

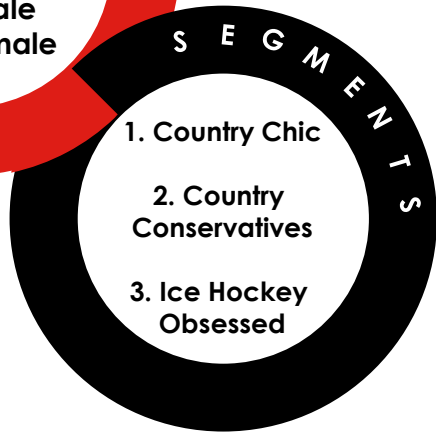
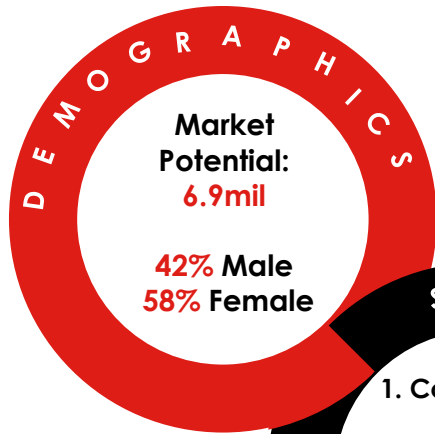
Country Music Fans Canada

April 2020





Country Music Fan Profile



Fast Facts



Live in **Rural Areas**

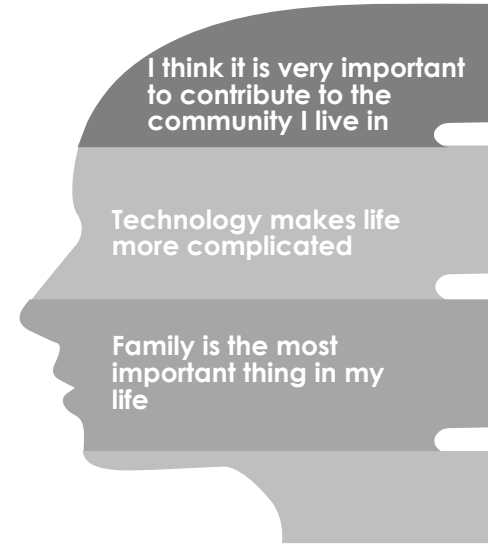


More likely to be **Retired**

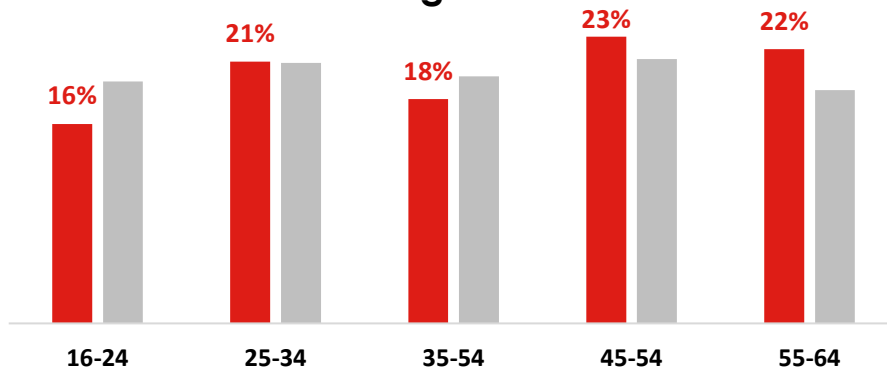


Like **Outdoor Activities** (e.g. Camping, hiking)

Top Attitudes

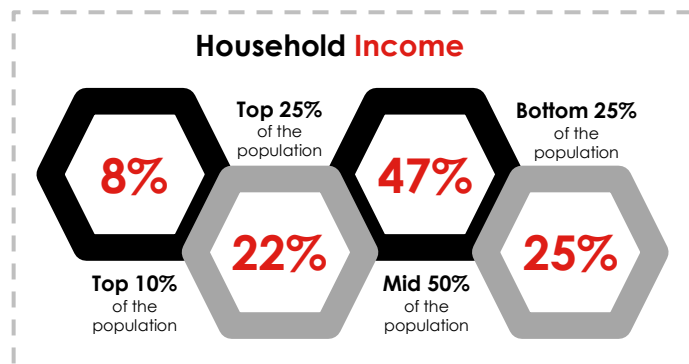


Age



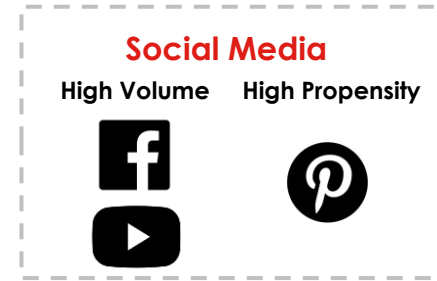
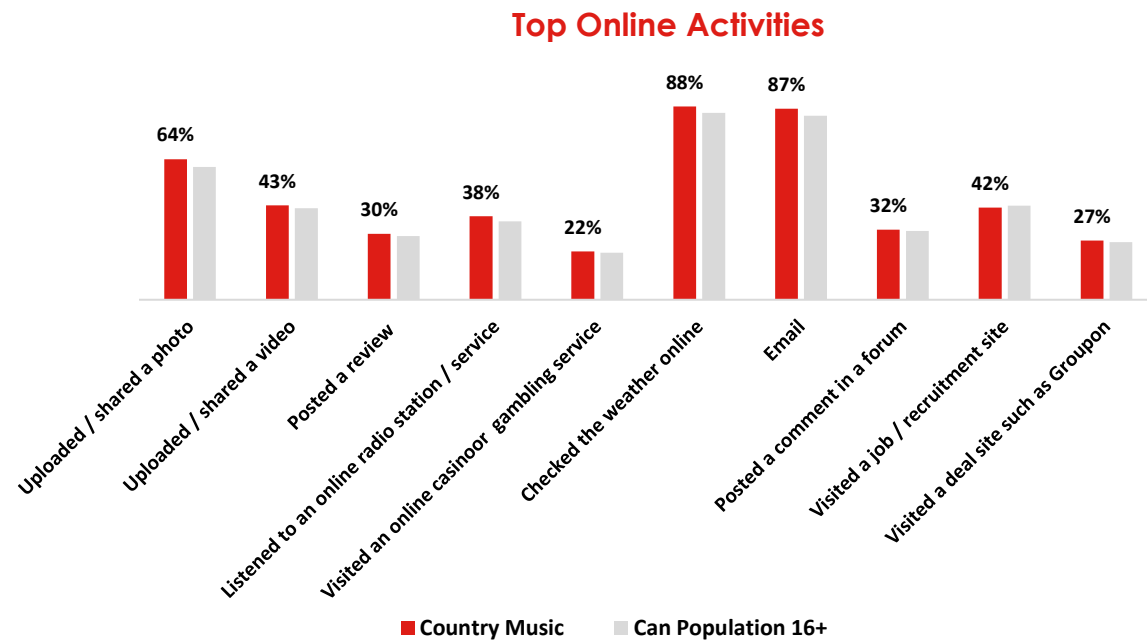
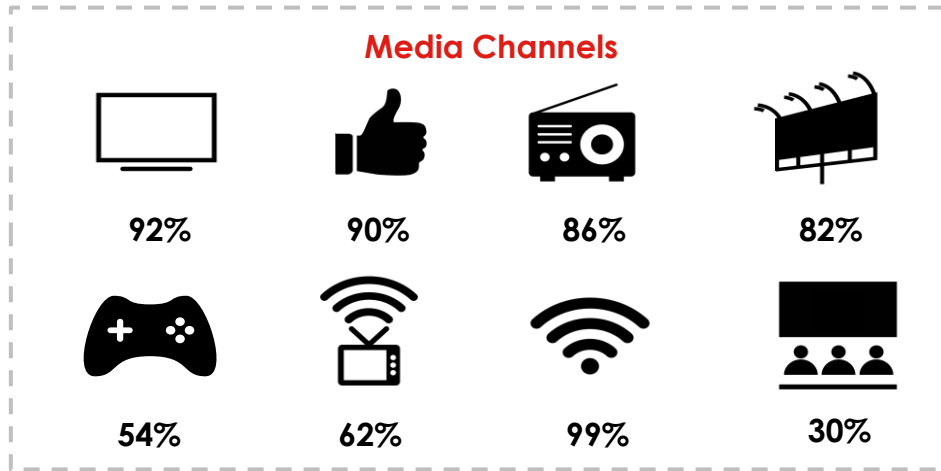
■ Country Music Fan ■ Can Population 16+

Household Income





Media Insights





Music Insights



I typically prefer to let music play in the background (e.g. by listening to the radio or playlists made by other people)



Love...

Luke Combs
Kenny Chesney
Hunter Hayes

Top Radio Stations

Local Country Stations
Local Pop/Hits Stations
Local Classic Rock Stations

- 1.4x Bought a commercially released CD
- 1.4x Listened to music posted on a social network site or community
- 1.3x Live-streamed a music concert or festival on a social network or video-focused site
- 1.2x Purchased merchandise that featured a music artist/band
- 1.2x Purchased ticket(s) to a live music concert, show or festival

55%
Stream Music

Top Streaming Services



Google Play

Top Playlists

Today's Top Hits (Spotify)
Hot Country (Spotify)

45%
Watch Music Videos on YouTube

Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com