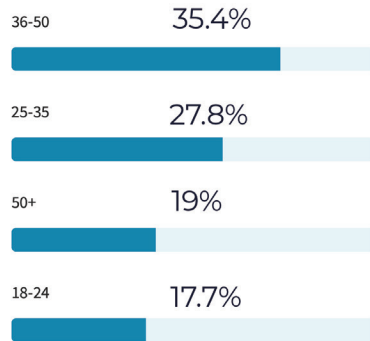


COMPENSATION REPORT 2023

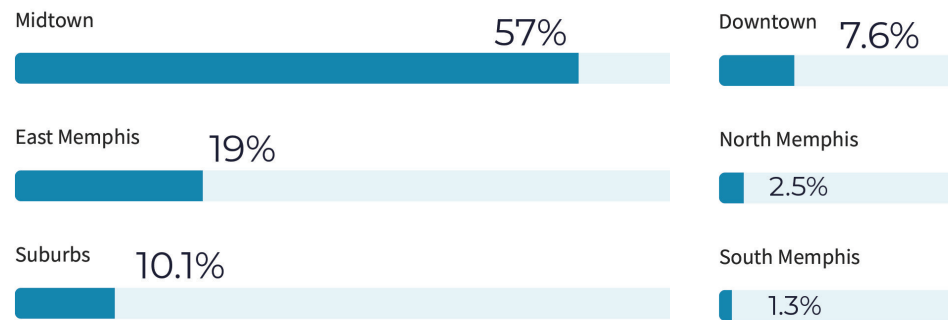
MEM's third annual compensation study asked live music audiences for insight on their habits, preferences and behavior when it comes to attending and paying for live, local music. To read past reports and learn more about our advocacy work, visit MusicExportMemphis.org/FairPay.

RESPONDENTS

Age range



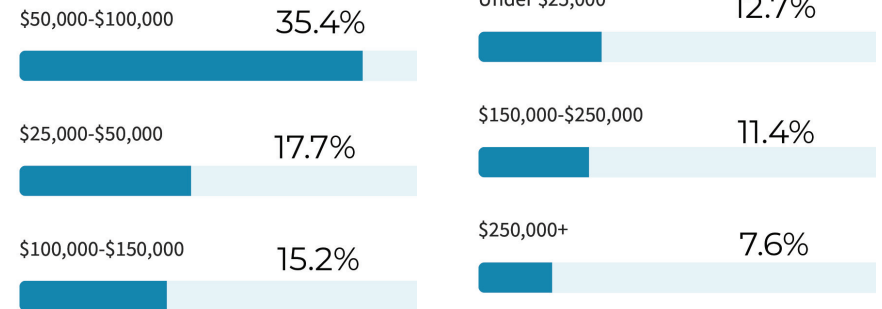
Which best describes the part of town you live in?



*Other/greater Memphis area: 2.5%

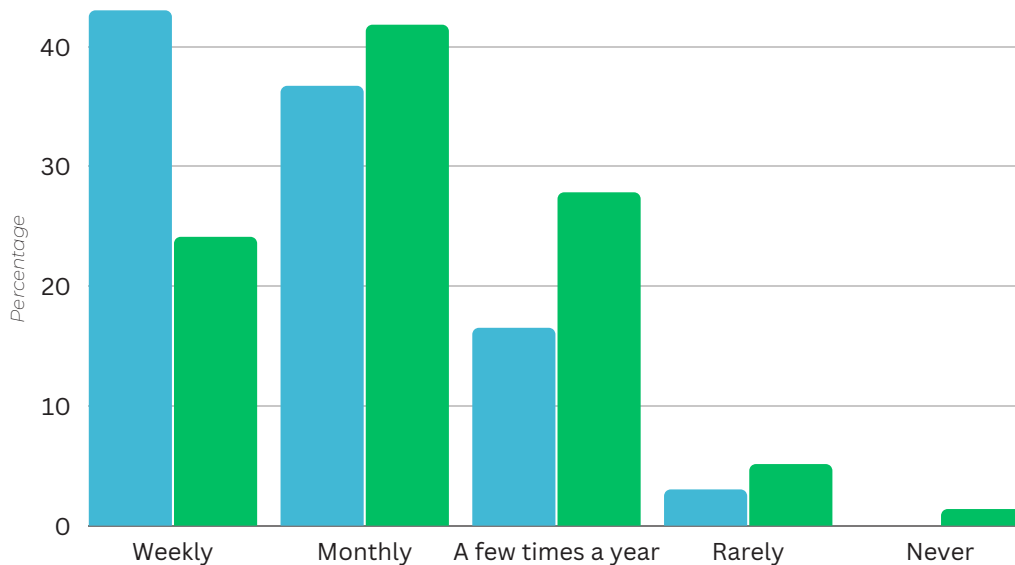
Midtown was over-represented in the sample, which is not surprising given MEM's audience/reach. Respondents were fairly evenly mixed on gender, with 51.9% female or female-identifying, 45.6% male or male-identifying, and 2.5% nonbinary or gender nonconforming.

Household income



WE WANTED TO KNOW:

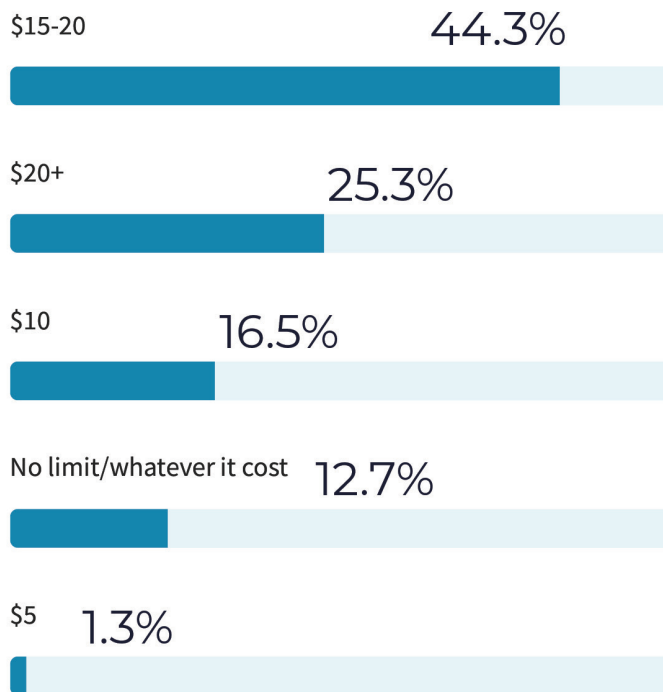
The difference between consuming live music and paying for it



- How often do you see local live music?
- How often do you PAY to see local live music?

For almost all respondents, there was a drop in frequency for this question between how often you see/how often you pay; however, in a city with abundant free live music offerings, this isn't necessarily concerning at face value.

WE WANTED TO KNOW: How much will audiences pay for local?

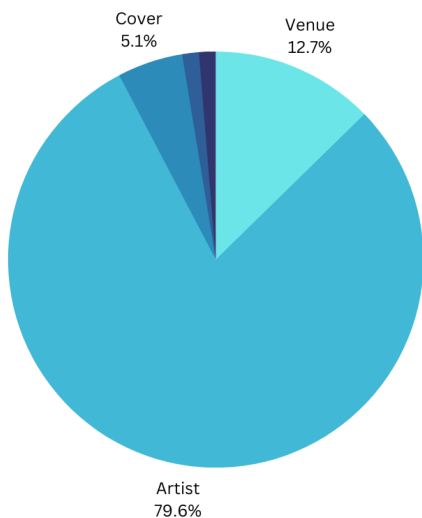


We asked respondents **What is the maximum amount you're willing to pay to see live, local music?** The majority of respondents (44.3%) said \$15-20; this is notable given that cover charges (for local acts) still most often hover around \$8-10 according to our review of local live music listings.

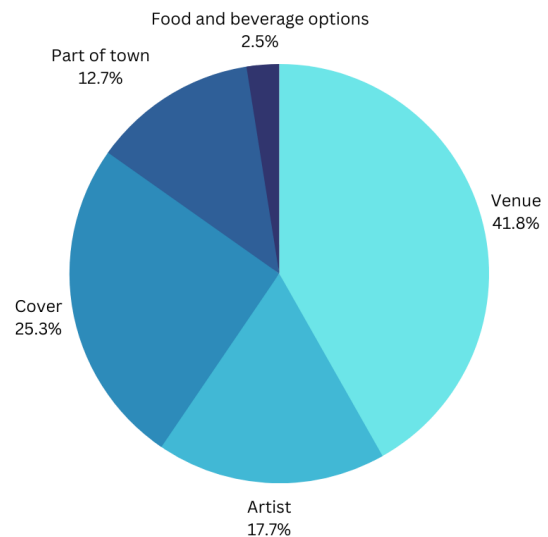
Breaking the responses down further, the only respondents who said the max they're willing to pay for local live music is \$5 also indicated that they go see live music **RARELY**. Respondents who see live music a few times a year were most likely to say they'd pay \$15 or more. Among respondents who see live music monthly, the majority said \$15-20, and among those who said they see live music weekly, the answers were mixed - but there were **no responses under \$10**.

This indicates that there is market capacity for an increase in average cover charges, which could be passed on to artists via door deals and increased guarantees.

WE WANTED TO KNOW: What influences audiences' willingness to pay for local live music?



No. 1 most important factor influencing willingness to pay



No. 2 most important factor influencing willingness to pay

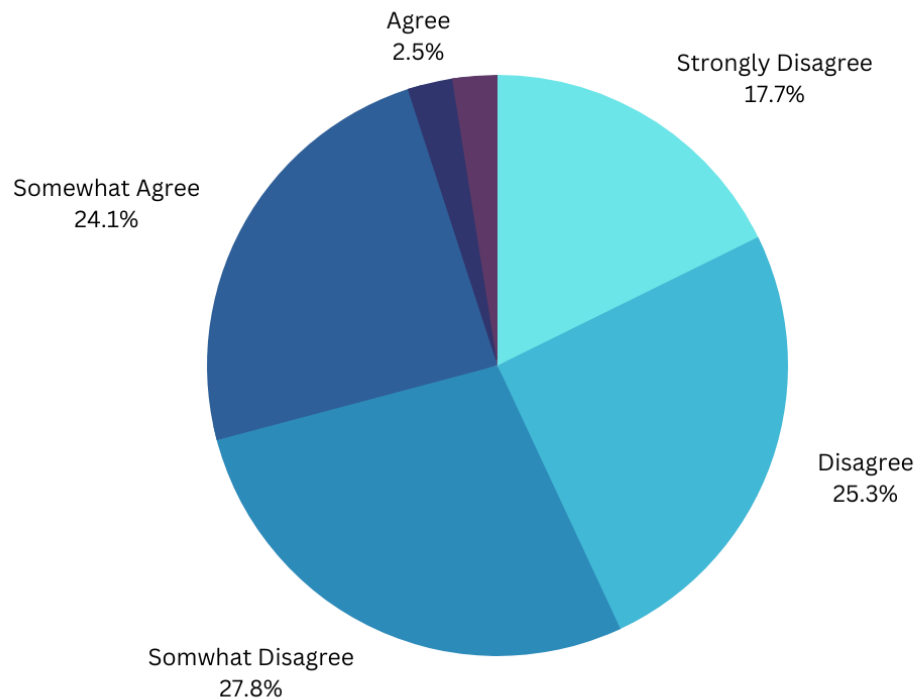
Additional insights

- Respondents who indicated **cover charge** was most important factor in their willingness to pay for local live music **don't see live music as frequently** (monthly or a few times a year).
- Respondents who ranked **venue** as No. 1 also all said they see live music monthly or a few times a year.
- 82% of respondents who indicated they see local live music **weekly** put artist as no. 1 factor influencing their willingness to pay. In this group – most frequent live music consumers – 42% listed the venue as the second most important factor influencing their willingness to pay. 33% listed the cover charge.
- Food and drink options were by far the least important factor across all groups.

WE WANTED TO KNOW: How do people perceive artist pay in Memphis?

We asked respondents to rank their agreement with the statement **I believe artists in Memphis are paid fairly** on a scale of 0 to 5, where 0 represents complete disagreement and 5 represents complete agreement.

70.8% of respondents disagreed with this statement. 24.1% indicated some agreement, and 5% either agreed or strongly agreed.



WE WANTED TO KNOW: What else matters?



GEOGRAPHY

64% of midtowners said they are willing to pay \$15 or more for local live music. Midtowners were also more likely than any other group of respondents to say they were willing to pay whatever it cost/that there was no limit on what they'd spend on local live music. Respondents in the suburbs were the second highest average at willingness to spend \$20+. However, respondents living in the suburbs or in the greater Memphis area were less likely to say Memphis is a music city and less likely to consider themselves supporters of the arts, broadly.

MUSIC MEDIA

85% of respondents said that they had attended a local live music event entirely because they read about it in local media or on a local blog. 83.5% of respondents also said they would pay a cover to see a band they had not previously seen live or heard of, further supporting the value of recommendations for lesser known acts..

ABOUT MUSIC EXPORT MEMPHIS

Music Export Memphis is a nonprofit export office for Memphis music. We create opportunities for artists to showcase outside the city, growing their careers and enhancing Memphis' reputation as a contemporary music mecca. This report is our third annual exploration into how musicians are compensated in our local live music ecosystem. MEM's advocacy efforts grew from our work on artist emergency grants during the COVID-19 pandemic from 2020-2022.

