

# CHERRY BLOSSOM FESTIVAL 2006 DEMOGRAPHICS

**The Rose Bowl – Pasadena – April 1-2, 2006**

\*\* Note: In 2004 and 2005 our survey did not ask for address or names and we captured ethnicity. Our top attendance for ethnic background for those two years reflected the following ethnic backgrounds: Caucasian, Japanese ethnicity, Chinese ethnicity and Latino. This year, our survey was sponsored by Trendwest and they were also capturing names and addresses for their marketing as well as a special drawing they were having so we were unable to capture ethnicity.

**Although it rained on April 1<sup>st</sup>, we are happy to say the total of attendance for this two-day event was over 10,000 attendees.** In the past two years our survey captured about 500 people and this year we are happy that the survey reflects 2,280 people.

**TOTAL # OF PEOPLE SURVEYED: 2,280 people**

## **MARTIAL STATUS:**

FEMALES – Married	32%
FEMALES – Single	27%
MALES – Married	28%
MALES – Single	13%

## **AGE GROUPS:**

Under 25	17%
25-39	32%
40-55	33%
56-72	15%
73+	3%

## **HOME OWNER:**

YES	55%
NO	45%

## **ANNUAL HOUSEHOLD INCOME**

Under \$35,000	32%
\$35,000	11%
\$40,000	12%
\$50,000	17%
\$75,000+	28%

## **WHERE THEY HEARD ABOUT THE FESTIVAL**

ABC-7	011%
CBS-2	009%
Flyer	004%
Internet	10%
LA18-KSCI-tv	8%
Los Angeles Times	10%
Magazine	02%
MountainView News	007%
NBC-4	006%
Newspaper	017%
Other	19%
Pasadena Star News	04%
Radio Jack	008%
Radio	009%
Rafu Shimpo	012%
The Wave	009%
Word of Mouth	34%

## **ZIPCODE – Where did the 2,280 who took this survey come from:**

Out of State: 025%

Alabama, Alaska, Arizona, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Kansas, Michigan, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Texas, Vermont, Washington State

Alhambra, Altadena

San Marino, So Pas

La Canada area 3%

Los Angeles County 60%

Northern LA County 15%

Orange County 2%

Pasadena 12%

San Diego County 4%

San Bernardino/

Riverside County 1%

Ventura, Kern,

Santa Barbara, &

Northern CA 050%

## **THE MOST ASKED QUESTIONS AT THE INFORMATION BOOTH**

How do we get to Paseo Colorado and Old Town

## **THE MOST ASKED QUESTION ON WENDY'S CELL PHONE**

How do we get to the Rose Bowl

## **MOST FREQUENT QUESTIONS ASKED BY PEOPLE AS THEY ARRIVED**

Where are the Cherry Trees? Can you give me directions to get to Sierra Madre and Victory Park to see the trees.