



THE 2024 GLOBAL DJ CENSUS

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2024



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ABOUT THE SURVEY

The Global DJ Census 2024, conducted exclusively by Digital DJ Tips in December 2023/January 2024, attracted over 15,000 entries. This of course makes it the biggest such survey anywhere in the world.

Our audience is primarily hobby DJs, and the census is offered to our 37,000 students, the 150,000 DJs on our private email list, and the wider 2.5 million people in our overall reach via our website and socials. Completion is incentivised by a fantastic prize draw, with prizes this year kindly donated by AlphaTheta, Rane, Denon DJ, Novation, Focusrite, Adam Audio and Alto Professional.

Our reasons for undertaking this huge endeavour each year are three-fold. Firstly, we obviously want to gather this information to ensure that we best serve our students, subscribers, readers and viewers in the year ahead, producing courses and content in tune with what they want help with. Secondly, we want to share with the DJ industry and the wider DJing world all of this valuable insight into how our audience goes about its DJing and producing.

And thirdly... we want DJs to get this info, too! Who doesn't love flicking through the results of a good survey? Which software platform is the most popular? What do DJs think about the latest features? How many DJs are really DJing regularly in front of crowds nowadays? What type of gear are most DJs using? There are so many answers in these pages that we guarantee once you open the survey, you'll be glued to it until the end!

There's lots to digest, so please do get stuck in.

For more analysis of these results, head to the results blog post at <https://djtips.co/census2024>.

I'd just like to finally thank both the team at Digital DJ Tips for working so hard to make this happen, and also once again the brands who've kindly donated prizes: AlphaTheta, Rane, Denon DJ, Novation, Focusrite, Adam Audio and Alto Professional. Just to be clear, these brands have no input into this survey, and their incentive for assisting is simply to receive the results, to help them better understand our segment of the potential market for their products.

As an independent DJ school, we are 100% funded by our students, making the unbiased results presented here uniquely valuable.

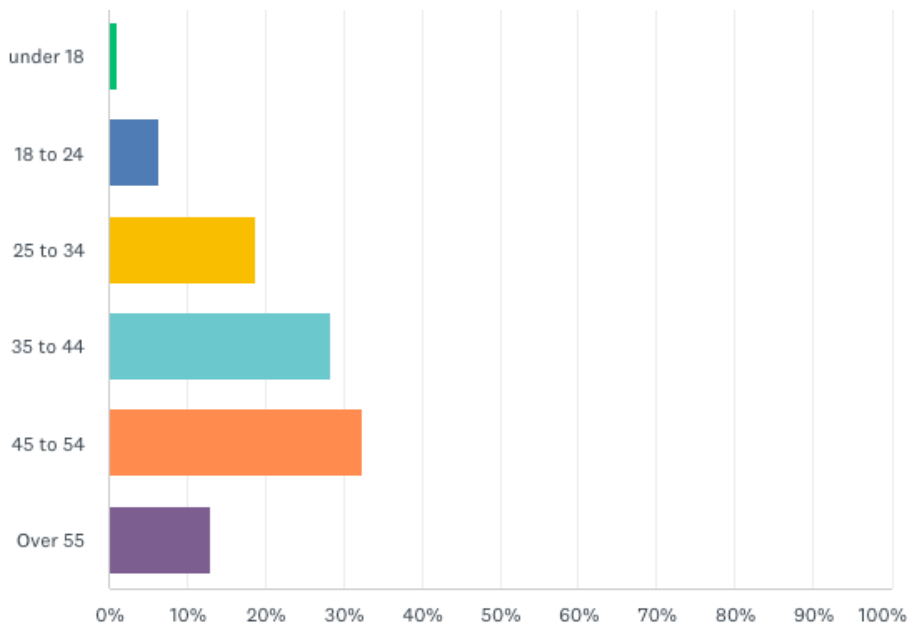
Phil Morse, Digital DJ Tips, February 2024



SECTION 1: DJ DEMOGRAPHIC INFO

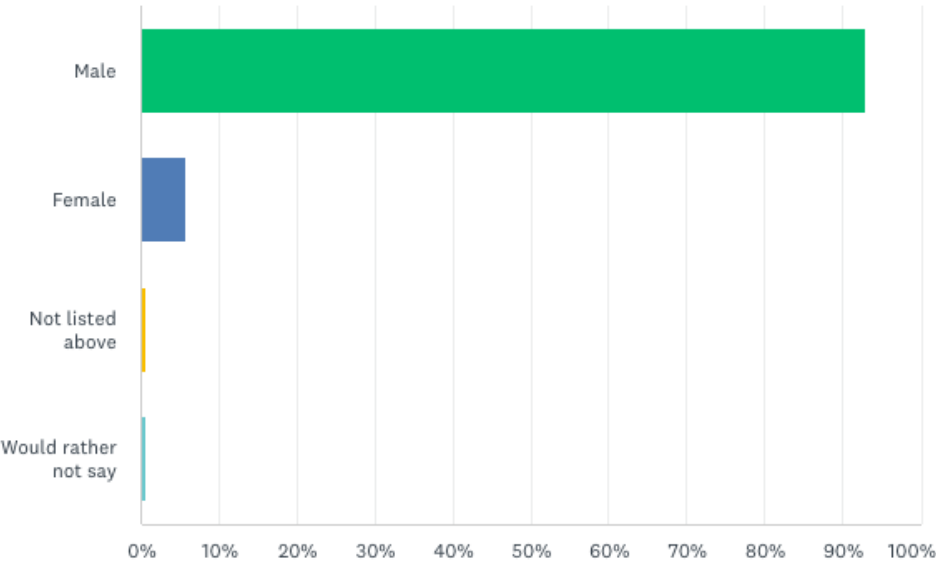


WHAT IS YOUR AGE?



ANSWER CHOICES	RESPONSES
under 18	1.13% 188
18 to 24	6.37% 1,065
25 to 34	18.68% 3,121
35 to 44	28.45% 4,753
45 to 54	32.32% 5,399
Over 55	13.05% 2,180
TOTAL	16,706

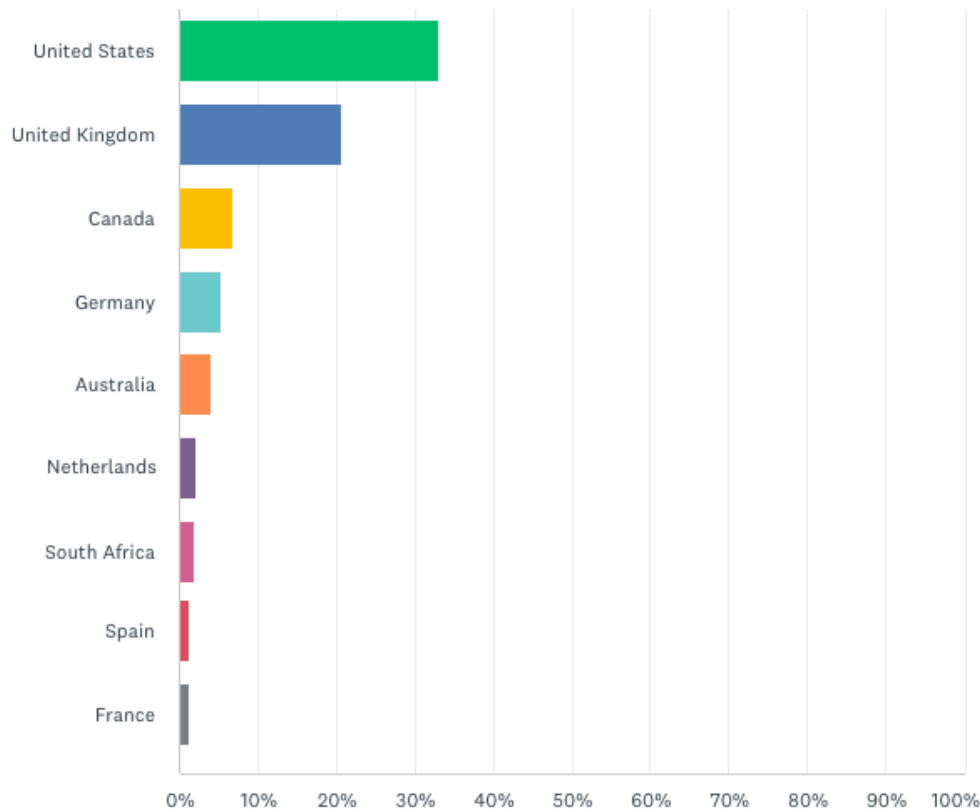
WHAT IS YOUR GENDER?



ANSWER CHOICES	RESPONSES	
Male	92.86%	15,513
Female	5.83%	974
Not listed above	0.57%	96
Would rather not say	0.74%	123
TOTAL	16,706	

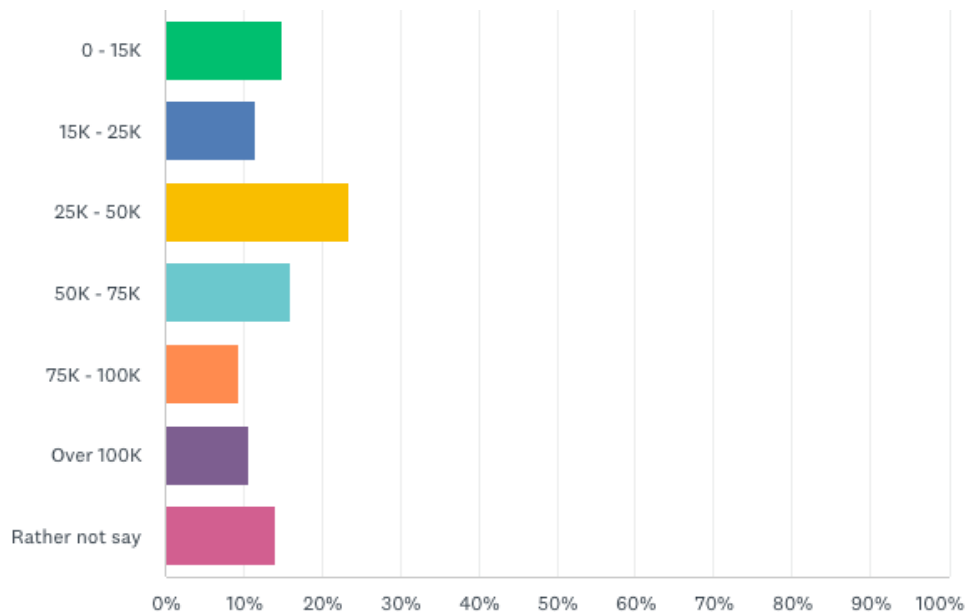


IN WHICH COUNTRY DO YOU CURRENTLY RESIDE?



ANSWER CHOICES	RESPONSES	
▼ United States	32.95%	5,475
▼ United Kingdom	20.69%	3,439
▼ Canada	6.84%	1,137
▼ Germany	5.25%	873
▼ Australia	3.98%	662
▼ Netherlands	2.20%	366
▼ South Africa	2.01%	334
▼ Spain	1.29%	214
▼ France	1.25%	207
TOTAL		16,618

WHAT IS YOUR ANNUAL INCOME RIGHT NOW, INCLUDING ANY DJING INCOME?

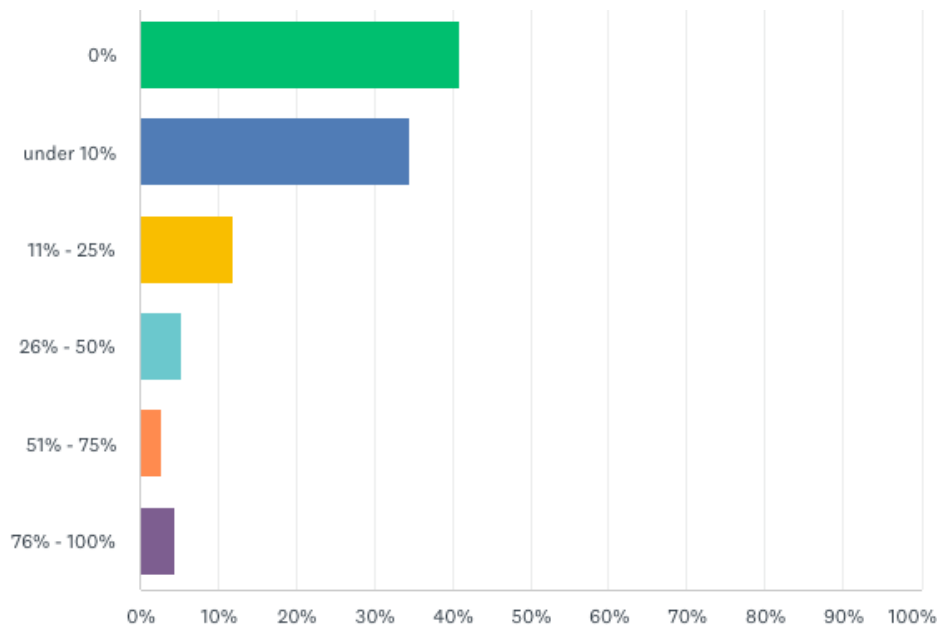


ANSWER CHOICES	RESPONSES	
▼ 0 - 15K	14.95%	1,948
▼ 15K - 25K	11.47%	1,495
▼ 25K - 50K	23.54%	3,068
▼ 50K - 75K	15.91%	2,074
▼ 75K - 100K	9.45%	1,232
▼ Over 100K	10.64%	1,387
▼ Rather not say	14.03%	1,829
TOTAL		13,033

All amounts converted to US\$



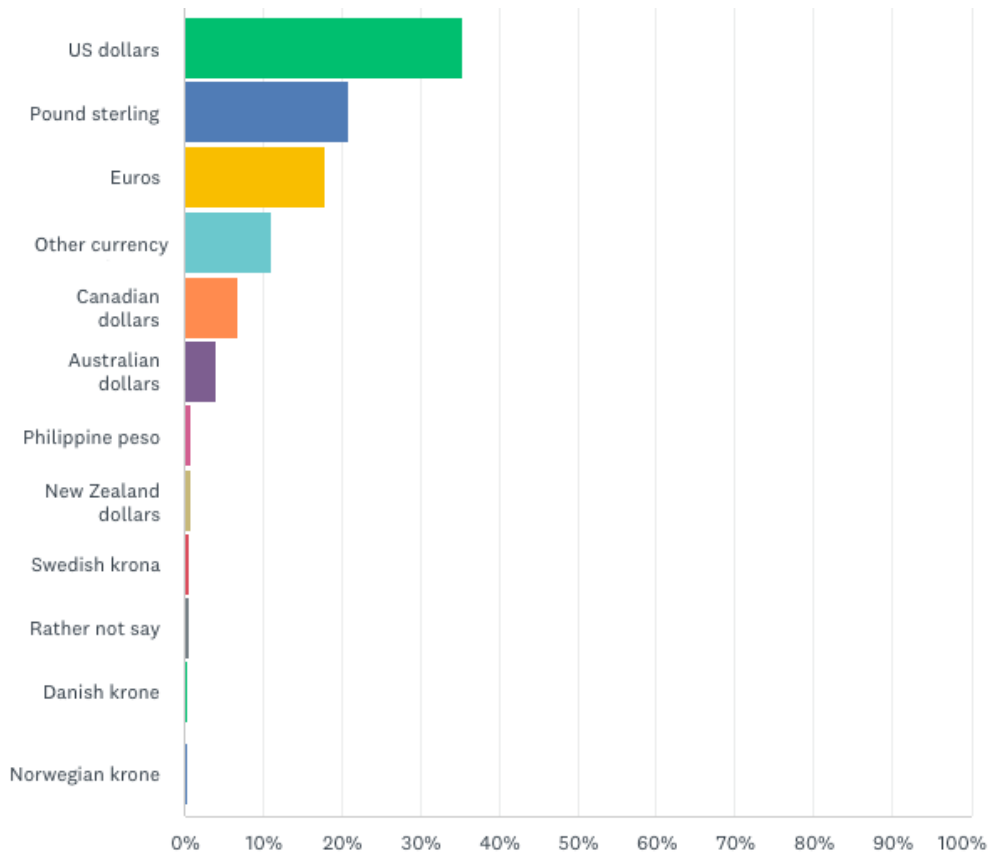
WHAT PERCENTAGE OF YOUR INCOME COMES FROM DJING RIGHT NOW?



ANSWER CHOICES	RESPONSES	
▼ 0%	40.86%	6,201
▼ under 10%	34.47%	5,231
▼ 11% - 25%	12.01%	1,823
▼ 26% - 50%	5.32%	807
▼ 51% - 75%	2.86%	434
▼ 76% - 100%	4.49%	681
TOTAL		15,177



WHAT CURRENCY DO YOU RECEIVE YOUR INCOME IN?

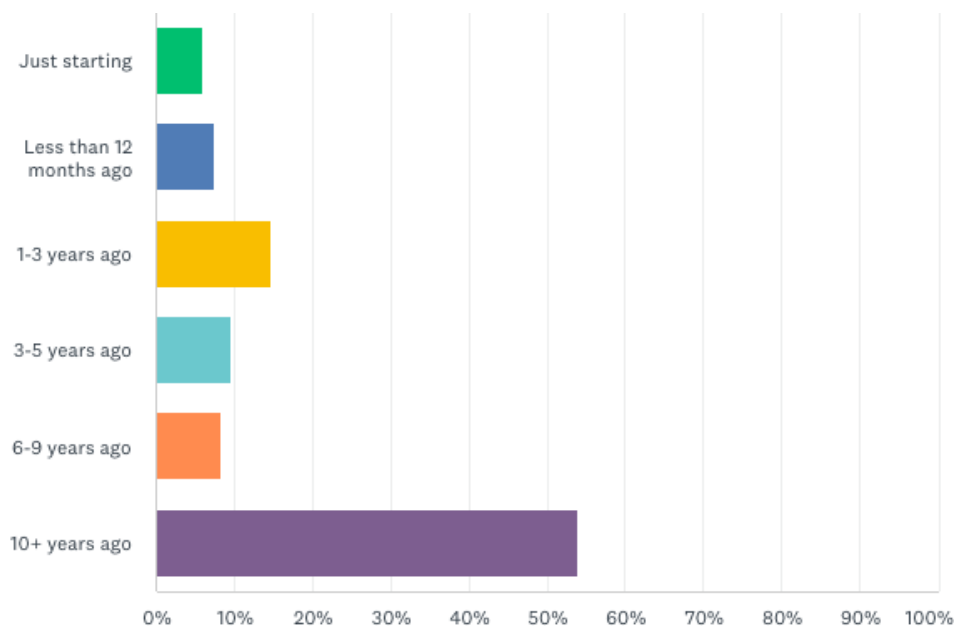


ANSWER CHOICES	RESPONSES	
▼ US dollars	35.29%	5,368
▼ Pound sterling	20.95%	3,187
▼ Euros	17.90%	2,722
▼ Other currency	11.08%	1,686
▼ Canadian dollars	6.92%	1,052
▼ Australian dollars	3.97%	604
▼ Philippine peso	0.78%	119
▼ New Zealand dollars	0.75%	114
▼ Swedish krona	0.74%	113
▼ Rather not say	0.63%	96
▼ Danish krone	0.53%	81
▼ Norwegian krone	0.45%	68
TOTAL		15,210



SECTION 2: DJ TYPE & EXPERIENCE

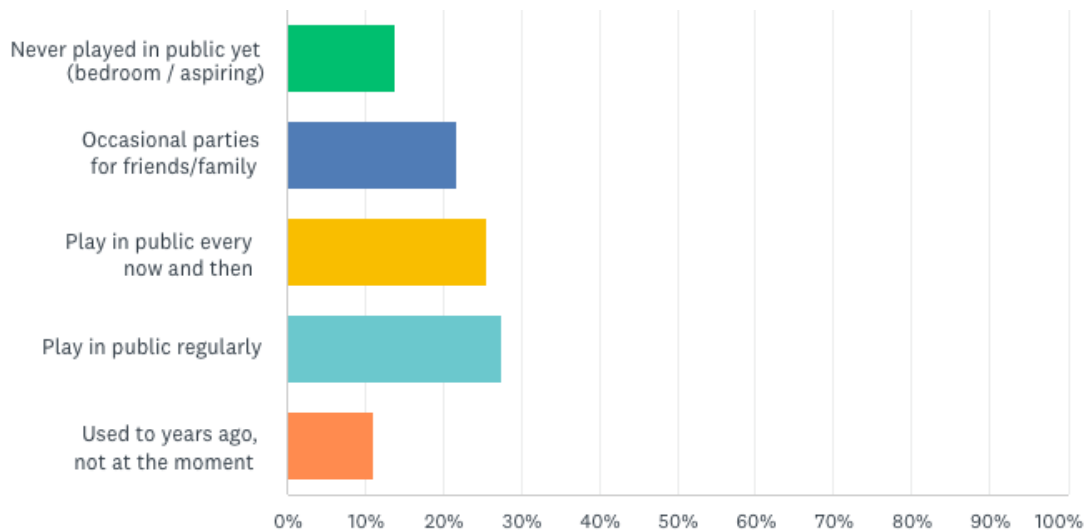
WHEN DID YOU START DJING?



ANSWER CHOICES	RESPONSES
Just starting	5.97% 985
Less than 12 months ago	7.55% 1,246
1-3 years ago	14.62% 2,413
3-5 years ago	9.54% 1,574
6-9 years ago	8.40% 1,386
10+ years ago	53.92% 8,898
TOTAL	16,502

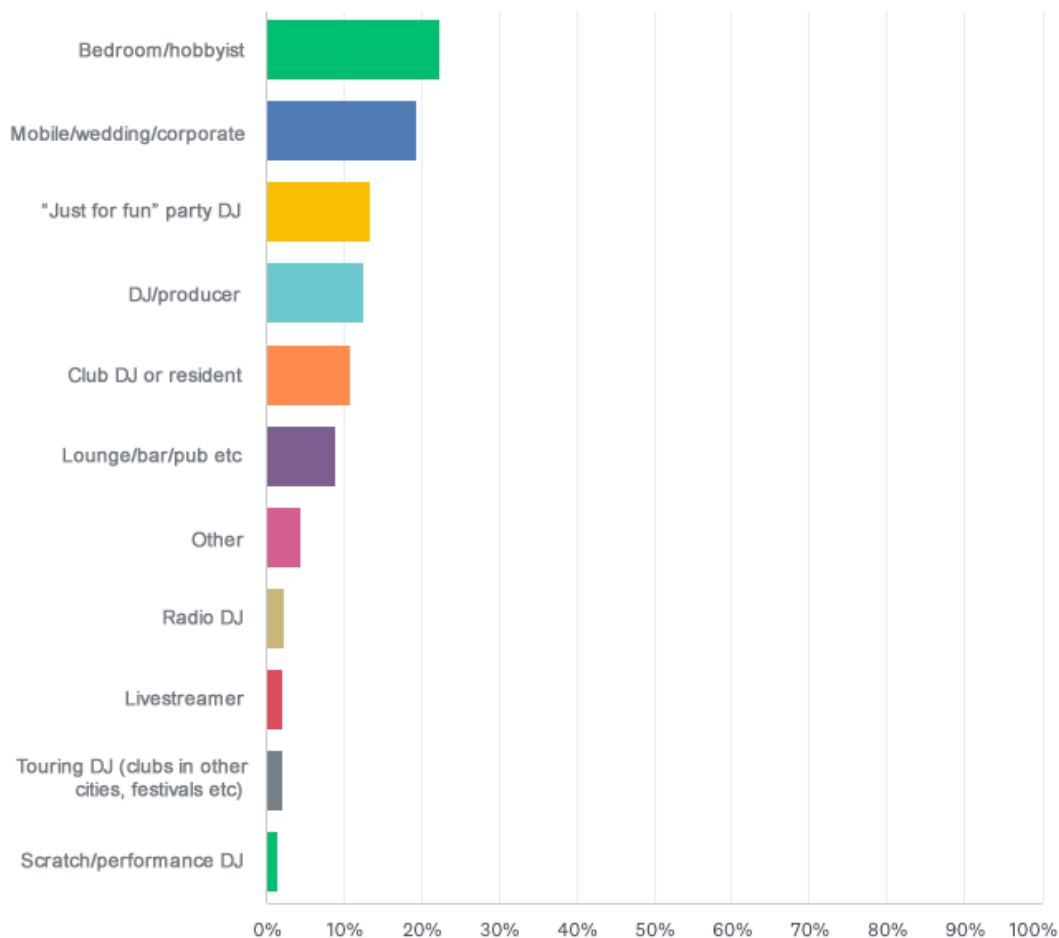


HOW OFTEN DO YOU PLAY IN PUBLIC?



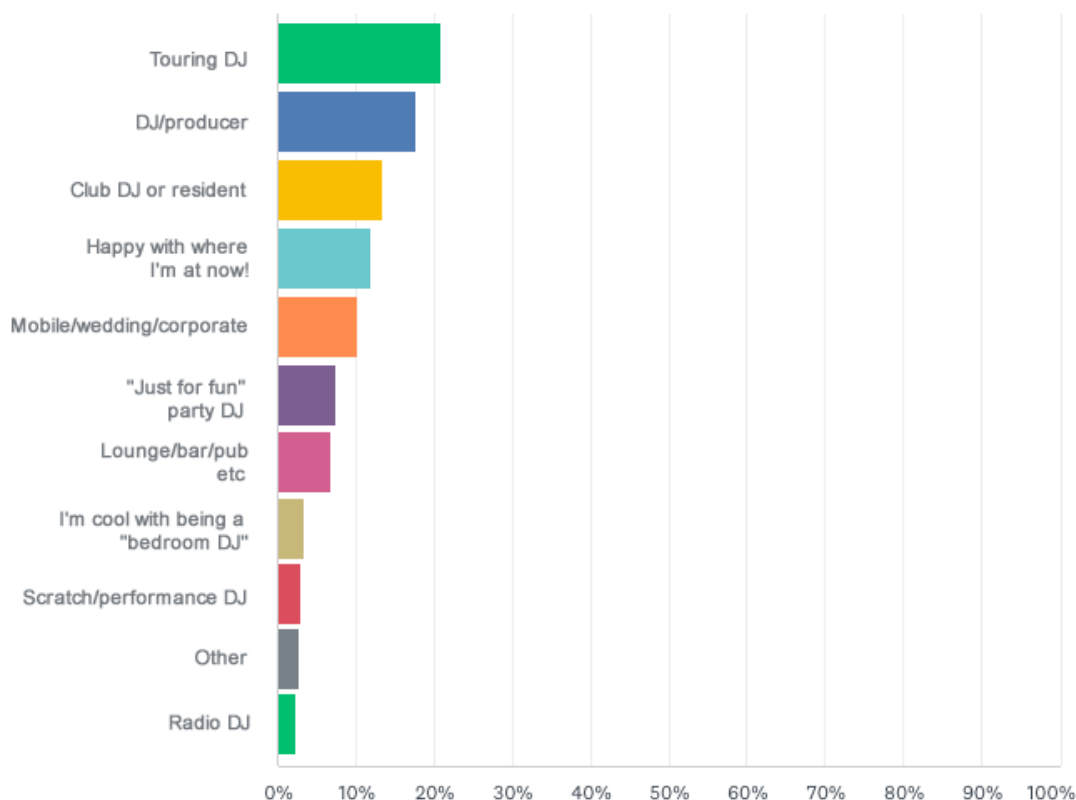
ANSWER CHOICES	RESPONSES	
▼ Never played in public yet (bedroom / aspiring)	13.90%	2,294
▼ Occasional parties for friends/family	21.80%	3,598
▼ Play in public every now and then	25.66%	4,234
▼ Play in public regularly	27.49%	4,537
▼ Used to years ago, not at the moment	11.14%	1,839
TOTAL	16,502	

WHAT TYPE OF DJ ARE YOU?



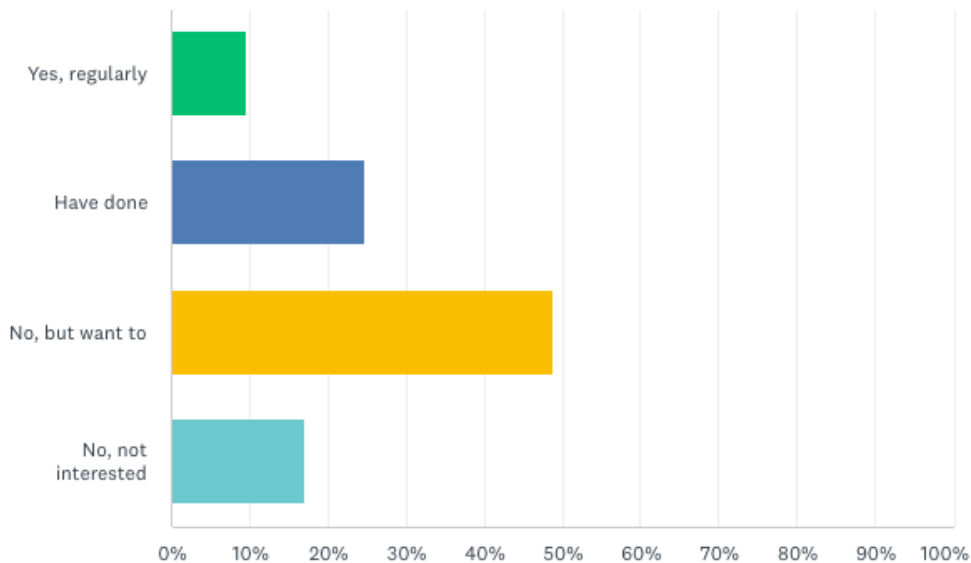
ANSWER CHOICES	RESPONSES	
▼ Bedroom/hobbyist	22.37%	3,659
▼ Mobile/wedding/corporate	19.41%	3,175
▼ "Just for fun" party DJ	13.39%	2,189
▼ DJ/producer	12.64%	2,067
▼ Club DJ or resident	10.80%	1,767
▼ Lounge/bar/pub etc	8.99%	1,471
▼ Other	4.44%	726
▼ Radio DJ (online or traditional)	2.32%	379
▼ Livestreamer	2.07%	339
▼ Touring DJ (clubs in other cities, festivals etc)	2.03%	332
▼ Scratch/performance DJ	1.53%	250
TOTAL	16,354	

WHAT TYPE OF DJ DO YOU WANT TO BE?



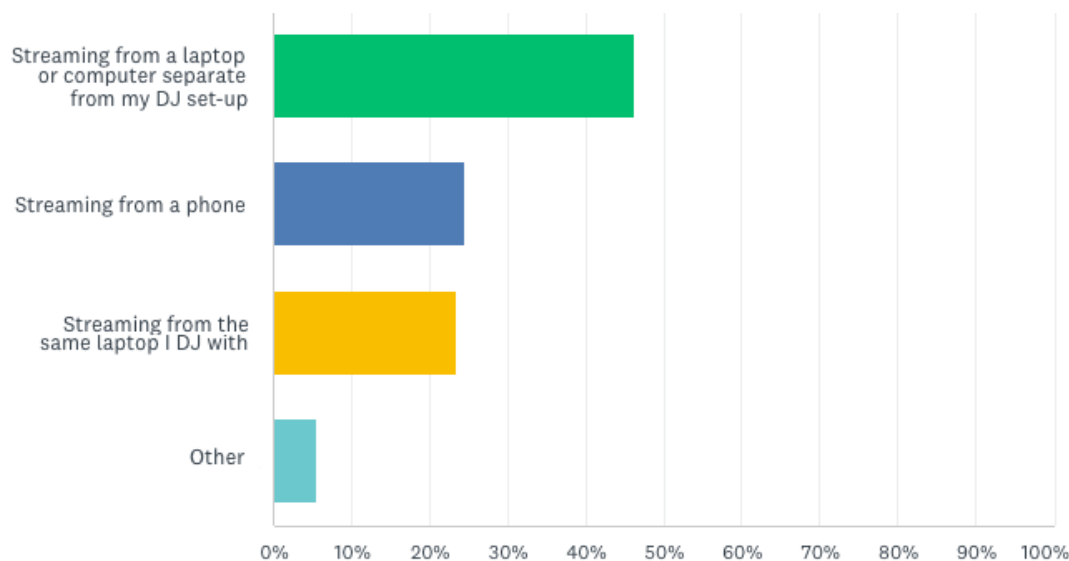
ANSWER CHOICES	RESPONSES	
▼ Touring DJ (clubs in other cities, festivals etc)	20.83%	3,305
▼ DJ/producer	17.67%	2,805
▼ Club DJ or resident	13.39%	2,125
▼ Happy with where I'm at now!	12.02%	1,907
▼ Mobile/wedding/corporate	10.30%	1,635
▼ "Just for fun" party DJ	7.45%	1,182
▼ Lounge/bar/pub etc	6.82%	1,082
▼ I'm cool with being a "bedroom DJ"	3.48%	553
▼ Scratch/performance DJ	3.00%	476
▼ Other	2.75%	436
▼ Radio DJ	2.29%	364
TOTAL	15,870	

DO YOU LIVESTREAM YOUR DJ SETS?



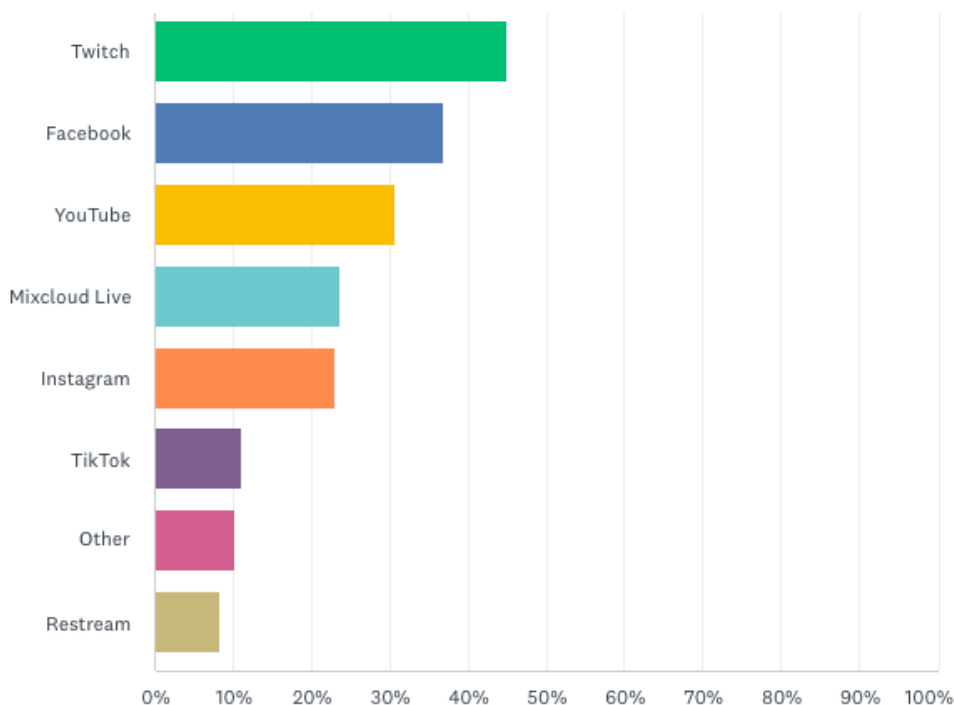
ANSWER CHOICES	RESPONSES	
▼ Yes, regularly	9.56%	1,577
▼ Have done	24.65%	4,068
▼ No, but want to	48.73%	8,042
▼ No, not interested	17.06%	2,815
TOTAL	16,502	

IF SO, HOW DO YOU LIVESTREAM?



ANSWER CHOICES	RESPONSES	
Streaming from a laptop or computer separate from my DJ set-up	46.31%	2,588
Streaming from a phone	24.61%	1,375
Streaming from the same laptop I DJ with	23.44%	1,310
Other	5.64%	315
TOTAL	5,588	

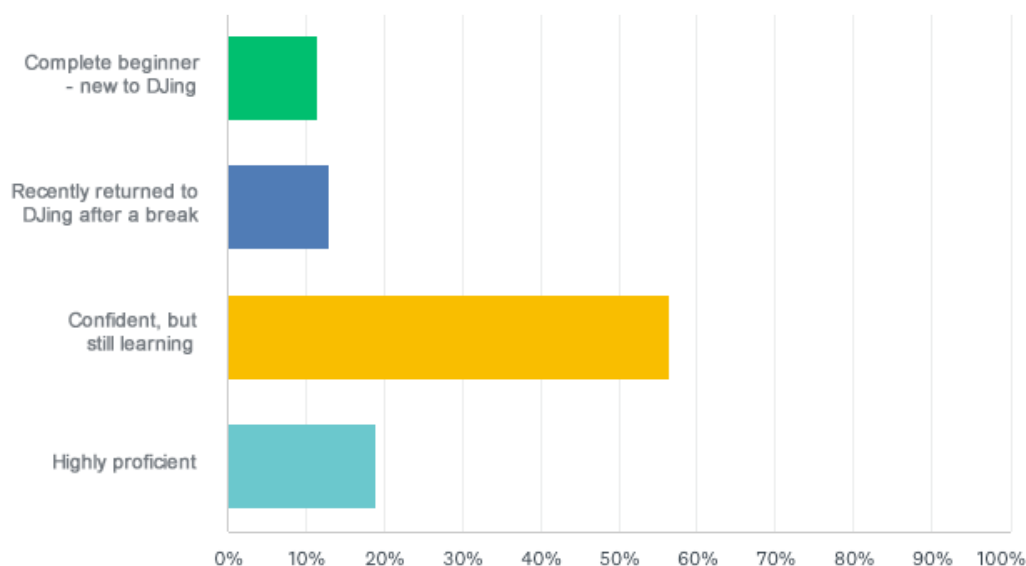
WHICH PLATFORM OR PLATFORMS DO YOU DJ LIVESTREAM ON/WITH?



ANSWER CHOICES	RESPONSES	
▼ Twitch	44.92%	2,510
▼ Facebook	36.86%	2,060
▼ YouTube	30.71%	1,716
▼ Mixcloud Live	23.73%	1,326
▼ Instagram	23.10%	1,291
▼ TikTok	11.02%	616
▼ Other	10.29%	575
▼ Restream	8.30%	464
Total Respondents: 5,588		



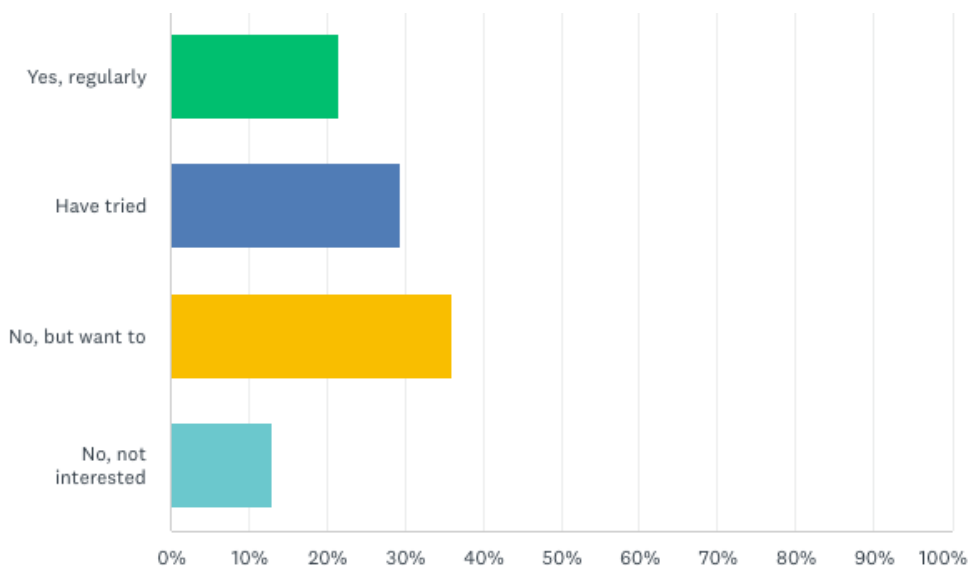
HOW WOULD YOU DESCRIBE YOUR DJ SKILL LEVEL?



ANSWER CHOICES	RESPONSES	
Complete beginner - new to DJing	11.44%	1,814
Recently returned to DJing after a break	13.00%	2,060
Confident, but still learning	56.60%	8,972
Highly proficient	18.96%	3,005
TOTAL		15,851



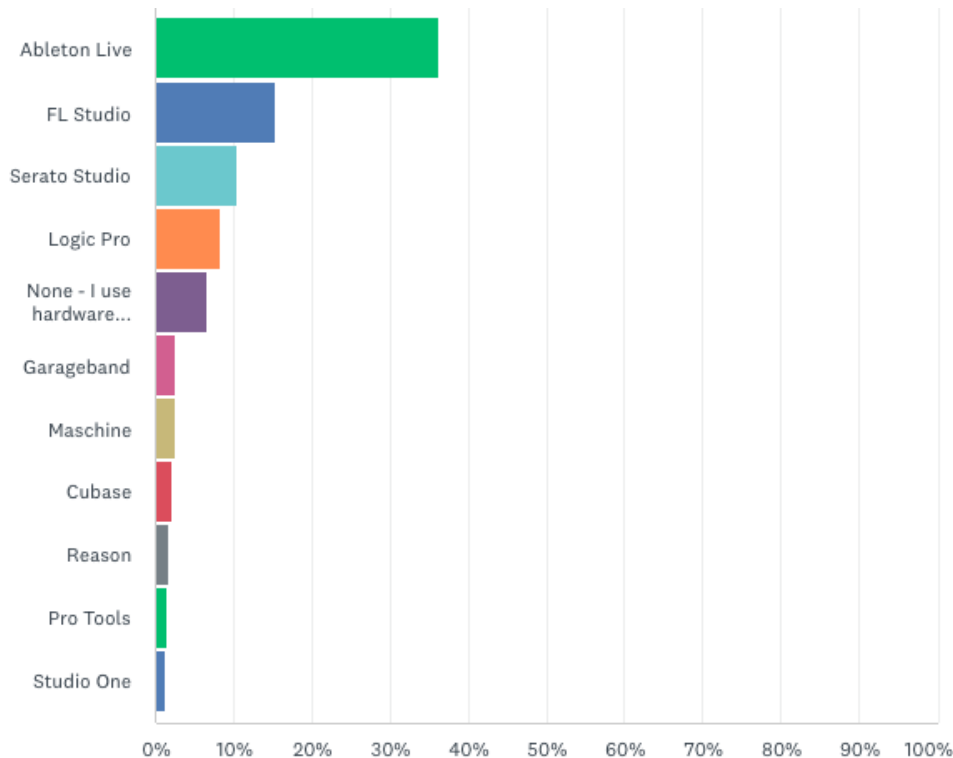
DO YOU PRODUCE YOUR OWN MUSIC?



ANSWER CHOICES	RESPONSES	
▼ Yes, regularly	21.59%	3,413
▼ Have tried	29.41%	4,648
▼ No, but want to	36.04%	5,696
▼ No, not interested	12.96%	2,048
TOTAL		15,805



IF SO, WHAT SOFTWARE DO YOU MAINLY USE TO MAKE MUSIC?

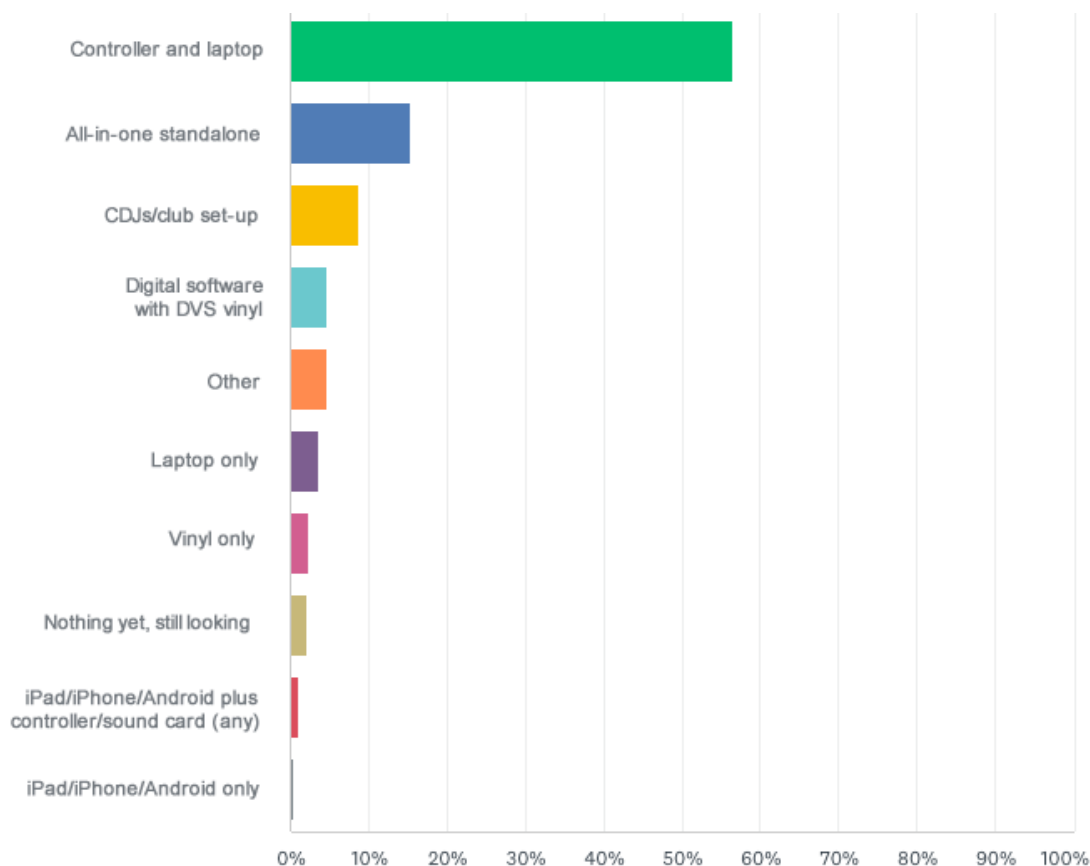


ANSWER CHOICES	RESPONSES	
▼ Ableton Live	36.26%	2,924
▼ FL Studio	15.31%	1,235
▼ Other	11.52%	929
▼ Serato Studio	10.47%	844
▼ Logic Pro	8.25%	665
▼ None - I use hardware exclusively	6.55%	528
▼ Garageband	2.59%	209
▼ Maschine	2.49%	201
▼ Cubase	2.11%	170
▼ Reason	1.67%	135
▼ Pro Tools	1.50%	121
▼ Studio One	1.28%	103
TOTAL		8,064



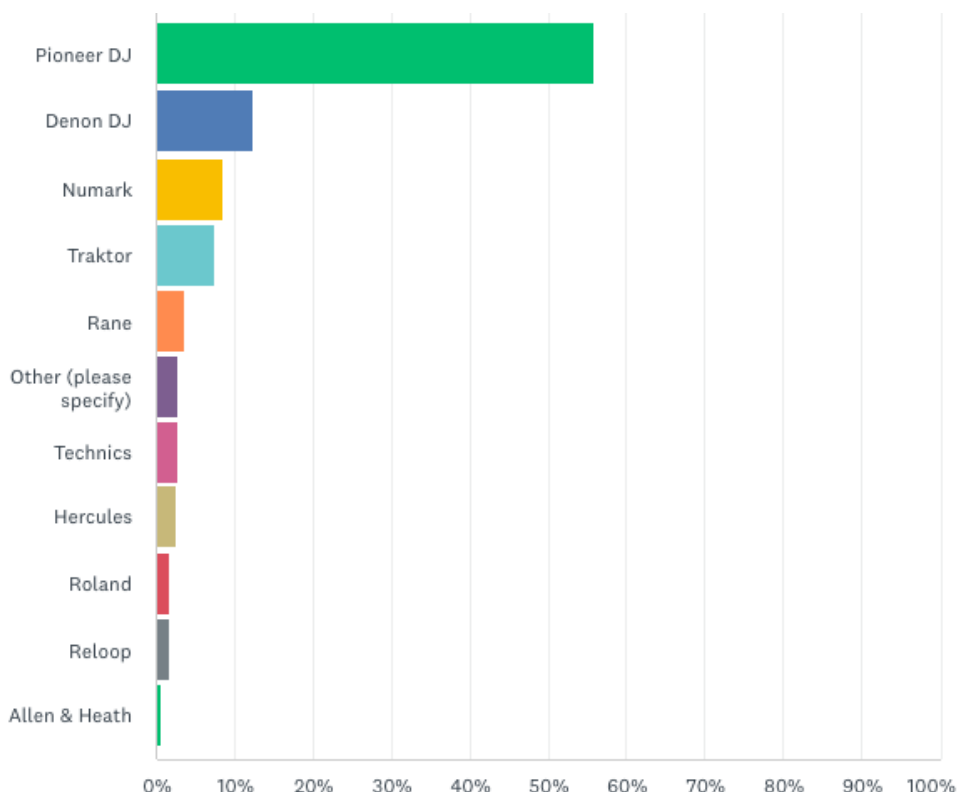
SECTION 3: DJ SET-UP (HARDWARE, SOFTWARE, ETC.)

WHAT'S YOUR MAIN DJ SET UP?



ANSWER CHOICES	RESPONSES	
▼ Controller and laptop	56.51%	8,878
▼ All-in-one standalone DJ system	15.43%	2,424
▼ CDJs/club set-up	8.77%	1,378
▼ Digital software with DVS vinyl	4.74%	744
▼ Other	4.69%	737
▼ Laptop only	3.65%	574
▼ Vinyl only - (turntables & vinyl)	2.41%	378
▼ Nothing yet, still looking	2.16%	339
▼ iPad/iPhone/Android plus controller/sound card (any)	1.12%	176
▼ iPad/iPhone/Android only	0.53%	83
TOTAL	15,711	

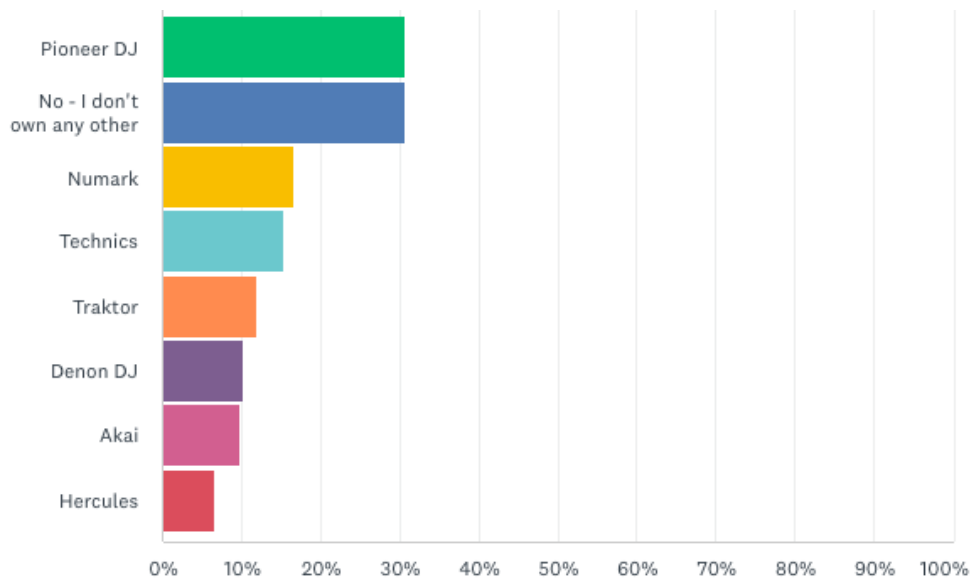
WHAT'S THE MAIN BRAND OF HARDWARE YOU OWN?



ANSWER CHOICES	RESPONSES	
▼ Pioneer DJ	55.87%	7,805
▼ Denon DJ	12.33%	1,722
▼ Numark	8.61%	1,203
▼ Traktor	7.55%	1,054
▼ Rane	3.58%	500
▼ Other	2.83%	395
▼ Technics	2.69%	376
▼ Hercules	2.60%	363
▼ Roland	1.71%	239
▼ Reloop	1.60%	224
▼ Allen & Heath	0.63%	88
TOTAL		13,969

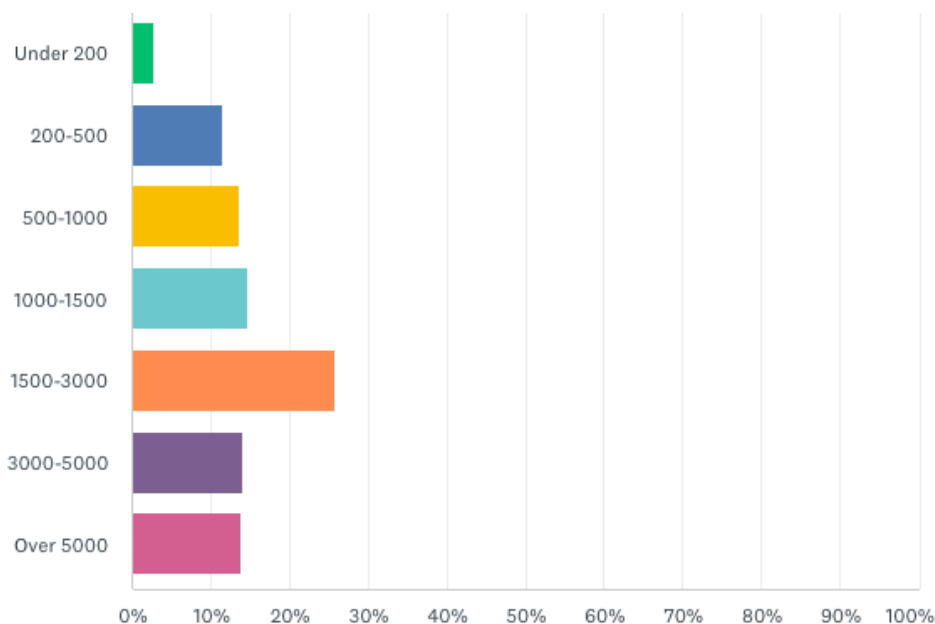


DO YOU OWN HARDWARE FROM OTHER BRANDS?



ANSWER CHOICES	RESPONSES	
▼ Pioneer DJ	30.75%	4,265
▼ No - I don't own any other brands	30.67%	4,254
▼ Numark	16.72%	2,320
▼ Technics	15.33%	2,126
▼ Traktor	11.92%	1,653
▼ Denon DJ	10.25%	1,422
▼ Akai	9.81%	1,361
▼ Other	7.94%	1,101
▼ Hercules	6.53%	906
▼ Rane	5.85%	812
▼ Reloop	5.75%	798
▼ Roland	5.65%	784
▼ Allen & Heath	4.47%	620
▼ Vestax	3.74%	519
▼ Stanton	3.37%	468
▼ Gemini	2.93%	406
▼ Mixars	0.84%	116
Total Respondents: 13,872		

HOW MUCH DID YOU SPEND ON YOUR CURRENT SET-UP?

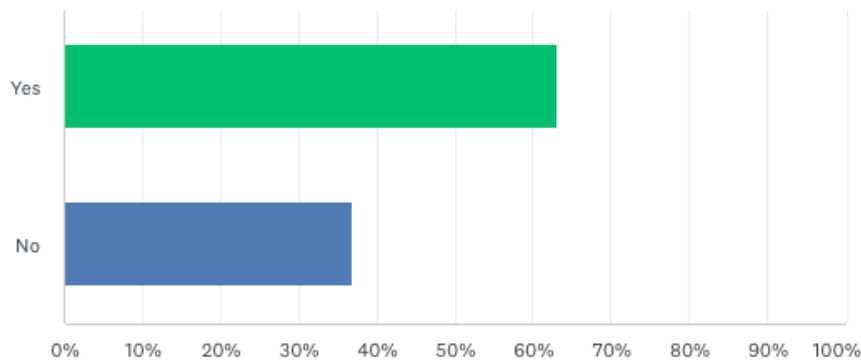


ANSWER CHOICES	RESPONSES
Under 200	2.67% 391
200-500	11.53% 1,687
500-1000	13.56% 1,984
1000-1500	14.71% 2,152
1500-3000	25.76% 3,769
3000-5000	14.14% 2,069
Over 5000	13.85% 2,027
Other	3.79% 554
TOTAL	14,633

All amounts converted to US\$

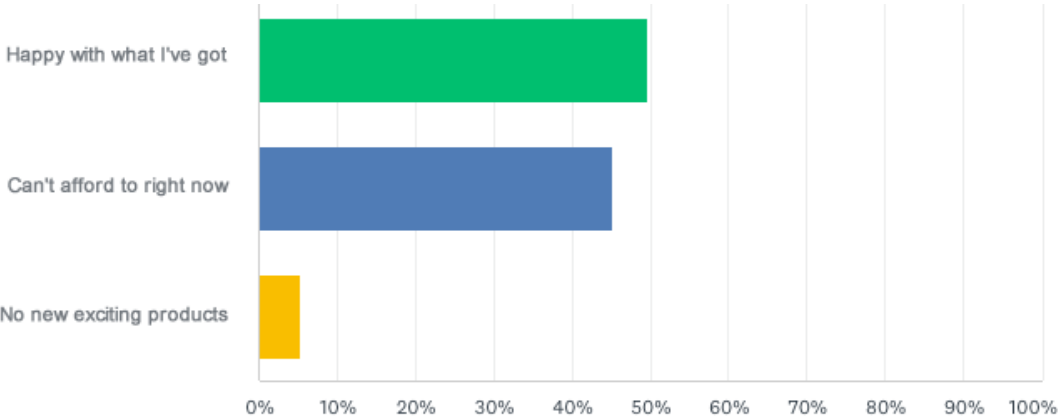
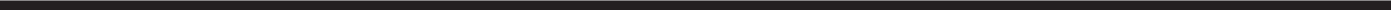


DO YOU PLAN TO UPGRADE YOUR SET-UP IN THE NEXT 12 MONTHS?



ANSWER CHOICES	RESPONSES	
Yes	63.14%	9,597
No	36.86%	5,602
TOTAL		15,199

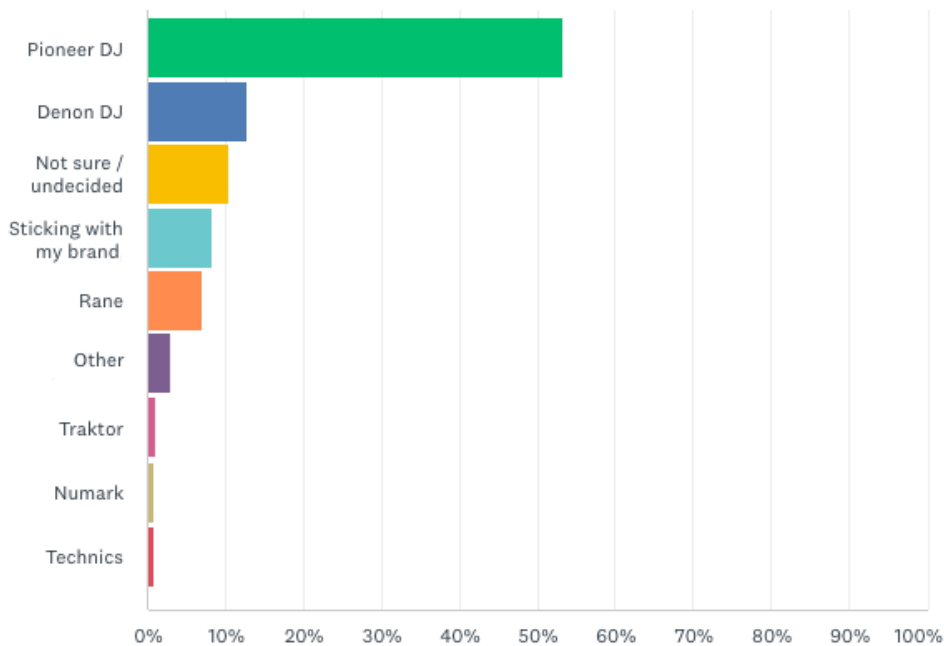
IF NOT, WHY NOT?



ANSWER CHOICES	RESPONSES	
Happy with what I've got	49.59%	2,787
Can't afford to right now	45.11%	2,535
No new exciting products	5.30%	298
TOTAL	5,620	

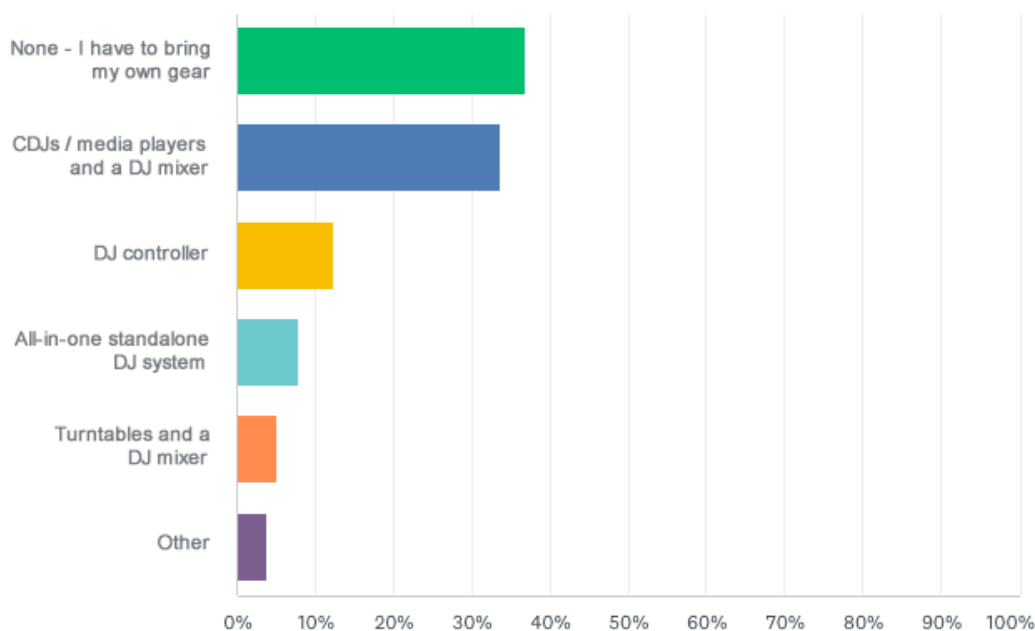


WHICH BRAND DO YOU MOST WANT TO UPGRADE TO?



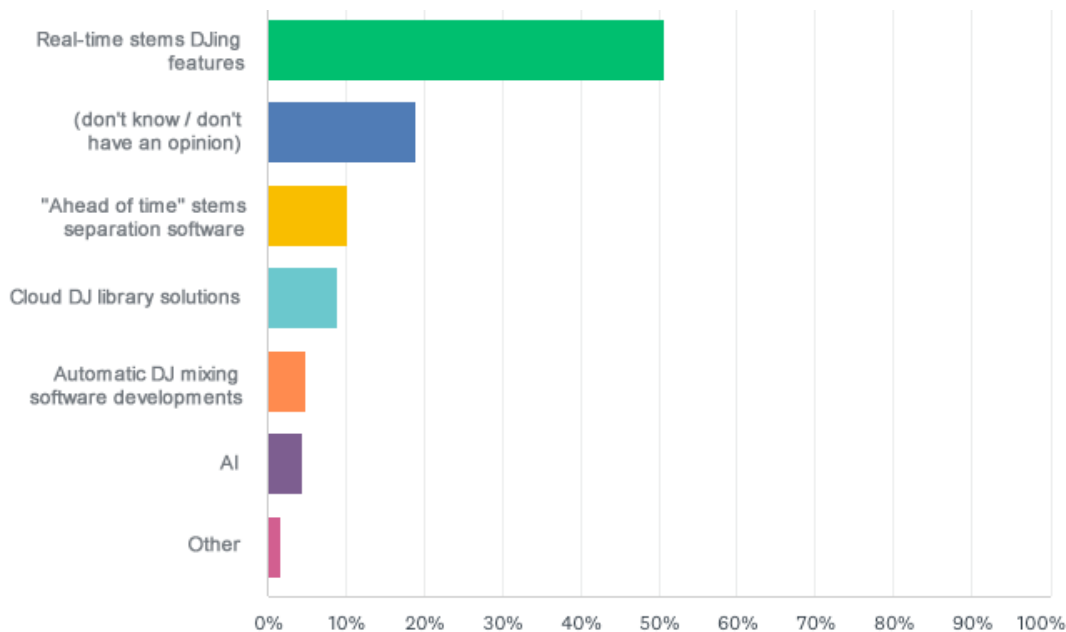
ANSWER CHOICES	RESPONSES	
▼ Pioneer DJ	53.34%	5,121
▼ Denon DJ	12.71%	1,220
▼ Not sure / undecided	10.34%	993
▼ Sticking with my brand, just upgrading/updating	8.42%	808
▼ Rane	6.97%	669
▼ Other	2.94%	282
▼ Traktor	1.04%	100
▼ Numark	0.92%	88
▼ Technics	0.84%	81
▼ Allen & Heath	0.75%	72
▼ Reloop	0.64%	61
▼ Roland	0.56%	54
▼ Hercules	0.50%	48
▼ Mixars	0.04%	4
TOTAL		9,601

IN THE VENUES YOU PLAY AT, WHAT DJ GEAR IS PROVIDED FOR YOU TO USE?



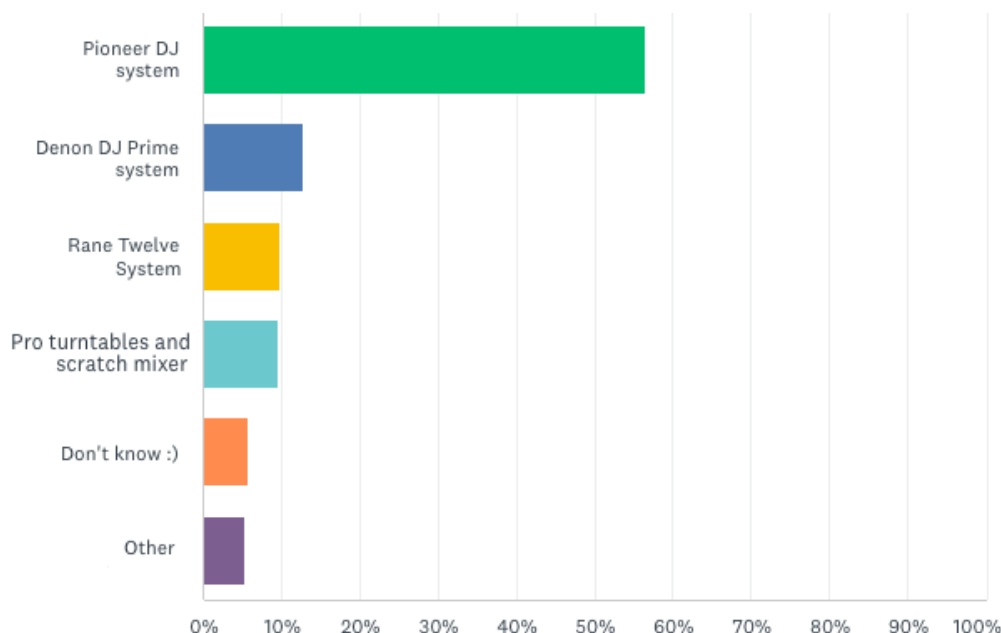
ANSWER CHOICES	RESPONSES	
▼ None - I have to bring my own gear	36.94%	1,324
▼ CDJs / media players and a DJ mixer	33.62%	1,205
▼ DJ controller	12.47%	447
▼ All-in-one standalone DJ system	7.92%	284
▼ Turntables and a DJ mixer	5.22%	187
▼ Other	3.82%	137
TOTAL		3,584

WHICH OF THESE TECH DEVELOPMENTS HAS MOST EXCITED YOU IN THE PAST 12 MONTHS?



ANSWER CHOICES	RESPONSES	
▼ Real-time stems DJing features (eg as in Serato, VirtualDJ, Rekordbox, djay Pro)	50.76%	7,844
▼ (don't know / don't have an opinion)	19.01%	2,938
▼ "Ahead of time" stems separation software (eg RipX, UVR, LALAL.AI)	10.18%	1,573
▼ Cloud DJ library solutions (eg Rekordbox Cloud/CloudDirectPlay, Engine DJ Cloud Database)	9.04%	1,397
▼ Automatic DJ mixing software developments (ie DJ.Studio)	4.85%	749
▼ AI (eg using ChatGPT for set planning, using AI tools to assist in writing music)	4.52%	698
▼ Other	1.63%	252
TOTAL	15,452	

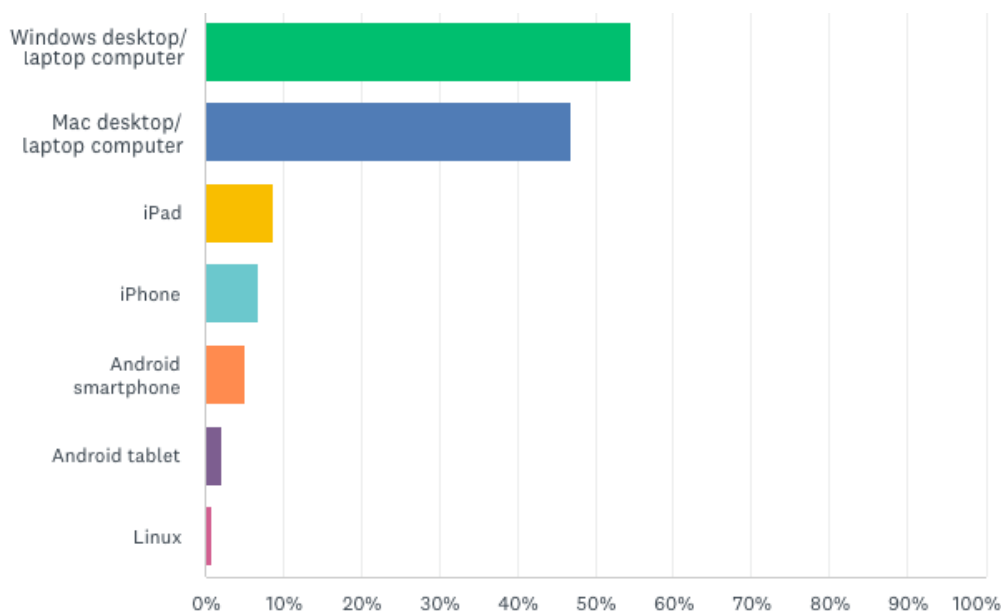
IF MONEY WERE NO OBJECT, WHICH OF THESE TOP END CLUB SYSTEMS WOULD BE YOUR FIRST CHOICE?



ANSWER CHOICES	RESPONSES	
▼ Pioneer DJ system (2 x CDJ-3000 players & 1 x DJM-A9 mixer)	56.54%	8,723
▼ Denon DJ Prime system (2 x SC6000 / SC6000M Prime players & 1 x X1850 Prime mixer)	12.77%	1,970
▼ Rane Twelve System (2 x Twelve Mk II Decks & 1 x Seventy Two MkII Mixer)	9.85%	1,520
▼ Pro turntables and scratch mixer (such as 2 x Pioneer PLX-CRSS12s and 1 x DJM-S11)	9.64%	1,488
▼ Don't know :)	5.81%	896
▼ Other	5.39%	831
TOTAL	15,428	



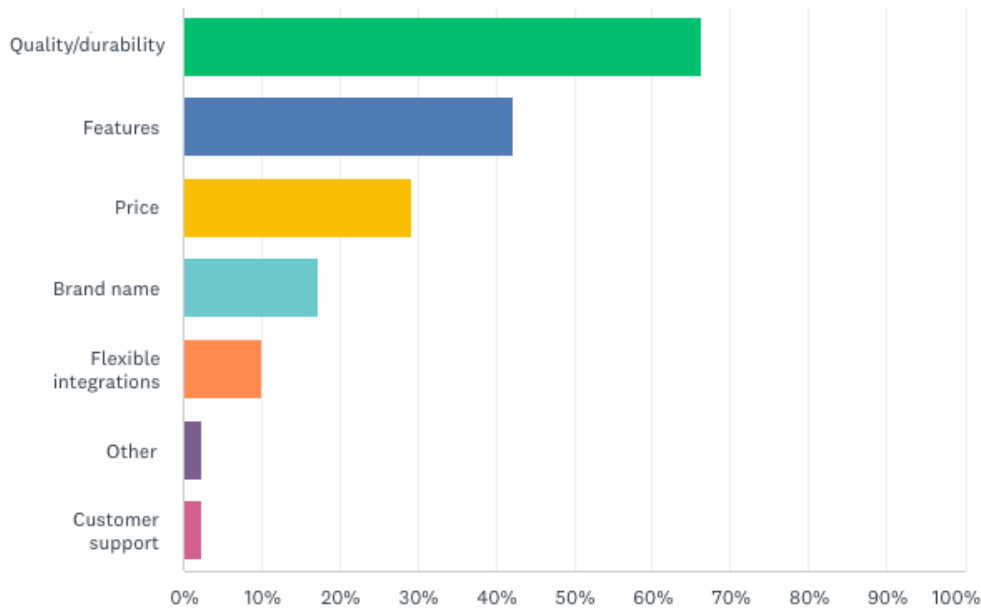
WHICH OF THESE COMPUTING DEVICES DO YOU HAVE AND USE REGULARLY?



ANSWER CHOICES	RESPONSES	
Windows desktop/laptop computer	54.64%	8,415
Mac desktop/laptop computer	46.87%	7,218
iPad	8.82%	1,358
iPhone	6.88%	1,059
Android smartphone	5.21%	803
Android tablet	2.10%	324
Linux	0.80%	123
Total Respondents: 15,400		

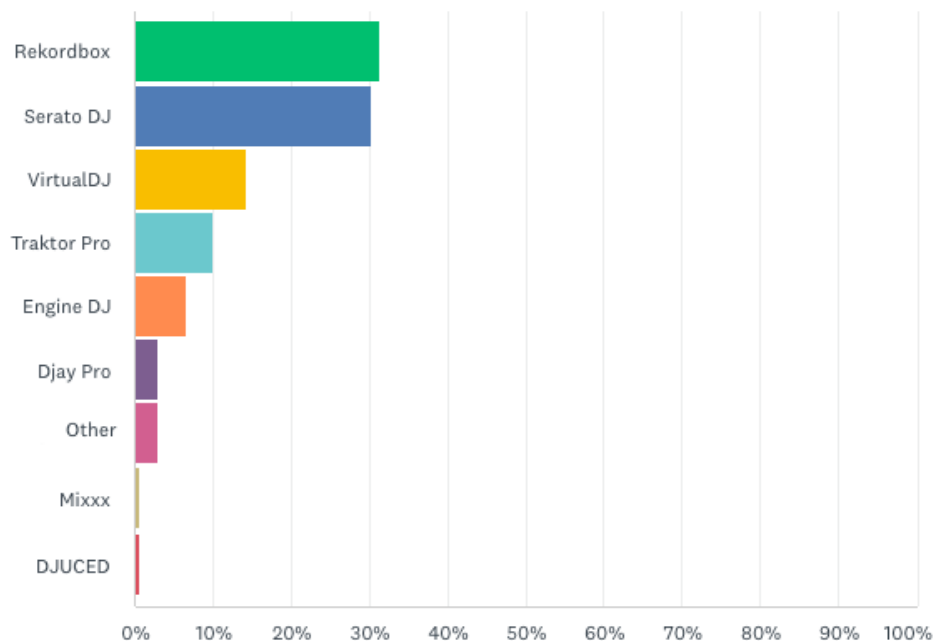


WHAT'S MOST IMPORTANT TO YOU WHEN CHOOSING WHAT GEAR TO BUY?



ANSWER CHOICES	RESPONSES	
▼ Quality/durability	66.36%	10,219
▼ Features	42.13%	6,488
▼ Price	29.12%	4,484
▼ Brand name	17.31%	2,666
▼ Flexible integrations	9.98%	1,537
▼ Other	2.44%	376
▼ Customer support	2.44%	375
Total Respondents: 15,400		

WHAT SOFTWARE DO YOU USE TO DJ?

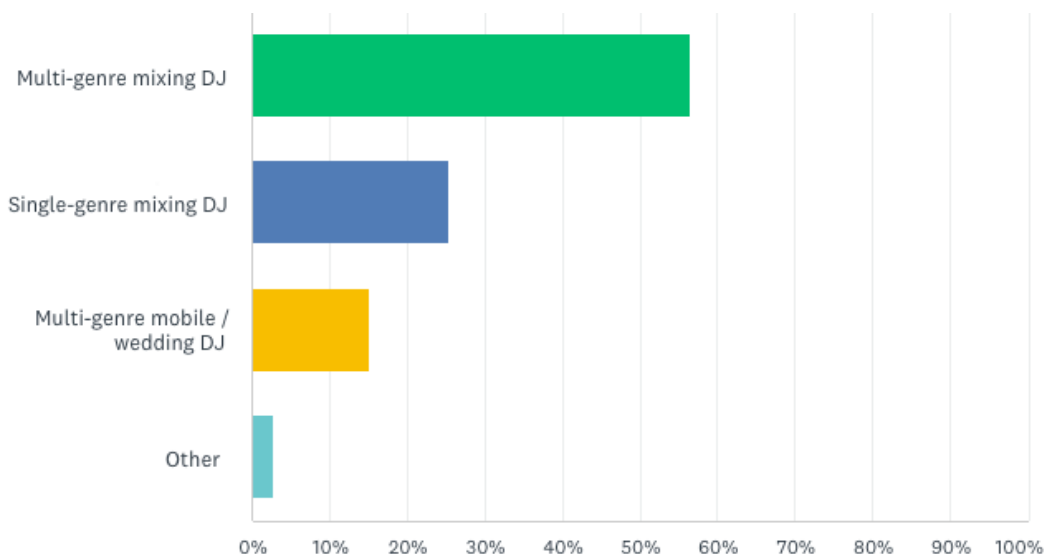


ANSWER CHOICES	RESPONSES	
▼ Rekordbox	31.26%	4,740
▼ Serato DJ	30.27%	4,589
▼ VirtualDJ	14.26%	2,162
▼ Traktor Pro	10.08%	1,529
▼ Engine DJ	6.66%	1,010
▼ Djay Pro	3.07%	465
▼ Other	3.03%	460
▼ Mixxx	0.71%	107
▼ DJUCED	0.66%	100
TOTAL		15,162



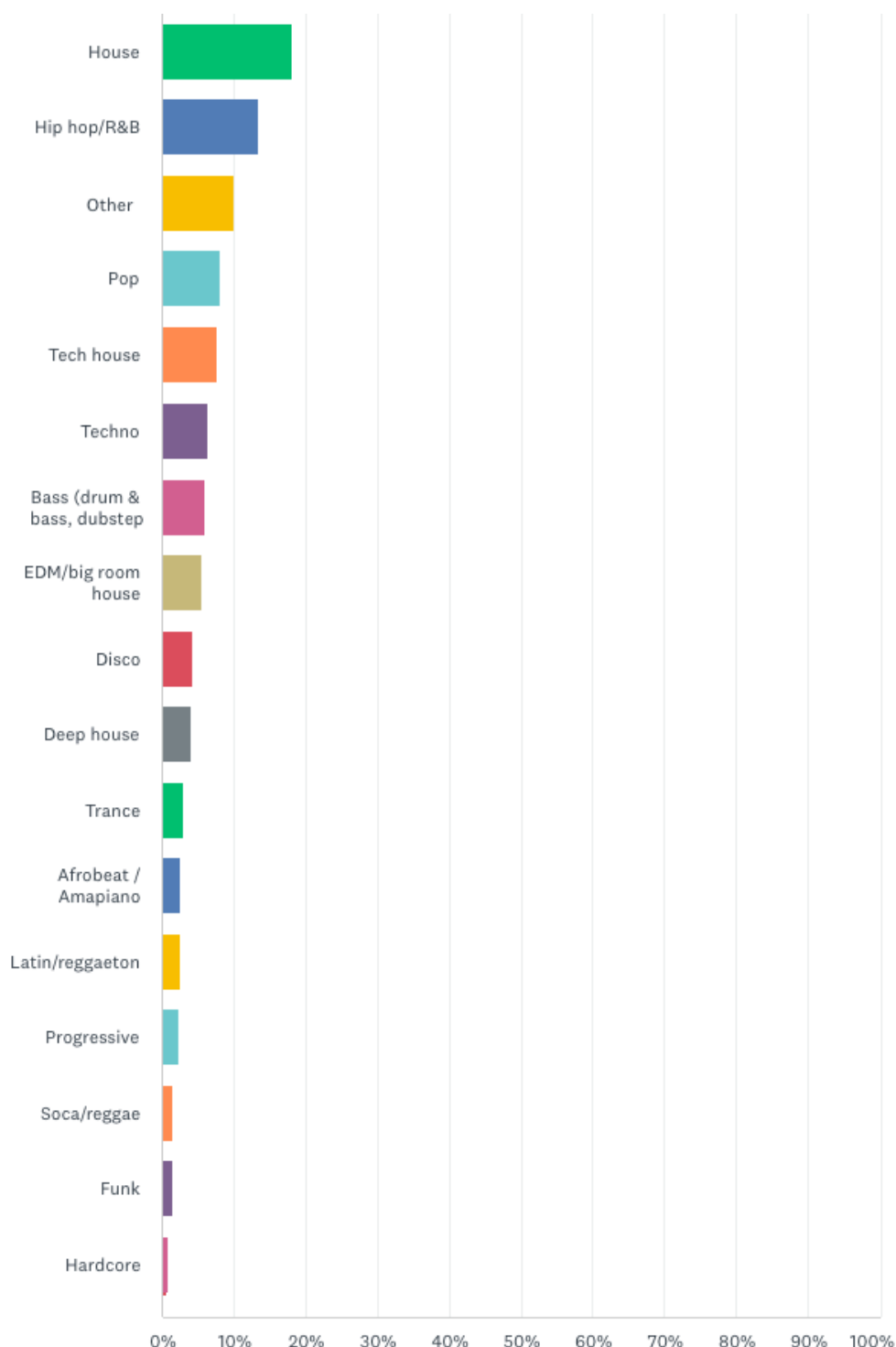
SECTION 4: MUSIC STYLES & SOURCING OF TUNES

WHICH OF THESE BEST DESCRIBES YOUR DJ STYLE?



ANSWER CHOICES	RESPONSES	
Multi-genre mixing DJ (ie "open format")	56.60%	8,710
Single-genre mixing DJ (for example "house", "trance" or "hip hop")	25.42%	3,912
Multi-genre mobile / wedding DJ	15.17%	2,334
Other	2.81%	433
TOTAL		15,389

WHAT'S THE ONE GENRE YOU MOSTLY PLAY OUT WHEN DJING?

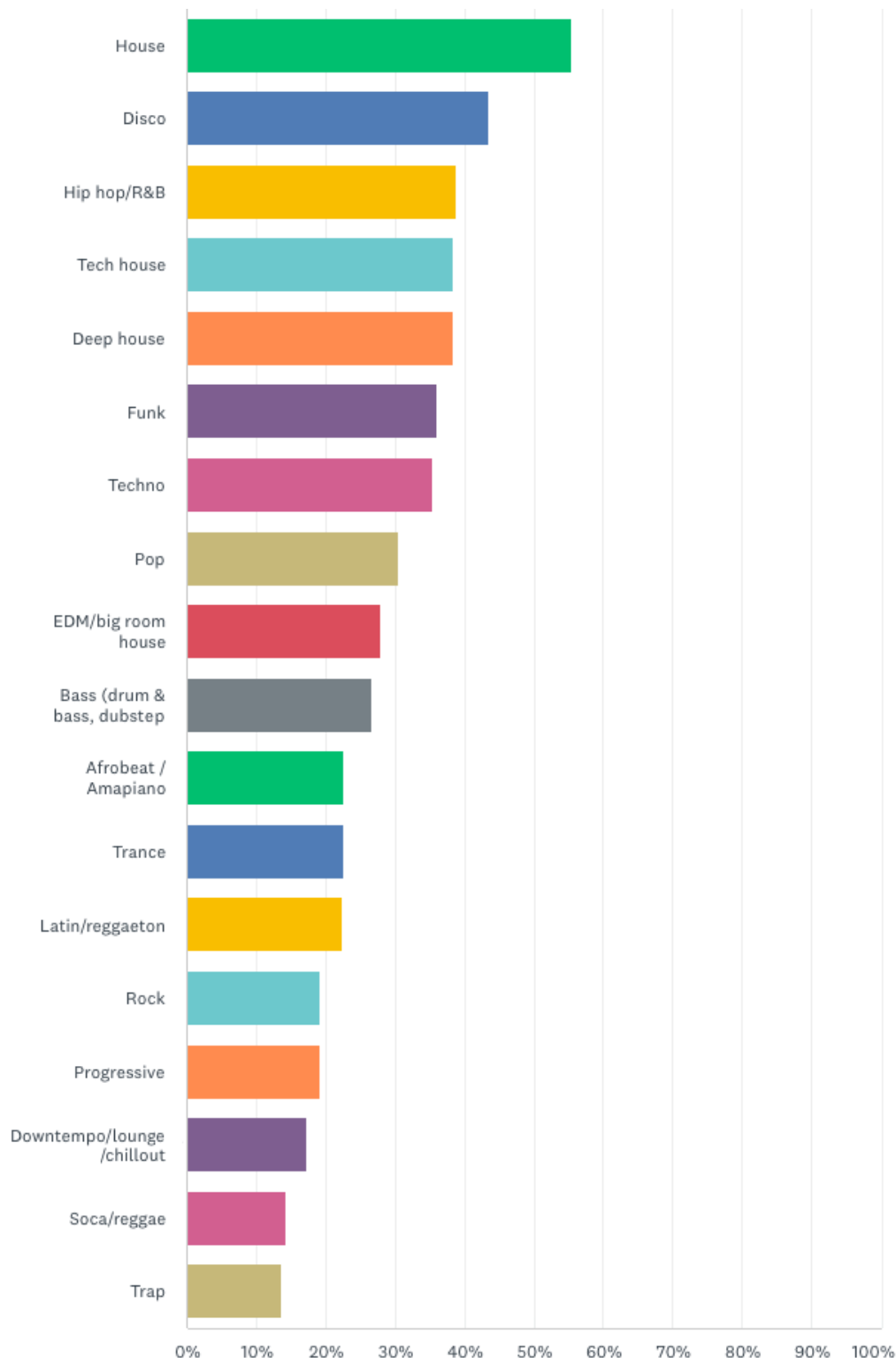


WHAT'S THE ONE GENRE YOU MOSTLY PLAY OUT WHEN DJING? CONT.

ANSWER CHOICES	RESPONSES	
▼ House	18.16%	2,791
▼ Hip hop/R&B	13.49%	2,073
▼ Other	10.07%	1,548
▼ Pop	8.11%	1,246
▼ Tech house	7.76%	1,193
▼ Techno	6.40%	984
▼ Bass (drum & bass, dubstep, breaks)	6.05%	930
▼ EDM/big room house	5.61%	862
▼ Disco	4.33%	666
▼ Deep house	4.11%	632
▼ Trance	2.97%	456
▼ Afrobeat / Amapiano	2.56%	394
▼ Latin/reggaeton	2.47%	380
▼ Progressive	2.26%	348
▼ Soca/reggae	1.54%	236
▼ Funk	1.53%	235
▼ Hardcore	0.89%	137
▼ Indie dance	0.77%	118
▼ Downtempo/lounge/chillout	0.63%	97
▼ Trap	0.30%	46
TOTAL	15,372	



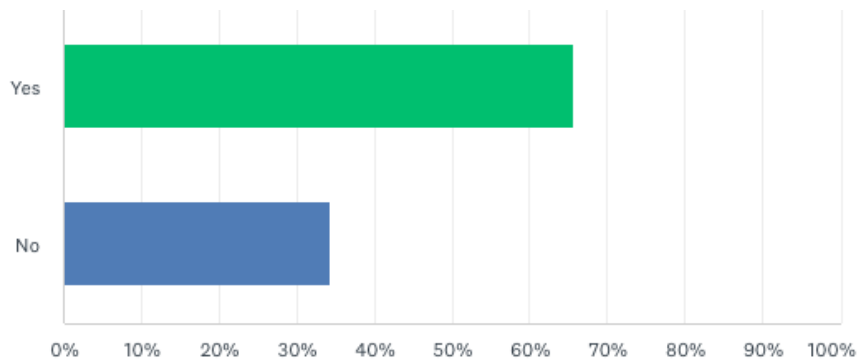
WHAT OTHER GENRES DO YOU LIKE TO DJ WITH?



WHAT OTHER GENRES DO YOU LIKE TO DJ WITH? CONT.

ANSWER CHOICES	RESPONSES	
▼ House	55.48%	8,518
▼ Disco	43.51%	6,680
▼ Hip hop/R&B	38.72%	5,945
▼ Tech house	38.42%	5,898
▼ Deep house	38.36%	5,889
▼ Funk	36.02%	5,530
▼ Techno	35.39%	5,433
▼ Pop	30.48%	4,680
▼ EDM/big room house	28.03%	4,303
▼ Bass (drum & bass, dubstep, breaks)	26.60%	4,084
▼ Afrobeat / Amapiano	22.69%	3,484
▼ Trance	22.62%	3,473
▼ Latin/reggaeton	22.32%	3,427
▼ Rock	19.26%	2,957
▼ Progressive	19.20%	2,947
▼ Downtempo/lounge/chillout	17.33%	2,660
▼ Soca/reggae	14.36%	2,204
▼ Trap	13.67%	2,099
▼ Indie dance	13.00%	1,996
▼ Other	9.23%	1,417
▼ Country	8.20%	1,259
▼ Hardstyle	8.12%	1,247
▼ Hardcore	6.91%	1,061
Total Respondents: 15,352		

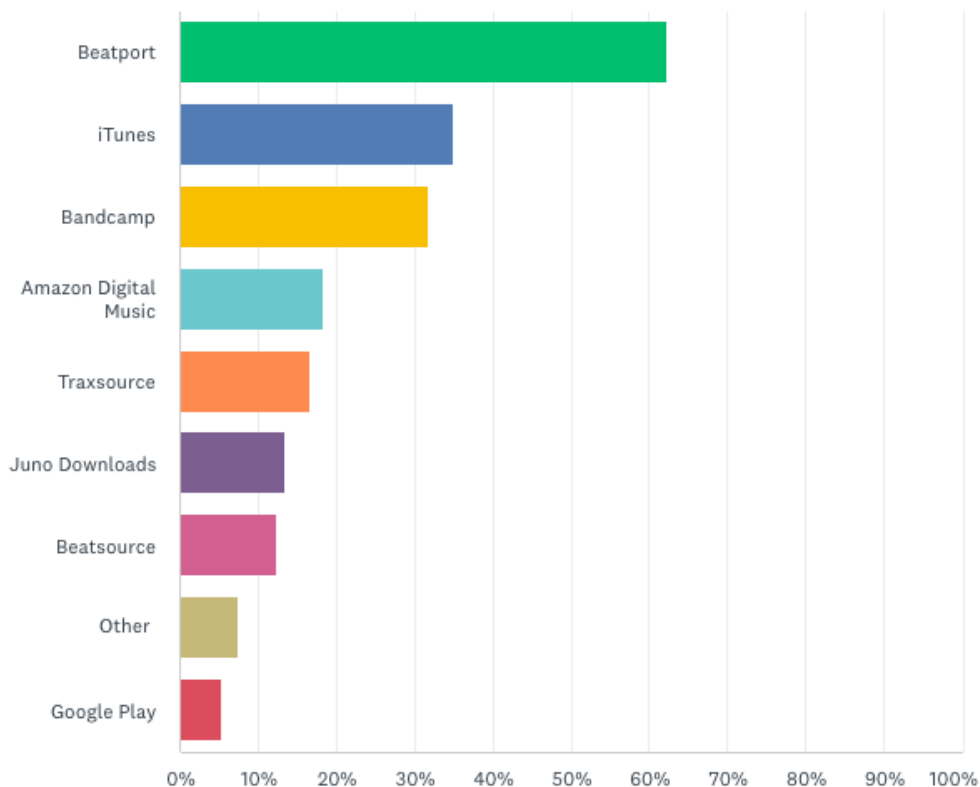
DO YOU BUY MUSIC FROM ONLINE DOWNLOAD STORES?



ANSWER CHOICES	RESPONSES	
Yes	65.69%	10,079
No	34.31%	5,264
TOTAL		15,343

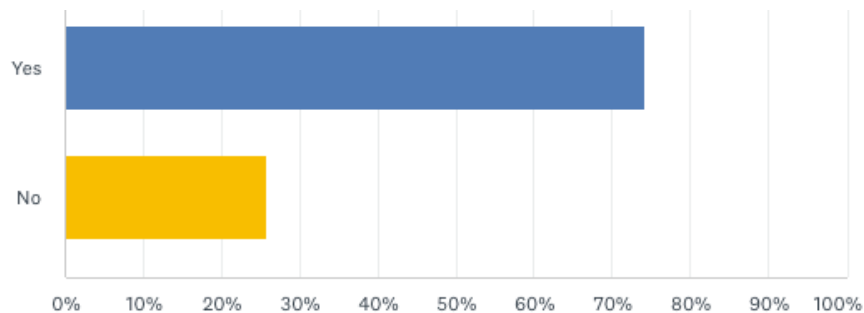


WHICH OF THESE DOWNLOAD STORES DO YOU CURRENTLY/REGULARLY USE?



ANSWER CHOICES	RESPONSES	
Beatport	62.22%	6,280
iTunes	34.99%	3,532
Bandcamp	31.76%	3,206
Amazon Digital Music	18.27%	1,844
Traxsource	16.67%	1,683
Juno Downloads	13.44%	1,356
Beatsource	12.36%	1,247
Other	7.46%	753
Google Play	5.33%	538
Total Respondents: 10,093		

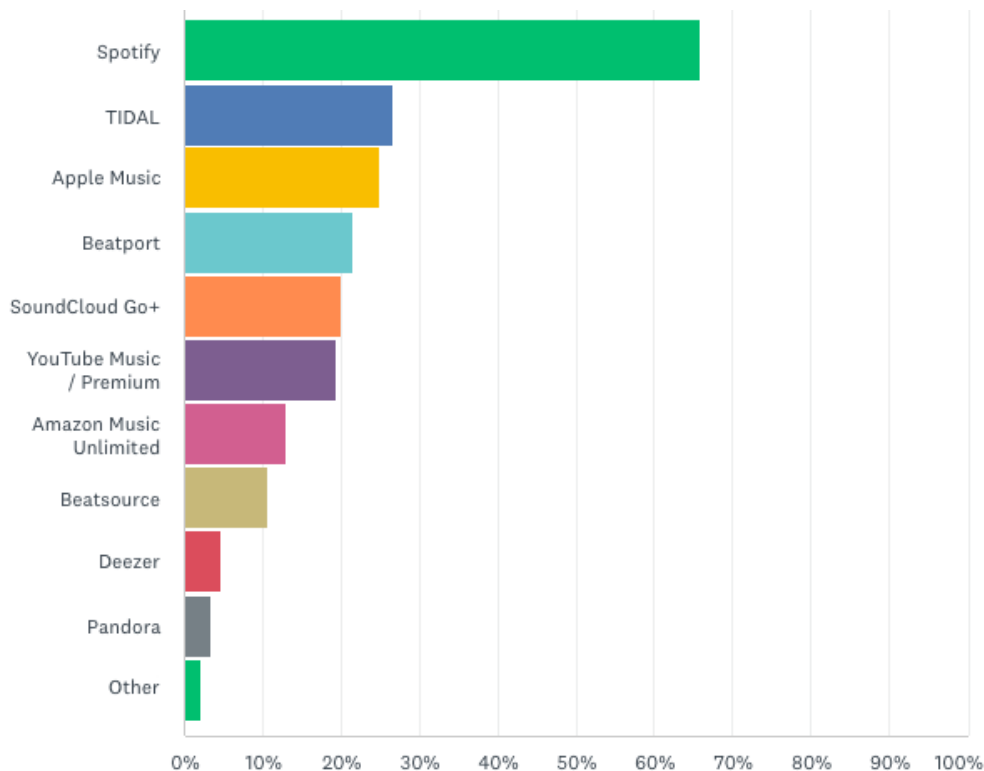
DO YOU USE A STREAMING MUSIC SERVICE (SUCH AS SPOTIFY OR APPLE MUSIC)?



ANSWER CHOICES	RESPONSES	
Yes	74.23%	11,383
No	25.77%	3,952
TOTAL	15,335	

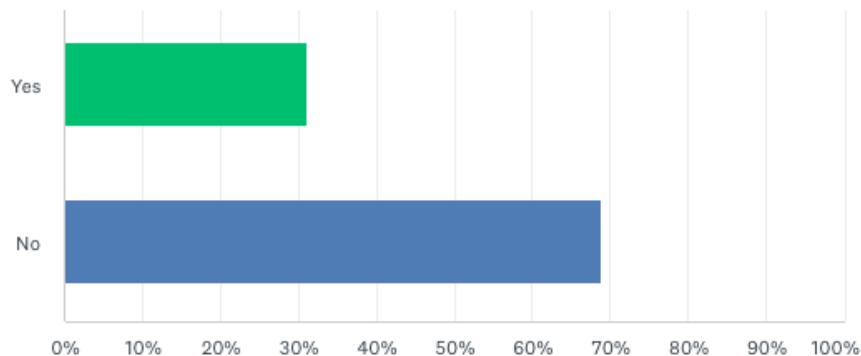


WHICH OF THESE STREAMING SERVICES DO YOU SUBSCRIBE TO?



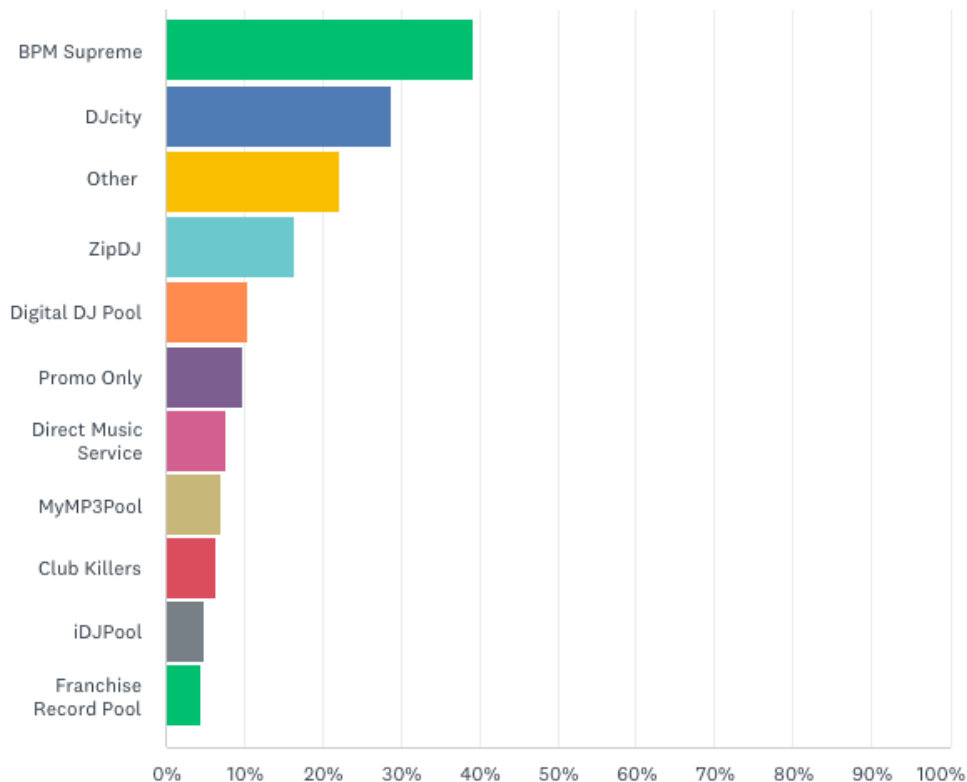
ANSWER CHOICES	RESPONSES
▼ Spotify	65.82% 7,504
▼ TIDAL	26.60% 3,033
▼ Apple Music	25.05% 2,856
▼ Beatport	21.56% 2,458
▼ SoundCloud Go+	20.02% 2,283
▼ YouTube Music / Premium	19.30% 2,200
▼ Amazon Music Unlimited	12.91% 1,472
▼ Beatsource	10.66% 1,215
▼ Deezer	4.64% 529
▼ Pandora	3.46% 394
▼ Other	2.15% 245
▼ Qobuz	0.35% 40
Total Respondents: 11,401	

DO YOU SUBSCRIBE TO A DJ DOWNLOAD POOL?



ANSWER CHOICES	RESPONSES	
Yes	31.12%	4,769
No	68.88%	10,554
TOTAL		15,323

WHICH DJ DOWNLOAD POOL OR POOLS DO YOU SUBSCRIBE TO?



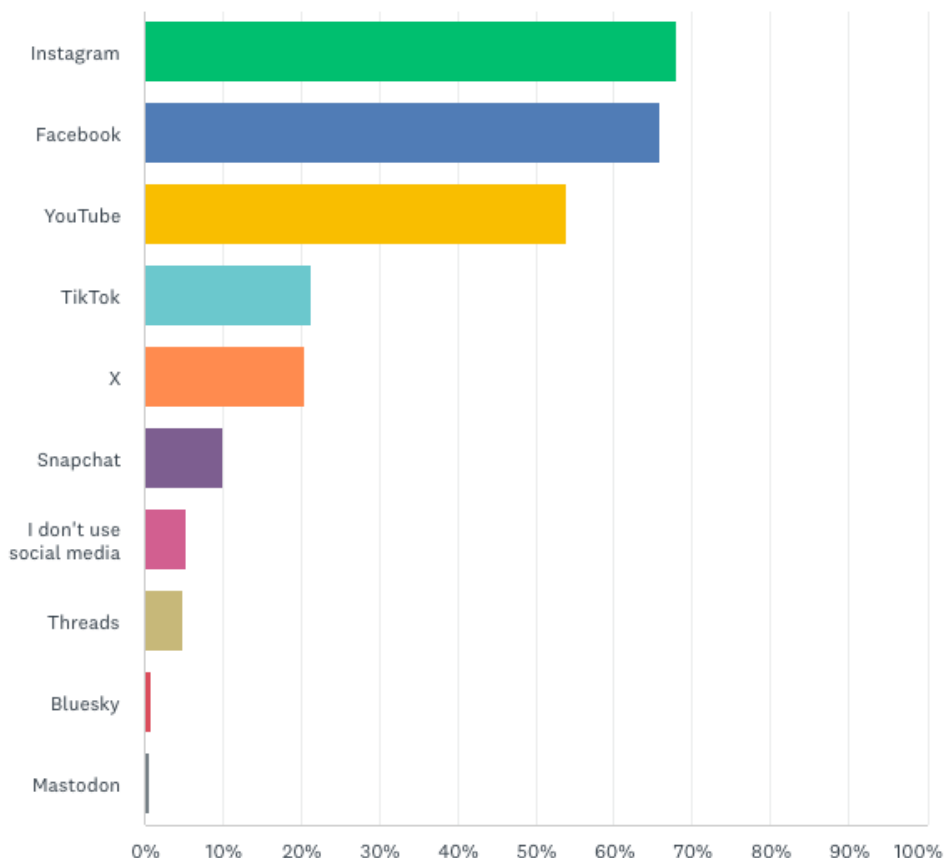
ANSWER CHOICES	RESPONSES	
▼ BPM Supreme	39.18%	1,871
▼ DJcity	28.69%	1,370
▼ Other	22.28%	1,064
▼ ZipDJ	16.37%	782
▼ Digital DJ Pool	10.49%	501
▼ Promo Only	9.90%	473
▼ Direct Music Service	7.62%	364
▼ MyMP3Pool	7.06%	337
▼ Club Killers	6.32%	302
▼ iDJPool	4.82%	230
▼ Franchise Record Pool	4.56%	218
▼ Digiwaxx	3.37%	161
▼ Late Night Record Pool	2.14%	102
Total Respondents: 4,776		



SECTION 5: SOCIAL MEDIA

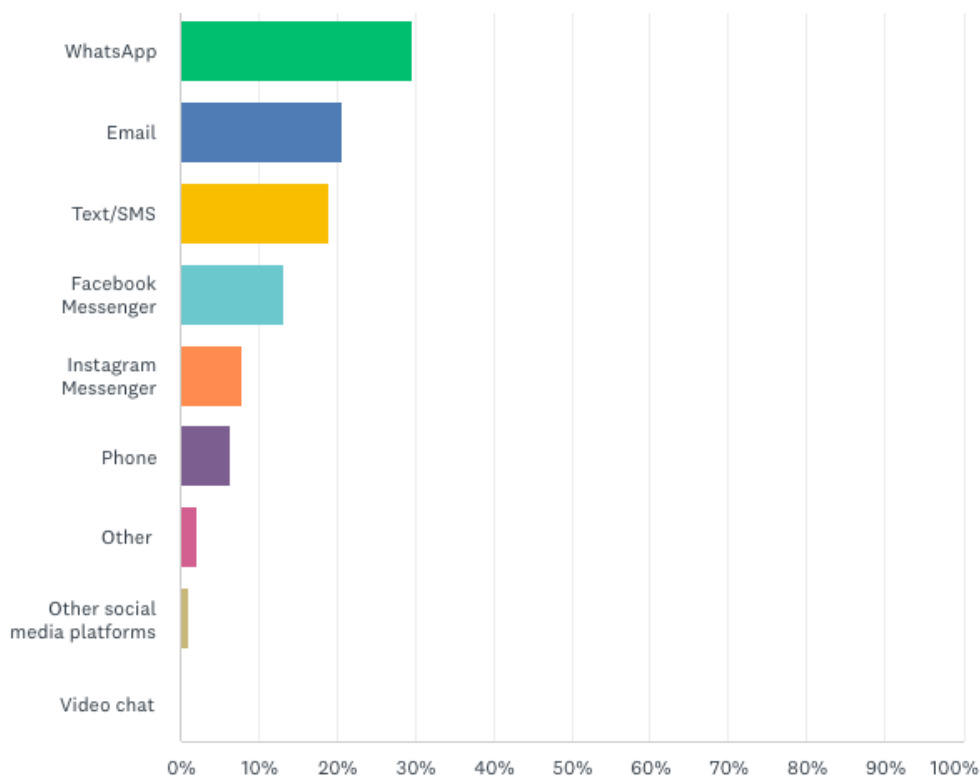


WHAT SOCIAL MEDIA DO YOU USE REGULARLY?



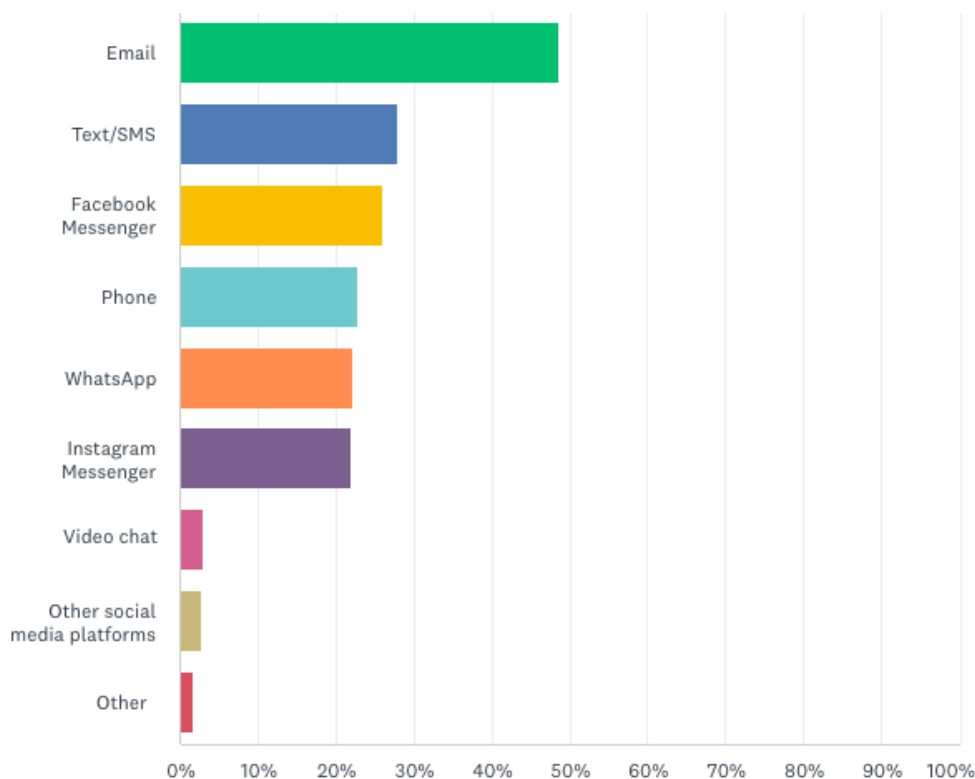
ANSWER CHOICES	RESPONSES	
Instagram	68.10%	10,422
Facebook	65.93%	10,089
YouTube	53.94%	8,254
TikTok	21.43%	3,279
X	20.38%	3,119
Snapchat	10.12%	1,548
I don't use social media	5.33%	816
Threads	4.84%	740
Bluesky	0.86%	131
Mastodon	0.58%	89
Total Respondents: 15,303		

WHAT'S YOUR FAVOURITE METHOD OF COMMUNICATION?



ANSWER CHOICES	RESPONSES	
WhatsApp	29.61%	4,519
Email	20.70%	3,159
Text/SMS	19.02%	2,903
Facebook Messenger	13.17%	2,011
Instagram Messenger	7.80%	1,190
Phone	6.44%	983
Other	2.07%	316
Other social media platforms	0.96%	147
Video chat (eg FaceTime, Skype)	0.24%	36
TOTAL		15,264

WHAT OTHER COMMUNICATION METHODS DO YOU USE REGULARLY?



ANSWER CHOICES	RESPONSES	
▼ Email	48.68%	7,431
▼ Text/SMS	27.88%	4,256
▼ Facebook Messenger	25.91%	3,955
▼ Phone	22.88%	3,493
▼ WhatsApp	22.12%	3,377
▼ Instagram Messenger	21.92%	3,346
▼ Video chat (eg FaceTime, Skype)	2.91%	444
▼ Other social media platforms	2.85%	435
▼ Other	1.72%	263
Total Respondents: 15,264		

SUMMARY

We do hope that the "headline" information contained in this document has been interesting for you as an accurate global snapshot of the nature and opinions of both the immediate audience reached by Digital DJ Tips, and the wider DJ audience that this survey always reaches.

For more analysis of these results, head to the results blog post at <https://djtips.co/census2024>.

Once again thanks to all of the brands who donated prizes for this year's draw: AlphaTheta, Rane, Denon DJ, Novation, Focusrite, Adam Audio and Alto Professional.

And thanks to you for reading!

Phil Morse - Digital DJ Tips - February 2024