



# 2000 Consumer Profile

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**1991 1992 1993 1994 1995 1996 1997 1998 1999 2000**

## Total U.S. Dollar Value

The figures below (in millions) indicate the overall size of the U.S. sound recording industry based on manufacturers' shipments at suggested list prices.

<b>1991</b>	\$7,834.2
<b>1992</b>	\$9,024.0
<b>1993</b>	\$10,046.6
<b>1994</b>	\$12,068.0
<b>1995</b>	\$12,320.3
<b>1996</b>	\$12,533.8
<b>1997</b>	\$12,236.8
<b>1998</b>	\$13,723.5
<b>1999</b>	\$14,584.5
<b>2000</b>	\$14,323.0

<b>ROCK</b>	34.8	31.6	30.2	35.1	33.5	32.6	32.5	25.7	25.2	24.8	%
<b>RAP/HIP HOP</b> <sup>1</sup>	10.0	8.6	9.2	7.9	6.7	8.9	10.1	9.7	10.8	12.9	
<b>COUNTRY</b>	12.8	17.4	18.7	16.3	16.7	14.7	14.4	14.1	10.8	10.7	
<b>R&amp;B/URBAN</b> <sup>2</sup>	9.9	9.8	10.6	9.6	11.3	12.1	11.2	12.8	10.5	9.7	
<b>POP</b>	12.1	11.5	11.9	10.3	10.1	9.3	9.4	10.0	10.3	8.0	
<b>RELIGIOUS</b> <sup>3</sup>	3.8	2.8	3.2	3.3	3.1	4.3	4.5	6.3	5.1	4.8	
<b>JAZZ</b>	4.0	3.8	3.1	3.0	3.0	3.3	2.8	1.9	3.0	2.9	
<b>CLASSICAL</b>	3.2	3.7	3.3	3.7	2.9	3.4	2.8	3.3	3.5	2.7	
<b>SOUNDTRACKS</b>	0.7	0.7	0.7	1.0	0.9	0.8	1.2	1.7	0.8	0.7	
<b>OLDIES</b>	1.0	0.8	1.0	0.8	1.0	0.8	0.8	0.7	0.7	0.9	
<b>NEW AGE</b>	1.3	1.2	1.0	1.0	0.7	0.7	0.8	0.6	0.5	0.5	
<b>CHILDREN'S</b>	0.3	0.5	0.4	0.4	0.5	0.7	0.9	0.4	0.4	0.6	
<b>OTHER</b> <sup>4</sup>	4.2	5.4	4.6	5.3	7.0	5.2	5.7	7.9	9.1	8.3	
<b>FULL LENGTH CDS</b>	38.9	46.5	51.1	58.4	65.0	68.4	70.2	74.8	83.2	89.3	%
<b>FULL LENGTH CASSETTES</b>	49.8	43.6	38.0	32.1	25.1	19.3	18.2	14.8	8.0	4.9	
<b>SINGLES (ALL TYPES)</b>	8.8	7.5	9.2	7.4	7.5	9.3	9.3	6.8	5.4	2.5	
<b>MUSIC VIDEOS</b>	0.4	1.0	1.3	0.8	0.9	1.0	0.6	1.0	0.9	0.8	
<b>VINYL LPS</b>	1.7	1.3	0.3	0.8	0.5	0.6	0.7	0.7	0.5	0.5	
<b>10-14 YEARS</b>	8.2	8.6	8.6	7.9	8.0	7.9	8.9	9.1	8.5	8.9	%
<b>15-19 YEARS</b>	18.1	18.2	16.7	16.8	17.1	17.2	16.8	15.8	12.6	12.9	
<b>20-24 YEARS</b>	17.9	16.1	15.1	15.4	15.3	15.0	13.8	12.2	12.6	12.5	
<b>25-29 YEARS</b>	14.5	13.8	13.2	12.6	12.3	12.5	11.7	11.4	10.5	10.6	
<b>30-34 YEARS</b>	12.5	12.2	11.9	11.8	12.1	11.4	11.0	11.4	10.1	9.8	
<b>35-39 YEARS</b>	9.8	10.9	11.1	11.5	10.8	11.1	11.6	12.6	10.4	10.6	
<b>40-44 YEARS</b>	6.7	7.4	8.5	7.9	7.5	9.1	8.8	8.3	9.3	9.6	
<b>45+ YEARS</b>	11.8	12.2	14.1	15.4	16.1	15.1	16.5	18.1	24.7	23.8	
<b>RECORD STORE</b>	62.1	60.0	56.2	53.3	52.0	49.9	51.8	50.8	44.5	42.4	%
<b>OTHER STORE</b>	23.4	24.9	26.1	26.7	28.2	31.5	31.9	34.4	38.3	40.8	
<b>TAPE/RECORD CLUB</b>	11.1	11.4	12.9	15.1	14.3	14.3	11.6	9.0	7.9	7.6	
<b>INTERNET</b>	na	na	na	na	na	na	0.3	1.1	2.4	3.2	
<b>TV, NEWSPAPER, MAGAZINE AD OR 800 NUMBER</b>	3.0	3.2	3.8	3.4	4.0	2.9	2.7	2.9	2.5	2.4	%
<b>MALE</b>	54.1	52.6	50.7	52.7	53.0	50.9	48.6	48.7	50.3	50.6	%
<b>FEMALE</b>	45.9	47.4	49.3	47.3	47.0	49.1	51.4	51.3	49.7	49.4	

## Methodology

Peter Hart Research conducts a national telephone and internet survey of past month music buyers (3,051 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  $\pm 2.2\%$  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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<sup>1</sup> "Rap": Includes Rap (10.3%) and Hip Hop (2.6%)

<sup>2</sup> "R&B": Includes R&B, Blues, Dance, Disco, Funk, Fusion, Motown, Reggae, Soul.

<sup>3</sup> "Religious": Includes Christian, Gospel, Inspirational, Religious, and Spiritual.

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