082523 - HOD FLASH (24 HOUR) SURVEY

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## Report Settings

Respondents:
Additional Filter:
Table Set:
Percentage Base:
Stat Test Levels:
Stat Test Groups:
Date Range:

## Segment Definitions

Total
Male
Female
18-34
35-54
55+
White Only(NH/L)
All People of Color

## Weighting

Total

Qualified Only
None
All
Total Answering
95 / 90 (z-test)
,BC,D-F,GH
(08/25/23-08/28/23)

| (ALL) | $\mathrm{n}=1053$ |
| :--- | :--- |
| (dmGenM.r1) | $\mathrm{n}=503$ |
| (dmGenM.r2) | $\mathrm{n}=537$ |
| (dmAge.check('18-34')) | $\mathrm{n}=304$ |
| (dmAge.check('35-54')) | $\mathrm{n}=341$ |
| (dmAge.check('>55')) | $\mathrm{n}=399$ |
| (net2RaceMUS.r1) | $\mathrm{n}=639$ |
| (net2RaceMUS.r6) | $\mathrm{n}=414$ |

nweight.q082523_24_hourprop.val
q082523_24_hourprop

## QS1Q1: How do you agree or disagree with each of the following statements?

Major urban development projects are a good way to attract new residents and businesses to an area.

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male <br> B | Female <br> C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only(NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=503$ | $\mathrm{N}=537$ | $\mathrm{N}=304$ | $\mathrm{N}=341$ | $\mathrm{N}=399$ | $\mathrm{N}=639$ | $\mathrm{N}=414$ |
| Total (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=410$ | $N=632$ | $\mathrm{N}=241$ | N=356 | $N=445$ | $N=765$ | $\mathrm{N}=288$ |
| Agree (Net) | 84\% | 86\% | 82\% | 79\% | $\begin{aligned} & \hline 88 \% \\ & D \end{aligned}$ | 84\% | 86\% | 82\% |
| Strongly agree | 38\% | $\begin{aligned} & 46 \% \\ & C \end{aligned}$ | 32\% | $\begin{aligned} & 43 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 43 \% \\ & F \end{aligned}$ | 32\% | 37\% | 41\% |
| Somewhat agree | 46\% | 40\% | $\begin{aligned} & 51 \% \\ & B \end{aligned}$ | 36\% | $\begin{aligned} & 46 \% \\ & d \end{aligned}$ | $\begin{aligned} & 52 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 49 \% \\ & h \end{aligned}$ | 41\% |
| Disagree (Net) | 16\% | 14\% | 18\% | $\begin{aligned} & 21 \% \\ & \mathrm{E} \end{aligned}$ | 12\% | 16\% | 14\% | 18\% |
| Somewhat disagree | 10\% | 9\% | 11\% | $\begin{aligned} & 16 \% \\ & \mathrm{E} \end{aligned}$ | 4\% | $\begin{aligned} & 11 \% \\ & \mathrm{E} \end{aligned}$ | 9\% | 12\% |
| Strongly disagree | 6\% | 5\% | 6\% | 5\% | 8\% | 5\% | 5\% | 6\% |
| Not applicable | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% |

Table Base: US RESPONDENTS

## QS1Q1: How do you agree or disagree with each of the following statements?

Sports are an important part of a city's local culture.

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total <br> A | Male <br> B | Female <br> C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 35-54 \\ E \end{array} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only(NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=503$ | $N=537$ | $\mathrm{N}=304$ | $\mathrm{N}=341$ | $\mathrm{N}=399$ | $\mathrm{N}=639$ | $\mathrm{N}=414$ |
| Total (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=410$ | $N=632$ | $\mathrm{N}=241$ | $\mathrm{N}=356$ | $\mathrm{N}=445$ | $N=765$ | $\mathrm{N}=288$ |
| Agree (Net) | 82\% | $\begin{aligned} & 86 \% \\ & C \end{aligned}$ | 78\% | 79\% | $\begin{aligned} & 86 \% \\ & \mathrm{df} \end{aligned}$ | 80\% | 81\% | 82\% |
| Strongly agree | 40\% | $\begin{aligned} & 47 \% \\ & \mathrm{C} \end{aligned}$ | 34\% | 41\% | $\begin{aligned} & 45 \% \\ & F \end{aligned}$ | 36\% | 38\% | 44\% |
| Somewhat agree | 41\% | 40\% | 43\% | 38\% | 41\% | 45\% | 43\% | 38\% |
| Disagree (Net) | 18\% | 14\% | $\begin{aligned} & 22 \% \\ & \text { B } \end{aligned}$ | $21 \%$ | 14\% | $\begin{aligned} & 20 \% \\ & \mathrm{e} \end{aligned}$ | 19\% | 18\% |
| Somewhat disagree | 10\% | 7\% | $\begin{aligned} & 12 \% \\ & B \end{aligned}$ | $\begin{aligned} & 13 \% \\ & \mathrm{E} \end{aligned}$ | 6\% | 10\% | 9\% | 10\% |
| Strongly disagree | 8\% | 7\% | 10\% | 8\% | 8\% | 10\% | 9\% | 8\% |
| Not applicable | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% |

Table Base: US RESPONDENTS

## QS1Q1: How do you agree or disagree with each of the following statements?

Funding the construction of sports stadiums for professional teams is a good use of public (i.e., taxpayer) money.

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total <br> A | Male <br> B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 55+ \\ & \text { F } \end{aligned}$ | White Only(NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=503$ | $\mathrm{N}=537$ | $\mathrm{N}=304$ | $\mathrm{N}=341$ | $\mathrm{N}=399$ | $\mathrm{N}=639$ | $\mathrm{N}=414$ |
| Total (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=410$ | $\mathrm{N}=632$ | $\mathrm{N}=241$ | $\mathrm{N}=356$ | $\mathrm{N}=445$ | $\mathrm{N}=765$ | $\mathrm{N}=288$ |
| Agree (Net) | 56\% | $\begin{aligned} & 63 \% \\ & C \end{aligned}$ | 50\% | $\begin{aligned} & 59 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 64 \% \\ & \mathrm{~F} \end{aligned}$ | 48\% | 53\% | $\begin{aligned} & 62 \% \\ & G \end{aligned}$ |
| Strongly agree | 21\% | $\begin{aligned} & 30 \% \\ & \mathrm{C} \end{aligned}$ | 14\% | $29 \%$ | $\begin{aligned} & \hline 26 \% \\ & \mathrm{~F} \\ & \hline \end{aligned}$ | 12\% | 17\% | $\begin{aligned} & 28 \% \\ & G \end{aligned}$ |
| Somewhat agree | 35\% | 33\% | 36\% | 30\% | 38\% | 35\% | 35\% | 34\% |
| Disagree (Net) | 44\% | 37\% | $50 \%$ | 41\% | 36\% | $\begin{aligned} & 52 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 47 \% \\ & H \end{aligned}$ | 38\% |
| Somewhat disagree | 24\% | 21\% | $\begin{aligned} & 27 \% \\ & B \end{aligned}$ | $\begin{aligned} & 26 \% \\ & \mathrm{E} \end{aligned}$ | 15\% | $\begin{aligned} & \hline 30 \% \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 27 \% \\ & \mathrm{H} \end{aligned}$ | 19\% |
| Strongly disagree | 20\% | 17\% | $\begin{aligned} & 22 \% \\ & b \end{aligned}$ | 15\% | 21\% | $\begin{aligned} & 22 \% \\ & d \end{aligned}$ | 20\% | 19\% |
| Not applicable | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% |

Table Base: US RESPONDENTS

## QS1Q1: How do you agree or disagree with each of the following statements?

If a professional sports team takes on public debt (i.e., by using taxpayer money) to fund its stadium design (e.g., construction, renovations), it should be required to repay the balance before being allowed to relocate.

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male <br> B | Female <br> C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only(NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1053$ | $N=503$ | $\mathrm{N}=537$ | $\mathrm{N}=304$ | $\mathrm{N}=341$ | $\mathrm{N}=399$ | $\mathrm{N}=639$ | $\mathrm{N}=414$ |
| Total <br> (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=410$ | $\mathrm{N}=632$ | $\mathrm{N}=241$ | $\mathrm{N}=356$ | $\mathrm{N}=445$ | $\mathrm{N}=765$ | $\mathrm{N}=288$ |
| Agree (Net) | 86\% | $\begin{aligned} & 89 \% \\ & \mathrm{c} \end{aligned}$ | 84\% | 82\% | 85\% | $\begin{aligned} & 89 \% \\ & D \end{aligned}$ | 87\% | 84\% |
| Strongly agree | 58\% | $\begin{aligned} & 65 \% \\ & C \end{aligned}$ | 52\% | 51\% | 57\% | $\begin{aligned} & 66 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & \text { 62\% } \\ & \text { h } \end{aligned}$ | 54\% |
| Somewhat agree | 27\% | 23\% | $\begin{aligned} & 31 \% \\ & B \end{aligned}$ | $\begin{aligned} & 31 \% \\ & f \end{aligned}$ | 28\% | 24\% | 25\% | 30\% |
| Disagree (Net) | 14\% | 11\% | $16 \%$ | $\begin{aligned} & \hline 18 \% \\ & \mathrm{~F} \end{aligned}$ | 15\% | 11\% | 13\% | 16\% |
| Somewhat disagree | 8\% | 6\% | 9\% | $\begin{aligned} & 12 \% \\ & \mathrm{eF} \end{aligned}$ | 7\% | 6\% | 7\% | 9\% |
| Strongly disagree | 6\% | 5\% | 7\% | 5\% | 8\% | 5\% | 6\% | 7\% |
| Not applicable | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% | 0\% |

Table Base: US RESPONDENTS

## QS1Q1: How do you agree or disagree with each of the following statements?

I am a fan of the professional sports team(s) in my area (e.g., city, state).

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total <br> A | Male <br> B | Female <br> C | $\begin{aligned} & 18-34 \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 35-54 \\ & E \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only(NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=503$ | $N=537$ | $\mathrm{N}=304$ | $\mathrm{N}=341$ | $\mathrm{N}=399$ | $\mathrm{N}=639$ | $\mathrm{N}=414$ |
| Total <br> (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=410$ | $N=632$ | $\mathrm{N}=241$ | $\mathrm{N}=356$ | $\mathrm{N}=445$ | $\mathrm{N}=765$ | $\mathrm{N}=288$ |
| Agree (Net) | 66\% | $\begin{aligned} & 76 \% \\ & C \end{aligned}$ | 57\% | $\begin{aligned} & \hline 72 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 69 \% \\ & \mathrm{~F} \end{aligned}$ | 58\% | 66\% | 65\% |
| Strongly agree | 39\% | $\begin{aligned} & 50 \% \\ & \mathrm{C} \end{aligned}$ | 29\% | $\begin{aligned} & \hline 47 \% \\ & \mathrm{~F} \end{aligned}$ | $46 \%$ | 29\% | 37\% | 43\% |
| Somewhat agree | 26\% | 25\% | 28\% | 25\% | 23\% | $\begin{aligned} & \hline 30 \% \\ & \mathrm{e} \end{aligned}$ | $29 \%$ | 22\% |
| Disagree (Net) | 29\% | 22\% | $\begin{aligned} & 36 \% \\ & \mathrm{~B} \end{aligned}$ | 25\% | 28\% | $\begin{aligned} & 33 \% \\ & \mathrm{~d} \end{aligned}$ | 28\% | 31\% |
| Somewhat disagree | 11\% | 7\% | $\begin{aligned} & 15 \% \\ & \mathrm{~B} \end{aligned}$ | 13\% | 11\% | 10\% | 10\% | 13\% |
| Strongly disagree | 18\% | 14\% | $\begin{aligned} & 21 \% \\ & \mathrm{~B} \end{aligned}$ | 12\% | 17\% | $\begin{aligned} & 22 \% \\ & \mathrm{D} \\ & \hline \end{aligned}$ | 18\% | 18\% |
| Not applicable | 5\% | 3\% | $\begin{aligned} & 7 \% \\ & \mathrm{~B} \end{aligned}$ | 3\% | 3\% | $\begin{aligned} & 9 \% \\ & \text { DE } \end{aligned}$ | 7\% | 4\% |

Table Base: US RESPONDENTS

QS1Q2: In your opinion, how should stadiums for professional sports teams be funded?

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only(NH/L) G | All People of Color H |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=503$ | $N=537$ | $\mathrm{N}=304$ | $N=341$ | N=399 | N=639 | $\mathrm{N}=414$ |
| Total (Unweighted) | $N=1053$ | $\mathrm{N}=410$ | $\mathrm{N}=632$ | $\mathrm{N}=241$ | $\mathrm{N}=356$ | $N=445$ | $N=765$ | $\mathrm{N}=288$ |
| Only public funding (i.e.., from local or state taxpayers) | 4\% | $\begin{aligned} & 6 \% \\ & C \end{aligned}$ | 2\% | $\begin{aligned} & 7 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \mathrm{~F} \end{aligned}$ | 0\% | 3\% | 5\% |
| Mostly public funding (i.e., from local or state taxpayers), with some private funding (i.e., from the teams utilizing the stadium) | 7\% | 8\% | 7\% | $\begin{aligned} & 15 \% \\ & \text { EF } \end{aligned}$ | 5\% | 3\% | 4\% | $\begin{aligned} & 12 \% \\ & G \end{aligned}$ |
| Equal parts public and private funding (i.e., from the sports teams and taxpayers equally) | 25\% | 27\% | 24\% | $\begin{aligned} & 28 \% \\ & F \end{aligned}$ | $\begin{aligned} & 28 \% \\ & \mathrm{~F} \end{aligned}$ | 20\% | 23\% | 28\% |

QS1Q2: In your opinion, how should stadiums for professional sports teams be funded?

|  |  | Gender |  | Age |  |  | Race \& Ethnicity |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total A | Male B | Female C | $\begin{aligned} & 18-34 \\ & D \end{aligned}$ | $\begin{aligned} & 35-54 \\ & \mathrm{E} \\ & \hline \end{aligned}$ | $\begin{aligned} & 55+ \\ & F \end{aligned}$ | White Only(NH/L) G | All People of Color H |
| Mostly private funding (i.e., from the teams utilizing the stadium), with some public funding (i.e., from local or state taxpayers) | 31\% | 34\% | 29\% | 27\% | 28\% | $\begin{aligned} & 39 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 35 \% \\ & H \end{aligned}$ | 26\% |
| Only private funding (i.e., from the teams utilizing the stadium) | 23\% | 22\% | 25\% | 15\% | $\begin{aligned} & 25 \% \\ & D \end{aligned}$ | $\begin{aligned} & 28 \% \\ & D \end{aligned}$ | $\begin{aligned} & 26 \% \\ & h \end{aligned}$ | 19\% |
| Not at all sure | 9\% | 4\% | $\begin{aligned} & 13 \% \\ & \text { B } \end{aligned}$ | 9\% | 9\% | 10\% | 10\% | 9\% |

Table Base: US RESPONDENTS

