

A Study Conducted by Gracie Management, led by Chasson Gracie, among 490 people in the US

Music Consumption Findings

36%

Core music consumers are cognitive users of music, defined as people who listen to music in a very rational/analytical manner.

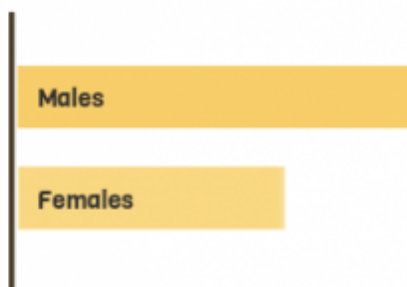
Music Taste

The more you share your music taste with friends, the more likely you are to be a higher consumer of music. In fact, you're 5x more likely than the general population.



Males have higher music consumption compared to females

This change occurs around 18 years of age.



Music Fandom...

corresponds with respect for all individuals, which differs greatly to sports fandom in which in-group loyalty is the driver of consumption. It is part of the secret of the success of Lady Gaga.



Ethnicity has no impact on music consumption.

Employment Matters

Past notions of music fans being at their consumption peak has moved from student phases of life to early career.