

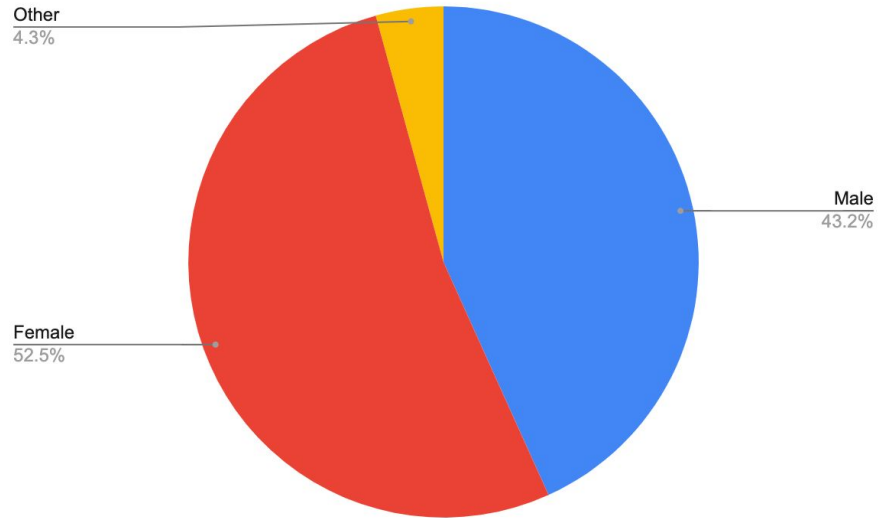
OC JAPAN FAIR 2022

Survey Results



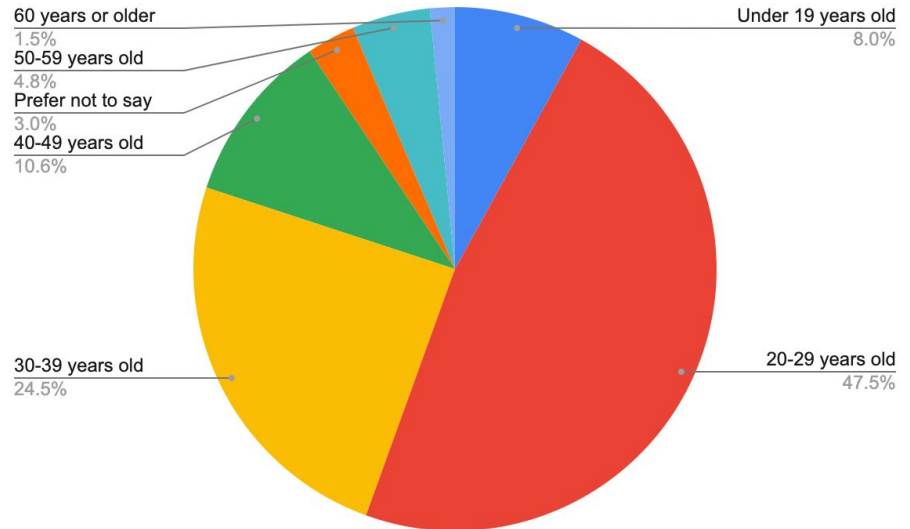
GENDER

Male **43.2%**
Female **52.5%**
Others **4.3%**



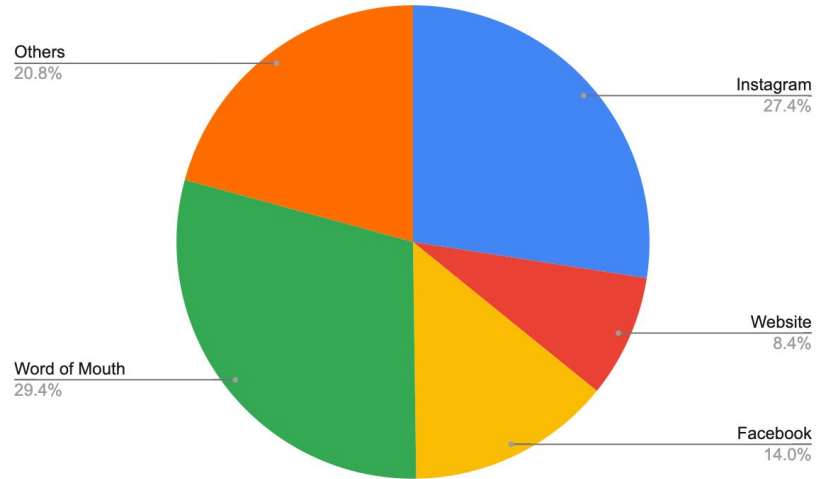
AGE

Under 19 **8.0%**
20-29 **47.5%**
30-39 **24.5%**
40-49 **10.6%**
50-59 **4.8%**
Over 60 **1.5%**



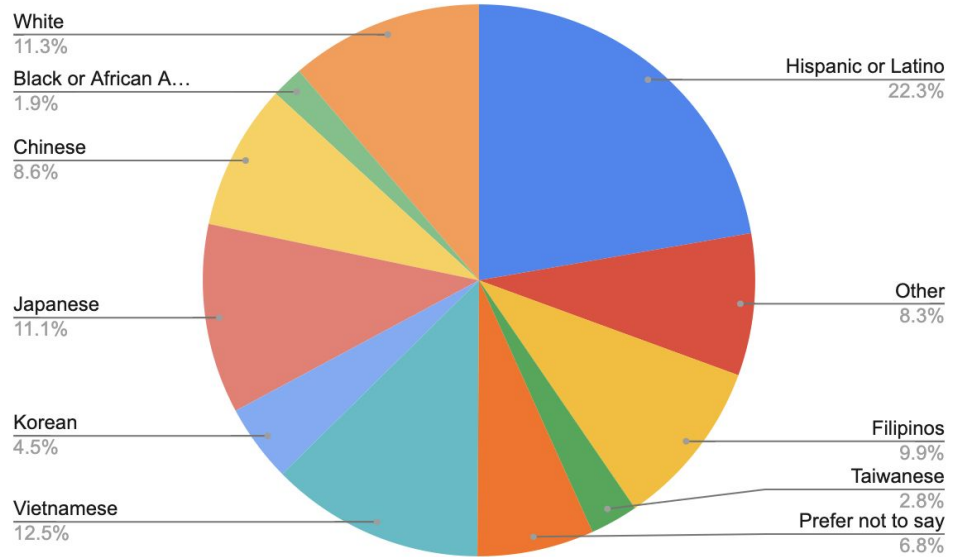
SOURCES

Instagram **27.4%**
Facebook **14.0%**
Website **8.4%**
Word of Mouth **29.4%**
Others **20.8%**



ETHNICITY

White **11.3%**
Black/African **1.9%**
Chinese **8.6%**
Japanese **11.1%**
Korean **4.5%**
Vietnamese **12.5%**
Hispanic/Latino **22.3%**
Filipinos **9.9%**
Taiwanese **2.8%**
Taiwanese **2.8%**
Prefer not to say **6.8%**



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

Irvine **11.0%**

Los Angeles **3.5%**

Tustin **2.1%**

Santa Ana **4.9%**

Long Beach **2.3%**

Westminster **1.9%**

Garden Grove **3.4%**

Riverside **1.2%**

Costa Mesa **3.5%**

Fullerton **1.9%**

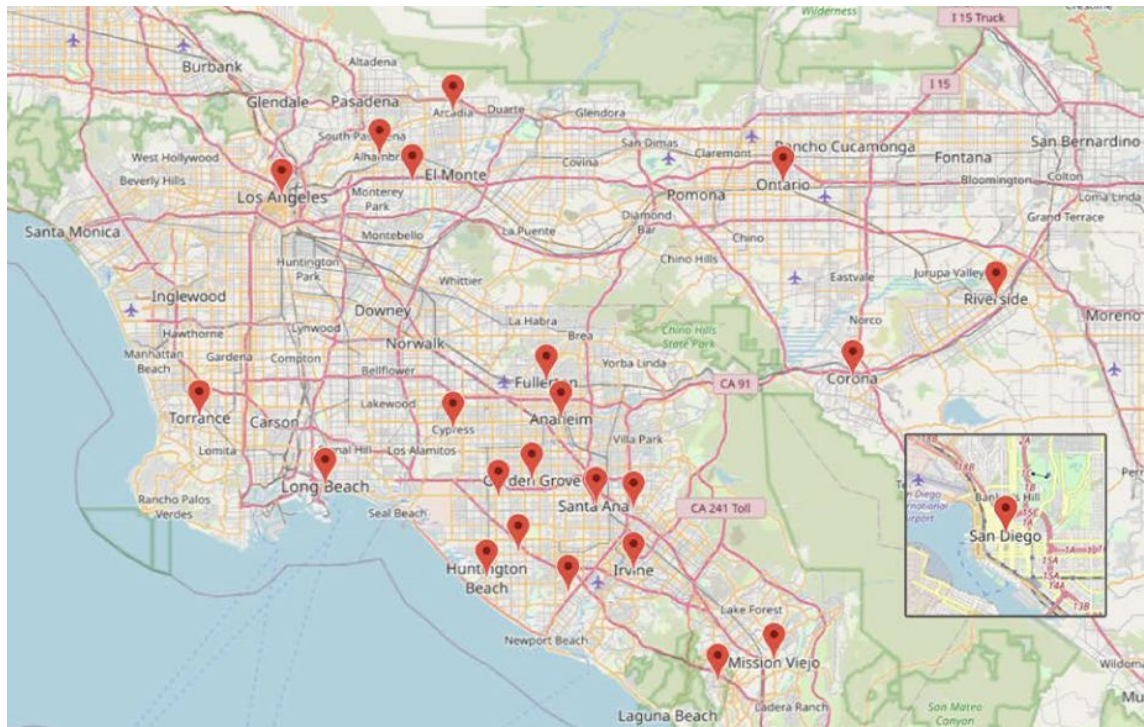
San Diego **1.6%**

Orange **2.4%**

Anaheim **5.1%**

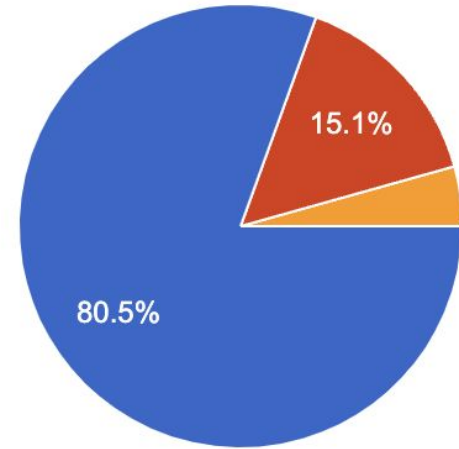
Huntington Beach **2.5%**

Fountain Valley **1.2%**



How many times did you attend OC Japan Fair?

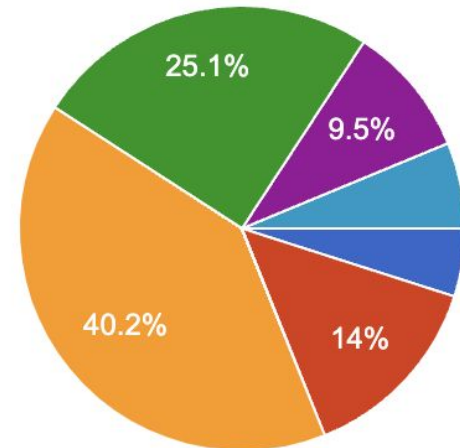
First time **80.5%**
Second time **15.1%**
Fourth or more **4.3%**



How much did (will) you spend at OC Japan Fair 2022?

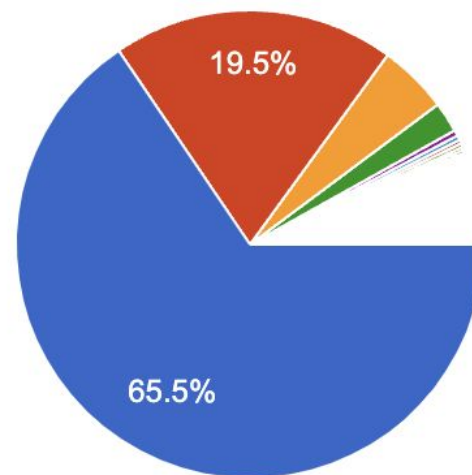
*Except parking and admission fee

\$1-\$20 **14%**
\$20-\$50 **40.2%**
\$70-\$100 **25.1%**
\$100-\$200 **9.5%**
\$200 or more **6.3%**



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

Food **65.5%**
Merch **19.5%**
Stage **4.8%**
Sake/Beer **2.1%**

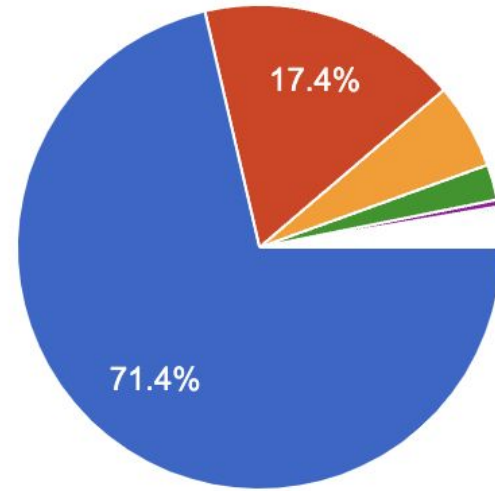


Other answers:

- Culture
- Friends
- Family
- All
- Anime
- Volunteer
- Online
- Ads
- To look around
- Maid Cafe
- Ondo Dance
- Taiko
- Experience Japan
- Cosplay
- School
- Last minute decision

What did you enjoy at OC Japan Fair?

Food **71.4%**
Merch **17.4%**
Stage **5.7%**
Everything **0.5%**



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

More food **50.2%**
More merch **16%**
More stage **9.1%**
More traditional **13.6%**
More cosplay & anime **9.5%**

