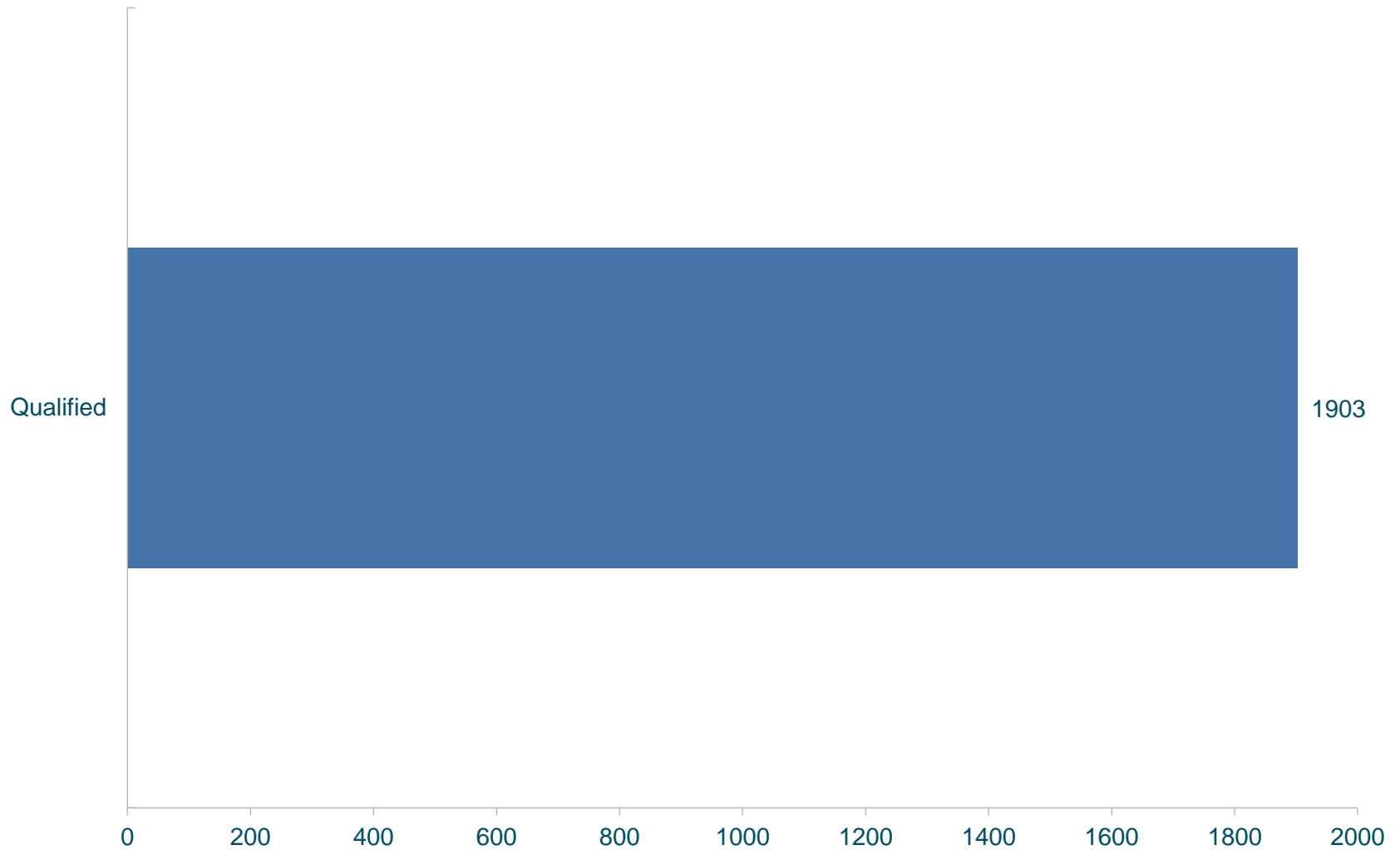




Visit St. Pete/Clearwater: Gulf to Bay 2023-2024 Survey

Banner: No Split
Filters: Qualified

Total Qualified (check filter)



Did you receive a copy of the printed St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine (as pictured above)?

All	
Yes	1903 100 %
No	0 0 %

How did you initially receive the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? (Select one)

All	
It was inserted in my newspaper	571 30 %
I ordered it online and it was mailed to me	618 32 %
I am a subscriber and received my annual copy in the mail	30 2 %
Tampa International Airport	42 2 %
St. Pete-Clearwater International Airport	82 4 %
VISIT FLORIDA Official Welcome Center	102 5 %
AAA Office	27 1 %
I attended a tradeshow	64 3 %
Was given to me by a friend or family member	126 7 %
Other	241 13 %

Which newspaper publication was your St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine inserted in?

All	
New York Times	376 20 %
Indianapolis Star (IndyStar)	40 2 %
Cincinnati Enquirer	34 2 %
Atlanta Journal-Constitution	39 2 %
Minneapolis Star-Tribune	27 1 %
Detroit Free-Press	25 1 %

Which of the following describe your reason(s) for accessing the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? (Select all that apply)

All	
Review general information about traveling to St. Pete/Clearwater area	1035 54 %
Trip inspiration—get ideas for why I might want to take a trip to St. Pete/Clearwater	940 49 %
To plan and book a vacation to St. Pete/Clearwater	614 32 %
To review listings of accommodations, attractions, restaurants and other businesses in St. Pete/Clearwater	861 45 %
To have a Visitors Guide to take with me on my trip q I live in the area and wanted ideas for visiting friends and/or relatives	347 18 %
I am, or am considering, relocating to St. Pete/Clearwater area	186 10 %
The guide is free	471 25 %
Did not order the guide myself – but received it from another source	213 11 %
None of the above	20 1 %

Which types of information were you specifically seeking when you accessed the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? (Select all that apply)

All	
Accommodations	946 50 %
Attractions	1442 76 %
Dining	1324 70 %
Entertainment, Arts & Culture	1213 64 %
Events	875 46 %
Maps	772 41 %
Recreation	874 46 %
Shopping	653 34 %
Tours	519 27 %
Transportation	304 16 %
Travel tips	744 39 %
None of the above	60 3 %

Which best describes where you were in the trip planning process when you received the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? Please select the one option that best describes where you were in your travel decision.

All

I had already decided to take a trip to (or within) St. Pete/Clearwater	643 34 %
I was interested in taking a trip to (or within) St. Pete/Clearwater but hadn't made travel plans yet	551 29 %
I was just considering destinations for a trip	493 26 %
I had no plans to travel	216 11 %

Did you read the printed St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? To aid your recall, you may review the guide and its contents here.

All	
Yes	1750 92 %
No	102 5 %
I don't remember	51 3 %

Which of the following statements do you agree or strongly agree with to describe the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? (Select all that apply)

All	
The guide is attractive	1550 81 %
The design is appealing	1345 71 %
Has lots of information	1536 81 %
Features great photography	1327 70 %
Good balance of content and photos	1209 64 %
Information is well-organized	1168 61 %
Well-sized—not too small, not too large	992 52 %
Made me excited to visit	1071 56 %
Information is relevant and useful to planning a trip	1131 59 %
Cluttered presentation/too busy	35 2 %
Too much advertising	39 2 %
Difficult to find all information of interest	30 2 %

Which types of content contained in the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine did you read or review? Multiple selections

	All
Advertising	555 29 %
Best of St. Pete/Clearwater	1379 72 %
By the Numbers	445 23 %
This is Tampa Bay	600 32 %
Places to Stay "Find your home base"	609 32 %
Let's Be Social	456 24 %
Planning Your Visit	870 46 %
Pull-Out Area Map	1194 63 %
Beaches and Communities "Let's Explore"	1108 58 %
Outdoors "Let's Take it Outside"	743 39 %
Arts "Let's Get All Artsy"	585 31 %
History "Let's Peek into the Past"	504 26 %

In general, how satisfied are you with the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine?

All	
Very satisfied	1380 73 %
Satisfied	335 18 %
Neutral—neither satisfied nor unsatisfied	29 2 %
Unsatisfied	3 0 %
Very unsatisfied	3 0 %

Do you currently live in Pinellas County?

All	
Yes	135 7 %
No	1615 85 %

How excited were you about taking a trip to St. Pete/Clearwater after reviewing the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? Please use the scale below from “0 – Not at all excited” to “10 – Extremely excited.”

All	
0 - Not at all excited	4 0 %
1	2 0 %
2	4 0 %
3	4 0 %
4	0 0 %
5 - Neutral	63 3 %
6	53 3 %
7	145 8 %
8	307 16 %
9	226 12 %

Which of these travel planning decisions or tasks did you make or complete based on information from the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? (Select all that apply)

All	
Selected a hotel/accommodations	343 18 %
Selected a transportation option	157 8 %
Selected a restaurant or place to eat	733 39 %
Selected attractions/activities	776 41 %
Selected a tour/guided tour company	146 8 %
Selected a place to shop	396 21 %
Selected an event to attend	234 12 %
Consulted a map	778 41 %
None of the above	316 17 %

Since receiving your St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine, how many trips to St. Pete/Clearwater have you made?

All	
0	1104 58 %
1	347 18 %
2	73 4 %
3	30 2 %
4	13 1 %
5	17 1 %
6	1 0 %
8	6 0 %
9	4 0 %
10 or more	20 1 %

Which of the following, if any, are reasons you have not visited St. Pete/Clearwater since receiving the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine? (Select all that apply)

All	
Just received the magazine	910 48 %
Personal financial concerns	112 6 %
Gasoline prices	28 1 %
Airfares were too high	62 3 %
Hotel rates were too high	60 3 %
Decided to visit other destination(s) instead	28 1 %
Too busy at work	59 3 %
Too little vacation time	57 3 %
Safety concerns (Non-COVID)	7 0 %
Safety concerns (COVID related)	13 1 %
Child or parental care responsibilities	21 1 %
Weather	25 1 %

Gulf to Bay Magazine in the mail or online. If you took more than one trip to St. Pete/Clearwater since receiving the official magazine, please tell us about your most recent trip in the questions that follow.
How long after receiving the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine did you take this trip to St. Pete/Clearwater?

(Select one)

Within 2 weeks of receiving the magazine	254 13 %
Between 2 weeks and a month	41 2 %
Between 1 and 2 months	65 3 %
Between 3 and 6 months	76 4 %
Between 7 months and a year	28 1 %
More than a year later	47 2 %

Which of the following best describes the reason for your most recent trip to St. Pete/Clearwater? (Select one)

All	
Vacation	338 18 %
Weekend getaway	64 3 %
Attend an event (fair/festival, sporting event, concert)	28 1 %
Attend a personal event, reunion or wedding	19 1 %
Conference, trade show or other group meeting	13 1 %
Business travel	12 1 %
Government travel	0 0 %
Just passing through	16 1 %
Other	21 1 %

How many total DAYS did you spend in St. Pete/Clearwater on this trip?

All	
Days	511 27 %

How many total DAYS did you spend in St. Pete/Clearwater on this trip?

All	
1	49 3 %
2	43 2 %
3	49 3 %
4	65 3 %
5	68 4 %
6	47 2 %
7	65 3 %
8	24 1 %
9	11 1 %
10	25 1 %
11	1 0 %
12	2 0 %

How many total NIGHTS did you spend in St. Pete/Clearwater on this trip?

All	
Nights	511 27 %

How many total NIGHTS did you spend in St. Pete/Clearwater on this trip?

All	
Hotel, motel or inn in St. Pete/Clearwater	220 12 %
Hotel, motel or inn outside St. Pete/Clearwater	47 2 %
Home rental in St. Pete/Clearwater (booked through Airbnb, VRBO, etc.)	90 5 %
Home rental outside St. Pete/Clearwater (booked through Airbnb, VRBO, etc.)	29 2 %
Private residence in St. Pete/Clearwater (of friend or family member)	64 3 %
Private residence outside St. Pete/Clearwater (of friend or family member)	28 1 %
Other (RV, campground, etc.)	11 1 %

How likely are you to recommend St. Pete/Clearwater as a leisure travel destination to your friends and family? Please use the scale below from “0 – Not at all likely” to “10 – Extremely likely.”

All	
0 - Not at all likely	2 0 %
1	1 0 %
2	2 0 %
3	2 0 %
4	3 0 %
5	6 0 %
6	4 0 %
7	23 1 %
8	35 2 %
9	60 3 %
10 - Extremely likely	373 20 %

How important was the St. Pete/Clearwater Issue No. 11 Gulf to Bay Magazine to your travel planning process? (Select one)

All	
Very important	166 9 %
Important	220 12 %
Neutral—neither important nor unimportant	111 6 %
Unimportant	10 1 %
Very unimportant	4 0 %

How likely are you to visit St. Pete/Clearwater in the next 12 months? (Select one)

All	
Very likely	902 47 %
Likely	367 19 %
Neutral—neither likely nor unlikely	295 16 %
Unlikely	37 2 %
Very unlikely	14 1 %

In which country do you reside? (Select one)

All	
United States	1670 88 %
Canada	71 4 %
Other (please specify)	8 0 %

Which best describes you? (Select one)

All	
Female	1286 68 %
Male	577 30 %
Non-binary	3 0 %
Other	2 0 %
I prefer not to answer	35 2 %

Which of the following best describes your current marital status? (Select one)

All	
Single	370 19 %
Single with children under 18	41 2 %
Married/partnered	1157 61 %
Married/partnered with children under 18	235 12 %
Other	42 2 %
I prefer not to answer	58 3 %

Which of the following best describes the combined annual income of all members of your household?

All	
Less than \$30,000	86 5 %
\$30,000 to \$49,999	126 7 %
\$50,000 to \$79,999	268 14 %
\$80,000 to \$99,999	208 11 %
\$100,000 to \$149,999	357 19 %
\$150,000 to \$199,999	196 10 %
\$200,000 or more	176 9 %
I prefer not to answer	486 26 %

Which best describes your ethnicity?

All	
Caucasian	1540 81 %
Black, African-American	43 2 %
Asian, Pacific Islander	38 2 %
Latino/Hispanic	54 3 %
Native American, Aleut, Eskimo	5 0 %
Two or more of the above	39 2 %

Open End Example

All	
q34	1903 100 %