

MUSIC CONSUMER PROFILE - 2021

Overall

Gen Z
(13-26)

Millennials
(27-41)

Gen X
(42-55)

Baby Boomers
(56-75)

ACTIVITY

Music Streamers	87%	95%	94%	89%	70%
Paid Subscribers	40%	49%	57%	34%	16%
Free Streamers	31%	18%	23%	41%	47%
Music Buyers	50%	55%	63%	47%	34%
CD Buyers	10%	6%	11%	11%	14%
Digital Buyers	6%	3%	7%	8%	6%
Vinyl Buyers (New)	6%	8%	5%	5%	6%
Use Social Media for Music	77%	94%	91%	74%	48%
P2P Downloaders	4%	4%	9%	3%	1%
Streamrippers	8%	8%	13%	7%	1%

GENDER

Male	48%	46%	52%	46%	47%
Female	50%	50%	47%	53%	52%
Non-Binary*	1%	4%	< .5%	< .5%	< .5%

RACE & ETHNICITY

White/Caucasian	75%	61%	72%	80%	91%
Black/African American	14%	21%	17%	14%	4%
Asian/Pacific Islander	4%	7%	4%	2%	2%
American Indian or Alaska Native	1%	2%	2%	0%	1%
Other	6%	9%	6%	4%	2%
Hispanic	17%	25%	20%	14%	7%
Non-Hispanic	83%	75%	80%	86%	93%

FAVORITE GENRES**

#1	Classic Rock	Rap/Hip-Hop	Rap/Hip-Hop	Classic Rock	Classic Rock
#2	Rap/Hip Hop	Alternative/Indie Rock	Country	Country	Country
#3	Country	R&B	Classic Rock	R&B	Adult Soft Pop/Rock

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: Some columns don't equal 100% due to rounding

*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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