



UNDERSTANDING AUDIENCES FOR JAZZ

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Briefing 3e: What kind of people attend Nottingham Jazzsteps gigs

How to use this briefing:

This is a socio-demographic profile of audiences at selected jazz events at the two Nottingham Jazzsteps venues. It uses the Mosaic profiling system to describe the age, lifestyle, social profile, attitudes and purchasing behaviour of different kinds of people within the audience.

Use it to get new audiences similar to the people already attending:

- Read the profile of your top five Mosaic groups to get a sense of the range of people attending your events and what motivates them. Adapt the way you write about jazz in response.
- Read the description of each Mosaic type to understand what marketing messages and communication methods are likely to work best with this particular kind of person and adapt your publicity material accordingly.
- Look at the maps to see where your top five Mosaic types come from.
- Increase your marketing in those streets. You could recruit an existing audience member living in that area to help you extend your distribution of posters and leaflets. You could even ask them to drop a leaflet through the letter box of everyone in their street. Invite this audience member to introduce a neighbour to jazz by giving them a free ticket. Get information into appropriate community publications in those areas.
- See if it worked by collecting and analysing postcodes in six months' time to see if you have more ticket buyers from those streets.

Introduction

A total of 407 valid postcodes were collected from ticket buyers for Nottingham Jazzsteps gigs January to March 2009 (305 from the Bonington Theatre and 102 from Lakeside Arts Centre). The postcodes were analysed to append a Mosaic Group and Type to each one.

What is Mosaic?

Mosaic is a geodemographic profiling tool based on the idea that similar kinds of people tend to live in the same areas. It is produced by Experian and combines over 400 pieces of information about individual households to give each postcode in the UK a classification that describes the kind of people who live there. The information is drawn from the 2001 census and from annually updated financial and lifestyle data. The classification system consists of 11 broad groups and 61 types. A postcode, on average, contains 15 addresses so this is a relatively precise tool.

Results: Mosaic Groups

Audiences at EMJAZZ members' events are from a wide range of ages, life stages and social groups.

Analysis by Mosaic group shows that audiences across the different EMJAZZ member organisations are similar but not identical. The differences are in part owing to the profile of the population in each area, particularly in Lincolnshire, but also the different audience at each venue, most notably at The Castle, Wellingborough.

Table 1: Top Mosaic groups by EMJAZZ member organisation

	Derby Jazz	Leicester Jazz	Lincoln Jazzpac	Nottingham Jazzsteps	Northants Contemporary Jazz
1st	D Ties of Community	C Suburban Comfort	C Suburban Comfort	C Suburban Comfort	C Suburban Comfort
2nd	C Suburban Comfort	A Symbols of Success	K Rural Isolation	D Ties of Community	A Symbols of Success
3rd	E Urban Intelligence	B Happy Families	D Ties of Community	A Symbols of Success	B Happy Families
4th	B Happy Families	D Ties of Community	B Happy Families	E Urban Intelligence	J Grey Perspectives
5th	A Symbols of Success	E Urban Intelligence	E Urban Intelligence		
% of ticket buyers accounted for by top 5 groups	83%	85%	78%	73%	87%

Mosaic Group descriptions

A Symbols of Success

Symbols of Success contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits.

B Happy Families

Happy Families contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses,

often in areas of the country with rapidly growing populations. The immediate family unit is the principal focus of leisure activities.

C Suburban Comfort

Suburban Comfort comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.

D Ties of Community

People in the Ties of Community group mostly live within the confines of close knit communities. Most of these people own their homes, drive their own cars and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption.

E Urban Intelligence

Urban Intelligence mostly contains young and well educated people who are open to new ideas and influences. Young and single, and few encumbered with children, these people tend to be avid explorers of new ideas and fashions, cosmopolitan in their tastes and liberal in their social attitudes. Whilst eager consumers of the media and with a sophisticated understanding of brand values, they like to be treated as individuals, and value authenticity over veneer.

F Welfare Borderline

Welfare Borderline is comprised of many people who are struggling to achieve the material and personal rewards that are assumed to be open to all in an affluent society. Few hold down rewarding or well paying jobs and, as a result, most rely on the council for their accommodation, on public transport to get around and on state benefits to fund even the bare essentials.

G Municipal Dependency

Municipal Dependency mostly contains families on lower incomes who live on large municipal council estates where few of the tenants have exercised their right to buy. Often isolated in the outer suburbs of large provincial cities, Municipal Dependency is characterised as much by low aspirations as by low incomes. Here people watch a lot of television and buy trusted mainstream brands from shops that focus on price rather than range or service.

H Blue Collar Enterprise

Blue Collar Enterprise comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars and are streetwise consumers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.

I Twilight Subsistence

Twilight Subsistence consists of elderly people who are mostly reliant on state benefits, and live in housing designed by local authorities and housing

associations. Some live in old people's homes or sheltered accommodation, while others live in small bungalows, set in small enclaves within larger council estates. Most of these people spend money only on the basic necessities of life.

J Grey Perspectives

Grey Perspectives consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension. Many of these people have, on retirement, moved to the seaside or the countryside to live among people similar to themselves. Today many of these people have quite active lifestyles and are considered in their purchasing decisions.

K Rural Isolation

Rural Isolation contains people whose live deep in the countryside, in small communities which have been little influenced by the influx of urban commuters. These are places where people with different levels of income share attachments to local communities, and where engagement with the community and with the natural environment are more important to most residents than material consumption.

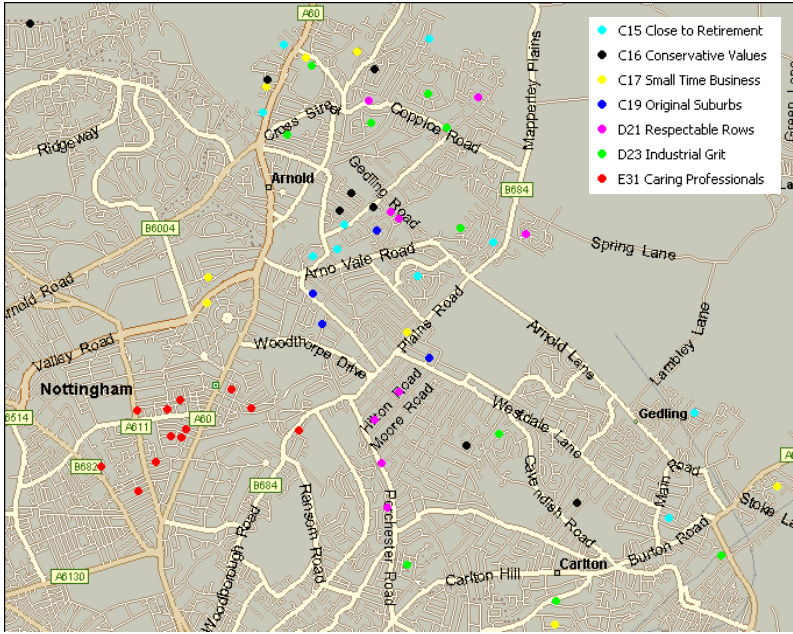
Results: Mosaic Types

The analysis of Mosaic types shows that audiences at these jazz events are varied with no groups or types particularly dominant. Bear in mind, therefore, that these top types embrace less than half the audience. Although two Mosaic Types appear in both the Lakeside and Bonington tables, there are also major differences between them only partly owing to the difference in housing types in the two venues' immediate neighbourhoods.

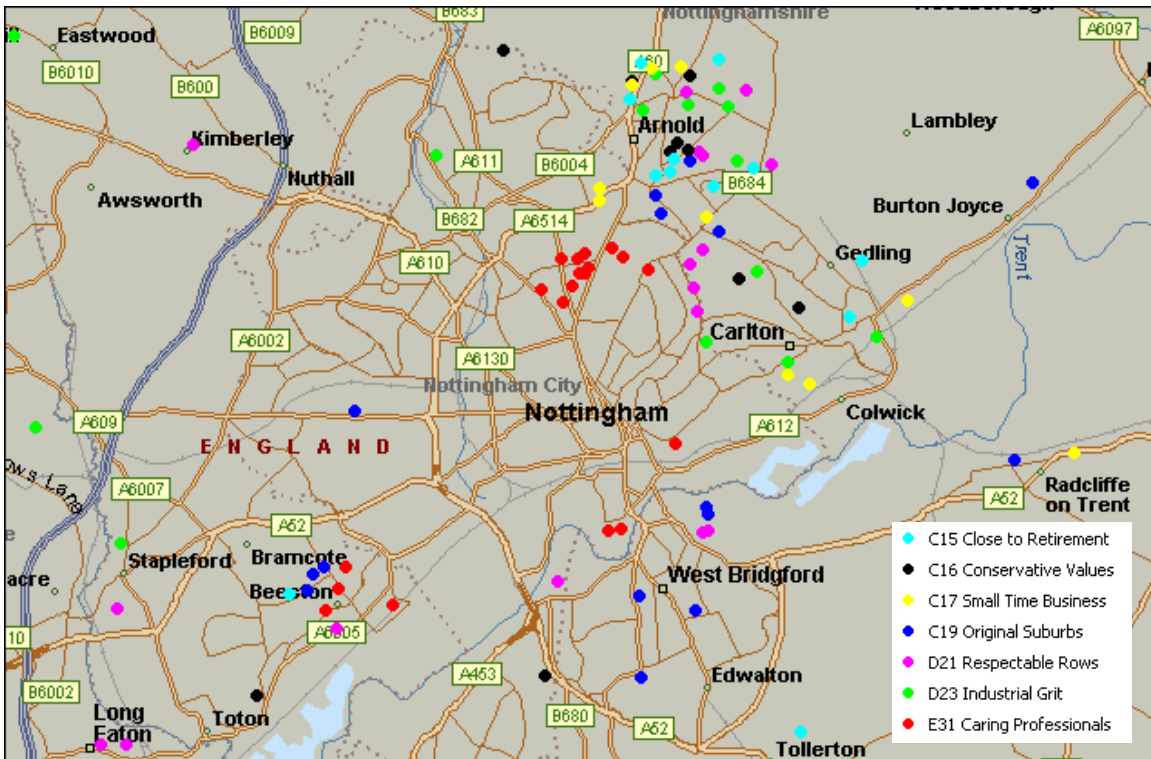
Bonington Theatre

Table 2: Top seven Mosaic Types of audiences for jazz at Bonington Theatre

Rank	Type	Count	%
1st	E31 Caring Professionals	24	8%
2nd	C17 Small Time Business	22	7%
3rd	D21 Respectable Rows	21	7%
4th	C15 Close to Retirement	19	6%
5th	D23 Industrial Grit	17	6%
6th	C19 Original Suburbs	15	5%
7th	C16 Conservative Values	14	5%
	Total Postcodes analysed	305	43%



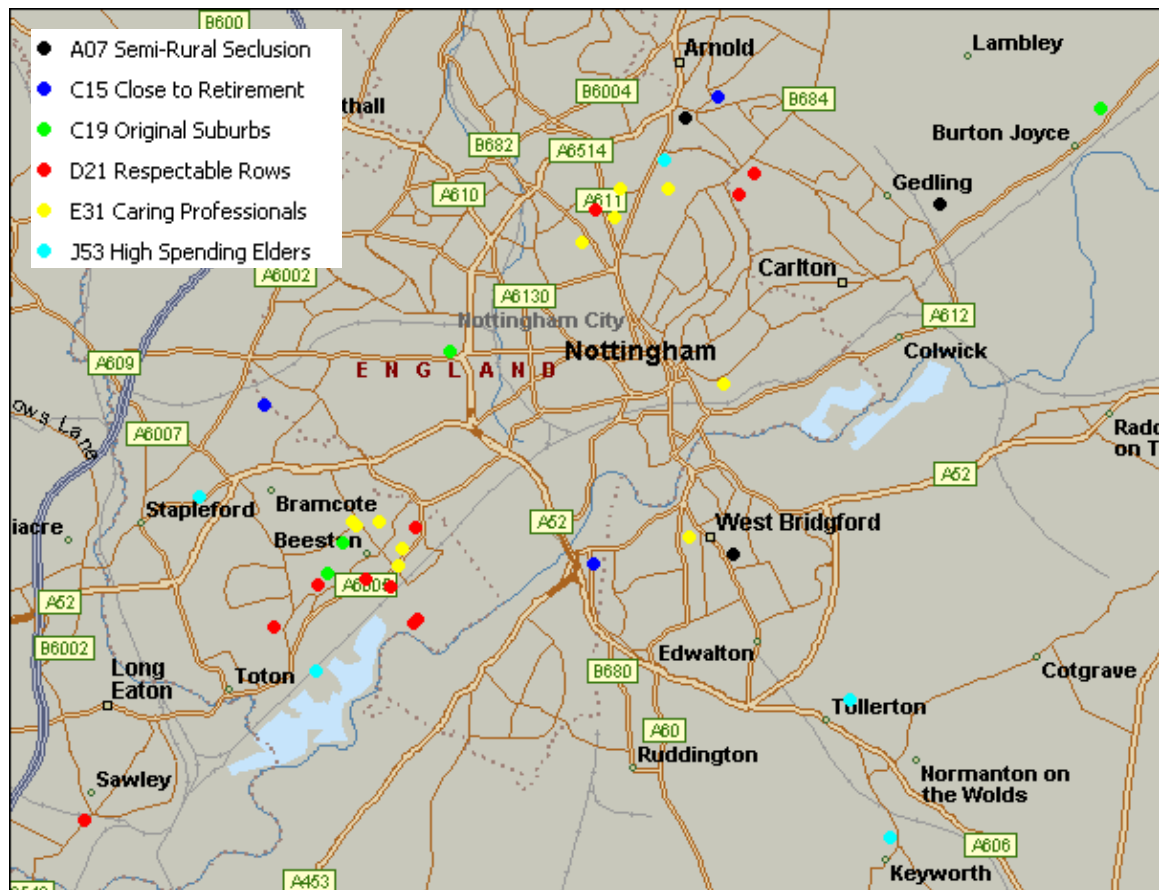
Whole catchment area



Lakeside

Table 4: Top six Mosaic Types of audiences for jazz at Lakeside

Rank	Type	Count	%
1st	D21 Respectable Rows	13	13%
2nd	E31 Caring Professionals	13	13%
3rd	A07 Semi-Rural Seclusion	5	5%
4th	C15 Close to Retirement	5	5%
5th	C19 Original Suburbs	5	5%
6th	J53 High Spending Elders	5	5%
	Total Postcodes analysed	102	45%



Descriptions of the Mosaic Types falling into the venues' top types

A07: Semi-Rural Seclusion

What are they like?

Semi-Rural Seclusion contains people living in environmentally attractive villages and small towns where highly paid long distance commuters mix with a more locally oriented older population. Newcomers are eager to participate in the

social calendar of the host community. The people are typically on higher than average incomes, many are mature professionals and a substantial number are self-employed specialists who work from home. These people are well-educated and have a strong streak of independence. Children are of late primary and secondary school age.

What do they do?

A balanced lifestyle will be a primary goal for many, and their homes and lives will see a combination of contemporary, urban values together with a version of traditional rural values. Preferred styles are traditional and casual with a high emphasis on comfort and convenience. They have interests in the arts, in antiques and in gourmet food and wine, but these interests are on a relatively modest scale. These people are likely to be sensitive to 'heritage' and 'nostalgia' themes, whether these are authentic or a pastiche, but they are a long way from the lifestyle of the 'country set'. They do adopt quite quickly to innovative goods and services, such as IT products, but they are not opinion leaders when it comes to change. They are essentially conservative and cautious.

How to reach them

Consumers tend to inform themselves by reading magazines and using the Internet. They read the quality broadsheets and specialist interest magazines on current affairs.

C15 Close to Retirement

What are they like?

Close to Retirement contains many people in older working age groups, who own homes that were built during the 1970s. Children are at secondary school or at university or indeed have left home altogether. They are fairly well-educated and certainly well-informed. They may be looking after an elderly dependent relative as well as grown up children.

They are more likely to feel a sense of identity with their immediate locality. Having now lived in these places for many years, and having more free time than they did when their children were younger, many of these residents are now engaged in voluntary activities and in positions of leadership in their local communities.

What do they do?

Close to Retirement represents a good market for major brands positioned at the upper middle end of the market, which focus on variety and customer service rather than price. Though normally conservative in their tastes, these people are willing to try new products and services provided rational arguments are presented to them. Many are reasonably well travelled and, within limits, have no difficulty finding interest in cultures other than their own.

They now have fairly high disposable incomes, with comparatively small mortgages. They are high spenders on groceries and many luxury goods. In a position to be able to afford smart cars, good holidays (possibly several times a year) and to take up leisure opportunities such as golf, these consumers are more concerned with personal comfort and enjoyment of life than appearances.

They are very unlikely to be innovators or early adopters when it comes to new ideas, products or services generally. They are not keen followers of fashion, but are more concerned with being well informed about the alternatives available, as well as traditional value for money.

How to reach them

They use the Internet as both a source of information and a convenient way to book holidays. TV and the media generally may be a source of ideas. Interest in publications such as 'Which?' magazine also indicate a desire to be well informed about consumption opportunities. This fits well with their profile as low-risk taking, unadventurous consumers who value security and safety in their decision making, over novelty and change.

C16 Conservative Values

What are they like?

Conservative Values comprises people of older working ages who live on owner occupied estates built since the war on the outskirts of manufacturing towns. Many of the dwellings are bungalows. The young families who first moved into these areas have now grown old together and many are either close to retirement or have recently retired. Their children have grown up and left home and many are now 'empty nesters' who own their homes outright.

Whilst these are not necessarily "snobbish" people, they are conservative in their values and their tastes and tend to mix with others of similar incomes and attitudes at the Rotary, the golf club or at the Conservative club.

What do they do?

Conservative Values have mainstream tastes, values and lifestyle. These people are as practical and pragmatic in their consumption decisions and choices. They appreciate personal contact when making purchases key decisions need to be made. Preferences in food and fashion are conservative and they are willing to support local suppliers, particularly if they can establish a personal relationship with them. Range, quality and quality of service are more important than price. They prefer visits to country restaurants to evenings at the local pub especially with like-minded friends

How to reach them

They are not very IT literate and are unlikely to purchase over the Internet. However, having time at their disposal, many do searching out information on different products. They read the better quality papers and watching national and regional TV news programmes. Moderate TV viewing is likely to revolve around informative programmes such as 'Antiques Roadshow' and 'Gardeners' World', with a little 'University Challenge' to keep the grey cells ticking over.

C17 Small Time Business

What are they like

Small Time Business are likely to be professionals, whether teachers, doctors or dentists and shop managers living in quiet neighbourhoods in small market towns. Many self-employed people and small business proprietors also live in these areas. They are in the mature phase of their careers, from 45 through until retirement..

These neighbourhoods are usually new housing estates of detached houses and bungalows.

What do they do?

Small Time Business has conservative values centred on self-reliance and social responsibility. Local networks are important – these neighbourhoods are probably well endowed with Rotarians – and people like to do business with people rather than with automated systems. Such areas are fertile ground for charities and there is a presumption that people will support good causes in local charity events. Conservation and concern for the environment also rank highly with these people.

Motoring and holidays take a high proportion of the household budget but they rarely eat out. They shun new trends and fashions. They appear to have little interest in the marketplace, almost unaware of advertising, new products and brands. Their tastes reflect mainstream consumer preferences. They are low risk takers, who show no great interest in gadgets.

They are able to afford good holidays and pursue hobbies such as golf, antiques, sailing, walking, handicrafts – probably in the company of like-minded friends, who share similar lifestyles, tastes and values.

How to reach them

These consumers have adopted new technology such as the Internet and Sky Digital TV for convenience and leisure. They are strongly influenced by the group they are part of, rather than by individuality.

C19 Original Suburbs

What are they like?

These are mixed suburban neighbourhoods of interwar interwar semi-detached houses, with a bias towards relatively affluent young professionals.

What attracts young professionals to these areas are safe streets, good schools and housing with interesting architectural details. Generally these are areas of White British, middle aged families, mostly with children of school age.

What do they do?

People in the *Original Suburbs* Mosaic type mostly have liberal opinions on social issues and are likely to form independent judgments about major consumer brands. In this more sceptical culture, adverts which show humour are preferred to those with aggressive sales propositions. Personalisation and customer

service are more important than price. Here people are willing to try new products, particularly those with overseas connections.

These families lead busy and full lifestyles, with frequent holidays and a range of leisure interests *Original Suburbs* are a good market for leisure and entertainment products, for restaurant operators and for independent foreign travel. They enjoy eating out in good restaurants and also like foreign food but they probably also like entertaining at home.

How to reach them

They use the Internet, 'Which?' magazine, catalogues and shops, to check out prices, explore what is available and generally seek out intelligence on products and services. This is because they want to make an informed choice without paying more than they need to. Their internet use is heavy including shopping, banking, information and leisure.

TV viewing in these homes is likely to focus on the more informative types of programme and entertainment of the more intellectual kind such as 'University Challenge' and 'Horizon'.

D21 Respectable Rows

What are they like

Respectable Rows have an average population profile but with more young singles and couples than usual in areas of small, but not unattractive, Edwardian terraced housing retaining original architectural features. For many, these terraces are the first step in home ownership. There

Many of these people move in to these neighbourhoods in their late twenties and move away, perhaps into more spacious accommodation, when they reach their forties. They are unlikely to be particularly well qualified and mostly work in local office jobs as administrators or technical staff.

What do they do?

Respectable Rows represents a culture of the relaxed middle road, valuing good humour and approachability, good inter personal skills, moderation and tolerance. They are a good market for most mid market brands but particularly those offering customer engagement.

Incomes are quite good, but not on a scale that allows a lavish lifestyle, although, if they are single, a substantial disposable income may allow some extravagance. They shop in the more upmarket stores such as Sainsburys, M&S and Waitrose. They can be quite discriminating about brands, as well as store type, seeking out the more unusual alternatives. Price is an issue but not critical. They like foreign food and many are vegetarian.

Their views are liberal on most social issues. With their backgrounds, their education and with the impact of the sub-cultures to which they belong, they are likely to have a suspicious and even jaundiced view of marketing and advertising.

They may well spend large amounts on their various leisure interests. They like art and they visit the cinema regularly. They are alert to and enjoy the latest trends in rock and pop music and given their high level of familiarity with IT, they

are very likely to have an MP3 player. These people will often be found in bars and cafes.

How to reach them

A marked feature of these people is their willingness to use the Internet for information and also for shopping. These people are well informed. They do not watch a great deal of TV and when they do, they prefer news, documentaries, plays and films as well as the more contemporary soaps. They generally read the broadsheet newspapers such as the Guardian and the Observer, and they subscribe to special interest magazines.

D23 Industrial Grit

What are they like?

Industrial Grit contains owners of older, comfortable but unpretentious houses, often in ex-mining areas, who work in manufacturing and assembly plants. These are self sufficient, family oriented people who do not see education as a prerequisite for a successful career. The types of jobs people have tend to be ones which offer overtime and which allow younger people to earn as much as, or more, than their older colleagues. This, and the low take up of further education, makes it quite possible for young people to afford their own homes at quite an early stage in their career. Most households will have at least one child living at home and often a single car. These are not poor working class areas but there is no wealth.

What do they do?

Industrial Grit is a culture that values responsibility, reliability and consistency over flair and self analysis. People have a particularly local orientation, having mostly been brought up in the community in which they live and enjoying the support of an extended family network. Few people will have been exposed to external cultures, whether of immigrants or of urban professionals. Few will have travelled abroad other than on holiday, when they would have been quite happy to eat English food and drink English beer. Pubs are important features of life in these neighbourhoods. A limited income means that these people have to shop carefully, but while this applies to routine shopping, it does not always extend to more expensive items. Trips to the football match and to the pub are frequent. Drinking habits are likely to be old fashioned with a pronounced gender split, where men are usually heavy beer drinkers. The young adults have an interest in pop and rock music.

How to reach them

There is little or no interest in the Internet for either information or for shopping of any kind, but where there are children, Internet connected games are popular. Marketing is unlikely to encourage them to try out new products and experiences as, apart from entertainment products, these people are 'late adopters'. Newspaper readership is confined to the standard fare of tabloids such as the Mirror, the Sun and the News of the World.

E31 Caring Professionals

What are they like?

Caring Professionals is largely made up of single people and couples with no children. A proportion of these households live in shared student-type accommodation. The non-students will only live here for a little while before moving to bigger homes. Their current home is more likely to be a convenient base for running their busy social and professional lives than somewhere to express their personality and personal style – when they want that, they will move on.

Well educated, these are socially aware, career oriented professionals who don't generally turn to consumption as an outlet for their ideals and goals. Aspiration in their lifestyle is probably linked more closely to 'being' rather than 'having', with social status goals taking precedence over materialistic concerns. They may be vegetarians.

What do they do?

These are well informed consumers who like to know what is happening in the marketplace even if their interests lie in rejecting consumer trends for individual expressions of style and taste. They enjoy the Arts and going to the cinema and keep abreast of current affairs. Discretionary income is likely to go on expensive travel and holidays, socialising and eating out. They show little brand loyalty or, indeed, any interest in brands at all. These consumers are quite discerning and are willing to pay more for quality.

How to reach them

They are not immune to attractive market offerings and may be tempted by nice packaging or innovative new products – however, they are unlikely to respond to sales promotions offering discounts or to competitions. They are heavy internet users, as a source of information, booking holidays and banking. They are likely to read *The Guardian* and *Independent* and informative publications such as *The Economist* and *New Statesman*.

J53 High Spending Elders

What are they like?

High Spending Elders contains well educated, early retirees and pensioner couples who see their immediate post retirement years as an exciting period of liberation from work and family which enables them to re-engage with a wide variety of leisure activities.

Once established in these neighbourhoods, many of these new wealthy retirees will set about joining local historical associations and amenity groups as well as bridge circles and golf clubs, and start planning overseas visits to distant relatives they have not seen for years.

What do they do?

These people spend heavily on hotels and restaurants, weekend breaks and overseas travel, particularly off season, as well as golf, theatre and the Arts, eating out and entertaining at home.. They are not averse to adventure or to risk

and many still enjoy active sports. As they get older, family and heritage are increasingly important. They have the time and knowledge to research before buying. They are not tempted too much by novelty or a desire to experiment with new brands and products.

How to reach them

They keep abreast of current affairs. They read through their daily paper, which is likely to be a quality broadsheet, the Daily Mail or the Daily Express. They watch TV news and programmes such as Panorama, and listen to the radio.



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