



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Music Survey

Topline Findings

New York, July 6, 2022 — *These are the findings of an Ipsos poll conducted between May 23-25, 2022, for the [What the Future: Music issue](#). For this survey, a sample of 2,046 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 2.7 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

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GAME CHANGERS





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Full Annotated Questionnaire

1. On average, about how many hours each week do you spend listening to music?

| | Total (N=2,046) |
|------------|----------------------------|
| None | 6% |
| 1-5 | 39% |
| 6-10 | 25% |
| 11-20 | 15% |
| 21-30 | 8% |
| 31 or more | 7% |

2. How do you most often listen to music? Select all that apply.

| | Total |
|--|--------------|
| Streaming platforms (e.g., Spotify, Apple Music) | 55% |
| YouTube videos | 34% |
| Downloaded music | 22% |
| CDs | 15% |
| On social media | 13% |
| Records | 5% |
| Other | 20% |

3. How often, if at all, do you do the following?

Total Often/Sometimes Summary

| | Total |
|---|--------------|
| <i>Any Item (Net)</i> | 89% |
| Listen to music on the radio | 74% |
| Listen to music while working/at work | 60% |
| Listen to music on a smart speaker (e.g., Amazon Echo, Google Nest) | 43% |
| Plan a vacation or trip around a musical event | 25% |
| Stream live concerts | 22% |
| Act as the DJ, make playlists, or plan music for social events | 22% |
| Make and share videos of you singing, dancing, or reacting to music | 19% |





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3. How often, if at all, do you do the following? (Continued)

| Listen to music on the radio | Total |
|-------------------------------------|--------------|
| Often | 34% |
| Sometimes | 40% |
| Rarely | 17% |
| Never | 8% |
| <i>Often/Sometimes (Net)</i> | <i>74%</i> |
| <i>Rarely/Never (Net)</i> | <i>26%</i> |

| Listen to music on a smart speaker (e.g., Amazon Echo, Google Nest) | Total |
|--|--------------|
| Often | 19% |
| Sometimes | 24% |
| Rarely | 16% |
| Never | 41% |
| <i>Often/Sometimes (Net)</i> | <i>43%</i> |
| <i>Rarely/Never (Net)</i> | <i>57%</i> |

| Stream live concerts | Total |
|------------------------------|--------------|
| Often | 6% |
| Sometimes | 16% |
| Rarely | 24% |
| Never | 54% |
| <i>Often/Sometimes (Net)</i> | <i>22%</i> |
| <i>Rarely/Never (Net)</i> | <i>78%</i> |

| Listen to music while working/at work | Total |
|--|--------------|
| Often | 29% |
| Sometimes | 31% |
| Rarely | 13% |
| Never | 27% |
| <i>Often/Sometimes (Net)</i> | <i>60%</i> |
| <i>Rarely/Never (Net)</i> | <i>40%</i> |





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3. How often, if at all, do you do the following? (*Continued*)

| Plan a vacation or trip around a musical event | Total |
|---|--------------|
| Often | 6% |
| Sometimes | 19% |
| Rarely | 24% |
| Never | 52% |
| <i>Often/Sometimes (Net)</i> | <i>25%</i> |
| <i>Rarely/Never (Net)</i> | <i>75%</i> |

| Act as the DJ, make playlists, or plan music for social events | Total |
|---|--------------|
| Often | 6% |
| Sometimes | 15% |
| Rarely | 15% |
| Never | 63% |
| <i>Often/Sometimes (Net)</i> | <i>22%</i> |
| <i>Rarely/Never (Net)</i> | <i>78%</i> |

| Make and share videos of you singing, dancing, or reacting to music | Total |
|--|--------------|
| Often | 6% |
| Sometimes | 12% |
| Rarely | 13% |
| Never | 68% |
| <i>Often/Sometimes (Net)</i> | <i>19%</i> |
| <i>Rarely/Never (Net)</i> | <i>81%</i> |

4. In a typical year, how much do you spend on the following?

| Concert tickets | Total |
|------------------------|--------------|
| \$0 | 49% |
| Less than \$100 | 20% |
| \$100-\$199 | 15% |
| \$200-\$399 | 9% |
| \$400-\$599 | 4% |
| \$600 or more | 2% |





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4. In a typical year, how much do you spend on the following? (Continued)

| Streaming music subscriptions | Total |
|--------------------------------------|--------------|
| \$0 | 50% |
| Less than \$100 | 30% |
| \$100-\$199 | 13% |
| \$200-\$399 | 4% |
| \$400-\$599 | 2% |
| \$600 or more | 1% |

| Purchasing recorded music (MP3s, CDs, records, etc.) | Total |
|---|--------------|
| \$0 | 57% |
| Less than \$100 | 29% |
| \$100-\$199 | 8% |
| \$200-\$399 | 4% |
| \$400-\$599 | 2% |
| \$600 or more | 1% |

| Band/artist merchandise | Total |
|--------------------------------|--------------|
| \$0 | 63% |
| Less than \$100 | 22% |
| \$100-\$199 | 8% |
| \$200-\$399 | 4% |
| \$400-\$599 | 2% |
| \$600 or more | 1% |

| Supporting public radio or podcasts (through donations, Patreon, etc.) | Total |
|---|--------------|
| \$0 | 72% |
| Less than \$100 | 17% |
| \$100-\$199 | 6% |
| \$200-\$399 | 4% |
| \$400-\$599 | 1% |
| \$600 or more | 1% |

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4. In a typical year, how much do you spend on the following? (Continued)

| Supporting artists directly, through services like Patreon, Bandcamp, or Kickstarter | Total |
|---|--------------|
| \$0 | 78% |
| Less than \$100 | 12% |
| \$100-\$199 | 5% |
| \$200-\$399 | 4% |
| \$400-\$599 | 1% |
| \$600 or more | 1% |

5. How important, if at all, is the role of music in...

Total Important Summary

| | Total |
|--|--------------|
| Your entertainment | 82% |
| Your mental health | 80% |
| Your identity | 69% |
| Your connection to your friends | 64% |
| Your connection to your family | 61% |
| Your culture | 61% |
| Your connection to your faith/religion | 50% |

| Your connection to your friends | Total |
|--|--------------|
| Very important | 27% |
| Somewhat important | 37% |
| Not very important | 20% |
| Not important at all | 14% |
| Don't know | 2% |
| <i>Important (Net)</i> | 64% |
| <i>Not Important (Net)</i> | 34% |

| Your connection to your family | Total |
|---------------------------------------|--------------|
| Very important | 30% |
| Somewhat important | 31% |
| Not very important | 22% |
| Not important at all | 16% |
| Don't know | 2% |
| <i>Important (Net)</i> | 61% |
| <i>Not Important (Net)</i> | 37% |

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5. How important, if at all, is the role of music in... (Continued)

| Your connection to your faith/religion | Total |
|---|--------------|
| Very important | 25% |
| Somewhat important | 25% |
| Not very important | 18% |
| Not important at all | 30% |
| Don't know | 3% |
| <i>Important (Net)</i> | <i>50%</i> |
| <i>Not Important (Net)</i> | <i>48%</i> |

| Your entertainment | Total |
|----------------------------|--------------|
| Very important | 43% |
| Somewhat important | 39% |
| Not very important | 11% |
| Not important at all | 6% |
| Don't know | 1% |
| <i>Important (Net)</i> | <i>82%</i> |
| <i>Not Important (Net)</i> | <i>17%</i> |

| Your mental health | Total |
|----------------------------|--------------|
| Very important | 47% |
| Somewhat important | 33% |
| Not very important | 10% |
| Not important at all | 8% |
| Don't know | 1% |
| <i>Important (Net)</i> | <i>80%</i> |
| <i>Not Important (Net)</i> | <i>18%</i> |

| Your identity | Total |
|----------------------------|--------------|
| Very important | 36% |
| Somewhat important | 33% |
| Not very important | 17% |
| Not important at all | 12% |
| Don't know | 2% |
| <i>Important (Net)</i> | <i>69%</i> |
| <i>Not Important (Net)</i> | <i>29%</i> |

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5. How important, if at all, is the role of music in... (Continued)

| Your culture | Total |
|----------------------------|------------|
| Very important | 27% |
| Somewhat important | 34% |
| Not very important | 22% |
| Not important at all | 14% |
| Don't know | 2% |
| Important (Net) | 61% |
| Not Important (Net) | 37% |

6. Now, please think about some ways that people may interact with music and bands/artists. How much, if at all, do you personally value each of the following?

Total A great deal/Somewhat Summary

| | Total |
|---|-------|
| Feeling connected to the bands/artists you love | 55% |
| Discovering new bands/artists | 53% |
| Following your favorite bands/artists on social media | 47% |
| Introducing your family and friends to new or different bands/artists | 47% |
| Feeling that you're supporting your favorite bands/artists financially by purchasing music, merchandise, concert tickets, or directly through payment apps or e-commerce channels, etc. | 43% |
| Subscribing to get updates and news from your favorite bands/artists | 38% |

| Feeling connected to the bands/artists you love | Total |
|---|------------|
| A great deal | 21% |
| Somewhat | 35% |
| Not very much | 20% |
| Not at all | 23% |
| Don't know | 2% |
| A great deal/Somewhat (Net) | 55% |
| Not very much/Not at all (Net) | 43% |





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6. Now, please think about some ways that people may interact with music and bands/artists. How much, if at all, do you personally value each of the following? (Continued)

| Following your favorite bands/artists on social media | Total |
|--|--------------|
| A great deal | 16% |
| Somewhat | 31% |
| Not very much | 19% |
| Not at all | 32% |
| Don't know | 2% |
| <i>A great deal/Somewhat (Net)</i> | <i>47%</i> |
| <i>Not very much/Not at all (Net)</i> | <i>51%</i> |

| Subscribing to get updates and news from your favorite bands/artists | Total |
|---|--------------|
| A great deal | 13% |
| Somewhat | 25% |
| Not very much | 24% |
| Not at all | 36% |
| Don't know | 3% |
| <i>A great deal/Somewhat (Net)</i> | <i>38%</i> |
| <i>Not very much/Not at all (Net)</i> | <i>60%</i> |

| Feeling that you're supporting your favorite bands/artists financially by purchasing music, merchandise, concert tickets, or directly through payment apps or e-commerce channels, etc. | Total |
|--|--------------|
| A great deal | 15% |
| Somewhat | 27% |
| Not very much | 22% |
| Not at all | 31% |
| Don't know | 3% |
| <i>A great deal/Somewhat (Net)</i> | <i>43%</i> |
| <i>Not very much/Not at all (Net)</i> | <i>54%</i> |





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6. Now, please think about some ways that people may interact with music and bands/artists. How much, if at all, do you personally value each of the following? (*Continued*)

| Discovering new bands/artists | Total |
|---------------------------------------|--------------|
| A great deal | 19% |
| Somewhat | 34% |
| Not very much | 21% |
| Not at all | 23% |
| Don't know | 3% |
| <i>A great deal/Somewhat (Net)</i> | <i>53%</i> |
| <i>Not very much/Not at all (Net)</i> | <i>44%</i> |

| Introducing your family and friends to new or different bands/artists | Total |
|--|--------------|
| A great deal | 16% |
| Somewhat | 31% |
| Not very much | 22% |
| Not at all | 28% |
| Don't know | 2% |
| <i>A great deal/Somewhat (Net)</i> | <i>47%</i> |
| <i>Not very much/Not at all (Net)</i> | <i>51%</i> |

7. On average, how many concerts do you typically attend each year? Please count only those given by professional musicians. Your best guess is fine.

| | Total |
|------------|--------------|
| None | 46% |
| 1-5 | 41% |
| 6-10 | 5% |
| 11-20 | 5% |
| 21-30 | 1% |
| 31-40 | 1% |
| 41 or more | * |
| Don't know | 1% |



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8. When you're attending a concert, which of the following do you usually purchase? Select all that apply.

Base: Attends concerts. Did not select "None" in Q7

| | Total (N=1,040) |
|---|----------------------------|
| Food | 53% |
| Alcoholic beverages | 50% |
| Artist/band merchandise | 41% |
| Non-alcoholic beverages | 28% |
| Music from the artist/band | 25% |
| Upgraded experiences (VIP packages, band experiences, etc.) | 16% |
| None of these | 11% |

9. Where or how do you discover new or different music? Select all that apply.

| | Total |
|-----------------------------------|--------------|
| Radio or satellite radio | 53% |
| Friends | 45% |
| Social media | 41% |
| Family | 34% |
| Media (e.g., magazines, TV) | 23% |
| Email or newsletter subscriptions | 7% |
| Other | 6% |

10. How often, if at all, do you hear familiar songs that are...

Total Often/Sometimes Summary

| | Total |
|--|--------------|
| Used in any commercials | 70% |
| Used in commercials featuring products/brands that you use | 62% |

| Used in any commercials | Total |
|--------------------------------|--------------|
| Often | 20% |
| Sometimes | 50% |
| Rarely | 21% |
| Never | 7% |
| Don't know | 2% |
| <i>Often/Sometimes (Net)</i> | <i>70%</i> |
| <i>Rarely/Never (Net)</i> | <i>28%</i> |

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10. How often, if at all, do you hear familiar songs that are... (Continued)

| Used in commercials featuring products/brands that you use | Total |
|--|------------|
| Often | 14% |
| Sometimes | 47% |
| Rarely | 25% |
| Never | 9% |
| Don't know | 4% |
| <i>Often/Sometimes (Net)</i> | <i>62%</i> |
| <i>Rarely/Never (Net)</i> | <i>34%</i> |

11. How interested, if at all, are you in attending concerts in virtual, computer-generated worlds where people can socialize, work, and play, like in virtual reality or the metaverse?

| | Total |
|-----------------------------|------------|
| Very interested | 13% |
| Somewhat interested | 24% |
| Not very interested | 19% |
| Not at all interested | 40% |
| Don't know | 4% |
| <i>Interested (Net)</i> | <i>37%</i> |
| <i>Not Interested (Net)</i> | <i>59%</i> |

12. How much do you agree or disagree with the following statement?

Attending a concert in virtual reality or the metaverse would give me a similar level of excitement to attending a concert in person.

| | Total |
|-----------------------|------------|
| Strongly agree | 9% |
| Somewhat agree | 22% |
| Somewhat disagree | 18% |
| Strongly disagree | 38% |
| Don't know | 12% |
| <i>Agree (Net)</i> | <i>32%</i> |
| <i>Disagree (Net)</i> | <i>56%</i> |



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13. To attend a concert in virtual reality or the metaverse, would you expect to pay more, less, or about the same as you would for an in-person concert?

| | Total |
|-------------------|------------|
| Much more | 5% |
| Somewhat more | 10% |
| About the same | 19% |
| Somewhat less | 24% |
| Much less | 41% |
| <i>More (Net)</i> | <i>15%</i> |
| <i>Less (Net)</i> | <i>66%</i> |

14. Now, thinking again about possibly attending a concert in virtual reality or the metaverse. How likely, if at all, would you be to pay more money to have the following experiences at a virtual concert?

Base: Interested in attending virtual concerts. Selected "Very interested" or "Somewhat interested" in Q11

Total Likely Summary

| | Total (N=725) |
|--|------------------|
| The ability to control the "view" from many angles | 80% |
| The ability to choose which songs the artist performed from a list | 80% |
| Having a view that is "closer" to the artists | 76% |
| Having a virtual, one-on-one experience with the artist's avatar | 71% |

| The ability to control the "view" from many angles | Total |
|---|------------|
| Very likely | 35% |
| Somewhat likely | 45% |
| Not very likely | 13% |
| Not at all likely | 4% |
| Don't know | 2% |
| <i>Likely (Net)</i> | <i>80%</i> |
| <i>Not Likely (Net)</i> | <i>18%</i> |



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14. Now, thinking again about possibly attending a concert in virtual reality or the metaverse. How likely, if at all, would you be to pay more money to have the following experiences at a virtual concert?
(Continued)

| The ability to choose which songs the artist performed from a list | Total |
|---|--------------|
| Very likely | 32% |
| Somewhat likely | 49% |
| Not very likely | 12% |
| Not at all likely | 5% |
| Don't know | 2% |
| <i>Likely (Net)</i> | <i>80%</i> |
| <i>Not Likely (Net)</i> | <i>17%</i> |

| Having a view that is "closer" to the artists | Total |
|--|--------------|
| Very likely | 33% |
| Somewhat likely | 44% |
| Not very likely | 16% |
| Not at all likely | 6% |
| Don't know | 2% |
| <i>Likely (Net)</i> | <i>76%</i> |
| <i>Not Likely (Net)</i> | <i>22%</i> |

| Having a virtual, one-on-one experience with the artist's avatar | Total |
|---|--------------|
| Very likely | 28% |
| Somewhat likely | 42% |
| Not very likely | 16% |
| Not at all likely | 12% |
| Don't know | 2% |
| <i>Likely (Net)</i> | <i>71%</i> |
| <i>Not Likely (Net)</i> | <i>27%</i> |

15. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

| | Total |
|--|--------------|
| Virtual concerts will never be as entertaining as live concerts | 73% |
| Virtual concerts can provide just as much entertainment as live concerts | 27% |



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15. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

| | Total |
|--|--------------|
| I would rather attend an in-person concert even if it costs more | 67% |
| I would rather pay less money to attend a virtual concert | 33% |

| | Total |
|---|--------------|
| Virtual concerts will never be worth the price of live concerts | 75% |
| Virtual concerts will someday be worth the price of live concerts | 25% |

| | Total |
|---|--------------|
| I prefer to listen to the music I already know and love | 60% |
| I value discovering new music, bands, and artists | 40% |

| | Total |
|---|--------------|
| Appreciating music does not require a connection to the artist/band | 65% |
| It's important to feel connected to the artists and bands I love | 35% |

| | Total |
|--|--------------|
| I'm willing to listen to ads to get free music | 63% |
| I'd rather pay for an ad-free music experience | 37% |

| | Total |
|---|--------------|
| It is not important for me personally to financially support the artists/bands I like by buying their music, tickets or merchandise | 65% |
| It is important for me personally to financially support the artists/bands I like by buying their music, tickets, or merchandise | 35% |



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15. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

| | Total |
|---|--------------|
| I am not excited by the idea of concerts in virtual reality and the metaverse | 69% |
| I am excited by the idea of concerts in virtual reality and the metaverse | 31% |

| | Total |
|--|--------------|
| I prefer that my favorite artists/bands give us new songs as often as possible | 50% |
| I prefer that my favorite artists/bands wait and release a complete album | 50% |





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About the Study

These are some of the findings of an Ipsos poll conducted between May 23-25, 2022. For this survey, a sample of 2,046 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and "river" [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.7 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,046, DEFF=1.5, adjusted Confidence Interval=+/- 4.2 percentage points).

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