

Insights Report

Genre Overlap Report Australia

July, 2020





We have built this report to showcase the **Overlap** in audience for **Music Genres** in Australia.

The report will cover:

1. Key Findings
2. Australia vs The World
3. Demographic Overview
4. Genre Overlap



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Research **Methodology**



Research Methodology

The figures in this report are from research conducted by our research provider GlobalWebIndex.

Below are the key points on the research methodology:

- Online-based syndicated research study
- Measures people aged 16-64
- 46 countries
- Single Source
- Updated 4x per year
- Representative of a country's online population
- Quotas set on age, gender, and education
- Over 35,000 data points
- Historical data available dating back to 2009
- Custom Recontact Survey captures detailed questions on music in five countries: Australia, Canada, Japan, UK, USA

Insights Methodology

The insights in this report have been selected from a rule set which includes a combination of index and reach.

Artists Measured in this survey

Global Artists Measured

A Boogie wit da
Hoodie
Ava Max
Bruno Mars
Camila Cabello
Cardi B
Charli XCX
Charlie Puth
Dan + Shay
David Guetta
Dua Lipa
Ed Sheeran
Green Day
Halsey

Jason Derulo
Jonas Brothers
Lady Gaga
Lana Del Rey
Led Zeppelin
Lizzo
Miley Cyrus
Pearl Jam
Red Hot Chili Peppers
Rihanna
Royal Blood
Taylor Swift

Australian Artists Measured

1975
Billie Eilish
Coldplay
Dean Lewis
Diplo
Drake
Fleetwood Mac
Flume
Foo Fighters
Guy Sebastian
Hilltop Hoods
Justin Bieber
Kasey Chambers

Khalid
Lewis Capaldi
Morgan Evans
onfour
Post Malone
Rüfüs Du Sol
Selena Gomez
Shawn Mendes
Tame Impala
Tones + I
Travis Scott
Twenty One Pilots

Data Timestamp

March 2020

Sample Size

16,000

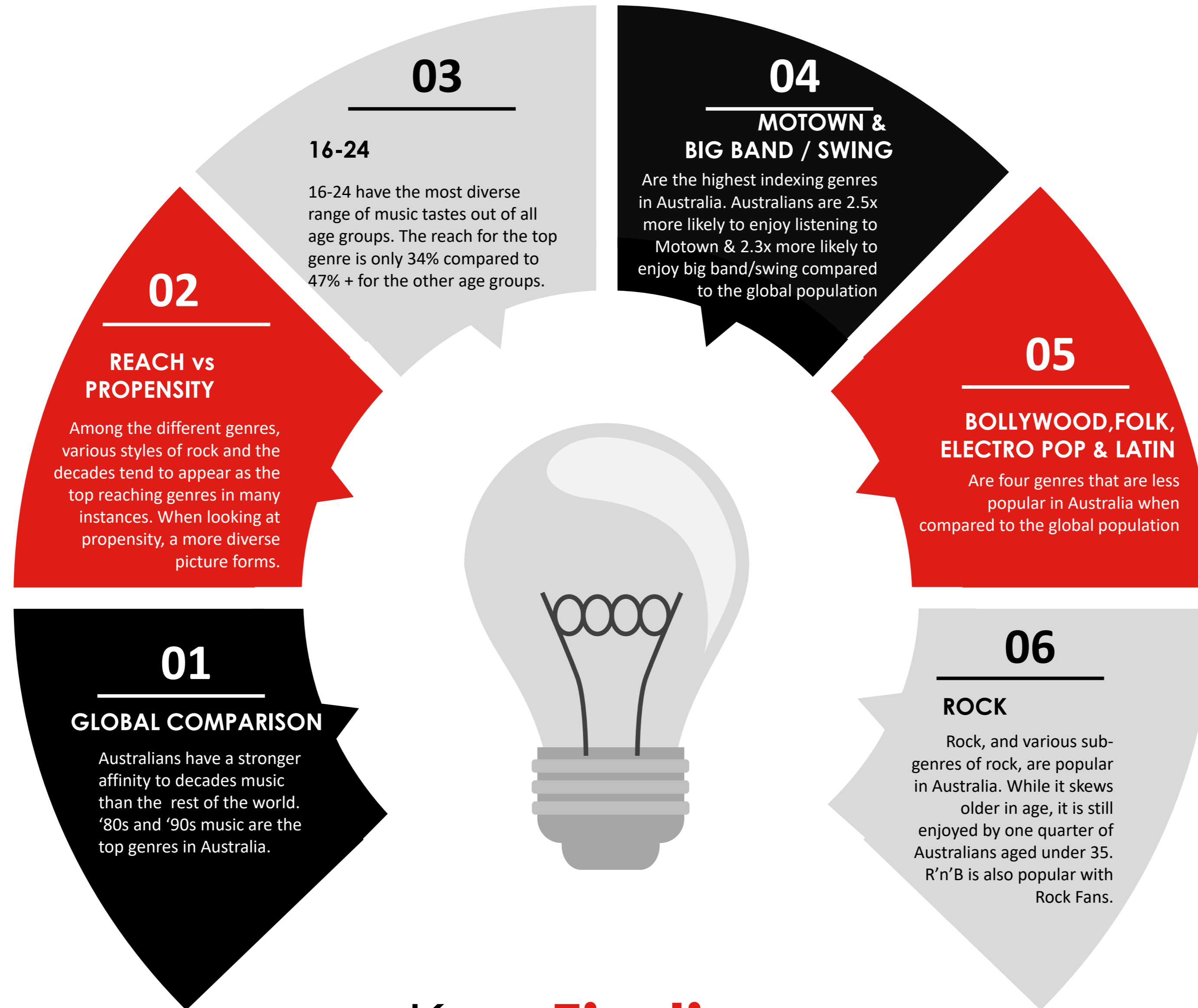
Got Questions?

Connect with **Laura Newman**
our Global Head of Research ...

Laura@audienceprecision.com

Summary of...

KEY FINDINGS.



Key Findings

Focus on...

AUSTRALIA VS THE WORLD.

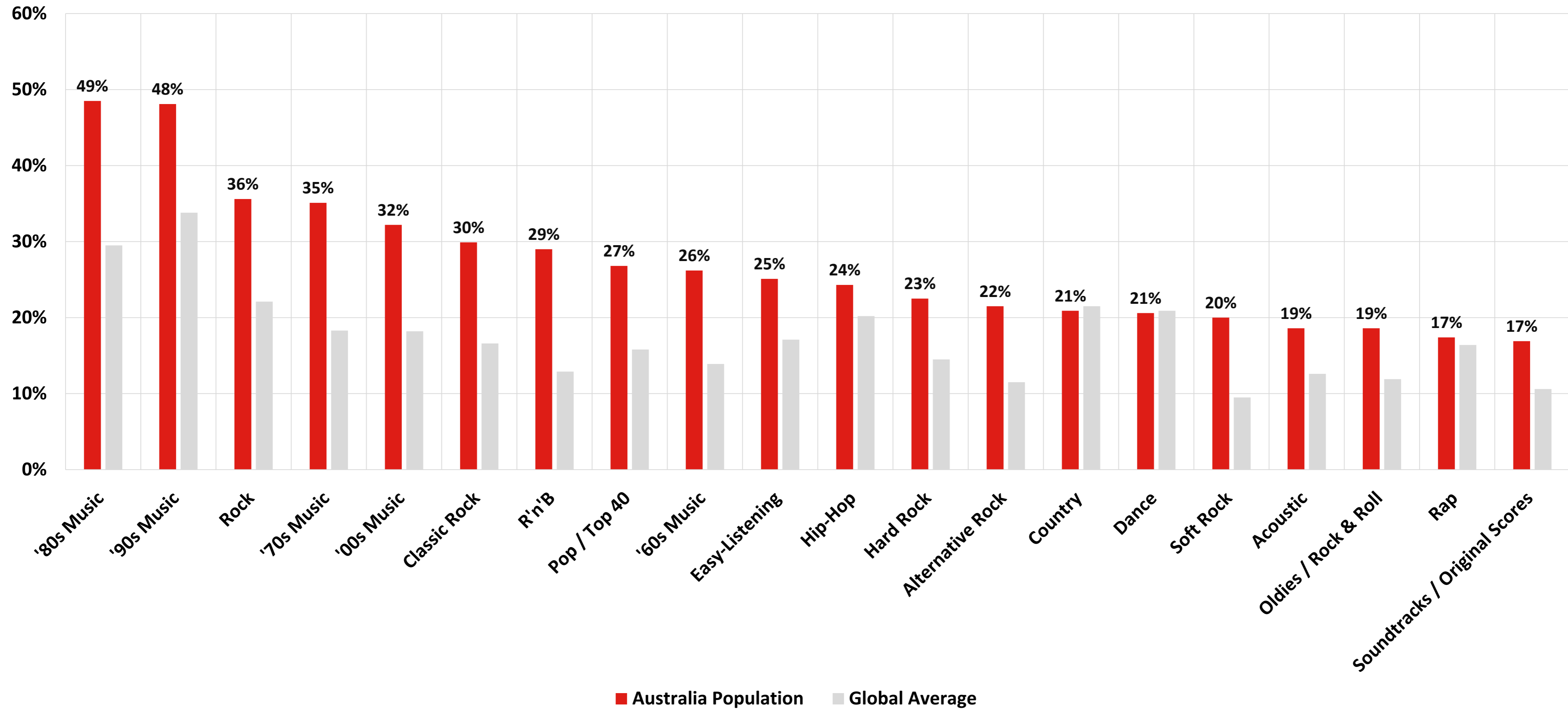
“

We have compared the music genres Australians enjoy listening to to the global average ...

”

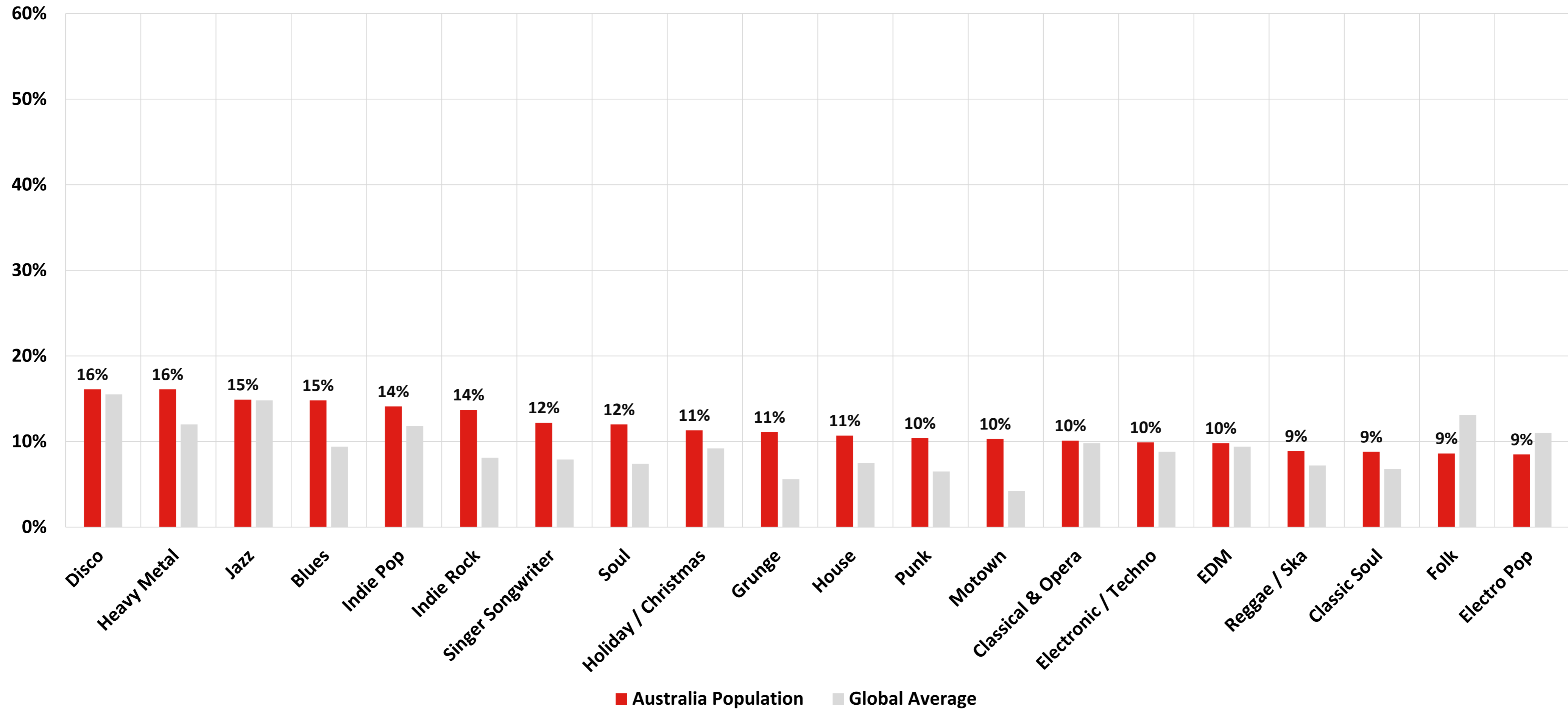
Australia vs the World

Genres Enjoy Listening To #1-20



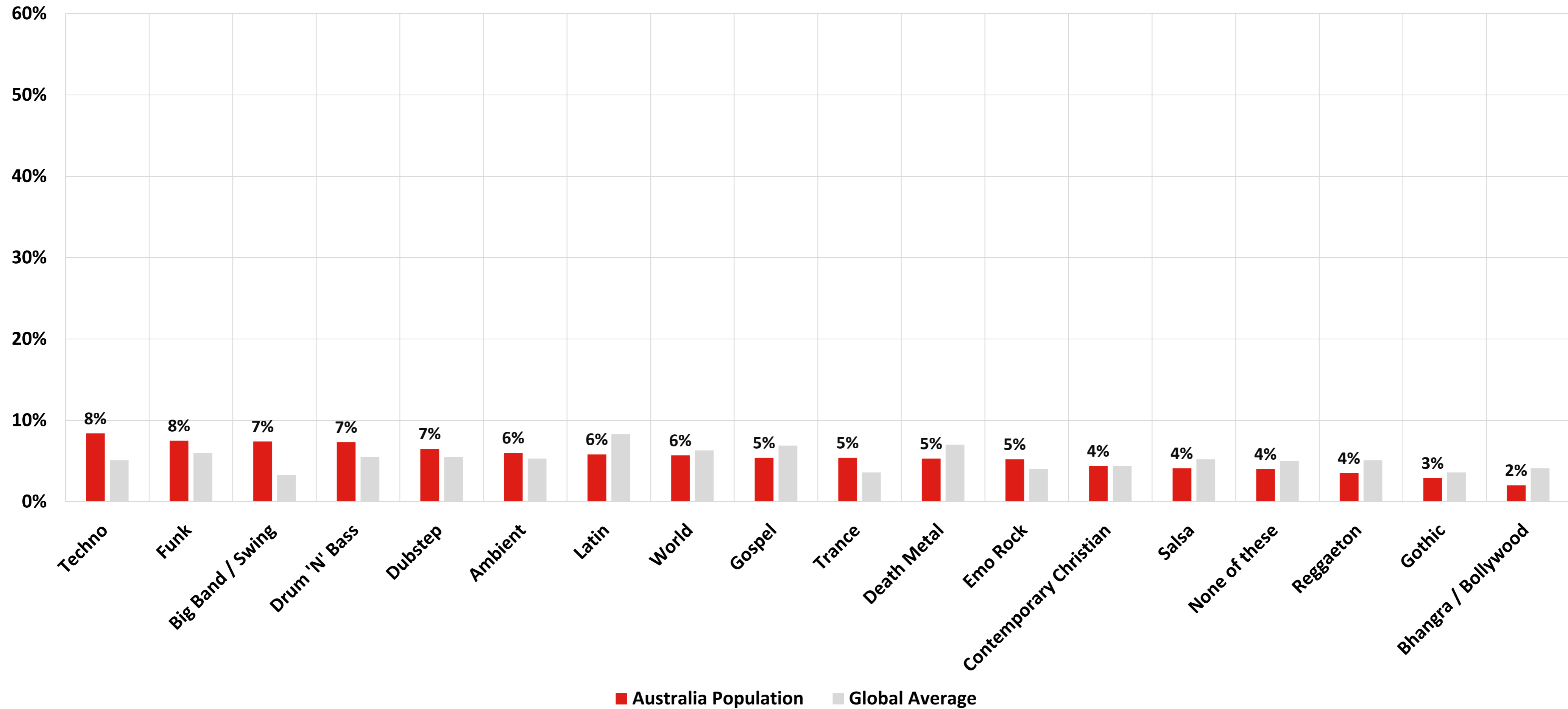
Australia vs the World

Genres Enjoy Listening To #21-40



Australia vs the World

Genres Enjoy Listening To #41-58



Focus on...

DEMOGRAPHIC OVERVIEW AUSTRALIA.

“

*Let's look at the genres each age
group enjoy listening to in
Australia ...*

”



Let's look at...

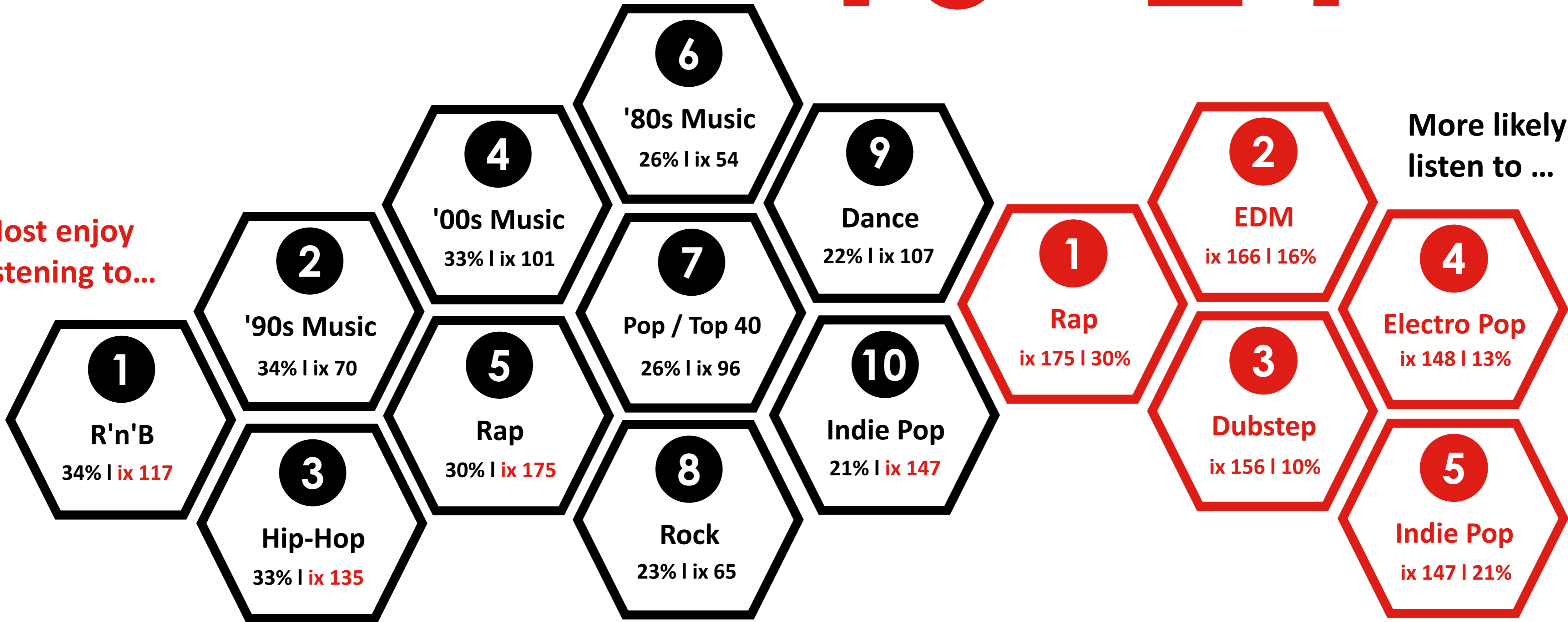


Market Potential:
3.2mil

16 - 24

Most enjoy listening to...

More likely to listen to ...





Let's look at...

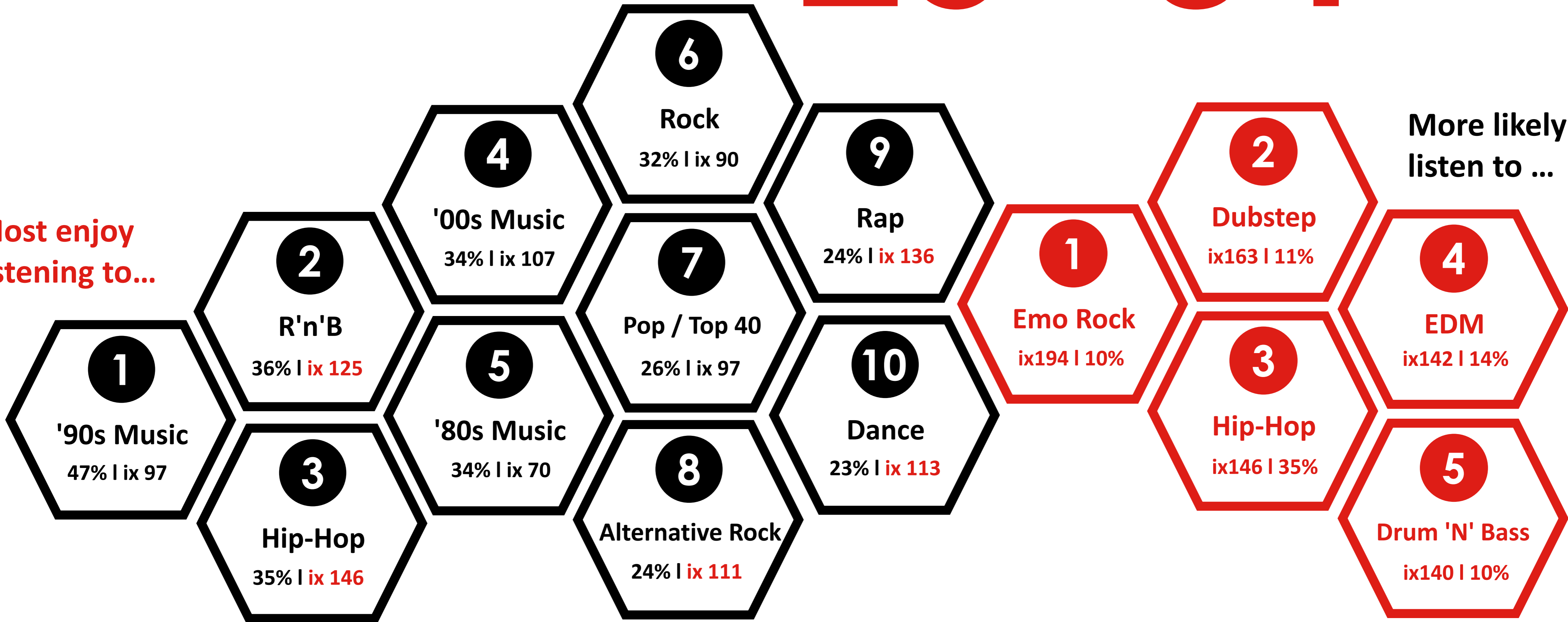


Market Potential:
3.6mil

25 - 34

Most enjoy listening to...

More likely to listen to ...





Let's look at...

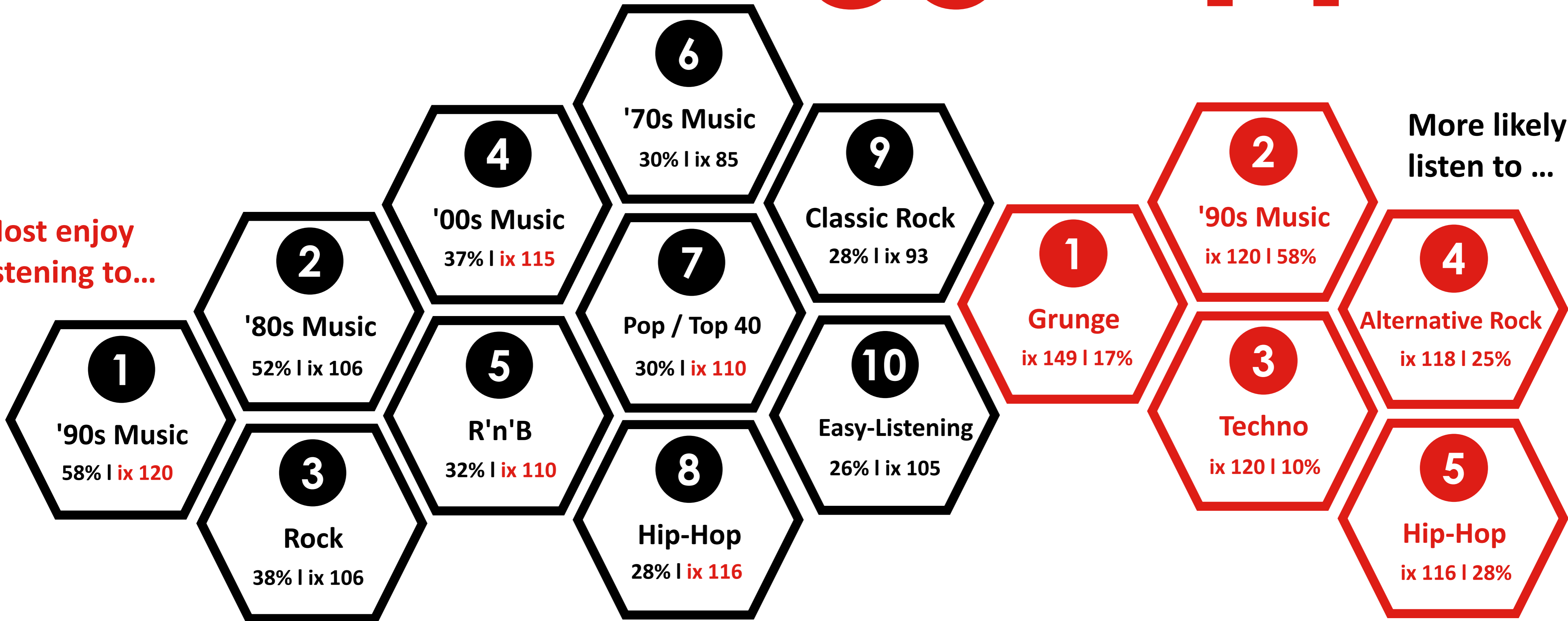


Market Potential:
3.3mil

35 - 44

Most enjoy listening to...

More likely to listen to ...





Let's look at...

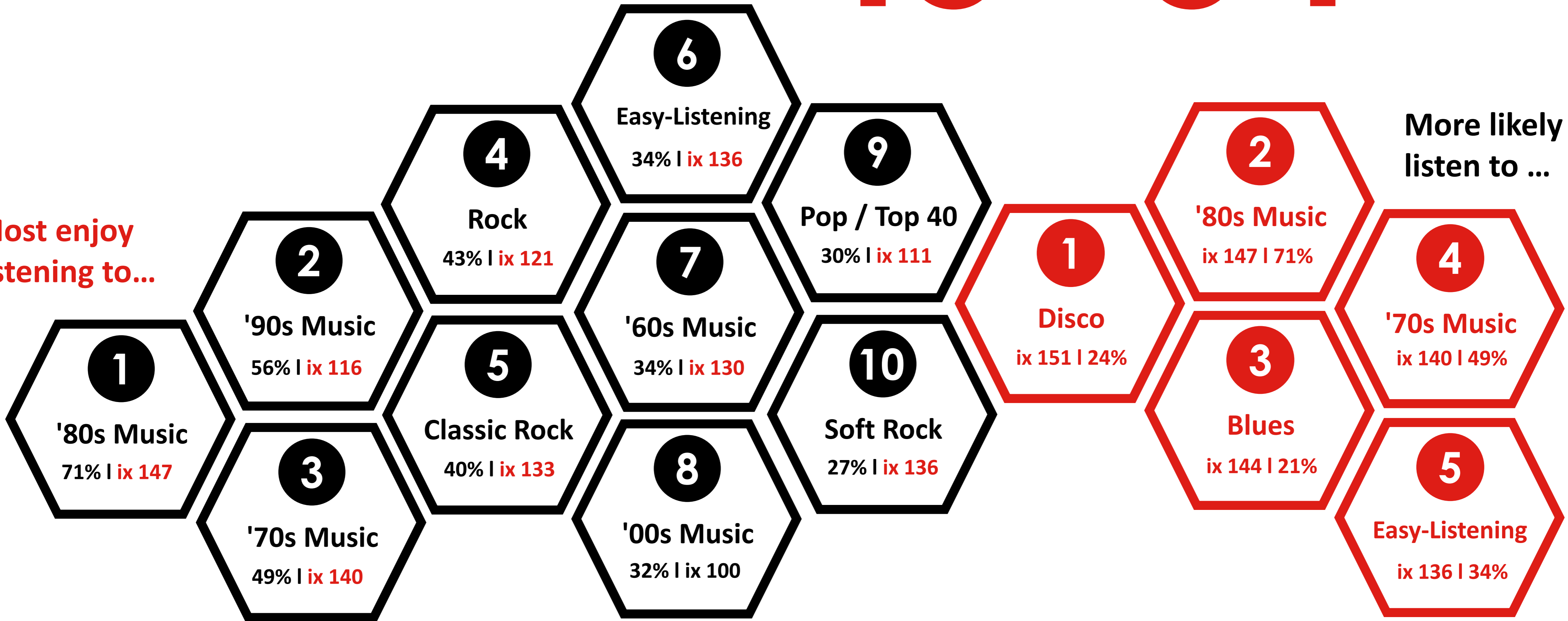


Market Potential:
3.1 mil

45 - 54

Most enjoy listening to...

More likely to listen to ...





Let's look at...

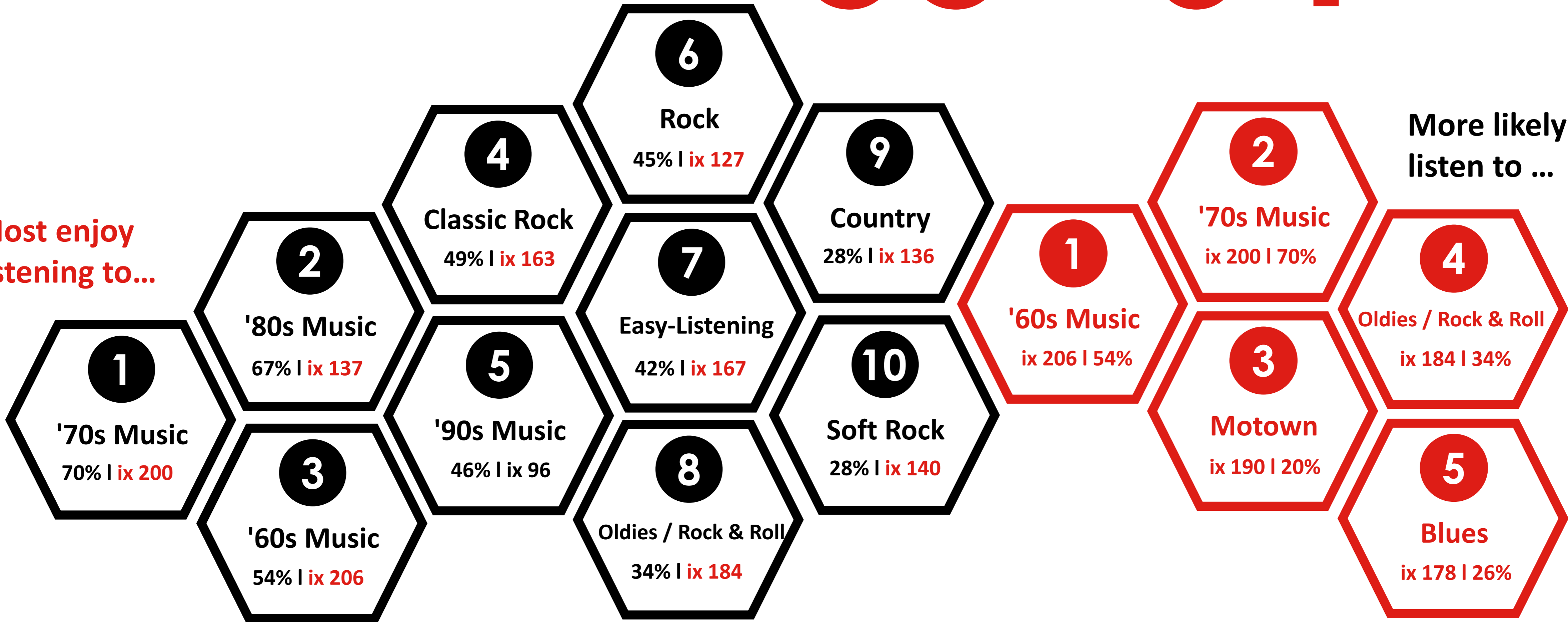


Market Potential:
2.5mil

55 - 64

Most enjoy listening to...

More likely to listen to ...



Focus on...

**GENRE
OVERLAP.**

“

We have selected a few genres representing a diverse cross-section of music tastes. Let's look at the genre overlap ...

”



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Let's look at...

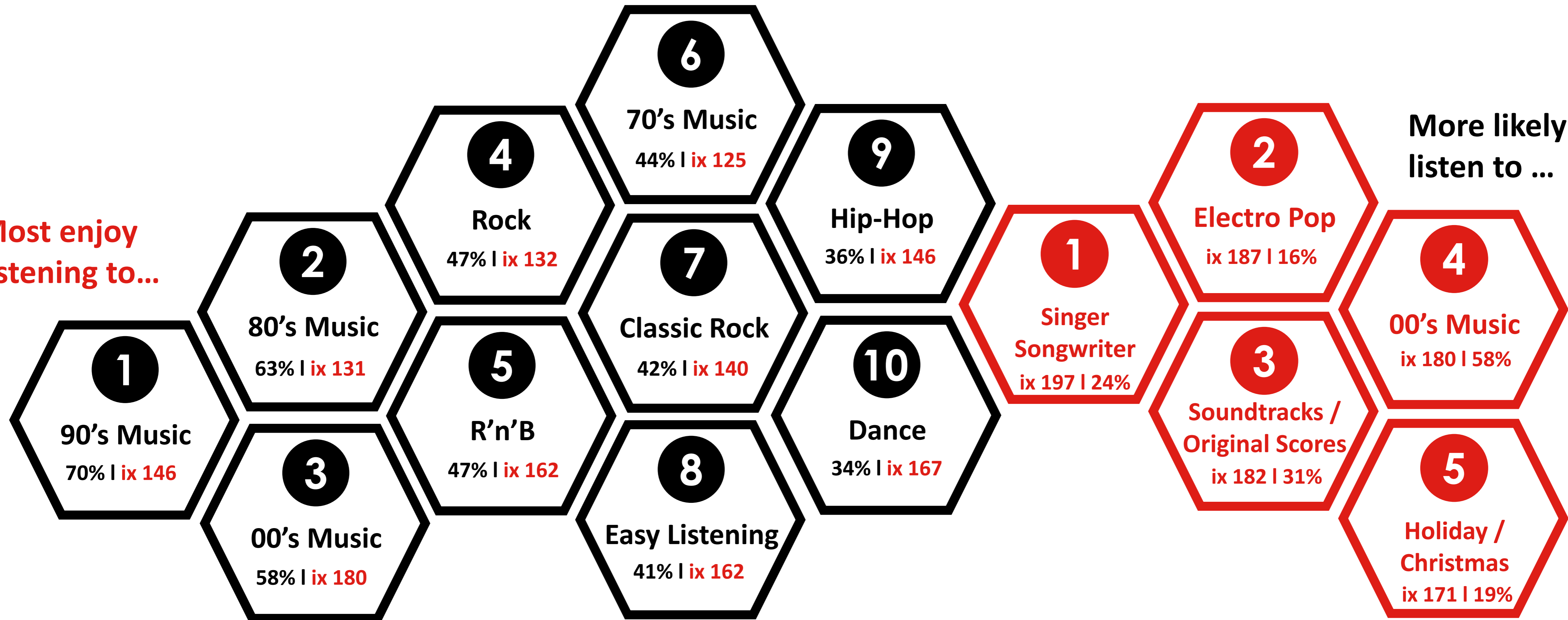


Market Potential:
4.2mil

Pop / Top 40

Most enjoy listening to...

More likely to listen to ...





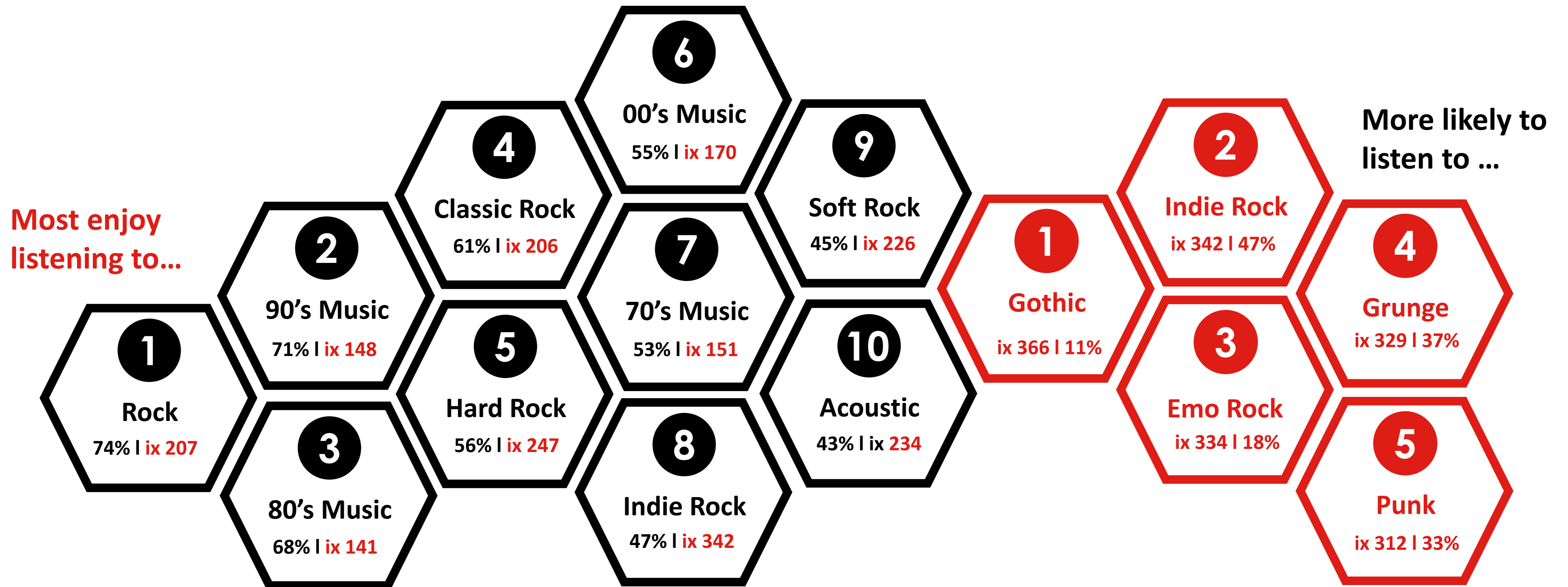
dna

Let's look at...



Market Potential:
3.4mil

Alternative Rock





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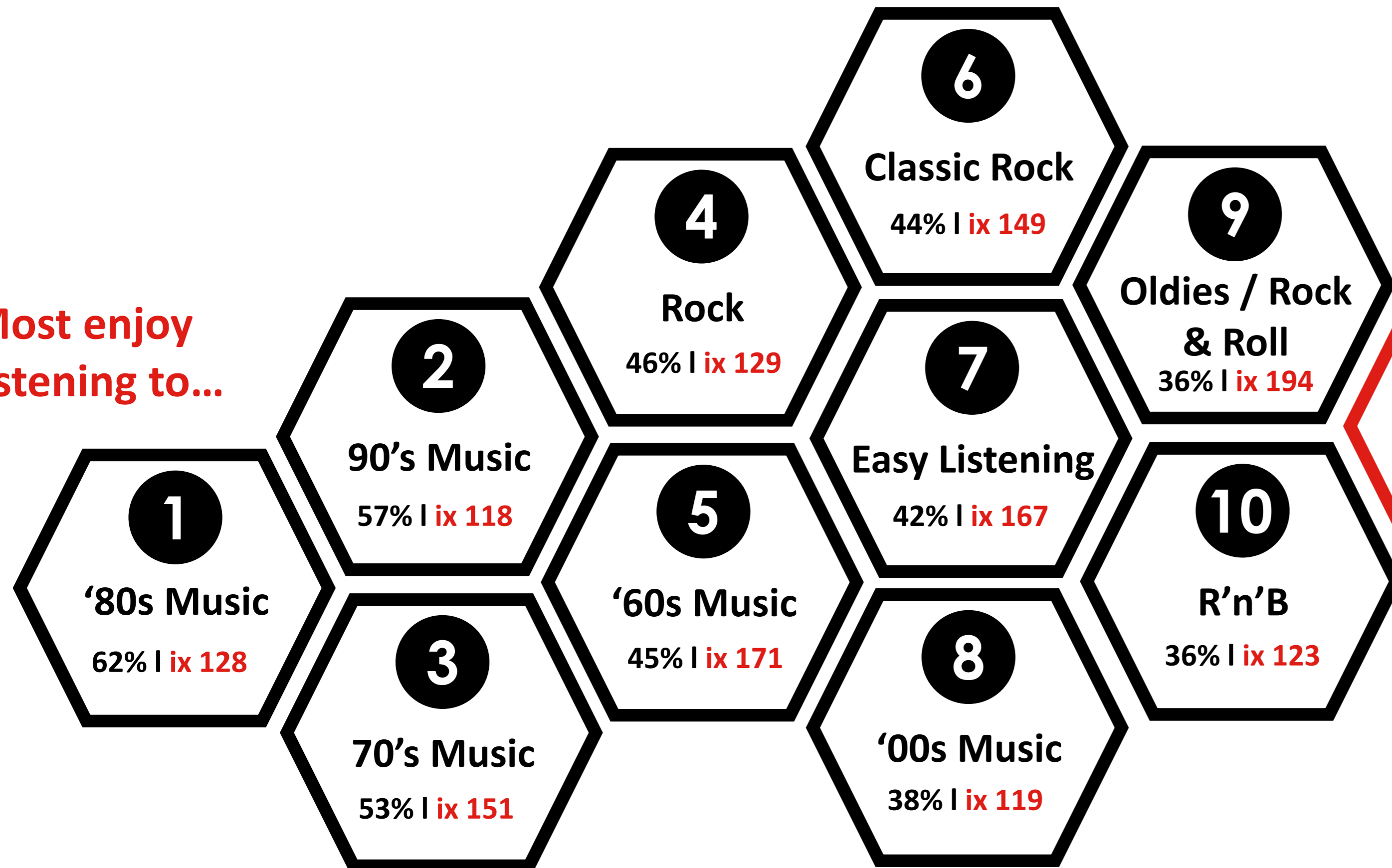
Let's look at...



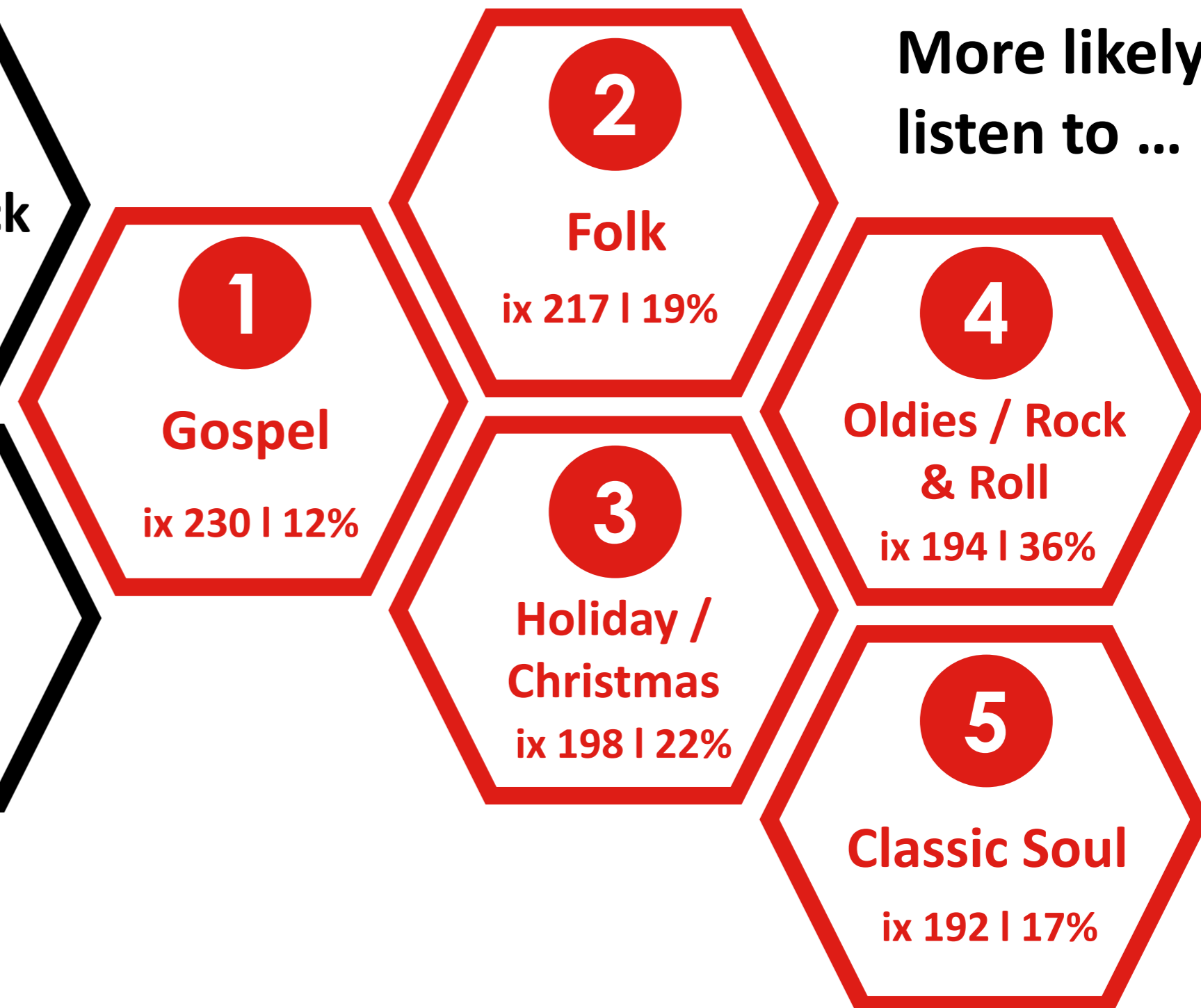
Market Potential:
3.3mil

Country

Most enjoy listening to...



More likely to listen to ...





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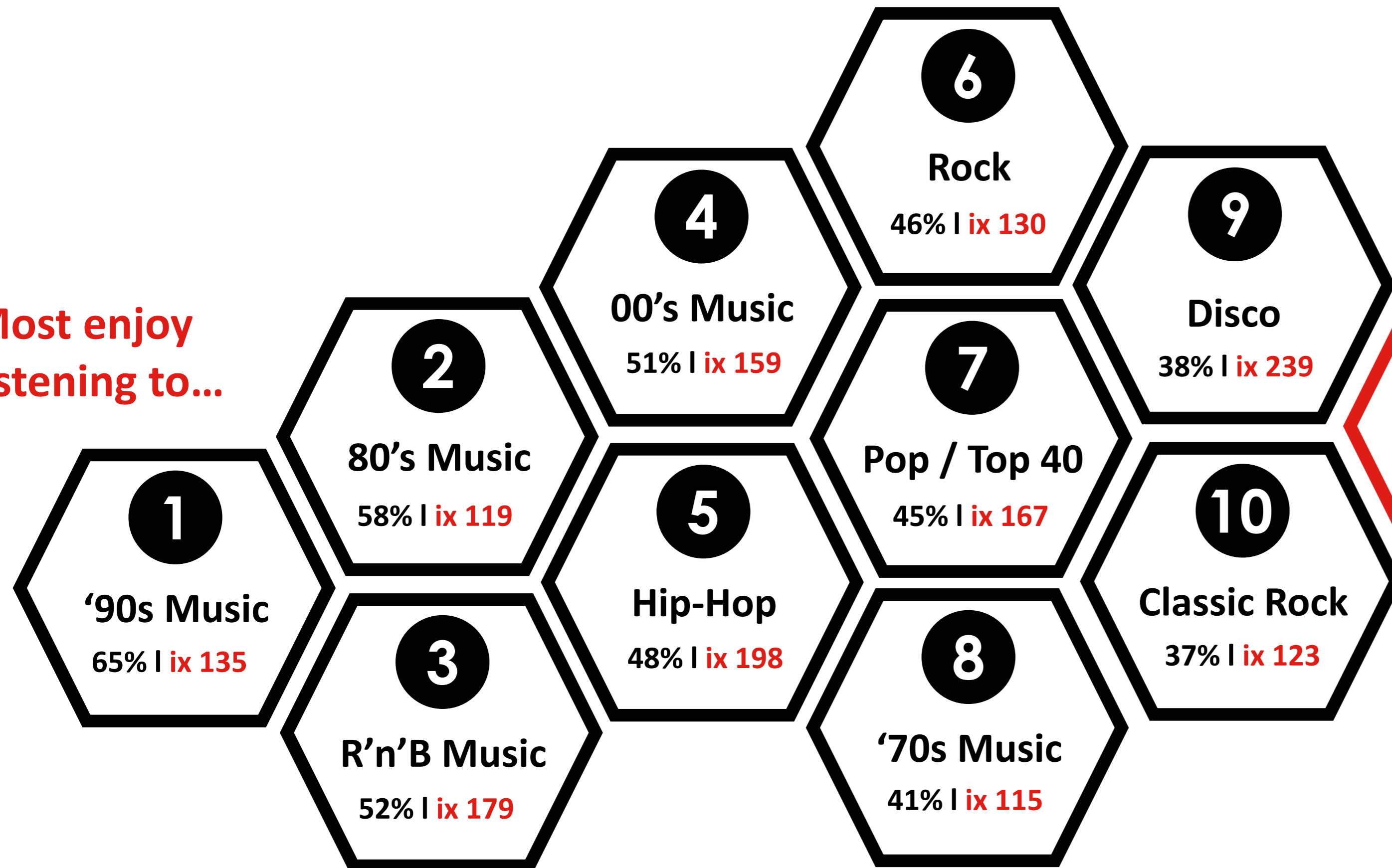
Let's look at...



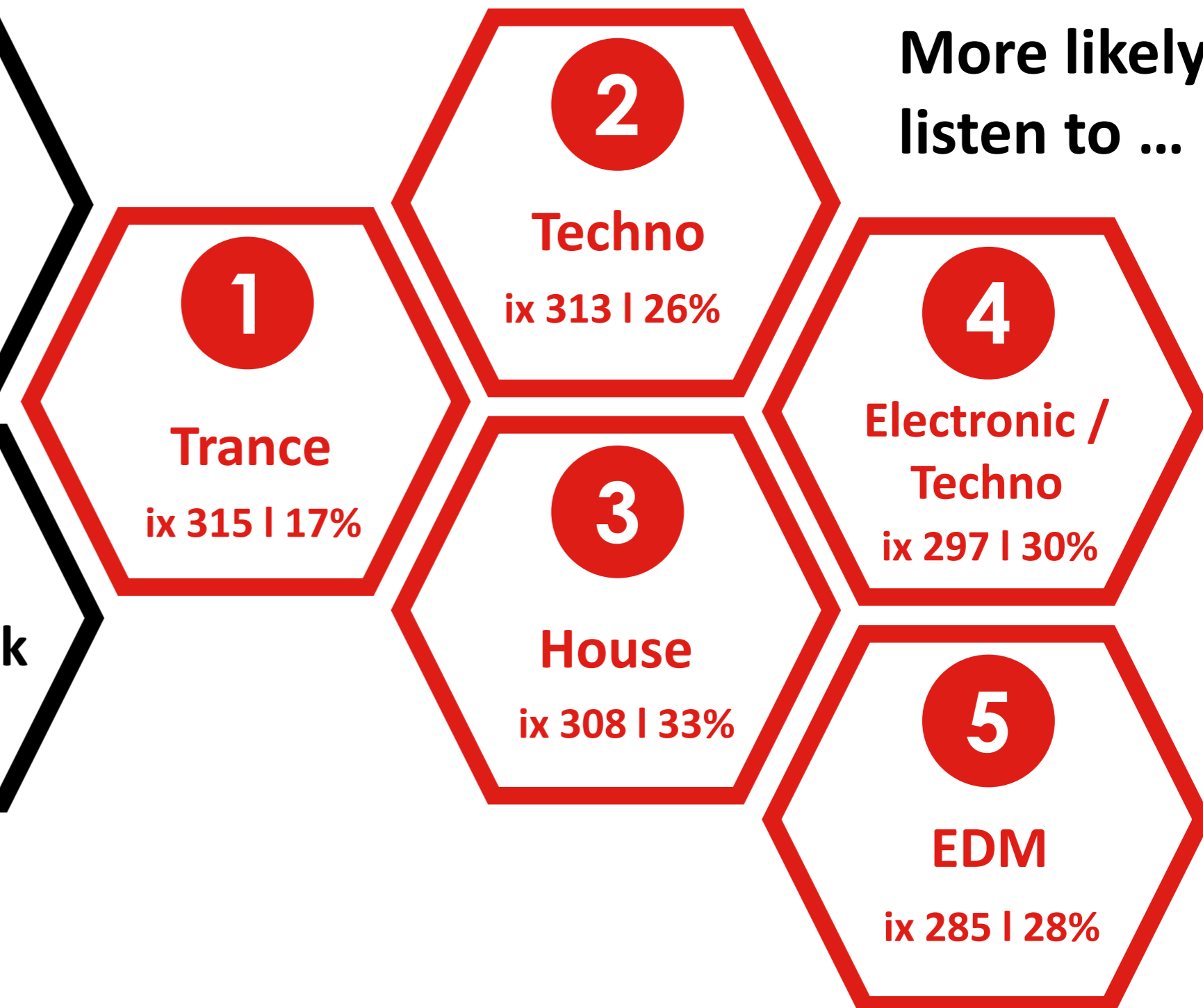
Market Potential:
3.2mil

Dance

Most enjoy listening to...



More likely to listen to ...





Let's look at...

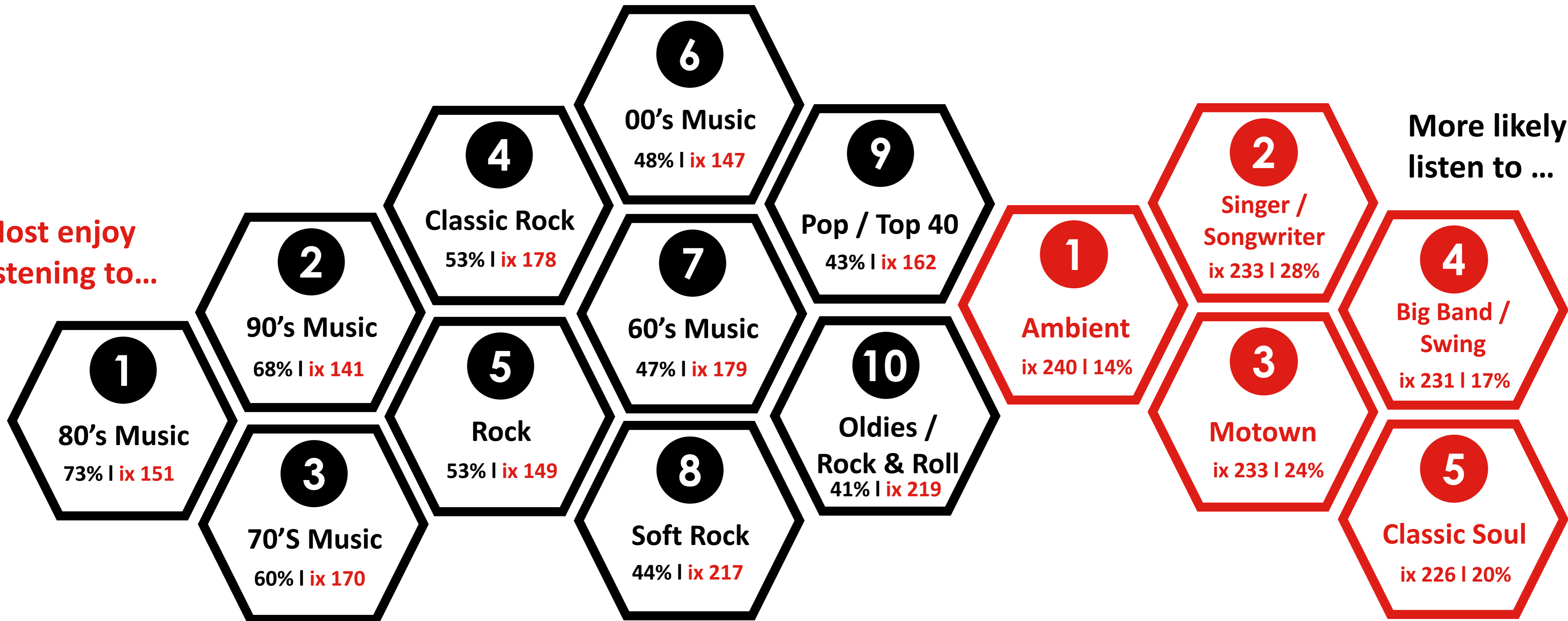


Market Potential:
3.9mil

Easy Listening

Most enjoy listening to...

More likely to listen to ...





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Let's look at...

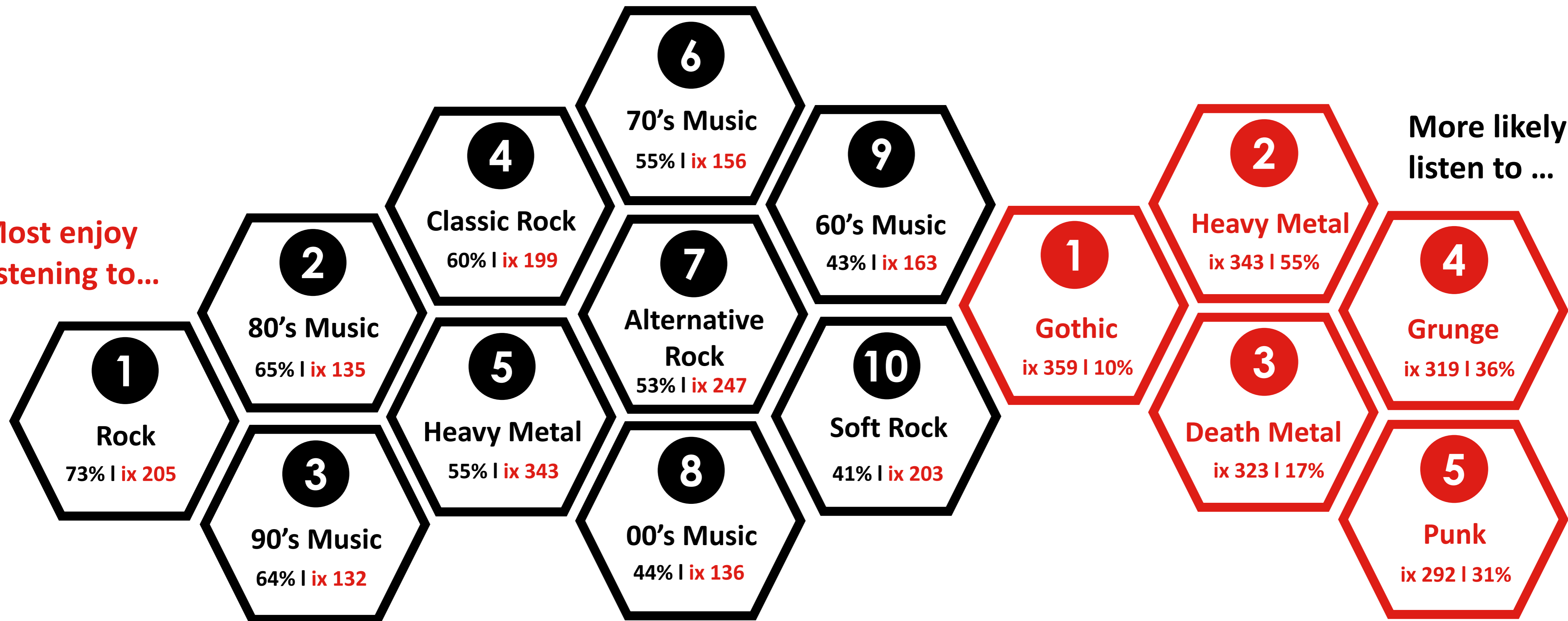


Market Potential:
3.5mil

Hard Rock

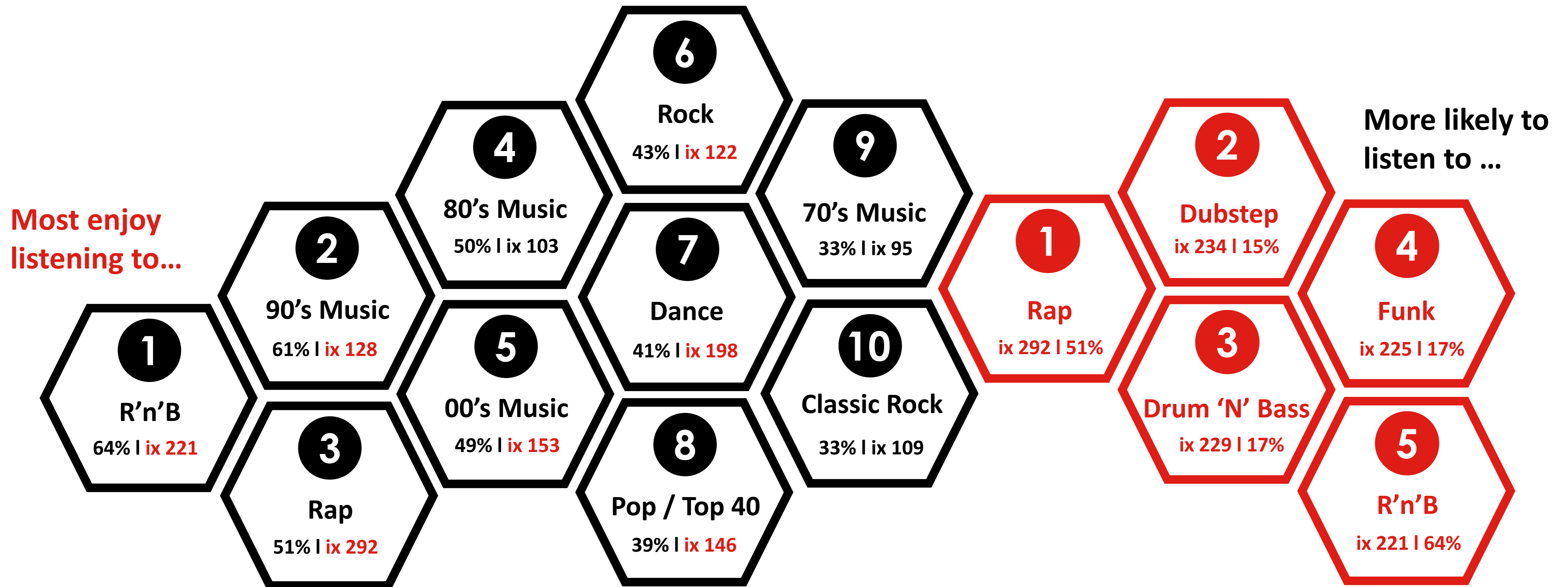
Most enjoy listening to...

More likely to listen to ...



Let's look at...

Hip-Hop





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Let's look at...

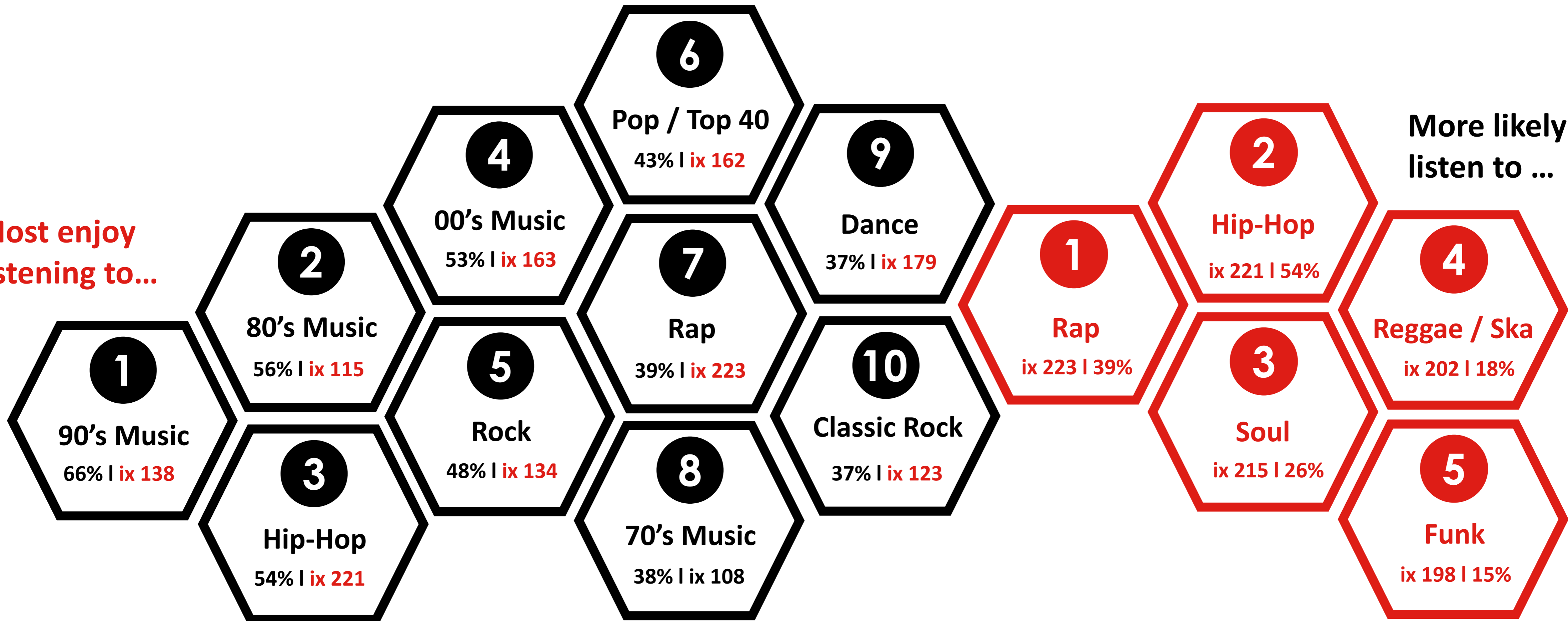


Market Potential:
4.6mil

R'n'B

Most enjoy listening to...

More likely to listen to ...





dna

Let's look at...

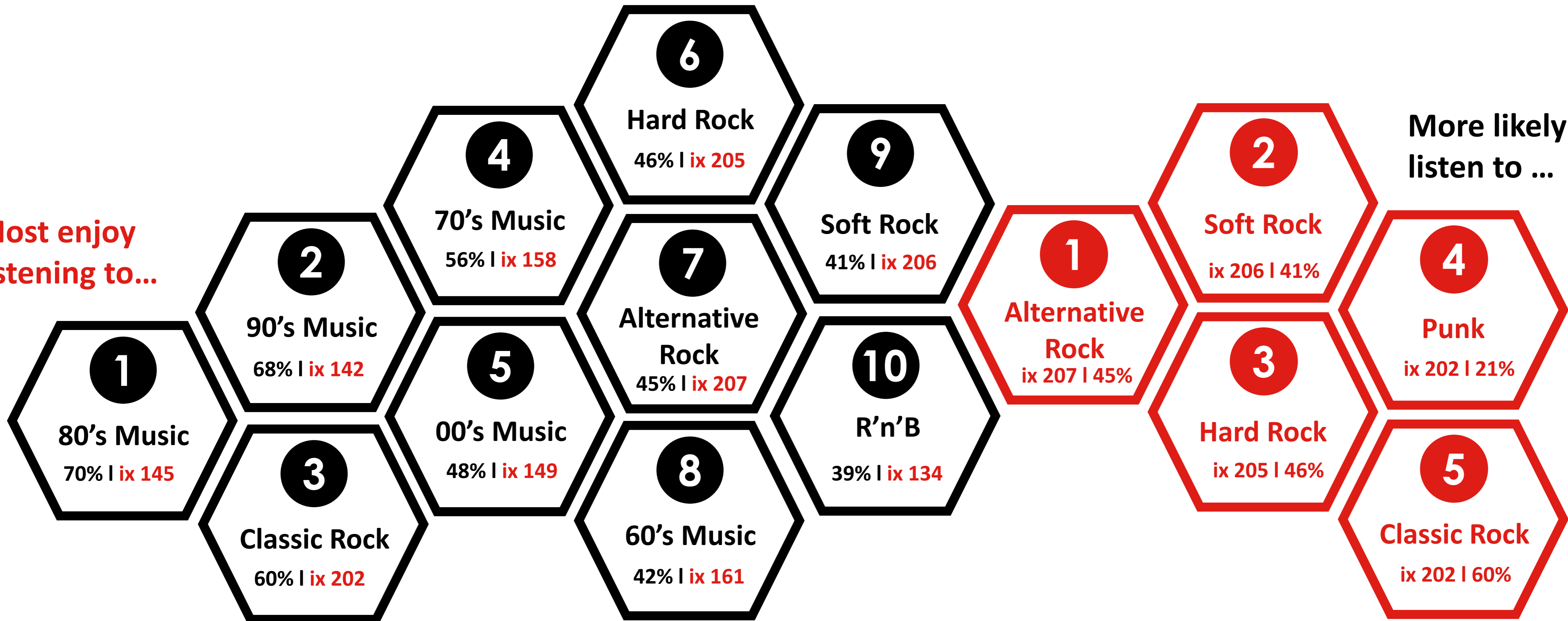


Market Potential:
5.6mil

Rock

Most enjoy listening to...

More likely to listen to ...





dna

Let's look at...

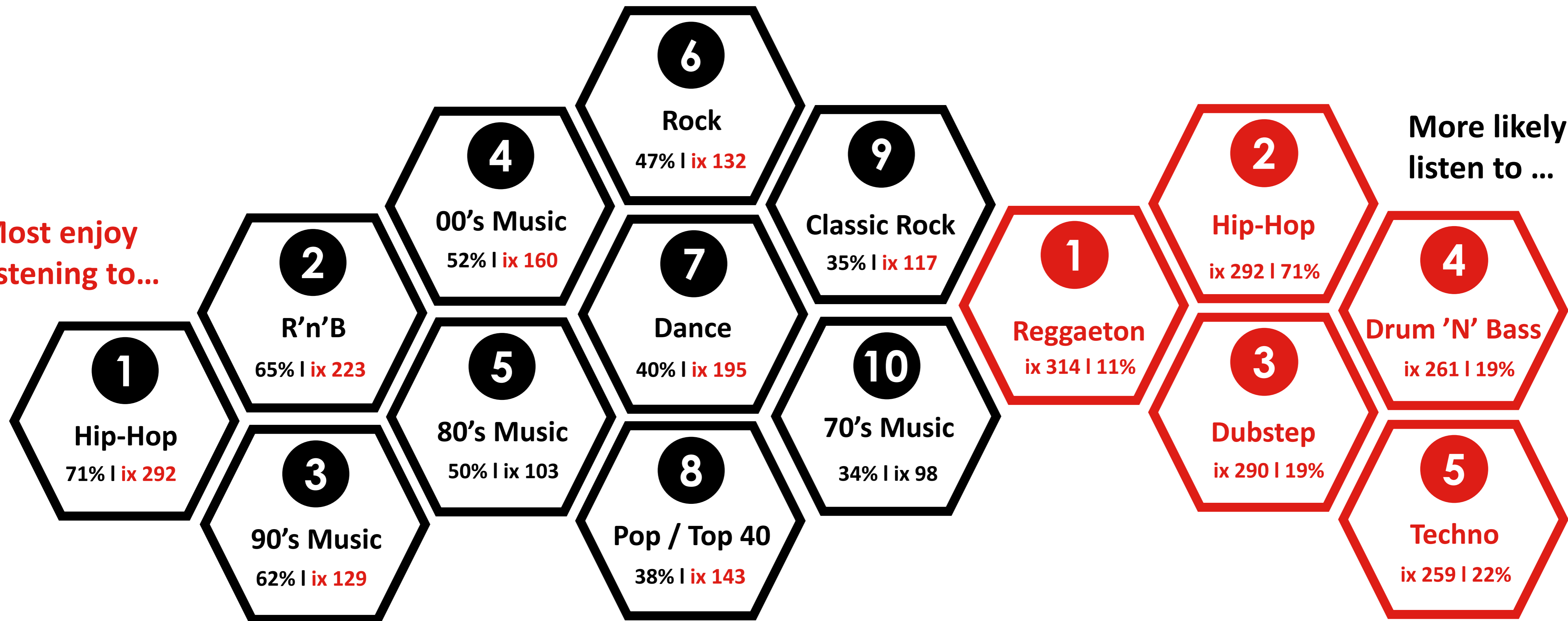


Market Potential:
2.7mil

Rap

Most enjoy listening to...

More likely to listen to ...





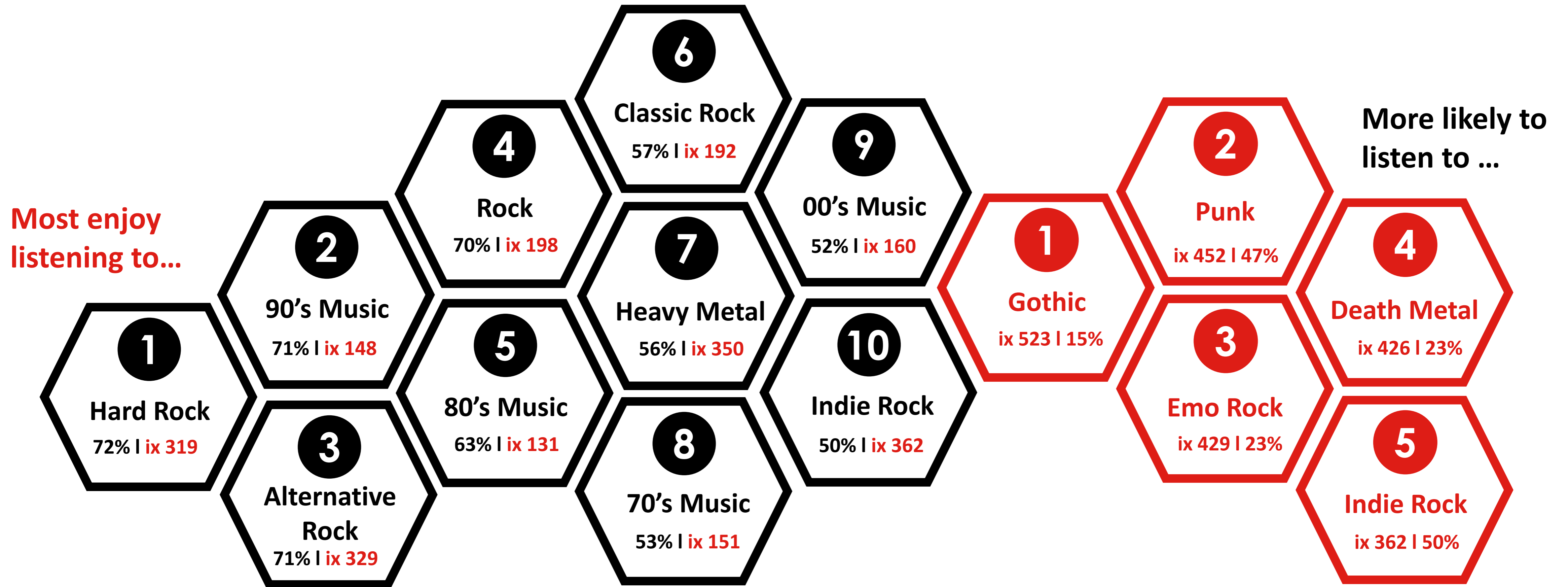
dna

Let's look at...



Market Potential:
1.7mil

Grunge





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Let's look at...

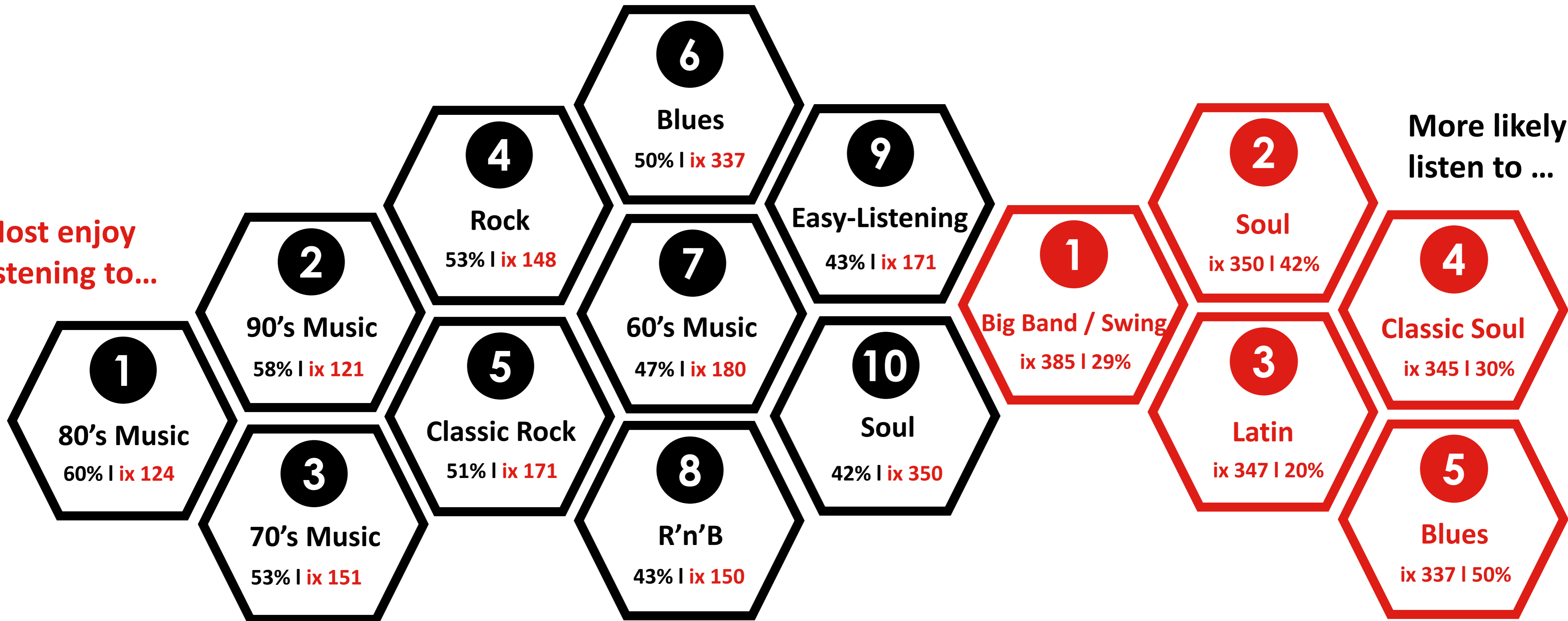


Market Potential:
2.3mil

Jazz

Most enjoy listening to...

More likely to listen to ...





dna

Let's look at...

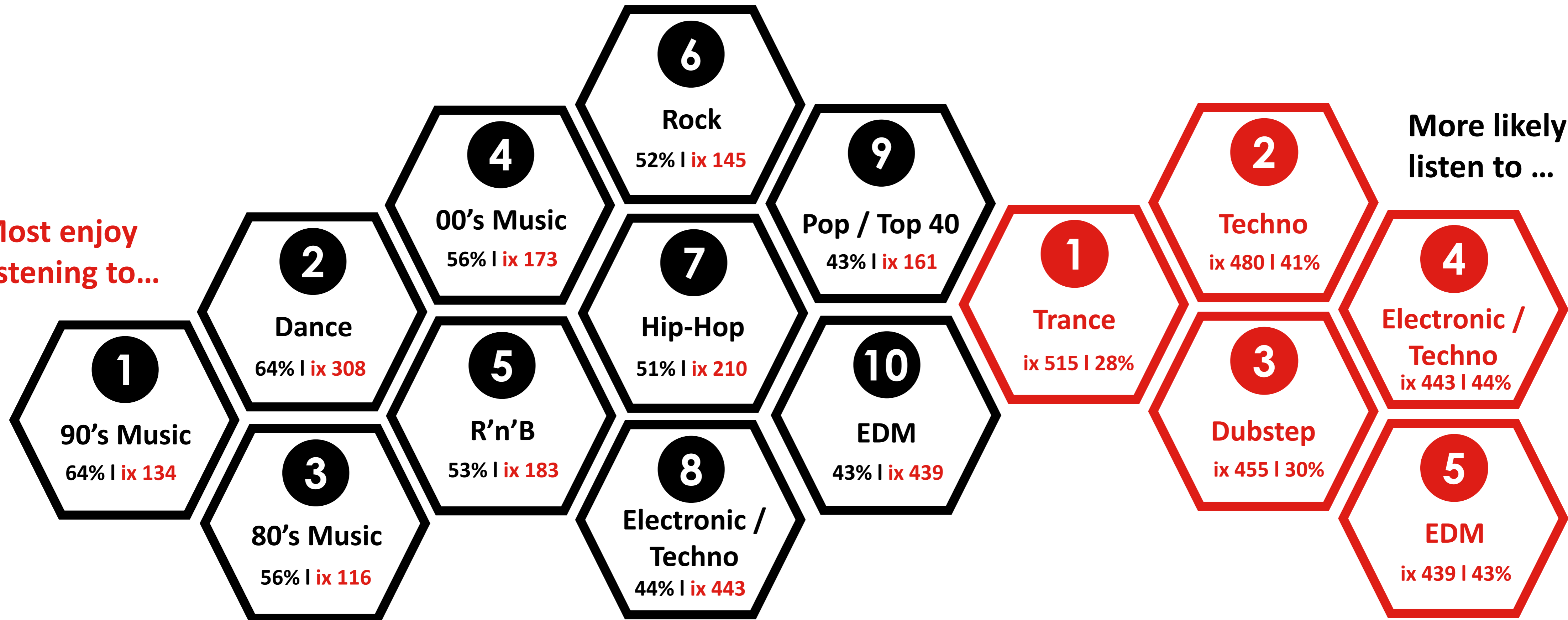


Market Potential:
1.7mil

House

Most enjoy listening to...

More likely to listen to ...





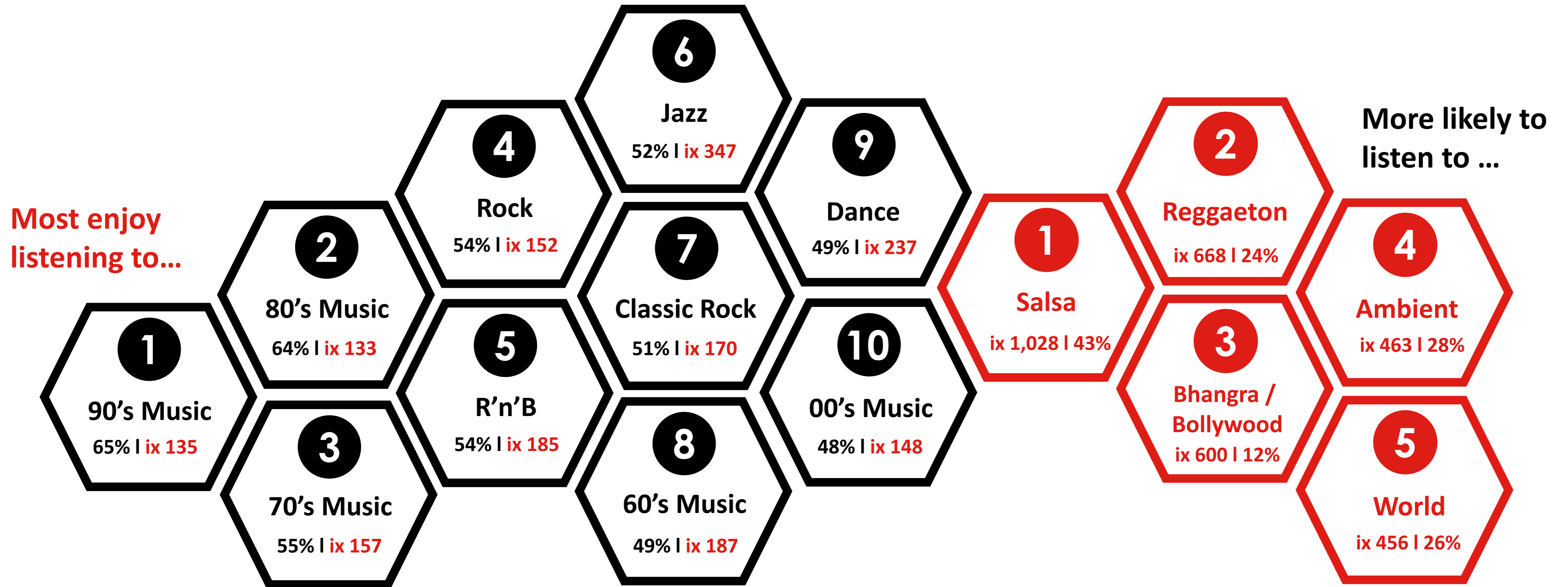
dna

Let's look at...



Market Potential:
914k

Latin





Let's look at...

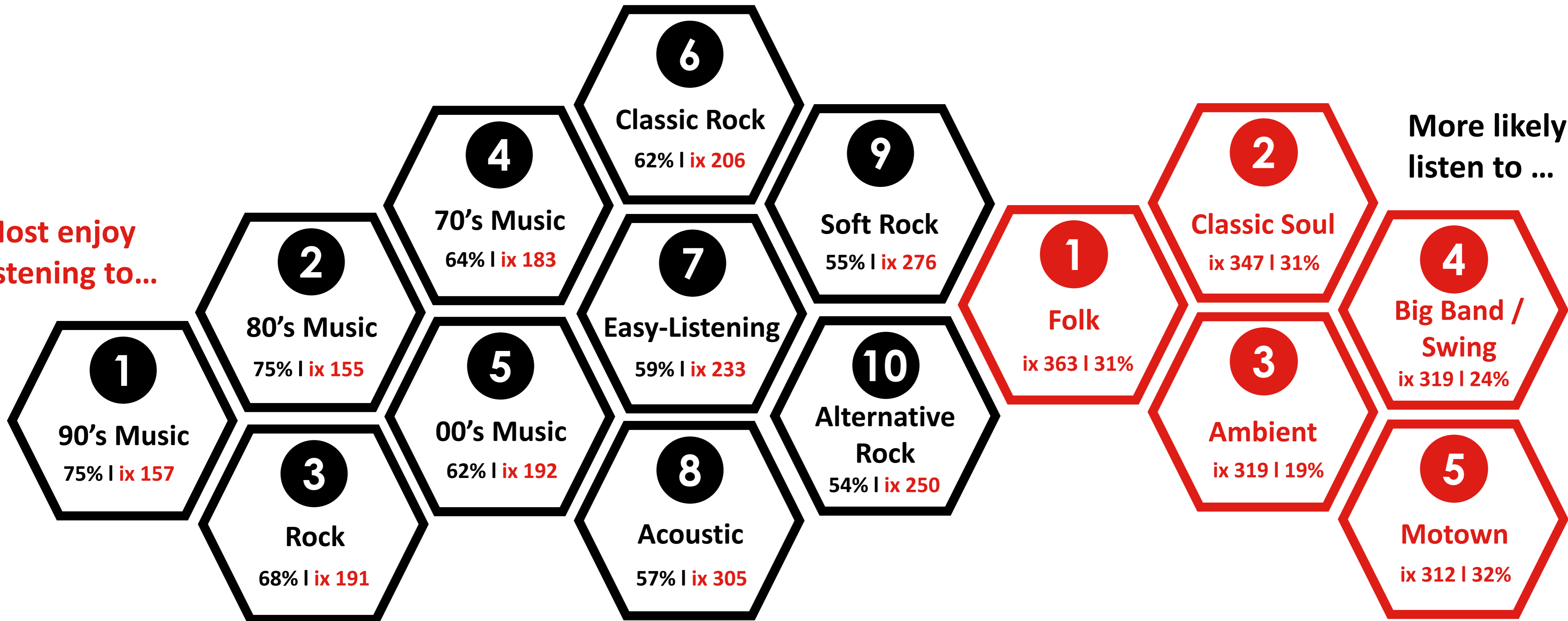


Singer / Songwriter

Market Potential:
1.9mil

Most enjoy
listening to...

More likely to
listen to ...





dna

Let's look at...

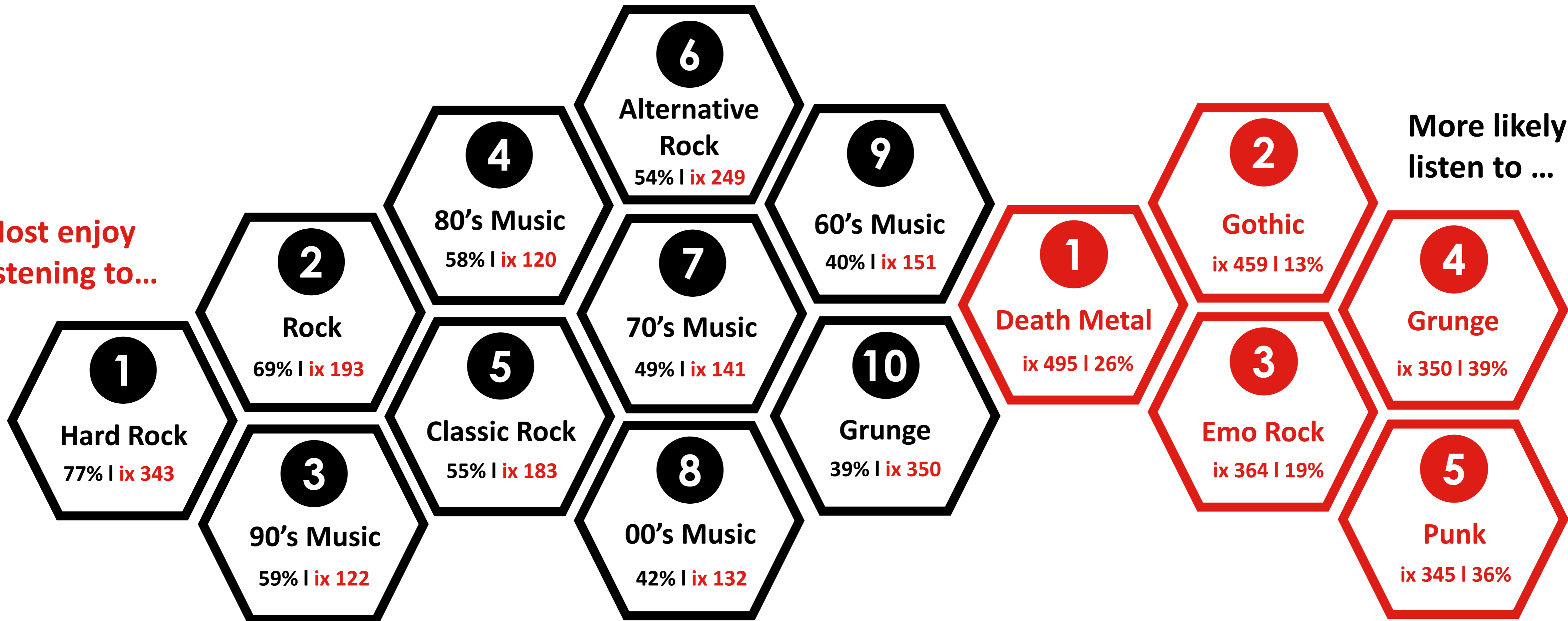


Market Potential:
2.5mil

Heavy Metal

Most enjoy listening to...

More likely to listen to ...





dna

Let's look at...

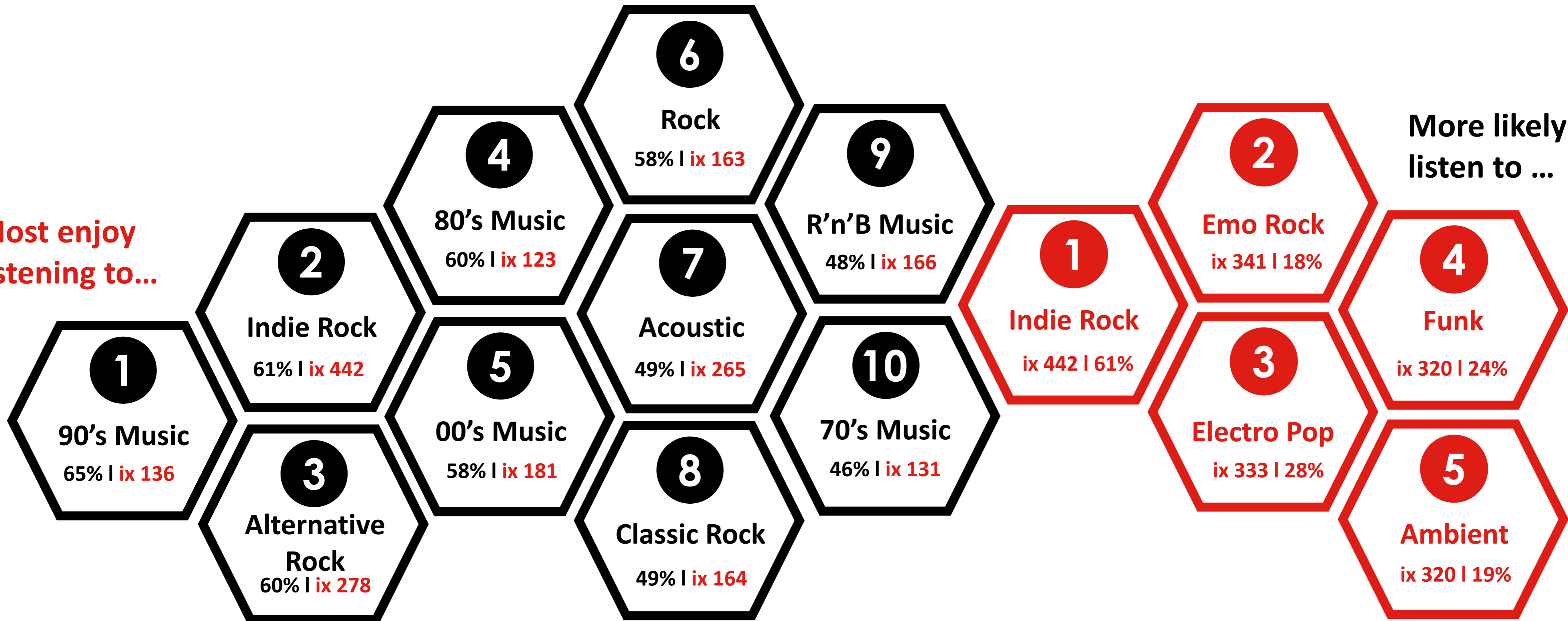


Market Potential:
2.2mil

Indie Pop

Most enjoy listening to...

More likely to listen to ...





Let's look at...

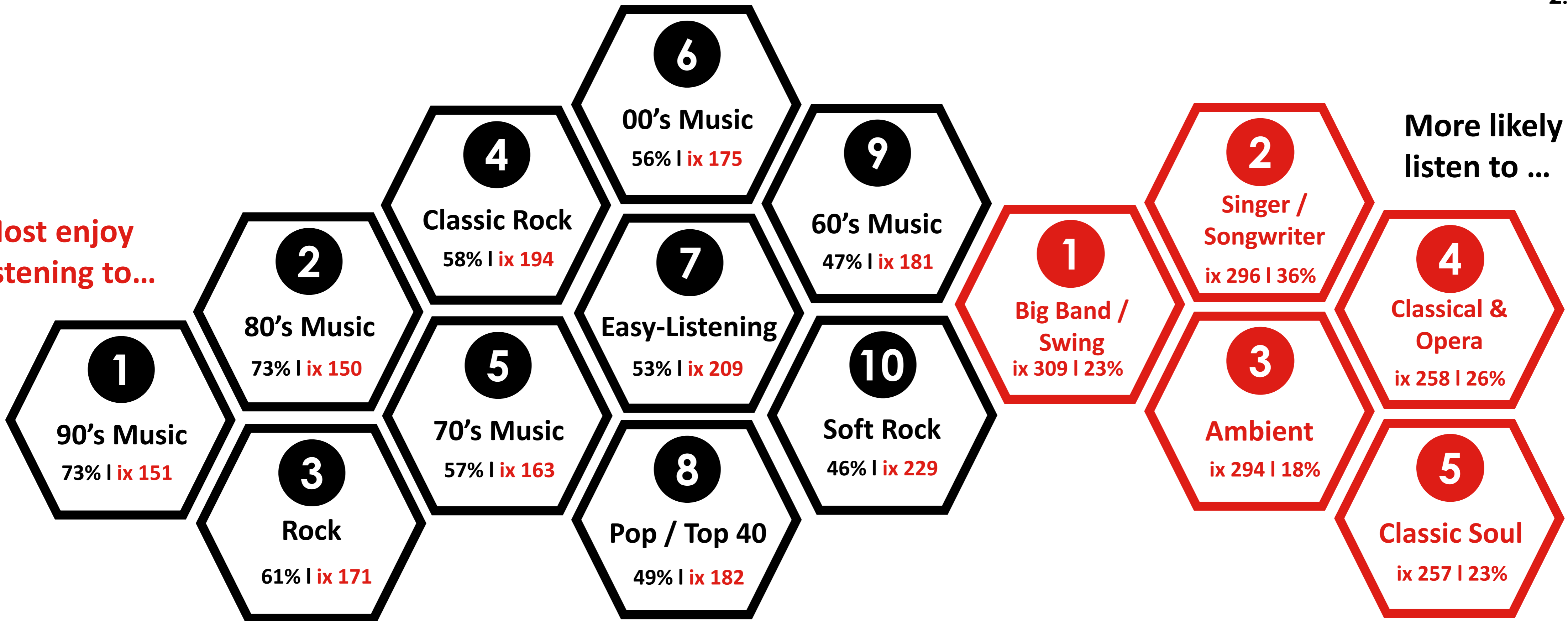


Soundtracks / Original Score

Market Potential:
2.7mil

Most enjoy
listening to...

More likely to
listen to ...





dna

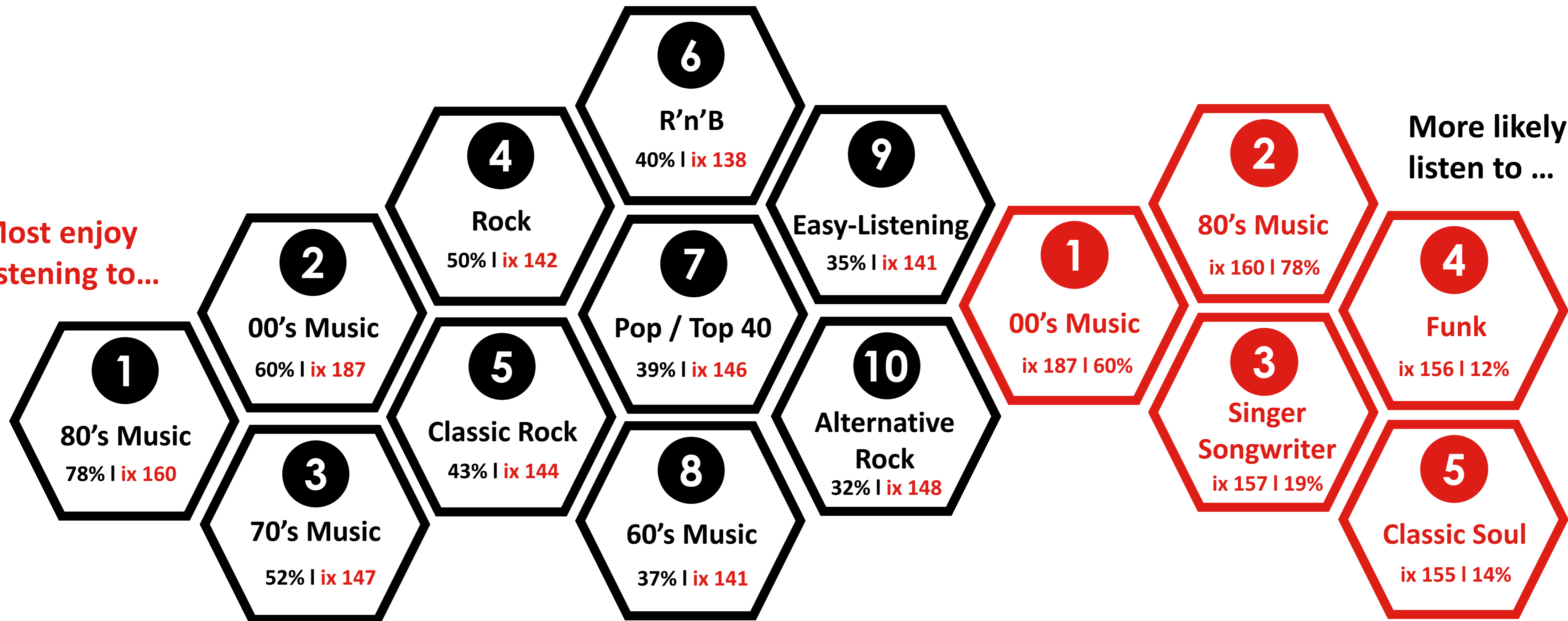
Let's look at...



Market Potential:
7.5mil

'90s Music

Most enjoy listening to...



More likely to listen to ...



dna

Let's look at...

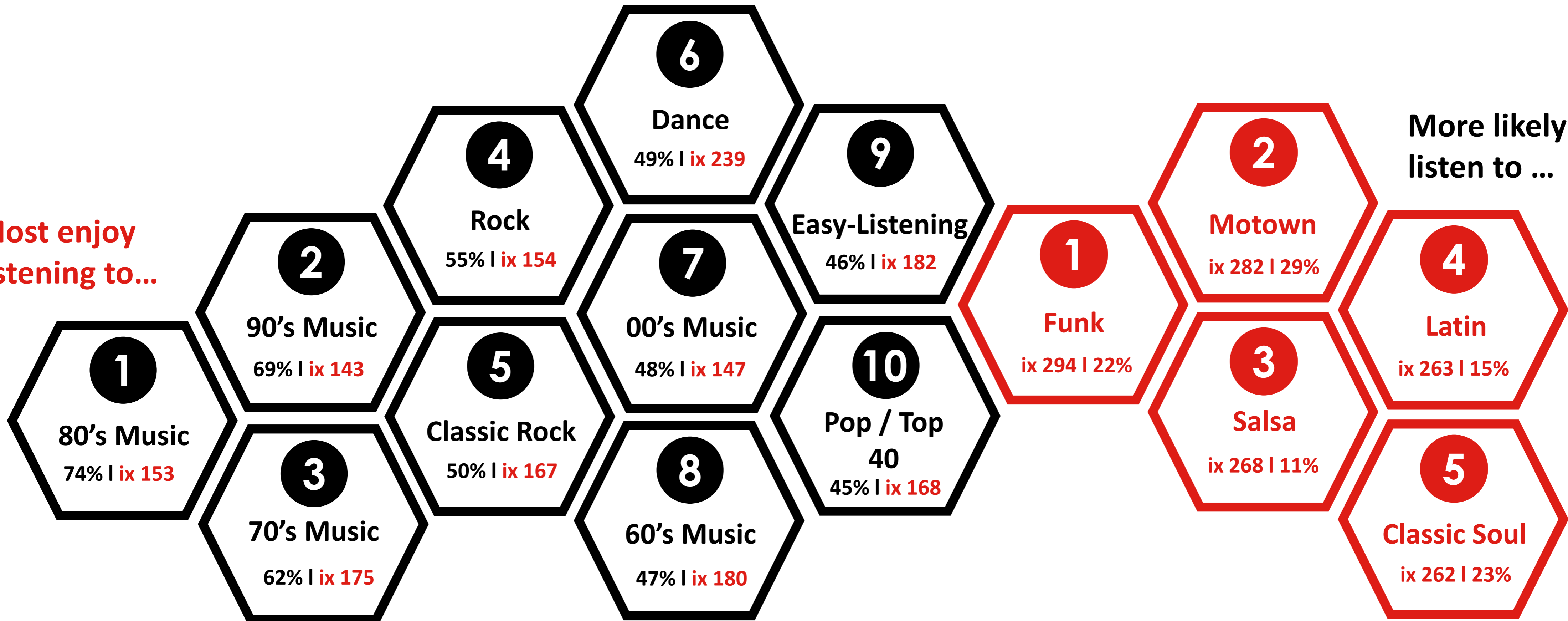


Market Potential:
2.5mil

Disco

Most enjoy listening to...

More likely to listen to ...



Thank you.

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