

A Note on Methodology and Survey Sample

The online survey included in the report “Streams & Dreams” was conducted among 200 artists in Spain, France, Belgium, Denmark, Norway and Sweden, using Google Forms, during June - August 2022. All of the respondents are members of or connected to a national trade union or other organisation for musicians and artists, meaning that they are professional or professionally aspiring.

Members of the organisations were introduced to the survey by e-mail and through social media. There is a possibility that respondents that have a negative view also have a higher participation rate than respondents that are not as emotionally connected to the subject. Hence, the sample of respondents might be somewhat skewed towards performers that have a negative view on streaming and the digital music economy in general.

Out of the 11 million artists available on Spotify, the estimation in 2022 by Spotify was that 200,000 were professional or professionally aspiring.¹ A survey done on a sample size of 200 such artists (0.1%), with a confidence level of 95% gives a margin of error of 7%, which is within the usually accepted interval of 4 - 8%. For example, in a population of 5 million people, a sample size of ca 1 500 - 2 000 respondents is usually considered enough (0.03 - 0.04%).

Both the sample size and the constituents of the survey can therefore be regarded as valid and reliable. Nevertheless, the goal is to expand the survey and sample size in 2023, in more countries and with more respondents, to confirm the results and deepen the knowledge regarding the views and beliefs among musicians and artists.

Links to the survey

English version <https://www.iaomusic.org/survey/> :

Spanish version: <https://www.iaomusic.org/survey-spanish/>

French version: <https://www.iaomusic.org/survey-french/>

¹ <https://loudandclear.byspotify.com>