

Jacksonville Jazz Festival Economic Impact Report 2018



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METHODOLOGY

Total Number of Completed Surveys: 717

Margin of error for the entire sample: +/- 3.6

Population: **Adult Attendees of the Jacksonville Jazz Festival**

Surveys Conducted: **May 25th, 2018 through May 27th, 2018**

The Public Opinion Research Laboratory (PORL) at the University of North Florida (UNF) conducted an economic impact survey at the Jacksonville Jazz Festival in downtown Jacksonville between May 25th and May 27th, 2018. A total of 14 interviewers and 4 supervisors were used to conduct the intercept surveys. Each surveyor approached every other attendee, and refusals were tallied to calculate a completion percentage of 66 percent. To ensure a representative sample, the surveying was conducted from 3:30 p.m. to 10:00 p.m. on Friday, 1:00 p.m. to 9:45 p.m. on Saturday, and from 3:30 p.m. to 9:00 p.m. on Sunday.

Due to the open nature of the event (lack of tickets and entrance gates), PORL estimated the total number of attendees for Friday, Saturday, and Sunday by counting individuals entering the event from the 20 various entry points to the Jacksonville Jazz Festival area shown in the figure below (numbers highlighted in black and red). Individuals traveling in the opposite direction of the event area were not counted. In order to get an accurate count, PORL interviewers used hand-held tally counter to count the number of individuals entering into the event area for 15 minutes at a given intersection every hour on the bottom of the hour during the surveying period. All possible entrance points were counted at least once a day during the “all-count”, and 4 entrance points (numbers highlighted red in the figure below) were counted hourly for 15-minute periods throughout the duration of the event. Assuming that the rate of flow for the 4 entrance points was consistent between the hourly 15 minute counting period and the rest of the hour, and that the rate of flow for the “all count” entrance points was consistent between the one 15 minute counting period and the remainder of the day, PORL estimates that the total attendance was approximately 61,000 total attendees across Friday, Saturday, and Sunday. In order to determine unique festival attendees, PORL multiplied total attendance by the number of days individuals reported having attended the festival, thereby estimating a total of approximately 31,500 unique festival attendees for the entirety of the event.





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There are several methodological limitations to note for this research. Interviewing did not take place on Thursday evening during the piano competition at the Florida Theatre. Nor did surveying occur during late night hours of “JazzFest After Dark” on Friday and Saturday nights. It is unlikely that many (if any) out of town visitors attended only the piano competition or only the “JazzFest After Dark” activities; however, if visitors did, that would lead to an underestimation of the economic impact.

Additionally, weather varied dramatically during the three-day event. Friday was mostly sunny with event temperatures ranging from 86 degrees Fahrenheit to 79 degrees, wind speeds varied from 10 to 15 mph. Saturday was mostly sunny, with a high of 87 degrees and a low of 79 degrees with winds again ranging from 10 to 15 mph. On Sunday the outer bands of Tropical Storm Alberto reached Jacksonville and the governor declared a state of emergency for the entirety of Florida. While the weather never became dangerous or threatening, it differed from the “pleasant” festival weather only days prior. The high temperature was 78 degrees and the low was 76 degrees with winds from 10 to 20 mph. Light to moderate rain plagued the event until 6:00 p.m., with a period of heavy downpours from 2:00 p.m. to 3:00 p.m. While warm, “pleasant” weather likely increased attendance on Friday and Saturday, the rain on Sunday afternoon dramatically decreased attendance. As such, even though performances began at 2:00 p.m., interviewing did not begin until after the 3:30 p.m. count due to the lack of attendees at the event. When the rain ended after 6:00 p.m., attendance did increase. However, the overall number of interviews declined dramatically on Sunday compared to Friday and Saturday.

Another potential impact from the weather was the survey measures for the estimated days of attendance from event goers. Event attendees were asked what days they had attended or planned to attend the event. An attendee on Friday may well have planned to attend all three days, however, Sunday’s weather could have discouraged them from attending. This would lead to an overestimation of average days attending at the event, thereby artificially reducing the number of unique attendees. Conversely, the weather forecast for Saturday was not very good, as rain was expected, but it never came. Visitors on Friday could have changed their mind and come to the event on Saturday when they had not planned to prior. Additionally, as the weather cleared Sunday evening, people could have changed their mind about not attending on Sunday and showed up for the main acts later in the evening. Both of these scenarios would lead to an underestimation of days attended at the event, thereby artificially increasing the unique attendee count.

The economic impact from festivals and events only relates to new money introduced into the local economy by visitors from outside the community. Additionally, only visitors that are motivated to come to the community because of the event can have their economic contributions credited toward the event. Residents who spend money at local events may produce a short-term surge in the economy, but in actuality, this circulation of revenue is internal and would likely have been spent in the community eventually – even if it were spent in a different manner. Below we provide our estimations for direct expenditures from event visitors and the overall impact that was based on a regional festival event economic impact multiplier. In a manner similar to ripples in a pond, money that is injected into a local economy creates an initial splash that then spreads out across the city and provides benefit even to those who are not explicitly involved in the event.

For additional information on methodology, Dr. Michael Binder can be reached at (904) 620-2784 or by emailing porl@unf.edu.

Economic Impact

Unique Number of Attendees	31,500
Estimated Event Related Commercial Room Nights in Jacksonville	8,120
Average Length of Stay in Commercial Room (Days)	3.12
Average Visitor Party Size per Room	2.12
Estimated Number of Visitors Staying in Commercial Lodgings	5,505
Estimated Direct Expenditure ¹	\$6,178,000
Festival Event Multiplier	1.6
Estimated Total Economic Impact ²	\$9,884,800
Average Event Related ADR	\$153

¹ The direct expenditure was estimated by calculating the total amount of event influenced out-of-town visitors multiplied by the number of days spent in Jacksonville times the average spending per day per visitor.

² The total economic impact was calculated using a regional festival event multiplier (1.6).

To further put this economic impact estimation into perspective, these event goers averaged spending two and half days in Jacksonville, with 46 percent of all visitors spending at least one night in a hotel/motel/AirBnB. Of the visitors that stayed overnight in Jacksonville, 60 percent stayed in a hotel/motel/AirBnB. By averaging the amount of money spent by these visitors in at the Jacksonville Jazz Festival, restaurants, bars, clubs, on groceries, shopping, amusement and attractions, transportation and hotel costs per day, these visitors spent \$208 per person per day during their stay.

SUMMARY OF FINDINGS

- Of all visitors to the Jacksonville area, 87% were at least somewhat influenced by Jacksonville Jazz Festival.
- The average spending of visitors per day at the Jacksonville Jazz Festival was \$72.
- Jacksonville Jazz Festival influenced visitors reported spending an average of 2.36 nights in Jacksonville on their trip.
- Of influenced visitors staying in a hotel/motel room or an Airbnb, 70% report staying in the downtown area.
- Most influenced visitors (81%) reported traveling to Jacksonville in a personal car, and 73% reported using a personal car to get around Jacksonville during their stay.
- Influenced visitors staying in a hotel/motel room or Airbnb reported an average cost per night of \$153.
- When asked how they heard about the Jacksonville Jazz Festival, 38% of all individuals surveyed heard about it from friends/family, followed by 27% who reported hearing about it online or through social media.
- Of those who heard about the Jacksonville Jazz Festival online or through social media, 61% reported hearing through Facebook and Instagram.
- Of all visitors surveyed, 93% reported feeling somewhat or very likely to visit the Jacksonville area again because of their experience at the Jacksonville Jazz Festival.



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SURVEY RESULTS

Are you a resident of Duval County?

	n=717
Duval County Resident*	70%
Visitor	30%

*includes Jacksonville, Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin

**How many nights in total do you plan to spend in Jacksonville/Duval County on this trip?
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)**

	n=185
Mean	2.36
Median	2.00

What are your overnight accommodations?

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=141
Hotel/Motel	60%
Private Home	28%
RV/Camping	4%
Renting Apartment/Condo	1%
AirBnB	2%
Other	4%

Including yourself, how many adults are staying in your hotel room/AirBnB?

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=85
Mean	2.12
Median	2.00

How much are your accommodations per night?

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=78
Mean	\$153
Median	\$145



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Where are you staying? (Hotel/AirBnB only)

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=87
Downtown	70%
Beaches	6%
Somewhere Else	24%

How many adults came with you to Jacksonville and are not attending the Jacksonville Jazz Festival?

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=77
Mean	0.43
Median	0.00

What type of transportation did you use to travel to the Jacksonville area?

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=184
Personal Car	81%
Rental Car	5%
Airplane	10%
Train	0%
Public Transportation	1%
Recreational Vehicle	3%
Other	0%

What is the primary mode of transportation you are using to get around the Jacksonville area during your stay?

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=184
Personal Car	73%
Rental Car	9%
Taxi/Uber	4%
Recreational Vehicle	1%
Public Transportation	5%
Other	8%

How much do you estimate that you will spend (for yourself alone) per day at Jacksonville's Jazz Fest?

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=185
Mean	\$72
Median	\$50



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How much do you estimate that you will spend (for yourself alone) per day in Jacksonville on restaurants, bars, clubs, etc.?
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=185
Mean	\$60
Median	\$50

How much do you estimate that you will spend (for yourself alone) per day in Jacksonville on groceries?
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=185
Mean	\$15
Median	\$0

How much do you estimate that you will spend (for yourself alone) per day in Jacksonville on shopping?
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=185
Mean	\$33
Median	\$0

How much do you estimate that you will spend (for yourself alone) per day in Jacksonville on amusements and attractions?
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=185
Mean	\$9
Median	\$0

Would you say that the Jacksonville Jazz Festival event:

	n=213
Was the main reason for your visit to Jacksonville	79%
Influenced your visit, but was not the main reason for your visit to Jacksonville	8%
Did not influence your decision to visit Jacksonville	13%



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How did you hear about the Jacksonville Jazz Festival?*

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=717
Print Publications	7%
Online/Social Media	27%
Friends/Family	38%
Attended Previously	19%
TV/Radio	7%
Stumbled Upon	2%
Other	8%

*** Percentages may not total to 100% for select all questions**

Where did you see the advertisement in print publication?*

(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=52
Smooth Jazz	4%
Jazz Times	2%
Downbeat Magazine	0%
Jazziz	6%
Southwest Magazine	2%
Savannah Music Festival	0%
Folio Weekly	31%
Entertaining U	4%
Arbus Magazine	4%
Jacksonville Business Journal	2%
Florida Times Union	19%
Other	21%

*** Percentages may not total to 100% for select all questions**



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Where did you see the advertisement online or on social media?*
(Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)

	n=190
Downbeat.com	1%
JazzTimes.com	5%
SouthwestMagazine.com	0%
Garden & Gun Digital Magazine	0%
Jazziz	2%
Jacksonville Business Journal	4%
(904) Happy Hour	4%
Outdoor Billboards	3%
Facebook/Instagram	61%
Twitter	2%
Google	6%
Other	18%

* Percentages may not total to 100% for select all questions

Did you purchase a VIP Package?*

	n=717
No	92%
Experience Jazz VIP Package (3-day)	5%
Friday Discover Jazz VIP Package (1-day)	1%
Saturday Discover Jazz VIP Package (1-day)	1%
Sunday Discover Jazz VIP Package (1-day)	1%

* Percentages may not total to 100% for select all questions

What days “have you” or do you “plan to” attend Jazz Fest?*

	Visitors n=213	Duval Residents n=504	Total Sample n=717
Friday	56%	54%	54%
Saturday	85%	84%	85%
Sunday	60%	52%	54%

* Percentages may not total to 100% for select all questions



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Because of your experience at Jazz Fest, how likely are you to come to the Jacksonville area again?

	Visitors n=211	Duval Residents n=496	Total Sample n=707
Very Likely	75%	89%	85%
Somewhat Likely	18%	7%	10%
Somewhat Unlikely	3%	2%	2%
Very Unlikely	3%	2%	2%

What is your age?

	n=709
18 – 24	10%
25 – 44	30%
45 – 64	49%
65 and above	11%

Which category best describes your household's yearly income?

	n=625
Less than \$25,000	10%
\$25,000 - \$50,000	22%
\$50,000 - \$75,000	26%
\$75,000 - \$100,000	18%
Above \$100,000	24%

Which category best describes the highest level of education that you completed?

	n=703
Less than High School	2%
High School Graduate	10%
Some College	27%
College Graduate	39%
Graduate Degree	22%

Sex of the respondent [Interviewer Identify]

	n=717
Male	50%
Female	50%



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SURVEY INSTRUMENT

S1 Agreed to participate in survey

1. Yes 2. No

1. Are you a resident of Duval County?

[Duval Resident include: Jacksonville, Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin]

1. Duval County resident **[IF RESIDENT SKIP TO Q11]** 2. Visitor

[ONLY ASK VISITORS]

2. How many nights in total do you plan to spend in Jacksonville/Duval County on this trip?

- 0 **[SKIP to Q6]** 1 2 3 4 5 6 7 More _____

3. **[IF STAYING OVERNIGHT]** What are your overnight accommodations?

3a. Hotel/Motel 3b. Private Home **[SKIP to Q6]** 3c. RV/Camping **[SKIP to Q4b]**

3d. Renting Apartment/Condo **[SKIP to Q4b]** 3e. Air BnB 3f. Other _____ **[SKIP to Q4b]**

[IF STAYING in a hotel/motel/Airbnb]

4a. Including yourself how many adults are staying in your hotel room/Airbnb ? _____

4b. How much are your accommodations **per night**? _____

5. Where are you staying? **[Hotel/AirBnB only]**

1. Downtown 2. Beaches 3. Somewhere else

6. How many adults came with you to Jacksonville and are not attending the Jazz Festival? _____

7. What type of transportation did you use to **travel to** the Jacksonville area?

1. Personal Car 2. Rental Car 3. Airplane 4. Train 5. Public Transportation 6. Recreational Vehicle

7. Other _

8. What is the primary mode of transportation you are using to **get around** the Jacksonville area during your stay?

1. Personal Car 2. Rental Car 3. Taxi/Uber 4. Recreational Vehicle 5. Public Transportation 6. Other

9. How much do you estimate that you will spend **(for yourself alone) per day** in Jacksonville/Duval County:

9a. Specifically at the festival per day _____ 9b. Restaurants, Bars, Clubs, etc. per day _____

9c. Groceries per day _____ 9d. Shopping per day _____ 9e. Amusements and Attractions per day _____

10. Would you say that the Jacksonville Jazz Festival:

1. Was the main reason for your visit to Jacksonville

2. Influenced your visit, but was not the main reason for your visit to Jacksonville area

3. Did not influence your decision to visit Jacksonville

[ASK EVERYBODY THE REST OF THE QUESTIONS]

11. How did you hear about the Jacksonville Jazz Festival

1. Print Publications 2. Online/Social Media 3. Friends/Family 4. Other [SELECT ALL]



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- 11a. **[IF Q11 = 1]** Where did you see the advertisement in the print publication? [SELECT ALL]
1. Smooth Jazz 2. Jazz Times 3. Downbeat Magazine 4. Jazziz 5. Southwest Magazine 6. Savannah Music Festival 7. Folio Weekly 8. Entertaining U 9. Arbus Magazine 10. Jacksonville Business Journal 11. Other
- 11b. **[IF Q11 = 2]** Where did you see the advertisement online? [SELECT ALL]
1. Downbeat.com 2. JazzTimes.com 3. Southwest Magazine.com 4. Garden & Gun Digital Magazine 5. Jazziz 6. Jacksonville Business Journal 7. (904) Happy Hour 8. Outdoor Billboards 9. Facebook 10. Twitter 11. Other
12. Did you purchase a VIP Package?[IF YES, ASK Which one] [SELECT ALL]
1. No 2. Experience Jazz VIP Package (3-day package) 3. Friday Discover Jazz VIP Package (one day package)
4. Saturday Discover Jazz VIP Package (one day package) 5. Sunday Discover Jazz VIP Package (one day package)
13. What days “have you” or do you “plan to” attend Jazz Fest? [SELECT ALL]
a. Friday 2. Saturday 3. Sunday
14. Because of your experience at Jazz Fest, how likely are you to come to the Jacksonville area again?
1. Very Likely 2. Somewhat Likely 3. Somewhat Unlikely 4. Very Unlikely
15. What is your age?
1. 18 – 24 2. 25 – 44 3. 45 – 64 4. 65 and over
16. Which category best describes your household’s yearly income?
1. Less than \$25,000 2. \$25,000 - \$50,000 3. \$50,000 - \$75,000 4. \$75,000 - \$100,000 5. Above \$100,000
17. Which category best describes the highest level of education that you completed?
1. Less than High School 2. High School Graduate 3. Some college 4. College graduate 5. Graduate Degree
18. What is your zip code? _____
If respondent is not from the USA, please write in Country
19. **[DO NOT READ QUESTION - Identify by yourself]**
Sex of the respondent
1. Male 2. Female

Interviewer ID: _____



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APPENDIX I: Zip Codes

Zip Code	Frequency	Percentage
02458	1	0.14
02740	1	0.14
07107	1	0.14
07305	1	0.14
16506	1	0.14
17111	1	0.14
19082	1	0.14
20105	1	0.14
20175	1	0.14
21207	1	0.14
22066	1	0.14
23112	1	0.14
23185	1	0.14
23464	1	0.14
23805	1	0.14
25882	1	0.14
27265	1	0.14
27607	1	0.14
28027	1	0.14
28164	1	0.14
28214	1	0.14
28215	1	0.14
28227	1	0.14
28269	1	0.14
28348	2	0.29
29169	1	0.14
29306	1	0.14
29414	1	0.14
29485	1	0.14
29650	1	0.14
29680	1	0.14
29687	1	0.14

29909	1	0.14
29926	1	0.14
30039	1	0.14
30047	1	0.14
30088	1	0.14
30126	1	0.14
30213	1	0.14
30224	1	0.14
30301	1	0.14
30315	1	0.14
30318	1	0.14
30344	1	0.14
30815	1	0.14
30907	1	0.14
31047	2	0.29
31093	1	0.14
31206	1	0.14
31313	1	0.14
31407	1	0.14
31419	1	0.14
31520	1	0.14
31525	1	0.14
31537	1	0.14
31548	2	0.29
31558	1	0.14
31602	2	0.29
31620	1	0.14
31639	1	0.14
31721	1	0.14
32003	3	0.43
32011	1	0.14
32043	2	0.29
32050	1	0.14



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32053	1	0.14
32065	6	0.86
32068	4	0.57
32073	8	1.14
32080	1	0.14
32081	2	0.29
32082	4	0.57
32084	3	0.43
32086	1	0.14
32091	1	0.14
32092	6	0.86
32095	1	0.14
32097	1	0.14
32119	1	0.14
32129	1	0.14
32135	1	0.14
32137	6	0.86
32146	1	0.14
32164	1	0.14
32174	1	0.14
32176	1	0.14
32177	1	0.14
32200	2	0.29
32201	1	0.14
32202	25	3.57
32203	1	0.14
32204	7	1
32205	23	3.28
32206	33	4.71
32207	31	4.42
32208	20	2.85
32209	14	2

32210	29	4.14
32211	18	2.57
32212	1	0.14
32216	20	2.85
32217	8	1.14
32218	32	4.56
32219	6	0.86
32220	3	0.43
32221	10	1.43
32222	7	1
32223	9	1.28
32224	12	1.71
32225	27	3.85
32226	5	0.71
32233	4	0.57
32234	1	0.14
32236	1	0.14
32240	1	0.14
32244	25	3.57
32245	1	0.14
32246	17	2.43
32250	14	2
32254	8	1.14
32256	21	3
32257	15	2.14
32258	12	1.71
32259	12	1.71
32266	5	0.71
32277	17	2.43
32296	1	0.14
32304	1	0.14
32308	1	0.14



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32317	1	0.14
32503	1	0.14
32579	1	0.14
32609	2	0.29
32611	1	0.14
32641	1	0.14
32712	1	0.14
32724	1	0.14
32771	1	0.14
32773	1	0.14
32804	1	0.14
32817	1	0.14
32824	1	0.14
32825	1	0.14
32962	1	0.14
33066	1	0.14
33209	1	0.14
33408	1	0.14
33458	1	0.14
33463	1	0.14
33578	2	0.29
33603	1	0.14
33607	1	0.14
33611	2	0.29
33614	1	0.14
33617	1	0.14
33618	1	0.14
33710	1	0.14
33883	1	0.14
33905	1	0.14
33919	1	0.14
33928	2	0.29
33990	1	0.14
34104	1	0.14
34470	1	0.14
34481	1	0.14

34695	1	0.14
34698	2	0.29
34711	1	0.14
34758	1	0.14
34761	2	0.29
34787	1	0.14
34953	1	0.14
34987	2	0.29
34994	1	0.14
35216	1	0.14
36005	1	0.14
37062	1	0.14
43062	1	0.14
43623	1	0.14
45406	1	0.14
47401	1	0.14
48239	1	0.14
48327	1	0.14
54130	1	0.14
54505	1	0.14
54874	1	0.14
60643	1	0.14
64110	1	0.14
67207	1	0.14
77006	1	0.14
78251	1	0.14
78266	1	0.14
79413	1	0.14
88002	1	0.14
93202	1	0.14
94583	1	0.14
95110	1	0.14