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+

% owning a smartphone

- 2009: 10%
- 2010: 14%
- 2011: 31%
- 2012: 44%
- 2013: 53%
- 2014: 61%
- 2015: 71%
- 2016: 76%
- 2017: 81%

Estimated 226 Million
Smartphone Ownership

<table>
<thead>
<tr>
<th>Age</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-24</td>
<td>68%</td>
<td>78%</td>
<td>86%</td>
<td>93%</td>
<td>95%</td>
</tr>
<tr>
<td>25-54</td>
<td>64%</td>
<td>68%</td>
<td>81%</td>
<td>84%</td>
<td>89%</td>
</tr>
<tr>
<td>55+</td>
<td>25%</td>
<td>36%</td>
<td>45%</td>
<td>51%</td>
<td>60%</td>
</tr>
</tbody>
</table>

% owning a smartphone
Tablet Ownership

Total Population 12+

<table>
<thead>
<tr>
<th>Year</th>
<th>% owning a tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>29%</td>
</tr>
<tr>
<td>2014</td>
<td>39%</td>
</tr>
<tr>
<td>2015</td>
<td>49%</td>
</tr>
<tr>
<td>2016</td>
<td>51%</td>
</tr>
<tr>
<td>2017</td>
<td>53%</td>
</tr>
</tbody>
</table>

Estimated 148 Million

The Infinite Dial  © 2017 Edison Research and Triton Digital
Total Population 12+

% owning an Internet-connected TV

- 2014: 51%
- 2015: 58%
- 2016: 60%
- 2017: 64%

Estimated 179 Million
On-Demand Video Service Subscription

Total Population 12+

Netflix
- 2016: 43%
- 2017: 50%

Amazon Prime
- 2016: 22%
- 2017: 29%

Hulu
- 2016: 9%
- 2017: 14%

Subscription to any of the above
- 2016: 51%
- 2017: 58%

% having a subscription
Used On-Demand Video Service in Last Week

Total Population 12+

- Netflix: 45%
- Amazon Prime Instant Video: 13%
- Hulu: 10%
- Used any of the above in the last week: 48%

% using service in last week
Smart Speaker Awareness

Total Population 12+

Amazon Alexa* 57%
Google Home 45%
Aware of either Amazon Alexa or Google Home 63%

*Asked as “Amazon Echo or Amazon Dot, which uses the Alexa voice service”
Total Population 12+

- Amazon Alexa* 5%
- Google Home 2%
- Own either Amazon Alexa or Google Home 7%

*Asked as “Amazon Echo or Amazon Dot, which uses the Alexa voice service”
Monthly Online Radio Listening

Total Population 12+

% 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

Estimated 170 Million
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+

% 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

Estimated 140 Million

The Infinite Dial  © 2017 Edison Research and Triton Digital
Weekly Online Radio Listening

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours:Minutes</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6:13</td>
<td>33M</td>
</tr>
<tr>
<td>2009</td>
<td>6:31</td>
<td>43M</td>
</tr>
<tr>
<td>2010</td>
<td>8:02</td>
<td>44M</td>
</tr>
<tr>
<td>2011</td>
<td>9:17</td>
<td>57M</td>
</tr>
<tr>
<td>2012</td>
<td>9:46</td>
<td>76M</td>
</tr>
<tr>
<td>2013</td>
<td>11:56</td>
<td>87M</td>
</tr>
<tr>
<td>2014</td>
<td>13:19</td>
<td>95M</td>
</tr>
<tr>
<td>2015</td>
<td>12:53</td>
<td>119M</td>
</tr>
<tr>
<td>2016</td>
<td>12:08</td>
<td>136M</td>
</tr>
<tr>
<td>2017</td>
<td>14:39</td>
<td>140M</td>
</tr>
</tbody>
</table>

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

Total Population 12+

- Pandora: 86%
- iHeartRadio: 71%
- Spotify: 62%
- Apple Music*: 60%
- Amazon Music: 60%
- Google Play All Access: 50%
- Napster**: 47%
- SoundCloud: 38%
- NPROne: 20%
- Radio.com: 19%
- Slacker: 19%
- TuneIn Radio: 18%
- NextRadio: 16%
- Tidal: 11%
- 8Tracks: 9%
- Stitcher: 8%
- AccuRadio: 7%
- Deezer: 6%

*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+

- Pandora: 32%
- Spotify: 18%
- iHeartRadio: 13%
- SoundCloud: 11%
- Apple Music*: 8%
- Amazon Music: 6%
- Google Play All Access: 6%
- NPROne: 3%
- TuneIn Radio: 3%

*Asked as “Apple Music, the paid music subscription from Apple”

Brands lower than 3% Age 12+ not shown
Listened in the last month to...

Total Population 12+

- **Pandora**: 27% (2013), 31% (2014), 34% (2015), 32% (2016), 32% (2017)
- **Spotify**: 4% (2013), 6% (2014), 10% (2015), 13% (2016), 18% (2017)
- **iHeartRadio**: 8% (2013), 9% (2014), 11% (2015), 12% (2016), 13% (2017)
- **Apple Music***: 8% (2013), 11% (2014), 12% (2015), 12% (2016), 12% (2017)

*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 the last month to...
(Age 12-24)

<table>
<thead>
<tr>
<th>Service</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>7%</td>
<td>16%</td>
<td>23%</td>
<td>30%</td>
<td>45%</td>
</tr>
<tr>
<td>Spotify</td>
<td>49%</td>
<td>55%</td>
<td>54%</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Apple Music*</td>
<td>17%</td>
<td>20%</td>
<td>22%</td>
<td>19%</td>
<td></td>
</tr>
</tbody>
</table>

*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 the last month to... (Age 25-54)

<table>
<thead>
<tr>
<th>Service</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>30%</td>
<td>33%</td>
<td>39%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Spotify</td>
<td>5%</td>
<td>9%</td>
<td>12%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>10%</td>
<td>11%</td>
<td>13%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Apple Music*</td>
<td>7%</td>
<td>12%</td>
<td>15%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

*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 the last week to...

Total Population 12+

<table>
<thead>
<tr>
<th>Service</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>20%</td>
<td>22%</td>
<td>27%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>Spotify</td>
<td>3%</td>
<td>4%</td>
<td>7%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Apple Music*</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

*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 the last week to...
(Age 12-24)

- **Pandora**
  - 2013: 6%
  - 2014: 11%
  - 2015: 17%
  - 2016: 30%
  - 2017: 39%

- **Spotify**
  - 2013: 6%
  - 2014: 11%
  - 2015: 17%
  - 2016: 25%
  - 2017: 33%

- **iHeartRadio**
  - 2013: 6%
  - 2014: 6%
  - 2015: 8%
  - 2016: 9%
  - 2017: 12%

- **Apple Music**
  - 2013: 6%
  - 2014: 13%
  - 2015: 13%
  - 2016: 17%
  - 2017: 18%

*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 the last week to…
(Age 25-54)

- **Pandora**
  - 2013: 3%
  - 2014: 3%
  - 2015: 7%
  - 2016: 9%
  - 2017: 21%

- **Spotify**
  - 2013: 3%
  - 2014: 7%
  - 2015: 6%
  - 2016: 9%
  - 2017: 14%

- **iHeartRadio**
  - 2013: 6%
  - 2014: 6%
  - 2015: 8%
  - 2016: 10%
  - 2017: 6%

- **Apple Music**
  - 2013: 2%
  - 2014: 4%
  - 2015: 7%
  - 2016: 8%
  - 2017: 8%

*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”*
### Audio Brand Used Most Often

<table>
<thead>
<tr>
<th>Year</th>
<th>Pandora</th>
<th>Spotify</th>
<th>Apple Music*</th>
<th>iHeartRadio</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>54%</td>
<td>10%</td>
<td>8%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>2016</td>
<td>48%</td>
<td>14%</td>
<td>10%</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td>2017</td>
<td>40%</td>
<td>21%</td>
<td>6%</td>
<td>10%</td>
<td>23%</td>
</tr>
</tbody>
</table>

*2015: Asked as "iTunes Radio"

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

Base: Currently ever use any audio brand
MUSIC DISCOVERY
Importance of Keeping Up-To-Date with Music

Total Population 12+
- Very Important: 14%
- Somewhat Important: 35%
- Not at all Important: 51%

Age 12-24
- Very Important: 26%
- Somewhat Important: 44%
- Not at all Important: 30%
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

<table>
<thead>
<tr>
<th>Source</th>
<th>% Using Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/Family</td>
<td>68%</td>
</tr>
<tr>
<td>YouTube</td>
<td>64%</td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>63%</td>
</tr>
<tr>
<td>Pandora</td>
<td>48%</td>
</tr>
<tr>
<td>Facebook</td>
<td>41%</td>
</tr>
<tr>
<td>Spotify</td>
<td>33%</td>
</tr>
<tr>
<td>Apple iTunes</td>
<td>30%</td>
</tr>
<tr>
<td>Music television channels</td>
<td>28%</td>
</tr>
<tr>
<td>Information or displays at a local store</td>
<td>26%</td>
</tr>
<tr>
<td>SiriusXM satellite radio</td>
<td>25%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>23%</td>
</tr>
<tr>
<td>Blogs about music</td>
<td>15%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Source</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/Family</td>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>YouTube</td>
<td>64%</td>
<td>66%</td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>Pandora</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>Facebook</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td>Spotify</td>
<td>25%</td>
<td>33%</td>
</tr>
</tbody>
</table>

% using source
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

- Friends/Family: 77%
- YouTube: 80%
- AM/FM Radio: 50%
- Pandora: 53%
- Facebook: 42%
- Spotify: 59%
- Apple iTunes: 38%
- Music television channels: 22%
- Information or displays at a local store: 23%
- SiriusXM satellite radio: 23%
- iHeartRadio: 25%
- Blogs about music: 19%
**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.

### 2016
- AM/FM Radio: 28%
- Friends/Family: 23%
- YouTube: 14%
- Pandora: 7%
- SiriusXM: 4%
- Facebook: 3%
- Spotify: 4%
- Others: 17%

### 2017
- AM/FM Radio: 19%
- Friends/Family: 22%
- YouTube: 15%
- Pandora: 9%
- SiriusXM: 5%
- Facebook: 3%
- Spotify: 4%
- Others: 17%
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

**2016**
- YouTube: 22%
- Friends/Family: 32%
- Pandora: 9%
- SiriusXM: 1%
- Facebook: 4%
- Others: 14%
- AM/FM Radio: 9%

**2017**
- YouTube: 19%
- Friends/Family: 25%
- Pandora: 9%
- SiriusXM: 1%
- Facebook: 3%
- Spofity: 20%
- AM/FM Radio: 8%
- Others: 15%

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YouTube Usage

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

- **Total Population 12+**
  - Ever: 68%
  - In the Last Month: 57%
  - In the Last Week: 43%

- **Age 12-24**
  - Ever: 91%
  - In the Last Month: 84%
  - In the Last Week: 74%

- **Age 25-54**
  - Ever: 78%
  - In the Last Month: 66%
  - In the Last Week: 48%
Podcast Familiarity

Total Population 12+

% familiar with the term podcasting

2006: 22%
2007: 37%
2008: 37%
2009: 43%
2010: 45%
2011: 45%
2012: 46%
2013: 46%
2014: 48%
2015: 49%
2016: 55%
2017: 60%

Estimated 168 Million
Podcast Listening

Total Population 12+

% ever listening to a podcast

2006: 11%
2007: 13%
2008: 18%
2009: 22%
2010: 23%
2011: 25%
2012: 29%
2013: 27%
2014: 30%
2015: 33%
2016: 36%
2017: 40%

Estimated 112 Million
Monthly Podcast Listening

Total Population 12+

% listening to a podcast in last month

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9%</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
<td>12%</td>
<td>15%</td>
<td>17%</td>
<td>21%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Estimated 67 Million
Monthly Podcast Listening

% listening to a podcast in last month

- **Age 55+**: 7% (2013), 7% (2014), 10% (2015), 11% (2016), 12% (2017)
Monthly Podcast Listening

% listening to a podcast in last month
Weekly Podcast Listening

Total Population 12+

% listening to a podcast in last week

- **2013**: 7%
- **2014**: 8%
- **2015**: 10%
- **2016**: 13%
- **2017**: 15%

Estimated 42 Million
Number of Podcasts Listened to in Last Week

Base: Weekly Podcast Listeners

Average of five podcasts listened per week

- One: 16%
- Two: 24%
- Three: 19%
- Four or Five: 20%
- Six to Ten: 13%
- 11 or more: 8%
- 11 or more: 8%
Device Used Most Often to Listen to Podcasts

Base: Ever Listened to a Podcast

<table>
<thead>
<tr>
<th>Year</th>
<th>Computer</th>
<th>Smartphone/tablet/portable device</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>42%</td>
<td>55%</td>
<td>3%</td>
</tr>
<tr>
<td>2016</td>
<td>34%</td>
<td>64%</td>
<td>2%</td>
</tr>
<tr>
<td>2017</td>
<td>33%</td>
<td>65%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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Podcast Listening Locations

Base: Ever Listened to a Podcast

<table>
<thead>
<tr>
<th>Location</th>
<th>% Ever Listen to Podcasts in Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home</td>
<td>80%</td>
</tr>
<tr>
<td>In a car/truck</td>
<td>47%</td>
</tr>
<tr>
<td>At work</td>
<td>29%</td>
</tr>
<tr>
<td>Walking around/On foot</td>
<td>28%</td>
</tr>
<tr>
<td>At a gym/Working out</td>
<td>20%</td>
</tr>
<tr>
<td>Riding public transportation</td>
<td>19%</td>
</tr>
</tbody>
</table>
Location Listened to Most Often

Base: Ever Listened to a Podcast

- At home: 52%
- In car/truck: 18%
- At work: 12%
- Riding public transportation: 3%
- At gym/Working out: 3%
- Walking around/On foot: 3%
- Other: 9%

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Base: Ever Listened to a Podcast

- The entire podcast episode: 40%
- Most of the podcast: 45%
- Less than half the podcast: 10%
- Just the beginning of the podcast: 5%
Method of Listening to Podcasts

Base: Ever Listened to a Podcast

- Click on podcast and listen immediately: 77%
- Download podcast manually and listen later: 41%
- Subscribe to podcast and download automatically to listen later: 27%
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

- One: 20%
- Two: 16%
- Three: 12%
- Four to five: 19%
- Six to ten: 20%
- Eleven or more: 9%
- Don’t Know: 4%

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

<table>
<thead>
<tr>
<th>Audio Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>82%</td>
</tr>
<tr>
<td>CD Player</td>
<td>52%</td>
</tr>
<tr>
<td>Owned Digital Music</td>
<td>45%</td>
</tr>
<tr>
<td>Online Radio*</td>
<td>26%</td>
</tr>
<tr>
<td>Satellite Radio</td>
<td>22%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>19%</td>
</tr>
</tbody>
</table>

*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.
Audio Sources Used in Primary Car

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

<table>
<thead>
<tr>
<th>Audio Source</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>86%</td>
<td>84%</td>
<td>82%</td>
<td>81%</td>
</tr>
<tr>
<td>CD Player</td>
<td>61%</td>
<td>55%</td>
<td>56%</td>
<td>61%</td>
</tr>
<tr>
<td>Owned Digital Music*</td>
<td>31%</td>
<td>38%</td>
<td>38%</td>
<td>45%</td>
</tr>
<tr>
<td>Online Radio*</td>
<td>14%</td>
<td>21%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Satellite Radio</td>
<td>17%</td>
<td>17%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
</tr>
</tbody>
</table>

% currently ever using audio source in primary car

*Asked in 2017 as “Use a mobile device to listen to your own music collection over the car speakers”

*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.
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

<table>
<thead>
<tr>
<th>Audio Source</th>
<th>% Using Audio Source “Most” or “All” of the Times in Primary Car</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>47%</td>
</tr>
<tr>
<td>Owned Digital Music</td>
<td>19%</td>
</tr>
<tr>
<td>CD Player</td>
<td>10%</td>
</tr>
<tr>
<td>Satellite Radio</td>
<td>13%</td>
</tr>
<tr>
<td>Online Radio*</td>
<td>11%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>4%</td>
</tr>
</tbody>
</table>

*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.
### Audio Source Used Most Often in Primary Car

**Base:** Use any audio source in primary car

<table>
<thead>
<tr>
<th>Year</th>
<th>AM/FM Radio</th>
<th>CDs/Own music collection</th>
<th>Online Radio*</th>
<th>Satellite Radio</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>60%</td>
<td>17%</td>
<td>8%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>2016</td>
<td>63%</td>
<td>15%</td>
<td>8%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>2017</td>
<td>57%</td>
<td>15%</td>
<td>9%</td>
<td>14%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*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 Usage

Total Population 12+

% currently use any social media

- 2008: 24%
- 2009: 34%
- 2010: 48%
- 2011: 52%
- 2012: 53%
- 2013: 62%
- 2014: 67%
- 2015: 73%
- 2016: 78%
- 2017: 81%

Estimated 226 Million

The Infinite Dial © 2017 Edison Research and Triton Digital
Social Media Brand Awareness

Total Population 12+

- Facebook: 95%
- Twitter: 90%
- Instagram: 88%
- Snapchat: 82%
- Pinterest: 70%
- LinkedIn: 58%
- Tumblr: 56%
- WhatsApp: 39%
- Music.ly: 21%

% aware of social media brand
Social Media Brand Awareness

Total Population 12+

<table>
<thead>
<tr>
<th>Social Media</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>92%</td>
<td>93%</td>
<td>95%</td>
</tr>
<tr>
<td>Twitter</td>
<td>84%</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>Instagram</td>
<td>77%</td>
<td>83%</td>
<td>88%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>60%</td>
<td>71%</td>
<td>82%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>56%</td>
<td>63%</td>
<td>70%</td>
</tr>
</tbody>
</table>

% aware of social media brand
Social Media Brand Awareness

Total Population 12+

LinkedIn
- 2015: 49%
- 2016: 52%
- 2017: 58%

Tumblr
- 2015: 44%
- 2016: 50%
- 2017: 56%

WhatsApp
- 2015: 26%
- 2016: 30%
- 2017: 39%

Music.ly
- 2015: 21%

% aware of social media brand
Social Media Brand Usage

Total Population 12+

<table>
<thead>
<tr>
<th>Social Media Brand</th>
<th>Usage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67%</td>
</tr>
<tr>
<td>Instagram</td>
<td>34%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>30%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>29%</td>
</tr>
<tr>
<td>Twitter</td>
<td>23%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>22%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>13%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>8%</td>
</tr>
<tr>
<td>Music.ly</td>
<td>3%</td>
</tr>
</tbody>
</table>

% currently ever use social media brand
Social Media Brand Usage

Total Population 12+

- Instagram 2014: 19%, 2015: 24%, 2016: 29%, 2017: 34%
- Pinterest 2014: 13%, 2015: 21%, 2016: 25%, 2017: 30%
- LinkedIn 2014: 19%, 2015: 18%, 2016: 20%, 2017: 22%

% currently ever use social media brand
Social Media Brand Usage (Age 12-24)

Facebook: 76%
Instagram: 73%
Pinterest: 31%
Snapchat: 79%
Twitter: 40%
LinkedIn: 9%
WhatsApp: 15%
Tumblr: 16%
Music.ly: 11%

% currently ever use social media brand
Social Media Brand Used Most Often

Base: Currently use any social networking brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>61%</td>
<td>62%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Instagram</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Twitter</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Others</td>
<td>11%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Social Media Brand Used Most Often (Age 12-24)

Base: Currently use any social networking brands

2016
- Facebook: 32%
- Snapchat: 26%
- Instagram: 17%
- Twitter: 8%
- Others: 17%

2017
- Facebook: 39%
- Snapchat: 31%
- Instagram: 20%
- Twitter: 1%
- Others: 9%