



With funding from the
European Union

SURVEY ON MODES OF MUSIC CONSUMPTION IN ZIMBABWE



November 2020

Yarri Kamara

UNESCO 2005 Convention Expert Facility

This survey was carried out under the framework of the EU/UNESCO Expert Facility for the Governance of Culture in Developing Countries and is part of the Zimbabwe project “**Strategy for the sustainable development of Cultural and Creative Industries (CCIs) in Zimbabwe – focus on the Music sector**” piloted by the National Arts Council of Zimbabwe. Survey results will be integrated into a wider SWOT (Strengths, Weakness, Opportunities and Threats) analysis of Zimbabwe’s music sector which will inform the future Zimbabwe music strategy.

SURVEY METHODOLOGY

The survey on modes of music consumption in Zimbabwe was deployed online using the Survey Monkey platform during the month of October 2020. Information on the running survey was disseminated to audiences through WhatsApp and social media posts, notably through the network of the National Arts Council of Zimbabwe.

A total of 363 responses were registered, of which 357 were valid respondents. The data on music consumption are quite robust with a margin of error around 5.2%. The data however may be skewed towards urban dwellers, who made up 86% of the sample. Given the mode of survey administration (online), the results are also skewed towards consumers who are regularly online. The data on musicians have a slightly higher margin of error as the sample is smaller.

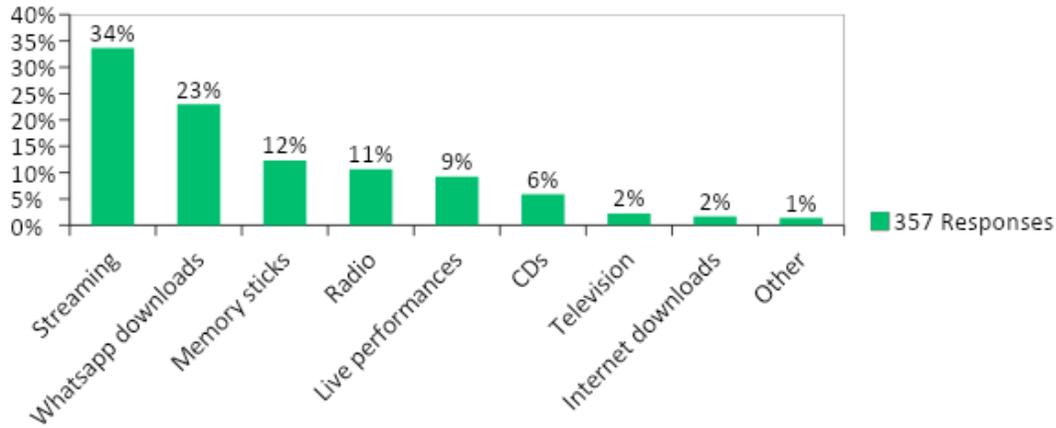
The margins of error reported for each answer are the highest for any given response to the question. Extreme answers—such as 2% or 98%—will have lower margin of errors, than middle-of-the-road responses—such as 60% or 40%.

SURVEY RESULTS

HIGHLIGHTS

- 34% of Zimbabweans today consume music primarily through streaming. Only 6% are still consuming music primarily through physical CDs.
- Only 8% of consumers do not use any streaming platform regularly (at least once a week). YouTube is by far the most commonly used streaming platform (78% of consumers).
- Consumers are mostly streaming music for free. Only 27% of consumers have a paid subscription to a music streaming service.
- Musicians seem to lag behind consumers in moving online. 15% of Zimbabwean musicians do not have their music available on any streaming platform. Of those who do stream their music, YouTube again is by far the most commonly used platform (77% of musicians).
- 68% of musicians did not make any revenue from streaming over the past year. And only 8% made more than 500 USD equivalent.

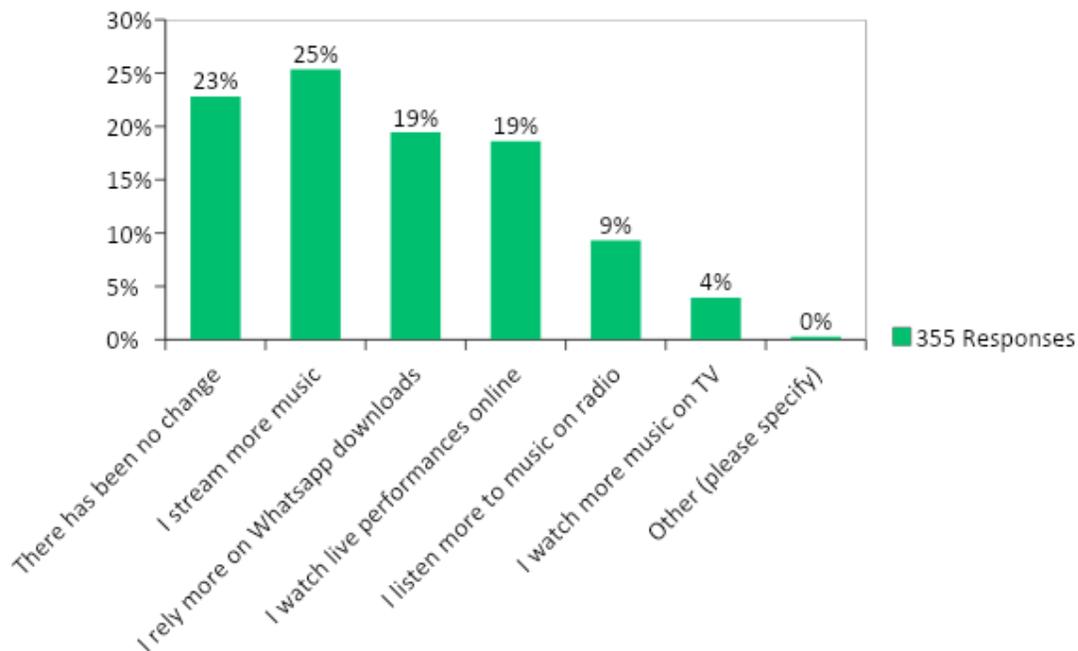
In the past year, what has been your primary mode of consuming music? (Choose one only)



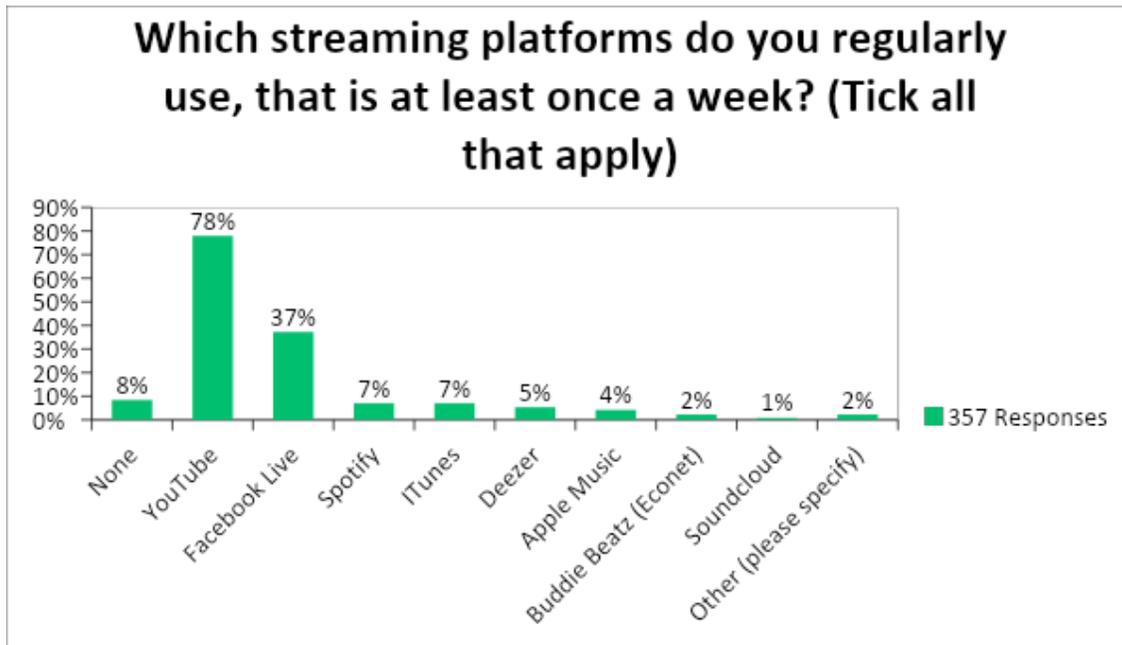
Margin of error at 95% confidence level: 5.2%

Responses to "Other" include: DJ pool and receiving songs by email directly from artists.

How has your mode of consuming music changed since the Covid 19 pandemic? (Select the most relevant response)

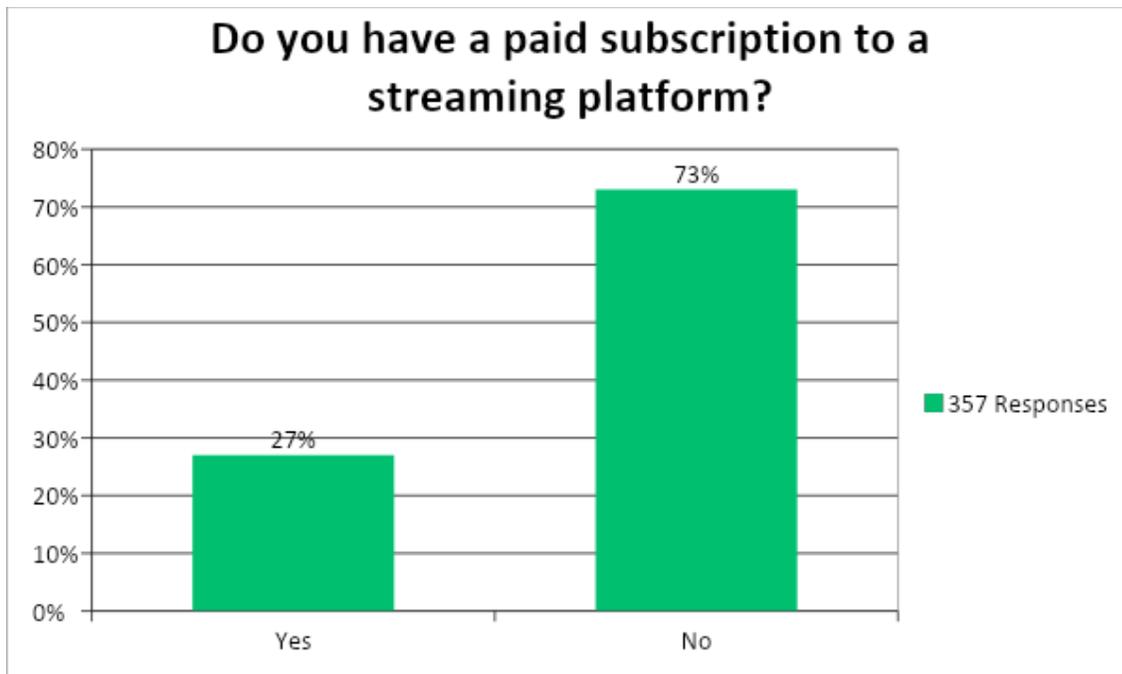


Margin of error at 95% confidence level: 5.2%

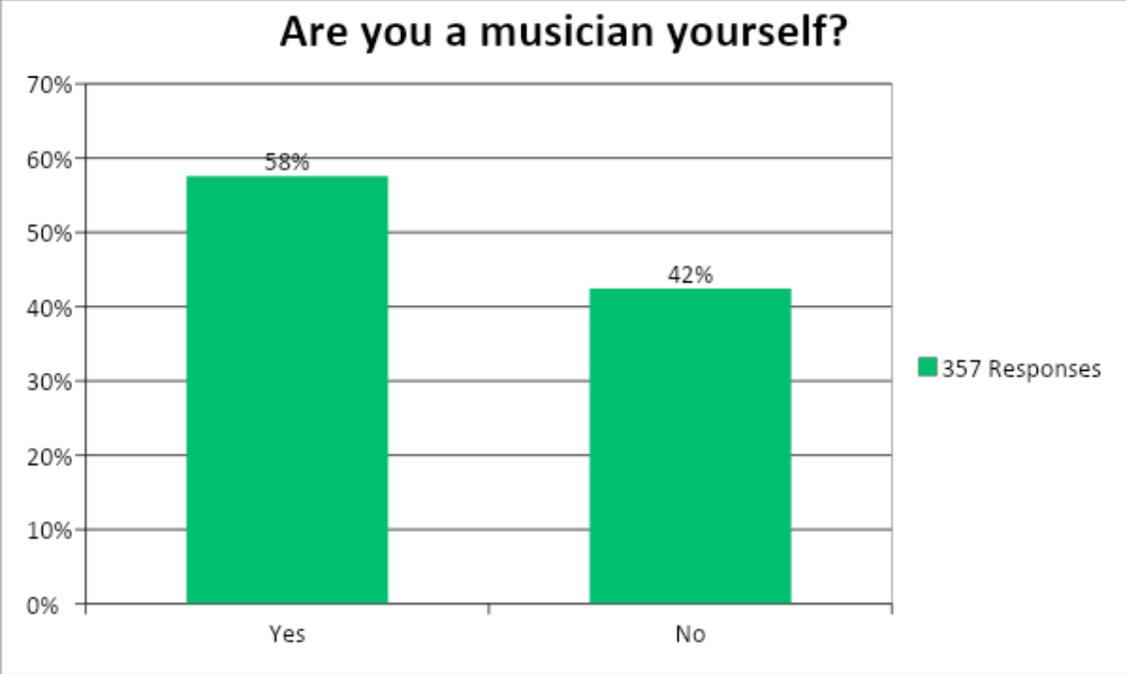


Margin of error at 95% confidence level: 5.2%

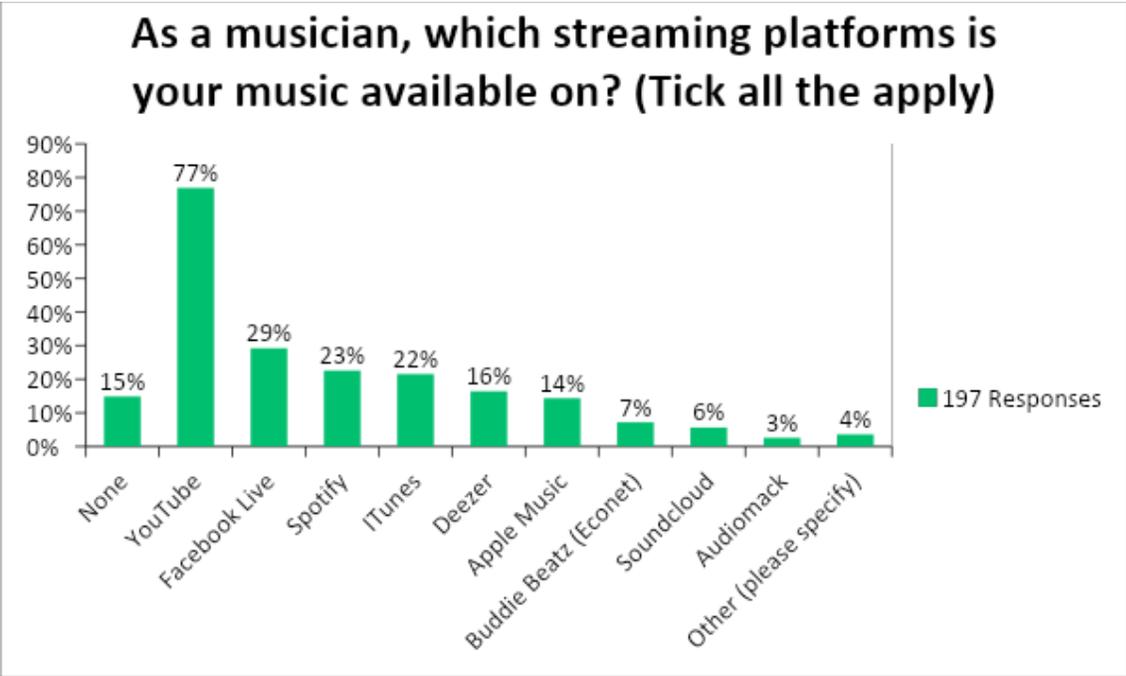
Responses to other include: Instagram, Audiomack, and radio streaming



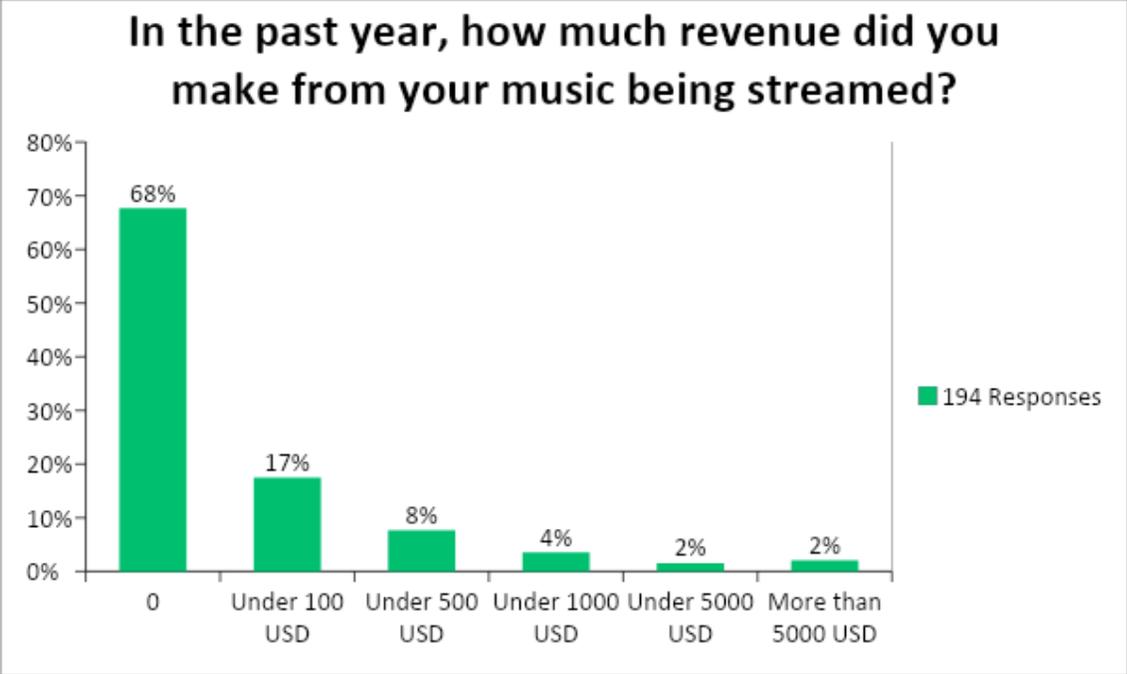
Margin of error at 95% confidence level: 4.6%



58% of the survey sample were also musicians and proceeded to answer the next two questions concerning streaming of their music.



Margin of error at 95% confidence level: 6.0%
 Responses to "other" include: Amazon, Instagram, Reverberation, Oyos Music and "Zimbabwean sites"



Margin of error at 95% confidence level: 6.6%

3 respondents (or 2% of sample) reported having made over 5000 USD from streaming; one of these respondents is in the Zimbabwean diaspora abroad, one lives in a rural area in Zimbabwe and one in a city in Zimbabwe.

SURVEY SAMPLE CHARACTERISTICS

