

New UNF Poll Shows Opposition to City Funding Lot J Development Project

Mayor Curry's Job Approval Down from June

A recent poll of Jacksonville registered voters, conducted by the University of North Florida's Public Opinion Research Lab (PORL), found that a majority oppose the current Lot J development plan. A larger majority opposes the City of Jacksonville funding future stadium upgrades and renovations, and there is even greater opposition to building a brand-new stadium.

The proposed Lot J development plan includes construction of a new entertainment venue, retail, restaurant and office space as well as a luxury hotel, residential buildings and surface parking. When asked whether they support or oppose the City of Jacksonville spending \$233 million to fund the project, 54% of respondents said they strongly or somewhat oppose it, with 43% supporting strongly or somewhat.

When broken down by the respondents' belief in the importance of having an NFL team in the city, 72% of those who think it is very important were supportive of the Lot J proposal. Those who think there is some importance are only 36% supportive, but those who do not think it is important are only 15% supportive. A strong majority of all respondents, 80%, said the question should be put to Jacksonville voters in the form of a referendum.

"A massive project like the Lot J plan is bound to have mixed public support, but 37% of that opposition strongly opposes the proposal as it is," noted Dr. Michael Binder, UNF Public Opinion Research Lab director. Unsurprised about the support for a referendum, Binder stated, "Jacksonville voters would like to have a say in these issues, particularly when it concerns such a large price tag."

Respondents were also asked whether they support or oppose the City of Jacksonville splitting the cost of major improvements to TIAA Bank Field with the Jaguars, costing the city \$250 million. A large majority, 62%, were opposed to this idea, with just 37% supporting the proposal. An even greater majority opposed building a new stadium for \$700 million, at 77%. A mere 21% of respondents supported splitting the costs of a new stadium.

"With the ongoing COVID-19 pandemic, the resulting economic uncertainty and a struggling team, it's not hard to see why voters are hesitant to invest in luxury items like stadium improvements without evidence that there will be a significant return on that investment," said Binder

When asked about the job Lenny Curry is doing as Jacksonville Mayor, 42% said they approve, with 56% saying they disapprove. The Jacksonville City Council garnered higher approval, at 49%, while 47% said they disapprove. Curry's approval is down several points from UNF's June 2020 survey when it was at 45% approval and June 2019 at 46% approval.

Regarding the Jacksonville Jaguars, owner Shad Khan had 40% approval, but just 20% approve of the job Doug Marrone is doing as head coach. Khan and Marrone's approval ratings saw a marked decline since PORL's Jax Speaks Survey in October of 2017, when they were 65% and 58%, respectively.

"City Council having relatively more popularity than the Mayor is somewhat unusual, but recent high-profile issues like the JEA investigation may have gotten people's attention," Binder commented. Regarding the Jaguars, Binder noted "with their performance so far this season, it is no surprise that approval of Marrone has gone down since 2017 when the Jaguars won the division."

Respondents were also asked their opinions about previous city partnerships with Shad Khan, such as the construction of Daily's Place and the addition of new scoreboards and swimming pools to TIAA Bank Field. Almost half, 49%, thought that previous public-private partnerships have failed to live up to their expectations.

Binder pointed out that, "even though the Jaguars have regressed under Khan's leadership, there are only 30 cities in the country that have an NFL team and that does bring national attention."

Finally, when asked about the importance of Jacksonville having an NFL franchise, 33% said it is very important, 48% indicated some level of importance (moderately or slightly), and only 20% said it was not important at all.

<u>Methodology</u>

The Jax Speaks December poll was conducted and sponsored by the Public Opinion Research Lab at the University of North Florida from November 30 through December 2, 2020. The survey was administered via email through Qualtrics, an online survey platform. The sample frame was comprised of 644 registered voters in Duval County, 18 years of age or older. The email addresses used for this survey were sourced from the Florida's Division of Elections October 2020 update and selected through the use of probability sampling among registered voters in the Florida voter file.

The margin of sampling error for this survey is +/- 3.9 percentage points. Data were weighted by partisan registration, age, race, sex, education and city council district. Education weights were created from the Census' 2019 American Community Survey (ACS) estimate for the percent of college-educated individuals in Duval County. Partisan registration, sex, race, geographic and age weights were created from the October update of the Florida voter file to match the registered voters in Duval County.

There were no statistical adjustments made due to design effects. This study had a 2.2% response rate. This survey was directed by Dr. Michael Binder, UNF associate professor of political science.

The 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. The PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative and a member of the Association of Academic Survey Research Organizations (AASRO). 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 at (904) 620-2784.

About University of North Florida

UNF is a nationally ranked university in Jacksonville, Florida, nestled on a beautiful 1,300-acre nature preserve, featuring six colleges of distinction as well as nationally recognized flagship programs, with 60 bachelor degree programs and over 75 areas of concentration. UNF offers a unique student-centered academic experience that is creating the next generation of thinkers, leaders and problem solvers. More information at www.unf.edu.

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Methodology Results Contact

Dr. Michael Binder Public Opinion Research Lab Director (904) 620-2784 ###



JaxSpeaks - December 3, 2020

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		Appro	ximatelyho	w much tim	e per week	do you spe	nd watching	g the Nation	al Football I n=6) on TV durir	ng the seaso	n? If you are	not sure pl	ease use you	ur best estir	mate:					
		1	Ri	ace		Р	arty Affiliati	on		ex	Bachelor	's Degree	1		A	ge			Impor	tance of NFL	in City	
	Total	White	Black	Hispanic	Other	D	R	NPA	М	F	No	Yes	18-24	25-34	35-44	45-54	55-64	65+	Very	Some	Not	
Never watch the NFL	35%	36%	23%	65%	40%	35%	42%	23%	32%	37%	36%	31%	69%	29%	31%	32%	35%	30%	11%	37%	66%	
Watch the NFL	65%	64%	76%	35%	60%	64%	58%	76%	68%	63%	64%	68%	31%	71%	69%	68%	65%	69%	88%	62%	34%	
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1																						
			Not cour	iting this yea	r, approxin	nately how i	many NFL ga	imes do you	attend in p n=6		ason? If you	are not sur	e please use	your best e	stimate: (Re	coded)						
			R	ace		Р	arty Affiliati	on	Sex Bachelor's De			's Degree	ee Age							Importance of NFL in City		
	Total	White	Black	Hispanic	Other	D	R	NPA	M	F	No	Yes	18-24	25-34	35-44	45-54	55-64	65+	Very	Some	Not	
Never Attend	46%	48%	40%	65%	39%	49%	52%	31%	44%	48%	49%	40%	77%	27%	31%	41%	51%	64%	21%	54%	68%	
Attend Games	54%	52%	60%	35%	61%	51%	48%	69%	56%	52%	51%	60%	23%	73%	69%	59%	50%	36%	79%	46%	32%	
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
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	Race Party Affiliati				Sex Bachelor's Degree			Age							Importance of NFL in City							
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Very Important	Total	White	Black	Hispanic	Other	D	R	NPA	М	F	No	Yes	18-24	25-34	35-44	45-54	55-64	65+	Impor Very	some	Not	
Very Important Some Importance	33%	26%	Black 42%	Hispanic 54%	32%	D 32%	R 29%	NPA 39%	M 37%	F 29%	No 32%	Yes 35%	15%	37%	35-44 45%	45-54 26%	35%	30%				
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SomeImportance	33% 48%	26% 47%	Black 42% 47%	Hispanic 54% 35%	32% 58%	D 32% 49%	R 29% 46%	NPA 39% 47%	M 37% 38%	F 29% 56%	No 32% 47%	Yes 35% 49%	15% 53%	37% 47%	35-44 45% 36%	45-54 26% 59%	35% 46%	30% 49%				
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Some Importance Not Important at All	33% 48% 20%	26% 47% 26%	Black 42% 47% 11%	Hispanic 54% 35% 11%	32% 58% 10%	D 32% 49% 19% -	R 29% 46% 24% 1% 10, how mu	NPA 39% 47% 14% -	M 37% 38% 25% 1% of the Jackso n=6	F 29% 56% 15% - nville Jagua	No 32% 47% 21% 1%	Yes 35% 49% 17% - u consider y	15% 53% 28% 5%	37% 47% 17%	35-44 45% 36% 20%	45-54 26% 59% 16%	35% 46%	30% 49%	Very	Some	Not	
Some Importance Not Important at All	33% 48% 20% 1%	26% 47% 26% 1%	Black 42% 47% 11% -	Hispanic 54% 35% 11% -	32% 58% 10% - On a scal	D 32% 49% 19% - e from 1 to	R 29% 46% 24% 1% 10, how mu	NPA 39% 47% 14% 	M 37% 38% 25% 1% of the Jackso n=6 S	F 29% 56% 15% - nville Jagua 444 ex	No 32% 47% 21% 1% mrs would you Bachelor	Yes 35% 49% 17% - u consider y	15% 53% 28% 5% rourself? (Re	37% 47% 17% - coded)	35-44 45% 36% - -	45-54 26% 59% 16% -	35% 46% 20%	30% 49% 21%	Very	Some	Not	
Some Importance Not Important at All Don't Know/Refused	33% 48% 20% 1% Total	26% 47% 26% 1% White	Black 42% 47% 11% - - R: Black	Hispanic 54% 35% 11% -	32% 58% 10% - On a scal	D 32% 49% 19% - e from 1 to P D	R 29% 46% 24% 1% 10, how mu arty Affiliati	NPA 39% 47% 14% - uch of a fan o on NPA	M 37% 38% 25% 1% of the Jackso n=6 S M	F 29% 56% 15% - nville Jagua 44 ex F	No 32% 47% 21% 1% ars would you Bachelor No	Yes 35% 49% 17% - u consider y 's Degree Yes	15% 53% 28% 5% ourself? (Re	37% 47% 17% - coded) 25-34	35-44 45% 36% 20% - - A 35-44	45-54 26% 59% 16% -	35% 46% 20% -	30% 49% 21% -	Very Impor Very	Some tance of NFL Some	in City Not	
Some Importance Not Important at All Don't Know/Relused 1 - Not a fan	33% 48% 20% 1% Total 50%	26% 47% 26% 1% White	Black 42% 47% 11% - - R: Black 49%	Hispanic 54% 35% 11% - ace Hispanic 32%	32% 58% 10% - On a scal Other 78%	D 32% 49% 19% - e from 1 to D 46%	R 29% 46% 24% 1% 10, how mu arty Affiliati R 53%	NPA 39% 47% 14% - uch of a fan o on NPA 52%	M 37% 38% 25% 1% of the Jackso n=6 S M 45%	F 29% 56% 15% - nville Jagua 44 ex F 54%	No 32% 47% 21% 1% ms would you Bachelon No 54%	Yes 35% 49% 17% - u consider y 's Degree Yes 42%	15% 53% 28% 5% rourself? (Re 18-24 59%	37% 47% 17% - coded) 25-34 44%	35-44 45% 36% 20% - - A 35-44 56%	45-54 26% 59% 16% -	35% 46% 20% - 55-64 51%	30% 49% 21% -	Very Impor Very 18%	Some	in City Not Not 83%	

Sample Characteristics	
Total Sample	N=644
Party Registration	
Democrat	41%
Republican	35%
No Party Affiliation	23%
Age	
18-24	10%
25-34	20%
35-44	17%
45-54	16%
55-64	17%
65+	20%
Race	
White	57%
Black	28%
Hispanic	6%
Other	9%
Sex	
Male	46%
Female	54%
Education (Bachelor's Degree)	
No College	70%
College Graduate	30%
City Council District	
1	7%
2	8%
3	8%
4	7%
5	6%
6	8%
7	7%
8	7%
9	6%
10	7%
11	9%
12	7%
13	8%
14	7%
	1