



2022 U.S. MUSIC 360

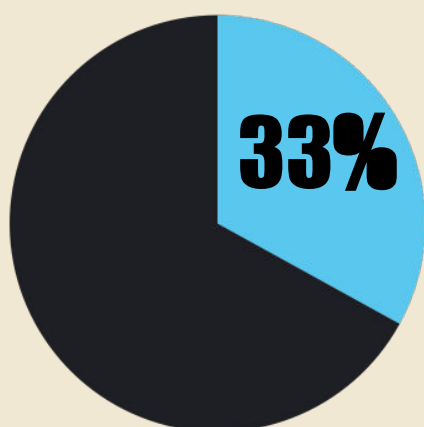
Spotlight On: Physical Music Consumers

LUMINATE

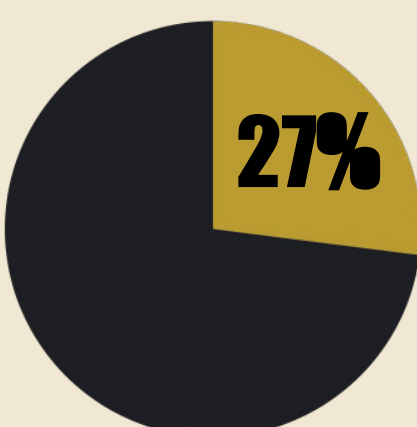


% of Consumers Who Are Gen Z

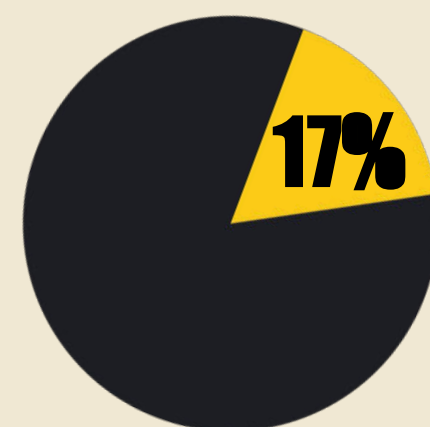
Cassette Buyers



Vinyl Buyers



CD Buyers



Compared with the average music listener ...	Cassette Buyers	Vinyl Buyers	CD Buyers
Money spent on music in a typical month	+227%	+146%	+71%
Time spent with music in a typical month	+7%	+24%	+9%
Use paid music streaming subscription(s)	+53%	+37%	+9%

Top 3 Social Media and Social Video Sites Used Monthly



Facebook



Instagram



TikTok

Attitudes Among Consumers*

**Compared to the average music listener*



Cassette
Buyers

+122%

More likely to have an influence on their friends lifestyle choices and taste in music, fashion, movies, etc.



Vinyl
Buyers

+40%

More likely to feel that music is tied to their cultural identity and community



CD
Buyers

+30%

More likely to want to connect with artists on a more personal level

% Who Say They Are Excited to Go to Live Events

Cassette Buyers

78%

Vinyl Buyers

75%

CD Buyers

66%

How Do I Learn More About the Physical Music Consumer?

Accessing Music 360



New Online Dashboard

The results are now available on a web-based interactive dashboard that allows users to customize and filter in real time with target audiences at their fingertips.

Filter Data by:

Gender

Age

Generation

Race / Ethnicity

Languages Spoken

Regions

LGBTQ+

Entertainment Fans

Genre Fans

Genre Listeners

Listening Format

Purchase Format

Live Music Goers

Music Streamers

Streaming Platforms

Social Media

Category Buyers

Beverage Buyers

Future Purchasing

+ more!

DATA CAN BE FILTERED BY ONE OR MORE GROUPS TO GET A DEEPER LOOK AT TARGET AUDIENCES

Did You Know About Vinyl?

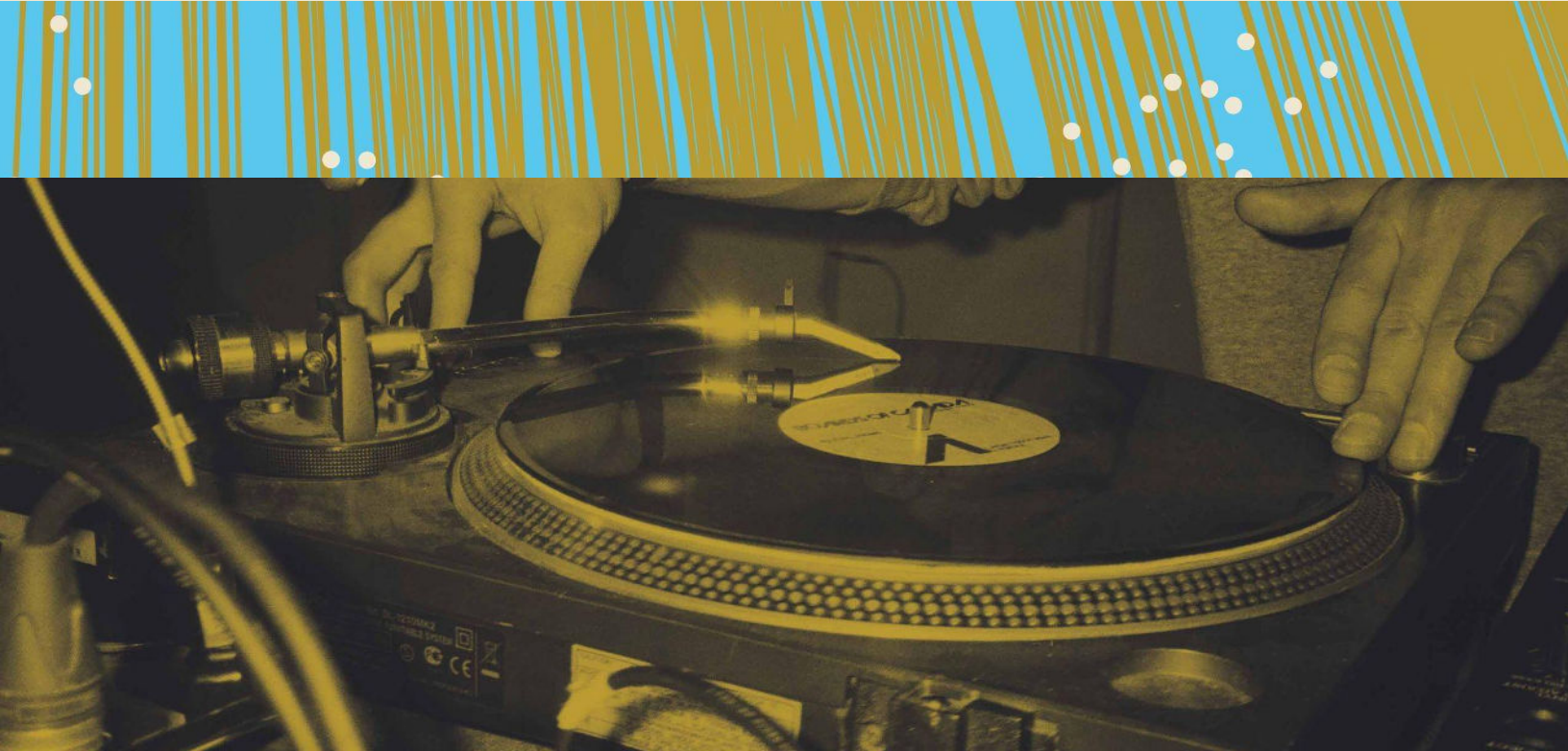


Vinyl became the **leading album sales format in 2021**

thanks to 17 years of consecutive growth, outpacing both CD and digital

Vinyl was the only consumption format, across both sales and streaming, whose **Current consumption outpaced its Catalog** consumption in 2021

2022's first Record Sales Day event during week ending 4/28/22 marked the first time **vinyl sales from the Indie store strata surpassed 1 million units**



Actionable Insights to Guide You In This Dynamic Environment



Which **music partnerships and brand activations** offer the best opportunities to reach target audiences?



How has the **music streaming landscape shifted** and what is the **conversion potential** to premium tiers?



What **music touchpoints** are most relevant for **modern music fans** of today, such as **Gen Z**?



How has **digital entertainment blurred the lines** between gaming, live events, music, and more?



How have **social media and short-form video platforms evolved** into key outlets for new music and artist discovery?



What is the relationship between **livestreamed music events** and **in-person music events** as people go back to live?



Insight Categories

- **Music Behaviors & Preferences**

Including time with music, money spent & music discovery

- **Genre & Language**

Including location & language preferences

- **Role of Technology**

- **Format Purchasing**

Including digital & physical
— e.g. vinyl, CDs

- **Playlisting**

- **Audio & Video Streaming**

Including platform usage, features & VPN usage

- **Brand Activations**

- **Livestream Performances**

- **Health & Wellness**

- **Live Music Events**

- **Broadcasting & Awards Shows**

- **Social Media & Short Video Clips**

- **Gaming**

Countries Covered

The Americas

- U.S. (Q1 & Q3)
- Canada (Q2)
- Argentina (Q3)
- Brazil (Q3)
- Chile (Q3)
- Colombia (Q3)
- Mexico (Q3)

Asia-Pacific

- Australia (Q2)
- India (Q2)
- Indonesia (Q2)
- Japan (Q2)
- Malaysia (Q2)
- Philippines (Q2)
- South Korea (Q2)
- Thailand (Q2)
- Vietnam (Q2)

Europe

- France (Q2)
- Germany (Q4)
- Ireland (Q2)
- Italy (Q4)
- Netherlands (Q2)
- Portugal (Q2)
- Poland (Q2)
- Spain (Q2)
- U.K. (Q4)

Middle East & Africa

- Turkey (Q2)
- Egypt (Q2)
- Saudi Arabia (Q2)
- UAE (Q2)
- South Africa (Q2)



To gain access to the full online dashboard, please [contact us](#).