

# Rap Music Fans

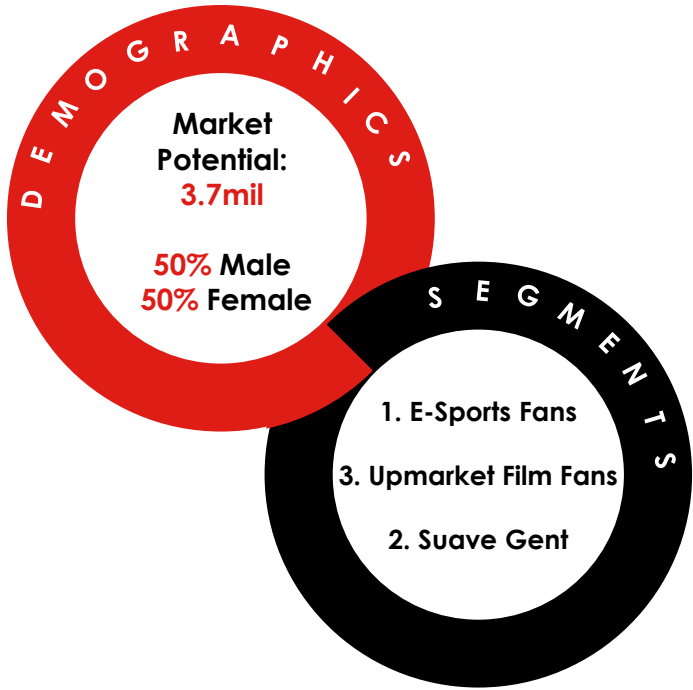
## Japan

April 2020

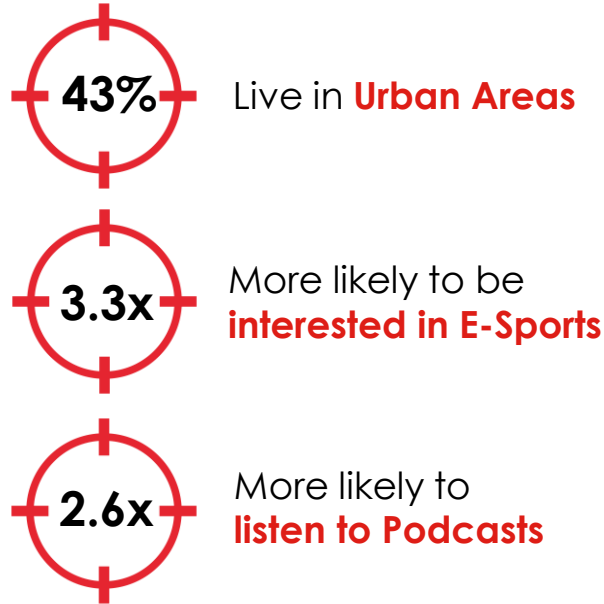




# Rap Fan Profile



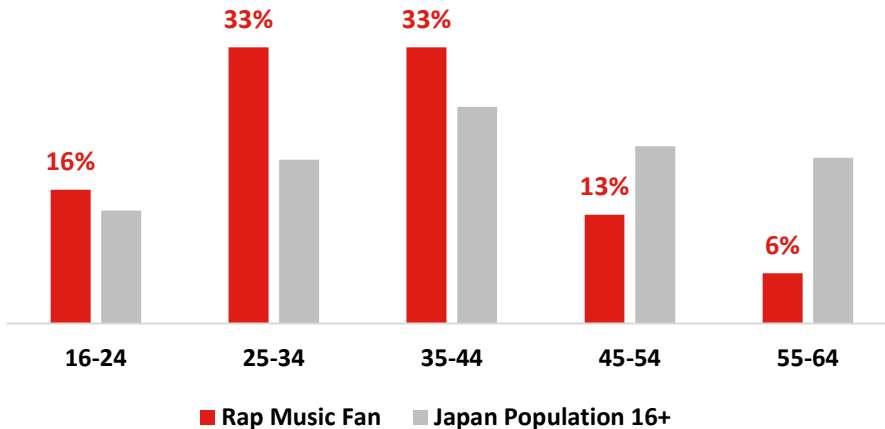
## Fast Facts



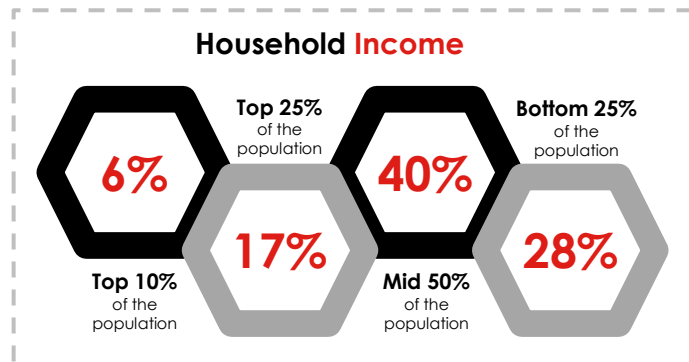
## Top Attitudes



## Age

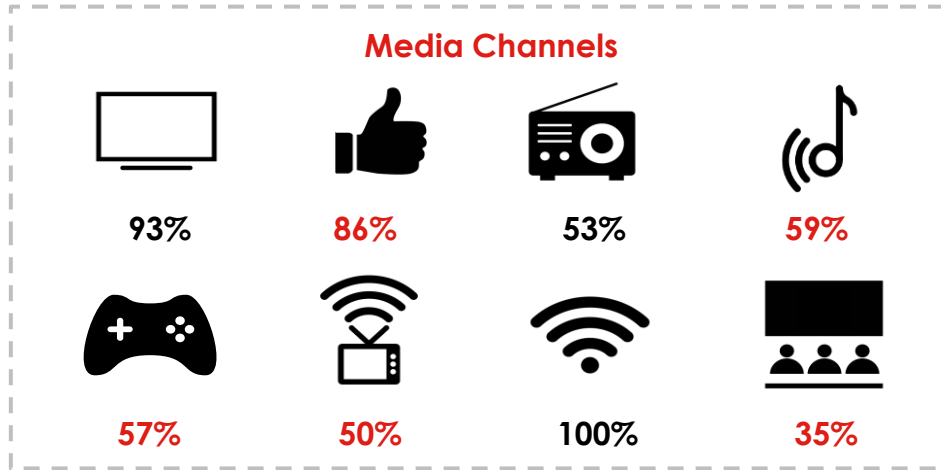


## Household Income



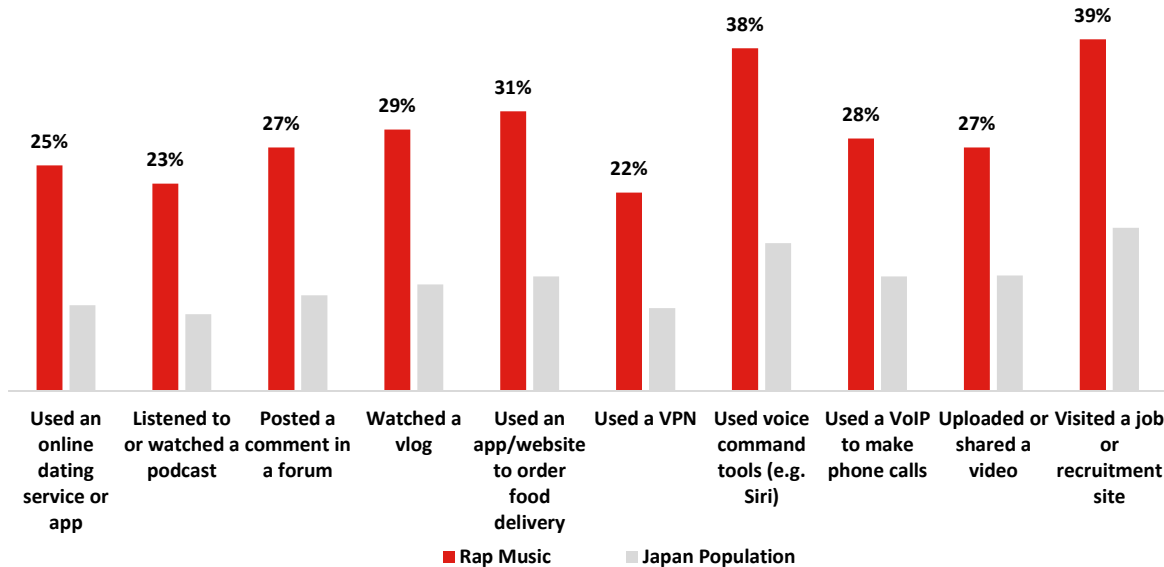


# Media Insights



- ### Media Properties
- Hotels.com
  - Vice
  - eBay
  - Kakaku
  - FC2.com
  - Disney Channel
  - Apple TV
  - Hatena
  - Rakuten
  - Pixiv

### Top Online Activities



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



# Music Insights



**63%**  
**Watch Music Videos**  
**on YouTube**

**Also Love...**  
**Hip Hop**  
**Rock**  
**R'n'B**

**27% have**  
**Purchased Concert Tickets**  
**in the last 3-6 months**

**2.7x** I'm usually one of the first people to discover new music artists

**2.5x** I typically hear about new music from lots of different sources





**2.5x** I enjoy the process of looking for new music artists / songs

**2.3x** I am passionate about a really wide range of music artists

**1.9x** I mainly listen to music artists that are less well-known / popular

**59%**  
**Stream Music**

**Top Streaming Services**

<u>Free</u>	
 <b>15%</b>	 <b>Google Play</b> <b>11%</b>
<u>Paid</u>	
 <b>24%</b>	 <b>Google Play</b> <b>12%</b>

# Thank you.

Reach out if you have any questions  
[APinsights@audienceprecision.com](mailto:APinsights@audienceprecision.com)