



# Music listening habits of Lithuanian people in 2017

Survey Report

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## Survey purpose and method

- The main purpose of the study was to **map the music listening habits of Lithuanian people.**
- The target group of the survey were **15-60 year old inhabitants of Lithuania.**
- In total, **902 inhabitants** answered to the survey.
  - As it was representative sample we can widen it to the whole agegroup (the possible maximum error percentage does not exceed  $\pm 3,3\%$  on the confidence level of 95%).
- Survey period was **20.06-27.06.2017.**
- The survey was conducted on the web using CAWI method (*computer assisted web interviewing*) in Lithuanian language. Responding to the survey took place in Kantar TNS web-survey server and respondents were found from Kantar TNS web-contacts` base.
- The average length of the survey was 10 minutes.
- The survey was commissioned by Universal Music OY and the ownership rights of survey results belong to the commissioner.

# Summary

## Summary 1/3: while people over 30 mainly like to listen to the car radio, the younger generations prefer to listen to music on the phone

- The survey target group (residents of Lithuania, ages 15-60) listen to music **most frequently** through the **car radio and radio** (accordingly 49% and 36% of the target group does it almost daily). Radio is followed by different devices, where ca 20% of the respondents use either **laptops, phone, TV** or the **car CD/DVD player** to listen to music.
  - **While people over 30 mainly like to listen to the car radio, the younger generations prefer to listen to music on the phone.** Within the youngest age group (ages 15-19) the phones are followed (with a substantial gap) by laptops, while radio is only on the fourth position.
  - Women succeed men in using TV to listen to music more frequently. Men are leading more in listening to music using the phone, radio, personal computers or in the car – either using the car radio or connecting their phone or mp3 devices to the car.
- **When looking at different places for music listening**, the most common are **home** and **the car**, where at least 56% of the residents do it daily. Even though going to live concerts happens less often than once a month, concerts still succeed other places outside the home – only 11% of the target group has never been to a live music concert.
  - **34% of the target group go to a live concert at least once a month.** When looking at the social-demographic proportions, the more frequent concert visitors are among respondents who are under 40, more often male with lower education.
- **Music is mostly playing as a background to other activities** (83% of the residents), but a significant proportion (**66%**) **also listens to music exclusively almost daily**. The exclusive music listeners share drops with aging – while in the ages of 15-19 the exclusive music listeners proportion is 86%, it's 54% within the age group of 50-60.
- **61% of the target group is willing to spend on concert tickets and 25% on listening to music.**
  - Respondents with higher education are less willing to spend on music.
  - Respondents who are 15-19, reside in rural areas and have lower incomes are less willing to spend on concert tickets.

## Summary 2/3: Youtube is the most popular streaming service

- Most of the target group has listened to music online. 68% of the respondents have listened to music on their phone or computer within the last month, 59% have watched music videos online.
- Awareness about music streaming services online is noticeably higher within the younger audience.
- **Youtube is the most popular streaming service** – 40% of the residents can name it spontaneously and 81% uses it at least once a week. **Spotify takes the second place (with a significant gap)**, which can be named spontaneously by 15% and being used weekly by 14% of the respondents. These are the services being mentioned spontaneously most within all the different social-demographic groups. **Google Play** being used weekly by 30%, but only 1,2% of the residents can name it spontaneously.
  - 98% of 15-19 year olds use Youtube at least once a week, 26% use Spotify, 28% Google Play.
  - Google Play are most often used weekly in the age group of 30-39.
- **Deezer** is the third most spontaneously mentioned service, but in comparison with the two leaders, it is substantially less known, but has 6% regular users. After Youtube, Spotify and Google Play, **Soundcloud** has the fourth most share of regular users (9% use it weekly), but only 3% of the respondents associate it as a music streaming service.
- Most of the music streaming service users use a **free version, 7% of the respondents are using or are planning to use a paid service**. 35% of the target group excluded using a paid service, since they don't consider themselves as active music listeners. 33% thinks the service is too expensive, but 17% would be willing to pay in case the price would be in accordance to the quantity or scope of the music listened.
- **18% of Spotify, 17% of Deezer and 16% of Tidal users are paying for using these streaming services at the moment.**
  - The main arguments for using the paid version of Spotify are **listening to music without advertisement** and **Access to music with higher sound quality**.



## Summary 3/3: 62% of the target group considers at least one of the illegal activities (concerning music) as legal

We asked the respondents about different illegal activities concerning music. First of all we asked, if they accepted a certain kind of activity and then if they thought it was legal.

- **62% of the target group mistakenly considered at least one of the listed activities as legal**, only 22% of the respondents do not accept and consider illegal all of the listed activities.

The legal side of downloading files and file sharing sites is unclear and confusing to the respondents. Even knowing that these activities are illegal, about 1/3 accepts such behavior.

- **Downloading files (music, films, TV shows) for personal use from relevant sites is considered acceptable by 54%**. Just a little bit less amount (48%) considers it legal.
- **36% of the target group accepts sharing online files (films, TV shows) and sharing sites for music downloading**. 40% of them consider it legal.
- **17% accepts watching films or TV shows from illegal online video watching services**, 13% considers it legal.
  - 29% of who accepts the behavior consider it legal whereas 71% knows, its illegal.
- The rest of the activities, which have direct condemning words in them (such as pirate, stolen etc.), is acceptable and considered legal to 10% of the target group.

## Survey results

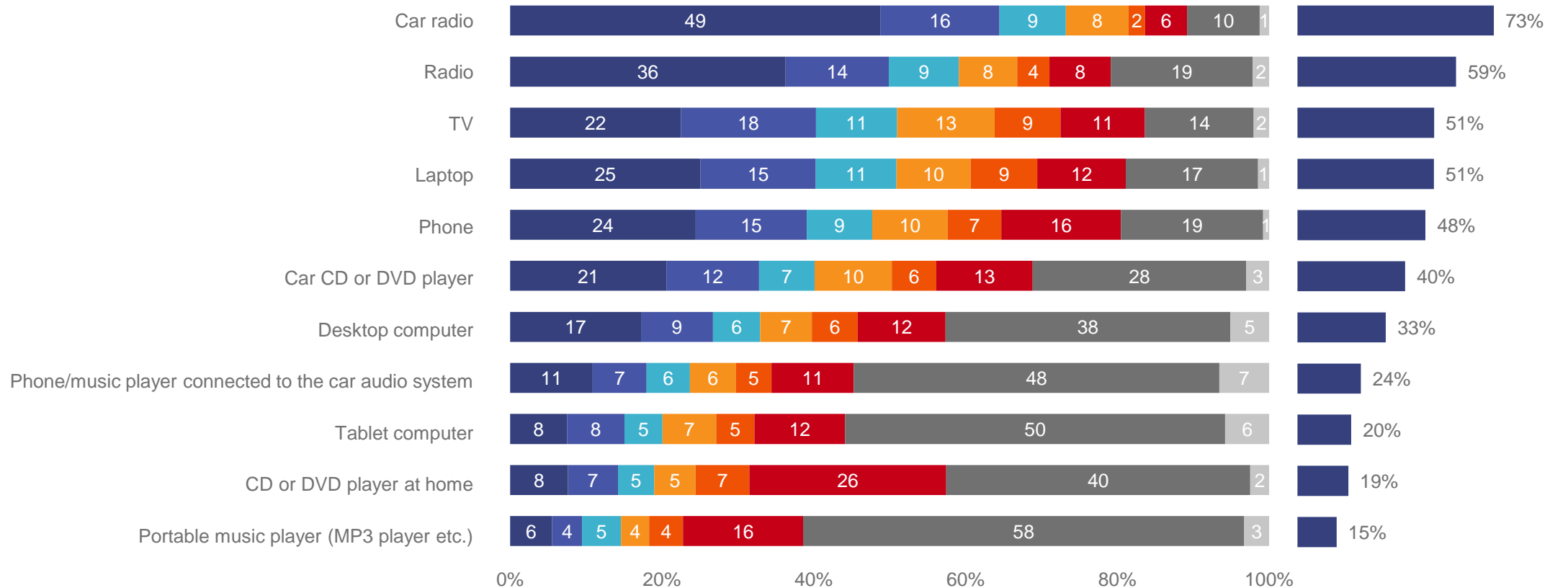


# How often do you listen to the music using the following devices?

% of all respondents, n=902

■ Almost every day ■ Two or three times a week ■ Once a week ■ Two or three times a month ■ Once a month ■ Less often ■ Never ■ Don't know

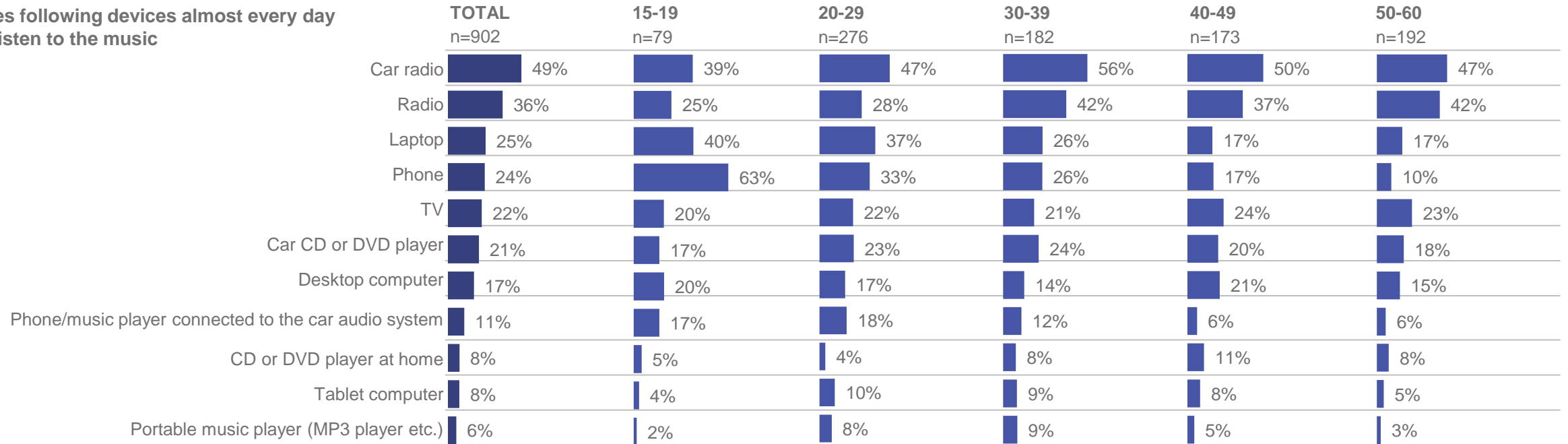
At least once a week



# Music device users who listen to the music almost every day by age groups

% of all respondents, n=902

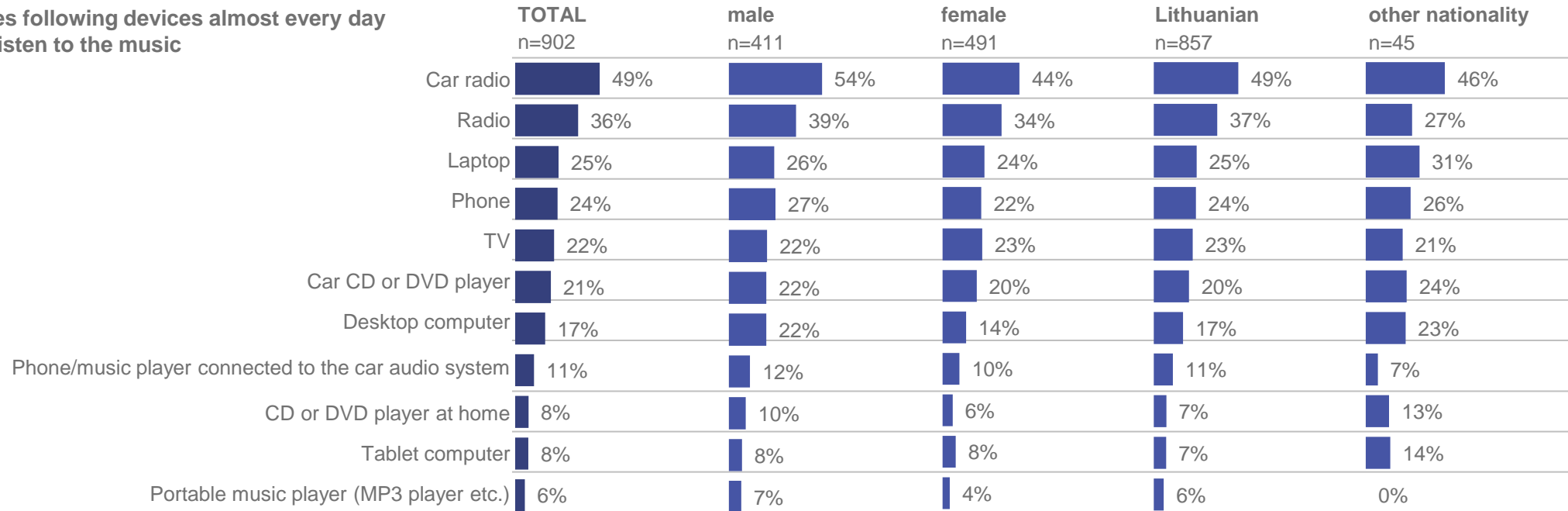
Uses following devices almost every day to listen to the music



# Music device users who listen to music almost every day by gender and nationality

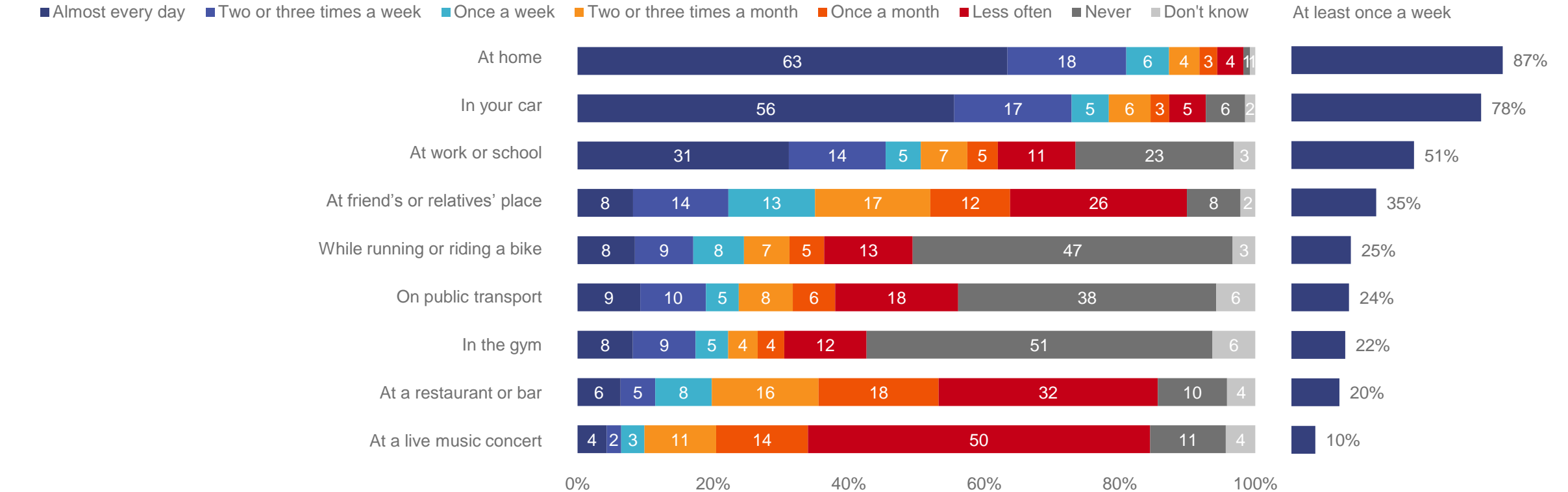
% of all respondents, n=902

Uses following devices almost every day to listen to the music



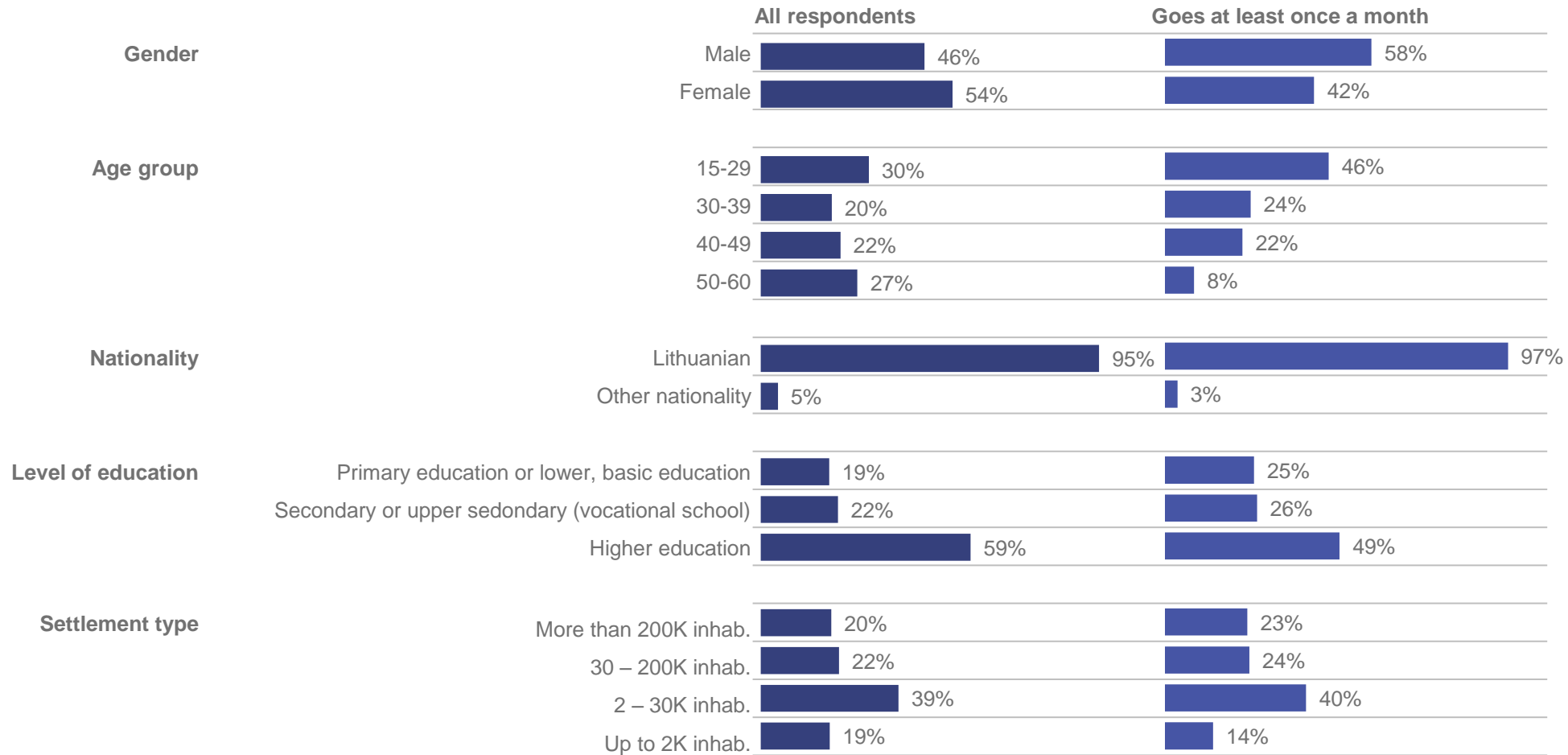
# How often do you listen to the music in the following places?

% of all respondents, n=902



34% of the target group goes to live music concerts at least once a month. Although people go to concerts less frequently than once a month, the overall proportion of the people who go to concert is high in general – 85%.

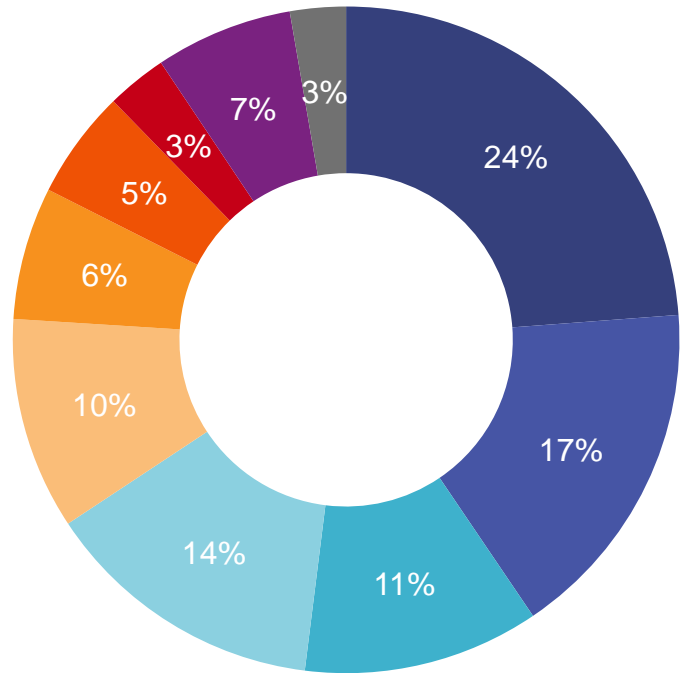
# Socio-demographic profile of people who at least once a month go to live music concerts



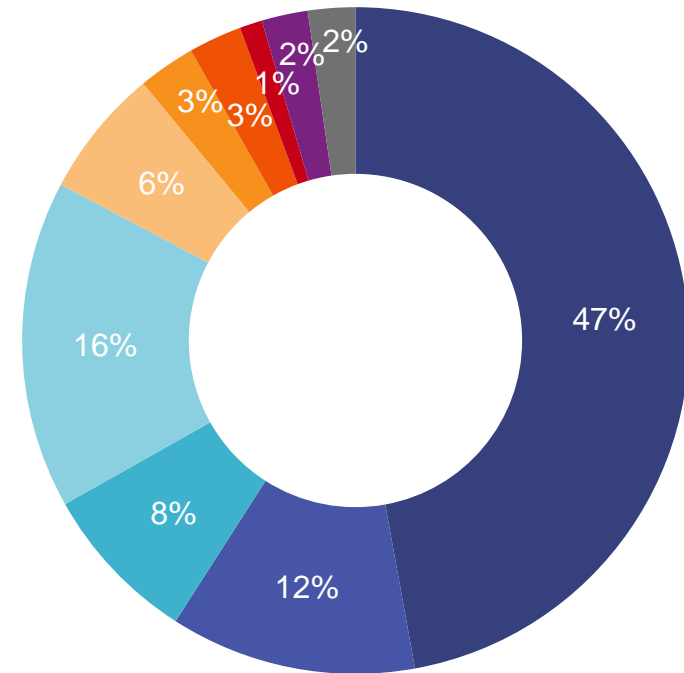
# How often do you listen to the music...

% of all respondents, n=902

Exclusively



As background for some other activity

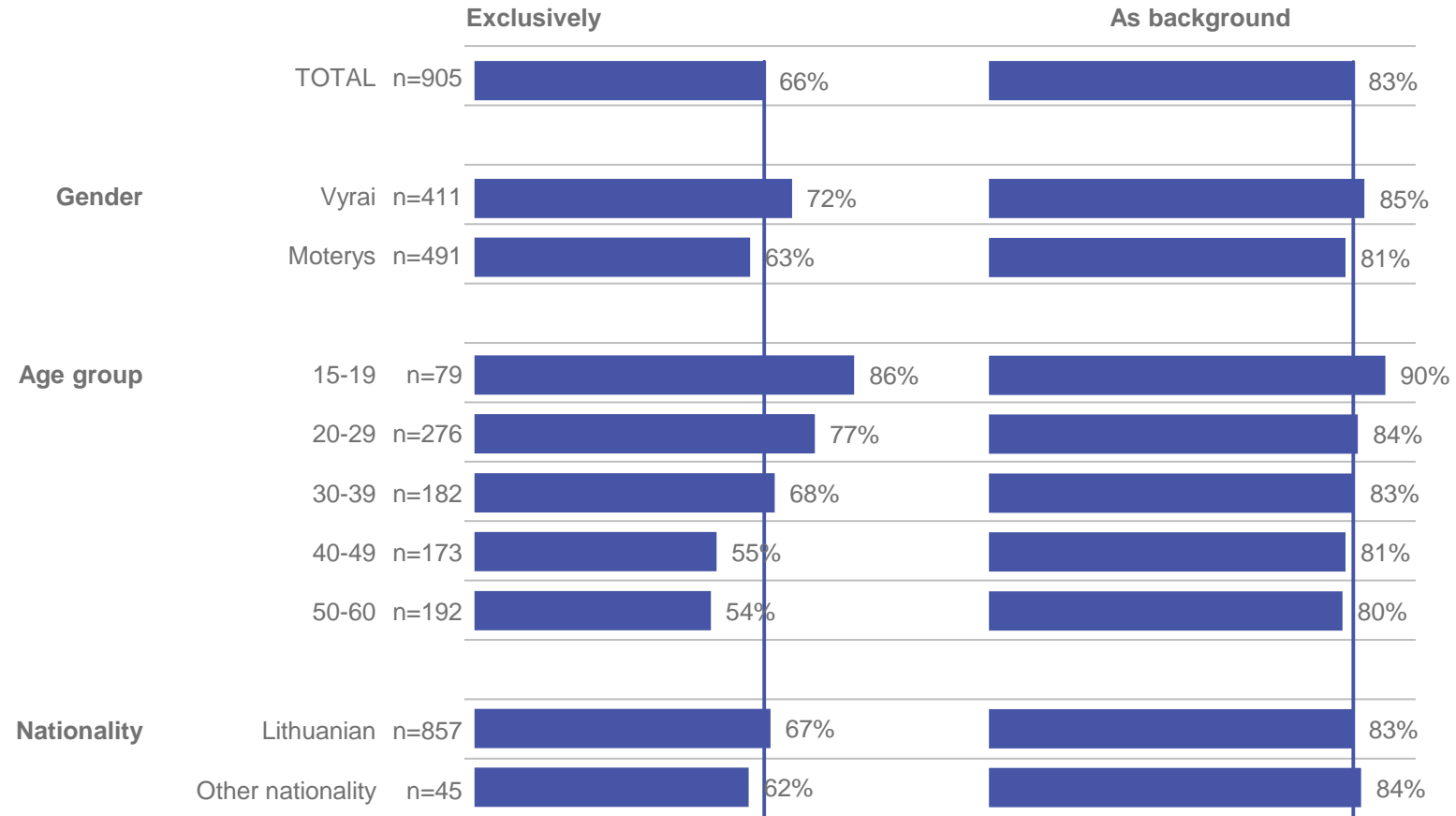


- At least 2-3 hours every day
- 1 hour everyday
- Less than 1 hour everyday
- Almost everyday
- Two or three times a week
- Once a week
- Two or three times a month
- Once a month
- Less often
- Never

66% of the population listens attentively to music every day. However, 83% of the residents listens to music as background for some other activity

# Daily music listeners by age group, gender and nationality

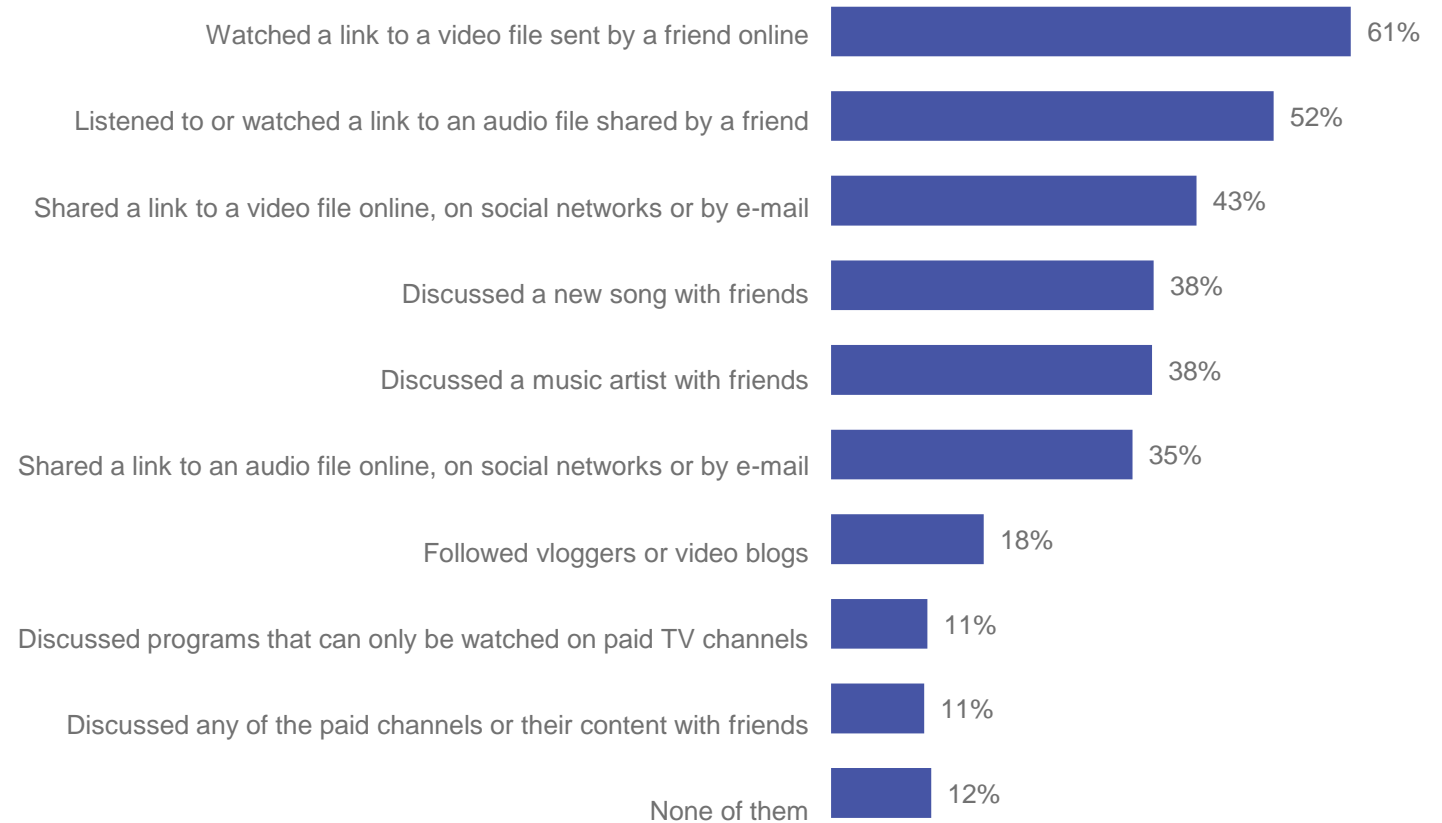
% of daily users



# Various activities in the past six months

% of all respondents, n=902

## Using a predetermined list of choices

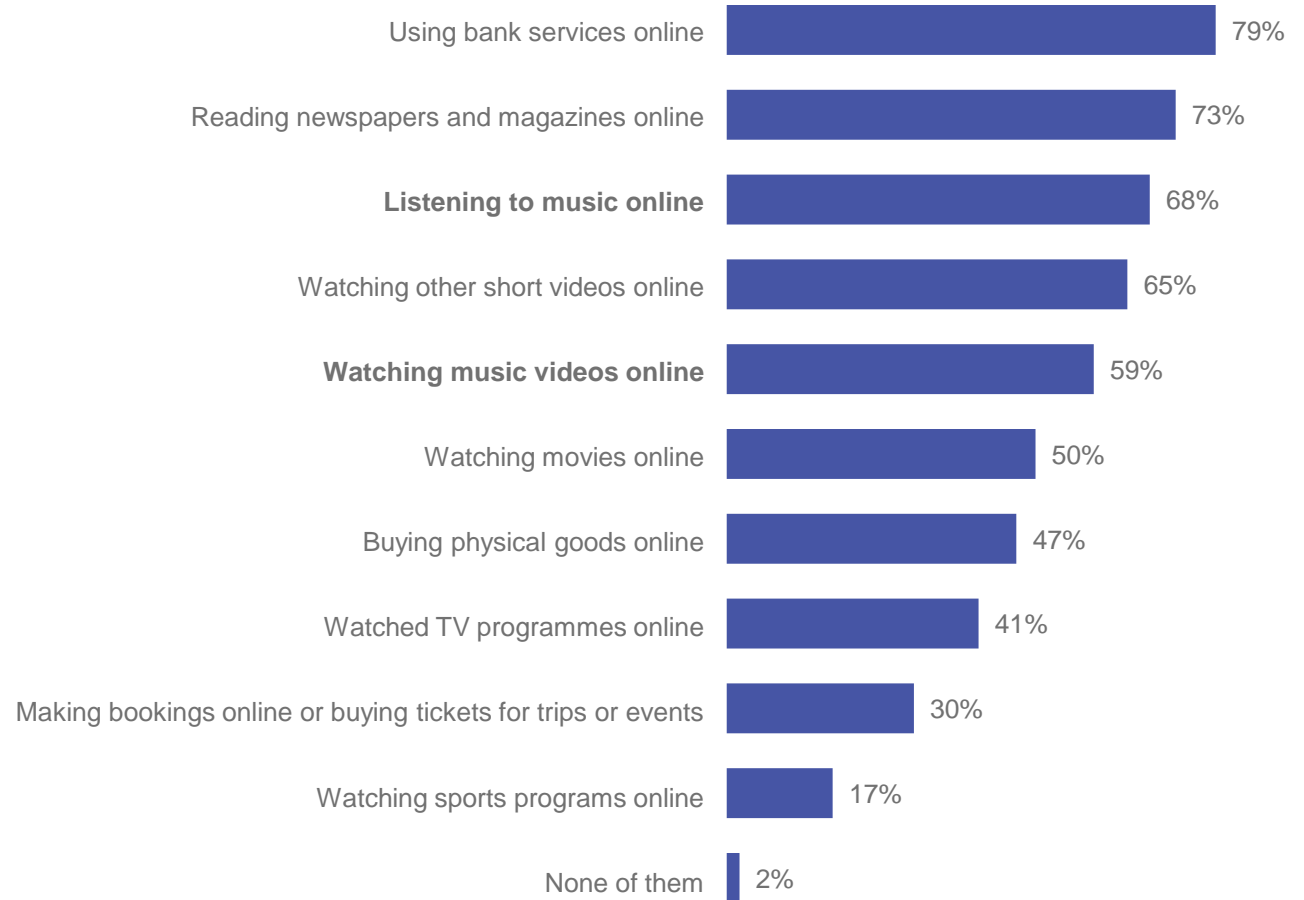




# Activities done in the past month using phone, tablet computer or computer

% of all respondents, n=902

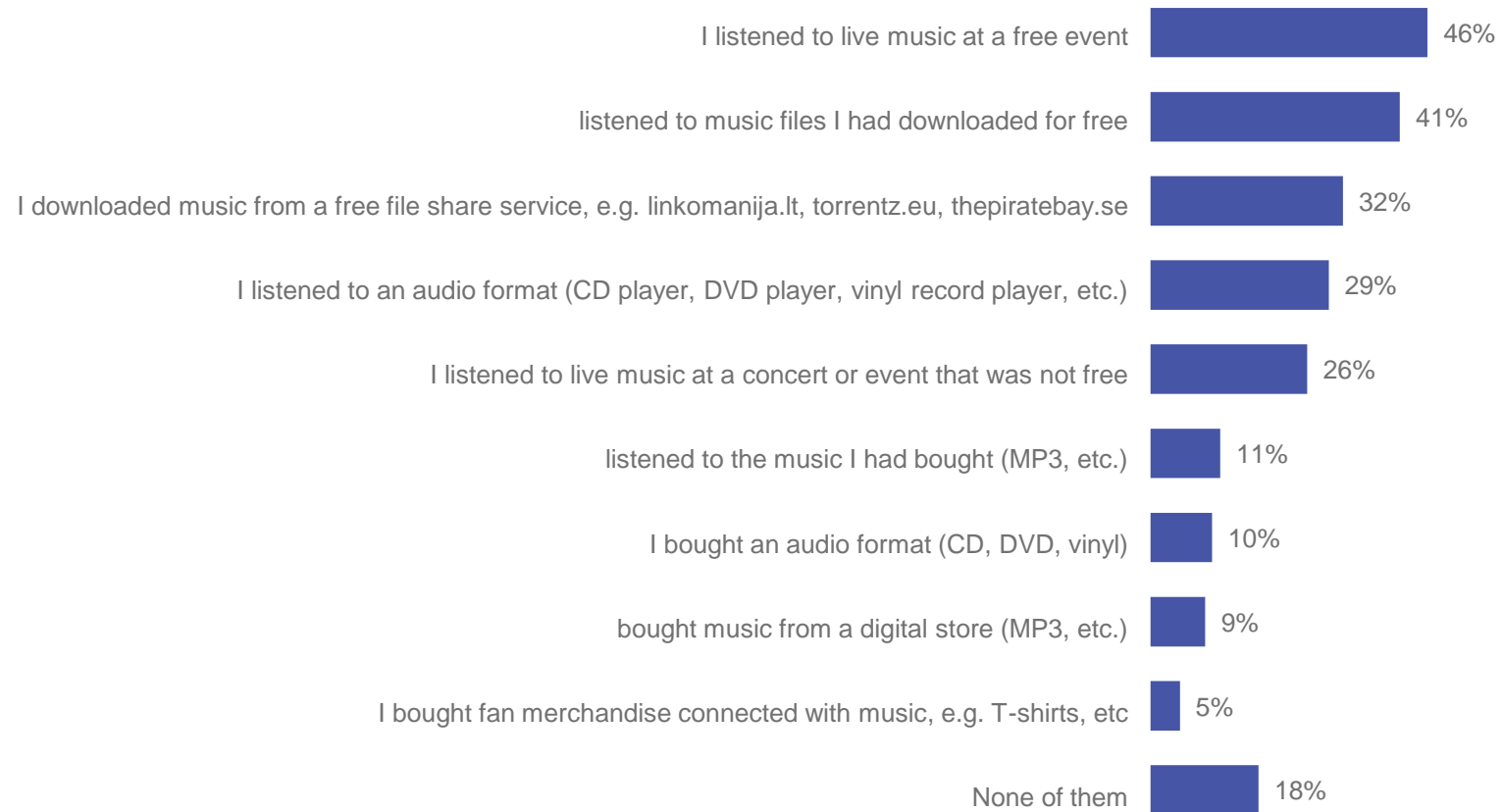
## Using a predetermined list of choices



# Music related activities that were done in the past month

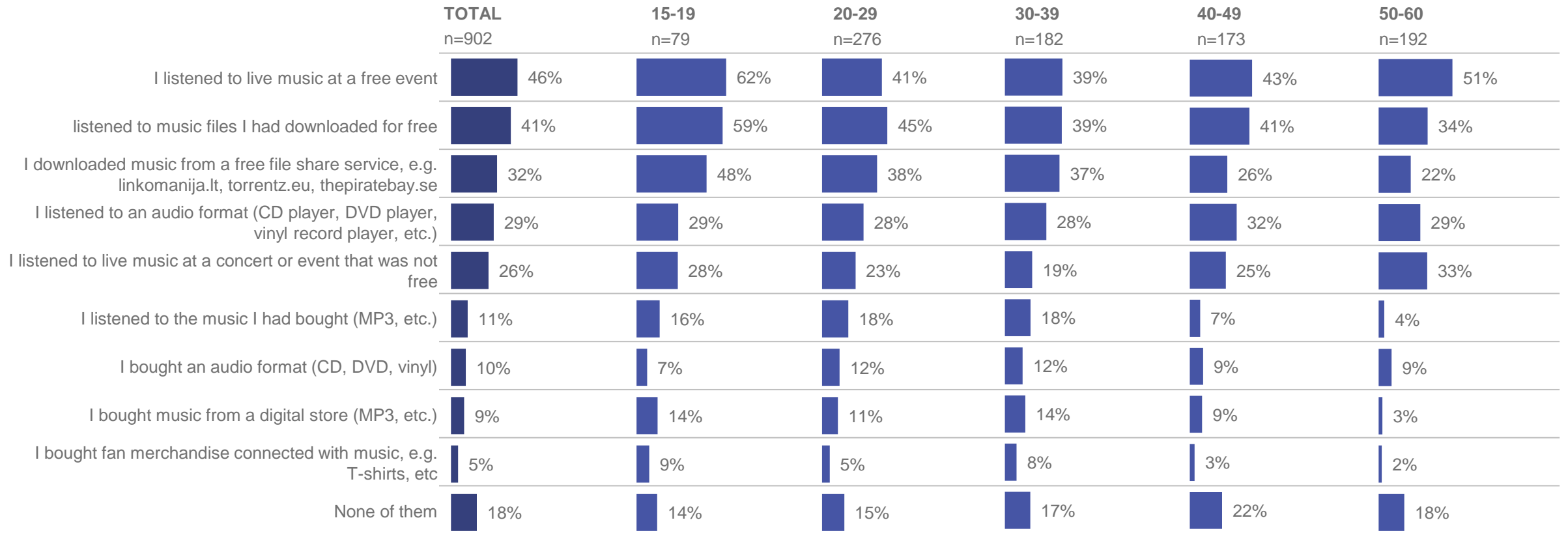
% of all respondents, n=902

## Using a predetermined list of choices



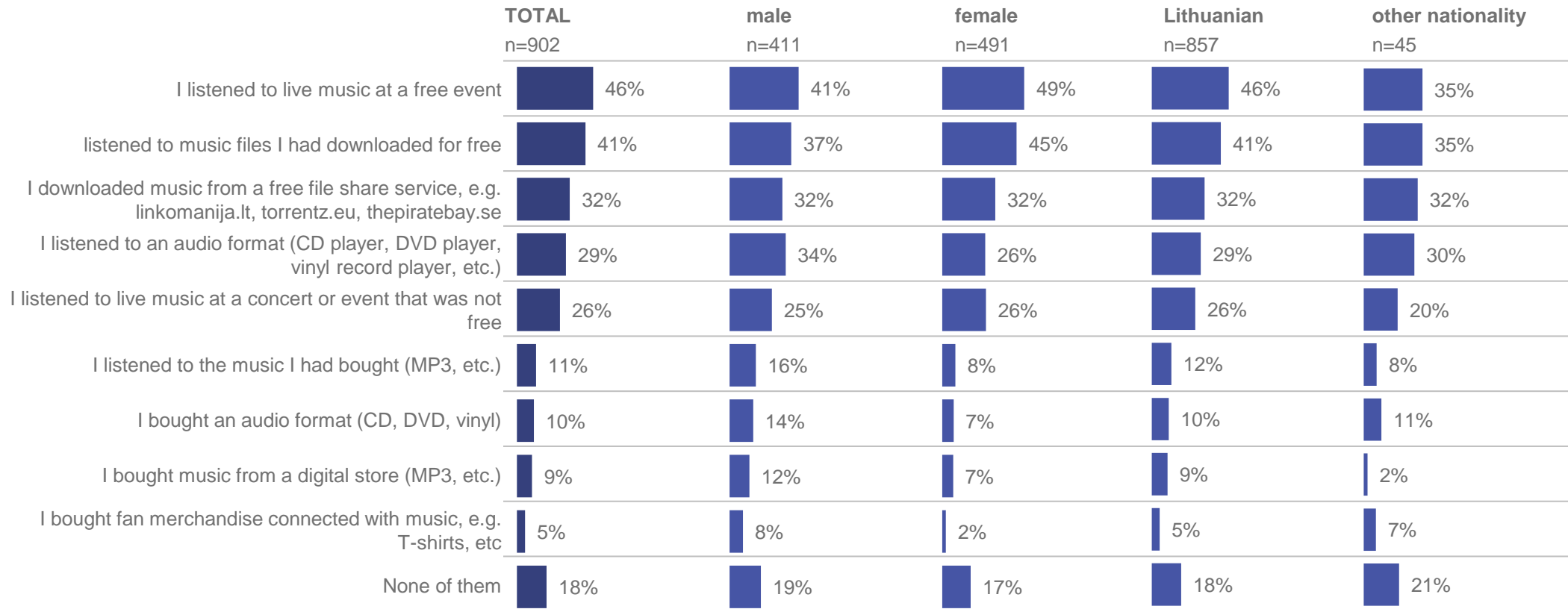
# Music related activities that were done in the past month by age group

% of all respondents, n=902



# Music related activities that were done in the past month by gender and nationality

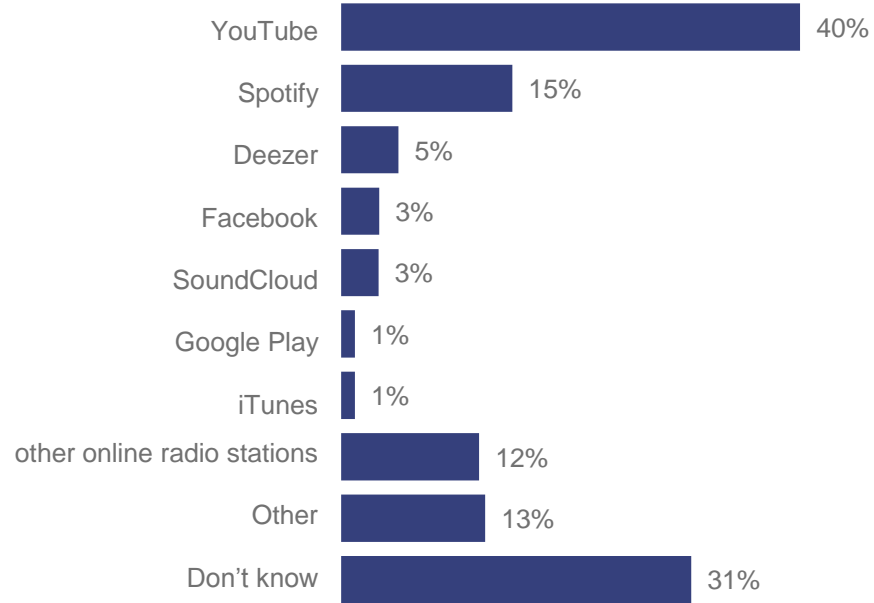
% of all respondents, n=902



# What kind of music streaming or listening web services can you name?

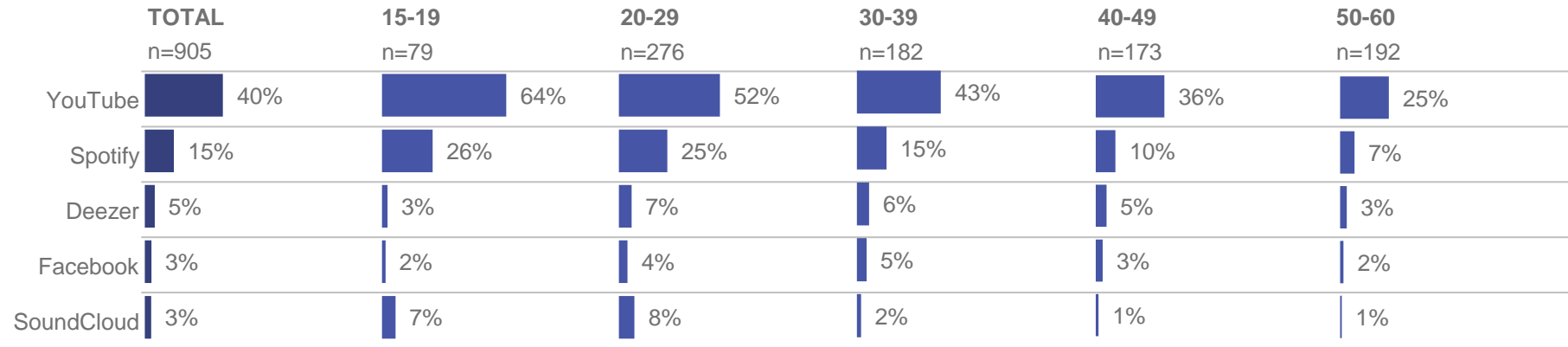
% of all respondents, n=902

## Spontaneous answers



# Spontaneously mentioned music streaming web services by age group

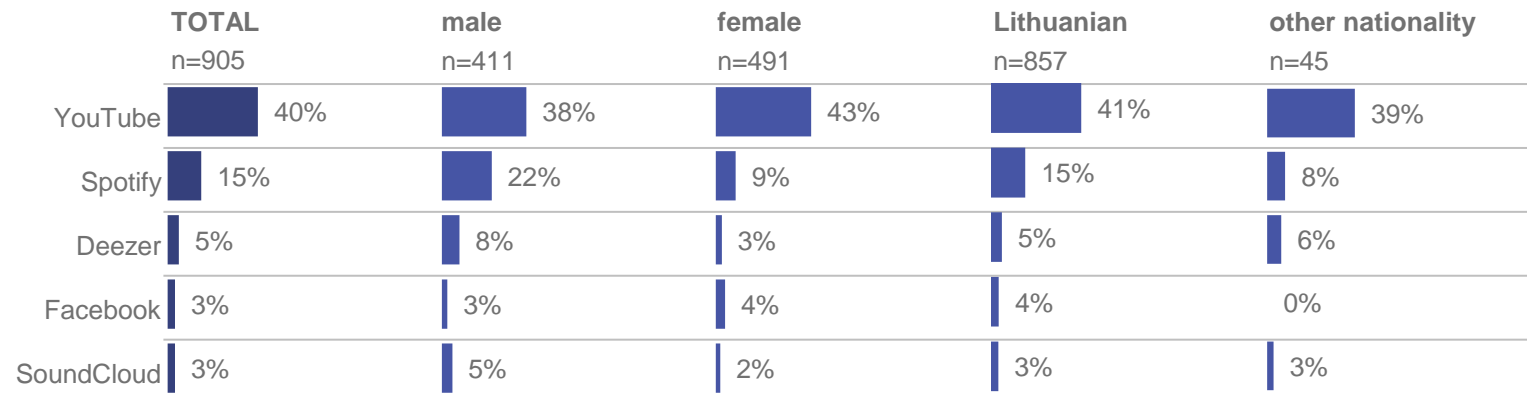
% of all respondents, n=902



The graph presents music listening web services, which were named by at least 3% of the respondents.

# Spontaneously mentioned music streaming web services by gender and nationality

% of all respondents, n=902



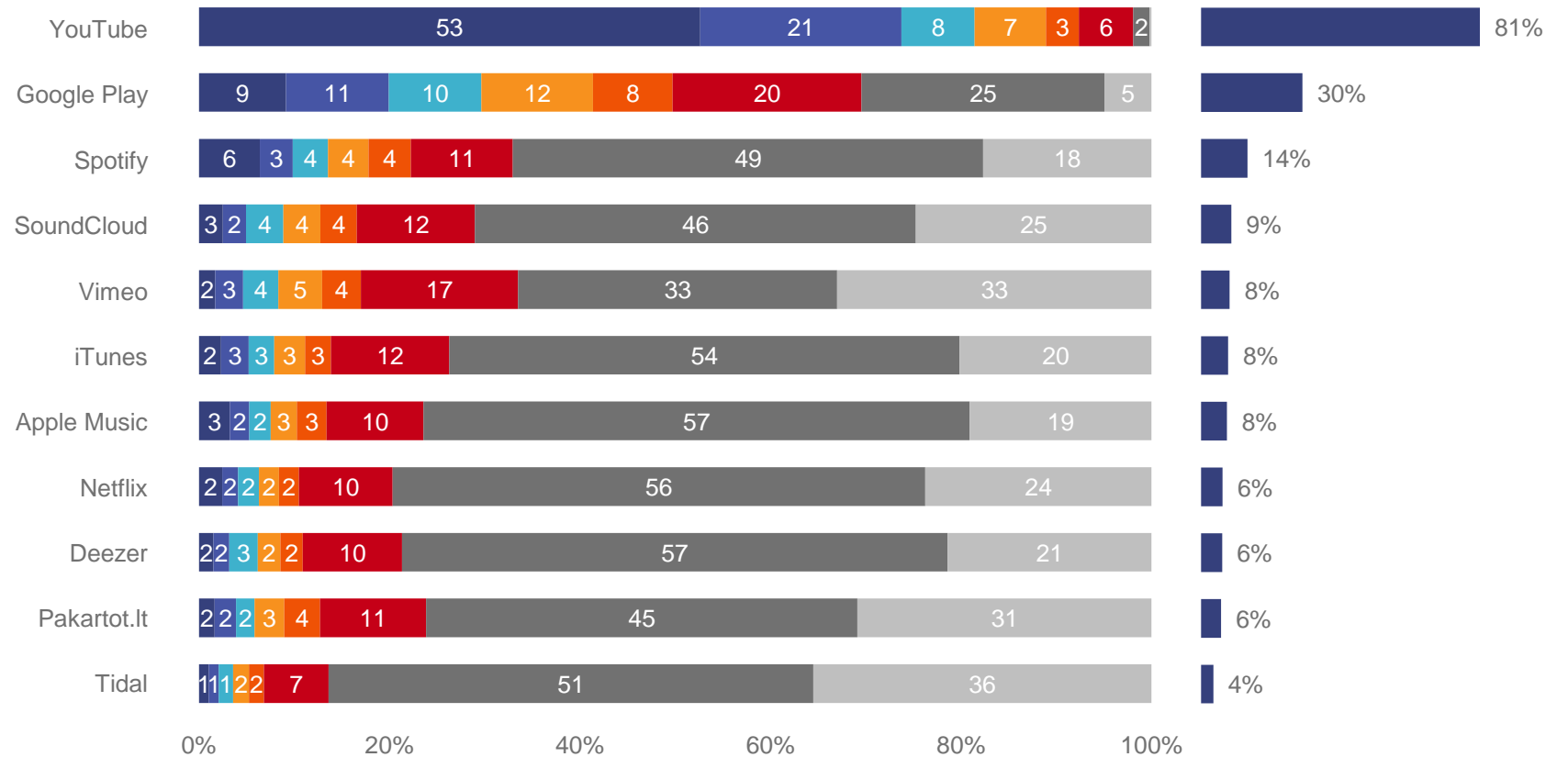
The graph presents music listening web services, which were named by at least 3% of the respondents.

# How often have you used the following web services over the past year?

% of all respondents, n=902

Using a predetermined list of choices

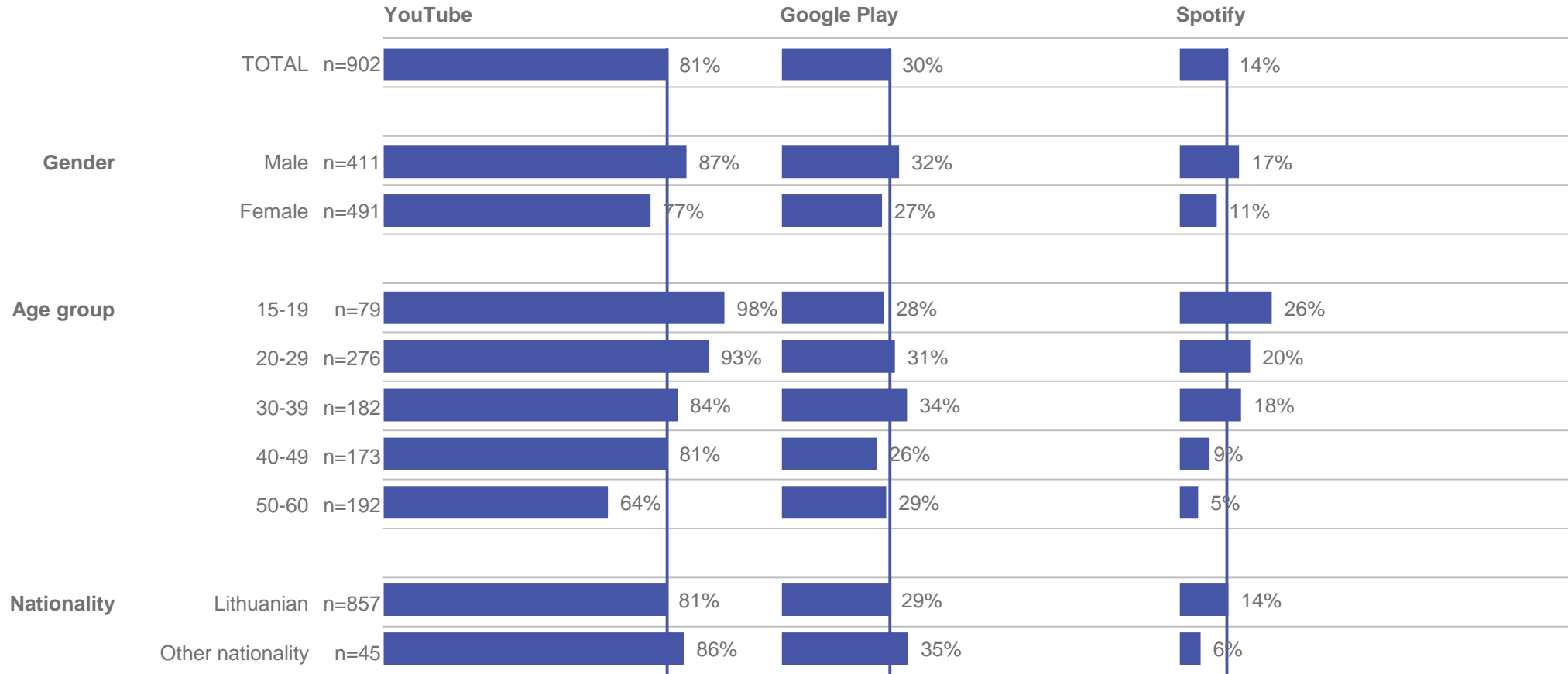
■ Almost every day 
 ■ Two or three times a week 
 ■ Once a week 
 ■ Two or three times a month 
 ■ Once a month 
 ■ Less often 
 ■ Never 
 ■ Don't know 
 ■ At least once a week





# At least once a week users of online services by age group, gender and nationality

% at least once a week users

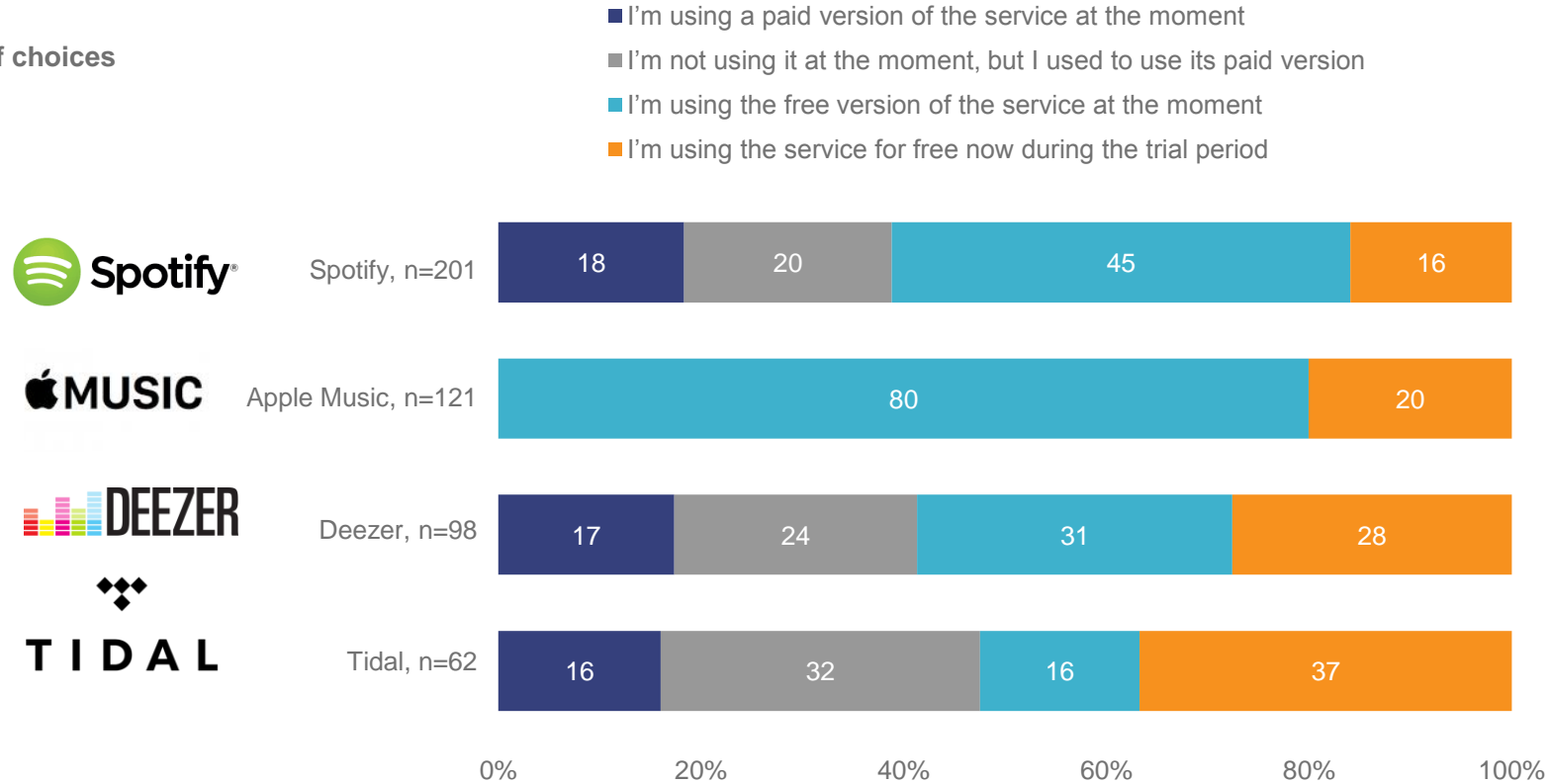


The rest web service user base is too small for a separate analysis

# Evaluation of free and paid web service using

% user who use once a month corresponding web services

Using a predetermined list of choices

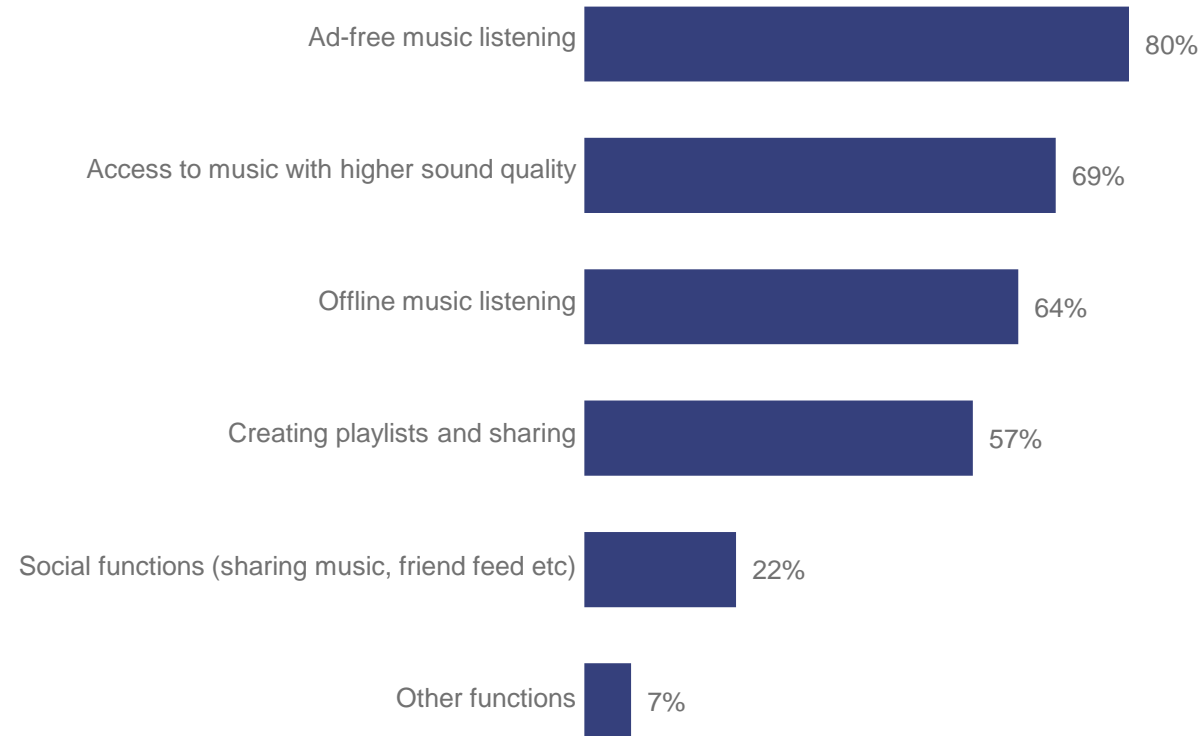


# Main reasons for using paid version of Spotify

% Spotify paid service users, n=37

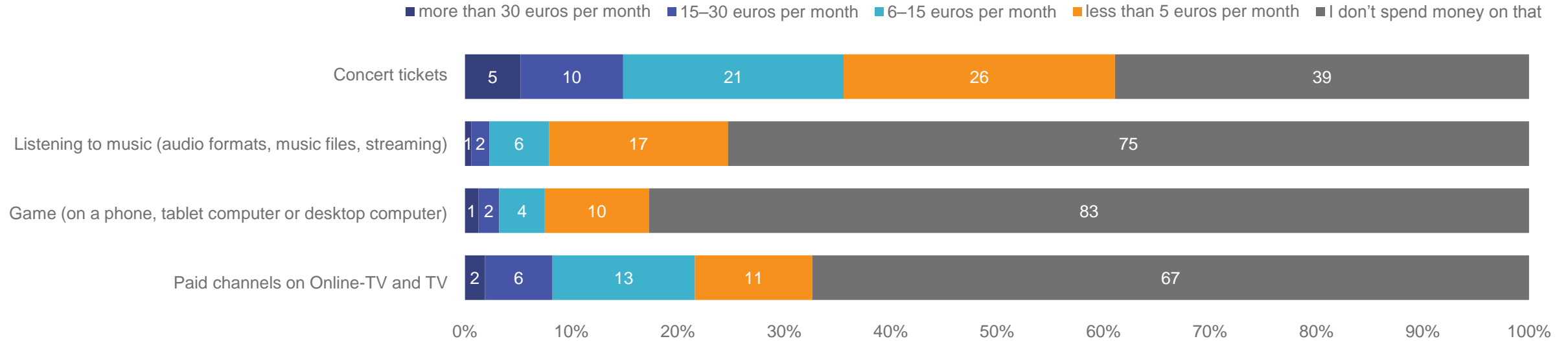


## Using a predetermined list of choices

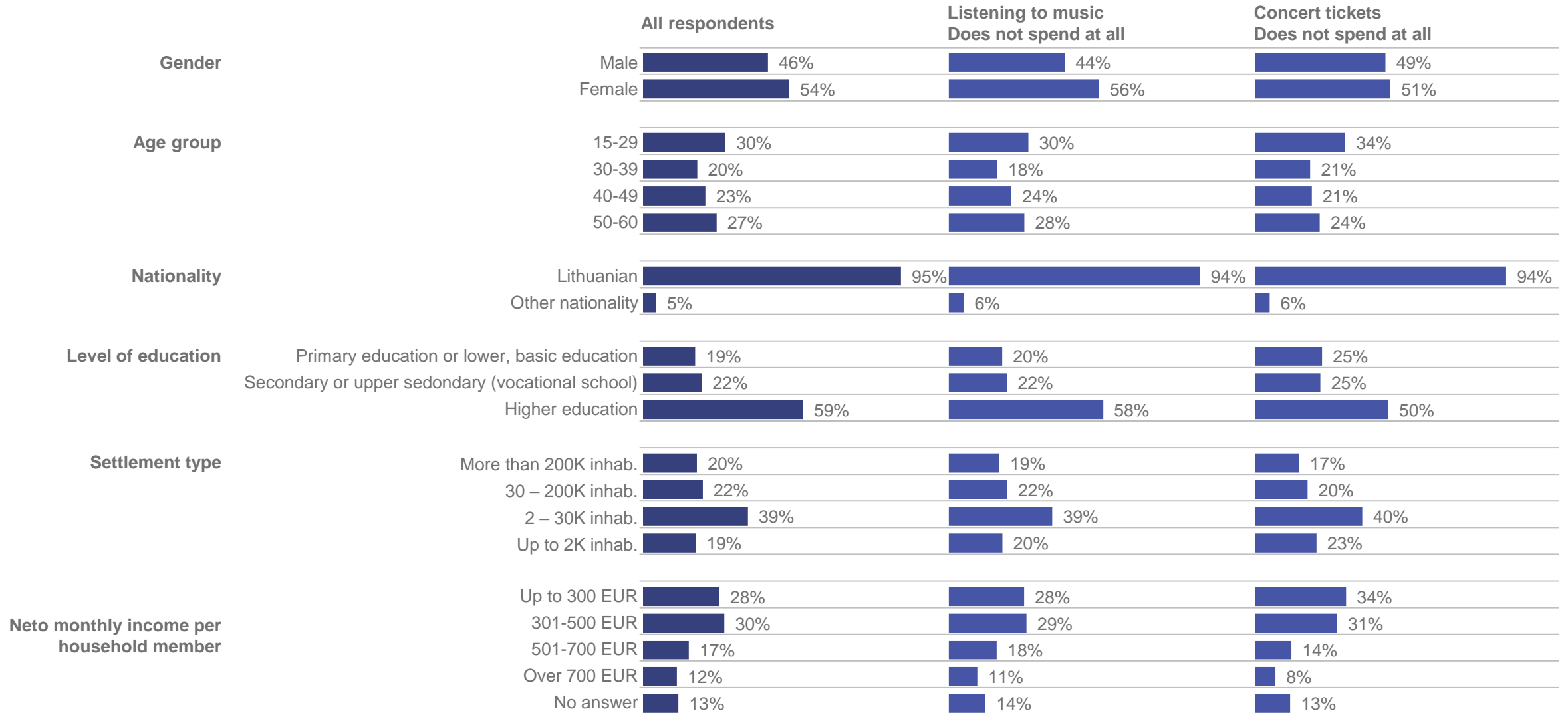


# How much on average do you spend per month during the year on following things?

% of all respondents, n=902



# Socio-demographic profile of none-users

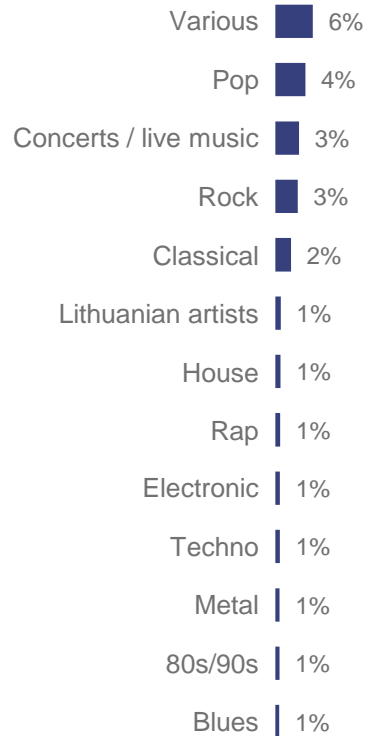


# How have your habits related to listening to music (music, music videos) changed in the last few years?

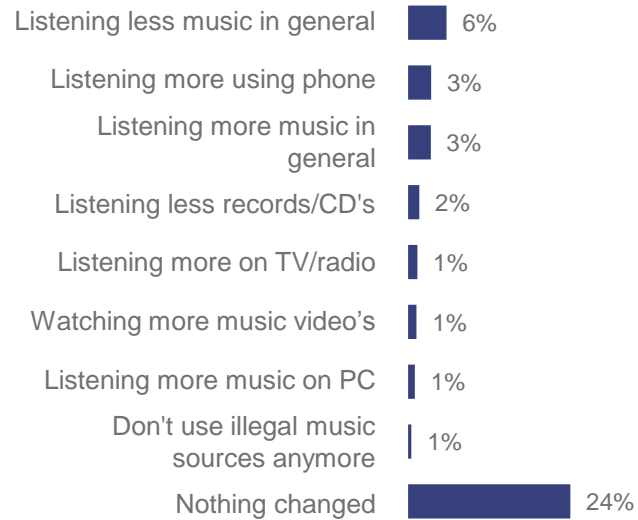
% of all respondents, n=902

Answer using a few sentences (what devices you are using to listen to music and how your habits have changed, what kind of music you are listening to, etc.)

## What kind of music you are listening to the most often ?



## How your habits related to listening to music have changed?

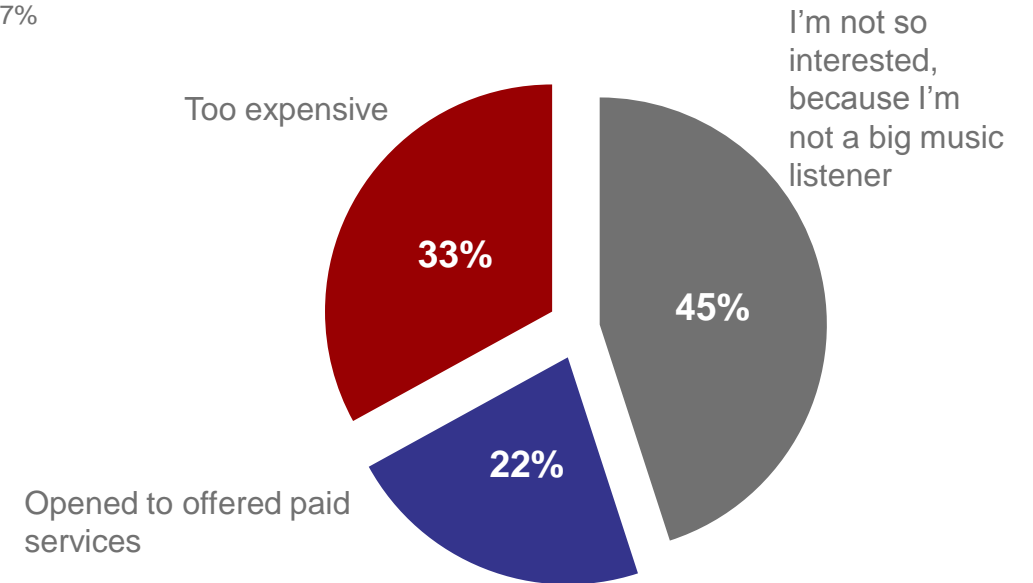
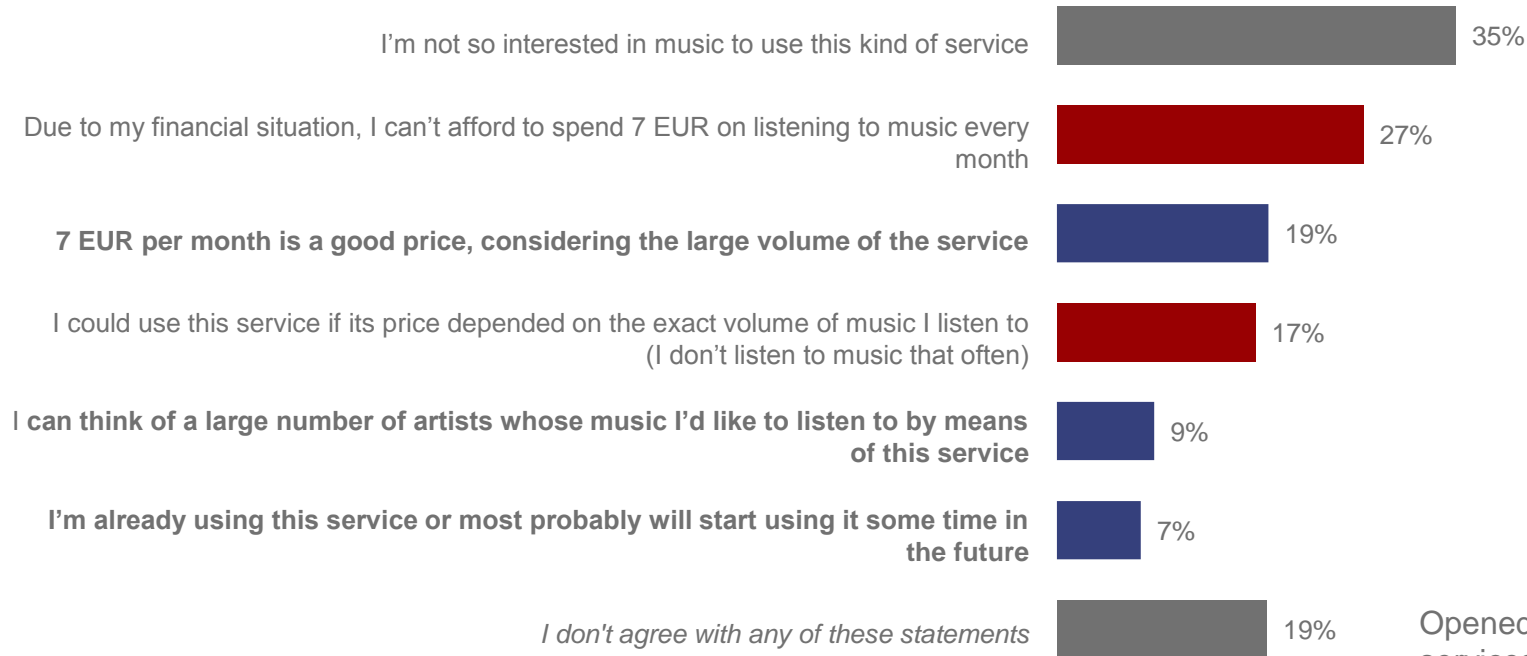


# Attitude towards paid streaming services

% of all respondents, n=902

By means of paid streaming services (e.g. Spotify, Deezer) you can listen to almost any of the music recordings in the world as well as your favorite music artists on your phone or computer at any time for just 7 EUR per month.

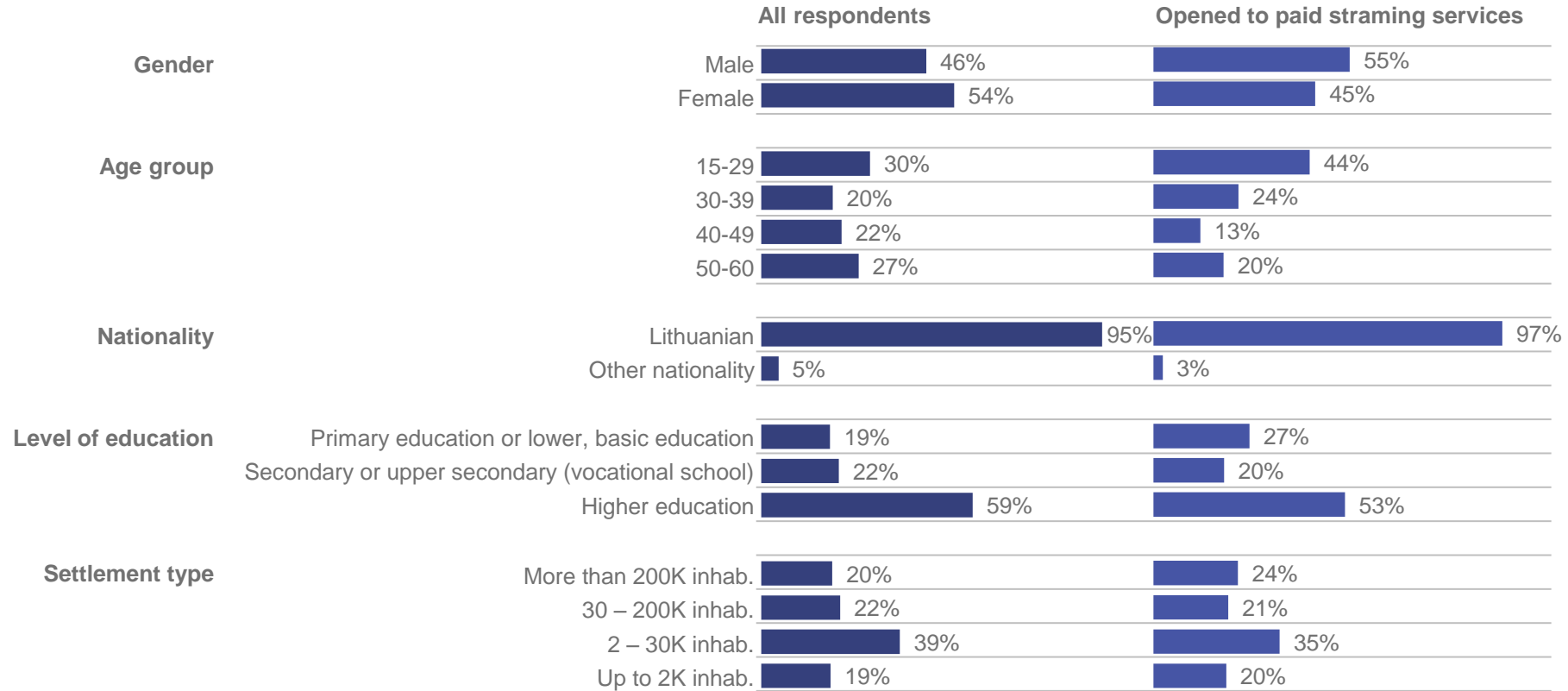
Please indicate, how much you agree with each of the following statements



\* Agreed to at least one of three statements (marked with blue color) and interest in listening to the music is big enough to need the service

# Socio-demographic profile of residents, who are open to paid streaming services

% of all respondents, n=902

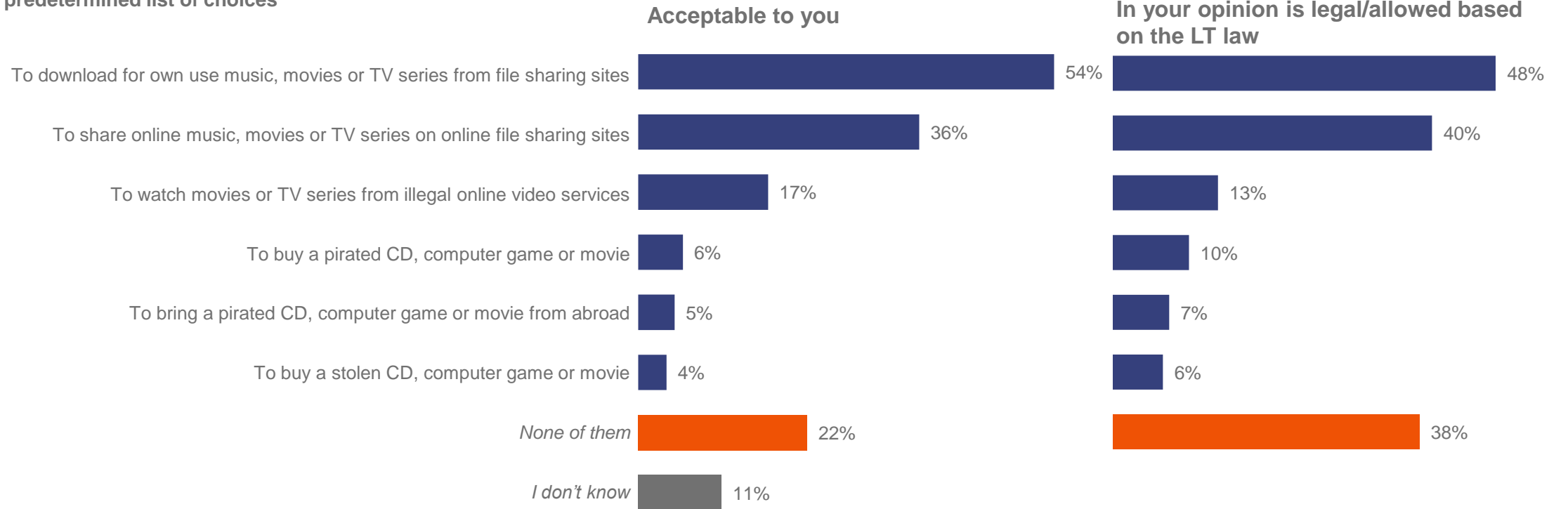




# Which of the following activities are...

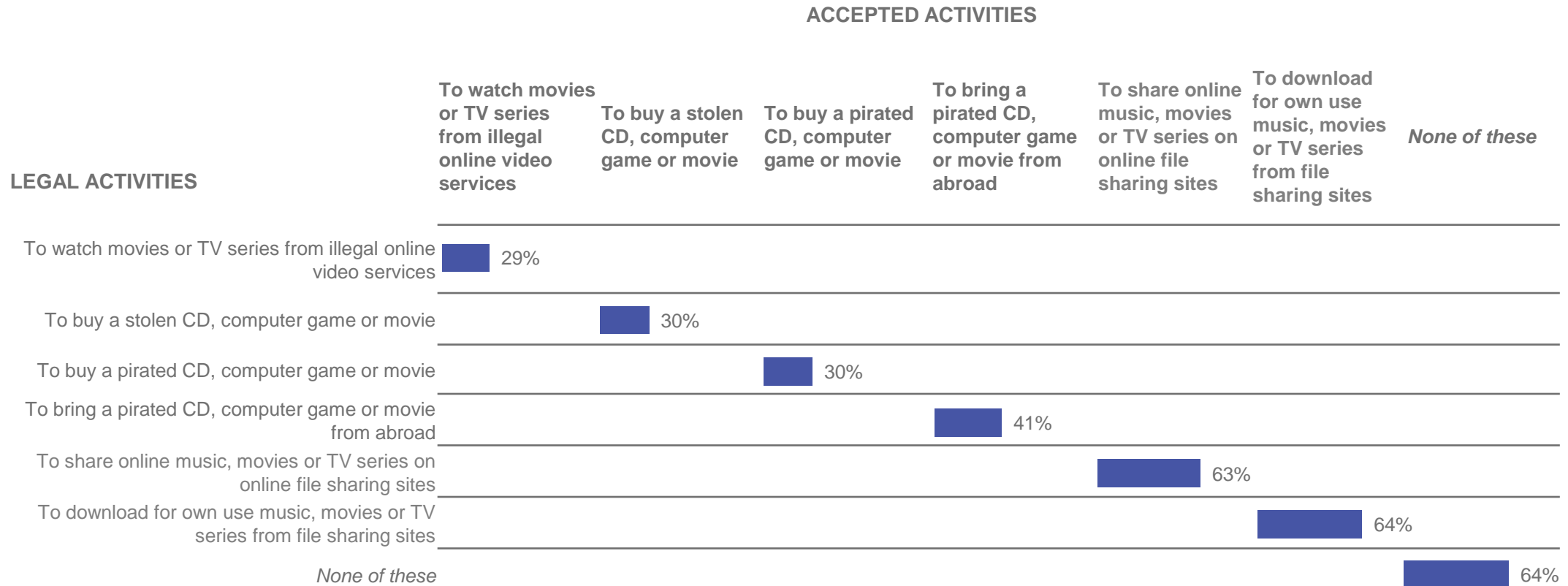
% of all respondents, n=902

Using a predetermined list of choices



# Legitimacy of accepted activities

% of all respondents, n=902



Read: 29% of those who accepts to watch movies or TV series from illegal online video services, consider it as a legitimate activity, it means that 71% of people who accept any of these activities know that it is against the law.

# Appendix

# Project Team

**During different stages of the research the following people were involved and responsible:**

Client:	Mario Vahter
Research plan and report:	Sigita Berenė
Sample:	Donatas Tarasevičius
Fieldwork coordination:	Donatas Tarasevičius
Programming and data processing:	Vilma Brėskuvienė/Donatas Tarasevičius
Graphs:	Samanta Ačaitė

## **Contact**

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