National Music Consumption Survey 2019

The 2019 National Music Consumption Survey, the second conducted by the National Arts Council, tracks music consumption habits of Singaporeans, including perceptions of music composed or performed by fellow Singaporeans (SG Music). It affirms that music is very much a part of life in Singapore. Nine in 10 Singaporeans listen to music regularly (at least once a week), including one in three who listen to SG Music regularly.

Survey findings from 2017 and 2019 show that online media are gaining traction as the primary means of listening to and discovering new music, and more Singaporeans report paying for streaming services in 2019. Also, more Singaporeans say that they can easily locate information on SG Music and experience SG Music on multiple platforms, as well as distinguish Singaporean musicians or their work from international offerings.

1,017 Singapore Residents aged 15 and above were surveyed.*

* Data was weighted to be reflective of the national breakdown by gender, age group, and ethnicity (non-interlocking)

NATIONAL ARTS COUNCIL SINGAPORE

Asia Insight

Music Remains an Integral Part of Life in Singapore

Time Spent Listening

- **111 mins/day** on average
- **1 in 4** would listen all day if they could
- **9 in 10** Singaporeans listened once a week
- **1 in 3** listened to music by Singaporeans at least once a week

Occasions They Listened

- **68%** Resting & relaxing
- **36%** Doing homework or house chores
- **34%** Walking or as passenger
- **28%** Driving or riding

Singaporeans Are More Interested in Music in 2019 (57%) Than in 2017 (52%)

- ≥65 years old highest growth, rising from 40% to 53%
- 15-34 years old age group showed greatest interest

Music Listening

Most Frequent Platforms for Music Listening

Radio	Online Music Videos	Paid Streaming	Television
25%	20%	17%	13%

Online Media Gained Traction As Primary Means of Listening

As the primary means of listening

2019	48%
2017	39%

Paid for streaming services

2019	17%
2017	10%

To discover new music

2019	60%
2017	51%

To discover music by Singaporeans

2019	34%
2017	20%

Music Discovery

Most Common Ways of Discovering Music & Artists New to Them

Radio	Online Music Videos	Television	Family & friends' social media
47%	39%	33%	21%

Top Online Platforms

Youtube	36%
Spotify	20%
Radio App	9%

Access to Music Composed or Performed by Singaporeans Improved

Could locate related information

2019	53%
2017	48%

Experienced it via multiple platforms & opportunities

2019	56%
2017	50%

Music Spending Habits (Within a 12-Month Period)

Use of Free Platforms to Listen to Music Fell Sharply

2019	58%
2017	88%

1 in 5 paid to listen (e.g. paid streaming, downloads, CD or vinyl record)

3 in 10 (28%) Singaporeans Attended Music Events within a 12-month Period

- Attendees averaged **4** events yearly
- **16%** of Singaporeans attended paid music events
- **7%** of Singaporeans attended paid events with music composed or performed by Singaporeans

Perceptions of Music Composed or Performed by Singaporeans

Key Takeaway: Music composed or performed by Singaporeans (SG Music) is distinctive & accessible

41%	can distinguish Singaporean musician(s) or work(s)	33%
53%	can easily locate information on SG Music	48%
56%	can experience SG Music via multiple platforms & opportunities	50%
32%	knew of new SG Music in the past 2 years	35%
36%	actively sought SG Music out of interest	36%
39%	felt there was a wide variety/choice of SG Music	41%
52%	found SG Music appealing & relevant	50%
52%	found SG Music had international appeal & marketability	56%
61%	were proud of Singaporean musicians & their music	65%

What Did Singaporeans Listen to?

Language Preferences

- English (73%)
- Chinese (64%)
- Without Languages (19%)
- Korean (14%)
- Malay (14%)
- Tamil (8%)
- Japanese (7%)

8 in 10 listened to SG Music

2019	77%
2017	70%

Top 2 Reasons for Not Listening to SG Music#

52% Lack of Interest

31% No Awareness

Base: Non-SG Music Listeners

Genres Listened to in 2019

- Top 40s/Pop (54%)
- Traditional Ethnic Music^ (33%)

^ Examples provided in survey included Chinese, Malay, Indian Instrumental Music, Chinese Orchestra, Dikir Barat, Hindustanin/Carnatic Vocal, Nanyin

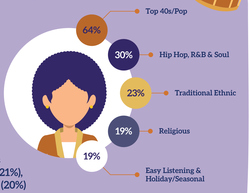
- Hip Hop, R&B & Soul (26%)
- Easy Listening & Holiday/Seasonal (17%)
- Sound Track and Musical Theatre (14%)
- Jazz, Latin & Blues (14%)
- Religious (14%)
- Rock (13%)
- Dance and Electronic (12%)
- Western Opera and Classical (12%)
- Folk, World & Country (9%)
- Indie/Alternative (7%)
- Choral, A Capella & Show Choir (4%)
- Oldies (2%)
- Experimental (2%)

THE 7 TYPES OF LISTENERS IN SINGAPORE

1 The Reserved Singapore Music Lover (18%)

- **91%** listen at least 3 times a week
- **91%** SG Music listenership
- Strongest appreciation for SG Music
- Highest introversion, i.e. more home-time, attends events alone
- Digitally connected, with strong social life
- Seeks new knowledge, arts & culture experiences, time spent on hobbies
- Uses a mix of ways to listen to music, such as **paid subscription services (mainly Spotify) (21%), online music videos (20%), and offline radio (20%)**
- Discovers new music through **radio channels (52%), online videos (46%), TV shows/movies/games/musicals (32%), social media (24%), word-of-mouth (23%), internet radio (20%), streaming services (19%)**

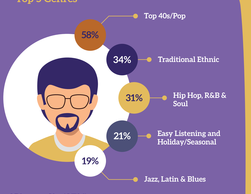
Top 5 Genres



2 The Extroverted Singapore Music Enthusiast (17%)

- **91%** listen at least 3 times a week
- **89%** SG Music listenership
- Music is a large part of their lives
- Perceives SG Music as available & identifiable
- More extroverted, i.e. likes company at events, not shy
- Strong social life
- Values time with family & friends
- Main way of accessing music is through **offline radio (27%), followed by online music videos (19%), offline library (17%), and paid subscription services (15%)**
- Discovers new music through **radio channels (62%), online videos (43%), TV shows/movies/games/musicals (36%), word-of-mouth (31%), social media (26%)**

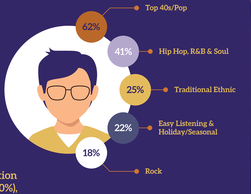
Top 5 Genres



3 The Avid Individualist (15%)

- **97%** listen to music at least 3 times a week
- **76%** SG Music listenership
- Strongest interest in music
- Less likely to listen to SG Music
- Digitally connected but less social
- Highly individualised hobbies & music interests
- Seeks novelty, inspiration & new experiences
- Accesses music through both traditional and online channels, including **paid subscription (mainly Spotify) (33%), online music video (20%), offline radio (17%), and offline library (16%)**
- Discovers new music through **online video (50%), radio channels (47%), family/friends' social media (33%), TV shows/movies/games/musicals (27%), Streaming service (27%), word-of-mouth (23%)**

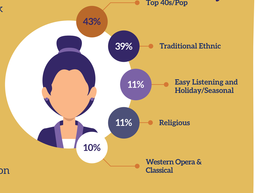
Top 5 Genres



4 The Uninterested (15%)

- **65%** listen to music at least 3 times a week
- **54%** SG Music listenership
- A majority identify themselves with learning outside of the classroom and committing time to their families
- Less keen on new experiences or learning about other cultures
- Less inclined to be sociable or to set aside time for physical activities or hobbies.
- Mostly listen for relaxation/background sound instead of dedicated music appreciation
- **Radio (31%) and TV (27%)** are the main source of music
- Discovers new music through **radio channels (36%), TV shows/movies/games/musicals (34%)**

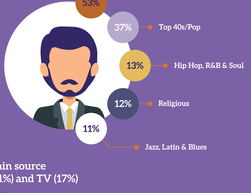
Top 5 Genres



5 The Casual Listener (12%)

- **84%** listen to music at least 3 times a week
- **84%** SG Music listenership
- Fairly interested in music
- Finds SG Music identifiable, diverse but hard to locate
- Least values learning outside of the classroom or new experiences
- Relatively more motivated by relationships, as well as finding time for leisure
- Neither very social nor introverted
- Majority stated **offline radio (31%) as their main source of music, followed by online music videos (21%) and TV (17%)**
- Discovers new music through **TV shows/movies /games/musicals (48%), radio channels (42%), online videos (38%)**

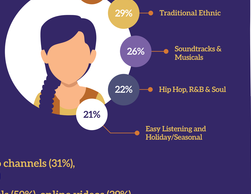
Top 5 Genres



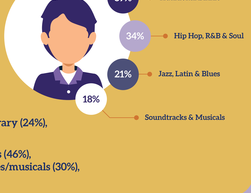
6 The Contented Collectivist (12%)

- **84%** listen to music at least 3 times a week
- **76%** SG Music listenership
- Average consumption and interest in music
- Positive perceptions of SG Music
- Less sociable
- Prefers to stay in Comfort Zone, regulated lifestyles; values family/ relationships most
- Unlikely to seek growth, inspiration or novelty
- Primarily listens to music through the **radio channels (31%), paid subscription (21%), online videos (19%)**
- Discovers new music through **radio channels (50%), online videos (39%), TV shows/movies/games/musicals (27%), word-of-mouth (22%)**

Top 5 Genres



7 The Unexposed (11%)

- **91%** listen to music at least 3 times a week
- **71%** SG Music listenership
- Considerable consumption of music
- Interested in SG music but finds it hard to locate
- Less sociable & more regulated lifestyle
- Physically active, values family/relationships
- Craves new experiences, hobbies & cultural inspiration
- Music is accessed mainly through **offline library (24%), radio (22%), or online music videos (21%)**
- Discovers new music through **radio channels (46%), online videos (45%), TV shows/movies/games/musicals (30%), social media (26%), streaming services (23%)**

Top 5 Genres