

OC JAPAN FAIR

Apr 19-21, 2024 - Cherry Blossom -
Survey Results

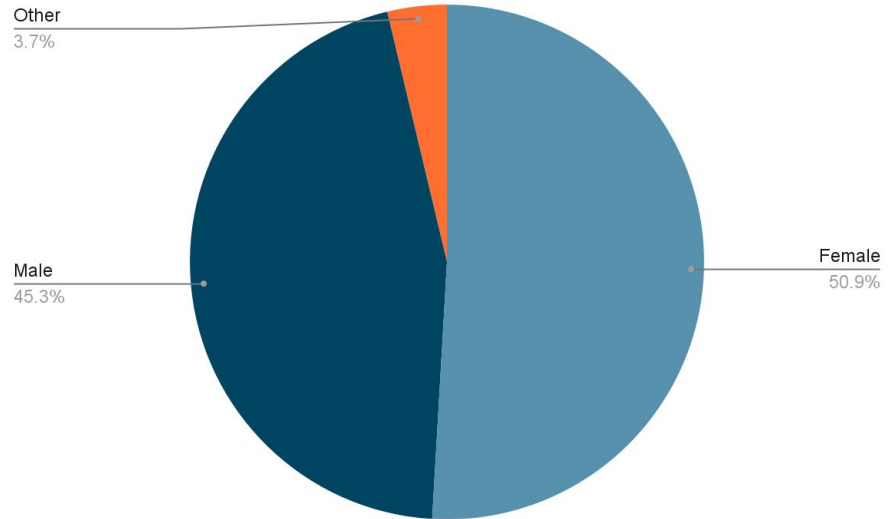


GENDER

Male **45.3%**

Female **50.9%**

Others **3.7%**



AGE

Under 19 **5.3%**

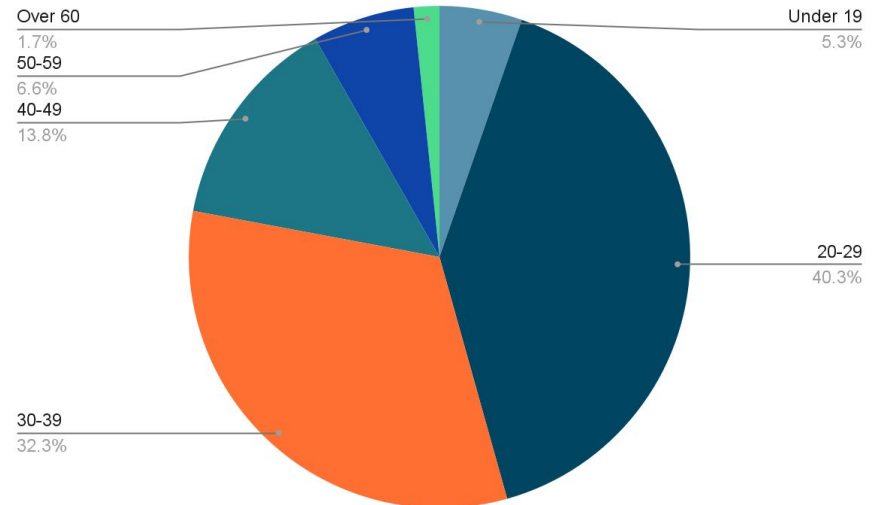
20-29 **40.3%**

30-39 **32.3%**

40-49 **13.8%**

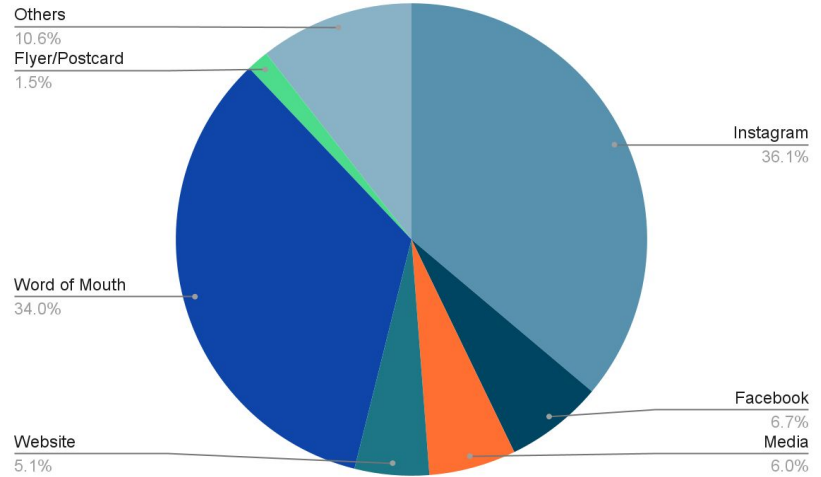
50-59 **6.6%**

Over 60 **1.7%**



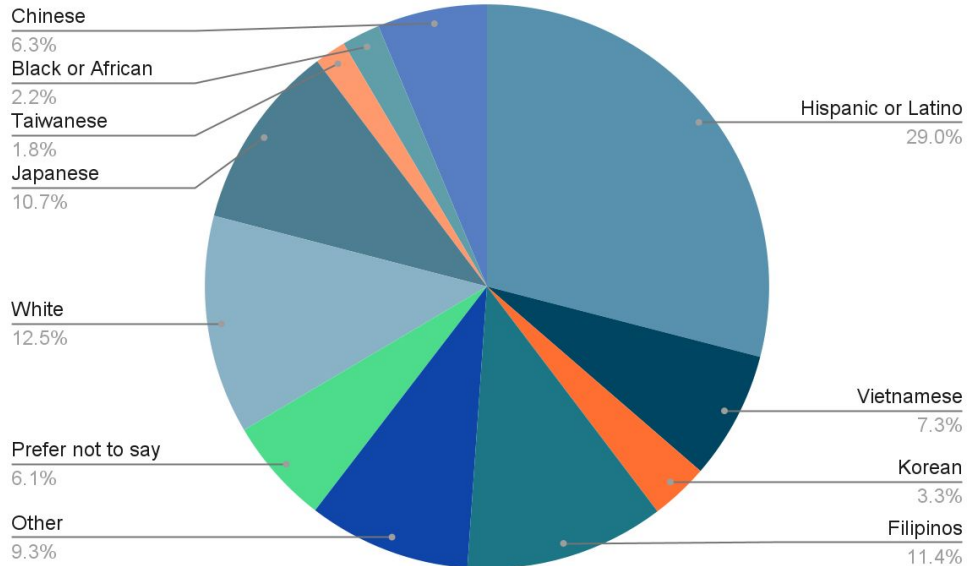
SOURCES

Instagram 36.1%
 Facebook 6.7%
 Media 6%
 Website 5.1%
Word of Mouth 34%
 Flyer/Postcard 1.5%
 Others 10.6%



ETHNICITY

White 12.5%
 Black/African 2.2%
 Chinese 6.3%
 Japanese 10.7%
 Korean 3.3%
 Vietnamese 7.3%
Hispanic/Latino 29.0%
 Filipinos 11.4%
 Taiwanese 1.8%



WHICH CITY DO YOU LIVE IN? *only top 15 selected

Irvine **18.7%**

Los Angeles **10.8%**

Tustin **3.6%**

Santa Ana **9.4%**

Long Beach **7.5%**

Corona **2.8%**

Garden Grove **5.5%**

Riverside **4.9%**

Costa Mesa **6.6%**

Fullerton **3.5%**

San Diego **3.9%**

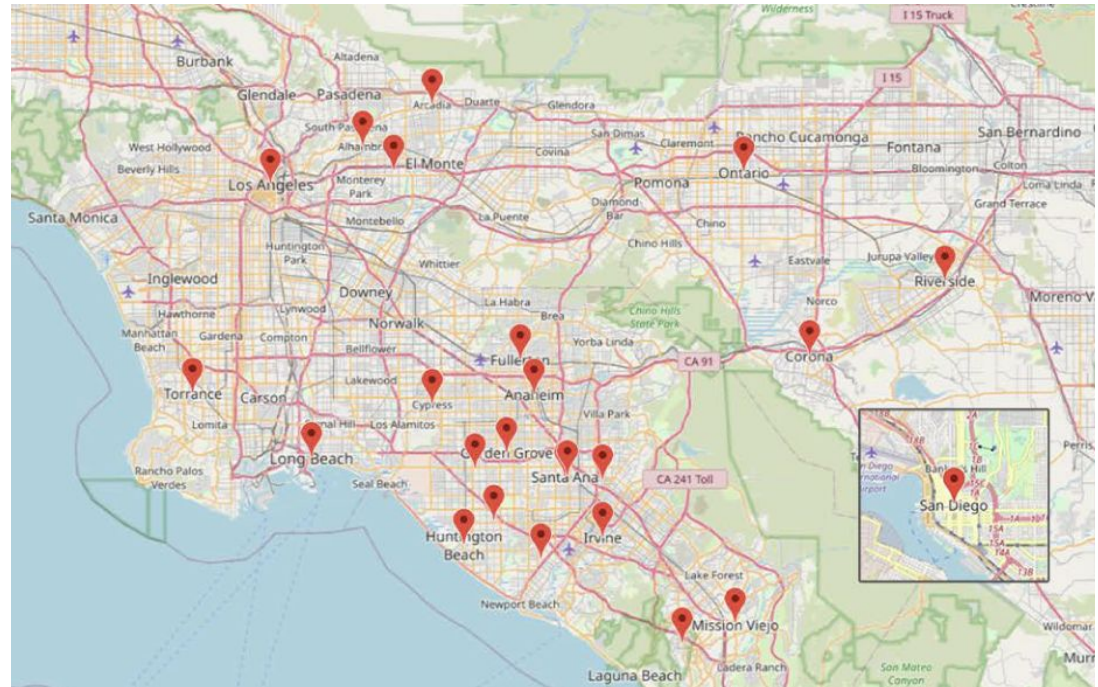
Orange **5.5%**

Anaheim **8.5%**

Huntington Beach **5.5%**

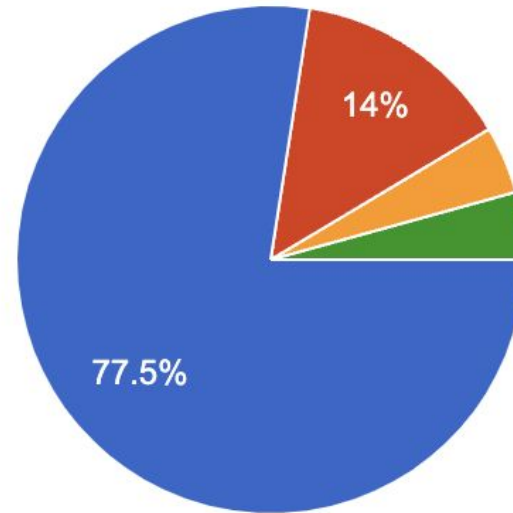
Torrance **3.4%**

Alhambra, Aliso Viejo, Anaheim, Bellflower, Brea, Buena Park, Carson, Cerritos, Chino, Corona, Costa Mesa, Cypress, Diamond Bar, Downey, Fontana, Fountain Valley, Fullerton, Garden Grove, Gardena, Glendale, Hacienda Heights, Huntington Beach, Irvine, La Habra, La Mirada, Laguna, Laguna Niguel, Lake Forest, Lakewood, Long beach, Los Angeles, Mission Viejo, Moreno Valley, Newport Beach, Norwalk, Ocean side, Ontario, Orange, Placentia, Pomona, Riverside, San Diego, Santa Ana, Temecula, Torrance, Tustin, West Covina, Westminster, Whittier, Yorba Linda, and more...



How many times did you attend OC Japan Fair?

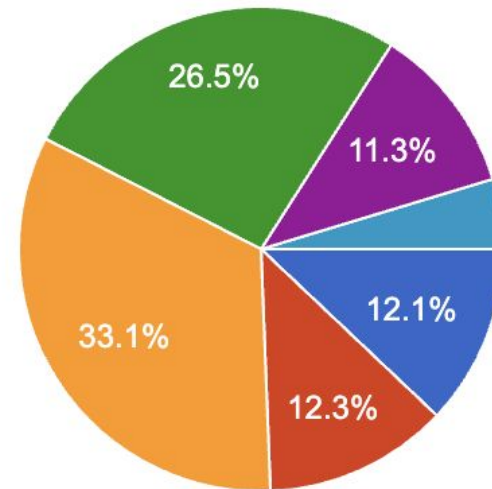
First time **77.5%**
Second time **14%**
Third time **4.3%**
Fourth or more **4.3%**



How much did (will) you spend at OC Japan Fair 2023?

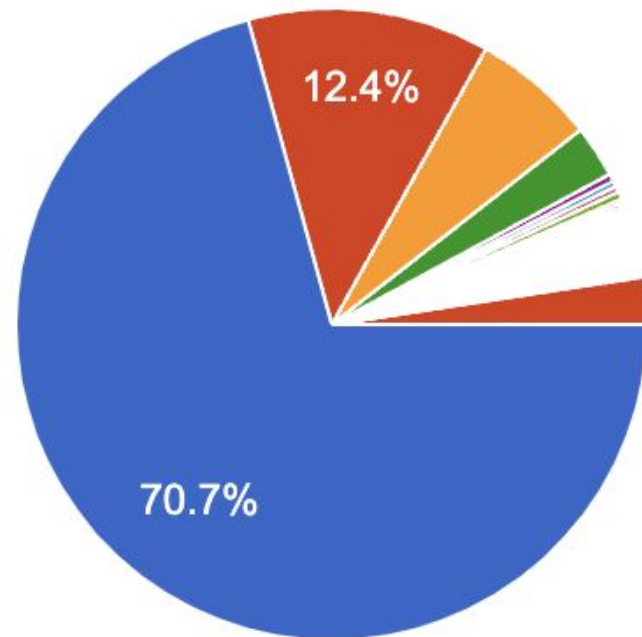
*Except parking and admission fee

\$1-\$20 **12.3%**
\$20-\$50 **33.1%**
\$70-\$100 **26.5%**
\$100-\$200 **11.3%**
\$200 or more **4.7%**



What made you decide to come to the OC Japan Fair?

Food **70.7%**
Merch **12.4%**
Stage **6.3%**
Sake/Beer **2.7%**

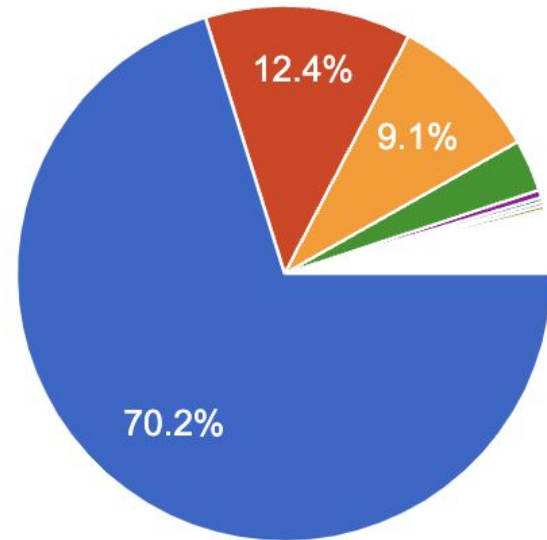


Other answers:

- Festivity, vibes
- Everything
- Tradition/culture
- Friends/Family time
- Experience Japan
- Missing Japan

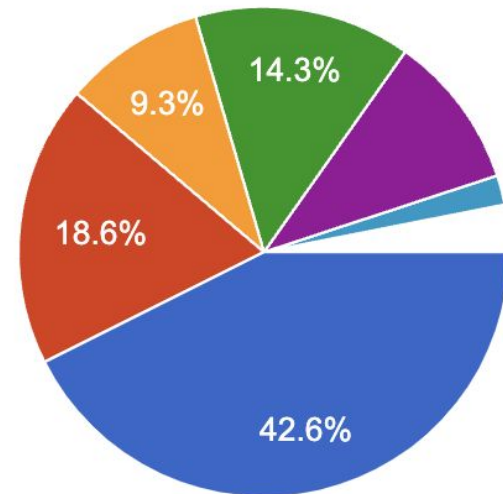
What did you enjoy at OC Japan Fair?

Food **70.2%**
Merch **12.4%**
Stage **9.1%**
Sake/Beer **3.1%**



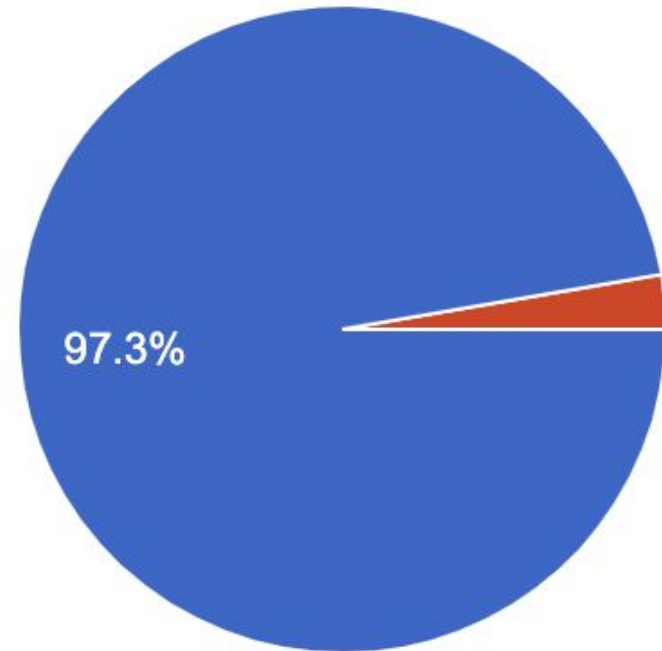
What would you like to expect at OC Japan Fair in the future?

More food **42.6%**
More merch **18.6%**
More stage **9.3%**
More traditional **14.3%**
More cosplay & anime **10.2%**
Esports **2%**



Do you want to come again and invite friends next year?

Yes 97.3%
No 2.7%



OC FAIR & EVENT CENTER
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www.oc-japanfair.com