

OC JAPAN FAIR

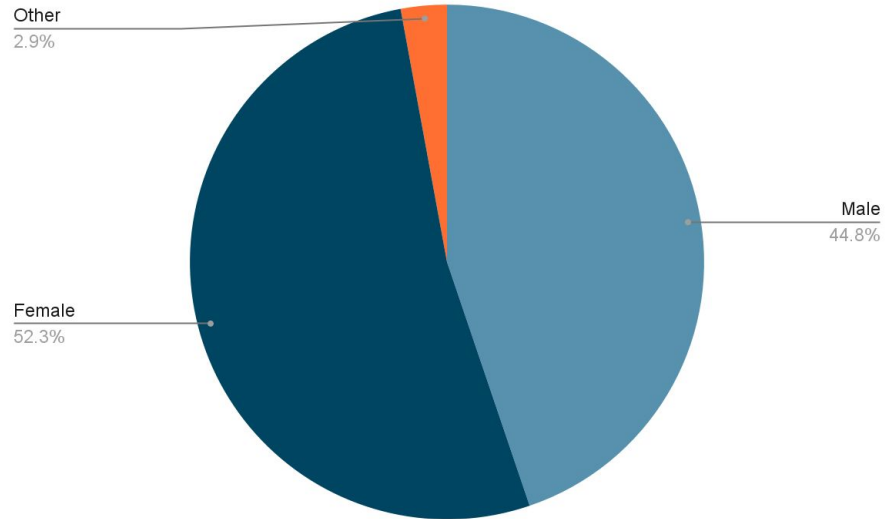
Oct. 18-20, 2024

Survey Results



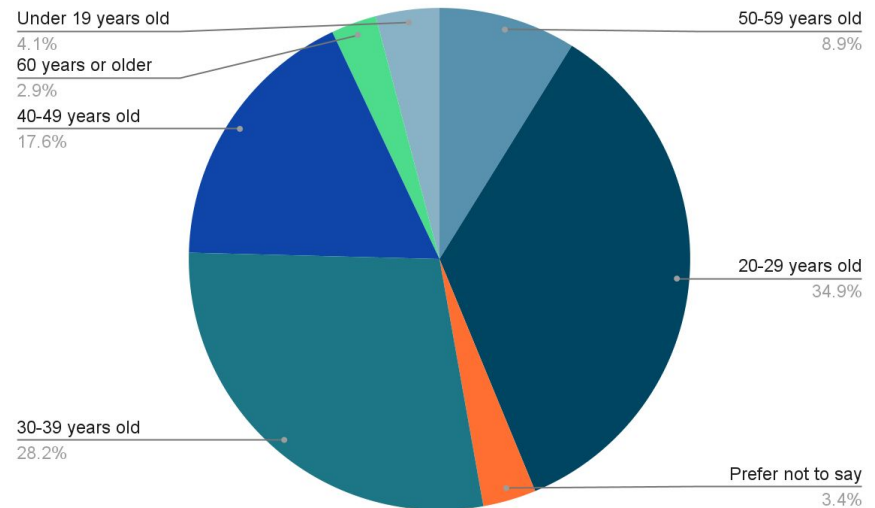
GENDER

Male **44.8%**
Female **52.3%**
Others **2.9%**



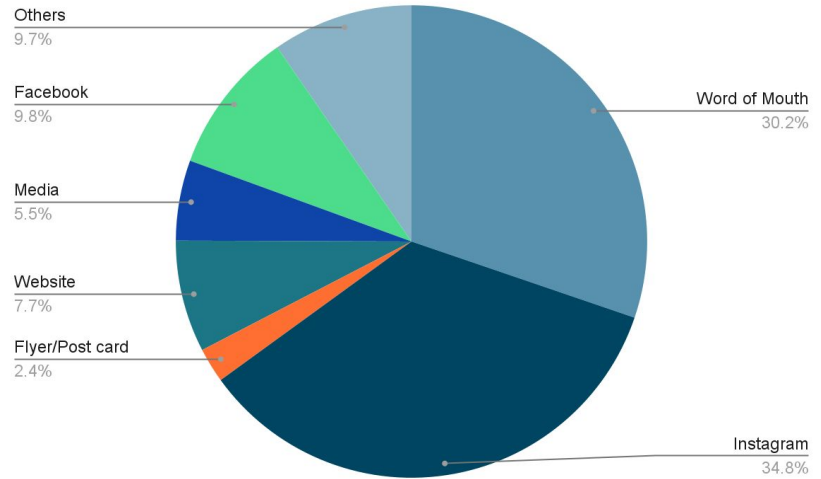
AGE

Under 19 **4.1%**
20-29 **34.9%**
30-39 **28.2%**
40-49 **17.6%**
50-59 **8.9%**
Over 60 **2.9%**



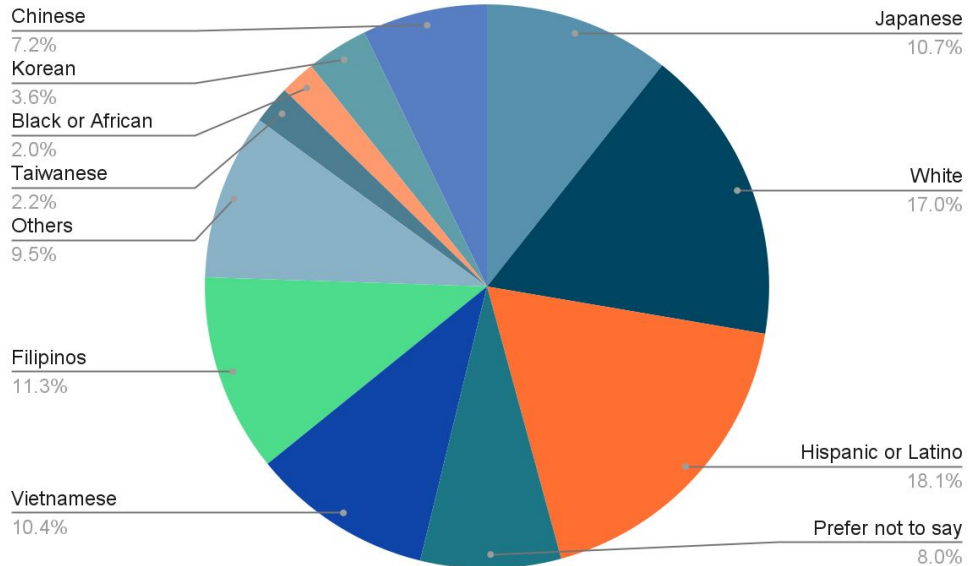
SOURCES

Instagram **34.8%**
Facebook **9.8%**
Media **5.5%**
Website **7.7%**
Word of Mouth **30.2%**
Flyer/Postcard **2.4%**
Others **9.7%**



ETHNICITY

White **17.0%**
Black/African **2.0%**
Chinese **7.2%**
Japanese **10.7%**
Korean **3.6%**
Vietnamese **10.4%**
Hispanic/Latino **18.1%**
Filipinos **11.3%**
Taiwanese **2.2%**



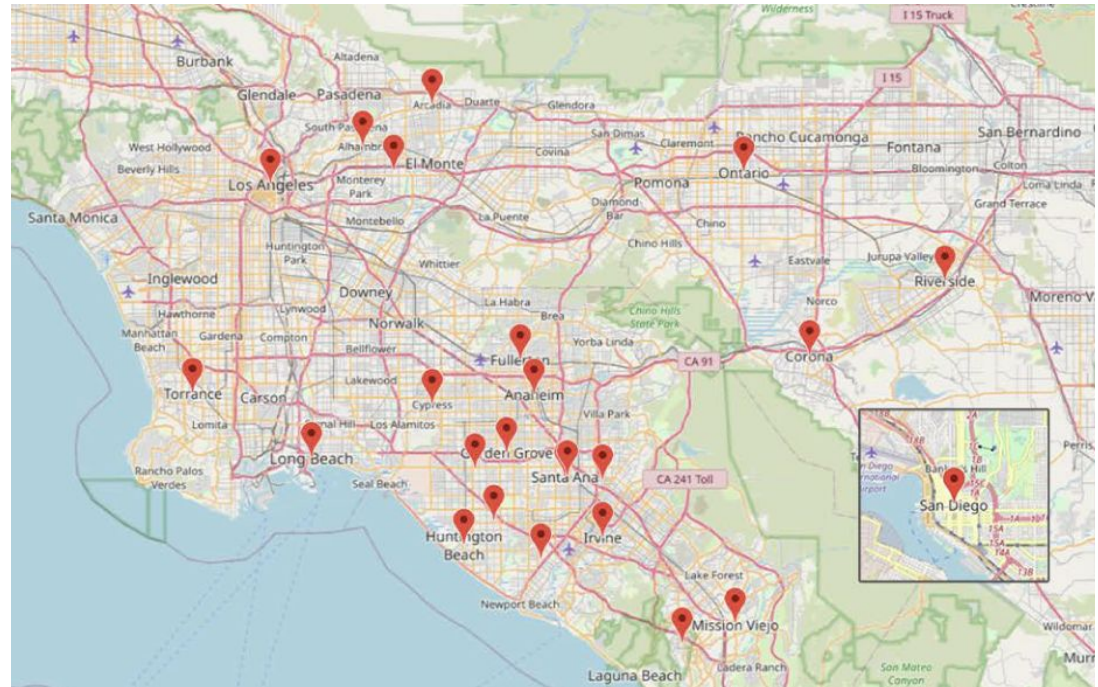
WHICH CITY DO YOU LIVE IN? *only top 15 selected

Los Angeles **24.3%**
Anaheim **14.4%**
Santa Ana **11.9%**
Irvine **10.3%**
Riverside **9.5%**

Costa Mesa **4.5%**
Fontana **4.3%**
Bell Gardens **3.7%**
Huntington Beach **3.6%**
Long Beach **3.6%**

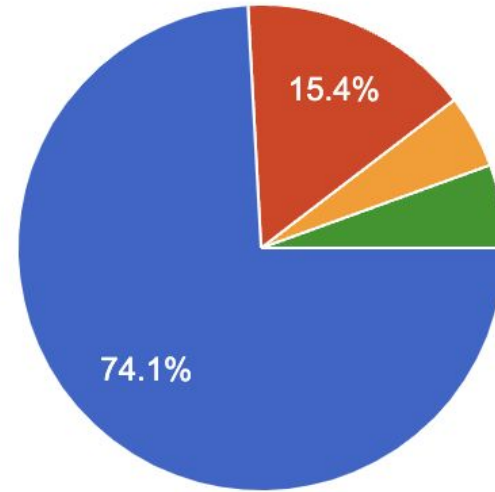
Garden Grove **3.0%**
Westminster **2.4%**
San Diego **2.3%**
Las Vegas **2.1%**
Mission Viejo **2%**

Orange, Vista, Fullerton, Tustin, Corona, Oceanside, San Bernardino, Buena Park, Torrance, North Hollywood, Placentia, Cerritos, Lake Forest, Aliso Viejo, Cypress, Rancho Santa Margarita, Fountain Valley, Newport Beach, Laguna Niguel, Chino, Rancho Cucamonga, Chino Hills, La Puente, Moreno Valley, Lakewood, San Juan Capistrano, Carson, San Clemente, Paramount, Ontario, Pomona, Norwalk, Bellflower, Pacoima, Inglewood, Ladera Ranch, Whittier, La Habra, Alhambra, Perris, West Covina, Gardena, Yorba Linda, Laguna Hills, Covina, Sacramento, etc.



How many times did you attend OC Japan Fair?

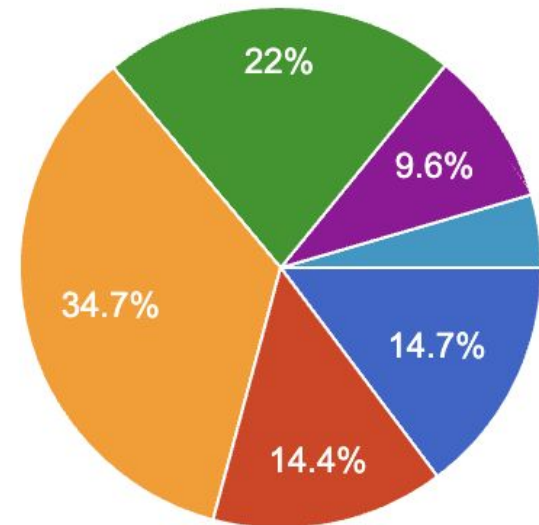
First time **74.1%**
Second time **15.4%**
Third time **4.9%**
Fourth or more **5.5%**



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

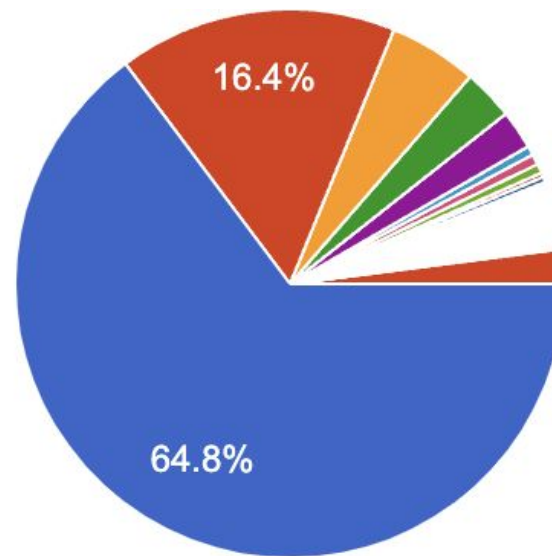
*Except parking and admission fee

\$1-\$20 **14.4%**
\$20-\$50 **34.7%**
\$70-\$100 **22%**
\$100-\$200 **9.6%**
\$200 or more **4.5%**



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

Food **64.8%**
Merch **16.4%**
Stage **5.2%**
Sake/Beer **3%**
Nakamise Street **2.3%**

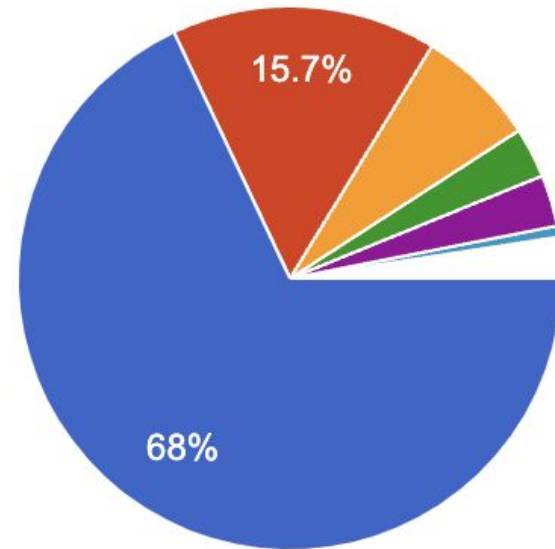


Other answers:

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

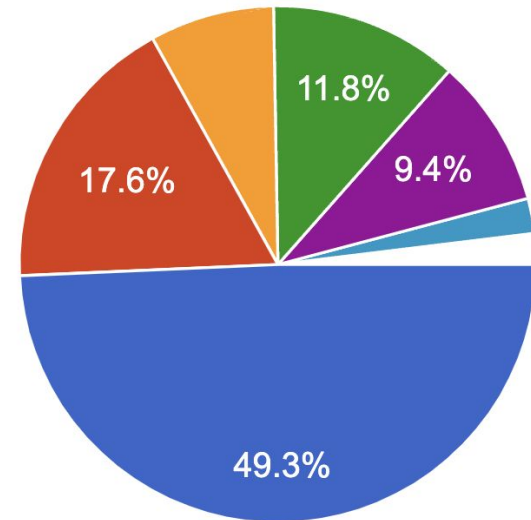
What did you enjoy at OC Japan Fair?

Food **68%**
Merch **15.7%**
Stage **7.1%**
Sake/Beer **3%**
Nakamise Street **3.1%**



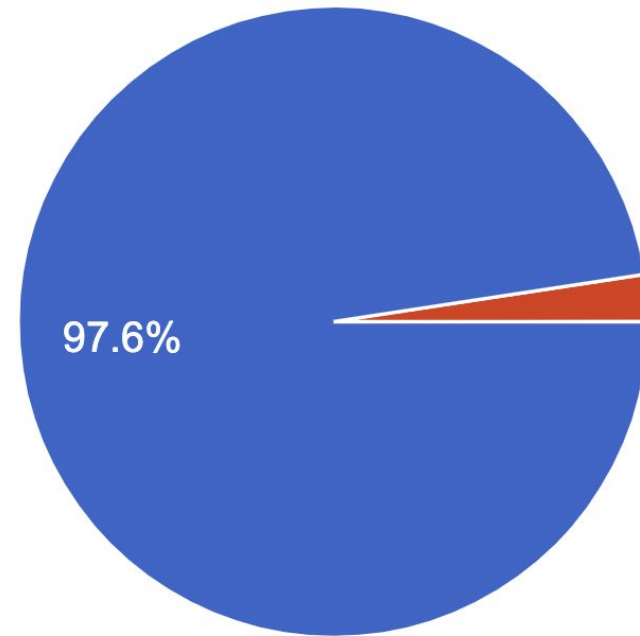
What would you like to expect at OC Japan Fair in the future?

More food **49.3%**
More merch **17.6%**
More stage **7.8%**
More traditional **11.8%**
More cosplay & anime **9.4%**
Esports **2.2%**



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

Yes 97.6%
No 2.4%



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