



Welcome To Rockville Intercept Survey Report

April 26th-27th, 2014



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METHODOLOGY

Total Number of Completes: **687**

Margin of error for the entire sample: +/- **3.7%**

Population: **Adult Attendees at Welcome to Rockville**

Average Completed Interview Length – **2 minutes**

Field Dates for Survey – **April 26, 2014 to April 27, 2014**

The economic impact survey was conducted at Metropolitan Park in downtown Jacksonville. A total of 6 interviewers and 3 supervisors were used to conduct the intercept surveys. In addition, student-employees of the PORL 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 11a.m. – 9 p.m. on Saturday and on Sunday from 12 p.m. to 8 p.m. Due to rounding, some percentages in the tables below may not equal 100 percent. For information on methodology, you may reach Dr. Michael Binder at (904) 620-1205.

The economic impact data listed below is based off of estimates from the percentage of Jacksonville visitors in the survey and the number of general admission single-day, general admission two-day, general admission four-pack, VIP single-day, VIP two-day and military tickets sold at Rockville. The PORL estimated the number of unique individual attendees to the event by comparing the percentage of attendees who purchased each of the Rockville single-day tickets in our sample to the total number of Rockville single-day tickets sold. By multiplying the number of tickets purchased by the proportion of tickets bought in our sample from each of the ticket holders we were able to estimate that there were approximately 25,500 unique attendees. These unique attendee residents from outside of Duval County contributed to an economic impact of nearly \$10.3 million. Of the 25,500 unique individual attendees, we estimated approximately 17,600 visitors were at least somewhat influenced to visit Jacksonville as a result of the two-day Welcome To Rockville event. The nearly \$10.3 million economic impact estimation was calculated by capturing the spending habits of this segment of the attendees. Over the course of the two days, these visitors averaged spending \$83 per day at the event itself, which was aided by the amount of food and beverage choices, merchandise and apparel stands and other local vendors that set up at Metropolitan Park. To further put this economic impact estimation into perspective, these event goers averaged staying 2.26 nights in Jacksonville, with 66.7 percent of these visitors spending the night in a hotel/motel. By averaging the amount of money spent by these visitors at Rockville, in restaurants, bars, clubs, on groceries, shopping,



amusement and attractions, transportation and hotel costs per day, these visitors to Jacksonville averaged spending \$163.8 per person per day during their stay.

The 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 the 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. Below we provide our estimations for direct expenditures from visitors and the overall impact that was 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.

	Unique Number of Attendees
Estimated Event Related Commercial Room Nights in Jacksonville	9,850
Average Length of Stay in Commercial Room	2.26
Average Visitor Party Size per Room	2.65
Estimated Number of Visitors Staying in Commercial Lodgings	11,550
Estimated Direct Expenditure ¹	\$6,420,000
Festival Event Multiplier	1.6
Estimated Total Economic Impact ²	\$10,272,000
Average Event Related ADR	\$99

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 = 687
Duval County Resident (includes Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin)	30%
Visitor	70%

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 Rockville to visit Jacksonville)

	N = 473
Mean	1.87
Median	2

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

	N = 407
Hotel/Motel	78%
Private Home	21%
RV Park/Camping	<1%
Renting Apartment or Condo	<1%
Other	1%

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

	N = 316
Mean	\$99
Median	\$90

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

	N = 316
Mean	2.65
Median	2



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

	N = 474
Personal Car	94%
Rental Car	1%
Airplane	4%
Train	0%
Bus	0%
Recreational Vehicle	<1%
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 Rockville to visit Jacksonville)

	N = 474
Personal Car	86%
Rental Car	4%
Taxi	5%
Recreational Vehicle	<1%
Bus/Skyway/Water Taxi/Public Transportation	3%
Other	2%

How much do you estimate that you will spend for yourself alone per day in Jacksonville at Rockville?

(Visitors that were at least somewhat influenced by Rockville to visit Jacksonville)

	N = 474
Mean	\$105
Median	\$100

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 Rockville to visit Jacksonville)

	N = 474
Mean	\$36
Median	\$10



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 Rockville to visit Jacksonville)

	N = 474
Mean	\$4
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 Rockville to visit Jacksonville)

	N = 106
Mean	\$12
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 Rockville to visit Jacksonville)

	N = 105
Mean	\$3
Median	\$0

Would you say that the Rockville event:

	N = 480
Was the main reason for your visit to Jacksonville	98%
Influenced your visit, but was not the main reason for your visit to Jacksonville	1%
Did not influence your decision to visit Jacksonville	1%

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

	Visitors N = 478	Locals N = 204	Everybody N = 682
Very Likely	67%	81%	71%
Somewhat Likely	27%	13%	22%
Somewhat Unlikely	4%	3%	4%
Very Unlikely	3%	2%	3%



What is your age?

	N = 685
18 – 24	28%
25 – 44	59%
45 – 64	14%
65 – 80	<1%
Above 80	0%

Which category best describes your household's yearly income?

	N = 647
Less than \$23,000	15%
\$23,000 - \$35,000	20%
\$35,000 - \$65,000	29%
\$65,000 - \$95,000	20%
Above \$95,000	15%

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

	N = 683
Less than High School	4%
High School Graduate	22%
Some College	40%
College Graduate	27%
Graduate Degree	7%

Gender of the respondent

	N = 683
Male	57%
Female	43%