



UNDERSTANDING AUDIENCES FOR JAZZ

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How to use these briefings

The main purpose of these briefings is to help the EMJAZZ member organisations and other jazz promoters to increase audiences for jazz gigs. They aim to give information and recommendations that are relevant to the everyday work of jazz promoters and can be easily understood and put into practice. They are not academic articles. The raw data from the research can be made available on request to heather@heathermaitland.co.uk to anyone wishing to undertake further analysis.

Briefing 1: Executive Summary

This is a summary of the key findings. You will find the detailed findings and the evidence to support them in the relevant briefings below.

Briefing 2: What are audiences for jazz like?

This briefing describes the audiences currently attending jazz. Use it to work out how you can develop new audiences similar to the people already attending and find out what kind of people are missing:

Briefing 3: What kind of people attend EMJAZZ members' gigs

This briefing consists of a set of socio-demographic profiles of audiences at selected jazz events at the key venues used by EMJAZZ members. They use the Mosaic profiling system to describe the age, lifestage, social profile, attitudes and purchasing behaviour of different kinds of people within each venue's audience. Audiences across these are similar but not identical. The differences are owing to the profile of the population in each area and the different audience attracted to each venue. There is a regional overview but this is of limited use. The promoter specific briefings 3a,b,c,d,e give more detailed profiles of the audiences attending specific venues. If you are a jazz promoter outside the East Midlands, then use these briefings to find out about the way we carried out this analysis so you can take a similar look at your own audiences.

Briefing 3 Regional Overview

Briefing 3a Derby

Briefing 3b Leicester

Briefing 3c Lincoln

Briefing 3d Northants
Briefing 3e Nottingham

Briefing 4: Where do audiences at EMJAZZ gigs come from?

This set of briefings maps the postcodes of ticket buyers for EMJAZZ members' gigs in January and February 2009 by venue. The data is also used to define a catchment area for each. There is a regional overview with a map and a summary of the proportion of potential jazz attenders who actually attended in 2008. This penetration analysis is set out in detail for each promoter group in the briefings.

Briefing 4 Regional Overview

Briefing 4a Derby

Briefing 4b Leicester

Briefing 4c Lincoln

Briefing 4d Northants

Briefing 4e Nottingham

Briefing 5: Where are the potential new audiences?

This briefing contains maps that show the postal sectors with the highest percentage of potential jazz attenders in the population within a 30 minute drivetime of venues used by EMJAZZ members. The results are specific to each EMJAZZ member so if you are a jazz promoter outside the East Midlands, then use this briefing to find out about the way we carried out this analysis so you can take a similar look at your own audiences.

Briefing 6: Why do people attend jazz gigs? What stops them?

This is an analysis of the focus groups, questionnaires and secondary research results that explores how audiences think about jazz including motivations and barriers, satisfaction levels, different ways of listening to music and the way people make decisions. It gives insights that will help promoters change their programming and marketing to persuade more people to attend more often and to take more risks in the events they choose.

Briefing 7: Attendance patterns. How do audiences attend jazz?

This is an analysis of box office data and questionnaire responses. It looks at how many potential attenders are actually coming to gigs and explores their frequency of attendance at jazz, where they see it, what else they buy tickets for and their preferences for venue, jazz style, day of week and start time. It also divides audiences into different attender types. There are differences between the audience at each venue so there is a different briefing for each EMJAZZ member.

7a Derby

7b Leicester

7c Lincoln

7d Northants

7e Nottingham

Briefing 8: How can we develop younger audiences for jazz?

This briefing uses focus group results and secondary research to explore how young people respond to jazz. It includes an overview of how musical tastes are developed.

Briefing 9: How can we persuade more people to see jazz more often?

This briefing contains recommendations for how promoters can improve their marketing based on an analysis of the questionnaire responses, the online survey and the focus groups. It explores which communication methods are most effective, how audiences find unfamiliar music to listen to, what audiences think of EMJAZZ members' publicity material, the effectiveness of their online marketing and ways of selling more tickets for jazz.

Briefing 10: If tickets were cheaper, would more people attend?

This is a summary of secondary research on pricing and the relevant results from the questionnaire research and focus groups. Use it to inform your pricing policy.

Methodology

This is a summary of how we carried out the research including response rates to surveys.

Questionnaire master

A master questionnaire was tailored for each gig to contain the names of the relevant promoters, venues and musicians.

Raw data

The raw data is available for further analysis on request from heather@heathermaitland.co.uk.



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