



CHERRY BLOSSOM FESTIVAL Demographic Survey

	2005	2004	
Survey's Rec'd	353	531	
Attendance	10,000	20,000	2005 experienced change of venue to the Rose Bowl and also the death of the Pope on the Sat of our event had an impact on attendance
ETHNICITY			
African American	5%	4%	
Caucasian	22%	23%	
Chinese Ethnicity	17%	20%	
Filipino Ethnicity	4%	4%	
Japanese Ethnicity	32%	22%	
Latino Ethnicity	10%	16%	
Vietnamese Ethnicity	5%		
Other	5%	7%	
WHERE THEY RESIDE			
Altadena	4%	2%	
Hollywood Area	2%	1%	
Inland Empire	5%	5%	
Los Angeles	14%	17%	
Orange County	4%	8%	
Pasadena	14%	26%	
San Fernando Valley	10%	6%	
San Gabriel Valley	13%	11%	
South Bay	5%	5%	
South Pasadena	6%	4%	
Surrounding Pasadena area	19%	12%	
West Los Angeles	1%	1%	
Outside the area: 2005: San Diego, Aspen CO, Japan, Berkeley, Hinsdale, IL	1%	2%	2004: Victorville, Santa Barbara, San Diego, Las Vegas, San Clemente, Pittsburg, PA, Denver CO, Bloomington IL, Williamsburg, VA
HOW THEY HEARD OF US			
Drive by/live in area	1%		
Flyer/Poster	5%		
Friend/Family/Organization	44%		
Internet	19%		Named: AOL.com; Rosebowl.com, Pasadena.com; Digital City; The Orange Cat;
Newspaper	8%		Other publications: Korean Paper, Sushi & Tofu, Cultural News, Light House, San Marino Tribune, Arroyo Magazine, Pasadena Weekly
LA Times	5%		
Rafu Shimpo	5%		
Pasadena Star News	3%		
LA Weekly	5%		
Other publications	3%		
Radio	1%		
Television	7%		
ANNUAL HOUSEHOLD INCOME			
Under \$25,000	13%		2005 % WHO ARE RETIREES, STUDENTS, HOMEMAKERS
\$25,000 – \$49,999	26%		Retirees 25%
\$50,000 - \$74,999	21%		Students 10%
\$75,000 - \$99,999	12%		Homemakers 11%
\$100,000 - \$125,000	13%		
\$125,000 +	15%		