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**2016 Clearwater Jazz Holiday
Visitor and Economic Impact Study**

*Clearwater, Florida
October 13 - 16, 2016*



Prepared for:

*Mr. Gary Hallas
Clearwater Jazz Holiday*

Prepared by:

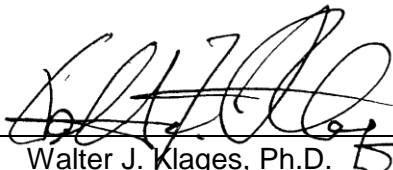
*Research Data Services, Inc.
www.KlagesGroup.com*

November 14, 2016

Certification and General Limiting Conditions

The following report has been prepared for the 2016 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 13, 2016

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 2016 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 198 face-to-face interviews** conducted with randomly selected visitors at the 2016 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 *2016 Clearwater Jazz Holiday* was implemented to document the economic impact of the event. ***Notwithstanding inclement weather and the last minute cancelation and replacement of a headliner, the total economic impact of out-of-county visitors to the 2016 Clearwater Jazz Holiday is \$5,995,700.*** Attendance estimates provided by event organizers indicate some 28,000 people attended the Jazz Holiday on October 13 - 16, 2016.

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

A. Profile of Visitors Attending the 2016 Clearwater Jazz Holiday:

1. Better than one of every three attendees (34.4%) was visiting the Clearwater Jazz Holiday for the first time this year {QA}.
2. Of the 28,000 people who attended the 2016 Clearwater Jazz Holiday, 56.0% were Pinellas County residents and 27.8% were day-trippers. More than one of every ten attendees (16.2%) was an overnight visitor to Pinellas County. {Q3 and Q5}.
3. The typical overnight visitor party had an average party size of 2.5 people. Overnight visitors spent an average of 4.7 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):

Transportation

- | | |
|------------------|-------|
| • Personal Car | 82.1% |
| • Fly/Rental Car | 16.7% |

2016 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>
• Recommendation	44.4%
• Previous Visits to the Event	32.5
• Internet	28.7
• www.ClearwaterJazz.com	23.8
• Tampa Bay Times	11.0
• Television	10.2
• Facebook/Twitter	9.8
• Magazines/News Stories	8.4
• Radio	5.2

6. The majority of non-resident visitors (82.5%) intend to return for next year's event {Q13}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	90.9%
• Overnight Visitors	68.0

7. According to event attendees, their favorite types of music are {Q19}:

	<u>% of Answering</u>
• Rock	47.4%
• Blues	47.1
• Smooth Jazz	45.4
• R&B/Soul	36.1
• Country	35.2
• Reggae	30.0
• Pop	29.5
• Latin Jazz	25.9
• Dixieland/New Orleans Jazz	25.6
• Jazz Fusion	22.1
• Alternative	18.9
• Bluegrass	18.5
• Big Band	17.9
• Straight Ahead Jazz	16.7
• Mainstream	15.0
• Folk	15.0

2016 Clearwater Jazz Holiday Economic Impact Study

8. The favorite artists from the 2016 Jazz Holiday include {Q18}:

	<u>% of Answering</u>
• Kool & The Gang	40.3%
• Trombone Shorty & Orleans Avenue	37.2
• Commodores	29.0
• Grace Potter	19.1
• The Ries Brothers	13.3
• Preservation Hall Jazz Band	13.0
• UB40	12.0
• The Mavericks	11.9
• Houndmouth	10.0

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) {Q20}.

- Trombone Shorty
- Avett Brothers
- Daryl Hall
- Sheryl Crow
- Mindi Abair
- Gregg Allman
- Gladys Knight
- Earth, Wind, and Fire
- Brian Culbertson
- Kenny G
- Maroon 5
- More Jazz Bands

10. Respondents were asked what name they use when referring to this event. The following names were volunteered (in rank order) {Q7c}

• Jazz Fest	18.2%
• Clearwater Jazz Festival	16.4
• Jazz Festival	10.9
• Clearwater Jazz Holiday	9.7
• Clearwater Jazz Fest	6.1

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11. Better than three of every four respondents (84.2%) think the Clearwater Jazz Holiday is unique {Q15}. Although several respondents complained that the Festival has departed from its purely jazz roots, the friendliness, energy, and vibe of the crowd; the quality and variety of music; and the ambiance of the beautiful outdoor waterfront venue are the most commonly mentioned factors differentiating the festival from other similar events {Q16}.
12. The following graphic reflects the volunteered responses to a query about what attendees would say to a friend about the Clearwater Jazz Holiday {Q17}:



13. The average age of adult 2016 Festival attendees is 50.8 years {Q21}.
The household income of the typical event attendee is \$87,043 {Q22}.

B. The Economic Impact of the 2016 Clearwater Jazz Holiday on Pinellas County:

The direct expenditures of out-of-county attendees at the Clearwater Jazz Holiday are \$3,010,500. The total economic impact equals \$5,995,700 (*multiplier: 1.9916*).

Appendix A:
Detailed Database Tabulations

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

A. Are you attending the Clearwater Jazz Holiday:

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	198	111	87	55	32
	100.0	100.0	100.0	100.0	100.0
	100.0	56.0	44.0	27.8	16.2
TOTAL ANSWERING	198	111	87	55	32
	100.0	100.0	100.0	100.0	100.0
	100.0	56.0	44.0	27.8	16.2
For the first time	68	26	42	24	18
	34.4	23.5	48.2	43.6	56.0
	100.0	38.3	61.7	35.3	26.4
As a returning visitor	130	85	45	31	14
	65.6	76.5	51.8	56.4	44.0
	100.0	65.3	34.7	23.9	10.9

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q3. Are you a resident of Pinellas County?

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
TOTAL ANSWERING	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
Yes	111 56.0 100.0	111 100.0 100.0	- - -	- - -	- - -
No	87 44.0 100.0	- - -	87 100.0 100.0	55 100.0 63.2	32 100.0 36.8

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

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

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	87 100.0 100.0	- - -	87 100.0 100.0	55 100.0 63.2	32 100.0 36.8
Overnight Visitor	32 36.8 100.0	- - -	32 36.8 100.0	- - -	32 100.0 100.0
Day Trip Only	55 63.2 100.0	- - -	55 63.2 100.0	55 100.0 100.0	- - -

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

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

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS	
			Non Pinellas Resident	Day Tripper / Overnight Visitor
BASE: OVERNIGHT VISITORS (Q5)	31	-	31	-
	100.0	-	100.0	-
	100.0	-	100.0	-
MEAN	4.71	-	4.71	-
MEDIAN	4.00	-	4.00	-

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

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

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS	
			Non Pinellas Resident	Day Tripper / Overnight Visitor
BASE: OVERNIGHT VISITORS (Q5)	31 100.0 100.0	-	31 100.0 100.0	-
Hotel/Motel	21 66.7 100.0	-	21 66.7 100.0	-
Condominium	4 12.5 100.0	-	4 12.5 100.0	-
Vacation Rental	3 8.3 100.0	-	3 8.3 100.0	-
With Friends/Relatives	4 12.5 100.0	-	4 12.5 100.0	-

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q7. Including yourself, how many people are in your party today?

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS	
			Non Pinellas Resident	Day Tripper / Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	198	111	87	55 / 32
	100.0	100.0	100.0	100.0 / 100.0
	100.0	56.0	44.0	27.8 / 16.2
MEAN	2.78	2.87	2.67	2.78 / 2.48
MEDIAN	2.00	2.00	2.00	3.00 / 2.00

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

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

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	87 100.0 100.0	-	87 100.0 100.0	55 100.0 63.2	32 100.0 36.8
Personal Car	72 82.1 100.0	-	72 82.1 100.0	51 92.7 71.3	21 64.0 28.7
NET PLANE/RENTAL CAR	15 16.7 100.0	-	15 16.7 100.0	3 5.5 20.6	12 36.0 79.4
Plane	14 15.6 100.0	-	14 15.6 100.0	2 3.6 14.8	12 36.0 85.2
Rental Car	10 11.1 100.0	-	10 11.1 100.0	2 3.6 20.6	8 24.0 79.4
Boat	2 2.3 100.0	-	2 2.3 100.0	2 3.6 100.0	- - -
Other	2 2.6 100.0	-	2 2.6 100.0	1 1.8 43.8	1 4.0 56.2

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

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

	TOTAL	NON PINELLAS RESIDENTS			
		Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	87 100.0 100.0	- - -	87 100.0 100.0	55 100.0 63.2	32 100.0 36.8
Came Because of It (Extremely Important)	60 68.5 100.0	- - -	60 68.5 100.0	43 78.2 72.1	17 52.0 27.9
Important	14 16.2 100.0	- - -	14 16.2 100.0	9 16.4 63.7	5 16.0 36.3
Somewhat Important	5 5.6 100.0	- - -	5 5.6 100.0	1 1.8 20.6	4 12.0 79.4
Unimportant	4 4.4 100.0	- - -	4 4.4 100.0	- - -	4 12.0 100.0
Not at All Important	5 5.2 100.0	- - -	5 5.2 100.0	2 3.6 43.8	3 8.0 56.2

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

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

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper Overnight Visitor	
TOTAL	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
TOTAL ANSWERING	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
Previous Visits to Event	93 47.2 100.0	65 58.8 69.8	28 32.5 30.2	18 32.7 19.3	10 32.0 11.0
Recommendation	79 40.0 100.0	40 36.5 51.1	39 44.4 48.9	22 40.0 27.8	17 52.0 21.1
NET INTERNET	51 25.8 100.0	26 23.5 51.1	25 28.7 48.9	16 29.1 31.3	9 28.0 17.6
www.clearwaterjazz.com	34 17.0 100.0	13 11.8 38.7	21 23.8 61.3	13 23.6 38.5	8 24.0 22.8
NET TELEVISION	22 11.1 100.0	13 11.8 59.6	9 10.2 40.4	5 9.1 22.8	4 12.0 17.6
BrightHouse Networks Cable	14 6.9 100.0	12 10.6 85.4	2 2.3 14.6	2 3.6 14.6	- - -
Channel 10 News	8 4.1 100.0	3 2.4 31.9	6 6.4 68.1	3 5.5 36.7	3 8.0 31.4

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

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

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
Television	5 2.6 100.0	4 3.5 75.3	1 1.5 24.7	- - -	1 4.0 24.7
Facebook/Twitter	18 8.9 100.0	9 8.2 51.6	9 9.8 48.4	6 10.9 33.9	3 8.0 14.5
Tampa Bay Times	15 7.5 100.0	5 4.7 35.3	10 11.0 64.7	7 12.7 47.3	3 8.0 17.4
Magazine/News Story	13 6.3 100.0	5 4.7 41.7	7 8.4 58.3	6 10.9 48.0	1 4.0 10.3
NET RADIO	8 4.3 100.0	4 3.5 46.2	5 5.2 53.8	2 3.6 23.6	3 8.0 30.3
Radio	6 3.1 100.0	4 3.5 63.2	2 2.6 36.8	1 1.8 16.1	1 4.0 20.7
Internet Radio	2 1.2 100.0	- - -	2 2.6 100.0	1 1.8 43.8	1 4.0 56.2
Artist Website	5 2.3 100.0	3 2.4 56.6	2 2.3 43.4	2 3.6 43.4	- - -
Billboards	4 1.8 100.0	3 2.4 72.3	1 1.1 27.7	1 1.8 27.7	- - -

2016 EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 13 - 16, 2016

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

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
YouTube	1 0.7 100.0	1 1.2 100.0	- - -	- - -	- - -
Hotel Staff	1 0.7 100.0	1 1.2 100.0	- - -	- - -	- - -
Other	17 8.6 100.0	12 10.6 69.0	5 6.1 31.0	4 7.3 23.5	1 4.0 7.5

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q13. Will you return for the Clearwater Jazz Holiday next year?

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
TOTAL ANSWERING	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
Yes	167 84.4 100.0	95 85.9 57.0	72 82.5 43.0	50 90.9 29.9	22 68.0 13.1
No	3 1.3 100.0	- - -	3 2.9 100.0	- - -	3 8.0 100.0
Don't Know	28 14.3 100.0	16 14.1 55.2	13 14.6 44.8	5 9.1 17.6	8 24.0 27.2

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q18. What were your favorite acts/entertainment this year? -- MULTIPLE RESPONSE

	TOTAL	NON PINELLAS RESIDENTS			
		Pinellas Resident	Non Pinellas Resident	Day Tripper Overnight Visitor	
BASE: RESPONDENTS WHO VOLUNTEER THEIR FAVORITE 2016 JAZZ HOLIDAY ACTS	184 100.0 100.0	102 100.0 55.3	82 100.0 44.7	54 100.0 29.4	28 100.0 15.3
Kool & The Gang	74 40.3 100.0	38 37.2 51.0	36 44.3 49.0	21 38.9 28.3	15 54.5 20.7
Trombone Shorty & Orleans Avenue	68 37.2 100.0	37 35.9 53.4	32 38.7 46.6	19 35.2 27.8	13 45.5 18.8
Commodores	53 29.0 100.0	31 30.8 58.8	22 26.7 41.2	13 24.1 24.4	9 31.8 16.9
Grace Potter	35 19.1 100.0	21 20.5 59.4	14 17.4 40.6	13 24.1 37.0	1 4.5 3.6
The Ries Brothers	25 13.3 100.0	18 17.9 74.4	6 7.6 25.6	5 9.3 20.4	1 4.5 5.2
Preservation Hall Jazz Band	24 13.0 100.0	14 14.1 60.0	10 11.6 40.0	7 13.0 29.3	3 9.1 10.7
UB40 featuring Ali Campbell, Astro & Mickey Virtue	22 12.0 100.0	10 10.3 47.4	12 14.1 52.6	9 16.7 40.9	3 9.1 11.7
The Mavericks	22 11.9 100.0	9 9.0 41.5	13 15.6 58.5	9 16.7 40.9	4 13.6 17.5

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q18. What were your favorite acts/entertainment this year? -- MULTIPLE RESPONSE

	TOTAL	NON PINELLAS RESIDENTS			
		Pinellas Resident	Non Pinellas Resident	Day Tripper Overnight Visitor	
Houndmouth	18 10.0 100.0	13 12.8 71.2	5 6.4 28.8	4 7.4 21.8	1 4.5 7.0
The Lone Bellow	15 8.0 100.0	8 7.7 53.3	7 8.3 46.7	3 5.6 20.4	4 13.6 26.2
Bach to the Future featuring The Silverman Brothers	11 5.9 100.0	5 5.1 48.4	6 6.8 51.6	3 5.6 27.8	3 9.1 23.8
Brian Bromberg Full Circle Band	9 5.2 100.0	4 3.8 41.3	6 6.8 58.7	3 5.6 31.6	3 9.1 27.1
Ruth Eckerd Hall/ Clearwater Jazz Holiday Youth Jazz Band	9 5.2 100.0	4 3.8 41.3	6 6.8 58.7	3 5.6 31.6	3 9.1 27.1
Fred Johnson Quartet featuring Cliff Downs	8 4.5 100.0	5 5.1 63.5	3 3.6 36.5	3 5.6 36.5	- - -
Flow Tribe	8 4.5 100.0	4 3.8 47.7	4 5.2 52.3	3 5.6 36.6	1 4.5 15.7
Show Biz Kids Steely Dan Tribute & Event Band	8 4.3 100.0	3 2.6 33.1	5 6.4 66.9	4 7.4 50.7	1 4.5 16.3
Crescent City Dream featuring Dwayne White	5 2.5 100.0	3 2.6 56.6	2 2.4 43.4	2 3.7 43.4	- - -

2016 EVENT PARTICIPANT SURVEY
Clearwater Jazz Holiday: October 13 - 16, 2016

Q18. What were your favorite acts/entertainment this year? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
Friday Clearwater Jazz Holiday After Party	5 2.5 100.0	3 2.6 56.6	2 2.4 43.4	2 3.7 43.4	- - -
Saturday Late Night Party	1 0.7 100.0	1 1.3 100.0	- - -	- - -	- - -

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q19. What types of jazz or other music do you enjoy most? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: RESPONDENTS WHO VOLUNTEER THEIR FAVORITE TYPES OF JAZZ	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
Rock	94 47.4 100.0	55 49.4 58.3	39 44.9 41.7	25 45.5 26.6	14 44.0 15.0
Blues	93 47.1 100.0	50 44.7 53.2	44 50.2 46.8	27 49.1 29.0	17 52.0 17.9
Smooth Jazz	90 45.4 100.0	47 42.4 52.2	43 49.3 47.8	25 45.5 27.8	18 56.0 20.0
R&B/Soul	72 36.1 100.0	39 35.3 54.7	32 37.2 45.3	17 30.9 23.8	15 48.0 21.5
Country	70 35.2 100.0	44 40.0 63.7	25 29.0 36.3	15 27.3 21.5	10 32.0 14.7
Reggae	59 30.0 100.0	35 31.8 59.2	24 27.9 40.8	14 25.5 23.5	10 32.0 17.3
Pop	58 29.5 100.0	31 28.2 53.6	27 31.1 46.4	13 23.6 22.3	14 44.0 24.2
Latin Jazz	51 25.9 100.0	31 28.2 61.0	20 22.9 39.0	11 20.0 21.4	9 28.0 17.5

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q19. What types of jazz or other music do you enjoy most? -- MULTIPLE RESPONSE

	TOTAL	NON PINELLAS RESIDENTS			
		Pinellas Resident	Non Pinellas Resident	Day Tripper / Overnight Visitor	
Dixieland/New Orleans Jazz	51 25.6 100.0	29 25.9 56.6	22 25.2 43.4	13 23.6 25.7	9 28.0 17.7
Jazz Fusion	44 22.1 100.0	27 24.7 62.5	16 18.9 37.5	10 18.2 22.8	6 20.0 14.6
Alternative	37 18.9 100.0	18 16.5 48.8	19 22.0 51.2	14 25.5 37.4	5 16.0 13.7
Bluegrass	37 18.5 100.0	18 16.5 49.8	18 21.1 50.2	12 21.8 32.7	6 20.0 17.5
Big-Band	35 17.9 100.0	18 16.5 51.6	17 19.7 48.4	12 21.8 33.9	5 16.0 14.5
Straight Ahead Jazz	33 16.7 100.0	20 17.6 59.1	14 15.6 40.9	11 20.0 33.2	3 8.0 7.7
Mainstream	30 15.0 100.0	12 10.6 39.5	18 20.7 60.5	9 16.4 30.3	9 28.0 30.2
Folk	30 15.0 100.0	20 17.6 65.9	10 11.6 34.1	5 9.1 16.8	5 16.0 17.3
Funk Based Improvisation	29 14.7 100.0	22 20.0 76.4	7 7.9 23.6	3 5.5 10.3	4 12.0 13.3

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q19. What types of jazz or other music do you enjoy most? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
Swing	28 14.2 100.0	16 14.1 55.8	12 14.3 44.2	6 10.9 21.4	6 20.0 22.9
Indy	26 12.9 100.0	16 14.1 61.4	10 11.3 38.6	6 10.9 23.5	4 12.0 15.1
Jam Band	22 10.9 100.0	13 11.8 60.4	9 9.8 39.6	6 10.9 27.8	3 8.0 11.9
Americana	22 10.9 100.0	10 9.4 48.4	11 12.8 51.6	6 10.9 27.8	5 16.0 23.8
Jazz Rap	19 9.6 100.0	14 12.9 75.9	5 5.2 24.1	2 3.6 10.6	3 8.0 13.6
Free Jazz & Avant-Garde Jazz	19 9.4 100.0	9 8.2 48.8	10 11.0 51.2	7 12.7 37.4	3 8.0 13.7
Electronica	14 7.1 100.0	5 4.7 37.1	9 10.2 62.9	5 9.1 35.5	4 12.0 27.4
Bebop	14 7.0 100.0	4 3.5 28.4	10 11.3 71.6	6 10.9 43.6	4 12.0 28.0
Hard Bop	13 6.4 100.0	8 7.1 61.7	5 5.6 38.3	1 1.8 7.9	4 12.0 30.4

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Q19. What types of jazz or other music do you enjoy most? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
Acid Jazz & NU Jazz	11 5.6 100.0	7 5.9 58.8	5 5.2 41.2	2 3.6 18.0	3 8.0 23.1
Vocalese	10 4.9 100.0	5 4.7 53.3	5 5.2 46.7	2 3.6 20.4	3 8.0 26.2
Other	17 8.8 100.0	7 5.9 37.5	11 12.5 62.5	7 12.7 40.3	4 12.0 22.2

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Spoke to:

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
TOTAL	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
TOTAL ANSWERING	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
Male	96 48.7 100.0	53 48.2 55.5	43 49.3 44.5	25 45.5 25.9	18 56.0 18.6
Female	102 51.3 100.0	57 51.8 56.5	44 50.7 43.5	30 54.5 29.6	14 44.0 13.9

2016 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 13 - 16, 2016

Respondent is:

	TOTAL	Pinellas Resident	NON PINELLAS RESIDENTS		
			Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
TOTAL ANSWERING	198 100.0 100.0	111 100.0 56.0	87 100.0 44.0	55 100.0 27.8	32 100.0 16.2
White	167 84.2 100.0	98 88.2 58.7	69 79.0 41.3	47 85.5 28.2	22 68.0 13.1
African American	26 13.3 100.0	9 8.2 34.6	17 19.8 65.4	7 12.7 26.5	10 32.0 38.9
Hispanic/Latin	1 0.5 100.0	- - -	1 1.1 100.0	1 1.8 100.0	- - -
Asian	3 1.3 100.0	3 2.4 100.0	- - -	- - -	- - -
Don't Know	1 0.7 100.0	1 1.2 100.0	- - -	- - -	- - -

Appendix B:
*2016 Clearwater Jazz Holiday
Survey Instrument*

2016 Clearwater Jazz Holiday Event Participant Study

The Clearwater Jazz Holiday wants to ensure our guests have an enjoyable visit. To serve you better we would like 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 *(Q7b, Q7c, 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 *(Q7b)*

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"/> Vacation Rental | <input type="checkbox"/> Other |
| <input type="checkbox"/> Campground | |

7. And what is the name of your lodging?

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

Other -- Please Specify

7b. Including yourself, how many people are in your party today?

--	--

7c. What name do you use when referring to this event, for instance, if talking to a friend or on social media?

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"/> Train |
| <input type="checkbox"/> Personal Car | <input type="checkbox"/> Boat |
| <input type="checkbox"/> Rental Car | <input type="checkbox"/> Walking |
| <input type="checkbox"/> R.V. | <input type="checkbox"/> Other |
| <input type="checkbox"/> Tour Bus | |

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. How much is your party spending while in the St. Petersburg/Clearwater area for this event *(including lodging, food, retail, gas, spending at the event, etc.)*

--	--	--	--	--

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"/> Twitter |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Recommendation |
| <input type="checkbox"/> Internet Radio | <input type="checkbox"/> Magazine/News Story |
| <input type="checkbox"/> Tampa Bay Times | <input type="checkbox"/> Previous Visits to Event |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Channel 10 News |
| <input type="checkbox"/> www.clearwaterjazz.com | <input type="checkbox"/> Brighthouse Networks Cable |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Artist Website |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Hotel Staff |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Other |

Other - Please Specify:

12. On what days are you attending the Clearwater Jazz Holiday: *(INTERVIEWER NOTE: Please Mark ALL that Apply.)*

- Thur.
 Fri.
 Sat.
 Sun.

13. Will you return for the Clearwater Jazz Holiday next year?

- Yes *(Q15)*
 No
 D/K *(Q15)*

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

15. Is there something that makes this Jazz Holiday unique?

- Yes
 No *(Q17)*
 D/K *(Q17)*

16. What is it?

17. In your own words, what would you say to a friend about the Clearwater Jazz Holiday?

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

- | | |
|--|---|
| <input type="checkbox"/> Bach to the Future feat. The Silverman Brothers | <input type="checkbox"/> The Mavericks |
| <input type="checkbox"/> Commodores | <input type="checkbox"/> UB40 feat. Ali Campbell, Astro & Mickey Virtue |
| <input type="checkbox"/> Kool & The Gang | <input type="checkbox"/> Ruth Eckerd Hall/Clearwater Jazz Holiday Youth Jazz Band |
| <input type="checkbox"/> Crescent City Dream feat. Dwayne White | <input type="checkbox"/> The Ries Brothers |
| <input type="checkbox"/> Flow Tribe | <input type="checkbox"/> The Lone Bellow |
| <input type="checkbox"/> Preservation Hall Jazz Band | <input type="checkbox"/> Houndmouth |
| <input type="checkbox"/> Trombone Shorty & Orleans Avenue | <input type="checkbox"/> Grace Potter |
| <input type="checkbox"/> Show Biz Kids Steely Dan Tribute & Event Band | <input type="checkbox"/> Friday Clearwater Jazz Holiday After Party |
| <input type="checkbox"/> Fred Johnson Quartet feat. Cliff Downs | <input type="checkbox"/> Saturday Late Night Party |
| <input type="checkbox"/> Brian Bromberg Full Circle Band | <input type="checkbox"/> Don't Know |

19. And what types of jazz or other music do you enjoy most?
(INTERVIEWER NOTE: Open end. Mark ALL that Apply.)

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

Other - Please Specify:

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

21. What is your year of birth?

--	--	--	--

22. 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

23. Other Comments:

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

Spoke to:

- Male Female

Respondent is:

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

Interviewer:

- Int. 1 Int. 3 Int. 5
 Int. 2 Int. 4 Int. 6

Date:

- Thursday, October 13 Saturday, October 15
 Friday, October 14 Sunday, October 16