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For Immediate Release

RESULTS OF CRS 2011 COUNTRY RADIO P1 RESEARCH STUDY NOW AVAILABLE ONLINE

NASHVILLE, TN & RESEARCH TRIANGLE PARK, NC, March 9, 2011 – The complete results of the Country radio P1 research study presented at CRS 2011 are now available online at CRB.org and ColemanInsights.com.

Sponsored by Country Radio Broadcasters, Inc. and the Country Music Association, the in-depth study polled 5,000 12- to 64-year-old P1 Country radio listeners about their music consumption habits, new media usage and the overall state of Country Music. A parallel study, which polled music and radio executives, was also conducted to gauge industry perceptions versus those of the consumer.

North Carolina-based media research firm Coleman Insights conducted the research. Results were trended against the last CRB-commissioned Country radio P1 study, presented at CRS in 2007.

The 2011 study suggests that consumers perceive the overall health and appeal of Country Music as significantly more positive than industry professionals do. Eighty-three

percent of Country P1s perceive that they are “listening more” to Country radio today than one year ago, with 51 percent suggesting the reason why is because “Country Music is better” now.

New media usage among Country radio consumers appears to be growing at a comparable rate to the rest of the population. Seventy-five percent of Country radio P1s own an Internet-connected PC or Mac computer, two-thirds own a game console, half own an iPod or mp3 player and nearly 50 percent own a smartphone device.

Additionally, radio is still the medium that makes consumers feel “most connected” to Country Music and remains the most consistent means of new music discovery for them. However, more than one-third of P1s have used new music discovery service, Pandora, and indicate that they are “likely” to use it in an automobile if available.

“We are pleased to present the complete findings of our 2011 Country radio listener P1 study to the public,” says Coleman Insights President/Chief Operating Officer Warren Kurtzman. “We hope that the data collected from more than 5,000 core listeners helps the Country radio industry continue in its growth and encourages it to explore new opportunities, particularly in the new media marketplace. Country radio remains healthy today, and its future looks bright.”

Adds CRB Executive Director Bill Mayne, “The results of this year’s study marks a positive step in our understanding of the Country radio consumer. It also provides a wealth of information that we can use going forward to strengthen our relationships between Country radio and our listeners.”

Participants in the CRB 2011 Country radio listener P1 study were polled via email and online questionnaires between Feb. 7-18, 2011,

To view the complete findings of the 2011 CRB Country Radio P1 listener research study, visit www.CRB.org or www.ColemanInsights.com/freeradiostudies.

About Coleman Insights

Coleman Insights, headquartered in Research Triangle Park, North Carolina, with offices in Philadelphia and Hamburg, Germany, is a firm that has helped media properties build strong brands and develop great content since 1978. Its clients include hundreds of media properties in North America, South America, Europe and Asia, including those owned by CBS Corporation, Sony Corporation, Emmis Communications, The Walt Disney Company, Lincoln Financial Media, Clear Channel Communications, EMI, Radio One, Warner Music Group, NPR, Astral Media, Bonneville International Corporation, Vivendi SA, Citadel Communications, Grupo Radio Centro, Sandusky Radio, Lagardère International, Beasley Broadcast Group, Grupo Prisa, Mid-West Family Broadcast Group, Salem Communications, The Mondadori Group, Connoisseur Media, Corporación Radial del Perú, South Central Communications, SBS Broadcasting, Maverick Media and Hubbard Broadcasting. Additional information about Coleman Insights is available at www.ColemanInsights.com.

About CRB

The Country Radio Broadcasters, Inc. © is a 501 (c) 3 non-profit organization founded in 1969 to bring radio broadcasters from around the world together with the Country music industry to ensure vitality and promote growth in the Country radio format. More information may be obtained at www.CRB.org or at the CRB office at (615) 327-4487.

About CRS

The Country Radio Seminar is an annual convention designed to educate and promote the exchange of ideas in the Country music industry. Country Radio Seminar is a registered trademark of Country Radio Broadcasters, Inc. CRS 2011 was held March 2-4, 2011, in Nashville, Tennessee.

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