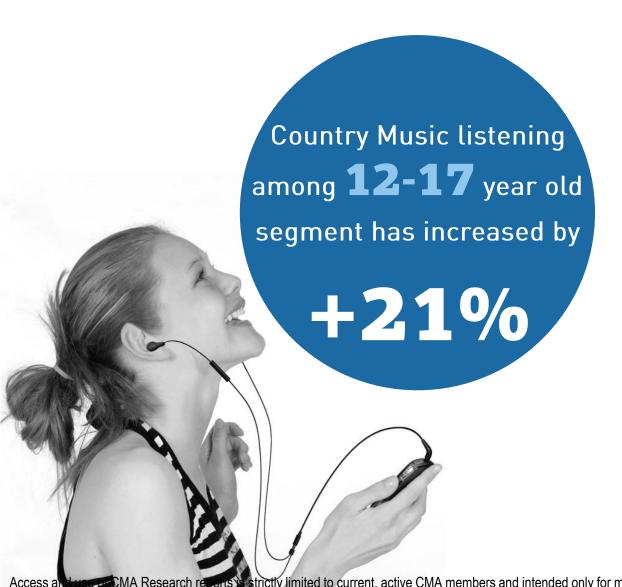
## Millennials, Centennials Impacting Growth



+57% Increase over the last ten years in number of **18-24** year old **Country Music** Consumers strictly limited to current, active CMA members and intended only for member internal use for Country Music specific business. Material presented uted, or shared outside of member organizations. Requests for non-internal use may be directed to and require CMA review and approval.