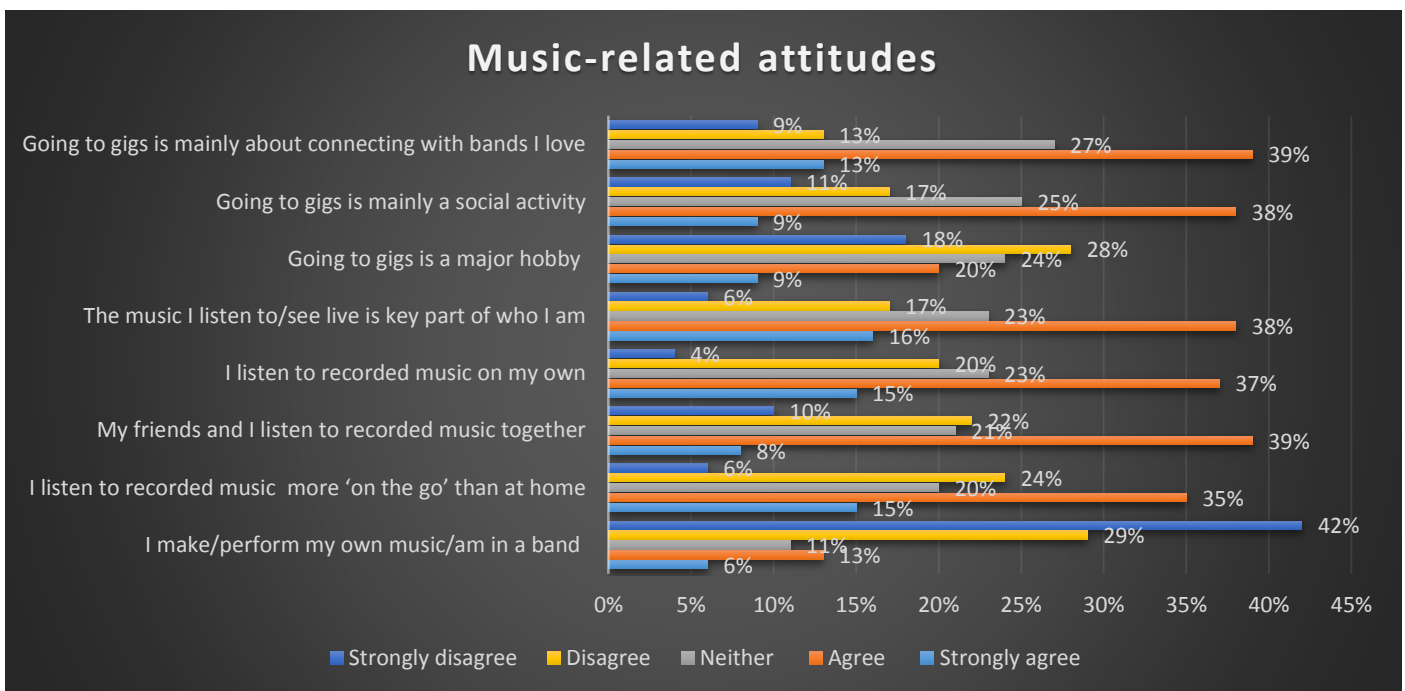
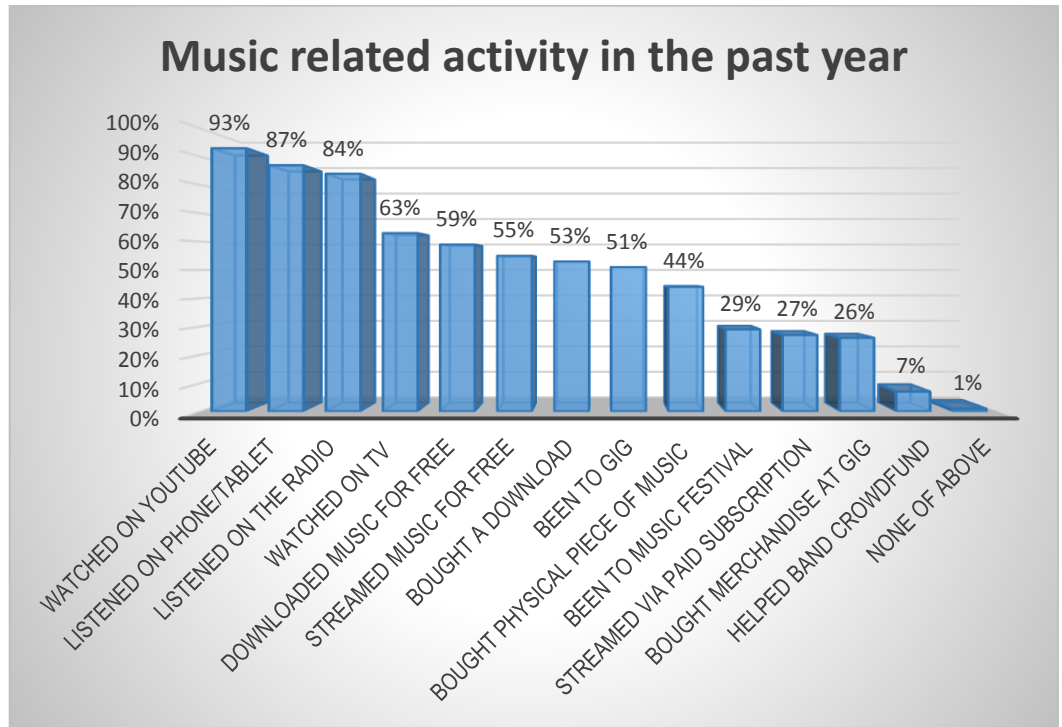


Our research into students' music habits and attitudes shows that, for most students, live and recorded music continues to play a big part in their lives.



The headlines

- **For many, music is a key part of their identity;** 54% said the music they listen to 'is a key part of who I am'.
- **Live music is a big part of most students' lives;** 51% had been to a live music gig in the past year, 29% to a music festival. 29% also said that going to live gigs was their 'major hobby'.
- **They listen to and watch a lot to recorded music, across a variety of platforms, at home and on the go;** 93% had watched music on YouTube in the past year, 87% had listened on a phone/tablet and 84% on the radio.
- **Around half (44%) had paid to own a physical piece of music in the past year.**
- **Over half (53%) had bought a music download, and 27% had paid for a streaming subscription.**
- **Students in London appear to spend slightly less time and money on music.**

This is a summary of a YouthSight survey of 1,009 students in May 2015, drawn from a representative sample of UK universities. All students were sourced from the OpinionPanel Community. Data was weighted to reflect the full time undergraduate population. For more information about the research, email info@thehubuk.com.