



# 2021 Economic Impact Report



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# **Jacksonville Jazz Festival 2021 Economic Impact Report**

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at the University of North Florida**

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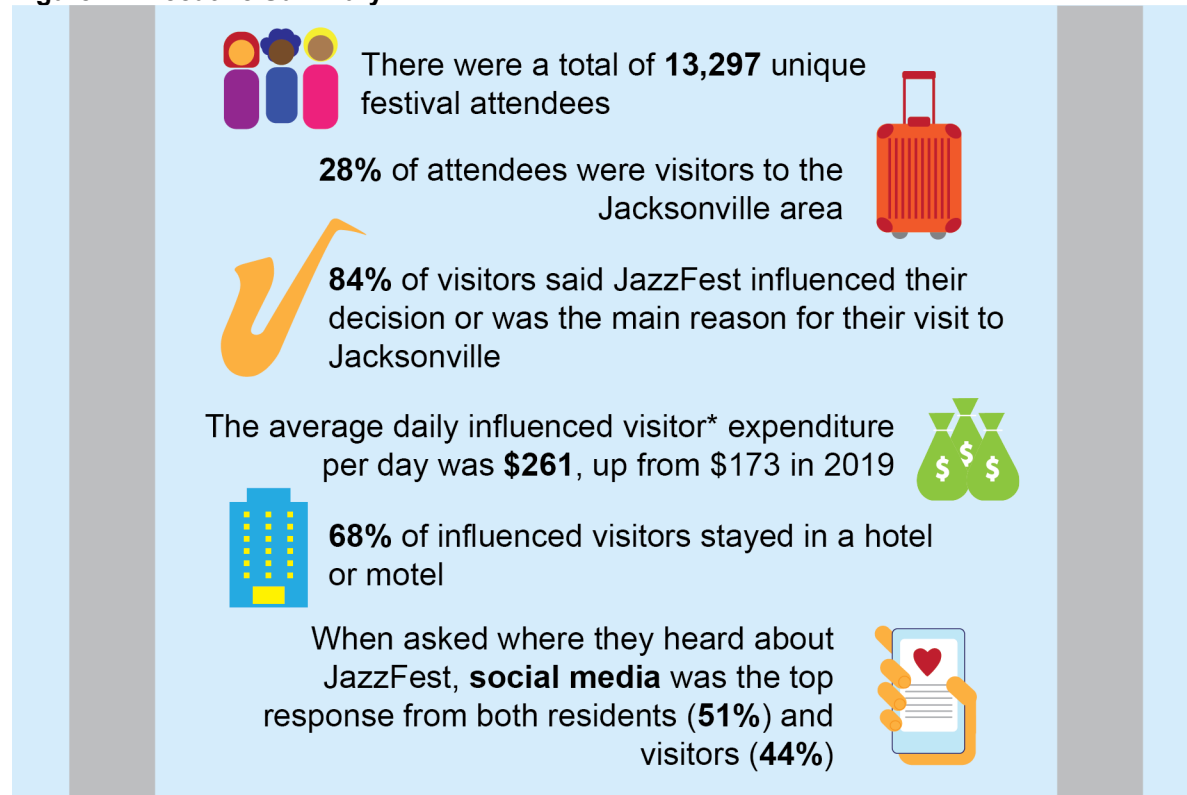
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## Introduction

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 2021 JazzFest was held from October 1 through October 3, featuring 25 performers, as well as local merchants, and food and beverage vendors. Unlike previous event years, when the festival was non-gated, the 2021 JazzFest had specified points of entry throughout the footprint.

The Public Opinion Research Lab (PORL) was first contracted by the City of Jacksonville to conduct an economic impact study at the 2014 JazzFest, repeating the study for the 2018, 2019 and 2021 festivals. The 2020 JazzFest, scheduled for May 22-24, was cancelled due to concerns about 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: **828**

Margin of error: **+/- 3.28**

Population: **Adult festival attendees**

Surveys conducted: **October 1-3, 2021**

### Study Purpose

PORL was contracted to conduct a study to evaluate the impact of the 2021 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 measure the number of unique festival attendees, both Jacksonville residents and visitors, and the dollar amount spent in the city as a direct result of 2021 JazzFest attendance.

## *Study Design*

### Intercept Survey

In order to measure economic impact, PORL conducted an in-person survey of festival attendees from Friday, October 1 through Sunday, October 3. Interviewers administered intercept surveys using Qualtrics' offline app via iPad. On Friday, eight interviewers conducted surveys, with ten interviewers each on Saturday and Sunday. 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.

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 828 surveys over all three festival days. The completion rate for this study was 69%.

PORL thought it likely 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.

### 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 four different counting methodologies.

The first method involved PORL interviewers counting attendees entering at each of the seven different festival entrance gates. Each interviewer was assigned a specific gate, where they would count every person entering through that gate during a fifteen-minute period. Large gates (designated 1, 3, 4, and 5) were counted every hour at scheduled times. Smaller gates (designated 2, 6, and 7) were counted once during the all-count, when all seven gates were counted simultaneously for a fifteen-minute period. Each of the entrances are marked on the festival map in Figure 2.

The counting schedule, shown in Table 2, was created based on event start and end times, and all-counts were scheduled for the hour when interviewer shifts overlapped. The all-counts for each day were intended to measure the people entering at each gate as a proportion of the total entrances during that 15-minute period. Using these proportions, rate of entrance was then calculated for each of the seven gates throughout the day.

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. In order 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.

The second method used aerial drone photography to count the number of attendees at each of the two stages during the headlining act on each day. Still photos were taken at the start of each headlining act, when it was reasonable to assume the crowd was at its peak. These 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.

Survey respondents were asked whether they planned on staying for either of the headliners each night. The number of people in each crowd was then increased by the proportion of respondents who said they planned on staying, 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.

The third method used the total counts provided by the Jacksonville Fire and Rescue Division (JFRD). In addition to PORL interviewers, counts were also conducted by JFRD at each gate measuring the total number of individuals entering and exiting. This count was intended to measure the number of individuals inside at any given time, but not the number of *unique* attendees. To address this issue, the total for each day was again reduced by the mean number of exits/re-entries per day.



**Figure 2. Festival Map**



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 (gate count, JFRD count, and drone count) by the mean number of attendance days indicated by survey respondents.

The fourth and final counting method incorporated cell phone location data collected by Placer.ai, a private location and foot traffic analytics company. 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 inside the designated footprint for at least five minutes, at any time during the three-day festival period. More information about this counting methodology can be found on the [Placer.ai website](https://www.placer.ai/).

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

<b>Table 1. Interviewer Shifts</b>	
Day/Shift	# of Interviewers
Friday, Oct. 1	
3-7:00 PM	4
6-10:00 PM	4
Saturday, Oct. 2	
2-6:30 PM	4
4-8:00 PM	2
5:30-10:00 PM	4
Sunday, Oct. 3	
2-6:00 PM	4
4-8:00 PM	2
5-9:00 PM	4
Festival Total	28

<b>Table 2. Counting Schedule</b>			
Gate	Location	Hourly Count	All-Count
1	Hogan St.	X	X
2	VyStar Building		X
3	Laura St.	X	X
4	Ocean St.	X	X
5	Bay/Market St.	X	X
6	Newman St./Hyatt		X
7	Boat Dock		X

### *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 gate counts conducted by PORL interviewers had the benefit of being designed specifically to find the rate of entry at each gate during a defined interval, enabling us to calculate the estimated proportions of entry, and thus the number of unique attendees. However, this count heavily relies upon a few assumptions. First, since the small gates were only counted once per day during the all-count, we rely on the assumption that the entrance proportions calculated for the smaller gates remain roughly the same throughout the day. This method also 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.

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. This presented a problem at Gate 6 in particular, located between the Groovin' and Swingin' stages near the Hyatt Hotel. Upon observing the counts at this gate, it became evident that attendees going between the stages were intermingling with those entering the footprint for the first time, likely inflating the total count entering that gate throughout the day. Additionally, like the PORL counting method, we relied upon accurate reporting of re-entry and multiple-day attendance by survey respondents to adjust JFRD's gate counts.

The drone count method also relied on accurate survey data, this time about the percentage of people who indicated they would stay for the headlining acts. We believe the accuracy of this proportion is likely greater in surveys conducted during the evening hours, closest to the performance times of the headliners. Finally, the lighting created a challenge for drone photos, as the headlining acts performed after dark. While stage lighting was adequate for aerial photography in most cases, the differences in lighting programs between acts, as well as variation in crowd sizes, necessitated taking photos from different angles and heights each night. While this did not necessarily affect the count accuracy, it would have been ideal to have a standard height and angle from which all photos were taken.

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

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

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

<sup>2</sup> 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.

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



**Figure 3. Influenced Visitor Expenditure and Total Impact, 2018-2021**

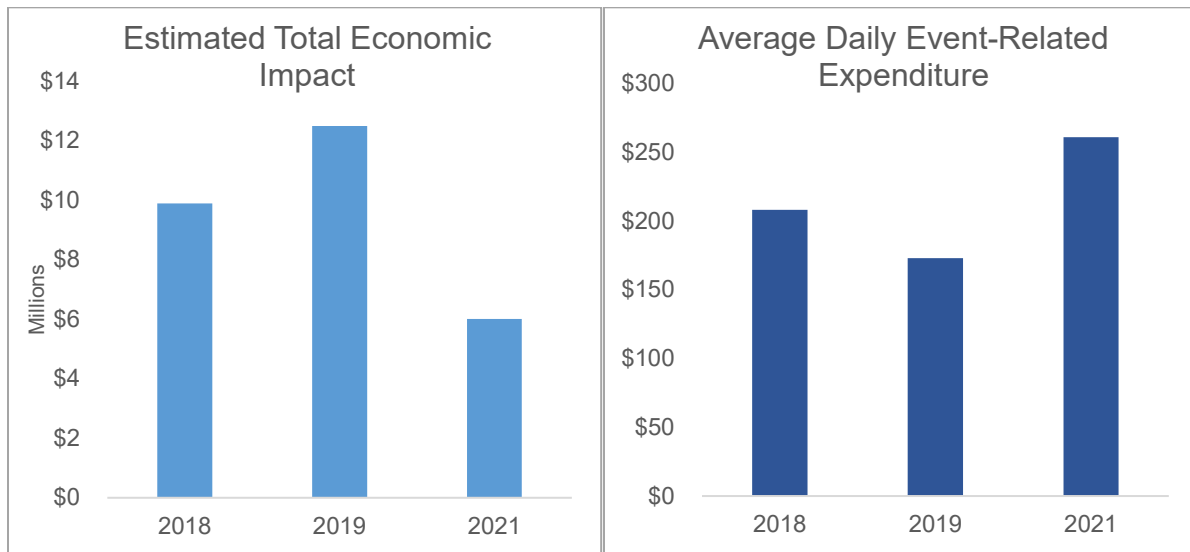
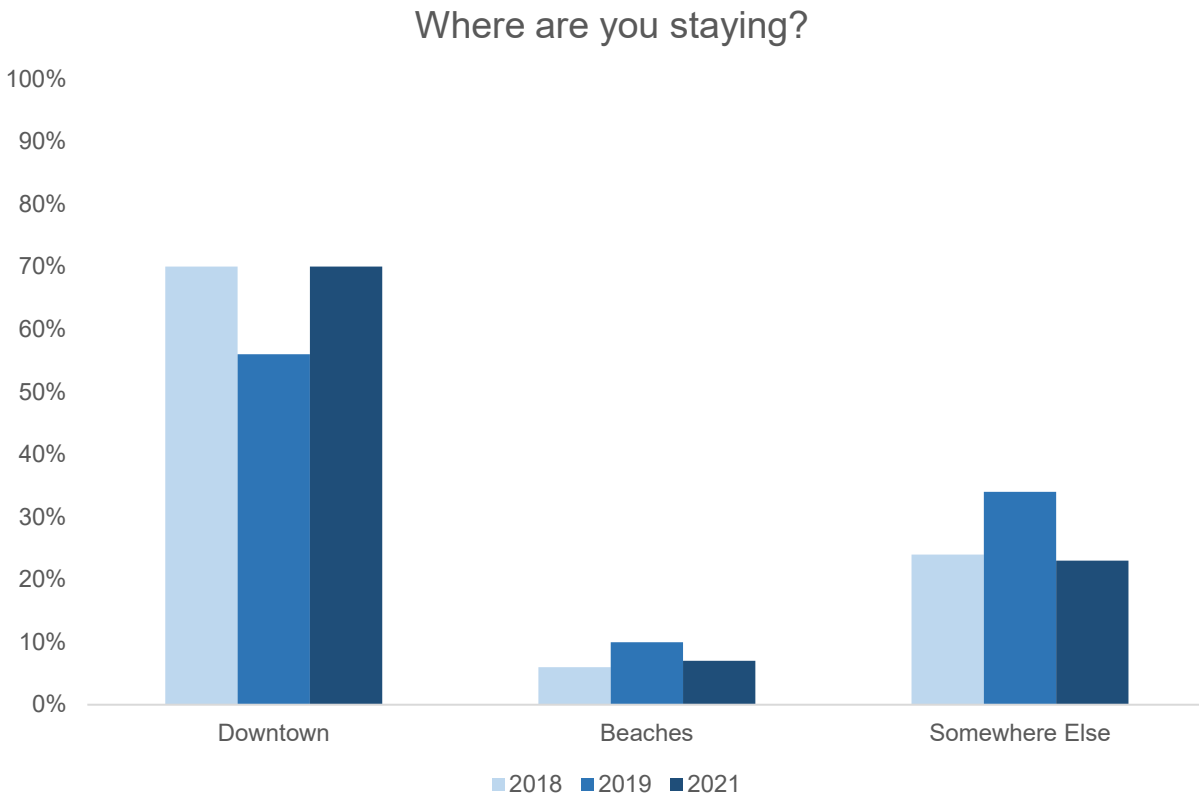


Table 3 and Figure 3 above illustrate the estimated economic impact of the 2021 Jacksonville Jazz Festival, as compared to the 2018 and 2019 festivals. There are a few important factors to consider when interpreting these figures. The COVID-19 pandemic very likely impacted festival attendance in multiple ways, the most obvious being that people are generally less likely to attend crowded events. In addition, the 2021 event was held in October, rather than its usual time during Memorial Day weekend, likely further reducing attendance and shortening the length of stay from visitors. Finally, the cancellation of the 2020 festival due to COVID-19 concerns may have caused some prospective attendees to believe this year's festival had also been cancelled, rather than just postponed. These factors likely affected visitors especially, as travel has become more difficult as a result of the pandemic.

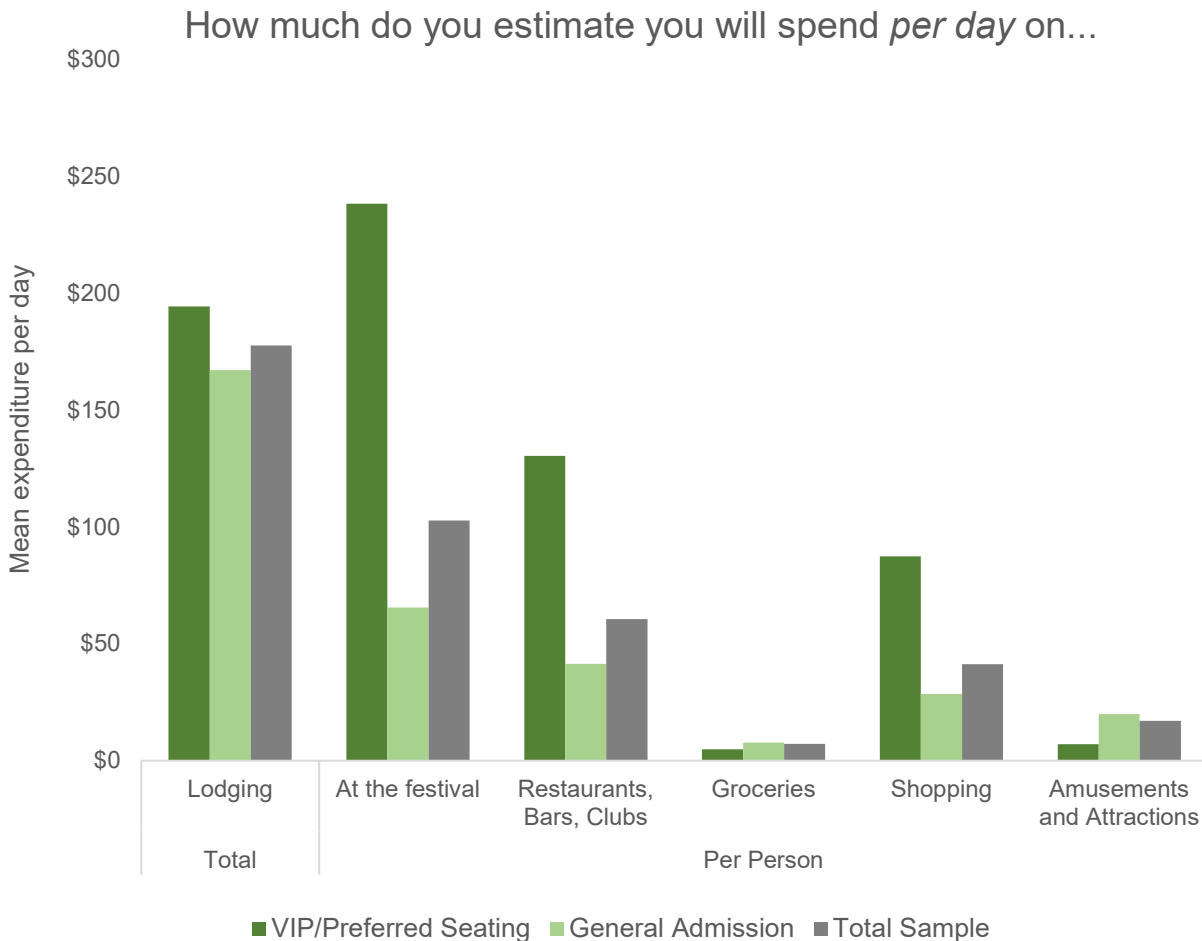
With this in mind, it is unsurprising that festival attendance, average length of stay, and thus overall economic impact, are significantly lower than previous years. The average daily event-related expenditure per adult, however, increased to \$261 in 2021, up from \$208 in 2018 and \$173 in 2019. This 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, 2018-2021**



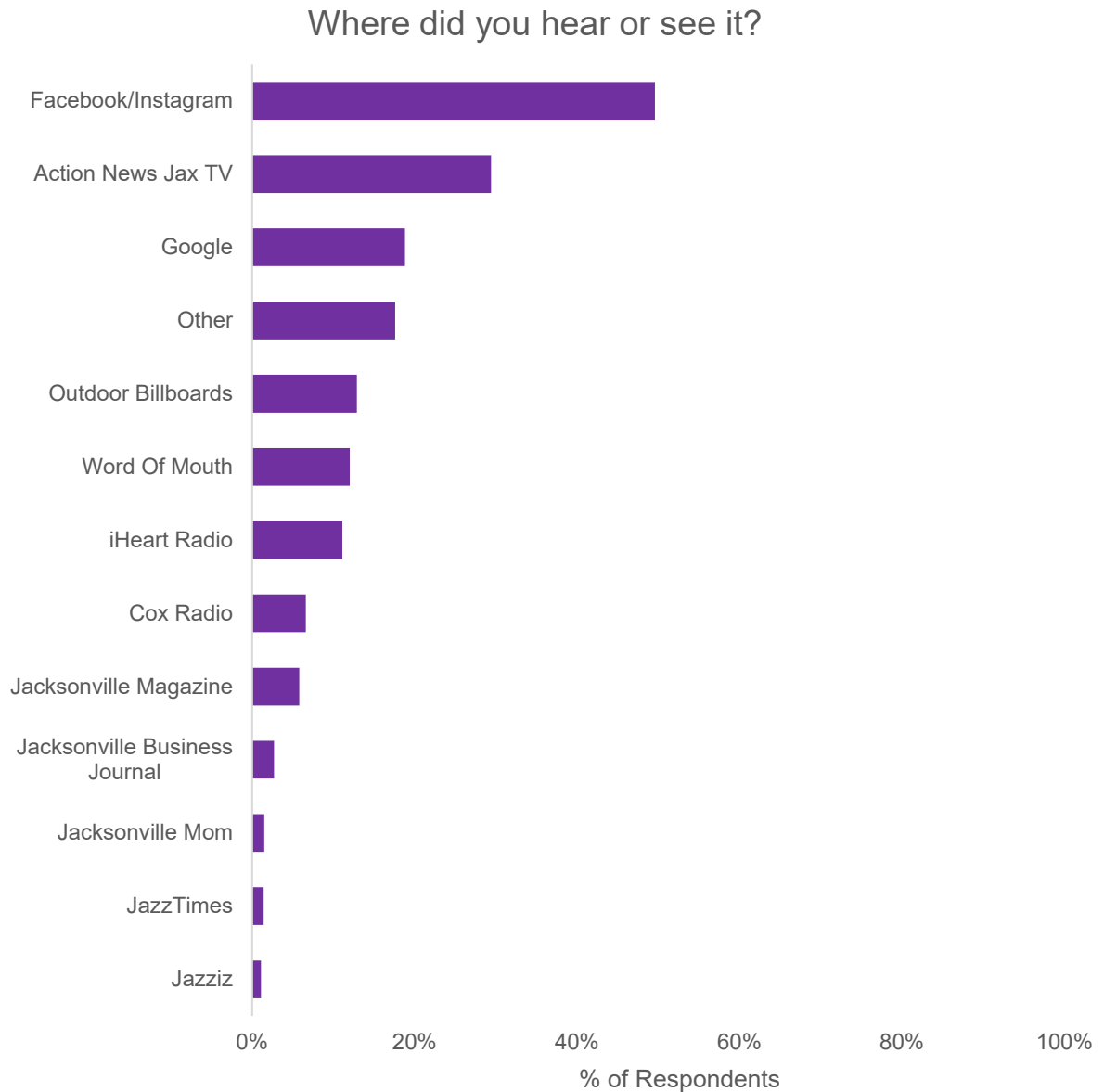
Visiting survey respondents who reported staying overnight in a hotel or Airbnb were then asked what side of town they were staying in. The breakdown of responses from influenced visitors is illustrated in Figure 4 above. Most respondents reported staying downtown in all three project years, increasing in from 56% in 2019 to 71% in 2021. Six percent said they were staying at the beaches, with 23% staying somewhere else in Jacksonville.

**Figure 5. Daily Spending by VIP/Non-VIP, 2021**



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. In all categories, VIP and Preferred Seating attendees spent more than the general admission attendees, most notably at the festival itself. In this category, VIPs spent an average of \$238.17 per person, per day, compared to \$65.53 for general admission. The only categories in which the general admission attendees outspent the VIPs were in groceries (\$7.77 for general admission) and amusements and attractions (\$19.86).

**Figure 6. Advertising Media, 2021**



All respondents were asked whether they had seen or heard an advertisement for JazzFest in the past few months, to which 81% said they had. Of those respondents, 50% said they saw the advertisement on Facebook or Instagram, followed by Action News Jax with 29%. The “word of mouth” category, with 12%, was created due to a large number of write-ins in the “other” category. Additional responses in the “other” category included email, Jacksonville Jazz Society, and previous experience.

## Survey Results

### Are you a resident of Duval County?

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

\*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
Mean	2.36	2.15	1.91
Median	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
Hotel/Motel	60%	58%	68%
Private Home	28%	31%	23%
RV/Camping	4%	0%	1%
Renting Apartment/Condo	1%	1%	-
AirBnB	2%	4%	6%
Other	4%	7%	1%

### 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
Mean	2.12	2.25	2.18
Median	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
Mean	\$153	\$131	\$174
Median	\$145	\$125	\$170

**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
Downtown	70%	56%	69%
Beaches	6%	10%	7%
Somewhere Else	24%	34%	23%

**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
Mean	0.43	0.30	0.44
Median	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
Personal Car	81%	82%	89%
Rental Car	5%	4%	1%
Airplane	10%	9%	6%
Train	0%	0%	-
Public Transportation	1%	4%	3%
Recreational Vehicle	3%	0%	1%
Other	0%	<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
Personal Car	73%	75%	84%
Rental Car	9%	6%	4%
Taxi/Uber	4%	4%	2%
Recreational Vehicle	1%	0%	-
Public Transportation	5%	6%	3%
Walking	-	8%	7%
Other	8%	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
Mean	\$72	\$76	\$115
Median	\$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
Mean	\$60	\$56	\$66
Median	\$50	\$35	\$33

**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
Mean	\$15	\$9	\$7
Median	\$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
Mean	\$33	\$30	\$41
Median	\$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
Mean	\$9	\$4	\$13
Median	\$0	\$0	\$0

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

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

**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
Very Likely	84%	85%	88%
Somewhat Likely	12%	10%	7%
Somewhat Unlikely	2%	2%	3%
Very Unlikely	2%	2%	2%

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

	2021 n=828
Yes	81%
No	20%

\*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
Action News Jax TV	-	-	24%
Facebook/Instagram	10%	18%	38%
Google	-	-	15%
Jacksonville Business Journal	1%	3%	2%
Jacksonville Magazine	-	-	5%
Jacksonville Mom	-	-	1%
Jazziz	2%	-	1%
JazzTimes	5%	-	1%
Outdoor Billboards	1%	1%	10%
Cox Radio	-	-	5%
iHeartRadio	-	-	9%
Word of Mouth/Friends & Family	23%	36%	10%
Other	27%	39%	14%

\* 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
No	92%	91%	83%
Experience Jazz VIP Package (3-day)	5%	6%	8%
Friday Discover Jazz VIP Package (1-day)	1%	1%	1%
Friday Preferred Seating (1-day)	-	-	2%
Saturday Discover Jazz VIP Package (1-day)	1%	1%	2%
Saturday Preferred Seating (1-day)	-	-	2%
Sunday Discover Jazz VIP Package (1-day)	1%	1%	1%
Sunday Preferred Seating (1-day)	-	-	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=232	Duval Residents n=596	Total Sample n=828
Friday	46%	41%	43%
Saturday	75%	64%	67%
Sunday	71%	67%	68%

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

**Do you plan to stay and see Friday's headliners, Lalah Hathaway and Najee? (Friday Only)**

	Visitors n=101	Duval Residents n=234	Total Sample n=335
Yes	83%	71%	75%
No	17%	29%	25%

**Do you plan to stay and see Saturday's headliners, Sheila E. and Special EFX All Stars? (Saturday Only)**

	Visitors n=173	Duval Residents n=377	Total Sample n=550
Yes	78%	71%	73%
No	22%	29%	27%

**Do you plan to stay and see Sunday's headliners, Kenny "Babyface" Edmonds and Stanley Clarke? (Sunday Only)**

	Visitors n=159	Duval Residents n=388	Total Sample n=547
Yes	78%	79%	78%
No	22%	22%	22%

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

	Visitors n=232	Duval Residents n=596	Total Sample n=828
Mean	0.79	0.54	0.59
Median	0.00	0.00	0.00

**What is your age?**

	n=828
18 – 24	7%
25 – 44	33%
45 – 64	44%
65 and above	15%

**Which category best describes your household's yearly income?**

	n=828
Less than \$25,000	8%
\$25,000 - \$50,000	17%
\$50,000 - \$75,000	25%
\$75,000 - \$100,000	20%
Above \$100,000	29%



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

	n=828
Less than High School	2%
High School Graduate	13%
Some College	25%
College Graduate	37%
Graduate Degree	23%

**Sex of the respondent [Interviewer Identify]**

	n=828
Male	47%
Female	53%

## 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. Facebook/Instagram (Vol. Twitter)
3. Google
4. Jacksonville Business Journal
5. Jacksonville Magazine
6. Jacksonville Mom
7. Jazziz
8. JazzTimes
9. Outdoor Billboards
10. Radio
11. Something else
12. (Vol. Word of Mouth)

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

1. Cox Radio- HOT 99.5, WOKV 104.5, Easy 102.9 and WAPE 95.1
2. iHeart Radio- V101.5, 93.3 THE BEAT, 106.9 RUMBA
3. 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, Lalah Hathaway and Najee?

[IF DAYS = 2] SATURDAY. Do you plan to stay and see Saturday's headliner, Sheila E. and Special EFX All Stars?

[IF DAYS = 3] SUNDAY. Do you plan to stay and see Sunday's Kenny "Babyface" Edmonds and Stanley Clarke?

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

1. Yes
2. No

**EXITa. [IF EXIT = 1]** How 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
07040	0.1
08046	0.1
08691	0.1
11412	0.1
14215	0.1
14221	0.1
14568	0.1
15235	0.1
17401	0.1
19002	0.1
19054	0.1
20623	0.1
21229	0.1
23466	0.1
23666	0.1
23803	0.1
27513	0.1
27529	0.1
27707	0.1
28027	0.1
28120	0.1
28286	0.1
29003	0.1
29036	0.1
29045	0.1
29212	0.1
29486	0.1
29505	0.1
29605	0.1
30013	0.1
30032	0.1
30041	0.1
30094	0.1
30228	0.1
30253	0.1
30288	0.1
30349	0.1
30815	0.1
31047	0.1
31061	0.1

Zip Code	Percent
31204	0.1
31206	0.1
31312	0.2
31322	0.2
31404	0.1
31411	0.1
31501	0.1
31516	0.1
31520	0.1
31525	0.4
31533	0.1
31546	0.1
31548	0.6
31558	0.2
31568	0.1
31602	0.2
31636	0.1
31709	0.1
31907	0.1
32003	0.4
32005	0.2
32011	0.2
32033	0.1
32034	0.5
32043	0.7
32049	0.1
32065	1.7
32068	0.5
32069	0.1
32073	1.4
32080	0.1
32081	0.4
32082	0.8
32084	0.1
32085	0.2
32086	0.5
32091	0.2
32092	0.1
32095	0.1
32097	0.5



Zip Code	Percent
32125	0.1
32131	0.1
32135	0.1
32137	0.4
32145	0.1
32164	0.2
32168	0.2
32176	0.1
32177	0.1
32201	0.1
32202	3.1
32203	0.4
32204	2.7
32205	3.1
32206	3.6
32207	3.5
32208	3.1
32209	3.1
32210	4.7
32211	1.9
32212	0.2
32215	0.1
32216	2.5
32217	2.2
32218	4.0
32219	0.8
32220	0.2
32221	1.9
32222	0.8
32223	2.5
32224	1.8
32225	3.1
32226	0.8
32227	0.1
32233	1.0
32244	2.3
32246	2.7
32250	1.4
32251	0.1
32254	1.1
32256	3.0
32257	1.8

Zip Code	Percent
32258	2.3
32259	1.4
32265	0.1
32266	0.1
32277	2.5
32301	0.1
32305	0.1
32344	0.1
32442	0.1
32503	0.1
32505	0.1
32608	0.2
32641	0.1
32701	0.1
32708	0.1
32763	0.1
32765	0.1
32771	0.1
32778	0.1
32792	0.1
32825	0.1
32826	0.1
32952	0.1
33023	0.1
33028	0.1
33244	0.1
33331	0.1
33404	0.1
33432	0.1
33455	0.1
33487	0.1
33594	0.1
33607	0.1
33647	0.1
33675	0.1
33713	0.1
33936	0.1
33971	0.1
34110	0.1
34481	0.2
34654	0.1
34743	0.1

Zip Code	Percent
34746	0.1
34747	0.1
34769	0.1
34787	0.2
34952	0.2
34953	0.1
34982	0.1
35146	0.1
35281	0.1
43219	0.1
44310	0.2
44507	0.1

Zip Code	Percent
54603	0.2
54768	0.1
60083	0.1
63146	0.1
64030	0.2
66221	0.1
70714	0.1
75241	0.1
77070	0.1
87547	0.2
92880	0.1
95834	0.1

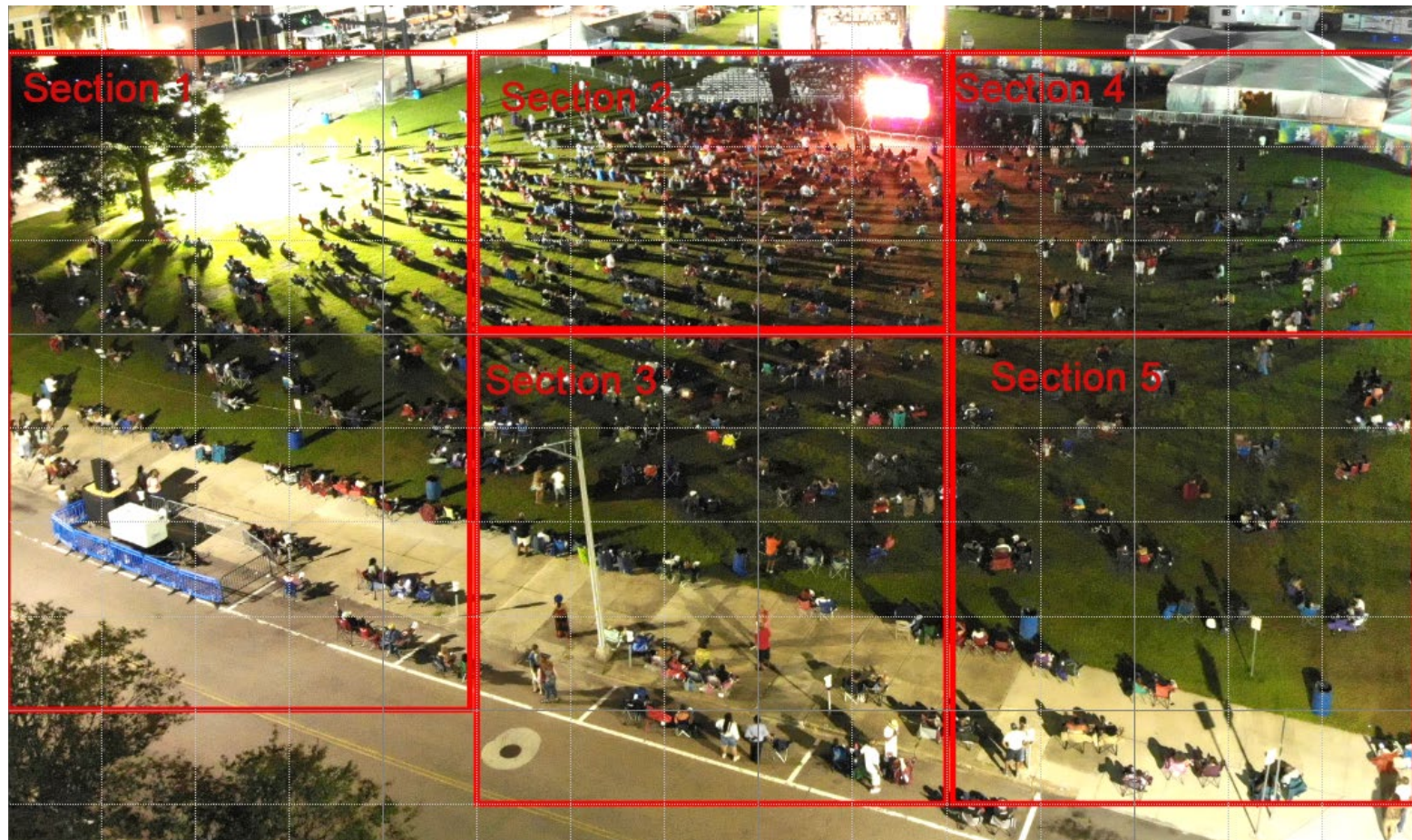
Non-U.S. Country	Percent
England	0.2

## Appendix C. Drone Photos

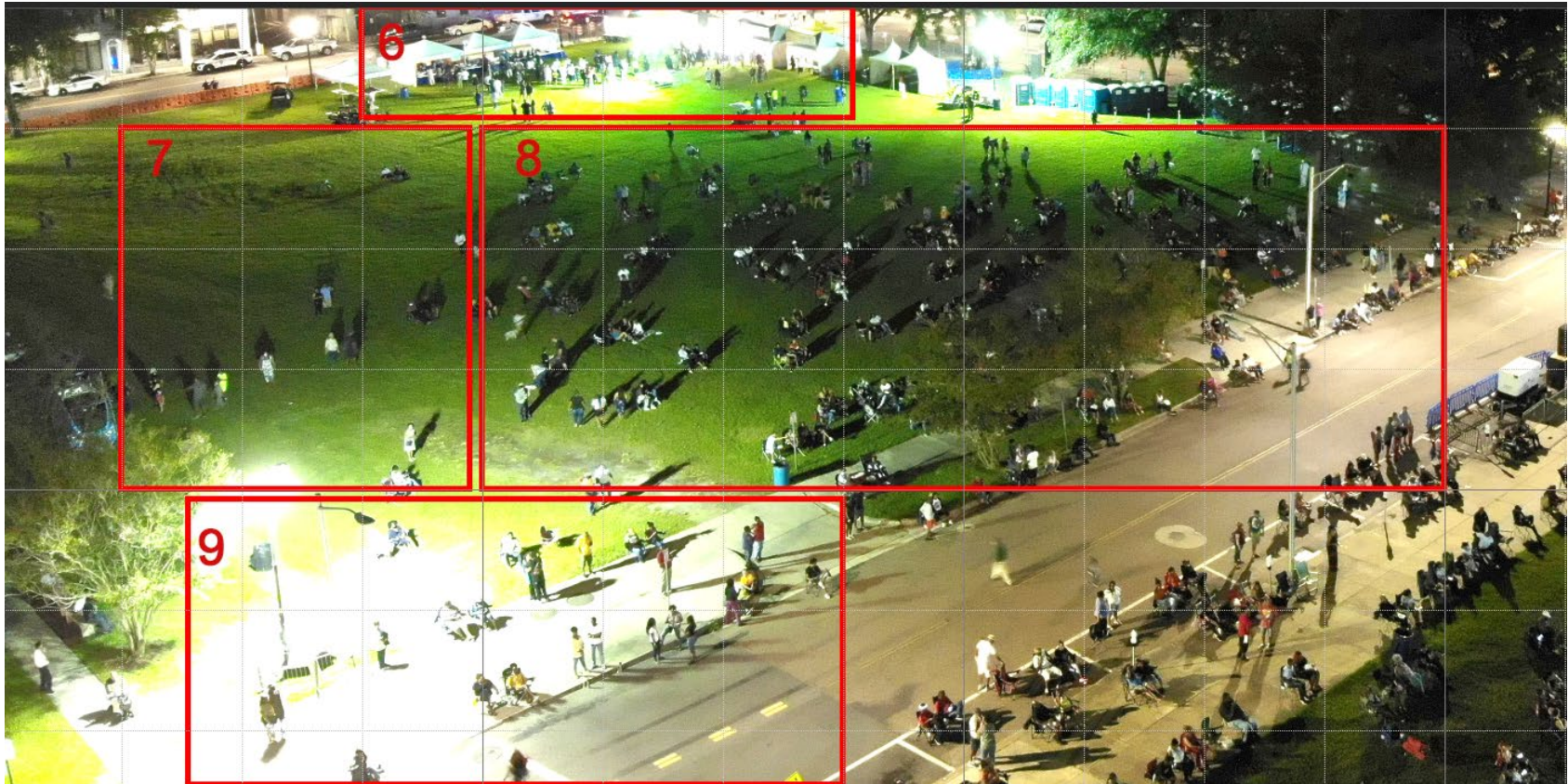
Friday, Oct. 1

9:30 PM

Groovin' Stage

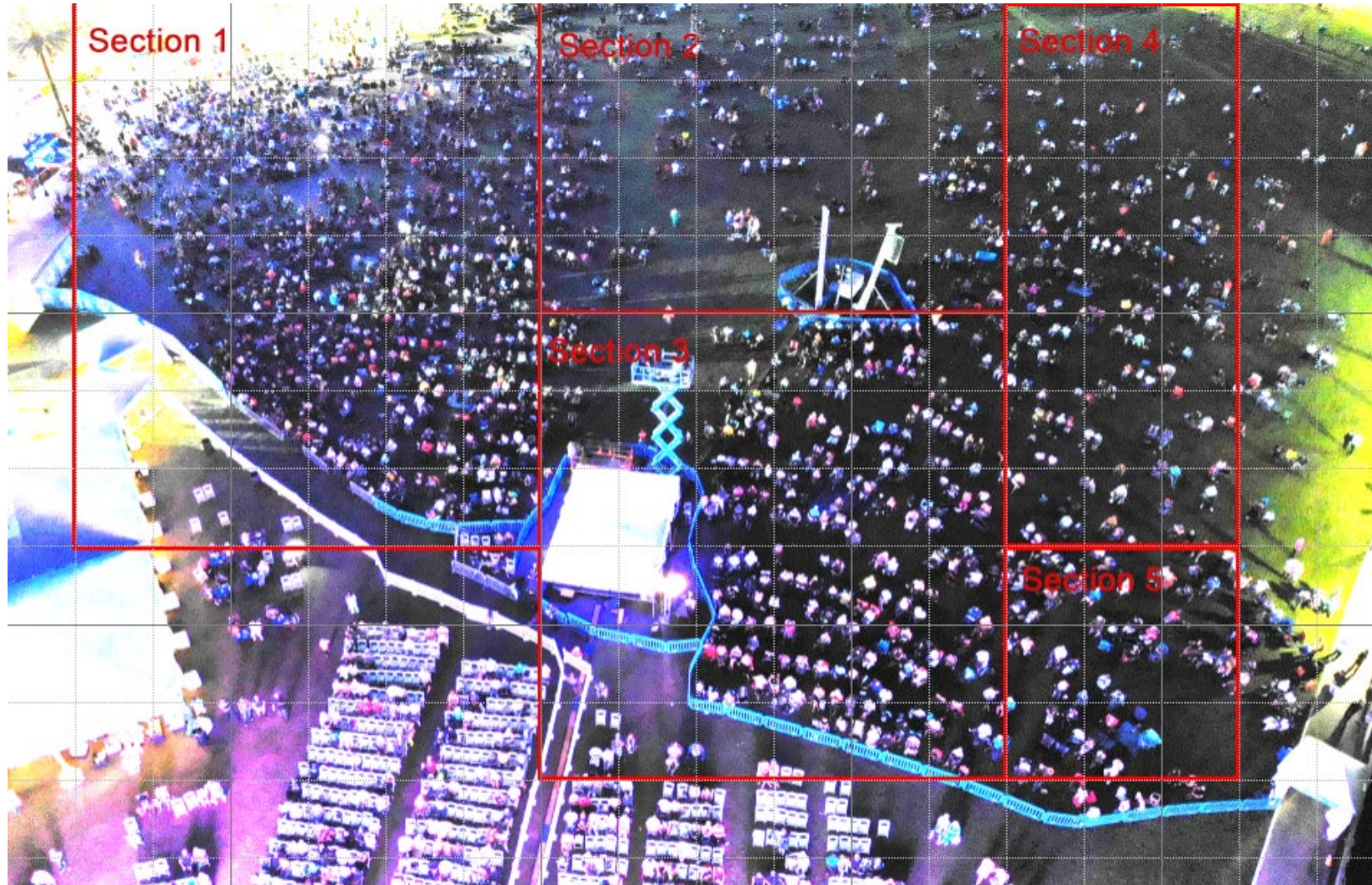








9:50 PM  
Swingin' Stage

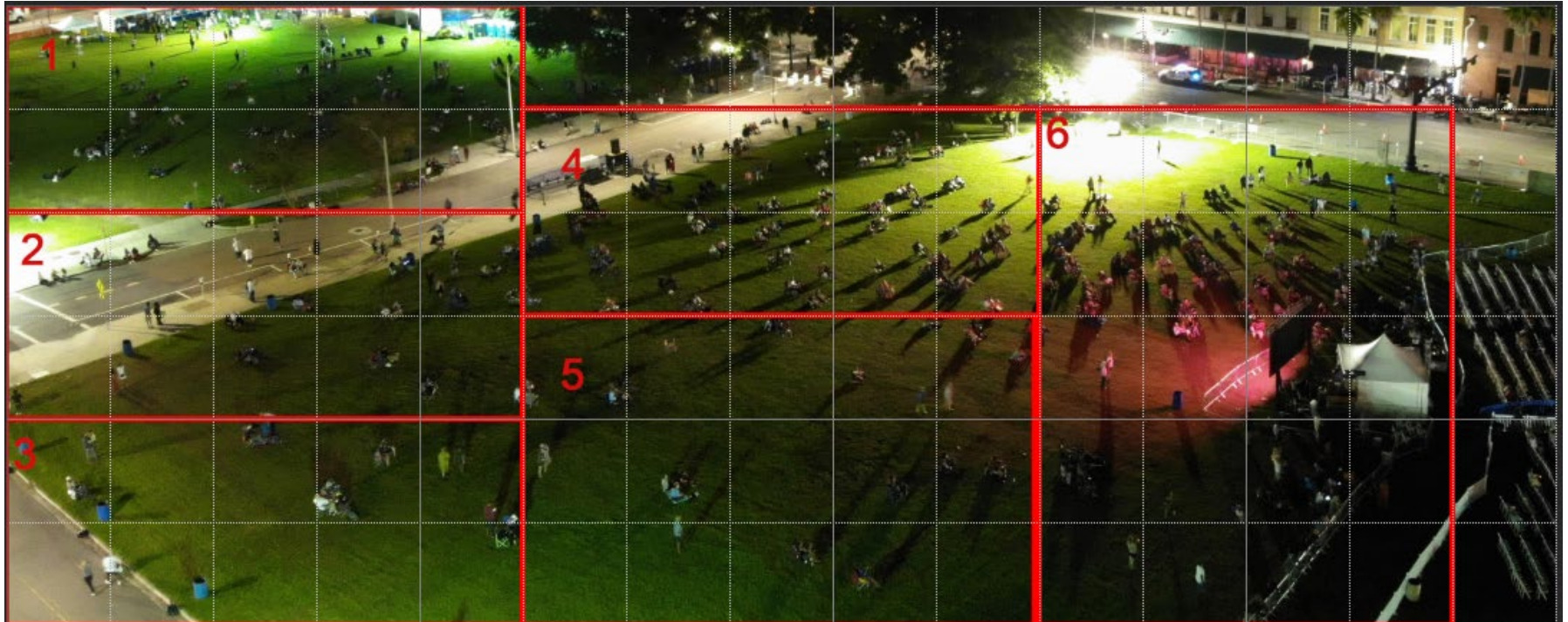




**Saturday, Oct. 2**

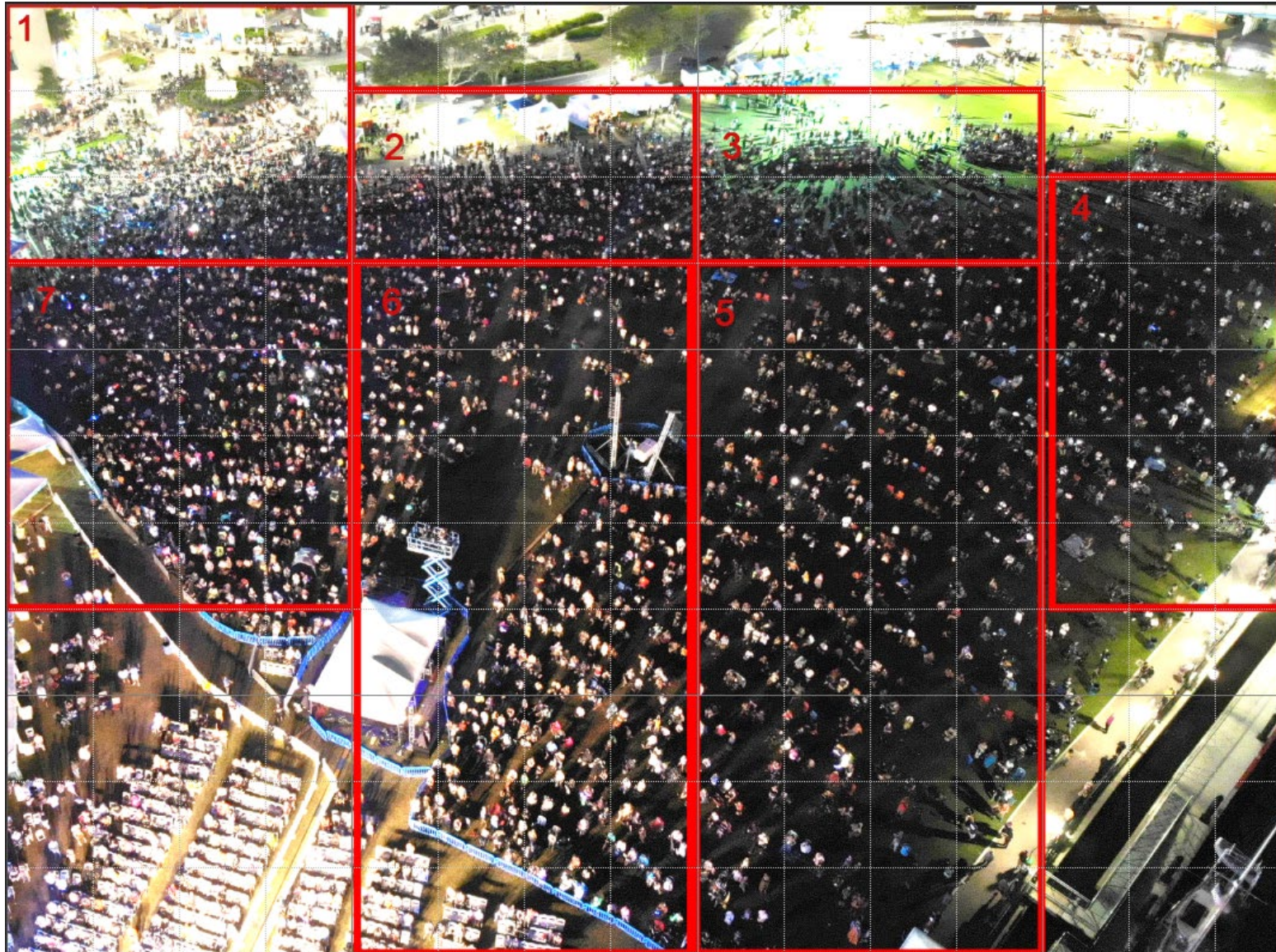
9:25 PM

Groovin' Stage





9:40 PM  
Swingin' Stage





**Sunday, Oct. 3**  
8:25 PM  
Groovin' Stage





8:45 PM  
Swingin' Stage

