

# **U.S. Consumers' Listening Habits: *Digital Downloads and Streaming***

Market Brief  
Third Quarter, 2012





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## **A Market Brief**

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## Abstract

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Not surprisingly, physical CDs and vinyl records are no longer the most common formats of music used by U.S. consumers. Digital music, whether it be downloaded or streamed, is more commonly purchased and listened to by these consumers. In addition to music, consumers also have the option of listening to audio podcasts available from the Internet.

The listening habits of U.S. consumers are of interest because one third of the data on the 3G/4G mobile network is audio. As more consumers start to download or stream audio on their mobile device over a 3G/4G mobile broadband connection, more traffic will be added to the already congested mobile data network.

This report provides an overview of the listening habits of U.S. Consumers. The data in this report is based on a Web-based survey of 1,014 U.S. consumers that *iGR* fielded during the first week of May 2012.

Key questions addressed:

- What formats of music are purchased by U.S. consumers?
- Where do U.S. consumers buy their music?
- How often do U.S. consumers buy music?
- How often do U.S. consumers download music or audio podcasts on their smartphone?
- How often do U.S. consumers download music or audio podcasts on their tablet?
- How often do U.S. consumers stream music?
- What types of devices do U.S. consumers use to stream music when they are at home, work, or a location other than home or work?
- How do demographic variables, such as age, gender, income and marital status affect the listening habits of U.S. consumers?
- What relationships exist between U.S. consumers' current use of technology such as cell phones and tablets and their listening habits?

Who should read this report?

- Mobile operators

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- Device OEMs
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