

Americana Streaming Facts

On average, **Americana fans spend TWICE AS MUCH** on music annually than average streamers.

Who is the Americana music listener?

99%

Nearly all Americana fans stream music, with paid subscriptions up 14.5% in the past year.

76%

of Americana fans who stream are under 44.

Americana listeners come from every corner of the U.S., with the highest relative concentrations of fans in the **South Central** and **South Atlantic** regions.

How do Americana fans stream music?

55%

of Americana listeners listen to their favorite streaming service every day.

90%

of Americana listeners regularly listen to music at home.

24%^{MORE}

The average Americana listener spends nearly a quarter more time each week listening to music than other streamers.

73%

of Americana listeners regularly listen to music in the car.

The average Americana listener spends

351

hours per year streaming music.

74%

of Americana listeners say they have discovered new music on streaming services.

How do Americana streamers feel about streaming?

95%

of Americana fans love or like their streaming service.

91%

of Americana listeners say their streaming service provides good value.

58%

of Americana fans love streaming because it provides access to music wherever and whenever they want.



The voice of
music streaming

Data sourced from a 2024 MusicWatch study conducted on behalf of DIMA.

