

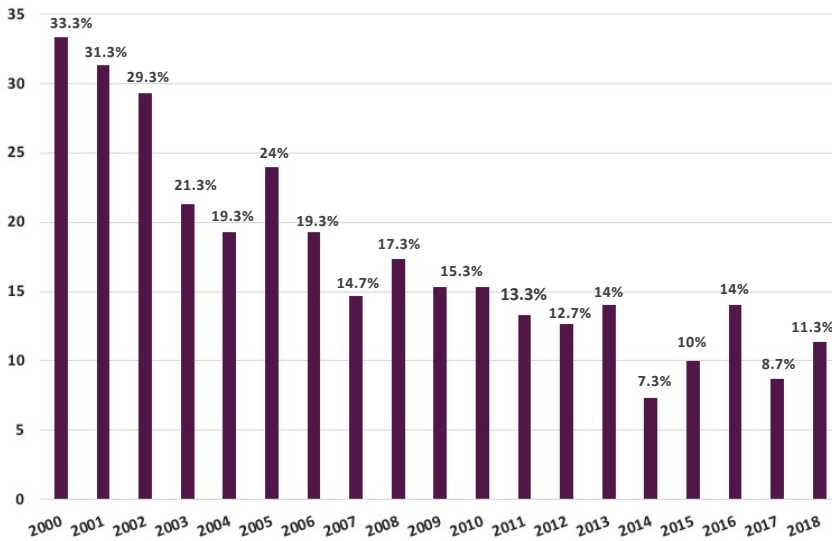
Gender Representation on Country Format Radio: A Study of Published Reports from 2000-2018

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FEMALE ARTISTS ARE DISAPPEARING FROM YEAREND COUNTRY AIRPLAY REPORTS

Distribution of songs by female artists across 2,850 songs on year-end reports (2000-2018), in percentages



Female artists enter the new millennium with 50 songs (33.3%) on the yearend country airplay reports and decline to just 17 songs (11.3%) in 2018. Over a period of 19 years, there is a 66% decline in the number of songs by female artists on country radio. The trend shows significant decline for women, strongly pointing to the self-fulfilling nature of gender-based programming.

Total songs by
male/female artists **2,713***

RATIO OF SONGS BY
MEN TO WOMEN

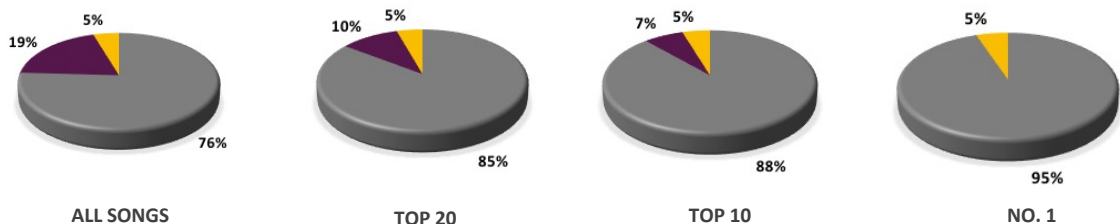
4.4 : 1



*Songs by male-female ensembles
removed from ratio (137 songs)

WOMEN ARE FILTERED OUT OF THE TOP POSITIONS OF THE YEAREND REPORTS

Across 1,714 unique songs, percentages of men, women, and male-female ensembles



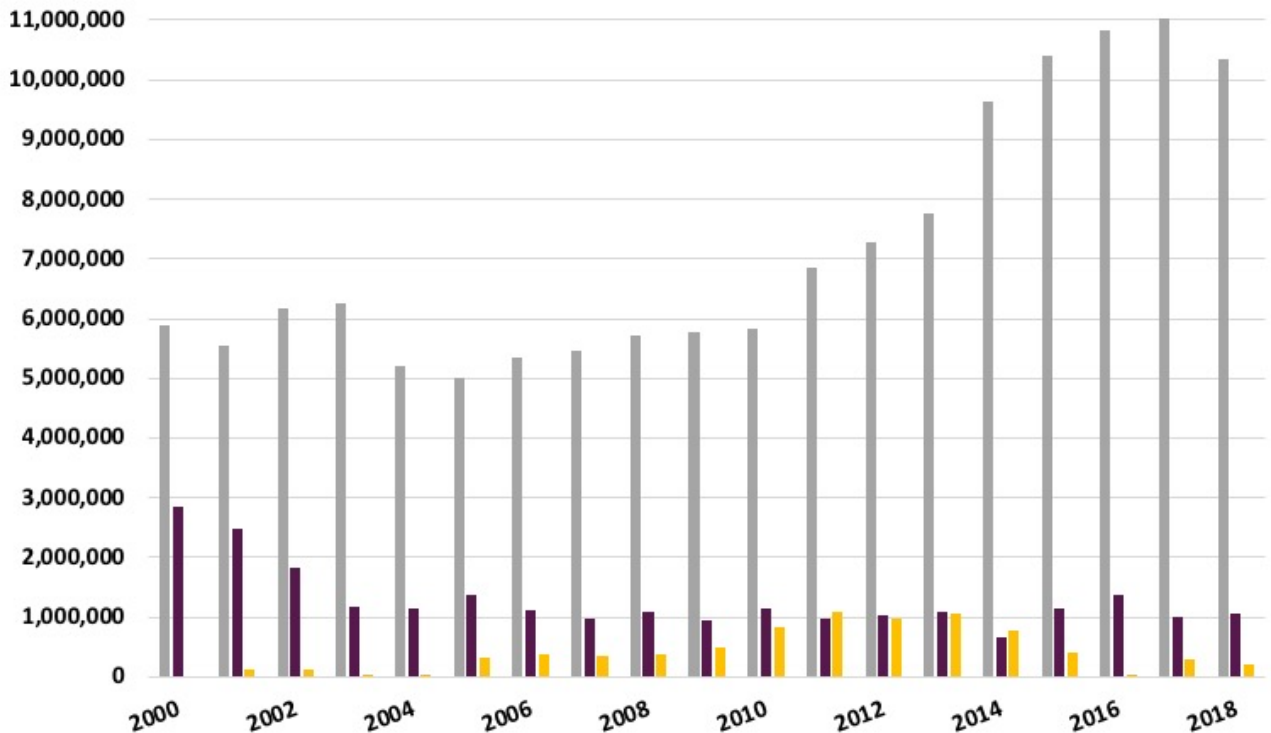
The final five years of this study show continued decline for women. From 2013 to 2014 there was a drop of 6.7% percentage points to just 7.3% of the songs on the year-end report. Despite an increase to 21 songs (14%) in 2016, female artists maintain an average of 15 songs (10.8%) on the year-end reports in this five-year period.



10.8%
2014-2018

SPUN OUT: FEMALE ARTISTS RECEIVING DRASTICALLY LESS SPINS THAN MEN

Distribution by total annual spins on 2,850 songs on yearend reports (2000-2018)



Women had 2,846,744 million spins in 2000, and decreased over this 19-year period to 1,067,483 million by 2018. Their total spins for remain within the 1.1 million range between 2003 and 2018. This, while male artists increased steadily and indeed significantly from 5,896,507 million total spins in 2000 to 10,336,609 million in 2018. The gap widened between male and female artists from 34.9% percentage points in 2000, to 53.5% in 2002, to an average of 65.2% between 2003 and 2013. There was a 14% increase to a difference of 81% percentage points between men and women in 2014, and remained at an average of 79% gap in the final three years of the study period. Over this period, then, the total space allotted for women on country radio decreases significantly for the songs within the top 150 of the year-end reports.

Total spins by male and female artists between 2000 and 2018 **160,723,715**

RATIO OF TOTAL SPINS
MEN TO WOMEN

5.5 : 1



**RATIO OF SPINS BY
MALE TO FEMALE
ARTISTS IN 2018**

9.7 : 1

TOP MALES PROGRAMMED MORE THAN TOP FEMALES ON YEAREND REPORTS

Top 10 male and female artists by sum of total annual spins (2000-2018)



THE TOP MALE ARTIST HAS

6+

MILLION SPINS



THE TOP FEMALE ARTIST HAS

3.1

MILLION SPINS

TOP MALE ARTISTS	TOTAL SPINS	TOP FEMALE ARTISTS	TOTAL SPINS
KENNY CHESNEY	6,047,111	CARRIE UNDERWOOD	3,182,237
KEITH URBAN	5,190,766	MIRANDA LAMBERT	1,998,598
TIM MCGRAW	4,776,507	TAYLOR SWIFT	1,824,994
BLAKE SHELTON	4,614,800	MARTINA MCBRIDE	1,460,390
BRAD PAISLEY	4,600,921	SARA EVANS	1,233,404
JASON ALDEAN	4,455,257	FAITH HILL	1,098,644
RASCAL FLATTS	4,165,544	DIXIE CHICKS	1,094,947
LUKE BRYAN	4,009,719	REBA MCENTIRE	1,073,715
TOBY KEITH	3,959,445	JO DEE MESSINA	993,252
DIERKS BENTLEY	3,350,357	LEE ANN WOMACK	623,161

THE GENDER GAP ON THE WEEKLY REPORTS SHOWS SIMILAR TRENDS OF INEQUALITY

Distribution of female artists across 302,287 songs on the weekly airplay reports (2002-2018)

Songs on weekly reports by male and female artists **287,413***

RATIO OF MEN TO WOMEN

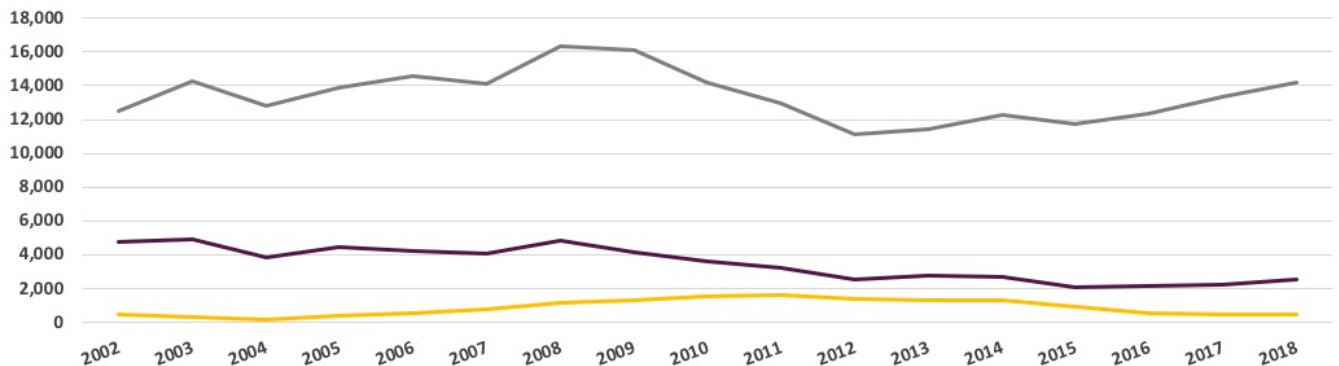
3.9 : 1



*Songs by male-female ensembles removed from ratio (14,874 songs)

19.6%

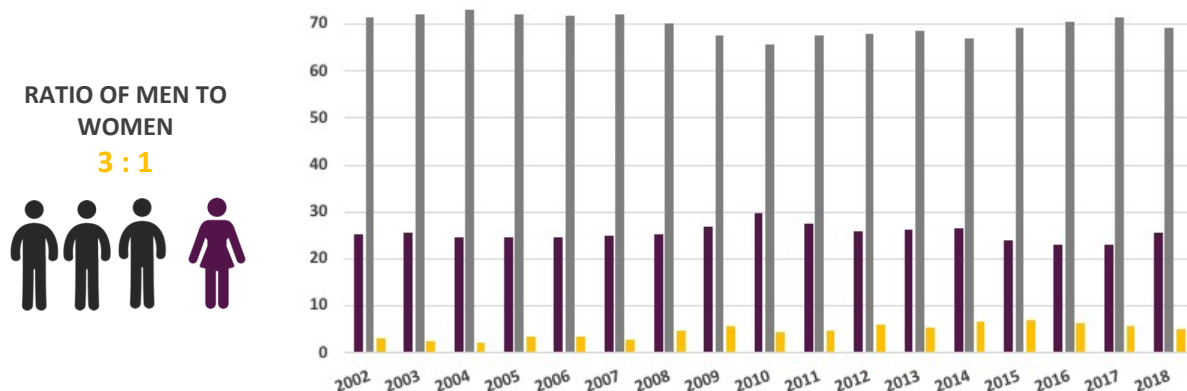
OF THE SONGS ON THE WEEKLY REPORTS BETWEEN 2002 AND 2018 WERE BY FEMALE ARTISTS. 8.8% OF THOSE SONGS WERE CURRENT SONGS, AND 10.7% WERE SONGS IN RECURRENT STATUS.



Male artists are programmed more than female artists on the weekly reports between 2002 and 2018. In 2002, there was a gap of just 43.4% percentage points between men and women, increasing to 55.4% in 2008, and to an average 67.6% gap from 2015-2018.

FEMALE ARTISTS MAINTAIN 17-YEAR AVERAGE OF 25% OF THE WEEKLY REPORTS

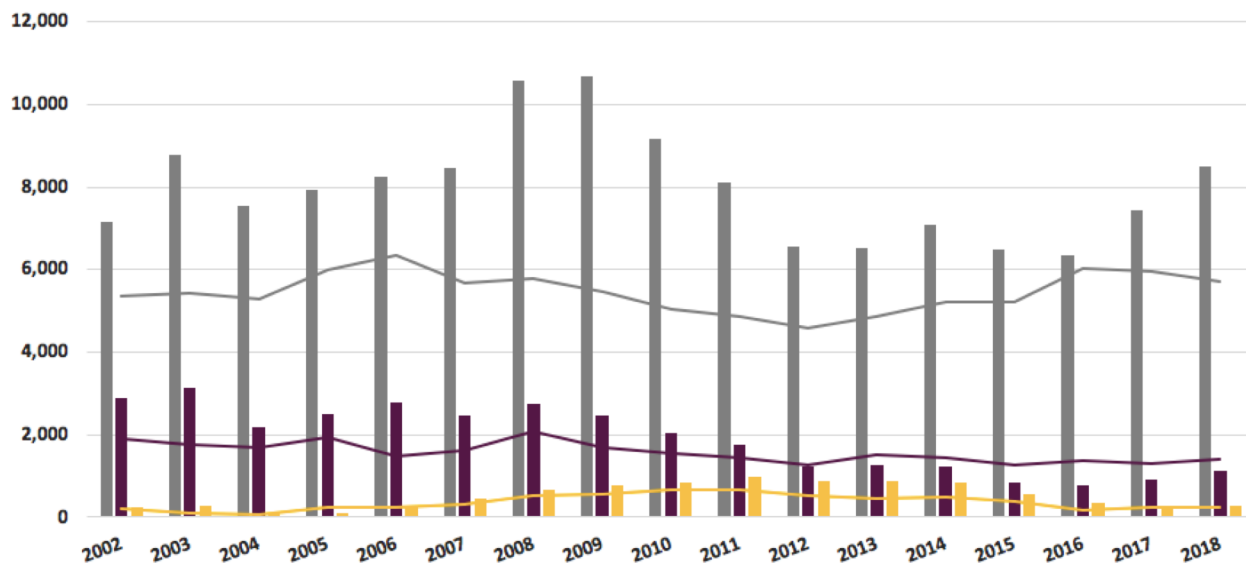
Distribution by individual artists on weekly reports (2002-2018)



Over a 17-year period, 70% of the weekly reports is comprised of individual male artists, 25% is by female artists, with the final 5% by male-female ensembles. Women have their strongest showing in 2010, when 101 women (29.5%) had songs on the radio. Despite the improved percentages, however, it is important to note that there are at least 135 more individual men than women on these weekly reports throughout the entire period. The reason for this roughly 70/25 split can be contributed to the fact that these weekly reports include recurrent songs, which comprise a significant portion of a station's weekly reporting activity.

MALE ARTISTS PROGRAMMED AT A HIGHER RATE WITH BOTH CURRENT AND RECURRENT SONGS

Distribution by recurrent (bars) and current (lines) songs on weekly reports (2002-2018)



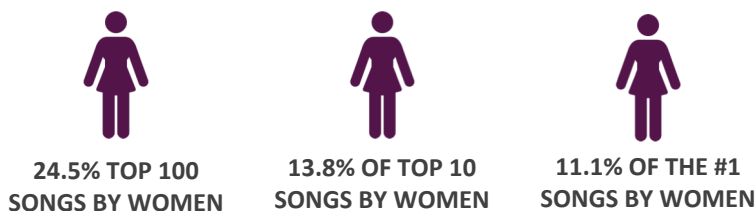
Mapping the weekly distribution of recurrent (bars) against current (lines) songs on country format radio shows that male artists are programmed at a much higher rate with both their current and recurrent songs (with the latter out numbering the former every year). A change in programming around 2011/2012 results in current songs by female artists out numbering their recurrent songs, suggesting that songs by women that fall out of current rotation are dropped from and/or reduced in programming at a greater rate.

**RATIO OF CURRENT SONGS BY
MEN AND WOMEN IN 2018**

4 : 1

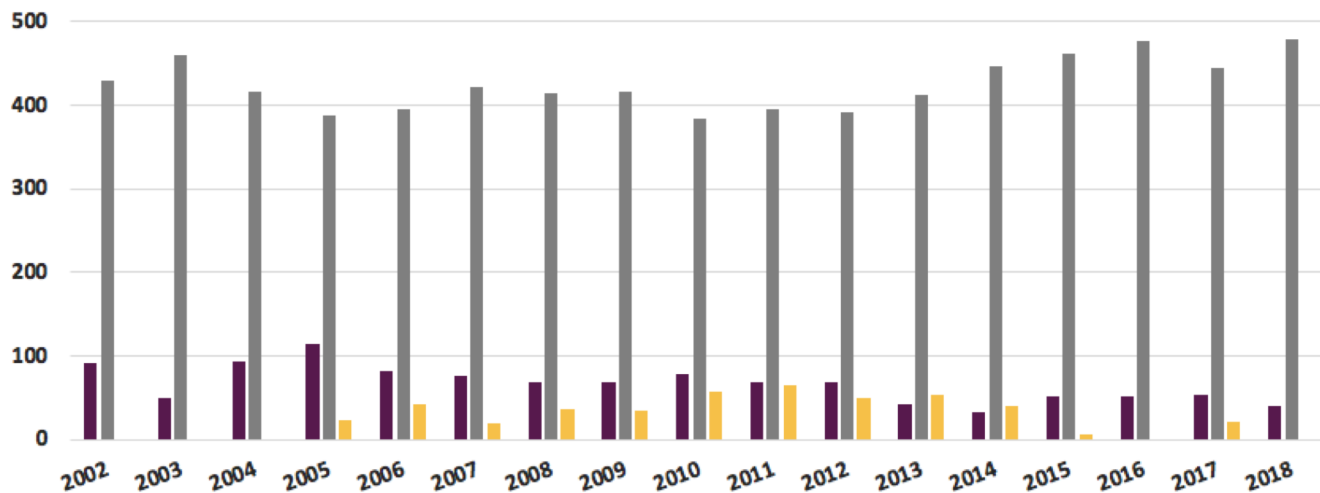
FEMALE ARTISTS ARE GRADUALLY FILTERED OUT OF THE REPORT'S TOP WEEKLY POSITIONS

Percentage of individual female artists in the Top 100, Top 10 and #1 position of the weekly reports between 2002-2018



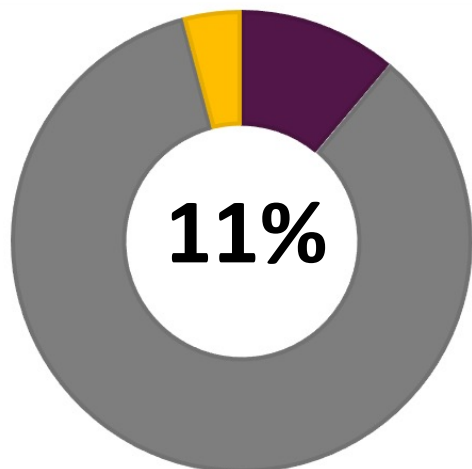
FEW FEMALE ARTISTS REACH THE TOP 10...

Distribution of songs in the Top 10 of the weekly reports between 2002-2018



There is a more than 50% percentage point gap between the number of songs by men and women in the Top 10 on the weekly airplay reports each year. Songs by female artists drop to 8.4% of the Top 10 in 2014, and maintain an 8.8% average over the last five years. Male artists maintain a 17-year average of 82%, with highs of 90.2% in 2003 and 2016 and 92.1% in 2018. These results show significant disparity between male and female artists in the Top 10 of the reports. Women are not allotted enough space on radio playlists to move their songs up the report and into the Top 10. The last time women were faring even remotely well on the weekly reports Taylor Swift was still featuring prominently on the chart! Her last #1 song was in 2013 with "Begin Again"!

...AND THE #1 POSITION ON THE WEEKLY REPORTS



Men had more #1 songs than women in every year of this 17-year period, increasing from 18 songs in 2002 to 45 in 2015. Female artists have just one #1 song in 2002, increasing to a high of 7 songs in 2010 before declining again to 3 at the end of the study period.

Male artists maintain a strong hold on this position, holding the #1 spot for 96.2% of the year in 2002, declining to 69.2% in 2010 and rebounding to 94.2% by 2018. There is a difference of 73.7% percentage points between men and women in the weekly distribution of #1 songs throughout this period.

Over the course of 17 years (883 weeks), male artists spent 749 weeks (85%, the equivalent of 14.4 years) in the #1 position, while female artists spent 98 weeks (11%, 1.8 years), and male-female ensembles spent 39 weeks (4%, 0.75 years).