



2019 Song of the Summer

Among a list of contenders, ‘Old Town Road’ by Lil Nas X & Billy Ray Cyrus rises to the top

Washington, DC, June 17, 2019 – Heading into the summer season, Ipsos seeks to determine the top contenders for 2019’s song of the summer. Selecting from a list of current top songs, Americans – the vast majority of whom listen to music at least two or three days a week (71%) – have voted: ‘Old Town Road’ by Lil Nas X & Billy Ray Cyrus (20%) and ‘ME!’ By Taylor Swift & Brendon Urie (10%) are the winners. As for artist of the summer, Taylor Swift (15%), the Jonas Brothers (11%), and Ariana Grande (11%) are the favorites among a list of current top artists. While older respondents are generally less likely to listen to music on a daily basis and less familiar with the list of songs and artists, Taylor Swift stands out as a favorite artist across all age groups (14% of those ages 18-34, 17% of those ages 35-54, 15% of those ages 55+).

1. How much time do you spend listening to music in a typical week?

	Total (N=1,005)	Age 18-34 (N=176)	Age 35-54 (N=333)	Age 55+ (N=496)
Every day	51%	68%	56%	34%
Two or three days a week	20%	19%	19%	21%
One or two days a week	11%	6%	10%	16%
Less than one day a week	11%	5%	9%	17%
I do not spend time listening to music (Respondents removed from survey)	8%	3%	7%	11%

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2. Of the following list of most played tracks in the United States right now, which would you consider the “song of the summer”? (Select up to three)

	Total (N=918)	Age 18-34 (N=171)	Age 35-54 (N=312)	Age 55+ (N=435)
Old Town Road - Remix - Lil Nas X, Billy Ray Cyrus	20%	36%	19%	7%
ME! - Taylor Swift, Brendon Urie	10%	11%	12%	8%
bad guy - Billie Eilish	8%	20%	5%	1%
Dancing With a Stranger - Sam Smith & Normani	8%	11%	7%	5%
7 rings - Ariana Grande	7%	14%	6%	3%
Sunflower - Spider-Man: Into the Spider-Verse - Post Malone, Swae Lee	7%	12%	8%	3%
Sucker - Jonas Brothers	6%	10%	7%	3%
I Don't Care - Ed Sheeran, Justin Bieber	6%	5%	7%	5%
Talk - Khalid	5%	9%	4%	2%
If I Can't Have You - Shawn Mendes	5%	5%	4%	4%
Truth Hurts - Lizzo	3%	7%	3%	*
EARFQUAKE - Tyler, The Creator	1%	2%	2%	-
The London - Young Thung, J. Cole, Travis Scott	1%	2%	1%	*
Other	7%	11%	6%	5%
Don't know	43%	14%	44%	67%

3. Of the following list of most listened to artists in the United States right now, who would you consider “the artist of the summer”? (Select up to three)

	Total	Age 18-34	Age 35-54	Age 55+
Taylor Swift	15%	14%	17%	15%
Jonas Brothers	11%	22%	8%	5%
Ariana Grande	11%	15%	13%	7%
Ed Sheeran	8%	6%	10%	9%
Billie Eilish	8%	20%	5%	1%
Shawn Mendes	8%	15%	7%	4%
Lil Nas X	8%	10%	11%	2%
Khalid	6%	13%	5%	1%
Travis Scott	4%	8%	3%	3%
Sam Smith	4%	5%	3%	5%
Post Malone	4%	8%	3%	1%
Lizzo	3%	7%	2%	*
Carly Rae Jepsen	1%	*	1%	1%
Other	7%	10%	5%	5%
Don't know	39%	15%	41%	57%

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About the Study

These are findings from an Ipsos poll conducted June 12-13, 2019. For the survey, a sample of 1,005 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 176 respondents ages 18-34, 333 respondents ages 35-54, 496 respondents ages 55+. There are also 918 total respondents, 171 respondents ages 18-34, 312 respondents ages 35-54, and 435 respondents ages 55+ who listen to music.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) 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 2016 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 3.5 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=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 8.4 percentage points for respondents ages 18-34, 6.1 for respondents ages 35-54, and 5.0 for respondents ages 55+. Among those who listen to music, the credibility interval is plus or minus 3.7 for total respondents, 8.5 for respondents ages 18-34, 6.3 for respondents ages 35-54, and 5.4 for respondents ages 55+.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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About Ipsos

Ipsos is a global independent market research company. Our team of 18,000 across 90 countries serves 5,000 clients and undertakes 70,000 different projects each year. Our polling practice is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

As a global research and insights organization, Ipsos aims to make our changing world easier and faster to navigate and to inspire our clients to make smarter decisions. We are committed to driving the industry with innovative, best-in-class research techniques that are meaningful in today's connected society. We deliver research with security, speed, simplicity, and substance. Our tagline "Game Changers" summarizes our ambition.

Our broad range of industry experts offer an intimate understanding of people, markets, brands and society. Whether testing communications content, bringing concepts to market, assessing customer experience, or gauging public opinion, Ipsos strives to identify and offer the right solutions to our client's specific challenges.

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Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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