



# THE 2026 GLOBAL DJ CENSUS

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# 2026



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## ABOUT THE SURVEY

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The Global DJ Census 2026, conducted exclusively by Digital DJ Tips in December 2025/January 2026, attracted over 22,000 entries - making it the biggest such survey anywhere in the world. Our audience is primarily hobby DJs, drawn from our 50,000 students, 150,000-strong subscriber list, and wider reach of 2.5 million via our website and socials. We've been running this census for ten years now, making it the biggest and longest-running DJ survey in the world. For deeper analysis, visit the results blog post at [djtips.co/census](https://djtips.co/census).

### WHAT YOU'VE TOLD US

The big story this year is AI: three-quarters of you now use it for playlists and music discovery - a staggering leap from twelve months ago. Streaming music in DJ software has you most excited, as Spotify and Apple Music join the party. For the first time, more DJs use stems than don't, and over half of you now call yourselves multi-genre - both milestones. Longer-term, Rekordbox continues pulling ahead of Serato, and AlphaTheta's hardware dominance keeps growing, with nearly two-thirds of you planning future upgrades to their gear. Meanwhile, livestreaming and music production continue their steady upward march among DJs.

These are only the headlines though, so dive in for all the details. We hope you enjoy the survey.

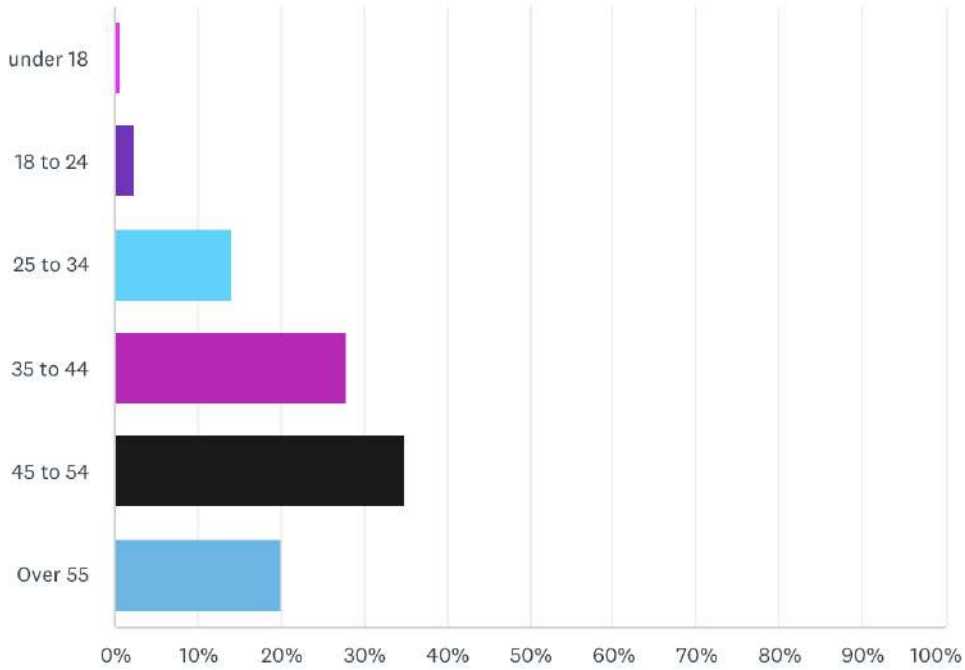
Phil Morse, Digital DJ Tips, February 2026



# SECTION 1: DJ DEMOGRAPHIC INFO

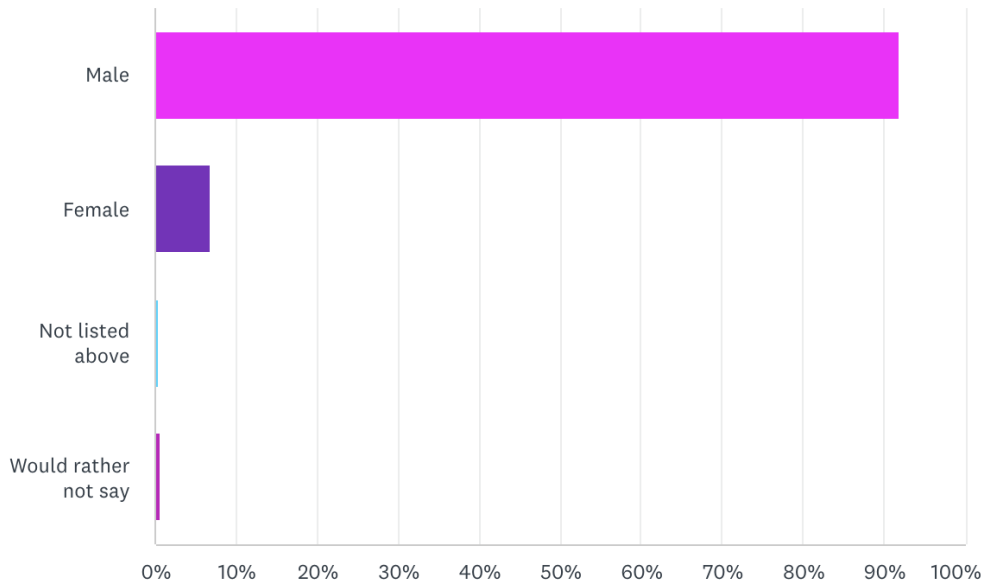


## WHAT IS YOUR AGE?



ANSWER CHOICES	RESPONSES
under 18	0.64% 144
18 to 24	2.29% 519
25 to 34	14.09% 3,186
35 to 44	28.01% 6,335
45 to 54	34.91% 7,896
Over 55	20.05% 4,535
<b>TOTAL</b>	<b>22,615</b>

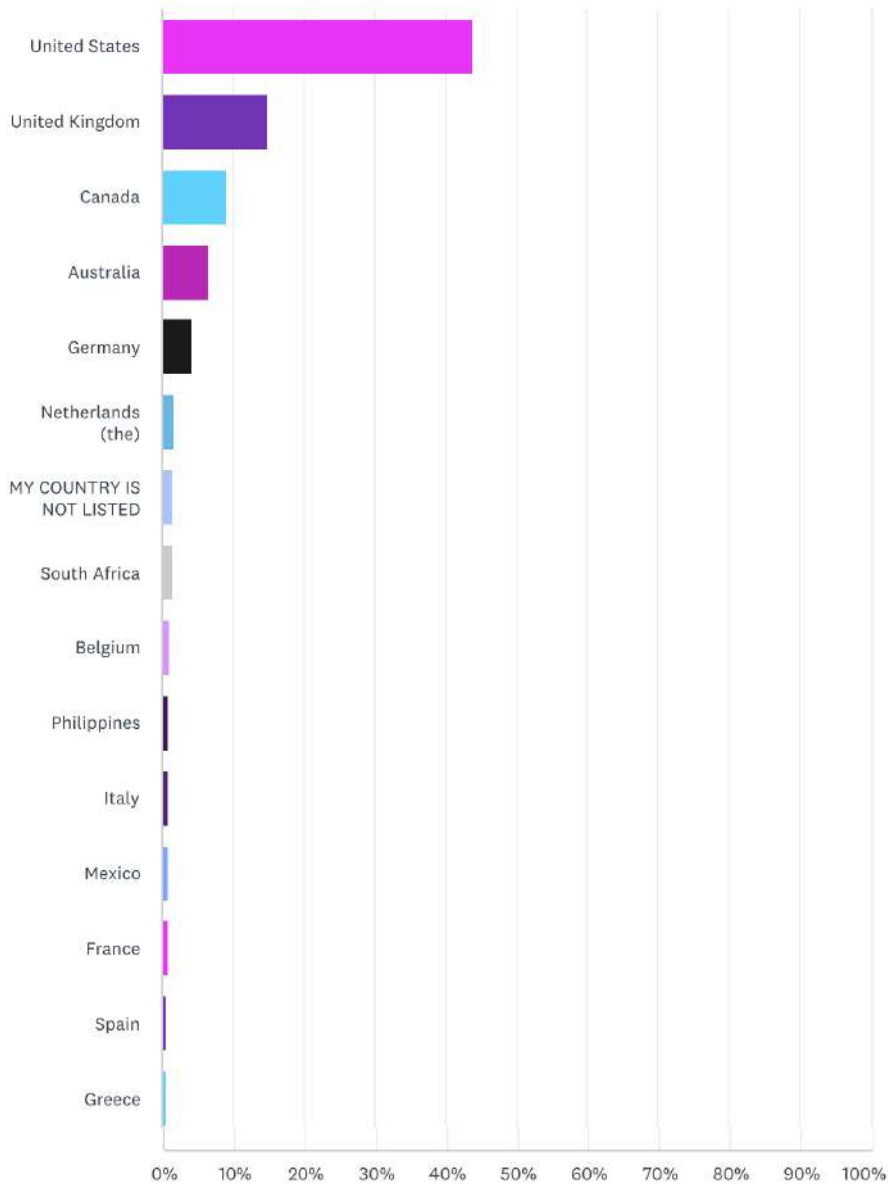
# WHAT IS YOUR GENDER?



ANSWER CHOICES	RESPONSES
Male	91.94% 20,792
Female	6.88% 1,557
Not listed above	0.48% 108
Would rather not say	0.70% 158
<b>TOTAL</b>	<b>22,615</b>



# WHICH COUNTRY DO YOU LIVE IN?





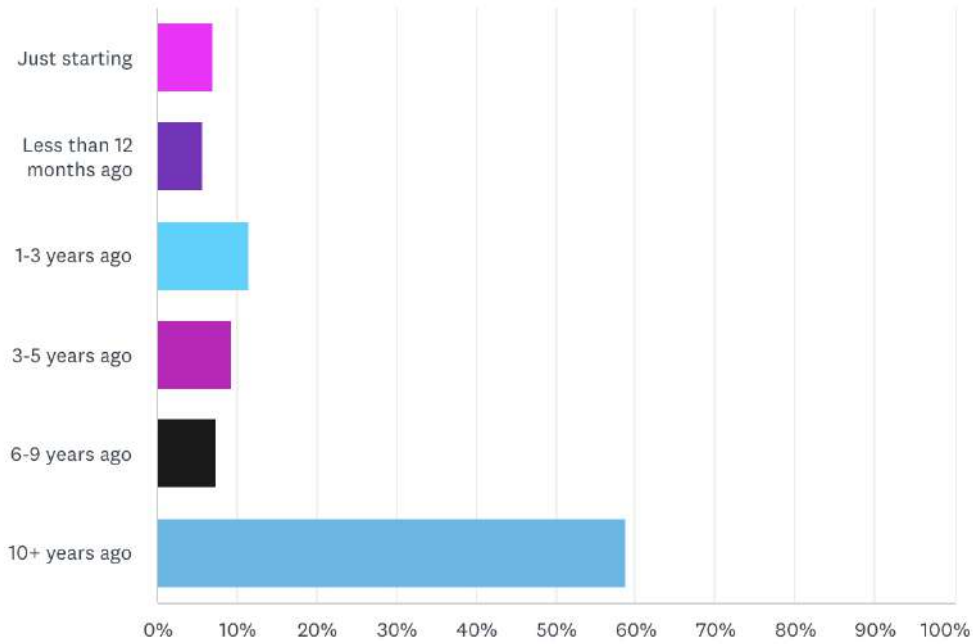
# WHICH COUNTRY DO YOU LIVE IN? CONT.

ANSWER CHOICES	RESPONSES	
▼ United States	44.01%	9,834
▼ United Kingdom	14.84%	3,317
▼ Canada	9.16%	2,046
▼ Australia	6.68%	1,492
▼ Germany	4.18%	935
▼ Netherlands (the)	1.64%	367
▼ MY COUNTRY IS NOT LISTED	1.53%	343
▼ South Africa	1.51%	338
▼ Belgium	0.98%	219
▼ Philippines	0.94%	209
▼ Italy	0.77%	171
▼ Mexico	0.76%	170
▼ France	0.75%	167
▼ Spain	0.74%	165
▼ Greece	0.66%	147
▼ India	0.62%	138
▼ Ireland	0.45%	101
▼ Poland	0.43%	96
▼ New Zealand	0.43%	95
▼ Sweden	0.43%	95
▼ Switzerland	0.43%	95
▼ Portugal	0.41%	92
▼ Romania	0.41%	92
▼ Denmark	0.39%	87
▼ Kenya	0.38%	84
▼ Ecuador	0.36%	80
▼ Brazil	0.34%	77
▼ Hungary	0.34%	75
▼ Austria	0.27%	61
▼ Norway	0.26%	57
▼ Colombia	0.24%	53
▼ Argentina	0.23%	51
▼ Bulgaria	0.22%	50
▼ Trinidad, Tobago	0.21%	48
▼ Croatia	0.21%	47
▼ Finland	0.21%	47
▼ Slovakia	0.21%	46
▼ Czech Republic	0.20%	44
▼ Chile	0.17%	37
▼ Israel	0.16%	36
▼ Puerto Rico	0.16%	36
▼ Cyprus	0.15%	34
<b>TOTAL</b>		<b>22,346</b>



# SECTION 2: DJ TYPE & EXPERIENCE

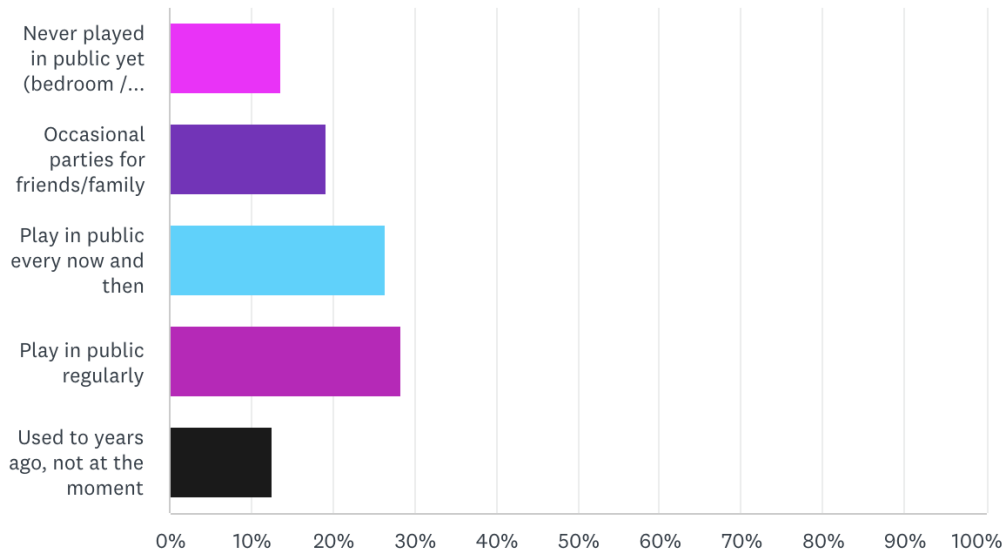
# WHEN DID YOU START DJING?



ANSWER CHOICES	RESPONSES	
▼ Just starting	7.01%	1,545
▼ Less than 12 months ago	5.79%	1,277
▼ 1-3 years ago	11.57%	2,550
▼ 3-5 years ago	9.48%	2,090
▼ 6-9 years ago	7.37%	1,625
▼ 10+ years ago	58.77%	12,955
<b>TOTAL</b>		<b>22,042</b>



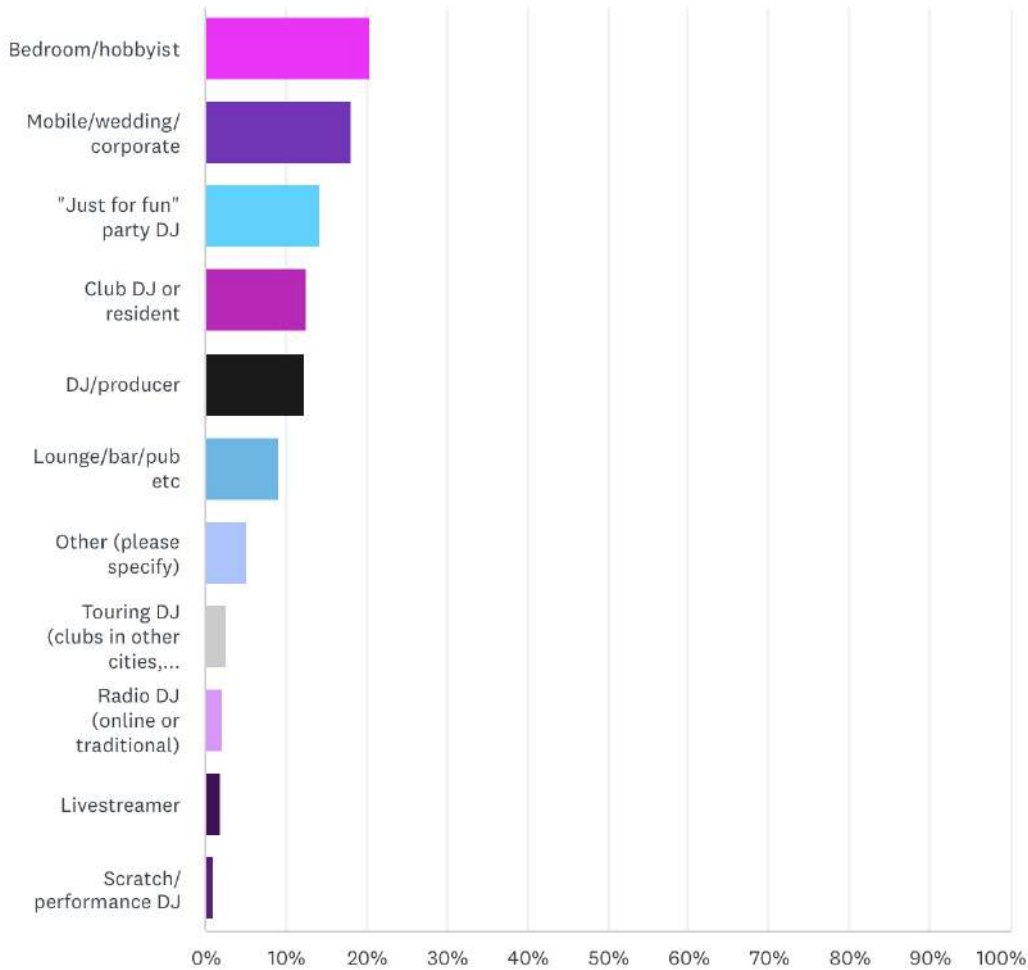
## HOW OFTEN DO YOU PLAY IN PUBLIC?



ANSWER CHOICES	RESPONSES
▼ Never played in public yet (bedroom / aspiring)	13.55% 2,986
▼ Occasional parties for friends/family	19.15% 4,222
▼ Play in public every now and then	26.52% 5,846
▼ Play in public regularly	28.27% 6,232
▼ Used to years ago, not at the moment	12.50% 2,756
<b>TOTAL</b>	<b>22,042</b>



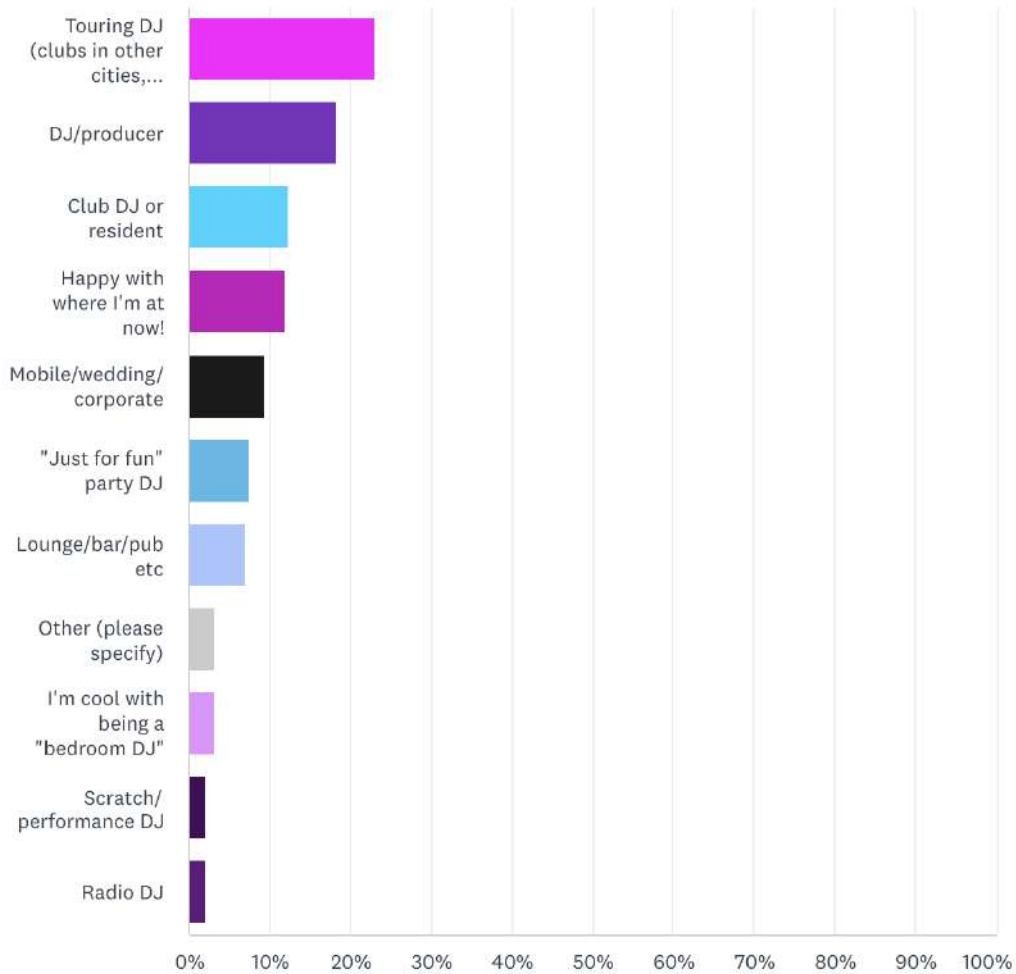
# WHAT TYPE OF DJ ARE YOU?



ANSWER CHOICES	RESPONSES
▼ Bedroom/hobbyist	20.52% 4,451
▼ Mobile/wedding/corporate	18.21% 3,951
▼ "Just for fun" party DJ	14.25% 3,091
▼ Club DJ or resident	12.62% 2,738
▼ DJ/producer	12.43% 2,696
▼ Lounge/bar/pub etc	9.16% 1,987
▼ Other	5.15% 1,118
▼ Touring DJ (clubs in other cities, festivals etc)	2.60% 565
▼ Radio DJ (online or traditional)	2.10% 455
▼ Livestreamer	1.89% 411
▼ Scratch/performance DJ	1.06% 229
<b>TOTAL</b>	<b>21,692</b>

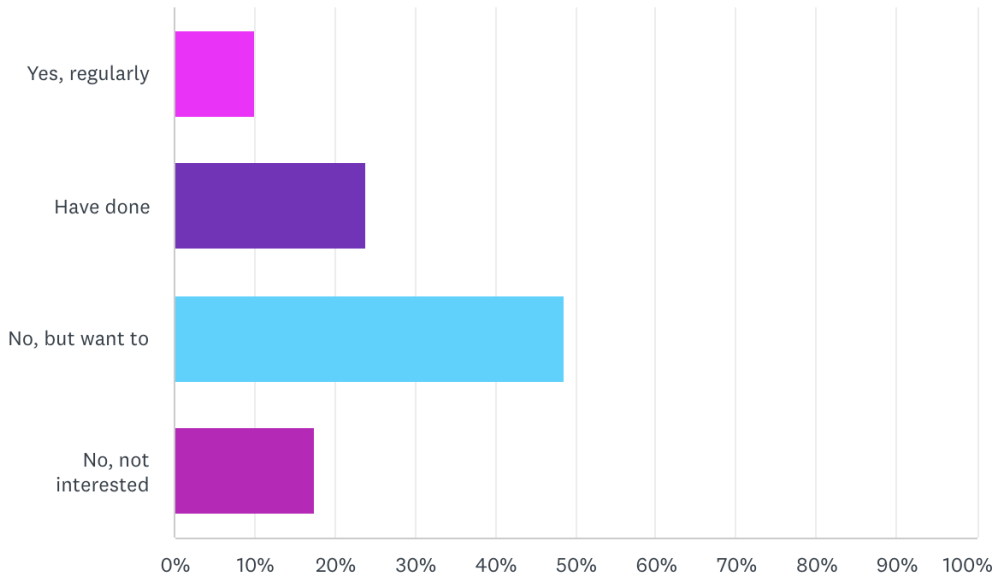


# WHAT TYPE OF DJ DO YOU WANT TO BE?



ANSWER CHOICES	RESPONSES	
▼ Touring DJ (clubs in other cities, festivals etc)	23.13%	4,779
▼ DJ/producer	18.38%	3,798
▼ Club DJ or resident	12.30%	2,541
▼ Happy with where I'm at now!	11.89%	2,457
▼ Mobile/wedding/corporate	9.35%	1,931
▼ "Just for fun" party DJ	7.39%	1,526
▼ Lounge/bar/pub etc	6.98%	1,443
▼ Other	3.17%	655
▼ I'm cool with being a "bedroom DJ"	3.16%	652
▼ Scratch/performance DJ	2.15%	444
▼ Radio DJ	2.10%	434
<b>TOTAL</b>		<b>20,660</b>

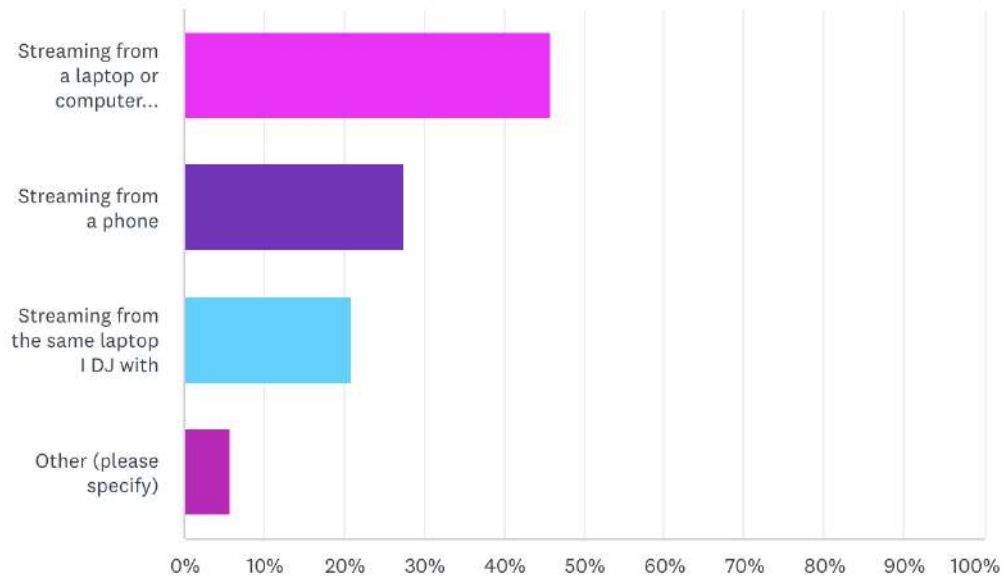
# DO YOU LIVESTREAM YOUR DJ SETS?



ANSWER CHOICES	RESPONSES	
▼ Yes, regularly	10.02%	2,209
▼ Have done	23.94%	5,277
▼ No, but want to	48.64%	10,722
▼ No, not interested	17.39%	3,834
<b>TOTAL</b>		<b>22,042</b>



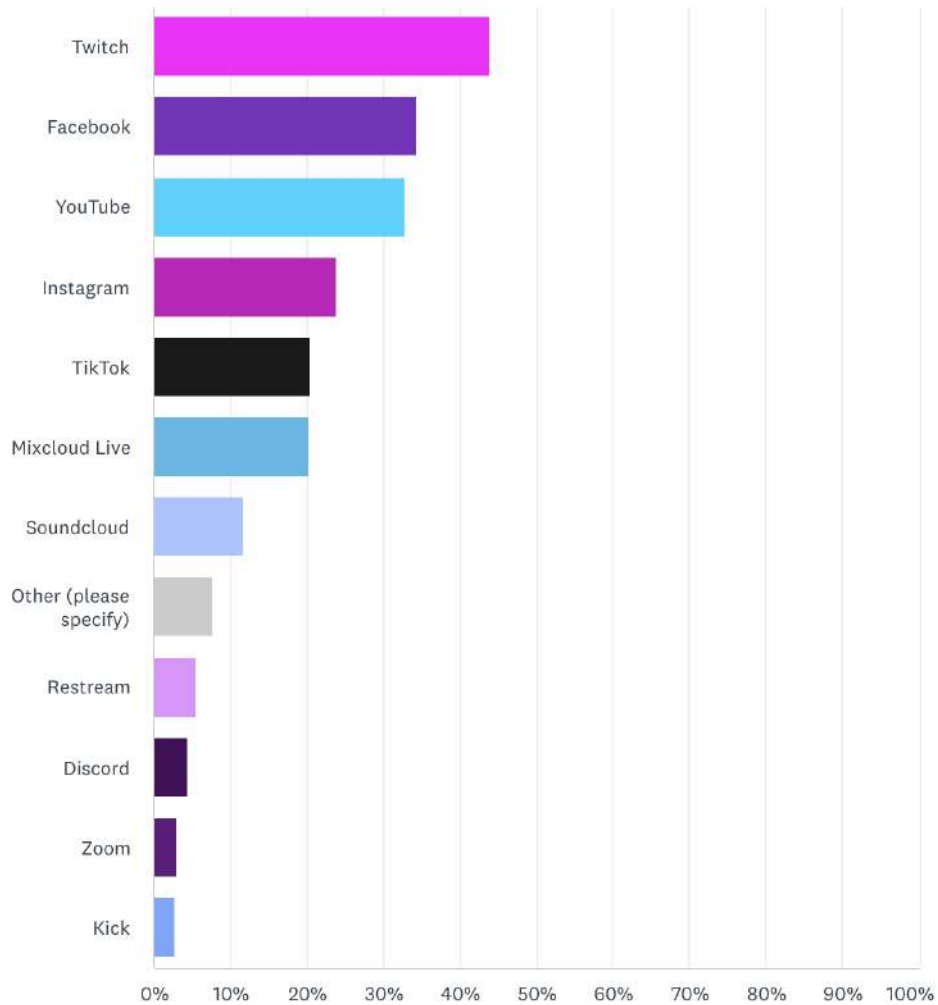
## IF SO, HOW DO YOU LIVESTREAM?



ANSWER CHOICES	RESPONSES
Streaming from a laptop or computer separate from my DJ set-up	45.93% 3,379
Streaming from a phone	27.47% 2,021
Streaming from the same laptop I DJ with	20.95% 1,541
Other (please specify)	5.65% 416
<b>TOTAL</b>	<b>7,357</b>



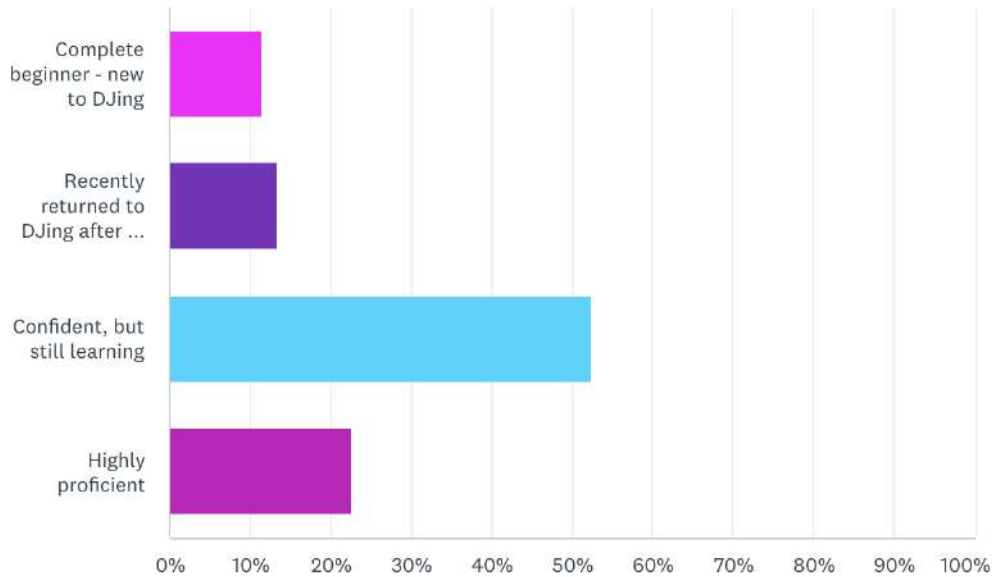
## WHICH PLATFORM OR PLATFORMS DO YOU DJ LIVESTREAM ON/WITH?



ANSWER CHOICES	RESPONSES
▼ Twitch	43.92% 3,231
▼ Facebook	34.40% 2,531
▼ YouTube	32.87% 2,418
▼ Instagram	23.95% 1,762
▼ TikTok	20.50% 1,508
▼ Mixcloud Live	20.21% 1,487
▼ Soundcloud	11.77% 866
▼ Other	7.71% 567
▼ Restream	5.53% 407
▼ Discord	4.44% 327
▼ Zoom	3.06% 225
▼ Kick	2.87% 211
Total Respondents: 7,357	



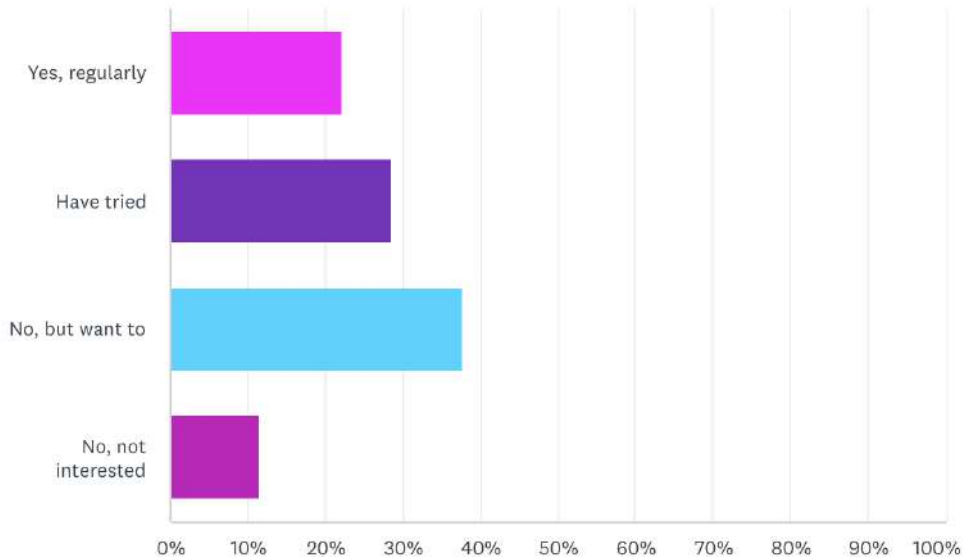
## HOW WOULD YOU DESCRIBE YOUR DJ SKILL LEVEL?



ANSWER CHOICES	RESPONSES
▼ Complete beginner - new to DJing	11.51% 2,372
▼ Recently returned to DJing after a break	13.34% 2,749
▼ Confident, but still learning	52.54% 10,824
▼ Highly proficient	22.61% 4,658
<b>TOTAL</b>	<b>20,603</b>



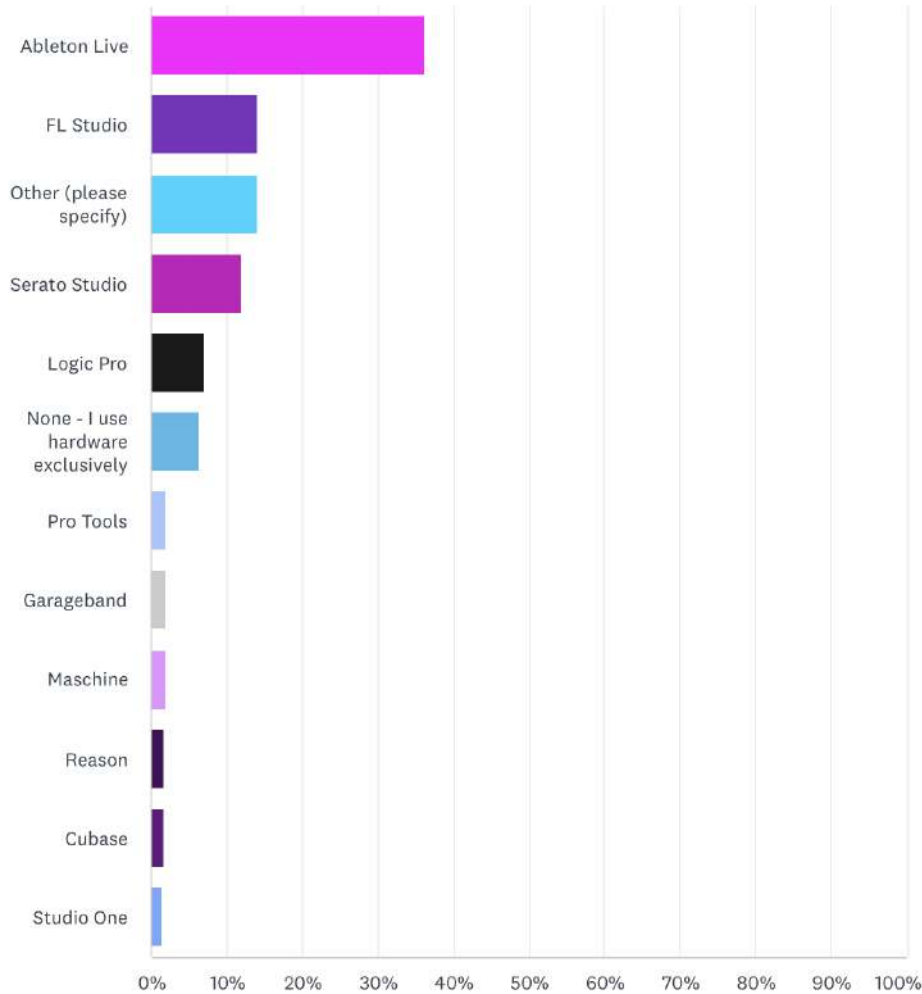
## DO YOU PRODUCE YOUR OWN MUSIC / MASHUPS / BEATS?



ANSWER CHOICES	RESPONSES
Yes, regularly	22.27% 4,565
Have tried	28.53% 5,847
No, but want to	37.68% 7,723
No, not interested	11.51% 2,359
<b>TOTAL</b>	<b>20,494</b>



# WHAT SOFTWARE DO YOU MOSTLY USE TO MAKE MUSIC?



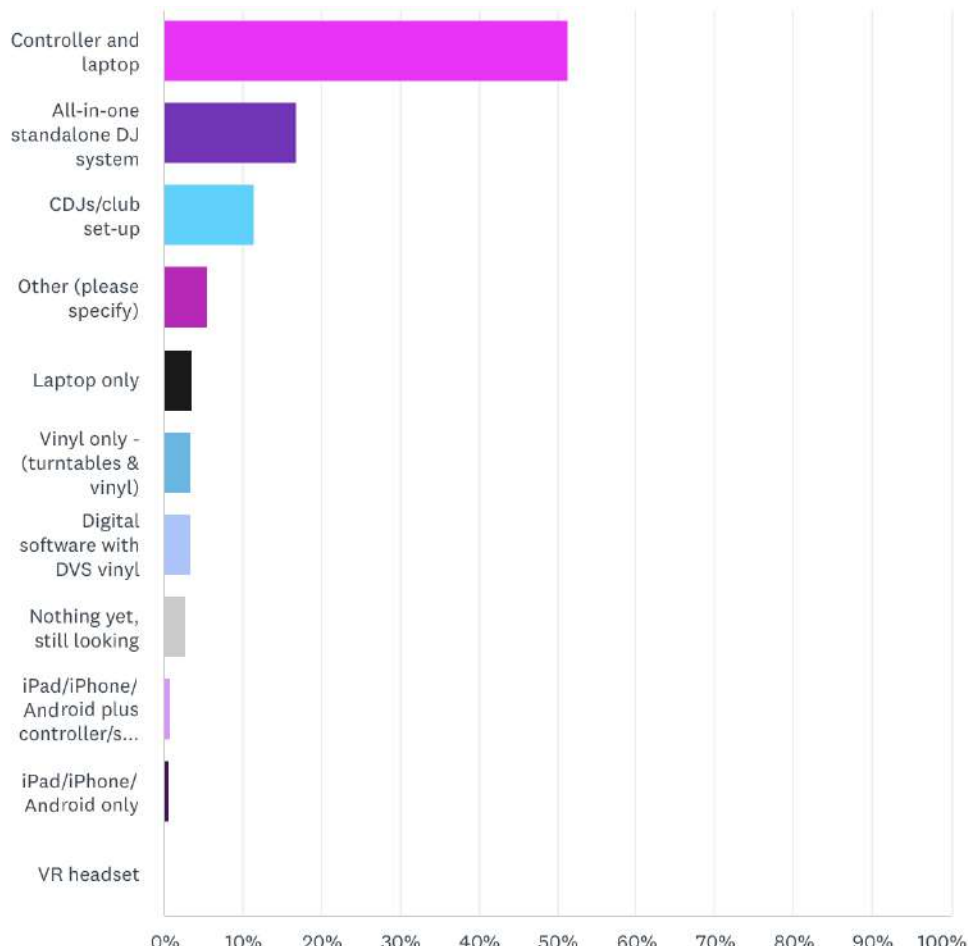
ANSWER CHOICES	RESPONSES
▼ Ableton Live	36.25% 3,765
▼ FL Studio	14.07% 1,461
▼ Other	14.02% 1,456
▼ Serato Studio	11.85% 1,231
▼ Logic Pro	7.00% 727
▼ None - I use hardware exclusively	6.31% 655
▼ Pro Tools	1.97% 205
▼ Garageband	1.91% 198
▼ Maschine	1.90% 197
▼ Reason	1.70% 177
▼ Cubase	1.61% 167
▼ Studio One	1.41% 146
<b>TOTAL</b>	<b>10,385</b>



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



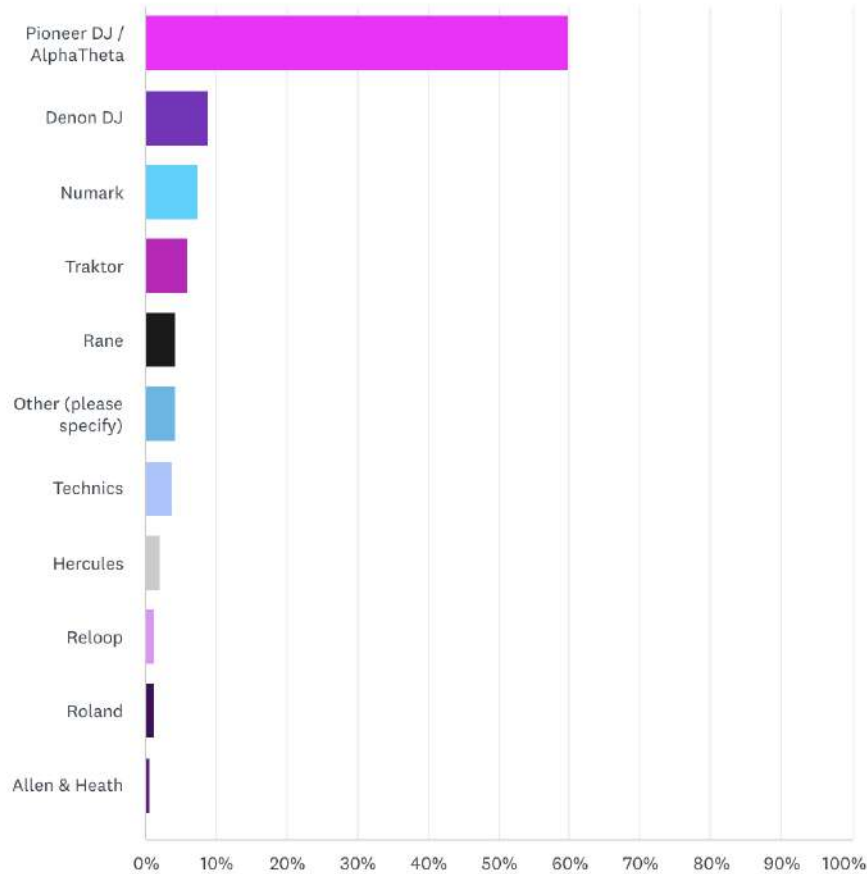
## WHAT'S YOUR MAIN TYPE OF DJ SET-UP?



ANSWER CHOICES	RESPONSES
▼ Controller and laptop	51.32% 10,397
▼ All-in-one standalone DJ system	16.80% 3,404
▼ CDJs/club set-up	11.46% 2,321
▼ Other	5.56% 1,127
▼ Laptop only	3.72% 754
▼ Vinyl only - (turntables & vinyl)	3.51% 711
▼ Digital software with DVS vinyl	3.32% 673
▼ Nothing yet, still looking	2.75% 558
▼ iPad/iPhone/Android plus controller/sound card (any)	0.95% 192
▼ iPad/iPhone/Android only	0.54% 110
▼ VR headset	0.07% 14
<b>TOTAL</b>	<b>20,261</b>



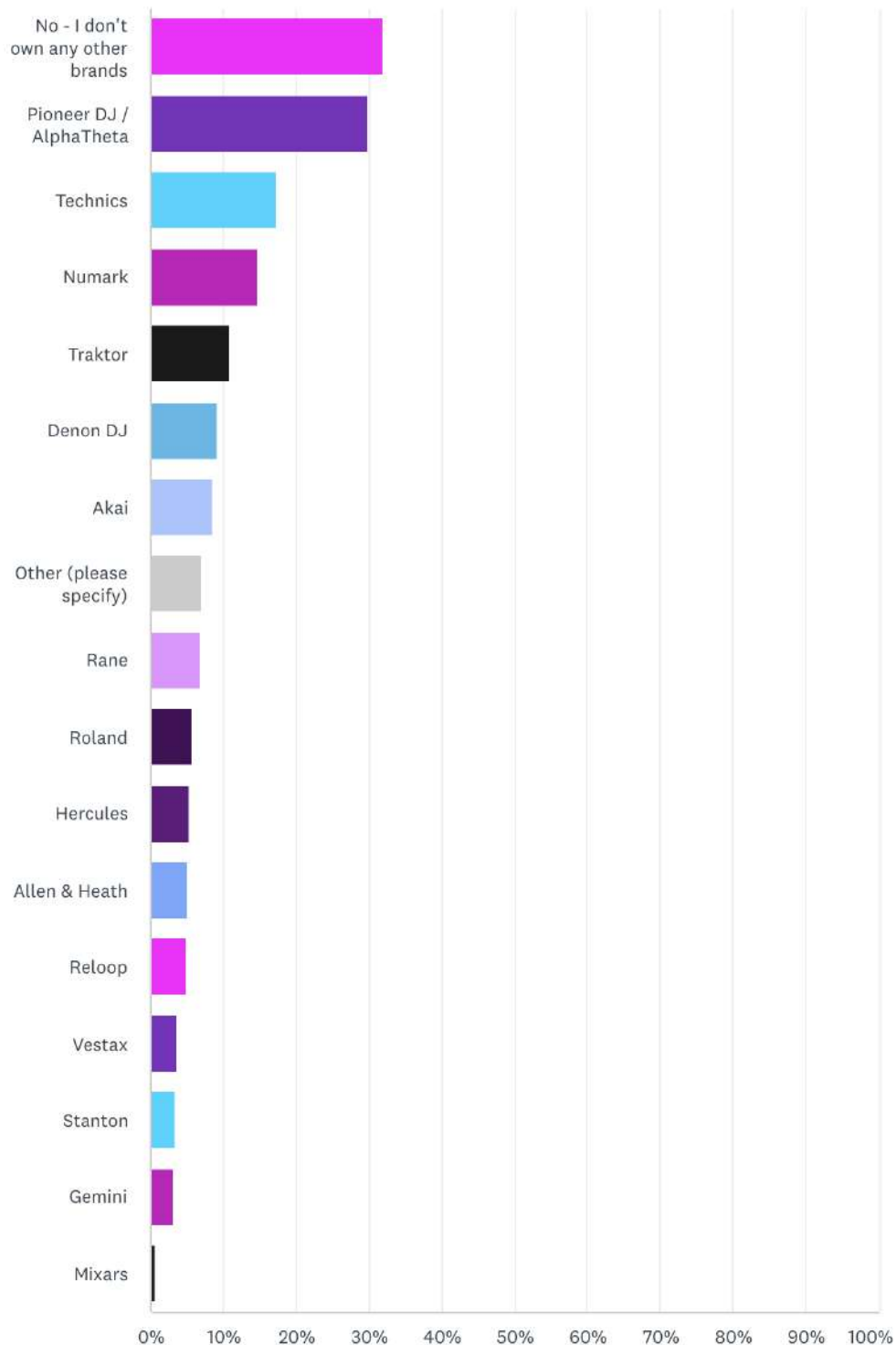
# WHAT'S THE MAIN BRAND OF HARDWARE YOU OWN?



ANSWER CHOICES	RESPONSES
▼ Pioneer DJ / AlphaTheta	59.98% 11,272
▼ Denon DJ	8.94% 1,680
▼ Numark	7.37% 1,385
▼ Traktor	6.01% 1,130
▼ Rane	4.26% 800
▼ Other	4.22% 793
▼ Technics	3.76% 706
▼ Hercules	2.09% 393
▼ Reloop	1.36% 256
▼ Roland	1.33% 250
▼ Allen & Heath	0.68% 128
▼ Mixars	0.00% 0
▼ Audio Technica	0.00% 0
<b>TOTAL</b>	<b>18,793</b>



## DO YOU OWN HARDWARE FROM OTHER BRANDS?





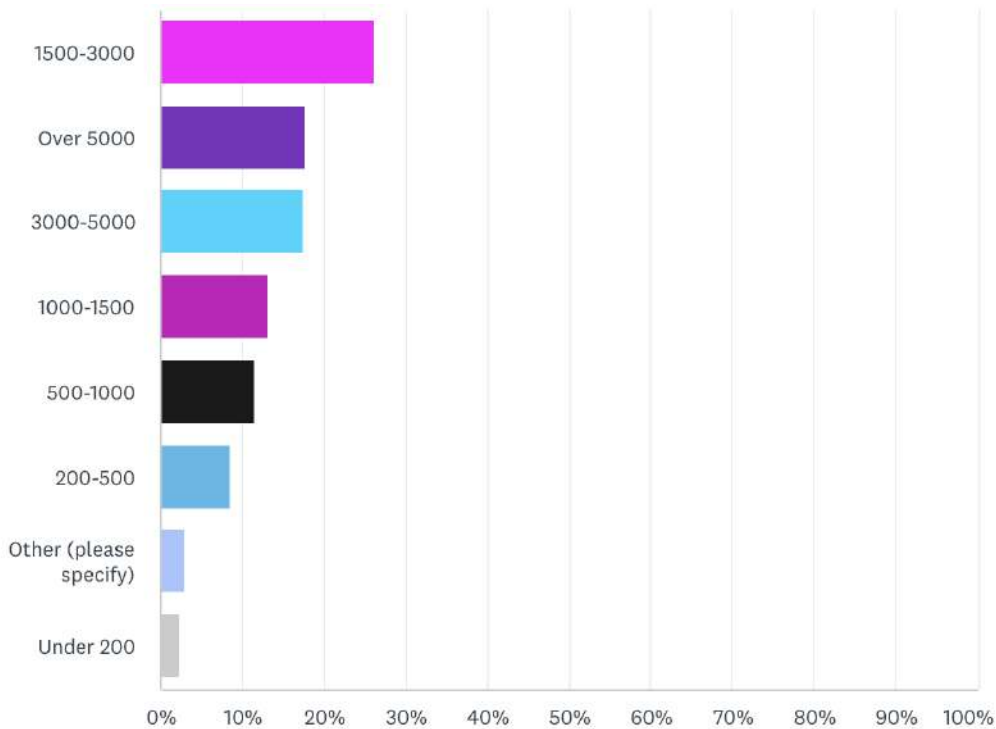
## DO YOU OWN HARDWARE FROM OTHER BRANDS?

CONT.

ANSWER CHOICES	RESPONSES	
▼ No - I don't own any other brands	31.93%	5,909
▼ Pioneer DJ / AlphaTheta	29.80%	5,515
▼ Technics	17.28%	3,199
▼ Numark	14.75%	2,731
▼ Traktor	10.77%	1,993
▼ Denon DJ	9.27%	1,715
▼ Akai	8.46%	1,565
▼ Other	7.02%	1,299
▼ Rane	6.73%	1,246
▼ Roland	5.76%	1,066
▼ Hercules	5.26%	974
▼ Allen & Heath	5.06%	937
▼ Reloop	5.00%	926
▼ Vestax	3.56%	658
▼ Stanton	3.45%	638
▼ Gemini	3.12%	577
▼ Mixars	0.72%	134
Total Respondents: 18,509		



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

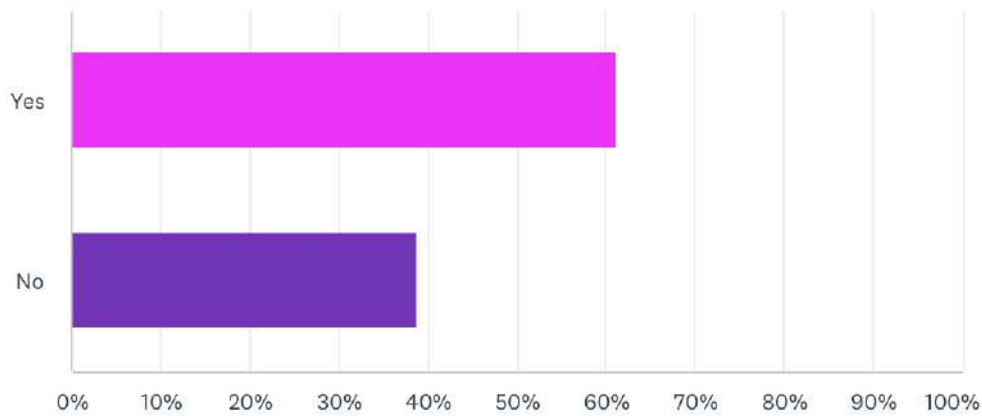


ANSWER CHOICES	RESPONSES
1500-3000	26.19% 4,841
Over 5000	17.67% 3,266
3000-5000	17.48% 3,231
1000-1500	13.29% 2,456
500-1000	11.51% 2,128
200-500	8.51% 1,572
Other	2.97% 548
Under 200	2.38% 439
<b>TOTAL</b>	<b>18,481</b>

All amounts converted to US\$



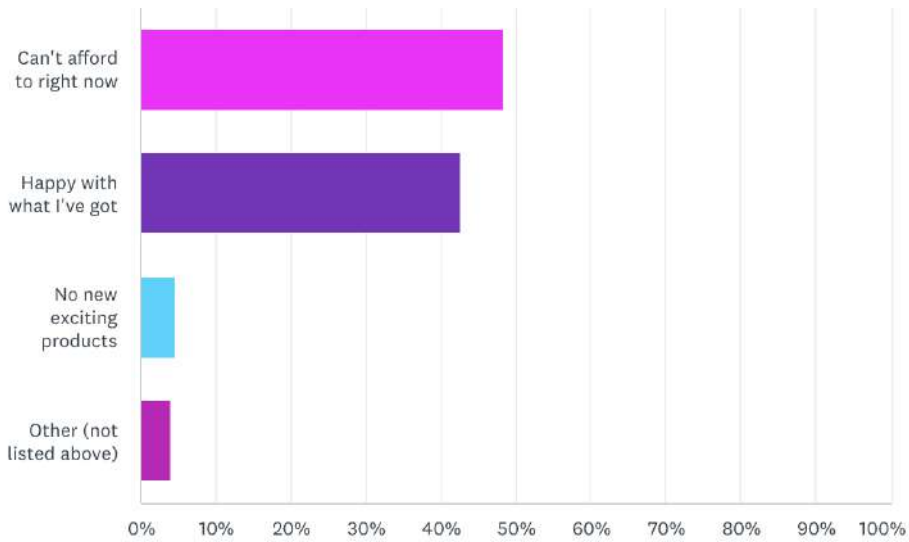
# DO YOU PLAN TO UPGRADE YOUR SET-UP IN THE NEXT 12 MONTHS?



ANSWER CHOICES	RESPONSES
Yes	61.29% 11,769
No	38.71% 7,433
TOTAL	19,202



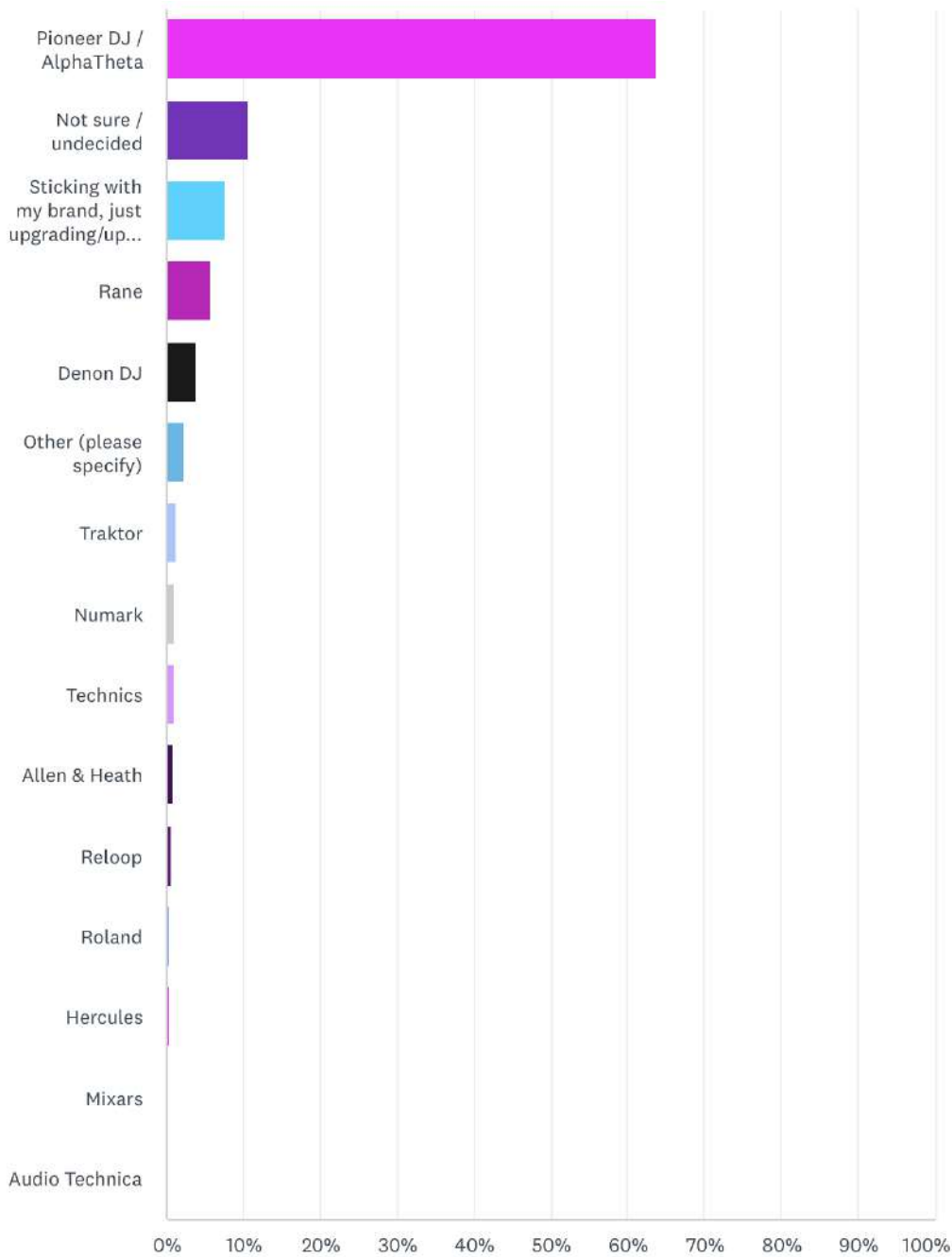
## IF NOT, WHY NOT?



ANSWER CHOICES	RESPONSES
Can't afford to right now	48.43% 3,611
Happy with what I've got	42.68% 3,182
No new exciting products	4.73% 353
Other (not listed above)	4.16% 310
<b>TOTAL</b>	<b>7,456</b>



## WHICH BRAND DO YOU MOST WANT TO UPGRADE TO?



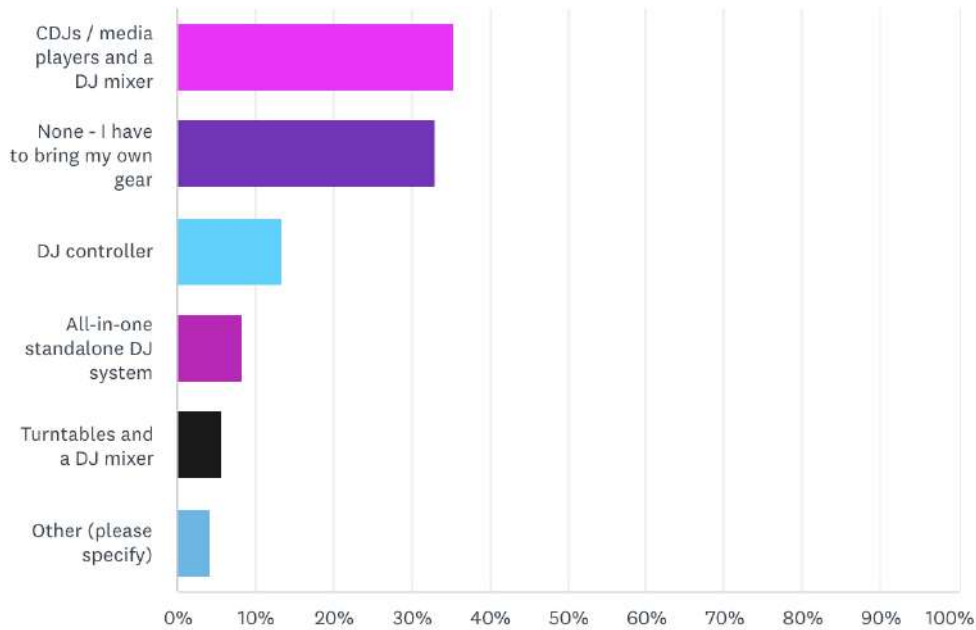


## WHICH BRAND DO YOU MOST WANT TO UPGRADE TO? CONT.

ANSWER CHOICES	RESPONSES	
▼ Pioneer DJ / AlphaTheta	63.83%	7,514
▼ Not sure / undecided	10.68%	1,257
▼ Sticking with my brand, just upgrading/updating	7.61%	896
▼ Rane	5.73%	675
▼ Denon DJ	3.78%	445
▼ Other	2.39%	281
▼ Traktor	1.20%	141
▼ Numark	1.16%	136
▼ Technics	1.13%	133
▼ Allen & Heath	0.91%	107
▼ Reloop	0.65%	76
▼ Roland	0.46%	54
▼ Hercules	0.46%	54
▼ Mixars	0.03%	3
▼ Audio Technica	0.00%	0
<b>TOTAL</b>		<b>11,772</b>



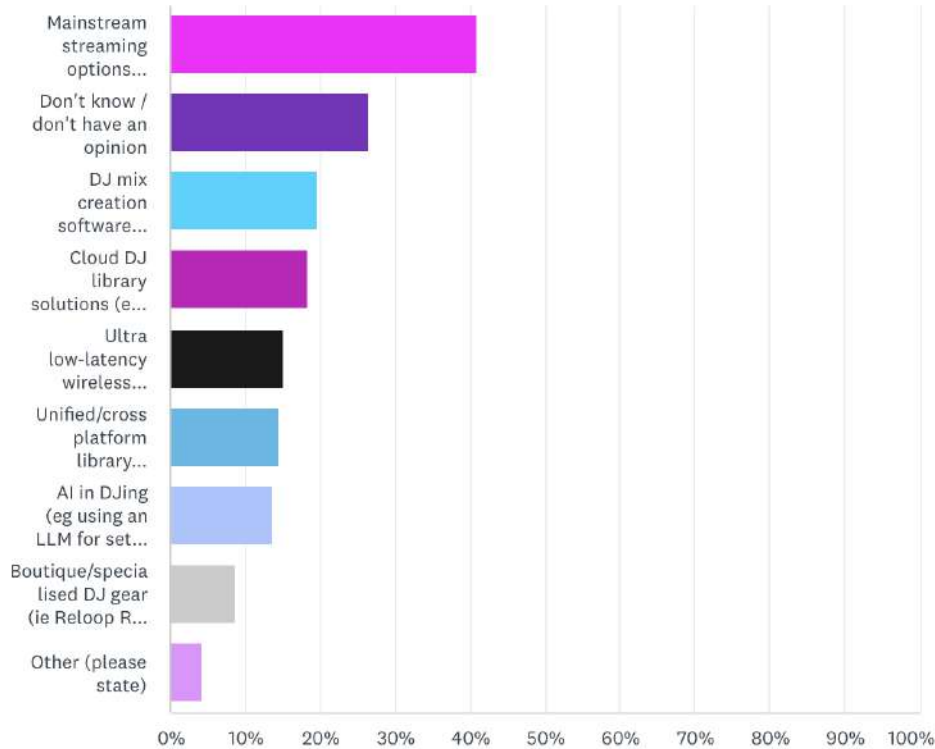
## IN THE VENUES YOU PLAY AT, WHAT DJ GEAR IS PROVIDED FOR YOU TO USE?



ANSWER CHOICES	PERCENTAGE	RESPONSES
CDJs / media players and a DJ mixer	35.40%	1,866
None - I have to bring my own gear	33.03%	1,741
DJ controller	13.34%	703
All-in-one standalone DJ system	8.37%	441
Turntables and a DJ mixer	5.65%	298
Other	4.21%	222
<b>TOTAL</b>		<b>5,271</b>



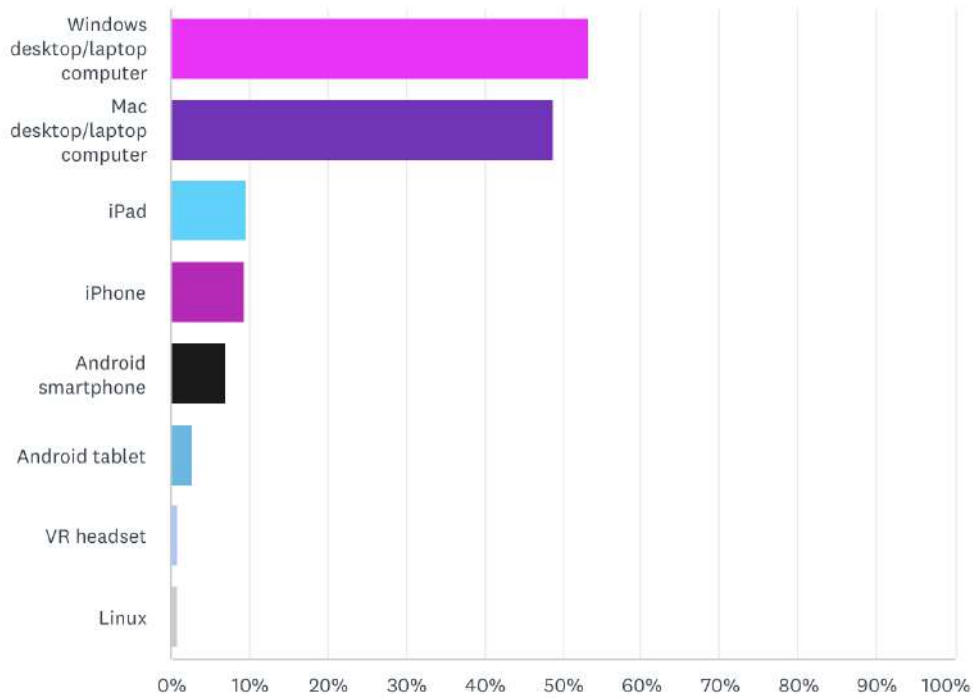
# WHICH OF THESE TECH DEVELOPMENTS HAS MOST EXCITED YOU IN THE PAST 12 MONTHS?



ANSWER CHOICES	RESPONSES
▼ Mainstream streaming options arriving in DJ software (eg Spotify, Apple Music)	40.95% 7,950
▼ Don't know / don't have an opinion	26.42% 5,130
▼ DJ mix creation software developments (eg DJ.Studio, Density)	19.62% 3,809
▼ Cloud DJ library solutions (eg Rekordbox Cloud Library Sync/CloudDirectPlay, Engine DJ Cloud Database)	18.39% 3,570
▼ Ultra low-latency wireless features (SKAA SoundBoks, AIAIAI W+ Unit 4/TMA-1, AlphaTheta SonicLink HDJ-F10/Wave Eight)	15.22% 2,955
▼ Unified/cross platform library solutions (eg OneLibrary, DJCU, Lexicon DJ, Mixo)	14.58% 2,830
▼ AI in DJing (eg using an LLM for set planning, using AI tools within DJ software/to write music, etc)	13.66% 2,652
▼ Boutique/specialised DJ gear (ie Reloop RP-7 7" turntables, analogue rotary mixers, etc)	8.74% 1,696
▼ Other	4.34% 843
<b>Total Respondents: 19,414</b>	



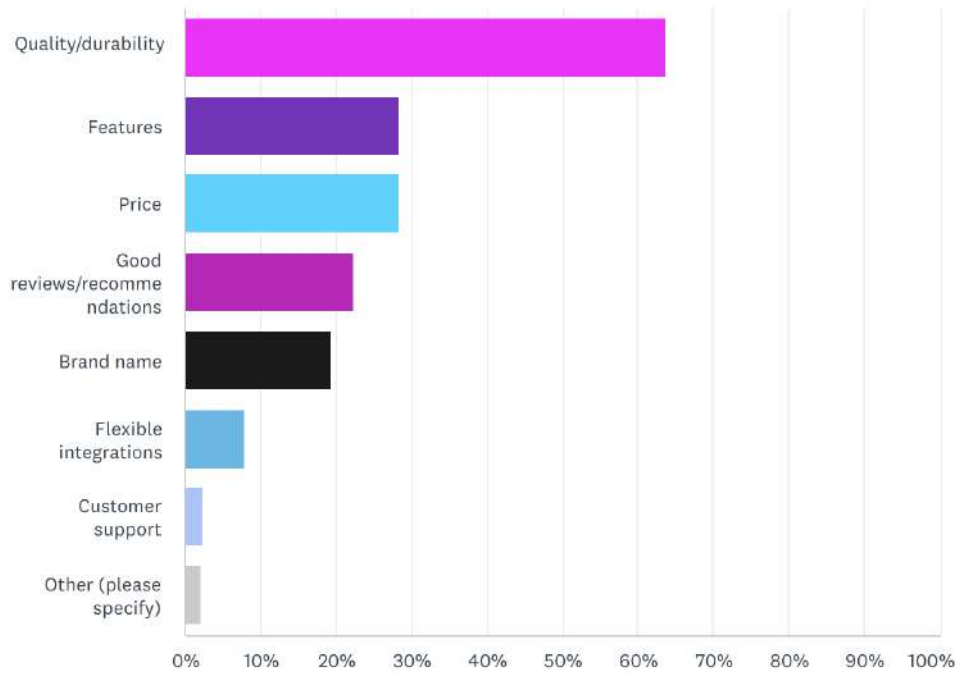
## WHICH OF THESE DO YOU HAVE AND USE REGULARLY?



ANSWER CHOICES	RESPONSES
Windows desktop/laptop computer	53.22% 10,199
Mac desktop/laptop computer	48.93% 9,376
iPad	9.50% 1,821
iPhone	9.33% 1,787
Android smartphone	7.01% 1,344
Android tablet	2.80% 537
VR headset	0.85% 163
Linux	0.81% 156
Total Respondents: 19,163	



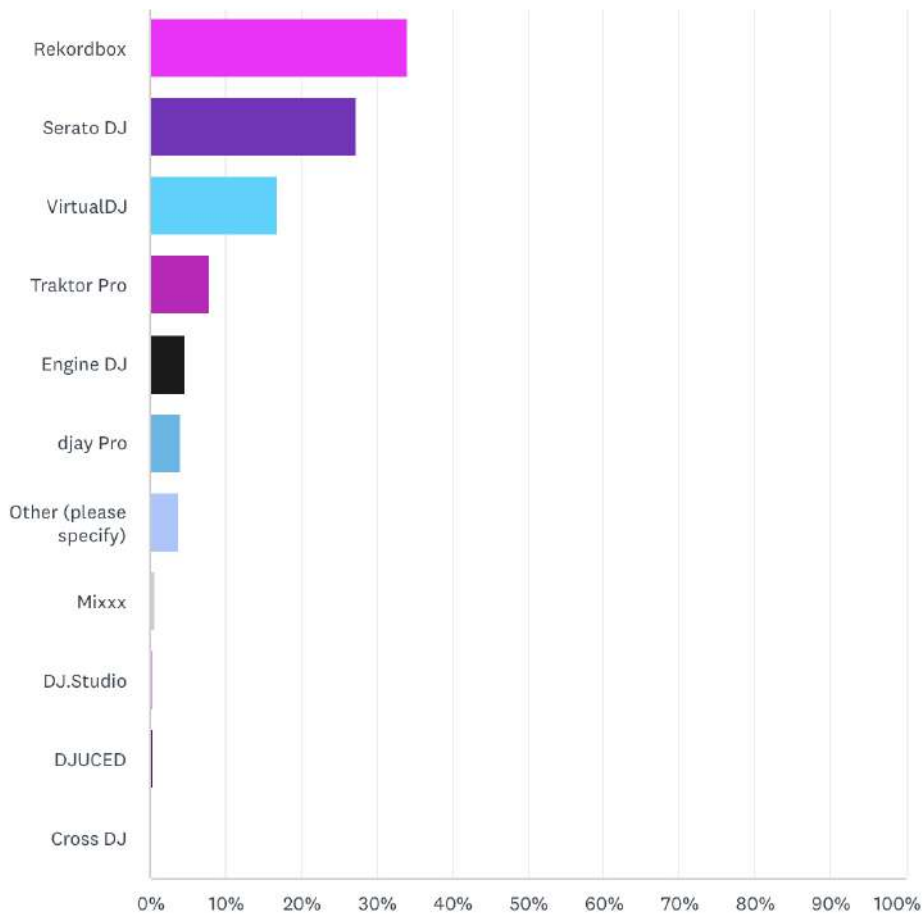
## WHAT'S MOST IMPORTANT TO YOU WHEN CHOOSING WHAT GEAR TO BUY?



ANSWER CHOICES	RESPONSES
Quality/durability	63.81% 12,228
Features	28.35% 5,432
Price	28.34% 5,431
Good reviews/recommendations	22.30% 4,274
Brand name	19.45% 3,727
Flexible integrations	7.81% 1,496
Customer support	2.28% 437
Other	2.13% 408
<b>Total Respondents: 19,163</b>	



## WHAT SOFTWARE DO YOU USE IN YOUR DJING (THE MOST)?

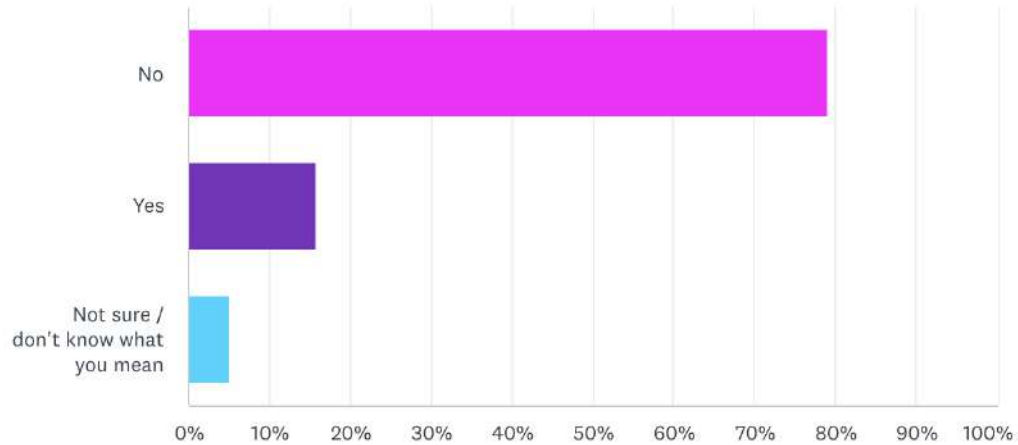


ANSWER CHOICES	RESPONSES
▼ Rekordbox	34.05% 6,505
▼ Serato DJ	27.33% 5,221
▼ VirtualDJ	16.84% 3,218
▼ Traktor Pro	7.81% 1,492
▼ Engine DJ	4.69% 896
▼ djay Pro	4.02% 768
▼ Other	3.81% 727
▼ Mixxx	0.54% 103
▼ DJ.Studio	0.44% 84
▼ DJUCED	0.35% 67
▼ Cross DJ	0.13% 25
<b>TOTAL</b>	<b>19,106</b>



## DO YOU USE AI TOOLS?

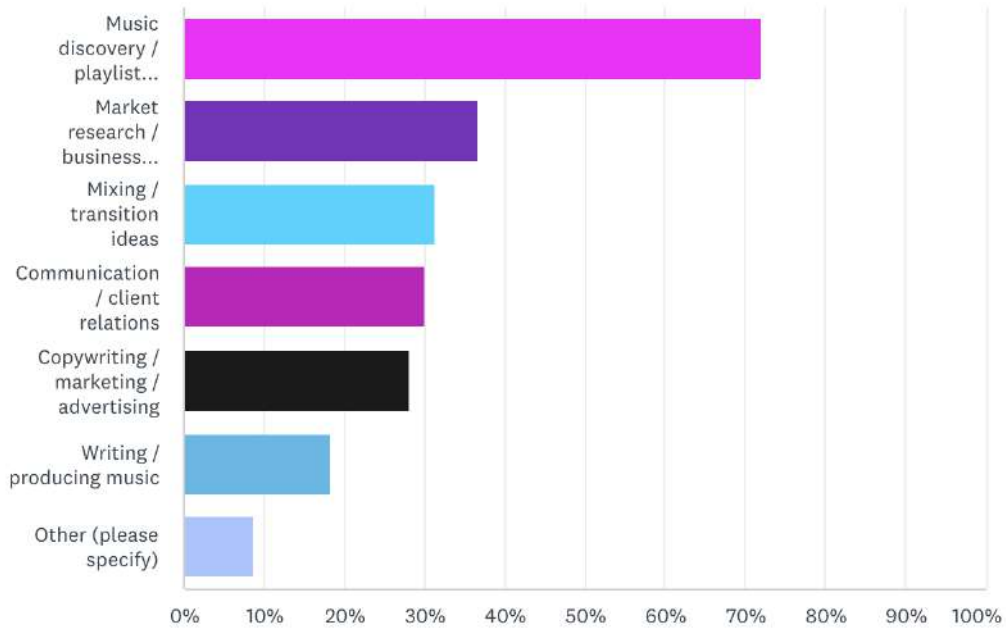
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ANSWER CHOICES	RESPONSES
▼ No	79.11% 15,336
▼ Yes	15.87% 3,077
▼ Not sure / don't know what you mean	5.02% 973
<b>TOTAL</b>	<b>19,386</b>



## IN WHAT AREAS ARE YOU USING AI TOOLS?



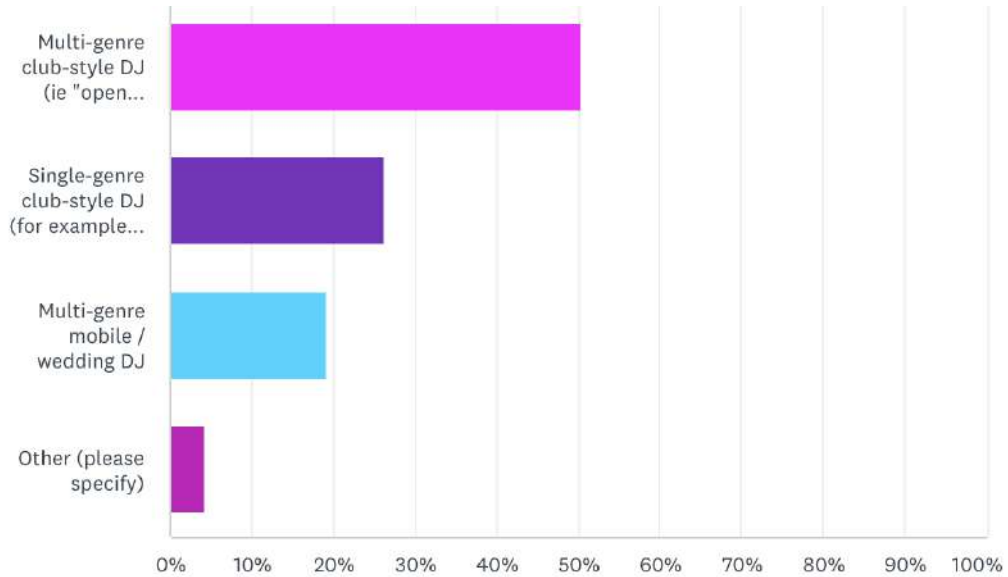
ANSWER CHOICES	RESPONSES
▼ Music discovery / playlist creation	72.02% 2,209
▼ Market research / business planning	36.78% 1,128
▼ Mixing / transition ideas	31.40% 963
▼ Communication / client relations	30.13% 924
▼ Copywriting / marketing / advertising	28.04% 860
▼ Writing / producing music	18.36% 563
▼ Other	8.67% 266
<b>Total Respondents: 3,067</b>	



# SECTION 4: MUSIC STYLES & SOURCING OF TUNES



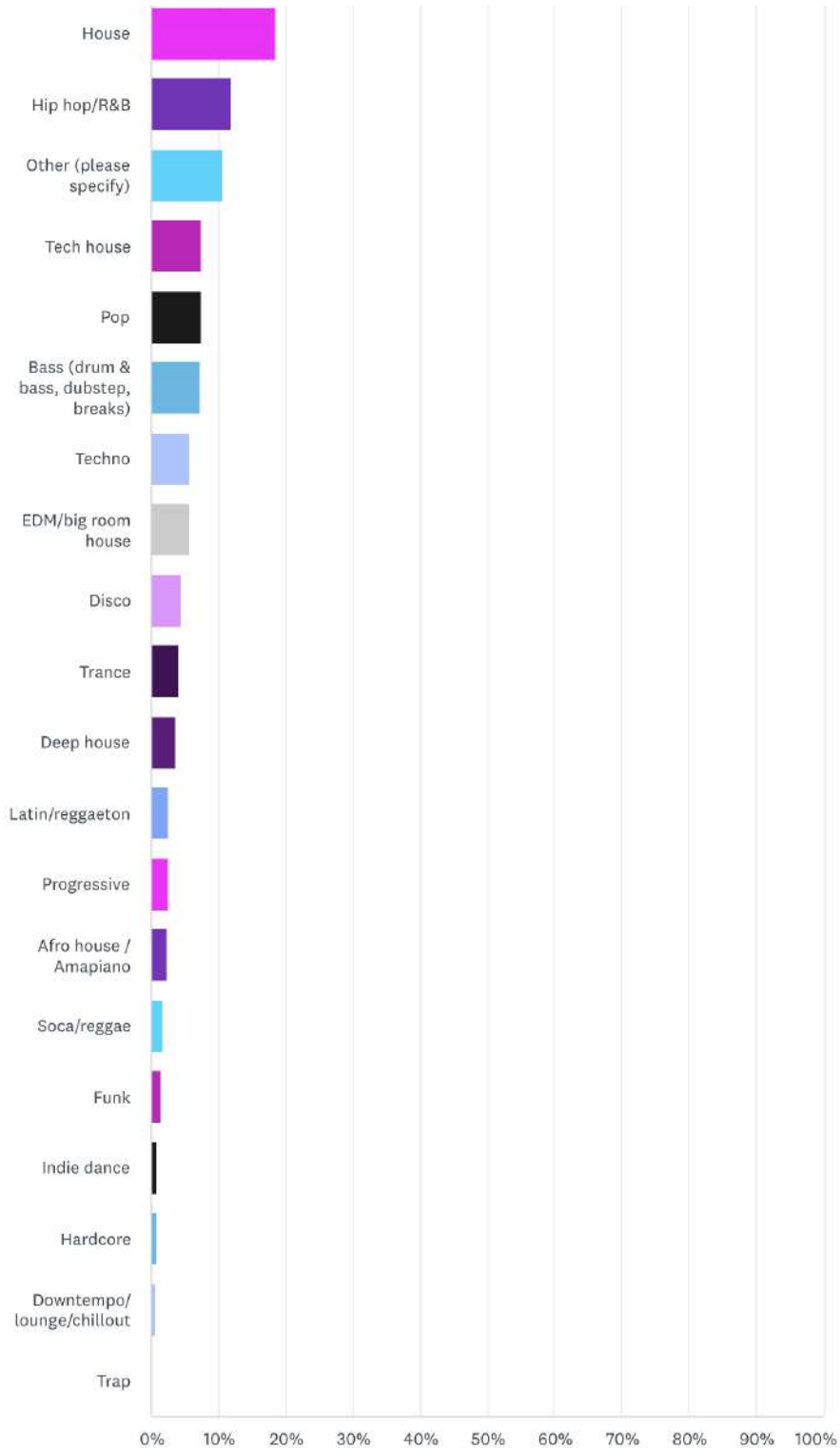
## WHICH OF THESE BEST DESCRIBES YOUR DJ STYLE?



ANSWER CHOICES	PERCENTAGE	RESPONSES
Multi-genre club-style DJ (ie "open format")	50.25%	9,604
Single-genre club-style DJ (for example "house", "trance" or "hip hop")	26.23%	5,013
Multi-genre mobile / wedding DJ	19.20%	3,669
Other	4.33%	827
<b>TOTAL</b>		<b>19,113</b>



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



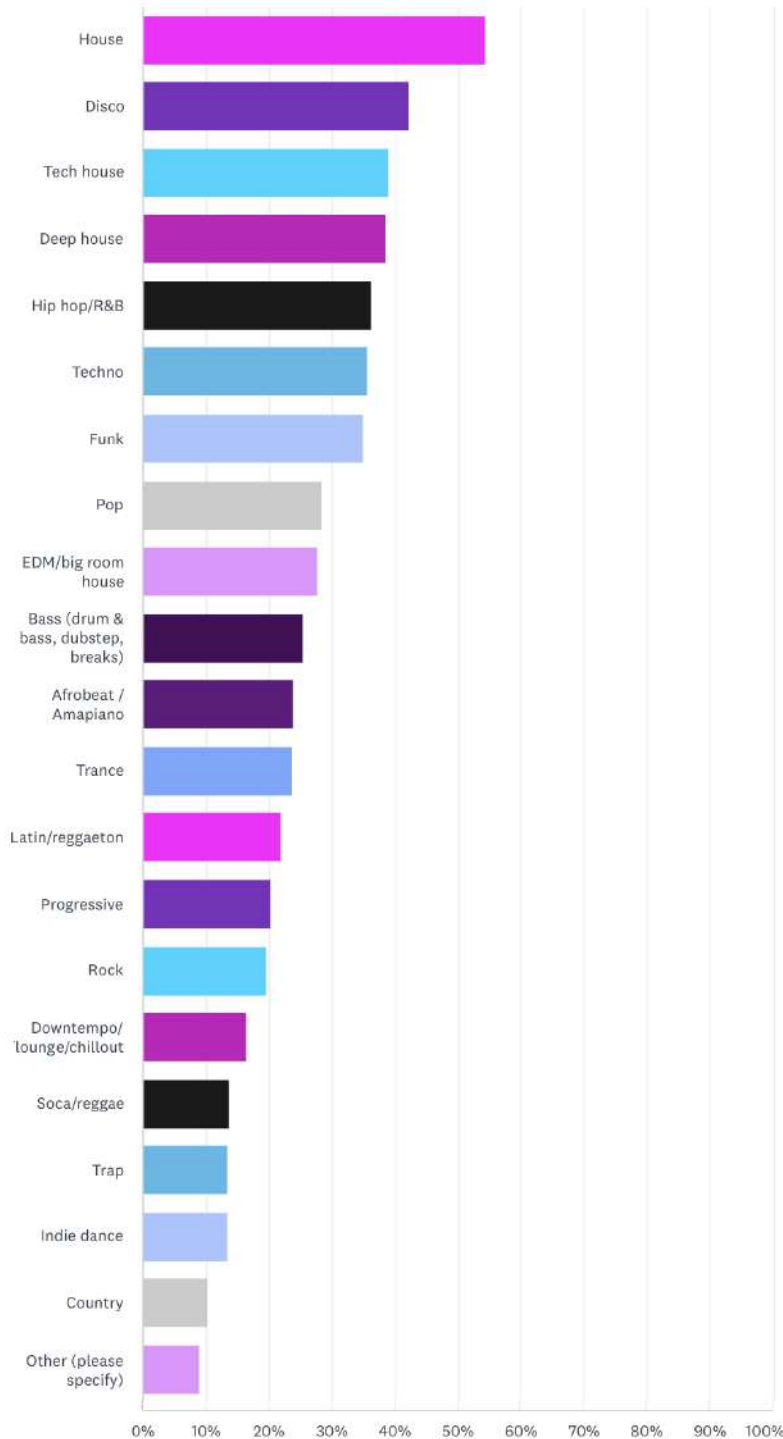


# WHAT'S THE ONE GENRE YOU MOSTLY PLAY WHEN DJING? CONT.

ANSWER CHOICES	RESPONSES	
▼ House	18.52%	3,531
▼ Hip hop/R&B	11.92%	2,273
▼ Other (please specify)	10.74%	2,047
▼ Tech house	7.55%	1,439
▼ Pop	7.36%	1,403
▼ Bass (drum & bass, dubstep, breaks)	7.20%	1,373
▼ Techno	5.85%	1,115
▼ EDM/big room house	5.66%	1,079
▼ Disco	4.40%	838
▼ Trance	4.05%	772
▼ Deep house	3.66%	698
▼ Latin/reggaeton	2.66%	507
▼ Progressive	2.50%	476
▼ Afro house / Amapiano	2.43%	464
▼ Soca/reggae	1.62%	309
▼ Funk	1.51%	287
▼ Indie dance	0.79%	150
▼ Hardcore	0.78%	148
▼ Downtempo/lounge/chillout	0.57%	108
▼ Trap	0.24%	46
<b>TOTAL</b>		<b>19,063</b>



## WHAT OTHER GENRES DO YOU LIKE TO DJ WITH?





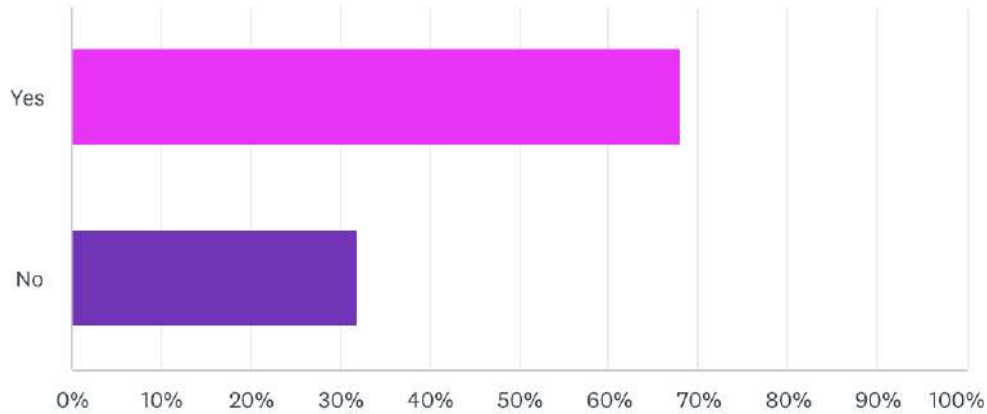
# WHAT OTHER GENRES DO YOU LIKE TO DJ WITH? CONT.

ANSWER CHOICES	RESPONSES	
▼ House	54.43%	10,330
▼ Disco	42.12%	7,994
▼ Tech house	38.98%	7,397
▼ Deep house	38.65%	7,334
▼ Hip hop/R&B	36.19%	6,868
▼ Techno	35.53%	6,743
▼ Funk	34.87%	6,617
▼ Pop	28.37%	5,383
▼ EDM/big room house	27.69%	5,255
▼ Bass (drum & bass, dubstep, breaks)	25.30%	4,802
▼ Afrobeat / Amapiano	23.99%	4,552
▼ Trance	23.58%	4,474
▼ Latin/reggaeton	21.88%	4,153
▼ Progressive	20.30%	3,853
▼ Rock	19.68%	3,734
▼ Downtempo/lounge/chillout	16.36%	3,105
▼ Soca/reggae	13.60%	2,580
▼ Trap	13.36%	2,536
▼ Indie dance	13.36%	2,535
▼ Country	10.26%	1,947
▼ Other	9.04%	1,715
▼ Hardstyle	7.94%	1,507
▼ Hardcore	7.32%	1,389
<b>Total Respondents: 18,977</b>		



## DO YOU BUY MUSIC FROM ONLINE DOWNLOAD STORES?

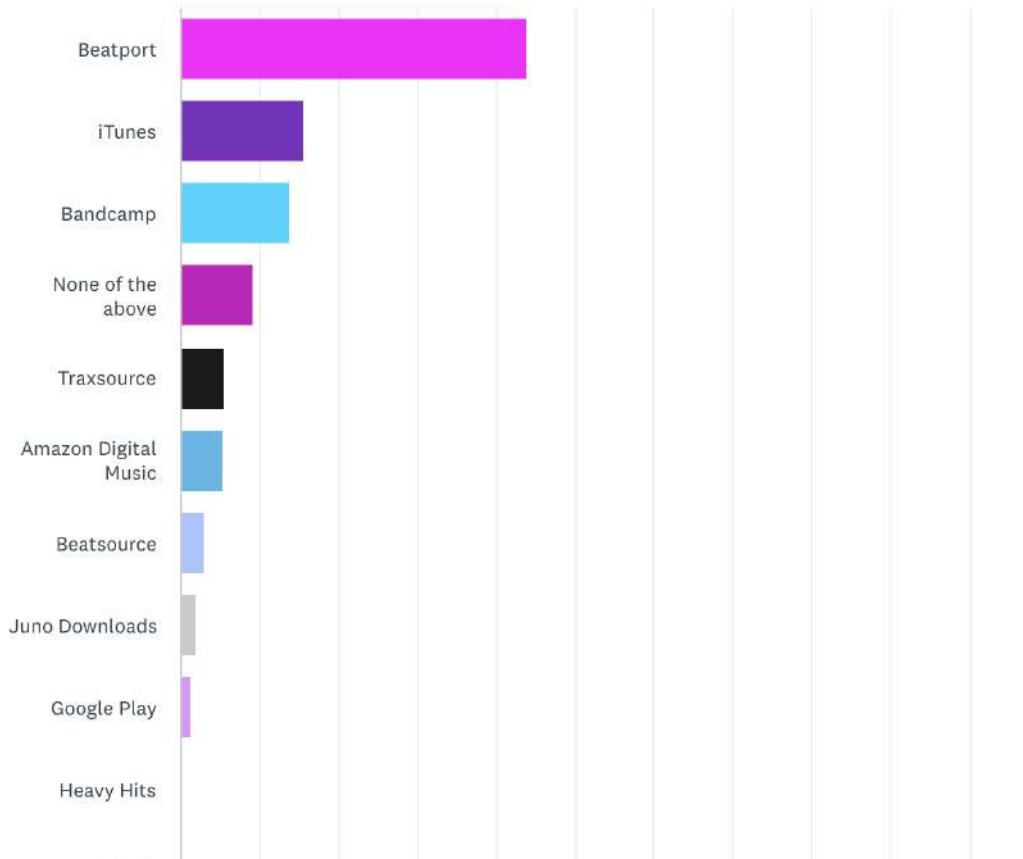
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ANSWER CHOICES	RESPONSES
Yes	67.95% 12,878
No	32.05% 6,073
<b>TOTAL</b>	<b>18,951</b>

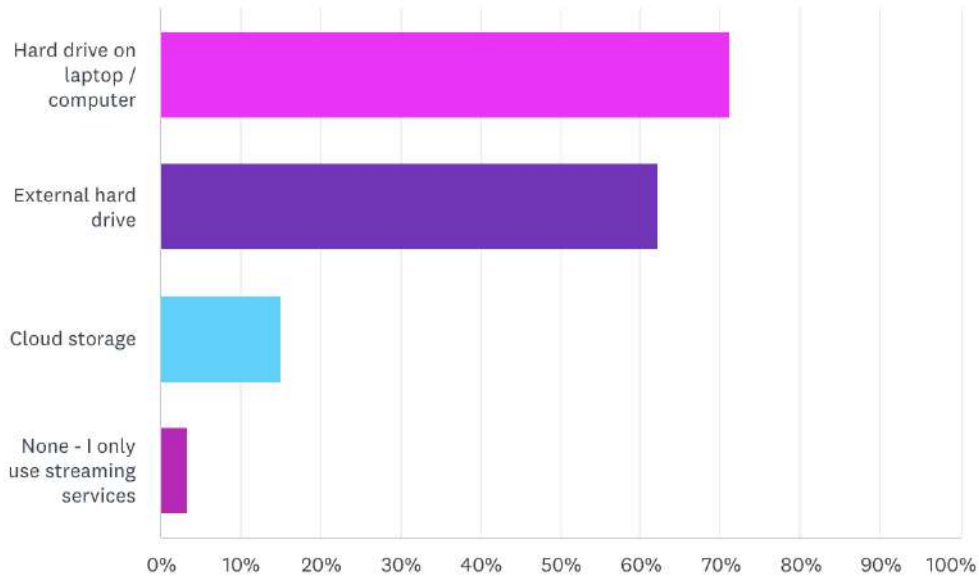


# WHICH DOWNLOAD STORE DO YOU USE THE MOST TO BUY MUSIC FOR DJING?



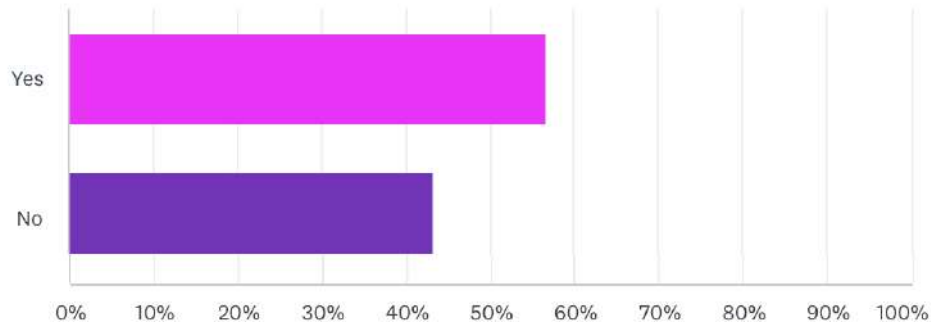
ANSWER CHOICES	RESPONSES	
▼ Beatport	43.96%	5,665
▼ iTunes	15.57%	2,006
▼ Bandcamp	13.86%	1,786
▼ None of the above	9.24%	1,191
▼ Traxsource	5.53%	712
▼ Amazon Digital Music	5.42%	698
▼ Beatsource	3.08%	397
▼ Juno Downloads	2.00%	258
▼ Google Play	1.34%	173
▼ Heavy Hits	0.00%	0
▼ Xtendamix	0.00%	0
<b>TOTAL</b>		<b>12,886</b>

# WHERE DO YOU STORE YOUR AUDIO FILES?



ANSWER CHOICES	RESPONSES
▼ Hard drive on laptop / computer	71.15% 13,381
▼ External hard drive	62.35% 11,725
▼ Cloud storage	15.05% 2,831
▼ None - I only use streaming services	3.40% 639
<b>Total Respondents: 18,806</b>	

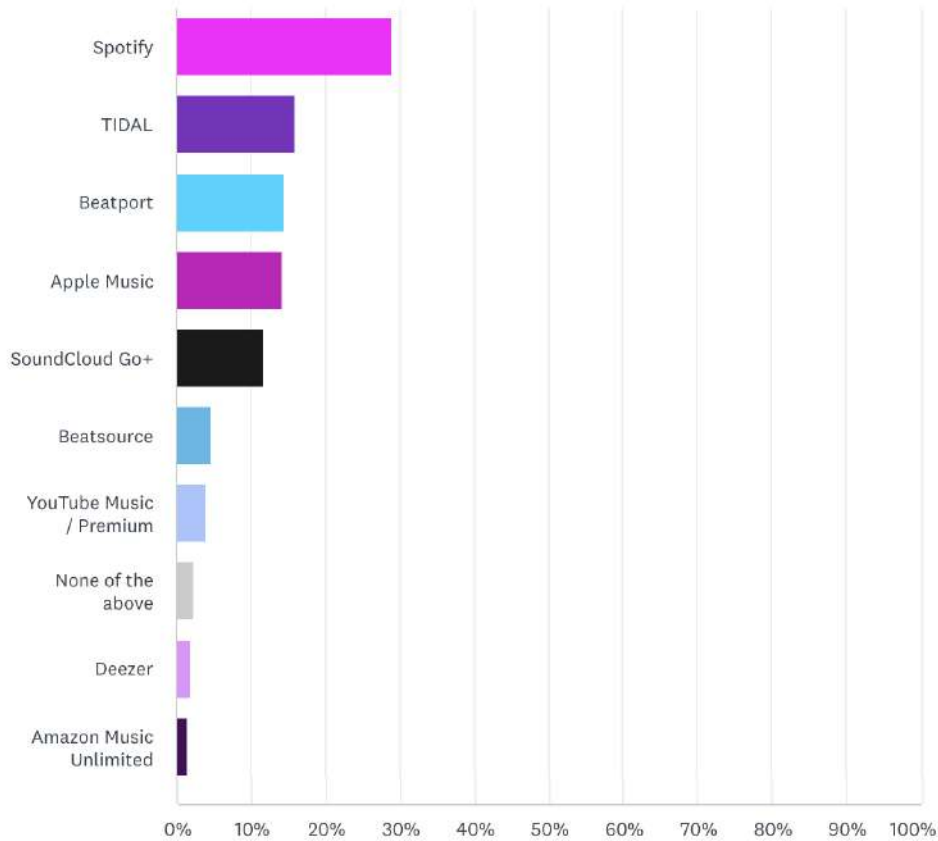
# DO YOU USE A STREAMING MUSIC SERVICE (SUCH AS SPOTIFY OR APPLE MUSIC)?



ANSWER CHOICES	RESPONSES
Yes	56.61% 10,706
No	43.39% 8,205
<b>TOTAL</b>	<b>18,911</b>

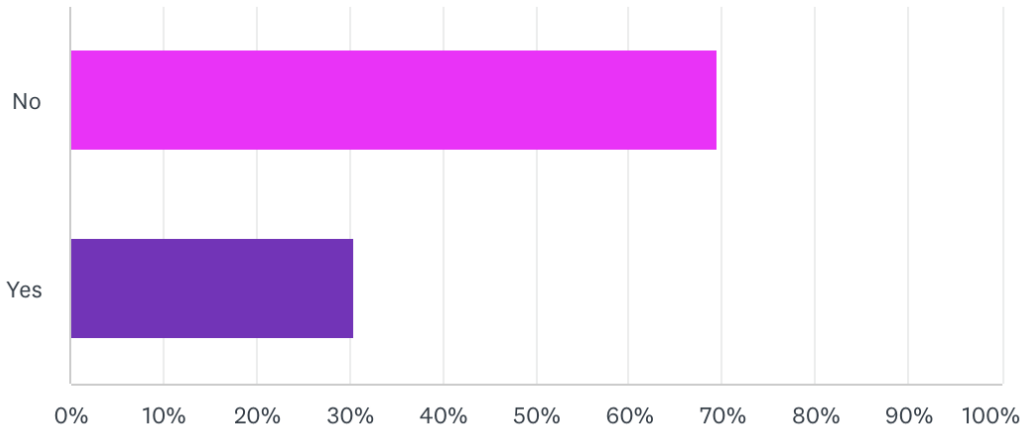


# WHICH MUSIC STREAMING SERVICE DO YOU USE THE MOST FOR DJING?



ANSWER CHOICES	RESPONSES
▼ Spotify	29.02% 3,114
▼ TIDAL	16.06% 1,723
▼ Beatport	14.45% 1,550
▼ Apple Music	14.18% 1,522
▼ SoundCloud Go+	11.72% 1,258
▼ Beatsource	4.62% 496
▼ YouTube Music / Premium	4.00% 429
▼ None of the above	2.36% 253
▼ Deezer	1.85% 198
▼ Amazon Music Unlimited	1.39% 149
▼ Pandora	0.27% 29
▼ Qobuz	0.08% 9
<b>TOTAL</b>	<b>10,730</b>

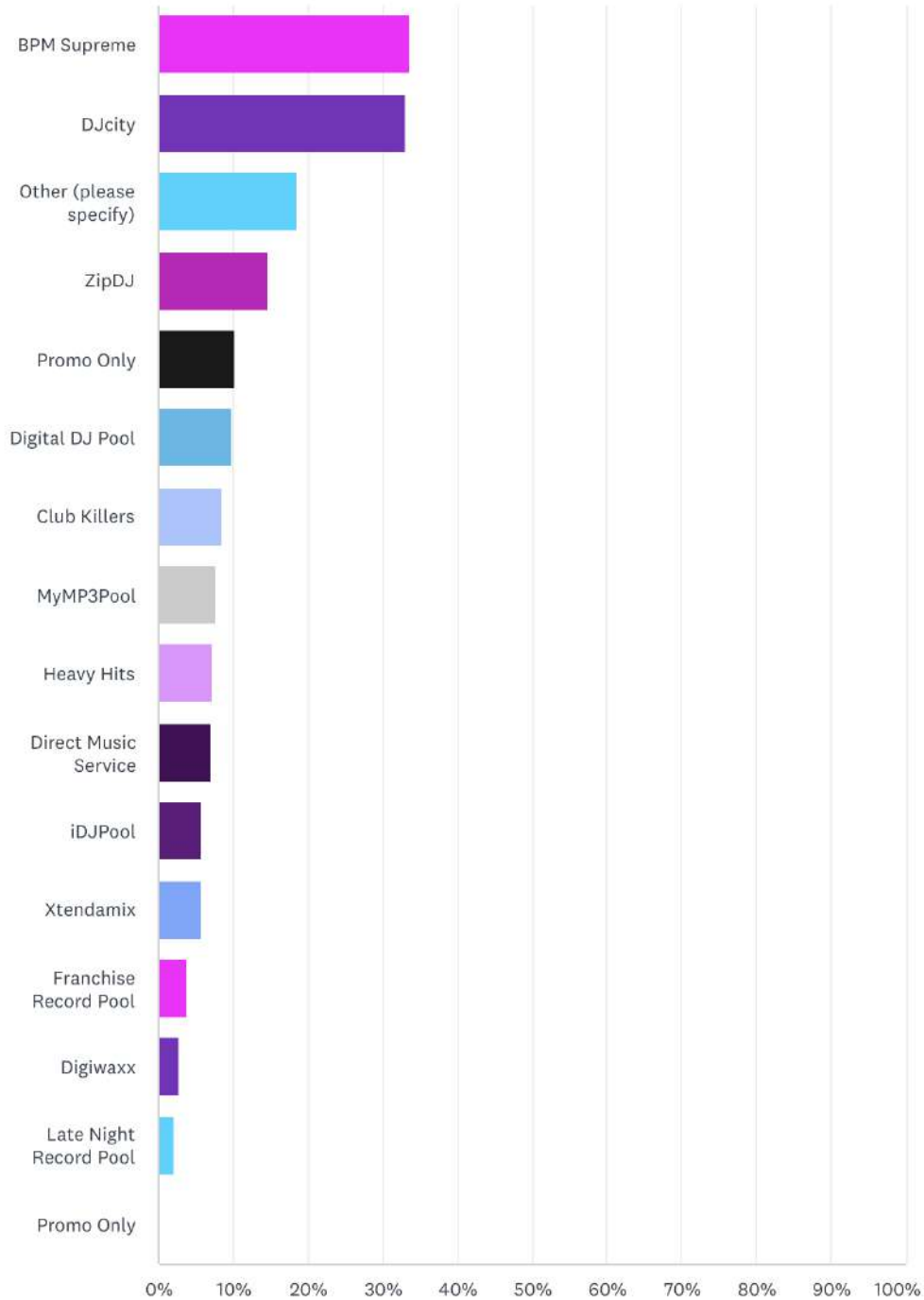
# DO YOU SUBSCRIBE TO A DJ DOWNLOAD POOL?



ANSWER CHOICES	RESPONSES
No	69.54% 13,125
Yes	30.46% 5,748
<b>TOTAL</b>	<b>18,873</b>



## WHICH DJ DOWNLOAD POOLS DO YOU SUBSCRIBE TO?





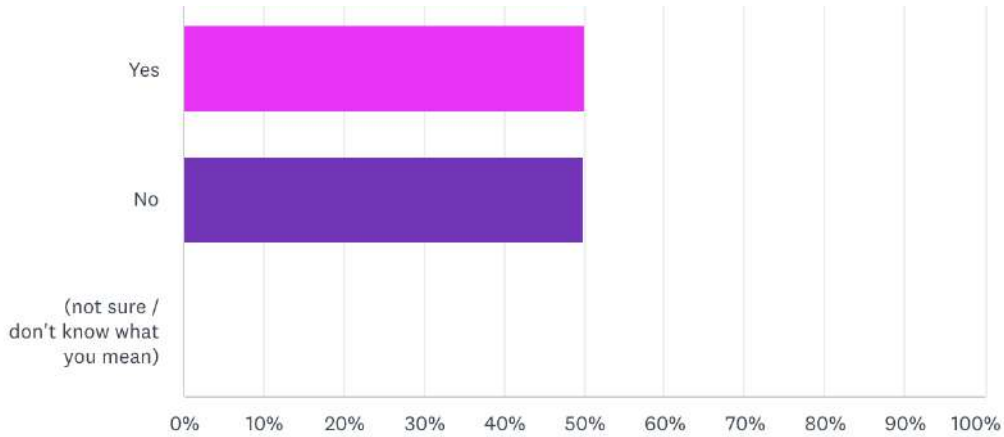
# WHICH DJ DOWNLOAD POOLS DO YOU SUBSCRIBE TO? CONT.

ANSWER CHOICES	RESPONSES	
▼ BPM Supreme	33.62%	1,926
▼ DJcity	32.96%	1,888
▼ Other	18.58%	1,064
▼ ZipDJ	14.73%	844
▼ Promo Only	10.27%	588
▼ Digital DJ Pool	9.79%	561
▼ Club Killers	8.47%	485
▼ MyMP3Pool	7.75%	444
▼ Heavy Hits	7.21%	413
▼ Direct Music Service	7.04%	403
▼ iDJPool	5.73%	328
▼ Xtendamix	5.67%	325
▼ Franchise Record Pool	3.77%	216
▼ Digiwaxx	2.78%	159
▼ Late Night Record Pool	2.06%	118
▼ Promo Only	0.00%	0
<b>Total Respondents: 5,728</b>		



## DO YOU USE STEMS TECHNOLOGY?

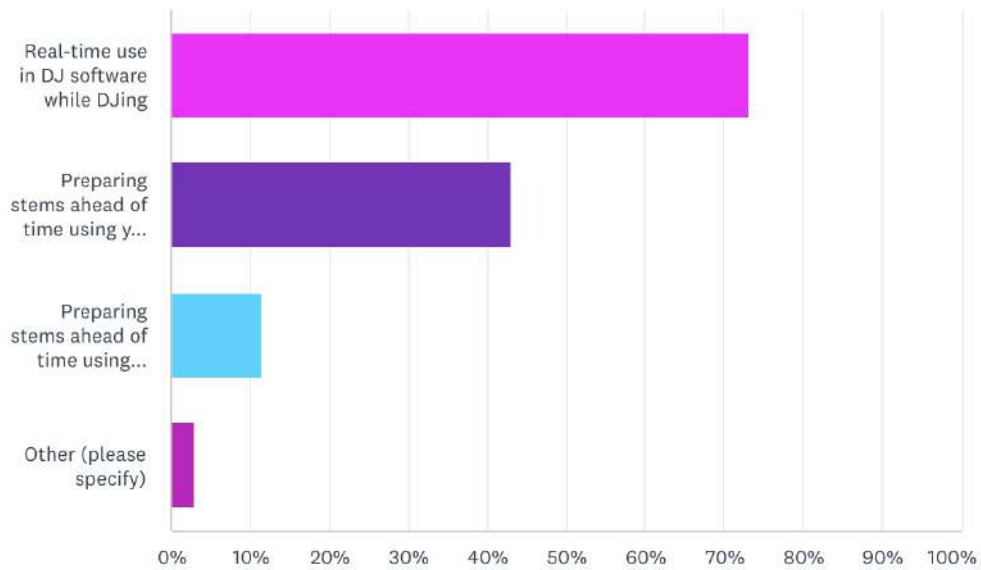
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ANSWER CHOICES	RESPONSES
▼ Yes	50.12% 9,698
▼ No	49.88% 9,650
▼ (not sure / don't know what you mean)	0.00% 0
<b>TOTAL</b>	<b>19,348</b>



## IN WHAT WAY ARE YOU USING STEMS?



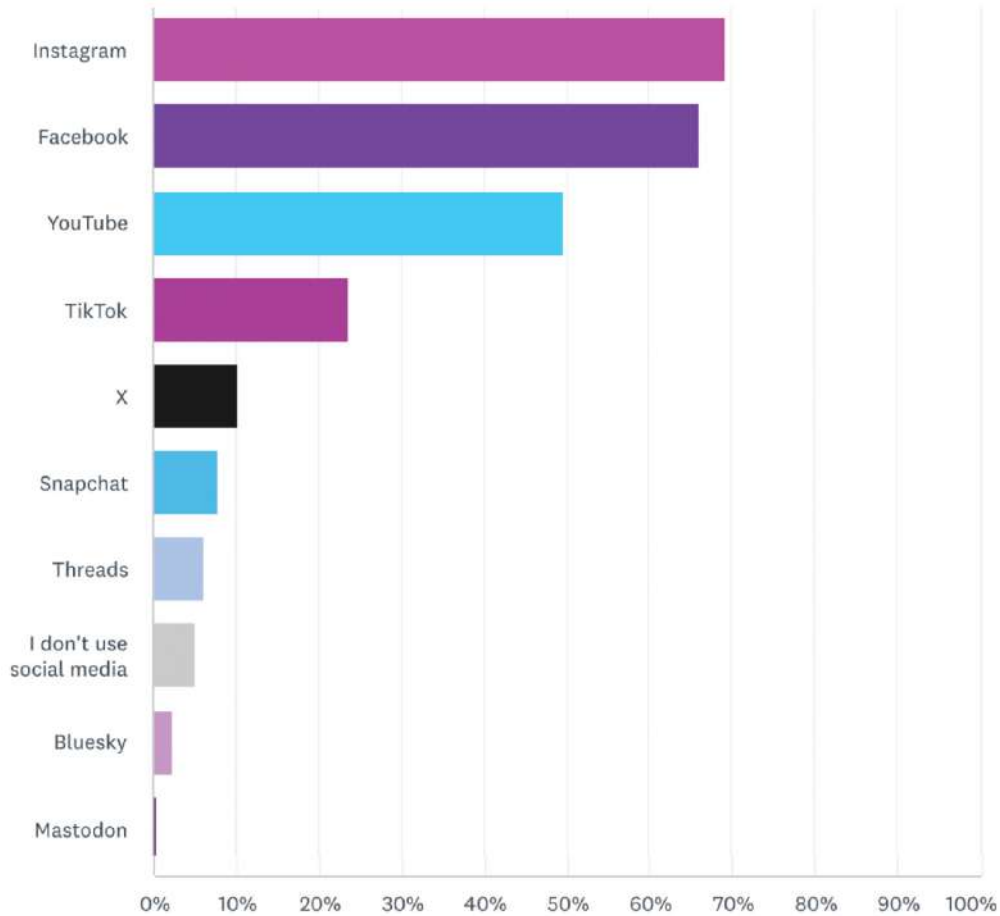
ANSWER CHOICES	RESPONSES
Real-time use in DJ software while DJing	73.23% 7,095
Preparing stems ahead of time using your DJ software	43.09% 4,175
Preparing stems ahead of time using tools like RipX, UVR, LALAL.AI, Neural Mix Pro	11.61% 1,125
Other	2.97% 288
<b>Total Respondents: 9,689</b>	



# SECTION 5: SOCIAL MEDIA



## WHAT SOCIAL MEDIA DO YOU USE REGULARLY?

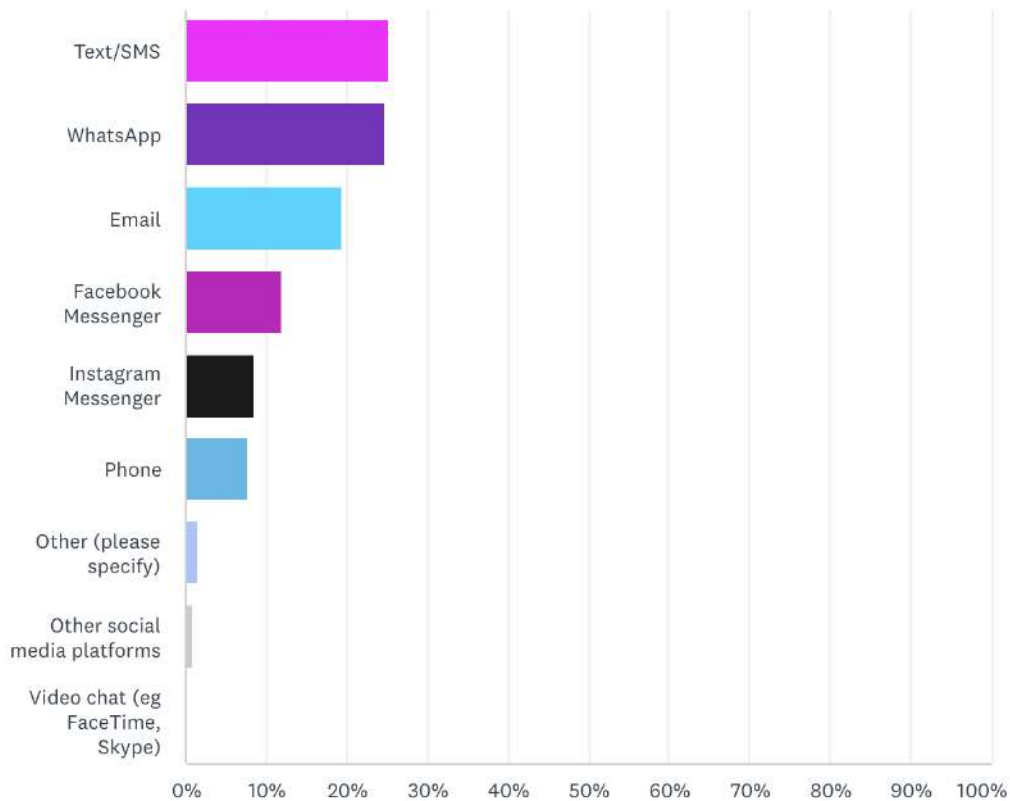


ANSWER CHOICES	RESPONSES
Instagram	69.26% 13,005
Facebook	66.11% 12,414
YouTube	49.62% 9,317
TikTok	23.68% 4,446
X	10.22% 1,920
Snapchat	7.86% 1,476
Threads	6.11% 1,148
I don't use social media	5.15% 967
Bluesky	2.43% 457
Mastodon	0.37% 69

Total Respondents: 18,778



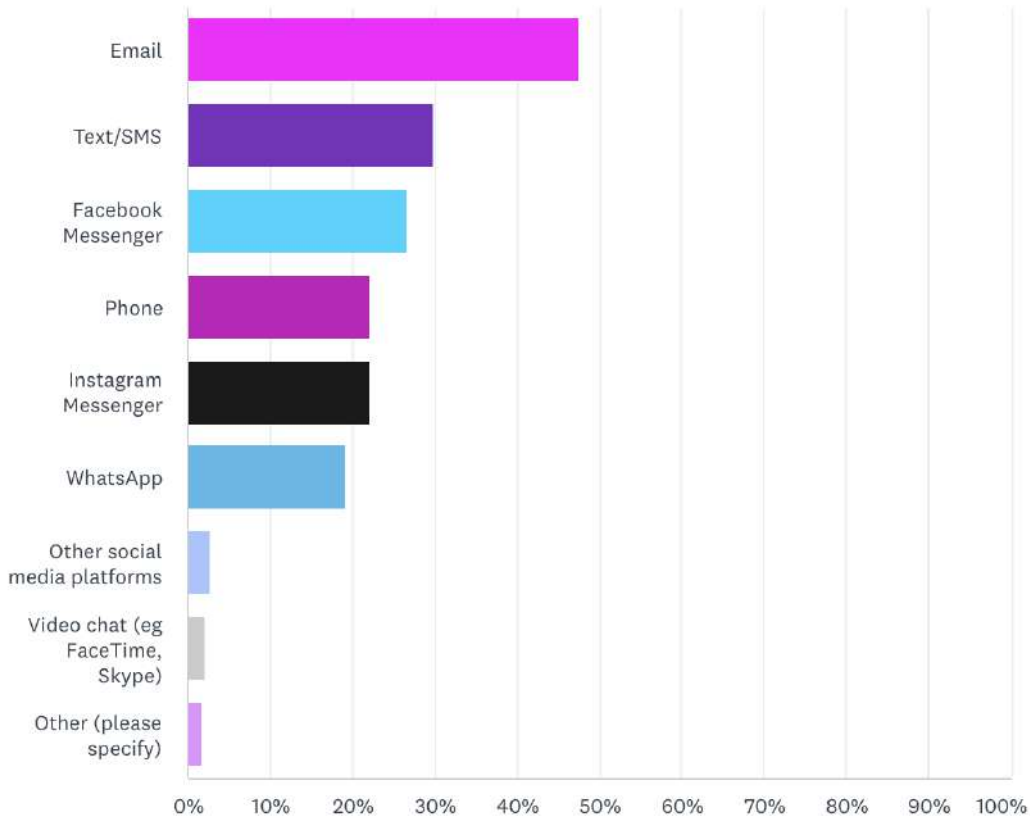
## WHAT WOULD YOU SAY IS YOUR MOST USED METHOD OF COMMUNICATION?



ANSWER CHOICES	RESPONSES	
▼ Text/SMS	25.22%	4,713
▼ WhatsApp	24.70%	4,617
▼ Email	19.45%	3,635
▼ Facebook Messenger	11.92%	2,227
▼ Instagram Messenger	8.46%	1,582
▼ Phone	7.68%	1,435
▼ Other	1.57%	293
▼ Other social media platforms	0.82%	154
▼ Video chat (eg FaceTime, Skype)	0.18%	34
<b>TOTAL</b>		<b>18,690</b>



# WHAT OTHER COMMUNICATION METHODS DO YOU USE REGULARLY?



ANSWER CHOICES	RESPONSES
▼ Email	47.63% 8,902
▼ Text/SMS	29.81% 5,571
▼ Facebook Messenger	26.68% 4,987
▼ Phone	22.13% 4,136
▼ Instagram Messenger	22.10% 4,131
▼ WhatsApp	19.21% 3,590
▼ Other social media platforms	2.76% 515
▼ Video chat (eg FaceTime, Skype)	2.19% 409
▼ Other	1.64% 307
<b>Total Respondents: 18,690</b>	



## SUMMARY

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We hope these results have given you an absorbing snapshot of where DJing stands right now - and where it's heading. Whether it's the AI revolution, the streaming takeover, or the rise of multi-genre mixing, there's plenty to think about as we head into another year of DJing.

For deeper analysis of these results, head to the blog post at [djtips.co/census2026](https://djtips.co/census2026).

Thanks to the team at Digital DJ Tips for making this happen, and to AlphaTheta for contributing to the prize draw. As always, partner brands never have input into the survey - their incentive is simply to receive the results. To read more about how Digital DJ Tips is funded, visit [djtips.co/funding](https://djtips.co/funding).

And thanks to everyone for taking part and reading!

Phil Morse  
Digital DJ Tips  
February 2026