

**Q501: Which, if any, of the following statements do you agree with?**

	Total A	Education Level			Employment Status		Household Income		
		High School Diploma or Less B	Some Post-HS Education (No Bac... C	Bachelor's or Higher D	Employed (FT/PT) E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=1000	N=208	N=396	N=396	N=665	N=335	N=337	N=276	N=299
<b>Total (Unweighted)</b>	N=1000	N=173	N=338	N=489	N=609	N=391	N=361	N=364	N=216
<b>I plan to travel outside of the greater Chicagoland area during the upcoming sp ring/summer months.</b>	55%	36%	52% B	69% BC	60% F	47%	40%	52% G	74% GH
<b>I take advantage of entertainmen t options in the City of Chicago.</b>	47%	33%	43% b	57% BC	52% F	37%	35%	50% G	55% G
<b>I take advantage of entertainmen t options that are unique to my area (e.g., neighborhoo d, suburb).</b>	46%	33%	42%	56% BC	49% F	39%	33%	47% G	58% GH

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<b>Chicago's nightlife and leisure scene has entertain ment options for everyone (e.g., families, young people).</b>	45%	30%	44% <b>B</b>	53% <b>BC</b>	48% <b>F</b>	37%	35%	47% <b>G</b>	51% <b>G</b>
<b>I plan to travel within the greater Chicagoland area (i.e., to another city or suburb) during the upcoming sp ring/summer months.</b>	43%	32%	38%	53% <b>BC</b>	45% <b>F</b>	37%	34%	44% <b>G</b>	48% <b>G</b>
<b>My area (e.g., neighborhoo d, suburb) is a hidden gem.</b>	28%	28%	24%	33% <b>C</b>	29%	26%	20%	27% <b>g</b>	34% <b>G</b>

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<b>There are not enough local entertainment options for me (e.g., of interest, that fit my lifestyle or needs).</b>	15%	15%	16%	13%	15%	14%	17%	14%	14%
<b>None of the above</b>	9%	18% CD	10% D	5%	6%	16% E	17% HI	8%	4%

**Table Base:** ALL COOK COUNTY RESIDENTS

**Q502: Which, if any, of the following types of entertainment options in the City of Chicago do you plan to use during this year's spring/summer months?**

	Total A	Education Level			Employment Status		Household Income		
		High School Diploma or Less B	Some Post-HS Education (No Bac... C	Bachelor's or Higher D	Employed (FT/PT) E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=1000	N=208	N=396	N=396	N=665	N=335	N=337	N=276	N=299
<b>Total (Unweighted)</b>	N=1000	N=173	N=338	N=489	N=609	N=391	N=361	N=364	N=216
<b>Free public outdoor space (e.g., parks, walking trails)</b>	56%	45%	55% <b>b</b>	63% <b>Bc</b>	58% <b>f</b>	52%	53%	58%	55%
<b>Museums or related institutions (e.g., Field Museum, libraries)</b>	45%	27%	45% <b>B</b>	54% <b>BC</b>	47%	41%	40%	43%	48% <b>g</b>
<b>Downtown Chicago attractions (e.g., Navy Pier, architectural tour)</b>	45%	36%	45%	49% <b>B</b>	50% <b>F</b>	34%	41%	47%	45%
<b>Free live perf ormances</b>	43%	34%	44% <b>b</b>	47% <b>B</b>	46% <b>F</b>	38%	43%	45%	41%

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		Education Level			Employment Status		Household Income		
	Total A	High School Diploma or Less B	Some Post-HS Education (No Bac... C	Bachelor's or Higher D	Employed (FT/PT) E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Attractions in a neighborhood outside of downtown (e.g., pop-ups, neighborhood festivals)</b>	43%	31%	44% B	48% B	47% F	35%	34%	48% G	46% G
<b>Paid live performances (e.g., Theater District, concert)</b>	34%	18%	31% B	46% BC	39% F	25%	23%	31% G	48% GH
<b>Professional sporting events</b>	34%	17%	33% B	43% BC	40% F	21%	17%	36% G	44% G
<b>Paid public outdoor space (e.g., zoos, botanical gardens)</b>	33%	20%	33% B	41% Bc	37% F	26%	22%	36% G	41% G
<b>Major festivals and events (e.g., Taste of Chicago, Lollapalooza)</b>	33%	26%	36% b	34%	39% F	21%	28%	38% Gi	30%

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<b>Artisan or farmers markets</b>	31%	13%	28% B	44% BC	34% F	25%	20%	29% G	43% GH
<b>Nightlife (e.g., bars, clubs)</b>	28%	17%	27% B	34% B	35% F	13%	21%	30% G	30% g
<b>Another type of free resource not listed here</b>	16%	19%	15%	15%	14%	19%	19%	17%	14%
<b>Another type of paid resource not listed here</b>	9%	5%	11% B	7%	10%	6%	6%	10%	12% G
<b>None</b>	7%	12% cD	7%	5%	5%	13% E	9%	6%	7%
<b>Not at all sure</b>	7%	11% D	7%	4%	5%	11% E	9% h	5%	9%

**Table Base:** ALL COOK COUNTY RESIDENTS

**Q505: What type of impact do you think upcoming major summer festivals and events in the City of Chicago (e.g., professional sporting events, Lollapalooza, Taste of Chicago) will have on each of the following?**

**Local economy**

	Total A	Education Level			Employment Status		Household Income		
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<b>Total</b>	N=1000	N=208	N=396	N=396	N=665	N=335	N=337	N=276	N=299
<b>Total (Unweighted)</b>	N=1000	N=173	N=338	N=489	N=609	N=391	N=361	N=364	N=216
<b>Positive impact</b>	75%	60%	75% <b>B</b>	83% <b>BC</b>	76%	74%	67%	79% <b>G</b>	80% <b>G</b>
<b>No impact</b>	12%	19% <b>D</b>	13%	9%	12%	13%	15% <b>i</b>	12%	10%
<b>Negative</b>	6%	8% <b>D</b>	6%	3%	6%	5%	7%	6%	5%
<b>Not at all sure</b>	7%	13% <b>CD</b>	6%	4%	6%	8%	11% <b>H</b>	3%	6%

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**Q505: What type of impact do you think upcoming major summer festivals and events in the City of Chicago (e.g., professional sporting events, Lollapalooza, Taste of Chicago) will have on each of the following?**

**Local tourism**

	Total A	Education Level			Employment Status		Household Income		
		High School Diploma or Less B	Some Post-HS Education (No Bac... C	Bachelor's or Higher D	Employed (FT/PT) E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=1000	N=208	N=396	N=396	N=665	N=335	N=337	N=276	N=299
<b>Total (Unweighted)</b>	N=1000	N=173	N=338	N=489	N=609	N=391	N=361	N=364	N=216
<b>Positive impact</b>	80%	65%	80% B	88% BC	81%	77%	73%	79%	88% GH
<b>No impact</b>	12%	21% CD	12%	9%	12%	13%	14% i	13%	8%
<b>Negative</b>	3%	5% D	4% d	2%	3%	4%	5%	4%	2%
<b>Not at all sure</b>	4%	9% CD	4%	2%	3%	6% e	7% HI	3%	2%

**Table Base:** ALL COOK COUNTY RESIDENTS

**Q505: What type of impact do you think upcoming major summer festivals and events in the City of Chicago (e.g., professional sporting events, Lollapalooza, Taste of Chicago) will have on each of the following?**

**The City of Chicago's reputation**

	Total A	Education Level			Employment Status		Household Income		
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<b>Total</b>	N=1000	N=208	N=396	N=396	N=665	N=335	N=337	N=276	N=299
<b>Total (Unweighted)</b>	N=1000	N=173	N=338	N=489	N=609	N=391	N=361	N=364	N=216
<b>Positive impact</b>	66%	65%	57%	77% BC	67%	66%	61%	64%	74% GH
<b>No impact</b>	17%	15%	22% D	13%	18%	14%	18%	20%	15%
<b>Negative</b>	9%	10% d	12% D	5%	8%	11%	8%	11% i	5%
<b>Not at all sure</b>	8%	10% d	9% d	5%	7%	9%	12% HI	5%	6%

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