



 THE INFINITE DIAL® 2021

The Infinite Dial 2021

A Look at African-Americans & Hispanics



#InfiniteDial

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Study Overview

- ▶ The Infinite Dial is the longest-running survey of digital media consumer behavior in America
- ▶ The annual reports in this series have covered a wide range of digital media topics since 1998
- ▶ The Infinite Dial tracks mobile behaviors, internet audio, podcasting, social media, smart speakers and more

Study Methodology

- ▶ In January 2021, Edison Research conducted a national telephone survey of 1502 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines
- ▶ Survey offered in both English and Spanish
- ▶ Data weighted to national 12+ U.S. population figures
- ▶ This report is based on 263 Hispanic respondents and 192 African-American respondents

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Social Media



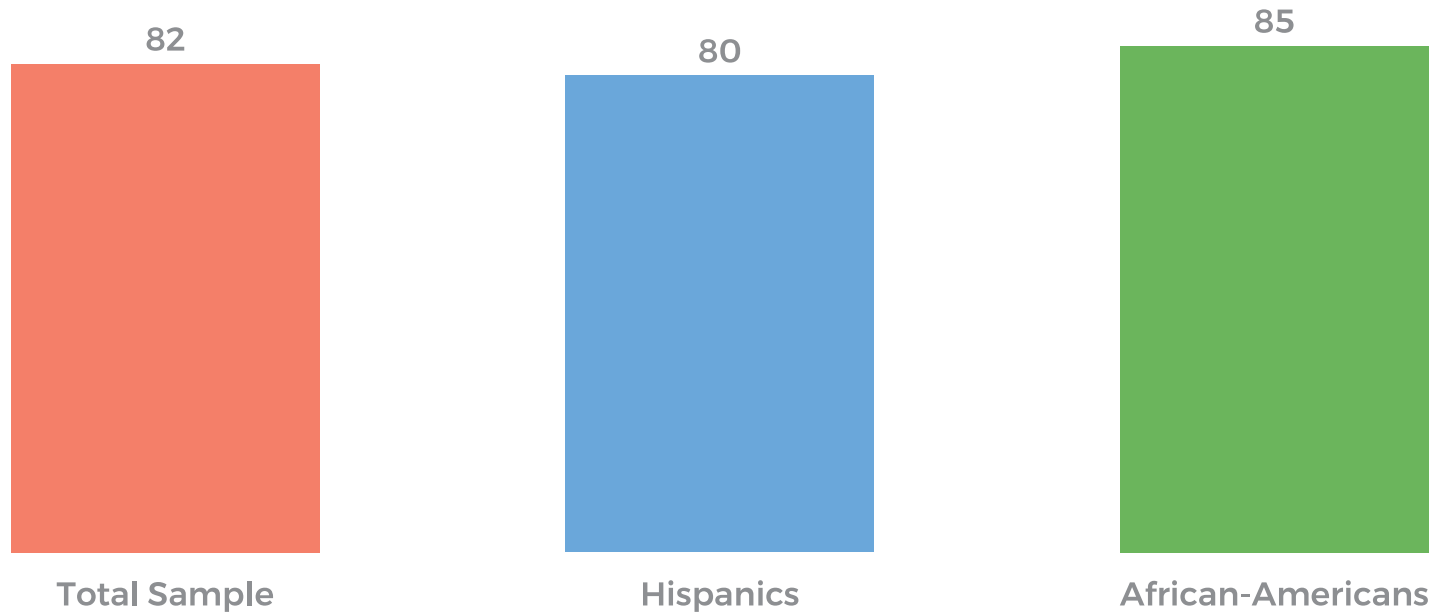
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Social Media Usage

U.S. POPULATION 12+

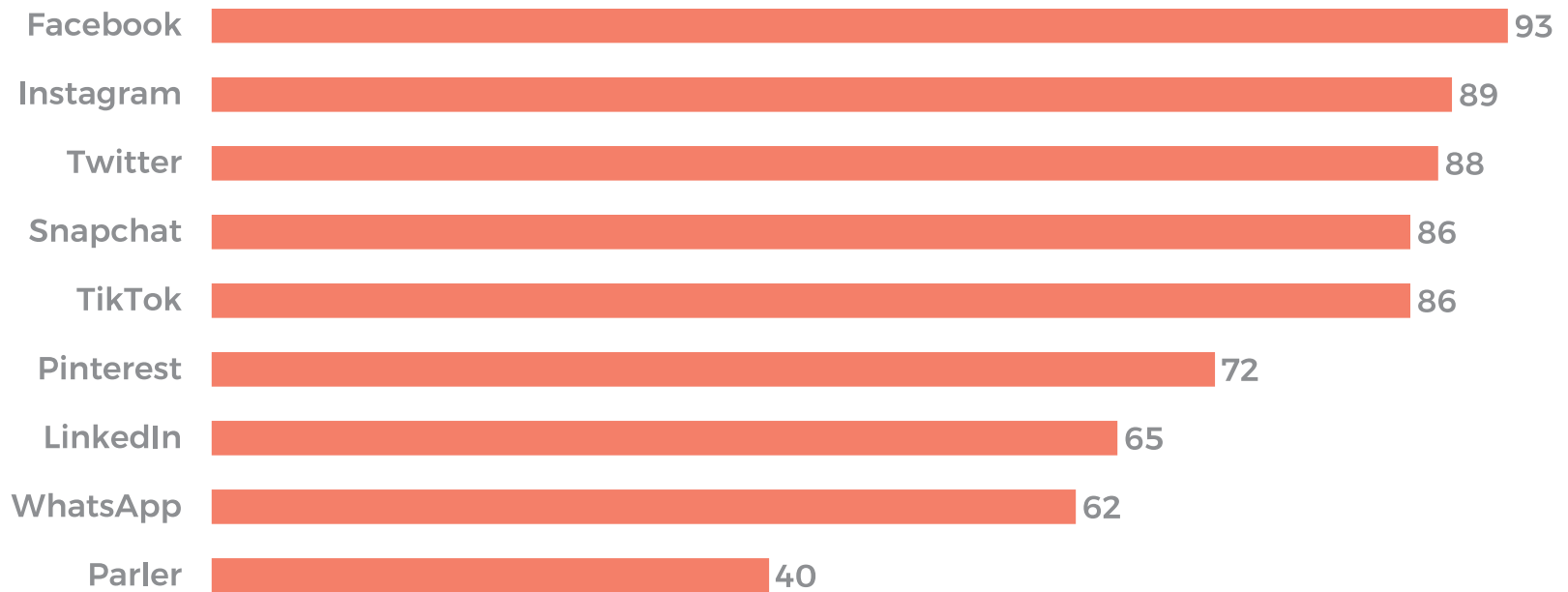
% USING SOCIAL MEDIA



Social Media Brand Awareness

U.S. POPULATION 12+

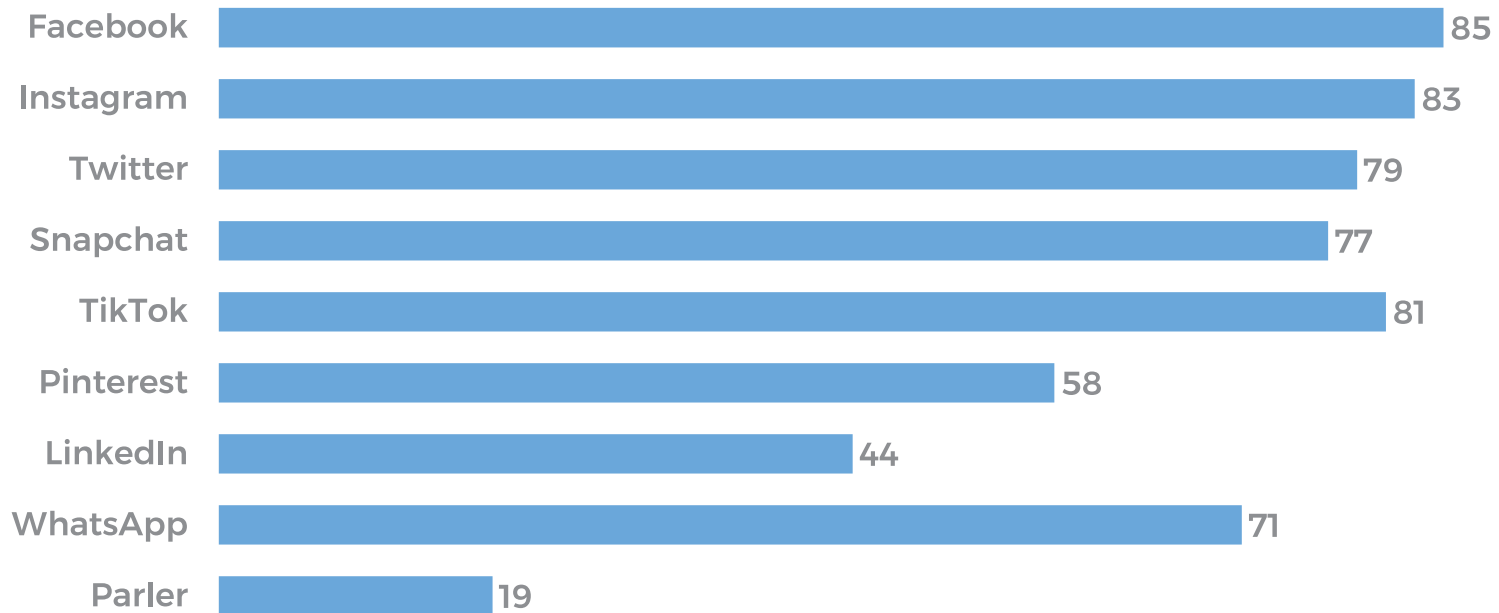
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Awareness (Hispanics)

U.S. POPULATION 12+

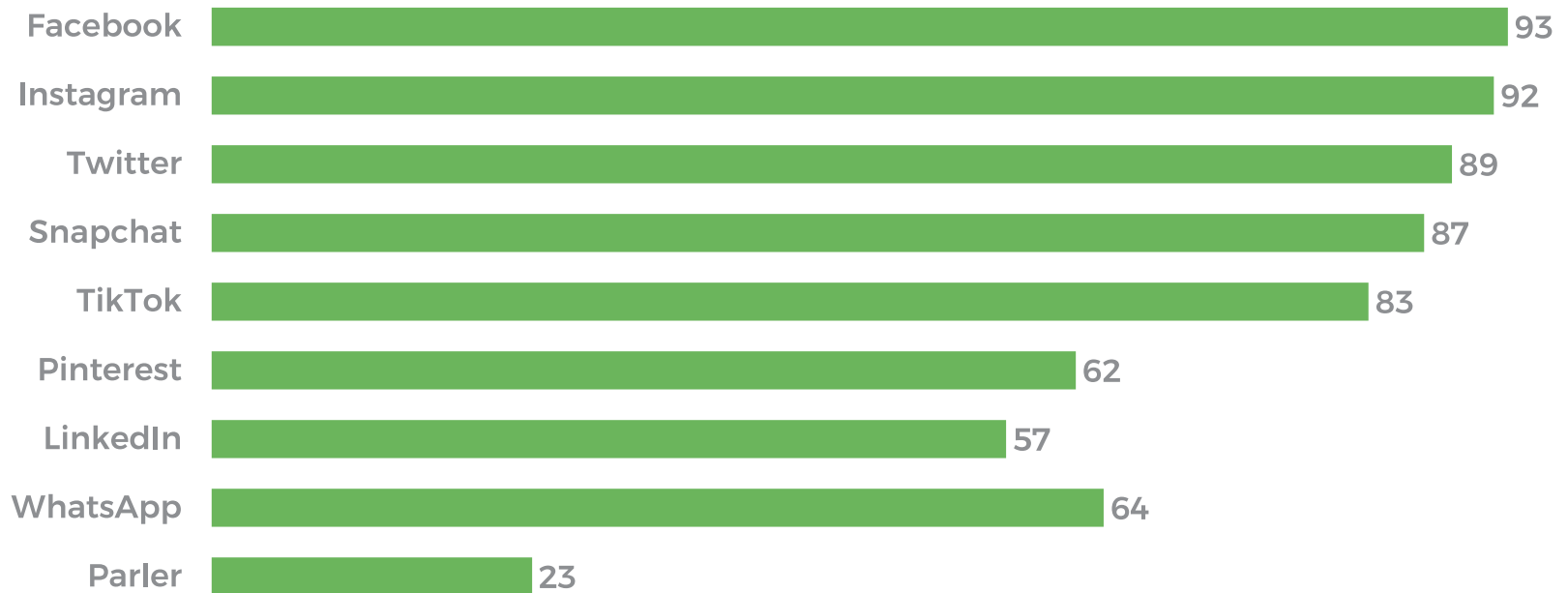
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Awareness (African-Americans)

U.S. POPULATION 12+

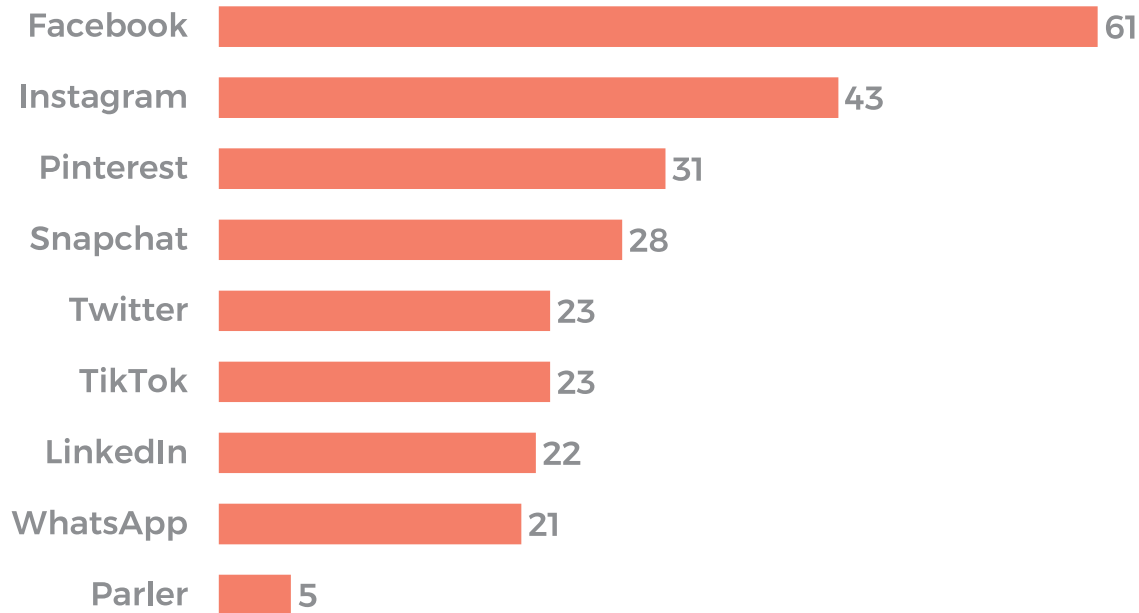
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Usage

U.S. POPULATION 12+

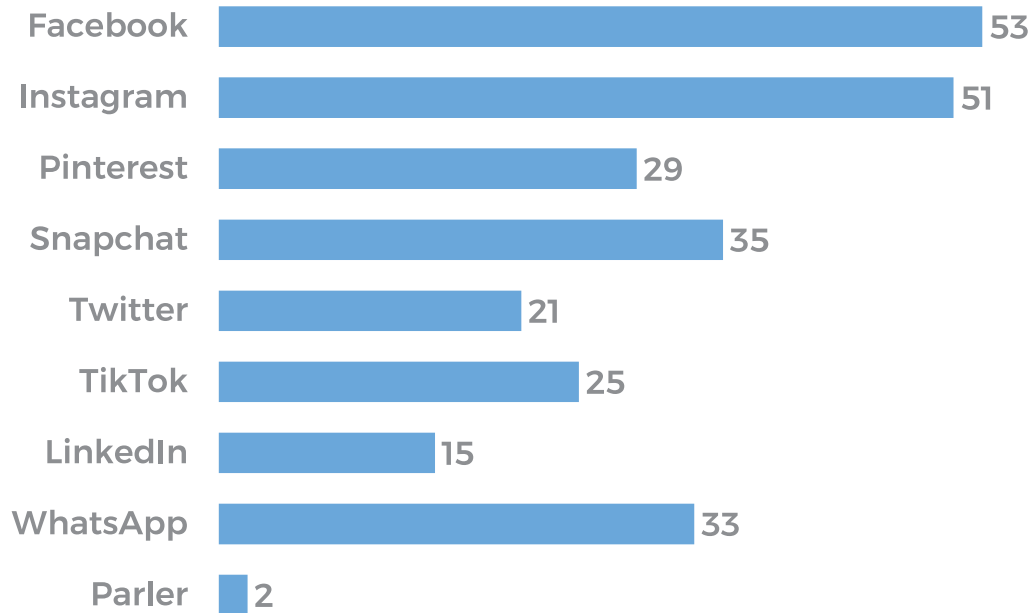
% USING SOCIAL MEDIA BRAND



Social Media Brand Usage (Hispanics)

U.S. POPULATION 12+

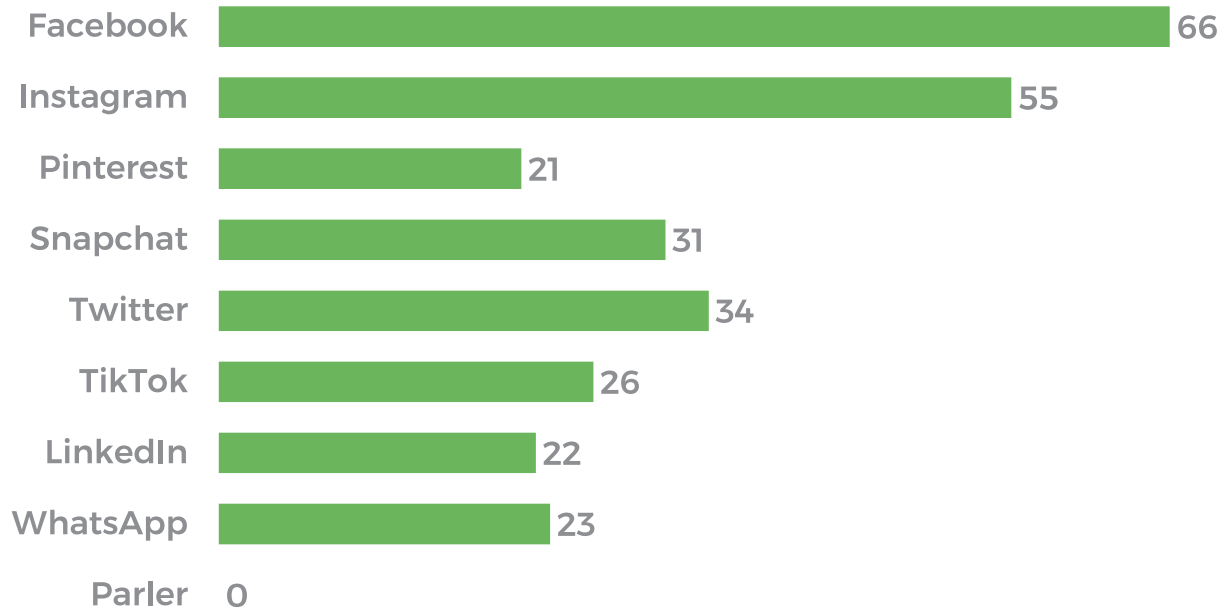
% USING SOCIAL MEDIA BRAND



Social Media Brand Usage (African-Americans)

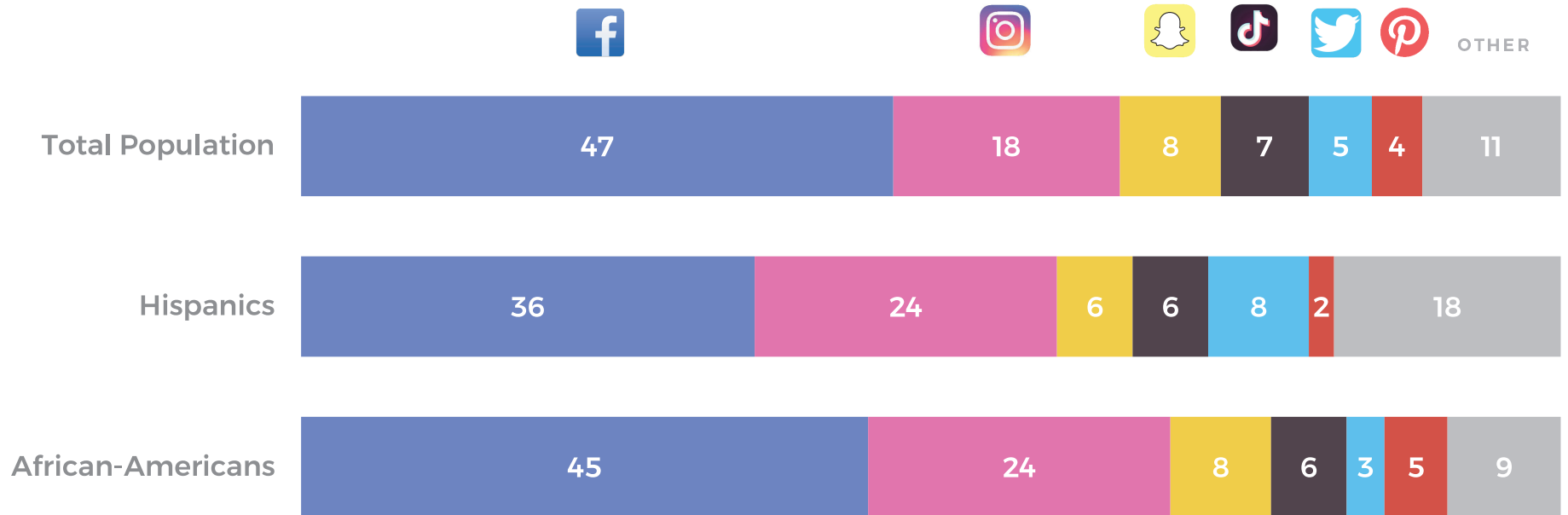
U.S. POPULATION 12+

% USING SOCIAL MEDIA BRAND



Social Media Brand Used Most Often

BASE: U.S. AGE 12+ SOCIAL MEDIA USERS



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Media & Technology



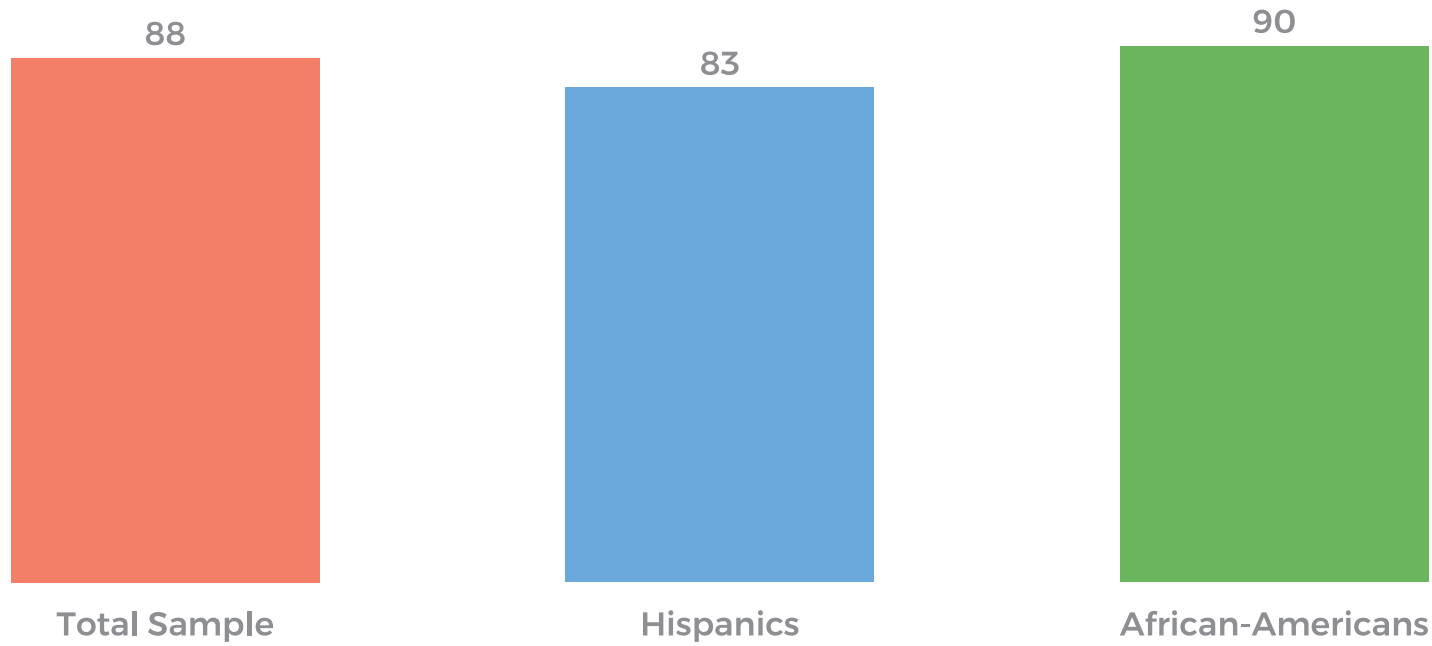
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Smartphone Ownership

U.S. POPULATION 12+

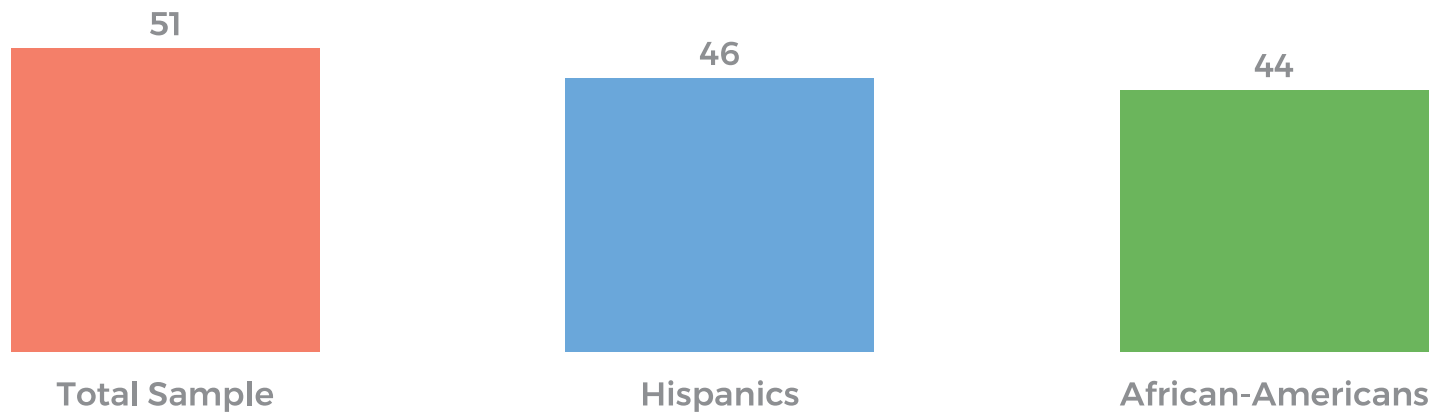
% OWNING A SMARTPHONE



Tablet Ownership

U.S. POPULATION 12+

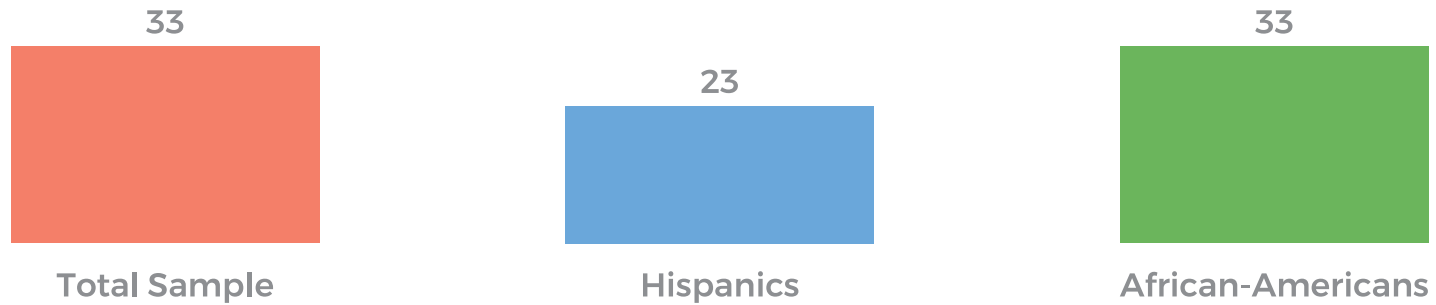
% OWNING A TABLET



Smart Speaker Ownership

U.S. POPULATION 12+

% OWNING A SMART SPEAKER





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Online Audio



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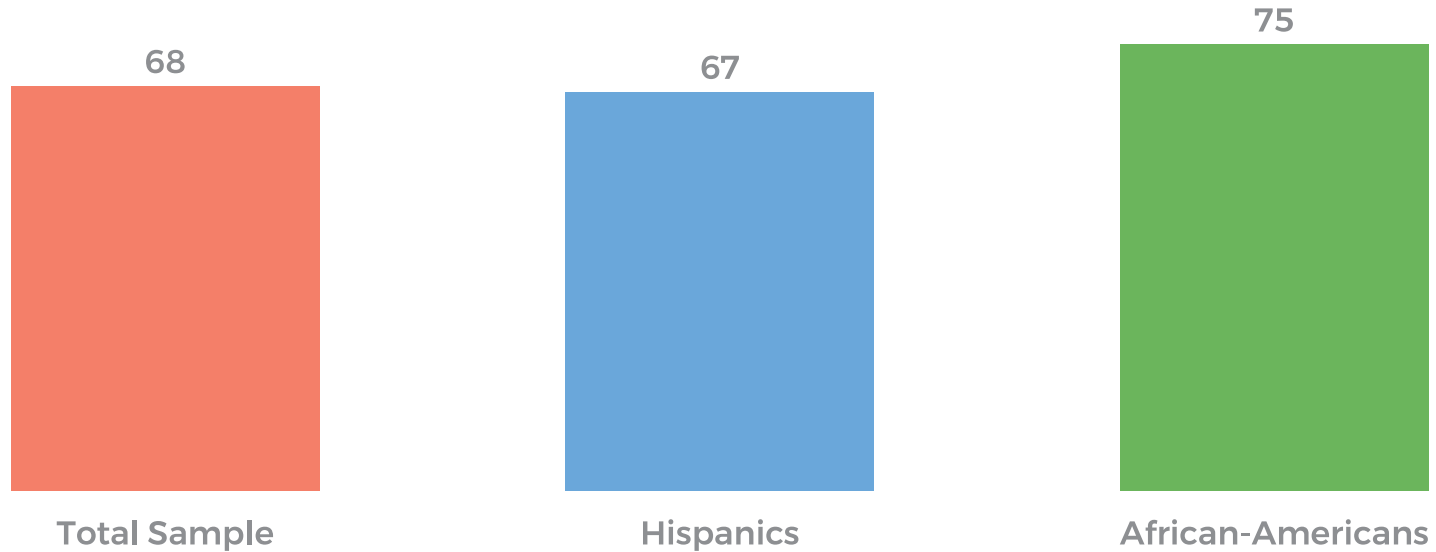
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Monthly Online Audio Listening

U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

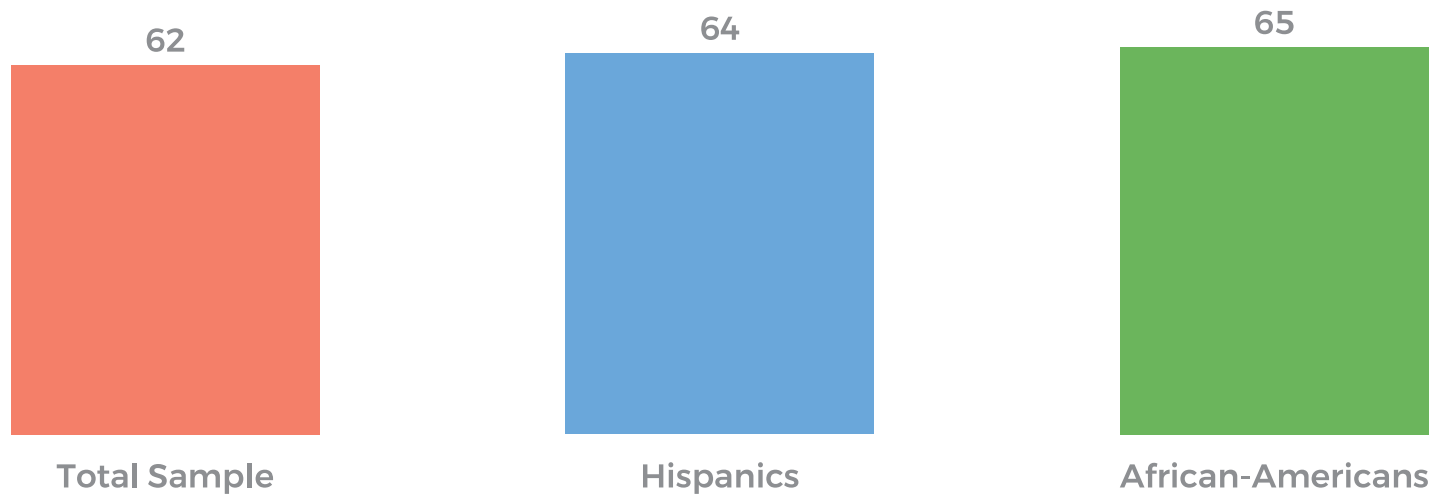


Weekly Online Audio Listening

U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

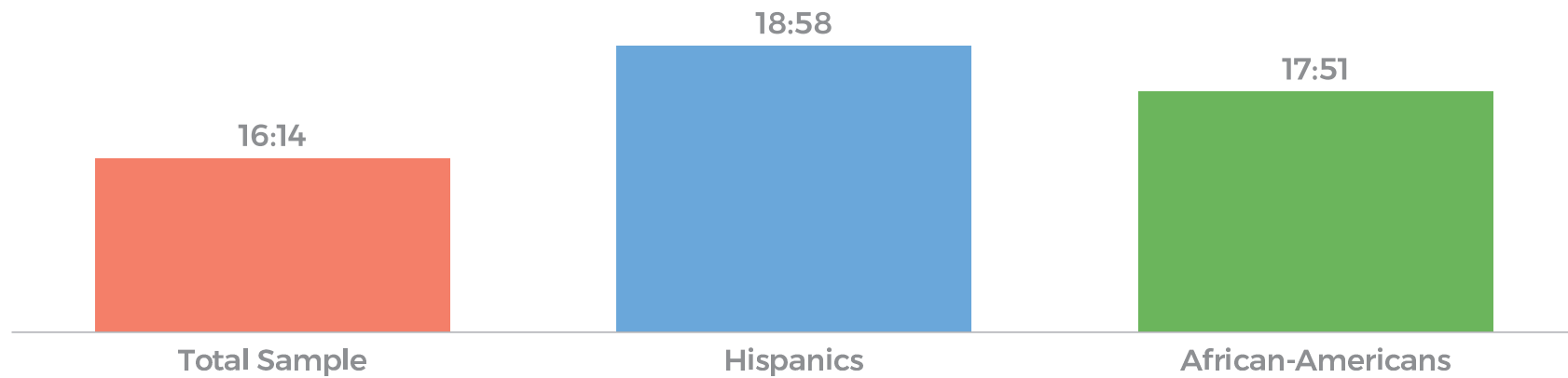
ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



Average Time Spent Listening to Online Audio

BASE: U.S. AGE 12+ WEEKLY ONLINE AUDIO LISTENERS

HOURS:MINUTES IN LAST WEEK



Frequency of Listening to Audio with Other People

U.S. POPULATION 12+

FREQUENTLY

SOMETIMES

HARDLY EVER

NEVER

Total

24

27

28

21

Hispanics

26

22

24

28

African-Americans

27

25

30

18



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In-Car Media



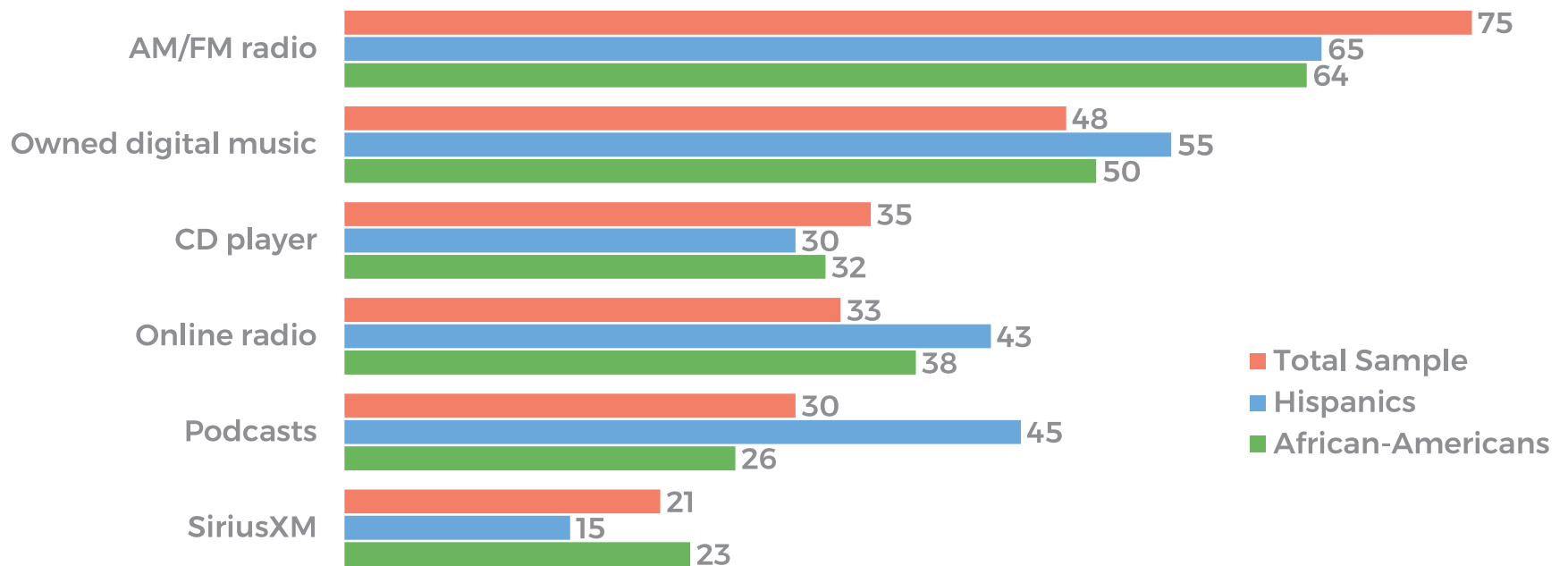
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Audio Sources Currently Ever Used in Car

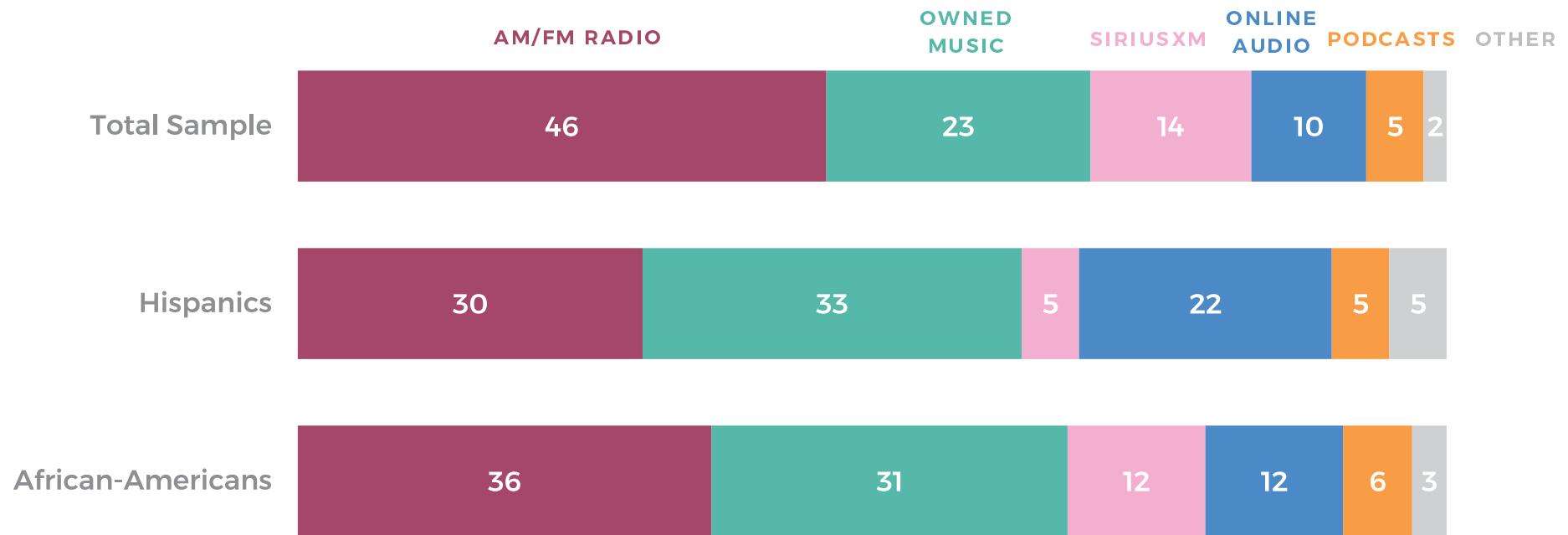
BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH

% USING AUDIO SOURCE IN CAR



Audio Source Used Most Often in Car

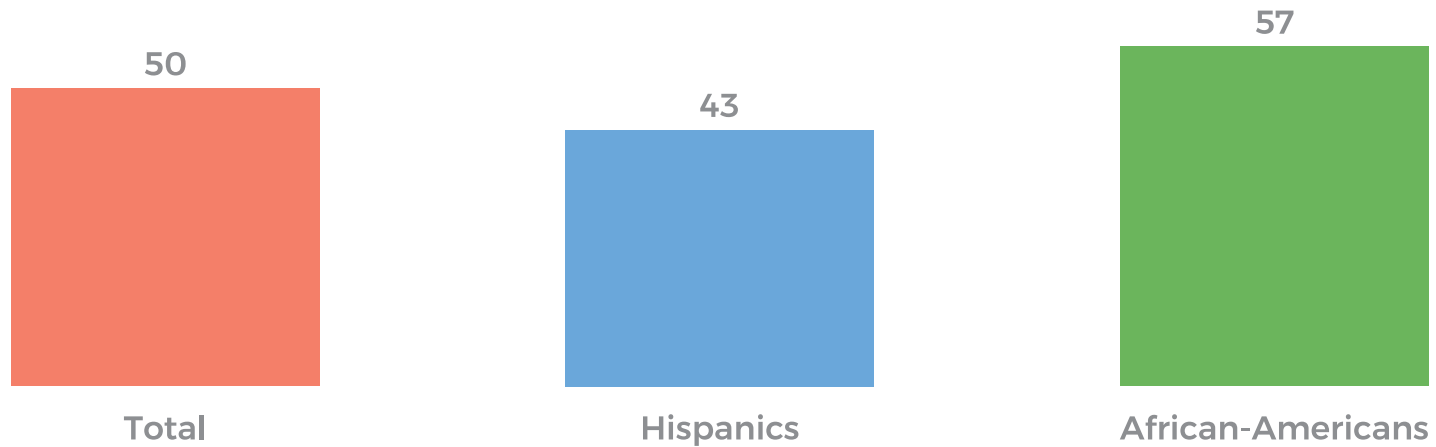
BASE: U.S. AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH, AND USE ANY AUDIO SOURCE IN CAR



Online Audio Listening in Car Through a Cell Phone

U.S. POPULATION 12+

% EVER LISTENED TO ONLINE AUDIO IN A CAR THROUGH A CELL PHONE



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Online Audio Brands



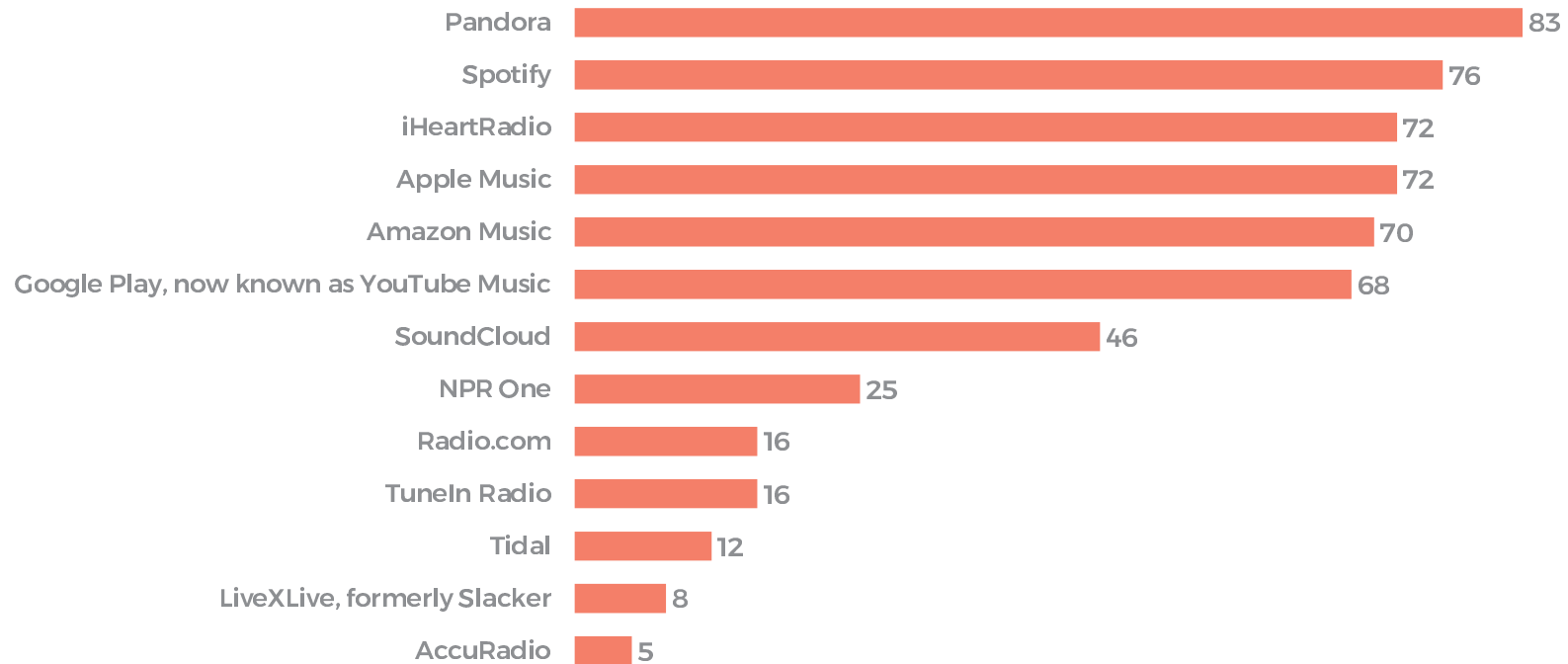
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Online Audio Brand Awareness

U.S. POPULATION 12+

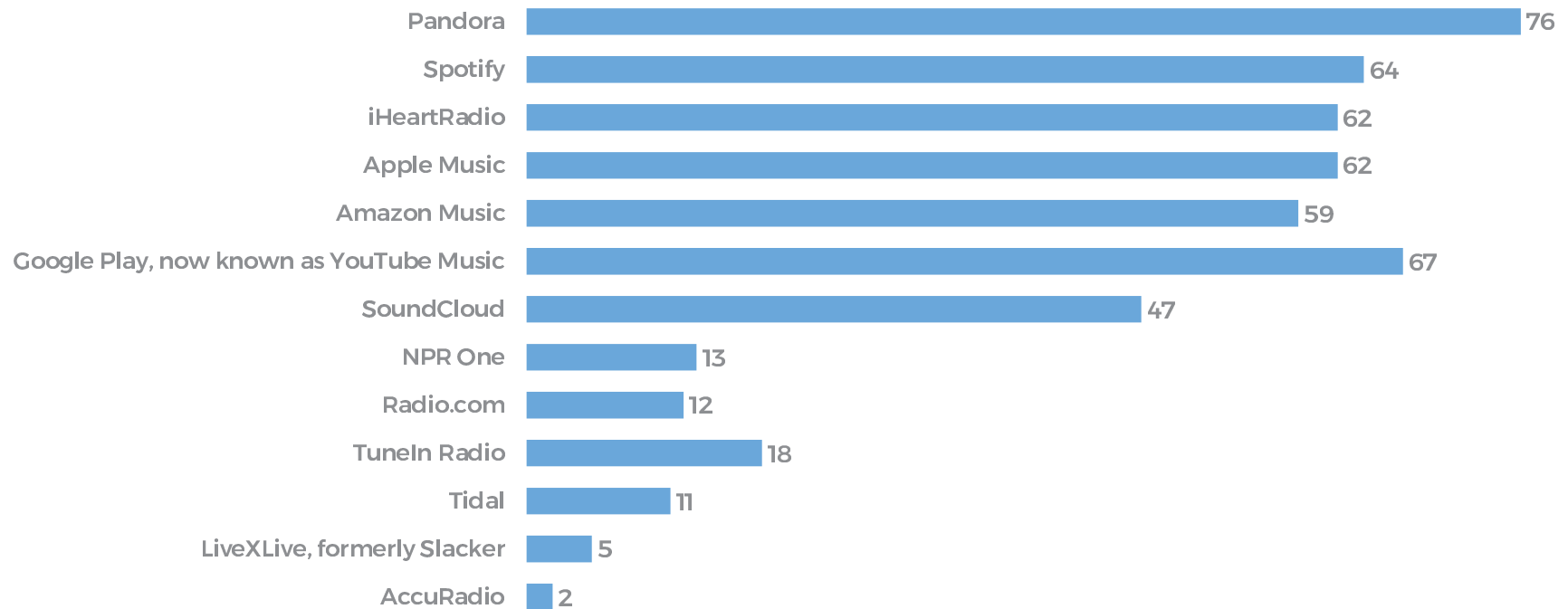
% AWARE OF ONLINE AUDIO BRAND



Online Audio Brand Awareness (Hispanics)

U.S. POPULATION 12+

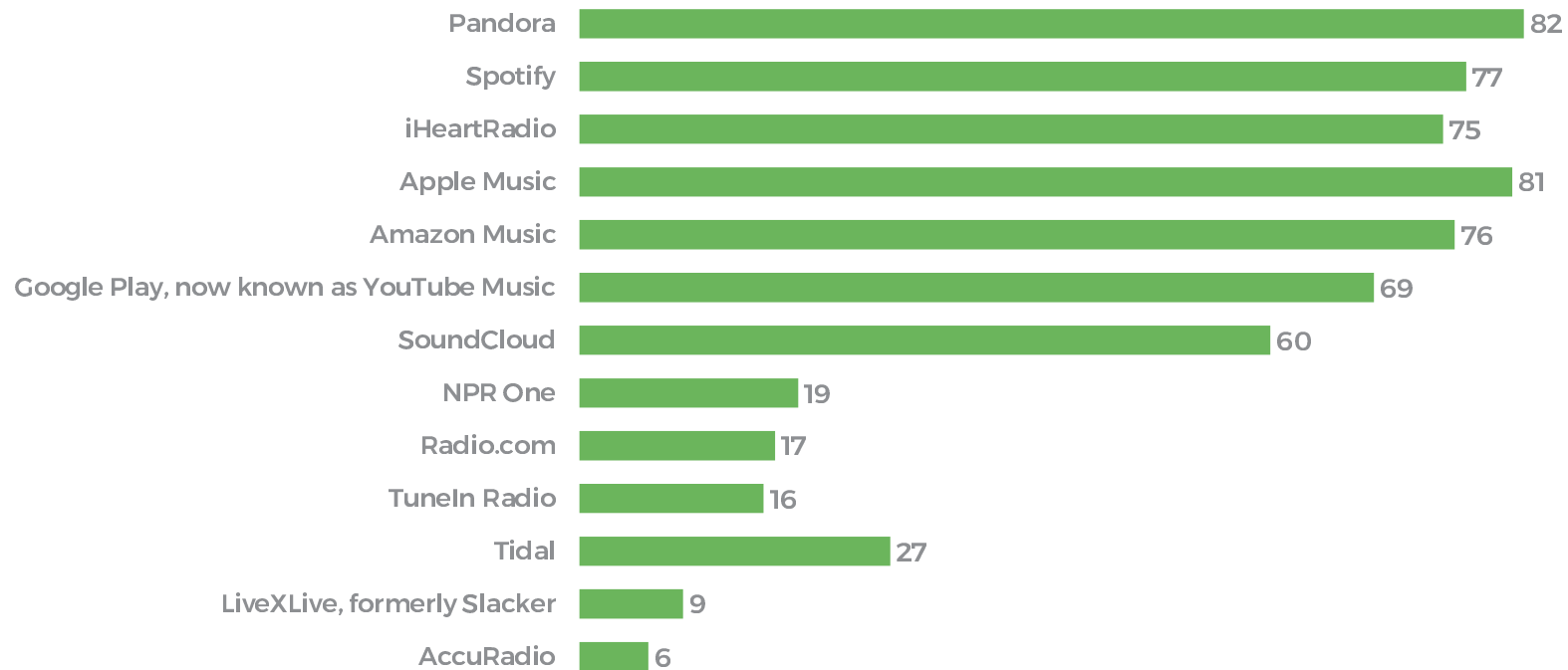
% AWARE OF AUDIO BRAND



Online Audio Brand Awareness (African-Americans)

U.S. POPULATION 12+

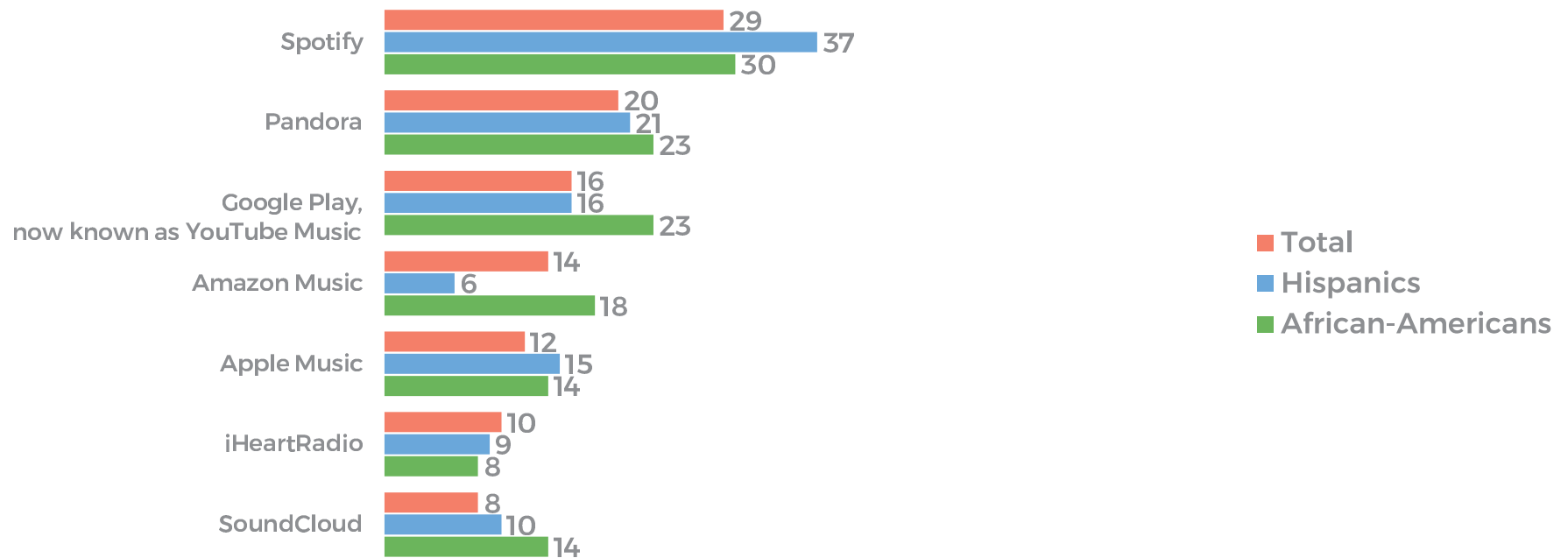
% AWARE OF AUDIO BRAND



Online Audio Brands Listened to in Last Month

U.S. POPULATION 12+

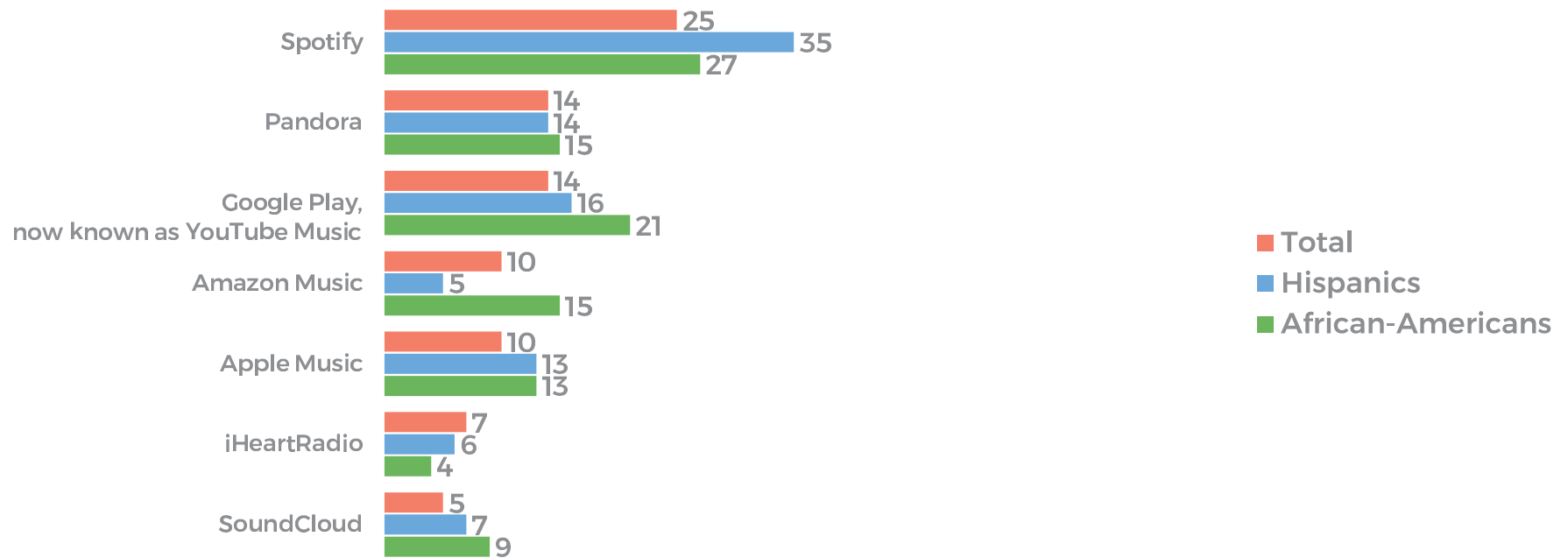
% LISTENED TO AUDIO BRAND IN LAST MONTH



Online Audio Brands Listened to in Last Week

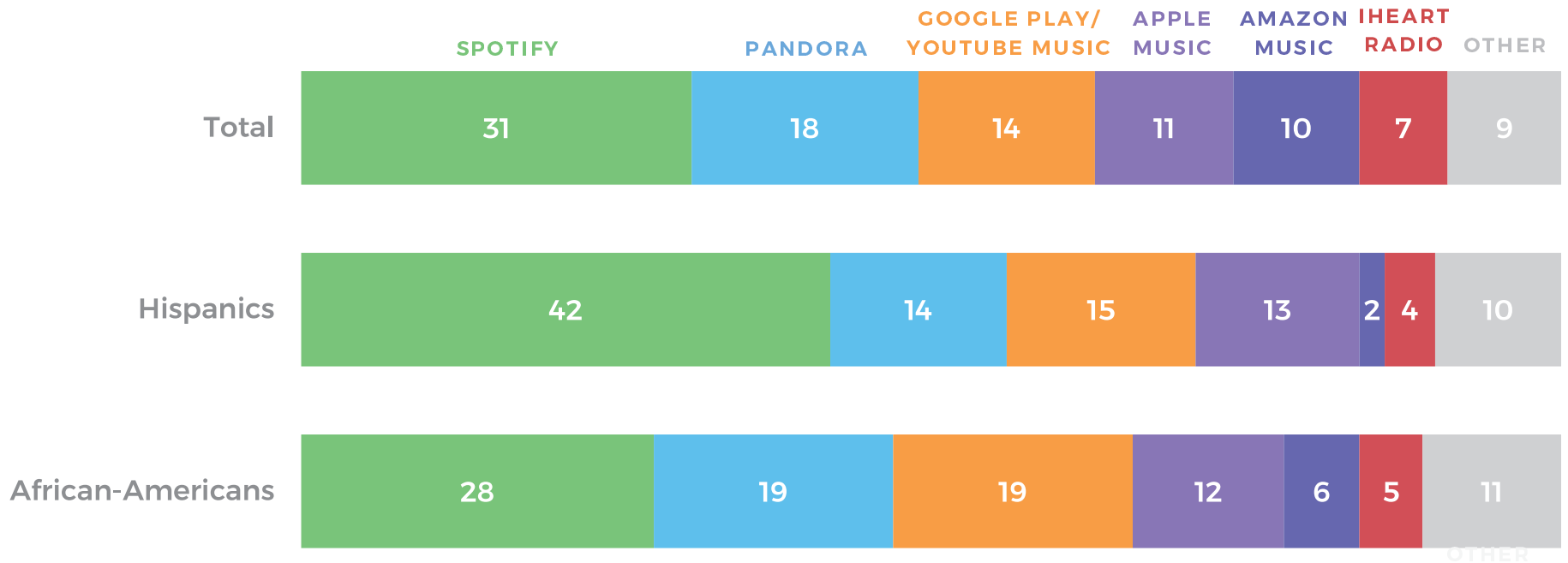
U.S. POPULATION 12+

% LISTENED TO AUDIO BRAND IN LAST WEEK



Online Audio Brand Used Most Often

BASE: U.S. AGE 12+ AND CURRENTLY EVER USE ANY ONLINE AUDIO BRAND





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Podcasting



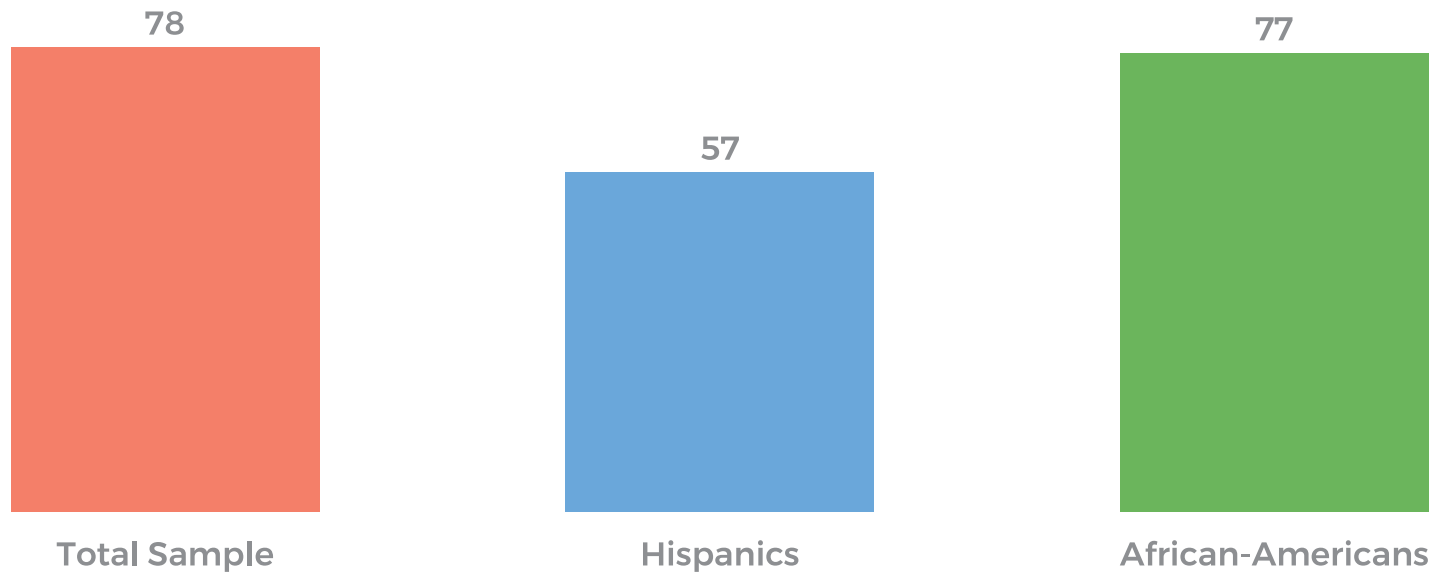
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Podcasting Familiarity

U.S. POPULATION 12+

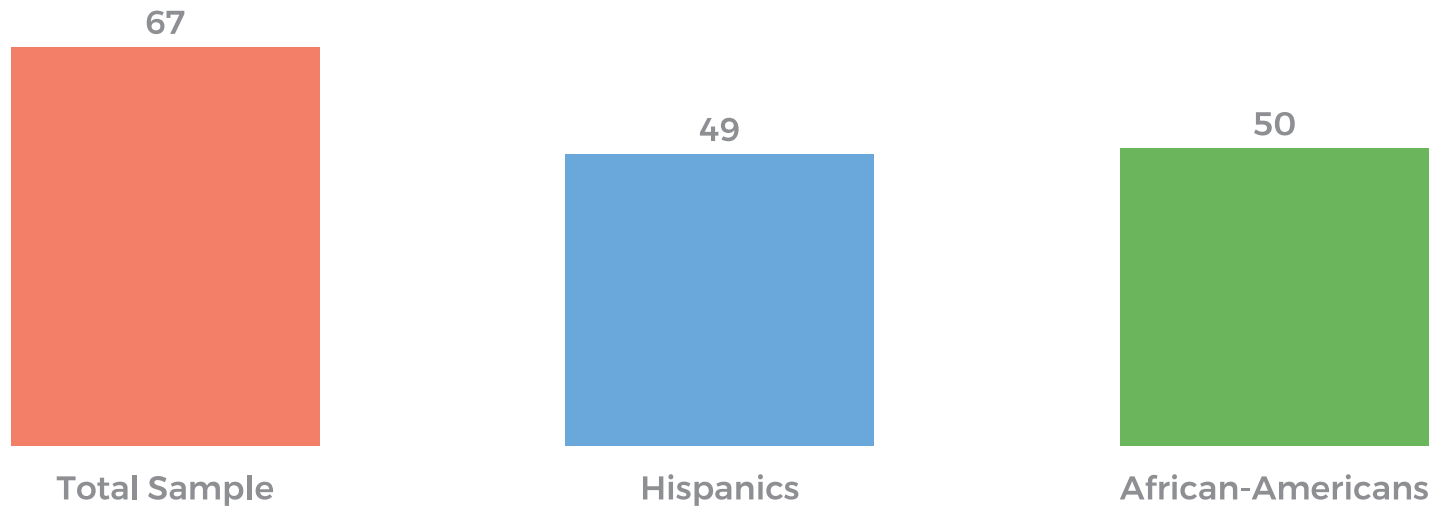
% FAMILIAR WITH PODCASTING



Podcasting Listening

U.S. POPULATION 12+

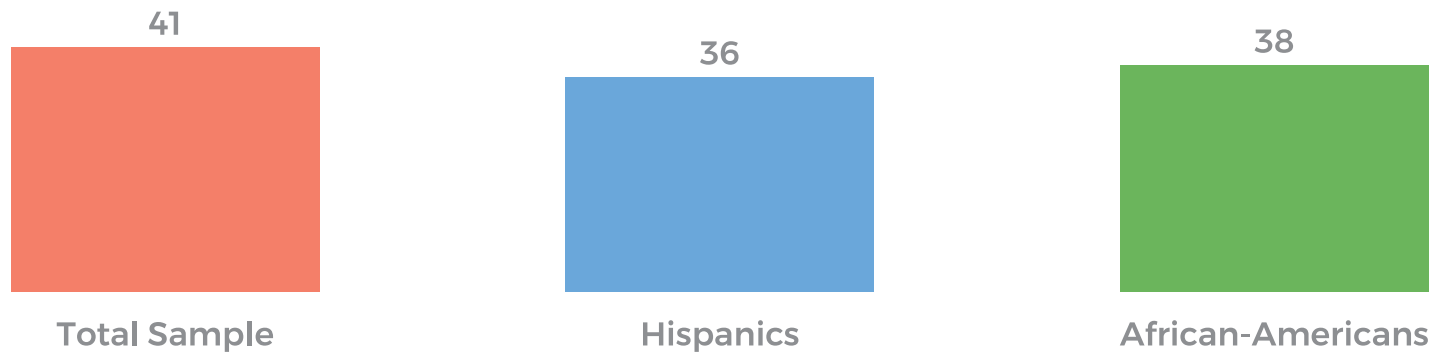
% EVER LISTENED TO A PODCAST



Monthly Podcast Listening

U.S. POPULATION 12+

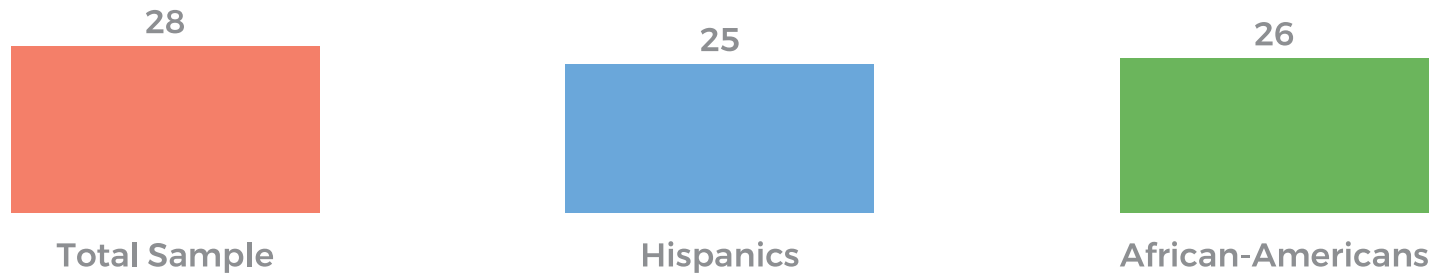
% LISTENED TO A PODCAST IN LAST MONTH



Weekly Podcast Listening

U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK



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