



EMBARGOED UNTIL 5 a.m. EST Tuesday, May 28, 2024

UNF Poll: Duval voters hesitant but willing to fund billion-dollar stadium deal
Many swayed by Community Benefits Agreement

Jacksonville, Fla. – A new poll of Duval County registered voters from the Public Opinion Research Lab (PORN) at the University of North Florida shows a majority are supportive of the proposed stadium renovations agreement, but are opposed to the level of public spending on the construction costs for stadium renovations. Respondents are largely persuaded, however, by the addition of a Community Benefits Agreement to invest in the area around the stadium and across the county. Respondents in the poll were also asked about other local issues, as well as job approval for local officeholders.

In an open-ended question, respondents were asked their top priority for the investment of tax dollars in the City of Jacksonville, and their answers recoded into categories. The most popular response with 23% was infrastructure and roads which was followed by education and schools with 19%, and public safety and police with 13%. Four percent of respondents said downtown revitalization, and 3% said the stadium and the Jaguars, with 10% who didn't know or refused to answer. For the full list of recoded responses, see the crosstabs below.

"This is a bit of a departure from the standard 'most important problem question,'" said Dr. Michael Binder, PORN faculty director. "We wanted to frame this in terms of tax dollars, considering the public expenditures we're facing, and I'm not at all surprised that stadium renovations are nowhere near the top of the list."

More specifically, respondents were also asked about their feelings toward the investment of tax dollars in downtown development. Thirty-nine percent said investing in downtown is crucial to Jacksonville's growth and development, and 28% said they have some reservations, despite seeing the potential benefits. Nineteen percent of respondents expressed hesitancy, saying there are better uses for tax dollars, while 14% said they are firmly against spending public funds downtown.

"In a city where 70% of its residents either never go downtown or do so only a few times per year for leisure, I am stunned that so many people are committed to downtown investment," commented Binder.

Respondents were then asked if they support or oppose the \$775 million of public funds for stadium construction costs. A solid majority (58%) said they oppose this portion of agreement, either strongly or somewhat, while 41% expressed support. One percent said they don't know or refused to answer.

Additionally, they were asked about the Community Benefits Agreement (CBA) portion of the agreement that will invest \$150 million dollars from both the city and the Jaguars for workforce and community development, affordable housing, homelessness, and parks, both near the stadium and countywide. This part of the agreement garnered far more support than the renovation costs themselves, with 81% saying they support, and 17% of respondents said they oppose the CBA, either strongly or

somewhat. When asked whether they support or oppose the full public expenditure of \$925 million on stadium renovations and community investment, 56% expressed support, with 43% opposed. Respondents identifying as Jaguars fans are much more supportive of the agreement, with 66% supporting either strongly or somewhat, than those who did not identify as fans, who were 60% opposed.

“When we polled on this issue last fall, people placed a lot of importance on the benefit to the downtown area and surrounding communities, and that still seems to be the case here,” Binder stated. “Duval County voters just don’t want to foot the bill for stadium renovations, but that Community Benefits Agreement seems to have sweetened the pot enough for folks to go along with the entire deal.

An overwhelming majority of respondents (72%) said they think the stadium renovation agreement should be put before the voters in the form of a referendum, with 27% saying it should not.

“Even though City Hall has made it abundantly clear that Jacksonville voters will not get the opportunity to weigh in with a referendum, over 70% of the electorate wants the chance to vote on this agreement.”

Respondents were also asked whether they would support or oppose spending an estimated \$1 billion of public funds on a new Duval County Jail away from the current location downtown, which will include better access to medical and mental health services. A strong majority expressed support of the expenditure for a new jail, at 73%, while 24% said they were opposed.

“If I was surprised at the amount of support for a new jail last fall when it was only estimated to cost \$380 million (and I was), I’m dumbfounded now that support is even higher with a price tag at \$1 billion,” commented Binder. “I do suspect that large capital expenditures like this are going to need more aggressive funding streams going forward, and the potential for tax increases could pull down some of this support in the future.”

In an additional, hypothetical question, respondents were asked to choose between spending \$775 million on stadium renovations to keep the Jaguars in Jacksonville or invest that money in other city priorities, such as a new county jail, infrastructure improvements or paying down the pension debt. Fifty-eight percent said they would invest in other city priorities, while 39% said they would spend it on the stadium to keep the Jaguars.

“This is obviously a purely hypothetical question, since we don’t get to pick and choose the way public funds are allocated,” Binder said, “but when it really comes down to it, if they had their way, most people would rather spend their tax money on something else besides the stadium.”

Job approvals for local officials were also included in the survey, including mayor, sheriff, city council, state attorney, and Jaguars owner Shad Khan. Mayor Donna Deegan garnered relatively high job approval, with 63% approving (strongly or somewhat), and 28% disapproving. Sheriff T.K. Waters’s approval was similarly high with 64%, and 26% who disapprove. Sixty-one percent said they approve of the job State Attorney Melissa Nelson is doing, with 20% disapproving, and 19% who either didn’t know or refused. Jags owner Shad Khan received 60% approval and 32% disapproval. City Council’s approvals were somewhat lower, although still above water, with 48% approving and 42% disapproving.

“A little less than a year in office and Mayor Deegan’s approval is 63%,” Binder stated. “Jax mayors have traditionally had positive approval ratings, but these are great numbers for the rookie mayor who has faced a number of early tests.”

For the full survey results, please see the crosstabulations below.

Methodology

The UNF PORL Jax Speaks Poll was conducted from May 21 to May 23, 2024 by the Public Opinion Research Lab (PORL) at the University of North Florida. It consists of a sample of 667 registered voters in Duval County. This poll utilized a mixed-mode design, incorporating 127 telephone interviews and 540 web surveys distributed via text message. The sampling frame was sourced from the May 7, 2024 Florida Voter File. To ensure a representative sample of registered voters, the sample was stratified into six geographical regions based on State House district.

The web survey was administered through Qualtrics, an online survey platform, and distributed via text message addressed to the listed respondent by name. Telephone data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. Respondents were contacted by live callers via telephone between 4:00 p.m. to 9:00 p.m. Wednesday and Thursday, with up to two callbacks attempted. A single interviewer, through hand dialing, upon reaching an individual by phone, asked for the listed respondent by name. If the respondent was not available, the call was terminated. Response rate for this study is 3.5%, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

Data were weighted in two steps. First, respondents 25 years of age or older were weighted by educational attainment, with those under 25 receiving an initial weight of one. Second, all data were weighted by partisan registration, age, race and ethnicity, sex, and House district to match the population of registered voters in Duval County. Geography, partisan registration, sex, race and ethnicity, and age weights were created from the Florida Voter File. Education weights were calculated using the Census Bureau's American Community Survey (ACS) 2022 5-year estimates for individuals 25 and over, and adjusted to account for higher educational attainment in registered voters. Weights were calculated and applied using the SPSS version 27 rake weighting function. Respondents with one or more missing demographic variables were assigned a weight of one. The overall margin of sampling error is +/- 4.7 percentage points, including estimated design effect. Margins of error are higher within subgroups.

PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social, and cultural projects. PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research Transparency Initiative and a member of the Association of Academic Survey Research Organization. As members of AAPOR, PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information about methodology, contact Dr. Michael Binder at porl@unf.edu or (904) 620-2784. A copy of this press release and crosstabulations can be found at www.unf.edu/coas/porl.

About University of North Florida

The University of North Florida is a nationally ranked university located on a beautiful 1,381-acre campus in Jacksonville surrounded by nature. Serving nearly 17,000 students, UNF features six colleges of distinction with innovative programs in high-demand fields. UNF students receive individualized attention from faculty and gain valuable real-world experience engaging with community partners. A top public university, UNF prepares students to make a difference in Florida and around the globe. Learn more at www.unf.edu.

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Jax Speaks Summer 2024 Survey Crosstabulations

Crosstabulations consist of weighted percentages, while observation counts (n) are unweighted totals. Due to rounding, some column percentages may total to greater than 100%.

Unless otherwise noted, the following survey questions were asked of all respondents.

For more information visit: <https://www.unf.edu/coas/por/>

What is your top priority for the investment of tax dollars in the City of Jacksonville? [recorded]

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/Other	M	F	No	Yes	White	AfrAm/Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
	n=667	n=280	n=249	n=138	n=285	n=377	n=261	n=403	n=472	n=133	n=23	n=29	n=36	n=80	n=133	n=101	n=122	n=195	n=429	n=234	n=158	n=302	n=202
Infrastructure	23%	21%	26%	21%	30%	17%	22%	25%	25%	22%	25%	13%	26%	22%	19%	25%	21%	27%	20%	27%	22%	20%	28%
Education	19%	23%	12%	24%	15%	23%	15%	26%	18%	17%	25%	27%	33%	21%	18%	25%	16%	11%	20%	18%	19%	18%	21%
Public safety/police	13%	3%	23%	17%	13%	14%	15%	10%	18%	3%	9%	18%	9%	8%	13%	11%	16%	21%	15%	11%	21%	13%	9%
Affordable housing/homelessness	9%	10%	7%	9%	6%	11%	10%	7%	8%	13%	5%	5%	9%	5%	6%	8%	14%	9%	10%	13%	9%	6%	6%
Community and social services	4%	6%	3%	5%	4%	5%	4%	5%	2%	10%	5%	3%	-	8%	6%	2%	5%	3%	4%	6%	4%	4%	5%
Downtown revitalization	4%	3%	4%	4%	5%	3%	3%	5%	5%	3%	-	2%	-	2%	7%	2%	6%	3%	5%	1%	3%	4%	4%
Parks, beautification, recreation	3%	3%	4%	2%	4%	2%	5%	2%	3%	2%	9%	-	-	3%	5%	-	5%	3%	2%	4%	1%	4%	3%
Stadium/Jaguars	3%	3%	4%	1%	4%	1%	2%	4%	3%	1%	2%	6%	-	2%	3%	4%	3%	2%	4%	-	-	1%	7%
Environment/Resiliency	1%	3%	-	-	1%	1%	1%	2%	1%	2%	-	-	5%	1%	1%	2%	-	1%	1%	1%	2%	1%	1%
Public Health/Healthcare	1%	2%	-	1%	-	2%	1%	<1%	<1%	2%	5%	-	2%	-	2%	-	1%	1%	1%	1%	-	2%	1%
Other	10%	13%	10%	7%	12%	9%	11%	9%	10%	9%	16%	13%	11%	10%	5%	13%	16%	8%	9%	12%	6%	12%	10%
Don't know/Refusal [VOL]	10%	12%	9%	10%	7%	13%	13%	5%	7%	18%	-	13%	5%	18%	16%	9%	6%	6%	10%	9%	11%	13%	6%

Do you approve or disapprove of the way Donna Deegan is handling her job as Mayor of Jacksonville?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/Other	M	F	No	Yes	White	AfrAm/Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
	n=667	n=280	n=249	n=138	n=285	n=377	n=261	n=403	n=472	n=133	n=23	n=29	n=36	n=80	n=133	n=101	n=122	n=195	n=429	n=234	n=158	n=302	n=202
Strongly approve	26%	46%	5%	23%	26%	26%	24%	30%	19%	42%	18%	21%	5%	20%	21%	34%	30%	34%	32%	16%	17%	27%	33%
Somewhat approve	37%	32%	36%	45%	38%	36%	37%	37%	38%	30%	21%	59%	51%	38%	48%	33%	28%	31%	36%	39%	34%	38%	38%
Somewhat disapprove	16%	7%	25%	17%	17%	16%	16%	16%	20%	11%	18%	6%	21%	15%	11%	14%	24%	16%	16%	16%	24%	15%	11%
Strongly disapprove	12%	3%	26%	8%	12%	12%	14%	9%	17%	6%	7%	5%	5%	8%	12%	11%	13%	19%	9%	18%	17%	12%	8%
Don't know/Refusal [VOL]	9%	12%	8%	7%	8%	11%	10%	8%	6%	11%	36%	9%	18%	19%	9%	9%	5%	1%	7%	12%	9%	8%	11%
Combined approve	63%	78%	42%	68%	63%	62%	60%	67%	57%	72%	39%	80%	56%	58%	68%	66%	59%	64%	68%	55%	51%	65%	70%
Combined disapprove	28%	10%	51%	25%	29%	27%	30%	25%	37%	17%	25%	11%	26%	24%	23%	25%	37%	34%	25%	34%	40%	27%	19%

Do you approve or disapprove of the way City Council is handling its job?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/Other	M	F	No	Yes	White	AfrAm/Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
	n=667	n=280	n=249	n=138	n=285	n=377	n=261	n=403	n=472	n=133	n=23	n=29	n=36	n=80	n=133	n=101	n=122	n=195	n=429	n=234	n=158	n=302	n=202
Strongly approve	4%	5%	3%	5%	4%	4%	3%	6%	4%	3%	12%	5%	5%	2%	3%	3%	7%	5%	5%	3%	3%	4%	6%
Somewhat approve	43%	42%	48%	40%	42%	44%	40%	49%	47%	39%	37%	42%	33%	39%	41%	44%	49%	49%	49%	35%	32%	45%	51%
Somewhat disapprove	31%	30%	31%	31%	33%	29%	35%	24%	32%	31%	14%	28%	40%	30%	31%	30%	30%	29%	29%	34%	39%	34%	18%
Strongly disapprove	11%	9%	12%	13%	12%	10%	11%	11%	11%	10%	7%	18%	11%	8%	18%	11%	7%	11%	10%	14%	15%	9%	11%
Don't know/Refusal [VOL]	11%	14%	7%	12%	8%	14%	11%	10%	6%	18%	30%	8%	11%	21%	8%	12%	7%	7%	7%	15%	12%	9%	13%
Combined approve	48%	47%	50%	44%	47%	48%	43%	55%	50%	42%	49%	46%	39%	41%	44%	47%	57%	53%	54%	38%	35%	48%	57%
Combined disapprove	42%	40%	42%	44%	45%	38%	46%	35%	43%	41%	21%	46%	51%	38%	48%	41%	36%	40%	39%	47%	53%	43%	30%

Do you approve or disapprove of the way T.K. Waters is handling his job as Jacksonville Sheriff?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
Strongly approve	30%	16%	50%	25%	34%	25%	34%	25%	40%	20%	12%	17%	14%	14%	30%	31%	44%	41%	35%	24%	34%	29%	29%
Somewhat approve	34%	36%	35%	31%	35%	33%	31%	38%	33%	33%	30%	45%	39%	27%	39%	36%	33%	34%	36%	32%	29%	38%	33%
Somewhat disapprove	14%	17%	4%	24%	14%	15%	14%	15%	13%	16%	12%	19%	33%	17%	10%	11%	8%	15%	15%	13%	20%	12%	14%
Strongly disapprove	12%	19%	4%	13%	10%	14%	11%	15%	8%	20%	7%	17%	14%	22%	11%	12%	10%	6%	10%	15%	9%	14%	13%
Don't know/Refusal [VOL]	9%	12%	8%	8%	7%	11%	10%	8%	5%	11%	40%	3%	-	21%	10%	11%	5%	4%	4%	16%	9%	8%	11%
Combined approve	64%	52%	85%	56%	69%	60%	66%	63%	74%	53%	42%	62%	53%	41%	69%	66%	77%	75%	70%	56%	63%	67%	62%
Combined disapprove	26%	37%	7%	36%	24%	29%	25%	29%	21%	36%	19%	35%	47%	39%	21%	23%	18%	21%	26%	28%	28%	25%	27%

Do you approve or disapprove of the way Melissa Nelson is handling her job as State Attorney for Florida's 4th Judicial Circuit?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
Strongly approve	17%	12%	20%	20%	20%	13%	19%	14%	17%	19%	16%	12%	18%	20%	9%	12%	13%	26%	19%	13%	20%	18%	12%
Somewhat approve	44%	43%	50%	37%	46%	43%	44%	45%	47%	36%	28%	57%	46%	27%	51%	47%	55%	42%	45%	42%	36%	49%	42%
Somewhat disapprove	13%	14%	8%	20%	13%	13%	13%	15%	14%	12%	12%	13%	23%	16%	14%	10%	11%	12%	14%	13%	14%	13%	15%
Strongly disapprove	7%	12%	2%	6%	5%	8%	7%	7%	4%	13%	2%	6%	5%	8%	7%	11%	8%	2%	7%	7%	7%	6%	8%
Don't know/Refusal [VOL]	19%	20%	19%	17%	16%	22%	19%	19%	17%	20%	42%	12%	9%	29%	19%	21%	13%	18%	15%	25%	23%	14%	23%
Combined approve	61%	54%	70%	57%	66%	56%	62%	59%	64%	55%	44%	69%	63%	47%	60%	58%	68%	68%	65%	56%	56%	67%	54%
Combined disapprove	20%	26%	10%	26%	18%	22%	19%	22%	19%	25%	14%	19%	28%	24%	21%	21%	19%	14%	21%	20%	21%	19%	23%

Do you approve or disapprove of the way Shad Khan is handling his job as the owner of the Jacksonville Jaguars?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
Strongly approve	29%	28%	27%	34%	35%	24%	33%	23%	26%	33%	21%	44%	28%	30%	36%	30%	30%	22%	40%	12%	19%	30%	35%
Somewhat approve	31%	31%	33%	27%	29%	31%	26%	39%	30%	35%	14%	29%	31%	19%	30%	28%	38%	36%	34%	25%	25%	31%	35%
Somewhat disapprove	19%	19%	21%	14%	16%	22%	18%	21%	24%	14%	9%	11%	29%	12%	16%	18%	19%	24%	14%	27%	30%	17%	13%
Strongly disapprove	13%	11%	13%	16%	15%	12%	13%	13%	15%	10%	12%	12%	7%	23%	11%	15%	9%	11%	8%	20%	16%	15%	7%
Don't know/Refusal [VOL]	8%	11%	6%	9%	5%	11%	10%	5%	5%	7%	44%	5%	5%	17%	7%	9%	5%	7%	3%	16%	10%	7%	10%
Combined approve	60%	59%	60%	61%	64%	55%	59%	62%	56%	68%	35%	73%	59%	48%	66%	59%	68%	59%	74%	37%	44%	62%	70%
Combined disapprove	32%	30%	34%	31%	30%	34%	31%	33%	39%	25%	21%	23%	36%	35%	27%	32%	28%	35%	23%	47%	46%	32%	20%

Which of the following best describes your feelings toward the investment of tax dollars into the development of downtown Jacksonville?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
I believe investing tax dollars in downtown Jacksonville's development is	39%	48%	36%	30%	42%	36%	35%	47%	38%	42%	42%	35%	35%	33%	40%	37%	44%	44%	47%	26%	23%	38%	56%
While I see the potential benefits, I have some reservations about	28%	20%	32%	35%	28%	28%	28%	28%	28%	29%	19%	29%	44%	28%	23%	27%	28%	28%	30%	26%	25%	32%	25%
I think there are better uses for tax dollars, and I'm hesitant about	19%	17%	20%	19%	18%	20%	21%	15%	22%	17%	23%	3%	11%	22%	20%	21%	20%	16%	15%	25%	29%	20%	9%
I'm firmly against using tax dollars for the development of downtown	13%	14%	12%	14%	12%	15%	15%	10%	11%	10%	16%	33%	11%	18%	17%	14%	6%	13%	8%	22%	24%	10%	10%
Don't know/Refusal [VOL]	1%	1%	-	1%	1%	1%	1%	-	-	2%	-	-	-	-	-	2%	2%	-	1%	-	-	1%	-

As you may know, the City of Jacksonville has come to an agreement with the Jaguars to renovate the city owned EverBank Stadium. Do you support or oppose the City of Jacksonville assuming 55% of the costs and spending \$775 million of public funds for stadium renovations?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
	n=667	n=280	n=249	n=138	n=285	n=377	n=261	n=403	n=472	n=133	n=23	n=29	n=36	n=80	n=133	n=101	n=122	n=195	n=429	n=234	n=158	n=302	n=202
Strongly support	22%	22%	20%	22%	28%	17%	20%	24%	19%	25%	11%	32%	12%	19%	27%	23%	28%	18%	30%	9%	5%	22%	35%
Somewhat support	19%	24%	19%	13%	20%	19%	19%	20%	23%	20%	11%	5%	11%	16%	18%	21%	19%	27%	24%	12%	14%	20%	23%
Somewhat oppose	17%	15%	17%	21%	14%	20%	18%	17%	20%	11%	21%	19%	26%	17%	16%	20%	15%	16%	19%	14%	25%	14%	17%
Strongly oppose	41%	38%	43%	43%	37%	44%	42%	39%	37%	43%	57%	45%	51%	48%	40%	35%	37%	39%	27%	65%	56%	44%	25%
Don't know/Refusal [VOL]	1%	1%	1%	1%	2%	<1%	1%	1%	1%	2%	-	-	-	1%	-	2%	2%	1%	1%	-	-	1%	1%
Combined support	41%	46%	39%	35%	47%	35%	39%	44%	42%	44%	23%	37%	23%	35%	44%	44%	47%	44%	53%	20%	19%	42%	58%
Combined oppose	58%	53%	60%	64%	51%	65%	60%	56%	57%	54%	77%	63%	77%	64%	56%	55%	51%	54%	46%	79%	81%	57%	42%

In addition to stadium construction costs, the City of Jacksonville and the Jaguars have entered into a Community Benefits Agreement to invest \$150 million each for workforce and community development, affordable housing, homelessness and parks, both near the stadium and countywide. Do you support or oppose this Community Benefits Agreement?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
	n=667	n=280	n=249	n=138	n=285	n=377	n=261	n=403	n=472	n=133	n=23	n=29	n=36	n=80	n=133	n=101	n=122	n=195	n=429	n=234	n=158	n=302	n=202
Strongly support	53%	73%	33%	50%	51%	54%	52%	55%	43%	69%	73%	49%	61%	59%	46%	60%	51%	45%	60%	40%	33%	55%	66%
Somewhat support	29%	18%	39%	31%	27%	31%	31%	25%	34%	22%	5%	37%	26%	27%	33%	20%	31%	32%	28%	31%	34%	29%	24%
Somewhat oppose	8%	6%	12%	7%	9%	8%	8%	9%	10%	4%	21%	5%	11%	6%	9%	5%	9%	12%	6%	13%	13%	8%	5%
Strongly oppose	8%	3%	14%	10%	12%	6%	8%	9%	12%	3%	2%	9%	2%	5%	11%	13%	8%	10%	5%	14%	16%	8%	3%
Don't know/Refusal [VOL]	2%	1%	3%	2%	2%	2%	2%	2%	2%	3%	-	-	-	3%	2%	3%	-	2%	1%	2%	4%	<1%	2%
Combined support	81%	91%	72%	81%	77%	85%	82%	80%	76%	90%	77%	86%	88%	86%	78%	79%	83%	77%	88%	70%	67%	84%	91%
Combined oppose	17%	9%	26%	17%	21%	13%	16%	18%	22%	7%	23%	14%	12%	11%	20%	18%	18%	21%	11%	27%	29%	16%	8%

Overall, this agreement between the City of Jacksonville and the Jaguars will result in the City spending \$925 million on stadium renovations and community investment, do you support or oppose this agreement?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
	n=667	n=280	n=249	n=138	n=285	n=377	n=261	n=403	n=472	n=133	n=23	n=29	n=36	n=80	n=133	n=101	n=122	n=195	n=429	n=234	n=158	n=302	n=202
Strongly support	25%	33%	20%	20%	31%	21%	25%	27%	22%	31%	26%	24%	21%	25%	25%	24%	32%	24%	31%	15%	9%	24%	41%
Somewhat support	31%	29%	30%	33%	32%	29%	31%	28%	31%	29%	31%	32%	32%	35%	31%	31%	30%	26%	35%	23%	27%	32%	33%
Somewhat oppose	18%	15%	19%	21%	11%	25%	16%	22%	20%	15%	19%	15%	25%	19%	22%	17%	13%	17%	16%	22%	23%	19%	14%
Strongly oppose	25%	20%	30%	25%	25%	25%	27%	22%	26%	21%	24%	29%	21%	21%	22%	27%	26%	30%	17%	38%	40%	25%	12%
Don't know/Refusal [VOL]	1%	3%	<1%	1%	2%	1%	1%	1%	1%	4%	-	-	-	1%	2%	2%	-	3%	1%	2%	1%	1%	1%
Combined support	56%	63%	50%	53%	63%	50%	56%	55%	53%	60%	57%	56%	54%	59%	55%	55%	61%	49%	66%	38%	37%	56%	73%
Combined oppose	43%	35%	50%	46%	36%	49%	43%	44%	46%	36%	43%	44%	46%	40%	43%	43%	39%	47%	33%	60%	62%	44%	26%

Do you think the City of Jacksonville should put the stadium renovation agreement before the voters in the form of a referendum?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					Jags Fan		Downtown for Leisure			
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
	n=667	n=280	n=249	n=138	n=285	n=377	n=261	n=403	n=472	n=133	n=23	n=29	n=36	n=80	n=133	n=101	n=122	n=195	n=429	n=234	n=158	n=302	n=202
Yes	72%	68%	75%	72%	64%	78%	73%	69%	72%	72%	67%	68%	68%	71%	68%	69%	70%	78%	68%	79%	83%	73%	61%
No	27%	31%	23%	27%	34%	21%	26%	30%	27%	26%	33%	32%	32%	28%	31%	29%	29%	20%	32%	20%	15%	27%	38%
Don't know/Refusal [VOL]	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	-	-	1%	1%	2%	1%	2%	1%	2%	-	-	1%

In the past year, about how often did you visit downtown Jacksonville for leisure or entertainment?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age						Jags Fan		Downtown for Leisure		
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
Never	24%	21%	28%	25%	24%	25%	27%	19%	27%	19%	26%	21%	30%	25%	19%	14%	20%	37%	18%	37%	100%	-	-
A few times per year	46%	47%	44%	49%	44%	48%	47%	47%	45%	51%	42%	44%	54%	47%	42%	43%	56%	42%	46%	48%	-	100%	-
About once per month	19%	16%	21%	19%	23%	16%	16%	24%	19%	14%	26%	24%	7%	18%	26%	28%	16%	12%	24%	9%	-	-	65%
Weekly	7%	12%	5%	5%	7%	8%	7%	8%	7%	9%	7%	8%	9%	6%	11%	11%	5%	5%	10%	4%	-	-	26%
Daily	3%	4%	1%	2%	1%	3%	3%	2%	2%	4%	-	3%	-	5%	2%	2%	4%	2%	2%	2%	-	-	9%
Don't know/Refusal [VOL]	1%	1%	1%	1%	1%	<1%	1%	<1%	1%	2%	-	-	-	-	-	2%	-	2%	1%	-	-	-	-

In the past year, approximately how many events have you attended at EverBank Stadium or Daily's Place, including Jaguars games, concerts, or other events? If you are not sure please use your best estimate: [recorded]

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age						Jags Fan		Downtown for Leisure		
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
None	38%	40%	35%	38%	32%	43%	38%	37%	40%	29%	50%	45%	38%	38%	30%	30%	31%	55%	24%	61%	71%	34%	16%
1 - 3	33%	27%	35%	40%	35%	31%	32%	34%	32%	35%	43%	25%	38%	36%	33%	35%	34%	25%	36%	28%	26%	43%	22%
4 +	25%	26%	28%	18%	27%	23%	23%	28%	26%	27%	7%	22%	16%	24%	35%	31%	29%	13%	35%	8%	1%	16%	59%
Don't know/Refusal [VOL]	5%	7%	2%	5%	7%	3%	7%	1%	3%	9%	-	8%	9%	2%	2%	5%	7%	7%	4%	4%	2%	7%	3%

Would you consider yourself a fan of the Jacksonville Jaguars?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age						Jags Fan		Downtown for Leisure		
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
Yes	62%	60%	65%	62%	62%	61%	64%	65%	64%	33%	58%	68%	54%	63%	58%	63%	67%	100%	-	44%	61%	78%	
No	37%	39%	36%	36%	37%	37%	37%	34%	35%	61%	42%	32%	42%	37%	39%	37%	33%	-	100%	56%	38%	20%	
Don't know/Refusal [VOL]	1%	2%	-	2%	1%	1%	2%	-	1%	2%	7%	-	-	4%	-	3%	-	-	-	-	1%	2%	

How important is it for the City of Jacksonville to have an NFL franchise?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age						Jags Fan		Downtown for Leisure		
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
Very important	46%	50%	45%	41%	53%	40%	47%	45%	43%	55%	40%	41%	42%	41%	46%	45%	54%	46%	62%	19%	28%	44%	65%
Moderately important	27%	21%	30%	34%	24%	30%	27%	27%	29%	25%	16%	32%	23%	27%	29%	28%	25%	30%	27%	29%	32%	27%	24%
Slightly important	15%	16%	15%	12%	11%	17%	13%	17%	15%	13%	23%	11%	23%	16%	11%	15%	16%	12%	9%	22%	19%	19%	4%
Not at all important	12%	14%	10%	12%	11%	13%	13%	10%	13%	6%	21%	17%	12%	16%	14%	11%	6%	12%	2%	29%	21%	10%	7%
Don't know/Refusal [VOL]	<1%	-	<1%	1%	1%	<1%	-	<1%	<1%	1%	-	-	-	-	-	2%	-	-	<1%	-	-	<1%	-

As you may know, a proposal has been made to build a new Duval County jail facility away from its current location downtown, which will include better access to medical and mental health services. Would you support or oppose building a new Duval County jail facility, spending an estimated \$1 billion of public funds?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age						Jags Fan		Downtown for Leisure		
		Dem	Rep	NPA/ Other	M	F	No	Yes	White	AfrAm/ Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+	Yes	No	Never	Some	A lot
Strongly support	41%	42%	32%	50%	44%	38%	42%	39%	38%	40%	64%	47%	48%	45%	39%	36%	32%	47%	28%	23%	43%	52%	
Somewhat support	32%	33%	37%	25%	26%	37%	31%	35%	34%	32%	47%	17%	35%	28%	21%	28%	38%	44%	30%	36%	37%	32%	29%
Somewhat oppose	11%	8%	14%	11%	13%	9%	10%	12%	15%	6%	-	9%	9%	7%	11%	17%	11%	10%	11%	11%	11%	12%	8%
Strongly oppose	14%	15%	13%	13%	15%	13%	14%	13%	11%	20%	14%	11%	9%	15%	19%	15%	13%	10%	10%	20%	24%	13%	8%
Don't know/Refusal [VOL]	3%	2%	5%	2%	2%	3%	3%	1%	3%	4%	-	-	-	2%	4%	2%	3%	3%	2%	5%	6%	1%	3%
Combined support	73%	75%	69%	75%	70%	75%	73%	74%	72%	70%	86%	80%	83%	76%	66%	66%	73%	77%	78%	65%	60%	75%	81%
Combined oppose	24%	23%	27%	24%	28%	22%	24%	25%	26%	26%	14%	20%	18%	22%	30%	32%	24%	20%	21%	31%	35%	25%	16%

If you could choose between spending \$775 million on stadium renovations to keep the Jaguars in Jacksonville or invest that money in other city priorities (such as a new county jail, infrastructure improvements, paying down the pension debt, etc.), which would you choose?

	Total n=667	Party Registration			Sex		College		Race/Ethnicity				Age						Jags Fan		Downtown for Leisure		
		Dem n=280	Rep n=249	NPA/ Other n=138	M n=285	F n=377	No n=261	Yes n=403	White n=472	AfrAm/ Black n=133	Hisp n=23	Oth n=29	18-24 n=36	25-34 n=80	35-44 n=133	45-54 n=101	55-64 n=122	65+ n=195	Yes n=429	No n=234	Never n=158	Some n=302	A lot n=202
Stadium renovations to keep the Jaguars in Jacksonville	39%	41%	39%	37%	46%	34%	40%	38%	39%	39%	26%	47%	28%	40%	39%	35%	49%	38%	52%	18%	28%	39%	48%
Other city priorities	58%	58%	58%	60%	52%	64%	57%	61%	57%	57%	74%	53%	72%	57%	58%	61%	47%	59%	46%	79%	69%	59%	49%
Don't know/Refusal [VOL]	3%	2%	4%	3%	3%	3%	3%	2%	3%	4%	-	-	-	3%	3%	4%	4%	3%	3%	2%	3%	2%	3%

Nature of the Sample

Registered Voters	n=667
Party Registration	
Democrat	39%
Republican	35%
NPA/Other	26%
Sex	
Male	46%
Female	54%
Education	
No Bachelor's Degree	63%
Bachelor's Degree	37%
Race/Ethnicity	
White	55%
African American/Black	28%
Hispanic/Latino	7%
Other	10%
Age	
18-24	9%
25-34	20%
35-44	18%
45-54	15%
55-64	16%
65+	22%
House District	
12	18%
13	18%
14	17%
15	10%
16	19%
17	18%
Mode	
Phone	19%
Web	81%