



THE RECORDING INDUSTRY ASSOCIATION OF AMERICA

# 2001 Consumer Profile

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	#	#	#	#	#	#	#	#	#	#	Total U.S. Dollar Value
<b>ROCK</b>	31.6	30.2	35.1	33.5	32.6	32.5	25.7	25.2	24.8	24.4	% 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>1992</b> \$9,024.00 <b>1993</b> \$10,046.60 <b>1994</b> \$12,068.00 <b>1995</b> \$12,320.30 <b>1996</b> \$12,533.80 <b>1997</b> \$12,236.80 <b>1998</b> \$13,723.50 <b>1999</b> \$14,584.50 <b>2000</b> \$14,323.00 <b>2001</b> \$13,740.89
<b>POP</b>	11.5	11.9	10.3	10.1	9.3	9.4	10.0	10.3	11.0	12.1	
<b>RAP/HIP-HOP<sup>1</sup></b>	8.6	9.2	7.9	6.7	8.9	10.1	9.7	10.8	12.9	11.4	
<b>R&amp;B/URBAN<sup>2</sup></b>	9.8	10.6	9.6	11.3	12.1	11.2	12.8	10.5	9.7	10.6	
<b>COUNTRY</b>	17.4	18.7	16.3	16.7	14.7	14.4	14.1	10.8	10.7	10.5	
<b>RELIGIOUS<sup>3</sup></b>	2.8	3.2	3.3	3.1	4.3	4.5	6.3	5.1	4.8	6.7	
<b>JAZZ</b>	3.8	3.1	3.0	3.0	3.3	2.8	1.9	3.0	2.9	3.4	
<b>CLASSICAL</b>	3.7	3.3	3.7	2.9	3.4	2.8	3.3	3.5	2.7	3.2	
<b>SOUNDTRACKS</b>	0.7	0.7	1.0	0.9	0.8	1.2	1.7	0.8	0.7	1.4	
<b>NEW AGE</b>	1.2	1.0	1.0	0.7	0.7	0.8	0.6	0.5	0.5	1.0	
<b>OLDIES</b>	0.8	1.0	0.8	1.0	0.8	0.8	0.7	0.7	0.9	0.8	
<b>CHILDREN'S</b>	0.5	0.4	0.4	0.5	0.7	0.9	0.4	0.4	0.6	0.5	
<b>OTHER<sup>4</sup></b>	5.4	4.6	5.3	7.0	5.2	5.7	7.9	9.1	8.3	7.9	
<b>FULL LENGTH CDS</b>	46.5	51.1	58.4	65.0	68.4	70.2	74.8	83.2	89.3	89.2	
<b>FULL LENGTH CASSETTES</b>	43.6	38.0	32.1	25.1	19.3	18.2	14.8	8.0	4.9	3.4	
<b>SINGLES (ALL TYPES)</b>	7.5	9.2	7.4	7.5	9.3	9.3	6.8	5.4	2.5	2.4	
<b>MUSIC VIDEOS/VIDEO</b>											
<b>DVDS<sup>5</sup></b>	1.0	1.3	0.8	0.9	1.0	0.6	1.0	0.9	0.8	1.1	
<b>VINYL LPS</b>	1.3	0.3	0.8	0.5	0.6	0.7	0.7	0.5	0.5	0.6	
<b>10-14 YEARS</b>	8.6	8.6	7.9	8.0	7.9	8.9	9.1	8.5	8.9	8.5	% <b>Methodology</b>  Peter Hart Research conducts a national telephone survey of past month music buyers (over 3,000 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.
<b>15-19 YEARS</b>	18.2	16.7	16.8	17.1	17.2	16.8	15.8	12.6	12.9	13.0	
<b>20-24 YEARS</b>	16.1	15.1	15.4	15.3	15.0	13.8	12.2	12.6	12.5	12.2	
<b>25-29 YEARS</b>	13.8	13.2	12.6	12.3	12.5	11.7	11.4	10.5	10.6	10.9	
<b>30-34 YEARS</b>	12.2	11.9	11.8	12.1	11.4	11.0	11.4	10.1	9.8	10.3	
<b>35-39 YEARS</b>	10.9	11.1	11.5	10.8	11.1	11.6	12.6	10.4	10.6	10.2	
<b>40-44 YEARS</b>	7.4	8.5	7.9	7.5	9.1	8.8	8.3	9.3	9.6	10.3	
<b>45+ YEARS</b>	12.2	14.1	15.4	16.1	15.1	16.5	18.1	24.7	23.8	23.7	
<b>RECORD STORE</b>	60.0	56.2	53.3	52.0	49.9	51.8	50.8	44.5	42.4	42.5	% <b>Methodology</b>  Permission to cite or copy these statistics is hereby granted as long as proper attribution is given to the Recording Industry Association of America.
<b>OTHER STORE</b>	24.9	26.1	26.7	28.2	31.5	31.9	34.4	38.3	40.8	42.4	
<b>TAPE/RECORD CLUB</b>	11.4	12.9	15.1	14.3	14.3	11.6	9.0	7.9	7.6	6.1	
<b>TV, NEWSPAPER, MAGAZINE AD OR 800 NUMBER</b>	3.2	3.8	3.4	4.0	2.9	2.7	2.9	2.5	2.4	3.0	
<b>INTERNET<sup>6</sup></b>	NA	NA	NA	NA	NA	0.3	1.1	2.4	3.2	2.9	
<b>FEMALE</b>	47.4	49.3	47.3	47.0	49.1	51.4	51.3	49.7	49.4	51.2	
<b>MALE</b>	52.6	50.7	52.7	53.0	50.9	48.6	48.7	50.3	50.6	48.8	

<sup>1</sup> "Rap": Includes Rap (9.1%) and Hip-Hop (2.3%).

<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.

<sup>5</sup> 2001 is the first year that music video DVD was recorded separately.

<sup>6</sup> "Internet": Does not include record club purchases made over the Internet.