Music consumption by age group: What do people listen to, what do they like – and why?

How Finns listen to music and use TV content online

RESEARCH REPORT

IFPI & TEOSTO,
Kari Tervonen, CEO Helsinki, 6 Oct 2017
The survey investigated the current situation in the consumption of music and digital content.

Norstat interviewed 1,019 Finns in its consumer panel in mid-August 2017, as assigned by IFPI and Teosto.

The sample was weighted to correspond to the specific demographic of 16–65-year-old Finnish men and women.

The survey was planned by Kari Tervonen from CEO Helsinki, who was also responsible for analysing the results.

The study planning team comprised Tommi Kyyrä from IFPI and Susanna Perämaa and Ano Sirppiniemi from Teosto.
age is by far the most important factor influencing the consumption of Finnish music

This is why the results must be analysed both by age group and as a whole to gain a reliable picture. Some matters are also the largest at the center, not just at the sides.
PART 1

Results concerning music listening habits
The daily dose in Finland

- Focused listening: 15 MINUTES
- Playing in the background: 1 HOUR
- Men spend around 10 MINUTES more time listening to music than women per day
According to their estimates, Finns spend a total of slightly over €100 per year on listening to music.

Four out of five Finns state that they spend at least some money on listening to music.
They provided a music listening place for slightly over 70 per cent of all Finns in the past 24 hours.
Visits to live music concerts

58% of all respondents have visited a paid concert during the past year.

45% of all respondents have visited a free concert during the past year.
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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Car radio</td>
<td>65%</td>
<td>56%</td>
<td>60%</td>
<td>68%</td>
<td>71%</td>
<td>68%</td>
</tr>
<tr>
<td>Phone</td>
<td>36%</td>
<td>64%</td>
<td>52%</td>
<td>32%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Separate radio device</td>
<td>29%</td>
<td>17%</td>
<td>16%</td>
<td>27%</td>
<td>32%</td>
<td>47%</td>
</tr>
<tr>
<td>Laptop computer</td>
<td>21%</td>
<td>34%</td>
<td>27%</td>
<td>23%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>CD player in the car</td>
<td>17%</td>
<td>17%</td>
<td>20%</td>
<td>18%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Desktop computer</td>
<td>16%</td>
<td>16%</td>
<td>36%</td>
<td>17%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>CD player at home</td>
<td>11%</td>
<td>6%</td>
<td>9%</td>
<td>15%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Tablet</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Sources of music, listening during the past 24 hours

- Radio: 75%
- CDs: 25%
- Streaming:
  - Free streaming: 14%
  - Paid streaming: 19%
  - Downloads: 16%
  - Online radio: 15%
  - YouTube, sound only: 18%
  - YouTube, music videos: 22%

Streaming: 33%
Radio: 75%
CDs: 25%
YouTube (music) around 35%
Has listened to music by phone in the last week

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2016 (%)</th>
<th>Change 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-year-olds</td>
<td>84%</td>
<td>+14%</td>
</tr>
<tr>
<td>30-year-olds</td>
<td>69%</td>
<td>+4%</td>
</tr>
<tr>
<td>40-year-olds</td>
<td>49%</td>
<td>+4%</td>
</tr>
<tr>
<td>50-year-olds</td>
<td>37%</td>
<td>+7%</td>
</tr>
<tr>
<td>60-year-olds</td>
<td>26%</td>
<td>+6%</td>
</tr>
</tbody>
</table>
Listened to music while traveling by car during the past 24 hours

Radio: 82%
CD-soitin: 22%
Spotify tms.: 15%

The car is the land of the radio and a safe haven of CDs
Listening to music on a personal device while on the move during the past 24 hours

- 42% of those who had visited the gym
- 29% of those who had traveled by public transport
- 22% of those who spent time outdoors
Estimates of weekly audience volumes

Social media services are reluctant to publish their visitor figures. Here are some of our estimates of the weekly audience numbers as percentages of the 16–65-year-old group and the overall weekly user volume in all age groups in Finland.

<table>
<thead>
<tr>
<th>Service</th>
<th>Audience volume, Change 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Audience volume, Change</td>
</tr>
<tr>
<td></td>
<td>2016 million</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>75% 3.0</td>
</tr>
<tr>
<td>YouTube</td>
<td>75% 3.0 + 2%</td>
</tr>
<tr>
<td>Facebook</td>
<td>74% 3.0 + 2%</td>
</tr>
<tr>
<td>Spotify</td>
<td>39% 1.5 + 2%</td>
</tr>
<tr>
<td>Instagram</td>
<td>36% 1.3 + 10%</td>
</tr>
<tr>
<td>Netflix</td>
<td>32% 1.2 + 4%</td>
</tr>
<tr>
<td>Twitter</td>
<td>18% 0.6 + 3%</td>
</tr>
</tbody>
</table>
One in three sends music links to their friends.

Slightly more than half of all Finns have listened to the music links sent by their friends.

One in three has made a playlist.

One in three has listened to a playlist made by somebody else.

One in three people believes in sharing joy
Teosto and IFPI Finland participate regularly in international music consumption studies.

This year, for the first time, a study following “the Finnish model” was conducted on music consumption in the Baltic countries.
YouTube also plays a large role in the Baltics, but streaming is a lot less common than in Finland. The capacity to pay for music, as well as information about legal/illegal ways to listen to music are at a lower level than in Finland.

(spring 2017, Kantar Emor, study partner Universal Music, N = 2,757)
Radio has a much more dominant status in the Baltics compared to Finland.
(spring 2017, Kantar Emor, study partner Universal Music, N = 2,757)

Radio is the most popular device used almost every day for listening to the music.
The largest difference to the Nordic countries is that the portion of subscribers to paid streaming in Finland is only one half of the number in other countries.

(Polaris Nordic, YouGov, May 2017, study conducted with Teosto, N = 4,046)
In Finland, paid TV content has some 2 million net viewers per week.
Subscriptions to paid services

- Netflix: 30%
- Elisa Viihde: 13%
- HBO Nordic: 11%
- Viaplay: 8%
- DNA TV: 7%
- Ruutu: 4%
- Telia TV: 4%
Following online TV content in the past week

- Yle Areena: 41%
- Netflix: 32%
- MTV Katsomo: 18%
- Ruutu: 13%
- HBO Nordic: 12%
What do you consider the most important factor when selecting music?

- **77%** a good song
- **13%** a good artist
- **6%** a good album
- **5%** a good playlist

The artist is the most important factor for 18% of the oldest group of respondents (55–65 years), but only 8% of the youngest group (16–24 years).
Results concerning the music being listened
Types of music you have listened to in the last week

- FI pop: 69%
- EN pop: 62%
- FI rock: 60%
- EN rock: 58%
- Adult pop: 47%
- Heavy metal: 38%
- FI hip hop, rap: 33%
- EN hip hop, rap: 30%
- R&B, Soul: 26%
- EDM: 23%
- Classical: 22%
- Latin: 22%
- Indie rock: 18%
- Country: 16%
- Jazz: 13%
- Folk: 10%
Two most popular music genres in the past two days

16–24-year-olds
English language pop, Finnish pop

25–34-year-olds
English language rock, English language pop

35–44-year-olds
Finnish pop, English language rock, Finnish language rock

45–54-year-olds
Finnish pop, Finnish language rock

55–65-year-olds
Finnish pop, Adult pop
Music genre audience profile
Approximate order of age profiles from youngest to oldest

- English language hip hop/rap
- EDM
- Indie rock
- Finnish hip hop/rap
- R&B, Soul
- English language pop
- English language rock
- Heavy metal
- Latin
- Country
- Folk
- Jazz
- Finnish rock
- Finnish pop
- Classical
- Adult pop
Who do you consider your favourite and personally most important music authors of all time?

Word clouds of the answers by age group
Your favourite and personally most important music authors of all time

16–24-year-olds
Your favourite and personally most important music authors of all time?

25–34-year-olds
Your favourite and personally most important music authors of all time?

35–44-year-olds
Your favourite and personally most important music authors of all time?

45–54-year-olds
Your favourite and personally most important music authors of all time?

55–65-year-olds
The top of all age groups
What are the new artists and newcomers you are most interested in?
“Stand out from the masses”

With regards to new artists, all age groups stated they wanted to find artists that have character and do their own thing.

It was very common that the listeners thought everything on the radio sounds too alike.
**Interesting new artists**

**16–24-year-olds**

<table>
<thead>
<tr>
<th>Adele</th>
<th>Ed Sheeran</th>
<th>Profeetat</th>
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<tbody>
<tr>
<td>Alan Walker</td>
<td>Ellinoora</td>
<td>Red Queen</td>
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<tr>
<td>Alma</td>
<td>Ghost</td>
<td>S-Tool</td>
</tr>
<tr>
<td>Antti Tuisku</td>
<td>Lexiandawn</td>
<td>Sanni</td>
</tr>
<tr>
<td>Balthazar</td>
<td>Lil Dicky</td>
<td>Sara</td>
</tr>
<tr>
<td>Cledos</td>
<td>Luis Fonz</td>
<td>Slim Mill</td>
</tr>
<tr>
<td>Post Malone</td>
<td>Martin Garryx</td>
<td>Tegan</td>
</tr>
<tr>
<td>Derek Fiechter</td>
<td>Mikael Gabriel</td>
<td>Young thug</td>
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</tbody>
</table>
“Artists renewing their own genre who are also aware of tradition (those successfully mixing tradition and innovation); bold artists that go against the flow of the market forces.”
“Their music is timeless and they perform with a style of their own. I don’t like it when there are new artists who just copy whatever is fashionable at the time.”
Interesting new artists
45–54-year-olds

<table>
<thead>
<tr>
<th>Adam Lambert</th>
<th>Ellinoora</th>
<th>Lasten Hautausmaa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adele</td>
<td>Fire From The Gods</td>
<td>Mankind is Obsolete</td>
</tr>
<tr>
<td>Alma</td>
<td>Haloo Helsinki</td>
<td>Nikke Ankara</td>
</tr>
<tr>
<td>Aurora</td>
<td>Heavy Tiger</td>
<td>Pete Parkkonen</td>
</tr>
<tr>
<td>Barbe-q-barbies</td>
<td>In this Moment</td>
<td>Pvris</td>
</tr>
<tr>
<td>Battle Beast</td>
<td>Invocation Array</td>
<td>Robin</td>
</tr>
<tr>
<td>Blue stahli</td>
<td>Jarkko Ahola</td>
<td>Saara Aalto</td>
</tr>
<tr>
<td>Brother Firetribe</td>
<td>Jenni Vartiainen</td>
<td>Sanni</td>
</tr>
<tr>
<td>Cheek</td>
<td>Johanna Kurkela</td>
<td>Tuure Kilpeläinen</td>
</tr>
<tr>
<td>Delain</td>
<td>JVG</td>
<td>Waltteri Torikka</td>
</tr>
<tr>
<td>Ed Sheeran</td>
<td>Kasmir</td>
<td>We Are The Catalyst</td>
</tr>
<tr>
<td>Electroonica</td>
<td>Katie Perry</td>
<td></td>
</tr>
</tbody>
</table>

“They have great energy. Even Robin, even though he is so young.”
### Interesting new artists

**55–65-year-olds**

<table>
<thead>
<tr>
<th>Adele</th>
<th>Ensemble</th>
<th>Max Martin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alma</td>
<td>Henri Pulkkinen</td>
<td>Mikael Gabriel</td>
</tr>
<tr>
<td>Anna Puu</td>
<td>Hulda Huima</td>
<td>Paula Vesala</td>
</tr>
<tr>
<td>Bardo Pond</td>
<td>Jenni Vartiainen</td>
<td>Pharrel</td>
</tr>
<tr>
<td>Battle Beast</td>
<td>Jippu</td>
<td>Pinja ja Pekka</td>
</tr>
<tr>
<td>Black Country</td>
<td>Johanna Kurkela</td>
<td>Retuperän WBK</td>
</tr>
<tr>
<td>Communion</td>
<td>Juha Tapio</td>
<td>Robin</td>
</tr>
<tr>
<td>Cheek</td>
<td>Jukka Nousiainen</td>
<td>Salomo</td>
</tr>
<tr>
<td>Chickenfoot</td>
<td>JVG</td>
<td>Sunrise Avenue</td>
</tr>
<tr>
<td>Chisu</td>
<td>Karri Koira</td>
<td>Suvi Teräsniska</td>
</tr>
<tr>
<td>Elastinen</td>
<td>Lauri Tähkä</td>
<td>Temperence Movement</td>
</tr>
<tr>
<td>Haloo Helsinki</td>
<td>Litku Klemetti</td>
<td>Tuure Kilpeläinen</td>
</tr>
<tr>
<td>Helsinki-Cotonou</td>
<td>Madcraft</td>
<td>Usher</td>
</tr>
</tbody>
</table>

“Songwriters who can handle storytelling and rendering”
The most important summer hit in 2017 based on spontaneous responses

Followed by:

Robin: Hula hula

Antti Tuisku: Rahan takii

Mikael Gabriel: Riippumatto

Lauri Tähkä: Morsian

Haloo Helsinki: Hulluuden highway

Some older artist to mention:
Paula Vesala, Juha Tapio, Mamba and Popeda
A summary in a few slides
The world of the 20-year-olds

Low-income students

Listening devices: Phone, computer.

Follows TV programmes and music online on a daily basis

Uses streaming on a daily basis.

Often listens to music while on the move and on a weekly basis when spending time with friends.

Uses Facebook, Instagram and YouTube on a daily basis

Often listens to music on the phone when on the move

The world of the 40-year-olds

Employed with good income

Listening devices: Car player, phone, computer.

Listens to music online almost daily.

Occasional Spotify users.

Listens to music at home, in the car and occasionally when on the move otherwise.

Uses Facebook and YouTube on most days.

The world of the 60-year-olds

Nearly one in three is retired

Listening devices: Radio device, car player, phone.

Follows the media online, occasionally also listens to music.

Knows Spotify by name.

Mainly listens to music at home and in the car.

Uses Facebook and YouTube on a weekly basis.

Spends the least money on music.
We are at a stage where interest in music-related discussion, high-quality music reporting, getting to know artists and finding new, high-quality artists is quite high.

Which format makes the best use of this need?

“Mobile music”
“WhatsApp”
“Spotify”
“Phone”
“Netflix”
“Distributing music via social media”
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