

Jacksonville Jazz Festival Economic Impact Study



Public Opinion Research Lab at the University of North Florida



Purpose of Study

PORL was contracted to conduct a study to evaluate the impact of the Jacksonville Jazz Festival on the local 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 festival attendees' attitudes and behaviors around the event, and use these findings to estimate the economic impact of the event.

Survey Instrument

Below is a snapshot of a few of the questions asked of Jazz Festival attendees via iPad.

Would you say that the Jacksonville Jazz Festival:

Was the main reason for your visit to Jacksonville

Influenced your visit, but was not the main reason for your visit to Jacksonville area

Did not influence your decision to visit Jacksonville

Because of your experience at Jazz Fest, how likely are you to come to the Jacksonville area again?

Very Likely Somewhat Unlikely

Somewhat Likely Very Unlikely

Do you plan to stay and see ...

	Yes	No
Friday's headliner, Herbie Hancock?	<input type="radio"/>	<input type="radio"/>
Saturday's headliner, KEM?	<input type="radio"/>	<input type="radio"/>
Sunday's headliner Patti LaBelle?	<input type="radio"/>	<input type="radio"/>

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

Yes

No



Methodology

In order to measure economic impact, PORL conducted an in-person survey of festival attendees. Interviewers administered intercept surveys using the Qualtrics offline survey application via iPad provided by UNF's Digital Humanities Institute. 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 712 surveys over all 3 festival days. The completion rate for this study was 80%. PORL estimates 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.



Executive Summary

Below are the key findings from the intercept survey, as well as the estimated economic impact of the Jacksonville Jazz Festival.

- There were a total of **14,611** unique festival attendees
- 35%** of attendees were **visitors** to the Jacksonville area
- 81%** of visitors said JazzFest was the **main reason** for their visit to Jacksonville, up from 69% in 2021
- The average daily influenced visitor* **expenditure** per day was **\$321**, up from \$261 in 2021
- 58%** of influenced visitors stayed in a hotel or motel
- When asked where they heard about JazzFest, **social media** was the top response from **Duval residents** at **48%**...
- ... while **46%** of visitors reported hearing about JazzFest by **word of mouth**

Unique Number of Attendees	14,611
Estimated Event-Related Commercial Room Nights in Jacksonville	3,915
Average Length of Stay in Commercial Room (Days)	2.84
Average Visitor Party Size per Room	2.43
Average Event-Related ADR	\$195
Estimated Number of Visitors Staying in Commercial Lodgings	3,349
Average Daily Event-Related Expenditure	\$321
Estimated Direct Expenditure ²	\$5,625,568
Festival Event Multiplier	1.6
Estimated Total Economic Impact ³	\$9,000,909

Contribution

Using the technology provided by UNF's Digital Humanities Institute, PORL was able to provide the City of Jacksonville valuable insights about its constituents and their behaviors. The mission of The Public Opinion Research Lab is to conduct research that contributes to the knowledge and understanding of salient social, economic, political, and health issues. The Public Opinion Research Lab aims to provide a public service by informing our clients and policymakers of public opinions, offering experiential learning to students, and producing research of the highest caliber of academic integrity.



Public Opinion Research Lab

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