

American Music
Fieldwork Dates: 10th - 11th May 2018

Conducted by YouGov
On behalf of YouGov NY

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accented data. YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1115 adults. Fieldwork was undertaken between 10th - 11th May 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov NY
American Music

US_nat Sample: 10th - 11th May 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
	A	B	C	D	E	F	G	H	I	J	K	L	M

KEM_q1a. Which of the following genres do you consider to be representative of classic Americana. Please select all that apply.

Unweighted base	1115	504	611	282	384	449	227	234	411	243	781	119	123	92
Base: All US adults	1108	550	558	333	379	396	225	222	419	243	709	137	169	93
Alternative/Indie	13%	15%	11%	21%	12%	6%	13%	11%	10%	18%	12%	12%	16%	14%
				D.E	E				H		*	*	*	*
Blues	52%	53%	51%	42%	49%	64%	49%	53%	50%	57%	58%	41%	35%	54%
						C.D					K.L	*	*	L*
Classic rock	56%	59%	53%	46%	59%	61%	55%	66%	55%	51%	64%	34%	45%	49%
						C		F.H.I			K.L.M	*	*	K*
Classical	19%	17%	22%	19%	14%	25%	19%	19%	19%	20%	17%	26%	18%	29%
			A		D						J*	*	*	J*
Contemporary Christian	17%	16%	18%	12%	16%	22%	11%	19%	19%	16%	18%	17%	12%	17%
						C.D		F	F		*	*	*	*
Country	57%	57%	58%	44%	55%	70%	56%	57%	58%	57%	66%	37%	41%	49%
						C					K.L.M	*	*	*
Dance/Electronic	9%	9%	9%	7%	12%	9%	9%	6%	11%	10%	8%	14%	9%	12%
									G		*	*	*	*
Folk	33%	35%	32%	22%	30%	46%	30%	31%	35%	35%	41%	18%	18%	29%
						C					K.L.M	*	*	*
Gospel/Choir	29%	27%	32%	15%	26%	44%	24%	34%	30%	29%	31%	38%	15%	26%
						C		F			L	L*	*	*
Hard rock/Metal	21%	23%	18%	18%	23%	20%	19%	20%	21%	22%	22%	19%	17%	17%
		B									*	*	*	*
Jazz	39%	44%	35%	28%	39%	49%	35%	44%	38%	41%	41%	44%	30%	39%
		B				C					L*	*	*	*
Latin	9%	9%	9%	9%	11%	8%	7%	9%	11%	7%	5%	14%	24%	7%
											J*	J.M*	*	*
New Age	7%	7%	8%	6%	7%	9%	5%	7%	7%	11%	7%	7%	9%	7%
										F	*	*	*	*
Pop	25%	23%	26%	25%	25%	24%	22%	25%	27%	23%	24%	33%	19%	29%
											L*	*	*	*
Punk Rock	11%	13%	9%	12%	12%	10%	12%	9%	9%	16%	11%	12%	11%	10%
										G.H	*	*	*	*
R&B	33%	33%	34%	30%	34%	36%	31%	34%	32%	37%	29%	63%	28%	30%
											J.L.M*	*	*	*
Rap/Hip-Hop	24%	24%	24%	29%	26%	18%	18%	25%	26%	25%	22%	42%	15%	25%
				E	E				F		J.L.M*	*	*	*
Reggae	10%	11%	10%	10%	12%	9%	7%	12%	12%	9%	7%	22%	15%	7%
											J.M*	J*	*	*
Soul/Funk	23%	22%	23%	17%	26%	23%	16%	25%	22%	26%	21%	36%	19%	19%
					C			F		F	J.L.M*	*	*	*
World Music	4%	3%	4%	5%	4%	3%	3%	3%	3%	6%	3%	5%	6%	5%
											*	*	*	*
None of these	7%	7%	7%	12%	6%	3%	7%	5%	6%	8%	7%	6%	6%	9%
				D.E							*	*	*	*

KEM_q1b. Which of the following genres do you consider to be representative of America today. Please select all that apply.

Unweighted base	1115	504	611	282	384	449	227	234	411	243	781	119	123	92
Base: All US adults	1108	550	558	333	379	396	225	222	419	243	709	137	169	93
Alternative/Indie	21%	20%	22%	26%	22%	16%	18%	23%	18%	28%	24%	18%	16%	17%
				E	E				F.H		*	*	*	*
Blues	24%	23%	25%	12%	22%	35%	21%	26%	22%	28%	26%	24%	18%	21%

YouGov NY
American Music

US_nat Sample: 10th - 11th May 2018



Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

KEM_q1a. Which of the following genres do you consider to be representative of classic Americana. Please select all that apply.

Unweighted base	1115	412	382	206	115	531	18	104	66	350	46	243	872	403
Base: All US adults	1108	465	348	192	104	490	15	100	62	398	44	244	865	423
Alternative/Indie	13%	9%	17%	11%	15%	9%	-	7%	5%	19%	15%	13%	12%	14%
			N				**	*	*	R.T.U	*			
Blues	52%	43%	56%	60%	67%	52%	56%	57%	63%	50%	54%	47%	54%	49%
			N	N	N		**	*	*		*			
Classic rock	56%	48%	68%	53%	59%	59%	52%	65%	50%	50%	67%	51%	57%	48%
			N.P			V	**	V*			*			
Classical	19%	19%	21%	18%	16%	19%	20%	20%	32%	17%	19%	18%	20%	21%
						**	**	*	R.V*		*			AB
Contemporary Christian	17%	16%	18%	19%	12%	20%	15%	21%	27%	12%	11%	18%	17%	18%
						V	**	V*	V*		*			
Country	57%	51%	62%	60%	64%	63%	62%	56%	71%	47%	68%	54%	58%	51%
			N	N	N	V	**	*	V*		V*			
Dance/Electronic	9%	8%	10%	11%	9%	11%	13%	7%	5%	8%	11%	11%	9%	9%
						**	**	*	*		*			
Folk	33%	26%	34%	43%	47%	35%	42%	34%	47%	29%	33%	21%	37%	31%
			N	N.O	N.O		**	*	V*		*		X	
Gospel/Choir	29%	24%	30%	35%	41%	34%	35%	29%	41%	22%	21%	24%	31%	28%
				N	N.O	V	**	*	V.W*		*		X	
Hard rock/Metal	21%	17%	27%	20%	17%	20%	28%	35%	15%	18%	23%	23%	20%	21%
			N.Q			**	**	R.U.V*	*		*			
Jazz	39%	31%	42%	50%	50%	41%	25%	39%	47%	37%	36%	30%	42%	35%
			N	N	N		**	*	*		*		X	
Latin	9%	8%	9%	9%	12%	9%	-	11%	5%	10%	7%	14%	8%	10%
						**	**	*	*		*	Y		
New Age	7%	7%	9%	6%	9%	8%	5%	9%	5%	6%	11%	9%	7%	8%
						**	**	*	*		*			
Pop	25%	24%	27%	26%	21%	25%	35%	20%	21%	24%	38%	28%	24%	22%
						**	**	*	*		T*			
Punk Rock	11%	9%	14%	13%	8%	11%	5%	17%	7%	11%	11%	12%	11%	11%
						**	**	*	*		*			
R&B	33%	30%	38%	33%	32%	29%	24%	32%	33%	37%	49%	24%	36%	36%
			N			**	**	*	*	R	R*		X	
Rap/Hip-Hop	24%	18%	27%	31%	28%	19%	8%	26%	12%	31%	35%	25%	24%	24%
			N	N	N	**	**	U*	*	R.U	R.U*			
Reggae	10%	10%	10%	12%	8%	10%	9%	8%	10%	10%	23%	14%	9%	11%
			**	**	**	**	**	*	*		R.T.V*	Y		
Soul/Funk	23%	18%	27%	24%	27%	22%	25%	26%	19%	21%	38%	23%	23%	23%
			N	N	N	**	**	*	*		R.U.V*			
World Music	4%	3%	4%	3%	5%	4%	5%	2%	4%	4%	-	4%	4%	5%
						**	**	*	*		*			
None of these	7%	8%	5%	6%	5%	7%	12%	2%	1%	8%	4%	7%	7%	7%
						T	**	*	*	T	*			

KEM_q1b. Which of the following genres do you consider to be representative of America today. Please select all that apply.

Unweighted base	1115	412	382	206	115	531	18	104	66	350	46	243	872	403
Base: All US adults	1108	465	348	192	104	490	15	100	62	398	44	244	865	423
Alternative/Indie	21%	11%	27%	29%	34%	19%	23%	24%	16%	24%	23%	20%	22%	19%
			N	N	N	**	**	*	*		*			
Blues	24%	19%	26%	27%	32%	26%	27%	36%	44%	14%	32%	22%	24%	20%

YouGov NY
American Music

US_nat Sample: 10th - 11th May 2018



Total	Income		
	\$40k to \$80k	\$80k+	Prefer not to say
	AA	AB	AC

KEM_q1a. Which of the following genres do you consider to be representative of classic Americana. Please select all that apply.

	1115	303	247	162
Unweighted base	1115	303	247	162
Base: All US adults	1108	294	225	166
Alternative/Indie	13%	12%	13%	10%
Blues	52%	52%	58%	53%
Classic rock	56%	Z	Z	Z
Classical	19%	19%	13%	24%
Contemporary Christian	17%	18%	13%	AB
Country	57%	63%	61%	56%
Dance/Electronic	9%	8%	10%	9%
Folk	33%	34%	38%	32%
Gospel/Choir	29%	30%	30%	31%
Hard rock/Metal	21%	19%	20%	24%
Jazz	39%	41%	49%	35%
Latin	9%	8%	9%	8%
New Age	7%	9%	5%	6%
Pop	25%	24%	26%	31%
Punk Rock	11%	11%	12%	Z
R&B	33%	32%	31%	33%
Rap/Hip-Hop	24%	23%	26%	24%
Reggae	10%	10%	9%	10%
Soul/Funk	23%	20%	26%	23%
World Music	4%	3%	2%	4%
None of these	7%	8%	4%	9%
				AB

KEM_q1b. Which of the following genres do you consider to be representative of America today. Please select all that apply.

	1115	303	247	162
Unweighted base	1115	303	247	162
Base: All US adults	1108	294	225	166
Alternative/Indie	21%	18%	28%	22%
Blues	24%	29%	Z_AA	25%

YouGov NY
American Music

US_nat Sample: 10th - 11th May 2018



Total	Gender		Age			Region				Race					
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
Classic rock	38%	36%	40%	23%	C	C.D	48%	37%	46%	33%	41%	44%	25%	29%	30%
Classical	14%	11%	16%	10%	C	C.D	18%	10%	14%	14%	16%	13%	20%	10%	15%
Contemporary Christian	19%	15%	22%	14%	A	C.D	22%	12%	18%	20%	23%	19%	25%	13%	13%
Country	47%	42%	53%	39%	A	C	57%	45%	51%	43%	54%	54%	31%	38%	42%
Dance/Electronic	21%	20%	22%	22%	A	C.D	15%	18%	19%	20%	28%	20%	22%	25%	21%
Folk	15%	13%	17%	8%	E	E	23%	14%	16%	14%	17%	18%	8%	8%	13%
Gospel/Choir	18%	15%	20%	7%	C	C.D	28%	14%	20%	18%	18%	17%	33%	9%	18%
Hard rock/Metal	25%	25%	26%	21%	C	C.D	28%	21%	28%	22%	33%	28%	23%	23%	16%
Jazz	22%	23%	22%	14%	A	C	30%	19%	25%	21%	26%	22%	28%	20%	20%
Latin	13%	12%	15%	13%	C	C.D	12%	9%	11%	14%	19%	11%	16%	22%	13%
New Age	17%	14%	20%	12%	E	E	19%	12%	18%	18%	18%	18%	19%	11%	18%
Pop	42%	38%	46%	48%	A	C	34%	39%	43%	42%	41%	43%	38%	38%	41%
Punk Rock	17%	14%	19%	17%	E	E	18%	13%	16%	16%	23%	17%	22%	14%	13%
R&B	33%	29%	36%	33%	A	A	31%	29%	36%	32%	35%	32%	53%	24%	28%
Rap/Hip-Hop	50%	49%	51%	58%	E	E	44%	48%	48%	49%	55%	49%	69%	39%	48%
Reggae	12%	10%	14%	10%	J	J	12%	13%	10%	10%	15%	10%	20%	13%	10%
Soul/Funk	16%	14%	18%	8%	C	C	19%	13%	17%	15%	19%	15%	25%	12%	13%
World Music	8%	6%	9%	8%	J	J	6%	4%	8%	8%	11%	7%	10%	5%	11%
None of these	9%	12%	7%	10%	B	B	8%	9%	8%	10%	10%	10%	6%	8%	13%

KEM_q2. Please complete the following statement: I feel like when I listen to , it's the genre that MOST reflects my own life.

	1115	504	611	282	384	449	227	234	411	243	781	119	123	92
Unweighted base	1115	504	611	282	384	449	227	234	411	243	781	119	123	92
Base: All US adults	1108	560	568	333	379	396	225	222	419	243	709	137	169	93
Alternative/Indie	8%	9%	7%	14%	7%	3%	7%	7%	6%	11%	10%	2%	6%	4%
Blues	2%	2%	2%	1%	1%	3%	2%	2%	2%	1%	2%	2%	1%	2%
Classic rock	20%	21%	19%	7%	17%	34%	20%	26%	19%	16%	27%	5%	9%	10%
Classical	4%	4%	3%	2%	4%	4%	4%	4%	4%	3%	4%	2%	0%	9%
Contemporary Christian	5%	3%	7%	3%	6%	6%	3%	6%	7%	2%	6%	4%	4%	4%
Country	12%	11%	13%	9%	11%	17%	15%	13%	12%	11%	16%	2%	9%	8%



Total	Education				Marital Status						Children under the age of 18			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	
Classic rock	38%	33%	N	41%	43%	43%	V	**	R.V*	R.V*	V*	39%	38%	34%
Classical	14%	12%	N	15%	13%	17%	V	**	U.V*	*	V*	12%	14%	14%
Contemporary Christian	19%	13%	N	22%	21%	23%	N	**	V*	R.V*	*	17%	19%	19%
Country	47%	40%	N	51%	52%	62%	N.O	**	V*	V*	*	44%	49%	45%
Dance/Electronic	21%	15%	N	27%	24%	24%	N	**	V*	V*	*	21%	21%	22%
Folk	15%	10%	N	16%	21%	22%	N	**	V*	V*	*	12%	16%	12%
Gospel/Choir	18%	14%	N	20%	16%	28%	N.P	**	V*	V*	*	14%	19%	17%
Hard rock/Metal	25%	23%	N	30%	25%	23%	N	**	R.V*	*	*	25%	26%	27%
Jazz	22%	16%	N	24%	29%	34%	N.O	**	R.V*	V*	*	22%	23%	21%
Latin	13%	9%	N	17%	15%	21%	N	**	17%	14%	*	15%	13%	14%
New Age	17%	13%	N	21%	16%	22%	N	**	16%	20%	*	18%	16%	17%
Pop	42%	35%	N	47%	46%	48%	N	**	35%	34%	*	44%	41%	36%
Punk Rock	17%	14%	N	20%	20%	15%	N	**	14%	18%	*	17%	17%	16%
R&B	33%	26%	N	41%	35%	34%	N	**	37%	26%	*	31%	33%	33%
Rap/Hip-Hop	50%	41%	N	57%	53%	63%	N	**	46%	40%	*	49%	51%	50%
Reggae	12%	10%	N	13%	13%	16%	N	**	17%	20%	*	12%	12%	13%
Soul/Funk	16%	11%	N	18%	17%	26%	N	**	14%	14%	*	16%	16%	14%
World Music	8%	5%	N	9%	10%	11%	N	**	8%	5%	*	6%	8%	8%
None of these	9%	12%	N	8%	8%	6%	N	**	9%	5%	*	8%	10%	11%

KEM_q2. Please complete the following statement: I feel like when I listen to , it's the genre that MOST reflects my own life.

Unweighted base	1115	412	382	206	115	531	18	104	66	350	46	243	872	403
Base: All US adults	1108	465	348	192	104	490	15	100	62	398	44	244	865	423
Alternative/Indie	8%	4%	N	9%	12%	13%	6%	-	5%	-	11%	16%	7%	8%
Blues	2%	3%	N	2%	2%	1%	N	**	*	R.U	R.T.U*	1%	2%	2%
Classic rock	20%	21%	N	17%	20%	25%	N	**	2%	7%	R.V*	1%	16%	21%
Classical	4%	2%	N	3%	8%	7%	N.O	-	1%	3%	V*	3%	4%	2%
Contemporary Christian	5%	5%	N	5%	5%	3%	N	**	7%	11%	V.W*	3%	8%	4%
Country	12%	17%	N	11%	5%	11%	N	**	16%	21%	*	9%	13%	12%

YouGov NY
American Music
 US_nat Sample: 10th - 11th May 2018



	Total	Income		
		\$40k to \$80k	\$80k+	Prefer not to say
		Z	Z	Z
Classic rock	38%	40%	45%	36%
Classical	14%	15%	10%	15%
Contemporary Christian	19%	18%	19%	17%
Country	47%	45%	57%	44%
Dance/Electronic	21%	22%	21%	18%
Folk	15%	16%	16%	21%
Gospel/Choir	18%	19%	14%	22%
Hard rock/Metal	25%	25%	24%	25%
Jazz	22%	23%	25%	21%
Latin	13%	12%	14%	14%
New Age	17%	17%	15%	19%
Pop	42%	43%	49%	43%
Punk Rock	17%	18%	14%	19%
R&B	33%	35%	29%	33%
Rap/Hip-Hop	50%	50%	51%	49%
Reggae	12%	11%	10%	14%
Soul/Funk	16%	16%	15%	20%
World Music	8%	8%	5%	10%
None of these	9%	8%	4%	15%
				AA.AB

KEM_q2. Please complete the following statement: I feel like when I listen to , it's the genre that MOST reflects my own life.

	Unweighted base	303	247	162
Base: All US adults	1108	294	225	166
Alternative/Indie	8%	9%	10%	7%
Blues	2%	3%	1%	1%
Classic rock	20%	22%	28%	23%
Classical	4%	3%	7%	5%
Contemporary Christian	5%	6%	3%	4%
Country	12%	12%	9%	9%



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
	Dance/Electronic	2%	1%	3%	2%	0%	2%	0%	1%	3%	K.M	*	*
Folk	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	-	1%	2%
Gospel/Choir	3%	4%	2%	3%	4%	2%	2%	4%	2%	2%	10%	1%	7%
Hard rock/Metal	5%	7%	7%	6%	2%	7%	7%	2%	5%	4%	2%	10%	2%
Jazz	3%	3%	2%	2%	4%	3%	2%	2%	3%	3%	4%	-	4%
Latin	4%	4%	3%	4%	4%	3%	3%	6%	2%	0%	-	24%	-
New Age	1%	1%	2%	1%	1%	-	2%	0%	2%	1%	1%	1%	3%
Pop	6%	4%	7%	6%	2%	7%	5%	4%	9%	4%	7%	8%	11%
Punk Rock	2%	1%	3%	2%	-	1%	1%	1%	3%	2%	-	2%	1%
R&B	6%	8%	8%	4%	6%	3%	7%	8%	4%	2%	28%	6%	6%
Rap/Hip-Hop	5%	4%	9%	6%	0%	4%	4%	6%	3%	3%	17%	5%	3%
Reggae	1%	1%	1%	2%	1%	1%	0%	1%	4%	1%	3%	3%	-
Soul/Funk	1%	1%	1%	2%	1%	-	2%	1%	2%	1%	3%	0%	1%
World Music	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	-	1%	2%
None of these	10%	12%	12%	11%	7%	12%	6%	10%	11%	10%	5%	10%	18%

KEM_q3. In which, if any, of the following genres do you find artists to be more racially/ethnically diverse than other genres?
 Please select all that apply.

Unweighted base	1115	504	611	282	384	449	227	234	411	243	781	119	123	92
Base: All US adults	1108	550	558	333	379	396	225	222	419	243	709	137	169	93
Alternative/Indie	9%	8%	9%	9%	9%	8%	7%	9%	7%	13%	10%	3%	7%	7%
Blues	15%	16%	14%	12%	12%	19%	14%	14%	15%	15%	17%	11%	12%	10%
Classic rock	11%	14%	8%	7%	9%	17%	11%	12%	12%	8%	10%	12%	13%	9%
Classical	5%	5%	5%	4%	4%	6%	5%	6%	5%	2%	4%	5%	4%	12%
Contemporary Christian	6%	5%	7%	4%	7%	7%	5%	6%	7%	6%	6%	12%	3%	4%
Country	6%	6%	6%	5%	5%	9%	7%	10%	5%	5%	6%	9%	5%	6%
Dance/Electronic	8%	10%	7%	9%	10%	7%	8%	8%	9%	8%	7%	10%	10%	11%
Folk	4%	5%	3%	5%	4%	4%	5%	3%	4%	5%	5%	1%	3%	6%
Gospel/Choir	12%	13%	10%	11%	8%	15%	12%	8%	13%	12%	12%	19%	4%	8%

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Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
	O.P	P	4% N	-	V	**	V*	V*	*	*	2%	2%	AB
Dance/Electronic	2%	1%	2%	4% N	-	1%	-	3%	-	2%	2%	2%	1%
Folk	2%	0%	2%	3% N	2%	1%	16%	2%	3%	1%	2%	-	2%
Gospel/Choir	3%	3%	4%	2% N	1%	3%	12%	2%	4%	3%	-	3%	4%
Hard rock/Metal	5%	7%	5%	3% Q	1%	3%	6%	11%	2%	6%	2%	7%	7%
Jazz	3%	1%	2%	6% N.O	6%	3%	-	2%	4%	3%	2%	2%	2%
Latin	4%	5%	3%	4% O	3%	4%	7%	5%	2%	3%	3%	5%	5%
New Age	1%	1%	0%	1% O	3%	0%	-	1%	3%	1%	2%	0%	1%
Pop	6%	5%	5%	7% O	7%	4%	17%	2%	2%	9%	4%	8%	6%
Punk Rock	2%	1%	2%	1% O	0%	1%	-	-	-	3%	-	2%	2%
R&B	6%	6%	9%	3% P.Q	3%	5%	8%	6%	2%	7%	13%	7%	7%
Rap/Hip-Hop	5%	4%	6%	4% P.Q	4%	3%	-	4%	-	8%	R.U*	5%	6%
Reggae	1%	1%	2%	0% N	2%	1%	-	3%	1%	1%	R.U	2%	2%
Soul/Funk	1%	0%	2%	1% N	1%	1%	-	1%	2%	2%	-	1%	1%
World Music	1%	0%	1%	1% N	1%	1%	-	1%	1%	0%	-	-	0%
None of these	10%	12%	8%	9% N	8%	11%	6%	3%	8%	11%	2%	8%	10%

KEM_q3. In which, if any, of the following genres do you find artists to be more racially/ethnically diverse than other genres?
 Please select all that apply.

	Unweighted base	412	382	206	115	531	18	104	66	350	46	243	872	403
Base: All US adults	1108	465	348	192	104	490	15	100	62	398	44	244	865	423
Alternative/Indie	9%	6%	9%	12% N	10%	8%	13%	10%	9%	9%	4%	8%	9%	8%
Blues	15%	10%	17%	17% N	23% N	16%	4%	20%	12%	13%	15%	14%	15%	12%
Classic rock	11%	12%	12%	8% N	10% N	13%	5%	14%	17%	7%	8%	10%	11%	9%
Classical	5%	4%	3%	6% N.O	9% N.O	5%	5%	9%	7%	3%	4%	4%	5%	5%
Contemporary Christian	6%	5%	8%	4% N	9% N	6%	15%	10%	5%	6%	1%	6%	6%	7%
Country	6%	6%	8%	5% N	6% N	8%	12%	9%	7%	4%	2%	8%	6%	8%
Dance/Electronic	8%	5%	11%	11% N	11% N	8%	5%	10%	6%	9%	12%	7%	9%	6%
Folk	4%	2%	6%	7% N	3% N	4%	10%	4%	3%	4%	7%	3%	4%	4%
Gospel/Choir	12%	9%	13%	12% N	17% N	12%	5%	15%	5%	11%	11%	7%	13%	11%

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	Total	Income		
		\$40k to \$80k	\$80k+	Prefer not to say
Dance/Electronic	2%	3%	2%	0%
Folk	2%	1%	3%	1%
Gospel/Choir	3%	2%	2%	4%
Hard rock/Metal	5%	3%	3%	4%
Jazz	3%	2%	4%	3%
Latin	4%	4%	4%	2%
New Age	1%	1%	0%	3%
Pop	6%	6%	6%	5%
Punk Rock	2%	1%	2%	1%
R&B	6%	5%	6%	6%
Rap/Hip-Hop	5%	5%	4%	3%
Reggae	1%	1%	1%	-
Soul/Funk	1%	0%	1%	4%
World Music	1%	1%	0%	1%
None of these	10%	10%	6%	14%
				AB

KEM_q3. In which, if any, of the following genres do you find artists to be more racially/ethnically diverse than other genres?
 Please select all that apply.

	Unweighted base	303	247	162
Base: All US adults	1108	294	225	166
Alternative/Indie	9%	9%	11%	8%
Blues	15%	16%	18%	15%
Classic rock	11%	13%	10%	14%
Classical	5%	4%	5%	3%
Contemporary Christian	6%	6%	6%	3%
Country	6%	6%	6%	4%
Dance/Electronic	8%	10%	10%	10%
Folk	4%	4%	4%	4%
Gospel/Choir	12%	12%	12%	13%

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	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
Hard rock/Metal	7%	8%	7%	7%	5%	9%	7%	10%	6%	5%	7%	8%	10%	4%
Jazz	15%	15%	14%	14%	13%	18%	11%	15%	14%	20%	16%	18%	10%	11%
Latin	10%	11%	10%	12%	9%	11%	10%	9%	10%	14%	9%	5%	25%	7%
New Age	5%	4%	6%	6%	4%	6%	7%	5%	3%	8%	6%	2%	6%	4%
Pop	20%	21%	20%	29%	22%	12%	17%	17%	22%	23%	20%	24%	19%	22%
Punk Rock	7%	7%	7%	8%	5%	8%	9%	6%	6%	8%	6%	8%	13%	5%
R&B	14%	15%	14%	18%	12%	12%	15%	13%	15%	13%	13%	20%	15%	10%
Rap/Hip-Hop	25%	22%	28%	30%	20%	26%	25%	26%	25%	25%	25%	23%	27%	25%
Reggae	11%	8%	13%	11%	11%	11%	8%	9%	12%	12%	12%	9%	9%	9%
Soul/Funk	10%	11%	10%	11%	6%	14%	10%	12%	8%	13%	12%	6%	10%	3%
World Music	11%	12%	10%	11%	13%	9%	10%	9%	10%	14%	12%	7%	8%	9%
I think all of these genres are equally diverse	24%	22%	27%	24%	25%	24%	25%	23%	24%	25%	27%	18%	19%	25%

KEM_q4_1. To what extent do you agree or disagree with the following statements: - I feel like someone's preference for a music genre is more about their age and less about their race or gender.

Unweighted base	1115	504	611	282	384	449	227	234	411	243	781	119	123	92
Base: All US adults	1108	550	558	333	379	396	225	222	419	243	709	137	169	93
Strongly agree	15%	14%	17%	16%	15%	16%	15%	17%	17%	12%	15%	18%	16%	15%
Somewhat agree	34%	34%	35%	29%	31%	42%	32%	35%	35%	35%	37%	32%	23%	37%
Neither agree nor disagree	23%	23%	22%	24%	25%	19%	28%	21%	21%	23%	19%	30%	34%	19%
Somewhat disagree	14%	15%	13%	16%	14%	12%	11%	13%	16%	14%	15%	7%	11%	18%
Strongly disagree	8%	8%	7%	8%	8%	7%	9%	10%	6%	7%	8%	5%	9%	5%
Don't know	6%	6%	6%	7%	7%	4%	6%	4%	5%	9%	6%	8%	7%	5%

KEM_q4_2. To what extent do you agree or disagree with the following statements: - I like when musicians sample from other musical genres in their songs.

Unweighted base	1115	504	611	282	384	449	227	234	411	243	781	119	123	92
Base: All US adults	1108	550	558	333	379	396	225	222	419	243	709	137	169	93
Strongly agree	13%	12%	14%	13%	13%	9%	12%	13%	13%	14%	12%	18%	12%	12%
Somewhat agree	36%	33%	38%	32%	37%	38%	31%	35%	38%	36%	36%	25%	41%	36%
Neither agree nor disagree	28%	30%	26%	25%	28%	30%	29%	34%	26%	25%	29%	31%	24%	26%
Somewhat disagree	11%	12%	11%	11%	10%	12%	11%	9%	11%	14%	11%	11%	11%	15%

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	Total	Education				Marital Status						Children under the age of 18		
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
Hard rock/Metal	7%													
		P.Q	P.Q	3%	1%	5%	-	14%	16%	7%	7%	6%	7%	6%
Jazz	15%	8%	17%	22%	29%	14%	10%	17%	15%	15%	20%	14%	15%	14%
		N	N	N.O	N.O		**	*	*		*			
Latin	10%	8%	12%	11%	17%	11%	24%	14%	9%	8%	17%	13%	10%	10%
		N	N	N	N		**	*	*		*			
New Age	5%	6%	4%	6%	4%	5%	6%	4%	13%	5%	7%	4%	6%	6%
							**	*	R.T.V*		*			
Pop	20%	17%	22%	26%	20%	16%	20%	14%	11%	28%	29%	23%	20%	21%
				N			**	*	*	R.T.U	R.T.U*			
Punk Rock	7%	10%	6%	3%	5%	5%	6%	9%	16%	8%	-	4%	8%	6%
		O.P					**	*	R.W*		*			
R&B	14%	11%	17%	13%	19%	13%	8%	11%	12%	16%	24%	19%	13%	14%
		N	N				**	*	*		R*	Y		
Rap/Hip-Hop	25%	21%	29%	23%	34%	24%	41%	21%	27%	25%	36%	26%	25%	25%
		N	N.P				**	*	*		*			
Reggae	11%	7%	15%	10%	18%	10%	26%	11%	18%	11%	7%	13%	10%	11%
		N	N				**	*	*		*			
Soul/Funk	10%	8%	11%	10%	18%	12%	14%	11%	13%	9%	4%	8%	11%	11%
					N		**	*	*		*			
World Music	11%	6%	10%	15%	26%	10%	22%	7%	8%	13%	9%	10%	11%	9%
		N	N	N.O.P			**	*	*		*			
I think all of these genres are equally diverse	24%	30%	21%	23%	15%	25%	23%	26%	28%	24%	19%	23%	25%	26%
		O.Q					**	*	*		*			

KEM_q4_1. To what extent do you agree or disagree with the following statements: - I feel like someone's preference for a music genre is more about their age and less about their race or gender.

Unweighted base	1115	412	382	206	115	531	18	104	66	350	46	243	872	403
Base: All US adults	1108	465	348	192	104	490	15	100	62	398	44	244	865	423
Strongly agree	15%	16%	17%	9%	18%	16%	20%	6%	21%	15%	21%	19%	14%	15%
		P	P		P	T	**	*	T*	T	T*			
Somewhat agree	34%	33%	34%	35%	40%	36%	43%	36%	44%	31%	30%	32%	35%	32%
							**	*	*		*			
Neither agree nor disagree	23%	27%	22%	18%	17%	23%	16%	28%	20%	22%	25%	20%	24%	26%
		P.Q					**	*	*		*			AB
Somewhat disagree	14%	10%	12%	23%	19%	14%	5%	14%	8%	16%	9%	15%	14%	13%
				N.O	N		**	*	*		*			
Strongly disagree	8%	7%	10%	8%	2%	6%	11%	12%	6%	8%	9%	8%	7%	8%
			Q	Q			**	R*	*		*			
Don't know	6%	8%	4%	8%	5%	5%	5%	4%	1%	9%	6%	6%	6%	5%
							**	*	*		*			

KEM_q4_2. To what extent do you agree or disagree with the following statements: - I like when musicians sample from other musical genres in their songs.

Unweighted base	1115	412	382	206	115	531	18	104	66	350	46	243	872	403
Base: All US adults	1108	465	348	192	104	490	15	100	62	398	44	244	865	423
Strongly agree	13%	11%	15%	11%	18%	10%	24%	14%	10%	15%	19%	15%	12%	14%
					N		**	*	*		*			
Somewhat agree	36%	31%	38%	39%	38%	40%	25%	36%	42%	31%	23%	39%	35%	34%
						V.W	**	*	*		*			
Neither agree nor disagree	28%	29%	25%	30%	27%	27%	29%	32%	27%	29%	20%	22%	30%	29%
							**	*	*		*		X	
Somewhat disagree	11%	13%	10%	12%	8%	12%	11%	9%	12%	10%	17%	11%	12%	12%

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	Total	Income		
		\$40k to \$80k	\$80k+	Prefer not to say
Hard rock/Metal	7%	9%	5%	9%
Jazz	15%	13%	22%	11%
Latin	10%	10%	10%	12%
New Age	5%	4%	5%	5%
Pop	20%	19%	19%	22%
Punk Rock	7%	6%	4%	14%
R&B	14%	14%	17%	13%
Rap/Hip-Hop	25%	23%	28%	26%
Reggae	11%	10%	12%	10%
Soul/Funk	10%	10%	11%	9%
World Music	11%	10%	13%	13%
I think all of these genres are equally diverse	24%	24%	19%	26%

KEM_q4_1. To what extent do you agree or disagree with the following statements: - I feel like someone's preference for a music genre is more about their age and less about their race or gender.

Unweighted base	1115	303	247	162
Base: All US adults	1108	294	225	166
Strongly agree	15%	18%	12%	15%
Somewhat agree	34%	35%	41%	29%
Neither agree nor disagree	23%	22%	17%	24%
Somewhat disagree	14%	13%	17%	13%
Strongly disagree	8%	7%	9%	6%
Don't know	6%	5%	4%	14%

KEM_q4_2. To what extent do you agree or disagree with the following statements: - I like when musicians sample from other musical genres in their songs.

Unweighted base	1115	303	247	162
Base: All US adults	1108	294	225	166
Strongly agree	13%	13%	10%	14%
Somewhat agree	36%	39%	39%	29%
Neither agree nor disagree	28%	30%	25%	26%
Somewhat disagree	11%	7%	16%	11%

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Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	Strongly disagree	6%	8% B	4%	6%	6%	5%	12% G.H.I	3%	5%	5%	6%	6% *	7% *
Don't know	6%	6%	7%	8%	6%	5%	6%	5%	6%	7%	6%	8% *	6% *	4% *

KEM_q4_3. To what extent do you agree or disagree with the following statements: - I think America is too diverse to be defined by one musical genre.

Unweighted base	1115	504	611	282	384	449	227	234	411	243	781	119	123	92
Base: All US adults	1108	550	558	333	379	396	225	222	419	243	709	137	169	93
Strongly agree	45%	45%	46%	46%	46%	44%	46%	48%	41%	49%	47%	46% *	39% *	41% *
Somewhat agree	27%	27%	27%	23%	25%	33% C.D	24%	24%	31%	26%	29% K	15% *	29% K*	26% *
Neither agree nor disagree	16%	16%	15%	18% E	18% E	12%	17%	13%	17%	15%	13%	25% J*	18% *	16% *
Somewhat disagree	5%	5%	5%	3%	5%	6%	5%	5%	6%	4%	4%	6% *	6% *	6% *
Strongly disagree	3%	3%	3%	4%	4%	1%	4%	4%	2%	2%	3%	2% *	1% *	6% L*
Don't know	4%	4%	4%	6%	3%	4%	4%	5%	3%	5%	4%	5% *	6% *	5% *

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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US_nat Sample: 10th - 11th May 2018



Total	Education				Marital Status						Children under the age of 18			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	
Strongly disagree	6%	7%	5%	4%	6%	5%	10% **	7% *	5% *	6%	16% R, V*	8%	6%	5%
Don't know	6%	9% P, Q	6%	4%	2%	5%	- **	2% *	5% *	9% T	5% *	6%	6%	7%

KEM_q4_3. To what extent do you agree or disagree with the following statements: - I think America is too diverse to be defined by one musical genre.

Unweighted base	1115	412	382	206	115	531	18	104	66	350	46	243	872	403
Base: All US adults	1108	465	348	192	104	490	15	100	62	398	44	244	865	423
Strongly agree	45%	37%	52% N	48% N	56% N	43%	43% **	45% *	43% *	48%	47% *	42%	46%	43%
Somewhat agree	27%	26%	26%	32%	26%	31% V	36% **	25% *	30% *	21%	25% *	27%	27%	26%
Neither agree nor disagree	16%	21% O, P, Q	12%	13%	9%	16%	15% **	13% *	17% *	16%	15% *	18%	15%	19% AB
Somewhat disagree	5%	6%	4%	3%	5%	5%	- **	7% *	6% *	4%	8% *	4%	5%	4%
Strongly disagree	3%	3%	4%	3%	1%	2%	7% **	6% R*	4% *	3%	4% *	5%	2%	3%
Don't know	4%	7% O, P	2%	1%	2%	3%	- **	4% *	- *	7% R, U	2% *	5%	4%	4%

Cell Contents (Col)

YouGov NY
American Music
 US_nat Sample: 10th - 11th May 2018



	Income			
	Total	\$40k to \$80k	\$80k+	Prefer not to say
Strongly disagree	6%	7%	AA 7%	6%
Don't know	6%	3%	3%	14% Z.AAAB

KEM_q4_3. To what extent do you agree or disagree with the following statements: - I think America is too diverse to be defined by one musical genre.

Unweighted base	1115	303	247	162
Base: All US adults	1108	294	225	166
Strongly agree	45%	47%	49%	43%
Somewhat agree	27%	29%	30%	20%
Neither agree nor disagree	16%	13%	AC 11%	18%
Somewhat disagree	5%	6%	6%	5%
Strongly disagree	3%	2%	2%	4%
Don't know	4%	3%	2%	10% Z.AAAB

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