

# Rap Music Fans

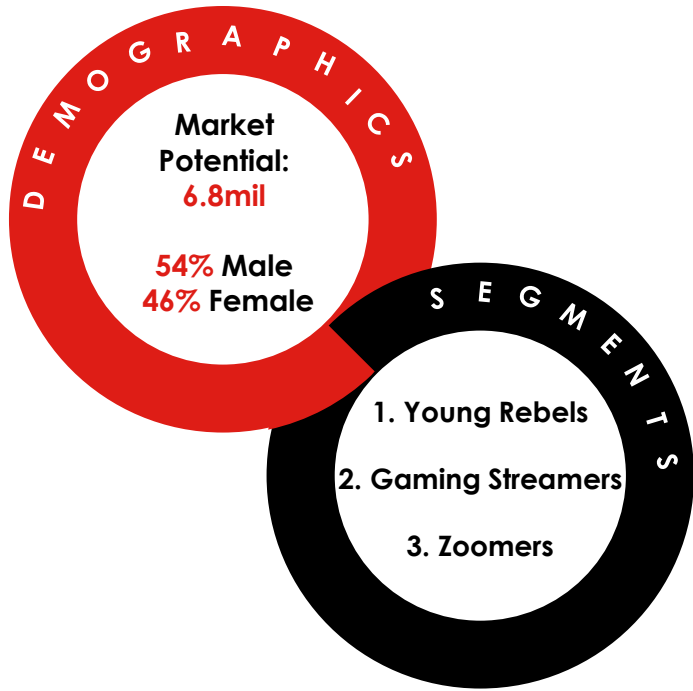
## UK

April 2020





# Rap Fan Profile



## Fast Facts



More likely to live in **Urban Areas**

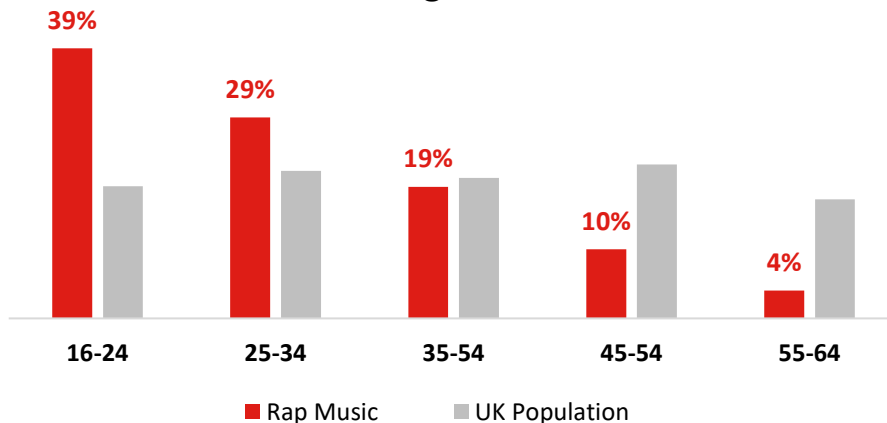
Follow a music artist or band on social media

More likely to be a fan of **E-Sports**

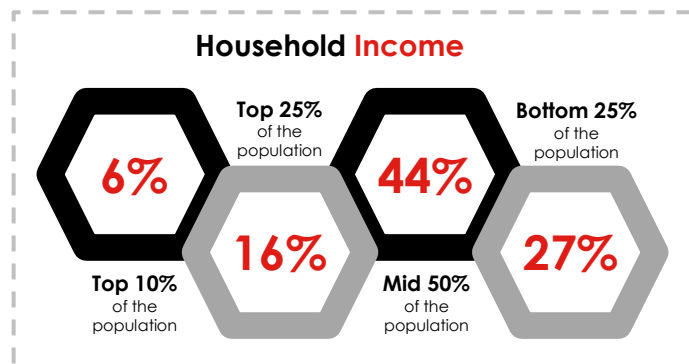
## Top Attitudes



## Age

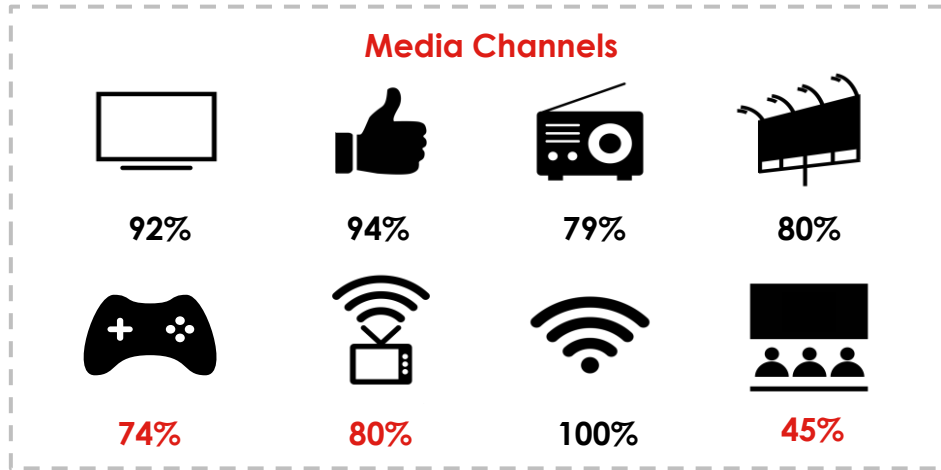


## Household Income

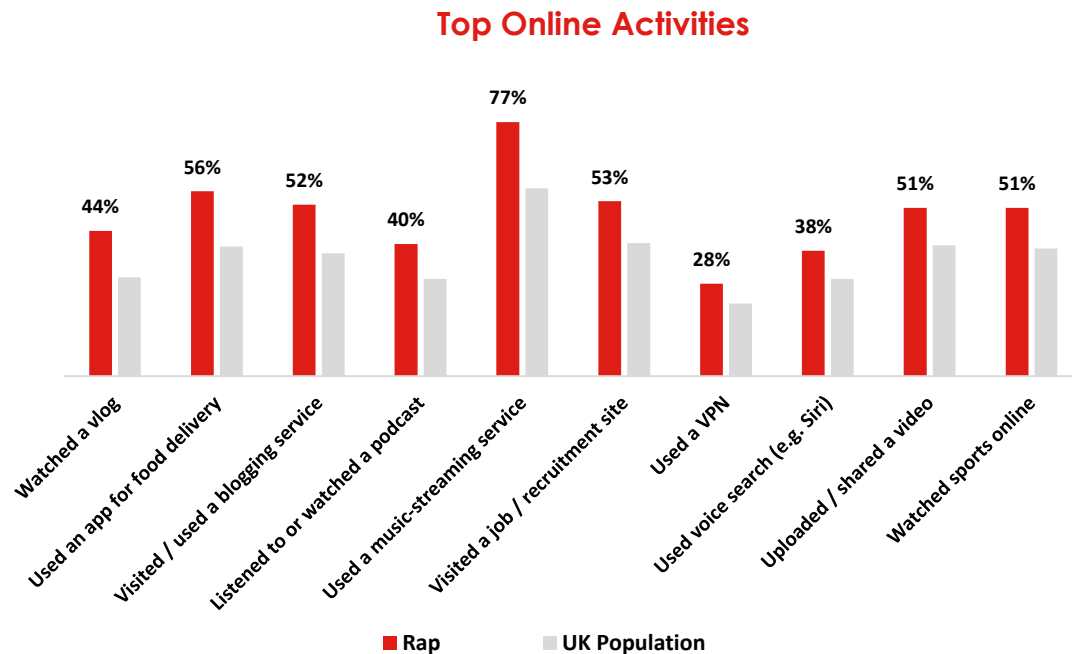




# Media Insights



- ### Media Properties
- Vice
  - Reddit
  - LADbible
  - Uber
  - E!
  - BuzzFeed
  - MTV
  - ESPN
  - Comedy Central
  - The Guardian



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

- ### Top TV Shows
- SpongeBob SquarePants
  - South Park
  - Rick and Morty
  - Love Island
  - Hollyoaks



# Music Insights



I typically prefer to control the music I listen to (e.g. by making playlists or choosing albums I like)



## Love...

Stormzy  
AJ Tracey  
A Boogie Wit Da Hoodie

## Top Radio Stations/Shows

Capital XTRA  
Kiss FM  
Capital FM

1.8x

Tagged a song using Shazam or SoundHound

1.7x

Live-streamed a music concert or festival

1.7x

Used an app that helped you find concert information

1.7x

Followed a music artist or band on a social media

1.6x

Listened to music posted on a social media site

77%

Stream Music

## Top Streaming Services



## Top Playlists

United Kingdom Top 50 (Spotify)  
Daily Mix (Spotify)

59%

Watch Music Videos on YouTube

# Thank you.

Reach out if you have any questions  
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