

# National Music Consumption Survey 2022

The National Arts Council tracks and seeks to understand the music consumption habits of Singaporeans. This includes their affinity towards music by Singaporeans (SG Music).

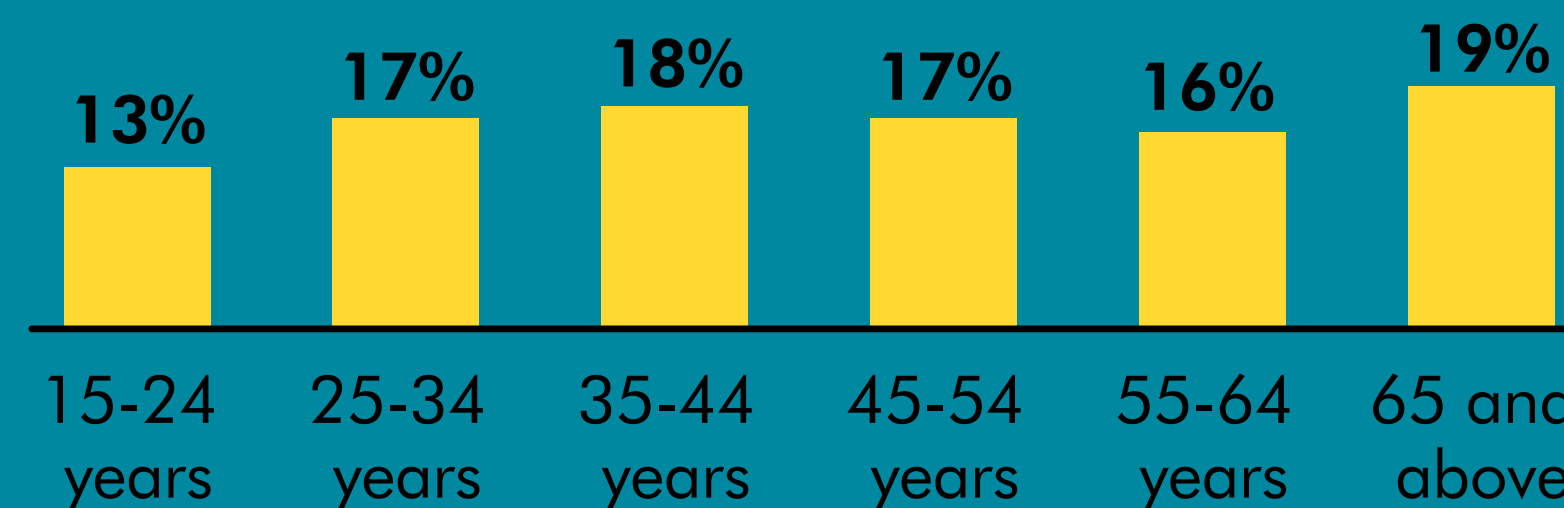
The **2022** survey is in its **third edition**, with the first and second edition conducted in 2017 and 2019.



# 1,008

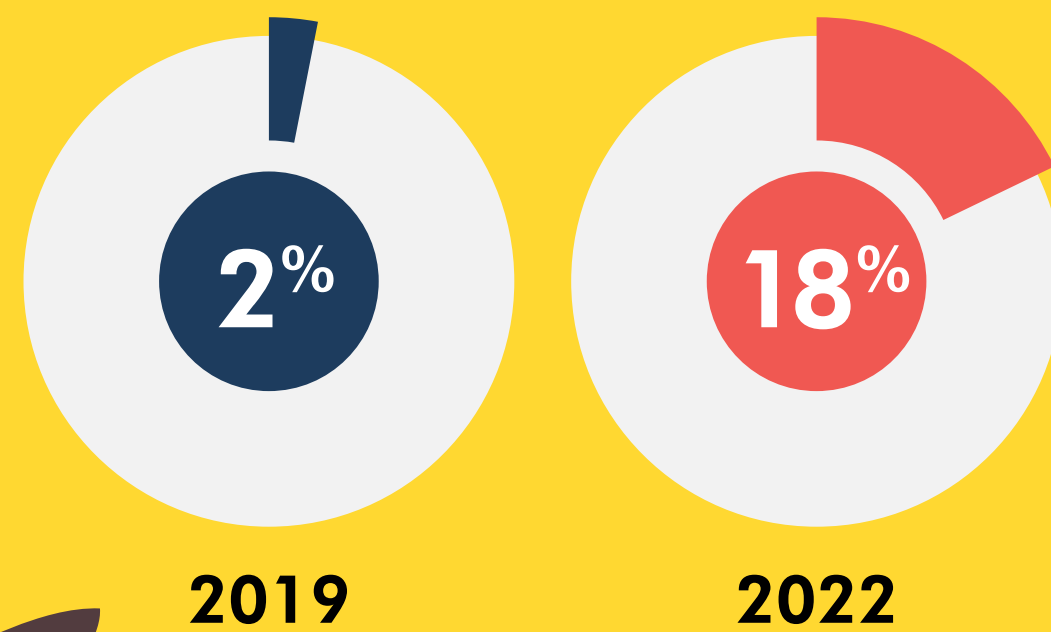
## Singapore Residents surveyed

Methodology: Door-to-door interviews



# COMPARISON OF MUSIC CONSUMPTION PATTERNS

More stopped listening to music in 2022



Existing music listeners are spending more time listening to music



Average time spent listening to music

Weekly Average

**21 hrs 8 mins**

Breakdown by weekday vs weekend:

Weekday Average

**3 hrs 11 min**

Weekend Average

**2 hrs 36 mins**

A significantly higher proportion of respondents aged 15 to 34 are interested in music



15-34 years  
**51%**



35-54 years  
**37%**



55 and above  
**29%**



# MUSIC LISTENERS' HABITS AND PREFERENCES

When do Singaporeans listen to music?



**45%**

Resting/ Relaxing/  
Unwinding



**25%**

Homework/  
Household chores



**22%**

Driving or Riding



**21%**

Exercising



**21%**

Commuting

## Most popular platforms

**17%** Free streaming services

**14%** Paid streaming services

**13%** Offline radio

**10%** Online music videos

**9%** Personal offline music library

## Top online platforms



**27%** YouTube



**25%** Spotify







**8%** Radio apps



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# HOW SINGAPOREANS LISTEN TO MUSIC

Discovered **new music artists** through

-  **29%** Radio
-  **18%** Online videos (Excl. music videos)
-  **17%** TV shows / movies / games / musicals
-  **16%** Streaming services
-  **15%** Family and friends

## Top radio stations for music discovery



**11%** Y.E.S. 93.3FM



**10%** Class 95FM



**8%** Love 97.2FM



**8%** 987FM

## Top social media channels



**9%** Facebook



**7%** TikTok



**7%** Instagram

## Top streaming services



**13%** Spotify








**8%** YouTube







# MORE SINGAPOREANS ARE NOW CONSUMING MUSIC ONLINE AND THROUGH STREAMING SERVICES

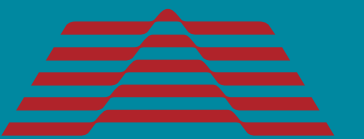
## 2019

## 2022

Online	48%	52% 
Offline	51%	29% 
Free streaming services	4%	17% 
Music videos & shorts	20%	10% 
Television	13%	4% 

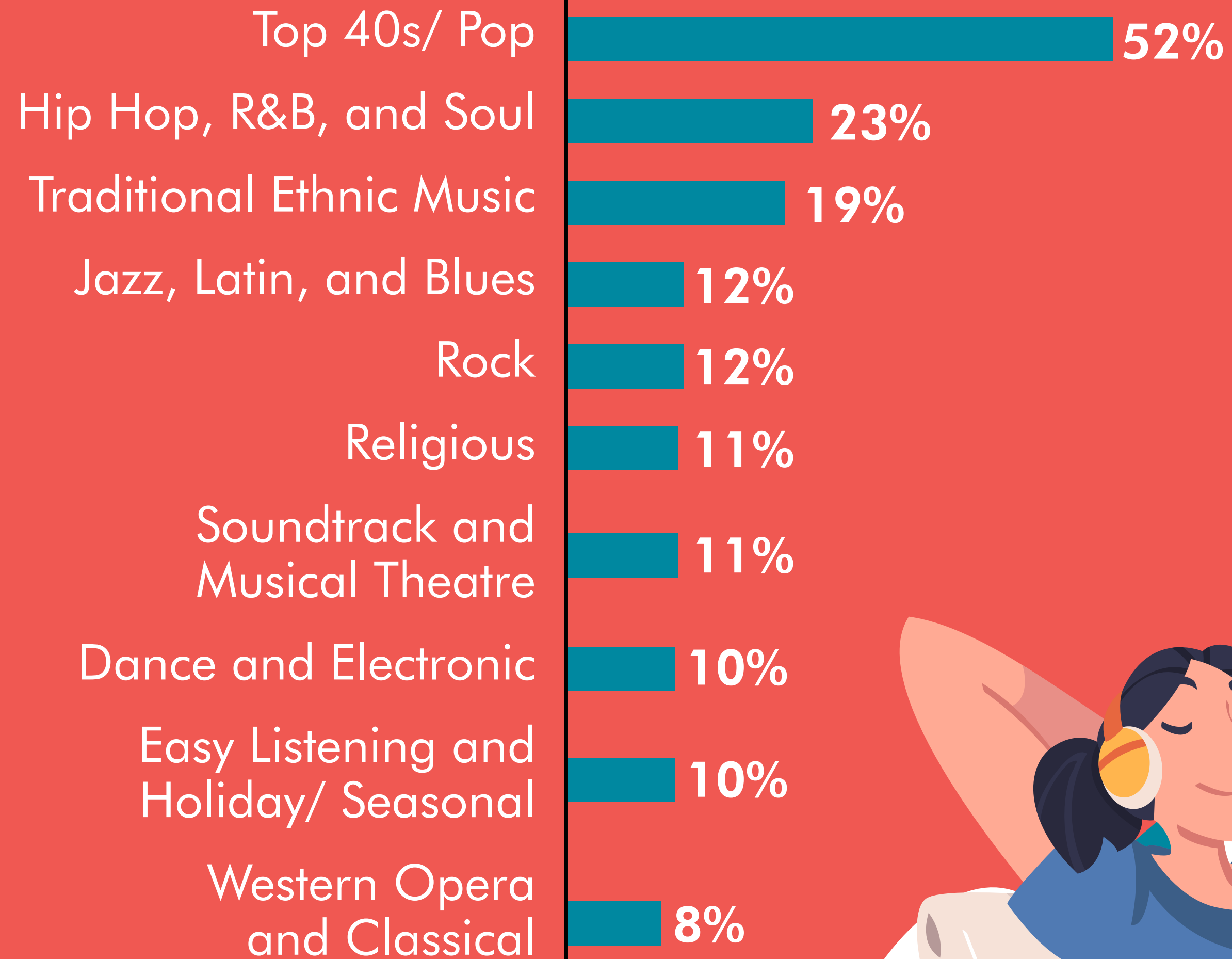
### Most popular online platform

YouTube 	36%	27% 
Spotify 	20%	25% 

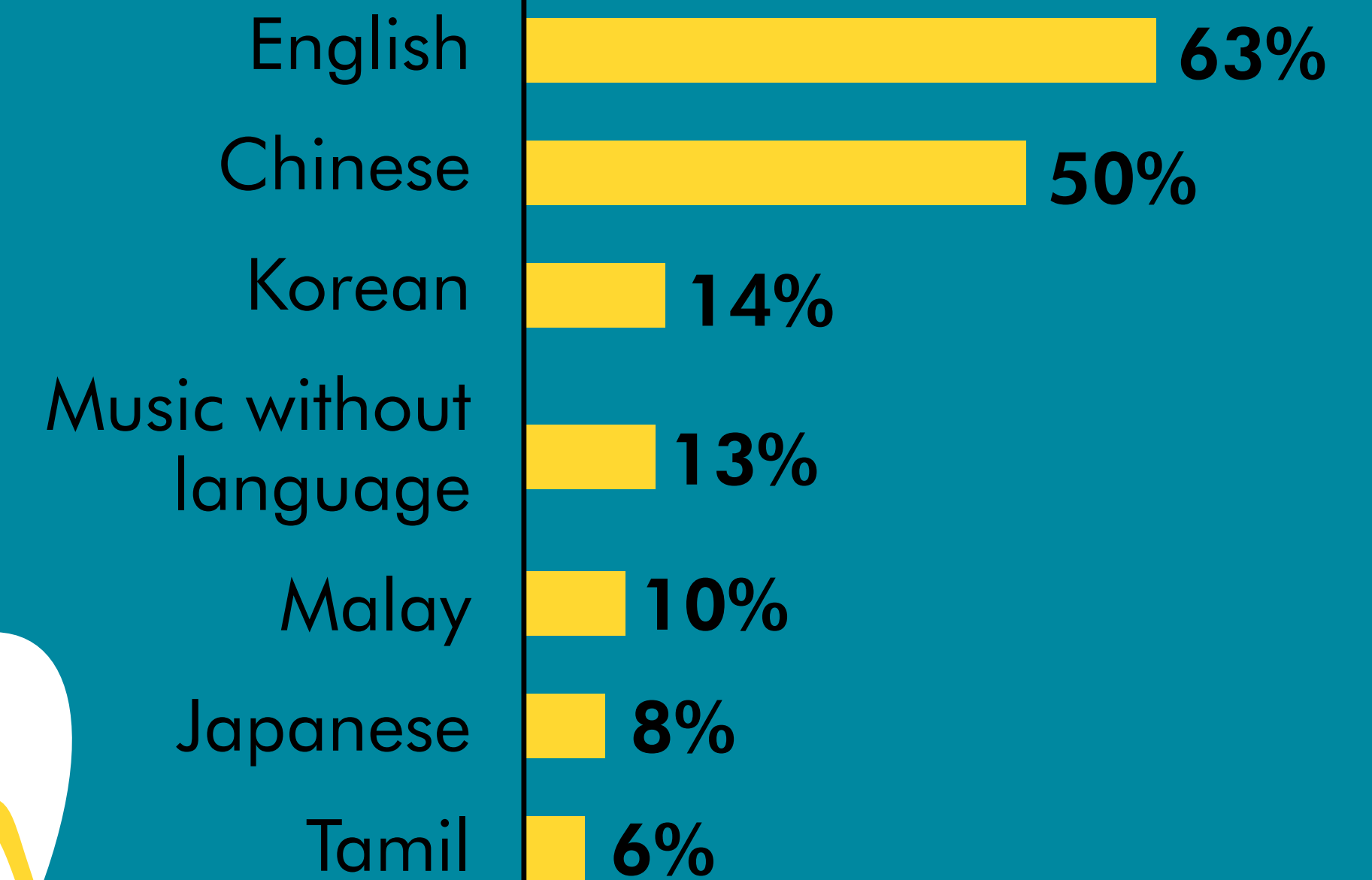


# MUSIC PREFERENCES OF SINGAPOREAN MUSIC LISTENERS

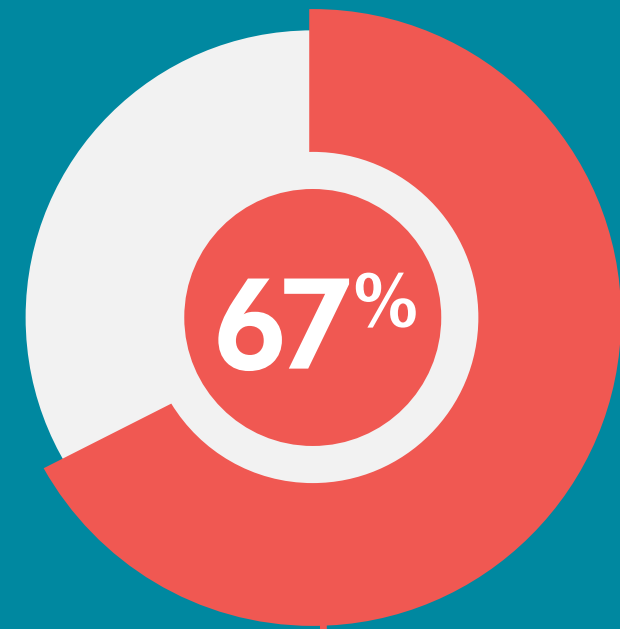
## Genres



## Language



# PERCEPTION OF MUSIC COMPOSED OR PERFORMED BY SINGAPOREANS



**67%** of Singaporeans\* listened to music composed or performed by Singaporeans



The 67% who listened spent **11%** of the time listening to music by Singaporean musicians

\*In 2022, perception of music composed or performed by Singaporeans were reported among residents who listened to music in the past 12 months only.

**67%** of Singaporeans can name at least one Singaporean musician

Most commonly cited Singaporean musicians

**33%** JJ Lin

**32%** Stefanie Sun Yan Zi

**13%** Dick Lee

Other Singaporean Musicians mentioned

Taufik Batisah  
Kit Chan  
Tanya Chua  
Benjamin Kheng  
Lee Wei Song  
Gentle Bones (Joel Tan)

Shabir  
Sezairi Sezali  
Lee Si Song  
The Sam Willows  
Liang Wern Fook  
Hady Mirza



# WHAT DO SINGAPOREANS THINK ABOUT MUSIC COMPOSED OR PERFORMED BY SINGAPOREANS\*

(% of respondents who agreed / strongly agreed)



\*In 2022, perception of music composed or performed by Singaporeans were reported among residents who listened to music in the past 12 months only.



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# WHAT DO SINGAPOREANS THINK ABOUT MUSIC COMPOSED OR PERFORMED BY SINGAPOREANS\*

(% of respondents who agreed / strongly agreed)

- 44%** I feel there is a wide variety of music by Singaporeans, in terms of choices across genres
- 44%** I can tell a Singaporean musician, music act, song, or musical piece apart from those from other parts of the world
- 37%** I am interested in music by Singaporeans, and actively seek it out
- 34%** I know of new Singaporeans musicians and songs / musical pieces by Singaporeans that have emerged in the past 2 years



\*In 2022, perception of music composed or performed by Singaporeans were reported among residents who listened to music in the past 12 months only.



# COVID-19'S EFFECT ON MUSIC EVENT ATTENDANCE

In 2021, **10%** of respondents attended online music events\*

**3%** attended paid online music events

**7%** attended music events by Singaporeans

**2%** attended paid music events by Singaporeans

\*Due to COVID-19, few physical music events were permitted in 2021 and 2022. Question in 2022 asked respondents for their attendance of online music events instead.

What do Singaporean music listeners plan to do in 2023?

**20%** intend to attend physical music events

**13%** intend to attend online music events





9%

Students aged  
between 15 to 24  
years old

### Top online platforms for listening to music



57%  
Spotify



20%  
YouTube

93% Listen to Music

Weekly average time spent listening to Music

33 hrs 23 min

### Ways to listen to music

- 44% Free streaming
- 36% Paid streaming
- 35% Online music videos
- 25% Personal offline music library
- 22% Online livestream performances

### Discovers new music from

- 36% Streaming services
- 33% Recommendation from friends / family
- 31% TV shows / movies / games / musicals
- 27% Family / friends' social media
- 24% Browsing non-MV online videos

### Top channels for music discovery

- 33% Spotify
- 21% Instagram
- 16% YouTube
- 16% TikTok
- 14% Class 95FM

49% Listen to SG Music

Weekly average time spent listening to SG Music

1 hr 23 mins

### Top 5 Genres

- 62% Top 40s / Pop
- 49% Hip Hop, R&B, and Soul
- 28% Rock
- 25% Dance and Electronic
- 23% Indie and Alternative

### Listen to music when

- 46% Resting / relaxing / unwinding
- 44% Doing homework / household chores
- 42% Commuting
- 35% Working out / exercising
- 32% Gaming



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**35%**

**Professionals,  
Managers,  
Executives and  
Businessmen**

**Top online platforms for listening  
to music**



**34%**  
Spotify



**26%**  
YouTube

**85%** Listen to Music

Weekly average time spent listening to Music

**22 hrs 16 min**

### Ways to listen to music

- 38%** Free streaming
- 30%** Paid streaming
- 28%** Online music videos
- 26%** Offline radio
- 21%** Online radio

### Discovers new music from

- 33%** Offline radio
- 21%** Browsing non-MV online videos
- 21%** Streaming services
- 19%** Recommendation from friends / family
- 17%** Family / friends' social media

### Top channels for music discovery

- 17%** Spotify
- 16%** Y.E.S. 93.3FM
- 13%** Facebook
- 13%** Class 95FM
- 12%** 987FM

**61%** Listen to SG Music

Weekly average time spent listening to SG Music

**2 hr 34 mins**

### Top 5 Genres

- 60%** Top 40s / Pop
- 37%** Hip Hop, R&B, and Soul
- 24%** Jazz, Latin, and Blues
- 22%** Soundtrack and Musical
- 19%** Rock

### Listen to music when

- 39%** Resting / relaxing / unwinding
- 35%** Driving or riding
- 31%** Commuting
- 29%** Working out / exercising
- 22%** Browsing music-related content



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**81%** Listen to Music

Weekly average time spent listening to Music

**18 hrs 6 min**

### Ways to listen to music

- 33% Free streaming
- 29% Online music videos
- 25% Offline radio
- 24% Online livestream performances
- 21% Paid streaming

### Discovers new music from

- 31% Offline radio
- 17% Browsing non-MV online videos
- 16% TV shows / movies / games / musicals
- 15% Family / friends' social media
- 15% Recommendation from friends / family

### Top channels for music discovery

- 14% Class 95FM
- 12% Facebook
- 11% Spotify
- 11% Y.E.S. 93.3FM
- 10% 987FM

**54%** Listen to SG Music

Weekly average time spent listening to SG Music

**2 hr 18 mins**

### Top 5 Genres

- 54% Top 40s / Pop
- 35% Hip Hop, R&B, and Soul
- 23% Traditional Ethnic Music
- 20% Jazz, Latin, and Blues
- 18% Soundtrack and Musical

### Listen to music when

- 39% Resting / relaxing / unwinding
- 30% Driving or riding
- 22% Working out / exercising
- 21% Commuting
- 21% Doing homework / household chores

**24%**

**Those married with children aged below 12 years old**

### Top online platforms for listening to music





**19%**

**Seniors aged  
65 years old  
and above**

### Top online platforms for listening to music



**22%**  
YouTube



**7%**  
Radio apps

**69%** Listen to Music

Weekly average time spent listening to Music

**16 hrs 27 min**

### Ways to listen to music

- 30%** Offline radio
- 21%** TV
- 17%** Online music videos
- 12%** Online livestream performances
- 12%** Personal offline music library

### Discovers new music from

- 27%** Offline radio
- 16%** TV shows / movies / games / musicals
- 12%** Browsing non-MV online videos
- 9%** TV ads
- 5%** Online ads

### Top channels for music discovery

- 8%** Class 95FM
- 8%** Capital 95.8FM
- 7%** Y.E.S. 93.3FM
- 7%** Love 97.2FM
- 6%** GOLD 90.5FM

**45%** Listen to SG Music

Weekly average time spent listening to SG Music

**4 hr 41 mins**

### Top 5 Genres

- 44%** Top 40s / Pop
- 25%** Traditional Ethnic Music
- 15%** Religious
- 10%** Easy Listening / Seasonal
- 8%** Western Opera / Classical

### Listen to music when

- 50%** Resting / relaxing / unwinding
- 20%** Doing homework / household chores
- 16%** Driving or riding
- 15%** Before sleep / nap
- 10%** Working out / exercising



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