One Spark Intercept Survey Report

April 9th-13th, 2014

Prepared for:
Visit Jacksonville

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METHODOLOGY

Total Number of Completes: **1098**
Margin of error for the entire sample: +/- **2.9%**
Population: **Adult Attendees at One Spark**

Average Completed Interview Length – **2 minutes**

Field Dates for Survey – **April 10, 2014 to April 12, 2014**

The economic impact survey was conducted at One Spark in downtown Jacksonville. A total of 16 interviewers and 3 supervisors were used to conduct the intercept surveys. Four more data coders were used for the data entry portion of the analysis. Each surveyor approached every other attendee; refusals were also tallied and factored to calculate the completion percentage of 72 percent.

To ensure a representative sample, the surveying was conducted from 4:00 p.m. - 10:00 p.m. on Thursday, 12:00 p.m. to 10:00 p.m. on Friday, and 11:00 a.m. – 7:00 p.m on Saturday. Due to rounding, some percentages in tables may not equal 100 percent. Sixteen trained UNF PORL interviewers participated in data collection. For information on methodology, you may reach Dr. Michael Binder at (904) 620-1205.

Economic impact data below are based off of estimates from the percentage of Jacksonville visitors in the survey and the number of verified unique voters at One Spark. The PORL estimated the number of unique individual attendees to the event by comparing the percentage of attendees who indicated their intent to vote for a project in our sample to the total number of unique One Spark voters. By multiplying the number of actual registered voters by the proportion of voters in our sample we are able to estimate that approximately 51,000 unique attendees contributed to economic impact of more than $1.8 million. These attendees often came on multiple days (an important factor in our calculations), however, that does not factor into the overall unique attendance figures. Our estimation is the best assessment of the total number of unique attendees to One Spark. Unofficial estimates of the total One Spark attendance in the news media approximate that there were more than 260,000 people at the event over the 5 days (Wednesday night through Sunday afternoon). While we do not know the specific methodology for calculating those event attendance figures, it was described as being based on vendor sales, the use of the One Spark-specific WiFi network and the Jacksonville Sheriff's Office estimates. The problem with using this number as a baseline for estimating economic impact is that this number includes a large amount of repeat attendees (people who came on multiple days). Repeat attendees would artificially inflate the overall economic impact and present misleading information to decision-makers.

Economic impact from festivals and events only relates to new money introduced into the local economy by visitors from outside the community. Additionally, only visitors that are motivated to come to the community because of the event can have their economic contributions credited toward the event. Residents who spend money at local events may produce a short-term surge in economy, but in actuality, this circulation of revenue is internal and would likely have been spent in the community eventually – even if it were spent in a different manner. This economic impact estimation only includes spending by out of town visitors and does not take into account money dispersed through the crowd funding process or spending by the event organizers. Furthermore, these estimates do not include costs incurred by the community such as governmental contributions or additional governmental spending on added police and security. We estimate approximately 6,400 visitors were motivated to visit Jacksonville due to One Spark. Below we provide our estimates for direct expenditures from visitors and the overall impact that has based on a festival economic impact multiplier. Money injected into a local economy is like ripples in a pond: the initial splash spreads out across the city and provides benefit even to those who are not explicitly involved in the event.

	Based on PORL's Unique Number of Attendee Estimates
Estimated Event Related Commercial Room Nights in the Region	1600
Average Length of Stay in Commercial Room Nights	2.8
Average Visitor Party Size per Room	1.8
Estimated Number of Visitors Staying in Commercial Lodgings	1010
Estimated Direct Expenditure[1]	$1,135,000
Festival Event Multiplier	1.6
Estimated Total Economic Impact[2]	$1,816,000
Average Event Related ADR	$114

[1] The direct expenditure was estimated by calculating the total amount of out-of-town visitors multiplied by the number of days spent in Jacksonville times the average spending per day per visitor.
[2] The total economic impact was calculated using a regional festival event multiplier (1.6).

Survey Results

Are you a resident of Duval County?

	N = 1098
Duval County Resident (includes Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin)	85%
Visitor	15%

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

	N = 135
Mean	.8
Median	0

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

	N = 44
Hotel/Motel	27%
Private Home	70%
RV Park/Camping	2%
Renting Apartment or Condo	0%
Other	0%

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

	N = 10
Mean	$125
Median	$100

Including yourself, how many adults are staying in your hotel room?
(Visitors that were at least somewhat influenced by One Spark to visit Jacksonville)

	N = 12
Mean	1.75
Median	2

What primary mode of transportation did you use to arrive in Jacksonville?
(Visitors that were at least somewhat influenced by One Spark to visit Jacksonville)

	N = 136
Personal Car	92%
Rental Car	2%
Airplane	3%
Train	0%
Bus	2%
Recreational Vehicle	0%
Other	1%

What is the primary mode of transportation you are using to get around Jacksonville during your stay?
(Visitors that were at least somewhat influenced by One Spark to visit Jacksonville)

	N = 136
Personal Car	77%
Rental Car	2%
Taxi	1%
Recreational Vehicle	0%
Bus/Skyway/Public Transportation	12%
Other	7%

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 One Spark to visit Jacksonville)

	N = 133
Mean	$81
Median	$30

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 One Spark to visit Jacksonville)

	N = 104
Mean	$3
Median	$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 One Spark to visit Jacksonville)

	N = 106
Mean	$24
Median	$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 One Spark to visit Jacksonville)

	N = 105
Mean	$5
Median	$0

Would you say that the One Spark event:

	N = 157
Was the main reason for your visit to Jacksonville	76%
Influenced your visit, but was not the main reason for your visit to Jacksonville	11%
Did not influence your decision to visit Jacksonville	13%

Are you planning on voting for a Creator Project at One Spark?

	Visitors N = 159	Locals N = 934	Everybody N = 1093
Yes	74%	87%	85%
No	26%	13%	15%

Because of your experience at One Spark, how likely are you to come to Jacksonville's downtown area again?

	Visitors N = 160	Locals N = 932	Everybody N = 1092
Very Likely	63%	77%	75%
Somewhat Likely	27%	18%	19%
Somewhat Unlikely	8%	4%	5%
Very Unlikely	3%	1%	1%

What is your age?

	N = 1092
18 – 24	15%
25 – 44	44%
45 – 64	34%
65 – 80	7%
Above 80	<1%

Which category best describes your household's yearly income?

	N = 964
Less than $23,000	14%
$23,000 - $35,000	12%
$35,000 - $65,000	25%
$65,000 - $95,000	22%
Above $95,000	27%

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

	N = 1090
Less than High School	2%
High School Graduate	10%
Some College	24%
College Graduate	45%
Graduate Degree	19%

Gender of the respondent

	N = 1088
Male	47%
Female	53%