## 082523 - HOD FLASH (24 HOUR) SURVEY

## 082523 - HOD FLASH (24 HOUR) SURVEY

## Report Settings

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

## Segment Definitions

Total
Adult Gen Z 18-26
Millennials 27-41
Gen X 42-57
Boomers 58-76

## Weighting

Total

Qualified Only
None
All
Total Answering
95 / 90 (z-test)
B-E
(08/25/23-08/28/23)

| (ALL) | $\mathrm{n}=1053$ |
| :--- | :--- |
| (Q4007.check('18-26')) | $\mathrm{n}=146$ |
| (Q4007.check('27-41')) | $\mathrm{n}=262$ |
| (Q4007.check('42-57')) | $\mathrm{n}=266$ |
| $($ Q4007.check('58-76')) | $\mathrm{n}=322$ |

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.

|  | Total A | Adult Gen Z 18-26 B | Millennials 27-41 C | $\text { Gen } \times 42-57$ | $\begin{aligned} & \text { Boomers } 58-76 \\ & E \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=146$ | N=262 | N=266 | $\mathrm{N}=322$ |
| Total (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=90$ * | $\mathrm{N}=252$ | $\mathrm{N}=285$ | N=358 |
| Agree (Net) | 84\% | 75\% | 84\% | $\begin{aligned} & 90 \% \\ & \mathrm{BcE} \end{aligned}$ | 83\% |
| Strongly agree | 38\% | 39\% | $\begin{aligned} & 47 \% \\ & \mathrm{E} \end{aligned}$ | $41 \%$ | 30\% |
| Somewhat agree | 46\% | 37\% | 37\% | $\begin{aligned} & 49 \% \\ & b C \end{aligned}$ | $\begin{aligned} & 52 \% \\ & \mathrm{BC} \end{aligned}$ |
| Disagree (Net) | 16\% | $\begin{aligned} & 25 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 16 \% \\ & d \end{aligned}$ | 10\% | 17\% |
| Somewhat disagree | 10\% | $\begin{aligned} & 20 \% \\ & \text { CD } \end{aligned}$ | 8\% | 4\% | $\begin{array}{\|l\|} \hline 12 \% \\ D \end{array}$ |
| Strongly disagree | 6\% | 4\% | 8\% | 6\% | 5\% |
| Not applicable | 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.

|  | Total <br> A | Adult Gen Z 18-26 <br> B | Millennials 27-41 <br> C | Gen X 42-57 <br> D | Boomers 58-76 <br> E |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Total | $\mathrm{N}=1053$ | $\mathrm{~N}=146$ | $\mathrm{~N}=262$ | $\mathrm{~N}=266$ | $\mathrm{~N}=322$ |
| Total (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{~N}=90^{*}$ | $\mathrm{~N}=252$ | $\mathrm{~N}=285$ | $\mathrm{~N}=358$ |
| Agree (Net) | $82 \%$ | $79 \%$ | $83 \%$ <br> E | $79 \%$ |  |
| Strongly agree | $40 \%$ | $40 \%$ | $34 \%$ | $40 \%$ | $35 \%$ |
| Somewhat agree | $41 \%$ | $39 \%$ | $17 \%$ | $44 \%$ |  |
| C |  |  |  |  |  |

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.

|  | Total A | Adult Gen Z 18-26 B | $\begin{aligned} & \text { Millennials 27-41 } \\ & \text { C } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Gen X 42-57 } \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { Boomers } 58-76 \\ & E \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=146$ | $\mathrm{N}=262$ | $\mathrm{N}=266$ | $\mathrm{N}=322$ |
| Total (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=90$ * | $\mathrm{N}=252$ | $\mathrm{N}=285$ | $\mathrm{N}=358$ |
| Agree (Net) | 56\% | 58\% | $\begin{aligned} & 64 \% \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 61 \% \\ & \mathrm{E} \end{aligned}$ | 47\% |
| Strongly agree | 21\% | $\begin{aligned} & 24 \% \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \mathrm{E} \end{aligned}$ | $\begin{aligned} & 24 \% \\ & \mathrm{E} \end{aligned}$ | 12\% |
| Somewhat agree | 35\% | 34\% | 32\% | 37\% | 35\% |
| Disagree (Net) | 44\% | 42\% | 36\% | 39\% | $\begin{aligned} & 53 \% \\ & C D \end{aligned}$ |
| Somewhat disagree | 24\% | $\begin{aligned} & 29 \% \\ & \mathrm{Cd} \end{aligned}$ | 17\% | 18\% | $\begin{aligned} & 30 \% \\ & C D \end{aligned}$ |
| Strongly disagree | 20\% | 13\% | 19\% | 21\% | $23 \%$ |
| Not applicable | 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.

|  | Total A | Adult Gen Z 18-26 B | Millennials 27-41 <br> C | $\begin{aligned} & \text { Gen X 42-57 } \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { Boomers 58-76 } \\ & \text { E } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | N=1053 | $\mathrm{N}=146$ | $\mathrm{N}=262$ | $\mathrm{N}=266$ | N=322 |
| Total (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=90$ * | $\mathrm{N}=252$ | $\mathrm{N}=285$ | $\mathrm{N}=358$ |
| Agree (Net) | 86\% | 78\% | 87\% | 85\% | $\begin{aligned} & 88 \% \\ & \mathrm{~B} \end{aligned}$ |
| Strongly agree | 58\% | 47\% | 56\% | 58\% | $\begin{aligned} & 66 \% \\ & \text { BCd } \end{aligned}$ |
| Somewhat agree | 27\% | 31\% | $\begin{aligned} & \text { 30\% } \\ & e \end{aligned}$ | 27\% | 22\% |
| Disagree (Net) | 14\% | $\begin{aligned} & 22 \% \\ & \mathrm{E} \end{aligned}$ | 13\% | 15\% | 12\% |
| Somewhat disagree | 8\% | $\begin{aligned} & 16 \% \\ & \text { DE } \end{aligned}$ | 9\% | 6\% | 7\% |
| Strongly disagree | 6\% | 6\% | 5\% | 9\% | 5\% |
| Not applicable | 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).

|  | Total A | Adult Gen Z 18-26 B | $\begin{aligned} & \text { Millennials 27-41 } \\ & \text { C } \end{aligned}$ | $\begin{aligned} & \text { Gen X 42-57 } \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { Boomers 58-76 } \\ & \mathrm{E} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=146$ | N=262 | $\mathrm{N}=266$ | $\mathrm{N}=322$ |
| Total (Unweighted) | $\mathrm{N}=1053$ | $\mathrm{N}=90$ * | $\mathrm{N}=252$ | $\mathrm{N}=285$ | $\mathrm{N}=358$ |
| Agree (Net) | 66\% | $\begin{aligned} & 77 \% \\ & \mathrm{dE} \end{aligned}$ | $\begin{aligned} & 71 \% \\ & \mathrm{E} \end{aligned}$ | $65 \%$ | 57\% |
| Strongly agree | 39\% | $\begin{aligned} & 45 \% \\ & E \end{aligned}$ | $\begin{aligned} & \text { 52\% } \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 41 \% \\ & \mathrm{E} \end{aligned}$ | 27\% |
| Somewhat agree | 26\% | $\begin{aligned} & 32 \% \\ & \mathrm{C} \end{aligned}$ | 19\% | 24\% | $\begin{aligned} & 30 \% \\ & \mathrm{C} \end{aligned}$ |
| Disagree (Net) | 29\% | 22\% | 24\% | 32\% | $\begin{aligned} & 33 \% \\ & b c \end{aligned}$ |
| Somewhat disagree | 11\% | 12\% | 12\% | 11\% | 10\% |
| Strongly disagree | 18\% | 10\% | 13\% | $\begin{aligned} & 21 \% \\ & b C \end{aligned}$ | $\begin{aligned} & 23 \% \\ & \text { BC } \end{aligned}$ |
| Not applicable | 5\% | 1\% | 5\% | 3\% | $\begin{aligned} & 10 \% \\ & \mathrm{BcD} \end{aligned}$ |

Table Base: US RESPONDENTS

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

|  | Total A | Adult Gen Z 18-26 B | $\begin{aligned} & \text { Millennials 27-41 } \\ & \text { C } \end{aligned}$ | $\begin{aligned} & \text { Gen X 42-57 } \\ & \mathrm{D} \end{aligned}$ | Boomers 58-76 E |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\mathrm{N}=1053$ | $\mathrm{N}=146$ | $\mathrm{N}=262$ | $\mathrm{N}=266$ | $\mathrm{N}=322$ |
| Total (Unweighted) | N=1053 | $\mathrm{N}=90$ * | $\mathrm{N}=252$ | $\mathrm{N}=285$ | N=358 |
| Only public funding (i.e.., from local or state taxpayers) | 4\% | $\begin{aligned} & 10 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { DE } \end{aligned}$ | 1\% | 1\% |
| Mostly public funding (i.e., from local or state taxpayers), with some private funding (i.e., from the teams utilizing the stadium) | 7\% | $\begin{aligned} & 18 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & E \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { e } \end{aligned}$ | 2\% |
| Equal parts public and private funding (i.e., from the sports teams and taxpayers equally) | 25\% | $\begin{aligned} & 34 \% \\ & E \end{aligned}$ | 25\% | $\begin{aligned} & 29 \% \\ & E \end{aligned}$ | 19\% |
| Mostly private funding (i.e., from the teams utilizing the stadium), with some public funding (i.e., from local or state taxpayers) | 31\% | 21\% | 30\% | 27\% | $\begin{aligned} & 42 \% \\ & \text { BCD } \end{aligned}$ |
| Only private funding (i.e., from the teams utilizing the stadium) | 23\% | 12\% | 19\% | $\begin{aligned} & 27 \% \\ & \mathrm{Bc} \end{aligned}$ | $\begin{aligned} & 26 \% \\ & \mathrm{Bc} \end{aligned}$ |
| Not at all sure | 9\% | 4\% | 9\% | 10\% | 10\% |

Table Base: US RESPONDENTS

