

# Who is the 2023 Hip-Hop Listener?

## CONSUMER PROFILE OF THE HIP-HOP FAN IN THE USA

**55%**

of Hip-Hop music streamers are female.

**52%**

of Hip-Hop music streamers say they were first introduced to the genre through an audio streaming service.

**71%**

of Hip-Hop music streamers say they continue listening to the artists and songs streaming services recommend to them.

**73%**

of Hip-Hop music streamers use streaming services to discover new artists or songs.

**78%**

of Hip-Hop music streamers listen to music daily.

**54%**

of Hip-Hop music streamers have increased their listening to the genre since they first started streaming.

**69%**

of Hip-Hop music streamers say audio streaming services have made them more of a fan of their current favorite artist or genre, as well as a new artist or different genre (67%).

**76%**

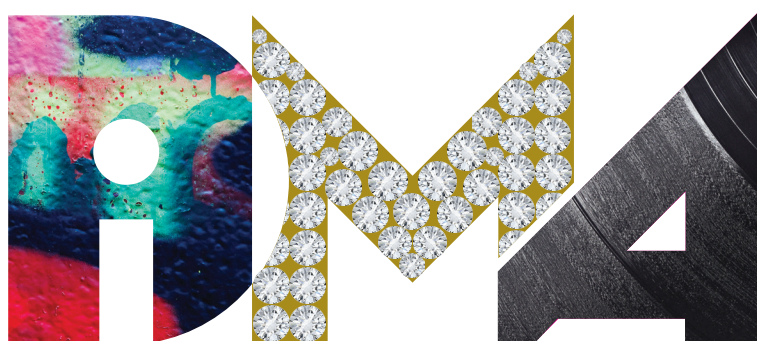
of Hip-Hop music streamers use streaming services to rediscover old favorites.

**1.5x**

more time listening to music annually (1,543 hours/year) compared to Hip-Hop music listeners who do not stream (1,017 hours/year).

**92%**

of Hip-Hop music streamers find recommendations from audio streaming services useful.



**STREAMING  
FORWARD**