



# THE COUNTRY LISTENER AUDIENCE

# 51% of U.S. Adults Listen to Country Music

---

## Over 129,000,000

ADULTS AGE 18+

---

## 9% Five-Year Growth Rate

# All Ages Connect With Country Music

**129+**  
**MILLION**

AGE 18+

**10+**  
**MILLION**

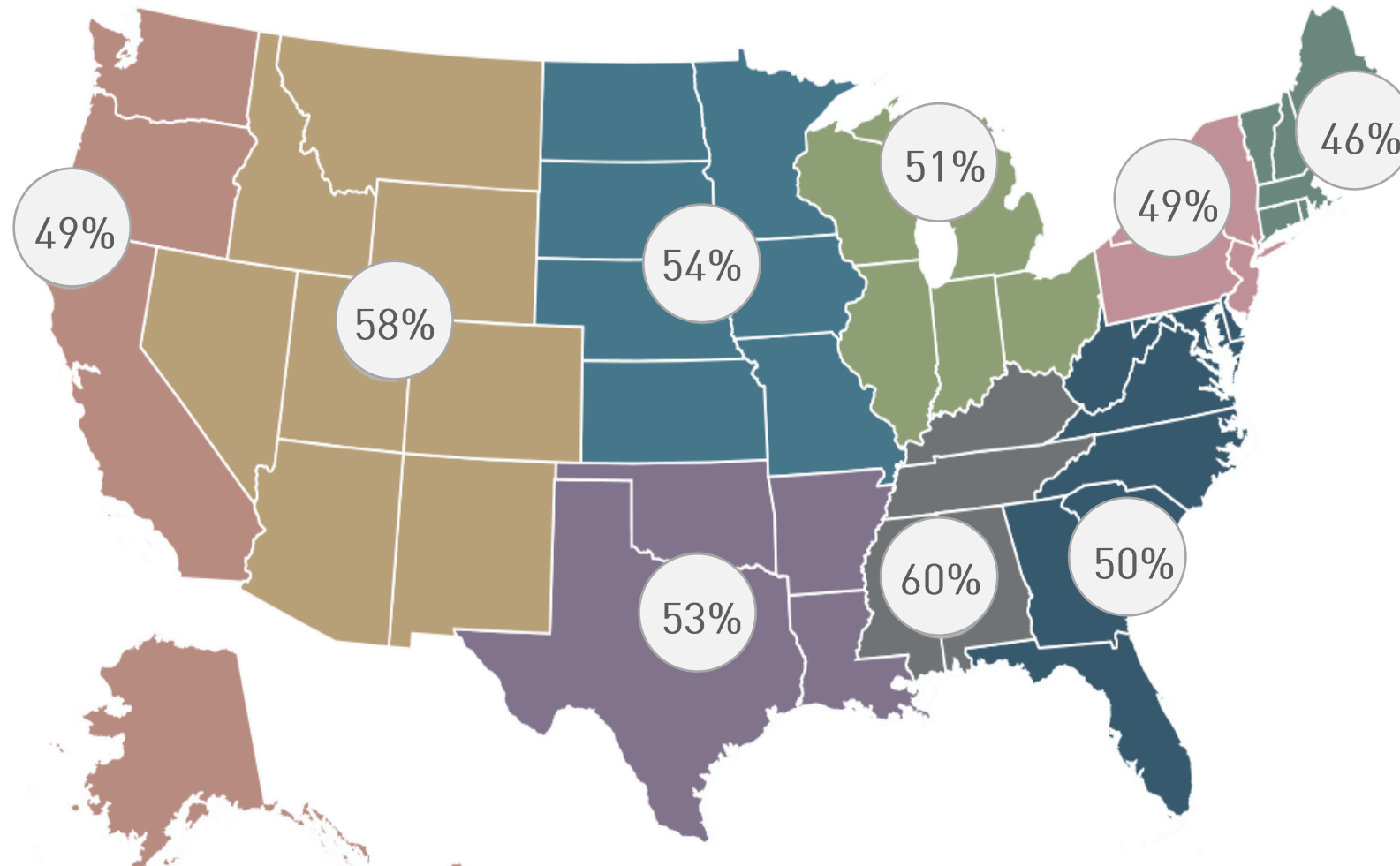
AGE 12-17

**139+**  
**MILLION**

AGE 12+

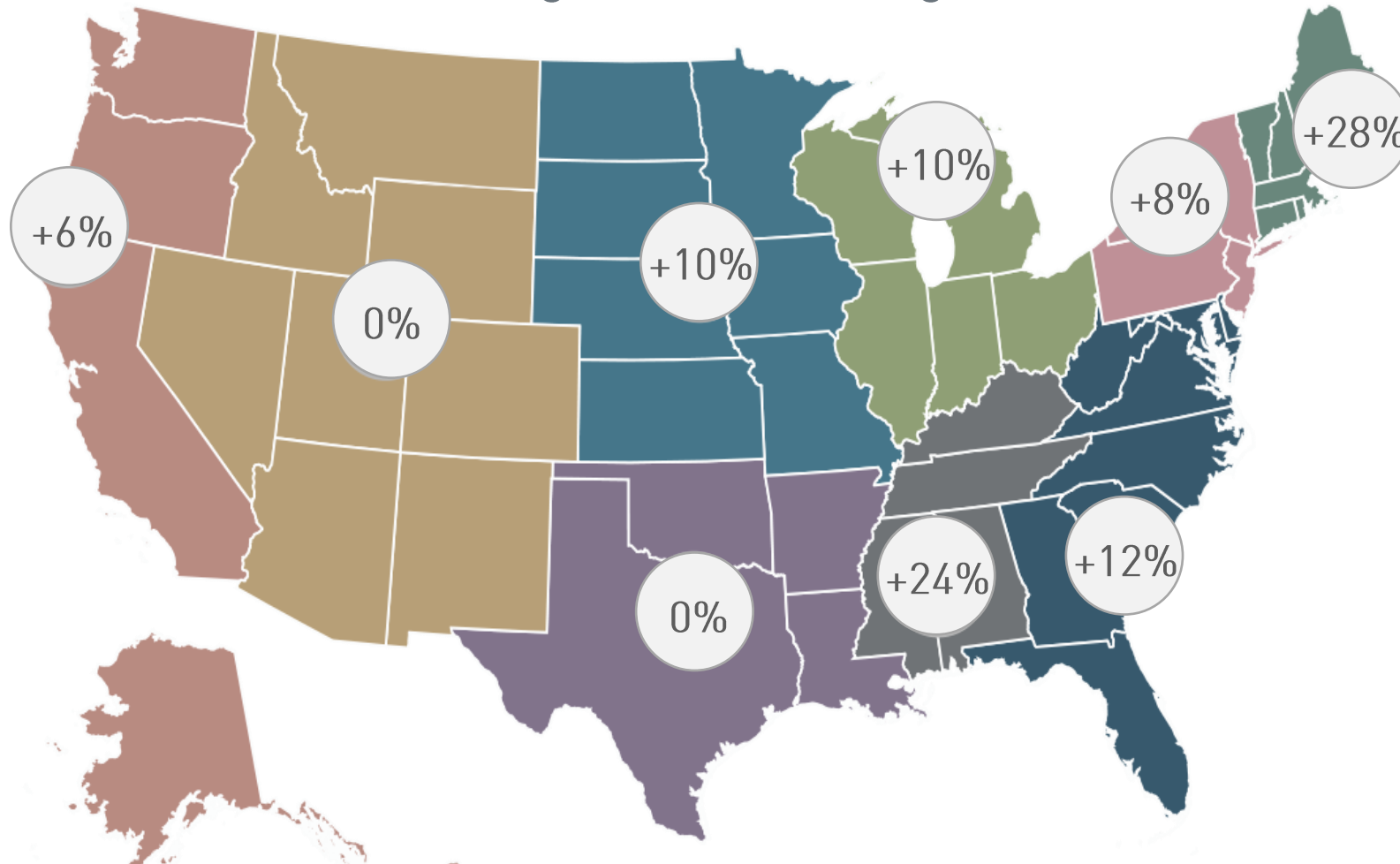
# Country is Country-Wide

Percentage of Country Listeners in US Regions



# Country is Growing Across Major Markets and Small Towns Alike

High Growth Rates in Non-Traditional Regions (2014-2018 growth)



# Snapshot of the Country Listener



**72%**

**Own Home**  
(67% gen pop)



**51%**

**Employed Full-Time**  
(48% gen pop)



**49%**

**Employed as Executive/  
Professional\***  
(46% gen pop)



**47%**

**Households with Children**  
(43% gen pop)



**35%**

**Graduated College**  
(36% gen pop)

# The Next Generation of High-Earners Are Country Music Listeners

Country Music Listener  
Average Annual HHI\*

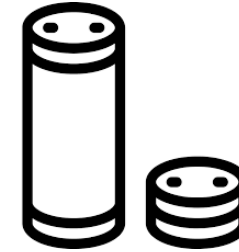
**\$81,100**

v. \$78,400 Gen Pop

**65%**

of Millennials earning a  
HHI of \$100k+ are Country  
Music Listeners

# Country Listeners are Tech-Forward



**82%**

**Use  
Smartphone**  
(79% gen pop)

**64%**

**Spend 5+ Hours  
Online Weekly**  
(61% gen pop)

**53%**

**Visit Social  
Networks Multiple  
Times a Day**  
(49% gen pop)

**25%**

**Spoke to Digital  
Assistant in  
Last Month**  
(23% gen pop)

**23%**

**Are Willing to  
Spend to Make  
Homes Smart**  
(19% gen pop)



# Key Takeaways

## **Today's Country Music audience growth is organic and meaningful for today's brands.**

- Country reaches today's music listeners in new and relevant ways evidenced by an overall 9% audience growth - amid stagnant U.S. population growth.
- Non-traditional markets and metropolitan cities are expanding the national appeal of the genre as growth rates continue to rise in these areas.

## **Country Music Listeners more likely manage professional careers, established households and family homes.**

- Their beliefs in the American dream, economic achievement and the future support their optimism. Coupled with a strong discretionary income, they see “now as a good time to buy”.

## **Tech has taken over the audience, which sees above-average ownership and engagement with today's must-have tech options and some emerging game-changers that are quickly migrating to their “must-have” tech list.**