



# RECORDING ACADEMY

2024 Membership Report



# MESSAGE FROM THE CEO

Back in 2019, our Academy set out to achieve an important goal of adding 2,500 more women voters to our membership body by 2025. We knew it was ambitious, but we knew the impact these 2,500 new voices, skillsets and perspectives would have on our organization, and we were intent on making it happen. I am so proud to share that we have not only met this goal early, but we have blown past it. Over the past five years, more than 3,000 women voting members have joined the Academy, marking an incredible milestone for our organization.

Our progress doesn't stop there. Just this year alone, a record number of 2,800 new members have joined our Academy. With the addition of this new class, 38% of our voting membership are People of Color, signifying a 65% increase since 2019.

The Recording Academy membership has never been more reflective of the music community than it is today. It has more women, more People of Color, and a broad representation of diverse genres and crafts. But we're not just celebrating numbers. Our organization has been fundamentally transformed by this extraordinary infusion of new talent, making us an unquestionably better, stronger, more successful, and more impactful organization.

And it shows. With each wave of new members, we've gained new insights and energy to be of best service to the entire music community. Since transforming our membership model, our members have pushed new GRAMMY Award categories to the finish line, like Best African Music Performance and Best Alternative Jazz Album. Our members have fought for music creator rights on Capitol Hill and in state capitals across the country, including advocating for the NO FAKES Act, RAP Act, Fans First Act, ELVIS Act, and more. Our members have been active and diligent GRAMMY voters, leading to exciting outcomes like women leading GRAMMY nominations and wins last year.

And we're not done yet. Even though we've made huge strides towards creating a diverse and representative membership body, there is still much work to be done. We want to recruit more young voters, because the future of music is in their hands. We want to see an increase in the percentage of women and People of Color, because our goal must always be to accurately represent our community. And as we **globalize our mission**, we want a membership body that reflects every corner of the music world.

So, we will continue to raise the bar as we strive to be an organization that music creators and professionals can be proud of – an organization that the music community can be confident is on their side and exists to serve.

Thank you to the dedicated Recording Academy staff who work around the clock to push our organization forward on behalf of the membership and music people everywhere.

And finally, a warm welcome to this new class of Recording Academy members. We look forward to serving music with you.



Harvey Mason jr.  
Recording Academy CEO

# PROGRESS IN MOTION

In 2019, the Recording Academy invited its inaugural New Member Class as part of a New Membership Model aimed at enhancing representation and engagement within its membership body. That same year, the Academy set an ambitious goal to add 2,500 new women voting members by 2025. Below is a snapshot of the progress made over the past five years toward creating a membership body that reflects the diverse and vibrant music community.

## EMPOWERING WOMEN

- In 2019, the Recording Academy set a goal to add 2,500 women voting members by 2025. The Academy has surpassed this goal, adding more than 3,000 women voting members.
- Since 2019, the percentage of women members has grown by 23% in the Academy's overall membership\*, and by 27% among voting members.

## CHAMPIONING DIVERSITY

- The percentage of People of Color has grown by 63% since 2019 within the Academy's overall membership\*, and by 65% among voting members.
- Since 2019, the percentage of Black or African American+ members has grown by 91% in the Academy's overall membership\*, and by 90% among voting members.
- Since 2019, the percentage of Hispanic or Latin+ members has grown by 43% in both overall and voting membership.
- Since 2019, the percentage of Asian or Pacific Islander+ members has doubled, reflecting a 100% increase in both overall and voting membership.

## WELCOMING NEW CREATORS

- Since 2019, approximately 8,700 creators have become voting members of the Recording Academy.
- 66% of today's voting electorate is new since the introduction of the inaugural New Member Class in 2019.
- In 2024, 72% of the new invitees accepted their invitations to join the Recording Academy - a record number of 2,800+ total new members.

## REPRESENTING MUSIC'S CREATIVE LANDSCAPE

- Recording Academy voting members embody the full spectrum of the music industry's talent.
- The voting member body spans over 13 diverse creative disciplines, including songwriters, composers, producers, engineers, vocalists, conductors, and more.
- The breadth of genre representation is substantial, with members contributing from over 22 different music genres.

\*"Overall Membership" includes both professional (non-voting) and voting members.

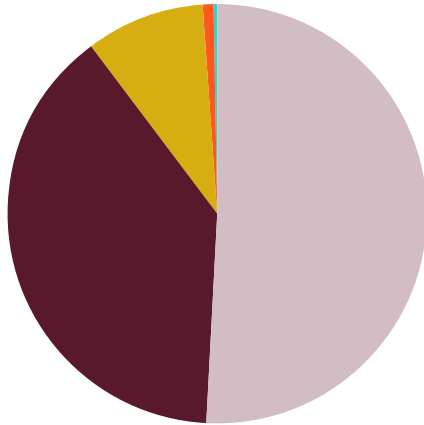
# 2024 NEW MEMBER CLASS\*

Total Number of New Members: 2,800+

PROFESSIONAL 29%

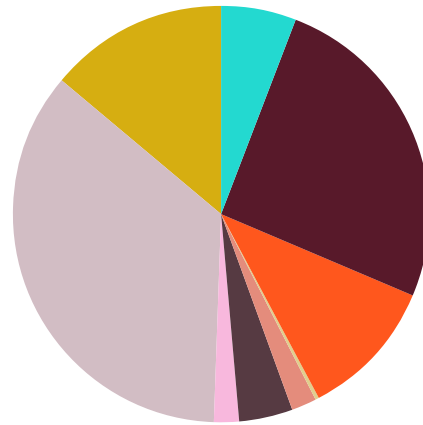
VOTING 71%

## GENDER



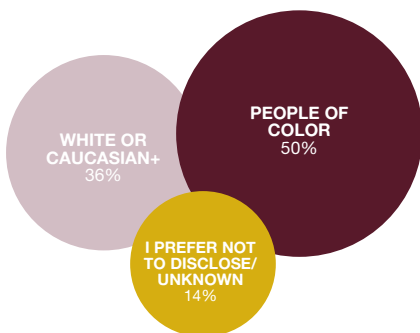
- MEN 51%
- WOMEN 39%
- I PREFER NOT TO DISCLOSE/UNKNOWN 9%
- NON-BINARY OR GENDER NON-CONFORMING 1%
- PREFER TO SELF-DESCRIBE <1%

## ETHNICITY



- WHITE OR CAUCASIAN+ 36%
- BLACK OR AFRICAN AMERICAN+ 26%
- I PREFER NOT TO DISCLOSE/UNKNOWN 14%
- HISPANIC OR LATIN+ 11%
- ASIAN OR PACIFIC ISLANDER+ 6%
- PREFER TO SELF-DESCRIBE 4%
- MIDDLE EASTERN OR NORTH AFRICAN+ 2%
- SOUTH ASIAN+ 2%
- INDIGENOUS OR ALASKAN NATIVE+ <1%

## ETHNICITY (CONT.)



## AGE

I PREFER NOT TO DISCLOSE/UNKNOWN 21%

OVER 40 33%

39 AND UNDER 45%

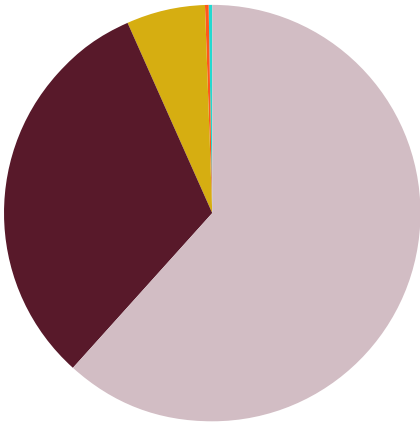
\*This page represents voting and professional members who joined the Recording Academy as part of the 2024 New Member Class.

# CURRENT MEMBERSHIP\*

Total Number of Members: 16,000+

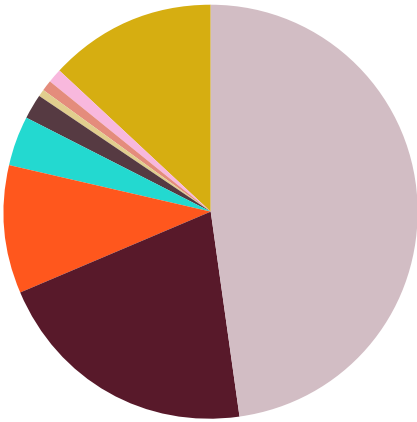


## GENDER



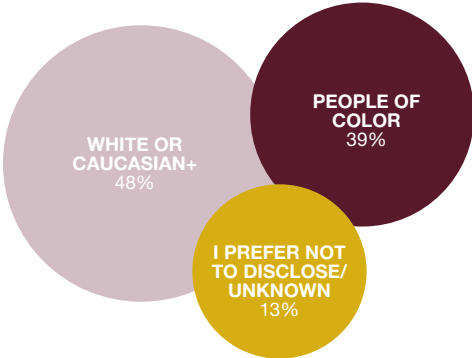
- MEN 62%
- WOMEN 32%
- I PREFER NOT TO DISCLOSE/UNKNOWN 6%
- NON-BINARY OR GENDER NON-CONFORMING <1%
- PREFER TO SELF-DESCRIBE <1%

## ETHNICITY



- WHITE OR CAUCASIAN+ 48%
- BLACK OR AFRICAN AMERICAN+ 21%
- I PREFER NOT TO DISCLOSE/UNKNOWN 13%
- HISPANIC OR LATIN+ 10%
- ASIAN OR PACIFIC ISLANDER+ 4%
- PREFER TO SELF-DESCRIBE 2%
- MIDDLE EASTERN OR NORTH AFRICAN+ 1%
- SOUTH ASIAN+ 1%
- INDIGENOUS OR ALASKAN NATIVE+ <1%

## ETHNICITY (CONT.)



## AGE

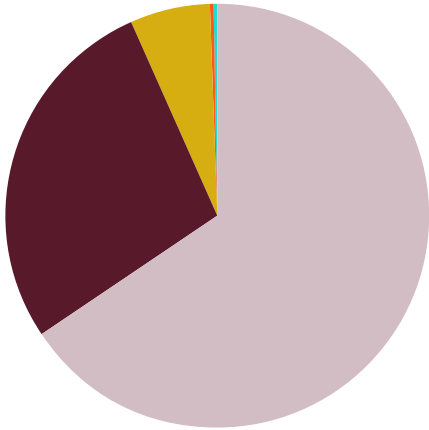


\*This page represents current voting and professional members, inclusive of members who joined as part of the 2024 New Member Class, as well as pre-existing members.

# VOTING MEMBERSHIP\*

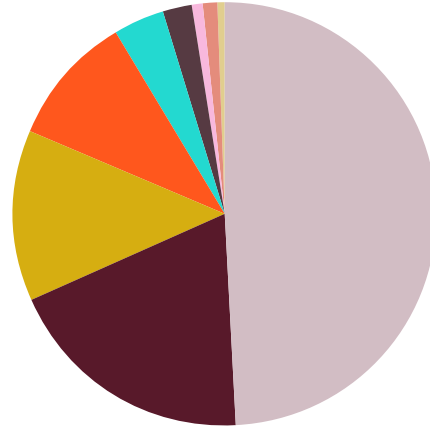
Total Number of Voting Members: 13,000+

## GENDER



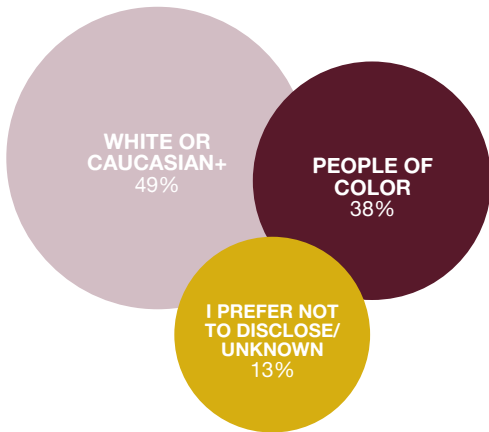
- MEN 66%
- WOMEN 28%
- I PREFER NOT TO DISCLOSE/UNKNOWN 6%
- NON-BINARY OR GENDER NON-CONFORMING <1%
- PREFER TO SELF-DESCRIBE <1%

## ETHNICITY

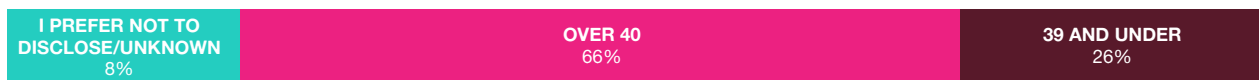


- WHITE OR CAUCASIAN+ 49%
- BLACK OR AFRICAN AMERICAN+ 19%
- I PREFER NOT TO DISCLOSE/UNKNOWN 13%
- HISPANIC OR LATIN+ 10%
- ASIAN OR PACIFIC ISLANDER+ 4%
- PREFER TO SELF-DESCRIBE 2%
- MIDDLE EASTERN OR NORTH AFRICAN+ 1%
- SOUTH ASIAN+ 1%
- INDIGENOUS OR ALASKAN NATIVE+ <1%

## ETHNICITY (CONT.)



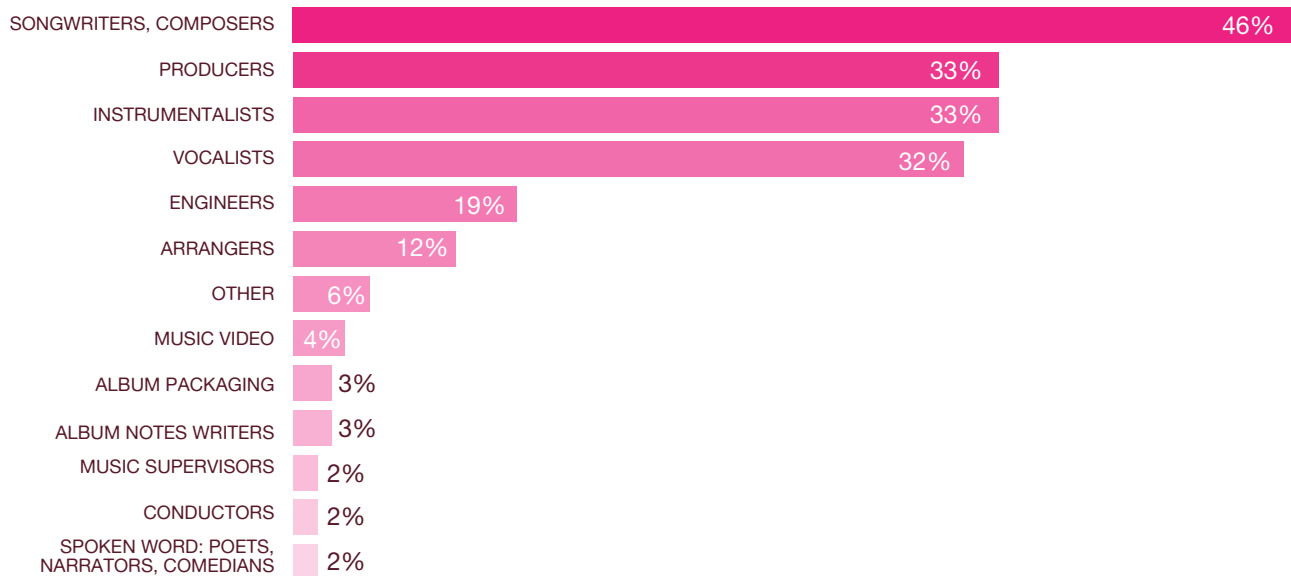
## AGE



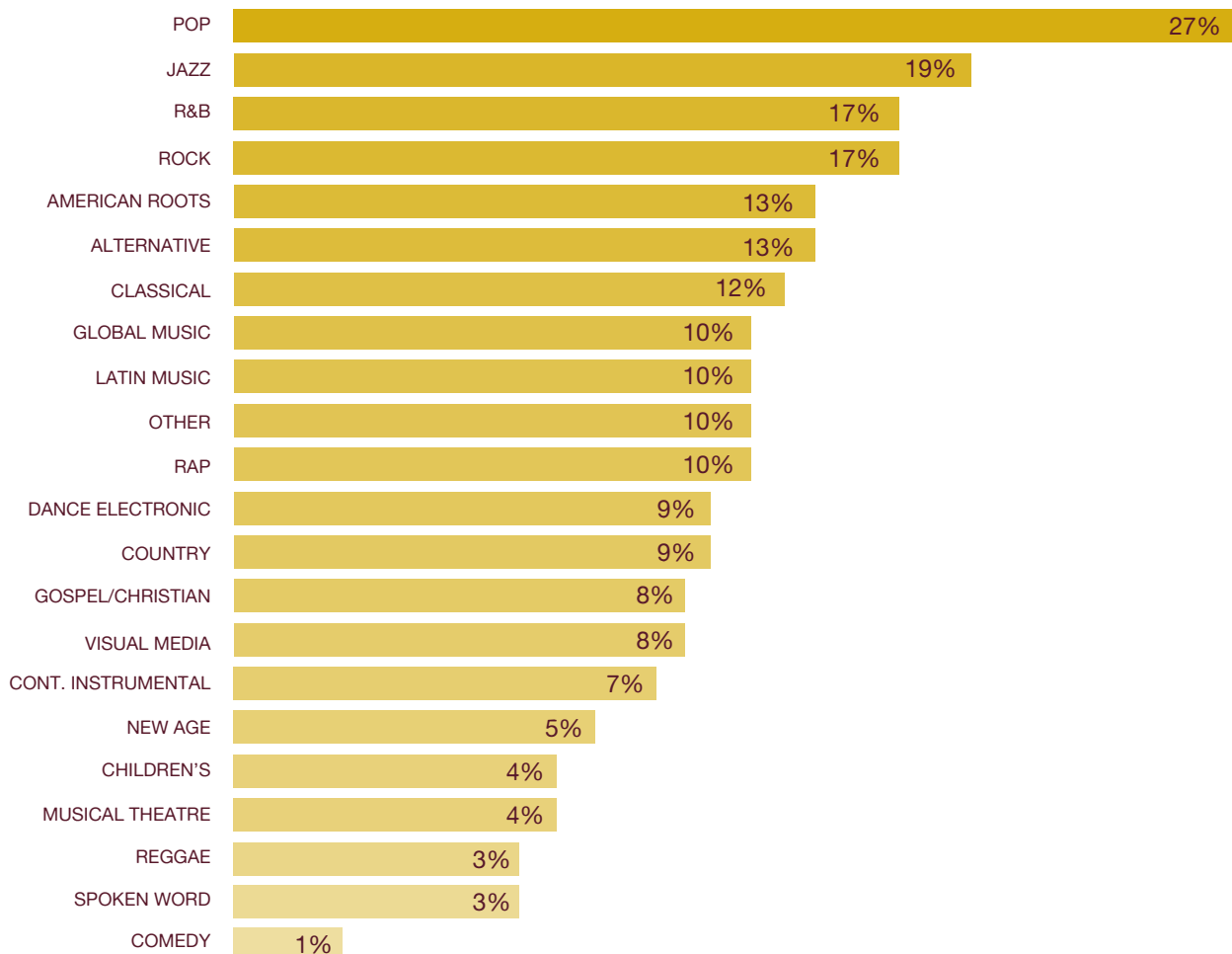
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# VOTING MEMBERSHIP\*

## CREATIVE DISCIPLINE



## GENRE



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