



THE INFINITE DIAL

2017

#infinitedial





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 and topics since 1998.
- For 2017, The Infinite Dial tracks and covers new research on mobile behaviors, Internet Radio, Podcasting, Social Media, Smart Speakers and more.



Study Methodology

- In January/February 2017, Edison Research conducted a national telephone survey of 2000 people aged 12 and older, using random digit dialing techniques
- Interviews were 51% landline and 49% cell phone
- Survey offered in both English and Spanish languages
- Data weighted to national 12+ population figures

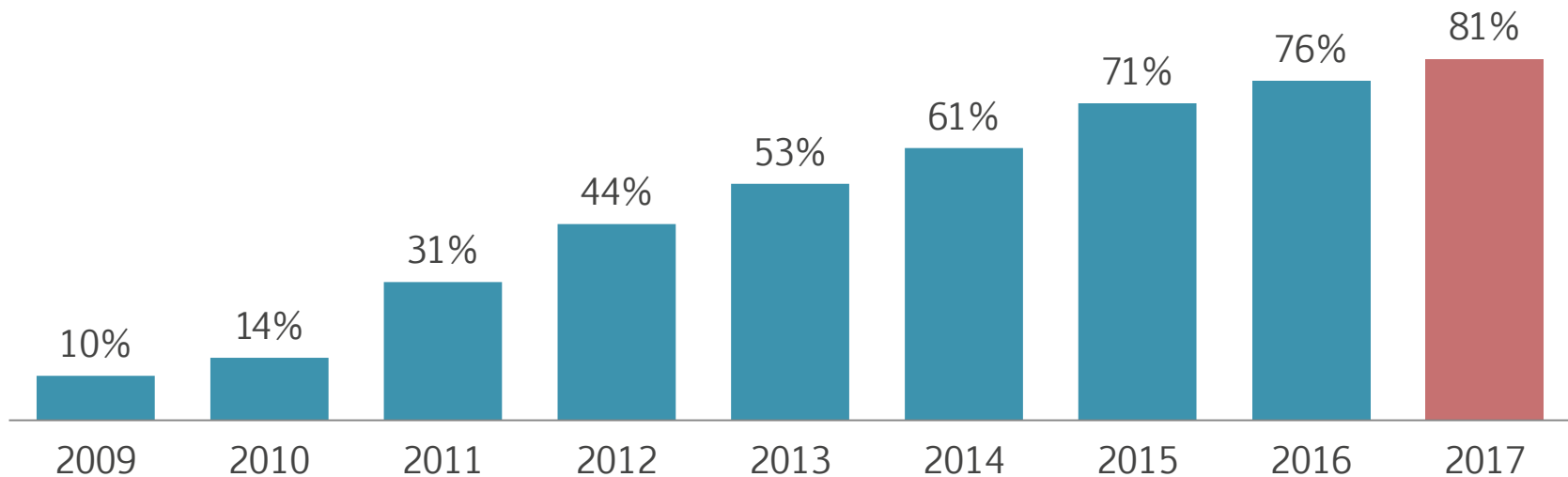


MEDIA & TECHNOLOGY

Smartphone Ownership

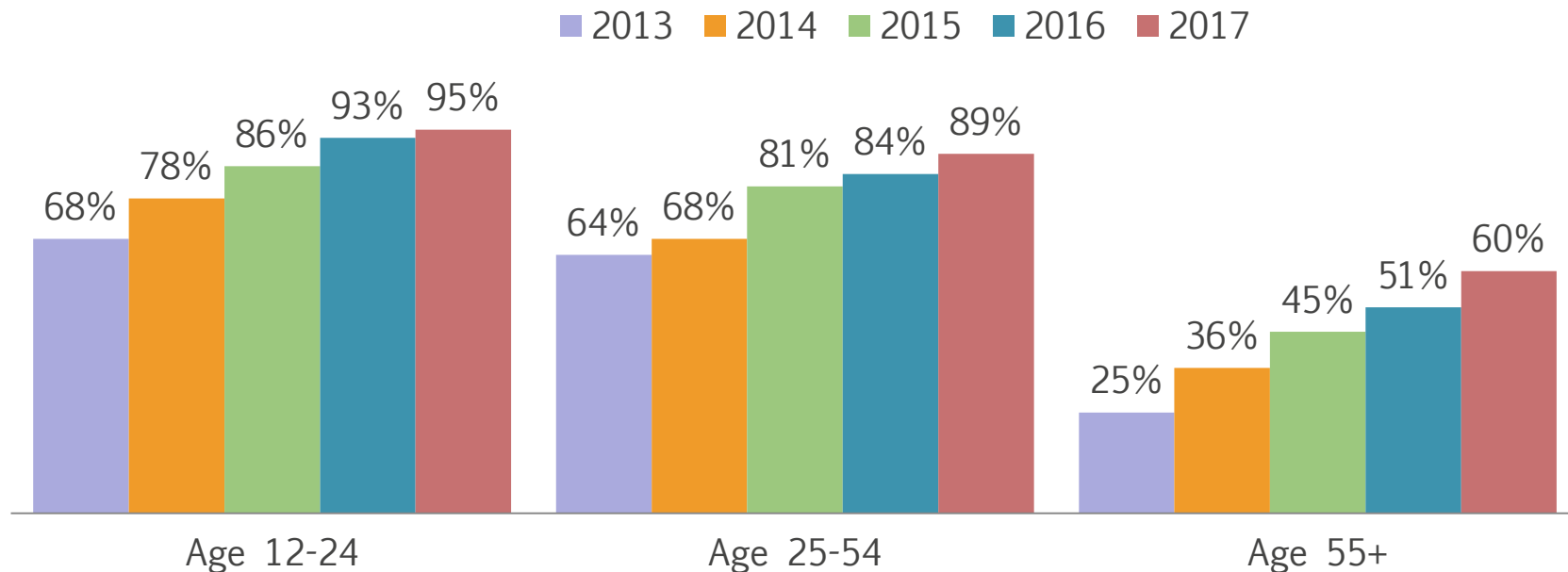
Total Population 12+

Estimated
226 Million



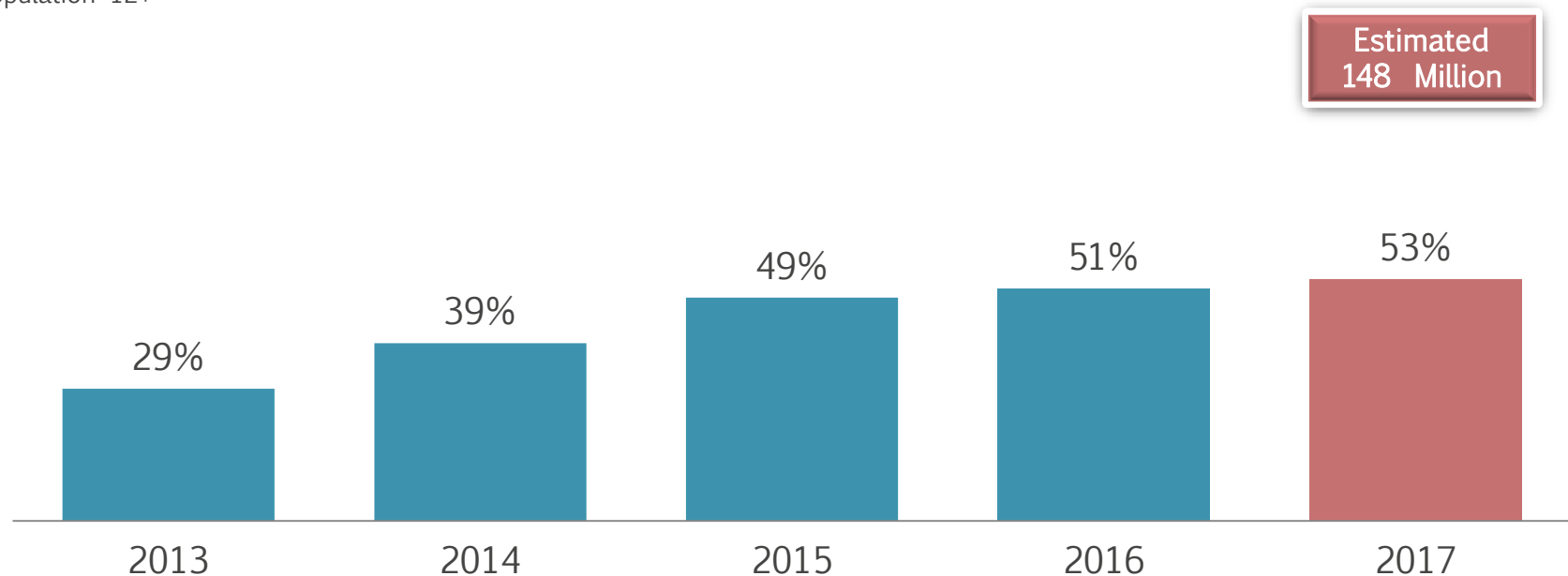
% owning a smartphone

Smartphone Ownership



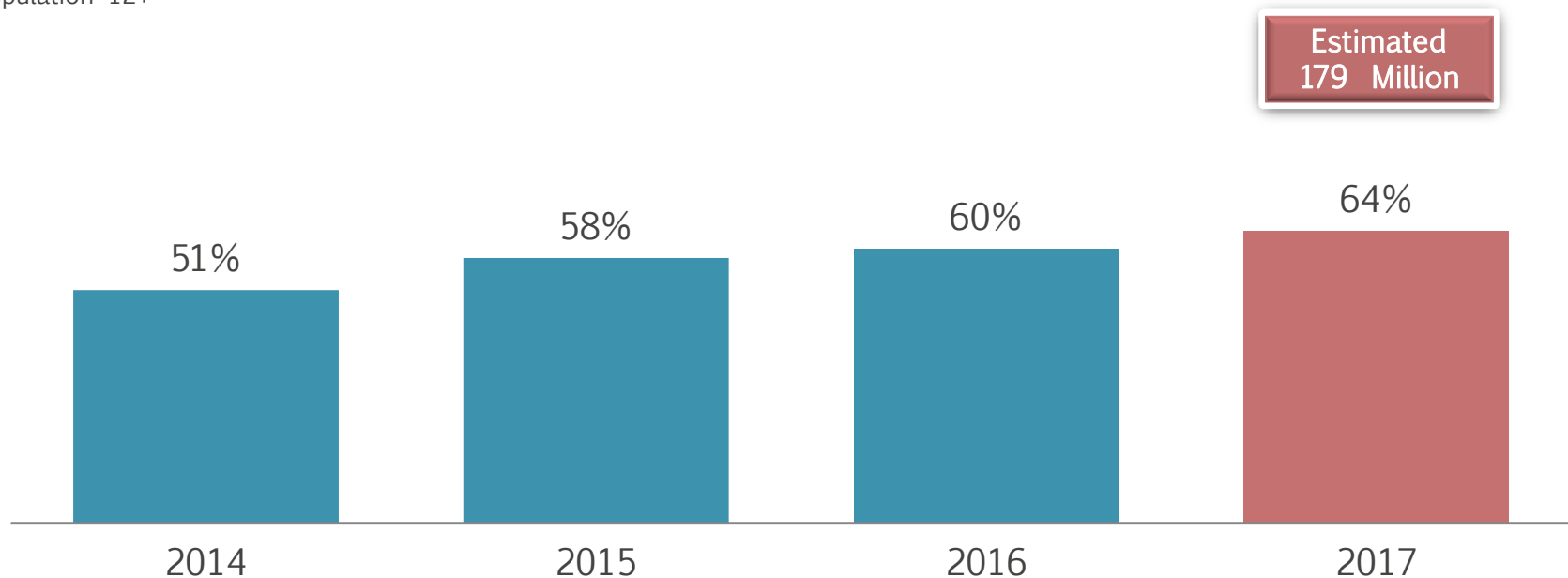
Tablet Ownership

Total Population 12+



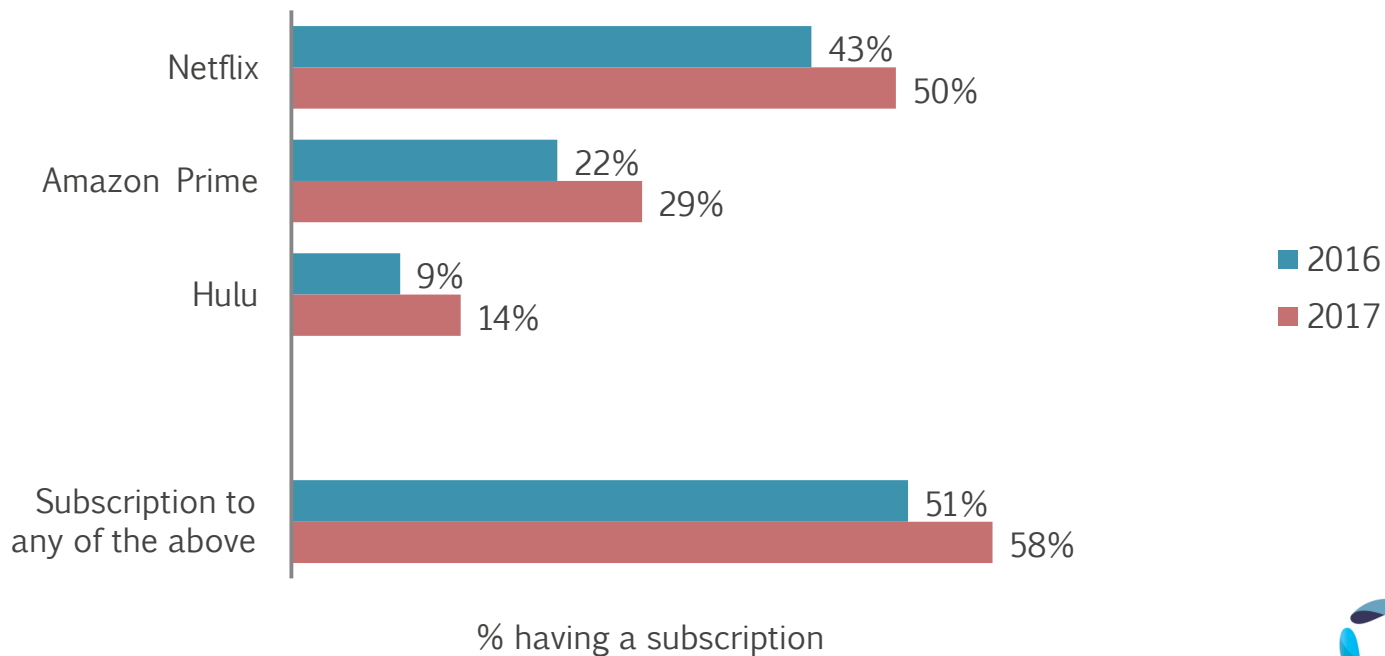
Internet-Connected TV Ownership

Total Population 12+



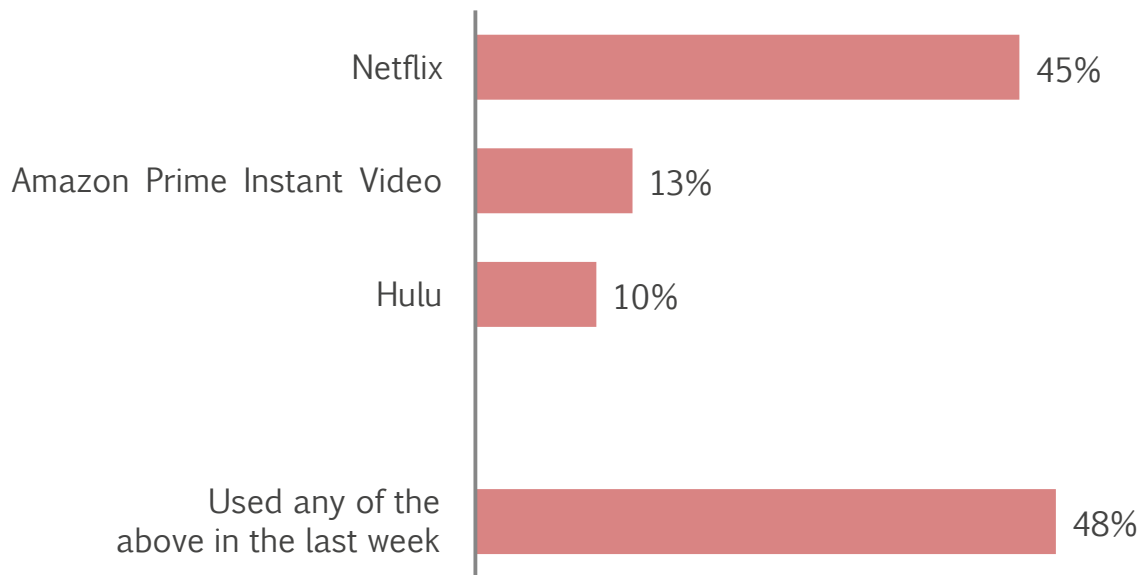
On-Demand Video Service Subscription

Total Population 12+



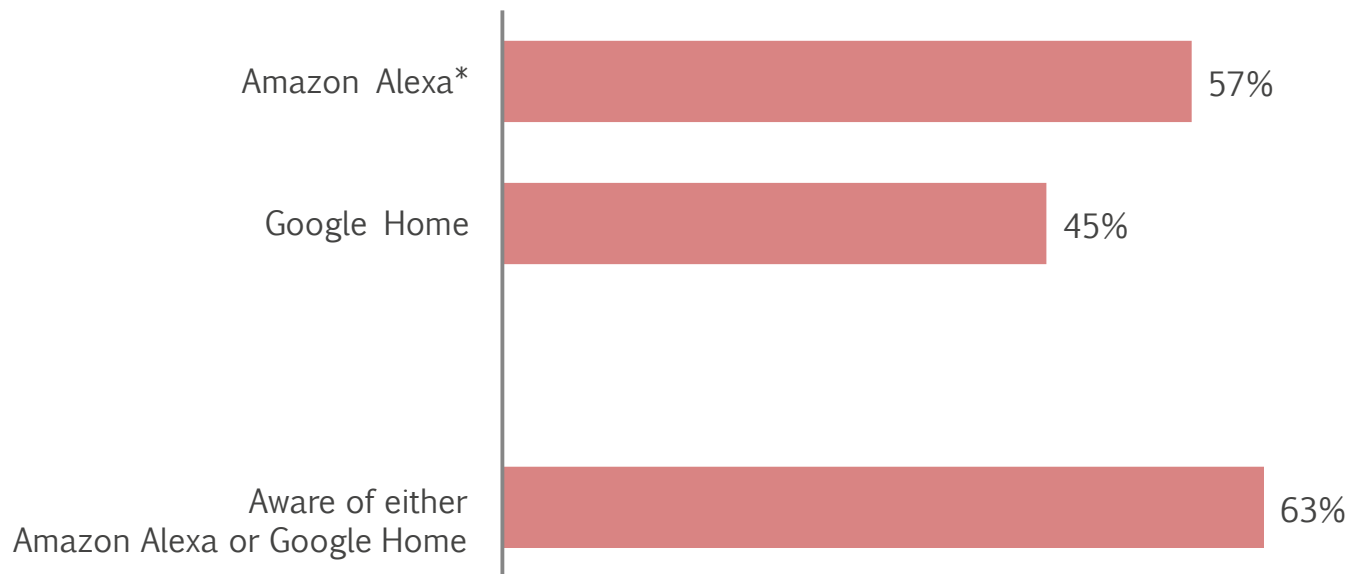
Used On-Demand Video Service in Last Week

Total Population 12+



Smart Speaker Awareness

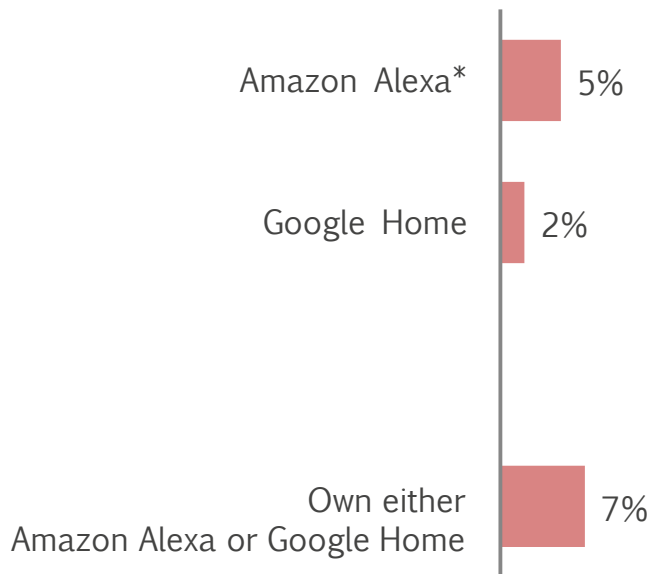
Total Population 12+



**Asked as "Amazon Echo or Amazon Dot, which uses the Alexa voice service"*

Smart Speaker Ownership

Total Population 12+



**Asked as "Amazon Echo or Amazon Dot, which uses the Alexa voice service"*

% owning smart speaker

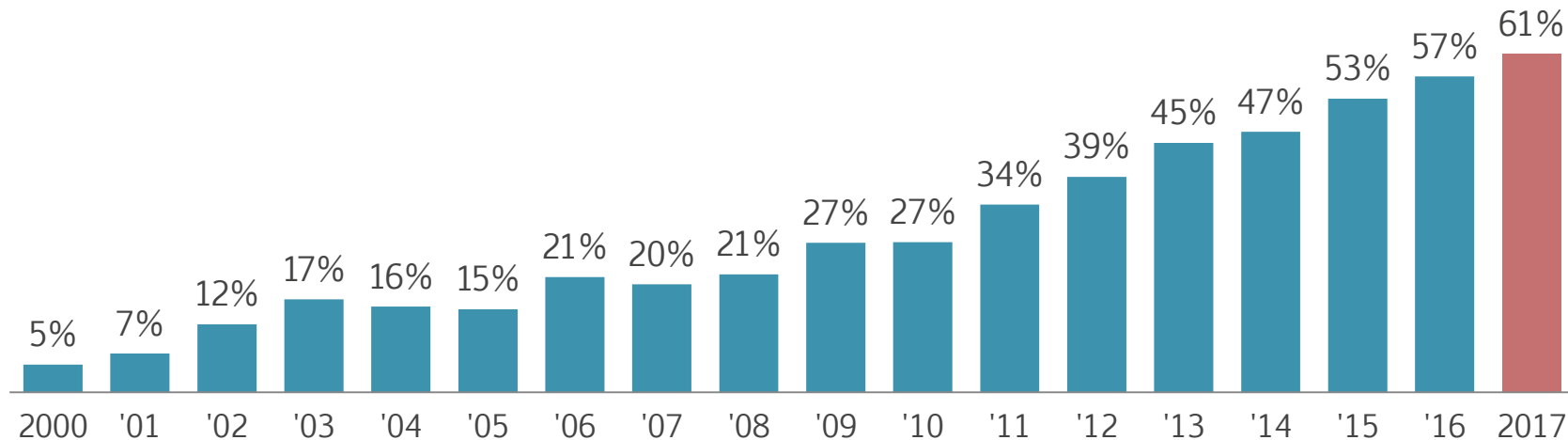


ONLINE RADIO

Monthly Online Radio Listening

Total Population 12+

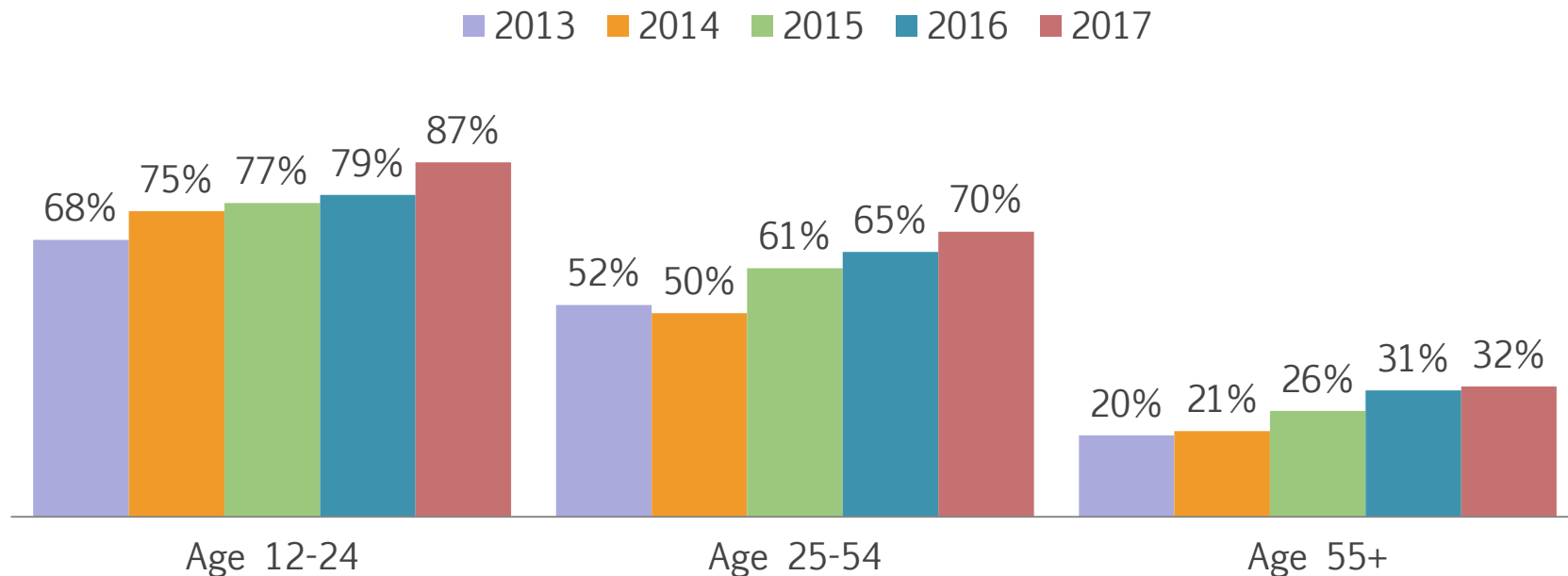
Estimated
170 Million



% listening to Online Radio in last month

Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Monthly Online Radio Listening

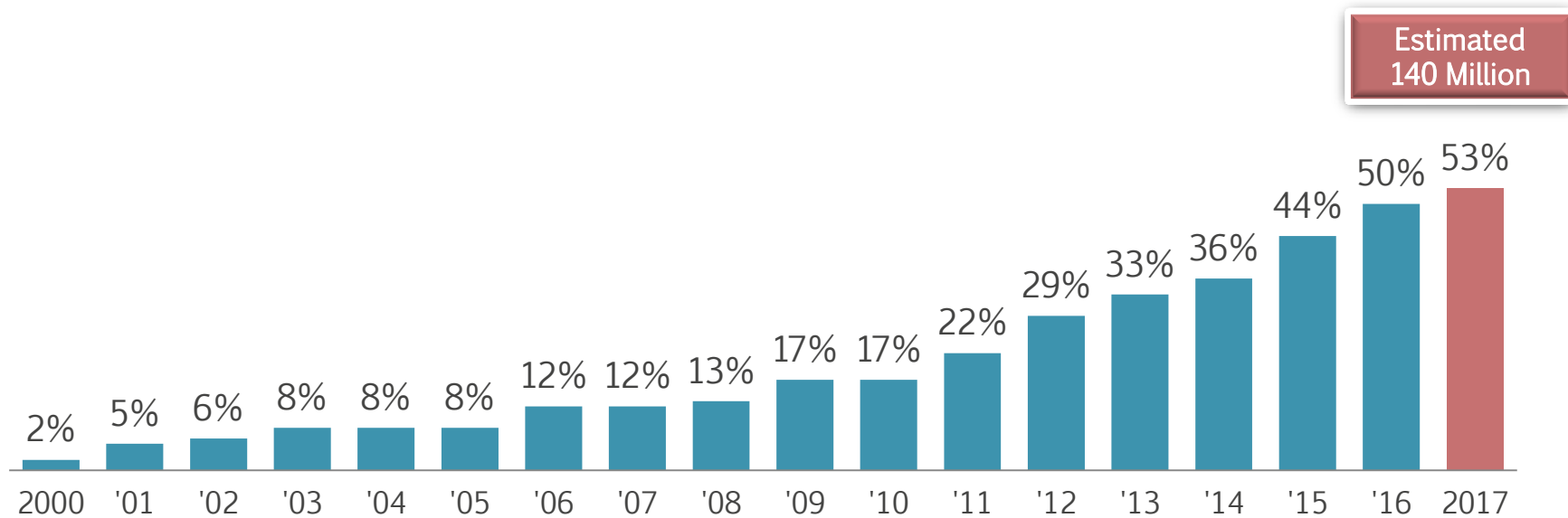


% listening to Online Radio in last month

Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Weekly Online Radio Listening

Total Population 12+

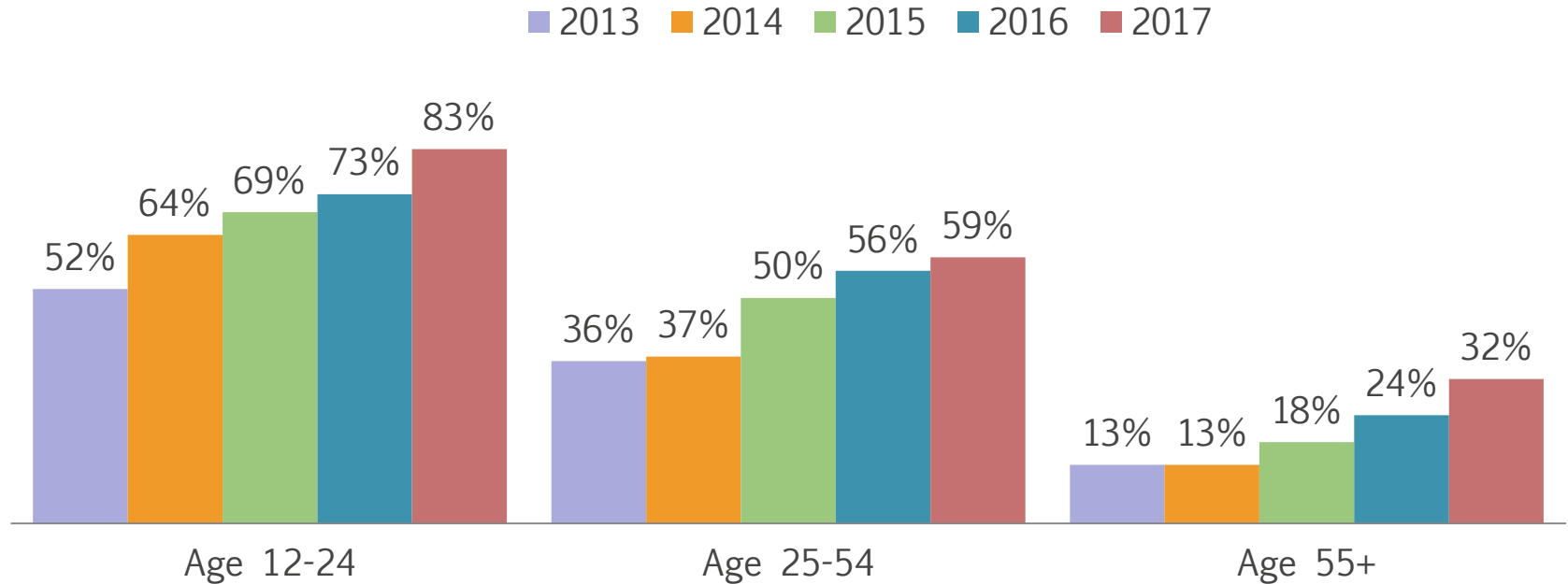


Estimated
140 Million

% listening to Online Radio in last week

Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Weekly Online Radio Listening



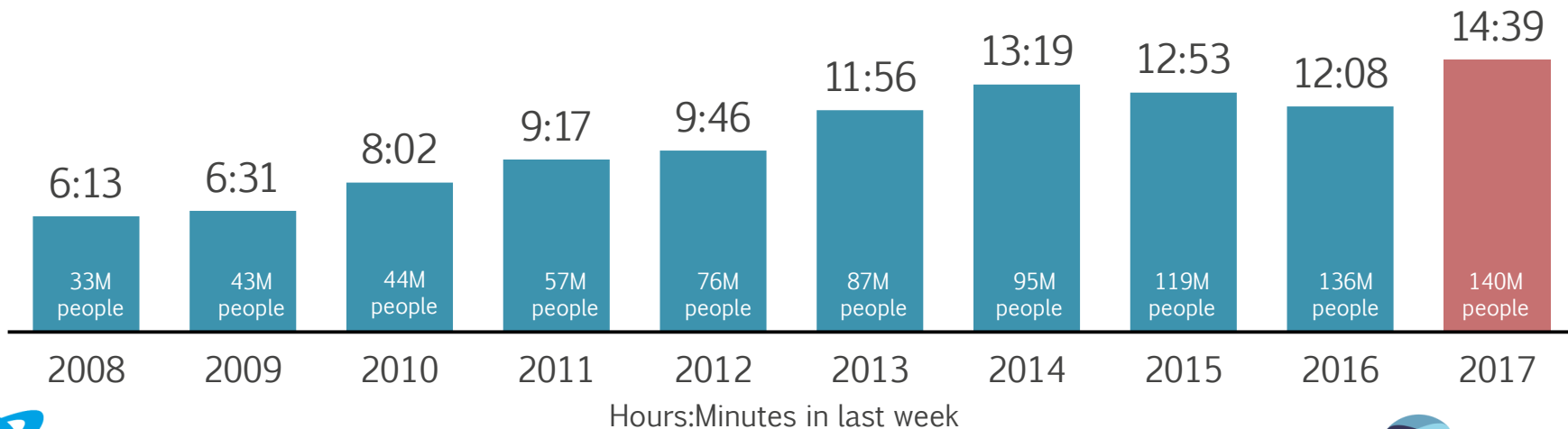
% listening to Online Radio in last week

Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



Average Time “Weekly Online Radio Listeners” Spend Listening to Online Radio

Base: Weekly Online Radio Listeners



Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



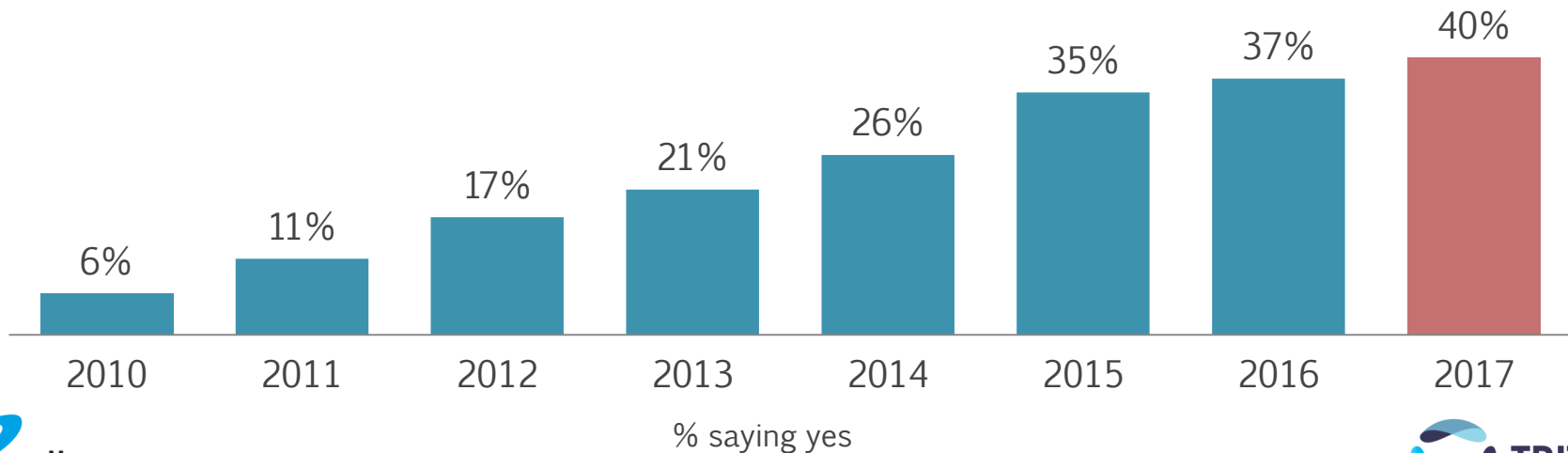


THE INFINITE DIAL
2017

Online Radio Listening in Car

“Have you ever listened to Internet Radio in a car by listening to the stream from a cell phone that you have connected to a car audio system?”

Base: Own a cell phone; 93%

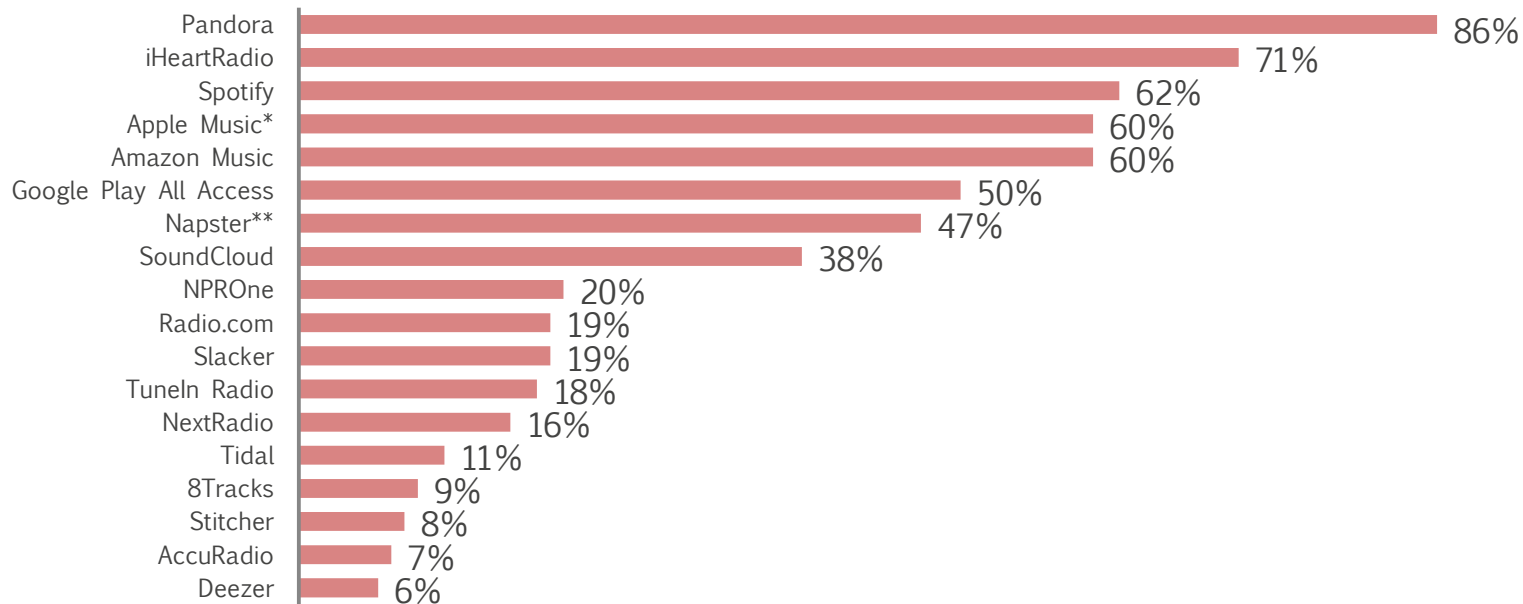




AUDIO BRANDS

Audio Brand Awareness

Total Population 12+

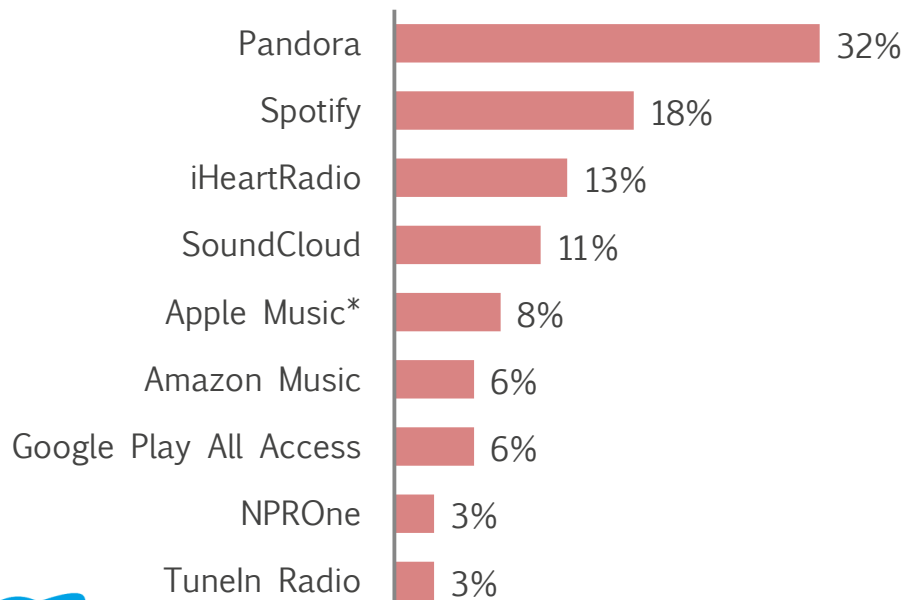


*Asked as "Apple Music, the paid music subscription from Apple"

**Asked as "Rhapsody, now known as Napster"

Listened in the last month to...

Total Population 12+

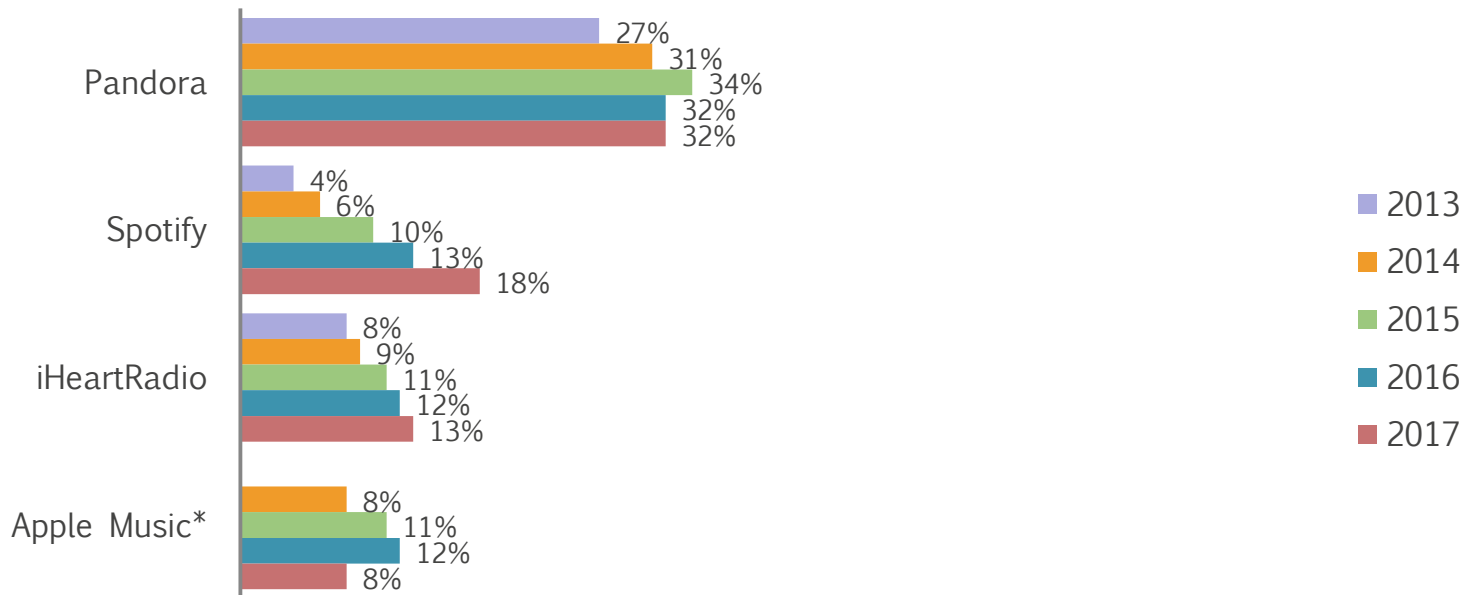


Brands lower than 3% Age 12+ not shown

**Asked as "Apple Music, the paid music subscription from Apple"*

Listened in the last month to...

Total Population 12+



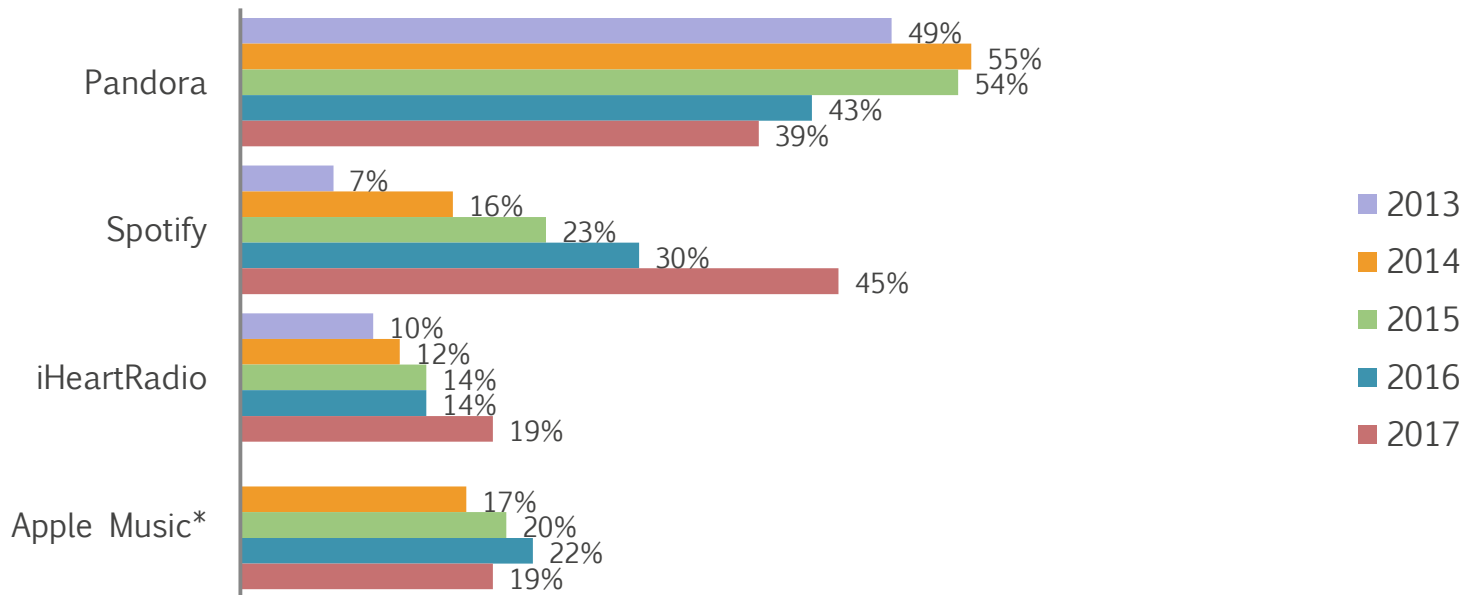
*2014-2015: Asked as "iTunes Radio"

2016: "Asked as "Apple Music, formerly known as iTunes Radio"

2017: "Asked as "Apple Music, the paid music subscription from Apple"

% listened in last month

Listened in the last month to... (Age 12-24)



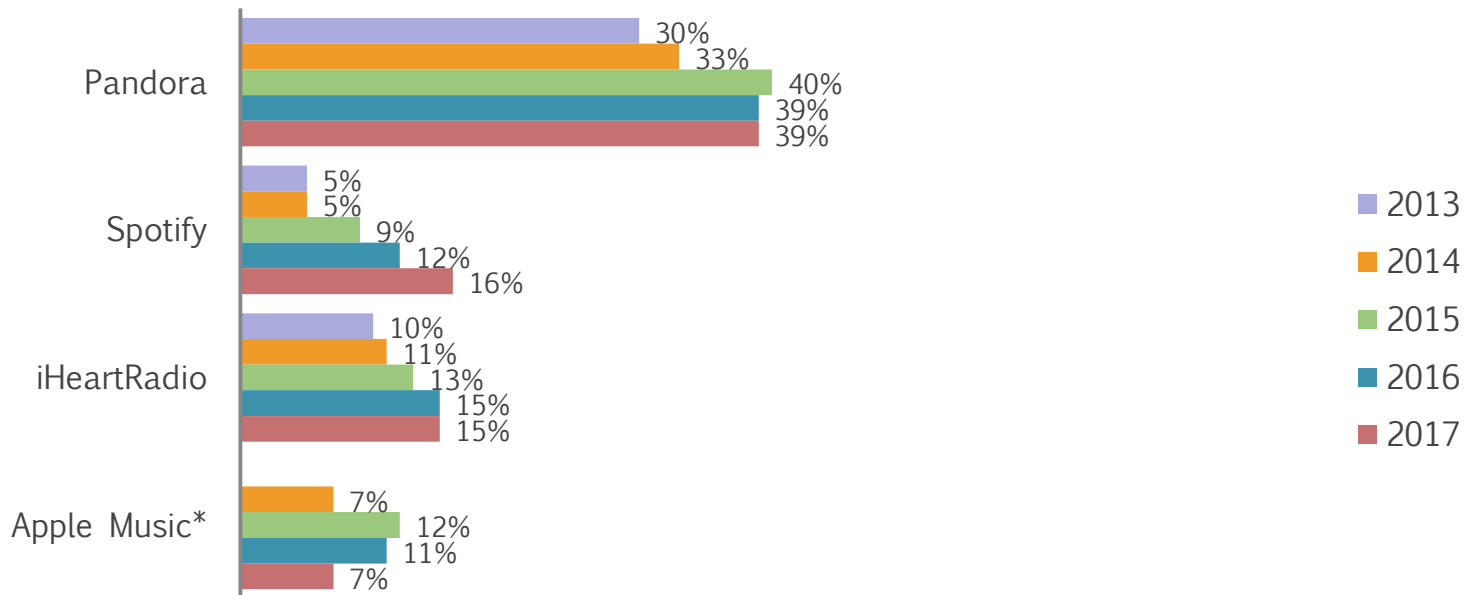
*2014-2015: Asked as "iTunes Radio"

2016: "Asked as "Apple Music, formerly known as iTunes Radio"

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% listened in last month

Listened in the last month to... (Age 25-54)



*2014-2015: Asked as "iTunes Radio"

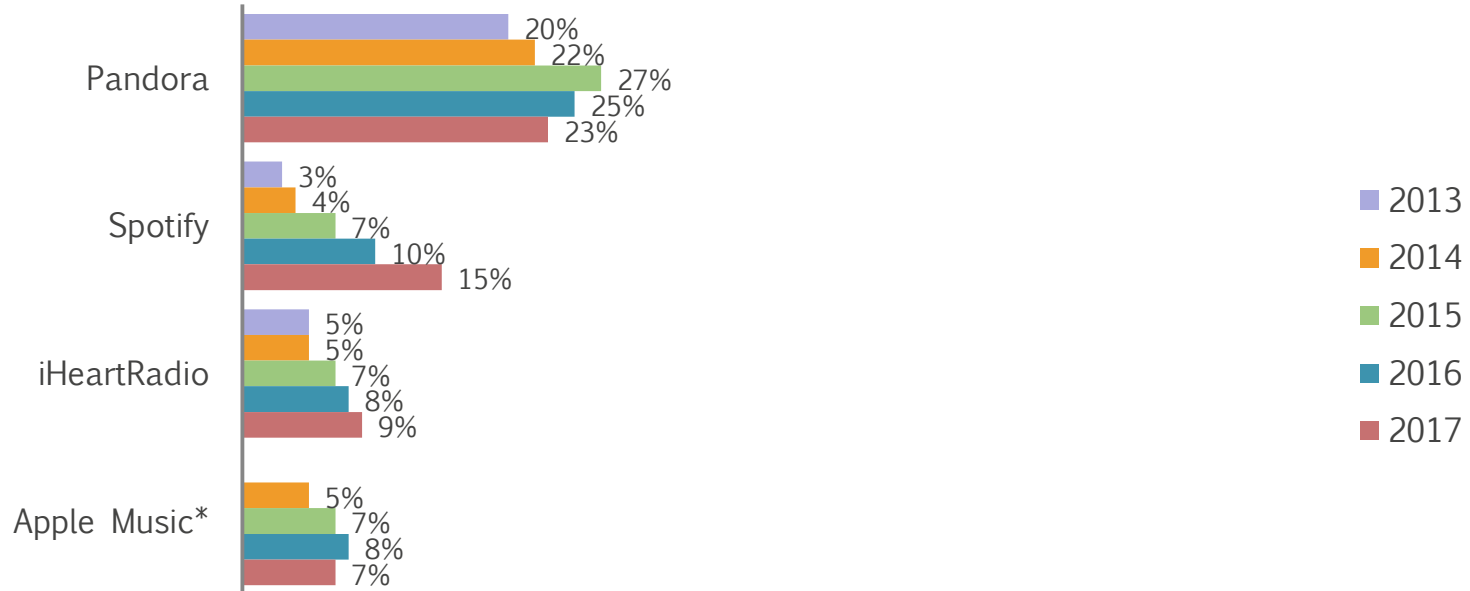
2016: "Asked as "Apple Music, formerly known as iTunes Radio"

2017: "Asked as "Apple Music, the paid music subscription from Apple"

% listened in last month

Listened in the last week to...

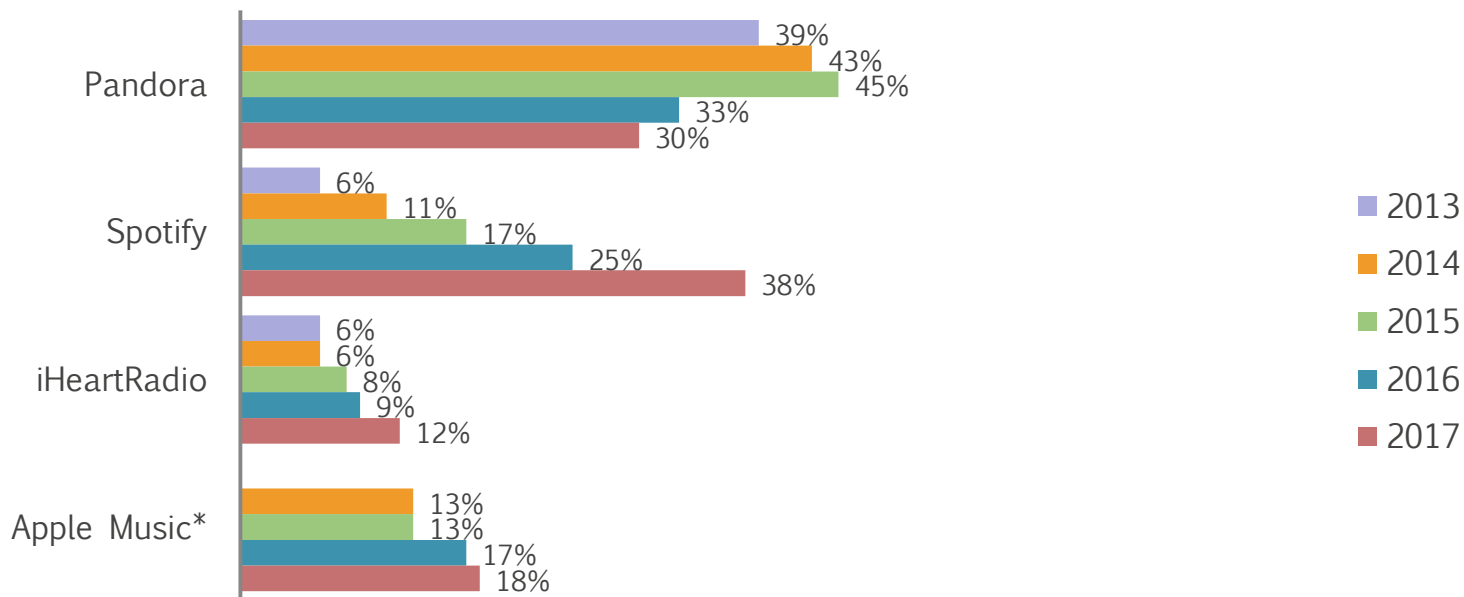
Total Population 12+



*2014-2015: Asked as "iTunes Radio"
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% listened in last week

Listened in the last week to... (Age 12-24)



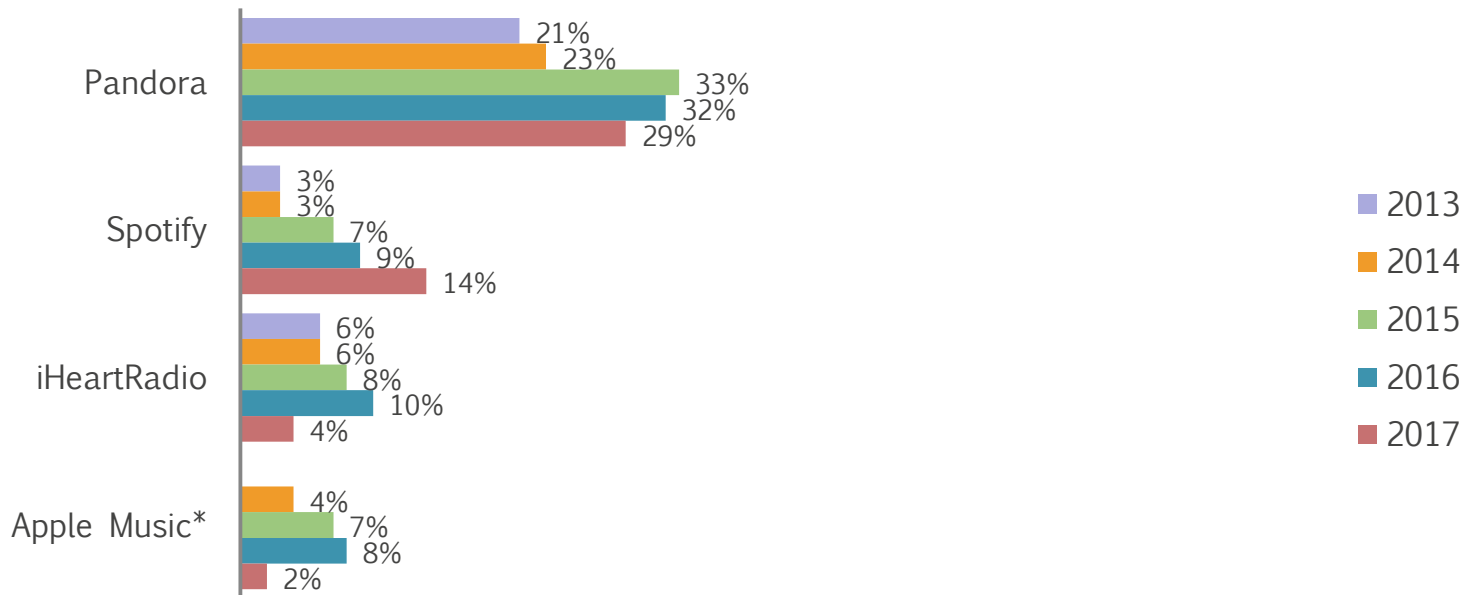
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% listened in last week

Listened in the last week to... (Age 25-54)

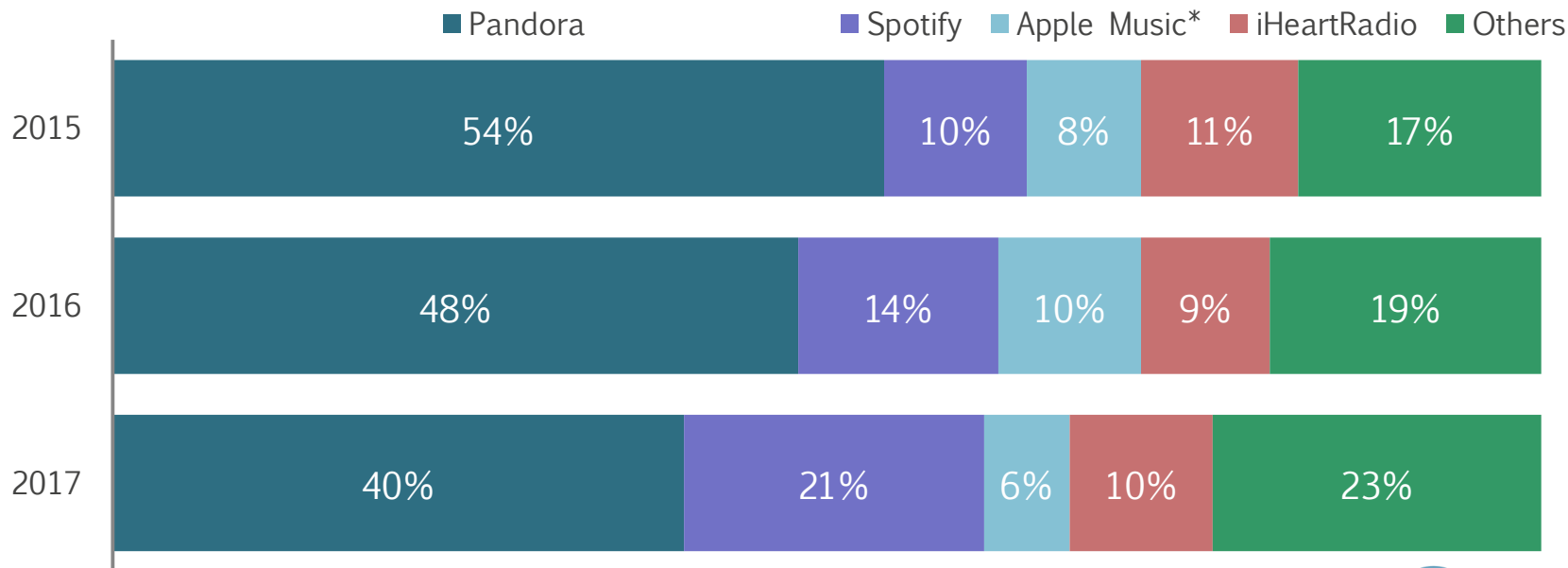


*2014-2015: Asked as "iTunes Radio"
 2016: "Asked as "Apple Music, formerly known as iTunes Radio"
 2017: "Asked as "Apple Music, the paid music subscription from Apple"

% listened in last week

Audio Brand Used Most Often

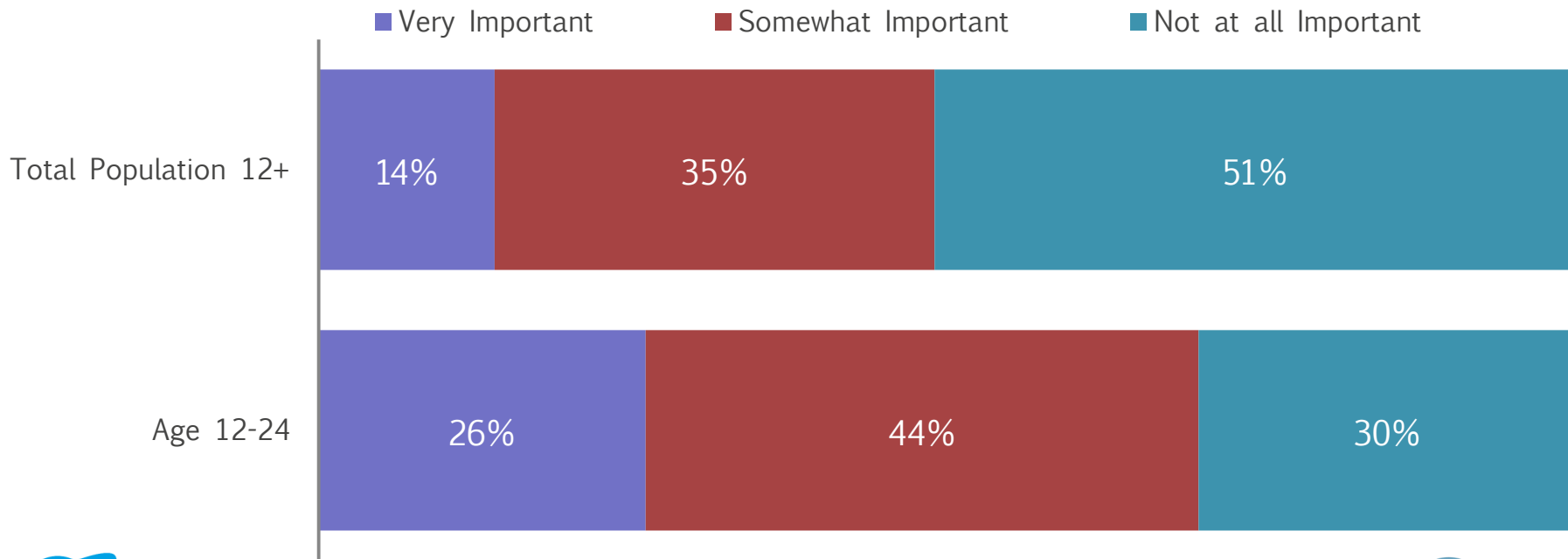
Base: Currently ever use any audio brand





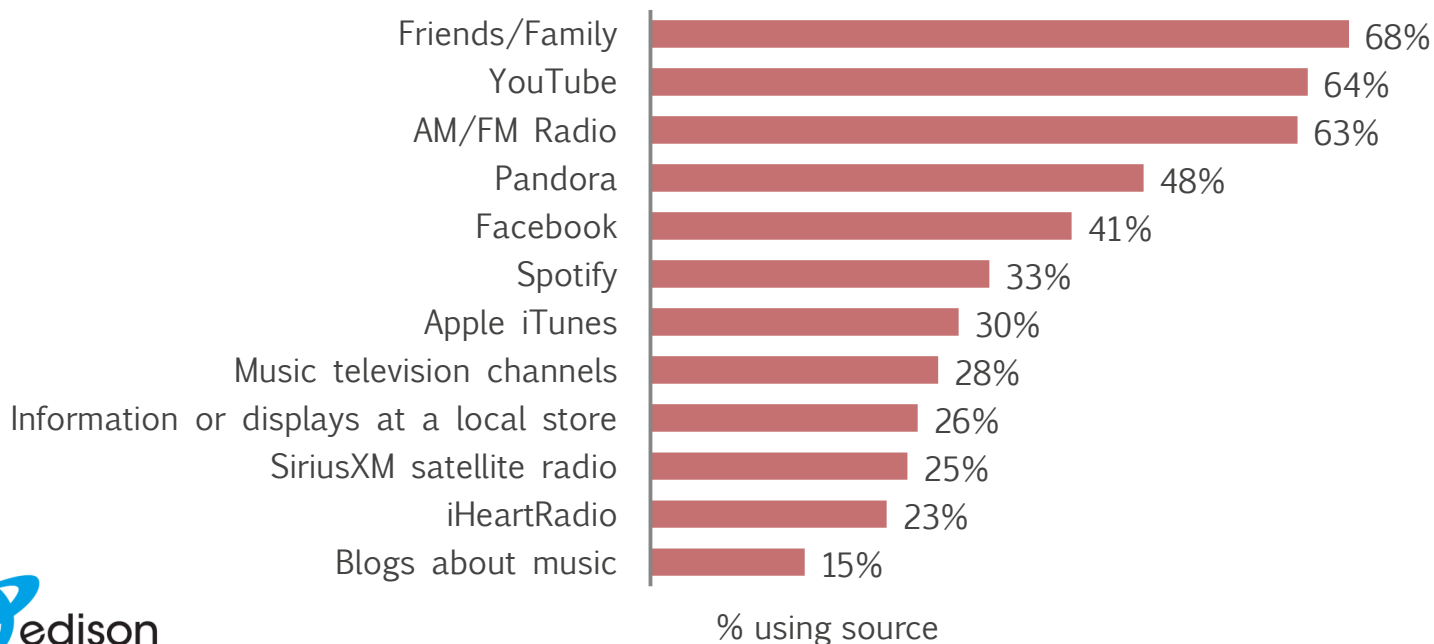
MUSIC DISCOVERY

Importance of Keeping Up-To-Date with Music



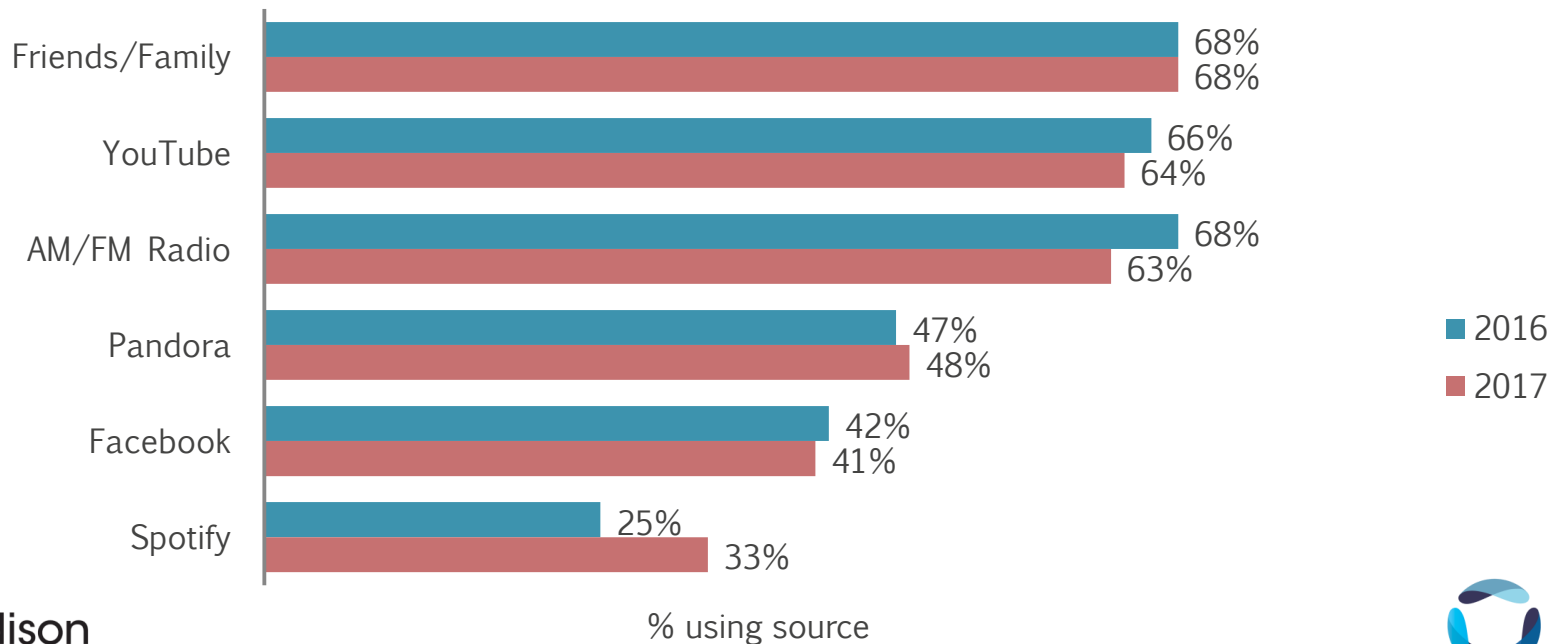
Sources Used for Keeping Up-to-Date with Music

Base: Those saying it is “Very Important” or “Somewhat Important” to keep up-to-date with music



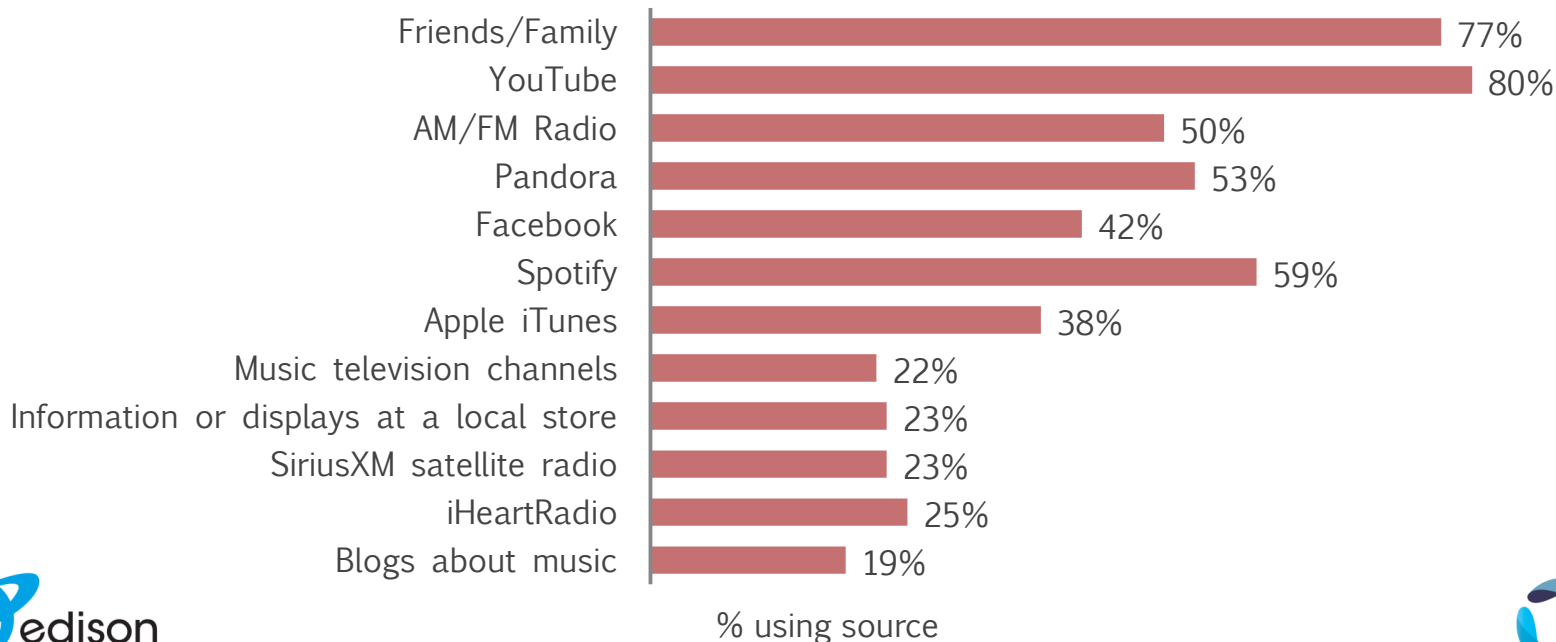
Sources Used for Keeping Up-to-Date with Music

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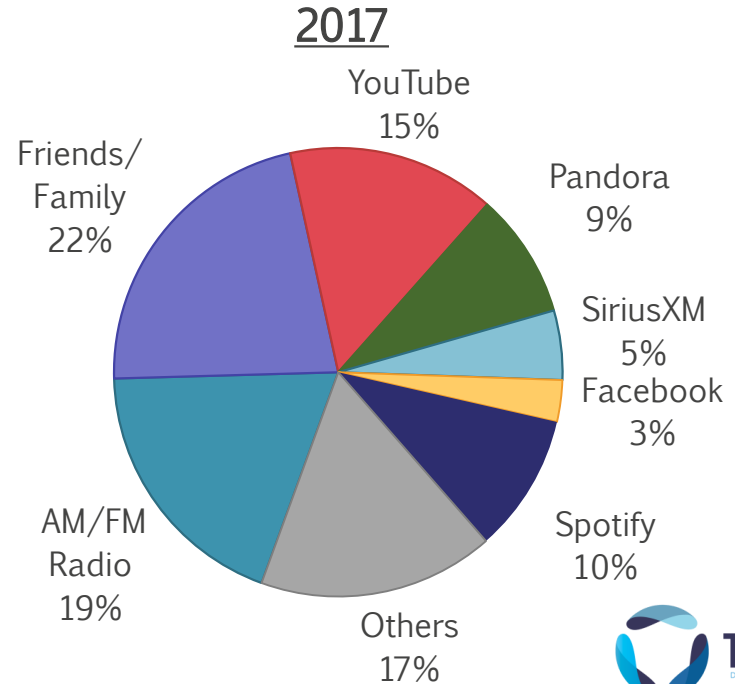
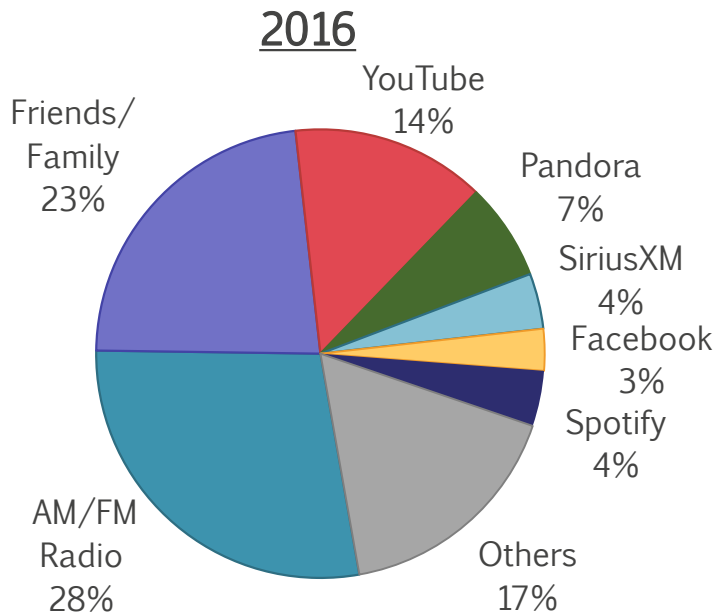
Sources Used for Keeping Up-to-Date with Music (Age 12-24)

Base: Those saying it is “Very Important” or “Somewhat Important” to keep up-to-date with music



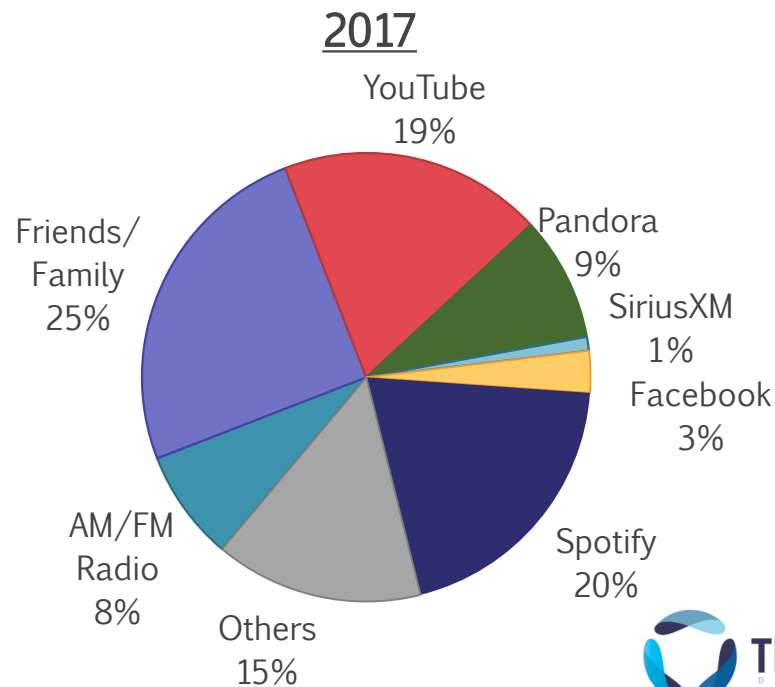
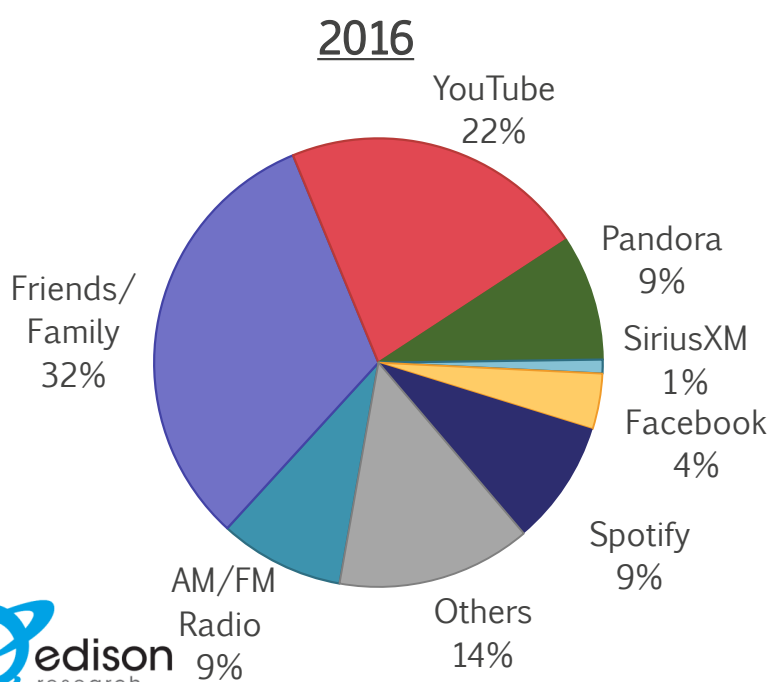
Source Used Most Often for Keeping Up-to-Date with Music

Base: Those saying it is "Very Important" or "Somewhat Important" to keep up-to-date with music



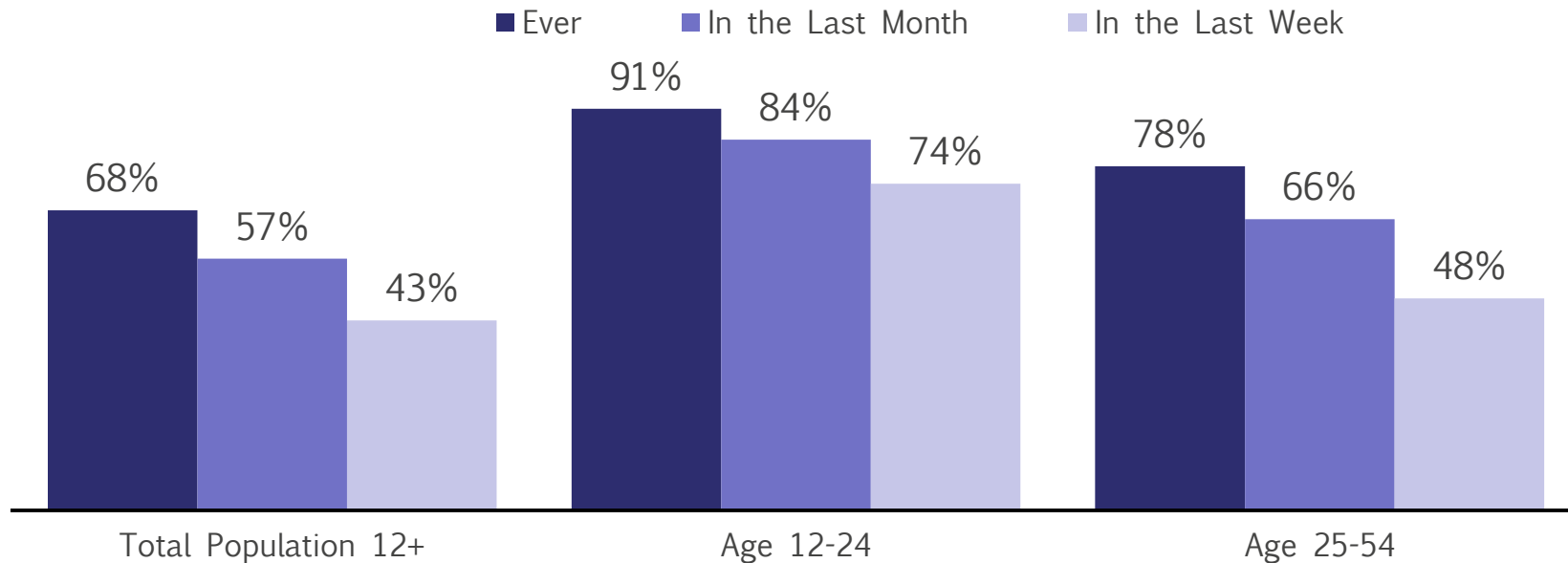
Source Used Most Often for Keeping Up-to-Date with Music (Age 12-24)

Base: Those saying it is "Very Important" or "Somewhat Important" to keep up-to-date with music



YouTube Usage

“Have you used YouTube to watch music videos or listen to music...?”

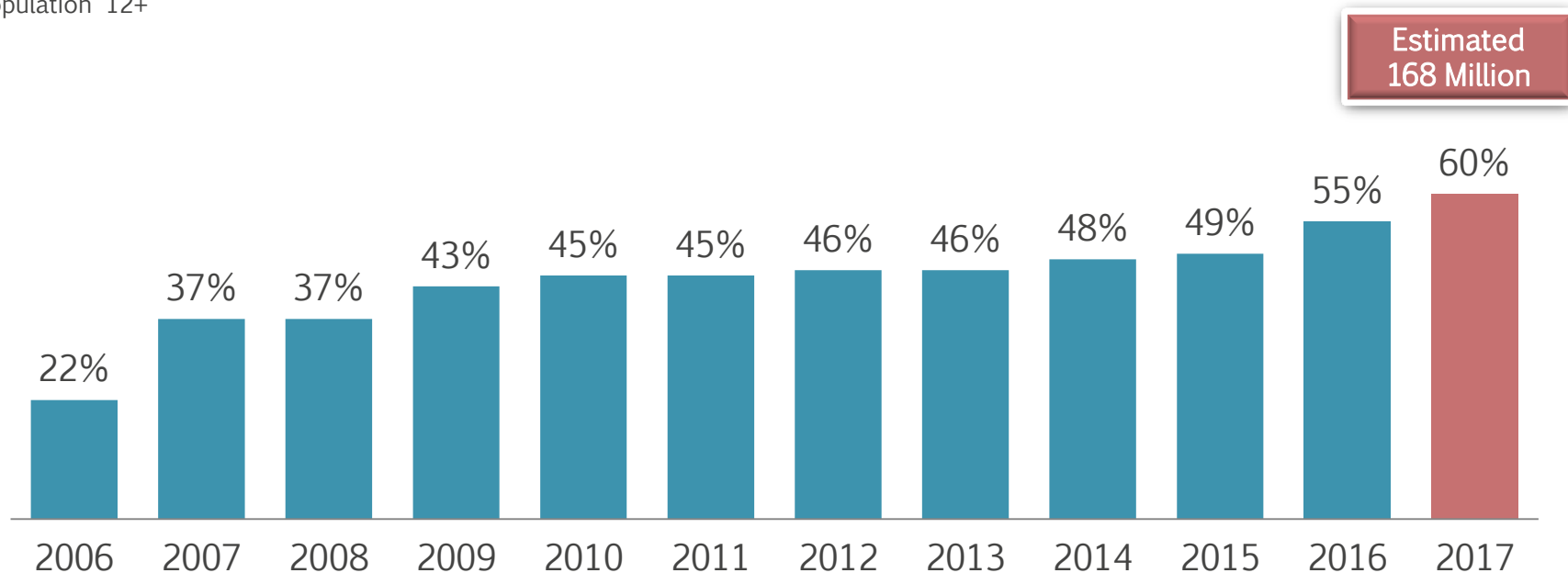




PODCASTING

Podcast Familiarity

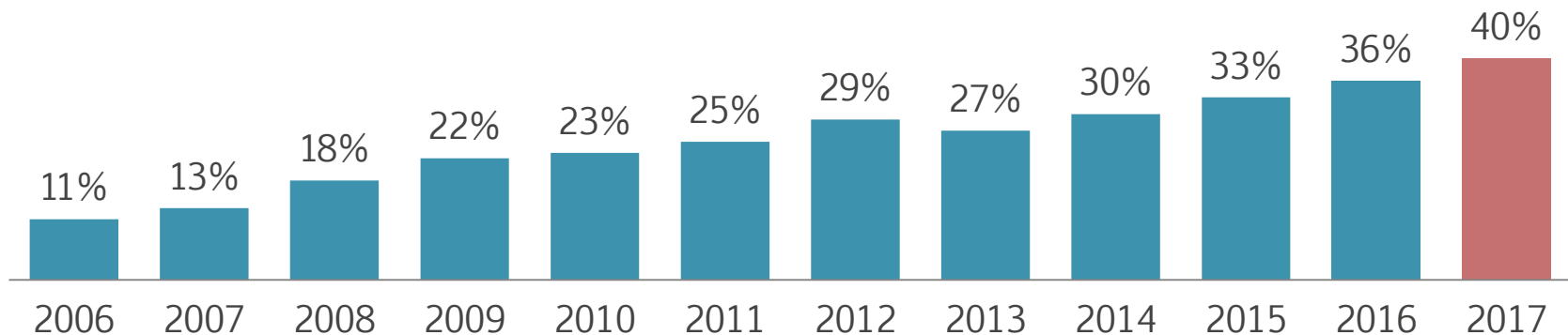
Total Population 12+



Podcast Listening

Total Population 12+

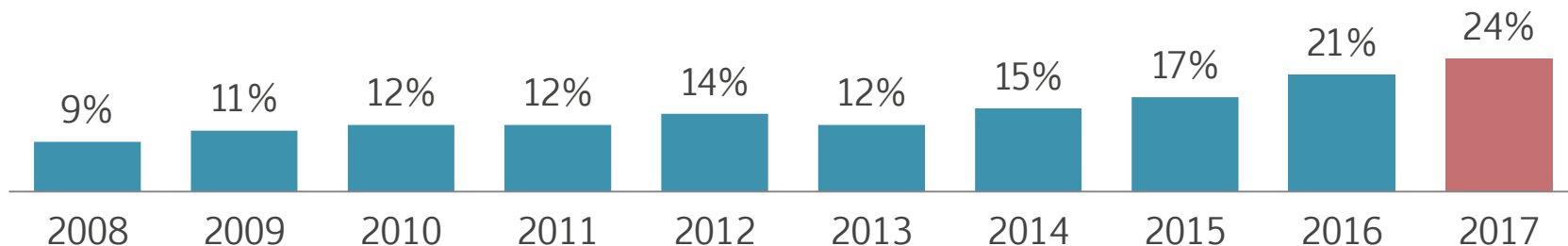
Estimated
112 Million



Monthly Podcast Listening

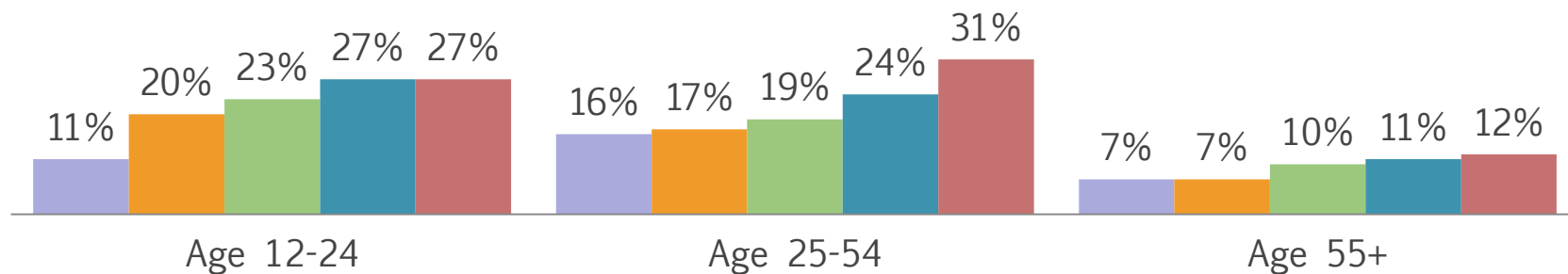
Total Population 12+

Estimated
67 Million



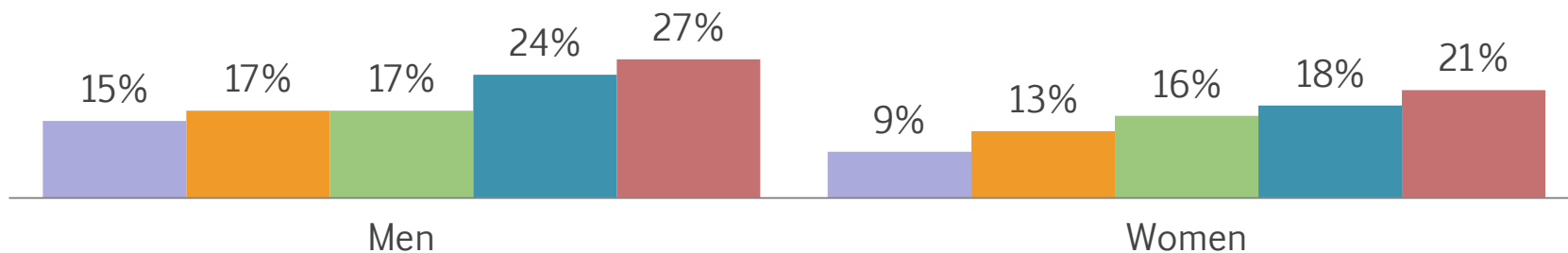
Monthly Podcast Listening

■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017



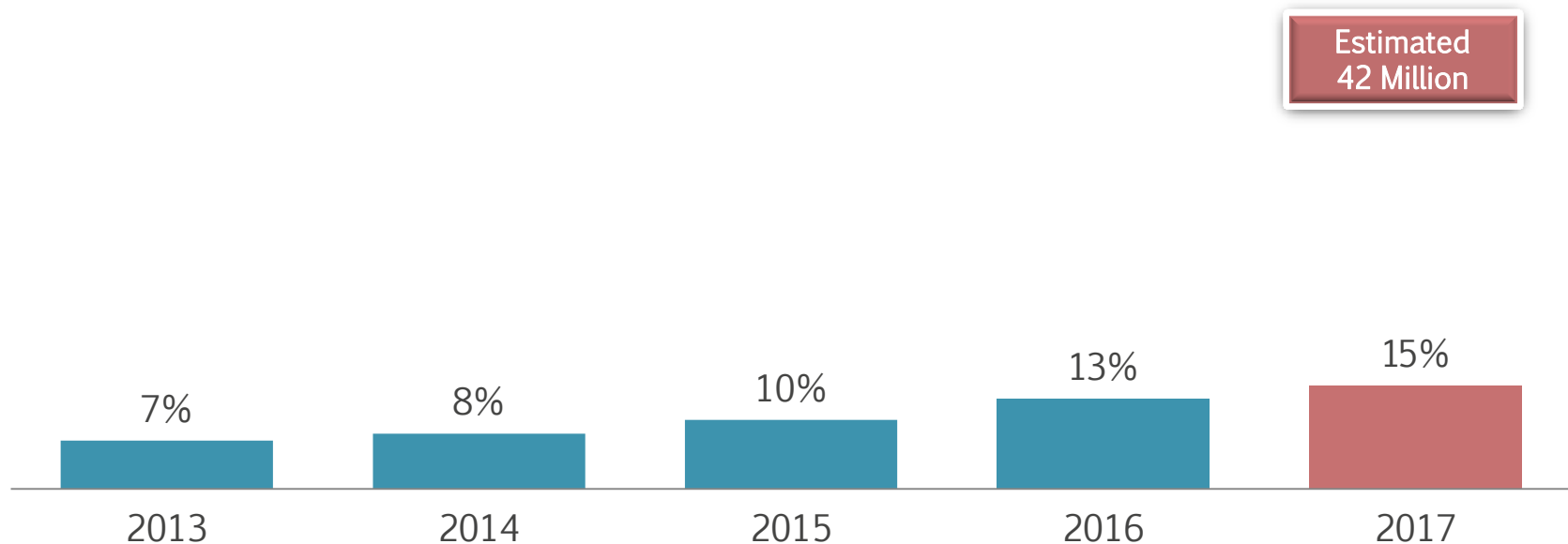
Monthly Podcast Listening

■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017



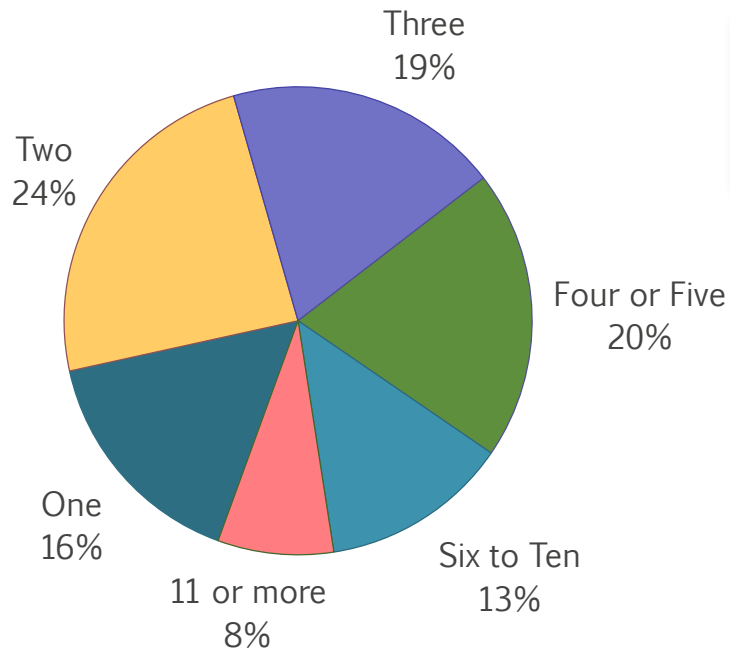
Weekly Podcast Listening

Total Population 12+



Number of Podcasts Listened to in Last Week

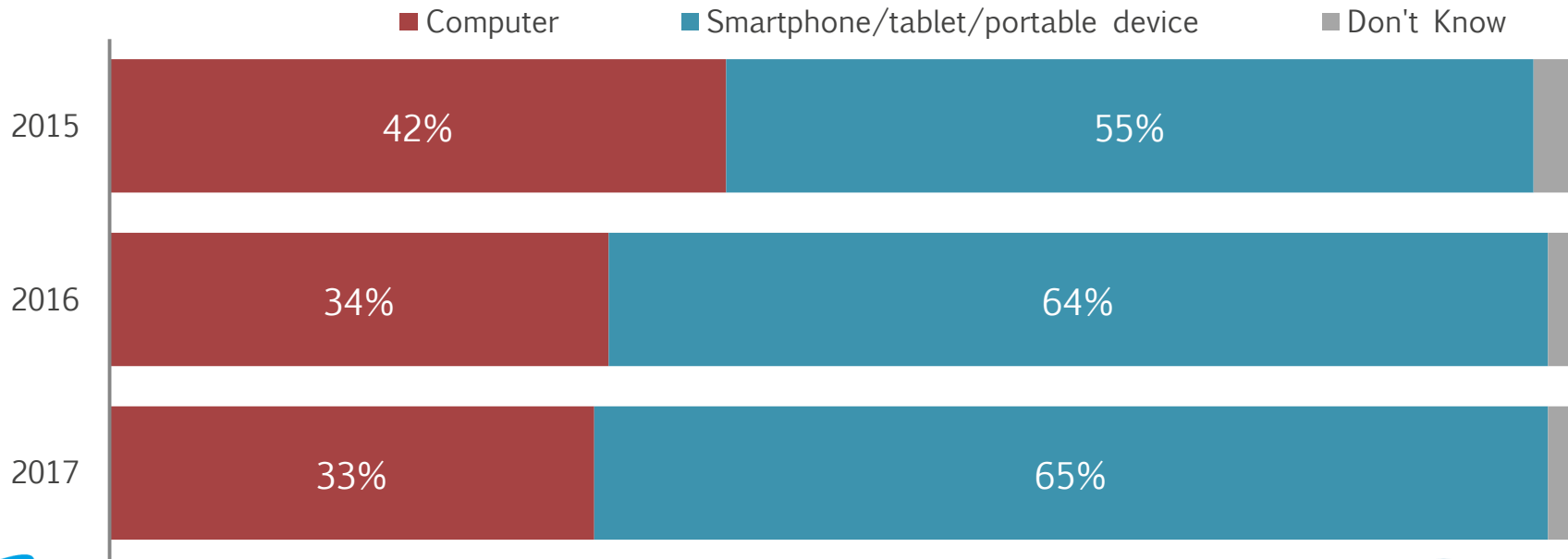
Base: Weekly Podcast Listeners



Average of five
podcasts listened
per week

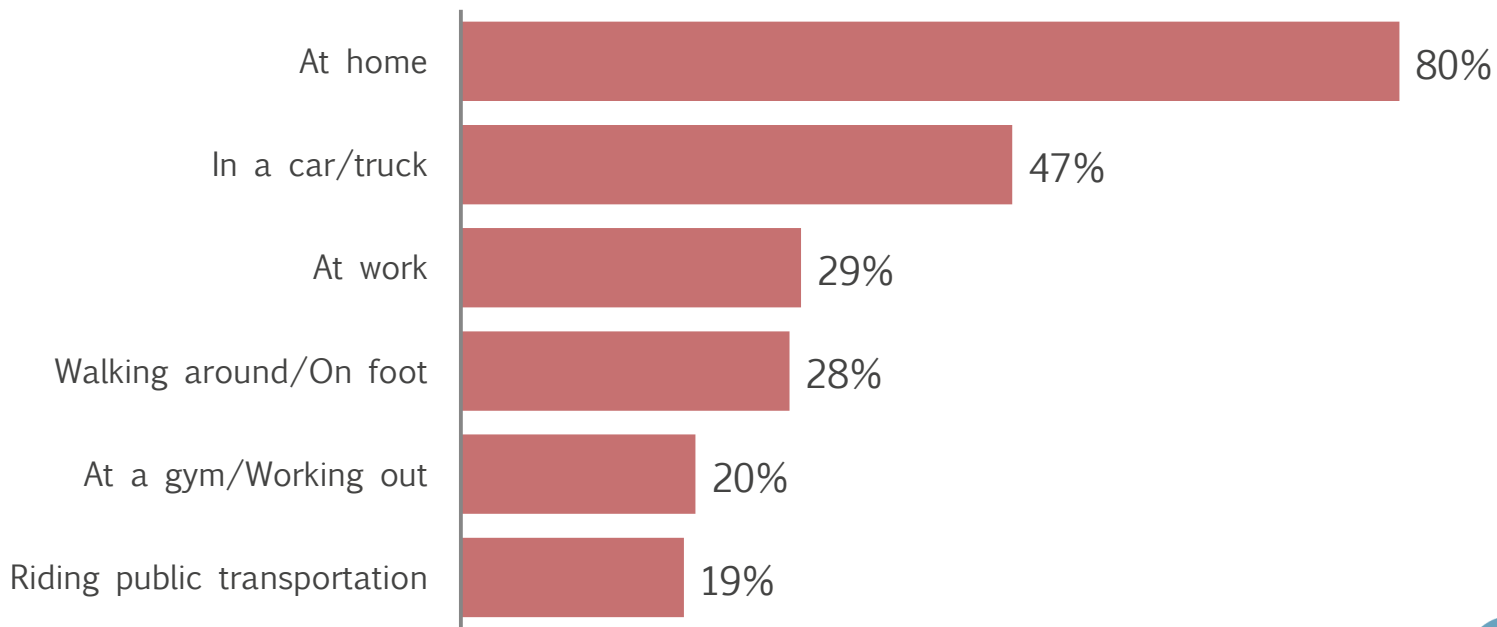
Device Used Most Often to Listen to Podcasts

Base: Ever Listened to a Podcast



Podcast Listening Locations

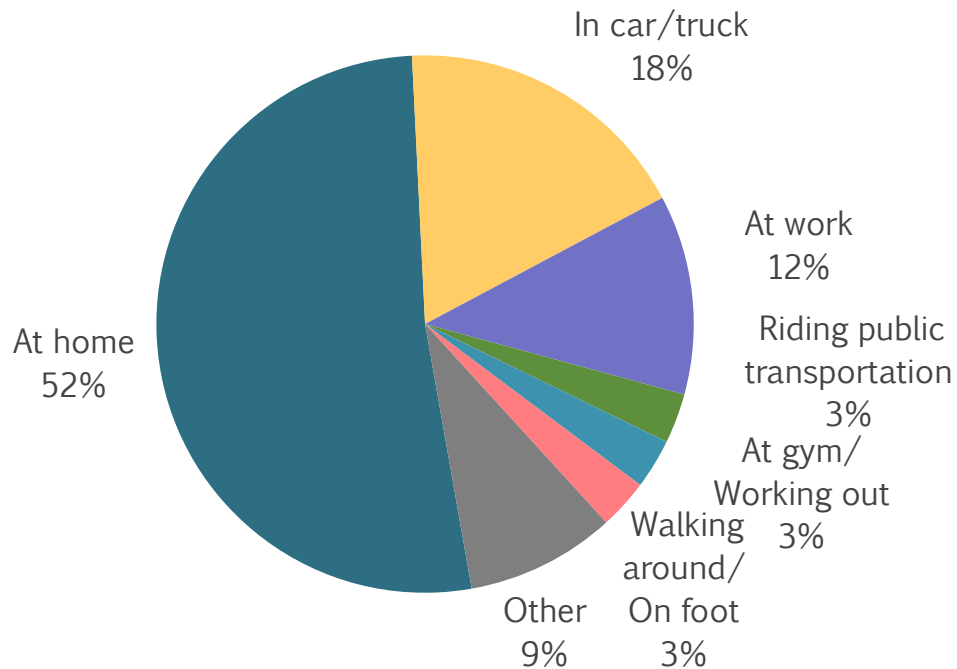
Base: Ever Listened to a Podcast



% ever listen to podcasts in location

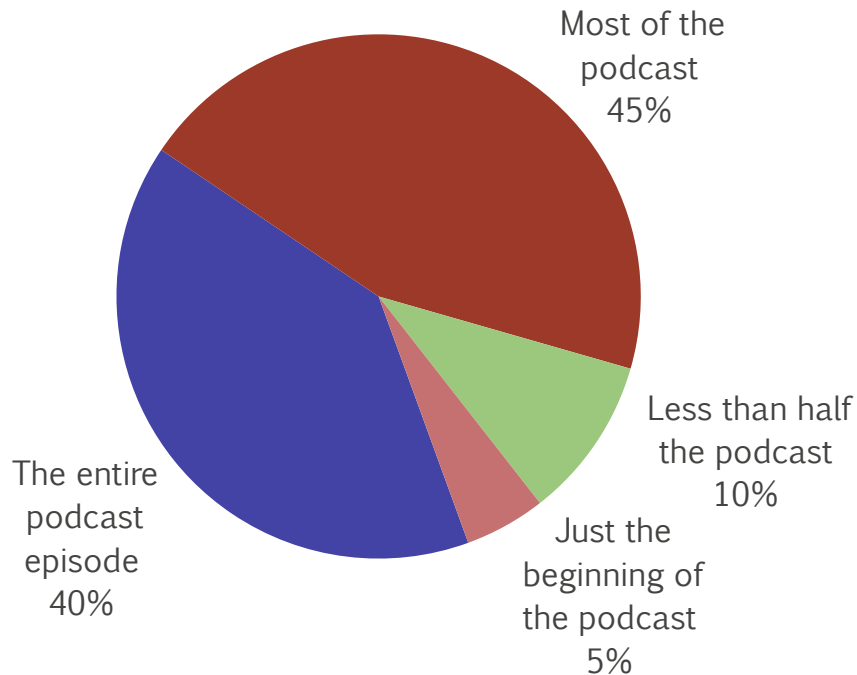
Location Listened to Most Often

Base: Ever Listened to a Podcast



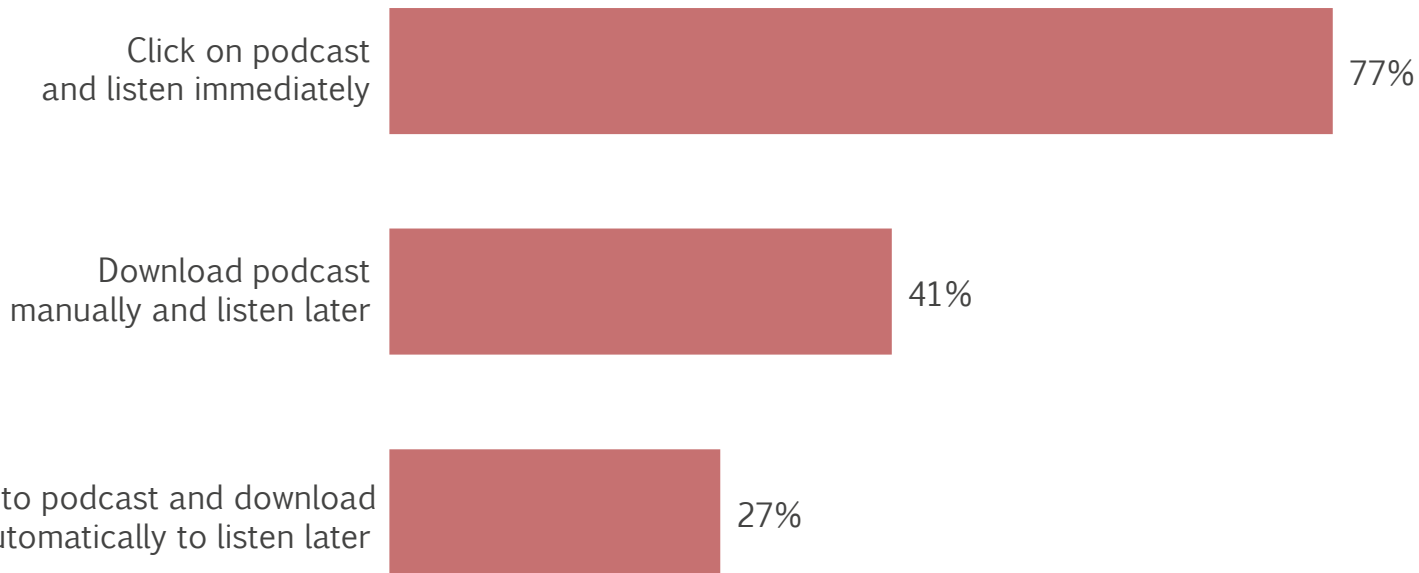
Podcasting Listening

Base: Ever Listened to a Podcast



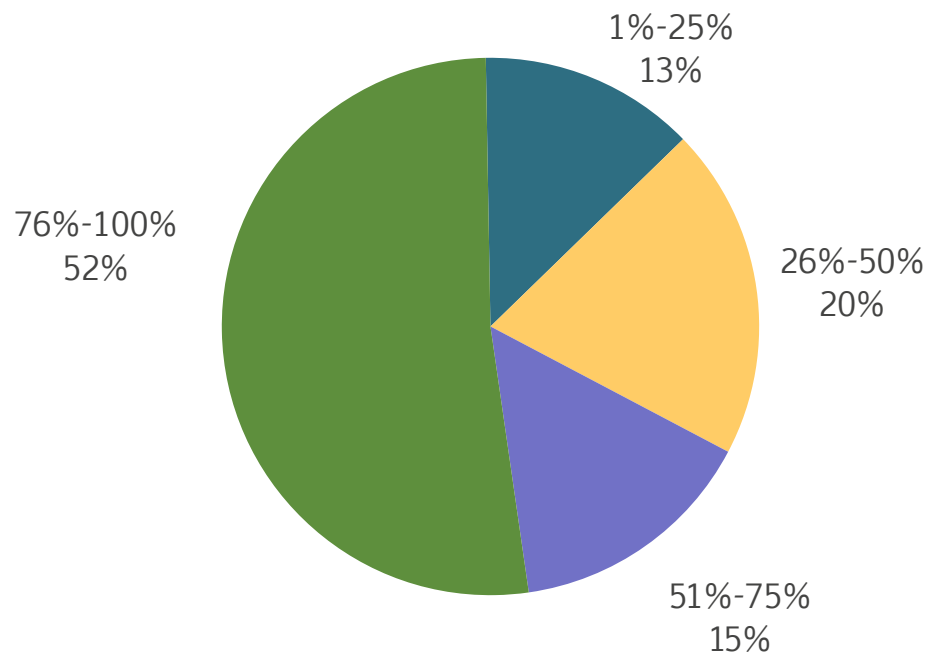
Method of Listening to Podcasts

Base: Ever Listened to a Podcast



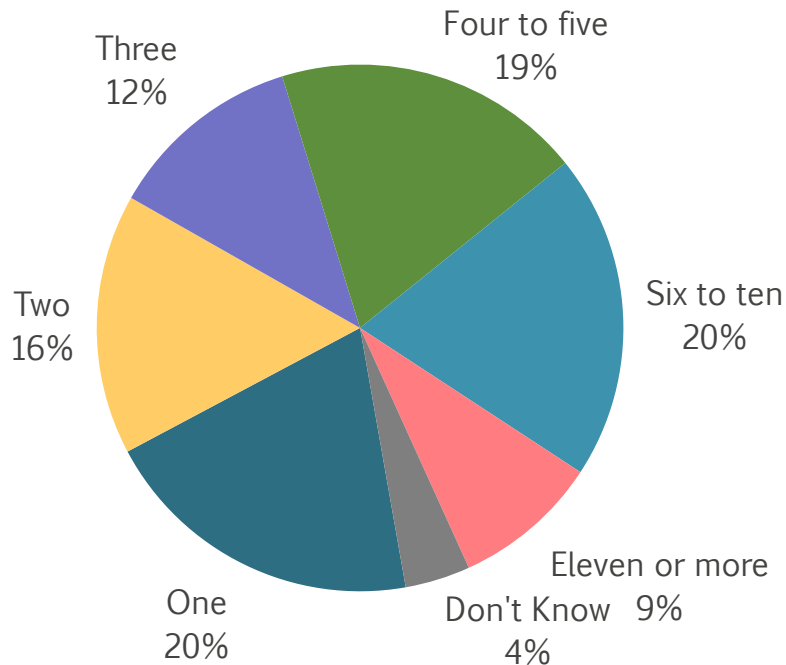
Percent of all podcasts downloaded and then listened to

Base: Have ever downloaded podcasts to listen at a later time



Number of Podcasts Subscribed to

Base: Have ever subscribed to podcasts



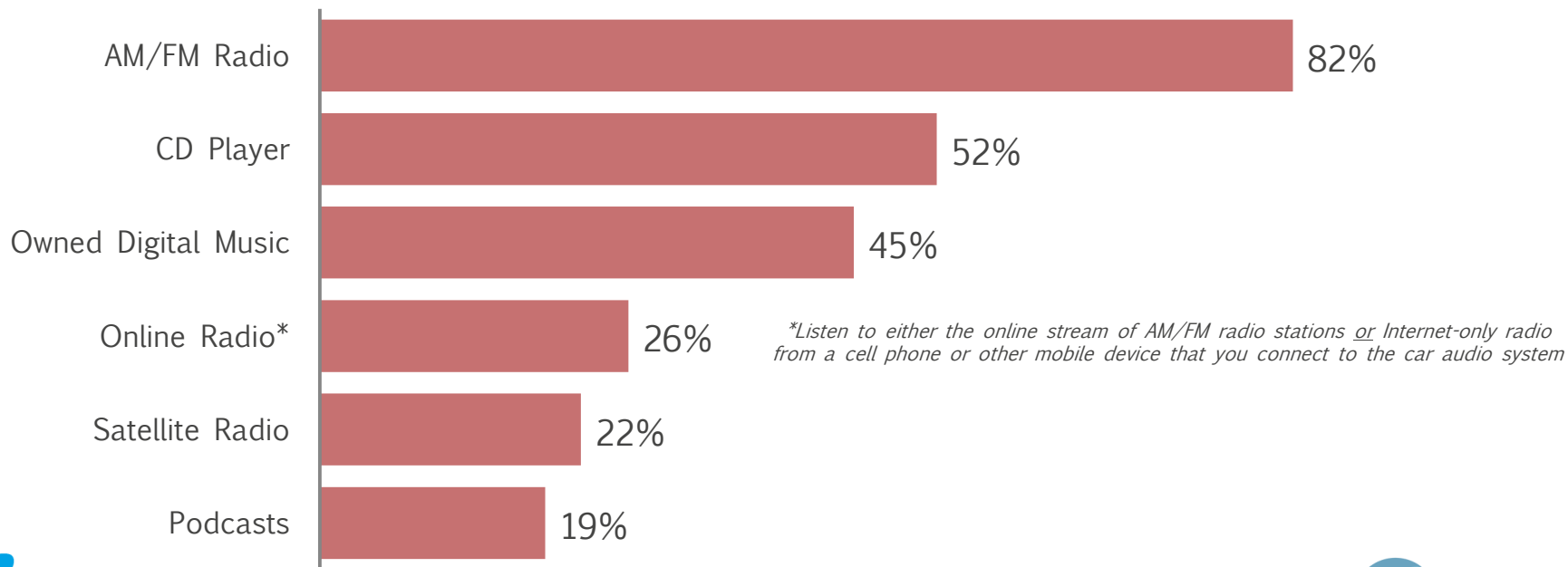
Average of six podcasts
subscribed to



IN-CAR MEDIA

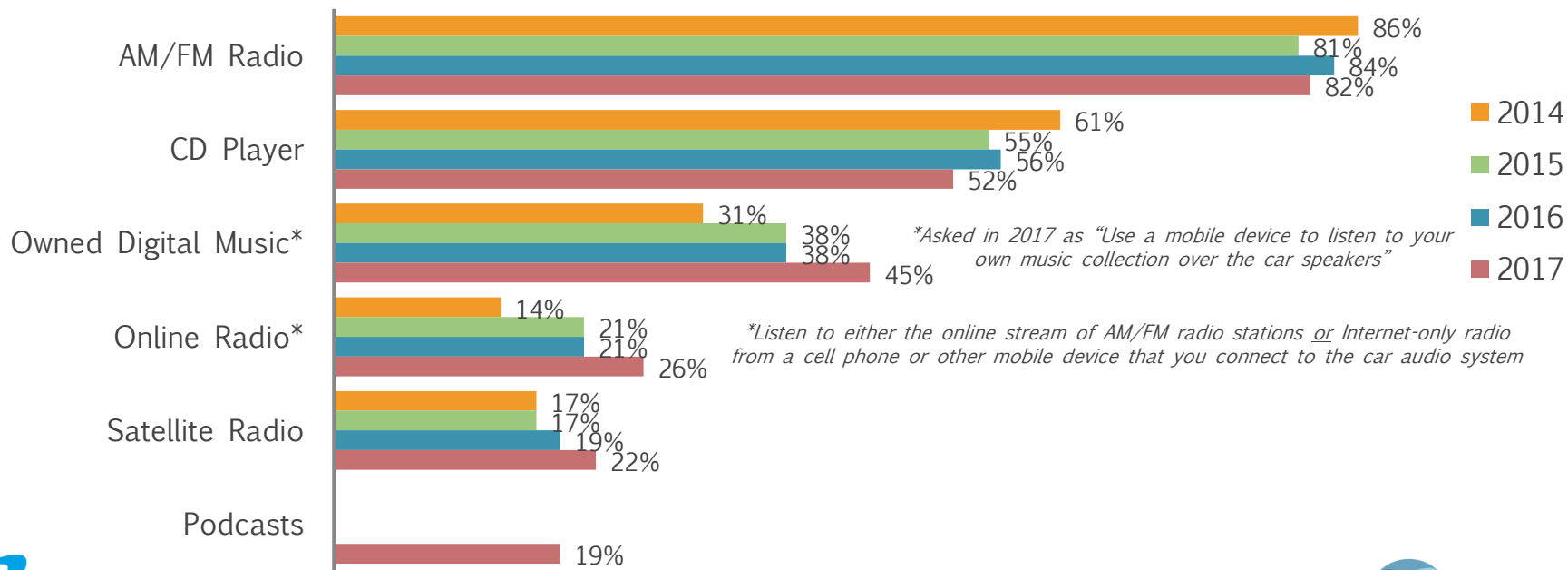
Audio Sources Used in Primary Car

Base: Age 18+ and has driven/ridden in car in last month



Audio Sources Used in Primary Car

Base: Age 18+ and has driven/ridden in car in last month

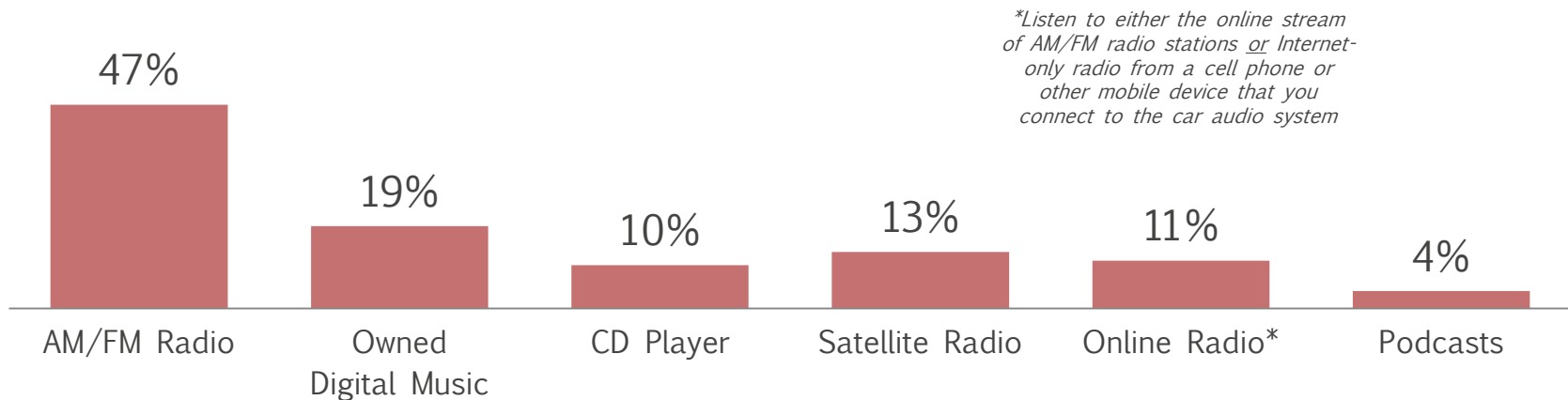




Audio Sources Used at Least 'Most of the Times' in Primary Car

"In your primary car, how often do you use...?"

Base: Age 18+ and has driven/ridden in car in last month

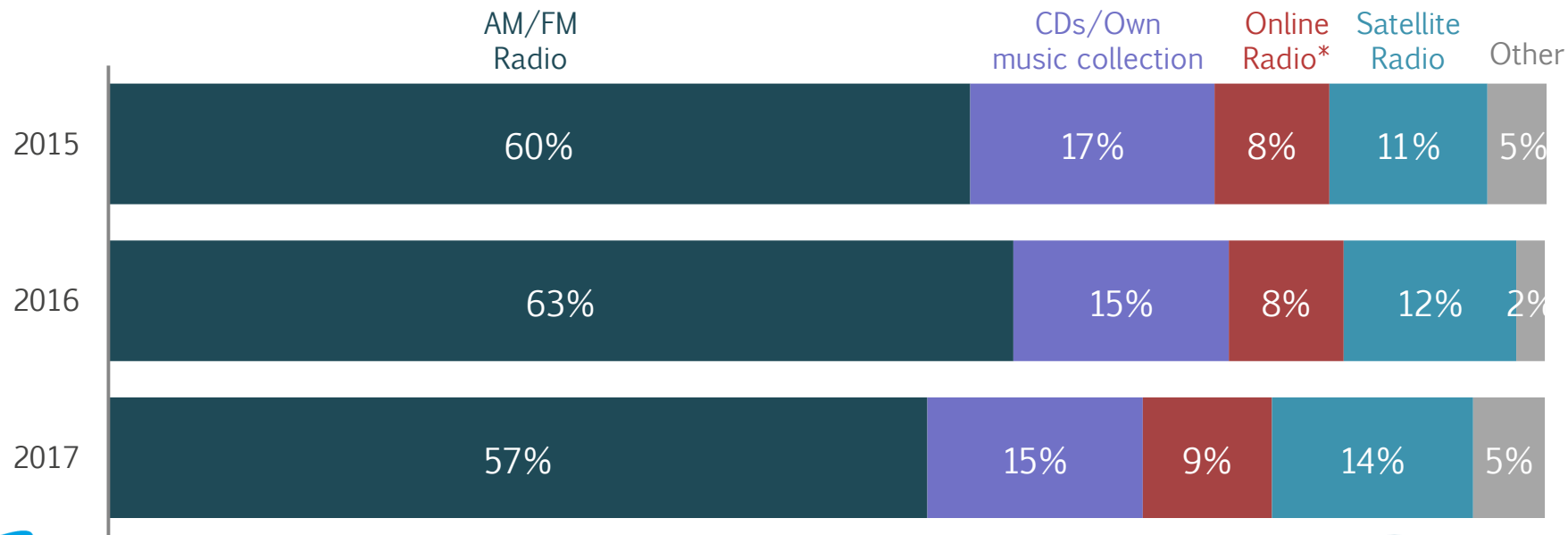


% using audio source "most" or "all" of the times in primary car



Audio Source Used Most Often in Primary Car

Base: Use any audio source in primary car



**Listen to either the online stream of AM/FM radio stations or Internet-only radio from a cell phone or other mobile device that you connect to the car audio system*

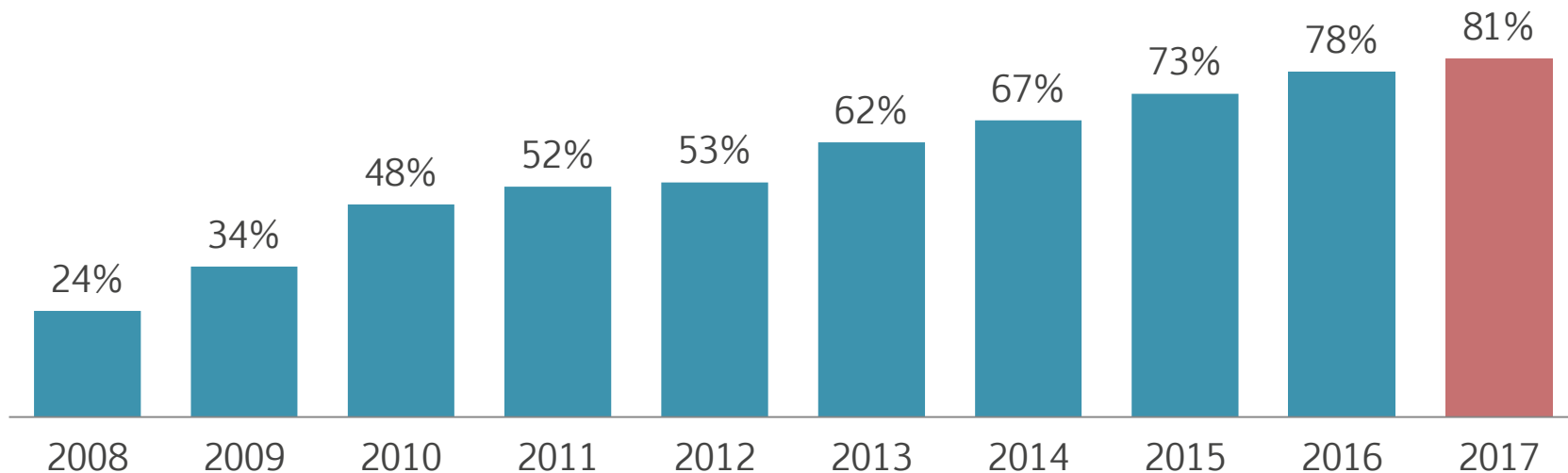


SOCIAL MEDIA

Social Media Usage

Total Population 12+

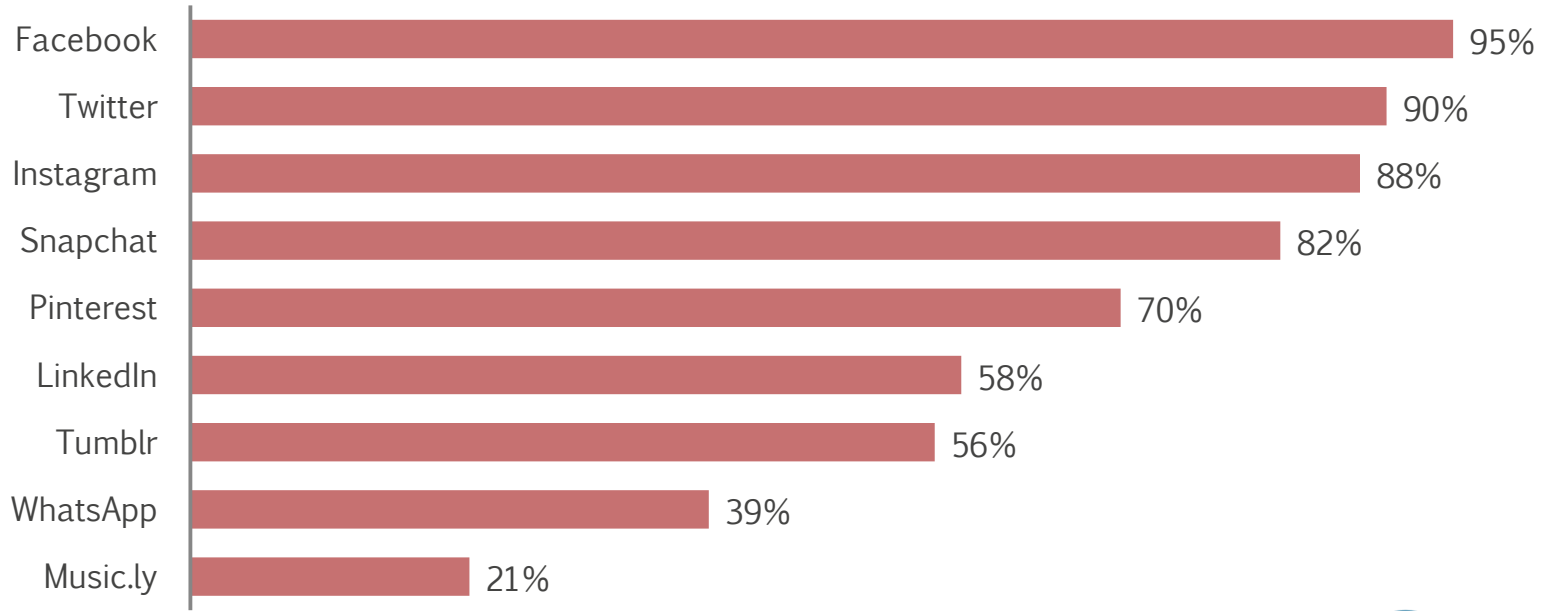
Estimated
226 Million



% currently use any social media

Social Media Brand Awareness

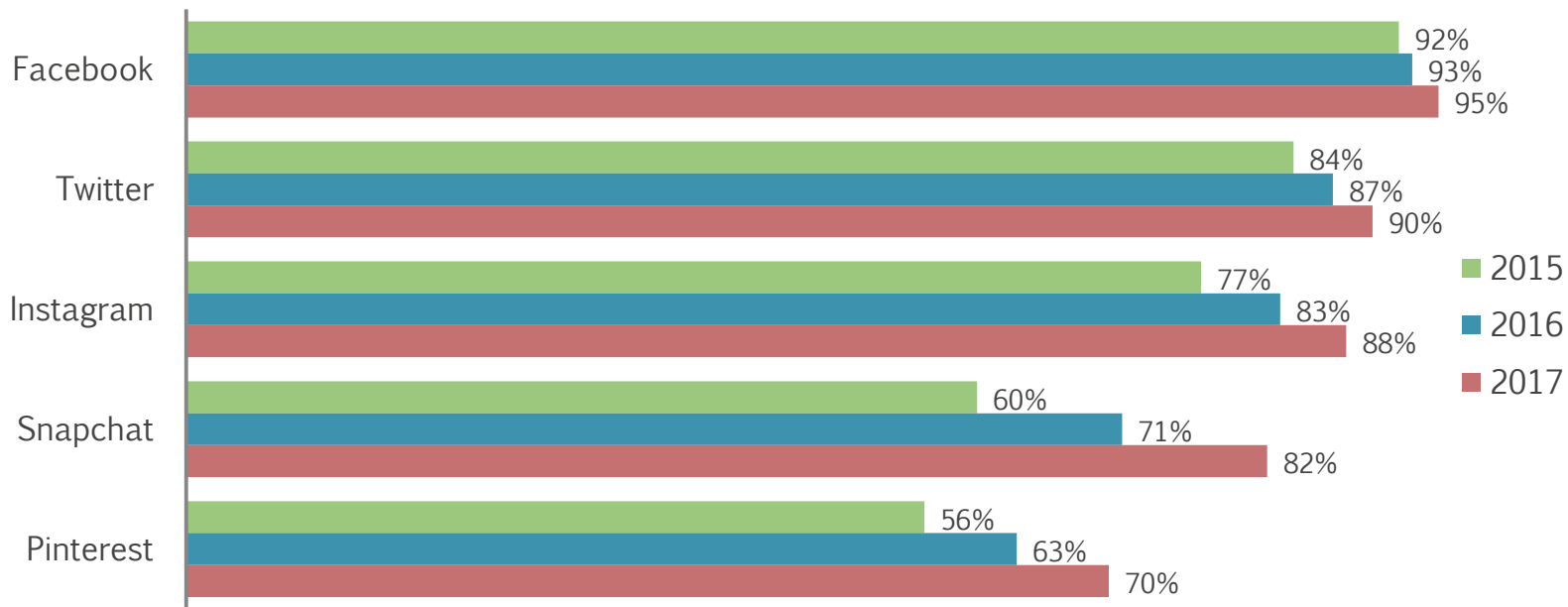
Total Population 12+



Social Media Brand Awareness

Total Population 12+

Page 1 of 2

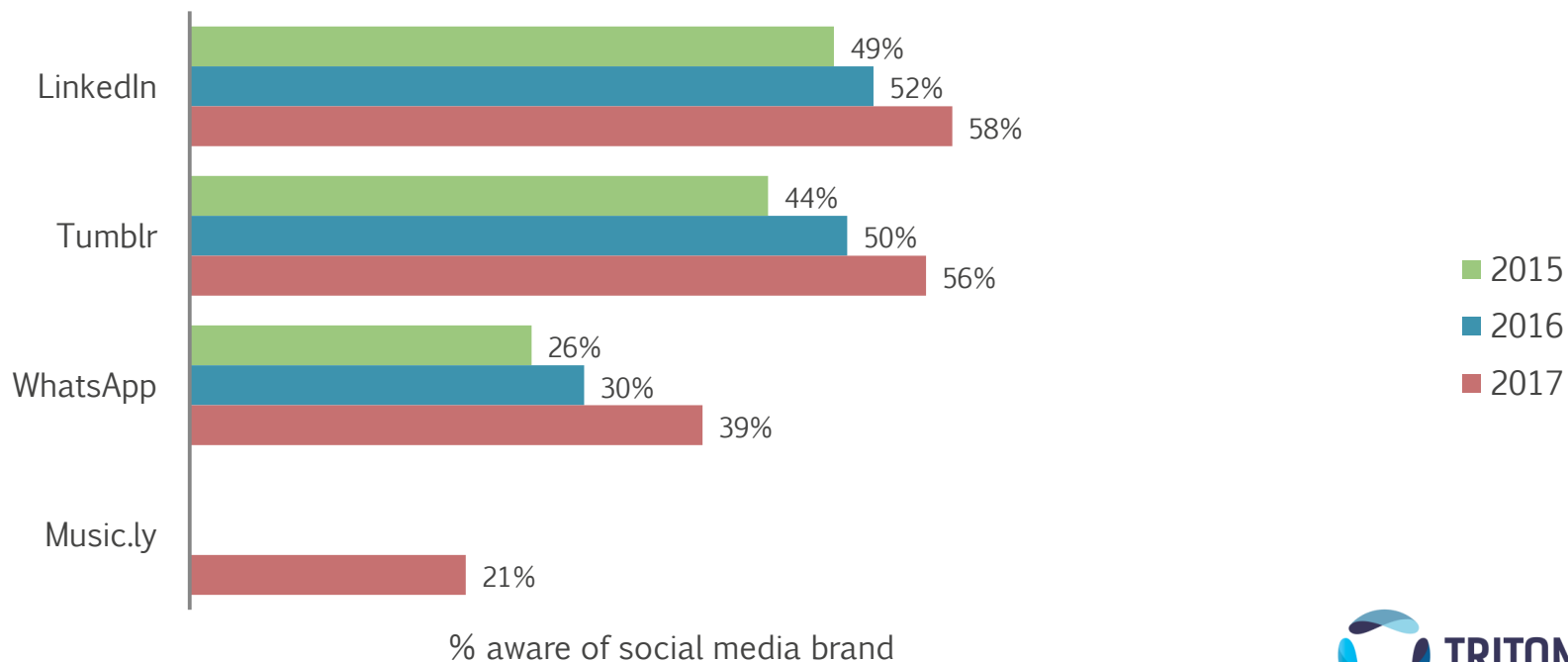


% aware of social media brand

Social Media Brand Awareness

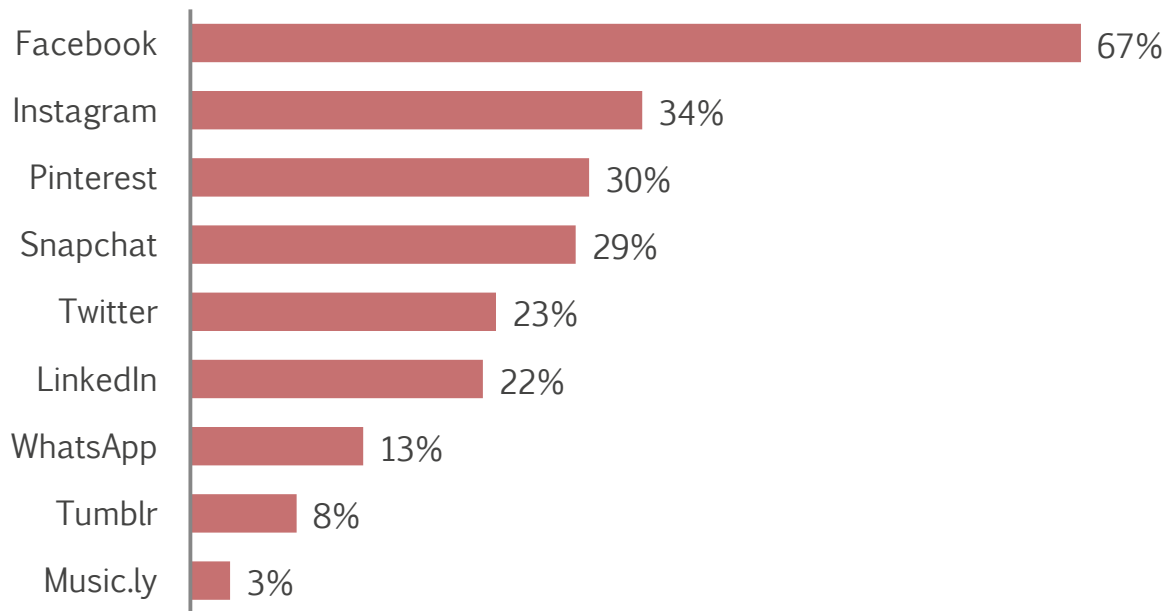
Total Population 12+

Page 2 of 2



Social Media Brand Usage

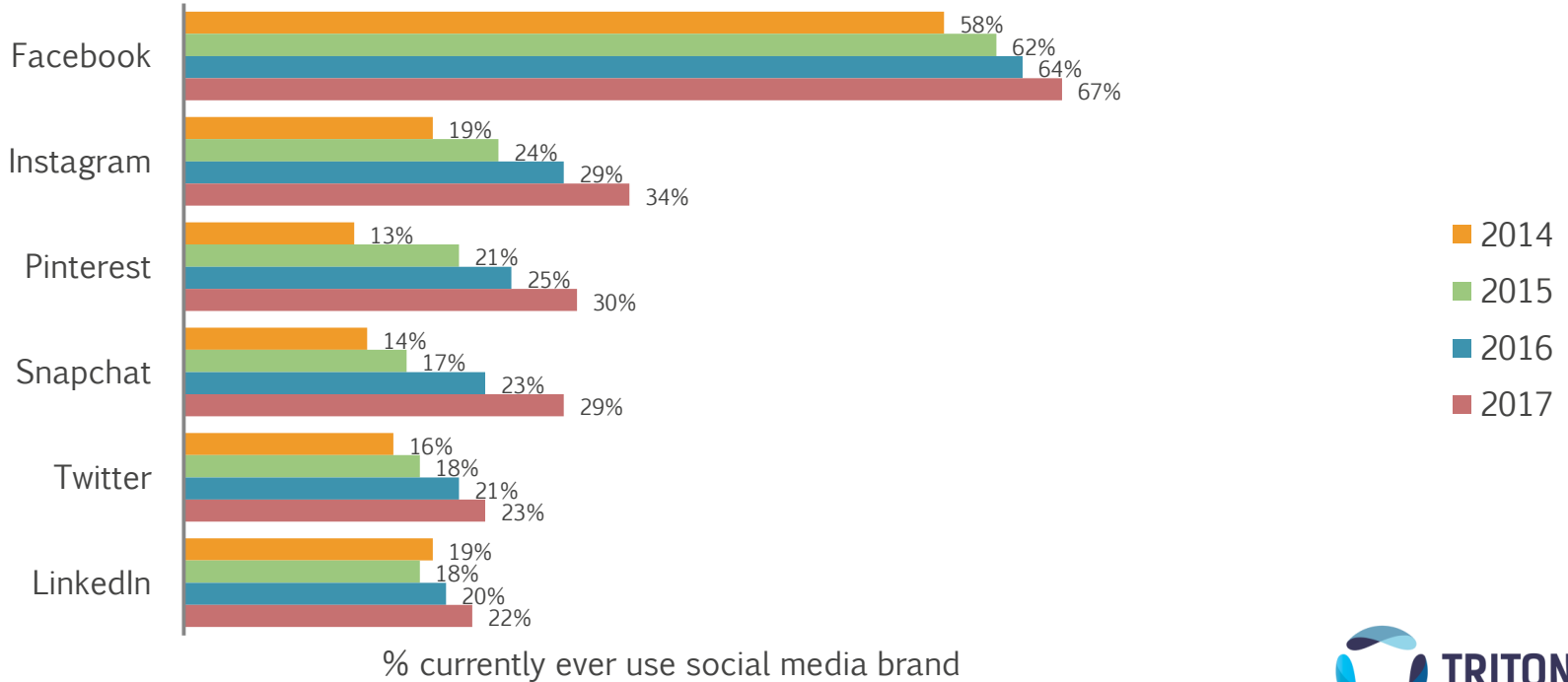
Total Population 12+



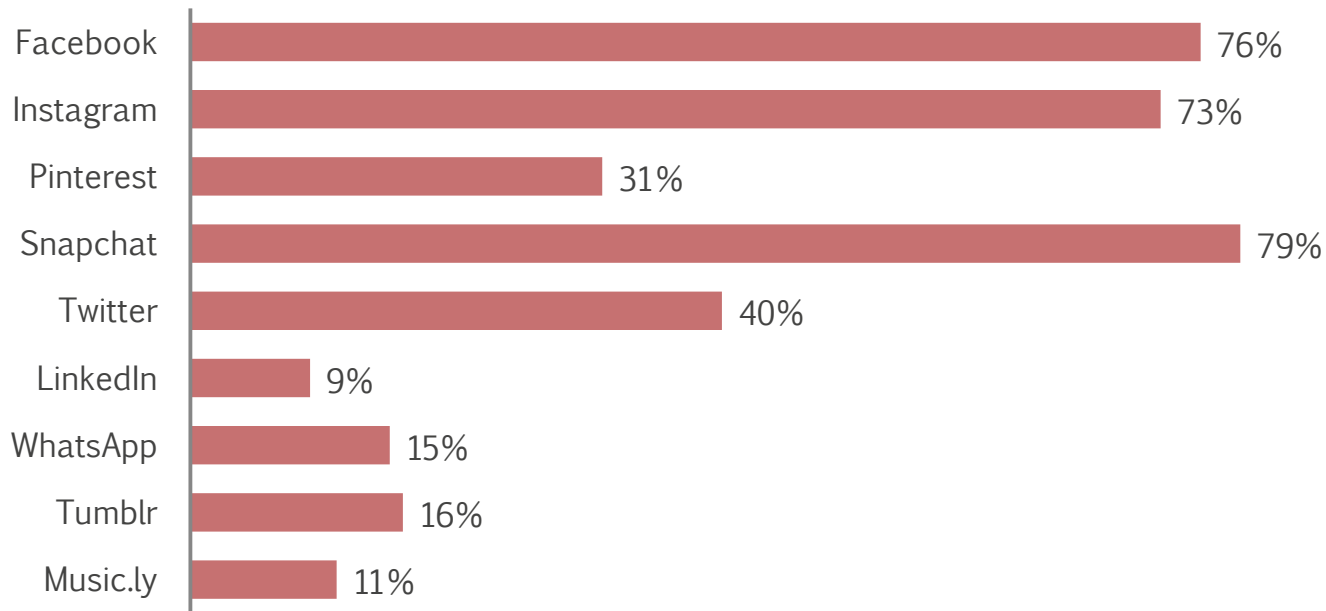
% currently ever use social media brand

Social Media Brand Usage

Total Population 12+



Social Media Brand Usage (Age 12-24)

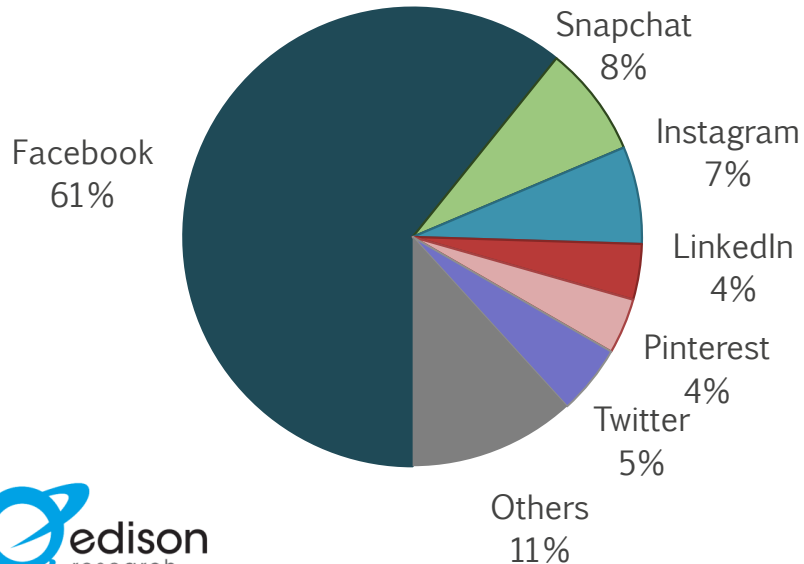


% currently ever use social media brand

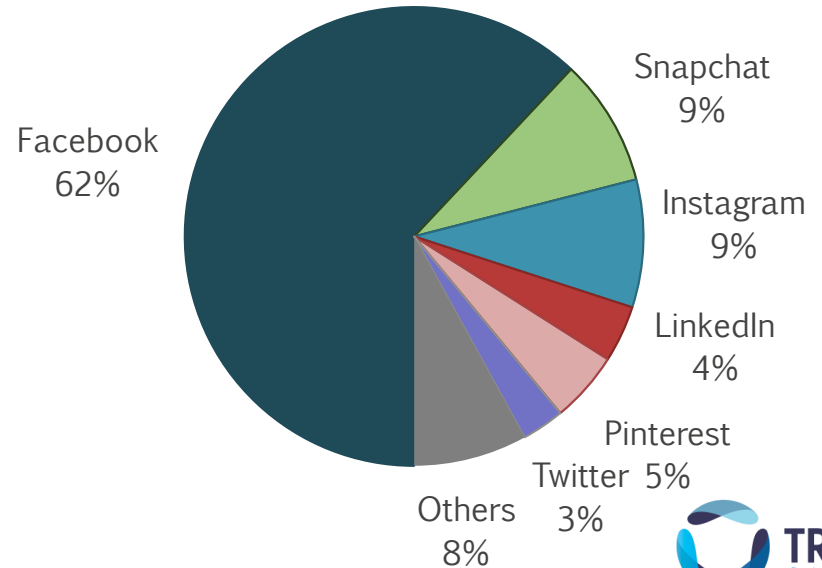
Social Media Brand Used Most Often

Base: Currently use any social networking brands

2016



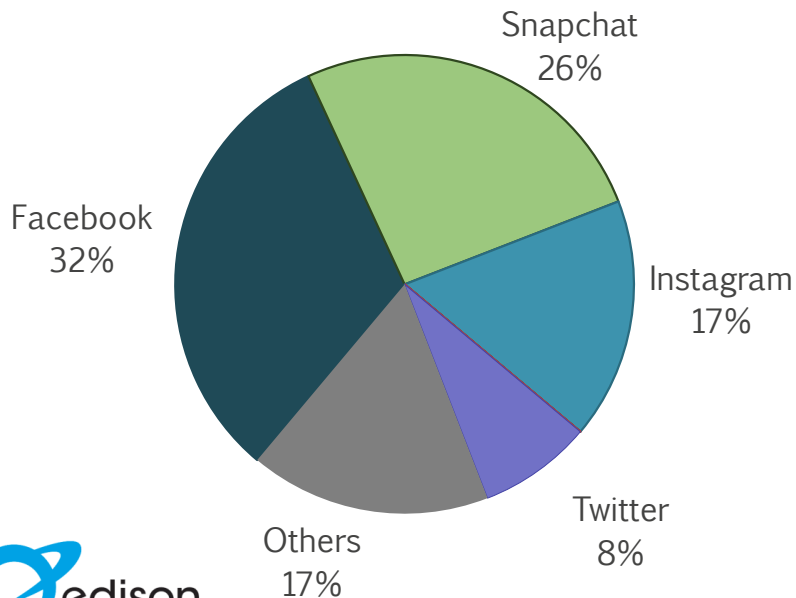
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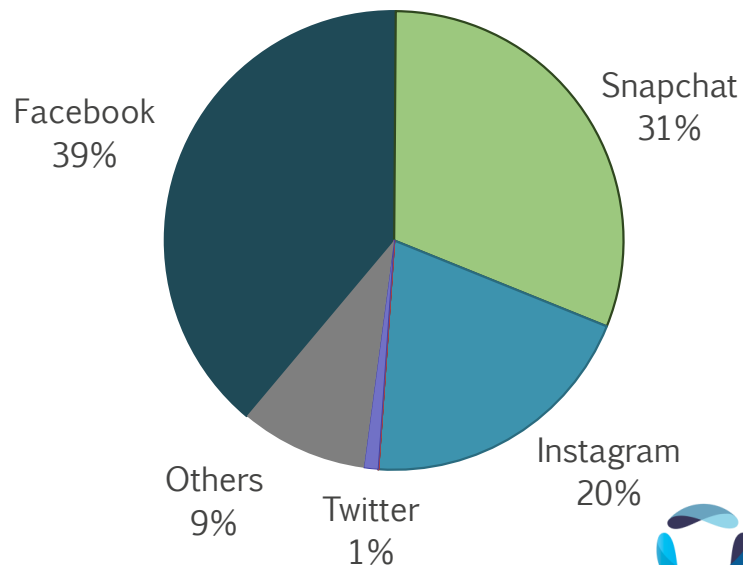
Social Media Brand Used Most Often (Age 12-24)

Base: Currently use any social networking brands

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