

Connecting with Today's Country Consumer

Device Ownership Among Country Consumers

94%



CELL PHONE

85%



HIGH-SPEED
INTERNET

85%



CABLE TV /
SATELLITE TV

68%



SMARTPHONE

55%



LANDLINE

40%



TABLET

Source: 2015 GfK MRI Fall Study

Access and use of CMA Research reports is strictly limited to current, active CMA members and intended only for member internal use for Country Music specific business. Material presented in this document may not be reprinted, distributed, or shared outside of member organizations. Requests for non-internal use may be directed to and require CMA review and approval.