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Subject: Re: Audio Marketing

Posted by [Azuri](#) on Sat, 17 Dec 2016 17:59:55 GMT

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lilbill wrote on Thu, 20 October 2016 01:58I still think that it is the older generation that does the most purchases.

I was just reading that thread about the Mozart purchases, and your comment reminded me of that. Define "most purchases". The Mozart set technically outsold everyone else in terms of the most purchases, but that was because there were 200 CD's in one bulk package.

The relevance here is that the older generation might actually be making less purchases, but they add up to total more in value than all those cheap purchases the millennial's make.

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