

New Survey Reveals How the Economy Is Affecting the Careers of Working Independent Musicians

Bob Baker and TheBuzzFactor.com conducted an online survey throughout the month of February 2009.

342 people responded. Here are the questions asked and the results:



Compared to one year ago ...

	Much lower	A little lower	About the same	Up a little	Much higher	Doesn't apply to me
My online music sales are	12%	13%	41%	11%	3%	20%
My live show music and merch sales are	15%	17%	34%	12%	4%	18%
The number of live shows I book and play is	19%	19%	25%	19%	6%	12%
My sideline music income (giving lessons, running sound, etc.) is	12%	11%	34%	11%	6%	26%

Music Survey Highlights

Online music sales:

41% about the same
14% higher
25% lower
55% have not been hurt by the economy
(report about the same or higher)

Live show music and merchandise sales:

34% about the same
16% higher
32% lower
50% have not been hurt by the economy
(report about the same or higher)

Number of live shows booked and played:

25% about the same
25% higher
38% lower
50% have not been hurt by the economy (report about the same or higher)

Sideline music income:

34% about the same
17% higher
23% lower
51% have not been hurt by the economy (report about the same or higher)



For indie music marketing tips and tools, or to contact Bob Baker, please visit www.TheBuzzFactor.com