



2019 Duval County
Arts and Culture Survey

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INTRODUCTION

Duval county is situated in Northeast Florida and is home to 950,181 residents who welcome more than 20 million visitors annually. A portion of the \$1.46 billion tourist development tax generated each year by related overnight stays is overseen by the Tourist Development Council (TDC). The TDC contracted this report with the Public Opinion Research Lab (PORL) at the University of North Florida (UNF) to investigate tourists' awareness and satisfaction of Jacksonville's arts and culture assets. The conclusions and opinions expressed in this report are those of the Public Opinion Research Lab and do not necessarily represent those of the Duval County Tourist Development Council, or any agency of the City of Jacksonville, State or Federal Government.

EXECUTIVE SUMMARY

Recent studies by Longwood and Destination MAP reported that tourists rated arts, culture, and historical attractions in Duval County below average. This report was commissioned to analyze visitor awareness and satisfaction of arts, cultural, and historical attractions in Duval. The goal of this project was to provide insights to understand whether the initial satisfaction ratings were due to a lack of awareness of the local historical and cultural attractions, because of the experience of tourists who visited the attractions, a combination of these factors, or whether the initial data was inaccurate.

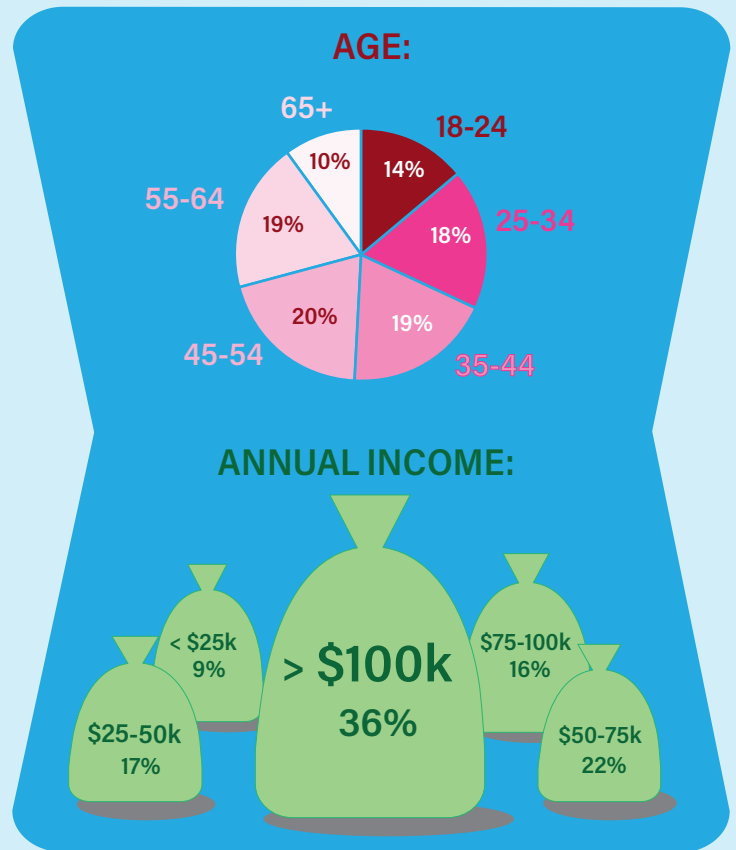
This research illustrates several key findings about the types of people coming to Jacksonville, their familiarity with attractions in the city, as well as what they are looking for when they travel. Overall, 74 percent of respondents stated they always, usually, or sometimes seek out arts, historical, and cultural attractions when they travel. The remaining 26 percent rarely engage with these types of attractions. Specifically, music is the attraction respondents seek out most when travelling, at 18 percent. Music was immediately followed by museums, history, art, and sports. This data highlights that travelers to Duval County have an appetite for arts, cultural, and historical attractions.

The most consequential finding in this report based on the aims of the project are the awareness and satisfaction levels of the arts, cultural, and historical attractions in Duval County. In contrast with the results of the Longwood and Destination MAP reports, our study shows that visitors have high levels of satisfaction for Duval's cultural holdings. Over 70 percent of respondents who had visited an attraction stated they were "Very Satisfied" with each of the 31 attractions listed in the survey. While the satisfaction rates are comparably high, tourist awareness levels for arts, cultural, and historical attractions is low. It should be noted that in this survey, only respondents who had been to each attraction were asked about satisfaction level.

To understand the awareness levels, another key finding must be considered. This study revealed that visitors to Duval that live in one of the four surrounding counties (local visitors), have awareness levels almost identical to Duval residents. Visitors originating from one of four contiguous counties had an average awareness of 46 percent for Duval's arts and cultural attractions, compared to 17 percent for visitors originating from elsewhere (non-local visitors). Similarly, Duval residents had an average awareness of 51 percent. Duval attractions outside the sphere of arts, culture, and history, such as the beaches and TIAA Bank Field (Jaguar's Stadium) have the highest levels of awareness for visitors and Duval residents alike. Attractions within this sphere, like museums, have a much lower level of awareness from non-local visitors. This leads to the possible conclusion that visitors in initial studies had low satisfaction rates with attractions in Duval County because they were unfamiliar with the cultural and historical offerings.

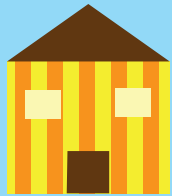
Respondent PROFILE

53% of respondents were female



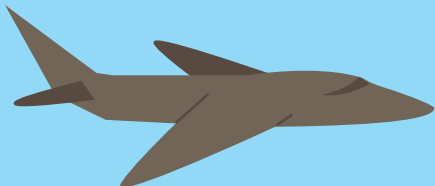
47% of respondents were male

48% of visitors were here for vacation or leisure

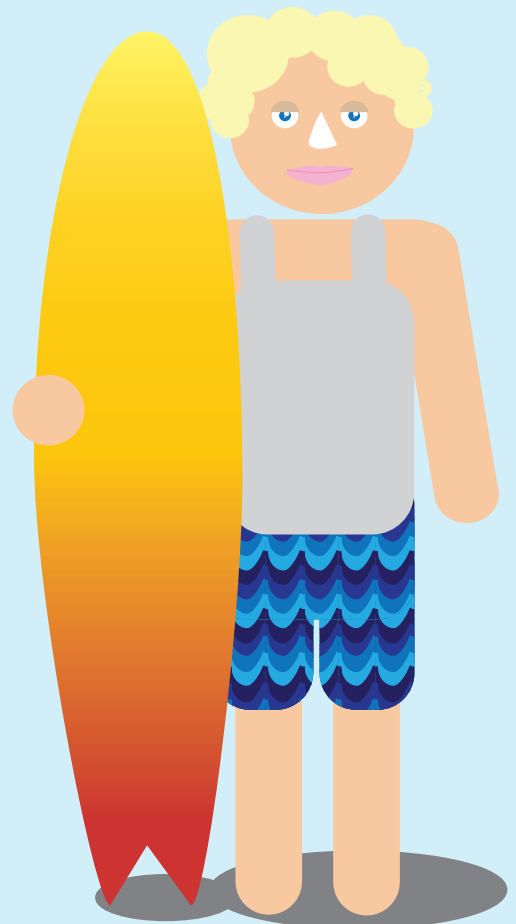


62% of non-local visitors stayed in a hotel or AirBnB

42% of international visitors came from Europe



34% of non-local visitors flew here



SUMMARY OF FINDINGS

Figure 1. When you are traveling, how often do you seek out museums, historical places or arts and cultural events?

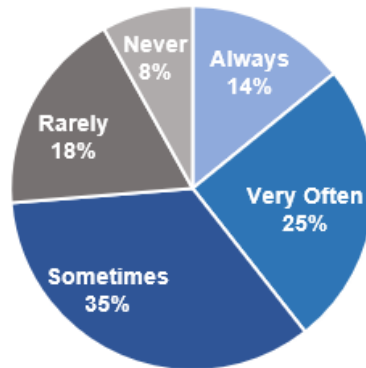
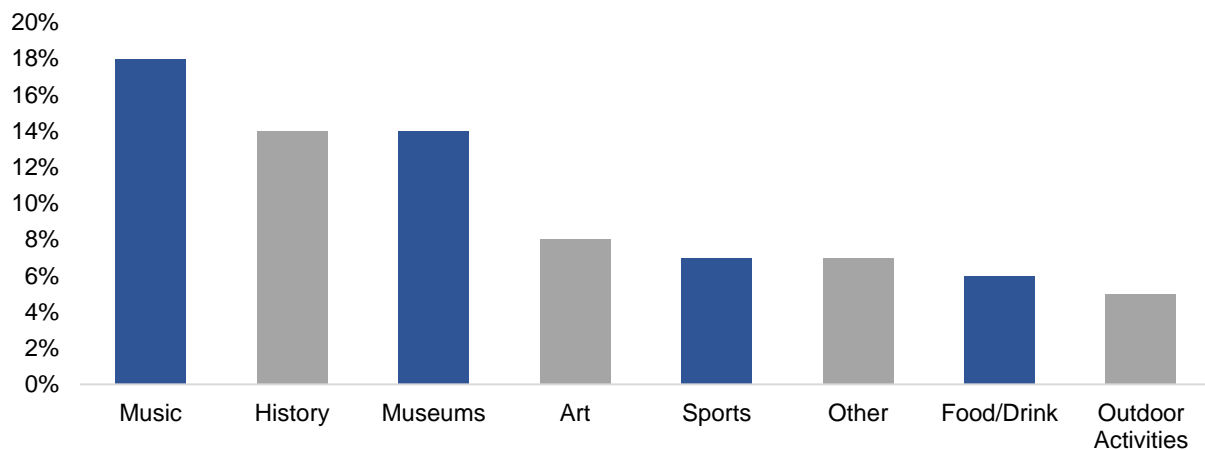


Figure 1 shows the breakdown for how often respondents seek out museums, historical places, or arts and cultural events when they travel. This question was asked of all respondents, regardless of whether they were a visitor or a resident. Because there was a negligible difference between residents and visitors, this graph shows the total sample. The majority of respondents indicated that are likely to seek out cultural and historical attractions that they are made aware of, at 74%. The remaining 26% rarely or never engage with cultural events or activities.

Figure 2. Most Sought After Travel Activities



Subsequently, respondents were asked a free response question regarding what specific types of activities they look for when they seek out historical or cultural activities. Figure 2 illustrates the top 8 most popular activities listed by respondents. Like the previous chart, this graph is reflective of the entire sample. Music was the most popular response at 18% for the total sample. This was followed by museums (14%), history (14%), art (8%), sports (7%), other (7%), food/drink (6%), and outdoor activities (5%). According to the data, attractions in the top three categories of music, history and museums have low awareness rates, but high satisfaction for those who have been to them. This presents an opportunity to advertise specific attractions such as MOCA, MOSH and the Cummer that have high satisfaction rates, but low levels of non-local visitor awareness.

Figure 3a. Top 5 Attractions in Awareness

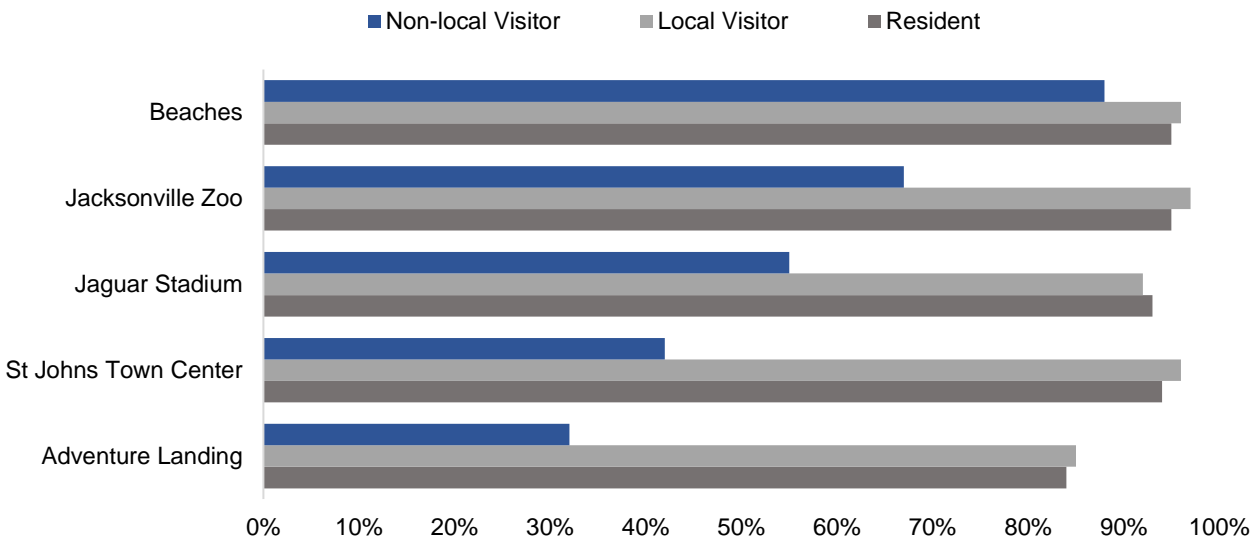
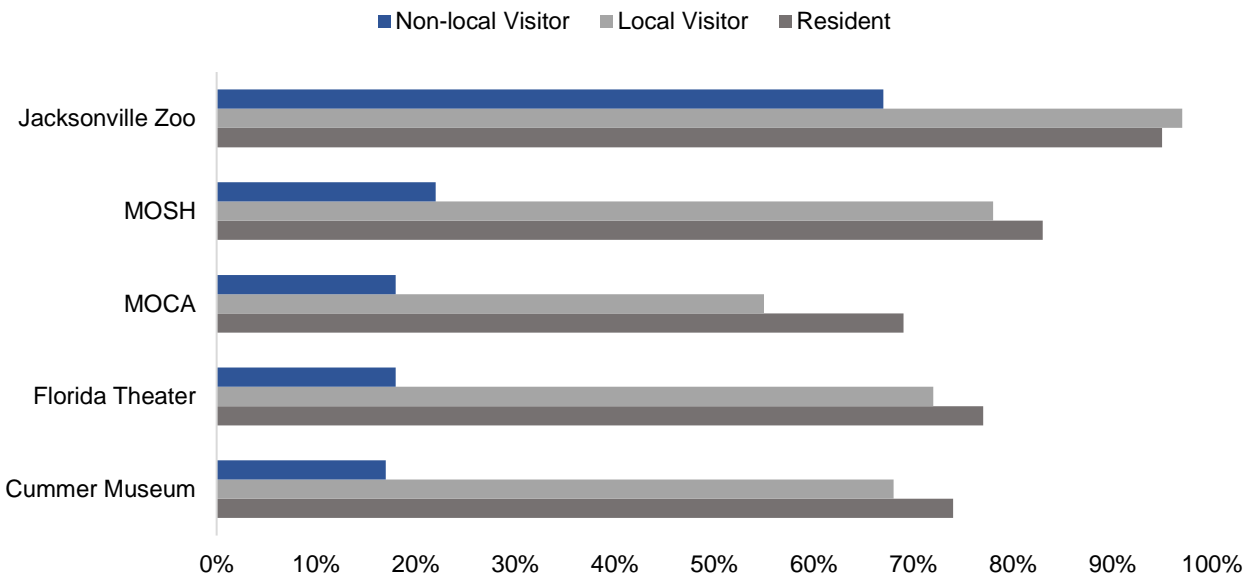


Figure 3b. Top 5 Arts and Cultural Attractions in Awareness



Figures 3a and 3b rank the five tourist attractions in Duval with the highest levels of awareness, and the five arts and cultural attractions with the highest levels of awareness, respectively. Respondents were asked about 31 different attractions in Duval County. With the exception of the Jacksonville Zoo, no other arts and cultural attractions are in the top 5 highest levels of awareness. Again excluding the Zoo, no arts and cultural attractions have over 25% awareness from non-local visitors. Moreover, local visitors have a demonstrably higher level of attraction awareness that is similar to Jacksonville residents, compared to non-local visitors. This finding is not surprising, given awareness by proximity, but is indicative of the fundamental difference in local visitors, and non-local visitors.

Figure 4. Top 5 Attractions with Highest Dissatisfaction

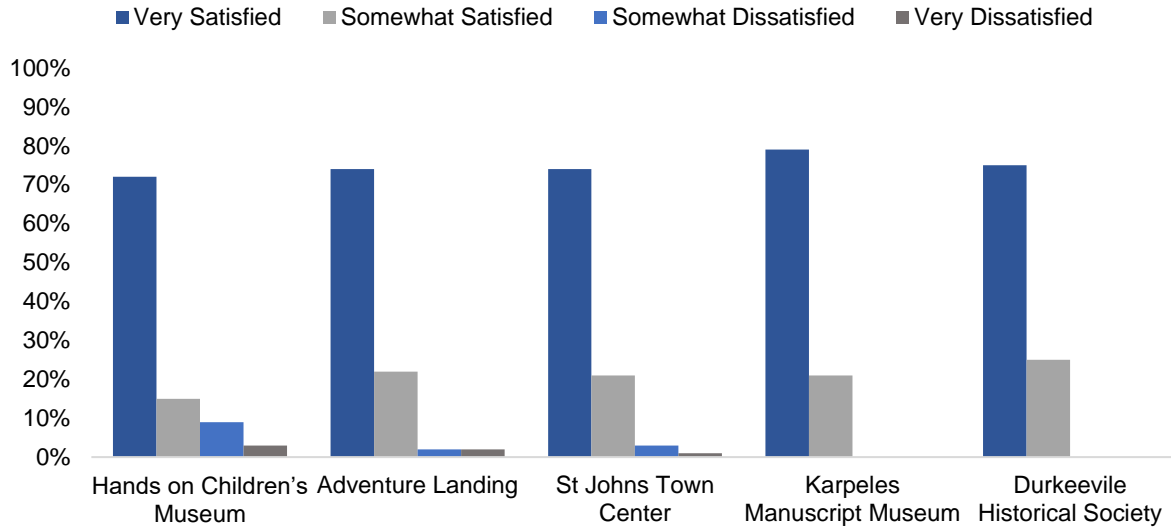
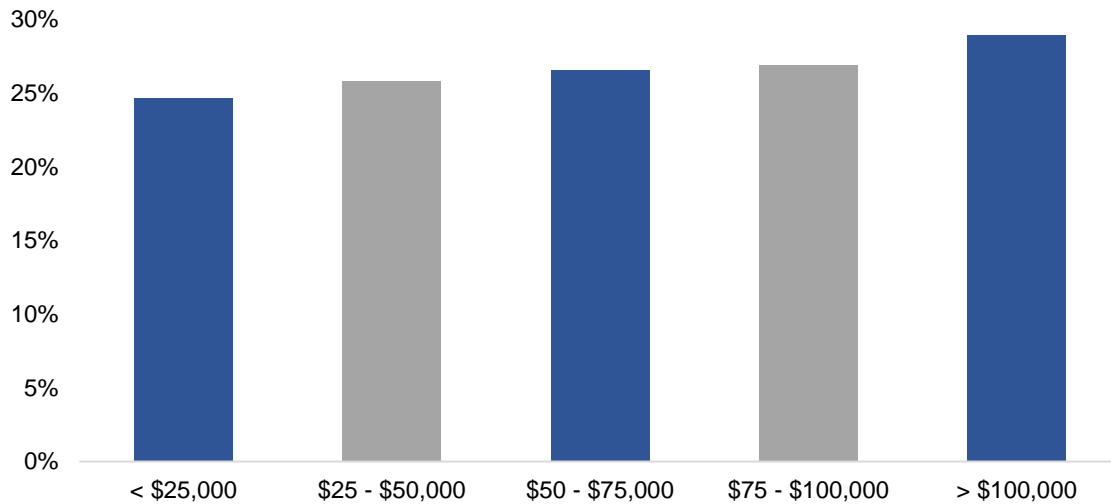




Figure 5. Average Awareness by Income



Demographic factors, like income did not seem to have a significant impact on a visitor's awareness of attractions. One might expect that people with higher income levels might have more resources to expend on travelling and cultural activities. As seen in Figure 5, while there is a slight upward correlation between income and average attraction awareness, it is not a notable difference.

SURVEY RESULTS

Travel Insight

What was the primary purpose of your trip?

	Non-Local Visitors Sample Size=1027	Local Visitors Sample Size=163
Leisure/Vacation	45%	67%
Visiting Friends/Family	29%	10%
Jacksonville Event	13%	16%
Work/Business	10%	4%
Medical	2%	0%
Other	2%	3%

*Percentage may be over 100% due to rounding, applies to all following tables

What are your overnight accommodations?

	Non-Local Visitors Sample Size=1027	Local Visitors Sample Size=163
Hotel/Motel	53%	7%
Private Home/Friends/Family	26%	22%
Not Staying Overnight	20%	69%
Renting Apartment/Condo/Airbnb	9%	2%
Other	1%	1%
Camping	<1%	0%

Did you fly here?

	Non-Local Visitors Sample Size=1027	Local Visitors Sample Size=163
Yes	34%	3%
No	66%	97%

Did you go to the Visit Jacksonville Visitor Center on this trip?

	Non-Local Visitors Sample Size=1027	Local Visitors Sample Size=163
Yes	3%	3%
No	98%	97%

Arts and Culture

When you are traveling, how often do you seek out museums, historical places or arts and cultural events?

	Non-Local Visitors Sample Size=848	Local Visitors Sample Size=155	Duval Residents Sample Size=295	Total Sample Sample Size =1298
Always	12%	20%	19%	14%
Very Often	24%	28%	28%	25%
Sometimes	34%	29%	37%	34%
Rarely	22%	14%	12%	18%
Never	9%	10%	4%	8%

When seeking out those arts and cultural events, what types of event or activities do you look for?

	Non-Local Visitors Sample Size=729	Local Visitors Sample Size=133	Duval Residents Sample Size=260	Total Sample Sample Size=1122
Music	17%	19%	19%	18%
History	15%	14%	12%	14%
Museums	15%	10%	15%	14%
Art	7%	9%	10%	8%
Sports	7%	5%	9%	7%
Other	7%	4%	8%	7%
Food/Drink	6%	5%	7%	6%
Outdoor Activities	5%	9%	4%	5%
Beach	4%	2%	2%	3%
Family-Oriented	4%	7%	3%	4%
Festivals	4%	5%	3%	4%
Culture	2%	2%	2%	2%
Local Importance	2%	0%	2%	1%
Theater	2%	5%	<1%	2%
Non-descript	2%	3%	3%	2%
Free Activities	1%	2%	0%	1%
Zoo	1%	2%	2%	1%

Attractions	Heard				Been			
	Non-Local Visitors n*=1041	Local Visitors n=176	Duval Residents n=303	Total Sample n=1520	Non-Local Visitors n=1041	Local Visitors n=176	Duval Residents n=303	Total Sample n=1520
Beaches	88%	96%	95%	91%	76%	93%	86%	80%
Jacksonville Zoo	67%	97%	95%	76%	26%	75%	79%	42%
Jaguar Stadium	55%	92%	93%	67%	22%	72%	74%	38%
St Johns Town Center	42%	96%	94%	58%	30%	88%	87%	48%
Adventure Landing	32%	85%	84%	49%	14%	59%	60%	28%
Veteran's Memorial Arena	28%	82%	80%	45%	15%	69%	63%	31%
MOSH	22%	78%	83%	41%	9%	59%	61%	25%
Florida Theater	18%	72%	77%	36%	9%	56%	56%	24%
MOCA	18%	55%	69%	32%	5%	36%	45%	17%
Cummer Museum	17%	68%	74%	34%	7%	52%	54%	21%
Riverside Arts Market	15%	68%	70%	32%	9%	48%	54%	22%
Catty Shack	14%	51%	54%	26%	5%	24%	20%	10%
The Ritz Museum	12%	43%	50%	23%	4%	22%	22%	9%
Kingsley Plantation	11%	48%	53%	24%	5%	33%	35%	14%
Fort George	11%	39%	53%	23%	5%	26%	41%	14%
Daily's Place	11%	61%	71%	29%	5%	32%	40%	15%
Fort Caroline	9%	47%	57%	23%	5%	29%	42%	15%
Timucuan Ecological Preserve	8%	42%	49%	20%	4%	27%	36%	13%
Hands on Children's Museum	8%	35%	38%	17%	3%	19%	16%	8%
Beaches Historical Society	7%	31%	39%	16%	2%	15%	16%	7%
Jacksonville Historical Society	7%	26%	33%	15%	1%	6%	9%	3%
Fire Museum	4%	21%	21%	9%	1%	6%	9%	3%
Southern History Museum	4%	12%	11%	6%	1%	7%	4%	2%
Mandarin Historical Society	3%	23%	22%	9%	1%	9%	10%	4%
Tree Hill Nature Center	3%	15%	30%	10%	2%	8%	18%	6%
CoRK Arts District	3%	9%	10%	5%	1%	7%	5%	2%
Ribault Club	2%	23%	31%	10%	1%	16%	17%	6%
Norman Studios	2%	5%	10%	4%	1%	2%	2%	1%
Karpeles Manuscript Museum	2%	9%	12%	4%	1%	3%	3%	1%
Durkeeville Historical Society	1%	6%	10%	4%	1%	2%	3%	1%
Merrill-Stevens House	1%	4%	6%	3%	<1%	2%	2%	1%

n=sample size

SATISFACTION

Attractions	Sample Size	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Merrill-Stevens House	5	100%	-	-	-
Ribault Club	64	94%	6%	-	-
Fort George	167	93%	7%	-	-
Fort Caroline	177	93%	7%	-	-
Florida Theater	272	92%	8%	1%	-
Beaches Historical Society	72	92%	6%	3%	-
Jacksonville Historical Society	39	92%	8%	-	-
Veteran's Memorial Arena	364	90%	10%	<1%	-
Timucuan Ecological Preserve	151	90%	9%	1%	-
Fire Museum	29	90%	10%	-	-
MOCA	198	89%	10%	1%	1%
Kingsley Plantation	171	89%	11%	1%	-
Mandarin Historical Society	44	89%	11%	-	-
Cummer Museum	255	88%	12%	1%	-
The Ritz Museum	110	88%	11%	1%	-
Southern History Museum	25	88%	8%	4%	-
Riverside Arts Market	288	87%	11%	2%	-
Daily's Place	163	87%	9%	2%	3%
Tree Hill Nature Center	63	87%	13%	-	-
Beaches	1078	86%	13%	1%	1%
Jaguar Stadium	474	86%	13%	1%	<1%
Norman Studios	7	86%	14%	-	-
Jacksonville Zoo	554	85%	13%	1%	<1%
MOSH	309	85%	13%	2%	<1%
Catty Shack	118	85%	15%	-	-
CoRK Arts District	26	81%	19%	-	-
Karpeles Manuscript Museum	14	79%	21%	-	-
Durkeevile Historical Society	12	75%	25%	-	-
St Johns Town Center	612	74%	21%	3%	1%
Adventure Landing	336	74%	22%	2%	2%
Hands on Children's Museum	87	72%	15%	9%	3%

On a scale of 1 to 10 (with 1 being easy and 10 being difficult), how easy or difficult is it for you to get information about arts, culture, and creativity in the City of Jacksonville?

Difficulty Level	Non-Local Visitors Sample Size=941	Local Visitors Sample Size=175	Duval Residents Sample Size=283	Total Sample Sample Size=1399
1	41%	39%	30%	38%
2	16%	20%	20%	18%
3	15%	10%	10%	13%
4	4%	4%	4%	4%
5	10%	6%	12%	10%
6	3%	4%	5%	3%
7	4%	5%	10%	5%
8	4%	9%	7%	5%
9	2%	2%	1%	2%
10	2%	0%	2%	2%

Visitor Profile

Are you a resident of Duval County?

	Sample Size=1520
Duval County Resident	18%
Visitor	82%

What is your age?

	Non-Local Visitors Sample Size=1017	Local Visitors Sample Size=172	Duval Residents Sample Size=297	Total Sample Sample Size=1486
18 – 24	14%	9%	14%	14%
25 – 34	18%	16%	19%	18%
35 – 44	18%	22%	21%	19%
45 – 54	20%	24%	19%	20%
55 – 64	19%	20%	16%	19%
65 and older	10%	9%	11%	10%

Which category best describes your household's yearly income?

	Non-Local Visitors Sample Size=884	Local Visitors Sample Size=157	Duval Residents Sample Size=277	Total Sample Sample Size=1318
Less than \$25,000	9%	9%	8%	9%
\$25,000 - \$50,000	16%	13%	21%	17%
\$50,000 - \$75,000	23%	22%	19%	22%
\$75,000 - \$100,000	16%	16%	16%	16%
Above \$100,000	35%	40%	36%	36%

Sex of the respondent [Interviewer Identify]

	Non-Local Visitors Sample Size=1032	Local Visitors Sample Size=173	Duval Residents Sample Size=297	Total Sample Sample Size=1502
Male	46%	42%	54%	47%
Female	54%	58%	47%	53%

|

METHODOLOGY

Total Number of Completed Surveys: **1,520**
 Population: **Adult Residents and Visitors in the Jacksonville Area**
 Surveys Conducted: **January 19th, 2019 through June 4th, 2019**

The tourism awareness and satisfaction survey for the TDC was conducted by PORL between January 19 and June 4, 2019. A total of 22 interviewers were used to conduct the intercept surveys, and all surveys were conducted in English. The surveyor approached people at each survey location appearing to be 18 years of age or older, and refusals were tallied to calculate a completion percentage of 67 percent. Surveys were conducted through the use of iPads with Qualtrics, our special computer-assisted personal interview (CAPI) software that collects and transforms the data into SPSS or Excel for easy data analysis.

To attempt to gain a representative sample, interviews were conducted at several different locations and events throughout the duration of the project. Overall, there were 23 unique survey locations, 14 of which were attractions included in the survey instrument. It should be noted that conducting interviews at attractions included in the survey instrument did not have a significant effect on the reported awareness for that attraction for visitors or residents. Moreover, due to the varied nature of each location, survey times were not standardized. Surveys that were conducted at locations during specific events, like a concert, were typically conducted in the evening, whereas locations such as parks and museums required surveys to be conducted between the mid-morning and the afternoon.

Location of Survey	Total Sample n=1509
Beaches	41%
NCAA Tournament	8%
Daily's Place	7%
Donna Marathon	7%
One Ocean	6%
Jacksonville Jazz Festival	6%
Jacksonville Zoo	4%
Hampton Inn Beach Blvd	3%
Aloft Tapestry Park	2%
MOSH	2%
Cummer Museum	2%
Omni Hotel	2%
Florida Theater	2%
Riverside Arts Market	2%
Jax Beach Town Center	2%
Hampton Inn Jax Beach	1%
KISS Concert Veteran's	1%
Fort George State Park	1%
St Johns Town Center	1%
Catty Shack	1%
Fort Caroline	1%
Jumbo Shrimp Game	1%
Beaches Historical Museum	<1%

At the start of the project, interviewers exclusively surveyed visitors to the Jacksonville area. From February 16 through April 20, interviewers surveyed visitors to the Jacksonville area in addition to Jacksonville residents. During this time, Jacksonville residents completed 303 surveys. For the remainder of the project, only visitors were interviewed. The collection of resident data was important to understand any potential differences in awareness between visitors and residents. An updated survey instrument was also implemented when interviewers began speaking with Jacksonville residents on February 16, and this new instrument was used for the remainder of the study (See Appendix I). The following two questions were deleted from the original survey instrument:

- How can we help improve the awareness of the arts and culture in Jacksonville?
- Based on your overall experience, how likely are you to come to the Jacksonville area again?

Because there were too few respondents for these questions and they were taken out of the survey instrument after one month, the data from these questions is not presented in this report. Instead, interviewers began asking the following questions of both residents and visitors:

- When you are traveling, how often do you seek out museums, historical places or arts and cultural events?
- When seeking out those arts and cultural events, what types of event or activities do you look for?

At the beginning of each survey, respondents were asked to identify whether they were Duval county residents or not. While analyzing the data, the visitors to Duval that were from one of four contiguous counties (St. Johns, Nassau, Clay, or Baker) were separated from the rest of the visitor sample. The results yielded that visitors from one of these four counties are vastly different from visitors originating from elsewhere. Visitors from counties surrounding Duval more closely resemble Duval county residents. Data in this report is often separated by the results from Duval residents, local visitors, and non-local visitors.

There are several methodological limitations to note for this research. One limitation, and arguably the most important limitation, is without an understanding of the true demographic makeup of visitors to Jacksonville, these results are not weighted. Since we are unable to weight the data to adjust for any nonresponse bias or sampling bias, all inferences and conclusions drawn from this data are based on the visitors (and residents) that responded to our survey.

Another limitation for this research is the amount of time spent at each interviewing location was not standardized. Due to the lack of volume at smaller attractions, such as the Jacksonville Beach Historical Society, it was not feasible to spend as many hours there as at the beach, where there is heavy foot traffic from tourists and residents alike. A plurality of surveys was completed at the Jacksonville Beaches. A substantial number also came from Jacksonville events that drew tourists, such as the Jacksonville Jazz Festival, the DONNA marathon, and events at Daily's Place. If a visitor came to Jacksonville specifically for these events or for the beaches, they could be fundamentally different than a visitor exclusively coming to enjoy Jacksonville's art and cultural attractions. Further, due to a lack of cooperation from various hotels' management, PORL was only able to survey three unique hotels.

A separate methodological limitation we faced was interviewer error with paper surveys. For a brief period during this project interviewers were sent out with paper copies and clipboards. Due to interviewer error on some paper surveys, data was not properly recorded for satisfaction, comments, and respondent sex. Therefore, some of this data is effectively missing. To account for this missing data, 1200 visitor surveys were collected, as opposed to the 1000 surveys originally contracted. In addition, PORL collected 303 resident surveys. This oversample also ensured that all relevant data was collected for the updated survey instrument.

For additional information on methodology, Dr. Michael Binder can be reached at (904) 620-2784 or by emailing porl@unf.edu.

DIRECTION FOR FUTURE RESEARCH

Our study on tourist awareness of arts and culture in Jacksonville has raised a number of opportunities for future research, both in terms of research methodology and potential variables affecting tourism. To improve upon our methodology, we learned we need to reach out to hotels and special event staff for advanced notice prior to surveying. We would also like to have a more even distribution regarding the type of survey location. That is, rather than primarily surveying the beaches we would like to speak with more visitors at smaller attractions in Jacksonville. In addition, it would be interesting if we learn the estimated annual number of visitors for different attractions to compare with our data.

Considering future research, one question worth exploring is the difference among seasonal visitors. The bulk of surveys collected for this project were collected between April through June. Hypothetically, tourists coming to Jacksonville during the Fall or Winter could be different than visitors in the Spring and Summer. Depending on why they're visiting Jacksonville, this could affect their overall awareness of Jacksonville's cultural attractions. Ideally, we would collect an equal sample from all four seasons at the same survey locations for a controlled comparison.

Potential questions to include on a future survey instrument could include what amenities visitors look for when travelling to a city, what attractions/amenities visitors believe Jacksonville should have, what comes to mind when a visitor thinks of Jacksonville, and where do visitors search for information on what to do when they travel.

APPENDIX I: 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 [SKP SEEK] 2. Visitor

[ONLY ASK VISITORS]

2. What was the primary purpose of your trip to Jacksonville/Duval County?

1. Leisure/vacation 2. Visiting friends/family 3. Work/business 4. Other

3. What are your overnight accommodations?

1. Hotel/Motel 2. Private Home/Friends/Family 3. Renting Apartment/Condo/Airbnb 4. Other _____
5. Not Staying Overnight

4. Did you fly here?

1. Yes 2. No

5. Did you go to the Visit Jacksonville Visitor Center on this trip?

1. Yes 2. No

[ASK ALL]

Seek. When you are traveling, how often do you seek out museums, historical places or arts and cultural events?

1. Always 2. Very Often 3. Sometimes 4. Rarely 5. Never (SKIP to Q6)

Types. When seeking out those arts and cultural events, what types of event or activities do you look for?

6. Please indicate which of the following attractions, museums, historical places or arts and cultural events in Jacksonville you have heard of:

Select all - Read List (including "None of them" and "Somewhere else")

Q6#2 [If they haven't been to venue, skip to next venue]

Have you been there?

Q6#3

For every place they've been:

Was it satisfactory?

1. Very Satisfied
2. Somewhat Satisfied
3. Somewhat Dissatisfied
4. Very Dissatisfied
5. Don't Know

Q6#4 [IF <= somewhat satisfied, with any venue]

What would you change/improve about venue? _____

7. On a scale of 1 to 10, how easy or difficult is it for you to get information about arts, culture, and creativity in the City of Jacksonville?

1. Very Easy ---- 10. Very Difficult

Age. What is your age?

1. 18 – 24 2. 25 – 34 3. 35 – 44 4. 45 – 54 5. 55 – 64 6. 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

Zip. May I please have your Zip code? _____

Country (If not from U.S) _____

[DO NOT READ QUESTIONS - Identify by yourself]

Sex. Respondent Sex

1. Male 2. Female

ID. Interviewer ID _____

Location (Drop down)

Comment (for any unusual responses or notes for PORL)

ATTRACTION	HEARD	BEEN	SATISFIED
The Jacksonville Zoo and Gardens			
The Catty Shack Ranch Wildlife Sanctuary			
MOCA (Museum of Contemporary Art)			
MOSH (Museum of Science and History)			
Cummer Museum			
Beaches (Jacksonville, Atlantic, Neptune)			
Adventure Landing			
St. Johns Town Center			
TIAA Bank Field (Jaguar Stadium)			
The Jacksonville Veterans Memorial Arena			
The Florida Theater			
Daily's Place			
The Beaches Historical Society			
The Jacksonville Historical Society			
The Mandarin Historical Society			
The Ritz Theater and Museum			
The Fire Museum			
Hands on Children's Museum			
The Karpeles Manuscript Museum			
The Durkeeville Museum			
The Museum of Southern History			
The Merrill Stevens House			
The CoRK Arts District			
Tree Hill Nature Center			
Timucuan Ecological and Historic Preserve			
Fort George Island Cultural State Park			
Fort Caroline National Memorial			
Ribault Club			
The Kingsley Plantation			
The Riverside Arts Market			
Norman Studios			
Somewhere Else _____			
None of the above			

APPENDIX II: ATTRACTION COMMENTS

Adventure Landing Comments

Cheesy
Clean the pools more
Cleaner and nicer
Cleanliness
Closed food court
Dirty
Expensive
Filthy
It's a dump
Just okay, more for kids
Kids were stealing
More activities
More clean
More investments
Need to be updated
Needed upgrades
New games
Not my thing
Nothing open
Old and tired seeming
Out dated, overpriced
Outdated
Overcrowded, overpriced
Overpriced
Pricey
Pricing
Remodel/update
Repairs
Safety
Slow service
Small
Small/average
So small overpriced
Too crowded (x2)
Too small (x2)
Trashy/old
Under utilized
Upgrades
Wasn't into it

Beach Comments

Access points and parking
Ban smoking on beaches
Bathroom closes early
Bathrooms
Bathrooms are gross
Bathrooms close early
Beaches are rundown
Better bathroom facilities
Better parking and cleanup
Can't see
Clean it up

Cleaner bathrooms
Cleaner water
Cleaner, better parking
Cleanliness
Cold
Crowded
Different environment
Dirty (x2)
Drink and food availability
Far away
Fewer people
Finish pier and make longer
Garbage
Golf
Gross (x2)
Grossed out
Homeless people (x2)
Homeless people, trash
Should be cleaner and more entertaining
Just make prettier and cleaner
Just not appealing
Lack of community vibe
Less trash
Litter
Littering
Loved how clean and easy to park
Messy (x2)
More accessible ramps
More activities
More ads for what to do. More public water
More attractions
More attractions for family
More attractive (x2)
More attractive boardwalk
More bathrooms (x2)
More beachside storefront, better boardwalk
More dining choices and
More entertainment and bars.
More events
More family-oriented parks on the beach;
better restaurants; more parking
More foot showers
More free parking
More kid stuff
More palm trees
More parking (x5)
More parking and bathrooms
More rental bikes, electric scooters
More restaurants (x2)
Music
Need more attractions for kids
Needs to be cleaned
Neptune is too pricey, needs more coffeeshops

Night life and dirty
No activities
No alcohol on beach
No animals
No handicap entrances or ramps
Not a beach person (x2)
Not enough parking
Not many places to eat
Not much going on
Ocean waves are rough
Parking (x9)
Parking and littering
Parking and more restaurants and stores
Parking takes too long.
Parking, messy
Parking/cleanliness
Prefer other beaches
Preference (x2)
Redo pier
Residents
Resort services and other beach activities like
bikes, etc.
Seen better beaches
Shady
Shouldn't have to pay for parking. Place bars on
the beach
Softer sand
Sometimes dirty
Tiki bar
Too dirty
Transportation
Trash, filthy
Very crowded
Volleyball courts at Jax Beach
Wasn't very nice
Water murky
Weird stuff

Beaches Historical Society Comments

Boring
More stuff
Outdated

Catty Shack Comments

Better explanations
Bigger habitat
More fences between you and tigers
Need funding
Needs more funding
Restricted on tours
Scary
Smelly

CoRK Comments

16 mins and done
Growth
Sketchy (x2)

Summer Museum Comments

Better food
Boring
Don't like modern art
Lack of organization
More cultural diversity and awareness
More events
More in person activities
Not artsy
Not her cup of tea
Open longer
Pictures
Variety (x2)

Daily's Place Comments

Bad concerts
Bathroom in the parking
Events in the fall
Fans cause it's hot
Hot
Humidity
Restrooms
Sun
Terrible parking and staff
The sound/acoustic system was horrible.
Too hot (x2)
Too hot needs more cooling

Florida Theater Comments

Better artists
Can't see act and parking is bad
Higher up seats are not wide
Parking (x3)
Renovation (x2)
Renovations/old
Seats too close together
Smells old
Sound system
Update it

Fort Caroline Comments

Just missing something
More information needed
More stuff

Fort George Comments

Don't remember

More stuff

Hands on Children's Museum Comments

Children got sick
 Creepy name
 Crowded, messy
 Dirty
 Disappointed
 Germy
 Too young
 Unhygienic and not educational
 Variety/cleanliness
 Weird area, unclean

Jaguar Stadium Comments

Boring
 Cheaper food
 Cleanliness (x3)
 Don't like NFL overpaid
 Easier to get to
 Expensive (x2)
 Fewer cops
 Hot (x2)
 More food choices like food trucks.
 More security
 More shade
 More wins (x3)
 Needs shade
 Not really into football
 Old/rundown
 Only been twice
 Prices
 Purse was too big
 Seats terrible
 Sitting in the sun
 Steelers lost
 Team sucks
 Too crowded
 Too hot
 Traffic
 Upgrade restrooms
 We lost
 Win more

Karpeles Museum Comments

For a project
 Presentation of exhibits and facilities

Kingsley Plantation Comments

Couldn't get in, road
 Inability to go in the plantation
 More awareness
 More stuff
 Not much there

People that were there

MOCA Comments

Better advertising, events, hype up artist
 Boring
 Exhibit no stand out
 More interesting art
 More pointillism
 Out of exhibit
 Renovate
 Small
 Update the exhibits
 Variation in art media, variety, local art

MOSH Comments

A little bigger
 Bigger
 Dated
 For children
 It was just ok
 It wasn't a wow experience
 More activities for kids
 More dinosaurs
 More fun things to do
 More things to do
 More things to see
 Not her cup of tea
 Not kid friendly
 Preference
 Prices
 Renovate
 Small
 Update (x2)
 Update technology

Norman Studios Comments

Needs more attention, more public funding

Ribault Club Comments

Needs to be updated
 Not memorable

Riverside Arts Market Comments

Better venue, too many random vendors,
 Central theme
 Boring
 Can be messy sometimes
 Far away from me
 Hard to find
 Love the music
 More events (x2)
 More farmers, more than folk art
 More fine arts
 More produce

Move it somewhere more open. Out from under bridge
 No close parking
 No diversity
 Nothing interesting
 Parking
 Restrict vendors
 Sky
 Smelled
 Too many dogs
 Too many people, parking
 Too noisy

Ritz Museum & Theater Comments

Bad performance
 More variety

Southern History Museum Comments

Not up to standards
 Vulgar and sexist and promotes KKK

Timucuan Ecological Preserve Comments

Just woods
 More stuff
 Not free

St. John's Town Center Comments

Bad drivers
 Can be crowded
 Congestion (x3)
 Crowded (x21)
 Crowded parking
 Crowded, traffic
 Expensive (x2)
 Far from me
 Fewer cops
 Hard to find parking
 Hate shopping
 Less people
 Like malls
 More advertising
 More designers
 More family-oriented activities; sitting down areas
 More outdoor stuff
 More parking
 More stores
 More traffic control
 Need more parking spots
 No parking
 Not a fan
 Not big on shopping
 Not intended for our climate, parking
 Not pleasant; too much congestion

Overcrowded (x2)
 Overdeveloped
 Overpriced
 Overrated
 Parking (x12)
 Parking and traffic
 Parking could be improved
 Parking sucks
 People
 Pricy (x3)
 Too big (x2)
 Too busy (x2)
 Too crowded (x3)
 Too far
 Too much traffic (x3)
 Too narrow
 Traffic (x16)
 Traffic is crazy
 Very busy
 Weather

Tree Hill Nature Center Comments

Don't remember
 Improve exhibit spaces
 More stuff

Veteran's Memorial Arena Comments

Better concerts
 Fewer cops
 Food is too expensive
 It was old
 Lower food prices
 More entrances
 More food
 More music
 Need more parking
 Needs more signs to get here
 Needs vegetarian food
 Not as nice
 Not modern
 Too crowded
 Took too long to get food
 Update the building

Jacksonville Zoo and Gardens Comments

Amount of attractions
 Animal activity
 Animal caged
 Beer, more activities
 Dirty
 Diversity of animals
 Don't really like zoos
 Due for upgrades
 Groom the trees, make it look cleaner

Hot (x2)

Long time ago

More African-American stuff
More animals
More animal activities
More clean
More exhibits
More exhibits open in peak hours
More shade
Need to clean it up
Night, couldn't see animals
Not as good as the one in Minnesota
Not clean
Not enough hands on
Not too many animals
Open the beer garden during the week
Parking (x2)
Prices
Too expensive (x2)
Unclean
Went in 1995

APPENDIX III: COUNTRY

Country (If not from U.S)	Frequency	Percentage
Austria	1	3.0
Belgium	2	5.0
Bolivia	1	3.0
Brazil	1	3.0
Canada	7	18.0
Cayman Islands	1	3.0
Colombia	4	10.0
Croatia	1	3.0
Dominican Republic	1	3.0
Finland	2	5.0
Germany	2	5.0
India	2	5.0
Ireland	1	3.0
Puerto Rico	2	5.0
Spain	1	3.0
Switzerland	1	3.0
Ukraine	1	3.0
United Kingdom	6	15.0
Venezuela	1	3.0
Total	38	100%

*Percentage may be over 100% due to rounding

APPENDIX IV: ZIP CODES

Zip Code	Frequency	Percentage
00603	1	0.0
00840	1	0.0
01545	1	0.0
01742	1	0.0
01890	1	0.0
02035	1	0.0
02113	1	0.0
02127	1	0.0
02135	1	0.0
02188	1	0.0
02458	1	0.0
02779	1	0.0
02827	1	0.0
02891	1	0.0
02909	1	0.0
03301	1	0.0
03304	1	0.0
04070	1	0.0
04084	1	0.0
04107	1	0.0
05068	1	0.0
05468	1	0.0
06078	1	0.0
06320	1	0.0
06385	1	0.0
06460	1	0.0
06511	1	0.0
06810	1	0.0
06812	2	0.0
07104	1	0.0
07410	1	0.0
07420	1	0.0
07656	1	0.0
07701	1	0.0
07726	1	0.0
07770	1	0.0

Zip Code	Frequency	Percentage
07830	2	0.0
07930	1	0.0
07932	1	0.0
07945	1	0.0
08009	1	0.0
08057	1	0.0
08505	1	0.0
08536	1	0.0
08551	1	0.0
08844	1	0.0
08853	1	0.0
10011	1	0.0
10025	1	0.0
10035	1	0.0
10128	2	0.0
10462	1	0.0
11003	1	0.0
11216	2	0.0
11220	1	0.0
11374	1	0.0
11704	1	0.0
11786	2	0.0
12198	1	0.0
12719	1	0.0
13037	1	0.0
13365	1	0.0
13691	1	0.0
13820	1	0.0
13849	1	0.0
14057	1	0.0
14086	2	0.0
14218	1	0.0
14221	1	0.0
14625	1	0.0
15301	1	0.0
15329	1	0.0

Zip Code	Frequency	Percentage	Zip Code	Frequency	Percentage
15473	1	0.0	23062	1	0.0
16428	1	0.0	23139	2	0.0
17011	1	0.0	23185	1	0.0
17113	2	0.0	23221	2	0.0
17339	1	0.0	23322	1	0.0
17349	2	0.0	23451	1	0.0
17701	1	0.0	23452	1	0.0
18505	2	0.0	23456	2	0.0
19046	1	0.0	23602	1	0.0
19102	1	0.0	23702	1	0.0
19140	1	0.0	24001	1	0.0
19207	1	0.0	24090	1	0.0
19734	1	0.0	24136	1	0.0
19808	1	0.0	25404	1	0.0
19947	1	0.0	25427	1	0.0
19970	1	0.0	25510	1	0.0
20002	1	0.0	26385	1	0.0
20112	1	0.0	26501	1	0.0
20119	1	0.0	26505	1	0.0
20124	1	0.0	27006	1	0.0
20147	1	0.0	27012	1	0.0
20152	1	0.0	27052	1	0.0
20619	1	0.0	27207	1	0.0
21040	1	0.0	27265	2	0.0
21044	1	0.0	27302	1	0.0
21225	1	0.0	27516	1	0.0
21658	1	0.0	27540	2	0.0
21797	1	0.0	27604	1	0.0
22015	1	0.0	27606	1	0.0
22037	1	0.0	27609	2	0.0
22101	1	0.0	27614	2	0.0
22102	1	0.0	27616	1	0.0
22182	1	0.0	27617	1	0.0
22204	1	0.0	27817	1	0.0
22305	1	0.0	28001	1	0.0
22308	1	0.0	28052	1	0.0
22448	1	0.0	28056	1	0.0
23005	1	0.0	28202	1	0.0
23015	1	0.0	28204	2	0.0

Zip Code	Frequency	Percentage	Zip Code	Frequency	Percentage
28210	1	0.0	30013	1	0.0
28211	2	0.0	30017	1	0.0
28216	1	0.0	30024	1	0.0
28278	1	0.0	30033	2	0.0
28311	1	0.0	30039	1	0.0
28376	1	0.0	30040	2	0.0
28601	2	0.0	30041	1	0.0
28615	1	0.0	30043	2	0.0
28715	1	0.0	30047	1	0.0
28783	1	0.0	30052	1	0.0
28904	1	0.0	30054	1	0.0
29036	1	0.0	30062	1	0.0
29069	1	0.0	30066	2	0.0
29072	3	0.1	30067	2	0.0
29169	1	0.0	30076	2	0.0
29170	1	0.0	30078	2	0.0
29201	1	0.0	30080	1	0.0
29210	1	0.0	30083	1	0.0
29303	1	0.0	30087	1	0.0
29316	1	0.0	30088	2	0.0
29406	1	0.0	30092	2	0.0
29412	2	0.0	30094	1	0.0
29418	1	0.0	30096	1	0.0
29445	1	0.0	30097	1	0.0
29456	1	0.0	30101	2	0.0
29466	1	0.0	30106	1	0.0
29483	1	0.0	30115	1	0.0
29575	1	0.0	30127	3	0.1
29607	2	0.0	30144	1	0.0
29672	1	0.0	30152	1	0.0
29681	1	0.0	30161	1	0.0
29732	1	0.0	30189	1	0.0
29831	1	0.0	30204	1	0.0
29902	1	0.0	30214	3	0.1
29910	1	0.0	30233	1	0.0
29926	2	0.0	30238	1	0.0
29936	1	0.0	30252	1	0.0
30002	2	0.0	30253	2	0.0
30009	1	0.0	30261	1	0.0

Zip Code	Frequency	Percentage	Zip Code	Frequency	Percentage
30263	1	0.0	31035	1	0.0
30269	3	0.1	31047	1	0.0
30281	1	0.0	31069	1	0.0
30286	1	0.0	31082	1	0.0
30291	1	0.0	31088	2	0.0
30301	1	0.0	31093	1	0.0
30303	1	0.0	31204	1	0.0
30304	1	0.0	31211	1	0.0
30307	2	0.0	31216	1	0.0
30308	1	0.0	31302	1	0.0
30311	1	0.0	31312	1	0.0
30337	1	0.0	31313	2	0.0
30339	2	0.0	31315	1	0.0
30341	1	0.0	31320	1	0.0
30344	2	0.0	31322	6	0.1
30369	1	0.0	31324	2	0.0
30450	1	0.0	31326	2	0.0
30458	4	0.1	31332	1	0.0
30473	1	0.0	31402	1	0.0
30501	1	0.0	31404	4	0.1
30527	1	0.0	31405	1	0.0
30537	1	0.0	31406	2	0.0
30538	1	0.0	31407	1	0.0
30560	1	0.0	31408	1	0.0
30605	1	0.0	31410	1	0.0
30606	1	0.0	31419	4	0.1
30633	1	0.0	31516	1	0.0
30646	1	0.0	31520	1	0.0
30741	1	0.0	31521	1	0.0
30808	1	0.0	31522	4	0.1
30809	1	0.0	31523	1	0.0
30815	1	0.0	31525	1	0.0
30906	1	0.0	31533	1	0.0
30907	3	0.1	31534	1	0.0
31005	1	0.0	31535	2	0.0
31008	1	0.0	31537	1	0.0
31012	1	0.0	31547	1	0.0
31015	1	0.0	31548	7	0.2
31021	2	0.0	31558	2	0.0

Zip Code	Frequency	Percentage
31562	1	0.0
31569	2	0.0
31601	6	0.1
31602	8	0.2
31605	7	0.2
31622	1	0.0
31632	1	0.0
31635	1	0.0
31636	2	0.0
31637	1	0.0
31642	3	0.1
31647	1	0.0
31686	1	0.0
31702	1	0.0
31707	3	0.1
31763	2	0.0
31768	1	0.0
31788	2	0.0
31792	3	0.1
31793	1	0.0
31794	2	0.0
31820	1	0.0
31830	1	0.0
32002	1	0.0
32003	19	0.4
32006	2	0.0
32009	1	0.0
32011	3	0.1
32021	1	0.0
32024	2	0.0
32033	1	0.0
32034	13	0.3
32040	1	0.0
32043	7	0.2
32046	2	0.0
32052	1	0.0
32054	2	0.0
32055	1	0.0
32060	1	0.0

Zip Code	Frequency	Percentage
32063	1	0.0
32064	1	0.0
32065	15	0.3
32068	17	0.4
32073	18	0.4
32080	6	0.1
32081	12	0.3
32082	22	0.5
32084	3	0.1
32085	1	0.0
32086	4	0.1
32087	2	0.0
32091	1	0.0
32092	7	0.2
32095	4	0.1
32097	3	0.1
32115	2	0.0
32116	2	0.0
32117	2	0.0
32124	1	0.0
32127	2	0.0
32129	1	0.0
32131	1	0.0
32136	1	0.0
32137	4	0.1
32162	2	0.0
32164	5	0.1
32168	3	0.1
32174	3	0.1
32176	1	0.0
32202	1	0.0
32204	3	0.1
32205	8	0.2
32206	4	0.1
32207	10	0.2
32208	1	0.0
32209	3	0.1
32210	12	0.3
32211	2	0.0

Zip Code	Frequency	Percentage
32212	1	0.0
32216	9	0.2
32217	2	0.0
32218	9	0.2
32219	1	0.0
32220	2	0.0
32221	5	0.1
32222	2	0.0
32223	3	0.1
32224	32	0.7
32225	35	0.8
32226	5	0.1
32228	1	0.0
32233	11	0.3
32234	1	0.0
32244	9	0.2
32246	15	0.3
32250	24	0.6
32254	1	0.0
32256	21	0.5
32257	12	0.3
32258	12	0.3
32259	34	0.8
32265	1	0.0
32266	15	0.3
32275	1	0.0
32277	7	0.2
32278	1	0.0
32290	1	0.0
32301	2	0.0
32303	6	0.1
32304	2	0.0
32308	2	0.0
32309	4	0.1
32310	1	0.0
32311	3	0.1
32312	5	0.1
32316	1	0.0
32317	1	0.0

Zip Code	Frequency	Percentage
32327	1	0.0
32344	1	0.0
32357	1	0.0
32436	1	0.0
32474	1	0.0
32503	1	0.0
32507	1	0.0
32514	3	0.1
32536	1	0.0
32561	1	0.0
32571	1	0.0
32600	1	0.0
32601	4	0.1
32605	1	0.0
32606	1	0.0
32607	5	0.1
32608	4	0.1
32609	2	0.0
32615	3	0.1
32641	1	0.0
32643	1	0.0
32656	3	0.1
32669	1	0.0
32686	1	0.0
32720	2	0.0
32724	1	0.0
32725	1	0.0
32738	1	0.0
32746	1	0.0
32750	1	0.0
32751	1	0.0
32762	1	0.0
32765	4	0.1
32766	2	0.0
32776	1	0.0
32780	1	0.0
32789	2	0.0
32802	1	0.0
32803	2	0.0

Zip Code	Frequency	Percentage	Zip Code	Frequency	Percentage
32806	2	0.0	33157	1	0.0
32814	3	0.1	33165	1	0.0
32818	1	0.0	33176	1	0.0
32819	2	0.0	33221	1	0.0
32820	1	0.0	33224	1	0.0
32822	1	0.0	33301	1	0.0
32825	1	0.0	33308	1	0.0
32827	1	0.0	33315	1	0.0
32828	2	0.0	33316	1	0.0
32829	1	0.0	33317	1	0.0
32832	4	0.1	33322	1	0.0
32835	3	0.1	33332	1	0.0
32901	1	0.0	33406	1	0.0
32903	1	0.0	33417	1	0.0
32904	1	0.0	33418	1	0.0
32907	2	0.0	33428	1	0.0
32935	1	0.0	33431	1	0.0
32940	1	0.0	33434	2	0.0
32951	2	0.0	33441	1	0.0
32952	1	0.0	33442	1	0.0
32960	2	0.0	33449	3	0.1
32963	1	0.0	33458	1	0.0
33013	1	0.0	33486	1	0.0
33015	1	0.0	33498	1	0.0
33019	1	0.0	33510	1	0.0
33026	1	0.0	33511	2	0.0
33033	3	0.1	33534	1	0.0
33037	1	0.0	33578	1	0.0
33056	1	0.0	33579	2	0.0
33060	2	0.0	33594	1	0.0
33064	2	0.0	33606	2	0.0
33067	1	0.0	33611	1	0.0
33069	2	0.0	33619	1	0.0
33073	1	0.0	33624	1	0.0
33076	1	0.0	33629	1	0.0
33130	1	0.0	33635	1	0.0
33140	1	0.0	33675	1	0.0
33141	2	0.0	33704	1	0.0
33149	1	0.0	33713	1	0.0

Zip Code	Frequency	Percentage	Zip Code	Frequency	Percentage
33716	2	0.0	35769	1	0.0
33764	2	0.0	35771	1	0.0
33782	1	0.0	35805	1	0.0
33803	1	0.0	36207	1	0.0
33810	2	0.0	36575	1	0.0
33837	1	0.0	36830	1	0.0
33870	1	0.0	36869	1	0.0
33884	3	0.1	37013	1	0.0
33906	1	0.0	37042	1	0.0
33919	1	0.0	37045	1	0.0
33928	2	0.0	37072	1	0.0
33967	1	0.0	37122	2	0.0
34104	1	0.0	37203	1	0.0
34205	1	0.0	37208	2	0.0
34219	1	0.0	37209	1	0.0
34223	1	0.0	37214	1	0.0
34465	1	0.0	37217	1	0.0
34471	1	0.0	37343	1	0.0
34472	1	0.0	37363	1	0.0
34473	1	0.0	37404	1	0.0
34474	1	0.0	37408	1	0.0
34491	1	0.0	37421	1	0.0
34608	1	0.0	37620	1	0.0
34638	1	0.0	37642	1	0.0
34655	1	0.0	37686	1	0.0
34677	1	0.0	37849	1	0.0
34711	2	0.0	38002	2	0.0
34734	1	0.0	38187	1	0.0
34747	1	0.0	38325	1	0.0
34787	4	0.1	38506	1	0.0
34951	1	0.0	38602	1	0.0
34952	2	0.0	38654	1	0.0
34953	1	0.0	38801	1	0.0
34982	1	0.0	39819	1	0.0
34987	2	0.0	40057	2	0.0
34997	2	0.0	40203	1	0.0
35116	1	0.0	40217	1	0.0
35216	1	0.0	40242	1	0.0
35601	1	0.0	40272	1	0.0

Zip Code	Frequency	Percentage	Zip Code	Frequency	Percentage
40291	2	0.0	47906	1	0.0
40769	1	0.0	48101	1	0.0
41018	1	0.0	48125	1	0.0
41076	1	0.0	48180	1	0.0
41174	1	0.0	48189	1	0.0
42071	1	0.0	48301	1	0.0
42104	2	0.0	48430	1	0.0
42276	1	0.0	48433	2	0.0
42348	1	0.0	48439	1	0.0
43206	1	0.0	48446	1	0.0
43215	1	0.0	48504	1	0.0
43232	1	0.0	49011	1	0.0
43515	1	0.0	49079	1	0.0
43545	1	0.0	49240	1	0.0
43713	1	0.0	49442	1	0.0
43906	1	0.0	49445	1	0.0
44067	1	0.0	49461	1	0.0
44107	1	0.0	49467	1	0.0
44114	1	0.0	49770	2	0.0
44121	1	0.0	50196	1	0.0
44236	1	0.0	50461	1	0.0
44444	1	0.0	52722	1	0.0
44718	1	0.0	53188	1	0.0
45011	1	0.0	53207	1	0.0
45068	1	0.0	53211	1	0.0
45214	1	0.0	53532	1	0.0
45231	1	0.0	53715	1	0.0
45321	1	0.0	54022	1	0.0
45373	1	0.0	54143	1	0.0
45417	1	0.0	55079	1	0.0
45424	1	0.0	55123	1	0.0
45669	1	0.0	55331	1	0.0
46312	1	0.0	55424	1	0.0
47172	1	0.0	56003	1	0.0
47374	2	0.0	56308	1	0.0
47401	1	0.0	57104	1	0.0
47459	1	0.0	59901	1	0.0
47630	1	0.0	60010	1	0.0
47803	1	0.0	60012	1	0.0

Zip Code	Frequency	Percentage	Zip Code	Frequency	Percentage
60047	2	0.0	70161	1	0.0
60067	1	0.0	70177	1	0.0
60124	1	0.0	70360	1	0.0
60140	1	0.0	70458	2	0.0
60177	1	0.0	70503	2	0.0
60193	1	0.0	70601	1	0.0
60436	1	0.0	70737	1	0.0
60451	1	0.0	70783	1	0.0
60487	1	0.0	72223	1	0.0
60510	2	0.0	74346	1	0.0
60608	1	0.0	75034	1	0.0
60610	1	0.0	75038	1	0.0
60614	1	0.0	75050	1	0.0
60657	1	0.0	75069	1	0.0
60661	1	0.0	75070	1	0.0
61548	1	0.0	75087	1	0.0
61705	1	0.0	75163	1	0.0
61761	1	0.0	75217	1	0.0
62236	1	0.0	76002	2	0.0
62448	2	0.0	77008	1	0.0
62462	1	0.0	77078	1	0.0
62693	2	0.0	77083	1	0.0
62910	1	0.0	77379	1	0.0
62960	1	0.0	77386	1	0.0
63005	1	0.0	77429	1	0.0
63031	1	0.0	77445	1	0.0
63043	1	0.0	77904	1	0.0
63115	1	0.0	78212	1	0.0
63366	1	0.0	78501	1	0.0
63379	1	0.0	78613	1	0.0
64106	1	0.0	78749	1	0.0
64112	1	0.0	78754	1	0.0
64152	1	0.0	79109	1	0.0
64507	1	0.0	79412	1	0.0
65233	1	0.0	79602	1	0.0
65781	1	0.0	79789	1	0.0
66044	1	0.0	80012	1	0.0
66221	1	0.0	80123	1	0.0
66614	1	0.0	80125	1	0.0

Zip Code	Frequency	Percentage
80134	1	0.0
80204	1	0.0
80206	1	0.0
80234	1	0.0
80401	1	0.0
80916	1	0.0
83704	1	0.0
83709	1	0.0
83714	1	0.0
84009	1	0.0
84036	1	0.0
84065	1	0.0
85308	1	0.0
87120	2	0.0
87144	1	0.0
89014	1	0.0
89107	1	0.0
90275	1	0.0
91913	1	0.0
92101	1	0.0

Zip Code	Frequency	Percentage
92118	1	0.0
92127	1	0.0
92130	1	0.0
92618	1	0.0
93463	1	0.0
94040	1	0.0
95322	1	0.0
95453	1	0.0
97045	1	0.0
97321	1	0.0
98074	1	0.0
98108	1	0.0
98221	1	0.0
98277	1	0.0
98501	1	0.0
98801	1	0.0
99510	1	0.0
99577	1	0.0
99669	1	0.0
Total	1454	100.0