



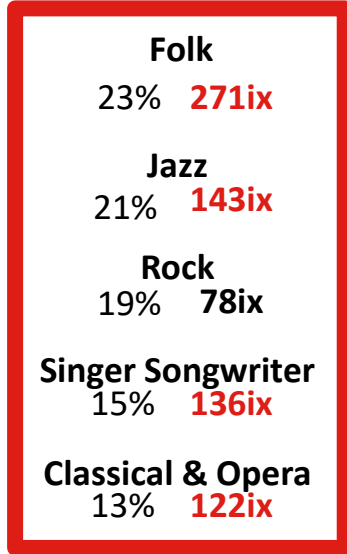
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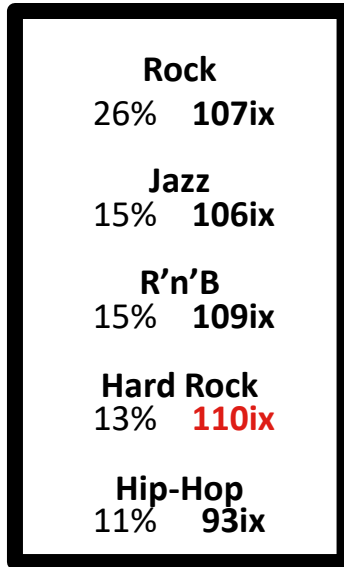
Top 5 Music Genres.

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

BABY BOOMERS

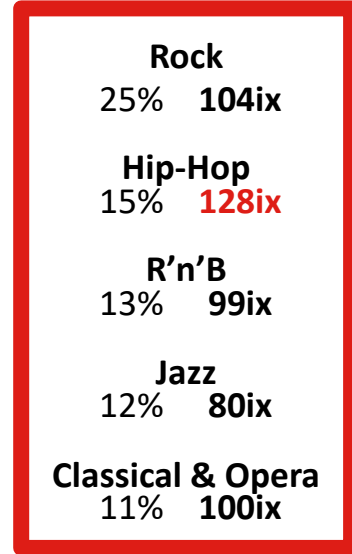


GEN X

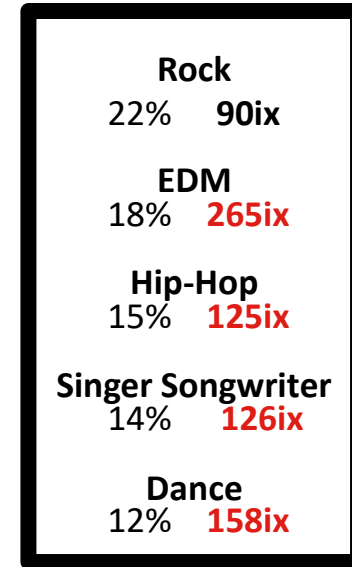


MILLENNIALS

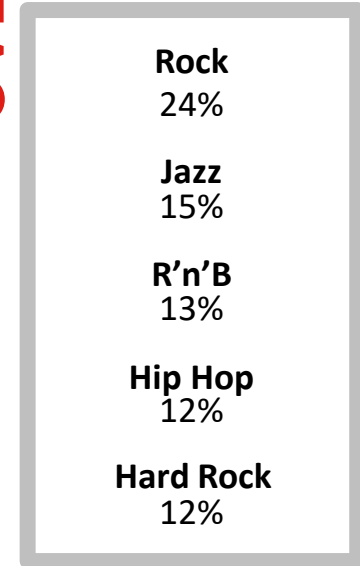
GEN Y



GEN Z



OVER ALL



Observations

Rock is the top music genre that people 16-64 in Japan say they “enjoy listening to”.

The Japanese have different music tastes across the generations.