

**PROBOLSKY
RESEARCH**

October, 2009

**Customer, Marketing & Outlook Survey
Report on Results**

Prepared for:



Probolsky Research LLC specializes in opinion research on behalf of local and regional governments in the Western United States. The firm's experience includes extensive work on issues relating to community satisfaction, annexation, taxation, infrastructure, development, redevelopment, elections, economic development, transportation, education, health care and rate structures.

Probolsky Research services include focus groups, telephone surveys, field studies, mail surveys, executive level one-on-one interviews, on-site interactive audience participation polling, online surveys and ridership surveys. The firm provides a breadth and depth of experience that allows for expert project design, implementation, analysis and presentation.

The firm maintains full-time offices in Orange County and Sacramento, California.

Principal Adam D. Probolsky works directly with clients to develop comprehensive survey instrument instruments and methods, and to provide analysis of the results as well as to advise on strategy and implementation.



CONTENTS

	Page
I. Interview Schedule.....	1
II. Executive Summary and Analysis.....	10
V. Detailed Results and Cross Tabulations.....	23
-Gender	
-Party	
-Age Group	
-Geographic (by Supervisorial District)	
-Vote Propensity	
-Type of Voter	
-Registration Date	
-Gender/Age	
-Party/Gender	
-Party/Age	
-Ethnicity	
-Right Track/Wrong Track County	

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OC Fair Customer, Marketing and Outlook Survey

INTERVIEW SCHEDULE

Field Dates: October 20-23, 2009

N = 355 Voters

Margin of Error = +/- 5.3%

Universe: Among all voters

Language: English

Due to rounding, some figures may be higher or lower by less than one-half of one percent

Hello, may I speak with _____? [IF NOT AVAILABLE—SCHEDULE CALLBACK]

This is _____ with the Western States Policy Research Center a regional opinion research organization. We are conducting a survey about issues facing your community. Your opinion is important.

1. What is the most important issue facing your community today?

The economy	34.3%
Government	11.7%
Public safety	10.3%
Education/schools/higher education	8.9%
Healthcare	6.3%
Transportation	4.9%
Environmental issues	4.3%
Other (individually less than 2%)	5.4%
Don't know/refused	14.0%

2. Do you think that California is generally on the right track or on the wrong track?

Right track	16.6%
Wrong track	70.0%
Unsure [DO NOT READ]	12.9%
Refused [DO NOT READ]	0.6%

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3. Do you think that Orange County is generally on the right track or on the wrong track?

Right track	45.7%
Wrong track	36.9%
Unsure [DO NOT READ]	16.6%
Refused [DO NOT READ]	0.9%

Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so. The first name is [READ NAME]. Have you heard of [READ NAME]? Would you say that you have a favorable or unfavorable opinion of [READ NAME]? [RECORD] [IF FAVORABLE OR UNFAVORABLE>>>] And would you say that your opinion is somewhat or very (favorable/unfavorable)?

[ROTATE Q4 – 5]

	Very Favorable	Somewhat Favorable	No Opinion	Somewhat Unfavorable	Very Unfavorable	Never Heard Of	Unsure	Refused
4. Orange County Fair	38.6%	40.9%	14.0%	2.6%	1.4%	1.7%	0.6%	0.3%
5. Pacific Amphitheatre	24.0%	34.3%	26%	1.4%	0.3%	10.9%	3.1%	-

The OC Fair is a four week event that is held every summer at the Orange County Fairgrounds in Costa Mesa, California.

6. Which of the following best describes the last time you attended the OC Fair? If you’ve never attended, just say so.

This year	28.9%
Within the last three years	28.6%
Over three years ago	27.4%
Never	15.1%
Unsure [DO NOT READ]	-
Refused [DO NOT READ]	-

[IF ANSWERED NO TO Q6]

7. Thinking specifically, why would you say that you have never attended the OC Fair?

No time/too busy	24.5%
Don't like/don't go to fairs	22.6%
Not interested	15.1%
Too hot	13.2%
Too crowded	7.5%
Too expensive/can't afford	5.7%
No real reason/just haven't	5.7%
Too old/sick/limited mobility	5.7%
Other (individually less than 5%)	15.1%
Don't know	3.8%

[ASK ONLY OF THOSE WHO HAVE ATTENDED THE FAIR]

8. In general, would you say that you were satisfied with your experience at the OC Fair?

[PRESS FOR VERY OR SOMEWHAT]

Very satisfied	47.1%
Somewhat satisfied	44.1%
No opinion [DO NOT READ]	0.7%
Somewhat unsatisfied	3.0%
Very unsatisfied	4.0%
Unsure [DO NOT READ]	0.7%
Refused [DO NOT READ]	0.3%

[IF ANSWERED SATISFIED TO Q8]

9. Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?

Displays/booths/exhibits/looking around	23.6%
Went with family/family enjoyed	21.0%
Food drinks	15.1%
Had a good time in general/liked everything	14.8%
Animals/agriculture	14.4%
Music/entertainment	13.7%
Fun	13.3%
Variety/lots to do	11.8%
Event well handled/organized	7.4%
Rides	7.4%

Other (individually less than 5%)	58.7%
Don't know/can't remember	1.1%

[IF ANSWERED UNSATISFIED TO Q8]

10. Thinking specifically, why would you say that you were unsatisfied with your experience at the OC Fair?

Too expensive	47.6%
Boring/nothing interesting	19.0%
Dirty/trashy	14.3%
Too much food/food not good	14.3%
Poor service/badly run	9.5%
Crowded	9.5%
Other (individually less than 5%)	23.8%

The State of California is trying to sell various state properties in an effort to raise funds to fill the state's budget gap. One of these properties is the Orange County Fairgrounds, the 150-acre home of the annual OC Fair.

11. In general, would you support or oppose the plan to sell the Orange County Fairgrounds in order for California to raise cash to help fill the state's budget gap?

[PRESS FOR STRONGLY OR SOMEWHAT]

Strongly support	7.1%
Somewhat support	11.4%
Makes no difference [DO NOT READ]	2.3%
Somewhat oppose	16.3%
Strongly oppose	52.9%
Unsure [DO NOT READ]	9.7%
Refused [DO NOT READ]	0.3%

[IF ANSWERED SUPPORT TO Q11]

12. Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Budget problems	61.5%
Tax savings	13.8%
Don't like/care about the Fair	9.2%
Private industry would do a better job	7.7%
Other (individually less than 5%)	36.9%

[IF ANSWERED OPPOSE TO Q11]

13. Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Fair/fairgrounds too important to the community/families	30.6%
Don't sell good assets	24.0%
It is only a short term solution/doesn't solve anything	11.6%
Tradition/history	9.5%
Uncertainty re: what land would be used for	8.7%
There are other events at the grounds other than the Fair	8.3%
General concern about losing the Fair	7.0%
Think land would be developed for housing	6.2%
Fair/fairgrounds bring money to the community	5.4%
Not enough to make a big difference to deficit	5.4%
Funds from sale would not be used wisely	5.4%
Too much land has been used/sold already/need open space	5.0%
Other (individually less than 5%)	16.5%
Don't know/refused	0.8%

Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.

14. The City of Costa Mesa controls zoning regulations that determine how the Orange County Fairgrounds' 150 acres can be used. The City Council has stated that they would never alter the land's zoning. Even if the land were sold, the City Council asserts that the Fairgrounds would be kept as is. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	17.1%
Somewhat more likely to support	23.4%
Makes no difference to me [DO NOT READ]	18.9%
Somewhat less likely to support	11.7%
Much less likely to support	23.1%
Unsure [DO NOT READ]	5.7%
Refused [DO NOT READ]	-

15. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a local government agency like a neighboring city?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	8.3%
Somewhat more likely to support	22.0%
Makes no difference to me [DO NOT READ]	16.6%
Somewhat less likely to support	12.3%
Much less likely to support	30.9%
Unsure [DO NOT READ]	10.0%
Refused [DO NOT READ]	-

16. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to the County of Orange?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	25.4%
Somewhat more likely to support	26.9%
Makes no difference to me [DO NOT READ]	12.0%
Somewhat less likely to support	8.0%
Much less likely to support	20.0%
Unsure [DO NOT READ]	7.7%
Refused [DO NOT READ]	-

17. Another possibility would be for the state to sell the Orange County Fairgrounds to a for-profit corporation with no guarantee it would continue to operate as a fair. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a for-profit corporation?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	5.1%
Somewhat more likely to support	3.7%
Makes no difference to me [DO NOT READ]	5.1%
Somewhat less likely to support	14.6%
Much less likely to support	69.4%
Unsure [DO NOT READ]	2.0%
Refused [DO NOT READ]	-

18. Yet another possibility would be for the state to sell the Orange County Fairgrounds to a non-profit foundation that would continue operating the Fairgrounds as it is today. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a non-profit foundation that would continue operating the Fairgrounds as it is today?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	31.4%
Somewhat more likely to support	30.3%
Makes no difference to me [DO NOT READ]	7.4%
Somewhat less likely to support	9.1%
Much less likely to support	18.0%
Unsure [DO NOT READ]	3.7%
Refused [DO NOT READ]	-

19. The Orange County Fair Board passed a resolution supporting the sale of the land provided that it is sold only to a local non-profit organization that would continue the property's use as a fairgrounds and events center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	33.7%
Somewhat more likely to support	31.4%
Makes no difference to me [DO NOT READ]	7.1%
Somewhat less likely to support	8.9%
Much less likely to support	15.7%
Unsure [DO NOT READ]	2.9%
Refused [DO NOT READ]	0.3%

20. The OC Fair and Event Center Foundation is a non-profit organization comprised of community members that is considering purchasing the Orange County Fairgrounds to maintain it as a fair and event center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	33.4%
Somewhat more likely to support	33.4%
Makes no difference to me [DO NOT READ]	9.1%
Somewhat less likely to support	7.7%
Much less likely to support	10.6%

Unsure [DO NOT READ]	5.7%
Refused [DO NOT READ]	-

21. Supporters say the plan to sell the Orange County Fairgrounds to a local non-profit organization would enable greater local control of the site, removing it from the control of the California Governor and legislature. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?
[PRESS FOR MUCH OR SOMEWHAT]

Much more likely to support	37.4%
Somewhat more likely to support	26.6%
Makes no difference to me [DO NOT READ]	9.4%
Somewhat less likely to support	9.1%
Much less likely to support	10.9%
Unsure [DO NOT READ]	6.0%
Refused [DO NOT READ]	0.6%

Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

22. PARKER says: “We should consider selling the Orange County Fairgrounds to a local non-profit organization. In these turbulent times, it’s important that this valuable asset which is the site of many of our Orange County traditions like the OC Fair and the OC Marketplace is locally controlled.” NICHOLS says: “We don’t gain local accountability if the state sells the Orange County Fairgrounds. If the land is sold to a private organization, the OC Fair and the OC Marketplace faces an uncertain future that will ultimately be dictated by revenues and costs. The state shouldn’t sell the Orange County Fairgrounds.” With whom do you agree more, PARKER or NICHOLS?
[ROTATE WITH QUESTION AND ANSWERS]

PARKER who says we should consider selling the Orange County Fairgrounds	55.7%
NICHOLS who says we should not consider selling the Orange County Fairgrounds	36.9%
Unsure [DO NOT READ]	6.9%
Refused [DO NOT READ]	0.6%

23. SMITH says: “Selling the Orange County Fairgrounds to a non-profit doesn’t add up. The property is worth between 96 million to 180 million dollars if developers would be allowed to build high density condos and strip malls. How can a non-profit take on that kind of debt and keep the OC Fair and the OC Marketplace the same without increasing costs to vendors and fees for visitors?” JONES says: “The Orange County Fairgrounds

has many zoning constraints that mean the land would have to be used the same way it has always has, no matter who owns it. That means far fewer organizations will be interested in purchasing it, and therefore the cost will be nowhere near the current 96 to 180 million dollar estimates. There would be no reason for a purchasing organization to change operations, raise rents or increase fees if the cost is significantly lower. We should consider selling the Orange County Fairgrounds.” With whom do you agree more, SMITH or JONES?

[ROTATE WITH QUESTION AND ANSWERS]

SMITH who says we should not consider selling the Orange County Fairgrounds	38.6%
JONES who says we should consider selling the Orange County Fairgrounds	46.0%
Unsure [DO NOT READ]	14.6%
Refused [DO NOT READ]	0.9%

24. Based on what you know now, would you support or oppose the state of California selling the Orange County Fairgrounds to a local non-profit organization?

[PRESS FOR STRONGLY OR SOMEWHAT]

Strongly support	20.9%
Somewhat support	34.9%
Makes no difference [DO NOT READ]	2.0%
Somewhat oppose	10.0%
Strongly oppose	26.3%
Unsure [DO NOT READ]	5.7%
Refused [DO NOT READ]	0.3%

25. And finally for demographic purposes only, which of the following best describes your ethnic background?

Latino/Hispanic	15.4%
White/Caucasian	66.6%
Black/African American	1.4%
Asian	6.3%
Other	7.1%
Refused [DO NOT READ]	3.1%

Thank you for your time. Have a great (day/evening).



STRATEGIC MEMORANDUM

TO: Steve Beazley, President and CEO
OC Fair – 32nd District Agricultural Association

FROM: Adam D. Probolsky
Probolsky Research LLC

SUBJECT: OC Fair Customer, Marketing & Outlook Survey
– DRAFT ONLY

DATE: October 25, 2009

EXECUTIVE SUMMARY AND ANALYSIS

From Tuesday, October 20 through Friday, October 23, 2009 Probolsky Research conducted a telephone survey of voters within Orange County.

Our research revealed that the economy is the top concern within Orange County. Following the economy, “government,” “public safety” and “education/higher education/public schools” issues compete for share of mind. Data for this was collected in response to the open-ended question: “What is the most important issue facing your community today?” This allowed respondents to give an answer unencumbered by pre-selected answers.

A plurality of voters (45.7%) feel Orange County is on the right track, in sharp contrast to the 70% who feel the state of California is on the wrong track.

79.4% of voters regard the OC Fair favorably, and though name ID of the Pacific Amphitheatre is significantly less it still enjoys a strong majority (58.3%) that regard it favorability.

Only 15.1% of respondents have never been to the OC Fair (“no time/too busy” is the top reason for not attending), and **nine out of ten OC Fair attendees are satisfied** with their experience, leaving a mere 7.1% that indicated they were unsatisfied with their experience, a proportion marginally higher than the margin of error of this survey.

“Displays/booths/exhibits/looking around” was the top reason why OC Fair attendees were satisfied with their experience, while the small minority that was unsatisfied with their experience cited “too expensive” as their top reason for their dissatisfaction. It should be noted that the latter small group reflects 3% of the survey population, or below the margin of error.

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While 69.1% initially opposed the idea of selling the Orange County Fairgrounds, after hearing all of the arguments throughout the survey, ultimately 55.7% ultimately support the state of California selling the Orange County Fairgrounds to a local non-profit organization.

Respondents are most supportive of selling the property to a non-profit foundation, while they are most opposed to selling it to a for-profit corporation. While all arguments tested in favor of selling the property to a non-profit foundation were effective, the most persuasive appeared to be knowing that the OC Fair and Event Center Foundation is a non-profit organization comprised of community members that is considering purchasing the Orange County Fairgrounds to maintain it as a fair and event center.

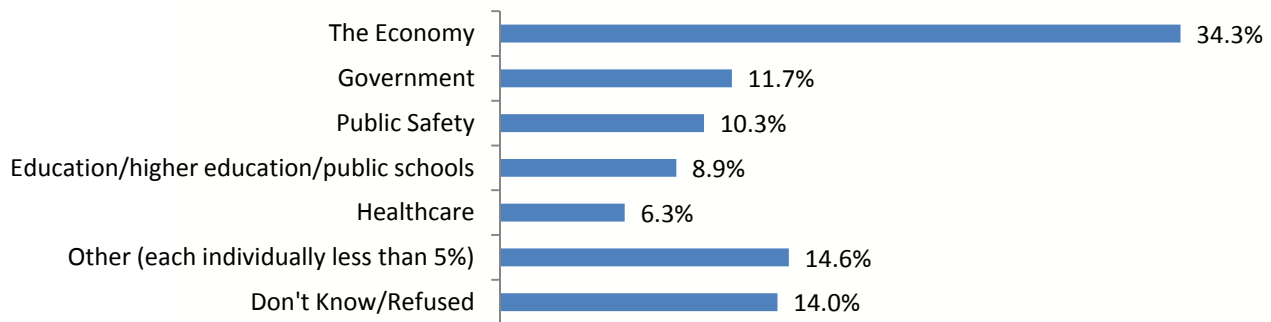
Opposition to the sale is strongest within Supervisorial District 1, while support is highest among Supervisorial District 2.

Charts indicate the aggregate responses to each question. We have provided bullet points to illustrate those instances where certain demographics differ significantly from the aggregate response.

A total of 355 voters were polled. A survey of this size yields a margin of error of +/-5.3%. Appropriate ratios were obtained such as for gender, age group, party registration and voter type.

Interviews were conducted in English. The average survey length was 12 minutes.

The Economy is voters' top concern



"Foreclosures and houses being sold for next to nothing."

"People being out of work."

"Lack of confidence in government."

"Uprising in all the gang violence."

"Government spending. They need to set a budget. They are spending more than they are taking in. I would like to see that in the state, local, and federal government."

"Gang violence. A lot of graffiti. People hanging around."

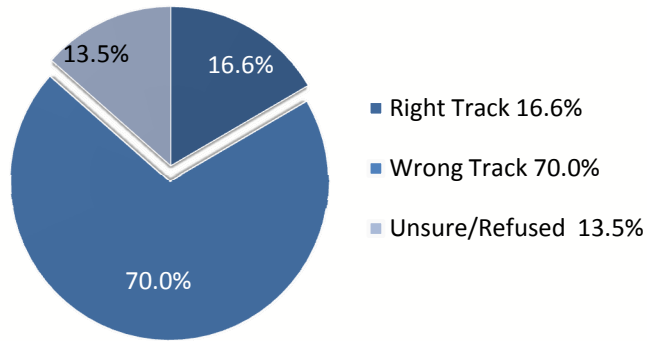
"Healthcare...and shortage of money."

"Unemployment...how high is it going to go?"

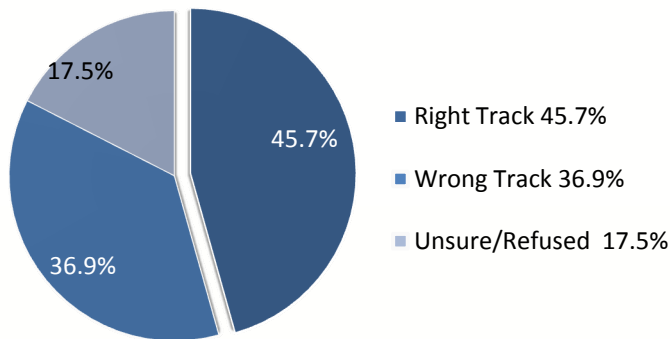
"Quality of schools."

"I don't know. There have been a lot of theft in my neighborhood. Stealing cars. Stealing things from my car and my boyfriend's car."

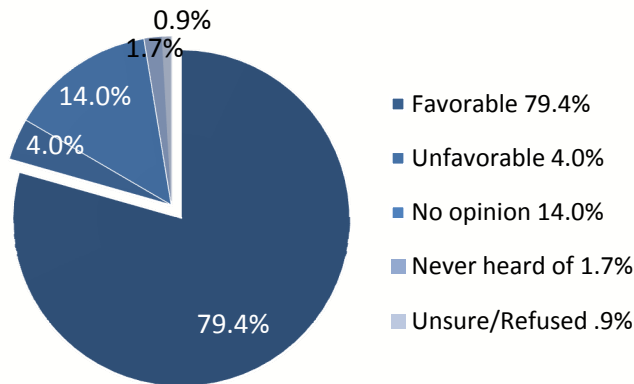
70% feel California is on the wrong track



45.7% feel Orange County is on the right track



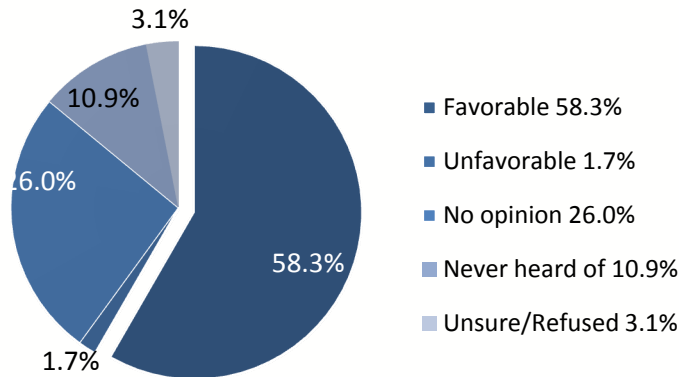
79.4% regard the Orange County Fair favorably



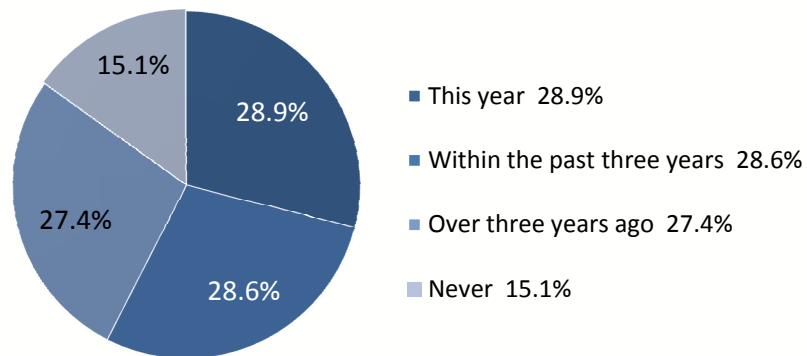
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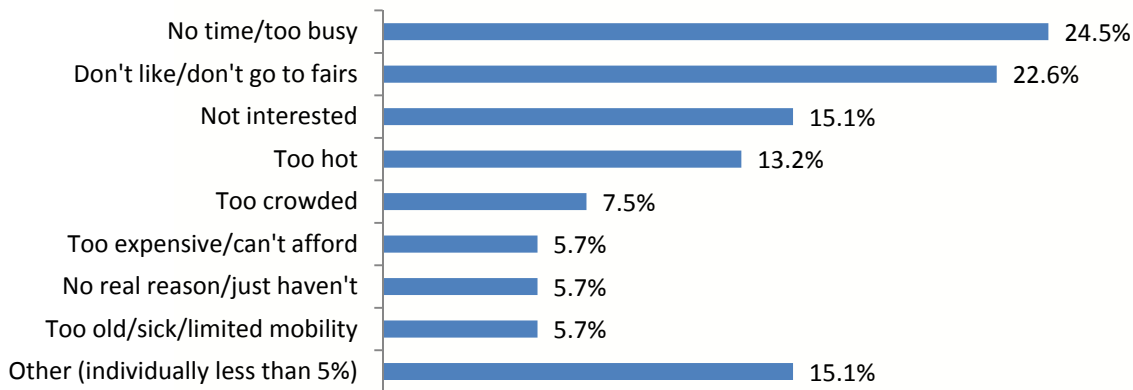
58.3% regard the Pacific Amphitheatre favorably



Only 15.1% have never been to the OC Fair



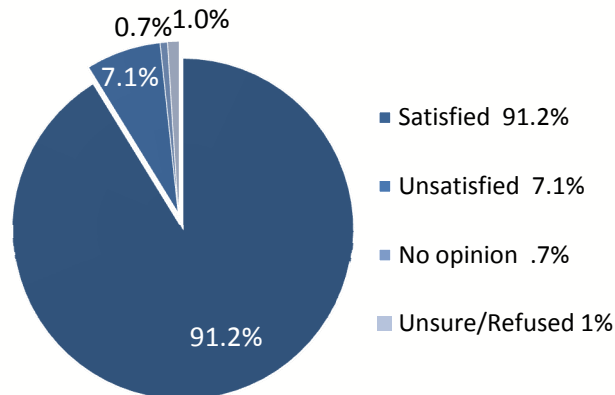
No time/too busy is the top reason for not attending the OC Fair



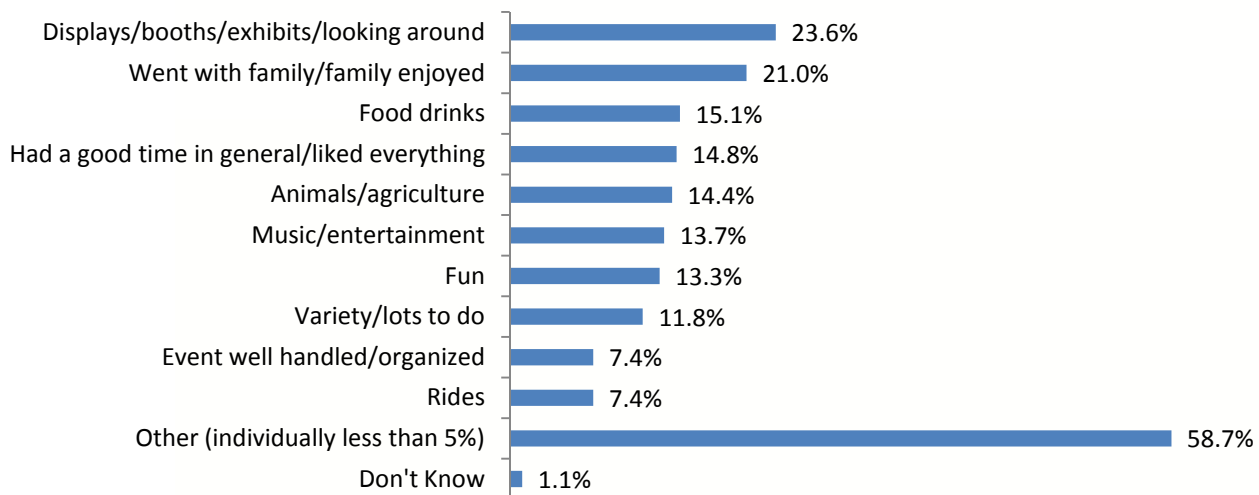
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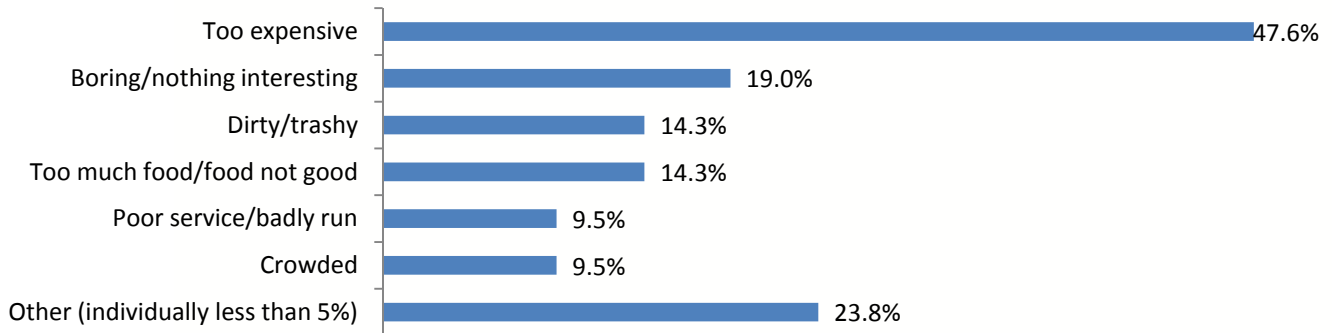
91.2% are satisfied with their experience at the OC Fair



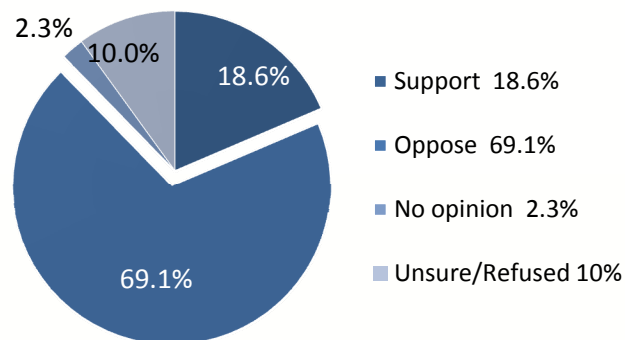
Displays/booths/exhibits/looking around is the top reason for being satisfied with experience at the OC Fair



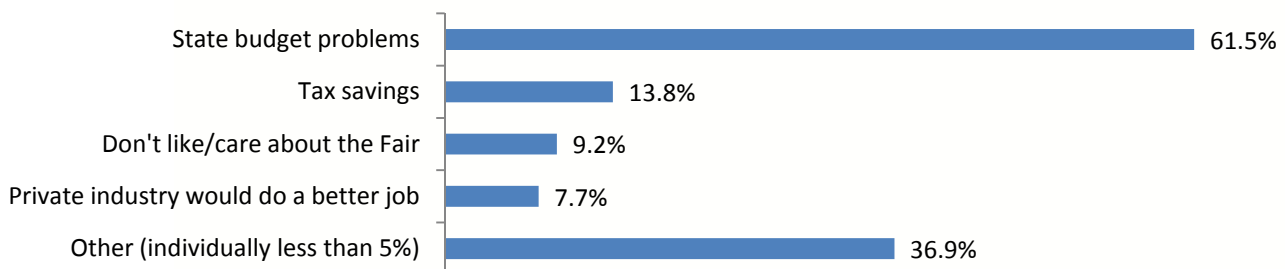
Too expensive is the top reason for being unsatisfied with experience at the OC Fair



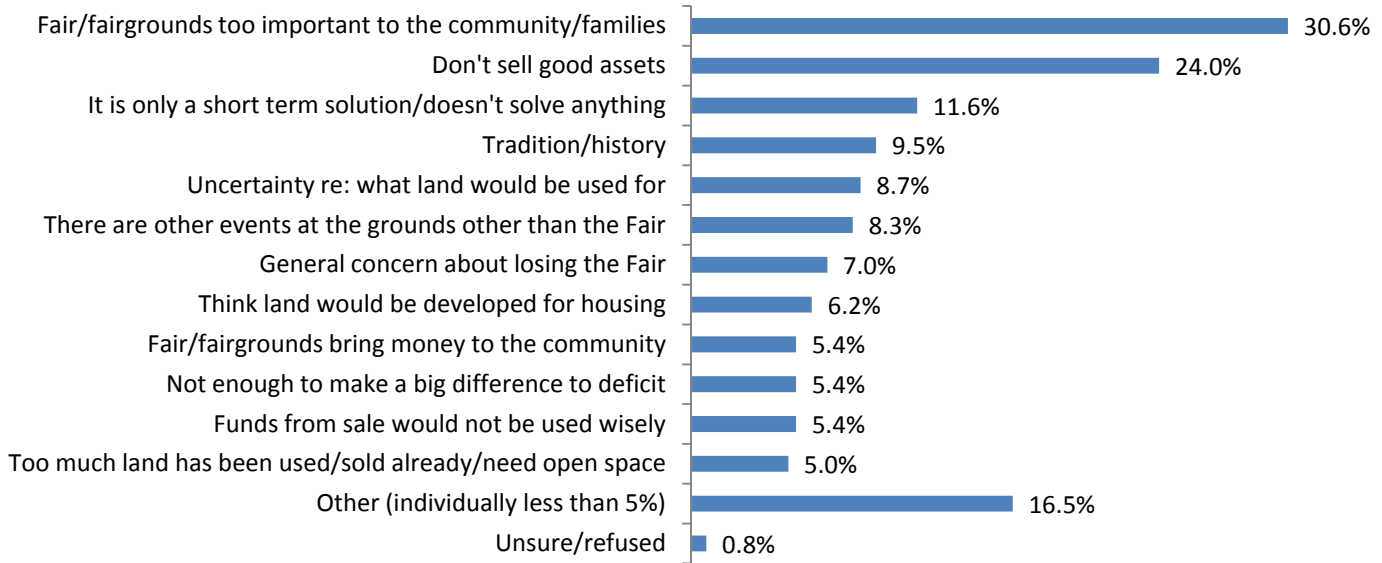
69.1% initially oppose selling the Orange County Fairgrounds



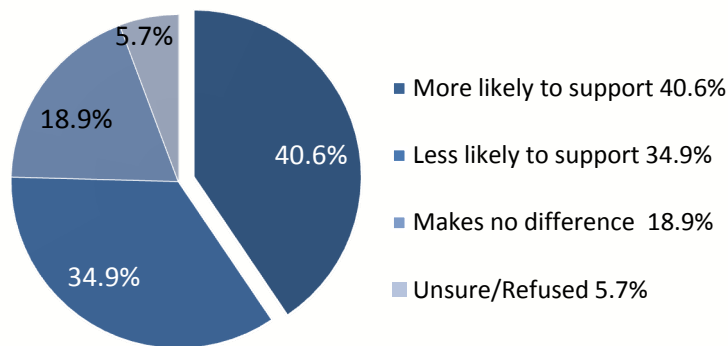
State budget problems is the top reason for supporting the sale of the Fairgrounds



The importance of the Fair/Fairgrounds to the community and families is the top reason for opposing the sale of the Fairgrounds



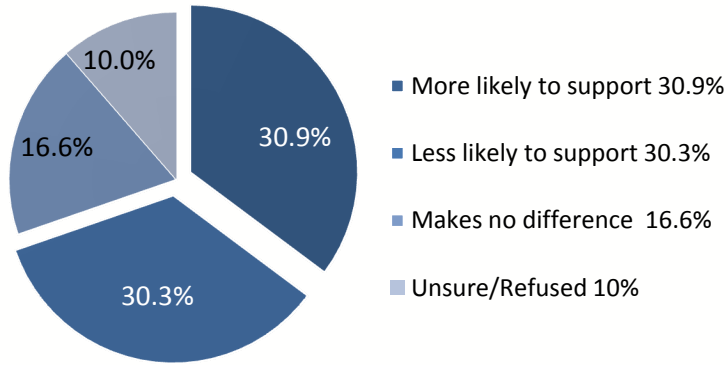
Knowing that even if the land were sold, the Costa Mesa City Council asserts that the Fairgrounds would be kept as is makes **40.6% more likely to support the sale**



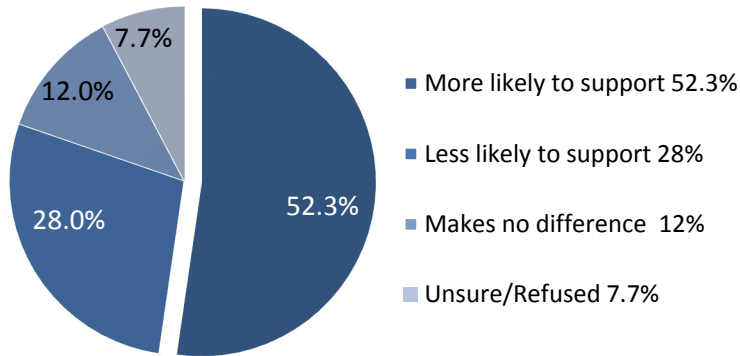
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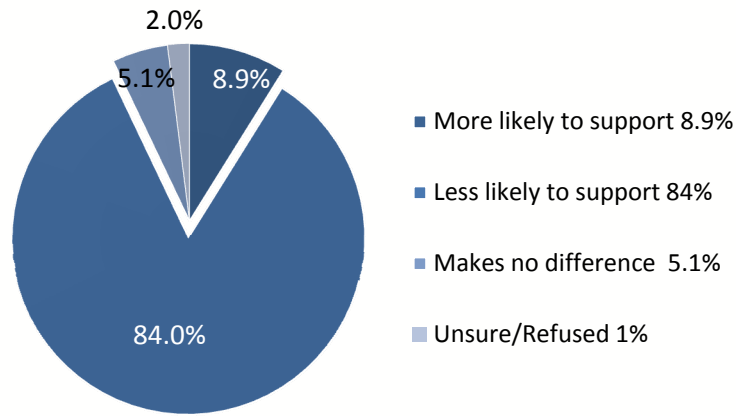
Selling the Fairgrounds to a local government agency like a neighboring city **divides** voter opinion



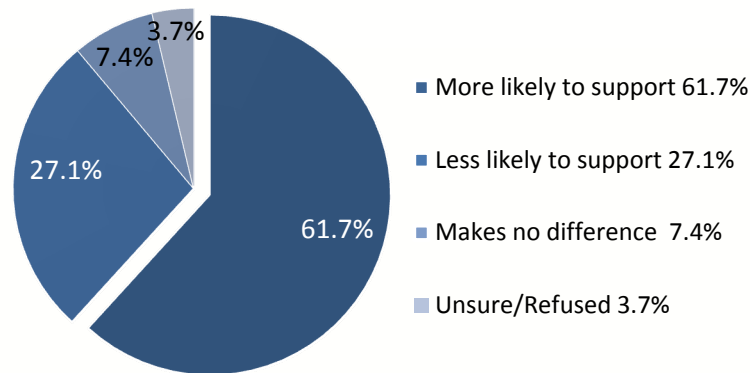
52.3% are more likely to support the sale if it were sold to the County of Orange



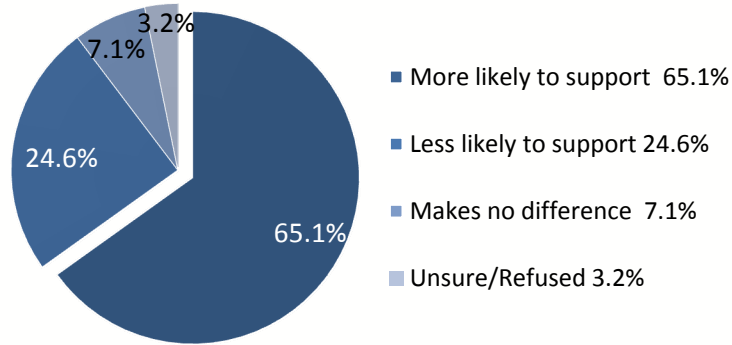
84% are less likely to support the sale if the Fairgrounds were sold to a for-profit corporation with no guarantee it would continue to operate as a fair



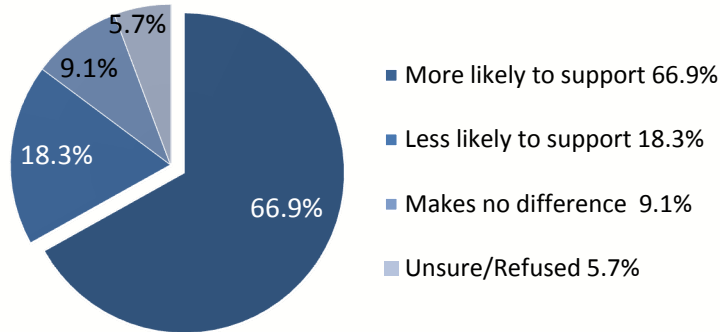
61.7% are more likely to support the sale if the Fairgrounds were sold to a non-profit foundation that would continue operating the Fairgrounds as it is today



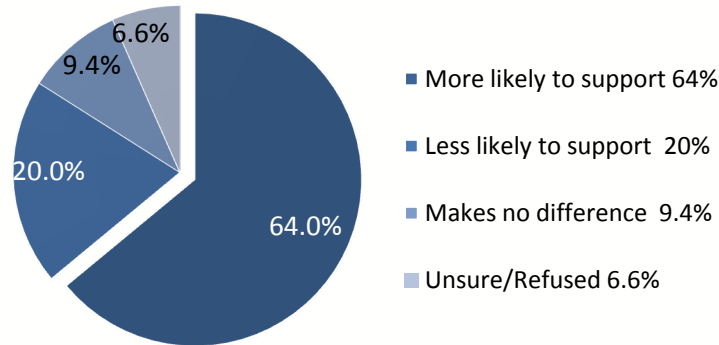
Knowing that the **Orange County Fair Board** passed a resolution supporting the sale of the land provided that it is sold only to a local non-profit organization that would continue the property's use as a fairgrounds and events center makes **65.1% more likely** to support the sale



Knowing that the **OC Fair and Event Center Foundation** is a non-profit organization comprised of community members that is considering purchasing the Orange County Fairgrounds to maintain it as a fair and event center makes **66.9% more likely** to support the sale

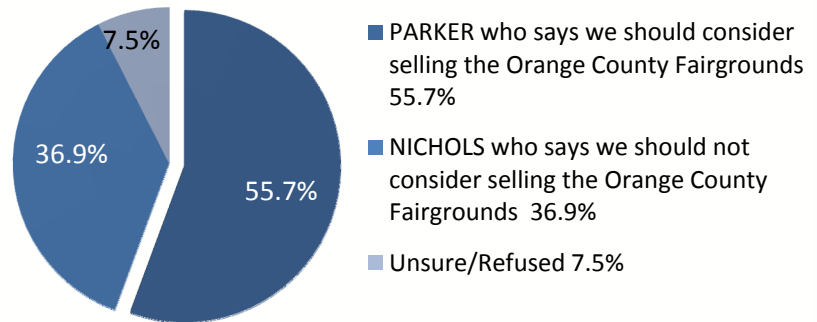


Knowing that supporters say the plan to sell the Orange County Fairgrounds to a local non-profit organization would enable greater local control of the site, removing it from the control of the California Governor and legislature makes **64%** more likely to support the sale



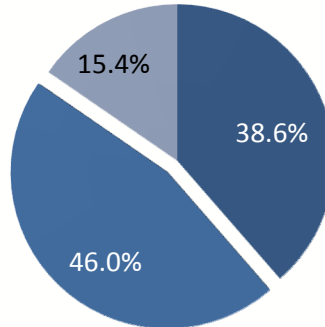
55.7% agree with PARKER, who says we should consider selling the Fairgrounds

QUESTION: PARKER says: "We should consider selling the Orange County Fairgrounds to a local non-profit organization. In these turbulent times, it's important that this valuable asset which is the site of many of our Orange County traditions like the OC Fair and the OC Marketplace is locally controlled." NICHOLS says: "We don't gain local accountability if the state sells the Orange County Fairgrounds. If the land is sold to a private organization, the OC Fair and the OC Marketplace faces an uncertain future that will ultimately be dictated by revenues and costs. The state shouldn't sell the Orange County Fairgrounds." With whom do you agree more, PARKER or NICHOLS?



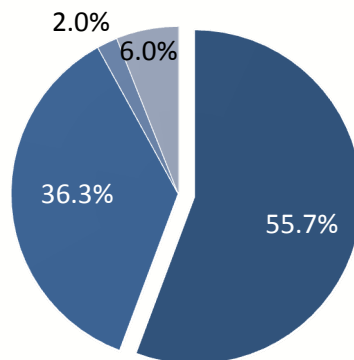
46% agree with JONES, who says we should consider selling the Fairgrounds

QUESTION: SMITH says: "Selling the Orange County Fairgrounds to a nonprofit doesn't add up. The property is worth between 96 million to 180 million dollars if developers would be allowed to build high density condos and strip malls. How can a nonprofit take on that kind of debt and keep the OC Fair and the OC Marketplace the same without increasing costs to vendors and fees for visitors?" JONES says: "The Orange County Fairgrounds has many zoning constraints that mean the land would have to be used the same way it has always has, no matter who owns it. That means far fewer organizations will be interested in purchasing it, and therefore the cost will be nowhere near the current 96 to 180 million dollar estimates. There would be no reason for a purchasing organization to change operations, raise rents or increase fees if the cost is significantly lower. We should consider selling the Orange County Fairgrounds." With whom do you agree more, SMITH or JONES?



- SMITH who says we should not consider selling the Orange County Fairgrounds 38.6%
- JONES who says we should consider selling the Orange County Fairgrounds 46%
- Unsure/Refused 15.4%

55.7% ultimately support the state of California selling the Orange County Fairgrounds to a local non-profit organization



- Support 55.7%
- Oppose 36.3%
- No opinion 2%
- Unsure/Refused 6%

OC Fair Customer, Marketing and Outlook Survey

Table 1-1
Q.1 What is the most important issue facing your community today?

												Geographic				
	Gender		Party				Age Group					Super- visorial	Super- visorial	Super- visorial	Super- visorial	Super- visorial
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	District 1	District 2	District 3	District 4	District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
The Economy	120	46	74	41	57	18	4	18	48	29	25	13	29	28	28	22
	34.3	30.1	37.6	33.1	37.7	30.5	25.0	28.6	34.3	43.9	30.9	28.3	34.1	35.9	45.9	27.5
Government	41	23	18	9	27	4	1	3	11	12	15	3	15	9	5	9
	11.7	15.0	9.1	7.3	17.9	6.8	6.3	4.8	7.9	18.2	18.5	6.5	17.6	11.5	8.2	11.3
Public Safety	36	17	19	17	13	6	0	9	16	6	5	10	6	4	9	7
	10.3	11.1	9.6	13.7	8.6	10.2		14.3	11.4	9.1	6.2	21.7	7.1	5.1	14.8	8.8
Education/ Schools/ Higher Education	31	14	17	14	10	7	0	7	23	1	0	3	8	4	5	11
	8.9	9.2	8.6	11.3	6.6	11.9		11.1	16.4	1.5		6.5	9.4	5.1	8.2	13.8
Healthcare	22	5	17	10	7	3	2	5	5	4	8	6	5	7	2	2
	6.3	3.3	8.6	8.1	4.6	5.1	12.5	7.9	3.6	6.1	9.9	13.0	5.9	9.0	3.3	2.5
Transportation	17	10	7	4	8	3	2	1	10	2	4	3	2	5	1	6
	4.9	6.5	3.6	3.2	5.3	5.1	12.5	1.6	7.1	3.0	4.9	6.5	2.4	6.4	1.6	7.5
Environmental Issues	15	5	10	5	4	3	3	1	5	5	4	1	2	4	3	5
	4.3	3.3	5.1	4.0	2.6	5.1	18.8	1.6	3.6	7.6	4.9	2.2	2.4	5.1	4.9	6.3
Moral Issues	6	3	3	0	3	2	1	2	2	0	2	1	1	0	1	3
	1.7	2.0	1.5		2.0	3.4	6.3	3.2	1.4		2.5	2.2	1.2		1.6	3.8
Affordable Housing	4	2	2	1	2	1	0	0	3	0	1	0	0	1	1	2
	1.1	1.3	1.0	0.8	1.3	1.7			2.1		1.2			1.3	1.6	2.5
Over Population/ Controlling Growth/ Development	4	0	4	2	0	2	0	0	2	0	2	0	2	1	0	1
	1.1		2.0	1.6		3.4			1.4		2.5		2.4	1.3		1.3
Poverty	3	1	2	1	0	2	0	1	0	0	2	0	0	1	0	2
	0.9	0.7	1.0	0.8		3.4		1.6			2.5			1.3		2.5
Other	2	2	0	2	0	0	0	0	0	1	1	0	1	1	0	0
	0.6	1.3		1.6						1.5	1.2		1.2	1.3		
Don't know/refused	49	25	24	18	20	8	3	16	15	6	12	6	14	13	6	10
	14.0	16.3	12.2	14.5	13.2	13.6	18.8	25.4	10.7	9.1	14.8	13.0	16.5	16.7	9.8	12.5

OC Fair Customer, Marketing and Outlook Survey

Table 1-2
Q.1 What is the most important issue facing your community today?

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5			Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
The Economy	120 34.3	38 40.9	20 37.7	21 32.3	14 48.3	9 16.4	2 40.0	16 32.0	40 33.6	11 44.0	69 33.5	6 23.1	41 30.1	25 43.1	26 35.1	22 39.3
Government	41 11.7	15 16.1	7 13.2	8 12.3	0	5 9.1	0	6 12.0	17 14.3	2 8.0	22 10.7	5 19.2	7 5.1	4 6.9	11 14.9	14 25.0
Public Safety	36 10.3	8 8.6	4 7.5	7 10.8	5 17.2	7 12.7	0	5 10.0	12 10.1	5 20.0	19 9.2	3 11.5	21 15.4	3 5.2	4 5.4	5 8.9
Education/ Schools/ Higher Education	31 8.9	4 4.3	4 7.5	5 7.7	3 10.3	8 14.5	0	7 14.0	6 5.0	2 8.0	23 11.2	0	16 11.8	7 12.1	7 9.5	1 1.8
Healthcare	22 6.3	5 5.4	4 7.5	4 6.2	1 3.4	4 7.3	1 20.0	3 6.0	12 10.1	1 4.0	9 4.4	3 11.5	6 4.4	4 6.9	7 9.5	2 3.6
Transportation	17 4.9	5 5.4	3 5.7	3 4.6	1 3.4	5 9.1	0	0	3 2.5	1 4.0	13 6.3	0	5 3.7	4 6.9	5 6.8	3 5.4
Environmental Issues	15 4.3	3 3.2	2 3.8	7 10.8	1 3.4	0	0	2 4.0	6 5.0	0	9 4.4	1 3.8	4 2.9	2 3.4	5 6.8	3 5.4
Moral Issues	6 1.7	1 1.1	1 1.9	0	0	3 5.5	0	1 2.0	2 1.7	0	4 1.9	0	4 2.9	1 1.7	1 1.4	0
Affordable Housing	4 1.1	0	3 5.7	1 1.5	0	0	0	0	1 0.8	1 4.0	2 1.0	0	2 1.5	1 1.7	1 1.4	0
Over Population/ Controlling Growth/ Development	4 1.1	1 1.1	1 1.9	0	0	2 3.6	0	0	2 1.7	1 4.0	1 0.5	1 3.8	0	0	3 4.1	0
Poverty	3 0.9	1 1.1	0	1 1.5	0	1 1.8	0	0	2 1.7	0	1 0.5	0	3 2.2	0	0	0
Other	2 0.6	0	0	0	0	2 3.6	0	0	0	0	2 1.0	0	2 1.5	0	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 1-2
Q.1 What is the most important issue facing your community today?

	Vote Propensity						Voter Type			Registration Date						
	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years	
Don't know/refused	49	12	4	8	4	9	2	10	16	1	32	7	25	7	4	6
	14.0	12.9	7.5	12.3	13.8	16.4	40.0	20.0	13.4	4.0	15.5	26.9	18.4	12.1	5.4	10.7

OC Fair Customer, Marketing and Outlook Survey

Table 1-3
Q.1 What is the most important issue facing your community today?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
The Economy	120	25	21	41	33	12	23	8	3	29	34	10	1	22	28	14	2	19	29	4	2
	34.3	30.1	30.0	34.2	42.9	29.3	29.1	30.8	42.9	34.9	47.2	30.3	11.1	28.9	38.4	30.4	25.0	39.6	37.2	30.8	25.0
Government	41	8	15	6	12	4	16	2	1	5	11	2	0	4	9	1	0	5	18	3	1
	11.7	9.6	21.4	5.0	15.6	9.8	20.3	7.7	14.3	6.0	15.3	6.1	0	5.3	12.3	2.2	0	10.4	23.1	23.1	12.5
Public Safety	36	9	8	16	3	7	9	1	0	10	4	5	0	14	5	6	0	3	8	0	0
	10.3	10.8	11.4	13.3	3.9	17.1	11.4	3.8	0	12.0	5.6	15.2	0	18.4	6.8	13.0	0	6.3	10.3	0	0
Education/ Schools/ Higher Education	31	13	1	17	0	4	6	4	0	10	4	3	0	13	10	7	0	1	0	0	0
	8.9	15.7	1.4	14.2	0	9.8	7.6	15.4	0	12.0	5.6	9.1	0	17.1	13.7	15.2	0	2.1	0	0	0
Healthcare	22	2	3	8	9	2	3	0	0	8	4	3	2	4	3	2	1	6	4	1	1
	6.3	2.4	4.3	6.7	11.7	4.9	3.8	0	0	9.6	5.6	9.1	22.2	5.3	4.1	4.3	12.5	12.5	5.1	7.7	12.5
Transportation	17	6	4	5	2	2	6	1	1	2	2	2	1	2	6	2	1	2	2	1	1
	4.9	7.2	5.7	4.2	2.6	4.9	7.6	3.8	14.3	2.4	2.8	6.1	11.1	2.6	8.2	4.3	12.5	4.2	2.6	7.7	12.5
Environmental Issues	15	2	3	4	6	0	2	2	1	5	2	1	2	2	1	2	1	3	3	1	2
	4.3	2.4	4.3	3.3	7.8	0	2.5	7.7	14.3	6.0	2.8	3.0	22.2	2.6	1.4	4.3	12.5	6.3	3.8	7.7	25.0
Moral Issues	6	2	1	2	1	0	2	1	0	0	1	1	1	0	1	2	1	0	2	0	0
	1.7	2.4	1.4	1.7	1.3	0	2.5	3.8	0	0	1.4	3.0	11.1	0	1.4	4.3	12.5	0	2.6	0	0
Affordable Housing	4	2	0	1	1	1	0	1	0	0	2	0	0	1	1	1	0	0	1	0	0
	1.1	2.4	0	0.8	1.3	2.4	0	3.8	0	0	2.8	0	0	1.3	1.4	2.2	0	0	1.3	0	0
Over Population/ Controlling Growth/ Development	4	0	0	2	2	0	0	0	0	2	0	2	0	1	0	1	0	1	0	1	0
	1.1	0	0	1.7	2.6	0	0	0	0	2.4	0	6.1	0	1.3	0	2.2	0	2.1	0	7.7	0
Poverty	3	0	1	1	1	0	0	1	0	1	0	1	0	0	0	1	0	1	0	1	0
	0.9	0	1.4	0.8	1.3	0	0	3.8	0	1.2	0	3.0	0	0	0	2.2	0	2.1	0	7.7	0
Other	2	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0
	0.6	0	2.9	0	0	4.9	0	0	0	0	0	0	0	0	0	0	0	4.2	0	0	0
Don't know/refused	49	14	11	17	7	7	12	5	1	11	8	3	2	13	9	7	2	5	11	1	1
	14.0	16.9	15.7	14.2	9.1	17.1	15.2	19.2	14.3	13.3	11.1	9.1	22.2	17.1	12.3	15.2	25.0	10.4	14.1	7.7	12.5

OC Fair Customer, Marketing and Outlook Survey

Table 1-4
Q.1 What is the most important issue facing your community today?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
The Economy	120 34.3	14 25.9	81 34.8	0	12 54.5	9 36.0	4 36.4	53 33.1	49 38.0	18 31.0	0
Government	41 11.7	0	32 13.7	0	2 9.1	4 16.0	3 27.3	15 9.4	21 16.3	5 8.6	0
Public Safety	36 10.3	12 22.2	19 8.2	1 20.0	0	3 12.0	1 9.1	21 13.1	11 8.5	3 5.2	1 33.3
Education/ Schools/ Higher Education	31 8.9	5 9.3	17 7.3	2 40.0	3 13.6	4 16.0	0	16 10.0	7 5.4	7 12.1	1 33.3
Healthcare	22 6.3	3 5.6	19 8.2	0	0	0	0	7 4.4	10 7.8	5 8.6	0
Transportation	17 4.9	4 7.4	11 4.7	0	1 4.5	0	1 9.1	13 8.1	2 1.6	2 3.4	0
Environmental Issues	15 4.3	3 5.6	11 4.7	0	1 4.5	0	0	3 1.9	9 7.0	3 5.2	0
Moral Issues	6 1.7	2 3.7	2 0.9	0	1 4.5	1 4.0	0	1 0.6	5 3.9	0	0
Affordable Housing	4 1.1	0	2 0.9	1 20.0	0	0	1 9.1	0	1 0.8	2 3.4	1 33.3
Over Population/ Controlling Growth/ Development	4 1.1	0	2 0.9	0	0	2 8.0	0	2 1.3	1 0.8	1 1.7	0
Poverty	3 0.9	0	3 1.3	0	0	0	0	2 1.3	1 0.8	0	0
Other	2 0.6	1 1.9	1 0.4	0	0	0	0	0	2 1.6	0	0

Continued

Table 1-4

Q.1 What is the most important issue facing your community today?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Don't know/refused	49 14.0	10 18.5	33 14.2	1 20.0	2 9.1	2 8.0	1 9.1	27 16.9	10 7.8	12 20.7	0

OC Fair Customer, Marketing and Outlook Survey

Table 2-1
Q.2 Do you think that California is generally on the right track or on the wrong track?

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Right track	58	17	41	30	16	9	3	16	27	7	8	9	21	9	11	8
	16.6	11.1	20.8	24.2	10.6	15.3	18.8	25.4	19.3	10.6	9.9	19.6	24.7	11.5	18.0	10.0
Wrong track	245	120	125	75	122	38	10	37	93	49	66	31	56	59	38	61
	70.0	78.4	63.5	60.5	80.8	64.4	62.5	58.7	66.4	74.2	81.5	67.4	65.9	75.6	62.3	76.3
Unsure	45	14	31	19	12	11	3	10	19	9	7	6	8	9	12	10
	12.9	9.2	15.7	15.3	7.9	18.6	18.8	15.9	13.6	13.6	8.6	13.0	9.4	11.5	19.7	12.5
Refused	2	2	0	0	1	1	0	0	1	1	0	0	0	1	0	1
	0.6	1.3			0.7	1.7			0.7	1.5				1.3		1.3

OC Fair Customer, Marketing and Outlook Survey

Table 2-2

Q.2 Do you think that California is generally on the right track or on the wrong track?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350	93	53	65	29	55	5	50	119	25	206	26	136	58	74	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Right track	58	6	7	11	10	14	1	9	19	3	36	7	25	13	9	4
	16.6	6.5	13.2	16.9	34.5	25.5	20.0	18.0	16.0	12.0	17.5	26.9	18.4	22.4	12.2	7.1
Wrong track	245	80	44	42	15	33	2	29	87	19	139	12	90	40	56	47
	70.0	86.0	83.0	64.6	51.7	60.0	40.0	58.0	73.1	76.0	67.5	46.2	66.2	69.0	75.7	83.9
Unsure	45	7	1	11	4	8	2	12	13	2	30	7	21	4	9	4
	12.9	7.5	1.9	16.9	13.8	14.5	40.0	24.0	10.9	8.0	14.6	26.9	15.4	6.9	12.2	7.1
Refused	2	0	1	1	0	0	0	0	0	1	1	0	0	1	0	1
	0.6		1.9	1.5						4.0	0.5			1.7		1.8

OC Fair Customer, Marketing and Outlook Survey

Table 2-3

Q.2 Do you think that California is generally on the right track or on the wrong track?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Right track	58	11	6	32	9	8	7	2	0	22	9	7	3	23	10	7	3	7	6	2	0
	16.6	13.3	8.6	26.7	11.7	19.5	8.9	7.7		26.5	12.5	21.2	33.3	30.3	13.7	15.2	37.5	14.6	7.7	15.4	
Wrong track	245	63	57	67	58	28	68	18	6	47	54	20	4	40	58	29	3	35	64	9	7
	70.0	75.9	81.4	55.8	75.3	68.3	86.1	69.2	85.7	56.6	75.0	60.6	44.4	52.6	79.5	63.0	37.5	72.9	82.1	69.2	87.5
Unsure	45	8	6	21	10	5	3	5	1	14	9	6	2	13	5	9	2	6	7	2	1
	12.9	9.6	8.6	17.5	13.0	12.2	3.8	19.2	14.3	16.9	12.5	18.2	22.2	17.1	6.8	19.6	25.0	12.5	9.0	15.4	12.5
Refused	2	1	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	1	0	0
	0.6	1.2	1.4				1.3	3.8								2.2			1.3		

Table 2-4
Q.2 Do you think that California is generally on the right track or on the wrong track?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track	wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Right track	58 16.6	15 27.8	37 15.9	0 0.0	4 18.2	2 8.0	0 0.0	50 31.3	6 4.7	1 1.7	1 33.3
Wrong track	245 70.0	29 53.7	170 73.0	3 60.0	14 63.6	20 80.0	9 81.8	93 58.1	113 87.6	39 67.2	0 0.0
Unsure	45 12.9	10 18.5	25 10.7	2 40.0	4 18.2	3 12.0	1 9.1	17 10.6	10 7.8	18 31.0	0 0.0
Refused	2 0.6	0 0.0	1 0.4	0 0.0	0 0.0	0 0.0	1 9.1	0 0.0	0 0.0	0 0.0	2 66.7

OC Fair Customer, Marketing and Outlook Survey

Table 3-1
Q.3 Do you think that Orange County is generally on the right track or on the wrong track?

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Right track	160	71	89	62	71	23	4	40	69	25	26	26	45	29	28	32
	45.7	46.4	45.2	50.0	47.0	39.0	25.0	63.5	49.3	37.9	32.1	56.5	52.9	37.2	45.9	40.0
Wrong track	129	57	72	41	57	22	9	16	48	29	36	16	30	33	21	29
	36.9	37.3	36.5	33.1	37.7	37.3	56.3	25.4	34.3	43.9	44.4	34.8	35.3	42.3	34.4	36.3
Unsure	58	23	35	20	22	13	3	7	21	11	19	4	10	14	12	18
	16.6	15.0	17.8	16.1	14.6	22.0	18.8	11.1	15.0	16.7	23.5	8.7	11.8	17.9	19.7	22.5
Refused	3	2	1	1	1	1	0	0	2	1	0	0	0	2	0	1
	0.9	1.3	0.5	0.8	0.7	1.7			1.4	1.5				2.6		1.3

OC Fair Customer, Marketing and Outlook Survey

Table 3-2
Q.3 Do you think that Orange County is generally on the right track or on the wrong track?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Right track	160 45.7	33 35.5	22 41.5	33 50.8	14 48.3	28 50.9	1 20.0	29 58.0	37 31.1	12 48.0	111 53.9	13 50.0	70 51.5	32 55.2	25 33.8	20 35.7
Wrong track	129 36.9	47 50.5	21 39.6	22 33.8	11 37.9	14 25.5	2 40.0	12 24.0	61 51.3	7 28.0	61 29.6	7 26.9	42 30.9	12 20.7	34 45.9	34 60.7
Unsure	58 16.6	13 14.0	8 15.1	9 13.8	4 13.8	13 23.6	2 40.0	9 18.0	21 17.6	4 16.0	33 16.0	6 23.1	23 16.9	13 22.4	15 20.3	1 1.8
Refused	3 0.9	0	2 3.8	1 1.5	0	0	0	0	0	2 8.0	1 0.5	0	1 0.7	1 1.7	0	1 1.8

OC Fair Customer, Marketing and Outlook Survey

Table 3-3

Q.3 Do you think that Orange County is generally on the right track or on the wrong track?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Right track	160	45	26	64	25	23	39	7	2	39	32	16	2	46	42	19	2	16	29	4	2
	45.7	54.2	37.1	53.3	32.5	56.1	49.4	26.9	28.6	47.0	44.4	48.5	22.2	60.5	57.5	41.3	25.0	33.3	37.2	30.8	25.0
Wrong track	129	26	31	38	34	14	31	8	4	27	26	14	5	20	23	17	4	21	34	5	5
	36.9	31.3	44.3	31.7	44.2	34.1	39.2	30.8	57.1	32.5	36.1	42.4	55.6	26.3	31.5	37.0	50.0	43.8	43.6	38.5	62.5
Unsure	58	11	12	17	18	4	8	10	1	16	14	3	2	9	8	9	2	11	14	4	1
	16.6	13.3	17.1	14.2	23.4	9.8	10.1	38.5	14.3	19.3	19.4	9.1	22.2	11.8	11.0	19.6	25.0	22.9	17.9	30.8	12.5
Refused	3	1	1	1	0	0	1	1	0	1	0	0	0	1	0	1	0	0	1	0	0
	0.9	1.2	1.4	0.8			1.3	3.8		1.2				1.3		2.2			1.3		

OC Fair Customer, Marketing and Outlook Survey

Table 3-4
Q.3 Do you think that Orange County is generally on the right track or on the wrong track?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Right track	160 45.7	28 51.9	110 47.2	2 40.0	8 36.4	11 44.0	1 9.1	160 100.0	0	0	0
Wrong track	129 36.9	19 35.2	87 37.3	1 20.0	7 31.8	9 36.0	6 54.5	0	129 100.0	0	0
Unsure	58 16.6	7 13.0	34 14.6	2 40.0	7 31.8	5 20.0	3 27.3	0	0	58 100.0	0
Refused	3 0.9	0	2 0.9	0	0	0	1 9.1	0	0	0	3 100.0

OC Fair Customer, Marketing and Outlook Survey

Table 4-1

Q.4 Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.
 ...* Orange County Fair?

												Geographic				
	Gender		Party				Age Group					Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+					
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very favorable	135	53	82	54	56	19	6	30	55	26	24	22	40	28	23	22
	38.6	34.6	41.6	43.5	37.1	32.2	37.5	47.6	39.3	39.4	29.6	47.8	47.1	35.9	37.7	27.5
Somewhat favorable	143	68	75	48	65	22	8	24	58	28	33	17	33	36	24	33
	40.9	44.4	38.1	38.7	43.0	37.3	50.0	38.1	41.4	42.4	40.7	37.0	38.8	46.2	39.3	41.3
No opinion	49	21	28	16	20	12	1	5	16	9	19	5	8	10	11	15
	14.0	13.7	14.2	12.9	13.2	20.3	6.3	7.9	11.4	13.6	23.5	10.9	9.4	12.8	18.0	18.8
Somewhat unfavorable	9	4	5	2	4	3	0	1	6	0	2	0	2	1	1	5
	2.6	2.6	2.5	1.6	2.6	5.1		1.6	4.3		2.5		2.4	1.3	1.6	6.3
Very unfavorable	5	2	3	2	2	1	0	1	2	2	0	0	0	2	0	3
	1.4	1.3	1.5	1.6	1.3	1.7		1.6	1.4	3.0				2.6		3.8
Favorable (Net)	278	121	157	102	121	41	14	54	113	54	57	39	73	64	47	55
-----	79.4	79.1	79.7	82.3	80.1	69.5	87.5	85.7	80.7	81.8	70.4	84.8	85.9	82.1	77.0	68.8
Unfavorable (Net)	14	6	8	4	6	4	0	2	8	2	2	0	2	3	1	8
-----	4.0	3.9	4.1	3.2	4.0	6.8		3.2	5.7	3.0	2.5		2.4	3.8	1.6	10.0
Never heard of	6	3	3	2	2	2	0	0	3	1	2	2	0	1	2	1
	1.7	2.0	1.5	1.6	1.3	3.4			2.1	1.5	2.5	4.3		1.3	3.3	1.3
Unsure	2	1	1	0	2	0	0	2	0	0	0	0	2	0	0	0
	0.6	0.7	0.5		1.3			3.2					2.4			
Refused	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	1
	0.3	0.7					6.3				1.2					1.3

OC Fair Customer, Marketing and Outlook Survey

Table 4-2

Q.4 Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.
 ...* Orange County Fair?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350	93	53	65	29	55	5	50	119	25	206	26	136	58	74	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very favorable	135	33	18	27	13	22	2	20	44	8	83	9	53	27	22	24
	38.6	35.5	34.0	41.5	44.8	40.0	40.0	40.0	37.0	32.0	40.3	34.6	39.0	46.6	29.7	42.9
Somewhat favorable	143	43	21	23	11	21	3	21	49	14	80	14	55	22	34	18
	40.9	46.2	39.6	35.4	37.9	38.2	60.0	42.0	41.2	56.0	38.8	53.8	40.4	37.9	45.9	32.1
No opinion	49	12	11	10	2	8	0	6	17	3	29	1	17	6	14	11
	14.0	12.9	20.8	15.4	6.9	14.5	12.0	14.3	12.0	14.1	3.8	12.5	10.3	18.9	19.6	
Somewhat unfavorable	9	2	2	3	1	0	0	1	3	0	6	0	3	2	3	1
	2.6	2.2	3.8	4.6	3.4	0	2.0	2.5	0	2.9	0	2.2	3.4	4.1	1.8	
Very unfavorable	5	1	0	1	1	1	0	1	2	0	3	1	3	0	0	1
	1.4	1.1	0	1.5	3.4	1.8	2.0	1.7	0	1.5	3.8	2.2	0	0	1.8	
Favorable (Net)	278	76	39	50	24	43	5	41	93	22	163	23	108	49	56	42
-----	79.4	81.7	73.6	76.9	82.8	78.2	100.0	82.0	78.2	88.0	79.1	88.5	79.4	84.5	75.7	75.0
Unfavorable (Net)	14	3	2	4	2	1	0	2	5	0	9	1	6	2	3	2
-----	4.0	3.2	3.8	6.2	6.9	1.8	4.0	4.2	0	4.4	3.8	4.4	3.4	4.1	3.6	
Never heard of	6	2	1	1	1	1	0	0	3	0	3	0	3	1	1	1
	1.7	2.2	1.9	1.5	3.4	1.8	2.5	0	1.5	0	1.5	2.2	1.7	1.4	1.8	
Unsure	2	0	0	0	0	1	0	1	0	0	2	1	1	0	0	0
	0.6	0	0	0	0	1.8	2.0	0	0	1.0	3.8	0.7	0	0	0	
Refused	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0
	0.3	0	0	0	0	1.8	0.8	0	0	0	0	0.7	0	0	0	

OC Fair Customer, Marketing and Outlook Survey

Table 4-3

Q.4 Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have

a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.

...* Orange County Fair?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men		Women		Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
		18-54	55+	18-54	55+																
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very favorable	135	31	22	54	28	15	28	8	2	39	28	11	4	41	25	16	3	13	31	3	3
	38.6	37.3	31.4	45.0	36.4	36.6	35.4	30.8	28.6	47.0	38.9	33.3	44.4	53.9	34.2	34.8	37.5	27.1	39.7	23.1	37.5
Somewhat favorable	143	35	33	47	28	20	36	8	4	28	29	14	4	27	31	19	5	21	34	3	3
	40.9	42.2	47.1	39.2	36.4	48.8	45.6	30.8	57.1	33.7	40.3	42.4	44.4	35.5	42.5	41.3	62.5	43.8	43.6	23.1	37.5
No opinion	49	10	11	11	17	4	12	5	0	12	8	7	1	5	9	7	0	11	11	5	1
	14.0	12.0	15.7	9.2	22.1	9.8	15.2	19.2		14.5	11.1	21.2	11.1	6.6	12.3	15.2		22.9	14.1	38.5	12.5
Somewhat unfavorable	9	4	0	3	2	0	2	2	0	2	2	1	0	0	4	3	0	2	0	0	0
	2.6	4.8		2.5	2.6		2.5	7.7		2.4	2.8	3.0			5.5	6.5		4.2			
Very unfavorable	5	0	2	3	0	1	0	1	0	1	2	0	0	1	2	0	0	1	0	1	0
	1.4		2.9	2.5		2.4		3.8		1.2	2.8			1.3	2.7			2.1		7.7	
Favorable (Net)	278	66	55	101	56	35	64	16	6	67	57	25	8	68	56	35	8	34	65	6	6
-----	79.4	79.5	78.6	84.2	72.7	85.4	81.0	61.5	85.7	80.7	79.2	75.8	88.9	89.5	76.7	76.1	100.0	70.8	83.3	46.2	75.0
Unfavorable (Net)	14	4	2	6	2	1	2	3	0	3	4	1	0	1	6	3	0	3	0	1	0
-----	4.0	4.8	2.9	5.0	2.6	2.4	2.5	11.5		3.6	5.6	3.0		1.3	8.2	6.5		6.3		7.7	
Never heard of	6	2	1	1	2	1	0	2	0	1	2	0	0	2	0	1	0	0	2	1	0
	1.7	2.4	1.4	0.8	2.6	2.4		7.7		1.2	2.8			2.6		2.2		2.6	7.7		
Unsure	2	1	0	1	0	0	1	0	0	0	1	0	0	0	2	0	0	0	0	0	0
	0.6	1.2		0.8			1.3				1.4				2.7						
Refused	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
	0.3		1.4						14.3												12.5

OC Fair Customer, Marketing and Outlook Survey

Table 4-4

Q.4 Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.
 ...* Orange County Fair?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Very favorable	135 38.6	18 33.3	95 40.8	2 40.0	9 40.9	8 32.0	3 27.3	68 42.5	44 34.1	22 37.9	1 33.3
Somewhat favorable	143 40.9	27 50.0	90 38.6	1 20.0	8 36.4	12 48.0	5 45.5	64 40.0	56 43.4	21 36.2	2 66.7
No opinion	49 14.0	7 13.0	33 14.2	1 20.0	5 22.7	2 8.0	1 9.1	21 13.1	20 15.5	8 13.8	0
Somewhat unfavorable	9 2.6	0	6 2.6	0	0	3 12.0	0	3 1.9	4 3.1	2 3.4	0
Very unfavorable	5 1.4	0	4 1.7	0	0	0	1 9.1	1 0.6	3 2.3	1 1.7	0
Favorable (Net) -----	278 79.4	45 83.3	185 79.4	3 60.0	17 77.3	20 80.0	8 72.7	132 82.5	100 77.5	43 74.1	3 100.0
Unfavorable (Net) -----	14 4.0	0	10 4.3	0	0	3 12.0	1 9.1	4 2.5	7 5.4	3 5.2	0
Never heard of	6 1.7	2 3.7	3 1.3	1 20.0	0	0	0	2 1.3	1 0.8	3 5.2	0
Unsure	2 0.6	0	2 0.9	0	0	0	0	1 0.6	1 0.8	0	0
Refused	1 0.3	0	0	0	0	0	1 9.1	0	0	1 1.7	0

OC Fair Customer, Marketing and Outlook Survey

Table 5-1

Q.5 Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.
 ...* Pacific Amphitheatre?

												Geographic				
	Gender		Party				Age Group					Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+					
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very favorable	84	29	55	32	34	14	4	12	43	17	12	9	27	16	10	22
	24.0	19.0	27.9	25.8	22.5	23.7	25.0	19.0	30.7	25.8	14.8	19.6	31.8	20.5	16.4	27.5
Somewhat favorable	120	57	63	45	52	16	7	17	55	22	26	16	31	26	20	27
	34.3	37.3	32.0	36.3	34.4	27.1	43.8	27.0	39.3	33.3	32.1	34.8	36.5	33.3	32.8	33.8
No opinion	91	46	45	25	45	17	4	14	27	22	28	6	20	21	25	19
	26.0	30.1	22.8	20.2	29.8	28.8	25.0	22.2	19.3	33.3	34.6	13.0	23.5	26.9	41.0	23.8
Somewhat unfavorable	5	2	3	4	1	0	0	0	3	0	2	3	1	1	0	0
	1.4	1.3	1.5	3.2	0.7				2.1		2.5	6.5	1.2	1.3		
Very unfavorable	1	0	1	0	0	1	0	0	0	1	0	0	0	0	0	1
	0.3		0.5			1.7				1.5						1.3
Favorable (Net)	204	86	118	77	86	30	11	29	98	39	38	25	58	42	30	49
-----	58.3	56.2	59.9	62.1	57.0	50.8	68.8	46.0	70.0	59.1	46.9	54.3	68.2	53.8	49.2	61.3
Unfavorable (Net)	6	2	4	4	1	1	0	0	3	1	2	3	1	1	0	1
-----	1.7	1.3	2.0	3.2	0.7	1.7			2.1	1.5	2.5	6.5	1.2	1.3		1.3
Never heard of	38	16	22	14	13	10	1	16	11	3	8	10	2	12	6	8
	10.9	10.5	11.2	11.3	8.6	16.9	6.3	25.4	7.9	4.5	9.9	21.7	2.4	15.4	9.8	10.0
Unsure	11	3	8	4	6	1	0	4	1	1	5	2	4	2	0	3
	3.1	2.0	4.1	3.2	4.0	1.7		6.3	0.7	1.5	6.2	4.3	4.7	2.6		3.8

OC Fair Customer, Marketing and Outlook Survey

Table 5-2

Q.5 Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have

a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.

...* Pacific Amphitheatre?

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5			Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Very favorable	84 24.0	19 20.4	14 26.4	15 23.1	8 27.6	12 21.8	3 60.0	13 26.0	32 26.9	6 24.0	46 22.3	10 38.5	32 23.5	12 20.7	15 20.3	15 26.8
Somewhat favorable	120 34.3	36 38.7	19 35.8	24 36.9	11 37.9	19 34.5	0 22.0	11 22.0	38 31.9	12 48.0	70 34.0	6 23.1	35 25.7	32 55.2	31 41.9	16 28.6
No opinion	91 26.0	24 25.8	15 28.3	17 26.2	5 17.2	13 23.6	1 20.0	16 32.0	31 26.1	4 16.0	56 27.2	5 19.2	40 29.4	9 15.5	23 31.1	14 25.0
Somewhat unfavorable	5 1.4	3 3.2	1 1.9	0 3.4	1 3.4	0	0	0	4 3.4	0	1 0.5	0	2 1.5	0	0	3 5.4
Very unfavorable	1 0.3	1 1.1	0	0	0	0	0	0	1 0.8	0	0	0	1 0.7	0	0	0
Favorable (Net)	204 58.3	55 59.1	33 62.3	39 60.0	19 65.5	31 56.4	3 60.0	24 48.0	70 58.8	18 72.0	116 56.3	16 61.5	67 49.3	44 75.9	46 62.2	31 55.4
Unfavorable (Net)	6 1.7	4 4.3	1 1.9	0 3.4	1 3.4	0	0	0	5 4.2	0	1 0.5	0	3 2.2	0	0	3 5.4
Never heard of	38 10.9	6 6.5	3 5.7	9 13.8	3 10.3	8 14.5	1 20.0	8 16.0	10 8.4	2 8.0	26 12.6	4 15.4	22 16.2	4 6.9	3 4.1	5 8.9
Unsure	11 3.1	4 4.3	1 1.9	0	1 3.4	3 5.5	0	2 4.0	3 2.5	1 4.0	7 3.4	1 3.8	4 2.9	1 1.7	2 2.7	3 5.4

OC Fair Customer, Marketing and Outlook Survey

Table 5-3

Q.5 Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.
 ...* Pacific Amphitheatre?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	DTS Men	DTS Women	DTS Men	DTS Women	Other Men	Other Women	Other Men	Other Women	Other Men	Other Women
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very favorable	84	20	9	35	20	12	13	3	1	20	21	11	3	22	16	13	4	10	18	1	0
	24.0	24.1	12.9	29.2	26.0	29.3	16.5	11.5	14.3	24.1	29.2	33.3	33.3	28.9	21.9	28.3	50.0	20.8	23.1	7.7	
Somewhat favorable	120	28	29	44	19	15	33	5	4	30	19	11	3	24	32	13	3	21	20	3	4
	34.3	33.7	41.4	36.7	24.7	36.6	41.8	19.2	57.1	36.1	26.4	33.3	33.3	31.6	43.8	28.3	37.5	43.8	25.6	23.1	50.0
No opinion	91	20	26	21	24	7	27	11	1	18	18	6	3	14	17	10	0	11	28	7	4
	26.0	24.1	37.1	17.5	31.2	17.1	34.2	42.3	14.3	21.7	25.0	18.2	33.3	18.4	23.3	21.7		22.9	35.9	53.8	50.0
Somewhat unfavorable	5	1	1	2	1	2	0	0	0	2	1	0	0	2	1	0	0	2	0	0	0
	1.4	1.2	1.4	1.7	1.3	4.9				2.4	1.4			2.6	1.4			4.2			
Very unfavorable	1	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
	0.3				1.3							3.0								7.7	
Favorable (Net)	204	48	38	79	39	27	46	8	5	50	40	22	6	46	48	26	7	31	38	4	4
	58.3	57.8	54.3	65.8	50.6	65.9	58.2	30.8	71.4	60.2	55.6	66.7	66.7	60.5	65.8	56.5	87.5	64.6	48.7	30.8	50.0
Unfavorable (Net)	6	1	1	2	2	2	0	0	0	2	1	1	0	2	1	0	0	2	0	1	0
	1.7	1.2	1.4	1.7	2.6	4.9				2.4	1.4	3.0		2.6	1.4			4.2		7.7	
Never heard of	38	12	4	15	7	4	5	6	1	10	8	4	0	11	6	9	1	3	7	1	0
	10.9	14.5	5.7	12.5	9.1	9.8	6.3	23.1	14.3	12.0	11.1	12.1		14.5	8.2	19.6	12.5	6.3	9.0	7.7	
Unsure	11	2	1	3	5	1	1	1	0	3	5	0	0	3	1	1	0	1	5	0	0
	3.1	2.4	1.4	2.5	6.5	2.4	1.3	3.8		3.6	6.9			3.9	1.4	2.2		2.1	6.4		

OC Fair Customer, Marketing and Outlook Survey

Table 5-4

Q.5 Now I have a list of names of several individuals and organizations that I am going to read. For each name, please tell me if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, just say so.
 ...* Pacific Amphitheatre?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track		right track/wrong track	
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Very favorable	84 24.0	9 16.7	56 24.0	1 20.0	4 18.2	11 44.0	3 27.3	41 25.6	33 25.6	10 17.2	0
Somewhat favorable	120 34.3	22 40.7	79 33.9	0 40.0	6 27.3	10 40.0	3 27.3	56 35.0	44 34.1	20 34.5	0
No opinion	91 26.0	11 20.4	66 28.3	2 40.0	5 22.7	3 12.0	4 36.4	38 23.8	37 28.7	15 25.9	1 33.3
Somewhat unfavorable	5 1.4	0	3 1.3	1 20.0	1 4.5	0	0	2 1.3	3 2.3	0	0
Very unfavorable	1 0.3	0	1 0.4	0	0	0	0	0	1 0.8	0	0
Favorable (Net)	204 58.3	31 57.4	135 57.9	1 20.0	10 45.5	21 84.0	6 54.5	97 60.6	77 59.7	30 51.7	0
Unfavorable (Net)	6 1.7	0	4 1.7	1 20.0	1 4.5	0	0	2 1.3	4 3.1	0	0
Never heard of	38 10.9	9 16.7	20 8.6	1 20.0	6 27.3	1 4.0	1 9.1	20 12.5	7 5.4	9 15.5	2 66.7
Unsure	11 3.1	3 5.6	8 3.4	0	0	0	0	3 1.9	4 3.1	4 6.9	0

OC Fair Customer, Marketing and Outlook Survey

Table 6-1

Q.6 Which of the following best describes the last time you attended the OC Fair? If you've never attended, just say so.

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
This year	101	44	57	39	42	18	2	25	43	22	11	17	32	18	15	19
	28.9	28.8	28.9	31.5	27.8	30.5	12.5	39.7	30.7	33.3	13.6	37.0	37.6	23.1	24.6	23.8
Within the last three years	100	44	56	37	39	18	6	23	45	15	17	18	24	28	15	15
	28.6	28.8	28.4	29.8	25.8	30.5	37.5	36.5	32.1	22.7	21.0	39.1	28.2	35.9	24.6	18.8
Over three years ago	96	45	51	31	44	14	7	8	37	16	35	6	22	22	17	29
	27.4	29.4	25.9	25.0	29.1	23.7	43.8	12.7	26.4	24.2	43.2	13.0	25.9	28.2	27.9	36.3
Never	53	20	33	17	26	9	1	7	15	13	18	5	7	10	14	17
	15.1	13.1	16.8	13.7	17.2	15.3	6.3	11.1	10.7	19.7	22.2	10.9	8.2	12.8	23.0	21.3

OC Fair Customer, Marketing and Outlook Survey

Table 6-2

Q.6 Which of the following best describes the last time you attended the OC Fair? If you've never attended, just say so.

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
This year	101 28.9	22 23.7	16 30.2	17 26.2	12 41.4	15 27.3	1 20.0	18 36.0	32 26.9	8 32.0	61 29.6	8 30.8	44 32.4	20 34.5	19 25.7	10 17.9
Within the last three years	100 28.6	20 21.5	14 26.4	21 32.3	9 31.0	16 29.1	0 40.0	20 24.4	29 24.4	9 36.0	62 30.1	7 26.9	42 30.9	15 25.9	24 32.4	12 21.4
Over three years ago	96 27.4	38 40.9	14 26.4	19 29.2	5 17.2	12 21.8	2 40.0	6 12.0	41 34.5	5 20.0	50 24.3	7 26.9	27 19.9	15 25.9	22 29.7	25 44.6
Never	53 15.1	13 14.0	9 17.0	8 12.3	3 10.3	12 21.8	2 40.0	6 12.0	17 14.3	3 12.0	33 16.0	4 15.4	23 16.9	8 13.8	9 12.2	9 16.1

OC Fair Customer, Marketing and Outlook Survey

Table 6-3

Q.6 Which of the following best describes the last time you attended the OC Fair? If you've never attended, just say so.

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
This year	101	27	17	41	16	12	21	9	2	27	21	9	0	32	21	15	0	7	21	3	2
	28.9	32.5	24.3	34.2	20.8	29.3	26.6	34.6	28.6	32.5	29.2	27.3		42.1	28.8	32.6		14.6	26.9	23.1	25.0
Within the last three years	100	31	13	37	19	10	25	7	2	27	14	11	4	23	26	15	4	14	13	3	2
	28.6	37.3	18.6	30.8	24.7	24.4	31.6	26.9	28.6	32.5	19.4	33.3	44.4	30.3	35.6	32.6	50.0	29.2	16.7	23.1	25.0
Over three years ago	96	18	27	27	24	14	21	7	3	17	23	7	4	13	18	10	4	18	26	4	3
	27.4	21.7	38.6	22.5	31.2	34.1	26.6	26.9	42.9	20.5	31.9	21.2	44.4	17.1	24.7	21.7	50.0	37.5	33.3	30.8	37.5
Never	53	7	13	15	18	5	12	3	0	12	14	6	1	8	8	6	0	9	18	3	1
	15.1	8.4	18.6	12.5	23.4	12.2	15.2	11.5		14.5	19.4	18.2	11.1	10.5	11.0	13.0		18.8	23.1	23.1	12.5

OC Fair Customer, Marketing and Outlook Survey

Table 6-4

Q.6 Which of the following best describes the last time you attended the OC Fair? If you've never attended, just say so.

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track	wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
This year	101 28.9	11 20.4	71 30.5	1 20.0	5 22.7	12 48.0	1 9.1	53 33.1	37 28.7	11 19.0	0
Within the last three years	100 28.6	23 42.6	61 26.2	0	9 40.9	7 28.0	0	44 27.5	34 26.4	20 34.5	2 66.7
Over three years ago	96 27.4	12 22.2	65 27.9	2 40.0	3 13.6	5 20.0	9 81.8	34 21.3	45 34.9	16 27.6	1 33.3
Never	53 15.1	8 14.8	36 15.5	2 40.0	5 22.7	1 4.0	1 9.1	29 18.1	13 10.1	11 19.0	0

OC Fair Customer, Marketing and Outlook Survey

Table 7-1
 Q.7 Thinking specifically, why would you say that you have never attended the OC Fair?
 Base: Those who never attended the OC Fair

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	53	20	33	17	26	9	1	7	15	13	18	5	7	10	14	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
No time/too busy	13	6	7	4	7	2	0	3	4	3	3	0	3	3	3	4
	24.5	30.0	21.2	23.5	26.9	22.2		42.9	26.7	23.1	16.7		42.9	30.0	21.4	23.5
Don't like/don't go to fairs	12	1	11	5	5	2	0	1	2	3	6	1	1	3	2	5
	22.6	5.0	33.3	29.4	19.2	22.2		14.3	13.3	23.1	33.3	20.0	14.3	30.0	14.3	29.4
Not interested	8	6	2	2	5	1	0	1	1	2	4	0	2	0	2	4
	15.1	30.0	6.1	11.8	19.2	11.1		14.3	6.7	15.4	22.2		28.6		14.3	23.5
Too hot	7	1	6	3	4	0	0	0	2	3	2	1	1	1	3	1
	13.2	5.0	18.2	17.6	15.4				13.3	23.1	11.1	20.0	14.3	10.0	21.4	5.9
Too crowded	4	2	2	0	4	0	0	0	2	2	0	2	0	0	0	2
	7.5	10.0	6.1		15.4				13.3	15.4		40.0				11.8
Too expensive/Can't afford	3	1	2	2	0	1	0	1	2	0	0	0	0	0	3	0
	5.7	5.0	6.1	11.8		11.1		14.3	13.3						21.4	
Prefer or go to other activities/other fairs	3	1	2	0	3	0	0	0	1	1	1	0	1	0	2	0
	5.7	5.0	6.1		11.5				6.7	7.7	5.6		14.3		14.3	
No real reason/Just haven't	3	0	3	0	0	2	1	0	2	0	1	0	0	2	1	0
	5.7		9.1			22.2	100.0		13.3		5.6			20.0	7.1	
Too old/sick/limited mobility	3	0	3	1	2	0	0	0	0	1	2	0	0	0	1	2
	5.7		9.1	5.9	7.7					7.7	11.1				7.1	11.8
Haven't lived in the area a long time	2	0	2	1	1	0	0	0	1	0	1	0	0	1	0	1
	3.8		6.1	5.9	3.8				6.7		5.6			10.0		5.9
Never heard of it	2	2	0	1	0	1	0	0	0	1	1	0	0	0	1	1
	3.8	10.0		5.9		11.1				7.7	5.6				7.1	5.9
Children too young/too old for it	1	0	1	0	1	0	0	1	0	0	0	0	0	0	1	0
	1.9		3.0		3.8			14.3							7.1	
Family never wanted to	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1
	1.9	5.0			3.8						5.6					5.9

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 7-1
 Q.7 Thinking specifically, why would you say that you have never attended the OC Fair?
 Base: Those who never attended the OC Fair

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial	visorial	visorial	visorial	visorial
											District 1	District 2	District 3	District 4	District 5	
Always wanted to but never did	1	1	0	0	1	0	0	0	1	0	0	0	0	0	0	1
	1.9	5.0			3.8				6.7						5.9	
Traffic/Hard to get to	1	0	1	1	0	0	0	1	0	0	0	0	0	1	0	0
	1.9		3.0	5.9				14.3						10.0		
Don't know	2	2	0	1	0	1	0	0	1	1	0	2	0	0	0	0
	3.8	10.0		5.9		11.1			6.7	7.7		40.0				

OC Fair Customer, Marketing and Outlook Survey

Table 7-2
 Q.7 Thinking specifically, why would you say that you have never attended the OC Fair?
 Base: Those who never attended the OC Fair

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	53	13	9	8	3	12	2	6	17	3	33	4	23	8	9	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
No time/too busy	13	3	3	2	1	3	0	1	4	1	8	0	6	2	2	3
	24.5	23.1	33.3	25.0	33.3	25.0		16.7	23.5	33.3	24.2		26.1	25.0	22.2	33.3
Don't like/don't go to fairs	12	3	1	2	0	3	1	2	5	1	6	1	5	2	2	2
	22.6	23.1	11.1	25.0		25.0	50.0	33.3	29.4	33.3	18.2	25.0	21.7	25.0	22.2	22.2
Not interested	8	4	0	1	0	3	0	0	1	0	7	1	1	1	3	2
	15.1	30.8		12.5		25.0			5.9		21.2	25.0	4.3	12.5	33.3	22.2
Too hot	7	3	0	1	0	0	2	1	4	0	3	2	2	0	1	2
	13.2	23.1		12.5			100.0	16.7	23.5		9.1	50.0	8.7		11.1	22.2
Too crowded	4	1	2	0	0	0	1	0	2	0	2	1	0	1	1	1
	7.5	7.7	22.2				50.0		11.8		6.1	25.0		12.5	11.1	11.1
Too expensive/Can't afford	3	0	0	0	2	1	0	0	1	0	2	0	2	1	0	0
	5.7				66.7	8.3			5.9		6.1		8.7	12.5		
Prefer or go to other activities/other fairs	3	1	0	0	0	0	0	2	0	0	3	0	2	0	0	1
	5.7	7.7						33.3			9.1		8.7			11.1
No real reason/Just haven't	3	0	0	1	0	1	0	1	1	0	2	1	2	0	0	0
	5.7			12.5		8.3		16.7	5.9		6.1	25.0	8.7			
Too old/sick/limited mobility	3	2	0	0	0	0	1	0	3	0	0	1	2	0	0	0
	5.7	15.4					50.0		17.6			25.0	8.7			
Haven't lived in the area a long time	2	0	1	0	0	0	0	1	1	0	1	0	2	0	0	0
	3.8		11.1					16.7	5.9		3.0		8.7			
Never heard of it	2	1	0	0	0	1	0	0	0	0	2	0	1	0	1	0
	3.8	7.7				8.3					6.1		4.3		11.1	
Children too young/too old for it	1	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0
	1.9			12.5							3.0		4.3			

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 7-2
 Q.7 Thinking specifically, why would you say that you have never attended the OC Fair?
 Base: Those who never attended the OC Fair

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Family never wanted to	1 1.9	0	1 11.1	0	0	0	0	0	0	1 3.0	0	0	0	0	1 11.1	
Always wanted to but never did	1 1.9	0	1 11.1	0	0	0	0	0	0	1 3.0	0	0	1 12.5	0	0	
Traffic/Hard to get to	1 1.9	0	0	0	0	0	0	1 16.7	0	1 3.0	0	1 4.3	0	0	0	
Don't know	2 3.8	0	0	0	1 33.3	1 8.3	0	0	1 5.9	1 33.3	0	1 4.3	0	1 11.1	0	

OC Fair Customer, Marketing and Outlook Survey

Table 7-3
 Q.7 Thinking specifically, why would you say that you have never attended the OC Fair?
 Base: Those who never attended the OC Fair

	Gender/Age				Party/Gender								Party/Age												
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	GOP Men	GOP Women	DTS Men	DTS Women	Other Men	Other Women	Dem 18-54	Dem 18-54	DTS 18-54	DTS 18-54	Other 18-54	Other 18-54	Dem 55+	Dem 55+	DTS 55+	DTS 55+	Other 55+	Other 55+
Total	53	7	13	15	18	5	12	3	0	12	14	6	1	8	8	6	0	9	18	3	1	100.0	100.0	100.0	100.0
No time/too busy	13	3	3	4	3	2	3	1	0	2	4	1	0	4	2	1	0	0	5	1	0	24.5	42.9	23.1	26.7
Don't like/don't go to fairs	12	0	1	3	8	1	0	0	0	4	5	2	0	1	1	1	0	4	4	1	0	22.6	7.7	20.0	44.4
Not interested	8	1	5	1	1	1	4	1	0	1	1	0	0	1	1	0	0	1	4	1	0	15.1	14.3	38.5	6.7
Too hot	7	0	1	2	4	0	1	0	0	3	3	0	0	0	2	0	0	3	2	0	0	13.2	7.7	13.3	22.2
Too crowded	4	1	1	1	1	0	2	0	0	0	2	0	0	0	2	0	0	0	2	0	0	7.5	14.3	7.7	6.7
Too expensive/Can't afford	3	1	0	2	0	1	0	0	0	1	0	1	0	2	0	1	0	0	0	0	0	5.7	14.3	13.3	20.0
Prefer or go to other activities/other fairs	3	0	1	1	1	0	1	0	0	0	2	0	0	0	1	0	0	0	2	0	0	5.7	7.7	6.7	5.6
No real reason/Just haven't	3	0	0	2	1	0	0	0	0	0	0	2	1	0	0	33.3	100.0	0	0	0	5.7	13.3	5.6	33.3	
Too old/sick/limited mobility	3	0	0	0	3	0	0	0	0	1	2	0	0	0	0	0	0	1	2	0	0	5.7	8.3	14.3	16.7
Haven't lived in the area a long time	2	0	0	1	1	0	0	0	0	1	1	0	0	1	0	0	0	0	1	0	0	3.8	6.7	5.6	12.5
Never heard of it	2	0	2	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	3.8	15.4	20.0	33.3
Children too young/too old for it	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1.9	6.7	12.5	33.3
Family never wanted to	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1.9	7.7	8.3	5.6

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 7-3
 Q.7 Thinking specifically, why would you say that you have never attended the OC Fair?
 Base: Those who never attended the OC Fair

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Always wanted to but never did	1 1.9	1 14.3	0	0	0	0	1 8.3	0	0	0	0	0	0	0	1 12.5	0	0	0	0	0	0
Traffic/Hard to get to	1 1.9	0	0	1 6.7	0	0	0	0	0	1 8.3	0	0	0	1 12.5	0	0	0	0	0	0	0
Don't know	2 3.8	1 14.3	1 7.7	0	0	1 20.0	0	1 33.3	0	0	0	0	0	0	1 16.7	0	1 11.1	0	0	0	

OC Fair Customer, Marketing and Outlook Survey

Table 7-4
 Q.7 Thinking specifically, why would you say that you have never attended the OC Fair?
 Base: Those who never attended the OC Fair

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	53 100.0	8 100.0	36 100.0	2 100.0	5 100.0	1 100.0	1 100.0	29 100.0	13 100.0	11 100.0	0
No time/too busy	13 24.5	2 25.0	7 19.4	0	4 80.0	0	0	10 34.5	2 15.4	1 9.1	0
Don't like/don't go to fairs	12 22.6	1 12.5	10 27.8	1 50.0	0	0	0	5 17.2	4 30.8	3 27.3	0
Not interested	8 15.1	0	7 19.4	1 50.0	0	0	0	4 13.8	1 7.7	3 27.3	0
Too hot	7 13.2	1 12.5	5 13.9	0	0	0	1 100.0	3 10.3	3 23.1	1 9.1	0
Too crowded	4 7.5	1 12.5	3 8.3	0	0	0	0	3 10.3	1 7.7	0	0
Too expensive/Can't afford	3 5.7	1 12.5	2 5.6	0	0	0	0	3 10.3	0	0	0
Prefer or go to other activities/other fairs	3 5.7	1 12.5	1 2.8	0	1 20.0	0	0	2 6.9	0	1 9.1	0
No real reason/Just haven't	3 5.7	1 12.5	2 5.6	0	0	0	0	1 3.4	2 15.4	0	0
Too old/sick/limited mobility	3 5.7	1 12.5	2 5.6	0	0	0	0	0	3 23.1	0	0
Haven't lived in the area a long time	2 3.8	0	1 2.8	0	0	1 100.0	0	1 3.4	0	1 9.1	0
Never heard of it	2 3.8	0	2 5.6	0	0	0	0	0	0	2 18.2	0
Children too young/too old for it	1 1.9	0	1 2.8	0	0	0	0	1 3.4	0	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 7-4

Q.7 Thinking specifically, why would you say that you have never attended the OC Fair?
 Base: Those who never attended the OC Fair

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Family never wanted to	1 1.9	0	1 2.8	0	0	0	0	1 3.4	0	0	0
Always wanted to but never did	1 1.9	1 12.5	0	0	0	0	0	0	1 7.7	0	0
Traffic/Hard to get to	1 1.9	0	1 2.8	0	0	0	0	0	1 7.7	0	0
Don't know	2 3.8	1 12.5	1 2.8	0	0	0	0	0	1 7.7	1 9.1	0

OC Fair Customer, Marketing and Outlook Survey

Table 8-1

Q.8 In general, would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who have attended the OC Fair

												Geographic				
	Gender		Party				Age Group					Super- visorial	Super- visorial	Super- visorial	Super- visorial	Super- visorial
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	District 1	District 2	District 3	District 4	District 5
Total	297	133	164	107	125	50	15	56	125	53	63	41	78	68	47	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very satisfied	140	55	85	52	59	24	5	29	54	27	30	22	39	28	25	26
	47.1	41.4	51.8	48.6	47.2	48.0	33.3	51.8	43.2	50.9	47.6	53.7	50.0	41.2	53.2	41.3
Somewhat satisfied	131	67	64	46	55	23	7	23	60	17	31	18	34	32	19	28
	44.1	50.4	39.0	43.0	44.0	46.0	46.7	41.1	48.0	32.1	49.2	43.9	43.6	47.1	40.4	44.4
No opinion	2	1	1	0	2	0	0	0	0	2	0	0	0	1	0	1
	0.7	0.8	0.6		1.6					3.8				1.5		1.6
Somewhat unsatisfied	9	4	5	3	5	0	1	1	7	1	0	0	4	1	1	3
	3.0	3.0	3.0	2.8	4.0		6.7	1.8	5.6	1.9			5.1	1.5	2.1	4.8
Very unsatisfied	12	5	7	5	3	3	1	3	4	5	0	1	1	6	1	3
	4.0	3.8	4.3	4.7	2.4	6.0	6.7	5.4	3.2	9.4		2.4	1.3	8.8	2.1	4.8
Satisfied (Net)	271	122	149	98	114	47	12	52	114	44	61	40	73	60	44	54
-----	91.2	91.7	90.9	91.6	91.2	94.0	80.0	92.9	91.2	83.0	96.8	97.6	93.6	88.2	93.6	85.7
Unsatisfied (Net)	21	9	12	8	8	3	2	4	11	6	0	1	5	7	2	6
-----	7.1	6.8	7.3	7.5	6.4	6.0	13.3	7.1	8.8	11.3		2.4	6.4	10.3	4.3	9.5
Unsure	2	0	2	1	1	0	0	0	0	1	1	0	0	0	1	1
	0.7		1.2	0.9	0.8					1.9	1.6				2.1	1.6
Refused	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	1
	0.3	0.8					6.7									1.6

OC Fair Customer, Marketing and Outlook Survey

Table 8-2
 Q.8 In general, would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who have attended the OC Fair

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	297	80	44	57	26	43	3	44	102	22	173	22	113	50	65	47
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very satisfied	140	36	21	26	12	20	2	23	45	11	84	12	51	29	24	24
	47.1	45.0	47.7	45.6	46.2	46.5	66.7	52.3	44.1	50.0	48.6	54.5	45.1	58.0	36.9	51.1
Somewhat satisfied	131	40	17	25	12	20	1	16	49	9	73	8	52	19	33	19
	44.1	50.0	38.6	43.9	46.2	46.5	33.3	36.4	48.0	40.9	42.2	36.4	46.0	38.0	50.8	40.4
No opinion	2	0	2	0	0	0	0	0	0	1	1	0	0	0	1	1
	0.7		4.5							4.5	0.6				1.5	2.1
Somewhat unsatisfied	9	2	1	3	1	0	0	2	3	0	6	1	2	2	3	1
	3.0	2.5	2.3	5.3	3.8			4.5	2.9		3.5	4.5	1.8	4.0	4.6	2.1
Very unsatisfied	12	1	3	3	1	2	0	2	3	1	8	1	6	0	4	1
	4.0	1.3	6.8	5.3	3.8	4.7		4.5	2.9	4.5	4.6	4.5	5.3		6.2	2.1
Satisfied (Net)	271	76	38	51	24	40	3	39	94	20	157	20	103	48	57	43
-----	91.2	95.0	86.4	89.5	92.3	93.0	100.0	88.6	92.2	90.9	90.8	90.9	91.2	96.0	87.7	91.5
Unsatisfied (Net)	21	3	4	6	2	2	0	4	6	1	14	2	8	2	7	2
-----	7.1	3.8	9.1	10.5	7.7	4.7		9.1	5.9	4.5	8.1	9.1	7.1	4.0	10.8	4.3
Unsure	2	1	0	0	0	0	0	1	1	0	1	0	1	0	0	1
	0.7	1.3						2.3	1.0		0.6		0.9			2.1
Refused	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0
	0.3					2.3			1.0				0.9			

OC Fair Customer, Marketing and Outlook Survey

Table 8-3
 Q.8 In general, would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who have attended the OC Fair

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	DTS Men	DTS Women	DTS Men	DTS Women	Other Men	Other Women	Other Men	Other Women	Other Men	Other Women
Total	297	76	57	105	59	36	67	23	7	71	58	27	8	68	65	40	8	39	60	10	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very satisfied	140	29	26	54	31	15	30	8	2	37	29	16	3	36	26	18	3	16	33	6	2
	47.1	38.2	45.6	51.4	52.5	41.7	44.8	34.8	28.6	52.1	50.0	59.3	37.5	52.9	40.0	45.0	37.5	41.0	55.0	60.0	28.6
Somewhat satisfied	131	42	25	41	23	18	33	13	3	28	22	10	4	27	32	20	4	19	23	3	3
	44.1	55.3	43.9	39.0	39.0	50.0	49.3	56.5	42.9	39.4	37.9	37.0	50.0	39.7	49.2	50.0	50.0	48.7	38.3	30.0	42.9
No opinion	2	0	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	2	0	0
	0.7		1.8		1.7		1.5				1.7								3.3		
Somewhat unsatisfied	9	3	1	5	0	1	3	0	0	2	2	0	1	2	5	0	1	1	0	0	0
	3.0	3.9	1.8	4.8		2.8	4.5			2.8	3.4		12.5	2.9	7.7		12.5	2.6			
Very unsatisfied	12	2	3	5	2	2	0	2	1	3	3	1	0	3	2	2	0	2	1	1	1
	4.0	2.6	5.3	4.8	3.4	5.6		8.7	14.3	4.2	5.2	3.7		4.4	3.1	5.0		5.1	1.7	10.0	14.3
Satisfied (Net)	271	71	51	95	54	33	63	21	5	65	51	26	7	63	58	38	7	35	56	9	5
-----	91.2	93.4	89.5	90.5	91.5	91.7	94.0	91.3	71.4	91.5	87.9	96.3	87.5	92.6	89.2	95.0	87.5	89.7	93.3	90.0	71.4
Unsatisfied (Net)	21	5	4	10	2	3	3	2	1	5	5	1	1	5	7	2	1	3	1	1	1
-----	7.1	6.6	7.0	9.5	3.4	8.3	4.5	8.7	14.3	7.0	8.6	3.7	12.5	7.4	10.8	5.0	12.5	7.7	1.7	10.0	14.3
Unsure	2	0	0	0	2	0	0	0	0	1	1	0	0	0	0	0	0	1	1	0	0
	0.7				3.4					1.4	1.7							2.6	1.7		
Refused	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
	0.3		1.8						14.3												14.3

OC Fair Customer, Marketing and Outlook Survey

Table 8-4
 Q.8 In general, would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who have attended the OC Fair

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	297 100.0	46 100.0	197 100.0	3 100.0	17 100.0	24 100.0	10 100.0	131 100.0	116 100.0	47 100.0	3 100.0
Very satisfied	140 47.1	21 45.7	97 49.2	3 100.0	6 35.3	10 41.7	3 30.0	70 53.4	45 38.8	23 48.9	2 66.7
Somewhat satisfied	131 44.1	22 47.8	82 41.6	0	11 64.7	11 45.8	5 50.0	54 41.2	57 49.1	20 42.6	0
No opinion	2 0.7	0	2 1.0	0	0	0	0	0	0	1 2.1	1 33.3
Somewhat unsatisfied	9 3.0	1 2.2	8 4.1	0	0	0	0	4 3.1	5 4.3	0	0
Very unsatisfied	12 4.0	1 2.2	7 3.6	0	0	3 12.5	1 10.0	3 2.3	8 6.9	1 2.1	0
Satisfied (Net) -----	271 91.2	43 93.5	179 90.9	3 100.0	17 100.0	21 87.5	8 80.0	124 94.7	102 87.9	43 91.5	2 66.7
Unsatisfied (Net) -----	21 7.1	2 4.3	15 7.6	0	0	3 12.5	1 10.0	7 5.3	13 11.2	1 2.1	0
Unsure	2 0.7	1 2.2	1 0.5	0	0	0	0	0	1 0.9	1 2.1	0
Refused	1 0.3	0	0	0	0	0	1 10.0	0	0	1 2.1	0

OC Fair Customer, Marketing and Outlook Survey

Table 9-1

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Geographic															
	Gender		Party				Age Group				Super- visorial	Super- visorial	Super- visorial	Super- visorial	Super- visorial	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	District 1	District 2	District 3	District 4	District 5
Total	271	122	149	98	114	47	12	52	114	44	61	40	73	60	44	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Displays/booths/ exhibits/looking at stuff	64	27	37	20	33	7	4	5	28	9	22	8	16	13	12	15
	23.6	22.1	24.8	20.4	28.9	14.9	33.3	9.6	24.6	20.5	36.1	20.0	21.9	21.7	27.3	27.8
Went with family/Family enjoyed it	57	26	31	25	23	8	1	8	33	7	9	9	12	10	8	18
	21.0	21.3	20.8	25.5	20.2	17.0	8.3	15.4	28.9	15.9	14.8	22.5	16.4	16.7	18.2	33.3
The food/drinks	41	13	28	15	18	7	1	9	20	2	10	5	9	11	10	6
	15.1	10.7	18.8	15.3	15.8	14.9	8.3	17.3	17.5	4.5	16.4	12.5	12.3	18.3	22.7	11.1
Had a good time/liked everything	40	22	18	12	19	7	2	6	20	6	8	1	10	16	12	1
	14.8	18.0	12.1	12.2	16.7	14.9	16.7	11.5	17.5	13.6	13.1	2.5	13.7	26.7	27.3	1.9
Animals/Agriculture	39	24	15	8	26	5	0	3	15	9	12	4	9	7	6	13
	14.4	19.7	10.1	8.2	22.8	10.6		5.8	13.2	20.5	19.7	10.0	12.3	11.7	13.6	24.1
Music/entertainment	37	14	23	11	16	7	3	9	16	7	5	5	14	9	4	5
	13.7	11.5	15.4	11.2	14.0	14.9	25.0	17.3	14.0	15.9	8.2	12.5	19.2	15.0	9.1	9.3
Fun	36	14	22	14	13	8	1	12	13	6	5	6	8	8	6	8
	13.3	11.5	14.8	14.3	11.4	17.0	8.3	23.1	11.4	13.6	8.2	15.0	11.0	13.3	13.6	14.8
Variety/Lots to do	32	7	25	10	10	7	5	10	12	3	7	6	8	2	7	9
	11.8	5.7	16.8	10.2	8.8	14.9	41.7	19.2	10.5	6.8	11.5	15.0	11.0	3.3	15.9	16.7
Event handled well/ organized	20	7	13	8	8	3	1	4	9	4	3	5	6	3	2	4
	7.4	5.7	8.7	8.2	7.0	6.4	8.3	7.7	7.9	9.1	4.9	12.5	8.2	5.0	4.5	7.4
Rides	20	5	15	5	11	3	1	4	11	2	3	1	9	2	3	5
	7.4	4.1	10.1	5.1	9.6	6.4	8.3	7.7	9.6	4.5	4.9	2.5	12.3	3.3	6.8	9.3
Good value/Inexpensive	13	8	5	9	3	0	1	7	3	1	2	4	3	3	0	3
	4.8	6.6	3.4	9.2	2.6		8.3	13.5	2.6	2.3	3.3	10.0	4.1	5.0		5.6
No problems/as expected/ met expectations	13	7	6	5	7	1	0	1	6	3	3	4	2	2	1	4
	4.8	5.7	4.0	5.1	6.1	2.1		1.9	5.3	6.8	4.9	10.0	2.7	3.3	2.3	7.4

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-1

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Geographic															
	Gender			Party				Age Group				Super-	Super-	Super-	Super-	Super-
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Atmosphere/Nice setting/ Environment	11 4.1	6 4.9	5 3.4	2 2.0	5 4.4	4 8.5	0	3 5.8	4 3.5	1 2.3	3 4.9	1 2.5	4 5.5	4 6.7	1 2.3	1 1.9
Clean	10 3.7	4 3.3	6 4.0	4 4.1	3 2.6	2 4.3	1 8.3	4 7.7	5 4.4	0	1 1.6	2 5.0	2 2.7	2 3.3	2 4.5	2 3.7
The people there	8 3.0	2 1.6	6 4.0	2 2.0	2 1.8	3 6.4	1 8.3	1 1.9	1 0.9	3 6.8	3 4.9	1 2.5	2 2.7	1 1.7	2 4.5	2 3.7
Cost (negative)	8 3.0	3 2.5	5 3.4	5 5.1	2 1.8	0	1 8.3	0	5 4.4	3 6.8	0	2 5.0	0	5 8.3	1 2.3	0
Just like the fair	8 3.0	5 4.1	3 2.0	2 2.0	3 2.6	3 6.4	0	0	4 3.5	3 6.8	1 1.6	2 5.0	2 2.7	2 3.3	1 2.3	1 1.9
Good memories/past experiences	6 2.2	1 0.8	5 3.4	2 2.0	2 1.8	2 4.3	0	1 1.9	2 1.8	3 6.8	0	1 2.5	2 2.7	3 5.0	0	0
Not crowded	6 2.2	1 0.8	5 3.4	3 3.1	2 1.8	0	1 8.3	0	5 4.4	0	1 1.6	1 2.5	1 1.4	4 6.7	0	0
The fair is good for community	6 2.2	4 3.3	2 1.3	3 3.1	1 0.9	2 4.3	0	2 3.8	3 2.6	0	1 1.6	2 5.0	3 4.1	0	0	1 1.9
Games	5 1.8	3 2.5	2 1.3	2 2.0	2 1.8	0	1 8.3	2 3.8	2 1.8	0	1 1.6	1 2.5	1 1.4	0	3 6.8	0
Something different to do/change of pace	5 1.8	3 2.5	2 1.3	1 1.0	4 3.5	0	0	0	1 0.9	2 4.5	2 3.3	2 5.0	1 1.4	0	1 2.3	1 1.9
Interesting	4 1.5	2 1.6	2 1.3	1 1.0	2 1.8	0	1 8.3	1 1.9	1 0.9	1 2.3	1 1.6	0	2 2.7	1 1.7	1 2.3	0
Close/Convenient/Easy to get to	4 1.5	2 1.6	2 1.3	3 3.1	0	1 2.1	0	0	3 2.6	0	1 1.6	0	0	3 5.0	0	1 1.9
Contests/Competitions	4 1.5	2 1.6	2 1.3	1 1.0	3 2.6	0	0	0	3 2.6	0	1 1.6	0	0	1 1.7	3 6.8	0
Nothing positive mentioned	4 1.5	2 1.6	2 1.3	2 2.0	2 1.8	0	0	0	2 1.8	2 4.5	0	0	0	3 5.0	1 2.3	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-1

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Not a lot to do or see/ Displays/booths/ exhibits/not impressed (negative)	4	1	3	1	1	2	0	1	0	2	1	0	1	1	1	1
	1.5	0.8	2.0	1.0	0.9	4.3		1.9		4.5	1.6		1.4	1.7	2.3	1.9
Safe/Secure	3	2	1	0	1	2	0	2	0	0	1	2	1	0	0	0
	1.1	1.6	0.7		0.9	4.3		3.8			1.6	5.0	1.4			
Old-fashioned/ traditional experience	3	2	1	1	1	1	0	0	1	1	1	0	1	1	0	1
	1.1	1.6	0.7	1.0	0.9	2.1			0.9	2.3	1.6		1.4	1.7		1.9
Good size/not too big or too small	3	0	3	2	1	0	0	0	2	0	1	0	2	0	1	0
	1.1		2.0	2.0	0.9				1.8		1.6		2.7		2.3	
Community involvement	3	2	1	0	2	1	0	1	0	2	0	0	1	1	1	0
	1.1	1.6	0.7		1.8	2.1		1.9		4.5			1.4	1.7	2.3	
Food/drink (negative)	3	1	2	2	1	0	0	0	2	0	1	0	0	2	0	1
	1.1	0.8	1.3	2.0	0.9				1.8		1.6			3.3		1.9
No specific reason/just checking it out	3	3	0	1	1	1	0	0	2	1	0	0	1	0	2	0
	1.1	2.5		1.0	0.9	2.1			1.8	2.3			1.4		4.5	
Petting zoo	2	0	2	0	1	0	1	0	1	1	0	0	1	0	0	1
	0.7		1.3		0.9		8.3		0.9	2.3			1.4			1.9
Art	2	1	1	1	1	0	0	0	0	0	2	0	0	0	1	1
	0.7	0.8	0.7	1.0	0.9						3.3				2.3	1.9
Best/better than other fairs attended	2	1	1	1	1	0	0	0	1	0	1	0	0	0	1	1
	0.7	0.8	0.7	1.0	0.9				0.9		1.6				2.3	1.9
Good for all ages	2	0	2	1	1	0	0	1	0	0	1	0	2	0	0	0
	0.7		1.3	1.0	0.9			1.9			1.6		2.7			
Rodeo	2	0	2	1	0	1	0	2	0	0	0	0	0	1	0	1
	0.7		1.3	1.0		2.1		3.8						1.7		1.9
Parking (negative)	2	1	1	1	1	0	0	1	0	1	0	0	1	0	1	0
	0.7	0.8	0.7	1.0	0.9			1.9		2.3			1.4		2.3	

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-1

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Geographic															
	Gender			Party				Age Group				Super-	Super-	Super-	Super-	Super-
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial	visorial	visorial	visorial	visorial
												District 1	District 2	District 3	District 4	District 5
Not traditional enough	2 0.7	1 0.8	1 0.7	2 2.0	0	0	0	0	1 0.9	1 2.3	0	0	0	2 3.3	0	0
Nice weather	2 0.7	1 0.8	1 0.7	0	2 1.8	0	0	0	0	1 2.3	1 1.6	0	0	1 1.7	0	1 1.9
Laid back/casual/relaxed	1 0.4	1 0.8	0	1 1.0	0	0	0	0	0	1 2.3	0	1 1.4	0	0	0	0
Hands on/"touchy feely" activities	1 0.4	1 0.8	0	0	0	0	1 8.3	0	0	0	1 1.6	0	0	0	1 2.3	0
Good operating hours	1 0.4	0	1 0.7	0	1 0.9	0	0	0	0	1 2.3	0	1 1.4	0	0	0	0
Exciting	1 0.4	0	1 0.7	0	1 0.9	0	0	1 1.9	0	0	0	0	0	0	0	1 1.9
Disability day	1 0.4	0	1 0.7	1 1.0	0	0	0	0	1 0.9	0	0	0	1 1.4	0	0	0
Crowded (negative)	1 0.4	0	1 0.7	0	0	1 2.1	0	1 1.9	0	0	0	0	0	0	1 2.3	0
DK/Can't remember	3 1.1	2 1.6	1 0.7	0	2 1.8	1 2.1	0	1 1.9	0	0	2 3.3	1 2.5	1 1.4	1 1.7	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 9-2

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	271	76	38	51	24	40	3	39	94	20	157	20	103	48	57	43
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Displays/booths/ exhibits/looking at stuff	64	22	8	13	5	9	1	6	21	5	38	3	22	6	18	15
	23.6	28.9	21.1	25.5	20.8	22.5	33.3	15.4	22.3	25.0	24.2	15.0	21.4	12.5	31.6	34.9
Went with family/Family enjoyed it	57	17	7	13	2	7	0	11	18	3	36	3	24	15	11	4
	21.0	22.4	18.4	25.5	8.3	17.5		28.2	19.1	15.0	22.9	15.0	23.3	31.3	19.3	9.3
The food/drinks	41	9	7	8	6	5	0	6	14	2	25	3	14	7	12	5
	15.1	11.8	18.4	15.7	25.0	12.5		15.4	14.9	10.0	15.9	15.0	13.6	14.6	21.1	11.6
Had a good time/liked everything	40	11	10	9	3	2	1	4	20	5	15	2	15	7	10	6
	14.8	14.5	26.3	17.6	12.5	5.0	33.3	10.3	21.3	25.0	9.6	10.0	14.6	14.6	17.5	14.0
Animals/Agriculture	39	18	5	6	3	5	0	2	17	2	20	2	12	7	7	11
	14.4	23.7	13.2	11.8	12.5	12.5		5.1	18.1	10.0	12.7	10.0	11.7	14.6	12.3	25.6
Music/entertainment	37	8	4	3	5	9	1	7	9	2	26	2	15	9	4	7
	13.7	10.5	10.5	5.9	20.8	22.5	33.3	17.9	9.6	10.0	16.6	10.0	14.6	18.8	7.0	16.3
Fun	36	9	5	8	5	3	0	6	11	3	22	1	17	7	8	3
	13.3	11.8	13.2	15.7	20.8	7.5		15.4	11.7	15.0	14.0	5.0	16.5	14.6	14.0	7.0
Variety/Lots to do	32	7	3	6	5	8	1	2	10	3	19	1	15	8	6	2
	11.8	9.2	7.9	11.8	20.8	20.0	33.3	5.1	10.6	15.0	12.1	5.0	14.6	16.7	10.5	4.7
Event handled well/ organized	20	2	8	0	3	5	0	2	6	1	13	1	7	5	5	2
	7.4	2.6	21.1		12.5	12.5		5.1	6.4	5.0	8.3	5.0	6.8	10.4	8.8	4.7
Rides	20	3	2	5	2	6	1	1	7	0	13	3	11	3	2	1
	7.4	3.9	5.3	9.8	8.3	15.0	33.3	2.6	7.4		8.3	15.0	10.7	6.3	3.5	2.3
Good value/Inexpensive	13	3	1	2	3	2	0	2	5	0	8	2	3	4	3	1
	4.8	3.9	2.6	3.9	12.5	5.0		5.1	5.3		5.1	10.0	2.9	8.3	5.3	2.3
No problems/as expected/ met expectations	13	7	1	1	3	1	0	0	6	0	7	0	4	2	4	3
	4.8	9.2	2.6	2.0	12.5	2.5			6.4		4.5		3.9	4.2	7.0	7.0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-2

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Atmosphere/Nice setting/ Environment	11 4.1	3 3.9	1 2.6	4 7.8	1 4.2	2 5.0	0	0	4 4.3	1 5.0	6 3.8	0	2 1.9	4 8.3	4 7.0	1 2.3
Clean	10 3.7	0	2 5.3	1 2.0	3 12.5	2 5.0	0	2 5.1	3 3.2	0	7 4.5	0	6 5.8	3 6.3	1 1.8	0
The people there	8 3.0	3 3.9	0	1 2.0	1 4.2	2 5.0	0	1 2.6	3 3.2	1 5.0	4 2.5	1 5.0	2 1.9	0	5 8.8	0
Cost (negative)	8 3.0	1 1.3	1 2.6	2 3.9	1 4.2	2 5.0	0	1 2.6	3 3.2	0	5 3.2	3 15.0	1 1.0	0	2 3.5	2 4.7
Just like the fair	8 3.0	3 3.9	1 2.6	2 3.9	0	1 2.5	0	1 2.6	3 3.2	1 5.0	4 2.5	1 5.0	3 2.9	1 2.1	0	3 7.0
Good memories/past experiences	6 2.2	1 1.3	1 2.6	0	1 4.2	2 5.0	0	1 2.6	1 1.1	0	5 3.2	1 5.0	1 1.0	3 6.3	0	1 2.3
Not crowded	6 2.2	2 2.6	1 2.6	0	2 8.3	1 2.5	0	0	2 2.1	1 5.0	3 1.9	1 5.0	2 1.9	1 2.1	2 3.5	0
The fair is good for community	6 2.2	0	2 5.3	2 3.9	0	0	0	2 5.1	2 2.1	0	4 2.5	1 5.0	2 1.9	2 4.2	0	1 2.3
Games	5 1.8	1 1.3	1 2.6	0	0	1 2.5	0	2 5.1	3 3.2	0	2 1.3	0	3 2.9	1 2.1	1 1.8	0
Something different to do/change of pace	5 1.8	3 3.9	1 2.6	1 2.0	0	0	0	0	4 4.3	0	1 0.6	0	1 1.0	0	2 3.5	2 4.7
Interesting	4 1.5	2 2.6	0	1 2.0	1 4.2	0	0	0	2 2.1	0	2 1.3	0	2 1.9	0	0	2 4.7
Close/Convenient/Easy to get to	4 1.5	1 1.3	1 2.6	0	1 4.2	1 2.5	0	0	3 3.2	1 5.0	0	0	2 1.9	0	2 3.5	0
Contests/Competitions	4 1.5	1 1.3	0	0	0	2 5.0	0	1 2.6	0	2 10.0	2 1.3	0	3 2.9	0	0	1 2.3

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-2

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Vote Propensity							Voter Type				Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Nothing positive mentioned	4 1.5	1 1.3	0	1 2.0	0	1 2.5	0	1 2.6	1 1.1	0	3 1.9	2 10.0	1 1.0	0	0	1 2.3
Not a lot to do or see/ Displays/booths/ exhibits/not impressed (negative)	4 1.5	1 1.3	1 2.6	0	0	1 2.5	0	1 2.6	1 1.1	0	3 1.9	1 5.0	2 1.9	0	1 1.8	0
Safe/Secure	3 1.1	0	0	0	2 8.3	0	0	1 2.6	1 1.1	0	2 1.3	1 5.0	1 1.0	0	0	1 2.3
Old-fashioned/ traditional experience	3 1.1	2 2.6	0	1 2.0	0	0	0	0	1 1.1	0	2 1.3	0	1 1.0	1 2.1	0	1 2.3
Good size/not too big or too small	3 1.1	1 1.3	0	0	0	1 2.5	0	1 2.6	2 2.1	0	1 0.6	0	3 2.9	0	0	0
Community involvement	3 1.1	1 1.3	0	0	0	0	0	2 5.1	0	1 5.0	2 1.3	1 5.0	2 1.9	0	0	0
Food/drink (negative)	3 1.1	0	0	1 2.0	1 4.2	1 2.5	0	0	1 1.1	0	2 1.3	0	1 1.0	1 2.1	1 1.8	0
No specific reason/just checking it out	3 1.1	1 1.3	0	1 2.0	0	0	1 33.3	0	1 1.1	1 5.0	1 0.6	1 5.0	1 1.0	0	1 1.8	0
Petting zoo	2 0.7	0	0	1 2.0	0	0	1 33.3	0	0	0	2 1.3	1 5.0	1 1.0	0	0	0
Art	2 0.7	0	0	1 2.0	0	1 2.5	0	0	0	0	2 1.3	1 5.0	0	0	0	1 2.3
Best/better than other fairs attended	2 0.7	0	0	0	0	1 2.5	0	1 2.6	1 1.1	0	1 0.6	0	2 1.9	0	0	0
Good for all ages	2 0.7	0	0	0	1 4.2	1 2.5	0	0	0	1 5.0	1 0.6	0	1 1.0	1 2.1	0	0
Rodeo	2 0.7	0	0	1 2.0	1 4.2	0	0	0	1 1.1	0	1 0.6	0	2 1.9	0	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-2

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Parking (negative)	2 0.7	1 1.3	0	0	0	0	0	1 2.6	1 1.1	0	1 0.6	0	1 1.0	0	0	1 2.3
Not traditional enough	2 0.7	0	1 2.6	1 2.0	0	0	0	0	0	0	2 1.3	0	1 1.0	0	0	1 2.3
Nice weather	2 0.7	2 2.6	0	0	0	0	0	0	1 1.1	0	1 0.6	0	0	0	2 3.5	0
Laid back/casual/relaxed	1 0.4	0	1 2.6	0	0	0	0	0	0	1 5.0	0	0	0	0	0	1 2.3
Hands on/"touchy feely" activities	1 0.4	0	1 2.6	0	0	0	0	0	1 1.1	0	0	0	0	0	1 1.8	0
Good operating hours	1 0.4	1 1.3	0	0	0	0	0	0	0	0	1 0.6	0	0	1 2.1	0	0
Exciting	1 0.4	0	0	0	1 4.2	0	0	0	0	0	1 0.6	0	0	1 2.1	0	0
Disability day	1 0.4	0	0	0	0	1 2.5	0	0	0	0	1 0.6	0	1 1.0	0	0	0
Crowded (negative)	1 0.4	0	0	0	0	0	0	1 2.6	0	0	1 0.6	0	1 1.0	0	0	0
DK/Can't remember	3 1.1	0	0	2 3.9	0	0	0	1 2.6	1 1.1	0	2 1.3	0	2 1.9	0	0	1 2.3

OC Fair Customer, Marketing and Outlook Survey

Table 9-3

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Gender/Age				Party/Gender								Party/Age								
	Total	Men	Men	Women	Women	Dem	GOP	DTS	Other	Dem	GOP	DTS	Other	Dem	GOP	DTS	Other	Dem	GOP	DTS	Other
		18-54	55+	18-54	55+	Men	Men	Men	Men	Women	Women	Women	Women	18-54	18-54	18-54	18-54	55+	55+	55+	55+
Total	271	71	51	95	54	33	63	21	5	65	51	26	7	63	58	38	7	35	56	9	5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Displays/booths/ exhibits/looking at stuff	64	13	14	20	17	8	15	3	1	12	18	4	3	11	15	5	2	9	18	2	2
	23.6	18.3	27.5	21.1	31.5	24.2	23.8	14.3	20.0	18.5	35.3	15.4	42.9	17.5	25.9	13.2	28.6	25.7	32.1	22.2	40.0
Went with family/Family enjoyed it	57	17	9	24	7	6	17	3	0	19	6	5	1	19	14	7	1	6	9	1	0
	21.0	23.9	17.6	25.3	13.0	18.2	27.0	14.3		29.2	11.8	19.2	14.3	30.2	24.1	18.4	14.3	17.1	16.1	11.1	
The food/drinks	41	9	4	20	8	4	6	2	1	11	12	5	0	10	12	6	1	5	6	1	0
	15.1	12.7	7.8	21.1	14.8	12.1	9.5	9.5	20.0	16.9	23.5	19.2		15.9	20.7	15.8	14.3	14.3	10.7	11.1	
Had a good time/liked everything	40	17	5	9	9	6	12	3	1	6	7	4	1	6	14	5	1	6	5	2	1
	14.8	23.9	9.8	9.5	16.7	18.2	19.0	14.3	20.0	9.2	13.7	15.4	14.3	9.5	24.1	13.2	14.3	17.1	8.9	22.2	20.0
Animals/Agriculture	39	12	12	6	9	5	16	3	0	3	10	2	0	4	9	5	0	4	17	0	0
	14.4	16.9	23.5	6.3	16.7	15.2	25.4	14.3		4.6	19.6	7.7		6.3	15.5	13.2		11.4	30.4		
Music/entertainment	37	7	7	18	5	4	7	2	1	7	9	5	2	7	8	7	3	4	8	0	0
	13.7	9.9	13.7	18.9	9.3	12.1	11.1	9.5	20.0	10.8	17.6	19.2	28.6	11.1	13.8	18.4	42.9	11.4	14.3		
Fun	36	9	5	16	6	5	6	3	0	9	7	5	1	10	8	6	1	4	5	2	0
	13.3	12.7	9.8	16.8	11.1	15.2	9.5	14.3		13.8	13.7	19.2	14.3	15.9	13.8	15.8	14.3	11.4	8.9	22.2	
Variety/Lots to do	32	5	2	17	8	1	3	1	2	9	7	6	3	7	6	7	2	3	4	0	3
	11.8	7.0	3.9	17.9	14.8	3.0	4.8	4.8	40.0	13.8	13.7	23.1	42.9	11.1	10.3	18.4	28.6	8.6	7.1		60.0
Event handled well/ organized	20	3	4	10	3	2	5	0	0	6	3	3	1	7	3	3	0	1	5	0	1
	7.4	4.2	7.8	10.5	5.6	6.1	7.9			9.2	5.9	11.5	14.3	11.1	5.2	7.9		2.9	8.9		20.0
Rides	20	3	2	12	3	0	5	0	0	5	6	3	1	5	6	3	1	0	5	0	0
	7.4	4.2	3.9	12.6	5.6		7.9			7.7	11.8	11.5	14.3	7.9	10.3	7.9	14.3		8.9		
Good value/Inexpensive	13	7	1	3	2	5	2	0	1	4	1	0	0	7	2	0	1	2	1	0	0
	4.8	9.9	2.0	3.2	3.7	15.2	3.2		20.0	6.2	2.0			11.1	3.4		14.3	5.7	1.8		
No problems/as expected/ met expectations	13	4	3	3	3	2	4	1	0	3	3	0	0	4	3	0	0	1	4	1	0
	4.8	5.6	5.9	3.2	5.6	6.1	6.3	4.8		4.6	5.9			6.3	5.2			2.9	7.1	11.1	
Atmosphere/Nice setting/ Environment	11	5	1	2	3	1	3	2	0	1	2	2	0	1	4	2	0	1	1	2	0
	4.1	7.0	2.0	2.1	5.6	3.0	4.8	9.5		1.5	3.9	7.7		1.6	6.9	5.3		2.9	1.8	22.2	

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-3

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Clean	10 3.7	4 5.6	0	5 5.3	1 1.9	1 3.0	2 3.2	1 4.8	0	3 4.6	1 2.0	1 3.8	1 14.3	4 6.3	2 3.4	2 5.3	1 14.3	0	1 1.8	0	0
The people there	8 3.0	0	2 3.9	2 2.1	4 7.4	0	1 1.6	0	1 20.0	2 3.1	1 2.0	3 11.5	0	1 1.6	0	1 2.6	0	1 2.9	2 3.6	2 22.2	1 20.0
Cost (negative)	8 3.0	2 2.8	1 2.0	3 3.2	2 3.7	2 6.1	1 1.6	0	0	3 4.6	1 2.0	0	1 14.3	2 3.2	2 3.4	0	1 14.3	3 8.6	0	0	0
Just like the fair	8 3.0	2 2.8	3 5.9	2 2.1	1 1.9	1 3.0	2 3.2	2 9.5	0	1 1.5	1 2.0	1 3.8	0	1 1.6	0	3 7.9	0	1 2.9	3 5.4	0	0
Good memories/past experiences	6 2.2	1 1.4	0	2 2.1	3 5.6	0	1 1.6	0	0	2 3.1	1 2.0	2 7.7	0	0	1 1.7	2 5.3	0	2 5.7	1 1.8	0	0
Not crowded	6 2.2	0	1 2.0	5 5.3	0	0	1 1.6	0	0	3 4.6	1 2.0	0	1 14.3	3 4.8	1 1.7	0	1 14.3	0	1 1.8	0	0
The fair is good for community	6 2.2	3 4.2	1 2.0	2 2.1	0	2 6.1	1 1.6	1 4.8	0	1 1.5	0	1 3.8	0	3 4.8	0	2 5.3	0	0	1 1.8	0	0
Games	5 1.8	2 2.8	1 2.0	2 2.1	0	1 3.0	1 1.6	0	1 20.0	1 1.5	1 2.0	0	0	2 3.2	2 3.4	0	0	0	0	0	1 20.0
Something different to do/change of pace	5 1.8	1 1.4	2 3.9	0	2 3.7	0	3 4.8	0	0	1 1.5	1 2.0	0	0	0	1 1.7	0	0	1 2.9	3 5.4	0	0
Interesting	4 1.5	1 1.4	1 2.0	1 1.1	1 1.9	1 3.0	0	0	1 20.0	0	2 3.9	0	0	0	1 1.7	0	1 14.3	1 2.9	1 1.8	0	0
Close/Convenient/Easy to get to	4 1.5	1 1.4	1 2.0	2 2.1	0	1 3.0	0	1 4.8	0	2 3.1	0	0	0	2 3.2	0	1 2.6	0	1 2.9	0	0	0
Contests/Competitions	4 1.5	1 1.4	1 2.0	2 2.1	0	0	2 3.2	0	0	1 1.5	1 2.0	0	0	1 1.6	2 3.4	0	0	0	1 1.8	0	0
Nothing positive mentioned	4 1.5	1 1.4	1 2.0	1 1.1	1 1.9	0	2 3.2	0	0	2 3.1	0	0	0	1 1.6	1 1.7	0	0	1 2.9	1 1.8	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-3

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Not a lot to do or see/ Displays/booths/ exhibits/not impressed (negative)	4 1.5	0	1 2.0	1 1.1	2 3.7	0	0	1 4.8	0	1 1.5	1 2.0	1 3.8	0	0	0	1 2.6	0	1 2.9	1 1.8	1 11.1	0
Safe/Secure	3 1.1	1 1.4	1 2.0	1 1.1	0	0	1 1.6	1 4.8	0	0	0	1 3.8	0	0	0	2 5.3	0	0	1 1.8	0	0
Old-fashioned/ traditional experience	3 1.1	1 1.4	1 2.0	0	1 1.9	0	1 1.6	1 4.8	0	1 1.5	0	0	0	0	0	1 2.6	0	1 2.9	1 1.8	0	0
Good size/not too big or too small	3 1.1	0	0	2 2.1	1 1.9	0	0	0	0	2 3.1	1 2.0	0	0	2 3.2	0	0	0	0	1 1.8	0	0
Community involvement	3 1.1	1 1.4	1 2.0	0	1 1.9	0	1 1.6	1 4.8	0	0	1 2.0	0	0	0	0	1 2.6	0	0	2 3.6	0	0
Food/drink (negative)	3 1.1	0	1 2.0	2 2.1	0	0	1 1.6	0	0	2 3.1	0	0	0	2 3.2	0	0	0	0	1 1.8	0	0
No specific reason/just checking it out	3 1.1	2 2.8	1 2.0	0	0	1 3.0	1 1.6	1 4.8	0	0	0	0	0	0	1 1.7	1 2.6	0	1 2.9	0	0	0
Petting zoo	2 0.7	0	0	1 1.1	1 1.9	0	0	0	0	0	1 2.0	0	1 14.3	0	0	0	1 14.3	0	1 1.8	0	0
Art	2 0.7	0	1 2.0	0	1 1.9	1 3.0	0	0	0	0	1 2.0	0	0	0	0	0	0	1 2.9	1 1.8	0	0
Best/better than other fairs attended	2 0.7	1 1.4	0	0	1 1.9	1 3.0	0	0	0	0	1 2.0	0	0	1 1.6	0	0	0	0	1 1.8	0	0
Good for all ages	2 0.7	0	0	1 1.1	1 1.9	0	0	0	0	1 1.5	1 2.0	0	0	1 1.6	0	0	0	0	1 1.8	0	0
Rodeo	2 0.7	0	0	2 2.1	0	0	0	0	0	1 1.5	0	1 3.8	0	1 1.6	0	1 2.6	0	0	0	0	0
Parking (negative)	2 0.7	0	1 2.0	1 1.1	0	0	1 1.6	0	0	1 1.5	0	0	0	1 1.6	0	0	0	0	1 1.8	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-3

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Not traditional enough	2 0.7	0	1 2.0	1 1.1	0	1 3.0	0	0	0	1 1.5	0	0	0	1 1.6	0	0	0	1 2.9	0	0	0
Nice weather	2 0.7	0	1 2.0	0	1 1.9	0	1 1.6	0	0	0	1 2.0	0	0	0	0	0	0	0	2 3.6	0	0
Laid back/casual/relaxed	1 0.4	0	1 2.0	0	0	1 3.0	0	0	0	0	0	0	0	0	0	0	0	1 2.9	0	0	0
Hands on/"touchy feely" activities	1 0.4	0	1 2.0	0	0	0	0	0	1 20.0	0	0	0	0	0	0	0	0	0	0	0	1 20.0
Good operating hours	1 0.4	0	0	0	1 1.9	0	0	0	0	0	1 2.0	0	0	0	0	0	0	0	1 1.8	0	0
Exciting	1 0.4	0	0	1 1.1	0	0	0	0	0	0	1 2.0	0	0	0	1 1.7	0	0	0	0	0	0
Disability day	1 0.4	0	0	1 1.1	0	0	0	0	0	1 1.5	0	0	0	1 1.6	0	0	0	0	0	0	0
Crowded (negative)	1 0.4	0	0	1 1.1	0	0	0	0	0	0	0	1 3.8	0	0	0	1 2.6	0	0	0	0	0
DK/Can't remember	3 1.1	1 1.4	1 2.0	0	1 1.9	0	1 1.6	1 4.8	0	0	1 2.0	0	0	0	1 1.7	0	0	0	1 1.8	1 11.1	0

OC Fair Customer, Marketing and Outlook Survey

Table 9-4

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	271 100.0	43 100.0	179 100.0	3 100.0	17 100.0	21 100.0	8 100.0	124 100.0	102 100.0	43 100.0	2 100.0
Displays/booths/ exhibits/looking at stuff	64 23.6	8 18.6	46 25.7	0 0	5 29.4	2 9.5	3 37.5	28 22.6	26 25.5	10 23.3	0 0
Went with family/Family enjoyed it	57 21.0	9 20.9	36 20.1	1 33.3	4 23.5	5 23.8	2 25.0	23 18.5	22 21.6	11 25.6	1 50.0
The food/drinks	41 15.1	9 20.9	26 14.5	1 33.3	2 11.8	3 14.3	0 0	20 16.1	13 12.7	8 18.6	0 0
Had a good time/liked everything	40 14.8	4 9.3	29 16.2	1 33.3	4 23.5	2 9.5	0 0	15 12.1	18 17.6	7 16.3	0 0
Animals/Agriculture	39 14.4	0 0	28 15.6	0 0	2 11.8	6 28.6	3 37.5	15 12.1	17 16.7	6 14.0	1 50.0
Music/entertainment	37 13.7	8 18.6	24 13.4	0 0	2 11.8	2 9.5	1 12.5	22 17.7	13 12.7	2 4.7	0 0
Fun	36 13.3	5 11.6	23 12.8	0 0	6 35.3	1 4.8	1 12.5	16 12.9	12 11.8	8 18.6	0 0
Variety/Lots to do	32 11.8	5 11.6	21 11.7	0 0	3 17.6	1 4.8	2 25.0	19 15.3	8 7.8	5 11.6	0 0
Event handled well/ organized	20 7.4	4 9.3	12 6.7	0 0	1 5.9	3 14.3	0 0	12 9.7	7 6.9	1 2.3	0 0
Rides	20 7.4	3 7.0	13 7.3	1 33.3	1 5.9	2 9.5	0 0	11 8.9	4 3.9	5 11.6	0 0
Good value/Inexpensive	13 4.8	2 4.7	8 4.5	0 0	1 5.9	2 9.5	0 0	9 7.3	4 3.9	0 0	0 0
No problems/as expected/ met expectations	13 4.8	3 7.0	8 4.5	0 0	0 0	2 9.5	0 0	5 4.0	6 5.9	2 4.7	0 0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-4

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Ethnicity							County			
	Total	Latino/Hispanic	White/Caucasian	Black/African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Atmosphere/Nice setting/Environment	11 4.1	0	7 3.9	1 33.3	1 5.9	1 4.8	1 12.5	5 4.0	3 2.9	3 7.0	0
Clean	10 3.7	4 9.3	3 1.7	0	2 11.8	1 4.8	0	6 4.8	4 3.9	0	0
The people there	8 3.0	1 2.3	7 3.9	0	0	0	0	3 2.4	2 2.0	3 7.0	0
Cost (negative)	8 3.0	1 2.3	6 3.4	1 33.3	0	0	0	3 2.4	3 2.9	2 4.7	0
Just like the fair	8 3.0	0	6 3.4	0	0	2 9.5	0	4 3.2	3 2.9	1 2.3	0
Good memories/past experiences	6 2.2	0	5 2.8	0	0	0	1 12.5	4 3.2	2 2.0	0	0
Not crowded	6 2.2	1 2.3	5 2.8	0	0	0	0	1 0.8	2 2.0	2 4.7	1 50.0
The fair is good for community	6 2.2	2 4.7	1 0.6	0	1 5.9	1 4.8	1 12.5	4 3.2	1 1.0	0	1 50.0
Games	5 1.8	1 2.3	1 0.6	0	0	2 9.5	1 12.5	2 1.6	1 1.0	2 4.7	0
Something different to do/change of pace	5 1.8	2 4.7	1 0.6	0	0	1 4.8	1 12.5	1 0.8	3 2.9	1 2.3	0
Interesting	4 1.5	0	4 2.2	0	0	0	0	1 0.8	2 2.0	1 2.3	0
Close/Convenient/Easy to get to	4 1.5	0	4 2.2	0	0	0	0	0	3 2.9	0	1 50.0
Contests/Competitions	4 1.5	0	2 1.1	0	0	1 4.8	1 12.5	3 2.4	0	1 2.3	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-4

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Nothing positive mentioned	4 1.5	0	4 2.2	0	0	0	0	3 2.4	1 1.0	0	0
Not a lot to do or see/ Displays/booths/ exhibits/not impressed (negative)	4 1.5	1 2.3	3 1.7	0	0	0	0	3 2.4	1 1.0	0	0
Safe/Secure	3 1.1	0	2 1.1	0	1 5.9	0	0	3 2.4	0	0	0
Old-fashioned/ traditional experience	3 1.1	0	1 0.6	0	0	0	2 25.0	0	2 2.0	0	1 50.0
Good size/not too big or too small	3 1.1	1 2.3	1 0.6	0	1 5.9	0	0	1 0.8	2 2.0	0	0
Community involvement	3 1.1	1 2.3	2 1.1	0	0	0	0	0	2 2.0	1 2.3	0
Food/drink (negative)	3 1.1	0	3 1.7	0	0	0	0	1 0.8	1 1.0	1 2.3	0
No specific reason/just checking it out	3 1.1	1 2.3	1 0.6	0	1 5.9	0	0	1 0.8	2 2.0	0	0
Petting zoo	2 0.7	0	2 1.1	0	0	0	0	1 0.8	0	1 2.3	0
Art	2 0.7	0	1 0.6	0	0	1 4.8	0	1 0.8	0	1 2.3	0
Best/better than other fairs attended	2 0.7	0	2 1.1	0	0	0	0	2 1.6	0	0	0
Good for all ages	2 0.7	0	1 0.6	0	0	1 4.8	0	2 1.6	0	0	0
Rodeo	2 0.7	0	2 1.1	0	0	0	0	1 0.8	1 1.0	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 9-4

Q.9 Thinking specifically, why would you say that you were satisfied with your experience at the OC Fair?
 Base: Those who were satisfied with their experience at the OC Fair

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Parking (negative)	2 0.7	1 2.3	1 0.6	0	0	0	0	0	2 2.0	0	0
Not traditional enough	2 0.7	0	2 1.1	0	0	0	0	1 0.8	1 1.0	0	0
Nice weather	2 0.7	0	1 0.6	0	0	0	1 12.5	0	1 1.0	1 2.3	0
Laid back/casual/relaxed	1 0.4	0	1 0.6	0	0	0	0	0	1 1.0	0	0
Hands on/"touchy feely" activities	1 0.4	0	0	0	0	0	1 12.5	0	1 1.0	0	0
Good operating hours	1 0.4	0	0	0	0	0	1 12.5	1 0.8	0	0	0
Exciting	1 0.4	0	1 0.6	0	0	0	0	1 0.8	0	0	0
Disability day	1 0.4	0	0	0	0	1 4.8	0	0	1 1.0	0	0
Crowded (negative)	1 0.4	1 2.3	0	0	0	0	0	0	1 1.0	0	0
DK/Can't remember	3 1.1	0	3 1.7	0	0	0	0	1 0.8	1 1.0	1 2.3	0

OC Fair Customer, Marketing and Outlook Survey

Table 10-1

Q.10 Thinking specifically, why would you say that you were unsatisfied with your experience at the OC Fair?
 Base: Those who were unsatisfied with their experience at the OC Fair

	Geographic															
	Gender		Party				Age Group				Super- visorial	Super- visorial	Super- visorial	Super- visorial	Super- visorial	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	District 1	District 2	District 3	District 4	District 5
Total	21	9	12	8	8	3	2	4	11	6	0	1	5	7	2	6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too expensive	10	4	6	5	3	1	1	3	5	2	0	1	4	4	0	1
	47.6	44.4	50.0	62.5	37.5	33.3	50.0	75.0	45.5	33.3	100.0	80.0	57.1			16.7
Boring/nothing interesting	4	2	2	1	2	1	0	1	2	1	0	0	1	0	1	2
	19.0	22.2	16.7	12.5	25.0	33.3		25.0	18.2	16.7		20.0		50.0	33.3	
Dirty/Trashy	3	1	2	0	2	1	0	1	2	0	0	0	0	0	1	2
	14.3	11.1	16.7		25.0	33.3		25.0	18.2					50.0	33.3	
Too much food/food not good	3	1	2	0	2	1	0	1	0	2	0	0	0	1	0	2
	14.3	11.1	16.7		25.0	33.3		25.0		33.3			14.3		33.3	
Poor service/badly run	2	1	1	0	1	1	0	0	1	1	0	0	0	1	1	0
	9.5	11.1	8.3		12.5	33.3			9.1	16.7			14.3	50.0		
Crowded	2	2	0	0	1	0	1	0	1	1	0	0	1	1	0	0
	9.5	22.2			12.5		50.0		9.1	16.7		20.0	14.3			
The people	2	0	2	0	2	0	0	1	0	1	0	0	0	1	0	1
	9.5		16.7		25.0			25.0		16.7			14.3		16.7	
Displays/booths/exhibits	1	0	1	1	0	0	0	0	1	0	0	0	1	0	0	0
	4.8		8.3	12.5					9.1			20.0				
Too much alcohol	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	1
	4.8		8.3		12.5				9.1							16.7
Not as good as it used to be	1	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1
	4.8	11.1		12.5						16.7						16.7
Not good for the animals	1	0	1	1	0	0	0	0	1	0	0	0	0	1	0	0
	4.8		8.3	12.5					9.1				14.3			
Too much traffic in the area	1	0	1	1	0	0	0	0	1	0	0	0	1	0	0	0
	4.8		8.3	12.5					9.1			20.0				
Politics brought into the fair	1	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1
	4.8	11.1		12.5						16.7						16.7

OC Fair Customer, Marketing and Outlook Survey

Table 10-2

Q.10 Thinking specifically, why would you say that you were unsatisfied with your experience at the OC Fair?
 Base: Those who were unsatisfied with their experience at the OC Fair

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5			Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	21 100.0	3 100.0	4 100.0	6 100.0	2 100.0	2 100.0	0	4 100.0	6 100.0	1 100.0	14 100.0	2 100.0	8 100.0	2 100.0	7 100.0	2 100.0
Too expensive	10 47.6	1 33.3	3 75.0	1 16.7	2 100.0	0	0	3 75.0	2 33.3	1 100.0	7 50.0	1 50.0	4 50.0	1 50.0	3 42.9	1 50.0
Boring/nothing interesting	4 19.0	0	0	4 66.7	0	0	0	0	2 33.3	0	2 14.3	0	3 37.5	0	1 14.3	0
Dirty/Trashy	3 14.3	1 33.3	0	1 16.7	0	0	0	1 25.0	0	0	3 21.4	1 50.0	1 12.5	0	1 14.3	0
Too much food/food not good	3 14.3	0	0	1 16.7	0	1 50.0	0	1 25.0	0	0	3 21.4	1 50.0	1 12.5	0	1 14.3	0
Poor service/badly run	2 9.5	0	0	1 16.7	0	1 50.0	0	0	0	0	2 14.3	0	1 12.5	0	1 14.3	0
Crowded	2 9.5	0	1 25.0	0	1 50.0	0	0	0	1 16.7	0	1 7.1	0	0	0	1 14.3	1 50.0
The people	2 9.5	0	0	0	0	1 50.0	0	1 25.0	0	0	2 14.3	1 50.0	0	0	1 14.3	0
Displays/booths/exhibits	1 4.8	0	0	1 16.7	0	0	0	0	0	0	1 7.1	0	0	1 50.0	0	0
Too much alcohol	1 4.8	1 33.3	0	0	0	0	0	0	0	0	1 7.1	0	0	0	1 14.3	0
Not as good as it used to be	1 4.8	0	1 25.0	0	0	0	0	0	1 16.7	0	0	0	0	0	1 14.3	0
Not good for the animals	1 4.8	0	0	0	0	1 50.0	0	0	0	0	1 7.1	0	1 12.5	0	0	0
Too much traffic in the area	1 4.8	0	0	0	0	0	0	1 25.0	0	0	1 7.1	0	1 12.5	0	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 10-2

Q.10 Thinking specifically, why would you say that you were unsatisfied with your experience at the OC Fair?
 Base: Those who were unsatisfied with their experience at the OC Fair

	Vote Propensity						Voter Type			Registration Date						
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Politics brought into the fair	1 4.8	1 33.3	0	0	0	0	0	0	1 16.7	0	0	0	0	0	0	1 50.0

OC Fair Customer, Marketing and Outlook Survey

Table 10-3

Q.10 Thinking specifically, why would you say that you were unsatisfied with your experience at the OC Fair?
Base: Those who were unsatisfied with their experience at the OC Fair

	Gender/Age				Party/Gender								Party/Age											
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	GOP Men	GOP Women	DTS Men	DTS Women	Other Men	Other Women	Dem 18-54	Dem 18-54	DTS 18-54	DTS 18-54	Other 18-54	Other 18-54	Dem 55+	Dem 55+	DTS 55+	DTS 55+	Other 55+
Total	21	5	4	10	2	3	3	2	1	5	5	1	1	5	7	2	1	3	1	1	1	1	1	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Too expensive	10	3	1	5	1	2	2	0	0	3	1	1	1	3	3	1	1	2	0	0	0	0	0	0
	47.6	60.0	25.0	50.0	50.0	66.7	66.7			60.0	20.0	100.0	100.0	60.0	42.9	50.0	100.0	66.7						
Boring/nothing interesting	4	1	1	2	0	0	1	1	0	1	1	0	0	1	2	0	0	0	0	0	1	1	0	0
	19.0	20.0	25.0	20.0			33.3	50.0		20.0	20.0			20.0	28.6						100.0			
Dirty/Trashy	3	1	0	2	0	0	0	1	0	0	2	0	0	0	2	1	0	0	0	0	0	0	0	0
	14.3	20.0		20.0				50.0			40.0				28.6	50.0								
Too much food/food not good	3	0	1	1	1	0	0	1	0	0	2	0	0	0	1	0	0	0	0	1	1	1	0	0
	14.3		25.0	10.0	50.0			50.0			40.0				14.3					100.0	100.0			
Poor service/badly run	2	1	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
	9.5	20.0			50.0			50.0			20.0					50.0				100.0				
Crowded	2	1	1	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1
	9.5	20.0	25.0				33.3		100.0						14.3								100.0	
The people	2	0	0	1	1	0	0	0	0	0	2	0	0	0	1	0	0	0	0	1	0	0	0	0
	9.5			10.0	50.0						40.0				14.3					100.0				
Displays/booths/exhibits	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
	4.8			10.0						20.0				20.0										
Too much alcohol	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
	4.8			10.0							20.0				14.3									
Not as good as it used to be	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
	4.8		25.0			33.3													33.3					
Not good for the animals	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
	4.8			10.0						20.0				20.0										
Too much traffic in the area	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0
	4.8			10.0						20.0				20.0										
Politics brought into the fair	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
	4.8		25.0			33.3													33.3					

OC Fair Customer, Marketing and Outlook Survey

Table 10-4

Q.10 Thinking specifically, why would you say that you were unsatisfied with your experience at the OC Fair?
 Base: Those who were unsatisfied with their experience at the OC Fair

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	21 100.0	2 100.0	15 100.0	0	0	3 100.0	1 100.0	7 100.0	13 100.0	1 100.0	0
Too expensive	10 47.6	2 100.0	6 40.0	0	0	2 66.7	0	4 57.1	6 46.2	0	0
Boring/nothing interesting	4 19.0	1 50.0	3 20.0	0	0	0	0	3 42.9	1 7.7	0	0
Dirty/Trashy	3 14.3	0	2 13.3	0	0	1 33.3	0	1 14.3	2 15.4	0	0
Too much food/food not good	3 14.3	0	3 20.0	0	0	0	0	1 14.3	2 15.4	0	0
Poor service/badly run	2 9.5	0	1 6.7	0	0	1 33.3	0	0	2 15.4	0	0
Crowded	2 9.5	0	2 13.3	0	0	0	0	0	2 15.4	0	0
The people	2 9.5	0	2 13.3	0	0	0	0	1 14.3	1 7.7	0	0
Displays/booths/exhibits	1 4.8	0	1 6.7	0	0	0	0	0	1 7.7	0	0
Too much alcohol	1 4.8	0	1 6.7	0	0	0	0	0	1 7.7	0	0
Not as good as it used to be	1 4.8	0	1 6.7	0	0	0	0	0	1 7.7	0	0
Not good for the animals	1 4.8	0	1 6.7	0	0	0	0	0	0	1 100.0	0
Too much traffic in the area	1 4.8	0	1 6.7	0	0	0	0	1 14.3	0	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 10-4

Q.10 Thinking specifically, why would you say that you were unsatisfied with your experience at the OC Fair?
 Base: Those who were unsatisfied with their experience at the OC Fair

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Politics brought into the fair	1 4.8	0	0	0	0	0	1 100.0	0	1 7.7	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 11-1

Q.11 In general, would you support or oppose the plan to sell the Orange County Fairgrounds in order for California to raise cash to help fill the state's budget gap?

												Geographic				
	Gender		Party				Age Group					Super- visorial	Super- visorial	Super- visorial	Super- visorial	Super- visorial
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	District 1	District 2	District 3	District 4	District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Strongly support	25	10	15	7	13	2	3	3	9	4	9	1	4	9	5	6
	7.1	6.5	7.6	5.6	8.6	3.4	18.8	4.8	6.4	6.1	11.1	2.2	4.7	11.5	8.2	7.5
Somewhat support	40	23	17	11	18	8	3	12	19	6	3	4	14	7	1	14
	11.4	15.0	8.6	8.9	11.9	13.6	18.8	19.0	13.6	9.1	3.7	8.7	16.5	9.0	1.6	17.5
Makes no difference	8	4	4	2	4	2	0	0	4	2	2	0	2	1	2	3
	2.3	2.6	2.0	1.6	2.6	3.4			2.9	3.0	2.5		2.4	1.3	3.3	3.8
Somewhat oppose	57	20	37	23	22	11	1	13	26	7	11	9	9	15	12	12
	16.3	13.1	18.8	18.5	14.6	18.6	6.3	20.6	18.6	10.6	13.6	19.6	10.6	19.2	19.7	15.0
Strongly oppose	185	83	102	73	74	30	8	31	67	40	47	30	49	37	31	38
	52.9	54.2	51.8	58.9	49.0	50.8	50.0	49.2	47.9	60.6	58.0	65.2	57.6	47.4	50.8	47.5
Support (Net)	65	33	32	18	31	10	6	15	28	10	12	5	18	16	6	20
-----	18.6	21.6	16.2	14.5	20.5	16.9	37.5	23.8	20.0	15.2	14.8	10.9	21.2	20.5	9.8	25.0
Oppose (Net)	242	103	139	96	96	41	9	44	93	47	58	39	58	52	43	50
-----	69.1	67.3	70.6	77.4	63.6	69.5	56.3	69.8	66.4	71.2	71.6	84.8	68.2	66.7	70.5	62.5
Unsure	34	13	21	8	20	5	1	4	14	7	9	2	7	9	9	7
	9.7	8.5	10.7	6.5	13.2	8.5	6.3	6.3	10.0	10.6	11.1	4.3	8.2	11.5	14.8	8.8
Refused	1	0	1	0	0	1	0	0	1	0	0	0	0	0	1	0
	0.3		0.5			1.7			0.7						1.6	

OC Fair Customer, Marketing and Outlook Survey

Table 11-2

Q.11 In general, would you support or oppose the plan to sell the Orange County Fairgrounds in order for California to raise cash to help fill the state's budget gap?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Strongly support	25 7.1	6 6.5	3 5.7	2 3.1	2 6.9	9 16.4	0	3 6.0	11 9.2	1 4.0	13 6.3	2 7.7	12 8.8	4 6.9	7 9.5	0
Somewhat support	40 11.4	11 11.8	3 5.7	6 9.2	2 6.9	10 18.2	0	8 16.0	12 10.1	2 8.0	26 12.6	2 7.7	20 14.7	9 15.5	8 10.8	1 1.8
Makes no difference	8 2.3	4 4.3	3 5.7	1 1.5	0	0	0	0	3 2.5	2 8.0	3 1.5	0	2 1.5	1 1.7	4 5.4	1 1.8
Somewhat oppose	57 16.3	16 17.2	8 15.1	17 26.2	2 6.9	7 12.7	0	7 14.0	20 16.8	3 12.0	34 16.5	1 3.8	21 15.4	14 24.1	10 13.5	11 19.6
Strongly oppose	185 52.9	48 51.6	31 58.5	33 50.8	19 65.5	27 49.1	3 60.0	24 48.0	64 53.8	15 60.0	106 51.5	17 65.4	64 47.1	27 46.6	38 51.4	39 69.6
Support (Net) -----	65 18.6	17 18.3	6 11.3	8 12.3	4 13.8	19 34.5	0	11 22.0	23 19.3	3 12.0	39 18.9	4 15.4	32 23.5	13 22.4	15 20.3	1 1.8
Oppose (Net) -----	242 69.1	64 68.8	39 73.6	50 76.9	21 72.4	34 61.8	3 60.0	31 62.0	84 70.6	18 72.0	140 68.0	18 69.2	85 62.5	41 70.7	48 64.9	50 89.3
Unsure	34 9.7	8 8.6	5 9.4	5 7.7	4 13.8	2 3.6	2 40.0	8 16.0	9 7.6	2 8.0	23 11.2	4 15.4	16 11.8	3 5.2	7 9.5	4 7.1
Refused	1 0.3	0	0	1 1.5	0	0	0	0	0	0	1 0.5	0	1 0.7	0	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 11-3

Q.11 In general, would you support or oppose the plan to sell the Orange County Fairgrounds in order for California to raise cash to help fill the state's budget gap?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	DTS Men	DTS Women	DTS Men	DTS Women	DTS Men	DTS Women	Other Men	Other Women	Other Men	Other Women
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Strongly support	25	6	4	6	9	2	5	1	2	5	8	1	1	5	6	1	0	2	7	1	3
	7.1	7.2	5.7	5.0	11.7	4.9	6.3	3.8	28.6	6.0	11.1	3.0	11.1	6.6	8.2	2.2		4.2	9.0	7.7	37.5
Somewhat support	40	17	6	14	3	3	13	6	1	8	5	2	2	8	13	8	2	3	5	0	1
	11.4	20.5	8.6	11.7	3.9	7.3	16.5	23.1	14.3	9.6	6.9	6.1	22.2	10.5	17.8	17.4	25.0	6.3	6.4		12.5
Makes no difference	8	2	2	2	2	0	2	2	0	2	2	0	0	1	2	1	0	1	2	1	0
	2.3	2.4	2.9	1.7	2.6		2.5	7.7		2.4	2.8			1.3	2.7	2.2		2.1	2.6	7.7	
Somewhat oppose	57	14	6	25	12	7	10	3	0	16	12	8	1	19	12	7	1	4	10	4	0
	16.3	16.9	8.6	20.8	15.6	17.1	12.7	11.5		19.3	16.7	24.2	11.1	25.0	16.4	15.2	12.5	8.3	12.8	30.8	
Strongly oppose	185	37	46	61	41	28	41	11	3	45	33	19	5	40	29	24	5	33	45	6	3
	52.9	44.6	65.7	50.8	53.2	68.3	51.9	42.3	42.9	54.2	45.8	57.6	55.6	52.6	39.7	52.2	62.5	68.8	57.7	46.2	37.5
Support (Net)	65	23	10	20	12	5	18	7	3	13	13	3	3	13	19	9	2	5	12	1	4
-----	18.6	27.7	14.3	16.7	15.6	12.2	22.8	26.9	42.9	15.7	18.1	9.1	33.3	17.1	26.0	19.6	25.0	10.4	15.4	7.7	50.0
Oppose (Net)	242	51	52	86	53	35	51	14	3	61	45	27	6	59	41	31	6	37	55	10	3
-----	69.1	61.4	74.3	71.7	68.8	85.4	64.6	53.8	42.9	73.5	62.5	81.8	66.7	77.6	56.2	67.4	75.0	77.1	70.5	76.9	37.5
Unsure	34	7	6	11	10	1	8	3	1	7	12	2	0	3	11	4	0	5	9	1	1
	9.7	8.4	8.6	9.2	13.0	2.4	10.1	11.5	14.3	8.4	16.7	6.1		3.9	15.1	8.7		10.4	11.5	7.7	12.5
Refused	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
	0.3			0.8								3.0				2.2					

OC Fair Customer, Marketing and Outlook Survey

Table 11-4

Q.11 In general, would you support or oppose the plan to sell the Orange County Fairgrounds in order for California to raise cash to help fill the state's budget gap?

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	right track/wrong track				Ref
							Right track	Wrong track	Unsure	Ref	
Total	350	54	233	5	22	25	11	160	129	58	3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Strongly support	25	5	14	0	1	3	2	12	8	5	0
	7.1	9.3	6.0		4.5	12.0	18.2	7.5	6.2	8.6	
Somewhat support	40	5	28	1	2	2	2	23	10	6	1
	11.4	9.3	12.0	20.0	9.1	8.0	18.2	14.4	7.8	10.3	33.3
Makes no difference	8	0	7	0	0	0	1	2	5	1	0
	2.3		3.0				9.1	1.3	3.9	1.7	
Somewhat oppose	57	6	39	1	6	5	0	31	19	7	0
	16.3	11.1	16.7	20.0	27.3	20.0		19.4	14.7	12.1	
Strongly oppose	185	34	119	3	8	15	6	79	77	27	2
	52.9	63.0	51.1	60.0	36.4	60.0	54.5	49.4	59.7	46.6	66.7
Support (Net)	65	10	42	1	3	5	4	35	18	11	1
-----	18.6	18.5	18.0	20.0	13.6	20.0	36.4	21.9	14.0	19.0	33.3
Oppose (Net)	242	40	158	4	14	20	6	110	96	34	2
-----	69.1	74.1	67.8	80.0	63.6	80.0	54.5	68.8	74.4	58.6	66.7
Unsure	34	3	26	0	5	0	0	13	9	12	0
	9.7	5.6	11.2		22.7			8.1	7.0	20.7	
Refused	1	1	0	0	0	0	0	0	1	0	0
	0.3	1.9							0.8		

OC Fair Customer, Marketing and Outlook Survey

Table 12-1

Q.12 Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who support the plan to sell the Orange County Fairgrounds

												Geographic				
	Gender		Party				Age Group					Super-	Super-	Super-	Super-	Super-
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	65	33	32	18	31	10	6	15	28	10	12	5	18	16	6	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Budget problems	40	19	21	10	20	7	3	9	20	5	6	4	12	9	4	11
	61.5	57.6	65.6	55.6	64.5	70.0	50.0	60.0	71.4	50.0	50.0	80.0	66.7	56.3	66.7	55.0
Tax savings	9	5	4	1	6	1	1	2	3	1	3	0	2	1	1	5
	13.8	15.2	12.5	5.6	19.4	10.0	16.7	13.3	10.7	10.0	25.0		11.1	6.3	16.7	25.0
Don't like/care about the fair	6	0	6	4	1	0	1	2	2	0	2	0	2	2	1	1
	9.2		18.8	22.2	3.2		16.7	13.3	7.1		16.7		11.1	12.5	16.7	5.0
Private industry would do a better job	5	3	2	0	3	1	1	0	3	0	2	0	1	1	1	2
	7.7	9.1	6.3		9.7	10.0	16.7		10.7		16.7		5.6	6.3	16.7	10.0
Better uses for the money	2	0	2	0	1	0	1	0	0	0	2	0	0	1	0	1
	3.1		6.3		3.2		16.7				16.7			6.3		5.0
Grounds are not used enough	2	2	0	1	0	1	0	1	0	0	1	0	0	1	0	1
	3.1	6.1		5.6		10.0		6.7			8.3			6.3		5.0
Land can be used for better things	2	2	0	1	0	1	0	0	0	1	1	0	0	0	0	2
	3.1	6.1		5.6		10.0				10.0	8.3					10.0
There are other fairs to go to	2	1	1	0	1	1	0	1	0	1	0	0	1	1	0	0
	3.1	3.0	3.1		3.2	10.0		6.7		10.0			5.6	6.3		
The fair can be held elsewhere	2	0	2	2	0	0	0	0	1	1	0	0	1	0	0	1
	3.1		6.3	11.1					3.6	10.0			5.6			5.0
Land should remain as fairgrounds	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1
	1.5		3.1		3.2					10.0						5.0
Good if used for long term debt	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1
	1.5	3.0			3.2						8.3					5.0
Not good if used to pay government operating expenses	1	1	0	0	1	0	0	0	0	0	1	0	0	0	0	1
	1.5	3.0			3.2						8.3					5.0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 12-1

Q.12 Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who support the plan to sell the Orange County Fairgrounds

	Geographic															
	Gender			Party				Age Group				Super-	Super-	Super-	Super-	Super-
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
The site isn't historical	1	0	1	0	0	1	0	1	0	0	0	0	1	0	0	0
	1.5		3.1			10.0		6.7					5.6			
Fair Board approved it	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	1
	1.5		3.1		3.2				3.6							5.0
Think county would run it better	1	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0
	1.5	3.0		5.6					3.6					6.3		
State should not own property	1	1	0	0	1	0	0	0	1	0	0	0	0	1	0	0
	1.5	3.0			3.2				3.6					6.3		
Could save state jobs	1	1	0	0	1	0	0	0	1	0	0	0	0	0	0	1
	1.5	3.0			3.2				3.6							5.0
Investment in education more important than entertainment of fair	1	1	0	0	0	0	1	1	0	0	0	0	0	1	0	0
	1.5	3.0					16.7	6.7						6.3		
Better long term solution for fair and for state	1	1	0	0	1	0	0	0	0	1	0	1	0	0	0	0
	1.5	3.0			3.2					10.0		20.0				
There is a lot of other recreation available if no fair	1	1	0	0	0	1	0	1	0	0	0	0	1	0	0	0
	1.5	3.0				10.0		6.7					5.6			
Should keep it as recreation area even if sold	1	1	0	0	1	0	0	0	1	0	0	0	1	0	0	0
	1.5	3.0			3.2				3.6				5.6			
Would prefer other ways to raise the money	1	1	0	0	1	0	0	0	1	0	0	0	1	0	0	0
	1.5	3.0			3.2				3.6				5.6			
OK if can be leased back	1	1	0	0	1	0	0	0	0	1	0	0	1	0	0	0
	1.5	3.0			3.2					10.0			5.6			

OC Fair Customer, Marketing and Outlook Survey

Table 12-2

Q.12 Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who support the plan to sell the Orange County Fairgrounds

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	65	17	6	8	4	19	0	11	23	3	39	4	32	13	15	1
	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Budget problems	40	11	2	3	2	13	0	9	13	1	26	2	23	8	7	0
	61.5	64.7	33.3	37.5	50.0	68.4		81.8	56.5	33.3	66.7	50.0	71.9	61.5	46.7	
Tax savings	9	3	0	0	1	5	0	0	3	1	5	0	6	0	3	0
	13.8	17.6			25.0	26.3			13.0	33.3	12.8		18.8		20.0	
Don't like/care about the fair	6	2	0	2	0	1	0	1	2	0	4	1	3	0	2	0
	9.2	11.8		25.0		5.3		9.1	8.7		10.3	25.0	9.4		13.3	
Private industry would do a better job	5	2	1	1	0	1	0	0	3	0	2	0	1	3	1	0
	7.7	11.8	16.7	12.5		5.3			13.0		5.1		3.1	23.1	6.7	
Better uses for the money	2	0	0	0	0	1	0	1	1	0	1	2	0	0	0	0
	3.1					5.3		9.1	4.3		2.6	50.0				
Grounds are not used enough	2	0	0	0	0	1	0	1	1	0	1	0	2	0	0	0
	3.1					5.3		9.1	4.3		2.6		6.3			
Land can be used for better things	2	0	1	0	0	1	0	0	2	0	0	0	1	0	1	0
	3.1		16.7			5.3			8.7				3.1		6.7	
There are other fairs to go to	2	0	1	0	0	1	0	0	0	1	1	0	1	0	0	1
	3.1		16.7			5.3				33.3	2.6		3.1			100.0
The fair can be held elsewhere	2	0	0	1	0	1	0	0	1	0	1	0	0	0	2	0
	3.1			12.5		5.3			4.3		2.6				13.3	
Land should remain as fairgrounds	1	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0
	1.5					5.3					2.6		3.1			
Good if used for long term debt	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
	1.5	5.9							4.3						6.7	
Not good if used to pay government operating expenses	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
	1.5	5.9							4.3						6.7	

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 12-2

Q.12 Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who support the plan to sell the Orange County Fairgrounds

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
The site isn't historical	1 1.5	0	0	0	0	1 5.3	0	0	0	0	1 2.6	0	1 3.1	0	0	0
Fair Board approved it	1 1.5	0	0	0	0	1 5.3	0	0	1 4.3	0	0	0	1 3.1	0	0	0
Think county would run it better	1 1.5	0	1 16.7	0	0	0	0	0	0	0	1 2.6	0	0	1 7.7	0	0
State should not own property	1 1.5	1 5.9	0	0	0	0	0	0	1 4.3	0	0	0	0	1 7.7	0	0
Could save state jobs	1 1.5	0	0	0	0	1 5.3	0	0	1 4.3	0	0	0	1 3.1	0	0	0
Investment in education more important than entertainment of fair	1 1.5	0	0	0	1 25.0	0	0	0	0	0	1 2.6	0	1 3.1	0	0	0
Better long term solution for fair and for state	1 1.5	1 5.9	0	0	0	0	0	0	0	1 33.3	0	0	0	1 7.7	0	0
There is a lot of other recreation available if no fair	1 1.5	0	0	0	0	1 5.3	0	0	0	0	1 2.6	0	0	1 7.7	0	0
Should keep it as recreation area even if sold	1 1.5	0	0	0	0	0	0	1 9.1	0	0	1 2.6	0	1 3.1	0	0	0
Would prefer other ways to raise the money	1 1.5	0	0	1 12.5	0	0	0	0	0	0	1 2.6	0	1 3.1	0	0	0
OK if can be leased back	1 1.5	0	0	0	0	1 5.3	0	0	0	0	1 2.6	0	0	1 7.7	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 12-3

Q.12 Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who support the plan to sell the Orange County Fairgrounds

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	65	23	10	20	12	5	18	7	3	13	13	3	3	13	19	9	2	5	12	1	4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Budget problems	40	15	4	14	7	2	11	5	1	8	9	2	2	8	15	6	0	2	5	1	3
	61.5	65.2	40.0	70.0	58.3	40.0	61.1	71.4	33.3	61.5	69.2	66.7	66.7	61.5	78.9	66.7		40.0	41.7	100.0	75.0
Tax savings	9	4	1	1	3	0	4	1	0	1	2	0	1	1	3	1	0	0	3	0	1
	13.8	17.4	10.0	5.0	25.0		22.2	14.3		7.7	15.4		33.3	7.7	15.8	11.1			25.0		25.0
Don't like/care about the fair	6	0	0	4	2	0	0	0	0	4	1	0	1	3	0	0	1	1	1	0	0
	9.2			20.0	16.7					30.8	7.7		33.3	23.1			50.0	20.0	8.3		
Private industry would do a better job	5	2	1	1	1	0	2	0	1	0	1	1	0	0	2	1	0	0	1	0	1
	7.7	8.7	10.0	5.0	8.3		11.1		33.3		7.7	33.3		10.5	11.1				8.3		25.0
Better uses for the money	2	0	0	0	2	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	1
	3.1				16.7						7.7		33.3						8.3		25.0
Grounds are not used enough	2	1	1	0	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0
	3.1	4.3	10.0			20.0		14.3						7.7						100.0	
Land can be used for better things	2	0	2	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0
	3.1		20.0			20.0		14.3									20.0			100.0	
There are other fairs to go to	2	0	1	1	0	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	0
	3.1		10.0	5.0			5.6					33.3				11.1			8.3		
The fair can be held elsewhere	2	0	0	1	1	0	0	0	0	2	0	0	0	1	0	0	0	1	0	0	0
	3.1			5.0	8.3					15.4				7.7			20.0				
Land should remain as fairgrounds	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0
	1.5				8.3						7.7								8.3		
Good if used for long term debt	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	1.5		10.0				5.6												8.3		
Not good if used to pay government operating expenses	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	1.5		10.0				5.6												8.3		
The site isn't historical	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
	1.5			5.0								33.3				11.1					

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 12-3

Q.12 Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who support the plan to sell the Orange County Fairgrounds

	Gender/Age				Party/Gender								Party/Age												
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	DTS Men	DTS Women	DTS Men	DTS Women	DTS Men	DTS Women	DTS Men	DTS Women	DTS Men	DTS Women	Other Men	Other Women	Other Men	Other Women
Fair Board approved it	1 1.5	0	0	1 5.0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Think county would run it better	1 1.5	1 4.3	0	0	0	1 20.0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
State should not own property	1 1.5	1 4.3	0	0	0	0	0	1 5.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Could save state jobs	1 1.5	1 4.3	0	0	0	0	0	1 5.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Investment in education more important than entertainment of fair	1 1.5	1 4.3	0	0	0	0	0	0	0	1 33.3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Better long term solution for fair and for state	1 1.5	0	1 10.0	0	0	0	0	1 5.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
There is a lot of other recreation available if no fair	1 1.5	1 4.3	0	0	0	0	0	0	0	0	0	1 14.3	0	0	0	0	0	0	0	0	0	0	0	0	0
Should keep it as recreation area even if sold	1 1.5	1 4.3	0	0	0	0	0	1 5.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Would prefer other ways to raise the money	1 1.5	1 4.3	0	0	0	0	0	1 5.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
OK if can be leased back	1 1.5	0	1 10.0	0	0	0	0	1 5.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 12-4

Q.12 Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who support the plan to sell the Orange County Fairgrounds

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	65 100.0	10 100.0	42 100.0	1 100.0	3 100.0	5 100.0	4 100.0	35 100.0	18 100.0	11 100.0	1 100.0
Budget problems	40 61.5	6 60.0	27 64.3	0 100.0	3 100.0	2 40.0	2 50.0	26 74.3	10 55.6	4 36.4	0
Tax savings	9 13.8	1 10.0	8 19.0	0	0	0	0	5 14.3	3 16.7	1 9.1	0
Don't like/care about the fair	6 9.2	2 20.0	3 7.1	1 100.0	0	0	0	1 2.9	3 16.7	2 18.2	0
Private industry would do a better job	5 7.7	0	2 4.8	0	0	2 40.0	1 25.0	1 2.9	1 5.6	3 27.3	0
Better uses for the money	2 3.1	0	1 2.4	0	0	1 20.0	0	0	1 5.6	1 9.1	0
Grounds are not used enough	2 3.1	0	1 2.4	0	0	1 20.0	0	2 5.7	0	0	0
Land can be used for better things	2 3.1	0	2 4.8	0	0	0	0	1 2.9	1 5.6	0	0
There are other fairs to go to	2 3.1	0	2 4.8	0	0	0	0	0	1 5.6	0 100.0	1
The fair can be held elsewhere	2 3.1	1 10.0	1 2.4	0	0	0	0	1 2.9	0	1 9.1	0
Land should remain as fairgrounds	1 1.5	0	1 2.4	0	0	0	0	1 2.9	0	0	0
Good if used for long term debt	1 1.5	0	0	0	0	0	1 25.0	0	1 5.6	0	0
Not good if used to pay government operating expenses	1 1.5	0	0	0	0	0	1 25.0	0	1 5.6	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 12-4

Q.12 Thinking specifically, why would you say that you support the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who support the plan to sell the Orange County Fairgrounds

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
The site isn't historical	1 1.5	0	1 2.4	0	0	0	0	0	1 5.6	0	0
Fair Board approved it	1 1.5	0	1 2.4	0	0	0	0	1 2.9	0	0	0
Think county would run it better	1 1.5	1 10.0	0	0	0	0	0	1 2.9	0	0	0
State should not own property	1 1.5	0	1 2.4	0	0	0	0	1 2.9	0	0	0
Could save state jobs	1 1.5	0	1 2.4	0	0	0	0	0	1 5.6	0	0
Investment in education more important than entertainment of fair	1 1.5	0	1 2.4	0	0	0	0	0	1 5.6	0	0
Better long term solution for fair and for state	1 1.5	0	1 2.4	0	0	0	0	1 2.9	0	0	0
There is a lot of other recreation available if no fair	1 1.5	0	1 2.4	0	0	0	0	0	0	1 9.1	0
Should keep it as recreation area even if sold	1 1.5	0	1 2.4	0	0	0	0	1 2.9	0	0	0
Would prefer other ways to raise the money	1 1.5	0	1 2.4	0	0	0	0	1 2.9	0	0	0
OK if can be leased back	1 1.5	0	1 2.4	0	0	0	0	1 2.9	0	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 13-1

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Geographic															
	Gender			Party				Age Group				Super-	Super-	Super-	Super-	Super-
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	242	103	139	96	96	41	9	44	93	47	58	39	58	52	43	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Fair/fairgrounds too important to the community/families	74	21	53	34	31	9	0	13	22	15	24	14	16	14	15	15
	30.6	20.4	38.1	35.4	32.3	22.0		29.5	23.7	31.9	41.4	35.9	27.6	26.9	34.9	30.0
They should find other ways to solve budget problems instead of selling assets	58	32	26	17	27	9	5	7	24	11	16	13	16	9	6	14
	24.0	31.1	18.7	17.7	28.1	22.0	55.6	15.9	25.8	23.4	27.6	33.3	27.6	17.3	14.0	28.0
It is only a short term solution/one time fix/ doesn't fix anything long term	28	15	13	8	9	11	0	8	8	10	2	2	7	8	4	7
	11.6	14.6	9.4	8.3	9.4	26.8		18.2	8.6	21.3	3.4	5.1	12.1	15.4	9.3	14.0
Tradition/history	23	7	16	14	5	4	0	6	11	3	3	6	4	4	6	3
	9.5	6.8	11.5	14.6	5.2	9.8		13.6	11.8	6.4	5.2	15.4	6.9	7.7	14.0	6.0
Uncertainty over what land would be used for	21	11	10	9	8	4	0	4	13	1	3	4	1	4	4	8
	8.7	10.7	7.2	9.4	8.3	9.8		9.1	14.0	2.1	5.2	10.3	1.7	7.7	9.3	16.0
They have other events on the land, not just the fair	20	4	16	6	7	7	0	5	6	6	3	2	6	5	1	6
	8.3	3.9	11.5	6.3	7.3	17.1		11.4	6.5	12.8	5.2	5.1	10.3	9.6	2.3	12.0
Concerned about losing the fair	17	8	9	8	8	1	0	5	9	1	2	2	4	7	1	3
	7.0	7.8	6.5	8.3	8.3	2.4		11.4	9.7	2.1	3.4	5.1	6.9	13.5	2.3	6.0
Think land would be developed for housing	15	6	9	7	5	3	0	3	7	2	3	1	4	6	1	3
	6.2	5.8	6.5	7.3	5.2	7.3		6.8	7.5	4.3	5.2	2.6	6.9	11.5	2.3	6.0
Fair/fairgrounds bring in money to community	13	7	6	6	6	1	0	3	6	1	3	3	2	1	3	4
	5.4	6.8	4.3	6.3	6.3	2.4		6.8	6.5	2.1	5.2	7.7	3.4	1.9	7.0	8.0
Not enough to make a big difference in the deficits	13	5	8	7	3	2	1	2	5	4	2	5	1	1	4	2
	5.4	4.9	5.8	7.3	3.1	4.9	11.1	4.5	5.4	8.5	3.4	12.8	1.7	1.9	9.3	4.0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 13-1

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Funds from sale would not be used wisely	13 5.4	11 10.7	2 1.4	3 3.1	7 7.3	2 4.9	1 11.1	3 6.8	4 4.3	1 2.1	5 8.6	2 5.1	4 6.9	2 3.8	4 9.3	1 2.0
Too much land has been sold/developed already - Need open space	12 5.0	3 2.9	9 6.5	8 8.3	3 3.1	1 2.4	0	1 2.3	5 5.4	1 2.1	5 8.6	1 2.6	3 5.2	2 3.8	4 9.3	2 4.0
It should stay publicly owned/oppose private enterprise taking over	10 4.1	7 6.8	3 2.2	3 3.1	4 4.2	3 7.3	0	2 4.5	2 2.2	5 10.6	1 1.7	3 7.7	1 1.7	2 3.8	1 2.3	3 6.0
Oppose helping the politicians that created the mess	7 2.9	4 3.9	3 2.2	3 3.1	3 3.1	0	1 11.1	0	4 4.3	0	3 5.2	1 2.6	4 6.9	1 1.9	0	1 2.0
Don't want to lose the swap meet/people rely on that income	5 2.1	0	5 3.6	1 1.0	0	3 7.3	1 11.1	0	4 4.3	1 2.1	0	0	3 5.2	2 3.8	0	0
There are better properties/land that should be sold instead	4 1.7	0	4 2.9	3 3.1	0	1 2.4	0	1 2.3	2 2.2	0	1 1.7	1 2.6	1 1.7	0	1 2.3	1 2.0
Could not get a good price in this economy	3 1.2	3 2.9	0	2 2.1	1 1.0	0	0	0	0	2 4.3	1 1.7	0	0	2 3.8	0	1 2.0
Not fair to take the property to meet budget	2 0.8	0	2 1.4	1 1.0	1 1.0	0	0	0	1 1.1	0	1 1.7	0	0	1 1.9	1 2.3	0
Cost of the fair would go up	2 0.8	1 1.0	1 0.7	2 2.1	0	0	0	1 2.3	0	1 2.1	0	1 2.6	1 1.7	0	0	0
If land rented after sale, no real cost savings	1 0.4	1 1.0	0	1 1.0	0	0	0	0	0	1 2.1	0	0	0	0	1 2.3	0
They could legalize marijuana to solve budget problems	1 0.4	0	1 0.7	0	0	0	1 11.1	0	1 1.1	0	0	0	0	0	0	1 2.0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 13-1

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Gender		Party				Age Group					Geographic				
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
State should be more business friendly so companies don't leave the state	1 0.4	0	1 0.7	0	0	1 2.4	0	0	0	1 2.1	0	0	0	0	0	1 2.0
People operating it would be the same	1 0.4	0	1 0.7	1 1.0	0	0	0	0	1 1.1	0	0	0	1 1.7	0	0	0
It is a good venue	1 0.4	0	1 0.7	0	1 1.0	0	0	0	0	1 2.1	0	0	0	1 1.9	0	0
They board horses there	1 0.4	0	1 0.7	0	1 1.0	0	0	0	0	1 2.1	0	0	0	1 1.9	0	0
State should not run it	1 0.4	1 1.0	0	0	1 1.0	0	0	0	0	1 2.1	0	0	0	0	1 2.3	0
DK/Ref	2 0.8	1 1.0	1 0.7	0	2 2.1	0	0	0	0	0	2 3.4	0	0	2 3.8	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 13-2

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	242	64	39	50	21	34	3	31	84	18	140	18	85	41	48	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Fair/fairgrounds too important to the community/families	74	20	11	11	7	14	1	10	31	6	37	8	26	7	14	19
	30.6	31.3	28.2	22.0	33.3	41.2	33.3	32.3	36.9	33.3	26.4	44.4	30.6	17.1	29.2	38.0
They should find other ways to solve budget problems instead of selling assets	58	20	12	12	2	4	1	7	20	4	34	3	19	12	12	12
	24.0	31.3	30.8	24.0	9.5	11.8	33.3	22.6	23.8	22.2	24.3	16.7	22.4	29.3	25.0	24.0
It is only a short term solution/one time fix/ doesn't fix anything long term	28	6	3	8	5	3	0	3	7	1	20	1	12	1	8	6
	11.6	9.4	7.7	16.0	23.8	8.8		9.7	8.3	5.6	14.3	5.6	14.1	2.4	16.7	12.0
Tradition/history	23	4	4	2	5	4	0	4	7	1	15	2	9	3	2	7
	9.5	6.3	10.3	4.0	23.8	11.8		12.9	8.3	5.6	10.7	11.1	10.6	7.3	4.2	14.0
Uncertainty over what land would be used for	21	2	3	6	2	3	0	5	7	1	13	1	10	5	3	2
	8.7	3.1	7.7	12.0	9.5	8.8		16.1	8.3	5.6	9.3	5.6	11.8	12.2	6.3	4.0
They have other events on the land, not just the fair	20	4	2	5	2	2	1	4	5	2	13	2	9	3	4	2
	8.3	6.3	5.1	10.0	9.5	5.9	33.3	12.9	6.0	11.1	9.3	11.1	10.6	7.3	8.3	4.0
Concerned about losing the fair	17	3	1	6	1	3	0	3	7	0	10	1	4	4	5	3
	7.0	4.7	2.6	12.0	4.8	8.8		9.7	8.3		7.1	5.6	4.7	9.8	10.4	6.0
Think land would be developed for housing	15	4	1	2	2	2	0	4	5	0	10	2	5	0	4	4
	6.2	6.3	2.6	4.0	9.5	5.9		12.9	6.0		7.1	11.1	5.9		8.3	8.0
Fair/fairgrounds bring in money to community	13	0	2	5	1	3	0	2	2	1	10	2	5	3	3	0
	5.4		5.1	10.0	4.8	8.8		6.5	2.4	5.6	7.1	11.1	5.9	7.3	6.3	
Not enough to make a big difference in the deficits	13	3	5	3	0	1	0	1	3	0	10	0	4	4	1	4
	5.4	4.7	12.8	6.0		2.9		3.2	3.6		7.1		4.7	9.8	2.1	8.0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 13-2

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5			Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Funds from sale would not be used wisely	13 5.4	5 7.8	2 5.1	2 4.0	0	2 5.9	0	2 6.5	4 4.8	1 5.6	8 5.7	0	7 8.2	2 4.9	1 2.1	3 6.0
Too much land has been sold/developed already - Need open space	12 5.0	2 3.1	3 7.7	1 2.0	2 9.5	1 2.9	0	3 9.7	7 8.3	2 11.1	3 2.1	1 5.6	4 4.7	2 4.9	2 4.2	3 6.0
It should stay publicly owned/oppose private enterprise taking over	10 4.1	3 4.7	1 2.6	1 2.0	1 4.8	1 2.9	1 33.3	2 6.5	2 2.4	3 16.7	5 3.6	2 11.1	5 5.9	1 2.4	0	2 4.0
Oppose helping the politicians that created the mess	7 2.9	3 4.7	0	0	0	2 5.9	1 33.3	1 3.2	3 3.6	0	4 2.9	1 5.6	3 3.5	0	1 2.1	2 4.0
Don't want to lose the swap meet/people rely on that income	5 2.1	2 3.1	1 2.6	0	1 4.8	1 2.9	0	0	3 3.6	0	2 1.4	1 5.6	0	3 7.3	1 2.1	0
There are better properties/land that should be sold instead	4 1.7	1 1.6	1 2.6	0	2 9.5	0	0	0	2 2.4	1 5.6	1 0.7	0	1 1.2	2 4.9	0	1 2.0
Could not get a good price in this economy	3 1.2	0	2 5.1	0	0	1 2.9	0	0	1 1.2	0	2 1.4	0	1 1.2	0	0	2 4.0
Not fair to take the property to meet budget	2 0.8	0	0	1 2.0	0	1 2.9	0	0	1 1.2	1 5.6	0	0	1 1.2	1 2.4	0	0
Cost of the fair would go up	2 0.8	0	0	1 2.0	0	0	0	1 3.2	1 1.2	0	1 0.7	1 5.6	0	0	1 2.1	0
If land rented after sale, no real cost savings	1 0.4	0	0	1 2.0	0	0	0	0	0	1 5.6	0	0	1 1.2	0	0	0
They could legalize marijuana to solve budget problems	1 0.4	0	0	0	0	1 2.9	0	0	0	0	1 0.7	0	0	1 2.4	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 13-2

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Vote Propensity						Voter Type			Registration Date						
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
State should be more business friendly so companies don't leave the state	1 0.4	1 1.6	0	0	0	0	0	0	1 1.2	0	0	0	1 1.2	0	0	0
People operating it would be the same	1 0.4	0	1 2.6	0	0	0	0	0	0	1 0.7	0	0	1 2.4	0	0	
It is a good venue	1 0.4	0	0	1 2.0	0	0	0	0	0	1 0.7	0	0	0	0	1 2.0	
They board horses there	1 0.4	0	0	1 2.0	0	0	0	0	0	1 0.7	0	0	0	0	1 2.0	
State should not run it	1 0.4	1 1.6	0	0	0	0	0	0	0	1 0.7	0	0	0	1 2.1	0	
DK/Ref	2 0.8	0	2 5.1	0	0	0	0	0	1 1.2	0	1 0.7	0	1 1.2	0	0	1 2.0



OC Fair Customer, Marketing and Outlook Survey

Table 13-3

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	242	51	52	86	53	35	51	14	3	61	45	27	6	59	41	31	6	37	55	10	3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Fair/fairgrounds too important to the community/families	74	7	14	28	25	11	8	2	0	23	23	7	0	20	7	8	0	14	24	1	0
	30.6	13.7	26.9	32.6	47.2	31.4	15.7	14.3		37.7	51.1	25.9		33.9	17.1	25.8		37.8	43.6	10.0	
They should find other ways to solve budget problems instead of selling assets	58	16	16	15	11	7	18	5	2	10	9	4	3	11	12	5	3	6	15	4	2
	24.0	31.4	30.8	17.4	20.8	20.0	35.3	35.7	66.7	16.4	20.0	14.8	50.0	18.6	29.3	16.1	50.0	16.2	27.3	40.0	66.7
It is only a short term solution/one time fix/ doesn't fix anything long term	28	8	7	8	5	4	6	5	0	4	3	6	0	5	4	7	0	3	5	4	0
	11.6	15.7	13.5	9.3	9.4	11.4	11.8	35.7		6.6	6.7	22.2		8.5	9.8	22.6		8.1	9.1	40.0	
Tradition/history	23	6	1	11	5	5	1	1	0	9	4	3	0	12	1	4	0	2	4	0	0
	9.5	11.8	1.9	12.8	9.4	14.3	2.0	7.1		14.8	8.9	11.1		20.3	2.4	12.9		5.4	7.3		
Uncertainty over what land would be used for	21	7	4	10	0	2	7	2	0	7	1	2	0	9	4	4	0	0	4	0	0
	8.7	13.7	7.7	11.6		5.7	13.7	14.3		11.5	2.2	7.4		15.3	9.8	12.9			7.3		
They have other events on the land, not just the fair	20	1	3	10	6	0	3	1	0	6	4	6	0	4	2	5	0	2	5	2	0
	8.3	2.0	5.8	11.6	11.3		5.9	7.1		9.8	8.9	22.2		6.8	4.9	16.1		5.4	9.1	20.0	
Concerned about losing the fair	17	8	0	6	3	3	4	1	0	5	4	0	0	6	7	1	0	2	1	0	0
	7.0	15.7		7.0	5.7	8.6	7.8	7.1		8.2	8.9			10.2	17.1	3.2		5.4	1.8		
Think land would be developed for housing	15	3	3	7	2	3	2	1	0	4	3	2	0	5	2	3	0	2	3	0	0
	6.2	5.9	5.8	8.1	3.8	8.6	3.9	7.1		6.6	6.7	7.4		8.5	4.9	9.7		5.4	5.5		
Fair/fairgrounds bring in money to community	13	4	3	5	1	2	4	1	0	4	2	0	0	5	4	0	0	1	2	1	0
	5.4	7.8	5.8	5.8	1.9	5.7	7.8	7.1		6.6	4.4			8.5	9.8			2.7	3.6	10.0	
Not enough to make a big difference in the deficits	13	2	3	5	3	2	1	1	1	5	2	1	0	3	2	2	0	4	1	0	1
	5.4	3.9	5.8	5.8	5.7	5.7	2.0	7.1	33.3	8.2	4.4	3.7		5.1	4.9	6.5		10.8	1.8		33.3
Funds from sale would not be used wisely	13	6	5	1	1	2	7	1	1	1	0	1	0	1	4	2	0	2	3	0	1
	5.4	11.8	9.6	1.2	1.9	5.7	13.7	7.1	33.3	1.6		3.7		1.7	9.8	6.5		5.4	5.5		33.3

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 13-3

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Gender/Age				Party/Gender								Party/Age								
	Total	Men		Women		Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
		18-54	55+	18-54	55+																
Too much land has been sold/developed already - Need open space	12 5.0	0	3 5.8	6 7.0	3 5.7	2 5.7	1 2.0	0	0	6 9.8	2 4.4	1 3.7	0	4 6.8	1 2.4	1 3.2	0	4 10.8	2 3.6	0	0
It should stay publicly owned/oppose private enterprise taking over	10 4.1	2 3.9	5 9.6	2 2.3	1 1.9	2 5.7	3 5.9	2 14.3	0	1 1.6	1 2.2	1 3.7	0	1 1.7	0	3 9.7	0	2 5.4	4 7.3	0	0
Oppose helping the politicians that created the mess	7 2.9	2 3.9	2 3.8	2 2.3	1 1.9	2 5.7	2 3.9	0	0	1 1.6	1 2.2	0	1 16.7	1 1.7	2 4.9	0	1 16.7	2 5.4	1 1.8	0	0
Don't want to lose the swap meet/people rely on that income	5 2.1	0	0	4 4.7	1 1.9	0	0	0	0	1 1.6	0	3 11.1	1 16.7	1 1.7	0	2 6.5	1 16.7	0	0	1 10.0	0
There are better properties/land that should be sold instead	4 1.7	0	0	3 3.5	1 1.9	0	0	0	0	3 4.9	0	1 3.7	0	2 3.4	0	1 3.2	0	1 2.7	0	0	0
Could not get a good price in this economy	3 1.2	0	3 5.8	0	0	2 5.7	1 2.0	0	0	0	0	0	0	0	0	0	0	2 5.4	1 1.8	0	0
Not fair to take the property to meet budget	2 0.8	0	0	1 1.2	1 1.9	0	0	0	0	1 1.6	1 2.2	0	0	0	1 2.4	0	0	1 2.7	0	0	0
Cost of the fair would go up	2 0.8	1 2.0	0	0	1 1.9	1 2.9	0	0	0	1 1.6	0	0	0	1 1.7	0	0	0	1 2.7	0	0	0
If land rented after sale, no real cost savings	1 0.4	0	1 1.9	0	0	1 2.9	0	0	0	0	0	0	0	0	0	0	0	1 2.7	0	0	0
They could legalize marijuana to solve budget problems	1 0.4	0	0	1 1.2	0	0	0	0	0	0	0	0	1 16.7	0	0	0	1 16.7	0	0	0	0
State should be more business friendly so companies don't leave the state	1 0.4	0	0	0	1 1.9	0	0	0	0	0	0	1 3.7	0	0	0	0	0	0	0	1 10.0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 13-3

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women	Dem Men	Dem Women
People operating it would be the same	1 0.4	0	0	1 1.2	0	0	0	0	1 1.6	0	0	0	0	1 1.7	0	0	0	0	0	0	0
It is a good venue	1 0.4	0	0	0	1 1.9	0	0	0	0	0	1 2.2	0	0	0	0	0	0	0	1 1.8	0	0
They board horses there	1 0.4	0	0	0	1 1.9	0	0	0	0	0	1 2.2	0	0	0	0	0	0	0	1 1.8	0	0
State should not run it	1 0.4	0	1 1.9	0	0	0	1 2.0	0	0	0	0	0	0	0	0	0	0	0	1 1.8	0	0
DK/Ref	2 0.8	0	1 1.9	0	1 1.9	0	1 2.0	0	0	0	1 2.2	0	0	0	0	0	0	0	2 3.6	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 13-4

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Ethnicity							County			
	Total	Latino/Hispanic	White/Caucasian	Black/African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	242	40	158	4	14	20	6	110	96	34	2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Fair/fairgrounds too important to the community/families	74	14	48	1	3	7	1	36	29	9	0
	30.6	35.0	30.4	25.0	21.4	35.0	16.7	32.7	30.2	26.5	
They should find other ways to solve budget problems instead of selling assets	58	7	36	2	8	4	1	20	28	10	0
	24.0	17.5	22.8	50.0	57.1	20.0	16.7	18.2	29.2	29.4	
It is only a short term solution/one time fix/doesn't fix anything long term	28	3	20	0	2	1	2	9	16	3	0
	11.6	7.5	12.7		14.3	5.0	33.3	8.2	16.7	8.8	
Tradition/history	23	5	15	0	2	1	0	15	6	2	0
	9.5	12.5	9.5		14.3	5.0		13.6	6.3	5.9	
Uncertainty over what land would be used for	21	5	12	0	0	3	1	15	3	2	1
	8.7	12.5	7.6			15.0	16.7	13.6	3.1	5.9	50.0
They have other events on the land, not just the fair	20	3	14	0	1	1	1	7	9	4	0
	8.3	7.5	8.9		7.1	5.0	16.7	6.4	9.4	11.8	
Concerned about losing the fair	17	2	15	0	0	0	0	11	5	1	0
	7.0	5.0	9.5					10.0	5.2	2.9	
Think land would be developed for housing	15	2	11	0	1	0	1	7	8	0	0
	6.2	5.0	7.0		7.1		16.7	6.4	8.3		
Fair/fairgrounds bring in money to community	13	4	8	0	0	1	0	8	2	3	0
	5.4	10.0	5.1			5.0		7.3	2.1	8.8	
Not enough to make a big difference in the deficits	13	1	8	1	3	0	0	7	6	0	0
	5.4	2.5	5.1	25.0	21.4			6.4	6.3		

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 13-4

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Ethnicity						County				
	Total	Latino/Hispanic	White/Caucasian	Black/African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Funds from sale would not be used wisely	13 5.4	3 7.5	6 3.8	0	1 7.1	2 10.0	1 16.7	4 3.6	7 7.3	2 5.9	0
Too much land has been sold/developed already - Need open space	12 5.0	2 5.0	8 5.1	0	0	2 10.0	0	6 5.5	3 3.1	3 8.8	0
It should stay publicly owned/oppose private enterprise taking over	10 4.1	2 5.0	4 2.5	0	1 7.1	0	3 50.0	1 0.9	7 7.3	0	2 100.0
Oppose helping the politicians that created the mess	7 2.9	0	7 4.4	0	0	0	0	2 1.8	4 4.2	1 2.9	0
Don't want to lose the swap meet/people rely on that income	5 2.1	0	3 1.9	0	0	2 10.0	0	3 2.7	1 1.0	1 2.9	0
There are better properties/land that should be sold instead	4 1.7	1 2.5	2 1.3	0	0	1 5.0	0	4 3.6	0	0	0
Could not get a good price in this economy	3 1.2	1 2.5	2 1.3	0	0	0	0	0	3 3.1	0	0
Not fair to take the property to meet budget	2 0.8	1 2.5	0	1 25.0	0	0	0	0	1 1.0	1 2.9	0
Cost of the fair would go up	2 0.8	1 2.5	1 0.6	0	0	0	0	1 0.9	1 1.0	0	0
If land rented after sale, no real cost savings	1 0.4	1 2.5	0	0	0	0	0	1 0.9	0	0	0
They could legalize marijuana to solve budget problems	1 0.4	1 2.5	0	0	0	0	0	0	1 1.0	0	0

Continued

OC Fair Customer, Marketing and Outlook Survey

Table 13-4

Q.13 Thinking specifically, why would you say that you oppose the state's plan to sell the Orange County Fairgrounds to raise cash to help fill the state's budget gap?

Base: Those who oppose the plan to sell the Orange County Fairgrounds

	Ethnicity						County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	right track/wrong track			
			Ref	Right track	Wrong track	Unsure	Ref			
State should be more business friendly so companies don't leave the state	1 0.4	0	1 0.6	0	0	0	0	1 1.0	0	0
People operating it would be the same	1 0.4	0	1 0.6	0	0	0	0	1 1.0	0	0
It is a good venue	1 0.4	0	1 0.6	0	0	0	1 0.9	0	0	0
They board horses there	1 0.4	0	1 0.6	0	0	0	1 0.9	0	0	0
State should not run it	1 0.4	0	1 0.6	0	0	0	1 0.9	0	0	0
DK/Ref	2 0.8	0	2 1.3	0	0	0	0	1 1.0	1 2.9	0

OC Fair Customer, Marketing and Outlook Survey

Table 14-1

Q.14 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The City of Costa Mesa controls zoning regulations that determine how the Orange County Fairgrounds' 150 acres can be used. The City Council has stated that they would never alter the land's zoning. Even if the land were sold, the City Council asserts that the Fairgrounds would be kept as is. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	60	29	31	14	37	6	3	14	21	10	15	8	11	15	12	14
	17.1	19.0	15.7	11.3	24.5	10.2	18.8	22.2	15.0	15.2	18.5	17.4	12.9	19.2	19.7	17.5
Somewhat more likely to support	82	37	45	34	30	15	3	14	38	16	14	13	21	20	10	18
	23.4	24.2	22.8	27.4	19.9	25.4	18.8	22.2	27.1	24.2	17.3	28.3	24.7	25.6	16.4	22.5
Makes no difference to me	66	35	31	21	29	13	3	13	24	20	9	8	18	11	14	15
	18.9	22.9	15.7	16.9	19.2	22.0	18.8	20.6	17.1	30.3	11.1	17.4	21.2	14.1	23.0	18.8
Somewhat less likely to support	41	19	22	15	16	9	1	12	11	4	14	7	7	8	9	10
	11.7	12.4	11.2	12.1	10.6	15.3	6.3	19.0	7.9	6.1	17.3	15.2	8.2	10.3	14.8	12.5
Much less likely to support	81	28	53	31	32	12	6	8	36	14	23	7	23	19	14	18
	23.1	18.3	26.9	25.0	21.2	20.3	37.5	12.7	25.7	21.2	28.4	15.2	27.1	24.4	23.0	22.5
More likely to support (Net)	142	66	76	48	67	21	6	28	59	26	29	21	32	35	22	32
	40.6	43.1	38.6	38.7	44.4	35.6	37.5	44.4	42.1	39.4	35.8	45.7	37.6	44.9	36.1	40.0
Less likely to support (Net)	122	47	75	46	48	21	7	20	47	18	37	14	30	27	23	28
	34.9	30.7	38.1	37.1	31.8	35.6	43.8	31.7	33.6	27.3	45.7	30.4	35.3	34.6	37.7	35.0
Unsure	20	5	15	9	7	4	0	2	10	2	6	3	5	5	2	5
	5.7	3.3	7.6	7.3	4.6	6.8		3.2	7.1	3.0	7.4	6.5	5.9	6.4	3.3	6.3

OC Fair Customer, Marketing and Outlook Survey

Table 14-2

Q.14 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The City of Costa Mesa controls zoning regulations that determine how the Orange County Fairgrounds' 150 acres can be used. The City Council has stated that they would never alter the land's zoning. Even if the land were sold, the City Council asserts that the Fairgrounds would be kept as is. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Much more likely to support	60 17.1	18 19.4	4 7.5	10 15.4	5 17.2	14 25.5	0	9 18.0	20 16.8	2 8.0	38 18.4	5 19.2	27 19.9	12 20.7	13 17.6	3 5.4
Somewhat more likely to support	82 23.4	21 22.6	13 24.5	19 29.2	4 13.8	14 25.5	1 20.0	10 20.0	18 15.1	5 20.0	59 28.6	5 19.2	28 20.6	21 36.2	14 18.9	14 25.0
Makes no difference to me	66 18.9	19 20.4	7 13.2	11 16.9	7 24.1	10 18.2	1 20.0	11 22.0	21 17.6	7 28.0	38 18.4	6 23.1	26 19.1	8 13.8	14 18.9	12 21.4
Somewhat less likely to support	41 11.7	9 9.7	7 13.2	8 12.3	2 6.9	4 7.3	1 20.0	10 20.0	16 13.4	2 8.0	23 11.2	3 11.5	17 12.5	4 6.9	12 16.2	5 8.9
Much less likely to support	81 23.1	19 20.4	19 35.8	15 23.1	7 24.1	11 20.0	2 40.0	8 16.0	37 31.1	6 24.0	38 18.4	7 26.9	28 20.6	11 19.0	15 20.3	20 35.7
More likely to support (Net)	142 40.6	39 41.9	17 32.1	29 44.6	9 31.0	28 50.9	1 20.0	19 38.0	38 31.9	7 28.0	97 47.1	10 38.5	55 40.4	33 56.9	27 36.5	17 30.4
Less likely to support (Net)	122 34.9	28 30.1	26 49.1	23 35.4	9 31.0	15 27.3	3 60.0	18 36.0	53 44.5	8 32.0	61 29.6	10 38.5	45 33.1	15 25.9	27 36.5	25 44.6
Unsure	20 5.7	7 7.5	3 5.7	2 3.1	4 13.8	2 3.6	0	2 4.0	7 5.9	3 12.0	10 4.9	0	10 7.4	2 3.4	6 8.1	2 3.6

OC Fair Customer, Marketing and Outlook Survey

Table 14-3

Q.14 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The City of Costa Mesa controls zoning regulations that determine how the Orange County Fairgrounds' 150 acres can be used. The City Council has stated that they would never alter the land's zoning. Even if the land were sold, the City Council asserts that the Fairgrounds would be kept as is. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	GOP Men	GOP Women	DTS Men	DTS Women	Other Men	Other Women	Dem 18-54	Dem 55+	GOP 18-54	GOP 55+	DTS 18-54	DTS 55+	Other 18-54	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
Much more likely to support	60	17	12	18	13	6	17	4	2	8	20	2	1	10	20	4	1	4	17	2	2
Somewhat more likely to support	82	21	16	31	14	10	18	8	1	24	12	7	2	22	16	12	2	12	14	3	1
Makes no difference to me	66	17	18	20	11	6	21	7	1	15	8	6	2	13	13	10	1	8	16	3	2
Somewhat less likely to support	41	10	9	13	9	8	6	5	0	7	10	4	1	8	7	7	1	7	9	2	0
Much less likely to support	81	15	13	29	24	9	15	1	3	22	17	11	3	18	14	9	3	13	18	3	3
More likely to support (Net)	142	38	28	49	27	16	35	12	3	32	32	9	3	32	36	16	3	16	31	5	3
Less likely to support (Net)	122	25	22	42	33	17	21	6	3	29	27	15	4	26	21	16	4	20	27	5	3
Unsure	20	3	2	9	6	2	2	1	0	7	5	3	0	5	3	4	0	4	4	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 14-4

Q.14 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The City of Costa Mesa controls zoning regulations that determine how the Orange County Fairgrounds' 150 acres can be used. The City Council has stated that they would never alter the land's zoning. Even if the land were sold, the City Council asserts that the Fairgrounds would be kept as is. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Much more likely to support	60 17.1	8 14.8	41 17.6	0 0.0	4 18.2	4 16.0	3 27.3	31 19.4	19 14.7	10 17.2	0 0.0
Somewhat more likely to support	82 23.4	16 29.6	56 24.0	1 20.0	6 27.3	2 8.0	1 9.1	44 27.5	26 20.2	11 19.0	1 33.3
Makes no difference to me	66 18.9	9 16.7	43 18.5	1 20.0	4 18.2	4 16.0	5 45.5	27 16.9	26 20.2	13 22.4	0 0.0
Somewhat less likely to support	41 11.7	10 18.5	28 12.0	0 0.0	1 4.5	2 8.0	0 0.0	21 13.1	12 9.3	8 13.8	0 0.0
Much less likely to support	81 23.1	10 18.5	53 22.7	2 40.0	6 27.3	9 36.0	1 9.1	33 20.6	36 27.9	11 19.0	1 33.3
More likely to support (Net)	142 40.6	24 44.4	97 41.6	1 20.0	10 45.5	6 24.0	4 36.4	75 46.9	45 34.9	21 36.2	1 33.3
Less likely to support (Net)	122 34.9	20 37.0	81 34.8	2 40.0	7 31.8	11 44.0	1 9.1	54 33.8	48 37.2	19 32.8	1 33.3
Unsure	20 5.7	1 1.9	12 5.2	1 20.0	1 4.5	4 16.0	1 9.1	4 2.5	10 7.8	5 8.6	1 33.3

OC Fair Customer, Marketing and Outlook Survey

Table 15-1

Q.15 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.

...* Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a local government agency like a neighboring city?

	Geographic															
	Gender			Party				Age Group				Super-	Super-	Super-	Super-	Super-
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial	visorial	visorial	visorial	visorial
												District 1	District 2	District 3	District 4	District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	29	14	15	12	12	4	1	6	15	5	3	5	5	12	4	3
	8.3	9.2	7.6	9.7	7.9	6.8	6.3	9.5	10.7	7.6	3.7	10.9	5.9	15.4	6.6	3.8
Somewhat more likely to support	77	33	44	28	31	14	4	16	29	19	13	8	16	22	11	20
	22.0	21.6	22.3	22.6	20.5	23.7	25.0	25.4	20.7	28.8	16.0	17.4	18.8	28.2	18.0	25.0
Makes no difference to me	58	29	29	19	23	13	3	19	23	9	7	5	17	11	9	16
	16.6	19.0	14.7	15.3	15.2	22.0	18.8	30.2	16.4	13.6	8.6	10.9	20.0	14.1	14.8	20.0
Somewhat less likely to support	43	18	25	15	22	4	2	6	17	10	10	11	4	10	8	10
	12.3	11.8	12.7	12.1	14.6	6.8	12.5	9.5	12.1	15.2	12.3	23.9	4.7	12.8	13.1	12.5
Much less likely to support	108	48	60	39	47	17	5	14	43	16	35	13	30	14	25	26
	30.9	31.4	30.5	31.5	31.1	28.8	31.3	22.2	30.7	24.2	43.2	28.3	35.3	17.9	41.0	32.5
More likely to support (Net)	106	47	59	40	43	18	5	22	44	24	16	13	21	34	15	23
	30.3	30.7	29.9	32.3	28.5	30.5	31.3	34.9	31.4	36.4	19.8	28.3	24.7	43.6	24.6	28.8
Less likely to support (Net)	151	66	85	54	69	21	7	20	60	26	45	24	34	24	33	36
	43.1	43.1	43.1	43.5	45.7	35.6	43.8	31.7	42.9	39.4	55.6	52.2	40.0	30.8	54.1	45.0
Unsure	35	11	24	11	16	7	1	2	13	7	13	4	13	9	4	5
	10.0	7.2	12.2	8.9	10.6	11.9	6.3	3.2	9.3	10.6	16.0	8.7	15.3	11.5	6.6	6.3



OC Fair Customer, Marketing and Outlook Survey

Table 15-2

Q.15 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.

...* Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a local government agency like a neighboring city?

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5			Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Much more likely to support	29 8.3	8 8.6	4 7.5	5 7.7	4 13.8	6 10.9	0	2 4.0	8 6.7	2 8.0	19 9.2	3 11.5	13 9.6	5 8.6	6 8.1	2 3.6
Somewhat more likely to support	77 22.0	15 16.1	8 15.1	16 24.6	5 17.2	14 25.5	3 60.0	16 32.0	17 14.3	2 8.0	58 28.2	8 30.8	33 24.3	12 20.7	16 21.6	8 14.3
Makes no difference to me	58 16.6	16 17.2	3 5.7	13 20.0	5 17.2	11 20.0	1 20.0	9 18.0	18 15.1	5 20.0	35 17.0	4 15.4	28 20.6	10 17.2	11 14.9	5 8.9
Somewhat less likely to support	43 12.3	12 12.9	6 11.3	11 16.9	2 6.9	5 9.1	0	7 14.0	15 12.6	3 12.0	25 12.1	3 11.5	14 10.3	8 13.8	11 14.9	7 12.5
Much less likely to support	108 30.9	30 32.3	23 43.4	16 24.6	10 34.5	16 29.1	0	13 26.0	45 37.8	7 28.0	56 27.2	7 26.9	36 26.5	17 29.3	22 29.7	26 46.4
More likely to support (Net)	106 30.3	23 24.7	12 22.6	21 32.3	9 31.0	20 36.4	3 60.0	18 36.0	25 21.0	4 16.0	77 37.4	11 42.3	46 33.8	17 29.3	22 29.7	10 17.9
Less likely to support (Net)	151 43.1	42 45.2	29 54.7	27 41.5	12 41.4	21 38.2	0	20 40.0	60 50.4	10 40.0	81 39.3	10 38.5	50 36.8	25 43.1	33 44.6	33 58.9
Unsure	35 10.0	12 12.9	9 17.0	4 6.2	3 10.3	3 5.5	1 20.0	3 6.0	16 13.4	6 24.0	13 6.3	1 3.8	12 8.8	6 10.3	8 10.8	8 14.3

OC Fair Customer, Marketing and Outlook Survey

Table 15-3

Q.15 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.

...* Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a local government agency like a neighboring city?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	29	10	4	11	4	3	8	2	1	9	4	2	0	10	6	4	1	2	6	0	0
	8.3	12.0	5.7	9.2	5.2	7.3	10.1	7.7	14.3	10.8	5.6	6.1		13.2	8.2	8.7	12.5	4.2	7.7		
Somewhat more likely to support	77	16	17	29	15	9	16	6	2	19	15	8	2	18	15	10	2	10	16	4	2
	22.0	19.3	24.3	24.2	19.5	22.0	20.3	23.1	28.6	22.9	20.8	24.2	22.2	23.7	20.5	21.7	25.0	20.8	20.5	30.8	25.0
Makes no difference to me	58	20	9	22	7	6	14	9	0	13	9	4	3	14	16	10	2	5	7	3	1
	16.6	24.1	12.9	18.3	9.1	14.6	17.7	34.6		15.7	12.5	12.1	33.3	18.4	21.9	21.7	25.0	10.4	9.0	23.1	12.5
Somewhat less likely to support	43	10	8	13	12	7	9	1	1	8	13	3	1	13	8	2	0	2	14	2	2
	12.3	12.0	11.4	10.8	15.6	17.1	11.4	3.8	14.3	9.6	18.1	9.1	11.1	17.1	11.0	4.3		4.2	17.9	15.4	25.0
Much less likely to support	108	22	26	35	25	14	26	5	3	25	21	12	2	18	23	14	2	21	24	3	3
	30.9	26.5	37.1	29.2	32.5	34.1	32.9	19.2	42.9	30.1	29.2	36.4	22.2	23.7	31.5	30.4	25.0	43.8	30.8	23.1	37.5
More likely to support (Net)	106	26	21	40	19	12	24	8	3	28	19	10	2	28	21	14	3	12	22	4	2
	30.3	31.3	30.0	33.3	24.7	29.3	30.4	30.8	42.9	33.7	26.4	30.3	22.2	36.8	28.8	30.4	37.5	25.0	28.2	30.8	25.0
Less likely to support (Net)	151	32	34	48	37	21	35	6	4	33	34	15	3	31	31	16	2	23	38	5	5
	43.1	38.6	48.6	40.0	48.1	51.2	44.3	23.1	57.1	39.8	47.2	45.5	33.3	40.8	42.5	34.8	25.0	47.9	48.7	38.5	62.5
Unsure	35	5	6	10	14	2	6	3	0	9	10	4	1	3	5	6	1	8	11	1	0
	10.0	6.0	8.6	8.3	18.2	4.9	7.6	11.5		10.8	13.9	12.1	11.1	3.9	6.8	13.0	12.5	16.7	14.1	7.7	

OC Fair Customer, Marketing and Outlook Survey

Table 15-4

Q.15 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a local government agency like a neighboring city?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Much more likely to support	29 8.3	5 9.3	18 7.7	0 0.0	2 9.1	4 16.0	0 0.0	12 7.5	11 8.5	5 8.6	1 33.3
Somewhat more likely to support	77 22.0	15 27.8	55 23.6	0 0.0	5 22.7	2 8.0	0 0.0	39 24.4	29 22.5	9 15.5	0 0.0
Makes no difference to me	58 16.6	6 11.1	36 15.5	3 60.0	7 31.8	2 8.0	4 36.4	25 15.6	23 17.8	10 17.2	0 0.0
Somewhat less likely to support	43 12.3	6 11.1	32 13.7	0 0.0	1 4.5	3 12.0	1 9.1	23 14.4	13 10.1	7 12.1	0 0.0
Much less likely to support	108 30.9	19 35.2	68 29.2	1 20.0	4 18.2	11 44.0	5 45.5	49 30.6	41 31.8	17 29.3	1 33.3
More likely to support (Net)	106 30.3	20 37.0	73 31.3	0 0.0	7 31.8	6 24.0	0 0.0	51 31.9	40 31.0	14 24.1	1 33.3
Less likely to support (Net)	151 43.1	25 46.3	100 42.9	1 20.0	5 22.7	14 56.0	6 54.5	72 45.0	54 41.9	24 41.4	1 33.3
Unsure	35 10.0	3 5.6	24 10.3	1 20.0	3 13.6	3 12.0	1 9.1	12 7.5	12 9.3	10 17.2	1 33.3

OC Fair Customer, Marketing and Outlook Survey

Table 16-1

Q.16 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to the County of Orange?

												Geographic				
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	89	47	42	30	40	15	4	17	35	23	14	15	19	23	14	18
	25.4	30.7	21.3	24.2	26.5	25.4	25.0	27.0	25.0	34.8	17.3	32.6	22.4	29.5	23.0	22.5
Somewhat more likely to support	94	40	54	39	34	18	3	23	35	18	18	7	22	27	18	20
	26.9	26.1	27.4	31.5	22.5	30.5	18.8	36.5	25.0	27.3	22.2	15.2	25.9	34.6	29.5	25.0
Makes no difference to me	42	19	23	13	21	7	1	12	18	3	9	4	13	8	8	9
	12.0	12.4	11.7	10.5	13.9	11.9	6.3	19.0	12.9	4.5	11.1	8.7	15.3	10.3	13.1	11.3
Somewhat less likely to support	28	9	19	8	16	2	2	3	15	4	6	5	4	7	5	7
	8.0	5.9	9.6	6.5	10.6	3.4	12.5	4.8	10.7	6.1	7.4	10.9	4.7	9.0	8.2	8.8
Much less likely to support	70	33	37	22	31	13	4	6	26	15	23	11	21	9	9	20
	20.0	21.6	18.8	17.7	20.5	22.0	25.0	9.5	18.6	22.7	28.4	23.9	24.7	11.5	14.8	25.0
More likely to support (Net)	183	87	96	69	74	33	7	40	70	41	32	22	41	50	32	38
	52.3	56.9	48.7	55.6	49.0	55.9	43.8	63.5	50.0	62.1	39.5	47.8	48.2	64.1	52.5	47.5
Less likely to support (Net)	98	42	56	30	47	15	6	9	41	19	29	16	25	16	14	27
	28.0	27.5	28.4	24.2	31.1	25.4	37.5	14.3	29.3	28.8	35.8	34.8	29.4	20.5	23.0	33.8
Unsure	27	5	22	12	9	4	2	2	11	3	11	4	6	4	7	6
	7.7	3.3	11.2	9.7	6.0	6.8	12.5	3.2	7.9	4.5	13.6	8.7	7.1	5.1	11.5	7.5

OC Fair Customer, Marketing and Outlook Survey

Table 16-2

Q.16 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to the County of Orange?

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5			Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Much more likely to support	89 25.4	18 19.4	12 22.6	18 27.7	9 31.0	15 27.3	2 40.0	15 30.0	23 19.3	5 20.0	61 29.6	4 15.4	41 30.1	20 34.5	19 25.7	5 8.9
Somewhat more likely to support	94 26.9	19 20.4	17 32.1	16 24.6	4 13.8	18 32.7	1 20.0	19 38.0	25 21.0	10 40.0	59 28.6	10 38.5	40 29.4	8 13.8	19 25.7	17 30.4
Makes no difference to me	42 12.0	15 16.1	3 5.7	8 12.3	5 17.2	4 7.3	1 20.0	6 12.0	14 11.8	1 4.0	27 13.1	4 15.4	16 11.8	5 8.6	9 12.2	8 14.3
Somewhat less likely to support	28 8.0	11 11.8	2 3.8	6 9.2	4 13.8	2 3.6	0 0.0	3 6.0	13 10.9	1 4.0	14 6.8	2 7.7	6 4.4	8 13.8	5 6.8	7 12.5
Much less likely to support	70 20.0	24 25.8	14 26.4	15 23.1	4 13.8	9 16.4	0 0.0	4 8.0	31 26.1	5 20.0	34 16.5	4 15.4	20 14.7	15 25.9	16 21.6	15 26.8
More likely to support (Net)	183 52.3	37 39.8	29 54.7	34 52.3	13 44.8	33 60.0	3 60.0	34 68.0	48 40.3	15 60.0	120 58.3	14 53.8	81 59.6	28 48.3	38 51.4	22 39.3
Less likely to support (Net)	98 28.0	35 37.6	16 30.2	21 32.3	8 27.6	11 20.0	0 0.0	7 14.0	44 37.0	6 24.0	48 23.3	6 23.1	26 19.1	23 39.7	21 28.4	22 39.3
Unsure	27 7.7	6 6.5	5 9.4	2 3.1	3 10.3	7 12.7	1 20.0	3 6.0	13 10.9	3 12.0	11 5.3	2 7.7	13 9.6	2 3.4	6 8.1	4 7.1

OC Fair Customer, Marketing and Outlook Survey

Table 16-3

Q.16 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to the County of Orange?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	89	29	18	23	19	10	25	10	2	20	15	5	2	20	20	10	2	10	20	5	2
	25.4	34.9	25.7	19.2	24.7	24.4	31.6	38.5	28.6	24.1	20.8	15.2	22.2	26.3	27.4	21.7	25.0	20.8	25.6	38.5	25.0
Somewhat more likely to support	94	21	19	37	17	15	18	5	2	24	16	13	1	24	16	16	2	15	18	2	1
	26.9	25.3	27.1	30.8	22.1	36.6	22.8	19.2	28.6	28.9	22.2	39.4	11.1	31.6	21.9	34.8	25.0	31.3	23.1	15.4	12.5
Makes no difference to me	42	12	7	18	5	6	8	5	0	7	13	2	1	10	13	6	1	3	8	1	0
	12.0	14.5	10.0	15.0	6.5	14.6	10.1	19.2		8.4	18.1	6.1	11.1	13.2	17.8	13.0	12.5	6.3	10.3	7.7	
Somewhat less likely to support	28	6	3	12	7	2	6	1	0	6	10	1	2	6	9	2	1	2	7	0	1
	8.0	7.2	4.3	10.0	9.1	4.9	7.6	3.8		7.2	13.9	3.0	22.2	7.9	12.3	4.3	12.5	4.2	9.0		12.5
Much less likely to support	70	12	21	20	17	7	20	4	2	15	11	9	2	9	13	9	1	13	18	4	3
	20.0	14.5	30.0	16.7	22.1	17.1	25.3	15.4	28.6	18.1	15.3	27.3	22.2	11.8	17.8	19.6	12.5	27.1	23.1	30.8	37.5
More likely to support (Net)	183	50	37	60	36	25	43	15	4	44	31	18	3	44	36	26	4	25	38	7	3
	52.3	60.2	52.9	50.0	46.8	61.0	54.4	57.7	57.1	53.0	43.1	54.5	33.3	57.9	49.3	56.5	50.0	52.1	48.7	53.8	37.5
Less likely to support (Net)	98	18	24	32	24	9	26	5	2	21	21	10	4	15	22	11	2	15	25	4	4
	28.0	21.7	34.3	26.7	31.2	22.0	32.9	19.2	28.6	25.3	29.2	30.3	44.4	19.7	30.1	23.9	25.0	31.3	32.1	30.8	50.0
Unsure	27	3	2	10	12	1	2	1	1	11	7	3	1	7	2	3	1	5	7	1	1
	7.7	3.6	2.9	8.3	15.6	2.4	2.5	3.8	14.3	13.3	9.7	9.1	11.1	9.2	2.7	6.5	12.5	10.4	9.0	7.7	12.5

OC Fair Customer, Marketing and Outlook Survey

Table 16-4

Q.16 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to the County of Orange?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Much more likely to support	89 25.4	19 35.2	58 24.9	1 20.0	6 27.3	5 20.0	0	50 31.3	22 17.1	17 29.3	0
Somewhat more likely to support	94 26.9	13 24.1	69 29.6	1 20.0	5 22.7	5 20.0	1 9.1	43 26.9	36 27.9	13 22.4	2 66.7
Makes no difference to me	42 12.0	3 5.6	24 10.3	3 60.0	6 27.3	2 8.0	4 36.4	18 11.3	14 10.9	10 17.2	0
Somewhat less likely to support	28 8.0	2 3.7	20 8.6	0	3 13.6	2 8.0	1 9.1	17 10.6	9 7.0	1 1.7	1 33.3
Much less likely to support	70 20.0	9 16.7	51 21.9	0	1 4.5	6 24.0	3 27.3	26 16.3	36 27.9	8 13.8	0
More likely to support (Net)	183 52.3	32 59.3	127 54.5	2 40.0	11 50.0	10 40.0	1 9.1	93 58.1	58 45.0	30 51.7	2 66.7
Less likely to support (Net)	98 28.0	11 20.4	71 30.5	0	4 18.2	8 32.0	4 36.4	43 26.9	45 34.9	9 15.5	1 33.3
Unsure	27 7.7	8 14.8	11 4.7	0	1 4.5	5 20.0	2 18.2	6 3.8	12 9.3	9 15.5	0

OC Fair Customer, Marketing and Outlook Survey

Table 17-1

Q.17 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Another possibility would be for the state to sell the Orange County Fairgrounds to a for-profit corporation with no guarantee it would continue to operate as a fair. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a for-profit corporation?

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	18	10	8	4	13	0	1	3	7	6	2	5	4	6	1	2
	5.1	6.5	4.1	3.2	8.6		6.3	4.8	5.0	9.1	2.5	10.9	4.7	7.7	1.6	2.5
Somewhat more likely to support	13	7	6	3	9	0	1	2	4	3	4	2	2	0	2	7
	3.7	4.6	3.0	2.4	6.0		6.3	3.2	2.9	4.5	4.9	4.3	2.4		3.3	8.8
Makes no difference to me	18	10	8	8	5	5	0	4	6	4	4	1	3	5	2	7
	5.1	6.5	4.1	6.5	3.3	8.5		6.3	4.3	6.1	4.9	2.2	3.5	6.4	3.3	8.8
Somewhat less likely to support	51	21	30	17	20	11	3	8	19	10	14	3	12	16	7	13
	14.6	13.7	15.2	13.7	13.2	18.6	18.8	12.7	13.6	15.2	17.3	6.5	14.1	20.5	11.5	16.3
Much less likely to support	243	101	142	91	100	41	11	45	99	43	56	34	62	50	48	49
	69.4	66.0	72.1	73.4	66.2	69.5	68.8	71.4	70.7	65.2	69.1	73.9	72.9	64.1	78.7	61.3
More likely to support (Net)	31	17	14	7	22	0	2	5	11	9	6	7	6	6	3	9
	8.9	11.1	7.1	5.6	14.6		12.5	7.9	7.9	13.6	7.4	15.2	7.1	7.7	4.9	11.3
Less likely to support (Net)	294	122	172	108	120	52	14	53	118	53	70	37	74	66	55	62
	84.0	79.7	87.3	87.1	79.5	88.1	87.5	84.1	84.3	80.3	86.4	80.4	87.1	84.6	90.2	77.5
Unsure	7	4	3	1	4	2	0	1	5	0	1	1	2	1	1	2
	2.0	2.6	1.5	0.8	2.6	3.4		1.6	3.6		1.2	2.2	2.4	1.3	1.6	2.5

OC Fair Customer, Marketing and Outlook Survey

Table 17-2

Q.17 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Another possibility would be for the state to sell the Orange County Fairgrounds to a for-profit corporation with no guarantee it would continue to operate as a fair. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a for-profit corporation?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Much more likely to support	18 5.1	8 8.6	3 5.7	2 3.1	1 3.4	3 5.5	0	1 2.0	10 8.4	0	8 3.9	1 3.8	4 2.9	6 10.3	7 9.5	0
Somewhat more likely to support	13 3.7	6 6.5	0	2 3.1	0	2 3.6	1 20.0	2 4.0	6 5.0	1 4.0	6 2.9	2 7.7	5 3.7	3 5.2	2 2.7	1 1.8
Makes no difference to me	18 5.1	5 5.4	2 3.8	4 6.2	0	5 9.1	0	2 4.0	2 1.7	1 4.0	15 7.3	0	10 7.4	1 1.7	4 5.4	3 5.4
Somewhat less likely to support	51 14.6	14 15.1	11 20.8	7 10.8	2 6.9	8 14.5	3 60.0	6 12.0	18 15.1	3 12.0	30 14.6	7 26.9	14 10.3	8 13.8	15 20.3	7 12.5
Much less likely to support	243 69.4	59 63.4	35 66.0	49 75.4	25 86.2	36 65.5	1 20.0	38 76.0	80 67.2	18 72.0	145 70.4	16 61.5	98 72.1	40 69.0	44 59.5	45 80.4
More likely to support (Net)	31 8.9	14 15.1	3 5.7	4 6.2	1 3.4	5 9.1	1 20.0	3 6.0	16 13.4	1 4.0	14 6.8	3 11.5	9 6.6	9 15.5	9 12.2	1 1.8
Less likely to support (Net)	294 84.0	73 78.5	46 86.8	56 86.2	27 93.1	44 80.0	4 80.0	44 88.0	98 82.4	21 84.0	175 85.0	23 88.5	112 82.4	48 82.8	59 79.7	52 92.9
Unsure	7 2.0	1 1.1	2 3.8	1 1.5	1 3.4	1 1.8	0	1 2.0	3 2.5	2 8.0	2 1.0	0	5 3.7	0	2 2.7	0

OC Fair Customer, Marketing and Outlook Survey

Table 17-3

Q.17 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Another possibility would be for the state to sell the Orange County Fairgrounds to a for-profit corporation with no guarantee it would continue to operate as a fair. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a for-profit corporation?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	18	6	4	4	4	0	9	0	1	4	4	0	0	3	7	0	0	1	6	0	1
	5.1	7.2	5.7	3.3	5.2		11.4		14.3	4.8	5.6			3.9	9.6			2.1	7.7		12.5
Somewhat more likely to support	13	3	4	3	3	1	5	0	1	2	4	0	0	2	4	0	0	1	5	0	1
	3.7	3.6	5.7	2.5	3.9	2.4	6.3		14.3	2.4	5.6			2.6	5.5			2.1	6.4		12.5
Makes no difference to me	18	4	6	6	2	2	3	5	0	6	2	0	0	6	1	3	0	2	4	2	0
	5.1	4.8	8.6	5.0	2.6	4.9	3.8	19.2		7.2	2.8			7.9	1.4	6.5		4.2	5.1	15.4	
Somewhat less likely to support	51	11	10	16	14	5	10	5	1	12	10	6	2	8	7	11	1	9	13	0	2
	14.6	13.3	14.3	13.3	18.2	12.2	12.7	19.2	14.3	14.5	13.9	18.2	22.2	10.5	9.6	23.9	12.5	18.8	16.7		25.0
Much less likely to support	243	55	46	89	53	33	50	14	4	58	50	27	7	56	51	30	7	35	49	11	4
	69.4	66.3	65.7	74.2	68.8	80.5	63.3	53.8	57.1	69.9	69.4	81.8	77.8	73.7	69.9	65.2	87.5	72.9	62.8	84.6	50.0
More likely to support (Net)	31	9	8	7	7	1	14	0	2	6	8	0	0	5	11	0	0	2	11	0	2
	8.9	10.8	11.4	5.8	9.1	2.4	17.7		28.6	7.2	11.1			6.6	15.1			4.2	14.1		25.0
Less likely to support (Net)	294	66	56	105	67	38	60	19	5	70	60	33	9	64	58	41	8	44	62	11	6
	84.0	79.5	80.0	87.5	87.0	92.7	75.9	73.1	71.4	84.3	83.3	100.0	100.0	84.2	79.5	89.1	100.0	91.7	79.5	84.6	75.0
Unsure	7	4	0	2	1	0	2	2	0	1	2	0	0	1	3	2	0	0	1	0	0
	2.0	4.8		1.7	1.3		2.5	7.7		1.2	2.8			1.3	4.1	4.3			1.3		

OC Fair Customer, Marketing and Outlook Survey

Table 17-4

Q.17 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Another possibility would be for the state to sell the Orange County Fairgrounds to a for-profit corporation with no guarantee it would continue to operate as a fair. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a for-profit corporation?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Much more likely to support	18 5.1	2 3.7	9 3.9	0	2 9.1	3 12.0	2 18.2	8 5.0	8 6.2	2 3.4	0
Somewhat more likely to support	13 3.7	1 1.9	10 4.3	0	0	0	2 18.2	6 3.8	4 3.1	3 5.2	0
Makes no difference to me	18 5.1	2 3.7	10 4.3	2 40.0	1 4.5	0	3 27.3	6 3.8	5 3.9	7 12.1	0
Somewhat less likely to support	51 14.6	4 7.4	39 16.7	0	6 27.3	2 8.0	0	25 15.6	14 10.9	11 19.0	1 33.3
Much less likely to support	243 69.4	45 83.3	160 68.7	3 60.0	12 54.5	19 76.0	4 36.4	113 70.6	94 72.9	34 58.6	2 66.7
More likely to support (Net)	31 8.9	3 5.6	19 8.2	0	2 9.1	3 12.0	4 36.4	14 8.8	12 9.3	5 8.6	0
Less likely to support (Net)	294 84.0	49 90.7	199 85.4	3 60.0	18 81.8	21 84.0	4 36.4	138 86.3	108 83.7	45 77.6	3 100.0
Unsure	7 2.0	0	5 2.1	0	1 4.5	1 4.0	0	2 1.3	4 3.1	1 1.7	0

OC Fair Customer, Marketing and Outlook Survey

Table 18-1

Q.18 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Yet another possibility would be for the state to sell the Orange County Fairgrounds to a nonprofit foundation that would continue operating the Fairgrounds as it is today. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a nonprofit foundation that would continue operating the Fairgrounds as it is today?

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	110	39	71	48	44	13	5	25	37	21	27	15	29	19	23	24
	31.4	25.5	36.0	38.7	29.1	22.0	31.3	39.7	26.4	31.8	33.3	32.6	34.1	24.4	37.7	30.0
Somewhat more likely to support	106	47	59	34	47	23	2	22	41	22	21	17	23	26	17	23
	30.3	30.7	29.9	27.4	31.1	39.0	12.5	34.9	29.3	33.3	25.9	37.0	27.1	33.3	27.9	28.8
Makes no difference to me	26	14	12	7	12	5	2	5	11	3	7	2	7	6	3	8
	7.4	9.2	6.1	5.6	7.9	8.5	12.5	7.9	7.9	4.5	8.6	4.3	8.2	7.7	4.9	10.0
Somewhat less likely to support	32	15	17	12	14	5	1	5	14	5	8	5	6	7	5	9
	9.1	9.8	8.6	9.7	9.3	8.5	6.3	7.9	10.0	7.6	9.9	10.9	7.1	9.0	8.2	11.3
Much less likely to support	63	33	30	21	27	10	5	6	31	12	14	5	16	17	11	14
	18.0	21.6	15.2	16.9	17.9	16.9	31.3	9.5	22.1	18.2	17.3	10.9	18.8	21.8	18.0	17.5
More likely to support (Net)	216	86	130	82	91	36	7	47	78	43	48	32	52	45	40	47
	61.7	56.2	66.0	66.1	60.3	61.0	43.8	74.6	55.7	65.2	59.3	69.6	61.2	57.7	65.6	58.8
Less likely to support (Net)	95	48	47	33	41	15	6	11	45	17	22	10	22	24	16	23
	27.1	31.4	23.9	26.6	27.2	25.4	37.5	17.5	32.1	25.8	27.2	21.7	25.9	30.8	26.2	28.8
Unsure	13	5	8	2	7	3	1	0	6	3	4	2	4	3	2	2
	3.7	3.3	4.1	1.6	4.6	5.1	6.3	4.3	4.5	4.9	4.9	4.3	4.7	3.8	3.3	2.5

OC Fair Customer, Marketing and Outlook Survey

Table 18-2

Q.18 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so. ...* Yet another possibility would be for the state to sell the Orange County Fairgrounds to a nonprofit foundation that would continue operating the Fairgrounds as it is today. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a nonprofit foundation that would continue operating the Fairgrounds as it is today?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Much more likely to support	110 31.4	30 32.3	11 20.8	20 30.8	9 31.0	21 38.2	3 60.0	16 32.0	33 27.7	5 20.0	72 35.0	11 42.3	40 29.4	19 32.8	24 32.4	16 28.6
Somewhat more likely to support	106 30.3	23 24.7	20 37.7	21 32.3	10 34.5	13 23.6	1 20.0	18 36.0	39 32.8	8 32.0	59 28.6	5 19.2	41 30.1	19 32.8	20 27.0	21 37.5
Makes no difference to me	26 7.4	7 7.5	5 9.4	6 9.2	1 3.4	5 9.1	0	2 4.0	7 5.9	3 12.0	16 7.8	1 3.8	12 8.8	4 6.9	6 8.1	3 5.4
Somewhat less likely to support	32 9.1	11 11.8	4 7.5	4 6.2	2 6.9	6 10.9	0	5 10.0	8 6.7	3 12.0	21 10.2	1 3.8	15 11.0	4 6.9	8 10.8	4 7.1
Much less likely to support	63 18.0	15 16.1	10 18.9	12 18.5	6 20.7	10 18.2	1 20.0	9 18.0	25 21.0	4 16.0	34 16.5	8 30.8	25 18.4	10 17.2	10 13.5	10 17.9
More likely to support (Net)	216 61.7	53 57.0	31 58.5	41 63.1	19 65.5	34 61.8	4 80.0	34 68.0	72 60.5	13 52.0	131 63.6	16 61.5	81 59.6	38 65.5	44 59.5	37 66.1
Less likely to support (Net)	95 27.1	26 28.0	14 26.4	16 24.6	8 27.6	16 29.1	1 20.0	14 28.0	33 27.7	7 28.0	55 26.7	9 34.6	40 29.4	14 24.1	18 24.3	14 25.0
Unsure	13 3.7	7 7.5	3 5.7	2 3.1	1 3.4	0	0	0	7 5.9	2 8.0	4 1.9	0	3 2.2	2 3.4	6 8.1	2 3.6

OC Fair Customer, Marketing and Outlook Survey

Table 18-3

Q.18 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Yet another possibility would be for the state to sell the Orange County Fairgrounds to a nonprofit foundation that would continue operating the Fairgrounds as it is today. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a nonprofit foundation that would continue operating the Fairgrounds as it is today?

	Gender/Age				Party/Gender								Party/Age										
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	DTS Men	DTS Women	Other Men	Other Women	Dem 18-54	Dem 18-54	DTS 18-54	DTS 18-54	Other 18-54	Other 18-54	Dem 55+	Dem 55+	DTS 55+	DTS 55+	Other 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8		
Much more likely to support	110	22	17	40	31	12	18	7	2	36	26	6	3	29	21	9	3	19	23	4	2		
Somewhat more likely to support	106	22	25	41	18	12	27	7	1	22	20	16	1	19	23	20	1	15	24	3	1		
Makes no difference to me	26	9	5	7	5	3	7	3	1	4	5	2	1	5	6	5	0	2	6	0	2		
Somewhat less likely to support	32	7	8	12	5	3	8	3	1	9	6	2	0	8	8	3	0	4	6	2	1		
Much less likely to support	63	20	13	17	13	11	16	4	2	10	11	6	3	13	14	6	4	8	13	4	1		
More likely to support (Net)	216	44	42	81	49	24	45	14	3	58	46	22	4	48	44	29	4	34	47	7	3		
Less likely to support (Net)	95	27	21	29	18	14	24	7	3	19	17	8	3	21	22	9	4	12	19	6	2		
Unsure	13	3	2	3	5	0	3	2	0	2	4	1	1	2	1	3	0	0	6	0	1		

OC Fair Customer, Marketing and Outlook Survey

Table 18-4

Q.18 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Yet another possibility would be for the state to sell the Orange County Fairgrounds to a nonprofit foundation that would continue operating the Fairgrounds as it is today. Would you say that you are more likely or less likely to support the proposed sale of the Orange County Fairgrounds if it were sold to a nonprofit foundation that would continue operating the Fairgrounds as it is today?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Much more likely to support	110 31.4	17 31.5	76 32.6	0 36.4	8 36.0	9 36.0	0 36.4	53 33.1	40 31.0	16 27.6	1 33.3
Somewhat more likely to support	106 30.3	18 33.3	67 28.8	3 60.0	8 36.4	6 24.0	4 36.4	50 31.3	37 28.7	18 31.0	1 33.3
Makes no difference to me	26 7.4	2 3.7	16 6.9	1 20.0	3 13.6	0 0	4 36.4	9 5.6	9 7.0	8 13.8	0 0
Somewhat less likely to support	32 9.1	6 11.1	18 7.7	0 0	2 9.1	5 20.0	1 9.1	15 9.4	14 10.9	3 5.2	0 0
Much less likely to support	63 18.0	10 18.5	45 19.3	1 20.0	1 4.5	4 16.0	2 18.2	31 19.4	20 15.5	11 19.0	1 33.3
More likely to support (Net)	216 61.7	35 64.8	143 61.4	3 60.0	16 72.7	15 60.0	4 36.4	103 64.4	77 59.7	34 58.6	2 66.7
Less likely to support (Net)	95 27.1	16 29.6	63 27.0	1 20.0	3 13.6	9 36.0	3 27.3	46 28.8	34 26.4	14 24.1	1 33.3
Unsure	13 3.7	1 1.9	11 4.7	0 0	0 0	1 4.0	0 0	2 1.3	9 7.0	2 3.4	0 0

OC Fair Customer, Marketing and Outlook Survey

Table 19-1

Q.19 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The Orange County Fair Board passed a resolution supporting the sale of the land provided that it is sold only to a local non-profit organization that would continue the property's use as a fairgrounds and events center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	118	44	74	46	48	20	4	25	41	23	29	16	34	21	20	27
	33.7	28.8	37.6	37.1	31.8	33.9	25.0	39.7	29.3	34.8	35.8	34.8	40.0	26.9	32.8	33.8
Somewhat more likely to support	110	43	67	43	47	17	3	24	46	19	21	17	26	27	17	23
	31.4	28.1	34.0	34.7	31.1	28.8	18.8	38.1	32.9	28.8	25.9	37.0	30.6	34.6	27.9	28.8
Makes no difference to me	25	13	12	6	10	7	2	5	11	4	5	2	6	7	5	5
	7.1	8.5	6.1	4.8	6.6	11.9	12.5	7.9	7.9	6.1	6.2	4.3	7.1	9.0	8.2	6.3
Somewhat less likely to support	31	17	14	8	13	7	3	5	13	6	7	2	5	9	5	10
	8.9	11.1	7.1	6.5	8.6	11.9	18.8	7.9	9.3	9.1	8.6	4.3	5.9	11.5	8.2	12.5
Much less likely to support	55	30	25	19	28	5	3	3	26	10	16	7	12	10	12	14
	15.7	19.6	12.7	15.3	18.5	8.5	18.8	4.8	18.6	15.2	19.8	15.2	14.1	12.8	19.7	17.5
More likely to support (Net)	228	87	141	89	95	37	7	49	87	42	50	33	60	48	37	50
	65.1	56.9	71.6	71.8	62.9	62.7	43.8	77.8	62.1	63.6	61.7	71.7	70.6	61.5	60.7	62.5
Less likely to support (Net)	86	47	39	27	41	12	6	8	39	16	23	9	17	19	17	24
	24.6	30.7	19.8	21.8	27.2	20.3	37.5	12.7	27.9	24.2	28.4	19.6	20.0	24.4	27.9	30.0
Unsure	10	6	4	2	4	3	1	1	3	4	2	2	2	4	1	1
	2.9	3.9	2.0	1.6	2.6	5.1	6.3	1.6	2.1	6.1	2.5	4.3	2.4	5.1	1.6	1.3
Refused	1	0	1	0	1	0	0	0	0	0	1	0	0	0	1	0
	0.3		0.5		0.7						1.2				1.6	

OC Fair Customer, Marketing and Outlook Survey

Table 19-2

Q.19 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The Orange County Fair Board passed a resolution supporting the sale of the land provided that it is sold only to a local non-profit organization that would continue the property's use as a fairgrounds and events center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Much more likely to support	118 33.7	33 35.5	10 18.9	23 35.4	10 34.5	22 40.0	2 40.0	18 36.0	36 30.3	11 44.0	71 34.5	8 30.8	45 33.1	22 37.9	25 33.8	18 32.1
Somewhat more likely to support	110 31.4	22 23.7	22 41.5	25 38.5	10 34.5	16 29.1	1 20.0	14 28.0	36 30.3	7 28.0	67 32.5	8 30.8	42 30.9	18 31.0	24 32.4	18 32.1
Makes no difference to me	25 7.1	7 7.5	5 9.4	5 7.7	1 3.4	4 7.3	1 20.0	2 4.0	7 5.9	2 8.0	16 7.8	1 3.8	13 9.6	4 6.9	4 5.4	3 5.4
Somewhat less likely to support	31 8.9	12 12.9	5 9.4	4 6.2	1 3.4	3 5.5	0	6 12.0	8 6.7	2 8.0	21 10.2	1 3.8	12 8.8	5 8.6	8 10.8	5 8.9
Much less likely to support	55 15.7	15 16.1	9 17.0	6 9.2	6 20.7	10 18.2	1 20.0	8 16.0	25 21.0	3 12.0	27 13.1	7 26.9	21 15.4	7 12.1	11 14.9	9 16.1
More likely to support (Net)	228 65.1	55 59.1	32 60.4	48 73.8	20 69.0	38 69.1	3 60.0	32 64.0	72 60.5	18 72.0	138 67.0	16 61.5	87 64.0	40 69.0	49 66.2	36 64.3
Less likely to support (Net)	86 24.6	27 29.0	14 26.4	10 15.4	7 24.1	13 23.6	1 20.0	14 28.0	33 27.7	5 20.0	48 23.3	8 30.8	33 24.3	12 20.7	19 25.7	14 25.0
Unsure	10 2.9	3 3.2	2 3.8	2 3.1	1 3.4	0	0	2 4.0	6 5.0	0	4 1.9	1 3.8	3 2.2	2 3.4	2 2.7	2 3.6
Refused	1 0.3	1 1.1	0	0	0	0	0	0	1 0.8	0	0	0	0	0	0	1 1.8

OC Fair Customer, Marketing and Outlook Survey

Table 19-3

Q.19 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The Orange County Fair Board passed a resolution supporting the sale of the land provided that it is sold only to a local non-profit organization that would continue the property's use as a fairgrounds and events center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Gender/Age				Party/Gender								Party/Age										
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	Dem Men	Dem Women	DTS Men	DTS Women	DTS Men	DTS Women	Other Men	Other Women	Other Men	Other Women	Dem 55+	Dem 55+	DTS 55+	DTS 55+	Other 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	118	26	18	40	34	13	20	9	2	33	28	11	2	28	21	14	3	18	27	6	1		
	33.7	31.3	25.7	33.3	44.2	31.7	25.3	34.6	28.6	39.8	38.9	33.3	22.2	36.8	28.8	30.4	37.5	37.5	34.6	46.2	12.5		
Somewhat more likely to support	110	21	22	49	18	13	24	5	1	30	23	12	2	28	25	15	2	15	22	2	1		
	31.4	25.3	31.4	40.8	23.4	31.7	30.4	19.2	14.3	36.1	31.9	36.4	22.2	36.8	34.2	32.6	25.0	31.3	28.2	15.4	12.5		
Makes no difference to me	25	9	4	7	5	1	8	4	0	5	2	3	2	3	6	6	1	3	4	1	1		
	7.1	10.8	5.7	5.8	6.5	2.4	10.1	15.4		6.0	2.8	9.1	22.2	3.9	8.2	13.0	12.5	6.3	5.1	7.7	12.5		
Somewhat less likely to support	31	8	9	10	4	3	10	3	1	5	3	4	2	4	8	5	1	4	5	2	2		
	8.9	9.6	12.9	8.3	5.2	7.3	12.7	11.5	14.3	6.0	4.2	12.1	22.2	5.3	11.0	10.9	12.5	8.3	6.4	15.4	25.0		
Much less likely to support	55	16	14	13	12	10	15	3	2	9	13	2	1	13	12	3	1	6	16	2	2		
	15.7	19.3	20.0	10.8	15.6	24.4	19.0	11.5	28.6	10.8	18.1	6.1	11.1	17.1	16.4	6.5	12.5	12.5	20.5	15.4	25.0		
More likely to support (Net)	228	47	40	89	52	26	44	14	3	63	51	23	4	56	46	29	5	33	49	8	2		
	65.1	56.6	57.1	74.2	67.5	63.4	55.7	53.8	42.9	75.9	70.8	69.7	44.4	73.7	63.0	63.0	62.5	68.8	62.8	61.5	25.0		
Less likely to support (Net)	86	24	23	23	16	13	25	6	3	14	16	6	3	17	20	8	2	10	21	4	4		
	24.6	28.9	32.9	19.2	20.8	31.7	31.6	23.1	42.9	16.9	22.2	18.2	33.3	22.4	27.4	17.4	25.0	20.8	26.9	30.8	50.0		
Unsure	10	3	3	1	3	1	2	2	1	1	2	1	0	0	1	3	0	2	3	0	1		
	2.9	3.6	4.3	0.8	3.9	2.4	2.5	7.7	14.3	1.2	2.8	3.0			1.4	6.5		4.2	3.8		12.5		
Refused	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0		
	0.3				1.3						1.4								1.3				

OC Fair Customer, Marketing and Outlook Survey

Table 19-4

Q.19 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The Orange County Fair Board passed a resolution supporting the sale of the land provided that it is sold only to a local non-profit organization that would continue the property's use as a fairgrounds and events center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Much more likely to support	118 33.7	19 35.2	82 35.2	0 0.0	9 40.9	7 28.0	1 9.1	55 34.4	44 34.1	18 31.0	1 33.3
Somewhat more likely to support	110 31.4	18 33.3	70 30.0	3 60.0	8 36.4	9 36.0	2 18.2	57 35.6	37 28.7	16 27.6	0 0.0
Makes no difference to me	25 7.1	3 5.6	13 5.6	0 0.0	3 13.6	3 12.0	3 27.3	10 6.3	9 7.0	5 8.6	1 33.3
Somewhat less likely to support	31 8.9	6 11.1	22 9.4	0 0.0	0 0.0	1 4.0	2 18.2	13 8.1	15 11.6	2 3.4	1 33.3
Much less likely to support	55 15.7	7 13.0	37 15.9	2 40.0	1 4.5	5 20.0	3 27.3	23 14.4	20 15.5	12 20.7	0 0.0
More likely to support (Net)	228 65.1	37 68.5	152 65.2	3 60.0	17 77.3	16 64.0	3 27.3	112 70.0	81 62.8	34 58.6	1 33.3
Less likely to support (Net)	86 24.6	13 24.1	59 25.3	2 40.0	1 4.5	6 24.0	5 45.5	36 22.5	35 27.1	14 24.1	1 33.3
Unsure	10 2.9	1 1.9	8 3.4	0 0.0	1 4.5	0 0.0	0 0.0	2 1.3	3 2.3	5 8.6	0 0.0
Refused	1 0.3	0 0.0	1 0.4	0 0.0	0 0.0	0 0.0	0 0.0	0 0.0	1 0.8	0 0.0	0 0.0

OC Fair Customer, Marketing and Outlook Survey

Table 20-1

Q.20 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The OC Fair and Event Center Foundation is a nonprofit organization comprised of community members that is considering purchasing the Orange County Fairgrounds to maintain it as a fair and event center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	117	41	76	48	48	16	5	23	46	20	28	14	38	23	17	25
	33.4	26.8	38.6	38.7	31.8	27.1	31.3	36.5	32.9	30.3	34.6	30.4	44.7	29.5	27.9	31.3
Somewhat more likely to support	117	50	67	37	53	23	4	25	48	23	21	15	26	30	23	23
	33.4	32.7	34.0	29.8	35.1	39.0	25.0	39.7	34.3	34.8	25.9	32.6	30.6	38.5	37.7	28.8
Makes no difference to me	32	16	16	10	14	6	2	8	11	4	9	5	7	7	4	9
	9.1	10.5	8.1	8.1	9.3	10.2	12.5	12.7	7.9	6.1	11.1	10.9	8.2	9.0	6.6	11.3
Somewhat less likely to support	27	13	14	9	11	6	1	4	13	4	6	4	2	7	2	12
	7.7	8.5	7.1	7.3	7.3	10.2	6.3	6.3	9.3	6.1	7.4	8.7	2.4	9.0	3.3	15.0
Much less likely to support	37	22	15	10	18	6	3	2	18	5	12	5	9	6	10	7
	10.6	14.4	7.6	8.1	11.9	10.2	18.8	3.2	12.9	7.6	14.8	10.9	10.6	7.7	16.4	8.8
More likely to support (Net)	234	91	143	85	101	39	9	48	94	43	49	29	64	53	40	48
	66.9	59.5	72.6	68.5	66.9	66.1	56.3	76.2	67.1	65.2	60.5	63.0	75.3	67.9	65.6	60.0
Less likely to support (Net)	64	35	29	19	29	12	4	6	31	9	18	9	11	13	12	19
	18.3	22.9	14.7	15.3	19.2	20.3	25.0	9.5	22.1	13.6	22.2	19.6	12.9	16.7	19.7	23.8
Unsure	20	11	9	10	7	2	1	1	4	10	5	3	3	5	5	4
	5.7	7.2	4.6	8.1	4.6	3.4	6.3	1.6	2.9	15.2	6.2	6.5	3.5	6.4	8.2	5.0

OC Fair Customer, Marketing and Outlook Survey

Table 20-2

Q.20 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
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	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Much more likely to support	117 33.4	29 31.2	12 22.6	24 36.9	10 34.5	21 38.2	3 60.0	18 36.0	38 31.9	12 48.0	67 32.5	9 34.6	46 33.8	24 41.4	24 32.4	14 25.0
Somewhat more likely to support	117 33.4	29 31.2	24 45.3	22 33.8	11 37.9	16 29.1	1 20.0	14 28.0	35 29.4	7 28.0	75 36.4	9 34.6	43 31.6	20 34.5	25 33.8	20 35.7
Makes no difference to me	32 9.1	11 11.8	3 5.7	6 9.2	2 6.9	5 9.1	0	5 10.0	10 8.4	2 8.0	20 9.7	2 7.7	16 11.8	4 6.9	7 9.5	3 5.4
Somewhat less likely to support	27 7.7	9 9.7	3 5.7	5 7.7	2 6.9	4 7.3	0	4 8.0	8 6.7	1 4.0	18 8.7	1 3.8	12 8.8	3 5.2	5 6.8	6 10.7
Much less likely to support	37 10.6	11 11.8	6 11.3	5 7.7	1 3.4	6 10.9	1 20.0	7 14.0	19 16.0	2 8.0	16 7.8	4 15.4	13 9.6	5 8.6	9 12.2	6 10.7
More likely to support (Net)	234 66.9	58 62.4	36 67.9	46 70.8	21 72.4	37 67.3	4 80.0	32 64.0	73 61.3	19 76.0	142 68.9	18 69.2	89 65.4	44 75.9	49 66.2	34 60.7
Less likely to support (Net)	64 18.3	20 21.5	9 17.0	10 15.4	3 10.3	10 18.2	1 20.0	11 22.0	27 22.7	3 12.0	34 16.5	5 19.2	25 18.4	8 13.8	14 18.9	12 21.4
Unsure	20 5.7	4 4.3	5 9.4	3 4.6	3 10.3	3 5.5	0	2 4.0	9 7.6	1 4.0	10 4.9	1 3.8	6 4.4	2 3.4	4 5.4	7 12.5

OC Fair Customer, Marketing and Outlook Survey

Table 20-3

Q.20 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
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	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	GOP Men	GOP Women	DTS Men	DTS Women	Other Men	Other Women	Dem 18-54	Dem 55+	GOP 18-54	GOP 55+	DTS 18-54	DTS 55+	Other 18-54	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	117	26	15	43	33	12	21	6	2	36	27	10	3	30	23	11	5	18	25	5	0
	33.4	31.3	21.4	35.8	42.9	29.3	26.6	23.1	28.6	43.4	37.5	30.3	33.3	39.5	31.5	23.9	62.5	37.5	32.1	38.5	
Somewhat more likely to support	117	26	24	47	20	12	28	9	1	25	25	14	3	25	27	19	2	12	26	4	2
	33.4	31.3	34.3	39.2	26.0	29.3	35.4	34.6	14.3	30.1	34.7	42.4	33.3	32.9	37.0	41.3	25.0	25.0	33.3	30.8	25.0
Makes no difference to me	32	10	6	9	7	3	10	3	0	7	4	3	2	7	6	5	1	3	8	1	1
	9.1	12.0	8.6	7.5	9.1	7.3	12.7	11.5		8.4	5.6	9.1	22.2	9.2	8.2	10.9	12.5	6.3	10.3	7.7	12.5
Somewhat less likely to support	27	8	5	9	5	3	6	3	1	6	5	3	0	7	6	4	0	2	5	2	1
	7.7	9.6	7.1	7.5	6.5	7.3	7.6	11.5	14.3	7.2	6.9	9.1		9.2	8.2	8.7		4.2	6.4	15.4	12.5
Much less likely to support	37	11	11	9	6	5	11	4	2	5	7	2	1	5	10	5	0	5	8	1	3
	10.6	13.3	15.7	7.5	7.8	12.2	13.9	15.4	28.6	6.0	9.7	6.1	11.1	6.6	13.7	10.9		10.4	10.3	7.7	37.5
More likely to support (Net)	234	52	39	90	53	24	49	15	3	61	52	24	6	55	50	30	7	30	51	9	2
	66.9	62.7	55.7	75.0	68.8	58.5	62.0	57.7	42.9	73.5	72.2	72.7	66.7	72.4	68.5	65.2	87.5	62.5	65.4	69.2	25.0
Less likely to support (Net)	64	19	16	18	11	8	17	7	3	11	12	5	1	12	16	9	0	7	13	3	4
	18.3	22.9	22.9	15.0	14.3	19.5	21.5	26.9	42.9	13.3	16.7	15.2	11.1	15.8	21.9	19.6		14.6	16.7	23.1	50.0
Unsure	20	2	9	3	6	6	3	1	1	4	4	1	0	2	1	2	0	8	6	0	1
	5.7	2.4	12.9	2.5	7.8	14.6	3.8	3.8	14.3	4.8	5.6	3.0		2.6	1.4	4.3		16.7	7.7		12.5

OC Fair Customer, Marketing and Outlook Survey

Table 20-4

Q.20 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* The OC Fair and Event Center Foundation is a nonprofit organization comprised of community members that is considering purchasing the Orange County Fairgrounds to maintain it as a fair and event center. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Much more likely to support	117 33.4	21 38.9	77 33.0	2 40.0	8 36.4	9 36.0	0	59 36.9	36 27.9	21 36.2	1 33.3
Somewhat more likely to support	117 33.4	17 31.5	84 36.1	2 40.0	8 36.4	5 20.0	1 9.1	59 36.9	45 34.9	12 20.7	1 33.3
Makes no difference to me	32 9.1	6 11.1	16 6.9	1 20.0	3 13.6	2 8.0	4 36.4	14 8.8	10 7.8	8 13.8	0
Somewhat less likely to support	27 7.7	2 3.7	19 8.2	0	2 9.1	2 8.0	2 18.2	14 8.8	10 7.8	2 3.4	1 33.3
Much less likely to support	37 10.6	4 7.4	24 10.3	0	1 4.5	6 24.0	2 18.2	11 6.9	17 13.2	9 15.5	0
More likely to support (Net)	234 66.9	38 70.4	161 69.1	4 80.0	16 72.7	14 56.0	1 9.1	118 73.8	81 62.8	33 56.9	2 66.7
Less likely to support (Net)	64 18.3	6 11.1	43 18.5	0	3 13.6	8 32.0	4 36.4	25 15.6	27 20.9	11 19.0	1 33.3
Unsure	20 5.7	4 7.4	13 5.6	0	0	1 4.0	2 18.2	3 1.9	11 8.5	6 10.3	0

OC Fair Customer, Marketing and Outlook Survey

Table 21-1

Q.21 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Supporters say the plan to sell the Orange County Fairgrounds to a local non-profit organization would enable greater local control of the site, removing it from the control of the California Governor and legislature. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Geographic															
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial District 1	visorial District 2	visorial District 3	visorial District 4	visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	131	47	84	48	59	21	3	22	50	22	37	12	36	30	22	31
	37.4	30.7	42.6	38.7	39.1	35.6	18.8	34.9	35.7	33.3	45.7	26.1	42.4	38.5	36.1	38.8
Somewhat more likely to support	93	44	49	35	37	17	4	17	44	17	15	16	23	24	13	17
	26.6	28.8	24.9	28.2	24.5	28.8	25.0	27.0	31.4	25.8	18.5	34.8	27.1	30.8	21.3	21.3
Makes no difference to me	33	15	18	12	12	7	2	11	12	6	4	3	9	7	7	7
	9.4	9.8	9.1	9.7	7.9	11.9	12.5	17.5	8.6	9.1	4.9	6.5	10.6	9.0	11.5	8.8
Somewhat less likely to support	32	15	17	14	11	5	2	9	9	7	7	6	5	6	4	11
	9.1	9.8	8.6	11.3	7.3	8.5	12.5	14.3	6.4	10.6	8.6	13.0	5.9	7.7	6.6	13.8
Much less likely to support	38	21	17	12	19	4	3	3	17	5	13	4	7	7	10	10
	10.9	13.7	8.6	9.7	12.6	6.8	18.8	4.8	12.1	7.6	16.0	8.7	8.2	9.0	16.4	12.5
More likely to support (Net)	224	91	133	83	96	38	7	39	94	39	52	28	59	54	35	48
	64.0	59.5	67.5	66.9	63.6	64.4	43.8	61.9	67.1	59.1	64.2	60.9	69.4	69.2	57.4	60.0
Less likely to support (Net)	70	36	34	26	30	9	5	12	26	12	20	10	12	13	14	21
	20.0	23.5	17.3	21.0	19.9	15.3	31.3	19.0	18.6	18.2	24.7	21.7	14.1	16.7	23.0	26.3
Unsure	21	11	10	3	12	4	2	0	8	8	5	5	3	4	5	4
	6.0	7.2	5.1	2.4	7.9	6.8	12.5		5.7	12.1	6.2	10.9	3.5	5.1	8.2	5.0
Refused	2	0	2	0	1	1	0	1	0	1	0	0	2	0	0	0
	0.6		1.0		0.7	1.7		1.6		1.5			2.4			

OC Fair Customer, Marketing and Outlook Survey

Table 21-2

Q.21 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Supporters say the plan to sell the Orange County Fairgrounds to a local non-profit organization would enable greater local control of the site, removing it from the control of the California Governor and legislature. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350	93	53	65	29	55	5	50	119	25	206	26	136	58	74	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Much more likely to support	131	37	19	28	9	22	0	16	47	10	74	6	52	22	32	19
	37.4	39.8	35.8	43.1	31.0	40.0		32.0	39.5	40.0	35.9	23.1	38.2	37.9	43.2	33.9
Somewhat more likely to support	93	24	17	17	7	11	2	15	26	6	61	8	31	20	17	17
	26.6	25.8	32.1	26.2	24.1	20.0	40.0	30.0	21.8	24.0	29.6	30.8	22.8	34.5	23.0	30.4
Makes no difference to me	33	7	5	7	4	5	0	5	10	5	18	1	17	5	7	3
	9.4	7.5	9.4	10.8	13.8	9.1		10.0	8.4	20.0	8.7	3.8	12.5	8.6	9.5	5.4
Somewhat less likely to support	32	8	3	4	4	6	1	6	9	1	22	4	17	2	4	5
	9.1	8.6	5.7	6.2	13.8	10.9	20.0	12.0	7.6	4.0	10.7	15.4	12.5	3.4	5.4	8.9
Much less likely to support	38	10	5	7	3	8	1	4	17	1	20	4	12	6	8	8
	10.9	10.8	9.4	10.8	10.3	14.5	20.0	8.0	14.3	4.0	9.7	15.4	8.8	10.3	10.8	14.3
More likely to support (Net)	224	61	36	45	16	33	2	31	73	16	135	14	83	42	49	36
	64.0	65.6	67.9	69.2	55.2	60.0	40.0	62.0	61.3	64.0	65.5	53.8	61.0	72.4	66.2	64.3
Less likely to support (Net)	70	18	8	11	7	14	2	10	26	2	42	8	29	8	12	13
	20.0	19.4	15.1	16.9	24.1	25.5	40.0	20.0	21.8	8.0	20.4	30.8	21.3	13.8	16.2	23.2
Unsure	21	6	4	2	2	3	1	3	10	2	9	2	7	2	6	4
	6.0	6.5	7.5	3.1	6.9	5.5	20.0	6.0	8.4	8.0	4.4	7.7	5.1	3.4	8.1	7.1
Refused	2	1	0	0	0	0	0	1	0	0	2	1	0	1	0	0
	0.6	1.1						2.0			1.0	3.8		1.7		

OC Fair Customer, Marketing and Outlook Survey

Table 21-3

Q.21 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Supporters say the plan to sell the Orange County Fairgrounds to a local non-profit organization would enable greater local control of the site, removing it from the control of the California Governor and legislature. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Gender/Age				Party/Gender								Party/Age												
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	GOP Men	GOP Women	DTS Men	DTS Women	Other Men	Other Women	Dem 18-54	Dem 18-54	DTS 18-54	DTS 18-54	Other 18-54	Other 18-54	Dem 55+	Dem 55+	DTS 55+	DTS 55+	Other 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8	100.0	100.0	100.0	100.0
Much more likely to support	131	28	19	44	40	12	26	8	1	36	33	13	2	26	29	16	1	22	30	5	2	37.4	33.7	27.1	36.7
Somewhat more likely to support	93	28	16	33	16	14	21	7	2	21	16	10	2	23	21	15	2	12	16	2	2	26.6	33.7	22.9	27.5
Makes no difference to me	33	9	6	14	4	4	8	3	0	8	4	4	2	10	5	6	2	2	7	1	0	9.4	10.8	8.6	11.7
Somewhat less likely to support	32	6	9	12	5	5	6	3	1	9	5	2	1	10	4	3	1	4	7	2	1	9.1	7.2	12.9	10.0
Much less likely to support	38	10	11	10	7	5	12	3	1	7	7	1	2	7	9	2	2	5	10	2	1	10.9	12.0	15.7	8.3
More likely to support (Net)	224	56	35	77	56	26	47	15	3	57	49	23	4	49	50	31	3	34	46	7	4	64.0	67.5	50.0	64.2
Less likely to support (Net)	70	16	20	22	12	10	18	6	2	16	12	3	3	17	13	5	3	9	17	4	2	20.0	19.3	28.6	18.3
Unsure	21	2	9	6	4	1	6	2	2	2	6	2	0	0	5	3	0	3	7	1	2	6.0	2.4	12.9	5.0
Refused	2	0	0	1	1	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	0	0.6	0	0	0.8

OC Fair Customer, Marketing and Outlook Survey

Table 21-4

Q.21 Now I am going to read to you some background information about the state's proposal to sell the Orange County Fairgrounds. Please listen to each item and then tell me if it makes you more likely or less likely support the proposed sale. If it makes no difference to you, just say so.
 ...* Supporters say the plan to sell the Orange County Fairgrounds to a local non-profit organization would enable greater local control of the site, removing it from the control of the California Governor and legislature. Does knowing this make you more likely or less likely to support the proposed sale of the Orange County Fairgrounds?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			Ref
								Right track	Wrong track	Unsure	
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Much more likely to support	131 37.4	20 37.0	92 39.5	3 60.0	6 27.3	8 32.0	2 18.2	56 35.0	50 38.8	24 41.4	1 33.3
Somewhat more likely to support	93 26.6	15 27.8	61 26.2	1 20.0	8 36.4	6 24.0	2 18.2	48 30.0	35 27.1	9 15.5	1 33.3
Makes no difference to me	33 9.4	3 5.6	21 9.0	1 20.0	3 13.6	2 8.0	3 27.3	14 8.8	12 9.3	6 10.3	1 33.3
Somewhat less likely to support	32 9.1	6 11.1	21 9.0	0	3 13.6	2 8.0	0	20 12.5	10 7.8	2 3.4	0
Much less likely to support	38 10.9	9 16.7	24 10.3	0	0	4 16.0	1 9.1	15 9.4	13 10.1	10 17.2	0
More likely to support (Net)	224 64.0	35 64.8	153 65.7	4 80.0	14 63.6	14 56.0	4 36.4	104 65.0	85 65.9	33 56.9	2 66.7
Less likely to support (Net)	70 20.0	15 27.8	45 19.3	0	3 13.6	6 24.0	1 9.1	35 21.9	23 17.8	12 20.7	0
Unsure	21 6.0	1 1.9	13 5.6	0	2 9.1	3 12.0	2 18.2	5 3.1	9 7.0	7 12.1	0
Refused	2 0.6	0	1 0.4	0	0	0	1 9.1	2 1.3	0	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 22-1

Q.22 Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

PARKER says: "We should consider selling the Orange County Fairgrounds to a local non-profit organization. In these turbulent times, it's important that this valuable asset which is the site of many of our Orange County traditions like the OC Fair and the OC Marketplace is locally controlled." NICHOLS says: "We don't gain local accountability if the state sells the Orange County Fairgrounds. If the land is sold to a private organization, the OC Fair and the OC Marketplace faces an uncertain future that will ultimately be dictated by revenues and costs. The state shouldn't sell the Orange County Fairgrounds." With whom do you agree more, PARKER or NICHOLS?

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PARKER who says we should consider selling the Orange County Fairgrounds	195	83	112	75	78	32	10	37	81	37	40	21	52	45	30	47
	55.7	54.2	56.9	60.5	51.7	54.2	62.5	58.7	57.9	56.1	49.4	45.7	61.2	57.7	49.2	58.8
NICHOLS who says we should not consider selling the Orange County Fairgrounds	129	60	69	41	60	24	4	23	49	25	32	20	27	27	26	29
	36.9	39.2	35.0	33.1	39.7	40.7	25.0	36.5	35.0	37.9	39.5	43.5	31.8	34.6	42.6	36.3
Unsure	24	9	15	7	13	2	2	2	10	3	9	4	5	6	5	4
	6.9	5.9	7.6	5.6	8.6	3.4	12.5	3.2	7.1	4.5	11.1	8.7	5.9	7.7	8.2	5.0
Refused	2	1	1	1	0	1	0	1	0	1	0	1	1	0	0	0
	0.6	0.7	0.5	0.8		1.7		1.6		1.5		2.2	1.2			

OC Fair Customer, Marketing and Outlook Survey

Table 22-2

Q.22 Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

PARKER says: "We should consider selling the Orange County Fairgrounds to a local non-profit organization. In these turbulent times, it's important that this valuable asset which is the site of many of our Orange County traditions like the OC Fair and the OC Marketplace is locally controlled." NICHOLS says: "We don't gain local accountability if the state sells the Orange County Fairgrounds. If the land is sold to a private organization, the OC Fair and the OC Marketplace faces an uncertain future that will ultimately be dictated by revenues and costs. The state shouldn't sell the Orange County Fairgrounds." With whom do you agree more, PARKER or NICHOLS?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
PARKER who says we should consider selling the Orange County Fairgrounds	195 55.7	50 53.8	32 60.4	34 52.3	18 62.1	31 56.4	2 40.0	28 56.0	60 50.4	15 60.0	120 58.3	11 42.3	76 55.9	36 62.1	45 60.8	27 48.2
NICHOLS who says we should not consider selling the Orange County Fairgrounds	129 36.9	35 37.6	16 30.2	29 44.6	9 31.0	20 36.4	2 40.0	18 36.0	46 38.7	8 32.0	75 36.4	11 42.3	51 37.5	19 32.8	23 31.1	25 44.6
Unsure	24 6.9	8 8.6	5 9.4	2 3.1	2 6.9	3 5.5	1 20.0	3 6.0	13 10.9	1 4.0	10 4.9	3 11.5	8 5.9	3 5.2	6 8.1	4 7.1
Refused	2 0.6	0	0	0	0	1 1.8	0	1 2.0	0	1 4.0	1 0.5	1 3.8	1 0.7	0	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 22-3

Q.22 Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

PARKER says: "We should consider selling the Orange County Fairgrounds to a local non-profit organization. In these turbulent times, it's important that this valuable asset which is the site of many of our Orange County traditions like the OC Fair and the OC Marketplace is locally controlled." NICHOLS says: "We don't gain local accountability if the state sells the Orange County Fairgrounds. If the land is sold to a private organization, the OC Fair and the OC Marketplace faces an uncertain future that will ultimately be dictated by revenues and costs. The state shouldn't sell the Orange County Fairgrounds." With whom do you agree more, PARKER or NICHOLS?

	Gender/Age				Party/Gender								Party/Age								
	Men	Men	Women	Women	Dem	GOP	DTS	Other	Dem	GOP	DTS	Other	Dem	GOP	DTS	Other	Dem	GOP	DTS	Other	
	18-54	55+	18-54	55+	Men	Men	Men	Men	Women	Women	Women	Women	18-54	18-54	18-54	18-54	55+	55+	55+	55+	
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PARKER who says we should consider selling the Orange County Fairgrounds	195	48	35	70	42	23	40	14	6	52	38	18	4	48	41	25	4	27	37	7	6
	55.7	57.8	50.0	58.3	54.5	56.1	50.6	53.8	85.7	62.7	52.8	54.5	44.4	63.2	56.2	54.3	50.0	56.3	47.4	53.8	75.0
NICHOLS who says we should not consider selling the Orange County Fairgrounds	129	31	29	41	28	15	34	11	0	26	26	13	4	25	26	18	3	16	34	6	1
	36.9	37.3	41.4	34.2	36.4	36.6	43.0	42.3		31.3	36.1	39.4	44.4	32.9	35.6	39.1	37.5	33.3	43.6	46.2	12.5
Unsure	24	4	5	8	7	2	5	1	1	5	8	1	1	3	6	2	1	4	7	0	1
	6.9	4.8	7.1	6.7	9.1	4.9	6.3	3.8	14.3	6.0	11.1	3.0	11.1	3.9	8.2	4.3	12.5	8.3	9.0		12.5
Refused	2	0	1	1	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0
	0.6		1.4	0.8		2.4						3.0				2.2		2.1			

OC Fair Customer, Marketing and Outlook Survey

Table 22-4

Q.22 Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

PARKER says: "We should consider selling the Orange County Fairgrounds to a local non-profit organization. In these turbulent times, it's important that this valuable asset which is the site of many of our Orange County traditions like the OC Fair and the OC Marketplace is locally controlled." NICHOLS says: "We don't gain local accountability if the state sells the Orange County Fairgrounds. If the land is sold to a private organization, the OC Fair and the OC Marketplace faces an uncertain future that will ultimately be dictated by revenues and costs. The state shouldn't sell the Orange County Fairgrounds." With whom do you agree more, PARKER or NICHOLS?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
PARKER who says we should consider selling the Orange County Fairgrounds	195 55.7	29 53.7	134 57.5	2 40.0	13 59.1	15 60.0	2 18.2	99 61.9	64 49.6	30 51.7	2 66.7
NICHOLS who says we should not consider selling the Orange County Fairgrounds	129 36.9	23 42.6	80 34.3	3 60.0	8 36.4	9 36.0	6 54.5	53 33.1	51 39.5	24 41.4	1 33.3
Unsure	24 6.9	1 1.9	18 7.7	0	1 4.5	1 4.0	3 27.3	7 4.4	13 10.1	4 6.9	0
Refused	2 0.6	1 1.9	1 0.4	0	0	0	0	1 0.6	1 0.8	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 23-1

Q.23 Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

SMITH says: "Selling the Orange County Fairgrounds to a nonprofit doesn't add up. The property is worth between 96 million to 180 million dollars if developers would be allowed to build high density condos and strip malls. How can a nonprofit take on that kind of debt and keep the OC Fair and the OC Marketplace the same without increasing costs to vendors and fees for visitors?" JONES says: "The Orange County Fairgrounds has many zoning constraints that mean the land would have to be used the same way it has always has, no matter who owns it. That means far fewer organizations will be interested in purchasing it, and therefore the cost will be nowhere near the current 96 to 180 million dollar estimates. There would be no reason for a purchasing organization to change operations, raise rents or increase fees if the cost is significantly lower. We should consider selling the Orange County Fairgrounds." With whom do you agree more, SMITH or JONES?

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SMITH who says we should not consider selling the Orange County Fairgrounds	135	64	71	51	52	25	7	20	56	28	31	17	28	31	28	31
	38.6	41.8	36.0	41.1	34.4	42.4	43.8	31.7	40.0	42.4	38.3	37.0	32.9	39.7	45.9	38.8
JONES who says we should consider selling the Orange County Fairgrounds	161	73	88	58	74	24	5	37	62	24	38	25	38	40	25	33
	46.0	47.7	44.7	46.8	49.0	40.7	31.3	58.7	44.3	36.4	46.9	54.3	44.7	51.3	41.0	41.3
Unsure	51	16	35	14	24	9	4	6	22	12	11	4	16	7	8	16
	14.6	10.5	17.8	11.3	15.9	15.3	25.0	9.5	15.7	18.2	13.6	8.7	18.8	9.0	13.1	20.0
Refused	3	0	3	1	1	1	0	0	0	2	1	0	3	0	0	0
	0.9		1.5	0.8	0.7	1.7				3.0	1.2		3.5			

OC Fair Customer, Marketing and Outlook Survey

Table 23-2

Q.23 Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

SMITH says: "Selling the Orange County Fairgrounds to a nonprofit doesn't add up. The property is worth between 96 million to 180 million dollars if developers would be allowed to build high density condos and strip malls. How can a nonprofit take on that kind of debt and keep the OC Fair and the OC Marketplace the same without increasing costs to vendors and fees for visitors?" JONES says: "The Orange County Fairgrounds has many zoning constraints that mean the land would have to be used the same way it has always has, no matter who owns it. That means far fewer organizations will be interested in purchasing it, and therefore the cost will be nowhere near the current 96 to 180 million dollar estimates. There would be no reason for a purchasing organization to change operations, raise rents or increase fees if the cost is significantly lower. We should consider selling the Orange County Fairgrounds." With whom do you agree more, SMITH or JONES?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350	93	53	65	29	55	5	50	119	25	206	26	136	58	74	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SMITH who says we should not consider selling the Orange County Fairgrounds	135	31	22	23	6	28	2	23	41	10	84	11	53	21	25	25
	38.6	33.3	41.5	35.4	20.7	50.9	40.0	46.0	34.5	40.0	40.8	42.3	39.0	36.2	33.8	44.6
JONES who says we should consider selling the Orange County Fairgrounds	161	49	23	32	16	20	2	19	56	10	95	10	61	26	39	25
	46.0	52.7	43.4	49.2	55.2	36.4	40.0	38.0	47.1	40.0	46.1	38.5	44.9	44.8	52.7	44.6
Unsure	51	12	7	10	7	6	1	8	20	5	26	5	20	10	10	6
	14.6	12.9	13.2	15.4	24.1	10.9	20.0	16.0	16.8	20.0	12.6	19.2	14.7	17.2	13.5	10.7
Refused	3	1	1	0	0	1	0	0	2	0	1	0	2	1	0	0
	0.9	1.1	1.9			1.8			1.7		0.5		1.5	1.7		

OC Fair Customer, Marketing and Outlook Survey

Table 23-3

Q.23 Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

SMITH says: "Selling the Orange County Fairgrounds to a nonprofit doesn't add up. The property is worth between 96 million to 180 million dollars if developers would be allowed to build high density condos and strip malls. How can a nonprofit take on that kind of debt and keep the OC Fair and the OC Marketplace the same without increasing costs to vendors and fees for visitors?" JONES says: "The Orange County Fairgrounds has many zoning constraints that mean the land would have to be used the same way it has always has, no matter who owns it. That means far fewer organizations will be interested in purchasing it, and therefore the cost will be nowhere near the current 96 to 180 million dollar estimates. There would be no reason for a purchasing organization to change operations, raise rents or increase fees if the cost is significantly lower. We should consider selling the Orange County Fairgrounds." With whom do you agree more, SMITH or JONES?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SMITH who says we should not consider selling the Orange County Fairgrounds	135	29	35	47	24	18	30	13	3	33	22	12	4	30	23	20	3	21	29	5	4
	38.6	34.9	50.0	39.2	31.2	43.9	38.0	50.0	42.9	39.8	30.6	36.4	44.4	39.5	31.5	43.5	37.5	43.8	37.2	38.5	50.0
JONES who says we should consider selling the Orange County Fairgrounds	161	44	29	55	33	21	39	10	3	37	35	14	2	38	40	18	3	20	34	6	2
	46.0	53.0	41.4	45.8	42.9	51.2	49.4	38.5	42.9	44.6	48.6	42.4	22.2	50.0	54.8	39.1	37.5	41.7	43.6	46.2	25.0
Unsure	51	10	6	18	17	2	10	3	1	12	14	6	3	8	10	8	2	6	14	1	2
	14.6	12.0	8.6	15.0	22.1	4.9	12.7	11.5	14.3	14.5	19.4	18.2	33.3	10.5	13.7	17.4	25.0	12.5	17.9	7.7	25.0
Refused	3	0	0	0	3	0	0	0	0	1	1	1	0	0	0	0	0	1	1	1	0
	0.9				3.9					1.2	1.4	3.0						2.1	1.3	7.7	

OC Fair Customer, Marketing and Outlook Survey

Table 23-4

Q.23 Now I am going to read to you the statements of two Orange County residents. Please listen to each statement and tell me with whom you agree more.

SMITH says: "Selling the Orange County Fairgrounds to a nonprofit doesn't add up. The property is worth between 96 million to 180 million dollars if developers would be allowed to build high density condos and strip malls. How can a nonprofit take on that kind of debt and keep the OC Fair and the OC Marketplace the same without increasing costs to vendors and fees for visitors?" JONES says: "The Orange County Fairgrounds has many zoning constraints that mean the land would have to be used the same way it has always has, no matter who owns it. That means far fewer organizations will be interested in purchasing it, and therefore the cost will be nowhere near the current 96 to 180 million dollar estimates. There would be no reason for a purchasing organization to change operations, raise rents or increase fees if the cost is significantly lower. We should consider selling the Orange County Fairgrounds." With whom do you agree more, SMITH or JONES?

	Ethnicity						County				
	Total	Latino/	White/	Black/	Asian	Other	Ref	right track/wrong track			
		Hispanic	Cauc- asian	African American				Right	Wrong	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
SMITH who says we should not consider selling the Orange County Fairgrounds	135 38.6	26 48.1	86 36.9	1 20.0	11 50.0	8 32.0	3 27.3	58 36.3	47 36.4	28 48.3	2 66.7
JONES who says we should consider selling the Orange County Fairgrounds	161 46.0	24 44.4	109 46.8	4 80.0	6 27.3	12 48.0	6 54.5	84 52.5	57 44.2	19 32.8	1 33.3
Unsure	51 14.6	4 7.4	37 15.9	0	5 22.7	4 16.0	1 9.1	16 10.0	25 19.4	10 17.2	0
Refused	3 0.9	0	1 0.4	0	0	1 4.0	1 9.1	2 1.3	0	1 1.7	0

OC Fair Customer, Marketing and Outlook Survey

Table 24-1

Q.24 Based on what you know now, would you support or oppose the state of California selling the Orange County Fairgrounds to a local non-profit organization?

												Geographic				
	Gender		Party				Age Group					Super- visorial	Super- visorial	Super- visorial	Super- visorial	Super- visorial
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	District 1	District 2	District 3	District 4	District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Strongly support	73	35	38	28	35	9	1	8	32	15	18	9	15	20	11	18
	20.9	22.9	19.3	22.6	23.2	15.3	6.3	12.7	22.9	22.7	22.2	19.6	17.6	25.6	18.0	22.5
Somewhat support	122	53	69	45	47	24	6	31	44	22	25	10	38	25	20	29
	34.9	34.6	35.0	36.3	31.1	40.7	37.5	49.2	31.4	33.3	30.9	21.7	44.7	32.1	32.8	36.3
Makes no difference	7	4	3	1	5	1	0	0	1	2	4	0	1	1	3	2
	2.0	2.6	1.5	0.8	3.3	1.7			0.7	3.0	4.9		1.2	1.3	4.9	2.5
Somewhat oppose	35	9	26	16	11	6	2	8	16	4	7	4	5	7	10	9
	10.0	5.9	13.2	12.9	7.3	10.2	12.5	12.7	11.4	6.1	8.6	8.7	5.9	9.0	16.4	11.3
Strongly oppose	92	47	45	27	45	14	6	14	39	17	22	17	21	21	15	18
	26.3	30.7	22.8	21.8	29.8	23.7	37.5	22.2	27.9	25.8	27.2	37.0	24.7	26.9	24.6	22.5
Support (Net)	195	88	107	73	82	33	7	39	76	37	43	19	53	45	31	47
-----	55.7	57.5	54.3	58.9	54.3	55.9	43.8	61.9	54.3	56.1	53.1	41.3	62.4	57.7	50.8	58.8
Oppose (Net)	127	56	71	43	56	20	8	22	55	21	29	21	26	28	25	27
-----	36.3	36.6	36.0	34.7	37.1	33.9	50.0	34.9	39.3	31.8	35.8	45.7	30.6	35.9	41.0	33.8
Unsure	20	5	15	6	8	5	1	2	8	5	5	6	4	4	2	4
	5.7	3.3	7.6	4.8	5.3	8.5	6.3	3.2	5.7	7.6	6.2	13.0	4.7	5.1	3.3	5.0
Refused	1	0	1	1	0	0	0	0	0	1	0	0	1	0	0	0
	0.3		0.5	0.8						1.5			1.2			

OC Fair Customer, Marketing and Outlook Survey

Table 24-2

Q.24 Based on what you know now, would you support or oppose the state of California selling the Orange County Fairgrounds to a local non-profit organization?

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350	93	53	65	29	55	5	50	119	25	206	26	136	58	74	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Strongly support	73	26	11	12	7	11	1	5	23	7	43	4	28	13	13	15
	20.9	28.0	20.8	18.5	24.1	20.0	20.0	10.0	19.3	28.0	20.9	15.4	20.6	22.4	17.6	26.8
Somewhat support	122	29	20	23	11	15	2	22	38	7	77	6	53	21	25	17
	34.9	31.2	37.7	35.4	37.9	27.3	40.0	44.0	31.9	28.0	37.4	23.1	39.0	36.2	33.8	30.4
Makes no difference	7	3	2	0	0	1	0	1	1	3	3	1	1	0	4	1
	2.0	3.2	3.8			1.8		2.0	0.8	12.0	1.5	3.8	0.7		5.4	1.8
Somewhat oppose	35	10	2	5	2	8	1	7	11	2	22	4	12	7	6	6
	10.0	10.8	3.8	7.7	6.9	14.5	20.0	14.0	9.2	8.0	10.7	15.4	8.8	12.1	8.1	10.7
Strongly oppose	92	20	12	22	7	18	1	12	37	2	53	10	32	15	21	14
	26.3	21.5	22.6	33.8	24.1	32.7	20.0	24.0	31.1	8.0	25.7	38.5	23.5	25.9	28.4	25.0
Support (Net)	195	55	31	35	18	26	3	27	61	14	120	10	81	34	38	32
-----	55.7	59.1	58.5	53.8	62.1	47.3	60.0	54.0	51.3	56.0	58.3	38.5	59.6	58.6	51.4	57.1
Oppose (Net)	127	30	14	27	9	26	2	19	48	4	75	14	44	22	27	20
-----	36.3	32.3	26.4	41.5	31.0	47.3	40.0	38.0	40.3	16.0	36.4	53.8	32.4	37.9	36.5	35.7
Unsure	20	5	5	3	2	2	0	3	8	4	8	1	9	2	5	3
	5.7	5.4	9.4	4.6	6.9	3.6		6.0	6.7	16.0	3.9	3.8	6.6	3.4	6.8	5.4
Refused	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0
	0.3		1.9						0.8				0.7			

OC Fair Customer, Marketing and Outlook Survey

Table 24-3

Q.24 Based on what you know now, would you support or oppose the state of California selling the Orange County Fairgrounds to a local non-profit organization?

	Gender/Age				Party/Gender								Party/Age														
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	Dem Women	Dem Men	Dem Women	DTS Men	DTS Women	DTS Men	DTS Women	Other Men	Other Women	Other Men	Other Women	Dem 18-54	Dem 18-54	Dem 18-54	Dem 18-54	Dem 55+	Dem 55+	DTS 55+	DTS 55+	Other 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8						
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Strongly support	73	22	13	18	20	9	19	6	1	19	16	3	0	16	17	6	1	12	18	3	0						
	20.9	26.5	18.6	15.0	26.0	22.0	24.1	23.1	14.3	22.9	22.2	9.1		21.1	23.3	13.0	12.5	25.0	23.1	23.1							
Somewhat support	122	29	24	46	23	19	21	10	3	26	26	14	3	26	26	20	3	19	21	4	3						
	34.9	34.9	34.3	38.3	29.9	46.3	26.6	38.5	42.9	31.3	36.1	42.4	33.3	34.2	35.6	43.5	37.5	39.6	26.9	30.8	37.5						
Makes no difference	7	0	4	1	2	0	4	0	0	1	1	1	0	0	0	1	0	1	5	0	0						
	2.0		5.7	0.8	2.6		5.1			1.2	1.4	3.0				2.2		2.1	6.4								
Somewhat oppose	35	5	4	19	7	2	6	1	0	14	5	5	2	11	5	6	2	5	6	0	0						
	10.0	6.0	5.7	15.8	9.1	4.9	7.6	3.8		16.9	6.9	15.2	22.2	14.5	6.8	13.0	25.0	10.4	7.7								
Strongly oppose	92	25	22	28	17	11	27	7	2	16	18	7	4	20	22	9	2	7	23	5	4						
	26.3	30.1	31.4	23.3	22.1	26.8	34.2	26.9	28.6	19.3	25.0	21.2	44.4	26.3	30.1	19.6	25.0	14.6	29.5	38.5	50.0						
Support (Net)	195	51	37	64	43	28	40	16	4	45	42	17	3	42	43	26	4	31	39	7	3						
-----	55.7	61.4	52.9	53.3	55.8	68.3	50.6	61.5	57.1	54.2	58.3	51.5	33.3	55.3	58.9	56.5	50.0	64.6	50.0	53.8	37.5						
Oppose (Net)	127	30	26	47	24	13	33	8	2	30	23	12	6	31	27	15	4	12	29	5	4						
-----	36.3	36.1	37.1	39.2	31.2	31.7	41.8	30.8	28.6	36.1	31.9	36.4	66.7	40.8	37.0	32.6	50.0	25.0	37.2	38.5	50.0						
Unsure	20	2	3	8	7	0	2	2	1	6	6	3	0	3	3	4	0	3	5	1	1						
	5.7	2.4	4.3	6.7	9.1		2.5	7.7	14.3	7.2	8.3	9.1		3.9	4.1	8.7		6.3	6.4	7.7	12.5						
Refused	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0						
	0.3				1.3					1.2								2.1									

OC Fair Customer, Marketing and Outlook Survey

Table 24-4

Q.24 Based on what you know now, would you support or oppose the state of California selling the Orange County Fairgrounds to a local non-profit organization?

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Strongly support	73 20.9	10 18.5	52 22.3	1 20.0	2 9.1	7 28.0	1 9.1	34 21.3	28 21.7	10 17.2	1 33.3
Somewhat support	122 34.9	19 35.2	87 37.3	0	6 27.3	7 28.0	3 27.3	65 40.6	39 30.2	17 29.3	1 33.3
Makes no difference	7 2.0	0	3 1.3	0	1 4.5	1 4.0	2 18.2	3 1.9	2 1.6	2 3.4	0
Somewhat oppose	35 10.0	7 13.0	16 6.9	2 40.0	7 31.8	3 12.0	0	12 7.5	15 11.6	8 13.8	0
Strongly oppose	92 26.3	17 31.5	59 25.3	1 20.0	4 18.2	6 24.0	5 45.5	37 23.1	36 27.9	18 31.0	1 33.3
Support (Net) -----	195 55.7	29 53.7	139 59.7	1 20.0	8 36.4	14 56.0	4 36.4	99 61.9	67 51.9	27 46.6	2 66.7
Oppose (Net) -----	127 36.3	24 44.4	75 32.2	3 60.0	11 50.0	9 36.0	5 45.5	49 30.6	51 39.5	26 44.8	1 33.3
Unsure	20 5.7	1 1.9	15 6.4	1 20.0	2 9.1	1 4.0	0	8 5.0	9 7.0	3 5.2	0
Refused	1 0.3	0	1 0.4	0	0	0	0	1 0.6	0	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 25-1

Q.25 And finally for demographic purposes only, which of the following best describes your ethnic background?

												Geographic				
	Gender		Party				Age Group					Super-	Super-	Super-	Super-	Super-
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial	visorial	visorial	visorial	visorial
												District 1	District 2	District 3	District 4	District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Latino/Hispanic	54	17	37	36	10	5	3	17	25	7	5	20	10	3	17	4
	15.4	11.1	18.8	29.0	6.6	8.5	18.8	27.0	17.9	10.6	6.2	43.5	11.8	3.8	27.9	5.0
White/Caucasian	233	105	128	62	121	40	10	34	83	54	62	17	61	60	32	63
	66.6	68.6	65.0	50.0	80.1	67.8	62.5	54.0	59.3	81.8	76.5	37.0	71.8	76.9	52.5	78.8
Black/African American	5	2	3	5	0	0	0	0	4	0	1	1	0	2	1	1
	1.4	1.3	1.5	4.0					2.9		1.2	2.2		2.6	1.6	1.3
Asian	22	8	14	9	5	7	1	7	13	1	1	4	5	7	4	2
	6.3	5.2	7.1	7.3	3.3	11.9	6.3	11.1	9.3	1.5	1.2	8.7	5.9	9.0	6.6	2.5
Other	25	11	14	10	9	6	0	5	14	1	5	4	8	3	4	6
	7.1	7.2	7.1	8.1	6.0	10.2		7.9	10.0	1.5	6.2	8.7	9.4	3.8	6.6	7.5
Refused	11	10	1	2	6	1	2	0	1	3	7	0	1	3	3	4
	3.1	6.5	0.5	1.6	4.0	1.7	12.5		0.7	4.5	8.6		1.2	3.8	4.9	5.0

OC Fair Customer, Marketing and Outlook Survey

Table 25-2

Q.25 And finally for demographic purposes only, which of the following best describes your ethnic background?

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5			Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Latino/Hispanic	54 15.4	4 4.3	6 11.3	14 21.5	7 24.1	8 14.5	1 20.0	14 28.0	13 10.9	3 12.0	38 18.4	4 15.4	27 19.9	10 17.2	5 6.8	8 14.3
White/Caucasian	233 66.6	71 76.3	35 66.0	41 63.1	19 65.5	37 67.3	3 60.0	27 54.0	85 71.4	15 60.0	133 64.6	18 69.2	82 60.3	34 58.6	57 77.0	42 75.0
Black/African American	5 1.4	1 1.1	1 1.9	2 3.1	0	1 1.8	0	0	0	2 8.0	3 1.5	0	2 1.5	1 1.7	1 1.4	1 1.8
Asian	22 6.3	4 4.3	3 5.7	4 6.2	2 6.9	2 3.6	1 20.0	6 12.0	5 4.2	2 8.0	15 7.3	1 3.8	13 9.6	5 8.6	2 2.7	1 1.8
Other	25 7.1	5 5.4	7 13.2	3 4.6	1 3.4	6 10.9	0	3 6.0	11 9.2	2 8.0	12 5.8	3 11.5	10 7.4	6 10.3	6 8.1	0
Refused	11 3.1	8 8.6	1 1.9	1 1.5	0	1 1.8	0	0	5 4.2	1 4.0	5 2.4	0	2 1.5	2 3.4	3 4.1	4 7.1

OC Fair Customer, Marketing and Outlook Survey

Table 25-3

Q.25 And finally for demographic purposes only, which of the following best describes your ethnic background?

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Latino/Hispanic	54	11	6	31	6	11	4	1	1	25	6	4	2	28	6	5	3	8	4	0	0
	15.4	13.3	8.6	25.8	7.8	26.8	5.1	3.8	14.3	30.1	8.3	12.1	22.2	36.8	8.2	10.9	37.5	16.7	5.1		
White/Caucasian	233	52	53	65	63	21	62	18	4	41	59	22	6	28	57	28	4	34	64	12	6
	66.6	62.7	75.7	54.2	81.8	51.2	78.5	69.2	57.1	49.4	81.9	66.7	66.7	36.8	78.1	60.9	50.0	70.8	82.1	92.3	75.0
Black/African American	5	2	0	2	1	2	0	0	0	3	0	0	0	4	0	0	0	1	0	0	0
	1.4	2.4		1.7	1.3	4.9				3.6				5.3				2.1			
Asian	22	8	0	12	2	2	2	4	0	7	3	3	1	8	4	7	1	1	1	0	0
	6.3	9.6		10.0	2.6	4.9	2.5	15.4		8.4	4.2	9.1	11.1	10.5	5.5	15.2	12.5	2.1	1.3		
Other	25	9	2	10	4	3	6	2	0	7	3	4	0	8	6	5	0	2	3	1	0
	7.1	10.8	2.9	8.3	5.2	7.3	7.6	7.7		8.4	4.2	12.1		10.5	8.2	10.9		4.2	3.8	7.7	
Refused	11	1	9	0	1	2	5	1	2	0	1	0	0	0	0	1	0	2	6	0	2
	3.1	1.2	12.9		1.3	4.9	6.3	3.8	28.6		1.4					2.2		4.2	7.7		25.0

OC Fair Customer, Marketing and Outlook Survey

Table 25-4

Q.25 And finally for demographic purposes only, which of the following best describes your ethnic background?

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Latino/Hispanic	54 15.4	54 100.0	0	0	0	0	0	28 17.5	19 14.7	7 12.1	0
White/Caucasian	233 66.6	0	233 100.0	0	0	0	0	110 68.8	87 67.4	34 58.6	2 66.7
Black/African American	5 1.4	0	0	5 100.0	0	0	0	2 1.3	1 0.8	2 3.4	0
Asian	22 6.3	0	0	0	22 100.0	0	0	8 5.0	7 5.4	7 12.1	0
Other	25 7.1	0	0	0	0	25 100.0	0	11 6.9	9 7.0	5 8.6	0
Refused	11 3.1	0	0	0	0	0	11 100.0	1 0.6	6 4.7	3 5.2	1 33.3

OC Fair Customer, Marketing and Outlook Survey

Table 26-1
Gender (from sample)

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	153	153	0	41	79	26	7	28	55	36	34	23	36	35	21	38
	43.7	100.0		33.1	52.3	44.1	43.8	44.4	39.3	54.5	42.0	50.0	42.4	44.9	34.4	47.5
Female	197	0	197	83	72	33	9	35	85	30	47	23	49	43	40	42
	56.3		100.0	66.9	47.7	55.9	56.3	55.6	60.7	45.5	58.0	50.0	57.6	55.1	65.6	52.5

OC Fair Customer, Marketing and Outlook Survey

Table 26-2
Gender (from sample)

	Vote Propensity						Voter Type			Registration Date						
	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years	
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Male	153 43.7	47 50.5	26 49.1	29 44.6	11 37.9	20 36.4	1 20.0	19 38.0	48 40.3	11 44.0	94 45.6	9 34.6	52 38.2	28 48.3	32 43.2	32 57.1
Female	197 56.3	46 49.5	27 50.9	36 55.4	18 62.1	35 63.6	4 80.0	31 62.0	71 59.7	14 56.0	112 54.4	17 65.4	84 61.8	30 51.7	42 56.8	24 42.9

OC Fair Customer, Marketing and Outlook Survey

Table 26-3
Gender (from sample)

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	153	83	70	0	0	41	79	26	7	0	0	0	0	22	41	18	2	19	38	8	5
	43.7	100.0	100.0			100.0	100.0	100.0	100.0					28.9	56.2	39.1	25.0	39.6	48.7	61.5	62.5
Female	197	0	0	120	77	0	0	0	0	83	72	33	9	54	32	28	6	29	40	5	3
	56.3			100.0	100.0					100.0	100.0	100.0	100.0	71.1	43.8	60.9	75.0	60.4	51.3	38.5	37.5

OC Fair Customer, Marketing and Outlook Survey

Table 26-4
Gender (from sample)

	Ethnicity							County			
	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track	wrong track	Unsure	wrong track	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Male	153 43.7	17 31.5	105 45.1	2 40.0	8 36.4	11 44.0	10 90.9	71 44.4	57 44.2	23 39.7	2 66.7
Female	197 56.3	37 68.5	128 54.9	3 60.0	14 63.6	14 56.0	1 9.1	89 55.6	72 55.8	35 60.3	1 33.3

OC Fair Customer, Marketing and Outlook Survey

Table 27-1
Party (from sample)

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Democrat	124	41	83	124	0	0	0	25	51	21	27	23	37	25	20	19
	35.4	26.8	42.1	100.0				39.7	36.4	31.8	33.3	50.0	43.5	32.1	32.8	23.8
Republican	151	79	72	0	151	0	0	16	57	32	46	16	32	32	31	40
	43.1	51.6	36.5		100.0			25.4	40.7	48.5	56.8	34.8	37.6	41.0	50.8	50.0
DTS	59	26	33	0	0	59	0	19	27	10	3	7	11	17	7	17
	16.9	17.0	16.8			100.0		30.2	19.3	15.2	3.7	15.2	12.9	21.8	11.5	21.3
Other	16	7	9	0	0	0	16	3	5	3	5	0	5	4	3	4
	4.6	4.6	4.6				100.0	4.8	3.6	4.5	6.2		5.9	5.1	4.9	5.0

OC Fair Customer, Marketing and Outlook Survey

Table 27-2
Party (from sample)

	Vote Propensity						Voter Type					Registration Date				
	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years	
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Democrat	124 35.4	23 24.7	20 37.7	26 40.0	11 37.9	20 36.4	2 40.0	22 44.0	37 31.1	13 52.0	74 35.9	9 34.6	49 36.0	18 31.0	27 36.5	21 37.5
Republican	151 43.1	62 66.7	23 43.4	25 38.5	7 24.1	20 36.4	1 20.0	13 26.0	59 49.6	9 36.0	83 40.3	8 30.8	50 36.8	28 48.3	30 40.5	35 62.5
DTS	59 16.9	6 6.5	7 13.2	12 18.5	9 31.0	11 20.0	1 20.0	13 26.0	18 15.1	3 12.0	38 18.4	5 19.2	33 24.3	10 17.2	11 14.9	0
Other	16 4.6	2 2.2	3 5.7	2 3.1	2 6.9	4 7.3	1 20.0	2 4.0	5 4.2	0	11 5.3	4 15.4	4 2.9	2 3.4	6 8.1	0

OC Fair Customer, Marketing and Outlook Survey

Table 27-3
Party (from sample)

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Democrat	124	22	19	54	29	41	0	0	0	83	0	0	0	76	0	0	0	48	0	0	0
	35.4	26.5	27.1	45.0	37.7	100.0				100.0				100.0				100.0			
Republican	151	41	38	32	40	0	79	0	0	0	72	0	0	0	73	0	0	0	78	0	0
	43.1	49.4	54.3	26.7	51.9		100.0				100.0				100.0				100.0		
DTS	59	18	8	28	5	0	0	26	0	0	0	33	0	0	0	46	0	0	0	13	0
	16.9	21.7	11.4	23.3	6.5			100.0				100.0				100.0				100.0	
Other	16	2	5	6	3	0	0	0	7	0	0	0	9	0	0	0	8	0	0	0	8
	4.6	2.4	7.1	5.0	3.9				100.0				100.0				100.0				100.0

OC Fair Customer, Marketing and Outlook Survey

Table 27-4
Party (from sample)

	Ethnicity						County				
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track	wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Democrat	124 35.4	36 66.7	62 26.6	5 100.0	9 40.9	10 40.0	2 18.2	62 38.8	41 31.8	20 34.5	1 33.3
Republican	151 43.1	10 18.5	121 51.9	0	5 22.7	9 36.0	6 54.5	71 44.4	57 44.2	22 37.9	1 33.3
DTS	59 16.9	5 9.3	40 17.2	0	7 31.8	6 24.0	1 9.1	23 14.4	22 17.1	13 22.4	1 33.3
Other	16 4.6	3 5.6	10 4.3	0	1 4.5	0	2 18.2	4 2.5	9 7.0	3 5.2	0

OC Fair Customer, Marketing and Outlook Survey

Table 28-1
Age group (from sample)

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-34	63	28	35	25	16	19	3	63	0	0	0	15	18	14	9	7
	18.0	18.3	17.8	20.2	10.6	32.2	18.8	100.0				32.6	21.2	17.9	14.8	8.8
35-54	140	55	85	51	57	27	5	0	140	0	0	15	31	35	26	33
	40.0	35.9	43.1	41.1	37.7	45.8	31.3		100.0			32.6	36.5	44.9	42.6	41.3
55-64	66	36	30	21	32	10	3	0	0	66	0	9	15	15	9	18
	18.9	23.5	15.2	16.9	21.2	16.9	18.8			100.0		19.6	17.6	19.2	14.8	22.5
65 and older	81	34	47	27	46	3	5	0	0	0	81	7	21	14	17	22
	23.1	22.2	23.9	21.8	30.5	5.1	31.3				100.0	15.2	24.7	17.9	27.9	27.5

OC Fair Customer, Marketing and Outlook Survey

Table 28-2
Age group (from sample)

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350	93	53	65	29	55	5	50	119	25	206	26	136	58	74	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-34	63	1	0	12	11	10	1	28	6	0	57	12	44	5	2	0
	18.0	1.1		18.5	37.9	18.2	20.0	56.0	5.0		27.7	46.2	32.4	8.6	2.7	
35-54	140	30	22	32	15	23	2	16	47	9	84	8	53	40	30	9
	40.0	32.3	41.5	49.2	51.7	41.8	40.0	32.0	39.5	36.0	40.8	30.8	39.0	69.0	40.5	16.1
55-64	66	18	17	13	2	10	2	4	20	6	40	4	18	10	18	16
	18.9	19.4	32.1	20.0	6.9	18.2	40.0	8.0	16.8	24.0	19.4	15.4	13.2	17.2	24.3	28.6
65 and older	81	44	14	8	1	12	0	2	46	10	25	2	21	3	24	31
	23.1	47.3	26.4	12.3	3.4	21.8		4.0	38.7	40.0	12.1	7.7	15.4	5.2	32.4	55.4

OC Fair Customer, Marketing and Outlook Survey

Table 28-3
Age group (from sample)

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-34	63	28	0	35	0	10	8	9	1	15	8	10	2	25	16	19	3	0	0	0	0
	18.0	33.7		29.2		24.4	10.1	34.6	14.3	18.1	11.1	30.3	22.2	32.9	21.9	41.3	37.5				
35-54	140	55	0	85	0	12	33	9	1	39	24	18	4	51	57	27	5	0	0	0	0
	40.0	66.3		70.8		29.3	41.8	34.6	14.3	47.0	33.3	54.5	44.4	67.1	78.1	58.7	62.5				
55-64	66	0	36	0	30	11	17	6	2	10	15	4	1	0	0	0	0	21	32	10	3
	18.9		51.4		39.0	26.8	21.5	23.1	28.6	12.0	20.8	12.1	11.1					43.8	41.0	76.9	37.5
65 and older	81	0	34	0	47	8	21	2	3	19	25	1	2	0	0	0	0	27	46	3	5
	23.1		48.6		61.0	19.5	26.6	7.7	42.9	22.9	34.7	3.0	22.2					56.3	59.0	23.1	62.5

OC Fair Customer, Marketing and Outlook Survey

Table 28-4
Age group (from sample)

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track	wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
18-34	63 18.0	17 31.5	34 14.6	0	7 31.8	5 20.0	0	40 25.0	16 12.4	7 12.1	0
35-54	140 40.0	25 46.3	83 35.6	4 80.0	13 59.1	14 56.0	1 9.1	69 43.1	48 37.2	21 36.2	2 66.7
55-64	66 18.9	7 13.0	54 23.2	0	1 4.5	1 4.0	3 27.3	25 15.6	29 22.5	11 19.0	1 33.3
65 and older	81 23.1	5 9.3	62 26.6	1 20.0	1 4.5	5 20.0	7 63.6	26 16.3	36 27.9	19 32.8	0

OC Fair Customer, Marketing and Outlook Survey

Table 29-1
Geographic

												Geographic				
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial	visorial	visorial	visorial	visorial
												District 1	District 2	District 3	District 4	District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Supervisory District 1	46	23	23	23	16	7	0	15	15	9	7	46	0	0	0	0
	13.1	15.0	11.7	18.5	10.6	11.9		23.8	10.7	13.6	8.6	100.0				
Supervisory District 2	85	36	49	37	32	11	5	18	31	15	21	0	85	0	0	0
	24.3	23.5	24.9	29.8	21.2	18.6	31.3	28.6	22.1	22.7	25.9		100.0			
Supervisory District 3	78	35	43	25	32	17	4	14	35	15	14	0	0	78	0	0
	22.3	22.9	21.8	20.2	21.2	28.8	25.0	22.2	25.0	22.7	17.3			100.0		
Supervisory District 4	61	21	40	20	31	7	3	9	26	9	17	0	0	0	61	0
	17.4	13.7	20.3	16.1	20.5	11.9	18.8	14.3	18.6	13.6	21.0				100.0	
Supervisory District 5	80	38	42	19	40	17	4	7	33	18	22	0	0	0	0	80
	22.9	24.8	21.3	15.3	26.5	28.8	25.0	11.1	23.6	27.3	27.2					100.0

OC Fair Customer, Marketing and Outlook Survey

Table 29-2
Geographic

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Supervisory District 1	46 13.1	11 11.8	6 11.3	8 12.3	7 24.1	5 9.1	1 20.0	8 16.0	19 16.0	3 12.0	24 11.7	3 11.5	18 13.2	8 13.8	10 13.5	7 12.5
Supervisory District 2	85 24.3	23 24.7	13 24.5	18 27.7	6 20.7	10 18.2	1 20.0	14 28.0	28 23.5	9 36.0	48 23.3	8 30.8	29 21.3	17 29.3	15 20.3	16 28.6
Supervisory District 3	78 22.3	24 25.8	15 28.3	8 12.3	5 17.2	15 27.3	1 20.0	10 20.0	26 21.8	5 20.0	47 22.8	7 26.9	33 24.3	11 19.0	18 24.3	9 16.1
Supervisory District 4	61 17.4	16 17.2	6 11.3	16 24.6	5 17.2	7 12.7	1 20.0	10 20.0	22 18.5	7 28.0	32 15.5	2 7.7	28 20.6	6 10.3	11 14.9	14 25.0
Supervisory District 5	80 22.9	19 20.4	13 24.5	15 23.1	6 20.7	18 32.7	1 20.0	8 16.0	24 20.2	1 4.0	55 26.7	6 23.1	28 20.6	16 27.6	20 27.0	10 17.9

OC Fair Customer, Marketing and Outlook Survey

Table 29-3
Geographic

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Supervisory District 1	46	12	11	18	5	9	11	3	0	14	5	4	0	18	6	6	0	5	10	1	0
	13.1	14.5	15.7	15.0	6.5	22.0	13.9	11.5		16.9	6.9	12.1		23.7	8.2	13.0		10.4	12.8	7.7	
Supervisory District 2	85	22	14	27	22	10	22	3	1	27	10	8	4	20	17	9	3	17	15	2	2
	24.3	26.5	20.0	22.5	28.6	24.4	27.8	11.5	14.3	32.5	13.9	24.2	44.4	26.3	23.3	19.6	37.5	35.4	19.2	15.4	25.0
Supervisory District 3	78	22	13	27	16	9	18	6	2	16	14	11	2	15	18	14	2	10	14	3	2
	22.3	26.5	18.6	22.5	20.8	22.0	22.8	23.1	28.6	19.3	19.4	33.3	22.2	19.7	24.7	30.4	25.0	20.8	17.9	23.1	25.0
Supervisory District 4	61	10	11	25	15	5	10	3	3	15	21	4	0	13	14	7	1	7	17	0	2
	17.4	12.0	15.7	20.8	19.5	12.2	12.7	11.5	42.9	18.1	29.2	12.1		17.1	19.2	15.2	12.5	14.6	21.8		25.0
Supervisory District 5	80	17	21	23	19	8	18	11	1	11	22	6	3	10	18	10	2	9	22	7	2
	22.9	20.5	30.0	19.2	24.7	19.5	22.8	42.3	14.3	13.3	30.6	18.2	33.3	13.2	24.7	21.7	25.0	18.8	28.2	53.8	25.0

OC Fair Customer, Marketing and Outlook Survey

Table 29-4
Geographic

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Supervisory District 1	46 13.1	20 37.0	17 7.3	1 20.0	4 18.2	4 16.0	0	26 16.3	16 12.4	4 6.9	0
Supervisory District 2	85 24.3	10 18.5	61 26.2	0	5 22.7	8 32.0	1 9.1	45 28.1	30 23.3	10 17.2	0
Supervisory District 3	78 22.3	3 5.6	60 25.8	2 40.0	7 31.8	3 12.0	3 27.3	29 18.1	33 25.6	14 24.1	2 66.7
Supervisory District 4	61 17.4	17 31.5	32 13.7	1 20.0	4 18.2	4 16.0	3 27.3	28 17.5	21 16.3	12 20.7	0
Supervisory District 5	80 22.9	4 7.4	63 27.0	1 20.0	2 9.1	6 24.0	4 36.4	32 20.0	29 22.5	18 31.0	1 33.3

OC Fair Customer, Marketing and Outlook Survey

Table 30-1
Vote propensity (from sample)

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 out of 5	93	47	46	23	62	6	2	1	30	18	44	11	23	24	16	19
	26.6	30.7	23.4	18.5	41.1	10.2	12.5	1.6	21.4	27.3	54.3	23.9	27.1	30.8	26.2	23.8
4 out of 5	53	26	27	20	23	7	3	0	22	17	14	6	13	15	6	13
	15.1	17.0	13.7	16.1	15.2	11.9	18.8		15.7	25.8	17.3	13.0	15.3	19.2	9.8	16.3
3 out of 5	65	29	36	26	25	12	2	12	32	13	8	8	18	8	16	15
	18.6	19.0	18.3	21.0	16.6	20.3	12.5	19.0	22.9	19.7	9.9	17.4	21.2	10.3	26.2	18.8
2 out of 5	29	11	18	11	7	9	2	11	15	2	1	7	6	5	5	6
	8.3	7.2	9.1	8.9	4.6	15.3	12.5	17.5	10.7	3.0	1.2	15.2	7.1	6.4	8.2	7.5
1 out of 5	55	20	35	20	20	11	4	10	23	10	12	5	10	15	7	18
	15.7	13.1	17.8	16.1	13.2	18.6	25.0	15.9	16.4	15.2	14.8	10.9	11.8	19.2	11.5	22.5
100% not having had the chance	5	1	4	2	1	1	1	1	2	2	0	1	1	1	1	1
	1.4	0.7	2.0	1.6	0.7	1.7	6.3	1.6	1.4	3.0		2.2	1.2	1.3	1.6	1.3
New registrant	50	19	31	22	13	13	2	28	16	4	2	8	14	10	10	8
	14.3	12.4	15.7	17.7	8.6	22.0	12.5	44.4	11.4	6.1	2.5	17.4	16.5	12.8	16.4	10.0

OC Fair Customer, Marketing and Outlook Survey

Table 30-2
Vote propensity (from sample)

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5			Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
5 out of 5	93 26.6	93 100.0	0	0	0	0	0	0	52 43.7	10 40.0	31 15.0	0	15 11.0	16 27.6	34 45.9	28 50.0
4 out of 5	53 15.1	0	53 100.0	0	0	0	0	0	19 16.0	8 32.0	26 12.6	0	11 8.1	12 20.7	15 20.3	15 26.8
3 out of 5	65 18.6	0	0	65 100.0	0	0	0	0	14 11.8	2 8.0	49 23.8	0	25 18.4	18 31.0	14 18.9	8 14.3
2 out of 5	29 8.3	0	0	0	29 100.0	0	0	0	12 10.1	0	17 8.3	0	14 10.3	5 8.6	6 8.1	4 7.1
1 out of 5	55 15.7	0	0	0	0	55 100.0	0	0	14 11.8	4 16.0	37 18.0	9 34.6	33 24.3	7 12.1	5 6.8	1 1.8
100% not having had the chance	5 1.4	0	0	0	0	0	5 100.0	0	1 0.8	0	4 1.9	5 19.2	0	0	0	0
New registrant	50 14.3	0	0	0	0	0	0	50 100.0	7 5.9	1 4.0	42 20.4	12 46.2	38 27.9	0	0	0

OC Fair Customer, Marketing and Outlook Survey

Table 30-3
Vote propensity (from sample)

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 out of 5	93	19	28	12	34	9	33	3	2	14	29	3	0	6	23	2	0	17	39	4	2
	26.6	22.9	40.0	10.0	44.2	22.0	41.8	11.5	28.6	16.9	40.3	9.1		7.9	31.5	4.3		35.4	50.0	30.8	25.0
4 out of 5	53	8	18	14	13	7	14	3	2	13	9	4	1	8	8	6	0	12	15	1	3
	15.1	9.6	25.7	11.7	16.9	17.1	17.7	11.5	28.6	15.7	12.5	12.1	11.1	10.5	11.0	13.0		25.0	19.2	7.7	37.5
3 out of 5	65	20	9	24	12	8	14	6	1	18	11	6	1	17	16	9	2	9	9	3	0
	18.6	24.1	12.9	20.0	15.6	19.5	17.7	23.1	14.3	21.7	15.3	18.2	11.1	22.4	21.9	19.6	25.0	18.8	11.5	23.1	
2 out of 5	29	8	3	18	0	3	4	3	1	8	3	6	1	11	5	8	2	0	2	1	0
	8.3	9.6	4.3	15.0		7.3	5.1	11.5	14.3	9.6	4.2	18.2	11.1	14.5	6.8	17.4	25.0		2.6	7.7	
1 out of 5	55	11	9	22	13	6	9	4	1	14	11	7	3	12	11	8	2	8	9	3	2
	15.7	13.3	12.9	18.3	16.9	14.6	11.4	15.4	14.3	16.9	15.3	21.2	33.3	15.8	15.1	17.4	25.0	16.7	11.5	23.1	25.0
100% not having had the chance	5	1	0	2	2	0	0	1	0	2	1	0	1	1	0	1	1	1	1	0	0
	1.4	1.2		1.7	2.6			3.8		2.4	1.4		11.1	1.3		2.2	12.5	2.1	1.3		
New registrant	50	16	3	28	3	8	5	6	0	14	8	7	2	21	10	12	1	1	3	1	1
	14.3	19.3	4.3	23.3	3.9	19.5	6.3	23.1		16.9	11.1	21.2	22.2	27.6	13.7	26.1	12.5	2.1	3.8	7.7	12.5

OC Fair Customer, Marketing and Outlook Survey

Table 30-4
Vote propensity (from sample)

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
5 out of 5	93 26.6	4 7.4	71 30.5	1 20.0	4 18.2	5 20.0	8 72.7	33 20.6	47 36.4	13 22.4	0
4 out of 5	53 15.1	6 11.1	35 15.0	1 20.0	3 13.6	7 28.0	1 9.1	22 13.8	21 16.3	8 13.8	2 66.7
3 out of 5	65 18.6	14 25.9	41 17.6	2 40.0	4 18.2	3 12.0	1 9.1	33 20.6	22 17.1	9 15.5	1 33.3
2 out of 5	29 8.3	7 13.0	19 8.2	0	2 9.1	1 4.0	0	14 8.8	11 8.5	4 6.9	0
1 out of 5	55 15.7	8 14.8	37 15.9	1 20.0	2 9.1	6 24.0	1 9.1	28 17.5	14 10.9	13 22.4	0
100% not having had the chance	5 1.4	1 1.9	3 1.3	0	1 4.5	0	0	1 0.6	2 1.6	2 3.4	0
New registrant	50 14.3	14 25.9	27 11.6	0	6 27.3	3 12.0	0	29 18.1	12 9.3	9 15.5	0

OC Fair Customer, Marketing and Outlook Survey

Table 31-1
Voter Type (from sample)

												Geographic				
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial	visorial	visorial	visorial	visorial
												District 1	District 2	District 3	District 4	District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Permanent Vote-By-Mail	119	48	71	37	59	18	5	6	47	20	46	19	28	26	22	24
	34.0	31.4	36.0	29.8	39.1	30.5	31.3	9.5	33.6	30.3	56.8	41.3	32.9	33.3	36.1	30.0
Likely Vote-By-Mail (VBM 2x or more)	25	11	14	13	9	3	0	0	9	6	10	3	9	5	7	1
	7.1	7.2	7.1	10.5	6.0	5.1			6.4	9.1	12.3	6.5	10.6	6.4	11.5	1.3
Election Day voter	206	94	112	74	83	38	11	57	84	40	25	24	48	47	32	55
	58.9	61.4	56.9	59.7	55.0	64.4	68.8	90.5	60.0	60.6	30.9	52.2	56.5	60.3	52.5	68.8

OC Fair Customer, Marketing and Outlook Survey

Table 31-2
Voter Type (from sample)

	Vote Propensity						Voter Type			Registration Date						
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Permanent Vote-By-Mail	119 34.0	52 55.9	19 35.8	14 21.5	12 41.4	14 25.5	1 20.0	7 14.0	119 100.0	0	0	5 19.2	43 31.6	15 25.9	29 39.2	27 48.2
Likely Vote-By-Mail (VBM 2x or more)	25 7.1	10 10.8	8 15.1	2 3.1	0	4 7.3	0	1 2.0	0	25 100.0	0	1 3.8	9 6.6	4 6.9	6 8.1	5 8.9
Election Day voter	206 58.9	31 33.3	26 49.1	49 75.4	17 58.6	37 67.3	4 80.0	42 84.0	0	0	206 100.0	20 76.9	84 61.8	39 67.2	39 52.7	24 42.9

OC Fair Customer, Marketing and Outlook Survey

Table 31-3
Voter Type (from sample)

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Permanent Vote-By-Mail	119	23	25	30	41	10	28	7	3	27	31	11	2	16	25	12	0	21	34	6	5
	34.0	27.7	35.7	25.0	53.2	24.4	35.4	26.9	42.9	32.5	43.1	33.3	22.2	21.1	34.2	26.1		43.8	43.6	46.2	62.5
Likely Vote-By-Mail (VBM 2x or more)	25	4	7	5	9	5	6	0	0	8	3	3	0	5	2	2	0	8	7	1	0
	7.1	4.8	10.0	4.2	11.7	12.2	7.6			9.6	4.2	9.1		6.6	2.7	4.3		16.7	9.0	7.7	
Election Day voter	206	56	38	85	27	26	45	19	4	48	38	19	7	55	46	32	8	19	37	6	3
	58.9	67.5	54.3	70.8	35.1	63.4	57.0	73.1	57.1	57.8	52.8	57.6	77.8	72.4	63.0	69.6	100.0	39.6	47.4	46.2	37.5

OC Fair Customer, Marketing and Outlook Survey

Table 31-4
Voter Type (from sample)

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track	wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Permanent Vote-By-Mail	119 34.0	13 24.1	85 36.5	0 0.0	5 22.7	11 44.0	5 45.5	37 23.1	61 47.3	21 36.2	0 0.0
Likely Vote-By-Mail (VBM 2x or more)	25 7.1	3 5.6	15 6.4	2 40.0	2 9.1	2 8.0	1 9.1	12 7.5	7 5.4	4 6.9	2 66.7
Election Day voter	206 58.9	38 70.4	133 57.1	3 60.0	15 68.2	12 48.0	5 45.5	111 69.4	61 47.3	33 56.9	1 33.3

OC Fair Customer, Marketing and Outlook Survey

Table 32-1
Registration Date (from sample)

												Geographic				
	Gender		Party				Age Group				Super-	Super-	Super-	Super-	Super-	
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	visorial	visorial	visorial	visorial	visorial
												District 1	District 2	District 3	District 4	District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than a year	26	9	17	9	8	5	4	12	8	4	2	3	8	7	2	6
	7.4	5.9	8.6	7.3	5.3	8.5	25.0	19.0	5.7	6.1	2.5	6.5	9.4	9.0	3.3	7.5
Up to 5 years	136	52	84	49	50	33	4	44	53	18	21	18	29	33	28	28
	38.9	34.0	42.6	39.5	33.1	55.9	25.0	69.8	37.9	27.3	25.9	39.1	34.1	42.3	45.9	35.0
Up to 10 years	58	28	30	18	28	10	2	5	40	10	3	8	17	11	6	16
	16.6	18.3	15.2	14.5	18.5	16.9	12.5	7.9	28.6	15.2	3.7	17.4	20.0	14.1	9.8	20.0
Up to 20 years	74	32	42	27	30	11	6	2	30	18	24	10	15	18	11	20
	21.1	20.9	21.3	21.8	19.9	18.6	37.5	3.2	21.4	27.3	29.6	21.7	17.6	23.1	18.0	25.0
More than 20 years	56	32	24	21	35	0	0	0	9	16	31	7	16	9	14	10
	16.0	20.9	12.2	16.9	23.2				6.4	24.2	38.3	15.2	18.8	11.5	23.0	12.5

OC Fair Customer, Marketing and Outlook Survey

Table 32-2
Registration Date (from sample)

	Vote Propensity						Voter Type					Registration Date				
	Total	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Less than a year	26 7.4	0	0	0	0	9 16.4	5 100.0	12 24.0	5 4.2	1 4.0	20 9.7	26 100.0	0	0	0	0
Up to 5 years	136 38.9	15 16.1	11 20.8	25 38.5	14 48.3	33 60.0	0	38 76.0	43 36.1	9 36.0	84 40.8	0	136 100.0	0	0	0
Up to 10 years	58 16.6	16 17.2	12 22.6	18 27.7	5 17.2	7 12.7	0	0	15 12.6	4 16.0	39 18.9	0	0	58 100.0	0	0
Up to 20 years	74 21.1	34 36.6	15 28.3	14 21.5	6 20.7	5 9.1	0	0	29 24.4	6 24.0	39 18.9	0	0	0	74 100.0	0
More than 20 years	56 16.0	28 30.1	15 28.3	8 12.3	4 13.8	1 1.8	0	0	27 22.7	5 20.0	24 11.7	0	0	0	0	56 100.0

OC Fair Customer, Marketing and Outlook Survey

Table 32-3
Registration Date (from sample)

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Less than a year	26	8	1	12	5	4	4	1	0	5	4	4	4	7	5	5	3	2	3	0	1
	7.4	9.6	1.4	10.0	6.5	9.8	5.1	3.8		6.0	5.6	12.1	44.4	9.2	6.8	10.9	37.5	4.2	3.8		12.5
Up to 5 years	136	38	14	59	25	15	19	16	2	34	31	17	2	37	31	27	2	12	19	6	2
	38.9	45.8	20.0	49.2	32.5	36.6	24.1	61.5	28.6	41.0	43.1	51.5	22.2	48.7	42.5	58.7	25.0	25.0	24.4	46.2	25.0
Up to 10 years	58	20	8	25	5	4	21	3	0	14	7	7	2	14	20	9	2	4	8	1	0
	16.6	24.1	11.4	20.8	6.5	9.8	26.6	11.5		16.9	9.7	21.2	22.2	18.4	27.4	19.6	25.0	8.3	10.3	7.7	
Up to 20 years	74	13	19	19	23	8	13	6	5	19	17	5	1	12	14	5	1	15	16	6	5
	21.1	15.7	27.1	15.8	29.9	19.5	16.5	23.1	71.4	22.9	23.6	15.2	11.1	15.8	19.2	10.9	12.5	31.3	20.5	46.2	62.5
More than 20 years	56	4	28	5	19	10	22	0	0	11	13	0	0	6	3	0	0	15	32	0	0
	16.0	4.8	40.0	4.2	24.7	24.4	27.8			13.3	18.1			7.9	4.1			31.3	41.0		

OC Fair Customer, Marketing and Outlook Survey

Table 32-4
Registration Date (from sample)

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track	wrong track	Unsure	wrong track
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Less than a year	26 7.4	4 7.4	18 7.7	0	1 4.5	3 12.0	0	13 8.1	7 5.4	6 10.3	0
Up to 5 years	136 38.9	27 50.0	82 35.2	2 40.0	13 59.1	10 40.0	2 18.2	70 43.8	42 32.6	23 39.7	1 33.3
Up to 10 years	58 16.6	10 18.5	34 14.6	1 20.0	5 22.7	6 24.0	2 18.2	32 20.0	12 9.3	13 22.4	1 33.3
Up to 20 years	74 21.1	5 9.3	57 24.5	1 20.0	2 9.1	6 24.0	3 27.3	25 15.6	34 26.4	15 25.9	0
More than 20 years	56 16.0	8 14.8	42 18.0	1 20.0	1 4.5	0	4 36.4	20 12.5	34 26.4	1 1.7	1 33.3

OC Fair Customer, Marketing and Outlook Survey

Table 33-1
Gender/Age

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Men 18-54	83	83	0	22	41	18	2	28	55	0	0	12	22	22	10	17
	23.7	54.2		17.7	27.2	30.5	12.5	44.4	39.3			26.1	25.9	28.2	16.4	21.3
Men 55+	70	70	0	19	38	8	5	0	0	36	34	11	14	13	11	21
	20.0	45.8		15.3	25.2	13.6	31.3			54.5	42.0	23.9	16.5	16.7	18.0	26.3
Women 18-54	120	0	120	54	32	28	6	35	85	0	0	18	27	27	25	23
	34.3		60.9	43.5	21.2	47.5	37.5	55.6	60.7			39.1	31.8	34.6	41.0	28.8
Women 55+	77	0	77	29	40	5	3	0	0	30	47	5	22	16	15	19
	22.0		39.1	23.4	26.5	8.5	18.8			45.5	58.0	10.9	25.9	20.5	24.6	23.8

OC Fair Customer, Marketing and Outlook Survey

Table 33-2
Gender/Age

	Vote Propensity						Voter Type					Registration Date				
	5/5	4/5	3/5	2/5	1/5	100% not having chance	New reg	Perm VBM	Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years	
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Men 18-54	83 23.7	19 20.4	8 15.1	20 30.8	8 27.6	11 20.0	1 20.0	16 32.0	23 19.3	4 16.0	56 27.2	8 30.8	38 27.9	20 34.5	13 17.6	4 7.1
Men 55+	70 20.0	28 30.1	18 34.0	9 13.8	3 10.3	9 16.4	0 0.0	3 6.0	25 21.0	7 28.0	38 18.4	1 3.8	14 10.3	8 13.8	19 25.7	28 50.0
Women 18-54	120 34.3	12 12.9	14 26.4	24 36.9	18 62.1	22 40.0	2 40.0	28 56.0	30 25.2	5 20.0	85 41.3	12 46.2	59 43.4	25 43.1	19 25.7	5 8.9
Women 55+	77 22.0	34 36.6	13 24.5	12 18.5	0 0.0	13 23.6	2 40.0	3 6.0	41 34.5	9 36.0	27 13.1	5 19.2	25 18.4	5 8.6	23 31.1	19 33.9

OC Fair Customer, Marketing and Outlook Survey

Table 33-3
Gender/Age

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Men 18-54	83	83	0	0	0	22	41	18	2	0	0	0	0	22	41	18	2	0	0	0	0
	23.7	100.0				53.7	51.9	69.2	28.6					28.9	56.2	39.1	25.0				
Men 55+	70	0	70	0	0	19	38	8	5	0	0	0	0	0	0	0	0	19	38	8	5
	20.0		100.0			46.3	48.1	30.8	71.4									39.6	48.7	61.5	62.5
Women 18-54	120	0	0	120	0	0	0	0	0	54	32	28	6	54	32	28	6	0	0	0	0
	34.3			100.0						65.1	44.4	84.8	66.7	71.1	43.8	60.9	75.0				
Women 55+	77	0	0	0	77	0	0	0	0	29	40	5	3	0	0	0	0	29	40	5	3
	22.0				100.0					34.9	55.6	15.2	33.3					60.4	51.3	38.5	37.5

OC Fair Customer, Marketing and Outlook Survey

Table 33-4
Gender/Age

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track	wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Men 18-54	83 23.7	11 20.4	52 22.3	2 40.0	8 36.4	9 36.0	1 9.1	45 28.1	26 20.2	11 19.0	1 33.3
Men 55+	70 20.0	6 11.1	53 22.7	0	0	2 8.0	9 81.8	26 16.3	31 24.0	12 20.7	1 33.3
Women 18-54	120 34.3	31 57.4	65 27.9	2 40.0	12 54.5	10 40.0	0	64 40.0	38 29.5	17 29.3	1 33.3
Women 55+	77 22.0	6 11.1	63 27.0	1 20.0	2 9.1	4 16.0	1 9.1	25 15.6	34 26.4	18 31.0	0

OC Fair Customer, Marketing and Outlook Survey

Table 34-1
Party/Gender

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Dem Men	41	41	0	41	0	0	0	10	12	11	8	9	10	9	5	8
	11.7	26.8		33.1				15.9	8.6	16.7	9.9	19.6	11.8	11.5	8.2	10.0
GOP Men	79	79	0	0	79	0	0	8	33	17	21	11	22	18	10	18
	22.6	51.6			52.3			12.7	23.6	25.8	25.9	23.9	25.9	23.1	16.4	22.5
DTS Men	26	26	0	0	0	26	0	9	9	6	2	3	3	6	3	11
	7.4	17.0				44.1		14.3	6.4	9.1	2.5	6.5	3.5	7.7	4.9	13.8
Other Men	7	7	0	0	0	0	7	1	1	2	3	0	1	2	3	1
	2.0	4.6					43.8	1.6	0.7	3.0	3.7		1.2	2.6	4.9	1.3
Dem Women	83	0	83	83	0	0	0	15	39	10	19	14	27	16	15	11
	23.7		42.1	66.9				23.8	27.9	15.2	23.5	30.4	31.8	20.5	24.6	13.8
GOP Women	72	0	72	0	72	0	0	8	24	15	25	5	10	14	21	22
	20.6		36.5		47.7			12.7	17.1	22.7	30.9	10.9	11.8	17.9	34.4	27.5
DTS Women	33	0	33	0	0	33	0	10	18	4	1	4	8	11	4	6
	9.4		16.8			55.9		15.9	12.9	6.1	1.2	8.7	9.4	14.1	6.6	7.5
Other Women	9	0	9	0	0	0	9	2	4	1	2	0	4	2	0	3
	2.6		4.6				56.3	3.2	2.9	1.5	2.5		4.7	2.6		3.8

OC Fair Customer, Marketing and Outlook Survey

Table 34-2
Party/Gender

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	5/5	4/5	3/5	2/5	1/5	Perm VBM			Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years	
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Dem Men	41 11.7	9 9.7	7 13.2	8 12.3	3 10.3	6 10.9	0	8 16.0	10 8.4	5 20.0	26 12.6	4 15.4	15 11.0	4 6.9	8 10.8	10 17.9
GOP Men	79 22.6	33 35.5	14 26.4	14 21.5	4 13.8	9 16.4	0	5 10.0	28 23.5	6 24.0	45 21.8	4 15.4	19 14.0	21 36.2	13 17.6	22 39.3
DTS Men	26 7.4	3 3.2	3 5.7	6 9.2	3 10.3	4 7.3	1 20.0	6 12.0	7 5.9	0	19 9.2	1 3.8	16 11.8	3 5.2	6 8.1	0
Other Men	7 2.0	2 2.2	2 3.8	1 1.5	1 3.4	1 1.8	0	0	3 2.5	0	4 1.9	0	2 1.5	0	5 6.8	0
Dem Women	83 23.7	14 15.1	13 24.5	18 27.7	8 27.6	14 25.5	2 40.0	14 28.0	27 22.7	8 32.0	48 23.3	5 19.2	34 25.0	14 24.1	19 25.7	11 19.6
GOP Women	72 20.6	29 31.2	9 17.0	11 16.9	3 10.3	11 20.0	1 20.0	8 16.0	31 26.1	3 12.0	38 18.4	4 15.4	31 22.8	7 12.1	17 23.0	13 23.2
DTS Women	33 9.4	3 3.2	4 7.5	6 9.2	6 20.7	7 12.7	0	7 14.0	11 9.2	3 12.0	19 9.2	4 15.4	17 12.5	7 12.1	5 6.8	0
Other Women	9 2.6	0	1 1.9	1 1.5	1 3.4	3 5.5	1 20.0	2 4.0	2 1.7	0	7 3.4	4 15.4	2 1.5	2 3.4	1 1.4	0

OC Fair Customer, Marketing and Outlook Survey

Table 34-3
Party/Gender

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Dem Men	41	22	19	0	0	41	0	0	0	0	0	0	0	22	0	0	0	19	0	0	0
	11.7	26.5	27.1			100.0								28.9				39.6			
GOP Men	79	41	38	0	0	0	79	0	0	0	0	0	0	0	41	0	0	0	38	0	0
	22.6	49.4	54.3			100.0								56.2				48.7			
DTS Men	26	18	8	0	0	0	0	26	0	0	0	0	0	0	0	18	0	0	0	8	0
	7.4	21.7	11.4					100.0								39.1				61.5	
Other Men	7	2	5	0	0	0	0	0	7	0	0	0	0	0	0	0	2	0	0	0	5
	2.0	2.4	7.1						100.0								25.0				62.5
Dem Women	83	0	0	54	29	0	0	0	0	83	0	0	0	54	0	0	0	29	0	0	0
	23.7			45.0	37.7					100.0				71.1				60.4			
GOP Women	72	0	0	32	40	0	0	0	0	0	72	0	0	0	32	0	0	0	40	0	0
	20.6			26.7	51.9					100.0				43.8				51.3			
DTS Women	33	0	0	28	5	0	0	0	0	0	0	33	0	0	0	28	0	0	0	5	0
	9.4			23.3	6.5							100.0				60.9				38.5	
Other Women	9	0	0	6	3	0	0	0	0	0	0	0	9	0	0	0	6	0	0	0	3
	2.6			5.0	3.9							100.0				75.0				37.5	

OC Fair Customer, Marketing and Outlook Survey

Table 34-4
Party/Gender

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Dem Men	41 11.7	11 20.4	21 9.0	2 40.0	2 9.1	3 12.0	2 18.2	23 14.4	14 10.9	4 6.9	0
GOP Men	79 22.6	4 7.4	62 26.6	0	2 9.1	6 24.0	5 45.5	39 24.4	31 24.0	8 13.8	1 33.3
DTS Men	26 7.4	1 1.9	18 7.7	0	4 18.2	2 8.0	1 9.1	7 4.4	8 6.2	10 17.2	1 33.3
Other Men	7 2.0	1 1.9	4 1.7	0	0	0	2 18.2	2 1.3	4 3.1	1 1.7	0
Dem Women	83 23.7	25 46.3	41 17.6	3 60.0	7 31.8	7 28.0	0	39 24.4	27 20.9	16 27.6	1 33.3
GOP Women	72 20.6	6 11.1	59 25.3	0	3 13.6	3 12.0	1 9.1	32 20.0	26 20.2	14 24.1	0
DTS Women	33 9.4	4 7.4	22 9.4	0	3 13.6	4 16.0	0	16 10.0	14 10.9	3 5.2	0
Other Women	9 2.6	2 3.7	6 2.6	0	1 4.5	0	0	2 1.3	5 3.9	2 3.4	0

OC Fair Customer, Marketing and Outlook Survey

Table 35-1
Party/Age

	Gender		Party				Age Group				Geographic					
	Total	Male	Female	Dem	Repub	DTS	Other	18-34	35-54	55-64	65+	Super- visorial District 1	Super- visorial District 2	Super- visorial District 3	Super- visorial District 4	Super- visorial District 5
Total	350	153	197	124	151	59	16	63	140	66	81	46	85	78	61	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Dem 18-54	76	22	54	76	0	0	0	25	51	0	0	18	20	15	13	10
	21.7	14.4	27.4	61.3				39.7	36.4			39.1	23.5	19.2	21.3	12.5
GOP 18-54	73	41	32	0	73	0	0	16	57	0	0	6	17	18	14	18
	20.9	26.8	16.2		48.3			25.4	40.7			13.0	20.0	23.1	23.0	22.5
DTS 18-54	46	18	28	0	0	46	0	19	27	0	0	6	9	14	7	10
	13.1	11.8	14.2			78.0		30.2	19.3			13.0	10.6	17.9	11.5	12.5
Other 18-54	8	2	6	0	0	0	8	3	5	0	0	0	3	2	1	2
	2.3	1.3	3.0				50.0	4.8	3.6				3.5	2.6	1.6	2.5
Dem 55+	48	19	29	48	0	0	0	0	0	21	27	5	17	10	7	9
	13.7	12.4	14.7	38.7						31.8	33.3	10.9	20.0	12.8	11.5	11.3
GOP 55+	78	38	40	0	78	0	0	0	0	32	46	10	15	14	17	22
	22.3	24.8	20.3		51.7					48.5	56.8	21.7	17.6	17.9	27.9	27.5
DTS 55+	13	8	5	0	0	13	0	0	0	10	3	1	2	3	0	7
	3.7	5.2	2.5			22.0				15.2	3.7	2.2	2.4	3.8		8.8
Other 55+	8	5	3	0	0	0	8	0	0	3	5	0	2	2	2	2
	2.3	3.3	1.5				50.0			4.5	6.2		2.4	2.6	3.3	2.5

OC Fair Customer, Marketing and Outlook Survey

Table 35-2
Party/Age

	Vote Propensity						100% not having chance	New reg	Voter Type			Registration Date				
	5/5	4/5	3/5	2/5	1/5	Perm VBM			Likely VBM	Elec. Day Voter	<1 year	Up to 5 yrs	Up to 10yrs	Up to 20yrs	+20 years	
Total	350 100.0	93 100.0	53 100.0	65 100.0	29 100.0	55 100.0	5 100.0	50 100.0	119 100.0	25 100.0	206 100.0	26 100.0	136 100.0	58 100.0	74 100.0	56 100.0
Dem 18-54	76 21.7	6 6.5	8 15.1	17 26.2	11 37.9	12 21.8	1 20.0	21 42.0	16 13.4	5 20.0	55 26.7	7 26.9	37 27.2	14 24.1	12 16.2	6 10.7
GOP 18-54	73 20.9	23 24.7	8 15.1	16 24.6	5 17.2	11 20.0	0	10 20.0	25 21.0	2 8.0	46 22.3	5 19.2	31 22.8	20 34.5	14 18.9	3 5.4
DTS 18-54	46 13.1	2 2.2	6 11.3	9 13.8	8 27.6	8 14.5	1 20.0	12 24.0	12 10.1	2 8.0	32 15.5	5 19.2	27 19.9	9 15.5	5 6.8	0
Other 18-54	8 2.3	0	0	2 3.1	2 6.9	2 3.6	1 20.0	1 2.0	0	0	8 3.9	3 11.5	2 1.5	2 3.4	1 1.4	0
Dem 55+	48 13.7	17 18.3	12 22.6	9 13.8	0	8 14.5	1 20.0	1 2.0	21 17.6	8 32.0	19 9.2	2 7.7	12 8.8	4 6.9	15 20.3	15 26.8
GOP 55+	78 22.3	39 41.9	15 28.3	9 13.8	2 6.9	9 16.4	1 20.0	3 6.0	34 28.6	7 28.0	37 18.0	3 11.5	19 14.0	8 13.8	16 21.6	32 57.1
DTS 55+	13 3.7	4 4.3	1 1.9	3 4.6	1 3.4	3 5.5	0	1 2.0	6 5.0	1 4.0	6 2.9	0	6 4.4	1 1.7	6 8.1	0
Other 55+	8 2.3	2 2.2	3 5.7	0	0	2 3.6	0	1 2.0	5 4.2	0	3 1.5	1 3.8	2 1.5	0	5 6.8	0

OC Fair Customer, Marketing and Outlook Survey

Table 35-3
Party/Age

	Gender/Age				Party/Gender								Party/Age								
	Total	Men 18-54	Men 55+	Women 18-54	Women 55+	Dem Men	GOP Men	DTS Men	Other Men	Dem Women	GOP Women	DTS Women	Other Women	Dem 18-54	GOP 18-54	DTS 18-54	Other 18-54	Dem 55+	GOP 55+	DTS 55+	Other 55+
Total	350	83	70	120	77	41	79	26	7	83	72	33	9	76	73	46	8	48	78	13	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Dem 18-54	76	22	0	54	0	22	0	0	0	54	0	0	0	76	0	0	0	0	0	0	0
	21.7	26.5		45.0		53.7				65.1				100.0							
GOP 18-54	73	41	0	32	0	0	41	0	0	0	32	0	0	0	73	0	0	0	0	0	0
	20.9	49.4		26.7			51.9				44.4				100.0						
DTS 18-54	46	18	0	28	0	0	0	18	0	0	0	28	0	0	0	46	0	0	0	0	0
	13.1	21.7		23.3				69.2				84.8				100.0					
Other 18-54	8	2	0	6	0	0	0	0	2	0	0	0	6	0	0	0	8	0	0	0	0
	2.3	2.4		5.0					28.6				66.7				100.0				
Dem 55+	48	0	19	0	29	19	0	0	0	29	0	0	0	0	0	0	0	48	0	0	0
	13.7		27.1		37.7	46.3				34.9								100.0			
GOP 55+	78	0	38	0	40	0	38	0	0	0	40	0	0	0	0	0	0	0	78	0	0
	22.3		54.3		51.9		48.1				55.6								100.0		
DTS 55+	13	0	8	0	5	0	0	8	0	0	0	5	0	0	0	0	0	0	0	13	0
	3.7		11.4		6.5			30.8				15.2								100.0	
Other 55+	8	0	5	0	3	0	0	0	5	0	0	0	3	0	0	0	0	0	0	0	8
	2.3		7.1		3.9				71.4				33.3								100.0

OC Fair Customer, Marketing and Outlook Survey

Table 35-4
Party/Age

	Ethnicity							County			
	Total	Latino/ Hispanic	White/ Cauc- asian	Black/ African American	Asian	Other	Ref	right track/wrong track			
								Right track	Wrong track	Unsure	Ref
Total	350 100.0	54 100.0	233 100.0	5 100.0	22 100.0	25 100.0	11 100.0	160 100.0	129 100.0	58 100.0	3 100.0
Dem 18-54	76 21.7	28 51.9	28 12.0	4 80.0	8 36.4	8 32.0	0	46 28.8	20 15.5	9 15.5	1 33.3
GOP 18-54	73 20.9	6 11.1	57 24.5	0	4 18.2	6 24.0	0	42 26.3	23 17.8	8 13.8	0
DTS 18-54	46 13.1	5 9.3	28 12.0	0	7 31.8	5 20.0	1 9.1	19 11.9	17 13.2	9 15.5	1 33.3
Other 18-54	8 2.3	3 5.6	4 1.7	0	1 4.5	0	0	2 1.3	4 3.1	2 3.4	0
Dem 55+	48 13.7	8 14.8	34 14.6	1 20.0	1 4.5	2 8.0	2 18.2	16 10.0	21 16.3	11 19.0	0
GOP 55+	78 22.3	4 7.4	64 27.5	0	1 4.5	3 12.0	6 54.5	29 18.1	34 26.4	14 24.1	1 33.3
DTS 55+	13 3.7	0	12 5.2	0	0	1 4.0	0	4 2.5	5 3.9	4 6.9	0
Other 55+	8 2.3	0	6 2.6	0	0	0	2 18.2	2 1.3	5 3.9	1 1.7	0