

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:	,B-D,EF,G-I
Date Range:	(04/12/24 - 04/16/24)

Segment Definitions

Total	(ALL)	n=1109
High school diploma or less	(Q2146.r1 or Q2146.r2 or Q2146.r3)	n=327
Some post-HS education	(Q2146.r4 or Q2146.r70 or Q2146.r71)	n=389
Bachelor's or Higher	(Q2146.r5 or Q2146.r6 or Q2146.r7)	n=393
Employed	(netEmploy.r1)	n=647
Not employ	(netEmploy.r2)	n=462
Less than \$50K	(Q2157.r4 or Q2157.r1 or Q2157.r2 or Q2157.r3)	n=292
\$50K - \$99.9K	(Q2157.r5 or Q2157.r6)	n=312
\$100K+	(Q2157.r7 or Q2157.r8 or Q2157.r9 or Q2157.r10 or Q2157.r11)	n=477

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.

	Total A	Education			Employment status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=1109	N=327	N=389	N=393	N=647	N=462	N=292	N=312	N=477
Total (Unweighted)	N=1109	N=335	N=385	N=389	N=657	N=452	N=425	N=377	N=279
I have a friend(s) who's part of an older generation (i.e., several years older than I am).	59%	52%	58%	64% B	61% f	55%	52%	56%	65% GH
I have a friend(s) who's part of my generation (i.e., about the same age as I am).	81%	75%	81%	86% B	83%	79%	74%	79%	86% Gh
I have a friend(s) who's part of a younger generation (i.e., several years younger than I am).	54%	42%	53% B	66% BC	57% f	51%	48%	56% G	58% G

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

		Education			Employment status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
None of the above	8%	13% CD	7%	6%	5%	13% E	14% HI	8%	5%

Table Base: U.S. RESPONDENTS

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

	Total A	Education			Employment status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=604	N=138	N=205	N=261	N=370	N=233	N=140	N=175	N=278
Total (Unweighted)	N=600	N=142	N=213	N=245	N=375	N=225	N=206	N=219	N=163
Work	55%	58%	54%	54%	66% F	37%	46%	59% G	57% g
Introduction from a mutual friend	39%	36%	38%	41%	37%	41%	39%	39%	38%
Neighborhood	35%	35%	42% d	31%	34%	37%	40%	34%	34%
Through a shared hobby or interest	32%	24%	30%	38% B	36% f	26%	30%	29%	35%
Introduction from a family member	31%	36%	30%	29%	27%	38% E	33%	27%	33%
Online (e.g., social media, dating or friendship app)	19%	24% d	20%	16%	22% f	14%	28% HI	16%	16%
Shared religious affiliation	19%	16%	17%	22%	20%	17%	15%	23% g	19%

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

		Education			Employment status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Happenstance interaction (e.g., crossed paths at a store, on a walk)	15%	10%	19% b	15%	16%	14%	16%	15%	15%
Academic setting	14%	11%	12%	18%	16%	11%	13%	14%	14%
Shared non-religious affiliation (e.g., club, gym)	12%	3%	11% B	17% B	12%	11%	9%	10%	14%
Something not listed here	6%	5%	7%	5%	3%	10% E	5%	7%	5%

Table Base: HAS A YOUNGER FRIEND

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

		Education			Employment status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=604	N=138	N=205	N=261	N=370	N=233	N=140	N=175	N=278
Total (Unweighted)	N=600	N=142	N=213	N=245	N=375	N=225	N=206	N=219	N=163
Personal connections (i.e., expanded social circle)	52%	45%	53%	55%	53%	50%	46%	49%	57% g
Expanded perspective (i.e., greater understanding of people or situations previously unfamiliar to me)	43%	26%	48% B	47% B	49% F	33%	42%	39%	46%
Companionship	43%	40%	44%	43%	43%	42%	50% H	37%	43%
Improved emotional health	37%	35%	32%	41%	39%	33%	41% H	26%	41% H
New experience or activity	36%	39%	32%	39%	38%	33%	42%	34%	35%

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

		Education			Employment status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Ability to be a mentor	34%	21%	38% B	39% B	39% F	28%	33%	31%	38%
Improved mental (cognitive) health	32%	24%	30%	38% B	35%	28%	33%	28%	34%
Sense of community or belonging	32%	27%	35%	32%	32%	31%	38%	32%	30%
New knowledge or skill	31%	36% C	24%	35% C	34%	28%	35%	33%	29%
New hobby or interest	28%	29%	29%	26%	30%	24%	40% HI	25%	23%
Sense of personal purpose	26%	24%	33% d	22%	25%	28%	29% H	19%	29% h
Improved physical health	22%	23%	22%	20%	26% F	14%	21%	17%	25% h
Ability to receive mentorship	12%	12%	9%	13%	16% F	5%	10%	8%	15% h
None of the above	4%	7%	3%	2%	2%	6% E	4%	5%	2%

Table Base: HAS A YOUNGER FRIEND

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

		Education			Employment status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=604	N=138	N=205	N=261	N=370	N=233	N=140	N=175	N=278
Total (Unweighted)	N=600	N=142	N=213	N=245	N=375	N=225	N=206	N=219	N=163
Positive (Net)	98%	96%	98%	98%	98%	96%	95%	98%	99% g
Very positive	60%	62%	59%	60%	68% F	48%	56%	60%	63%
Somewhat positive	37%	34%	39%	38%	31%	48% E	39%	37%	36%
Negative (Net)	2%	4%	2%	2%	2%	4%	5% i	2%	1%
Somewhat negative	2%	2%	2%	1%	1%	3%	3%	2%	1%
Very negative	1%	2% C	0%	0%	0%	1%	2%	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	Education			Employment status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=649	N=171	N=227	N=251	N=397	N=252	N=151	N=175	N=312
Total (Unweighted)	N=643	N=176	N=226	N=241	N=401	N=242	N=231	N=219	N=181
Through a shared hobby or interest	26%	18%	29% B	29% B	27%	25%	29%	22%	27%
Online (e.g., social media, dating or friendship app)	15%	19%	15%	13%	16%	14%	22% HI	13%	12%
Work	49%	55% C	43%	50%	60% F	31%	40%	51% g	52% G
Shared religious affiliation	22%	16%	20%	29% B	23%	22%	14%	26% G	25% G
Shared non-religious affiliation (e.g., club, gym)	13%	6%	13% b	17% B	14%	11%	8%	8%	18% GH
Introduction from a mutual friend	34%	32%	39%	32%	32%	37%	40% H	28%	35%

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

		Education			Employment status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Introduction from a family member	32%	33%	34%	29%	28%	38% e	38% H	24%	34% h
Neighborho od	35%	41%	34%	32%	34%	36%	44% H	26%	36% h
Happenstan ce interaction (e.g., crossed paths at a store, on a walk)	16%	13%	21% b	14%	16%	16%	19%	13%	17%
Academic setting	15%	15%	15%	15%	14%	17%	15%	12%	16%
Something not listed here	5%	2%	4%	6%	4%	6%	4%	4%	5%

Table Base: HAS AN OLDER FRIEND

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

	Total A	Education			Employment status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=649	N=171	N=227	N=251	N=397	N=252	N=151	N=175	N=312
Total (Unweighted)	N=643	N=176	N=226	N=241	N=401	N=242	N=231	N=219	N=181
Personal connections (i.e., expanded social circle)	50%	46%	48%	55%	49%	53%	45%	48%	55% g
Companion ship	47%	45%	49%	46%	44%	53% e	45%	48%	47%
Expanded perspective (i.e., greater understanding of people or situations previously unfamiliar to me)	40%	30%	38%	47% B	43%	35%	40%	43%	38%
New knowledge or skill	38%	40%	35%	40%	40%	35%	44%	39%	35%
Improved emotional health	38%	37%	35%	41%	38%	37%	40%	34%	38%

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

	Total A	Education			Employment status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Sense of community or belonging	37%	28%	39% b	40% b	39%	34%	36%	34%	39%
Improved mental (cognitive) health	34%	34%	30%	37%	35%	31%	38% H	25%	36% H
New experience or activity	31%	33%	32%	29%	34%	27%	34%	29%	30%
Ability to receive mentorship	31%	30%	33%	30%	37% F	20%	33%	26%	33%
Sense of personal purpose	28%	21%	32% B	28%	26%	31%	26%	23%	32% h
New hobby or interest	25%	29%	25%	22%	24%	26%	34% HI	23%	21%
Improved physical health	22%	19%	23%	24%	24%	19%	22%	20%	24%
Ability to be a mentor	17%	16%	19%	15%	20% F	11%	18%	13%	19%
None of the above	2%	1%	2%	2%	1%	3%	2%	2%	2%

Table Base: HAS AN OLDER FRIEND

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

		Education			Employment status		Household Income		
	Total A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employ F	Less than \$50K G	\$50K - \$99.9K H	\$100K+ I
Total	N=649	N=171	N=227	N=251	N=397	N=252	N=151	N=175	N=312
Total (Unweighted)	N=643	N=176	N=226	N=241	N=401	N=242	N=231	N=219	N=181
Positive (Net)	99%	99%	100%	99%	99%	99%	99%	100%	99%
Very positive	67%	71%	66%	66%	71% f	62%	64%	65%	70%
Somewhat positive	32%	28%	34%	32%	29%	36%	35%	34%	29%
Negative (Net)	1%	1%	0%	1%	1%	1%	1%	0%	1%
Somewhat negative	1%	1%	0%	1%	1%	1%	1%	0%	1%
Very negative	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table Base: HAS AN OLDER FRIEND