



UNDERSTANDING AUDIENCES FOR JAZZ

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Briefing 5a: Where are the potential new audiences?

How to use this briefing:

The following maps show the postal sectors with the highest percentage of potential jazz attenders in the population within a 30 minute drivetime of the venues included in the surveys (red shows the highest potential and blue the lowest). 100 represents the average for the drivetime.

Use it to identify the areas where your marketing will be most likely to succeed in attracting new ticket buyers.

- Identify the areas shaded red and pink that fall within the catchment area defined in Briefing 4 and 4a-e.
- Increase your marketing in those postal sectors. You could recruit an existing audience member living in that area to help you extend your distribution of posters and leaflets. Get information into appropriate local papers and community publications in those areas. Send a letter to the people from those postal sectors who buy tickets for other music-oriented events at your venue(s).

Introduction

Area Profile Reports give information about the population in a particular area – for example a 30 minute drive of a town centre. The reports give information about the population in the area as a whole (the overview) and then the same information for each postal sector within that area. They include an index that shows you how the proportion of the population with a particular characteristic compares to the average for the whole area. Where the proportion is the same as the average, the index is 100. The higher the index, the greater the proportion compared to that average.

The information is derived from Target Group Index, the 2001 census, CACI's ACORN geodemographic classification system and the Automobile Association's digital map of the UK road network.

Target Group Index (TGI) is a widely used source of information about arts attendance. It is a general survey by BMRB that asks an annual sample of 25,000 people across the UK about what they buy and how they live. Since 1986, it has included questions about which art forms people attend and how often they attend them.

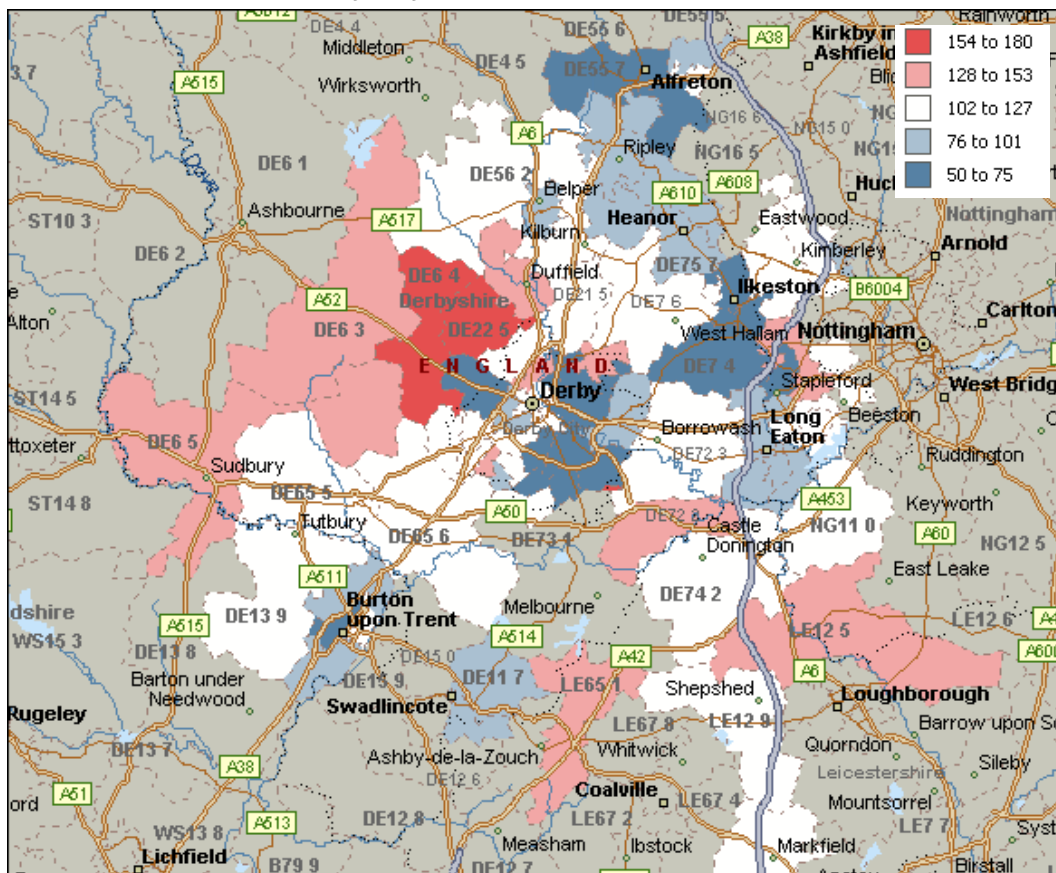
To get an Area Profile Report, you need to complete an order form from the relevant Arts Council of England, Scotland or Wales and email it to the contact at the bottom of the form. The Report will then be sent to you by one of England's audience development agencies. You can only obtain these reports if you are a regularly funded client of one of the Arts Councils or a member or client of one of the audience development agencies. You can also obtain the reports if you are a venue regularly presenting touring companies funded by one of the Arts Councils.

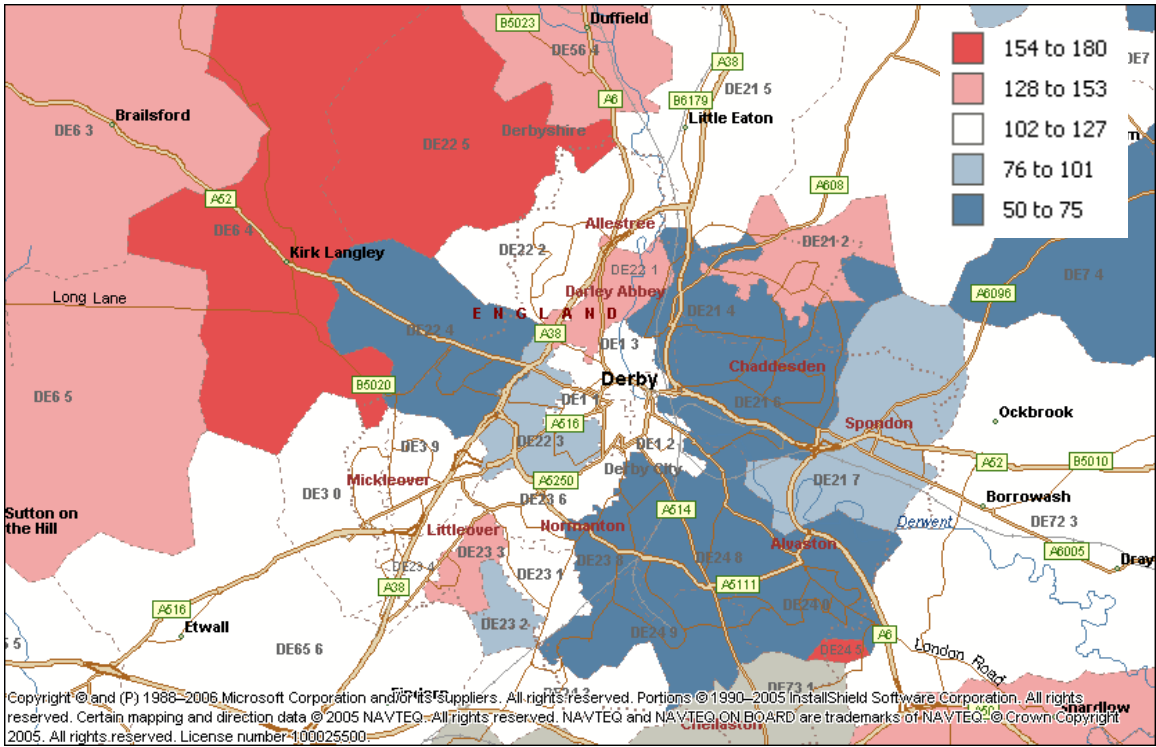
Key points

Derby

- 9.4% of the GB population are likely to say they have attended a jazz event in the past 12 months.
- 8.8% of the population within a 30 minute drivetime of Derby city centre are likely to say they have attended a jazz event in the past 12 months.
- This ranges between 5.5% and 14.5%.

Map showing the index of the computed figures for attendance of jazz within a 30 minute drivetime of Derby city centre



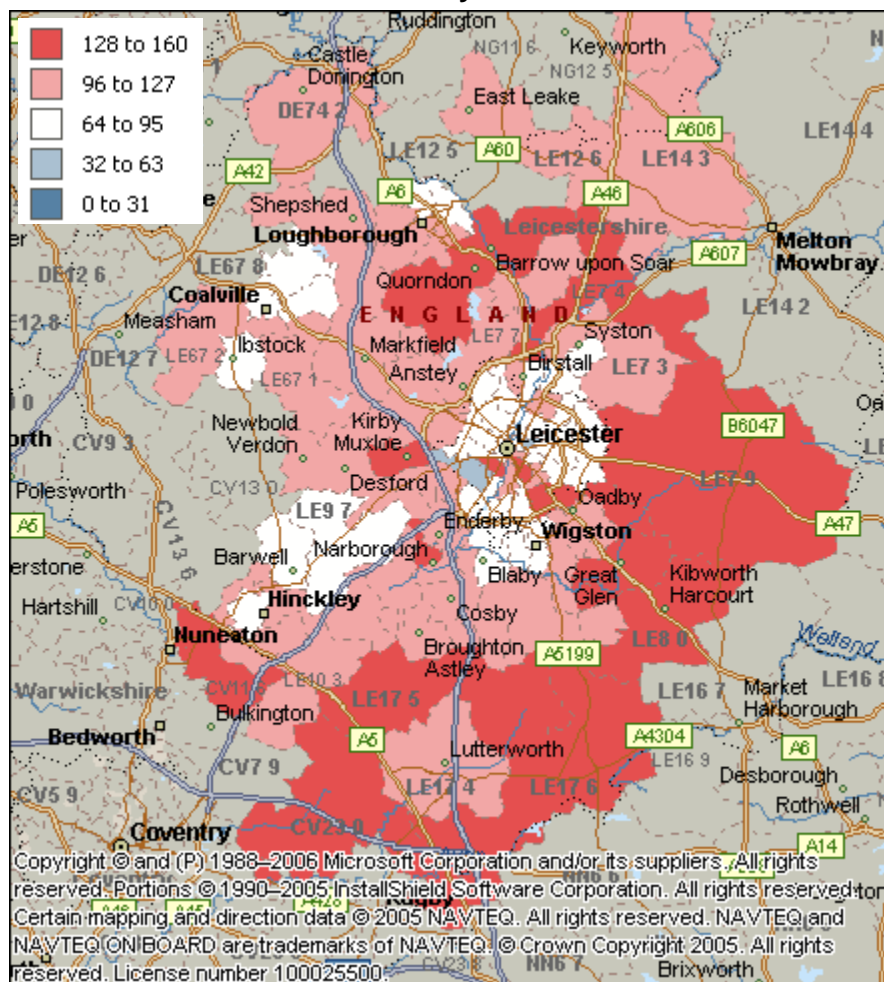


Key points

Leicester

- 9.4% of the GB population are likely to say they have attended a jazz event in the past 12 months.
- 9.1% of the population within a 30 minute drivetime of Leicester city centre are likely to say they have attended a jazz event in the past 12 months.
- This ranges between 5.3% and 13.2%.

Map showing the index of the computed figures for attendance of jazz within a 30 minute drivetime of Leicester city centre

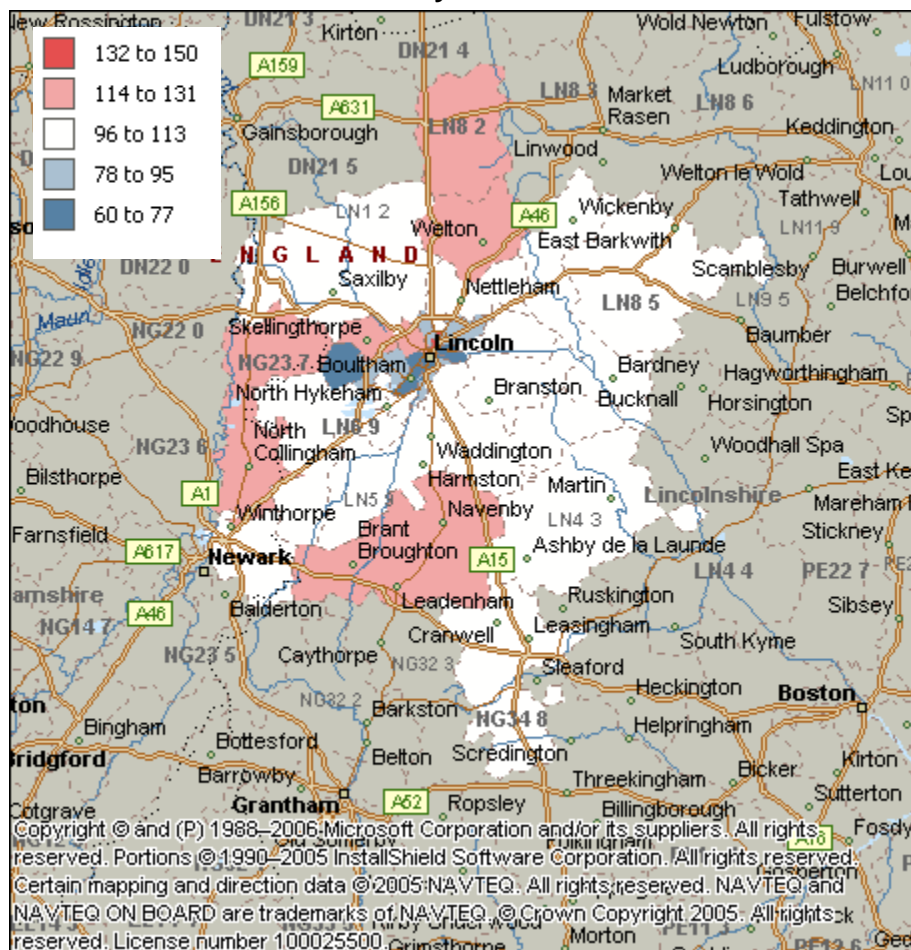


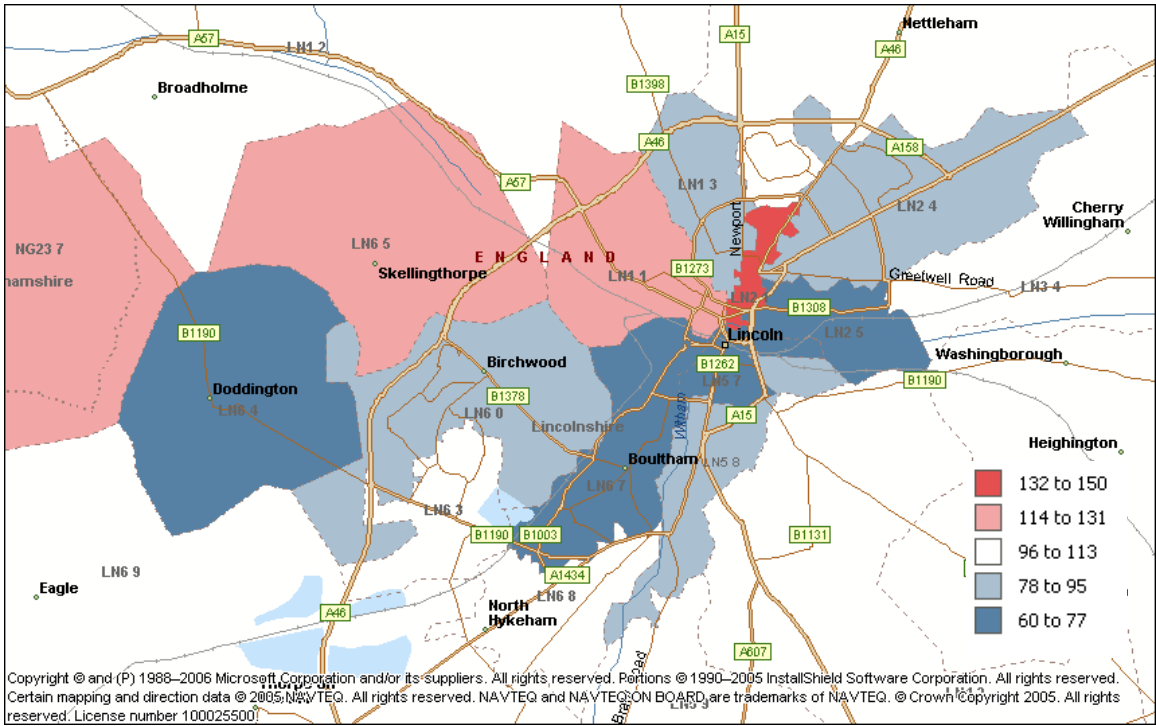
Key points

Lincoln

- 9.4% of the GB population are likely to say they have attended a jazz event in the past 12 months.
- 9.3% of the population within a 30 minute drivetime of Lincoln city centre are likely to say they have attended a jazz event in the past 12 months.
- This ranges between 6.3% and 13.9%.

Map showing the index of the computed figures for attendance of jazz within a 30 minute drivetime of Lincoln city centre



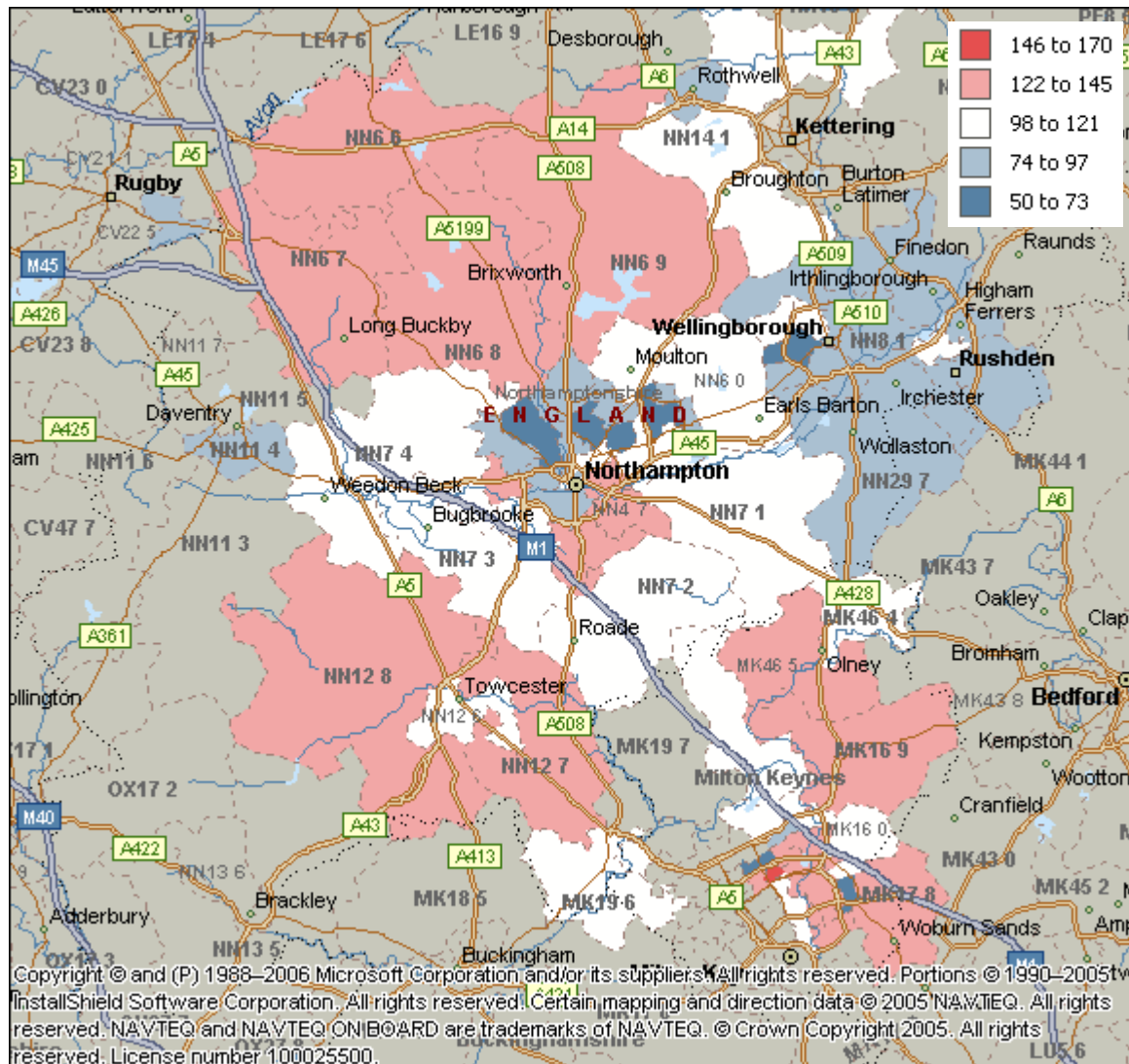


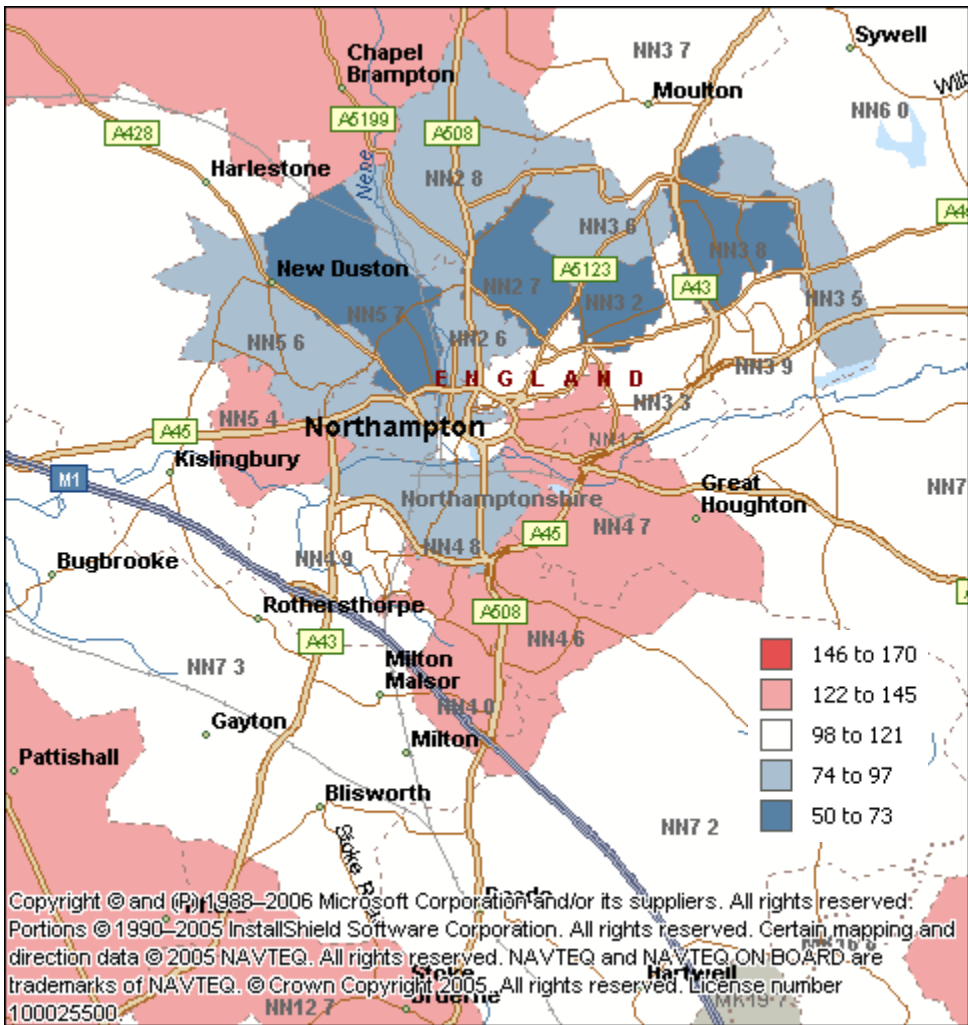
Key Points

Northampton

- 9.4% of the GB population are likely to say they have attended a jazz event in the past 12 months.
- 9.7% of the population within a 30 minute drivetime of Northampton town centre are likely to say they have attended a jazz event in the past 12 months.
- This ranges between 6.9% and 15.6%.

Map showing the index of the computed figures for attendance of jazz within a 30 minute drivetime of Northampton town centre





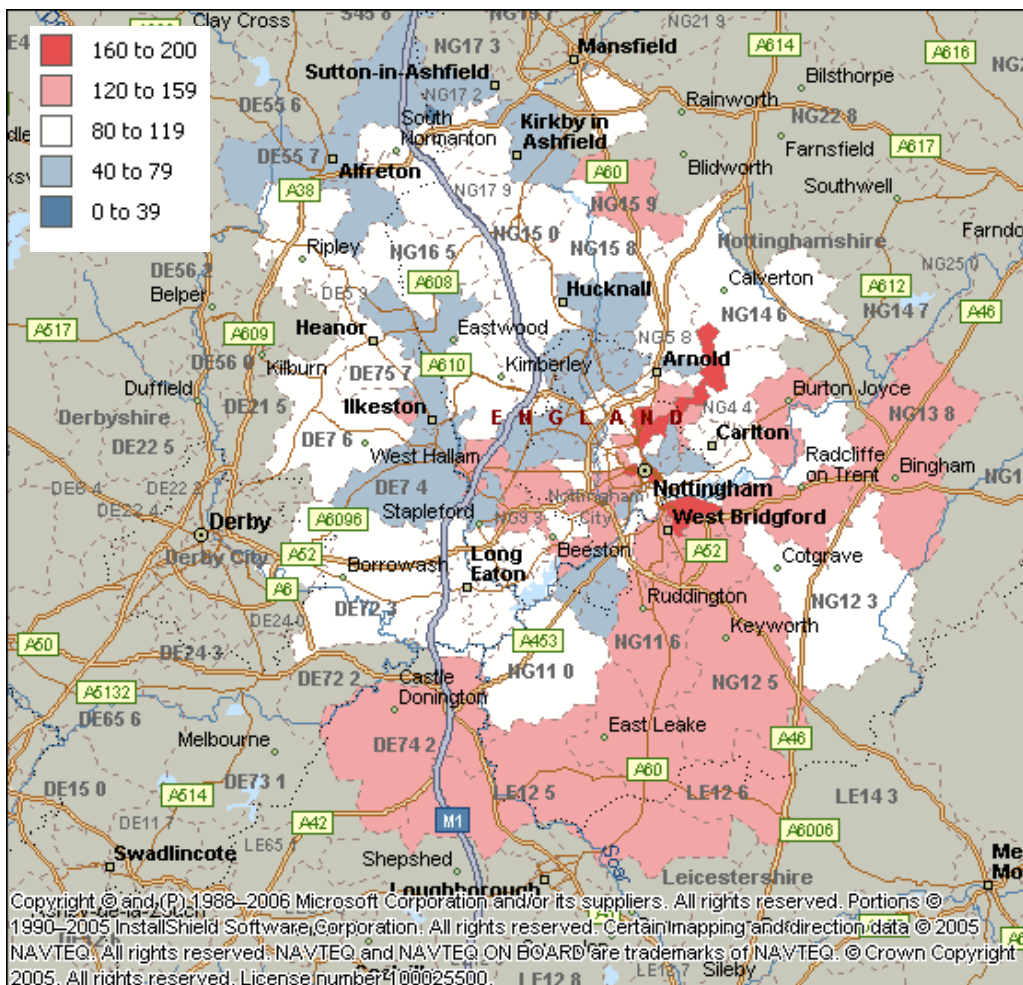
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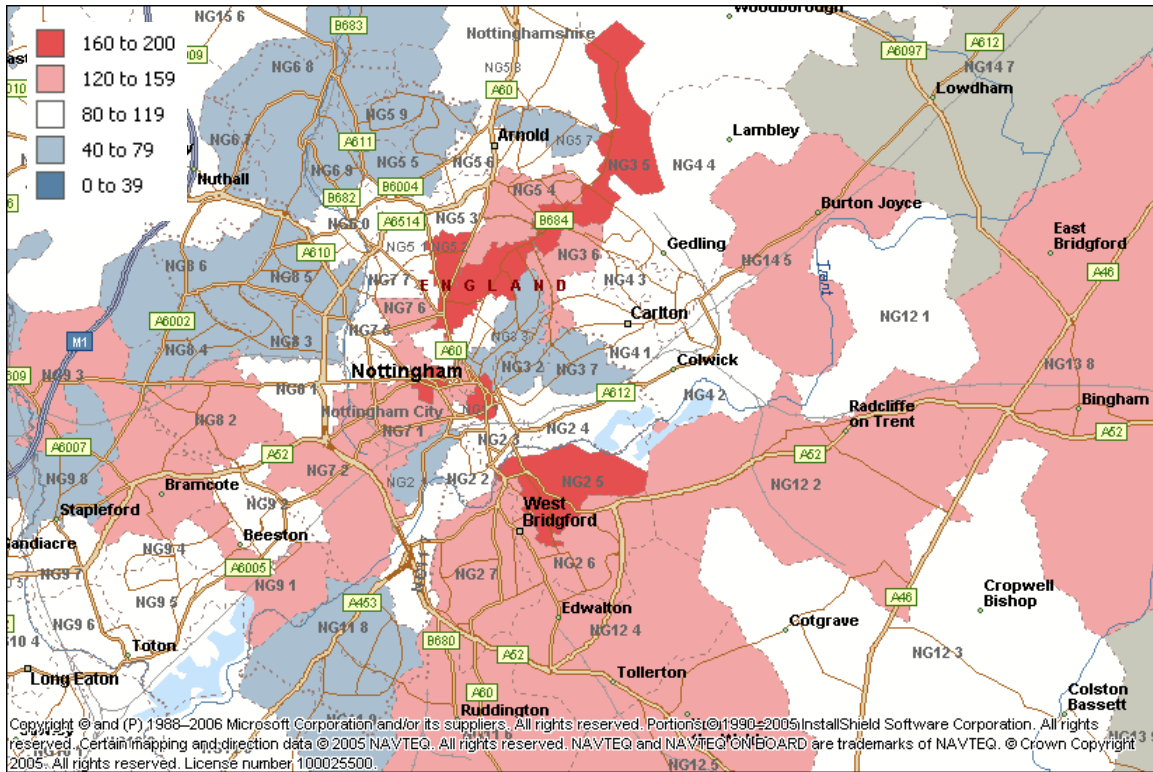
Key points

Nottingham

- 9.4% of the GB population are likely to say they have attended a jazz event in the past 12 months.
- 8.8% of the population within a 30 minute drivetime of Nottingham city centre are likely to say they have attended a jazz event in the past 12 months.
- Although the average for the 30 minute drivetime is 8,8%, the figures across that area range between 4.4% and 16.1%. This is because the population in each neighbourhood is different.

Map showing the index of the computed figures for attendance of jazz within a 30 minute drivetime of Nottingham city centre





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