



The Guide to...Music Fans (October 2010)

TGI helps you target niche groups such as music fans...

- 54% of adults on the island of Ireland agree that music is an important part of their life and 34% like to listen to new bands. Music is to be most important for Fledglings (15-34, not married, living with parents) and Senior Sole Decision Makers (55+, not married and live alone).
- The most popular radio music genres are mainstream / chart artists, chosen by 29% of adults, and 80s music - chosen by 28% of adults. The most popular genres amongst 15-24s are mainstream (47%) and R&B (32%).
- Music request shows are the fourth most popular type of radio show, behind local news, national news and sport. One in five adults specially choose to listen to music request shows.
- 35% of adults go to pop / rock concerts and 11% go on a regular basis (at least 2 - 3 times a year). 16% of adults go to classical music concerts, 13% go to folk concerts and 8% go to jazz concerts.
- Half of adults bought music CDs in the past 12 months and 9% purchased music downloads. The median age of CD buyers is 38 and the median age of paid-for downloaders is 29. One in five adults downloaded music free of charge.
- Amongst the 450,000 adults who downloaded paid-for music, 65% bought album downloads, 70% bought single track downloads and 40% bought both. Per person, the average number of paid-for album downloads is 11 and the average number of single-track downloads is 20.
- 22% of adults use the internet to listen to music and 11% listen to the radio online. Two-thirds of online radio listeners are men and they are 30% more likely to be aged 35-44.
- 8% of adults buy music DVDs and 5% buy musicals. Music DVDs are most popular with the 25-34 age group, who are 45% more likely to buy them. Two-thirds of those who buy musicals on DVD are women and they are most likely to be in the 'High School Musical' 15-24 age group.
- More than half of adults (55%) have a combined HI-FI system at home. The leading brand is Sony, found in the homes of 600,000 adults, followed by Philips (540,000).
- A third of adults have an MP3 or MP4 player, the majority of whom (58% / 900,000) have an iPod. 15% of adults have an MP3 docking station, rising to 30% of 15-24s.

Base: All adults 15+ Source: All Ireland TGI 2010