



'Turn Up The Volume' Survey

Page 1: About the Survey

Project Title: Survey of music fan attitudes towards environmental sustainability

Researchers: Dr. Matt Brennan, Dr. Mark Wong, Dr. David McKeever, Mr Daniel Shaw (University of Glasgow)

Funded by: Natural Environment Research Council (NERC) – funding allocated to the University of Glasgow

Partners: Music Declares Emergency, Beggars Group, the BPI, Secretly Group, Involved Group, and Key Production

You are being asked to take part in a research study. Before you decide whether you would like to participate, it is important that you understand why the research is being carried out and what it will involve. Please take your time to read the following information carefully, and if you have any questions or would like more information, do not hesitate to get in touch. Thank you.

What is the purpose of the study?

The UK music industry contributed £5.8bn to the UK economy in 2019, but is relatively late in responding to the climate emergency. Music industry stakeholders have identified research gaps that must be filled to decarbonize systems underpinning the sector.

This online survey will collect data regarding music fan attitudes on how environmental sustainability affects their music consumption choices. The survey is designed in collaboration with Music Declares Emergency, an organization responsible for setting the environmental sustainability agenda of the UK's music industries, and Beggars Group.

This research is conducted by Dr. Matt Brennan and Dr. Mark Wong at the University of Glasgow between January and June 2022.

What will happen to me if I take part?

The survey is self-completed and **it will take about 10 minutes, asking you to answer 25 questions.**

You will also be eligible to enter a prize draw for completion of the survey (a pair of tickets for Billie Eilish's headline show at London's O2 Arena on Friday 10th June. A further goodie bag prize with albums and merchandise from partners and Music Declares Emergency will also be on offer).

Why have I been chosen?

This study wants to look at the views and attitudes of music fans towards climate-related issues and consumption behaviours in music merchandise, physical products, products for creating music, and gig/festivals.

You have been selected to take part in this study as a music fan and your opinion is of great value and is critical to the success of this research. The study will consist of more than 2000 people who will be surveyed.

Do I have to take part?

Whether you take part or not is completely your decision. There will be no repercussions if you wish to not take part, nor will there be if you do.

If you do, you are free to withdraw at any time throughout the study and do not need to provide any reason for this. Any previously data you have supplied will be destroyed. This study is entirely voluntary.

Will my taking part in this study be kept confidential?

All of the information gathered about yourself during the research will be kept confidential.

You will be identified by an ID number and you will not be asked to provide your name or address, so you cannot be recognised from it.

Please note that assurances on confidentiality will be strictly adhered to unless evidence of wrongdoing or potential harm is uncovered. In such cases the University may be obliged to contact relevant statutory bodies/agencies.

What will happen to the results of the research study?

This survey is conducted through an online survey platform, Online Surveys (formerly known as the Bristol Online Survey), which is designed for large-scale surveys for academic purposes.

The Online Surveys platform is compliant to the UK GDPR regulations and your data will be stored securely in a university server. The data collected will be used for scientific research purposes of this study. Any information that is gathered (e.g. raw data from survey responses) will be retained for 10 years, and will be destroyed securely after 10 years of the completion of the study.

It is important to highlight that the completed project will not contain any information which will relate back to you and your information will be protected against being personally identifiable. Throughout the duration of the entire study and in the final report, all participants' real identities will not be identifiable.

The anonymised data may be used in future research and be cited and discussed in future publications, both print and online.

Who has reviewed the study?

The project has been reviewed and approved by members of the College of Arts Research Ethics Committee.

How can I access information relating to me or complain if I suspect information has been misused/ used for purposes other than I agreed to?

You can contact the researcher in the first instance if you have any concerns. If you are not comfortable doing this, or if you have tried but don't get a response, you can contact the College of Arts Ethics Officer (email: arts-ethics@glasgow.ac.uk).

Where there appear to have been problems, you can – and indeed may be advised to – submit an 'access request' or an objection to the use of data. As part of the University's obligations under UK General Data Protection Regulation (UK GDPR), participants retain the rights to access and objection with regard to the use of non-anonymised data for research purposes.

Contact for Further Information

Name: Matt Brennan and/or Mark Wong

Contact Information: Matt.Brennan@glasgow.ac.uk / Mark.Wong@glasgow.ac.uk

If you have any concerns regarding the conduct of the research project you can contact the College of Arts Ethics Officer (email: arts-ethics@glasgow.ac.uk).

Thank you and please confirm below that you are happy to participate in the study.

1. **Consent** * *Required*

+ [More info](#)

- I understand that submitting a response indicates that I consent to take part in the survey and that I agree to the terms for data processing as outlined above.
- I confirm I have been given information on how to exercise my rights of access and objection.

Page 2: Identity as a Music Fan

2. In an average month, approximately how much money do you spend around music on each of the following?

[+ More info](#)

Streaming services (e.g. Spotify, Apple Music)	<input type="text" value="0"/>
Physical products, music, video, merchandise or printed media	<input type="text" value="0"/>
Digital products, music videos or magazines	<input type="text" value="0"/>
Gig and festival tickets	<input type="text" value="0"/>
Products or services for creating music	<input type="text" value="0"/>

3. Approximately how much time, if any, do you spend listening to music per week?

[+ More info](#)

- None
- Under 5 hours
- 5-10 hours
- 11-15 hours
- 16-20 hours
- Over 20 hours
- Don't know/can't recall

4. How important, if at all, is music to each of the following?

Please don't select more than 1 answer(s) per row.

	Very important	Fairly important	Not very important	Not at all important	Don't know
You personally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your daily routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Which, if any, of the following genres have you listened to in the last week? (please tick all that apply)

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- Blues
- Classical
- Country
- Dance / electronic
- Experimental
- Folk
- Grime
- Hip hop / rap
- Indie
- Jazz
- Metal
- Musical theatre
- Opera / operetta
- Pop
- Punk
- Reggae / dub
- Rock
- Singer / songwriter
- Traditional
- R&B
- World
- Multi-genre, e.g. function band
- Other

Don't know / can't recall

Not applicable - I have not listened to any music in the last week

5.a. If you selected Other, please specify:

Page 3: Sustainability and Climate Change

6. How concerned are you, if at all, about the impacts of climate change?

- Very concerned
- Fairly concerned
- Not very concerned
- Not at all concerned
- Don't know

7. How much, if anything, would you say you know about climate-related issues?

- A great deal
- A fair amount
- Not very much
- Nothing at all
- Don't know

8. Do you think the current situation with climate change should or should not be defined as a "climate emergency"?

- Should
- Should not
- Don't know

9. Thinking about tackling climate change which ONE, of the following statements, comes closest to your view?

- Tackling climate change should be a top priority now, above other issues

- Tackling climate change should be a priority at some point in the future, but there are other issues that that should take priority now
- Tackling climate change is not a priority anyway
- Don't know

10. Thinking about making changes to your lifestyle which ONE, of the following statements, comes closest to your view?

- I have already made changes to my lifestyle to be more environmentally friendly
- I will be making changes to my lifestyle to be more environmentally friendly
- I want to make changes to my lifestyle to be more environmentally friendly but haven't done so yet
- I do not want to make changes to my lifestyle to be more environmentally friendly
- Don't know

Page 4: Sustainability and the Music Industry

11. Before taking this survey, how much, if anything, had you heard about climate-related initiatives in the music industry?

- I had heard about them, and know a lot about them
- I had heard about them, and know something about them
- I had heard about them, but know nothing about them
- I had not heard about them

12. How interested, if at all, would you be in hearing more about steps the music industry is taking to tackle climate change?

- Very interested
- Fairly interested
- Not very interested
- Not at all interested
- Don't know

13. Before taking this survey which, if any, of the following initiatives in the music industry were you aware of? (Please select all that apply)

- Recycled vinyl
- Recycled / sustainable packaging for products
- Reusable cup schemes
- Car sharing schemes for festivals
- Coach and shuttle bus services at festivals
- Plastic bottle bans at festivals
- Dinked vinyl sold at a reduced cost (i.e. an exclusive limited edition vinyl record)
- Sustainable certified merchandise
- Carbon offsetting donations from music companies

- Venues powered by 100% renewable electricity
- Kinetic dancefloors
- Music Climate Pact
- Music Declares Emergency
- Julie's Bicycle
- None of these

14. How important, if at all, do you think each of the following are?

Please don't select more than 1 answer(s) per row.

	Very important	Fairly important	Not very important	Not at all important	Don't know
Artists speaking out about climate issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music businesses (e.g. record labels, festivals, clubs, and venues) speaking out about climate issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music industry taking action to reduce its own environmental impacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. How often, if at all, do you do each of the following?

Please don't select more than 1 answer(s) per row.

	Always	Often	Sometimes	Rarely	Never	Don't know/ can't recall	Not applicable - I never purchase this

Consider the impact on the environment before purchasing merchandise or physical products in music (e.g. vinyl, CDs, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consider the impact on the environment before purchasing products for creating music (e.g. instruments, hardware, software, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not attend a gig or festival due to concerns about its environmental impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Would you be willing or not willing to spend more than you currently do for the following, compared to the alternative options where the environment has not been considered?

Please don't select more than 1 answer(s) per row.

	Would be willing to spend more	Would not be willing to spend more	Not applicable - I don't purchase these products	Don't know
Merchandise or physical product in music, such as vinyl or CD, that has been developed with a reduced environmental impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A live music event that has been developed with a reduced environmental impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Products for creating music (e.g. instruments, hardware, software) that has been developed with a reduced environmental impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Thinking specifically about the music industry, are there any climate issues that you feel strongly about? (Please type your answer(s) in the box below, giving as much detail as possible)

18. Which ONE, if any, of the following statements do you think BEST describes what you think the music industry should do about climate change?

- The music industry should do everything necessary and urgently
- The music industry should act slowly while it learns more about what to do
- The music industry is already doing enough
- The music industry should do nothing

Don't know

Page 5: Demographic Information

19. Which of the following best describes your gender? You may also choose to self-describe by putting in your own text.

- Woman
- Man
- Non-binary
- Prefer not to say
- Prefer to self-describe

19.a. If you wish to self-describe, please specify:

20. What is your age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

21. Which of the following best describes where you live?

- England
- Wales
- Scotland
- Northern Ireland

- Europe
- North America
- Rest of World
- Other

21.a. If you selected Other, please specify:

22. Which of the following best describes your ethnicity? You will have the choice to self-describe following any options that end with "please specify below". A space will be provided below if you wish to self-describe, and this is entirely optional. Answer choices used here are based on UK Census 2022 ([question 23](#)).

- White: English, Welsh, Scottish, Northern Irish or British
- White: Irish
- White: Polish
- White: Gypsy or Irish Traveller
- White: Roma
- White: Any other White background, please specify below
- Any Mixed or Multiple background, please specify below
- Asian or Asian British: Indian or British Indian
- Asian or Asian British: Pakistani or British Pakistani
- Asian or Asian British: Bangladeshi or British Bangladeshi
- Asian or Asian British: Chinese or British Chinese
- Asian or Asian British: Any other Asian background, please specify below
- African or British African: Any African or British African background, please specify below
- Caribbean or Black: Any Caribbean or Black background, please specify below
- Arab or British Arab: Any Arab or British Arab background, please specify below
- Any other ethnicity/Prefer to self-describe, please specify below
- Prefer not to say

22.a. If you selected the "any other White background" option above, please specify here:

22.b. If you selected the "any Mixed or Multiple background" option above, please specify here:

22.c. If you selected the "any other Asian or Asian British background" option above, please specify here:

22.d. If you selected the "any African or British African background" option above, please specify here:

22.e. If you selected the "any Caribbean or Black background" option above, please specify here:

22.f. If you selected the "any Arab or British Arab background" option above, please specify here:

22.g. If you selected the "any other ethnicity/prefer to self-describe" option above, please specify here:

23. Which of the following best describes your personal income last year (before tax and deductions)?

- £10,000 or below
- £10,001 to £20,000
- £20,001 to £30,000
- £30,001 to £40,000
- £40,001 to £50,000
- £50,001 or more
- Prefer not to say

24. Which of the following best describes you in the last seven days?

- Working full time
- Working part time
- Student
- Retired
- Looking after home or family
- Long-term sick or disabled
- Not working and not looking for paid work
- Not working and looking for paid work
- Other

24.a. If you selected Other, please specify:

25. Approximately how many times, if any, have you taken part in a climate justice event (e.g. strikes and protests) in the last year (i.e since March 2021)?

Please enter a whole number (integer).

Please make sure the number is between 0 and 100.

Page 6: Further Contact

26. Thank you for participating in this survey. Would you like to be entered into a prize draw (win a pair of tickets for Billie Eilish's headline show at London's O2 Arena on Friday 10th June. A further goodie bag prize with albums and merchandise from partners and Music Declares Emergency will also be on offer) for completion of the survey? If so, please provide your email address and we will be in touch with more details.

[+ More info](#)

- No
- Yes

26.a. If you selected Yes, please provide your email address:

[+ More info](#)

Please enter a valid email address.

Page 7: Survey Completed - Thank You!

Thank you for participating in this survey!

Contact for Further Information

Name: Matt Brennan and/or Mark Wong

Contact Information: Matt.Brennan@glasgow.ac.uk / Mark.Wong@glasgow.ac.uk

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