Using the big data from the active Pandora listeners, I linked literatures on musical preference with the music consumption. Following Peterson's concept of omnivore and univore, I investigated the association between their musical consumption patterns with their demography and other inferred traits such as ethnicity, education and political preference. I found that women and youth tend to be more omnivorous and the gap between men and women decreases with age. The members from ethnically diverse community and more educated community tend to be more omnivorous. The musical consumption by genre shows a specific pattern of exclusiveness - women listen R&B, Movie sound track and New age music more. Youths listen to more Rap & Electronics and the consumption of these genres decreases with age. Country music is favored by the listeners from less diverse and less educated community, while Jazz & Reggae music are favored by the listeners from more diverse and more educated community. In this talk, I will discuss what we learn from the music listenings in Pandora and how we want to leverage these findings to improve our service.