



26.2 with DONNA Health and Fitness Expo Intercept Survey Report

February 21st-22nd, 2014



26.2 with DONNATM
FINISH BREASTCANCER

Prepared for:
Amanda Napolitano
26.2 with DONNA

Prepared by:
Michael M. Binder, Ph.D
Andrew C. Hopkins, MPA
Florence S. Bauchau

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METHODOLOGY

Total Number of Completes: **1067**

Margin of error for the entire sample: +/- **2.8%**

Public Opinion Research Laboratory
1 UNF Drive, Building 51, Room 2222
Jacksonville, FL 32224
Tel: (904) 620 – 2784 E-Mail: PORL@unf.edu



Population: **Adult Attendees at the 26.2 with DONNA Health and Fitness Expo**

Average Completed Interview Length – **3 minutes**

Field Dates for Survey – **February 21, 2014 to February 22, 2014**

The survey was conducted at the Health and Fitness Expo for the 26.2 with DONNA event. A total of 7 interviewers and 3 supervisors were used to conduct the intercept surveys. Three more data coders were used for the data entry portion of the analysis. Each surveyor approached every other attendee; refusals were also tallied and factored to calculate the completion percentage of 57 percent.

To ensure a representative sample, the surveying was conducted from 12:00 p.m. - 7:00 p.m. on Saturday and 9:00 a.m. – 6:00 p.m on Sunday. Due to rounding, some percentages in tables may not equal 100%. Nine trained UNF PORL interviewers participated in data collection. For information on methodology, you may reach Dr. Michael Binder at (904) 620-1205.

Estimated Event Related Commercial Room Nights in the Region	4850
Average Length of Stay in Commercial Room	2.02
Average Visitor Party Size per Room	2.1
Estimated Number of Visitors Staying in Commercial Lodgings	5050
Estimated Direct Expenditure ¹	\$2,850,000
Spectator Sports Multiplier	1.7
Estimated Total Economic Impact ²	\$4,850,000
Average Event Related ADR	\$125

¹ The direct expenditure was estimated by calculating the total amount of 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 spectator sports multiplier (1.7).

Are you a visitor to northeast Florida or do you live here year ‘round?

	N = 1067
Visitor to NE Florida	36%



Resident of NE Florida (includes Baker, Duval, Flagler, Nassau, Putnam, and St. Johns Counties)	64%
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How many nights in total do you plan to spend in Jacksonville on this trip?

	N = 390
Mean	2.38
Median	2

What are your overnight accommodations?

	N = 366
Hotel	76%
Motel	1%
Private Home	19%
RV Park/Camping	<1%
Renting Apartment or Condo	3%
Other	2%

How much is your hotel/motel room rate per night?

	N = 264
Mean	\$124
Median	\$125

How many hotel/motel rooms is your travel party renting?

	N = 281
Mean	2.02
Median	1

What type of transportation did you use to arrive in Jacksonville?

	N = 391
Personal Car	68%
Rental Car	3%
Airplane	29%
Train	0
Bus	<1%
Recreational Vehicle	0
Other	0

What type of transportation are you using to get around Jacksonville?

	N = 389
Personal Car	74%



Rental Car	20%
Taxi	3%
Recreational Vehicle	0
Bus	2%
Other	3%

How much do you estimate that you and your travel party will spend per day in Jacksonville on eating out?

	N = 389
Mean	\$96
Median	\$70

How much do you estimate that you and your travel party will spend per day in Jacksonville on groceries?

	N = 389
Mean	\$13
Median	\$0

How much do you estimate that you and your travel party will spend per day in Jacksonville on souvenirs?

	N = 389
Mean	\$33
Median	\$0

How much do you estimate that you and your travel party will spend per day in Jacksonville on sporting goods?

	N = 389
Mean	\$33
Median	0

How much do you estimate that you and your travel party will spend per day in Jacksonville on other shopping?

	N = 389
Mean	\$31
Median	0

How much do you estimate that you and your travel party will spend per day in Jacksonville on amusements and attractions?

	N = 389
Mean	\$12



Median	0
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Would you say that the DONNA event:

	N = 388
Was the main reason for your visit to Jacksonville	91%
Influenced your visit, but was not the main reason for your visit to Jacksonville	6%
Did not influence your decision to visit Jacksonville	2%

Are you going to run in the DONNA event?

	N = 1063
Yes	90%
No	10%

If the DONNA event and the Health and Fitness Expo were not held in Jacksonville would you go elsewhere for a similar event?

	N = 1061
Yes	73%
No	27%

Including yourself, how many people in your travel party or group are in the following age categories?

	N = 388
Under 18	.36
18 – 34	.76
35 – 64	2.39
65 and over	.20

Which category best describes your household's yearly income?

	N = 956
Under \$30,000	3%
\$30,000 - \$60,000	20%
\$60,000 - \$100,000	34%
Over \$100,000	43%

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

	N = 1060
Less than High School	<1%
High School Graduate	4%
Some College	15%



College Graduate	44%
Graduate Degree	36%

Gender of the respondent

	N = 1060
Male	31%
Female	69%