



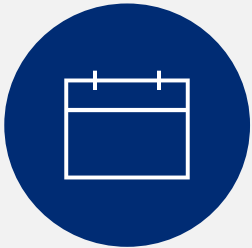
U.S. MUSIC 360: *Sneak Preview*

2021



METHODOLOGY: U.S. MUSIC 360 2021

STUDY TIMING



U.S. Music 360 data was collected **July 12th through July 27th, 2021.**

DATA COLLECTION



Online surveys using third-party panels were used to collect responses. The study was available in **English and Spanish.**

SAMPLE SIZE



Interviews were conducted among a total of **4,041 U.S. Gen Pop** (Ages 13+).

QUOTA BALANCING



Data is **representative of the U.S. census population** including age, gender, ethnicity, and region.

ADDITIONAL ANALYSIS



Please contact us if interested in learning about **additional or custom analyses.**



Some data throughout the report was tested for statistical significance at 90% confidence between 2020 and 2021. Data should be read as follows:

In 2020, 72% of the U.S. General Population listened to music. In 2021, 75% of the U.S General Population listens to music.

*This represents a 3% growth in Music Listenership and will be denoted like this: **↑+3%***

INSIGHT CATEGORIES

MUSIC BEHAVIORS & PREFERENCES

- Time spent with music
- Activities engaged with
- Music listening locations/activities
- Music and mood setting
- Industry offerings
- Health and wellness
- Platforms for wellness
- Music listening by format
- Share of music time by formats
- Annual music spend

MUSIC FORMATS

- Physical and digital music purchasing
- Music purchases by generation
- Factors to music format choice
- Vinyl sales growth

MUSIC & ARTIST DISCOVERY

- Music discovery sources
- Discovery sources by generation
- Playlists
- Music discovery intent

GENRE LISTENERSHIP

- Top genres
- Genre listenership by generation
- Consumption growth of top genres

AUDIO & VIDEO STREAMING

- Top music streaming service usage
- Free vs. paid subscriptions
- Paid subscription type
- Streaming service satisfaction
- Barriers to subscribing
- Commencement of paid subscriptions by life stage
- Future subscription opportunity
- Top streaming service features
- Video streaming

INSIGHT CATEGORIES (Cont.)

MUSIC AND TECHNOLOGY

- Devices for music listening
- High tech devices
- Different device preference by generation
- Device features

LIVE EVENTS

- Past and future attendance
- Live event attitudes during the pandemic
- Current safety precautions
- Live stream viewership
- Barriers to live stream viewership

MUSIC & GAMING

- Video game playership
- Devices for gaming
- Gaming and music
- Top games

SOCIAL MEDIA/SHORT VIDEO CLIPS

- Social media usage by generation
- Top social media platforms
- Music-related activities on social media

BANDS & BRANDS

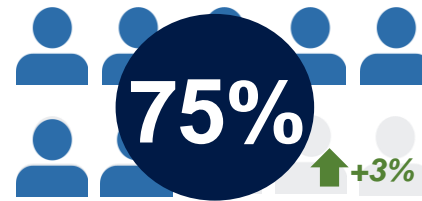
- Actions for brand favorability
- Generational preferences for brands



MUSIC IS ESSENTIAL TO LIFE...

MUSIC LISTENERSHIP

Among Total Respondents



**Of Respondents
Listen To Music**

(Past 12 Months)

MUSIC AND MOOD

Among Music Listeners

**Music
listeners
use
music to
feel...**



Happy



Calm

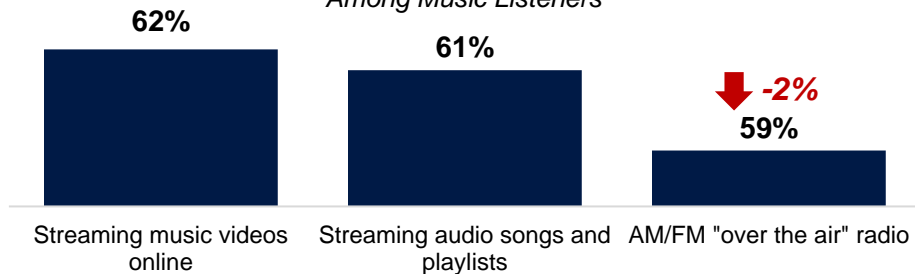


Energetic

...AND STREAMING TAKES CENTER STAGE

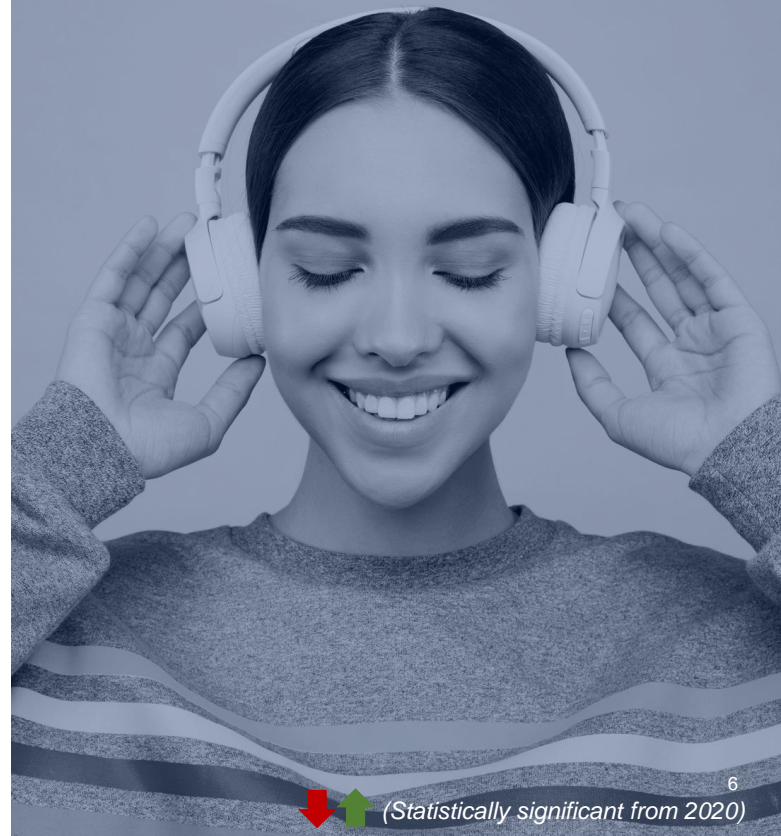
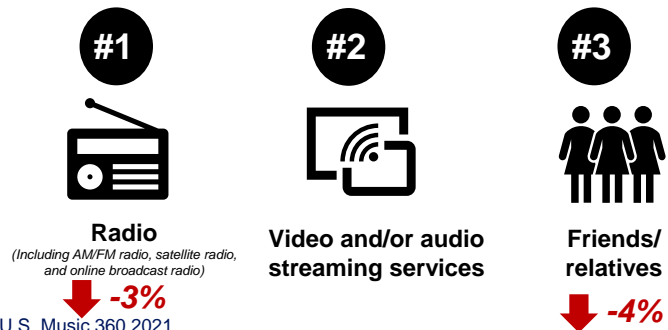
MONTHLY MUSIC FORMAT USE

Among Music Listeners



MUSIC DISCOVERY

Among Music Listeners



MUSIC GOES VISUAL...

TOP STREAMING SITE (BRAND USAGE)

Among Total Respondents



LIVE STREAMING

Among Total Respondents

1-in-20 Have attended a virtual concert / live streamed performance **in the past year**

...AND SOCIAL

SOCIAL SITE USAGE

Among Total Respondents



64% Of Gen Pop engage on **social media websites/apps**



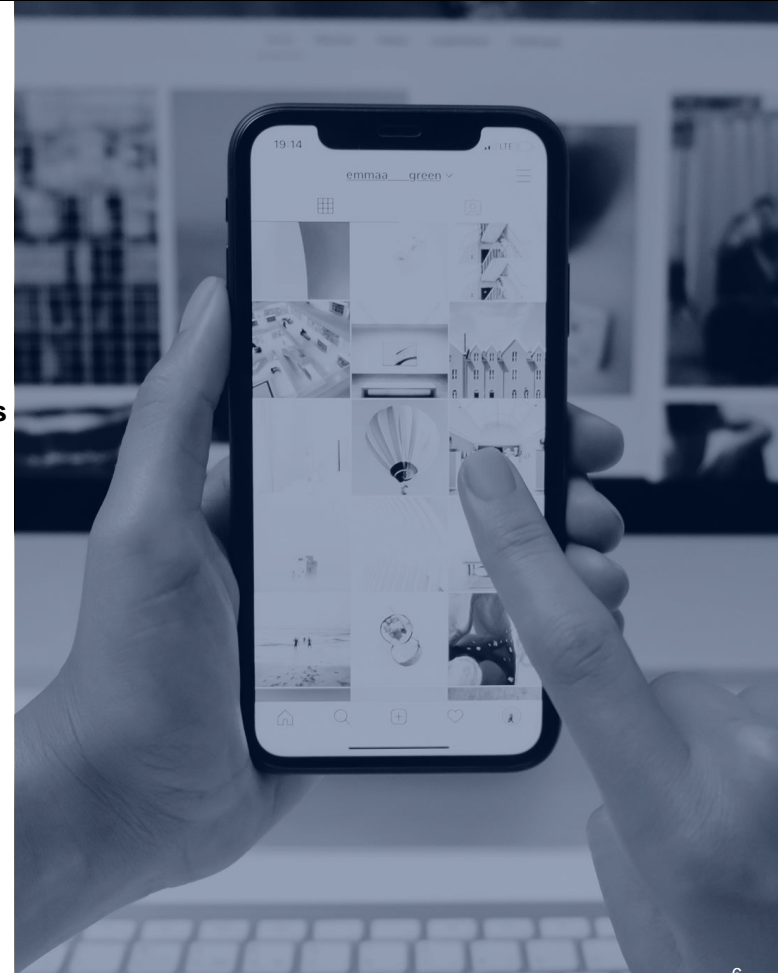
59% Of Gen Pop stream videos on **short video clip sites**

TOP GROWTH SOCIAL PLATFORMS

Among Social Media/Short Video Clip Site Users

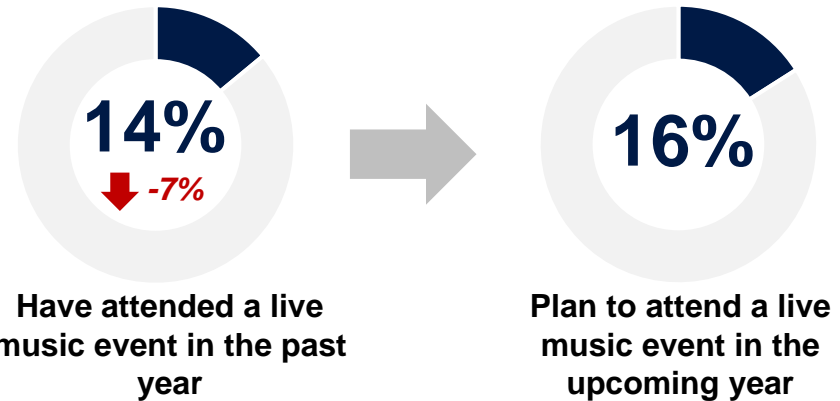
 **TikTok**

 **+10%**



LIVE MUSIC TO COME BACK...

LIVE MUSIC EVENT ATTENDANCE

Among Total Respondents

...WITH SUSTAINED VIRTUAL ATTENDANCE

LIVE STREAM EVENT ATTENDANCE

Among Total Respondents

5%

Have attended a virtual concert / live streamed performance **in the past year**



5%

Plan to attend a virtual concert / live streamed performance **in the upcoming year**

REASONS FOR NOT WATCHING

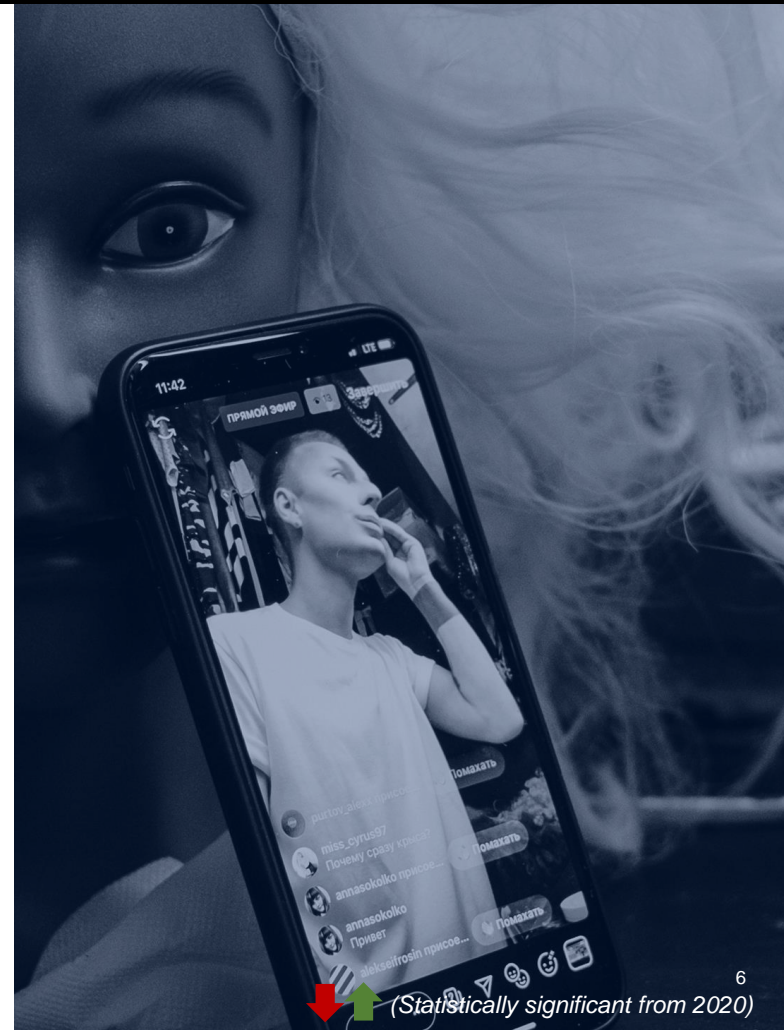
Among Non-Live Streamers



I choose to spend my time with other forms of entertainment



I did not want to pay for a virtual concert



YOUNG GENS RECYCLE & SET NEW TRENDS

Gen Z

(Index to Music Listeners)

PHYSICAL MUSIC USE

Among Music Listeners



Gen Z are more likely than the average music listener to have purchased vinyl records in the past year

DISCOVERY INTENT

Among Music Listeners



74%
(121)

"I am interested in discovering new and emerging artists"

(Index to Total Respondents)

VIDEO GAMES

Among Total Respondents



↓ -5%

69% (135)

Have Played Video Games



(Statistically significant from 2020)



Beyond the topline highlights offered here, the full U.S. Music 360 report explores:

- The music landscape in U.S. among online consumers
- Generational differences on key behaviors
- Key insights around how this audience engages with music, including format preferences, discovery, occasions, time and money spent on music
- Online music streaming usage, including playlisting, subscriptions, and intent to subscribe
- The return of live music events and interaction with live streaming
- Genre preferences
- Role of technology in music listening
- Social media and short video clip usage for music content
- Top brand activations

To purchase the full report or commission an analysis to gain deeper insights into your specific business needs please [contact us](#).