

# Defining 'Musicians' and the Local Music Community

**USER ENGAGEMENT** PART 1: Online Survey / sent to 25 individuals - 9 participants

**29 years**

Average age of participants with ages range from 22-37

**9 out of 9**

Participants are local to Milwaukee and its surrounding suburbs

**44.4%**

Work in a profession that is directly/adjacently related to music

**66.6%** Note music related spaces as a third space

studio / recording studio / shows / rehearsal / band practice / bars

**88.8%** Note direct participation in the local music scene

musician / producer / songwriter / band member / running recording studio

>>>>> **44.4% Note they listen to the radio** <<<<<

**Good mix of musical preference**

rock / psych rock / hip hop / blues / pop-punk / afro beat

**Spaces considered to be part of the community include** coffee shops, bars, recording studios, record shops, commercially owned performance venues, and DIY performance venues.

**Cacuts Club, Turner Hall, & Summerfest**

Top mentioned spaces that would be missed

**The music community values** image, authenticity, expression, creative freedom, storytelling and unique perspectives, trends, rockin' bands and good vibes, and community.

## CHARACTERISTIC ELEMENTS OF MUSIC-CENTRIC SPACES



low lighting



instruments displayed



a stage



large screen



an old couch



a/v equipment



an oriental looking rug



dive bar stickers & posters



old records



people hanging out in the space

**77.7% Prefer guerilla-style performances**

77.7% prefer to be right next to the performers so I can vibe with them while 22.2% said they would choose to watch from the arm of a couch

**Work-life balance** is the biggest constraint and managing considerations like time, scheduling, and finances affect participation in the community.

The dream multifunctional music-centric space is described as having a diverse range of acts, affordable drinks, and free water. It pays bands well and has a decent sound. The space has low light with posters, raised couches for viewing, and room for standing in the front. It has a punk vibe with old couches and fantastic equipment, allowing for total expressive freedom. The space also includes a recording studio combined with other functionality (could be outlandish like a barbershop and an automotive garage). **It is described as interactive and spontaneous, with different areas to explore and a sense that everything fits together perfectly.**