

## TEENS & TUNES A SNAPSHOT OF THEIR FANATICAL LOVE OF MUSIC

With 63% of teens indicating they ‘would die without music’, and 93% indicating music is extremely important in their lives’, there is absolutely no denying teens’ passion for music.

Even given their multitasking media consumption (research showing teens consume an average of 3 media forms at any one given time), music is the one media form that still has teens religiously tuning in. More than half of teens indicate listening to music more than 5 hours a day. Very few media forms can claim this devotion.

Their passion for music stems from the integral role it plays in their lives- far deeper of a role than entertainment or background noise. For teens, music is their tool to self-express; it’s their counselor, their motivator, and above all, their friend.

This report examines how teens acquire, share, listen and live for music.

**“To be honest, I can’t even imagine my life without music. Music is my life.”**

**- Teen Respondent**

### DOWN AND DIRTY FACTS ABOUT TEENS & TUNES

<b>Importance of music</b>	<b>It is their life.</b>	<ul style="list-style-type: none"> <li>93% of teens indicate music is extremely important in their lives</li> <li>63% indicate they ‘would die without it’</li> </ul>
<b>How often they listen to music</b>	<b>Everywhere and all of the time.</b>	<ul style="list-style-type: none"> <li>54% of teens listen to music for more than 5 hours per day</li> <li>25% listen to music an average of 3 to 5 hours per day</li> <li>61% listen to music everywhere they go</li> </ul>
<b>How they listen to music</b>	<b>All devices that allow them to keep the tunes playing.</b>	<ul style="list-style-type: none"> <li>The devices used to listen to music are a strong mix of portable and stationary devices- supporting the statistics that they listen to music everywhere they go</li> <li>iPods (87%), computers (74%), AM/FM radio (17%), and streaming songs through video sites (17%) are the highest ranked mediums/devices used to listen to music</li> <li>Only 24% say they listen to music on their cell phones</li> </ul>
<b>Favorite type of music</b>	<b>Teens like it loud.</b>	<ul style="list-style-type: none"> <li>Alternative, Indie Rock, Rock and Metal are the highest ranking genres. (See chart for breakdown)</li> </ul>
<b>Music collections</b>	<b>Are vast, and for the most part, pirated.</b>	<ul style="list-style-type: none"> <li>60% of teens indicate that over 70% of their music was downloaded from free online sources</li> <li>65% indicate they have never purchased music online before</li> <li>Over three quarters of teens have more than 500 songs on their iPod/ MP3 players</li> </ul>
<b>Downloading behaviors</b>	<b>Are frequent downloaders.</b>	<ul style="list-style-type: none"> <li>43% download music from free online sites daily or every few days</li> <li>37% download an average of 20+ songs per week, 23% download 5 to 20 songs per week</li> <li>Over half most often download the entire album, where 39% download a few songs from the album</li> </ul>

## HOW YOU KNOW THEY ARE FANS

### Want the Full Experience

- 86% watch official videos of the artist/band
- 81% go to artist's concert/ show when they are in town
- 55% watch reality shows featuring the artist

### Stay Informed

- 75% search for new music and information on the artist-online
- 59% watch videos/ look at photos captured by other fans
- 55% frequently visit the artist's website for photos, information, etc

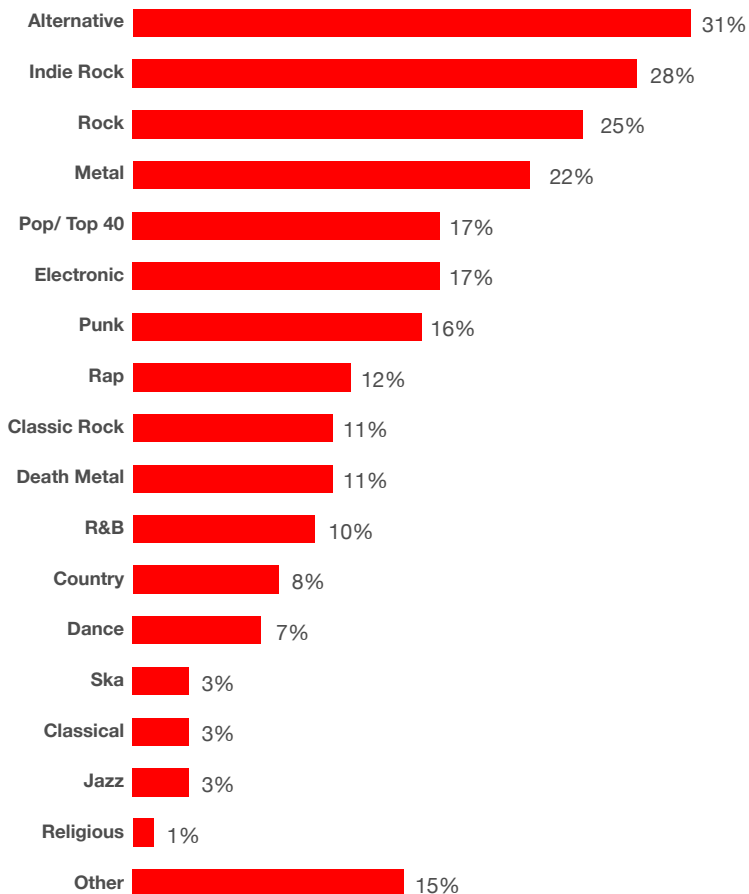
### Are Loyal

- 71% buy the new album as soon as it's available
- 67% build a digital collection of all/most music from the artist (on computer or MP3)
- 59% build a collection of most/all of the artist's CDs

### Advertise Their Fandom

- 64% purchase artist related merchandise (t-shirts, stickers, etc)
- 58% get themselves added as a friend on the artist's social networking page

## TEENS' MUSIC GENRE PREFERENCES



Connect 13 Survey n= 879

## TEENS & CONCERT ATTENDANCE

### Concert Attendance

- Almost three quarters have been to at least 5 concerts, 49% have been to more than 10 concerts

### How They Find Out About Concerts

- 36% use the internet
- 18% rely on word of mouth
- 18% use musicians' website
- 13% rely on the radio

### Where They Buy Concert Tickets

- 52% buy tickets online
- 31% buy ticket in person

### Barriers to Concert Attendance

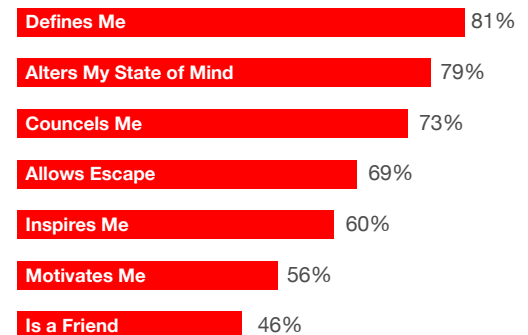
(What holds them back from going to more)

- 39% indicate not enough good concerts in their area
- 35% indicate costs of tickets prevents them from going to more concerts

## ROLE MUSIC PLAYS IN CANADIAN TEENS' LIVES

Music plays many different roles in teens' lives- roles that are crucial to not only their identity, but emotional well being. Few teens expressed the role of music in their life as passive entertainment or a pastime. The majority emphasize the more active and human role music plays in their lives.

### I listen to music because it...



Connect 13 Survey n= 879

**“My headphones never leave my ears.”**

**- Teen Respondent**



## LEARNINGS, STRATEGIES, & IMPLICATIONS:

### Embrace the Power of Band/Artist Endorsements

Celebrity/Musician obsession and fascination has reached epidemic proportions in the mass media- as evidenced from the non-stop coverage of celebrities' personal lives. Never before has it been such an opportune time to embrace the power of celebrity endorsements. More and more we are hearing brand names dropped in lyrics and seeing music celebrities promoting everything from running shoes to fast food. Look for tasteful, smart opportunities to partner teen targeted, relevant brands to brands/artists.

### Make Purchasing Music Possible

Teens' lack of access to credit cards is a huge barrier to purchasing music online- hence the reason why pirating among teens is so prevalent. Few parents are willing to hand over their credit cards to their teen for online purchases. Ensure prepaid music cards are assessable and convenient to buy. For example, sell iTunes gift cards at convenience stores and even vending machines in high teen traffic areas (such as malls).

### Drive Music Purchasing Through Added Value Strategies

Music downloading and sharing is inevitable- teens are simply going to do it. Thus music labels need to develop strategies to give teens an added value to encourage buying music online. Below are a few strategies to drive music purchasing:

### Give them elite status when they buy music online

Teens have a strong desire to attain “star status”. This ‘I want to be a star’ trend is a prevailing macro level value evident within the teen segment. Whether their star status comes from VIP access, visibility, or popularity; they go to great lengths and money to dial up their celebrity appeal. Nexopia is living proof that teens are willing to pay for “elite status” (as a significant percentage of the members are willing to pay up to \$60 a year to have extra social networking features, powers, and exposure from other members). Tap into this value system and apply it to buying music online. For example, partner with a music provider such as iTunes, and when someone buys an album from the site, they are given access (through user name and password) to an elite site. On the elite site they can view ‘never seen before’ interviews of the artist, personal letters from the artist, pictures of their home, pets, etc.

### Reward them for buy music online

Another strategy to increase the value for purchasing music is to offer prize packs to music purchasers. For example, if you went on iTunes and purchased the new Billy Talent album, you could be randomly selected for one of many Billy Talent Prize Packs consisting of prizes such as- free concert tickets, travel and accommodations to the concert, autographed swag, etc. If teens know there is a potential prize at the end of the purchase, they would more than likely do it.

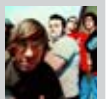
## TOP 5 BANDS TEENS WOULD LIKE TO SEE LIVE

Ranked in Order of Preference:

### 1. Billy Talent



### 2. Alexisonfire



### 3. Owl City



### 4. Lady Gaga



### 5. Marianas Trench



### 6. Tegan & Sara



**4 out of the 6 of the top bands teens would like to see live are Canadian.**

Connect 13 Survey n= 879

### About the survey

Results are based on a survey launched in November 2009 (n= 879) and homepage polls with a sample size averaging n=14,000; Key demographics: 42.6% male, 57.4% female 76% aged 13-18, 11% aged 19-23

### Want more?

Nexopia is the leading Canadian social networking site for youth. We reach into the minds of young people- tapping into their attitudes and values, lifestyles and trends, media, products and brands. Our exploratory research includes quantitative surveys and in-depth qualitative research (focus groups, observation, teen panels). These reports are distributed to key Canadian advertising and marketing decision makers with the intent to demystify this niche market and assist with developing relevant and effective communication & marketing strategies.

KELLEY HAJAR

email: [kelley@connect13.ca](mailto:kelley@connect13.ca)  
direct: 780 444 1250 ext.200

**Connect13.ca**

Prepared by: Brand Consultant- DARLA MIAZDYCK  
email: [darla.miazdyck@gmail.com](mailto:darla.miazdyck@gmail.com)  
416 333 5840 - 647 347 3133