



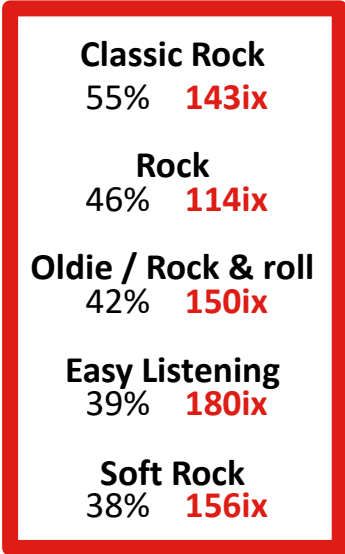
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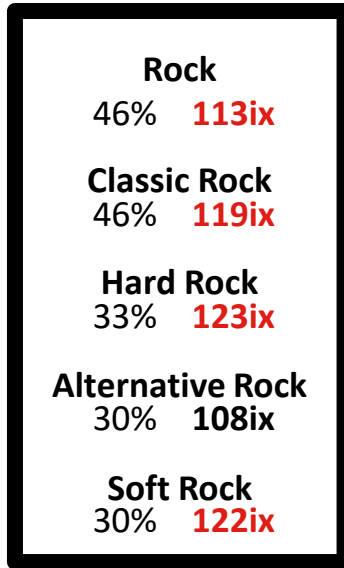
Top 5 Music Genres.

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

BABY BOOMERS

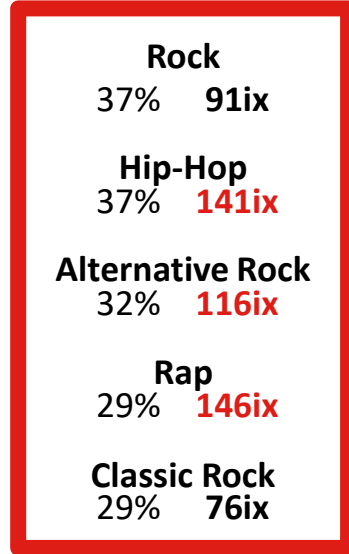


GEN X

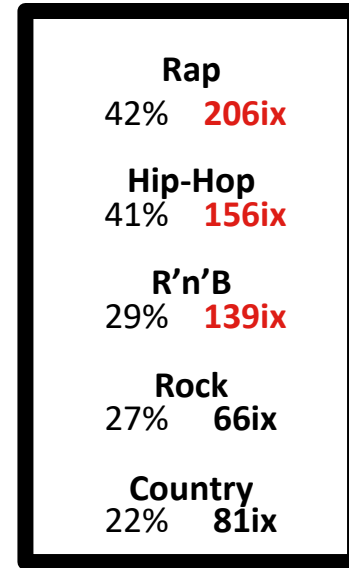


MILLENNIALS

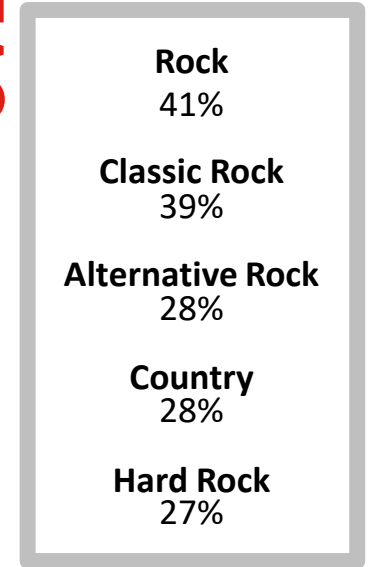
GEN Y



GEN Z



OVERALL



Observations

Rock is the top genre that people 16-64 in Canada 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 for Hip-Hop, Rap, or R'n'B.

Prepared by Audience Precision, June 2020.

The figures in this report are from research conducted by GlobalWebIndex on people aged 16-64
The research is representative of a country's online population