



# THE INFINITE DIAL

2017

#infinitedial



A Look at  
African-Americans  
& Hispanics





# 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.



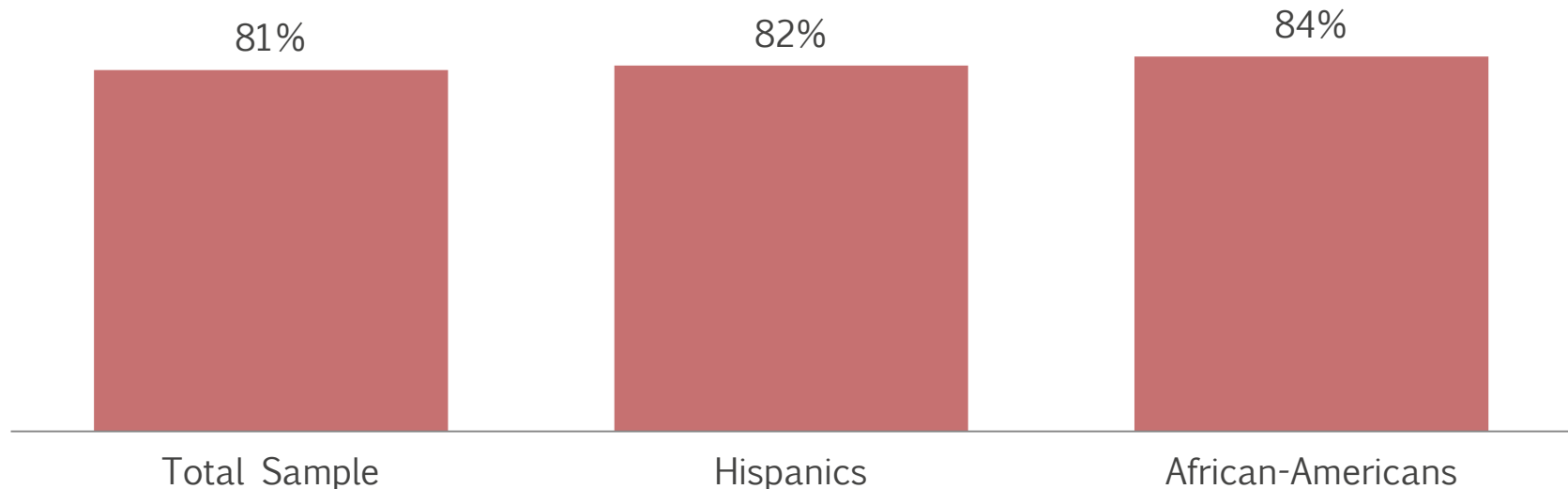
# Study Methodology

- 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
- This report is based on 311 Hispanics respondents and 251 African-American respondents

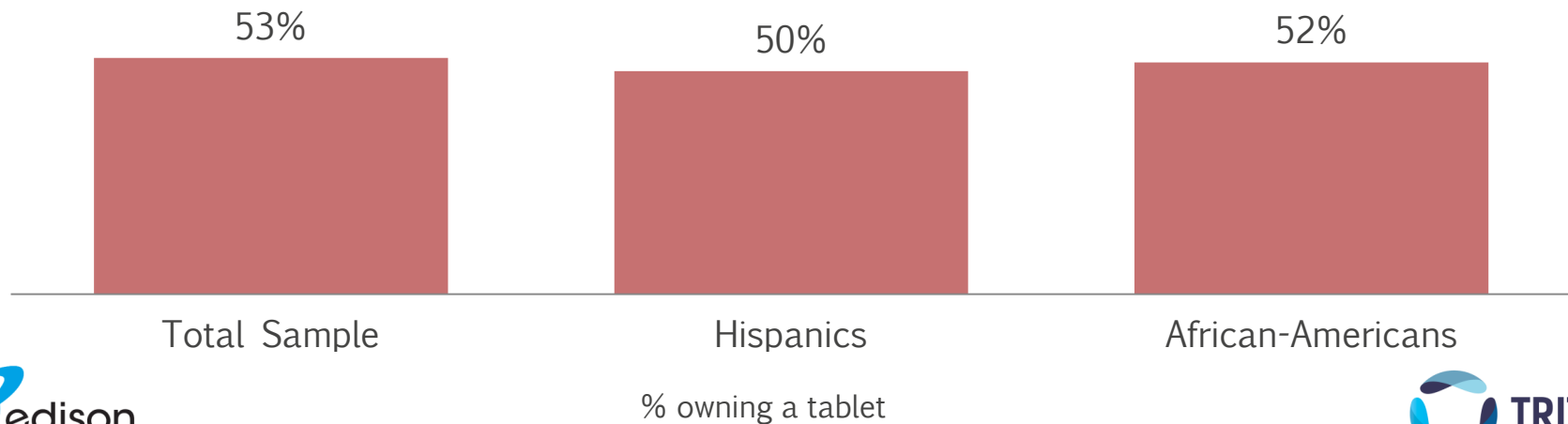


# MEDIA & TECHNOLOGY

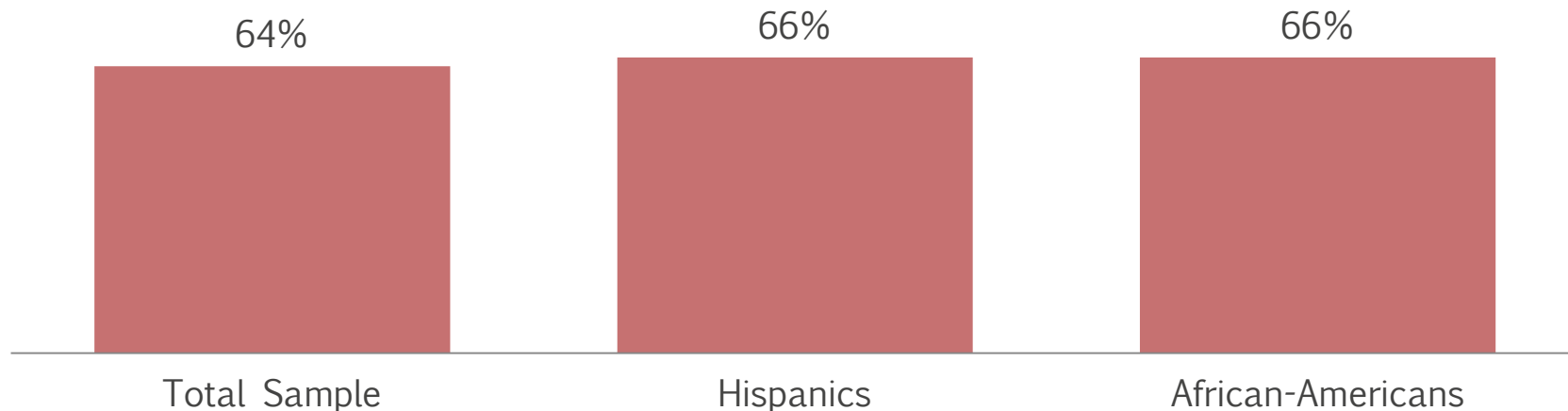
# Smartphone Ownership



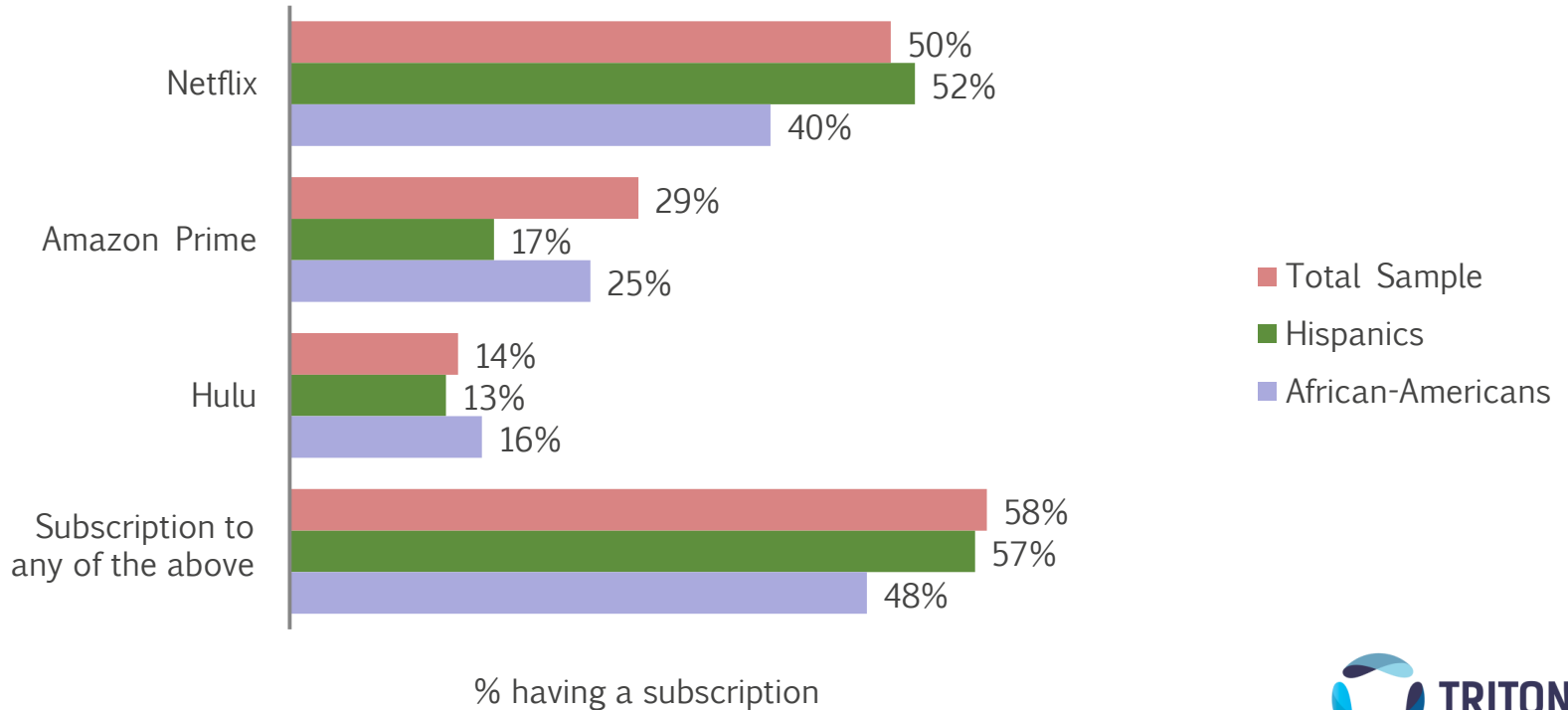
# Tablet Ownership



# Internet-Connected TV Ownership

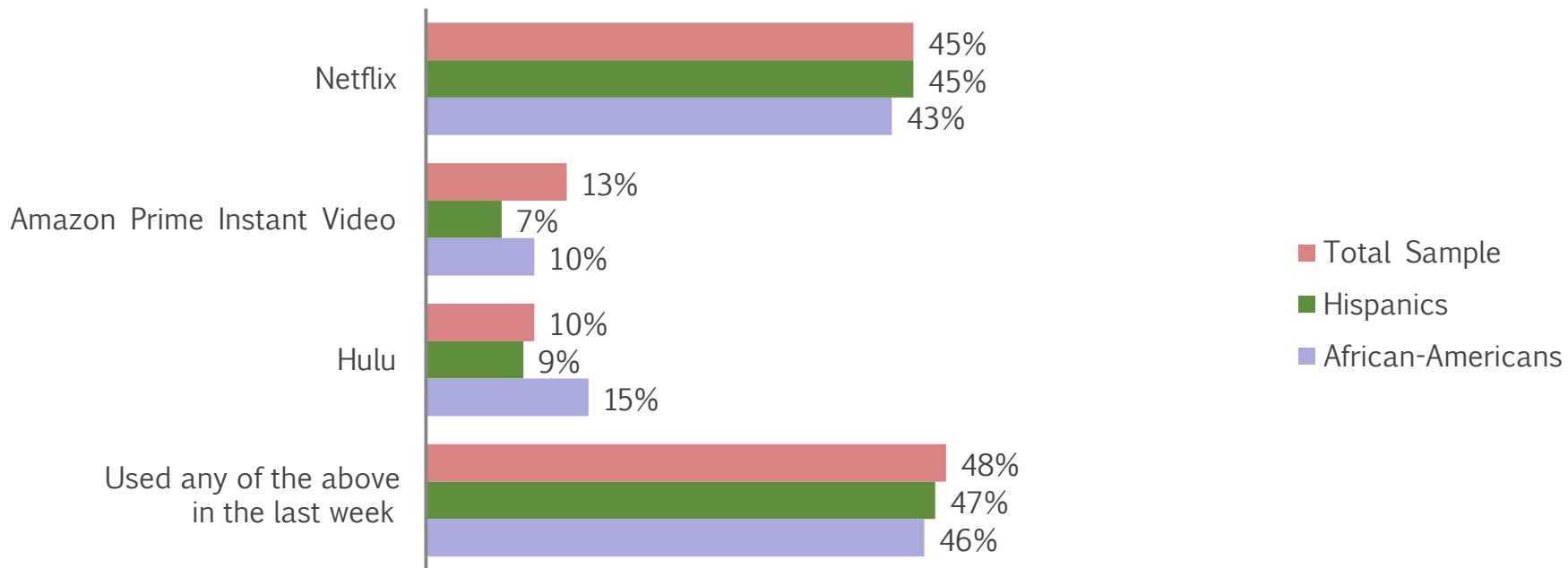


# On-Demand Video Service Subscription

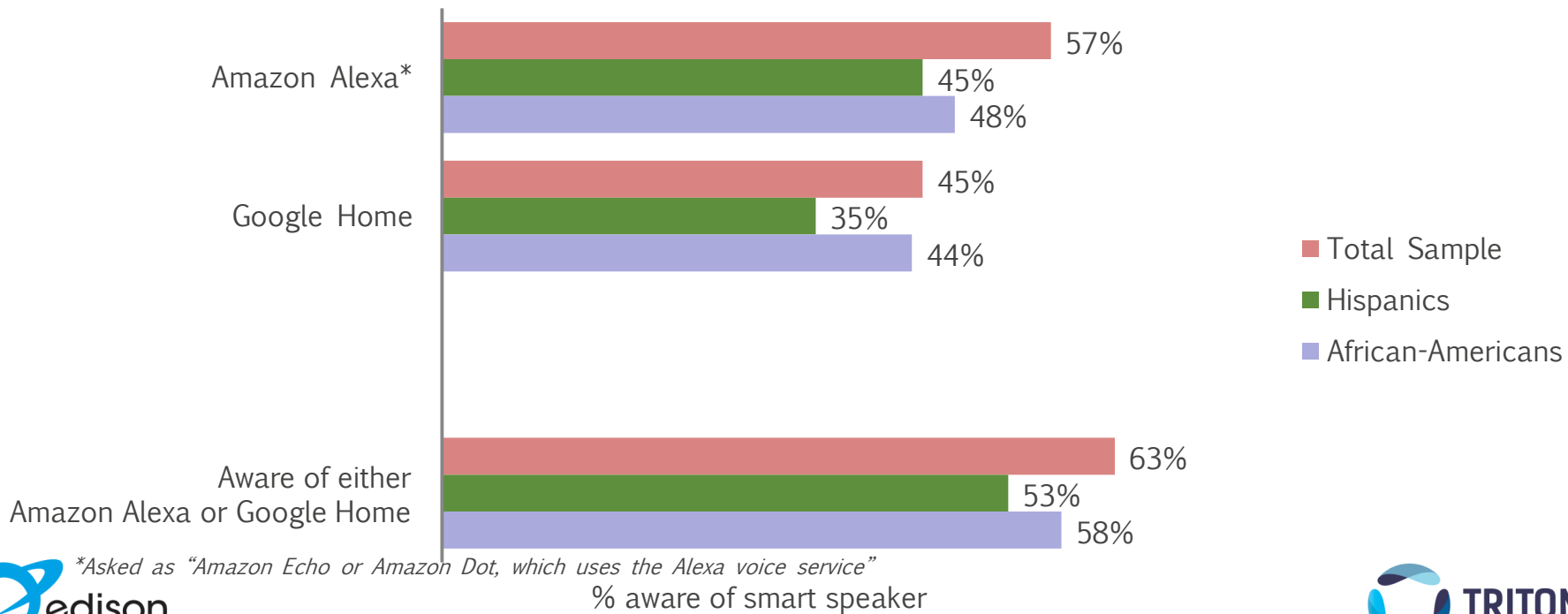




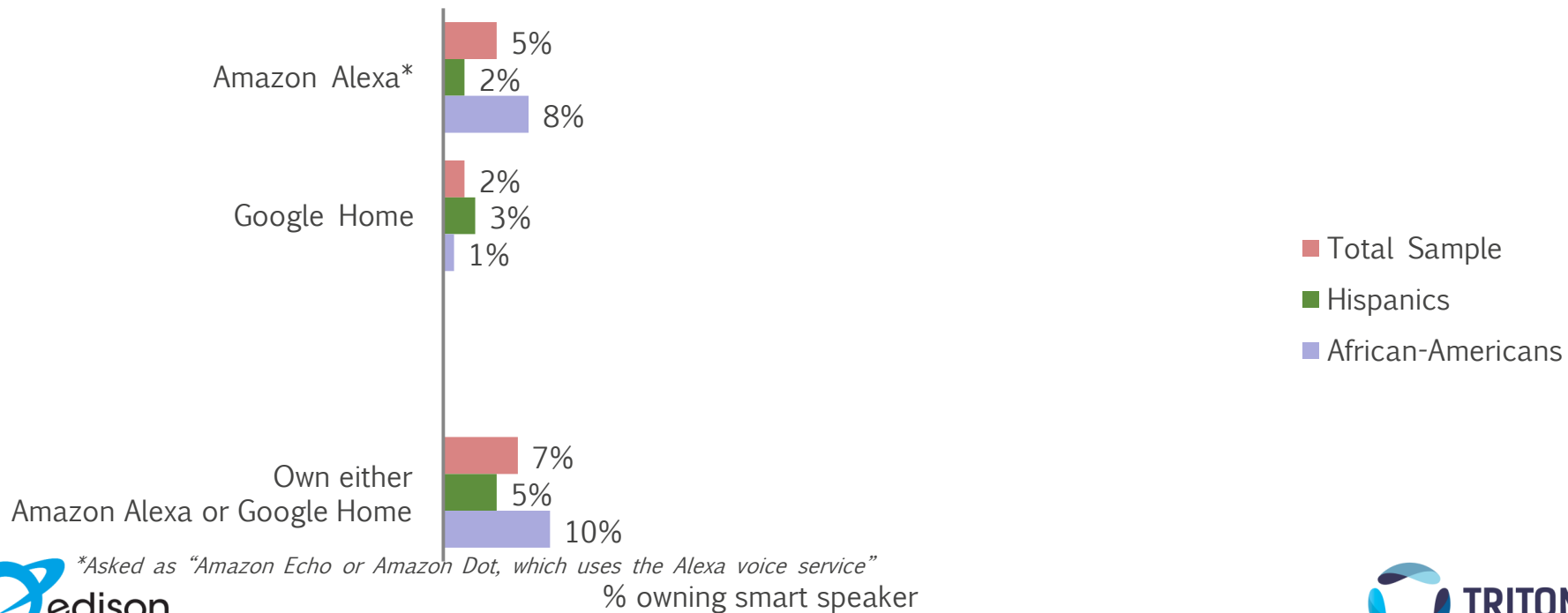
# Used On-Demand Video Service in Last Week



# Smart Speaker Awareness



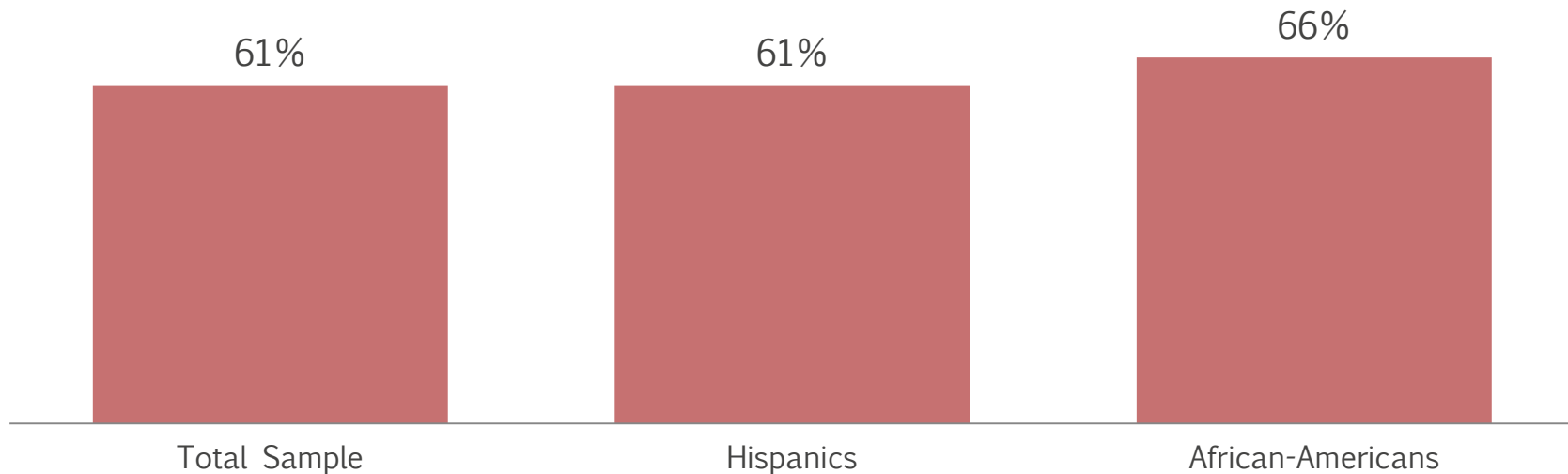
# Smart Speaker Ownership





# ONLINE RADIO

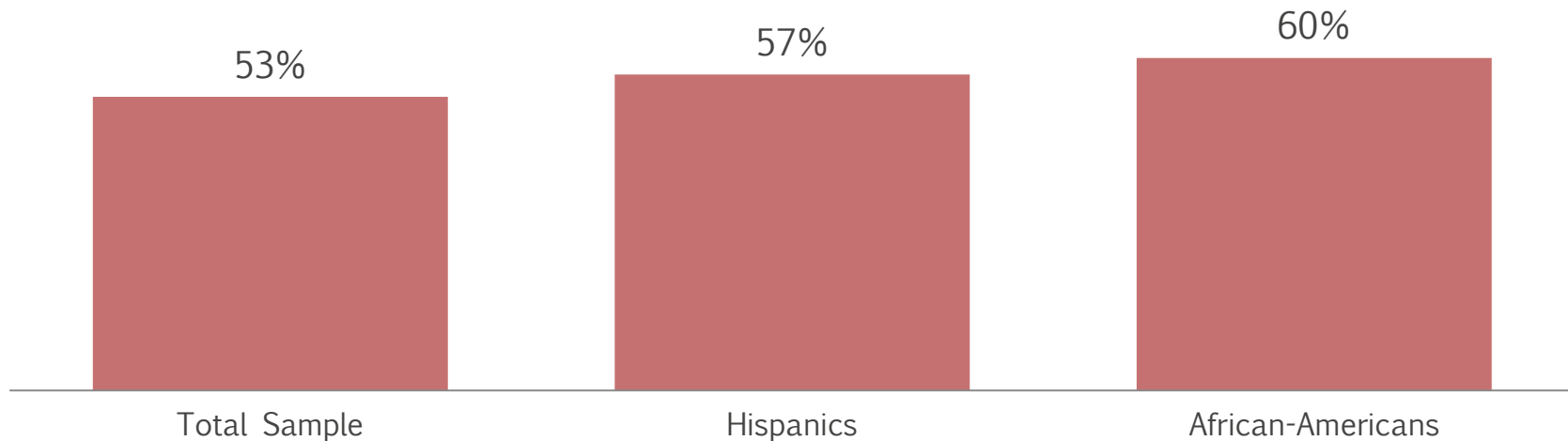
# Monthly Online Radio Listening



% 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



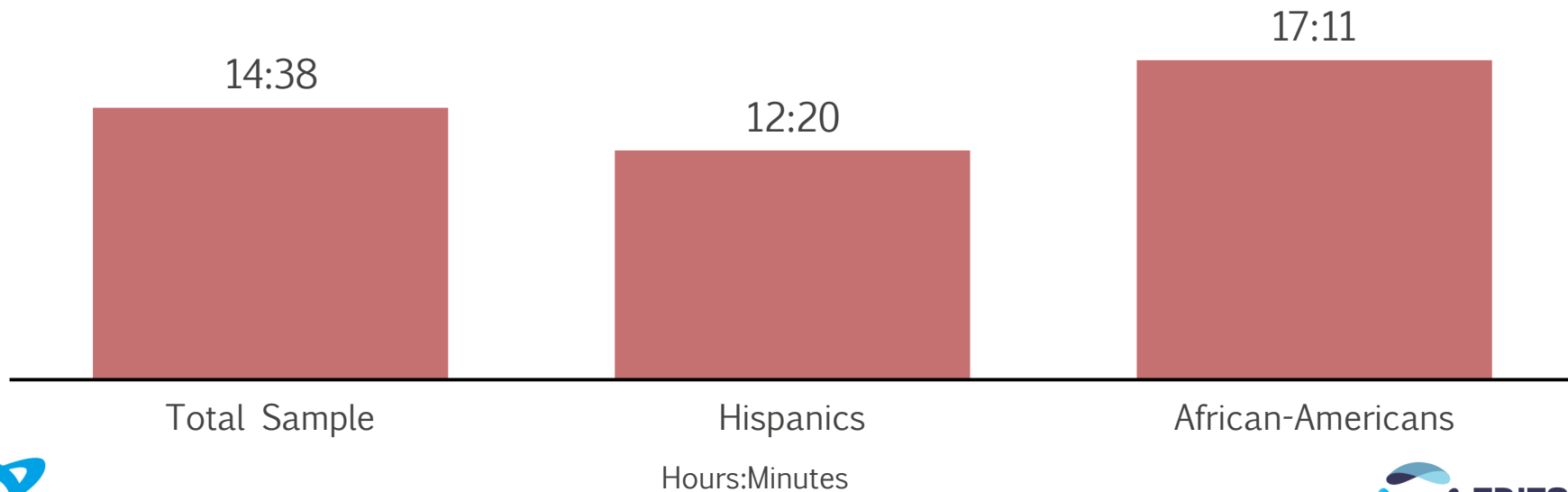
% listening to Online Radio in last week

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



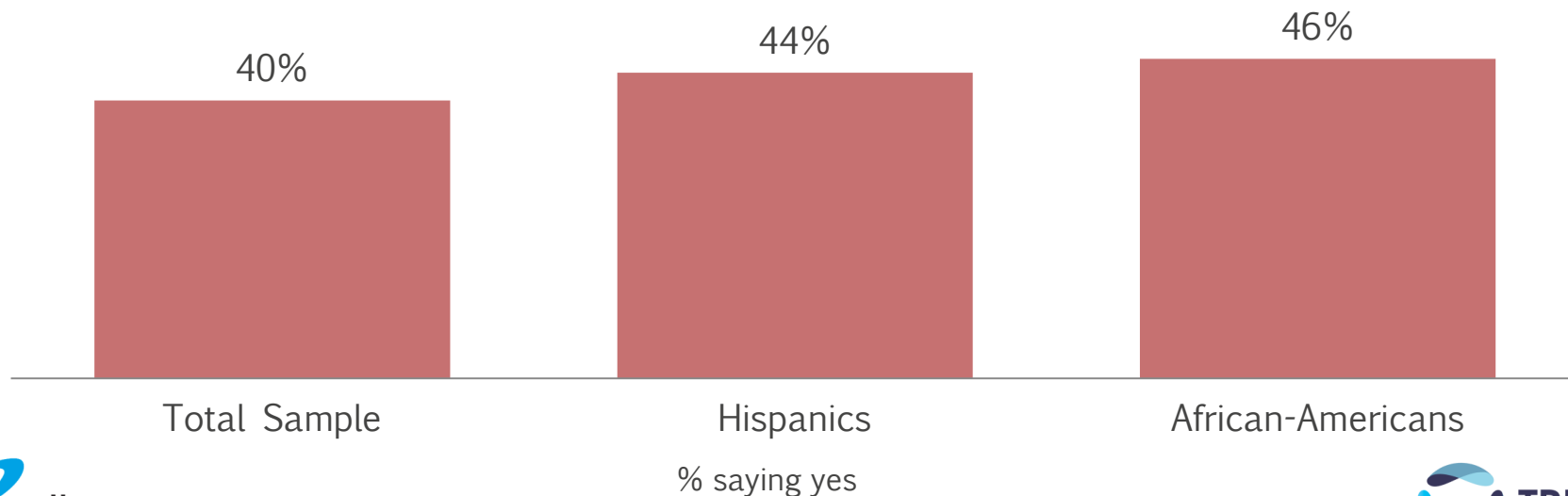


THE INFINITE DIAL  
2017

# 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

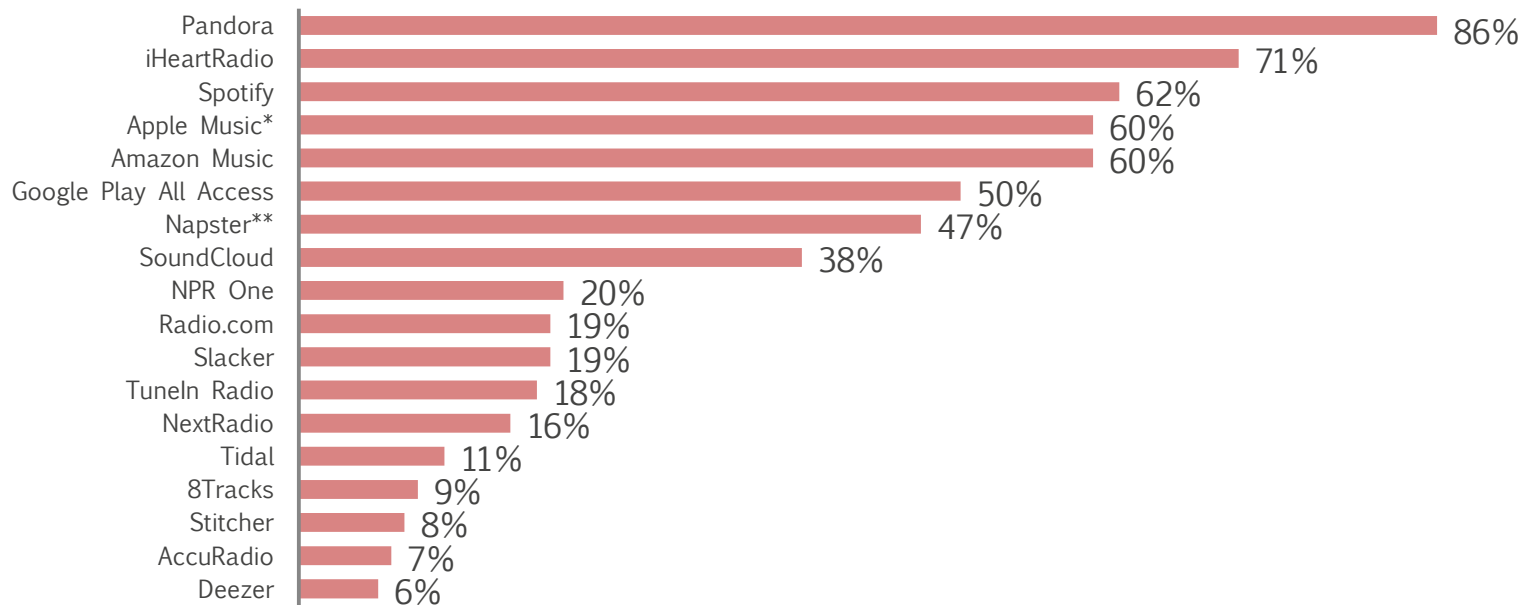






# AUDIO BRANDS

# Audio Brand Awareness (Total Sample)

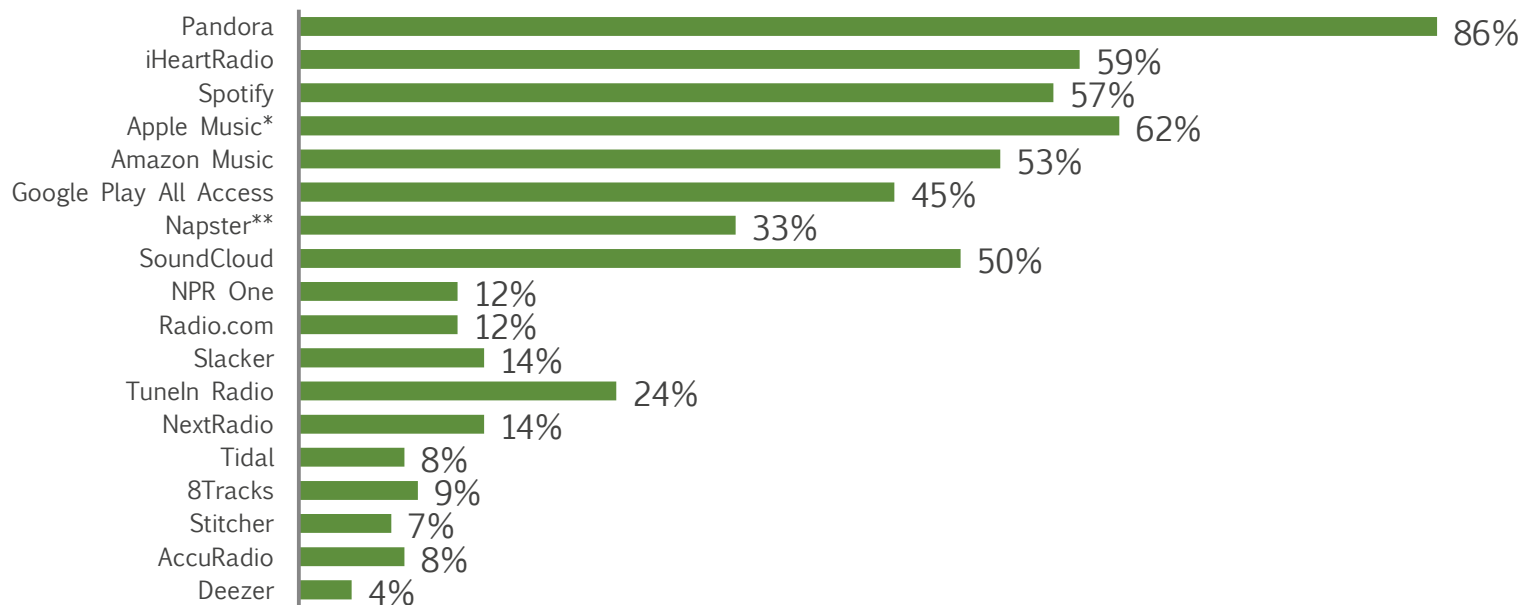


\*Asked as "Apple Music, the paid music subscription from Apple"

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

% aware of audio brand

# Audio Brand Awareness (Hispanics)

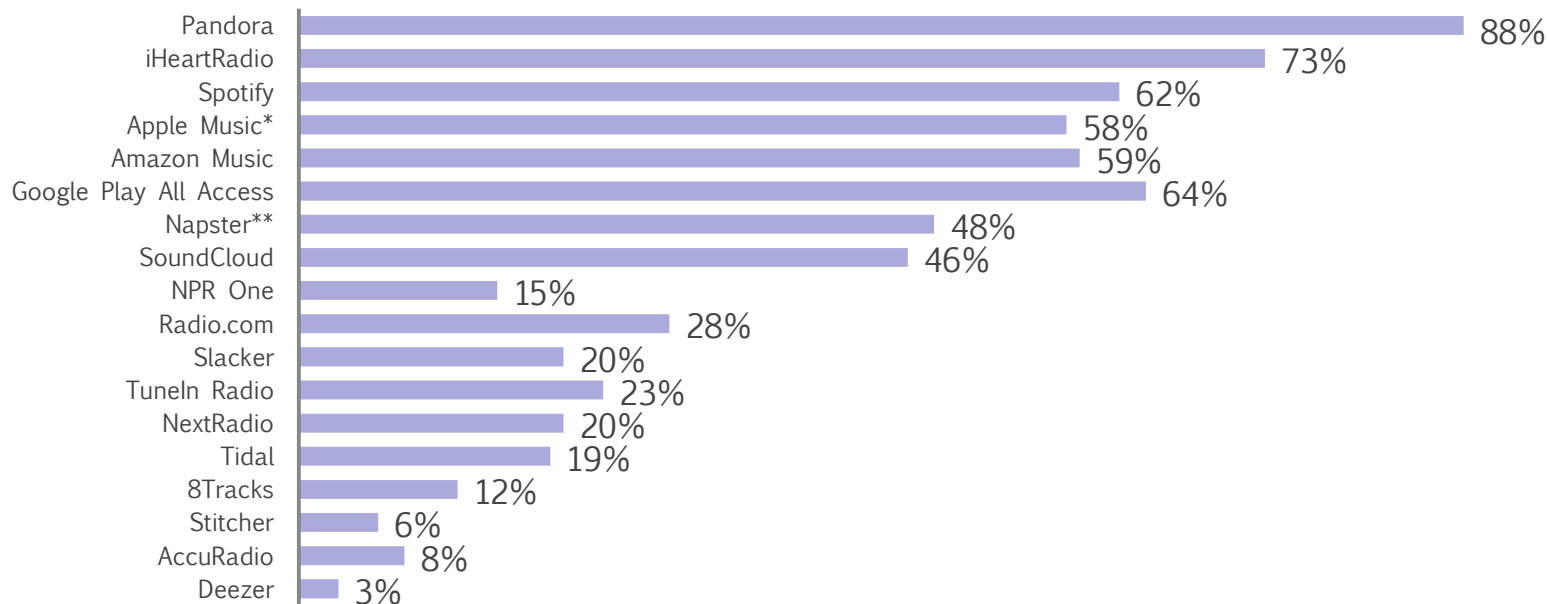


\*Asked as "Apple Music, the paid music subscription from Apple"

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

% aware of audio brand

# Audio Brand Awareness (African-Americans)

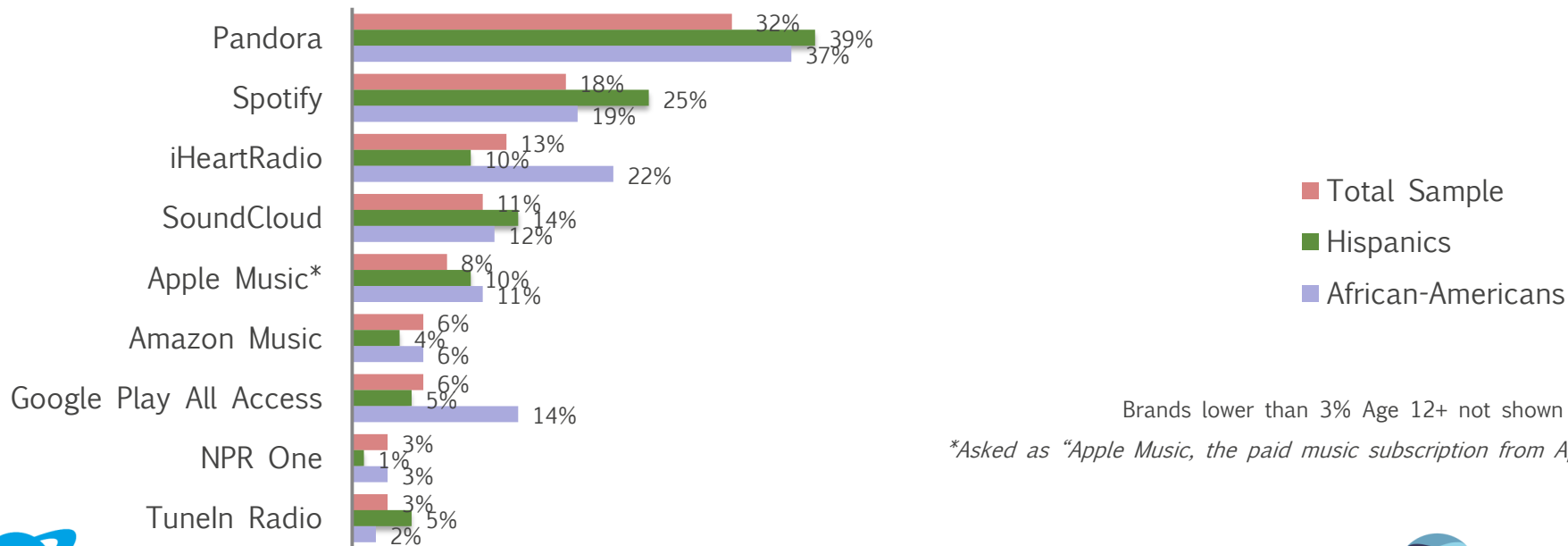


\*Asked as "Apple Music, the paid music subscription from Apple"

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

% aware of audio brand

# Listened in the last month to...

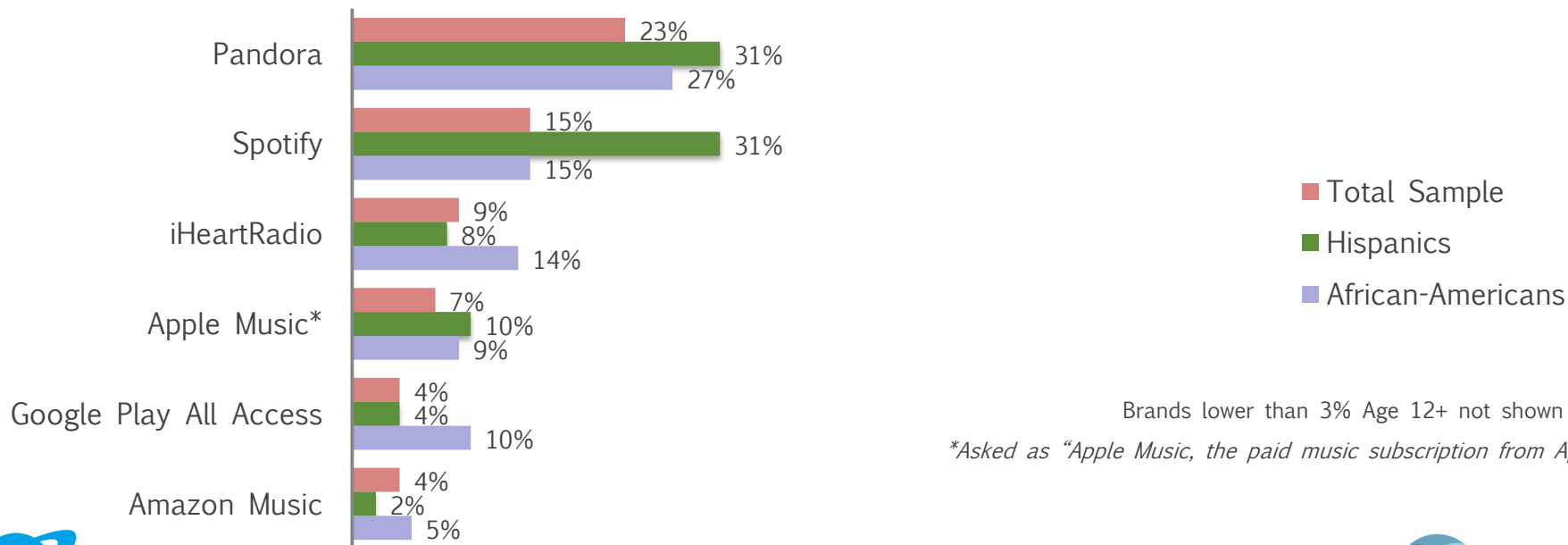


Brands lower than 3% Age 12+ not shown

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

% listened in last month

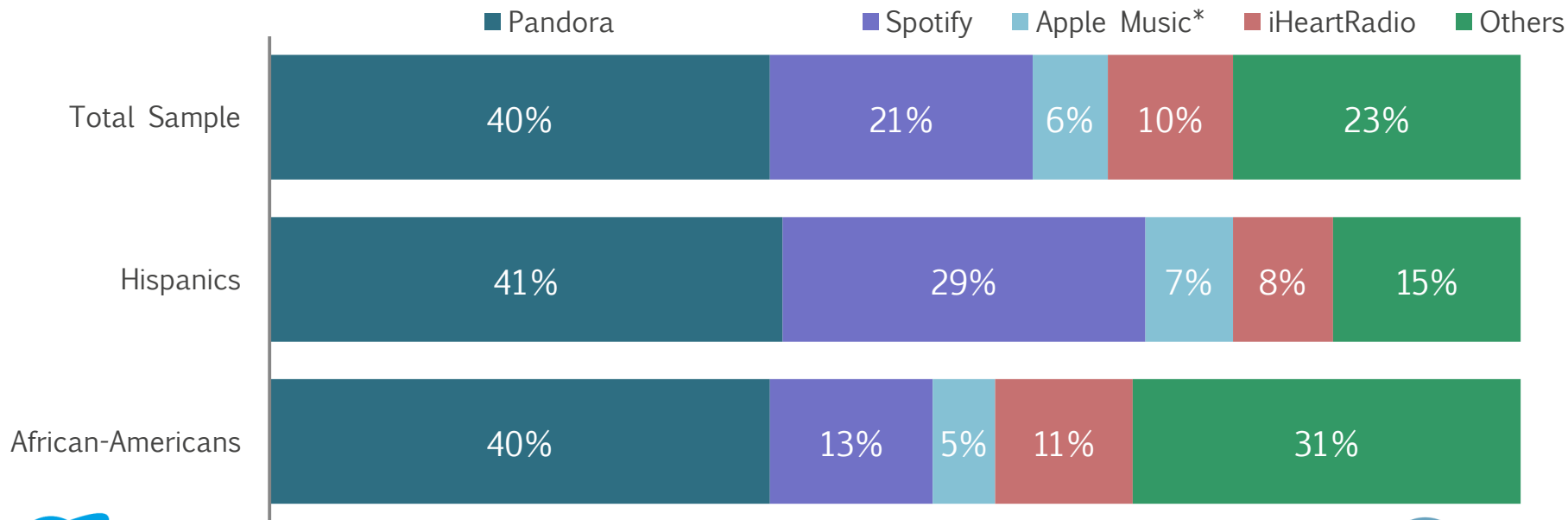
# Listened in the last week to...



Brands lower than 3% Age 12+ not shown  
\*Asked as "Apple Music, the paid music subscription from Apple"

# Audio Brand Used Most Often

Base: Currently ever use any audio brand



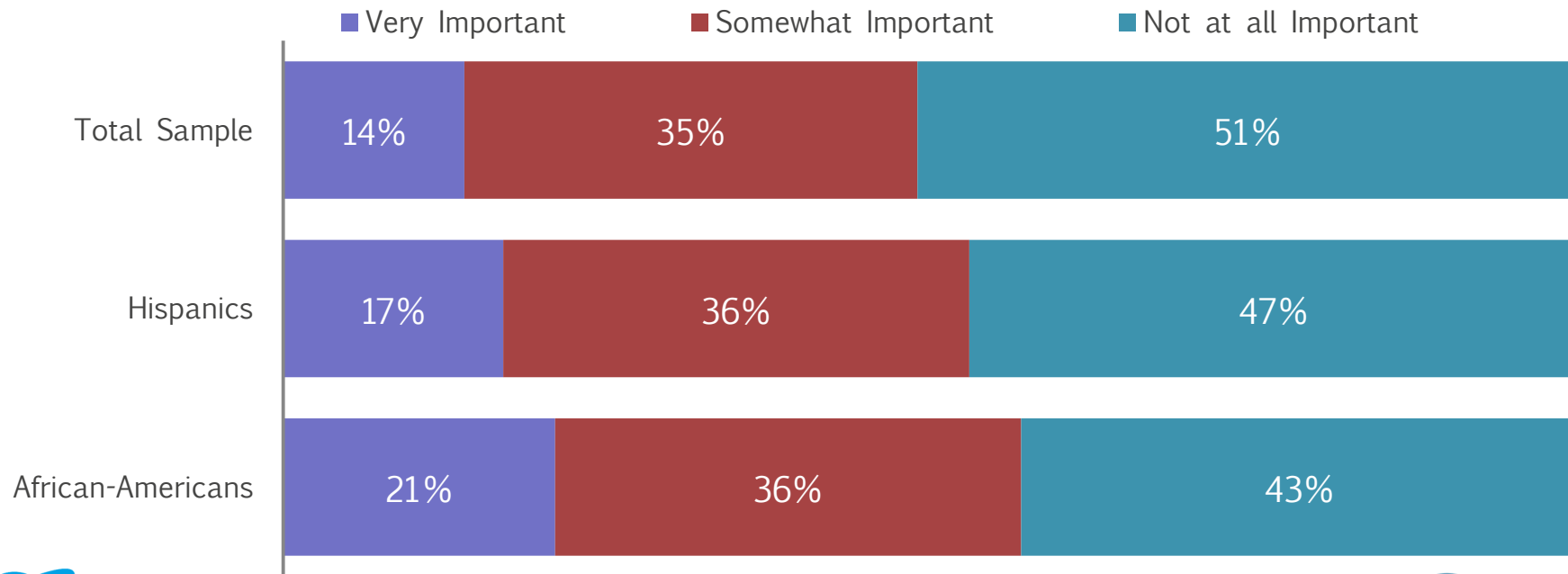
\*Asked as "Apple Music, the paid music subscription from Apple"



# MUSIC DISCOVERY

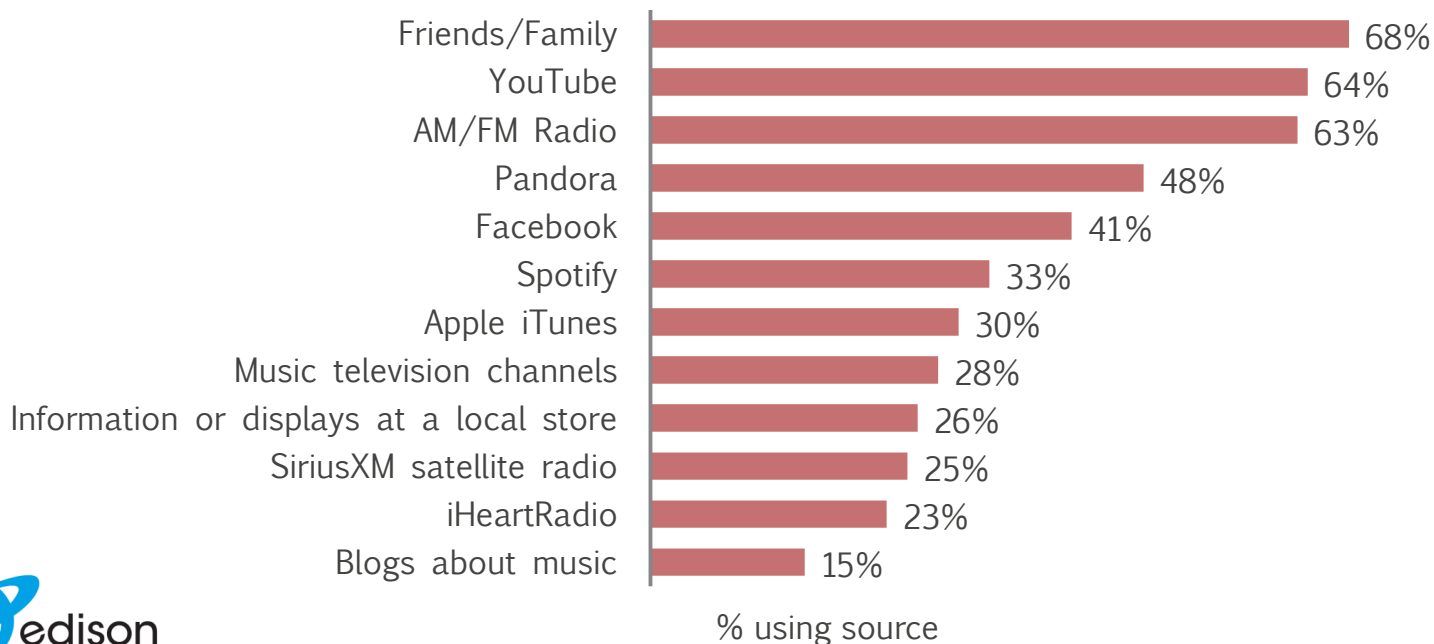


# Importance of Keeping Up-To-Date with Music



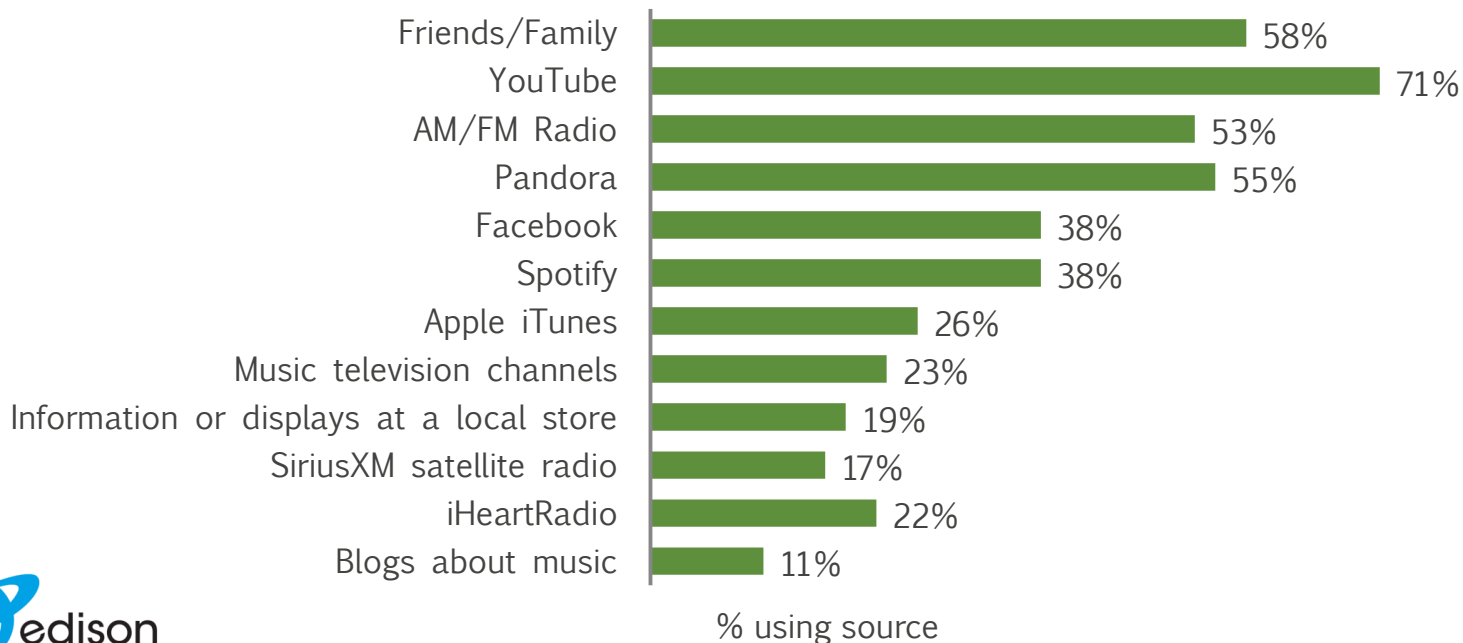
# Sources Used for Keeping Up-to-Date with Music (Total Sample)

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



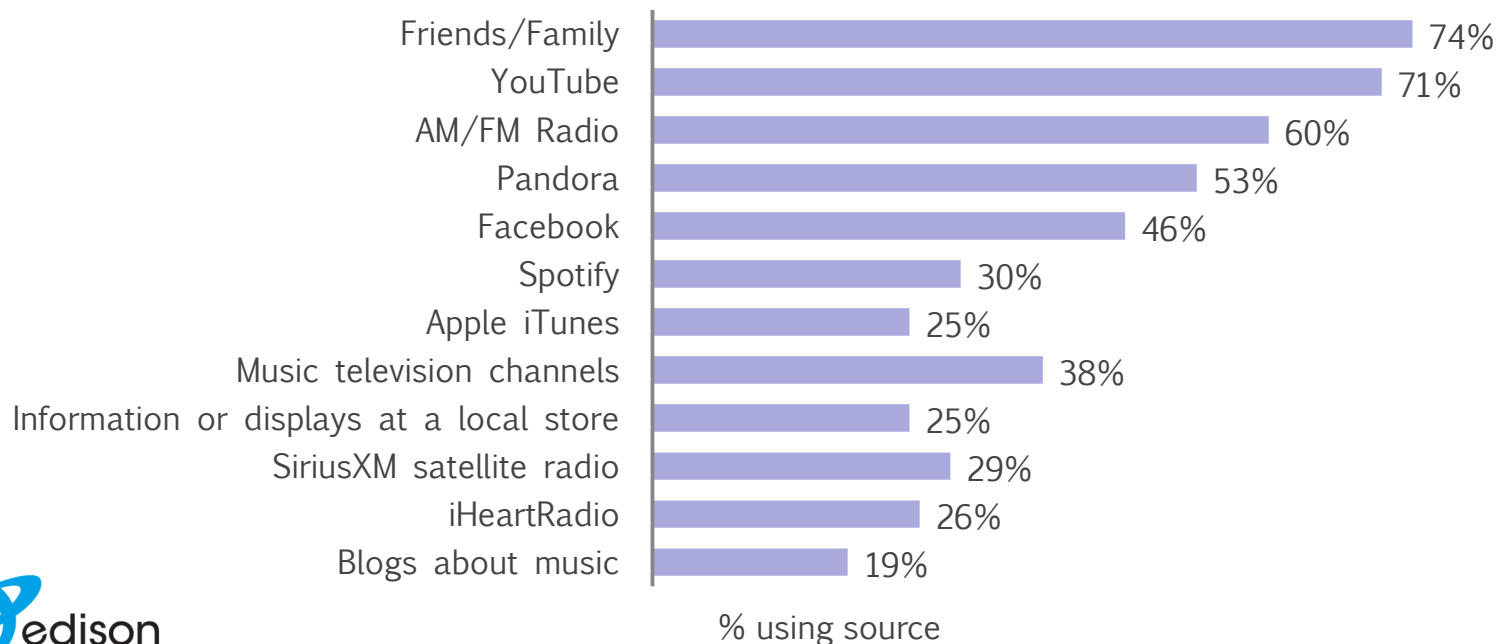
# Sources Used for Keeping Up-to-Date with Music (Hispanics)

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



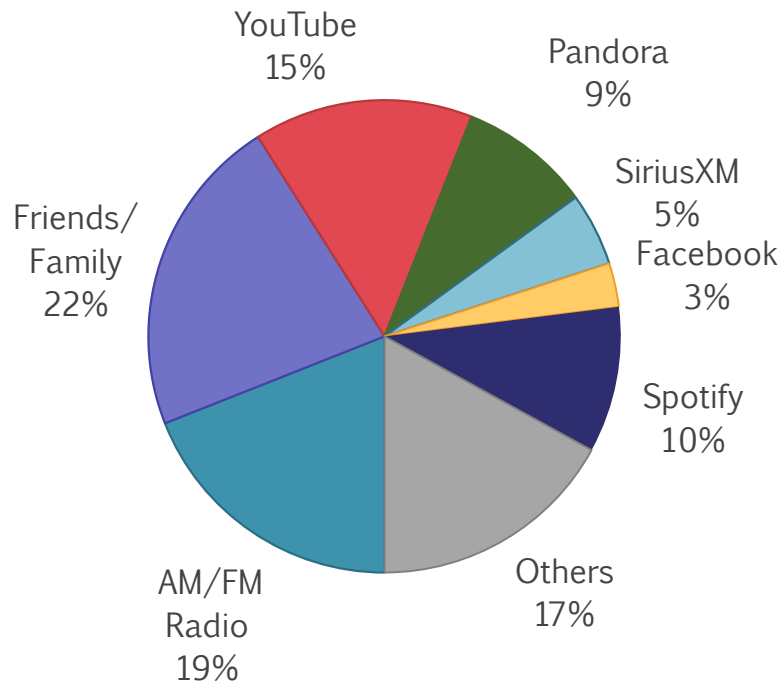
# Sources Used for Keeping Up-to-Date with Music (African-Americans)

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



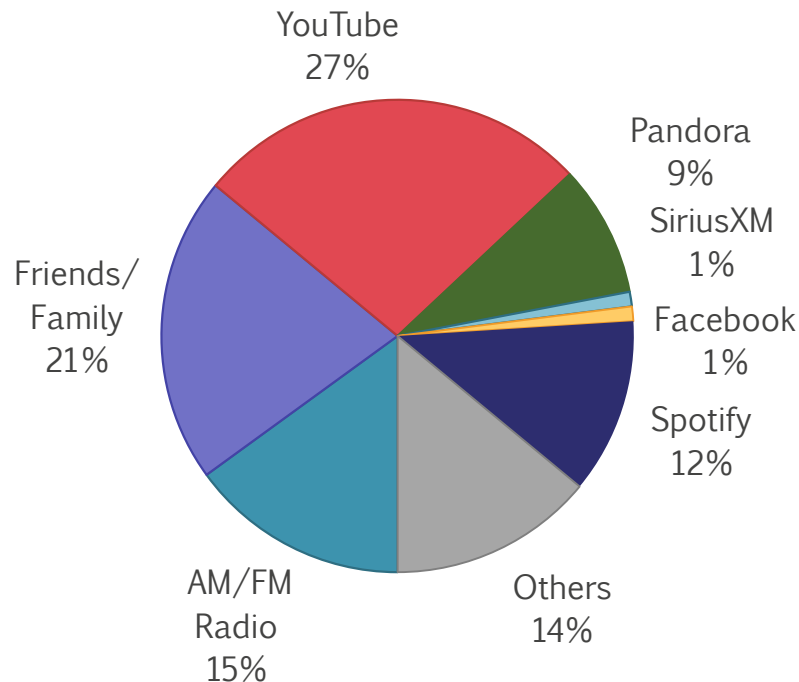
# Source Used Most Often for Keeping Up-to-Date with Music (Total Sample)

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



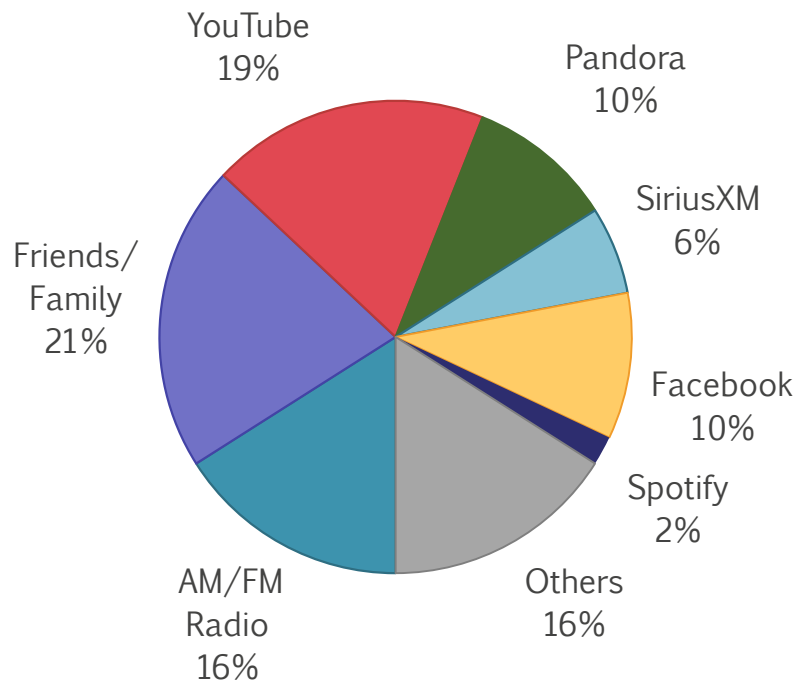
# Source Used Most Often for Keeping Up-to-Date with Music (Hispanics)

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



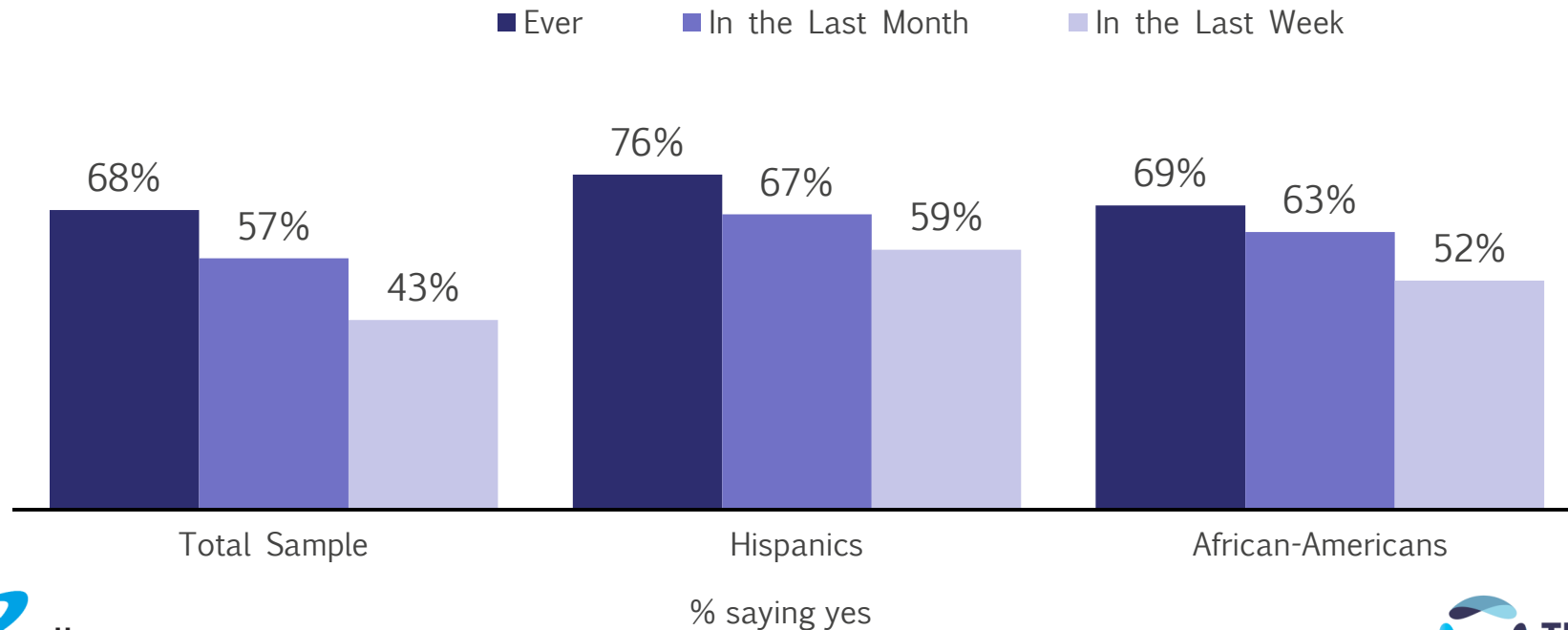
# Source Used Most Often for Keeping Up-to-Date with Music (African-Americans)

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...?”*

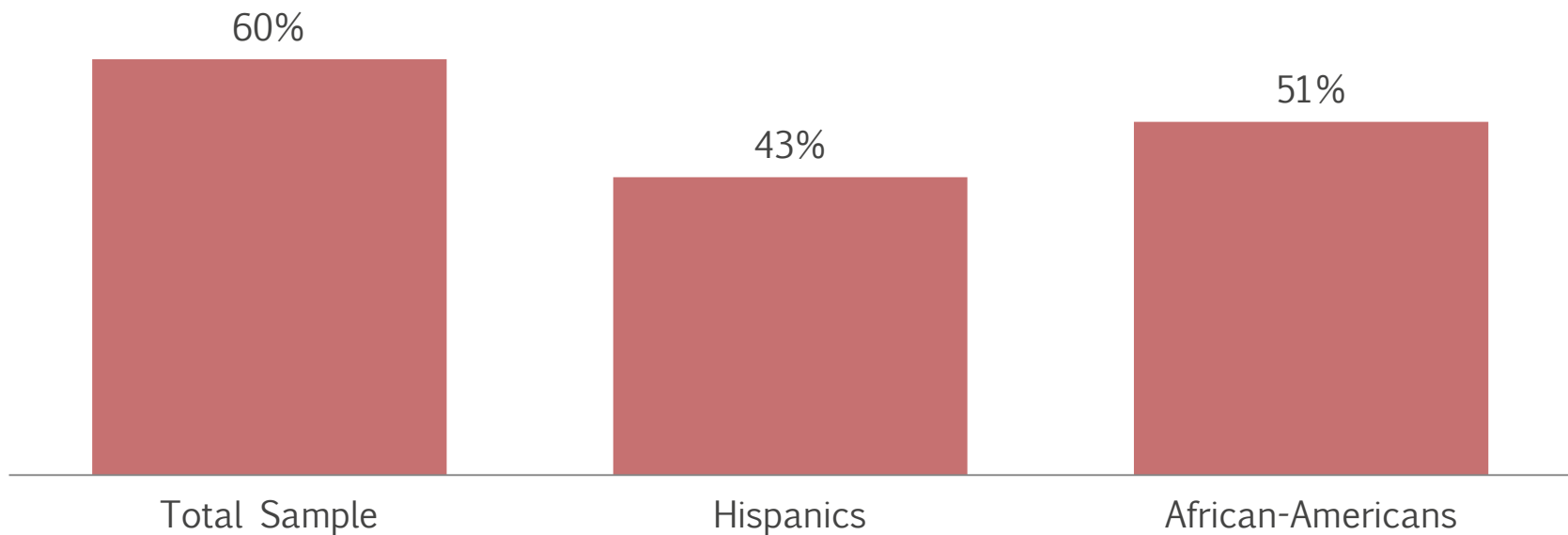




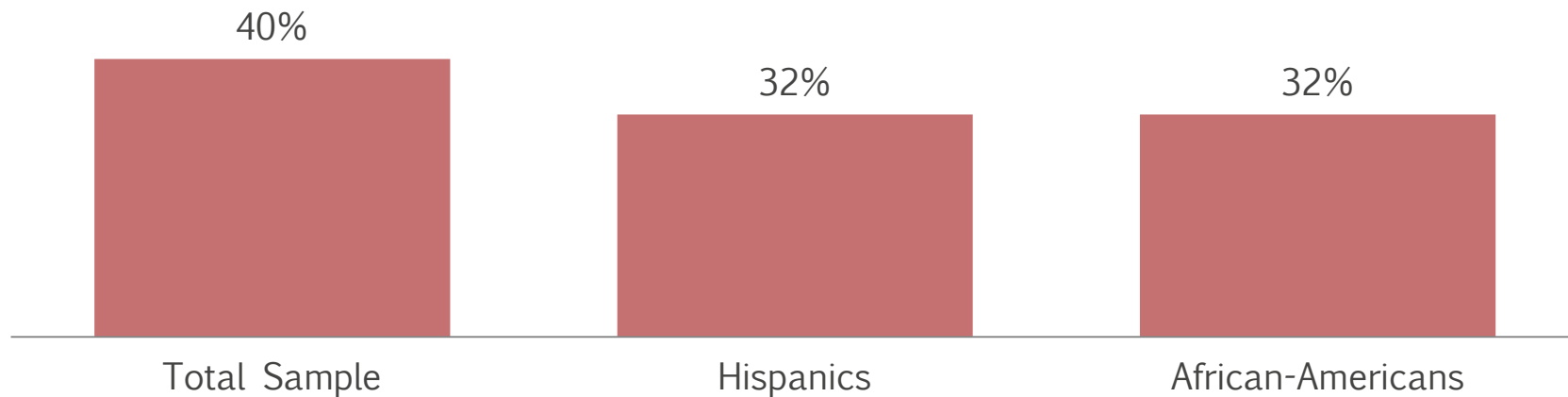


# PODCASTING

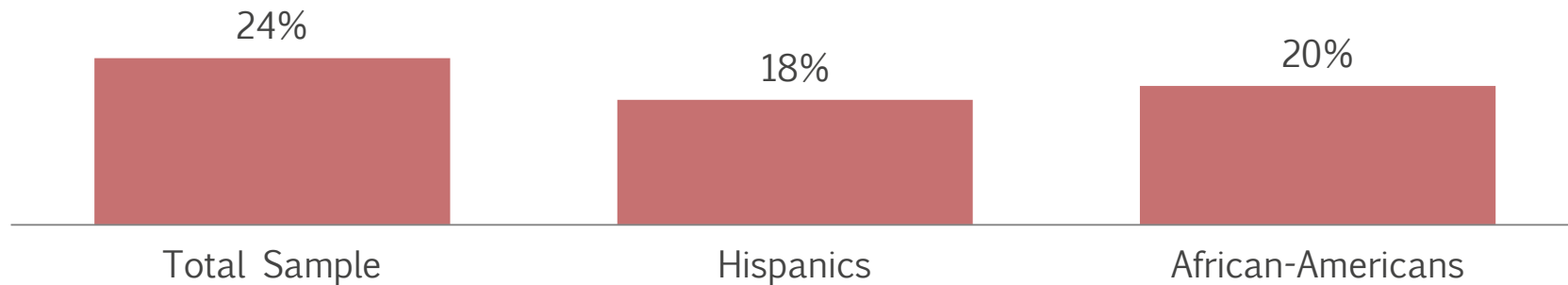
# Podcast Familiarity



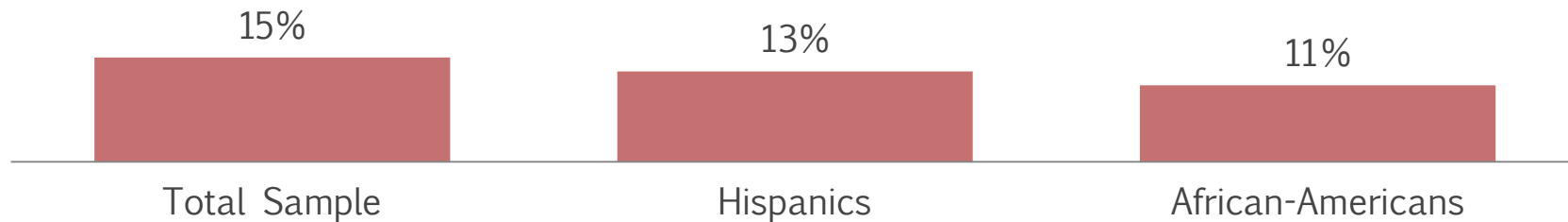
# Podcast Listening



# Monthly Podcast Listening

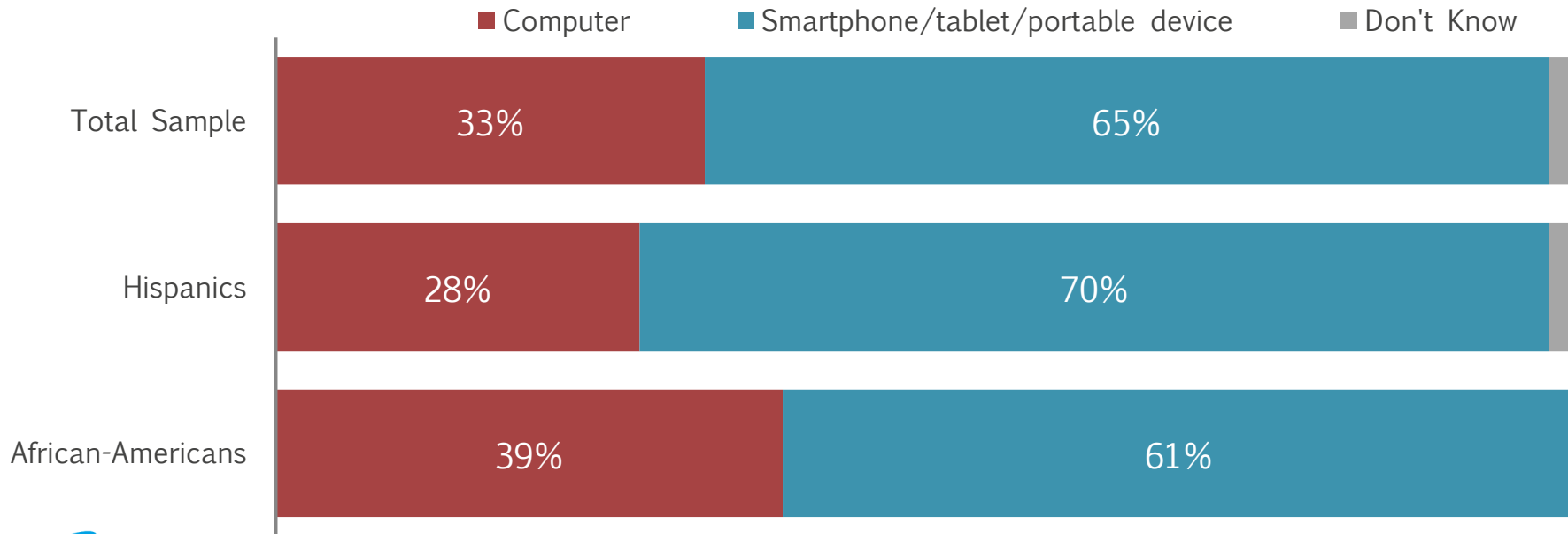


# Weekly Podcast Listening



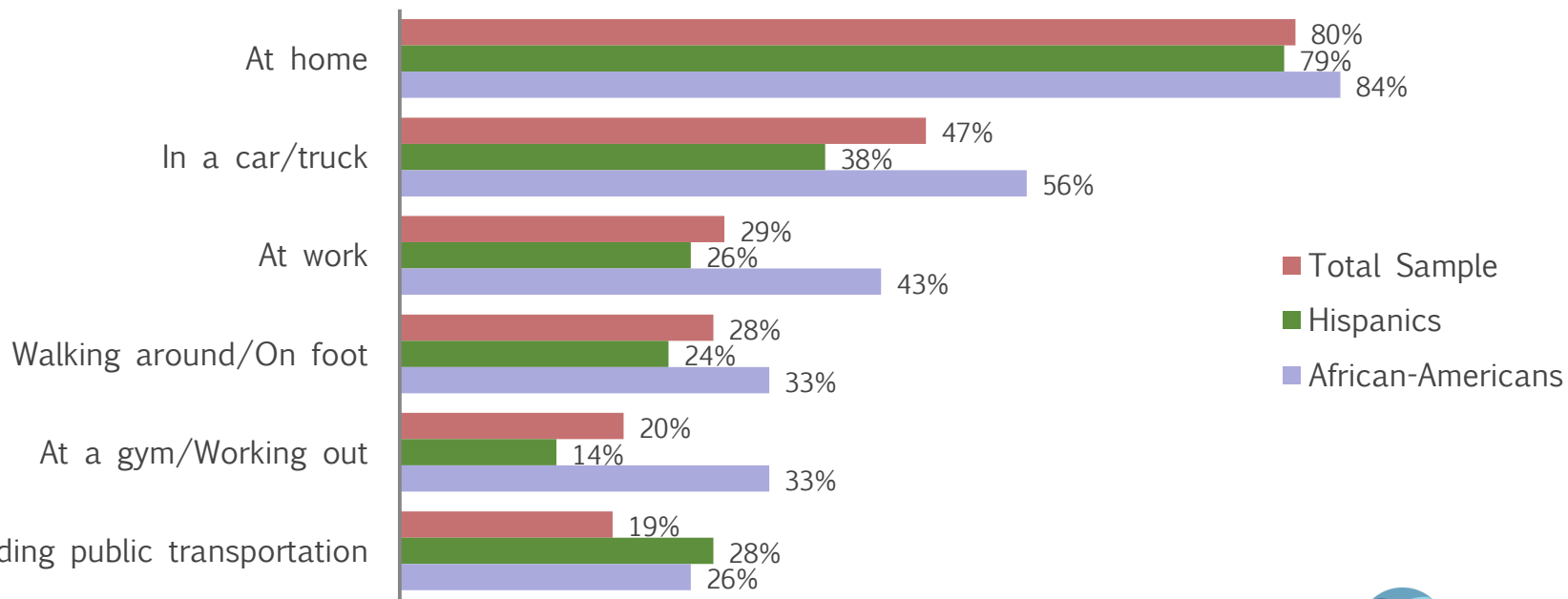
# Device Used Most Often to Listen to Podcasts

Base: Ever Listened to a Podcast



# Podcast Listening Locations

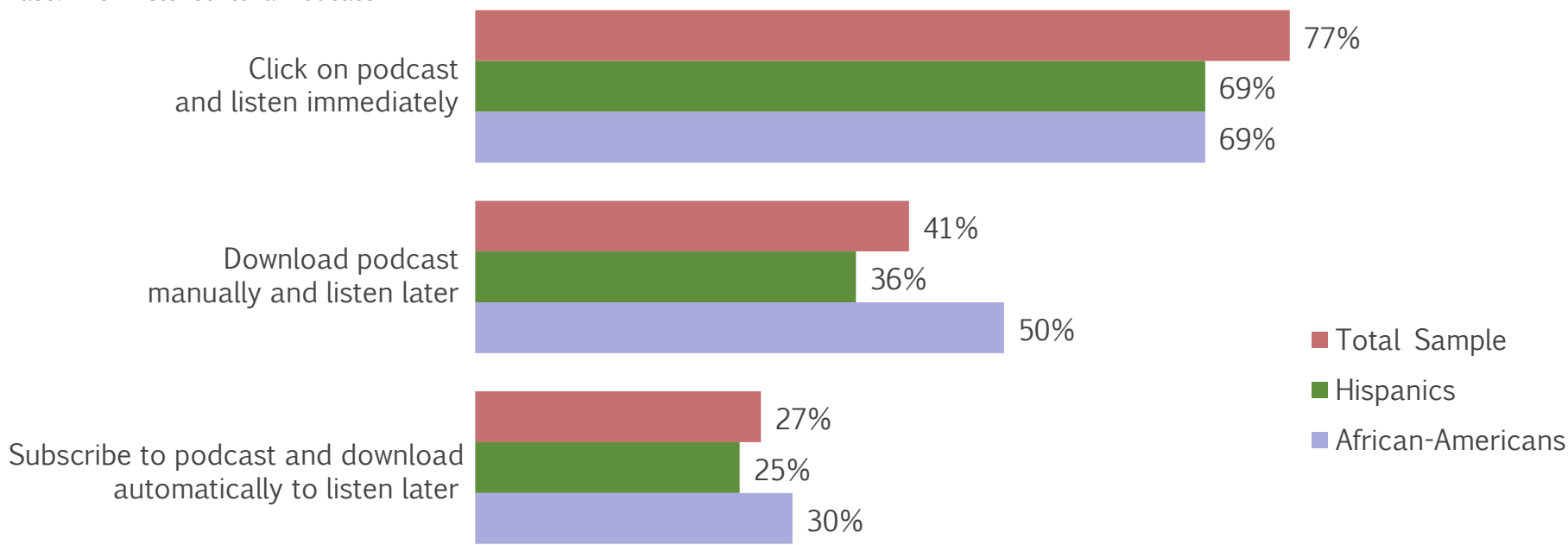
Base: Ever Listened to a Podcast



% ever listen to podcasts in location

# Methods of Listening to Podcasts

Base: Ever Listened to a Podcast



% ever using method to listen to a podcast

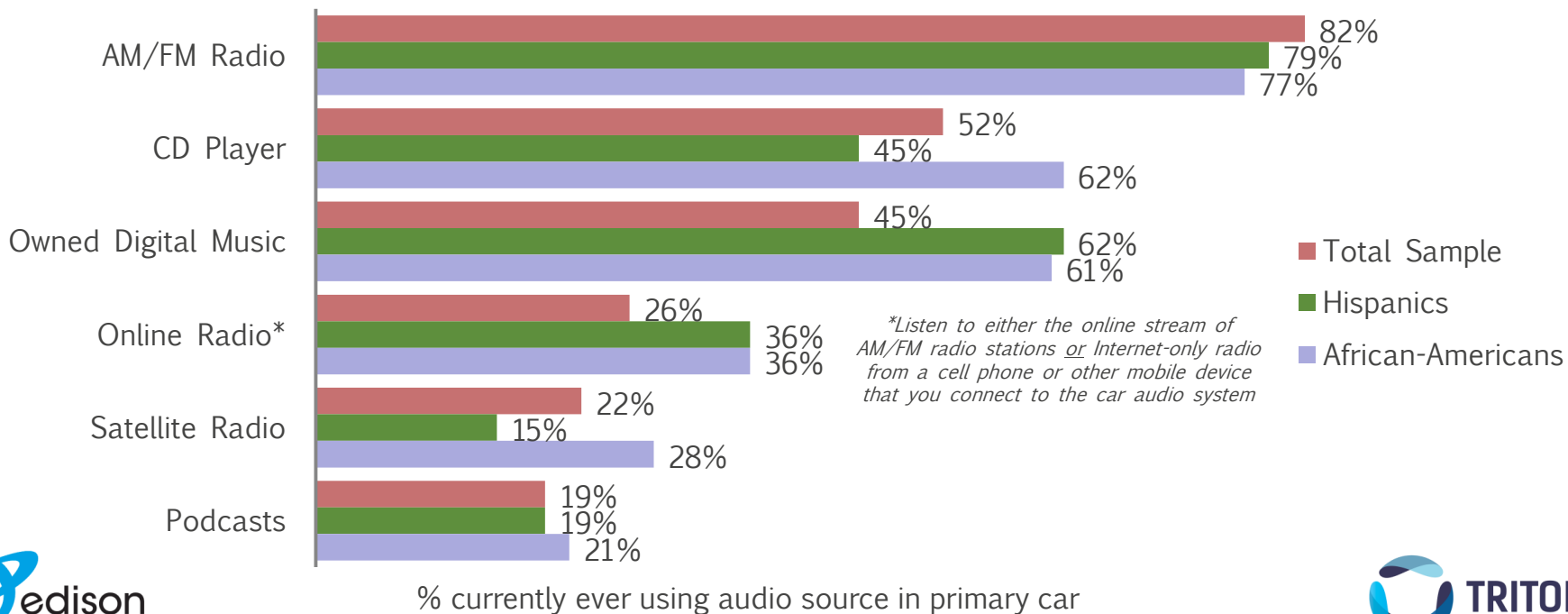




# IN-CAR MEDIA

# Audio Sources Used in Primary Car

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

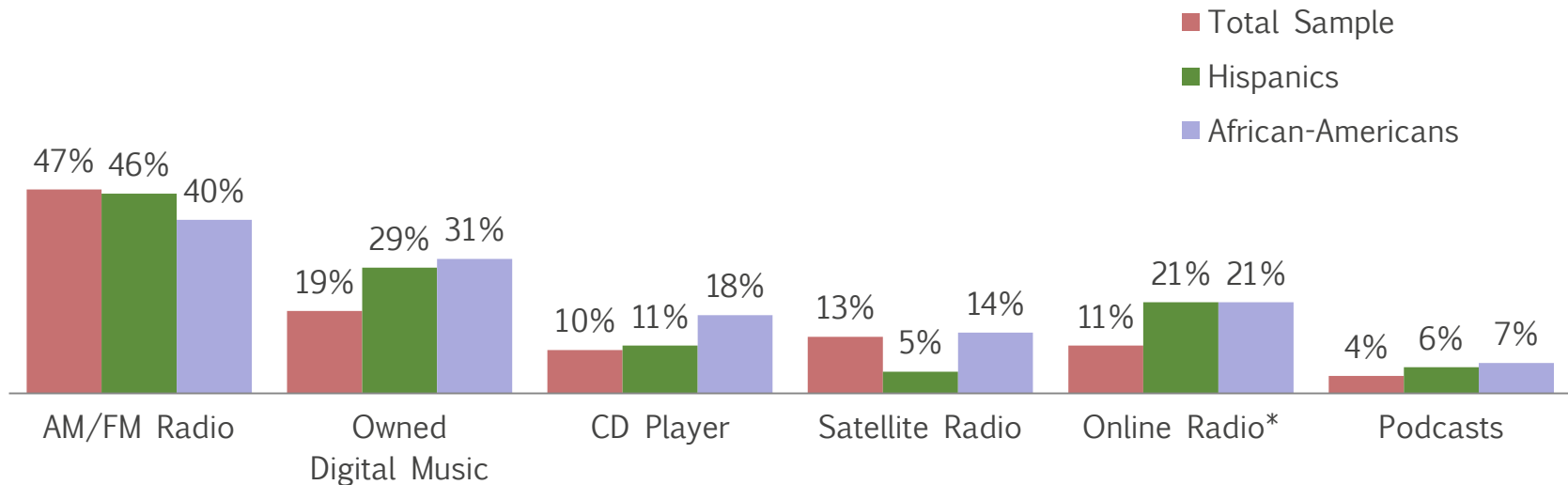




# Audio Sources Used at Least 'Most of the Times' in Primary Car

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

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

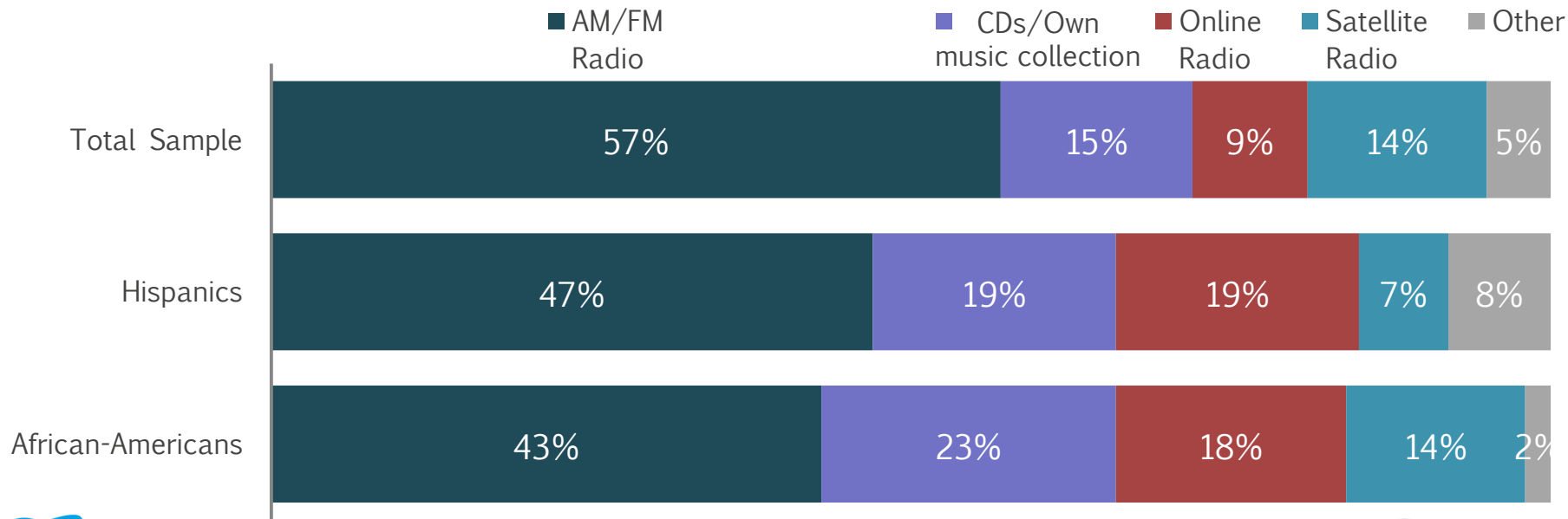


% using audio source "most" or "all" of the times in primary car



# Audio Source Used Most Often in Primary Car

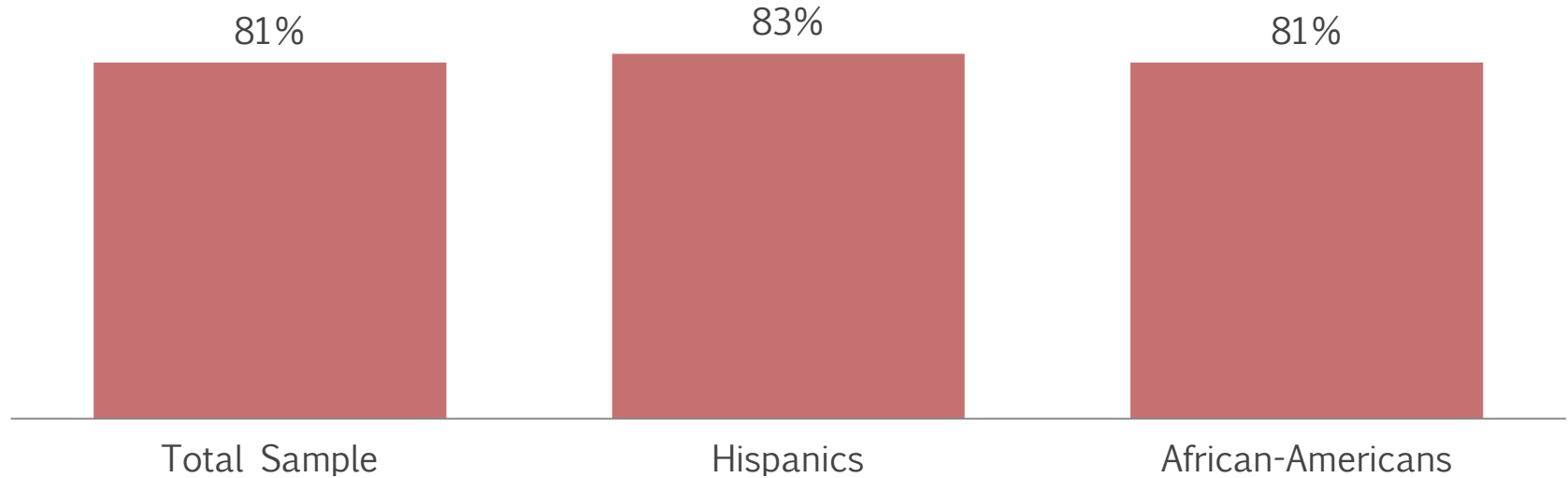
Base: Use any audio source in primary car



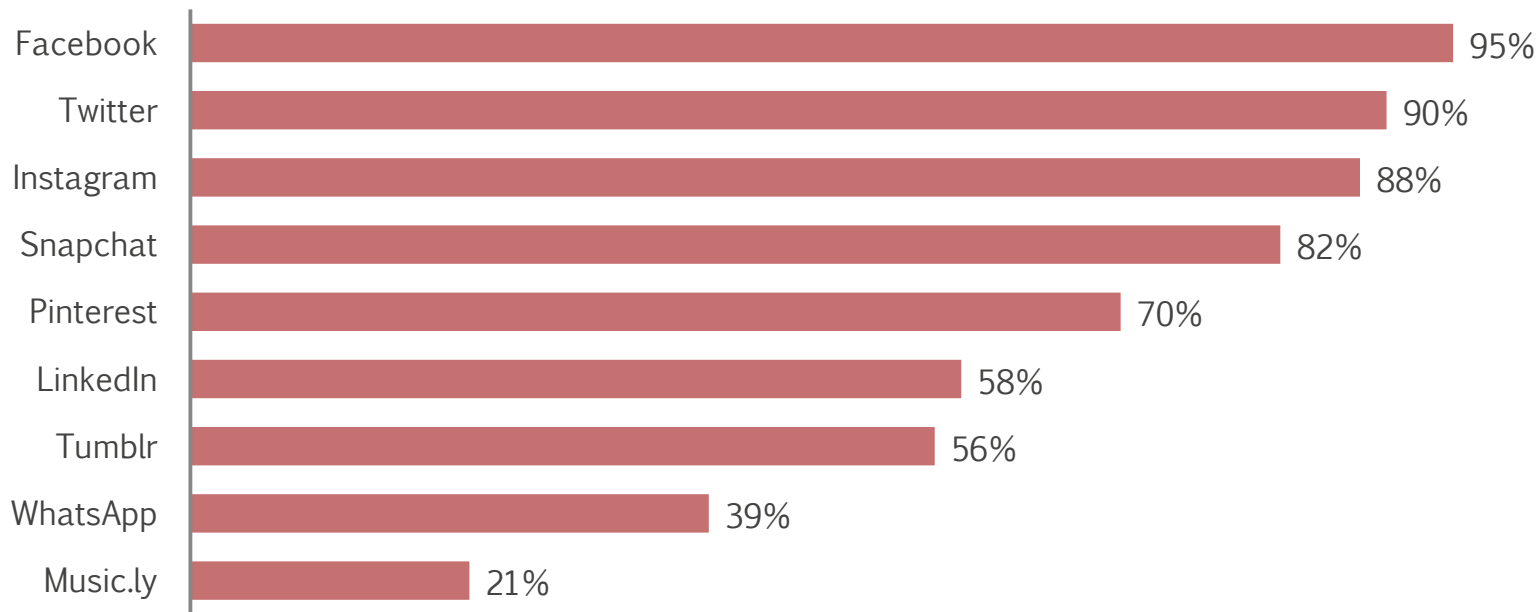


# SOCIAL MEDIA

# Social Media Usage

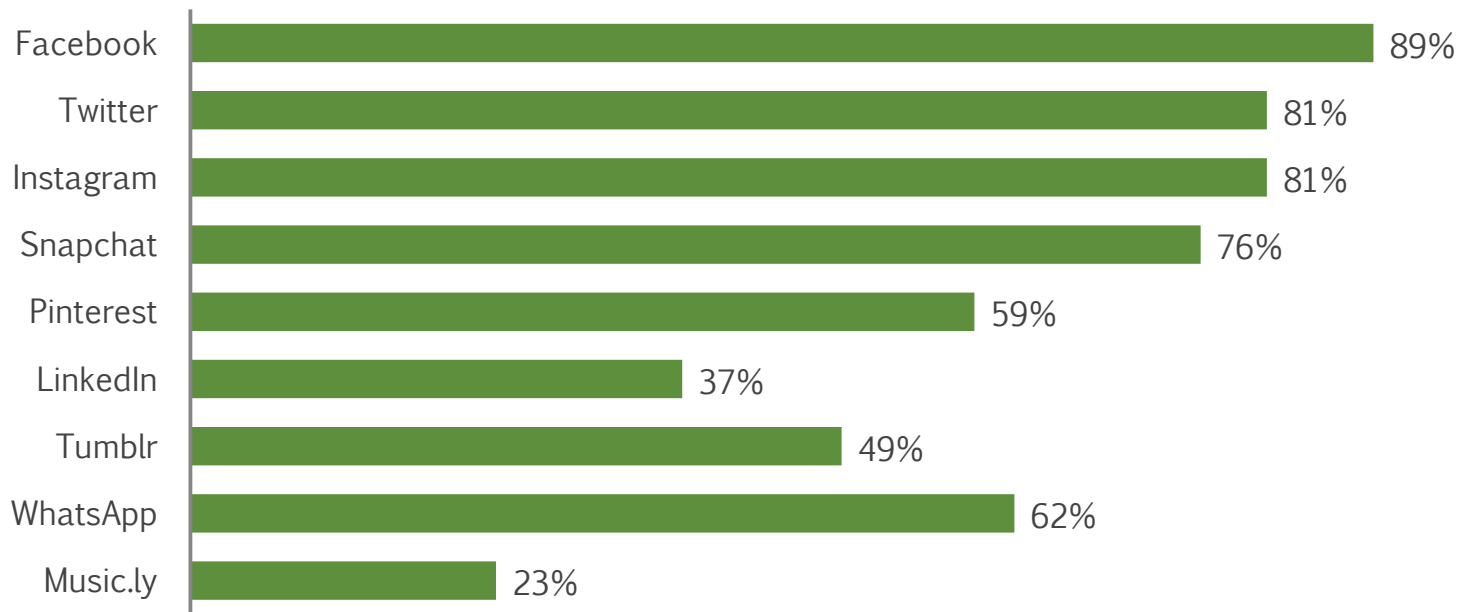


# Social Media Brand Awareness (Total Sample)



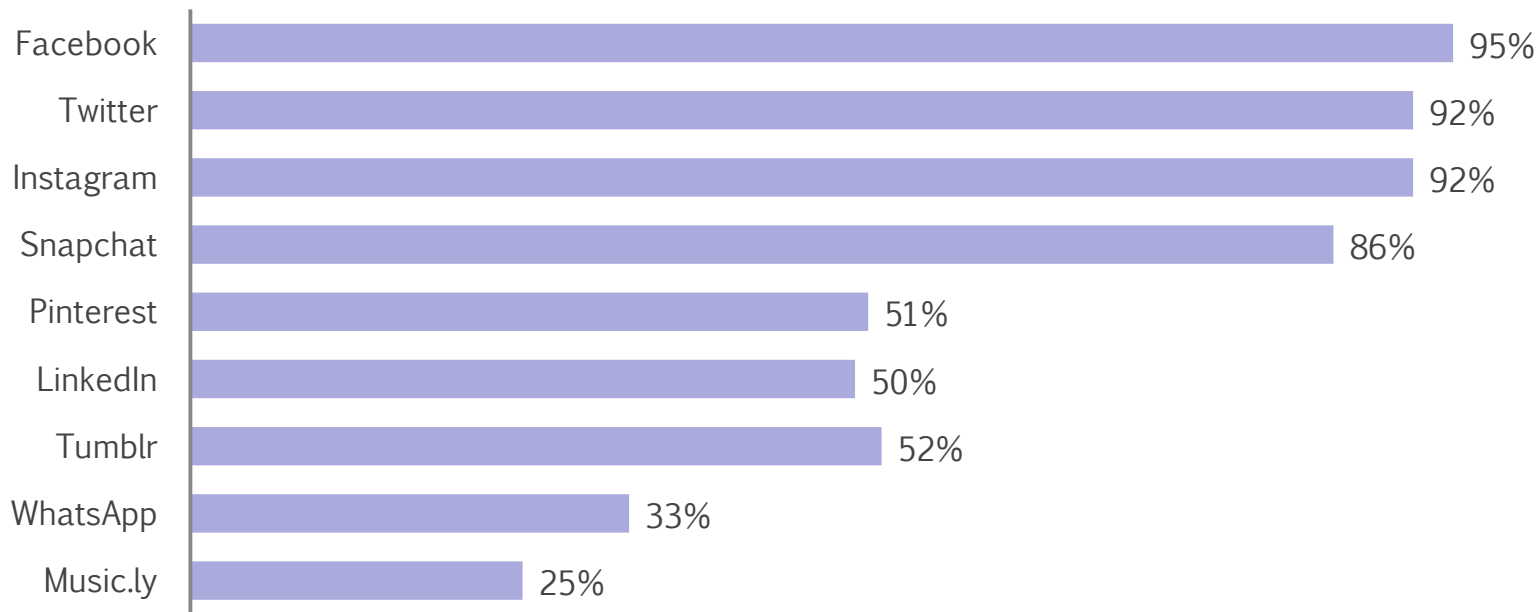
% aware of social media brand

# Social Media Brand Awareness (Hispanics)



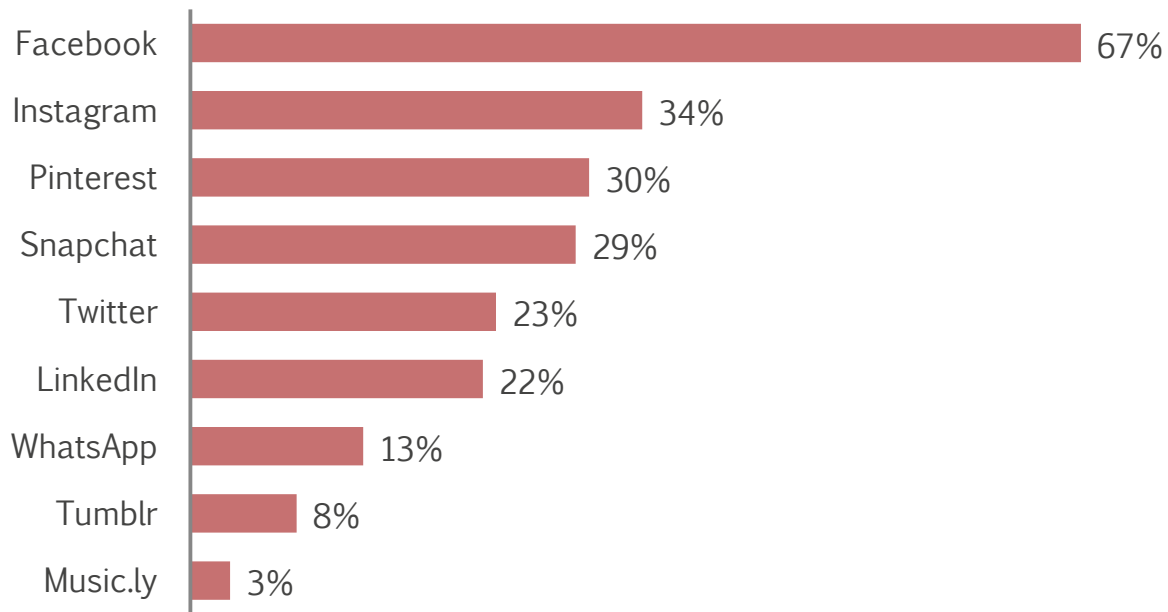


# Social Media Brand Awareness (African-Americans)



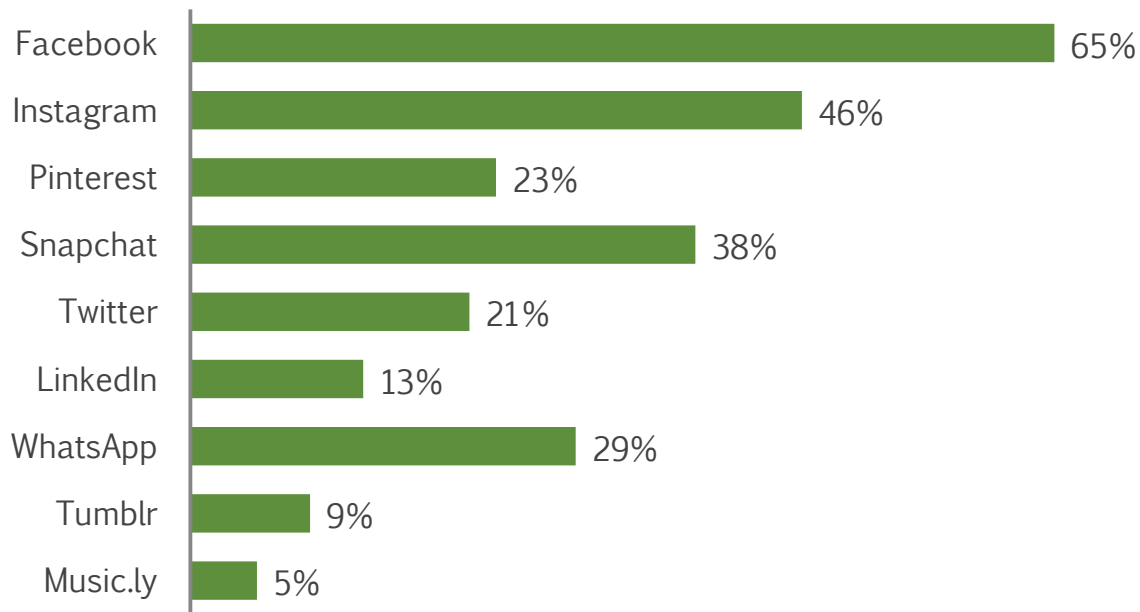
% aware of social media brand

# Social Media Brand Usage (Total Sample)



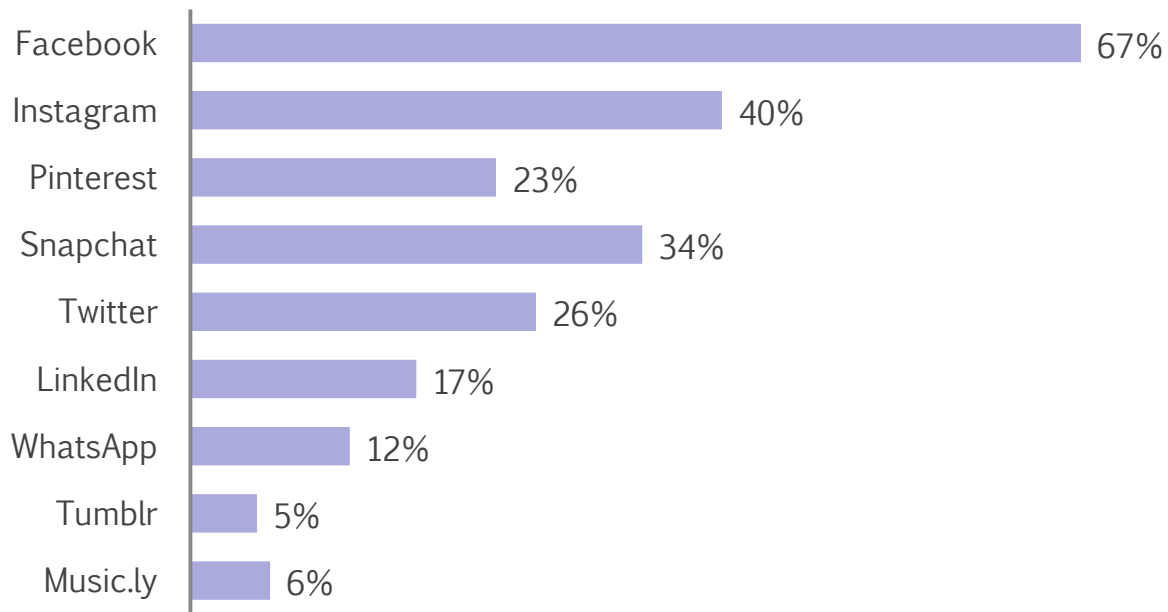
% currently ever use social media brand

# Social Media Brand Usage (Hispanics)



% currently ever use social media brand

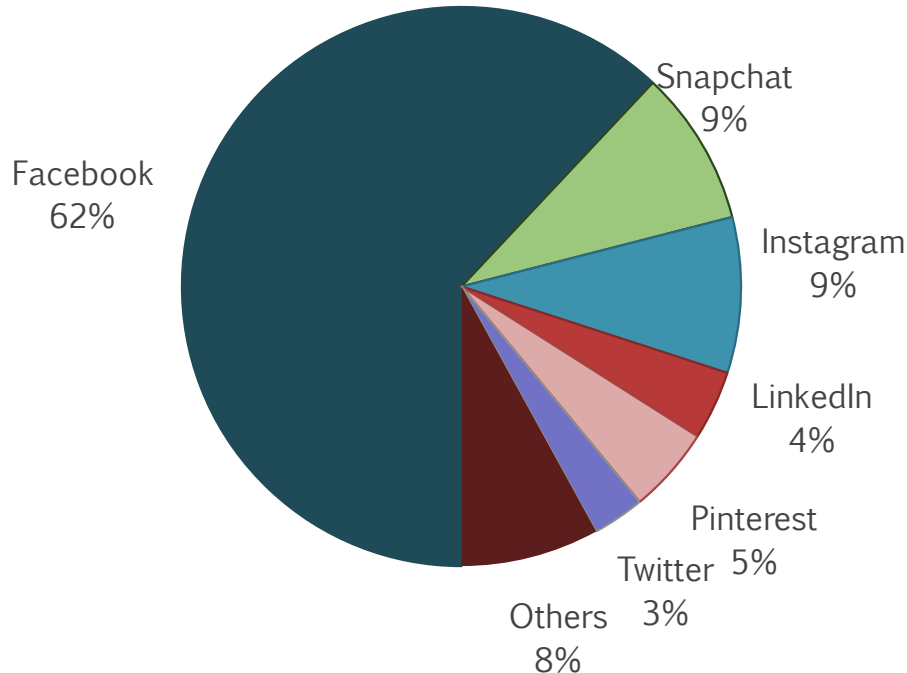
# Social Media Brand Usage (African-Americans)



% currently ever use social media brand

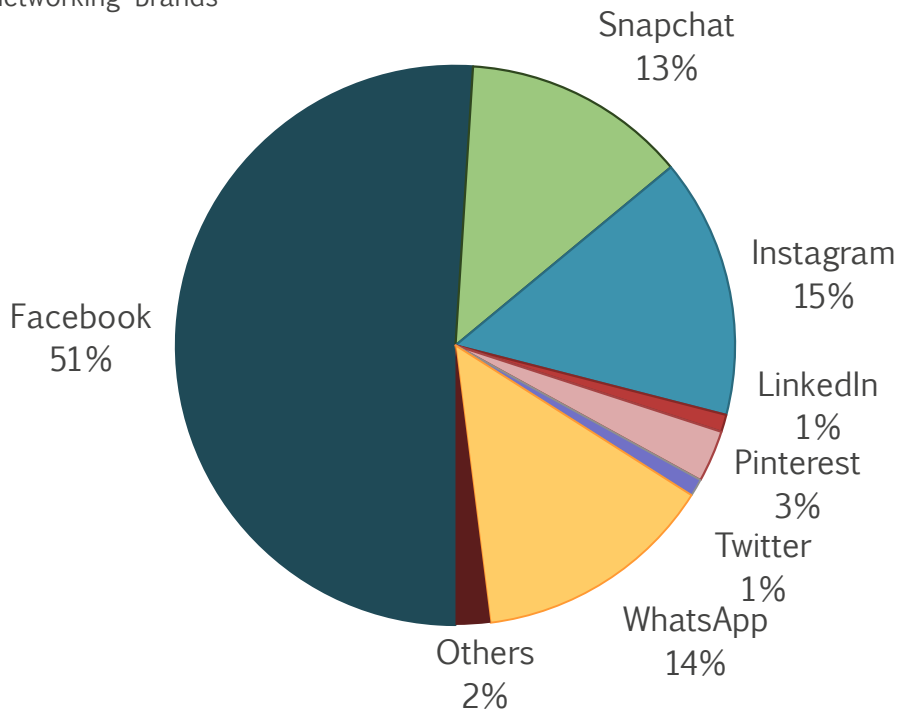
# Social Media Brand Used Most Often (Total Sample)

Base: Currently use any social networking brands



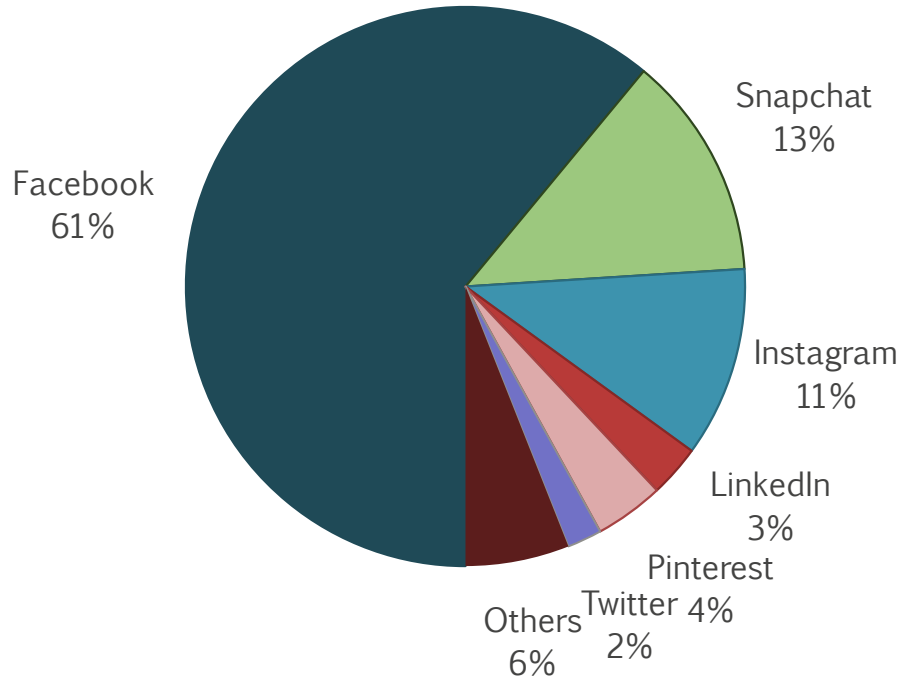
# Social Media Brand Used Most Often (Hispanics)

Base: Currently use any social networking brands



# Social Media Brand Used Most Often (African-Americans)

Base: Currently use any social networking brands





# THE INFINITE DIAL

2017

#infinitedial

