



THE INFINITE DIAL® 2020

# New-Music Seekers

An Infinite Dial 2020® Report



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# Share of Ear

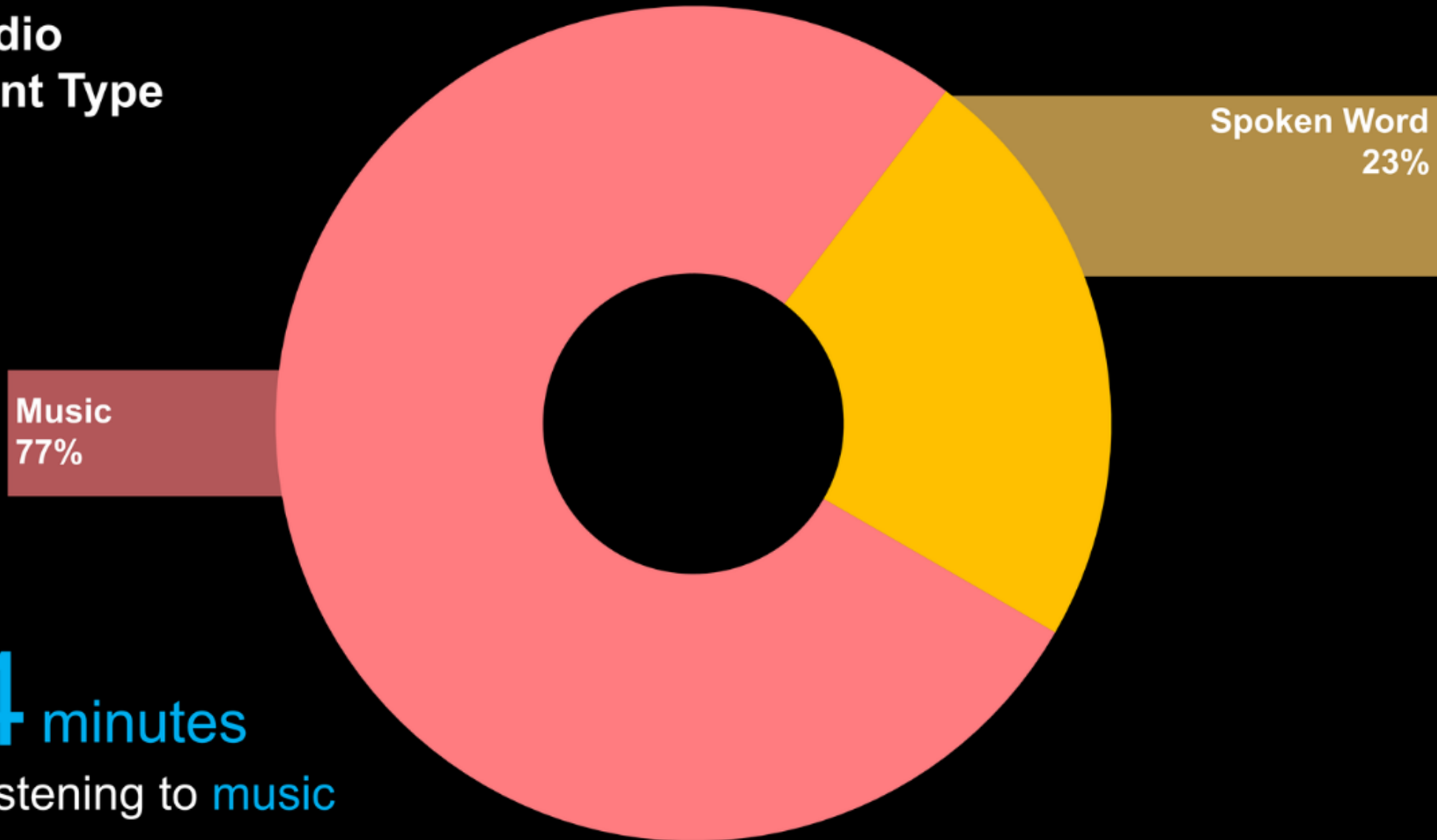
On average, Americans spend

**3 hours 46 minutes**

per day listening to audio

# Share of Ear

Americans' 13+ Audio  
Listening by Content Type



**2** hours **54** minutes  
per day listening to music

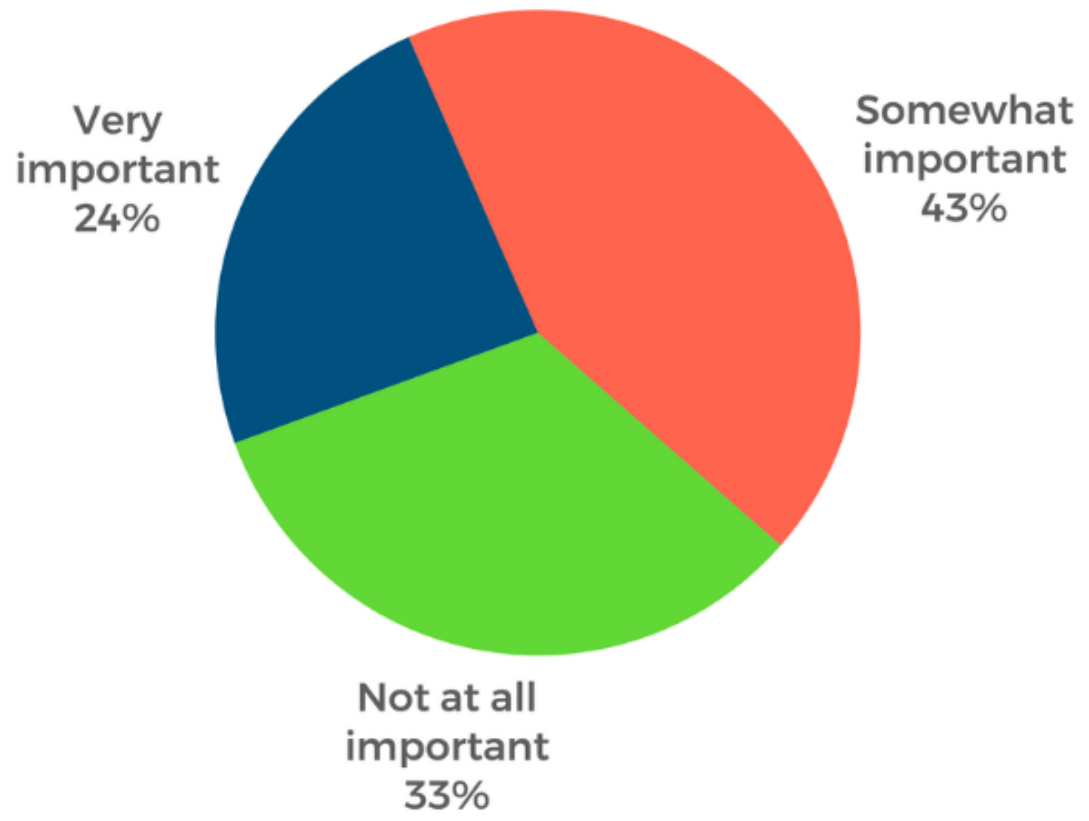
## Study Methodology

- ▶ In January/February 2020, Edison Research conducted national online survey of 3,159 Americans age 12 and older
- ▶ Survey offered in both English and Spanish
- ▶ Data weighted to national 12+ U.S. population figures

# Importance of Keeping Up-To-Date with Music

BASE: U.S. ONLINE POPULATION AGE 12+

*“How important is it to learn about and keep up-to-date with music?”*



## New-Music Seekers:

# 24%

of those age 12+ in the U.S. say it is  
“very important” to learn about  
and stay up-to-date with music

Age 12-34:

## 35%

say it is “very important”

Age 35-54:

## 25%

say it is “very important”

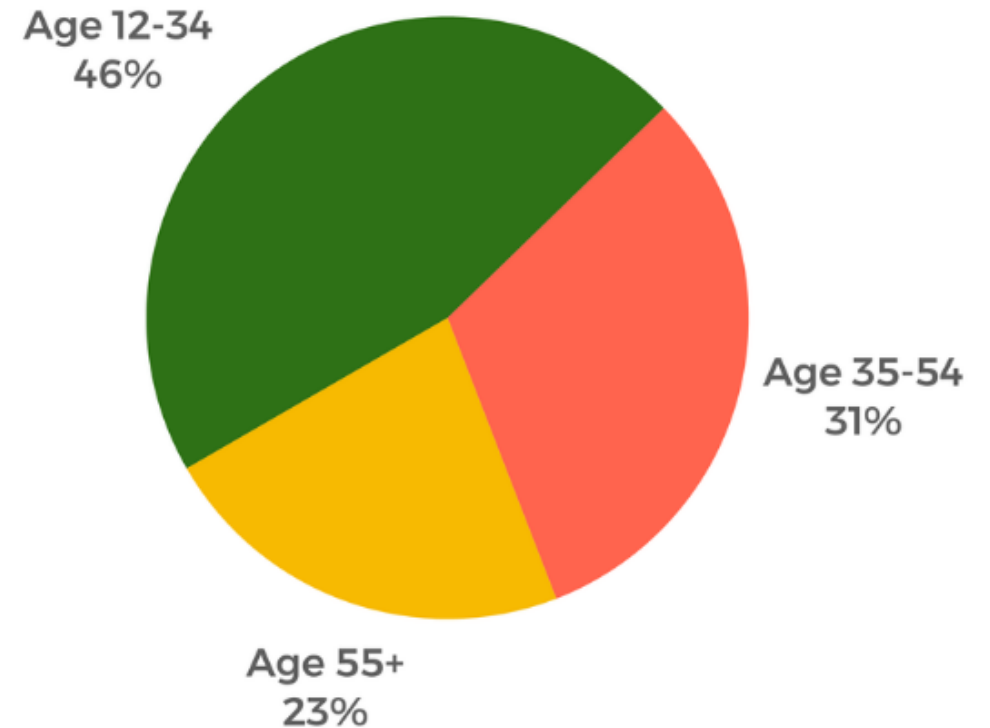
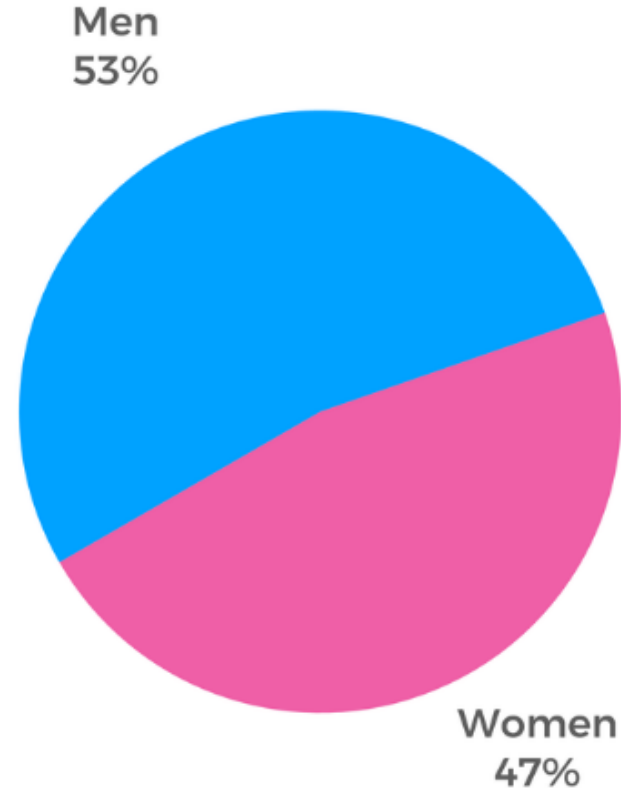
Age 55+

## 10%

say it is “very important”

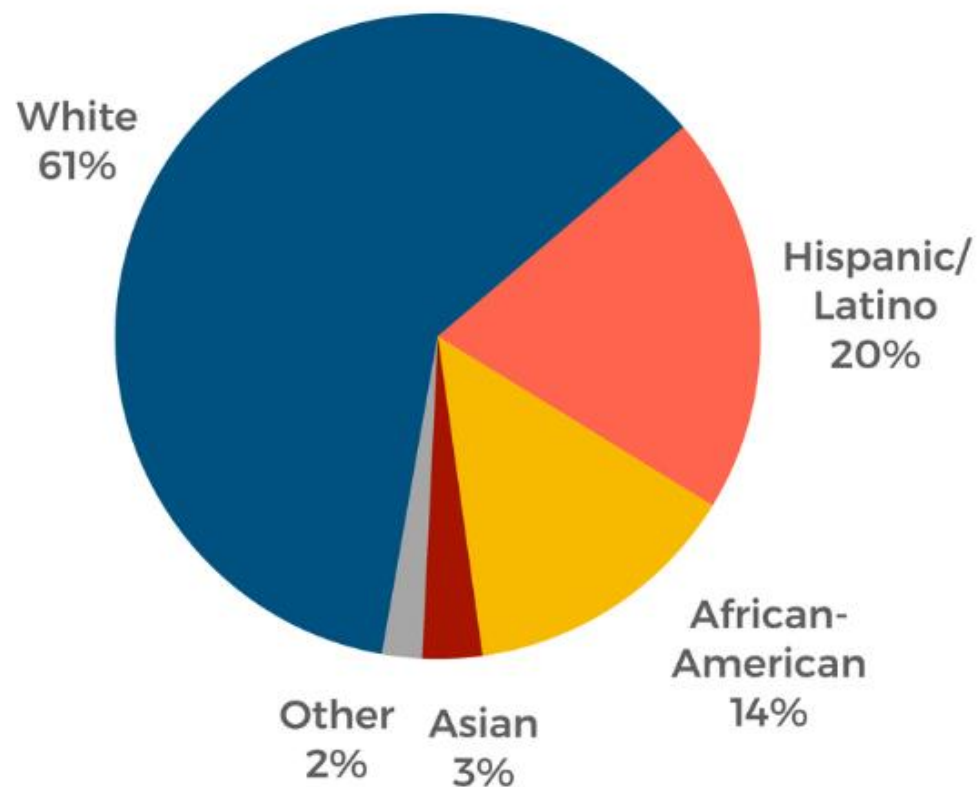
# Demographics of New-Music Seekers

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



# Demographics of New-Music Seekers

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC





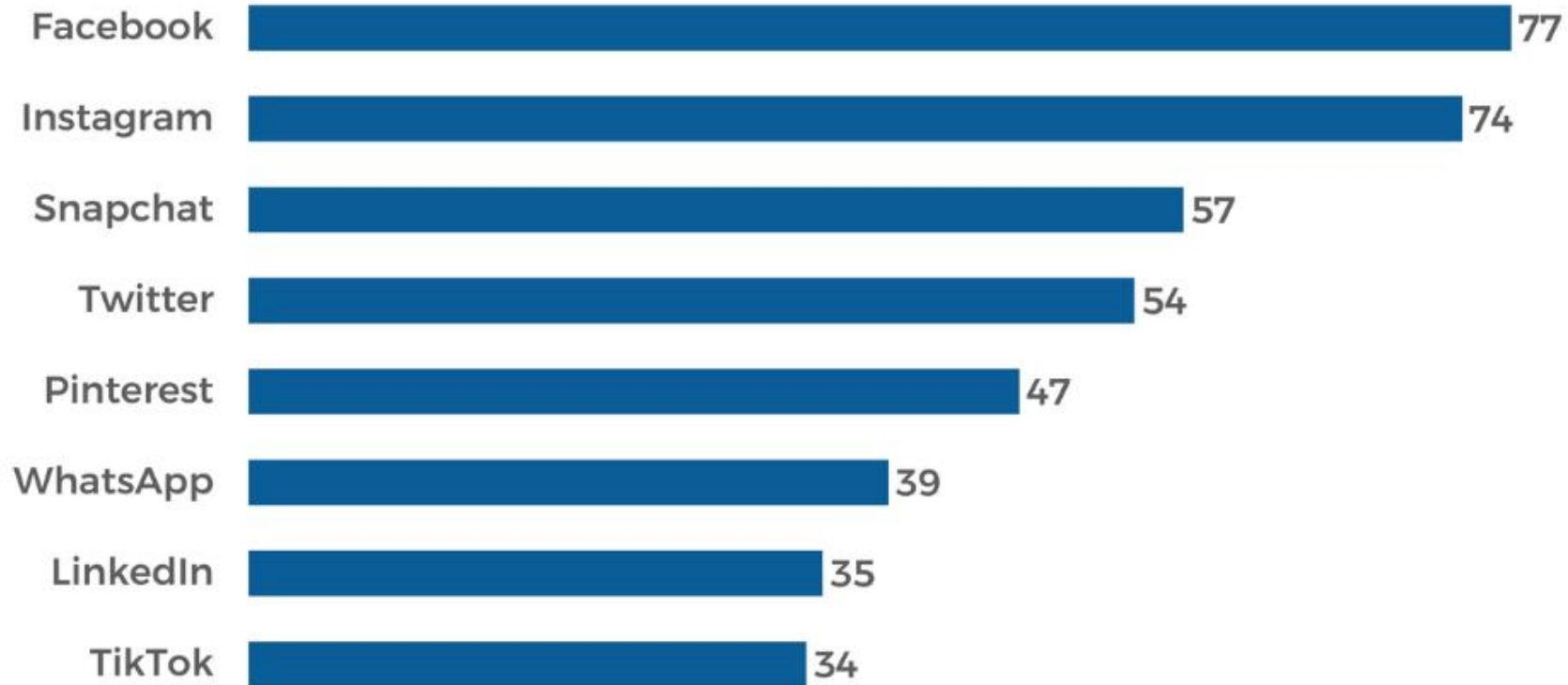
# Social Media

## Among New-Music Seekers

# New-Music Seekers: Social Media Brand Usage

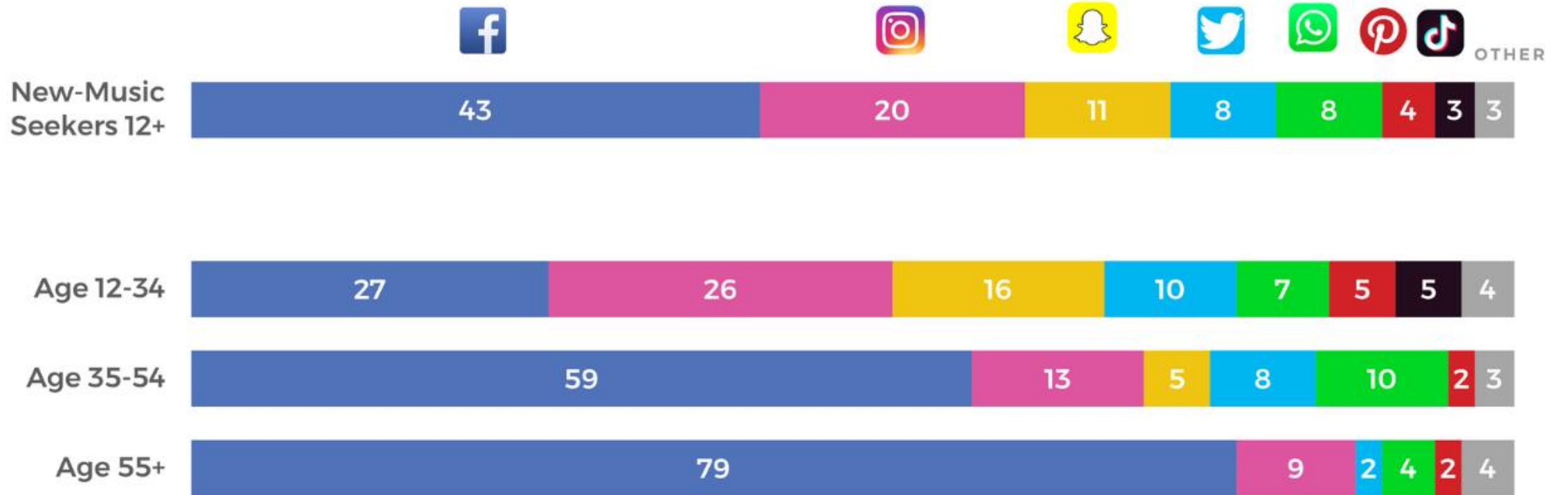
BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% USING SOCIAL MEDIA BRAND



# New-Music Seekers: Social Media Brand Used Most Often

BASE: U.S. SOCIAL MEDIA USERS WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

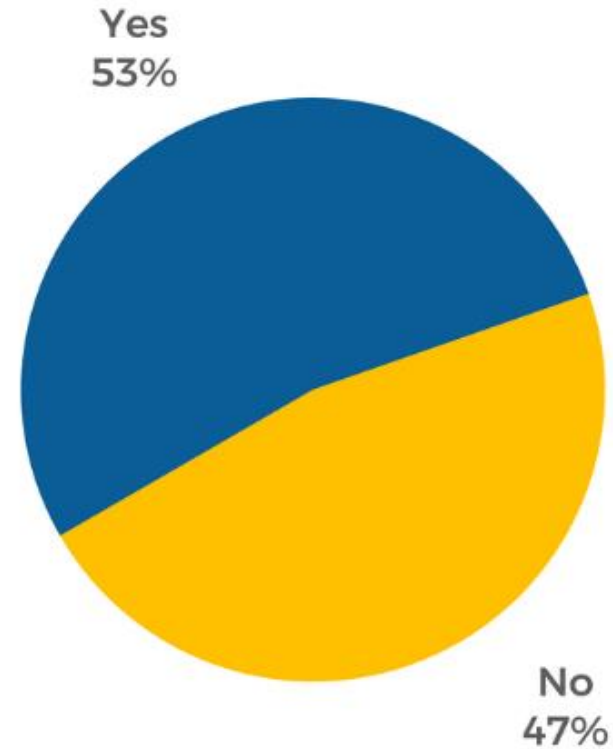


New-Music Seekers:

## Sharing Music Updates through Social Media

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

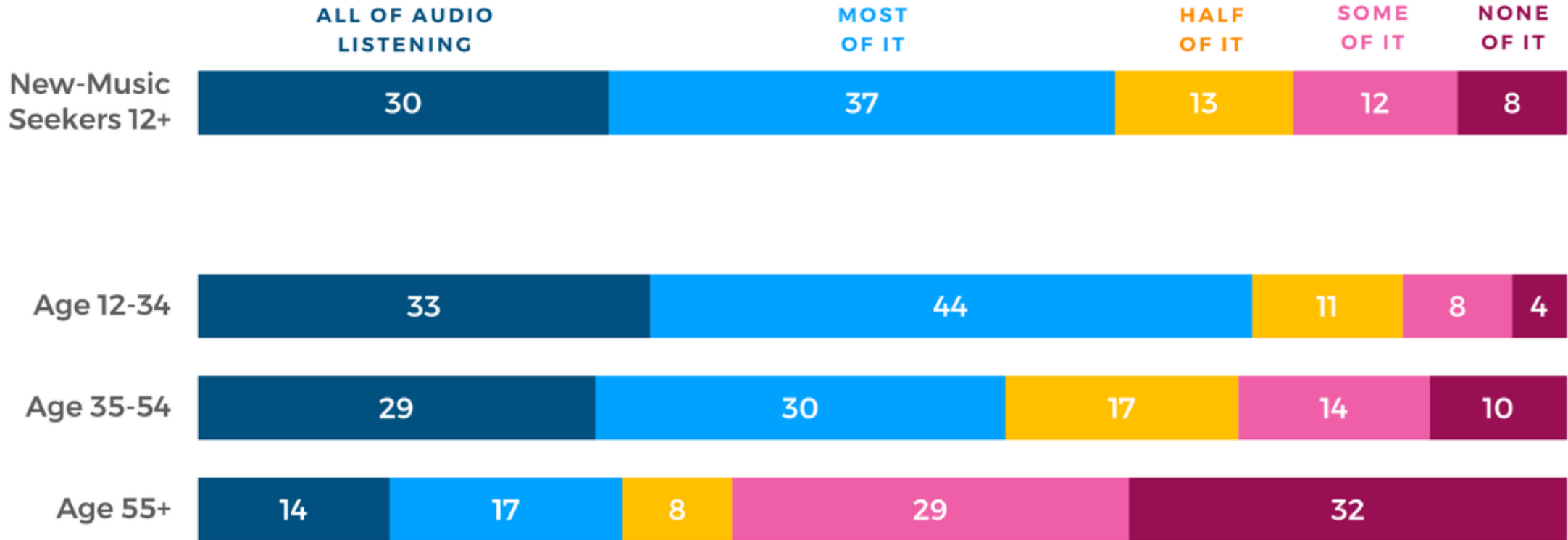
*"Do you currently ever share updates on the music you are listening to with friends and family through social media?"*



New-Music Seekers:

# Amount of Audio Listening through Headphones/Earbuds

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC





# Audio Brands

## Among New-Music Seekers



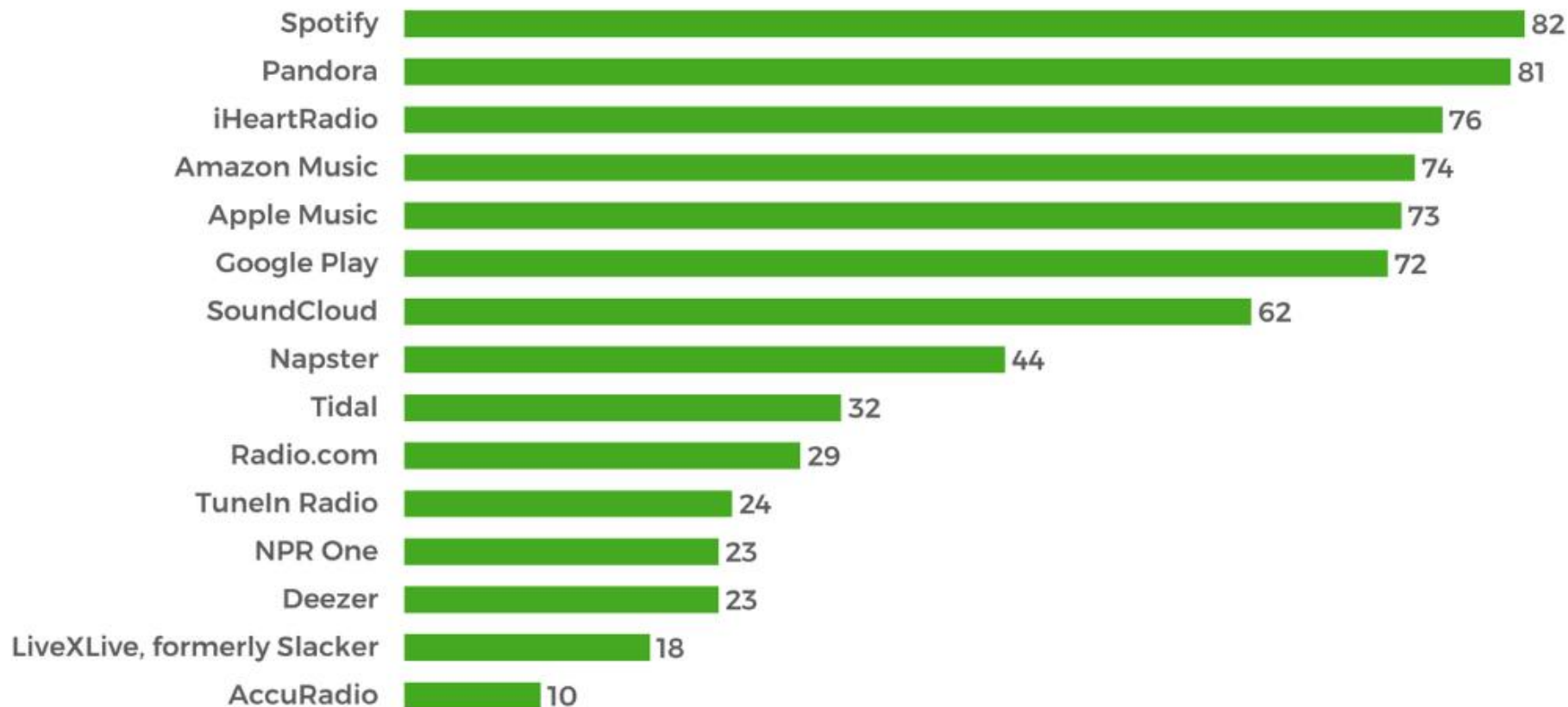
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# New-Music Seekers: Audio Brand Awareness

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

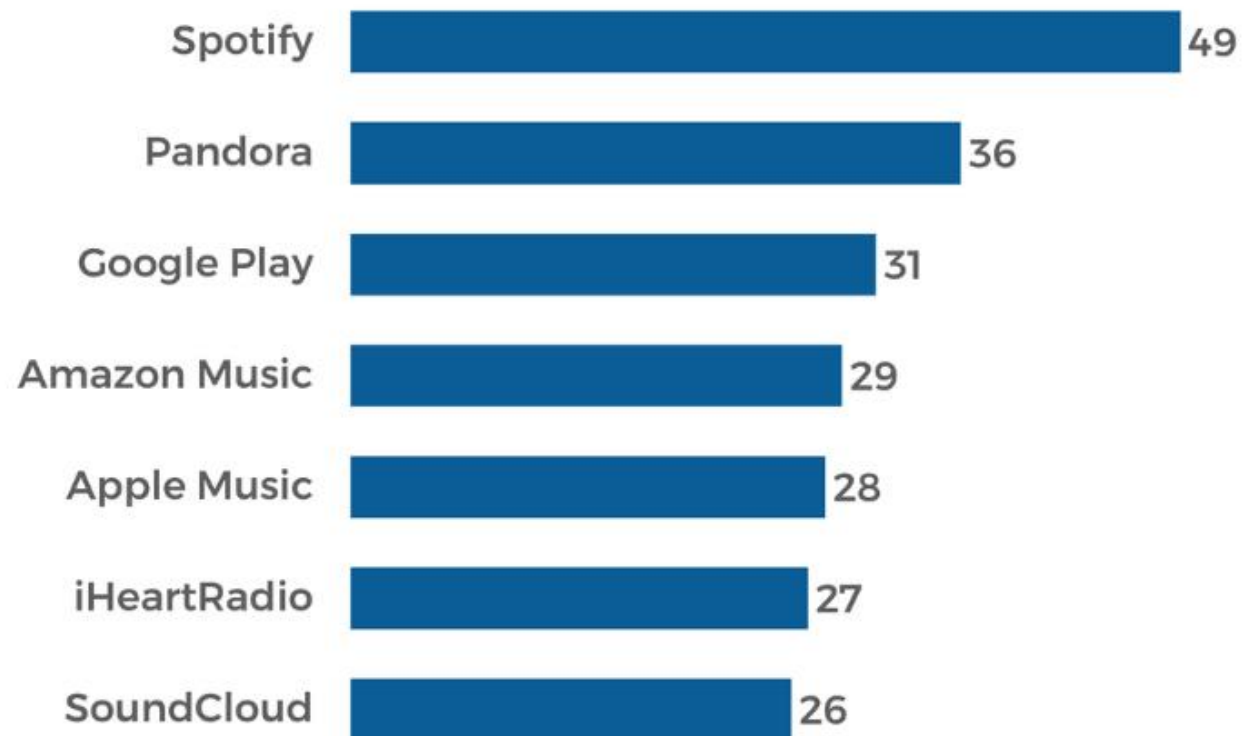
% AWARE OF AUDIO BRAND



## New-Music Seekers: Audio Brands Listened to in Last Month

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% LISTENED TO AUDIO BRAND IN LAST MONTH

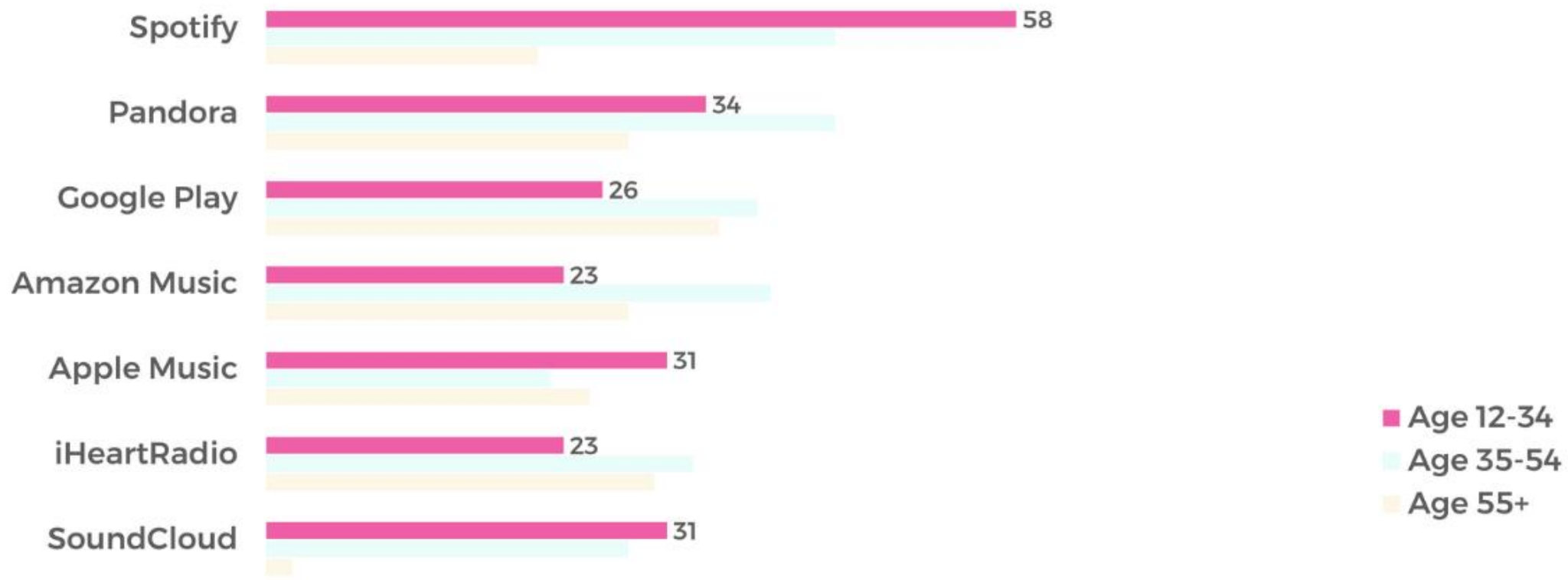




# New-Music Seekers: Audio Brands Listened to in Last Month (Age 12-34)

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

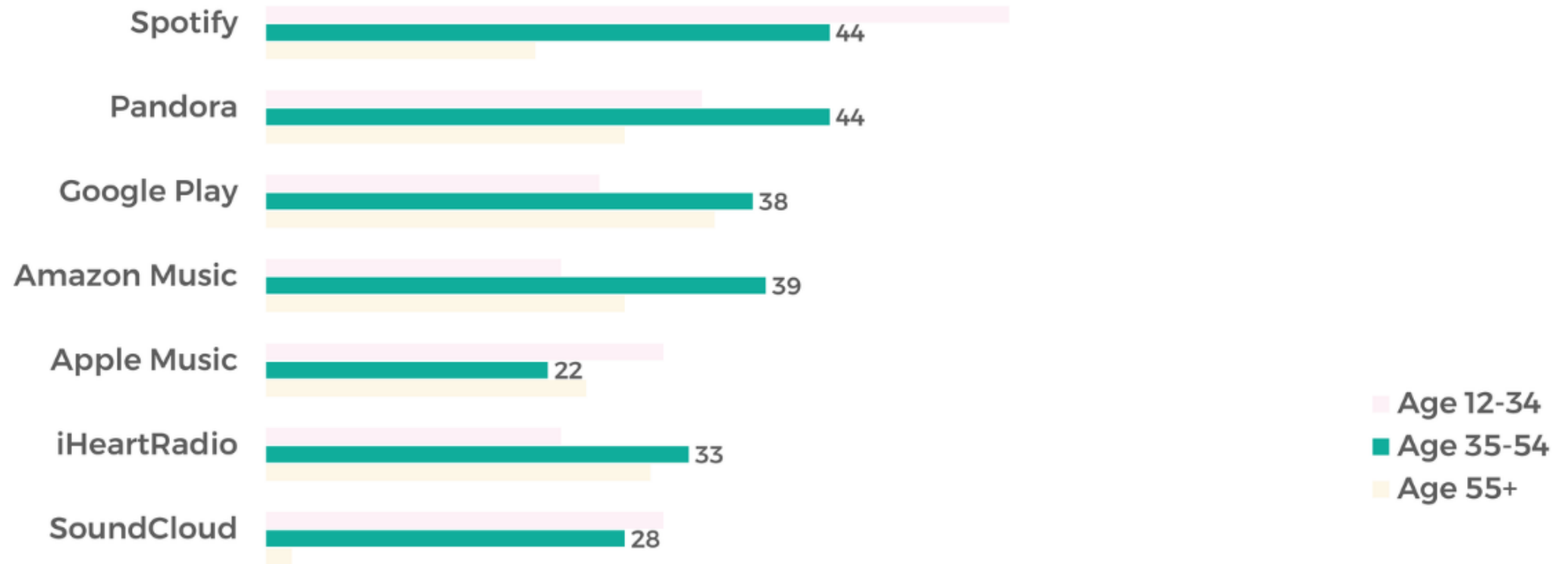
% LISTENED TO AUDIO BRAND IN LAST MONTH



# New-Music Seekers: Audio Brands Listened to in Last Month (Age 35-54)

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

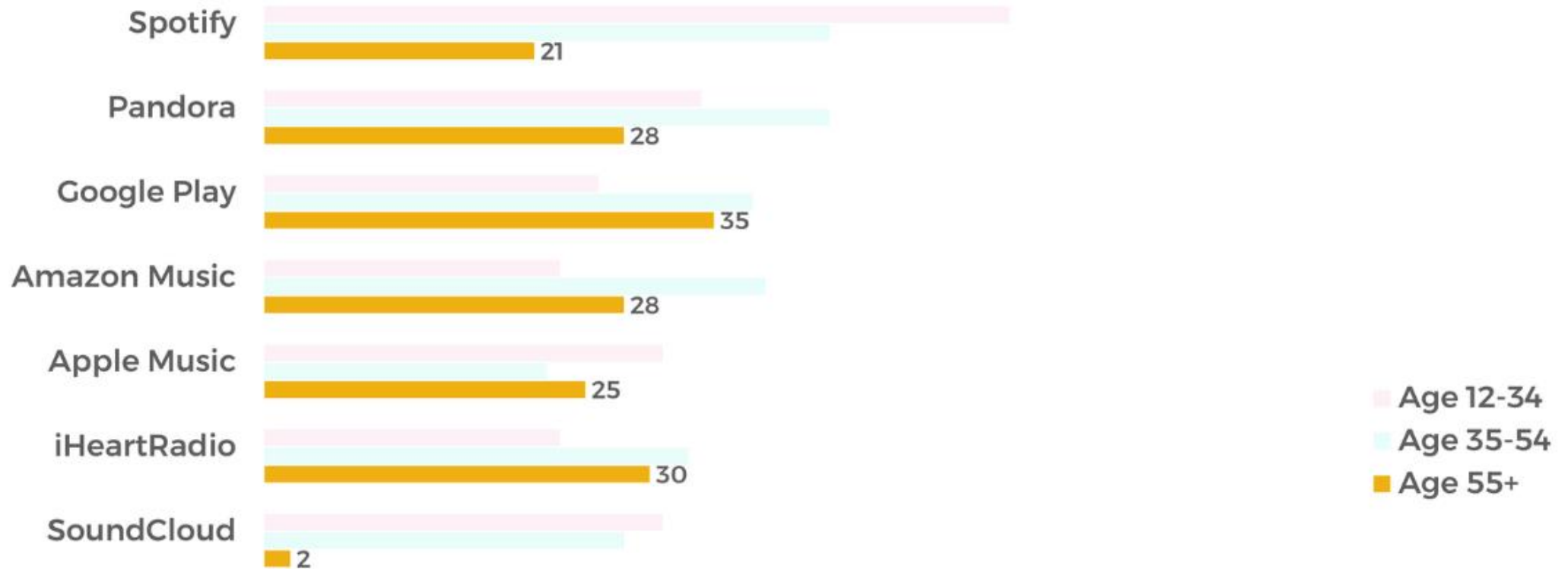
% LISTENED TO AUDIO BRAND IN LAST MONTH



# New-Music Seekers: Audio Brands Listened to in Last Month (Age 55+)

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

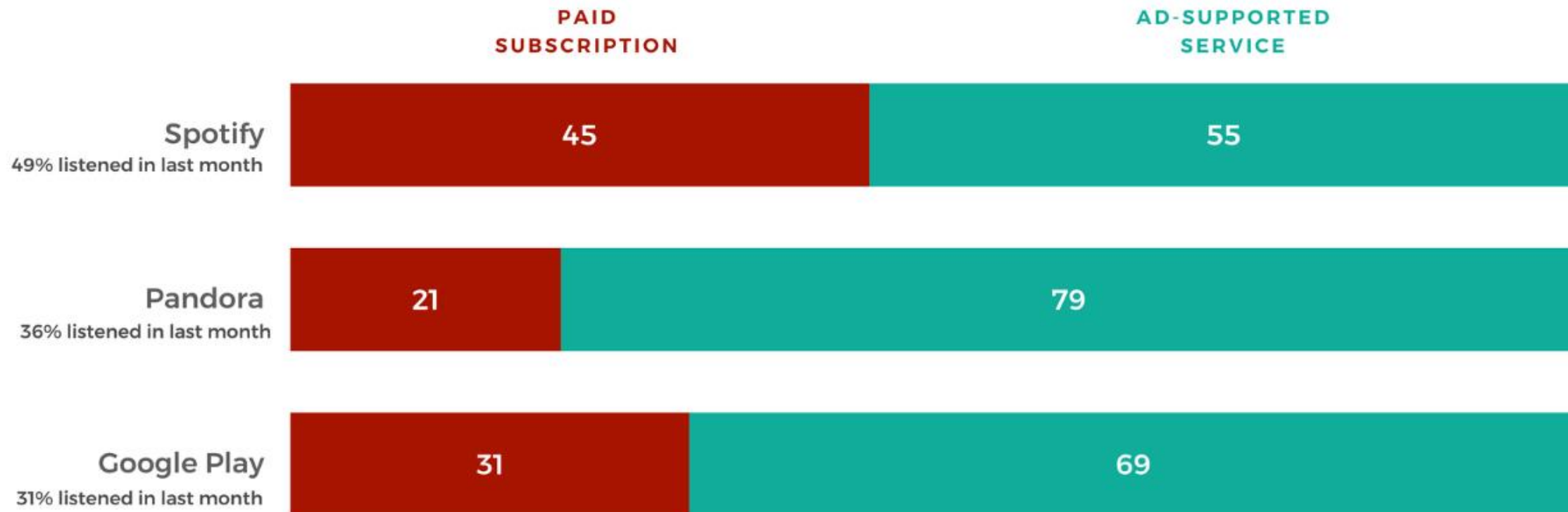
% LISTENED TO AUDIO BRAND IN LAST MONTH



New-Music Seekers:

# Listening to Paid Subscriptions vs. Ad-Supported Audio Brands

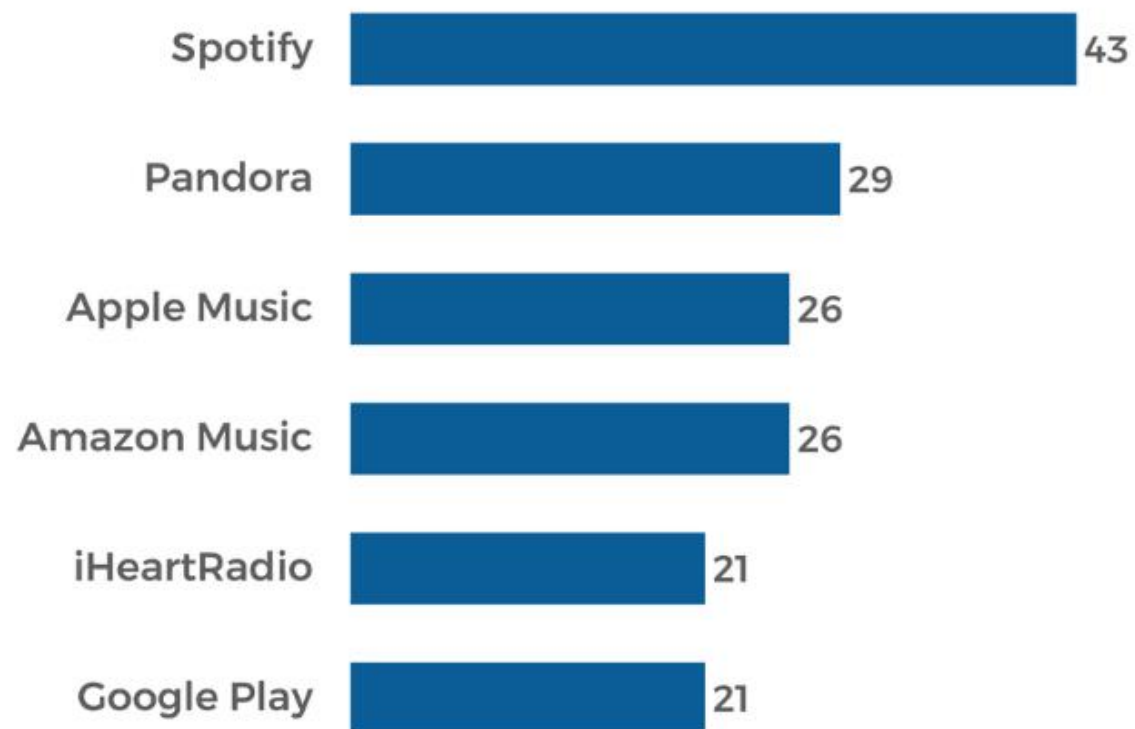
BASE: U.S. ONLINE POPULATION AGE 12+ WHO LISTENED TO AUDIO BRAND IN LAST MONTH AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



## New-Music Seekers: Audio Brands Listened to in Last Week

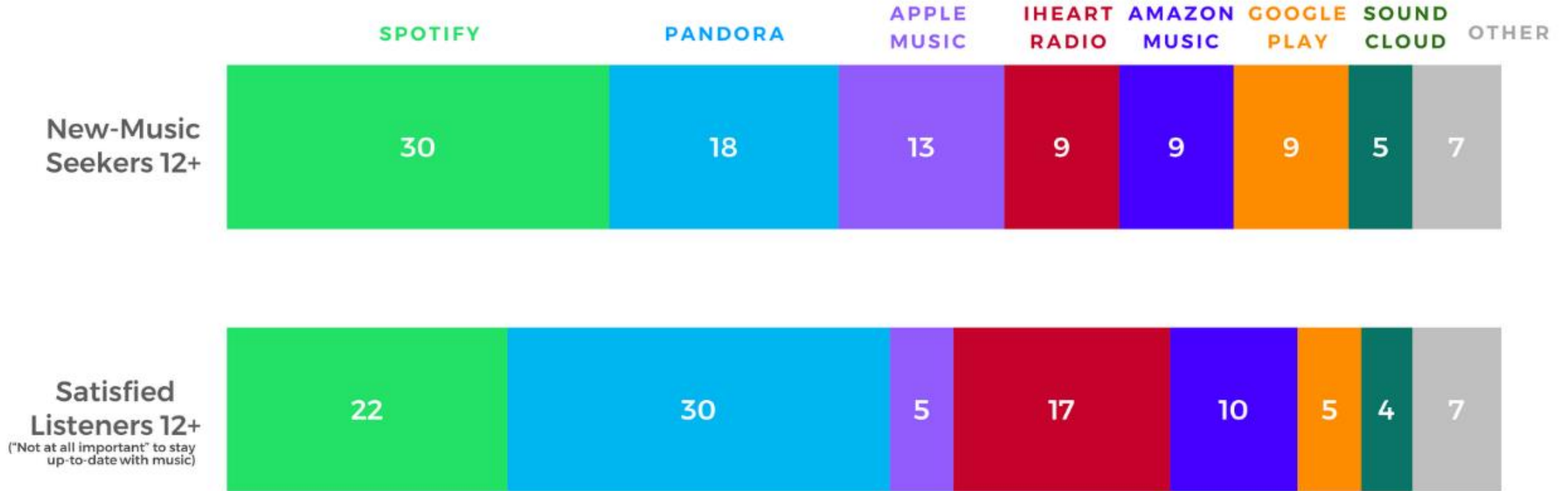
BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% LISTENED TO AUDIO BRAND IN LAST WEEK



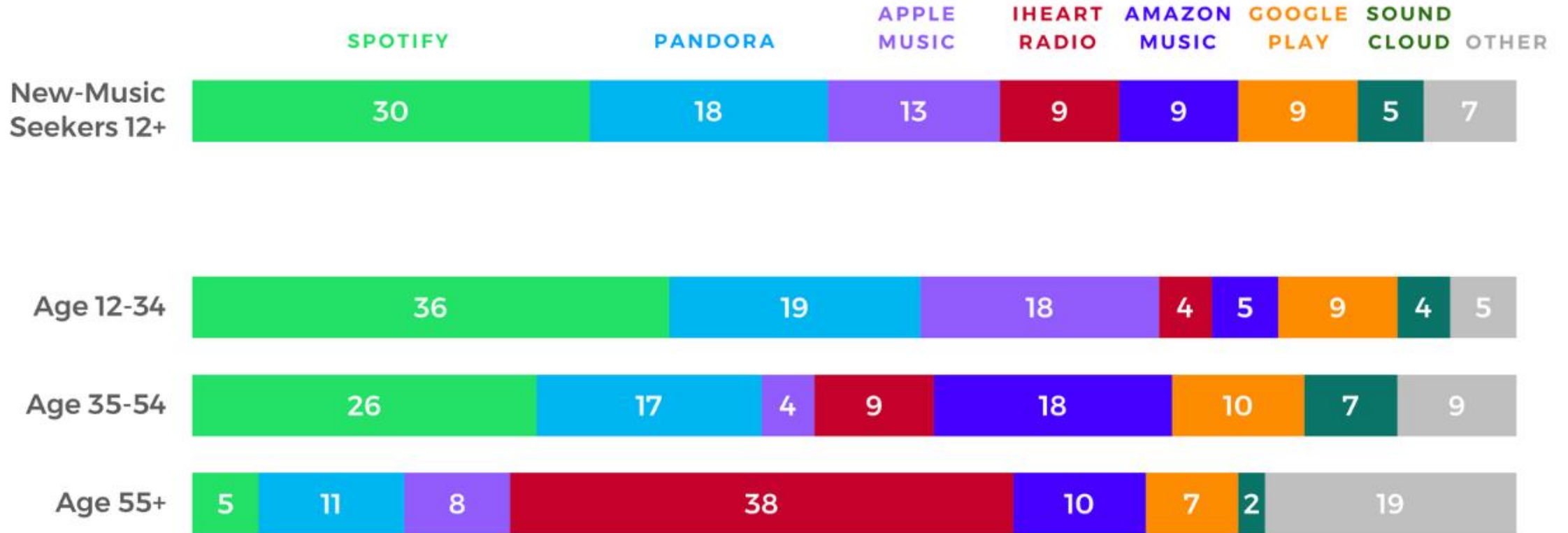
# New-Music Seekers: Audio Brands Used Most Often

BASE: U.S. ONLINE POPULATION AGE 12+ WHO USE AUDIO BRANDS



# New-Music Seekers: Audio Brands Used Most Often

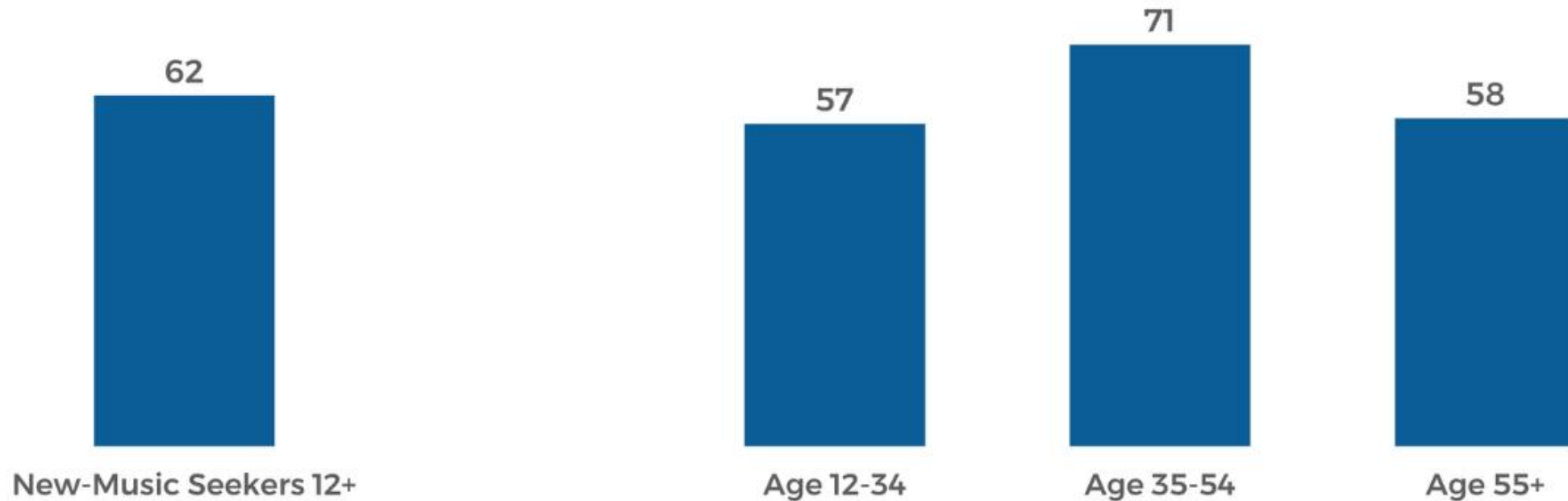
BASE: U.S. ONLINE POPULATION WHO USE AUDIO BRANDS AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



# New-Music Seekers: Weekly Usage of YouTube for Music

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% USED YOUTUBE FOR MUSIC OR MUSIC VIDEOS IN LAST WEEK





# In-Car Media

## Among New-Music Seekers

New-Music Seekers:

## Audio Sources Ever Used in Car

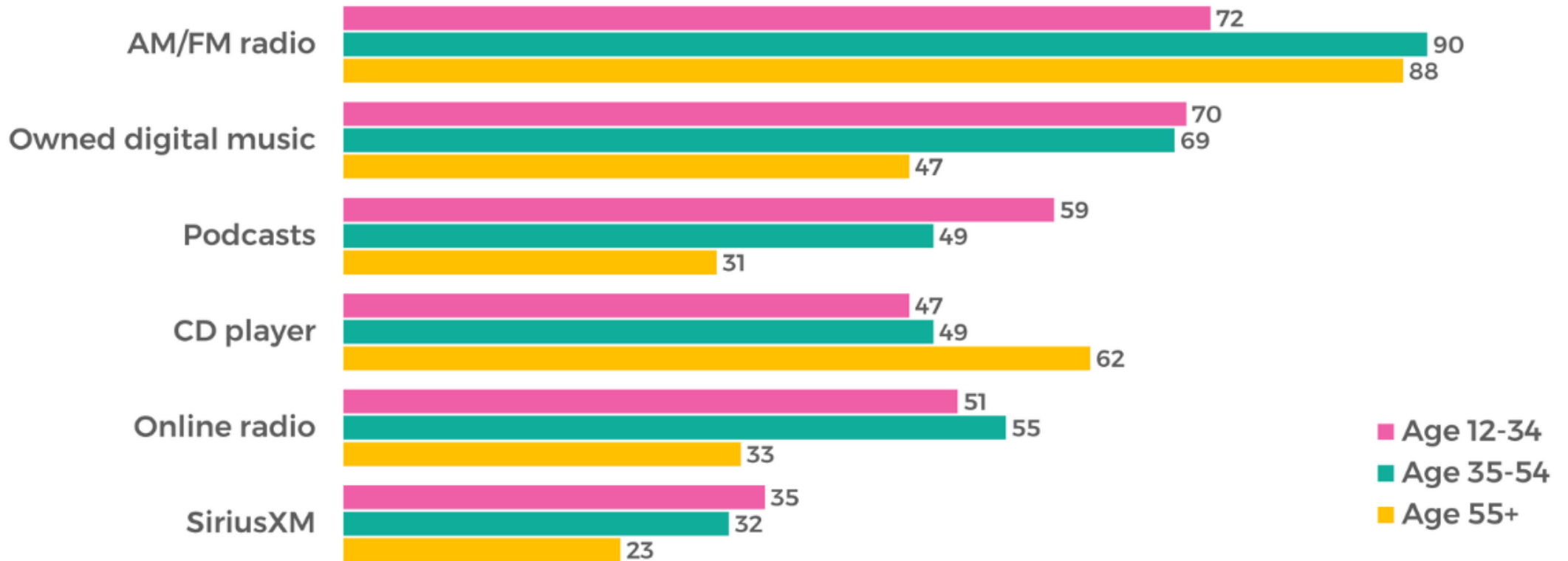
BASE: U.S. ONLINE POPULATION AGE 18+ WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC; 92%  
% USING AUDIO SOURCE IN CAR



## New-Music Seekers:

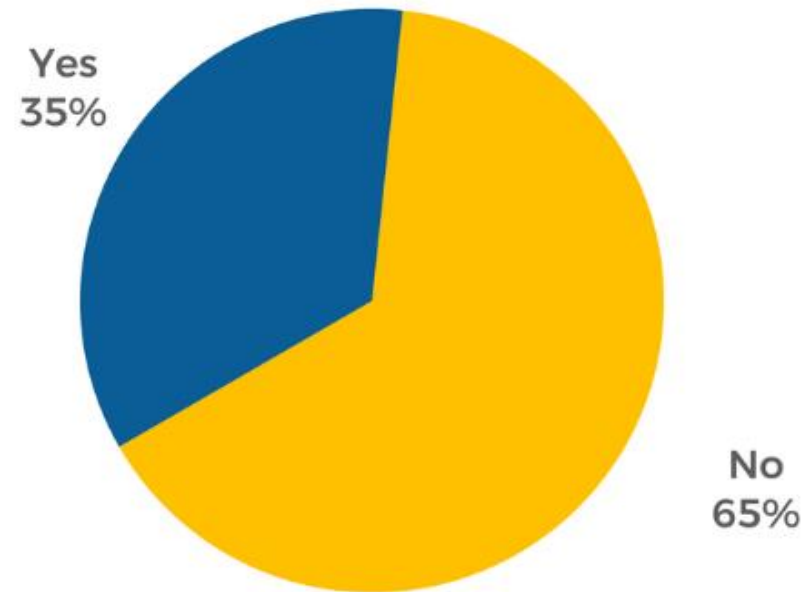
# Audio Sources Ever Used in Car

BASE: U.S. ONLINE POPULATION WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC  
% USING AUDIO SOURCE IN CAR



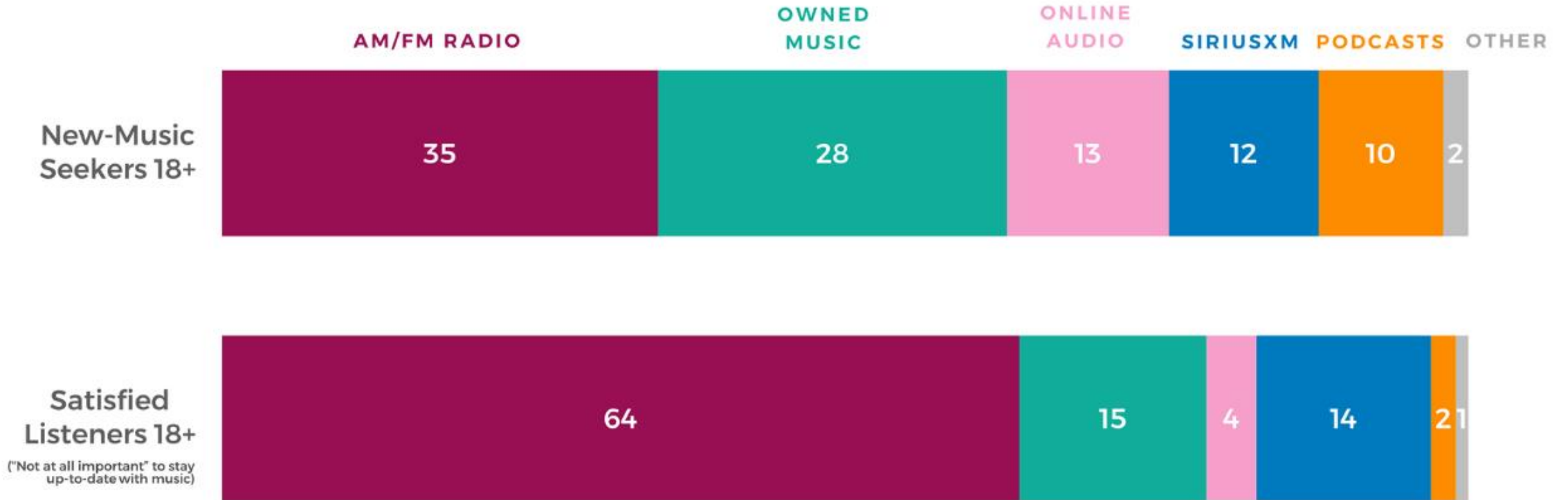
# New-Music Seekers: SiriusXM Satellite Radio Subscribers

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



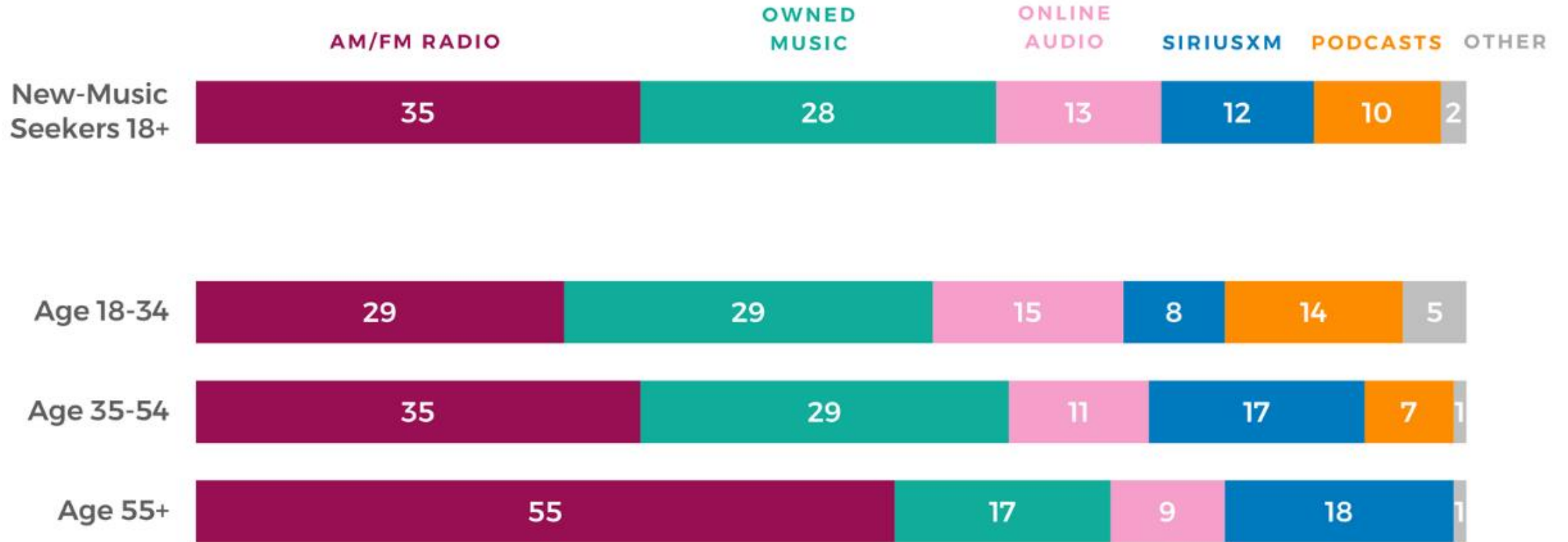
# New-Music Seekers: Audio Source Used Most Often in Car

BASE: U.S. ONLINE POPULATION AGE 18+ WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH



# New-Music Seekers: Audio Source Used Most Often in Car

BASE: U.S. ONLINE POPULATION WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC





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# Music Discovery

## Among New-Music Seekers



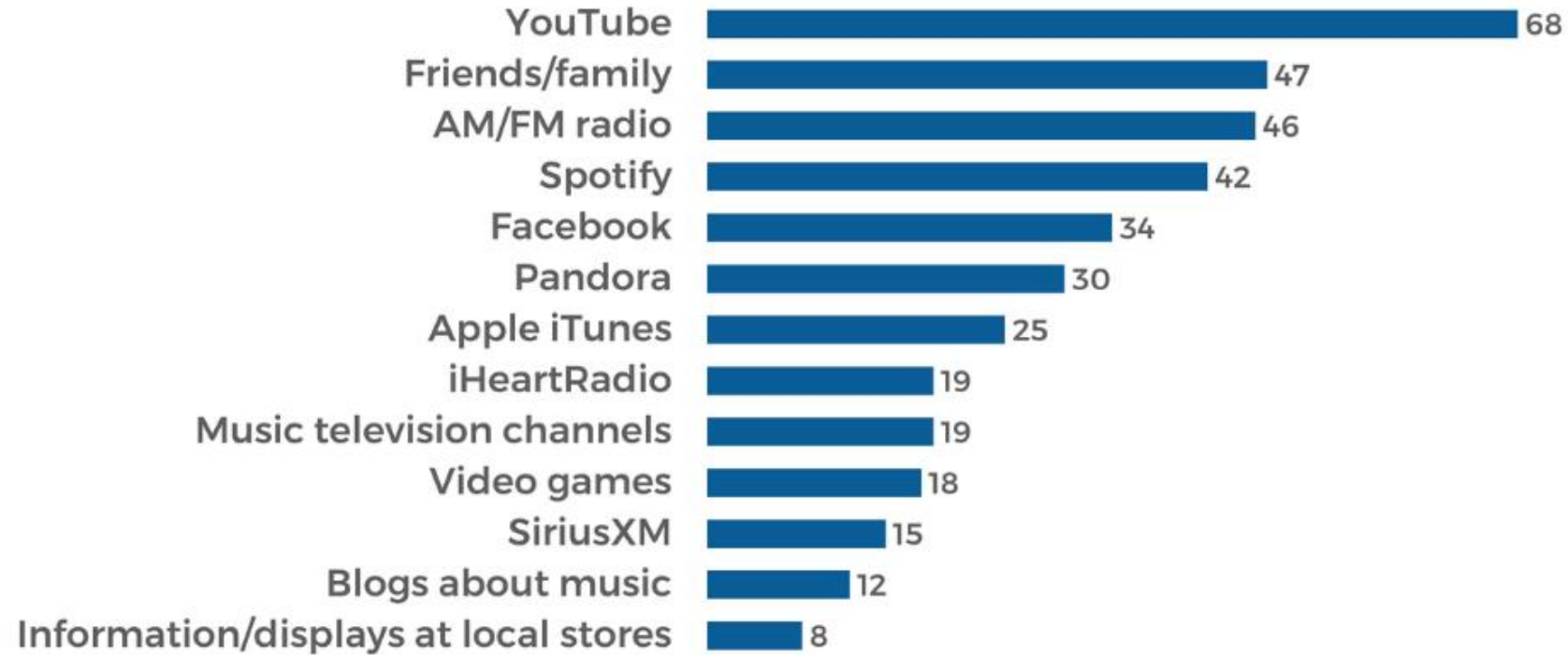
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# New-Music Seekers: Sources Ever Used to Discover Music

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% EVER USE SOURCE TO FIND OUT ABOUT MUSIC

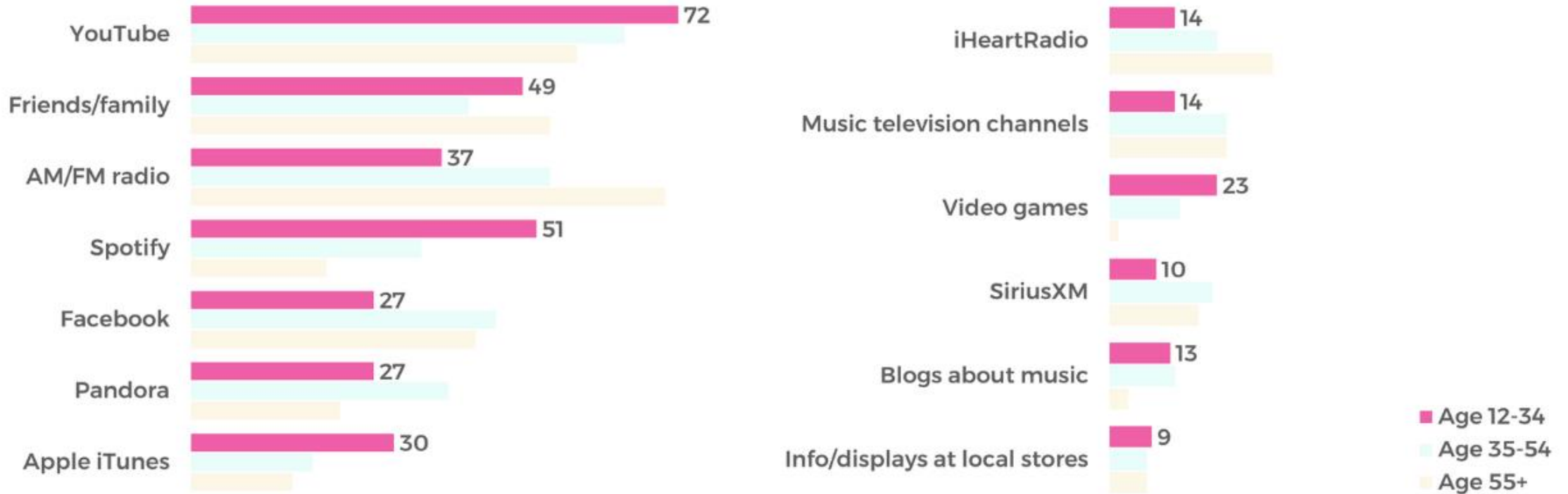




# New-Music Seekers: Sources Ever Used to Discover Music (Age 12-34)

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% EVER USE SOURCE TO FIND OUT ABOUT MUSIC

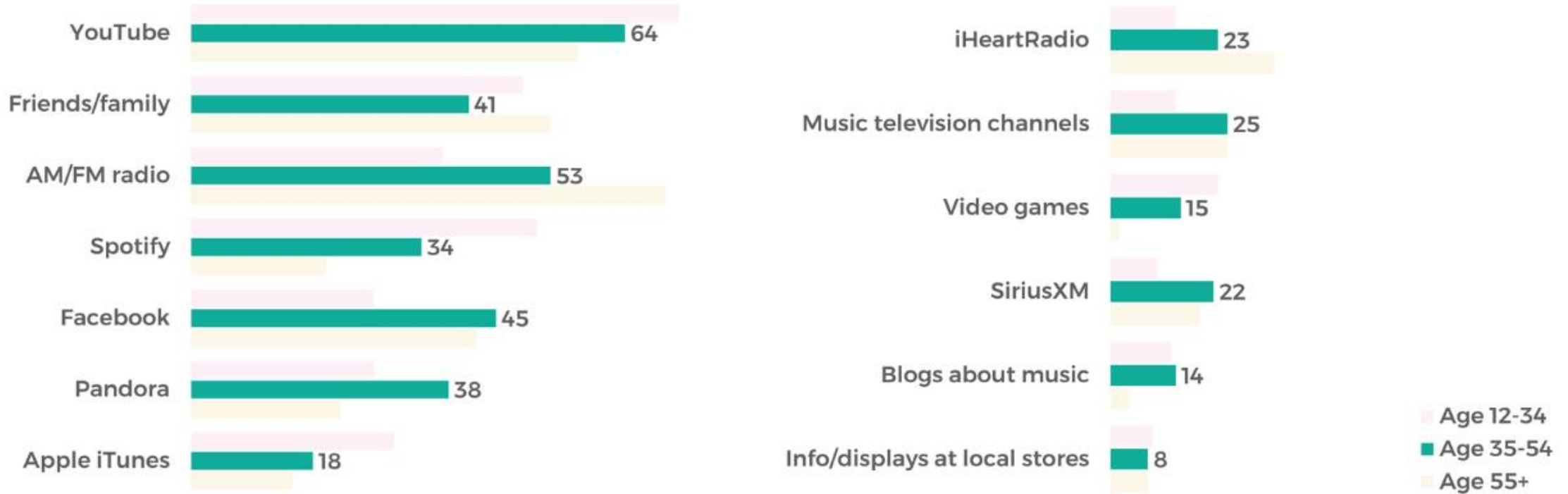


## New-Music Seekers:

# Sources Ever Used to Discover Music (Age 35-54)

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

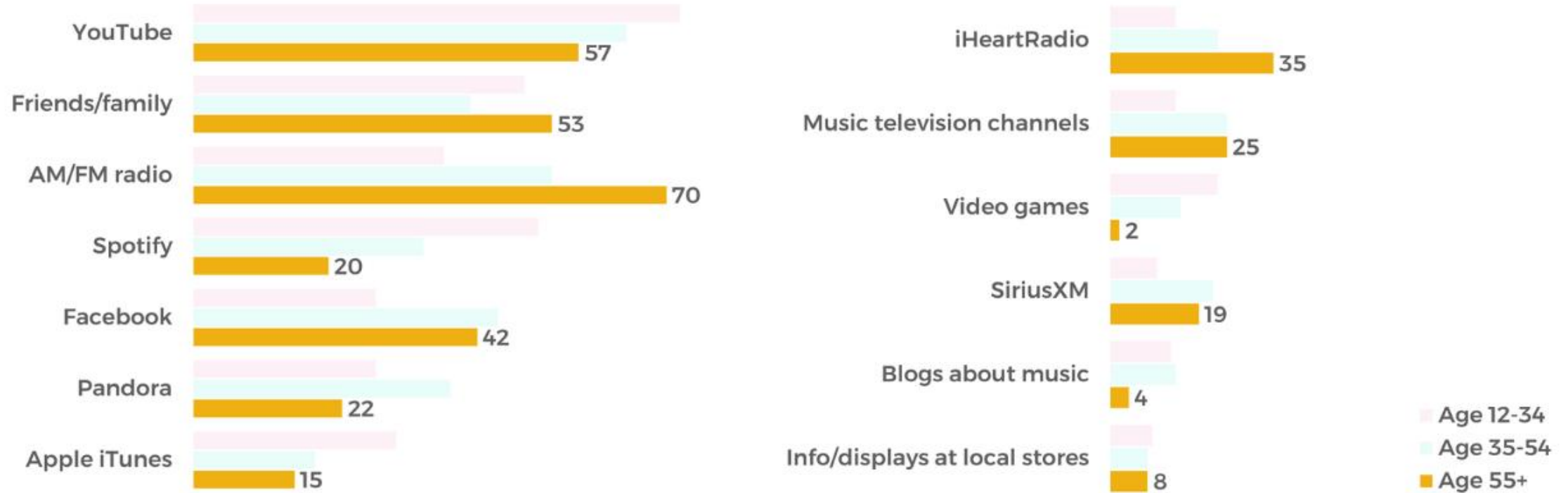
% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



# New-Music Seekers: Sources Ever Used to Discover Music (Age 55+)

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

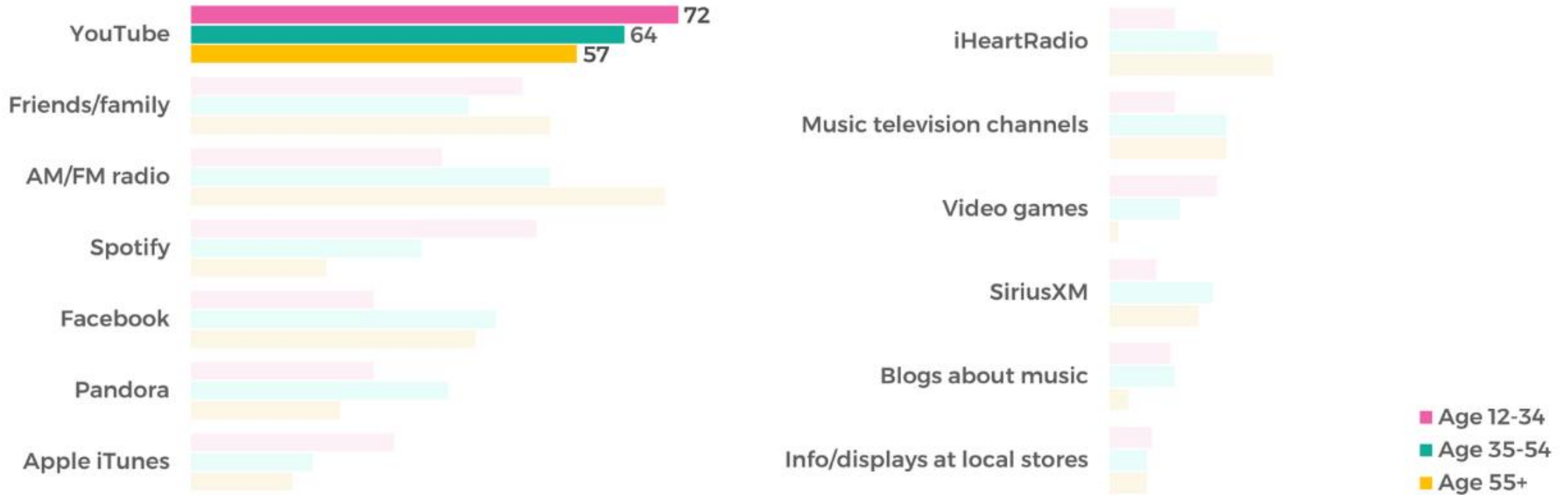
% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



# New-Music Seekers: Sources Ever Used to Discover Music

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



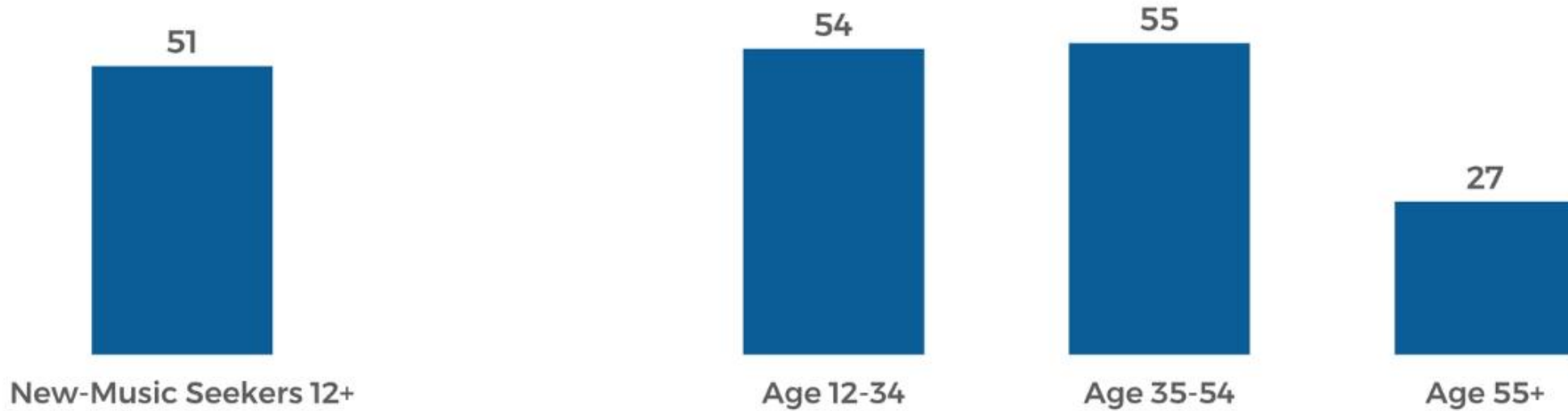
# New-Music Seekers: Sources Ever Used to Discover Music

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC  
% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



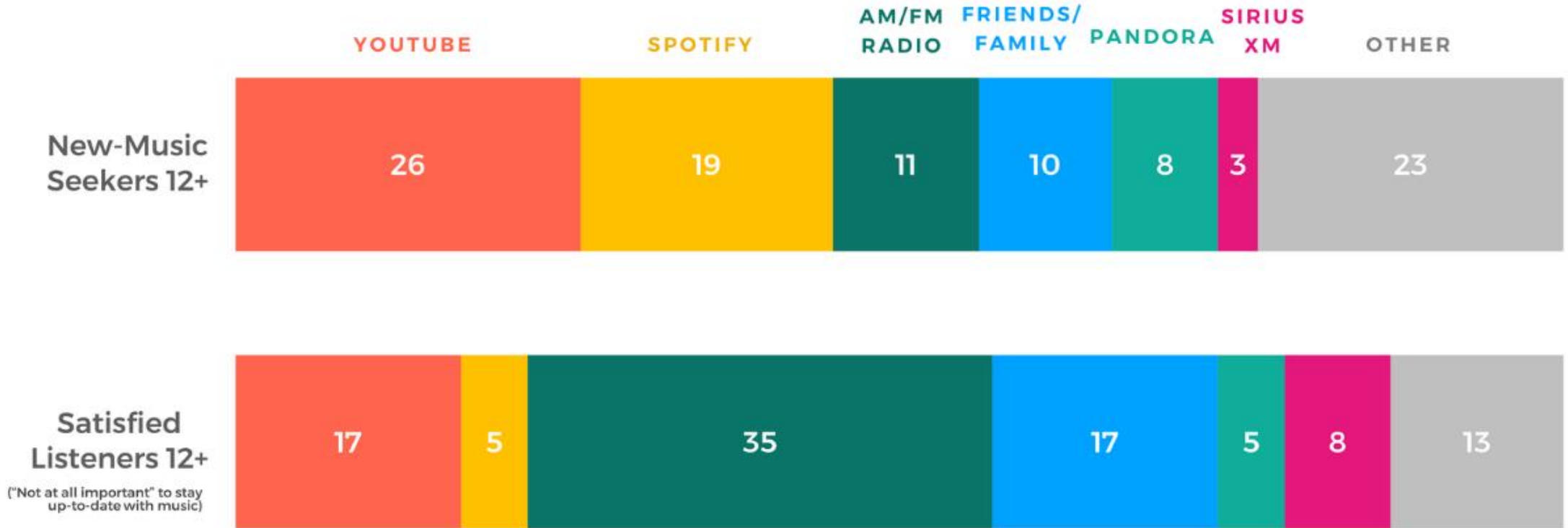
# New-Music Seekers: Currently Ever Watch Live Streamed Video Games

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC  
% SAYING YES



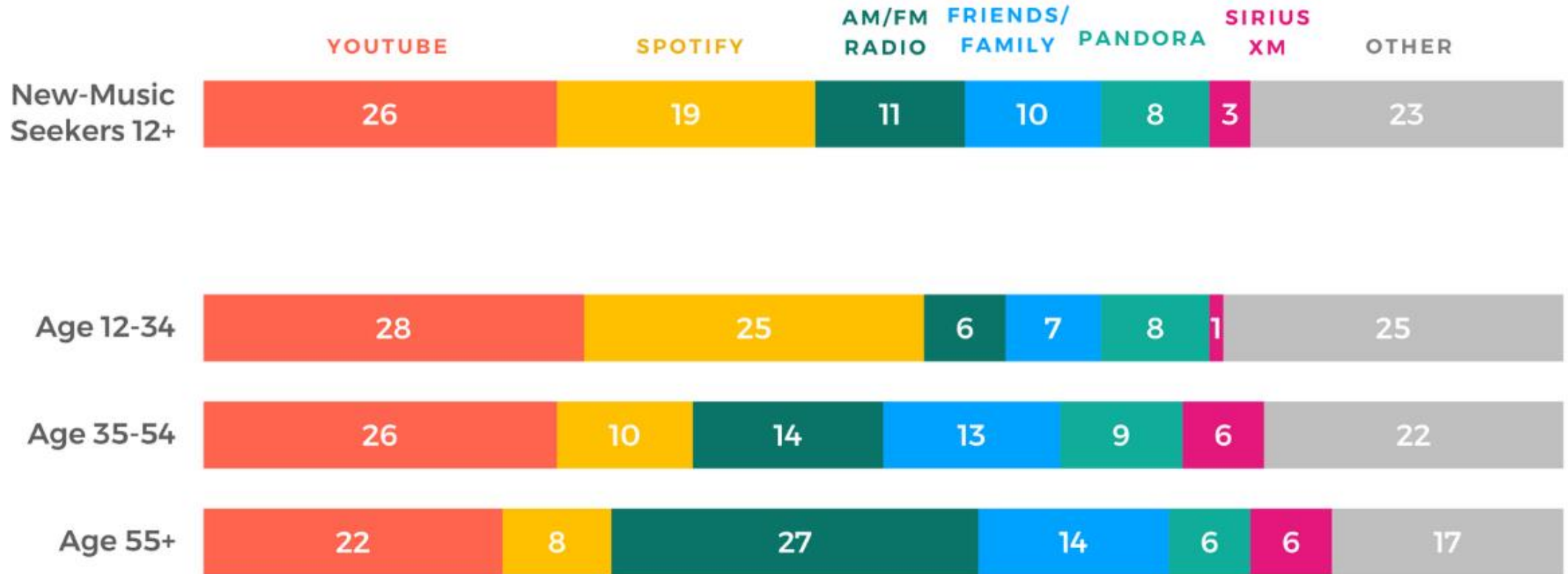
# New-Music Seekers: Source Used Most Often to Discover Music

BASE: U.S. ONLINE POPULATION AGE 12+



# New-Music Seekers: Source Used Most Often to Discover Music

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC





## Observations

Staying up-to-date with music is only “very important” to 24% of Americans age 12+

## Observations

Many new-music seekers are young, but not all of them

## Observations

New-music seekers more likely to share what they're listening through social media than in-person

## Observations

The number of sources for music discovery is growing.

## Observations

Online audio platforms are increasingly becoming the main source of new music for new-music seekers

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# New-Music Seekers

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