

# edison media research

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**"Country One Year Later"**

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# Questions from Last Year:

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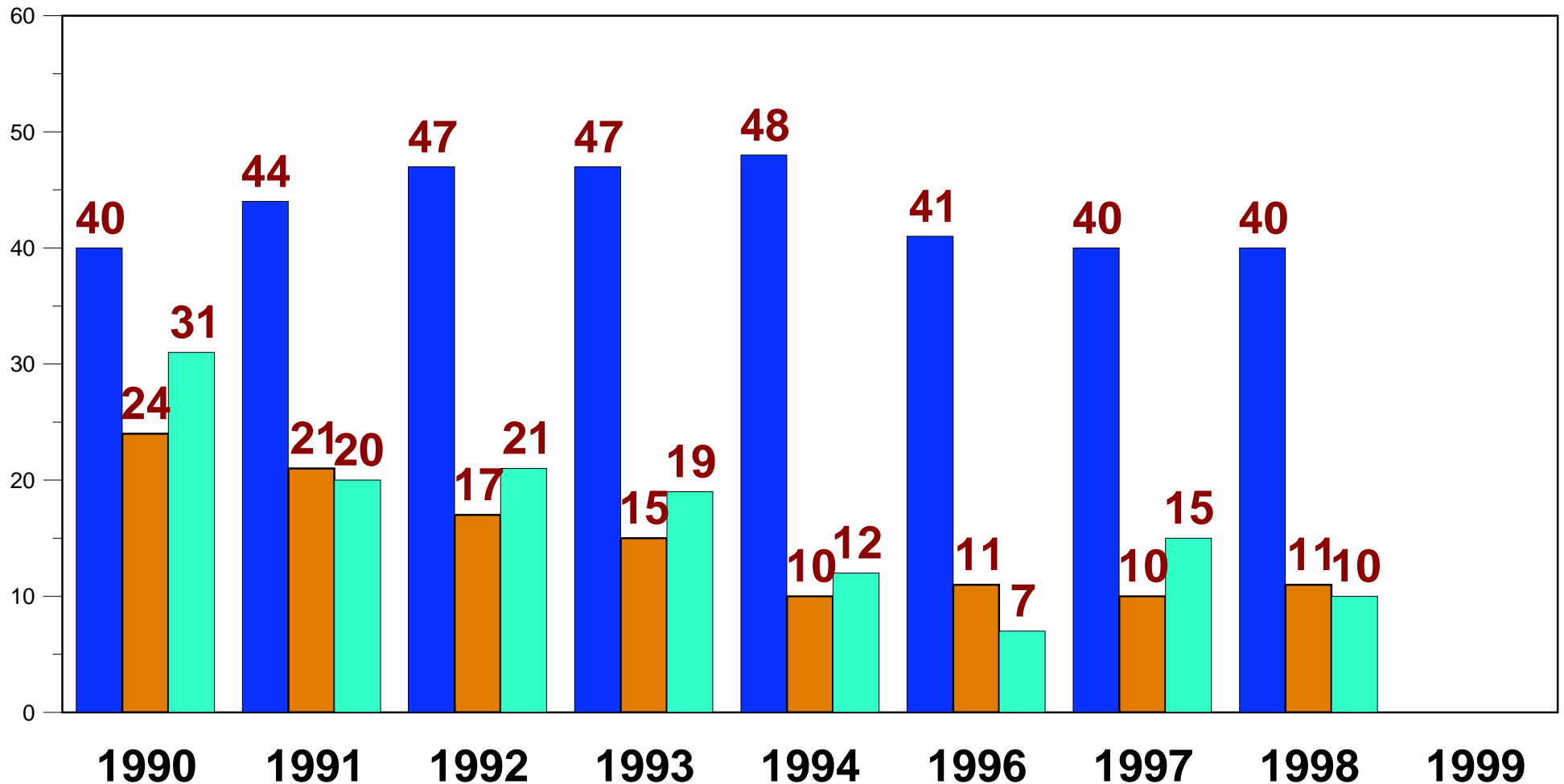
- Why does Country Radio have so many #1 songs?
  - Does it serve the format?
  - Does it serve the artists/record companies?
- Why do so many songs make the top 15?
- How can programmers complain that there are no good songs and yet play so many of them?
- Why do so few Country radio stations do call-out research?
- Why do we play so few artists and make it so hard for new artists to emerge?

**Last year we asked:**

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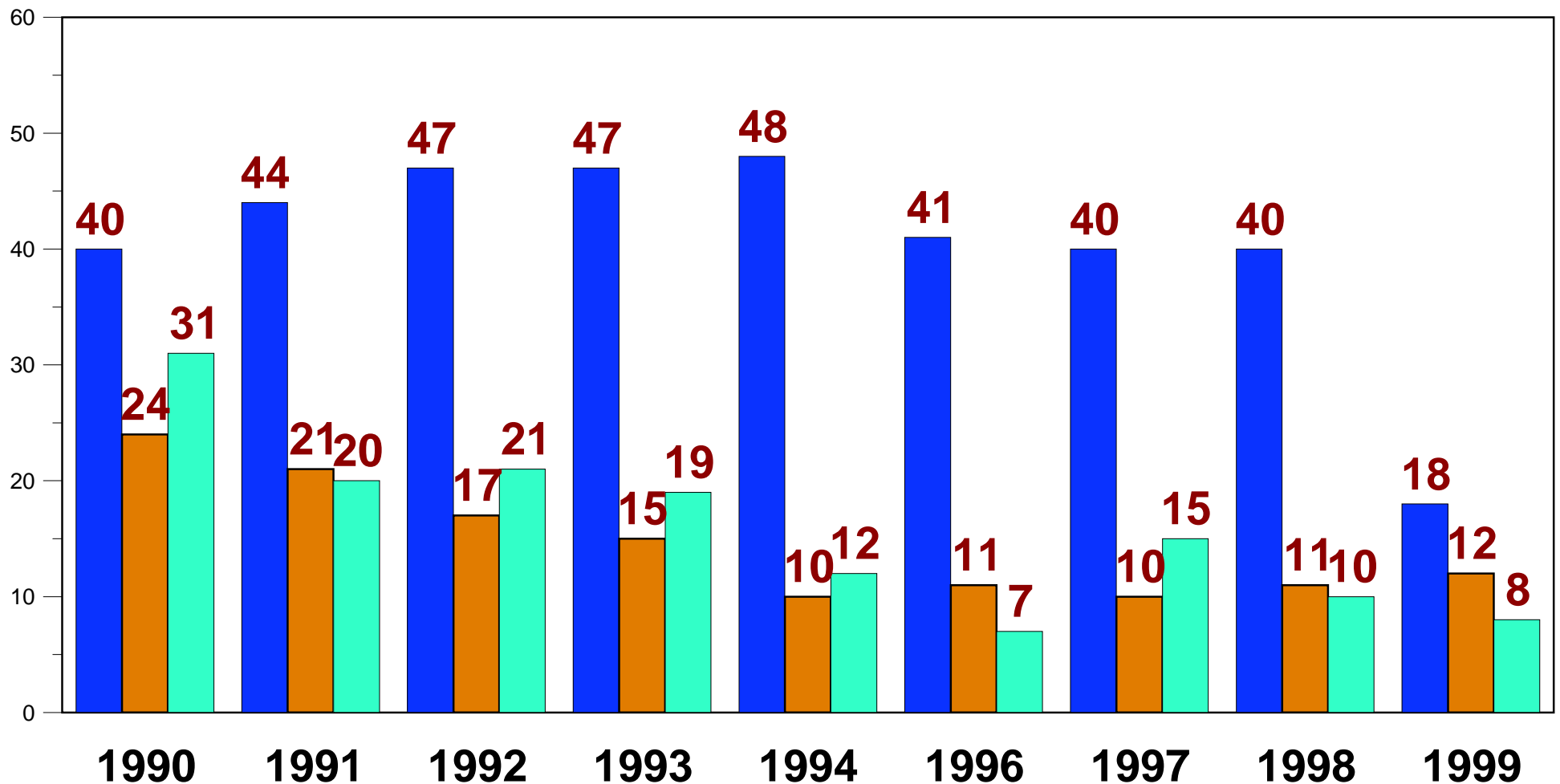
Why are there  
so many #1s?

# Number of #1 songs by format:



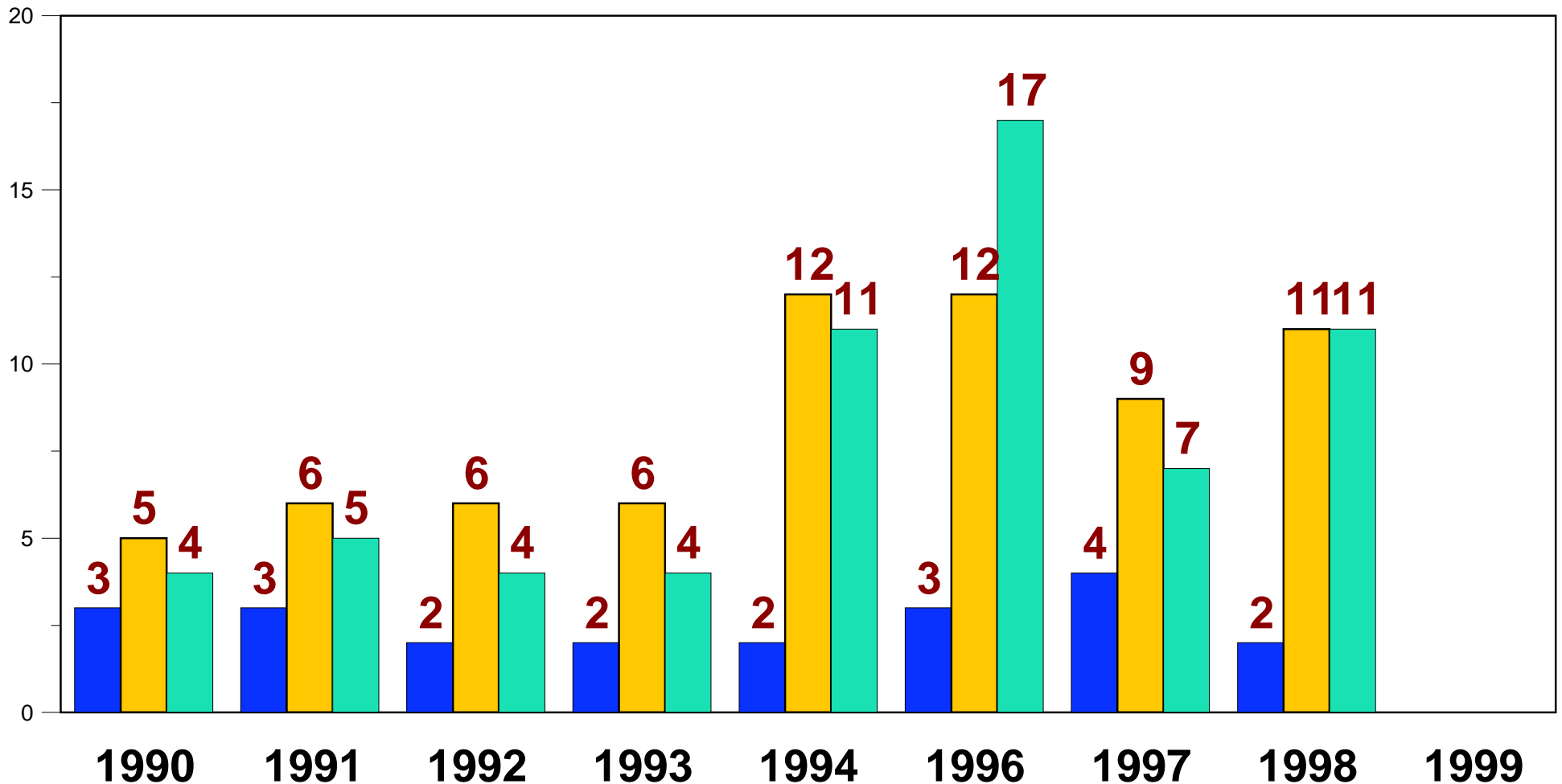
Source: *Radio & Records*

# Number of #1 songs by format:



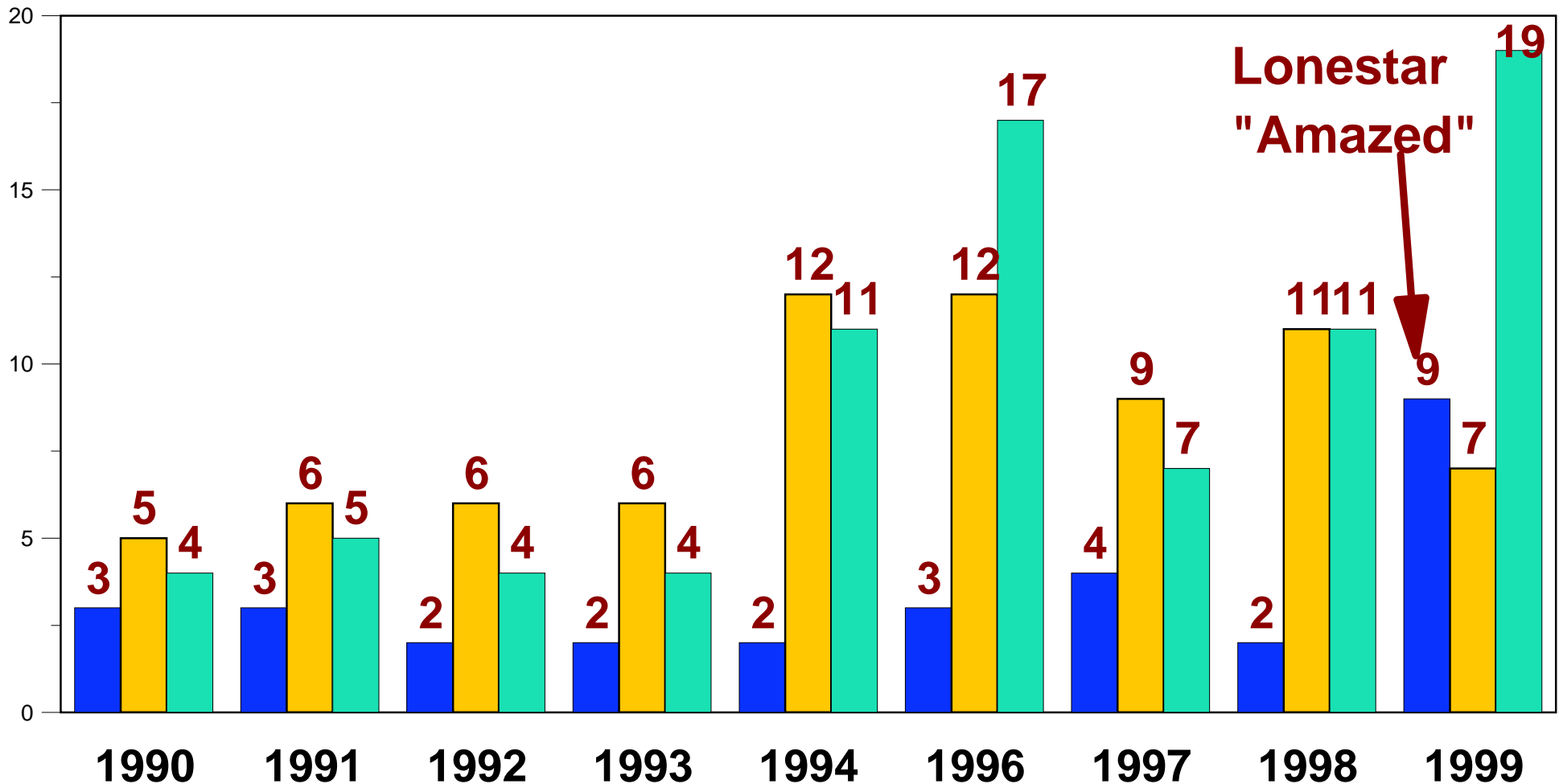
Source: *Radio & Records*

# Most consecutive weeks for a #1 song:



Source: *Radio & Records*

# Most consecutive weeks for a #1 song:



Source: Radio & Records

**Thank Heaven we played  
"Amazed" as much as we did!**

***It went #1 on the Pop Chart last week***

## Questions for the Panel:

**Does anyone think Country radio played "Amazed" *too much*?**

**Does anyone think Country radio is playing the top songs *too often*?**

**Question for 2000:**

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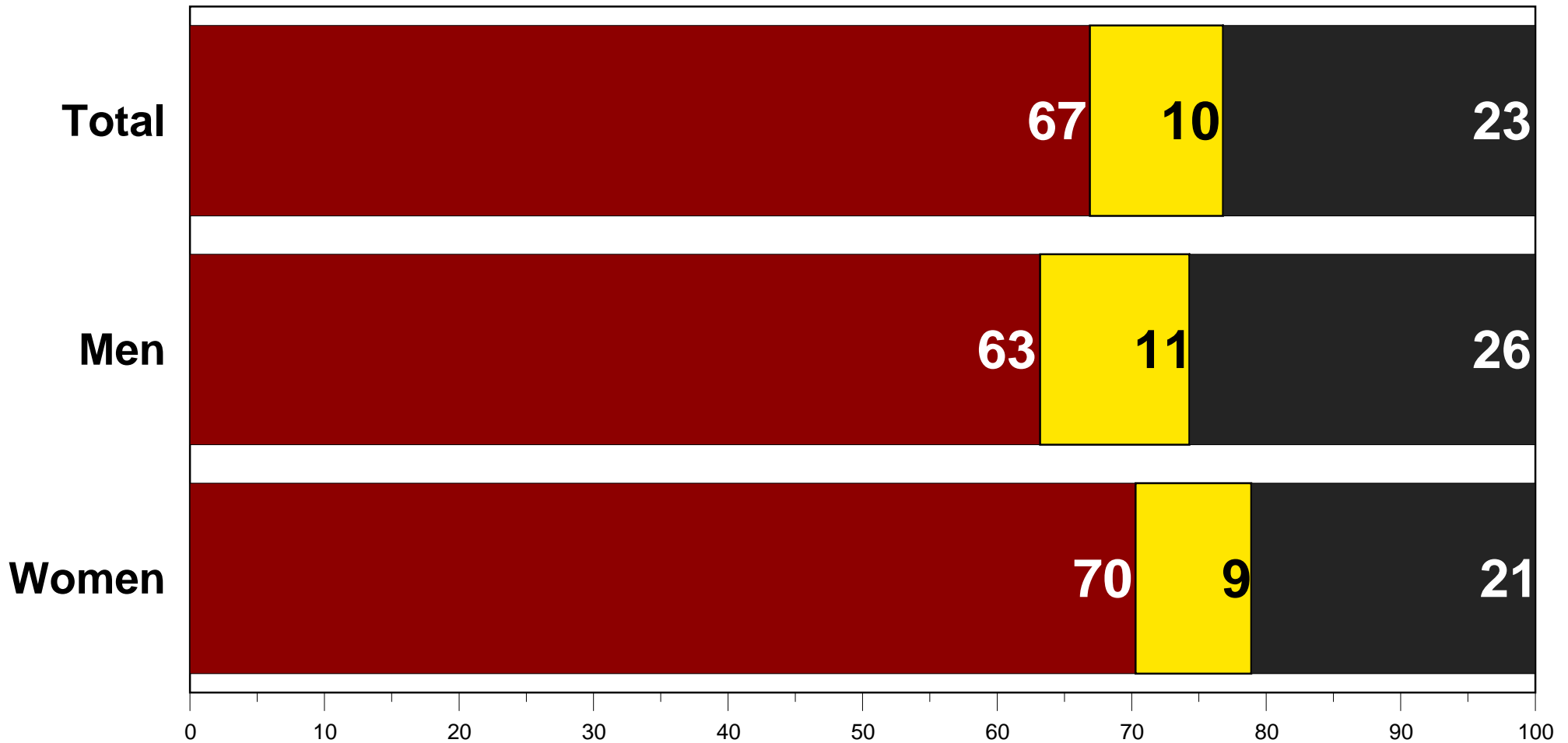
**How will this  
format deal  
with men?**

# How the Survey Was Conducted:

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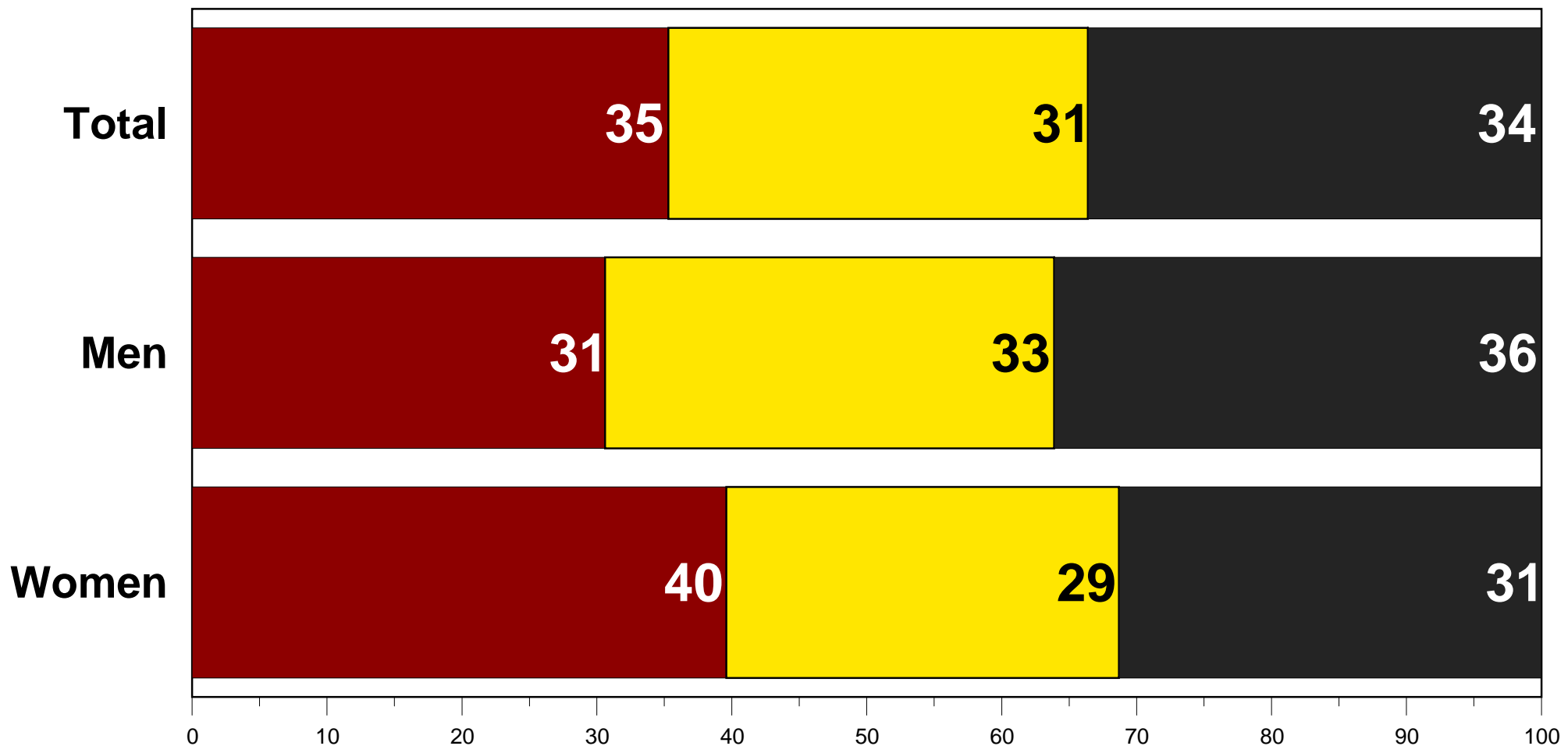
- 601 Total Interviews
- Country listeners age 25-54
- Survey conducted in six markets:
  - Houston, TX (n=100)
  - Phoenix, AZ (n=100)
  - Greenville, SC (n=100)
  - Charlotte, NC (n=101)
  - Dayton, OH (n=100)
  - Rochester, NY (n=100)

# Like Country music more or less than you used to?



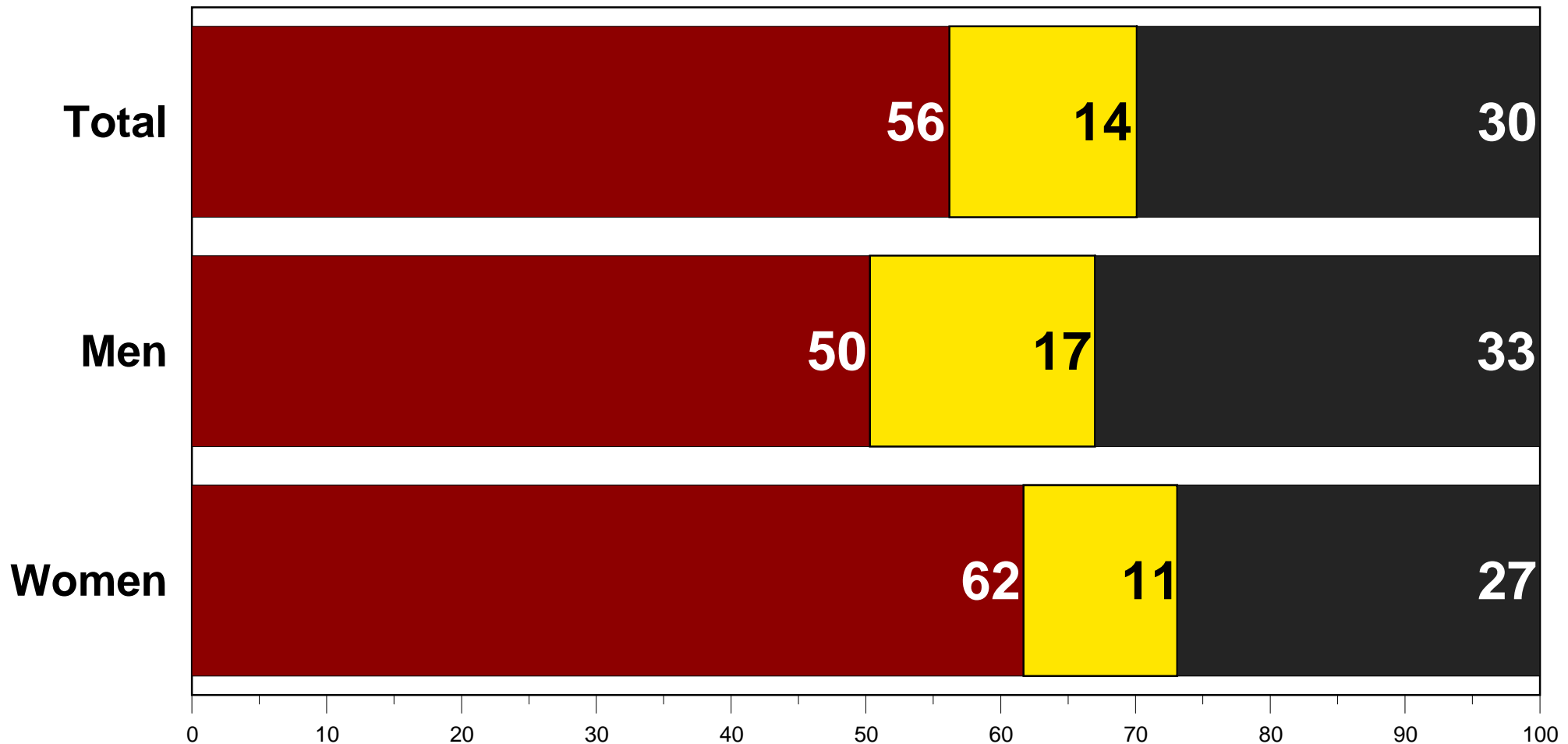
Source: CRS Survey II

# Listening to Country music on the radio more or less than *1 year ago*?



Source: CRS Survey II

# Listening to Country music on the radio more or less 5 years ago?



Source: CRS Survey II

# Concerns regarding Men and Country

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- Ratings are down much more for men than women
- Many stations are now testing their music only among women -- and (surprise!) their male delivery is dropping
- Music companies are interested in songs that can cross over to AC or Pop -- formats that only test women
- Men express much lower preference for the kind of Country that sounds like Soft AC

# Country Music Preference

# Country Music Tapes (page 1)

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## ■ Classic Country

- George Jones *"He Stopped Loving Her Today"*
- Ronnie Milsap *"Smokey Mountain Rain"*
- Merle Haggard *"Big City"*

## ■ 80s Country

- Randy Travis *"Forever and Ever Amen"*
- The Judds *"Why Not Me"*
- George Strait *"Ocean Front Property"*

## ■ 90s Pop Country

- Shania Twain *"Any Man of Mine"*
- Tim McGraw *"I Like It, I Love It"*
- Dixie Chicks *"There's Your Trouble"*

# Country Music Tapes (page 2)

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## ■ Soft AC Country

- Steve Wariner *"Two Teardrops"*
- Mark Wills *"Wish You Were Here"*
- Lonestar *"Amazed"*

## ■ Rock Leaning Country

- Hank Williams Jr. *"Family Tradition"*
- Dwight Yoakam *"Guitars, Cadillacs"*
- Charlie Daniels Band *"Devil Went Down to Georgia"*

# Country Music Tapes (page 3)

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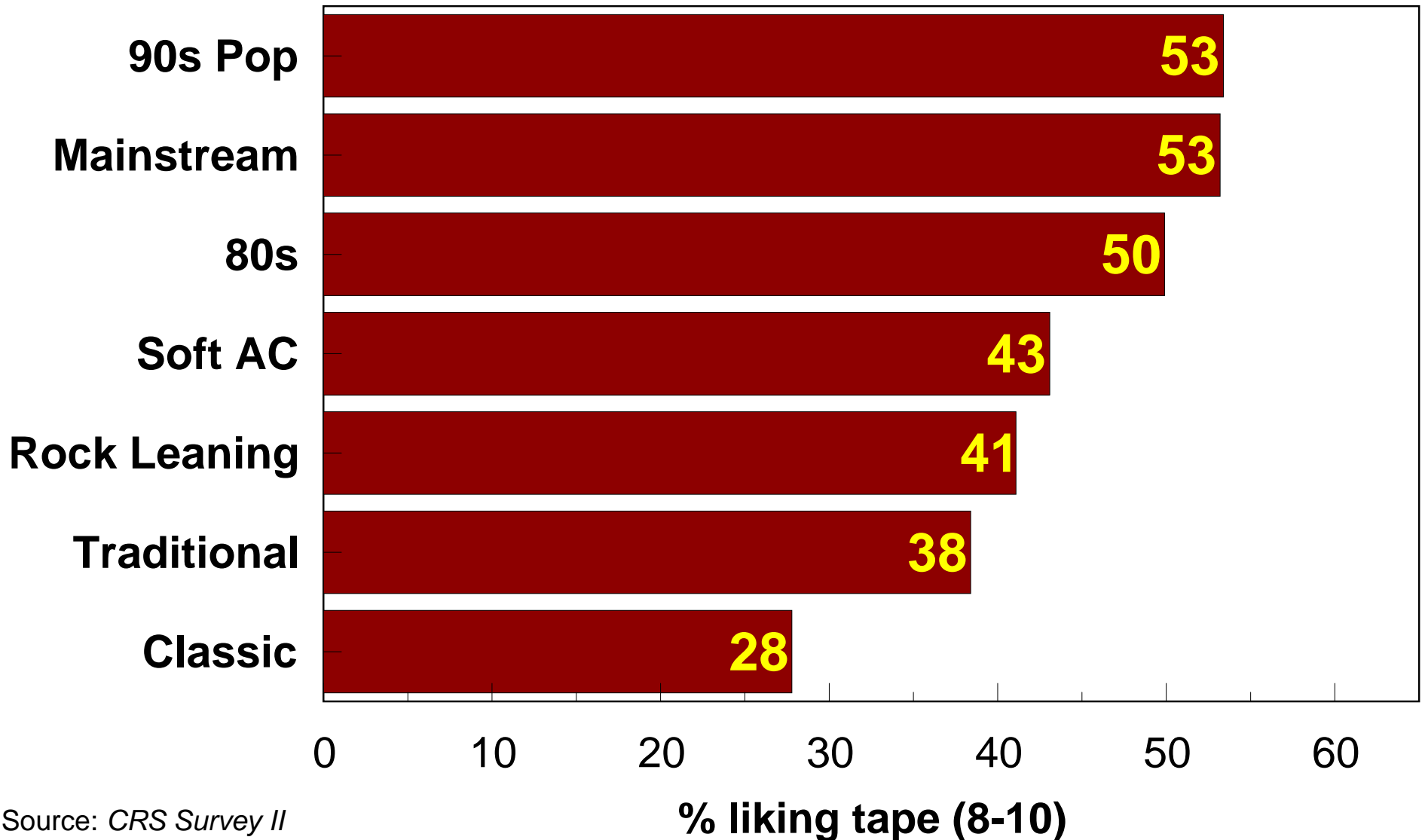
## ■ Mainstream Country

- Garth Brooks *"Thunder Rolls"*
- Vince Gill *"Don't Let Our Love Start ..."*
- Reba McEntire *"Fancy"*

## ■ Traditional Country

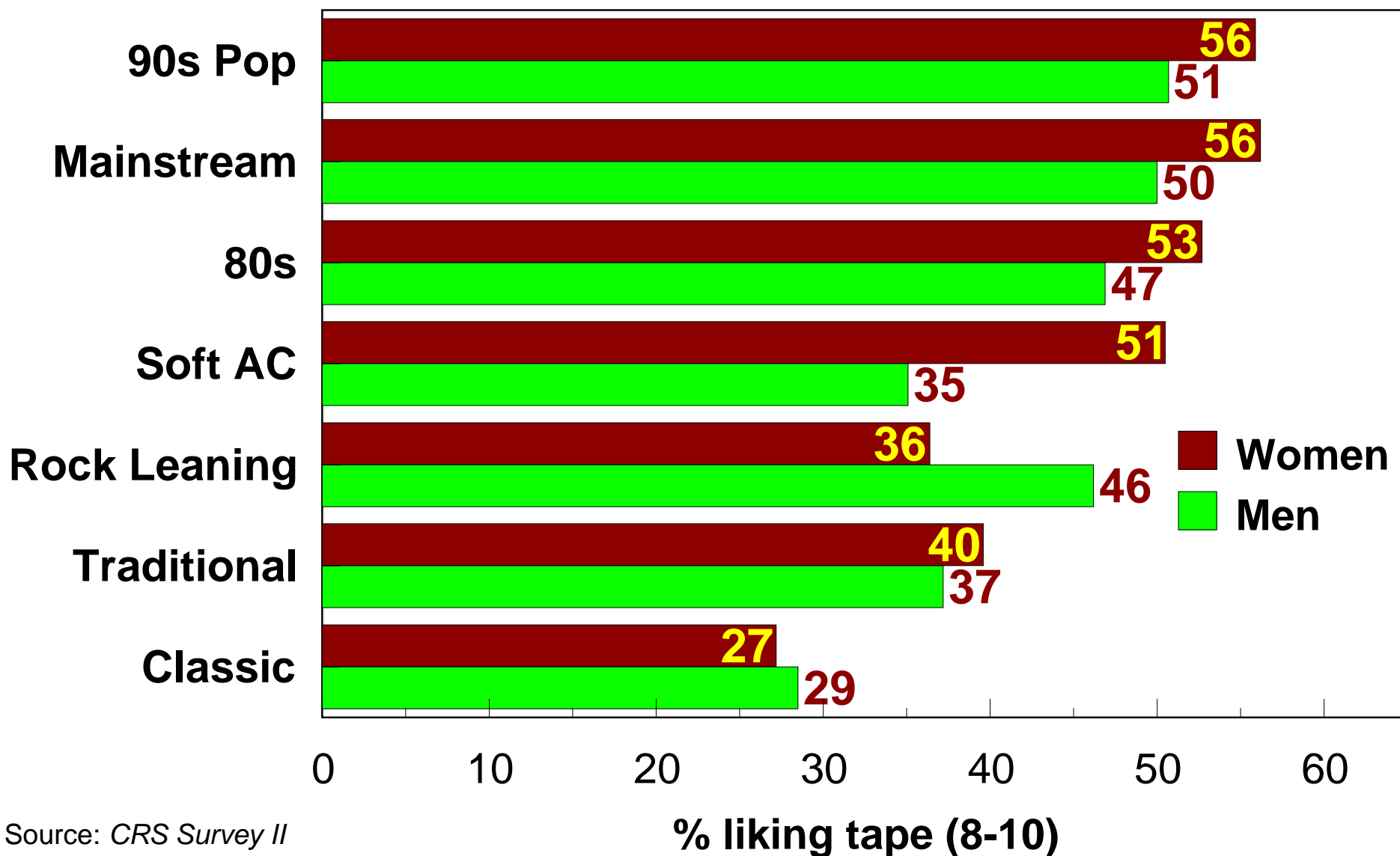
- Alan Jackson *"Neon Rainbow"*
- Aaron Tippin *"You Got to Stand for Something"*
- John Anderson *"Straight Tequilla Night"*

# Tape Music Preference:

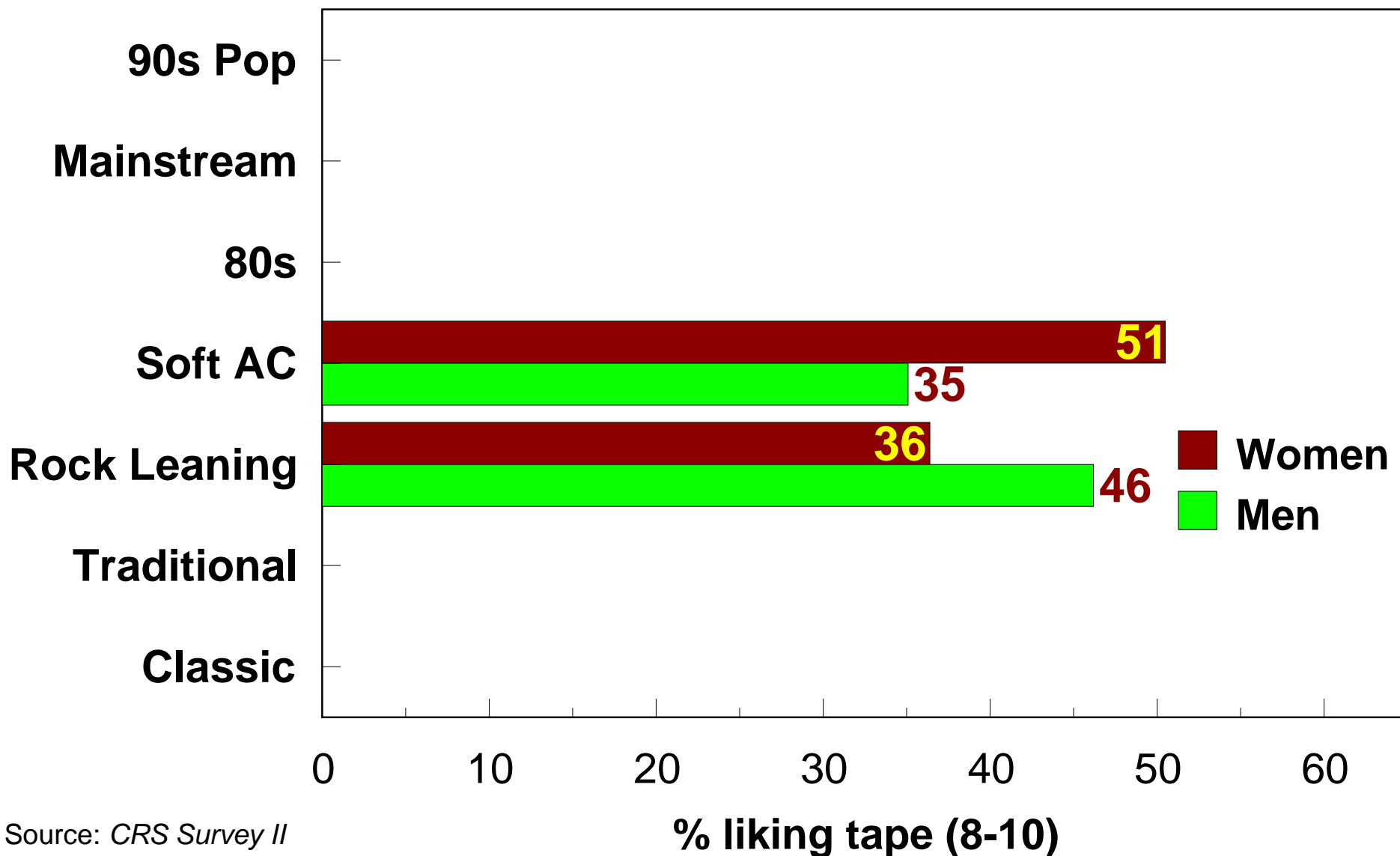


Source: CRS Survey II

# Tape Music Preference: (By Sex)



# Tape Music Preference: (By Sex)



Source: CRS Survey II

**For the last 10 years, the Country spectrum has been conceived as relating to rotations**

Markets with two Country stations:

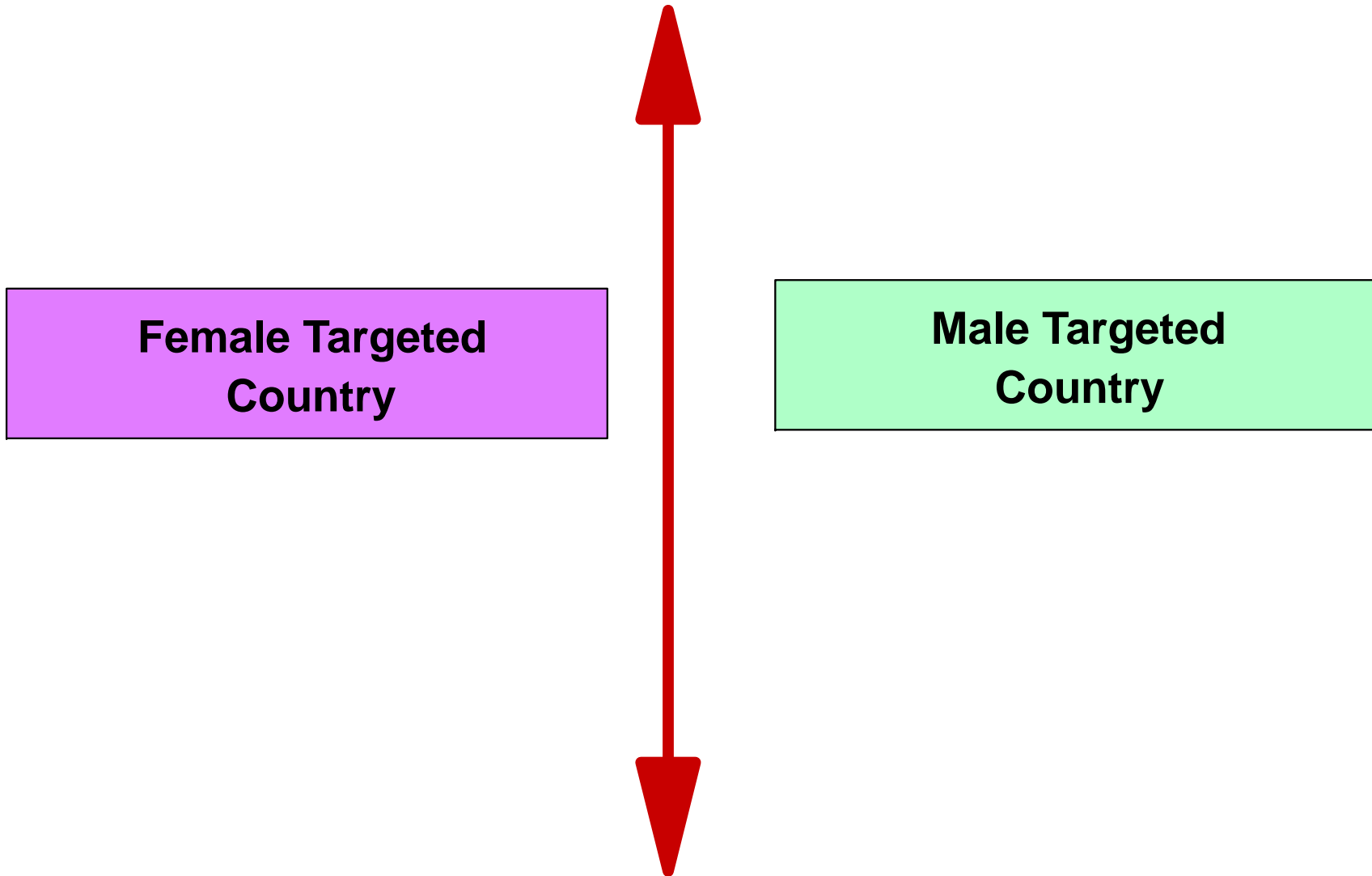
**Hot/Young/New  
Country**

**Mainstream/Traditional  
Country**



By and large, these stations play the same songs

## The new paradigm for dividing Country:



These stations will play many different songs

## Female Country

- Soft AC Country welcome
- Morning shows that are friendly and full of useful information
- Programming/marketing/promotion that speaks to women (like AC)

## Male Country

- Little/No Soft AC Country
- Emphasis on Rockin' Country
- Wild, edgy morning shows
- Attitude all day long

Male leaning Country

Greensboro, NC



John Boy & Billy/Mornings

Country with a much more upbeat, rollicking flavor

## In Greensboro:

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- WHSL is WAY up in men
- WHSL is more competitive with the venerable WTQR than it has ever been before
- Overall Country numbers are up

***I submit that***

## **This new paradigm for Country...**

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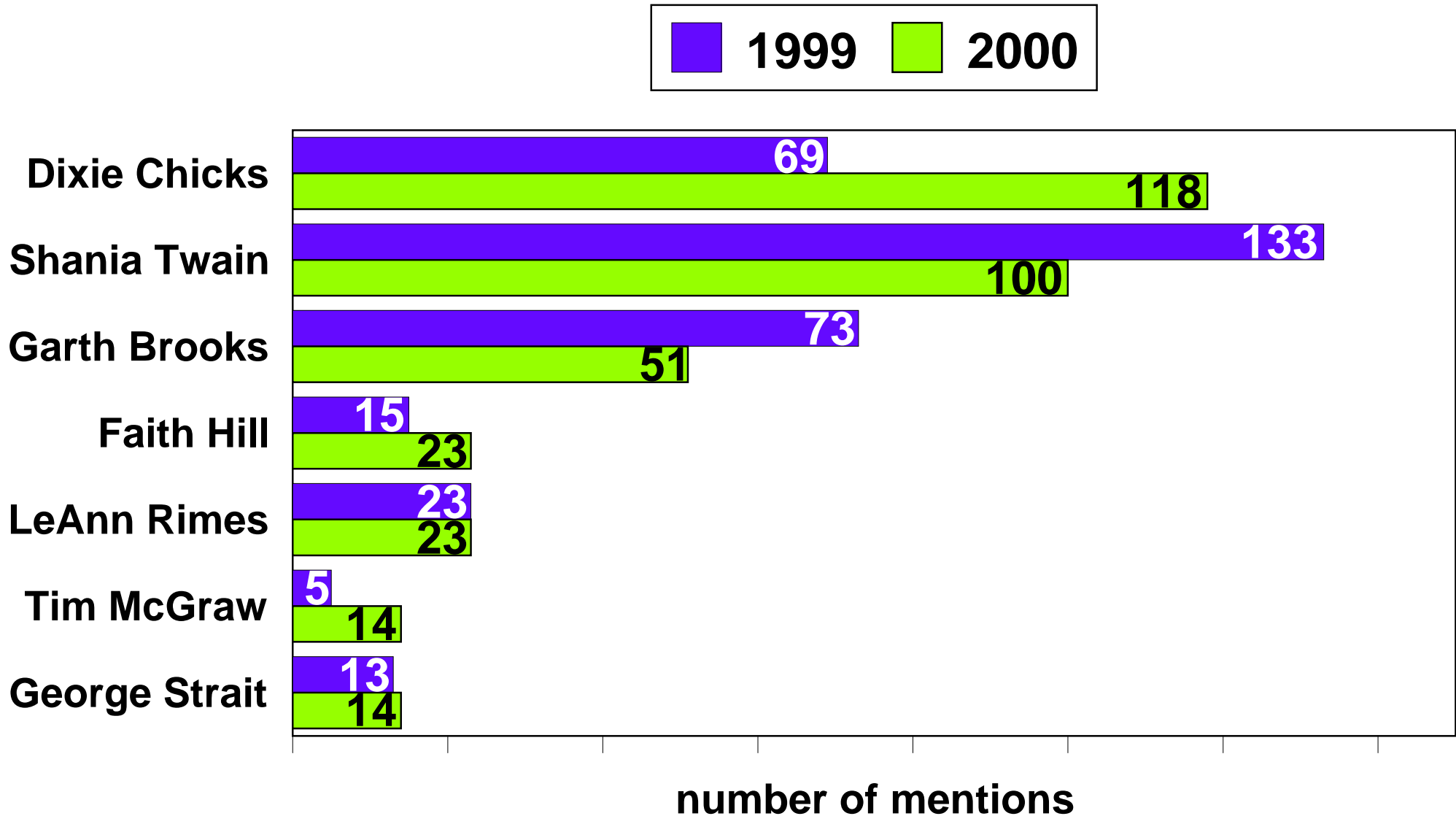
- Will be better for Country radio because it will create true choices for audiences with different preferences
- Will be better for the labels because they will have two targeted audiences to tailor artists towards
- Will increase both ratings and sales

## **More Research findings:**

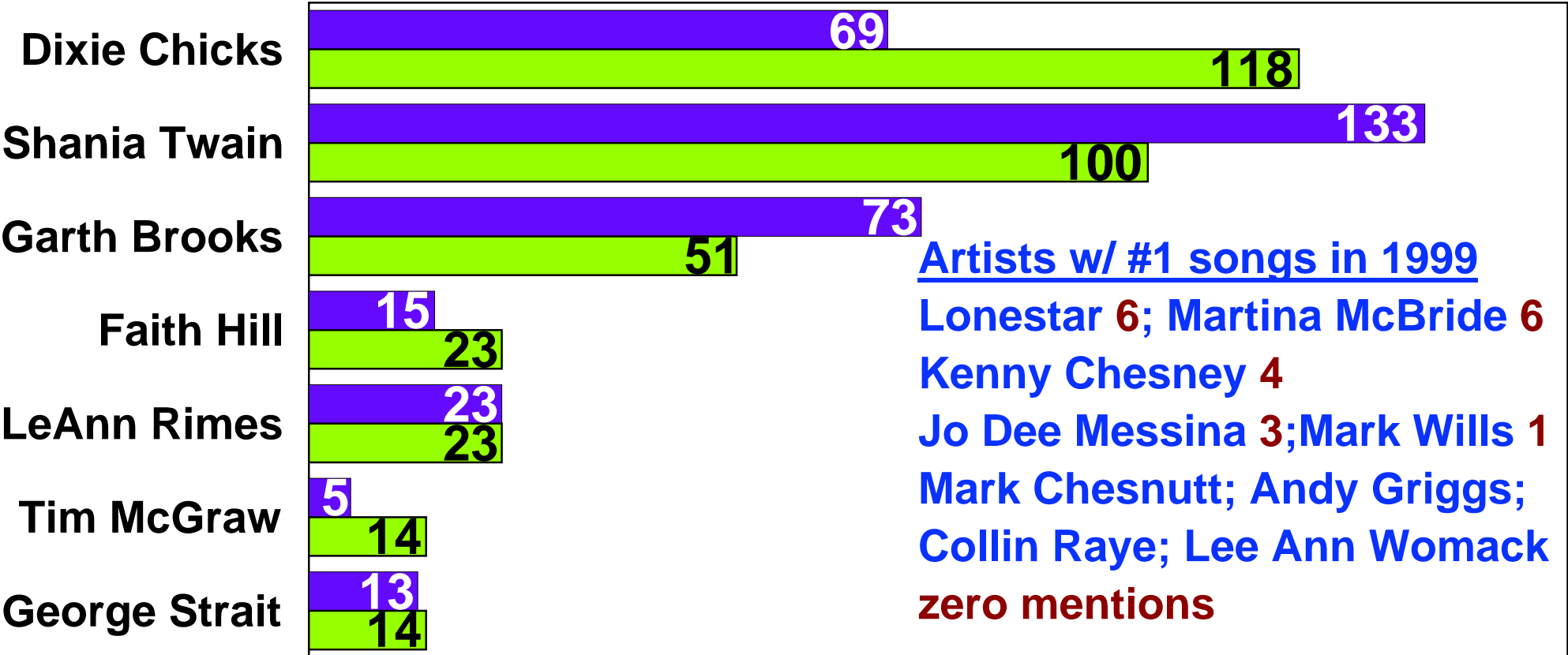
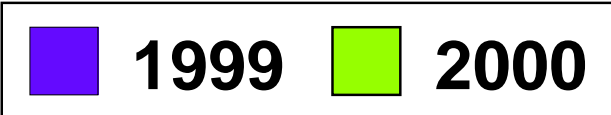
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How are we doing  
at developing  
new artists?

# Name the most *recent* Country singer or group you really liked:



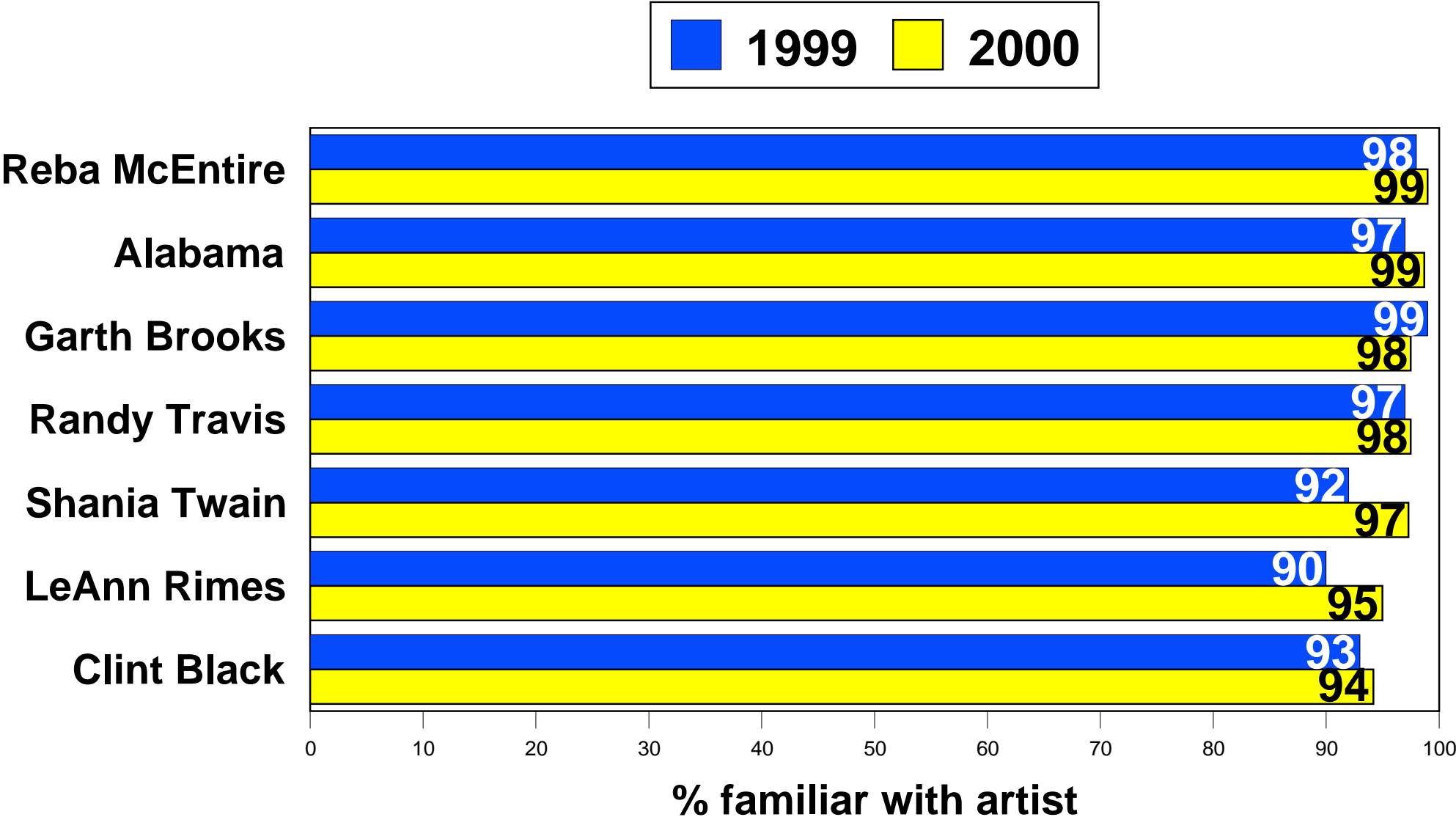
# Name the most *recent* Country singer or group you really liked:



number of mentions

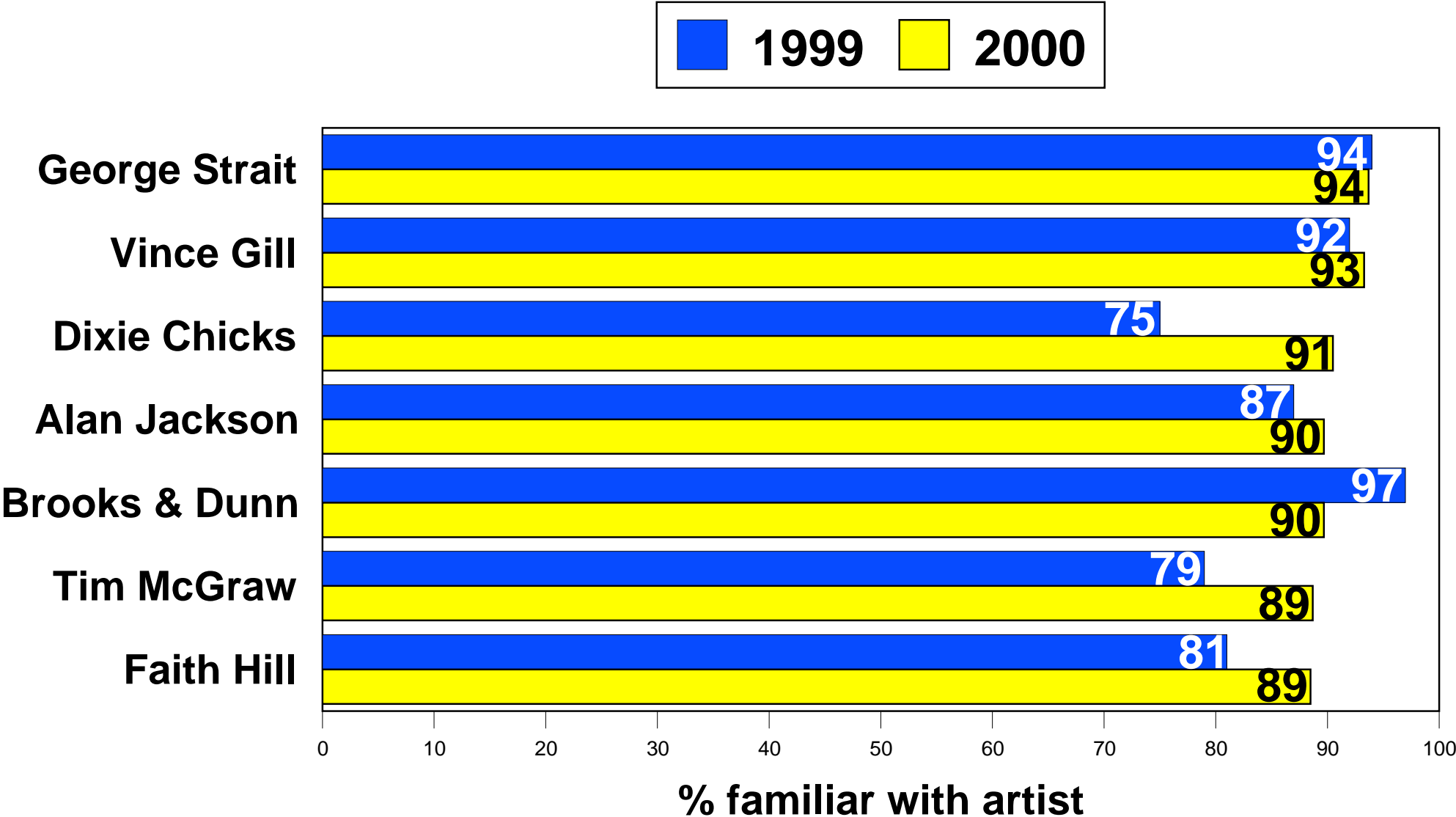
Source: CRS Survey II

# Country Artists Familiarity: (Page 1)



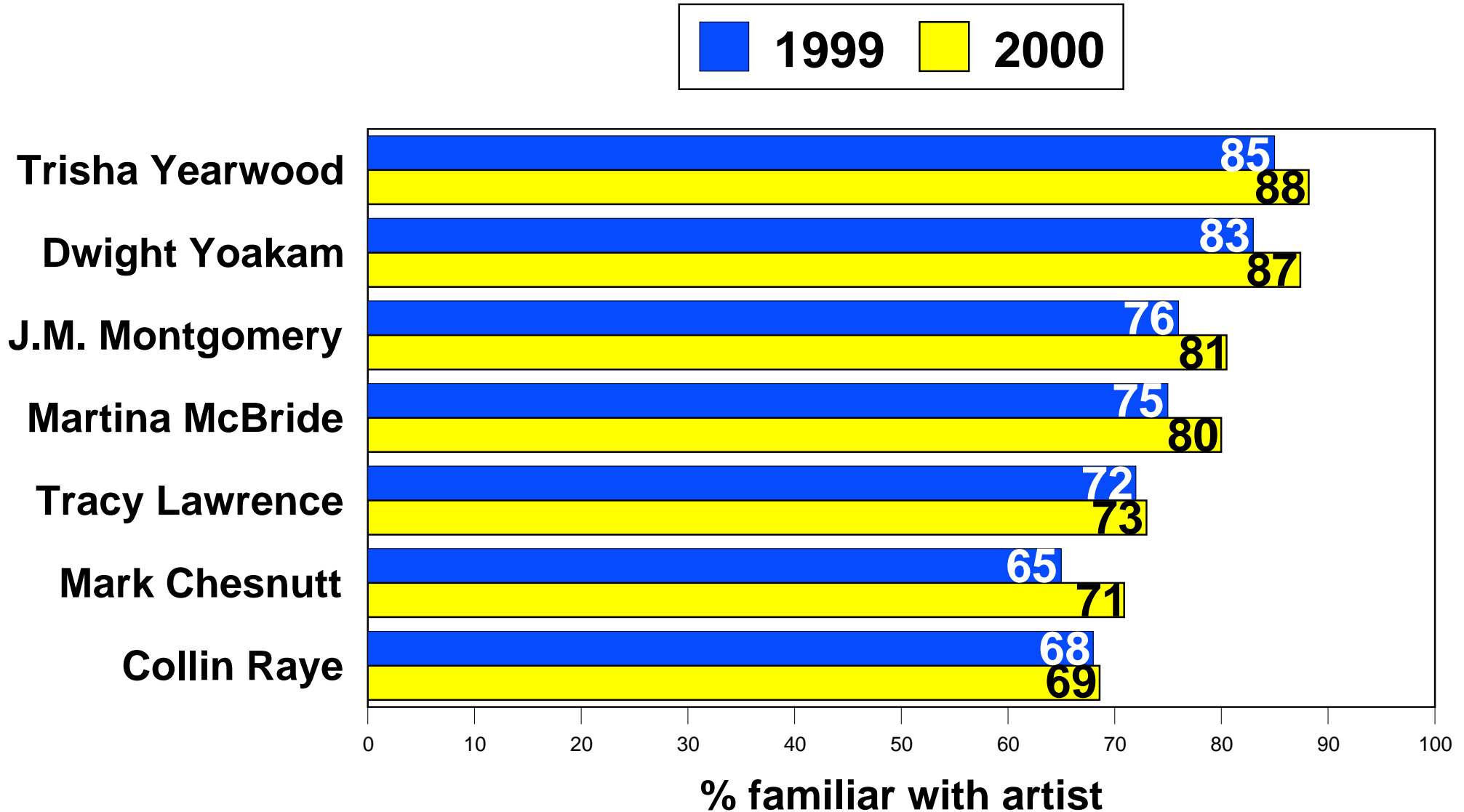
Source: CRS Survey II

# Country Artists Familiarity: (Page 2)



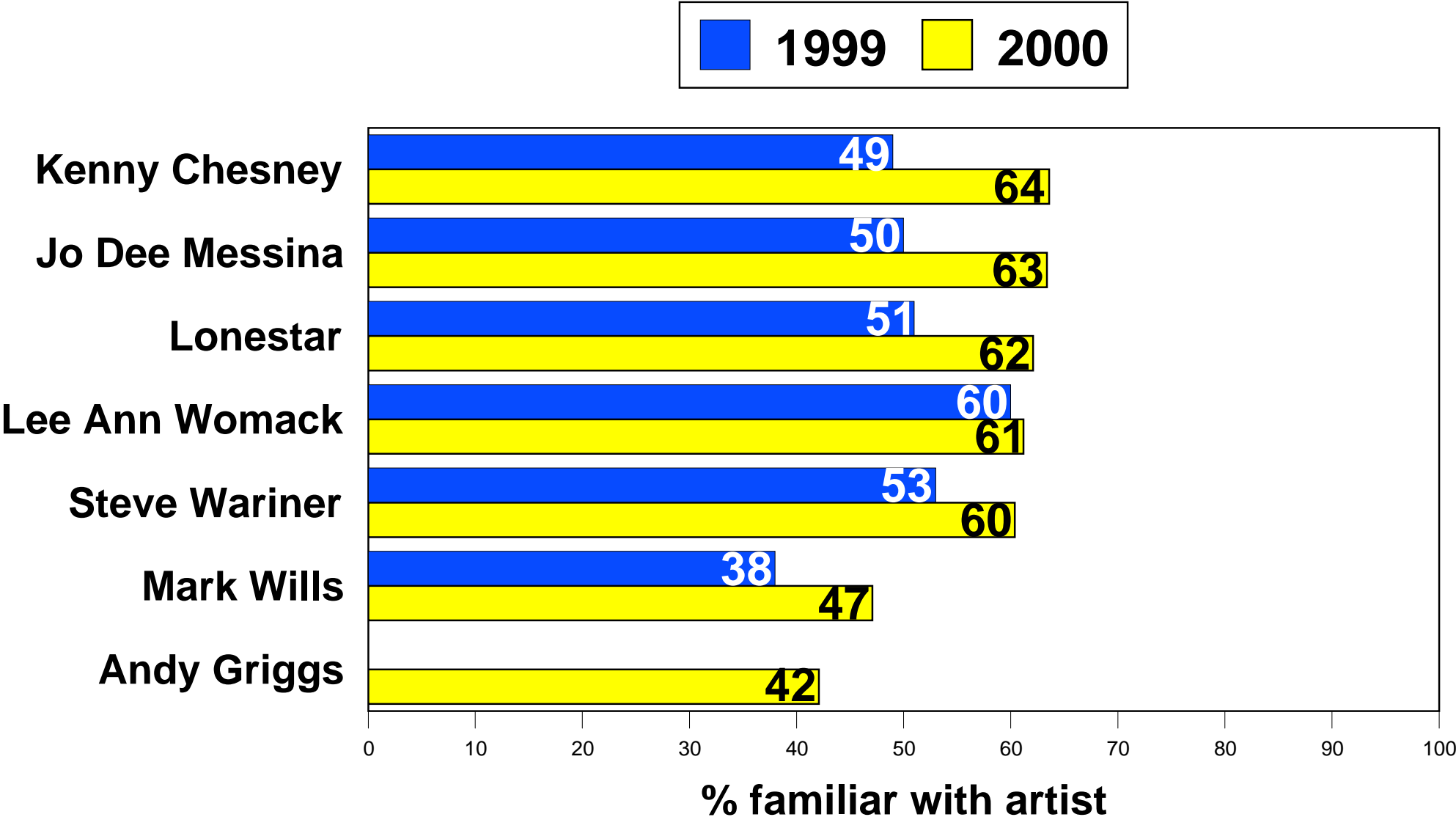
Source: CRS Survey II

# Country Artists Familiarity: (Page 3)



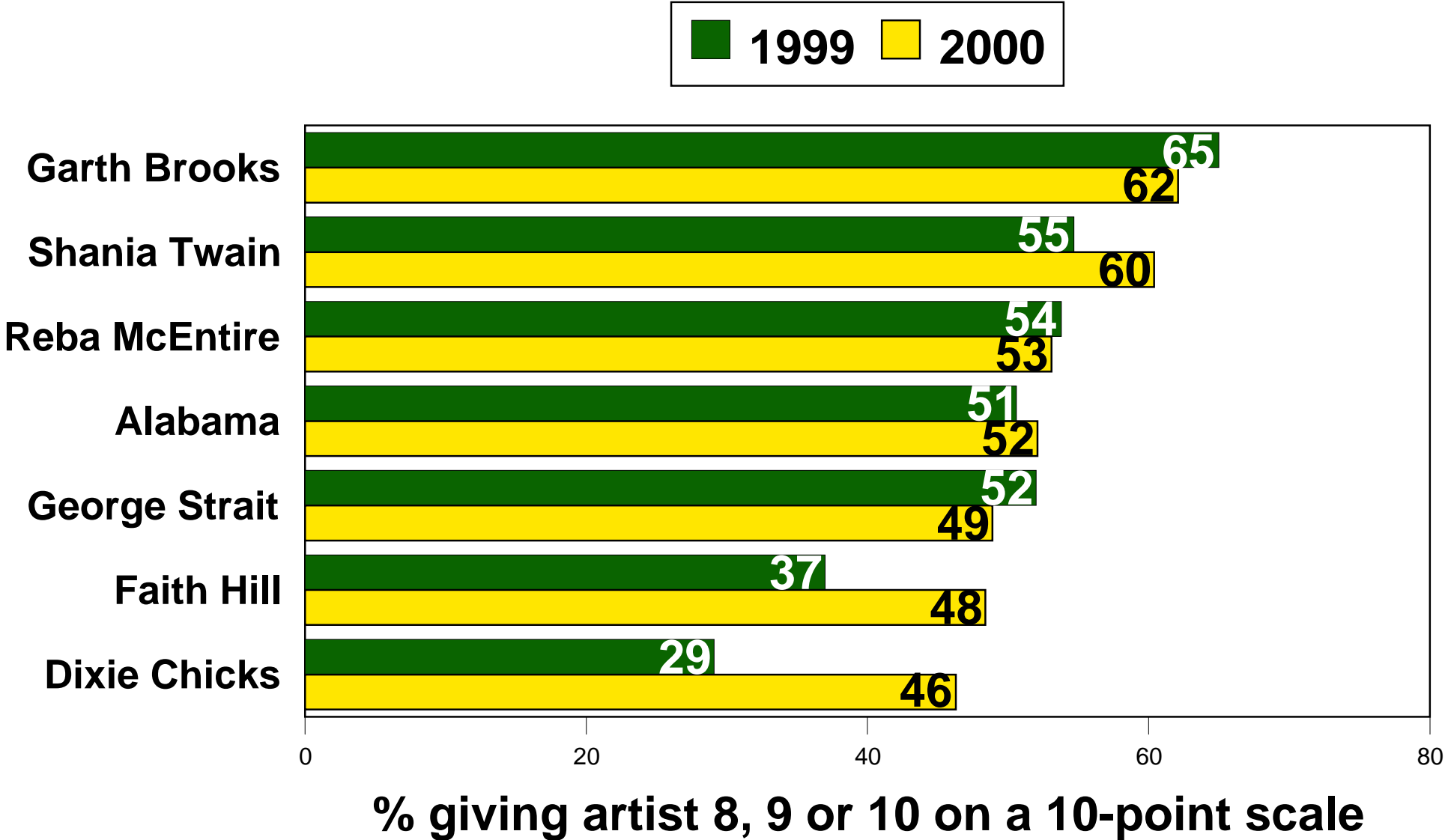
Source: CRS Survey II

# Country Artists Familiarity: (Page 4)



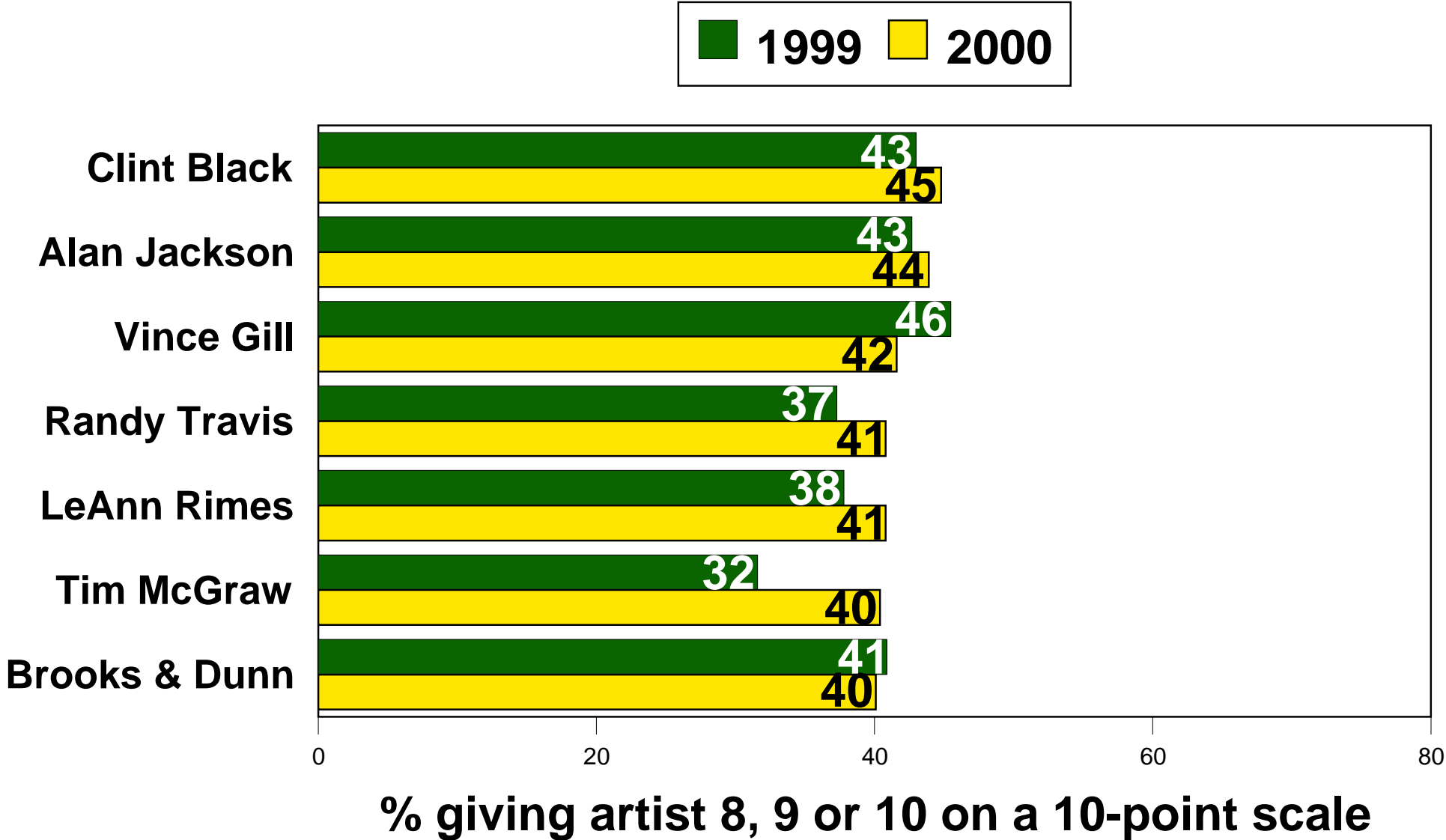
Source: CRS Survey II

# Country Artist Rating: (Page 1)



Source: CRS Survey II

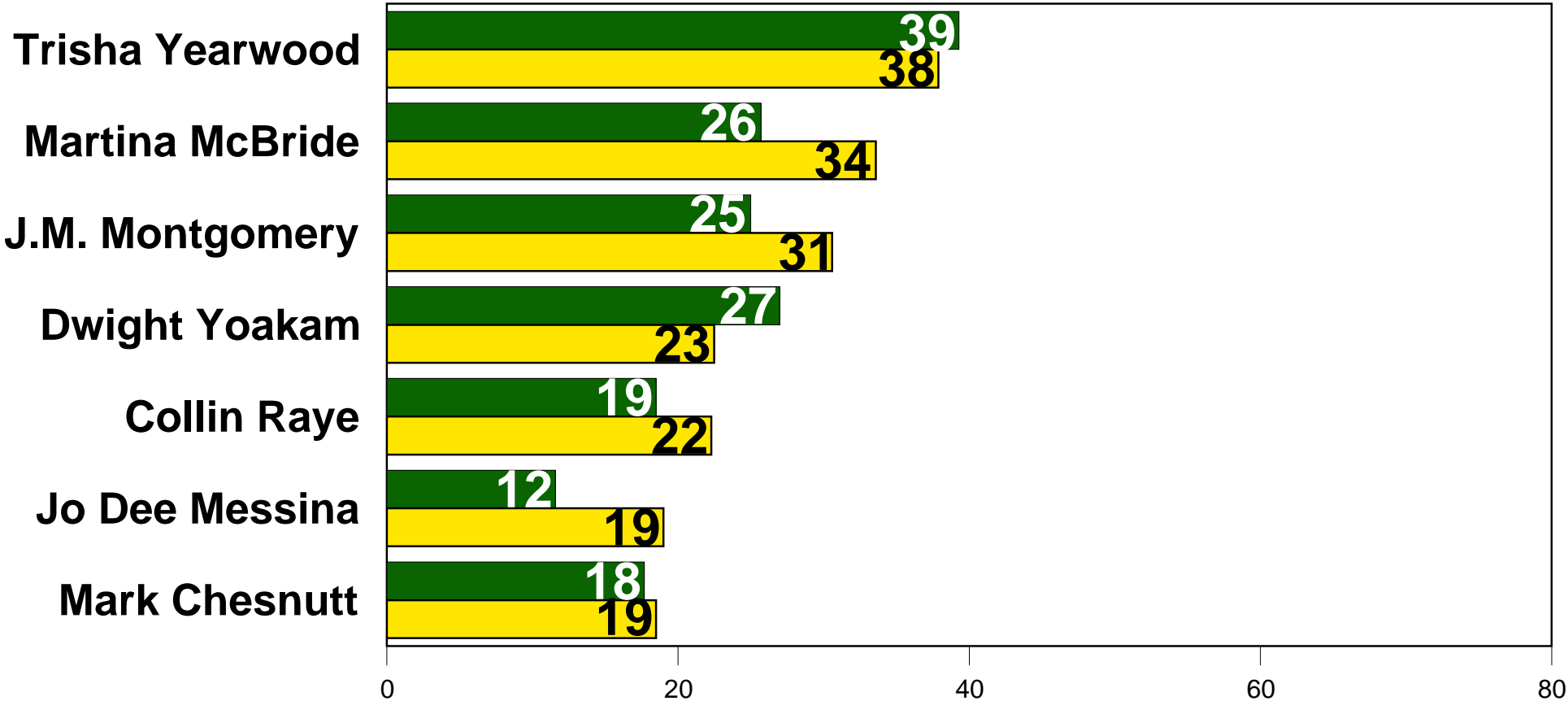
# Country Artist Rating: (Page 2)



Source: CRS Survey II

# Country Artist Rating: (Page 3)

■ 1999 ■ 2000

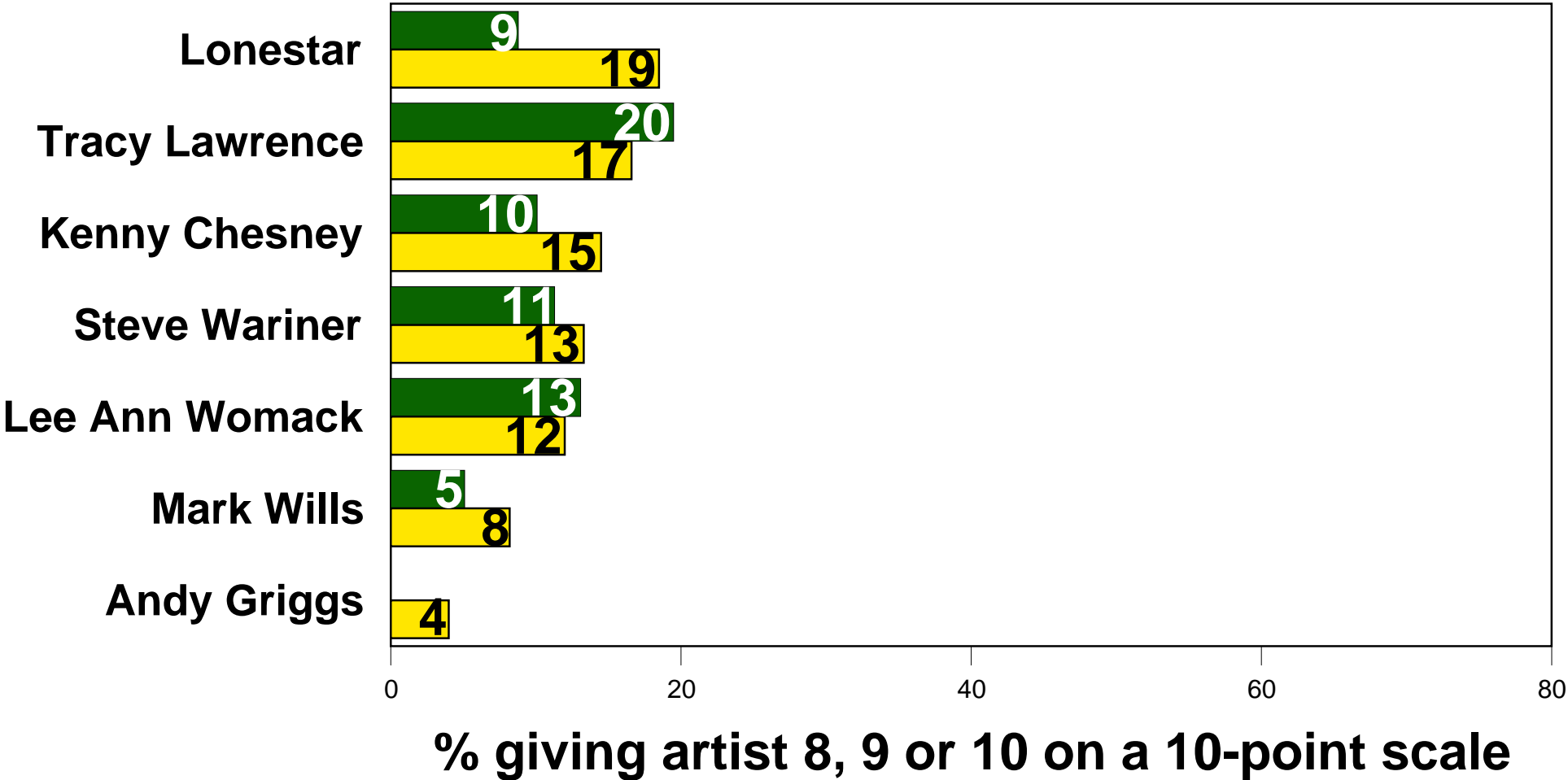


% giving artist 8, 9 or 10 on a 10-point scale

Source: CRS Survey II

# Country Artist Rating: (Page 4)

■ 1999 ■ 2000



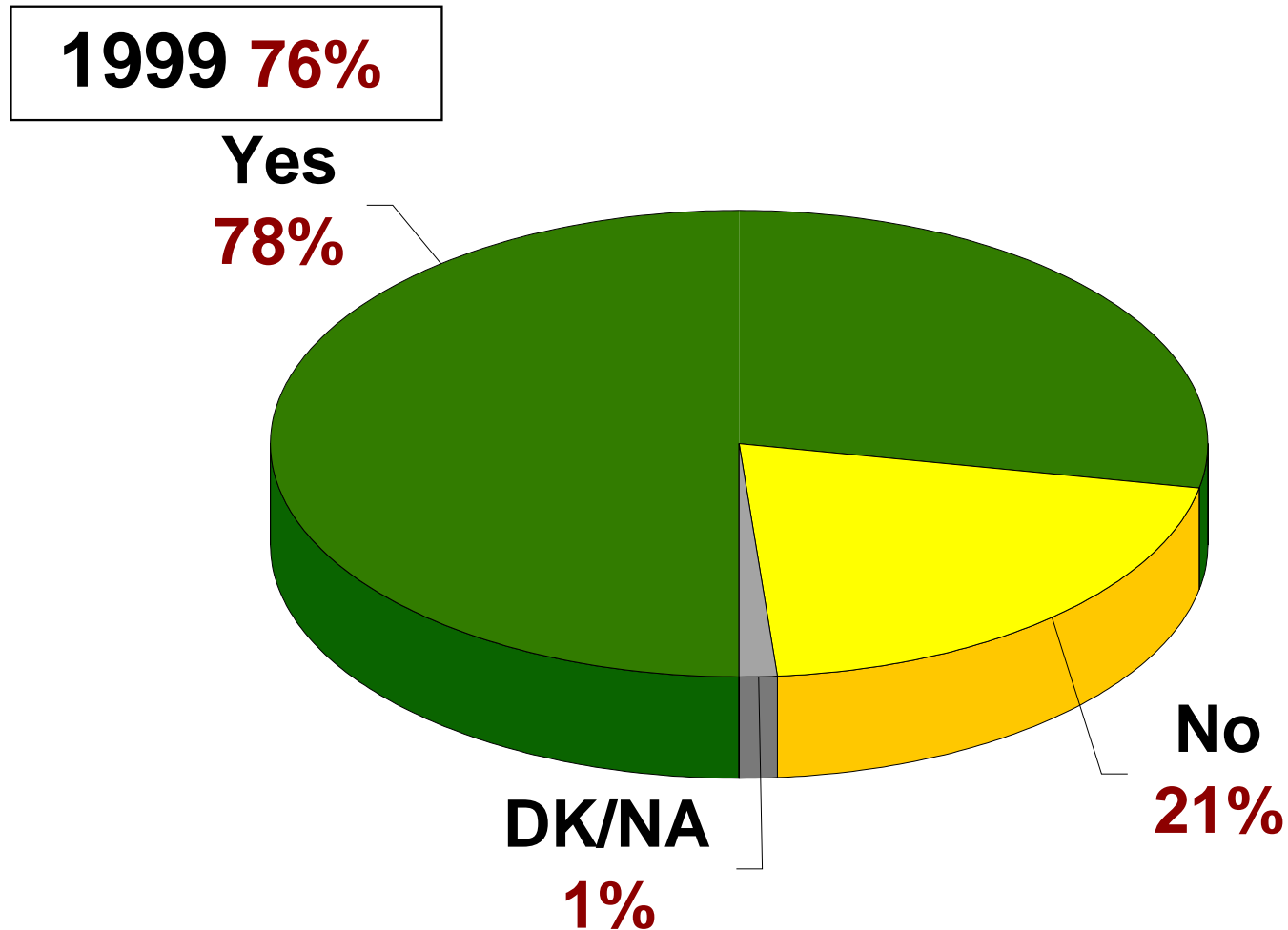
Source: CRS Survey II

**Last year we asked:**

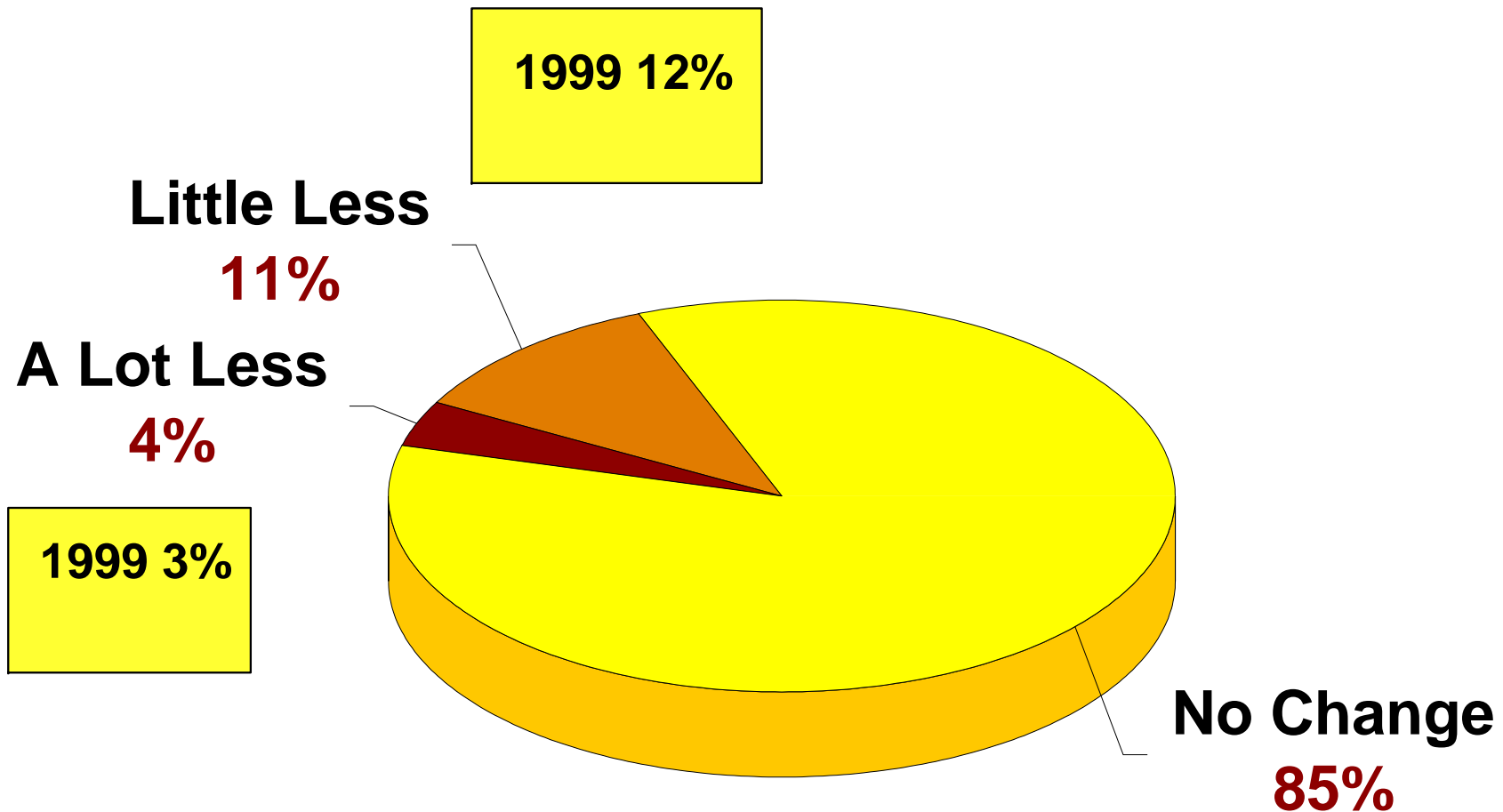
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**"What's the  
impact of  
songs/artists  
crossing to Pop?"**

# Are you aware that you can hear songs by country artists on non-Country stations?



# Because you can hear Co. artists on other stations, are you listening to Co. stations...



# Questions for discussion

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- Was the industry right to have fewer #1s?
- Are we getting the job done developing new artists? Should this be a priority?
- What is the impact of Pop Crossover?
- How will this format attract men?



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