

WGLF
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Jazz Audiences Initiative – Leadership Workshop

August 11-12, 2011

Hosted by Jazz Arts Group, with
support from the Columbus
Foundation



Jazz Audiences Initiative: High Level Findings

JAI Research Components

- Literature review of existing research
- Music listening study (Dr. Joe Heimlich)
- Multi-site jazz ticket buyer survey (administered online and by mail)
- Central Ohio jazz prospect survey (multi-method)



Across the western-based art forms, jazz still draws a relatively diverse audience



DEMOGRAPHICS BY PARTNER (UNWEIGHTED DATA)	Total
Sample size (unweighted)	4,855
Gender	
Female	46%
Male	54%
Age	
18-34	7%
35-44	10%
45-54	25%
55-64	35%
65+	23%
Race	
White/Caucasian	79%
Not-White	21%
Educational Attainment	
High school graduate or G.E.D.	3%
Some college, no degree	12%
Associate or Vocational Degree	6%
Bachelor's Degree	32%
Master's Degree	30%
Professional Degree	17%

Jazz Arts Group	Jazz at Lincoln Center	Jazz at St. Louis	SFJAZZ	Monterey Jazz Festival	Sculler's Jazz Club	MUP Consortium
866	414	446	345	950	1043	791
Gender						
52%	48%	37%	40%	37%	53%	50%
48%	52%	63%	60%	63%	47%	50%
Age						
5%	7%	11%	13%	2%	6%	13%
9%	13%	15%	16%	6%	11%	9%
18%	24%	23%	26%	22%	38%	18%
37%	31%	32%	28%	41%	37%	32%
31%	26%	20%	17%	29%	8%	29%
Race						
93%	80%	75%	73%	66%	78%	83%
7%	20%	25%	27%	34%	22%	17%
Educational Attainment						
3%	1%	2%	2%	2%	4%	2%
8%	6%	12%	9%	16%	18%	7%
4%	2%	6%	4%	8%	10%	3%
38%	26%	34%	35%	31%	35%	25%
31%	38%	31%	29%	28%	24%	33%
16%	27%	15%	22%	14%	8%	29%

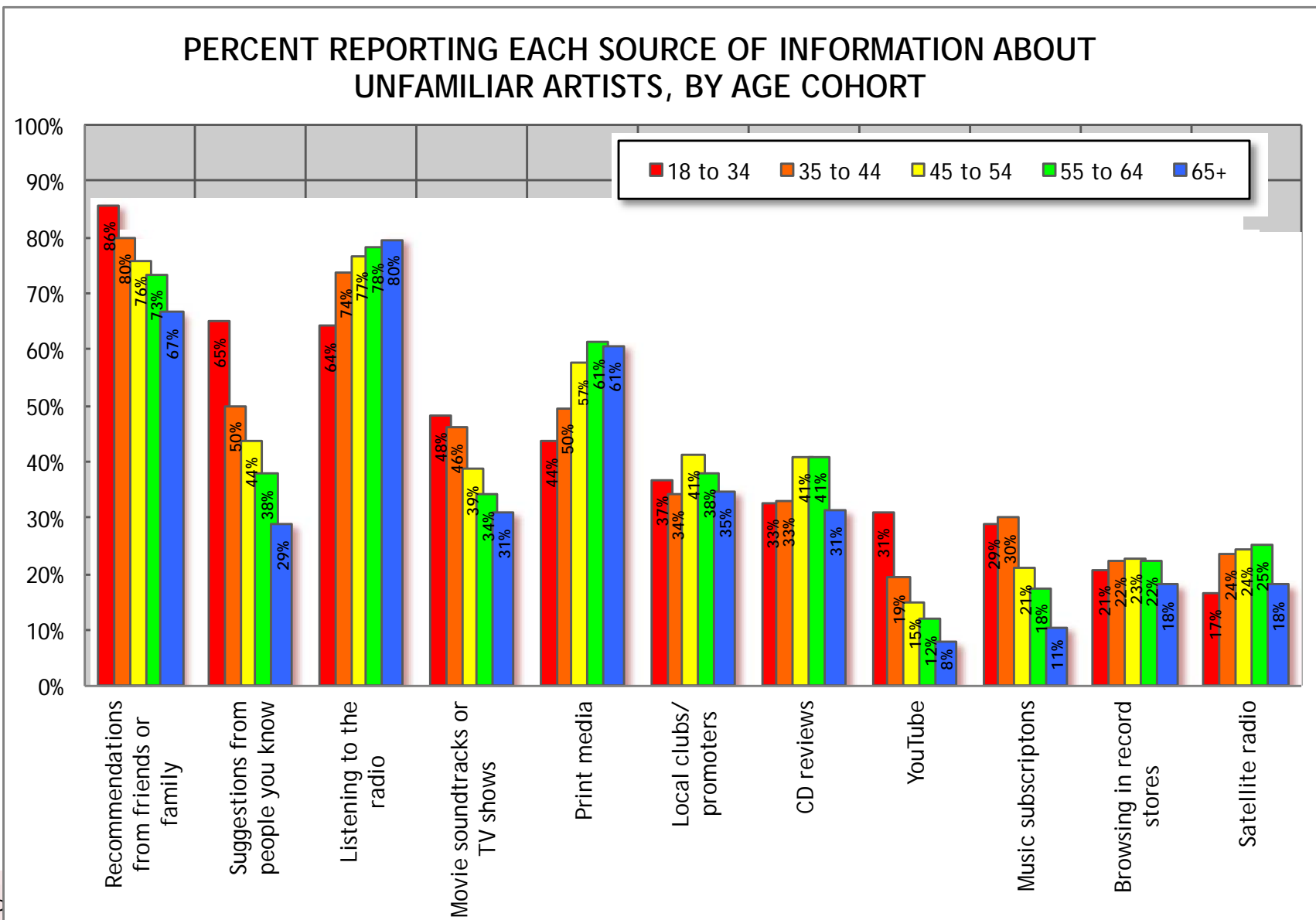


Tastes in music are socially
transmitted

Music Listening Study findings

- “Individuals are often willing to listen to music outside their comfort zones or stated preferences, but usually with conditions.”
- “Many respondents noted that they would attend a concert or a club with music they do not know... but only under certain conditions. Usually, the condition was a specific invitation, a word of mouth comment plus an invitation, or attending with someone more knowledgeable about that form of music.”

Tastes in music are socially transmitted

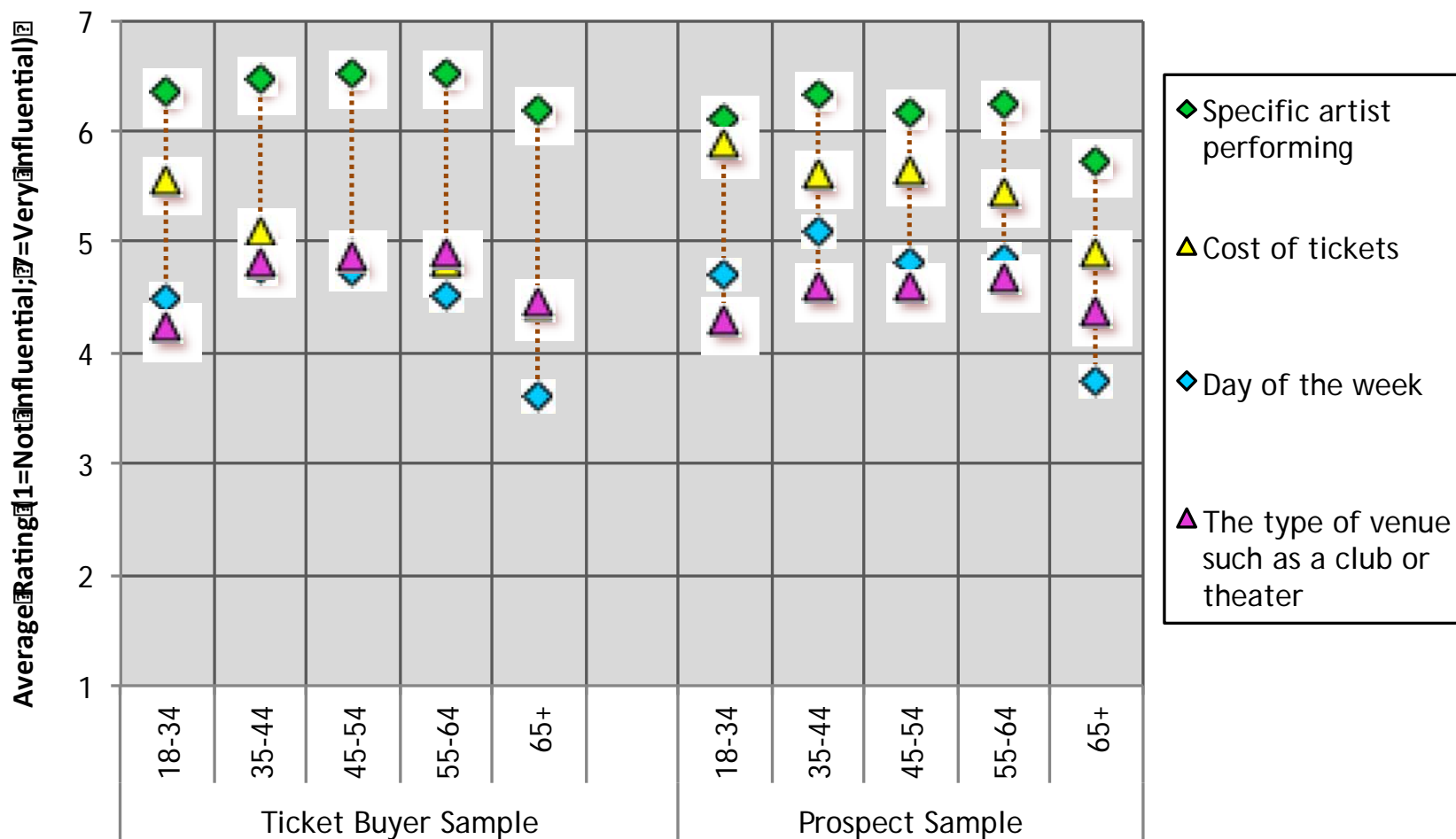




Consumption of jazz is artist-driven

Consumption of jazz is artist-driven

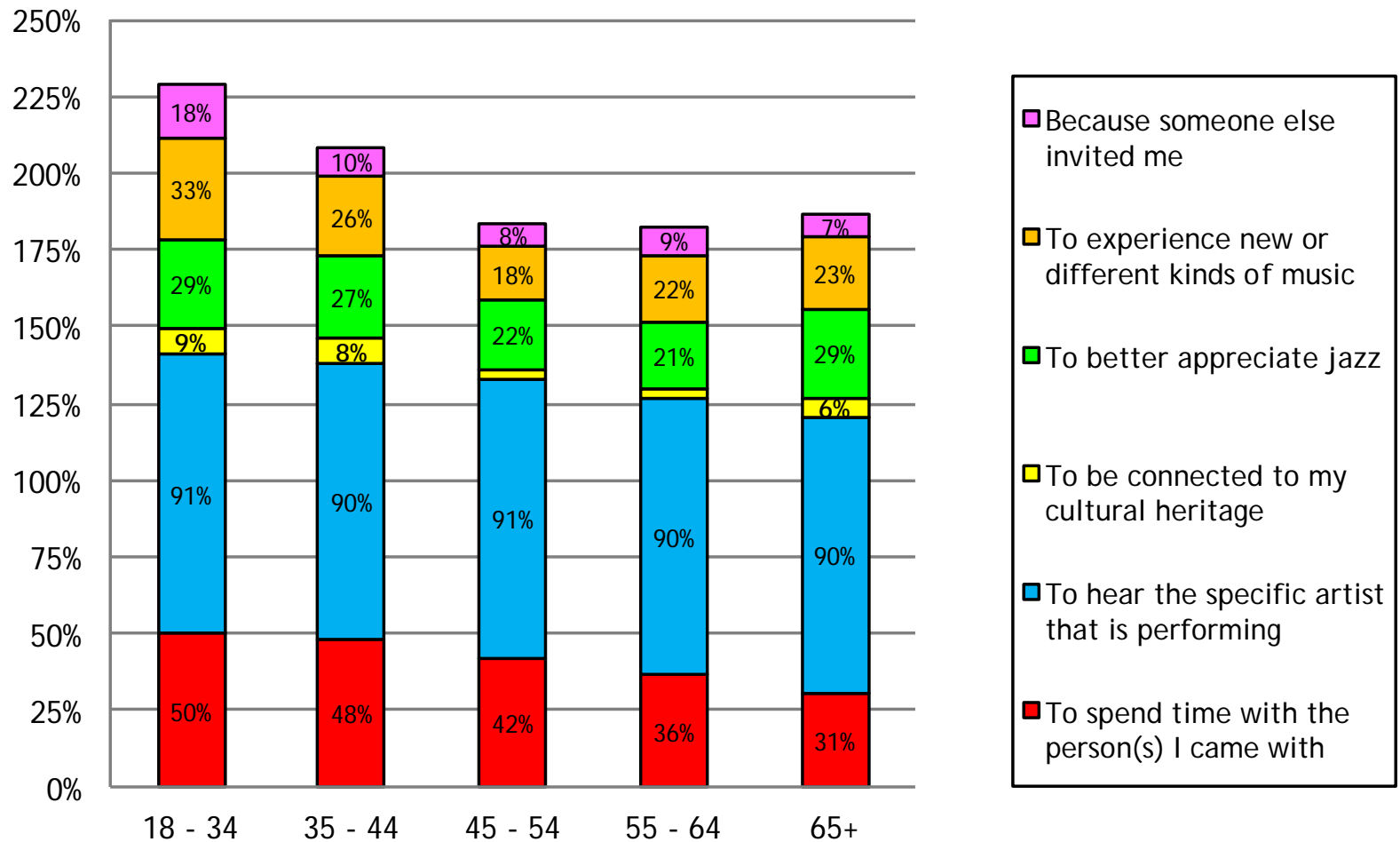
AVERAGE INFLUENCE OF FACTORS ON LIVE JAZZ ATTENDANCE, BY AGE AND SAMPLE





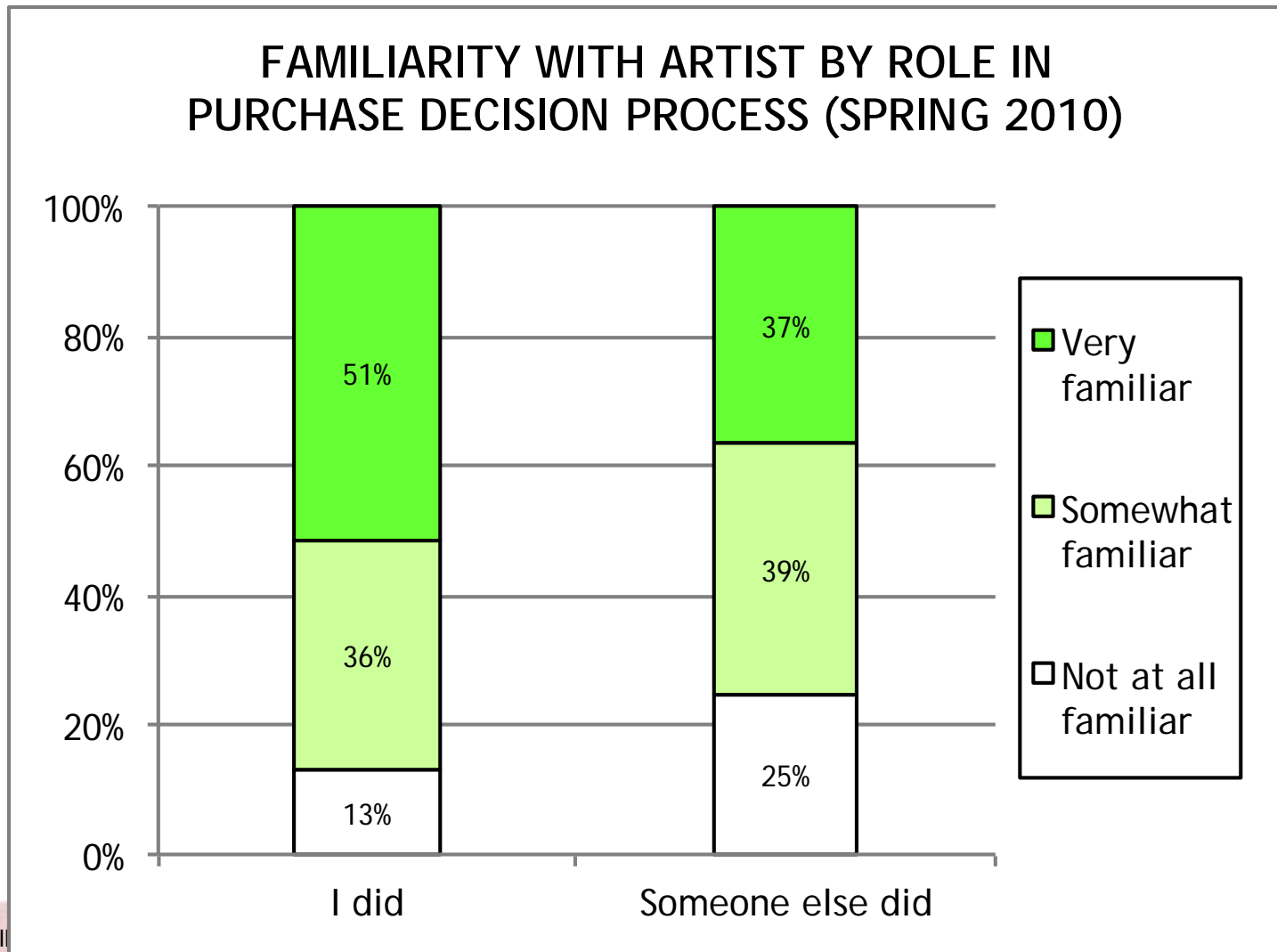
Consumption of jazz is artist-driven (SF JAZZ)

MOTIVATIONS FOR ATTENDING BY AGE COHORT (SPRING 2010)





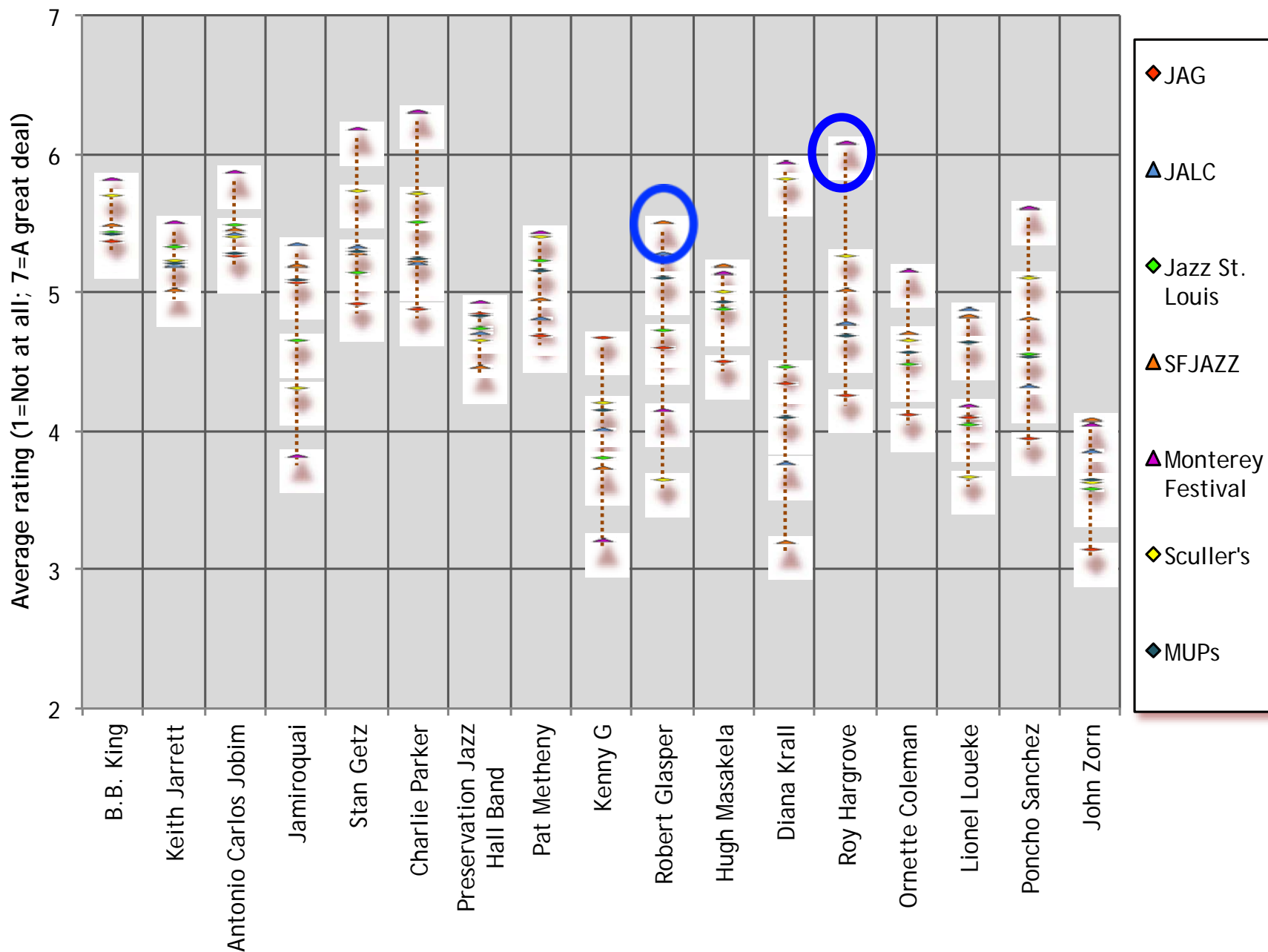
Consumption of jazz is artist-driven (SF JAZZ)



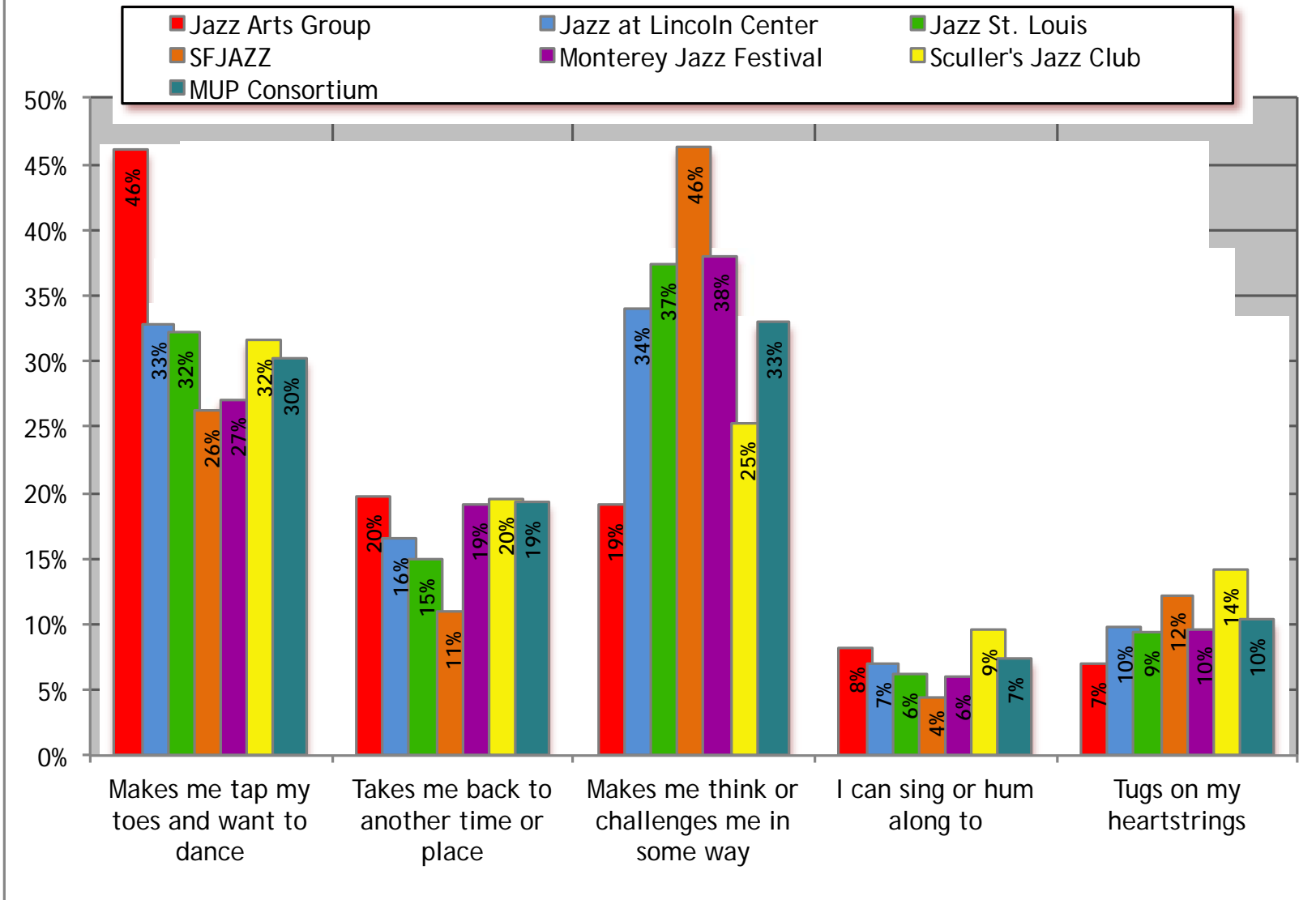


Preferences are shaped by local programming; audiences respond to artists in a symbiotic process of aesthetic development.

AVERAGE PREFERENCES FOR JAZZ ARTISTS, BY PARTNER



"I PREFER JAZZ THAT..." BY PARTNER

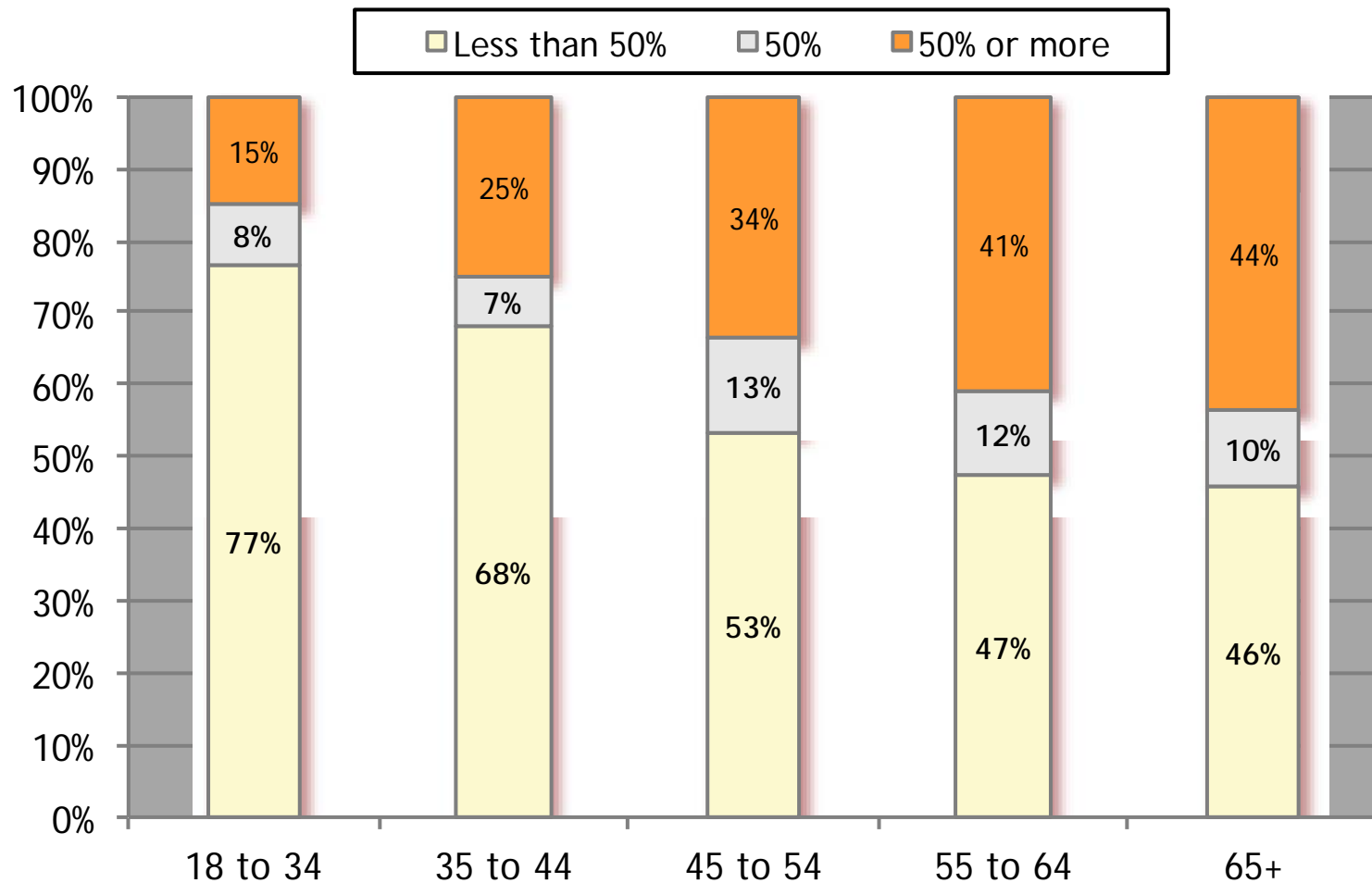




Younger buyers have categorically more eclectic tastes in music than their older counterparts. Engaging them will require a multi-pronged strategy involving both live and digital experiences, and both participatory and observational programs.



PERCENTAGE OF JAZZ AS PART OF MUSIC COLLECTION, BY AGE COHORT





SFJAZZ Focus Group Research on young jazz buyers (2008)

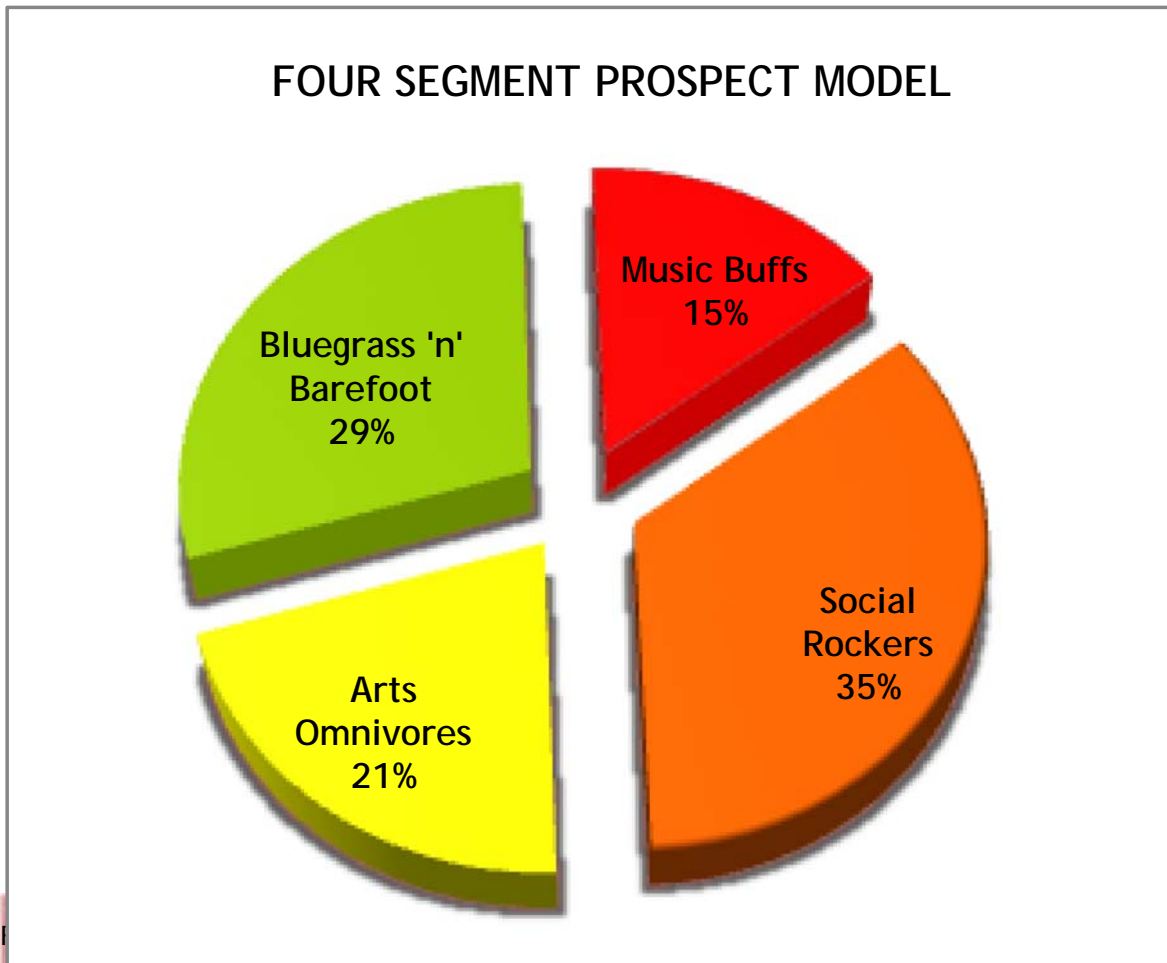
- Young adults are resolutely unwilling to categorize their taste in music.
- The musical tastes of most of the young adults we interviewed encompass all genres and periods.
- Whether or not it's jazz, classical, world, 'noise' or electronic dance music does not matter as much as whether they like how it sounds.
- *“There are only two kinds of music: good music, and bad music.”*



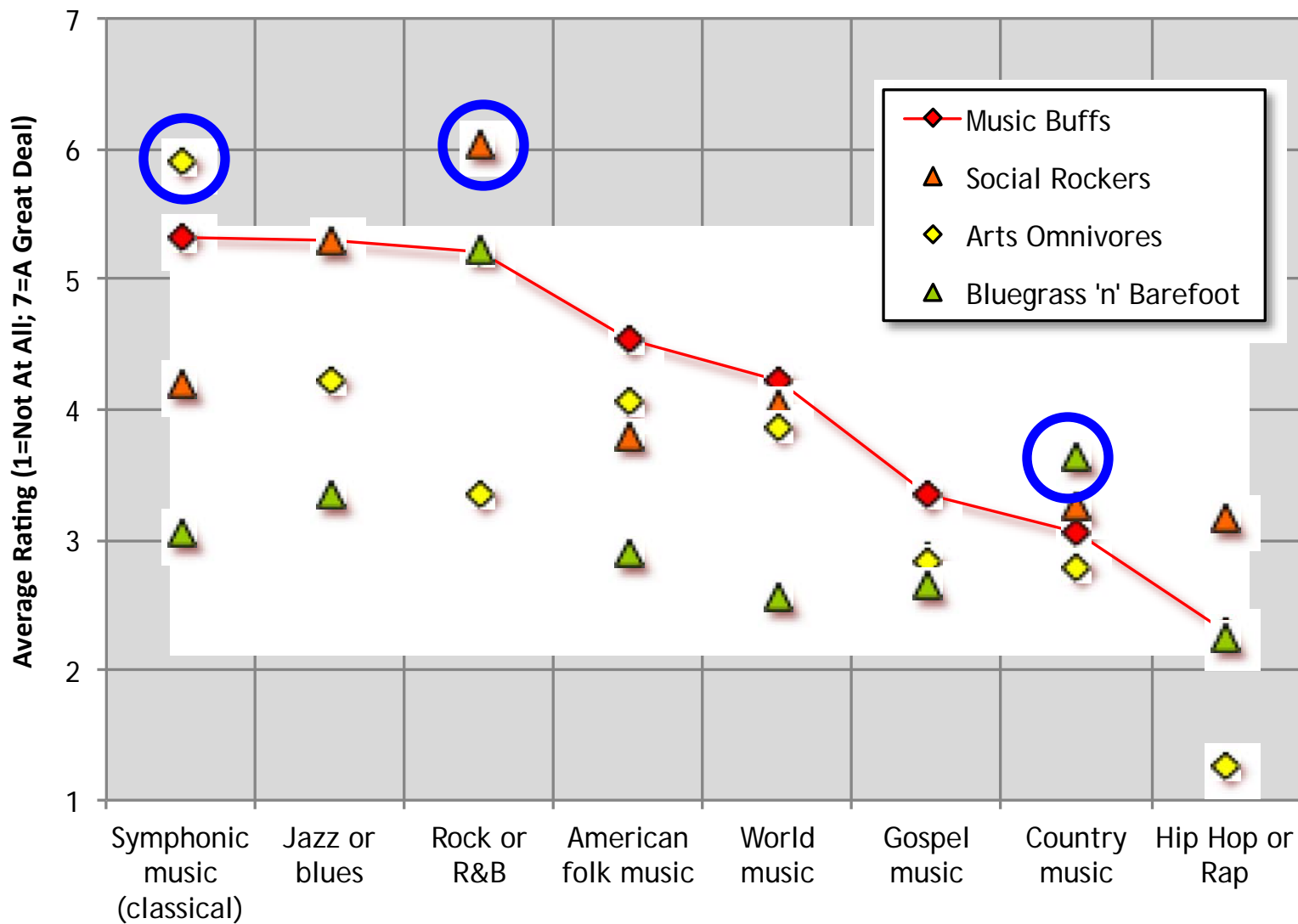
There are many musical pathways into jazz; building bridges requires making connections to other styles of music



Three out of four prospect segments are notable for their interests in adjacent music genres



MUSIC PREFERENCES, BY SEGMENT

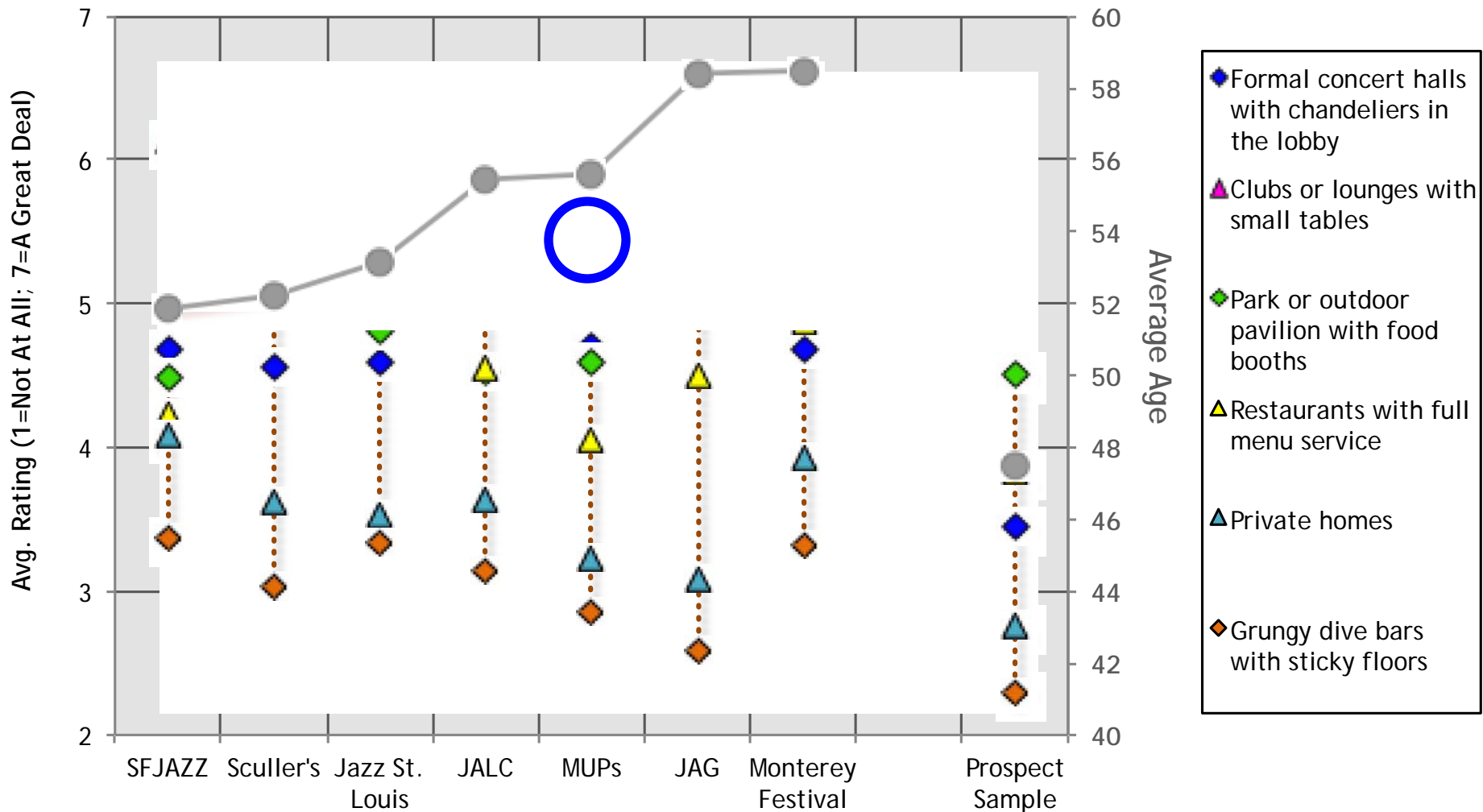




Jazz buyers strongly prefer informal settings for live jazz, especially clubs and lounges.

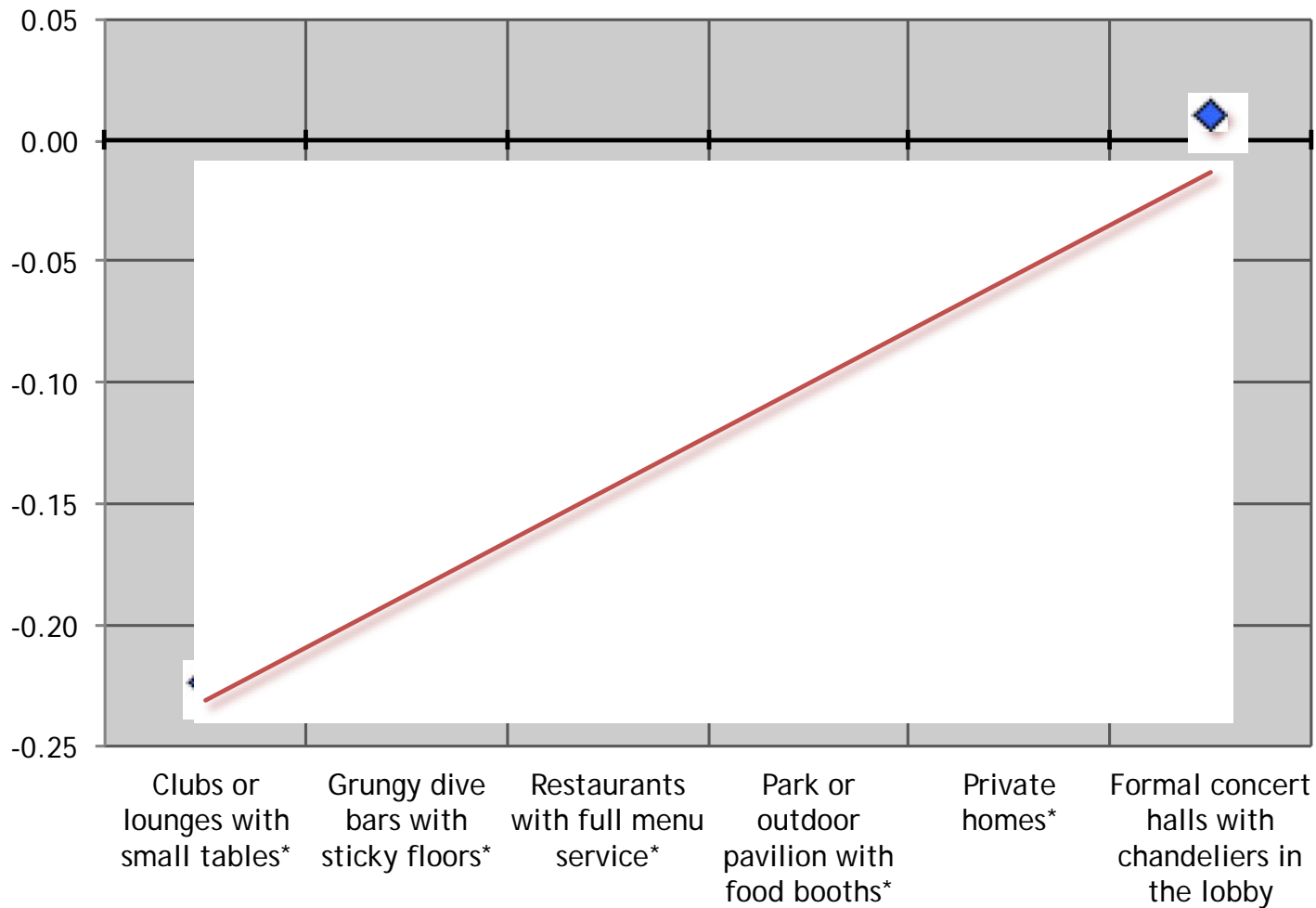
VENUE PREFERENCES BY PARTNER

"How much would you like to see jazz in..."



PEARSON CORRELATION COEFFICIENTS FOR AGE AND LEVEL OF PREFERENCE FOR SIX TYPES OF JAZZ VENUES

Correlation Ccefficeint (Lower values indicate that increased age has a negative effect on venue preference)



* Significant at the .01 level



SFJAZZ Focus Group Research on young jazz buyers (2008)

- All prefer venues that are small, intimate and hip.
- They are drawn to the casual interactions that a venue can encourage.
- They prefer to have the option of “dropping in” to a venue without having to pay an entrance fee or appear at a particular time.
- They want to make choices as to how to experience the music, and their choices will vary from night to night.
- In general, young adults seek connection to other audience members and musicians, and also to place.

Summary of Key Themes

- Diverse audience
- Tastes in music are socially transmitted
- Consumption of jazz is artist-driven
- Preferences are shaped by local programming
- Younger buyers have categorically more eclectic tastes in music
- There are many musical pathways into jazz
- Jazz buyers strongly prefer informal settings