



FREQUENTLY ASKED QUESTIONS

WHY IS THIS DATA BEING COLLECTED?

City and community leaders here in Sacramento and around the world have identified the importance of having measurable information about people who do music related work to provide them with better support. The results of this census will be made available to the thousands of music industry professionals, nonprofits, and government agencies in our area, as well as to the countless music patrons and consumers who are the lifeblood of our music ecosystem.

WHAT KIND OF QUESTIONS ARE BEING ASKED?

The census asks questions specific to the realities of music workers, including general information about their demographics and occupation types as well as their perspective on issues such as diversity, equity, and belonging. There are no questions in this census about personal or business income.

I VALUE MY PRIVACY. WILL THE ANSWERS I PROVIDE REALLY REMAIN ANONYMOUS?

Yes. The census does not collect any personal identifiers or IP addresses. Any individual responses highlighted in the published results will be attributed as "Census Respondent."

HOW LONG WILL IT TAKE TO FILL OUT THE CENSUS?

From 10-20 minutes, depending on your respondent category. (Creative, Venue owner, or Industry) and whether you type in lengthy comments. 13 minutes is the average time spent on the census.

WHO IS ELIGIBLE TO PARTICIPATE IN THE CENSUS?

Those working in the music industry in ANY capacity who are 18 years or older and living in the Sacramento MSA. (Sacramento, El Dorado, Nevada, Placer, Sutter, Yolo, and Yuba counties)

I'M NOT SURE THAT I QUALIFY AS A PROFESSIONAL. SHOULD I STILL PARTICIPATE?

You should participate in the census if you contribute any type of music-related work, with or without compensation, and you believe your skills and commitment are worthy of acknowledgment and support. This includes part-time work, rarely paid work or volunteer work, and work that is more administrative than creative.

HOW DO I FILL OUT THE CENSUS IF I HAVE TWO DIFFERENT JOBS IN MUSIC, OR OWN TWO OR MORE MUSIC BUSINESSES?

To keep the data analysis manageable, we must limit the census to one entry per person, which means you must select one primary identity (creative, venue owner, or industry). That said, we know that most music people work in more than one area, so you will also have an opportunity within the census to provide info on work you do in other identity categories.

DO I HAVE TO TAKE THE CENSUS ON A DESKTOP COMPUTER?

No. You can use a desktop, laptop, tablet, or smartphone. Note that if you wish to leave and finish your response later, you will need to use the same device.

WHEN WILL THE RESULTS BE RELEASED PUBLICLY?

Currently the plans are to release the data through a series of infographics in early 2023.