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)

Source: Simmons Spring 2018 NHCS Adult Study; GfK Consumer Life RRUS 2017

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