



UNF Public Opinion Research Laboratory

Tourism Awareness & Satisfaction of Arts and Culture Survey City of Jacksonville

Estimated Cost Proposal July 25, 2018

Project Goal:

Recent Longwood and Destination MAP studies have reported that tourists surveyed rated our arts, culture and history attractions and museums below average. The goal of the survey project is to ascertain whether such ratings are due to a lack of awareness of the available arts, culture and history attractions and museums, due to the experience of tourists who actually visit the existing arts, culture and history attractions and museums; a combination of those factors, or others; or whether the initial study data is inaccurate. The Tourist Development Council is seeking these answers in order to inform future funding allocations to lift the visitor experience and response with respect to this tourism sector.

Deliverables: Overview

This study's goal will be to focus on tourist awareness and satisfaction with the arts, culture and history museums and experiences available to tourists in Duval County. This project, conducted by the Public Opinion Research Lab (PORL) at the University of North Florida (UNF) will survey visitors, who are from outside the county, at different hotels and attractions in the area. The survey will be aimed at better understanding visitors and what their awareness, satisfaction and other needs are with respect to the arts, culture and history sector to create an exceptional visitor experience in Duval County. With surveys being conducted every quarter, UNF will be able to provide a better representation of visitors in each season, encompassing more than an estimated 1,000 visitor surveys. Surveys will begin within 45 days of the date of execution of the contract so that the final work product can be presented on or before July 15, 2019. Interim informal updates will be provided if any clear trends are identified during the collection of data.

The outstanding reputation of UNF bolsters our objective research techniques and our emphasis to follow the methodological standards of the American Association of Public Opinion Research. Consequently, the information collected from this survey will attempt to accurately represent the visitor population in Duval County; this will provide the sponsor with a reliable guide for formulating organizational decisions.

Inputs will be collected from in-person surveys conducted by PORL interviewers at designated hotels and attractions located throughout Duval County to ascertain awareness and to include exit interviews at MOSH, MOCA, The Cummer Museum, and at least three other arts or history venues such as the Fire Museum, the Cork Arts District, The Karpeles Manuscript Museum, The Merrill Stevens House, The Beaches Historical Society, The Durkeeville Museum to measure satisfaction and seek to identify improvement opportunities. In our efforts to fulfill the deliverables mentioned below, we will interview visitors, quarterly, at least once during the week and once during the weekend each quarter, at each of the locations throughout the year for a total of eight interview periods at each location. To ensure a high rate of completed surveys the PORL will train and monitor our interviewers. Surveys will be conducted through the use of iPads, with our special computer-assisted personal interview (CAPI) software that collects and transforms the data into SPSS or Excel for easy data analysis.



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Deliverables

1. Consultation with the Tourist Development Council on the study design and finalization of the individual survey questions.
2. Coordination and planning with the Tourist Development Council/Visit Jacksonville about which hotels, attractions and museums that will comply and allow UNF employees to survey at their location.
3. Formatting and programming the questionnaire into our computer assisted-personal interview (CAPI) software (a software package that allows us to maintain quality data collection by automatic data tabulation).
4. Overseeing the implementation of the project, including hiring and training of interviewers, as well as scheduling and management of interviewers to ensure a high completion rate.
5. Periodic updates on the progress of the data gathering.
6. Final Report Submission. The report will be provided in electronic format on or before July 15, 2019.
7. The report will include a methodology description, key findings, and graphical interpretations of the data collected.
8. If requested, an in-person presentation of the final report.

Estimated Cost

The Public Opinion Research Laboratory will be responsible for the overall completion of this project. Until final deliverables are approved, all costs listed below are based on certain assumptions that are subject to change. The City of Jacksonville will be consulted on any changes to the cost estimates.

Cost Breakdown #1 – Yearlong Tourism Awareness & Satisfaction Survey

Duval County	Study Days per Quarter	Study Months	Total Estimated Costs
Hotels	4 weekend day 4 week day	Months of surveying will be determined on the dates coordinated with the Hotels, Attractions and Museums	1,000+ Visitor Surveys & Report
Attractions and Museums	4 weekend 4 week day		
Beaches	Dates vary by season		Total including UNF F&A \$30,000



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Faculty Director

Michael Binder, Ph.D. is an Associate Professor in the Department of Political Science and Public Administration at the University of North Florida and a Visiting Scholar at Stanford University's Hoover Institution. He received his Ph.D. from the University of California, San Diego. His research interests include voter decision-making, direct democracy and American politics. His research has been published in *Political Research Quarterly*, *American Review of Politics*, the *California Journal of Public Policy* and the *California Western Law Review*. He was involved in the first ever statewide Deliberative Poll® held in California and has served as the Principal Investigator for projects at the Public Opinion Research Laboratory at the University of North Florida.

Assistant Director

Andrew Hopkins, M.P.A. assistant director of the Public Opinion Research Lab (PORL) at the University of North Florida, oversees operations of each project conducted, including assessing client needs, establishing a sampling plan, developing the survey instrument, as well as the data collection and analysis process. Hopkins previously worked with the Jacksonville Civic Council, and served on the Medical/Life Sciences Task Force.

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