



Newport Festivals Foundation

An Economic Impact Study



The North Lawn, Fort Adams, July 2012
Newport Folk Festival

Spending by Attendees to the Newport Folk & Jazz Festivals

2012 Concert Year

Final Report



Executive Summary

The Newport Festivals Foundation authorized a study to estimate the direct spending impact of the Newport Folk and Jazz festivals on Rhode Island. The study was conducted around the 2012 Festival season.

The study estimated a direct spending contribution to the State of Rhode Island of **\$5,089,367.00**. Previous studies estimated the combined economic impact on Rhode Island at \$3,710,000 (Impact Studies conducted by The Office of Travel, Tourism and Recreation at the University of Rhode Island: 1994 Jazz Festival \$2.11 million; 1997 Folk Festival \$1.60 million).

The results detailed attendee expenditures as well as vendor and performer expenditures for:

- Food & Beverage
- Shopping
- Entertainment
- Lodging
- Other

These expenses were noted in the following categories:

- At the Festival
- In Newport (except for lodging, which included in Newport and elsewhere in RI)
- Elsewhere in Rhode Island

It is important to note that most Festival attendees would not be in Rhode Island if it were not for the Festivals. For 89.1% of respondents, The Festivals and Newport are destination events. If the Festivals were not in Newport, neither would the dollars these attendees are spending.

In addition to bringing significant dollars into Rhode Island, the Festivals attract a high quality demographic and provide significant promotional exposure for the State. Positive visitor experiences can help polish Rhode Island's brand – and the study shows that the Festivals receive very favorable consumer feedback.

The Net Promoter Score® is a powerful tool for measuring customer loyalty. According to this measure, The Festivals rank alongside of some of the United States' most respected companies and brands. The Festivals represent a marketing opportunity for Rhode Island as well as a revenue source.



Contents

Summary	2
Methodology	4
Direct Spending in Rhode Island Associated with the Newport Festivals Foundation	6
Role Festivals Play Bringing Visitors to Rhode Island	11
Other Areas of Rhode Island Visited	11
Customer Satisfaction/ <i>The Net Promoter Score</i> ®	12
Sources of Information	14
Demographics	16

Appendix I – submitted as a separate Excel file

- Folk Performer Wish List
- Jazz Performer Wish List
- Usable Email Addresses of Respondents



Methodology

At the request of the Rhode Island Department of Environmental Management, the Newport Festivals Foundation authorized a study to estimate the direct spending impact of the Newport Folk and Jazz festivals on Rhode Island. The study was conducted around the 2012 Festival season.

Potential respondents were intercepted by interviewers from Advantage Marketing Information as they entered the festival grounds. These attendees were approached, given a short explanation and handed a business card with a website address. Upon returning home, they were asked to go to a website and complete a questionnaire. An incentive was offered to potential respondents.

The research team debated the website methodology versus on-site intercept interviews during the concerts. The website methodology was preferred as the respondents would have better knowledge of actual expenditures. On-site interviews would have provided certainty of a sufficient sample size.

The team opted for the web survey based on the desire for more potentially complete information. The team was gratified to see a completed sample comprised of a sizable 691 respondents.

FESTIVAL	NUMBER OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS VAL
Folk	490	70.9%
Jazz	201	29.1%

The study utilized non-probability sampling techniques. This means that error margins cannot be stated with certainty. A sample of 691 under probability sampling (SRS) would have an error margin of 3.7% (+/-) at the 95% confidence level. Examined separately, the Folk Festival error margin would be 4.4% (+/-) and the Jazz Festival 6.9% (+/-).

To understand if the sample is representative of the population, sample estimates that can be compared to known population statistics were examined. To the degree that these estimates are similar, than the groups are likely similar and the sample data can be projected to the population (that is survey results are likely to equal the actual results we would find if we spoke to every attendee).

For example, the study estimated overall ticket sales to Rhode Island respondents at 13.6%.

- 13.1% Folk
- 14.9% Jazz



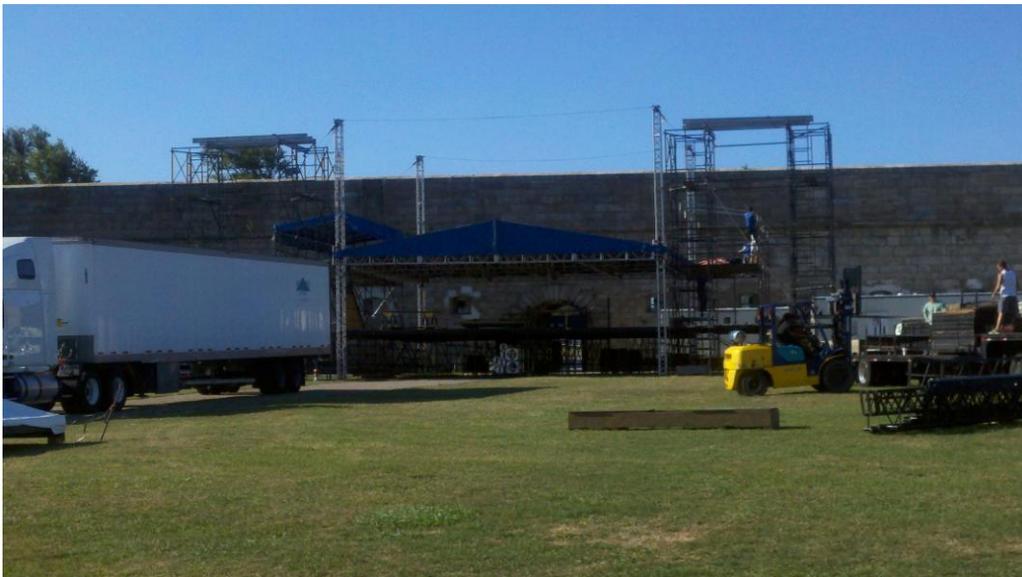
Tickets actually sold to Rhode Islanders according to ticket data provided by Newport Festival Foundation shows:

- 15.5% Folk
- 15.7% Jazz

The estimate provided by the sample very closely approximates the actual data provided by internal records. This suggests that the sample is a reliable gauge of the population (the differences are well within the margin of error for a survey of this sample size). Comparing ticket sales to sample data for other states shows similar patterns.

It should be noted that the data was converted to per capita expenditures. That is, the stated expenditures were divided by the number of people in the party to get a per person spend.

The research team is confident that using sample data to generalize about the population of Festival attendees will result in accurate projections of direct spending.



Setting Up for the 2012 Newport Folk and Jazz Festivals



Direct Spending in Rhode Island Associated with the Newport Festivals Foundation

As stated, the study estimated a direct spending contribution to the State of Rhode Island of **\$5,089,367**. The comprehensive questionnaire completed by the respondents detailed attendee expenditures as well as vendor and performer expenditures for:

- Food & Beverage
- Shopping
- Entertainment
- Lodging
- Other

These expenses were noted in the following categories:

- At the Festival
- In Newport (except for lodging, which included in Newport and elsewhere in RI)
- Elsewhere in Rhode Island

Festival records show that 83% of Folk and 90% of Jazz Craft Vendors selling goods at the festival used temporary forms to report sales tax – e.g. the vendors and products sold came from out of state; and the money left the state with the vendors. Therefore, most of the economic impact of these two categories, less sales tax reported and paid, is removed from the economic model.

<i>Newport Festivals Foundation Direct Spending Impact on RI</i>	
Folk Attendee Expenditures in RI	\$2,548,796.72
Jazz Attendee Expenditures in RI	\$1,939,681.08
Vendor Expenditures in RI (not incl. Cost of goods or facilities)	\$28,958.16
Performer Expenditures in RI	\$26,068.35
Festival Expenditures in RI	\$815,103.40
Total unadjusted direct spending in RI	\$5,358,607.71
(Less) Estimated craft purchases made to out of state vendors at Festival	
Folk festival	\$166,053.53
Jazz festival	\$103,187.18
<i>Revised Impact Estimate</i>	<i>\$5,089,367.00</i>
Folk attendees	\$16,964.00
Jazz attendees	\$8,126.00
Total attendees	\$25,090.00
RI Direct Spending Per Person not incl. ticket purchase	\$202.84



A more detailed look at the expenditure data shows that the two different measures of central tendency (mean or average, and median) are somewhat different in almost all cases – with the mean generally higher than the median. To be conservative, the median was used as the estimator of direct economic spending.

When the mean is significantly different than the median, it suggests extremes in the data. For example, consider real estate in a neighborhood in which five 200,000 houses and one 1million dollar house sold. In this case the mean is \$360,000 and the median is \$200,000. Which is the better predictor of house values?

Expenditures	Folk			Number attendees	Estimated spend	Category total
	Percent	Median Dollars	Mean Dollars			
Food & Beverage==>						\$ 679,047.72
At Festival	90.0%	\$ 15.00	\$24.85	16964	\$ 229,014.00	
In Newport	55.7%	\$ 35.00	\$51.90	16964	\$ 330,713.18	
In RI/not Newport	33.1%	\$ 21.25	\$37.66	16964	\$ 119,320.54	
Shopping==>						\$ 287,879.08
At festival	57.6%	\$ 20.00	\$28.79	16964	\$ 195,425.28	
In Newport	15.9%	\$ 25.00	\$40.26	16964	\$ 67,431.90	
In RI/ not Newport	5.9%	\$ 25.00	\$46.24	16964	\$ 25,021.90	
Entertainment==>						\$ 61,365.40
At Festival	4.1%	\$ 16.67	\$26.67	16964	\$ 11,594.39	
In Newport	14.1%	\$ 16.67	\$28.04	16964	\$ 39,873.37	
Other RI	3.5%	\$ 16.67	\$28.31	16964	\$ 9,897.65	
Lodging==>						\$ 1,495,164.55
In Newport	35.7%	\$187.50	\$236.15	16964	\$1,135,527.75	
In RI/ not Newport	21.2%	\$100.00	\$119.90	16964	\$ 359,636.80	
Other Expense==>						\$ 25,339.98
At Festival	4.1%	\$ 13.75	\$21.97	16964	\$ 9,563.46	
In Newport	3.1%	\$ 13.33	\$55.87	16964	\$ 7,010.03	
In RI/ not Newport	3.1%	\$ 16.67	\$44.50	16964	\$ 8,766.49	
Total Spend==>						\$ 2,548,796.72

*Calculation: # attendees * Percent spending in category * Median dollars*



It is interesting to note that the median expenditures by Jazz attendees was significantly higher on most categories than Folk attendee expenditures. While the Jazz event had fewer people, its direct spending impact was disproportionately larger.

Expenditures	Jazz				
Dollars in median: applies to % purchasing category	Percent	Median Dollars	# attendees	estimated spend	
Food & Beverage==>					\$557,037.30
At Festival	84.1%	\$20.00	8126	\$136,679.32	
In Newport	54.7%	\$77.50	8126	\$344,481.46	
In RI/not Newport	24.9%	\$37.50	8126	\$75,876.53	
Shopping==>					\$226,171.77
At festival	54.7%	\$25.00	8126	\$111,123.05	
In Newport	21.9%	\$50.00	8126	\$88,979.70	
In RI/ not Newport	7.0%	\$45.83	8126	\$26,069.02	
Entertainment==>					\$40,833.15
At Festival	3.0%	\$17.50	8126	\$4,266.15	
In Newport	10.4%	\$37.50	8126	\$31,691.40	
Other RI	4.8%	\$12.50	8126	\$4,875.60	
Lodging==>					\$1,071,494.36
In Newport	36.3%	\$300.00	8126	\$884,921.40	
In RI/ not Newport	16.4%	\$140.00	8126	\$186,572.96	
Other Expense==>					\$44,144.50
At Festival	2.0%	\$12.25	8126	\$1,990.87	
In Newport	5.0%	\$36.25	8126	\$14,728.38	
In RI/ not Newport	4.5%	\$75.00	8126	\$27,425.25	
Total Spend==>					\$1,939,681.08

Calculation: # attendees * Percent spending in category * Median dollars



Vendors actually reported spending some money at the festival for food, shopping, and lodging as well. Very little was spent on entertainment – which is not surprising. The economic impact of vendor spending in these categories was relatively low, as there simply were not that many vendors.

Expenditures	Vendor n=27					
Dollars in median: applies to % purchasing category	# vendors	Percent	Median Dollars	Mean Dollars	Spend	Summary
Food & Beverage==>	154					\$13,975.50
At Festival	154	100.0%	\$ 50.00	\$75.37	\$7,700.00	
In Newport	154	48.2%	\$ 50.00	\$103.77	\$3,711.40	
In RI/not Newport	154	33.3%	\$ 50.00	\$68.33	\$2,564.10	
Shopping==>						\$6,735.96
At festival	154	51.8%	\$ 55.00	\$69.26	\$4,387.46	
In Newport	154	15.4%	\$ 75.00	\$100.00	\$1,778.70	
In RI/ not Newport	154	3.7%	\$ 100.00	\$100.00	\$569.80	
Entertainment==>						\$1,709.40
At Festival	154	0.0%	\$0.00	\$0.00	\$0.00	
In Newport	154	11.1%	\$ 100.00	\$96.67	\$1,709.40	
Other RI	154	0.0%	\$0.00	\$0.00	\$0.00	
Lodging==>						\$18,233.60
In Newport	154	33.3%	\$ 200.00	\$491.11	#####	
In RI/ not Newport	154	25.9%	\$ 200.00	\$229.29	\$7,977.20	
Other Expense==>						\$1,139.60
At Festival	154	3.7%	\$ 50.00	\$50.00	\$284.90	
In Newport	154	3.7%	\$ 50.00	\$50.00	\$284.90	
In RI/ not Newport	154	3.7%	\$ 100.00	\$100.00	\$569.80	
Total Spend==>						\$1,139.60
Est. Total Vendor Spend==>						\$28,958.16

* used mean/no median

Calculation: # attendees * Percent spending in category * Median dollars



Performers spent more on most categories than vendors, adding to the spending impact of the event.

Performers						
Expenditures	# performers	Performer n = 19				
Dollars in median: applies to % purchasing category	77	Percent	Median Dollars	Mean Dollars	Spend	Summary
Food & Beverage==>						
At Festival	77	57.9%	\$50.00	\$86.36	\$2,229.15	
In Newport	77	63.2%	\$125.00	\$481.25	\$6,083.00	
In RI/not Newport	77	57.9%	\$100.00	\$110.91	\$4,458.30	
Shopping==>						\$12,770.45
At festival	77	26.3%	\$50.00	\$75.00	\$1,012.55	
In Newport	77	31.6%	\$50.00	\$115.00	\$1,216.60	
In RI/ not Newport	77	15.8%	\$100.00	\$73.33	\$1,216.60	
Entertainment==>						\$3,445.75
At Festival	77	10.5%	\$225.00	\$225.00	\$1,819.13	
In Newport	77	15.8%	\$75.00	\$708.33	\$912.45	
Other RI	77	5.3%	\$500.00	\$500.00	\$2,040.50	
Lodging==>						\$4,772.08
In Newport	77	42.1%	\$900.00	\$3,987.50	\$29,175.30	
In RI/ not Newport	77	26.3%	\$600.00	\$910.00	\$12,150.60	
Other Expense==>						
At Festival	77	5.3%	\$200.00	\$200.00	\$816.20	
In Newport	77	5.3%	\$500.00	\$500.00	\$2,040.50	
In RI/ not Newport	77	10.5%	\$275.00	\$275.00	\$2,223.38	
Total Spend==>						\$5,080.08
Total Est. Performer Spend						\$26,068.35

* uses mean/no median

Calculation: # attendees * Percent spending in category * Median dollars



Significance of the Festivals in Bringing People to Rhode Island

When examining the economic significance of an event, it is important to note the relative importance of the event in bringing people into the State. Were the attendees in Rhode Island anyway, and just happen to come to the event? Or did they come to the State specifically for this event.

Not surprisingly, this is a destination event, with most respondents indicating it was their *primary or sole reason* for coming to Newport.

PERCENT OF REASON FOR BEING IN NEWPORT	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
100%	89.1%	88.5%	90.5%
90%	3.2%	3.5%	2.5%
80%	1.5%	1.4%	1.5%
70%	0.1%	0.2%	0.0%
60%	0.1%	0.2%	0.0%
50% or less	6.0%	6.1%	5.5%

It is also useful to note that some attendees at the Festivals visited other areas of the State or other venues, sharing the economic impact more broadly. Jazz Festival attendees were more active in participating in other activities than were Folk Festival attendees.

VISITED	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
Block Island	2.2%	1.8%	3.0%
Providence/ Warwick	16.8%	15.7%	19.4%
Washington County	4.9%	4.9%	5.0%
Newport Mansions	16.9%	16.1%	18.9%
Other Newport Attractions	20.7%	19.4%	23.9%
Other RI attraction	13.2%	13.3%	12.9%
Visited NO other attractions or areas of RI	39.8%	41.4%	35.8%
Live here	13.5%	13.5%	13.4%



Customer Satisfaction

The Newport Festivals Foundation produces a concert series that offers a significant positive economic impact to the State of Rhode Island. Equally noteworthy, these events are extremely well received by their audiences. The positive experiences attendees are having at the Festivals may well serve as positive promotional opportunities for the State overall.

Attendee reaction to the Festivals was established using *The Net Promoter Score®* developed by Bain & Company. This tool seeks to go beyond customer satisfaction by creating an estimate of customer loyalty. The question asked is quite simple: "Would you recommend attending the Newport Folk and Jazz Festivals to your friends and family?"

The respondents are offered a scale from 0 (not at all likely) to 10 (extremely likely).

NET PROMOTER SCORE® DETAIL	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
0	1.0%	1.5%	0.0%
1	0.0%	0.0%	0.0%
2	0.4%	0.4%	0.5%
3	0.4%	0.0%	1.5%
4	0.1%	0.2%	0.0%
5	1.3%	1.3%	1.5%
6	1.6%	1.7%	1.5%
7	4.0%	4.2%	3.6%
8	9.1%	9.8%	7.2%
9	6.7%	6.5%	7.2%
10	75.1%	74.5%	76.8%

As can be seen, the ratings were overwhelmingly positive. However, the analysis goes a step further. Respondents are divided into categories: promoters (those rating with a 9 or 10), neutrals (7 or 8) and detractors (6 or below). A net score is obtained by subtracting the percentage of respondents who are detractors from the percentage of respondents who are promoters.

The goal is to obtain a number that can be compared to other organizations to enhance insights.



It is worth noting that most organizations have relatively low *Net Promoter Scores*®. In many cases, the scores are actually negative. This is not because most people are totally negative (scores of 0's, 1's, and 2's for example); but rather because some negative scores combined with mostly neutral scores. Most organizations are not generating real loyalty or excitement with their offerings, hence do not receive a significant number of 9's or 10's.

The Net Promoter Score® for the Newport Festivals Foundation concerts are very respectable:

OVERALL <i>NET PROMOTER SCORE</i> ®	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
NPS →	77.0%	71.7%	79.0%

For purposes of comparison, Bain & Company provides the scores for top ranked US companies:

USAA	82%
HomeBanc	81%
Harley-Davidson	81%
Costco	79%
Amazon.com	73%
Chick-fil-A	72%
eBay	71%
Vanguard	70%
SAS	66%
Apple	66%
Intuit(TurboTax)	58%
Cisco	57%
FedEx	56%
Southwest Airlines	51%
American Express	50%
Commerce Bank	50%
Dell	50%
Adobe	48%
Electronic Arts	48%

As can be seen, the Festivals are rated alongside some of America's most respected companies in terms of customer loyalty.



Sources of Information

Previous awareness of the Festivals (and the importance of keeping the Festivals excellent events as established by the *Net Promoter Score*®) is hugely important to the ongoing success of the Festivals.

- 79.9% overall indicated that they visited the website. Having a robust and clear website should be considered a priority.
 - It is probable that many of those visiting the website did so because of previous experience with the Festivals.
- Word of mouth is also critically important, as can be seen by the influence of family and friends.
- Social media is also playing an important role in building enthusiasm.

	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
Info From Newspaper Ad	5.4%	3.3%	10.9%
Info From Radio Ad	9.6%	11.3%	5.2%
Radio/TV News Story	10.2%	11.9%	5.8%
Newspaper Article	7.4%	6.2%	10.5%
Magazine Article	6.3%	4.1%	12.0%
Website	79.9%	81.7%	75.3%
Got Email	42.8%	42.1%	44.4%
Facebook	39.3%	48.2%	16.4%
Twitter	13.1%	17.0%	3.2%
Tumblr	2.5%	3.3%	0.5%
Direct Mail	2.2%	2.3%	2.1%
Family/Friends	48.1%	51.0%	40.5%
Other Source	13.1%	12.5%	14.8%

Number of Festivals

Attending the Newport Festivals is a frequent occurrence. The average number of Festivals is 3.7 and the median number is 2.0; 10.1% have been ten times or more.



The North Lawn During the Folk Festival



Demographics A Description of Who Attended the Festivals

For the most part, the Festivals are attracting a high value demographic to Newport. Observers casually viewing the crowd at the Festivals might not realize who is in attendance based on the casual nature of the event (and the dress). An analysis of study demographics strongly supports the theory that bringing this audience to Newport is a positive. This is especially true for the Jazz Festival, who are very highly educated.

EDUCATION	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
Some High School	0.8%	0.6%	1.0%
High School Grad	2.7%	2.8%	2.6%
Trade School	0.8%	0.4%	1.6%
Junior College	1.1%	1.1%	1.0%
Some College	11.2%	11.1%	11.5%
College Graduate	31.2%	33.8%	25.0%
Some Post College	10.6%	10.9%	9.9%
Graduate Degree	41.7%	39.3%	47.4%

It is interesting to note that the Jazz Festival tends to skew more male than the folk festival. (It should be noted that in traditional households, females still tend to be more likely to complete questionnaires than males. This said, the response rates are significantly different.)

GENDER	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
Female	56.4%	62.2%	42.5%
Male	43.6%	37.8%	57.5%

As can be seen from the age demographics, the Festivals attract a broad audience – a wide range of ages.



AGE	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
Under 18	1.5%	1.5%	1.6%
18 – 24	13.0%	17.3%	2.6%
25 – 34	25.2%	33.2%	5.7%
35 – 44	12.9%	14.8%	8.3%
45 – 54	21.2%	17.8%	29.5%
55 - 64	21.4%	13.7%	39.9%
65 – 74	4.4%	1.7%	10.9%
75+	0.5%	0.0%	1.6%

The ethnicity of attendees was also different between Festivals. The Folk Festival attendee is more likely to be Caucasian. Blacks turned out in numbers close to their representation of the general population at the Jazz Festival.

ETHNICITY	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
American Indian	0.6%	0.7%	0.5%
Asian	1.6%	1.3%	2.2%
Black	4.8%	1.5%	12.9%
Caucasian	91.6%	95.2%	82.8%
Hispanic	1.2%	1.1%	1.6%
Other	2.3%	2.4%	2.2%

Reported incomes are above the national average – the attendees can afford to spend money in Rhode Island while attending the Festivals.

INCOME	PERCENT OF RESPONDENTS OVERALL	PERCENT OF RESPONDENTS FOLK FESTIVAL	PERCENT OF RESPONDENTS JAZZ FESTIVAL
Under \$25,000	7.9%	10.0%	2.4%
\$25,000 – 49,999	16.1%	19.3%	7.7%
\$50,000 – 74,999	16.9%	17.0%	16.7%
\$75,000 – 99,999	15.8%	13.4%	22.0%
\$100,000 – 149,999	22.0%	19.8%	28.0%
\$150,000 – 200,000	12.5%	13.0%	11.3%
\$200,000+	8.7%	7.5%	11.9%



As can be seen, the Festivals are drawing people from around the region to Newport – providing great exposure for the State.

Zip Code Data from Folk Ticket Sales

2 Day Sales		Friday Sales		Saturday Sales		Sunday Sales	
STATE	% SALES	STATE	% SALES	STATE	% SALES	STATE	% SALES
MA	25.8%	MA	32.7%	MA	39.0%	MA	37.1%
RI	9.5%	RI	19.8%	RI	16.1%	RI	17.9%
NY	17.8%	NY	13.5%	NY	14.3%	NY	11.5%
CT	8.7%	CT	10.6%	CT	10.4%	CT	9.2%
NJ	7.0%	NJ	3.6%	NJ	4.3%	NJ	4.4%
PA	4.9%	PA	2.1%	PA	2.4%	PA	2.8%
NH	2.4%	NH	1.9%	NH	2.4%	NH	1.8%
ME	1.2%	ME	1.4%	ME	1.4%	ME	1.8%
VT	0.9%	VT	1.0%	VT	0.6%	VT	1.0%
MD	2.6%	MD	1.1%	MD	1.1%	MD	1.2%
TX	2.0%	TX	1.2%	TX	0.5%	TX	0.8%
CA	1.7%	CA	1.4%	CA	1.4%	CA	0.8%
VA	1.9%	VA	1.3%	VA	0.8%	VA	1.8%
DC	1.7%	DC	1.1%	DC	0.5%	DC	0.8%
IL	1.3%	IL	1.3%	IL	1.2%	IL	1.0%
Canada/ Int'l	1.5%	Canada/Int'l	0.9%	Canada/Int'l	0.7%	Canada/ Int'l	1.1%
	90.9%		94.9%		97.1%		95.0%



Zip Code Data from Jazz Ticket Sales

2 Day Sales		Friday Sales		Saturday Sales		Sunday Sales	
STATE	% SALES	STATE	% SALES	STATE	% SALES	STATE	% SALES
MA	19.3%	MA	18.6%	MA	30.9%	MA	32.0%
RI	8.7%	RI	42.6%	RI	13.1%	RI	15.6%
NY	18.9%	NY	8.9%	NY	14.5%	NY	14.6%
CT	10.7%	CT	9.3%	CT	11.6%	CT	10.3%
NJ	8.2%	NJ	4.0%	NJ	4.8%	NJ	3.3%
PA	6.1%	PA	1.8%	PA	2.7%	PA	2.7%
NH	3.4%	NH	0.6%	NH	4.2%	NH	1.4%
ME	1.8%	ME	0.3%	ME	1.2%	ME	1.2%
VT	0.6%	VT	0.3%	VT	0.5%	VT	0.6%
MD	4.4%	MD	0.7%	MD	2.1%	MD	2.3%
FL	3.9%	FL	2.3%	FL	1.6%	FL	1.6%
TX	0.9%	TX	0.5%	TX	0.9%	TX	1.8%
CA	0.6%	CA	2.6%	CA	2.2%	CA	2.3%
VA	1.9%	VA	0.7%	VA	1.9%	VA	1.0%
DC	0.4%	DC	0.6%	DC	0.8%	DC	0.5%
IL	1.3%	IL	0.1%	IL	0.5%	IL	1.0%
Canada/ Int'l	1.9%	Canada/Int'l	0.8%	Canada/Int'l	1.4%	Canada/Int'l	2.1%
	93.0%		94.7%		94.9%		94.3%