



THE RECORDING INDUSTRY ASSOCIATION **OF** AMERICA'S

1998 Consumer Profile

Phone: 202.775.0101 Web: www.riaa.com

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	
ROCK	41.7	36.1	34.8	31.6	30.2	35.1	33.5	32.6	32.5	25.7	%
COUNTRY	7.3	9.6	12.8	17.4	18.7	16.3	16.7	14.7	14.4	14.1	
R&B	9.5	11.6	9.9	9.8	10.6	9.6	11.3	12.1	11.2	12.8	
RAP	6.4	8.5	10.0	8.6	9.2	7.9	6.7	8.9	10.1	9.7	
POP	15.0	13.7	12.1	11.5	11.9	10.3	10.1	9.3	9.4	10.0	
GOSPEL	3.1	2.5	3.8	2.8	3.2	3.3	3.1	4.3	4.5	6.3	
CLASSICAL	3.6	3.1	3.2	3.7	3.3	3.7	2.9	3.4	2.8	3.3	
JAZZ	4.9	4.8	4.0	3.8	3.1	3.0	3.0	3.3	2.8	1.9	
OLDIES	0.9	0.8	1.0	0.8	1.0	0.8	1.0	0.8	0.8	0.7	
SOUNDTRACKS	0.7	0.8	0.7	0.7	0.7	1.0	0.9	0.8	1.2	1.7	
NEW AGE	1.4	1.1	1.3	1.2	1.0	1.0	0.7	0.7	0.8	0.6	
CHILDREN'S	0.3	0.5	0.3	0.5	0.4	0.4	0.5	0.7	0.9	0.4	
*OTHER	4.0	5.6	4.2	5.4	4.6	5.3	7.0	5.2	5.7	7.9	
FULL LENGTH CASSETTES	54.8	54.7	49.8	43.6	38.0	32.1	25.1	19.3	18.2	14.8	%
FULL LENGTH CDS	25.1	31.1	38.9	46.5	51.1	58.4	65.0	68.4	70.2	74.8	
VINYL LPS	9.2	4.7	1.7	1.3	0.3	0.8	0.5	0.6	0.7	0.7	
SINGLES (ALL TYPES)	10.7	8.7	8.8	7.5	9.2	7.4	7.5	9.3	9.3	6.8	
MUSIC VIDEOS	na	na	0.4	1.0	1.3	0.8	0.9	1.0	0.6	1.0	
10-14 YEARS	8.1	7.6	8.2	8.6	8.6	7.9	8.0	7.9	8.9	9.1	%
15-19 YEARS	24.8	18.3	18.1	18.2	16.7	16.8	17.1	17.2	16.8	15.8	
20-24 YEARS	19.2	16.5	17.9	16.1	15.1	15.4	15.3	15.0	13.8	12.2	
25-29 YEARS	13.7	14.6	14.5	13.8	13.2	12.6	12.3	12.5	11.7	11.4	
30-34 YEARS	10.3	13.2	12.5	12.2	11.9	11.8	12.1	11.4	11.0	11.4	
35-39 YEARS	7.6	10.2	9.8	10.9	11.1	11.5	10.8	11.1	11.6	12.6	
40-44 YEARS	5.4	7.8	6.7	7.4	8.5	7.9	7.5	9.1	8.8	8.3	
45+ YEARS	10.2	11.1	11.8	12.2	14.1	15.4	16.1	15.1	16.5	18.1	
RECORD STORE	71.7	69.8	62.1	60.0	56.2	53.3	52.0	49.9	51.8	50.8	%
OTHER STORE	15.6	18.5	23.4	24.9	26.1	26.7	28.2	31.5	31.9	34.4	
TAPE/RECORD CLUB	7.9	8.9	11.1	11.4	12.9	15.1	14.3	14.3	11.6	9.0	
MAIL ORDER	4.5	2.5	3.0	3.2	3.8	3.4	4.0	2.9	2.7	2.9	
INTERNET	na	na	na	na	na	na	na	na	0.3	1.1	
FEMALE	46.3	45.6	45.9	47.4	49.3	47.3	47.0	49.1	51.4	51.3	%
MALE	53.7	54.4	54.1	52.6	50.7	52.7	53.0	50.9	48.6	48.7	

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.

1989 \$6,579.4

1990 \$7,541.1

1991 \$7,834.2

1992 \$9,024.0

1993 \$10,046.6

1994 \$12,068.0

1995 \$12,320.3

1996 \$12,533.8

1997 \$12,236.8

1998 \$13,723.5

Methodology

Each month, Taylor Nelson Sofres Intersearch (Chilton Research Services) 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 $\pm 1.7\%$ 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 INS Intersearch.

*The "Other" genre category includes Ethnic, Standards, Big Band, Swing, Latin, Electronic, Instrumental, Comedy, Humor, Spoken Word, Exercise, Language, Folk, and Holiday Music.

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