

Meet the Creators

An Audio Industry Report





Table of Contents

EXECUTIVE SUMMARY..... 3

METHODOLOGY & MORE 6

KEY FINDINGS 8

CONCLUSION 19

APPENDIX 20

About Recordical®

Recordical® is a multifaceted membership for every kind of creator who could benefit from high-quality audio. Our mission is to provide audio creators worldwide with access to smart studios, high-quality equipment lockers, and an ever-growing library of digital content. Envision a future where every thought leader, content creator, and storyteller has the tools and resources they need to bring their ideas to life, no matter their background or location. Recordical aims to build a global network of smart studios and equipment lockers that provide easy access to the best audio tools available. Recordical is powered by the award-winning team of audio experts at FRQNCY Media.

Contributors

- | | |
|-----------------|--------------------|
| Michelle Khouri | Sarah Adams |
| Jessica Olivier | Sara Naz Jadbabaie |
| Shreya Sharma | Jullian Androkae |

01

Executive Summary

*WHY THIS SURVEY NEEDED TO
HAPPEN, AND WHY WE'RE THE
ONES TO FINALLY DO IT.*

While the audio landscape is often dominated by media giants who capture the limelight and generate the most buzz, it is the ***independent*** creators who truly drive and define the growth of this ever-evolving industry. Yet, the identities and stories of these independent audio creators have remained largely ***unexplored***, leaving a notable void in our understanding of the individuals who breathe life into the world of audio. Moreover, the audio industry has historically been ***fragmented***, with creators and enthusiasts navigating a complex web of platforms and communities across various audio verticals. The need for a more cohesive, ***interconnected*** community has become apparent – one that bridges the gap between consumption and creation of diverse audio forms.



Our groundbreaking study aims to address this crucial knowledge gap by delving into the **intricacies** of the audio creator community. Our objective is to **illuminate** the identities, motivations, and preferences of these creators, painting a vivid portrait of the individuals who shape the audio sphere.

What we discovered was a thriving, diverse ecosystem of talent, comprised of independent podcasters, musicians, and other creators, each contributing their distinctive voice and vision to the audio tapestry. These creators derive profound meaning and **fulfillment** from their craft, weaving narratives and melodies that enrich our auditory experiences.





We invite you to embark on a journey of **discovery**, as we reveal the vibrant world of audio through the eyes of its most influential and underappreciated creators. Join us in **celebrating** the unsung heroes of the audio industry, and uncover the captivating stories and insights that have, **until now**, remained hidden from view.



Methodology & More

*HOW WE COLLECTED THE DATA,
AND A THING OR TWO TO KEEP IN
MIND AS YOU READ THE REPORT.*

Survey Methodology

We put a qualitative and quantitative survey into the field and marketed it using Google Ads. The 26-question survey had 648 respondents who were U.S.-based with a few outliers. We polled people who were 13 years of age or older. The survey was active May 14–June 5, 2022.

Report Structure

We selected the most compelling data points from the survey to present visually as graphs and charts. After the visual representations, we often share a page of text-based insights that dive deeper into the data. You can find the statistics for the text-based insights in the appendix.

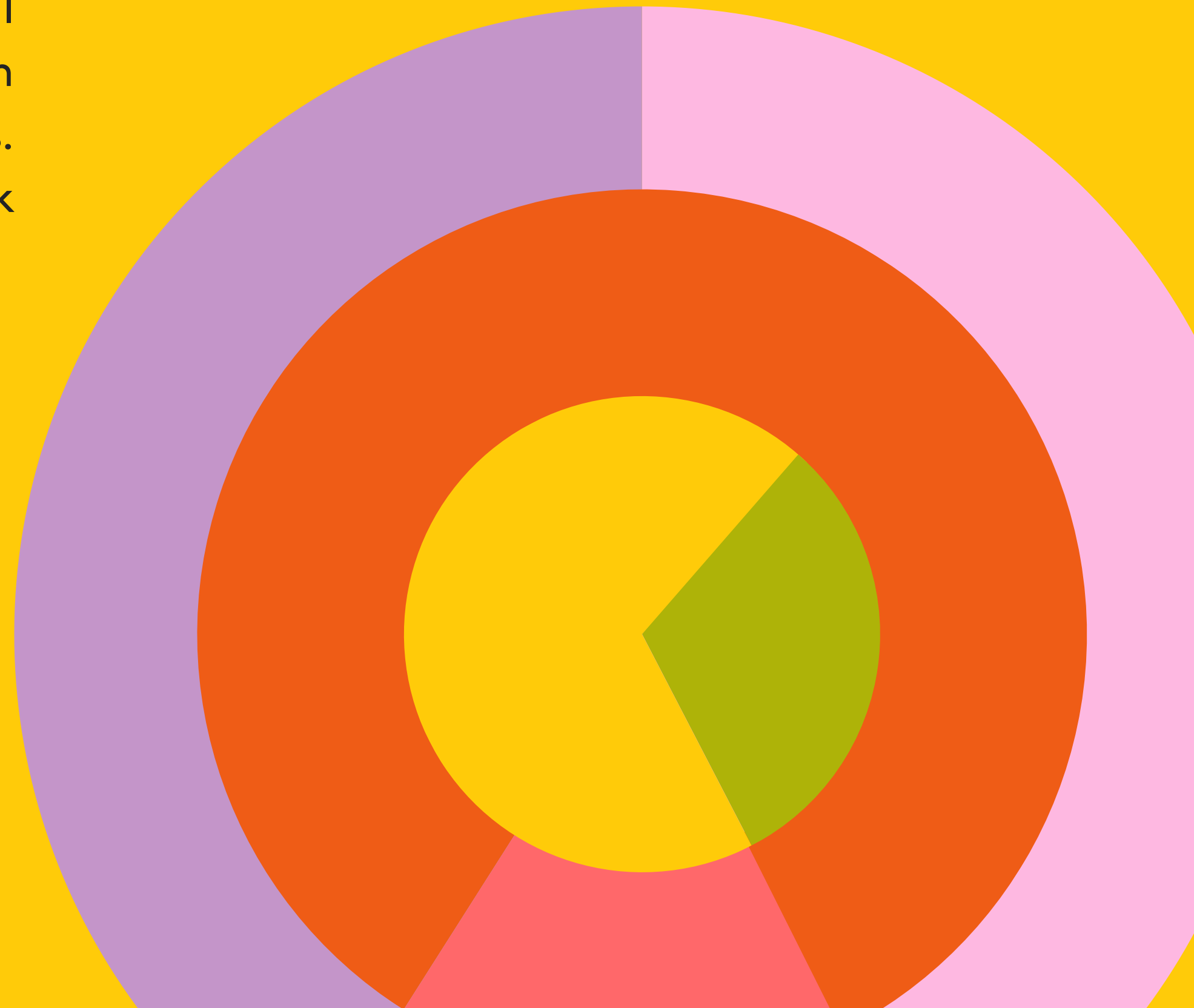


Notes on Report Data

When categorizing the racial and ethnic data, we included anyone who selected a certain racial category, including those who selected both mixed race, a specific race, and multiple races. For example, if a respondent checked both Black and White, we counted them in both categories.

Data Limitations

The data was sampled from self-identified audio creators and should not be used for market sizing.



03

Key Findings

*THE DATA WE COLLECTED
AND WHAT WE LEARNED
FROM IT.*

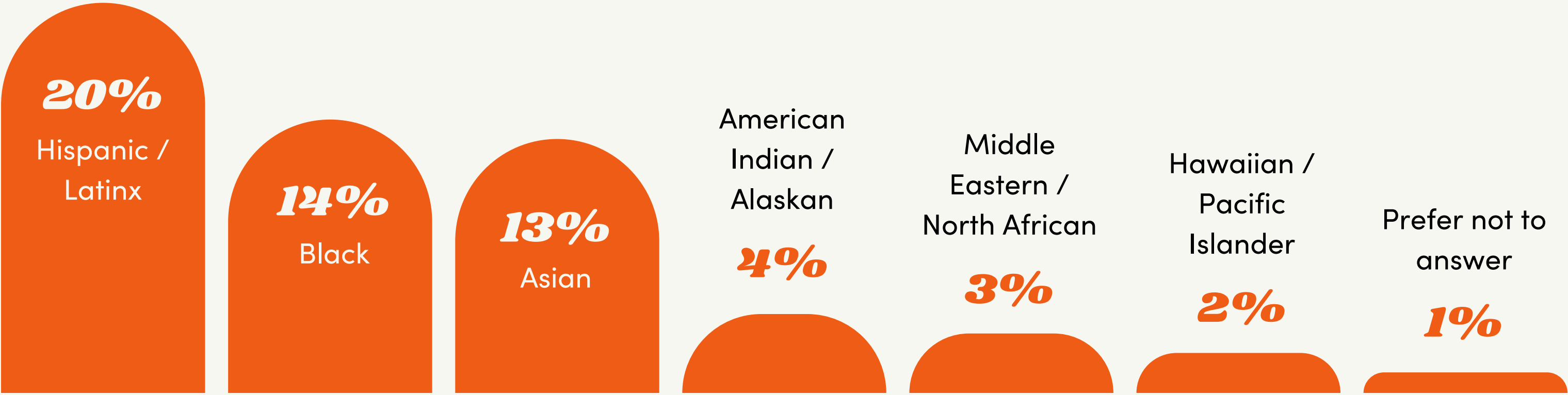
Overview of Key Findings

Our survey results reveal that the audio creator community is a diverse and passionate group, although most still fall within the young (under 29), white, and male demographic. The driving forces behind their creations are multifaceted, including joy, creative expression, and sharing stories that are important to them. They are using audio for more than podcasts and music, and they are not just making content as an unpaid hobby. In fact, a notable 74% of respondents currently monetize their content or have plans to monetize in the future. Read on to learn more about these fascinating and hardworking creators.

Respondents could select more than one answer.

57%
White

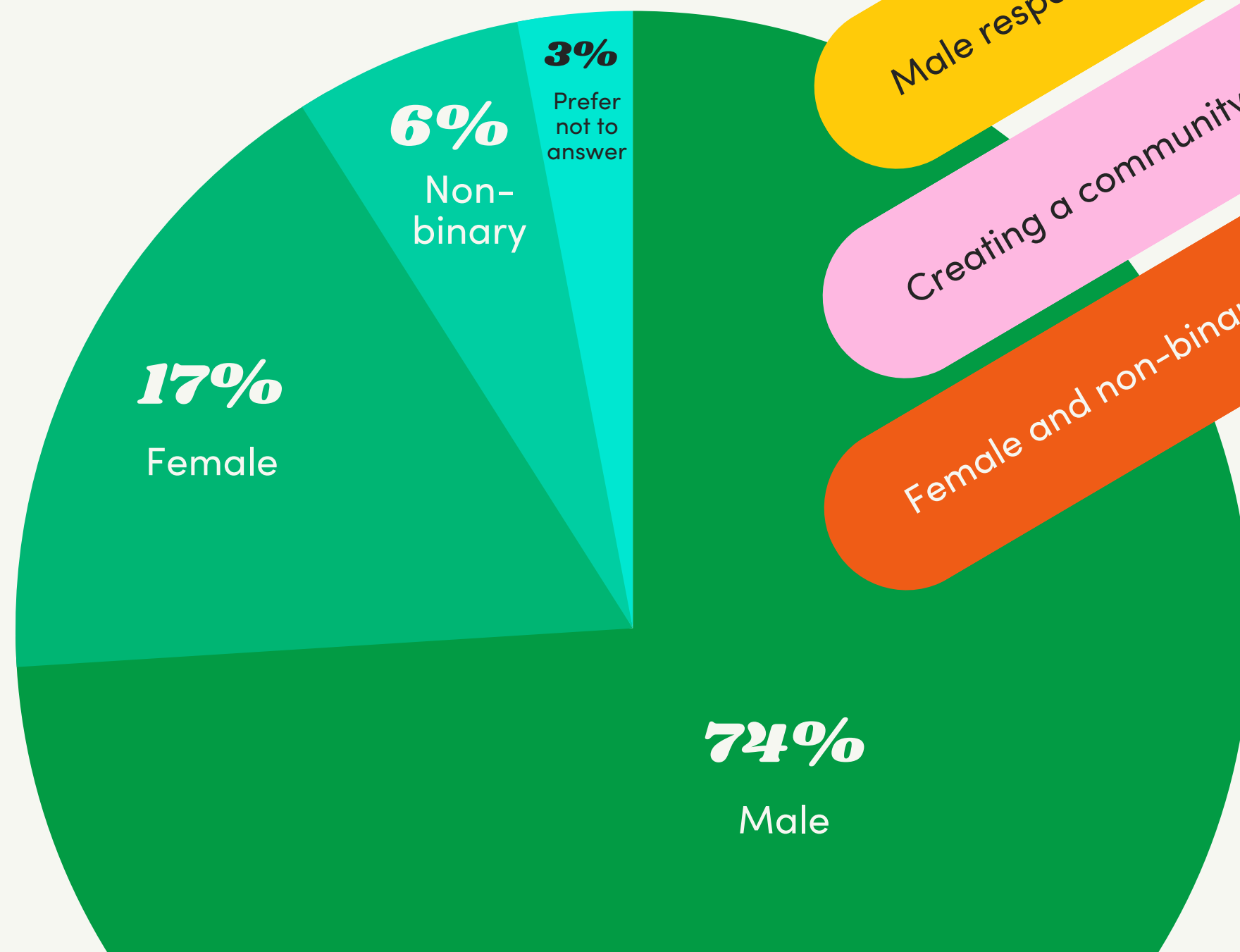
Audio creators are a somewhat *diverse* community







Though
respondents
skew male,



Male respondents more often make content for fun or as a hobby.

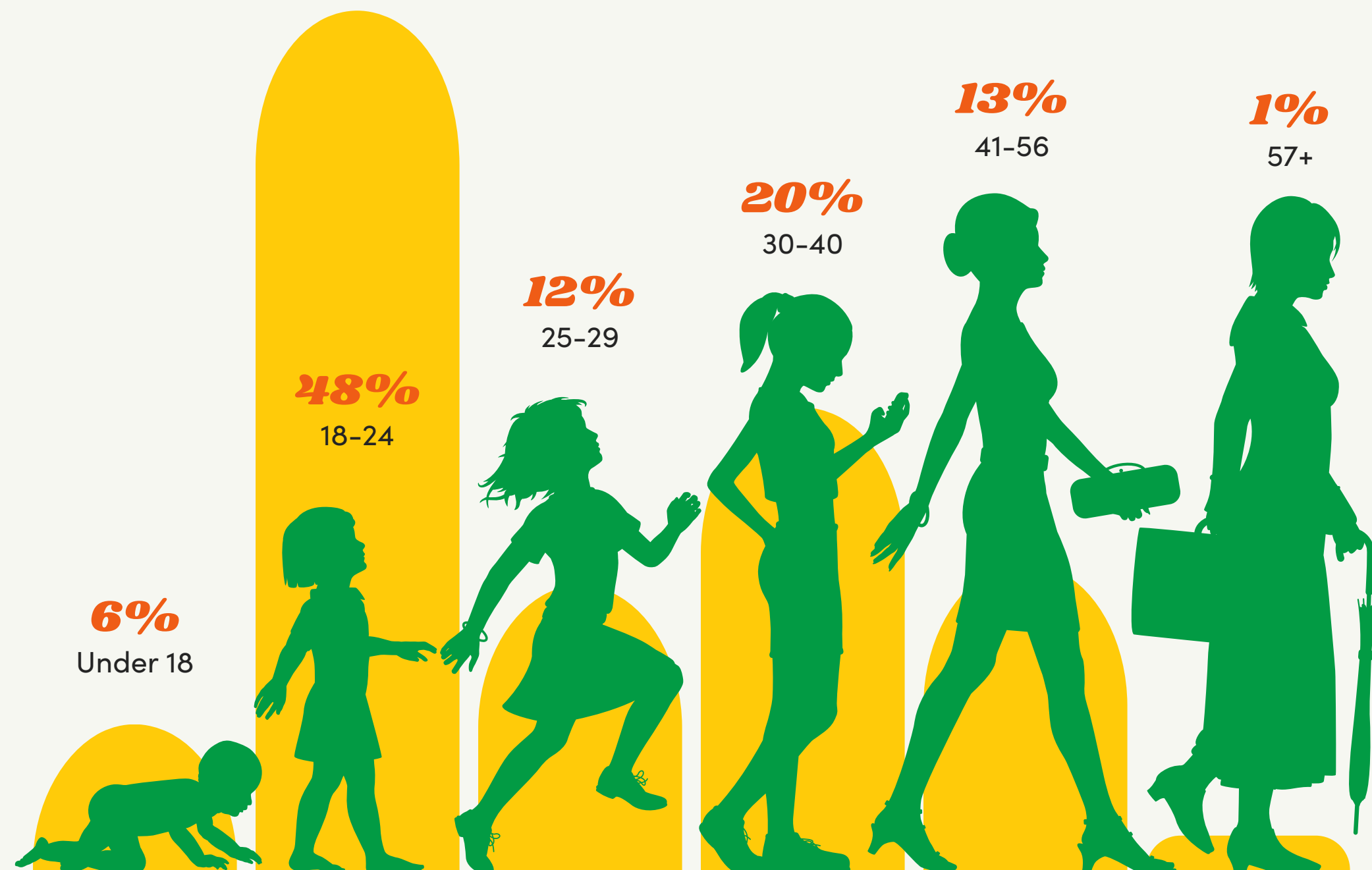
Creating a community is of the highest importance to non-binary respondents.

Female and non-binary respondents more often make content for artistic expression.

female creators
are more likely
to have started
creating audio
in the past year.



The *next generation* of audio creators is here.



But the drive to
create audio
spans
all ages.



Audio created for personal enjoyment is more common with younger generations.

Respondents under 41 are more interested in making audio for fun, as a hobby, or as artistic expression than respondents over 41.

Younger (under 29) respondents are less interested in establishing subject matter expertise than older (30–56) respondents.

More than 50% of respondents aged 25+ make content to create a community.



Respondents could select more than one answer.

Creators make audio content that's meant to *have the spotlight.*

"How do you use audio as part of your content?"

My audio is standalone content (like podcasts or songs).

62%

I record my audio while I record my video, which I later sync/edit together.

42%

I capture my audio while I livestream.

36%

I add it as a separate track to my edited videos (like a voiceover or underscore).

37%



Female and non-binary respondents are more likely to make standalone audio content than male respondents.

Respondents who identify as non-binary and are 25 to 29 years olds are the most likely to capture audio via live stream.

Respondents who record audio as a separate track for edited videos are more likely to be 25 to 40 years old and identify as female or non-binary.

Creators under 29 are more likely to create standalone content than creators over 30.



"Why do you create audio content?"

Respondents could select more than one answer.

Creating audio is, above all, a *joyful* and *expressive* act.

65%

For fun or as a hobby

64%

Artistic expression

50%

Share a story/message

34%

Build/promote a brand

30%

Create community

19%

Educate

15%

Establish Expertise

A vast majority (74%) of audio creators currently monetize or plan to monetize their content.

I haven't yet, but plan to monetize

41%

It is my secondary income/side hustle

26%

I am not and do not expect to monetize

26%

7%

It is my primary income

**But creating
audio content is
more than just
fun and *games*.**



Black respondents both expect to and also successfully monetize their audio content more than other racial groups.

Asian respondents do not expect to monetize from audio creation.

Female and non-binary respondents are more interested in monetizing their audio content than male respondents.

Female and non-binary respondents are more likely to rely on their audio content as primary income rather than secondary income.



04

Conclusion

*WHAT WE'RE THINKING NOW
THAT WE'VE HAD A CHANCE TO
DIGEST THESE INSIGHTS.*

Our survey has revealed significant insights into the world of audio creators, shedding valuable light on the diverse motivations and aspirations that drive them to create. We hope that this report offers observations and inspiration to those who are passionate about audio creation, and highlights the importance of recognizing and supporting this growing community. It is clear that audio is a dynamic and evolving medium with tremendous potential for impact and creativity. We are committed to supporting and uplifting these creators who are driving the audio industry toward new heights of innovation and impact.



06

Appendix

*THE DATA FOR ALL TEXT-BASED
INSIGHTS FOUND THROUGHOUT
THIS REPORT.*

"Why do you make audio content?"

- "Artistic Expression"
 - Race:
 - White: 63.92%
 - Black: 64.52%
 - Latinx/Hispanic: 66.92%
 - Asian: 60.92%
 - Gender
 - Female: 75.68% (84)
 - Male: 59.00% (282)
 - Non-Binary: 85.71% (36)
 - Age
 - Under 18: 67.44% (29)
 - 18-24: 69.90% (216)
 - 25-29: 60.76% (48)
 - 30-40: 63.28% (81)
 - 41-56: 48.19% (40)
- "For fun or as a hobby"
 - Race:
 - White: 67.72%
 - Black: 53.76%
 - Latinx/Hispanic: 61.65%
 - Asian: 74.71%
- "For fun or as a hobby"
 - Gender:
 - Female: 56.76% (63)
 - Male: 64.64% (309)
 - Non-Binary: 73.81% (31)
 - Age:
 - Under 18: 69.77% (30)
 - 18-24: 74.11% (229)
 - 25-29: 53.16% (42)
 - 30-40: 63.28% (81)
 - 41-56: 37.35% (31)
- "Building or promoting my brand"
 - Race:
 - White: 32.59%
 - Black: 50.54%
 - Latinx/Hispanic: 32.33%
 - Asian: 31.03%
 - Gender:
 - Female: 31.53% (35)
 - Male: 34.72% (166)
 - Non-binary: 38.09% (16)



- "Building or promoting my brand"
 - Age:
 - Under 18: 32.56% (14)
 - 18-24: 31.07% (96)
 - 25-29: 37.97% (30)
 - 30-40: 39.06% (50)
 - 41-56: 37.35% (31)
- "Creating community"
 - Race:
 - White: 29.75%
 - Black: 34.41%
 - Latinx/Hispanic: 31.58%
 - Asian: 20.69%
 - Gender:
 - Female: 27.93% (31)
 - Male: 29.71% (142)
 - Non-Binary: 42.86% (18)
 - Age:
 - Under 18: 24.89% (15)
 - 18-24: 30.10% (93)
 - 25-29: 53.16% (27)
 - 30-40: 53.91% (40)
 - 41-56: 54.22% (22)

- "Telling a story or sharing a message I am passionate about"
 - Race:
 - White: 50.95%
 - Black: 52.69%
 - Latinx/Hispanic: 44.36%
 - Asian: 44.83%
 - Gender:
 - Female: 52.25% (58)
 - Male: 48.12% (230)
 - Non-Binary: 54.76% (23)
 - Age:
 - Under 18: 53.49% (23)
 - 18-24: 45.95% (142)
 - 25-29: 53.16% (42)
 - 30-40: 53.90% (69)
 - 41-56: 54.22% (45)
- "Establish subject matter expertise"
 - Race:
 - White: 18.99%
 - Black: 18.28%
 - Latinx/Hispanic: 13.53%
 - Asian: 21.84%

- "Establish subject matter expertise"
 - Gender:
 - Female: 15.32% (17)
 - Male: 14.85% (71)
 - Non-Binary: 16.67% (7)
 - Age:
 - Under 18: 9.3% (4)
 - 18-24: 11.97% (37)
 - 25-29: 16.46% (13)
 - 30-40: 22.66% (29)
 - 41-56: 19.28% (16)



"What is your relationship with monetizing your audio content?"

- "I haven't yet, but plan to monetize"
 - Race:
 - White: 44.30%
 - Black: 38.71%
 - Latinx/Hispanic: 35.34%
 - Asian: 43.68%
 - Gender:
 - Female: 50.45%
 - Male: 37.24%
 - Non-binary: 50.00%
- "It is my primary income"
 - Race:
 - White: 6.01 %
 - Black: 10.75%
 - Latinx/Hispanic: 7.5%
 - Asian: 3.45%
 - Gender:
 - Female: 9.90%
 - Male: 5.86%
 - Non-binary: 11.90%
- "It is my secondary income/side hustle"
 - Race:
 - White: 23.83%
 - Black: 35.48%
 - Latinx/Hispanic: 27.07%
 - Asian: 17.24%
 - Gender:
 - Female: 23.42%
 - Male: 27.82%
 - Non-binary: 16.66%
- "I am not and don't expect to monetize"
 - Race:
 - White: 25.63%
 - Black: 15.05%
 - Latinx/Hispanic: 29.32%
 - Asian: 34.48%
 - Gender:
 - Female: 15.32%
 - Male: 28.87%
 - Non-binary: 21.43%





Recordical®

Learn more at
recordical.com

