

# In The Name Of Cool

## 1996 News Release

### **Selling out and raking it in: In The Name of Cool takes the nation's music pulse**

Is music really that important in the lives of Canadians? Who buys music and where? Are cassettes dead? What do Canadians think about use of music in advertising and corporate involvement in music events? Do people really buy from record clubs?

The answers to questions such as these are found in the national syndicated research study *In The Name of Cool*, which surveyed a representative cross-section of 1,216 Canadians, 15 years of age and older in November/December, 1996.

*In The Name of Cool* is an annual research project jointly developed by Toronto's Chart Communications, publisher of Canada's leading music and youth culture magazine, CHART, and Solutions Research Group, a Toronto-based research house.

**70% of Canadians say music is a very important part of their lives but only 46% buy music on a regular basis.**

Canadians love their music. But there is a gap between love for music and actual music purchase -- only 46% of Canadians can be classified as regular music buyers and they account for 90% of the music sold in Canada.

"These findings are consistent with our experience as publishers of a music magazine: people say music is important to them but many are passive when it comes to buying," says Nada Laskovski, Senior VP of Chart Communications and Publisher/Editor of CHART magazine.

Other highlights:

- While cassettes are not as popular as CDs among music buyers, 20% still buy cassettes exclusively and another 24% buy cassettes at least some of the time.
- The 15-29 age group accounts for 40% of music sales in Canada.
- 47% agree or strongly agree with the statement "I hardly have time to shop for music these days."

**That's the way i like it... Two-thirds of Canadians say they don't mind hearing a song they like as part of a TV commercial.**

*In the Name of Cool* reviewed Canadians' attitudes toward use of popular music in advertising and attitudes toward corporate sponsorships. 62% of Canadians agree or strongly agree that they don't mind hearing a song they like as part of a TV commercial. An additional 10% are neutral and 28% say they disagree or strongly disagree.

"Frankly, we expected more concern based on the recent media attention to this issue and are surprised with the results -- context is important but generally, a majority of Canadians have a *laissez faire* attitude toward use of their popular songs as backdrop to advertising messages, and this is even more so the case among women," says Kaan Yigit, Research

Director of the *In The Name of Cool* study. "Responses to other related questions also show that a majority of Canadians are generally accepting of corporate involvement in music."

**HMV is the dominant music retailer nationally but Record Clubs are giving traditional music retailers a run for their money...**

HMV is the dominant music source for Canadians, in terms of purchases and share of preference. "We knew going in that HMV is the major player in the market but did not realize the extent to which record clubs would be competitive with music retail" says Kaan Yigit. "In fact, after HMV, the second most popular music purchase source for Canadians is a record club."

Other highlights:

- Young music buyers (15-29) are 65% more likely than average to be members of a record club.
- 58% report owning a CD player and cassette player access is nearly universal.
- Heavy music buyers (purchased 10 or more CDs/cassettes in the last six months) are more likely to use the Internet or to own advanced PCs with CD-ROM and modem capabilities.

**One nation under a groove: sharp generational differences in tastes**

The survey found that, of the 18 music genres tested on a national basis, *Soft Rock* by artists such as Elton John, Rod Stewart and Billy Joel is the most appealing genre, followed by *Pop* by artists such as Phil Collins, Celine Dion and Whitney Houston. The music of baby boomers' youth, *Classic Rock* by bands like The Stones, The Who and The Doors, also makes it to the Top 5.

The study reveals sharp generational differences in preferences. Top picks of teens and young adults (or Xers) are *New Rock* bands like R.E.M., U2 and Oasis. Boomer tastes skew towards *Soft Rock*, *Pop* and *Classic Rock*. In the 50+ age group, *Traditional Country* takes the top spot.

When music preferences are analyzed in detail, the study found that there are 7 "tribes" or segments within the Canadian population, with substantively different music preferences, regional, demographic and purchase patterns.

Statistically, the results of the survey are accurate to (+/-) 2.8 points for the population as a whole, 19 times out of 20. Potential margin of error for different age groups and regions are greater, due to smaller sub-group sample sizes.

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