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**2012 Clearwater Jazz Holiday  
Visitor and Economic Impact Study**

*Clearwater, Florida  
October 18 - 21, 2012*



**Prepared for:**

*Mr. Gary Hallas  
Clearwater Jazz Holiday*

**Prepared by:**

*Research Data Services, Inc.  
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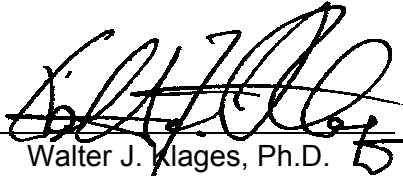
November 1, 2012

## 2012 Clearwater Jazz Holiday Economic Impact Study

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

The following report has been prepared for the 2012 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 1, 2012*  
\_\_\_\_\_  
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 2012 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 293 face-to-face interviews** conducted with randomly selected visitors at the 2012 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 *2012 Clearwater Jazz Holiday* was implemented to document the economic impact of the event. ***The total economic impact of out-of-county visitors to the Clearwater Jazz Holiday is \$5,111,200.*** Attendance estimates provided by event organizers indicate some 28,000 people attended the Jazz Holiday on October 18 - 21, 2012.

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

### **A. Profile of Visitors Attending the 2012 Clearwater Jazz Holiday:**

1. Nearly one in three attendees (31.6%) were visiting the Clearwater Jazz Holiday for the first time this year (2010: 34.8%) {QA}.
2. Of the 28,000 people who attended the 2012 Clearwater Jazz Holiday, 57.0% were Pinellas County residents and 29.6% were day-trippers. More than one of every ten attendees (13.4%) were overnight visitors {Q3 and Q5}.
3. The typical overnight visitor party had an average party size of 2.2 people. Overnight visitors spent an average of 4.6 nights in the St. Petersburg/Clearwater Area {Q7b and Q5}.
4. Non-resident travelers came to the area using the following transportation {Q8} (multiple response):

	<u>Transportation</u>
• Personal Car	82.4%
• Fly	15.3
• Rental Car	10.2

## 2012 Clearwater Jazz Holiday Economic Impact Study

5. Out-of-town visitors obtained their Jazz Holiday information from the following sources {Q11} (multiple response):

	<u>Information Source</u>
• Previous Visits to the Event	38.0%
• Recommendation	36.8
• Internet	21.2
• www.ClearwaterJazz.com	14.1
• Magazines/News Stories	12.1
• Tampa Bay Times	11.2
• Television	7.2
• Radio	6.5
• Facebook	6.5

6. Despite the new admission charge, a strong majority of non-resident visitors (74.3%) intend to return for next year's event {Q13}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	75.1%
• Overnight Visitors	72.6

7. According to event attendees, their favorite types of music are {Q16}:

	<u>% of Answering</u>
• Smooth Jazz	66.7%
• Blues	45.1
• Straight Ahead Jazz	39.1
• Latin Jazz	25.2
• Dixieland/New Orleans Jazz	21.7
• Big Band	19.4
• Funk Based Improvisation	19.2
• Bebop	17.3
• Jazz Fusion	16.8
• Free Jazz and Avant-Garde Jazz	15.7
• Hard Bop	15.6
• Swing	15.3

## 2012 Clearwater Jazz Holiday Economic Impact Study

Only 16.0% of respondents mentioned other (non jazz) musical genres they enjoy. In rank order, these respondents volunteered liking rock, country, hard rock, alternative rock, and folk.

8. The favorite artists from the 2012 Jazz Holiday include {Q15}:

	<u>% of Answering</u>
• Bonnie Raitt	48.0%
• Mindi Abair & Friends featuring Jeff Golub & David Pack	37.3
• The Avett Brothers	23.8
• Esperanza Spalding Radio Music Society	23.4
• Down To The Bone	13.3
• Sister Sparrow & The Dirty Birds	5.7

9. Respondents were asked to name artists they would like to see perform at future Jazz Festivals. The following performers were volunteered by multiple respondents (in rank order) {Q17}.

• Kenny G	• Eric Darius
• Chris Botti	• George Benson
• Dianna Krall	• Harry Connick, Jr.
• Big Bad Voodoo Daddy	• Little Feat
• David Sanborn	• Michael Bublé
• Brian Culbertson	• Neil Diamond
• Santana	• Chaka Khan
• Spyro Gyro	• Peter White
• Anita Baker	• Stevie Wonder
• Aretha Franklin	

10. The majority of respondents (66.6%) liked the greater diversity of acts performing at this year's Jazz Festival. Some 18.4% would prefer that the Festival retain its traditional focus on jazz music. {Q18}.

## **2012 Clearwater Jazz Holiday Economic Impact Study**

11. The household income of the typical event attendee is \$68,835 {Q18}. This is a significant increase from last year's median income of \$62,963.

### **B. The Economic Impact of the 2012 Clearwater Jazz Holiday on Pinellas County:**

The direct expenditures of out-of-county attendees at the Clearwater Jazz Holiday are \$2,566,400. The total economic impact equals \$5,111,200 (*multiplier: 1.9916*).

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

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

A. Are you attending the Clearwater Jazz Holiday:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
TOTAL	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
TOTAL ANSWERING	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
For the first time	93	39	54	37	17
	31.6	23.3	42.7	42.6	42.7
	100.0	42.0	58.0	39.9	18.1
As a returning visitor	200	128	72	50	23
	68.4	76.7	57.3	57.4	57.3
	100.0	63.9	36.1	24.9	11.2

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

Q3. Are you a resident of Pinellas County?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
<b>TOTAL</b>	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
<b>TOTAL ANSWERING</b>	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
<b>Yes</b>	167	167	-	-	-
	57.0	100.0	-	-	-
	100.0	100.0	-	-	-
<b>No</b>	126	-	126	87	39
	43.0	-	100.0	100.0	100.0
	100.0	-	100.0	68.8	31.2

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	126 100.0 100.0	- - -	126 100.0 100.0	87 100.0 68.8	39 100.0 31.2
Yes	14 10.8 100.0	- - -	14 10.8 100.0	7 8.1 52.0	7 16.6 48.0
No	113 89.2 100.0	- - -	113 89.2 100.0	80 91.9 70.9	33 83.4 29.1

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

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	Overnight Visitor
BASE: NON PINELLAS	126	-	126	87	39
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	68.8	31.2
Overnight Visitor	39	-	39	-	39
	31.2	-	31.2	-	100.0
	100.0	-	100.0	-	100.0
Day Trip Only	87	-	87	87	-
	68.8	-	68.8	100.0	-
	100.0	-	100.0	100.0	-

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
BASE: OVERNIGHT	39	-	39	-	39
VISITORS (Q5)	100.0	-	100.0	-	100.0
	100.0	-	100.0	-	100.0
MEAN	4.64	-	4.64	-	4.64
MEDIAN	4.00	-	4.00	-	4.00

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
BASE: OVERNIGHT	39	-	39	-	39
VISITORS (Q5)	100.0	-	100.0	-	100.0
	100.0	-	100.0	-	100.0
Hotel/Motel	22	-	22	-	22
	55.8	-	55.8	-	55.8
	100.0	-	100.0	-	100.0
Condominium	6	-	6	-	6
	16.1	-	16.1	-	16.1
	100.0	-	100.0	-	100.0
With Friends/ Relatives	11	-	11	-	11
	28.1	-	28.1	-	28.1
	100.0	-	100.0	-	100.0

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

Q6ROOMS. And how many rooms are rented by your party?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
BASE: OVERNIGHT	28	-	28	-	28
VISITORS STAYING IN COMMERCIAL LODGING (Q5)	100.0	-	100.0	-	100.0
MEAN	1.05	-	1.05	-	1.05
MEDIAN	1.00	-	1.00	-	1.00

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
BASE: NON PINELLAS	126	-	126	87	39
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	68.8	31.2
MEAN	2.65	-	2.65	2.83	2.24
MEDIAN	2.00	-	2.00	2.00	2.00

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
BASE: NON PINELLAS	126	-	126	87	39
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	68.8	31.2
MEAN	2.65	-	2.65	2.83	2.24
MEDIAN	2.00	-	2.00	2.00	2.00

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

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	Overnight Visitor
BASE: NON PINELLAS	126	-	126	87	39
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	68.8	31.2
Personal Car	104	-	104	83	21
	82.4	-	82.4	95.8	53.0
	100.0	-	100.0	79.9	20.1
Plane	19	-	19	2	17
	15.3	-	15.3	2.6	43.4
	100.0	-	100.0	11.8	88.2
Rental Car	13	-	13	2	11
	10.2	-	10.2	2.6	27.0
	100.0	-	100.0	17.6	82.4
Tour Bus	1	-	1	1	-
	1.1	-	1.1	1.6	-
	100.0	-	100.0	100.0	-
Train	1	-	1	-	1
	1.1	-	1.1	-	3.6
	100.0	-	100.0	-	100.0

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	126 100.0 100.0	- - -	126 100.0 100.0	87 100.0 68.8	39 100.0 31.2
Came Because of It (Extremely Important)	106 84.4 100.0	- - -	106 84.4 100.0	80 92.1 75.1	27 67.5 24.9
Important	7 5.4 100.0	- - -	7 5.4 100.0	7 7.9 100.0	- - -
Somewhat Important	4 2.9 100.0	- - -	4 2.9 100.0	- - -	4 9.3 100.0
Unimportant	2 1.8 100.0	- - -	2 1.8 100.0	- - -	2 5.8 100.0
Not at All Important	7 5.4 100.0	- - -	7 5.4 100.0	- - -	7 17.4 100.0

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

Q10. How much will your party spend while in the St. Pete/Clearwater area?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
BASE: NON PINELLAS	126	-	126	87	39
COUNTY RESIDENTS	100.0	-	100.0	100.0	100.0
(Q3)	100.0	-	100.0	68.8	31.2
MEAN	426.47	-	426.47	100.14	1146.79
MEDIAN	150.00	-	150.00	100.00	1000.00

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
<b>TOTAL</b>	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
<b>TOTAL ANSWERING</b>	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
<b>Previous Visits to Event</b>	122	74	48	28	20
	41.6	44.3	38.0	31.9	51.5
	100.0	60.7	39.3	22.7	16.6
<b>Recommendation</b>	94	47	46	26	20
	32.1	28.5	36.8	30.5	50.8
	100.0	50.6	49.4	28.2	21.3
<b>Tampa Bay Times</b>	44	30	14	14	-
	14.9	17.7	11.2	16.3	-
	100.0	67.6	32.4	32.4	-
<b>Magazine/News Story</b>	44	28	15	12	3
	14.9	17.0	12.1	14.3	7.3
	100.0	65.0	35.0	28.4	6.5
<b>Net Internet</b>	36	9	27	19	8
	12.1	5.3	21.2	21.7	20.2
	100.0	24.7	75.3	53.0	22.3
<b>Radio</b>	31	23	8	8	-
	10.7	13.8	6.5	9.5	-
	100.0	73.7	26.3	26.3	-
<b>www.clearwaterjazz.com</b>	23	5	18	15	2
	7.7	2.9	14.1	17.8	5.8
	100.0	21.2	78.8	68.7	10.1
<b>Television</b>	16	7	9	9	-
	5.6	4.4	7.2	10.4	-
	100.0	44.5	55.5	55.5	-

(Continued)

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
	-----	-----	-----	-----	-----
Facebook	10	1	8	6	2
	3.3	0.8	6.5	6.8	5.8
	100.0	14.6	85.4	61.7	23.7
Billboards	5	4	1	1	-
	1.8	2.3	1.2	1.7	-
	100.0	72.9	27.1	27.1	-
Other	1	-	1	1	-
	0.5	-	1.1	1.6	-
	100.0	-	100.0	100.0	-

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

Q13. Will you attend the Clearwater Jazz Holiday next year?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
<b>TOTAL</b>	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
<b>TOTAL ANSWERING</b>	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
<b>Yes</b>	230	137	94	65	29
	78.6	81.9	74.3	75.1	72.6
	100.0	59.3	40.7	28.3	12.4
<b>No</b>	4	1	2	-	2
	1.3	0.9	1.8	-	5.8
	100.0	39.0	61.0	-	61.0
<b>Don't Know</b>	59	29	30	22	9
	20.1	17.3	23.9	24.9	21.6
	100.0	48.9	51.1	36.7	14.4

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

Q15. What were your favorite acts this year? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
BASE: RESPONDENTS	228	132	96	66	30
WHO VOLUNTEER THEIR FAVORITE 2011 JAZZ HOLIDAY ACTS	100.0	100.0	100.0	100.0	100.0
Bonnie Raitt	109	75	34	19	15
	48.0	57.3	35.1	28.3	49.8
	100.0	69.1	30.9	17.0	13.9
Mindi Abair & Friends featuring Jeff Golub & David Pack	85	54	31	15	16
	37.3	41.0	32.2	23.1	51.7
	100.0	63.6	36.4	17.8	18.6
The Avett Brothers	54	30	24	19	5
	23.8	22.6	25.3	29.1	17.2
	100.0	55.0	45.0	35.3	9.7
Esperanza Spalding Radio Music Society	53	36	17	9	8
	23.4	27.4	17.9	13.4	27.6
	100.0	67.7	32.3	16.5	15.8
Down To The Bone	30	20	10	6	5
	13.3	15.4	10.5	8.4	15.0
	100.0	66.8	33.2	18.1	15.1
Sister Sparrow & The Dirty Birds	13	11	2	2	-
	5.7	8.3	2.1	3.1	-
	100.0	84.5	15.5	15.5	-
Carol Stein and Friends	8	7	1	-	1
	3.6	5.2	1.4	-	4.5
	100.0	83.2	16.8	-	16.8
El Nino Garcia and the Latin Knights	7	5	1	-	1
	2.9	3.9	1.5	-	4.6
	100.0	78.5	21.5	-	21.5

(Continued)

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

Q15. What were your favorite acts this year? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
Maia Sharp	6	4	2	2	-
	2.6	2.8	2.4	3.5	-
	100.0	61.7	38.3	38.3	-
Common Ground (Reunion)	5	5	-	-	-
	2.2	3.9	-	-	-
	100.0	100.0	-	-	-
Pat Close & The Groove	4	4	-	-	-
	1.6	2.8	-	-	-
	100.0	100.0	-	-	-
The Cave Dwellers featuring the Reinhardt Brothers	4	4	-	-	-
	1.6	2.8	-	-	-
	100.0	100.0	-	-	-
Tia Fuller Quartet	4	4	-	-	-
	1.6	2.8	-	-	-
	100.0	100.0	-	-	-
Kurt Elling	4	4	-	-	-
	1.6	2.8	-	-	-
	100.0	100.0	-	-	-
Ruth Eckerd Hall/ Clearwater Jazz Holiday Youth Jazz Band	2	2	-	-	-
	0.9	1.5	-	-	-
	100.0	100.0	-	-	-

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
BASE: RESPONDENTS	273	160	114	78	36
WHO VOLUNTEER THEIR FAVORITE TYPES OF JAZZ	100.0	100.0	100.0	100.0	100.0
	100.0	58.4	41.6	28.6	13.0
Smooth Jazz	182	112	71	48	22
	66.7	70.0	62.1	62.0	62.4
	100.0	61.2	38.8	26.6	12.2
Blues	123	73	51	37	13
	45.1	45.5	44.5	47.6	37.9
	100.0	58.9	41.1	30.2	11.0
Straight Ahead Jazz	107	62	45	30	15
	39.1	38.7	39.6	38.1	42.9
	100.0	57.8	42.2	27.9	14.3
Latin Jazz	69	47	22	19	3
	25.2	29.2	19.5	24.3	9.1
	100.0	67.7	32.3	27.6	4.7
Dixieland/New Orleans Jazz	59	35	24	14	10
	21.7	22.2	21.1	18.0	28.0
	100.0	59.5	40.5	23.7	16.8
Big-Band	53	36	17	9	8
	19.4	22.5	14.9	11.5	22.4
	100.0	67.9	32.1	17.0	15.1
Funk Based Improvisation	53	35	18	11	7
	19.2	21.9	15.5	13.7	19.4
	100.0	66.5	33.5	20.3	13.1
Bebop	47	34	13	9	5
	17.3	21.4	11.7	11.2	12.8
	100.0	71.9	28.1	18.5	9.6

(Continued)

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
Jazz Fusion	46 16.8 100.0	30 18.9 65.7	16 13.8 34.3	10 13.1 22.3	6 15.4 12.0
Free Jazz & Avant- Garde Jazz	43 15.7 100.0	29 18.4 68.7	13 11.8 31.3	10 12.5 22.8	4 10.3 8.6
Hard Bop	43 15.6 100.0	32 19.9 74.2	11 9.7 25.8	9 11.2 20.5	2 6.4 5.3
Swing	42 15.3 100.0	35 22.2 84.5	6 5.7 15.5	6 8.3 15.5	- - -
Soul Jazz	40 14.7 100.0	26 16.4 65.0	14 12.4 35.0	13 16.2 31.4	1 4.1 3.6
Acid Jazz & NU Jazz	40 14.5 100.0	31 19.6 78.8	8 7.4 21.2	8 10.8 21.2	- - -
Pop	39 14.2 100.0	31 19.3 79.4	8 7.0 20.6	7 8.4 17.0	1 3.9 3.6
Vocalese	33 12.0 100.0	22 13.9 67.4	11 9.4 32.6	11 13.7 32.6	- - -
Mainstream	22 7.9 100.0	18 11.5 84.7	3 2.9 15.3	3 4.2 15.3	- - -

(Continued)

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
	-----	-----	-----	-----	-----
Jazz Rap	17	14	3	3	-
	6.3	8.7	3.0	4.4	-
	100.0	80.3	19.7	19.7	-
Electronica	11	9	2	2	-
	4.1	5.8	1.7	2.4	-
	100.0	82.9	17.1	17.1	-
Other	44	25	18	11	7
	16.0	15.8	16.2	14.1	20.9
	100.0	57.7	42.3	25.3	17.0

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

Q19. Is your household income:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
<b>TOTAL</b>	293 100.0 100.0	167 100.0 57.0	126 100.0 43.0	87 100.0 29.6	39 100.0 13.4
<b>TOTAL ANSWERING</b>	293 100.0 100.0	167 100.0 57.0	126 100.0 43.0	87 100.0 29.6	39 100.0 13.4
<b>Less than \$30,000</b>	29 9.8 100.0	17 10.1 58.7	12 9.4 41.3	12 13.7 41.3	- - -
<b>\$31,000 - \$70,000</b>	124 42.5 100.0	71 42.7 57.3	53 42.1 42.7	40 46.2 32.2	13 33.2 10.5
<b>\$71,000 - \$100,000</b>	45 15.4 100.0	25 14.7 54.5	20 16.2 45.5	8 9.6 18.5	12 30.9 27.0
<b>Over \$100,000</b>	58 19.8 100.0	33 19.5 56.2	25 20.1 43.8	16 18.3 27.3	10 24.3 16.5
<b>No Answer</b>	37	22	15	11	5

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

Spoke to:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
TOTAL	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
TOTAL ANSWERING	293	167	126	87	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.0	43.0	29.6	13.4
Male	153	84	69	44	25
	52.2	50.4	54.7	51.1	62.7
	100.0	54.9	45.1	29.0	16.1
Female	140	83	57	42	15
	47.8	49.6	45.3	48.9	37.3
	100.0	59.2	40.8	30.3	10.5

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
Clearwater Jazz Holiday: October 18 - 21, 2012

Age of respondent:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
TOTAL	293 100.0 100.0	167 100.0 57.0	126 100.0 43.0	87 100.0 29.6	39 100.0 13.4
TOTAL ANSWERING	293 100.0 100.0	167 100.0 57.0	126 100.0 43.0	87 100.0 29.6	39 100.0 13.4
Under 30	28 9.6 100.0	15 9.2 54.1	13 10.3 45.9	11 12.9 39.6	2 4.5 6.3
30-40	52 17.6 100.0	31 18.5 59.8	21 16.4 40.2	18 20.6 34.5	3 7.4 5.6
40-50	50 17.0 100.0	26 15.6 52.1	24 19.0 47.9	18 21.0 36.6	6 14.4 11.4
50-60	92 31.3 100.0	45 26.9 48.9	47 37.1 51.1	30 34.8 32.9	17 42.4 18.2
60 and over	72 24.4 100.0	50 29.9 69.8	22 17.2 30.2	9 10.8 13.0	12 31.3 17.2

2012 ST. PETERSBURG/CLEARWATER EVENT PARTICIPANT SURVEY  
 Clearwater Jazz Holiday: October 18 - 21, 2012

Respondent is:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS [-----]	
				Day Tripper	Overnight Visitor
TOTAL	293 100.0 100.0	167 100.0 57.0	126 100.0 43.0	87 100.0 29.6	39 100.0 13.4
TOTAL ANSWERING	293 100.0 100.0	167 100.0 57.0	126 100.0 43.0	87 100.0 29.6	39 100.0 13.4
White	227 77.3 100.0	136 81.7 60.2	90 71.5 39.8	69 79.8 30.6	21 53.0 9.2
African American	59 20.0 100.0	25 15.2 43.4	33 26.3 56.6	15 16.9 25.1	18 47.0 31.5
Hispanic/Latin	8 2.7 100.0	5 3.0 64.5	3 2.2 35.5	3 3.2 35.5	- - -

**Appendix B:**  
*2012 Clearwater Jazz Holiday  
Survey Instrument*

# 2012 Clearwater Jazz Holiday 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 Clearwater Jazz Holiday:**

For the first time       As a returning visitor

**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

**How many rooms are rented by your party?**

--	--

**7. And what is the name of your lodging?**

<input type="checkbox"/> Alden Beach Resort	<input type="checkbox"/> Quality Inn Clwr Bch
<input type="checkbox"/> Beachcomber	<input type="checkbox"/> Ram Sea
<input type="checkbox"/> Best Western Treasure Island	<input type="checkbox"/> Sand Dollar
<input type="checkbox"/> Bilmar	<input type="checkbox"/> Sandpearl Resort
<input type="checkbox"/> Dolphin	<input type="checkbox"/> Shephard's Bch Resort
<input type="checkbox"/> Don Cesar	<input type="checkbox"/> Sheraton Sand Key
<input type="checkbox"/> Doubletree North Redington	<input type="checkbox"/> Sirata Beach Resort
<input type="checkbox"/> Econolodge Clwr Bch	<input type="checkbox"/> Tahitian
<input type="checkbox"/> Grand Plaza	<input type="checkbox"/> Tradewinds Island Grand
<input type="checkbox"/> Guy Harvey Outpost a Tradewinds Resort	<input type="checkbox"/> Postcard Inn on the Beach
<input type="checkbox"/> Hilton Clwr Beach	<input type="checkbox"/> Thunderbird
<input type="checkbox"/> Holiday Inn Clwr Bch	<input type="checkbox"/> Wyndham Garden Clwr Beach
<input type="checkbox"/> Hyatt Clwr Beach	<input type="checkbox"/> Other
<input type="checkbox"/> Marriott Suites Sand Key	

**Other -- Please Specify**

**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 while in the St. Pete/Clearwater area?

--	--	--	--	--

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

- |   |   |
|---|---|
| <input type="checkbox"/> Television             | <input type="checkbox"/> YouTube                    |
| <input type="checkbox"/> Radio                  | <input type="checkbox"/> Twitter                    |
| <input type="checkbox"/> Internet Radio         | <input type="checkbox"/> Recommendation             |
| <input type="checkbox"/> Tampa Bay Times        | <input type="checkbox"/> Magazine/News Story        |
| <input type="checkbox"/> Internet               | <input type="checkbox"/> Previous Visits to Event   |
| <input type="checkbox"/> www.clearwaterjazz.com | <input type="checkbox"/> Channel 10 News            |
| <input type="checkbox"/> Billboards             | <input type="checkbox"/> Brighthouse Networks Cable |
| <input type="checkbox"/> Facebook               | <input type="checkbox"/> 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 attend the Clearwater Jazz Holiday 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. Mark ALL that Apply.)*

- |  |   |
|--|---|
| <input type="checkbox"/> Carol Stein and Friends                                 | <input type="checkbox"/> Kurt Elling  |
| <input type="checkbox"/> Maia Sharp  | <input type="checkbox"/> Esperanza Spalding Radio Music Society                   |
| <input type="checkbox"/> Bonnie Raitt  | <input type="checkbox"/> Ruth Eckerd Hall/Clearwater Jazz Holiday Youth Jazz Band |
| <input type="checkbox"/> Common Ground (Reunion)                                 | <input type="checkbox"/> The Cave Dwellers featuring the Reinhardt Brothers       |
| <input type="checkbox"/> Down To The Bone  | <input type="checkbox"/> Sister Sparrow & The Dirty Birds                         |
| <input type="checkbox"/> Mindi Abair & Friends featuring Jeff Golub & David Pack | <input type="checkbox"/> The Avett Brothers                                       |
| <input type="checkbox"/> Pat Close & The Groove                                  | <input type="checkbox"/> Don't Know   |
| <input type="checkbox"/> El Nino Garcia and the Latin Knights                    |   |
| <input type="checkbox"/> Tia Fuller Quartet                                      |   |

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

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

Other - Please Specify:

--

17. If there is one artist you would like to see perform, who would that be?

--

18. Did you like this year's expanded acts?

--

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

- Less than \$30,000
- \$31,000 - \$70,000
- \$71,000 - \$100,000
- Over \$100,000
- No Answer

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

**Spoke to:**

- Male
- Female

**Age of respondent:**

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

**Respondent is:**

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

**Interviewer:**

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

**Date:**

- Thursday, October 18
- Friday, October 19
- Saturday, October 20
- Sunday, October 21

**Attempts:**

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**Refusals:**

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