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**2014 Clearwater Jazz Holiday  
Visitor and Economic Impact Study**

*Clearwater, Florida  
October 16 - 19, 2014*



**Prepared for:**

*Mr. Gary Hallas  
Clearwater Jazz Holiday*

**Prepared by:**

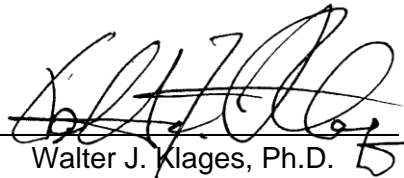
*Research Data Services, Inc.  
[www.KlagesGroup.com](http://www.KlagesGroup.com)*

November 24, 2014

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

The following report has been prepared for the 2014 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.

  
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Walter J. Klages, Ph.D.  
President

November 24, 2014  
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 2014 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 257 face-to-face interviews** conducted with randomly selected visitors at the 2014 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 *2014 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 \$6,238,400.*** Attendance estimates provided by event organizers indicate some 32,000 people attended the Jazz Holiday on October 16 - 19, 2014.

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

#### **A. Profile of Visitors Attending the 2014 Clearwater Jazz Holiday:**

1. Better than one in four attendees (28.4%) were visiting the Clearwater Jazz Holiday for the first time this year {QA}.
2. Of the 32,000 people who attended the 2014 Clearwater Jazz Holiday, 55.6% were Pinellas County residents and 28.0% were day-trippers. More than one of every ten attendees (16.3%) were overnight visitors {Q3 and Q5}.
3. The typical overnight visitor party had an average party size of 2.5 people. Overnight visitors spent an average of 4.5 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	87.7%
• Fly	11.4
• Rental Car	9.6

## 2014 Clearwater Jazz Holiday Economic Impact Study

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

	<b><u>Information Source</u></b>
• Previous Visits to the Event	43.0%
• Recommendation	34.2
• Internet	26.3
• www.ClearwaterJazz.com	17.5
• Tampa Bay Times	14.9
• Facebook/Twitter	8.8
• Magazines/News Stories	7.9
• Radio	7.0
• Television	3.5

6. A strong majority of non-resident visitors (77.2%) intend to return for next year's event {Q13}. Specifically:

	<b><u>Plan to Return</u></b>
• Day-Trippers	79.2%
• Overnight Visitors	73.8

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

	<b><u>% of Answering</u></b>
• Smooth Jazz	69.7%
• Blues	50.4
• Straight Ahead Jazz	39.8
• Soul Jazz	31.5
• Pop	29.9
• Latin Jazz	28.7
• Big Band	22.4
• Dixieland/New Orleans Jazz	21.7
• Swing	21.3
• Jazz Fusion	20.9
• Funk Based Improvisation	16.5
• Mainstream	12.6
• Americana	10.6
• Bebop	9.8
• Free Jazz and Avant-Garde Jazz	9.1

## **2014 Clearwater Jazz Holiday Economic Impact Study**

Only 7.1% of respondents mentioned other (non jazz/pop) musical genres they enjoy, with rock and country receiving the most mentions.

8. The favorite artists from the 2014 Jazz Holiday include {Q15}:

	<b><u>% of Answering</u></b>
• Earth, Wind & Fire	64.1%
• Spyro Gyra	46.6
• Dr. John and the Nite Trippers	44.6
• Trombone Shorty and Orleans Avenue	30.7
• Edward Sharpe and the Magnetic Zeros	26.7
• Boogie on the Bay	26.3
• Belinda and Kool Reflektions	23.9

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}.

• Earth, Wind, and Fire	• Bonerama
• Spyro Gyra	• Chris Botti
• The Rippingtons	• Herbie Hancock
• Sade	• Miles Davis
• Trombone Shorty	• Sonny Rollins
• Tony Bennett	• Theo Valentin
• Fourplay	
• BB King	

10. The average age of adult 2014 Festival attendees is 52.0 years {Q18}.  
The household income of the typical event attendee is \$75,366 {Q19}.

### **B. The Economic Impact of the 2014 Clearwater Jazz Holiday on Pinellas County:**

The direct expenditures of out-of-county attendees at the Clearwater Jazz Holiday are \$3,132,300. The total economic impact equals \$6,238,400 (*multiplier: 1.9916*).

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



# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

## A. Are you attending the Clearwater Jazz Holiday:

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
TOTAL ANSWERING	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
For the first time	73 <b>28.4</b> 100.0	27 <b>18.9</b> 37.0	46 <b>40.4</b> 63.0	23 <b>31.9</b> 31.5	23 <b>54.8</b> 31.5
As a returning visitor	184 <b>71.6</b> 100.0	116 <b>81.1</b> 63.0	68 <b>59.6</b> 37.0	49 <b>68.1</b> 26.6	19 <b>45.2</b> 10.3



# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

## Q3. Are you a resident of Pinellas County?

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
TOTAL	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
TOTAL ANSWERING	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
Yes	143 <b>55.6</b> 100.0	143 <b>100.0</b> 100.0	- - -	- - -	- - -
No	114 <b>44.4</b> 100.0	- - -	114 <b>100.0</b> 100.0	72 <b>100.0</b> 63.2	42 <b>100.0</b> 36.8

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

**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)	114 <b>100.0</b> 100.0	- - -	114 <b>100.0</b> 100.0	72 <b>100.0</b> 63.2	42 <b>100.0</b> 36.8
Overnight Visitor	42 <b>36.8</b> 100.0	- - -	42 <b>36.8</b> 100.0	- - -	42 <b>100.0</b> 100.0
Day Trip Only	72 <b>63.2</b> 100.0	- - -	72 <b>63.2</b> 100.0	72 <b>100.0</b> 100.0	- - -

# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

**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	42	-	42	-	42
VISITORS (Q5)	<b>100.0</b>	-	<b>100.0</b>	-	<b>100.0</b>
	100.0	-	100.0	-	100.0
MEAN	4.48	-	4.48	-	4.48
MEDIAN	3.00	-	3.00	-	3.00

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

**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)	42 <b>100.0</b> 100.0	- - -	42 <b>100.0</b> 100.0	- - -	42 <b>100.0</b> 100.0
Hotel/Motel	22 <b>52.4</b> 100.0	- - -	22 <b>52.4</b> 100.0	- - -	22 <b>52.4</b> 100.0
Condominium	4 <b>9.5</b> 100.0	- - -	4 <b>9.5</b> 100.0	- - -	4 <b>9.5</b> 100.0
With Friends/Relatives	15 <b>35.7</b> 100.0	- - -	15 <b>35.7</b> 100.0	- - -	15 <b>35.7</b> 100.0
Other	1 <b>2.4</b> 100.0	- - -	1 <b>2.4</b> 100.0	- - -	1 <b>2.4</b> 100.0

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

**Q7. And how many people are accompanying you to the Clearwater Jazz Holiday today (excluding yourself)?**

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	114 <b>100.0</b> 100.0	-	114 <b>100.0</b> 100.0	72 <b>100.0</b> 63.2	42 <b>100.0</b> 36.8
MEAN	1.61	-	1.61	1.69	1.48
MEDIAN	1.00	-	1.00	1.00	1.00

# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

## 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)	114 <b>100.0</b> 100.0	- - -	114 <b>100.0</b> 100.0	72 <b>100.0</b> 63.2	42 <b>100.0</b> 36.8
Personal Car	100 <b>87.7</b> 100.0	- - -	100 <b>87.7</b> 100.0	70 <b>97.2</b> 70.0	30 <b>71.4</b> 30.0
Plane	13 <b>11.4</b> 100.0	- - -	13 <b>11.4</b> 100.0	2 <b>2.8</b> 15.4	11 <b>26.2</b> 84.6
Rental Car	11 <b>9.6</b> 100.0	- - -	11 <b>9.6</b> 100.0	2 <b>2.8</b> 18.2	9 <b>21.4</b> 81.8

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

**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)	113 <b>100.0</b> 100.0	- - -	113 <b>100.0</b> 100.0	71 <b>100.0</b> 62.8	42 <b>100.0</b> 37.2
Came Because of It (Extremely Important)	102 <b>90.3</b> 100.0	- - -	102 <b>90.3</b> 100.0	70 <b>98.6</b> 68.6	32 <b>76.2</b> 31.4
Important	1 <b>0.9</b> 100.0	- - -	1 <b>0.9</b> 100.0	- - -	1 <b>2.4</b> 100.0
Somewhat Important	5 <b>4.4</b> 100.0	- - -	5 <b>4.4</b> 100.0	- - -	5 <b>11.9</b> 100.0
Unimportant	3 <b>2.7</b> 100.0	- - -	3 <b>2.7</b> 100.0	1 <b>1.4</b> 33.3	2 <b>4.8</b> 66.7
Not at All Important	2 <b>1.8</b> 100.0	- - -	2 <b>1.8</b> 100.0	- - -	2 <b>4.8</b> 100.0

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

### 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
TOTAL	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
TOTAL ANSWERING	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
Previous Visits to Event	123 <b>47.9</b> 100.0	74 <b>51.7</b> 60.2	49 <b>43.0</b> 39.8	33 <b>45.8</b> 26.8	16 <b>38.1</b> 13.0
Recommendation	73 <b>28.4</b> 100.0	34 <b>23.8</b> 46.6	39 <b>34.2</b> 53.4	19 <b>26.4</b> 26.0	20 <b>47.6</b> 27.4
Net Internet	49 <b>19.1</b> 100.0	19 <b>13.3</b> 38.8	30 <b>26.3</b> 61.2	21 <b>29.2</b> 42.9	9 <b>21.4</b> 18.4
www.clearwaterjazz.com	37 <b>14.4</b> 100.0	17 <b>11.9</b> 45.9	20 <b>17.5</b> 54.1	14 <b>19.4</b> 37.8	6 <b>14.3</b> 16.2
Tampa Bay Times	36 <b>14.0</b> 100.0	19 <b>13.3</b> 52.8	17 <b>14.9</b> 47.2	11 <b>15.3</b> 30.6	6 <b>14.3</b> 16.7
Magazine/News Story	24 <b>9.3</b> 100.0	15 <b>10.5</b> 62.5	9 <b>7.9</b> 37.5	9 <b>12.5</b> 37.5	- - -
Facebook/Twitter	18 <b>7.0</b> 100.0	8 <b>5.6</b> 44.4	10 <b>8.8</b> 55.6	8 <b>11.1</b> 44.4	2 <b>4.8</b> 11.1



# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

## 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
Radio	17 <b>6.6</b> 100.0	9 <b>6.3</b> 52.9	8 <b>7.0</b> 47.1	6 <b>8.3</b> 35.3	2 <b>4.8</b> 11.8
Television	7 <b>2.7</b> 100.0	3 <b>2.1</b> 42.9	4 <b>3.5</b> 57.1	4 <b>5.6</b> 57.1	- <b>-</b> -
Billboards	3 <b>1.2</b> 100.0	2 <b>1.4</b> 66.7	1 <b>0.9</b> 33.3	- <b>-</b> -	1 <b>2.4</b> 33.3
Channel 10 News	3 <b>1.2</b> 100.0	2 <b>1.4</b> 66.7	1 <b>0.9</b> 33.3	1 <b>1.4</b> 33.3	- <b>-</b> -
Internet Radio	1 <b>0.4</b> 100.0	1 <b>0.7</b> 100.0	- <b>-</b> -	- <b>-</b> -	- <b>-</b> -
Brighthouse Networks Cable	1 <b>0.4</b> 100.0	1 <b>0.7</b> 100.0	- <b>-</b> -	- <b>-</b> -	- <b>-</b> -
Other	15 <b>5.8</b> 100.0	3 <b>2.1</b> 20.0	12 <b>10.5</b> 80.0	6 <b>8.3</b> 40.0	6 <b>14.3</b> 40.0

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

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

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
TOTAL ANSWERING	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
Yes	209 <b>81.3</b> 100.0	121 <b>84.6</b> 57.9	88 <b>77.2</b> 42.1	57 <b>79.2</b> 27.3	31 <b>73.8</b> 14.8
No	6 <b>2.3</b> 100.0	1 <b>0.7</b> 16.7	5 <b>4.4</b> 83.3	3 <b>4.2</b> 50.0	2 <b>4.8</b> 33.3
Don't Know	42 <b>16.3</b> 100.0	21 <b>14.7</b> 50.0	21 <b>18.4</b> 50.0	12 <b>16.7</b> 28.6	9 <b>21.4</b> 21.4

# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
BASE: RESPONDENTS WHO VOLUNTEER THEIR FAVORITE 2014 JAZZ HOLIDAY ACTS	251 <b>100.0</b> 100.0	140 <b>100.0</b> 55.8	111 <b>100.0</b> 44.2	71 <b>100.0</b> 28.3	40 <b>100.0</b> 15.9
Earth, Wind & Fire	161 <b>64.1</b> 100.0	83 <b>59.3</b> 51.6	78 <b>70.3</b> 48.4	46 <b>64.8</b> 28.6	32 <b>80.0</b> 19.9
Spyro Gyra	117 <b>46.6</b> 100.0	63 <b>45.0</b> 53.8	54 <b>48.6</b> 46.2	27 <b>38.0</b> 23.1	27 <b>67.5</b> 23.1
Dr. John and the Nite Trippers	112 <b>44.6</b> 100.0	57 <b>40.7</b> 50.9	55 <b>49.5</b> 49.1	36 <b>50.7</b> 32.1	19 <b>47.5</b> 17.0
Trombone Shorty & Orleans Avenue	77 <b>30.7</b> 100.0	40 <b>28.6</b> 51.9	37 <b>33.3</b> 48.1	23 <b>32.4</b> 29.9	14 <b>35.0</b> 18.2
Edward Sharpe & the Magnetic Zeros	67 <b>26.7</b> 100.0	40 <b>28.6</b> 59.7	27 <b>24.3</b> 40.3	18 <b>25.4</b> 26.9	9 <b>22.5</b> 13.4
Boogie on the Bay (Marcia Bell, Terrance Simien, and the Zydeco Experience)	66 <b>26.3</b> 100.0	33 <b>23.6</b> 50.0	33 <b>29.7</b> 50.0	24 <b>33.8</b> 36.4	9 <b>22.5</b> 13.6
Belinda and Kool Reflektions	60 <b>23.9</b> 100.0	35 <b>25.0</b> 58.3	25 <b>22.5</b> 41.7	15 <b>21.1</b> 25.0	10 <b>25.0</b> 16.7
Theo Valentin	42 <b>16.7</b> 100.0	19 <b>13.6</b> 45.2	23 <b>20.7</b> 54.8	13 <b>18.3</b> 31.0	10 <b>25.0</b> 23.8

# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

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

		NON PINELLAS RESIDENTS			
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Dirty Dozen Brass Band	26 <b>10.4</b> 100.0	13 <b>9.3</b> 50.0	13 <b>11.7</b> 50.0	7 <b>9.9</b> 26.9	6 <b>15.0</b> 23.1
Julie Black	26 <b>10.4</b> 100.0	14 <b>10.0</b> 53.8	12 <b>10.8</b> 46.2	7 <b>9.9</b> 26.9	5 <b>12.5</b> 19.2
Tom Kats Jazz Orchestra with Katt Hefner	16 <b>6.4</b> 100.0	9 <b>6.4</b> 56.2	7 <b>6.3</b> 43.8	2 <b>2.8</b> 12.5	5 <b>12.5</b> 31.2
Changing Keys - Clearwater Jazz Holiday 35th Anniversary Tribute	13 <b>5.2</b> 100.0	5 <b>3.6</b> 38.5	8 <b>7.2</b> 61.5	3 <b>4.2</b> 23.1	5 <b>12.5</b> 38.5
Al Downing Jazz All Stars	13 <b>5.2</b> 100.0	7 <b>5.0</b> 53.8	6 <b>5.4</b> 46.2	2 <b>2.8</b> 15.4	4 <b>10.0</b> 30.8
Spirit Family Reunion	13 <b>5.2</b> 100.0	8 <b>5.7</b> 61.5	5 <b>4.5</b> 38.5	2 <b>2.8</b> 15.4	3 <b>7.5</b> 23.1
Ruth Eckerd Hall/ Clearwater Jazz Holiday Youth Jazz Band	11 <b>4.4</b> 100.0	5 <b>3.6</b> 45.5	6 <b>5.4</b> 54.5	2 <b>2.8</b> 18.2	4 <b>10.0</b> 36.4
Crash	11 <b>4.4</b> 100.0	6 <b>4.3</b> 54.5	5 <b>4.5</b> 45.5	1 <b>1.4</b> 9.1	4 <b>10.0</b> 36.4
Buster Cooper Quartet	8 <b>3.2</b> 100.0	3 <b>2.1</b> 37.5	5 <b>4.5</b> 62.5	4 <b>5.6</b> 50.0	1 <b>2.5</b> 12.5

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
Friday Clearwater Jazz	1	-	1	1	-
Holiday After Party	<b>0.4</b>	-	<b>0.9</b>	<b>1.4</b>	-
	100.0	-	100.0	100.0	-

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

### Q16. What types of jazz or other music do you enjoy most? -- MULTIPLE RESPONSE

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
BASE: RESPONDENTS WHO VOLUNTEER THEIR FAVORITE TYPES OF JAZZ	254 <b>100.0</b> 100.0	141 <b>100.0</b> 55.5	113 <b>100.0</b> 44.5	72 <b>100.0</b> 28.3	41 <b>100.0</b> 16.1
Smooth Jazz	177 <b>69.7</b> 100.0	95 <b>67.4</b> 53.7	82 <b>72.6</b> 46.3	54 <b>75.0</b> 30.5	28 <b>68.3</b> 15.8
Blues	128 <b>50.4</b> 100.0	65 <b>46.1</b> 50.8	63 <b>55.8</b> 49.2	44 <b>61.1</b> 34.4	19 <b>46.3</b> 14.8
Straight Ahead Jazz	101 <b>39.8</b> 100.0	51 <b>36.2</b> 50.5	50 <b>44.2</b> 49.5	34 <b>47.2</b> 33.7	16 <b>39.0</b> 15.8
Soul Jazz	80 <b>31.5</b> 100.0	44 <b>31.2</b> 55.0	36 <b>31.9</b> 45.0	23 <b>31.9</b> 28.8	13 <b>31.7</b> 16.2
Pop	76 <b>29.9</b> 100.0	46 <b>32.6</b> 60.5	30 <b>26.5</b> 39.5	22 <b>30.6</b> 28.9	8 <b>19.5</b> 10.5
Latin Jazz	73 <b>28.7</b> 100.0	36 <b>25.5</b> 49.3	37 <b>32.7</b> 50.7	24 <b>33.3</b> 32.9	13 <b>31.7</b> 17.8
Big-Band	57 <b>22.4</b> 100.0	24 <b>17.0</b> 42.1	33 <b>29.2</b> 57.9	22 <b>30.6</b> 38.6	11 <b>26.8</b> 19.3
Dixieland/New Orleans Jazz	55 <b>21.7</b> 100.0	29 <b>20.6</b> 52.7	26 <b>23.0</b> 47.3	17 <b>23.6</b> 30.9	9 <b>22.0</b> 16.4

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

### Q16. What types of jazz or other music do you enjoy most? -- MULTIPLE RESPONSE

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Swing	54 <b>21.3</b> 100.0	29 <b>20.6</b> 53.7	25 <b>22.1</b> 46.3	16 <b>22.2</b> 29.6	9 <b>22.0</b> 16.7
Jazz Fusion	53 <b>20.9</b> 100.0	24 <b>17.0</b> 45.3	29 <b>25.7</b> 54.7	19 <b>26.4</b> 35.8	10 <b>24.4</b> 18.9
Funk Based Improvisation	42 <b>16.5</b> 100.0	21 <b>14.9</b> 50.0	21 <b>18.6</b> 50.0	16 <b>22.2</b> 38.1	5 <b>12.2</b> 11.9
Mainstream	32 <b>12.6</b> 100.0	21 <b>14.9</b> 65.6	11 <b>9.7</b> 34.4	8 <b>11.1</b> 25.0	3 <b>7.3</b> 9.4
Americana	27 <b>10.6</b> 100.0	16 <b>11.3</b> 59.3	11 <b>9.7</b> 40.7	8 <b>11.1</b> 29.6	3 <b>7.3</b> 11.1
Bebop	25 <b>9.8</b> 100.0	8 <b>5.7</b> 32.0	17 <b>15.0</b> 68.0	13 <b>18.1</b> 52.0	4 <b>9.8</b> 16.0
Free Jazz & Avant-Garde Jazz	23 <b>9.1</b> 100.0	12 <b>8.5</b> 52.2	11 <b>9.7</b> 47.8	9 <b>12.5</b> 39.1	2 <b>4.9</b> 8.7
Electronica	17 <b>6.7</b> 100.0	9 <b>6.4</b> 52.9	8 <b>7.1</b> 47.1	5 <b>6.9</b> 29.4	3 <b>7.3</b> 17.6
Acid Jazz & NU Jazz	14 <b>5.5</b> 100.0	5 <b>3.5</b> 35.7	9 <b>8.0</b> 64.3	6 <b>8.3</b> 42.9	3 <b>7.3</b> 21.4

## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

### Q16. What types of jazz or other music do you enjoy most? -- MULTIPLE RESPONSE

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Jazz Rap	14 <b>5.5</b> 100.0	8 <b>5.7</b> 57.1	6 <b>5.3</b> 42.9	5 <b>6.9</b> 35.7	1 <b>2.4</b> 7.1
Hard Bop	12 <b>4.7</b> 100.0	8 <b>5.7</b> 66.7	4 <b>3.5</b> 33.3	3 <b>4.2</b> 25.0	1 <b>2.4</b> 8.3
Vocalese	8 <b>3.1</b> 100.0	5 <b>3.5</b> 62.5	3 <b>2.7</b> 37.5	3 <b>4.2</b> 37.5	- - -
Other	18 <b>7.1</b> 100.0	5 <b>3.5</b> 27.8	13 <b>11.5</b> 72.2	8 <b>11.1</b> 44.4	5 <b>12.2</b> 27.8



## 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

### Q19. Is your household income:

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL ANSWERING	239 <b>100.0</b> 100.0	133 <b>100.0</b> 55.6	106 <b>100.0</b> 44.4	67 <b>100.0</b> 28.0	39 <b>100.0</b> 16.3
Less than \$30,000	14 <b>5.9</b> 100.0	9 <b>6.8</b> 64.3	5 <b>4.7</b> 35.7	3 <b>4.5</b> 21.4	2 <b>5.1</b> 14.3
\$31,000 - \$70,000	98 <b>41.0</b> 100.0	50 <b>37.6</b> 51.0	48 <b>45.3</b> 49.0	31 <b>46.3</b> 31.6	17 <b>43.6</b> 17.3
\$71,000 - \$100,000	51 <b>21.3</b> 100.0	31 <b>23.3</b> 60.8	20 <b>18.9</b> 39.2	9 <b>13.4</b> 17.6	11 <b>28.2</b> 21.6
Over \$100,000	76 <b>31.8</b> 100.0	43 <b>32.3</b> 56.6	33 <b>31.1</b> 43.4	24 <b>35.8</b> 31.6	9 <b>23.1</b> 11.8
No Answer	18	10	8	5	3

# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

Spoke to:

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
TOTAL ANSWERING	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
Male	131 <b>51.0</b> 100.0	69 <b>48.3</b> 52.7	62 <b>54.4</b> 47.3	38 <b>52.8</b> 29.0	24 <b>57.1</b> 18.3
Female	126 <b>49.0</b> 100.0	74 <b>51.7</b> 58.7	52 <b>45.6</b> 41.3	34 <b>47.2</b> 27.0	18 <b>42.9</b> 14.3

# 2014 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 16 - 19, 2014

Respondent is:

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
TOTAL ANSWERING	257 <b>100.0</b> 100.0	143 <b>100.0</b> 55.6	114 <b>100.0</b> 44.4	72 <b>100.0</b> 28.0	42 <b>100.0</b> 16.3
White	182 <b>70.8</b> 100.0	104 <b>72.7</b> 57.1	78 <b>68.4</b> 42.9	48 <b>66.7</b> 26.4	30 <b>71.4</b> 16.5
African American	57 <b>22.2</b> 100.0	30 <b>21.0</b> 52.6	27 <b>23.7</b> 47.4	20 <b>27.8</b> 35.1	7 <b>16.7</b> 12.3
Hispanic/Latin	12 <b>4.7</b> 100.0	6 <b>4.2</b> 50.0	6 <b>5.3</b> 50.0	4 <b>5.6</b> 33.3	2 <b>4.8</b> 16.7
Asian	5 <b>1.9</b> 100.0	3 <b>2.1</b> 60.0	2 <b>1.8</b> 40.0	- - -	2 <b>4.8</b> 40.0
Don't Know	1 <b>0.4</b> 100.0	- - -	1 <b>0.9</b> 100.0	- - -	1 <b>2.4</b> 100.0

**Appendix B:**  
*2014 Clearwater Jazz Holiday  
Survey Instrument*



# 2014 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

**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**

--

**7. And how many people are accompanying you to the Clearwater Jazz Holiday today (excluding yourself)?**

--	--

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

- |   |  |
|---|--|
| <input type="checkbox"/> Buster Cooper Quartet  | <input type="checkbox"/> Boogie on the Bay (Marcia Bell, Terrance Simien, and the Zydeco Experience) |
| <input type="checkbox"/> Changing Keys - Clearwater Jazz Holiday 35th Anniversary Tribute | <input type="checkbox"/> Dr. John and the Nite Trippers  |
| <input type="checkbox"/> Earth, Wind & Fire   | <input type="checkbox"/> Ruth Eckerd Hall/Clearwater Jazz Holiday Youth Jazz Band                    |
| <input type="checkbox"/> Al Downing Jazz All Stars  | <input type="checkbox"/> Crash   |
| <input type="checkbox"/> Theo Valentin  | <input type="checkbox"/> Spirit Family Reunion   |
| <input type="checkbox"/> Dirty Dozen Brass Band   | <input type="checkbox"/> Trombone Shorty & Orleans Avenue  |
| <input type="checkbox"/> Spyro Gyra   | <input type="checkbox"/> Edward Sharpe & the Magnetic Zeros  |
| <input type="checkbox"/> Tom Kats Jazz Orchestra with Katt Hefner                         | <input type="checkbox"/> Friday Clearwater Jazz Holiday After Party                                  |
| <input type="checkbox"/> Julie Black  | <input type="checkbox"/> Don't Know  |
| <input type="checkbox"/> Belinda and Kool Reflektions                                     |  |

16. 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"/> 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. What is your year of birth?

--	--	--	--

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

20. 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 16 ☐ Saturday, October 18  
☐ Friday, October 17 ☐ Sunday, October 19