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2010 Clearwater Jazz Holiday Visitor and Economic Impact Study

Clearwater, Florida
October 14 - 17, 2010



Prepared for:

Mr. Gary Hallas
Clearwater Jazz Holiday

Prepared by:

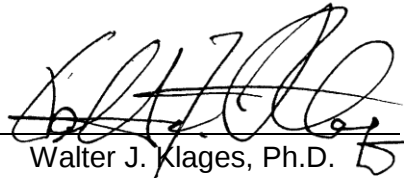
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November 2, 2010

Certification and General Limiting Conditions

The following report has been prepared for the 2010 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 2, 2010

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 2010 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 444 face-to-face interviews** conducted with randomly selected visitors at the 2010 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 **2010 Clearwater Jazz Holiday** was implemented to document the economic impact of the event. Attendance estimates provided by event organizers indicate some 46,000 people attended the Jazz Holiday on October 14 - 17, 2010.

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

A. Profile of Visitors Attending the 2010 Clearwater Jazz Holiday:

1. Of the estimated 46,000 people who attended the Clearwater Jazz Holiday, some 57.4% were Pinellas County residents {Q3}.
2. Non-resident attendees (42.6% of total) distribute as follows {Q5}:

	<u>% of Total</u>
• Day-Trippers	27.5%
• Visitors Staying in Commercial Lodging	9.9
• Visitors Staying with Friends/Relatives	5.2

3. The typical overnight visitor party attending the 2010 Clearwater Jazz Holiday had a median party size of 2.0 people. Visitors staying in commercial lodging spent an average of 4.5 nights in the St. Petersburg/Clearwater Area, while visitors staying with friends and relatives spent a median of 6.0 nights {Q7b and Q5}.
4. Day-trippers also traveled with a median party size of 2.0 people {Q7b}.

2010 Clearwater Jazz Holiday Economic Impact Study

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

• Personal Car	82.0%
• Fly	15.9
• Rental Car	10.1

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

• Previous Visits to the Event	42.3%
• Recommendation	28.6
• Internet	19.6
• St. Petersburg Times	11.6
• www.ClearwaterJazz.com	10.1
• Magazines/News Stories	7.4
• Radio	5.8
• Television	5.3

7. Non-resident visitors who learned of the Jazz Holiday via radio or television (10.6%), volunteer the following sources {Q11b} (multiple response):

• Brighthouse Networks	25.0%
• Channel 10 News	20.0
• 107.3 The Eagle	15.0
• 105.5 The Dove	10.0
• 101.5 The Point	5.0

8. The majority of non-resident visitors (77.2%) plan to return for next year's Clearwater Jazz Holiday event {Q13}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	86.1%
• H/M/C Visitors	70.5
• V F/R Visitors	43.5

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9. 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	62.7%
• Blues	32.4
• Soul Jazz	19.6
• Latin Jazz	19.0
• Swing	14.7
• Jazz Fusion	14.4
• Straight Ahead Jazz	14.4
• Big Band	12.5

10. The favorite artists from the 2010 Jazz Holiday include {Q15} (BASE: Respondents who volunteer their favorite 2010 Jazz Holiday acts, multiple response in rank order):

	<u>% of Answering</u>
• Eric Darius featuring Lalah Hathaway	40.1%
• Norman Brown's Storming Jazz with Brenda Russell and Jessy J	30.6
• Little Feat	27.8
• Dr. John and the Lower 911	26.6
• Soulive	8.3
• Tizer (featuring Lao Tizer, Chieli Minucci, and Karen Briggs)	6.0

11. The median household income of event attendees is \$66,522 {Q17}.

B. The Economic Impact of the 2010 Clearwater Jazz Holiday on Pinellas County:

The combined economic impact of out-of-county attendees at the Clearwater Jazz Holiday is \$3,412,460. The direct and indirect economic impact equals \$6,796,255 (*multiplier: 1.9916*).

Appendix A:
Detailed Database Tabulations

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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

			NON PINELLAS RESIDENTS			
			[-----]			
			Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor
			-----	-----	-----	-----
TOTAL	-----					V F/R Visitor
TOTAL	444	255	189	122	44	23
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.4	42.6	27.5	9.9	5.2
TOTAL ANSWERING	444	255	189	122	44	23
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.4	42.6	27.5	9.9	5.2
Jazz Festival	307	177	130	86	30	14
	69.1	69.4	68.8	70.5	68.2	60.9
	100.0	57.7	42.3	28.0	9.8	4.6
Both	137	78	59	36	14	9
	30.9	30.6	31.2	29.5	31.8	39.1
	100.0	56.9	43.1	26.3	10.2	6.6

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

Q3. Are you a resident of Pinellas County?

			NON PINELLAS RESIDENTS			
			[-----]			
			Day	H/M/C/C	V F/R	
			Tripper	Visitor	Visitor	
TOTAL			-----	-----	-----	-----
TOTAL	444	255	189	44	23	
	100.0	100.0	100.0	100.0	100.0	
	100.0	57.4	42.6	9.9	5.2	
TOTAL ANSWERING	444	255	189	44	23	
	100.0	100.0	100.0	100.0	100.0	
	100.0	57.4	42.6	9.9	5.2	
Yes	255	255	-	-	-	
	57.4	100.0	-	-	-	
	100.0	100.0	-	-	-	
No	189	-	189	44	23	
	42.6	-	100.0	100.0	100.0	
	100.0	-	100.0	23.3	12.2	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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)	189 100.0 100.0	- - -	189 100.0 100.0	122 100.0 64.6	44 100.0 23.3	23 100.0 12.2	
Yes	12 6.3 100.0	- - -	12 6.3 100.0	2 1.6 16.7	7 15.9 58.3	3 13.0 25.0	
No	177 93.7 100.0	- - -	177 93.7 100.0	120 98.4 67.8	37 84.1 20.9	20 87.0 11.3	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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 COUNTY RESIDENTS (Q3)	189 100.0 100.0	- - -	189 100.0 100.0	122 100.0 64.6	44 100.0 23.3	23 100.0 12.2	
Overnight Visitor	67 35.4 100.0	- - -	67 35.4 100.0	- - -	44 100.0 65.7	23 100.0 34.3	
Day Trip Only	122 64.6 100.0	- - -	122 64.6 100.0	122 100.0 100.0	- - -	- - -	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
 Clearwater Jazz Holiday: October 14 - 17, 2010

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 VISITORS (Q5)	67 100.0 100.0	- - -	- - -	- - -	44 100.0 65.7	23 100.0 34.3	
MEAN	5.90	-	-	-	4.50	8.57	
MEDIAN	4.00	-	-	-	3.00	6.00	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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 VISITORS (Q5)	67	-	67	-	44	23
	100.0	-	100.0	-	100.0	100.0
	100.0	-	100.0	-	65.7	34.3
Hotel/Motel	38	-	38	-	38	-
	56.7	-	56.7	-	86.4	-
	100.0	-	100.0	-	100.0	-
Condominium	6	-	6	-	6	-
	9.0	-	9.0	-	13.6	-
	100.0	-	100.0	-	100.0	-
With Friends/ Relatives	23	-	23	-	-	23
	34.3	-	34.3	-	-	100.0
	100.0	-	100.0	-	-	100.0

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
 Clearwater Jazz Holiday: October 14 - 17, 2010

Q6ROOMS. 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	44	-	44	-	44	-
VISITORS STAYING IN	100.0	-	100.0	-	100.0	-
COMMERCIAL LODGING	100.0	-	100.0	-	100.0	-
(Q5)						
MEAN	1.30	-	1.30	-	1.30	-
MEDIAN	1.00	-	1.00	-	1.00	-

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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)	189 100.0 100.0	- - -	189 100.0 100.0	122 100.0 64.6	44 100.0 23.3	23 100.0 12.2
MEDIAN	2.00	-	2.00	2.00	2.00	2.00

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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

		NON PINELLAS RESIDENTS			
		[-----]			
		Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor
		-----	-----	-----	-----
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	TOTAL	189	-	122	44
		100.0	-	100.0	100.0
		100.0	-	64.6	23.3
MEDIAN		2.00	-	2.00	2.00
					23
					100.0
					12.2
					2.00

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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 COUNTY RESIDENTS (Q3)	189 100.0 100.0	- - -	189 100.0 100.0	122 100.0 64.6	44 100.0 23.3	23 100.0 12.2	
Personal Car	155 82.0 100.0	- - -	155 82.0 100.0	117 95.9 75.5	30 68.2 19.4	8 34.8 5.2	
Plane	30 15.9 100.0	- - -	30 15.9 100.0	3 2.5 10.0	12 27.3 40.0	15 65.2 50.0	
Rental Car	19 10.1 100.0	- - -	19 10.1 100.0	3 2.5 15.8	13 29.5 68.4	3 13.0 15.8	
Tour Bus	1 0.5 100.0	- - -	1 0.5 100.0	1 0.8 100.0	- - -	- - -	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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)	189 100.0 100.0	- - -	189 100.0 100.0	122 100.0 64.6	44 100.0 23.3	23 100.0 12.2	
Came Because of It (Extremely Important)	157 83.1 100.0	- - -	157 83.1 100.0	120 98.4 76.4	31 70.5 19.7	6 26.1 3.8	
Important	9 4.8 100.0	- - -	9 4.8 100.0	1 0.8 11.1	2 4.5 22.2	6 26.1 66.7	
Somewhat Important	7 3.7 100.0	- - -	7 3.7 100.0	1 0.8 14.3	4 9.1 57.1	2 8.7 28.6	
Unimportant	7 3.7 100.0	- - -	7 3.7 100.0	- - -	2 4.5 28.6	5 21.7 71.4	
Not at All Important	9 4.8 100.0	- - -	9 4.8 100.0	- - -	5 11.4 55.6	4 17.4 44.4	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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

	NON PINELLAS RESIDENTS				
	[-----]				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor V F/R Visitor
-----	-----	-----	-----	-----	-----
BASE: NON PINELLAS	37	-	37	-	37
COUNTY RESIDENTS	100.0	-	100.0	-	100.0
(Q3)	100.0	-	100.0	-	100.0
MEDIAN	300.00	-	300.00	-	300.00
					-

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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

		NON PINELLAS RESIDENTS				
		[-----]				
		Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL		-----	-----	-----	-----	-----
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	93	-	93	35	42	16
	100.0	-	100.0	100.0	100.0	100.0
	100.0	-	100.0	37.6	45.2	17.2
MEDIAN	200.00	-	200.00	50.00	225.00	500.00

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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

		NON PINELLAS RESIDENTS				
		[-----]				
		Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL		-----	-----	-----	-----	-----
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	160	-	160	108	38	14
	100.0	-	100.0	100.0	100.0	100.0
	100.0	-	100.0	67.5	23.8	8.8
MEDIAN	50.00	-	50.00	47.50	50.00	40.00

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
 Clearwater Jazz Holiday: October 14 - 17, 2010

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

		NON PINELLAS RESIDENTS				
		[-----]				
		Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
TOTAL		-----	-----	-----	-----	-----
BASE: NON PINELLAS	44	-	44	16	22	6
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0	100.0
(Q3)	100.0	-	100.0	36.4	50.0	13.6
MEDIAN	50.00	-	50.00	20.00	60.00	55.00

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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

		NON PINELLAS RESIDENTS				
		[-----]				
		Pinellas Resident	Non Pinellas Resident	Day Tripper	H/M/C/C Visitor	V F/R Visitor
		-----	-----	-----	-----	-----
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	TOTAL	10	10	-	9	1
		100.0	100.0	-	100.0	100.0
		100.0	100.0	-	90.0	10.0
MEDIAN		250.00	250.00	-	250.00	250.00

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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	444 100.0 100.0	255 100.0 57.4	189 100.0 42.6	122 100.0 27.5	44 100.0 9.9	23 100.0 5.2	
TOTAL ANSWERING	444 100.0 100.0	255 100.0 57.4	189 100.0 42.6	122 100.0 27.5	44 100.0 9.9	23 100.0 5.2	
Previous Visits to Event	243 54.7 100.0	163 63.9 67.1	80 42.3 32.9	54 44.3 22.2	16 36.4 6.6	10 43.5 4.1	
Recommendation	88 19.8 100.0	34 13.3 38.6	54 28.6 61.4	27 22.1 30.7	14 31.8 15.9	13 56.5 14.8	
St. Petersburg Times	68 15.3 100.0	46 18.0 67.6	22 11.6 32.4	19 15.6 27.9	1 2.3 1.5	2 8.7 2.9	
Net Internet	48 10.8 100.0	11 4.3 22.9	37 19.6 77.1	22 18.0 45.8	12 27.3 25.0	3 13.0 6.2	
Radio	23 5.2 100.0	12 4.7 52.2	11 5.8 47.8	10 8.2 43.5	- - -	1 4.3 4.3	
www.clearwaterjazz.c om	23 5.2 100.0	4 1.6 17.4	19 10.1 82.6	13 10.7 56.5	5 11.4 21.7	1 4.3 4.3	

(Continued)

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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
Magazine/News Story	22	8	14	7	7	-
	5.0	3.1	7.4	5.7	15.9	-
	100.0	36.4	63.6	31.8	31.8	-
Television	18	8	10	9	1	-
	4.1	3.1	5.3	7.4	2.3	-
	100.0	44.4	55.6	50.0	5.6	-
Billboards	2	1	1	1	-	-
	0.5	0.4	0.5	0.8	-	-
	100.0	50.0	50.0	50.0	-	-
YouTube	1	-	1	-	1	-
	0.2	-	0.5	-	2.3	-
	100.0	-	100.0	-	100.0	-
Facebook	1	1	-	-	-	-
	0.2	0.4	-	-	-	-
	100.0	100.0	-	-	-	-
Other	22	10	12	8	2	2
	5.0	3.9	6.3	6.6	4.5	8.7
	100.0	45.5	54.5	36.4	9.1	9.1

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
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Q11b. And where did you see or hear about the event? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS			
				Day Tripper	H/M/C/C Visitor	V F/R Visitor	
Base: RESPONDENTS WHO LEARNED ABOUT THE CLEARWATER JAZZ HOLIDAY ON TELEVISION OR RADIO (Q11)	39 100.0 100.0	19 100.0 48.7	20 100.0 51.3	18 100.0 46.2	1 100.0 2.6	1 100.0 2.6	
Brighthouse Networks Cable	12 30.8 100.0	7 36.8 58.3	5 25.0 41.7	4 22.2 33.3	1 100.0 8.3	- - -	
107.3 The Eagle	5 12.8 100.0	2 10.5 40.0	3 15.0 60.0	3 16.7 60.0	- - -	- - -	
Channel 10 News	4 10.3 100.0	- - -	4 20.0 100.0	4 22.2 100.0	- - -	- - -	
105.5 The Dove	4 10.3 100.0	2 10.5 50.0	2 10.0 50.0	2 11.1 50.0	- - -	- - -	
101.5 The Point	1 2.6 100.0	- - -	1 5.0 100.0	1 5.6 100.0	- - -	- - -	
Other	17 43.6 100.0	9 47.4 52.9	8 40.0 47.1	7 38.9 41.2	- - -	1 100.0 5.9	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

Q12. On what days are you coming to the Clearwater Jazz Holiday: -- MULTIPLE RESPONSE

			NON PINELLAS RESIDENTS			
			[-----]			
			Day	H/M/C/C	V	F/R
			Tripper	Visitor	Visitor	Visitor
TOTAL			-----	-----	-----	-----
TOTAL	444	255	189	122	44	23
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.4	42.6	27.5	9.9	5.2
TOTAL ANSWERING	444	255	189	122	44	23
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.4	42.6	27.5	9.9	5.2
Thursday	153	102	51	23	22	6
	34.5	40.0	27.0	18.9	50.0	26.1
	100.0	66.7	33.3	15.0	14.4	3.9
Friday	198	115	83	36	34	13
	44.6	45.1	43.9	29.5	77.3	56.5
	100.0	58.1	41.9	18.2	17.2	6.6
Saturday	240	132	108	65	31	12
	54.1	51.8	57.1	53.3	70.5	52.2
	100.0	55.0	45.0	27.1	12.9	5.0
Sunday	202	117	85	52	23	10
	45.5	45.9	45.0	42.6	52.3	43.5
	100.0	57.9	42.1	25.7	11.4	5.0

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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

			NON PINELLAS RESIDENTS			
			[-----]			
			Day	H/M/C/C	V F/R	
			Tripper	Visitor	Visitor	
TOTAL	Pinellas Resident	Non Pinellas Resident				
	-----	-----	-----	-----	-----	-----
TOTAL	444	255	189	122	44	23
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.4	42.6	27.5	9.9	5.2
TOTAL ANSWERING	444	255	189	122	44	23
	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	57.4	42.6	27.5	9.9	5.2
Yes	378	232	146	105	31	10
	85.1	91.0	77.2	86.1	70.5	43.5
	100.0	61.4	38.6	27.8	8.2	2.6
No	7	5	2	-	1	1
	1.6	2.0	1.1	-	2.3	4.3
	100.0	71.4	28.6	-	14.3	14.3
Don't Know	59	18	41	17	12	12
	13.3	7.1	21.7	13.9	27.3	52.2
	100.0	30.5	69.5	28.8	20.3	20.3

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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	252	142	110	71	28	11	
WHO VOLUNTEER THEIR	100.0	100.0	100.0	100.0	100.0	100.0	
FAVORITE 2010 JAZZ	100.0	56.3	43.7	28.2	11.1	4.4	
HOLIDAY ACTS							
Eric Darius	101	52	49	29	16	4	
featuring Lalah	40.1	36.6	44.5	40.8	57.1	36.4	
Hathaway	100.0	51.5	48.5	28.7	15.8	4.0	
Norman Brown's	77	31	46	23	15	8	
Storming Jazz with	30.6	21.8	41.8	32.4	53.6	72.7	
Brenda Russell and	100.0	40.3	59.7	29.9	19.5	10.4	
Jessy J							
Little Feat	70	54	16	12	2	2	
	27.8	38.0	14.5	16.9	7.1	18.2	
	100.0	77.1	22.9	17.1	2.9	2.9	
Dr. John and the	67	53	14	7	5	2	
Lower 911	26.6	37.3	12.7	9.9	17.9	18.2	
	100.0	79.1	20.9	10.4	7.5	3.0	
Soulive	21	12	9	5	3	1	
	8.3	8.5	8.2	7.0	10.7	9.1	
	100.0	57.1	42.9	23.8	14.3	4.8	
Tizer (featuring	15	7	8	7	1	-	
Lao Tizer, Chiel	6.0	4.9	7.3	9.9	3.6	-	
Minucci, and Karen	100.0	46.7	53.3	46.7	6.7	-	
Briggs)							

(Continued)

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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
Level 10	13 5.2 100.0	9 6.3 69.2	4 3.6 30.8	4 5.6 30.8	- - -	- - -
Sean Chambers and Friends	10 4.0 100.0	7 4.9 70.0	3 2.7 30.0	2 2.8 20.0	1 3.6 10.0	- - -
The Organic Trio	8 3.2 100.0	4 2.8 50.0	4 3.6 50.0	2 2.8 25.0	2 7.1 25.0	- - -
Mark Barrios	7 2.8 100.0	4 2.8 57.1	3 2.7 42.9	3 4.2 42.9	- - -	- - -
Kyle Wolverton	7 2.8 100.0	2 1.4 28.6	5 4.5 71.4	2 2.8 28.6	2 7.1 28.6	1 9.1 14.3
Jarred Armstrong	6 2.4 100.0	3 2.1 50.0	3 2.7 50.0	1 1.4 16.7	2 7.1 33.3	- - -
REH / CJH Youth Jazz Band with Eric Darius	6 2.4 100.0	4 2.8 66.7	2 1.8 33.3	2 2.8 33.3	- - -	- - -

(Continued)

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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
O Som Do Jazz & Helios Jazz Orchestra	4 1.6 100.0	2 1.4 50.0	2 1.8 50.0	1 1.4 25.0	1 3.6 25.0	- - -
Jonathan Fritzen	2 0.8 100.0	2 1.4 100.0	- - -	- - -	- - -	- - -

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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	327	183	144	94	35	15	
WHO VOLUNTEER THEIR	100.0	100.0	100.0	100.0	100.0	100.0	
FAVORITE TYPES OF	100.0	56.0	44.0	28.7	10.7	4.6	
JAZZ							
Smooth Jazz	205	116	89	56	23	10	
	62.7	63.4	61.8	59.6	65.7	66.7	
	100.0	56.6	43.4	27.3	11.2	4.9	
Blues	106	59	47	34	9	4	
	32.4	32.2	32.6	36.2	25.7	26.7	
	100.0	55.7	44.3	32.1	8.5	3.8	
Soul Jazz	64	31	33	19	9	5	
	19.6	16.9	22.9	20.2	25.7	33.3	
	100.0	48.4	51.6	29.7	14.1	7.8	
Latin Jazz	62	30	32	20	6	6	
	19.0	16.4	22.2	21.3	17.1	40.0	
	100.0	48.4	51.6	32.3	9.7	9.7	
Swing	48	29	19	13	4	2	
	14.7	15.8	13.2	13.8	11.4	13.3	
	100.0	60.4	39.6	27.1	8.3	4.2	
Jazz Fusion	47	22	25	19	5	1	
	14.4	12.0	17.4	20.2	14.3	6.7	
	100.0	46.8	53.2	40.4	10.6	2.1	

(Continued)

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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	
Straight Ahead Jazz	47	22	25	16	9	-	-
	14.4	12.0	17.4	17.0	25.7	-	-
	100.0	46.8	53.2	34.0	19.1	-	-
Big-Band	41	24	17	11	5	1	1
	12.5	13.1	11.8	11.7	14.3	6.7	6.7
	100.0	58.5	41.5	26.8	12.2	2.4	2.4
Dixieland/New Orleans Jazz	38	22	16	9	4	3	3
	11.6	12.0	11.1	9.6	11.4	20.0	20.0
	100.0	57.9	42.1	23.7	10.5	7.9	7.9
Funk Based Improvisation	27	21	6	3	2	1	1
	8.3	11.5	4.2	3.2	5.7	6.7	6.7
	100.0	77.8	22.2	11.1	7.4	3.7	3.7
Bebop	23	12	11	9	2	-	-
	7.0	6.6	7.6	9.6	5.7	-	-
	100.0	52.2	47.8	39.1	8.7	-	-
Vocalese	20	14	6	2	2	2	2
	6.1	7.7	4.2	2.1	5.7	13.3	13.3
	100.0	70.0	30.0	10.0	10.0	10.0	10.0
Free Jazz & Avant- Garde Jazz	18	9	9	5	3	1	1
	5.5	4.9	6.2	5.3	8.6	6.7	6.7
	100.0	50.0	50.0	27.8	16.7	5.6	5.6

(Continued)

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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	
Mainstream	13 4.0 100.0	5 2.7 38.5	8 5.6 61.5	4 4.3 30.8	2 5.7 15.4	2 13.3 15.4	
Electronica	13 4.0 100.0	9 4.9 69.2	4 2.8 30.8	2 2.1 15.4	2 5.7 15.4	- - -	
Jazz Rap	12 3.7 100.0	5 2.7 41.7	7 4.9 58.3	3 3.2 25.0	4 11.4 33.3	- - -	
Acid Jazz & NU Jazz	9 2.8 100.0	5 2.7 55.6	4 2.8 44.4	1 1.1 11.1	3 8.6 33.3	- - -	
Hard Bop	8 2.4 100.0	5 2.7 62.5	3 2.1 37.5	1 1.1 12.5	2 5.7 25.0	- - -	
Other	14 4.3 100.0	6 3.3 42.9	8 5.6 57.1	5 5.3 35.7	3 8.6 21.4	- - -	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

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	444 100.0 100.0	255 100.0 57.4	189 100.0 42.6	122 100.0 27.5	44 100.0 9.9	23 100.0 5.2	
TOTAL ANSWERING	444 100.0 100.0	255 100.0 57.4	189 100.0 42.6	122 100.0 27.5	44 100.0 9.9	23 100.0 5.2	
Less than \$30,000	53 11.9 100.0	37 14.5 69.8	16 8.5 30.2	13 10.7 24.5	1 2.3 1.9	2 8.7 3.8	
\$31,000 - \$70,000	149 33.6 100.0	83 32.5 55.7	66 34.9 44.3	49 40.2 32.9	8 18.2 5.4	9 39.1 6.0	
\$71,000 - \$100,000	96 21.6 100.0	55 21.6 57.3	41 21.7 42.7	22 18.0 22.9	13 29.5 13.5	6 26.1 6.2	
Over \$100,000	73 16.4 100.0	39 15.3 53.4	34 18.0 46.6	20 16.4 27.4	12 27.3 16.4	2 8.7 2.7	
No Answer	73 16.4 100.0	41 16.1 56.2	32 16.9 43.8	18 14.8 24.7	10 22.7 13.7	4 17.4 5.5	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

Spoke to:

		NON PINELLAS RESIDENTS			
		[-----]			
		Day	H/M/C/C	V	F/R
		Tripper	Visitor	Visitor	Visitor
TOTAL		-----	-----	-----	-----
TOTAL	444	255	189	44	23
	100.0	100.0	100.0	100.0	100.0
	100.0	57.4	42.6	9.9	5.2
TOTAL ANSWERING	444	255	189	44	23
	100.0	100.0	100.0	100.0	100.0
	100.0	57.4	42.6	9.9	5.2
Male	207	123	84	23	8
	46.6	48.2	44.4	52.3	34.8
	100.0	59.4	40.6	11.1	3.9
Female	237	132	105	21	15
	53.4	51.8	55.6	47.7	65.2
	100.0	55.7	44.3	8.9	6.3

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

Age of respondent :

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS			
				Day Tripper	H/M/C/C Visitor	V F/R Visitor	
TOTAL	444 100.0 100.0	255 100.0 57.4	189 100.0 42.6	122 100.0 27.5	44 100.0 9.9	23 100.0 5.2	
TOTAL ANSWERING	444 100.0 100.0	255 100.0 57.4	189 100.0 42.6	122 100.0 27.5	44 100.0 9.9	23 100.0 5.2	
Under 30	40 9.0 100.0	24 9.4 60.0	16 8.5 40.0	13 10.7 32.5	- - -	3 13.0 7.5	
30-40	49 11.0 100.0	25 9.8 51.0	24 12.7 49.0	20 16.4 40.8	4 9.1 8.2	- - -	
40-50	114 25.7 100.0	55 21.6 48.2	59 31.2 51.8	33 27.0 28.9	17 38.6 14.9	9 39.1 7.9	
50-60	139 31.3 100.0	84 32.9 60.4	55 29.1 39.6	36 29.5 25.9	13 29.5 9.4	6 26.1 4.3	
60 and over	102 23.0 100.0	67 26.3 65.7	35 18.5 34.3	20 16.4 19.6	10 22.7 9.8	5 21.7 4.9	

2010 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 14 - 17, 2010

Respondent is:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS			
				Day Tripper	H/M/C/C Visitor	V F/R Visitor	
TOTAL	444 100.0 100.0	255 100.0 57.4	189 100.0 42.6	122 100.0 27.5	44 100.0 9.9	23 100.0 5.2	
TOTAL ANSWERING	444 100.0 100.0	255 100.0 57.4	189 100.0 42.6	122 100.0 27.5	44 100.0 9.9	23 100.0 5.2	
White	335 75.5 100.0	220 86.3 65.7	115 60.8 34.3	77 63.1 23.0	24 54.5 7.2	14 60.9 4.2	
African American	97 21.8 100.0	29 11.4 29.9	68 36.0 70.1	42 34.4 43.3	19 43.2 19.6	7 30.4 7.2	
Hispanic/Latin	10 2.3 100.0	5 2.0 50.0	5 2.6 50.0	3 2.5 30.0	- - -	2 8.7 20.0	
Asian	2 0.5 100.0	1 0.4 50.0	1 0.5 50.0	- - -	1 2.3 50.0	- - -	
Don't Know	- - -	- - -	- - -	- - -	- - -	- - -	

Appendix B:
*2010 Clearwater Jazz Holiday
Survey Instrument*

2010 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?

- | | | |
|----------------------------------|--------------------------------------|--|
| ☐ Canada | ☐ France | ☐ Netherlands |
| ☐ England | ☐ Italy | ☐ Austria |
| ☐ Ireland | ☐ Spain | ☐ Sweden |
| ☐ Germany | ☐ Scandinavia | ☐ Scotland |
| ☐ Belgium | ☐ Switzerland | ☐ 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:

- | | |
|--------------------------------------|---|
| ☐ Hotel/Motel | ☐ Trailer Park |
| ☐ Condominium | ☐ With Friends/Relatives |
| ☐ Campground | ☐ 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.)*

- | | |
|---------------------------------------|-----------------------------------|
| ☐ Plane | ☐ R.V. |
| ☐ Personal Car | ☐ Tour Bus |
| ☐ Rental Car | ☐ 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"><tr><td></td><td></td><td></td><td></td></tr></table>				
Food, Beverages, and Entertainment	<table border="1"><tr><td></td><td></td><td></td><td></td></tr></table>				
At the Event	<table border="1"><tr><td></td><td></td><td></td><td></td></tr></table>				
Gifts, Souvenirs, Clothing <i>(incl. other retail purchases)</i>	<table border="1"><tr><td></td><td></td><td></td><td></td></tr></table>				
Rental Car Cost (OUR AREA ONLY)	<table border="1"><tr><td></td><td></td><td></td><td></td></tr></table>				

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

- | | |
|---|---|
| ☐ Television | ☐ YouTube |
| ☐ Radio | ☐ Twitter |
| ☐ St. Petersburg Times | ☐ Recommendation |
| ☐ Internet | ☐ Magazine/News Story |
| ☐ www.clearwaterjazz.com | ☐ Previous Visits to Event |
| ☐ Billboards | ☐ Other |
| ☐ Facebook | |

11b. And where did you see or hear about the event? *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- | | |
|--|---|
| ☐ 107.3 The Eagle | ☐ Channel 10 News |
| ☐ 101.5 The Point | ☐ Brighthouse Networks Cable |
| ☐ 105.5 The Dove | ☐ Other |

Other - Please Specify:

12. On 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 acts this year? *(INTERVIEWER NOTE: Open end. Please Mark ALL that Apply.)*

- | | |
|---|---|
| ☐ Jarred Armstrong | ☐ Level 10 |
| ☐ Little Feat | ☐ Tizer (featuring Lao Tizer, Chiel Minucci, and Karen Briggs) |
| ☐ Dr. John and the Lower 911 | ☐ Soulive |
| ☐ The Organic Trio | ☐ REH / CJH Youth Jazz Band with Eric Darius |
| ☐ Kyle Wolverton | ☐ Mark Barrios |
| ☐ Norman Brown's Storming Jazz with Brenda Russell and Jessy J | ☐ Jonathan Fritzen |
| ☐ O Som Do Jazz & Helios Jazz Orchestra | ☐ Eric Darius featuring Lalah Hathaway |
| ☐ Sean Chambers and Friends | ☐ Don't Know |

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

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

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

- | | |
|---|---|
| ☐ Less than \$30,000 | ☐ Over \$100,000 |
| ☐ \$31,000 - \$70,000 | ☐ No Answer |
| ☐ \$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 14 | ☐ Saturday, October 16 |
| ☐ Friday, October 15 | ☐ Sunday, October 17 |

Attempts:

Refusals: