

Music Discovery Report



Study Overview

- The Infinite Dial is the longest-running survey of digital media consumer behavior in America
- The annual reports in this series have covered a wide range of digital media and topics since 1998
- The Infinite Dial tracks mobile behaviors, internet audio, podcasting, social media, smart speakers and more

Study Methodology

- In January 2024, Edison Research conducted a national survey of 1,086 people aged 12 and older, using random digit dialing techniques (cell phone and landline)
- Survey offered in both English and Spanish
- Data weighted to national 12+ U.S. population figures

Key Questions

- How important is keeping up to date and learning about music to the U.S. population 12+?
- What audience segments are the most likely to be dedicated music followers?
- What platforms do listeners use to follow music?
- What platforms do different audiences use to keep up to date with music?
- How has discovering music changed over time?



Observations

- Just under one-half of the U.S. population 12+ say it is important to keep up to date with music
- 12-34 year olds and African Americans are the most likely to be dedicated music followers
- Spotify has grown to be one of the most influential music discovery platforms since 2016
- Social media platforms play an integral role in music discovery for people 12-34, especially compared to older age segments
- Word of mouth, YouTube, and AM/FM radio, continue to be key sources of music discovery among people in the U.S. 12+

Importance of Keeping Up to Date with Music

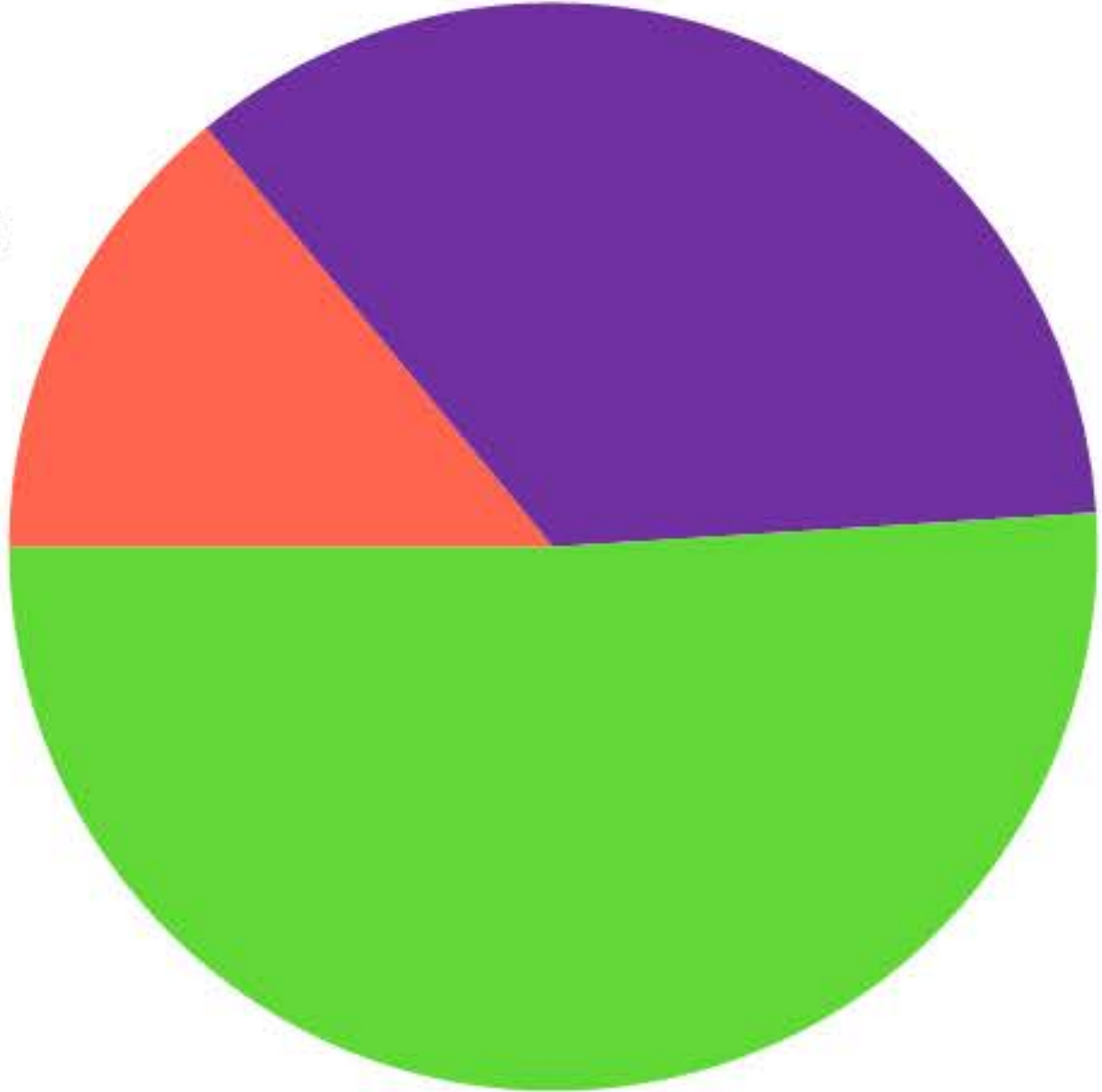


Keeping up to date with music is important to almost one-half of the U.S. population 12+

IMPORTANCE OF KEEPING UP TO DATE WITH MUSIC AMONG U.S. POPULATION 12+



Very Important
14%



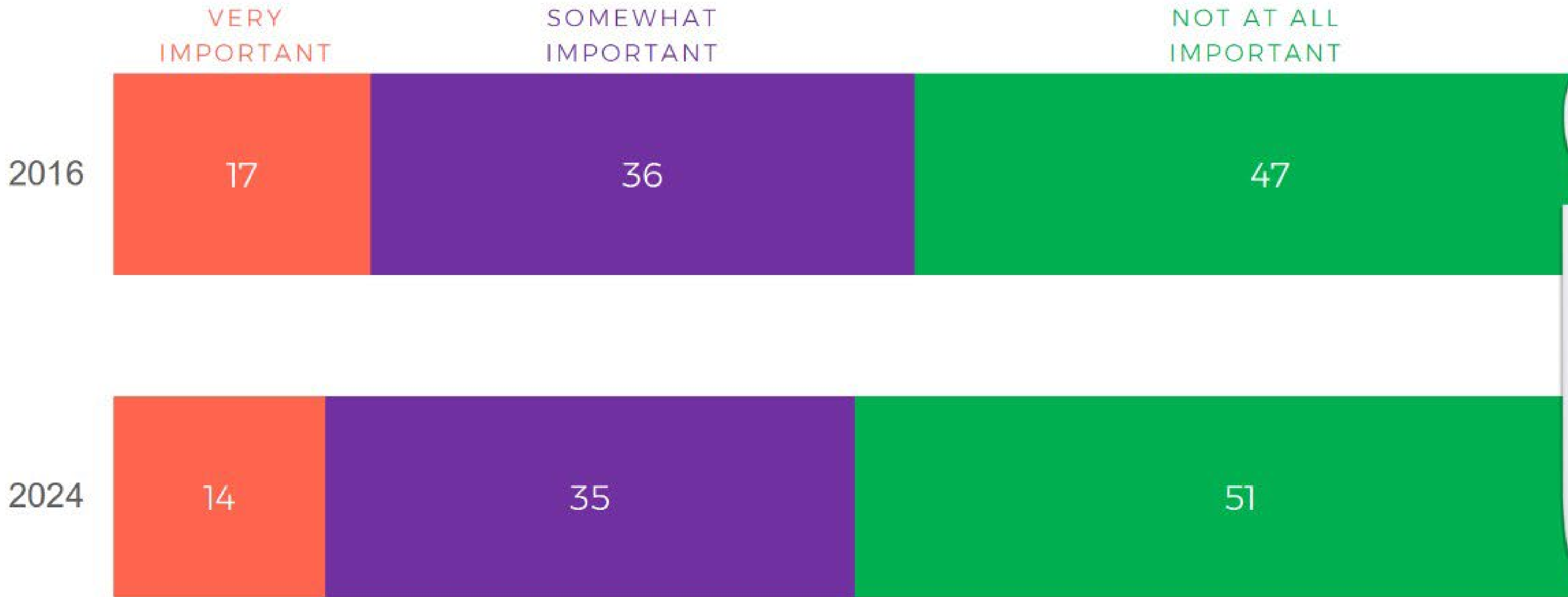
Somewhat Important
35%

Not at all important
51%

Q: HOW IMPORTANT IS IT TO YOU TO LEARN ABOUT AND KEEP UP TO DATE WITH MUSIC?

Importance of keeping up to date with music has slightly declined over time

IMPORTANCE OF KEEPING UP TO DATE WITH MUSIC AMONG U.S. POPULATION 12+ OVER TIME



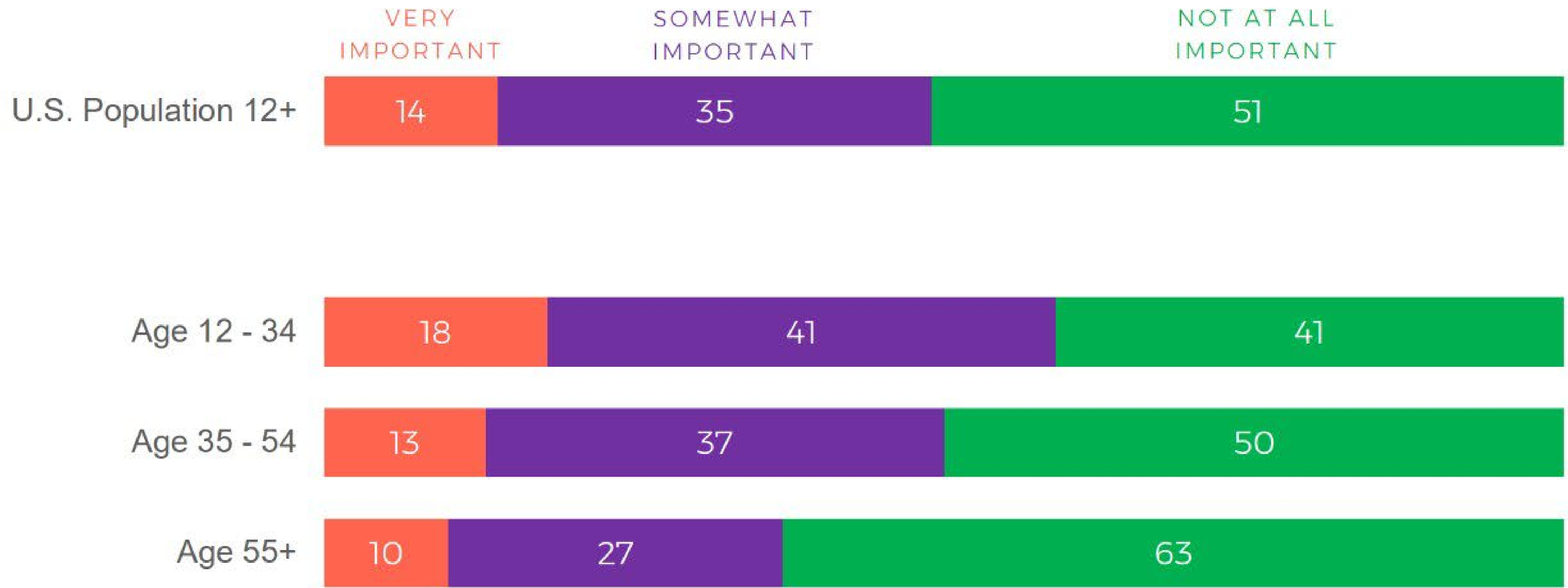
Q: HOW IMPORTANT IS IT TO YOU TO LEARN ABOUT AND KEEP UP TO DATE WITH MUSIC?

Importance by Audience Segments



Importance of keeping up to date with music is highest among people 12-34

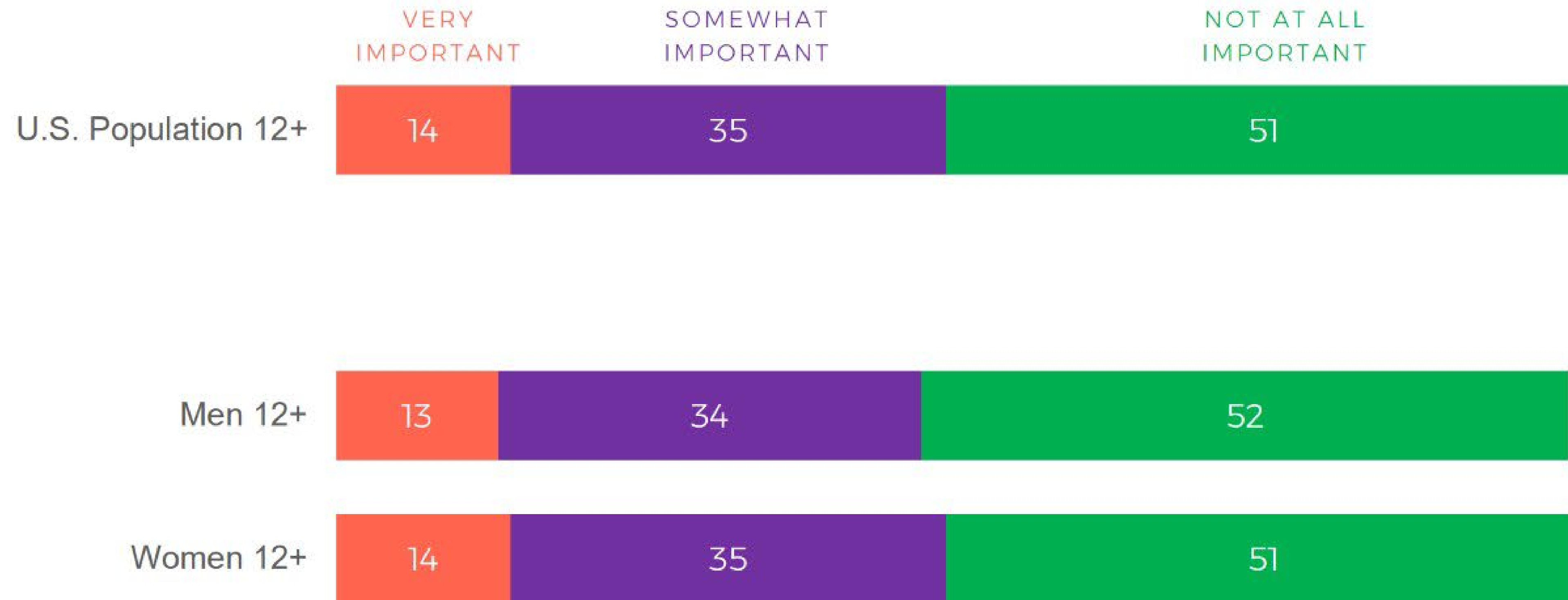
IMPORTANCE OF KEEPING UP TO DATE WITH MUSIC AMONG U.S. POPULATION 12+ BY AGE



Q: HOW IMPORTANT IS IT TO YOU TO LEARN ABOUT AND KEEP UP TO DATE WITH MUSIC?

Importance of keeping up to date with music is consistent between U.S. Men and Women 12+

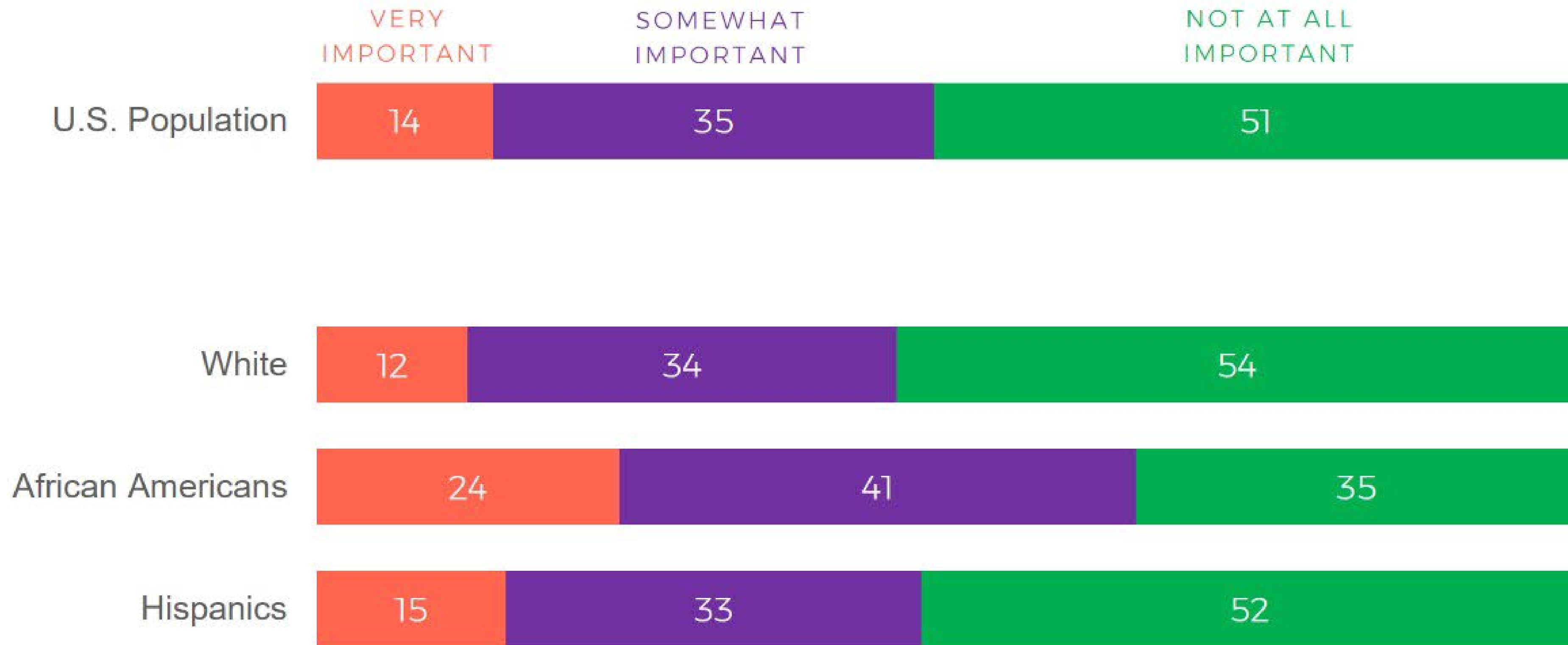
IMPORTANCE OF KEEPING UP TO DATE WITH MUSIC AMONG U.S. POPULATION 12+ BY GENDER



Q: HOW IMPORTANT IS IT TO YOU TO LEARN ABOUT AND KEEP UP TO DATE WITH MUSIC?

Close to one-quarter of African Americans 12+ say keeping up to date with music is very important to them

IMPORTANCE OF KEEPING UP TO DATE WITH MUSIC AMONG U.S. POPULATION 12+ BY RACE/ETHNICITY



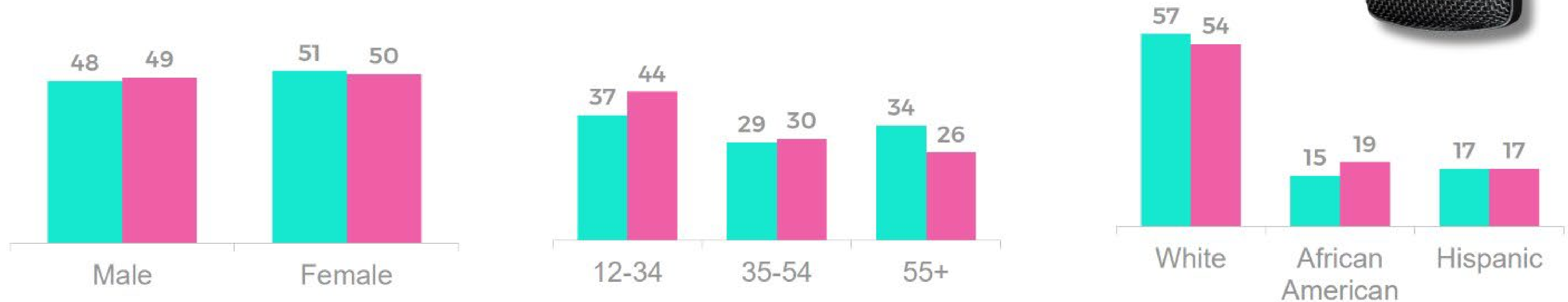
Q: HOW IMPORTANT IS IT TO YOU TO LEARN ABOUT AND KEEP UP TO DATE WITH MUSIC?
OTHER ETHNICITIES AND THOSE WHO DID NOT PROVIDE THEIR RACE/ETHNICITY NOT GRAPHED

Those who say keeping up to date with music is important are more likely to be 12-34 and African American compared to the U.S. population 12+

DEMOGRAPHIC COMPOSITION OF THOSE WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 49%



■ U.S. Population 12+ ■ % Who Say It's Somewhat or Very Important to Keep Up To Date With Music



Q: HOW IMPORTANT IS IT TO YOU TO LEARN ABOUT AND KEEP UP TO DATE WITH MUSIC?

OTHER ANSWER OPTIONS FOR GENDER AND ETHNICITY NOT PUT TO SLIDE BUT AVAILABLE ON REQUEST

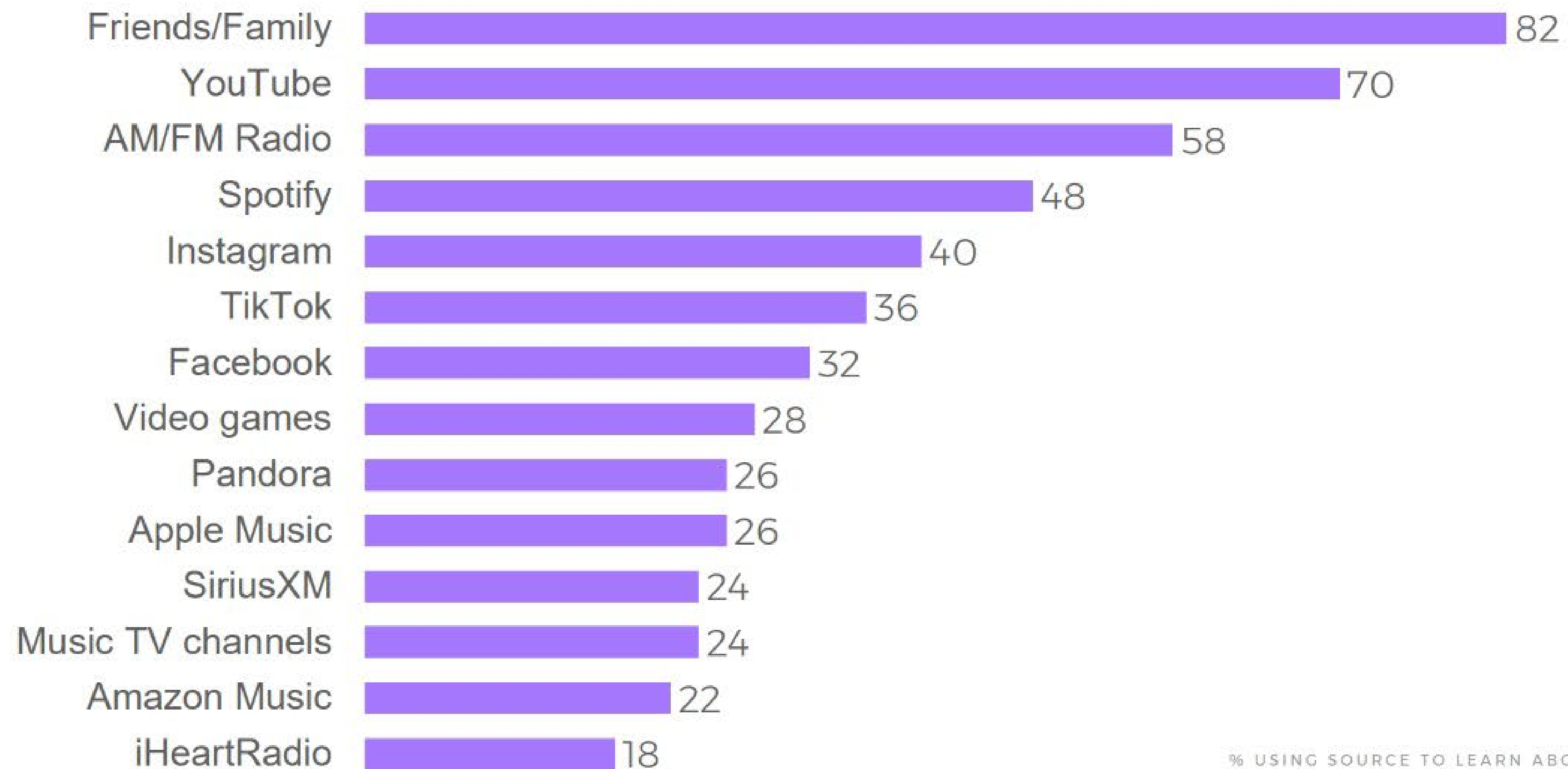
Music Discovery Methods



Word of mouth is the most popular source of music discovery, followed by YouTube

SOURCES USED TO FIND OUT ABOUT MUSIC

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 49%

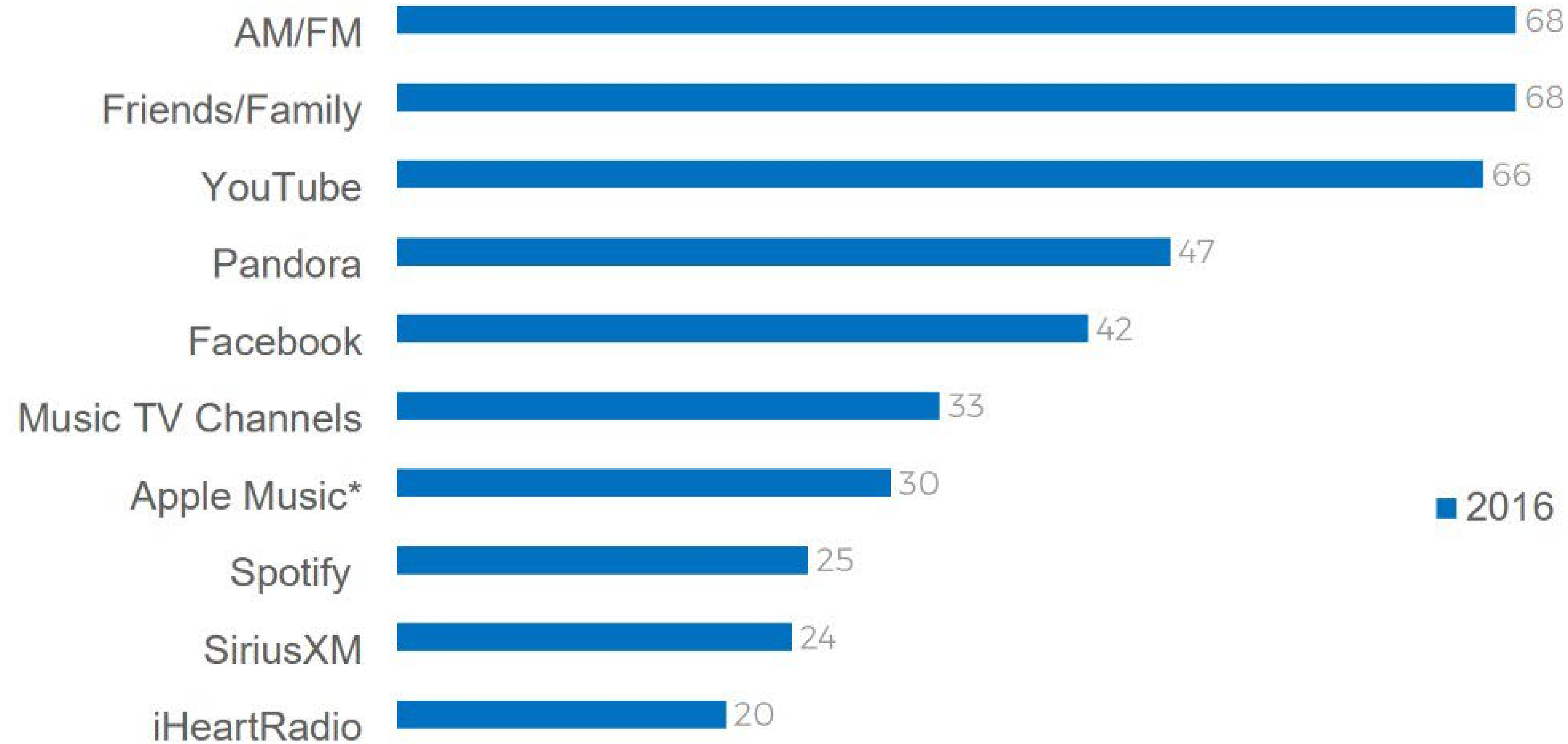


% USING SOURCE TO LEARN ABOUT MUSIC
Q: DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

AM/FM radio, friends/family, and YouTube were the three biggest sources used to learn about music in 2016

SOURCES USED TO FIND OUT ABOUT MUSIC

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC



■ 2016

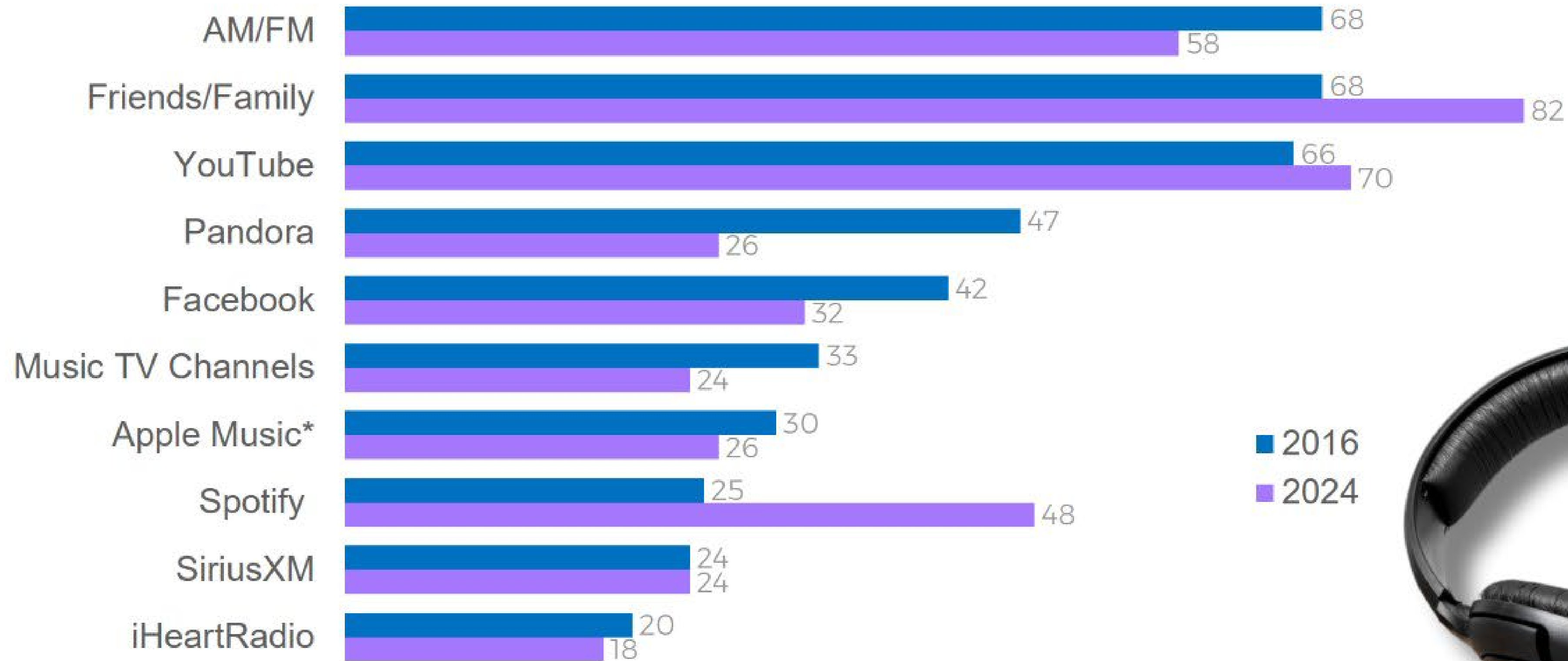


% USING SOURCE TO LEARN ABOUT MUSIC
Q: DO YOU EVER FIND OUT ABOUT MUSIC FROM...?
*APPLE MUSIC LISTED AS APPLE ITUNES IN 2016
ONLY SOURCES ASKED IN BOTH 2016 AND 2024 SHOWN

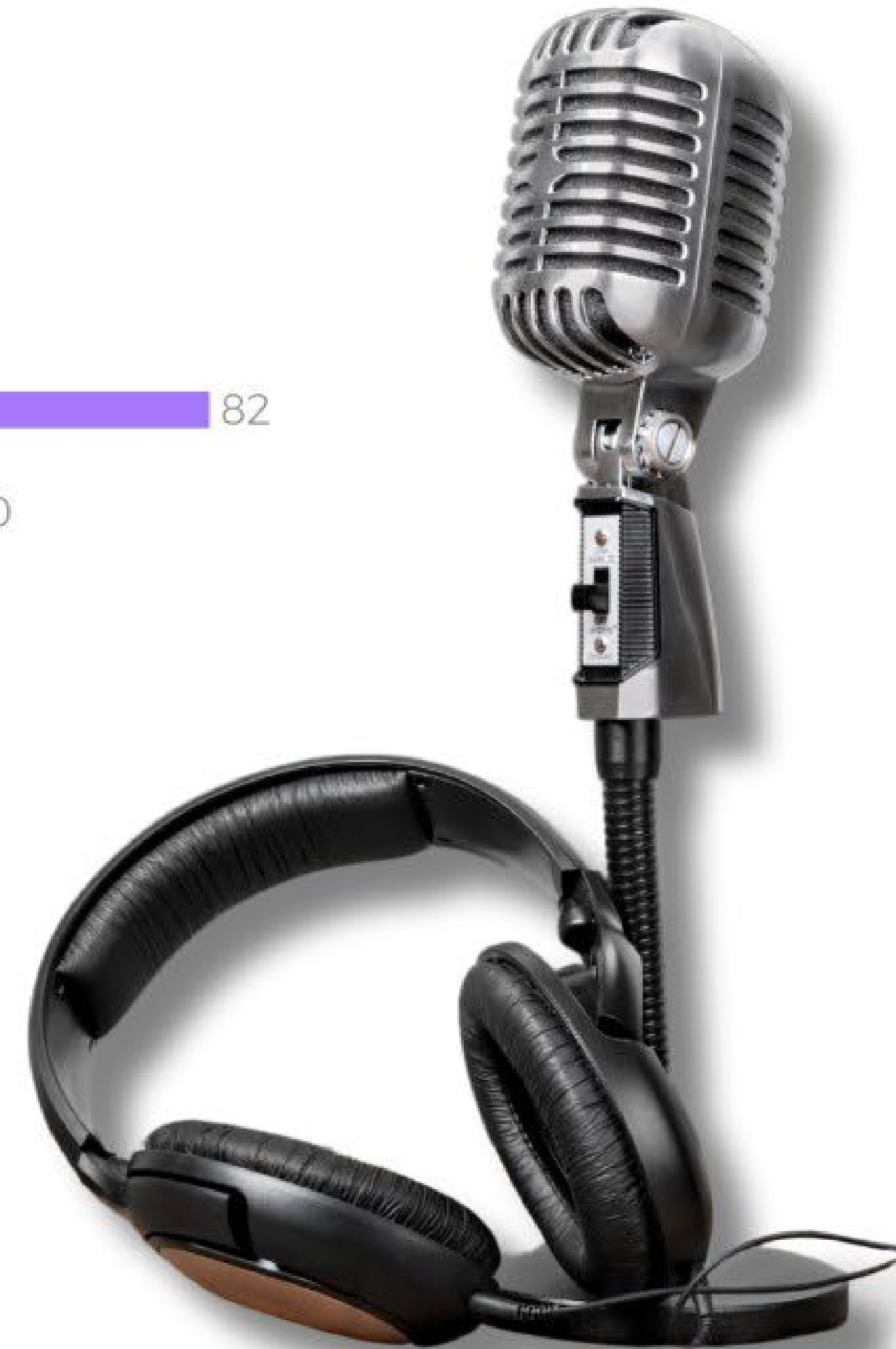
AM/FM radio remains an important platform for music discovery, but its strength has diminished

SOURCES USED TO FIND OUT ABOUT MUSIC

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC



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 Q. DO YOU EVER FIND OUT ABOUT MUSIC FROM...?
 *APPLE MUSIC LISTED AS APPLE ITUNES IN 2016
 ONLY SOURCES ASKED IN BOTH 2016 AND 2024 SHOWN



Spotify has emerged as a major music discovery source since 2016

SOURCES USED TO FIND OUT ABOUT MUSIC

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC

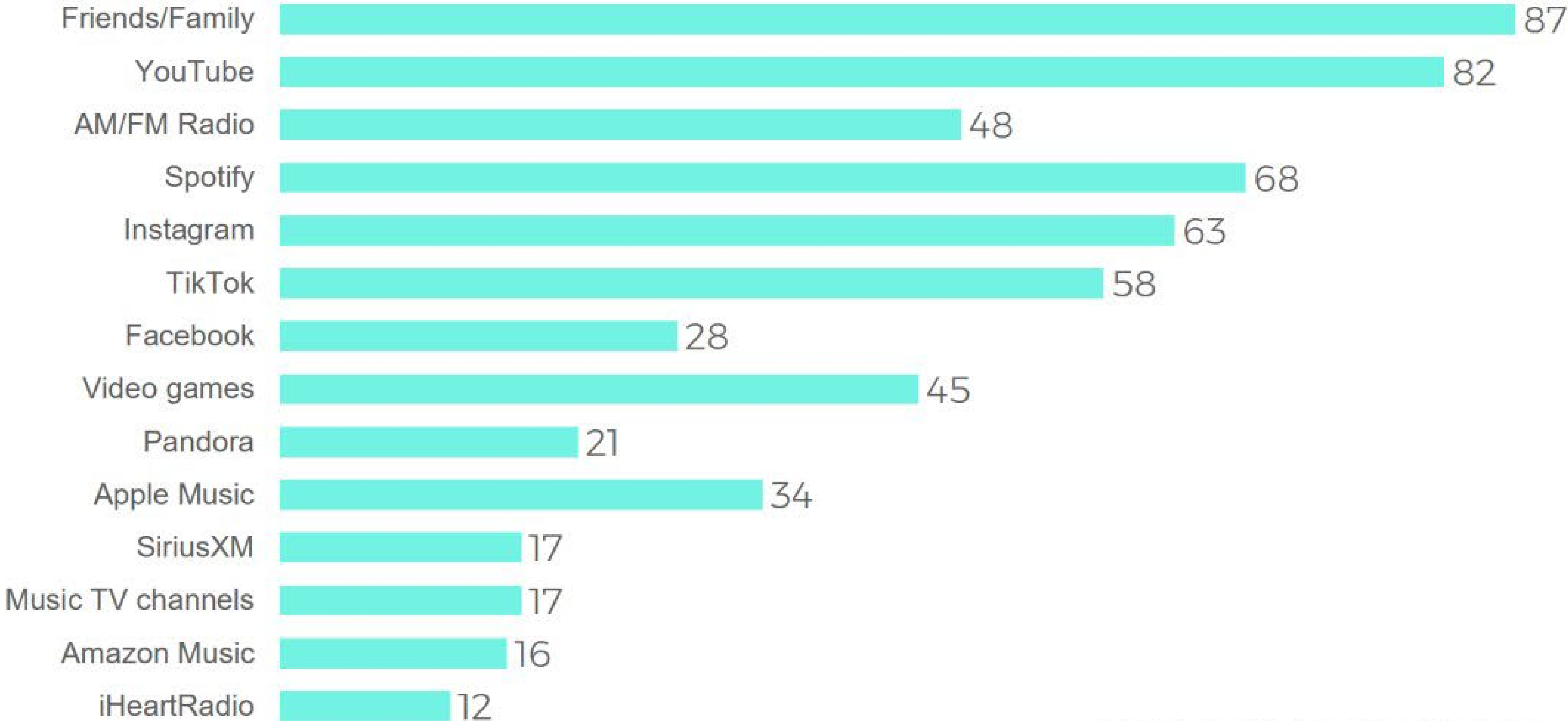


% USING SOURCE TO LEARN ABOUT MUSIC
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ONLY SOURCES ASKED IN BOTH 2016 AND 2024 SHOWN

Spotify and social media platforms emerge as major sources for music discovery among ages 12-34

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG 12-34 YEAR OLDS

BASE: U.S. AGE 12-34 WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 59%



% USING SOURCE TO LEARN ABOUT MUSIC
Q. DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

Spotify and social media platforms emerge as major sources for music discovery among ages 12-34

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG 12-34 YEAR OLDS

BASE: U.S. AGE 12-34 WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 59%

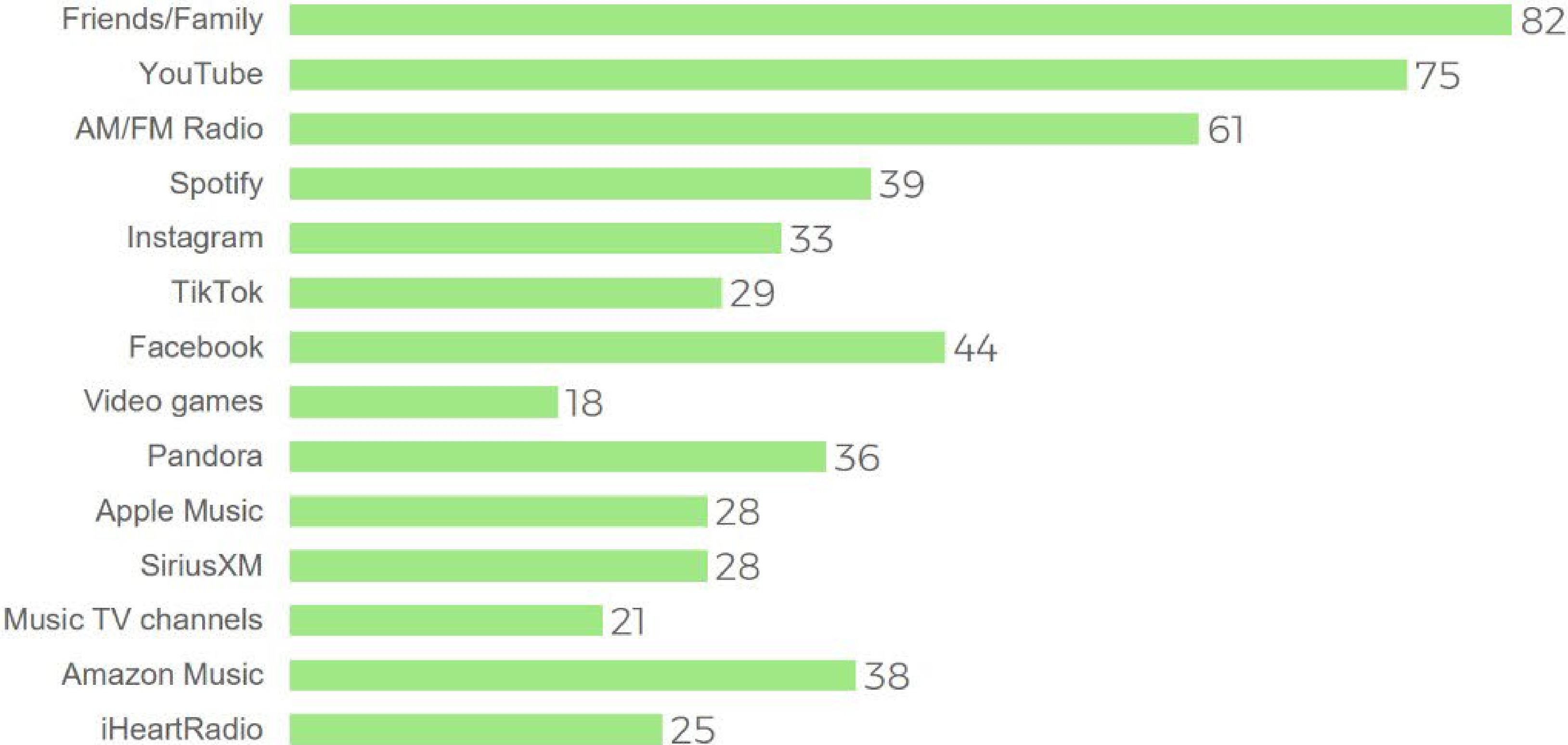


% USING SOURCE TO LEARN ABOUT MUSIC
Q. DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

Friends/family and YouTube continue to be top sources for music discovery among 35-54 year olds

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG 35-54 YEAR OLDS

BASE: U.S. AGE 35-54 WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC: 50%

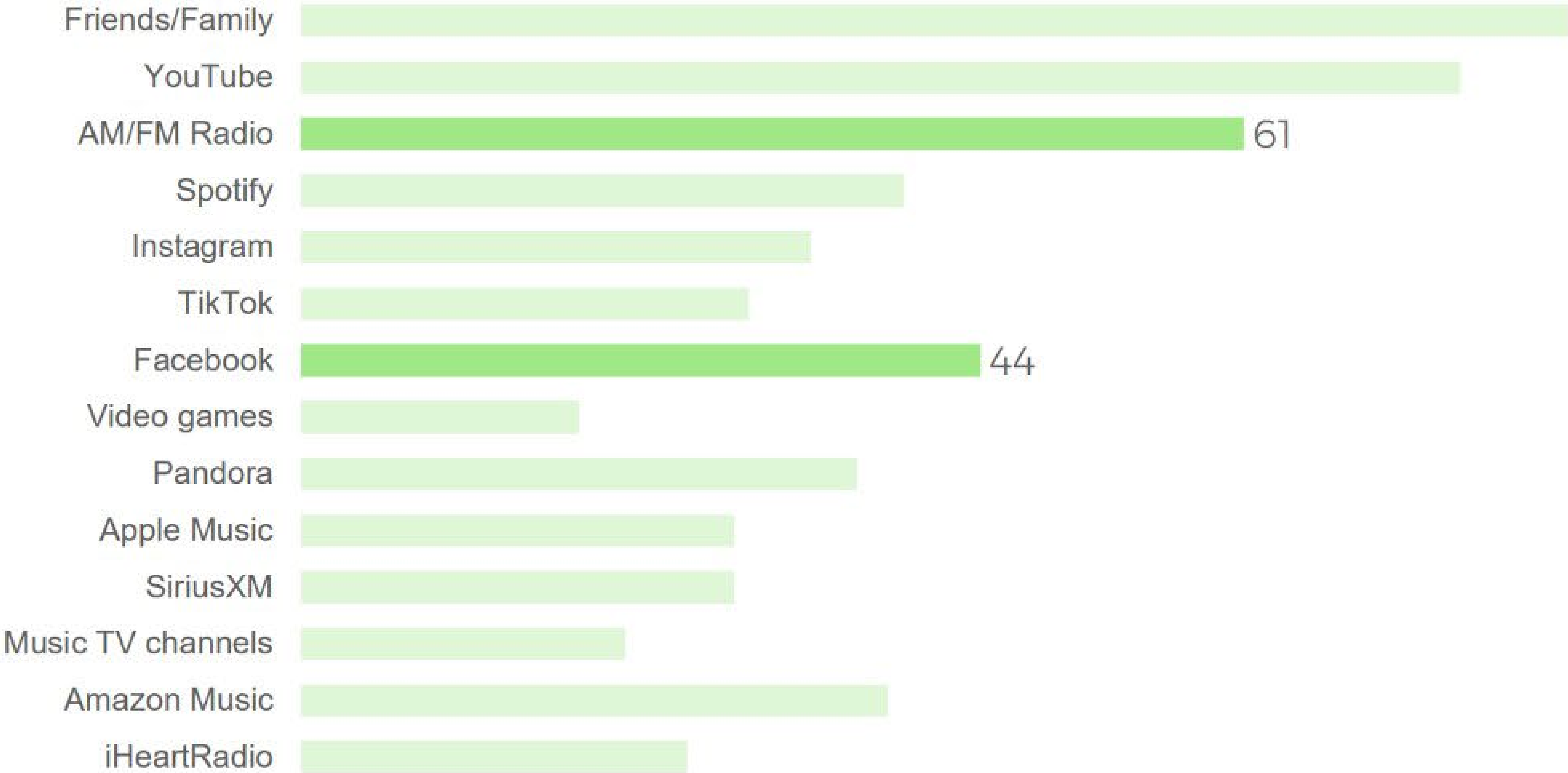


% USING SOURCE TO LEARN ABOUT MUSIC
Q. DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

Usage of AM/FM radio and Facebook as music discovery sources increases among 35-54 year olds

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG 35-54 YEAR OLDS

BASE: U.S. AGE 35-54 WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC: 50%

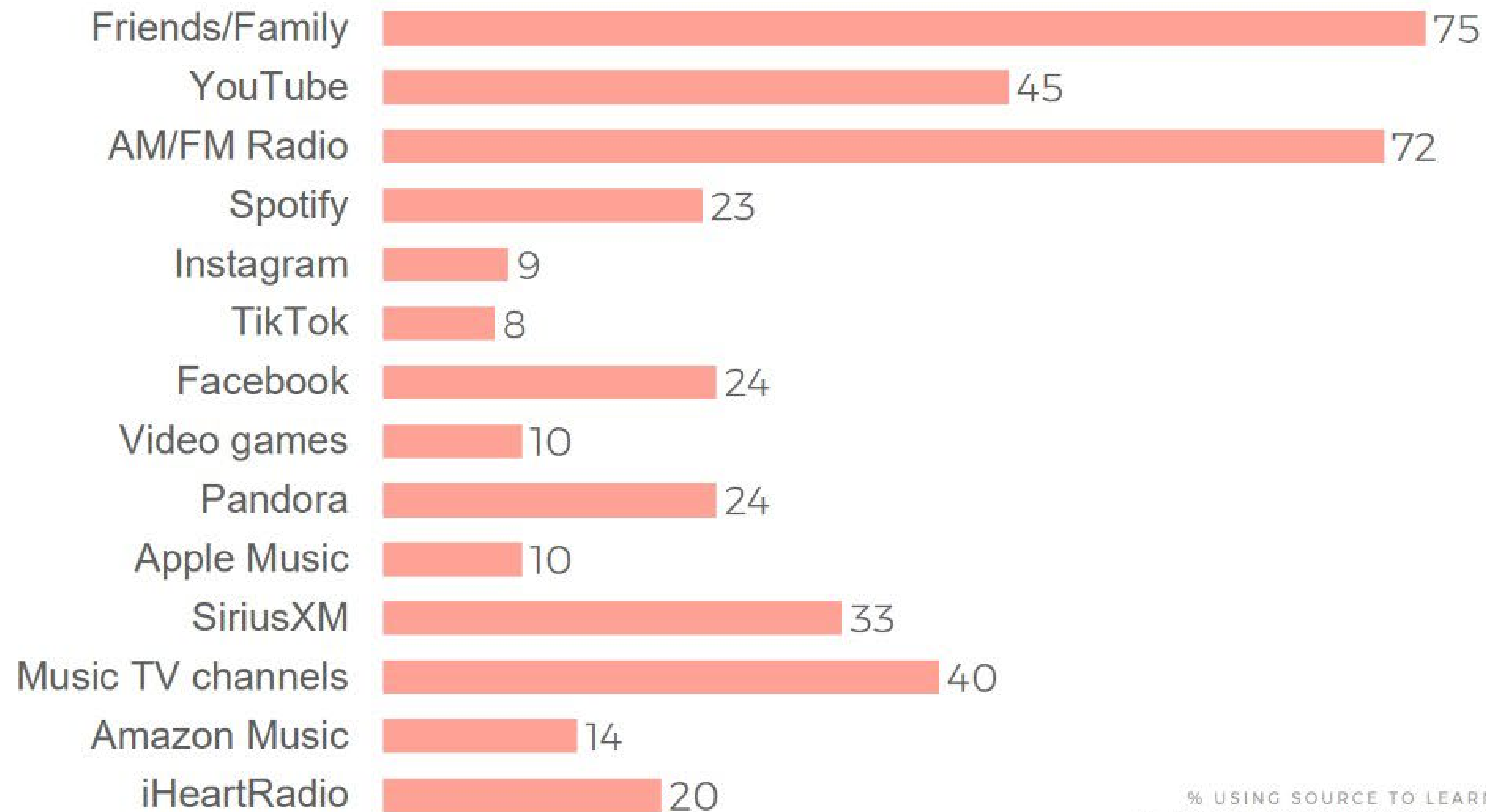


% USING SOURCE TO LEARN ABOUT MUSIC
Q. DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

Radio sources play an integral part in how 55+ year-olds discover music

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG 55+ YEAR OLDS

BASE: U.S. AGE 55+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 37%

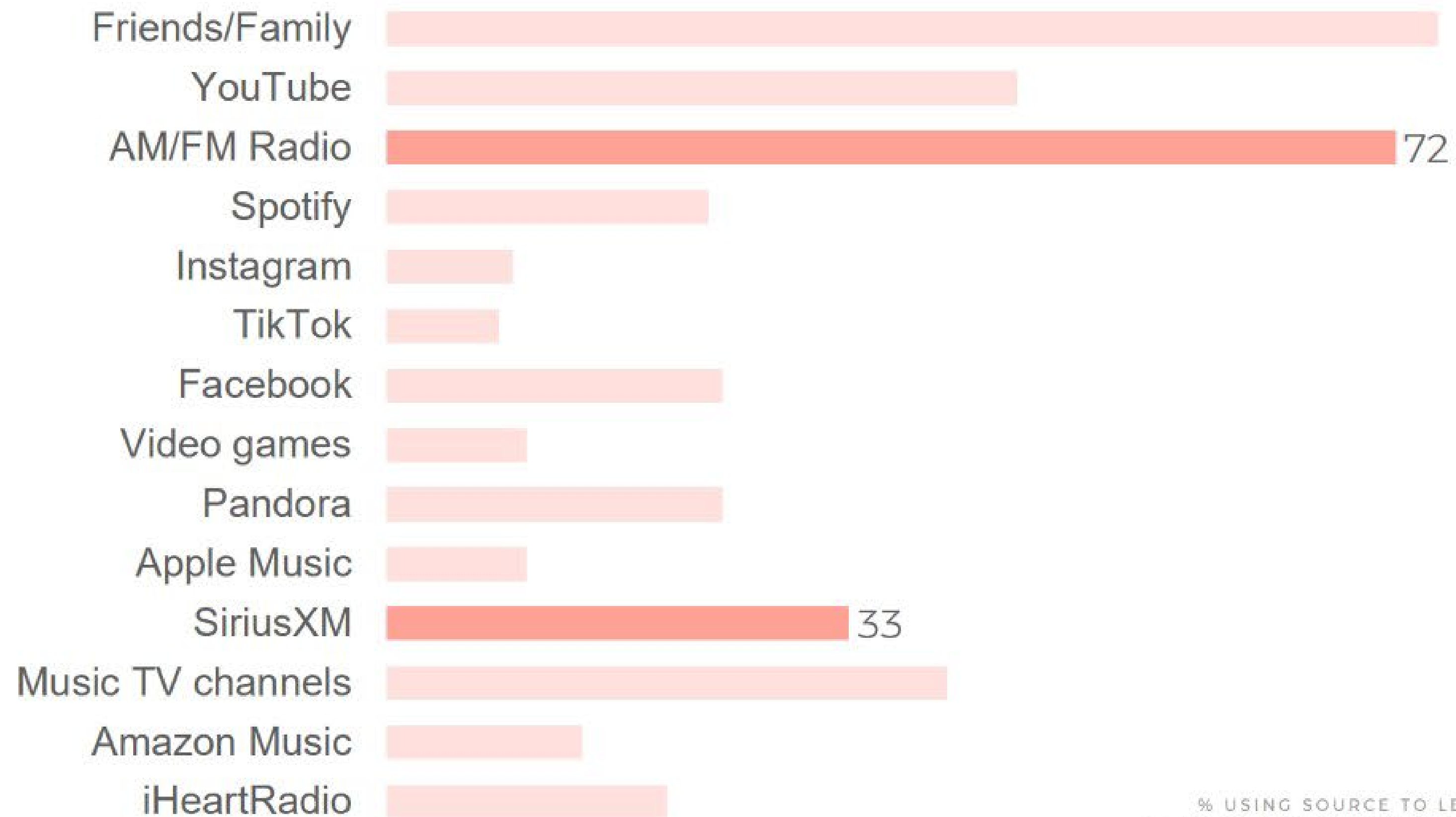


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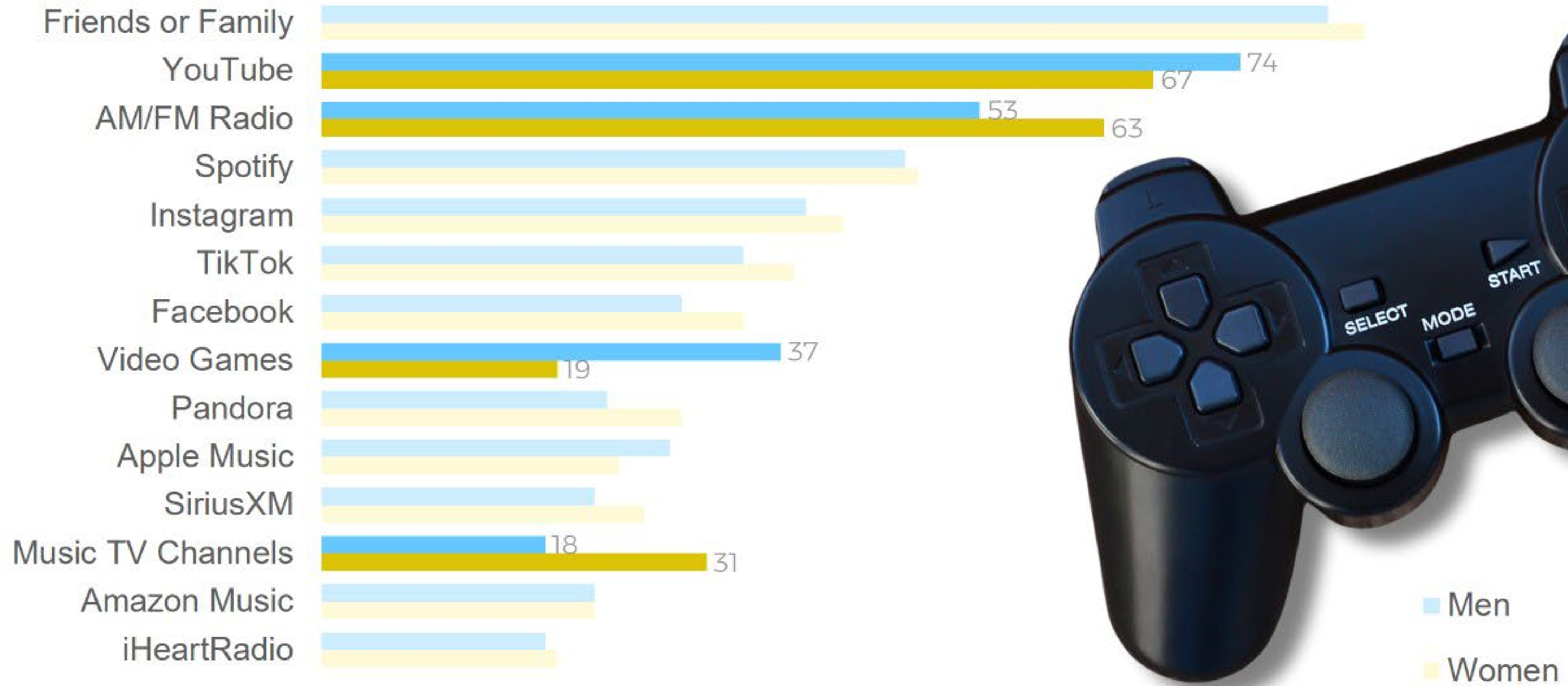


% USING SOURCE TO LEARN ABOUT MUSIC
Q. DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

Men more likely to use YouTube and video games to find music, while more Women use AM/FM radio and music TV channels

SOURCES USED TO FIND OUT ABOUT MUSIC BY GENDER

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; MEN 48%, WOMEN 50%

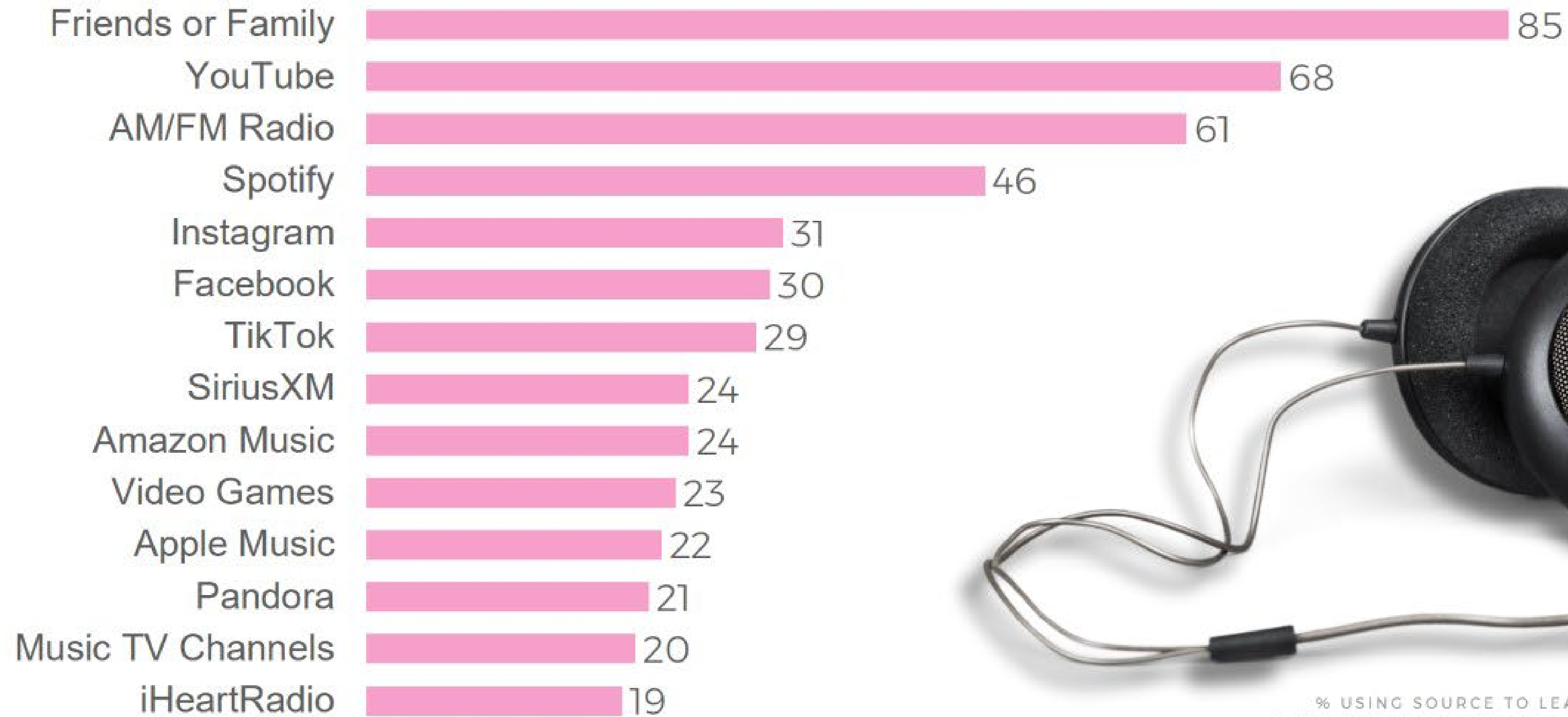


% USING SOURCE TO LEARN ABOUT MUSIC
Q: DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

Friends/family, YouTube, and AM/FM radio are top sources used to discover music among whites 12+

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG WHITES

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 46%

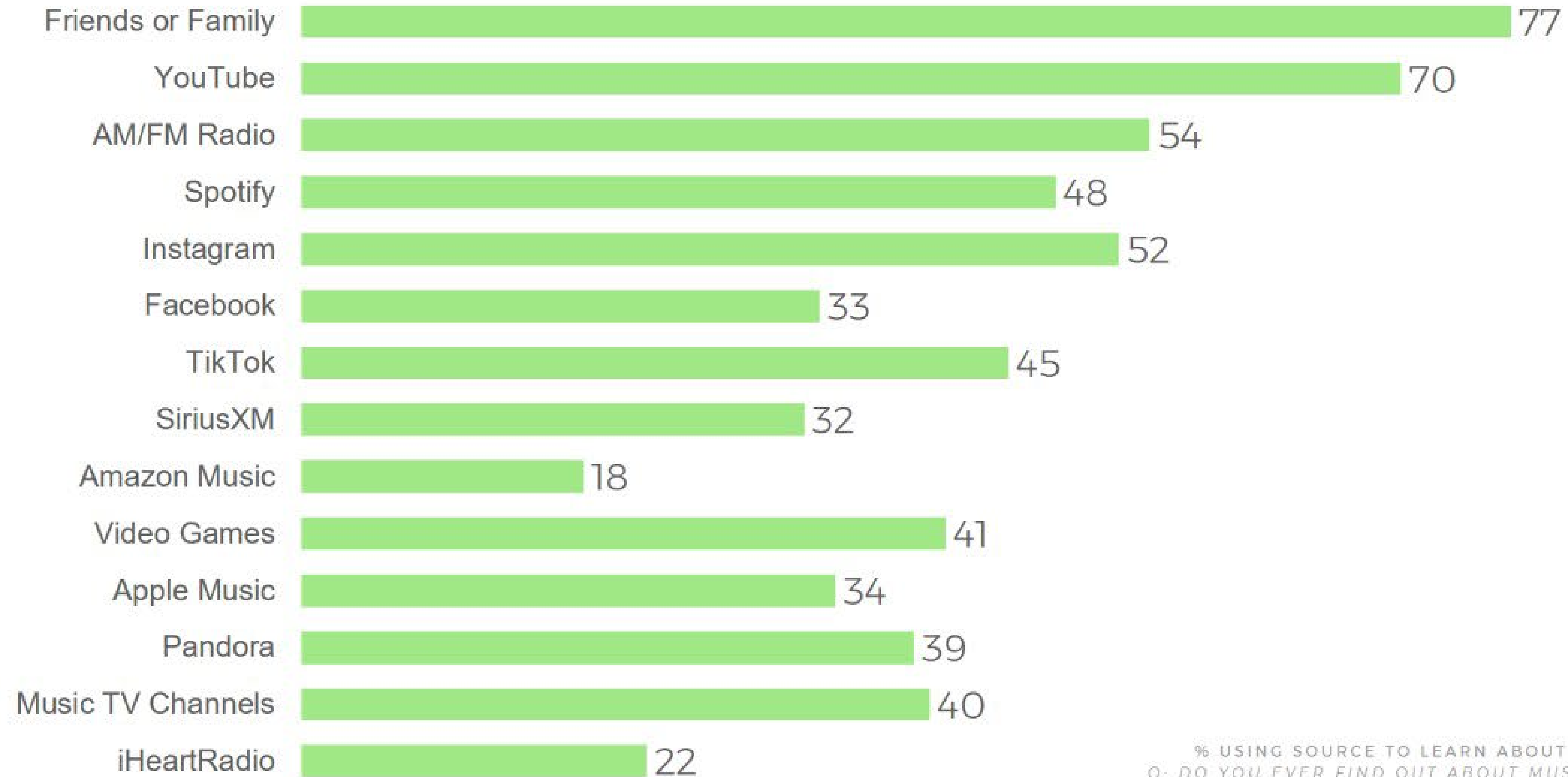


% USING SOURCE TO LEARN ABOUT MUSIC
Q. DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

Usage of Instagram, TikTok, and video games to discover music skyrockets among African Americans

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG AFRICAN AMERICANS

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC: 65%

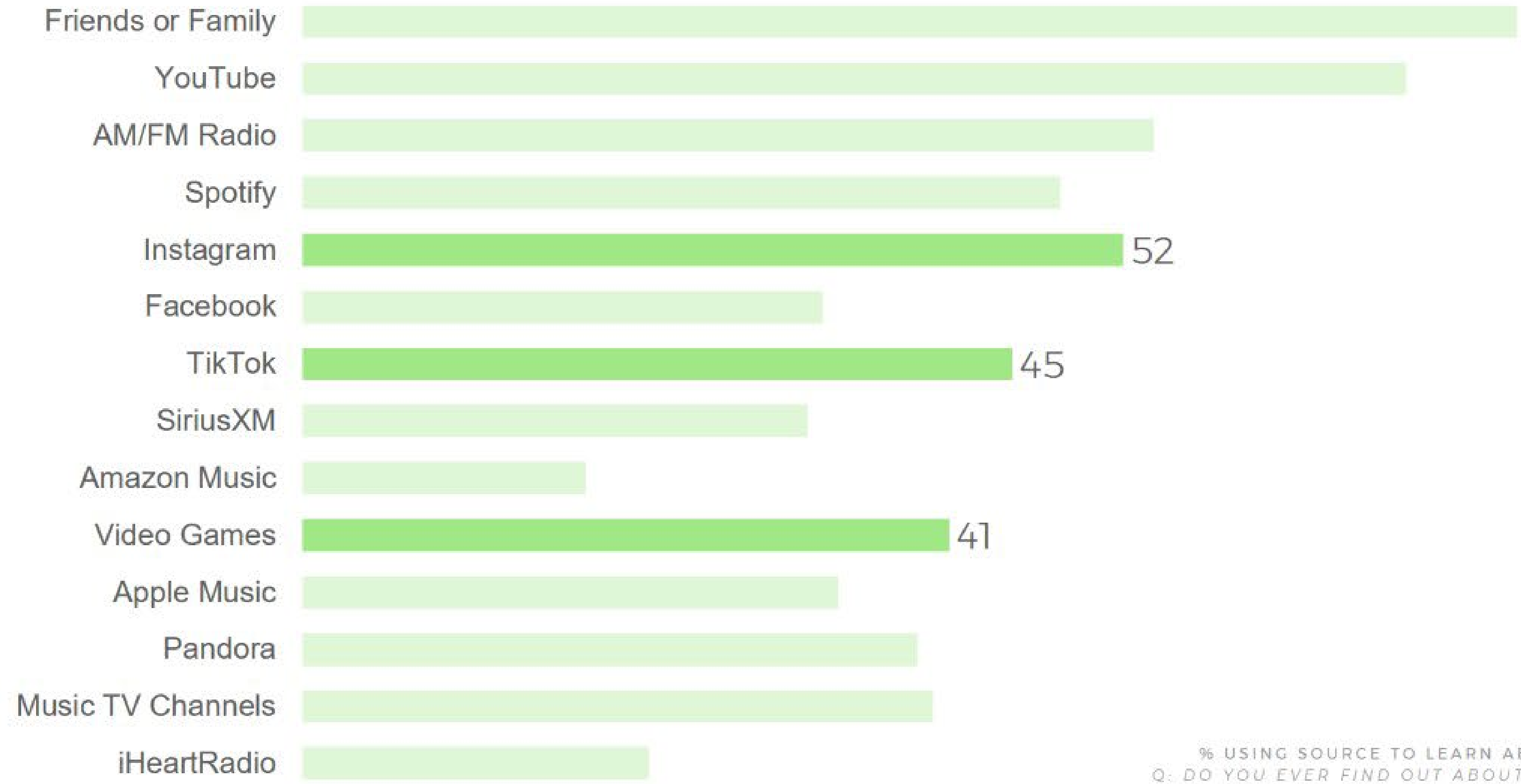


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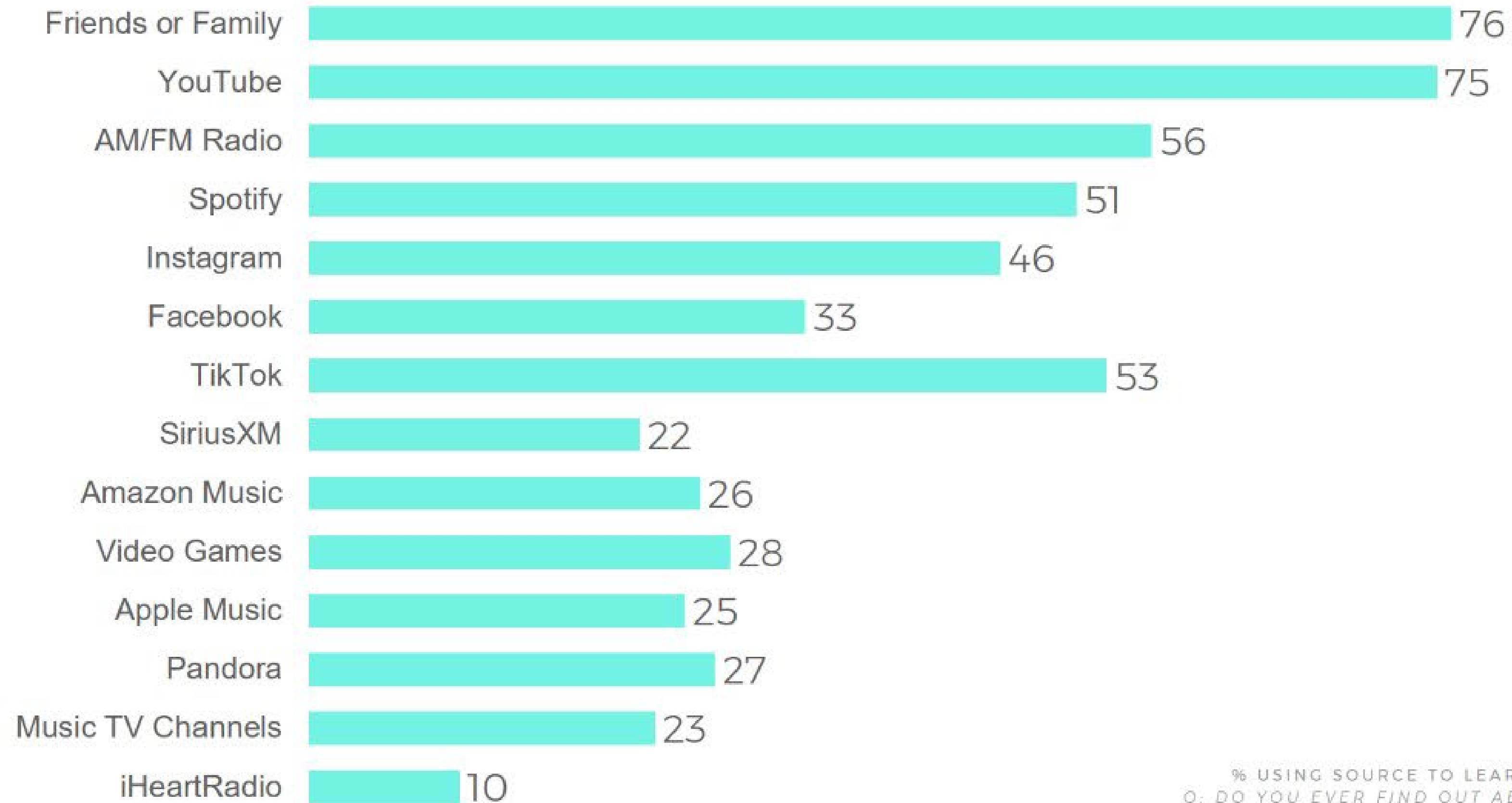


% USING SOURCE TO LEARN ABOUT MUSIC.
Q: DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

Friends/family and YouTube remain the top sources for music discovery among Hispanics

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG HISPANICS

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 49%



% USING SOURCE TO LEARN ABOUT MUSIC.
Q: DO YOU EVER FIND OUT ABOUT MUSIC FROM...?

TikTok has emerged as a major player in music discovery for Hispanics, surpassing all other social media sites

SOURCES USED TO FIND OUT ABOUT MUSIC AMONG HISPANICS

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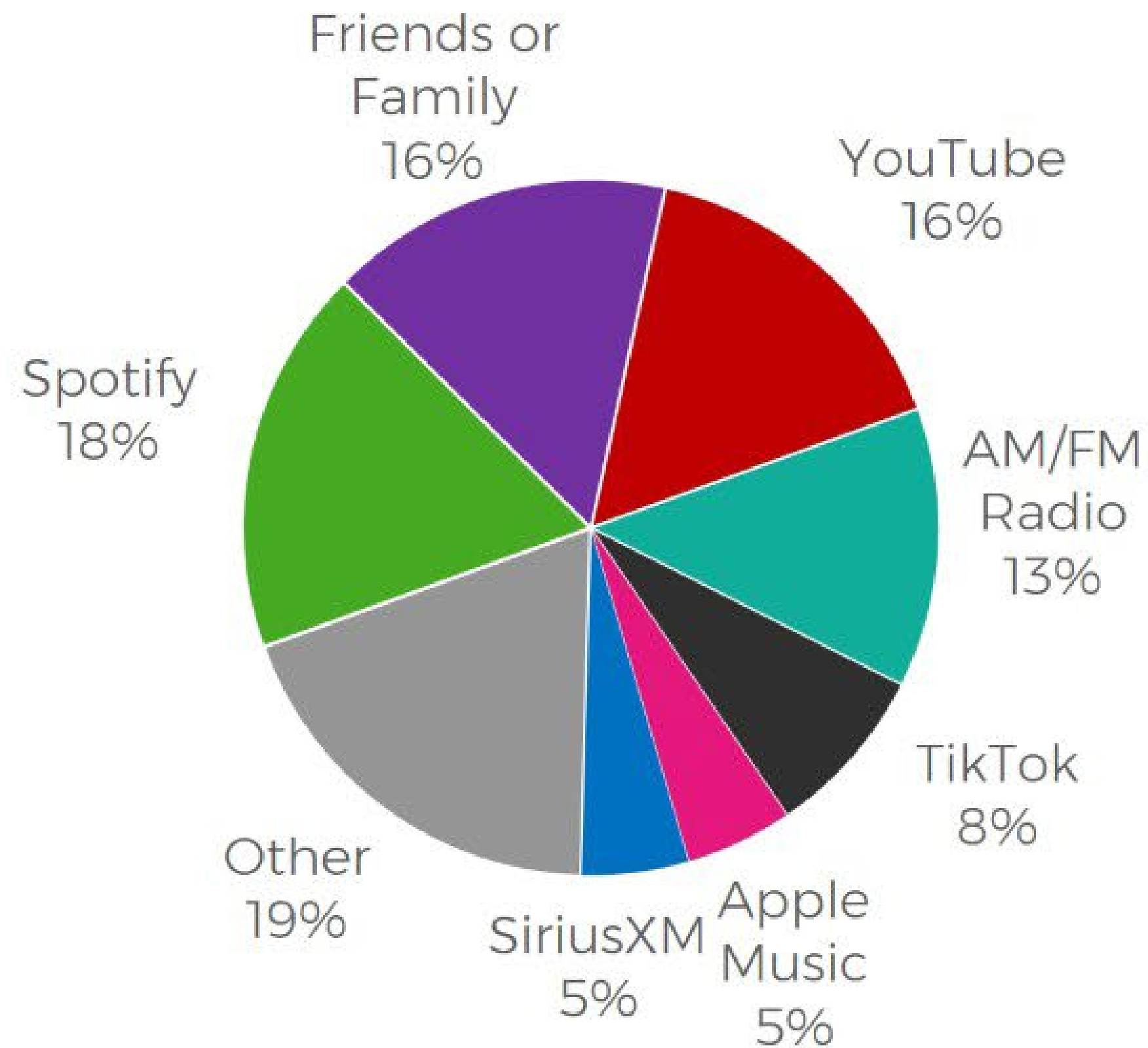
Primary Source for Music Discovery



Spotify is now the primary source for music discovery among people 12+

SOURCE USED MOST OFTEN TO LEARN ABOUT MUSIC

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 49%



Q: WHICH ONE WAY DO YOU MOST OFTEN LEARN ABOUT MUSIC?

Since 2016, Spotify has experienced exponential growth to become the primary music discovery source

SOURCE USED MOST OFTEN TO LEARN ABOUT MUSIC

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 49%

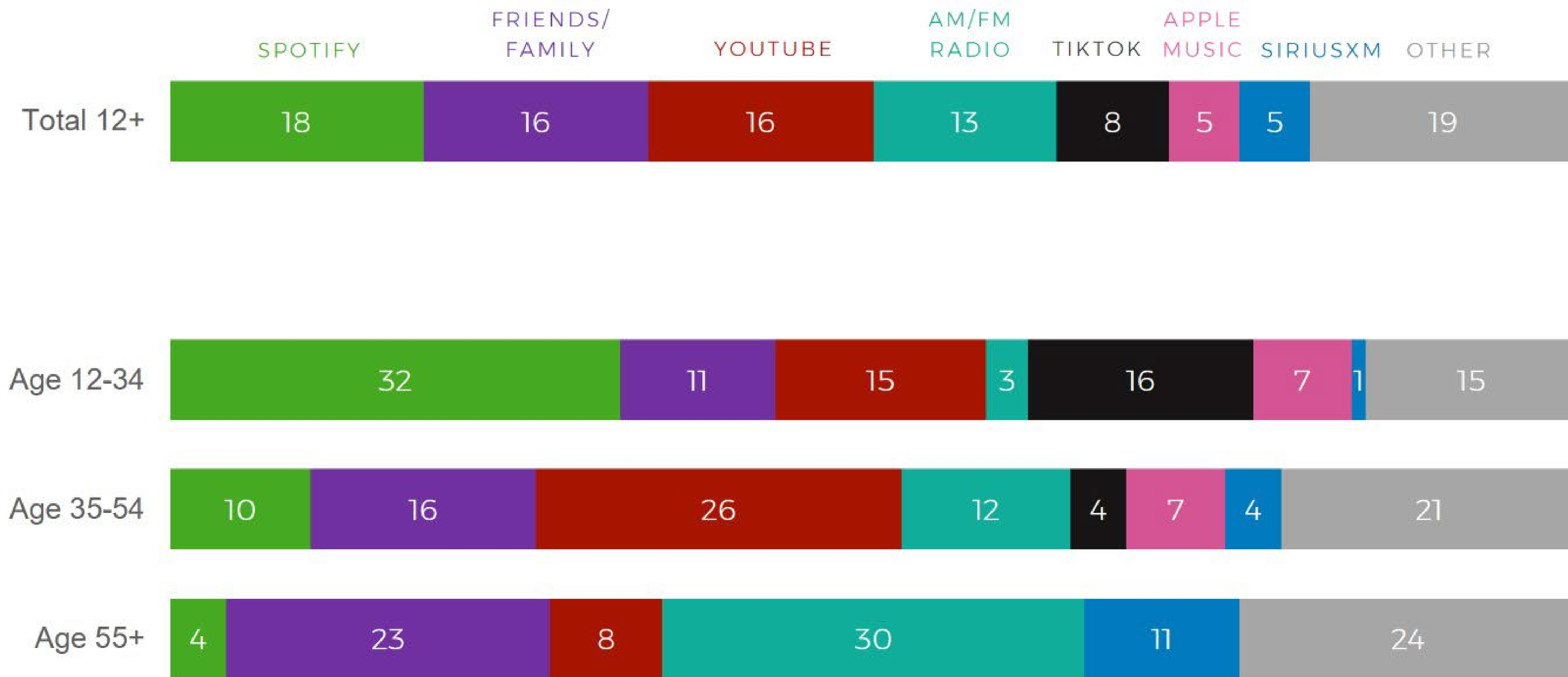


Q: WHICH ONE WAY DO YOU MOST OFTEN LEARN ABOUT MUSIC?

Close to one-third of 12-34 year olds say Spotify is the primary way they learn about music

SOURCE USED MOST OFTEN TO LEARN ABOUT MUSIC

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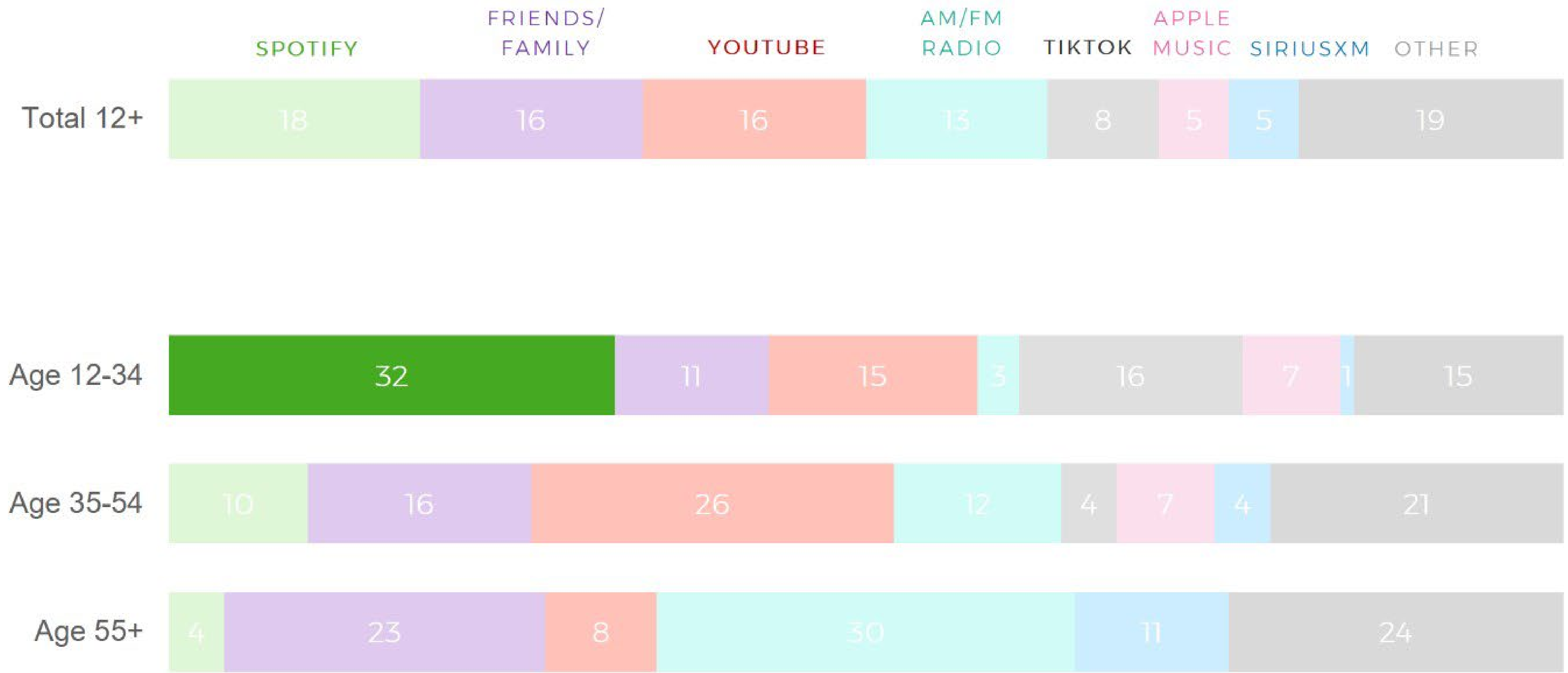


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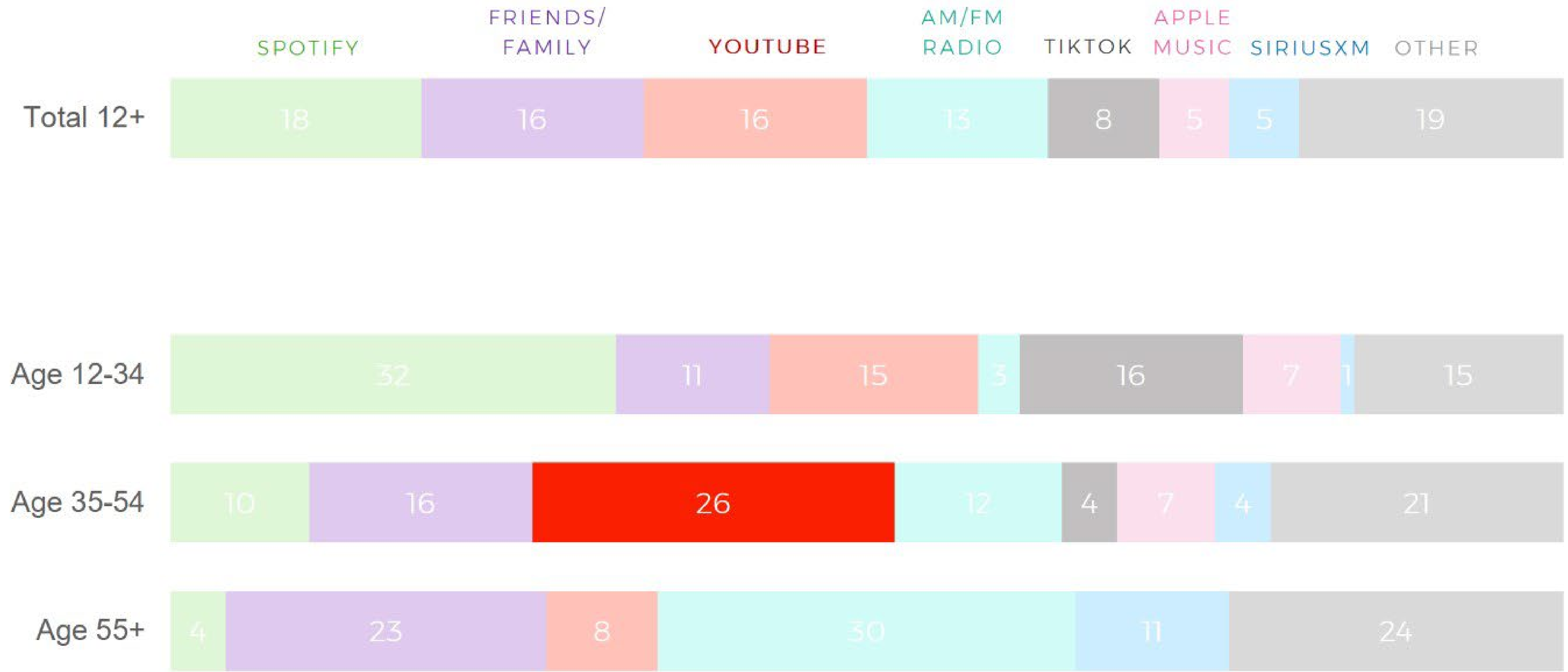


Q: WHICH ONE WAY DO YOU MOST OFTEN LEARN ABOUT MUSIC?

YouTube is the primary music discovery source among 35-54 year olds

SOURCE USED MOST OFTEN TO LEARN ABOUT MUSIC

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 49%

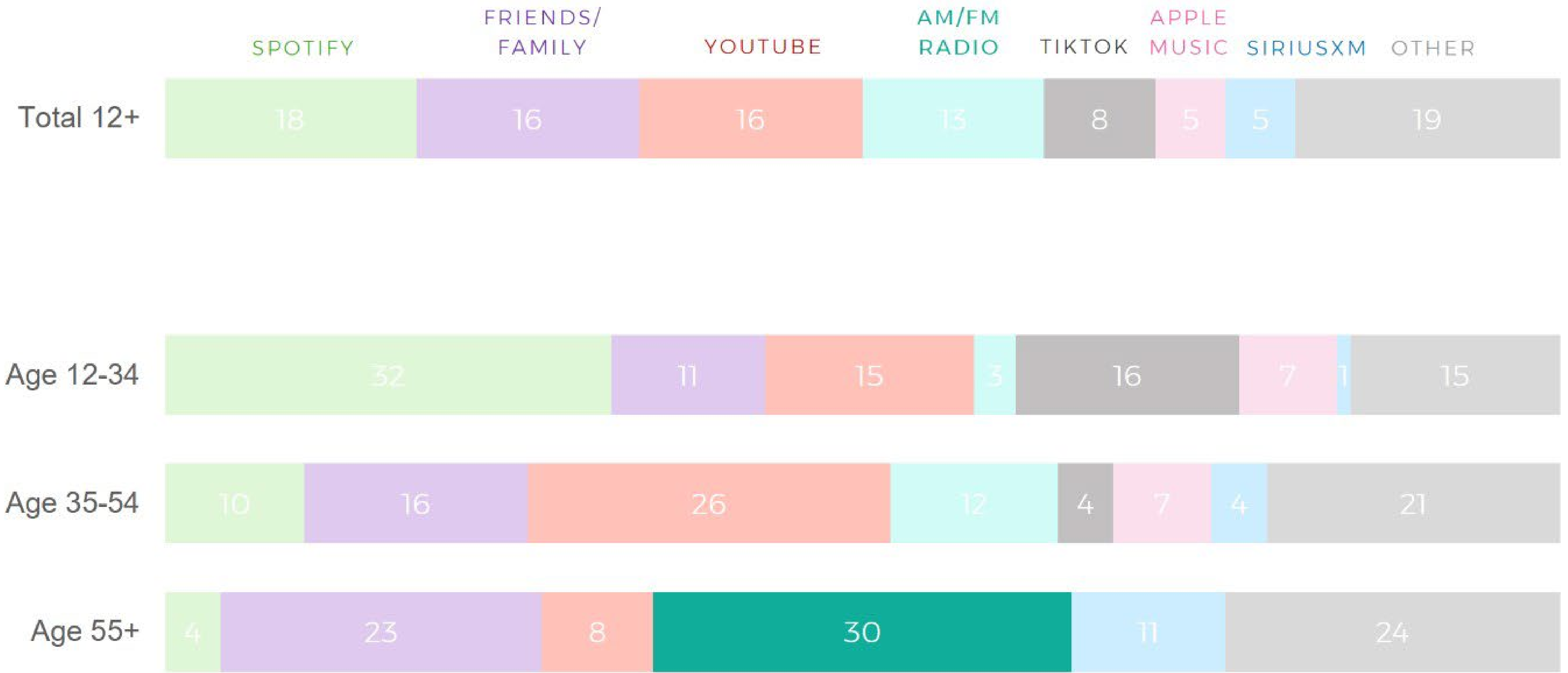


Q: WHICH ONE WAY DO YOU MOST OFTEN LEARN ABOUT MUSIC?

AM/FM radio remains top source among 55+

SOURCE USED MOST OFTEN TO LEARN ABOUT MUSIC

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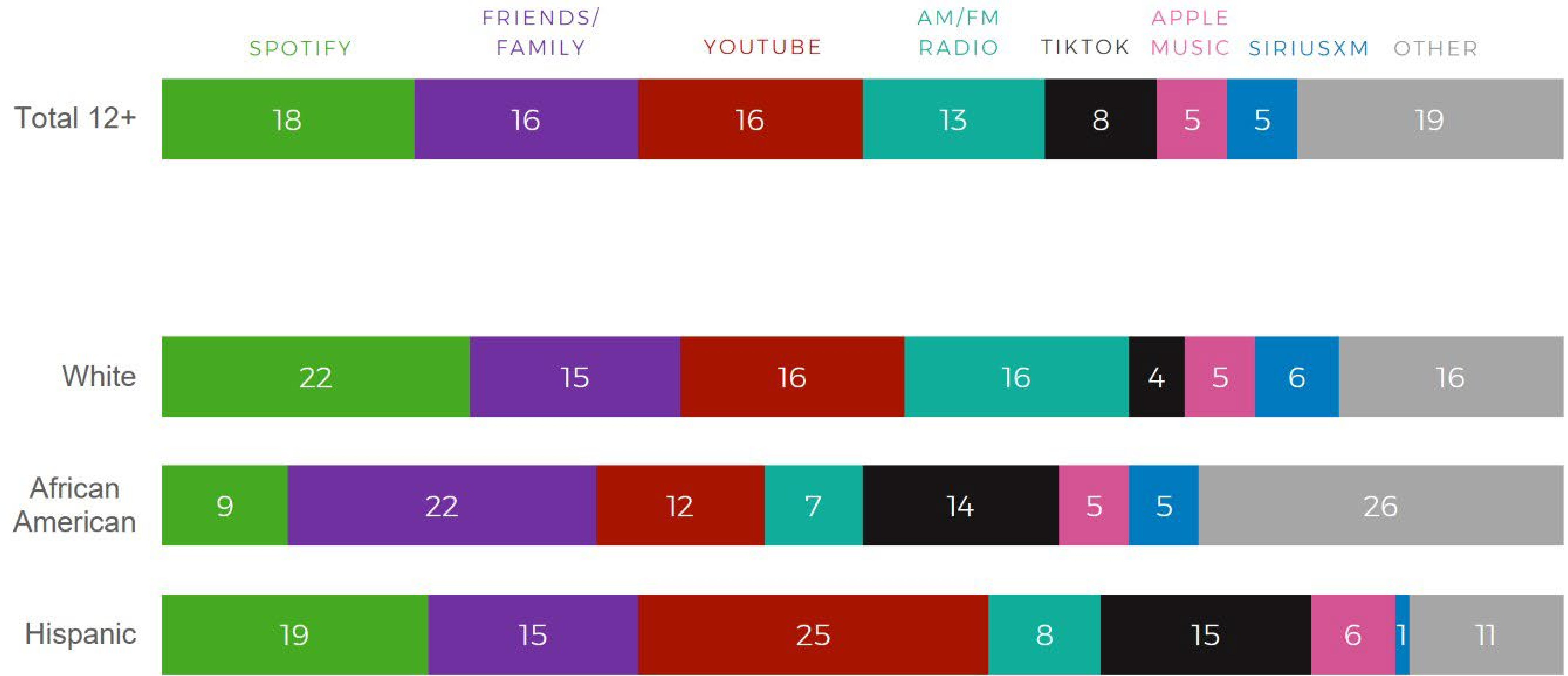


Q: WHICH ONE WAY DO YOU MOST OFTEN LEARN ABOUT MUSIC?

Spotify remains top platform for music discovery among whites

SOURCE USED MOST OFTEN TO LEARN ABOUT MUSIC

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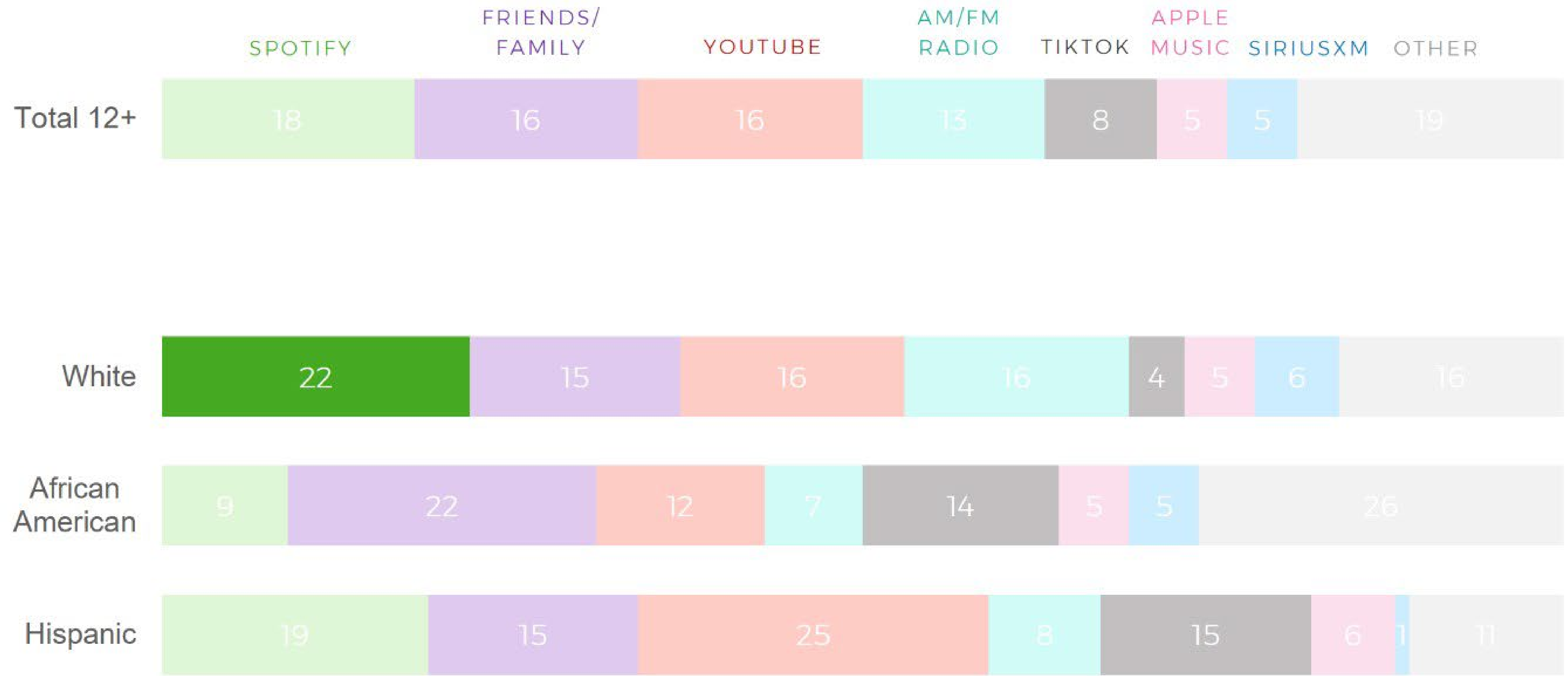


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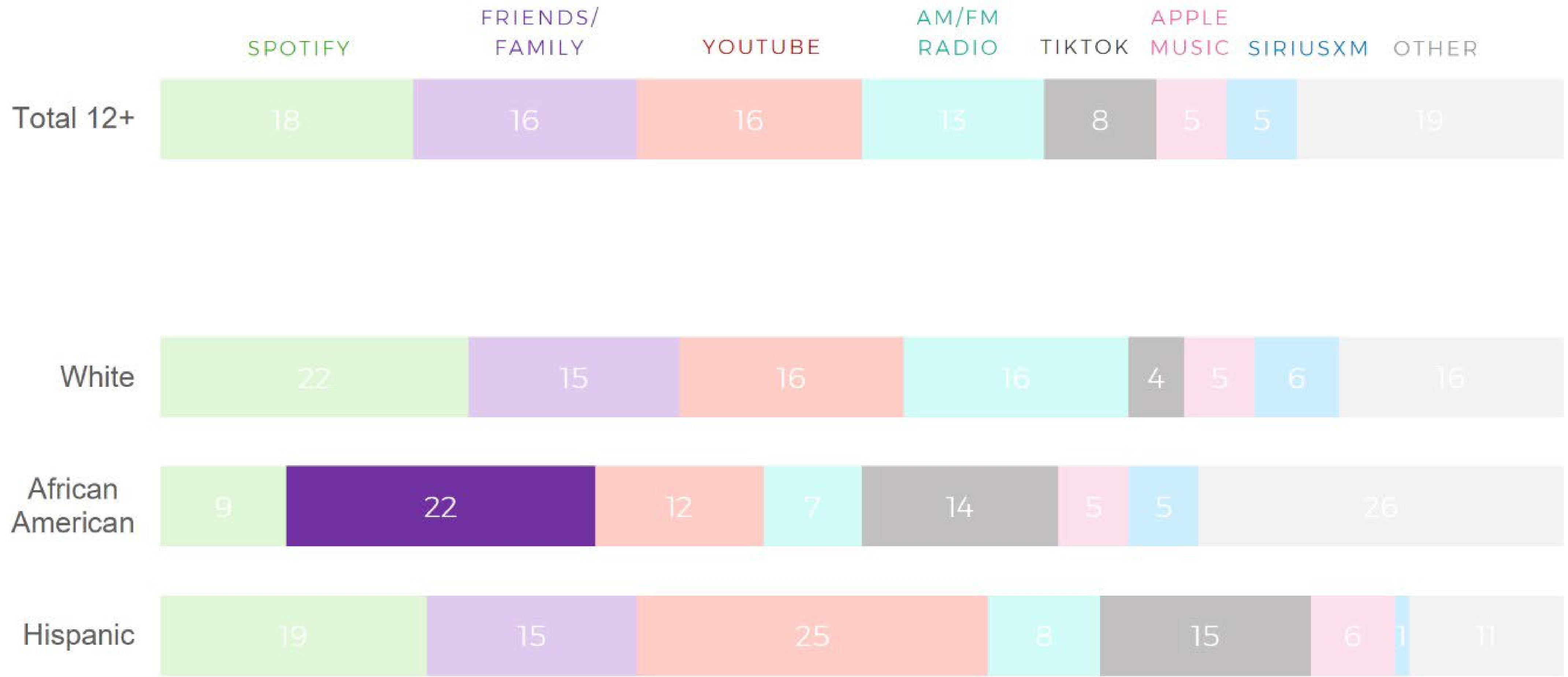


Q: WHICH ONE WAY DO YOU MOST OFTEN LEARN ABOUT MUSIC?

Generating buzz among friends and family is key to promoting music to African Americans 12+

SOURCE USED MOST OFTEN TO LEARN ABOUT MUSIC

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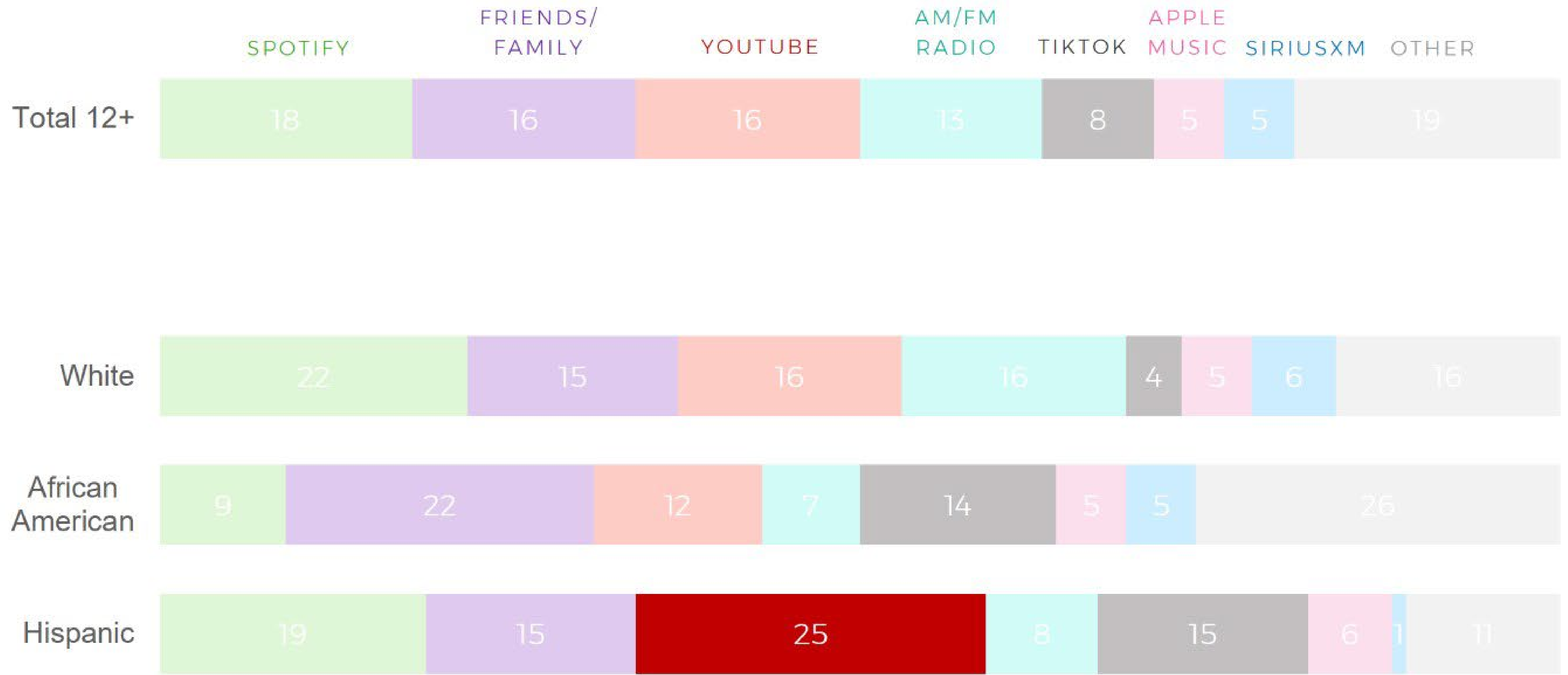


Q: WHICH ONE WAY DO YOU MOST OFTEN LEARN ABOUT MUSIC?

YouTube is the most important player in music discovery for Hispanics 12+

SOURCE USED MOST OFTEN TO LEARN ABOUT MUSIC

BASE: U.S. AGE 12+ WHO SAY IT IS "VERY" OR "SOMEWHAT" IMPORTANT TO KEEP UP TO DATE WITH MUSIC; 49%



Q: WHICH ONE WAY DO YOU MOST OFTEN LEARN ABOUT MUSIC?

Observations



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