



THE RECORDING INDUSTRY ASSOCIATION OF AMERICA

2003 Consumer Profile

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	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Total U.S. Dollar Value
ROCK	35.1	33.5	32.6	32.5	25.7	25.2	24.8	24.4	24.7	25.2	% The figures below (in millions) indicate the overall size of the U.S. sound recording industry based on manufacturers' shipments at suggested list prices.
RAP/HIP-HOP¹	7.9	6.7	8.9	10.1	9.7	10.8	12.9	11.4	13.8	13.3	
R&B/URBAN²	9.6	11.3	12.1	11.2	12.8	10.5	9.7	10.6	11.2	10.6	
COUNTRY	16.3	16.7	14.7	14.4	14.1	10.8	10.7	10.5	10.7	10.4	
POP	10.3	10.1	9.3	9.4	10.0	10.3	11.0	12.1	9.0	8.9	
RELIGIOUS³	3.3	3.1	4.3	4.5	6.3	5.1	4.8	6.7	6.7	5.8	
CLASSICAL	3.7	2.9	3.4	2.8	3.3	3.5	2.7	3.2	3.1	3.0	
JAZZ	3.0	3.0	3.3	2.8	1.9	3.0	2.9	3.4	3.2	2.9	
SOUNDTRACKS	1.0	0.9	0.8	1.2	1.7	0.8	0.7	1.4	1.1	1.4	
OLDIES	0.8	1.0	0.8	0.8	0.7	0.7	0.9	0.8	0.9	1.3	
NEW AGE	1.0	0.7	0.7	0.8	0.6	0.5	0.5	1.0	0.5	0.5	
CHILDREN'S	0.4	0.5	0.7	0.9	0.4	0.4	0.6	0.5	0.4	0.6	
OTHER⁴	5.3	7.0	5.2	5.7	7.9	9.1	8.3	7.9	8.1	7.6	
FULL LENGTH CDS	58.4	65.0	68.4	70.2	74.8	83.2	89.3	89.2	90.5	87.8	%
FULL LENGTH CASSETTES	32.1	25.1	19.3	18.2	14.8	8.0	4.9	3.4	2.4	2.2	
SINGLES (ALL TYPES)	7.4	7.5	9.3	9.3	6.8	5.4	2.5	2.4	1.9	2.4	
MUSIC VIDEOS/VIDEO DVDS	0.8	0.9	1.0	0.6	1.0	0.9	0.8	1.1	0.7	0.6	
DVD AUDIO⁵	NA	NA	NA	NA	NA	NA	NA	1.1	1.3	2.7	
DIGITAL DOWNLOAD⁵	NA	NA	NA	NA	NA	NA	NA	0.2	0.5	1.3	
SACD⁶	NA	NA	NA	NA	NA	NA	NA	NA	NA	0.5	
VINYL LPS	0.8	0.5	0.6	0.7	0.7	0.5	0.5	0.6	0.7	0.5	
10-14 YEARS	7.9	8.0	7.9	8.9	9.1	8.5	8.9	8.5	8.9	8.6	% (over 2,900 per year). Data from the survey is weighted by age and sex, and then projected to reflect the U.S. population age 10-and-over. The reliability of the data is +/- 1.8% at a 95% confidence level. With respect to genre, consumers were asked to classify their music purchases; they are not assigned a particular category by Hart Research.
15-19 YEARS	16.8	17.1	17.2	16.8	15.8	12.6	12.9	13.0	13.3	11.4	
20-24 YEARS	15.4	15.3	15.0	13.8	12.2	12.6	12.5	12.2	11.5	10.0	
25-29 YEARS	12.6	12.3	12.5	11.7	11.4	10.5	10.6	10.9	9.4	10.9	
30-34 YEARS	11.8	12.1	11.4	11.0	11.4	10.1	9.8	10.3	10.8	10.1	
35-39 YEARS	11.5	10.8	11.1	11.6	12.6	10.4	10.6	10.2	9.8	11.2	
40-44 YEARS	7.9	7.5	9.1	8.8	8.3	9.3	9.6	10.3	9.9	10.0	
45+ YEARS	15.4	16.1	15.1	16.5	18.1	24.7	23.8	23.7	25.5	26.6	
RECORD STORE	53.3	52.0	49.9	51.8	50.8	44.5	42.4	42.5	36.8	33.2	%
OTHER STORE	26.7	28.2	31.5	31.9	34.4	38.3	40.8	42.4	50.7	52.8	Permission to cite or copy these statistics is hereby granted as long as proper attribution is given to the Recording Industry Association of America.
TAPE/RECORD CLUB TV, NEWSPAPER, MAGAZINE AD OR 800 NUMBER	15.1	14.3	14.3	11.6	9.0	7.9	7.6	6.1	4	4.1	
INTERNET⁷	3.4	4.0	2.9	2.7	2.9	2.5	2.4	3.0	2	1.5	
FEMALE	47.3	47.0	49.1	51.4	51.3	49.7	49.4	51.2	50.6	50.9	%
MALE	52.7	53.0	50.9	48.6	48.7	50.3	50.6	48.8	49.4	49.1	

Methodology

Peter Hart Research conducts a national telephone survey of past month music buyers (over 2,900 per year). Data from the survey is weighted by age and sex, and then projected to reflect the U.S. population age 10-and-over. The reliability of the data is +/- 1.8% at a 95% confidence level. With respect to genre, consumers were asked to classify their music purchases; they are not assigned a particular category by Hart Research.

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¹ "Rap": Includes Rap (10.4%) and Hip-Hop (2.9%).

² "R&B": Includes R&B, blues, dance, disco, funk, fusion, Motown, reggae, soul.

³ "Religious": Includes Christian, Gospel, Inspirational, Religious, and Spiritual.

⁴ "Other": Includes Ethnic, Standards, Big Band, Swing, Latin, Electronic, Instrumental, Comedy, Humor, Spoken Word, Exercise, Language, Folk and Holiday Music.

⁵ 2001 is the first year that data was collected on DVD audio and digital download purchases.

⁶ 2003 is the first year that data was collected on SACD purchases.

⁷ "Internet": Does not include record club purchases made over the Internet.