

# Austin Area Music Census Data

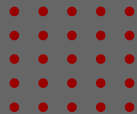
**BAX 421: Data Management  
Section 1**

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# About the Data

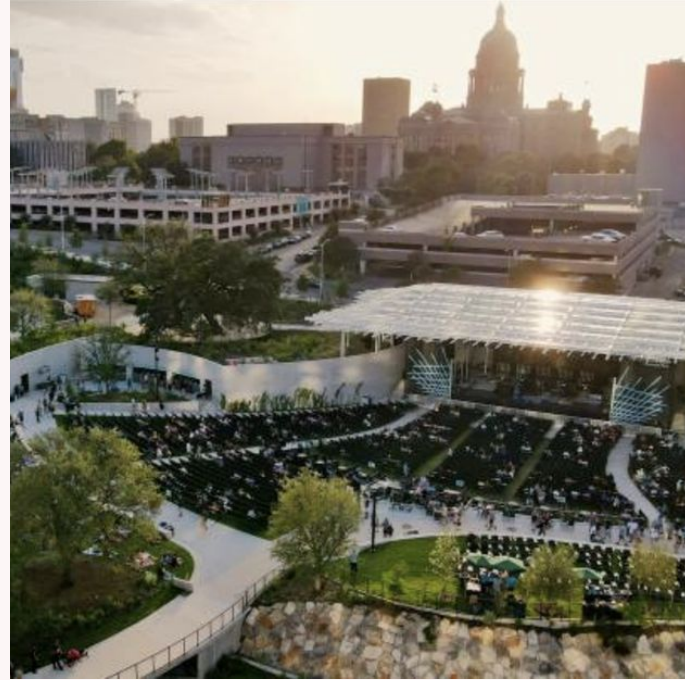


## ■ BACKGROUND

The dataset selected for this project is census data gathered from a music census conducted in Austin, Texas. The census covers multiple areas of a respondent's life, comprising demographic, financial, music, experience, and other topics related to Austin's music scene.



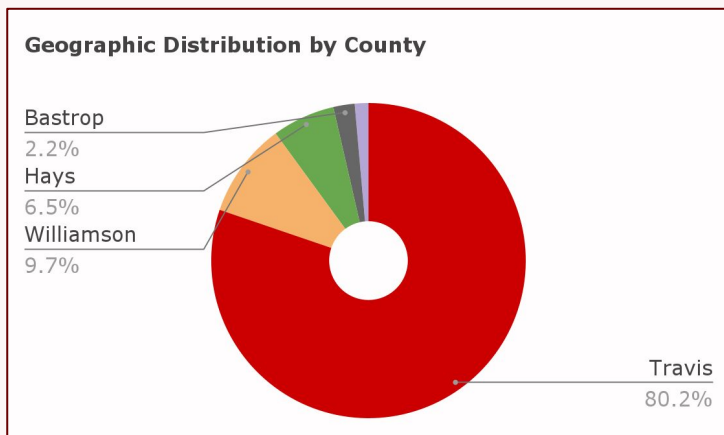
# Business Questions



# 1 What is the geographic distribution of respondents?

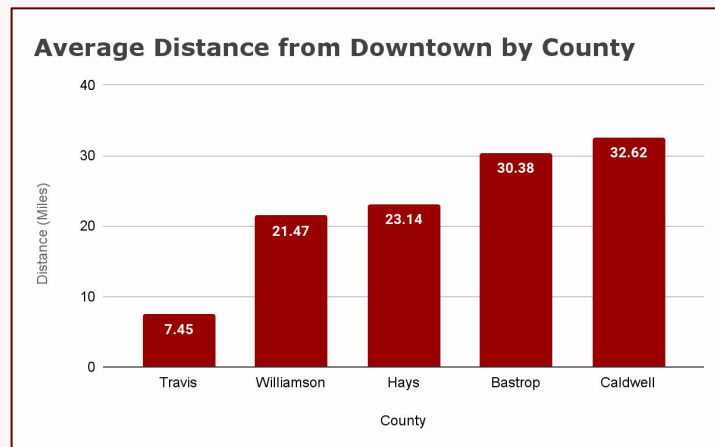
## ■ BY COUNTY

Most respondents live in Travis County, comprising 80% of census respondents.



## ■ DISTANCE TO DOWNTOWN

Respondents from Travis are the closest to the Downtown area.

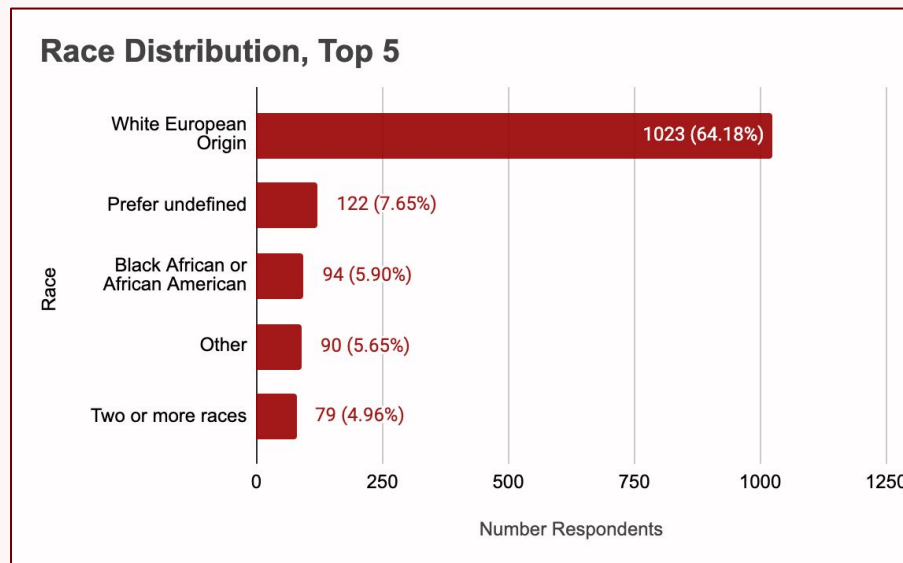


## 2 What is the 5 most common race demographic of respondents?

### ■ HIGHEST PROPORTION BY RACE

- White European Origin
- Prefer Undefined
- Black African/African American
- Other
- Two or more races

64% of respondents are of **White European Origin**.



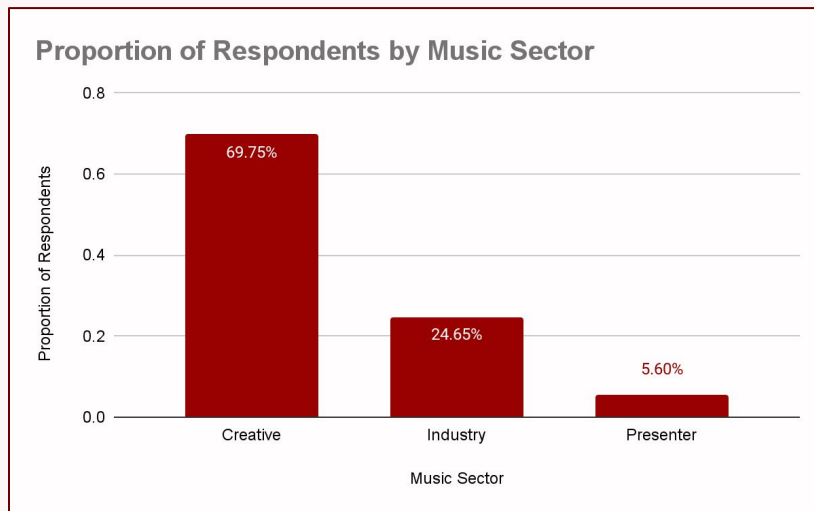
### 3 What is the distribution of respondents based on their role in the music scene?

#### MUSIC SCENE ROLES

- Music Creative
- Venue/Presenter
- Music Industry

**Total Responses:** 1590

A majority of respondents are music creatives.

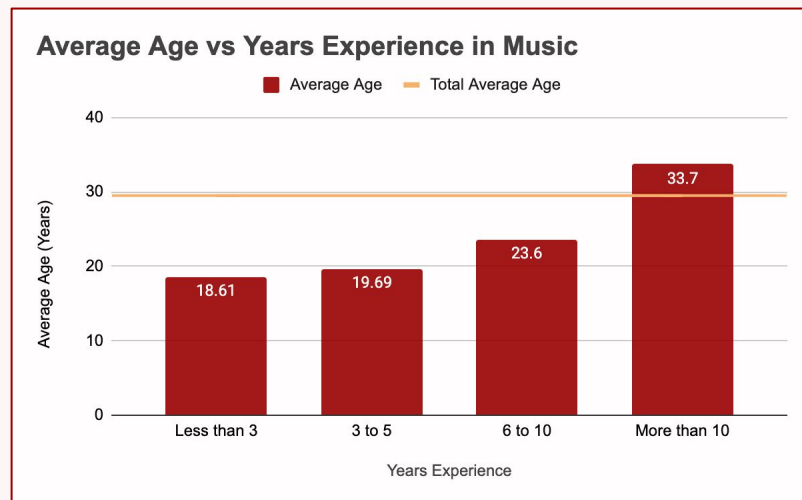


## 4 What is the average age of respondents based on their years of experience in music?

### AVERAGE AGE BY YEARS OF EXPERIENCE

AVERAGE AGE: 29.5 years

AVERAGE YEARS OF EXPERIENCE: 10+ years





## 5 What is the most popular response to continuing their career for the next 3 years among each gender?

### CONTINUING MUSIC FOR NEXT 3 YEARS

Overwhelmingly, at least 70% of respondents of varying genders intend to continue music in Austin for the next 3 years

Gender	Most Popular Response	% Respondents by Gender
Agender	Definitely Yes	1
Female	Definitely Yes	0.7002
Female, Other	Definitely Yes	1
Genderqueer or non binary	Definitely Yes	0.6964
Genderqueer or non binary, Other	Definitely Yes	0.7143
Male	Definitely Yes	0.7804
Male, Other	Definitely Yes	0.7143
Prefer undefined	Definitely Yes	0.7414
Prefer undefined, Other	Definitely Yes	1

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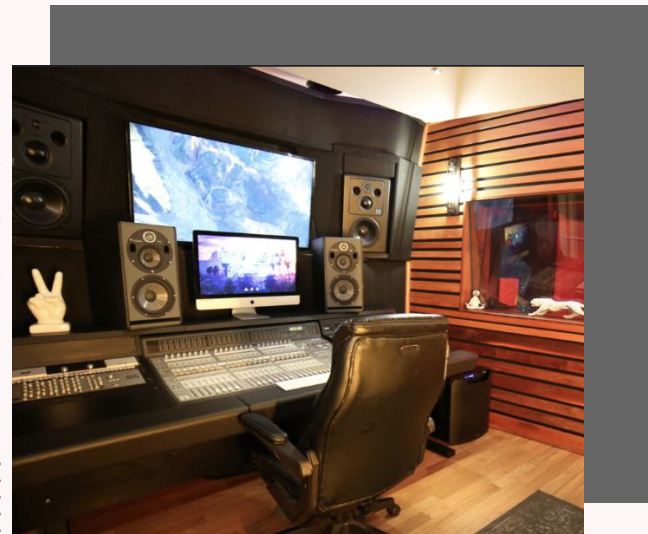
## 6 What proportion of respondents need but lack a work or music space?

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### ■ RESPONDENTS NEEDING & LACKING A MUSIC SPACE

37.88% of respondents indicated that they are in need of a music space, but lack access or leasing for one.

This can be a point of concern for musicians and their ability to create/work.



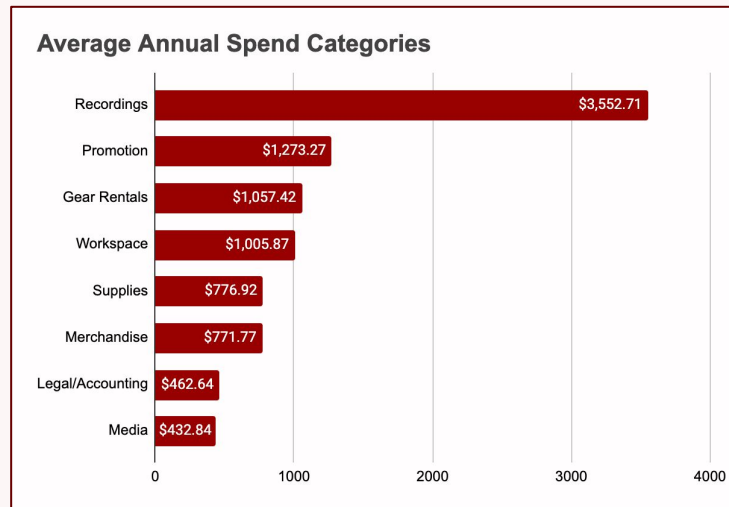
## 7 On average, how much do music creatives spend annually for different aspects of their work?

■ **TOTAL AVERAGE ANNUAL SPEND: \$9333.44**

■ **SPEND CATEGORIES**

- Recordings
- Promotion
- Gear Rentals
- Workspace
- Supplies
- Merchandise
- Legal/Accounting
- Media

■ **DISTRIBUTION OF AVERAGE ANNUAL SPEND**



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## 8 Do music creatives make the most profit from performances or recordings?

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### ■ INCOME FROM PERFORMANCES

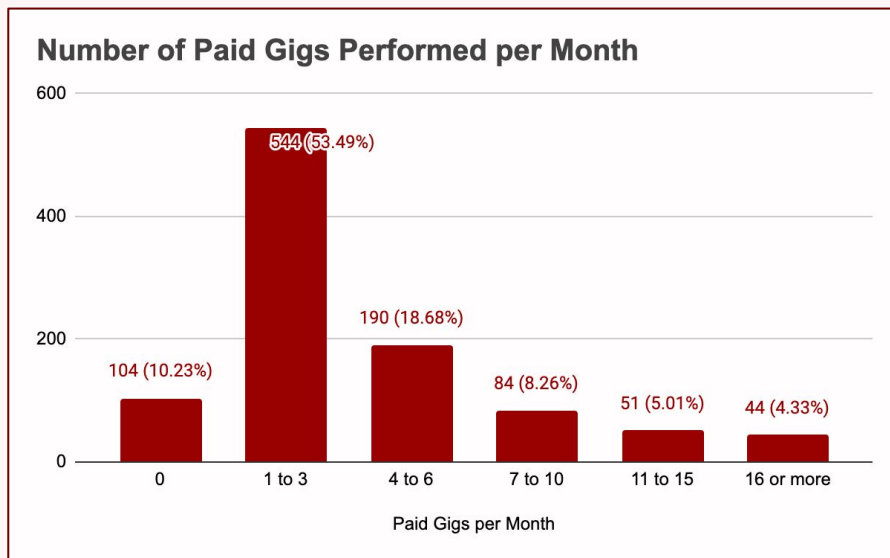
At 19.8% of responses , a majority of music creatives indicated that **most** of their income is from performing.

### ■ INCOME FROM RECORDINGS

At 19.8% of responses, a majority of music creatives indicated that **very little** of their income is from music recording.

Performances are very important to a music creative's income compared to the recording or creating music.

## 9 What is the distribution of paid gigs per month among creatives?

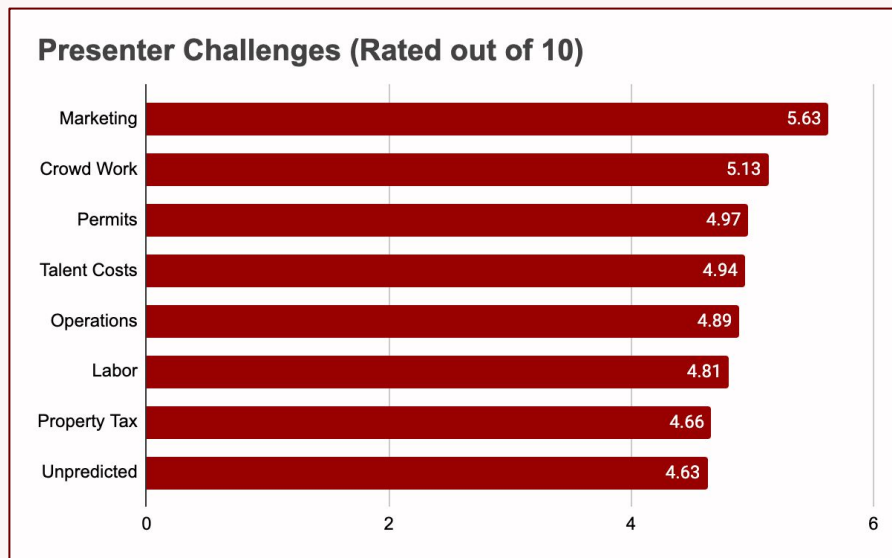


53.49% of music creatives have 1-3 paid gigs per month. This indicates that gigs are important to creatives.

## 10 Which aspect of their jobs do presenters face the most challenges?

### ■ CHALLENGES

The most challenging aspect of presenters' work is marketing and crowd work. These challenges may have an impact on a presenter/venue's ability to acquire live music and performances.

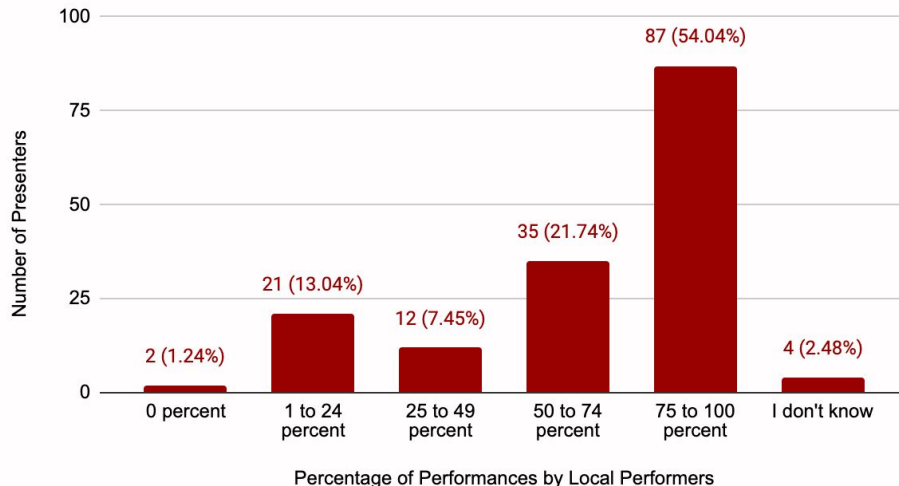


## What is the distribution of presenters' local performer ratios?

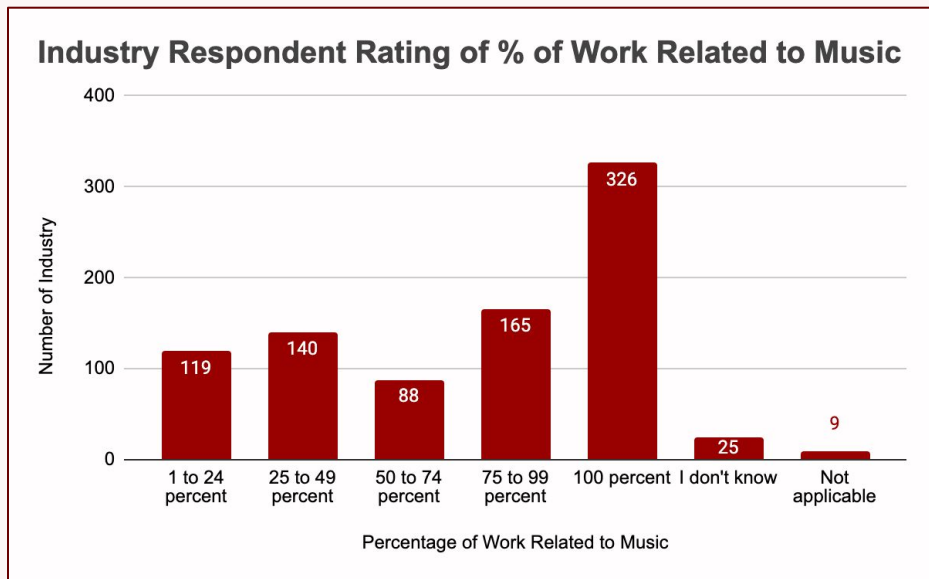
54% of presenters indicated that a majority of performances at their venues are by local performers.

This signals that local performers are an important part of presenters' bookings.

**Presenters' Ratio of Local Performers at Venue**



## 12 How much of an industry person's work is related to creating music?



Most respondents in the music industry indicated that 100% of their work is related to music.

This can mean that most people in the music industry dedicate all of their work into music.



# Thank you!

