



Public Opinion Research Laboratory

Visit Jacksonville Multi-State Survey 2015



Where Florida Begins

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I. SUMMARY OF FINDINGS

From April 15 to April 21, 2015, the Public Opinion Research Laboratory at the University of North Florida completed a total of 633 telephone interviews with adult respondents across various media markets:

Florida

Miami-Ft. Lauderdale
West Palm-Ft. Pierce
Orlando-Daytona-Melbourne
Tallahassee

Tennessee

Nashville
Chattanooga.

Georgia

Columbus
Albany
Macon
Atlanta
Savannah

South Carolina

Charleston
Myrtle Beach-Florence
Columbia

Maryland

Baltimore

North Carolina

Greenville
Charlotte
Raleigh-Durham
Wilmington

Virginia

Norfolk-Portsmouth
Richmond

Washington, DC.

The Public Opinion Research Laboratory found in regard to Jacksonville, Florida:

- When asked, “What first comes to mind when one thinks of Jacksonville, Fla.?” , beaches had the highest percentage (17.9%), while Jaguars came in second at 11.1%.
 - When asked “what else”, 51% of respondents had no answer or did not know.
- Nearly three quarters (71.7%) of respondents have a positive opinion of Jacksonville, Fla.
- Over half (56.1%) of respondents said it is very unlikely that they will come to Jacksonville, Fla in the next year.
- Of the respondents, 55.5% said they have visited Jacksonville, Fla.
 - The most common reason for visiting was to see family and friends (39.6%). Business was the second most common at 19.6%.
 - When asked, “What could have improved their experience?”, 62.7% of respondents said they did not know or had no answer.
 - For length of their trips in Jacksonville, Fla., 42.6% stayed for 1 day, while 32.4% stayed for 2-3 days.
 - Of those that visited Jacksonville, Fla., 47% did visit the Downtown area.
- Developing the riverfront would influence 34.9% of respondents to visit Jacksonville, Fla.
- When asked, “What would make Jacksonville, Fla. a more desirable place to visit?”, 7.6% of respondents said more or better local attractions, while 52% had no answer or didn’t know.



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The Public Opinion Research Laboratory found in regards to Visit Jacksonville:

- Nearly all (97.6%) of all respondents have not been in contact with Visit Jacksonville or a visitor information center in the area.
 - Of the 12 respondents that did, they were all at least somewhat satisfied with their overall experience.
- Seventy-five percent of respondents said they had not seen any advertising for Jacksonville, Fla. in the past year.
 - Of those who had seen advertising, 73% said it did not influence them to visit Jacksonville, Fla.
- Seventy-seven percent of respondents said they had not seen any stories about Jacksonville, Fla. in magazines, newspapers, or online in the past year.
 - Of the respondents who had seen stories, 77% said it did not influence them to visit Jacksonville, Fla.



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II. METHODOLOGY

The survey was conducted through the use of Computer Assisted Telephone Interviewing (CATI) at a 27-station polling laboratory at the University of North Florida. A sample of the polling universe was selected through the use of Random-Digit-Dialing methodology for both landlines and cell phones. The total sample of 633 was drawn from a listed landline and enhanced wireless sample that targeted individuals with a travel or entertainment interest. For non-completes with a working residential or cell phone line, at least 5 callbacks were attempted. To ensure a representative sample, calls were made from 5:00 p.m. - 9:00 p.m. daily from April 14, 2015 through April 21, 2015. The results are un-weighted.

For more information about methodology, contact Dr. Michael Binder at porl@unf.edu or (904) 620-4433.



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III. SURVEY RESULTS

Q1) When you think of Jacksonville, Florida, what is the first thing that comes to your mind?

	N=633
Beaches	17.9%
Jaguars	11.1%
Weather	8.5%
Friends and Family	7.7%
Geography	6.8%
Navy	4.4%
Vacation	2.8%
Universities/School	2.8%
Neighboring Cities	2.8%
Local Attractions	2.5%
Passing Through	2.5%
Business	2.2%
Generally Negative	2.2%
Hospitals	2.1%
Traffic	1.9%
Generally Positive	1.3%
Crime	1.1%
Ports	.9%
Bridges	.6%
Golf/Players Championship (TPC)	.3%
Other	2.7%
Don't Know/ No Answer	14.4%



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Q2) What else comes to mind when you think of Jacksonville, Florida?

	N=633
Beaches	13.8%
Jaguars	5.5%
Local Attractions	3.8%
Geography	3.7%
Weather	3.3%
Friends and Family	3%
Vacation	2.4%
Universities/School	2%
Navy	1.9%
Neighboring Cities	1.9%
Business	1.6%
Hospitals	1.3%
Golf/Players Championship (TPC)	1.3%
Crime	1.2%
Passing Through	1.1%
Generally Positive	1.1%
Generally Negative	1.1%
Traffic	1.1%
Bridges	.7%
Ports	.5%
Other	2.1%
Don't Know/ No Answer	51%

* May add to more than 100% due to multiple responses to this question

Q3) When you think of Jacksonville, Florida, is your opinion:

	N=633
Very Positive	21%
Somewhat Positive	50.7%
Somewhat Negative	8.1%
Very Negative	2.1%
Don't Know/ No Answer	18.2%



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Q4) Have you ever been to or traveled to Jacksonville, Florida?

	N=633
Yes	55.5%
No	43.9%
Don't Know/ No Answer	.6%

Q4a) If you haven't been to Jacksonville, why have you chosen not to visit?

	N=355
Not Familiar Enough With Jacksonville	20.1%
Too Far Away	10.1%
Personal Limitation	8.3%
Not Enough To Do	6.5%
Geographic Limitation	4.7%
Visit Theme Parks In Florida	1.8%
Not Enough Advertising	.7%
Already Live Near A Beach	.4%
Crime/News Stories	-
Other	2.5%
No Reason	25.9%
Don't Know/ No Answer	19%

Q5) How many times have you traveled to Jacksonville, Florida?

	N=351
One Time	19.4%
2 To 5 Times	34.8%
More Than 5 Times	44.4%
Don't Know/ No Answer	1.4%

Q6a) How long did you stay in Jacksonville, Florida when you visited?

	N=68
1 Day	42.6%
2 To 3 Days	32.4%
4 To 7 Days	16.2%
More Than A Week	4.4%
Don't Know/ No Answer	4.4%



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Q6b) How long do you typically stay in Jacksonville, Florida when you visit?

	N=283
1 Day	30.7%
2 To 3 Days	38.2%
4 To 7 Days	16.6%
More Than A Week	9.2%
Don't Know/ No Answer	5.3%

Q7) When you visited Jacksonville, Florida did you visit the Downtown area?

	N=351
Yes	47%
No	49%
Don't Know/ No Answer	4%

Q8) Why did you travel to Jacksonville, Florida as your travel destination?

	N=351
Visit Friends And Relatives	39.6%
Business	19.6%
Passing Through	13.4%
Sports Events	9.4%
Vacation	6.5%
Beaches	5.7%
Special Events	2.6%
Art/Theatre	2.3%
University/School	1.5%
Shopping	1.5%
Neighboring Cities	1.2%
Navy	1.1%
Weather	0.3%
Hospitals	0.3%
Geography	0.3%
Restaurants	-
Other	3.20%
Don't Know/ No Answer	4%

* May add to more than 100% due to multiple responses to this question



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Q9) What could have improved your experience in Jacksonville, Florida?

	N=351
More Nightlife In Downtown/Dining Options	3.4%
Mass Transportation Is Not Convenient	2.3%
Less Homeless People	.9%
Hotels Need Renovations	1.4%
Attractions Looking Worn	3.7%
Better Signage Around Town	2.8%
Random Personal Issues	4%
More Time in Jacksonville	3.4%
Weather	.9%
Less Traffic	6.8%
Geography	1.4%
Less crime/Smelled Better	1.7%
Nothing	2%
Other	2.6%
Don't Know/ No Answer	62.7%

Q10) How likely are you to come to Jacksonville, Florida in the next year?

	N=633
Very Likely	14.1%
Somewhat Likely	15.3%
Somewhat Unlikely	13.1%
Very Unlikely	56.1%
Don't Know/ No Answer	1.4%

Q11) Have you ever been in contact with Visit Jacksonville or a visitor information center in Jacksonville, Florida?

	N=633
Yes	1.9%
No	97.6%
Don't Know/ No Answer	.5%



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Q2) How would you rate your overall experience with Visit Jacksonville or the visitor information centers?

	N=12
Very Satisfied	50%
Somewhat Satisfied	50%
Somewhat Dissatisfied	0%
Very Dissatisfied	0%
Don't Know/ No Answer	0%

Q13) What could have improved your experience with Visit Jacksonville?

	N=6
Longer Hours	1 Person
Very Good	1 Person
Don't Know/ No Answer	4 People

Q14) Have you seen any advertising for Jacksonville, Florida in the past year?

	N=633
Yes	21.6%
No	75%
Don't Know/ No Answer	3.3%

Q15) If yes, did it influence you to visit Jacksonville, Florida?

	N=137
Yes	26.3%
No	73%
Don't Know/ No Answer	.7%

Q16) Have you seen any stories about Jacksonville, Florida in magazines, newspapers, or online in the past year?

	N=633
Yes	20.9%
No	76.9%
Don't Know/ No Answer	2.2%



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Q17) If yes, did it influence you to visit Jacksonville, Florida?

	N=132
Yes	21.2%
No	77.3%
Don't Know/ No Answer	1.5%

Q18) There is a developer looking to add a mixed-use 48-acre riverfront site with shopping, restaurants, and outdoor activities in Downtown Jacksonville. Once completed, would this influence you to visit Jacksonville, Florida?

	N=633
Yes	34.9%
No	59.9%
Don't Know/ No Answer	5.3%

Q19) What would make Jacksonville, Florida a more desirable place for you to visit?

	N=633
More or Better Local Attractions	7.60%
Geography	6.30%
Fewer Personal Restrictions	4.10%
Not Familiar	3%
Less Traffic or Better Infrastructure	3%
More Family/Friends Living in Jacksonville	2.70%
More or Better Family Activities	2.40%
More or Better Outdoor Activities	2.20%
More Business/Development	2.10%
Better Weather	1.90%
More or Better Vacation Activities/Cruises	1.60%
More Advertising	1.40%
Improve Downtown	1.30%
Less Crime	1.30%
More or Better Sports	1.10%
More or Better Hotels and Resorts	0.90%
More or Better Art/Theatre/Culture	0.90%
More or Better Restaurants	0.80%
Less Problems	0.60%
More or Better Music/Concerts	0.50%
Other	2.40%
Don't Know/ No Answer	52%



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Q20) When taking overnight trips, for about how many hours do you typically drive one-way?

	N=633
Up To 2 Hours	9.3%
2 To 5 Hours	35.4%
5 To 10 Hours	34.6%
More Than 10 Hours	13.3%
Don't Know/ No Answer	7.5%

Q21) What is the highest grade in school or year of college you have completed?

	N=633
Less Than High School Degree	2.5%
High School Graduate	17.9%
Some College	25.4%
College Graduate	33%
Post Graduate	20.4%
Don't Know	.8%
No Answer	-

Q22) What is your age?

	N=633
18-24	6.5%
25-44	19.6%
45-64	39.2%
65 and Over	33.8%
Don't Know	.9%
No Answer	-

RACE) What is your racial/ethnic background?

	N=633
Caucasian	77.1%
African American	17.4%
Hispanic	4.9%
Asian/Pacific Islander	1.5%
Something Else	.7%
Don't Know/ No Answer	2.5%



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Q25) Are you the parent or legal guardian of a child 18 years of age or younger?

	N=633
Yes	23.5%
No	75.8%
Don't Know/ No Answer	.6%

Q26) What was your total household income in 2014?

	N=633
Less Than \$25,000	7.6%
\$25,000 To \$50,000	14.4%
\$50,000 To \$75,000	14.7%
\$75,000 To \$100,000	12.8%
Above \$100,000	23.7%
Don't Know/ No Answer	26.9%

Q27) Gender of respondent

	N=633
Male	46.8%
Female	53.2%