

Capricon Community Survey Results Summary

Demographics

- 266 people filled out the Capricon survey.
- The respondents were about equally split between those who attended and did not attend in 2024.
- Two-thirds had attended at least once since the move to the Sheraton in 2022.
- Almost half of respondents have attended more than 10 Capricons.
- Almost half have volunteered in some way for the convention in the past.
- 64% of them live in the Chicago Metropolitan area, including 16% who live in the City of Chicago.

Mask Policy

- Across all respondents, the mask policy was not a factor in 2024 attendance either way for about half of them.
- The remaining half were split about evenly between people it made more willing to attend and people it made less willing.
- When thinking about future attendance, 70% of respondents preferred a policy that was less restrictive in some way than the policy we had this year (masks at all times other than actively eating and drinking), such as only requiring masks in program space. 46% preferred a mask-optional policy, although some people expressed willingness to wear a mask for others' sake even if they didn't feel like they needed the policy themselves.
- Resistance to mandatory masking was higher among people who did not attend in 2024. 12% said it was "the or a major reason" for non-attendance.

2024 Attendance

- Location was the most important factor keeping respondents away from Capricon this year.
- Overall, over 60% of non-attendees cited the location as a reason for their non-attendance. This was most important to those who had never attended a Capricon at the Sheraton, where almost 70% of people cited it as a reason.
- Among those who have attended at least one con at the Sheraton, just over 40% listed it as a reason for not attending this year.
- Other common reasons for non-attendance included "could not afford it" (24%) and "schedule didn't work for me" (19%).

2024 Satisfaction - Activities

- In terms of things that happened at the con, 2024 attendees were most satisfied with Program (4.1 on a 5-point scale) and Art Show (4.0) and least satisfied with consuite (3.2).
- Satisfaction levels were also low for teen lounge and kids program, but in both cases, nearly 90% of respondents marked these as N/A.
- Music (3.8), gaming (3.7) and hands-on activities (3.5) had good satisfaction scores, but were ranked by only 30-35% of respondents.

2024 Satisfaction - Location

- In terms of our location attendees were most satisfied with the room rate (3.9), layout of the convention space (3.8), and nearby dining options (3.7).
- They were unsatisfied with the on-site dining options (2.5).
- The data on our downtown location was split – 38% of attendees gave this a ranking of 5 (very satisfied), meaning it received the most 5 rankings of all location factors. But 16% of people gave it a ranking of 1 (not at all satisfied), behind only on-site dining in lack of satisfaction.
- In total, 59% of attendees ranked the downtown location positively (4 or 5) while only 32% ranked it negatively (1 or 2).

Future Attendance - Activities

- When thinking about future attendance, the activities people valued most were program (3.9), and dealer's room (3.8)
- The activities people valued least were kids (1.7) and teen programming (1.7), but these are relevant to fewer people.
- Gaming (2.5), music (2.5) and hands-on (2.7) are areas with lower importance scores overall.
- Gaming is notable in that about 33% of respondents didn't find it at all important. But around 25% ranked it as a 4 or 5, so it is likely quite important to the people who care about it. Music is similar.
- In the open-ended comments, several people mentioned missing the film/anime room.
- Only around 25% of respondents said that Capricon's Thursday start was important to them (rank 4&5) while a full 45% said it wasn't important (1&2) including 30% who said it was not at all important.

Future Attendance - Location

- When thinking about their future attendance, the most important factors across all respondents were dining in the hotel or very nearby (3.0 on a 4-point scale), cheap dining (2.9) and in-out parking privileges (2.9).

- While most rankings were very similar across those who have attended a Capricon at the Sheraton and those who have not, the suburbs vs downtown divide is starkly obvious. Both pools of respondents prefer a suburban location, but the “never Sheraton” pool feels much more strongly about it (3.1 vs 2.4).
- Among people who did not attend in 2024, over 70% did not find a downtown location desirable.
- Even among those who did attend, only about 30% “would prefer” a downtown location, and only 2% said it was necessary. This contrasts sharply with the nearly 35% who said a suburban location was necessary.

Room & Parking Costs

- Only 183 respondents (69%) answered the question about the maximum room rate. 8% of respondents wrote in that they were a commuter or would not stay at the hotel regardless of rate, and the rest left the question blank.
- The average maximum room rate across those that did respond was \$169. It was slightly higher among 2024 attendees (\$173) than for non-attendees (\$164). Non-attendees were over-represented at both the top and bottom of the scale, with some willing to pay quite a bit more, and some needing a very low rate.
- Free or very inexpensive parking was more important to people who did not attend (51%). But even among attendees over a third of attendees (37%) prefer not to have to pay for parking.