

# RESEARCH DATA SERVICES, INC.

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## 2009 Clearwater Jazz Holiday Visitor and Economic Impact Study

*Clearwater, Florida  
October 15 - 18, 2009*



### Prepared for:

*Mr. Gary Hallas  
Clearwater Jazz Holiday*

### Prepared by:

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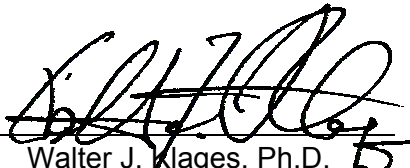
November 2009

## 2009 Clearwater Jazz Holiday Economic Impact Study

### **Certification and General Limiting Conditions**

The following report has been prepared for the 2009 Clearwater Jazz Holiday at the request of Mr. Gary Hallas. **Research Data Services, Inc.**, hereby certifies that, except as otherwise noted in the report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. This report is based on estimates, assumptions, and other information developed from our research of the market, our knowledge of the industry, and our discussions with you and your representatives during which we were provided with certain information. The sources of information and the bases of estimates and assumptions are stated herein. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.

  
\_\_\_\_\_  
Walter J. Klages, Ph.D.  
President

*November 5, 2009*  
\_\_\_\_\_  
Date

## Preface

The following research project was undertaken at the request of Mr. Gary Hallas, Clearwater Jazz Holiday.

The research objectives, as documented in the survey questionnaire (approved by the contracting parties), reflect the full scope of the project undertaken. The principal purpose of this study was to document the economic impact of the 2009 Clearwater Jazz Holiday. In this context, the study tabulates and profiles both tourist/visitors and day-trippers who came to the area for the event.

The **findings of the study are based on 445 face-to-face interviews** conducted with randomly selected visitors at the 2009 Clearwater Jazz Holiday.

**Research Data Services, Inc.** is responsible for the design and analysis of this project. The research was implemented by staff interviewers, trained, and supervised by **RDS** professionals. The study questionnaire, processing softwares, optical scanning programs, and related materials developed and used in and for this project, as well as this report are protected by the copyright laws of the United States of America.

**Summary of Research Findings**

The study of the **2009 Clearwater Jazz Holiday** was implemented to document the economic impact of the event. Attendance estimates provided by event organizers indicate some 47,000 people attended the Jazz Holiday on October 15 - 18, 2009.

The following, in short summary, are the salient findings of the research:

**A. Profile of Visitors Attending the 2009 Clearwater Jazz Holiday:**

1. Of the estimated 47,000 people who attended the Clearwater Jazz Holiday, some 55.7% were Pinellas County residents {Q3}.
2. Non-resident attendees (44.3% of total) distribute as follows {Q5}:

	<u>% of Total</u>
• Day-Trippers	27.6%
• Visitors Staying in Commercial Lodging	13.0
• Visitors Staying with Friends/Relatives	3.6

3. The typical overnight visitor party attending the 2009 Clearwater Jazz Holiday had a median party size of 2.0 people. Visitors staying in commercial lodging spent an average of 4.2 nights in the St. Petersburg/Clearwater Area, while visitors staying with friends and relatives spent an average of 4.1 nights {Q7b and Q5}.
4. Day-trippers also traveled with a median party size of 2.0 people {Q7b}.

## 2009 Clearwater Jazz Holiday Economic Impact Study

5. Non-resident traveled to the area using the following transportation modes {Q8} (multiple response):

• Personal Car	84.3%
• Fly	14.2
• Rental Car	6.1

6. Out-of-town visitors cite the following information sources about the Clearwater Jazz Holiday {Q11} (multiple response):

• Previous Visits to the Event	50.8%
• Recommendation	23.4
• Internet	16.2
• Magazines/News Stories	11.2
• Radio	11.2

7. The majority of non-resident visitors (86.8%) plan to return for next year's Clearwater Jazz Holiday event {Q13}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	91.1%
• H/M/C Visitors	82.8
• V F/R Visitors	68.8

8. According to event attendees, their favorite types of Jazz music are {Q16} (BASE: Respondents who volunteer their favorite types of Jazz music, multiple response in rank order):

	<u>% of Answering</u>
• Smooth Jazz	56.0%
• Blues	19.1
• Straight Ahead Jazz	13.3
• Latin Jazz	11.2
• Soul Jazz	11.0
• Swing	8.5

## 2009 Clearwater Jazz Holiday Economic Impact Study

9. The favorite artists from the 2009 Jazz Holiday include {Q15} (BASE: Respondents who volunteer their favorite 2009 Jazz Holiday acts, multiple response in rank order):

	<u>% of Answering</u>
• Boney James	29.9%
• Chris Botti	28.5
• Neville Brothers	25.6
• Al Jarreau	19.8
• Marcus Roberts Trio	7.0

10. The median household income of event attendees is \$68,203 {Q17}.

### **B. The Economic Impact of the 2009 Clearwater Jazz Holiday on Pinellas County:**

The combined economic impact of out-of-county attendees at the Clearwater Jazz Holiday is \$3,815,051. The direct and indirect economic impact equals \$7,598,056 (*multiplier: 1.9916*).

**Appendix A:**  
*Detailed Database Tabulations*

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

A. Are you attending the Jazz 'n Art Walk, the Jazz Festival, or both?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Jazz Festival	262	144	118	76	31	11
	58.9	58.1	59.9	61.8	53.4	68.8
	100.0	55.0	45.0	29.0	11.8	4.2
Both	183	104	79	47	27	5
	41.1	41.9	40.1	38.2	46.6	31.2
	100.0	56.8	43.2	25.7	14.8	2.7

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q3. Are you a resident of Pinellas County?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Yes	248	248	-	-	-	-
	55.7	100.0	-	-	-	-
	100.0	100.0	-	-	-	-
No	197	-	197	123	58	16
	44.3	-	100.0	100.0	100.0	100.0
	100.0	-	100.0	62.4	29.4	8.1

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q4. Is this your first visit to the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	197 100.0 100.0	- - -	197 100.0 100.0	123 100.0 62.4	58 100.0 29.4	16 100.0 8.1
Yes	17 8.6 100.0	- - -	17 8.6 100.0	7 5.7 41.2	7 12.1 41.2	3 18.8 17.6
No	180 91.4 100.0	- - -	180 91.4 100.0	116 94.3 64.4	51 87.9 28.3	13 81.2 7.2

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q5. On this trip, will you be staying overnight in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	197	-	197	123	58	16
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0	100.0
(Q3)	100.0	-	100.0	62.4	29.4	8.1
Overnight Visitor	74	-	74	-	58	16
	37.6	-	37.6	-	100.0	100.0
	100.0	-	100.0	-	78.4	21.6
Day Trip Only	123	-	123	123	-	-
	62.4	-	62.4	100.0	-	-
	100.0	-	100.0	100.0	-	-

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q5NIGHTS. And how many nights will you be spending here?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: OVERNIGHT	74	-	74	-	58	16
VISITORS (Q5)	100.0	-	100.0	-	100.0	100.0
	100.0	-	100.0	-	78.4	21.6
MEAN	4.15	-	4.15	-	4.17	4.06
MEDIAN	4.00	-	4.00	-	3.50	4.00

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q5ROOMS. And how many rooms are rented by your party?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: OVERNIGHT	58	-	58	-	58	-
VISITORS STAYING IN COMMERCIAL LODGING (Q5)	100.0	-	100.0	-	100.0	-
MEAN	1.12	-	1.12	-	1.12	-
MEDIAN	1.00	-	1.00	-	1.00	-

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q6. While in the St. Petersburg/Clearwater area, are you staying in a:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: OVERNIGHT	74	-	74	-	58	16
VISITORS (Q5)	100.0	-	100.0	-	100.0	100.0
	100.0	-	100.0	-	78.4	21.6
Hotel/Motel	41	-	41	-	41	-
	55.4	-	55.4	-	70.7	-
	100.0	-	100.0	-	100.0	-
Condominium	15	-	15	-	15	-
	20.3	-	20.3	-	25.9	-
	100.0	-	100.0	-	100.0	-
With Friends/ Relatives	16	-	16	-	-	16
	21.6	-	21.6	-	-	100.0
	100.0	-	100.0	-	-	100.0
Other	2	-	2	-	2	-
	2.7	-	2.7	-	3.4	-
	100.0	-	100.0	-	100.0	-

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q7a. How many people are in your immediate travel party?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	197 100.0 100.0	-	197 100.0 100.0	123 100.0 62.4	58 100.0 29.4	16 100.0 8.1
MEDIAN	2.00	-	2.00	2.00	2.00	2.00

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q7b. And how many are attending the Clearwater Jazz Holiday with you?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	197 100.0 100.0	-	197 100.0	123 100.0 62.4	58 100.0 29.4	16 100.0 8.1
MEDIAN	2.00	-	2.00	2.00	2.00	2.00

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q8. How did you travel to our area? Did you come by: -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	197	-	197	123	58	16
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0	100.0
(Q3)	100.0	-	100.0	62.4	29.4	8.1
Personal Car	166	-	166	119	41	6
	84.3	-	84.3	96.7	70.7	37.5
	100.0	-	100.0	71.7	24.7	3.6
Plane	28	-	28	4	14	10
	14.2	-	14.2	3.3	24.1	62.5
	100.0	-	100.0	14.3	50.0	35.7
Rental Car	12	-	12	1	8	3
	6.1	-	6.1	0.8	13.8	18.8
	100.0	-	100.0	8.3	66.7	25.0

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q9. How important was the Clearwater Jazz Holiday in bringing you to the St. Petersburg/Clearwater area (Pinellas County)?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	197 100.0 100.0	-	197 100.0 100.0	123 100.0 62.4	58 100.0 29.4	16 100.0 8.1
Came Because of It (Extremely Important)	174 88.3 100.0	-	174 88.3 100.0	121 98.4 69.5	45 77.6 25.9	8 50.0 4.6
Important	5 2.5 100.0	-	5 2.5 100.0	1 0.8 20.0	3 5.2 60.0	1 6.2 20.0
Somewhat Important	7 3.6 100.0	-	7 3.6 100.0	1 0.8 14.3	3 5.2 42.9	3 18.8 42.9
Unimportant	6 3.0 100.0	-	6 3.0 100.0	-	4 6.9 66.7	2 12.5 33.3
Not at All Important	5 2.5 100.0	-	5 2.5 100.0	-	3 5.2 60.0	2 12.5 40.0

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q10a. How much will your party spend on HOTEL/MOTEL/LODGING while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS	50	-	50	-	50	-
COUNTY RESIDENTS	100.0	-	100.0	-	100.0	-
(Q3)	100.0	-	100.0	-	100.0	-
MEDIAN	290.00	-	290.00	-	290.00	-

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q10b. How much will your party spend on FOOD/BEVERAGES/ENTERTAINMENT while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	106 100.0 100.0	-	106 100.0 100.0	49 100.0 46.2	44 100.0 41.5	13 100.0 12.3
MEDIAN	112.50	-	112.50	40.00	237.50	300.00

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q10c. How much will your party spend AT THE EVENT while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS	171	-	171	103	52	16
(Q3)	100.0	-	100.0	100.0	100.0	100.0
MEDIAN	50.00	-	50.00	60.2	30.4	9.4
				40.00	100.00	50.00

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q10d. How much will your party spend on GIFTS/SOUVENIRS/CLOTHING/ETC. while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	49 100.0 100.0	-	49 100.0	12 100.0 24.5	26 100.0 53.1	11 100.0 22.4
MEDIAN	50.00	-	50.00	32.50	65.00	100.00

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q10e. How much will your party spend on RENTAL CAR COST while in the St. Petersburg/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	9 100.0 100.0	-	9 100.0 100.0	-	6 100.0 66.7	3 100.0 33.3
MEDIAN	150.00	-	150.00	-	180.00	150.00

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q11. How did you first learn about the Clearwater Jazz Holiday? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Previous Visits to Event	250	150	100	61	32	7
	56.2	60.5	50.8	49.6	55.2	43.8
	100.0	60.0	40.0	24.4	12.8	2.8
Recommendation	87	41	46	25	13	8
	19.6	16.5	23.4	20.3	22.4	50.0
	100.0	47.1	52.9	28.7	14.9	9.2
Magazine/News Story	51	29	22	18	4	-
	11.5	11.7	11.2	14.6	6.9	-
	100.0	56.9	43.1	35.3	7.8	-
Radio	47	25	22	16	4	2
	10.6	10.1	11.2	13.0	6.9	12.5
	100.0	53.2	46.8	34.0	8.5	4.3
Internet	42	10	32	15	15	2
	9.4	4.0	16.2	12.2	25.9	12.5
	100.0	23.8	76.2	35.7	35.7	4.8
Television	17	14	3	1	2	-
	3.8	5.6	1.5	0.8	3.4	-
	100.0	82.4	17.6	5.9	11.8	-

(Continued)

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 15 - 18, 2009

Q11. How did you first learn about the Clearwater Jazz Holiday? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
Advertisement	10 2.2 100.0	7 2.8 70.0	3 1.5 30.0	2 1.6 20.0	- - -	1 6.2 10.0
Billboards	7 1.6 100.0	3 1.2 42.9	4 2.0 57.1	2 1.6 28.6	2 3.4 28.6	- - -
Brochure	3 0.7 100.0	1 0.4 33.3	2 1.0 66.7	1 0.8 33.3	1 1.7 33.3	- - -
Other	9 2.0 100.0	8 3.2 88.9	1 0.5 11.1	- - -	1 1.7 11.1	- - -

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q12. What days are you coming to the Jazz Holiday: -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Thursday	156	91	65	34	27	4
	35.1	36.7	33.0	27.6	46.6	25.0
	100.0	58.3	41.7	21.8	17.3	2.6
Friday	189	97	92	41	42	9
	42.5	39.1	46.7	33.3	72.4	56.2
	100.0	51.3	48.7	21.7	22.2	4.8
Saturday	268	147	121	66	45	10
	60.2	59.3	61.4	53.7	77.6	62.5
	100.0	54.9	45.1	24.6	16.8	3.7
Sunday	272	153	119	70	39	10
	61.1	61.7	60.4	56.9	67.2	62.5
	100.0	56.2	43.8	25.7	14.3	3.7

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q13. Will you come back to the Clearwater Jazz Holiday again next year?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Yes	408	237	171	112	48	11
	91.7	95.6	86.8	91.1	82.8	68.8
	100.0	58.1	41.9	27.5	11.8	2.7
No	3	-	3	1	2	-
	0.7	-	1.5	0.8	3.4	-
	100.0	-	100.0	33.3	66.7	-
Don't Know	34	11	23	10	8	5
	7.6	4.4	11.7	8.1	13.8	31.2
	100.0	32.4	67.6	29.4	23.5	14.7

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 15 - 18, 2009

Q15. What was your favorite act this year? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: RESPONDENTS	445	248	197	123	58	16
WHO VOLUNTEER THEIR	100.0	100.0	100.0	100.0	100.0	100.0
FAVORITE 2008 JAZZ	100.0	55.7	44.3	27.6	13.0	3.6
HOLIDAY ACTS						
<b>Boney James</b>	133	62	71	35	29	7
	29.9	25.0	36.0	28.5	50.0	43.8
	100.0	46.6	53.4	26.3	21.8	5.3
<b>Chris Botti</b>	127	68	59	29	23	7
	28.5	27.4	29.9	23.6	39.7	43.8
	100.0	53.5	46.5	22.8	18.1	5.5
<b>Neville Brothers</b>	114	72	42	23	15	4
	25.6	29.0	21.3	18.7	25.9	25.0
	100.0	63.2	36.8	20.2	13.2	3.5
<b>Al Jarreau</b>	88	56	32	18	12	2
	19.8	22.6	16.2	14.6	20.7	12.5
	100.0	63.6	36.4	20.5	13.6	2.3
<b>Marcus Roberts Trio</b>	31	14	17	11	4	2
	7.0	5.6	8.6	8.9	6.9	12.5
	100.0	45.2	54.8	35.5	12.9	6.5
<b>Clearwater Jazz</b>	28	15	13	7	4	2
Holiday 30th	6.3	6.0	6.6	5.7	6.9	12.5
Anniversary EXTREME	100.0	53.6	46.4	25.0	14.3	7.1
Tribute						

(Continued)

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 15 - 18, 2009

Q15. What was your favorite act this year? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
Nicole Henry	26	15	11	2	7	2
	5.8	6.0	5.6	1.6	12.1	12.5
	100.0	57.7	42.3	7.7	26.9	7.7
Brian Bromberg's "IT IS WHAT IT IS" Band	24	16	8	3	4	1
	5.4	6.5	4.1	2.4	6.9	6.2
	100.0	66.7	33.3	12.5	16.7	4.2
Mike MacArthur & Nate Najjar	22	11	11	4	6	1
	4.9	4.4	5.6	3.3	10.3	6.2
	100.0	50.0	50.0	18.2	27.3	4.5
REH/CJH Jazz Youth Band with BK Jackson	19	11	8	5	2	1
	4.3	4.4	4.1	4.1	3.4	6.2
	100.0	57.9	42.1	26.3	10.5	5.3
Les Sabler	13	6	7	6	1	-
	2.9	2.4	3.6	4.9	1.7	-
	100.0	46.2	53.8	46.2	7.7	-
Gumbi Ortiz and the Latino Projekt	12	6	6	4	2	-
	2.7	2.4	3.0	3.3	3.4	-
	100.0	50.0	50.0	33.3	16.7	-
Tom Brantley Collective	10	3	7	4	3	-
	2.2	1.2	3.6	3.3	5.2	-
	100.0	30.0	70.0	40.0	30.0	-

(Continued)

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 15 - 18, 2009

Q15. What was your favorite act this year? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
Joe Baione Quartet	8 1.8 100.0	4 1.6 50.0	4 2.0 50.0	1 0.8 12.5	3 5.2 37.5	- - -
The Organic Trio	5 1.1 100.0	3 1.2 60.0	2 1.0 40.0	1 0.8 20.0	1 1.7 20.0	- - -
Don't Know	138 31.0 100.0	86 34.7 62.3	52 26.4 37.7	38 30.9 27.5	9 15.5 6.5	5 31.2 3.6

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q16. What types of jazz music do you like? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
BASE: RESPONDENTS	445	248	197	123	58	16
WHO VOLUNTEER THEIR	100.0	100.0	100.0	100.0	100.0	100.0
FAVORITE TYPES OF JAZZ	100.0	55.7	44.3	27.6	13.0	3.6
Smooth Jazz	249	133	116	69	39	8
	56.0	53.6	58.9	56.1	67.2	50.0
	100.0	53.4	46.6	27.7	15.7	3.2
Blues	85	53	32	14	13	5
	19.1	21.4	16.2	11.4	22.4	31.2
	100.0	62.4	37.6	16.5	15.3	5.9
Straight Ahead Jazz	59	34	25	18	6	1
	13.3	13.7	12.7	14.6	10.3	6.2
	100.0	57.6	42.4	30.5	10.2	1.7
Latin Jazz	50	34	16	13	3	-
	11.2	13.7	8.1	10.6	5.2	-
	100.0	68.0	32.0	26.0	6.0	-
Soul Jazz	49	30	19	8	9	2
	11.0	12.1	9.6	6.5	15.5	12.5
	100.0	61.2	38.8	16.3	18.4	4.1
Swing	38	27	11	7	3	1
	8.5	10.9	5.6	5.7	5.2	6.2
	100.0	71.1	28.9	18.4	7.9	2.6

(Continued)

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 15 - 18, 2009

Q16. What types of jazz music do you like? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
Dixieland/New Orleans Jazz	31 7.0 100.0	23 9.3 74.2	8 4.1 25.8	5 4.1 16.1	3 5.2 9.7	- - -
Big-Band	31 7.0 100.0	22 8.9 71.0	9 4.6 29.0	6 4.9 19.4	3 5.2 9.7	- - -
Jazz Fusion	30 6.7 100.0	20 8.1 66.7	10 5.1 33.3	6 4.9 20.0	3 5.2 10.0	1 6.2 3.3
Mainstream	29 6.5 100.0	19 7.7 65.5	10 5.1 34.5	8 6.5 27.6	2 3.4 6.9	- - -
Funk Based Improvisation	29 6.5 100.0	23 9.3 79.3	6 3.0 20.7	4 3.3 13.8	2 3.4 6.9	- - -
Bebop	27 6.1 100.0	18 7.3 66.7	9 4.6 33.3	6 4.9 22.2	3 5.2 11.1	- - -
Vocalese	26 5.8 100.0	20 8.1 76.9	6 3.0 23.1	2 1.6 7.7	2 3.4 7.7	2 12.5 7.7

(Continued)

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 15 - 18, 2009

Q16. What types of jazz music do you like? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
Free Jazz & Avant- Garde Jazz	21 4.7 100.0	17 6.9 81.0	4 2.0 19.0	3 2.4 14.3	1 1.7 4.8	- - -
Acid Jazz & NU Jazz	13 2.9 100.0	10 4.0 76.9	3 1.5 23.1	3 2.4 23.1	- - -	- - -
Jazz Rap	13 2.9 100.0	9 3.6 69.2	4 2.0 30.8	2 1.6 15.4	2 3.4 15.4	- - -
Hard Bop	12 2.7 100.0	9 3.6 75.0	3 1.5 25.0	2 1.6 16.7	1 1.7 8.3	- - -
Electronica	11 2.5 100.0	11 4.4 100.0	- - -	- - -	- - -	- - -
Other	7 1.6 100.0	2 0.8 28.6	5 2.5 71.4	2 1.6 28.6	2 3.4 28.6	1 6.2 14.3
Don't Know	95 21.3 100.0	58 23.4 61.1	37 18.8 38.9	24 19.5 25.3	8 13.8 8.4	5 31.2 5.3

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Q17. Is your household income:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Less than \$30,000	60	41	19	12	6	1
	13.5	16.5	9.6	9.8	10.3	6.2
	100.0	68.3	31.7	20.0	10.0	1.7
\$31,000 - \$70,000	149	80	69	52	11	6
	33.5	32.3	35.0	42.3	19.0	37.5
	100.0	53.7	46.3	34.9	7.4	4.0
\$71,000 - \$100,000	105	57	48	31	12	5
	23.6	23.0	24.4	25.2	20.7	31.2
	100.0	54.3	45.7	29.5	11.4	4.8
Over \$100,000	90	47	43	16	24	3
	20.2	19.0	21.8	13.0	41.4	18.8
	100.0	52.2	47.8	17.8	26.7	3.3
No Answer	41	23	18	12	5	1
	9.2	9.3	9.1	9.8	8.6	6.2
	100.0	56.1	43.9	29.3	12.2	2.4

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Spoke to:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Male	223	118	105	69	28	8
	50.1	47.6	53.3	56.1	48.3	50.0
	100.0	52.9	47.1	30.9	12.6	3.6
Female	222	130	92	54	30	8
	49.9	52.4	46.7	43.9	51.7	50.0
	100.0	58.6	41.4	24.3	13.5	3.6

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Age of respondent:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
Under 30	53	30	23	16	4	3
	11.9	12.1	11.7	13.0	6.9	18.8
	100.0	56.6	43.4	30.2	7.5	5.7
30-40	66	38	28	20	5	3
	14.8	15.3	14.2	16.3	8.6	18.8
	100.0	57.6	42.4	30.3	7.6	4.5
40-50	116	66	50	29	17	4
	26.1	26.6	25.4	23.6	29.3	25.0
	100.0	56.9	43.1	25.0	14.7	3.4
50-60	131	68	63	39	20	4
	29.4	27.4	32.0	31.7	34.5	25.0
	100.0	51.9	48.1	29.8	15.3	3.1
60 and over	79	46	33	19	12	2
	17.8	18.5	16.8	15.4	20.7	12.5
	100.0	58.2	41.8	24.1	15.2	2.5

2009 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 15 - 18, 2009

Respondent is:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS		
				Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
TOTAL ANSWERING	445	248	197	123	58	16
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	27.6	13.0	3.6
White	330	203	127	80	36	11
	74.2	81.9	64.5	65.0	62.1	68.8
	100.0	61.5	38.5	24.2	10.9	3.3
African American	91	33	58	33	21	4
	20.4	13.3	29.4	26.8	36.2	25.0
	100.0	36.3	63.7	36.3	23.1	4.4
Hispanic/Latin	14	7	7	7	-	-
	3.1	2.8	3.6	5.7	-	-
	100.0	50.0	50.0	50.0	-	-
Asian	4	1	3	1	1	1
	0.9	0.4	1.5	0.8	1.7	6.2
	100.0	25.0	75.0	25.0	25.0	25.0
Don't Know	6	4	2	2	-	-
	1.3	1.6	1.0	1.6	-	-
	100.0	66.7	33.3	33.3	-	-

**Appendix B:**  
*2009 Clearwater Jazz Holiday  
Survey Instrument*

# 2009 Clearwater Jazz Holiday / Jazz 'n Art Walk Event Participant Study

The Clearwater Jazz Holiday wants to ensure our guests have an enjoyable visit. To serve you better we need to include your opinions in this research. You are one of a select group of people chosen to participate in this study. We would appreciate a few minutes of your time.

## YOUR OPINION COUNTS!

Thank you for your time in completing this questionnaire.

**A Are you attending the Jazz 'n Art Walk, the Jazz Festival, or both?**

- Jazz 'n Art Walk  
 Jazz Festival  
 Both

**1. What is your home zip code?** *(INTERVIEWER NOTE: Enter "0" if Foreign.)*

--	--	--	--	--	--

**2. (IF FOREIGN) Could you please tell me your country of origin?**

- |                                  |                                      |  |
|----------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Canada  | <input type="checkbox"/> France      | <input type="checkbox"/> Netherlands     |
| <input type="checkbox"/> England | <input type="checkbox"/> Italy       | <input type="checkbox"/> Austria         |
| <input type="checkbox"/> Ireland | <input type="checkbox"/> Spain       | <input type="checkbox"/> Sweden          |
| <input type="checkbox"/> Germany | <input type="checkbox"/> Scandinavia | <input type="checkbox"/> Scotland        |
| <input type="checkbox"/> Belgium | <input type="checkbox"/> Switzerland | <input type="checkbox"/> Other Countries |

**3. Are you a resident of Pinellas County?**

- Yes *(Q11)*                       No

**4. Is this your first visit to the St. Petersburg / Clearwater area?**

- Yes                                       No

**5. On this trip, will you be staying overnight in the St. Petersburg/Clearwater area?**

- Yes  
 No, Day Trip Only *(Q7a)*

**And how many nights will you be spending here?**

--	--	--

**6. While in the St. Petersburg/Clearwater area, are you staying in a:**

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Trailer Park           |
| <input type="checkbox"/> Condominium | <input type="checkbox"/> With Friends/Relatives |
| <input type="checkbox"/> Campground  | <input type="checkbox"/> Other                  |

**And how many rooms are rented by your party?**

--	--

**7a. How many people are in your IMMEDIATE travel party?**

--	--

**7b. And how many are attending the Clearwater Jazz Holiday with you?**

--	--

**8. How did you travel to our area? Did you come by:** *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- |                                       |                                   |
|---------------------------------------|-----------------------------------|
| <input type="checkbox"/> Plane        | <input type="checkbox"/> R.V.     |
| <input type="checkbox"/> Personal Car | <input type="checkbox"/> Tour Bus |
| <input type="checkbox"/> Rental Car   | <input type="checkbox"/> Train    |

**9. How important was the Clearwater Jazz Holiday in bringing your party to the St. Petersburg/Clearwater area (Pinellas County)?**

- Came Because of It (Extremely Important)  
 Important  
 Somewhat Important  
 Unimportant  
 Not at All Important

**10. Including cash, credit cards, travelers checks, and prepaid items, how much will your party spend on each of the following while in the St. Pete/Clearwater area?**

Hotel / Motel / Lodging .....	<table border="1" style="width: 100%; height: 30px;"><tr><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td></tr></table>				
Food, Beverages, and Entertainment .....	<table border="1" style="width: 100%; height: 30px;"><tr><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td></tr></table>				
At the Event ... ..	<table border="1" style="width: 100%; height: 30px;"><tr><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td></tr></table>				
Gifts, Souvenirs, Clothing <i>(incl. other retail purchases)</i> ... ..	<table border="1" style="width: 100%; height: 30px;"><tr><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td></tr></table>				
Rental Car Cost <b>(OUR AREA ONLY)</b> .....	<table border="1" style="width: 100%; height: 30px;"><tr><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td><td style="width: 20px;"></td></tr></table>				

**11. How did you first learn about the Clearwater Jazz Holiday?** *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- |  |   |
|--|---|
| <input type="checkbox"/> Advertisement       | <input type="checkbox"/> Internet                 |
| <input type="checkbox"/> Magazine/News Story | <input type="checkbox"/> Radio                    |
| <input type="checkbox"/> Brochure            | <input type="checkbox"/> Television               |
| <input type="checkbox"/> Billboards          | <input type="checkbox"/> Previous Visits to Event |
| <input type="checkbox"/> Recommendation      | <input type="checkbox"/> Other                    |

**Other - Please Specify:**

**12. What days are you coming to the Clearwater Jazz Holiday?** *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- Thur.    Fri.    Sat.    Sun.

**13. Will you come back to Clearwater Jazz Holiday again next year?**

- Yes *(Q15)*    No    D/K *(Q15)*

**14. (If NO) Why do you say that?**

**15. What were your favorite act this year?** *(INTERVIEWER NOTE: Open end. Please Mark ALL that Apply.)*

- |   |   |
|---|---|
| <input type="checkbox"/> Tom Brantley Collective            | <input type="checkbox"/> Clearwater Jazz Holiday 30th Anniversary EXTREME Tribute |
| <input type="checkbox"/> Mike MacArthur & Nate Najjar       | <input type="checkbox"/> <b>Boney James</b>                                       |
| <input type="checkbox"/> <b>Al Jarreau</b>                  | <input type="checkbox"/> REH / CJH Jazz Youth Band with BK Jackson                |
| <input type="checkbox"/> The Organic Trio                   | <input type="checkbox"/> Marcus Roberts Trio                                      |
| <input type="checkbox"/> Joe Baione Quartet                 | <input type="checkbox"/> Brian Bromberg's "IT IS WHAT IT IS" Band                 |
| <input type="checkbox"/> Nicole Henry                       | <input type="checkbox"/> <b>Neville Brothers</b>                                  |
| <input type="checkbox"/> <b>Chris Botti</b>                 | <input type="checkbox"/> Don't Know   |
| <input type="checkbox"/> Gumbi Ortiz and the Latino Projekt |   |
| <input type="checkbox"/> Les Sabler                         |   |

**16. And what types of jazz music do you like?** *(INTERVIEWER NOTE: Open end. Please Mark ALL that Apply.)*

- |   |   |
|---|---|
| <input type="checkbox"/> Straight Ahead Jazz        | <input type="checkbox"/> Free Jazz & Avant-Garde Jazz |
| <input type="checkbox"/> Smooth Jazz                | <input type="checkbox"/> Vocalese                     |
| <input type="checkbox"/> Blues                      | <input type="checkbox"/> Acid Jazz & NU Jazz          |
| <input type="checkbox"/> Big-Band                   | <input type="checkbox"/> Funk Based Improvisation     |
| <input type="checkbox"/> Swing                      | <input type="checkbox"/> Jazz Rap                     |
| <input type="checkbox"/> Latin Jazz                 | <input type="checkbox"/> Electronica                  |
| <input type="checkbox"/> Jazz Fusion                | <input type="checkbox"/> Mainstream                   |
| <input type="checkbox"/> Dixieland/New Orleans Jazz | <input type="checkbox"/> Soul Jazz                    |
| <input type="checkbox"/> Bebop                      | <input type="checkbox"/> Other                        |
| <input type="checkbox"/> Hard Bop                   | <input type="checkbox"/> Don't Know                   |

**17. And one last question: Is your household income:**

- |   |   |
|---|---|
| <input type="checkbox"/> Less than \$30,000   | <input type="checkbox"/> Over \$100,000 |
| <input type="checkbox"/> \$31,000 - \$70,000  | <input type="checkbox"/> No Answer      |
| <input type="checkbox"/> \$71,000 - \$100,000 |   |

**Thank you for your time. Your answers will be very helpful to the Clearwater Jazz Festival in their future planning.**

**Spoke to:**

- Male    Female

**Age of respondent:**

- Under 30    40-50    60 and over  
 30-40    50-60

**Respondent is:**

- White    Asian  
 African American    Don't Know  
 Hispanic/Latin

**Interviewer:**

- Int. 1    Int. 2    Int. 3    Int. 4

**Date:**

- Thursday, October 15    Saturday, October 17  
 Friday, October 16    Sunday, October 18

**Attempts:**

**Refusals:**