

# INVESTIGATIONS

SWIFTONOMICS by Lindy Sharkey

Swiftonomics describes the economic impact of Taylor Swift during *The Eras Tour* from March 17, 2023 to December 8, 2024. Despite the post-pandemic cost of living crisis, Taylor Swift fans, Swifties, came out in droves to experience *The Eras Tour* by attending concerts, streaming music, buying merchandise and spending money on tourism and fashion, all culminating in a multi-dimensional economic impact greater than 50 countries, now referred to as Swiftonomics.



Investigate one or more aspects of Swiftonomics through a statistical investigation.

### **TOURISM BOOST**

Taylor Swift has sold out large stadiums in record numbers, adding billions to the economy as well as creating spikes in revenue to local businesses, including hotels, restaurants and transportation, so much so that Canadian Prime Minister, Justin Trudeau, sent a message on X (formerly Twitter) requesting that she add Canadian stadiums to her tour, which she did.

## INDUSTRY REVENUE

Her album and documentary releases produced a surge in streaming numbers, generating revenue not just for Taylor Swift herself, but also platforms such as Spotify, Apple music and Netflix. A stark contrast to the relationship in 2014 in which Taylor successfully fought for all artists to be fairly remunerated for their music on these streaming platforms.

#### **CURRICULUM CONNECTIONS**

Level 7 VC2M7ST03: plan and conduct statistical investigations for issues involving discrete and continuous numerical data, and data collected from primary and secondary sources; analyse and interpret distributions of data and report findings in terms of shape and summary statistics.

Level 8 VC2M8ST04: plan and conduct statistical investigations involving samples of a population; use ethical and fair methods to make inferences about the population and report findings, acknowledging uncertainty.

Level 9 VC2M9ST05: plan and conduct statistical investigations involving the collection and analysis of different kinds of data; report findings and discuss the strength of evidence to support any conclusions.

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