

Audience Profile

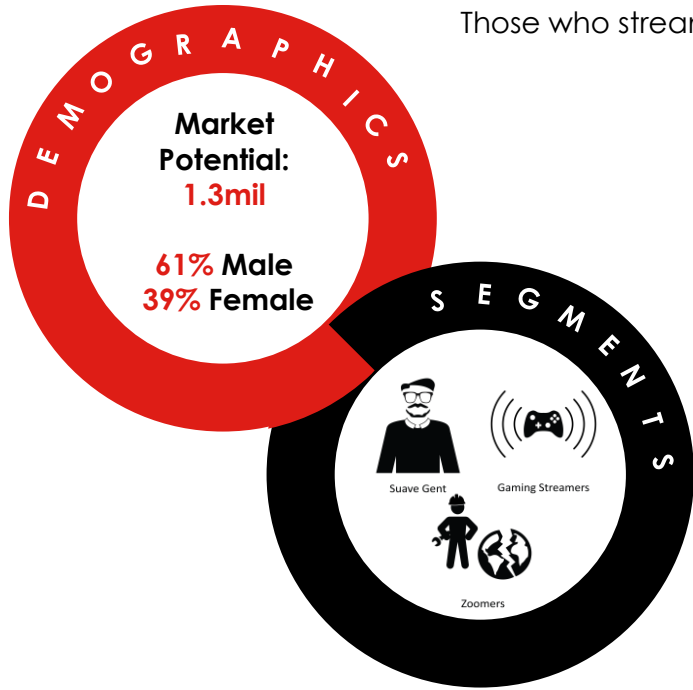
AUS May 2020





Soundcloud Audience

Those who stream music on SoundCloud in an average month



Fast Facts



More likely to live in **Urban Areas**

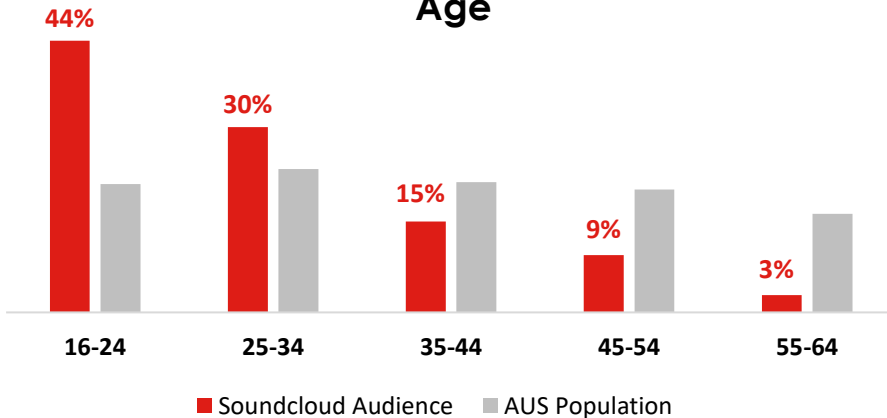
Follow a music artist or band on social media

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

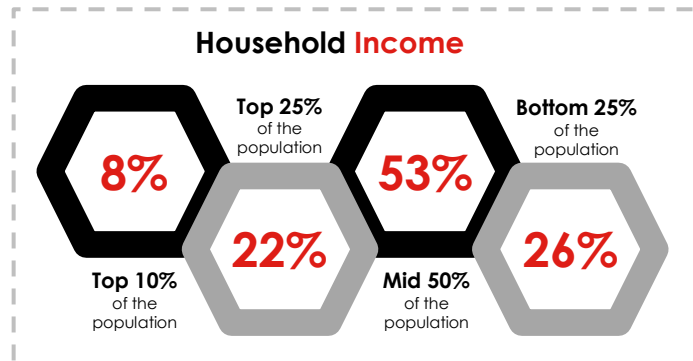
Top Attitudes



Age

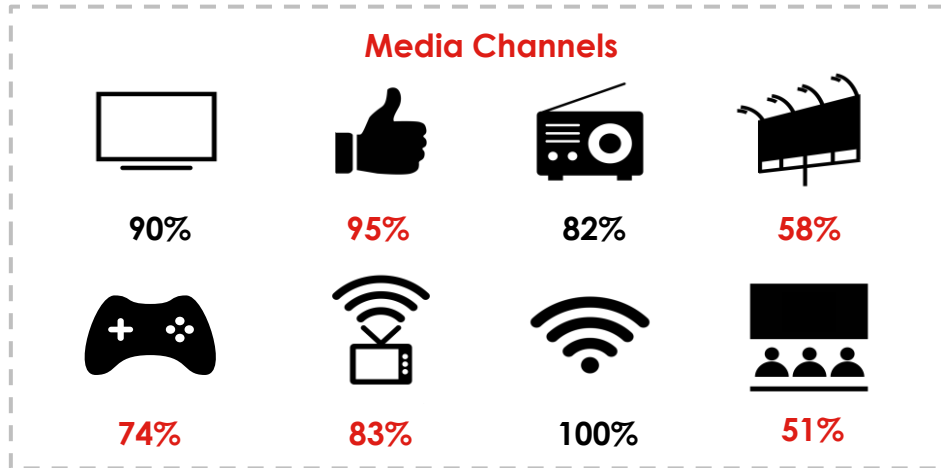


Household Income

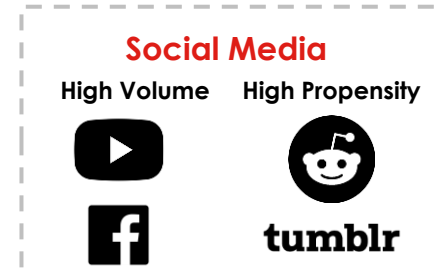
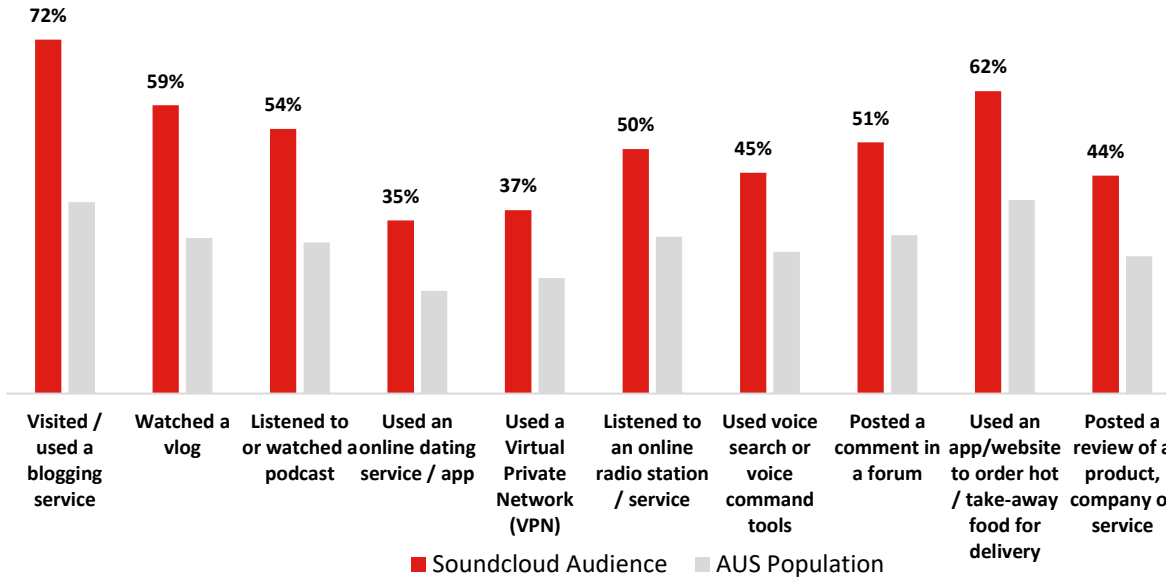




Media Insights



Top Online Activities





Music Insights



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



Fans of...

Travis Scott
A Boogie wit da Hoodie
Tame Impala

*From list of 50 measured in our survey

Enjoy these genres...

Trance
Dubstep
EDM

3.0x

Live-streamed a music concert or festival

2.6x

Shared my own playlists or music recommendations on social media

2.2x

Bought music gift cards for others

2.2x

Bought music downloads from a digital music store

2.0x

Maintained a membership in an artist/band fan club

Soundcloud Account Type

Free
87%

Paid
13%

Other Top Streaming Services



YouTube Music

Top Radio Stations/Shows

2DayFM
Fox Hit 101.9
Nova 100

63%

Watch Music Videos on YouTube

Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com