

# Podcast | For the Grammy Awards, a Struggle for Relevance

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**eMarketer Editors**

In the latest episode of "Behind the Numbers," we're digging into the data behind the Grammy Awards. What do the audience trends suggest for the future? How are shifting TV audience trends affecting the awards show and are political controversies driving interest or leading viewers to opt out?

## How Do US Internet Users Listen to Music?

% of respondents, by race/ethnicity, Sep 2018

	Whites	Blacks	Hispanics	Other	Total
Radio	60%	52%	46%	45%	56%
Streaming music services (e.g., Spotify, Pandora, Apple Music)	37%	48%	39%	47%	40%
Digital videos (e.g., YouTube, Vimeo)	34%	46%	41%	42%	37%
CD	36%	30%	28%	26%	33%
MP3s or other downloaded audio files	23%	35%	26%	27%	25%
Digital radio	16%	21%	25%	13%	17%
Music channels on TV	14%	23%	17%	12%	15%
Satellite radio	16%	20%	18%	3%	16%
Live performances	12%	10%	12%	12%	11%
Vinyl records	10%	6%	10%	8%	9%
Cassettes	8%	8%	8%	6%	8%
Other	2%	1%	1%	2%	1%
Don't know	1%	1%	2%	1%	1%
Don't listen to music	6%	3%	3%	6%	6%

Note: ages 18+

Source: YouGov, "Omnibus: Hispanic Music," Sep 20, 2018

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