



UNDERSTANDING AUDIENCES FOR JAZZ

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Briefing 3a: What kind of people attend Derby Jazz gigs?

How to use this briefing:

This is a socio-demographic profile of audiences at selected jazz events at the key Derby Jazz venues. It uses the Mosaic profiling system to describe the age, lifestage, 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 246 valid postcodes were collected from ticket buyers for Derby Jazz gigs January to March 2009 (57 from Buddha Gee, 97 from Deda, 89 from The Assembly Rooms and 3 from the Derby University gig). 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.

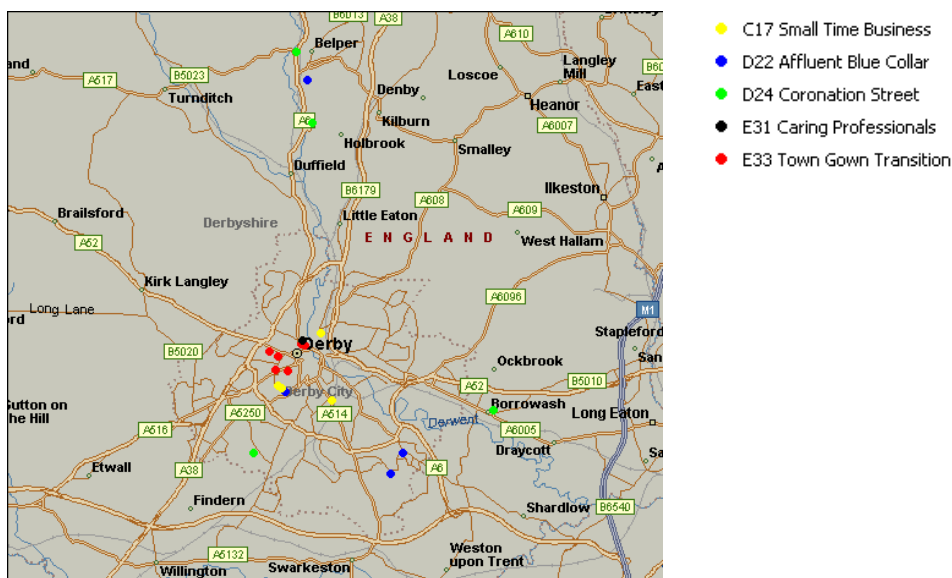
Results: Mosaic Types

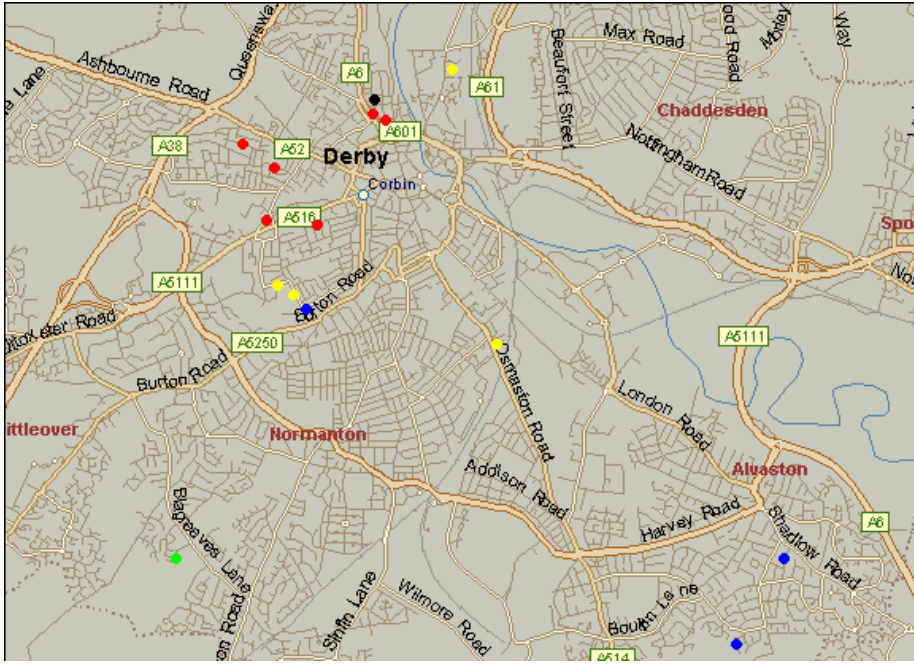
The analysis of Mosaic types shows that audiences at these jazz events are varied with no groups or types particularly dominant. Bear in mind, therefore, that these top five types embrace less than half the audience. Although there is some overlap in audience type between venues, there are also differences.

Buddha Gee

Table 2: Top five Mosaic Types of audiences for jazz at Buddha Gee

Rank	Type	Count	%
1st	E33 Town Gown Transition	7	12%
2nd	C17 Small Time Business	6	11%
3rd	D24 Coronation Street	6	11%
4th	D22 Affluent Blue Collar	5	9%
5th	E31 Caring Professionals	4	7%
	Total Postcodes analysed	57	49%



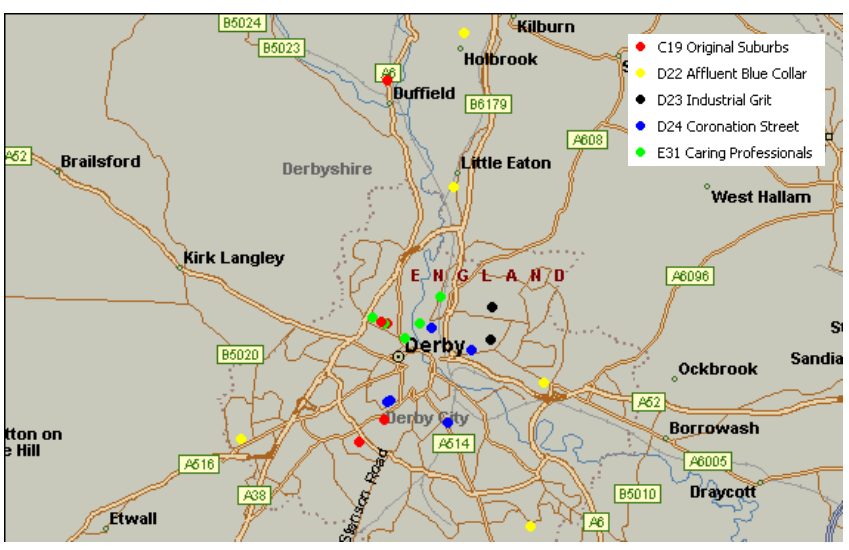


- C17 Small Time Business
- D22 Affluent Blue Collar
- D24 Coronation Street
- E31 Caring Professionals
- E33 Town Gown Transition

Deda

Table 3: Top five Mosaic Types of audiences for jazz at Deda

Rank	Type	Count	%
1st	C19 Original Suburbs	9	9%
2nd	D22 Affluent Blue Collar	9	9%
3rd	D24 Coronation Street	8	8%
4th	E31 Caring Professionals	8	8%
5th	D23 Industrial Grit	6	6%
	Total Postcodes analysed	97	41%



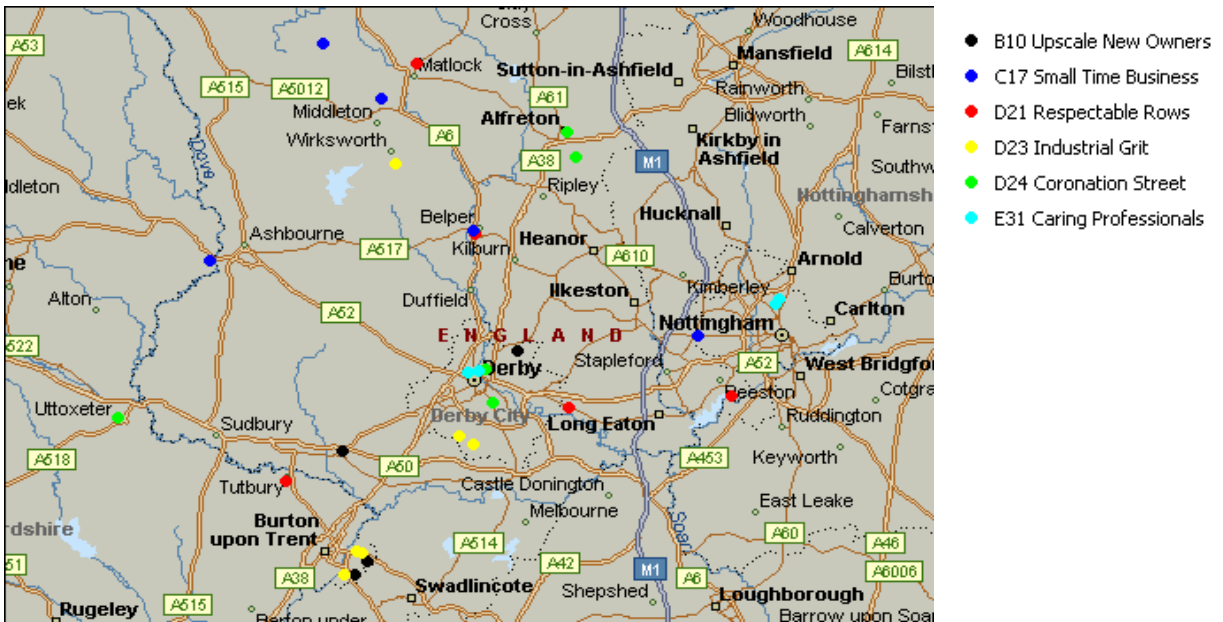
- C19 Original Suburbs
- D22 Affluent Blue Collar
- D23 Industrial Grit
- D24 Coronation Street
- E31 Caring Professionals



Assembly Rooms

Table 4: Top six Mosaic Types of audiences for jazz at the Assembly Rooms

Rank	Type	Count	%
1st	D21 Respectable Rows	9	10%
2nd	D23 Industrial Grit	6	7%
3rd	B10 Upscale New Owners	5	6%
4th	C17 Small Time Business	5	6%
5th	D24 Coronation Street	5	6%
6th	E31 Caring Professionals	5	6%
	Total Postcodes analysed	89	39%



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

B10 Upscale New Owners

What are they like?

Upscale New Owners include younger professionals and managers with good incomes who have bought expensive, modern, detached houses in rapidly expanding suburbs.

Many of the residents will be in their late thirties and early forties who may have delayed their marriages and having children until they had established themselves in their chosen profession. Their children are typically in nurseries or at primary school. As they expect to move around the country to advance their careers, they tend not to form ties with the communities in which they live. Almost all families have at least two cars and used in a hectic schedule of ferrying children to schools and friends.

What do they do?

In most respects lifestyles are quite conventional, often conforming to stereotypes that are communicated by mass-market advertising, involving wholesome family values in a clean, modern setting. Creativity is allowed only within constraints and few people radically question the assumptions under which modern societies operate. Many people have moved to these neighbourhoods so that they, and perhaps more importantly their children, can be surrounded by others with similar lifestyles and aspirations and counter cultural trends seldom extend further than dietary preferences and the occasional living room ornament. Politically these areas provide reliable support for Conservative candidates but give much less to charities than older established high-income groups.

Upscale New Owners spend significant amounts on outings for the whole family, whether to the cinema, restaurants, theme parks or leisure centres. Convenience is the watch word for these busy career people, whose time is taken up with their work and children.

Spending appears largely governed by economic rationalism, rather than a desire to engage with consumption as a means of expression and they are low risk takers.

How to reach them

The Internet is likely to be used for shopping, banking and accessing information, as well as for leisure purposes and even planning holidays.

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., and they can hold these views with some conviction.

D22 Affluent Blue Collar

What are they like?

Affluent Blue Collar comprises older manual workers, many of them employees of manufacturing industries such as steel and chemical plants, who have traditionally enjoyed a high standard of living and who own the spacious post war semi-detached houses. Many have grown up children still living with them.

What do they do?

These working class people are far from being poor and can afford quite a varied lifestyle. They are not too worried about prices. *Affluent Blue Collar* represents a good market for home entertainment products, for gardening and leisure products. There is a strong emphasis on do-it-yourself. These people are not adventurous, being immediate followers rather than opinion leaders and some are hostile to change. They watch TV, go to pubs and eat out occasionally. There is a general indifference towards the Arts, international affairs, foreign food, fashion and so on

How to reach them

Readership of newspapers is usually limited to the tabloids with the Daily Mail and The Mirror both selling well. They do not use the Internet for information or for shopping, but innovative products will be adopted quite readily where they have a clear entertainment value, such as DVD players..

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.

D24 Coronation Street

What are they like?

Coronation Street comprises many young people, in menial occupations who have little option but to choose an older terrace if they want to set up a home of their own and start a family. Such people are likely to have been born and bred in their local community, their parents perhaps living in a suburban council house. Many of these young people are in long term relationships and have pre-school or primary school age children. There are also notable proportions of students and lone parents.

What do they do?

These terraces often stretch off major Victorian thoroughfares providing frequent buses to city centre locations. The nature of the local community fosters interaction – people meet each other in the street, at corner shops and in the pubs and have both less need and less opportunity to display symbols of material success. These therefore are cultures which value mass market, trustworthy brands, for whom price and function may be more important than lifestyle associations. Tastes in foods are particularly old fashioned. Betting, bingo and the pub remain favoured leisure activities. These people watch a lot of TV and hire lots of videos. Rock and pop music is popular

The service sector employs a large proportion of these people – in hotels, catering, wholesaling activities, sales and customer services. They are anxious about the threat of redundancy. Shopping is driven by price sensitivity, and a need for convenience rather than a search for quality. Where there are older children, computer games are very popular. Car ownership is low, and most people use public transport, or walk.

How to reach them

There is little interest in IT for information or for purchasing. Readership of newspapers is the usual diet of popular tabloids such as the Sun, the Mirror, the Star and the Sunday Sport.

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.

E33 Town Gown Transition

What are they like?

Town Gown Transition is found in the older areas of provincial cities which are sufficiently close to universities to have large populations of students and recent graduates. Current undergraduates are in a minority, with more people in their middle twenties including mature students, postgraduate students and younger lecturers. There are also large numbers of young professionals with degrees with more liberal views.

Idealistic and headstrong, these consumers are developing their identity, values, and personal tastes. Home is merely the place where they can situate themselves, in order to be in the midst of this exciting lifestyle. Many choose a vegetarian lifestyle, choosing free range and environmentally friendly products, for example – while their idealism extends to causes and political awareness. Risk takers who look for adventure, these young people are highly ambitious, aiming for the very top in their careers, and possibly considering entrepreneurial activities.

What do they do?

Single, but rarely alone, life revolves around their friends for much of the time. They socialise a great deal, clubbing, dancing, going to the cinema, or just hanging out in bars, pubs and cafés. They will try to experience all that they can squeeze into their hectic lives. Life is centred on their friends. They are keen on art, especially contemporary and experimental art. Mainstream art, like mainstream fashion, is likely to be of less interest. Travel is high on their agenda.

How to reach them

Sceptical of advertising, they are nonetheless, attracted to superficial enticements in the marketplace, such as attractive packaging and innovative products. It is likely that style will take precedence over quality in their purchasing decisions. Many are Guardian readers.



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