

041224 - 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:	,BC,D-F,GH
Date Range:	(04/12/24 - 04/16/24)

Segment Definitions

Total	(ALL)	n=1109
Male	(dmGenM.r1)	n=523
Female	(dmGenM.r2)	n=563
18-34	(dmAge.check('18-34'))	n=316
35-54	(dmAge.check('35-54'))	n=364
55+	(dmAge.check('>55'))	n=397
White Only (NH/L)	(net2RaceMUS.r1)	n=664
All People of Color	(net2RaceMUS.r6)	n=445

Weighting

Total	nweight.q041224_24_hourdemo.val	q041224_24_hourdemo
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QS2Q1: [res transfer_1] Which of the following statements apply to you? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=1109	N=523	N=563	N=316	N=364	N=397	N=664	N=445
Total (Unweighted)	N=1109	N=465	N=623	N=324	N=439	N=317	N=732	N=377
I have a friend(s) who's part of an older generation (i.e., several years older than I am).	59%	56%	60%	58%	57%	60%	62% H	54%
I have a friend(s) who's part of my generation (i.e., about the same age as I am).	81%	80%	83%	80%	80%	84%	82%	80%
I have a friend(s) who's part of a younger generation (i.e., several years younger than I am).	54%	51%	58% b	43%	57% D	62% D	59% H	48%
None of the above	8%	9%	8%	8%	6%	11% e	9%	8%

Table Base: U.S. RESPONDENTS

QS2Q2: How or where did you meet your friend(s)? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=604	N=266	N=326	N=136	N=207	N=244	N=388	N=215
Total (Unweighted)	N=600	N=233	N=356	N=143	N=252	N=192	N=413	N=187
Work	55%	58%	52%	49%	60% d	52%	54%	56%
Introduction from a mutual friend	39%	39%	38%	44% f	43% f	33%	34%	47% G
Neighborhood	35%	38%	33%	35%	35%	35%	33%	40%
Through a shared hobby or interest	32%	36%	28%	40% F	34%	26%	27%	41% G
Introduction from a family member	31%	30%	31%	29%	30%	34%	28%	36%
Online (e.g., social media, dating or friendship app)	19%	21%	17%	37% eF	26% F	3%	13%	31% G
Shared religious affiliation	19%	21%	18%	17%	16%	23%	19%	18%

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QS2Q2: How or where did you meet your friend(s)? Please select all that apply.

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Happenstance interaction (e.g., crossed paths at a store, on a walk)	15%	16%	13%	19%	15%	14%	12%	21% G
Academic setting	14%	15%	13%	26% EF	15% f	8%	9%	23% G
Shared non-religious affiliation (e.g., club, gym)	12%	17% C	7%	10%	15%	10%	8%	18% G
Something not listed here	6%	4%	7%	2%	4%	10% De	7% h	3%

Table Base: HAS A YOUNGER FRIEND

QS2Q3: Which of the following have you experienced because of this friendship(s)? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=604	N=266	N=326	N=136	N=207	N=244	N=388	N=215
Total (Unweighted)	N=600	N=233	N=356	N=143	N=252	N=192	N=413	N=187
Personal connections (i.e., expanded social circle)	52%	50%	53%	48%	53%	55%	52%	52%
Expanded perspective (i.e., greater understanding of people or situations previously unfamiliar to me)	43%	45%	42%	37%	44%	44%	42%	45%
Companionship	43%	41%	44%	38%	43%	45%	46%	37%
Improved emotional health	37%	36%	37%	40%	36%	36%	35%	40%
New experience or activity	36%	42% C	32%	43% f	38%	31%	32%	44% G
Ability to be a mentor	34%	36%	33%	36%	35%	34%	32%	39%

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QS2Q3: Which of the following have you experienced because of this friendship(s)? Please select all that apply.

	Gender		Age			Race & Ethnicity		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Improved mental (cognitive) health	32%	32%	31%	34%	35%	31%	28%	41% G
Sense of community or belonging	32%	33%	31%	30%	33%	34%	30%	35%
New knowledge or skill	31%	36% C	27%	44% EF	27%	29%	27%	40% G
New hobby or interest	28%	30%	26%	36% F	32% F	21%	22%	38% G
Sense of personal purpose	26%	25%	28%	24%	28%	27%	22%	35% G
Improved physical health	22%	28% C	17%	29% F	24%	16%	17%	29% G
Ability to receive mentorship	12%	14%	10%	10%	18% dF	8%	8%	18% G
None of the above	4%	2%	5%	0%	2%	6% D	4%	2%

Table Base: HAS A YOUNGER FRIEND

QS2Q4: What type of impact has this friendship(s) had on your life overall?

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=604	N=266	N=326	N=136	N=207	N=244	N=388	N=215
Total (Unweighted)	N=600	N=233	N=356	N=143	N=252	N=192	N=413	N=187
Positive (Net)	98%	97%	98%	93%	98% d	100% D	98%	97%
Very positive	60%	62%	60%	56%	66%	57%	59%	62%
Somewhat positive	37%	35%	39%	37%	31%	42% e	39%	35%
Negative (Net)	2%	3%	2%	7% eF	2%	0%	2%	3%
Somewhat negative	2%	2%	1%	5% F	2%	0%	1%	3%
Very negative	1%	1%	1%	2% ef	0%	0%	1%	0%

Table Base: HAS A YOUNGER FRIEND

QS2Q5: How or where did you meet your friend(s)? Please select all that apply.

	Total A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=649	N=291	N=340	N=182	N=209	N=237	N=410	N=239
Total (Unweighted)	N=643	N=251	N=376	N=187	N=260	N=179	N=438	N=205
Through a shared hobby or interest	26%	28%	25%	26%	27%	28%	24%	31%
Online (e.g., social media, dating or friendship app)	15%	15%	15%	25% F	20% F	3%	11%	23% G
Work	49%	51%	47%	51%	52%	44%	47%	52%
Shared religious affiliation	22%	25%	21%	11%	23% D	30% D	21%	24%
Shared non-religious affiliation (e.g., club, gym)	13%	15%	10%	12%	15%	13%	9%	19% G
Introduction from a mutual friend	34%	37%	33%	35%	30%	38%	32%	38%
Introduction from a family member	32%	27%	36% b	34%	33%	29%	27%	41% G
Neighborhood	35%	38%	32%	32%	36%	35%	31%	42% G

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QS2Q5: How or where did you meet your friend(s)? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Happenstance interaction (e.g., crossed paths at a store, on a walk)	16%	17%	15%	18%	17%	15%	12%	23% G
Academic setting	15%	17%	13%	26% EF	14%	8%	8%	26% G
Something not listed here	5%	5%	4%	1%	2%	9% DE	6%	3%

Table Base: HAS AN OLDER FRIEND

QS2Q6: Which of the following have you experienced because of this friendship(s)? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=649	N=291	N=340	N=182	N=209	N=237	N=410	N=239
Total (Unweighted)	N=643	N=251	N=376	N=187	N=260	N=179	N=438	N=205
Personal connections (i.e., expanded social circle)	50%	46%	55% b	51%	44%	57% E	51%	50%
Companionship	47%	48%	47%	41%	46%	54% d	49%	43%
Expanded perspective (i.e., greater understanding of people or situations previously unfamiliar to me)	40%	38%	41%	37%	38%	44%	41%	37%
New knowledge or skill	38%	44% C	33%	46% f	37%	34%	32%	50% G
Improved emotional health	38%	38%	38%	39%	39%	36%	34%	44% g
Sense of community or belonging	37%	41%	34%	31%	40%	39%	37%	37%

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QS2Q6: Which of the following have you experienced because of this friendship(s)? Please select all that apply.

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Improved mental (cognitive) health	34%	36%	32%	40% F	36%	28%	29%	42% G
New experience or activity	31%	35%	29%	30%	36%	28%	28%	36%
Ability to receive mentorship	31%	31%	30%	39% F	35% F	23%	28%	36% g
Sense of personal purpose	28%	25%	31%	22%	24%	36% DE	26%	30%
New hobby or interest	25%	28%	23%	33% F	26%	19%	19%	35% G
Improved physical health	22%	25%	21%	22%	28% f	18%	17%	31% G
Ability to be a mentor	17%	18%	16%	16%	21%	15%	13%	24% G
None of the above	2%	2%	2%	0%	1%	3% d	2%	1%

Table Base: HAS AN OLDER FRIEND

QS2Q7: What type of impact has this friendship(s) had on your life overall?

		Gender		Age			Race & Ethnicity	
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
Total	N=649	N=291	N=340	N=182	N=209	N=237	N=410	N=239
Total (Unweighted)	N=643	N=251	N=376	N=187	N=260	N=179	N=438	N=205
Positive (Net)	99%	99%	99%	99%	100%	99%	99%	100%
Very positive	67%	69%	67%	69%	66%	68%	67%	68%
Somewhat positive	32%	31%	32%	29%	34%	31%	32%	31%
Negative (Net)	1%	1%	1%	1%	0%	1%	1%	0%
Somewhat negative	1%	1%	1%	1%	0%	1%	1%	0%
Very negative	0%	0%	0%	0%	0%	0%	0%	0%

Table Base: HAS AN OLDER FRIEND