

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

Relaxing



66%

Doing homework or house chores



43%

Walking or commuting on private / public transport



37%

Driving or riding



28%

Browsing the internet



26%

GENRES

Top 40s / Pop



61%

Hip Hop / R&B / Soul



27%

Traditional Ethnic Music



19%

Dance / Electronic



16%

Rock



16%

LANGUAGES

English



77%

Chinese



61%

Instrumental



17%

Korean



15%

Malay



12%

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

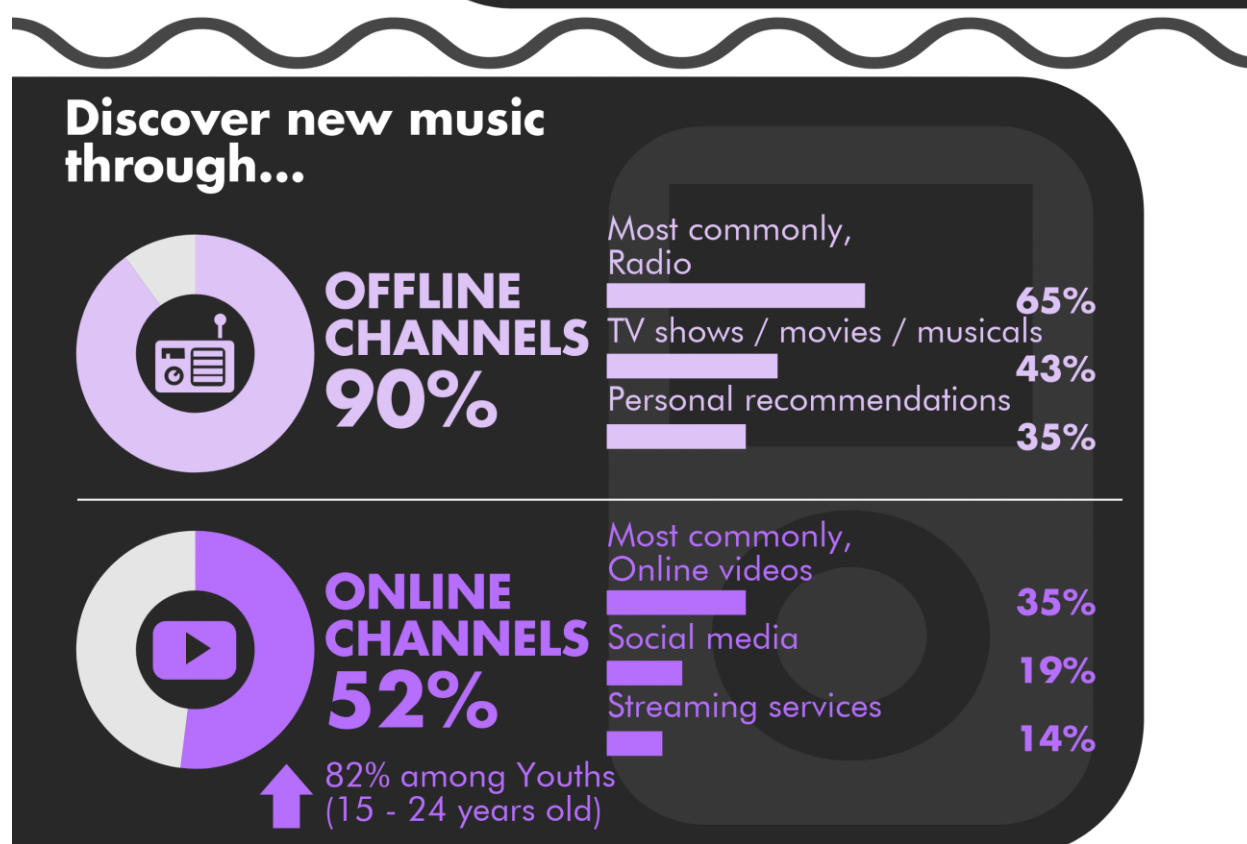
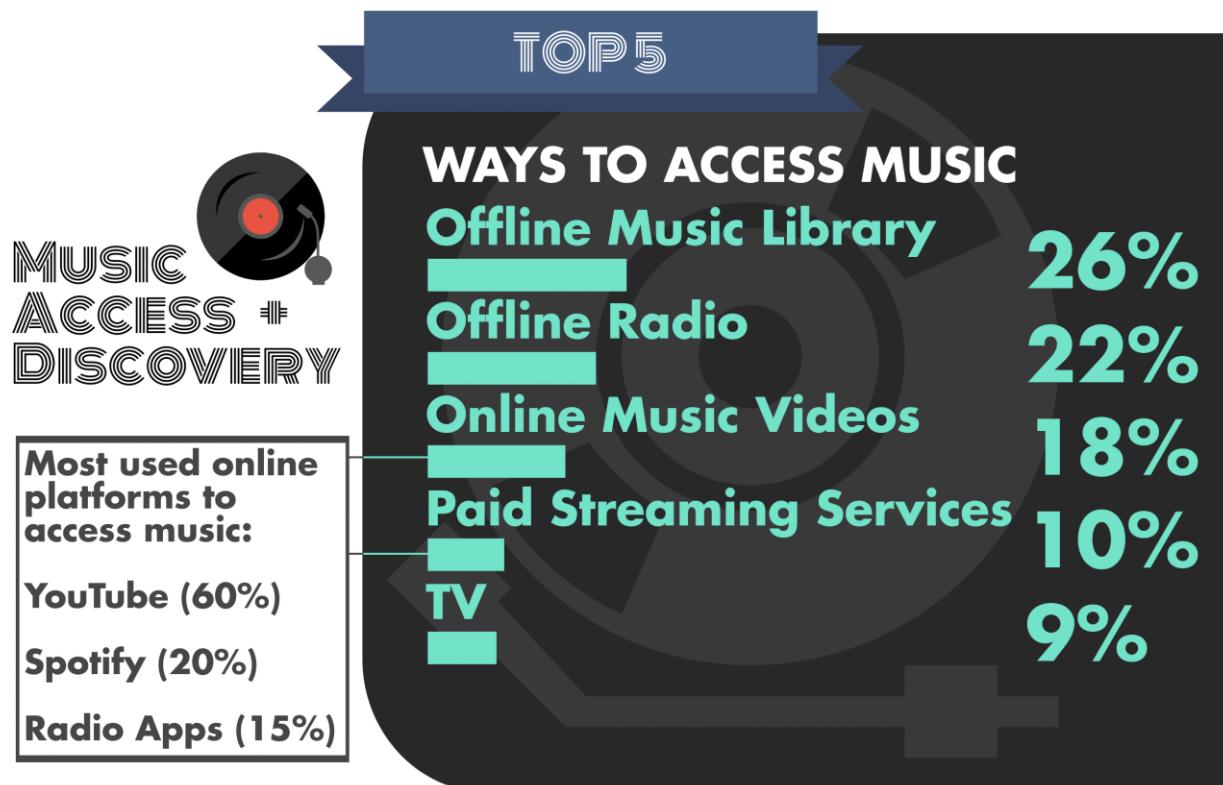
Listening occasions:

While doing other things

SUPPLEMENTARY

DEDICATED

Relaxing





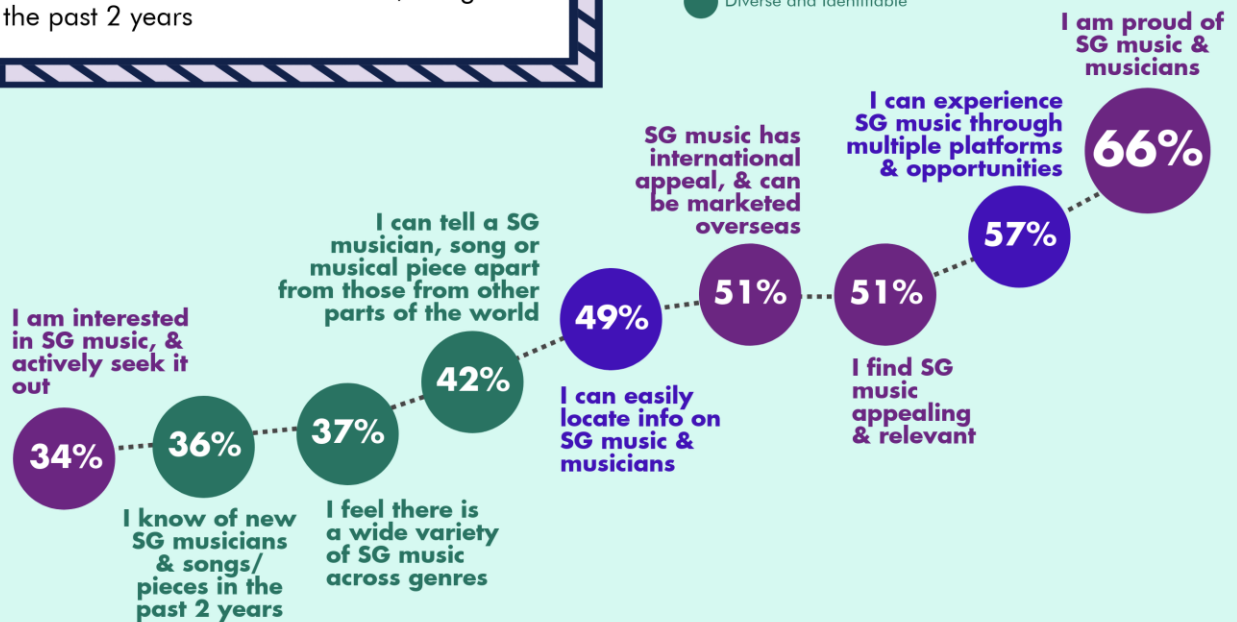
PERCEPTIONS OF SINGAPOREAN MUSIC

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



TOP5

REASONS FOR NOT LISTENING TO SINGAPOREAN MUSIC





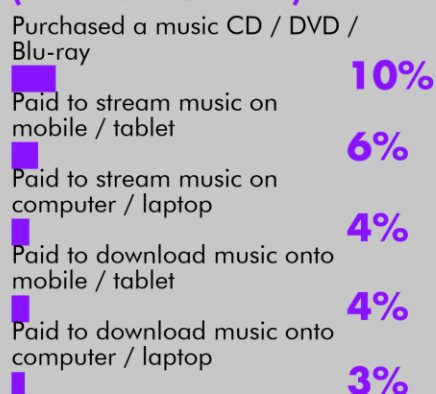
MUSIC PURCHASES AND EVENT ATTENDANCE

MUSIC PURCHASES



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

TOP 5 MUSIC-PURCHASING ACTIVITIES (PAST 3 MONTHS)



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

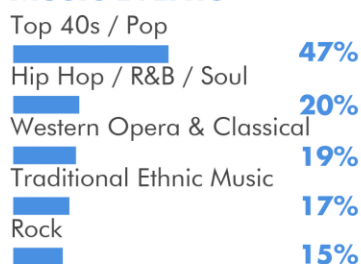
2.6

8%

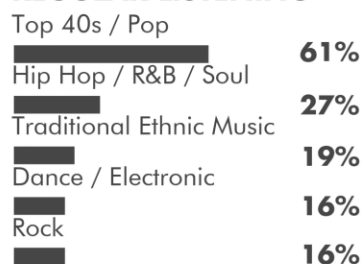
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TOP 5 GENRES

MUSIC EVENTS



REGULAR LISTENING

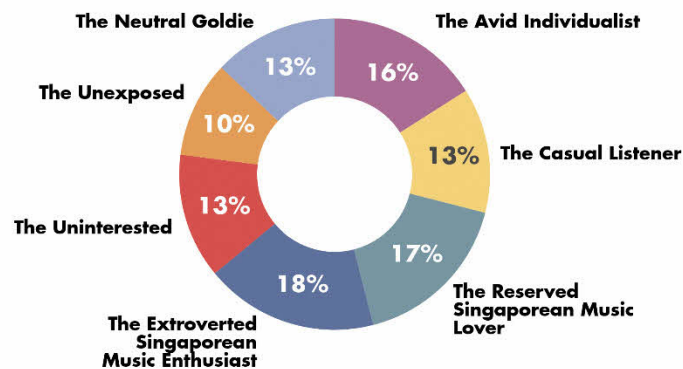


National Music Consumption Survey 2017

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 fulfilment 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