age	gender	partisan	partisan-ness	sociality	affluence
older	feminine	right wing	more political	more social	more affluent

age (older → younger):
- Philippines
- RuPaul
- rock
- pop-punk 1
- internet culture 2
- emo
- video game music
- pop-punk 2
- grime
- K-pop 2
- metalcore 2
- hardstyle

gender (feminine → masculine):
- RuPaul
- K-pop 2
- pop 3
- K-pop 1
- pop 2
- pop 1
- rock
- internet culture 2
- video game music
- indie 2
- alternative metal
- power metal
- emo
- music makers 1
- synthwave
- progressive metal 2

partisan (right wing → left wing):
- metalcore 2
- Philippines
- rap 4
- progressive metal
- internet culture 2
- alternative metal
- rock
- indie 1
- soundtrack
- pop 1
- pop-punk 2
- pop 2
- spotify
- pop 3

partisan-ness (more political → less political):
- politically engaged
- RuPaul
- Europe
- pop 1
- otacore
- indie 1
- psychedelic rock
- K-pop 2
- grime
- progressive metal 2
- spotify
- trance
- DnB

sociality (more social → less social):
- metalcore 2
- pop-punk 2
- despacito
- edm 2
- K-pop 2
- K-pop 1
- rap 1
- edm 1
- video game music
- music makers 1
- doom metal
- jazz
- politically engaged

affluence (more affluent → less affluent):
- spotify
- progressive metal
- trance
- rock
- politically engaged
- edm 2
- emo
- pop 2
- otacore
- grime
- music makers 2
- rap 4
- lo-fi

z-score values: 1.5, 1.0, 0.5, 0.0, -0.5, -1.0, -1.5

| younger | masculine | left wing | less political | less social | less affluent |