

For immediate release

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Radio is the most popular medium for discovering new music among 33% of music lovers

Recent research by YouGov SixthSense has found that radio is the most popular medium for discovering new music, amongst a third (33%) of music lovers. 28% cited recommendations made by friends/word of mouth and 14% of cite music used in TV or radio advertising.

Social networking sites are also important sources for discovering new music with 26% of music lovers using YouTube to discover new music and 13% citing Facebook or other social networks.

Music focussed networks are less influential with only 4% of music lovers using last.fm to discover new music and only 2% using MySpace. Online retailers Amazon and iTunes, however, are important mediums for discovering new music with 13% of music lovers considering them to be influential.

Newspaper reviews are twice as popular (11%) amongst music lovers for discovery of new bands as music magazines (5%), music news and reviews websites (4%), and music magazines' websites (3%).

Impact of discovery

Just under half of music lovers (42%) who discover enjoyable new music will go out and buy the physical product, 41% will listen to a free stream and 29% will visit the performer's website.

28% of music lovers will purchase a digital download of a new artist/band when they discover them. 9% of music lovers will acquire an unpaid download.

Commenting on the findings, YouGov SixthSense Research Director James McCoy said: "In this internet age, it's interesting that radio still plays such an important role in discovering new music. Of course the internet has made it possible to listen to more radio stations on more devices than ever before."

-ENDS-

Notes to editors: Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. YouGov SixthSense Music 2012 report. Total sample size was 7,380 music lovers. Fieldwork was undertaken between the 9th and 15th November 2011.

[Click here to find out more about the Music 2012 report](#)

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About SixthSense

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit yougovsixthsense.com

About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit yougov.co.uk