

Music Consumer Profile - 2013

| | Total Internet Population 13+ | Music Buyers | CD Buyers | Digital Buyers | P2P Downloaders | Music Streamers | Paid Subscribers* | Locker Downloaders / Streamrippers |
|---------------------------------|-------------------------------|---------------------------|---------------------------|---------------------------------|---------------------------------|---------------------------|---------------------------|------------------------------------|
| Gender | | | | | | | | |
| Men | 49% | 46% | 47% | 47% | 50% | 49% | 61% | 65% |
| Women | 51% | 54% | 53% | 53% | 50% | 51% | 39% | 35% |
| Age | | | | | | | | |
| 13-17 | 10% | 9% | 8% | 12% | 17% | 14% | 5% | 19% |
| 18-25 | 15% | 17% | 15% | 22% | 30% | 19% | 18% | 33% |
| 26-35 | 18% | 18% | 17% | 21% | 27% | 21% | 31% | 23% |
| 36-50 | 26% | 27% | 26% | 26% | 17% | 24% | 34% | 18% |
| 51+ | 30% | 28% | 34% | 18% | 9% | 22% | 12% | 7% |
| Race | | | | | | | | |
| White/ Caucasian | 75% | 79% | 80% | 77% | 59% | 71% | 64% | 58% |
| Black/ African American | 11% | 8% | 8% | 10% | 18% | 12% | 10% | 16% |
| Asian/ Pacific Islander | 5% | 3% | 3% | 5% | 7% | 5% | 6% | 11% |
| Native American/ Eskimo | 2% | 2% | 3% | 1% | 2% | 2% | 3% | 1% |
| Other | 8% | 7% | 6% | 7% | 15% | 10% | 17% | 15% |
| Ethnicity | | | | | | | | |
| Hispanic Ethnicity | 14% | 12% | 11% | 11% | 18% | 16% | 21% | 20% |
| Non-Hispanic Ethnicity | 86% | 88% | 89% | 89% | 82% | 84% | 79% | 80% |
| Favorite Genres (Rank)** | | | | | | | | |
| 1 | Country | Country | Country | Pop/ Top 40/ Current Hits | Pop/ Top 40/ Current Hits | Pop/ Top 40/ Current Hits | Pop/ Top 40/ Current Hits | Pop/ Top 40/ Current Hits |
| 2 | Classic Rock ('60s-'80s) | Pop/ Top 40/ Current Hits | Classic Rock ('60s-'80s) | Country | Rap/ Hip-Hop | Country | Rap/ Hip-Hop | Alternative/ Modern/ Indie Rock |
| 3 | Pop/Top 40/Current Hits | Classic Rock ('60s-'80s) | Pop/ Top 40/ Current Hits | Alternative/ Modern/ Indie Rock | Alternative/ Modern/ Indie Rock | Classic Rock ('60s-'80s) | Classic Rock ('60s-'80s) | Rap/Hip-Hop |

Source: The NPD Group/2013 Annual Music Study

*Paid Subscribers base size = 185

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)

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