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**2015 Clearwater Jazz Holiday
Visitor and Economic Impact Study**

*Clearwater, Florida
October 15 - 18, 2015*



Prepared for:

*Mr. Gary Hallas
Clearwater Jazz Holiday*

Prepared by:

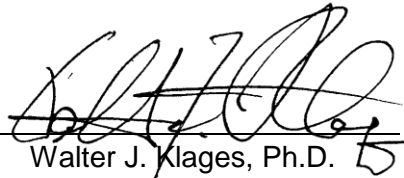
*Research Data Services, Inc.
www.KlagesGroup.com*

October 28, 2015

Certification and General Limiting Conditions

The following report has been prepared for the 2015 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

October 28, 2015

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 2015 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 208 face-to-face interviews** conducted with randomly selected visitors at the 2015 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 *2015 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 \$7,126,300.*** Attendance estimates provided by event organizers indicate some 35,000 people attended the Jazz Holiday on October 15 - 18, 2015.

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

A. Profile of Visitors Attending the 2015 Clearwater Jazz Holiday:

1. Better than one in five attendees (23.9%) were visiting the Clearwater Jazz Holiday for the first time this year {QA}.
2. Of the 35,000 people who attended the 2015 Clearwater Jazz Holiday, 60.9% were Pinellas County residents and 21.7% were day-trippers. More than one of every ten attendees (17.4%) were overnight visitors to Pinellas County. {Q3 and Q5}.
3. The typical overnight visitor party had an average party size of 2.6 people. Overnight visitors spent an average of 4.1 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	78.7%
• Fly/Rental Car	21.3

2015 Clearwater Jazz Holiday Economic Impact Study

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

	<u>Information Source</u>
• Previous Visits to the Event	48.1%
• Recommendation	32.4
• Internet	25.5
• www.ClearwaterJazz.com	19.5
• Tampa Bay Times	17.6
• Facebook/Twitter	11.6
• Radio	6.5
• Magazines/News Stories	5.1
• Television	4.6

6. The majority of non-resident visitors (79.6%) intend to return for next year's event {Q13}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	83.3%
• Overnight Visitors	75.0

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

	<u>% of Answering</u>
• Smooth Jazz	69.9%
• Rock	51.5
• Blues	51.0
• Country	46.2
• R&B/Soul	38.9
• Pop	32.8
• Straight Ahead Jazz	31.7
• Jazz Fusion	31.7
• Dixieland/New Orleans Jazz	25.2
• Big Band	24.6
• Swing	22.0
• Latin Jazz	21.7
• Mainstream	19.9
• Alternative	18.6
• Americana	17.2
• Reggae	17.0
• Bebop	15.0

2015 Clearwater Jazz Holiday Economic Impact Study

8. The favorite artists from the 2015 Jazz Holiday include {Q15}:

	<u>% of Answering</u>
• Gladys Knight	69.5%
• Sheryl Crow	69.3
• Buddy Guy	56.1
• The O'Jays	53.7
• Mindi Abair and the Boneshakers	49.3
• The Avett Brothers	30.1
• Langhorne Slim & The Law	27.3
• The James Suggs Quintet w/ Dave Stryker	23.4

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	• Kenny G
• Spyro Gyra	• Al Jarreau
• Sheryl Crow	• Mindi Abair
• Gladys Knight	• Trombone Shorty
• Boney James	• Miles Davis
• Herbie Hancock	• Dave Holland
• Santana	
• Billy Joel	

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

• Clearwater Jazz Festival	29.8%
• Clearwater Jazz Holiday	20.7
• Clearwater Jazz Fest	13.5
• Jazz Fest	11.1
• Jazz Festival	7.2

11. Better than three of every four respondents (77.1%) think that the Clearwater Jazz Holiday is unique {Q18}. Although several respondents complained that the Festival has departed from its purely jazz roots, the quality and variety of music is the most commonly mentioned factor differentiating the festival from other similar events. One respondent characterized it as “an open-minded jazz-blend festival.” The second most volunteered factor that sets the Clearwater Jazz Holiday apart is the beautiful waterfront location of Coachman Park, including the comment that the festival is “a fantastic reason to spend the weekend at the beach.” Also mentioned differentiators include {Q19}:

- Atmosphere/Ambiance
- Involvement of Youth/Support of Arts Education
- The Energy of the Crowd
- Fun
- Time of Year
- Weather
- Being Outdoors
- Food
- Sunsets
- The Event Getting Better Every Year

12. The following graphic reflects the volunteered responses to a query about what attendees would say to a friend about the Clearwater Jazz Holiday {Q20}:

The direct expenditures of out of county attendees at the Clearwater Jazz

Appendix A:
Detailed Database Tabulations

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

A. Are you attending the Clearwater Jazz Holiday:

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	208	127	81	45	36
	100.0	100.0	100.0	100.0	100.0
	100.0	60.9	39.1	21.7	17.4
TOTAL ANSWERING	208	127	81	45	36
	100.0	100.0	100.0	100.0	100.0
	100.0	60.9	39.1	21.7	17.4
For the first time	50	21	29	15	14
	23.9	16.7	35.2	33.3	37.5
	100.0	42.5	57.5	30.3	27.3
As a returning visitor	158	106	53	30	23
	76.1	83.3	64.8	66.7	62.5
	100.0	66.7	33.3	19.0	14.3

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

Q3. Are you a resident of Pinellas County?

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	208 100.0 100.0	127 100.0 60.9	81 100.0 39.1	45 100.0 21.7	36 100.0 17.4
TOTAL ANSWERING	208 100.0 100.0	127 100.0 60.9	81 100.0 39.1	45 100.0 21.7	36 100.0 17.4
Yes	127 60.9 100.0	127 100.0 100.0	- - -	- - -	- - -
No	81 39.1 100.0	- - -	81 100.0 100.0	45 100.0 55.5	36 100.0 44.5

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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

	NON PINELLAS RESIDENTS				
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	81 100.0 100.0	- - -	81 100.0 100.0	45 100.0 55.5	36 100.0 44.5
Overnight Visitor	36 44.5 100.0	- - -	36 44.5 100.0	- - -	36 100.0 100.0
Day Trip Only	45 55.5 100.0	- - -	45 55.5 100.0	45 100.0 100.0	- - -

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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	36	-	36	-	36
VISITORS (Q5)	100.0	-	100.0	-	100.0
	100.0	-	100.0	-	100.0
MEAN	4.06	-	4.06	-	4.06
MEDIAN	2.00	-	2.00	-	2.00

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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)	36 100.0 100.0	- - 100.0	36 100.0 100.0	- - 100.0	36 100.0 100.0
Hotel/Motel	28 78.1 100.0	- - 100.0	28 78.1 100.0	- - 100.0	28 78.1 100.0
Condominium	2 6.2 100.0	- - 100.0	2 6.2 100.0	- - 100.0	2 6.2 100.0
With Friends/Relatives	5 12.5 100.0	- - 100.0	5 12.5 100.0	- - 100.0	5 12.5 100.0
Other	1 3.1 100.0	- - 100.0	1 3.1 100.0	- - 100.0	1 3.1 100.0

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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

	TOTAL	Pinellas Resident	Non Pinellas Resident	NON PINELLAS RESIDENTS	
				Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	208 100.0 100.0	127 100.0 60.9	81 100.0 39.1	45 100.0 21.7	36 100.0 17.4
MEAN	2.90	3.07	2.64	2.70	2.56
MEDIAN	2.00	2.00	2.00	2.00	2.00

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	81 100.0 100.0	- - -	81 100.0 100.0	45 100.0 55.5	36 100.0 44.5
Personal Car	64 78.7 100.0	- - -	64 78.7 100.0	39 86.7 61.1	25 68.8 38.9
Plane	17 21.3 100.0	- - -	17 21.3 100.0	6 13.3 34.7	11 31.2 65.3
Rental Car	17 21.3 100.0	- - -	17 21.3 100.0	6 13.3 34.7	11 31.2 65.3

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: NON PINELLAS COUNTY RESIDENTS (Q3)	81 100.0 100.0	- - -	81 100.0 100.0	45 100.0 55.5	36 100.0 44.5
Came Because of It (Extremely Important)	67 82.4 100.0	- - -	67 82.4 100.0	42 93.3 62.9	25 68.8 37.1
Important	4 4.6 100.0	- - -	4 4.6 100.0	2 3.3 39.9	2 6.2 60.1
Somewhat Important	5 5.6 100.0	- - -	5 5.6 100.0	- - -	5 12.5 100.0
Unimportant	5 6.0 100.0	- - -	5 6.0 100.0	2 3.3 30.7	3 9.4 69.3
Not at All Important	1 1.4 100.0	- - -	1 1.4 100.0	- - -	1 3.1 100.0

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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	208 100.0 100.0	127 100.0 60.9	81 100.0 39.1	45 100.0 21.7	36 100.0 17.4
TOTAL ANSWERING	208 100.0 100.0	127 100.0 60.9	81 100.0 39.1	45 100.0 21.7	36 100.0 17.4
Previous Visits to Event	137 65.8 100.0	98 77.1 71.4	39 48.1 28.6	26 56.7 18.7	14 37.5 9.9
Recommendation	50 24.1 100.0	24 18.8 47.4	26 32.4 52.6	15 33.3 30.0	11 31.2 22.6
NET INTERNET	31 15.0 100.0	11 8.3 33.8	21 25.5 66.2	6 13.3 19.2	15 40.6 47.0
Tampa Bay Times	24 11.3 100.0	9 7.3 39.2	14 17.6 60.8	8 16.7 31.9	7 18.8 28.8
www.clearwaterjazz.com	22 10.8 100.0	7 5.2 29.4	16 19.5 70.6	5 10.0 20.1	11 31.2 50.4
Facebook/Twitter	15 7.1 100.0	5 4.2 35.9	9 11.6 64.1	6 13.3 41.0	3 9.4 23.1
NET TELEVISION	10 5.0 100.0	7 5.2 63.7	4 4.6 36.3	2 3.3 14.5	2 6.2 21.8

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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
Channel 10 News	7 3.2 100.0	4 3.1 60.0	3 3.2 40.0	2 3.3 22.8	1 3.1 17.2
Television	5 2.5 100.0	3 2.1 50.0	3 3.2 50.0	2 3.3 28.5	1 3.1 21.4
Brighthouse Networks Cable	1 0.6 100.0	1 1.0 100.0	- - -	- - -	- - -
NET RADIO	9 4.4 100.0	4 3.1 42.9	5 6.5 57.1	3 6.7 32.6	2 6.2 24.5
Radio	7 3.2 100.0	4 3.1 60.0	3 3.2 40.0	2 3.3 22.8	1 3.1 17.2
Internet Radio	3 1.3 100.0	- - -	3 3.2 100.0	2 3.3 57.1	1 3.1 42.9
Magazine/News Story	7 3.3 100.0	3 2.1 38.9	4 5.1 61.1	3 6.7 44.4	1 3.1 16.7
YouTube	1 0.6 100.0	1 1.0 100.0	- - -	- - -	- - -
Other	8 4.0 100.0	3 2.1 31.8	6 7.0 68.2	- - -	6 15.6 68.2

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	208 100.0 100.0	127 100.0 60.9	81 100.0 39.1	45 100.0 21.7	36 100.0 17.4
TOTAL ANSWERING	208 100.0 100.0	127 100.0 60.9	81 100.0 39.1	45 100.0 21.7	36 100.0 17.4
Yes	181 87.0 100.0	116 91.7 64.2	65 79.6 35.8	38 83.3 20.8	27 75.0 15.0
No	3 1.3 100.0	- - -	3 3.2 100.0	2 3.3 57.1	1 3.1 42.9
Don't Know	24 11.8 100.0	11 8.3 43.1	14 17.1 56.9	6 13.3 24.6	8 21.9 32.3

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
BASE: RESPONDENTS WHO VOLUNTEER THEIR FAVORITE 2014 JAZZ HOLIDAY ACTS	204 100.0 100.0	123 100.0 60.1	81 100.0 39.9	45 100.0 22.1	36 100.0 17.7
Gladys Knight	142 69.5 100.0	86 69.9 60.5	56 69.0 39.5	35 76.7 24.4	21 59.4 15.1
Sheryl Crow	141 69.3 100.0	87 71.0 61.6	54 66.7 38.4	27 60.0 19.2	27 75.0 19.2
Buddy Guy	115 56.1 100.0	71 58.1 62.2	43 53.3 37.8	20 43.3 17.1	24 65.6 20.7
The O'Jays	110 53.7 100.0	69 55.9 62.6	41 50.5 37.4	24 53.3 22.0	17 46.9 15.5
Mindi Abair and the Boneshakers	101 49.3 100.0	66 53.8 65.6	35 42.6 34.4	12 26.7 12.0	23 62.5 22.5
The Avett Brothers	61 30.1 100.0	40 32.3 64.4	22 26.9 35.6	11 23.3 17.1	11 31.2 18.4
Langhorne Slim & The Law	56 27.3 100.0	32 25.8 56.8	24 29.6 43.2	11 23.3 18.9	14 37.5 24.3
The James Suggs Quintet with Dave Stryker	48 23.4 100.0	30 24.7 63.7	17 21.3 36.3	6 13.3 12.6	11 31.2 23.7

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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

			NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Poncho Sanchez & His Latin Jazz Band	39 19.0 100.0	26 21.5 68.0	12 15.3 32.0	5 10.0 11.6	8 21.9 20.4
Nicole Henry	36 17.6 100.0	22 18.3 62.3	14 16.7 37.7	5 10.0 12.5	9 25.0 25.1
Jack Wilkins Blue & Green Project	34 16.5 100.0	20 16.1 58.7	14 17.1 41.3	6 13.3 17.8	8 21.9 23.5
Ruth Eckerd Hall/ Clearwater Jazz Holiday Youth Jazz Band	33 16.0 100.0	22 18.3 68.8	10 12.5 31.2	5 10.0 13.8	6 15.6 17.3
Big Sam's Funky Nation	31 15.1 100.0	18 15.1 59.8	12 15.3 40.2	9 20.0 29.2	3 9.4 11.0
Phill Fest	26 12.7 100.0	18 15.1 71.0	8 9.3 29.0	3 6.7 11.6	5 12.5 17.4
The Quebe Sisters	25 12.1 100.0	15 11.8 58.8	10 12.5 41.2	5 10.0 18.3	6 15.6 22.9
Gloria West & The Gents	24 11.9 100.0	12 9.7 48.9	12 15.3 51.1	9 20.0 37.2	3 9.4 14.0
Friday Clearwater Jazz Holiday After Party	4 2.0 100.0	3 2.2 63.7	2 1.8 36.3	2 3.3 36.3	- - -

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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

			NON PINELLAS RESIDENTS		
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
Saturday Late Night	2	-	2	2	-
Centennial Celebration	0.7	-	1.8	3.3	-
	100.0	-	100.0	100.0	-

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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
BASE: RESPONDENTS WHO VOLUNTEER THEIR FAVORITE TYPES OF JAZZ	203 100.0 100.0	123 100.0 60.6	80 100.0 39.4	44 100.0 21.5	36 100.0 17.9
Smooth Jazz	142 69.9 100.0	88 72.0 62.5	53 66.5 37.5	27 62.1 19.1	26 71.9 18.4
Rock	104 51.5 100.0	73 59.1 69.6	32 39.6 30.4	14 31.0 13.0	18 50.0 17.4
Blues	103 51.0 100.0	66 53.8 63.9	37 46.7 36.1	18 41.4 17.5	19 53.1 18.6
Country	94 46.2 100.0	59 48.4 63.4	34 42.9 36.6	15 34.5 16.1	19 53.1 20.5
R&B/Soul	79 38.9 100.0	55 45.2 70.4	23 29.2 29.6	12 27.6 15.3	11 31.2 14.4
Pop	66 32.8 100.0	45 36.6 67.6	21 26.9 32.4	9 20.7 13.6	12 34.4 18.8
Jazz Fusion	64 31.7 100.0	41 33.3 63.7	23 29.2 36.3	12 27.6 18.7	11 31.2 17.6
Straight Ahead Jazz	64 31.7 100.0	38 31.2 59.6	26 32.5 40.4	14 31.0 21.1	12 34.4 19.4

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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
Dixieland/New Orleans Jazz	51 25.2 100.0	30 24.7 59.4	21 25.9 40.6	11 24.1 20.6	10 28.1 19.9
Big-Band	50 24.6 100.0	34 28.0 69.0	15 19.3 31.0	8 17.2 15.1	8 21.9 15.9
Swing	44 22.0 100.0	29 23.7 65.3	15 19.3 34.7	8 17.2 16.9	8 21.9 17.8
Latin Jazz	44 21.7 100.0	28 22.6 63.1	16 20.3 36.9	11 24.1 24.0	6 15.6 12.9
Mainstream	40 19.9 100.0	21 17.2 52.4	19 24.1 47.6	9 20.7 22.4	10 28.1 25.2
Alternative	38 18.6 100.0	24 19.4 63.0	14 17.5 37.0	6 13.8 16.0	8 21.9 21.0
Americana	35 17.2 100.0	28 22.6 79.5	7 9.0 20.5	2 3.4 4.3	6 15.6 16.2
Reggae	34 17.0 100.0	20 16.1 57.4	15 18.4 42.6	5 10.3 13.1	10 28.1 29.5
Bebop	30 15.0 100.0	20 16.1 65.2	11 13.2 34.8	6 13.8 19.8	5 12.5 14.9

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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
Hard Bop	30 14.8 100.0	17 14.0 57.3	13 16.0 42.7	6 13.8 20.1	7 18.8 22.7
Free Jazz & Avant-Garde Jazz	28 13.8 100.0	18 15.1 66.2	9 11.8 33.8	2 3.4 5.4	8 21.9 28.4
Indy	21 10.2 100.0	13 10.8 63.7	8 9.4 36.3	3 6.9 14.5	5 12.5 21.8
Bluegrass	17 8.6 100.0	11 8.6 60.9	7 8.5 39.1	5 10.3 26.0	2 6.2 13.1
Jam Band	17 8.4 100.0	13 10.8 77.8	4 4.7 22.2	2 3.4 8.9	2 6.2 13.3
Funk Based Improvisation	14 6.7 100.0	8 6.5 58.4	6 7.1 41.6	5 10.3 33.3	1 3.1 8.3
Folk	11 5.3 100.0	4 3.2 36.9	7 8.5 63.1	5 10.3 42.0	2 6.2 21.1
Electronica	8 4.1 100.0	5 4.3 63.7	3 3.8 36.3	3 6.9 36.3	- - -
Jazz Rap	6 2.8 100.0	3 2.2 46.7	3 3.8 53.3	3 6.9 53.3	- - -

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

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
Acid Jazz & NU Jazz	5 2.7 100.0	1 1.1 24.2	4 5.2 75.8	3 6.9 55.1	1 3.1 20.7
Vocalese	3 1.4 100.0	1 1.1 46.7	2 1.9 53.3	2 3.4 53.3	- - -
Other	9 4.4 100.0	7 5.4 74.5	2 2.8 25.5	- - -	2 6.2 25.5

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

Spoke to:

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	208	127	81	45	36
	100.0	100.0	100.0	100.0	100.0
	100.0	60.9	39.1	21.7	17.4
TOTAL ANSWERING	208	127	81	45	36
	100.0	100.0	100.0	100.0	100.0
	100.0	60.9	39.1	21.7	17.4
Male	99	55	44	23	21
	47.8	43.8	54.2	50.0	59.4
	100.0	55.7	44.3	22.7	21.6
Female	109	71	37	23	15
	52.2	56.2	45.8	50.0	40.6
	100.0	65.7	34.3	20.8	13.5

2015 EVENT PARTICIPANT SURVEY

Clearwater Jazz Holiday: October 15 - 18, 2015

Respondent is:

				NON PINELLAS RESIDENTS	
	TOTAL	Pinellas Resident	Non Pinellas Resident	Day Tripper	Overnight Visitor
TOTAL	208	127	81	45	36
	100.0	100.0	100.0	100.0	100.0
	100.0	60.9	39.1	21.7	17.4
TOTAL ANSWERING	208	127	81	45	36
	100.0	100.0	100.0	100.0	100.0
	100.0	60.9	39.1	21.7	17.4
White	179	111	68	36	32
	85.9	87.5	83.3	80.0	87.5
	100.0	62.1	37.9	20.2	17.7
African American	23	12	11	8	3
	11.0	9.4	13.4	16.7	9.4
	100.0	52.1	47.9	33.0	14.9
Hispanic/Latin	5	4	2	2	-
	2.6	3.1	1.8	3.3	-
	100.0	72.5	27.5	27.5	-
Don't Know	1	-	1	-	1
	0.5	-	1.4	-	3.1
	100.0	-	100.0	-	100.0

Appendix B:
*2015 Clearwater Jazz Holiday
Survey Instrument*



2015 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"/> 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

--

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"/> 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 (Q18)
☐ No
☐ D/K (Q18)

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

--

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

- ☐ Yes
☐ No (Q20)
☐ D/K (Q20)

19. What is it?

--

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

--

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

- | | |
|--|---|
| <input type="checkbox"/> Gloria West & The Gents | <input type="checkbox"/> Big Sam's Funky Nation |
| <input type="checkbox"/> The O'Jays | <input type="checkbox"/> Sheryl Crow |
| <input type="checkbox"/> Gladys Knight | <input type="checkbox"/> Ruth Eckerd Hall/Clearwater Jazz Holiday Youth Jazz Band |
| <input type="checkbox"/> The James Suggs Quintet with Dave Stryker | <input type="checkbox"/> The Quebe Sisters |
| <input type="checkbox"/> Poncho Sanchez & His Latin Jazz Band | <input type="checkbox"/> Langhorne Slim & The Law |
| <input type="checkbox"/> Mindi Abair and the Boneshakers | <input type="checkbox"/> The Avett Brothers |
| <input type="checkbox"/> Buddy Guy | <input type="checkbox"/> Friday Clearwater Jazz Holiday After Party |
| <input type="checkbox"/> Jack Wilkins Blue & Green Project | <input type="checkbox"/> Saturday Late Night Centennial Celebration |
| <input type="checkbox"/> Phill Fest | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> Nicole Henry | |

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"/> 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:

17. 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 15
 ☐ Saturday, October 17
☐ Friday, October 16
 ☐ Sunday, October 18