



AN UNCOMMON SENSE
OF THE CONSUMER™

CREATIVE INSTINCTS DRIVEN BY CLEAR INSIGHTS

AUDIENCE INSIGHTS: **COUNTRY MUSIC**

WHAT IS IT?

Country Music is the soundtrack of the All-American lifestyle. These listeners stick to their roots, from their entertainment choices to the domestic cars they drive.

Nielsen's **Audience Insights Report: Country Music** provides a complete audience profile to help brands and labels navigate the genre with actionable data. You'll learn how Country fans interact with brands, consume music and media and how they use technology and social media. The report enables brands, music managers and labels to support their creative instincts with clear insights that drive effective marketing campaigns.

WHY NIELSEN?

Only Nielsen has the breadth of data to deliver a complete profile for Country Music. You'll learn more than just how Country fans listen to music, you'll also gain in-depth behavioral insights to discover brand partnerships opportunities.

The **Audience Insight Report: Country Music** features:

- Audience profile based on the analysis of 49 core Country artists
- Demographics, music and media consumption habits
- 6 categories of brands and affinities ranked (Snacks, TV, Magazines, Stores, Apparel and Alcohol)
- Custom reports/micro view by brand or artist and other customizable elements

For more information contact your Nielsen representative at 866-864-1244 or visit www.nielsen.com

