



2007 Nashville Recording Studio Survey

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Most studios are commercial and for profit. Most owners and managers said their studios were commercial and open to the public (87%) rather than project studios closed to the public (7%) or private and not-for-profit (7%).

The recent increase in independent record labels in Nashville is seen in clientele. Independent record labels were the primary client for studio owners and managers in the past year (29%), while business that aren't record labels as well as independent artists with no manager account for 21% each of studios' primary clients.

Nashville is still home to country music. The most common style of music produced in studios by owners and managers that responded is country (16%), with rock (13%), contemporary Christian (12%), gospel music (11%), and demos (11%) all following close behind.

Studio owners and managers that responded said their studios grossed an average of \$125,205 last tax year. Additionally, most studio owners and managers either saw an increase in gross revenue or stayed the same (73%) compared to the previous tax year. 91% of studio owners and managers say they are experiencing growth or the same amount of gross revenue this tax year compared to last year. Also, the average length of time studios have been in business in Nashville is 15.55 years.

Engineers are the most common type of employee in a Nashville Studio. Every studio owner and manager (100%) that responded to the survey that have any full-time employees have at least one Engineer on their full-time staff. More than half (55%) of studios also hire a full-time Studio Manager as well.

Studio owners and managers are looking for help from interns more and more. While there were increases in the number of Engineers (9%) and Studio Managers (11%) hired, Interns saw the biggest hiring increase (27%). Assistant Engineers and Engineers saw the greatest increases in independent contractor work (30% and 18% respectively).

Primary use of studios is to track audio. Almost half (47%) of studio owners and managers surveyed say they use their studio primarily for tracking, while only 13% use their studio primarily for mixing. Mixing, however, is the largest (57%) secondary use for studios.

6 out of every 7 studios have at least one mixing room. 86% of studios have at least one room used for mixing, while less (71%) studios have at least one room for tracking.

While 70% of studio owners and managers feel the studio business is getting worse in the Nashville area compared to last year, 45% say that their own business is performing better than the rest of the Nashville recording studio businesses. Also, while 18% of studio owners and managers feel optimistic about the future of the studio business in Nashville, over three times as many (64%) feel optimistic about their own studio's performance.

Note: These results are non-final and have not been adjusted for non-response error.