

Centre national  
de la musique



**How do French jazz fans listen to music?**  
*Barometer of music engagement in France*  
2023 edition

# Preamble

The Centre national  
de la musique  
(CNM)



## Preamble

# The Centre national de la musique, the common house of music in France

The CNM was **established on January 1st, 2020** and operates under the aegis of the **French Ministry of Culture**



It acts as a hub, providing a **platform for discussion, observation and funding mechanisms** to **support French music professionals** nationally and globally

The law entrusts the CNM with **12 missions**



## Preamble

# Three hubs dedicated to knowledge



## Data

**Data collection** in compliance with confidentiality, security and GDPR

**Data processing** and management

**Data sharing**

**MusicDB:** Data base gathering information about contacts and structures of the French music sector



## Studies

**Observe, describe** and **analyze** the social and economical dimensions in the music field

**Various specific angles** of studies:

- Live music
- Recorded music
- Music broadcast
- Use and practice
- Employment and remuneration of artists



## Monitoring, foresight & resources

**Weekly news feeds** to provide a comprehensive overview of the latest developments in the music industry in France and abroad



**Ideas lab** developing a **research program of publications** covering a wide variety of themes to anticipate evolutions of the music sector:

- Business models
- Music practice
- Diversity
- Climate transition
- Digital economy
- Europe
- Heritage
- Innovation

Preamble

# Various publications to better describe and understand the sector

## Studies

### Live music

- Festivals: budget structures and post-pandemic challenges
- Market figures of live music and entertainment shows

### Recorded music

- Stream manipulation EN
- Music streaming: impact of UCPS settlement model EN
- Export certifications

### Music broadcast

- Musical diversity in music broadcast

### Use and practice

- Barometer of music engagement in France 2023 EN

## Monitoring, foresight & resource



### Two collections



Music and data



Music in motion  
*Outlook of the music sector for 2030*

### A few examples of publications EN



Investing in French and Foreign Music Catalogues



Digital Data in Music Export



Live Music and Gen Z



Reducing gendered inequalities in music



01 .

Methodology



## Methodology

A survey conducted by Ipsos amongst over 4,000 people, aged 15 and over, representative of the French population in metropolitan France



Sample  
of 4,035 respondents



Survey period  
From May 3 to 11, 2023



Online survey



- In this study, **jazz fans** correspond to respondents who selected “Jazz / Blues” as one of the top 5 genres listened to, live and recorded, over the past 12 months.
- The following figures on jazz fans refer to their **overall music consumption**, not only their jazz consumption.

# 02 .

## Key figures





## Description of French jazz fans

# Less than a quarter of the French population say they listen to jazz music

Amongst French people who declare that they listen to music  
at least one minute a day on average



20%



listen to **jazz on  
recorded media**

i.e. **792** respondents



13%

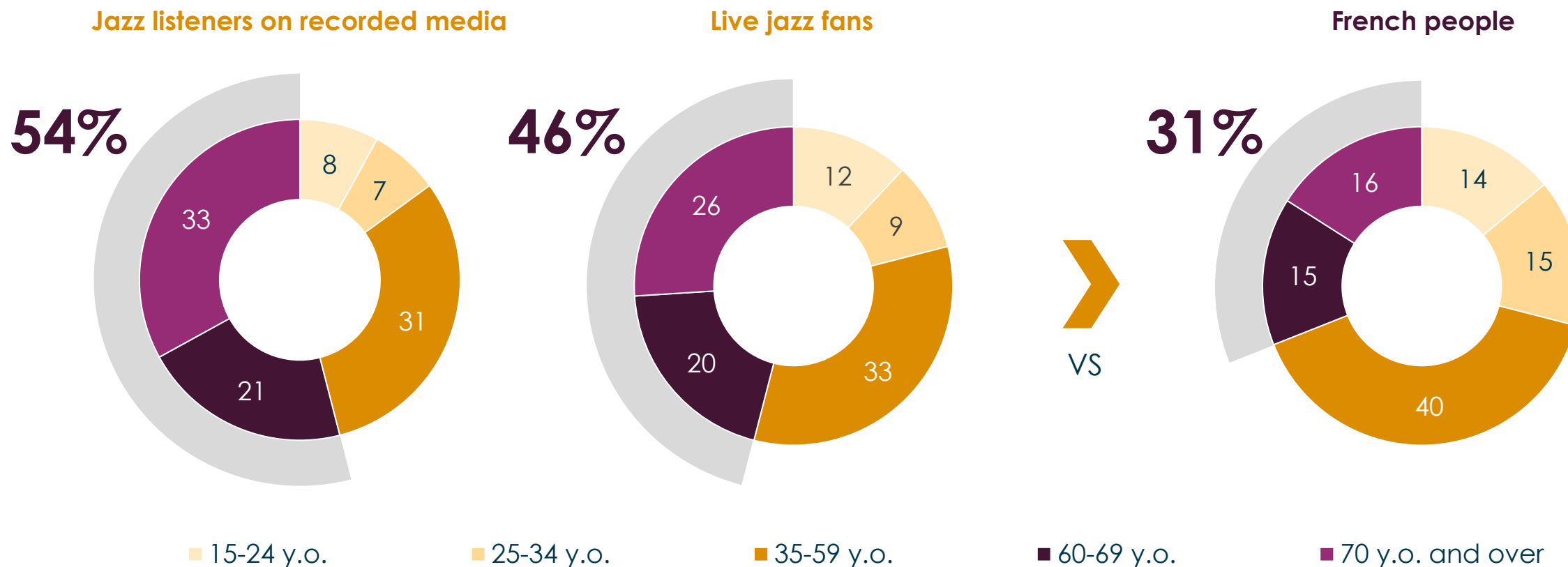


listen to **live jazz**

i.e. **532** respondents

### Age distribution of French jazz fans

While recorded jazz listeners tend to be slightly older than live jazz fans, both are older than the average French population



Based on recorded jazz listeners, i.e. 792 respondents

Based on live jazz listeners, i.e. 532 respondents

Based on the entire sample, i.e. 4 035 respondents

## Relationship to music 1/2

# French jazz listeners seem to be particularly attached to music



## Recorded music



**82%**

of jazz listeners say that music takes **an important place** in their lives

vs **76% of all respondents**



**2hr 22min**

on average **listen to music** every day

**11 min more** than the average French music listener (i.e. 3,771 respondents)

## Relationship to music 2/2

# Live jazz fans are even more attached to music



### Live music



**88%**

of live jazz listeners say that music takes  
**an important place**  
in their lives

vs **76% of all respondents**



**2h 37min**

on average **listen to music**  
every day

**26 min more** than the average  
French music listener  
(i.e. 3,771 respondents)

## Music genres

After jazz, the genre that these fans listen to most is Mainstream pop, both live and recorded



### Recorded music

#### Average jazz listeners

#### Average French music listeners

Jazz / Blues

100%

Jazz / Blues

21%

Mainstream pop /  
Chanson française

64%

Mainstream pop /  
Chanson française

67%

Pop / Folk

42%

Pop / Folk

50%

Rock / Punk

40%

Rock / Punk

43%

Classical music

39%

R&amp;B / Soul

31%

Traditional folk and  
global music

29%

Funk / Disco

30%



### Live music

#### Average live jazz listeners

#### Average French live attendees

Jazz / Blues

100%

Jazz / Blues

22%

Mainstream pop /  
Chanson française

61%

Mainstream pop /  
Chanson française

62%

Pop / Folk

41%

Pop / Folk

44%

Rock / Punk

35%

Rock / Punk

40%

Traditional folk and  
global music

35%

Traditional folk and  
global music

26%

Classical music

29%

Rap / Hip-Hop

25%

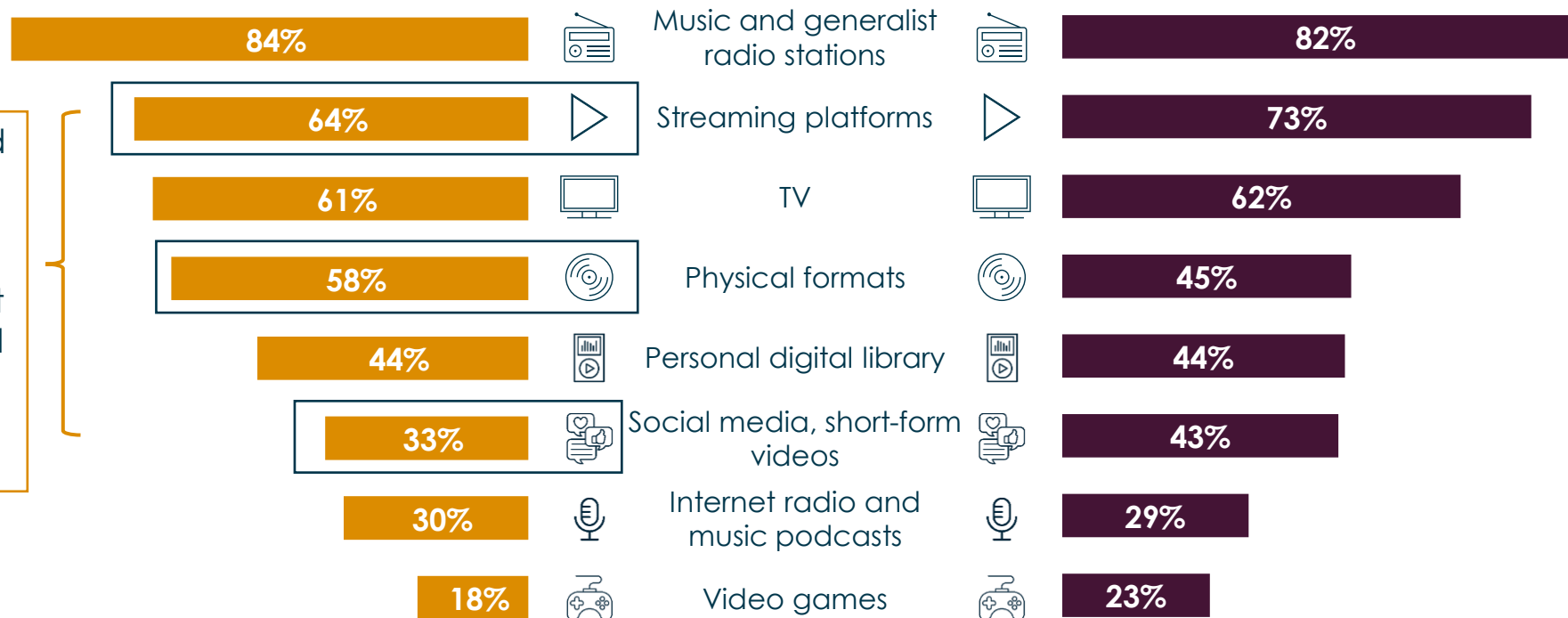
## Recorded music: Listening formats

Like the average French music audience, jazz fans prefer to listen to radio stations, streaming platforms and TV at least once a month

### Average jazz listeners

### Average French music listeners

Jazz listeners tend to **opt less for streaming platforms and social media**, but **more for physical formats** than the average French music listener

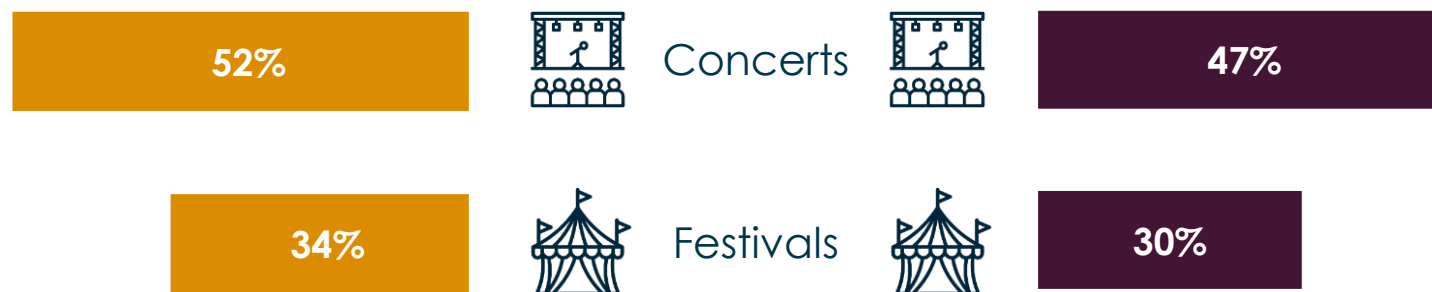


### Live event attendance

More than half of jazz fans attend a concert while more than a third of them go to a festival at least once a year, a bit more than the average French music listener

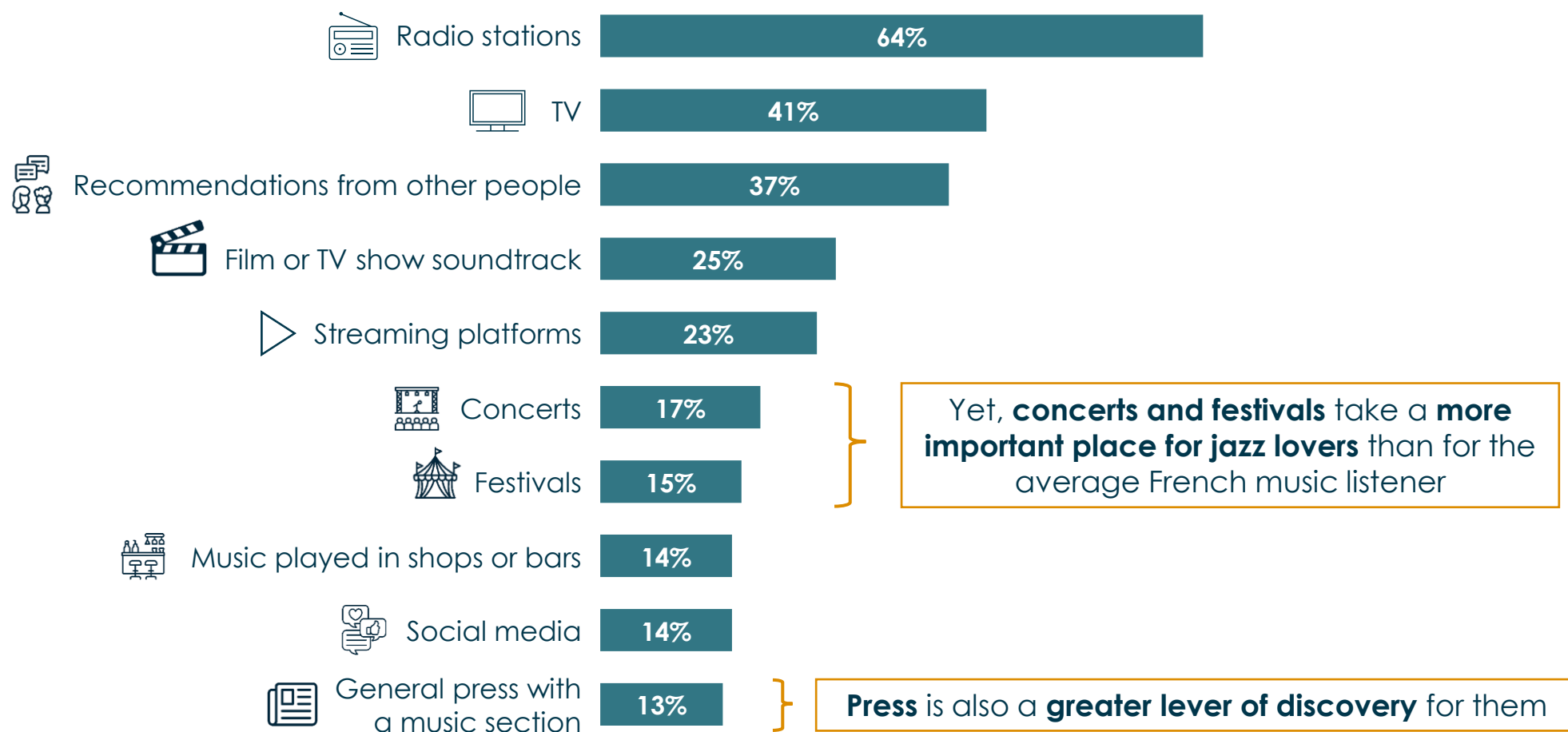
#### Average jazz listeners

#### Average French music listeners



## Music discovery sources

Like all French music listeners, jazz fans mainly discover music on radio stations, TV and thanks to word to mouth





# 03.

## Concerts & Festivals



## Concerts and festivals attendance

# Live jazz fans prefer smaller venues and festivals than the average French live attendee

### Venues



**52%**

#### Bars/club

vs 46% of all French live attendees  
(i.e. 2,340 respondents)



**46%**

#### Small- or medium-sized venues

vs 40%



**38%**

#### Theatres, cultural centers...

vs 33%



**35%**

#### Arena

vs 42%

### Festivals



**41%**

#### Boutique festivals

vs 36%



**36%**

#### Small- and medium-sized festivals

vs 32%



**27%**

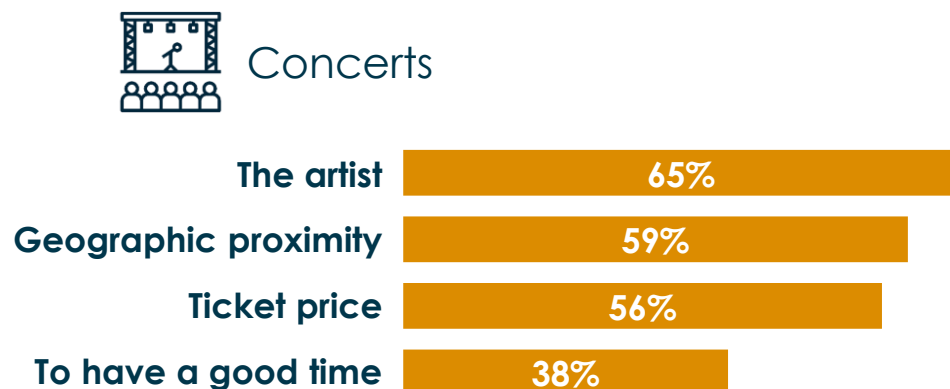
#### Major festivals

vs 26%

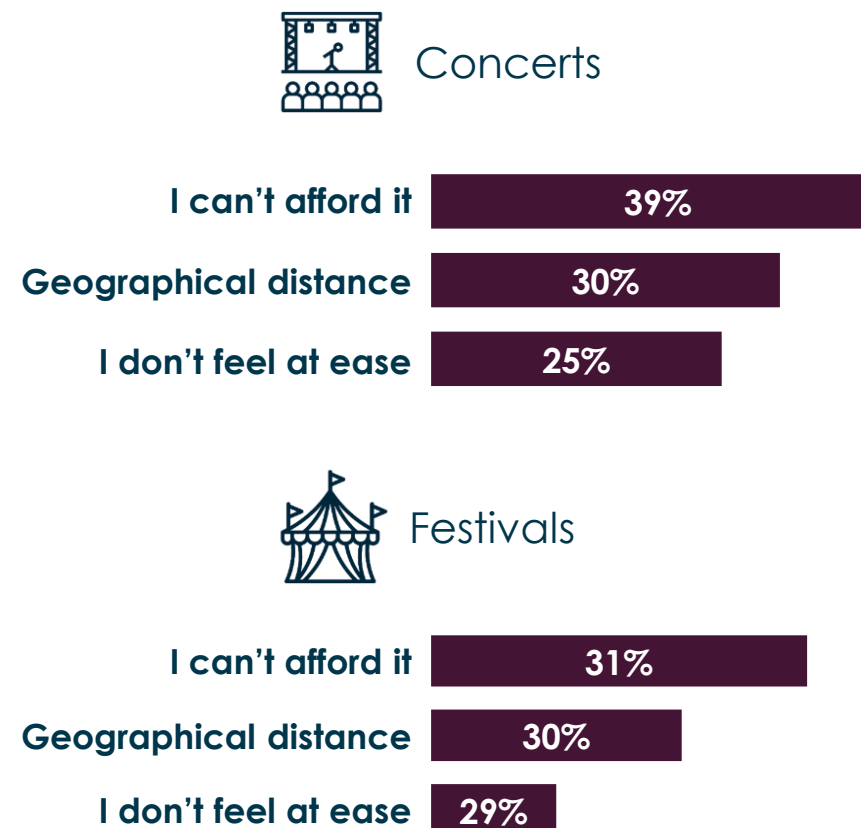
## Levers and brakes for attending a live event

# The event's line-up is the main reason why live jazz fans go to concerts and festivals

### Levers



### Brakes



# 04.

## Radio Internet radio & Podcasts



## Listening to music on the radio

More than 8 jazz fans in 10 listen to music on radio stations, mostly because it's easy to have it playing in the background

84%

### Radio stations

(generalist and musical)  
vs 82% of all French listeners

including



69%

### Generalist radio stations

vs 58%



61%

### Music radio stations

vs 68%

### Levers



### Brakes\*



### Listening to music via Internet radio

Internet radios attract almost 20% of jazz fans thanks to their free service, rare ad breaks and cutting-edge selection



19%

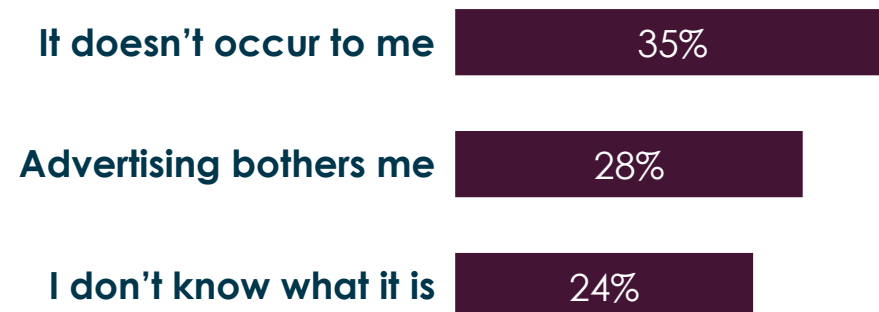
#### Internet radio

(stations only accessible via the internet)  
vs 19% of all French listeners

#### Levers\*



#### Brakes



## Listening to music via music podcasts

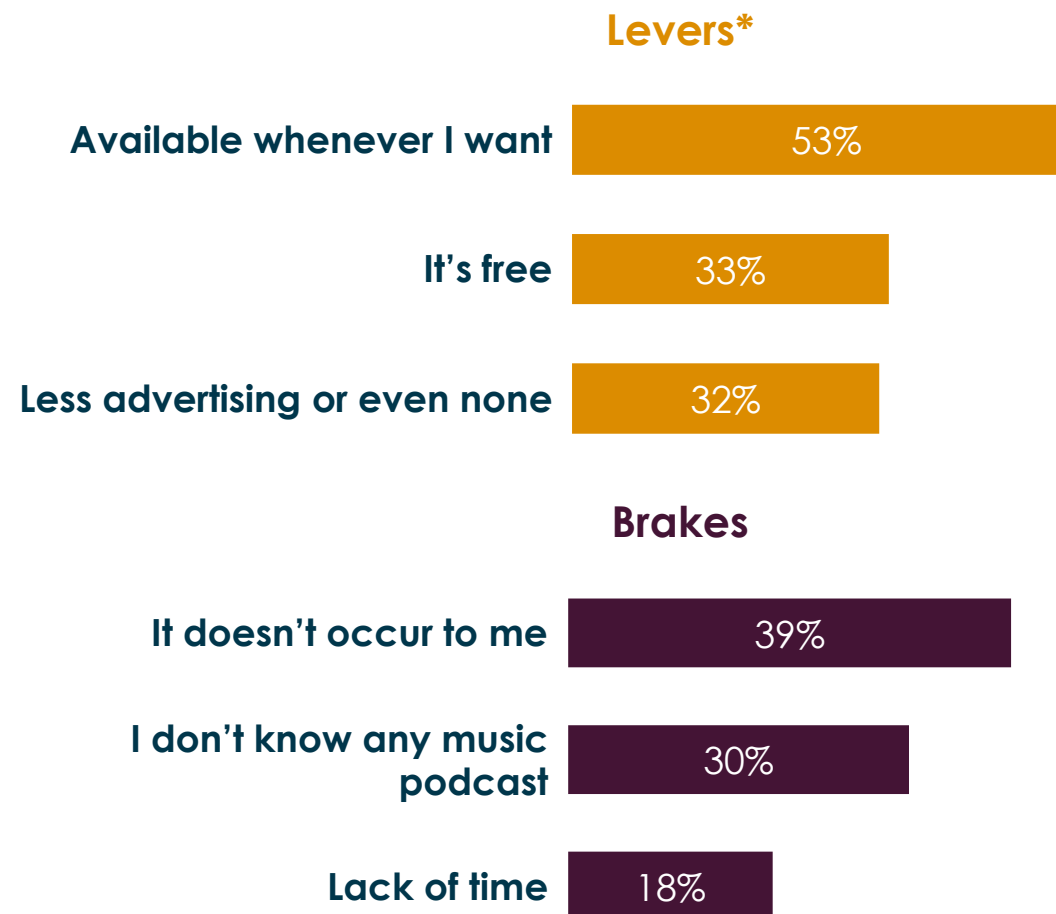
# 1 jazz fan out of 5 listen to music podcasts because of their convenient free format



# 21%

### Music podcasts

(native or on-demand music shows)  
vs 21% of all French music listeners



# 05 .

## Streaming platforms





## Listening to music on streaming platforms

64% of jazz fans listen to music on streaming platforms, mainly on video platforms

  **53%**

### Video streaming platforms

vs 60% of all French music listeners

#### Levers:

It's free

61%

I can do something else  
at the same time

40%

Music unavailable on other  
platforms

35%

  **39%**

### Audio streaming platforms

vs 48%

#### Levers for listeners with a paid subscription:\*

No adverts

55%

Music catalog

50%

- Music available offline
- Themed playlists
- Create and share playlists
- I can do something else at the same time

29%

  **10%**

### Collaborative streaming platforms

vs 13%

#### Levers:\*

Music unavailable on other  
platforms

36%

In-depth information about  
the songs and albums

33%

Not so much adverts

33%

## Type of subscription to streaming audio platforms

More than half of jazz lovers who listen to music on audio streaming platforms use a paid subscription, most often at their own expense



56%

have a  
**paid subscription**

vs 60% of all listeners to streaming  
audio platforms



48%

have a  
**free access**

vs 45%



45%

of them **pay in full or share the cost**  
of their subscription\*

vs 47%

About **three quarters** of jazz music listeners on streaming audio platforms have an **individual subscription\***

**Individual** subscription

73%

**Multi-user** subscription

22%

**Student discount** subscription

8%



Barometer of music engagement in France

Focus on jazz listeners



*Listening to music on TV*

**Jazz fans tend to watch less music videos than the average French music listener, but they appreciate music shows and concerts recordings a bit more**



**30%**

**Music videos**

vs 41% of all French music listeners



**44%**

**Music shows**

vs 43%



**29%**

**Concerts recordings or broadcasts**

vs 24%

**Levers**



**Brakes**



# 07.

## Physical formats



## Listening to music on physical formats

# Jazz listeners feel more attached to CDs and vinyls than the average French music audience



54%

CD

vs 41% of all French music listeners



22%

Vinyl

vs 17%



9%

Cassette tape

vs 9%

### Levers

I like to own physical formats

53%

It's an habit

43%

I can do something else at the same time

40%

### Brakes

Not very practical

40%

No suitable listening device

33%

No particular attachment to physical formats

26%

08 .

Social media  
Short-form videos

### Listening to music via social media and short-form videos

**Jazz fans are less about to listen to music on social media and short-form videos than the average French music audience**

**33%**

listen to music  
on **social media** or via **short-form videos**  
vs 43% of all French music listeners

including



**27%**

on **social media**

vs 36%



**22%**

on **short-form videos**

vs 33%





09.

Video games

## Listening to music via video games

# Nearly 1 jazz fan out of 5 listens to music via video games



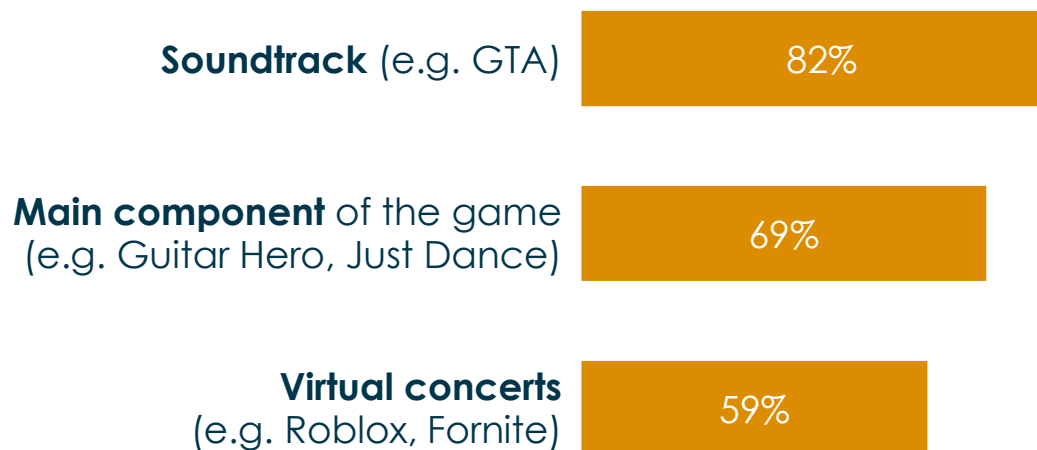
# 18%

listen to music  
via **video games**  
vs 23% of all French music listeners



The music listened to on video games  
is most often the **soundtrack**

The music they listen to is **regularly** part of:\*



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