The Infinite Dial 2020
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

- The Infinite Dial tracks mobile behaviors, internet audio, podcasting, social media, smart speakers and more
Study Methodology

- In January/February 2020, Edison Research conducted a national telephone survey of 1502 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines
- Survey offered in both English and Spanish
- Data weighted to national 12+ U.S. population figures
- This report is based on 234 Hispanic respondents and 172 African-American respondents
Social Media Usage

U.S. POPULATION 12+
% USING SOCIAL MEDIA

Total Sample: 80
Hispanics: 76
African-Americans: 84
# Social Media Brand Awareness

**U.S. Population 12+**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>% Aware of Social Media Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>95</td>
</tr>
<tr>
<td>Instagram</td>
<td>91</td>
</tr>
<tr>
<td>Twitter</td>
<td>90</td>
</tr>
<tr>
<td>Snapchat</td>
<td>86</td>
</tr>
<tr>
<td>Pinterest</td>
<td>70</td>
</tr>
<tr>
<td>TikTok</td>
<td>64</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>61</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>59</td>
</tr>
</tbody>
</table>
## Social Media Brand Awareness (Hispanics)

**U.S. Population 12+**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>% Aware of Social Media Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>91</td>
</tr>
<tr>
<td>Instagram</td>
<td>91</td>
</tr>
<tr>
<td>Twitter</td>
<td>87</td>
</tr>
<tr>
<td>Snapchat</td>
<td>81</td>
</tr>
<tr>
<td>Pinterest</td>
<td>52</td>
</tr>
<tr>
<td>TikTok</td>
<td>65</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>41</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>77</td>
</tr>
</tbody>
</table>
Social Media Brand Awareness (African-Americans)

U.S. POPULATION 12+
% AWARE OF SOCIAL MEDIA BRAND

Facebook: 98%
Instagram: 95%
Twitter: 93%
Snapchat: 91%
Pinterest: 65%
TikTok: 62%
LinkedIn: 56%
WhatsApp: 63%
Social Media Brand Usage

U.S. POPULATION 12+
% USING SOCIAL MEDIA BRAND

- Facebook: 63%
- Instagram: 41%
- Snapchat: 31%
- Pinterest: 29%
- LinkedIn: 22%
- Twitter: 21%
- WhatsApp: 20%
- TikTok: 11%
Social Media Brand Usage (Hispanics)

U.S. POPULATION 12+
% USING SOCIAL MEDIA BRAND

- Facebook: 55%
- Instagram: 52%
- Snapchat: 38%
- Pinterest: 25%
- LinkedIn: 12%
- Twitter: 17%
- WhatsApp: 42%
- TikTok: 17%
Social Media Brand Usage (African-Americans)

U.S. POPULATION 12+
% USING SOCIAL MEDIA BRAND

- Facebook: 64%
- Instagram: 53%
- Snapchat: 37%
- Pinterest: 28%
- LinkedIn: 22%
- Twitter: 23%
- WhatsApp: 23%
- TikTok: 8%
Social Media Brand Used Most Often

BASE: U.S. AGE 12+ SOCIAL MEDIA USERS

<table>
<thead>
<tr>
<th></th>
<th>Total Sample</th>
<th>Hispanics</th>
<th>African-Americans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>54</td>
<td>40</td>
<td>52</td>
</tr>
<tr>
<td>Instagram</td>
<td>16</td>
<td>26</td>
<td>30</td>
</tr>
<tr>
<td>Snapchat</td>
<td>9</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Pinterest</td>
<td>4</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Twitter</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>12</td>
<td>18</td>
<td>5</td>
</tr>
</tbody>
</table>
Smartphone Ownership

U.S. POPULATION 12+
% OWNING A SMARTPHONE

85  83  86
Total Sample  Hispanics  African-Americans
Tablet Ownership

U.S. POPULATION 12+
% OWNING A TABLET

Total Sample: 53
Hispanics: 45
African-Americans: 56

#InfiniteDial
Smart Speaker Awareness

U.S. POPULATION 12+
% AWARE OF ANY SMART SPEAKER BRAND

Total Sample: 78
Hispanics: 66
African-Americans: 79
Smart Speaker Ownership

U.S. Population 12+
% Own a Smart Speaker

27
Total Sample

24
Hispanics

20
African-Americans
Online Audio
Monthly Online Audio Listening

U.S. POPULATION 12+

% LISTENED 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

<table>
<thead>
<tr>
<th></th>
<th>Total Sample</th>
<th>Hispanics</th>
<th>African-Americans</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>68</td>
<td>67</td>
<td>70</td>
</tr>
</tbody>
</table>
Weekly Online Audio Listening

U.S. Population 12+
% Listened to Online Audio in Last Week

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

Total Sample: 60
Hispanics: 61
African-Americans: 63
Average Time Spent Listening to Online Audio

BASE: U.S. AGE 12+ WEEKLY ONLINE AUDIO LISTENERS
HOURS:MINUTES IN LAST WEEK

Total Sample: 15:12
Hispanics: 15:17
African-Americans: 18:46

#InfiniteDial
Audio Sources Currently Ever Used in Car

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH
% USING AUDIO SOURCE IN CAR

- **AM/FM radio**: Total Sample 81%, Hispanics 74%, African-Americans 82%
- **Owned digital music**: Total Sample 48%, Hispanics 58%, African-Americans 63%
- **CD player**: Total Sample 41%, Hispanics 34%, African-Americans 45%
- **Online radio**: Total Sample 33%, Hispanics 33%, African-Americans 45%
- **Podcasts**: Total Sample 28%, Hispanics 29%, African-Americans 33%
- **SiriusXM**: Total Sample 14%, Hispanics 24%, African-Americans 29%

#InfiniteDial
Audio Source Used Most Often in Car

BASE: U.S. AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH, AND USE ANY AUDIO SOURCE IN CAR

<table>
<thead>
<tr>
<th></th>
<th>AM/FM RADIO</th>
<th>OWNED MUSIC</th>
<th>SIRIUSXM</th>
<th>ONLINE AUDIO</th>
<th>PODCASTS</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sample</td>
<td>50</td>
<td>20</td>
<td>12</td>
<td>11</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Hispanics</td>
<td>45</td>
<td>26</td>
<td>3</td>
<td>19</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>African-Americans</td>
<td>42</td>
<td>36</td>
<td>12</td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Online Audio Listening in Car Through a Cell Phone

U.S. POPULATION 12+

% EVER LISTENED TO ONLINE AUDIO IN A CAR THROUGH A CELL PHONE

- Total Sample: 45
- Hispanics: 45
- African-Americans: 52
Audio Brands
Audio Brand Awareness

U.S. Population 12+

% Aware of Audio Brand

- Pandora: 85%
- iHeartRadio: 73%
- Amazon Music: 68%
- Apple Music: 71%
- Spotify: 72%
- Google Play All Access: 63%
- Napster: 42%
- SoundCloud: 41%
- NPR One: 20%
- Radio.com: 18%
- TuneIn Radio: 16%
- Tidal: 12%
- LiveXLive, formerly Slacker: 11%
- AccuRadio: 7%
- Deezer: 7%
Audio Brand Awareness (Hispanics)

U.S. Population 12+
% Aware of Audio Brand

- Pandora: 85%
- iHeartRadio: 60%
- Amazon Music: 60%
- Apple Music: 66%
- Spotify: 71%
- Google Play All Access: 62%
- Napster: 24%
- SoundCloud: 45%
- NPR One: 12%
- Radio.com: 16%
- TuneIn Radio: 15%
- Tidal: 9%
- LiveXLive, formerly Slacker: 5%
- AccuRadio: 8%
- Deezer: 3%
# Audio Brand Awareness (African-Americans)

<table>
<thead>
<tr>
<th>Brand</th>
<th>% Aware of Audio Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>90</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>84</td>
</tr>
<tr>
<td>Amazon Music</td>
<td>73</td>
</tr>
<tr>
<td>Apple Music</td>
<td>65</td>
</tr>
<tr>
<td>Spotify</td>
<td>76</td>
</tr>
<tr>
<td>Google Play All Access</td>
<td>65</td>
</tr>
<tr>
<td>Napster</td>
<td>70</td>
</tr>
<tr>
<td>SoundCloud</td>
<td>37</td>
</tr>
<tr>
<td>NPR One</td>
<td>18</td>
</tr>
<tr>
<td>Radio.com</td>
<td>20</td>
</tr>
<tr>
<td>Tuneln Radio</td>
<td>19</td>
</tr>
<tr>
<td>Tidal</td>
<td>28</td>
</tr>
<tr>
<td>LiveXLive, formerly Slacker</td>
<td>10</td>
</tr>
<tr>
<td>AccuRadio</td>
<td>10</td>
</tr>
<tr>
<td>Deezer</td>
<td>5</td>
</tr>
</tbody>
</table>
Audio Brands Listened to in Last Month

U.S. Population 12+
% Listened to Audio Brand in Last Month

- Pandora: Total Sample 25, Hispanics 17, African-Americans 14
- Spotify: Total Sample 25, Hispanics 29, African-Americans 29
- Amazon Music: Total Sample 14, Hispanics 12, African-Americans 12
- Apple Music: Total Sample 14, Hispanics 19, African-Americans 19
- iHeartRadio: Total Sample 6, Hispanics 11, African-Americans 12
- Google Play: Total Sample 9, Hispanics 12, African-Americans 15
- SoundCloud: Total Sample 8, Hispanics 7, African-Americans 14
Audio Brands Listened to in Last Week

U.S. POPULATION 12+
% LISTENED TO AUDIO BRAND IN LAST WEEK

- **Spotify**: Total Sample 22%, Hispanics 15%, African-Americans 26%
- **Pandora**: Total Sample 18%, Hispanics 19%, African-Americans 23%
- **Apple Music**: Total Sample 10%, Hispanics 12%, African-Americans 19%
- **Amazon Music**: Total Sample 10%, Hispanics 8%, African-Americans 11%
- **iHeartRadio**: Total Sample 8%, Hispanics 5%, African-Americans 9%
- **Google Play**: Total Sample 6%, Hispanics 5%, African-Americans 10%

#InfiniteDial
Audio Brand Used Most Often

BASE: U.S. AGE 12+ AND CURRENTLY EVER USE ANY AUDIO BRAND

<table>
<thead>
<tr>
<th></th>
<th>SPOTIFY</th>
<th>PANDORA</th>
<th>APPLE MUSIC</th>
<th>iHEART RADIO</th>
<th>AMAZON MUSIC</th>
<th>GOOGLE PLAY</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sample</td>
<td>28</td>
<td>24</td>
<td>14</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Hispanics</td>
<td>33</td>
<td>27</td>
<td>15</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>African-Americans</td>
<td>18</td>
<td>25</td>
<td>18</td>
<td>6</td>
<td>6</td>
<td>8</td>
<td>19</td>
</tr>
</tbody>
</table>
Podcasting
Podcasting Familiarity

U.S. POPULATION 12+
% FAMILIAR WITH PODCASTING

Total Sample: 75
Hispanics: 52
African-Americans: 74
Podcasting Listening

U.S. POPULATION 12+
% EVER LISTENED TO A PODCAST

Total Sample: 55
Hispanics: 43
African-Americans: 56
Monthly Podcast Listening

U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH

- Total Sample: 37
- Hispanics: 24
- African-Americans: 33
Weekly Podcast Listening

U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK

- Total Sample: 24
- Hispanics: 18
- African-Americans: 17
The Infinite Dial 2020

#InfiniteDial