

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,CD,EF
Date Range:	(04/12/24 - 10/28/24)

Segment Definitions

Total	(ALL)	n=1109
Any cross-generation friendship	(QS2Q1.r1 or QS2Q1.r3)	n=780
Older generation	(QS2Q1.r1)	n=649
Younger generation	(QS2Q1.r3)	n=604
Older generation only	(QS2Q1.r1) and not (QS2Q1.r3)	n=176
Younger generation only	(QS2Q1.r3) and not (QS2Q1.r1)	n=131

Weighting

Total	nweight.q041224_24_hourdemo.val	q041224_24_hourdemo
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vctq2: Which of the following have you experienced because of a cross-generational friendship? Please select all that apply.

	Total A	Any cross-generation friendshi... B	ANY		ONLY	
			Older generation C	Younger generation D	Older generation only E	Younger generation only F
Total	N=761	N=761	N=642	N=589	N=172	N=118
Total (Unweighted)	N=760	N=760	N=634	N=587	N=173	N=126
NET: SOCIALIZATION (5,7,8)	83%	83%	87%	87%	70%	64%
Personal connections (i.e., expanded social circle)	60%	60%	64%	65%	40%	34%
Companionship	55%	55%	58%	57%	48%	39%
Sense of community or belonging	42%	42%	46%	44%	35% F	20%
NET: NEW INFORMATION (1,4,9,13)	80%	80%	81%	82%	74%	74%
Expanded perspective (i.e., greater understanding of people or situations previously unfamiliar to me)	49%	49%	53%	55%	32%	33%
New knowledge or skill	43%	43%	46%	45%	37%	27%

continued...

vctq2: Which of the following have you experienced because of a cross-generational friendship? Please select all that apply.

	Total A	Any cross-generation friendshi... B	ANY		ONLY	
			Older generation C	Younger generation D	Older generation only E	Younger generation only F
New experience or activity	42%	42%	46%	46%	29%	24%
New hobby or interest	34%	34%	35%	35%	30%	23%
NET: HEALTH (10,11,12)	58%	58%	59%	59%	53%	51%
Improved emotional health	45%	45%	47%	46%	40%	35%
Improved mental (cognitive) health	40%	40%	41%	42%	32%	30%
Improved physical health	28%	28%	30%	31%	18%	20%
Sense of personal purpose	34%	34%	36%	39%	17%	22%
Ability to be a mentor	34%	34%	35%	41% C	12%	31% E
Ability to receive mentorship	29%	29%	34%	31%	23% F	5%

Table Base: ANY CROSS-GENERATIONAL FRIENDSHIP

vctq3: Where did you meet your cross-generation friends? Please select all that apply.

	Total A	Any cross-generation friendshi... B	ANY		ONLY	
			Older generation C	Younger generation D	Older generation only E	Younger generation only F
Total	N=780	N=780	N=649	N=604	N=176	N=131
Total (Unweighted)	N=779	N=779	N=643	N=600	N=179	N=136
Net: Proximity or chance	93%	93%	93%	94%	89%	92%
Work	59%	59%	61%	63%	47%	51%
Introduction from a mutual friend	45%	45%	47%	50%	26%	32%
Neighborhood	43%	43%	46%	44%	38% f	26%
Introduction from a family member	39%	39%	41%	42%	26%	25%
Academic setting	19%	19%	22%	19%	19% F	6%
Happenstance interaction (e.g., crossed paths at a store, on a walk)	18%	18%	20%	20%	13%	8%
Net: Identity or action	56%	56%	59%	60%	41%	38%
Through a shared hobby or interest	35%	35%	37%	39%	19%	21%
Shared religious affiliation	23%	23%	27%	25%	16% f	8%

continued...

vctq3: Where did you meet your cross-generation friends? Please select all that apply.

			ANY		ONLY	
	Total A	Any cross-generation friendshi... B	Older generation C	Younger generation D	Older generation only E	Younger generation only F
Online (e.g., social media, dating or friendship app)	20%	20%	21%	21%	17%	15%
Shared non-religious affiliation (e.g., club, gym)	15%	15%	17%	17%	6%	5%
Something else	8%	8%	8%	8%	7%	7%

Table Base: ANY CROSS-GENERATIONAL FRIENDSHIP

vctq4: What type of impact have cross-generational friendships had on your life overall?

	Total A	Any cross-generation friendshi... B	ANY		ONLY	
			Older generation C	Younger generation D	Older generation only E	Younger generation only F
Total	N=780	N=780	N=649	N=604	N=176	N=131
Total (Unweighted)	N=779	N=779	N=643	N=600	N=179	N=136
Very positive	69%	69%	73%	70%	64% F	49%
Somewhat positive	41%	41%	41%	44%	34%	44%
Somewhat negative	2%	2%	1%	2%	2%	5%
Very negative	0%	0%	0%	1%	0%	2%