



Music Consumer Profile - 2015

	Total Internet Population 13+	Music Buyers	CD Buyers	Digital Buyers	P2P Downloaders	Music Streamers	Paid Subscribers	Downloaders/ Streamrippers
Gender								
Men	48%	49%	49%	46%	59%	47%	50%	53%
Women	52%	51%	51%	54%	41%	53%	50%	47%
Age								
13-17	9%	6%	4%	8%	11%	11%	4%	14%
18-25	15%	15%	10%	18%	25%	16%	26%	27%
26-35	19%	21%	20%	25%	25%	21%	33%	29%
36-50	25%	29%	30%	27%	27%	26%	26%	17%
51+	31%	29%	36%	22%	12%	26%	11%	13%
Race								
Black/African American	12%	9%	9%	9%	17%	12%	10%	14%
Not Black/Not Specified	88%	91%	91%	91%	83%	88%	90%	86%
Ethnicity								
Hispanic Ethnicity	14%	12%	10%	13%	18%	15%	24%	22%
Non-Hispanic Ethnicity	86%	88%	90%	87%	82%	85%	76%	78%
Favorite Genres (Rank)*								
1	Classic Rock ('60s-'80s)	Classic Rock ('60s-'80s)	Classic Rock ('60s-'80s)	Alternative/Modern/ Indie Rock	Rap/Hip-Hop	Classic Rock ('60s-'80s)	Pop/Top 40/ Current Hits	Alternative/Modern/ Indie Rock
2	Pop/Top 40/ Current Hits	Pop/Top 40/ Current Hits	Country	Pop/Top 40/ Current Hits	Alternative/Modern/ Indie Rock	Pop/Top 40/ Current Hits	Rap/Hip-Hop	Pop/Top 40/ Current Hits
3	Country	Alternative/Modern/ Indie Rock	Alternative/Modern/ Indie Rock	Classic Rock ('60s-'80s)	Classic Rock ('60s-'80s)	80s-90s Hits	Alternative/Modern/ Indie Rock	Rap/Hip-Hop

Source: MusicWatch/2015 Annual Music Study

Definitions:

Music Buyer: Purchased at least one full/single CD or digital track/album or paid to listen to online radio or on-demand music services in the past year.

CD Buyer: Purchased at least one full/single CD in the past year.

Digital Buyer: Purchased at least one digital track/album in the past year.

P2P Downloaders: Downloaded at least one track for free from a file-sharing service in the past year.

Music Streamers: Listened to music via free/paid online radio or on-demand services for at least one hour in an average week in the past year (i.e., Pandora, Spotify, YouTube)

Paid Subscribers: Paid to listen to online radio or on-demand music services in the past year (i.e., Pandora One, Spotify Unlimited/Premium, Rhapsody Premier)

Locker Downloaders/ Streamrippers: Downloaded at least one song from online digital storage locker (i.e. Mediafire, Rapidshare) or streamripped at least one song (copied a music video or audio into a digital music file)

*Question: Of the types of music listed below, which are the three that you are most interested in? That is, you not only listen to them occasionally but you actually buy the music, pay to go to concerts, etc. (Select up to 3)