



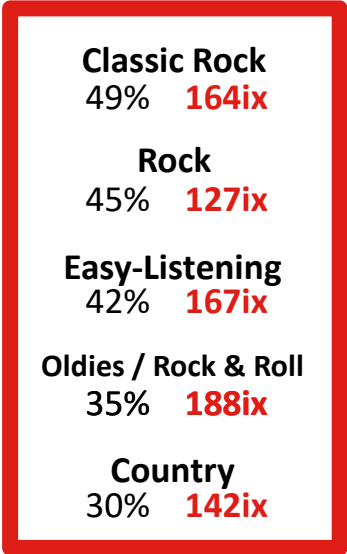
dna



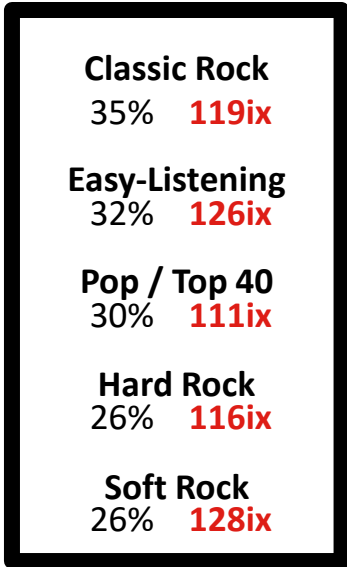
# Top 5 Music Genres.

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

## BABY BOOMERS

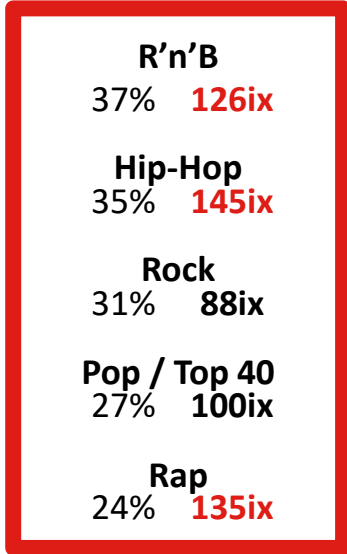


## GEN X

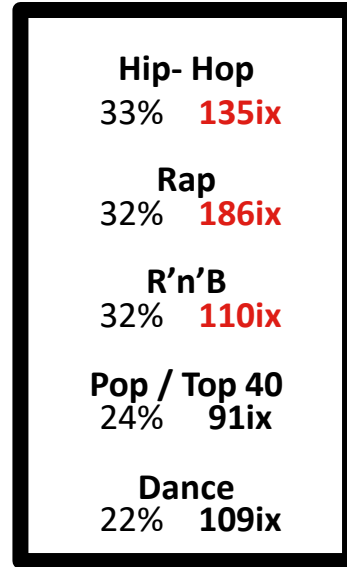


## MILLENNIALS

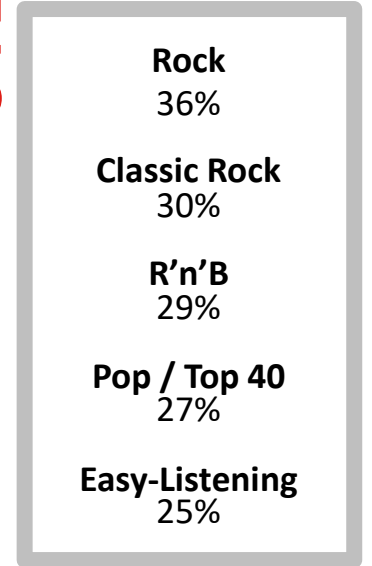
## GEN Y



## GEN Z



## OVERALL



## Observations

Rock is the top music genre in Australia, although it does skew more towards the older generations. Gen Z is the only generation not to have Rock in their Top 5 most enjoyed genres. They're also the only generation to have Dance in their top 5. The younger generations have a stronger skew towards in Hip-Hop, Rap and R'n'B music genres.