

P154167 Chicagoland Topics Q4 2024

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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:	,BC,DE
Date Range:	(09/12/24 - 10/23/24)

Segment Definitions

Total	(ALL)	n=1000
Plans to attend at least one	(Q501.r7)	n=418
Does not plan to attend any	not (Q501.r7)	n=582
Has a tradition	(Q501.r8)	n=246
Does not have a tradition	not (Q501.r8)	n=754

Weighting

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

	Total A	Chicago Winter Holiday Event Attendance		Chicago Winter Holiday Tradition	
		Plans to attend at least one B	Does not plan to attend any C	Has a tradition D	Does not have a tradition E
Total	N=1000	N=418	N=582	N=246	N=754
Total (Unweighted)	N=1000	N=400	N=600	N=228	N=772
The greater Chicagoland area is a good place to visit during the winter holiday season.	48%	65% C	36%	64% E	43%
Winter holiday events are a good way to attract visitors to the greater Chicagoland area.	46%	62% C	34%	64% E	40%
I feel more connected to my loved ones during the winter holiday season.	46%	55% C	39%	58% E	41%
I look forward to celebrating the upcoming winter holiday season in Chicago.	45%	64% C	31%	66% E	38%
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%	100% C	0%	71% E	32%

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

		Chicago Winter Holiday Event Attendance		Chicago Winter Holiday Tradition	
		Total A	Plans to attend at least one B	Does not plan to attend any C	Has a tradition D
I have a winter holiday tradition that is specific to the Chicagoland area (e.g., attend an annual show, visit a unique landmark).	25%	42% C	12%	100% E	0%
I feel more connected to my community during the winter holiday season.	21%	35% C	10%	40% E	14%
I feel more connected to people all over the country during the winter holiday season.	20%	29% C	13%	33% E	15%
None of the above	11%	0%	19% B	0%	15% D

Table Base: COOK COUNTY RESIDENTS

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

	Total A	Chicago Winter Holiday Event Attendance		Chicago Winter Holiday Tradition	
		Plans to attend at least one B	Does not plan to attend any C	Has a tradition D	Does not have a tradition E
Total	N=1000	N=418	N=582	N=246	N=754
Total (Unweighted)	N=1000	N=400	N=600	N=228	N=772
Visiting a holiday light show or display (e.g., ZooLights, Lightscape)	44%	66% C	28%	67% E	36%
Visiting the Chicago Christmas Tree	36%	50% C	26%	53% E	31%
Visiting a holiday market (e.g., Christkindlmarket, Kwanzaa Market)	34%	54% C	20%	60% E	26%
Shopping in downtown Chicago (e.g., Magnificent Mile, State Street)	28%	38% C	20%	41% E	23%
Watching the Magnificent Mile Lights Festival	27%	39% C	18%	44% E	22%
Watching the Thanksgiving Parade	27%	35% C	21%	37% E	24%
Visiting a holiday-themed pop-up	23%	38% C	12%	38% E	18%
Attending Light Up the Lake at Navy Pier or another carnival	22%	34% C	13%	36% E	17%

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

	Total A	Chicago Winter Holiday Event Attendance		Chicago Winter Holiday Tradition	
		Plans to attend at least one B C	Does not plan to attend any C	Has a tradition D	Does not have a tradition E
Riding the CTA Holiday Train	21%	32% C	14%	37% E	16%
Ice skating at Millennium Park or another local rink	21%	35% C	11%	36% E	16%
Attending a seasonal performance (e.g., The Nutcracker, classic movie marathon)	19%	32% C	10%	32% E	15%
Attending a multicultural event (e.g., Christmas Around the World exhibit, Hanukkah Festival of Lights)	16%	24% C	11%	30% E	12%
Something not listed here	9%	9%	8%	12%	8%
N/A - I am not interested in local winter holiday themed activities.	16%	1%	27% B	2%	21% D

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	Chicago Winter Holiday Event Attendance		Chicago Winter Holiday Tradition	
		Plans to attend at least one B	Does not plan to attend any C	Has a tradition D	Does not have a tradition E
Total	N=1000	N=418	N=582	N=246	N=754
Total (Unweighted)	N=1000	N=400	N=600	N=228	N=772
Visiting a holiday light show or display (e.g., ZooLights, Lightscape)	52%	70% C	39%	71% E	45%
Visiting the Chicago Christmas Tree	49%	61% C	41%	63% E	45%
Visiting a holiday market (e.g., Christkindlmarket, Kwanzaa Market)	46%	60% C	36%	61% E	42%
Watching the Magnificent Mile Lights Festival	45%	59% C	36%	58% E	41%
Shopping in downtown Chicago (e.g., Magnificent Mile, State Street)	45%	53% C	39%	54% E	41%
Ice skating at Millennium Park or another local rink	43%	59% C	32%	54% E	40%
Attending Light Up the Lake at Navy Pier or another carnival	42%	56% C	32%	54% E	38%

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

		Chicago Winter Holiday Event Attendance		Chicago Winter Holiday Tradition	
		Total A	Plans to attend at least one B	Does not plan to attend any C	Has a tradition D
Attending a seasonal performance (e.g., The Nutcracker, classic movie marathon)	36%	50% C	25%	48% E	31%
Watching the Thanksgiving Parade	34%	42% C	29%	47% E	30%
Riding the CTA Holiday Train	33%	47% C	22%	49% E	27%
Attending a multicultural event (e.g., Christmas Around the World exhibit, Hanukkah Festival of Lights)	32%	42% C	25%	44% E	28%
Visiting a holiday-themed pop-up	27%	37% C	21%	47% E	21%
Something not listed here	7%	8%	5%	9%	6%
N/A - I am not interested in local winter holiday themed activities.	8%	0%	14% B	1%	11% D

Table Base: COOK COUNTY RESIDENTS