

P154167 Chicagoland Topics Q4 2024

## P154167 Chicagoland Topics Q4 2024

### Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	A,B-D,EF,GH
Date Range:	(09/12/24 - 09/19/24)

### Segment Definitions

Total	(ALL)	n=1000
18-34	(dmAge.check('18-34'))	n=309
35-54	(dmAge.check('35-54'))	n=335
55+	(dmAge.check('>54'))	n=355
Men	(dmGenM.r1)	n=478
Women	(dmGenM.r2)	n=513
White only	(net2RaceMUS.r1)	n=442
All people of color	(net2RaceMUS.r6)	n=558

### Weighting

Total	nweight.val	P154167_WT
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**Q501: Which of the following statements do you agree with?**

		Age			Gender		Race & Ethnicity	
	Total A	18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
<b>Total</b>	N=1000	N=309	N=335	N=355	N=478	N=513	N=442	N=558
<b>Total (Unweighted)</b>	N=1000	N=201	N=330	N=469	N=416	N=575	N=562	N=438
<b>The greater Chicagoland area is a good place to visit during the winter holiday season.</b>	48%	52%	44%	48%	46%	50%	49%	47%
<b>Winter holiday events are a good way to attract visitors to the greater Chicagoland area.</b>	46%	46%	47%	44%	45%	46%	47%	45%
<b>I feel more connected to my loved ones during the winter holiday season.</b>	46%	48%	46%	43%	48%	43%	47%	45%

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

		Age			Gender		Race & Ethnicity	
	Total A	18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
I look forward to celebrating the upcoming winter holiday season in Chicago.	45%	49% d	48% d	39%	42%	48%	42%	47%
I plan to attend at least one winter holiday event or attraction that is unique to the Chicagoland area during the winter holiday season.	42%	53% cD	41% d	33%	36%	47% E	43%	41%
I have a winter holiday tradition that is specific to the Chicagoland area (e.g., attend an annual show, visit a unique landmark).	25%	32% D	25% d	18%	22%	27%	26%	23%

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

		Age			Gender		Race & Ethnicity	
	Total A	18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
<b>I feel more connected to my community during the winter holiday season.</b>	21%	28% cD	19%	16%	20%	21%	18%	23%
<b>I feel more connected to people all over the country during the winter holiday season.</b>	20%	26% D	22% D	12%	24% F	15%	18%	21%
<b>None of the above</b>	11%	4%	14% B	15% B	11%	11%	14%	9%

**Table Base: COOK COUNTY RESIDENTS**

**Q502: Which of the following local winter holiday themed activities are you interested in doing this year?**

	Total A	Age			Gender		Race & Ethnicity	
		18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
<b>Total</b>	N=1000	N=309	N=335	N=355	N=478	N=513	N=442	N=558
<b>Total (Unweighted)</b>	N=1000	N=201	N=330	N=469	N=416	N=575	N=562	N=438
<b>Visiting a holiday light show or display (e.g., ZooLights, Lightscape)</b>	44%	52% D	45% D	35%	37%	50% E	47%	41%
<b>Visiting the Chicago Christmas Tree</b>	36%	49% D	41% D	21%	38%	35%	27%	44% G
<b>Visiting a holiday market (e.g., Christkindlma rket, Kwanzaa Market)</b>	34%	32%	37%	33%	27%	41% E	42% H	28%
<b>Shopping in downtown Chicago (e.g., Magnificent Mile, State Street)</b>	28%	32% d	27%	24%	29%	27%	24%	31% g
<b>Watching the Magnificent Mile Lights Festival</b>	27%	25%	31%	26%	25%	29%	22%	31% G

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**Q502: Which of the following local winter holiday themed activities are you interested in doing this year?**

		Age			Gender		Race & Ethnicity	
	Total A	18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
<b>Watching the Thanksgiving Parade</b>	27%	30%	26%	25%	22%	31% <b>E</b>	24%	29%
<b>Visiting a holiday-themed pop-up</b>	23%	30% <b>D</b>	28% <b>D</b>	12%	17%	27% <b>E</b>	22%	23%
<b>Attending Light Up the Lake at Navy Pier or another carnival</b>	22%	27% <b>D</b>	24% <b>D</b>	16%	22%	22%	15%	28% <b>G</b>
<b>Riding the CTA Holiday Train</b>	21%	28% <b>D</b>	25% <b>D</b>	11%	17%	25% <b>E</b>	14%	27% <b>G</b>
<b>Ice skating at Millennium Park or another local rink</b>	21%	35% <b>CD</b>	22% <b>D</b>	7%	18%	23%	17%	24% <b>G</b>
<b>Attending a seasonal performance (e.g., The Nutcracker, classic movie marathon)</b>	19%	23% <b>d</b>	20%	15%	17%	21%	23% <b>h</b>	16%

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**Q502: Which of the following local winter holiday themed activities are you interested in doing this year?**

		Age			Gender		Race & Ethnicity	
	Total A	18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
<b>Attending a multicultural event (e.g., Christmas Around the World exhibit, Hanukkah Festival of Lights)</b>	16%	19% d	18% d	12%	14%	18%	15%	17%
<b>Something not listed here</b>	9%	6%	9%	11%	11%	7%	11%	7%
<b>N/A - I am not interested in local winter holiday themed activities.</b>	16%	9%	14%	25% BC	18%	15%	18%	15%

**Table Base: COOK COUNTY RESIDENTS**



**Q503: Which of the following local winter holiday themed activities would you recommend to someone visiting the greater Chicagoland area?**

	Total A	Age			Gender		Race & Ethnicity	
		18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
<b>Total</b>	N=1000	N=309	N=335	N=355	N=478	N=513	N=442	N=558
<b>Total (Unweighted)</b>	N=1000	N=201	N=330	N=469	N=416	N=575	N=562	N=438
<b>Visiting a holiday light show or display (e.g., ZooLights, Lightscape)</b>	52%	47%	57% b	51%	46%	57% E	57% H	48%
<b>Visiting the Chicago Christmas Tree</b>	49%	50%	53% d	45%	46%	52%	44%	53% G
<b>Visiting a holiday market (e.g., Christkindlmarkt, Kwanzaa Market)</b>	46%	40%	47%	51% B	41%	51% E	53% H	41%
<b>Watching the Magnificent Mile Lights Festival</b>	45%	37%	52% B	47% b	41%	50% E	44%	46%
<b>Shopping in downtown Chicago (e.g., Magnificent Mile, State Street)</b>	45%	40%	47%	47%	44%	45%	43%	46%

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**Q503: Which of the following local winter holiday themed activities would you recommend to someone visiting the greater Chicago area?**

		Age			Gender		Race & Ethnicity	
	Total A	18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
<b>Ice skating at Millennium Park or another local rink</b>	43%	47% d	46% d	38%	37%	49% E	43%	43%
<b>Attending Light Up the Lake at Navy Pier or another carnival</b>	42%	44%	40%	42%	40%	44%	36%	47% G
<b>Attending a seasonal performance (e.g., The Nutcracker, classic movie marathon)</b>	36%	29%	39% b	38% b	30%	41% E	40% h	32%
<b>Watching the Thanksgiving Parade</b>	34%	38%	33%	32%	30%	38% e	31%	37%
<b>Riding the CTA Holiday Train</b>	33%	39% D	41% D	20%	29%	37% E	29%	36% g
<b>Attending a multicultural event (e.g., Christmas Around the World exhibit, Hanukkah Festival of Lights)</b>	32%	32%	35%	30%	28%	36% E	30%	34%

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**Q503: Which of the following local winter holiday themed activities would you recommend to someone visiting the greater Chicago area?**

		Age			Gender		Race & Ethnicity	
	Total A	18-34 B	35-54 C	55+ D	Men E	Women F	White only G	All people of color H
<b>Visiting a holiday-themed pop-up</b>	27%	31% <b>D</b>	35% <b>D</b>	17%	23%	32% <b>E</b>	27%	28%
<b>Something not listed here</b>	7%	6%	8%	5%	9% <b>F</b>	4%	6%	7%
<b>N/A - I am not interested in local winter holiday themed activities.</b>	8%	4%	9% <b>b</b>	12% <b>B</b>	10%	7%	10%	7%

**Table Base: COOK COUNTY RESIDENTS**