

Genre - Purchasing by Gender

Genre by gender and age breakdown - % expenditure, 12m ending Q1 08



Source: TNS

Genre spend by age and gender

- Women's spend exceeds men's in MOR and Pop genres
- Younger men spend proportionally the most in Dance and Urban genres

The chart above shows the age and gender album expenditure breakdown within some selected genres for the 12 month period ending in Q1 2008.

The bars not only give a relative idea of the percentage of expenditure within each genre attributable to men and women but also the breakdown by age group within each gender's overall spend.

Female spending

It can be seen, for example, that women aged between 20 and 29 spend proportionally the most within the Dance genre - 17.1% - whereas the largest share accounted for by younger women (ie those aged between 12 and 19) is within the Pop genre - 6.8% - closely followed by Rock (6.4%).

Women aged 40 to 49 spend proportionally the most within Pop (12.1%) and their cumulative spend in this genre exceeds that of men.

The greatest female spend of any one age group is within Classical, where

19.4% is attributable to women aged 60 and over.

Male spending

Only one age group is responsible for over a quarter of spend within any one genre - males aged 20-29, who account for 25.8% of all spend on Dance albums.

The smallest shares for both women and men also occur within the MOR genre - buyers aged between 12 to 19 account for only 0.8% and 1.0% respectively.

Men spend much more than women in the Rock and Dance genres, where their expenditure is 65.8% and 60% of the total respectively.

New publications

Further demographic data is available in the 2008 BPI Statistical Handbook, which is available from the end of June. Members will be able to pick up a complimentary copy at the BPI Annual Conference for Members and AGM, details of which are given here.

The new handbook contains an updated and expanded section on music in the digital environment as well as the regular data and commentary on Trade Deliveries, Artist Nationality, Sales By Genre, Music DVD, Retail and more.



The authoritative source of global record industry statistics,

the IFPI's *Recording Industry In Numbers*, is now available to full BPI members directly from the IFPI itself.



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