



Public Opinion
Research Lab

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UNF Poll: Duval Voters Oppose Funding Stadium, Want to Keep Jags

Crime remains Jacksonville's biggest problem

Jacksonville, Fla. – A new poll of registered voters in Duval County from the Public Opinion Research Lab (PORL) at the University of North Florida shows a majority are opposed to spending public funds on stadium and sports district development, but many are willing to make concessions to keep the Jacksonville Jaguars in town. Respondents were asked about several local issues, as well as job approval for local officeholders.

The survey included a series of questions about the public-private partnership between the City of Jacksonville and the Jaguars to make renovations to the city-owned EverBank Stadium and develop the surrounding sports district at a total estimated cost of \$2 billion. Respondents were asked to choose which outcome they support the most from a list of different options, ranging from no public investment to spending \$1 billion of public funds. Unsurprisingly, 51% chose the Jaguars purchasing the land and paying for stadium renovations and sports district development with no public investment, with just 6% in support of the \$1 billion public investment currently being proposed by the Jaguars, the remaining 33% were split between \$250 million and \$500 million of public funds being spent on the upgrades, and 9% said they didn't know or refused to answer.

However, when asked whether they would support the city spending \$1 billion if it meant the difference between the Jaguars staying in Jacksonville or moving to another city, 46% said yes and 47% said no. Even among those who oppose spending *any* public funds on the project, 33% were willing to split the cost when faced with the possibility of losing the team to another city. Of those who initially said they'd support only \$250 million in public funds, 57% conceded to the higher cost when given this choice, and 72% of those who initially said \$500 million changed their answer in support of a \$1 billion investment.

"It's no wonder Duval County voters don't want to foot the bill for stadium renovations, but what's really interesting is their change of heart when given the ultimatum of a \$1 billion public investment or the Jaguars walking away," said Dr. Michael Binder, PORL faculty director. "This is just one of several reasons that local taxpayers are going to end up shelling out an enormous sum of money for this endeavor."

When asked what was most important to them in a potential deal between the city and the Jaguars, 45% said community and economic investment in underserved neighborhoods, creating more entertainment downtown garnered 19%, 17% said negotiating the smallest possible public investment, 5% said minimizing construction time to ensure more games played at home, and just 4% said fixing the temperature problems in the stadium was most important. In another question, 41% of respondents said that previous public-private partnerships with the Jaguars and owner Shad Khan, like the practice fields, Daily's Place and previous stadium upgrades, met their expectations for economic growth and development downtown, 27% said they failed to meet their expectations and just 9% said they exceeded their expectations.

“When it comes to the stadium and sports district deal, folks are mainly concerned with the economic benefit to the downtown area and surrounding neighborhoods,” said Binder. “Voters seem relatively satisfied with the way other public investments like Daily’s Place and the new scoreboards have gone in the past, but study after study has shown that public investments in sports stadiums rarely benefit local economies, despite claims to the contrary.”

When asked their opinions about the City of Jacksonville removing all Confederate monuments from public spaces, 50% of respondents said they strongly or somewhat support removal, 42% saying they oppose the removal either strongly or somewhat, and 8% said they don’t know or refused.

“In previous surveys we’ve seen a much more even split on the issue of Confederate monuments, but support for removal seems to be increasing,” Binder commented. “As you’d expect, this is largely split along party lines with 77% of Democrats in support and 73% of Republicans opposed.”

Respondents were also asked whether they would support or oppose spending an estimated \$380 million of public funds for three to five years on a new Duval County Jail and JSO administrative offices away from the current location downtown. It was explained that this would be in addition to immediate renovations needed at the current facility due to capacity issues and disrepair. A majority 52% said they would support building a new jail, with 27% strongly supporting and 26% somewhat supporting; 40% expressed opposition, with 13% somewhat opposing and 27% strongly; and 8% said they didn’t know or refused to answer.

“The relatively high support for moving the jail and JSO offices away from downtown given the large estimated \$380 million price tag is rather surprising,” noted Binder.

Job approvals for local officials were also included in the survey, including mayor, sheriff, city council and state attorney.

Newly elected Jacksonville Mayor Donna Deegan garnered relatively high approval, with 47% saying they approve of the job she’s doing, either strongly or somewhat, a mere 15% disapproving, and 46% said they don’t know or refused to answer. Approvals are even higher for Sheriff T.K. Waters, who was sworn in last November after a special election with 64% saying they approve of the job he’s doing, 15% said they disapprove, and 20% said they don’t know or refused. State Attorney Melissa Nelson’s job approval is also a net positive, with 31% approving and only 13% disapproving, while 56% either didn’t know or refused. City Council’s ratings are more evenly split with 39% of respondents approving, 30% disapproving, and 31% who don’t know or refused.

“Inside her first 100 days in office, Mayor Deegan’s approval is 32 percentage points higher than her disapproval, putting her well above water, even if a sizable group of voters aren’t sure yet,” Binder stated. “With almost a year in office, T.K. Waters has had more opportunity to make an impression—and it’s clearly a good one—with high approval ratings across party lines.”

Finally, in an open-ended question, respondents were asked the most important problem facing Jacksonville, to which 36% of respondents said crime, with housing costs and improving transportation and infrastructure in a distant second and third place, at 11% and 9%, respectively. For a full list of recoded answer choices, see the survey crosstabulations.

“Crime has historically been the biggest problem in past PORL surveys, so it’s no surprise to see it at the top of the list,” said Binder. “While it may not be among the top issues, homelessness seems to be an emerging concern for Duval voters too.”

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

Methodology

The UNF PORL Jax Speaks Poll was conducted from September 12 to 15, 2023 by the Public Opinion Research Lab (PORL) at the University of North Florida. It consists of a sample of 511 registered voters in Duval County. The sampling frame was sourced from the Florida voter file. To ensure a representative sample of registered voters, the sample was stratified into six geographical regions based on State House of Representatives District and quotas were placed on each.

Respondents were contacted by live callers via the telephone between 4 p.m. to 9 p.m. Monday through Friday, with up to four callbacks attempted. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. 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. This study had an 6.8% response rate, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

All data were weighted by educational attainment, partisan registration, age, race and sex to match the population of registered voters in Duval County. Partisan registration, sex, race and age weights were created from the July 2023 update of the Florida Voter File to match registered voters in the county. Education weights were calculated using the Census Bureau's American Community Survey (ACS) 2021 5-year estimates for individuals aged 25 and over, adjusted for estimated registered voter effects. All weighted demographic variables were applied using the SPSS version 27 rake weighting function and are assigned a weight of one if weighting demographics are missing. The margin of sampling error is +/- 4.8 percentage points, including estimated design effect.

The PORL is UNF's full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social and cultural projects. The 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, the 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.

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 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/>

In your opinion, what is the most important problem facing Jacksonville? [interviewer-coded]

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Education	4%	4%	4%	4%	4%	4%	2%	7%	4%	4%	7%	-	7%	3%	4%	5%	1%	4%
Improving transportation and infrastructure	9%	7%	8%	14%	9%	9%	9%	10%	11%	5%	16%	7%	14%	13%	12%	8%	7%	4%
Crime	37%	46%	32%	29%	37%	37%	40%	31%	31%	53%	26%	26%	23%	18%	34%	44%	41%	51%
Taxes	1%	-	1%	1%	-	1%	1%	1%	1%	-	-	2%	-	-	-	1%	-	2%
Economy/jobs	7%	3%	11%	7%	6%	7%	8%	5%	9%	3%	3%	7%	9%	4%	10%	8%	6%	7%
Improving the downtown area	3%	2%	2%	4%	2%	3%	2%	4%	3%	1%	7%	2%	5%	1%	4%	2%	1%	1%
Housing costs	11%	13%	11%	8%	11%	11%	10%	13%	11%	12%	3%	13%	14%	18%	16%	6%	7%	4%
Race relations/hate/discrimination	7%	9%	3%	10%	7%	7%	7%	6%	5%	9%	3%	15%	2%	7%	3%	10%	11%	8%
Environment	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	-	-	2%	-	-	-	6%	1%
Homelessness	4%	4%	3%	5%	4%	4%	3%	6%	4%	3%	7%	7%	6%	3%	3%	5%	2%	2%
Something else	10%	7%	15%	7%	11%	9%	9%	11%	13%	4%	13%	7%	11%	12%	8%	8%	8%	12%
Don't know	7%	4%	5%	12%	6%	7%	7%	5%	6%	3%	16%	15%	7%	11%	8%	4%	4%	5%
Refusal	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	-	-	4%	-	-	1%	-

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

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Strongly approve	26%	46%	10%	18%	23%	28%	26%	27%	23%	39%	13%	15%	7%	18%	22%	29%	26%	41%
Somewhat approve	21%	20%	17%	26%	21%	20%	22%	18%	21%	18%	26%	21%	19%	19%	20%	26%	27%	14%
Somewhat disapprove	6%	4%	10%	5%	7%	6%	4%	11%	8%	5%	7%	-	10%	7%	3%	10%	4%	6%
Strongly disapprove	8%	2%	17%	7%	9%	8%	8%	8%	9%	5%	10%	15%	7%	9%	11%	7%	8%	8%
Don't know	36%	27%	43%	40%	35%	36%	36%	33%	37%	30%	42%	43%	50%	43%	39%	26%	33%	29%
Refusal	4%	3%	4%	4%	4%	3%	3%	3%	3%	4%	3%	6%	7%	5%	5%	3%	1%	2%

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

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Strongly approve	9%	11%	6%	11%	9%	10%	10%	8%	8%	14%	13%	4%	5%	6%	11%	10%	9%	13%
Somewhat approve	29%	32%	29%	25%	30%	29%	31%	27%	32%	27%	22%	26%	24%	16%	34%	25%	29%	42%
Somewhat disapprove	20%	22%	18%	19%	21%	19%	21%	18%	17%	24%	31%	15%	14%	35%	13%	22%	18%	13%
Strongly disapprove	11%	12%	11%	10%	15%	7%	9%	13%	10%	11%	9%	13%	10%	10%	12%	14%	10%	10%
Don't know	29%	23%	33%	34%	24%	33%	27%	31%	31%	24%	22%	40%	41%	34%	26%	27%	34%	21%
Refusal	2%	1%	3%	2%	1%	2%	2%	2%	2%	1%	3%	2%	7%	-	4%	3%	-	1%

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

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Strongly approve	28%	20%	39%	26%	31%	26%	29%	27%	32%	25%	29%	17%	20%	13%	26%	30%	28%	46%
Somewhat approve	36%	36%	37%	34%	37%	34%	37%	33%	36%	36%	19%	39%	22%	35%	35%	37%	46%	33%
Somewhat disapprove	9%	14%	5%	8%	9%	9%	8%	11%	8%	8%	19%	7%	15%	15%	12%	8%	4%	4%
Strongly disapprove	7%	12%	3%	6%	8%	6%	8%	7%	6%	10%	3%	4%	5%	10%	8%	9%	5%	6%
Don't know	19%	16%	16%	26%	15%	22%	17%	21%	17%	19%	26%	30%	34%	26%	19%	17%	18%	10%
Refusal	1%	3%	1%	1%	1%	2%	1%	1%	1%	2%	3%	2%	5%	2%	1%	-	-	1%

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=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Strongly approve	13%	10%	16%	13%	12%	13%	12%	14%	14%	11%	13%	13%	5%	8%	11%	17%	16%	17%
Somewhat approve	19%	22%	18%	14%	21%	16%	21%	16%	17%	22%	19%	13%	17%	13%	22%	16%	25%	19%
Somewhat disapprove	6%	7%	7%	5%	7%	6%	6%	7%	6%	7%	10%	2%	10%	7%	5%	4%	6%	7%
Strongly disapprove	7%	10%	5%	5%	7%	6%	7%	6%	4%	11%	3%	11%	2%	11%	9%	9%	6%	2%
Don't know	53%	49%	51%	61%	49%	56%	52%	54%	56%	46%	48%	59%	55%	59%	52%	51%	46%	53%
Refusal	3%	3%	4%	3%	3%	3%	3%	4%	4%	3%	7%	2%	12%	3%	2%	4%	1%	3%

As you may know, the Duval County Jail and JSO administrative offices will be undergoing renovation due to disrepair and capacity issues. In addition to these improvements, proposals have been made to build a new jail away from its current location downtown in the next three to five years. Would you support or oppose building a new Duval County jail and JSO administrative offices, spending an estimated \$380 million dollars of public funds?

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Strongly support	27%	27%	29%	23%	29%	25%	26%	28%	28%	23%	29%	26%	20%	20%	32%	31%	19%	32%
Somewhat support	26%	23%	29%	26%	25%	27%	26%	28%	29%	21%	29%	19%	17%	32%	23%	22%	31%	25%
Somewhat oppose	13%	13%	12%	14%	15%	11%	14%	11%	12%	15%	16%	11%	24%	12%	13%	9%	11%	14%
Strongly oppose	27%	28%	24%	30%	27%	27%	28%	25%	25%	32%	16%	32%	34%	33%	25%	26%	31%	19%
Don't know	7%	8%	5%	7%	3%	9%	6%	6%	5%	8%	7%	11%	2%	2%	7%	12%	7%	8%
Refusal	1%	2%	1%	2%	1%	1%	<1%	3%	1%	1%	3%	2%	2%	1%	1%	-	-	2%

Do you support or oppose the City of Jacksonville removing all Confederate monuments from public spaces?

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Strongly support	40%	67%	11%	40%	39%	42%	38%	48%	29%	63%	47%	41%	44%	54%	43%	39%	36%	29%
Somewhat support	10%	10%	8%	12%	10%	9%	11%	8%	8%	13%	13%	9%	17%	15%	6%	8%	7%	7%
Somewhat oppose	11%	8%	15%	9%	11%	10%	11%	11%	13%	8%	16%	-	15%	9%	11%	13%	10%	11%
Strongly oppose	32%	11%	58%	26%	35%	30%	35%	27%	45%	12%	13%	22%	10%	16%	30%	36%	39%	47%
Don't know	7%	3%	7%	11%	5%	8%	5%	6%	5%	4%	6%	26%	15%	4%	10%	4%	7%	6%
Refusal	1%	1%	1%	2%	<1%	2%	1%	1%	0%	1%	6%	2%	-	3%	1%	1%	1%	-

As you may know, the City of Jacksonville is in negotiations with the Jaguars to renovate the city owned EverBank Stadium and develop the surrounding sports district at a total cost of about \$2 billion dollars. Which of the following is most important to you in a potential deal between the City and the Jaguars?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem	Rep	NPA/Oth	M	F	No	Yes	White	AfrAm/Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+
	n=511	n=238	n=154	n=119	n=247	n=264	n=232	n=271	n=305	n=137	n=34	n=35	n=54	n=80	n=97	n=89	n=89	n=123
Fixing temperature problems in the stadium	4%	4%	5%	3%	3%	4%	3%	5%	4%	4%	-	7%	-	5%	7%	-	2%	6%
Minimizing construction time to ensure more games played at home	5%	7%	5%	4%	4%	6%	5%	6%	5%	7%	-	4%	2%	6%	2%	5%	6%	6%
Community and economic investment in underserved neighborhoods	45%	53%	36%	46%	36%	53%	45%	46%	41%	54%	58%	37%	50%	53%	42%	42%	57%	31%
Creating more entertainment and nightlife downtown	19%	18%	18%	22%	24%	15%	19%	18%	18%	25%	23%	9%	33%	16%	20%	23%	12%	19%
Negotiating the smallest public investment possible	18%	13%	26%	13%	22%	14%	19%	16%	22%	5%	16%	28%	12%	15%	24%	17%	14%	20%
Something else	1%	-	3%	-	2%	1%	2%	1%	2%	-	-	-	-	-	-	1%	2%	3%
Don't know	7%	5%	7%	11%	6%	7%	6%	7%	7%	5%	3%	13%	2%	5%	5%	7%	5%	14%
Refusal	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	-	2%	-	-	-	5%	1%	2%

As you may know, the City of Jacksonville is in negotiations with the Jaguars to renovate the city owned EverBank Stadium and develop the surrounding sports district at a total cost of about \$2 billion dollars. Which of the following is most important to you in a potential deal between the City and the Jaguars?

	Total	NFL Team Importance				NFL Games Attended (per season)				
		Very	Moderately	Slightly	Not at all	Never	Rarely	One	A few	5+
	n=511	n=242	n=118	n=62	n=79	n=235	n=58	n=67	n=88	n=54
Fixing temperature problems in the stadium	4%	6%	1%	3%	3%	4%	2%	5%	7%	2%
Minimizing construction time to ensure more games played at home	5%	5%	6%	7%	3%	4%	6%	5%	4%	10%
Community and economic investment in underserved neighborhoods	45%	46%	43%	42%	51%	52%	44%	31%	45%	36%
Creating more entertainment and nightlife downtown	19%	27%	19%	10%	8%	12%	18%	31%	25%	32%
Negotiating the smallest public investment possible	18%	10%	22%	24%	27%	17%	20%	23%	16%	14%
Something else	1%	<1%	1%	5%	1%	2%	-	-	-	2%
Don't know	7%	5%	8%	3%	8%	7%	8%	5%	3%	2%
Refusal	1%	<1%	-	7%	1%	2%	2%	-	-	2%

When it comes to funding the stadium and sports district development between the City and the Jaguars, which of the following do you support the most?

	Total	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem	Rep	NPA/Other	M	F	No	Yes	White	AfrAm/Black	Hisp	Oth	18-24	25-34	35-44	45-54	55-64	65+
	n=511	n=238	n=154	n=119	n=247	n=264	n=232	n=271	n=305	n=137	n=34	n=35	n=54	n=80	n=97	n=89	n=89	n=123
The Jaguars purchasing the land and paying for stadium renovations and sports district development with no public investment	51%	50%	49%	56%	45%	56%	52%	50%	50%	49%	66%	51%	56%	54%	54%	56%	44%	44%
The City of Jacksonville sharing the costs with the Jaguars, spending up to \$250 million dollars of public funds for stadium and sports district development	21%	24%	21%	17%	22%	20%	19%	25%	23%	18%	19%	17%	29%	22%	22%	17%	21%	21%
The City of Jacksonville sharing the costs with the Jaguars, spending up to \$500 million dollars of public funds for stadium and sports district development	12%	12%	13%	11%	12%	13%	14%	10%	14%	11%	6%	11%	10%	13%	12%	12%	15%	11%
The City of Jacksonville sharing the costs with the Jaguars, spending up to \$1 billion dollars of public funds for stadium and sports district development.	6%	8%	5%	4%	9%	3%	6%	6%	3%	13%	6%	4%	2%	1%	5%	8%	12%	7%
Other	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	-	-	2%	-	-	1%	-	4%
Don't know	6%	3%	9%	8%	7%	6%	6%	6%	7%	4%	3%	11%	-	9%	5%	3%	6%	9%
Refusal	2%	3%	2%	2%	4%	1%	2%	3%	1%	4%	-	6%	-	2%	1%	4%	1%	4%

When it comes to funding the stadium and sports district development between the City and the Jaguars, which of the following do you support the most?

	Total n=511	Jags Importance				NFL Games (per season)				
		Very n=242	Moderately n=118	Slightly n=62	Not at all n=79	Never n=235	Rarely n=58	One n=67	A few n=88	5+ n=54
The Jaguars purchasing the land and paying for stadium renovations and sports district development with no public investment	51%	34%	55%	71%	86%	61%	57%	40%	38%	41%
The City of Jacksonville sharing the costs with the Jaguars, spending up to \$250 million dollars of public funds for stadium and sports district development	21%	25%	28%	15%	5%	16%	22%	32%	28%	25%
The City of Jacksonville sharing the costs with the Jaguars, spending up to \$500 million dollars of public funds for stadium and sports district development	12%	21%	7%	3%	-	9%	2%	18%	19%	20%
The City of Jacksonville sharing the costs with the Jaguars, spending up to \$1 billion dollars of public funds for stadium and sports district development.	6%	12%	1%	-	1%	5%	6%	5%	8%	10%
Other	1%	2%	2%	-	1%	2%	-	-	1%	-
Don't know	6%	5%	7%	8%	4%	5%	12%	5%	7%	2%
Refusal	2%	2%	-	3%	3%	3%	2%	-	-	2%

If it meant the difference between the Jaguars staying in Jacksonville or moving to another city, would you be willing to support the City of Jacksonville sharing the costs with the Jaguars, spending up to \$1 billion dollars of public funds for stadium and sports district development?

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Yes	46%	49%	37%	51%	44%	47%	47%	46%	39%	55%	52%	50%	45%	54%	48%	46%	46%	35%
No	47%	42%	56%	43%	49%	46%	47%	48%	56%	35%	39%	37%	50%	39%	47%	49%	40%	58%
Don't know	6%	7%	5%	5%	5%	7%	6%	4%	4%	7%	10%	11%	5%	7%	3%	1%	12%	5%
Refusal	2%	3%	1%	1%	3%	1%	1%	2%	1%	3%	-	2%	-	1%	2%	4%	1%	2%

If it meant the difference between the Jaguars staying in Jacksonville or moving to another city, would you be willing to support the City of Jacksonville sharing the costs with the Jaguars, spending up to \$1 billion dollars of public funds for stadium and sports district development?

	Total n=511	Jags Importance				NFL Games (per season)					Public Investment in Stadium			
		Very n=242	Moderately n=118	Slightly n=62	Not at all n=79	Never n=235	Rarely n=58	One n=67	A few n=88	5+ n=54	None n=256	\$250 mil n=114	\$500 mil n=61	\$1 bil n=32
Yes	46%	69%	38%	22%	5%	37%	46%	53%	57%	64%	33%	58%	72%	90%
No	47%	24%	56%	71%	90%	58%	44%	43%	34%	28%	62%	36%	26%	7%
Don't know	6%	6%	6%	3%	4%	4%	8%	5%	9%	2%	5%	6%	2%	3%
Refusal	2%	1%	-	3%	1%	1%	2%	-	-	6%	<1%	1%	-	-

Have previous public-private partnerships with Shad Khan and the Jaguars, including the building of practice fields, Daily's Place, and stadium upgrades like the swimming pools and scoreboards, met, exceeded or failed to meet your expectations for economic development and growth in the downtown area?

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Failed to meet your expectations	27%	29%	21%	32%	32%	23%	27%	27%	28%	24%	23%	28%	35%	24%	20%	25%	30%	30%
Met your expectations	41%	44%	40%	38%	39%	43%	42%	40%	38%	44%	48%	41%	38%	50%	43%	40%	40%	34%
Exceeded your expectations	9%	8%	11%	9%	11%	8%	8%	12%	12%	7%	13%	-	8%	10%	11%	8%	8%	11%
Don't know	21%	17%	26%	20%	16%	25%	22%	17%	20%	22%	13%	26%	18%	15%	26%	22%	21%	22%
Refusal	2%	3%	2%	2%	3%	2%	1%	4%	2%	3%	3%	4%	3%	1%	1%	5%	1%	3%

Have previous public-private partnerships with Shad Khan and the Jaguars, including the building of practice fields, Daily's Place, and stadium upgrades like the swimming pools and scoreboards, met, exceeded or failed to meet your expectations for economic development and growth in the downtown area?

	Total n=511	Jags Importance				NFL Games (per season)				
		Very n=242	Moderately n=118	Slightly n=62	Not at all n=79	Never n=235	Rarely n=58	One n=67	A few n=88	5+ n=54
Failed to meet your expectations	27%	20%	21%	26%	57%	30%	26%	18%	30%	18%
Met your expectations	41%	55%	38%	31%	14%	31%	48%	43%	56%	60%
Exceeded your expectations	9%	15%	4%	10%	1%	9%	8%	13%	8%	12%
Don't know	21%	10%	35%	30%	27%	28%	18%	25%	7%	6%
Refusal	2%	1%	3%	3%	1%	2%	-	2%	-	4%

Approximately how many NFL games do you attend in person per season? If you are not sure please use your best estimate:

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Never attend	49%	51%	48%	47%	41%	55%	56%	39%	51%	48%	36%	48%	38%	40%	36%	49%	54%	68%
About once in the last two seasons or rarely	10%	10%	10%	11%	12%	8%	7%	15%	11%	8%	10%	9%	12%	9%	9%	10%	16%	6%
About once per season	12%	10%	16%	10%	11%	13%	10%	15%	15%	7%	13%	7%	19%	8%	23%	9%	13%	4%
A few times per season	18%	17%	16%	23%	23%	14%	19%	17%	16%	19%	26%	22%	19%	31%	15%	14%	13%	14%
More than 4 times per season	10%	12%	10%	8%	11%	9%	8%	12%	7%	16%	10%	9%	10%	13%	14%	14%	4%	5%
Don't know	1%	1%	-	2%	1%	1%	-	1%	-	1%	3%	4%	-	-	2%	1%	-	2%
Refusal	1%	1%	1%	1%	1%	<1%	-	1%	<1%	1%	3%	2%	2%	-	1%	3%	-	1%

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

	Total n=511	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=238	Rep n=154	NPA/ Other n=119	M n=247	F n=264	No n=232	Yes n=271	White n=305	AfrAm/ Black n=137	Hisp n=34	Oth n=35	18-24 n=54	25-34 n=80	35-44 n=97	45-54 n=89	55-64 n=89	65+ n=123
Very important	49%	53%	47%	46%	50%	48%	51%	46%	44%	64%	39%	41%	39%	55%	47%	52%	49%	46%
Moderately important	22%	21%	26%	18%	20%	23%	21%	25%	27%	14%	23%	11%	37%	14%	18%	22%	21%	26%
Slightly important	12%	13%	11%	13%	13%	12%	12%	13%	13%	6%	10%	24%	10%	22%	15%	4%	6%	11%
Not at all important	15%	12%	17%	19%	16%	15%	15%	15%	15%	13%	23%	17%	15%	9%	17%	18%	21%	13%
Don't know	1%	1%	-	4%	1%	2%	1%	1%	<1%	2%	3%	4%	-	-	2%	1%	2%	3%
Refusal	<1%	1%	-	1%	1%	<1%	-	1%	-	1%	3%	2%	-	-	1%	3%	-	1%

Nature of the Sample

Registered Voters	n=511
Party Registration	
Democrat	39%
Republican	35%
NPA/Other	26%
Sex	
Male	46%
Female	54%
Education	
No Bachelor's Degree	64%
Bachelor's Degree	36%
Race/Ethnicity	
White	57%
African American/Black	28%
Hispanic/Latino	6%
Other	9%
Age	
18-24	8%
25-34	20%
35-44	18%
45-54	15%
55-64	16%
65+	22%
House District	
12	19%
13	20%
14	17%
15	10%
16	18%
17	16%
Landline/Cell	
Landline	8%
Cell	92%