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2022 Economic Impact Report



July 2022



Public Opinion
Research Lab

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Jacksonville Jazz Festival 2022 Economic Impact Report

**Prepared by the Public Opinion Research Lab
at the University of North Florida**

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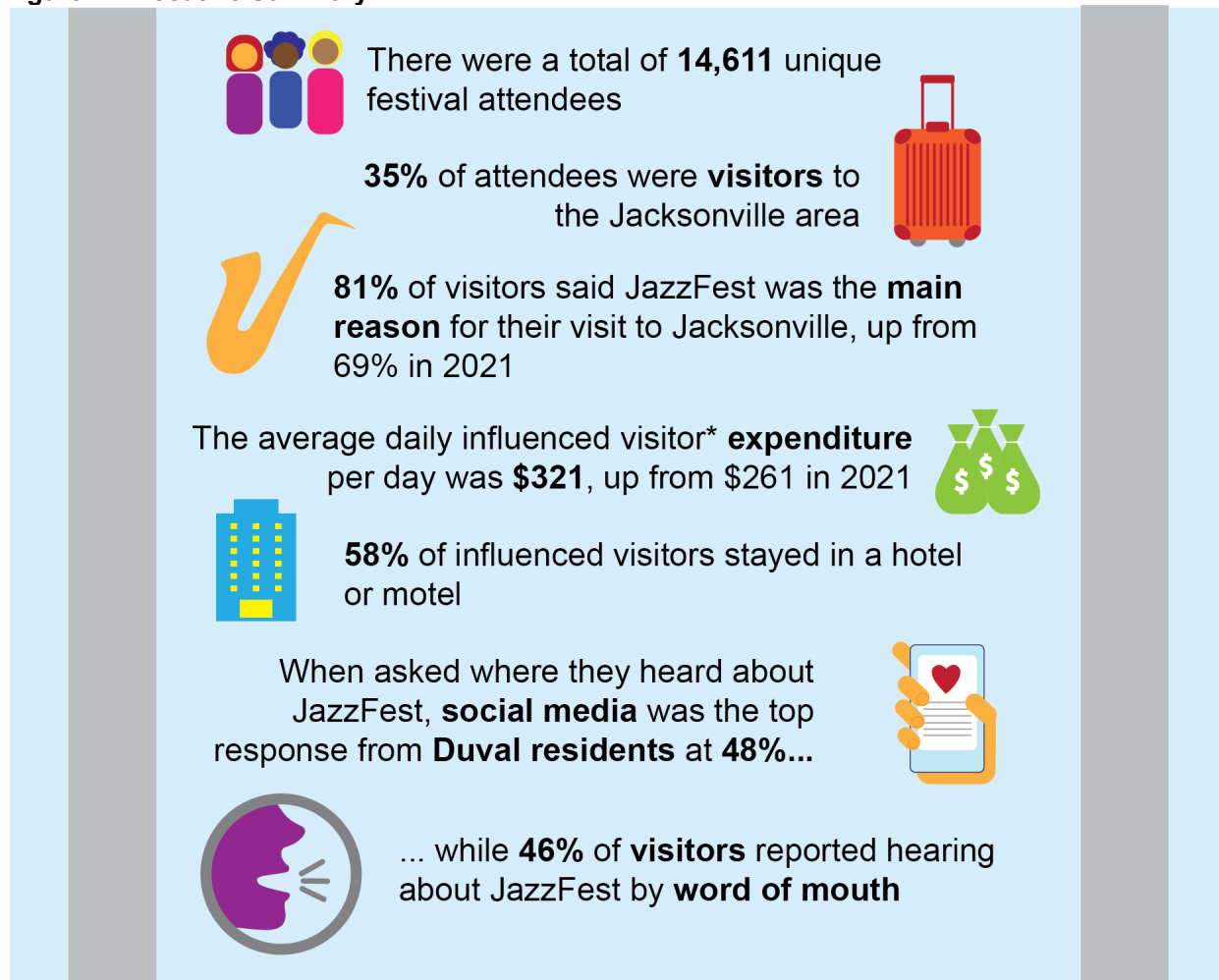
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Introduction

The Jacksonville Jazz Festival is a free, open-air event in downtown Jacksonville, Florida. With a few exceptions, the festival has been held annually since 1980, and is regarded as the largest free jazz festival in the United States. The 2022 JazzFest was held from May 26 through May 29, featuring 25 performers, as well as local merchants, and food and beverage vendors. The 2022 JazzFest was a non-ticketed, gated event, with six specified points of entry throughout the footprint.

The Public Opinion Research Lab (PORL) was first contracted by the City of Jacksonville (COJ) to conduct an economic impact study at the 2014 JazzFest, repeating the study for the 2018, 2019, 2021 and 2022 festivals. The 2020 JazzFest was cancelled due to COVID-19.

Figure 1. Executive Summary



*Visitors are "influenced" if they indicated JazzFest was either the main reason or influenced their visit to Jacksonville.

Methodology

Total number of completed surveys: **712**

Margin of error: **+/- 3.58**

Population: **Adult festival attendees**

Surveys conducted: **May 27-29, 2022**

Study Purpose

PORL was contracted to conduct a study to evaluate the impact of the 2022 JazzFest on Jacksonville's economy. While the event is non-ticketed and general admission is free, there are several ways in which the event brings money into the city, including enhanced VIP and Preferred Seating packages, lodging and transportation for Jacksonville visitors, as well as, local businesses and restaurants both inside and outside the festival grounds. The goal of the study is to determine the dollar amount spent in the city as a direct result of 2022 JazzFest attendance.

Study Design

Intercept Survey

In order to measure economic impact, PORL conducted an in-person survey of festival attendees from Friday, May 27 through Sunday, May 29, 2022. Interviewers administered intercept surveys using the Qualtrics offline survey application via iPad. Six interviewers conducted surveys on each of the three festival days. Data collection was broken into shifts, as outlined in Table 1. Shifts were defined based on the event open and close times, as well as the performance schedules.

More interviewers were scheduled during the second shift of each day for a few reasons. First, PORL estimates that there are proportionally more attendees during the evening hours than the earlier hours due to several factors, including high temperatures, as well as proximity to headliner performance times. Second, the proportion of Jacksonville residents to visitors is also likely different between daytime and evening hours. If, for example, the early shift has more visitors than residents, but the same number of surveys are collected in each shift, there will be a disproportionate number of visitors to residents, impacting our estimates of event-related expenditure. Thus, to get a representative sample of survey respondents, a greater number of surveys should be collected during the evening hours.

Interviewers approached attendees at random, who appeared to be at least 18 years of age or older. Surveys were collected from Duval County residents, as well as visitors to the area. Interviewers collected a total of 712 surveys over all three festival days. The completion rate for this study was 80%.

PORL estimates that VIP and Preferred Seating attendees differ from general attendees in their spending habits, so survey data was weighted to the proportion of VIP/Preferred Seating (provided by COJ) to PORL's estimated general admission attendees.

Table 1. Interviewer Shifts	
Day/Shift	# of Interviewer shifts
Friday, Oct. 1	
4:30-7:30 PM	2
6-10:00 PM	4
Saturday, Oct. 2	
4:30-8:00 PM	2
6-10:00 PM	4
Sunday, Oct. 3	
4:30-8:00 PM	2
6-10:00 PM	4
Festival Total	18

Attendance Count

In addition to collecting surveys, it was also necessary to conduct an accurate count of unique festival attendees to calculate economic impact. To obtain an accurate estimate of total attendance, PORL utilized three different counting methodologies.

The first method used the total counts provided by the Jacksonville Fire and Rescue Division (JFRD). Counts were conducted by JFRD at each of the six entrance gates (denoted in Figure 2) to the festival, measuring the total number of individuals entering and exiting.

Since the event is free and non-ticketed, it was also necessary to correct for attendees exiting and re-entering the festival space to avoid being counted multiple times. To address this, a question was included in the survey that asked how many times the respondent had already, or planned to, exit and re-enter the festival space. The total count of festival attendees was then reduced by the mean number of exits/re-entries for each day.

Figure 2. Festival Map



The second counting method used aerial drone photography to count the number of attendees at the Swingin' stage during the headlining act on each day. Survey respondents were asked whether they planned on staying for the Swingin' Stage headliners each night, and still photos were taken early in each headlining act, when it was reasonable to assume the crowd was at its peak. Photos were taken at the Swingin' Stage (see Figure 2) on Friday, Saturday and Sunday nights.

Drone photos were overlaid with a grid and split into sections, depending on the dispersion of the crowd. Each section was calculated by counting the number of individuals in a single cell and multiplying by the number of cells in the section. The section totals were added together to find the number of people in the crowd, not including VIP or Preferred Seating. The drone photos with defined sections can be found in Appendix C of this report.

The number of people in each crowd was then increased by the proportion of respondents who indicated they would stay for the headliner, to find the total number of attendees each day. The total number of VIP and Preferred Seating tickets (provided by COJ) was then added into each day's total. PORL estimates that the proportion of those who report staying for the headlining act is likely greater in surveys conducted during the evening hours, closest to headliner performance times. Since more interviews were conducted in the second shift of each day (see Table 1), the proportion was adjusted to correct for this discrepancy.

The third and final counting method incorporated cell phone location data collected by Placer.ai, a private location and foot traffic analytics company used by the City of Jacksonville. Placer's technology uses third-party mobile applications to count individuals in a specified geographical location at a given time. For this project, Placer's data was used to count the individual festival attendees that were at the Riverfront Plaza, the location of the Swingin' Stage, at 9:00 p.m. Like the drone counts, this number was increased by the proportion of respondents who indicated they would stay for the headliner. More information about Placer's counting methodology can be found on the [Placer.ai website](#).

In addition to attendees re-entering the event in a single day, we also had to correct for people who attended the event on multiple days. To do this, survey respondents were asked which days they attended or planned to attend the festival. We then reduced each of the three total counts for all three days (drone count, JFRD count, and Placer count) by the mean number of attendance days indicated by survey respondents.

PORL used an average of the three counts to calculate the total festival attendance estimate. Further consideration of these methods is discussed in the "Limitations" section of this report.

Limitations

For an accurate estimate of the total economic impact of the event, it was necessary to obtain an accurate count of unique attendees over the three-day festival period. This meant accounting for people exiting and re-entering, as well as those attending the festival multiple days. Each of the counting methodologies discussed above presented its own advantages, as well as challenges.

The JFRD gate counts, while likely very accurate, were *not* designed to capture the total number of unique attendees, but rather to monitor the total number of people inside the event footprint at a given time. Therefore, this method relies on accurate reporting by survey respondents regarding the number of times they exited and re-entered, as well as the number of days spent at the festival. Interviewers in the field reported that respondents were often confused when asked about leaving the "festival space," and included leaving one stage area to go to another. In future surveys, this question will be changed to more clearly indicate exiting the footprint through a gate.

The drone count and Placer methods also rely on accurate survey data, in this case about the percentage of people who indicated they would stay for the headlining acts. This proportion is likely greater in surveys conducted during the evening hours, closest to the performance times of the headliners, and more surveys are conducted. To correct for this, the proportion was adjusted downward.

Finally, the Placer.ai counting method had its own set of limitations. Because Placer is a private company with proprietary data and technology, PORL is unable to ascertain the exact methodology used to arrive at the final counts provided. For example, we know that Placer uses mobile applications to count the number of individuals in a given area, which is then multiplied by their estimated market exposure in that area to arrive at the final figure. There is, however, quite a bit we do not know about this method, such as which applications they use, whether they must be in use at the time of counting, or whether different applications produce different unique identifiers. We also do not know how they arrive at their market exposure multiplier. These unknowns limit our understanding of the Placer.ai sample, and how representative it is of the population of festival attendees.

Summary of Findings

Table 2. Economic Impact 2018-2022¹				
	2018	2019	2021	2022
Unique Number of Attendees	31,500	31,000	13,297	14,611
Estimated Event-Related Commercial Room Nights in Jacksonville	8,120	9,555	1,878	3,915
Average Length of Stay in Commercial Room (Days)	3.12	2.86	1.91	2.84
Average Visitor Party Size per Room	2.12	2.25	2.18	2.43
Average Event-Related ADR	\$153	\$104	\$175	\$195
Estimated Number of Visitors Staying in Commercial Lodgings	5,505	7,532	2,144	3,349
Average Daily Event-Related Expenditure	\$208	\$173	\$261	\$321
Estimated Direct Expenditure ²	\$6,178,000	\$7,804,128	\$3,755,667	\$5,625,568
Festival Event Multiplier	1.6	1.6	1.6	1.6
Estimated Total Economic Impact ³	\$9,884,800	\$12,486,604	\$6,009,068	\$9,000,909

¹ With the exception of the unique attendees, the figures in the table above reflect those of influenced visitors.

² 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.

³ The total economic impact was calculated using a regional festival event multiplier (1.6).

Figure 3. Influenced Visitor Expenditure and Total Impact, 2018-2022

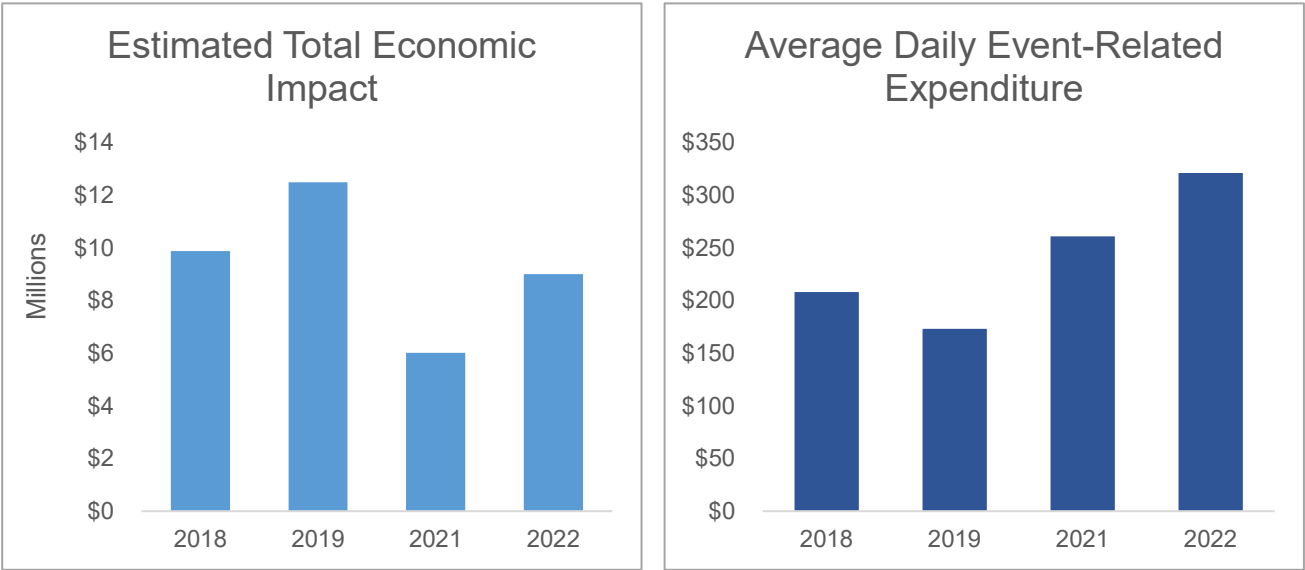
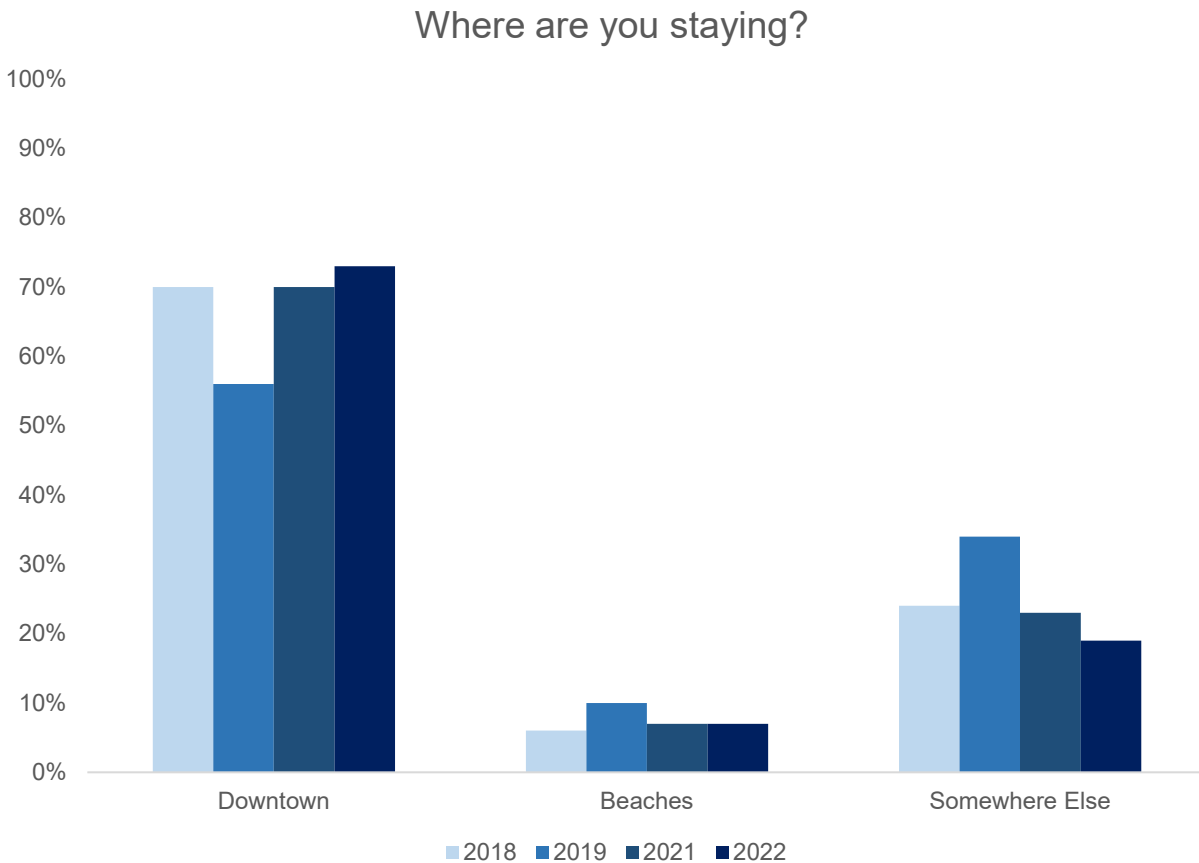


Table 2 and Figure 3 above illustrate the estimated economic impact of the Jacksonville Jazz Festival in 2018 through 2022. There are a few important factors to consider when interpreting these figures. The COVID-19 pandemic again very likely impacted festival attendance in multiple ways, the most obvious being that people are still generally less likely to attend crowded events. The discontinuity of the previous two years, with the 2020 event cancellation, followed by rescheduling of the 2021 event likely affected attendance, as well.

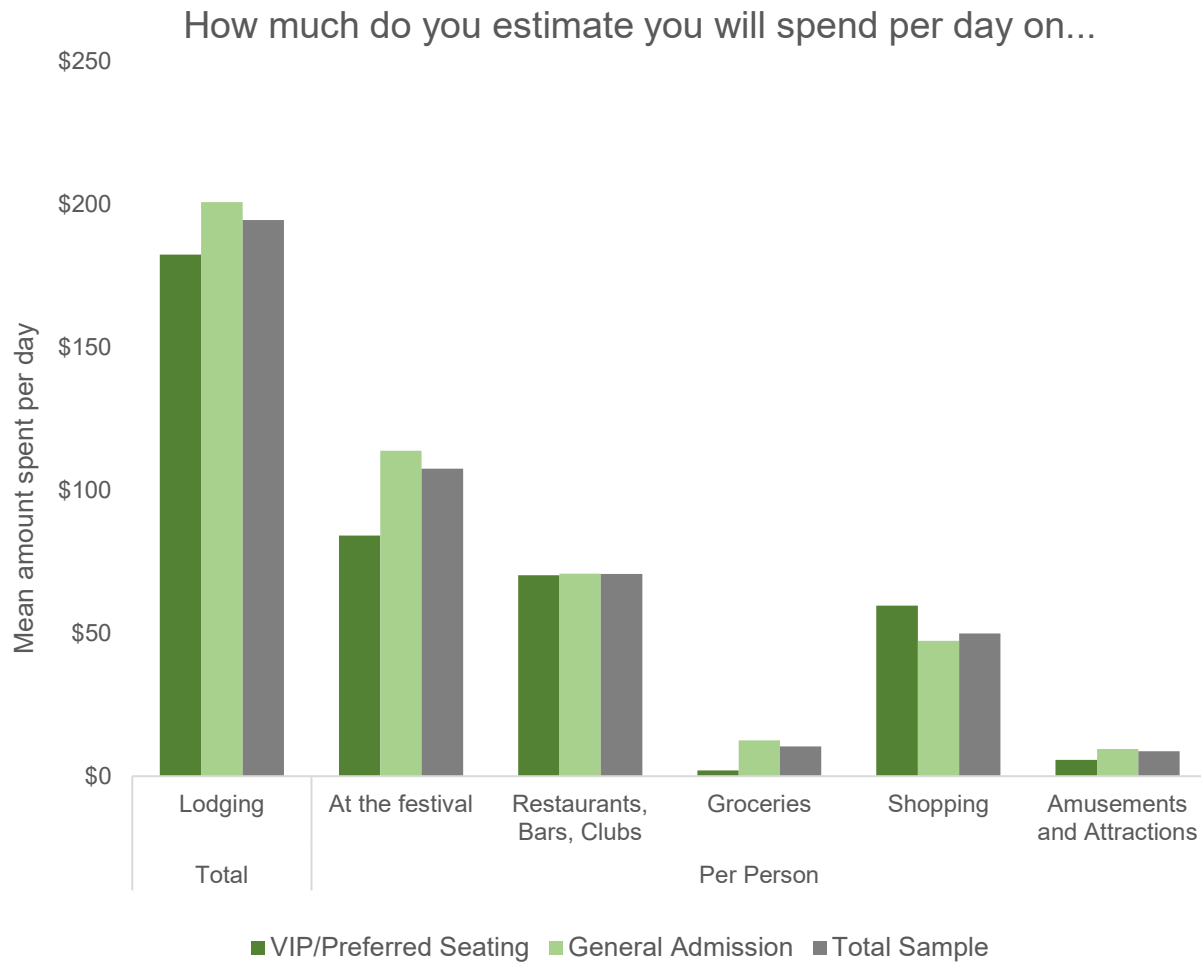
Although not quite up to pre-COVID figures, festival attendance, average length of stay, and thus overall economic impact, increased significantly from the 2021 figures. The average daily event-related expenditure per adult has increased steadily since 2019, up to \$321 per person, per day in 2022. This value is calculated by combining the daily amount spent by event influenced visitors, both inside the festival and at surrounding local businesses.

Figure 4. Hotel Location, 2018-2022



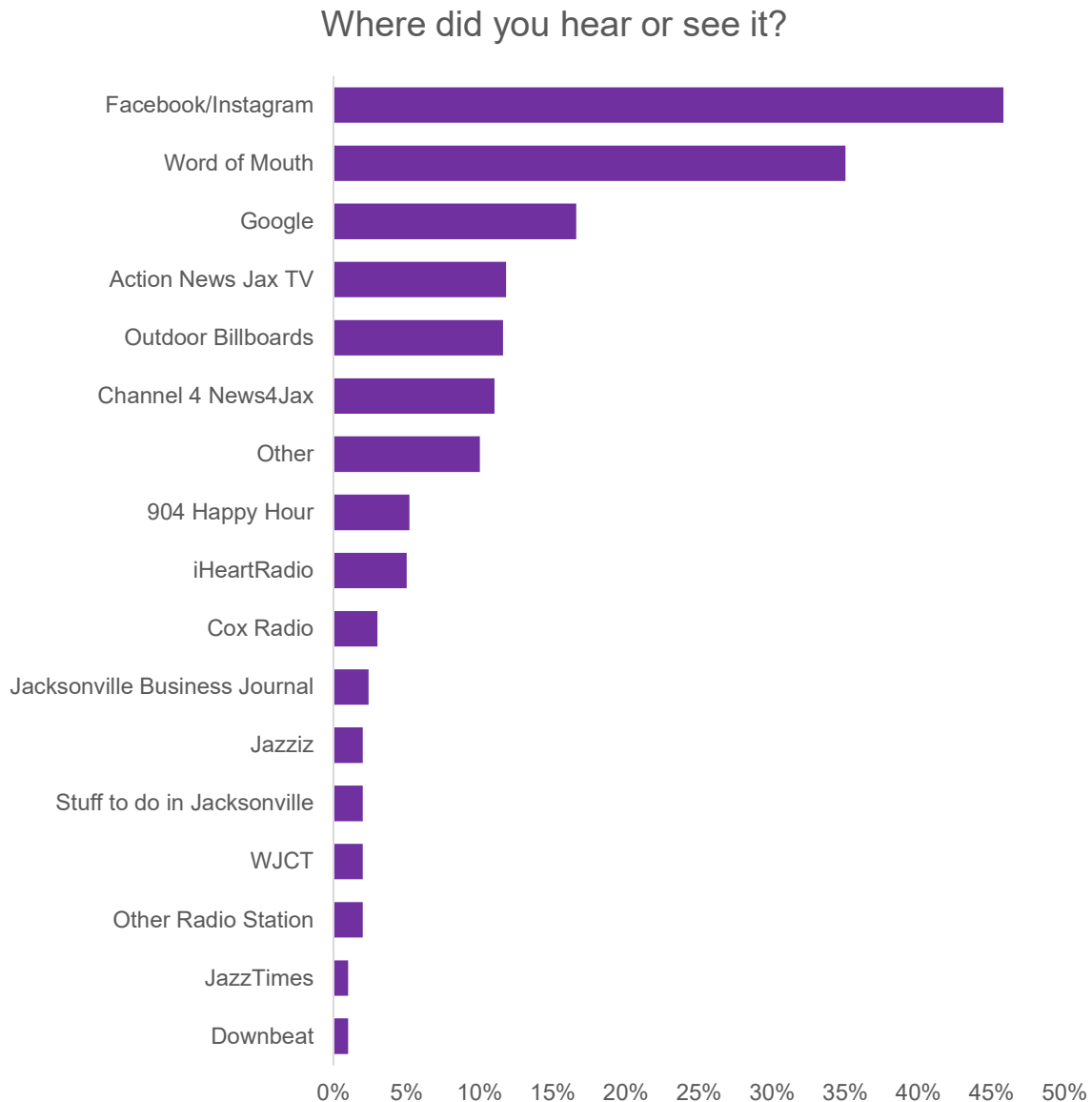
Visiting survey respondents who reported staying overnight in a hotel or Airbnb were then asked what side of town they were staying in. The breakdown of responses from influenced visitors is illustrated in Figure 4 above. Most respondents reported staying downtown in all four project years, increasing slightly from 70% in 2021 to 73% in 2022. Seven percent said they were staying at the beaches, with 19% indicated they were staying somewhere else in Jacksonville.

Figure 5. Daily Spending by VIP/Non-VIP, 2022



Visiting respondents were also asked how much money they thought they would spend per day in different categories, pictured in Figure 5 above. The responses from influenced visitors have been broken down between those who reported purchasing a VIP or Preferred Seating ticket, and those who did not. The lodging reflects the mean rate per night, while the other categories reflect the mean expenditure per person, per day. Interestingly, the only category in which VIP/Preferred seating guests outspend general admission was in shopping, at about \$60 and \$47, respectively. General admission attendees reported spending more on lodging and at the festival, itself. The latter is likely due to the VIP packages including pre-loaded credits for food and beverages.

Figure 6. Advertising Media, 2022



All respondents were asked whether they had seen or heard an advertisement for JazzFest in the past few months, to which 84% said they had, up slightly from 81% in 2021. Of those respondents, 46% said they saw the advertisement on Facebook or Instagram, followed by word of mouth, with 35%. The word-of-mouth category is not read out loud, but is volunteered by the respondent and coded by the interviewer. Google came in a distant third place with 17%. Additional responses in the “other” category included email, bus wraps, and the Jacksonville Jazz Festival website.

Survey Results

Are you a resident of Duval County?

	2018 n=717	2019 n=676	2021 n=828	2022 n=712
Duval County Resident*	70%	60%	72%	65%
Visitor	30%	40%	28%	35%

*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)

	2018 n=185	2019 n=237	2021 n=192	2022 n=251
Mean	2.36	2.15	1.91	2.05
Median	2.00	2.00	2.00	2.00

What are your overnight accommodations?

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

	2018 n=141	2019 n=183	2021 n=116	2022 n=216
Hotel/Motel	60%	58%	68%	58%
Private Home	28%	31%	23%	24%
RV/Camping	4%	0%	1%	1%
Renting Apartment/Condo	1%	1%	-	1%
AirBnB	2%	4%	6%	14%
Other	4%	7%	1%	2%

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)

	2018 n=85	2019 n=115	2021 n=86	2022 n=216
Mean	2.12	2.25	2.18	2.43
Median	2.00	2.00	2.00	2.00

How much are your accommodations per night?

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

	2018 n=78	2019 n=113	2021 n=81	2022 n=216
Mean	\$153	\$131	\$174	\$194
Median	\$145	\$125	\$170	\$200

Where are you staying? (Hotel/AirBnB only)

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

	2018 n=87	2019 n=114	2021 n=85	2022 n=216
Downtown	70%	56%	69%	73%
Beaches	6%	10%	7%	7%
Somewhere Else	24%	34%	23%	19%

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)

	2018 n=77	2019 n=237	2021 n=192	2022 n=216
Mean	0.43	0.30	0.44	0.57
Median	0.00	0.00	0.00	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)

	2018 n=184	2019 n=237	2021 n=192	2022 n=216
Personal Car	81%	82%	89%	91%
Rental Car	5%	4%	1%	3%
Airplane	10%	9%	6%	3%
Train	0%	0%	-	-
Public Transportation	1%	4%	3%	1%
Recreational Vehicle	3%	0%	1%	4%
Other	0%	<1%	1%	1%

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)

	2018 n=184	2019 n=236	2021 n=192	2022 n=216
Personal Car	73%	75%	84%	84%
Rental Car	9%	6%	4%	5%
Taxi/Uber	4%	4%	2%	3%
Recreational Vehicle	1%	0%	-	-
Public Transportation	5%	6%	3%	1%
Walking	-	8%	7%	8%
Other	8%	1%	1%	1%

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)

	2018 n=185	2019 n=237	2021 n=192	2022 n=216
Mean	\$72	\$76	\$115	\$108
Median	\$50	\$50	\$50	\$50

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)

	2018 n=185	2019 n=237	2021 n=192	2022 n=216
Mean	\$60	\$56	\$66	\$71
Median	\$50	\$35	\$33	\$30

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)

	2018 n=185	2019 n=237	2021 n=192	2022 n=216
Mean	\$15	\$9	\$7	\$10
Median	\$0	\$0	\$0	\$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)

	2018 n=185	2019 n=237	2021 n=192	2022 n=216
Mean	\$33	\$30	\$41	\$50
Median	\$0	\$0	\$0	\$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)

	2018 n=185	2019 n=237	2021 n=192	2022 n=216
Mean	\$9	\$4	\$13	\$9
Median	\$0	\$0	\$0	\$0

Would you say that the Jacksonville Jazz Festival event: (Visitors Only)

	2018 n=213	2019 n=272	2021 n=232	2022 n=251
Was the main reason for your visit to Jacksonville	79%	80%	69%	81%
Influenced your visit, but was not the main reason for your visit to Jacksonville	8%	7%	15%	5%
Did not influence your decision to visit Jacksonville	13%	13%	16%	14%

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

	2018 n=211	2019 n=270	2021 n=229	2022 n=251
Very Likely	84%	85%	88%	77%
Somewhat Likely	12%	10%	7%	16%
Somewhat Unlikely	2%	2%	3%	4%
Very Unlikely	2%	2%	2%	4%

In the past few months, have you read, seen, or heard an advertisement about the Jacksonville Jazz Festival?*

	2021 n=828	2022 n=712
Yes	81%	84%
No	20%	16%

*Question was added in 2021

I'm going to read you a list, please tell me where you read, saw, or heard about it.*†

	2018 n=717	2019 n=676	2021 n=828	2022 n=599
Action News Jax TV	-	-	24%	12%
Channel 4 News4Jax	-	-	-	11%
Facebook/Instagram	10%	18%	38%	46%
Google	-	-	15%	17%
Jacksonville Business Journal	1%	3%	2%	2%
Jazziz	2%	-	1%	2%
JazzTimes	5%	-	1%	1%
Downbeat	-	-	-	1%
904 Happy Hour	-	-	-	5%
Stuff to do in Jacksonville	-	-	-	2%
Outdoor Billboards	1%	1%	10%	12%
Cox Radio	-	-	5%	3%
iHeartRadio	-	-	9%	5%
WJCT	-	-	-	2%
Other Radio Station	-	-	-	2%
Other	27%	39%	14%	10%
Word of Mouth/Friends & Family	23%	36%	10%	35%

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

† Question wording and answer choices changed in 2021

Did you purchase (or do you plan to purchase) a VIP Festival Experience or Preferred Seating Experience?*

	2018 n=717	2019 n=676	2021 n=828	2022 n=712
No	92%	91%	83%	88%
Experience Jazz VIP Package (3-day)	5%	6%	8%	6%
Friday Discover Jazz VIP Package (1-day)	1%	1%	1%	1%
Friday Preferred Seating (1-day)	-	-	2%	1%
Saturday Discover Jazz VIP Package (1-day)	1%	1%	2%	2%
Saturday Preferred Seating (1-day)	-	-	2%	2%
Sunday Discover Jazz VIP Package (1-day)	1%	1%	1%	2%
Sunday Preferred Seating (1-day)	-	-	2%	2%

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

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

	Visitors n=251	Duval Residents n=461	Total Sample n=712
Friday	64%	48%	53%
Saturday	75%	67%	70%
Sunday	67%	69%	68%

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

Do you plan to stay and see [Friday/Saturday/Sunday]'s headliner? (Friday thru Sunday Average)

	Visitors n=251	Duval Residents n=461	Total Sample n=712
Yes	84%	81%	82%
No	16%	19%	18%

How times have you left/do you plan to leave the festival space today?

	Visitors n=	Duval Residents n=	Total Sample n=712
Mean	0.62	0.73	0.69
Median	0	0	0

What is your age?

	n=712
18 – 24	22%
25 – 44	31%
45 – 64	35%
65 and above	12%

Which category best describes your household's yearly income?

	n=712
Less than \$25,000	12%
\$25,000 - \$50,000	19%
\$50,000 - \$75,000	27%
\$75,000 - \$100,000	19%
Above \$100,000	23%

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

	n=712
Less than High School	4%
High School Graduate	16%
Some College	24%
College Graduate	34%
Graduate Degree	21%

Sex of the respondent [Interviewer Identify]

	n=712
Male	53%
Female	48%

Appendix A. Survey Instrument

S1 Agreed to participate in survey

1. Yes
2. No

RES. 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 HEAR]**
2. Visitor

[ONLY ASK VISITORS]

NIGHT. How many nights in total do you plan to stay overnight in Jacksonville or Duval County on this trip?

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

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

1. Hotel/Motel
2. Private Home **[SKIP to ATTEND]**
3. RV/Camping **[SKIP to RATE]**
4. Renting Apartment/Condo **[SKIP to RATE]**
5. Airbnb
6. Other _____ **[SKIP to RATE]**

[IF STAYING in a hotel/motel/Airbnb]

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

RATE. How much are your accommodations **per night**? _____

WHERE. Where are you staying? **[Hotel/Airbnb only]**

1. Downtown
2. Beaches
3. Somewhere else

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

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

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

PRIMARY. 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. Public Transportation
5. Walking
6. Other _____

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

FEST. Specifically at the festival per day _____ BAR. Restaurants, Bars, Clubs, etc. per day _____

GROC. Groceries per day _____ SHOP. Shopping per day _____ AMUS. Amusements and Attractions per day _____

MAIN. 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

AGAIN. 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

[ASK EVERYBODY THE REST OF THE QUESTIONS]

JAZZ. In the past few months, have you read, seen, or heard an advertisement about the Jacksonville Jazz Festival?

1. Yes
2. No **(SKIP to VIP)**

JAZZSEE. I'm going to read you a list, please tell me where you read, saw, or heard about it? [SELECT ALL]

1. Action News Jax TV
2. Channel 4 News4Jax WJXT
3. Social media (Vol. Facebook/Instagram/Twitter)
4. Google
5. Jacksonville Business Journal
6. Jazziz
7. JazzTimes
8. Downbeat
9. 904 Happy Hour
10. StufftodoinJacksonville
11. Outdoor Billboards
12. Radio
13. Something else
14. (Vol. Word of Mouth)

RADIO. Which radio station did you hear it on? [SELECT ALL]

1. Cox Radio- HOT 99.5, Power 106.1, Easy 102.9 and WAPE 95.1
2. iHeart Radio- V101.5, 93.3 THE BEAT
3. 89.9 WJCT
4. Other

VIP. Did you purchase (or do you plan to purchase) a VIP Festival Experience or Preferred Seating Experience? [IF YES, ASK Which one] [SELECT ALL]

1. No
2. VIP Full Festival Experience (3-day package)
3. Friday VIP Festival Experience (one day package)
4. Friday Preferred Seating (one day package)
5. Saturday VIP Festival Experience (one day package)
6. Saturday Preferred Seating (one day package)
7. Sunday VIP Festival Experience (one day package)
8. Sunday Preferred Seating (one day package)

DAYS. What days *have* you, or do you *plan to*, attend Jazz Fest? [SELECT ALL]

1. Friday
2. Saturday
3. Sunday

[IF DAYS = 1] FRIDAY. Do you plan to stay and see Friday's headliner, Herbie Hancock?

[IF DAYS = 2] SATURDAY. Do you plan to stay and see Saturday's headliner, KEM?

[IF DAYS = 3] SUNDAY. Do you plan to stay and see Sunday's headliner, Patti LaBelle?

EXIT. Have you left and re-entered the festival space today?

1. Yes
2. No

EXITa. [IF EXIT = 1] How many times have you left the festival space today?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- More

EXITb. [IF EXIT = 1] How many *more* times do you plan to leave and reenter the festival space today?

- 0.
- 1.
- 2.
- 3.
- 4.
- 5.
- More

EXITc. [IF EXIT = 2] How many times do you plan to leave and reenter the festival space today?

- 0.
- 1.
- 2.
- 3.
- 4.
- 5.
- More

AGE. What is your age?

1. 18 – 24
2. 25 – 44
3. 45 – 64
4. 65 and over

INCOME. 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

EDU. 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

ZIP. What is your zip code? _____

If respondent is not from the USA, please write in Country

SEX. [DO NOT READ QUESTION - Identify by yourself]

Sex of the respondent

- 1. Male 2. Female**

Appendix B. Respondent Zip Codes

Zip Code	Percent
10027	0.4
10774	0.5
17552	0.4
20902	0.5
21218	0.4
23220	0.5
25148	0.5
27105	0.4
27406	0.5
27803	0.4
27804	0.4
28043	0.5
28075	0.5
28144	0.5
28202	0.5
28213	0.5
28216	0.9
29212	0.5
29461	0.5
29505	0.5
29680	0.5
29730	0.5
29801	0.5
29910	0.4
30008	0.5
30022	0.5
30032	0.5
30058	1.8
30075	0.4
30083	0.5
30213	0.5
30214	0.5
30294	0.5
30298	0.5
30312	0.5
30331	0.5
30792	0.4
30909	0.5
31204	0.5
31210	0.5
31220	0.4

Zip Code	Percent
31313	0.5
31324	0.5
31404	0.5
31405	0.9
31406	0.9
31419	0.4
31501	0.5
31520	0.5
31522	0.4
31525	0.5
31602	0.5
31605	0.5
31792	0.5
31907	0.4
32003	2.4
32025	0.9
32033	0.5
32034	0.9
32055	0.5
32058	0.5
32063	0.5
32065	0.9
32068	0.5
32073	0.9
32080	0.5
32082	0.9
32084	1.4
32086	2.4
32092	4.3
32095	0.9
32097	0.5
32113	0.9
32135	0.5
32164	1.4
32168	0.5
32176	0.4
32201	0.5
32215	0.5
32216	0.9
32222	0.5
32254	0.5

Zip Code	Percent
32258	0.5
32259	1.9
32277	0.5
32303	0.5
32304	1.4
32305	1.4
32312	0.9
32317	0.5
32401	0.9
32405	0.5
32446	0.5
32547	0.9
32566	0.5
32594	0.4
32601	0.5
32607	0.5
32608	0.4
32609	0.9
32640	0.4
32653	0.5
32701	0.5
32710	0.5
32765	0.5
32803	1.9
32806	0.5
32808	0.5
32818	0.9
32824	0.4
32828	0.5
32927	0.5
32937	0.5
32955	0.4
33028	0.4

Zip Code	Percent
33156	0.5
33168	0.5
33194	0.4
33311	0.9
33422	0.5
33428	0.5
33467	0.5
33569	0.4
33572	0.5
33615	0.4
33896	0.4
33919	0.5
33990	0.4
34209	0.5
34471	0.4
34653	0.5
34734	0.5
34744	0.5
34746	0.4
34986	0.9
35124	0.5
36098	0.5
36268	0.5
36503	0.5
47371	0.5
63031	0.5
66666	0.5
70808	1.3
75104	0.5
77388	0.5
77450	0.5
92078	0.5
92336	0.5

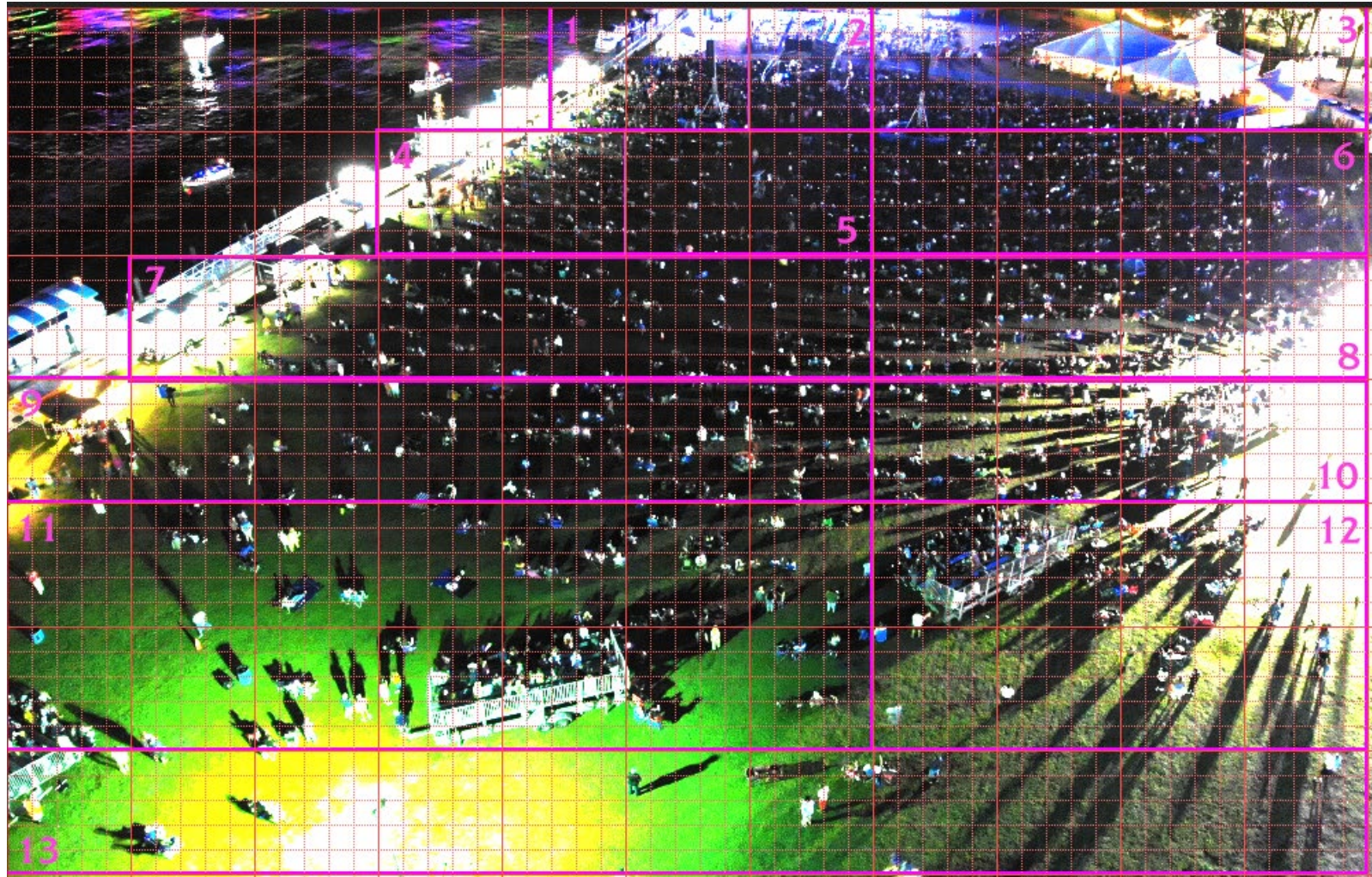
Non-U.S. Country	Percent
Australia	0.5
Brazil	0.5

Appendix C. Drone Photos

Friday, May 27

9:50 PM

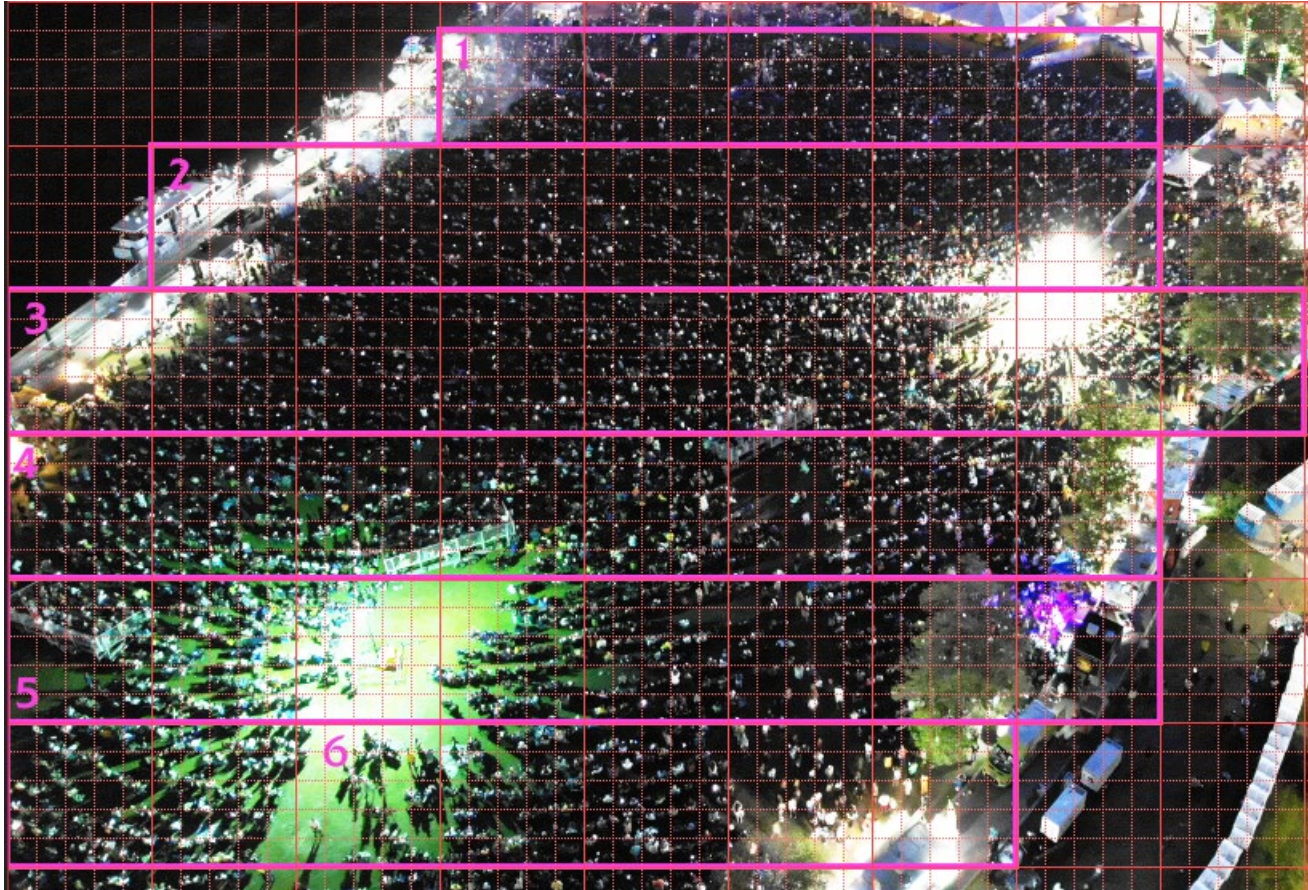
Swingin' Stage



Saturday, May 28

9:45 PM

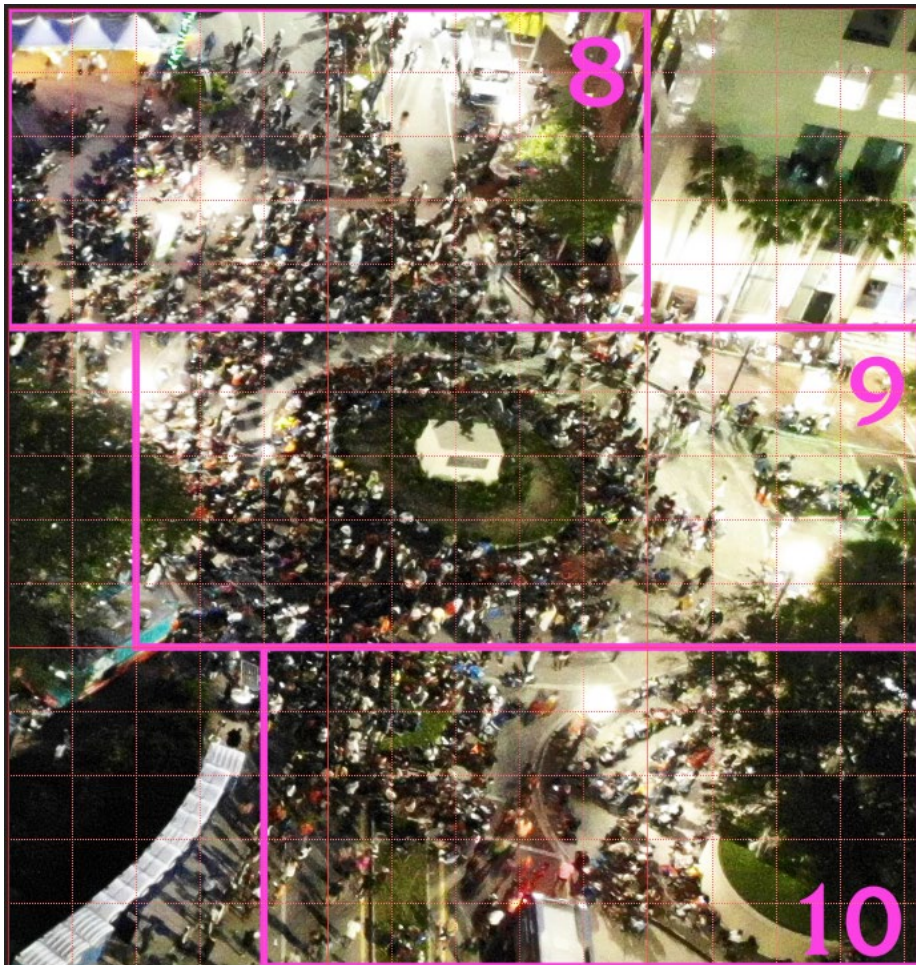
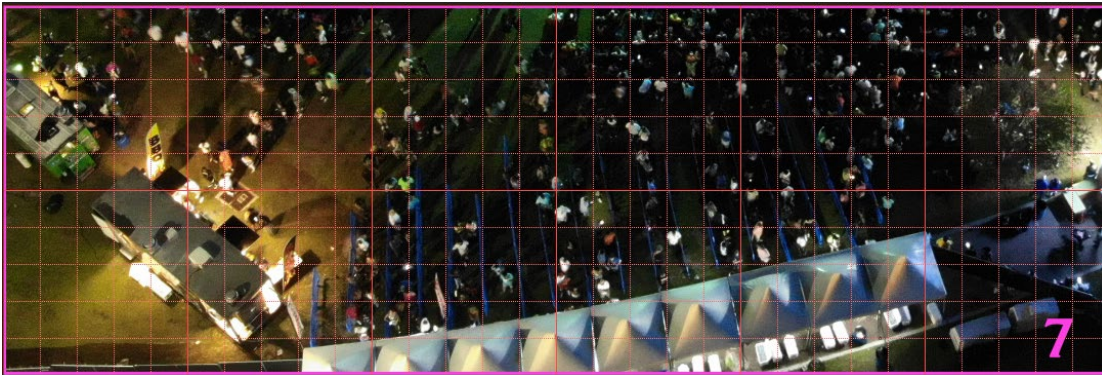
Swingin' Stage



Saturday, May 28 (cont)

9:45 PM

Swingin' Stage



Sunday, May 29
9:20 PM
Swingin' Stage

