



# Do Classical Music Reviews Matter?

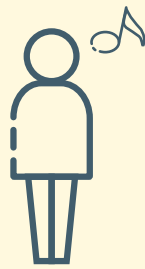
Classical music is enjoyed by an increasingly large audience. This is thanks to renewed interest in high-quality recordings and collectables, and access to new streaming and digital platforms where classical music is easily accessible and low cost.

But who listens to classical music recordings? And do these people value professional music critique?

Our research shows how varied the classical music market is in terms of listening habits, opinions and experiences, and that most classical music listeners value professional reviews from expert, unbiased critics.

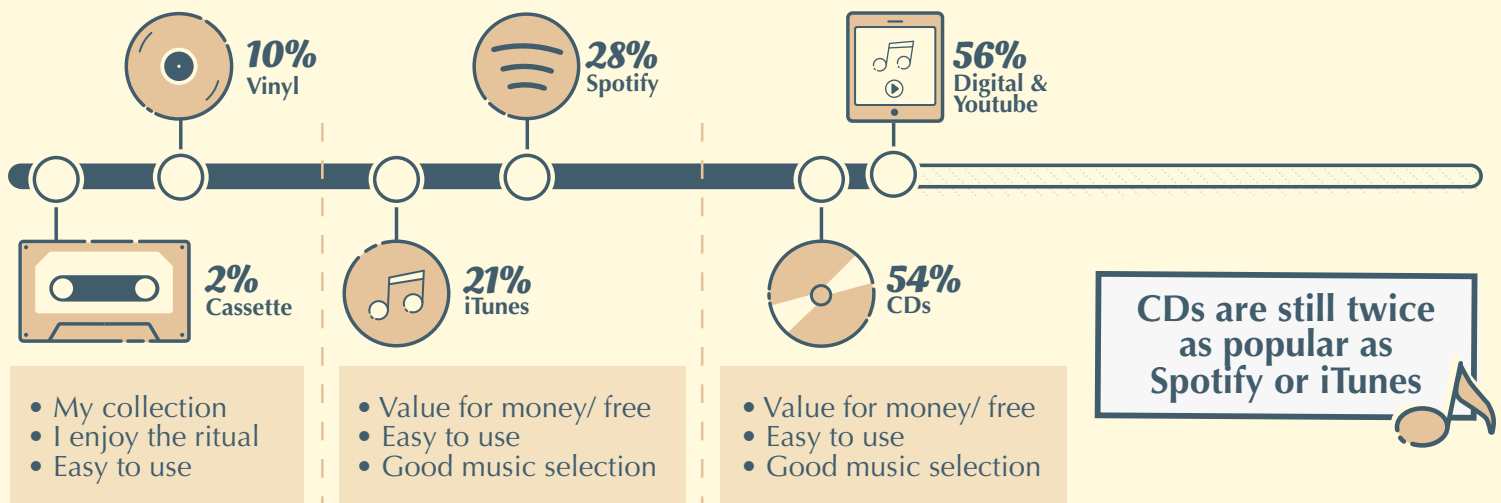


## Classical *Music* listeners

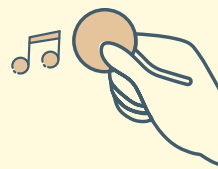


**1200** people surveyed  
Age **17-85** (44yro average)  
Spread **across** genders  
**Not** musically elite

### What are your favourite ways to listen and why?

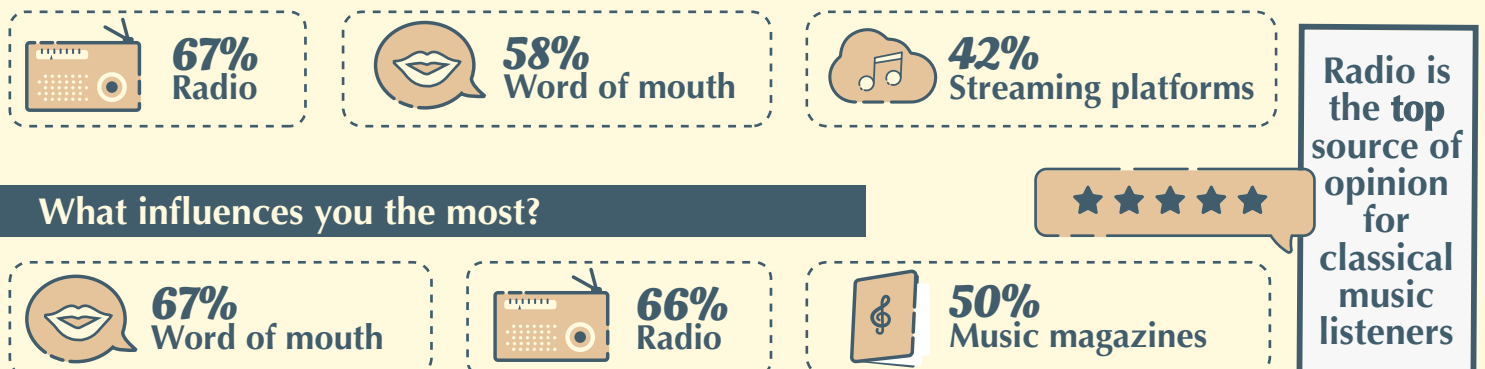


### Do you pay for music?



**45% of listeners never pay for classical music**

### Where do you look for opinion?

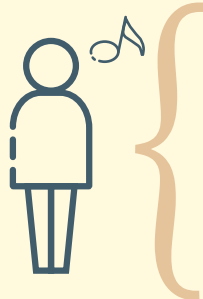


### What influences you the most?



**62%** of classical music listeners read/listen to professional reviews of classical music recordings. These listeners have certain expectations of the review as well as the critic.

# Classical *Music* listeners who read *reviews*

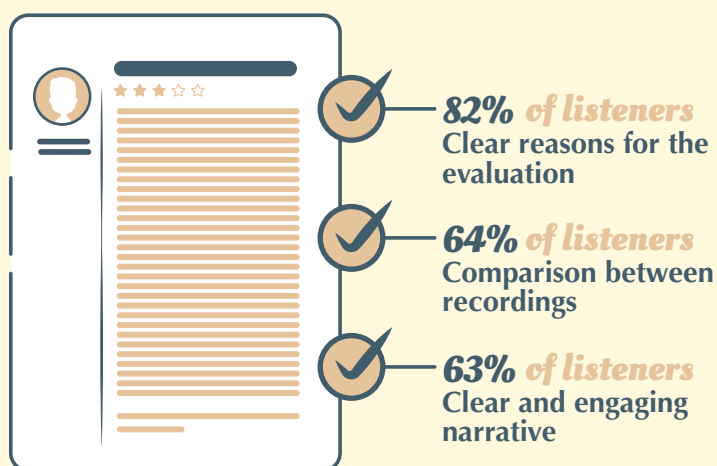


**741** people surveyed  
Age **17-85** (46yro average)  
Spread **across** genders  
**High** musical engagement  
and training

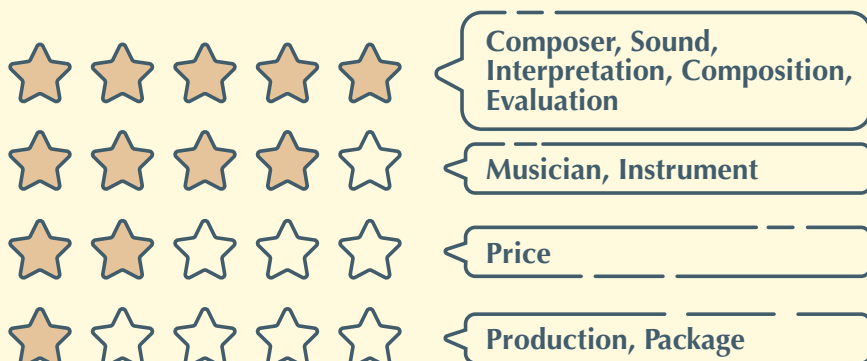
## A good critic should be...



## What should a good review provide?



## Listeners believe that a good review should talk about...



**Over 80%**  
of listeners  
believe  
reviews  
should



1. Provide an informed verdict
2. Give guidance on purchasing and listening
3. Help the consumer appreciate the recording

Professional music critique matters and impacts on the market by directly influencing consumer choices. Despite the rise in technology and preference for digital formats, classical music listeners still seek out entertaining, information-rich, and fully justified written reviews. They value input from unbiased, passionate and seasoned experts who can mentor their listening and play a vital nurturing influence in the music industry.

Visit [www.hslu.ch/reviewimpact](http://www.hslu.ch/reviewimpact) for more information about this survey and the publications. Project funded by the Swiss National Science Foundation (Grant 100016M\_162819) and the Lucerne University of Applied Sciences and Arts. This infographic is based on a collaborative research project between the Lucerne University of Applied Sciences and Arts and the University of Sheffield. This document is based on the research poster "How do you listen? Classical music listeners' habits and purchasing strategies" by E. Alessandri, A. Baldassarre, and V. J. Williamson. ICMPC/ESCOM, Graz, AT, July 2018.

**HOCHSCHULE  
LUZERN**



**MUSIC  
AND  
WELLBEING**



The  
University  
Of  
Sheffield.



**SWISS NATIONAL SCIENCE FOUNDATION**

This infographic was edited and designed by the Research Retold team. For more information email [contact@researchretold.com](mailto:contact@researchretold.com).  
Published in November 2018.

