



INTERNATIONAL BLUEGRASS MUSIC ASSOCIATION

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## [Market Research & Industry Information](#) <sup>[1]</sup>

### ABOUT THE BLUEGRASS INDUSTRY \*

The bluegrass music community is made up of a multi-faceted, talented group of creative artists, business professionals and passionate fans. **The following information is a snapshot of data that quantifies different aspects of the industry.** IBMA can also be of help to delve further into this information to understand the opportunities, challenges and trends. We would also point out that our information resources may be limited and welcome input that improves the data and connections within the music.

### ARTISTS & AGENTS

Number of Groups: 2111

US Bands 1992

Non-US Bands 119

Agents Representing Talent: 40

### Artists whose albums reached #1 on the Bluegrass chart: *Billboard*

Based on Soundscan sales data of albums - 2008 to 2010

(listed in alpha order)

*Bearfoot*

*Dierks Bentley*

*Cherryholmes*

*Carolina Chocolate Drops*

*Dailey & Vincent*

*The Devil Makes Three*

*Bill & Gloria Gaither*

*The Grascals*

*Merle Haggard*

*The Infamous Stringdusters*

*The Isaacs*  
*Steve Ivey*  
*Sarah Jarosz*  
*Keller & The Keels*  
*Patty Loveless*  
*Kathy Mattea*  
*The Del McCoury Band & Friends*  
*Slidawg & The Redneck Ramblers*  
*Steve Martin*  
*Old Crow Medicine Show*  
*Punch Brothers*  
*Rambling Boy*  
*Ricky Skaggs & Kentucky Thunder*  
*Trampled by Turtles*  
*Dan Tyminski*  
*Rhonda Vincent*  
*Abigail Washburn & The Sparrow Quartet*  
*Yonder Mountain String Band*

**RECORD COMPANIES:**

Number of Labels: 114

US Based: 105

Non-US Based: 9

Reported Active Releases in Catalogue: 4100

Active Artists Recording for Labels: 631

**ASSOCIATIONS:**

Active regional/local bluegrass organizations: 158

Average number of members reported: 573

Publish Newsletters: 103

Host Concerts/Festivals: 132

### **PUBLICATIONS:**

Print Media Outlets ? Bluegrass: 48

### **EVENT PRODUCERS:**

Concert/Festival Producers Specialize in Bluegrass: 633

Multi-Day Festivals Hosted Annually: over 400

### **BROADCASTING:**

Radio Outlets Programming Bluegrass Regularly: 465

Terrestrial w/webstreaming: 106

Internet Stations: 11

Satellite Radio: 1

Television Outlets Regularly Feature Bluegrass:

RFD, PBS, Blue Highways, CMT, GAC

### **FANS & CONSUMERS**

Source: Simmons Market Research 2009 (adults 18+)

Bluegrass = Type music **like most: 15,484,000**

Bluegrass = **Bought** recorded product: **5,348,000**

Bluegrass = **Like most+bought+downloaded: 18,729,000**

- 51% male / 49% female
- 56% between the ages of 25-54
- 30% have a minimum of a college degree

- 76% earn more than \$30,000 per year
  - 61% are married
  - 87% are registered to vote
  - 4.26% of bluegrass consumers have a Spanish/Hispanic or Latino origin
  - 77% listen to music for entertainment / *#1 Leisure Activity*
  - 18% play a musical instrument / *84% more likely*
  - 36% have attended a live show in the last year / *29% more likely*
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\* Unless otherwise indicated, the source of the information provided here is from IBMA surveys of industry resources. IBMA strives to update information regularly and additional data may be available by contacting the organization.

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**Source URL:** <https://ibma.org/basic-page/market-research-industry-information>

**Links:**

[1] <https://ibma.org/basic-page/market-research-industry-information>