

## TUPDATE

January 11, 2006

**Music Listening Shifting Again**

*MetaFacts, Inc.*

TechnologyUser.com

Technology User Profile®

**TUPDATE**  
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## Music Listening Shifting Again

Dan Ness, Principal Analyst, MetaFacts, January 11, 2006

While Microsoft is certainly drawing lots of attention with its recent entry into online music named Urge, newly released research from MetaFacts indicates that Home PC users have already changed how they acquire and enjoy music. Music downloading has dropped again while Home PCs are growing as a music hub. The data behind this trend is based on a survey of 4,953 respondents to the 2005 edition of Technology User Profile.

Why is this important?

Music continues to tantalize many as a next hot consumer technology application. Yet, as the computer industry, consumer electronics industry, music retailers, recording industry, lawyers, and artists all wrestle for control, consumers continue to evolve and shift their behaviors.

Overall, when asked about online/Internet behavior in the home within the past 30 days, downloading music or MP3s declined to 18.7% of Home PCs in 2005 from 20.5% in 2004, continuing the downward trend from 24.2% in 2003.

Despite decreased downloading, music is still important to home PC owners. During the same time music downloading has subsided, listening to music offline and listening to streaming audio or Internet radio has skyrocketed from below 20% to nearly 30%. Using Home PCs to listen to music not on the Internet is 28.7% of Home PCs in 2005, up from 20.1% in 2004. Similarly, using Home PCs to listen to streaming audio or Internet radio expanded to 26.6% in 2005 from 18.1% the year before.

Acquiring music online is strongest among the young. Teenagers remain as one key segment of the market for online music. Downloading is strongest among this critical group standing at 27.9% of Home PCs in homes with kids between the ages of 13-19.

### Music Activity Trends on Home PCs

	2005	2004	2003	2002	2001
Download music or MP3s	18.7%	20.5%	24.2%	27.7%	26.7%
Listen to music not on Internet (MP3, CD)	28.7%	20.1%	*	*	*
Listen to streaming audio or Internet radio	26.6%	18.1%	*	*	*

(% of Home PCs, \* = not on survey)

Source: MetaFacts Technology User Profile

Another interesting note for the future, homes with Home PCs and kids ages 3 to 12 are also an active group, with 24.5% of these Home PCs being used to download music. This contrasts markedly with 2-adult homes without children, where downloading is lowest at 15.7% of Home PCs.

If Microsoft can expand on Apple's iPod and iTunes' success, it may help grow the entire market. The new attention might restore confidence to consumers scared off by legal actions of the recording industry. Making great music easily, widely, and reasonably accessible could help revitalize music downloading and let the computer industry play a more significant role in music industry.

Perhaps Microsoft's entry will even spark enough interest to encourage more adults to join in the fun, so it's not just for kids.

## Source Data

To obtain the complete 7-page TUPdate, current Technology User Profile subscribers may [follow this link](#). If you are not a current subscriber, please visit our [TUP Online Store](#).

## TUP Online Store



TUPdate  
Package



TUPdate  
Individual  
Tables

### [Activities for Which PC is Regularly Used \(Home/Family\)](#)

[TUP 2005 Annual Edition](#) (Excel)  
[TUP 2005 Annual Edition](#) (pdf)  
[TUP 2004 Annual Edition](#) (Excel)  
[TUP 2004 Annual Edition](#) (pdf)  
[TUP 2003 Annual Edition](#) (Excel)  
[TUP 2003 Annual Edition](#) (pdf)

## Other Resources

Current Technology User Profile subscribers may be interested in the following links with related, more detailed or updated information:

### [Activities for Which PC is Regularly Used \(Total Market\)](#)

[TUP 2005 Annual Edition](#) (Excel)  
[TUP 2005 Annual Edition](#) (pdf)  
[TUP 2004 Annual Edition](#) (Excel)  
[TUP 2004 Annual Edition](#) (pdf)  
[TUP 2003 Annual Edition](#) (Excel)  
[TUP 2003 Annual Edition](#) (pdf)

### [Consumer Electronics Used \(Home/Family\)](#)

[TUP 2005 Annual Edition](#) (Excel)  
[TUP 2005 Annual Edition](#) (pdf)  
[TUP 2004 Annual Edition](#) (Excel)  
[TUP 2004 Annual Edition](#) (pdf)  
[TUP 2003 Annual Edition](#) (Excel)  
[TUP 2003 Annual Edition](#) (pdf)

### [Consumer Electronics Plan to Buy \(Home/Family\)](#)

[TUP 2005 Annual Edition](#) (Excel)  
[TUP 2005 Annual Edition](#) (pdf)  
[TUP 2004 Annual Edition](#) (Excel)  
[TUP 2004 Annual Edition](#) (pdf)  
[TUP 2003 Annual Edition](#) (Excel)  
[TUP 2003 Annual Edition](#) (pdf)

## Background & Methodology

Factual, decision-making information like this is only found in one place, the Technology User Profile from MetaFacts. The Technology User Profile market research information service is based on extensive primary research selected and balanced to represent the American population - including technology users and non-technology users. Drawn from more than 10,000 surveys per year reporting on over 250 questions, it is the most comprehensive total market technology study available. TUPdates are brief summaries of information contained in the Technology User Profile.

## Usage Guidelines

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