

# Rap Music Fans

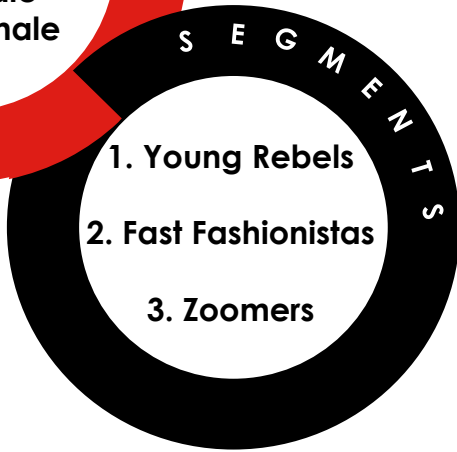
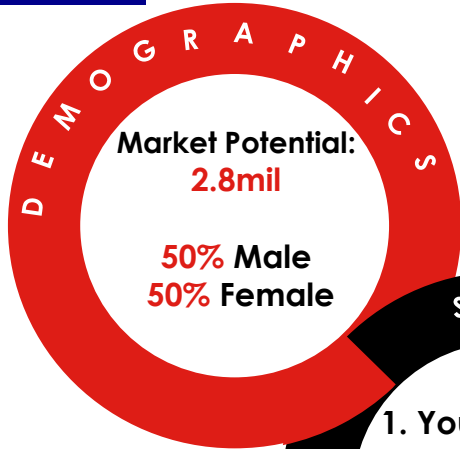
## Australia

April 2020

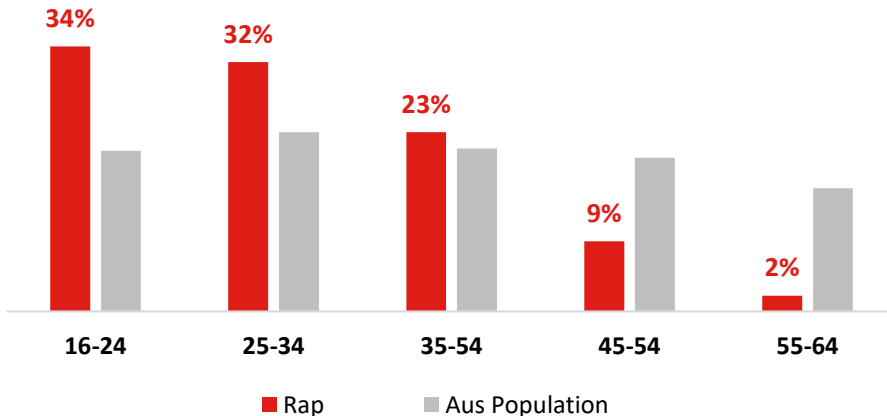




# Rap Fan Profile



Age



## Fast Facts



Live in **Suburban Areas**

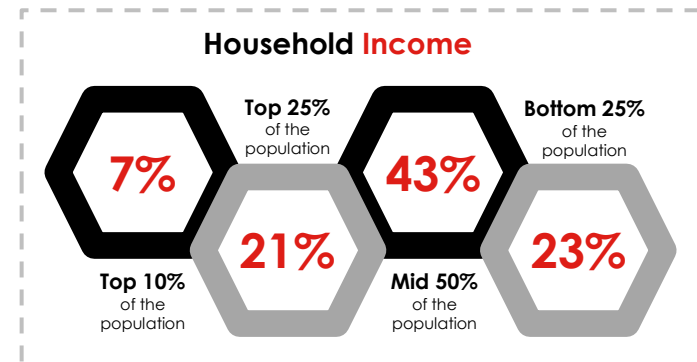


More likely to be **Students**



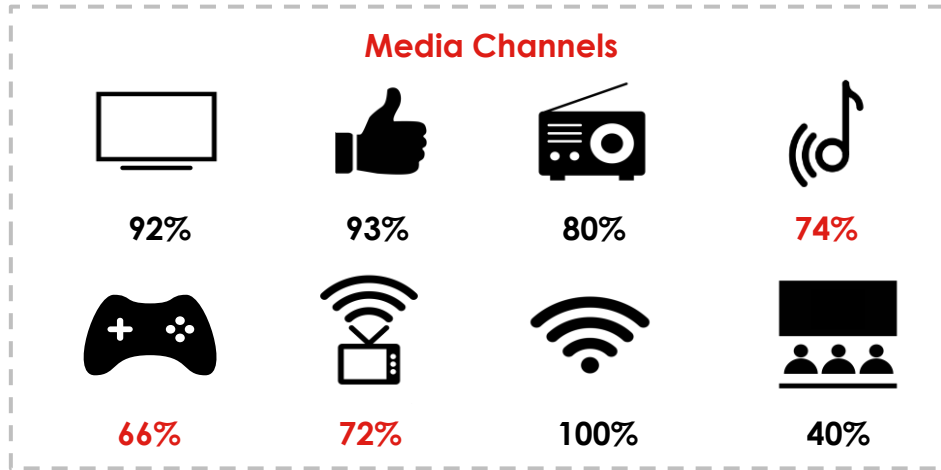
More likely to be interested in **Adventure / Extreme Sports**

## Top Attitudes

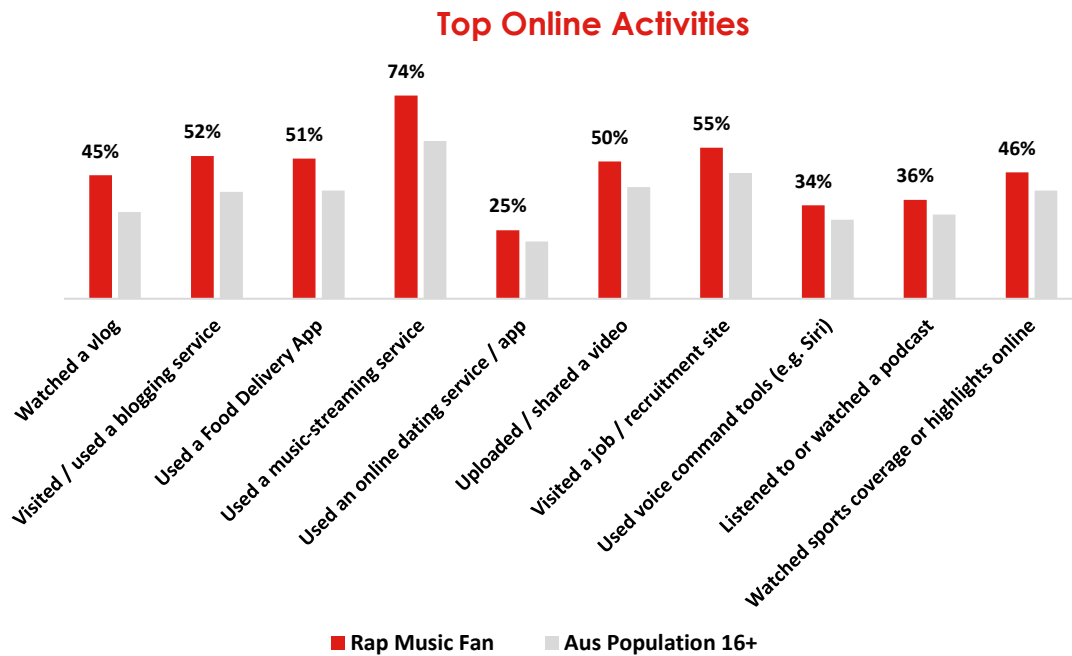




# Media Insights



- ### Media Properties
- Vice
  - Comedy Central
  - Reddit
  - Shazam
  - E!
  - BuzzFeed
  - MTV
  - ESPN
  - Daily Mail Australia



- ### Social Media
- | High Volume | High Propensity |
|-------------|-----------------|
|             |                 |
|             |                 |



# Music Insights



**59%**  
**Watch Music Videos on YouTube**





**Also love...**  
**Hip-Hop**  
**Techno**  
**Reggaeton**

**31% have**  
**Purchased Concert Tickets**  
**in the last 3-6 months**

- 1.5x** I'm usually one of the first people to discover new music artists
- 1.5x** I am passionate about a wide range of music artists
- 1.4x** I enjoy the process of looking for new music artists or songs
- 1.4x** I typically hear about new music from lots of different sources
- 1.4x** I regularly attend live music concerts and events

**74%**  
**Stream Music**

**Top Streaming Services**

	Free	
<b>27%</b>		<b>15%</b>
	Paid	
		<b>6%</b>
<b>30%</b>		

# Thank you.

Reach out if you have any questions  
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