

# *2001* CMA

MRI

Country

Listener

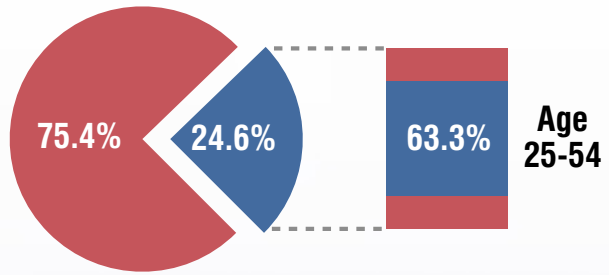
Analysis

- 33.2% of Country Music listeners reside in the top 25 DMA's.
- Each week, over 43 million American adults listen to Country Radio stations nationwide.
- Over 24% of adult radio listeners tune to Country Radio.
- More radio stations continue to program Country Music than any other format. There are 2186 Country radio stations, followed by 1128 Adult Contemporary and 1118 News/Talk. (M Street Corp., April 2001)
- During 2000, Country Music radio stations were rated number one in 22 of America's top 100 markets including: Albany (NY), Austin, Columbia (SC), Gainesville/Ocala, Houston, Louisville, Rochester, Riverside/San Bernardino, Sacramento, Syracuse, Toledo, Tucson and Tulsa. (R&R Vol. 2, 2000)
- Country artists have been used in national ads and corporate promotions by a growing list of companies including AC Delco, Alltel, American Dairy Association, Big K-Mart, Bud Light, Chevrolet, Citgo, Coca-Cola, Continental Airlines, Coors Light, Cover Girl, Fleetwood Homes, Ford Trucks, Fruit of the Loom, GAP, Gargoyles, Georgia Pacific/Sparkle Paper Towels, Gitano Jeans, HH Gregg, Kellogg's, Jerzees, Maytag, MCI/Worldcom: 10-10-220, Mobile 1, Nokia, Pepsi, Pemmican Beef Jerky, Pier 1, Red Lobster, Revlon, Samsung, Tractor Supply Co., Wal-Mart, Wrangler.
- The popularity of Country Music continues to soar. Faith Hill ("Breathe," "The Way You Love Me"), Lee Ann Womack ("I Hope You Dance"), LeAnn Rimes ("I Need You"), and Lonestar ("Amazed"), have all received extensive airplay in multiple formats exposing Country Music to a much broader listening audience.
- Tim McGraw/Faith Hill's "Soul 2 Soul" and Dixie Chicks' "Fly" tours were among the top 10 highest grossing tours in 2000, just behind fellow superstars Tina Turner, 'N Sync, Dave Matthews Band and Kiss.
- From 1999 to 2000, Country tour grosses increased by a staggering 54%; attendance by 31%

# adult listenership

**24.6% OF ADULT RADIO LISTENERS TUNE TO COUNTRY RADIO WEEKLY**

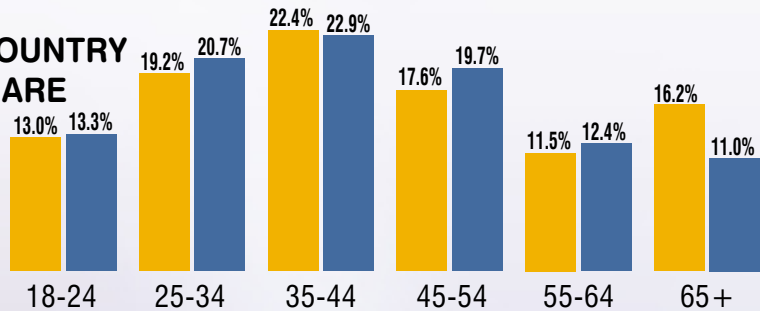
Other Formats Combined  
Country Listeners



# listener profile

**43.6% OF ADULT COUNTRY RADIO LISTENERS ARE BETWEEN THE AGES OF 25-44**

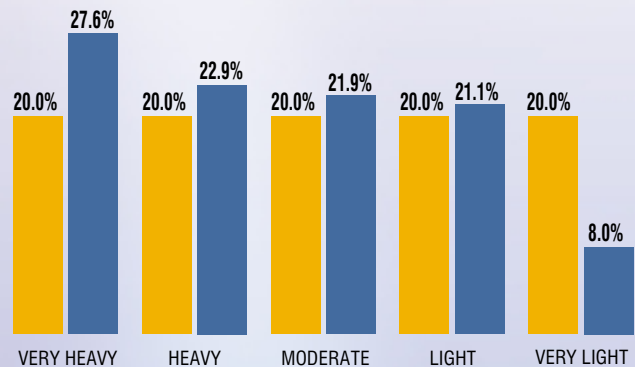
U.S. Population  
Country Listeners



# radio usage

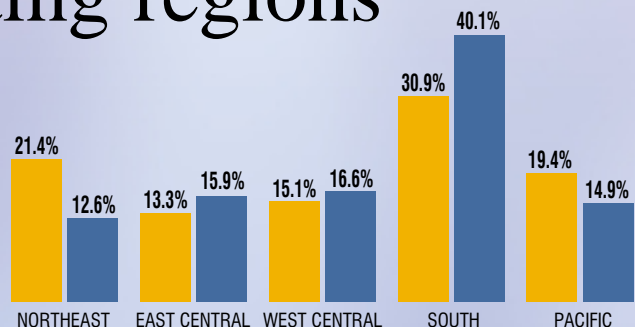
**50.5% OF COUNTRY LISTENERS ARE AMONG THE HEAVY USERS OF RADIO**

U.S. Population  
Country Listeners



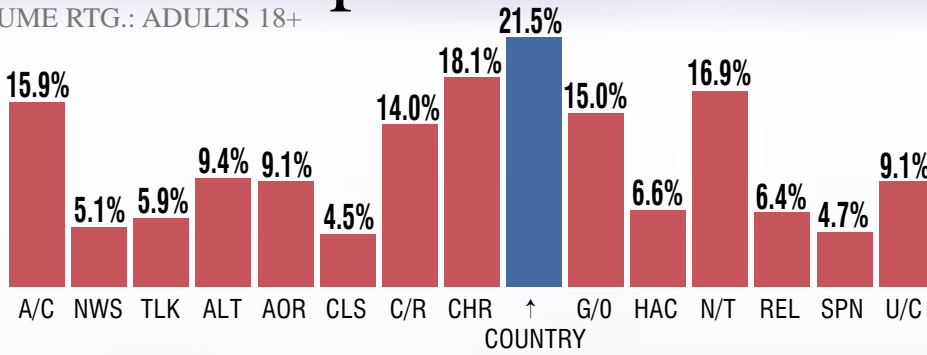
# nielsen marketing regions

U.S. Population  
Country Listeners



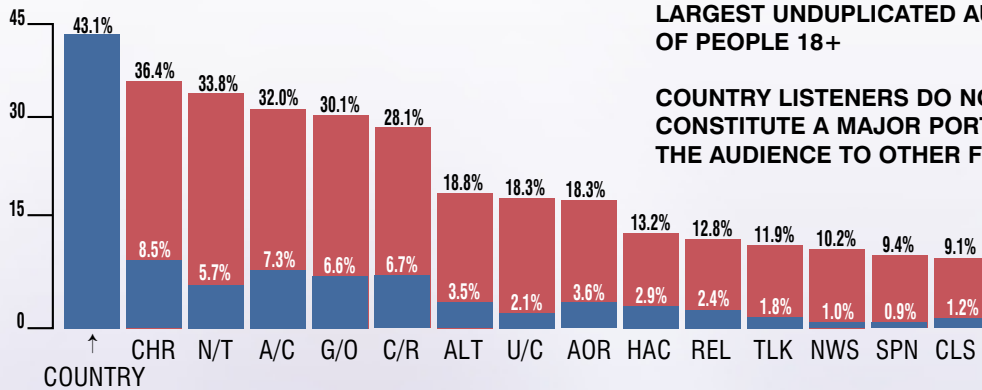
# radio format potentials

WKLY CUME RTG.: ADULTS 18+



# audience duplication

COUNTRY LISTENERS 18+ SHARED WITH OTHER FORMATS

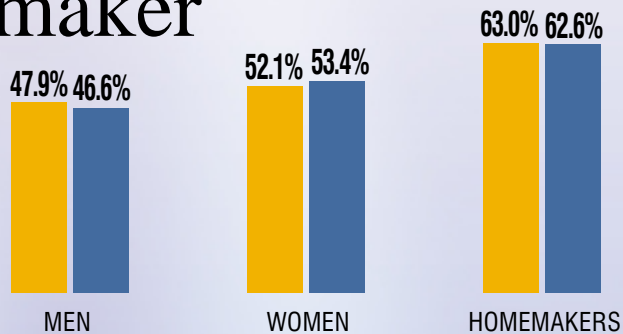


**COUNTRY RADIO OFFERS THE LARGEST UNDUPLICATED AUDIENCE OF PEOPLE 18+**

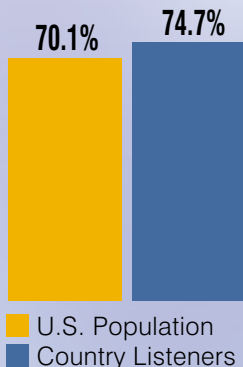
**COUNTRY LISTENERS DO NOT CONSTITUTE A MAJOR PORTION OF THE AUDIENCE TO OTHER FORMATS**

# gender/homemaker

■ U.S. Population  
■ Country Listeners



# homeowners



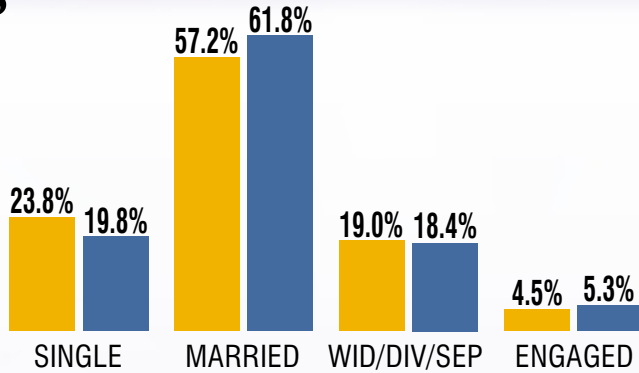
# county size breaks



# marital status

**61.8% OF COUNTRY RADIO LISTENERS ARE MARRIED**

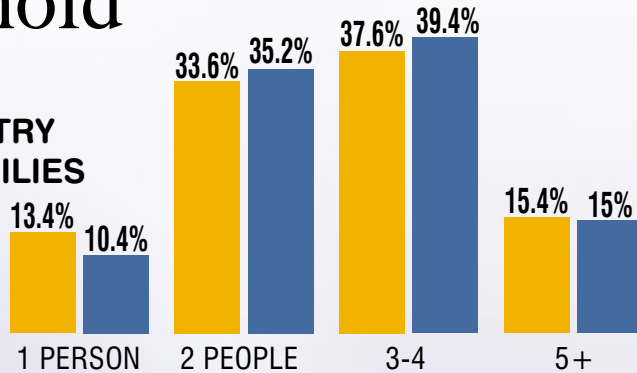
■ U.S. Population  
■ Country Listeners



# size of household

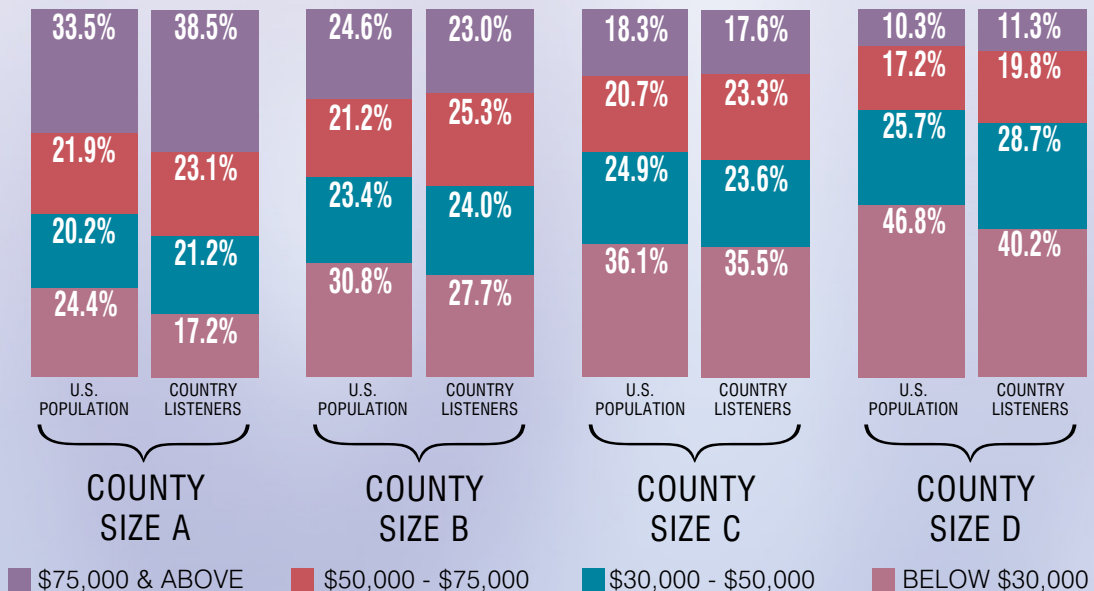
**54.4% OF ADULT COUNTRY LISTENERS ARE IN FAMILIES OF THREE OR MORE**

■ U.S. Population  
■ Country Listeners



# household income by county size

## COUNTRY MUSIC LISTENERS VS. ADULT POPULATION



Source: 2000 MRI Fall Release.

country<sup>SM</sup> 

**Admit it. You love it.**

FOR MORE INFORMATION CONTACT:



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