



Top 5 Music Genres.

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



BABY BOOMERS

Easy Listening	42%	180ix
Classic Rock	41%	159ix
Rock	41%	122ix
Motown	35%	188ix
Classical & Opera	28%	197ix

GEN X

Rock	37%	111ix
Classic Rock	30%	116ix
Easy Listening	27%	115ix
Pop / Top 40	26%	106ix
Disco	26%	121ix

MILLENNIALS

GEN Y

R'n'B	29%	123ix
Rock	29%	86ix
Hip-Hop	26%	140ix
Dance	26%	113ix
Pop / Top 40	26%	107ix

GEN Z

Rap	34%	219ix
Hip-Hop	33%	177ix
R'n'B	30%	126ix
Rock	25%	76ix
Pop / Top 40	24%	98ix

OVER ALL

Rock	33%
Classic Rock	26%
Pop / Top 40	24%
R'n'B	24%
Easy Listening	23%

Observations

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

It does however skew more towards older generations - with younger generations having a stronger affinity towards Hip-Hop, Rap, or R'n'B.