



2008 Consumer Profile

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	Total U.S. Dollar Value	
Genre												
Rock	25.2	24.8	24.4	24.7	25.2	23.9	31.5	34.0	32.4	31.8	% The figures below (in millions) indicate the overall size of the U.S. sound recording industry based on manufacturers' shipments at suggested list prices. 1999 \$14,584.5 2000 \$14,323.0 2001 \$13,740.9 2002 \$12,614.2 2003 \$11,854.4 2004 \$12,345.0 2005 \$12,296.9 2006 \$11,758.2 2007 \$10,372.1 2008 \$8,480.2	
Rap/Hip-hop ²	10.8	12.9	11.4	13.8	13.3	12.1	13.3	11.4	10.8	10.7		
R&B/Urban ³	10.5	9.7	10.6	11.2	10.6	11.3	10.2	11.0	11.8	10.2		
Country	10.8	10.7	10.5	10.7	10.4	13.0	12.5	13.0	11.5	11.9		
Pop	10.3	11.0	12.1	9.0	8.9	10.0	8.1	7.1	10.7	9.1		
Religious ⁴	5.1	4.8	6.7	6.7	5.8	6.0	5.3	5.5	3.9	6.5		
Classical	3.5	2.7	3.2	3.1	3.0	2.0	2.4	1.9	2.3	1.9		
Jazz	3.0	2.9	3.4	3.2	2.9	2.7	1.8	2.0	2.6	1.1		
Soundtracks	0.8	0.7	1.4	1.1	1.4	1.1	0.9	0.8	0.8	0.8		
Oldies	0.7	0.9	0.8	0.9	1.3	1.4	1.1	1.1	0.4	0.7		
New Age	0.5	0.5	1.0	0.5	0.5	1.0	0.4	0.3	0.3	0.6		
Children's	0.4	0.6	0.5	0.4	0.6	2.8	2.3	2.9	2.9	3.0		
Other ⁵	9.1	8.3	7.9	8.1	7.6	8.9	8.5	7.3	7.1	9.1		
Format												
Full-length CDs	83.2	89.3	89.2	90.5	87.8	90.3	87.0	85.6	82.6	77.8		% Methodology The 2008 consumer profile presents a combination of survey data collected by Peter Hart Research (1999-2004) and The Taylor Research & Consulting Group, Inc.(2004-present) ¹
Full-length cassettes	8.0	4.9	3.4	2.4	2.2	1.7	1.1	0.8	0.3	0.4		
Singles (all types)	5.4	2.5	2.4	1.9	2.4	2.4	2.7	3.4	2.4	3.8		
Music videos/Video DVDs	0.9	0.8	1.1	0.7	0.6	1.0	0.7	1.1	0.4	0.8		
DVD audio	NA	NA	1.1	1.3	2.7	1.7	0.8	1.3	1.2	1.0		
Digital Download	NA	NA	0.2	0.5	1.3	0.9	5.7	6.7	11.2	12.8		
SACD	NA	NA	NA	NA	0.5	0.8	1.2	0.0	0.6	1.1		
Vinyl LPs	0.5	0.5	0.6	0.7	0.5	0.9	0.7	0.6	0.7	1.0		
Age												
10-14 Years	8.5	8.9	8.5	8.9	8.6	9.4	8.6	7.6	11.5	7.3	% Data based on telephone survey of past-month music buyers. For 2007 and 2008, to better include younger and cellphone only consumers in the survey, age/gender quotas were utilized to match survey data with the overall US population. For 2008, the reliability of the data among 900+ past-month music buyers is +/- 3.2% at a 95% confidence level. With respect to genre, consumers were asked to classify their music purchases.	
15-19 Years	12.6	12.9	13.0	13.3	11.4	11.9	11.9	12.8	12.3	10.9		
20-24 Years	12.6	12.5	12.2	11.5	10.0	9.2	12.7	9.8	11.3	10.1		
25-29 Years	10.5	10.6	10.9	9.4	10.9	10.0	12.1	12.7	9.2	8.3		
30-34 Years	10.1	9.8	10.3	10.8	10.1	10.4	11.3	10.2	11.3	8.9		
35-39 Years	10.4	10.6	10.2	9.8	11.2	10.7	8.8	10.6	11.9	9.8		
40-44 Years	9.3	9.6	10.3	9.9	10.0	10.9	9.2	9.0	7.9	11.0		
45+	24.7	23.8	23.7	25.5	26.6	26.4	25.5	26.1	24.8	33.7		
Channel⁶												
Record Store	44.5	42.4	42.5	36.8	33.2	32.5	39.4	35.4	31.1	30.0	% Permission to cite or copy these statistics is hereby granted as long as proper attribution is given to the Recording Industry Association of America.	
Other Store	38.3	40.8	42.4	50.7	52.8	53.8	32.0	32.7	29.7	28.4		
Record Club	7.9	7.6	6.1	4.0	4.1	4.4	8.5	10.5	12.6	7.2		
TV, Newspaper, Magazine												
Ad Or 800 Number	2.5	2.4	3.0	2.0	1.5	1.7	2.4	2.4	1.7	1.8		
Internet ⁷	2.4	3.2	2.9	3.4	5.0	5.9	8.2	9.1	10.9	14.6		
Digital Download	NA	NA	NA	NA	NA	NA	6.0	6.8	12.0	13.5		
Concert	NA	NA	NA	NA	NA	1.6	2.7	2.0	1.5	3.0		
Gender												
Female	49.7	49.4	51.2	50.6	50.9	50.5	48.2	49.6	50.8	51.5	%	
Male	50.3	50.6	48.8	49.4	49.1	49.5	51.8	50.4	49.2	48.5		

¹ Calendar year 2004 data based upon a combination of survey data collected by Peter Hart Research and The Taylor Research & Consulting Group, Inc. Includes only partial-year data, as Hart did not interview during the months of March, April, June, and July of 2004. 2004 Channel data derived solely from Taylor August-December interviews.

² "Rap": Includes Rap and Hip-Hop.

³ "R&B": Includes R&B, Blues, Dance, Disco, Funk, Fusion, Motown, Reggae, Soul.

⁴ "Religious": Includes Christian, Gospel, Inspirational, Religious, and Spiritual.

⁵ "Other": Includes Big Band, Broadway Shows, Comedy, Contemporary, Electronic, EMO, Ethnic, Exercise, Folk, Gothic, Grunge, Holiday Music House Music, Humor, Instrumental, Language, Latin, Love Songs, Mix, Mellow, Modern, Ska, Spoken word, Standards, Swing, Top-40, Trip-hop.

⁶ 2005 and after channel data based on all purchases made, 2004 and earlier channel data based on only the first purchase made each month

⁷ Internet does not include record club purchases made over the Internet or digital downloads