



THE RECORDING INDUSTRY ASSOCIATION OF AMERICA

2006 Consumer Profile

Phone: 202/775-0101

Web: www.riaa.com

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	Total U.S. Dollar Value	
Genre												
Rock	32.5	25.7	25.2	24.8	24.4	24.7	25.2	23.9	31.5	34.0	% The figures below (in millions) indicate the overall size of the U.S. sound recording industry based on manufacturers' shipments at suggested list prices. 1997 \$12,236.8 1998 \$13,723.5 1999 \$14,584.5 2000 \$14,323.0 2001 \$13,740.9 2002 \$12,614.2 2003 \$11,854.4 2004 \$12,338.1 2005 \$12,269.5 2006 \$11,510.2	
Rap/Hip-hop ²	10.1	9.7	10.8	12.9	11.4	13.8	13.3	12.1	13.3	11.4		
R&B/Urban ³	11.2	12.8	10.5	9.7	10.6	11.2	10.6	11.3	10.2	11.0		
Country	14.4	14.1	10.8	10.7	10.5	10.7	10.4	13.0	12.5	13.0		
Pop	9.4	10.0	10.3	11.0	12.1	9.0	8.9	10.0	8.1	7.1		
Religious ⁴	4.5	6.3	5.1	4.8	6.7	6.7	5.8	6.0	5.3	5.5		
Classical	2.8	3.3	3.5	2.7	3.2	3.1	3.0	2.0	2.4	1.9		
Jazz	2.8	1.9	3.0	2.9	3.4	3.2	2.9	2.7	1.8	2.0		
Soundtracks	1.2	1.7	0.8	0.7	1.4	1.1	1.4	1.1	0.9	0.8		
Oldies	0.8	0.7	0.7	0.9	0.8	0.9	1.3	1.4	1.1	1.1		
New Age	0.8	0.6	0.5	0.5	1.0	0.5	0.5	1.0	0.4	0.3		
Children's	0.9	0.4	0.4	0.6	0.5	0.4	0.6	2.8	2.3	2.9		
Other ⁵	5.7	7.9	9.1	8.3	7.9	8.1	7.6	8.9	8.5	7.3		
Format												
Full-length CDs	70.2	74.8	83.2	89.3	89.2	90.5	87.8	90.3	87.0	85.6		% Methodology The 2006 profile data represents a combination of data collected by Peter Hart Research and The Taylor Research & Consulting Group, Inc. The data for the period from the beginning of 2004 through the end of July 2004 were collected by Peter Hart Research, while the data from August 2004 on was gathered by The Taylor Research & Consulting Group. ¹ Data based on telephone survey of past-month music buyers. For 2006, the reliability of the data among 1,200+ past-month music buyers is +/- 2.8% at a 95% confidence level. With respect to genre, consumers were asked to classify their music purchases. Permission to cite or copy these statistics is hereby granted as long as proper attribution is given to the Recording Industry Association of America.
Full-length cassettes	18.2	14.8	8.0	4.9	3.4	2.4	2.2	1.7	1.1	0.8		
Singles (all types)	9.3	6.8	5.4	2.5	2.4	1.9	2.4	2.4	2.7	3.4		
Music videos/Video DVDs	0.6	1.0	0.9	0.8	1.1	0.7	0.6	1.0	0.7	1.1		
DVD audio	NA	NA	NA	NA	1.1	1.3	2.7	1.7	0.8	1.3		
Digital Download	NA	NA	NA	NA	0.2	0.5	1.3	0.9	5.7	6.7		
SACD	NA	NA	NA	NA	NA	NA	0.5	0.8	1.2	0.0		
Vinyl LPs	0.7	0.7	0.5	0.5	0.6	0.7	0.5	0.9	0.7	0.6		
Age												
10-14 Years	8.9	9.1	8.5	8.9	8.5	8.9	8.6	9.4	8.6	7.6	% Data based on telephone survey of past-month music buyers. For 2006, the reliability of the data among 1,200+ past-month music buyers is +/- 2.8% at a 95% confidence level. With respect to genre, consumers were asked to classify their music purchases.	
15-19 Years	16.8	15.8	12.6	12.9	13.0	13.3	11.4	11.9	11.9	12.8		
20-24 Years	13.8	12.2	12.6	12.5	12.2	11.5	10.0	9.2	12.7	9.8		
25-29 Years	11.7	11.4	10.5	10.6	10.9	9.4	10.9	10.0	12.1	12.7		
30-34 Years	11.0	11.4	10.1	9.8	10.3	10.8	10.1	10.4	11.3	10.2		
35-39 Years	11.6	12.6	10.4	10.6	10.2	9.8	11.2	10.7	8.8	10.6		
40-44 Years	8.8	8.3	9.3	9.6	10.3	9.9	10.0	10.9	9.2	9.0		
45+	16.5	18.1	24.7	23.8	23.7	25.5	26.6	26.4	25.5	26.1		
Channel⁶												
Record Store	51.8	50.8	44.5	42.4	42.5	36.8	33.2	32.5	39.4	35.4	% 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	31.9	34.4	38.3	40.8	42.4	50.7	52.8	53.8	32.0	32.7		
Record Club	11.6	9.0	7.9	7.6	6.1	4.0	4.1	4.4	8.5	10.5		
TV, Newspaper, Magazine Ad Or 800 Number	2.7	2.9	2.5	2.4	3.0	2.0	1.5	1.7	2.4	2.4		
Internet ⁷	0.3	1.1	2.4	3.2	2.9	3.4	5.0	5.9	8.2	9.1		
Digital Download	NA	NA	NA	NA	NA	NA	NA	NA	6.0	6.8		
Concert	NA	NA	NA	NA	NA	NA	NA	1.6	2.7	2.0		
Gender												
Female	51.4	51.3	49.7	49.4	51.2	50.6	50.9	50.5	48.2	49.6	%	
Male	48.6	48.7	50.3	50.6	48.8	49.4	49.1	49.5	51.8	50.4		

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.
² 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 2006 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