


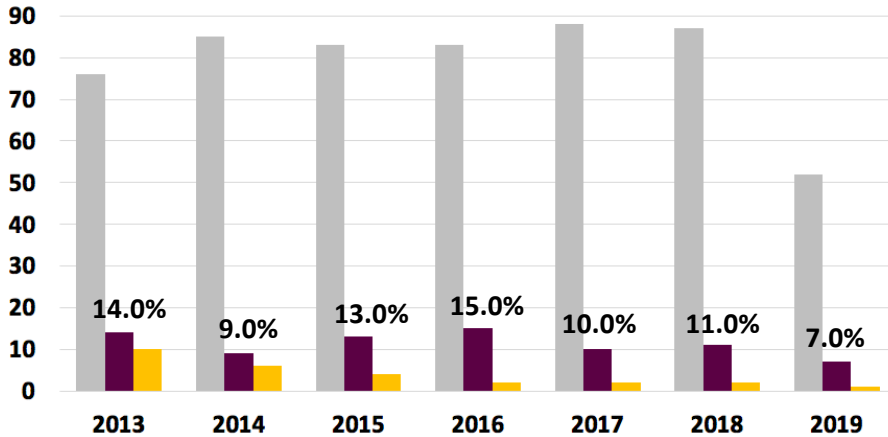
Gender Representation on *Billboard's* Yearend Hot Country Songs Charts from 2013-2019

JADA E. WATSON,  @data_jada

in partnership with CMT's Equal Play Campaign,  @CMT #CMTEqualPlay

WOMEN DRASTICALLY UNDERREPRESENTED ON COUNTRY AIRPLAY CHART

Distribution of songs by men, women and male-female ensembles Billboard's Yearend Hot Country Songs Chart (2013-2019)



127 unique artists
between 2013-2019

RATIO OF MEN TO WOMEN

4 : 1



**Male-female ensembles removed from ratio (9 groups)*

Between 2013 and 2018, the Hot Country Songs Yearend charts tabulated the Top 100 positions of each year and dropped 40 positions in 2019 to tabulate just the Top 60. This change is inline with the size of the company's other Yearend charts, but must be considered when analyzing this data, as it eliminates positions that songs by women might have occupied. What is most fascinating here, when observing the trends across the first 7 years of this hybrid chart, an avg of 46% of the charting songs by women appear in the back 40 positions, with about 53% in the Top 60. If true, this would mean that the Top 100 HCS would have ~13 songs (13% overall) by women.

WOMEN FILTERED OUT OF TOP POSITIONS

Across 545 unique songs on Billboard's Yearend Hot Country Songs Chart (2013-2019)



64 SONGS
11.7% OVERALL



11 SONGS
8.0% TOP 20



5 SONGS
7.4% TOP 10

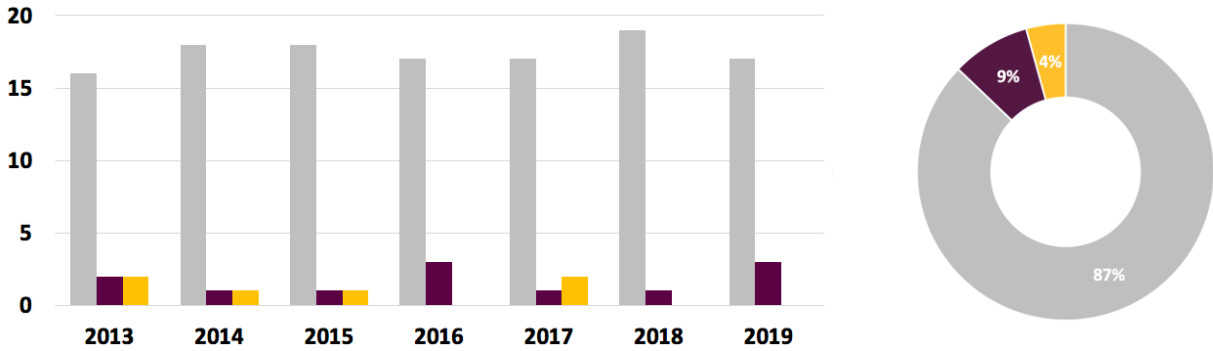


0 SONGS
0% NO. 1

Until October 2012, the *Billboard* Hot Country Songs chart was determined by their flagship audience-impression methodology for determining popularity by airplay. On 20 October 2012, *Billboard* applied the Hot 100 hybrid-methodology to the chart, and created a new chart dedicated to airplay called the Country Airplay chart. Hot Country Songs now combines digital download sales (tracked by Nielsen SoundScan) and streaming data with radio airplay statistics *from across all radio formats* (both tracked by Nielsen BDS) to determine its weekly and yearend rankings. Such a change means that cross-over artists are rewarded for non-country radio activity— even for tracks that have been edited to service other genre formats. For example, a country song serviced to a pop station with an alternate “pop”-edit or even “rap”-remix, now counts toward the Hot Country Songs chart. This change has significantly altered the culture and sound of the chart, as well as the way in which songs move within and up the chart. One of the biggest implications of this method is the long tenure at which songs maintain the #1 position – setting historic records as a result of this hybrid-method and cross-over airplay/remixes. For more information, see previous [SongData work](#), which has examined the impact of the chart's changing methodology on gender representation over the last three decades.

FILTERED OUT OF THE TOP 20

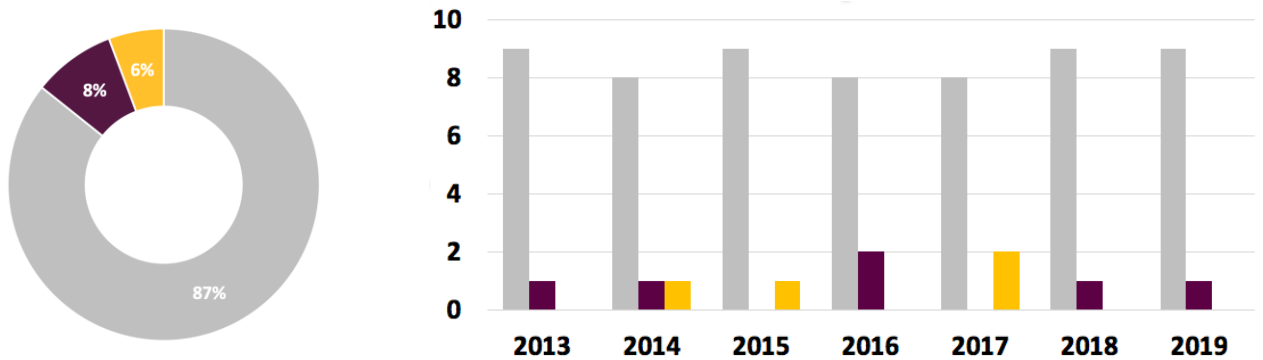
Distribution of songs by men, women and male-female ensembles in the Top 20 of the Yearend Hot Country Songs Chart (2013-2019)



Over the last 7 years, women have had less than 4 songs a year in the Top 20 of the Yearend Hot Country Songs chart to a total of 12 Top songs. 2014, 2015, 2017 and 2018 were particularly low years, with just 1 song (5%) by a female artist in the Top 20. This number is then halved in the Top 10, as women are filtered out of the highest charting positions.

... AND THE TOP 10

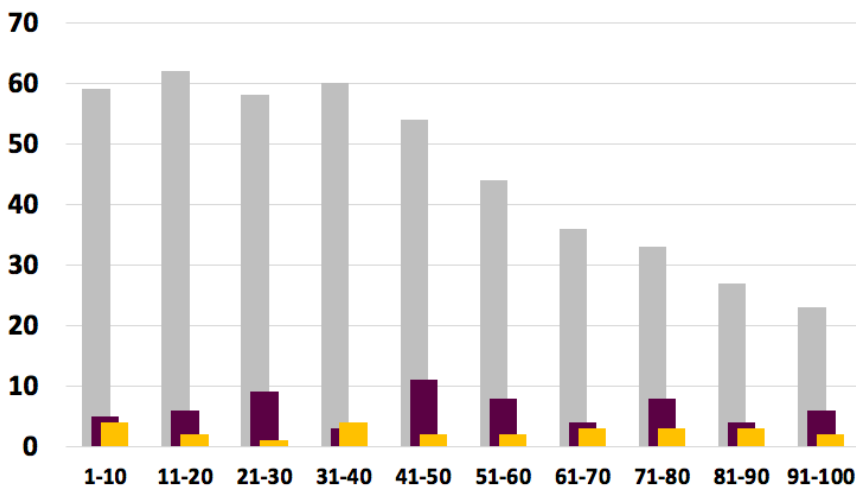
Distribution of songs by men, women and male-female ensembles in the Top 10 of the Yearend Hot Country Songs Chart (2013-2019)



Just 6 songs (8%) by women collected enough spins, sales and streams in the last 7 years to register a Top 10 on Yearend Hot Country Songs chart. Only one of these 6 songs had enough combined airplay, sales and streams to end the year at the top of the chart: Bebe Rexha's "Meant to Be" feat. Florida Georgia Line was the #1 song of 2018. This should not be surprising given the song's #1 position on the 2018 Streaming and Sales charts, and its moderate ranking on the Yearend Airplay chart (#26 in 2018).

FREQUENCY BY PEAK

Distribution of songs by men, women and male-female ensembles in the Top 20 of the Yearend Hot Country Songs Chart (2013-2019)



Women have just 11.7% of the songs on the Yearend Hot Country Songs chart over the last 7 years. Men have nearly as many songs that peak in the Top 10 positions of the Yearend charts in this time (59 songs) as women do overall (64 songs), and just over two times more than male-female ensembles (26 songs).

As with all other charts, women and male-female are underrepresented in all areas of the chart – not just the top positions. Their songs do not receive enough airplay, sales or streams throughout each of these years to end the year with a spot on the chart.