

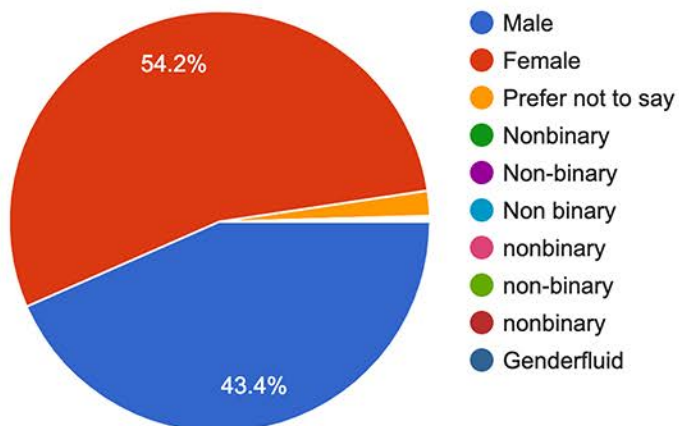


OC JAPAN FAIR 2021

SURVEY RESULTS

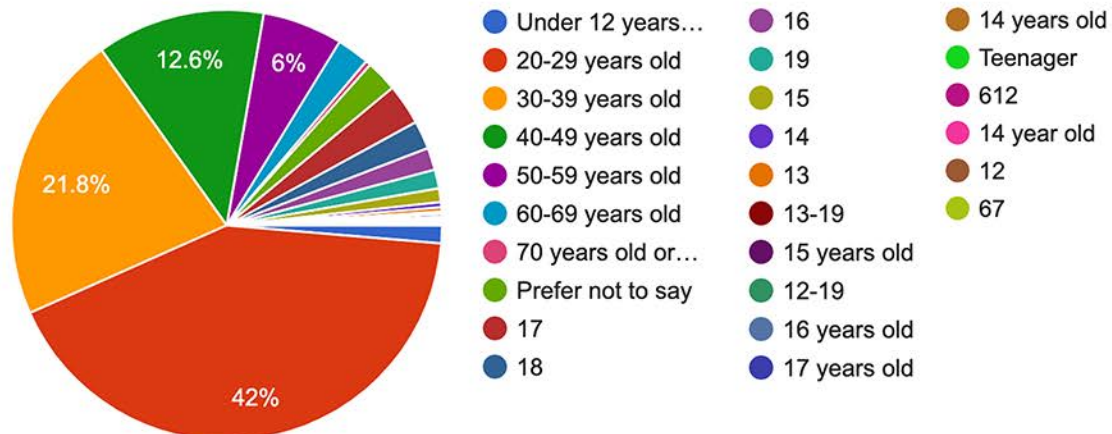
GENDER

Female 54.2%
Man 43.4%



AGE

20-29 years old 42%
30-39 years old 21.8%

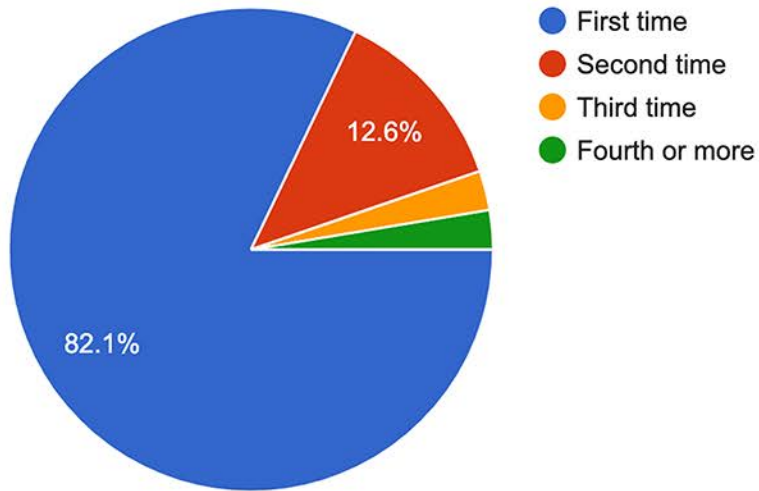


ETHNICITY

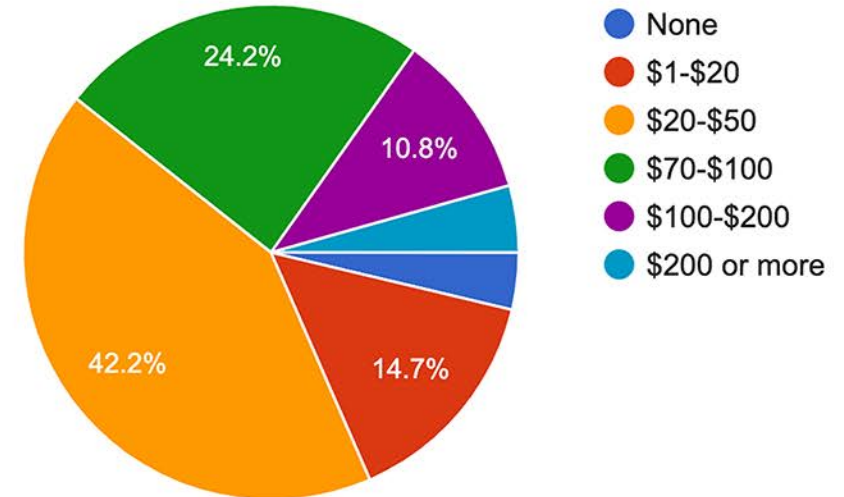
Hispanic/Latino 21.1%
Vietnamese 15.5%
Chinese 13.1%
White 11.8%



HOW MANY TIMES DID YOU ATTEND OC JAPAN FAIR?



HOW MUCH DID (WILL) YOU SPEND AT OC JAPAN FAIR 2021? (*EXCEPT PARKING AND ADMISSION FEE)



HOW DID YOU KNOW ABOUT OC JAPAN FAIR?



WHICH CITY DO YOU LIVE IN? *ONLY THE MOST ANSWERED TOP 24

1. IRVINE

2. LOS ANGELES

3. ANAHEIM

4. GARDEN GROVE

5. SANTA ANA

6. LONG BEACH

7. WESTMINSTER

8. COSTA MESA

9. HUNTINGTON BEACH

10. RIVERSIDE

11. FULLERTON

12. TORRANCE

13. ORANGE

14. SAN DIEGO

15. TUSTIN

16. ALHAMBRA

17. MISSION VIEJO

18. CYPRESS

19. CORONA

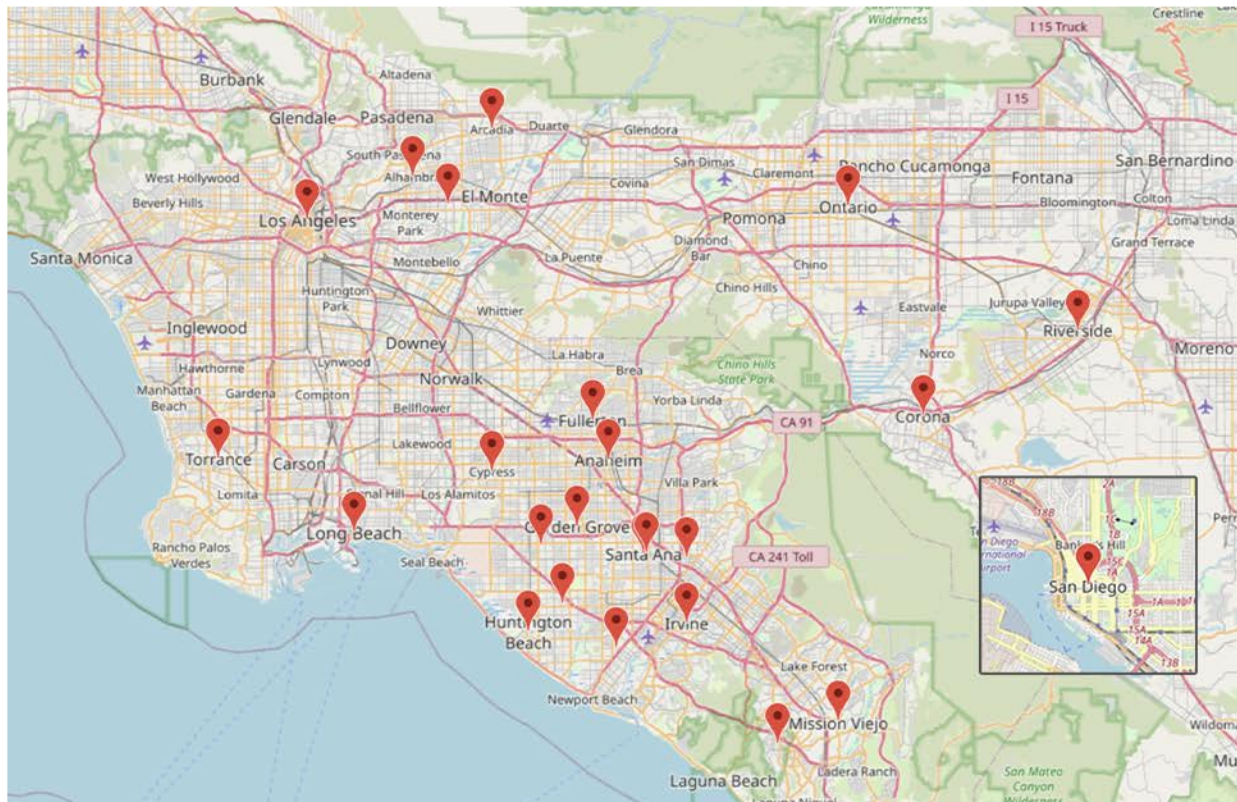
20. FOUNTAIN VALLEY

21. ROSEMEAD

22. ONTARIO

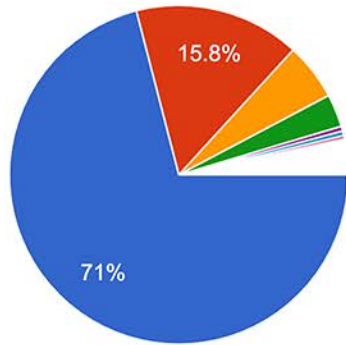
23. ARCADIA

24. ALISO VIEJO



WHAT DID YOU ENJOY AT OC JAPAN FAIR?

Food 71%
Non-food 15.8%



- | | | | | | | |
|-------------------|------------------------|---------------------|---------------|-----------------------|------------------|----------------------------|
| Food | Anime | All | Merch | Anime stickers | Games | Cosplayers |
| Non-food Products | All of the above | Food and music | It was great | Japan store and food | Action figures | All the above |
| Stage (Music) | Haven't been yet | Expo | Culture | Jewelry | Nothing yet | Anything |
| Sake/Beer | Haven't been, but I ar | Just got here | Shops | Food and Stage | the vibez | Food and non-food products |
| Everything | Food anime | Fair | Gachapon | Figurines | Selling | ANIMEEEEEEE |
| All | Good, entertainment, | The shops | Vendors | maid cafe | Exhibit hall | We just got here |
| Everything | Food and shop | Stores | Anime stuff | Havent been yet | Everything!! | Never been |
| First time | ALL | As much as we could | All of it duh | Everything is awesome | Hanging out with | Just arrived |

COULD YOU SPECIFY WHICH VENDORS, PERFORMERS, OR OTHER THINGS YOU ENJOYED?

*ONLY THE MOST ANSWERED TOP 15

1. ANIME GOODS



2. TAMAGO



3. TAIKO



4. YAKISOBA



5. DAIKOKUYA



6. EGGHAUSTED

7. KARAAGE

8. OKAMOTO KITCHEN

9. MAID CAFE

10. YAKITORI

11. OKONOMIYAKI

12. TAKOYAKI

13. TUNA CUTTING

14. COSPLAY

15. CRIMSONAPPLE