

The Guide to... Teenage Music Downloaders

Contributed by BMRB
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There are around 2.4 million 11 to 19-year-olds who download music. Since 2000, the number of teenagemusic downloaders (TMDs) has increased by over a quarter.

41% of 11 to 19-year-olds living in the North download music.

Almost a quarter of TMDs listen to `celebrity interview/showbiz` radio programmes.

Over a third of them like Top of the Pops `a lot`.

Downloaders are 77% more likely than the average 11 to 19-year-old to use the internet for 10 hours or more a week. Almost 50%of the group consider the internet as `cool`.

TMDs are 45% more likely than the average 11 to 19-year-old to have bought more than 20 CD albums in the past year, with a quarter of the group buying their music online.

Over 350,000 of the group have an MP3 player which was bought new in the past 12 months. A third of them consider themselves `an expert on new technology`.

TMDs are 53% more likely than the average 11 to 19-year-old to rate `jungle/drum and bass` as their favourite music types. Over a quarter of the group say they like Linkin Park `a lot` while over two-thirds dislike Westlife