MUSIC CONSUMER PROFILE - 2019

	TOTAL INTERNET POPULATION 13+	MUSIC BUYERS	CD BUYERS	DIGITAL BUYERS	VINYL (NEW)	MUSIC STREAMERS	PAID SUBSCRIBERS	FREE STREAMERS	P2P DOWNLOADERS	STREAMRIPPERS
GENDER										
Male	49 %	53 %	50 %	45 %	52 %	49 %	56 %	44 %	67 %	62 %
Female	51 %	47 %	50 %	55 %	48 %	51 %	44 %	56 %	33 %	38 %
AGE										
13-17	9 %	6 %	4 %	8 %	7 %	10 %	7 %	8 %	1 %	10 %
18-24	13 %	15 %	8 %	12 %	14 %	14 %	18 %	5 %	11 %	14 %
25-34	18 %	23 %	13 %	22 %	21 %	20 %	28 %	11 %	28 %	24 %
35-44	17 %	22 %	13 %	19 %	19 %	18 %	26 %	10 %	35 %	28 %
45-54	17 %	17 %	25 %	21 %	19 %	16 %	13 %	22 %	15 %	14 %
55+	27 %	17 %	36 %	18 %	21 %	22 %	9 %	43 %	9 %	9 %
RACE & ETHNICITY										
Black/African American	13 %	13 %	6 %	8 %	6 %	14 %	16 %	10 %	16 %	22 %
Not Black/African American	87 %	87 %	94 %	92 %	94 %	86 %	84 %	90 %	84 %	78 %
Hispanic, Latino or Spanish origin	17 %	17 %	10 %	12 %	19 %	18 %	20 %	10 %	14 %	16 %
Not Hispanic, Latino or Spanish origin	83 %	83 %	90 %	88 %	81 %	82 %	80 %	90 %	86 %	84 %
FAVORITE GENRES (RANK)*										
#1	80s-'90s Hits	80s-'90s Hits	Classic Rock ('60s-'80s)	80s-'90s Hits	Classic Rock ('60s-'80s)	80s-'90s Hits	Rap/Hip-Hop	Classic Rock ('60s-'80s)	80s-'90s Hits	Rap/Hip-Hop
#2	Classic Rock ('60s-'80s)	Classic Rock ('60s-'80s)	80s-'90s Hits	Classic Rock ('60s-'80s)	80s-'90s Hits	Classic Rock ('60s-'80s)	80s-'90s Hits	80s-'90s Hits	Rap/Hip-Hop	80s-'90s Hits
#3	Country	Rap/Hip-Hop	Country	Pop/Top 40/ Current Hits	Alternative/ Modern Rock	Rap/Hip-Hop	Pop/Top 40/ Current Hits	Country	Classic Rock ('60s-'80s)	Classic Rock ('60s-'80s)

Source: MusicWatch/2019 Annual Music Study

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
Music Streamer: Listened to music via free/paid online radio or on-demand services in the past year (i.e., Pandora, Spotify, YouTube)

Paid Subscriber: Personally paid for an on-demand music subscription service (not including Amazon Prime subscriptions).
Free Streamer: Stream music but did not use a paid subscription service
P2P Downloader: Downloaded at least one track for free from a file-sharing service in the past year
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)

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

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