

## 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-E
Date Range:	(04/12/24 - 04/16/24)

### Segment Definitions

Total	(ALL)	n=1109
Adult Gen Z (18-27)	(dmAge.check('18-27'))	n=174
Millennials (28-42)	(Q4007.check('28-42'))	n=288
Gen X (43-58)	(dmAge.check('43-58'))	n=288
Boomers (59-77)	(Q4007.check('59-77'))	n=313

### 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.**

	Generation (Age)				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=1109	N=174	N=288	N=288	N=313
<b>Total (Unweighted)</b>	N=1109	N=166	N=325	N=331	N=243
<b>I have a friend(s) who's part of an older generation (i.e., several years older than I am).</b>	59%	51%	64% Bd	56%	61%
<b>I have a friend(s) who's part of my generation (i.e., about the same age as I am).</b>	81%	81%	79%	81%	83%
<b>I have a friend(s) who's part of a younger generation (i.e., several years younger than I am).</b>	54%	34%	57% B	55% B	63% B
<b>None of the above</b>	8%	8%	5%	8%	12% C

**Table Base:** U.S. RESPONDENTS

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

	Generation (Age)				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=604	N=59 *	N=163	N=158	N=197
<b>Total (Unweighted)</b>	N=600	N=63 *	N=171	N=191	N=148
<b>Work</b>	55%	45%	55%	64% B	55%
<b>Introduction from a mutual friend</b>	39%	44%	45%	37%	37%
<b>Neighborhood</b>	35%	28%	41% d	29%	37%
<b>Through a shared hobby or interest</b>	32%	41%	39% e	29%	27%
<b>Introduction from a family member</b>	31%	34%	31%	26%	34%
<b>Online (e.g., social media, dating or friendship app)</b>	19%	32% dE	38% DE	17% E	4%
<b>Shared religious affiliation</b>	19%	14%	20%	12%	25% D
<b>Happenstance interaction (e.g., crossed paths at a store, on a walk)</b>	15%	10%	20%	13%	14%
<b>Academic setting</b>	14%	36% cDE	21% DE	7%	9%
<b>Shared non-religious affiliation (e.g., club, gym)</b>	12%	9%	16% d	9%	11%
<b>Something not listed here</b>	6%	0%	2%	5%	9% bC

**Table Base:** HAS A YOUNGER FRIEND

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

	Generation (Age)				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=604	N=59 *	N=163	N=158	N=197
<b>Total (Unweighted)</b>	N=600	N=63 *	N=171	N=191	N=148
<b>Personal connections (i.e., expanded social circle)</b>	52%	51%	50%	51%	56%
<b>Expanded perspective (i.e., greater understanding of people or situations previously unfamiliar to me)</b>	43%	33%	41%	50% b	43%
<b>Companionship</b>	43%	33%	42%	45%	43%
<b>Improved emotional health</b>	37%	43%	39%	32%	39%
<b>New experience or activity</b>	36%	45%	43% e	36%	31%
<b>Ability to be a mentor</b>	34%	31%	40%	32%	34%
<b>Improved mental (cognitive) health</b>	32%	38%	34%	28%	30%
<b>Sense of community or belonging</b>	32%	28%	36% D	23%	37% D
<b>New knowledge or skill</b>	31%	44% D	37% D	24%	31%
<b>New hobby or interest</b>	28%	29%	43% DE	19%	23%
<b>Sense of personal purpose</b>	26%	22%	32% D	19%	28%

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

		Generation (Age)			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Improved physical health</b>	22%	31% <b>D</b>	31% <b>DE</b>	16%	18%
<b>Ability to receive mentorship</b>	12%	9%	19% <b>De</b>	9%	10%
<b>None of the above</b>	4%	0%	1%	4%	6% <b>C</b>

Table Base: HAS A YOUNGER FRIEND

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

	Generation (Age)				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=604	N=59 *	N=163	N=158	N=197
<b>Total (Unweighted)</b>	N=600	N=63 *	N=171	N=191	N=148
<b>Positive (Net)</b>	98%	87%	97% B	99% B	100% B
Very positive	60%	52%	62%	63%	59%
Somewhat positive	37%	35%	35%	36%	40%
<b>Negative (Net)</b>	2%	13% CDE	3%	1%	0%
Somewhat negative	2%	9% cDE	2%	1%	0%
Very negative	1%	4% de	1%	0%	0%

**Table Base:** HAS A YOUNGER FRIEND



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

	Generation (Age)				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=649	N=89 *	N=186	N=161	N=191
<b>Total (Unweighted)</b>	N=643	N=88 *	N=197	N=199	N=137
<b>Through a shared hobby or interest</b>	26%	20%	28%	24%	30%
<b>Online (e.g., social media, dating or friendship app)</b>	15%	29% DE	25% DE	10% e	4%
<b>Work</b>	49%	41%	58% be	49%	46%
<b>Shared religious affiliation</b>	22%	8%	20% b	21% B	31% Bcd
<b>Shared non-religious affiliation (e.g., club, gym)</b>	13%	9%	18% D	8%	14%
<b>Introduction from a mutual friend</b>	34%	33%	35% D	24%	45% D
<b>Introduction from a family member</b>	32%	30%	34%	34%	31%
<b>Neighborhood</b>	35%	26%	35%	40% b	37%
<b>Happenstance interaction (e.g., crossed paths at a store, on a walk)</b>	16%	11%	24% bDe	13%	15%
<b>Academic setting</b>	15%	41% CDE	14%	11%	7%
<b>Something not listed here</b>	5%	0%	2%	5%	10% BC

**Table Base:** HAS AN OLDER FRIEND

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

		Generation (Age)			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=649	N=89 *	N=186	N=161	N=191
<b>Total (Unweighted)</b>	N=643	N=88 *	N=197	N=199	N=137
<b>Personal connections (i.e., expanded social circle)</b>	50%	49%	48%	44%	58% D
<b>Companionship</b>	47%	41%	45%	42%	57% bcD
<b>Expanded perspective (i.e., greater understanding of people or situations previously unfamiliar to me)</b>	40%	34%	39%	40%	44%
<b>New knowledge or skill</b>	38%	39%	48% De	33%	34%
<b>Improved emotional health</b>	38%	48%	37%	36%	36%
<b>Sense of community or belonging</b>	37%	26%	38%	39%	38%
<b>Improved mental (cognitive) health</b>	34%	40%	39% e	34%	28%
<b>New experience or activity</b>	31%	28%	38% d	27%	31%
<b>Ability to receive mentorship</b>	31%	33%	44% DE	29%	22%
<b>Sense of personal purpose</b>	28%	20%	28% d	19%	40% BcD

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

		Generation (Age)			
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>New hobby or interest</b>	25%	31% D	37% DE	14%	21%
<b>Improved physical health</b>	22%	19%	30% e	22%	19%
<b>Ability to be a mentor</b>	17%	13%	24% DE	14%	13%
<b>None of the above</b>	2%	0%	1%	2%	2%

Table Base: HAS AN OLDER FRIEND

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

	<b>Generation (Age)</b>				
	Total A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=649	N=89 *	N=186	N=161	N=191
<b>Total (Unweighted)</b>	N=643	N=88 *	N=197	N=199	N=137
<b>Positive (Net)</b>	99%	99%	99%	100%	99%
Very positive	67%	73%	65%	68%	68%
Somewhat positive	32%	25%	35%	31%	31%
<b>Negative (Net)</b>	1%	1%	1%	0%	1%
Somewhat negative	1%	1%	1%	0%	1%
Very negative	0%	0%	0%	0%	0%

**Table Base:** HAS AN OLDER FRIEND