



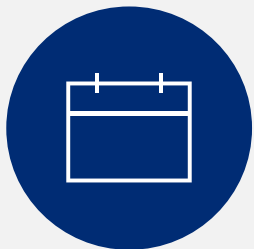
# U.S. MUSIC 360: *Sneak Preview*

2021



# METHODOLOGY: U.S. MUSIC 360 2021

## STUDY TIMING



U.S. Music 360 data was collected **July 12<sup>th</sup> through July 27<sup>th</sup>, 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 listens to music. In 2021, 75% of the U.S General Population listening 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

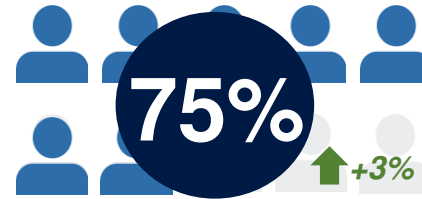
- Actions for brand favorability
- Generational preferences for brands



# 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**

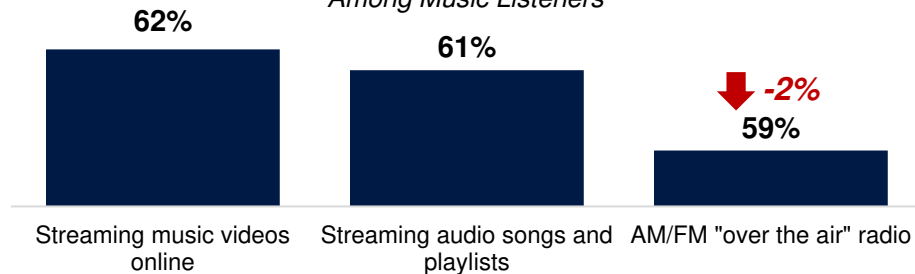


**Energetic**

# ...AND STREAMING TAKES CENTER STAGE

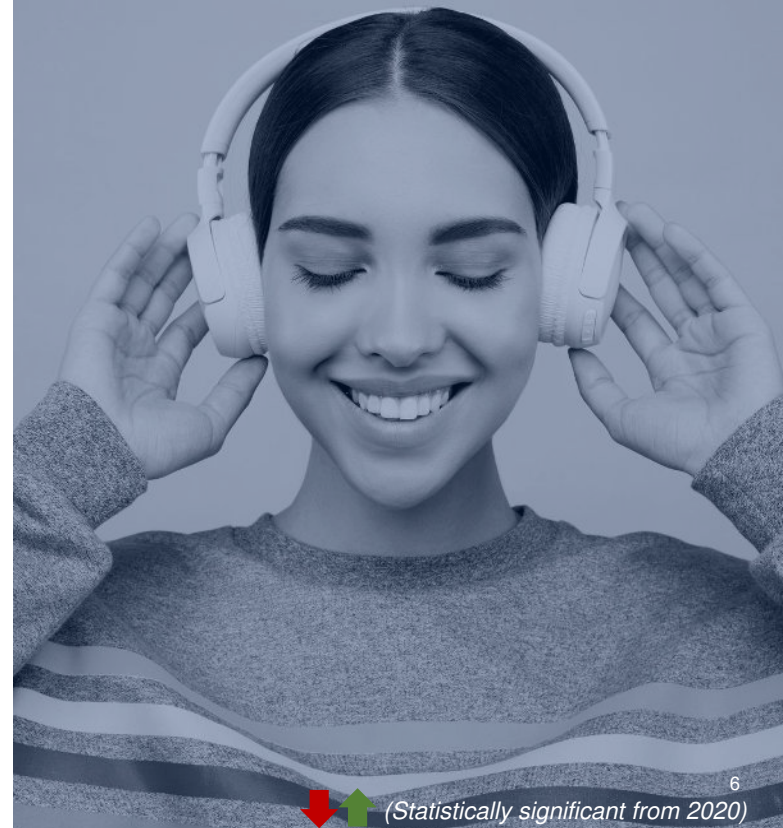
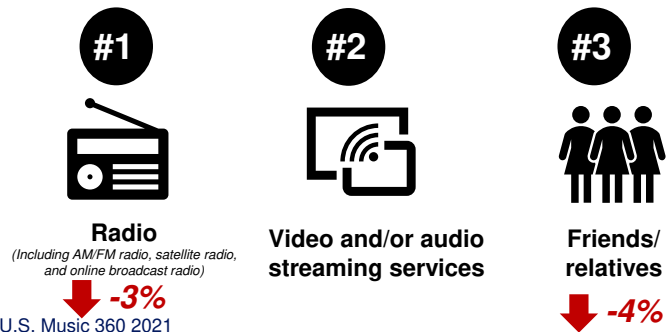
## MONTHLY MUSIC FORMAT USE

*Among Music Listeners*



## MUSIC DISCOVERY

*Among Music Listeners*



# MUSIC GOES VISUAL...

## TOP STREAMING SITE (BRAND USAGE)

*Among Total Respondents*



## LIVE STREAMING

*Among Live Event Goers*

**3-in-10** Have attended a virtual concert / live streamed performance **in the past year**

## ...AND SOCIAL

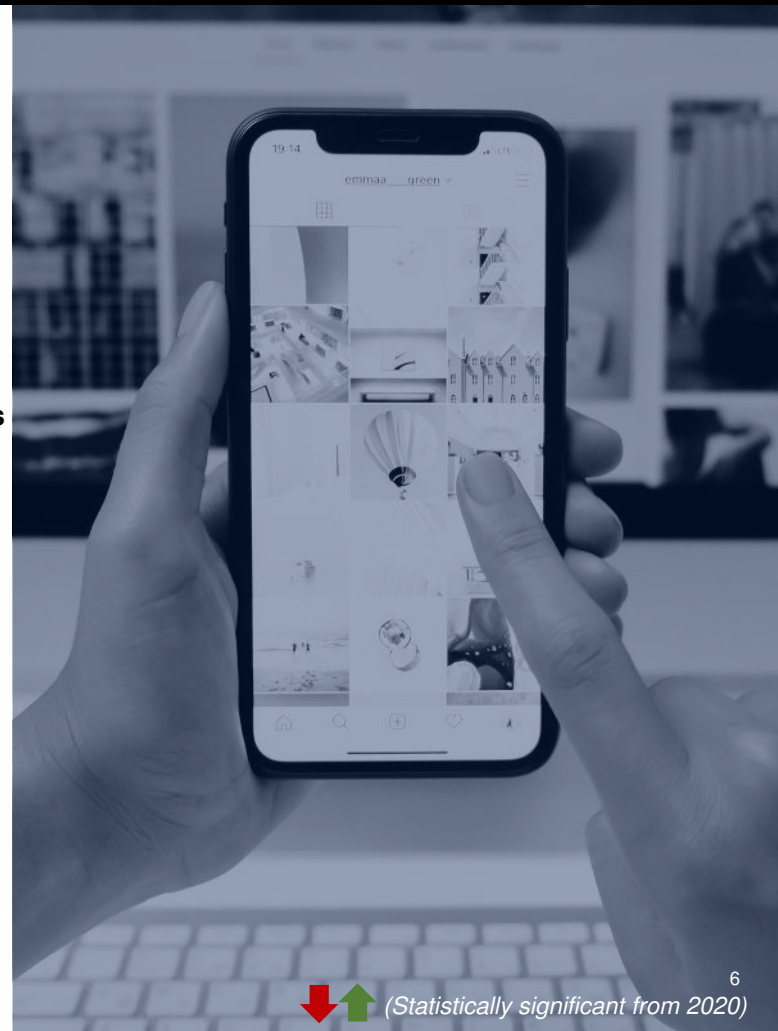
## SOCIAL SITE USAGE

*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*

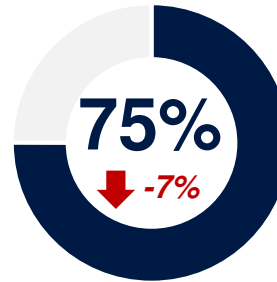
↑ +10%



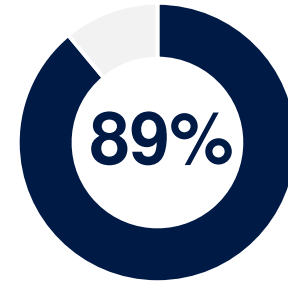


## LIVE MUSIC TO COME BACK STRONG...

## LIVE MUSIC EVENT ATTENDANCE

*Among Live Music Event Goers*

**Have attended a live  
music event in the past  
year**



**Plan to attend a live  
music event in the  
upcoming year**

# ...WITH A DIP IN VIRTUAL ATTENDANCE

## LIVE STREAM EVENT ATTENDANCE

*Among Live Event Goers*

**-4%**

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

## REASONS FOR NOT WATCHING

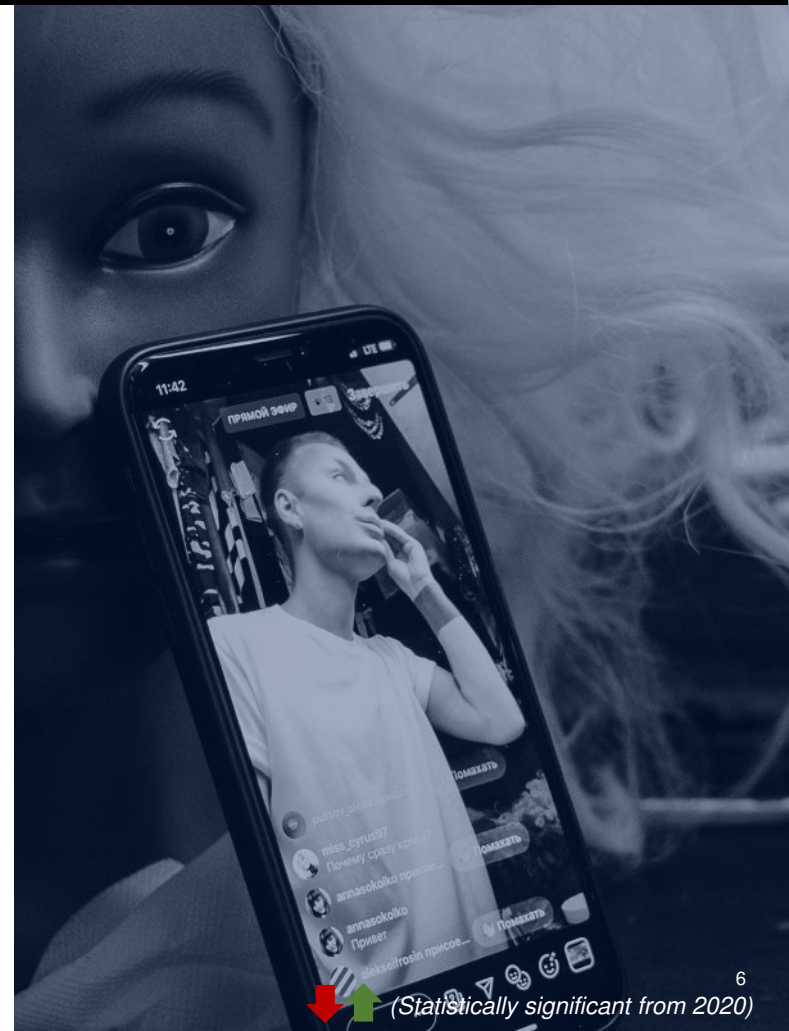
*Among Non-Live Streamers*



I choose to spend my time with  
other forms of entertainment



I did not want to pay for a  
virtual concert



## YOUNG GENS RECYCLE &amp; 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



## 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](#).