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2013 Clearwater Jazz Holiday Visitor and Economic Impact Study

Clearwater, Florida
October 17 - 20, 2013



Prepared for:

Mr. Gary Hallas
Clearwater Jazz Holiday

Prepared by:

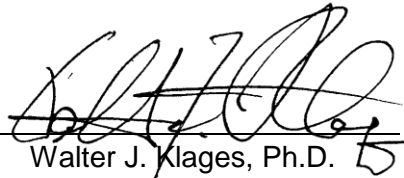
Research Data Services, Inc.
www.KlagesGroup.com

November 14, 2013

Certification and General Limiting Conditions

The following report has been prepared for the 2013 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 14, 2013
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 2013 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 301 face-to-face interviews** conducted with randomly selected visitors at the 2013 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 *2013 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 \$6,131,300.*** Attendance estimates provided by event organizers indicate some 34,000 people attended the Jazz Holiday on October 17 - 20, 2013.

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

A. Profile of Visitors Attending the 2013 Clearwater Jazz Holiday:

1. Nearly one in three attendees (36.9%) were visiting the Clearwater Jazz Holiday for the first time this year (2012: 31.6%) {QA}.
2. Of the 34,000 people who attended the 2013 Clearwater Jazz Holiday, 57.1% were Pinellas County residents and 29.9% were day-trippers. More than one of every ten attendees (13.0%) were overnight visitors {Q3 and Q5}.
3. The typical overnight visitor party had an average party size of 2.3 people. Overnight visitors spent an average of 4.8 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	86.8%
• Fly	12.4
• Rental Car	8.5

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

	<u>Information Source</u>
• Recommendation	38.0%
• Previous Visits to the Event	37.2
• Internet	23.3
• www.ClearwaterJazz.com	15.5
• Tampa Bay Times	11.6
• Magazines/News Stories	9.3
• Facebook/Twitter	8.5
• Radio	7.8
• Television	4.7

6. A strong majority of non-resident visitors (73.6%) intend to return for next year's event {Q13}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	74.4%
• Overnight Visitors	71.8

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

	<u>% of Answering</u>
• Smooth Jazz	61.9%
• Blues	54.7
• Latin Jazz	36.7
• Soul Jazz	33.2
• Straight Ahead Jazz	30.1
• Dixieland/New Orleans Jazz	27.0
• Jazz Fusion	26.0
• Funk Based Improvisation	23.9
• Swing	23.9
• Pop	23.2
• Big Band	22.1
• Bebop	12.8
• Free Jazz and Avant-Garde Jazz	12.8

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Only 8.0% of respondents mentioned other (non jazz) musical genres they enjoy. In rank order, these respondents volunteered liking rock, country, hard rock, alternative rock, folk, and punk.

8. The favorite artists from the 2013 Jazz Holiday include {Q15}:

	<u>% of Answering</u>
• Chicago	78.1%
• Tower of Power	61.6
• Average White Band	51.4
• An Evening with Paul Brown and Larry Carlton	30.5
• Brandi Carlile	29.8
• Amos Lee	25.7
• Acme Jazz Garage with Belinda Womack	24.7

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}.

• Santana	• Michael Bublé
• Kenny G	• Mumford and Sons
• Amos Lee	• Norah Jones
• Harry Connick, Jr.	• Neville Brothers
• George Benson	• Spyro Gyro
• Anita Baker	• Tony Bennett
• Avett Brothers	• Tower of Power
• Bonnie Rait	• Trombone Shorty

10. The majority of respondents (73.0%) liked the greater diversity of acts performing at this year's Jazz Festival. Some 8.5% would prefer that the Festival retain its traditional focus on jazz music. {Q18}. Several respondents volunteer the desire for more and healthier food options.

11. The household income of the typical event attendee is \$71,927 {Q18}.

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B. The Economic Impact of the 2013 Clearwater Jazz Holiday on Pinellas County:

The direct expenditures of out-of-county attendees at the Clearwater Jazz Holiday are \$3,078,600. The total economic impact equals \$6,131,300 (*multiplier: 1.9916*).

Appendix A:
Detailed Database Tabulations



2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

A. Are you attending the Clearwater Jazz Holiday:

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	301	172	129	90	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.1	42.9	29.9	13.0
TOTAL ANSWERING	301	172	129	90	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.1	42.9	29.9	13.0
For the first time	111	45	66	48	18
	36.9	26.2	51.2	53.3	46.2
	100.0	40.5	59.5	43.2	16.2
As a returning visitor	190	127	63	42	21
	63.1	73.8	48.8	46.7	53.8
	100.0	66.8	33.2	22.1	11.1

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

Q3. Are you a resident of Pinellas County?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
TOTAL	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
TOTAL ANSWERING	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
Yes	172 57.1 100.0	172 100.0 100.0	- - -	- - -	- - -
No	129 42.9 100.0	- - -	129 100.0 100.0	90 100.0 69.8	39 100.0 30.2

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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)	129 100.0 100.0	- - -	129 100.0 100.0	90 100.0 69.8	39 100.0 30.2
Yes	11 8.5 100.0	- - -	11 8.5 100.0	6 6.7 54.5	5 12.8 45.5
No	118 91.5 100.0	- - -	118 91.5 100.0	84 93.3 71.2	34 87.2 28.8

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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 COUNTY RESIDENTS (Q3)	129 100.0 100.0	- - -	129 100.0 100.0	90 100.0 69.8	39 100.0 30.2
Overnight Visitor	39 30.2 100.0	- - -	39 30.2 100.0	- - -	39 100.0 100.0
Day Trip Only	90 69.8 100.0	- - -	90 69.8 100.0	90 100.0 100.0	- - -

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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	4.82	-	4.82	-	4.82
MEDIAN	4.00	-	4.00	-	4.00

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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 VISITORS (Q5)	39 100.0 100.0	- - -	39 100.0 100.0	- - -	39 100.0 100.0
Hotel/Motel	23 59.0 100.0	- - -	23 59.0 100.0	- - -	23 59.0 100.0
Condominium	5 12.8 100.0	- - -	5 12.8 100.0	- - -	5 12.8 100.0
With Friends/Relatives	11 28.2 100.0	- - -	11 28.2 100.0	- - -	11 28.2 100.0

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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	100.0	-	100.0	-	100.0
COMMERCIAL LODGING (Q5)	100.0	-	100.0	-	100.0
MEAN	1.07	-	1.07	-	1.07
MEDIAN	1.00	-	1.00	-	1.00

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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 COUNTY RESIDENTS (Q3)	129	-	129	90	39
	100.0	-	100.0	100.0	100.0
	100.0	-	100.0	69.8	30.2
MEAN	2.70	-	2.70	2.87	2.31
MEDIAN	2.00	-	2.00	2.00	2.00

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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 COUNTY RESIDENTS (Q3)	129 100.0 100.0	- - -	129 100.0 100.0	90 100.0 69.8	39 100.0 30.2
MEAN	2.88	-	2.88	2.84	2.95
MEDIAN	2.00	-	2.00	2.00	2.00

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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 COUNTY RESIDENTS (Q3)	129 100.0 100.0	- - -	129 100.0 100.0	90 100.0 69.8	39 100.0 30.2
Personal Car	112 86.8 100.0	- - -	112 86.8 100.0	87 96.7 77.7	25 64.1 22.3
Plane	16 12.4 100.0	- - -	16 12.4 100.0	2 2.2 12.5	14 35.9 87.5
Rental Car	11 8.5 100.0	- - -	11 8.5 100.0	2 2.2 18.2	9 23.1 81.8
Tour Bus	1 0.8 100.0	- - -	1 0.8 100.0	1 1.1 100.0	- - -
Train	1 0.8 100.0	- - -	1 0.8 100.0	- - -	1 2.6 100.0

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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 RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	129 100.0 100.0	- - -	129 100.0 100.0	90 100.0 69.8	39 100.0 30.2
Came Because of It (Extremely Important)	113 87.6 100.0	- - -	113 87.6 100.0	86 95.6 76.1	27 69.2 23.9
Important	7 5.4 100.0	- - -	7 5.4 100.0	3 3.3 42.9	4 10.3 57.1
Somewhat Important	3 2.3 100.0	- - -	3 2.3 100.0	- - -	3 7.7 100.0
Unimportant	1 0.8 100.0	- - -	1 0.8 100.0	- - -	1 2.6 100.0
Not at All Important	5 3.9 100.0	- - -	5 3.9 100.0	1 1.1 20.0	4 10.3 80.0

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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 COUNTY RESIDENTS (Q3)	129 100.0 100.0	-	129 100.0 100.0	90 100.0 69.8	39 100.0 30.2
MEAN	421.39	-	421.39	105.66	1150.00
MEDIAN	100.00	-	100.00	80.00	800.00

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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
TOTAL	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
TOTAL ANSWERING	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
Previous Visits to Event	129 42.9 100.0	81 47.1 62.8	48 37.2 37.2	29 32.2 22.5	19 48.7 14.7
Recommendation	91 30.2 100.0	42 24.4 46.2	49 38.0 53.8	30 33.3 33.0	19 48.7 20.9
Net Internet	51 16.9 100.0	21 12.2 41.2	30 23.3 58.8	20 22.2 39.2	10 25.6 19.6
Tampa Bay Times	39 13.0 100.0	24 14.0 61.5	15 11.6 38.5	14 15.6 35.9	1 2.6 2.6
www.clearwaterjazz.com	35 11.6 100.0	15 8.7 42.9	20 15.5 57.1	16 17.8 45.7	4 10.3 11.4
Magazine/News Story	31 10.3 100.0	19 11.0 61.3	12 9.3 38.7	9 10.0 29.0	3 7.7 9.7
Radio	23 7.6 100.0	13 7.6 56.5	10 7.8 43.5	9 10.0 39.1	1 2.6 4.3

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Facebook/Twitter	21 7.0 100.0	10 5.8 47.6	11 8.5 52.4	8 8.9 38.1	3 7.7 14.3
Television	12 4.0 100.0	6 3.5 50.0	6 4.7 50.0	6 6.7 50.0	- - -
Billboards	3 1.0 100.0	2 1.2 66.7	1 0.8 33.3	1 1.1 33.3	- - -
Brighthouse Networks Cable	1 0.3 100.0	1 0.6 100.0	- - -	- - -	- - -
Other	21 7.0 100.0	13 7.6 61.9	8 6.2 38.1	7 7.8 33.3	1 2.6 4.8

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
TOTAL	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
TOTAL ANSWERING	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
Yes	236 78.4 100.0	141 82.0 59.7	95 73.6 40.3	67 74.4 28.4	28 71.8 11.9
No	2 0.7 100.0	1 0.6 50.0	1 0.8 50.0	- - -	1 2.6 50.0
Don't Know	63 20.9 100.0	30 17.4 47.6	33 25.6 52.4	23 25.6 36.5	10 25.6 15.9

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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

		NON PINELLAS RESIDENTS			
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: RESPONDENTS WHO VOLUNTEER THEIR FAVORITE 2013 JAZZ HOLIDAY ACTS	292 100.0 100.0	166 100.0 56.8	126 100.0 43.2	88 100.0 30.1	38 100.0 13.0
Chicago	228 78.1 100.0	135 81.3 59.2	93 73.8 40.8	65 73.9 28.5	28 73.7 12.3
Tower of Power	180 61.6 100.0	105 63.3 58.3	75 59.5 41.7	48 54.5 26.7	27 71.1 15.0
Average White Band	150 51.4 100.0	88 53.0 58.7	62 49.2 41.3	42 47.7 28.0	20 52.6 13.3
An Evening with Paul Brown and Larry Carlton	89 30.5 100.0	49 29.5 55.1	40 31.7 44.9	24 27.3 27.0	16 42.1 18.0
Brandi Carlile	87 29.8 100.0	50 30.1 57.5	37 29.4 42.5	28 31.8 32.2	9 23.7 10.3
Amos Lee	75 25.7 100.0	40 24.1 53.3	35 27.8 46.7	23 26.1 30.7	12 31.6 16.0
Acme Jazz Garage with Belinda Womack	72 24.7 100.0	52 31.3 72.2	20 15.9 27.8	11 12.5 15.3	9 23.7 12.5
Gumbi Ortiz and New City Groove	58 19.9 100.0	41 24.7 70.7	17 13.5 29.3	9 10.2 15.5	8 21.1 13.8

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
Level 10	55 18.8 100.0	42 25.3 76.4	13 10.3 23.6	7 8.0 12.7	6 15.8 10.9
The Ries Brothers with Vini Lopez	52 17.8 100.0	37 22.3 71.2	15 11.9 28.8	10 11.4 19.2	5 13.2 9.6
Ruth Eckerd Hall/ Clearwater Jazz Holiday Youth Jazz Band	47 16.1 100.0	37 22.3 78.7	10 7.9 21.3	8 9.1 17.0	2 5.3 4.3
Jane Monheit	46 15.8 100.0	28 16.9 60.9	18 14.3 39.1	13 14.8 28.3	5 13.2 10.9
Lake Street Dive	39 13.4 100.0	26 15.7 66.7	13 10.3 33.3	11 12.5 28.2	2 5.3 5.1
Lisa Casalino	35 12.0 100.0	26 15.7 74.3	9 7.1 25.7	7 8.0 20.0	2 5.3 5.7
Have Gun, Will Travel	34 11.6 100.0	25 15.1 73.5	9 7.1 26.5	3 3.4 8.8	6 15.8 17.6
Chris Godber	22 7.5 100.0	10 6.0 45.5	12 9.5 54.5	10 11.4 45.5	2 5.3 9.1
Friday Clearwater Jazz Holiday After Party	15 5.1 100.0	11 6.6 73.3	4 3.2 26.7	3 3.4 20.0	1 2.6 6.7

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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 WHO VOLUNTEER THEIR FAVORITE TYPES OF JAZZ	289 100.0 100.0	167 100.0 57.8	122 100.0 42.2	85 100.0 29.4	37 100.0 12.8
Smooth Jazz	179 61.9 100.0	107 64.1 59.8	72 59.0 40.2	51 60.0 28.5	21 56.8 11.7
Blues	158 54.7 100.0	97 58.1 61.4	61 50.0 38.6	49 57.6 31.0	12 32.4 7.6
Latin Jazz	106 36.7 100.0	70 41.9 66.0	36 29.5 34.0	26 30.6 24.5	10 27.0 9.4
Soul Jazz	96 33.2 100.0	55 32.9 57.3	41 33.6 42.7	27 31.8 28.1	14 37.8 14.6
Straight Ahead Jazz	87 30.1 100.0	49 29.3 56.3	38 31.1 43.7	26 30.6 29.9	12 32.4 13.8
Dixieland/New Orleans Jazz	78 27.0 100.0	48 28.7 61.5	30 24.6 38.5	18 21.2 23.1	12 32.4 15.4
Jazz Fusion	75 26.0 100.0	47 28.1 62.7	28 23.0 37.3	20 23.5 26.7	8 21.6 10.7
Swing	69 23.9 100.0	51 30.5 73.9	18 14.8 26.1	14 16.5 20.3	4 10.8 5.8

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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

		NON PINELLAS RESIDENTS			
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Funk Based Improvisation	69 23.9 100.0	40 24.0 58.0	29 23.8 42.0	19 22.4 27.5	10 27.0 14.5
Pop	67 23.2 100.0	44 26.3 65.7	23 18.9 34.3	18 21.2 26.9	5 13.5 7.5
Big-Band	64 22.1 100.0	38 22.8 59.4	26 21.3 40.6	18 21.2 28.1	8 21.6 12.5
Bebop	37 12.8 100.0	26 15.6 70.3	11 9.0 29.7	8 9.4 21.6	3 8.1 8.1
Free Jazz & Avant-Garde Jazz	37 12.8 100.0	26 15.6 70.3	11 9.0 29.7	8 9.4 21.6	3 8.1 8.1
Americana	36 12.5 100.0	21 12.6 58.3	15 12.3 41.7	10 11.8 27.8	5 13.5 13.9
Acid Jazz & NU Jazz	35 12.1 100.0	22 13.2 62.9	13 10.7 37.1	11 12.9 31.4	2 5.4 5.7
Mainstream	30 10.4 100.0	23 13.8 76.7	7 5.7 23.3	7 8.2 23.3	- - -
Vocalese	29 10.0 100.0	17 10.2 58.6	12 9.8 41.4	11 12.9 37.9	1 2.7 3.4

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

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

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Hard Bop	24 8.3 100.0	17 10.2 70.8	7 5.7 29.2	6 7.1 25.0	1 2.7 4.2
Jazz Rap	21 7.3 100.0	13 7.8 61.9	8 6.6 38.1	5 5.9 23.8	3 8.1 14.3
Electronica	10 3.5 100.0	8 4.8 80.0	2 1.6 20.0	2 2.4 20.0	- - -
Other	23 8.0 100.0	13 7.8 56.5	10 8.2 43.5	6 7.1 26.1	4 10.8 17.4

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

Q19. Is your household income:

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL ANSWERING	228 100.0 100.0	134 100.0 58.8	94 100.0 41.2	66 100.0 28.9	28 100.0 12.3
Less than \$30,000	27 11.8 100.0	19 14.2 70.4	8 8.5 29.6	8 12.1 29.6	- - -
\$31,000 - \$70,000	86 37.7 100.0	49 36.6 57.0	37 39.4 43.0	29 43.9 33.7	8 28.6 9.3
\$71,000 - \$100,000	49 21.5 100.0	26 19.4 53.1	23 24.5 46.9	13 19.7 26.5	10 35.7 20.4
Over \$100,000	66 28.9 100.0	40 29.9 60.6	26 27.7 39.4	16 24.2 24.2	10 35.7 15.2
No Answer	73	38	35	24	11

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

Spoke to:

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	301	172	129	90	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.1	42.9	29.9	13.0
TOTAL ANSWERING	301	172	129	90	39
	100.0	100.0	100.0	100.0	100.0
	100.0	57.1	42.9	29.9	13.0
Male	128	67	61	40	21
	42.5	39.0	47.3	44.4	53.8
	100.0	52.3	47.7	31.2	16.4
Female	173	105	68	50	18
	57.5	61.0	52.7	55.6	46.2
	100.0	60.7	39.3	28.9	10.4

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

Age of respondent:

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
TOTAL ANSWERING	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
Under 30	32 10.6 100.0	16 9.3 50.0	16 12.4 50.0	14 15.6 43.8	2 5.1 6.2
30-40	59 19.6 100.0	32 18.6 54.2	27 20.9 45.8	23 25.6 39.0	4 10.3 6.8
40-50	62 20.6 100.0	40 23.3 64.5	22 17.1 35.5	15 16.7 24.2	7 17.9 11.3
50-60	90 29.9 100.0	44 25.6 48.9	46 35.7 51.1	27 30.0 30.0	19 48.7 21.1
60 and over	58 19.3 100.0	40 23.3 69.0	18 14.0 31.0	11 12.2 19.0	7 17.9 12.1

2013 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 17 - 20, 2013

Respondent is:

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
TOTAL ANSWERING	301 100.0 100.0	172 100.0 57.1	129 100.0 42.9	90 100.0 29.9	39 100.0 13.0
White	228 75.7 100.0	141 82.0 61.8	87 67.4 38.2	67 74.4 29.4	20 51.3 8.8
African American	52 17.3 100.0	20 11.6 38.5	32 24.8 61.5	15 16.7 28.8	17 43.6 32.7
Hispanic/Latin	15 5.0 100.0	7 4.1 46.7	8 6.2 53.3	7 7.8 46.7	1 2.6 6.7
Asian	6 2.0 100.0	4 2.3 66.7	2 1.6 33.3	1 1.1 16.7	1 2.6 16.7

Appendix B:
*2013 Clearwater Jazz Holiday
Survey Instrument*



2013 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.)

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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?

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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?

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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)?

<input type="checkbox"/> Came Because of It (Extremely Important)
<input type="checkbox"/> Important
<input type="checkbox"/> Somewhat Important
<input type="checkbox"/> Unimportant
<input type="checkbox"/> 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?

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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.)

<input type="checkbox"/> Thur.	<input type="checkbox"/> Fri.	<input type="checkbox"/> Sat.	<input type="checkbox"/> Sun.
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13. Will you attend the Clearwater Jazz Holiday next year?

<input type="checkbox"/> Yes (Q15)	<input type="checkbox"/> No	<input type="checkbox"/> D/K (Q15)
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14. (If NO) Why do you say that?

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15. What were your favorite acts/entertainment this year?
(INTERVIEWER NOTE: Open end. Mark ALL that Apply.)

<input type="checkbox"/> Lisa Casalino	<input type="checkbox"/> Average White Band
<input type="checkbox"/> The Ries Brothers with Vini Lopez	<input type="checkbox"/> Tower of Power
<input type="checkbox"/> Chicago	<input type="checkbox"/> Ruth Eckerd Hall/Clearwater Jazz Holiday Youth Jazz Band
<input type="checkbox"/> Gumbi Ortiz and New Groove City	<input type="checkbox"/> Have Gun, Will Travel
<input type="checkbox"/> Jane Monheit	<input type="checkbox"/> Lake Street Dive
<input type="checkbox"/> An Evening with Paul Brown and Larry Carlton	<input type="checkbox"/> Amos Lee
<input type="checkbox"/> Chris Godber	<input type="checkbox"/> Brandi Carlile
<input type="checkbox"/> Acme Jazz Garage with Belinda Womack	<input type="checkbox"/> Friday Clearwater Jazz Holiday After Party
<input type="checkbox"/> Level 10	<input type="checkbox"/> Don't Know

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"/> Americana
<input type="checkbox"/> Hard Bop	<input type="checkbox"/> Other
<input type="checkbox"/> Free Jazz & Avant-Garde Jazz	<input type="checkbox"/> Don't Know

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/entertainment?

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 ☐ 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 17 ☐ Saturday, October 19
☐ Friday, October 18 ☐ Sunday, October 20