

082523 - HOD FLASH (24 HOUR) SURVEY

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Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,B-E
Date Range:	(08/25/23 - 08/28/23)

Segment Definitions

Total	(ALL)	n=1053
Adult Gen Z 18-26	(Q4007.check('18-26'))	n=146
Millennials 27-41	(Q4007.check('27-41'))	n=262
Gen X 42-57	(Q4007.check('42-57'))	n=266
Boomers 58-76	(Q4007.check('58-76'))	n=322

Weighting

Total	nweight.q082523_24_hourprop.val	q082523_24_hourprop
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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	Gen X 42-57 D	Boomers 58-76 E
Total	N=1053	N=146	N=262	N=266	N=322
Total (Unweighted)	N=1053	N=90 *	N=252	N=285	N=358
Agree (Net)	84%	75%	84%	90% BcE	83%
Strongly agree	38%	39%	47% E	41% E	30%
Somewhat agree	46%	37%	37%	49% bC	52% BC
Disagree (Net)	16%	25% D	16% d	10%	17% D
Somewhat disagree	10%	20% CD	8%	4%	12% D
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 A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1053	N=146	N=262	N=266	N=322
Total (Unweighted)	N=1053	N=90 *	N=252	N=285	N=358
Agree (Net)	82%	79%	83%	85%	79%
Strongly agree	40%	40%	48% E	40%	35%
Somewhat agree	41%	39%	34%	44% C	44% C
Disagree (Net)	18%	21%	17%	15%	21%
Somewhat disagree	10%	13% d	11%	7%	10%
Strongly disagree	8%	8%	7%	8%	10%
Not applicable	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.

	Total A	Adult Gen Z 18-26 B	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1053	N=146	N=262	N=266	N=322
Total (Unweighted)	N=1053	N=90 *	N=252	N=285	N=358
Agree (Net)	56%	58%	64% E	61% E	47%
Strongly agree	21%	24% E	31% E	24% E	12%
Somewhat agree	35%	34%	32%	37%	35%
Disagree (Net)	44%	42%	36%	39%	53% CD
Somewhat disagree	24%	29% Cd	17%	18%	30% CD
Strongly disagree	20%	13%	19%	21%	23% b
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 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1053	N=146	N=262	N=266	N=322
Total (Unweighted)	N=1053	N=90 *	N=252	N=285	N=358
Agree (Net)	86%	78%	87%	85%	88% B
Strongly agree	58%	47%	56%	58%	66% BCd
Somewhat agree	27%	31%	30% e	27%	22%
Disagree (Net)	14%	22% E	13%	15%	12%
Somewhat disagree	8%	16% DE	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	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1053	N=146	N=262	N=266	N=322
Total (Unweighted)	N=1053	N=90 *	N=252	N=285	N=358
Agree (Net)	66%	77% dE	71% E	65% e	57%
Strongly agree	39%	45% E	52% DE	41% E	27%
Somewhat agree	26%	32% C	19%	24%	30% C
Disagree (Net)	29%	22%	24%	32%	33% bc
Somewhat disagree	11%	12%	12%	11%	10%
Strongly disagree	18%	10%	13%	21% bC	23% BC
Not applicable	5%	1%	5%	3%	10% BcD

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	Millennials 27-41 C	Gen X 42-57 D	Boomers 58-76 E
Total	N=1053	N=146	N=262	N=266	N=322
Total (Unweighted)	N=1053	N=90 *	N=252	N=285	N=358
Only public funding (i.e., from local or state taxpayers)	4%	10% DE	7% DE	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%	18% CDE	9% E	6% e	2%
Equal parts public and private funding (i.e., from the sports teams and taxpayers equally)	25%	34% E	25%	29% E	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%	42% BCD
Only private funding (i.e., from the teams utilizing the stadium)	23%	12%	19%	27% Bc	26% Bc
Not at all sure	9%	4%	9%	10%	10%

Table Base: US RESPONDENTS