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Subject: Re: Audio Marketing

Posted by [Tadtone](#) on Tue, 20 Dec 2016 08:02:50 GMT

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When it comes to hardware, I think it is probably disposable income. Young people tend to have fewer bills and obligations so more spending money. It is much easier to persuade a younger person to buy their first stereo, or a cheap portable disposable one to use at university, than to persuade an older person to replace a wired-in surround-sound system they've been happy with for years.

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