

TO: Interested Parties
FR: Morning Consult
DT: February 27, 2018
RE: musicFIRST Coalition Music Streaming Survey

Morning Consult, on behalf of the musicFIRST Coalition, conducted a poll among a national sample of 2,201 adult music listeners from January 9-11, 2018 to learn how people are accessing music today and what people think about compensating music creators. Morning Consult conducted the interviews online and weighted the data to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

The Music Business: A Rapidly Changing Industry

Adults say the music industry is one of the most changed industries, second only to the technology industry.

- Seventy-three percent of adults said the music industry has changed a lot or some compared to ten years ago.
- Younger adults are often more likely to say the music industry has changed a lot or some compared to ten years ago. 1 in 2 Millennials say the music industry has changed a lot compared to 10 years ago.

Industry Development Over Ten Years

	Changed 'A Lot'	Changed A lot + Some
Technology Industry	63	82
Music Industry	45	73
Film Industry	39	69
Pharmaceutical Industry	35	66
Energy Industry	32	68
Manufacturing Industry	28	65
Transportation Industry	28	65
Hospitality Industry	25	62
Agriculture Industry	25	63

The Importance of Songwriters, Composers and Other Performers

- Seventy-nine percent of adults say musicians such as singers and other performers are important to a thriving music industry.
- Seventy-five percent of adults say songwriters and composers are important to a thriving music industry.

- The majority of adults (69%) say producers and engineers are important to a thriving music industry.

Driving Music Industry Change: The Internet

A large majority of adults (62%) say they've used an online music streaming service such as Pandora, Spotify, Tidal, or Apple Music.

- Younger adults are leading the music industry into the future. Adults ages 44 and younger were much more likely to say they use online music streaming services than those ages 45 and older:
 - Seventy-nine percent of millennials (adults ages 18-34) and 76% of adults ages 35-44 say they use streaming services such as Pandora, Spotify or Apple Music.
 - 1 in 2 adults ages 45-64 say they use online music streaming services (54%).
 - Even 1 in 3 adults ages 65 and older say they use services like Pandora, Spotify, Tidal, Apple Music or YouTube (33%).
- Additionally, 39% of adults say they use online streaming services more than they did five years ago.
- Adults are just as likely to listen to music through an online streaming service for music (61%) as to listen to the radio (59%).

A plurality of adults turn to YouTube specifically to access music online.

- 1 in 2 adults say they use YouTube to access the music they listen to and 40 percent of all adults say they're using YouTube to listen to music more than they did five years ago.
- Men say they listen to music through YouTube slightly more than women. Fifty-six percent of men say they access the music they listen to through YouTube compared to 50% of women who say they do the same.
- The majority of millennials use YouTube to access the music they listen to. Seventy-three percent of all millennials say they use YouTube to listen to music.
- 1 in 2 adults in rural communities say they listen to music through YouTube, while 63% of adults in urban communities listen to music through YouTube.
 - Millennials in urban communities are slightly more likely to listen to music through YouTube than most millennials overall (78% vs. 73% respectively).
- Additionally, 71% of streaming users use YouTube to listen to music and even 21% of those who do not consider themselves streaming users go to YouTube to access the music they listen to.

And adults say they are spending quite a lot of time listening to music through a variety of platforms.

- The majority of adults (65%) say they listen to music through a smartphone or tablet at least sometimes.
 - Sixty percent of adults living in rural communities say they use a smartphone or tablet to listen to music at least sometimes, while 69% of adult in urban communities say they use a smartphone or tablet to listen to music.
 - An overwhelming majority of millennials (82%) say they use their smartphones or tablets to listen to music. Non-white millennials use their smartphones or tablets to listen to music on a smartphone or tablet slightly more than white millennials (84% vs. 80% respectively).
 - Additionally, a large majority of adults 35 and older say they're using a smartphone or tablet at least sometimes. Sixty-nine percent of non-white adults ages 35 and older say

they're using a smartphone or tablet, while 56% of white adults ages 35 and older say they're using a smartphone or tablet to listen to music.

- One in 2 adults (46%) use smartphones or tablets to listen to music more than they did five years ago.
- Sixty-one percent of adults use a desktop computer or laptop to listen to music often or sometimes.
 - Millennials are most likely to say they listen to music through their desktop or laptop computer (68%), but 44% of adults ages 65+ say they also use their desktop or laptop computer to listen to music.
 - Fifty-eight percent of non-white adults ages 45 and older say they use a desktop or laptop computer to listen to music and a whopping 68% of non-white millennials say they use a desktop or laptop computer to listen to music.
 - Seventy percent of adults under the age of 44 in urban communities listen to music on their desktop or laptop at least sometimes.
 - Adults in the suburbs who are 44 or younger listen to music on a desktop or laptop computer nearly just as often as those in urban communities: 67% say they use a computer to listen to music.
- One in 3 adults (34%) listen to music through satellite radio in their cars at least sometimes.
 - 1 in 2 non-white millennials say they use satellite radio in their cars at least sometimes to listen to music and 40% of non-white adults ages 35 and older say they use satellite radio at least sometimes.



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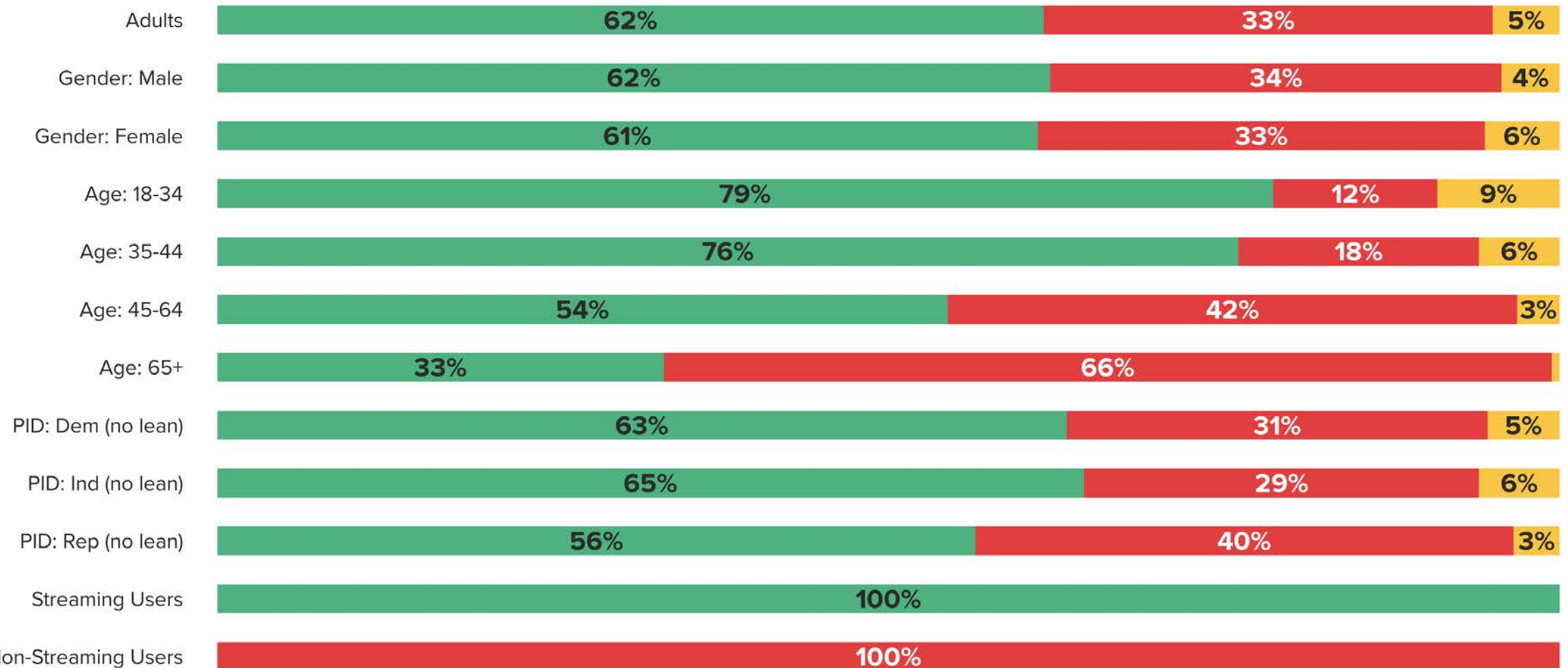
musicFIRST Coalition Phase Two Polling Presentation - January 22, 2018

Morning Consult conducted online surveys of approximately 2201 adults nationally from January 9-11, 2018. Results from the full survey have a margin of error of +/- 2%.

62% of adults say they use online music streaming services

In the last year, have you used an online music streaming service, such as Pandora, Spotify, Tidal, Apple Music or YouTube?

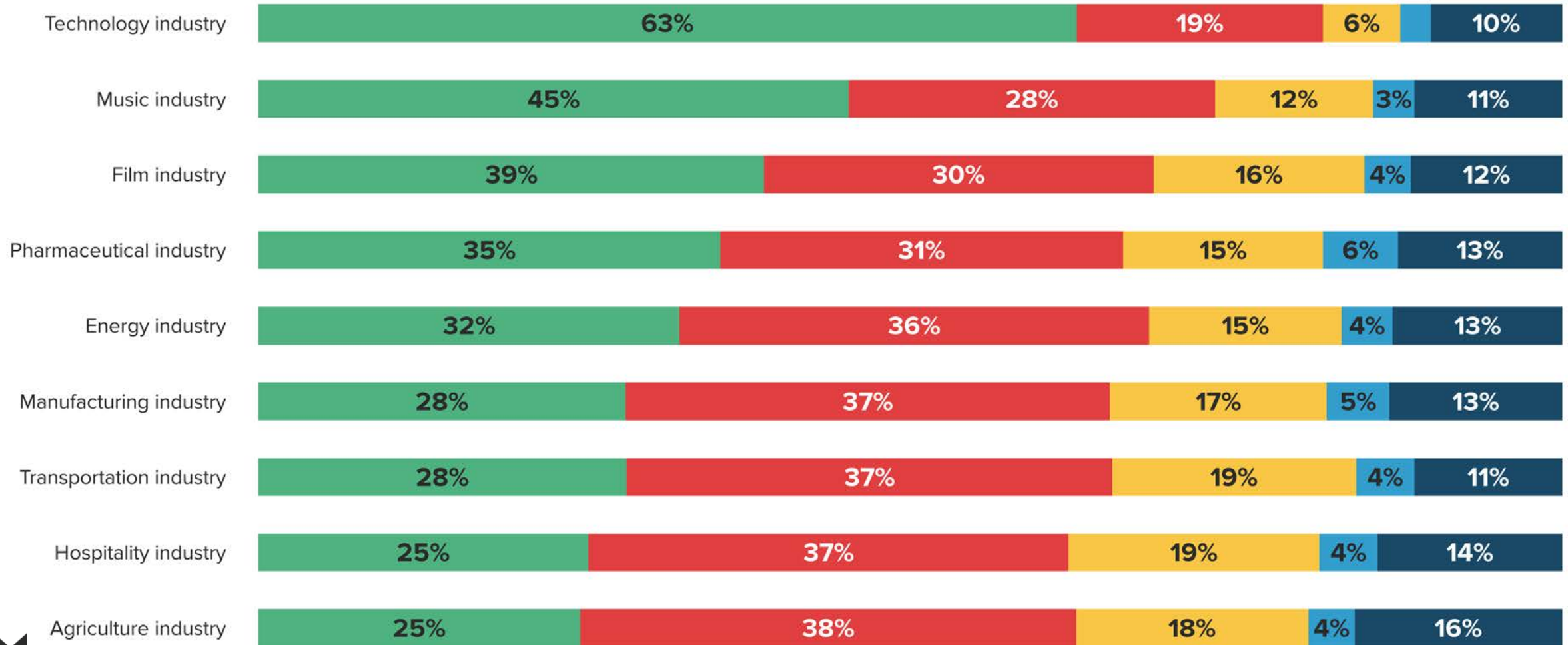
● Yes ● No ● Dont Know / No Opinion



Adults say the music industry is one of the most changed industries, second only to the tech industry

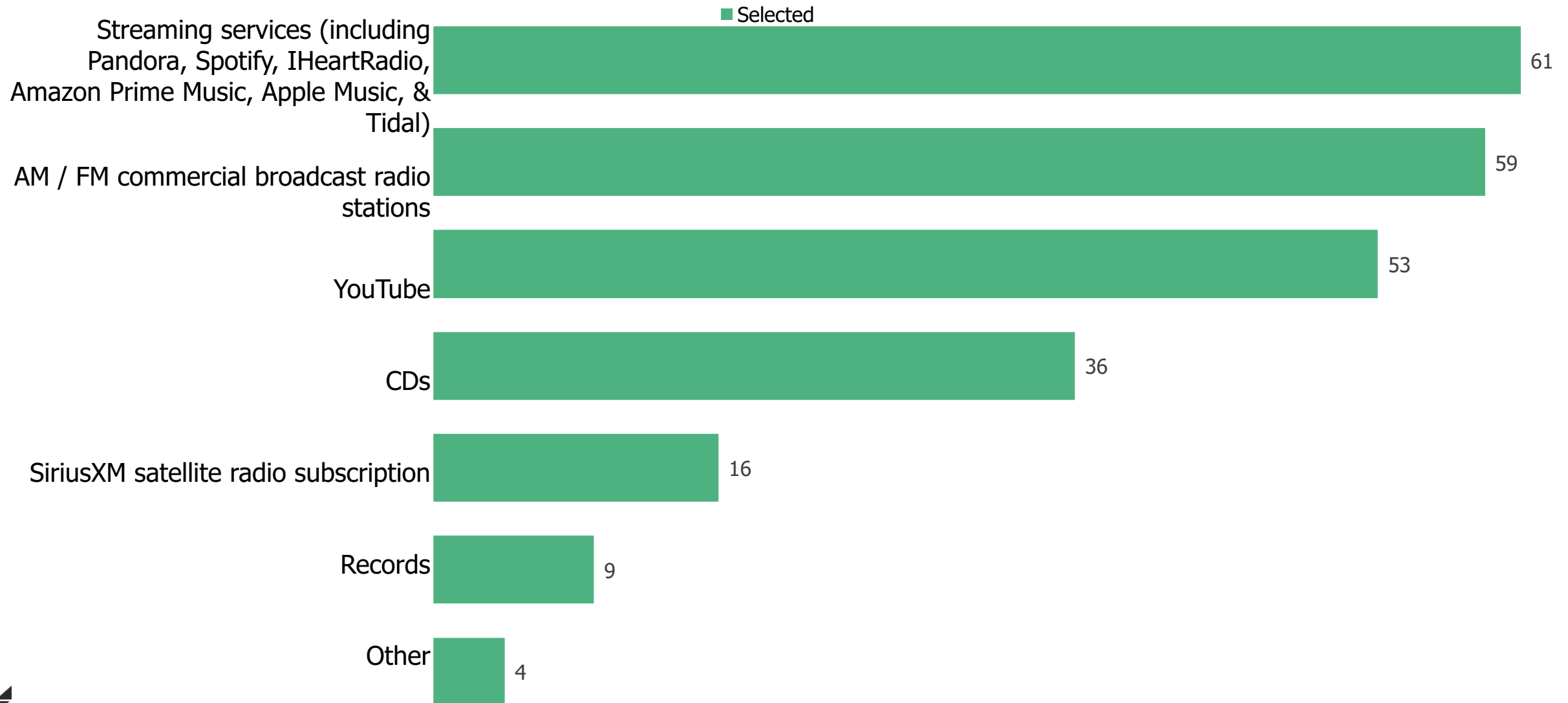
Compared to 10 years ago, would you say each of the following industries has changed a lot, some, not much or not at all?

● A lot ● Some ● Not much ● Not at all ● Dont Know / No Opinion



Majority currently use streaming services to listen to music

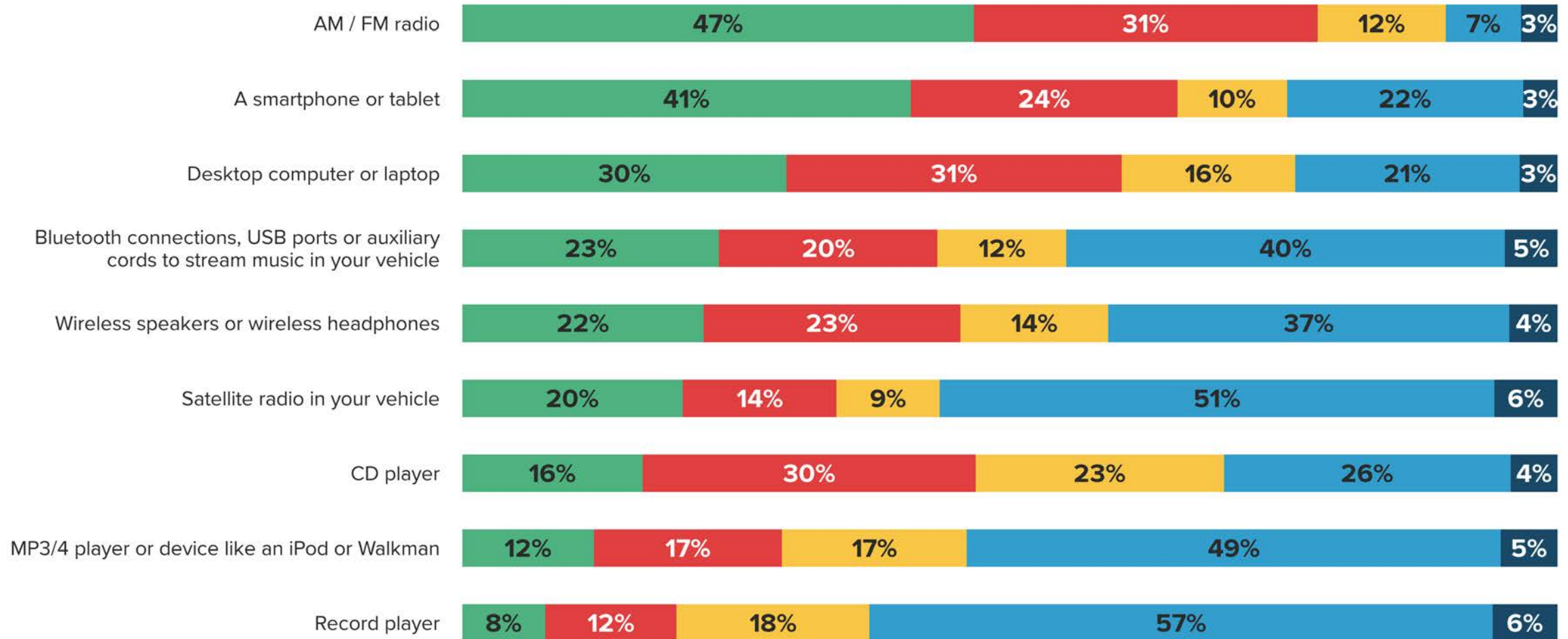
Which of the following are ways that you currently access the music you listen to? Please select all that apply.



Smartphone/Tablet Use Rivals AM/FM Radio

How often do you use each of the following to listen to music?

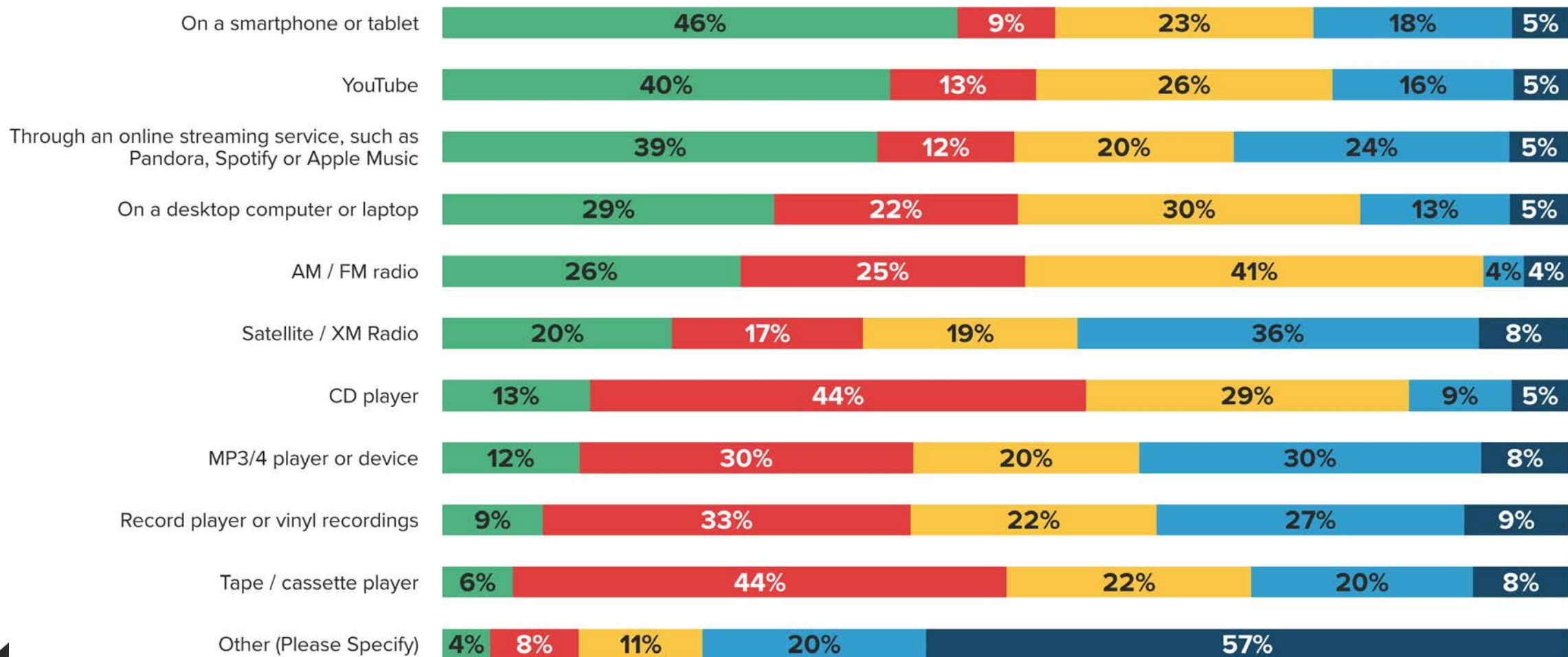
● Often ● Sometimes ● Hardly ever ● Never ● Dont Know / No Opinion



Adults say they're using smartphones or tablets, streaming services and YouTube more than they were five years ago

Compared to 5 years ago, are you listening to more, less or about the same amount of music in each of the following ways?

● More
 ● Less
 ● About the same
 ● Have never used
 ● Dont Know / No Opinion



Musicians such as singers and other performers considered the most important to a thriving music industry

How important are each of the following to a thriving music industry?

Very important Somewhat important Not too important Not at all important Dont Know / No Opinion

