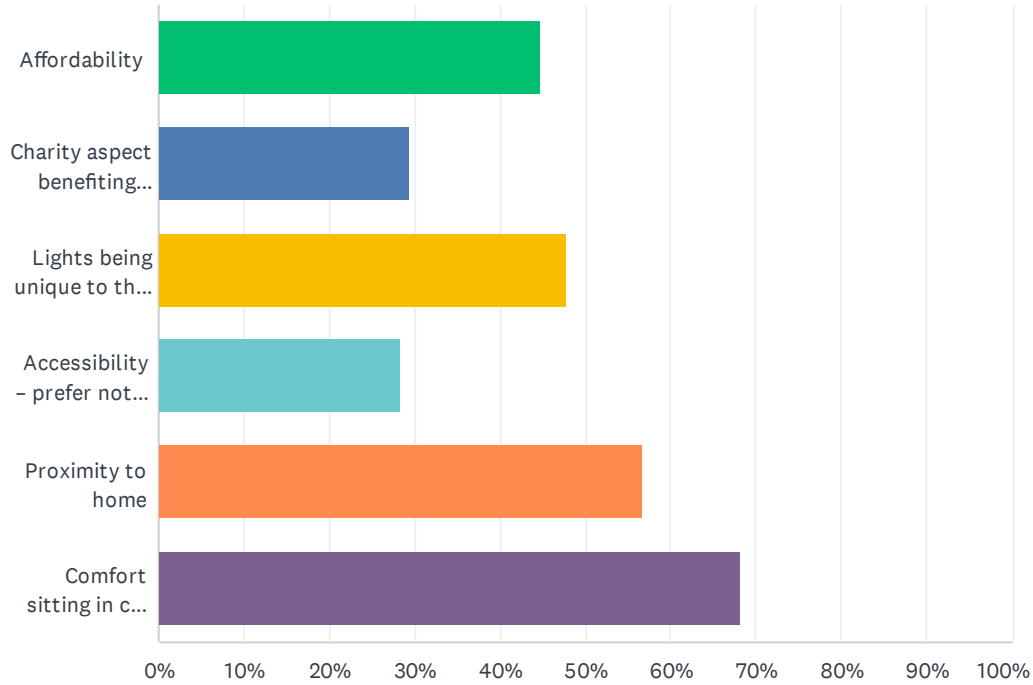


Q1 What motivated you to purchase tickets to Winter Wonderland? (check all that apply)

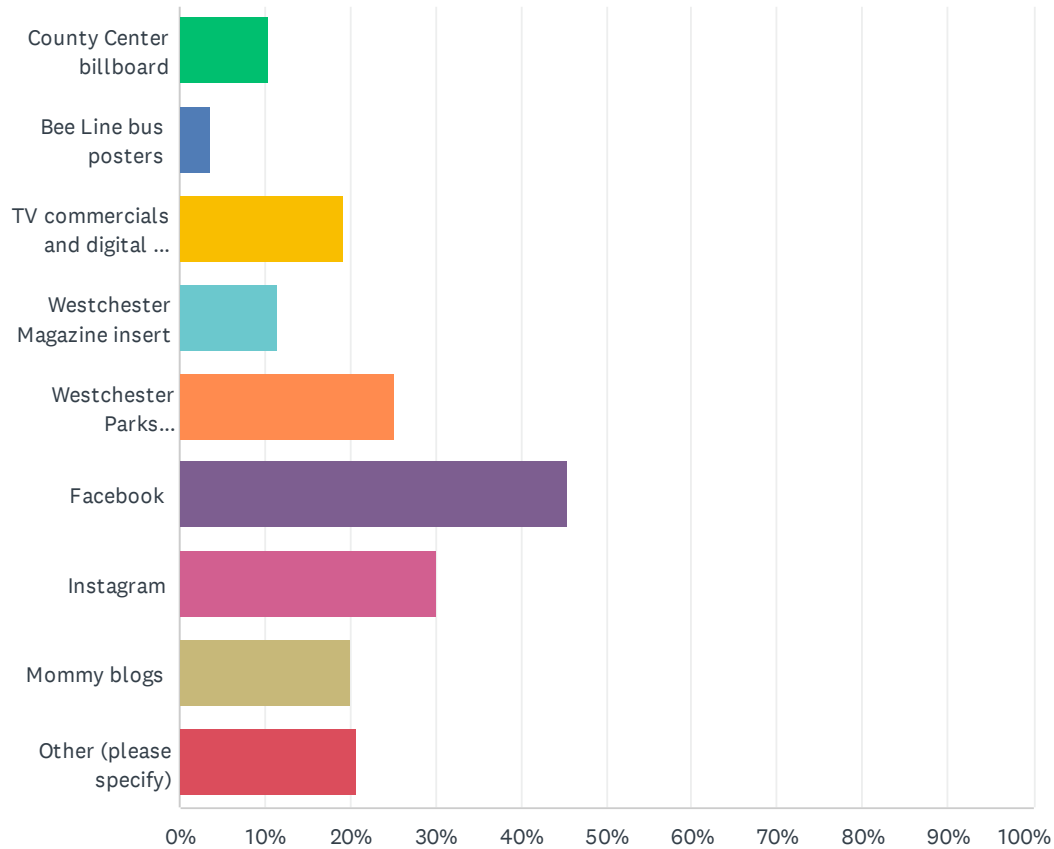
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Affordability	44.87%	582
Charity aspect benefiting Westchester Parks Foundation	29.53%	383
Lights being unique to the region	47.80%	620
Accessibility – prefer not to or cannot walk around	28.30%	367
Proximity to home	56.67%	735
Comfort sitting in car (weather)	68.31%	886
Total Respondents: 1,297		

Q2 Where do you normally find out about things to do in the area? Check all that apply.

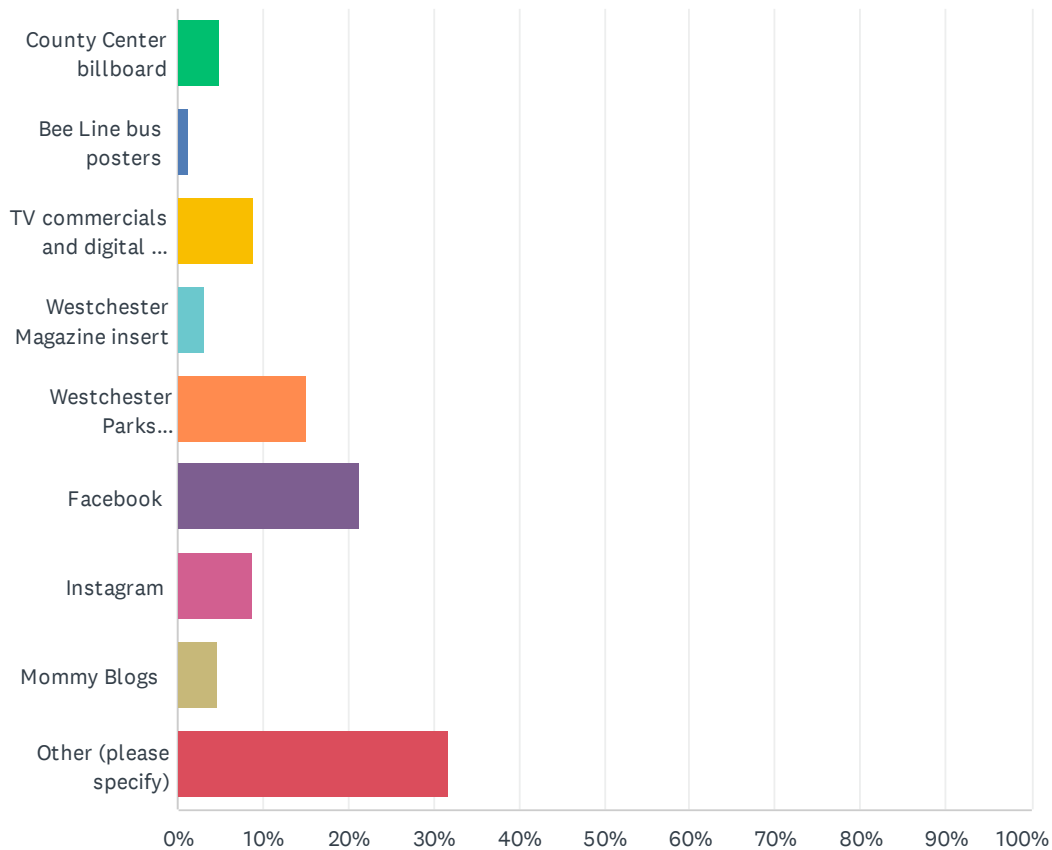
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
County Center billboard	10.49%	136
Bee Line bus posters	3.55%	46
TV commercials and digital ads on News 12	19.12%	248
Westchester Magazine insert	11.41%	148
Westchester Parks Foundation/ Parks Department e-blasts.	25.21%	327
Facebook	45.34%	588
Instagram	30.07%	390
Mommy blogs	20.12%	261
Other (please specify)	20.59%	267
Total Respondents: 1,297		

Q3 Where did you specifically hear about Winter Wonderland?

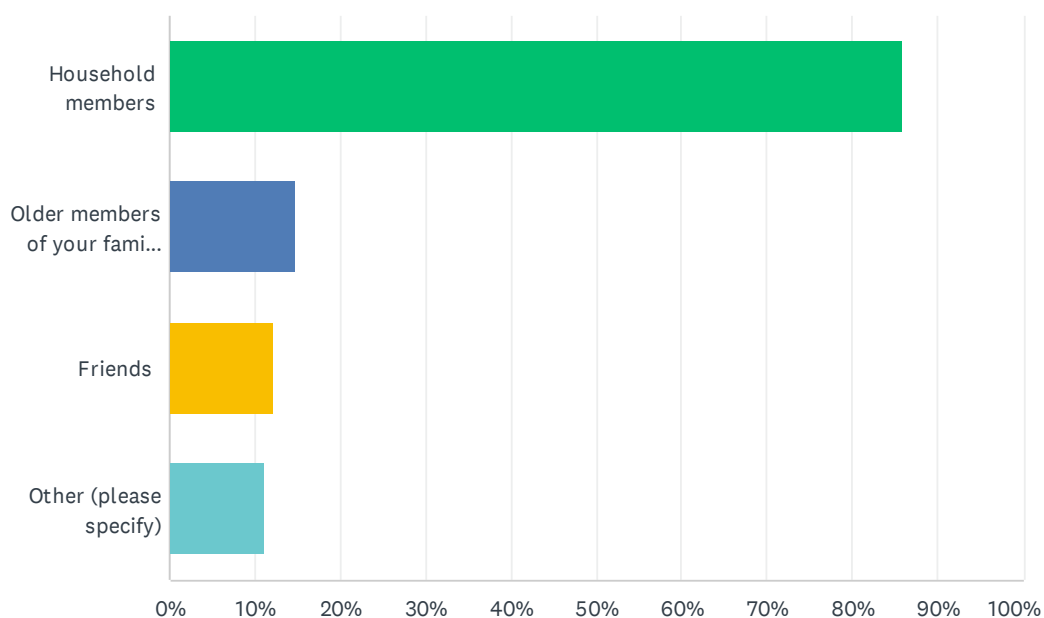
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
County Center billboard	4.93%	64
Bee Line bus posters	1.23%	16
TV commercials and digital ads on News 12	8.87%	115
Westchester Magazine insert	3.16%	41
Westchester Parks Foundation/ Parks Department e-blasts	15.19%	197
Facebook	21.28%	276
Instagram	8.79%	114
Mommy Blogs	4.70%	61
Other (please specify)	31.84%	413
TOTAL		1,297

Q4 Who did you attend with? Check all that apply

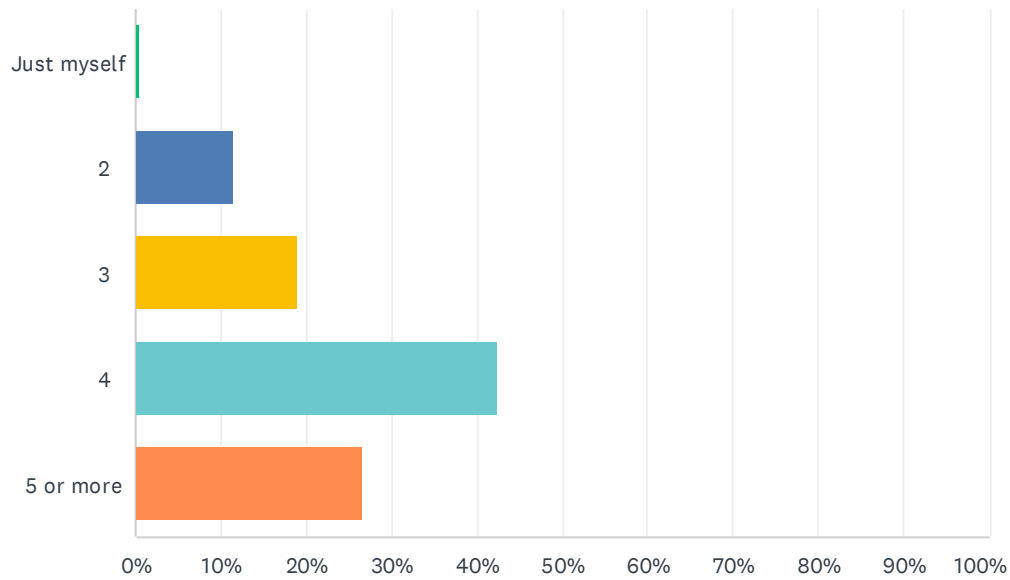
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Household members	85.89%	1,114
Older members of your family such as grandparents	14.80%	192
Friends	12.26%	159
Other (please specify)	11.10%	144
Total Respondents: 1,297		

Q5 How many people were in your car?

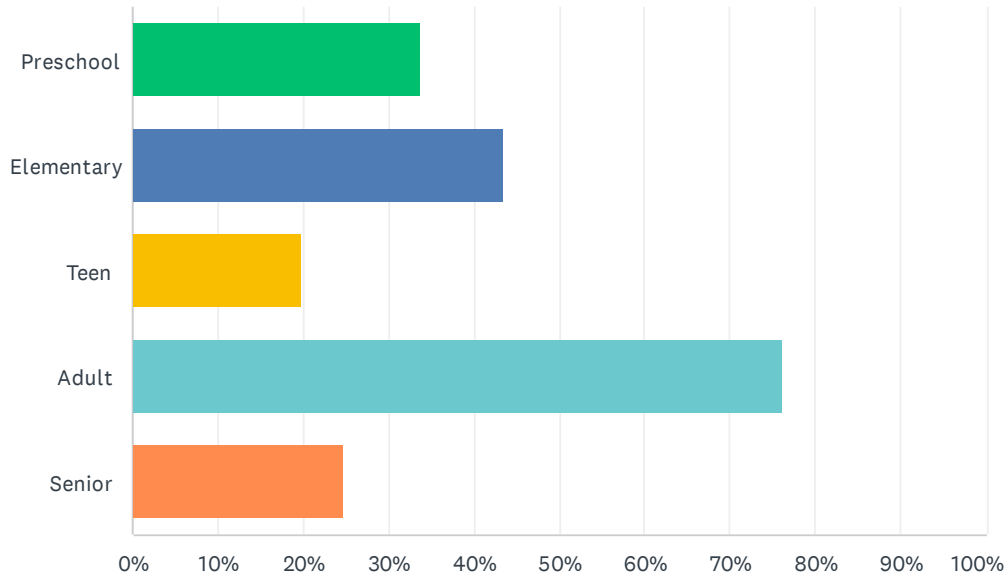
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Just myself	0.39%	5
2	11.41%	148
3	19.04%	247
4	42.41%	550
5 or more	26.75%	347
TOTAL		1,297

Q6 Were the people in your group primarily the following demographic? Check all that apply.

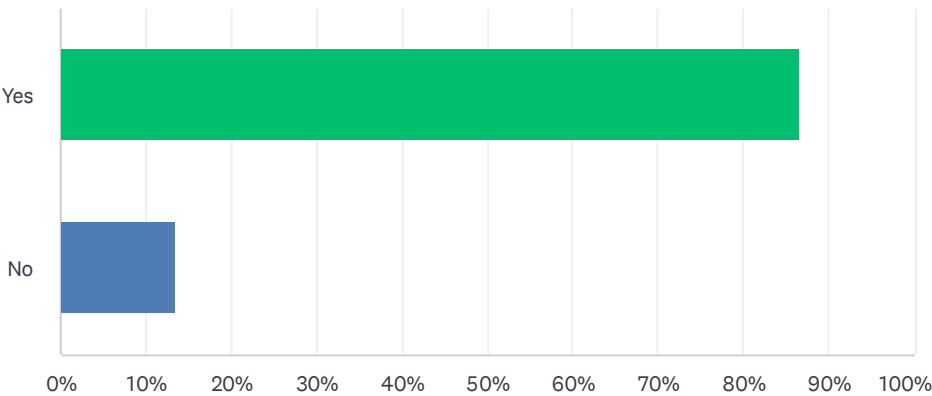
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Preschool	33.77%	438
Elementary	43.48%	564
Teen	19.81%	257
Adult	76.18%	988
Senior	24.75%	321
Total Respondents: 1,297		

Q7 Do you see this event as part of your holiday traditions?

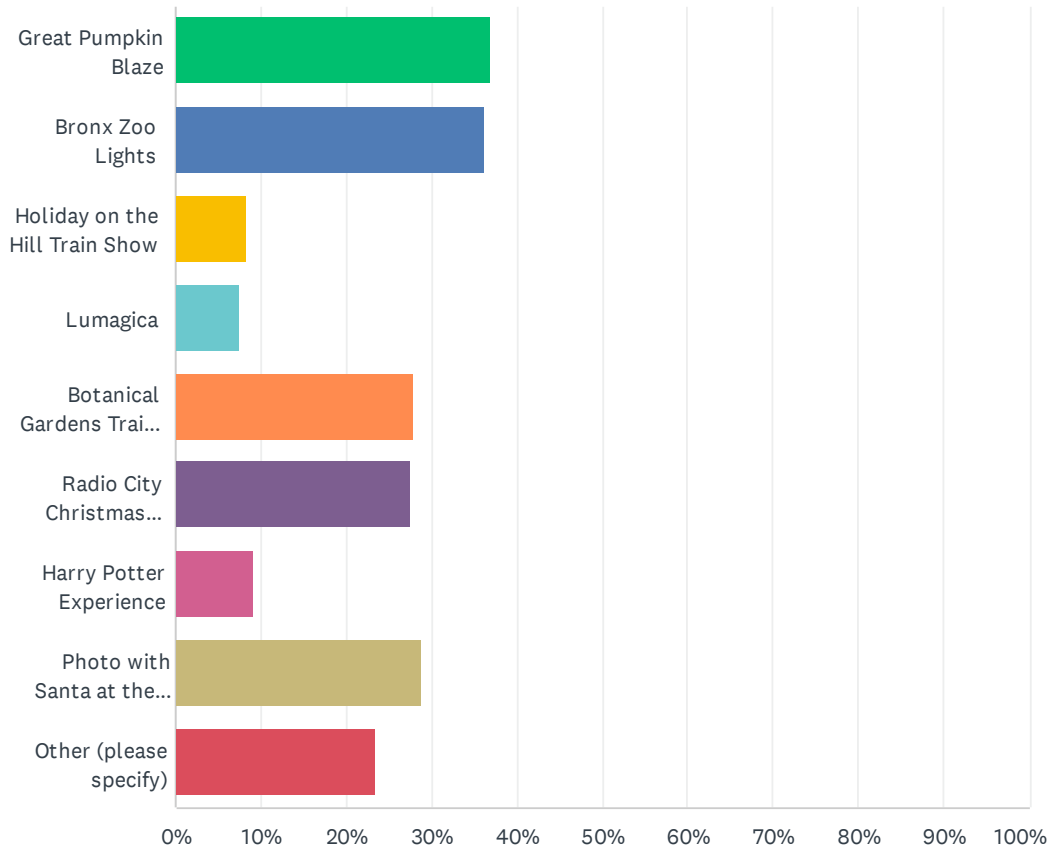
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	86.51%	1,122
No	13.49%	175
TOTAL		1,297

Q8 What other activities do you do as a family during the holidays? (Check all that apply)

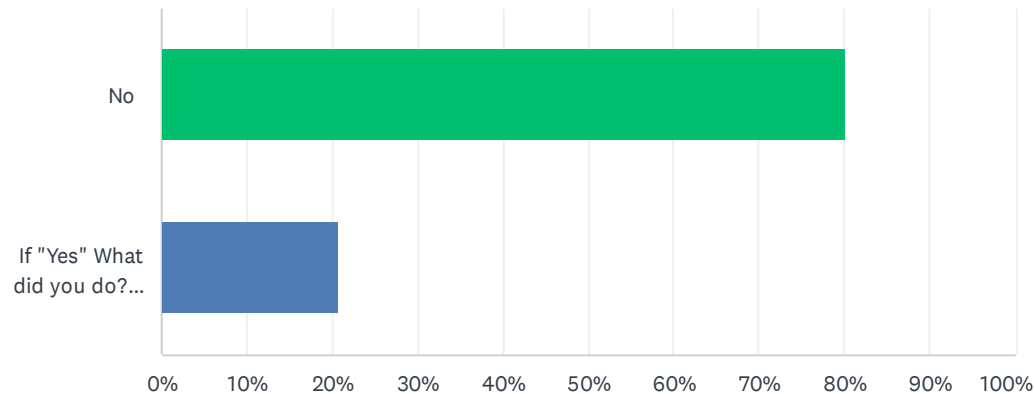
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Great Pumpkin Blaze	36.85%	478
Bronx Zoo Lights	36.16%	469
Holiday on the Hill Train Show	8.25%	107
Lumagica	7.40%	96
Botanical Gardens Train Show	27.91%	362
Radio City Christmas Spectacular	27.45%	356
Harry Potter Experience	9.18%	119
Photo with Santa at the Mall	28.84%	374
Other (please specify)	23.44%	304
Total Respondents: 1,297		

Q9 Did you couple Westchester’s Winter Wonderland with another holiday experience?

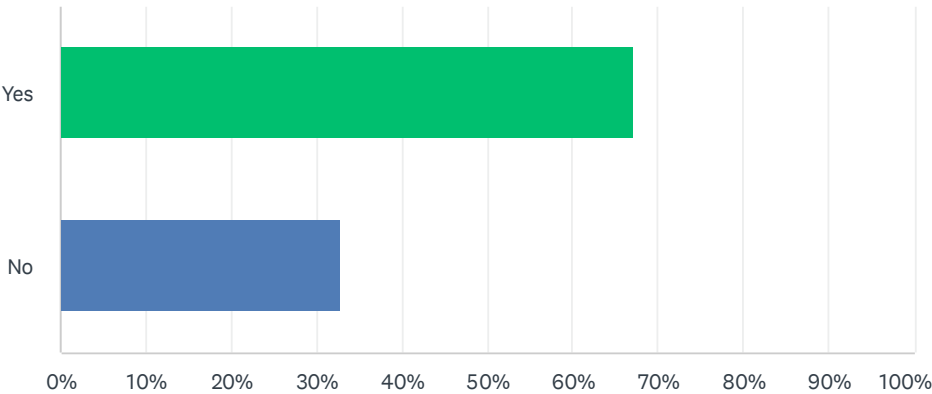
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	80.26%	1,041
If "Yes" What did you do? Dinner, movie, shopping, another attraction?	20.66%	268
Total Respondents: 1,297		

Q10 Would you consider going with a group of friends or as a couples activity?

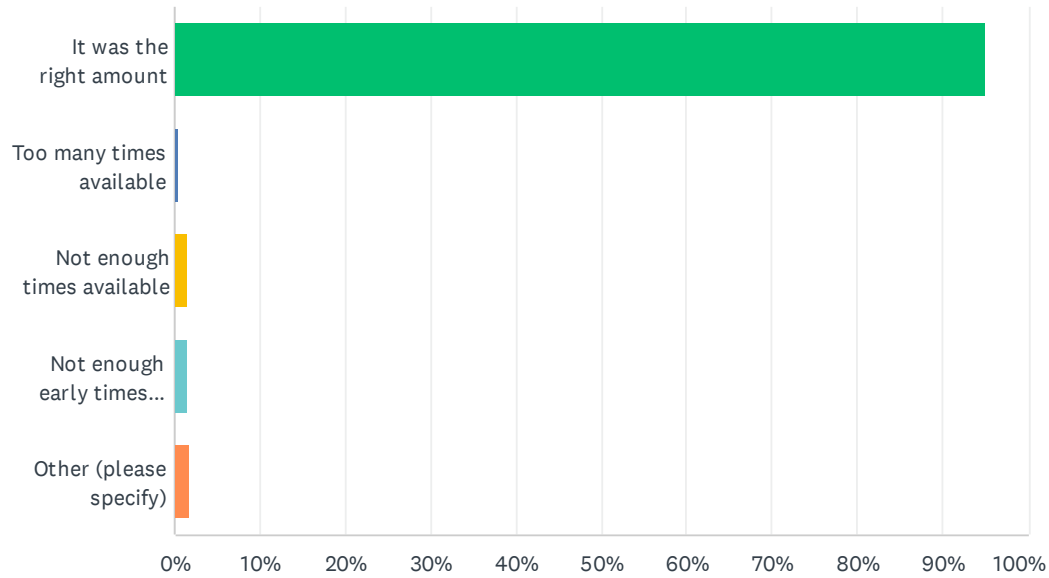
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	67.08%	870
No	32.92%	427
TOTAL		1,297

Q11 What did you think about the days/hours it was open this season

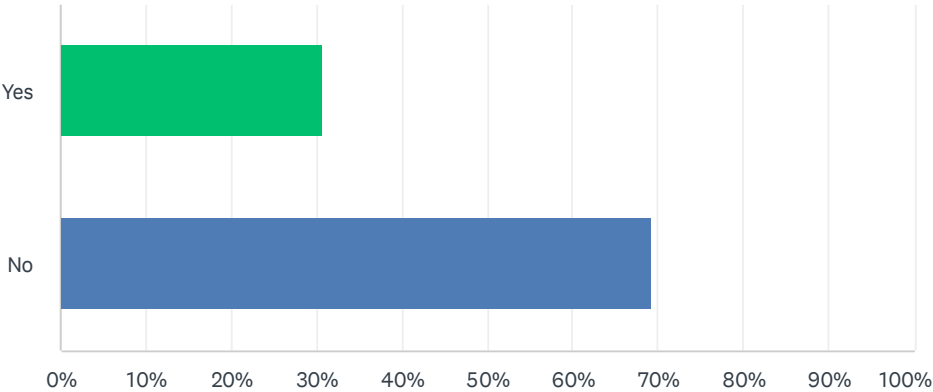
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
It was the right amount	95.07%	1,233
Too many times available	0.39%	5
Not enough times available	1.39%	18
Not enough early times available	1.39%	18
Other (please specify)	1.77%	23
TOTAL		1,297

Q12 Would you attend Winter Wonderland the weekend before Thanksgiving?

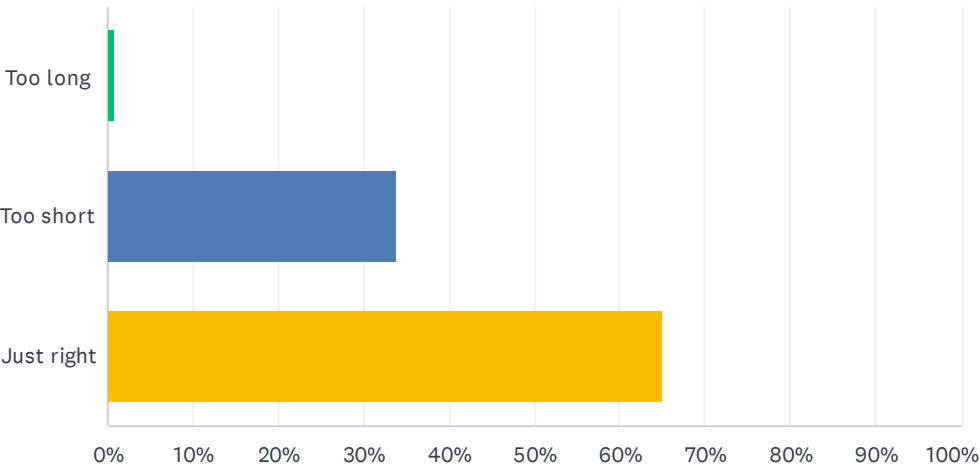
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	30.61%	397
No	69.39%	900
TOTAL		1,297

Q13 How was the length of the drive thru? Was it:

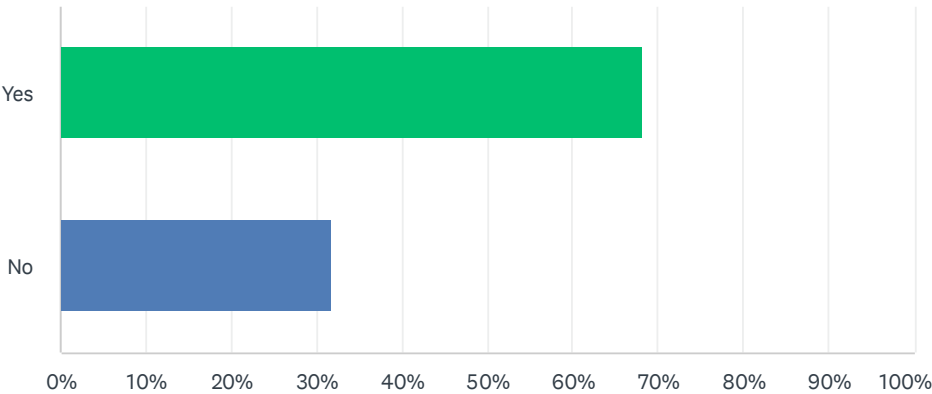
Answered: 1,297 Skipped: 0



ANSWER CHOICES		RESPONSES	
Too long		0.93%	12
Too short		34.00%	441
Just right		65.07%	844
TOTAL			1,297

Q14 Would you pay more if there were additional experiences at the event?

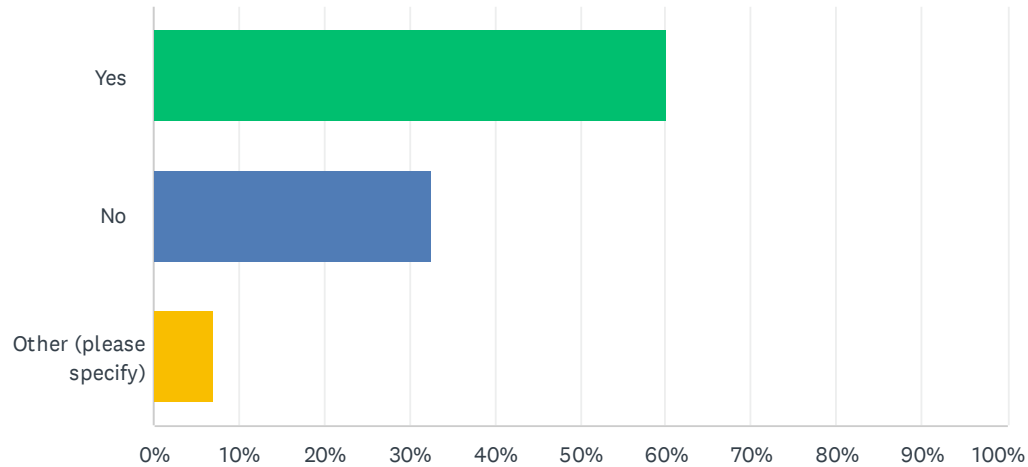
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.16%	884
No	31.84%	413
TOTAL		1,297

Q15 Would you be interested in a park-and-walk-around portion of the event

Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	60.22%	781
No	32.69%	424
Other (please specify)	7.09%	92
TOTAL		1,297

Q16 If you purchased a Ned & Albert Holiday Treat box this season were you satisfied with your purchase?

Answered: 246 Skipped: 1,051

ANSWER CHOICES	RESPONSES	
If "Yes"-Please explain why you were satisfied	47.15%	116
If "No"- Please explain why you were NOT satisfied	55.28%	136

Q17 Was this your first time attending?

Answered: 1,297 Skipped: 0

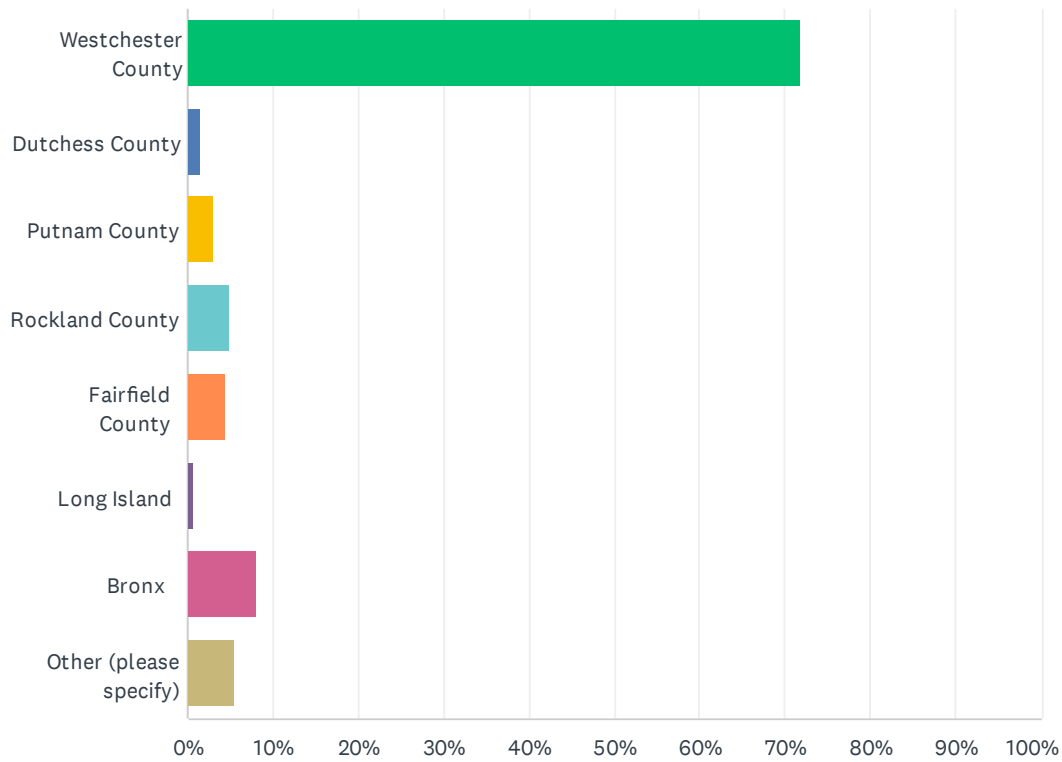
ANSWER CHOICES	RESPONSES	
Yes (If yes, would you attend again?)	47.88%	621
No (If no, how many times have you attended before)	52.89%	686

Q18 What would prevent you from attending Winter Wonderland in the future?

Answered: 1,297 Skipped: 0

Q19 Which best describes where you live?

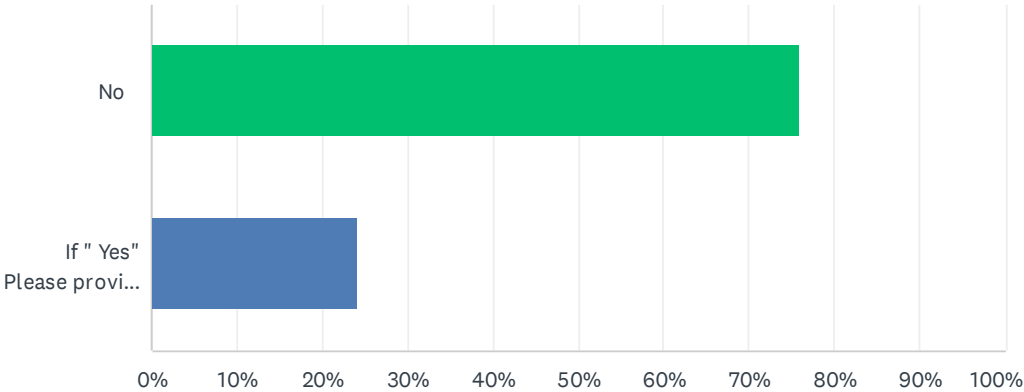
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Westchester County	71.94%	933
Dutchess County	1.39%	18
Putnam County	3.01%	39
Rockland County	4.93%	64
Fairfield County	4.55%	59
Long Island	0.69%	9
Bronx	8.02%	104
Other (please specify)	5.47%	71
TOTAL		1,297

Q20 Would you be interested in a further conversation with the event organizers such as attending a virtual focus group?

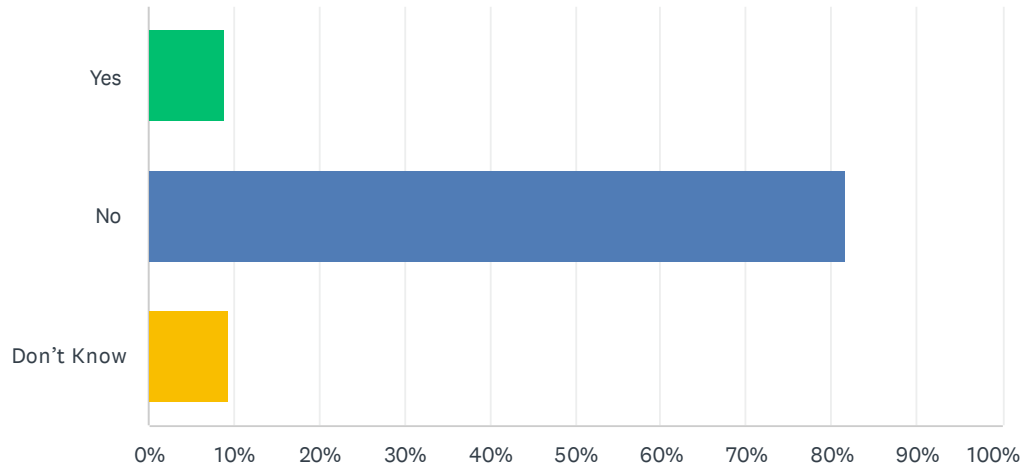
Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	75.87%	984
If " Yes" Please provide email address to contact	24.13%	313
TOTAL		1,297

Q21 Have you ever been a donor to Westchester Parks Foundation or a volunteer?

Answered: 1,297 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	8.94%	116
No	81.57%	1,058
Don't Know	9.48%	123
TOTAL		1,297

Q22 What constructive suggestions do you have to help improve the overall Winter Wonderland experience?

Answered: 1,297 Skipped: 0