

Country Music Fans **Social Media Report**

July 2020
USA





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We have built this report to showcase Country Music Fans and their social media preferences.

How do they consume social media? And how does this compare to the general population? In what ways do they interact with their favorite artists online and why?

The report will cover:

1. Research Methodology
2. Key Findings
3. Media Snapshot
4. Social Media Overview
5. Artist Interaction on Social Media



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Research **Methodology**



Research Methodology

The figures in this report are from research conducted by our research provider GlobalWebIndex.

Below are the key points on the research methodology:

- Online-based syndicated research study
- Measures people aged 16-64
- 46 countries
- Single Source
- Updated 4x per year
- Representative of a country's online population
- Quotas set on age, gender, and education
- Over 35,000 data points
- Historical data available dating back to 2009
- Custom Recontact Survey captures detailed questions on music in five countries: Australia, Canada, Japan, UK, USA

Insights Methodology

The insights in this report have been selected from a rule set which includes a combination of index and reach.

Artists Measured in this survey

Global Artists Measured

A Boogie wit da Hoodie
Ava Max
Bruno Mars
Camila Cabello
Cardi B
Charli XCX
Charlie Puth
Dan + Shay
David Guetta
Dua Lipa
Ed Sheeran
Green Day
Halsey

Jason Derulo
Jonas Brothers
Lady Gaga
Lana Del Rey
Led Zeppelin
Lizzo
Miley Cyrus
Pearl Jam
Red Hot Chili Peppers
Rihanna
Royal Blood
Taylor Swift

USA Artists Measured

Alec Benjamin
Andra Day
Bazzi
Billie Eilish
Brandi Carlile
Brett Eldredge
Coldplay
David Byrne
Grateful Dead
Hunter Hayes
Josh Groban
Kehlani
Khalid

Mastodon
Michael Bublé
Muse
Notorious B.I.G.
PartyNextDoor
Post Malone
Skrillex
Tegan and Sara
Trey Songz
Why Don't We
Wiz Khalifa
Zion & Lennox

Data Timestamp

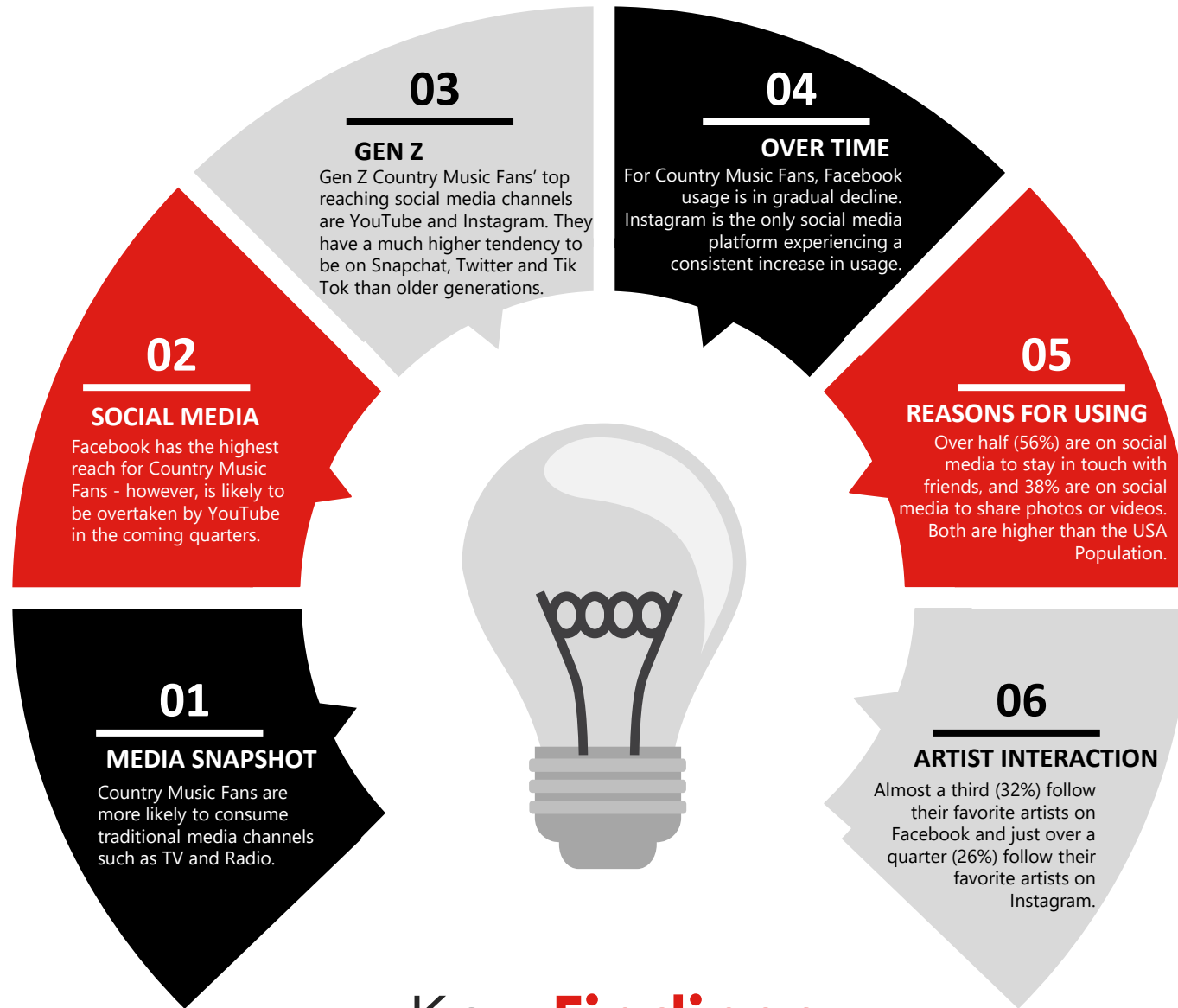
March 2020

Sample Size

100,000

Got Questions?

Connect with **Laura Newman**
our Global Head of Research ...
Laura@audienceprecision.com

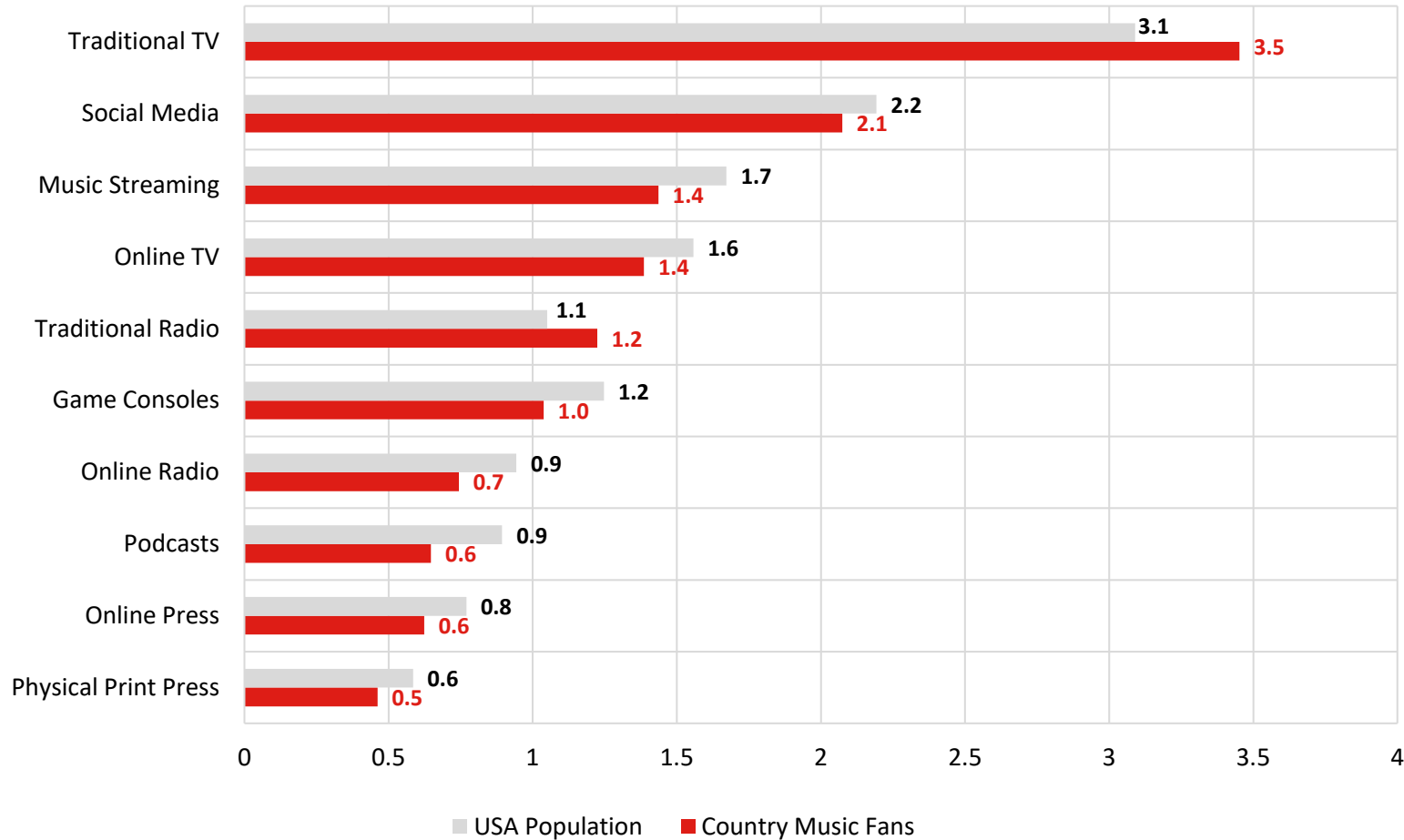


Key Findings

First, let's see a...

MEDIA SNAPSHOT.

Daily Average Time Spent (Hours)



Observations

The U.S. is one of the most multi-connected populations, tuning in every day across all types of online and traditional media.

Country Music Fans have more traditional media tastes compared to the US population, being more likely to watch Traditional TV (3.5 hours) and Traditional Radio (1.2 hours) for more hours per day compared to the average.

When looking at Country Music Fans in the U.S. against the general U.S. population, we can see that Country Music Fans spend less time consuming most media types.

Now onto ...

SOCIAL MEDIA.

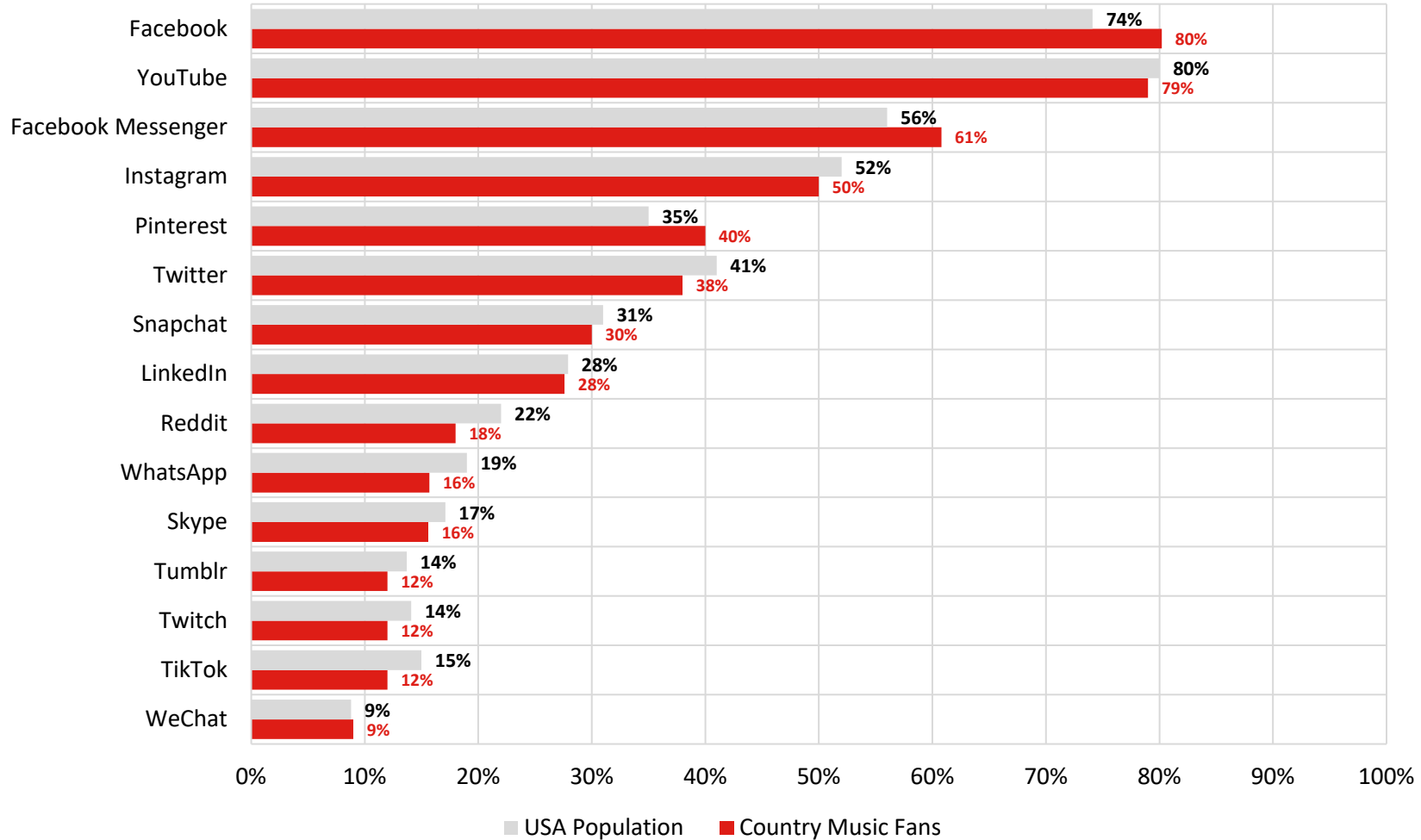


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Social Media Snapshot

Social Media usage in a 4 week period - 12 month average to March 2020



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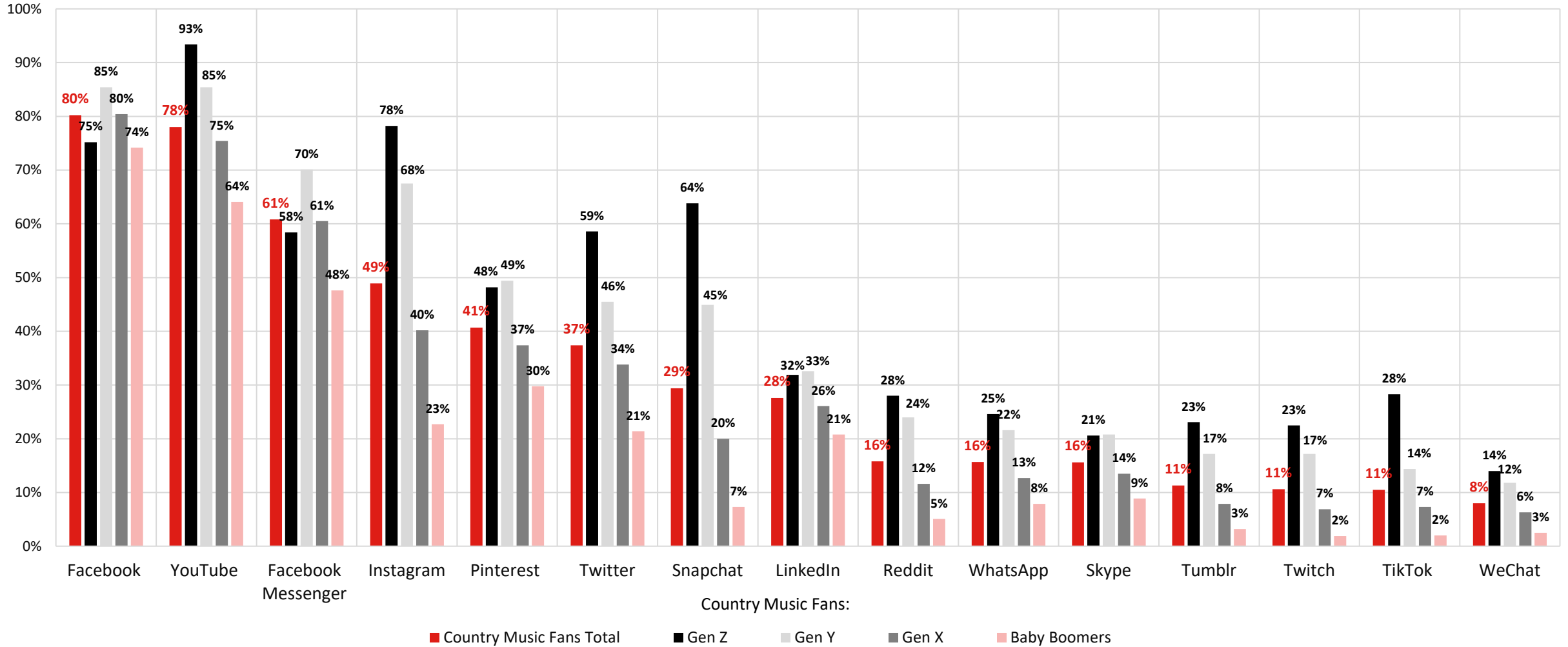
*Are social media preferences of
Country Music Fans different when
we look at the generational
groups?*

”



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Social Media Snapshot by Generation



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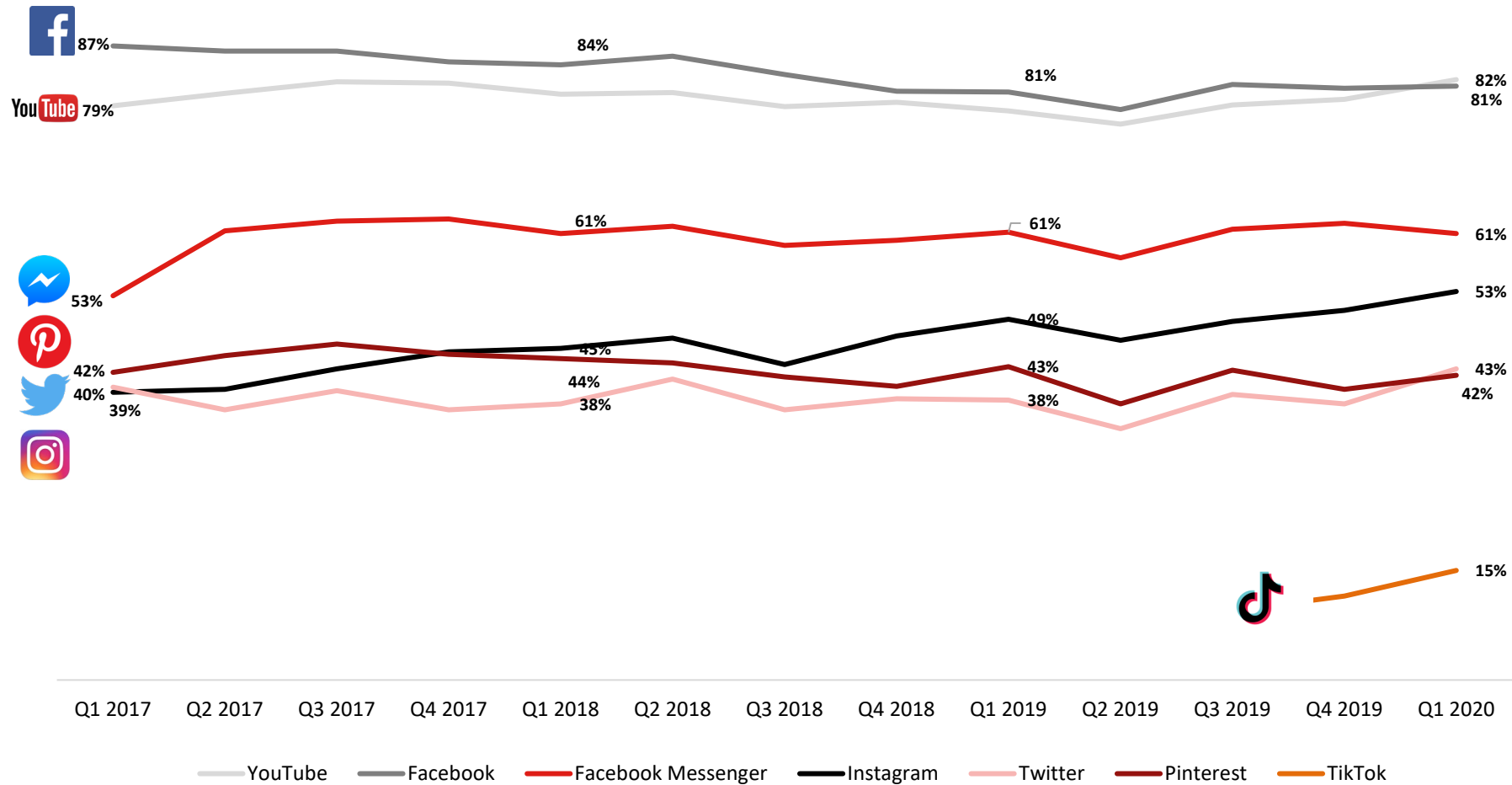
*Now, let's see how Country Music
Fans social media preferences are
changing over time ...*

”



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Country Music Fans Time Trend Analysis : Reach %



Observations

When looking at usage over time (quarter on quarter), we can see that Facebook usage among Country Music Fans has gradually declined and has just been overtaken by YouTube in Q1 2020.

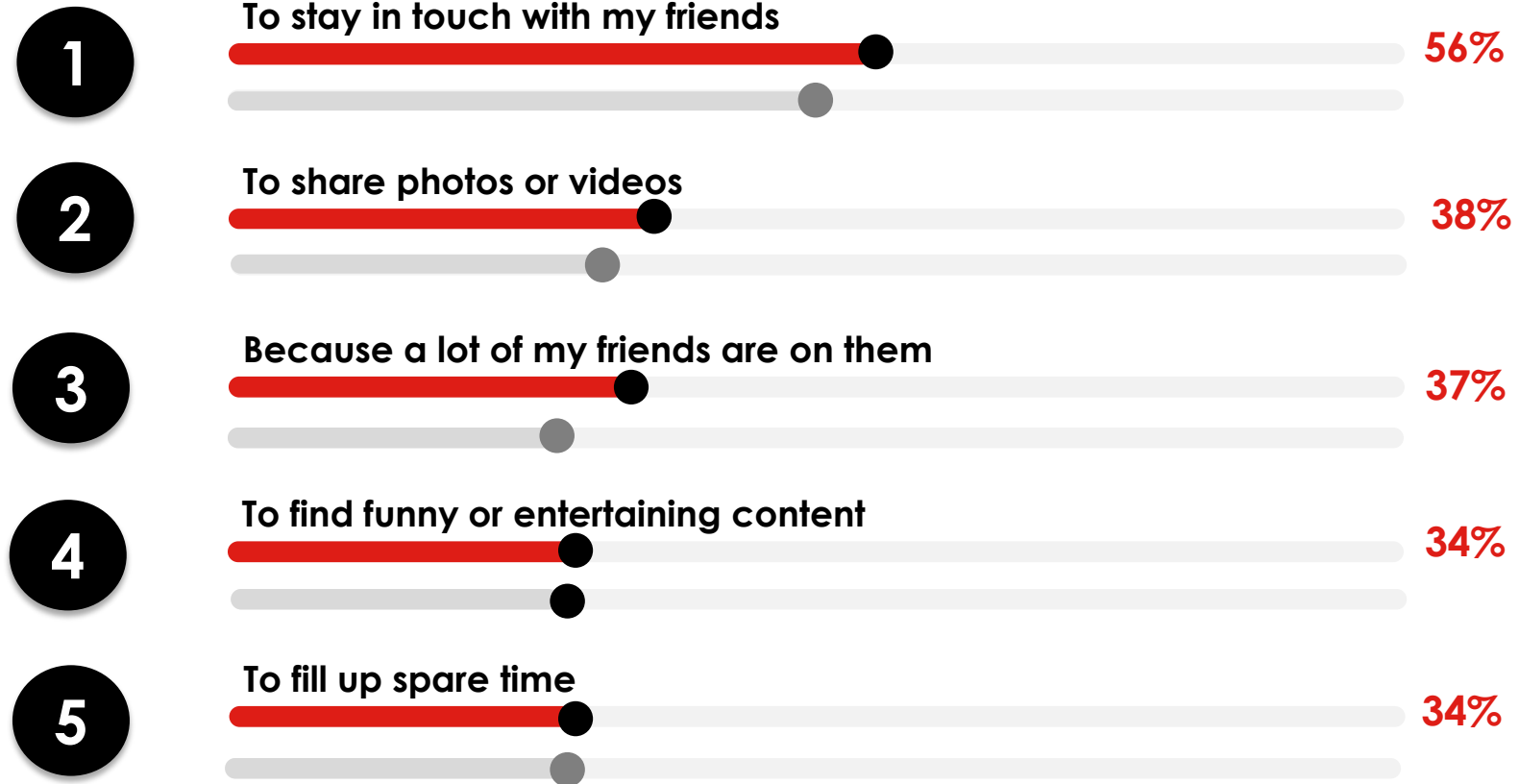
Instagram is the only social media platform experiencing a consistent increase in usage. Newcomer TikTok is experiencing an uptake in usage among Country Music Fans, albeit off a low base point.

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*Why do they use social media?
What types of people do they
follow?*

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Top 5 Reasons for using Social Media

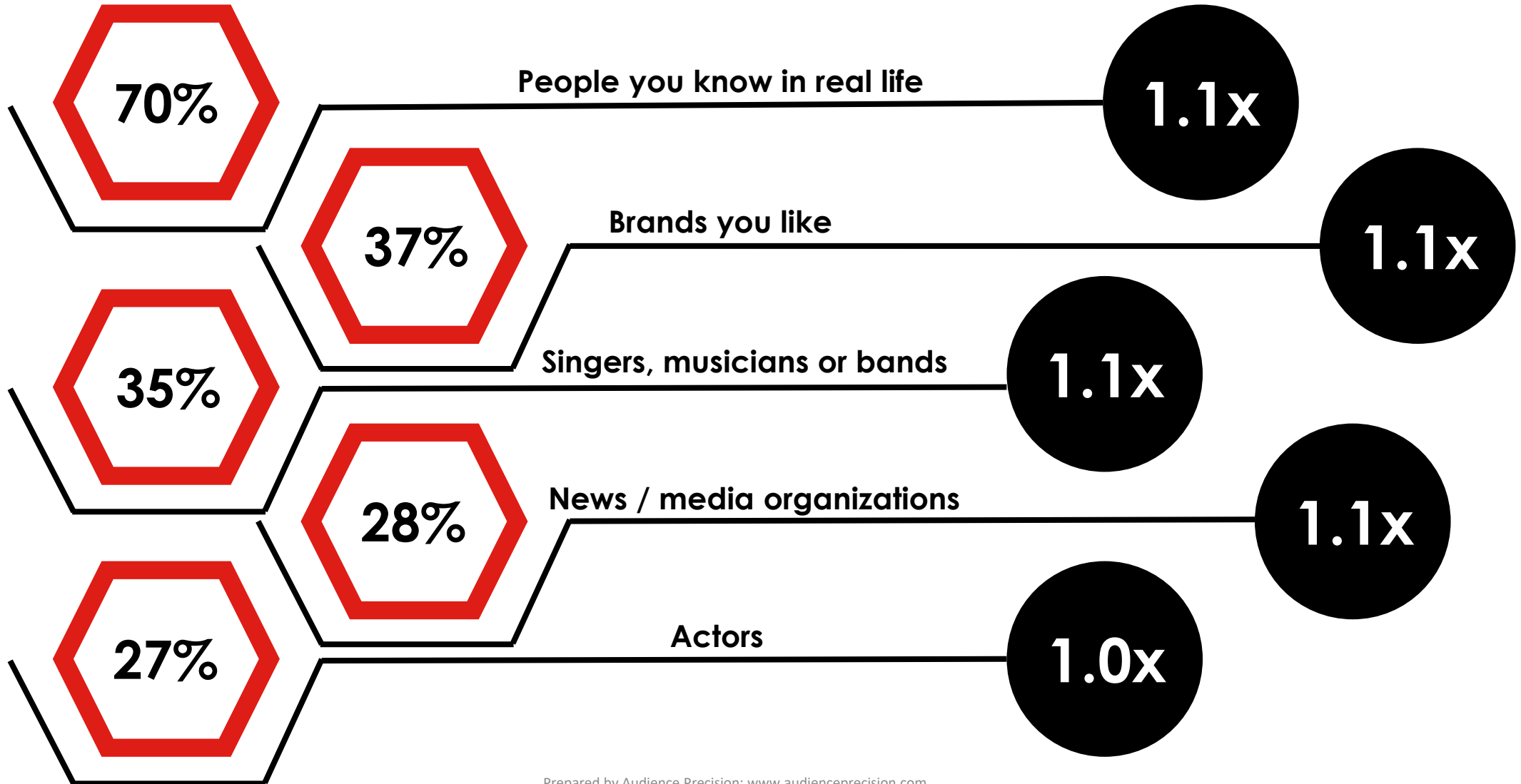


Country Music Fans 
USA Population 



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Types of people they follow on Social Media



Finally let's see ...

ARTIST INTERACTION ON SOCIAL MEDIA.

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*How do Country Music Fans
interact with their favorite artists
on social media?*

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32%

**Follow their favorite
artists on Facebook**





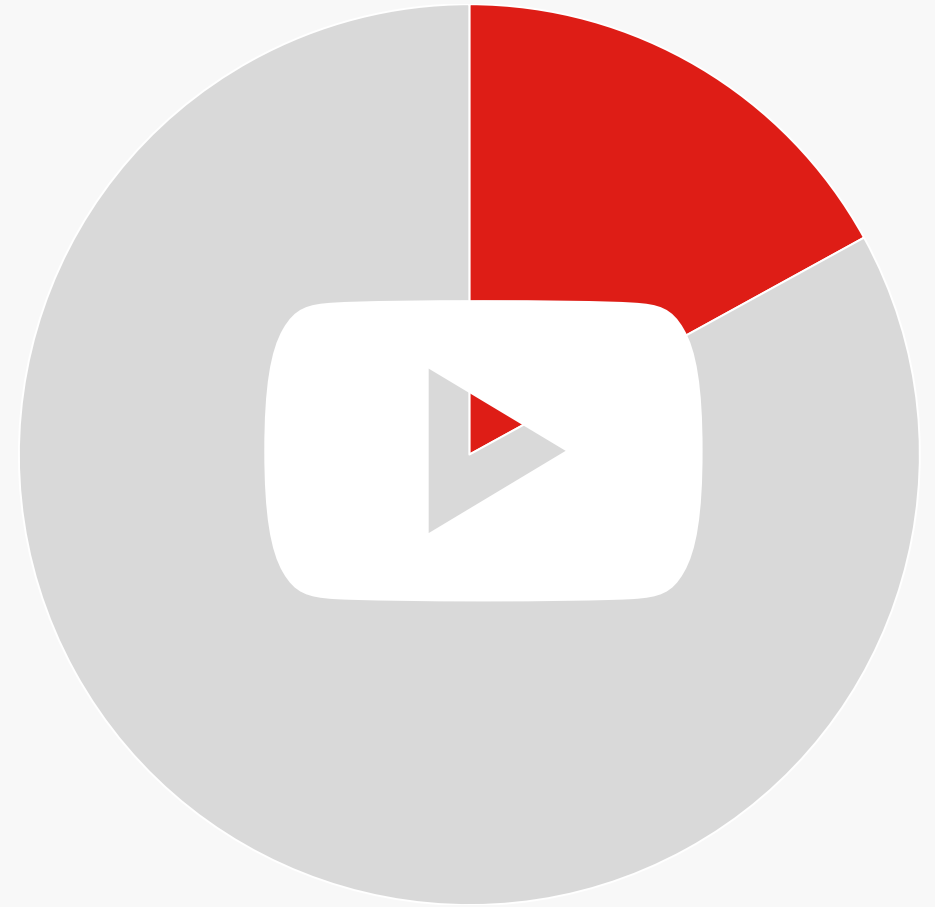
26%

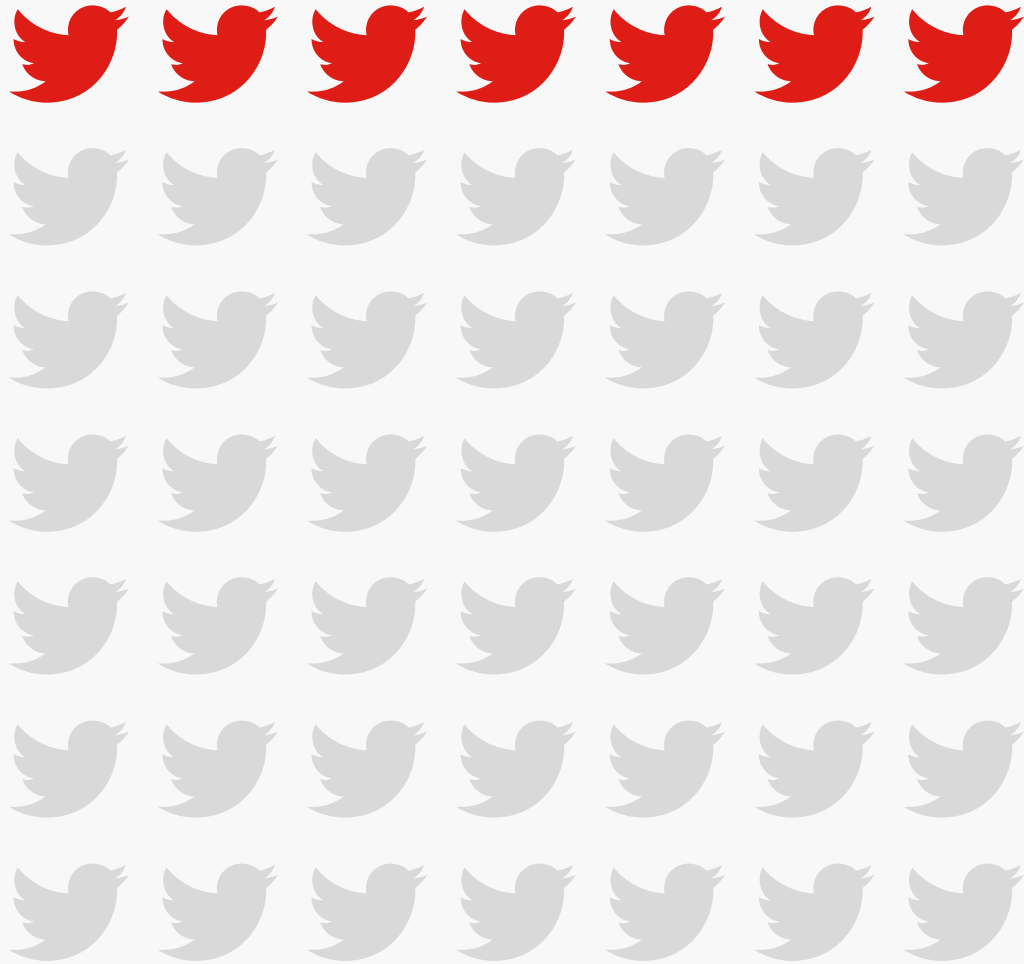
**Follow their favorite
artists on Instagram**



17%

**Follow their favorite
artists on YouTube or
Vevo**





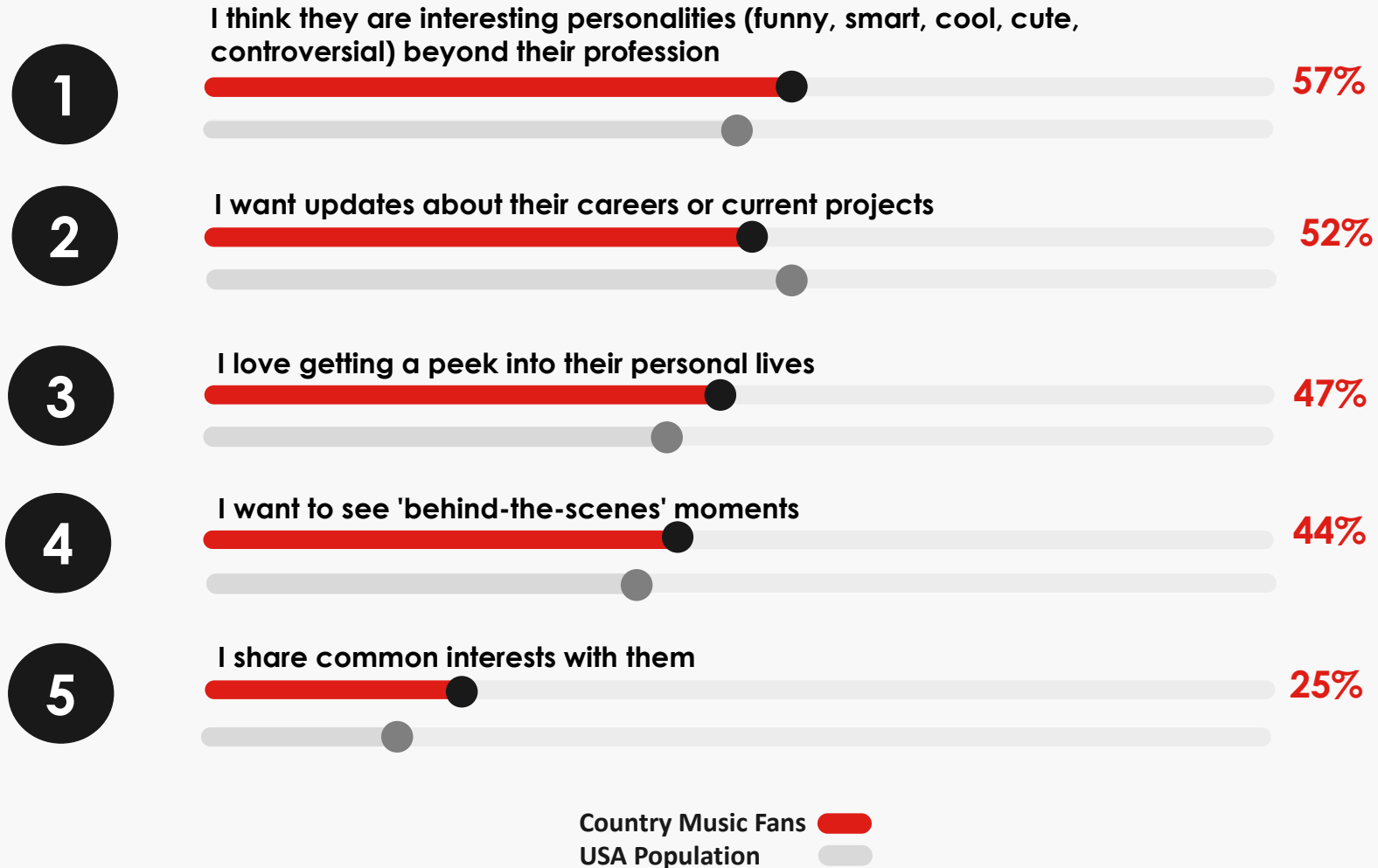
14%

**Follow their
favorite artists on
Twitter**



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Why do they follow their favorite artists on Social Media?



Thank you.

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