

New Music Fans

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Foreword

Successfully seeding new music artists has so often relied on grassroots supporters to find and share new passions, and this report looks at these New Music Fans, helping to define who they are and how to find them.

We highlight this important group that loves to discover new music and new artists; people who to a greater or lesser extent we find define themselves through their music fandom. Despite their youth we discover their love of 90s and 80s, as well as Bob Marley and Queen, plus their use of Spotify and Instagram Stories.

This analysis uses data from YouGov's unparalleled GB Profiles data set, including over 12,000 people who strongly agree they like to discover new music/artists, representing around 10% of the general public.

Data in this report only scratches the surface of how audiences of this kind can be defined and then targeted so contact us for information about how to get more details.



Oliver Rowe

Global Sector Head, Leisure
& Entertainment, YouGov

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100s

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each panellist

**YouGov is the most quoted market
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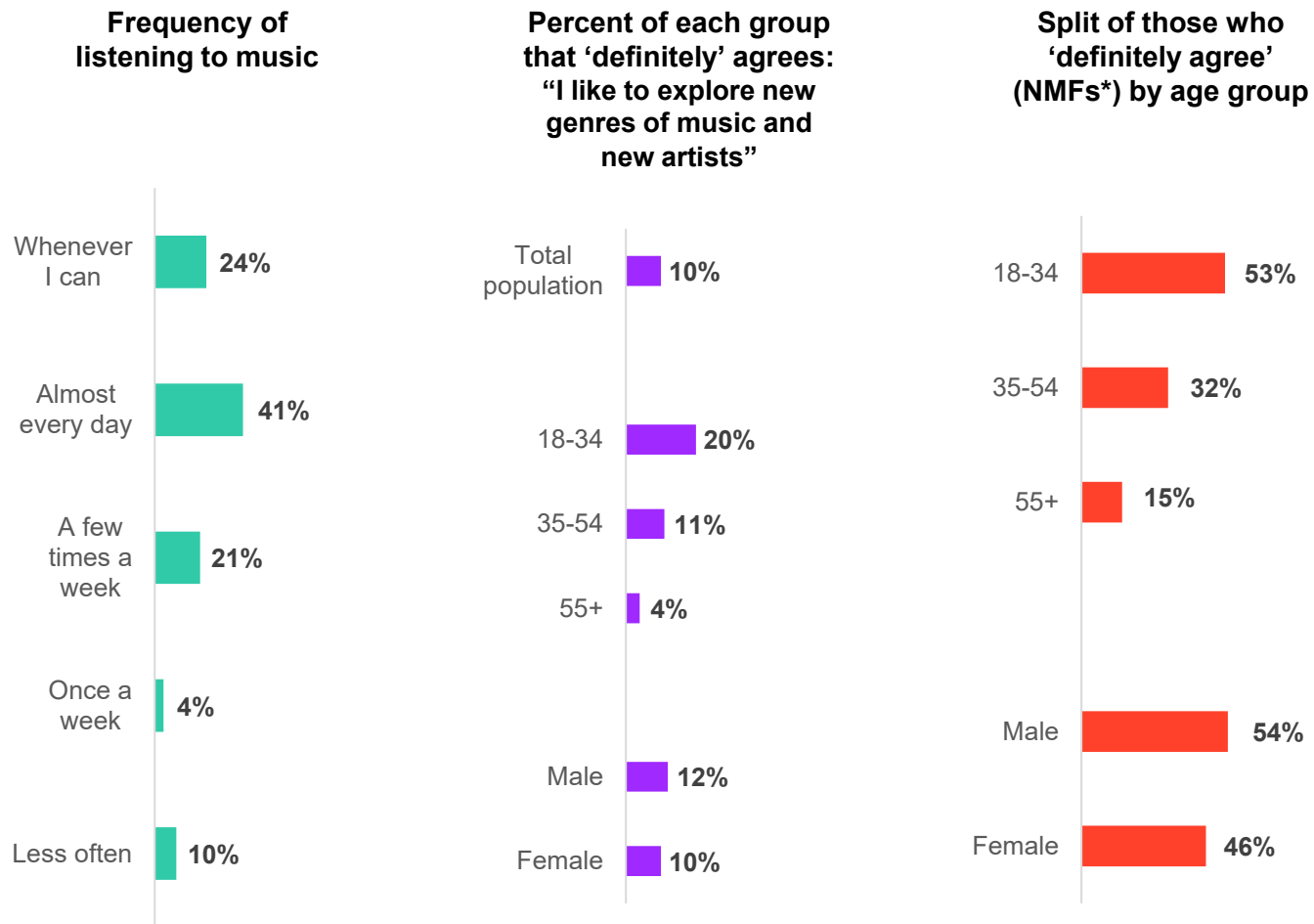
Brits love music but some explore new music much more than others

Two thirds of Brits (**65%**) listen to music almost daily.

Just **10%** 'definitely agree' that they like to explore new music genres and new artists. In this report we will refer to them as New Music Fans (NMFs).

The majority (**53%**) of these NMFs are aged under 35, and there are slightly more men than women.

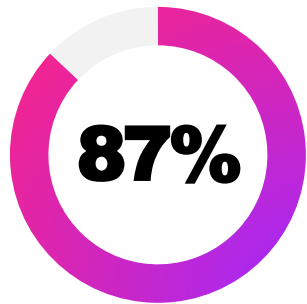
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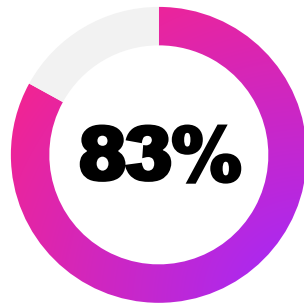
Source: YouGov UK Profiles, Nov22–Oct23, c.123,000 respondents of whom 12,355 definitely agree 'like to explore new music genres/artists'
 *NMFs are 'new music fans', people who definitely agree 'I like to explore new genres of music and new artists'

New Music Fans are deeply engaged with music and their favourite artists

Music is a critical part of who they are
and how they spend their time

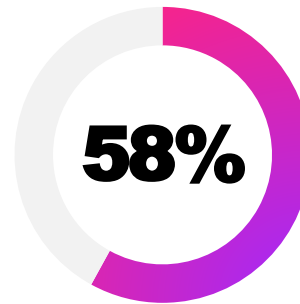


I'm obsessed with music
or I'm a music lover

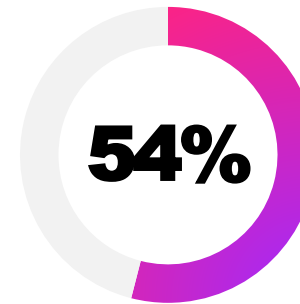


I couldn't get through
the day without
listening to music

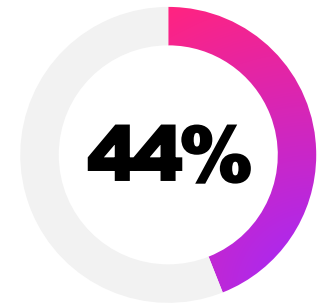
Music discovery and suggestion is in their personality...even if they
can sometimes feel overwhelmed



I like to discover new
music artists before
my friends



People often come to me
for suggestions for new
music/movies/TV shows



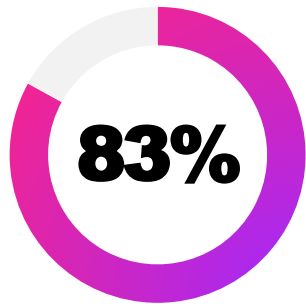
I sometimes feel
overwhelmed by the
amount of music out there

Source: YouGov UK Profiles, Nov22–Oct23, c.123,000 respondents of whom 12,355 definitely agree 'like to explore new music genres/artists'

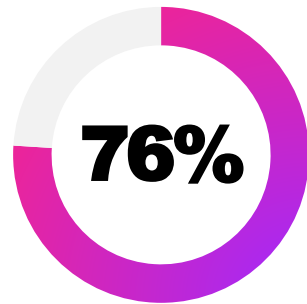
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New Music Fans are deeply engaged with music and their favourite artists

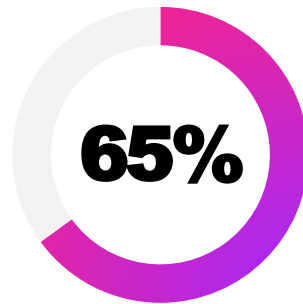
They like a deeper and more active engagement with artists



I enjoy seeing my favourite music artists live



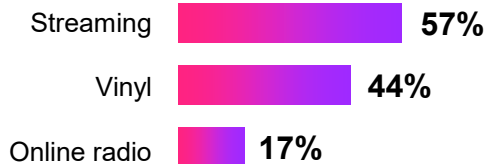
I'm happy to spend money to support my favourite music artists



It's important for a music artist to have a vision or belief

The majority are willing to pay for music

Willing to pay for:



But 49% agree there is nothing wrong with downloading music without paying for it

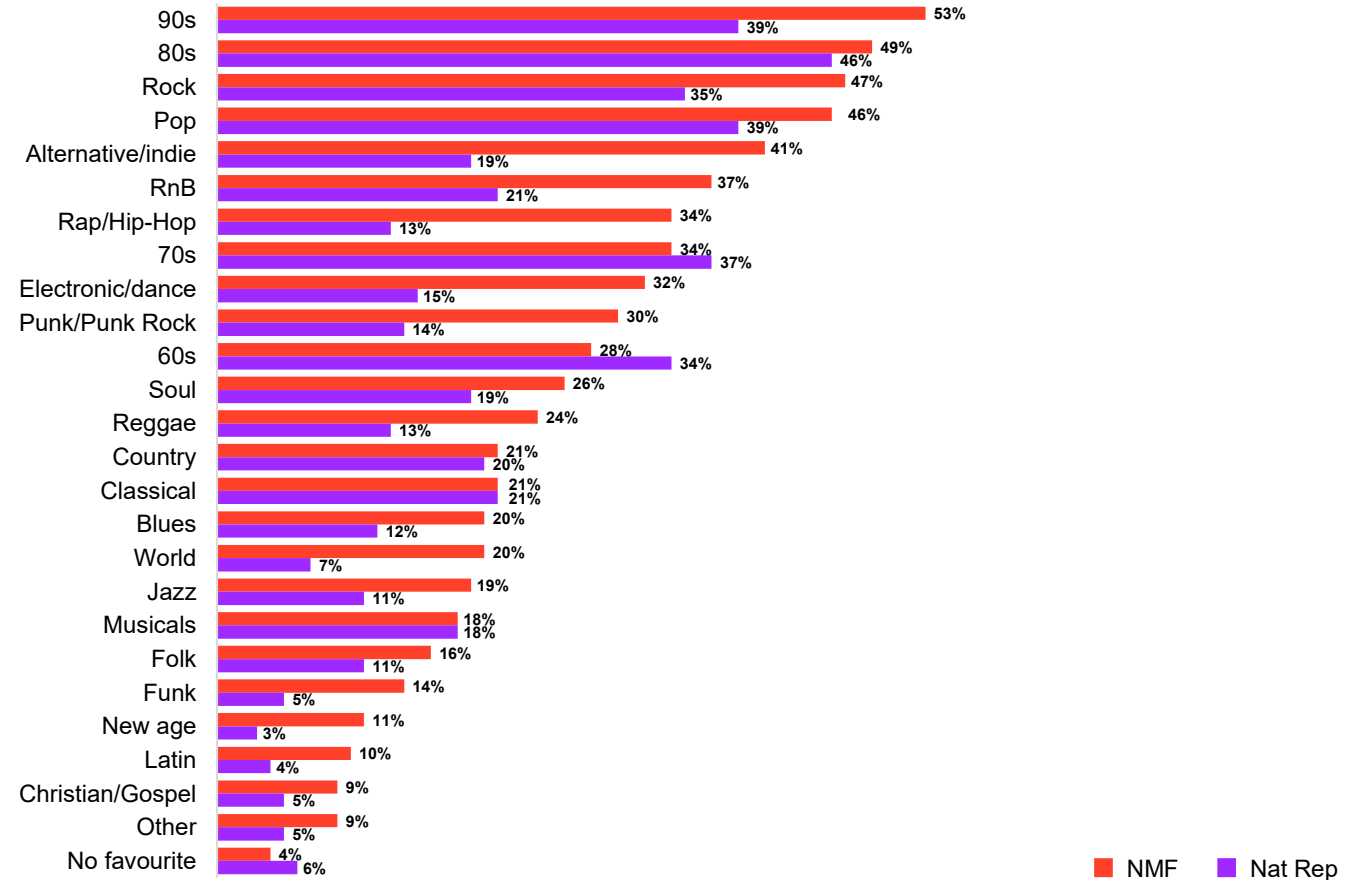


NMFs favourite music genres

- The top three genres for NMFs are 90s, 80s and Rock, with Pop coming fourth
- Alt/Indie, Electronic/Dance and Rap/Hip-Hop are where we see the widest gap between NMFs tastes and the rest of the public
- Nearly all minor genres are more popular with NMFs

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Favourite music genres



Q. Which, if any, of the following genres of music are your favourites? Please select all that apply.

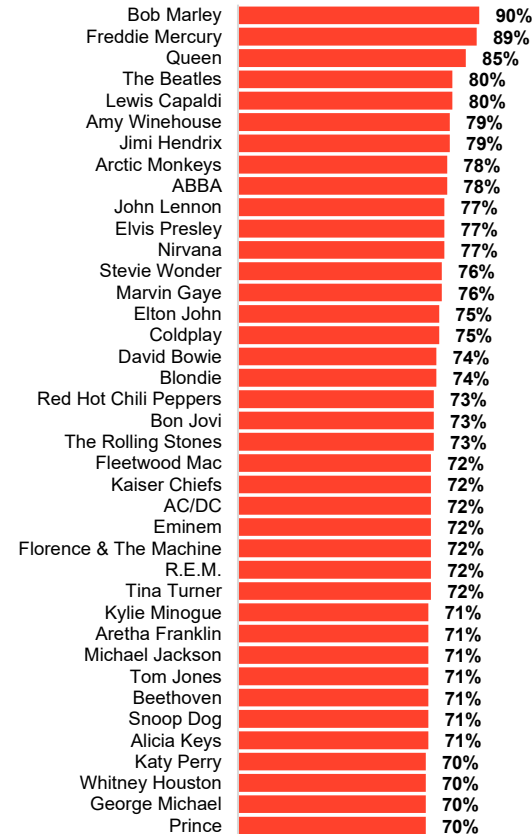
Source: YouGov UK Profiles, Nov22–Oct23, c.84,575 respondents of whom 7,364 definitely agree 'like to explore new music genres/artists'

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NMFs favourite music artists and festivals

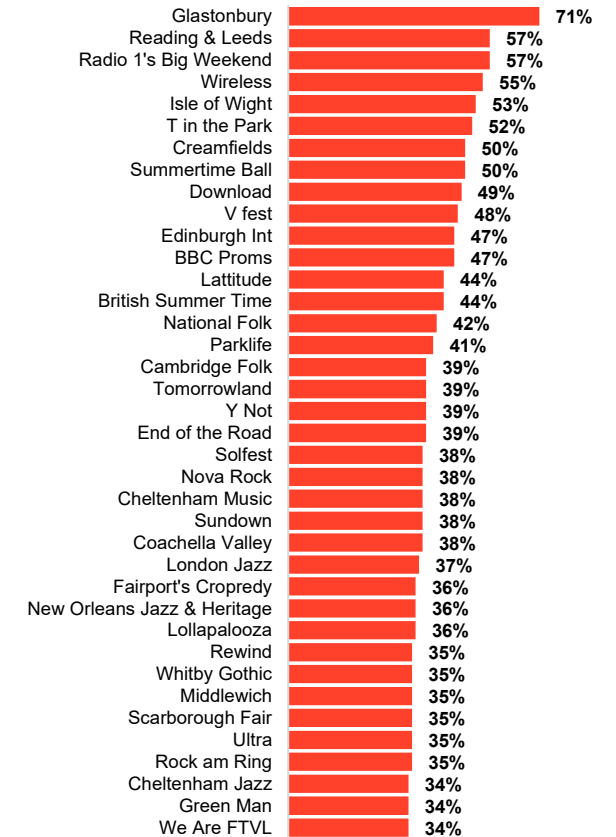
- While most top artists for NMFs are classic icons, Lewis Capaldi stands out as the newcomer
- The artists cover a lot of different genres
- Almost all artists are more popular among NMFs than among the rest of the public (exceptions include Ed Sheeran, Duran Duran, Katherine Jenkins, and The Everly Brothers)
- While Glastonbury is their favourite festival, those that index highest for NMFs vs wider public are Wychwood, Infest UK, Untold, Nova Rock, and Sziget

Favourite artists



■ NMF

Favourite festivals



■ NMF

Q. Please tell us what you think about each of the following artists (5 point scale, asked of 1,000+ artists)

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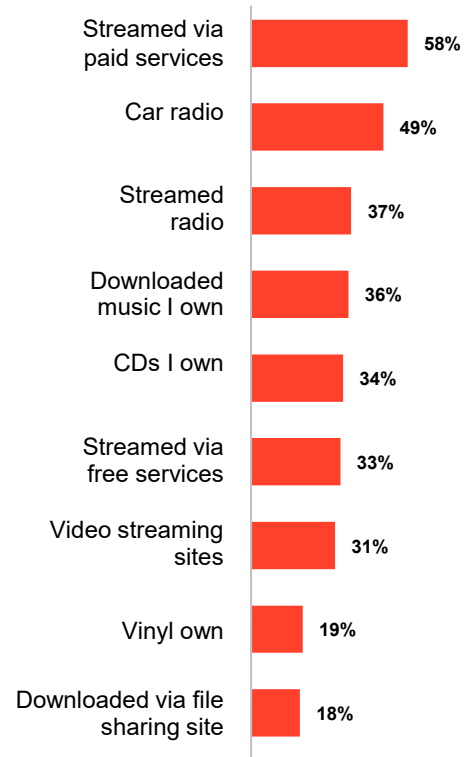
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Paid for streaming services are the top way NMFs are listening to music, with Spotify leading the way

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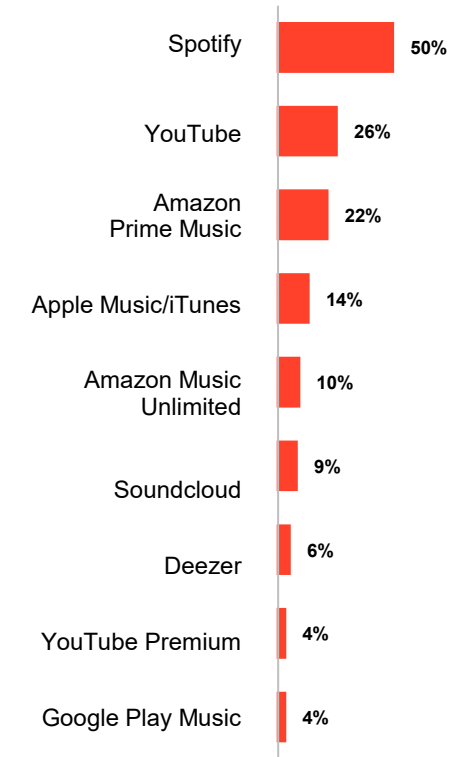
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Ways NMFs listen to music*



■ NMF

Top services used by NMFs to stream music



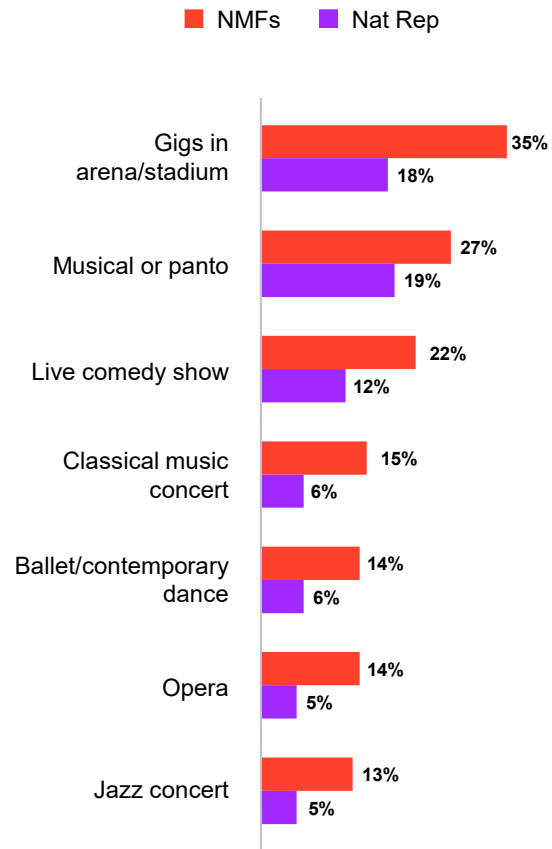
■ NMF

Q. Thinking about music, which, if any, of the following have you done in the past 6 months? Please select all that apply
 Q. Which, if any, of the following online music services do you currently use either on a free or paid-for subscription? Please select all that apply.
 Sample: YouGov UK Profiles, Aug22-July23, 6,598 and 6,810 respondents

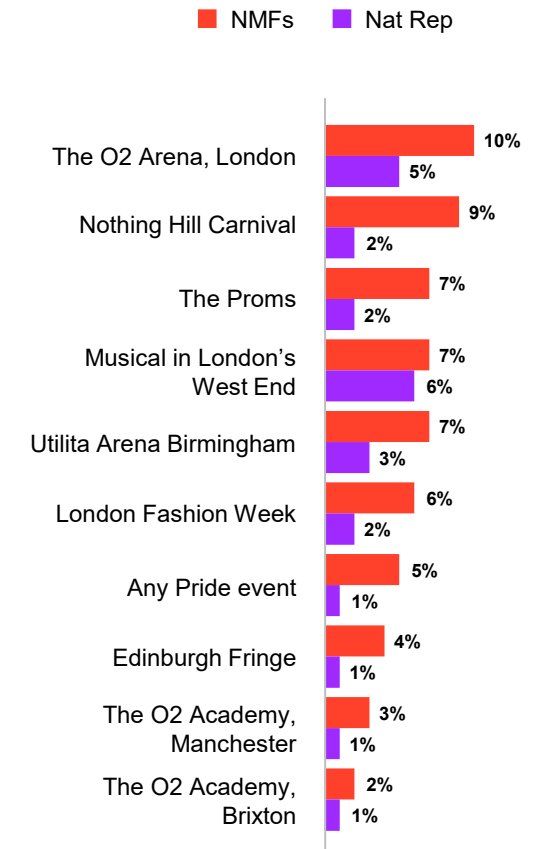
NMFs attend more live music events

- Over a third (**35%**) of NMFs have gone to an arena/stadium music gig in the past 6 months, almost double that of the rest of the population
- They are also more likely to have attended other types of live music
- They have visited more live music/entertainment venues and events than other people – young NMFs are more musically active than other young people

Activities in past 6 months



Venues & events attended in past year



Q. When did you last visit each of the following?

Q. Which, if any, of the following venues have you visited/events have you attended in the last 12 months for a sports or entertainment event?

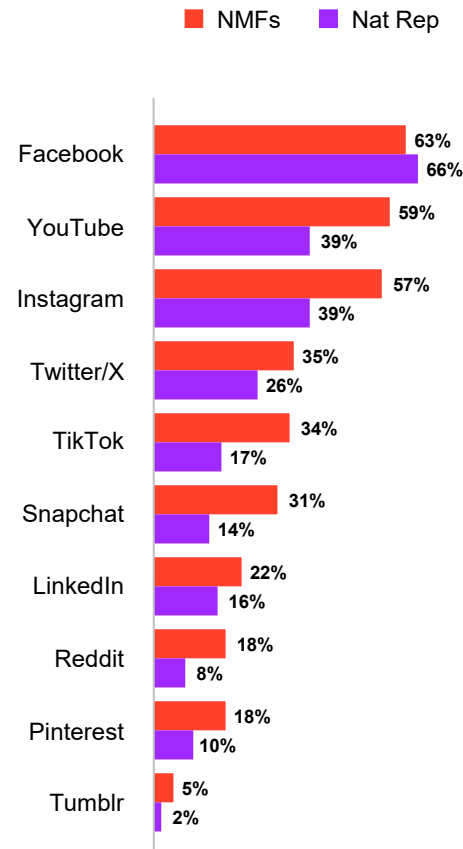
Sample:

NMFs use different social platforms, broadly reflecting their age

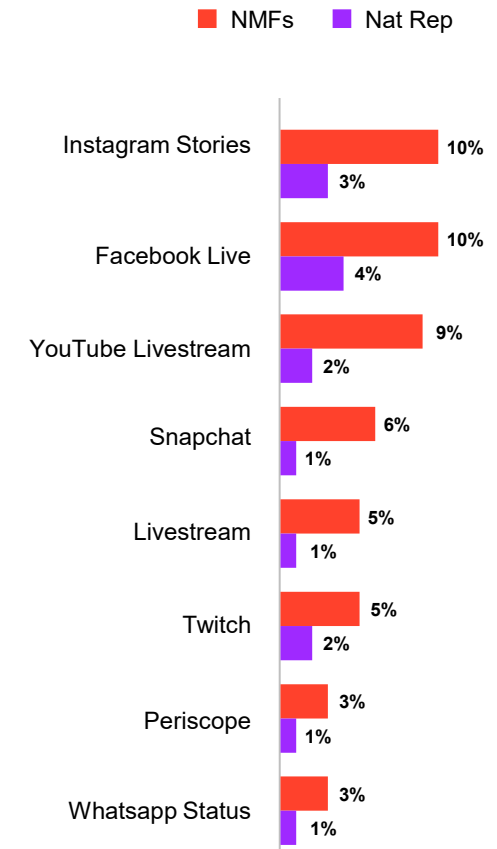
- Facebook is the top platform but NMFs over-index most for YouTube, Instagram, TikTok and Snapchat
- NMFs are also far more likely to use streaming platforms than other people (even those in the same age group)

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Top social platforms for NMFs



Top live streaming platforms for NMFs



Q. Which, if any, of the following social networks have you used within the last month? Please select all that apply

Q. Which, if any, of the following apps and/or platforms do you use to actively broadcast live stream videos? Please select all that apply.

Sample: YouGov UK Profiles, 13,830

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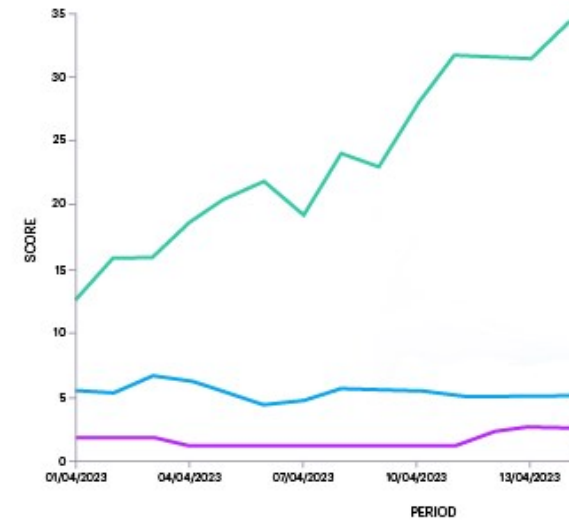
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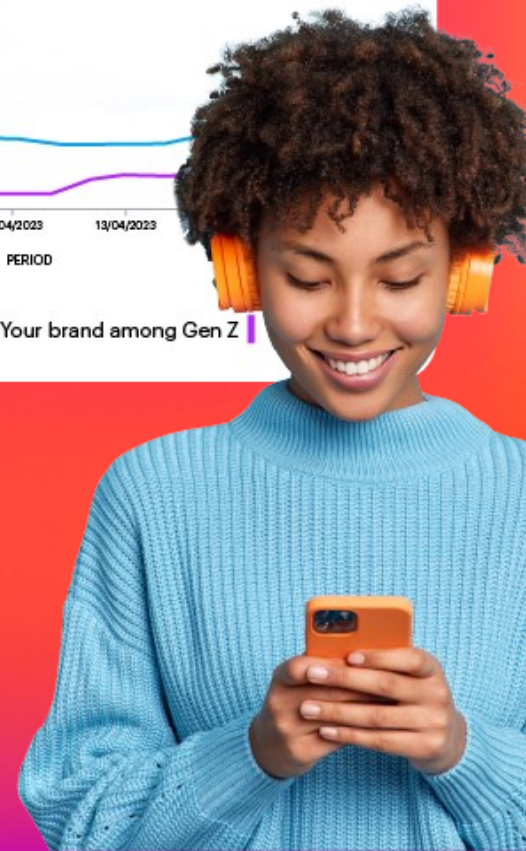
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Advertising awareness



Metrics ▾

Advertising awareness



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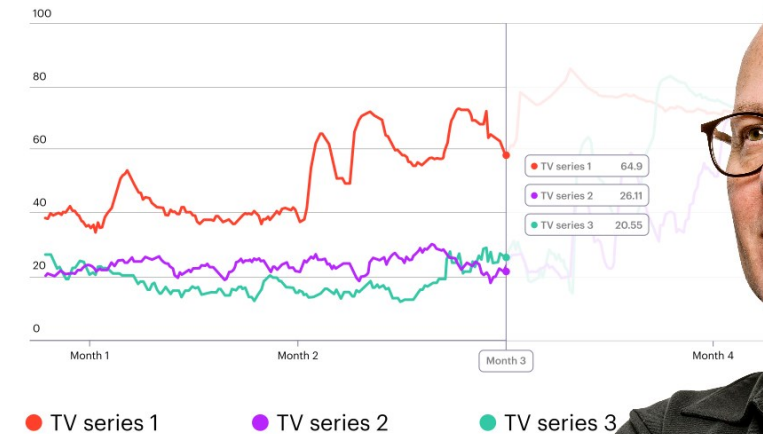
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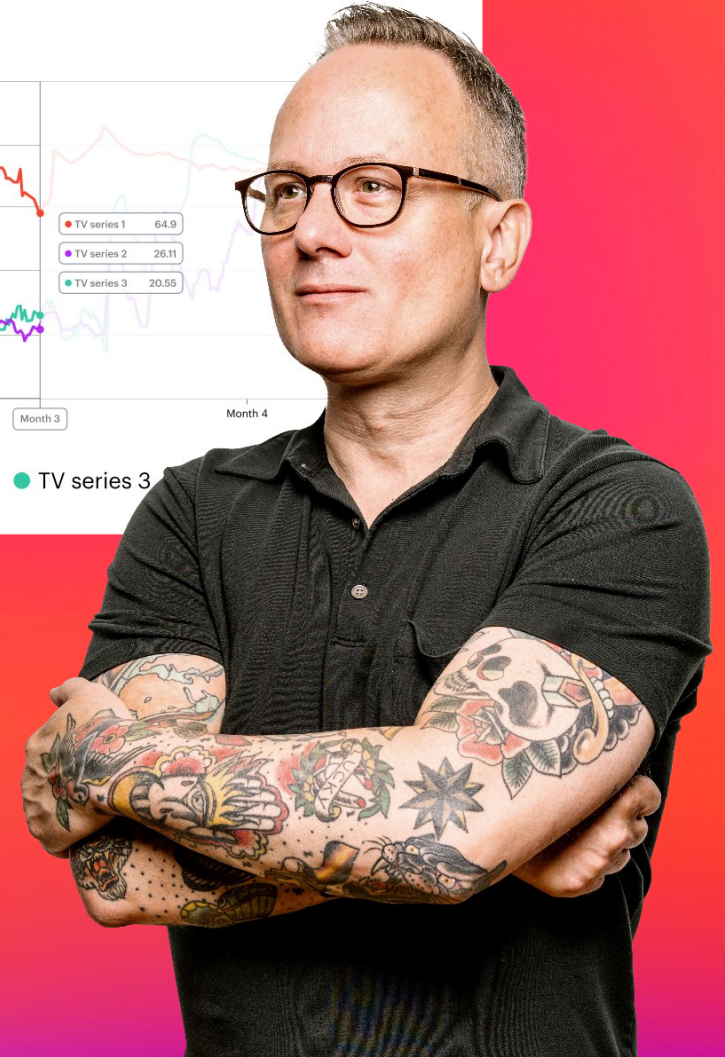
Appetite score

TV series performance

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