



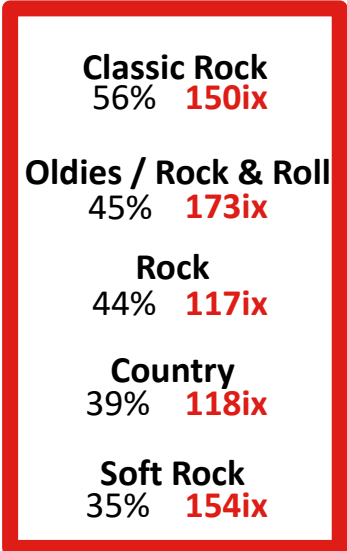
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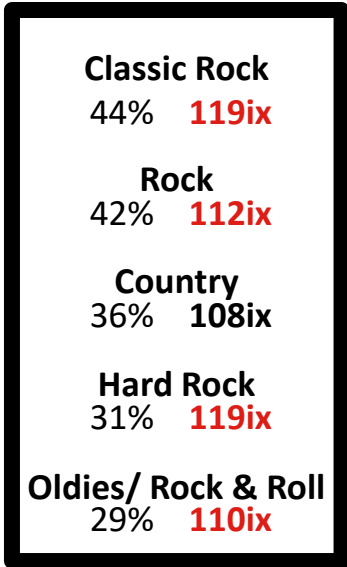
Top 5 Music Genres.

Top 5 music genres (excluding decades music) each generation say they enjoy listening to
Based on reach %

BABY BOOMERS

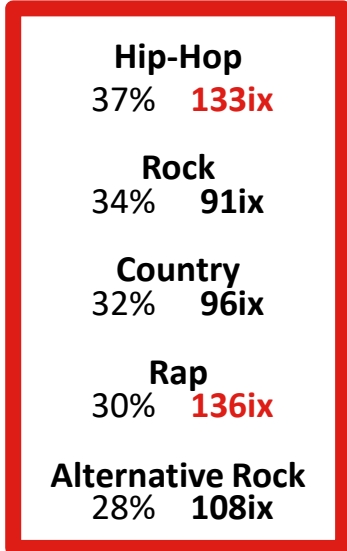


GEN X

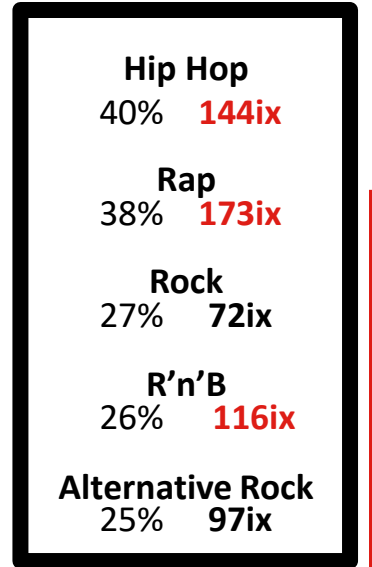


MILLENNIALS

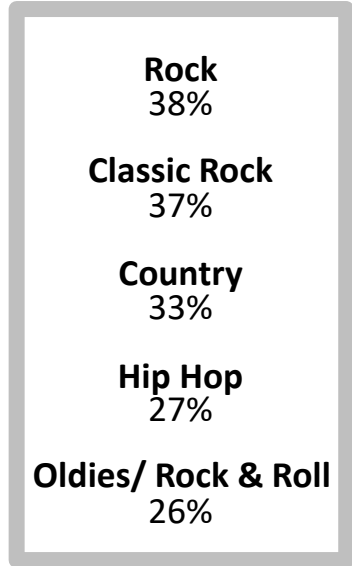
GEN Y



GEN Z



OVER ALL



Observations

Rock is the top genre that people 16-64 in the USA say they “enjoy listening to”. It is the only genre to appear within the top 5 of every generation when looking at reach %.

Classic Rock, Oldies / Rock & Roll, and Country appear in the overall top 5 but they do skew more towards the older generations.

Hip-Hop is the only younger skewing genre to appear in the top 5. It’s the top genre for both Gen Z and Millennials.