



# UNDERSTANDING AUDIENCES FOR JAZZ

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## **Briefing 4e: Where do audiences at Nottingham Jazzsteps gigs come from?**

### **How to use this briefing:**

The following are maps showing the postcodes of ticket buyers for Jazzsteps gigs at the two venues used January to March 2009.

Use them to compare the audience at each venue. The catchment definition shows the area within which your marketing efforts targeted at people who are not Jazz Avids will get a reasonable return on investment. Jazz Avids are likely to be willing to travel for longer to get to gigs they are particularly interested in. Use the catchment definition map alongside the maps in Briefing 5 which show where there is the most potential to get bigger non-specialist audiences.

## **Introduction**

Lakeside Arts Centre provided 105 complete postcodes of ticket buyers at gigs January to March 2009. Microsoft MapPoint was used to generate maps of this data with drivetimes. Bonington Theatre were unable to collect postcodes at their gigs during the research period so the postcodes of ticket buyers for jazz events in 2008 were mapped. The postcodes of ticket buyers for jazz at Lakeside in 2008 were also mapped to provide a direct comparison.

## **Key points**

- Nine out of ten ticket buyers for Jazzsteps gigs come from inside a 30 minute drivetime. This is to be expected as how easy it is to get to a venue is the most important influence on whether someone attends.<sup>1</sup>
- 81% of ticket buyers for the two gigs January to March 2009 at Lakeside come from within a 15 minute drivetime
- The Lakeside catchment consists of a 15 minute drivetime from the city centre
- Gigs at the Bonington draw ticket buyers from across Nottingham but with a particular concentration to the north of the city centre. The catchment stretches to Mansfield to the north and towards Derby in the southwest but is sharply curtailed to the west.

# Maps

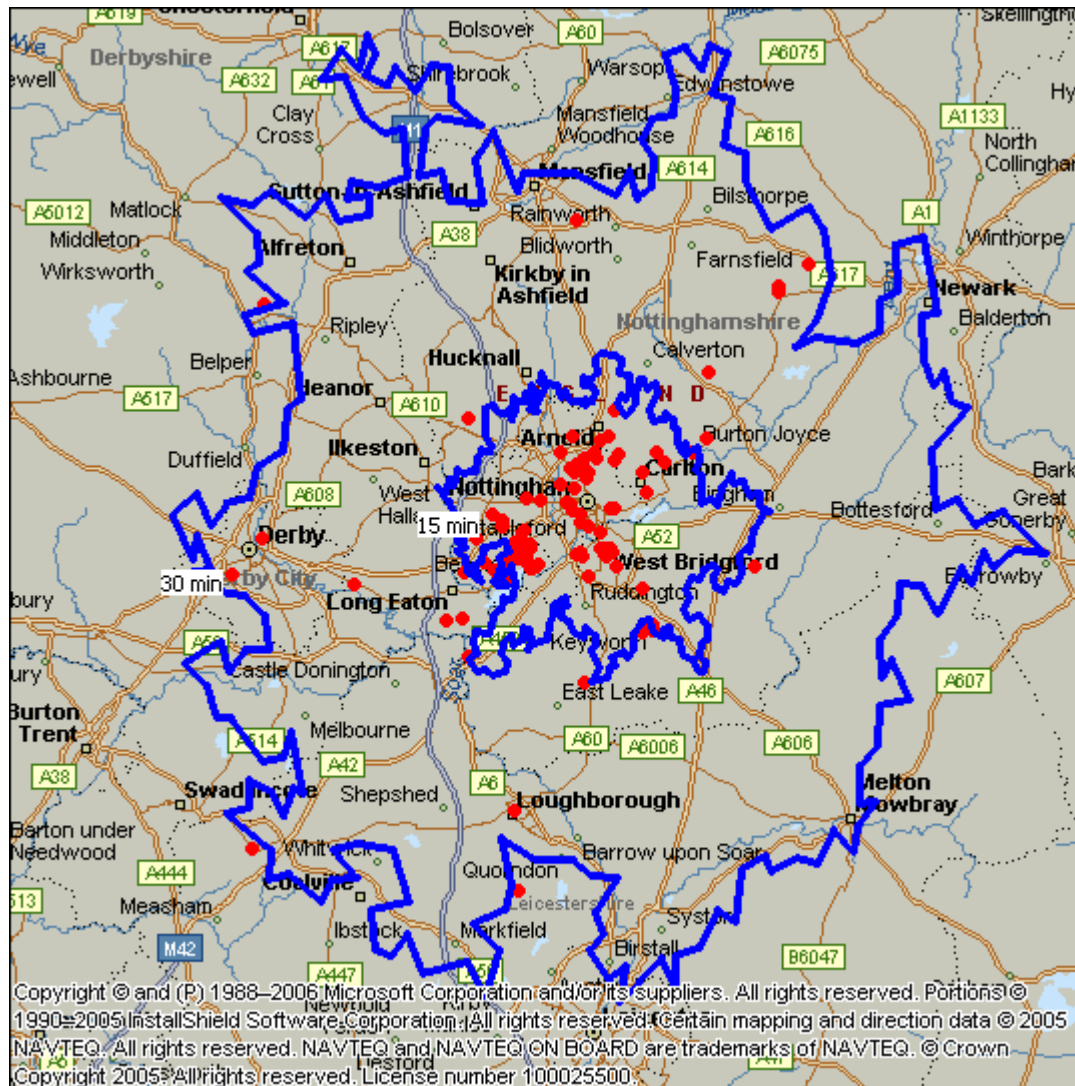
## Ticket buyers for jazz at Lakeside

January to March 2009

Three ticket buyers out of 105 came from outside a 30 minute drivetime of Nottingham city centre.

### Key

————— 15 and 30 minute drivetimes from Nottingham city centre

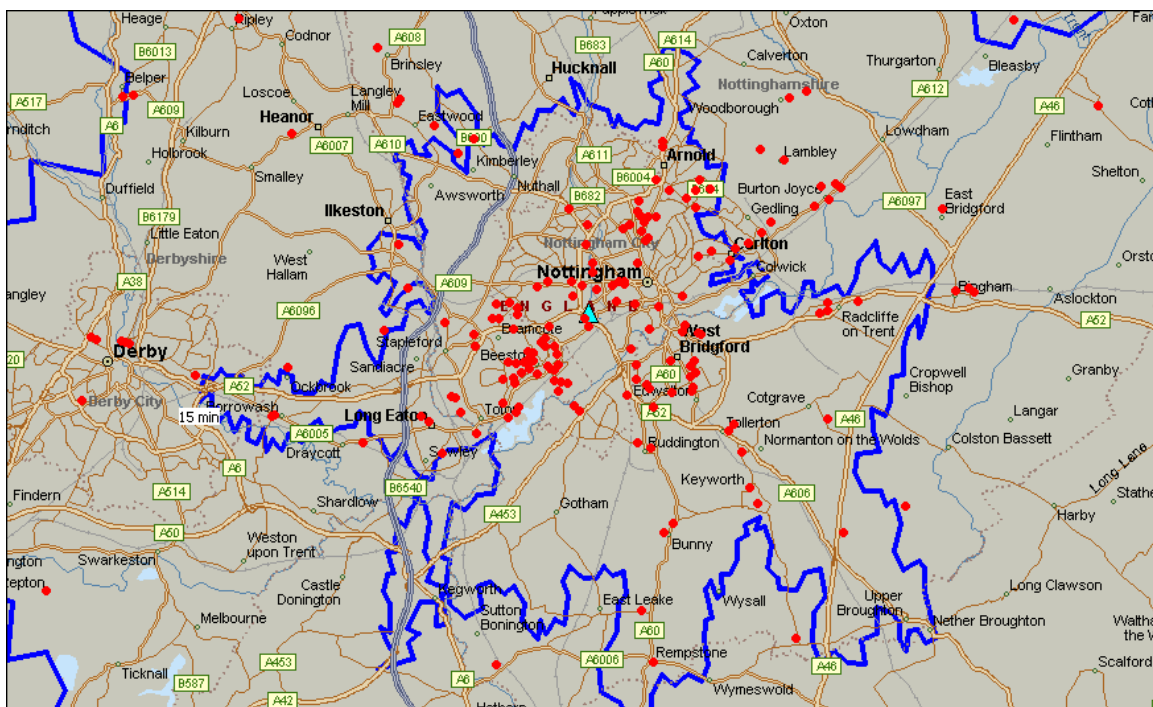
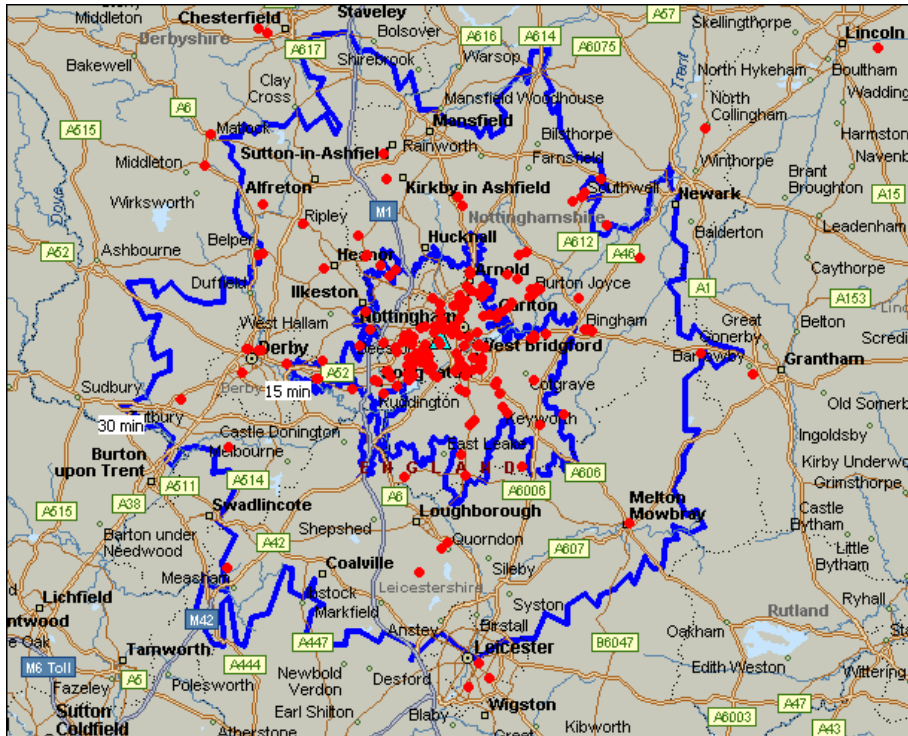


## Ticket buyers for jazz in 2008

9% of ticket buyers came from outside a 30 minute drivetime of Nottingham city centre. The venue's catchment area for jazz consists of a 15 minute drivetime.


### Key


— 15 and 30 minute drivetimes from Nottingham city centre



# Ticket buyers for jazz at the Bonington Theatre

## Key

 15 and 30 minute drivetimes from the Bonington Theatre

 Catchment boundary

