



# THE INFINITE DIAL

2018

#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 2018, The Infinite Dial tracks and covers new research on mobile behaviors, Internet Radio, Podcasting, Social Media, Smart Speakers and more



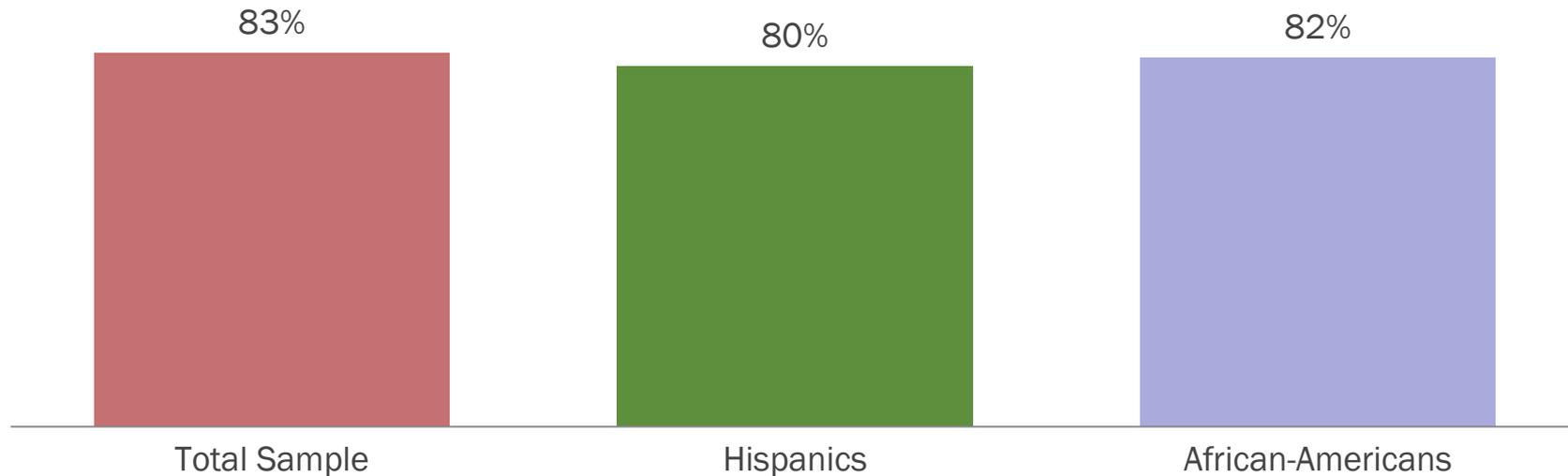
# Study Methodology

- In January/February 2018, Edison Research conducted a national telephone survey of 2000 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines
- Survey offered in both English and Spanish languages
- Data weighted to national 12+ population figures
- This report is based on 297 Hispanics respondents and 248 African-American respondents

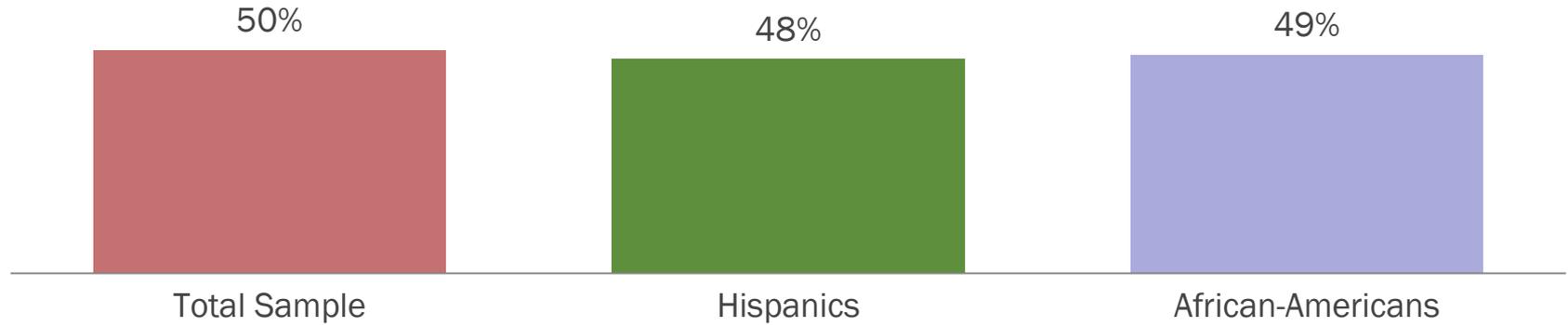


# MEDIA & TECHNOLOGY

# Smartphone Ownership

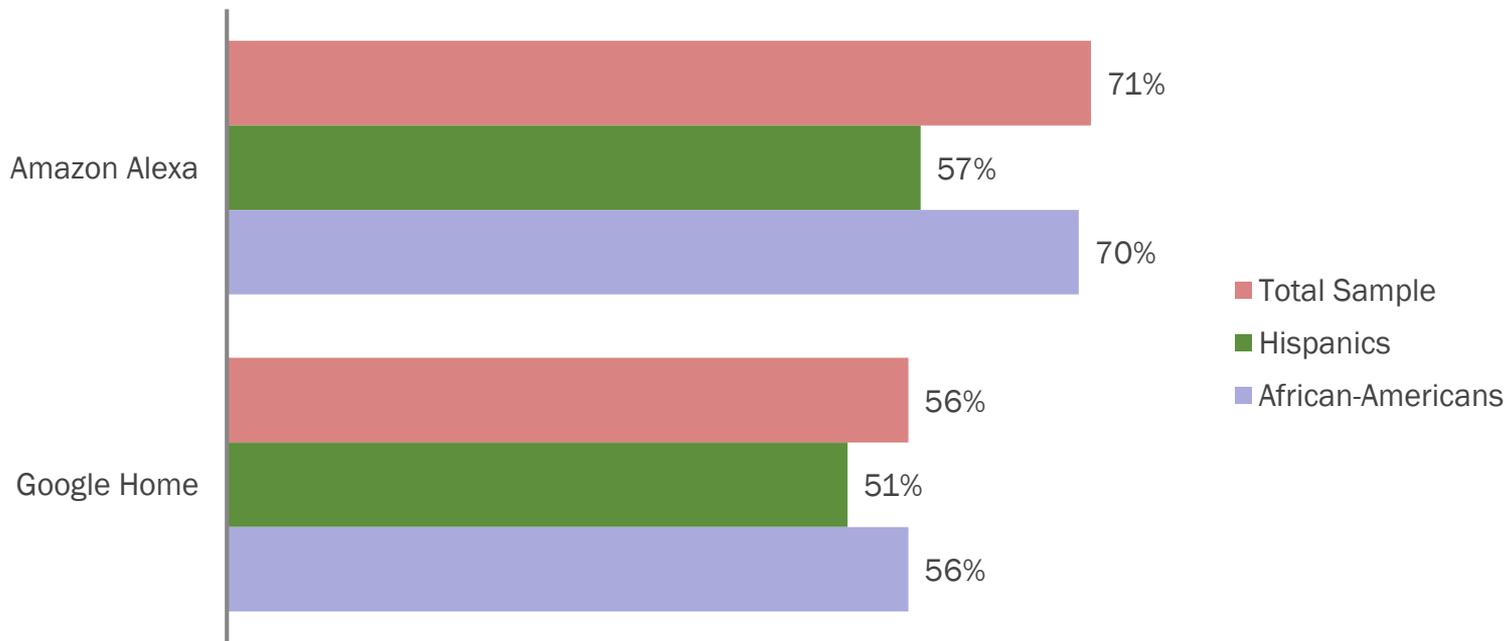


# Tablet Ownership



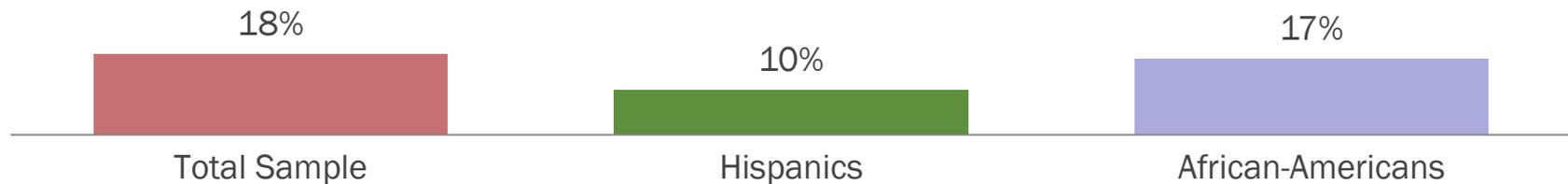
% owning a tablet

# Smart Speaker Awareness



% aware of smart speaker

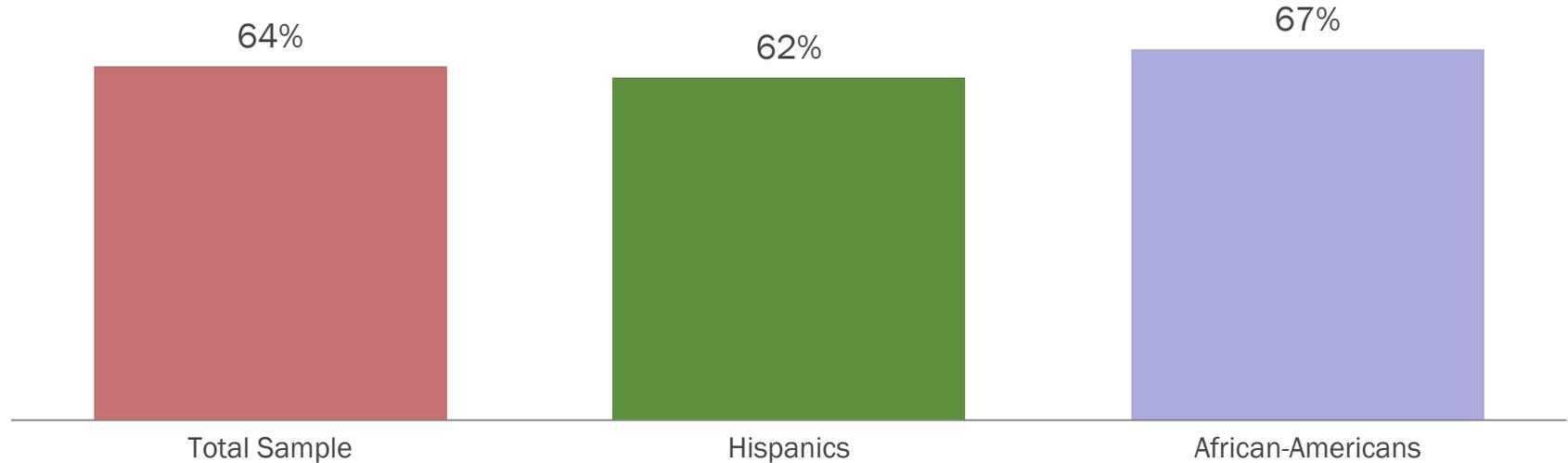
# Smart Speaker Ownership





# ONLINE AUDIO

# Monthly Online Audio Listening

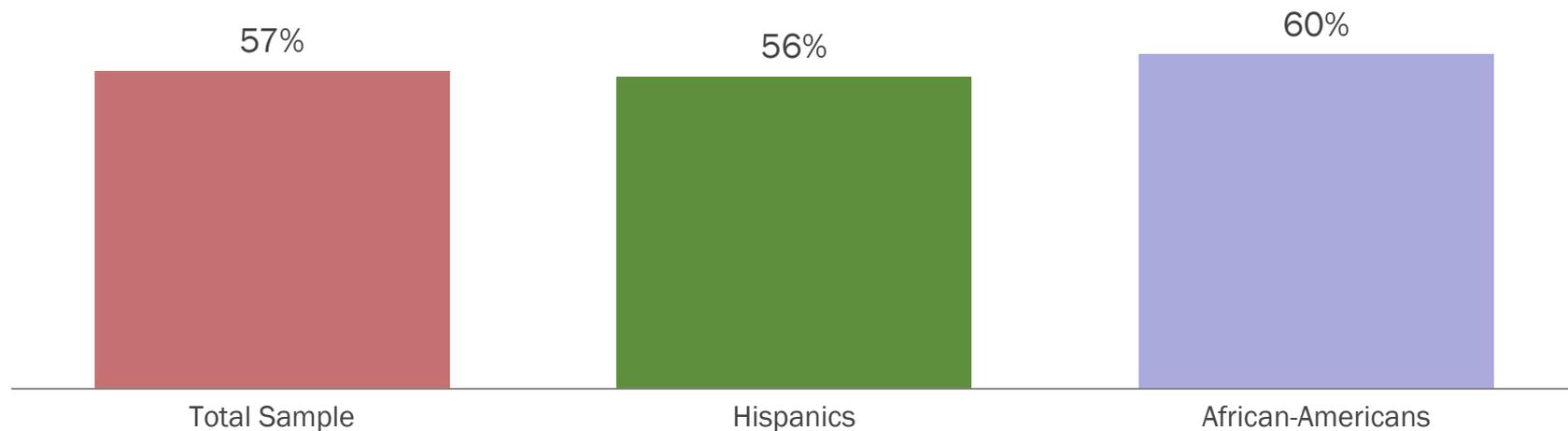


% listening to Online Audio in last month

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

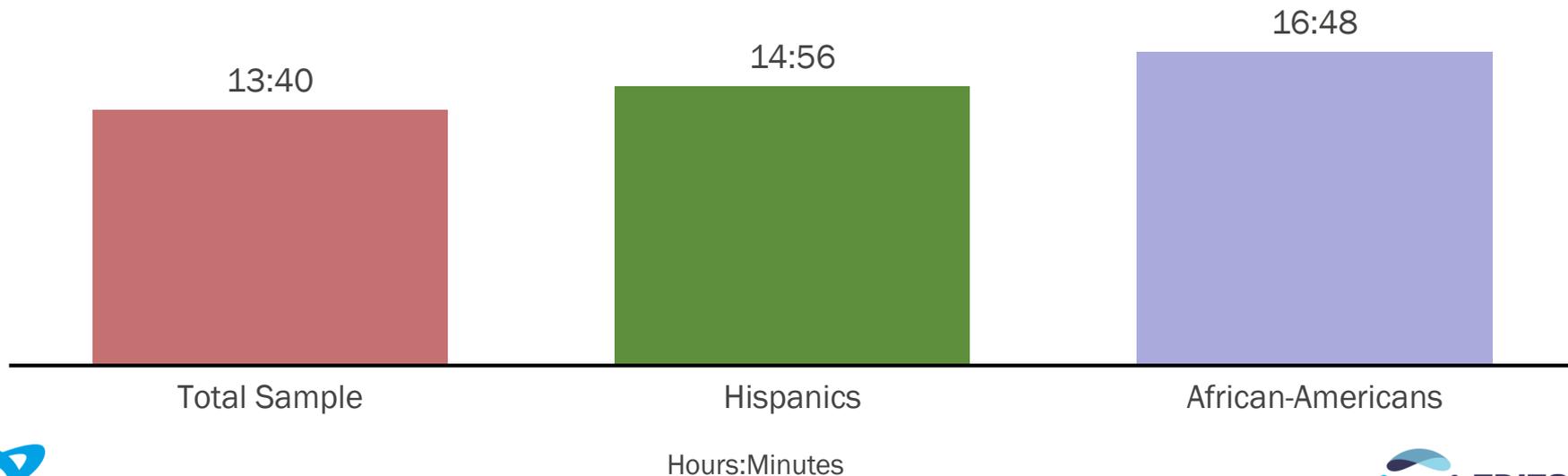
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# Weekly Online Audio Listening



# Average Time “Weekly Online Audio Listeners” Spend Listening to Online Audio

Base: Weekly Online Audio Listeners



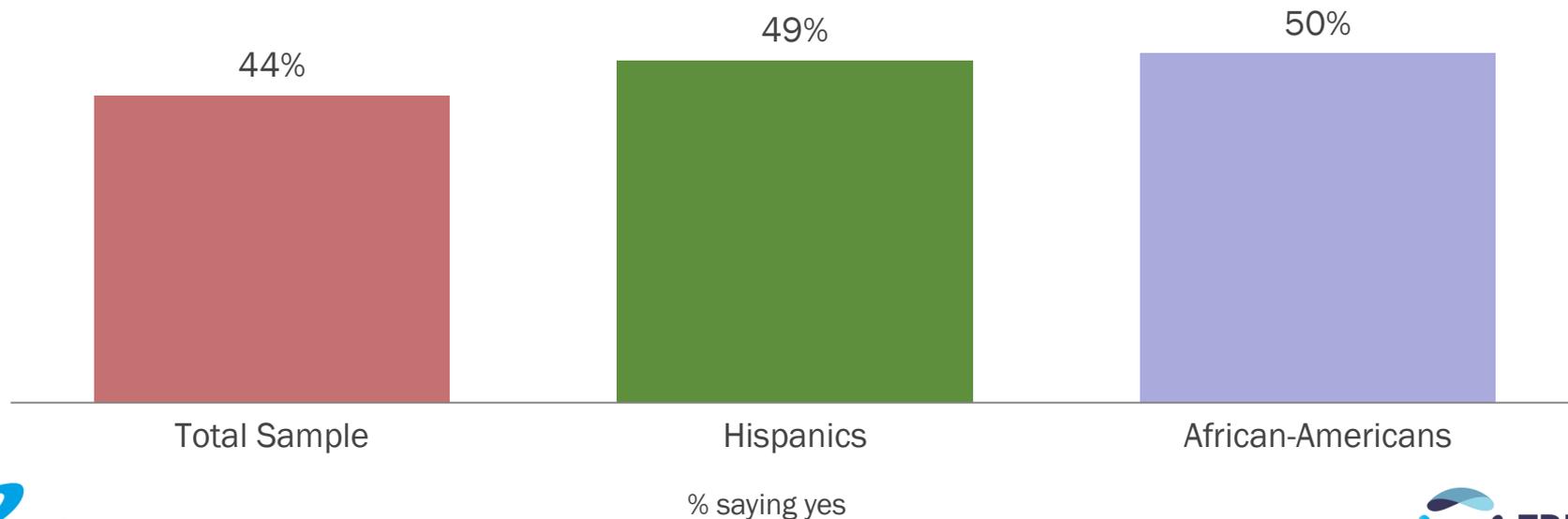


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# Online Radio Listening in Car

*“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



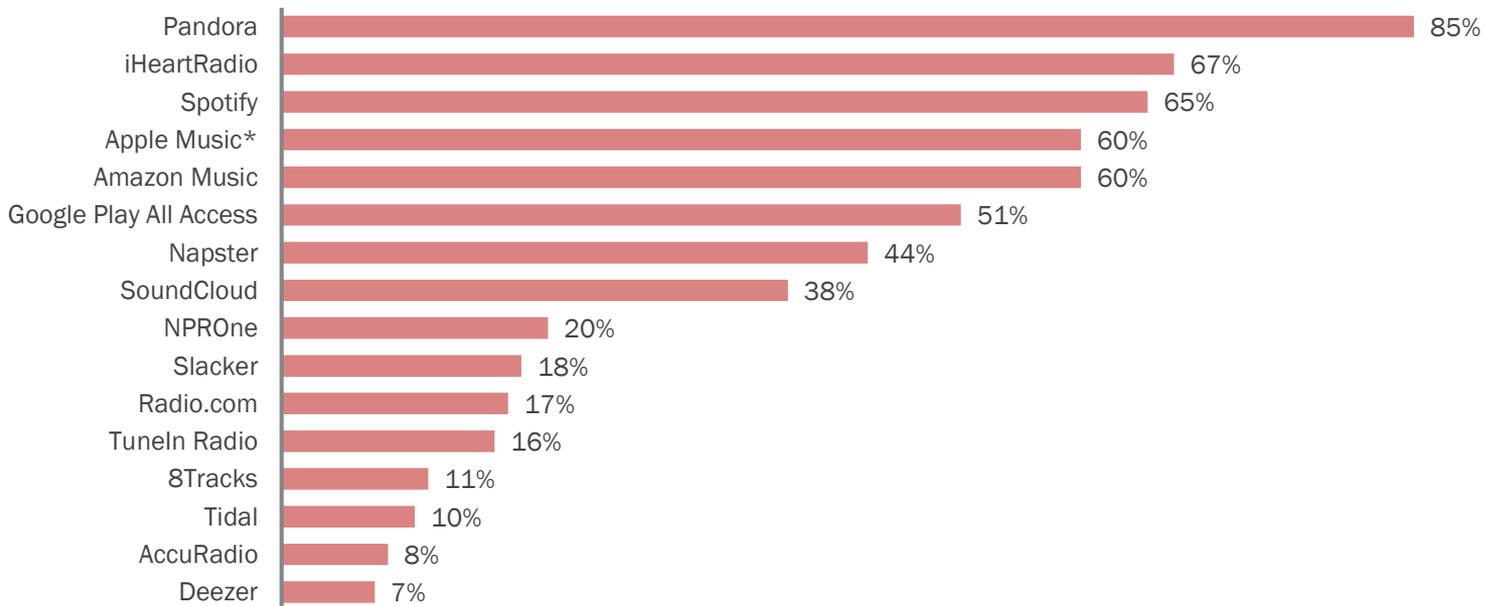


# AUDIO BRANDS



# Audio Brand Awareness (Total Sample)

Total Population 12+



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

% aware of audio brand

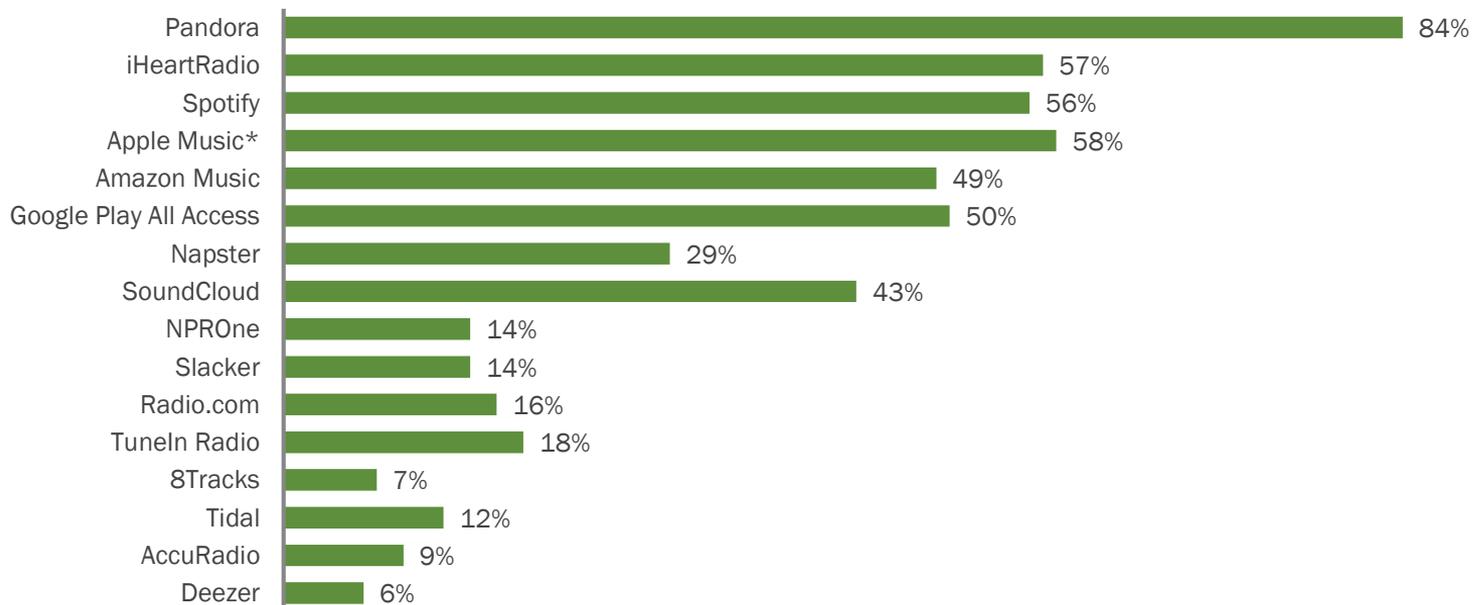




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# Audio Brand Awareness (Hispanics)

Total Population 12+



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

% aware of audio brand

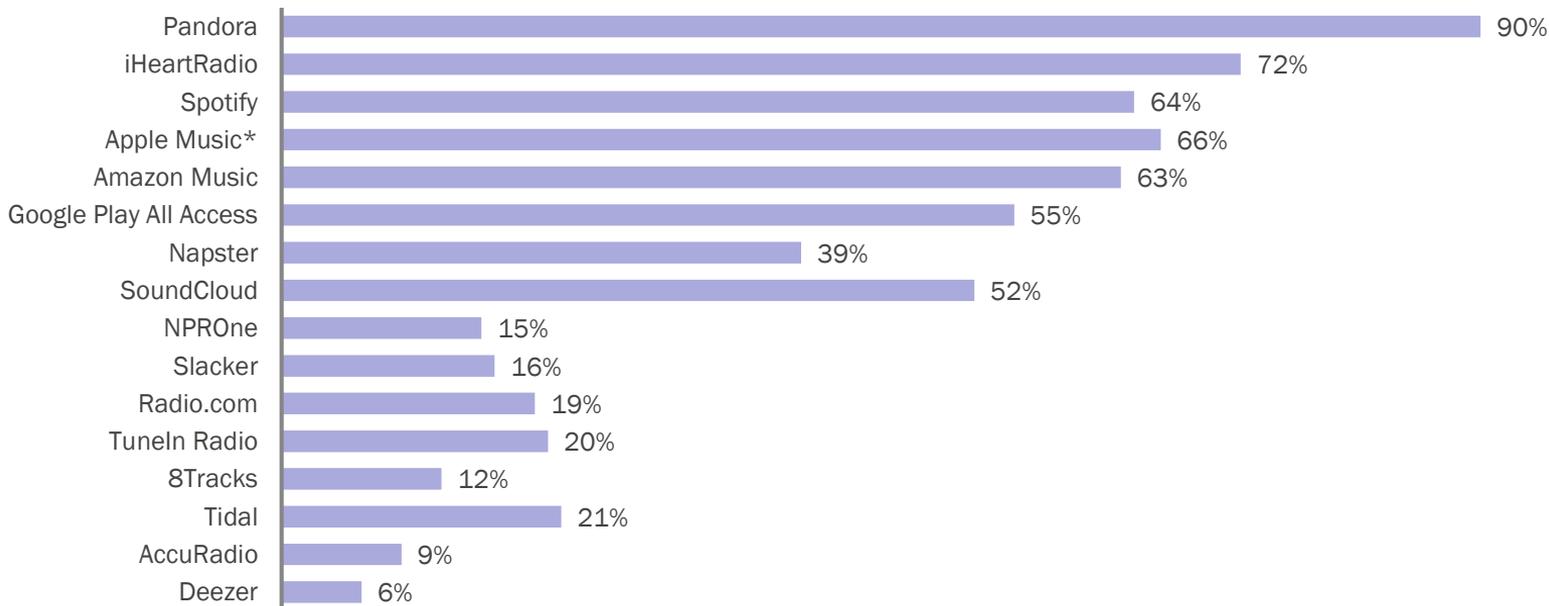




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# Audio Brand Awareness (African-Americans)

Total Population 12+

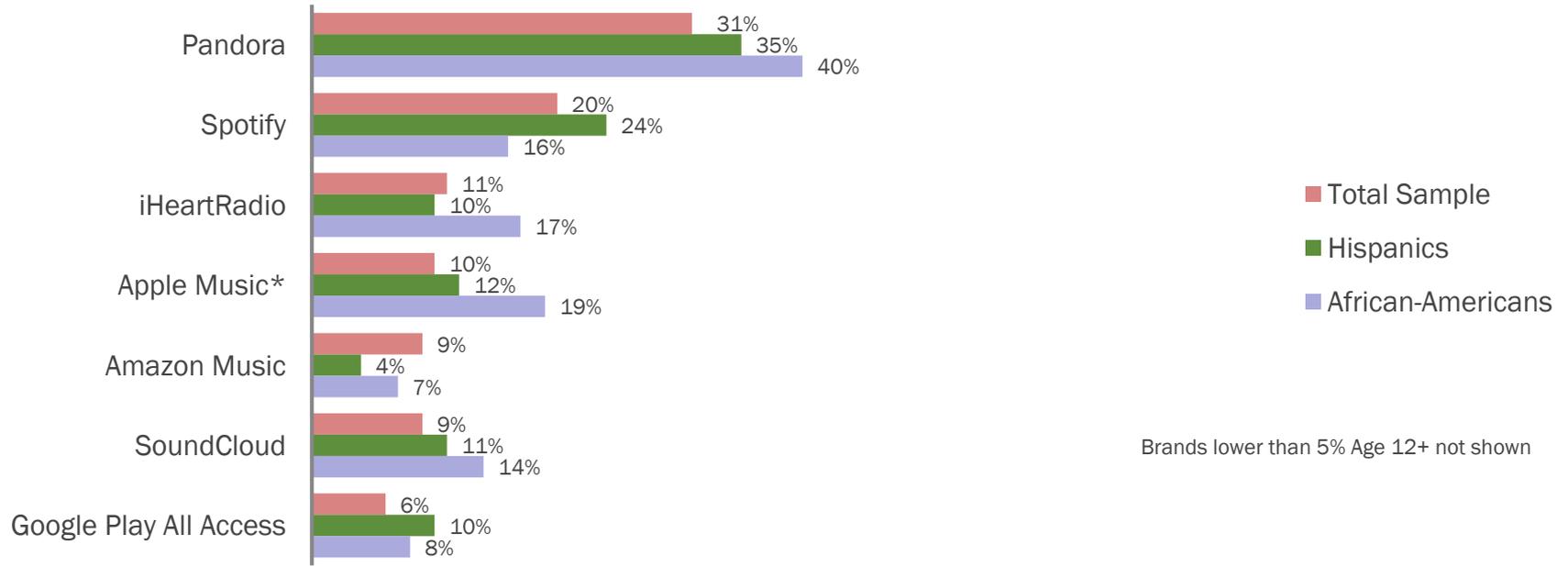


\*Asked as "Apple Music, the paid music subscription from Apple"

% aware of audio brand



# Listened in the last month to...

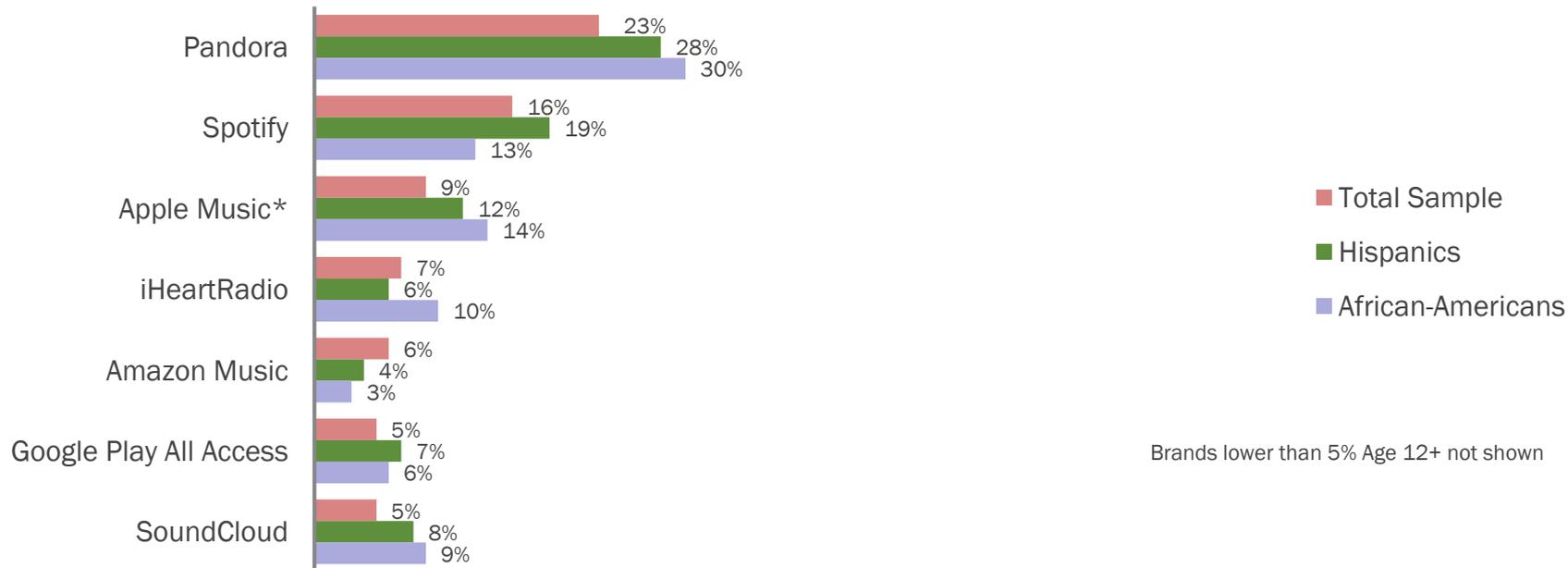


Brands lower than 5% Age 12+ not shown

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

% listened in last month

# Listened in the last week to...



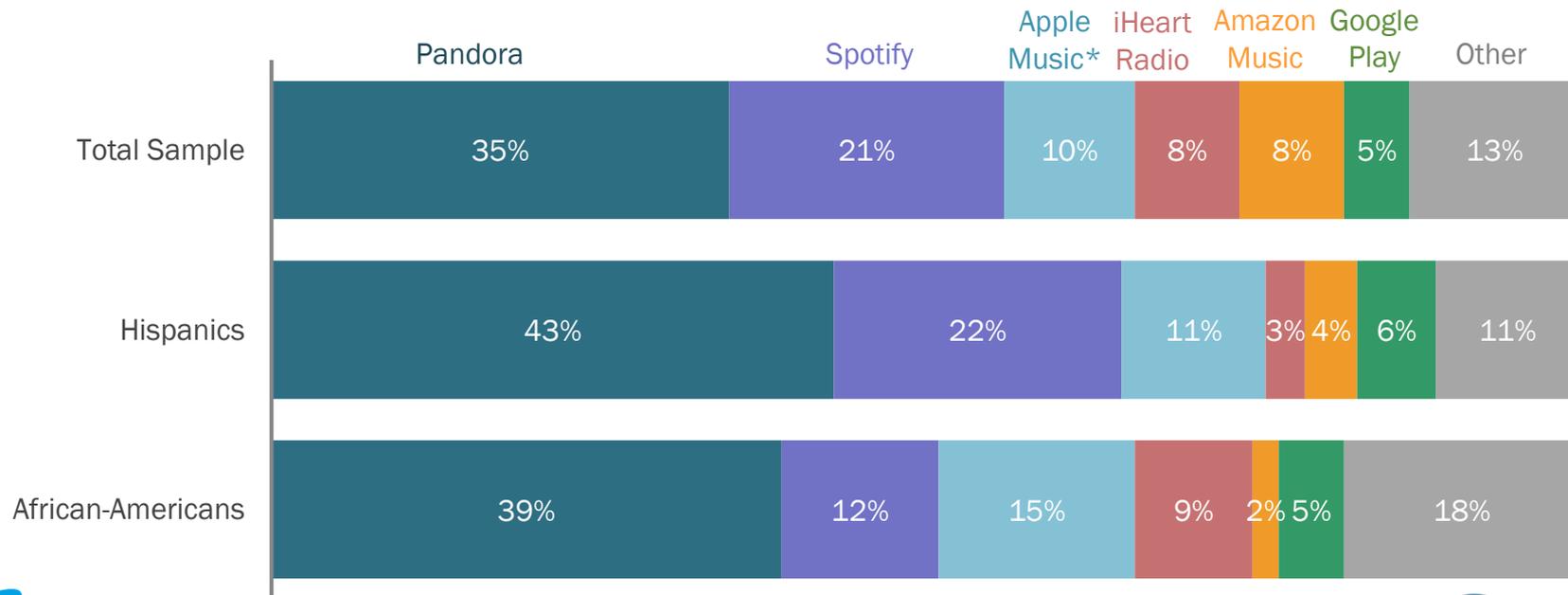
Brands lower than 5% Age 12+ not shown

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

% listened in last week

# Audio Brand Used Most Often

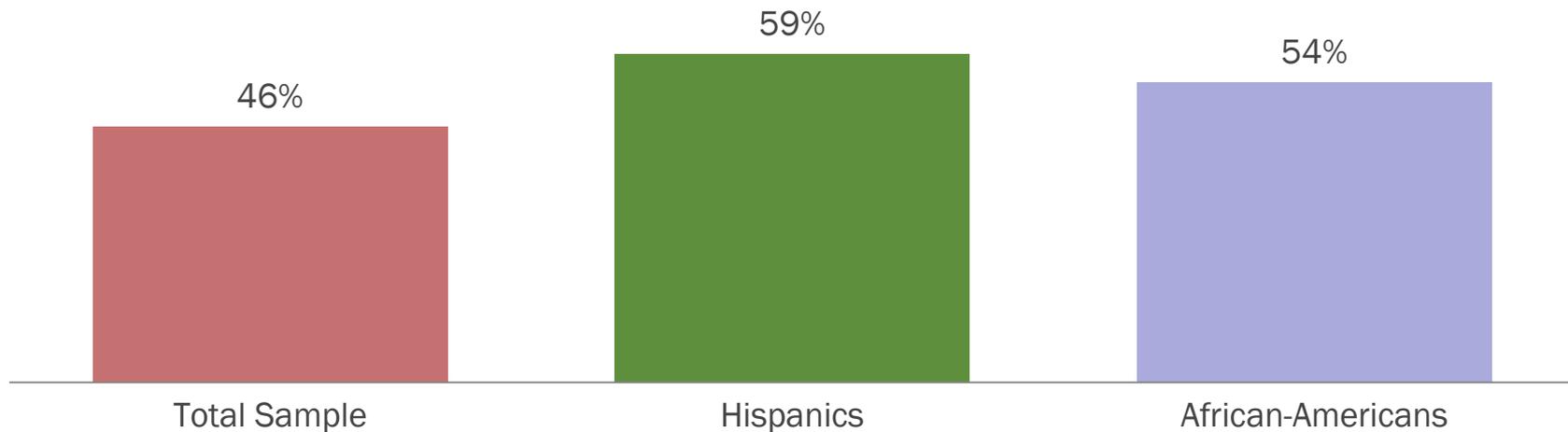
Base: Currently ever use any audio brand



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

# Weekly YouTube Usage

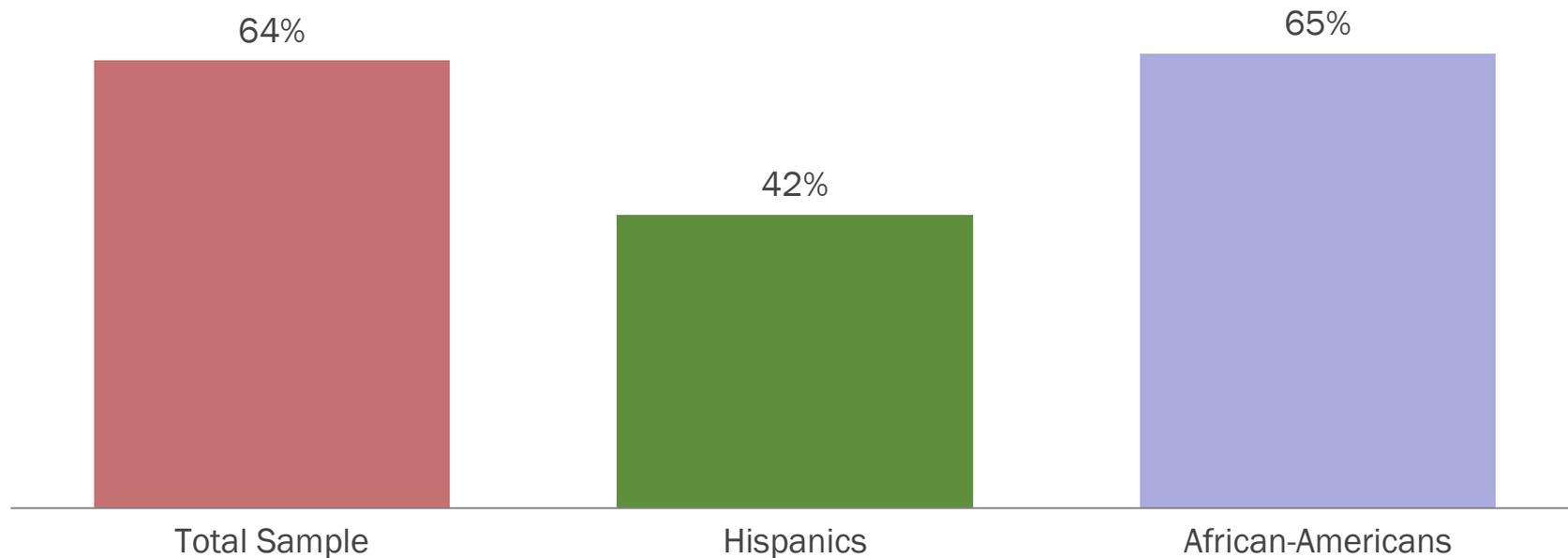
*"Have you used YouTube to watch music videos or listen to music in the last week?"*



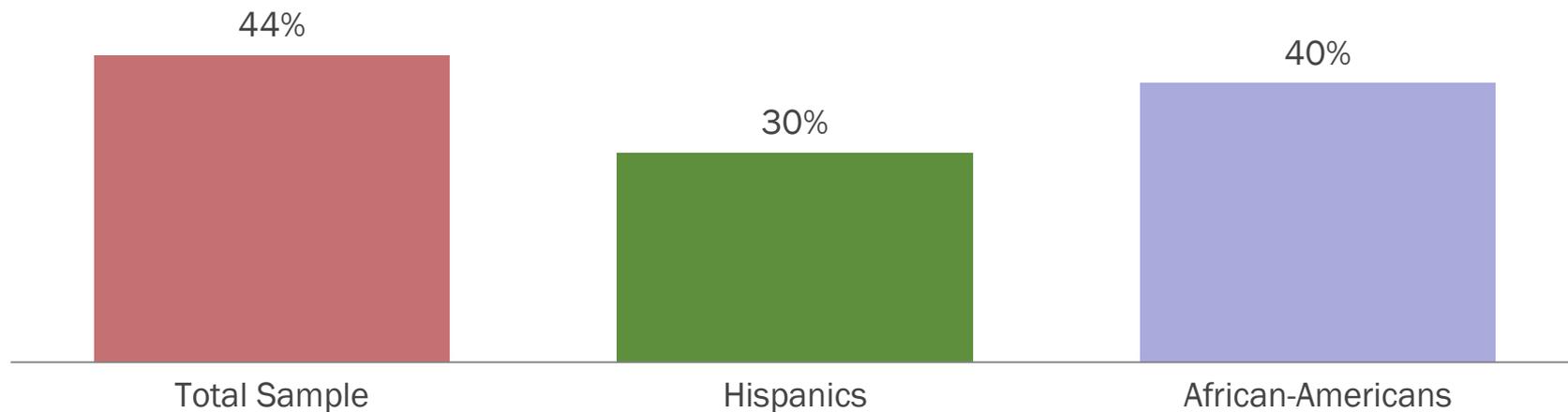


# PODCASTING

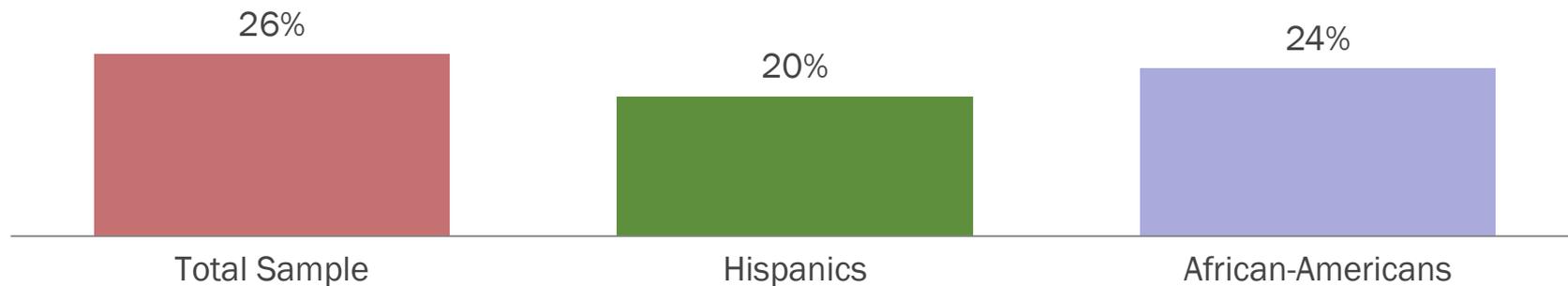
# Podcast Familiarity



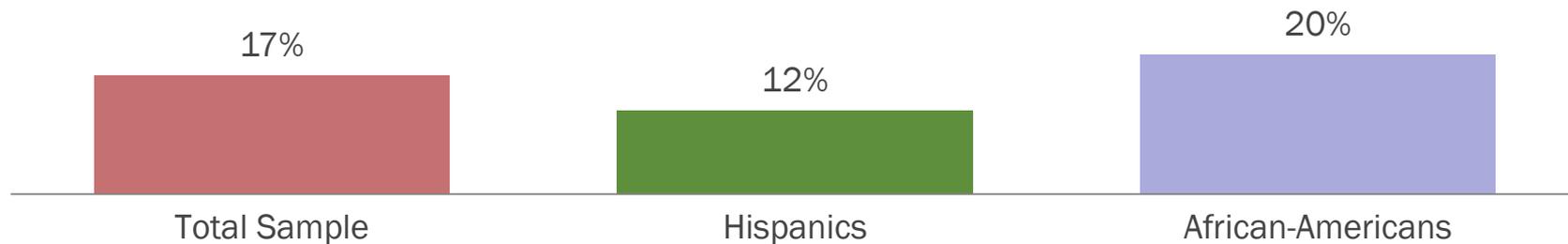
# Podcast Listening



# Monthly Podcast Listening

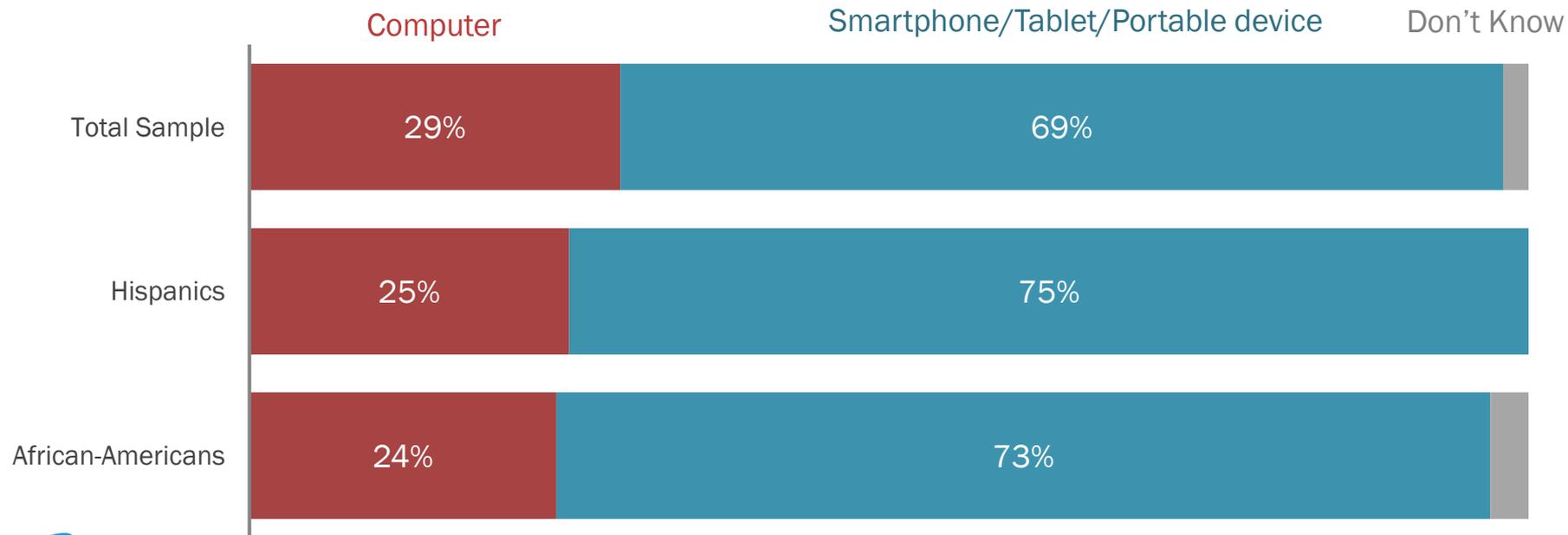


# Weekly Podcast Listening



# Device Used Most Often to Listen to Podcasts

Base: Ever Listened to a Podcast

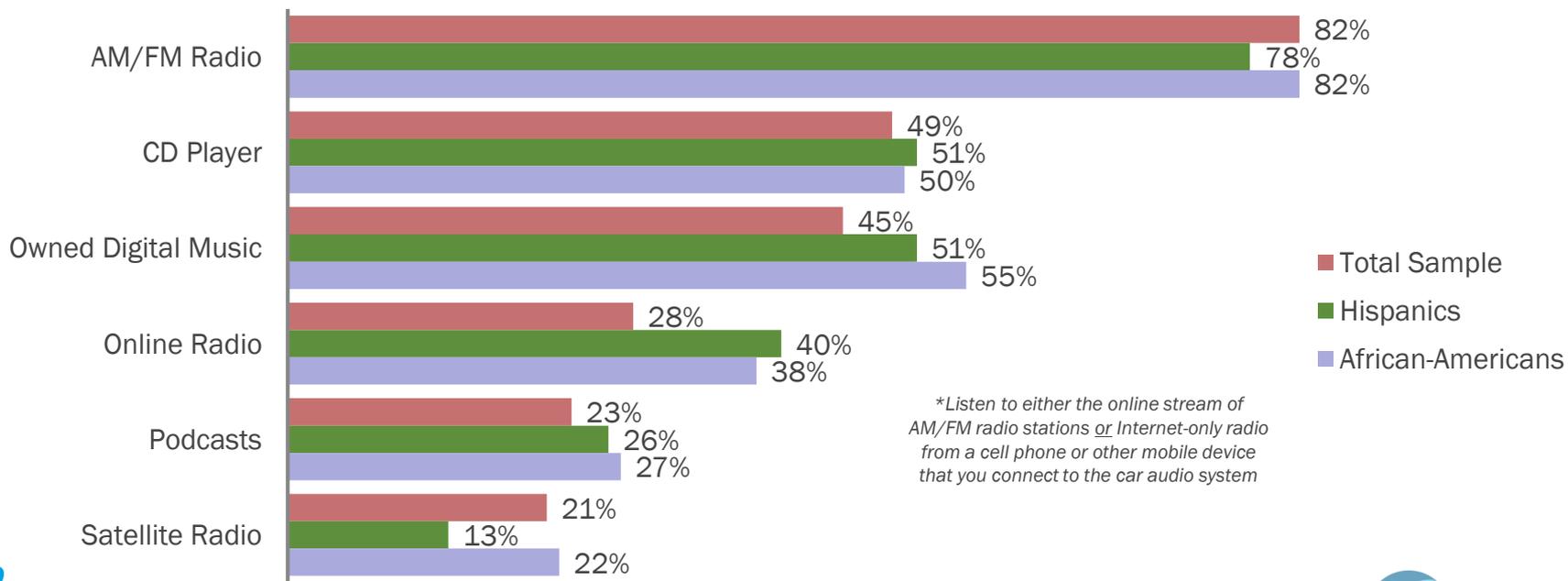




# IN-CAR MEDIA

# Audio Sources Used in Car

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

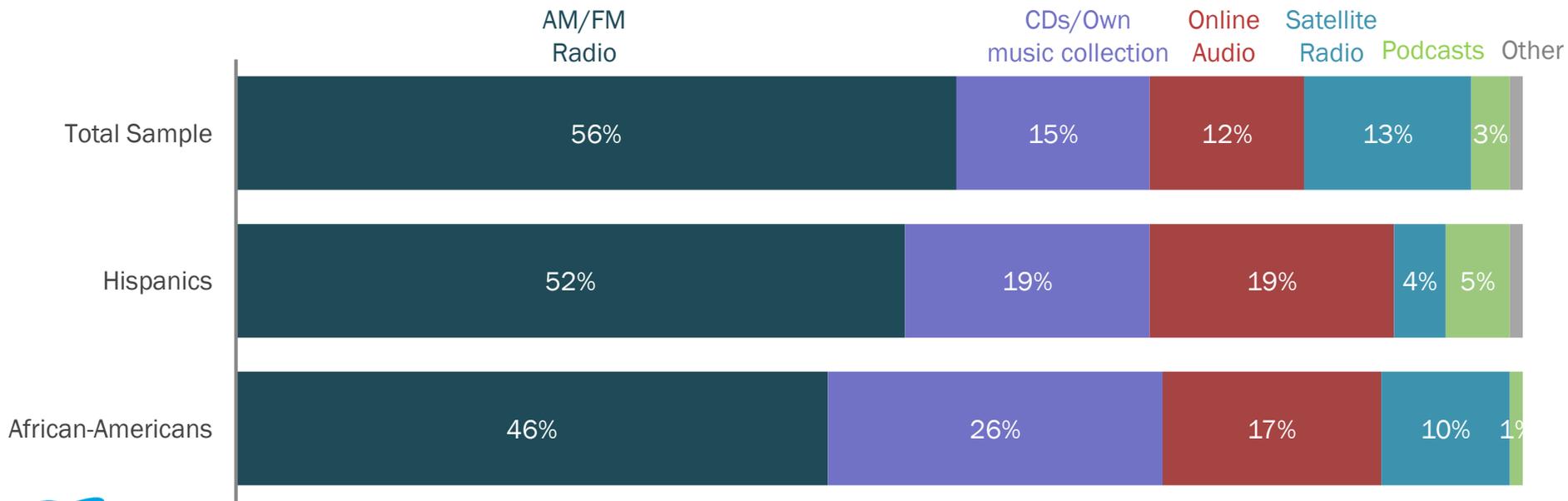


*\*Listen to either the online stream of AM/FM radio stations or Internet-only radio from a cell phone or other mobile device that you connect to the car audio system*

% currently ever using audio source in car

# Audio Source Used Most Often in Car

Base: Age 18+ and has driven/ridden in car in last month, and use any audio source in car

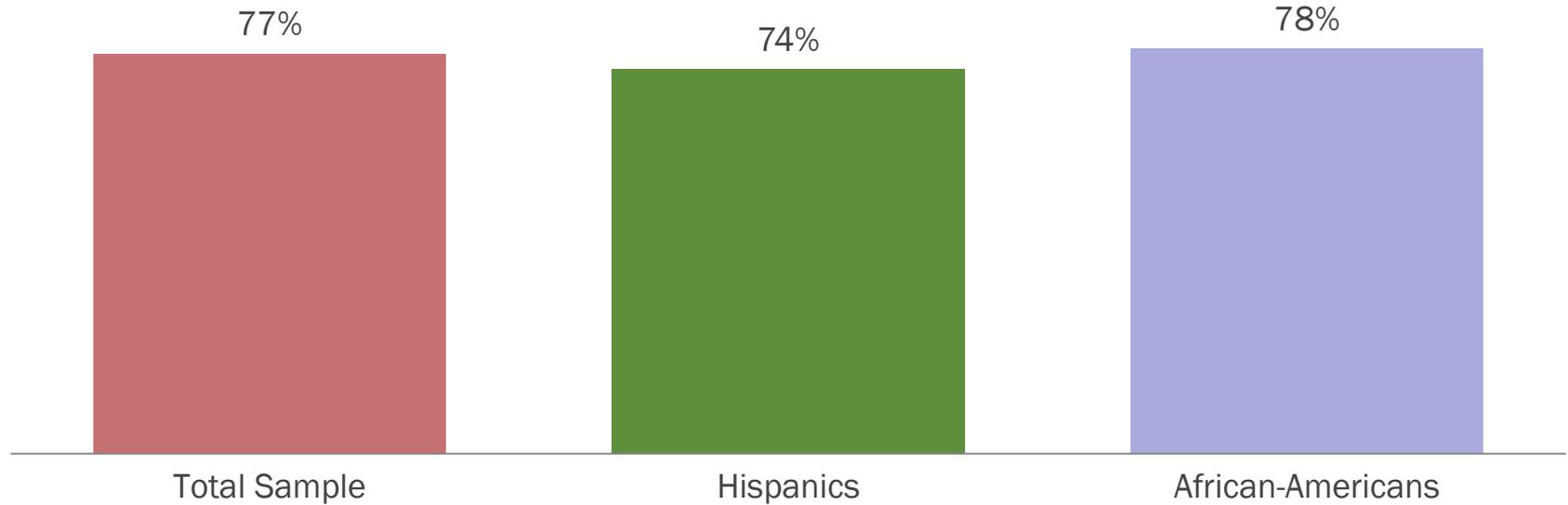




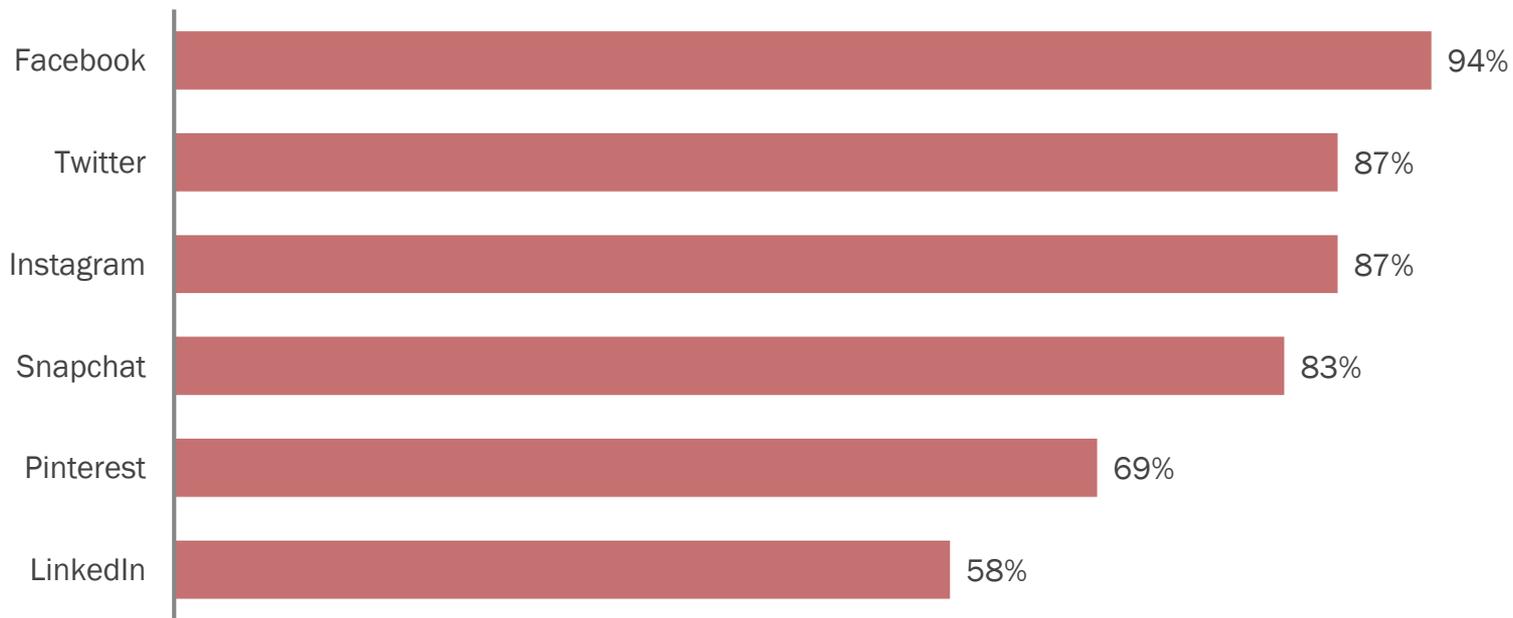
# SOCIAL MEDIA

# Social Media Usage

Base: Age 12+ and currently ever use Facebook, Snapchat, Twitter, Instagram, Pinterest, or LinkedIn

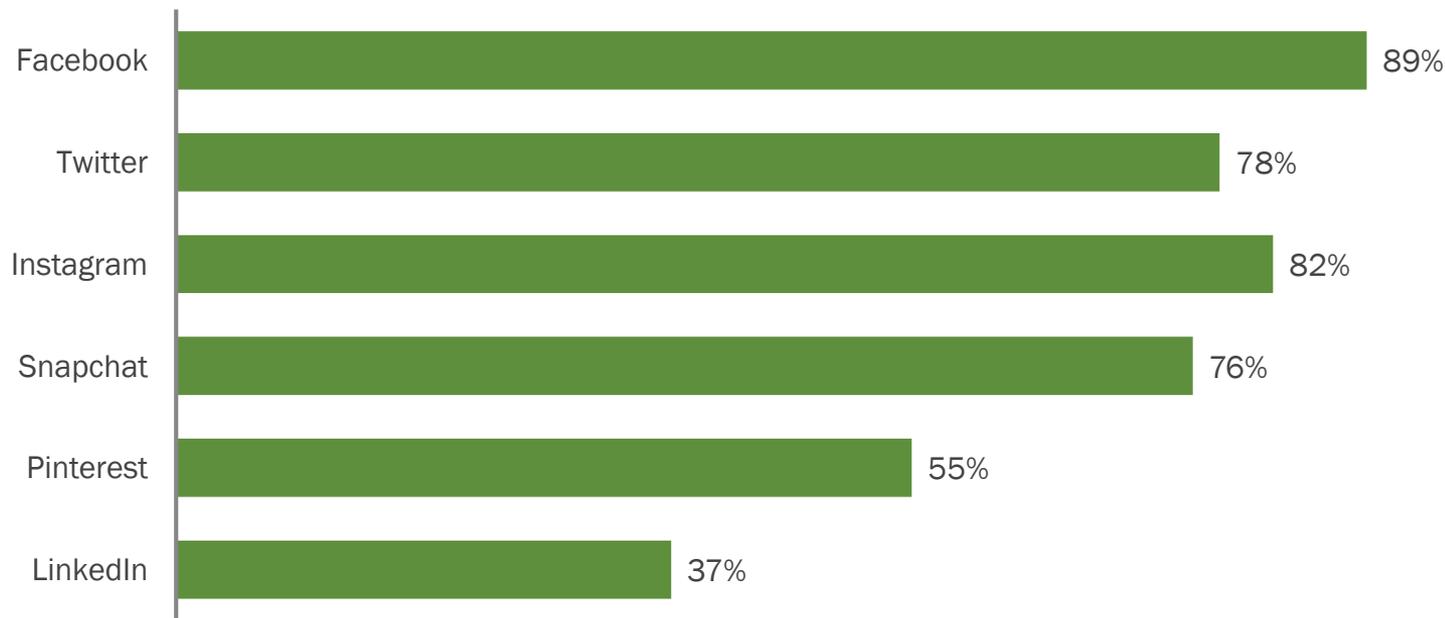


# Social Media Brand Awareness (Total Sample)



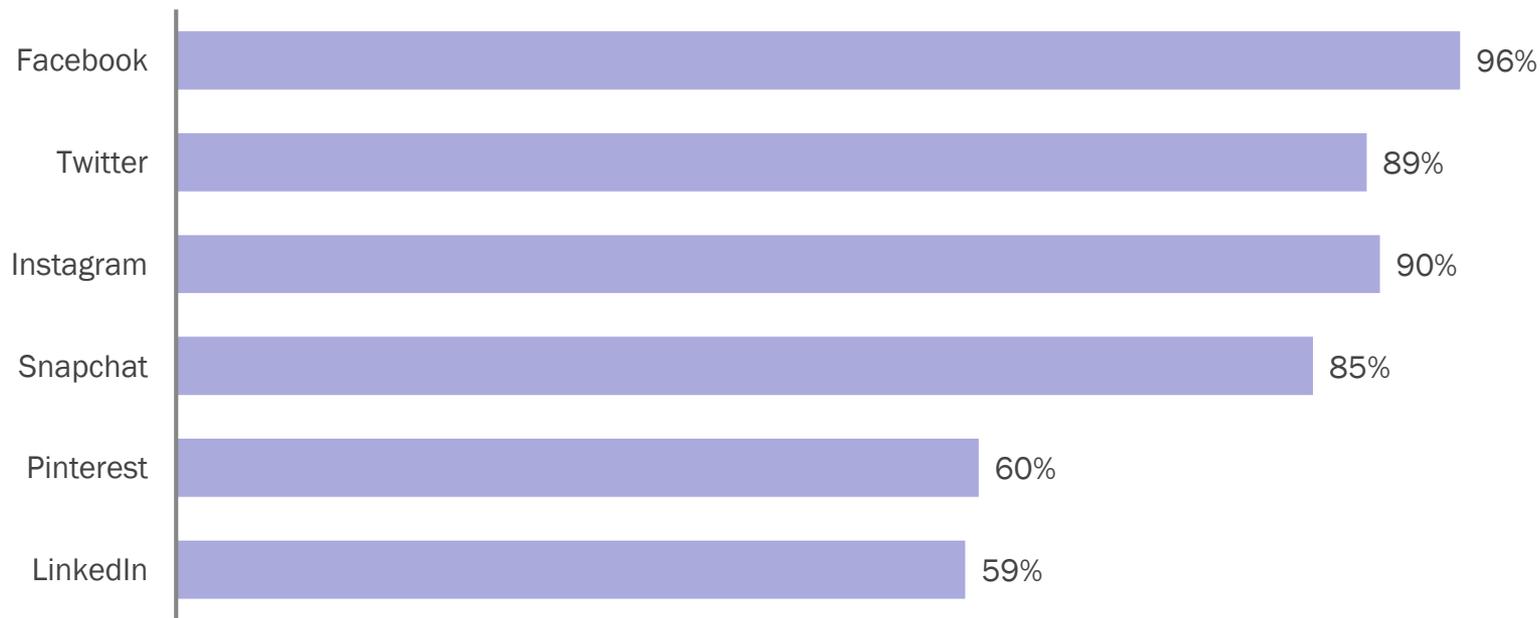
% aware of social media brand

# Social Media Brand Awareness (Hispanics)



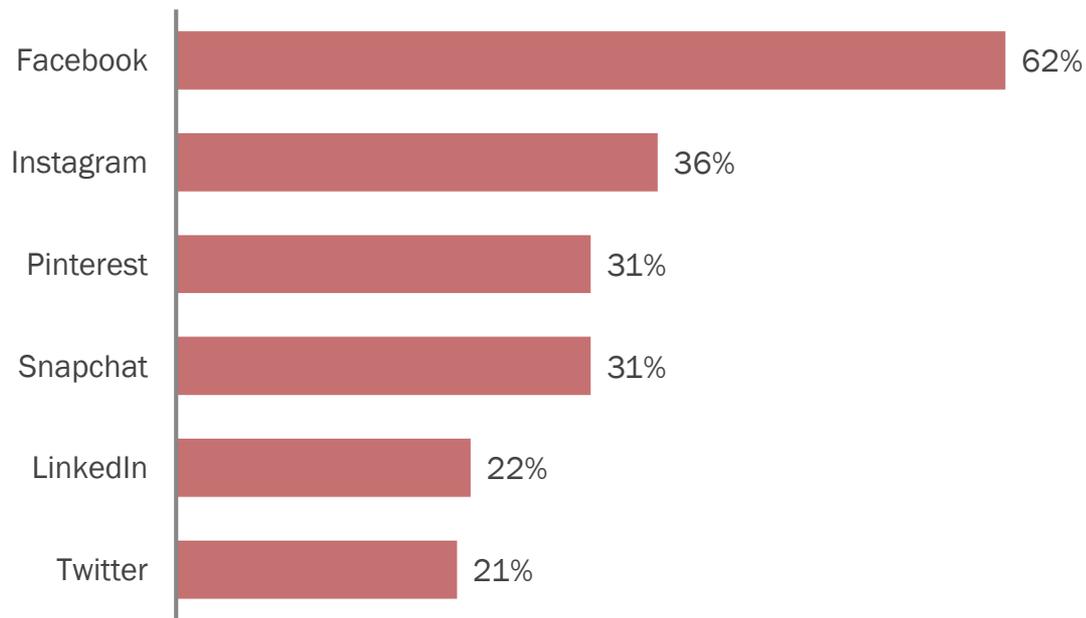
% aware of social media brand

# Social Media Brand Awareness (African-Americans)



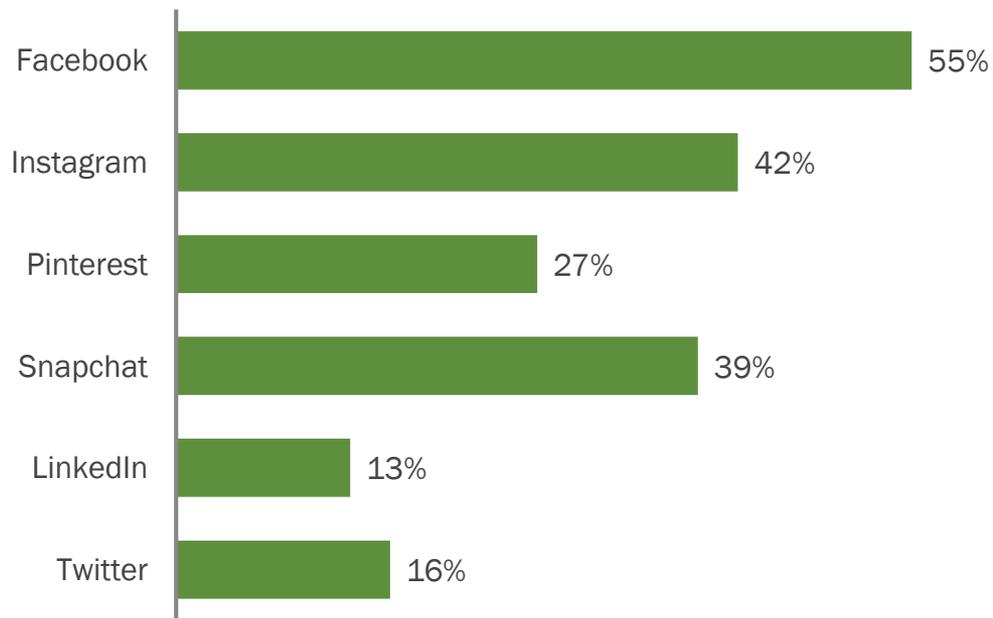
% aware of social media brand

# Social Media Brand Usage (Total Sample)



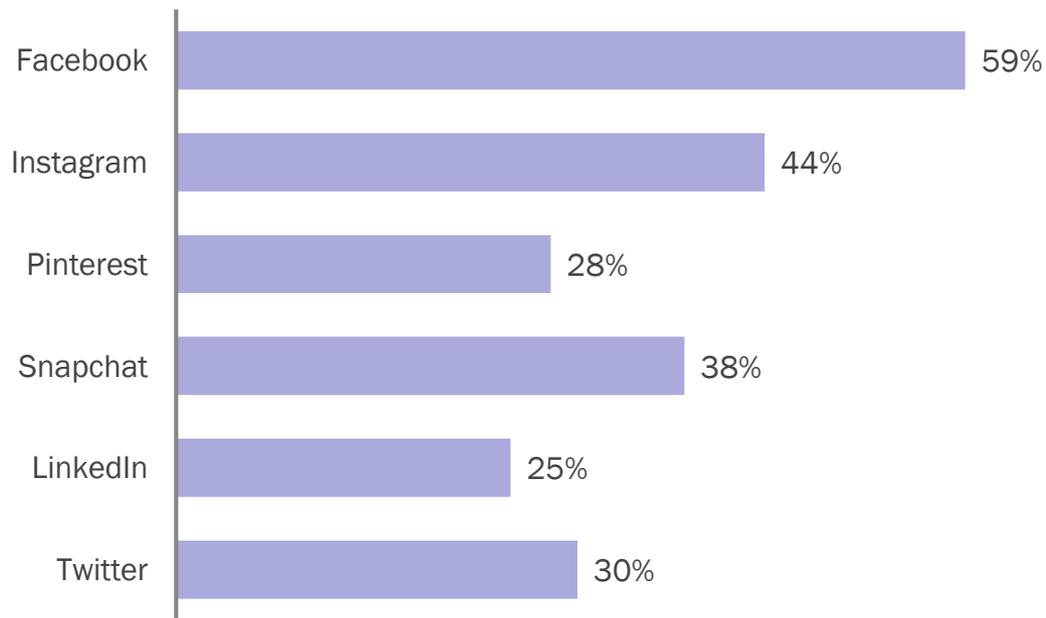
% currently ever use social media brand

# Social Media Brand Usage (Hispanics)



% currently ever use social media brand

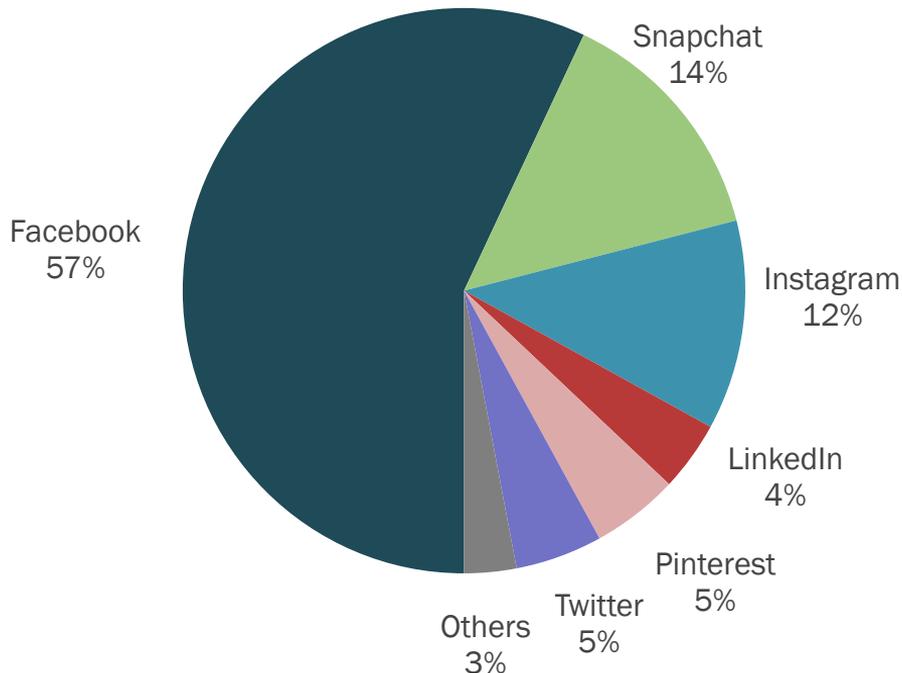
# Social Media Brand Usage (African-Americans)



% currently ever use social media brand

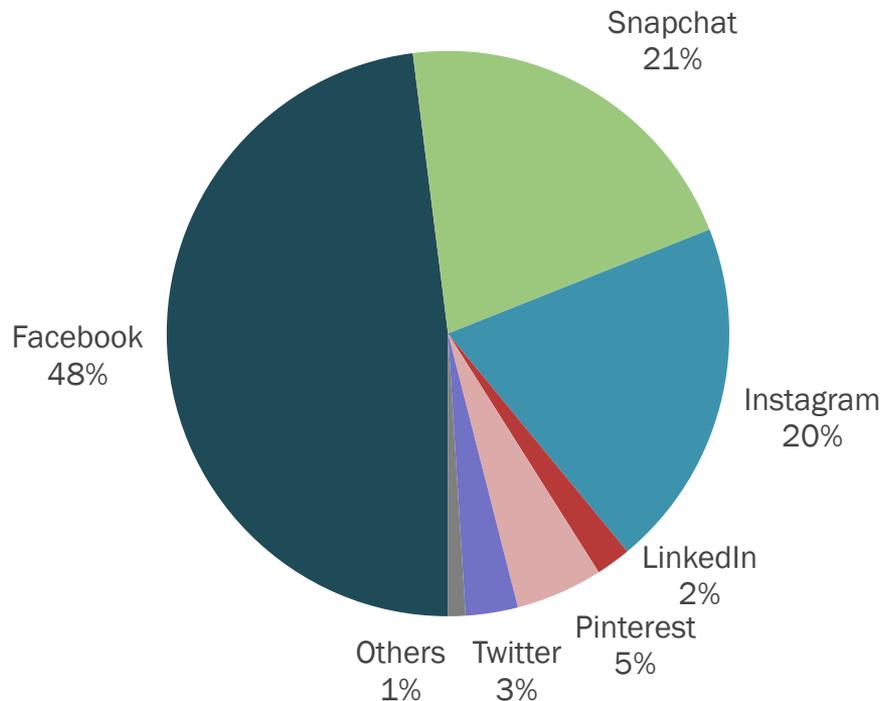
# Social Media Brand Used Most Often (Total Sample)

Base: Age 12+ and currently ever use Facebook, Snapchat, Twitter, Instagram, Pinterest, or LinkedIn



# Social Media Brand Used Most Often (Hispanics)

Base: Age 12+ and currently ever use Facebook, Snapchat, Twitter, Instagram, Pinterest, or LinkedIn

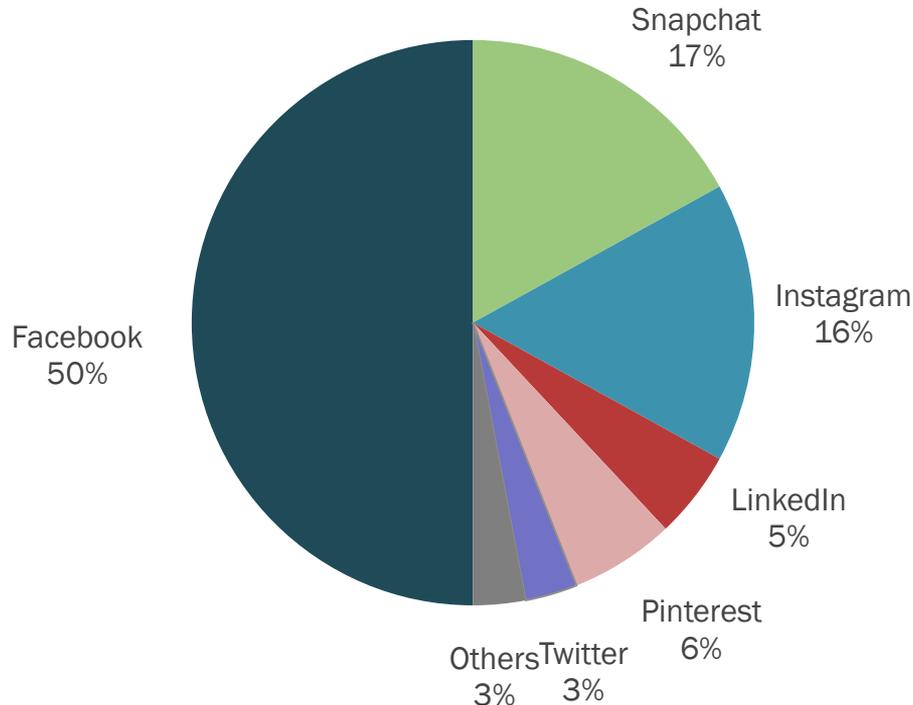




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# Social Media Brand Used Most Often (African-Americans)

Base: Age 12+ and currently ever use Facebook, Snapchat, Twitter, Instagram, Pinterest, or LinkedIn



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