

MUSIC CONSUMER PROFILE - 2017

	TOTAL INTERNET POPULATION 13+	MUSIC BUYERS	CD BUYERS	DIGITAL BUYERS	VINYL (NEW)	MUSIC STREAMERS	PAID SUBSCRIBERS	FREE STREAMERS	P2P DOWNLOADERS	STREAMRIPPERS
GENDER										
MALE	48%	49%	49%	45%	56%	48%	57%	45%	64%	60%
FEMALE	52%	51%	51%	55%	44%	52%	43%	55%	36%	40%
AGE										
13-24	22%	21%	16%	21%	28%	25%	24%	26%	34%	36%
25-34	18%	22%	15%	21%	24%	22%	33%	17%	22%	29%
35-44	17%	20%	19%	24%	21%	17%	24%	16%	24%	21%
45-54	17%	19%	22%	20%	16%	17%	14%	18%	10%	9%
55+	26%	18%	28%	13%	11%	19%	4%	23%	11%	5%
RACE										
Black/African American	13%	10%	8%	9%	5%	14%	12%	14%	16%	17%
Not Black/Not Specified	87%	90%	92%	91%	95%	86%	88%	86%	84%	83%
ETHNICITY										
Hispanic Ethnicity	16%	15%	11%	13%	16%	17%	23%	15%	23%	21%
Not Hispanic Ethnicity	84%	85%	89%	87%	84%	83%	77%	85%	77%	79%
FAVORITE GENRES (RANK) *										
#1	Classic Rock (60s-80s)	Pop/Top 40/ Current Hits	Classic Rock (60s-80s)	Pop/Top 40/ Current Hits	Classic Rock (60s-80s)	Pop/Top 40/ Current Hits	Pop/Top 40/ Current Hits	Classic Rock (60s-80s)	Rap/Hip-Hop	Pop/Top 40/ Current Hits
#2	80s-90s Hits	Classic Rock (60s-80s)	Country	Classic Rock (60s-80s)	Alternative/Modern Rock	Classic Rock (60s-80s)	Rap/Hip-Hop	Pop/Top 40/ Current Hits	Classic Rock (60s-80s)	Alternative/Modern Rock
#3	Pop/Top 40/ Current Hits	80s-90s Hits	Pop/Top 40/ Current Hits	Alternative/Modern Rock	Hard Rock/Metal/Hardcore	80s-90s Hits	80s-90s Hits	80s-90s Hits	80s-90s Hits	Rap/Hip-Hop

DEFINITIONS:

Music Buyer: Purchased at least one CD, digital track/album, vinyl record 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

Vinyl Buyer: Purchased at least one new vinyl album in the past year

Free Streamers: Stream music but do not personally pay for a music subscription

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 in the past year (i.e., Pandora, Spotify, YouTube)

Paid Subscribers: Paid to listen to on-demand music services in the past year (i.e. Spotify Premium, Apple Music)

Streamrippers: Streamripped at least one song in the past year

*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)

Source: MusicWatch/2017 Annual Music Study

For more information contact, Musicwatch, Inc. | www.musicwatchinc.com

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