

**PARENTS, TEENS
& COUNTRY**





THE INFINITE DIAL

From Edison Research and Triton Digital

HAVE TEENAGER IN HOUSEHOLD:

AGE 25-54



31

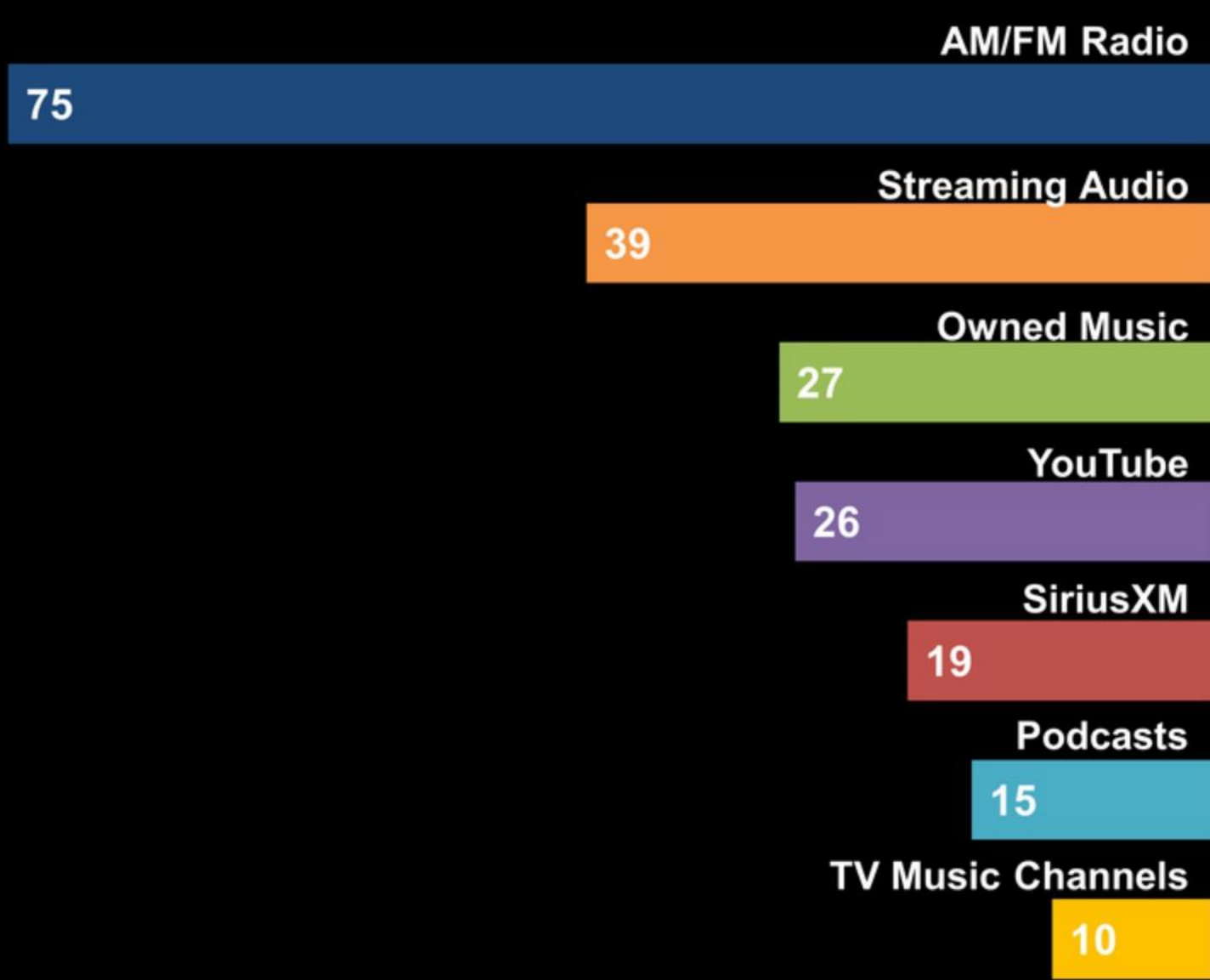
AGE 35-44



47

Share of Ear[®]

Parents' 25-54
Daily Listenership



YouTube for music and music videos only

AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others

Edison Research Share of Ear © 2019



Share of Ear[®]

Parents' 25-54
Daily Listenership



Adults 25-54 without children
Daily Listenership



YouTube for music and music videos only

AM/FM Radio includes over the air and radio streams

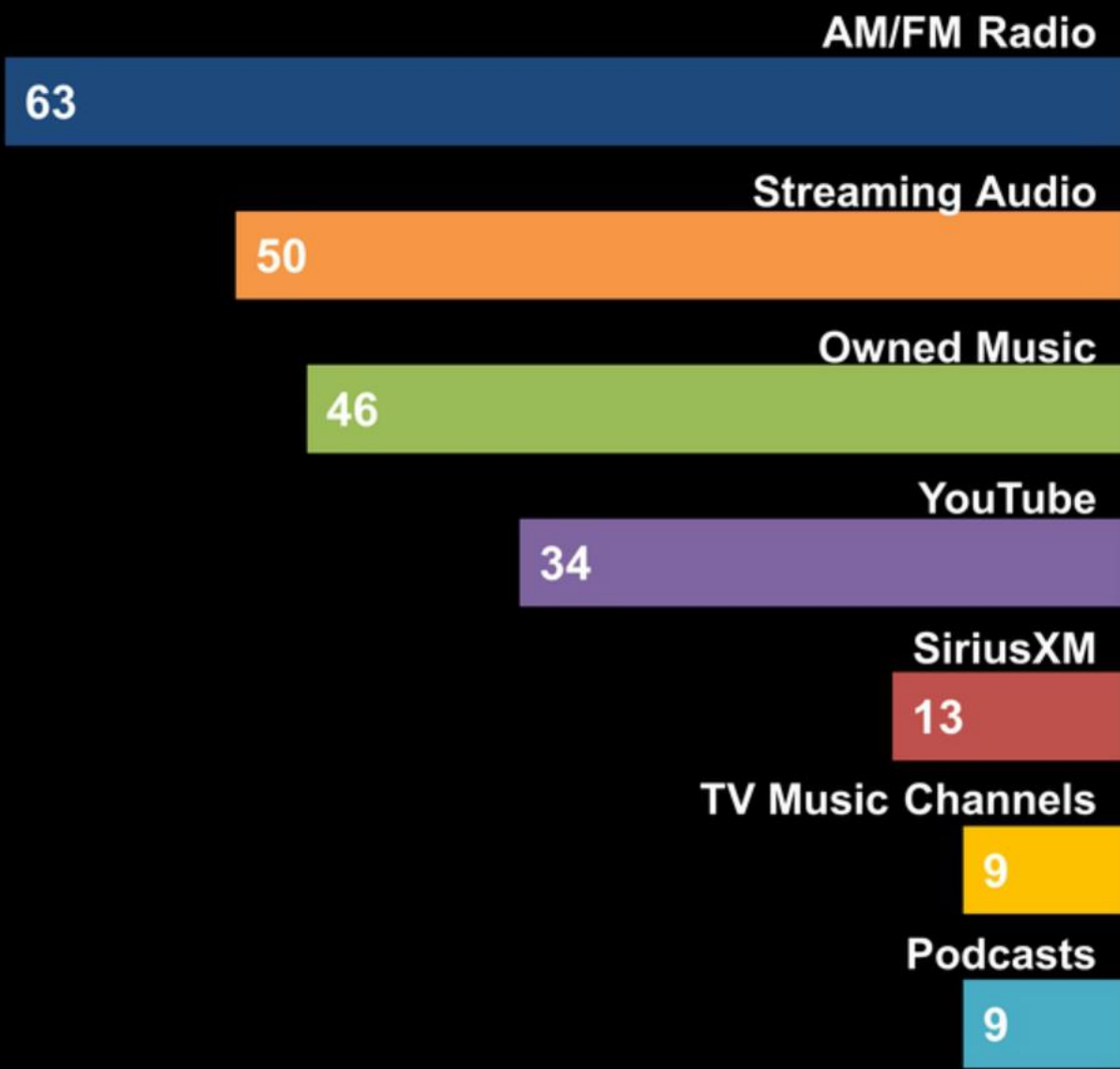
Streaming Audio includes pure plays such as Pandora, Spotify, and others

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Share of Ear[®]

Americans' 13-19
Daily Listenership



YouTube for music and music videos only

AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others

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CRS 2019 RESEARCH

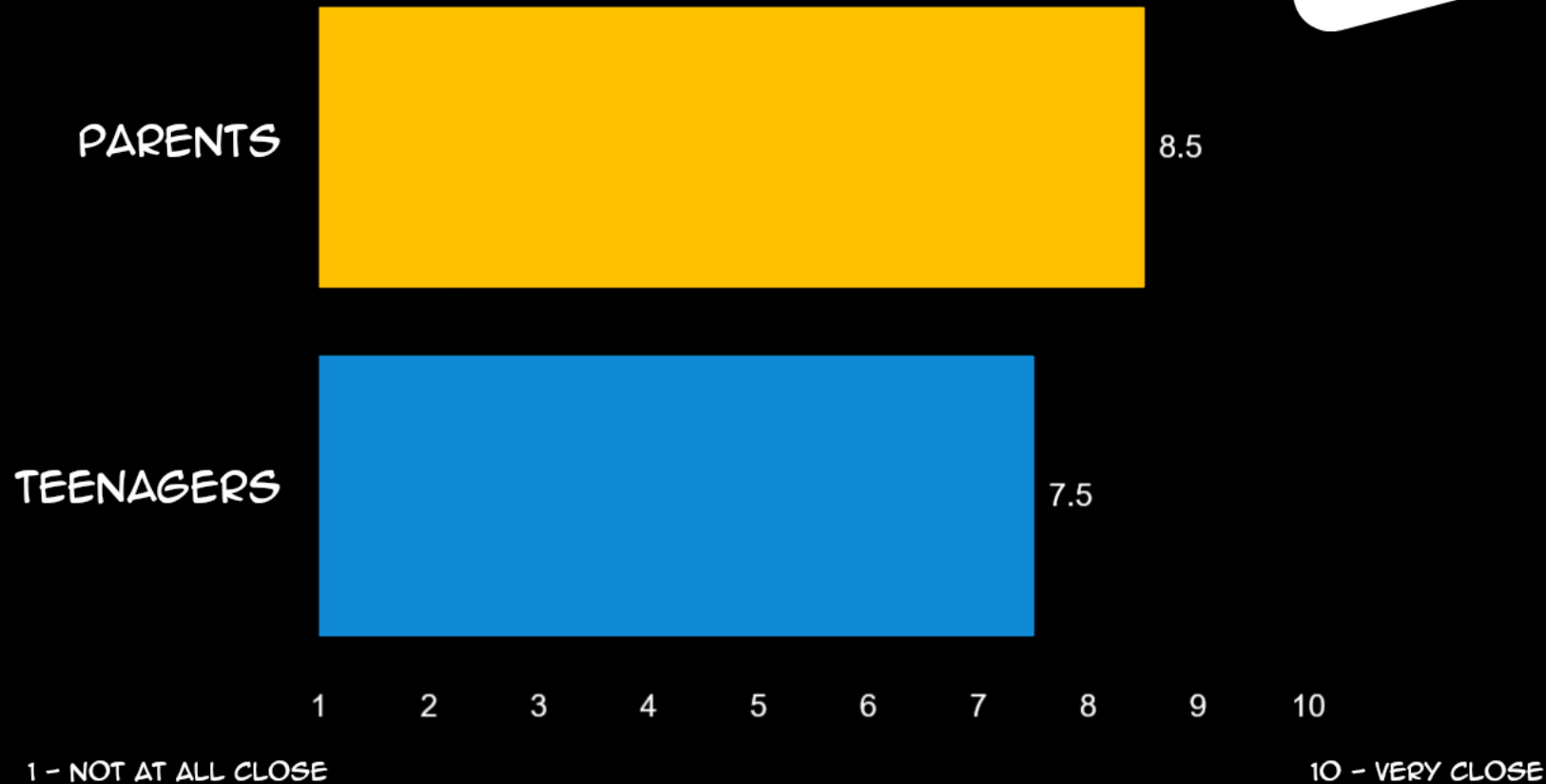
ONLINE SURVEYS CONDUCTED IN JANUARY 2019

- 1909 PARENTS OF TEENAGERS
- 459 TEENAGERS

IN-HOME INTERVIEWS WITH PARENTS AND THEIR
TEENAGERS IN ALABAMA, MINNESOTA, AND
CONNECTICUT

PARENT &
TEENAGER
RELATIONSHIP

HOW CLOSE OF A RELATIONSHIP
DO YOU HAVE WITH YOUR
TEENAGERS/PARENTS?



82%

PARENTS ^{OF} TEENS
AGREE

"YOU
UNDERSTAND
YOUR
TEENAGERS
VERY WELL."

"YOU
UNDERSTAND
YOUR PARENTS
VERY WELL."

72%
TEENAGERS
AGREE

90%

PARENTS ^{OF} TEENS
AGREE

"YOU CAN
TRUST YOUR
TEENAGERS."

"YOU CAN
TRUST YOUR
PARENTS."

81%
TEENAGERS
AGREE

31%

PARENTS OF TEENS
AGREE

"YOU HAVE A
HARD TIME
GETTING YOUR
TEENAGERS TO
COMMUNICATE
WITH YOU."

"YOU HAVE A
HARD TIME
GETTING YOUR
PARENTS TO
COMMUNICATE
WITH YOU."

39%
TEENAGERS
AGREE

COMPARED TO THE RELATIONSHIP WITH YOUR PARENTS WHEN YOU WERE A TEEN, IS YOUR RELATIONSHIP WITH YOUR TEENAGER...

BETTER

66%

ABOUT
THE SAME

30%

4%
WORSE

HOW WELL DO
PARENTS AND
THEIR
TEENAGERS
KNOW EACH
OTHER?



MUSIC LISTENING



94%
OF PARENTS OF
TEENAGERS
LISTEN TO MUSIC
TOGETHER AT
HOME



76%

PARENTS OF
TEENS
AGREE

"LISTENING TO
MUSIC IS A
BONDING
ACTIVITY FOR
YOU AND
YOUR
TEENAGERS."

60%

TEENAGERS
AGREE

"LISTENING TO
MUSIC IS A
BONDING
ACTIVITY FOR
YOU AND
YOUR
PARENTS."

"YOUR
TEENAGERS
ASSIST YOU
WITH NEW
TECHNOLOGY."

68%
PARENTS OF
TEENS
AGREE

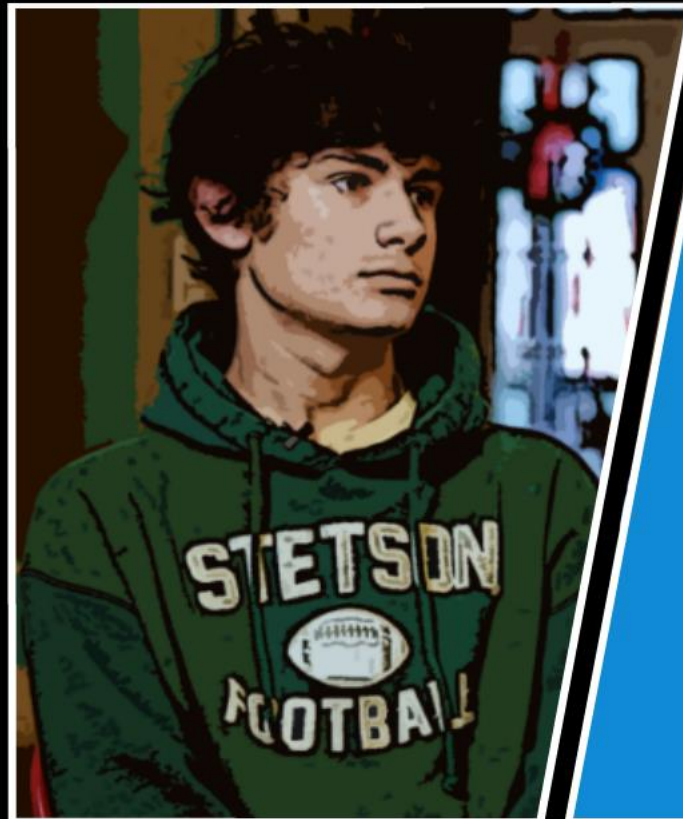


WHAT HAVE
PARENTS
LEARNED ABOUT
MUSIC FROM
THEIR TEENS?

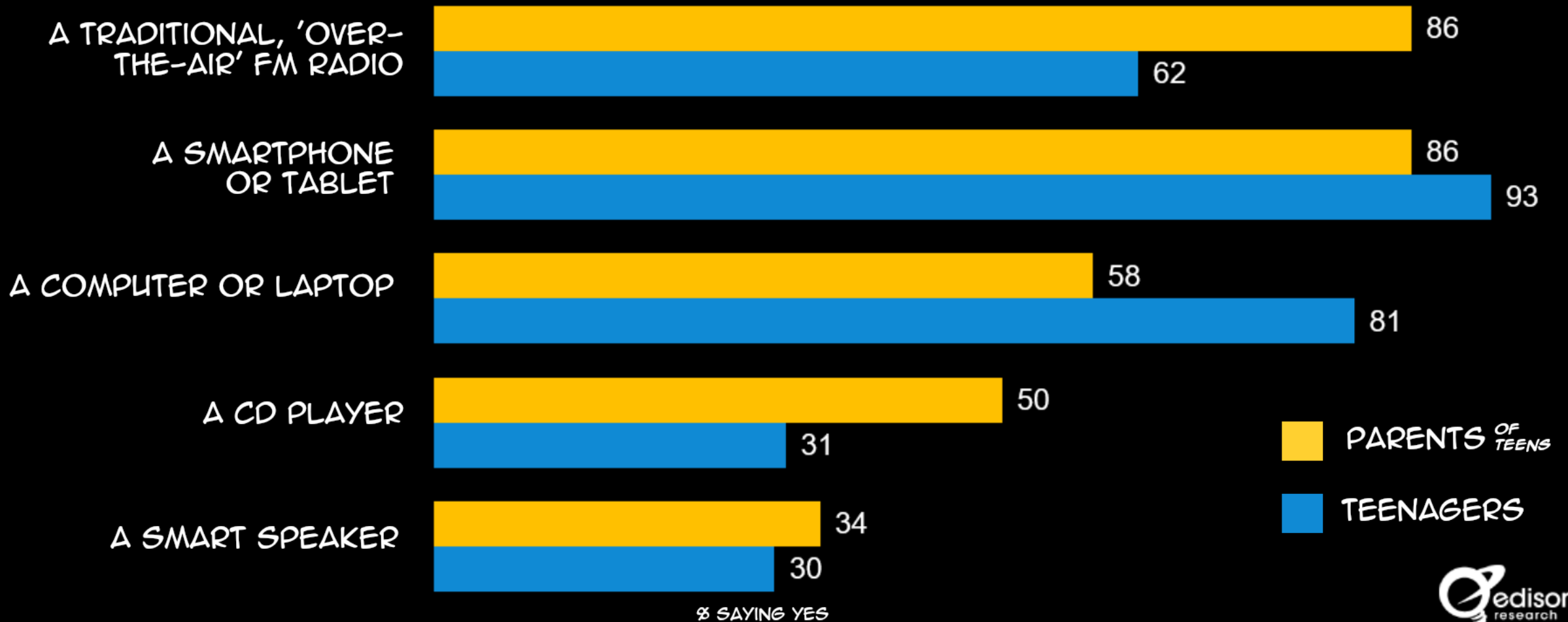


52%

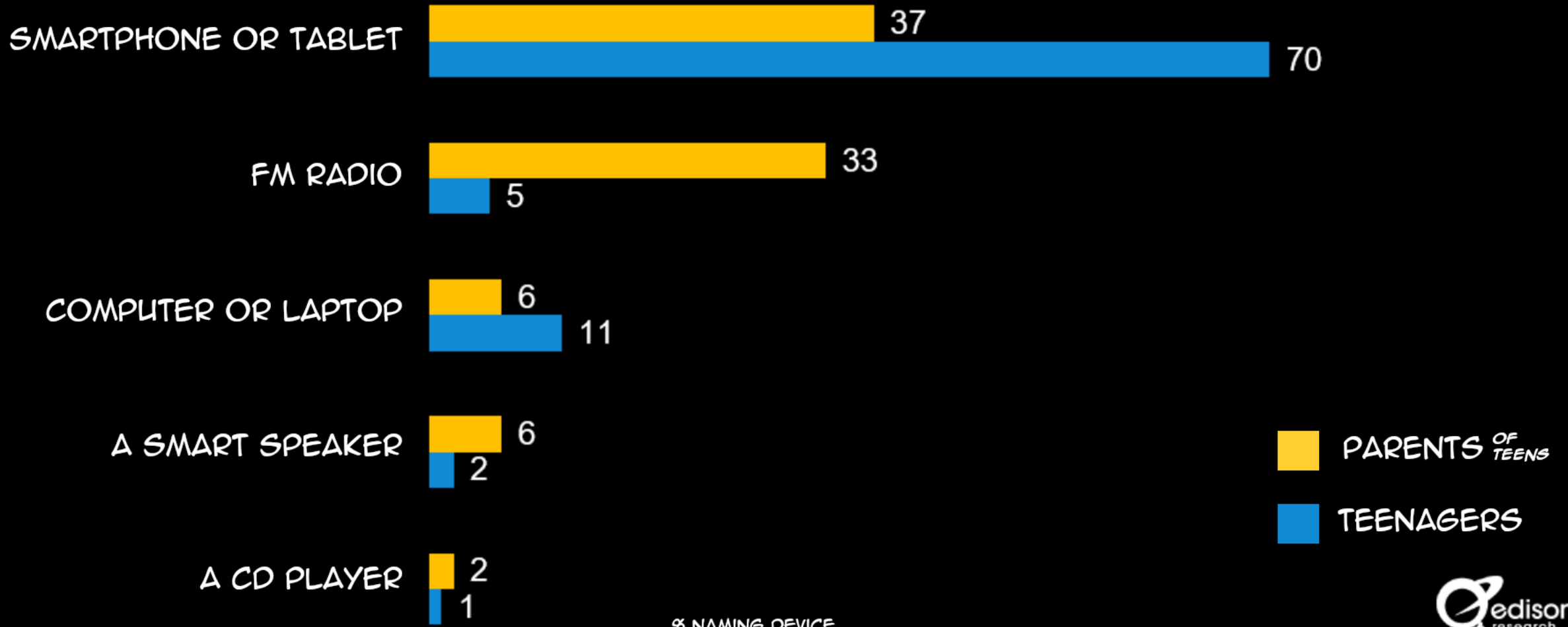
LEARNED ABOUT
A STREAMING
MUSIC SERVICE
FROM THEIR
TEENAGE CHILD



DO YOU EVER LISTEN TO MUSIC USING...?



HOW DO YOU LISTEN TO MUSIC MOST OFTEN?



8 NAMING DEVICE

80%

OF PARENTS SAY THEY
CURRENTLY EVER
LISTEN TO FM RADIO
WITH THEIR TEENAGER

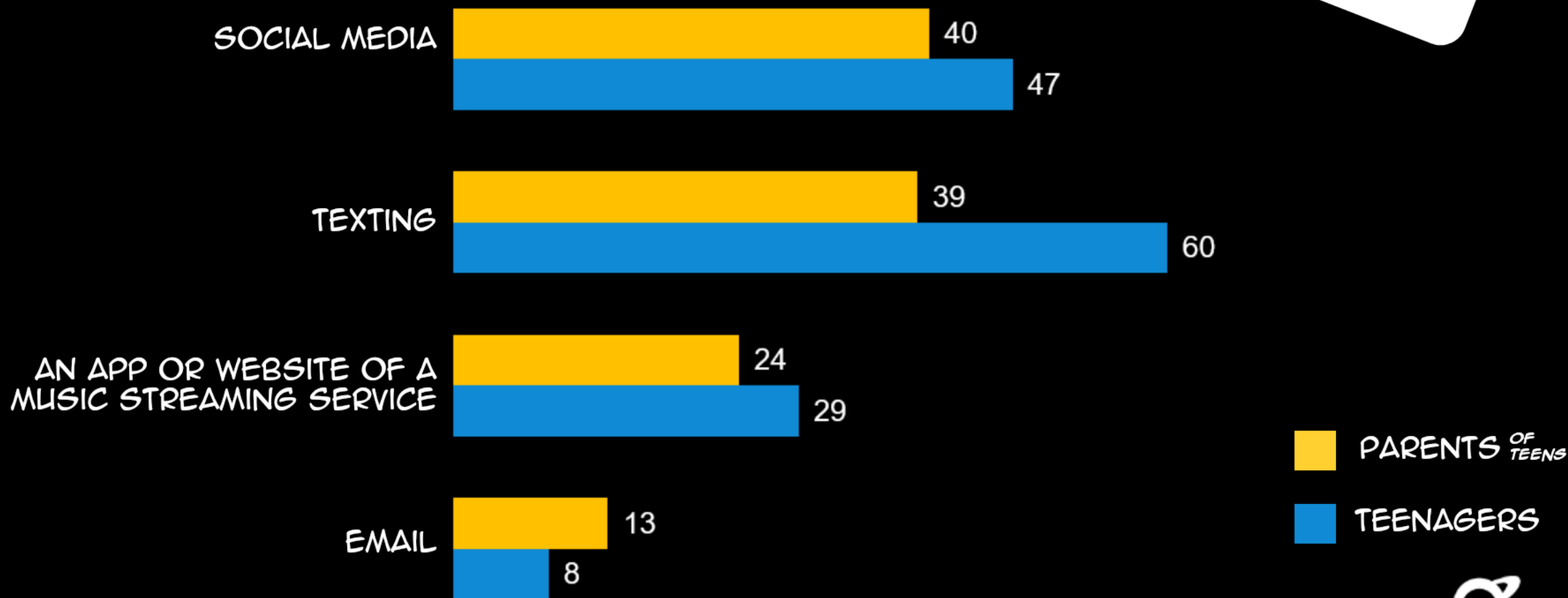
POW!



73%

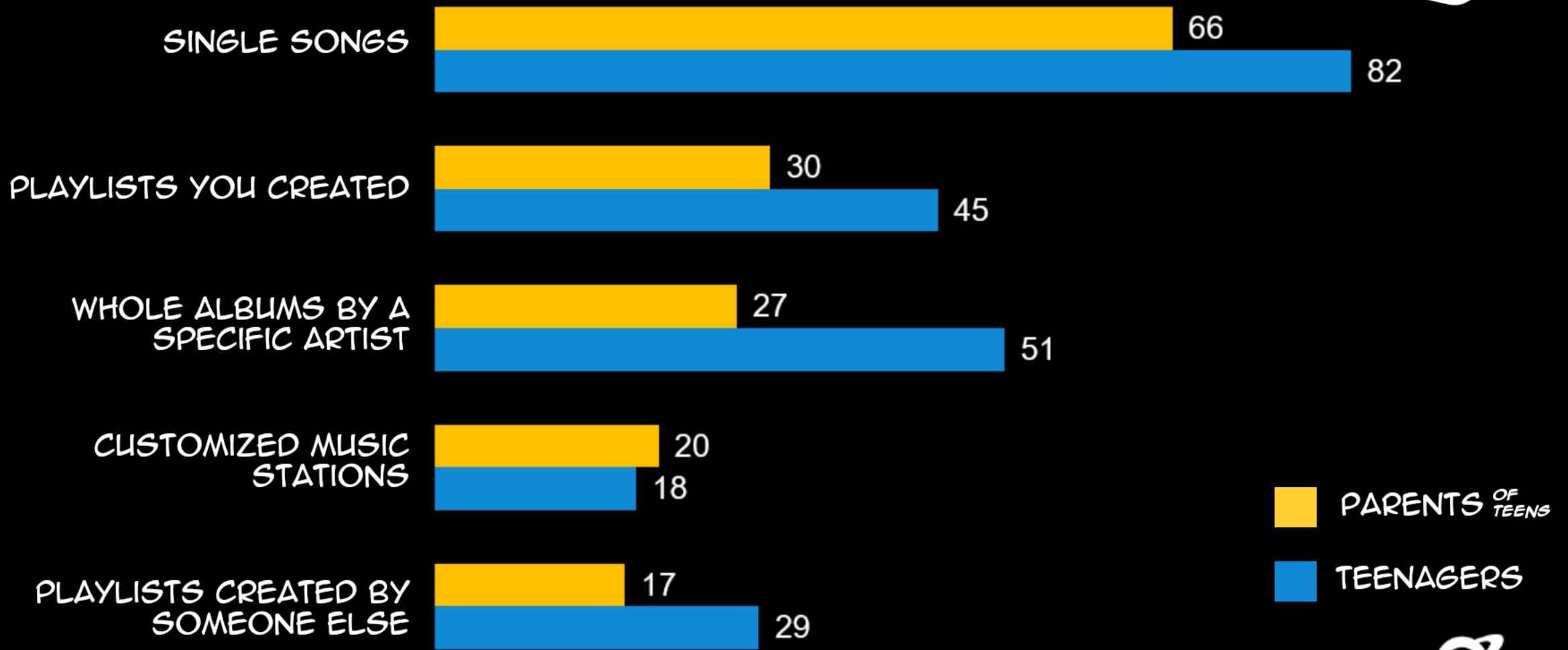
OF PARENTS SAY
THEY CURRENTLY EVER
LISTEN TO STREAMING
AUDIO WITH THEIR TEENAGER

DO YOU EVER SHARE MUSIC WITH FRIENDS OR FAMILY MEMBERS THROUGH...?



% SAYING YES

PARENTS AND TEENAGERS ARE SHARING...



% SAYING YES

WHEN CHOOSING HOW TO LISTEN TO MUSIC,
WHICH DO YOU PREFER MOST OFTEN?

PARENTS
OF TEENS:

LISTENING TO PRE-SET
MUSIC STATIONS

32

LISTENING TO A
CUSTOMIZED MUSIC
STATION BASED
AROUND SONGS OR
ARTISTS YOU LIKE

32

PICKING THE SPECIFIC
SONGS YOU WANT TO
LISTEN TO

36

TEENS:

9

14

77

WHAT DO
PARENTS AND
THEIR TEENAGERS
THINK OF
COUNTRY
MUSIC?

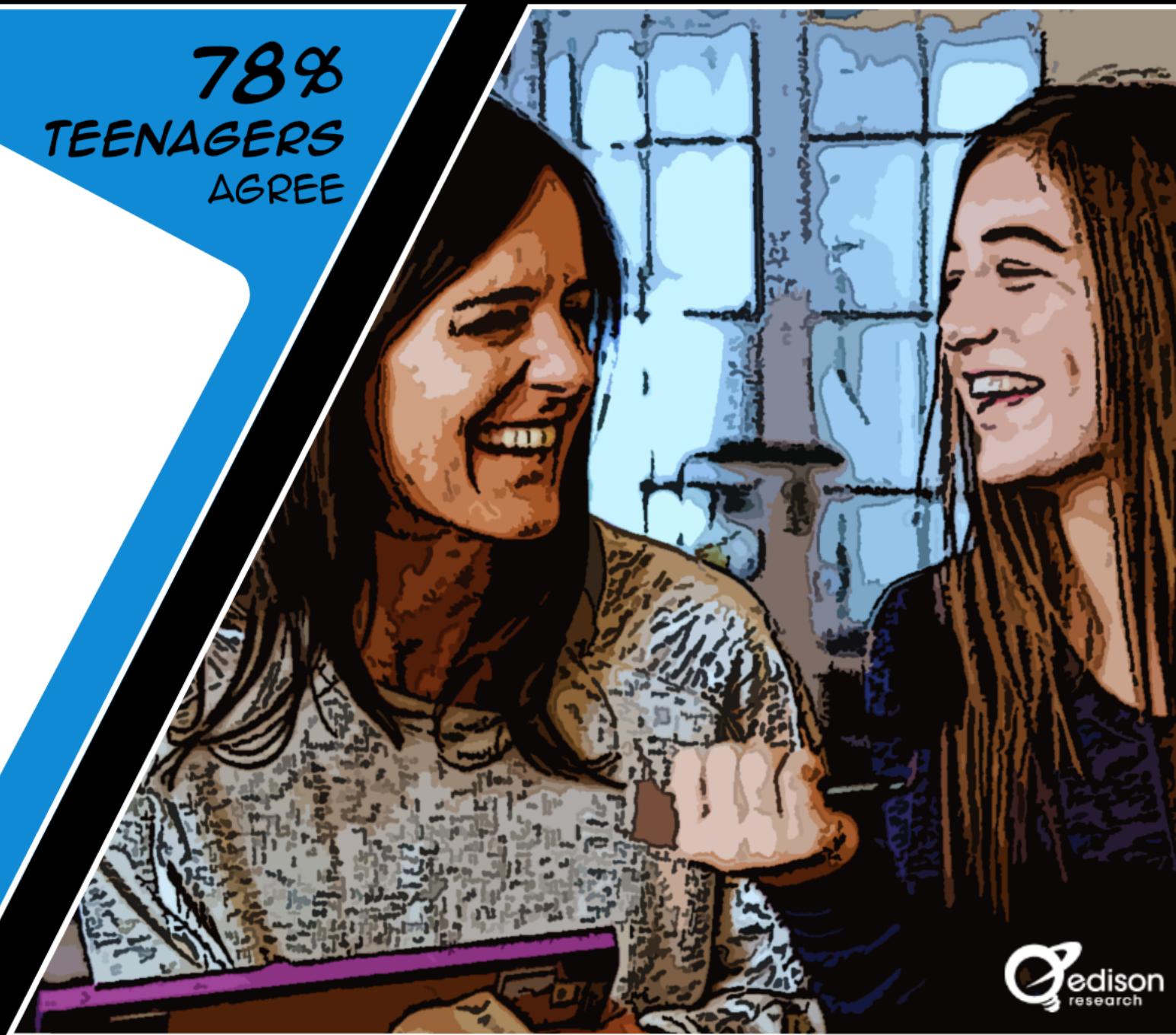


92%

PARENTS OF TEENS
AGREE

78%
TEENAGERS
AGREE

"COUNTRY
MUSIC
IS FAMILY
FRIENDLY."



BASE: COUNTRY MUSIC LISTENERS



"COUNTRY
MUSIC IS A
GENRE THE
WHOLE FAMILY
CAN AGREE
ON"

73%
PARENTS OF
TEENS
AGREE

57%
TEENAGERS
AGREE



71%
PARENTS OF TEENS
AGREE

"YOUR
TEENAGERS LIKE
MANY OF THE
SAME COUNTRY
SONGS THAT
YOU DO"

74%
TEENAGERS
AGREE

"YOUR
PARENTS
LIKE MANY
OF THE SAME
COUNTRY
SONGS THAT
YOU DO"



23%

PARENTS OF
TEENS
AGREE

"YOUR
TEENAGERS GOT
YOU TO LISTEN
MORE TO
COUNTRY
MUSIC."

"YOUR
PARENTS
GOT YOU TO
LISTEN MORE
TO COUNTRY
MUSIC."

60%
TEENAGERS
AGREE





RADIO

WHAT TYPE OF PROGRAMMING DOES THE RADIO STATION YOU LISTEN TO MOST PLAY?

WOW!

PARENTS:

1. COUNTRY
2. TOP 40
3. CLASSIC ROCK

TEENAGERS

1. TOP 40
2. HIP-HOP/RAP
3. COUNTRY





WHAT DO
PARENTS AND
THEIR
TEENAGERS
THINK ABOUT
RADIO?

"LISTENING TO
FM RADIO IS
ENJOYABLE."

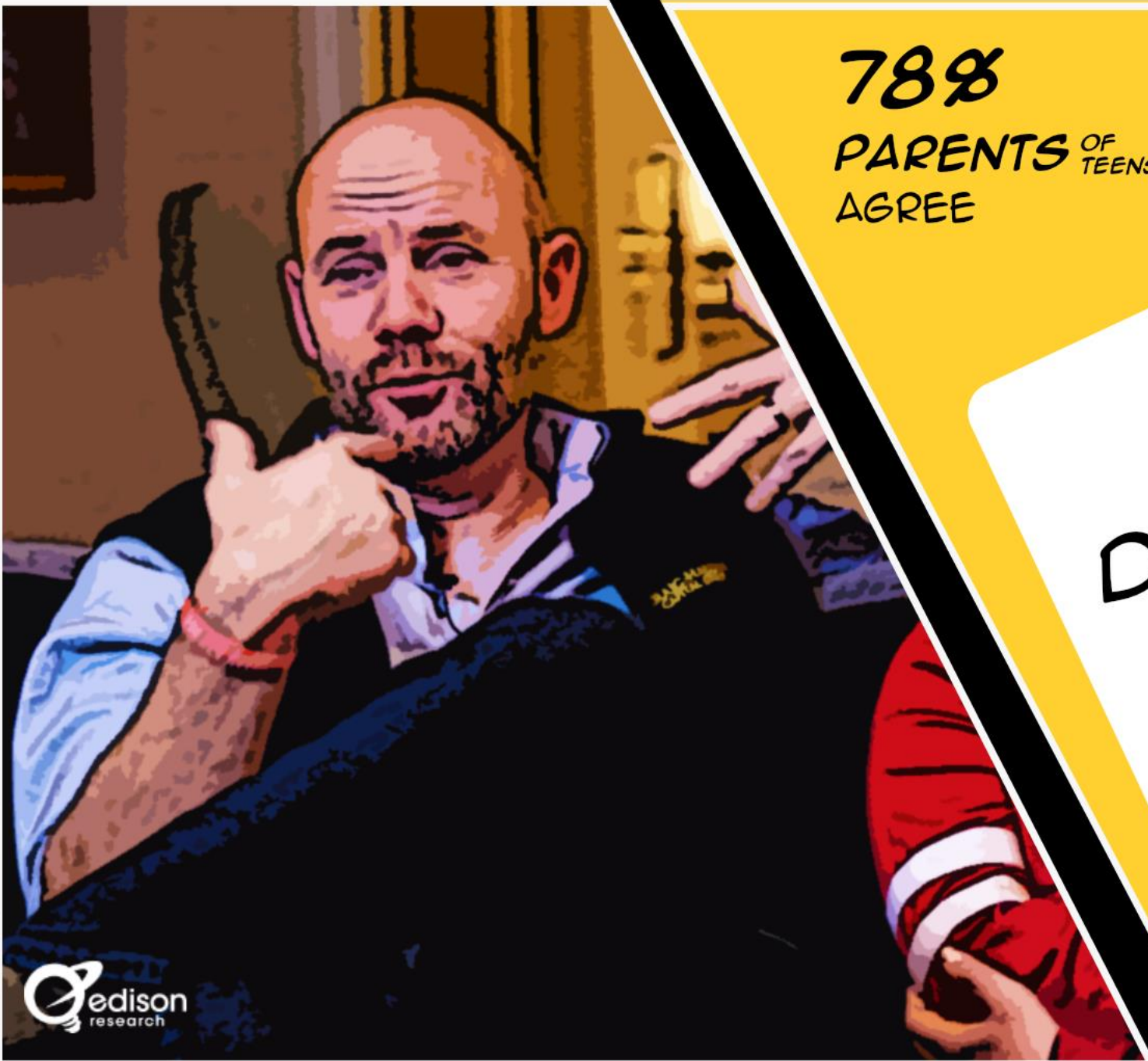
85%

PARENTS OF
TEENS
AGREE

62%

TEENAGERS
AGREE





78%
PARENTS OF TEENS
AGREE

62%
TEENAGERS
AGREE

"YOU
DISCOVER NEW
MUSIC WHILE
LISTENING TO
FM RADIO."

"YOU USE FM
RADIO TO
LEARN ABOUT
NEWS, TRAFFIC,
WEATHER AND
THINGS GOING
ON IN YOUR
COMMUNITY."

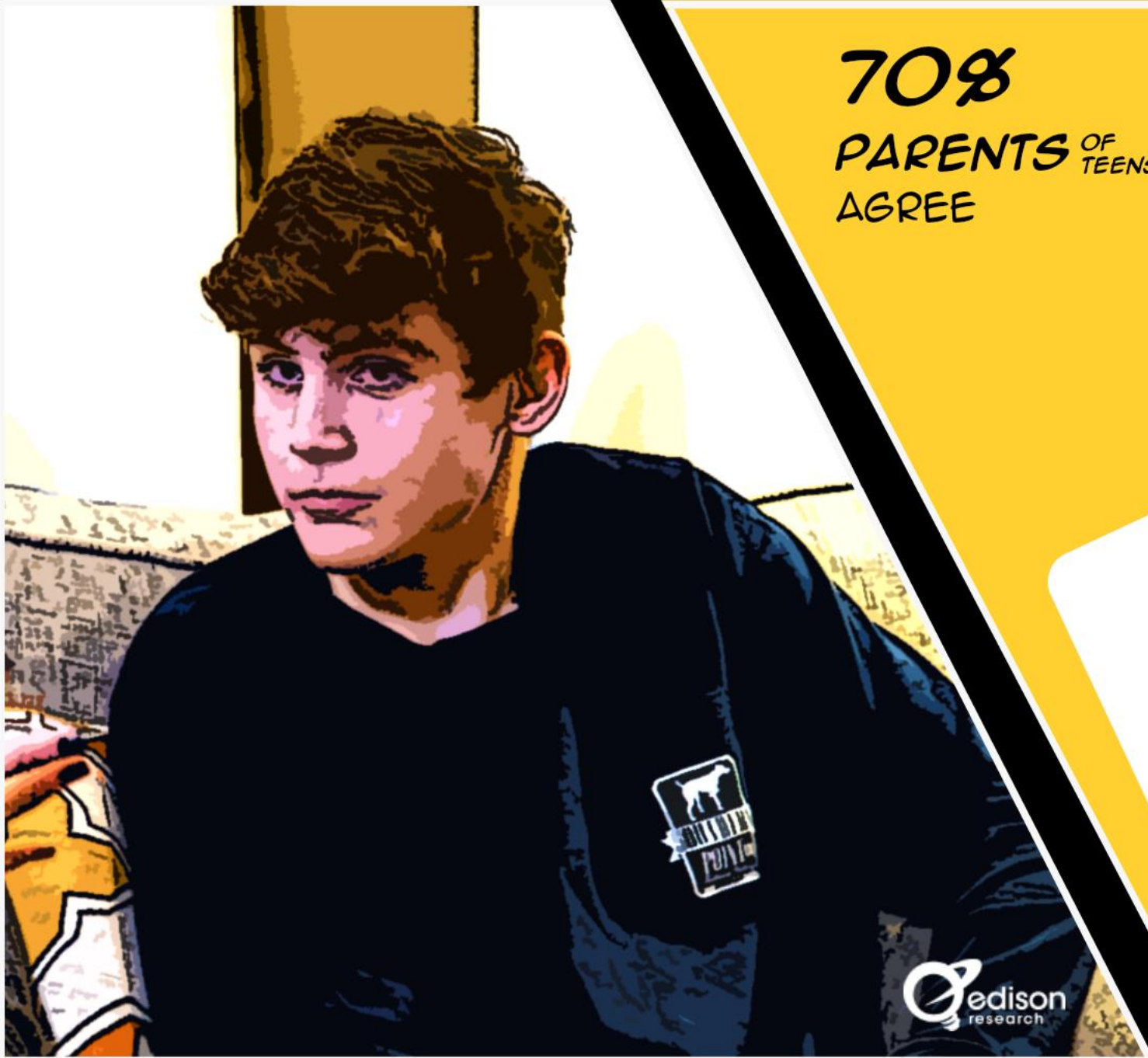
75%

PARENTS ^{OF} TEENS
AGREE

41%

TEENAGERS
AGREE





70%
PARENTS OF TEENS
AGREE

34%
TEENAGERS
AGREE

"FM RADIO
IS FOR
PEOPLE
YOUR AGE."



IN-CAR LISTENING

57%

OF PARENTS
OF TEENS
ARE IN THE
CAR WITH
THEIR
TEENAGERS
EVERY DAY





YOU TYPICALLY
HAVE THE BEST
CONVERSATIONS
WHILE IN THE
CAR

68%
PARENTS OF TEENS
AGREE

51%
TEENAGERS
AGREE



WHILE IN THE CAR WITH YOUR PARENTS, HOW OFTEN DO YOU LISTEN TO MUSIC WITH HEADPHONES ON?



FREQUENTLY

20%

SOMETIMES

28%

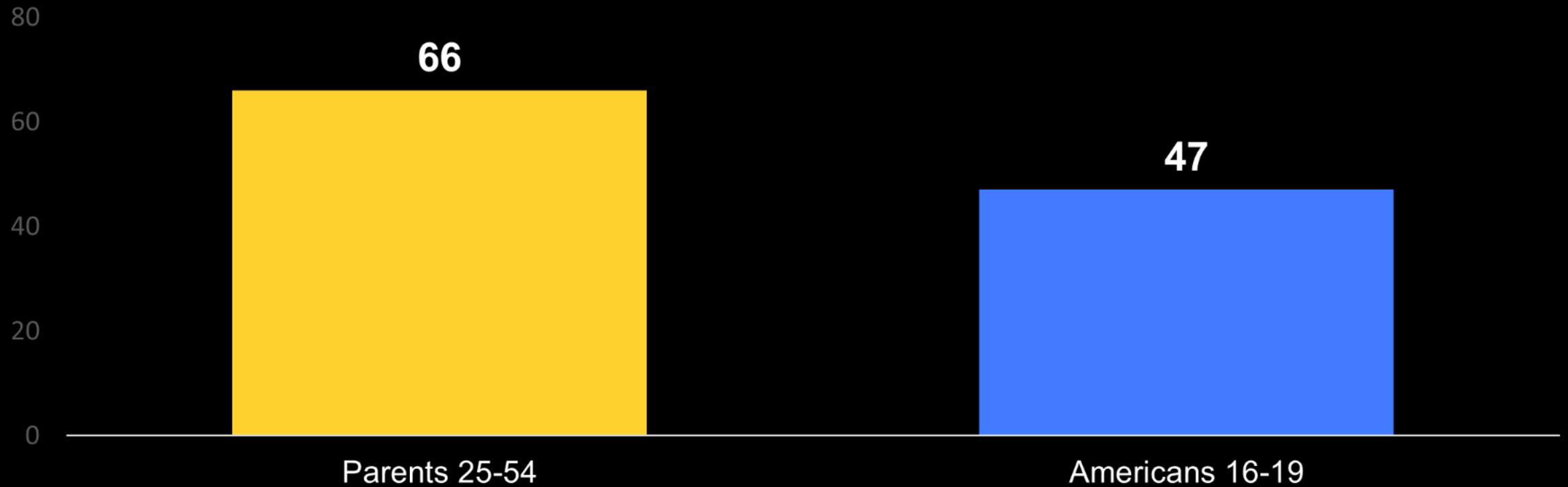
HARDLY EVER/NEVER

52%

BASE: HAS BEEN IN A CAR WITH THEIR TEENAGER WITHIN THE LAST MONTH

Share of Ear

Share of Time Spent Listening
to **AM/FM Radio in a Car/Truck**



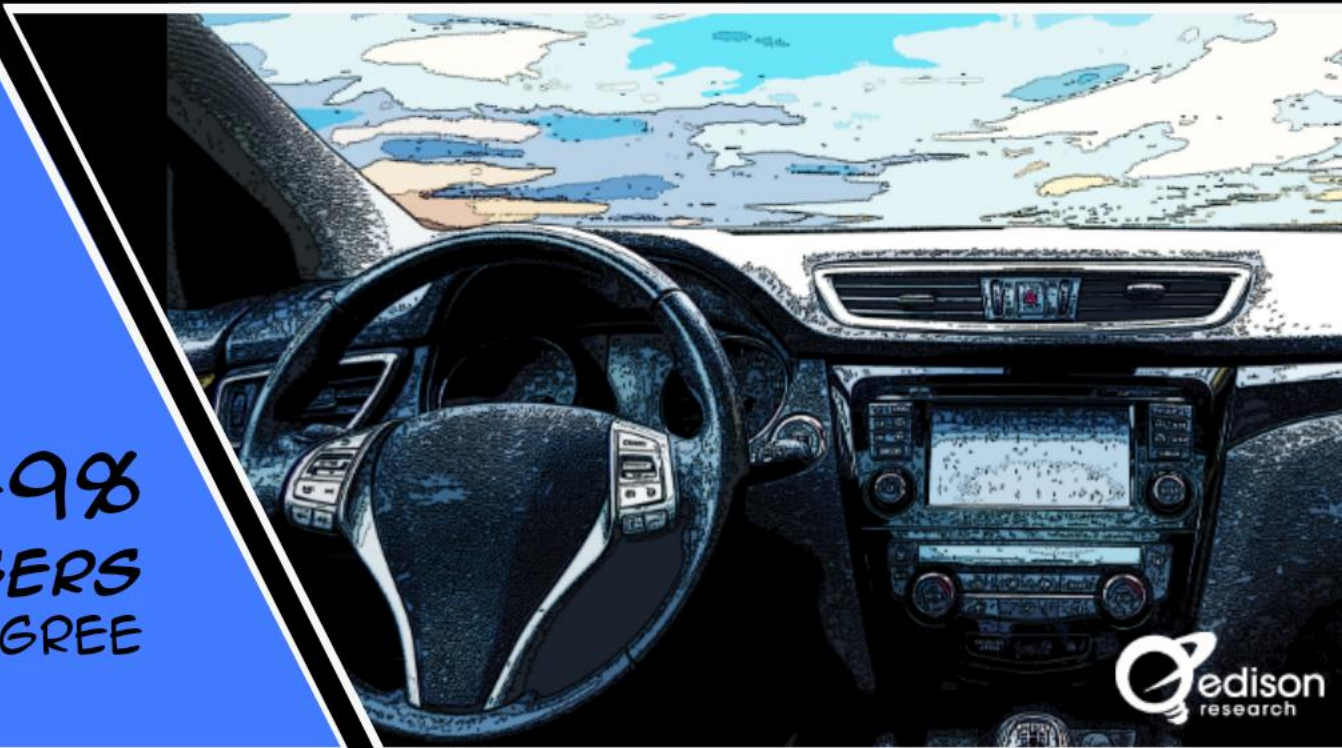
"IN YOUR CAR, YOU FIND IT EASIER TO LISTEN TO MUSIC ON A SMARTPHONE THAN ON THE FM RADIO"

31%

PARENTS OF TEENS
AGREE

49%

TEENAGERS
AGREE



OUTREACH

SERVE THE
COMMUNITY

PARENT-TEEN
EXPERIENCES

POSITIONING

