



Letting it Out in American Cities: The Social Landscape for Expressing Emotions

Chicago Highlights

The KLEENEX® Brand set out to determine the mood of Chicago before stopping there on the **let it out**™ Tour. Here's how the city's residents feel about expressing their emotions.

DOUBLE PLAY

- A majority of Chicagoans (64%) believe that people are too bottled up when it comes to their emotions, and that it's good for one's emotional (83%) and physical (82%) health to **let it out**.
- However, only 17 percent **let it out** often.

THERE'S NO "I" IN TEAM

- Nearly 80 percent of Chicago residents agree that to **let it out**, they just need support from others.
- More than half of Chicagoans (58%) turn to friends when it's time to **let it out**.

7TH INNING STRETCH

- Stress at work is one of the top reasons to let it out in Chicago (58%), followed by daily frustrations (51%) and too much traffic (36%).
- To let it out, Chicagoans most often make a run for it (43%), quietly reflect (40%) and listen to music (31%).
- Afterwards, 59 percent of Chicagoans experience waves of relief. Emotions rounding second and third? Feelings of "peace" (31%) and "energy" (18%).

A LEAGUE OF THEIR OWN

- Americans tend to think women release emotions more than men, but nearly half of the Windy City's residents (44%) say that men **let it out** just as much.

I DON'T CARE IF I NEVER GET BACK

- Given Chicago's unpredictable weather, it's no surprise that a favorite **let-it-out** venue among Windy City residents (34%) is on vacation.