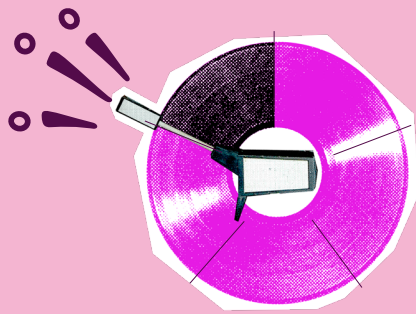




**60 YEARS**

**BOSE**



**OVER 80%**

OF RESPONDENTS DECLARED IF THEY HAD TO CHOOSE ONE DECADE TO LISTEN TO FOR THE REST OF THEIR LIVES, IT WOULD BE THE DECADE FROM THEIR TEENS AND 20S.



**MORE THAN 60%**

OF ALL RESPONDENTS (63%) AGREED THAT MUSIC USED TO BE BETTER THAN IT IS NOW.

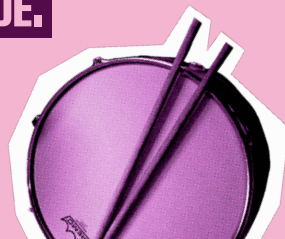


**ALMOST 80%**

OF MUSIC FANS (79%) ARE OPEN TO DISCOVERING MUSIC FROM ANOTHER GENERATION.



DECADES WITH ICONIC CHART TOPPERS LIKE BEYONCÉ AND TAYLOR SWIFT WERE NOT AMONG THE TOP DECADES RESPONDENTS WOULD CHOOSE TO LISTEN TO FOR THE REST OF THEIR LIVES... AT LEAST NOT YET. INSTEAD, RESPONDENTS CHOSE THE 1980S AS THE ONE DECADE THEY'D LISTEN TO FOR THE REST OF THEIR LIVES, WITH QUEEN AS THE MOST INFLUENTIAL ARTIST OF THE DECADE.



Sample: 6,000 music fans across the U.S. and U.K., ages 18-64

