



UNDERSTANDING AUDIENCES FOR JAZZ

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Briefing 4a: Where do audiences at Derby Jazz gigs come from?

How to use this briefing:

This is a map showing the postcodes of ticket buyers for Derby Jazz gigs at the four venues used January to March 2009.

Use it 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

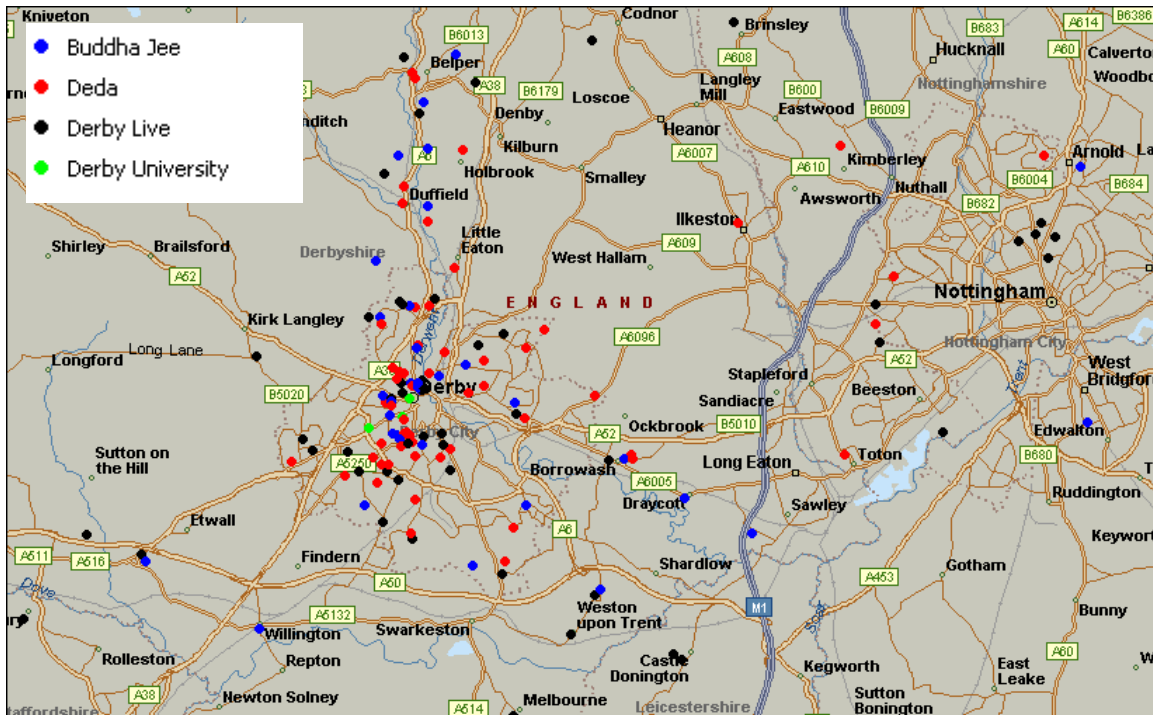
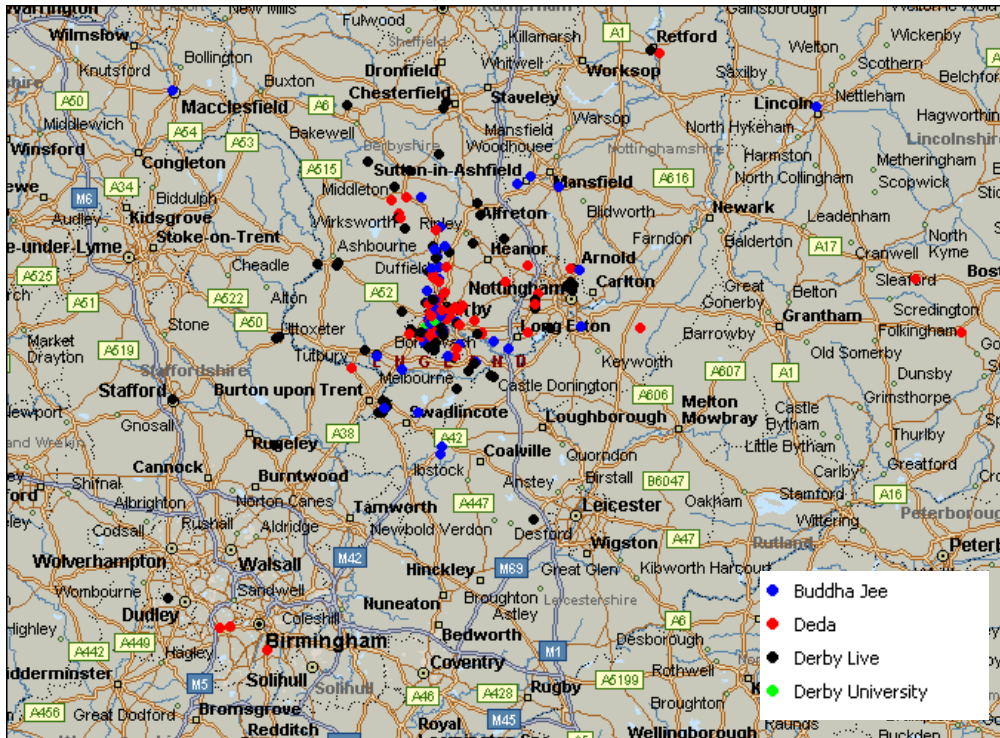
A total of 246 valid postcodes were collected from ticket buyers for Derby Jazz gigs January to March 2009 (57 from Buddha Gee, 97 from Deda, 89 from The Assembly Rooms and 3 from the Derby University gig). Microsoft MapPoint was used to generate the maps and drivetimes. The catchment boundary includes postal sectors in which at least 1% of ticket buyers are located. In addition to this analysis, the postcodes of ticket buyers for gigs in 2008 at Deda and the Assembly Rooms were also mapped.

Key points

- More than 90% of the audience comes 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.¹
- A tiny proportion travel for over an hour
- The catchment is strongly influenced by the transport infrastructure and other conurbations with theatres and concert halls, stretched out along good trunk roads to the north, west and south west and sharply curtailed towards Leicester, Nottingham and Birmingham.




Maps

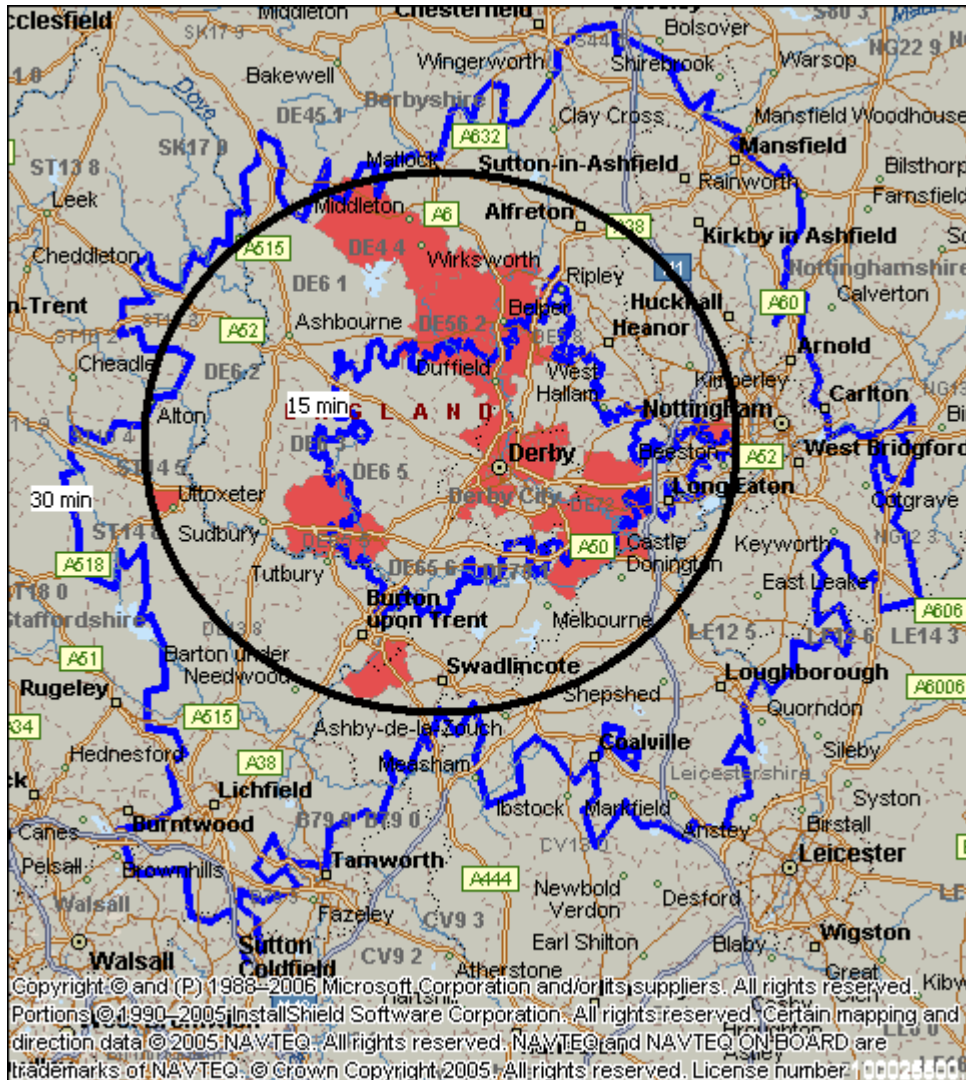
Ticket buyers for gigs January to March 2009



Catchment area definition

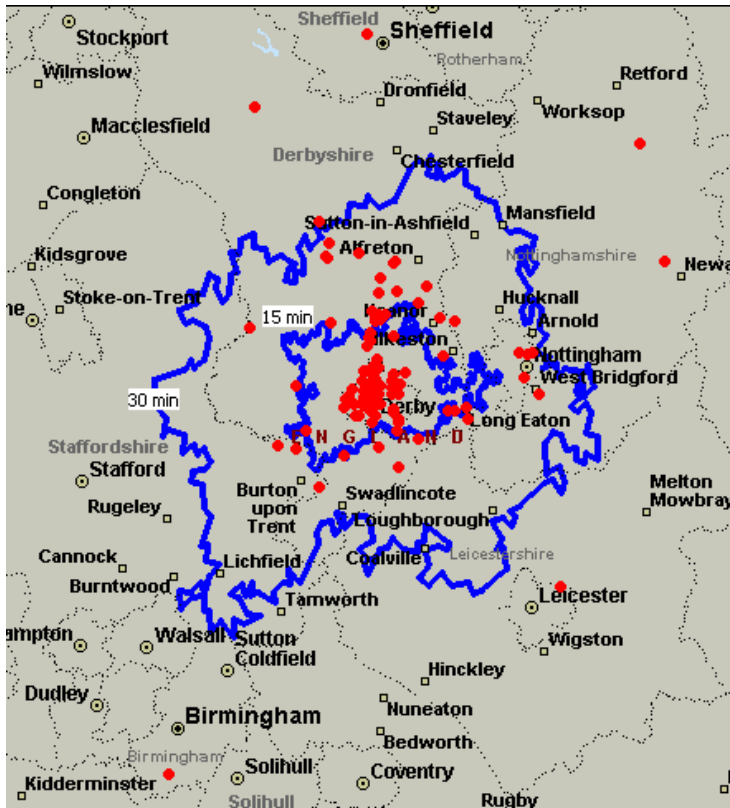
Key

-  15 and 30 minute drivetimes from Derby city centre
-  Catchment boundary
-  Postal sectors containing at least 1% of ticket buyers

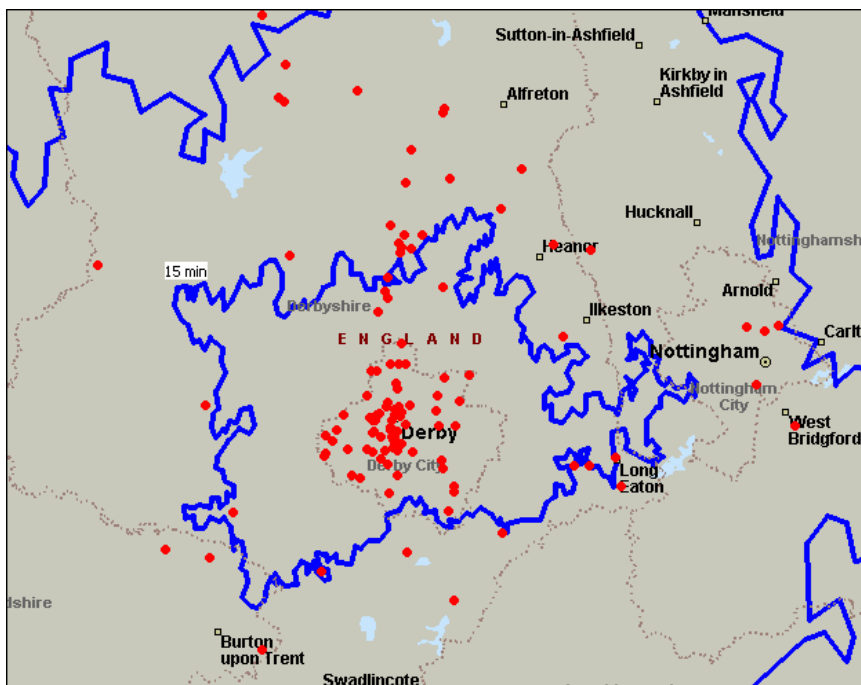


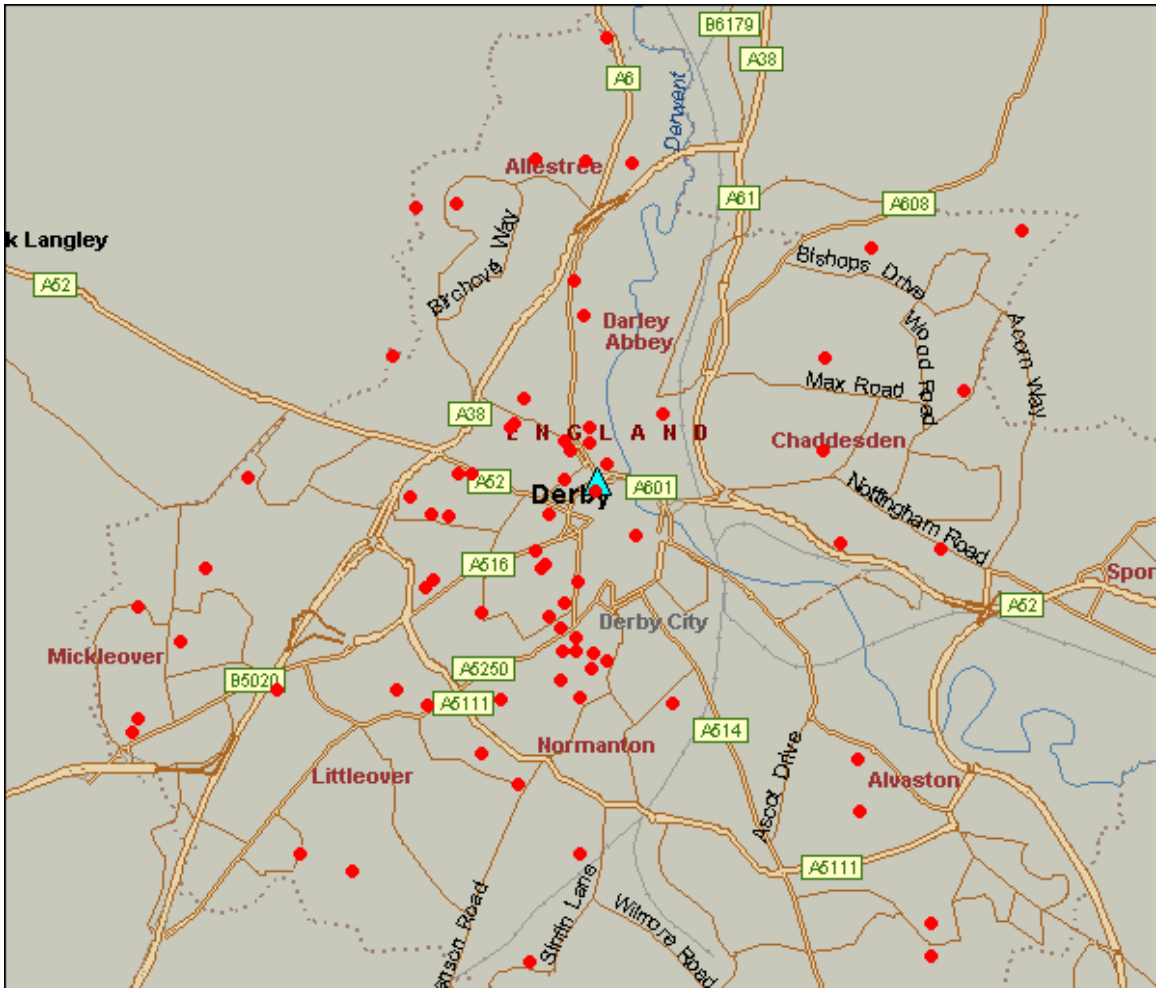
Ticket buyers for gigs in 2008

Deda

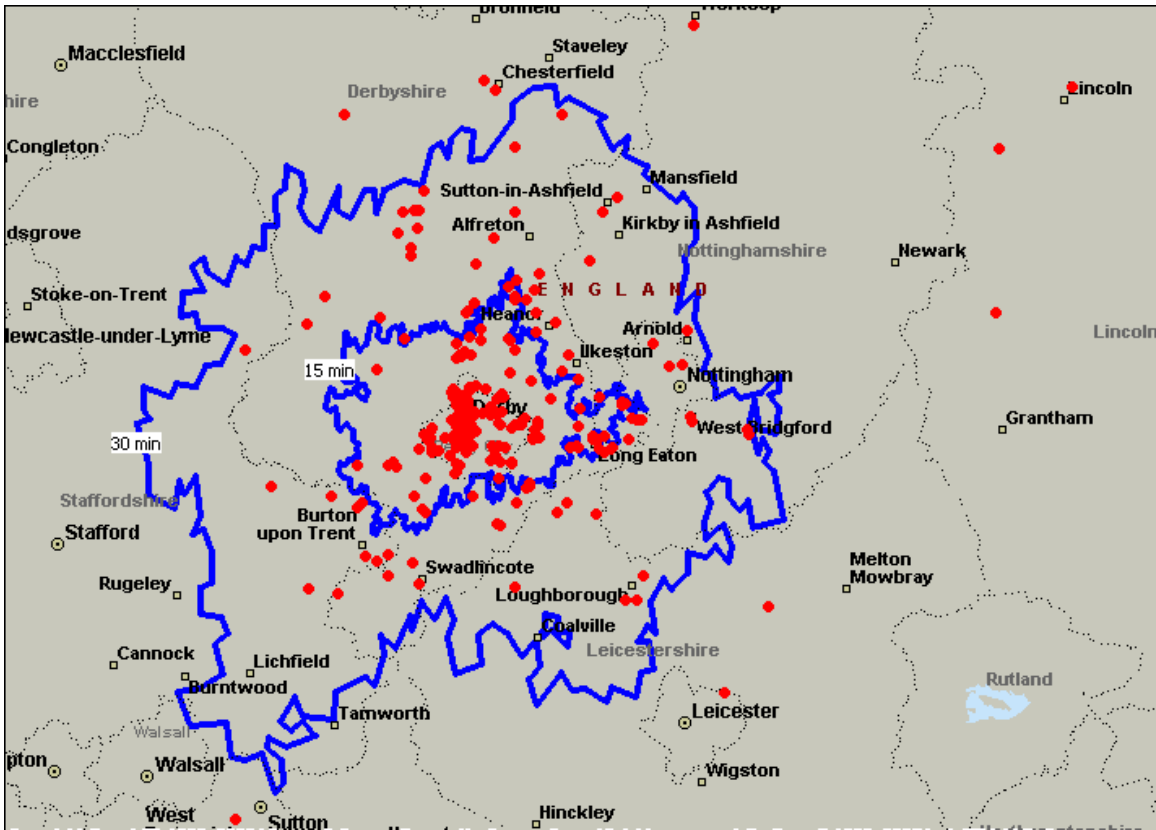


6% of ticket buyers come from outside a 30 minute drivetime

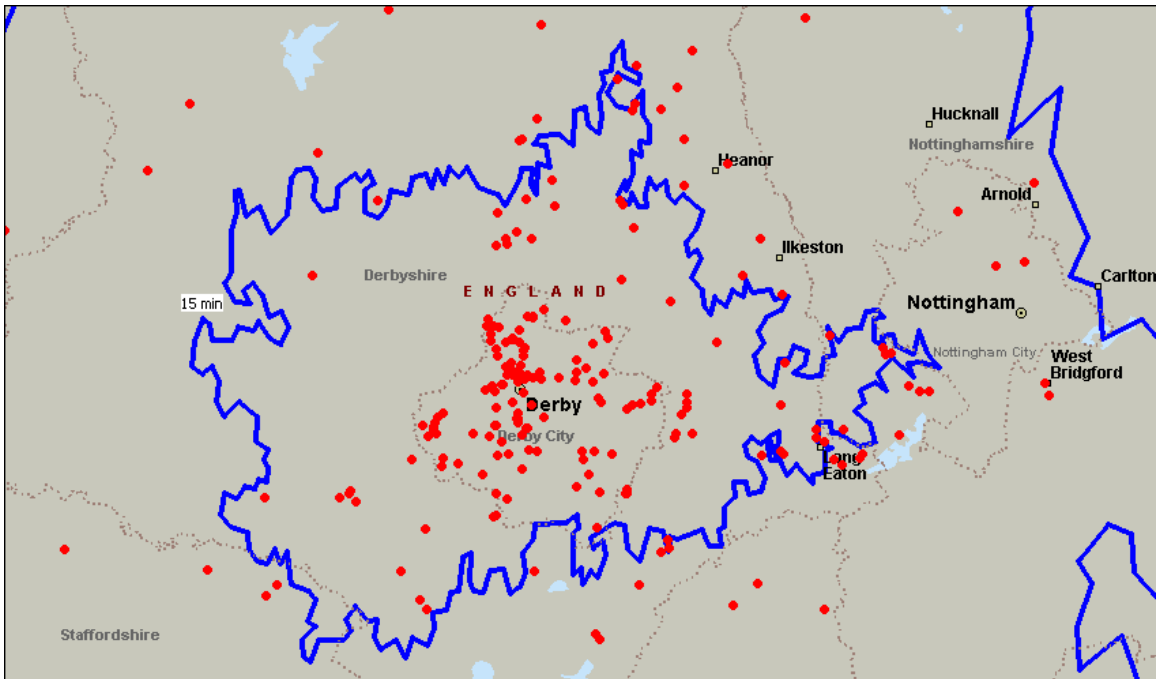


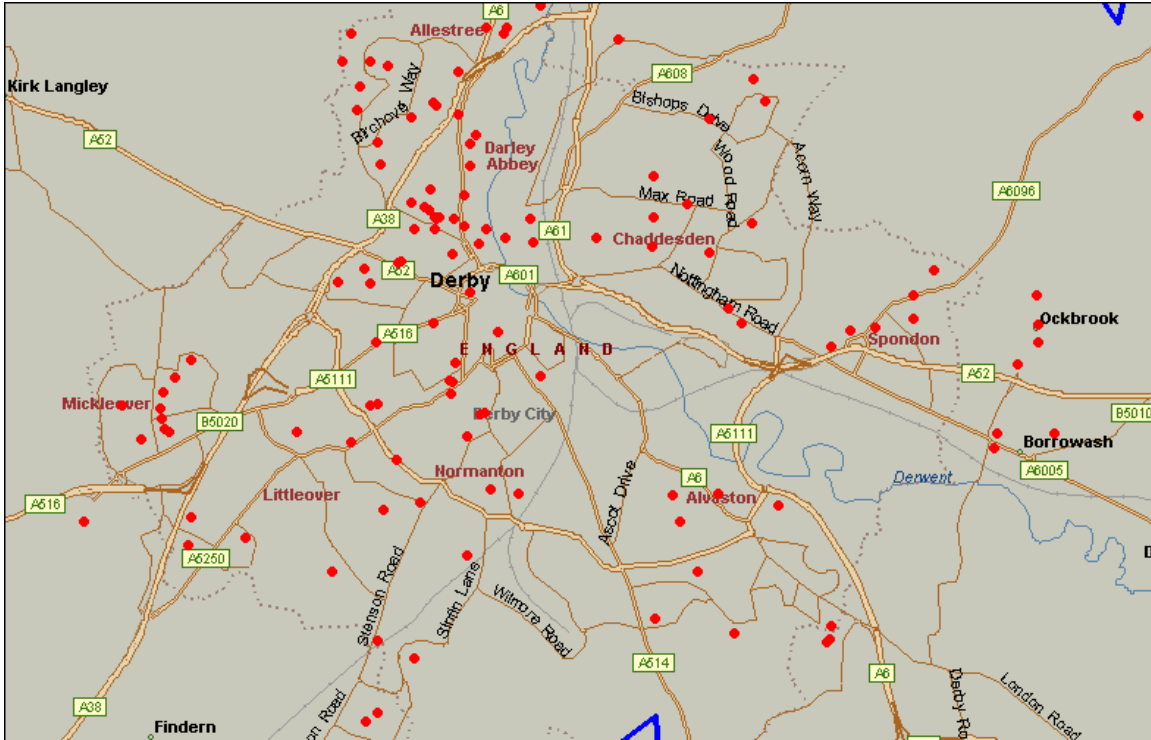


Assembly Rooms



7% of ticket buyers come from outside a 30 minute drivetime





ⁱ Brook, O., Boyle, P.J. and Flowerdew, R. (2009). 'Demographic Indicators of Cultural Consumption'. In Stillwell, J., Norman, P., Thomas, C. and Surrige, P. (eds) *Understanding Population Trends and Processes Volume 2: Population, Employment, Health and Wellbeing*. Springer, London



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