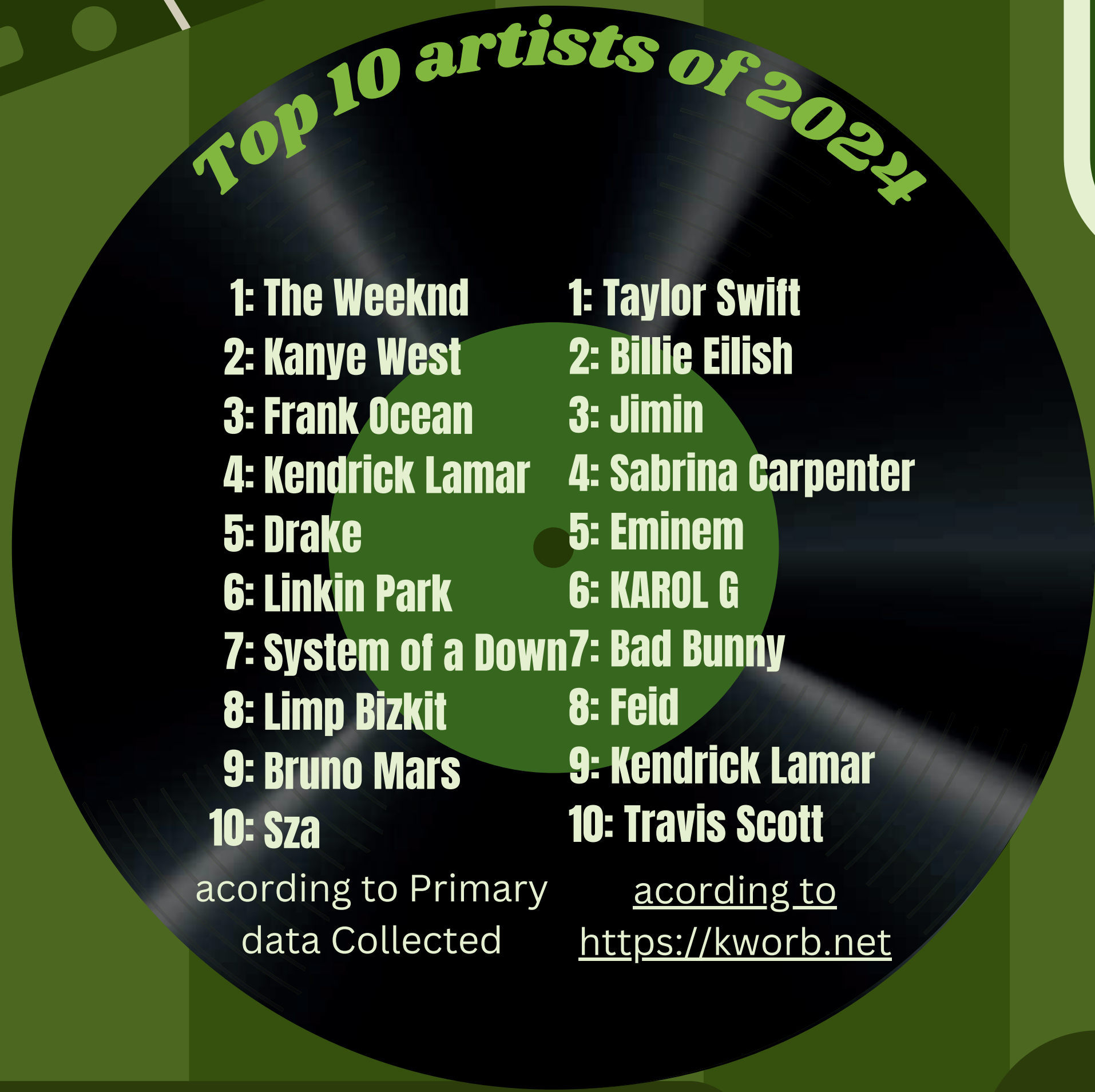
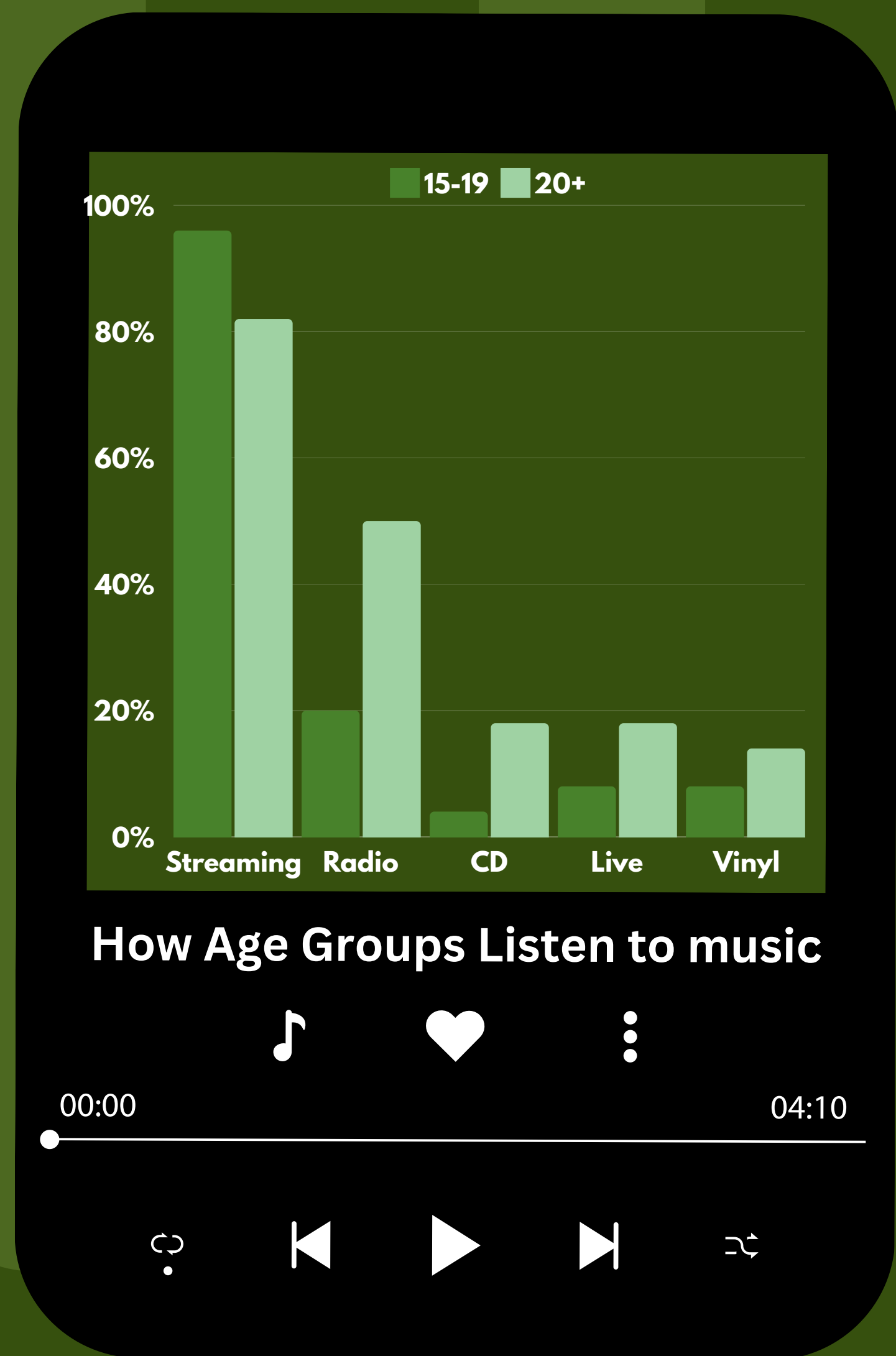
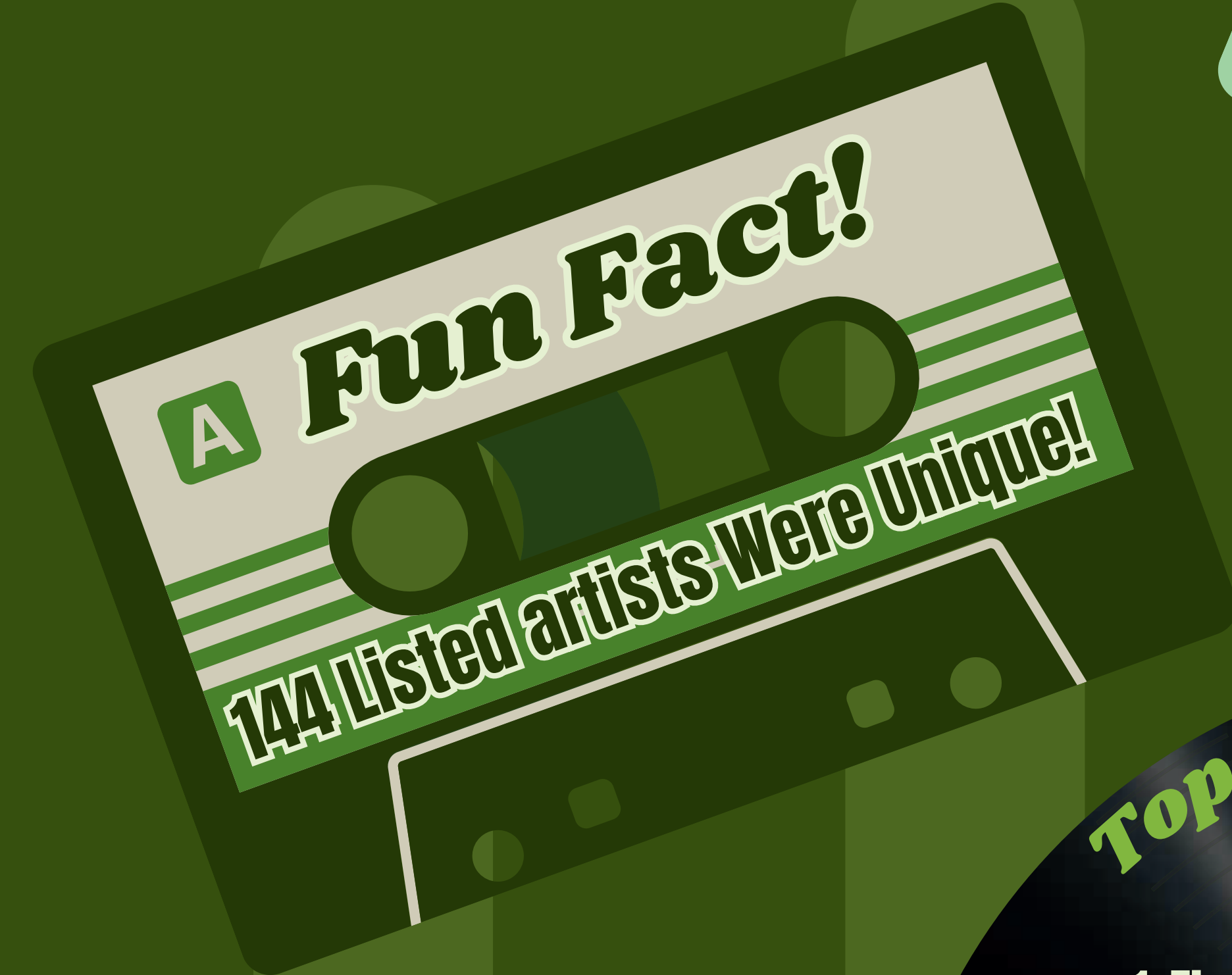


MUSIC

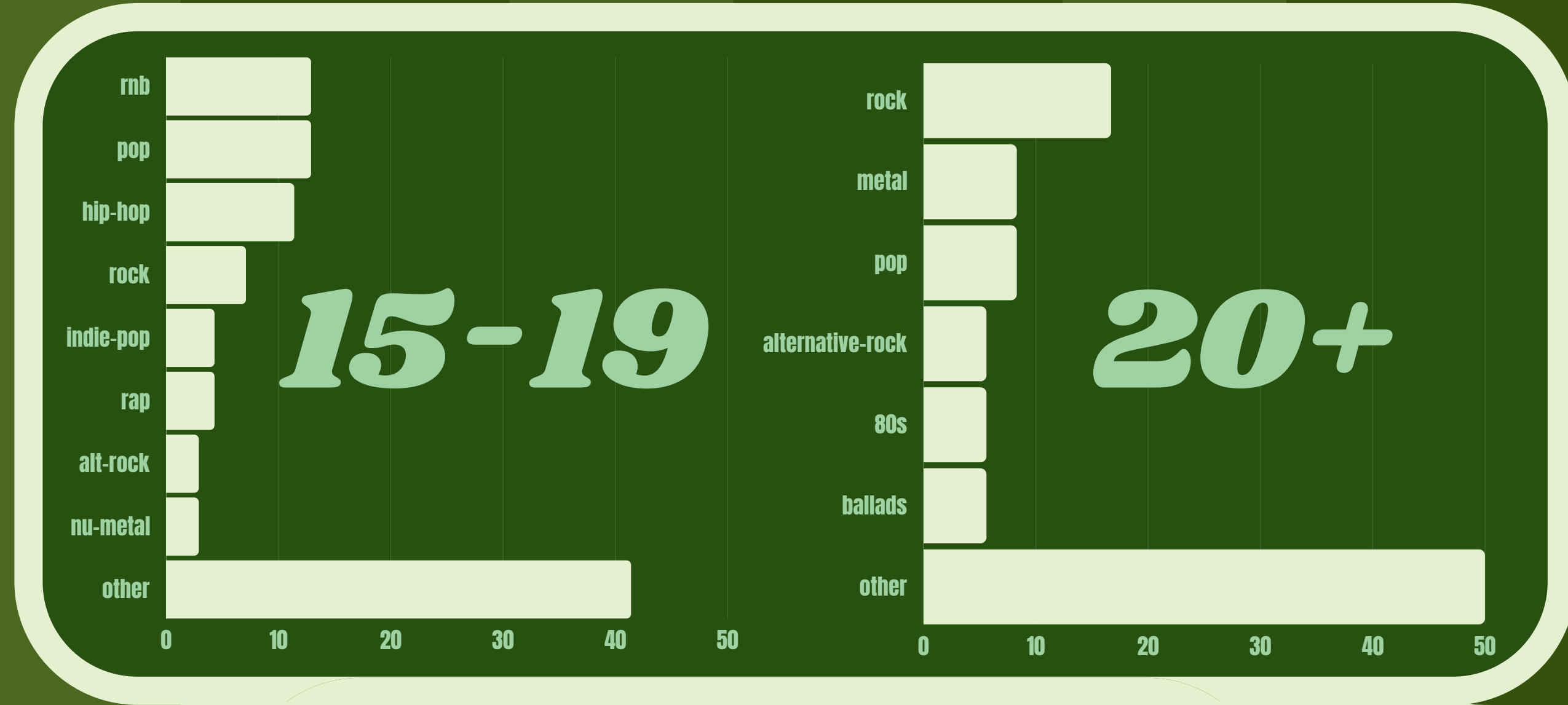
AND HOW DIFFERENT PEOPLE LISTEN



The chart to left shows how people who are over 20 use 'outdated' methods of listening, like cd and vinyl much more than younger people



What Genres Do Different ages listen to?



Younger People are more interested in "newer" genres like RnB, HipHop and Indie while older people like more classic genres like Metal,Rock and 80's

participants were asked why they listen to music in general. The word cloud to the right shows the most common words that were in the responses. out of the respondees women said they listen to music to relax more than men did and men said they use it for background music and entertainment more than women



Coleman Insights states that "Country is more prevalent Among women and consumers 35-54. Hip Hop/R&B is more prominent among consumers 12-34 and men."

2/10 Men said the listen to music 3+ hours a day while 3/10 women said that

