

# Audience Profile

Canada May 2020

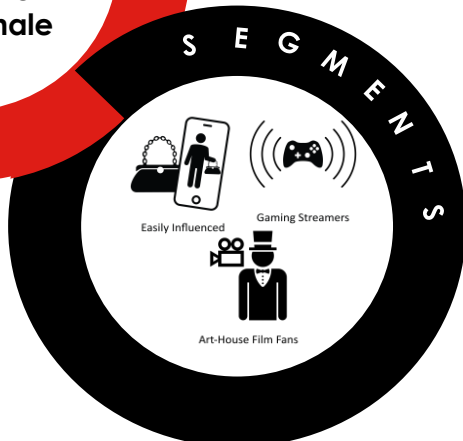
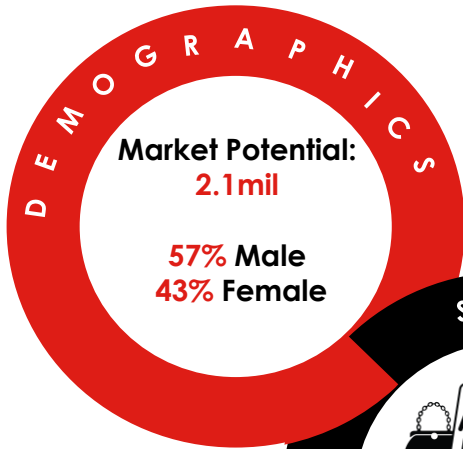




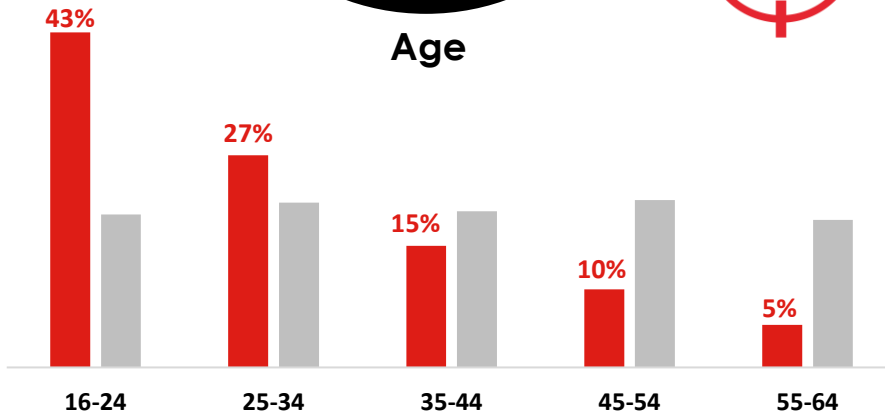
# Soundcloud Audience



Those who stream music on SoundCloud in an average month



Age



■ Soundcloud Audience ■ CAN Population

## Fast Facts



Live in **Urban Areas**



More likely to have **live-streamed a music concert or festival** on social media

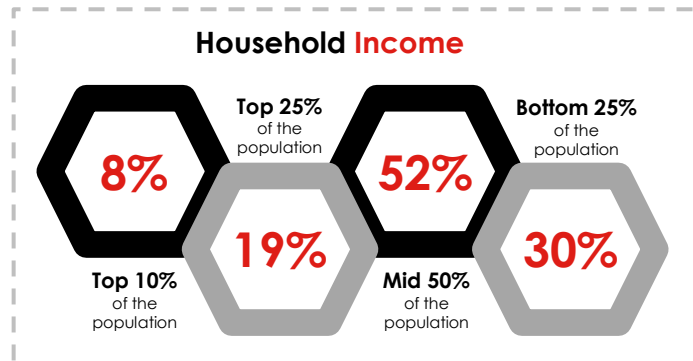


More likely to be a fan of **E-Sports**

## Top Attitudes

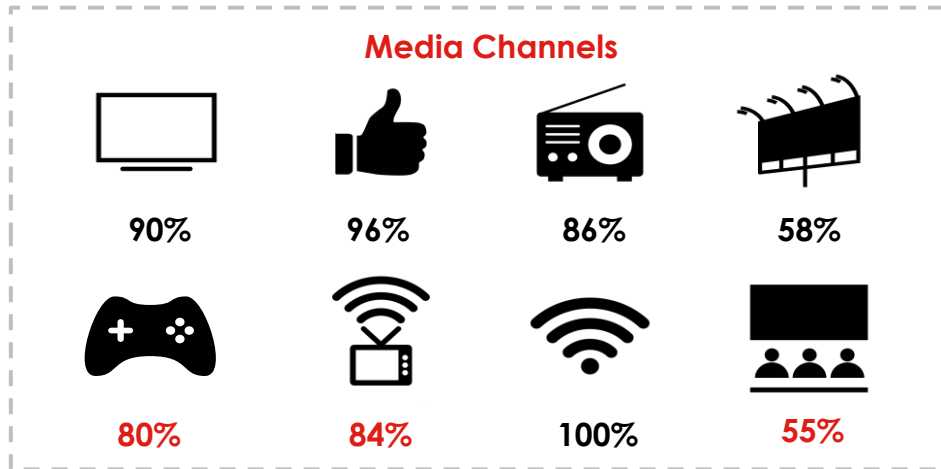


## Household Income

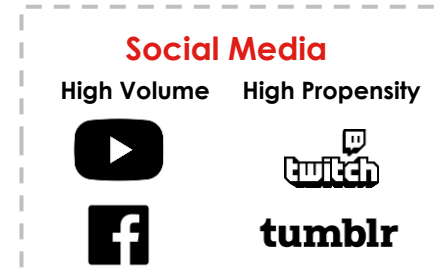
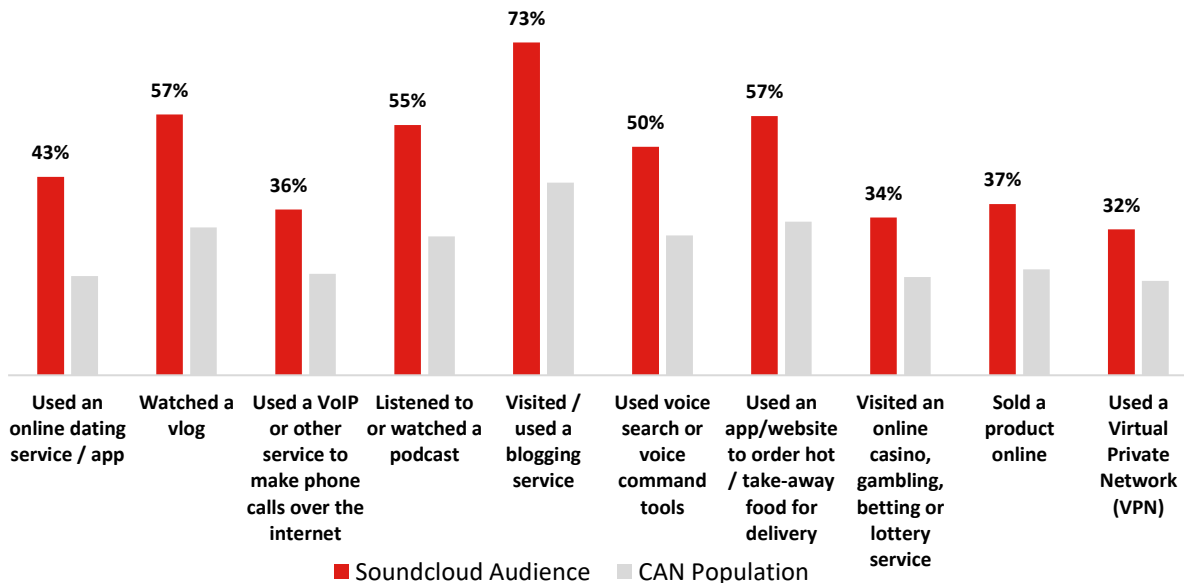




# Media Insights



### Top Online Activities





# Music Insights



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



**Fans of...**  
**Charli XCX**  
**CJ Flemings**  
**Faouzia**

\*From list of 50 measured in our survey

**Enjoy these genres...**

**Dubstep**  
**House**  
**EDM**

**2.9x** Subscribed to an artist / band / record company email or newsletter list

**2.7x** Tagged a song using Shazam or SoundHound

**2.5x** Live-streamed a music concert or festival

**2.4x** Purchased tickets to a live music concert, show or festival

**2.3x** Purchased VIP tickets to a live music concert, show or festival

## Soundcloud Account Type

**Free**  
**85%**

**Paid**  
**15%**

## Other Top Streaming Services



Google Play Music

## Top Radio Stations/Shows

**Marvin's Room**  
**The Breakfast Club**  
**CBC Radio**

**59%**

**Watch Music Videos on YouTube**

# Thank you.

Reach out if you have any questions  
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