



ANNEX B: NATIONAL MUSIC CONSUMPTION SURVEY INFOGRAPHICS

National Music Consumption Survey 2017



n=1000 door-to-door surveys conducted from May to June 2017



with a respondent profile (15 years and above) representative of Singapore's population in terms of age, gender, ethnicity, dwelling type, and residential status





MUSIC CONSUMPTION

IN THE PAST 12 MONTHS, MUSIC WAS LISTENED TO BY...

98% of Singaporeans

With

93% listening at least once a week



And

62% listening daily



SINGAPOREAN MUSIC

Defined as any genre of music composed or performed by musicians who are Singapore citizens or permanent residents

71% of Singaporeans

With

35% listening at least once a week



And

8% listening daily



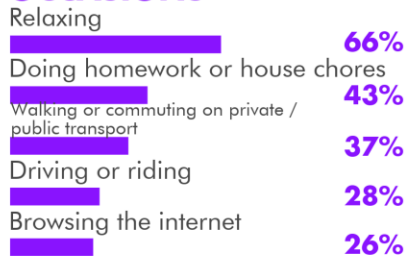
53%
INTERESTED IN MUSIC



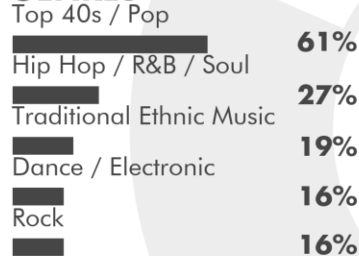
30%
SET ASIDE TIME INTENTIONALLY TO LISTEN TO MUSIC

TOP 5

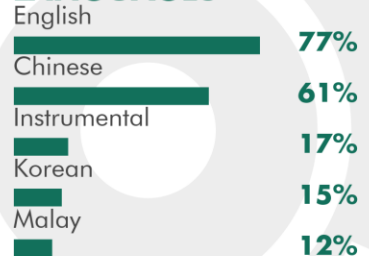
MUSIC LISTENING OCCASIONS



GENRES



LANGUAGES



AS PEOPLE GET OLDER...

Interest in music and music consumption decrease. Music access shifted to FM radio with less content control, and music is increasingly listened to while relaxing.

YOUTHS

15 - 24 years old



SENIORS

65 years old and above



Interest in music: High 70% 42% Moderate

Music consumption: High 75% 52% Moderate

Access to music: Music Library ACTIVE CONTENT CONTROL PASSIVE CONTENT CONTROL FM Radio

Listening occasions: While doing other things SUPPLEMENTARY DEDICATED Relaxing



TOP 5

MUSIC
ACCESS &
DISCOVERY



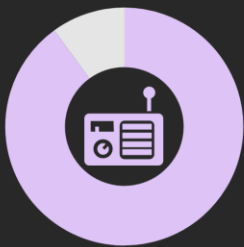
WAYS TO ACCESS MUSIC



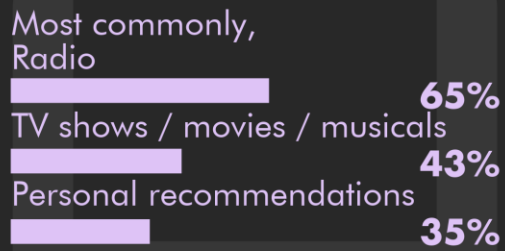
Most used online
platforms to
access music:

- YouTube (60%)
- Spotify (20%)
- Radio Apps (15%)

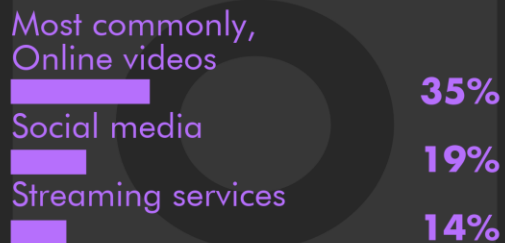
Discover new music
through...



OFFLINE
CHANNELS
90%



ONLINE
CHANNELS
52%



↑ 82% among Youths
(15 - 24 years old)



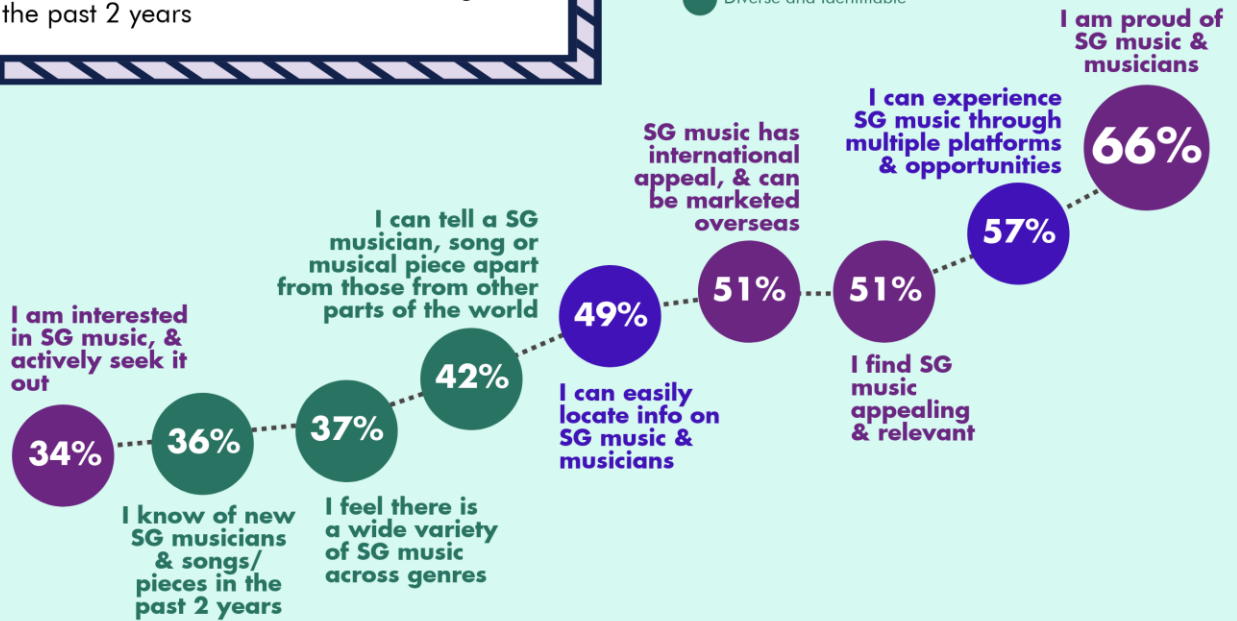
PERCEPTIONS OF SINGAPOREAN MUSIC

Defined as any genre of music composed or performed by musicians who are Singapore citizens or permanent residents

While most people said they were proud of Singaporean music and musicians, only 1 in 3 actively sought out Singaporean music, or were aware of new musicians / songs in the past 2 years

Singaporean music is perceived as...

- Valuable/ Interesting
- Easily Accessible
- Diverse and Identifiable



TOP 5

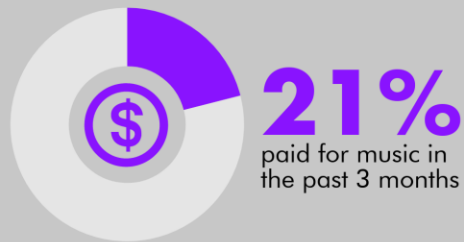
REASONS FOR NOT LISTENING TO SINGAPOREAN MUSIC





MUSIC PURCHASES AND EVENT ATTENDANCE

MUSIC PURCHASES



Purchasing music on mobile / tablet is one of the top ways of buying music

TOP 5 MUSIC-PURCHASING ACTIVITIES (PAST 3 MONTHS)

Purchased a music CD / DVD / Blu-ray	10%
Paid to stream music on mobile / tablet	6%
Paid to stream music on computer / laptop	4%
Paid to download music onto mobile / tablet	4%
Paid to download music onto computer / laptop	3%

EVENT ATTENDANCE



ALL MUSIC

% who attended music events in the past 12 months
31%

Average number of events attended
4.3

SG MUSIC

18%

3.5

AGE DIFFERENCE in music event attendance

Under 45s have higher attendance

36-40%

45-54 is in the middle

27%

55 and above is lower

16-18%



% who attended paid music events in the past 12 months
21%

Average number of paid events attended
2.6

8%

2.1

TOP 5 GENRES

MUSIC EVENTS

Top 40s / Pop	47%
Hip Hop / R&B / Soul	20%
Western Opera & Classical	19%
Traditional Ethnic Music	17%
Rock	15%

REGULAR LISTENING

Top 40s / Pop	61%
Hip Hop / R&B / Soul	27%
Traditional Ethnic Music	19%
Dance / Electronic	16%
Rock	16%

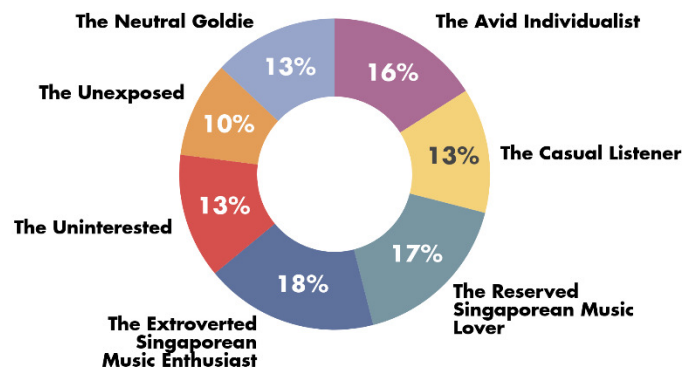


National Music Consumption Survey 2017

A LOOK AT THE TYPES OF MUSIC LISTENERS IN SINGAPORE

7 segments were formed based on a set of 42 psychographic statements considering listeners' general interest in music, their perceptions of Singaporean music, and their lifestyle / personalities.

MUSIC LISTENER SEGMENTS






THE AVID INDIVIDUALIST

- **Strongest overall interest in music**
- Most likely to find Singaporean music accessible, but **2nd least interested in Singaporean music**
- **2nd greatest tendency to seek novelty and inspiration**
- **Least likely to be sociable and trendy**

PROFILE SKEW
Students
15-24 Years Old

MUSIC LISTENERSHIP
76% INTERESTED IN MUSIC
Listen at least 3x a week **94%**
Listen to SG music **64%**

- HOW THEY CONSUME MUSIC**
1. Offline music libraries
 2. Online music videos
 3. Paid streaming services

- HOW THEY DISCOVER MUSIC**
1. Radio
 2. Online videos
 3. Personal recommendations

PROFILE SKEW
PMEBs
25-34 Years Old

MUSIC LISTENERSHIP
52% INTERESTED IN MUSIC
Listen at least 3x a week **88%**
Listen to SG music **77%**

- HOW THEY CONSUME MUSIC**
1. Radio
 2. Offline music libraries
 3. Online music videos

- HOW THEY DISCOVER MUSIC**
1. Radio
 2. Personal recommendations
 3. TV / movies / games / musicals



THE CASUAL LISTENER

- **Moderate interest in music**
- **Feels that Singaporean music is identifiable and diverse, but difficult to find / access**
- **Places least value on relationships and fulfillment in life**
- **Leads ordinary, moderately sociable lifestyle**



THE RESERVED SG MUSIC LOVER

- **Strongest appreciation of Singaporean music**
- **Scored highest on introversion**
- However, they are still **digitally connected**, with active social lives and are **trend followers**
- **Constantly seeks to learn new things**, with arts and culture as important pursuits

PROFILE SKEW
Female PMEbs
15-44 Years Old

MUSIC LISTENERSHIP
67% INTERESTED IN MUSIC
Listen at least 3x a week **91%**
Listen to SG music **87%**

- HOW THEY CONSUME MUSIC**
1. Offline music libraries
 2. Paid streaming services
 3. Radio

- HOW THEY DISCOVER MUSIC**
1. Radio
 2. TV / movies / games / musicals
 3. Online videos

PROFILE SKEW
Married with children, female PMEbs
35-44 Years Old

MUSIC LISTENERSHIP
75% INTERESTED IN MUSIC
Listen at least 3x a week **89%**
Listen to SG music **85%**

- HOW THEY CONSUME MUSIC**
1. Offline music libraries
 2. Online music videos
 3. Radio

- HOW THEY DISCOVER MUSIC**
1. Radio
 2. TV / movies / games / musicals
 3. Personal recommendations



THE EXTROVERTED SG MUSIC ENTHUSIAST

- **Positive towards Singaporean music**
- **Finds Singaporean music easily available and identifiable**
- **Extroverted, sociable and trendy**
- **Values spending time with family and friends**



THE UNINTERESTED

- **Least interested in music**
- **Values Singaporean music the least**
- **Prioritises work** over family and friends
- **Relatively less regulated lifestyle** (i.e. no fixed daily routine)
- **Growth, inspiration and novelty** are also less important

PROFILE SKEW
Male working adults
35-64 Years Old

MUSIC LISTENERSHIP
8% INTERESTED IN MUSIC
Listen at least 3x a week **81%**
Listen to SG music **47%**

- HOW THEY CONSUME MUSIC**
1. Radio
 2. Online music videos
 3. Offline music libraries

- HOW THEY DISCOVER MUSIC**
1. Radio
 2. TV / movies / games / musicals
 3. Personal recommendations

PROFILE SKEW
Retirees/ housewives
55 and up

MUSIC LISTENERSHIP
53% INTERESTED IN MUSIC
Listen at least 3x a week **84%**
Listen to SG music **59%**

- HOW THEY CONSUME MUSIC**
1. Offline music libraries
 2. Radio
 3. Online music videos

- HOW THEY DISCOVER MUSIC**
1. Radio
 2. TV / movies / games / musicals
 3. Online videos



THE UNEXPOSED

- **Finds Singaporean music valuable, but not easily available/ accessible**
- **Values family and relationships**
- **More physically active, seeking new experiences and growth**, compared to Neutral Goldie
- **Not so sociable or trendy**



THE NEUTRAL GOLDIE

- **Lower interest in music**
- **Does not find Singaporean music diverse or identifiable**
- **Places most value on family and relationships**
- **Less inclined to seek growth** and novelty
- **Lives a regulated lifestyle**
- **Not sociable or trendy**

PROFILE SKEW
Female retirees/ housewives
55 and up

MUSIC LISTENERSHIP
21% INTERESTED IN MUSIC
Listen at least 3x a week **76%**
Listen to SG music **70%**

- HOW THEY CONSUME MUSIC**
1. Radio
 2. Offline music libraries
 3. TV

- HOW THEY DISCOVER MUSIC**
1. Radio
 2. TV / movies / games / musicals
 3. Personal recommendations