



Bristol Music Industry Network Survey

Key Findings

September 2015

Background and Methodology

- Bristol Music Industry Network (Bmin) facilitate networking within the local music scene to support their members in progressing their music careers.
- Bmin have two membership bases: 70 core members who pay a £10 per year membership fee and receive additional benefits , and approximately 1300 members who are connected to Bmin’s public Facebook group.
- Bmin wished to gain insight into their members and the local music industry in order to enhance their services and expand their network.
- A questionnaire was created with cooperation from Bmin. 17 questions explored members’ demographics, views on the Bristol music scene, and awareness of Bmin and the support it provides.
- The questionnaire was hosted on Survey Monkey and promoted by Bmin among all members. The survey received 78 responses over a period of 5 weeks.
- Data analysis provided valuable insight into Bmin’s audience and key findings are outlined in this pack.

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- In this analysis, “paid member” refers to a core member, whereas “non-member” refers to a member of the Facebook group who has not paid membership fees.
 - All scales represent the actual number of respondents for any given question, rather than a percentage.
 - All verbatim answers and additional commentary can be found in the attached data file.

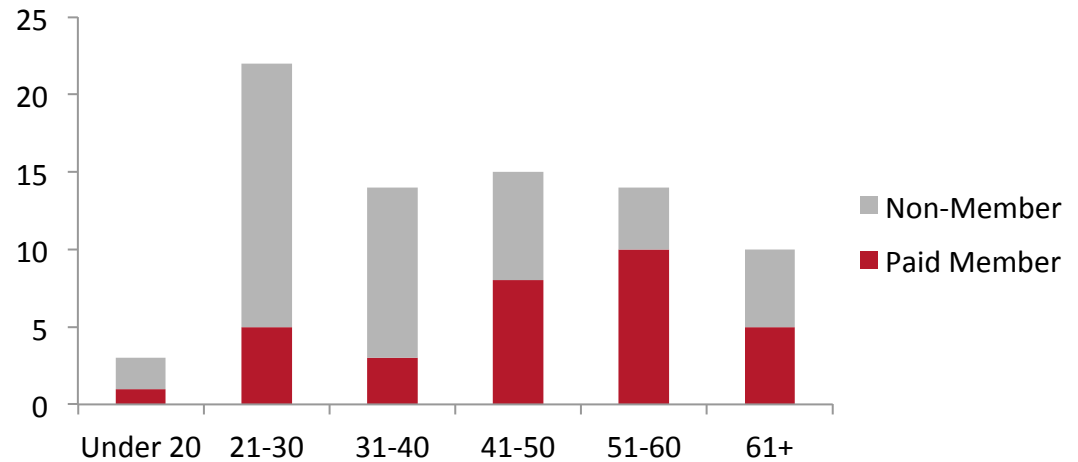
Age, Membership Status and Employment

The majority of respondents are aged between 21 and 30.

Most non-members are aged between 21 and 30.

Most paid members are aged between 41 and 60.

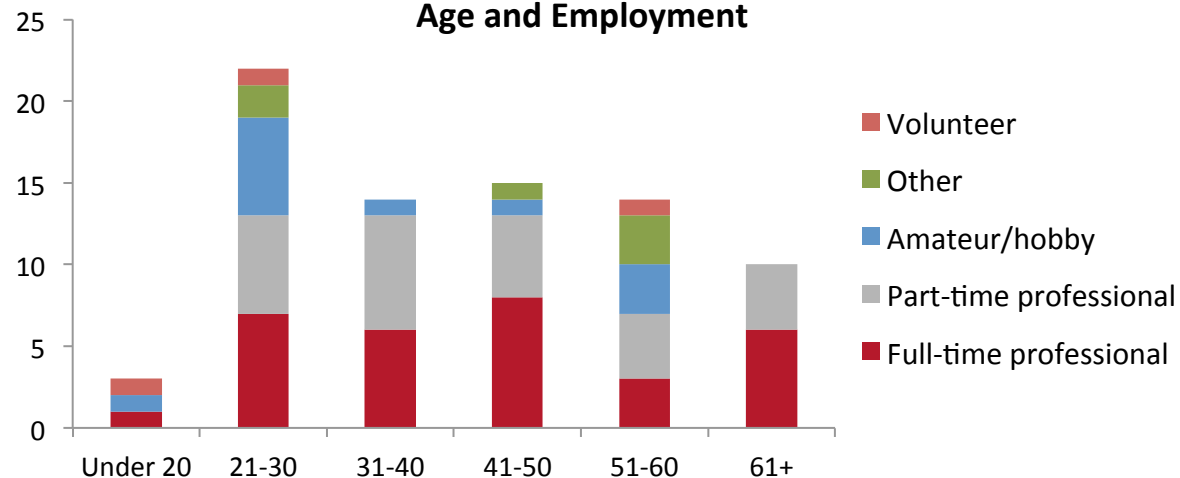
Age and Membership Status



Most respondents are fully- or part-time employed in the music industry.

Participating in music as a hobby remains common in the 21-30 and 51-60 age groups.

Age and Employment



Role in Music Industry

Primary and secondary roles of the respondents were commonly musicians, lead/solo singers and composers.

Role Description	Primary Role	Secondary Role
Musician	20	18
Lead/Solo Singer	12	11
Other	12	10
Composer	9	9
Band manager	9	8
Events promoter	3	3
Studio owner	3	2
Radio DJ	2	2
Recording engineer	2	2
Venue owner	2	2
Music producers	1	1
Music teacher/coach	1	1
Publisher	1	1

Overall, respondents came from 21 different roles ranging from label owners to government support agents.

Music Photographer

Label Owner

Lyricist

Writer for a drum magazine

Keyboard Player

Live Music Media

On-line live music
business database

Brand Owner

Film Maker

Music tech company

Radio Station

Freelance event professional

Supply Chain executive

Venue Development Officer

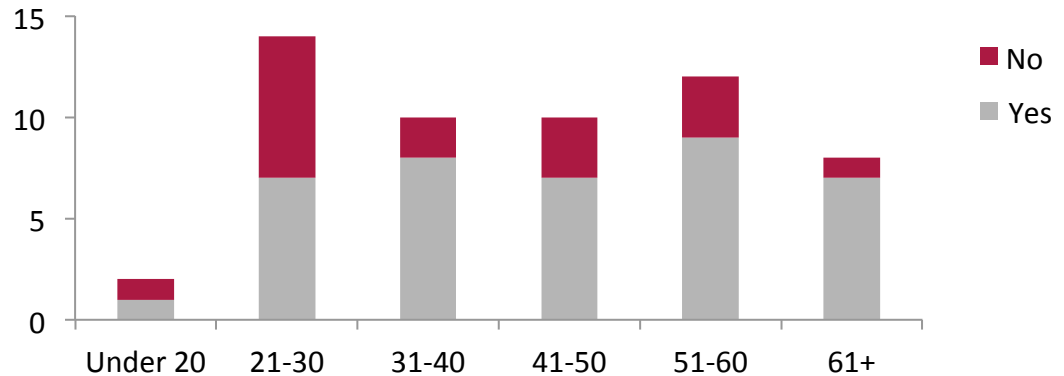
Tour/ production logistics

Government support agency

Website and Members

39 respondents had visited Bmin's website.

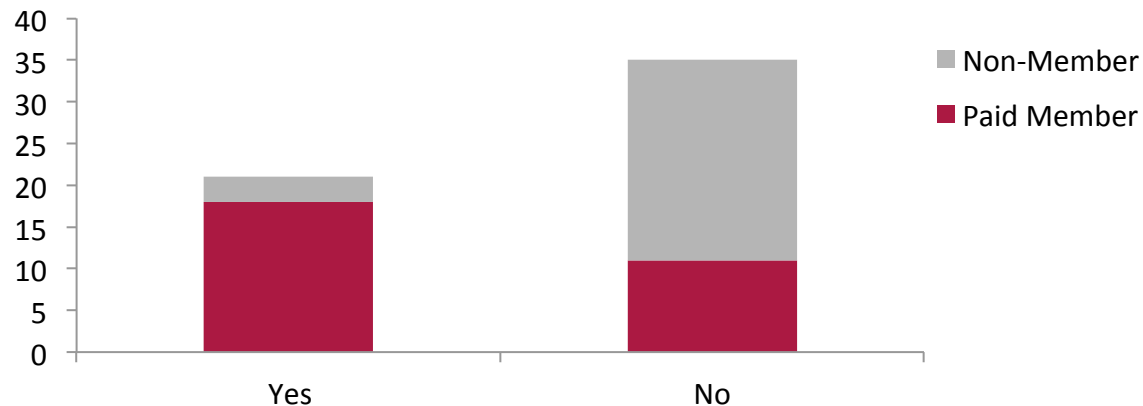
Age and "Have you visited Bmin's website?"



Respondents who knew about the voluntary list of members were more likely to be paid members.

Respondents who were unaware of the voluntary list of members were more likely to be non-members.

Membership Status and "Did you know that Bmin provides a voluntary list of members, explaining what they do and how they can be contacted to facilitate introductions in the Bristol music industry?"

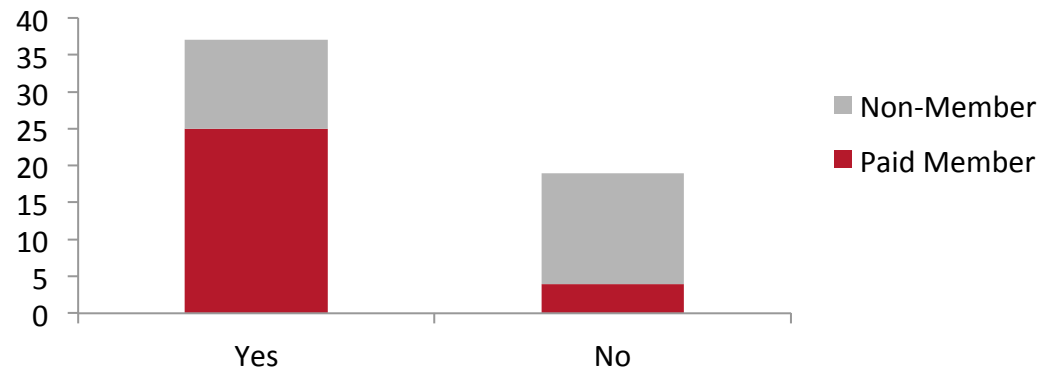


Membership Awareness

Respondents who knew about the benefits of a membership card were more likely to be paid members.

Respondents who were unaware of these benefits were more likely to be non-members.

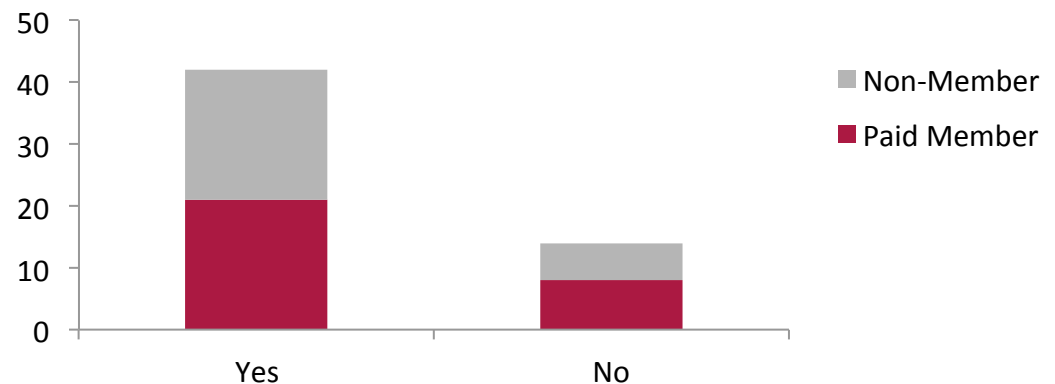
Membership Status and "Did you know that Bmin is growing a list of people, stores and organisations that provide discounts or services that you could benefit from by presenting a Bmin Membership Card?"



Most respondents would be influenced by the benefits to become a member.

Responses were split evenly across paid members and non-members.

Membership Status and "Thinking about benefits that Bmin offers to its members, would these benefits influence your decision whether to become a member?"

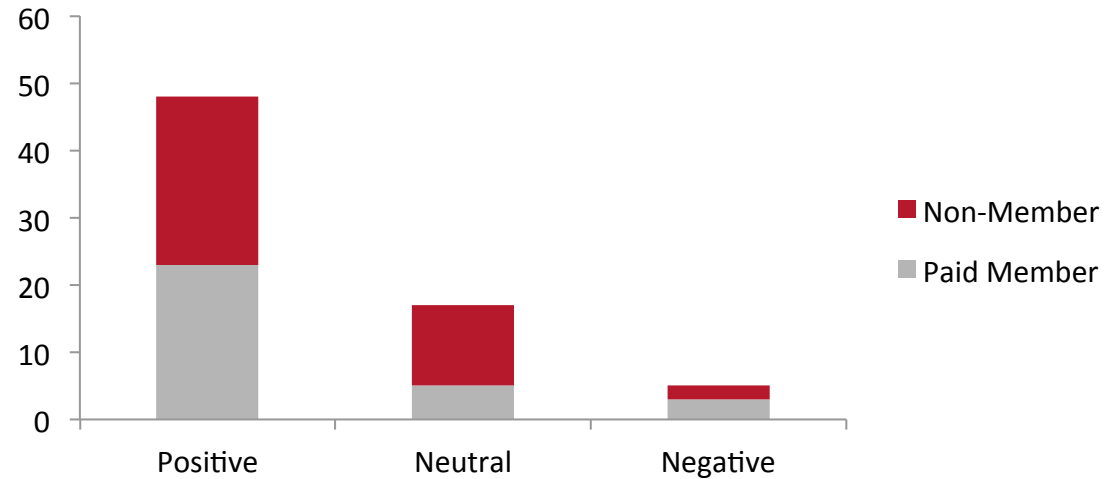


Music Scene

The majority of respondents felt positively towards Bristol's music scene.

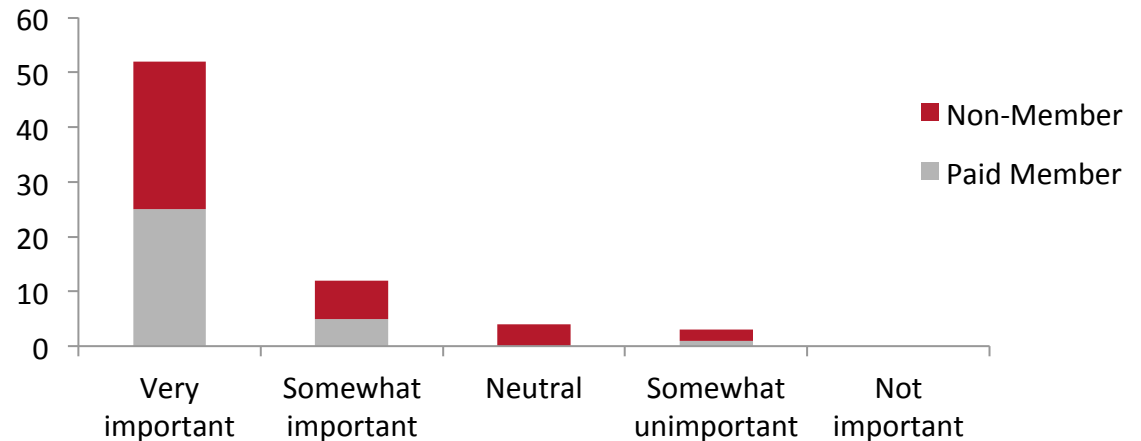
This positivity was equally split between paid members and non-members.

Membership Status and view of Bristol music scene



The majority of paid members and non-members perceived networking to be very important or somewhat important.

Membership Status and perceived importance of networking in the music industry

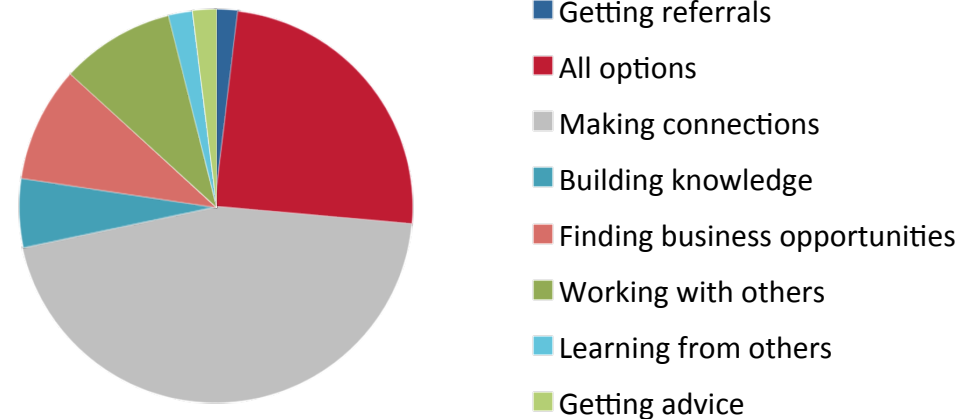


Networking and Resources

Why do you think networking in the local music community is important?

The majority of respondents believed networking was important to make connections in the local music community.

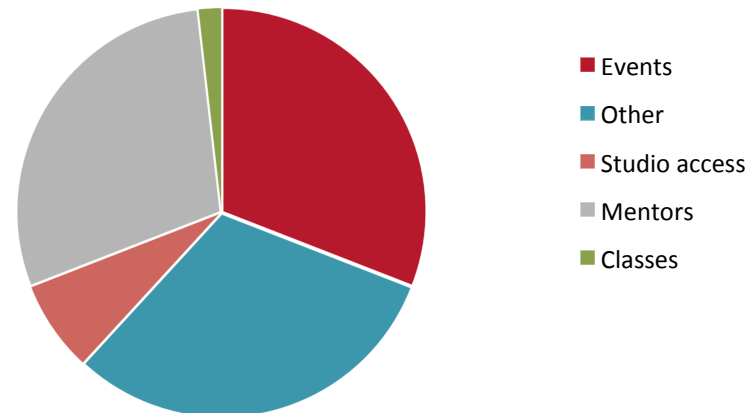
Many respondents believed that all options were important benefits of networking.



What resources do you think would help you to progress in the music industry?

The majority of respondents believed that events and mentors would help them progress their careers.

Many respondents stated “other” as their response (see next page for further details).



Conclusion

- The Bmin survey attracted a variety of respondents from 21 different music professions.
- Irrespective of age, role or membership status, respondents generally viewed networking as key to progressing their music career. Thus, Bmin's aim to encourage and support networking appears to be aligned with the needs of the Bristol music community.
- There is potential for Bmin to expand its membership base. The fact that more non-paid than paid members responded to the survey indicates non-paid member engagement with Bmin.
- Many non-paid members were unaware of the benefits provided to Bmin members and 72% of non-members would consider joining Bmin to receive these benefits. Therefore, promoting and expanding the benefits is likely to increase Bmin's membership base.
- Generally respondents feel that Bristol's music community is supportive although there is a demand for more co-operation between groups. Some respondents expressed concerns about the increasingly tough competition within the local industry making it challenging to advance their music careers.
- When asked what resources would aid progression, respondents expressed a demand for:
 - Professional advice and practical information on promoting their music
 - Social media best practice
 - Information about how to run a band as a business
 - Advice on legislation and grant funding
 - Mentoring
 - Calendar of venue availability and auditions

Conclusion

- Considering the varied member base, Bmin could utilise the knowledge of the established music professionals to share their experience with those starting their music careers. This could be by:
 - Encouraging members to share their knowledge during Bmin meetings
 - Establishing a list of members who would be happy to mentor others
 - Engaging with professional service providers (eg band managers and promoters) to deliver commercial advice and potentially negotiate discounts for these services for paid Bmin members
- Additional services that members would like to see on the Bmin's website include:
 - Forum for people to engage with each other and established music professionals
 - Member list to be further developed with more detailed member profiles
 - Calendar of venues, their availability, auditions and other events
- Regarding exporting, respondents expressed an interest in receiving:
 - Information on right acts and contracts
 - Advice on products and taxes
 - Information about media and radio channels in foreign countries
 - Insight into other people's experiences

