

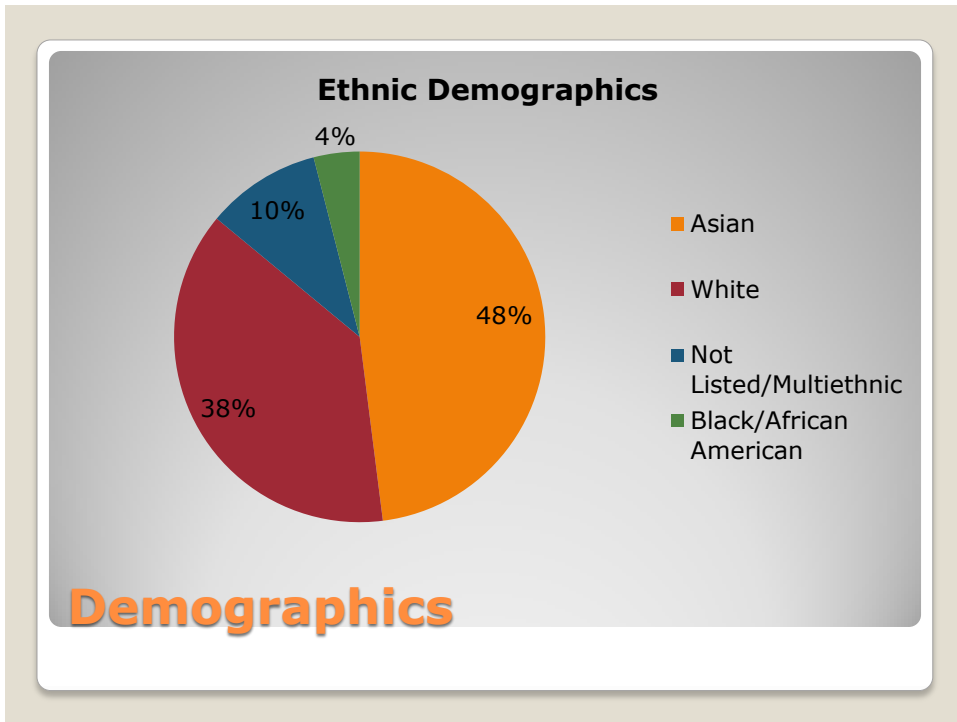
2010 CLEVELAND ASIAN FESTIVAL

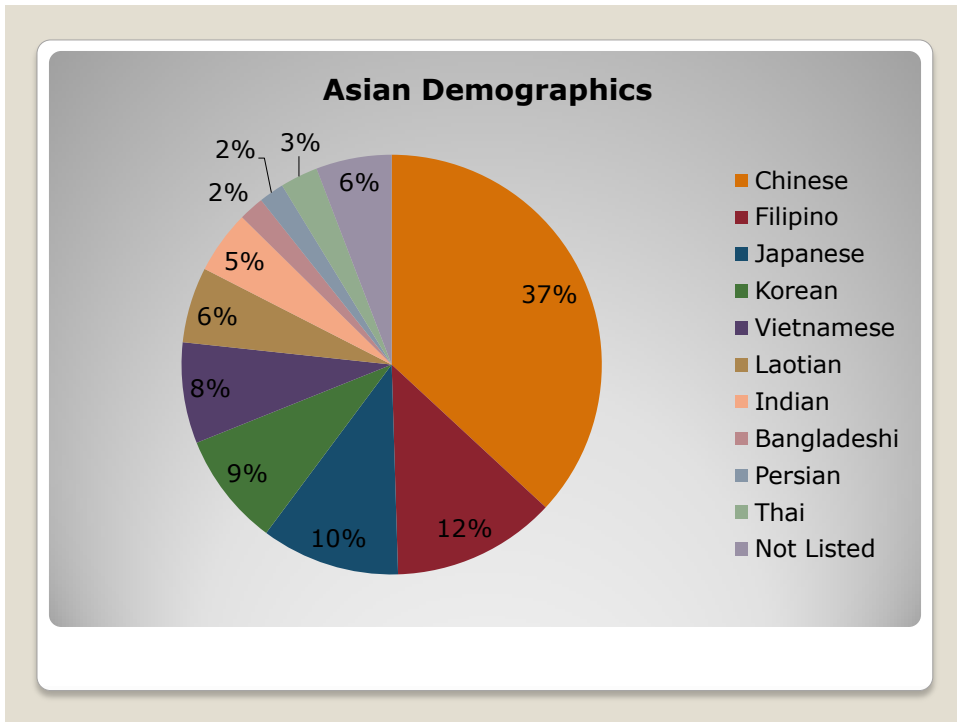
SURVEY RESULTS



- Online Survey by www.kwiksurveys.com
- 9 "Star Questions" (1-5)
- 3 Yes or No Questions
- 5 Open Ended Questions
- 3 Demographic Questions (ethnicity & location)
- 1 Email Question
- 1 Marketing Question
- 123 Respondents
- Can not tell organizers from guests
- Survey Fatigue...
- Potential Problems with Send Button
- Should have survey volunteers at CAF 2011

Survey Details & Problems



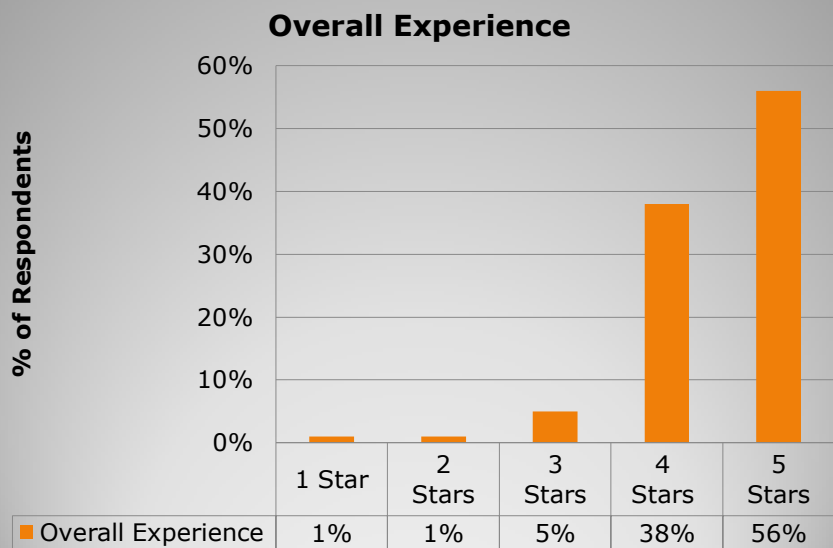


- Burmese
- Cambodian
- Indonesian
- Malaysian
- Pakistani
- Turkish
- Russian

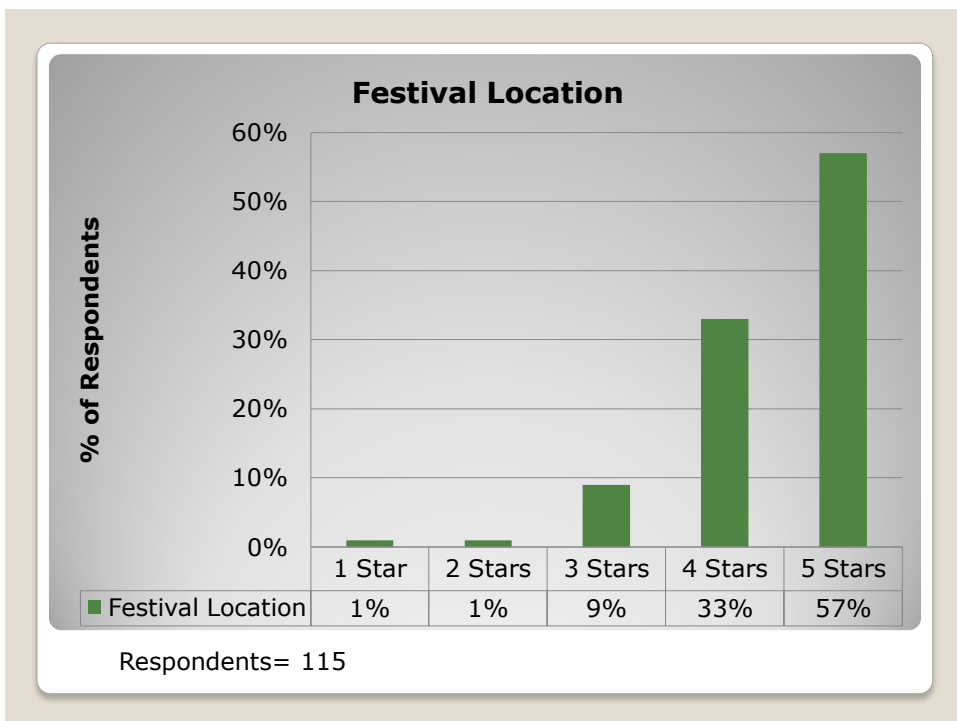
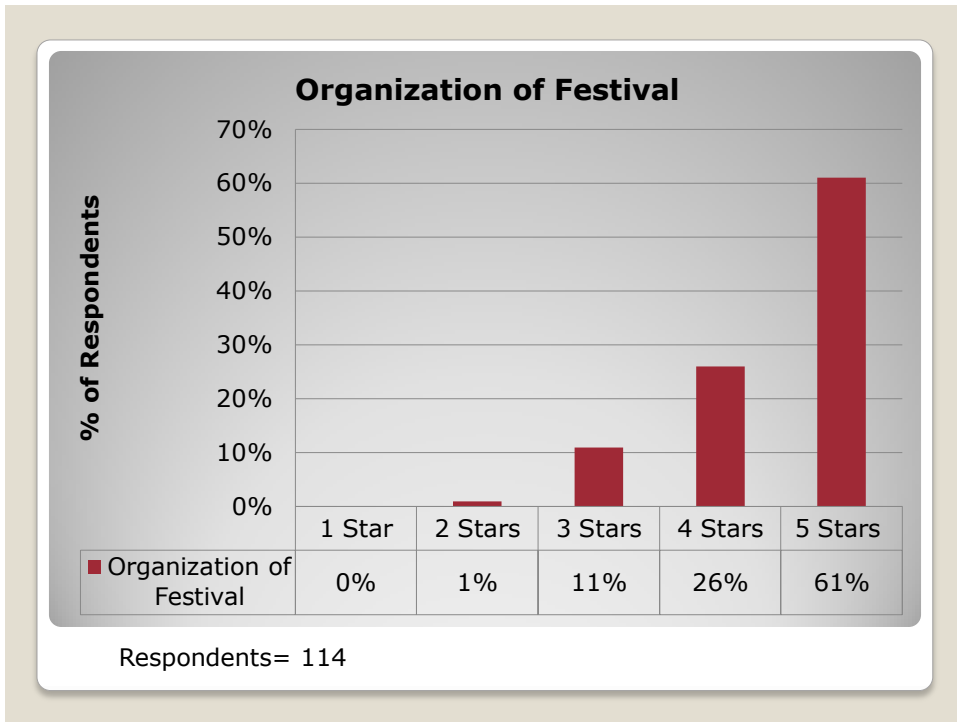
Not Represented

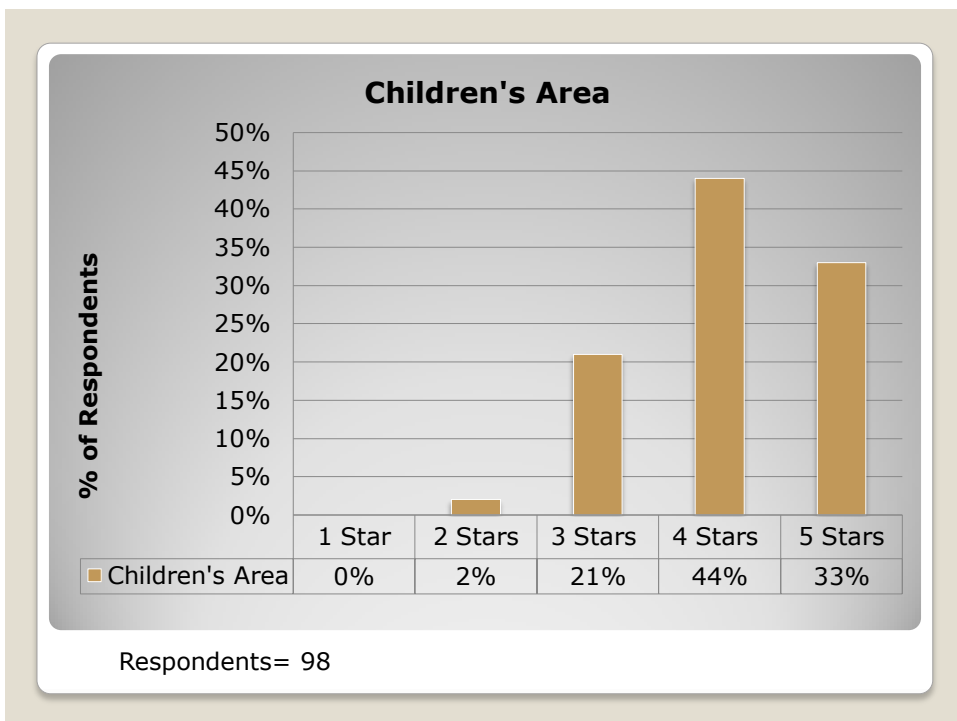
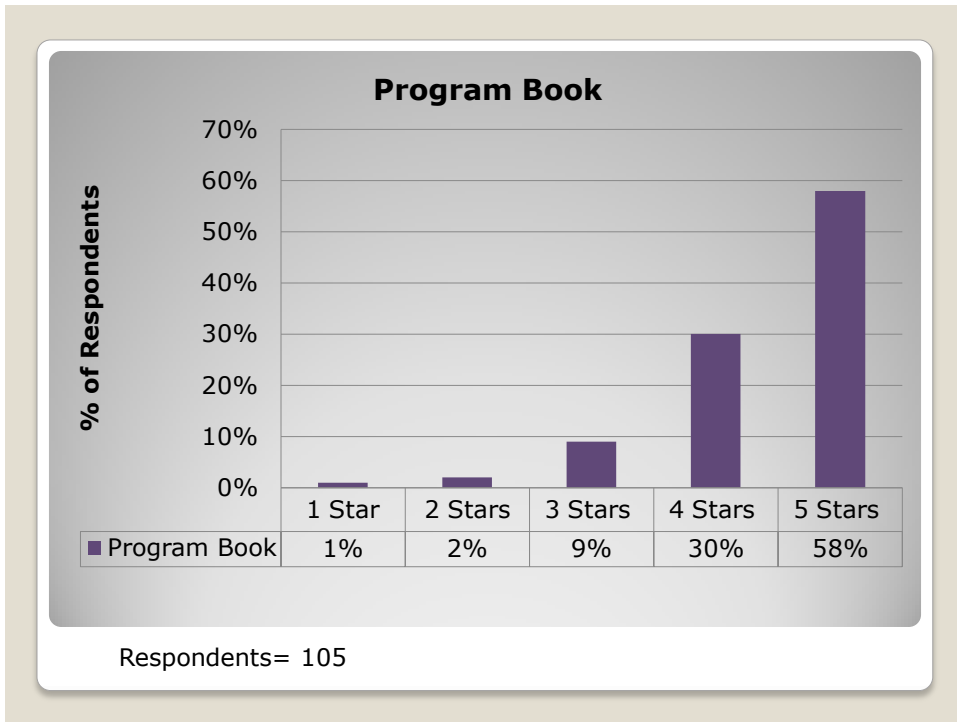
- Majority from Cleveland Area
- 5 respondents indicated they were from out of state (West Virginia, Michigan, Chicago, California, and Maryland)

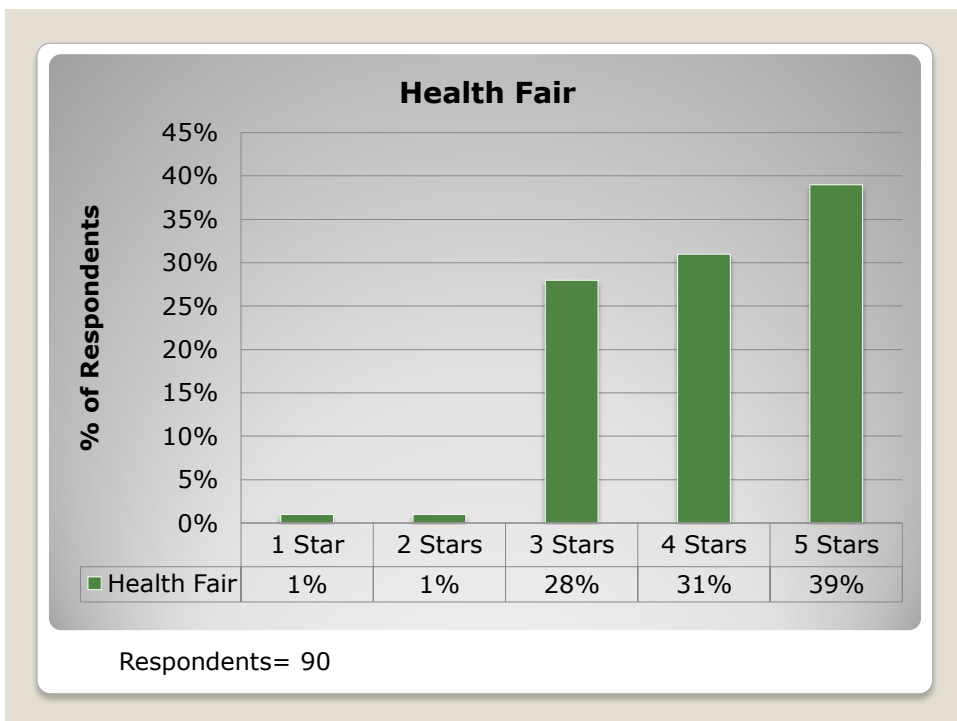
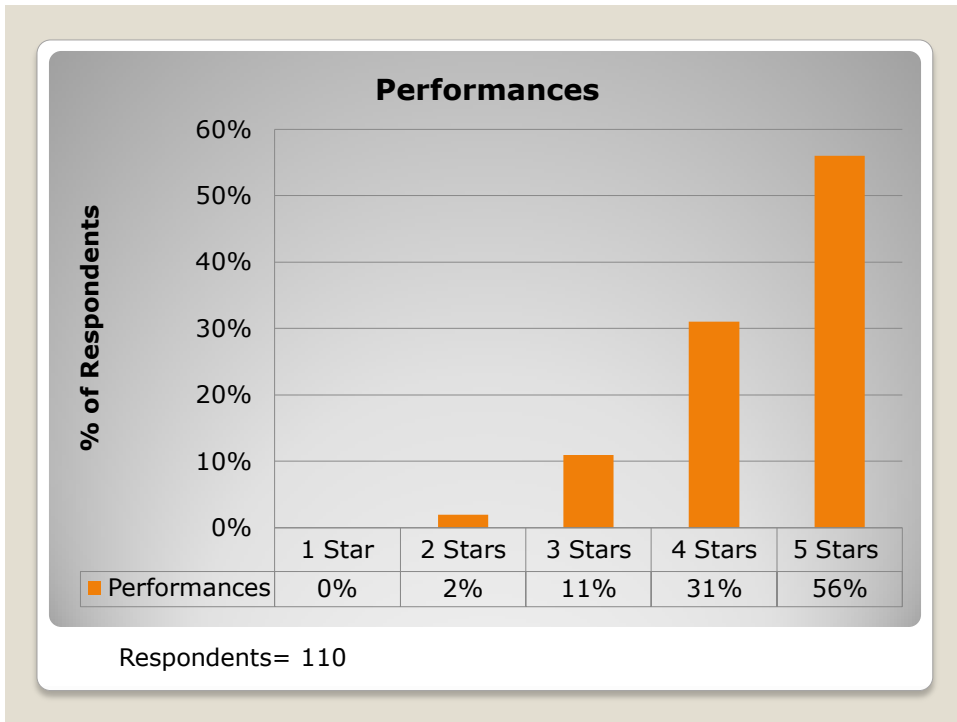
City & State Demographics

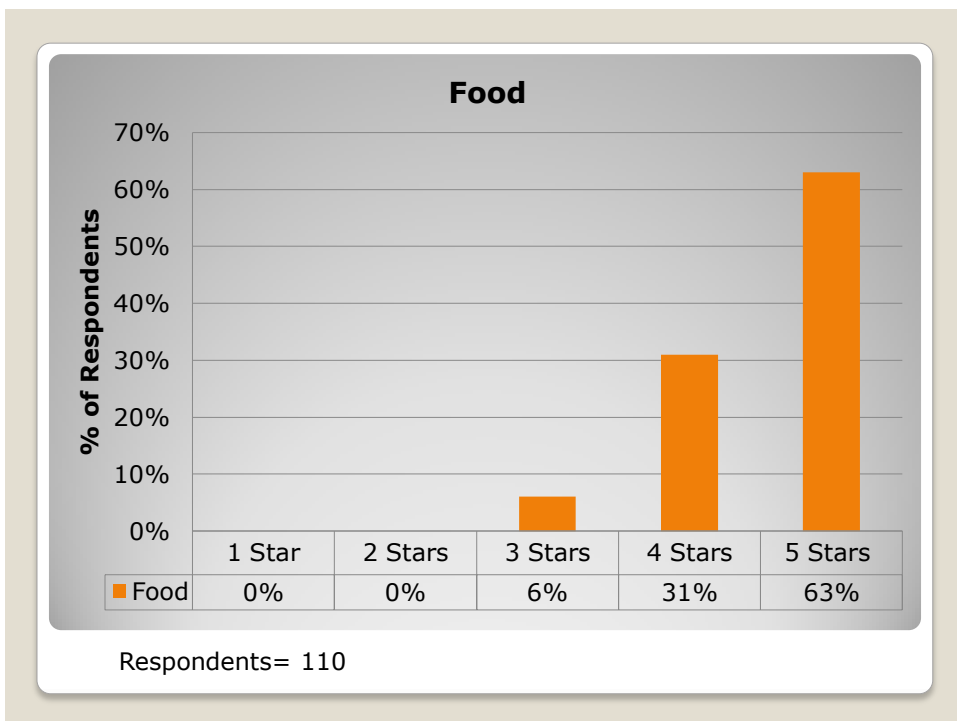
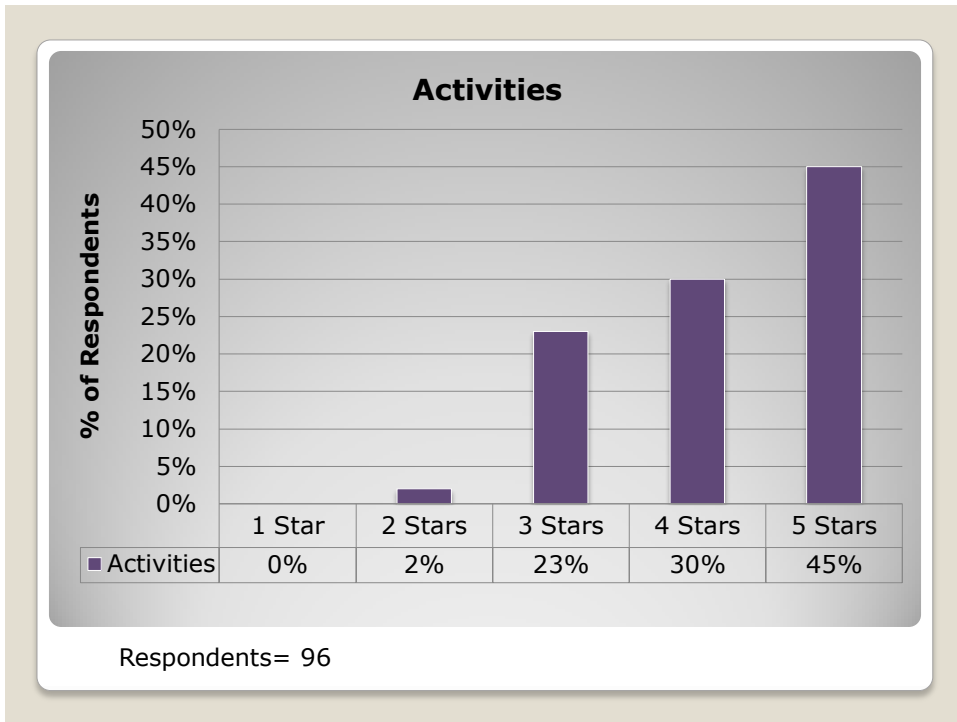


Respondents= 117







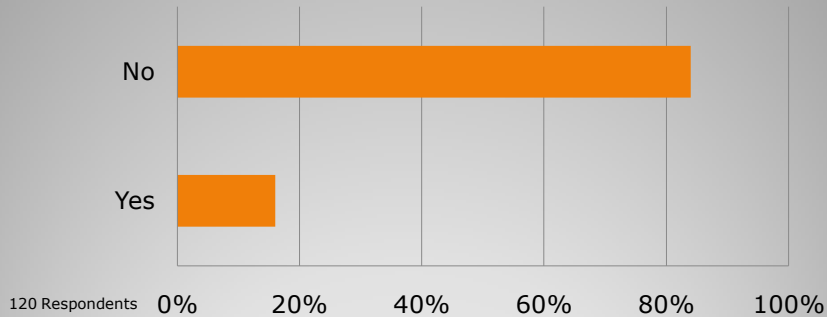


- 100% of 120 Respondents said YES



Will this benefit Cleveland?

First Time to AsiaTown?



	Yes	No
■ First Time to AsiaTown?	16%	84%

First Time to AsiaTown?

- 99% of 119 Respondents said YES!



Will You Attend CAF Next Year ?

- Their Organization
- Organizers
- Newspaper or Online Article
- Facebook

How Did You Hear About CAF?

- Food!!!
- Performances!!!
- Diversity!!!
- Well Organized!!!
- Everything!!!

Some Positives

- More Space Overall
- Larger Stage 2 Area
- Restrooms
- Parking
- Longer
- More Volunteers

Some Constructive Feedback

- You will be emailed a complete survey result packet with graphs and all comments.
- Let me know if you want the data file (excel).

Feedback Email

www.ClevelandAsianFestival.org

Cleveland Asian Festival

Saturday
May 22, 2010
11 a.m. - 8 p.m.
2010 Paper Product Cleveland, OH 44114

FREE EVENT
Open to all ages!

- 1st Asian Cuisine
- 1st Merchandise
- 1st Performances
- 1st Martial Arts
- 1st Competitions
- 1st Health Fair
- 1st Hands-On Activities
- 1st Family-Friendly Fun

Asia Plaza
East 30th & Payne Avenue

ASIAN FESTIVAL

SPONSORS

FOR MORE INFORMATION, VISIT WWW.CLEVELANDASIANFESTIVAL.ORG