

# Country Listeners Are Tech Forward



**82%**

**Use  
Smartphone**

(79% gen pop)



**64%**

**Spend 5+ Hours  
Online Weekly**

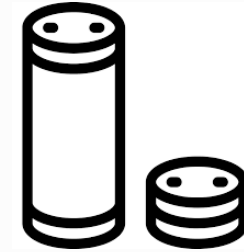
(61% gen pop)



**53%**

**Visit Social  
Networks Multiple  
Times a Day**

(49% gen pop)



**25%**

**Spoke to Digital  
Assistant in  
Last Month**

(23% gen pop)



**23%**

**Are Willing to  
Spend to Make  
Homes Smart**

(19% gen pop)