

# SOUND OF THE NEXT GENERATION

The role of music in young people's lives. **YOUTH MUSIC**

MUSIC IS \_\_\_\_\_ POWER

84%

say music makes their world better.



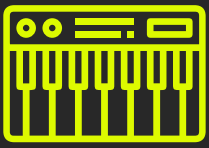
45 percent of parents say that their child prefers other music to nursery rhymes.

Black young people are

20%

more likely to make music than any other ethnic group.

## TIMES ARE TOUGH



59%

OF YOUNG PEOPLE WANT MORE MUSIC IN THEIR LIVES.



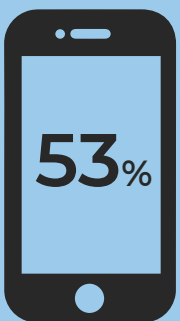
THE NORTH OF ENGLAND HAS SEEN THE BIGGEST DROP IN YOUNG PEOPLE IDENTIFYING AS MUSICAL.



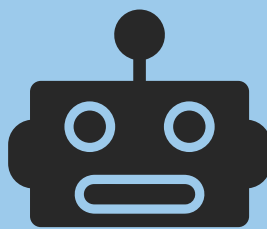
## FUTURE OF MUSIC



One in three young people feel that genres aren't relevant anymore.



53% of young people think that music has to go viral to be successful.



47% of young people felt that most music in the future will be made by Artificial Intelligence.

48%

of under 5s who are making music are doing so on a tablet or phone.