To hear from as many Chicagoans and Fire fans as possible, CFFC launched four program initiatives to engage and elevate those voices.

**WEB SUBMISSIONS**
To hear from fans, in their own words, we asked everyone to weigh in on three questions - *What does Chicago mean to you? What does Chicago Fire FC mean to you? What do you want to see in the Club’s new crest?*

**ROUNDTABLE WORKSHOPS**
We invited season ticket holders, supporters’ groups, the Stand for Chicago council, designers, and survey respondents to 90-minute Zoom sessions with exercises and conversation surrounding the club, the city, and the new crest.

**ONLINE SURVEYS**
Quantitative surveys were distributed to fans across Chicago, asking questions to gain insight into what’s important to see in the new crest.

**SOCIAL MEDIA POLLS**
Head-to-head polls across Twitter, Instagram, and Facebook pinned important symbols against each other for fans to vote and comment on.
WE’VE HEARD FROM FANS ACROSS...

77 Chicago Neighborhoods
152 Cities in Illinois
28 States
10 Countries Outside the US

AND ENGAGED WITH THEM VIA...

1,400+ Fan Web Submissions
4,000+ Fan Survey Responses
16 Roundtable Workshops
10,000+ Social Media Responses
As one part of the fan engagement process, we invited both Chicago Fire FC fans and residents of Chicago to take part in a Crest Project survey.

We asked a variety of questions of both CFFC fans and non-fans alike to gain insights into what is most important to see in a new crest, desired kit color and other items that have been taken into account by the design team.

The quantitative research findings outlined in the following slides has reinforced the commentary heard from fans via the other project touchpoints such as web submissions, roundtables and social media.
WE ASKED RESPONDENTS TO IMAGINE BOTH CHICAGO FIRE FC AND THE CITY OF CHICAGO WERE A PERSON; WHAT ATTRIBUTES BEST DESCRIBE THEM?
THE SAME KEY ATTRIBUTES EMERGE FOR BOTH THE CITY AND THE TEAM, THOUGH THE ASSOCIATION IS MUCH STRONGER WITH THE CITY.

Across the board, attributes for the City of Chicago are more well-formed among passionate CFFC fans than among the general Chicago DMA.
BOTH THE TEAM AND THE CLUB ARE LINKED WITH PASSION. CFFC PORTRAYS UNITY FAR BETTER THAN THE CITY.

BRAND ATTRIBUTES:
CITY OF CHICAGO AND CHICAGO FIRE
(RESPONSES AMONG CFFC FANS ONLY)

HOW TO READ
The bigger the “web,” the more well-formed the image. The closer a point is to the edge of the web, the more people associate a particular attribute with the City of Chicago or Chicago Fire FC.

N=2,457 CFFC Fans
Q. Imagine the City of Chicago was a person with its own personality. Which of the following attributes describe the city? Select all that apply.
Q. Now, imagine Chicago Fire FC was a person with its own personality. Which of the following attributes describe the club? Select all that apply.
We asked respondents to identify which of the following elements are most important to be reflected in the new identity.
CFFC fans believe nearly unanimously that Chicago’s six-pointed stars should be reflected in the new identity.

86% of CFFC fans indicated that Chicago’s six-pointed stars are very or somewhat important to be reflected in the Chicago Fire’s new identity. Chicago’s history (82%) and the ability to recognize the city within the crest (77%) are also cited by the vast majority of fans as important. The ability to recognize the city in the crest is most important to Chicagoans in general.

**Importance to Chicago Fire’s New Visual Identity**

(Among CFFC Fans)

<table>
<thead>
<tr>
<th>Chicago's Six-Pointed Stars</th>
<th>Chicago's History</th>
<th>Ability to Recognize the City within the Crest</th>
<th>Chicago Architecture</th>
<th>The Letter “C”</th>
<th>Chicago's Landscape</th>
<th>Soccer Imagery</th>
<th>Chicago's Neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not At All Important</td>
<td>Not Very Important</td>
<td>Somewhat Important</td>
<td>Very Important</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53%</td>
<td>44%</td>
<td>47%</td>
<td>23%</td>
<td>31%</td>
<td>19%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>31%</td>
<td>38%</td>
<td>30%</td>
<td>44%</td>
<td>34%</td>
<td>39%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>11%</td>
<td>14%</td>
<td>16%</td>
<td>23%</td>
<td>22%</td>
<td>29%</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>4%</td>
<td>6%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
<td>12%</td>
<td>17%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**T2B Chicago DMA**

- Chicago's Six-Pointed Stars: 44%
- Chicago's History: 49%
- Ability to Recognize the City within the Crest: 56%
- Chicago Architecture: 48%
- The Letter “C”: 46%
- Chicago's Landscape: 52%
- Soccer Imagery: 51%
- Chicago's Neighborhoods: 42%

Ranked by “very or somewhat” important totals.

N=2,457 CFFC Fans, n=929 Chicago DMA

Q. You may or may not be aware that Chicago Fire FC is working on creating a new visual identity, including a new primary crest (i.e., logo). Please indicate the level of importance you find each of the following to be reflected in the Chicago Fire’s new identity.
WHICH ELEMENTS WOULD YOU MOST LIKE TO SEE IN THE NEW CFFC CREST?
FANS REINFORCE THE SIX-POINTED STARS, CHICAGO CITY FLAG AND THE LETTER “C” AS IMPORTANT TO THE NEW CREST

The six-pointed stars, Chicago City Flag and the letter “C” not only reflect the city and its history but are also what fans of Chicago Fire FC want to see represent the club visually.

MOST IMPORTANT FOR NEW CFFC CREST: VISUAL ELEMENTS SELECTED IN TOP 3

<table>
<thead>
<tr>
<th>Visual Element</th>
<th>CFFC Fans</th>
<th>Chicago DMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six-Pointed Stars</td>
<td>57%</td>
<td>22%</td>
</tr>
<tr>
<td>Chicago City Flag</td>
<td>44%</td>
<td>30%</td>
</tr>
<tr>
<td>The Letter “C”</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>Flames</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>Florian Cross</td>
<td>28%</td>
<td>5%</td>
</tr>
<tr>
<td>Fire Department</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>The Water Tower</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Axes</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Lantern</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Lake</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Municipal Device</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>River</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>I don’t know enough about</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Chicago Fire FC to have an opinion</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N=2,457 CFFC Fans, n=929 Chicago DMA
Q. Which of the following are the most important elements you would like to see in the new Chicago Fire FC crest? Please select your top 3.
WE THEN ASKED A SERIES OF QUESTIONS RELATED TO THE DESIRED COLOR OF THE PRIMARY CFFC KIT
RED DOMINATES FANS PREFERENCE FOR THE PRIMARY HOME KIT COLOR, WITH LIGHT BLUE A NARROWER FAVORITE FOR THE SECONDARY KIT.

**HOME KIT COLOR PREFERENCES AMONG CFFC FANS**

- **Red**: 70% (Home Kit) 26% (Secondary Kit)
- **Light Blue**: 11% (Home Kit) 21% (Secondary Kit)
- **Navy Blue**: 11% (Home Kit) 22% (Secondary Kit)
- **White**: 3% (Home Kit) 7% (Secondary Kit)
- **Black**: 3% (Home Kit) 7% (Secondary Kit)
- **Gray**: 1% (Home Kit)

**T2B**

<table>
<thead>
<tr>
<th>Likelihood to purchase a home kit in selected primary color</th>
<th>89%</th>
<th>90%</th>
<th>91%</th>
<th>71%</th>
<th>93%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Blue as the primary home kit color</td>
<td>11%</td>
<td>90%</td>
<td>91%</td>
<td>71%</td>
<td>93%</td>
<td>100%</td>
</tr>
<tr>
<td>Lead secondary color chosen among selected primary color</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
</tbody>
</table>

- With 70% of fans selecting red as the primary home kit color, there is no question that the fans have a clear preference.
- Light blue proves to be the most popular choice for the color of the secondary kit, with navy blue and white close behind. Red is the preferred secondary kit color for respondents who chose light blue, navy blue, white and black as their preferred primary color of the home kit.
- Overall, approximately 90% of respondents indicated they would be very or somewhat likely to purchase a home kit in their preferred color selection.
- NOTE: 31% of the Chicago DMA do not have an opinion on the home kit jersey color. Among those who do, 34% selected red as their preferred home kit primary color.

**HOW TO READ**

- 11% of fans selected light blue as the primary home kit color.
- 26% of fans not selecting light blue as the primary kit color selected it as their preference for the secondary kit.
- 90% of fans that selected light blue as the primary color indicated they are very or somewhat likely to purchase a home kit in light blue.
- Among those who selected light blue for the home kit, the lead color selected for the secondary kit was red.
FINALLY, WE WANTED TO GET AN IDEA OF THE PLAYER, PAST OR PRESENT, WHO BEST EMBODIES THE CLUB
Top Selected Chicago Fire Players
(Among CFFC Fans)

12% Brian McBride
11% Frank Klopas
11% Peter Nowak
11% Cuauhtemoc Blanco
7% CJ Brown
7% DaMarcus Beasley
5% Chris Armas
5% Mike Magee
4% Carlos Bocanegra
3% Hristo Stoichkov

N=2,457. Players not shown received less than 3%.
Q. Which Chicago Fire player – past or present – do you think best represents the club? Select one.