

# Behavioral Characteristics of Electronic Music Fans

**Overview** | Process | Results | Future | Contribution | Impact

# The Question

**How are electronic music fans unique?**

- **Expectations**
- **Preferences**
- **Willingness to Pay**
- **Social Interactions**
- **Listening Habits**

# Why ask this?

- **Personal interest in electronic music**
- **Career aspirations to work with electronic artists**
- **First-hand observations of differences between fans**
- **Let's look at some interesting data...**

# Why ask this?

- A 2012 Nielsen industry report showed that digital track sales of electronic music grew 36% vs. overall digital growth of only 5%.<sup>1</sup>

**Why? It's been around for decades...**

# Why ask this?

- The IMS reported that how much an artist reaches out via Twitter does not directly indicate the amount of followers or fans they will gather.<sup>2</sup>
- The SME reported only 37% of marketers believe Facebook marketing is effective.<sup>3</sup>

**Why do many electronic artists market constantly on social media?**

# Why ask this?

- The IMS also reported that popular electronic artist DJ Hardwell increased his number of social media followers per day by 300% while performing at Ultra Music Festival in 2013.<sup>4</sup>

**Was social media promoting his live performance or vice versa?**

# Hypothesis:

**Electronic music fans behave differently.**

# Support

The Eventbrite logo consists of the word "Eventbrite" in a white, sans-serif font, set against a bright orange rounded rectangular background. A small "TM" trademark symbol is located to the upper right of the orange box.

**Eventbrite**<sup>TM</sup>

- **Study of 1,019 respondents**
- **67% of EDM fans heard about the events that they attended via social media (vs. 40% for other concert goers).<sup>5</sup>**
- **73% of EDM fans report that seeing friends posting about attending an event on Facebook, Twitter, Instagram, etc. makes them want to attend more (vs. only 36% of other concert goers).<sup>6</sup>**



# The Idea

- **Collect data capable of highlighting the differences between fans**
- **Expand on the Eventbrite study by focusing on recorded music and digital interaction rather than live**



- **Discover behaviors about new industry practices (e.g. streaming, “name your own price” albums, tiered payments & added value products)**
- **Analyze and organize the data to provide value for any artist, individual, or company participating in music business**

# 3 Phases

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graph TD; A[3 Phases] --- B[1. Design]; A --- C[2. Collection]; A --- D[3. Analysis];
```

**1. Design**

**2. Collection**

**3. Analysis**

# Phase 1: Design

Quantitative + Qualitative options

## Survey Tools

- Google Forms
- Zoomerang
- SurveyGizmo
- **SurveyMonkey Gold**

- 
- No question limits
  - No response limits
  - Filtering
  - Comparing
  - Data export
  - Text analysis
  - Data trends
  - Individual analysis

# Phase 1: Design

## Research of Survey Methodology

- Confidence Intervals
- Sample Design
- Mode Effects
- Question & Format Biases

## Survey Evaluation

- Trial respondents
- Feedback
- Analysis tools testing

## Final Draft

- 16 Questions
- Includes some demographics

# Phase 2: **Collection**

## Online Distribution & Personal Requests

- 62 Music & Audio Forums
- Targeted music, entertainment, and media fans of all types

Running length of 2 weeks

## Responded to questions and defended integrity

- 478 Comments generated
- Debates about methodology
- More feedback

# Phase 2: **Collection**

**Total number of respondents:**

**4,404**

# Phase 3: Analysis

## Using survey tools:

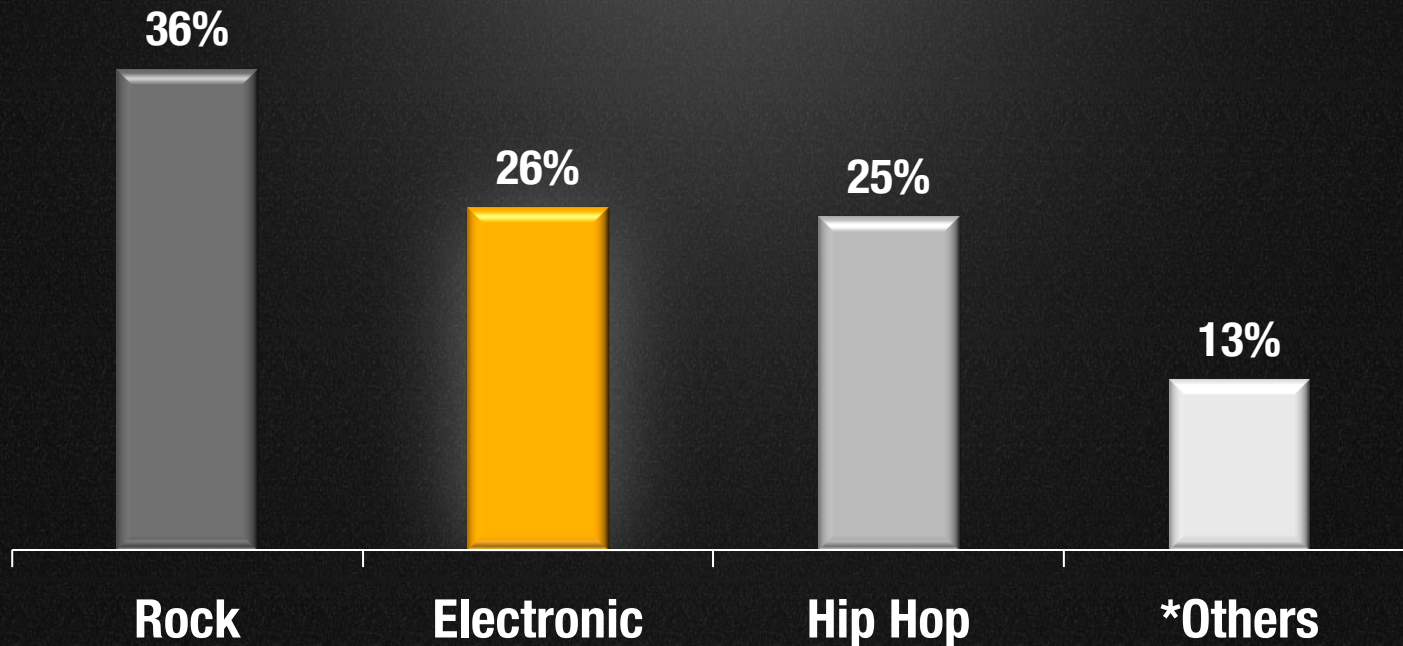
- Filters
- Comparing
- Trends
- Multiple variable analysis

## Applying research:

- Statistics, odds ratios, probabilities, etc.
- Comparing to outside studies

**Let's look at some selected data...**

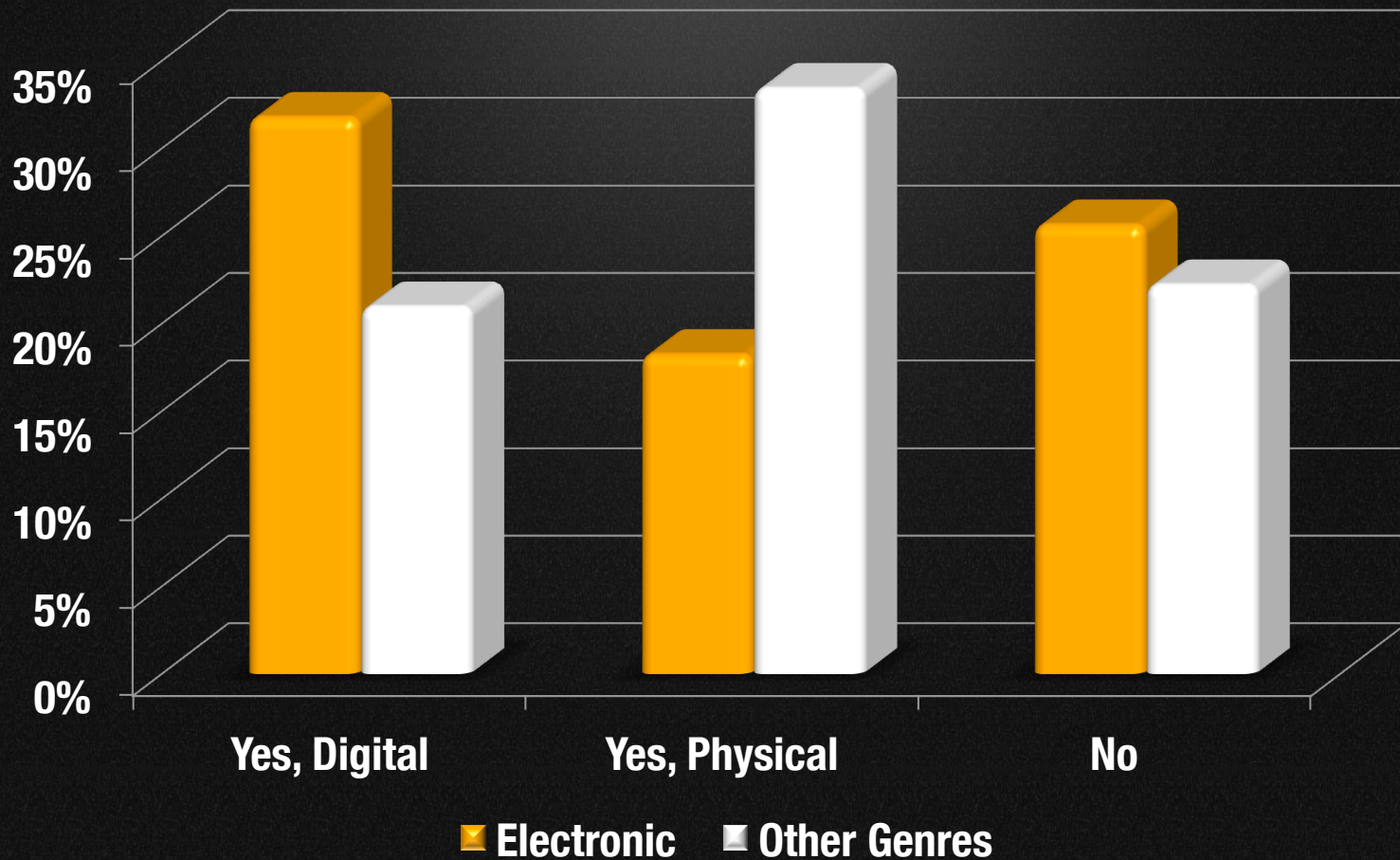
# What is your preferred music genre?



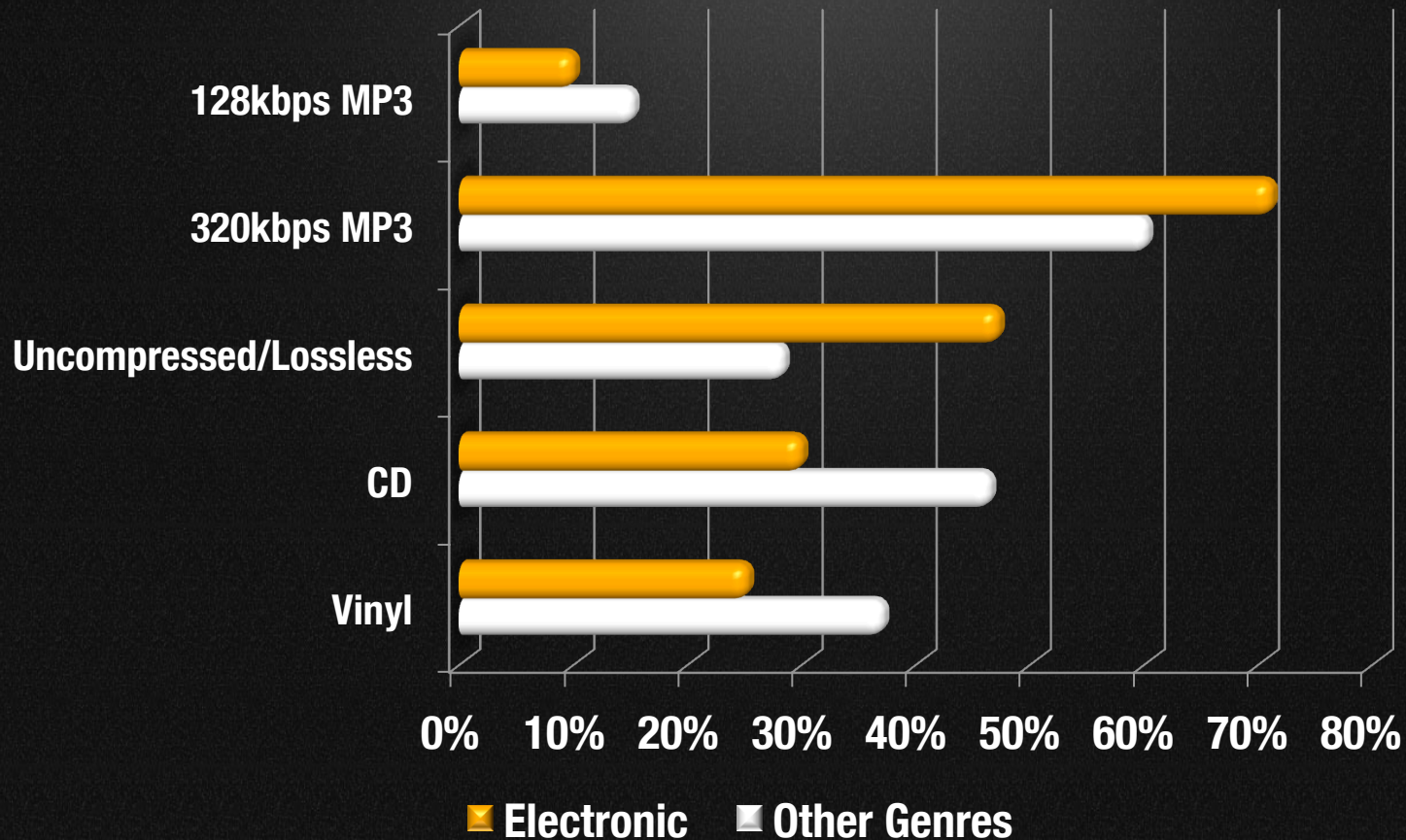
\*Includes: Pop, R&B, Folk, Jazz, Country & Classical



# Would you buy music that is legally available to stream for free?

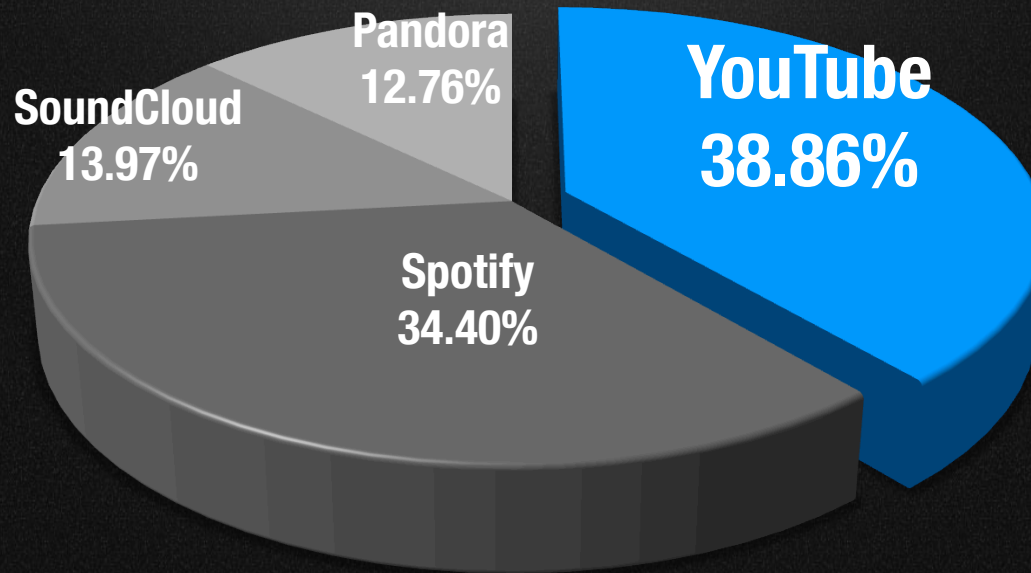


# When you purchase music, which formats do you seek?



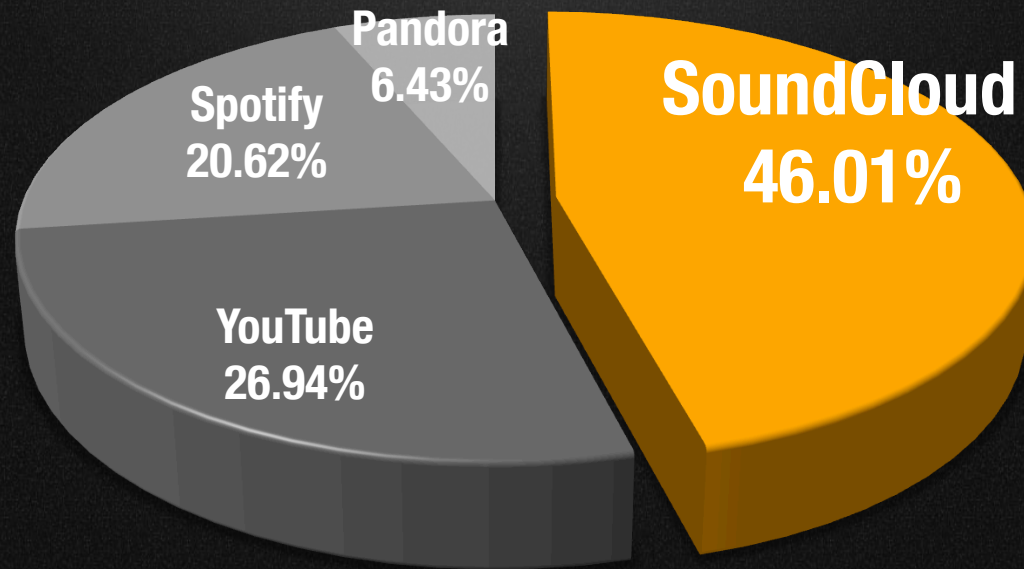
# What is your favorite way to listen to music online?

## Other Genres

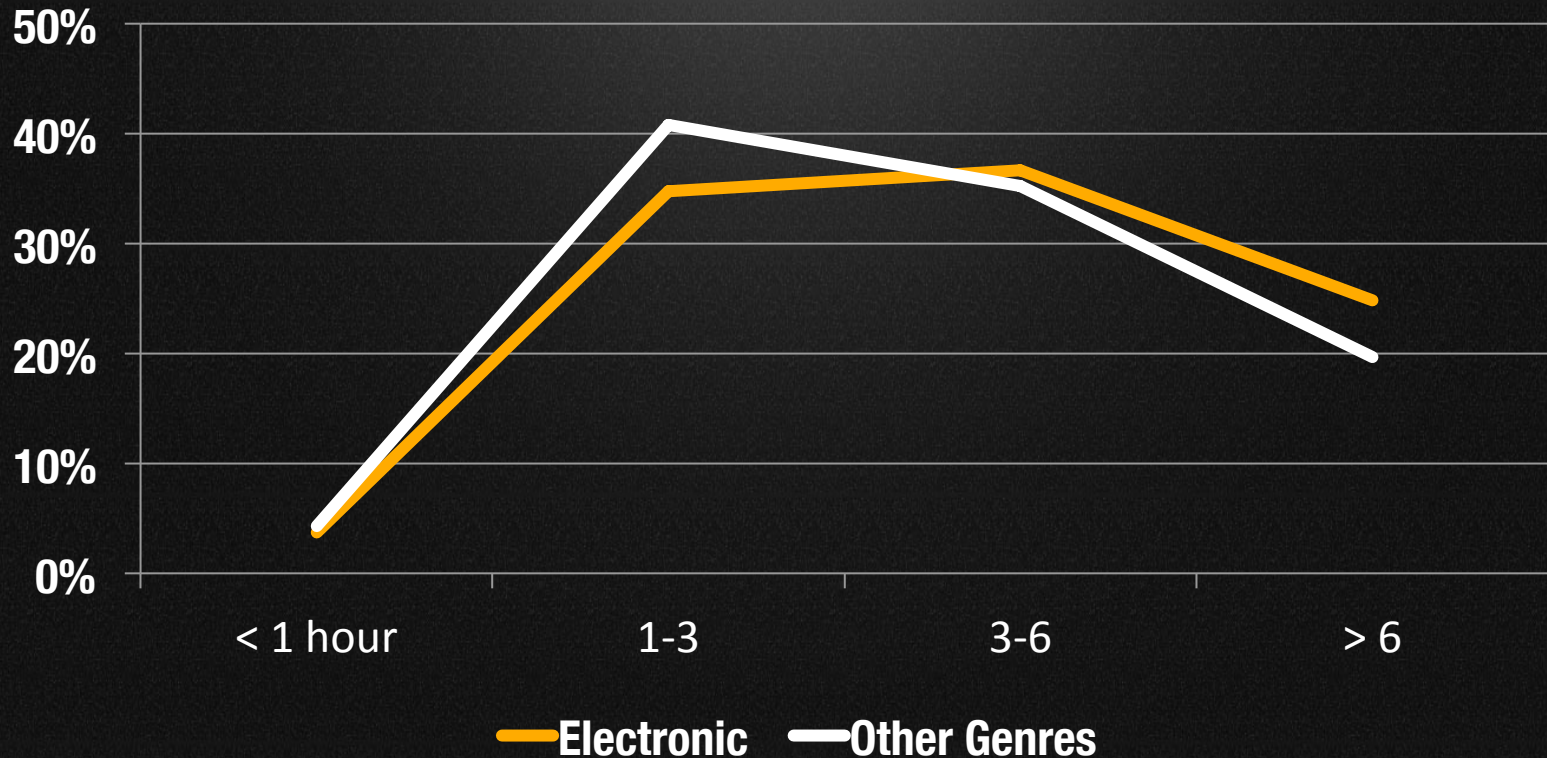


# What is your favorite way to listen to music online?

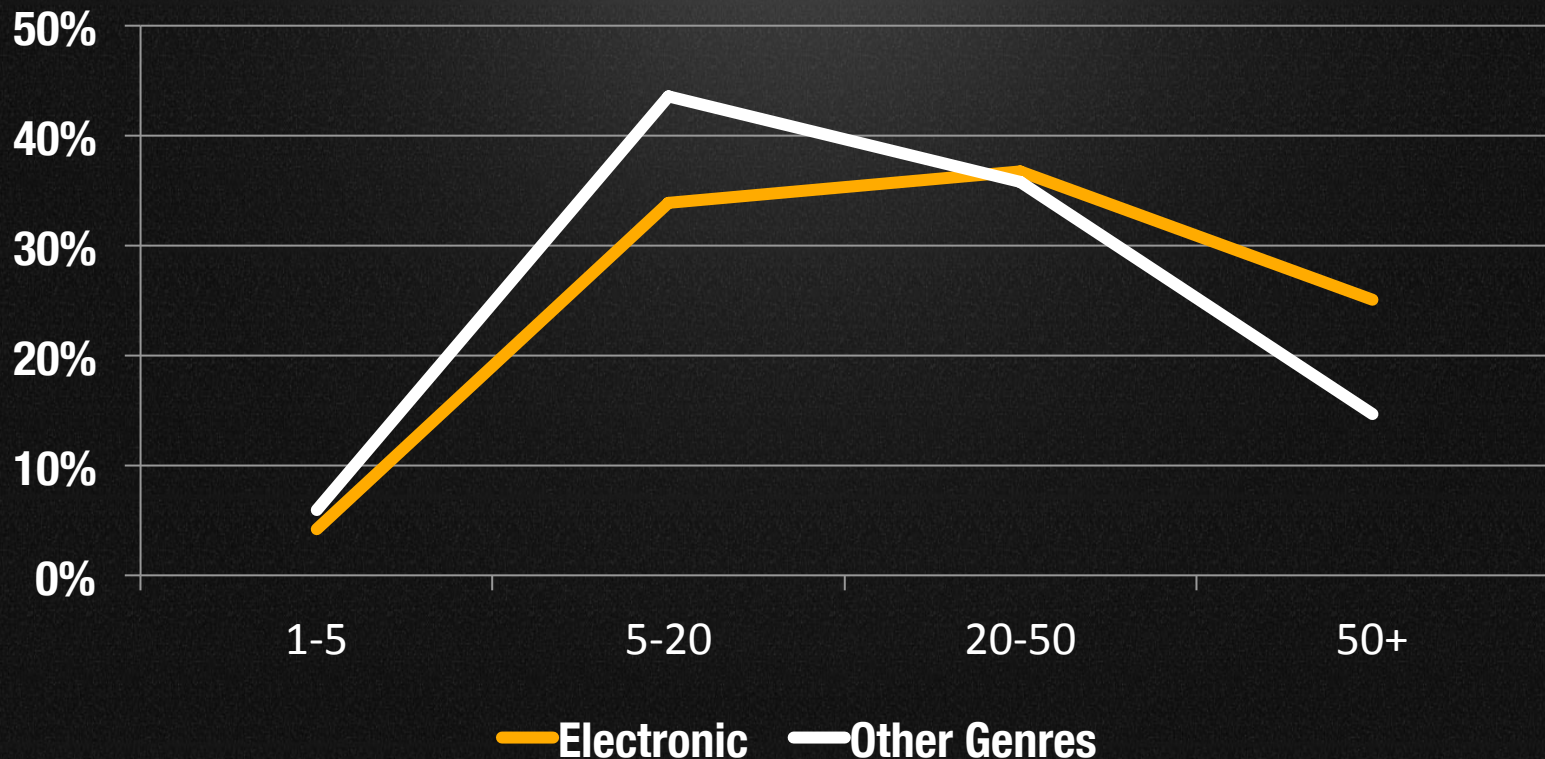
## Electronic



# How many hours per day do you spend engaged in listening to music?



# How many different artists do you listen to in a given week?



# How much have you spent on recorded music in the past year?

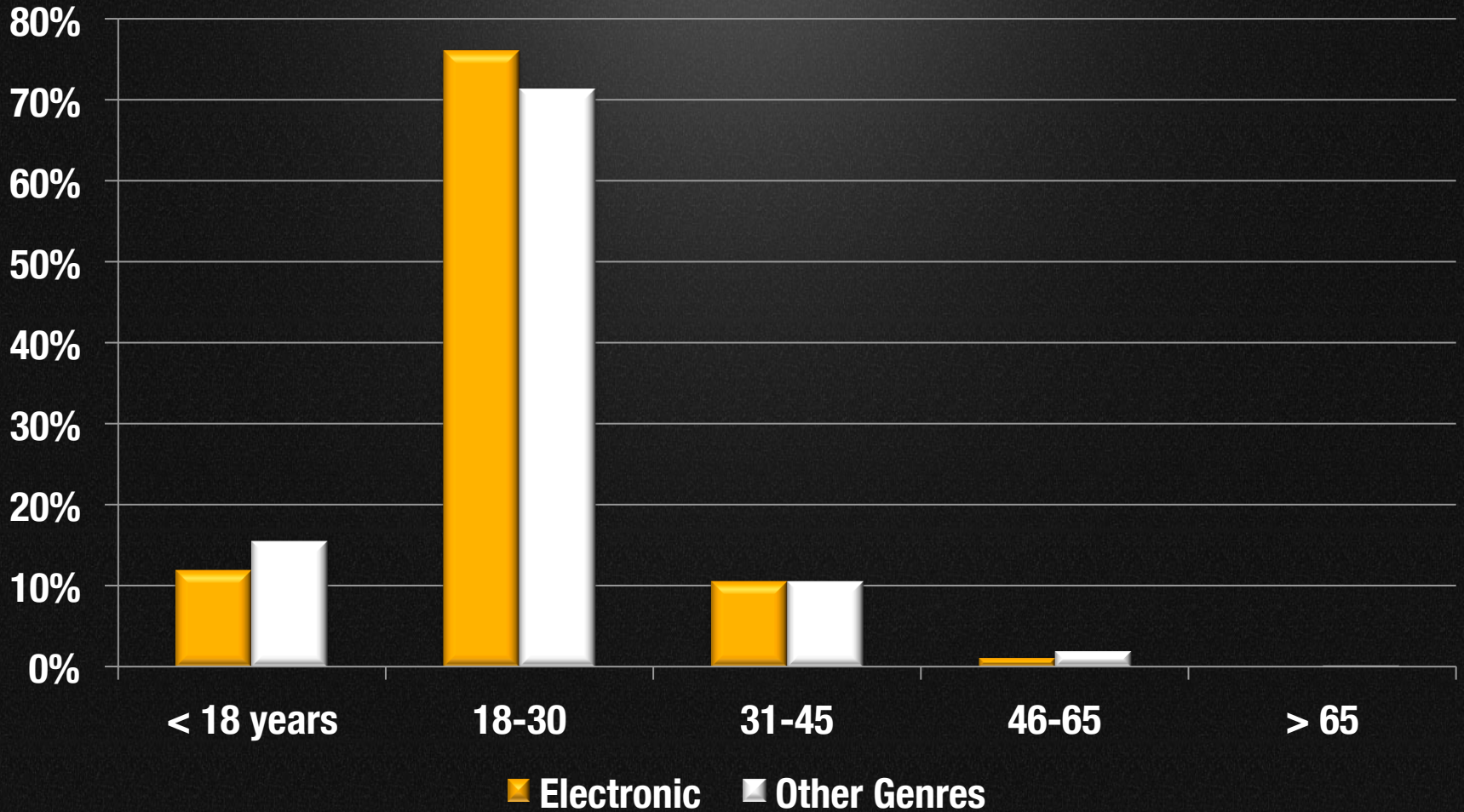
- Electronic Fans: **\$146.70**
- Other Genre Fans: **\$174.40**

# How many times per month do you share music on social media?

- Electronic Fans: **8.73**
- Other Genre Fans: **6.04**



# Age Bias?



# Recap

- **Electronic fans are...**
  - **Listening to more artists and more music overall**
  - **Spending less (on recorded music), but sharing more**
  - **Engaging more with digital formats**
  - **Listening on separate platforms**

# Critique of Process

## Feedback from respondents:

- 478 Comments generated
- Debates about design and methodology
- Necessary for continued interest in the survey

## Critique:

*“It’s discouraging because I cant choose which one of a few styles I prefer the most. If someone reluctantly chooses only one, you will not have true information. For example, a jazz and folk fan may select jazz, but he might act differently than a fan of jazz only.”*

# Critique of Process

**2,891 Single question skips out of 70,464 question prompts**

- **4.01% Skip Rate**

**90,559 individual responses, including 36,348 open responses**

- **Limited survey tools for open response analysis**
- **Unexpected number of results**
- **Cost of time**
- **Despite some inherent bias, I was happy with results**

# Next Steps

## Press & Publishing

- Write article geared toward the public
- Easily digestible infographic
- Use help from Berklee to market the results

HYPEBOT.COM 

SOUND  
CTRL

beatport 

# Relevance to the Industry

- **Marketers**
- **Record Labels**
- **Retail Outlets**
- **Independent & DIY Artists**
- **Anyone interested in experimenting with alternative release tactics**

# Impact on Me

- **Learned much more about statistics, marketing, etc. through research**
- **Learned about how to analyze data sets**
- **Learned about methodology and bias issues**

# Impact on Me

- **Gave me a tool to market myself – especially if the information can be publicized**
- **Gave me insight into the mind of electronic music fans**
  - **Better informed to consult and develop strategies for artists, labels, etc. regarding pricing, release methods, social media, etc.**



**Thank You**

# Works Cited

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5. <http://blog.eventbrite.com/edm-fans-are-not-your-average-music-fan/>
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