Music or Bust: 20% of us would give up food for music, 2 in 3 are less active without headphones & millennials (18-34) use headphones for more than just music

**THE HEADPHONE GENERATION**

**THE POWER OF MUSIC**

- 53% of millennial respondents own 3 or more headphones

**OWN EARPHONES**

- 87% Own Earbuds
- 44% Own On-Ears
- 55% Own Over-Ears

**4 HRS**

Average number of hours millennials spend wearing headphones each day

**YOU DO MORE WITH MUSIC**

- 40% would ditch their workout if they forgot or didn’t have their headphones
- 66% would workout for less time
- 85% would enjoy their workout less

**MUSIC & YOUR DAILY ROUTINE**

- 73% of millennials admit to wearing headphones as a way to avoid interaction
- 48% of millennials wear headphones at work or school
- 81% of millennials need music to get going in the mornings
- 89% of millennials listen to music while they commute

**MOST POPULAR RUNNING SONGS**

1. Eye of the Tiger – Survivor
2. Roar – Katy Perry
3. Chariots of Fire – Vangelis
4. Stronger – Kanye West
5. Freebird – Lynyrd Skynyrd
6. We Are The Champions – Queen

Source: 2014 SOL REPUBLIC Music Snapshot