



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.

Methodology

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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JaxSpeaks - December 3, 2020

Below is a list of people, please select whether you approve or disapprove of the job each are doing.

Mayor Lenny Curry
n=644

	Race					Party Affiliation			Sex		Bachelor's Degree		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
Strongly Approve	12%	12%	4%	30%	18%	<1%	22%	16%	13%	10%	12%	10%	15%	2%	19%	12%	17%	9%	20%	8%	9%
Somewhat Approve	30%	29%	29%	11%	49%	25%	36%	30%	21%	38%	29%	33%	28%	31%	20%	36%	30%	34%	34%	27%	30%
Somewhat Disapprove	25%	30%	28%	8%	3%	24%	24%	28%	28%	23%	26%	23%	13%	18%	31%	28%	24%	31%	22%	28%	25%
Strongly Disapprove	31%	27%	37%	49%	28%	50%	15%	23%	36%	27%	32%	30%	38%	47%	29%	23%	28%	23%	22%	37%	34%
Don't Know/Refused	2%	3%	2%	3%	2%	<1%	4%	3%	2%	2%	1%	4%	7%	2%	2%	1%	1%	2%	2%	1%	2%

Below is a list of people, please select whether you approve or disapprove of the job each are doing.

Jacksonville City Council
n=644

	Race					Party Affiliation			Sex		Bachelor's Degree		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
Strongly Approve	5%	5%	4%	11%	2%	3%	7%	5%	4%	6%	5%	3%	7%	1%	1%	6%	8%	7%	5%	4%	5%
Somewhat Approve	44%	43%	41%	37%	63%	42%	49%	42%	36%	51%	42%	50%	37%	29%	49%	48%	46%	55%	57%	43%	27%
Somewhat Disapprove	33%	35%	30%	37%	30%	38%	27%	34%	41%	27%	34%	31%	31%	42%	32%	30%	32%	30%	27%	37%	36%
Strongly Disapprove	14%	12%	21%	11%	3%	14%	12%	15%	16%	12%	16%	9%	13%	25%	15%	10%	14%	5%	6%	13%	28%
Don't Know/Refused	5%	5%	4%	5%	2%	3%	6%	3%	4%	5%	3%	7%	13%	3%	4%	6%	1%	3%	5%	3%	5%

Below is a list of people, please select whether you approve or disapprove of the job each are doing.

Owner of the Jacksonville Jaguars Shad Khan
n=644

	Race					Party Affiliation			Sex		Bachelor's Degree		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
Strongly Approve	12%	8%	13%	19%	25%	9%	12%	17%	12%	11%	12%	12%	13%	8%	19%	10%	7%	13%	27%	6%	1%
Somewhat Approve	28%	30%	28%	14%	30%	27%	26%	35%	24%	32%	28%	29%	10%	25%	36%	42%	34%	19%	42%	26%	17%
Somewhat Disapprove	25%	29%	27%	11%	5%	30%	24%	19%	27%	24%	23%	30%	16%	28%	21%	23%	26%	32%	18%	32%	21%
Strongly Disapprove	30%	29%	30%	44%	27%	33%	28%	27%	35%	26%	32%	25%	44%	37%	23%	18%	29%	33%	11%	31%	62%
Don't Know/Refused	5%	4%	2%	11%	13%	2%	11%	2%	3%	7%	5%	4%	18%	2%	1%	8%	4%	4%	2%	6%	4%

Below is a list of people, please select whether you approve or disapprove of the job each are doing.

Head Coach of the Jaguars Doug Marrone
n=644

	Race					Party Affiliation			Sex		Bachelor's Degree		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
Strongly Approve	4%	4%	-	-	19%	<1%	2%	13%	2%	6%	4%	3%	-	9%	7%	1%	3%	2%	8%	3%	-
Somewhat Approve	16%	17%	13%	8%	27%	14%	15%	21%	16%	16%	15%	18%	8%	9%	21%	23%	19%	13%	13%	20%	11%
Somewhat Disapprove	29%	31%	28%	41%	7%	43%	25%	9%	27%	30%	28%	29%	24%	36%	17%	29%	36%	27%	32%	29%	23%
Strongly Disapprove	41%	38%	54%	32%	24%	36%	41%	50%	48%	35%	42%	38%	42%	41%	40%	41%	33%	49%	41%	36%	54%
Don't Know/Refused	10%	10%	5%	19%	24%	7%	17%	6%	7%	13%	10%	11%	26%	5%	14%	7%	9%	9%	6%	12%	12%

Do you support or oppose of the City of Jacksonville using \$233 million of investments and incentives to help fund the Lot J Development Project? The project consists of a Live! entertainment district. The district will consist of an entertainment venue with 75,000 square feet of restaurants and retail and 40,000 square feet of Class A office space; Two luxury mid-rise residential buildings (400 units); boutique luxury hotel (150-250 rooms) and surface parking lot (700 spaces) above the storm water retention pond to the west of Lot J.

n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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
Strongly Support	20%	12%	29%	46%	27%	14%	21%	32%	23%	18%	19%	23%	25%	21%	31%	16%	19%	13%	47%	9%	5%
Somewhat Support	23%	22%	29%	5%	23%	22%	24%	24%	19%	27%	23%	24%	30%	21%	23%	30%	18%	19%	25%	27%	10%
Somewhat Oppose	17%	18%	16%	19%	13%	27%	12%	8%	17%	18%	16%	20%	10%	13%	12%	23%	23%	22%	18%	16%	20%
Strongly Oppose	37%	44%	26%	30%	35%	38%	39%	33%	39%	36%	40%	32%	30%	44%	31%	28%	41%	44%	10%	46%	62%
Don't Know/Refused	2%	3%	1%	-	2%	-	4%	3%	2%	2%	2%	5%	-	4%	4%	-	2%	-	2%	3%	-

Do you support or oppose the City of Jacksonville putting the Lot J development plan before the voters in the form of a referendum?

n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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
Strongly Support	56%	57%	52%	50%	68%	57%	57%	53%	55%	56%	57%	54%	59%	42%	57%	54%	63%	63%	48%	59%	64%
Somewhat Support	24%	24%	25%	31%	14%	23%	21%	29%	19%	28%	24%	23%	30%	36%	21%	27%	16%	15%	26%	25%	16%
Somewhat Oppose	7%	7%	8%	3%	5%	8%	7%	4%	8%	6%	4%	12%	6%	10%	5%	7%	8%	5%	11%	7%	2%
Strongly Oppose	13%	12%	15%	17%	14%	11%	16%	13%	18%	10%	15%	9%	3%	12%	17%	11%	13%	17%	15%	10%	19%
Don't Know/Refused	1%	1%	1%	-	-	<1%	<1%	1%	<1%	1%	-	2%	2%	-	1%	1%	-	1%	1%	1%	-

The lease for the Jacksonville Jaguars' stadium, TIAA Bank Field, expires in 2030. Recently, the Jaguars president Mark Lamping has suggested that in order to extend the lease, the stadium would require significant upgrades. Would you support or oppose the city splitting the costs with the Jaguars and spending up to \$250 million on stadium improvements?

n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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
Strongly Support	15%	13%	18%	22%	5%	12%	16%	18%	17%	12%	14%	15%	5%	22%	22%	12%	12%	9%	40%	3%	-
Somewhat Support	22%	23%	20%	14%	34%	23%	24%	21%	21%	24%	21%	26%	33%	15%	22%	17%	26%	29%	29%	28%	1%
Somewhat Oppose	21%	23%	18%	20%	20%	23%	18%	23%	22%	21%	20%	23%	12%	16%	24%	28%	27%	19%	17%	26%	17%
Strongly Oppose	41%	40%	41%	44%	41%	41%	39%	39%	42%	42%	36%	46%	47%	32%	39%	36%	44%	13%	43%	82%	
Don't Know/Refused	1%	1%	3%	-	-	2%	1%	-	1%	1%	2%	-	5%	-	-	-	-	2%	-	-	-

Would you support or oppose the city splitting the costs with the Jaguars and spending up to \$700 million on a brand-new stadium?

n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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
Strongly Support	10%	10%	16%	3%	-	8%	13%	11%	14%	8%	12%	7%	11%	18%	13%	5%	9%	6%	26%	2%	5%
Somewhat Support	11%	10%	9%	11%	20%	11%	12%	11%	13%	10%	10%	14%	8%	5%	17%	12%	12%	12%	20%	10%	1%
Somewhat Oppose	13%	11%	12%	19%	24%	9%	15%	17%	10%	15%	11%	17%	16%	10%	11%	14%	13%	16%	14%	17%	2%
Strongly Oppose	64%	67%	60%	67%	56%	70%	59%	61%	62%	66%	65%	63%	60%	66%	60%	64%	66%	66%	38%	72%	92%
Don't Know/Refused	1%	1%	3%	-	-	2%	1%	-	1%	1%	2%	-	5%	-	-	5%	-	-	2%	-	-

Have previous public-private partnerships with Shad Khan, including the building of 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?

n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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
Failed to meet your expectations	49%	48%	53%	51%	41%	55%	44%	44%	54%	44%	50%	47%	52%	56%	40%	38%	51%	54%	24%	51%	87%
Met your expectations	39%	41%	35%	27%	44%	36%	40%	43%	36%	42%	38%	41%	19%	37%	47%	42%	43%	37%	58%	40%	7%
Exceeded your expectations	6%	4%	8%	16%	3%	4%	6%	13%	7%	6%	6%	6%	7%	6%	12%	5%	4%	5%	14%	3%	2%
Don't Know/Refused	6%	6%	4%	5%	12%	5%	10%	3%	3%	9%	6%	6%	23%	1%	1%	15%	3%	5%	4%	3%	4%

Approximately how much time per week do you spend watching the National Football League (NFL) on TV during the season? If you are not sure please use your best estimate:																					
n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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 watch the NFL	35%	36%	23%	65%	40%	35%	42%	22%	32%	37%	36%	31%	69%	29%	31%	32%	30%	30%	11%	37%	66%
Watch the NFL	65%	64%	76%	35%	60%	64%	58%	76%	68%	63%	64%	68%	31%	71%	69%	68%	69%	69%	88%	62%	34%
Don't Know/Refused	<1%	0%	1%	-	-	1%	-	1%	-	1%	<1%	1%	-	-	-	-	2%	1%	1%	-	-

Not counting this year, approximately how many NFL games do you attend in person per season? If you are not sure please use your best estimate: (Recoded)																					
n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How important is it for the City of Jacksonville to have an NFL franchise? (Recoded)																					
n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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
Very important	33%	26%	42%	54%	32%	32%	29%	39%	37%	29%	32%	35%	15%	37%	45%	26%	35%	30%			
Some importance	48%	47%	47%	35%	58%	49%	46%	47%	38%	56%	47%	49%	53%	47%	36%	59%	46%	49%			
Not important at all	20%	26%	11%	11%	10%	19%	24%	14%	25%	15%	21%	17%	28%	17%	20%	16%	20%	21%			
Don't Know/Refused	1%	1%	-	-	-	1%	-	1%	-	1%	-	5%	-	-	-	-	-	-			

On a scale from 1 to 10, how much of a fan of the Jacksonville Jaguars would you consider yourself? (Recoded)																					
n=644																					
	Race					Party Affiliation			Sex		Bachelor's Degree		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
1 - Not a fan	50%	48%	49%	32%	78%	46%	53%	52%	45%	54%	54%	42%	59%	44%	56%	51%	51%	45%	18%	58%	83%
2 - Somewhat of a fan	27%	27%	30%	38%	12%	34%	23%	23%	28%	26%	22%	38%	27%	29%	17%	28%	24%	36%	31%	30%	15%
3 - Super fan	23%	25%	22%	30%	10%	21%	24%	24%	26%	20%	24%	20%	14%	28%	26%	21%	26%	19%	51%	13%	1%
Don't Know/Refused	<1%	<1%	-	-	-	-	-	1%	<1%	-	-	1%	-	-	1%	-	-	-	-	-	1%

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%