

A photograph of a Japanese festival at sunset. In the foreground, several people are seen from behind, wearing traditional kimonos and elaborate hair ornaments. A large red paper umbrella is held over one of the people. The background is filled with a crowd of people and the warm, golden light of the setting sun, creating a hazy, festive atmosphere.

OC JAPAN FAIR

April 4-6, 2025

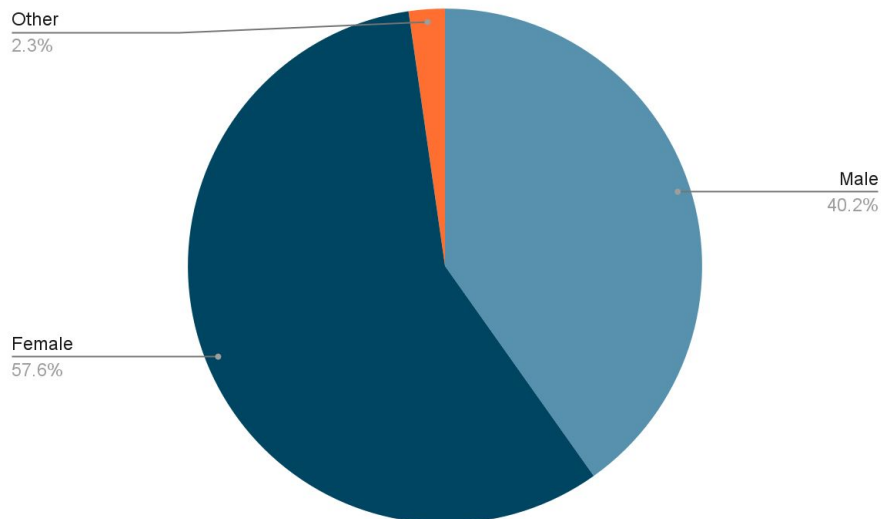
Survey Results

GENDER

Male **40.2%**

Female **57.6%**

Others **2.3%**



AGE

Under 19 **2.6%**

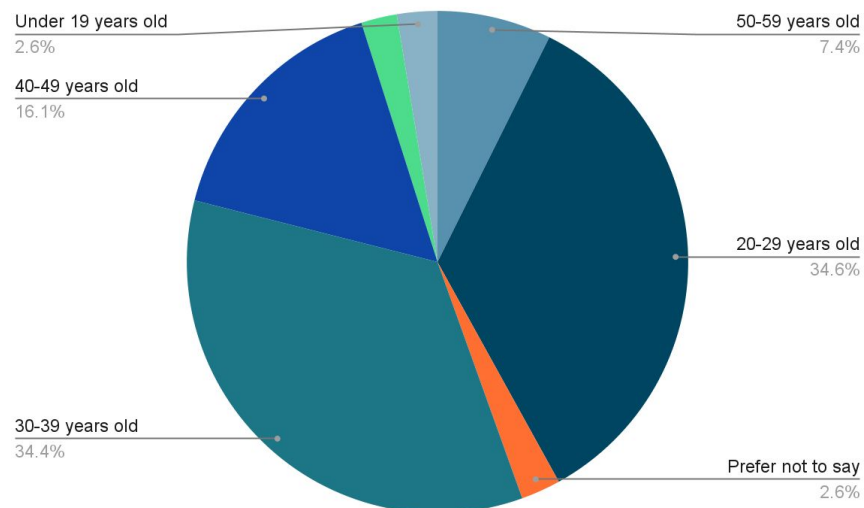
20-29 **34.6%**

30-39 **34.4%**

40-49 **16.1%**

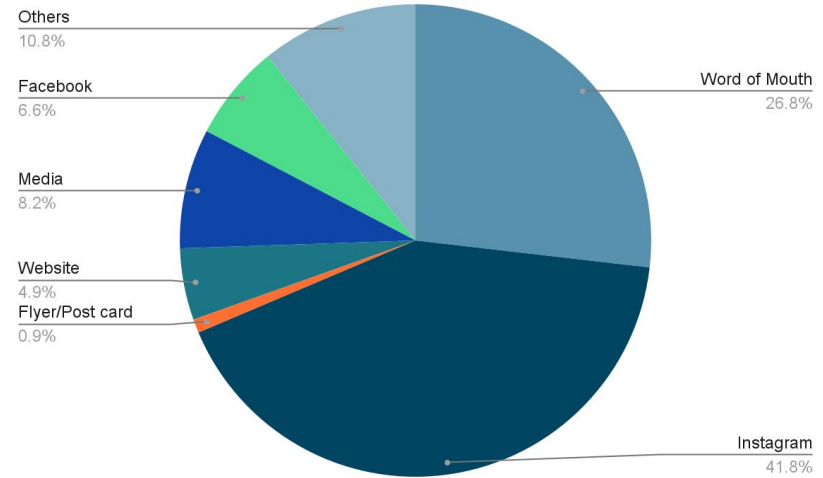
50-59 **7.4%**

Over 60 **2.3%**



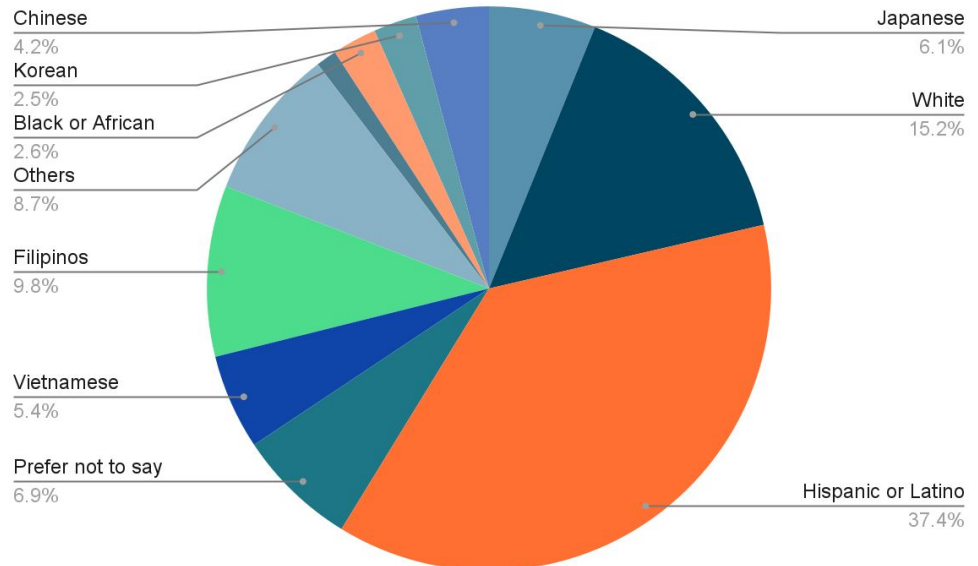
SOURCES

Instagram 41.8%
Facebook 6.6%
Media 8.2%
Website 4.9%
Word of Mouth 26.8%
Flyer/Postcard 0.9%
Others 10.8%



ETHNICITY

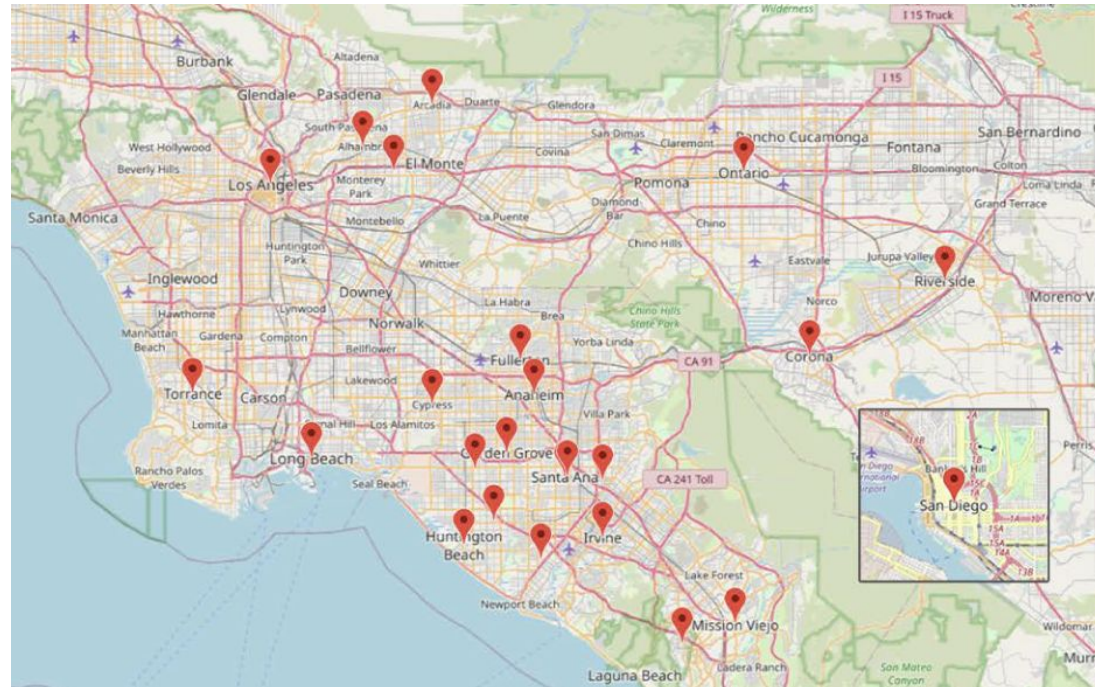
White 15.2%
Black/African 2.6%
Chinese 4.2%
Japanese 6.1%
Korean 2.5%
Vietnamese 5.4%
Hispanic/Latino 37.4%
Filipinos 9.8%
Taiwanese 1.2%



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

Los Angeles	14.1%	Costa Mesa	6.8%	Orange	4.5%
Irvine	13.0%	Riverside	6.3%	Torrance	3.5%
Anaheim	9.2%	San Diego	5.8%	Fullerton	3.4%
Long Beach	8.7%	Huntington Beach	5.3%	Corona	3.4%
Santa Ana	8.5%	Garden Grove	4.5%	Tustin	3.0%

Whittier, Fontana, Westminster, Lake Forest, Ontario, Mission Viejo, Rancho Cucamonga, Lakewood, San Bernardino, Downey, Norwalk, Oceanside, Moreno Valley, Buena Park, Temecula, Fountain Valley, Pomona, Murrieta, Chino, Carson, Newport Beach, Cerritos, Victorville, Cypress, Menifee, Aliso Viejo, Lake Elsinore, Bakersfield, Brea, Hemet, Eastvale, Redlands, Placentia, Gardena, Bellflower, Rancho Santa Margarita, San Clemente, Laguna Niguel, Yorba Linda, San Diego, La Mirada, La Habra, Inglewood, Pasadena, West Covina, San Pedro, Alhambra, Rialto, Chino Hills, etc.



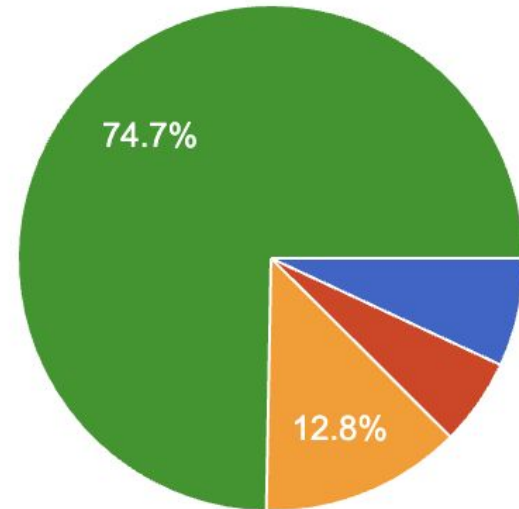
How many times did you attend OC Japan Fair?

First time **74.7%**

Second time **12.8%**

Third time **5.5%**

Fourth or more **6.9%**



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

*Except parking and admission fee

\$1-\$20 **10.5%**

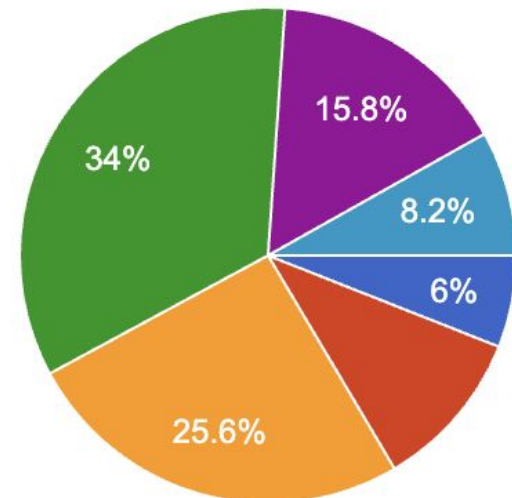
\$20-\$50 **25.6%**

\$50-\$100 **34%**

\$100-\$200 **8.2%**

\$200 or more **4.5%**

None **6%**



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

Food **67.5%**

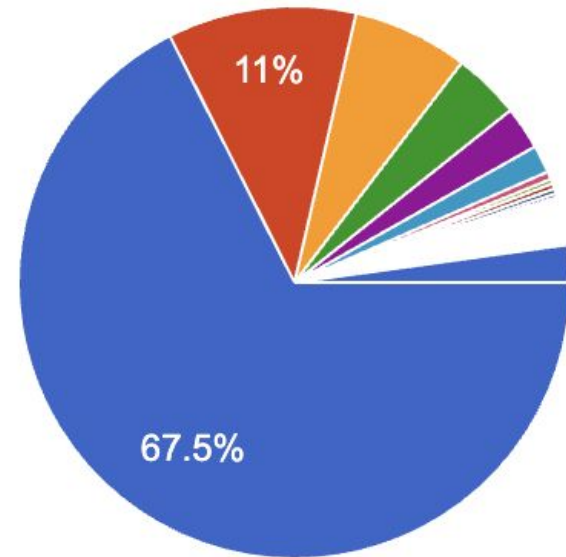
Merch **11%**

Sake/Beer **6.8%**

OC Stage **3.9%**

Nakamise Street **2.5%**

Freedom LA **1.6%**

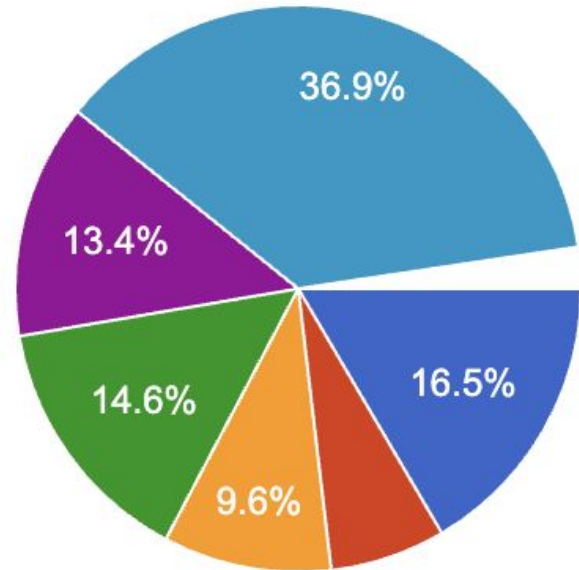


Other answers:

- Festivity, vibes
- Everything
- Tradition/culture
- Cosplay/Anime
- Friends/Family time
- Experience Japan
- Instagram/Tiktok
- Love Japan

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

More Food **36.9%**
More cosplay & anime **16.5%**
More traditional **14.6%**
More Merch **13.4%**
More game **9.6%**
More stage performance **6.6%**



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

Yes **96.7%**
No **3.3%**

