



INTERNATIONAL BLUEGRASS MUSIC ASSOCIATION

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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.

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

Links:

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