MUSIC HAS NO BORDERS
THE GROWING IMPACT OF INTERNATIONAL MUSIC

54% OF THE TOTAL SAMPLE WERE INTERESTED IN AT LEAST ONE GENRE OF WORLD MUSIC

Q: WHICH, IF ANY, WORLD MUSIC/SOUNDS ARE YOU INTERESTED IN?

67% among 25-34 year olds

Q. IN THE LAST TWO YEARS, WOULD YOU SAY YOUR INTEREST IN WORLD MUSIC/SOUNDS HAS...

MUSIC IS ITS OWN LANGUAGE - I DON'T NEED TO UNDERSTAND THE LYRICS TO APPRECIATE AND VALUE THE EMOTIONS MUSIC MAKES ME FEEL.

STREAMING MUSIC HAS INCREASED THE AMOUNT OF MUSIC AVAILABLE TO ME AT ONCE. THIS HAS INCREASED MY WILLINGNESS TO SEEK NEW MUSIC TO LISTEN TO.

ALMOST A 3RD (29%) of the US population said their interest in world music/sounds has increased in the past 2 years

Q. IN THE LAST TWO YEARS, WOULD YOU SAY YOUR INTEREST IN WORLD MUSIC/SOUNDS HAS...
Would you say your interest in World Music/Sounds has...?

20% stated their interest in music in a different language has increased in the past 2 years.

- Rose to 49% among 16-24 year olds.
- Rose to 29% among 25-34 year olds.

Q. And, in the last two years, would you say your interest in listening to music in a different language (i.e. not in your native language) has...

To what extent do you agree/disagree with the following statements? % agreeing...

- 25% agree I think World Sounds are changing music for the better.
- 25% agree I'm likely to listen to more World Music in the next few years.
- 23% agree I'm likely to listen to more music in different languages in the next few years.
- 20% agree World Sounds are the future of music.