

# Diversity Trends Impacting Growth

**25%**

of Hispanics  
Listen to  
Country Music

Hispanic Country Music Audience  
has **doubled** over past 5 years

The African American  
audience has **tripled**  
in the last ten years

**1 in 5**

African Americans  
are part of the  
Country Music  
Audience



Source: 2015 GfK MRI Doublebase Study

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