



Preliminary Update to Austin Music Commission from completed 2022 Greater Austin Music Census

This data set is an enormous resource:

- 2260 Respondents
- 85 Questions (mix of multiple choice, open comments, and other formats)
- 71% Completion Rate (vs industry average of 42%)
- Austin music stakeholders gave 489 hours of their time to complete this
- 140,000 words in comment sections (about the length of *100 Years of Solitude* by Gabriel Garcia Marquez)
- Anonymity / privacy of responses is assured (no IP addresses collected)
- Appropriate for open access research
 - Local learning (new info including impacts of pandemic)
 - Benchmarking (vs. 2015 Austin Music Census, other cities)
 - Diverse participation enables comparisons by sub-groups
 - Evidence and comments on a range of Needs and Gaps
 - Strong participation in Diversity, Equity and Inclusion section

Sections of the Census (85 questions addressing these topics):

- Intro / Certifications / Eligibility / Geography
- Primary Role in Music (for branching)
- Employment Status / Business Structure
- Biography / Education / Current Affiliations
- Needs / Recommendations / Training
- Creative Sector (Branch) Specifics
- Venue Owner / Manager / Presenter (Branch) Specifics
- Industry Service Provider (Branch) Specifics
- Foundational / Health & Wellness Status
- Demographics
- Diversity, Equity and Inclusion (14 pairs of adjectives)
- Comments / Lived Experience of Respondents

Noteworthy early data that may inform Needs and Gaps:

- 27% live outside the City of Austin
- Only 64% feel sure they will stay in Austin over next 3 years
- A third say they need but don't have a separate workspace
- Only 35% of creatives are playing more than 3 shows per month currently
- 20% of venue operators / presenters rank property tax as their #1 challenge
- 84% have health insurance currently. 8% lost insurance coverage recently
- 35% are concerned about their mental health or substance use
- 38% are struggling to pay their rent or mortgage
- 70% say they have returned to pre-pandemic level of music activity
- 26% received Covid-related relief connected with their music work

Next Steps

- Screening comments by respondents that could jeopardize anonymity
- Continued analysis of raw data and preparation of key findings
- Presentation to Community Partners
- Public Release of infographics by late October or early November