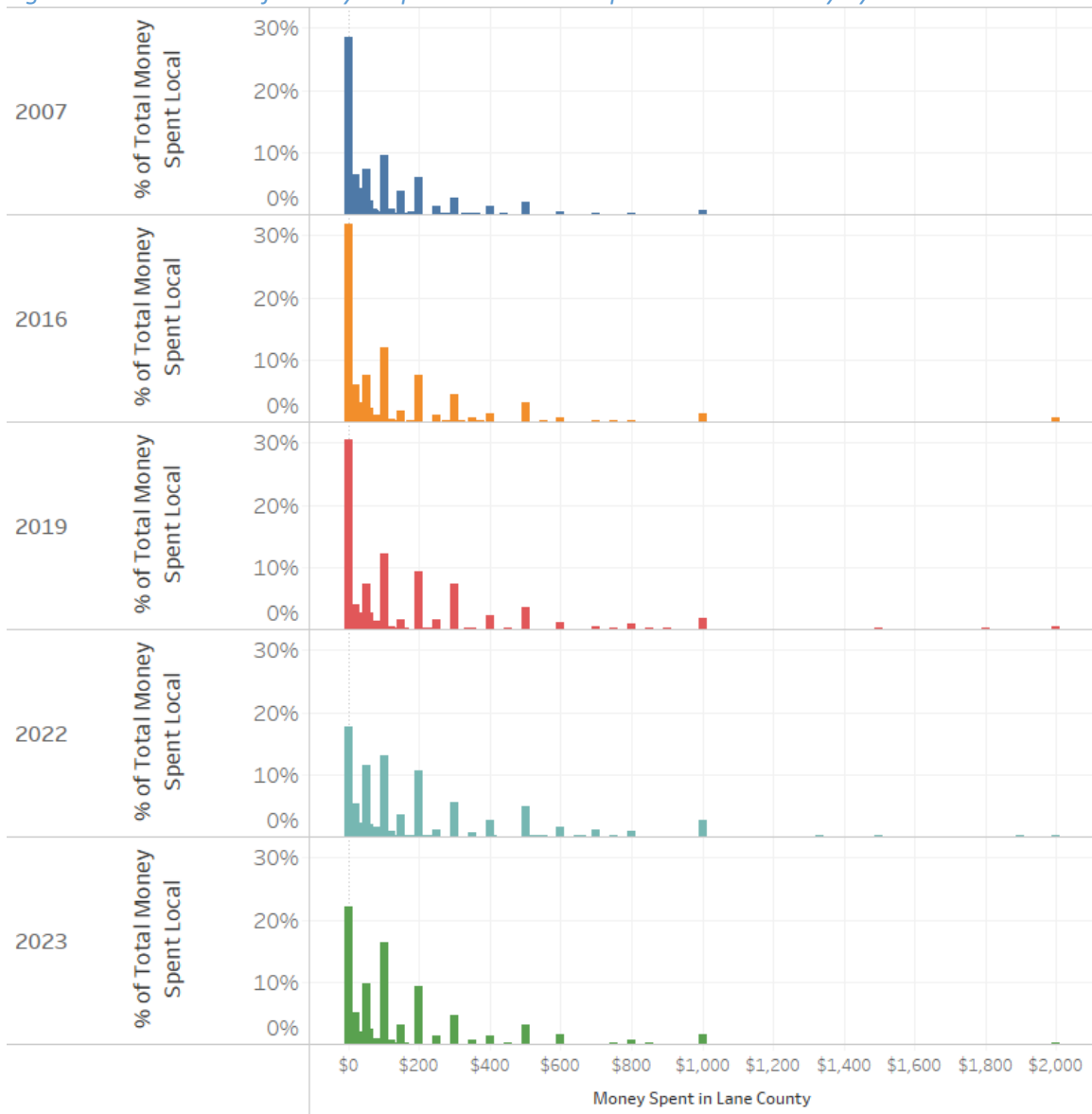
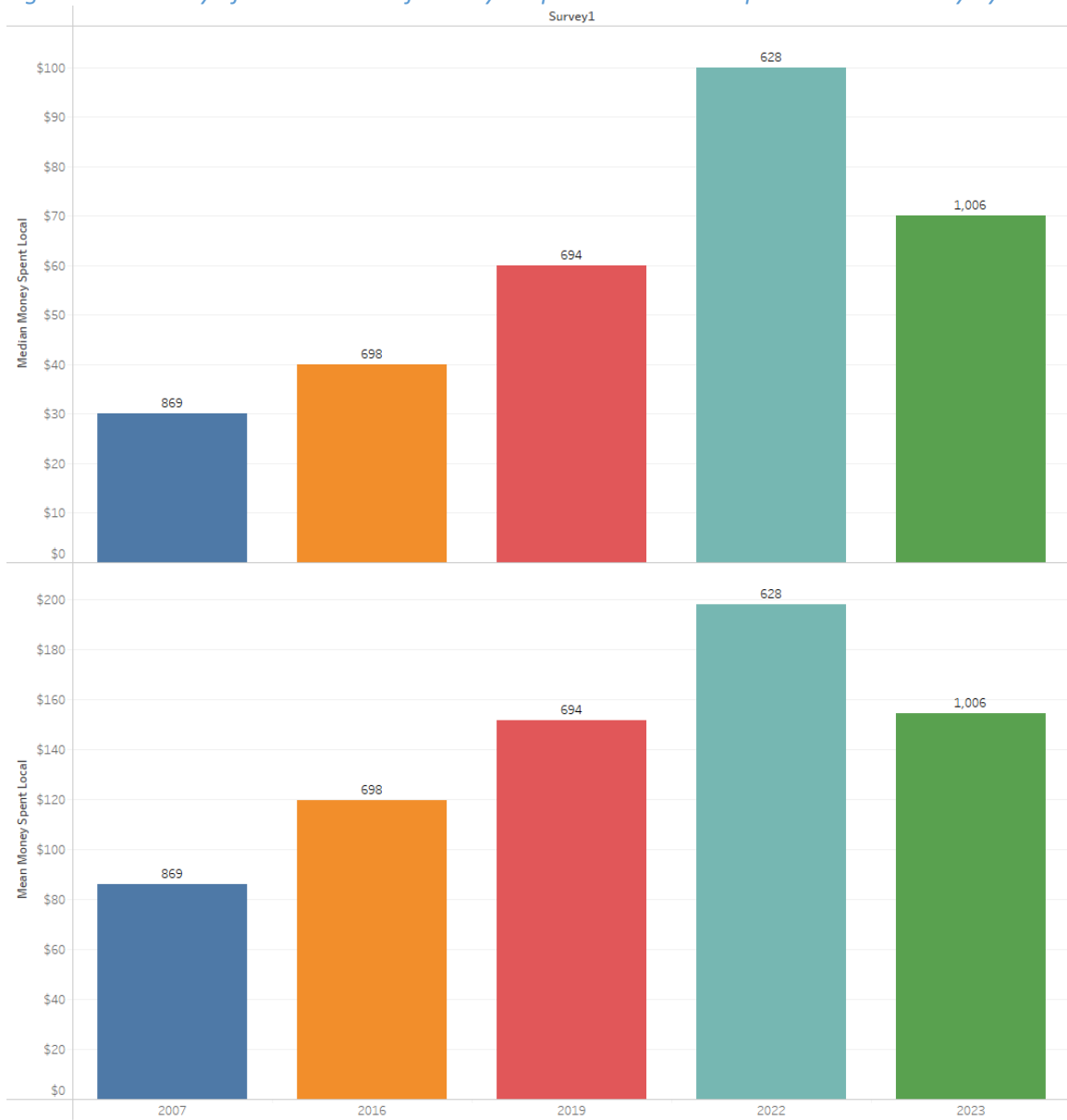


Figure 5. Summary of Distributions of Money Respondents Plan to Spend in Lane County by Year



Survey respondents were asked how much money they plan to spend at the Oregon Country Fair itself during their visit. See Figure 6 for the distribution of reported money to be spent at Fair by year. These distributions were summarized by their mean and median in Figure 7. Above each bar, the count of respondents is indicated. Twelve responses were greater than \$2,000. Although some of these responses were plausible, responses greater than \$2,000 were removed from the sample. The median and mean amount of money spent at Fair has steadily increased each year since 2007. In both 2022 and 2023, respondents indicate that they expect to spend a median of \$100 at the Oregon Country Fair. The mean dropped in 2023 from \$178 to \$168.

Figure 6. Distribution of money to be spent at the Oregon Country Fair

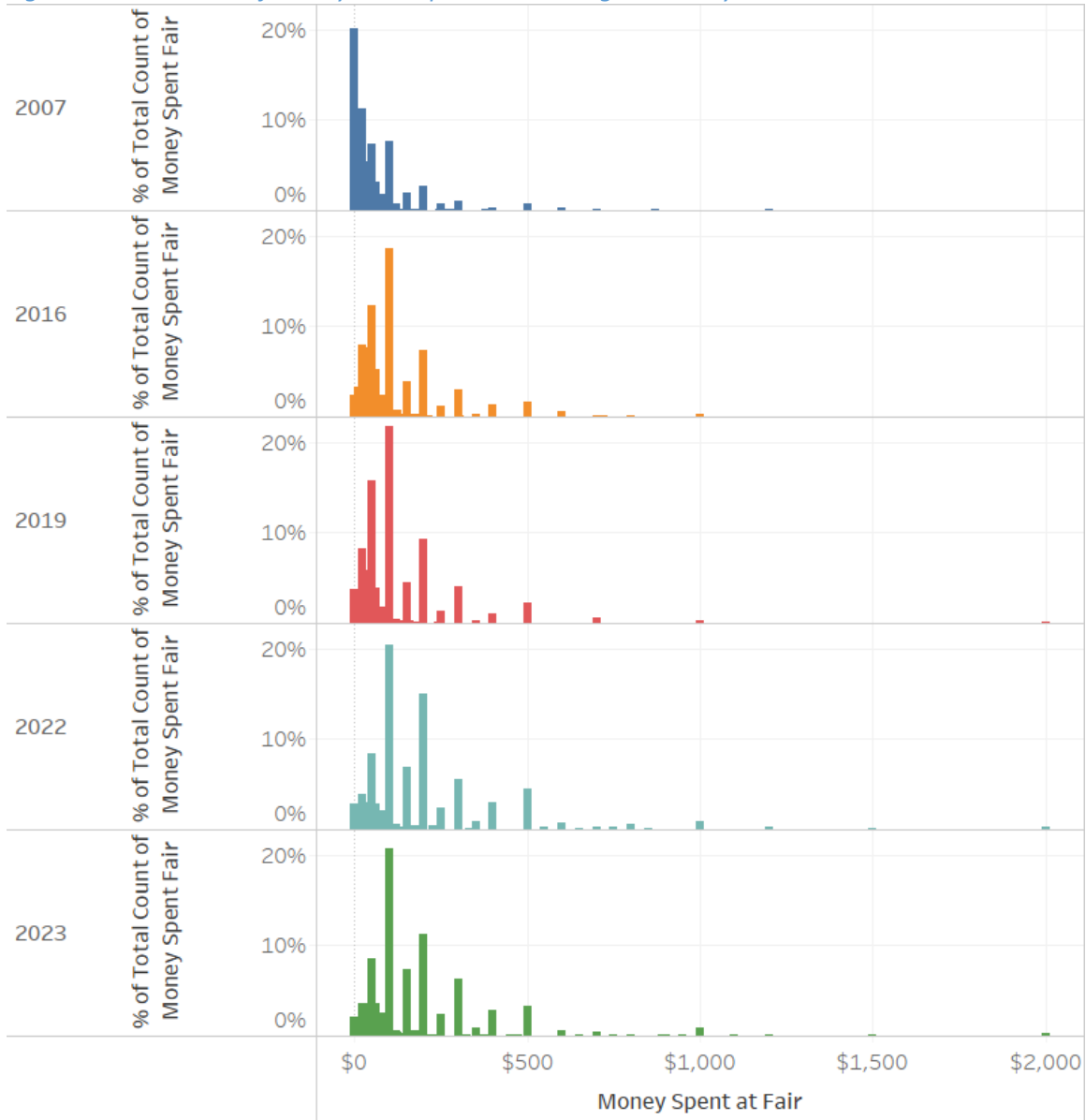
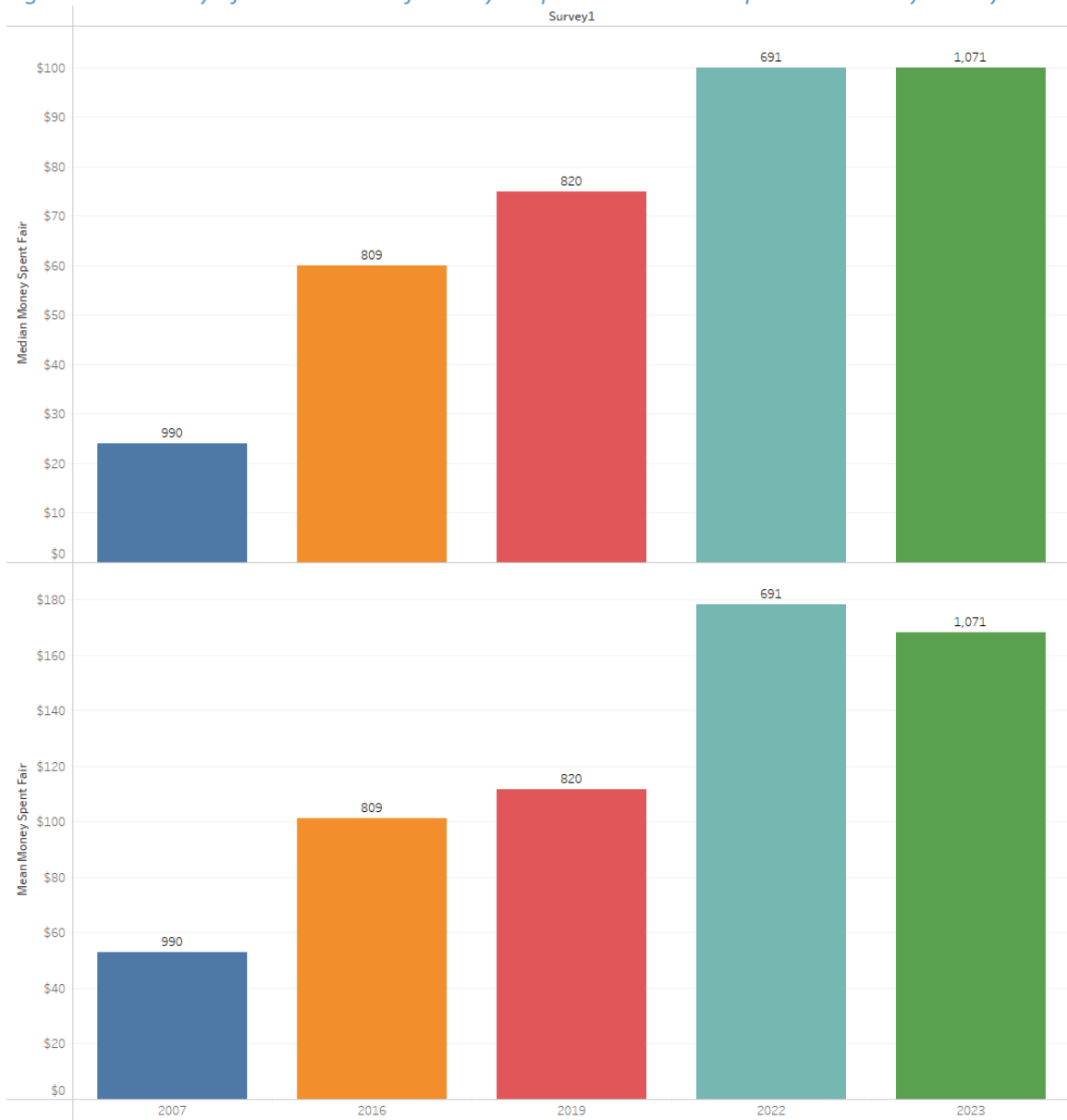


Figure 7. Summary of Distributions of Money Respondents Plan to Spend at Country Fair by Year



Transportation Behavior

Survey respondents were asked about their mode of transportation, how many were in their travel party, and how far they traveled with each mode of transportation. They were also asked about their willingness to change transportation behavior to and from Fair. Figure 8 shows the percentage of respondents by mode of transportation. Above each bar, the count and percentage of respondents is indicated. The total percentage will be greater than 100% since participants may have traveled with more than one mode of transportation. The vast majority of participants traveled via car/truck although 15% traveled via bus and almost 5% traveled by plane.

Figure 8. Percentage of Respondents by Mode of Transportation (N=1,133)

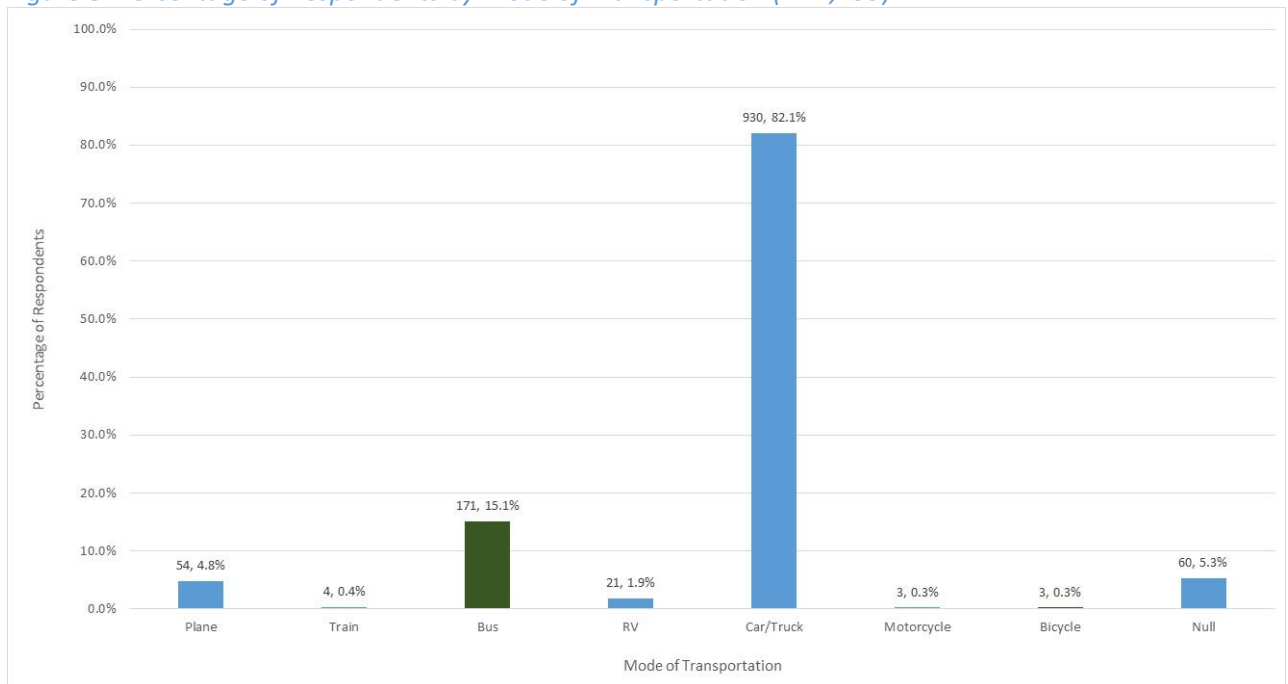


Figure 9 shows the median distance traveled by mode of Transportation. Given that all modes except for Plane, Bus, and Car/Truck were used by less than 25 respondents, the median serves as a far better measure of central tendency than the mean. The mean distance traveled by participants traveling via car/truck was 100 miles.

Figure 9. Median Distance Traveled by Mode of Transportation

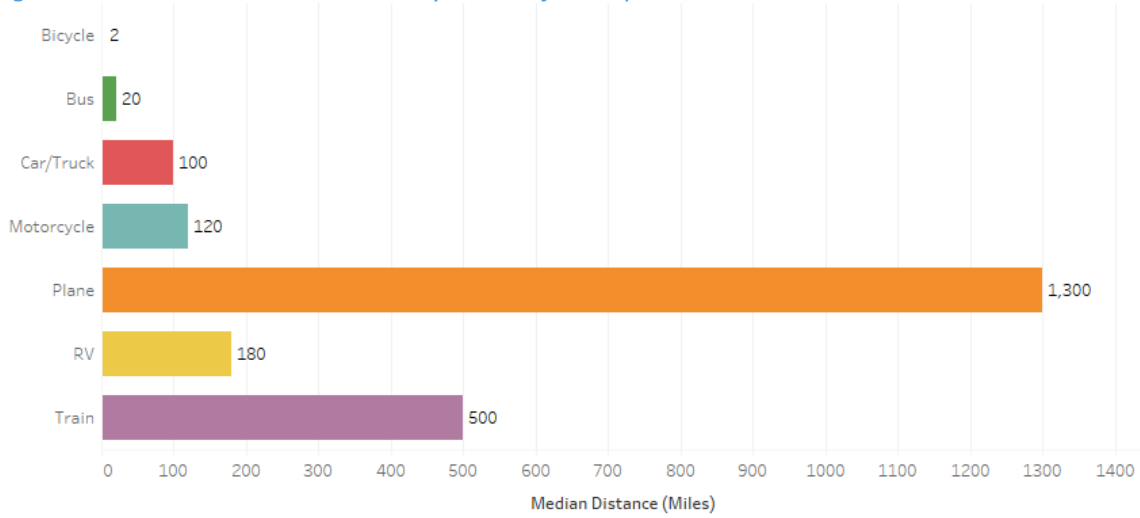


Figure 10 shows the median number of people in the travel party by mode of Transportation. Given that all modes except for Plane, Bus, and Car/Truck were used by less than 25 respondents, the median serves as a far better measure of central tendency than the mean. The median for Bus, Car/Truck, Plane, and RV was 2 indicating that the typical participant carpooled with at least one other person when traveling via Car/Truck or RV.

Figure 10. Median Number in Travel Party by Mode of Transportation



Figure 11 displays a histogram of the distance traveled for those traveling by car. This distribution is clearly not normal in its shape. Therefore, the median (100 miles) reported earlier is the most useful measure of central tendency to use to describe this distribution.

Figure 11. Histogram of Distance Traveled for those traveling by car/truck (N=863)

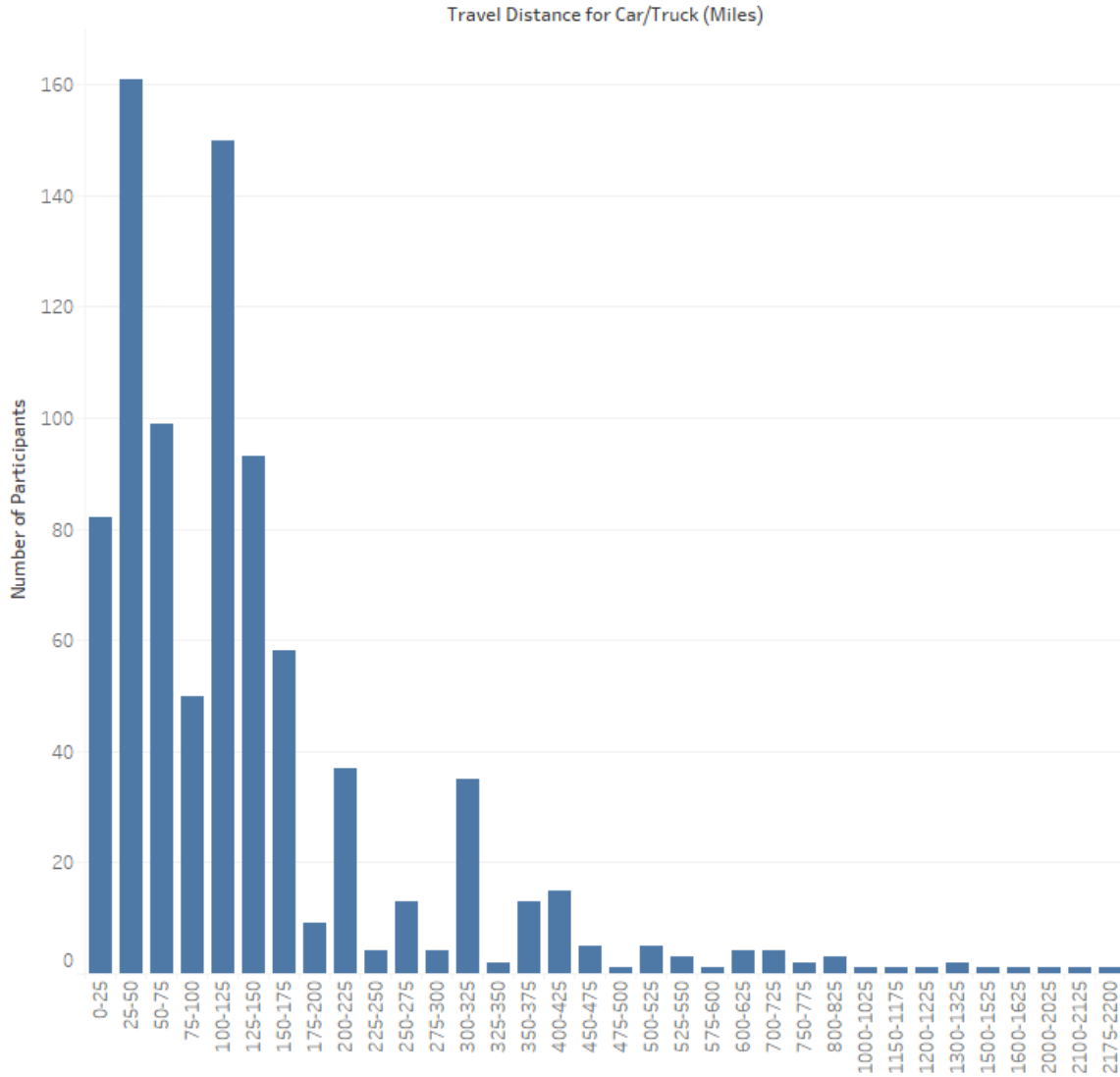


Figure 12 is a cumulative distribution function (CDF) expressed in percent units of the distance traveled by car/truck in miles. This figure can be used to easily obtain the percentage of the car/truck fairgoers that traveled less than or equal to the miles value of the x-axis. For example, ~88% of participants traveled less than 275-300 miles to get to the Fair.

Figure 12. Cumulative Distribution Function of Distance Traveled for those traveling by car/truck (N=863)

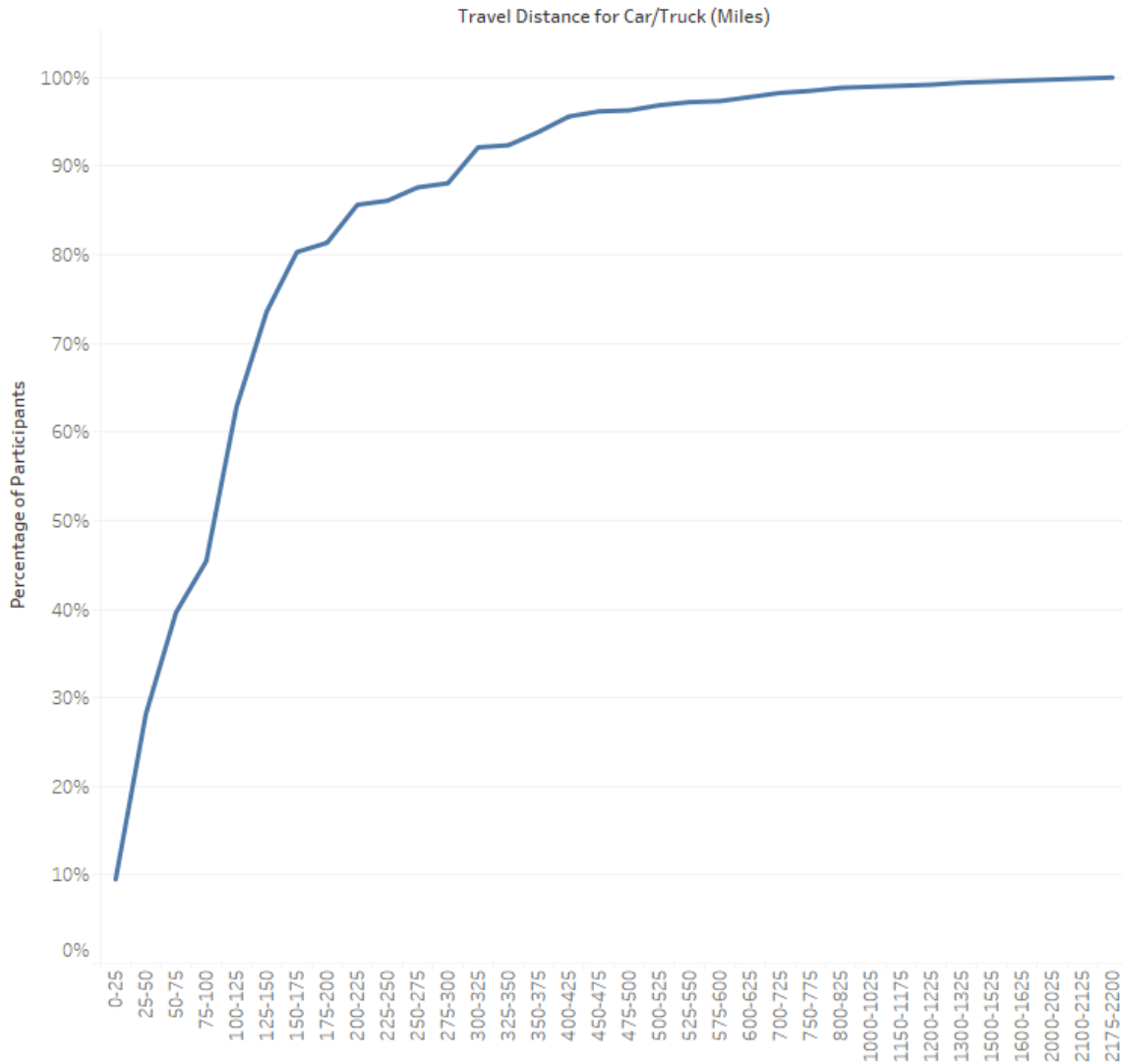


Figure 13 is a cumulative distribution function (CDF) expressed in percent units of the distance traveled by mode of transportation in miles. This figure can be used to obtain the percentage of fairgoers that traveled less than or equal to the miles value of the x-axis for each mode of transportation. Note that once the percentage has reach 100%, any larger categories are not displayed. For example, the furthest that anyone traveled by bicycle is 3 miles. If one were wondering what percentage traveled 10 miles, then it would still be 100%.

Figure 13. Cumulative Distribution Function of Distance Traveled by mode of transportation

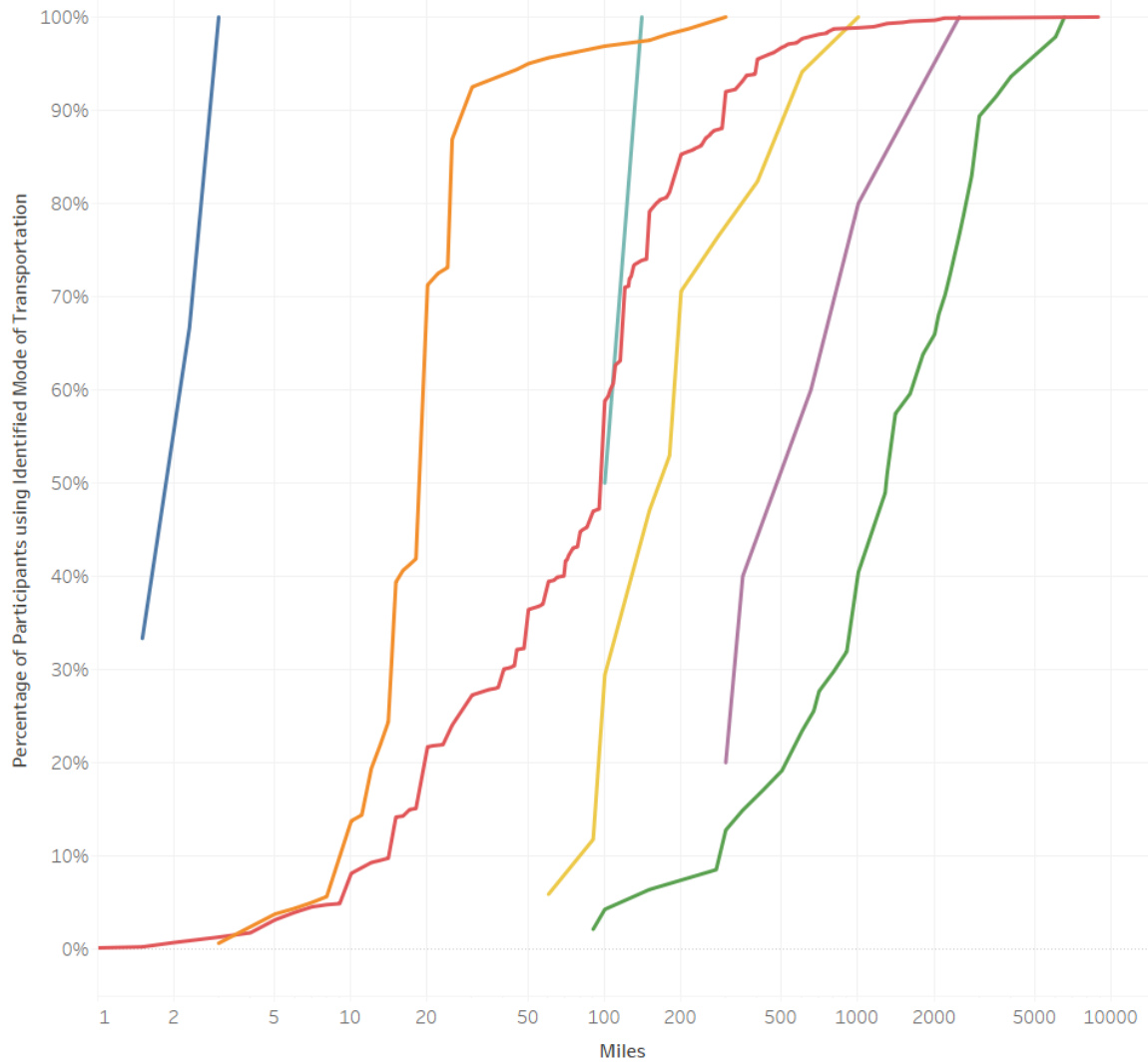


Figure 14 shows the number and percentage of participants by their willingness to change their transportation behavior when traveling to the Oregon Country Fair. Over ¾ of responding participants would at least consider making changes to their transportation behavior when traveling to the Oregon Country Fair.

Figure 14. Willingness to Change Transportation Behavior (N=1,133)

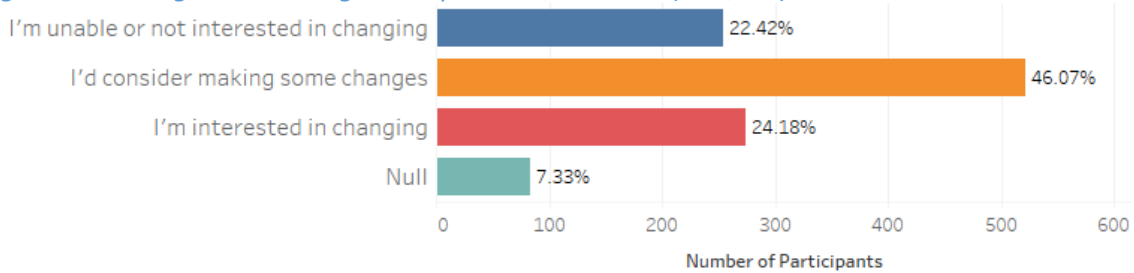
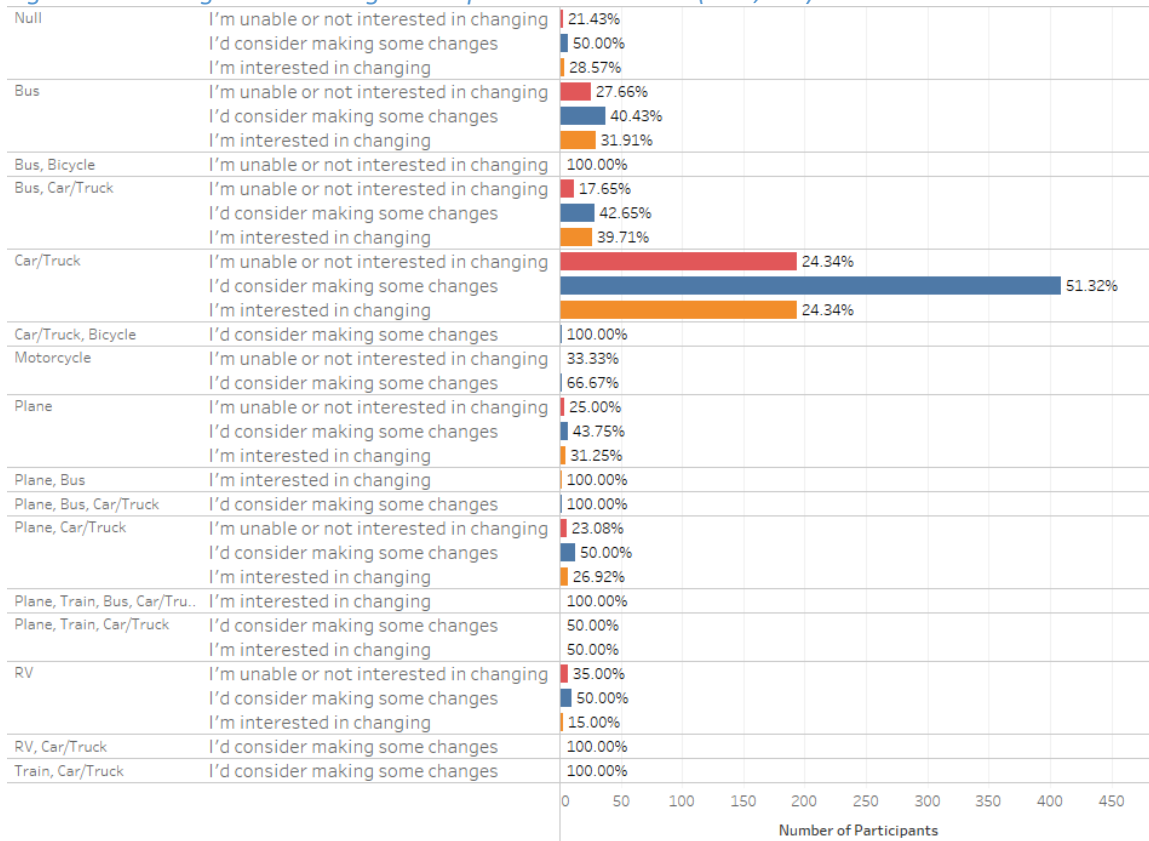


Figure 15 shows the number and percentage of participants by their willingness to change their transportation behavior when traveling to the Oregon Country Fair by mode of transportation. There doesn't appear to be much difference in Fairgoers willingness to change transportation behavior based on mode of transportation.

Figure 15. Willingness to Change Transportation Behavior (N=1,133)



Do you have anything to add?

See Appendix C for a full listing of open-ended responses to “Do you have anything else to add?”

Conclusion

The 2023 Oregon Country Fair Demographic Exit Survey (administered to the public) succeeded in providing a short, simple way to identify changes in the demographics of Oregon Country Fairgoers since 2006. This survey also provided some simple data about the transportation behavior of fairgoers when traveling to the Oregon Country Fair.

Overall, the demographics of the population is largely similar to years past. Despite this gross conclusion, there are some changes.

Demographics Results Summary

Based on the data provided by respondents to the 2023 Oregon Country Fair Exit Survey, the following conclusions can be derived about Oregon Country Fairgoers:

- Less than half of those that are not kids (≥ 18 years of age), were less than 34 years of age. The other half were over the age of 34.
- About 55% self-identify as women; about 35% self-identify as men.
- About 30% self-identify as queer.
- Less than 10% self-identify as BIPOC.
- About 1/8 report being disabled.
- About 1/4 report being neurodivergent.
- About 1/5 (17%) are students (part-time or full-time).
- Over 60% are employed full time; about 10% retired and < 8% unemployed.
- The median Fairgoer has an annual household income of \$50k - \$99k.
- Approximately 62% live in households of 1 to 2 people.
- The densest group of Fairgoers can be found in the Eugene and Portland areas.
- They spend \$70 - \$154 (on average) in Lane County and another \$100-\$180 (on average) at the Fair itself as part of their trip to the Oregon Country Fair.

The following demographic changes are noted:

- The percentage of participants aged 18-24 dropped by 5% from 2022 and went up by a similar percentage for the 35-44.
- The new unsure category was used by approximately 5% of participants for both the BIPOC and the LGBTQIA+ categories. The percentage of participants using this category when evaluating neurodivergence jump 15% to over 16% of respondents.
- The annual household income of participants increased between 2022 and 2023. The percentage of less than \$20k dopped by 3% while the percentage \$50k-\$99k increased by 5%. All higher categories increased at least 3%.
- The percentage of households with 4 members was at an all-time high of 15.2%.
- The percentage of fairgoers eligible for WIC assistance decreased by approximately 5%.
- Amount of money spent in Lane County and at the Fair itself decreased for the first time since 2007.

Transportation Behavior Summary

The vast majority of participants traveled by car/truck to get to Fair. Approximately 15% took the bus and around 5% traveled via plane. It is possible that the percentage taking the bus was inflated due to the bus stop being one of the locations where participants were surveyed. The median distance traveled via car/truck reported by participants was 100 miles; motorcycles and RV went a bit further with medians of 120 and 180 miles. The median number of people in the travel party for participants traveling by car/truck, bus, plane, and train was 2 indicating that on average, fairgoers carpooled with at least one other person. Approximately 38% of participants traveling by car/truck reported traveling solo.

Approximately 75% of participants indicated that they would be willing to at least consider making changes to the transportation behavior when traveling to Fair, and 25% of participants expressed an interest in changing. There was not much difference in the willingness to change transportation behavior based on the mode of transportation used in 2023.

Methodological Considerations

Methodological considerations fell into two categories, those that were related to the sample and those that were related to the survey content itself. Those related to the sample have not changed since this survey was first administered in 2006. Given that the survey content has had 17 years to evolve, there were not any notable limitations to the survey content itself.

Extraordinary efforts were made to recruit high quality individuals and train those individuals to survey the Fairgoers in an unbiased manner. Despite best efforts, it is likely that some of the findings are due to biases in the selection of participants by the survey team. One thing that the survey team should address is the use of significant others for survey facilitation. The psychometrician recommends that if SOs are to be used, they should be required to attend the training sessions before facilitating any surveys.

One way in which the sample may have been biased is based on the locations in which data were collected may have also biased the sample. In 2023, efforts were made not to oversample respondents from the bus stop. One way in which this was accomplished was by adding a new survey administration location in Xavanadu. Efforts should be made to continue this practice going forward.

It is important to note that the Dead & Company played shows at the Gorge on the same weekend as the Oregon Country Fair. It is uncertain how this event may have impacted the sample, but it is worth noting. This may have contributed to the decline in the number of younger fairgoers participating in 2023.

Despite these limitations, the methodology was robust with respect to minimizing bias and collecting a representative sample of Fairgoers. This is a remarkable accomplishment considering that this was a volunteer crew.

Recommendations

The demographics of first-time attendees is of importance in projecting future changes to the demographics of the Fair itself. Therefore, the psychometrician recommends adding a question asking participants to indicate if this is the first time that they have attended the Fair.

Despite the addition of the option “I prefer not to answer” many participants still left a few questions blank. Facilitators should be trained to strongly encourage participants to select this option in the future. In addition, since the resources available for this survey are far from sufficient to analyze the difference between non-responses and “I prefer not to answer” responses, these two options should be grouped together in future analyses.

Given that there was a transition to a new data entry tool, the same validation rules were not in place as they have been in the past. This resulted in an increased in the amount of data with invalid values such as strings in numeric fields. It is recommended that data validation rules be put in during data entry and that protocols are established for values to be entered when unexpected values are encountered.

One specific example of unexpected values is the zip code question. Respondents from foreign countries simply wrote down the name of their country of residence. The data entry tool should be setup with an additional field for country and these values should be entered into that field. That would allow zip code to be a numeric field with only 5 values.

Readers are reminded of the importance of the survey to the evolution of the Oregon Country Fair. For example, in the past, the survey team discovered that participants greatly enjoyed the random path happenings and suggested creating an organizational unit responsible for increasing the quantity and quality of these happenings. Therefore, starting with this survey report, the Fair’s psychometrician has decided to take the liberty of documenting a single idea which evolved out of these workings that could improve the Fair.

This year, the psychometrician suggests that Fair create a “Make a Wish” committee. This group would be responsible for developing a way for fairgoers to recommend individuals and submit their wish (no matter how crazy it might be) to the committee for consideration. The committee would then attempt to fulfill the wish during Fair to the greatest extent possible. This idea would provide an opportunity to lift the spirits of fairgoers (or simply fair family) in need while challenging the committee members and the Fair itself to identify/procure or create the resources or services needed to manifest the wish.

Appendix A: 2023 Oregon Country Fair Demographic Survey

- 1) Are you at least 18 years of age? Yes No
If you answered No to Question 1, you are not eligible to take this survey.
- 2) What is your age? 18-24 25-34 35-44 45-54 55-64 65+ I prefer not to answer.
- 3) By which gender do you most identify?
 Woman Man Non-binary Other I prefer not to answer.
- 4) Do you identify as LGBTQIA+? Yes No Unsure I prefer not to answer.
- 5) Do you identify as BIPOC? Yes No Unsure I prefer not to answer.
- 6) Which of the following best describes your disability status?
 I am disabled, and I AM a member of an ADA protected class.
 I am disabled, and I AM NOT a member of an ADA protected class.
 Not applicable, I am not disabled.
 I prefer not to answer.
- 7) Are you neurodivergent? Yes No Unsure I prefer not to answer.
- 8) What is your Employment Status?
 Full Time Part Time Unemployed Retired I prefer not to answer.
- 9) Are you self-employed? Yes No I prefer not to answer.
- 10) Are you a student? Full Time Part Time Not a student I prefer not to answer.
- 11) What is your Annual Household Income (Please include all household members)?
 Less than \$20,000 \$20,000 - \$49,999 \$50,000 - \$99,999
 \$100,000 - \$199,999 \$200,000+ I prefer not to answer.
- 12) How large is your household? _____ Of those, how many are under 18? _____
- 13) How much money have you spent or do you plan to spend at the Oregon Country Fair today NOT including the cost of admission/parking? _____
- 14) How much money have you spent or do you plan to spend today around Eugene and Lane County (even if you live here) as part of your visit to the Oregon Country Fair (This includes things like gas, lodging, and food/meals outside of Fair)? _____

This section of the survey is about how you got to the Oregon Country Fair.

15) What is your zip code? _____

16) Which of the following modes of transportation did you use to get from your home to the Oregon Country Fair, approximately how far did you travel and how many people were in your “travel party”?

a) Mode of Transportation		b) Approximately, how far did you travel (miles)?	c) How many people were in your travel party?
Plane	<input type="checkbox"/>		
Train	<input type="checkbox"/>		
Bus	<input type="checkbox"/>		
RV	<input type="checkbox"/>		
Car/Truck	<input type="checkbox"/>		
Motorcycle	<input type="checkbox"/>		
Bicycle	<input type="checkbox"/>		

17) How willing are you to change the way in which you travel to the Oregon Country Fair in order to reduce the carbon emissions associated with your mode of transportation (changes might include carpooling or taking the bus)?

- I’m unable or not interested in changing.
- I’d consider making some changes.
- I’m interested in changing.

18) Is there anything that you’d like add?

Appendix B: Survey Crew Volunteers that facilitated survey administration (prior years on crew)

Kristie Krinock (12) – Crew Leader

Jordan Long "DustoffGuy"(12) – Crew Leader

Wyetta Bontempo – Psychometrician

1. Scott Barrentine "Scotty B" (1)
2. Heidi Mireille Pannke (12)
3. Mckean Stanton O'Connell (9)
4. Corey McGuire (8)
5. Kristy Wright (8)
6. Lauren Kahn "Lauren" (8)
7. Alexei Martina (3)
8. Martin Phreed "Marty" (7)
9. Daniel Miller (5)
10. Monty Smith (0 – New Crew Member)
11. June Kansopon (1)
12. Wendy Mintey (2)
13. Steghan (Significant Other New)
14. Melissa (Significant Other 4)

Appendix C: Open-ended question responses

- I love taking the shuttle!
- The further bus needs to pick me up at my house
- We waited for an hour from 10am to 11am at the Eugene Station to ride the bus to Fair on Friday morning. Besides that all our bus trips have been where we didn't have to wait more than 15 or 20 minutes to ride the bus and we came for all 3 days. We happily ride the bus to Fair.
- 1st full day - fair experience. Stamps for noneers pass washes off - is there a solution?
- More trees please
- More cooling stations, heat definitely an issue
- Grateful for the quality of vendors and all the ways diversity thrives here.
- Battery powered shuttle would be ideal.
- We camp at zumwalt so prefer to drive from Portland.
- Would have to be workable across lodging. Thank you for your incredible work in creating an incredible space / time / opportunity for experience!
- I wish I had withdrawn more money
- Beautiful place and people. Thanks for a great first Fair experience!
- I am so glad alcohol is not sold or served here!
- We tried the bus a few years back, but the 3+ hour wait in line for two working buses killed that desire.
- We used the shuttle to get here. Thank you :)
- Trains and buses
- Put the vendors back in peach pit, get more bathrooms! <3
- Fun! I need to wear a costume next time.
- You guys are great! Just monetized the car pool you just set up.
- funnel cake / churro stand
- Here visiting with a white bird volunteer
- You should update the nameplates in the Political Park. Suggestions: 1) Margery Taylor-Greene 2) Lauren Boebert 3) Ron DeSantis 4) Paul Gosar 5) Matt Gaetz
- I used to take the bus but now camp nearby.
- I use my bike to minimize impact. Car stays @ camp all weekend.
- We are already bussing and biking to the bus :) <3 u!
- Great fair! Please add more "exit" signs throughout. Thank you.
- I do take the bus
- Very easy parking, very welcoming!
- Bike lane. Parked outside and rode bike.
- Getting on the bus, I identified as alter-abled and was nicely accommodated, however, the helper began speaking to me as though she assumed my disability was cognitive. Rather insulting since I just have bad knees.
- If there were a daily bus from Portland. Maybe 1 for family / children groups and another for "adult" group.
- Maybe have a child area for kids 9-13 that are too old for child area but too young to wander on their own.
- Designated turnaround point when leaving fair. Thanks!

- My car is an EV :) !
- Life's a garden, dig it!
- Train plz
- More bus pick up spots in Eugene would be great!
- "Bathroom signage and lights
- on front of this sheet add ""please turn over""
- Please provide signage for drinking water.
- Walked 1 mile from home
- The plane and train were general travel to the area not specific to fair
- If there was a Sunday bus from Zumwalt or Richardson Park I would not drive.
- Please bring March 4th back :) <3
- Cart / Wagon parade for babies / kids
- Maps (online and Peach Pit) to get TO the fair and AT the fair were somewhat clear. We wanted more info about accessing the shuttle bus stops.
- already carpooling
- I drive an EV, so more charging stations would be great! Also, more affordable camping :)
- 3 of us are taking the bus back, one has bad motion sickness and needs to drive.
- We love how family-oriented things are!"
- Expensive inside Fair after ticket price which was high (to me). Great diverse crowd except for race.
- First time. Great place. Will be back.
- Thank you OCF! One of the last magic places. Than you 4A and bicycle side-car guy!
- Keep paths wetter
- POC discounted ticket sales.
- Took EV
- Could carpool more. We now combine cars to bring folks from Sisters. Love everything fair does to evolve and improve!
- We love it here and are fair family!
- Motorcycles save gas
- I love it here!
- I wish there were more food options (#) to alleviate wait times. Also, please put in the info / FAQ that most (all?) vendors take cash only.
- More ATMs
- Make party buses from Portland that are only in the \$20 ticket range.
- The atmosphere here is so soft and welcoming. The event is so well staffed and everyone is willing to help
- Thank you. This experience is nothing short of whimsy magic grandeur!
- More queerness! More drag! More space for the disabled and queer community
- Happy fair and stay humble!
- More busses at end of day
- Invite more BIPOC on board to make decisions about fair/work with local indigenous tribes to create a more inclusive fair space.

- Happy to take bus if service is convenient, efficient and offered throughout the day. Get the phone service situation under control. Not and acceptable and absolutely able to be fixed
- I am not seeing anything about who cared for this land before it was colonized
- I would like to see a sensory zone for neuro diverse folk. I feel more people would attend would attend if there was a designated space with appropriate tools. Nancy
- We would safe bike routs from W Eugene
- Clear and obvious list of what you can bring to fair when you buy the tickets.
- we carpool, bring a lots of people with. Thank you! :)
- They say the grass is always greener on the other side. I'm 25 sides in, and wow, this is green.
- Keep doing such a good job! You're doing great! :)
- Amazing Fair!
- Probably won't be back
- Usually I travel w/ more but they camped this year.
- Busses/caravans are great! Thanks for such great staff!
- Public transportation, woo!
- I really like the country fair. <3
- These externalities deserve more meditation zones. 2023 and we are still safe with each other & now another generation. Peace
- Been coming since 1981
- keep up the good work
- Still thinking flying lessons
- We carpool already from camp
- We love the fair! We've been coming for 25+ years and it's a family tradition - it's worth the investment! Please bring Alice DiMicele back to the Fair. we are huge fans, she wants to be here - not sure what has happened - please contact if needed
- We love Fair! (Peace sign)
- Almost took bus, but having a baby and the wait is difficult. We will bike when older.
- This is my 26th consecutive year @ fair, my 2nd home, I notice how much change and feel hopeful for the direction fair is headed to return towards original values using modern solutions.
- 15 years of attendance
- Entertainment Policy - I don't know your policy but our old group (6 total this year) is VERY UPSET that singer/songwriter Alice diMicele has not been included. She is an active musician, playing and releasing albums and a social activist. She also has a blues based approach to folk. This is missing among many singer songwriters.
- Balloon (picture of hot air balloon)
- More places to rest at the Fair.
- Thank you for this intentional improvement interest!!!
- Usually like to travel by bus but carpooled today
- Staff
- Hope ticketing gets smoother. Thanks!
- More lady urinals :)
- I like your stickers!! :)
- I looked into taking Amtrak, but car was more convenient

- May try camping in the future
- I came by myself and gave someone else a ride!! :)
- make an easy way for drivers and riders to communicate and set up share rides
- more camping
- Drove a Prius carpool
- The more front-facing inclusivity efforts the better <3
- Need some cell service
- Shuttle from Portland for the day?
- Tell everyone to bring cash
- Couldn't buy more as no wifi at most 95% of booths
- ATM was 45 minutes and right by smoking section - horrible"
- I'd bike if there was a bike station? Maybe?
- Concern about vehicle security when taking bus. Bus is fun both ways and handy.
- Yes, Heidi is awesome
- All staff are more interested in safety and personal happiness for anyone else best priorities
- More places to sit would be lovely
- More meat! Please and thank you!
- I helped a friend that's a vendor
- Please do not have the bus driver get lost.
- Just be normal and let everyone be as normal as they please.
- I appreciate the clean and numerous bathrooms and the BIPOC space.
- More + frequent buses
- Nope, except bless be the peach!
- Rode bike last year
- I have not owned a car for 34 years and have not been in a plane for 26 years. Climate change is the biggest threat.
- Not changing because bus and bike are pretty good!
- Everything is way too spendy!
- I wish I had all the money to buy all the things here!
- More 7:30p busses.
- This is a magical place. Continue improving inclusion.
- Came in electric car!
- Few more ATMs.
- Everything has been awesome!
- Please move motorcycles away from mud, caused serious accident
- The car we have is electric.
- Want to buy an EV as soon as the fed credits are back.
- More places to sit, more massage people, more staff to help directions, etc., will call - forgot tickets was given a hard time about it, nice people - specifically the survey taker.
- Drove to camp nearby, then walked to fair.
- Yay fair! Plus, your survey people are awesome :)
- I didn't know it was cash only because it is my first year coming and only found minimal info online. Got back to Oregon yesterday and still came, though.

- Thanks so much. Map was hard to read, maybe sign posts to big stages.
- Bus from Orange Max Line
- "I'd love to come help. I've been going to this fair for as long as I can remember. My grandparents have been going 50+ years and ran multiple booths. This place is home, and I want to join the family that makes it happen.
- We are a multi-racial + gender open family
- The shuttle bus was helpful
- I combined this with another trip I was taking, so I didn't travel all of my miles exclusively to come here."
- If you're pregnant and high on acid, brush your teeth
- More shuttle options.
- Need more info and clarity about VIP passes.
- More clarity about what VIP passes include!
- Train is good. Love our country Fair!
- Great first time at the fair. We'll be back.
- Y'all need to up the capacity please. Such limited tix = sold out and my friends traveled down to attend but couldn't get tix. :(
- We took the free bus from VRC! I'd consider biking but probably the kids couldn't bike this far. Great family friendly event!
- I regret I liked to drive. Great job!
- Drove EV. Given the distance I'm comfortable with my methods but always open to change.
- Came as a bucket list thing to do. There was definitely expense and commitment to make it here. Experience was essentially what I expected. Satisfied and happy I came.
- We are camping nearby and walk to/from fair.
- OCF has been great. I loved seeing the BIPOC retreat area. Very thoughtful.
- Came on the LTD bus from downtown.
- I'd consider making changes if it was part of a lodging package. Preferable within walking distance of the OCF. Are vendors of goods required to be directly involved in the manufacturing of goods sold? I hope so. (Smile)
- I'm always taking the bus!
- Make camping per spot. Exit by Ritz for all.
- Exit by the showers
- Better maps!
- Yes, please open the fair longer than 7pm! May till 10pm or later? That would be sooo nice! Thank you for a super event!
- I'd rather take public transit from Portland. Thank you! :)
- :) more ATMs
- Credit card machines work reliably or more ATMs.
- Run bus from PDX.
- Where would the transport come from - I would also like the sleep in the lot.
- Shuttle buses need to have another entrance so we're not waiting/stuck in traffic.
- Would love to see the bus routes publicized more, maybe even from portland.
- We ❤️ public transit!

- The shuttle rocks
- More bathrooms / find a way to make them less smelly
- One more ATM machine location.
- Secured and monitored bike parking area at VRC would greatly reduce our impact even more! I love bikes.
- I have an electric car. Better charging options would make travel by electric car easier.
- Bubbles
- I'd carpool
- Great year! Crowds are not huge - that's so nice! More fam friendly!
- I may be allergic to religion since I grew up with it but the cross in the morning is not good. Better if the Christians went without it. The cross is associated with many bad things. Does not belong here.
- Love this opportunity for a suburban family escape. It's refreshing.
- The car travel basically essential most of the journey but local bus/shuttle a possibility.
- We carpool together from the Seattle area and camp at my sister's house in Junction City.
- Fun fair!
- My son's first fair! Great activities for kids. Coming back next year!
- "The photographer Jay Smith
- More ATMs, at least 2"
- Disabled folks are not addressed as far as parking, general access ADA parking is also so far from admittance