

Country Superfest Intercept Survey Report



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METHODOLOGY

Total Number of Completes: **412**
Margin of error for the entire sample: +/- **4.8%**
Population: **Adult Attendees at Country Superfest**



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Average Completed Interview Length – **2 minutes**

Field Dates for Survey – **June 14, 2014 to June 15, 2014**

The economic impact survey was conducted at the Country Superfest in downtown Jacksonville's EverBank Field. A total of 10 interviewers and 2 supervisors were used to conduct the intercept surveys. Each surveyor approached every other attendee; refusals were also tallied and factored to calculate the completion percentage of 78 percent.

To ensure a representative sample, the surveying was conducted from 11:30 a.m. – 6 p.m. on Saturday, June 14th, 2014 and Sunday, June 15th, 2014. Due to rounding, some percentages in the tables below may not equal 100 percent. For information on methodology, you may reach Dr. Michael Binder at (904) 620-1205.

The economic impact data listed below is based off of estimates from the percentage of surveyed adult visitors (outside of Duval County) that were at least somewhat influenced to come to Jacksonville because of Country Superfest. The PORL estimated the number of unique individual adult attendees to the event by comparing the percentage of one and two day attendees to the total number of event entrants. In addition to ticket purchasers, there was a small number of Fanfest attendees and tailgaters that did not purchase tickets, but came to Jacksonville for the event. Of the approximately 43,300 unique individual attendees, we estimated that approximately 27,400 visitors were at least somewhat influenced to visit Jacksonville as a result of the Florida Country Superfest. These unique attendee visitors from outside of Duval County contributed to an economic impact of approximately \$23.2 million. The \$23.2 million economic impact estimation was calculated by capturing the spending habits of this segment of the attendees.

To further put this economic impact estimation into perspective, these event goers averaged staying 2.2 nights in Jacksonville. Additionally, 78 percent of all visitors that spent at least one night in Jacksonville stayed in a hotel/motel for a total of approximately 17,000 room nights.

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 visitors and the overall impact that was based on a festival economic impact multiplier. Money injected into a local economy is like ripples in a pond: the initial splash spreads out across the city and provides benefit even to those who are not explicitly involved in the event.

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Economic Impact

	Unique Number of Attendees
Estimated Event Related Commercial Room Nights in Jacksonville	16,000
Average Length of Stay in Commercial Room	2.39
Average Visitor Party Size per Room	2.55
Estimated Number of Visitors Staying in Commercial Lodgings	17,000
Estimated Direct Expenditure ¹	\$14,500,000
Festival Event Multiplier	1.6
Estimated Total Economic Impact ²	\$23,200,000
Average Event Related ADR	\$125.9

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 festival event multiplier (1.6).

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Survey Results

Did you purchase a ticket to Country Superfest?

	N = 412
Ticket Holders	94%
Non Ticket Holders	6%

Are you a resident of Duval County?

	N = 412
Duval County Resident (includes Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin)	36%
Visitor	64%

How many nights in total do you plan to spend in the Jacksonville area on this trip? (Visitors that were at least somewhat influenced by Country Superfest to visit Jacksonville)

	N = 262
Mean	2.2
Median	2

What are your overnight accommodations? (Visitors that were at least somewhat influenced by Country Superfest to visit Jacksonville)

	N = 212
Hotel/Motel	78%
Private Home	17%
RV Park/Camping	5%
Renting Apartment or Condo	<1%
Other	<1%

How much is your hotel/motel room rate per night? (Visitors that were at least somewhat influenced by Country Superfest to visit Jacksonville)

	N = 164
Mean	\$125.9
Median	\$100



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

(Visitors that were at least somewhat influenced by Country Superfest to visit Jacksonville)

	N = 165
Mean	2.55
Median	2

What primary mode of transportation did you use to arrive in Jacksonville?

(Visitors that were at least somewhat influenced by Country Superfest to visit Jacksonville)

	N = 262
Personal Car	87%
Rental Car	2%
Airplane	6%
Public Transportation	1%
Recreational Vehicle	2%
Other	3%

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

(Visitors that were at least somewhat influenced by Country Superfest to visit Jacksonville)

	N = 262
Personal Car	81%
Rental Car	4%
Taxi	8%
Recreational Vehicle	1%
Bus/Skyway/Water Taxi/Public Transportation	1%
Other	5%

How much do you estimate that you will spend for yourself alone per day in Jacksonville specifically at Country Super Fest?

(Visitors that were at least somewhat influenced by Country Superfest to visit Jacksonville)

	N = 262
Mean	\$101

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 Country Superfest to visit Jacksonville)

	N = 262
Mean	\$68

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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 Country Superfest to visit Jacksonville)

	N = 262
Mean	\$21

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 Country Superfest to visit Jacksonville)

	N = 262
Mean	\$31

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 Country Superfest to visit Jacksonville)

	N = 262
Mean	\$2

Would you say that the Country Superfest event:

	N = 265
Was the main reason for your visit to Jacksonville	97%
Influenced your visit, but was not the main reason for your visit to Jacksonville	2%
Did not influence your decision to visit Jacksonville	1%

How many days “have you” or do you “plan to” attend Country Superfest?

	Visitors N = 249	Locals N = 136	Everybody N = 385
One Day	14%	19%	16%
Two Days	86%	81%	84%

Because of your experience at Country Superfest, how likely are you to come to Jacksonville’s downtown area again?

	Visitors N = 262	Locals N = 147	Everybody N = 409
Very Likely	57%	88%	68%
Somewhat Likely	31%	8%	23%
Somewhat Unlikely	7%	1%	5%
Very Unlikely	5%	3%	4%

What is your age?

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	N = 405
18 – 24	18%
25 – 44	50%
45 – 64	30%
65 – 80	2%
Above 80	<1%

Which category best describes your household's yearly income?

	N = 401
Less than \$23,000	9%
\$23,000 - \$35,000	11%
\$35,000 - \$65,000	28%
\$65,000 - \$95,000	22%
Above \$95,000	30%

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

	N = 411
Less than High School	2%
High School Graduate	17%
Some College	25%
College Graduate	40%
Graduate Degree	17%

Gender of the respondent

	N = 412
Male	31%
Female	69%

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