

# THE HEADPHONE GENERATION

**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 POWER OF MUSIC



53%

of millennial respondents own 3 or more headphones



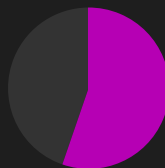
87%

Own Earbuds



44%

Own On-Ears



55%

Own Over-Ears



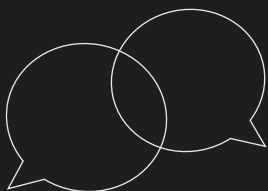
4 HRS

Average number of hours millennials spend wearing headphones each day



20%

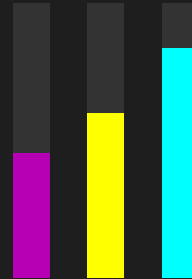
of respondents that listen to music the most (3+hours a day) would actually give up a meal a day instead of their music



62%

say a day without music is worse than a day without human interaction

## 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*