**Jazz Survey** – *how does Berlin like its Jazz?*

***Main goal: to learn new ways for engaging audiences and infusing the art form with new energy.***

Main Points:

1. Demographic data: age, gender, social economic status, place of birth.
2. Collect and analyze attitudes and behaviors of jazz ticket buyers in Berlin: do they go back to the same clubs (loyalty), do they try different types of Jazz and artist (variety), average rate of ticket, how long have they been into Jazz.
3. Examine music preferences and concert‐attendance trends amongst ticket buyers: how many of them are Jezzers? Age sub-categorization: older vs. younger taste.
4. What is the main expectancy of a ticket buyer? (music, atmosphere, socialization, hidden musical aspirations, etc).
5. How many of ticket buyers are also downloading Jazz music (important for future services offered on the website).
6. Is the majority of our target audience English speaking? Which language do we use to motivate current and potential jazz audiences?
7. Test their openness towards a learning community for avid jazz fans (informative part we want to integrate in the website).
8. Which information sources they get their Jazz info from (concerts, albums, etc).
9. Is there a Jazz community in Berlin, that one could integrate into, do ticket buyers interact with one another and via which platform.

*Point for consideration (from research conducted in the US:* [*http://wolfbrown.com/index.php?page=jazz-audiences-initiative*](http://wolfbrown.com/index.php?page=jazz-audiences-initiative)*): Respondents revealed strong associations with values around new artists and cultural diversity ‐ ‘discovering new artists and new works of art;’ and ‘learning about a broad range of cultures around the world.’ This was especially true for younger buyers.*

Method:

survey would be launched electronically to a random sample of several Companies and organizations in Berlin, with clear intellectual characterization .Organizations/individuals intended to participate in the study:

* Betahouse. <http://betahaus.de/>
* Soho house. <http://www.sohohouseberlin.de/>
* University of arts students. <http://www.udk-berlin.de/sites/content/themen/aktuelles/index_ger.html>
* Random check among Facebook groups: musicians in Berlin, Israelis in Berlin, French Jazz community in Berlin, Persian community in Berlin.
* Professional music artists in Berlin: deutsche Oper, Philharmonie, music teachers, music school students (to cover the lower age range as well).
* Other professional artists, not from music area: dancers, photographers,
* Young intellectuals: Jüdische allgemeine Zeitung, Stern (?).
* Conservative, older age range (mostly white and above 45): employees of the Kanzler amt.

Control group: a company whose employees are not expected to have special affinity to avant garde types of art. For example: real estate company, El Al, etc.

Research assumptions:

* A great difference in ticket cost and event choice is expected to be found between 3 audiences: students, young employees (25-42) and older, better established crowd (42-65).
* For younger buyers, the digital experience and new strategies will have to come in play, and activities will have to be interactive.
* Given that younger ticket buyers exhibit a tendency to have more eclectic musical tastes, we would have to promote some products around a specific form of communication.
* Engaging a new, less knowledgeable jazz audience will involve breaking barriers.

Come Jazz with Berlin… – the Jazzy Berlin 2013 Jazz behavior survey

Age: Gender yearly income:

Please state your profession:

Place of birth:

Do you visit live music concerts/events? Yes/no. If yes:

* How many music concerts/festivals/events have you visited in 2013?
* How many live Jazz concerts/evenings/festivals have you visited in 2013?
* Have you ever been to a live Jazz concert/event?
* Would you consider attending one?

In case you have never been to a Jazz concert, please state the reason:

Lack of interest/lack of financial means/generally don’t like live music performances

How often do you listen to Jazz music?

Never/seldom/when I go to a Jazz event/at least once a week at home/daily/I play Jazz music

Do you download Jazz music?

Yes/no/yes, if it is for free

How much did you spend on your last live concert ticket?

Was that what you would be willing to send usually on a ticket?

Would you like to visit music events more often than you do now?

If so, what is the crucial factor hindering you from doing so?

Costs/responsibilities (work, family)/social factor (not enough company to come along)/other:

Would you have visited more Jazz events if you had the chance? Yes/no

What does it depend on?

Finanacial situation/finding the right kind of Jazz music for me/other:

How well would you describe your knowledge of Jazz music?

Zero/vague/know some jazz artists and albums/studied Jazz (in music school etc)

Would you like to enlarge your knowledge on the subject?

Where do you usually acquire your knowledge of new Jazz performances and albums?

Internet/magazines/mouth to ear/street ads/other:

Would you consider trying different types of Jazz (hip-hop Jazz, etc)?

Do you have constant relation to other avid Jazz fans outside the live concert context? If so, via which platform (social net, private contacts, clubs).

Do you find that Jazz should come with clear ideological context or is to you merely a type of music?