

ABACOA SPRING TRAINING SURVEY



2017

FAU CENTER FOR URBAN &
ENVIRONMENTAL SOLUTIONS
Florida Atlantic University



CENTER FOR URBAN &
ENVIRONMENTAL SOLUTIONS
Florida Atlantic University

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Introduction

In March 2017, the Abacoa Partnership for Community (APC), with assistance from the Center for Urban and Environmental Solutions, conducted an intercept survey of people in Downtown Abacoa before and after spring training games.

The goal of the survey was to determine more about attendees of spring training baseball games, their impact on the local economy, and their opinions.

Methodology

Volunteers for the APC completed 88 intercept surveys (see Appendix). Each survey was conducted in-person by asking random individuals walking to and from the Roger Dean Stadium if they would be willing to complete a short survey about their perceptions on Abacoa. Volunteers asked and recorded answers on a clipboard. Each survey lasted approximately 2-4 minutes.

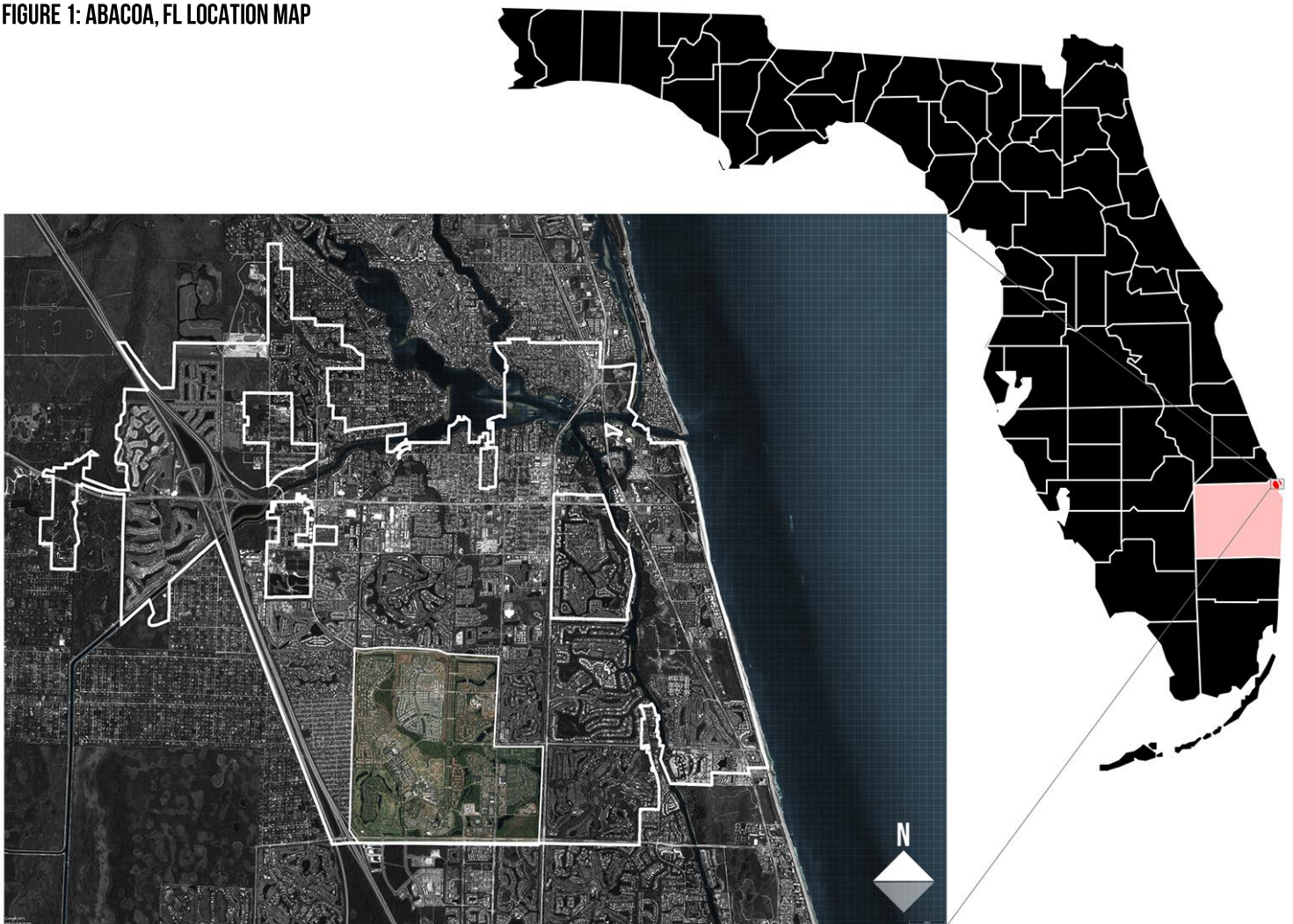
Key Findings

- Over 70% of respondents attend multiple baseball games
- 20% of respondents visit Abacoa at least once a month or more often
- Over 18% of respondents reported that they visit restaurants and shops at least once a month or more often outside of spring training
- 48% of respondents reported purchasing food and/or beverages at a local restaurant walking distance to the stadium as compared to 30% of respondents who purchased food and/or beverages at the stadium
- Over 50% of the people that purchased food and/or beverages spent \$40 or more on their purchase
- 24% of people purchased goods or services at the stadium and nearly 10% purchased goods and services in walking distance to the stadium

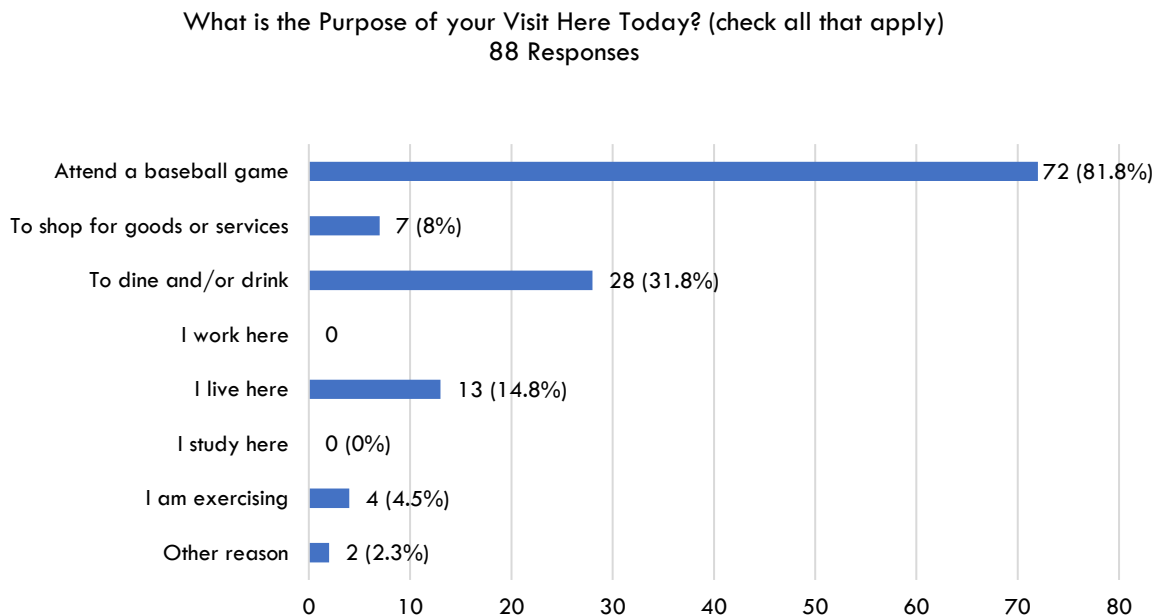
Opinions of Abacoa found:

- 96% rate the place as family friendly
- 90% rate the overall atmosphere and scenery strong
- 87% rate strong for having many things to do/places to go
- 85% rate restaurants as strong
- 80% rate events in Downtown Abacoa as strong
- 98% rate Abacoa as clean, safe, and organized
- 77% rate entertainment offerings as strong
- 70% rate stores as strong
- 18% arrived by walking, biking, or using a taxi/Uber/Lyft
- About half of visitors (including overseas visitors) were not residents of Florida
- 13% were seasonal residents and nearly 40% were permanent residents

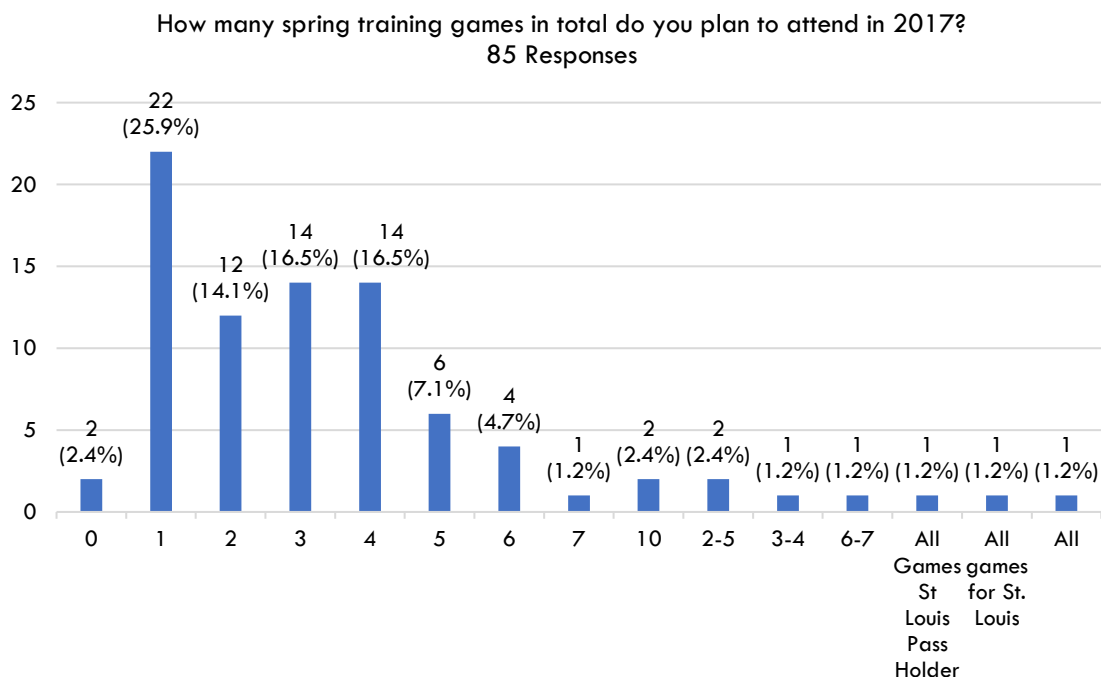
FIGURE 1: ABACOA, FL LOCATION MAP



Boundary map of the Town of Jupiter and Abacoa.
Source: By Author

FIGURE 2: WHAT IS THE PURPOSE OF YOUR VISIT HERE TODAY?

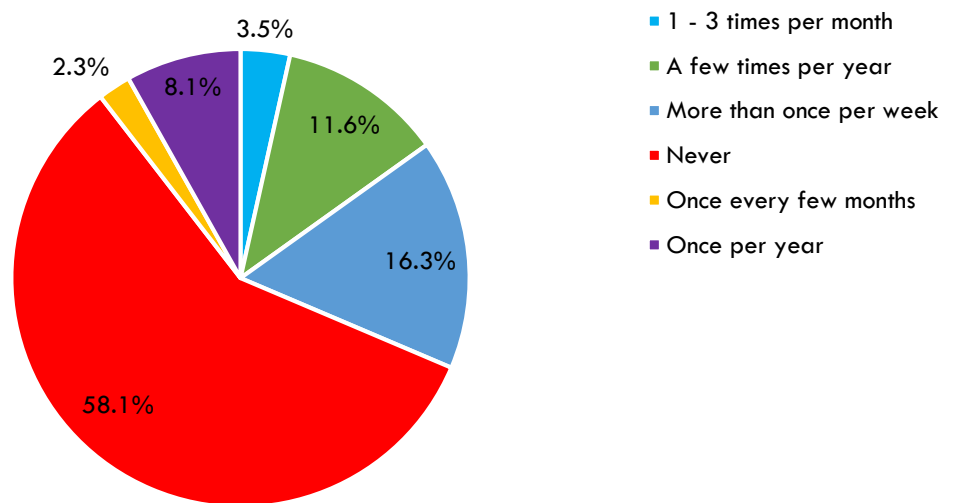
Per Figure 2, 81.8% of 88 participants responded that the purpose of their visit was to “attend a baseball game.” 31.8% responded their visit was “to dine and/or drink.” 14.8% responded that they “live here.” 8% responded their purpose was “to shop for goods or services.” 4.5% responded their visit was because they were “exercising.” Only 2.3% responded their visit was for “other reason(s).”

FIGURE 3: HOW MANY SPRING TRAINING GAMES IN TOTAL DO YOU PLAN TO ATTEND IN 2017?

As Figure 3 Illustrates, 25.9% of 85 participants responded that they planned to attend 1 spring training game in 2017. 16.5% responded they would attend 3 games. 16.5% responded they would attend 4 games. 14.1% responded they would attend 2 games. 7.1% responded they would attend 5 games. 4.7% responded they would attend 6 games. 3.6% responded they planned to attend all games for St. Louis.

FIGURE 4: HOW OFTEN DO YOU VISIT THIS AREA FOR PURPOSES OTHER THAN SPRING TRAINING?

How Often Do You Visit This Area for Purposes Other Than Spring Training?
86 Responses

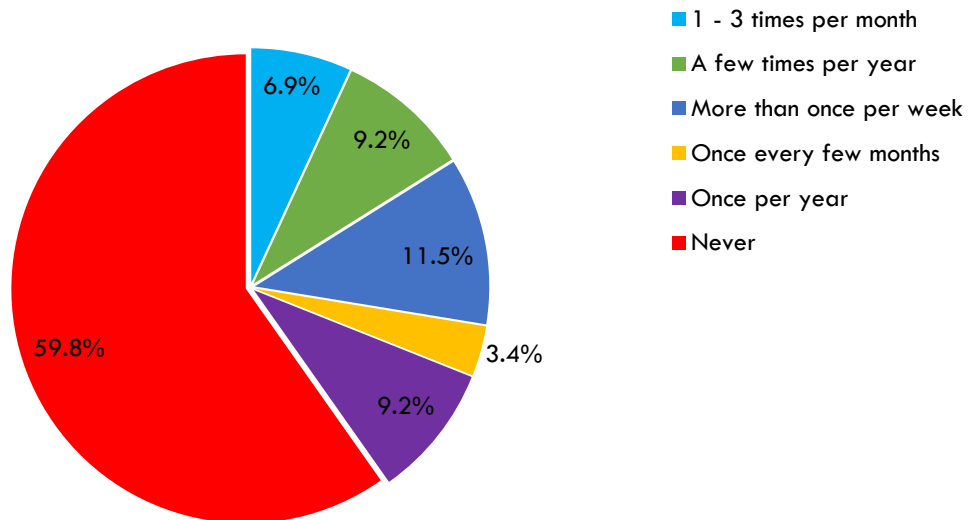


Of 86 participants, 58.1% responded they “never” visit the area for purposes other than spring training; 16.3% responded they visit “more than once per week”; 11.6% responded they visit “a few times per year”; 8.1% responded they visit “once per year”; 3.5% responded “1-3 times per month”; and 2.3% responded “once every few months” (Figure 4).

FIGURE 5: HOW OFTEN DO YOU VISIT SHOPS AND RESTAURANTS WITHIN WALKING DISTANCE OF THE STADIUM WHEN NOT ATTENDING A GAME?

How often do you visit shops and restaurants within walking distance of the stadium when not attending a game?

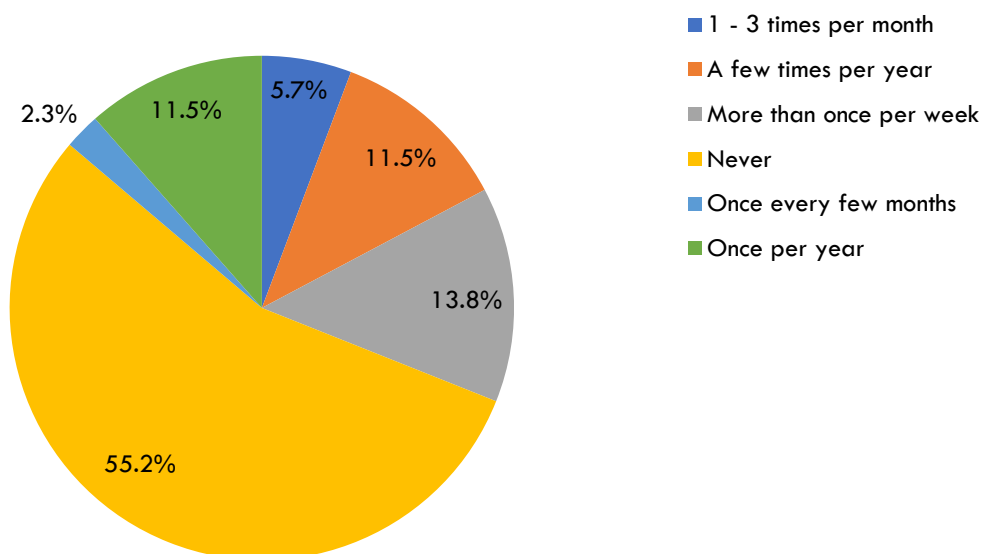
87 Responses



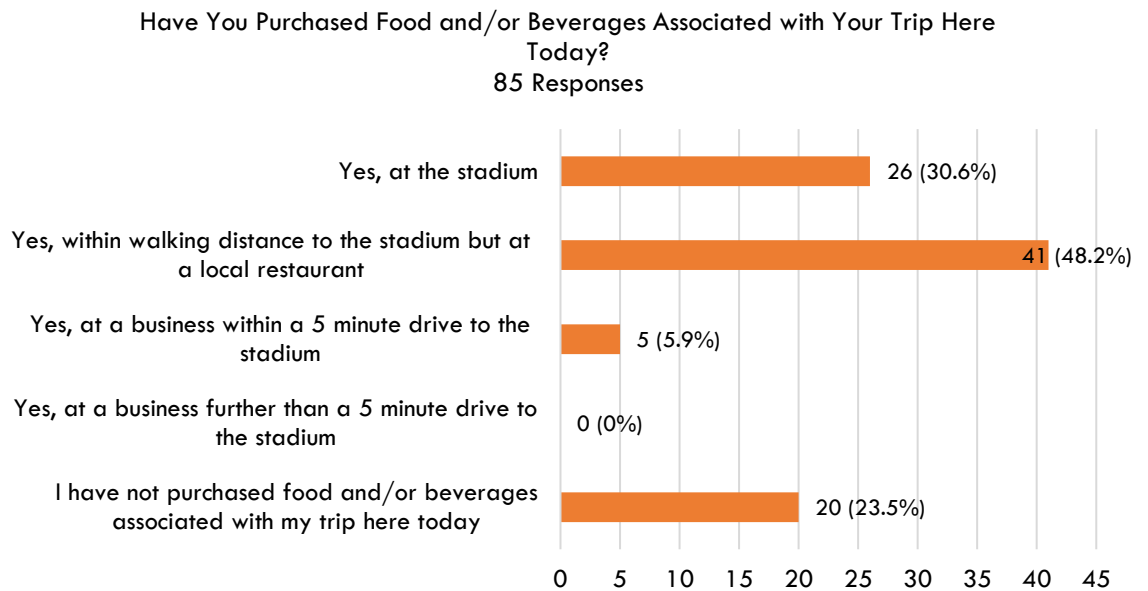
Per Figure 5, 59.8% of 87 participants responded they “never” visit shops and restaurants within walking distance of the stadium when not attending a game; 11.5% responded “more than once per week”; 9.2% responded one per year; 9.2% responded “a few times per year”; 6.9% responded “1-3 times per month”; and 3.4% responded “once every few months.”

FIGURE 6: HOW OFTEN DO YOU VISIT SHOPS AND RESTAURANTS WITHIN A 5-MINUTE DRIVE OF THE STADIUM WHEN NOT ATTENDING A GAME?

How often do you visit shops and restaurants within a 5-minute drive of the stadium when not attending a game?
87 Responses



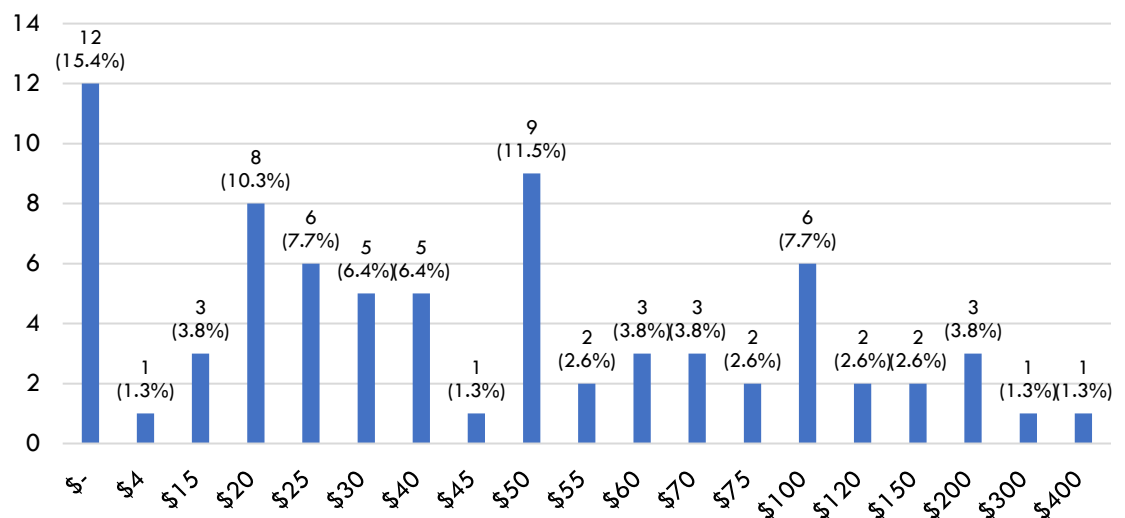
55.2% of 87 participants responded they “never” visit shops and restaurants within a 5-minute drive of the stadium when not attending a game. 13.8% responded “more than once per week.” 11.5% responded once per year. 11.5% responded “a few times per year.” 5.7% responded “1-3 times per month.” 2.3% responded “once every few months” (see Figure 6).

FIGURE 7: HAVE YOU PURCHASED FOOD AND/OR BEVERAGES ASSOCIATED WITH YOUR TRIP HERE TODAY?

Of 85 responses, 48.2% described their food and/or beverages purchases associated with their trip “within walking distance to the stadium but at a local restaurant”; 30.6% responded their purchase was “at the stadium”; 23.5% responded they “have not purchased food and/or beverages associated with my trip here today”; 5.9% responded their purchase was “at a business within a 5-minute drive to the stadium” (see Figure 7).

FIGURE 8: APPROXIMATELY HOW MUCH MONEY DID YOU SPEND ON THIS PURCHASE?

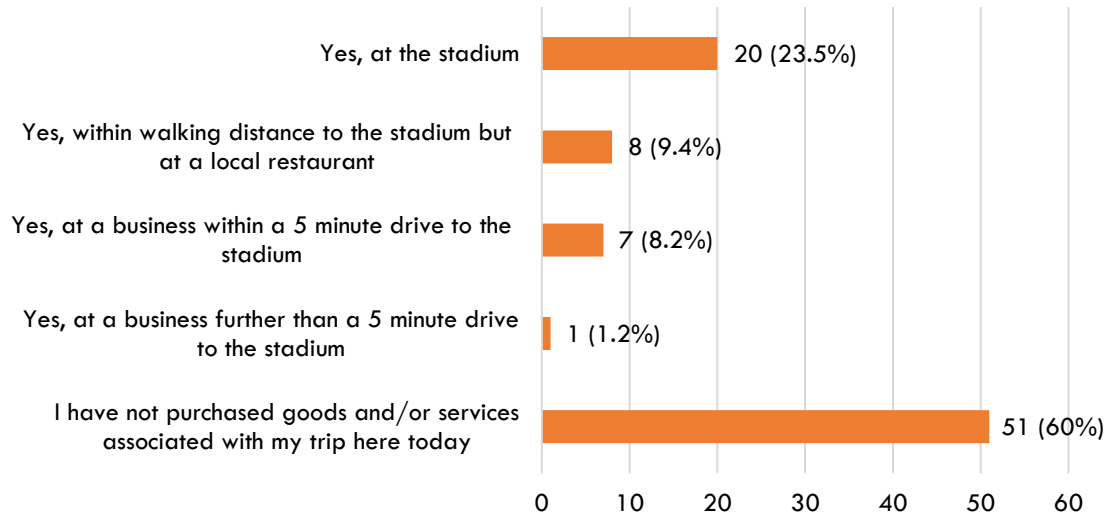
Based On Your Answer To The Question Above, Approximately How Much Money Did You Spend On This Purchase?
75 Responses



Based on the answer to the question above, 15.4% of 75 participants responded that they spent \$0 on a purchase; 11.5% spent \$50 dollars; 10.3% spent \$20; 7.7% spent \$100; 7.7% spent \$25; 6.4% spent \$30; 6.4% spent \$40; and 3.8% spent \$200 (see Figure 8).

FIGURE 9: DID YOU PURCHASE ANY GOODS OR SERVICES ASSOCIATED WITH YOUR TRIP HERE TODAY?

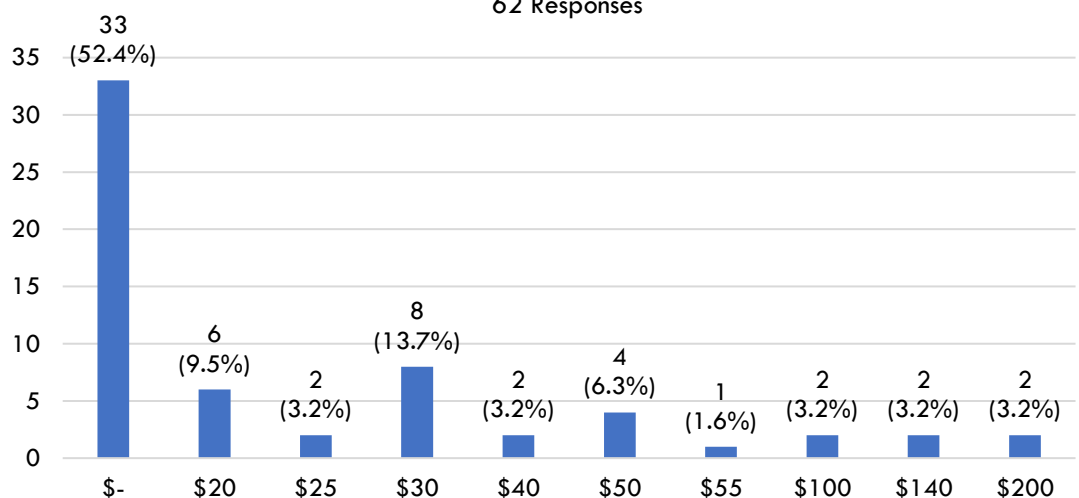
Did you purchase any goods or services associated with your trip here today?
85 Responses



As Figure 9 illustrates, 60% of 85 participants responded that they “have not purchased goods or services associated with their trip.” 23.5% responded their purchase was “at the stadium.” 9.4% responded their purchase was “within walking distance to the stadium but at a local restaurant.” 8.2% responded their purchase was “at a business within a 5-minute drive to the stadium.” And 1.2% responded their purchase was “at a business further than a 5-minute drive to the stadium.”

FIGURE 10: APPROXIMATELY HOW MUCH MONEY DID YOU SPEND ON THIS PURCHASE?

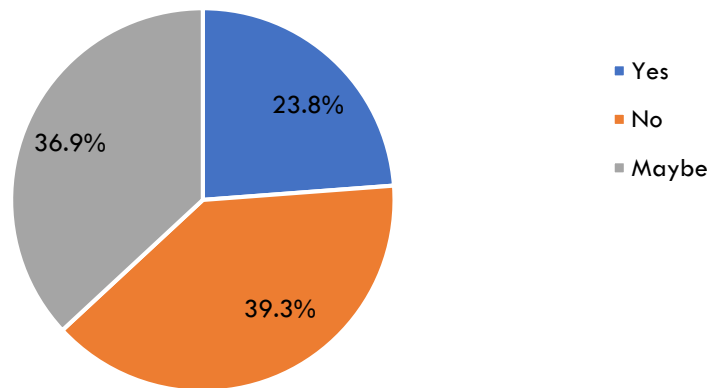
Based on your answer to the question above, approximately how much money did you spend on this purchase?
62 Responses



Based on the answer to the question above, 52.4% of 65 participants responded that they spent \$0 on a purchase; 13.7% spent \$30; 9.5% spent \$20; 6.3% spent \$50; and 9.6% spent \$100-\$200 (see Figure 10).

FIGURE 11: DO YOU PLAN TO SHOP AT A LOCAL BUSINESS NEAR THE STADIUM BEFORE YOU LEAVE?

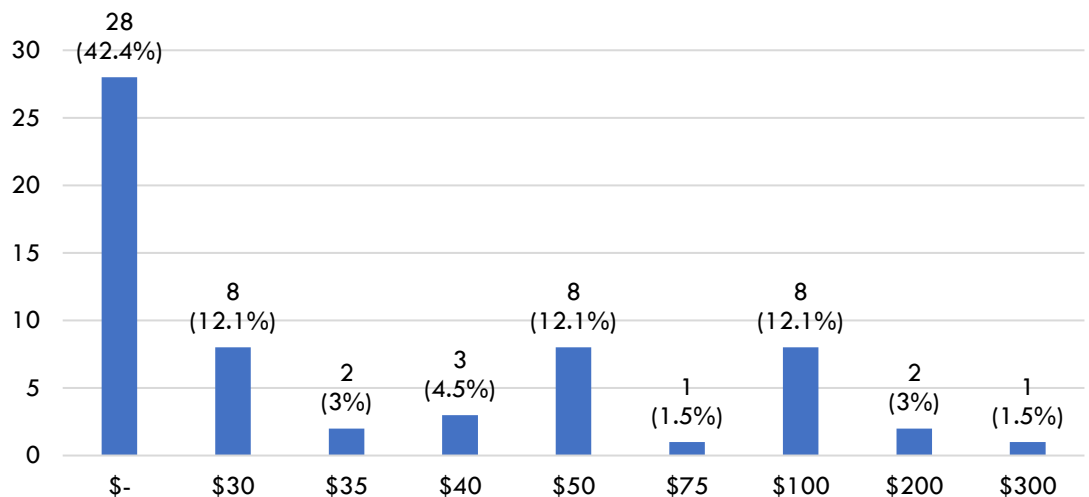
Do you plan to shop at a local business near the stadium before you leave?
84 Responses



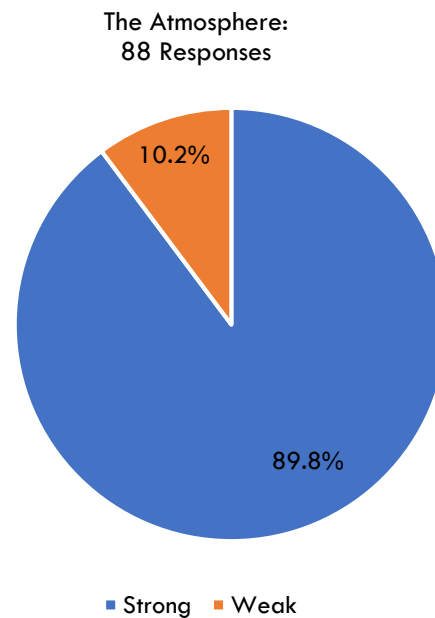
When asked whether participants planned to shop at a local business near the stadium before they left, 39.3% of 84 responded that they do not plan to shop at a local business near the stadium before they leave; 23.8% do plan to shop at a local business near the stadium before they leave; and 36.9% responded that they might shop at a local business near the stadium before they leave (see Figure 11).

FIGURE 12: HOW MUCH DO YOU THINK YOU'LL SPEND ON YOUR PURCHASE?

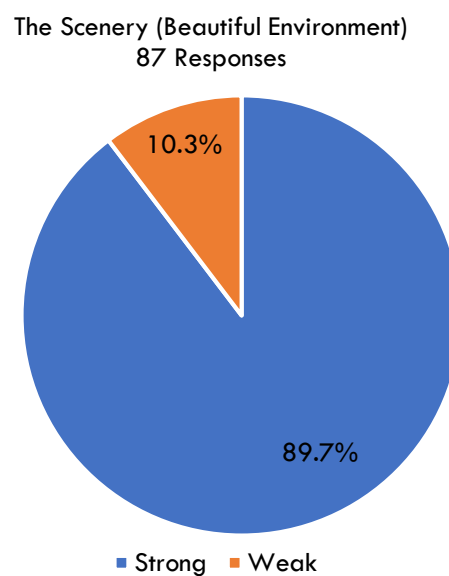
If Yes, How Much Do You Think You'll Spend On Your Purchase?
61 Responses



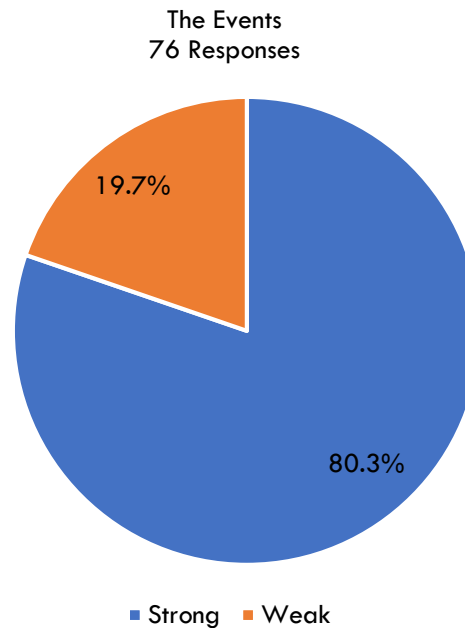
Of those that do plan to shop at a local business near the stadium before they leave, 42.4% think they'll spend \$0 dollars. 12.1% think they'll spend \$30 on their purchase. 3% think they'll spend \$35. 4.5% think they'll spend \$40. 12.1% think they'll spend \$50. 1.5% think they'll spend \$75. 12.1% think they'll spend \$100. 3% think they'll spend \$200. And 1.5% think they'll spend \$300 (see Figure 12).

FIGURE 13. THE ATMOSPHERE

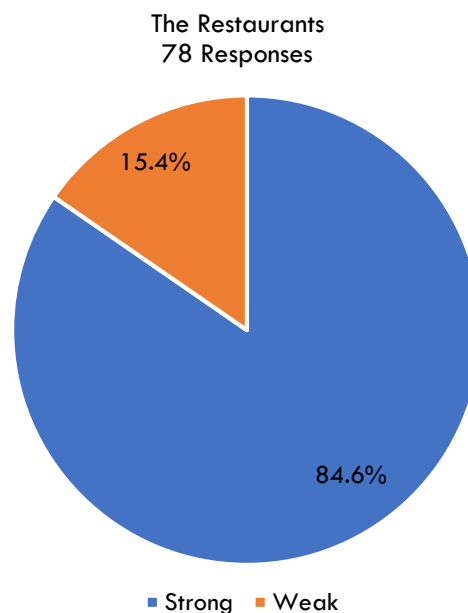
89.8% of 88 responses rated the atmosphere in the downtown Abacoa area next to the stadium “strong” while 10.2% rated the area “weak” (see Figure 13).

FIGURE 14: THE SCENERY

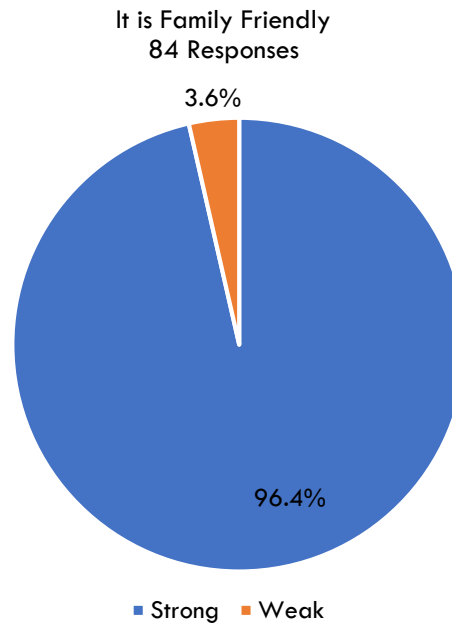
89.7% of 87 responses rated the scenery in the downtown Abacoa area next to the stadium “strong” while 10.3% rated the area “weak” (see Figure 14).

FIGURE 15: THE EVENTS

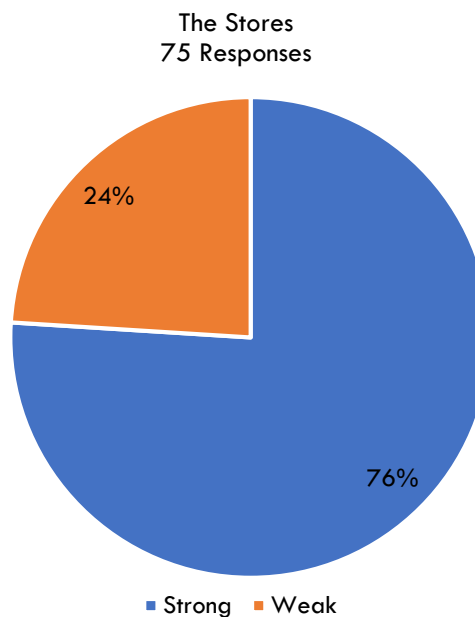
80.3% of 76 responses rated the events in the downtown Abacoa area next to the stadium “strong” while 19.7% rated the area “weak” (see Figure 15).

FIGURE 16: THE RESTAURANTS

84.6% of 78 responses rated the restaurants in downtown Abacoa area next to the stadium “strong” while 15.4% rated the area “weak” (see Figure 16).

FIGURE 17: FAMILY FRIENDLINESS

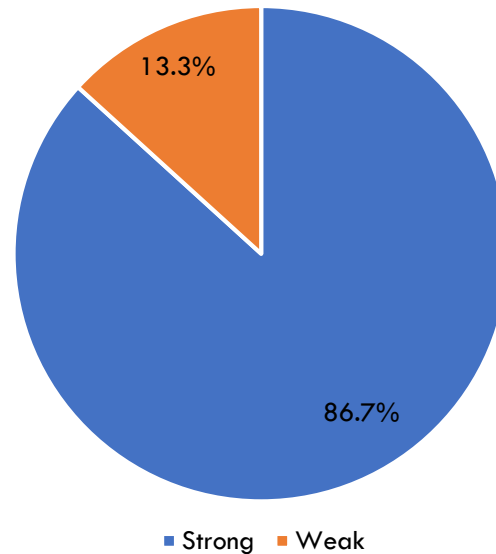
96.4% of 84 participants rated the downtown Abacoa area next to the stadium “strong” for its family friendliness while 3.6% rated the area “weak” (see Figure 17).

FIGURE 18: THE STORES

76% of 75 participants rated the stores in downtown Abacoa area next to the stadium “strong” while 24% rated the area “weak” (see Figure 18).

FIGURE 19: MANY THINGS TO DO/PLACE TO GO

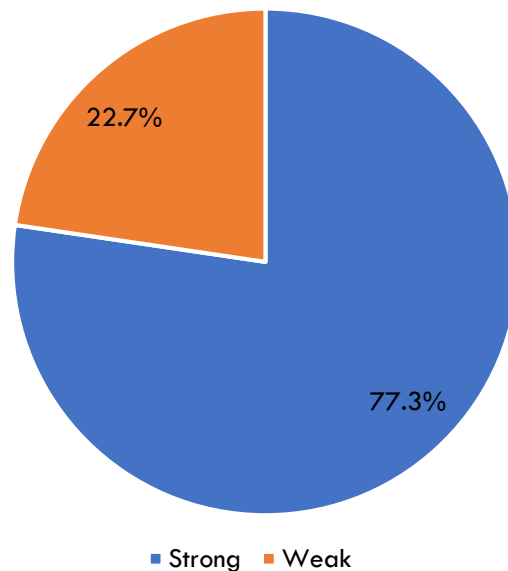
Many Things To Do/Places To Go
83 Responses



86.7% of 83 participants rated the downtown Abacoa area next to the stadium “strong” for the many things to do/place to go while 13.3% rated the area “weak” (see Figure 19).

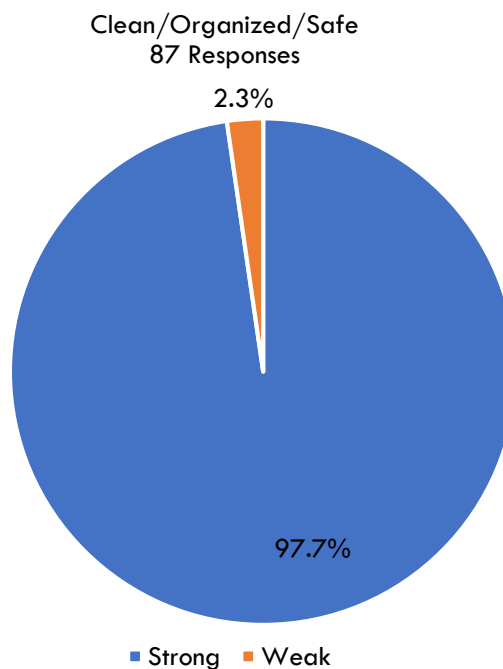
FIGURE 20: THE ENTERTAINMENT OFFERING

The Entertainment Offering
75 Responses



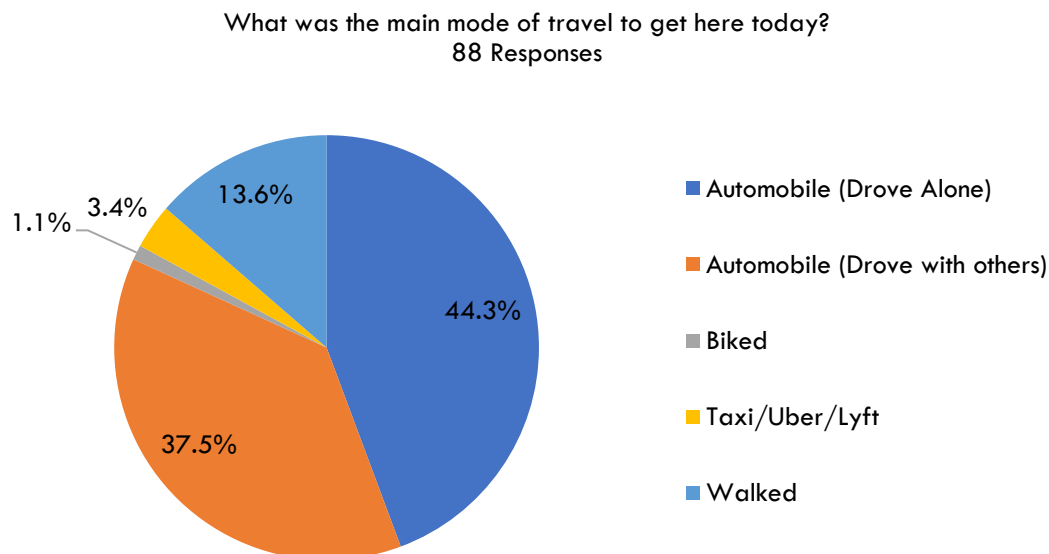
77.3% of 75 participants rated the entertainment offering in the downtown Abacoa area next to the stadium “strong” while 22.7% rated the area “weak” (see Figure 20).

FIGURE 21: CLEAN/ORGANIZED/SAFE



97.7% of 87 participants rated the cleanliness/organization/safety of the downtown Abacoa area next to the stadium “strong” while 2.3% rated the area “weak” (see Figure 21).

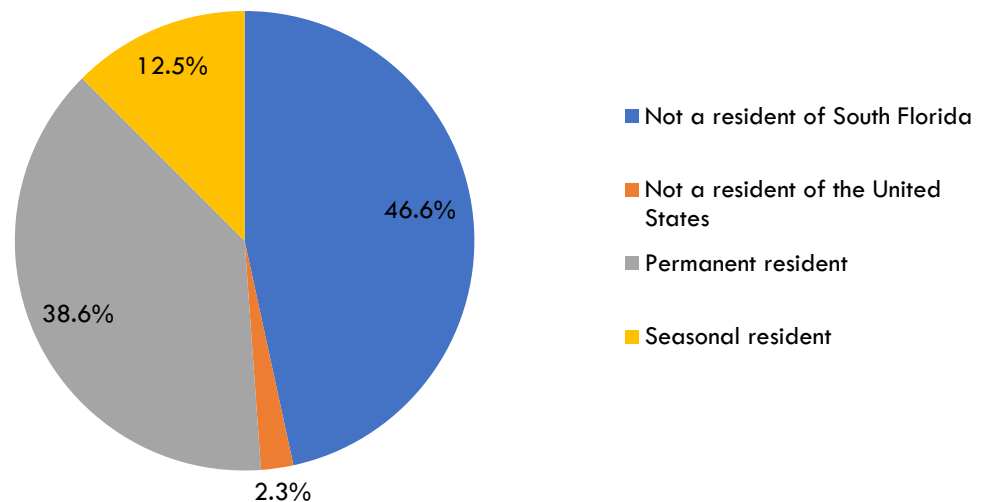
FIGURE 22: MAIN MODE OF TRAVEL



Of 88 participants, the main mode of travel used was the automobile drove alone at 44.3%; 37.5% used an automobile drove with others; 13.6% walked; 3.4% used taxi/Uber/Lyft; and 1.1% biked (see Figure 22).

FIGURE 23: YEAR-ROUND OR SEASONAL RESIDENT OF SOUTH FLORIDA

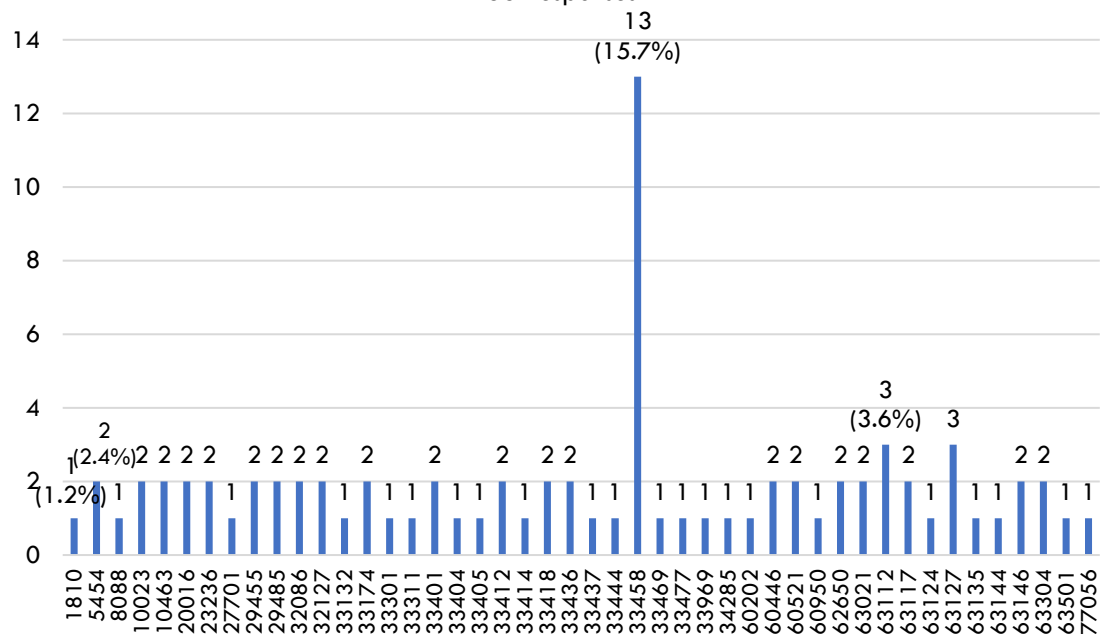
Are you a year-round or seasonal resident of South Florida?
88 Responses



Per Figure 23, 46.6% of 88 participants responded that they were “not a resident of South Florida”; 38.6% responded they are a “permanent resident”; 12.5% responded they are a “seasonal resident”; 2.3% responded they are “not a resident of the United States.”

FIGURE 24: HOME ZIP CODE IN ATTENDANCE

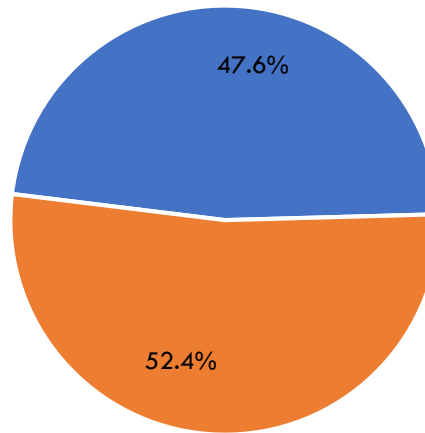
What Is Your Home Zipcode?
83 Responses



The primary home zip code in attendance was 33458 at 15.7% of 83 responses (see Figure 24).

FIGURE 25: GENDER

Gender
84 Responses

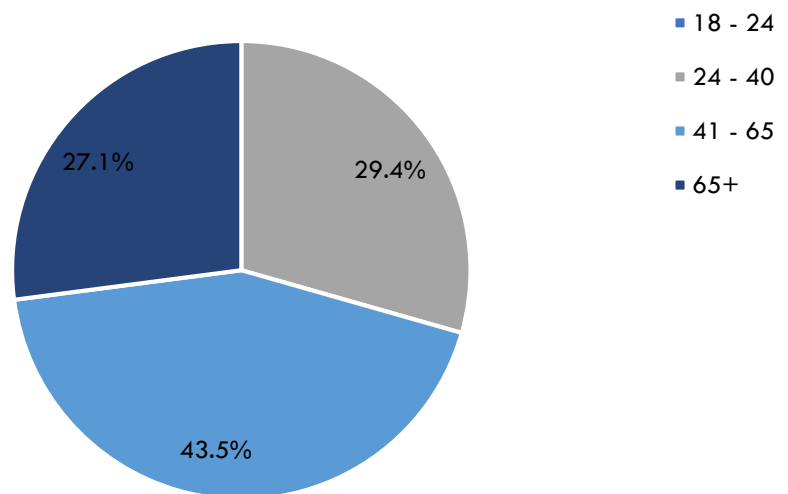


■ Female ■ Male

Of 84 participants, 52.4% were male and 47.6% were female (see Figure 25).

FIGURE 26: APPROXIMATE AGE

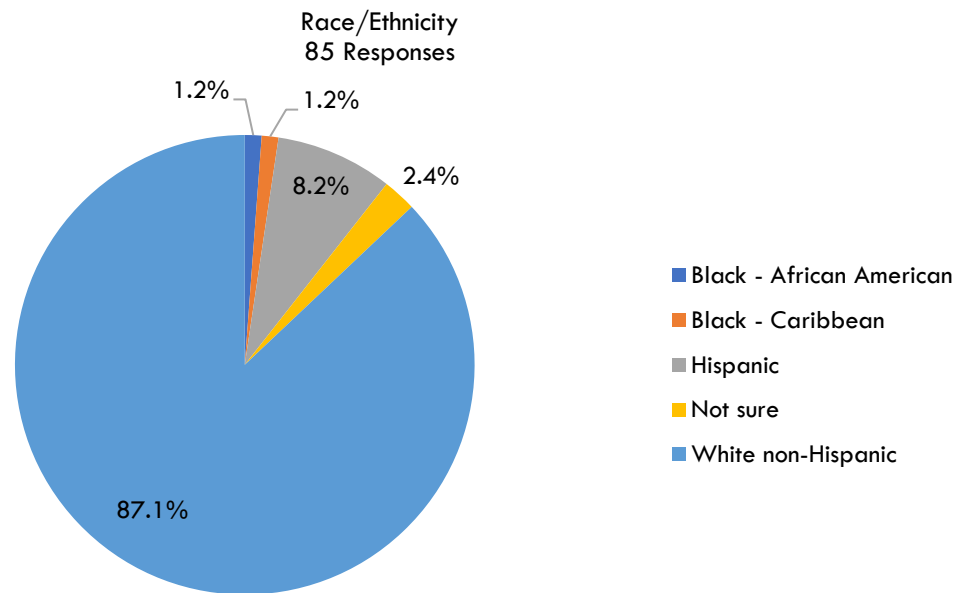
Approximate Age
85 Responses



■ 18 - 24
■ 24 - 40
■ 41 - 65
■ 65+

Of the 85 participants, 43.5% were age 41-65, 29.4% were age 24-40, and 27.1% were age 65+ (see Figure 26).

FIGURE 27: RACE/ETHNICITY



87.1% of 85 participants were White non-Hispanic. 8.2% were Hispanic. 2.4% were "not sure." 1.2% were Black- Caribbean. And 1.2% were Black- African American (see Figure 27).

Abacoa Spring Training Intercept Survey

We are interested in learning about the economic impact of this stadium on local businesses.

Today's Date:

Time of Survey:

QUESTION ASKER—PLEASE READ

Hello. I'm _____ volunteering with the Abacoa Partnership for Community, a nonprofit organization that works in collaboration with Florida Atlantic University. We are conducting a brief survey to monitor the quality of life and impact of spring training on the local economy here in Abacoa. I'd like to ask you a few short questions. We're not selling anything or promoting any product or service. We're only interested in your opinions.

What is the purpose of your visit here today? (check all that apply)

- ☐ Attend a baseball game
- ☐ To shop for goods and services
- ☐ To dine and or/drink
- ☐ I work here
- ☐ I live here
- ☐ I study here
- ☐ I am exercising
- ☐ Other reason

How many spring training games do you plan to attend in 2017?

Short answer text _____

How often do you visit this area for purposes other than spring training?

- ☐ More than once per week
- ☐ 1-3 times per month
- ☐ Once every few months
- ☐ A few times per year
- ☐ Once per year
- ☐ Never

How often do you visit shops and restaurants within walking distance of the stadium when not attending a game?

- ☐ More than once per week
- ☐ 1-3 times per month
- ☐ Once every few months
- ☐ A few times per year
- ☐ Once per year
- ☐ Never

How often do you visit shops and restaurants within a 5-minute drive of the stadium when not attending a game?

- ☐ More than once per week
- ☐ 1-3 times per month
- ☐ Once every few months
- ☐ A few times per year
- ☐ Once per year
- ☐ Never

Have you purchased food and/or beverages associated with your trip here today? (check all that apply)

- ☐ Yes, at the stadium
- ☐ Yes, within a walking distance to the stadium but at a local restaurant
- ☐ Yes, at a business within a 5-minute drive to the stadium
- ☐ Yes, at a business further than a 5-minute drive to the stadium
- ☐ I have not purchased food and/or beverages associated with my trip here today

Based on your answer to the question above, approximately how much money did you spend on this purchase?

Short answer text _____

Did you purchase any goods or services associated with your trip here today? (check all that apply)

- ☐ Yes, at the stadium
- ☐ Yes, within a walking distance to the stadium but at a local restaurant
- ☐ Yes, at a business within a 5-minute drive to the stadium
- ☐ Yes, at a business further than a 5-minute drive to the stadium
- ☐ I have not purchased food and/or goods and services associated with my trip here today

Based on your answer to the question above, approximately how much money did you spend on this purchase?

Short answer text _____

Do you plan to shop at a local business near the stadium before you leave?

- ☐ Yes
- ☐ No
- ☐ Maybe

If yes, how much do you think you'll spend on your purchase?

Short answer text _____

The next few questions ask you to rate each point as strong or weak for the downtown Abacoa area here next to the stadium

The Atmosphere

- ☐ Strong
- ☐ Weak

The scenery (beautiful environment)

- ☐ Strong
- ☐ Weak

The restaurants

- ☐ Strong
- ☐ Weak

The events

- ☐ Strong
- ☐ Weak

The entertainment offering

- ☐ Strong
- ☐ Weak

The stores

- ☐ Strong
- ☐ Weak

It is family friendly

- ☐ Strong
- ☐ Weak

Many things to do/places to go

- ☐ Strong
- ☐ Weak

Clean/organized/safe

- ☐ Strong
- ☐ Weak

What did you like most about your visit here today?

Long answer text

Was there anything that you disliked about your visit here today?

- ☐ What was the main mode of travel to get here today?
- ☐ Automobile (drove alone)
- ☐ Motorcycle/motorized scooter
- ☐ Automobile (drove with others)
- ☐ Taxi/Uber/Lyft
- ☐ Walked
- ☐ Biked
- ☐ Transit
- ☐ Other

Are you a year-round or seasonal resident of South Florida?

- ☐ Permanent resident
- ☐ Seasonal resident
- ☐ Not a resident of South Florida
- ☐ Not a resident of the United States

What is your home zip code?

Short answer text

QUESTION ASKER—PLEASE FILL OUT AFTER COMPLETED

Gender

- ☐ Male
- ☐ Female

Approximate Age

- ☐ 18-24
- ☐ 24-40
- ☐ 41-65
- ☐ 65+

Race/Ethnicity

- ☐ White (non-Hispanic)
- ☐ Black – African American
- ☐ Black – Caribbean
- ☐ Hispanic
- ☐ Asian
- ☐ Other
- ☐ Not Sure