

Jacksonville Jazz Festival Economic Impact Report 2019



Prepared by:
Michael M. Binder, Faculty Director
Andrew C. Hopkins, Assistant Director
Charlene Stainfield, Senior Research Associate
Kathlina Brady, Junior Research Associate

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METHODOLOGY

Total Number of Completed Surveys: **676**

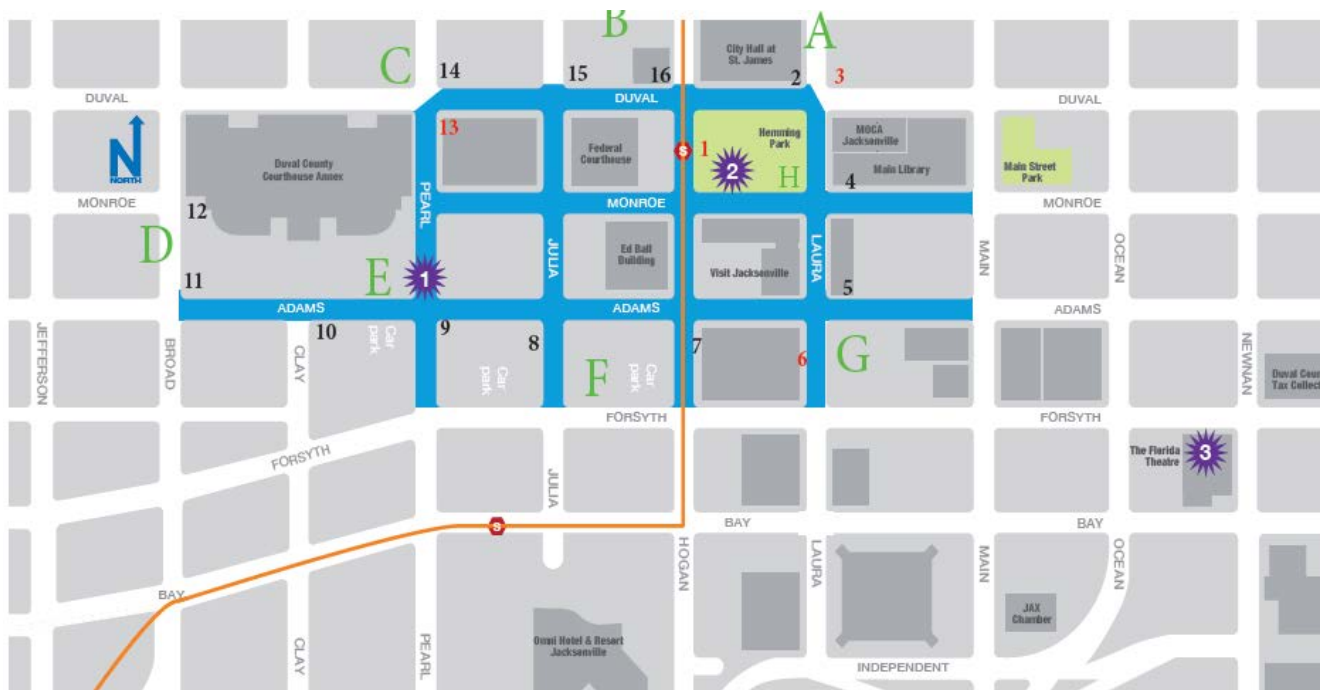
Margin of error for the entire sample: **+/- 3.75**

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

Surveys Conducted: **May 24th, 2019 through May 26th, 2019**

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 24th and May 26th, 2019. A total of 11 interviewers and 2 supervisors were used to conduct the intercept surveys. Each surveyor approached every attendee appearing to be 18 years of age or older, and refusals were tallied to calculate a completion percentage of 71 percent. To ensure a representative sample, the surveying was conducted from 5:00 p.m. to 10:30 p.m. on Friday, 2:30 p.m. to 11:00 p.m. on Saturday, and from 2:30 p.m. to 10:00 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 16 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 a 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 half 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



1 The Swingin' Stage



2 The Groovin' Stage



3 Jacksonville Jazz Piano Competition Stage



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points was consistent between the one 15 minute counting period and the remainder of the day, PORL estimates that the total attendance was approximately 60,000 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 31,000 unique festival attendees for the entirety of the event.

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.

Weather was consistent throughout the weekend. Friday was sunny with temperatures ranging 91 degrees Fahrenheit to 71 degrees. Saturday was also sunny and slightly warmer, with a high of 97 degrees and a low of 66 degrees. On Sunday, these temperatures remained the same with a high of 97 degrees and a low of 74 degrees. Seating areas within close proximity to the stages had limited, if any, shade. Because the weather was consistently hot and sunny across all three days, residents were potentially to be less inclined to attend JazzFest, as suggested by the increased ratio of visitors to residents in attendance this year as opposed to previous years.

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

	2018	2019
Unique Number of Attendees	31,500	31,000
Estimated Event Related Commercial Room Nights in Jacksonville	8,120	9,555
Average Length of Stay in Commercial Room (Days)	3.12	2.86
Average Visitor Party Size per Room	2.12	2.25
Estimated Number of Visitors Staying in Commercial Lodgings	5,505	7,532
Estimated Direct Expenditure ¹	\$6,178,000	\$7,804,128
Festival Event Multiplier	1.6	1.6
Estimated Total Economic Impact ²	\$9,884,800	\$12,486,604
Average Event Related ADR	\$153	\$173

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 more than 3 days in Jacksonville, with 48 percent of all visitors spending at least one night in a hotel/motel/AirBnB. Of the visitors that stayed overnight in Jacksonville, 62 percent stayed in a hotel/motel/AirBnB. By averaging the amount of money spent by all of the visitors at the Jacksonville Jazz Festival, restaurants, bars, clubs, on groceries, shopping, amusement and attractions, transportation and hotel costs per day, JazzFest visitors spent an average of \$173 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 in 2019, identical to 2018.
- The average spending of visitors per day at the Jacksonville Jazz Festival was \$76 in 2019, up slightly from \$72 in 2018.
- Jacksonville Jazz Festival influenced visitors reported spending an average of 2.15 nights in Jacksonville on their trip, down slightly from 2.36 in 2018.
- Of influenced visitors staying in a hotel/motel room or an Airbnb, 56% report staying in the downtown area, down from 70% in 2018.
- Most influenced visitors (82%) reported traveling to Jacksonville in a personal car, and 75% reported using a personal car to get around Jacksonville during their stay, similar to 81% and 73% in 2018, respectively.
- Influenced visitors staying in a hotel/motel room or Airbnb reported an average cost per night of \$131, down from 2018's average of \$153 per night.
- When asked how they heard about the Jacksonville Jazz Festival, 38% of all individuals surveyed heard about it from friends/family, followed by 31% who reported hearing about it online or through social media, comparable to 38% and 27% in 2018, respectively.
- Of those who heard about the Jacksonville Jazz Festival online or through social media, 62% reported hearing through Facebook and Instagram, very similar to 61% in 2018.



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SURVEY RESULTS

Are you a resident of Duval County?

	2018 n=717	2019 n=676
Duval County Resident*	70%	60%
Visitor	30%	40%

*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
Mean	2.36	2.15
Median	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
Hotel/Motel	60%	58%
Private Home	28%	31%
RV/Camping	4%	0%
Renting Apartment/Condo	1%	1%
AirBnB	2%	4%
Other	4%	7%

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
Mean	2.12	2.25
Median	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
Mean	\$153	\$131
Median	\$145	\$125

Where are you staying? (Hotel/AirBnB only) (Visitors that were at least somewhat influenced by Jazz Fest to visit Jacksonville)



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	2018 n=87	2019 n=114
Downtown	70%	56%
Beaches	6%	10%
Somewhere Else	24%	34%

**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
Mean	0.43	0.30
Median	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
Personal Car	81%	82%
Rental Car	5%	4%
Airplane	10%	9%
Train	0%	0%
Public Transportation	1%	4%
Recreational Vehicle	3%	0%
Other	0%	<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
Personal Car	73%	75%
Rental Car	9%	6%
Taxi/Uber	4%	4%
Recreational Vehicle	1%	0%
Public Transportation	5%	6%
Walking	-	8%
Other	8%	1%



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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
Mean	\$72	\$76
Median	\$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
Mean	\$60	\$56
Median	\$50	\$35

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
Mean	\$15	\$9
Median	\$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
Mean	\$33	\$30
Median	\$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
Mean	\$9	\$4
Median	\$0	\$0



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Would you say that the Jacksonville Jazz Festival event:

	2018 n=213	2019 n=272
Was the main reason for your visit to Jacksonville	79%	80%
Influenced your visit, but was not the main reason for your visit to Jacksonville	8%	7%
Did not influence your decision to visit Jacksonville	13%	13%

How did you hear about the Jacksonville Jazz Festival?*

	2018 n=717	2019 n=676
Print Publications	7%	7%
Online/Social Media	27%	31%
Friends/Family	38%	38%
Attended Previously	19%	22%
TV/Radio	7%	5%
Stumbled Upon	2%	2%
Work	-	3%
Other	8%	4%

* 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)

	2018 n=52	2019 n=46
Smooth Jazz	4%	0%
Jazz Times	2%	0%
Downbeat Magazine	0%	0%
Jazziz	6%	0%
Southwest Magazine	2%	0%
Savannah Music Festival	0%	0%
Folio Weekly	31%	28%
Entertaining U	4%	4%
Arbus Magazine	4%	0%
Jacksonville Business Journal	2%	11%
Florida Times Union	19%	7%
Flyer	-	11%
Not Print	-	17%
Other	21%	24%

* 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)

	2018 n=190	2019 n=200
Downbeat.com	1%	0%
JazzTimes.com	5%	0%
SouthwestMagazine.com	0%	0%
Garden & Gun Digital Magazine	0%	0%
Jazziz	2%	0%
Jacksonville Business Journal	4%	6%
(904) Happy Hour	4%	2%
Outdoor Billboards	3%	2%
Facebook/Instagram	61%	62%
Twitter	2%	2%
Google/Web	6%	11%
Eventbrite	-	2%
News	-	3%
Radio	-	1%
Other	18%	10%

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

Did you purchase a VIP Package?*

	2018 n=717	2019 n=676
No	92%	91%
Experience Jazz VIP Package (3-day)	5%	6%
Friday Discover Jazz VIP Package (1-day)	1%	1%
Saturday Discover Jazz VIP Package (1-day)	1%	1%
Sunday Discover Jazz VIP Package (1-day)	1%	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=272	Duval Residents n=404	Total Sample n=676
Friday	49%	48%	48%
Saturday	69%	69%	69%
Sunday	79%	74%	76%

* 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=270	Duval Residents n=399	Total Sample n=669
Very Likely	80%	87%	84%
Somewhat Likely	14%	10%	12%
Somewhat Unlikely	3%	2%	2%
Very Unlikely	3%	1%	2%

What is your age?

	n=661
18 – 24	13%
25 – 44	29%
45 – 64	43%
65 and above	15%

Which category best describes your household's yearly income?

	n=577
Less than \$25,000	13%
\$25,000 - \$50,000	24%
\$50,000 - \$75,000	23%
\$75,000 - \$100,000	19%
Above \$100,000	21%

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

	n=649
Less than High School	2%
High School Graduate	14%
Some College	22%
College Graduate	40%
Graduate Degree	21%

Sex of the respondent [Interviewer Identify]

	n=676
Male	51%
Female	49%



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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. Airbnb 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. Public Transportation
5. Recreational Vehicle
6. 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. Public Transportation
5. Walking
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]**

11a. **[IF Q11 = 1]** Where did you see the advertisement in the print publication? **[SELECT ALL]**

1. Folio Weekly
2. Entertaining U
3. Jacksonville Business Journal
4. Other



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- 11b. **[IF Q11 = 2]** Where did you see the advertisement online or on social media? [SELECT ALL]
1. Jacksonville Business Journal 2. (904) Happy Hour 3. Outdoor Billboards 4. Facebook 5. Twitter 6. 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



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APPENDIX I: Zip Codes

Zip Code	Frequency	Percentage
02131	1	0.1
02476	1	0.1
02907	1	0.1
06002	1	0.1
07075	1	0.1
07712	1	0.1
19103	1	0.1
20706	1	0.1
20746	1	0.1
21207	1	0.1
21738	1	0.1
23225	1	0.1
23315	1	0.1
23321	1	0.1
23607	1	0.1
27265	2	0.2
27406	1	0.1
27410	1	0.1
27534	1	0.1
27707	1	0.1
28078	1	0.1
28212	1	0.1
28270	2	0.2
28278	1	0.1
28279	1	0.1
28314	1	0.1
29016	1	0.1
29165	1	0.1
29180	1	0.1
29406	1	0.1
29407	1	0.1
29414	1	0.1

29418	1	0.1
29420	1	0.1
29429	1	0.1
29483	2	0.2
29680	1	0.1
29710	1	0.1
29801	1	0.1
29906	2	0.2
29920	1	0.1
29936	1	0.1
30004	1	0.1
30016	1	0.1
30017	1	0.1
30019	1	0.1
30021	1	0.1
30030	1	0.1
30036	1	0.1
30064	1	0.1
30087	3	0.3
30092	1	0.1
30135	1	0.1
30211	1	0.1
30213	1	0.1
30248	1	0.1
30252	2	0.2
30273	1	0.1
30281	1	0.1
30303	2	0.2
30311	1	0.1
30312	1	0.1
30461	1	0.1
30608	1	0.1
30815	1	0.1



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30906	1	0.1
30907	2	0.2
31029	1	0.1
31069	1	0.1
31096	1	0.1
31204	1	0.1
31206	1	0.1
31216	1	0.1
31313	3	0.3
31315	1	0.1
31316	2	0.2
31320	1	0.1
31419	2	0.2
31520	1	0.1
31523	1	0.1
31537	1	0.1
31545	1	0.1
31569	1	0.1
31601	2	0.2
31602	2	0.2
31605	1	0.1
31699	1	0.1
31779	1	0.1
31794	1	0.1
31907	1	0.1
31909	1	0.1
32003	4	0.4
32006	1	0.1
32018	1	0.1
32024	1	0.1
32034	3	0.3
32039	1	0.1

32043	2	0.2
32046	1	0.1
32055	1	0.1
32065	13	1.4
32068	4	0.4
32073	6	0.6
32081	2	0.2
32082	10	1.1
32084	2	0.2
32085	1	0.1
32086	1	0.1
32091	1	0.1
32092	1	0.1
32095	1	0.1
32097	2	0.2
32113	1	0.1
32137	2	0.2
32140	1	0.1
32164	1	0.1
32176	1	0.1
32202	14	1.5
32203	1	0.1
32204	17	1.8
32205	17	1.8
32206	25	2.7
32207	20	2.1
32208	17	1.8
32209	14	1.5
32210	25	2.7
32211	15	1.6
32216	21	2.2
32217	8	0.9



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32218	23	2.4
32219	3	0.3
32220	5	0.5
32221	7	0.7
32222	4	0.4
32223	4	0.4
32224	9	1.0
32225	14	1.5
32226	8	0.9
32233	4	0.4
32234	1	0.1
32244	12	1.3
32246	19	2.0
32250	7	0.7
32254	6	0.6
32256	27	2.9
32257	10	1.1
32258	8	0.9
32259	13	1.4
32277	15	1.6
32286	1	0.1
32301	2	0.2
32303	1	0.1
32304	2	0.2
32309	1	0.1
32311	1	0.1
32344	1	0.1
32404	1	0.1
32405	1	0.1
32514	1	0.1
32542	1	0.1
32570	1	0.1
32601	2	0.2
32602	1	0.1
32605	1	0.1
32606	1	0.1

32609	1	0.1
32653	1	0.1
32669	1	0.1
32724	1	0.1
32766	1	0.1
32771	1	0.1
32780	1	0.1
32803	1	0.1
32811	1	0.1
32812	1	0.1
32817	1	0.1
32819	1	0.1
32825	2	0.2
32828	3	0.3
32839	1	0.1
32858	1	0.1
32901	1	0.1
32905	3	0.3
32931	1	0.1
33055	1	0.1
33056	1	0.1
33076	1	0.1
33109	1	0.1
33150	1	0.1
33206	1	0.1
33305	1	0.1
33345	1	0.1
33411	1	0.1
33426	1	0.1
33435	1	0.1
33442	1	0.1
33458	1	0.1
33506	1	0.1
33570	1	0.1
33613	1	0.1
33614	1	0.1



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33763	1	0.1
33967	2	0.2
34275	1	0.1
34472	1	0.1
34479	1	0.1
34608	1	0.1
34744	1	0.1
34761	1	0.1
34952	1	0.1
34953	1	0.1
36330	1	0.1
39817	1	0.1
40065	1	0.1
43206	1	0.1
44112	1	0.1
45214	1	0.1
45231	1	0.1
46312	2	0.2
47403	1	0.1
48336	1	0.1
60606	1	0.1
63118	1	0.1
63119	1	0.1
70062	1	0.1
70116	1	0.1
70122	1	0.1
72204	1	0.1
76039	1	0.1
78266	1	0.1
89005	1	0.1
90008	1	0.1
90172	1	0.1
90292	1	0.1
92683	1	0.1
94542	1	0.1
98506	1	0.1