

MUSIC CONSUMER PROFILE - 2020

Overall

Gen Z
(13-26)

Millennials
(27-41)

Gen X
(42-55)

Baby Boomers
(56-75)

GENDER (Note some columns don't add exactly to 100% due to rounding)

	Overall	Gen Z (13-26)	Millennials (27-41)	Gen X (42-55)	Baby Boomers (56-75)
Male	48 %	49 %	51 %	47 %	44 %
Female	50 %	49 %	47 %	53 %	56 %
Non-Binary*	1 %	2 %	2 %	0 %	0 %

ACTIVITY

	Overall	Gen Z (13-26)	Millennials (27-41)	Gen X (42-55)	Baby Boomers (56-75)
Music Streamers	86 %	93 %	94 %	87 %	72 %
Paid Subscribers	33 %	40 %	51 %	28 %	12 %
Free Streamers	47 %	31 %	33 %	54 %	72 %
Music Buyers	44 %	46 %	58 %	42 %	30 %
CD Buyers	9 %	4 %	7 %	11 %	15 %
Digital Buyers	6 %	4 %	7 %	10 %	5 %
Vinyl Buyers (New)	5 %	5 %	6 %	5 %	3 %
Use Social Media for Music	64 %	87 %	76 %	56 %	37 %
P2P Downloaders	3 %	3 %	6 %	2 %	0 %
Streamrippers	7 %	10 %	10 %	4 %	2 %

RACE & ETHNICITY

	Overall	Gen Z (13-26)	Millennials (27-41)	Gen X (42-55)	Baby Boomers (56-75)
White/Caucasian	75 %	60 %	75 %	79 %	88 %
Black/African American	13 %	20 %	13 %	11 %	7 %
Asian/Pacific Islander	3 %	5 %	3 %	3 %	2 %
American Indian or Alaska Native	1 %	1 %	1 %	1 %	1 %
Other	8 %	14 %	8 %	6 %	3 %
Hispanic	16 %	23 %	20 %	13 %	5 %
Non-Hispanic	84 %	77 %	80 %	87 %	95 %

FAVORITE GENRES**

	Overall	Gen Z (13-26)	Millennials (27-41)	Gen X (42-55)	Baby Boomers (56-75)
#1	Country	Rap/Hip-Hop	Rap/Hip-Hop	Country	Classic Rock
#2	Classic Rock	Pop/Top 40	Country	Classic Rock	Country
#3	Rap/Hip-Hop	R&B	Alternative/Modern Rock	Pop/Top 40	Oldies

DEFINITIONS

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

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

Use Social Media For Music: Follows, likes, shares or listens to music or artist on social media platforms

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

***Note:** Small sample size

****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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