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# The Secret Lives of Knights: Achieving Public Honor and Private Love in Chretien's Cliges and Lancelot

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**THESIS PROJECT:  
THE SIGNIFICANT ELEMENTS AND INNOVATIONS OF THE  
MARKETING OF MARGARITAVILLE TO THE PARROTHEAD PHENOMENON**

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**Submitted in partial fulfillment of the requirements for the  
Master of Arts in Corporate and Public Communication  
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Not to be forgotten in these acknowledgements, are the Parrotheads themselves. Thank you for all of your responses. Finally, a special thank you goes out to Jimmy Buffett for the many years of joy he has provided so many people. Fins up!

## ABSTRACT

BY JODI E. HENKEL

The objective of this research project is to take a close look at the innovative marketing style of Jimmy Buffett, as it relates to his Margaritaville empire, and how it has given rise to a phenomenon known as Parrotheads.

Parrotheads are a special group of people who love the music of Jimmy Buffett and who have ingrained the lifestyle portrayed in the music into their lives. They do not merely show up for a concert. They have become a form of entertainment in their own right. This group also takes special pride in their Parrotheadness, absorbing all there is to know and snapping up the latest anything Margaritaville.

The study included in this research project examines the opinions of 50 men and women who proudly wear the moniker Parrothead. They gave their opinion on what aspects of Margaritaville they felt added the most to the Parrothead experience, and what aspects they could do without (Margaritaville Tequila comes to mind). Overall, all of the chosen areas were of great importance to Parrotheads and added something to the Parrothead lifestyle.

Included in this paper is a look at the history of the man who started it all, Jimmy Buffett, and a look at how he took a song and built a million dollar business around it. Though forced at the time to come up with unconventional means to reach his fans, he has blazed a path for the musicians of today.

## TABLE OF CONTENTS

|   |           |
|---|-----------|
| <b>CHAPTER I: INTRODUCTION AND OVERVIEW .....</b>                             | <b>1</b>  |
| INTRODUCTION .....  | 1         |
| RESEARCH QUESTION .....   | 6         |
| SUBSIDIARY QUESTIONS .....  | 6         |
| PURPOSE OF THE STUDY .....  | 7         |
| OBJECTIVES .....  | 8         |
| LIMITATIONS OF THE STUDY .....  | 8         |
| DEFINITION OF TERMS .....   | 9         |
| <b>CHAPTER II: PROGRESS AND PERSPECTIVE OF THE PARROTHEADS .....</b>          | <b>11</b> |
| MARGARITAVILLE CAFÉ SUCCESS .....   | 14        |
| FUTURE GROWTH .....   | 15        |
| <b>CHAPTER III: RESEARCH METHODOLOGIES .....</b>                              | <b>17</b> |
| RESEARCH .....  | 17        |
| DESCRIPTION OF THE SURVEY .....   | 19        |
| SURVEY DELIVERY .....   | 19        |
| PURPOSE OF THE STUDY .....  | 22        |
| <b>CHAPTER IV: RESULTS AND REVELATIONS OF RESEARCH .....</b>                  | <b>23</b> |
| ANALYZING THE RESULTS OF THE SURVEY .....                                     | 23        |
| CONCLUSION .....  | 31        |
| OPTIONAL SURVEY QUESTIONS SEEKING BACKGROUND INFORMATION ON PARROTHEADS ..... | 32        |
| SAMPLE .....  | 33        |
| PURPOSE OF THE STUDY .....  | 33        |
| ANALYZING THE RESULTS OF THE SURVEY .....                                     | 33        |
| CONCLUSION .....  | 39        |
| <b>CHAPTER V: SUMMARY AND CONCLUSIONS .....</b>                               | <b>40</b> |
| SUMMARY .....   | 40        |
| <b>BIBLIOGRAPHY .....</b>   | <b>44</b> |
| <b>APPENDIX .....</b>   | <b>45</b> |
| APPENDIX A .....  | 46        |
| APPENDIX B .....  | 48        |
| APPENDIX C .....  | 49        |
| APPENDIX D .....  | 50        |
| APPENDIX E .....  | 51        |
| APPENDIX F .....  | 52        |

## **CHAPTER I: Introduction and Overview**

### **INTRODUCTION**

On December 25, 1946 in Pascagoula, Mississippi a young man was born who would grow up to follow his dream of a musical career and later change the way music is marketed to the masses. This young mans name was James William Buffett.

Jimmy Buffett grew up on the Gulf Coast of Mississippi listening to the stories of his Captain grandfather. The tales he spun would keep the young Jimmy mesmerized for hours; developing his appetite for far off places and far fetched stories. He would dream up exotic scenarios with pirates and damsels in distress on some undiscovered island on the other side of the world. Geography, history, and his grandfathers' tales from the seas would eventually set the stage for his musical career. Songs would be penned based on experiences of Captain Buffett, of the education Jimmy gained through literature, his grown up adventures over the globe, and mostly from a healthy imagination.

Tagging Jimmy Buffett's music with a particular style or sound (i.e.: country or hip hop) leaves one perplexed. It is a little bit country, a little bit rock-n-roll, some zydeco, some Caribbean all mixed together with a dash of blues. Additionally, the sound keeps changing depending on where he's been or what is influencing him at the moment. While this style of music gives Buffett a wide range in which to develop his sound, it also made marketing his music difficult. What target demographic do you aim for? What promotional recipe do you use?

Early on in his career (1970s), Jimmy played a mostly country sound and found air play in his native South. In 1974 he had his first hit song off the Volcano album with "Come Monday". This song went to number 58 on Billboards country charts, number 30 in pop, and

number 4 in easy listening (Eng, 1996, p. 158). This song got him noticed beyond the South and set the stage for him to become a household name. Five years and seven albums later, Jimmy scored his last Top 40 hit at the end of 1979 with "Fins".

How does an artist who had his last commercial hit in 1979 continue to record and sell almost half a million units (just short of being a gold record: gold record signifies unit sales of half a million; a platinum record is a million; a multi-platinum at two-million and diamond status for sales over 10 million [www.goldrecord.com]) of his latest release "Far Side of the World" (statistic provided through personal phone call to Margaritaville)? Not to mention selling out every concert year after year, and constantly being listed as one of the top twenty grossing concert tours. By refusing to let the music industry dictate his career and by realizing music is, at the end of the day, a business. Like any good businessman, Buffett realized to increase sales he had to be creative, unique, and as the over used phrase goes, "think outside the box".

In 1986, a friend of Jimmy's attended his sold out concert at The Riverbend Amphitheater in Cincinnati, Ohio (Time, 8/17/98). Looking out at the outrageous, tropically themed clothes and colorful wild hats of the crowd, he told Jimmy his fans reminded him a lot of Deadheads...only more tropical. Thus, the term Parrothead was coined. Jimmy felt the name Parrothead typified what was out there...men in coconut bras and grass skirts, cars turned in to pirate ships, exploding volcano's, and pregnant women with "Next Buffett Fan" written on their bellies. It gave his fans an identity and it stuck (Journal of Cultural Geography, Spring/Summer 97). Boy, did it stick!

Realizing he had this loyal fan (or Phan as true Parrotheads like to say) base, Jimmy needed to find a way to continue to reach and influence them. Especially since radio stations

would not play his new records. If he could do that, he would be able to keep doing what he loved--making music and performing.

In the early 1980s, Buffett set about creating an alternative revenue stream and opened up a t-shirt shop. The shirt designs were based on his best-loved songs and albums. Business was set up in a friend's garage where the rental price was right: free! The shirts were an instant success, and in no time at all, the Caribbean Soul clothing line was launched (Uscher, 2001, p. 51). Shortly after, Buffett noticed something strange happening: crowds at his shows started getting larger and the pre-show activities started getting more elaborate.

The success of the t-shirt shop eventually expanded into the first Margaritaville store, located in Key West, Florida. Official opening was January 28, 1985 with Key West Mayor Richard Heyman cutting the ribbon. On the first day, the store was drained of its basic stock, selling \$700 worth of t-shirts (Eng, 1996, p. 258). The store acted as a springboard for *The Coconut Telegraph*, which came to life in February, 1985. *The Coconut Telegraph* is a popular newsletter giving out information about upcoming concert tours, album recordings, and features the latest Margaritaville merchandise. Circulation today is over fifty thousand, compared to nine thousand in 1986 (Eng, 1996, p. 261).

What would a Margaritaville store be without its namesake beverage (or famous beef patty)? After losing his original lease, Jimmy relocated the store at its present location (500 Duval Street, Key West) and added on the café to sell Cheeseburgers in Paradise and margaritas. The café also provided entertainment to its patrons. Generally, musical acts Jimmy thinks his fans will like, or, on rare occasions, the man himself. Sales in the store climbed from \$940,000 in 1986 to \$12 million in merchandise sales and \$6 million in restaurant sales in 1998 (Time, 8/17/98).



Still thinking outside the box, Buffett approached Corona Beer. His intention was for them to underwrite his annual summer tour in turn for his becoming their official spokesman. A \$2 million campaign was created around Jimmy Buffett and Margaritaville, making him one of the first stars to land a corporate sponsor. The partnership, one of the best in the history of advertising, helped Corona increase its share of the imported beer market by an astounding 800%!! (The New York Times, 2/21/99). Now, half of the freight for his tours is fronted by Corona and the other half by Seagram Wine & Spirits Group. Seagram, and Buffett, launched Margaritaville Margarita Mix and Margaritaville Tequila in 2000. After all, who better to provide the necessary margarita ingredients than "The Man From Margaritaville" himself?

During one of these carnival atmosphere concerts, "...CompuServe offered Jimmy and his Coral Reefer band the opportunity to perform live, 'online' to CompuServe customers." (Eng, 1996, p. xviii) The success of this idea opened up a whole new world to Buffett, and his fans: The endless boundaries of the world-wide web. Buffett is one of the pioneers of marketing on the Internet. Prior to his website launch in 1993, the only way to keep up on Parrothead events was through *The Coconut Telegraph* (Quigley, 2000, p.3). Even then, being a Parrothead was more of a personal, or family, thing. With computers and the Internet, Parrotheads became one big family; a collective experience. Now you can share your devotion of all things Buffett with others around the country that understand exactly where you are coming from. The official website of Margaritaville, [www.margaritaville.com](http://www.margaritaville.com), has everything a Parrothead needs. Concert schedules, set lists, discography, online shopping at all the Margaritaville stores, Margaritaville Café menus, *The Coconut Telegraph*, pictures, links to band member websites, and much, much, more. Everything to keep a Parrothead in Parrothead heaven. During the yearly summer concert tour, you can listen each night to a live concert broadcast. In between, you can get your fill by

tuning in to Margaritaville Radio. Steve Huntington, the host, plays the music of his boss, Jimmy Buffett, and other artists that Buffett feels his fans will enjoy through an online broadcast. At the end of 2002, Arbitron Internet Broadcast Services released "The Arbitron MeasureCast Top 50" and ranked Radio Margaritaville #33. This meant that Radio Margaritaville had a Total Time Spent Listening of 162,993 hours and 27,462 "unique listeners who had one or more listening sessions lasting five minutes or longer" ([www.arbitron.com](http://www.arbitron.com)). One week in the Fall of 2002, Radio Margaritaville rose to #7. Even today, he continues to be a visionary by taking his site in new, exciting directions. Margaritaville TV can't be far behind when you consider parts of his concerts have been broadcast over [margaritaville.com](http://margaritaville.com). How many other of today's musicians will be on the cutting edge of technology when they are fifty plus years old?

Not only has his business acumen regarding the Internet been dead on, he also knows the importance of branching out. He has albums, he has a website, he has a restaurant, he owns his own record label and production company...and Buffett is one of six writers to appear on the *New York Times* "Best Sellers List" in not only the fiction category, but the nonfiction category as well. He is joined in good company by Ernest Hemingway (an idol of his and fellow Key West resident), John Steinbeck, and William Styron (*The New York Times*, 2/21/99). Jimmy not only reaches adults, he reaches the Parrotheads in training (called Parakeets) through children's books. Buffett has collaborated with his oldest daughter, Savannah Jane, on more than one occasion. Recently, a \$3 million advance from Random House came his way for his next book, a collection of tropical short stories (*Forbes*, 1/16/97).

Buffett's success at creating an image of Margaritaville is due in no small part to his ability "to convince people that if they can't get to paradise...he can bring it to them" (*Journal of*

Cultural Geography, Spring/Summer 97). Turning his island bum lifestyle into a marketing machine has paid off. In 1998, Buffett danced to the tune of:

- \$12 million in merchandise sales
- \$6 million in restaurant sales
- \$24 million in concert sales (45 shows)

and in 2001 made \$1.6 million more doing 15 less shows (Time, 8/17/98).

The popularity of his shows, and the staggering revenue Buffett pulls in each year shows that fans are buying what Buffett is selling. But, the larger question remains, "Why?"

### RESEARCH QUESTION

How important are the innovative marketing elements of the Margaritaville empire to the Parrothead experience?

This document will take a close look at the various elements that are marketed by Margaritaville, Inc. and how they relate to the importance of being a Parrothead.

### SUBSIDIARY QUESTIONS

In an effort to understand the background dynamics of Parrotheads, the research also takes a look at:

1. How long they have been a Jimmy Buffett fan
2. How many concerts they have attended
3. If they have purchased any souvenirs at the concerts
4. How many albums they own

5. If they've made purchases from [www.margaritaville.com](http://www.margaritaville.com)
6. If they own, or read, any of Jimmy Buffett's books
7. Why they purchase Jimmy Buffett/Parrothead related items
8. How old they are

## PURPOSE OF THE STUDY

The author, a self described Parrothead, has spent much of her free time and hard earned money in becoming a well-rounded Parrothead. Her first brush with Margaritaville came as a college student on the Eastern Shore of Maryland, at Salisbury State University. Over the years, she has become more and more engrossed in the Parrothead phenomenon. Wearing a Buffett concert t-shirt out in public is almost like a beacon for other Parrotheads. People will come up to you and start talking about all things Buffett. Everyone is so warm and friendly, and in that five-minute conversation, a little bit of Margaritaville has been captured for the day.

As a person who earns a living as a marketing and public relations associate, the author thought it would be interesting to find out how a "past his prime" singer/songwriter turned one song into a million dollar empire. The marketing of Margaritaville has made Jimmy Buffett a well-loved, powerful, and rich, icon. In successfully marketing Margaritaville, Buffett had to persuade people of all ages, races, and economic backgrounds that they *needed* t-shirts, lost shakers of salt, books, and more to enjoy the laid back, "no problem mon," lifestyle so well projected. Why do his fans feel they need to purchase these items? What does owning an inflatable parrot bring to the Parrothead experience?

## OBJECTIVES

The intention of this study is to delve in to the mind of the Parrothead and to get a better understanding of why seemingly “normal” people would proudly proclaim themselves followers of Buffett. What actions do they take to add to the experience, and why do they feel the need?

At the 8<sup>th</sup> Annual “Meeting of the Minds” (MOTM), over 2,400 Parrotheads gathered on Key West for four days of non-stop Buffett revelry (Quigley, 2000, p. 37). When MOTM is over, they return to their homes all over the country and go back to being doctors, school teachers, cooks, etc. If Margaritaville were not creatively and aggressively marketed, would MOTM exist? Would Buffett even be a force to be reckoned with 25 years after he started out?

## LIMITATIONS OF THE STUDY

While this study looks at and discusses a wide range of topics and ideas, there are limits as to what avenues the author was interested in going down and what made sense for the study. This thesis does not look at the history of music or the history of Key West, Florida. It does not delve into the bar and restaurant business nor does it compare or contrast Margaritaville Cafes to fast food or other popular chain restaurants. How Margaritaville Cafes are run (i.e.: Board of Directors), how merchandise is decided upon, how the merchandise is produced, and the design team behind the Buffett enterprise does not come in to play. With that, the relationship between Mr. Buffett and his wife, children, and employees is left outside the scope of this thesis.

## DEFINITION OF TERMS

1. **Coconut Telegraph:** Newsletter to keep in direct contact with Parrotheads. *The Coconut Telegraph* contains news by, and about, Parrotheads, Jimmy Buffett, and a display of Margaritaville merchandise for sale.
2. **CompuServe:** CompuServe Interactive Services provides complete and comprehensive products and access for Internet online users at home, in the workplace, and around the globe.
3. **Coral Reefer Band:** The fourteen musicians that make up Jimmy's band.
4. **Deadhead:** A fan of the Grateful Dead. Many fans have been known to follow the Grateful Dead around from concert to concert during their heyday.
5. **Gulf Coast:** Geographic area in the extreme southern United States along the Gulf of Mexico. Encompasses Florida, Alabama, Louisiana, Mississippi, and Texas.
6. **Key West:** The southernmost city within the continental United States. It is a port of entry, a popular resort with a tropical climate, a shrimping and fishing center, and an artists' colony.
7. **Margaritaville:** It's in the tropics somewhere. Between the Port of Indecision and Southeast of Disorder. Margaritaville is not a place one can find on a map, but rather a state of mind.
8. **Margaritaville.com:** Online Margaritaville site, open all day and every day.
9. **Margaritaville Radio:** An Internet radio station which broadcasts from [www.margaritaville.com](http://www.margaritaville.com). It plays not only Jimmy Buffett's music, but music Jimmy thinks his fans will enjoy hearing.

10. **Meeting of the Minds:** Annual convention for members of all 160 Parrothead Clubs. It is held each year in Key West, Florida.
11. **Parrothead:** The moniker of fans of Jimmy Buffett. Basically a pretty normal group of people with a slight strain of insanity in their makeup.
12. **Zydeco:** American musical form originating among the African-American Creoles of Louisiana. Drawing on elements of traditional Cajun music as well as jazz, country and western, and blues. It is characterized by French lyrics, Creole flavor, and strong dance rhythms. The most important and traditional instrument used in performing zydeco is the piano accordion. Other instruments often included in a zydeco band are the guitar, electric bass, saxophone, drums, and “rubboard” (washboard).
13. **Baby Boomer:** Those born between (and including) 1946 and 1964. (There is no law or constitutional amendment so stating; and other boundaries have been suggested. This is the time frame most commonly used.) In 2002, that would make Boomers between 38 and 56 years old. There are about 76 million Boomers in the U.S.; currently represent about 29% of the U.S. population.
14. **Generation X:** Roughly defined as the more than 79 million people born between 1965 and 1981—often characterized by the media as lazy, laconic, and unfocused, but in the eyes of many, the pejorative label represents propaganda rather than reality. For those outside this generation, the X stands for some unknown variable, implying young adults searching aimlessly for an identity.

## CHAPTER II: Progress and Perspective of the Parrotheads

It is easy to see that Margaritaville has become an institution for all things Parrothead. Even without the momentum of many “hot” singles, Buffett’s support has continued to increase (Uscher, 2001, p. 48). How is this possible?

It is possible due to a little luck and a lot of hard work. In short, creative marketing.

*Webster’s* defines marketing as:

Function: *noun* 1 **a** : the act or process of selling or purchasing in a market

**b** : the process or technique of promoting, selling, and distributing a product

or service 2 : an aggregate of functions involved in moving goods from producer to consumer.

Jimmy, never one for formal definitions, or formal anything, would probably equate his continued popularity to the slender premise that everyone “...wants to go to the beach for a week.” (The New York Times, 2/21/99).

Jimmy learned early that his fans live vicariously through his music. He has the unique ability to share his life experiences through words and melody; along with a natural charm that lends credit to a beach-bum lifestyle. This God given talent is what has helped him sustain his career over a twenty-five year span, along with a hard work ethic.

Anyone who thinks his career was an accident would be far off the mark. Mr. Buffett works long and hard to sell a mythology of dissipated leisure (The New York Times, 2/21/99). He developed a business strategy early: turn island bum lifestyle/image into money making machine (Forbes, 9/21/98). If people cannot get to paradise, Jimmy will bring paradise to the people.



Margaritaville is not a place one can find on a map. It doesn't exist. Except for when one combines the creative imagery of Jimmy's words and music with the active imaginations of Parrotheads. It is a place of the mind, a refuge where worldly concerns disappear, and a place of the mind to escape from everyday hassles. (Journal of Cultural Geography, Spring/Summer 97). Having a bad day at the office? Thrown on a Jimmy Buffett tune. Weather outside frightful? Nothing the sound of steel drums coming from your speakers can't cure. Jimmy offers escapism. He takes listeners to the aqua blue waters of the Caribbean, he helps them imagine pirating a ship on the high seas, or of running barefoot on the sand and living life in tattered shorts.

Many people might perceive these idiotically attired individuals running around an outdoor amphitheater as crazy, or lazy with misguided direction. In fact, that cannot be further from the truth. The majority of Buffett fans are middle class white Americans who perform services as doctors, lawyers, schoolteachers, business executives, and more. Being a Parrothead is a great way to blow off steam after a frustrating workday.

Many Parrotheads belong to Parrothead Clubs. The Clubs are groups of Jimmy Buffett fans in a geographical location who get together on a monthly basis to share their love of all things Buffett. Buffett has managed to obligate his Parrothead groups to charitable commitments. Whether helping the homeless or visiting nursing homes, the Parrotheads must enact some regular good deeds if they wish to receive Jimmy's blessing for their organization. (Eng, 1996, p. 48). As of September 2000, there were 145 recognized clubs in the United States, Canada, and Australia. One hundred and sixty clubs in all when you combine those in other countries.

Jimmy has dedicated himself to saving the manatees. Manatees are an endangered species of peaceful, cow like aquatic animal that inhabit the shallow waters of Florida. Not known for their speed, they have difficulty getting out of the way of the high powered boats that come in

and out of the area and are being poisoned by the gasoline that leaks out into the ocean. Many have met their demise, or have been badly scarred by the blades of boats. In 1992 his informal "Save the Manatee Committee" attracted the Florida Audubon Society, whose tax-exempt status was an immediate enticement and Jimmy became chairman (Eng, 1996, p. 221). He gave manatee lectures, and two of his concerts raised a total of \$35,000 dollars (Eng, 1996, p. 221) for the committee. His fifteen-year commitment (as of 1996) is something of a show business exception (Eng, 1996, p. 224) and just proves that Jimmy seems to run on Energizers...for he keeps going and going and going.

Buffett also realized early on that his fans have a great deal of state pride. He spends a few hours before the shows shooting footage of himself around town. He can be seen biking down Main Street, serving cheeseburgers (what else!) at a local diner, and playing for gumbo on street corners. These clips are also interspersed with clips from the areas local pro sports teams. During the show, the mini-movie is projected on the giant screens and receives, every time, a wild ovation from the crowd. He also has a camera crew walking around the tail gating festivities. They take footage of some of the crazy goings on of his "phlocking". This footage is also displayed on the giant screens during the intermission. A great bit of simple marketing that captivates his audience.

Throughout his amazing twenty-five plus years in the business, Buffett has managed to set the industry on its ear and change conventional marketing. He is the guidebook for which today's newest acts follow. If it wasn't for Jimmy Buffett, would Britney Spears be hawking her wares on a website? Or having Pepsi as a tour sponsor? Jimmy blazed a path for what is now considered standard marketing principals for those in the music business today. One could say, he is growing older and up.

## MARGARITAVILLE CAFÉ SUCCESS

Part of Buffett's appeal has been bringing the illusion of Margaritaville to his fans, and there is no better way than through one of his Cafes. With theme restaurants having a tough time of things since 9/11, Margaritaville continues a slow, but steady course of expansion. Part of the explanation can be attributed to the fact Buffett does not place his cafes in every large city in America but in cities that are popular tourist attractions. Most of us wouldn't rush out to eat at Margaritaville, or any chain restaurant for that matter, in our home town. But when on vacation, people are more likely to stop in a Margaritaville for the fun and novelty of it all. Chances are a Margaritaville won't be popping up in Detroit any time soon.

Tying in with the fact that Margaritaville's are in popular touring destinations is the fact they have a tourist focus to them. Most of the diners won't be returning customers. This takes some of the focus away from the food and puts it on the ambiance of the restaurant and the novelty of the experience. Most people who have eaten in a Margaritaville will tell you the food is not five star quality, but this is not why they eat there. They eat there because it is fun, reminds them of good times at Buffett concerts, or even vacations or other life events tied to the tropical motif. Places like Outback Steakhouses are located in most neighborhoods, and they need to focus on the quality of their food over the look or theme of the restaurant. Good food is going to bring returning customers. Their repeat business is probably higher than that of a Margaritaville.

Another reason for the restaurants success is it has a main focus and connects the diners emotionally to the laid back, tropical way of life portrayed in Buffett's music. The décor reflects an island lifestyle. The food and beverages are named from his songs or popular island lingo. Everything from the shirts the servers are wearing to the look of the bar is all designed to tie in together.

Finally, like everything Buffett, Margaritaville Cafes are privately owned. This enables precise control and single dictation on how things should look, feel, and taste in the café. Establishments like Planet Hollywood were partly financially supported by Hollywood personalities. As the old saying goes “too many cooks in the kitchen spoil the meal” and Planet Hollywood hit a downward spiral when personalities clashed and too many opinions were shared among the owners.

### FUTURE GROWTH

Where does Jimmy plan on taking the Margaritaville franchise in the future? It is hard to say, as Margaritaville, Inc. is a privately held company. Like the man himself, Jimmy keeps most of his dreams inside until he can find a way to make them a reality. It also keeps others from stealing his ideas and beating him to the punch.

Recently, Buffett launched a line of frozen shrimp named Margaritaville Shrimp. The shrimp comes in three flavors and can be purchased at Costco and BJ stores nationwide. Currently, 20 states carry the product and 16 states are slated to do so in the near future.

Expansion and growth of the Cafes seems to be the most noticeable move being made. By December of 2003, a new Margaritaville Cafe will open in Sin City itself, Las Vegas, Nevada. Nevada, one of the fastest growing states in the US, and Las Vegas, still one of the most popular tourist attractions in the country, was a natural choice for the next Margaritaville. Although nothing about Las Vegas says “relax and throw your cares away”, it does possess the one thing that makes a business successful: lots of people with money. Geographically, it has the advantage of being the only Margaritaville in the Western US.

Penn's Landing, in Philadelphia, Pennsylvania is rumored to see a Margaritaville Café. Unlike Las Vegas, there are Cafes on the East Coast, but they are not in close proximity to Philly

or the North East. It will be interesting to see if Jimmy pays homage to the area on the menu, and include things like the famous Philadelphia Cheese Steak. Also on the rumored list is the opening of a Margaritaville in the Mall of America located in Minneapolis, Minnesota. Oddly enough, the Mall of America is a popular tourist destination; attracting more visitors annually than Graceland, Disney World and the Grand Canyon combined ([www.mallofamerica.com](http://www.mallofamerica.com)). It is the largest mall in the United States and has many unique things about it. Between 35-42 million people pass through the mall each year ([www.mallofamerica.com](http://www.mallofamerica.com)).

Another album is on the way. Parrotheads have already had the opportunity to pre-order the new disc tentatively available April 15, 2003. The new 2 disc album will be titled "Meet Me In Margaritaville" and will be Jimmy's 31<sup>st</sup> musical endeavor. This disc features classic standards, live versions, reworked tunes and a few new songs. Thirty-one albums is an amazing achievement for a man who pretty much considers himself a mediocre musician.

September 29, 2003 is the scheduled release date for Jimmy's fourth book. This book, continues the journey of the fictional character Tully Mars from *Where is Joe Merchant?* Tentatively titled *A Salty Piece of Land Stories That Are Mostly True* it should earn itself a slot on the best seller list, especially if Parrotheads have anything to say about it.

Jimmy has a Playstation game out, "Jimmy Buffett's Deep Sea Fishing" and two years ago developed the Margaritaville Longboard Open (a surfing competition for women). In 2003, Jimmy teamed up with Martin guitars to develop and design two signature edition Jimmy Buffett guitars. He is diverse in where he takes his brand, yet always ties it to the vision of Margaritaville. There's no telling where his creativity will take him and where the Margaritaville name might pop up.

### CHAPTER III: Research Methodologies

#### RESEARCH

Researching “The Man From Margaritaville” was a bit of a challenge. Not much has been written about him and his business in either book form or in article form. Author Steve Eng drew the wrath of Mr. Buffett when he set out to write *Jimmy Buffett: The Man From Margaritaville Revealed*. In the Preface of his book, he prints a letter sent to him by Jimmy. In the letter he asks Eng to “...abandon the idea of writing an unauthorized biography” because “I am more than capable of writing my autobiography” (Eng, 1996, p. xiii). Buffett also reveals “...I plan to do an autobiography when I am about eighty-six...” (Eng, 1996, p. xiii). Well, he didn’t quite wait that long.

*A Pirate Looks at Fifty* celebrates, obviously, the author’s fiftieth birthday. In this book, he introduces the reader to the different phases and experiences of his life from birth until age 50. The story is told through his documenting a journey around the Southern Hemisphere he took to celebrate this milestone. It is rich in stories and anecdotes. But, anyone who has a handle of Jimmy Buffett will tell you it is sometimes hard to tell what is really fact and what is fantasy. Like a good writer, a good songwriter has a healthy imagination and way of bringing color to the mundane. This book does not delve into great detail about the business end of his life in regards to the creative and financial means it took to get Margaritaville, Inc. to the place it is today.

Other resources are available about Jimmy Buffett, but they are mostly fun and colorful, offering little detail about Jimmy Buffett the person. They have more of a fan angle. Two that come to mind are *Jimmy Dot Com: The Evolution of a Phan* by Jackson Quigley with Jerry Gontang and *The Jimmy Buffett Scrapbook* by March Humprey with Harris Lewine. *Jimmy Dot*

*Com* was disappointing in that it really did not examine how the Internet has impacted Buffett or the contribution it has made to, possibly, sustaining his career. It is large and colorful, full of many, many pictures of Parrotheads in action. The many Parrothead Clubs are featured with anecdotes. There is a list of submissions/thoughts from fans on a variety of topics, such as "What is a Parrothead". A fun read, but not very informative.

*The Jimmy Buffett Scrapbook* surprisingly, offers more detail than the above mentioned. It gives the reader very basic background information about this son of a son of a sailor while taking time to discuss the colorful history of the South and Key West. The book also brings up his involvement in the "Save the Manatees" foundation and acquaints the reader with seaplanes, a passion of Buffett's. However interesting and fun the book is, it offers very basic information.

A third book, which could have been easily dismissed, yielded some interesting facts. This little, pocket sized book was titled, simply enough, *Jimmy Buffett*. *Jimmy Buffett* included some great facts, stories, and even a discography. It even contained two photos of Jimmy and Jane (his wife) which is very rare since Jane stays out of the limelight.

Coming up short on the book front, the author took to the Internet. Information was more plentiful, but no where near the volume the author was hoping for. Many of the articles were brief, with no article going beyond seven pages. All in all, the author pulled thirteen articles. Yes, there were many more articles than this available on the Internet, but a great deal were concert, album, or book reviews. Thankfully, the author was able to pull some very useful and informative facts from about half of the articles printed out.

The author also sent a letter to Mr. Buffett (Appendix A), explaining the purpose of the thesis and sought information to six questions. Disappointingly, the author received no response regarding the questions or thesis, but did receive an autographed picture.

## DESCRIPTION OF THE SURVEY

The survey (Appendix B) included twelve elements that were measured on the basis of the Likert scale: a survey system utilizing a five-point scale. The rating scale ranged from five to one: five meaning that the individual strongly agrees the element adds to the Parrothead experience, four implies the individual agrees the element adds to the Parrothead experience, three states the individual takes a neutral stand on the statement, two signifies the individual disagrees that the element adds to the Parrothead experience, and one indicates the individual strongly disagrees with the importance of the element.

In addition, optional survey questions (Appendix C) were asked of the participants. Seven out of the eight questions offered boxes with choices for the respondents to choose from and one question offered space to write in answers.

In viewing the 12 main statements designed for this survey, it is important to note each reflects a specific, known element associated with Margaritaville and Jimmy Buffett. The author's intention was to elicit a positive or a negative reaction on how important the 12 elements were to the Parrothead experience.

## SURVEY DELIVERY

The goal was to survey as many Parrotheads as possible, hoping for a return of 25 or 50. This would ensure a quantitative response that would be relevant to this study. Each respondent had to be, and was, a full-fledged Jimmy Buffett fan. The reasoning behind this qualification was in order to attain a qualified pool of individuals, it needed to be those immersed in the Parrothead lifestyle and familiar with the 12 elements listed in the survey. Since the majority of the author's



friends and family were not big fans of Mr. Buffett, the author sought out avenues to reach these fans.

The author first contacted the flagship Margaritaville store in Key West, FL. Once the author got in touch with the store manager, she explained her situation, need, and how the store could help. Graciously, the store offered its services as long as a cover letter was attached explaining the store was not seeking out the information (Appendix D). Fifteen surveys, copied on pink paper, were mailed down to the store, along with a postage paid return envelope for each one. The store would place the surveys by the register and encourage those making purchases to fill out a survey and mail it back. Eleven out of fifteen surveys were returned to the author.

Happy with the result of the initial phone call, the author made the same plea to the Charleston, SC store. This store too agreed to place the surveys out by their register. Twenty-five goldenrod surveys, along with postage paid return envelopes, were dispatched to South Carolina. Fourteen filled out surveys and mailed them back to the author.

Next, the author contacted the store located within the Universal Studios Park in Orland, Florida. This time, the author was not so lucky. Because the store was a part of Universal Studios, the rules about such things were tighter and the author's request was denied.

While the author was happy the Margaritaville stores were willing to help, the author realized not every Parrothead has access to a Margaritaville store. She also wanted to reach a greater number of Parrotheads from locations across the United States and reach a greater number that were serious diehard Parrotheads (and not just tourists who may have wondered into a Margaritaville store). She knew once she found them, they would eagerly fill her in on their thoughts and impressions of Jimmy Buffett. The solution appeared in her e-mail box. The author subscribes to BuffettNews.com, an informative

e-mail newsletter keeping fans up to date on anything and everything Jimmy. This includes newspaper mentions, TV appearances, concert reviews, tour dates and information, and much more. The author sent a plea to BuffettNews.com for them to post her survey questions in their next e-newsletter. The author supplied the questions, along with instructions (copy the questions and paste in an outgoing e-mail, answer the questions, and then send to the authors e-mail address [a free Yahoo account]). Once it hit, responses started immediately. The respondents were excited about the survey and many requested the results and/or thesis to be posted on the site ("I think you should post a link to it on BuffettNews.com when you finish so that we can all read it!!"). The respondents also took the time to answer the write in question in great detail. Many added creative comments and thoughts to their survey, such as how BuffettNews.com should have been added as one of the elements important to Parrotheads ("The BuffettNews.com website is extremely important to Parrotheads. It keeps us informed and up to date on any Buffett news items or happenings and gives us a place to meet online with other Parrotheads to discuss various topics of interest.") Some wished the author luck and wrote "Hope you get an A" or "Good luck with your thesis." Others even asked questions: "When is your thesis due?" "Will you be posting it on BuffettNews.com?" or "Where in NJ are you?" All the extra write-ins really personalized the survey process and helped the author get a feel as to what kind of person was filling out the survey. It took away any "clinical" feel surveys can have and warmed things up.

In the initial posting of the survey, the author received her first response in about ½ hour. That first day resulted in about a dozen surveys being returned to the author. Over a four week period the author received approximately fifty responses from subscribers to BuffettNews.com. The trill of finding her audience had this Parrothead excited and smiling!

The author intends to go back to BuffettNews.com and send a big thank-you to everyone who took the time to return a survey. In addition, when the thesis is posted on the Seton Hall University library section of the website, she will attach a link and encourage those interested to check it out.

Sitting on a pile of 75 responses, the author pared the results down to a more manageable 50. The first 50 respondents, whether via mail, e-mail, or other method were included in the survey results. The others were read, noted, and put aside.

### PURPOSE OF THE STUDY

The intent in developing this survey was to assess how fans perceive various elements associated with Jimmy Buffett and at evaluating their perception of how important they find the elements. Is it really important to take a pilgrimage to Key West or to belong to an organized Parrothead Club? The author seeks to answer these questions.

The survey also sought personal information about respondents spending habits, concert attendance, etc. Do they own all of his albums? Do they make a purchase at every concert? And how many concerts have they been too?

All in all, it will paint a clear picture of how creative marketing has made different elements and items a necessary (and possibly important) part of Parrothead life.

## **CHAPTER IV: Results and Revelations of Research**

### **A SURVEY SEEKING PUBLIC OPINION ON HOW IMPORTANT ELEMENTS OF MARGARITAVILLE ARE TO THE PARROTHEAD EXPERIENCE**

#### **ANALYZING THE RESULTS OF THE SURVEY**

In one month the author obtained 75 individuals who were able to respond to the survey. The first 50 replies received by the author were selected for inclusion in the survey. This was done to make formulation of survey results simpler. The individuals responded in a variety of ways: via e-mail, in person (1 survey), via fax machine (1 survey), and by answering and mailing back the survey. Each of the respondents answered all 12 of the main statements included in the survey. All of the respondents answered the option survey questions, although not every respondent answered every single question each time. The majority, however, did answer each of the eight optional survey questions.

After collecting each survey, the author tallied the responses for each of the statements based on the Likert five-point scale. The author measured the results by calculating the percentage of responses in relation to how each individual answered each of the statements through the use of the five-point scale (see Appendix E).

#### **Element #1: [www.margaritaville.com](http://www.margaritaville.com) is important to the Parrothead experience.**

For this statement, sixteen respondents or 32 percent strongly agreed (Answer 5) that [www.margaritaville.com](http://www.margaritaville.com) is important to the Parrothead experience. Seventeen respondents (34 percent) agreed (Answer 4) with element one and twelve respondents (24 percent) took a neutral

position (Answer 3). There were four respondents (8 percent) who disagreed (Answer 2) with this statement and one respondent or 2 percent who strongly disagreed (Answer 1).

Since the majority (66 percent) of the subjects responded with either profound agreement (Answer 5) or agreement (Answer 4) the author concluded there was a strong belief among Parrotheads that Jimmy Buffett's website, [www.margaritaville.com](http://www.margaritaville.com), adds a lot to the Parrothead lifestyle.

| Ranking  | 5  | 4  | 3  | 2 | 1 | N/A |
|--|----|----|----|---|---|-----|
| <a href="http://www.margaritaville.com">www.margaritaville.com</a> | 16 | 17 | 12 | 4 | 1 |     |

Element #2: Margaritaville stores are important to the Parrothead experience.

In evaluating this statement, twenty-two respondents (44 percent) replied they strongly agree (Answer 5) that Margaritaville stores add to the overall Parrothead experience. Nine respondents (18 percent) agreed (Answer 4) and thirteen respondents (26 percent) were neutral (Answer 3). A total of five respondents (10 percent) disagreed (Answer 2) while 2 percent (one respondent) strongly disagreed.

In evaluating this statement, the majority of the respondents (62 percent) exhibited either profound agreement (Answer 5) or agreement (Answer 4) when asked if Margaritaville stores add to the overall importance of life as a Parrothead. Based on the answers, the author can say for certain that Margaritaville stores are important to Parrotheads and act as an avenue for expressing their infatuation for Jimmy Buffett and his music.

| Ranking               | 5  | 4 | 3  | 2 | 1 | N/A |
|-----------------------|----|---|----|---|---|-----|
| Margaritaville stores | 22 | 9 | 13 | 5 | 1 |     |

**Statement #3: Margaritaville Cafes are important to the overall Parrothead experience.**

The breakdown of responses for this statement went as follows: Twenty-one respondents (42 percent) strongly agreed (Answer 5) and seven respondents (14 percent) agreed (Answer 4) with the belief that Margaritaville Cafes add to the Parrothead experience. Eleven respondents (22 percent) preferred to remain neutral (Answer 3) on the topic, while 14 percent (seven respondents) disagreed (Answer 2) and 8 percent (four respondents) strongly disagreed (Answer 1).

When asked if Margaritaville Cafes have importance to the overall Parrothead experience, the majority of the respondents (56 percent) either strongly agreed (Answer 5) or agreed (Answer 4) about its importance. It is easy to determine most Parrotheads enjoy Margaritaville Cafes and feel time spent in them is important to immersing ones self in the Parrothead lifestyle.

| <b>Ranking</b>              | <b>5</b>  | <b>4</b> | <b>3</b>  | <b>2</b> | <b>1</b> | <b>N/A</b> |
|-----------------------------|-----------|----------|-----------|----------|----------|------------|
| <b>Margaritaville cafes</b> | <b>21</b> | <b>7</b> | <b>11</b> | <b>7</b> | <b>4</b> |            |

**Statement #4: Using Margaritaville tequila is important to the Parrothead experience.**

In assessing statement four, one finds that four, or 8 percent, of the respondents replied they strongly agree (Answer 5) that using Margaritaville tequila is important in adding to the overall affect of being a Parrothead. Five respondents (10 percent) agreed (Answer 4), twelve respondents (24 percent) remained neutral (Answer 3) while a large percent (32 percent, sixteen respondents) disagreed (Answer 2) with the statement. A surprising number of respondents, thirteen in all (26 percent), strongly disagreed (Answer 1) with the premise.

Overall, twenty-nine respondents (58%) either showed profound disagreement (Answer 1) or disagreement (Answer 2) with the idea that using Margaritaville tequila adds to the

Parrothead experience. Only four respondents (8 percent) felt Margaritaville tequila was very high in importance (Answer 5). Based on this surprising result, it is easy to determine Parrotheads do not feel the need to purchase Jimmy Buffett's brand of tequila to remain in the Parrothead frame of mind. Many added their own comments (negative) about the quality of the product.

| Ranking                | 5 | 4 | 3  | 2  | 1  | N/A |
|------------------------|---|---|----|----|----|-----|
| Margaritaville tequila | 4 | 5 | 12 | 16 | 13 |     |

Statement #5: Coconut Telegraph newsletter is an important contribution to living as a Parrothead.

The results from statement five were as follows: Sixteen respondents (32 percent) strongly agreed (Answer 5), seventeen respondents (34 percent) agreed (Answer 4), eleven respondents (22 percent) were neutral (Answer 3), four respondents (8 percent) disagreed (Answer 2), and two respondents (4 percent) strongly disagreed (Answer 1) when asked if *The Coconut Telegraph* newsletter added to the overall Parrothead experience.

Overall, the majority of the respondents (66 percent) exhibited profound agreement (Answer 5) or agreement (Answer 4) when asked if *The Coconut Telegraph* newsletter is an important piece of the Parrothead pie. It can therefore be insinuated, from the opinions and beliefs of these 50 respondents, that *The Coconut Telegraph* newsletter is an important element to the Parrothead experience. However, the advent of the Internet has taken some of *The Coconut Telegraph's* importance away since the Internet is updated regularly and can be accessed 24/7.

| Ranking                      | 5  | 4  | 3  | 2 | 1 | N/A |
|------------------------------|----|----|----|---|---|-----|
| coconut telegraph newsletter | 16 | 17 | 11 | 4 | 2 |     |

Statement #6: Jimmy Buffett's books are important to the overall experience of being a Parrothead.

Upon examining statement six, the results were as follows: twenty-three respondents (46 percent) strongly agreed (Answer 5) that "reading Jimmy Buffett's books is a necessary venture into the Parrothead world". Seventeen (34 percent) agreed (Answer 4) with the statement and eight respondents (16 percent) identified a neutral position (Answer 3). Two respondents (4 percentage) disagreed (Answer 4) with the statement. None of the respondents (0 percent) strongly disagreed (Answer 1).

For the first time, a vast majority of the respondents (80 percent) were either in strong agreement (Answer 5) or agreement (Answer 4) when asked if reading the works of Jimmy Buffett adds to the Parrothead experience. The opinions and beliefs of the fans suggest they enjoy the stories in the books, and use it as a supplement to the Parrothead experience. It is almost as if the book continues the journey in the quest for Margaritaville any time the fans want (not just in the summer during a concert).

| Ranking             | 5  | 4  | 3 | 2 | 1 | N/A |
|---------------------|----|----|---|---|---|-----|
| jimmy buffett books | 23 | 17 | 8 | 2 | 0 |     |

Statement #7: Jimmy Buffett's music is an essential element in being a Parrothead.

In reviewing the results for statement seven, forty-eight respondents (96 percent) strongly agreed (Answer 5) that "Jimmy Buffett's music is important to the Parrothead experience." One respondent (2 percent) agreed (Answer 4) with the statement and one respondent (2 percent) had a neutral position (Answer 3). None of the respondents (0 percent) did not agree (Answer 2) and none of the respondents (0 percent) strongly did not agree (Answer 1).



As expected, almost all of the respondents (98 percent) felt that listening to Jimmy Buffett's music was extremely important to the overall Parrothead experience. Under these circumstances it can be inferred, from the opinions and beliefs of these respondents, that Jimmy Buffett's music is what makes or breaks those who consider themselves Parrotheads. If you don't get the music, you won't be a fan. The author was very surprised to find a neutral respondent, for the music is what started the journey.

| Ranking             | 5  | 4 | 3 | 2 | 1 | N/A |
|---------------------|----|---|---|---|---|-----|
| jimmy buffett music | 48 | 1 | 1 | 0 | 0 |     |

Statement #8: Attending a Jimmy Buffett concert is important to the Parrothead experience.

Responses for statement eight were as follows: Forty-eight respondents (96 percent) strongly agreed (Answer 5) "attending a Jimmy Buffett concert is important to the Parrothead experience". Two respondents (4 percent) agreed (Answer 4) with the statement, where as none of the respondents (0 percent) chose a neutral position (Answer 3). None of the respondents (0 percent) disagreed (Answer 2) and none of the respondents (0 percent) strongly disagreed (Answer 1).

This is the only question where all the respondents (100 percent) either strongly agreed (Answer 5) or agreed (Answer 4) that in order to experience the overall Parrothead experience, one had to attend a Jimmy Buffett concert. In light of these figures, the author concludes that if one does not attend a Jimmy Buffett concert one cannot really use the moniker Parrothead.

| Ranking                | 5  | 4 | 3 | 2 | 1 | N/A |
|------------------------|----|---|---|---|---|-----|
| jimmy buffett concerts | 48 | 2 | 0 | 0 | 0 |     |

Statement #9: Listening online to Radio Margaritaville cannot be forgotten in the Parrothead experience.

In assessing statement nine, sixteen respondents (32 percent) strongly agreed (Answer 5) with sixteen respondents (32 percent) agreeing (Answer 4) that logging onto Radio Margaritaville is necessary to the Parrothead experience. Twelve respondents (Answer 3) drew neutral respondents (24 percent). Three respondents (6 percent) disagreed (Answer 2) with statement nine and three respondents (6 percent) strongly disagreed (Answer 1).

Overall, the majority of the respondents (64 percent) were either in strong agreement (Answer 5) or agreement (Answer 4) with the statement asked. A few, 12 percent, did not see the relevance of Radio Margaritaville to the Parrothead experience. Thusly, it can be concluded that Radio Margaritaville is enjoyable and has its place among Parrotheads, but is not necessary to being a Parrothead.

| Ranking              | 5  | 4  | 3  | 2 | 1 | N/A |
|----------------------|----|----|----|---|---|-----|
| radio Margaritaville | 16 | 16 | 12 | 3 | 3 |     |

Statement #10: Belonging to a Parrothead Club is an important element in the Parrothead experience.

The results for statement ten were as follows: Sixteen respondents (32 percent) highly agreed (Answer 5), thirteen respondents (26 percent) agreed (Answer 4), while nine respondents (18 percent) preferred to remain neutral (Answer 3) when queried about the important of belonging to an organized Parrothead Club. Disagreement was found in ten respondents (20 percent) and a strong disagreement (4 percent) was found in two respondents.

It can be seen by the numbers that respondents either strongly agreed (Answer 5) or agreed (Answer 4) with the statement the most (58 percent). Conclusions can be drawn, from the

opinions and beliefs of the 50 respondents that belonging to a Parrothead Club is highly relevant in the world of Parrotheads. These numbers were higher than the author expected and quite surprising. It is possible, by not belonging to a Parrothead Club; the author is missing out on a very important part of the Parrothead lifestyle.

| Ranking                        | 5  | 4  | 3 | 2  | 1 | N/A |
|--------------------------------|----|----|---|----|---|-----|
| belonging to a parrothead club | 16 | 13 | 9 | 10 | 2 |     |

Statement #11: Attending the annual Meeting of the Minds (MOTM) in Key West is another important element in the overall Parrothead experience.

For this statement, eleven respondents or 22 percent, strongly agreed (Answer 5) that attending the MOTM is needed to experience life as a Parrothead. Twelve respondents (24 percent) agreed (Answer 4) while eight respondents (16 percent) took a neutral voice (Answer 3). There were seven respondents (14 percent) who disagreed and ten respondents (20 percent) who strongly disagreed. Two respondents (4 percent) wrote in that the question was not applicable to them.

Slightly less than the majority (46 percent) of the subjects responded with either profound agreement (Answer 5) or agreement (Answer 4) that attending the annual MOTM in Key West is another important element in the overall Parrothead experience. Almost as many (34 percent) felt the exact opposite. It can be concluded attending a MOTM is really based on personal desire and probably other logistics such as time and money. Overall, the results for attending a MOTM were middle of the road.

| Ranking                        | 5  | 4  | 3 | 2 | 1  | N/A |
|--------------------------------|----|----|---|---|----|-----|
| attending meeting of the minds | 11 | 12 | 8 | 7 | 10 | 2   |

Statement #12: It is important to the Parrothead experience to visit Key West.

In evaluating this statement, nineteen respondents (38 percent) replied they believe visiting Key West is an important element in the Parrothead experience. Fifteen respondents (30 percent) agreed (Answer 4) and eight respondents (16 percent) were neutral (Answer 3). A total of five respondents (10 percent) disagreed (Answer 2) with this statement, and three respondents (6 percent) strongly disagreed (Answer 1).

In evaluating this statement, visiting Key West was an important aspect for the majority of Parrotheads (68 percent). They responded by strongly agreeing (Answer 5) or agreeing (Answer 4).

| <b>Ranking</b>    | <b>5</b> | <b>4</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>N/A</b> |
|-------------------|----------|----------|----------|----------|----------|------------|
| Visiting key west | 19       | 15       | 8        | 5        | 3        |            |

## CONCULSION

Buffett fans pride themselves on being Parrotheads and were more than willing to share their experiences and thoughts on all things Buffett. Some even made additional suggestions as to items that should have appeared on the list of important elements.

There were two elements in particular that brought profound agreement from the respondents. They were elements #7 (Jimmy Buffett's music) and #8 (Jimmy Buffett's concerts). Over 98 percent of the survey respondents either strongly agreed or agreed listening to Jimmy's music was a very important element to the Parrothead experience. After all, if one were not familiar with the prose of Mr. Buffett, how would they have become fans? Parrotheads developed out of the music, and the music is the root of the experience. All 50 survey

respondents strongly agreed or agreed attending the carnival like atmosphere surrounding a Buffett concert has a stronghold on the Parrothead experience. This is a great place to let yourself go, show the world your Parrotheadness, and leave the cares and stress of the real world behind for a couple of hours. It's almost like the mother ship has called you home for a few hours during a summer evening.

Overall, Parrotheads seem to feel anything having to do with Jimmy Buffett or Margaritaville is important to the Parrothead experience and worth their time, attention, and money. The only item that misses the mark is the Margaritaville Tequila. While it misses the mark, most wrote in on how the quality was not up to the high standards they expected from Mr. Buffett, yet, they had to purchase and taste it in order to know this. Basically, they first purchased Margaritaville Tequila for the simple fact that it was Margaritaville.

#### OPTIONAL SURVEY QUESTIONS SEEKING BACKGROUND INFORMATION ON PARROTHEADS

The Optional Survey Questions (see Appendix F) included eight questions designed to garner background information on the people who call themselves Parrotheads. Seven out of the eight questions were multiple choice, with one (Question #7) being a write in. In viewing the eight questions designed for this survey, each had a specific goal in ferreting out important aspects such as "How long have you been a Jimmy Buffett fan?" to "How many Jimmy Buffett concerts have you attended" to "Have you ever made a purchase from [www.margaritaville.com](http://www.margaritaville.com)?"

## SAMPLE

The goal was the same as the stated previously. Through the author's experience, true fans of Jimmy Buffett spend a lot of time, money, and energy on the Parrothead lifestyle. How much, was the true question. Even more interesting would be the answer to the question "Why do you purchase Jimmy Buffett/Parrothead related items?" The answers were as diverse and interesting as the survey respondents themselves.

## PURPOSE OF THE STUDY

The author's intention was to elicit information that would paint a better picture of Jimmy Buffett's fans and delve into who these fans were as people.

## ANALYZING THE RESULTS OF THE SURVEY

The same sample of fifty respondents used for the main survey questions provides the information stated below. Most respondents answered all eight questions. However, a few did not. Of those who did not answer all eight questions, they did not skip the same question. After collecting each survey, the author tallied the responses based on the questions choices for answering. No specific point scale was used. The results were measured by calculating the percentage of responses in relation to the number of choices offered for that question.

### Question #1: Approximately how long have you been a Jimmy Buffett fan?

For this question, no respondents (0 percent) have been fans less than one year. Eleven respondents (22 percent) have been fans for 2-5 years while eleven respondents (22 percent)

have been fans for 6-10 years. Fans in the range of 11-15 years measured 14 percent (seven respondents). An astonishing twenty-one respondents (42 percent) have been faithful fans of Jimmy Buffett over sixteen years.

Since the majority (78 percent) of the subjects have been fans of Jimmy Buffett's for over five years, one can conclude there is a strong bond built between Mr. Buffett and his fans. Once they become part of the Parrothead world, they do not seem to let go. Jimmy Buffett, it would seem, has one of the most loyal fan bases of any musical act currently producing music today.

|         |   |             |    |         |    |          |   |           |    |         |
|---------|---|-------------|----|---------|----|----------|---|-----------|----|---------|
| Yrs Fan | 0 | less than 1 | 11 | 2-5 yrs | 11 | 6-10 yrs | 7 | 11-15 yrs | 21 | 16+ yrs |
|---------|---|-------------|----|---------|----|----------|---|-----------|----|---------|

#### Question #2: How many Jimmy Buffett concerts have you attended?

In answering this question, one respondent (2 percent) replied they have never attended a Jimmy Buffett concert. Fifteen respondents (30 percent) have attended 1-5 shows, while nine respondents (18 percent) bought tickets to 6-10 shows. Witnessing Jimmy perform 11-15 times were nine respondents (18 percent) with sixteen respondents (32 percent) attending over sixteen shows.

In evaluating this question, it is easy to see the majority of respondents (68 percent) have gladly spent their hard earned money to witness Jimmy Buffett and The Coral Reefer Band play onstage. It is easy to make the correlation that true fans equate a Jimmy Buffett concert with being a true fan. It is also easy to see many do not mind making the pilgrimage to see their "God" play for a few hours during a summer evening. The author has attended 6-10 shows herself, which by survey standards, seems to be a bit low!

|          |   |      |    |           |   |            |   |             |    |           |
|----------|---|------|----|-----------|---|------------|---|-------------|----|-----------|
| #        | 1 | none | 15 | 1-5 shows | 9 | 6-10 shows | 9 | 11-15 shows | 16 | 16+ shows |
| Concerts |   |      |    |           |   |            |   |             |    |           |

### Question #3: Do you purchase souvenirs at the concerts?

The breakdown of responses for this question went as follows: Thirteen respondents (26 percent) make a purchase every time they see a show. Ten respondents (20 percent) spend money on souvenirs most times, followed by twelve respondents (24 percent) who do some sometimes. Rarely reaching for their wallets were nine respondents (18 percent), followed by six respondents (12 percent) who never part with money at the souvenir stand.

The majority of respondents (70 percent) seem to happily separate with some hard-earned money to take a token home with them. It is easy to see purchasing a souvenir is a great memory of a fun night, and a great way to show off one's Parrothead dedication. The author has diligently made a purchase at each performance as "a great memento of a great evening with an old friend".

|           |         |          |          |          |         |
|-----------|---------|----------|----------|----------|---------|
|           | every   | most     | some     |          |         |
| Souvenirs | 13 time | 10 times | 12 times | 9 rarely | 6 never |

### Question #4: How many Jimmy Buffett albums (tapes, CDs, records) do you own?

In assessing question four, one finds that three, or 6 percent, of respondents do not own a Jimmy Buffett album. Five respondents (10 percent) own 1-5 albums, with seven respondents (14 percent) owning 6-10 albums, followed by six respondents (12 percent) owning 11-15 albums. Not to be outdone, twenty-nine respondents (58 percent) own over 16 Buffett albums (many of them it seems, bootleg).

Overall, 26 percent of Parrotheads own a large number (6-15) of Jimmy Buffett recorded material. Astonishing was the number of fans owning more than 16 albums (58 percent), and willing to go through various means to hear their "masters" voice. It can be insinuated, through the questions answered by the 50 respondents, that owning Jimmy Buffett albums is a priority, and a personal quest, for 84 percent of Parrotheads.



|        |   |      |   |         |               |                |               |
|--------|---|------|---|---------|---------------|----------------|---------------|
| #      |   |      |   |         |               |                |               |
| Albums | 3 | none | 5 | 1-5 CDs | 6-10<br>7 CDs | 11-15<br>6 CDs | 16+<br>29 CDs |

Question #5: Have you made a purchase from [www.margaritaville.com](http://www.margaritaville.com)?

The results from question five were as follows: seven respondents (14 percent) make purchases from his website all the time. Twenty-two respondents (44 percent) occasionally log on to make a purchase and two respondents (4 percent) only buy something at the holidays. Those claiming to never make a purchase from [www.margaritaville.com](http://www.margaritaville.com) were nineteen respondents (38 percent).

The majority of Parrotheads (twenty-nine respondents, or 58 percent) have spent time online making purchases. This statement in particular shows fans seem to enjoy the online shopping experience offered by Jimmy Buffett. What is surprising is that almost half as many fans have never made a purchase from the website. Those with a store in town (Key West, Orlando, New Orleans, and Charleston) stated they do not need to go online to make a purchase. It is easier for them to go to the store and make a purchase.

|         |   |         |    |              |   |          |    |       |
|---------|---|---------|----|--------------|---|----------|----|-------|
|         |   | all the |    |              |   |          |    |       |
| Website | 7 | time    | 22 | occasionally | 2 | holidays | 19 | never |

Question #6: Do you own, or have you read, any of Jimmy Buffett's books?

Upon examining statement six, the results were as follows: thirty-nine respondents (58 percent) own "Pirate Looks at Fifty". Thirty-three respondents (66 percent) own "Tales From Margaritaville" and thirty-three respondents (66 percent) own "Where is Joe Merchant?"

Of those that own the books, thirty-one respondents (62 percent) have read "A Pirate Looks At Fifty". Thirty-two respondents (64 percent) have read "Tales From Margaritaville" and thirty-two respondents (64 percent) have read "Where is Joe Merchant?" Five respondents (10 percent) do not own and have not ready any of the books

A lack of owning a Buffett book does not mean his fans aren't reading them. People can check them out from their local library or borrow them from friends. Since the majority of the subjects responded to owning and reading Jimmy Buffett books, one can conclude there is a strong relationship between his music and his writing. Many agree music has the power to transport the listener to other places; the written word has the same power. Fans of Jimmy Buffett seem to agree his talent for writing extends beyond albums and they gladly indulge.

|       |     |        |     |       |     |     |      |        |      |       |      |     |           |
|-------|-----|--------|-----|-------|-----|-----|------|--------|------|-------|------|-----|-----------|
|       | own |        | own |       | Own |     | Read |        | read |       | read |     |           |
| Books | 39  | Pirate | 33  | Tales | 33  | Joe | 31   | Pirate | 32   | Tales | 32   | Joe | 5    None |

Question #7: Why do you purchase Jimmy Buffett/Parrothead related items?

The answers to this question were varied and many. Some proved very touching, while others proved somewhat kooky, with the majority being what the author expected. Below is a sampling of answers provided to the author:

- To escape from the world I have to live in to the world I want to live in.
- I am very proud of the fact that I am a Parrothead. I buy Buffett related items to show the world that I love Jimmy Buffett. I decorate my house with a tropical motif and I have Parrothead stickers and emblems on my car.
- I mostly purchase items because I think they're cool things to have around.
- To advertise my love of Jimmy Buffett and to meet fellow Parrotheads.
- I think they are very decorative, they have an uplifting style to them.
- They make me smile! I've gone through divorce, depression, downsizing, and being widowed and a few misc. traumas that pale in comparison. Lots of reasons to be bummed out, but Jimmy has helped me pull through and I can still manage to smile. He's my favorite cheerleader.
- I enjoy the lifestyle portrayed.

- Jimmy Buffett items are important to me because I like to collect them to remind me of all the great times Jimmy has provided for me.
- I believe in supporting the charities that Jimmy and Margaritaville support.
- It makes me happy! It makes me think of warm weather and relaxed, enjoyable times on a beach, or some other enjoyable outdoor spot.
- To savor the ambiance of Jimmy's life, his stories, dream of being as laid back and as lucky, and rich doing fun stuff others only dream of.
- Enables you to dive in, or feel, the mood of Buffettism.
- Allows me to take myself to another place in the hustle bustle of everyday life.
- Want to be part of the magic and lifestyle his music is about.

#### Question #8: What is your age?

Responses for question eight were as follows: None of the respondents (0 percent) were under the age 15. Five respondents (10 percent) fell between the ages of 16-25, followed by thirteen respondents (26 percent) in the 26-35 range, then twelve respondents (24 percent) in the 36-45 year range. Being a Buffett fan is not relegated to the young. Fourteen respondents (28 percent) were between the ages of 46-55. None of the respondents were over age 55.

The majority of respondents seem to be in the Generation X age bracket (22-38), followed closely (28 percent) by the Baby Boomer generation (39-57). It is easy to see Jimmy's fans do not slow down with age, nor does age factor in to the enjoyment and experience of being a Parrothead. Although the numbers do not show it, Jimmy does have a fan base beyond the age of 55. Often, grandparents attend concerts with their grandchildren. These numbers once again prove that Jimmy's fans seem to be a loyal bunch.

|     |   |     |   |     |    |     |    |     |    |     |   |     |   |     |
|-----|---|-----|---|-----|----|-----|----|-----|----|-----|---|-----|---|-----|
|     |   | und |   | 16- |    | 26- |    | 36- |    | 46- |   | 56- |   | 66+ |
|     |   | er  |   | 25  |    | 35  |    | 45  |    | 55  |   | 65  |   |     |
| Age | 0 | 15  | 5 | yrs | 13 | yrs | 12 | yrs | 14 | yrs | 0 | yrs | 0 | yrs |

## CONCLUSION

The Optional Survey Questions were well received. All of the survey respondents chose to answer the questions in some part, and were more than happy to provide personal information. Once again, Parrotheads are happy to share their love of Jimmy and the reasons behind it to any one who asks. This survey proves all you have to do is ask.

It is astounding, when you roughly factor the numbers, what an average fan has spent on their Parrothead lifestyle. Figure a CD goes for \$16.99 on sale and the majority of respondents owned 16 or more albums,  $16 \times \$16.99$  equals \$271.84. Concert tickets run, on average, around \$35 for lawn seats. Figure the average fan has seen 10 shows, which adds up to \$350. Want to buy a t-shirt at each show? That's another \$20 per shirt, or \$200 for 10 shows. Add these three categories together, and the total is slightly under \$1,000.00 (\$821.84) for the privilege to listen and to view Mr. Buffett. The number goes up considerably when you factor in all other things Buffett. No wonder he always says "Be careful. I am spending your money foolishly."

There was one answer to question #7 that was particularly touching. It was the gentleman who wrote about his personal challenges and gave credit to Jimmy Buffett and his music for getting him through hard times. Based on some of the other comments, it seems many use Jimmy's music in an almost psychological way. When they are having a bad day, they turn to Buffett, put a CD on, and ask him to work his magic through song. The upbeat tempo and silly, feel good lyrics helps many respondents to snap out of whatever funk they were in. Music truly does reach one and has healing abilities. Music can be a stress reliever. Music can make you smile. Music can (temporarily at least) help you forget your problems. Having the gift to make one forget their cares, or put a smile on someone's face is incredible...just like Parrotheads.

## **CHAPTER V: Summary and Conclusions**

### **SUMMARY**

At the start of her research study, the author sought to explore the marketing of Margaritaville and how important certain elements of Margaritaville are to the fans of Jimmy Buffett. Through a comprehensive review of relevant literature related to Jimmy Buffett, and the creation and implementation of a survey, the author learned several insights into how fans feel about various elements offered to them and a greater understanding of how they embrace being a Parrothead, as well as the community Parrotheads have built.

The mastermind behind Margaritaville, Jimmy Buffett, has worked hard to set himself apart from the thousands of other musical acts out there. His fans work just as hard to set themselves apart from the millions of other fans attending concerts, buying albums, and wearing t-shirts. Jimmy closely listens to his fans and works to provide them with what they desire. He is constantly updating, changing, and developing ideas and products. As such, Parrotheads have a wide array of options available to experience the Parrothead phenomenon and to remain on the pulse of all things Margaritaville.

As suspected, the author was able to prove Parrotheads don't mind spending the time and money to be involved in this lifestyle. Most fans have been witness to a dozen or more concerts, and not always ones in their own backyard. Sometimes, seeing Jimmy involves travel. The author herself has driven from New Jersey to join the Parrothead madness in New York, Maryland, and Virginia.

As much as they will spend the time traveling to and from concerts, most Parrotheads are very giving of their time for charitable causes. As it has been stated, in order for an organization

to be an official Parrothead Club, they must perform civic functions. Parrothead Clubs are one of the few musical based clubs requiring members to donate their time to help those less fortunate. The author would like to see more acknowledgement of this on the Margaritaville website. The organizations the clubs support can be listed on the site, and clubs that have really gone above and beyond should be singled out for their effort.

For the author, one of the most enjoyable aspects of the research was finding out why Parrotheads are the way they are and why they love Jimmy Buffett and his music so much. The survey respondents really opened themselves up and expressed their thoughts on the subject as best they could. Some were very humorous and some were quite touching. One always hears the phrase "music can be powerful" kicked around. When it comes to Jimmy Buffett, the power of his music is readily evident in his fans.

In the end, the author was able to determine ten, hard and fast attributes to Parrotheads:

1. Parrotheads are loyal fans. They are true to Jimmy; defend the man and his music.  
They also think nothing of driving hundreds of miles to enjoy the revelry of a summer concert.
2. Parrotheads work to adapt the lifestyle portrayed in the music. They decorate themselves, their homes, and their cars to reflect their loyalty to the Parrothead lifestyle.
3. Parrotheads are not a stereotypical group of people. They blur age, race, and gender lines. They are everyone. KISS fans and Dave Mathews Band fans would never show up at each others concerts, yet they will all get together to enjoy the music of Jimmy Buffett.

4. Being a Parrothead is, for many, a family affair. A love passed down through generations or across family lines: Mother to son, cousin to cousin, sister to brother.
5. Parrotheads use the music of Buffett to slow down the pace of life: to unwind, relax and regroup. The lyrics and rhythm of Buffett music has the power to transport, even if temporarily.
6. Parrotheads are committed to helping others. Anyone in a Parrothead Club knows it is part of the bylaws to perform charitable services. Many, however, do so because they want to spread the magic with others and help others lead a better life.
7. Parrotheads realize what many fans of other music groups do not: concerts are not shows, they are rituals.
8. Parrotheads view the arrival of summer as an annual event worth celebrating. A Jimmy Buffett concert is a true summer staple in their lives.
9. Parrotheads are always on the alert for the next and newest thing Buffett/Margaritaville. This keeps things funky, fresh, and interesting.
10. Parrotheads believe in all things Margaritaville. They believe purchasing Buffett/Margaritaville related items really does impact the quality of life they lead as a Parrothead.

Jimmy Buffett has worked very hard to maintain the illusion of a beach bum musician, when the reality is he worked very hard to earn that moniker. A lot of creative public relations and marketing was put in to place for the illusion to be successful. Part of reason he is still in business is that he has stayed up to date on the times in which we live and the rapid changes in technology; and continues to do so. The CEO of Margaritaville is always on the look out for unique ways to grow the Margaritaville empire and reach his loyal "phan" base. Is the future of

Margaritaville Travel far behind? What about flying on Margaritaville Airlines or cruising the Caribbean on Margaritaville Cruise Lines? Margaritaville fishing poles tying in with the launch of Jimmy Buffett's Deep Sea Fishing Tournament (after all, the Margaritaville Long Board Contest for surfers is already in full swing)? As the song lyric goes "only time will tell".



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## APPENDIX

## APPENDIX A

October 31, 2002

Jimmy Buffett c/o  
Margaritaville Inc  
424-A Fleming Street  
Key West, FL 33040

Dear Mr. Buffett:

I am a huge fan of yours. So much so, I decided to do my Master's Thesis on the marketing of Margaritaville. I never thought I'd be so excited to write a 100+ page paper! In May of 2003, I hope to present my thesis and graduate from Seton Hall University, in South Orange, NJ.

My research topic is "What are the significant elements and innovations of the total marketing strategy of Margaritaville that affect the Parrothead experience?" The basic focus is how you have creatively sold the illusion of Margaritaville and yet pioneered the way fans are able to enjoy the experience (i.e.: through the live broadcast of your concerts, selling Margaritaville Tequila, etc.). I guess one could say you've turned a song into an empire.

Part of the requirement of a thesis is a survey. Your stores have graciously agreed to put 15-20 of my surveys (attached) in your stores for fans to take, fill out, and mail back to me. I appreciate their help. I have also sent copies of the survey to different fan newsletters.

I do have some questions for you that I cannot find the answers to in the reading I have done. I am hoping you, or someone in your organization, can help me with.

- 1) I've read that the idea for a Margaritaville store came from a small t-shirt stand you started. Is this true?
- 2) At the time, what was your vision for the Margaritaville stores? Has it surpassed even what you expected? What are the dreams for the store in the future?
- 3) You really were a pioneer in what the Internet can do for fans. What was your initial reaction when approached to offer your concerts live via online?
- 4) Since you do not get airplay on standard radio stations, how difficult has it been to reach your audience? Do you feel this has hurt you? Or do you feel you have creatively worked around it and came out on top? If so, how?
- 5) Some people feel Margaritaville is too commercial now. How would you respond to that?
- 6) Aside from the Internet and the stores/cafes, what other ideas are in development? How do you plan to branch out even more? Or, what other marketing strategies would you like to see implemented?

-2-

To discuss the questions I have, or any you may have, I can be reached in writing at:

Jodi Henkel  
3 Redstone Drive  
Parsippany, NJ 07054

via e-mail at

[nifinz@yahoo.com](mailto:nifinz@yahoo.com)

via daytime phone at

1-800-335-8220

or via evening phone at

973-331-9366

I believe thesis presentations are going to take place on April 24, 2003 at the University. I would be honored if you could attend. If not, I will be more than happy to send a final copy of my thesis when it is complete.

Thank you in advance for any assistance you can provide. And keep up the good work. I love the happiness you provide me, and other fans.

Most sincerely,

Jodi E. Henkel

## APPENDIX B



### Parrothead Survey

**Directions:** Please rate the following selections on a scale of 5 (Very High) to 1 (Very Low) in relevance to the question *"How Important are the Following Elements to the Parrothead Experience?"*

|     |                                  |   |   |   |   |   |
|-----|----------------------------------|---|---|---|---|---|
| 1.  | www.margaritaville.com           | 5 | 4 | 3 | 2 | 1 |
| 2.  | Margaritaville stores            | 5 | 4 | 3 | 2 | 1 |
| 3.  | Margaritaville Café              | 5 | 4 | 3 | 2 | 1 |
| 4.  | Margaritaville Tequila           | 5 | 4 | 3 | 2 | 1 |
| 5.  | Coconut Telegraph newsletter     | 5 | 4 | 3 | 2 | 1 |
| 6.  | Jimmy Buffett books              | 5 | 4 | 3 | 2 | 1 |
| 7.  | Jimmy Buffett music              | 5 | 4 | 3 | 2 | 1 |
| 8.  | Jimmy Buffett concerts           | 5 | 4 | 3 | 2 | 1 |
| 9.  | Radio Margaritaville             | 5 | 4 | 3 | 2 | 1 |
| 10. | Belonging to a Parrothead Club   | 5 | 4 | 3 | 2 | 1 |
| 11. | Attending a Meeting of the Minds | 5 | 4 | 3 | 2 | 1 |
| 12. | Visiting Key West                | 5 | 4 | 3 | 2 | 1 |

## APPENDIX C

### Optional Survey Questions

**Directions: Please answer all, any, or none of the following questions**

1. Approximately how long have you been a Jimmy Buffett fan?

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> less than one year | <input type="checkbox"/> 6-10 years  |
| <input type="checkbox"/> 2-5 years          | <input type="checkbox"/> 11-15 years |
| <input type="checkbox"/> 16+ years          |                                      |

2. How many Jimmy Buffett concerts have you attended?

- |                               |                                |
|-------------------------------|--------------------------------|
| <input type="checkbox"/> none | <input type="checkbox"/> 6-10  |
| <input type="checkbox"/> 1-5  | <input type="checkbox"/> 11-15 |
| <input type="checkbox"/> 16+  |                                |

3. Do you purchase souvenirs at the concerts?

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> every time | <input type="checkbox"/> some times |
| <input type="checkbox"/> most times | <input type="checkbox"/> rarely     |
| <input type="checkbox"/> never      |                                     |

4. How many Jimmy Buffett albums do you own?

- |                               |                                |
|-------------------------------|--------------------------------|
| <input type="checkbox"/> none | <input type="checkbox"/> 6-10  |
| <input type="checkbox"/> 1-5  | <input type="checkbox"/> 11-15 |
| <input type="checkbox"/> 16+  |                                |

5. Have you ever made a purchase from [www.margaritaville.com](http://www.margaritaville.com)?

- ☐ yes
- |  |
|--|
| <input type="checkbox"/> all the time    |
| <input type="checkbox"/> occasionally    |
| <input type="checkbox"/> at the holidays |
- ☐ no

6. Do you own, or have you read, any of Jimmy Buffett's books?

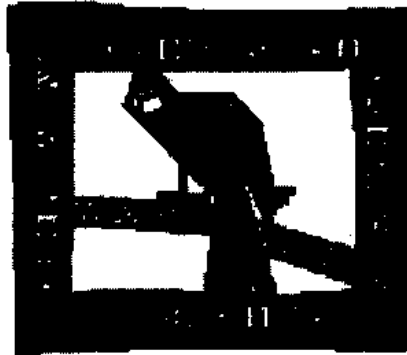
- ☐ own
- |  |
|--|
| <input type="checkbox"/> Pirate Looks at Fifty     |
| <input type="checkbox"/> Tales from Margaritaville |
| <input type="checkbox"/> Where is Joe Merchant?    |
- ☐ read
- |  |
|--|
| <input type="checkbox"/> Pirate Looks at Fifty     |
| <input type="checkbox"/> Tales from Margaritaville |
| <input type="checkbox"/> Where is Joe Merchant?    |
- ☐ don't own and have never read

7. Why do you purchase Jimmy Buffett/Parrothead related items?

8. What is your age?

- |                                   |                                |
|-----------------------------------|--------------------------------|
| <input type="checkbox"/> under 15 | <input type="checkbox"/> 36-45 |
| <input type="checkbox"/> 16-25    | <input type="checkbox"/> 46-55 |
| <input type="checkbox"/> 26-35    | <input type="checkbox"/> 56-65 |
| <input type="checkbox"/> 66+      |                                |

## APPENDIX D



**Thank you for you assistance!**

This survey is being conducted for a Thesis Project in order to receive a Master of Arts in Corporate and Public Communications. The research topic is "*What are the significant elements and innovations of the total marketing strategy of Margaritaville that affect the Parrothead experience?*"

All survey responses will be kept confidential. If you wish to know the results of this survey, a presentation of research will be given on April 24, 2003 in the Walsh Library of Seton Hall University. If you are unable to attend, please contact me at [nifinz@yahoo.com](mailto:nifinz@yahoo.com) and I will send a copy of the Thesis to you.

Please return the completed survey to:

Jodi Henkel  
c/o Delta Corporate Services  
129 Littleton Road  
Parsippany, NJ 07054

Thank you again for your assistance. Your participation is greatly appreciated.

Fins up!

## APPENDIX E

### Survey Main Questions

| Ranking                               | 5  | 4  | 3  | 2  | 1  | N/A |
|---------------------------------------|----|----|----|----|----|-----|
| <u>www.margaritaville.com</u>         | 16 | 17 | 12 | 4  | 1  |     |
| <u>margaritaville stores</u>          | 22 | 9  | 13 | 5  | 1  |     |
| <u>margaritaville cafes</u>           | 21 | 7  | 11 | 7  | 4  |     |
| <u>margaritaville tequila</u>         | 4  | 5  | 12 | 16 | 13 |     |
| <u>coconut telegraph newsletter</u>   | 16 | 17 | 11 | 4  | 2  |     |
| <u>jimmy buffett books</u>            | 23 | 17 | 8  | 2  | 0  |     |
| <u>jimmy buffett music</u>            | 48 | 1  | 1  | 0  | 0  |     |
| <u>jimmy buffett concerts</u>         | 48 | 2  | 0  | 0  | 0  |     |
| <u>radio margaritaville</u>           | 16 | 16 | 12 | 3  | 3  |     |
| <u>belonging to a parrothead club</u> | 16 | 13 | 9  | 10 | 2  |     |
| <u>attending meeting of the minds</u> | 11 | 12 | 8  | 7  | 10 | 2   |
| <u>visiting key west</u>              | 19 | 15 | 8  | 5  | 3  |     |



## APPENDIX F

### Survey Optional Questions

|            |    |               |    |              |    |            |    |                |    |               |    |             |   |     |
|------------|----|---------------|----|--------------|----|------------|----|----------------|----|---------------|----|-------------|---|-----|
| Yrs Fan    | 0  | less than 1   | 11 | 2-5 yrs      | 11 | 6-10 yrs   | 7  | 11-15 yrs      | 21 | 16+ yrs       |    |             |   |     |
| # Concerts | 1  | none          | 15 | 1-5 shows    | 9  | 6-10 shows | 9  | 11-15 shows    | 16 | 16+ shows     |    |             |   |     |
| Souvenirs  | 13 | every time    | 10 | most times   | 12 | some times | 9  | rarely         | 6  | never         |    |             |   |     |
| # Albums   | 3  | none          | 5  | 1-5 CDs      | 7  | 6-10 CDs   | 6  | 11-15 CDs      | 29 | 16+ CDs       |    |             |   |     |
| Website    | 7  | all the time  | 22 | occasionally | 2  | holidays   | 19 | never          |    |               |    |             |   |     |
| Books      | 39 | own<br>Pirate | 33 | own<br>Tales | 33 | own<br>Joe | 31 | read<br>Pirate | 32 | read<br>Tales | 32 | read<br>Joe | 5 | Nor |

Why  
purchase?

- 1) To escape from the world I have to live in to the world I want to live in.
- 2) Mostly for concerts, but I also like to have the stuff for our club events.
- 3) I was a late bloomer in terms of discovering JB, but I quickly made up for lost time. I am very proud of the fact that I am a PH (member of the Bluegrass Parrot Head Club in Lexington, KY) and I buy Buffett related items to show the world that I love JB and to help financially support Jimmy's lifestyle!! I won at least one concert t-shirt from every tour I've seen (6 tours total at this point, 18 shows). Each time I visit a Margaritaville store location, I spend at least \$75 and buy at least 1 shirt. I decorate my house with a tropical motif (my comforter even has flamingos on it) and I have PH stickers and emblems on my car. Everyone that knows me knows that JB and being a PH is a big part of my life. In terms of the PH phenomenon, many people don't get it and question my insanity. But hey, I get it and I'm really glad to be a part of something so big.
- 4) Usually very colorful and festive. I only buy what I think looks good. I do not buy just because it has his name on it.
- 5) I love the way I feel wearing Caribbean Soul t's. Lot's of compliments and fun. Also like the barware.
- 6) I mostly purchase items because I think they're cool things to have around...sometimes I purchase things as gifts to others. If I see something that has a JB/Parrothead reference or if it reminds me of Jimmy, I'll get it as well. About 40% of the JB/PH related items that I purchase are concert supplies, such as car decorations, leis, grass skirts, etc.
- 7) To advertise my love of JB and to meet fellow parrotheads
- 8) Seems like the thing to do...I like the stuff
- 9) Knew JB when I lived in Key West in the early 70s, gotta support your friends.
- 10) I think they are very decorative, they have an uplifting style to them.
- 11) I purchase (and borrow) JB's albums because I like the music. I purchase the books because JB is a master storyteller and an engaging writer. I purchase shirts and other PH items because they are cool and helps fit into the beach bum, happy go lucky vibe that is an integral part of the JB tailgate and concert experience. Wearing the stuff after the show brings that attitude to mind on the most hectic of days.
- 12) Concerts
- 13) Jimmy's music and persona represents to vagabond spirit many of us treasure. Having lived on a tropical island, this music, the t-shirts and other items are a reminder of days lived on island time, when the daily wear was t-shirts, cut offs and flip flops, and I was hypnotized by the sea. More importantly, it is a transport to when I was young and where I'll never get old.
- 14) Their novelty

- 15) Well, cuz some of the shirts and jackets are pretty cool... Most of the t-shirts are pretty tacky. I do own a salt shaker that says "lost shaker of salt", I suppose that could be considered tacky by some.
- 16) I love Jimmy and he gives me peace and serenity.
- 17) I love Bubba. I'm in the process of replacing everything I used to have but now don't.
- 18) I purchase his music because I enjoy listening to it. I purchase related items most often as gifts for my husband because he's an even bigger PH than I am.
- 19) I like a lot of the clothing styles. I like anything tropical, and the PH items seem to fit into that.
- 20) They're fun and reflect who we are.
- 21) They're fun to have
- 22) They make me smile! I've gong through divorce, depression, downsizing and being widowed and a few misc. traumas that pale in comparison. Lots o' reasons to be bummed out, Bubba has helped me pull through and I still can manage to smile. He's my favorite cheerleader!
- 23) I enjoy the whole Margaritaville concept of what Jimmy stands for. Wearing, owning , displaying lets me know others how I feel.
- 24) I like Hawaiian shirts, I like the style, I use them to decorate my basement, I like the music and the stories.
- 25) I enjoy the lifestyle portrayed.

| Age | Under<br>0 15 | 16-25<br>5 yrs | 26-35<br>13 yrs | 36-45<br>12 yrs | 46-55<br>14 yrs | 56-65<br>0 yrs | 66+ yrs<br>0 |
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