

The Infinite Dial 2015



#infinitedial



The Infinite Dial 2015

Social
Networking

Music
Discovery

Online
Radio

In-Car
Media

Smartphones

Podcasting



#infinitedial



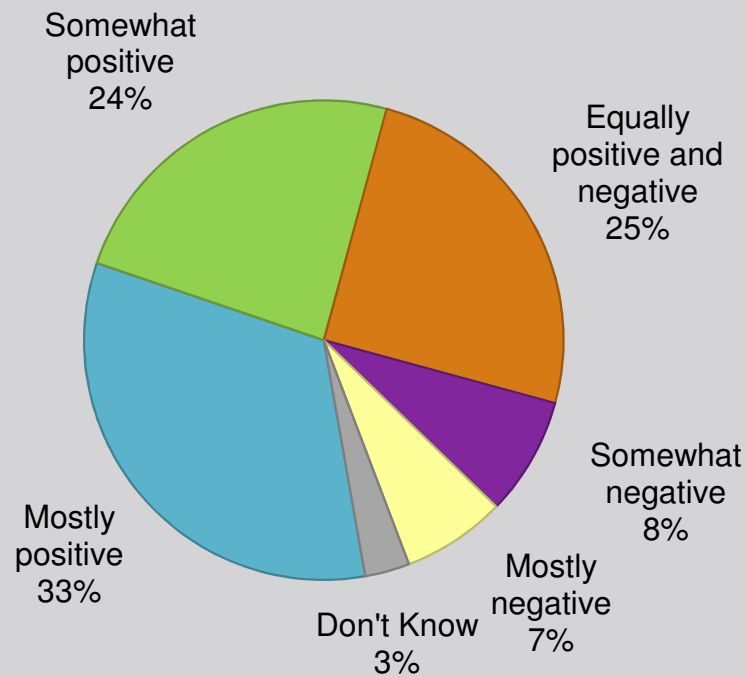
Study Overview

- In January/February 2015, Edison Research conducted a national telephone survey of 2002 people aged 12 and older, using random digit dialing techniques.
- Survey offered in both English and Spanish languages.
- Both landlines and cell phones were called.
- Data weighted to national 12+ population figures.
- This is the 23rd study in the series dating to 1998.
- These studies provide estimates of digital platforms and their impact on the media landscape based on self-reported consumer behaviors and attitudes.
- Follow along on Twitter at #infinitedial
- For a free copy of this report, visit:
 - www.edisonresearch.com
 - www.tritondigital.com



Technology changes in society

“Would you say all the ways technology has changed society over the last ten years have been...?”



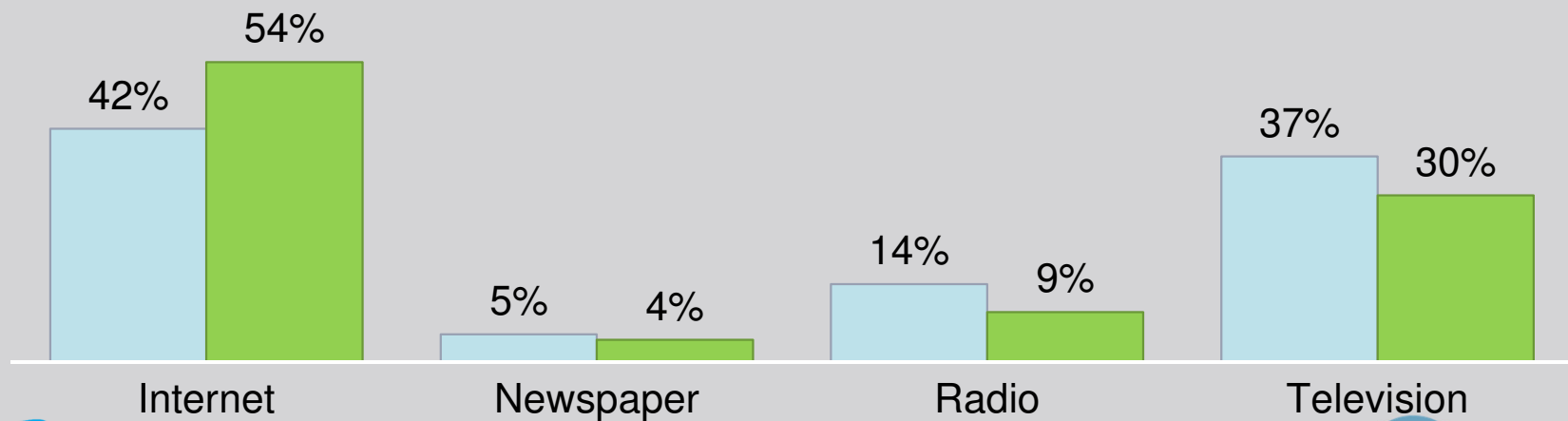
Base: Total Population 12+

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Medium most essential

“Among the Internet, newspapers, radio and television, which one is most essential to your life?”

■ 2010 ■ 2015



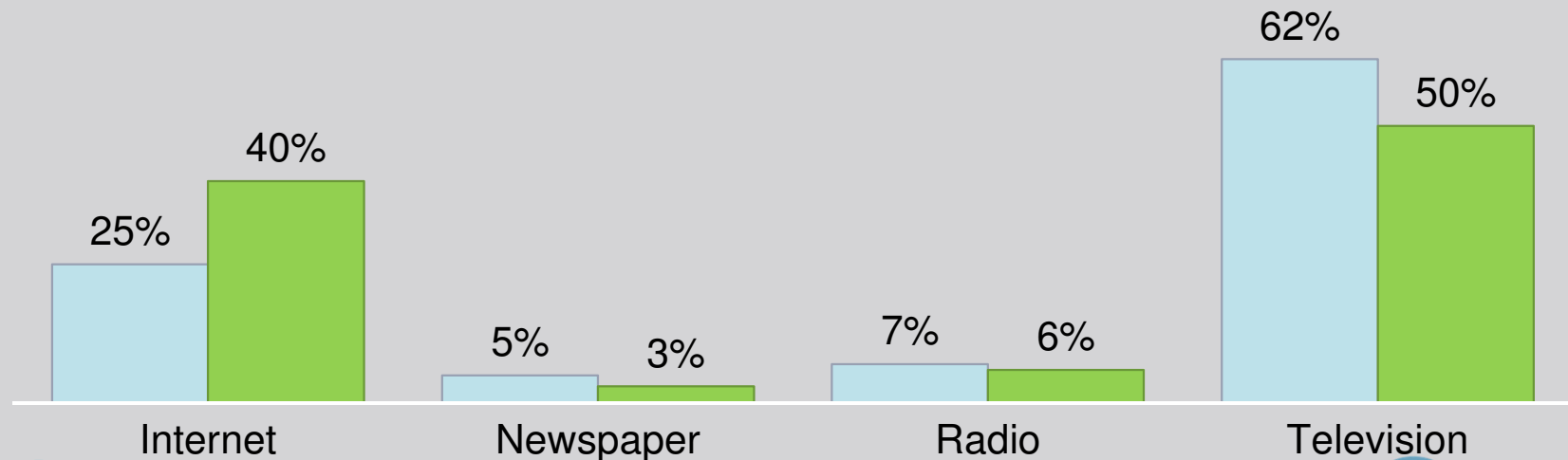
Base: Total Population 12+

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Medium used first in event of a major news story

“Among the Internet, newspapers, radio and television, which one do you turn to first in the event of a major news story?”

2010 2015



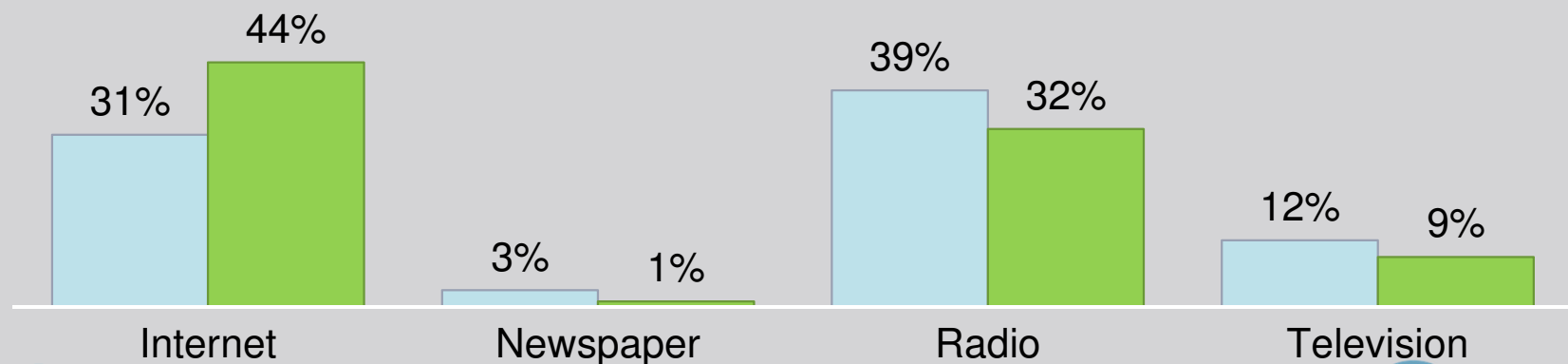
Base: Total Population 12+

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Medium used first to learn about new music

“Among the Internet, newspapers, radio and television, which one do you turn to first to learn about new music?”

2010 2015



Base: Total Population 12+

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Online Radio

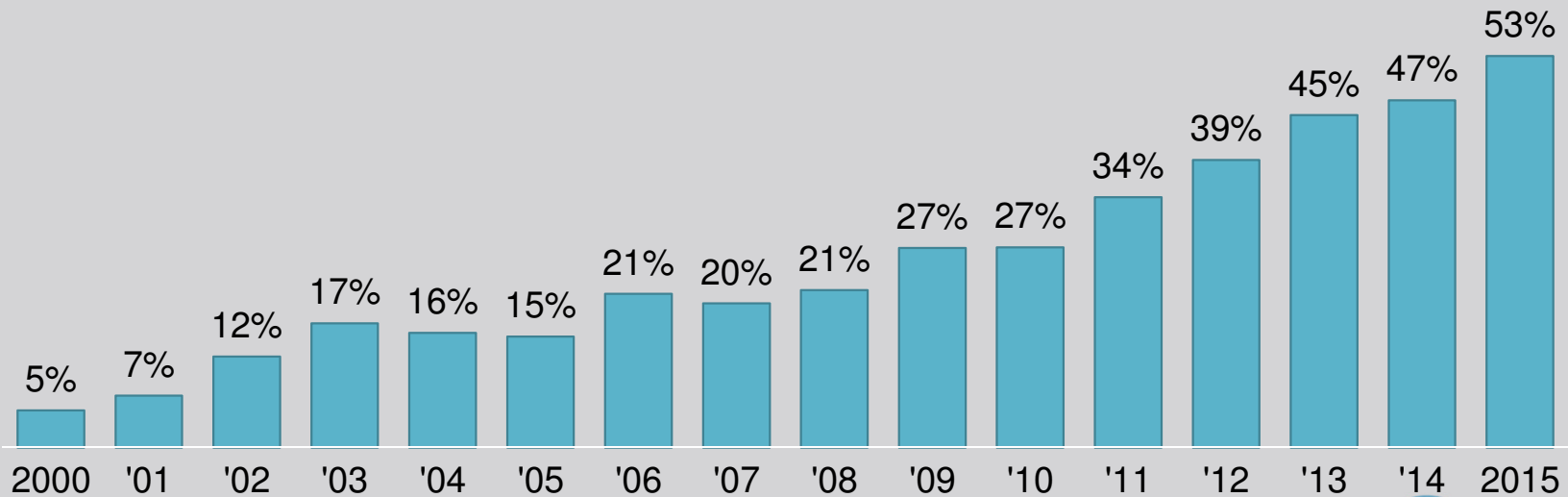


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Monthly Online Radio Listening

Estimated
143 Million



% listening to Online Radio in last month

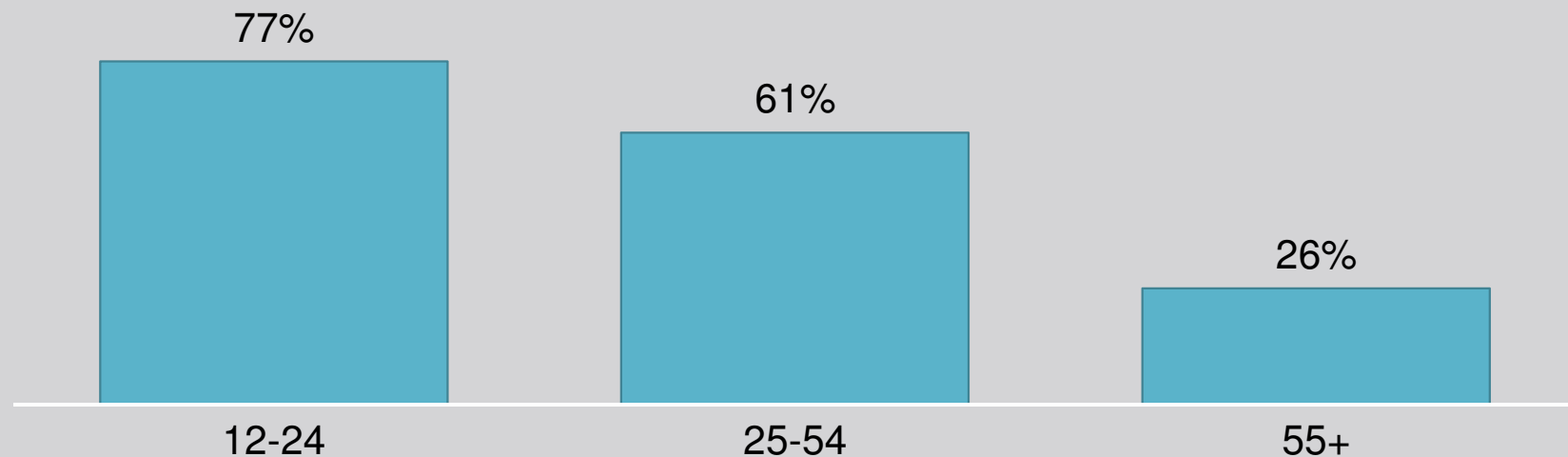


Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Base: Total Population 12+

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Monthly Online Radio Listening (Age)



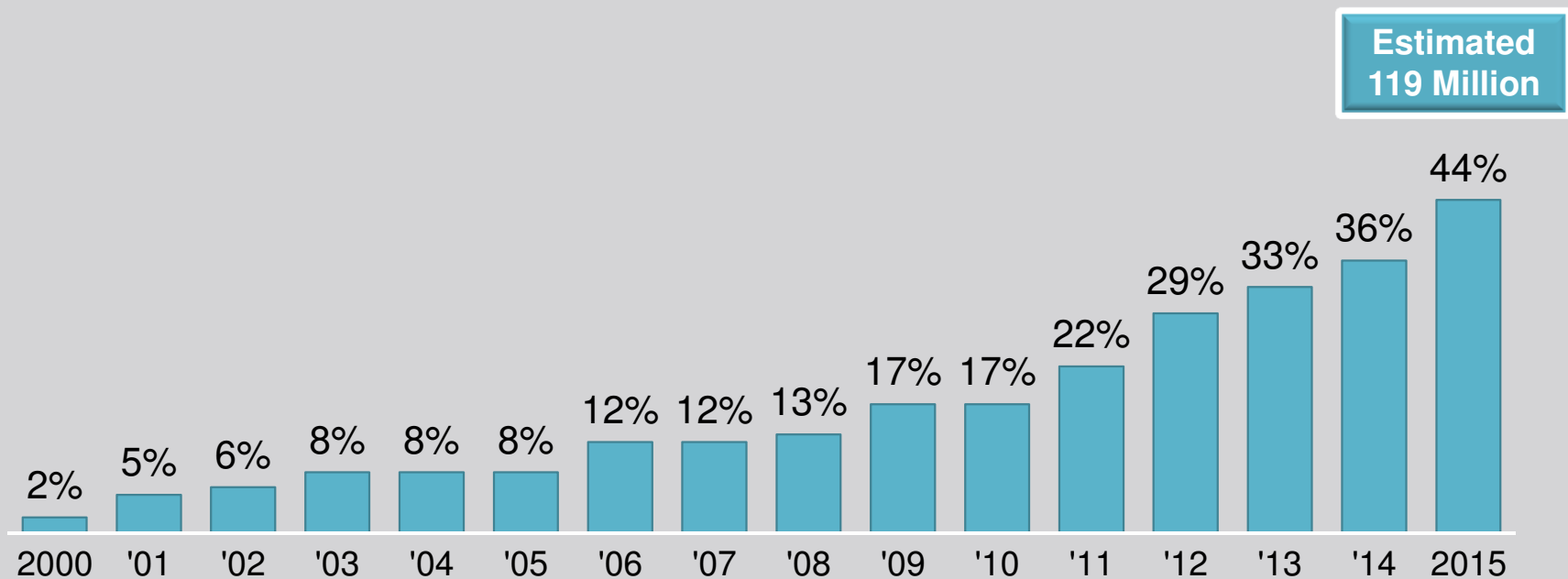
% listening to Online Radio in last month



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

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Weekly Online Radio Listening



% listening to Online Radio in last week

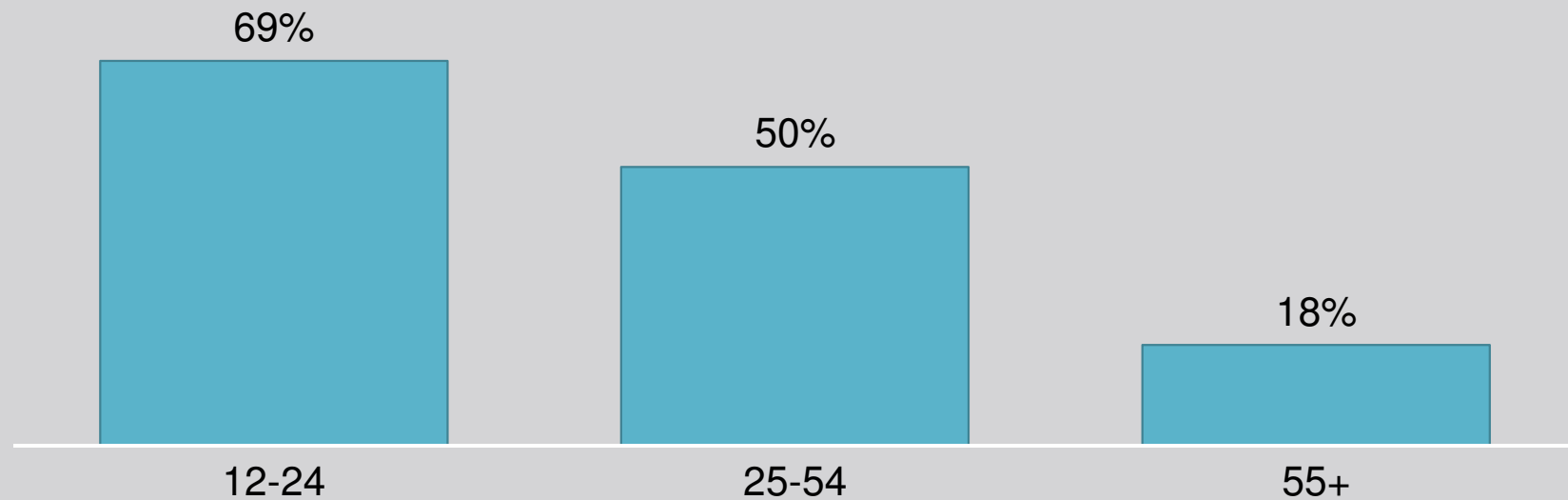


Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Base: Total Population 12+

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Weekly Online Radio Listening (Age)



% listening to Online Radio in last week

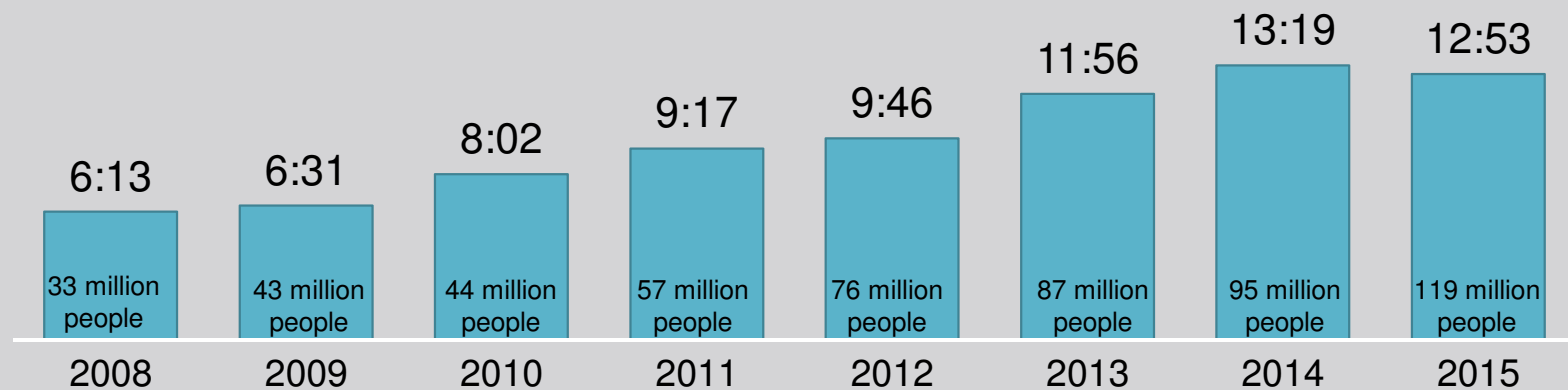


Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

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Average time 'Weekly Online Radio Listeners' spend listening to Online Radio

Hours:Minutes



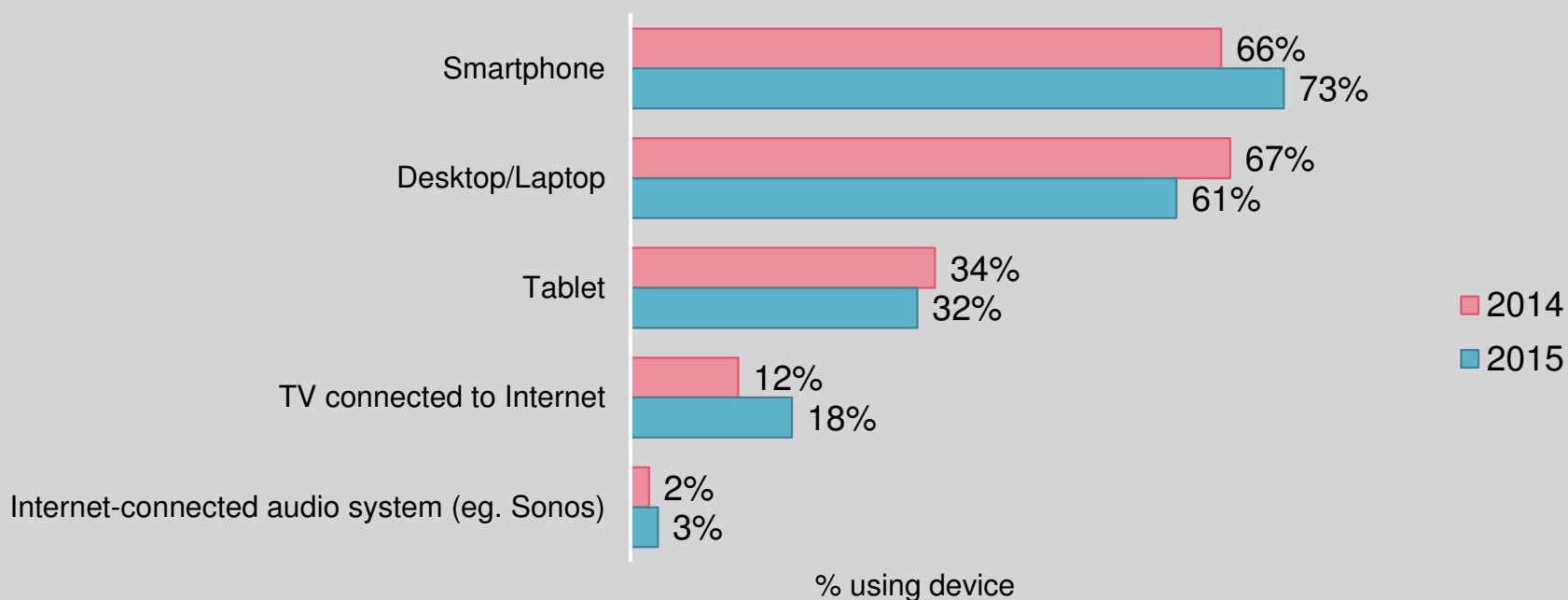
Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Base: Weekly Online Radio Listeners



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Devices used to listen to Online Radio



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

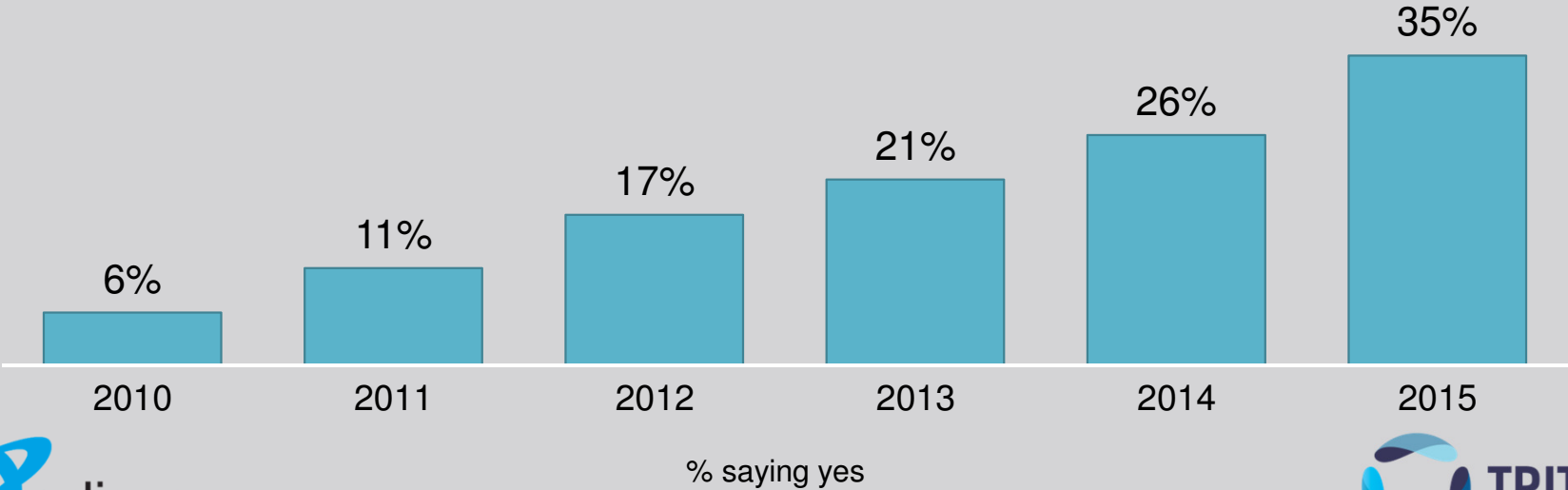
Base: Weekly Online Radio Listeners



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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?”



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

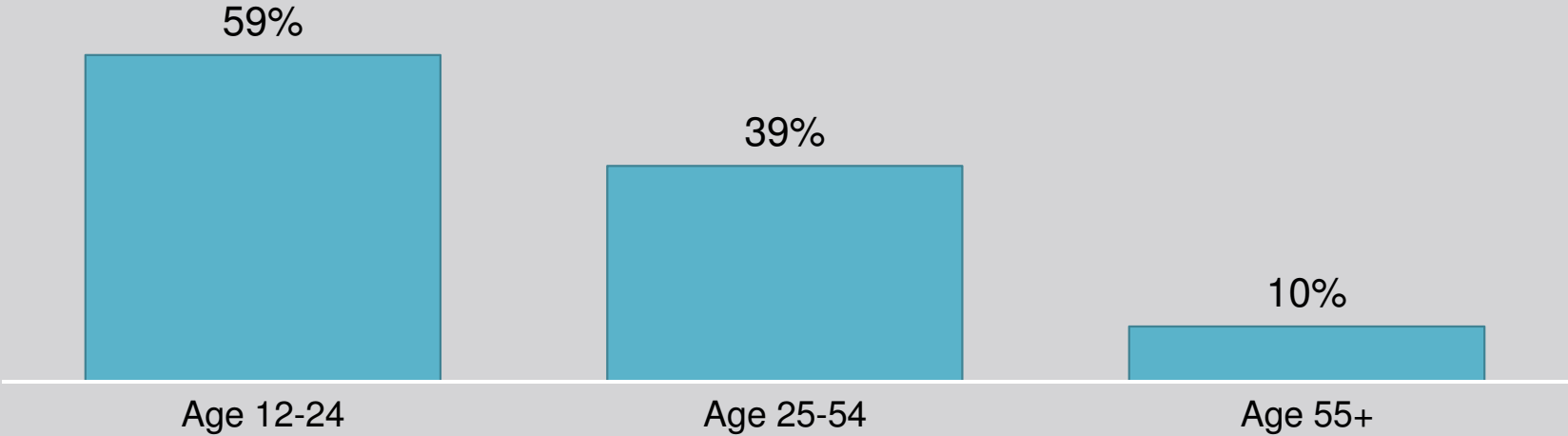
Base: Own a cell phone; 92%



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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?”



% saying yes



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

Base: Own a cell phone: 92%



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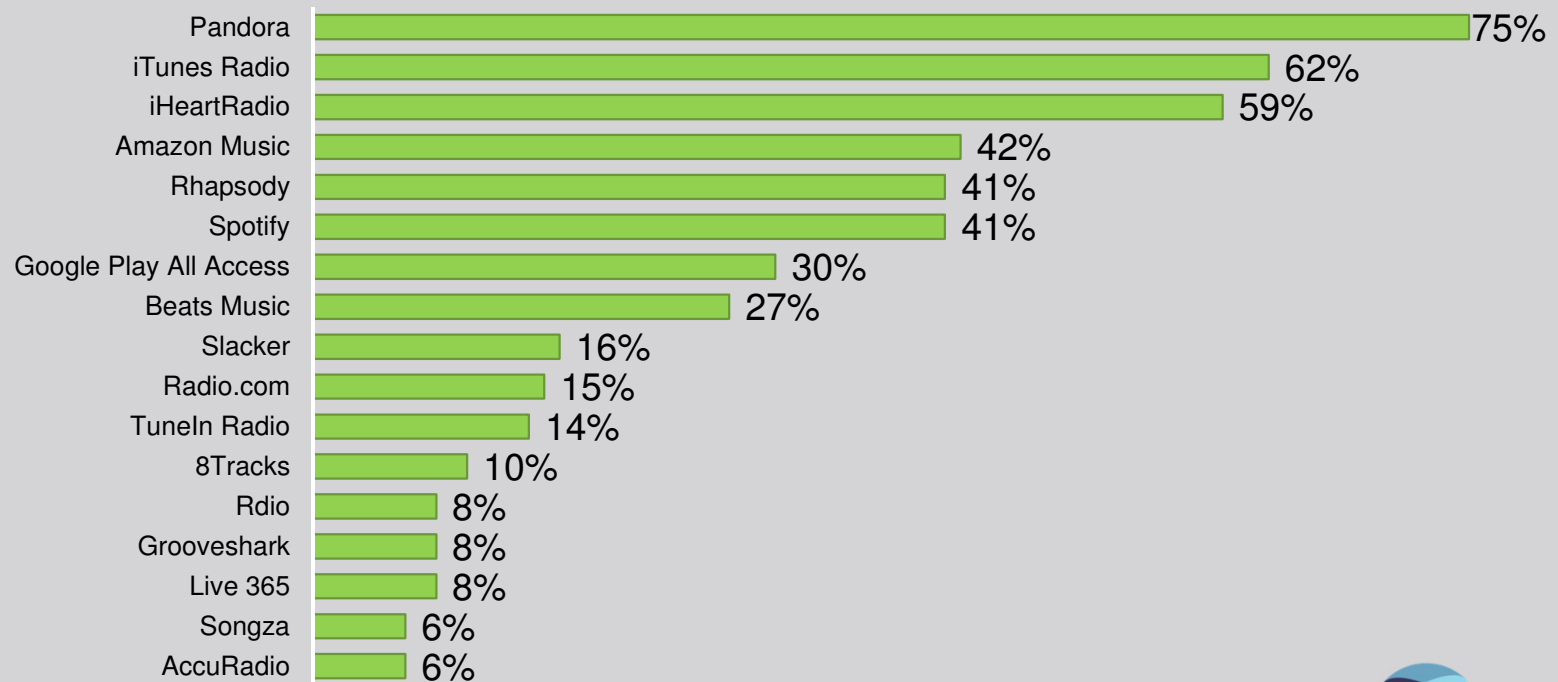
Audio Brands



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Audio Brand Awareness



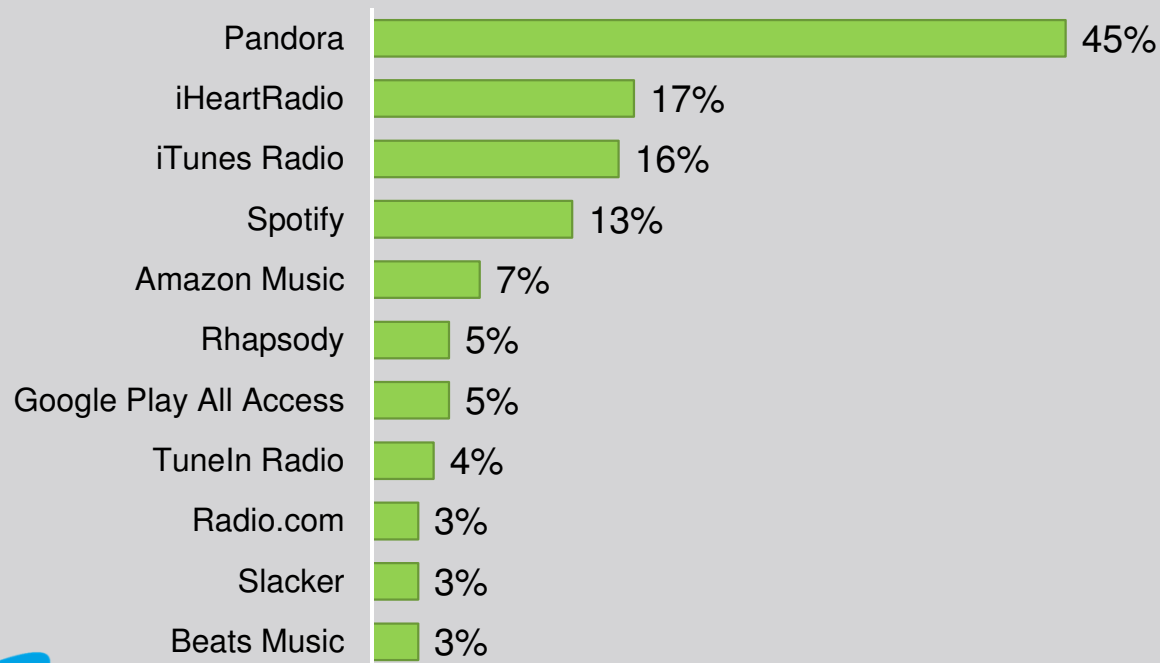
% aware of audio brand



Base: Total Population 12+

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Audio Brand Usage



Brands lower than 3% Age 12+ not shown



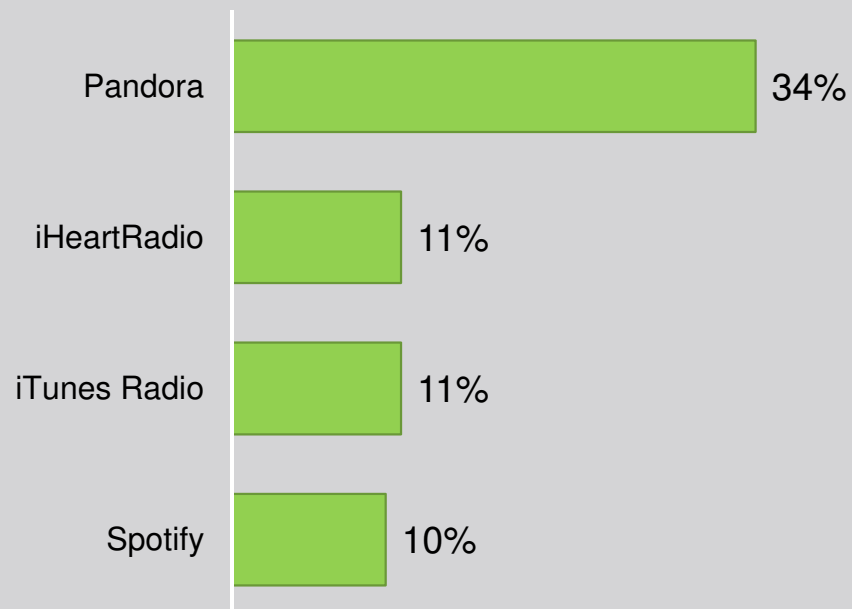
% currently ever using audio brand



Base: Total Population 12+

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Listened in the last month to...



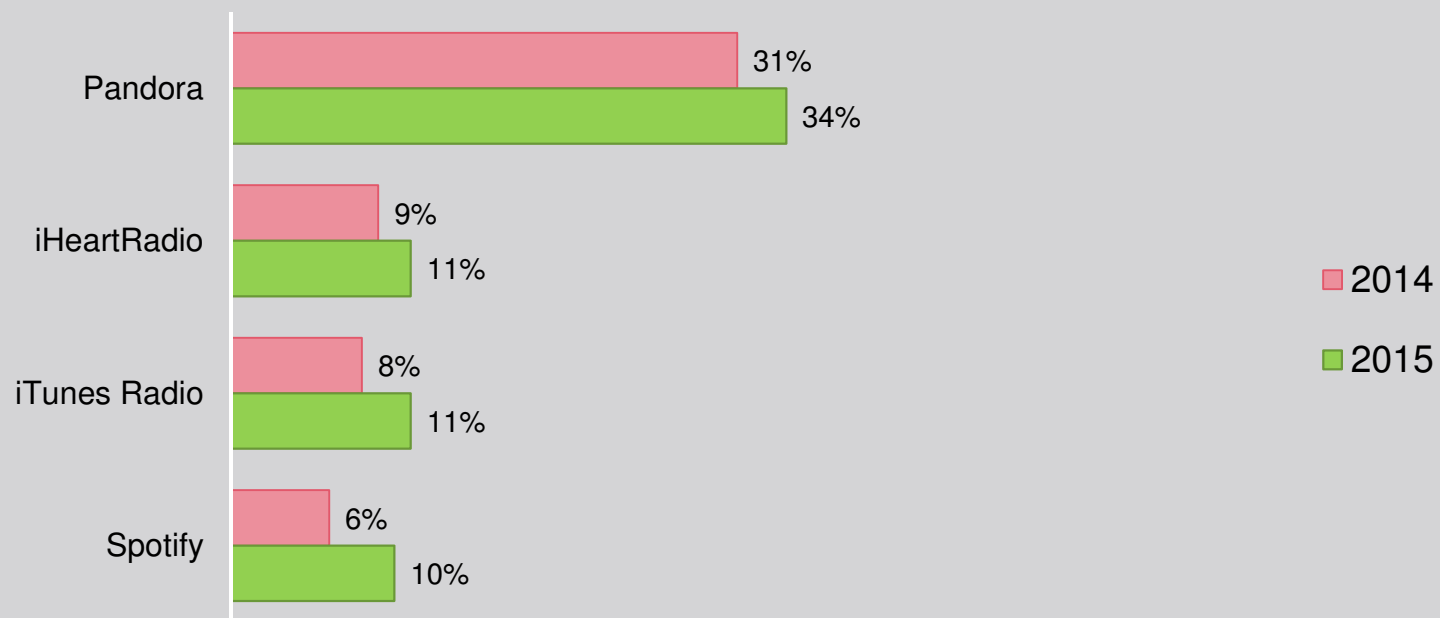
% saying yes

Base: Total Population 12+



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Listened in the last month to...



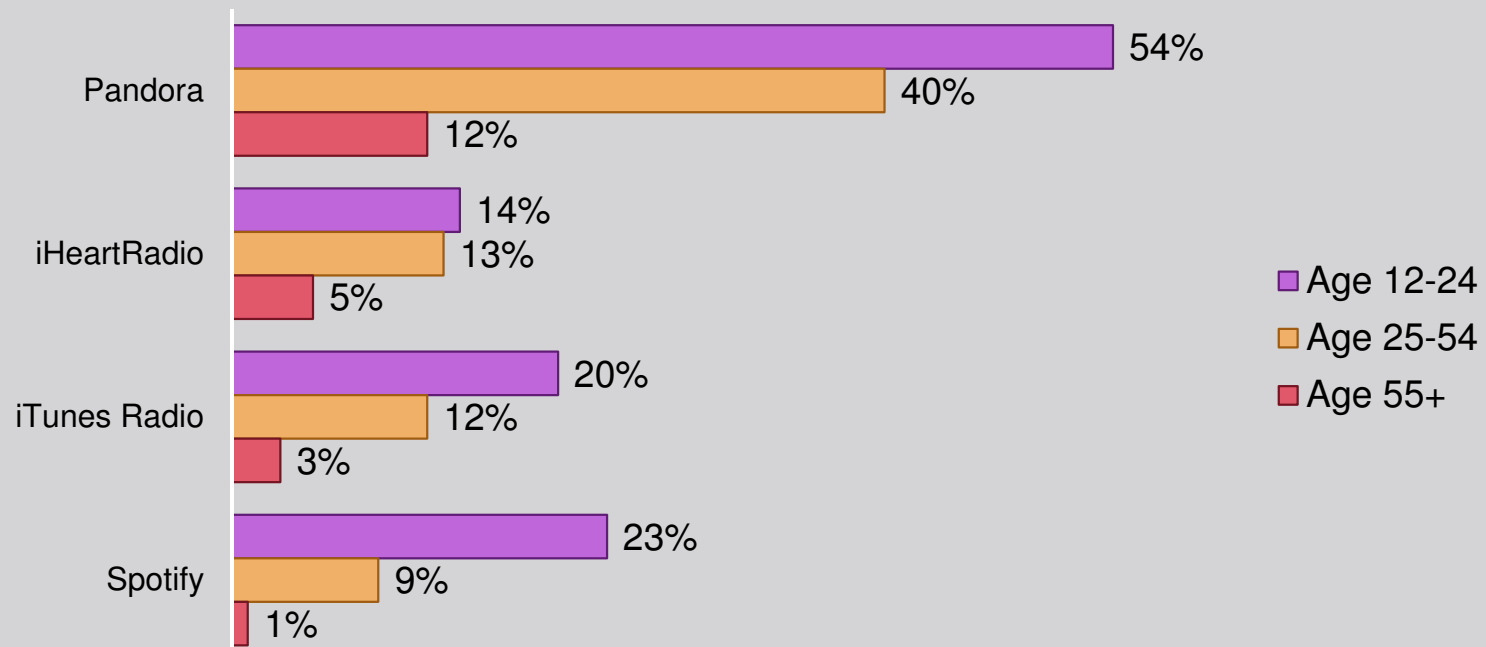
% saying yes

Base: Total Population 12+



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Listened in the last month to... (Age)

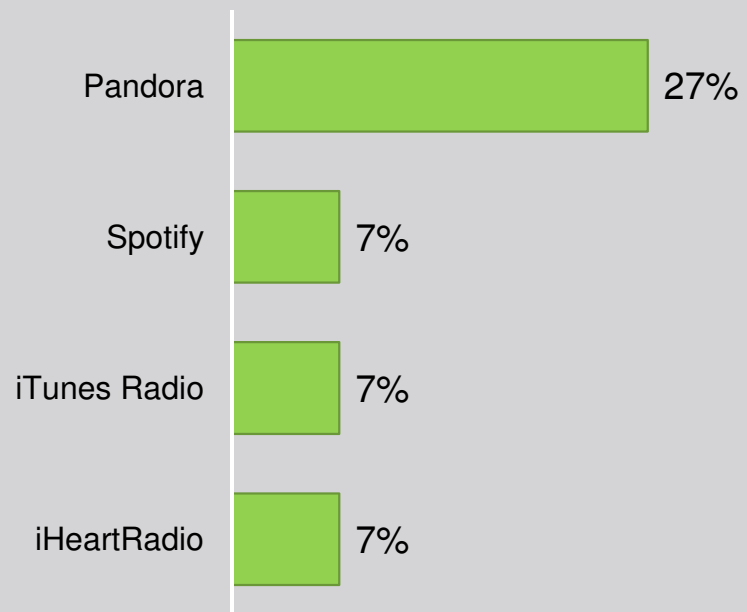


% saying yes



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Listened in the last week to...



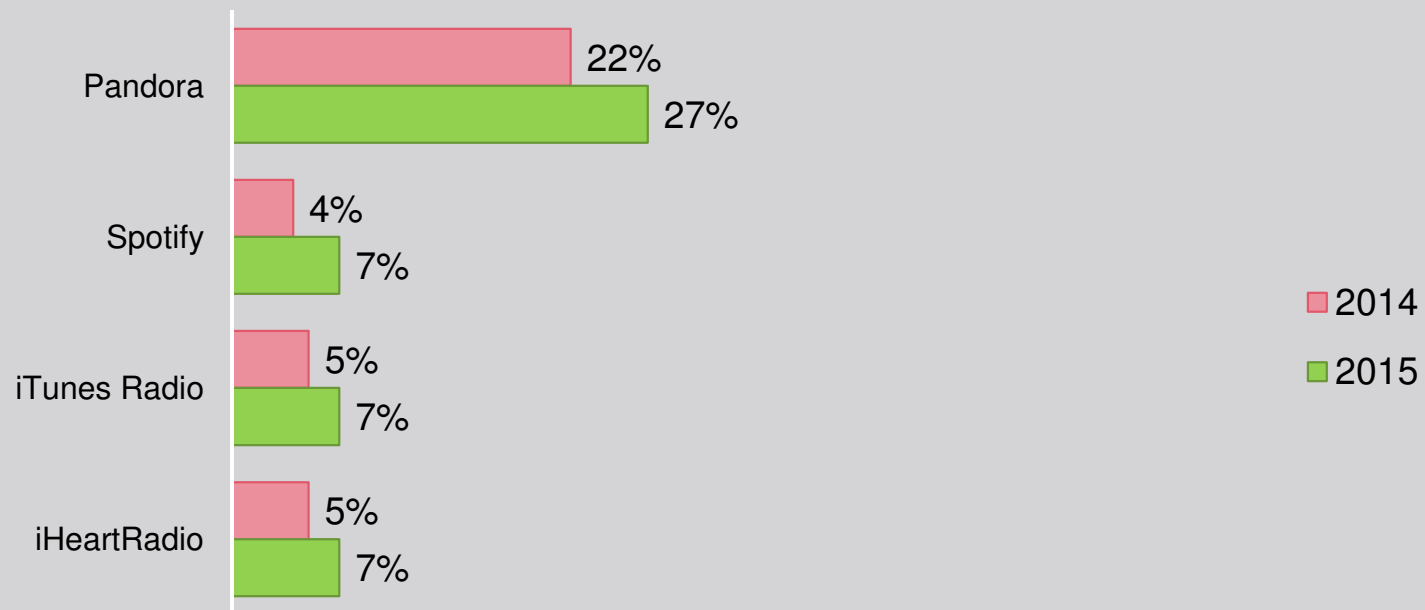
% saying yes

Base: Total Population 12+



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Listened in the last week to...



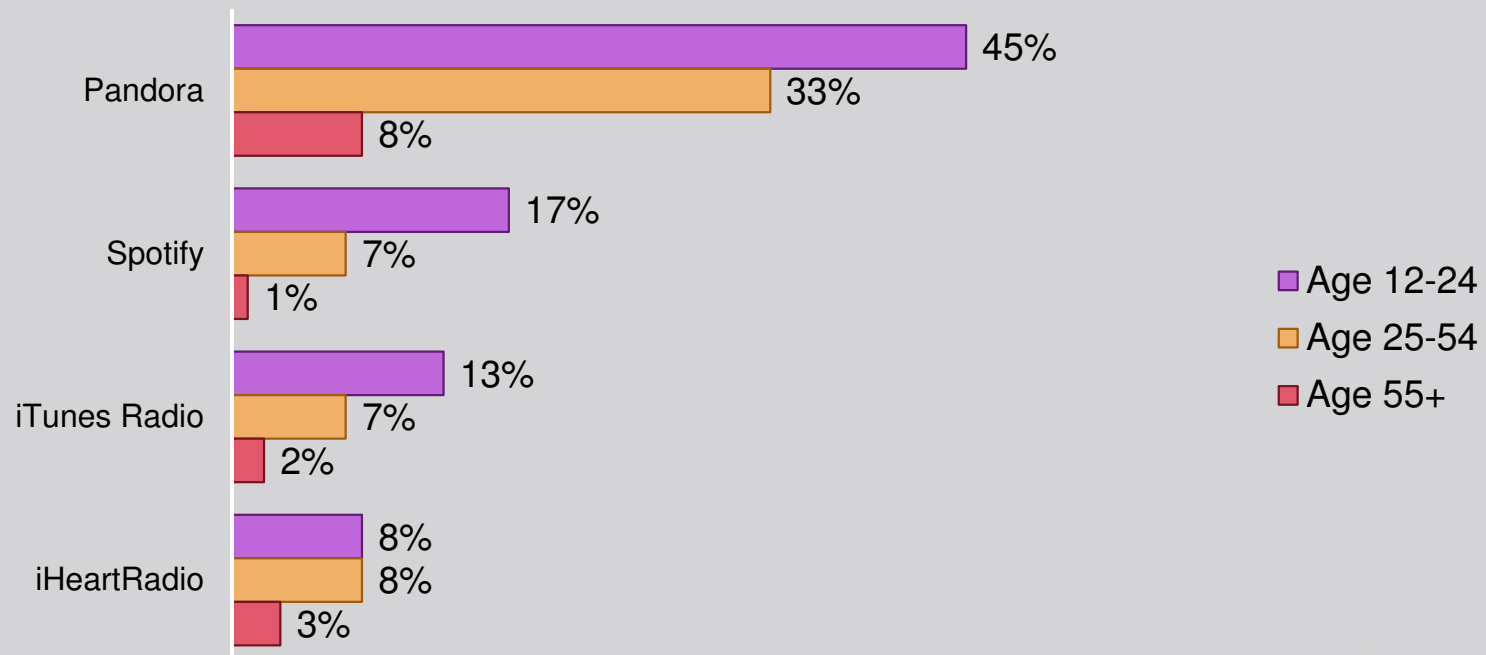
% saying yes

Base: Total Population 12+



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Listened in the last week to... (Age)

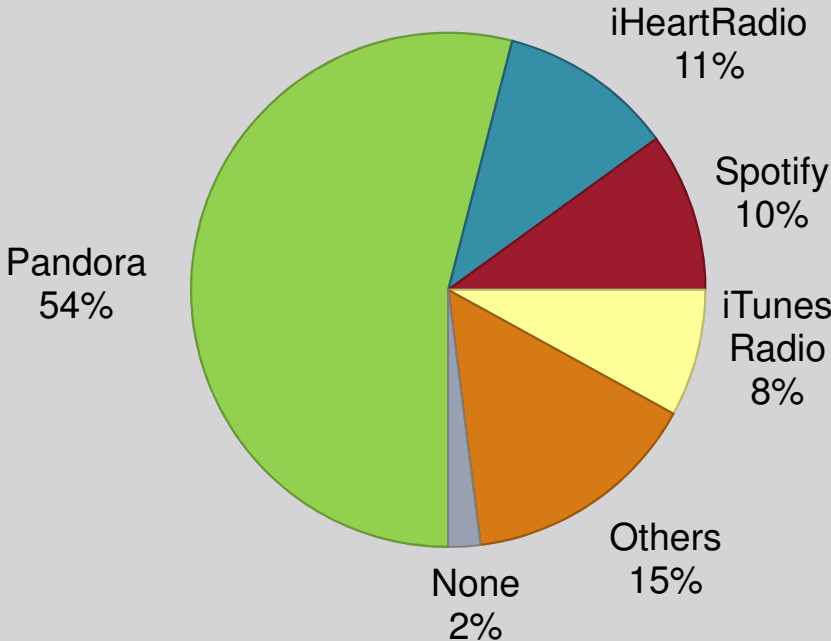


% saying yes



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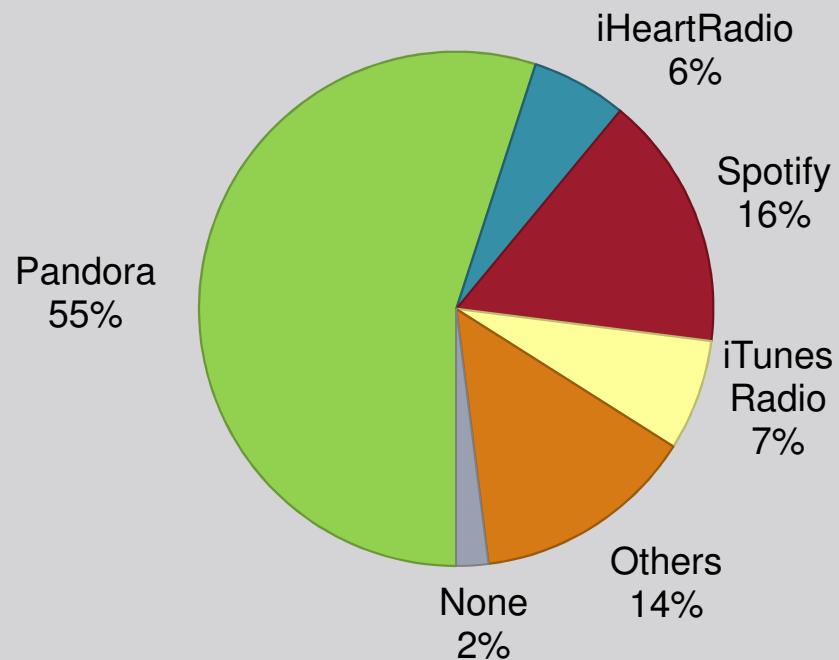
Audio Brand used most often



Base: Currently use any Internet audio service

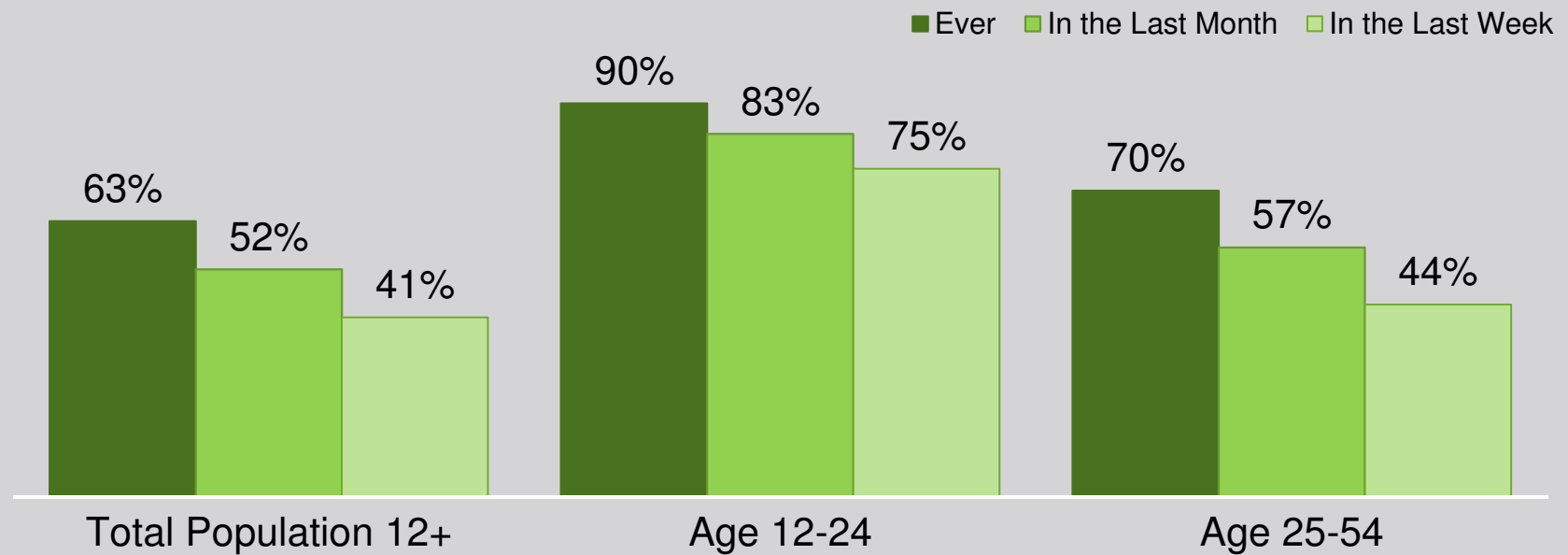
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Audio Brand used most often (Age 12-24)



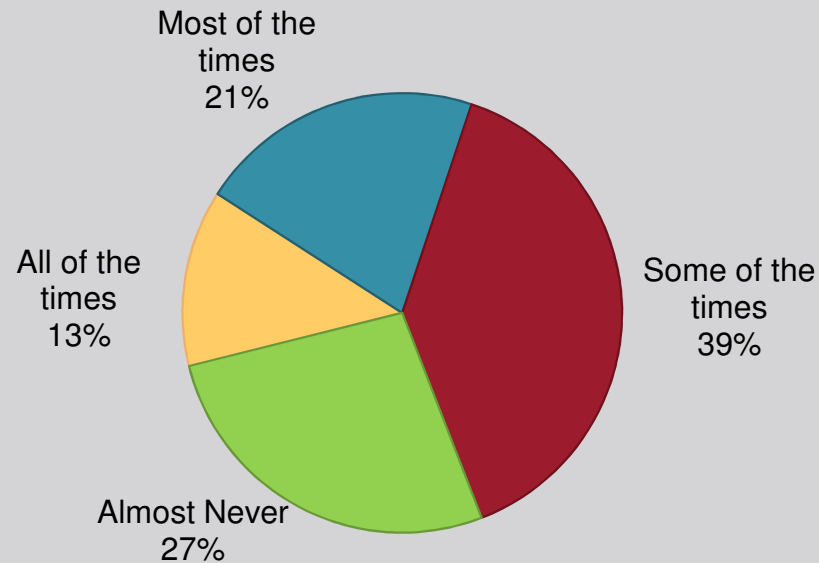
YouTube Usage

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



YouTube Usage

“How often would you say you listen to the music on YouTube without actually watching the videos?”



Base: Used YouTube specifically to watch videos or listen to music in the last month

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Music Discovery

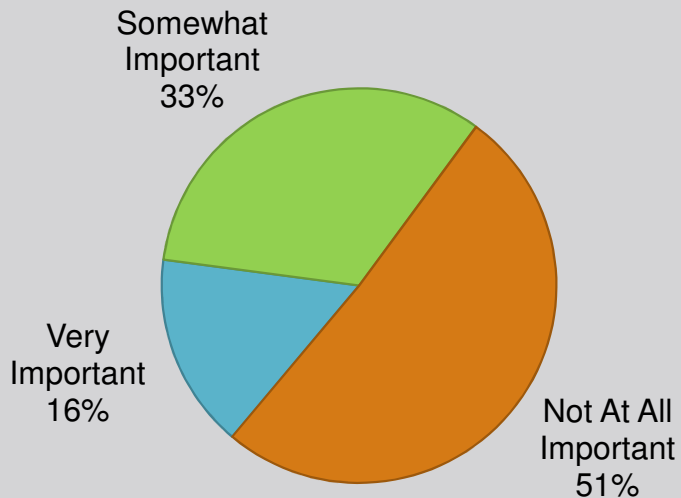


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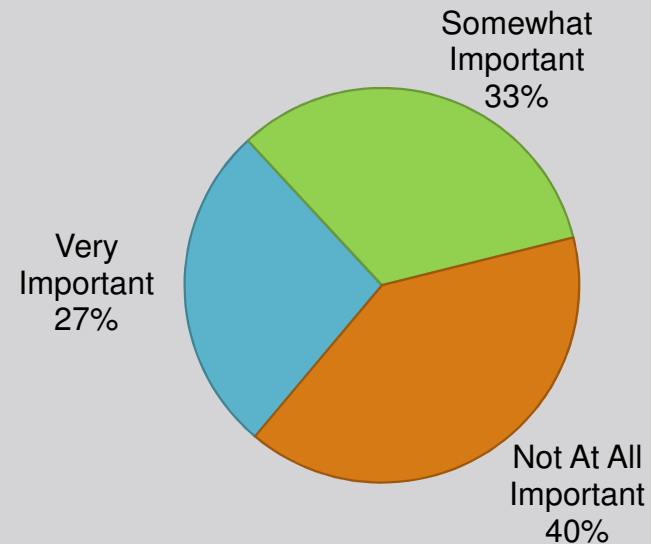


Importance of keeping up-to-date with music

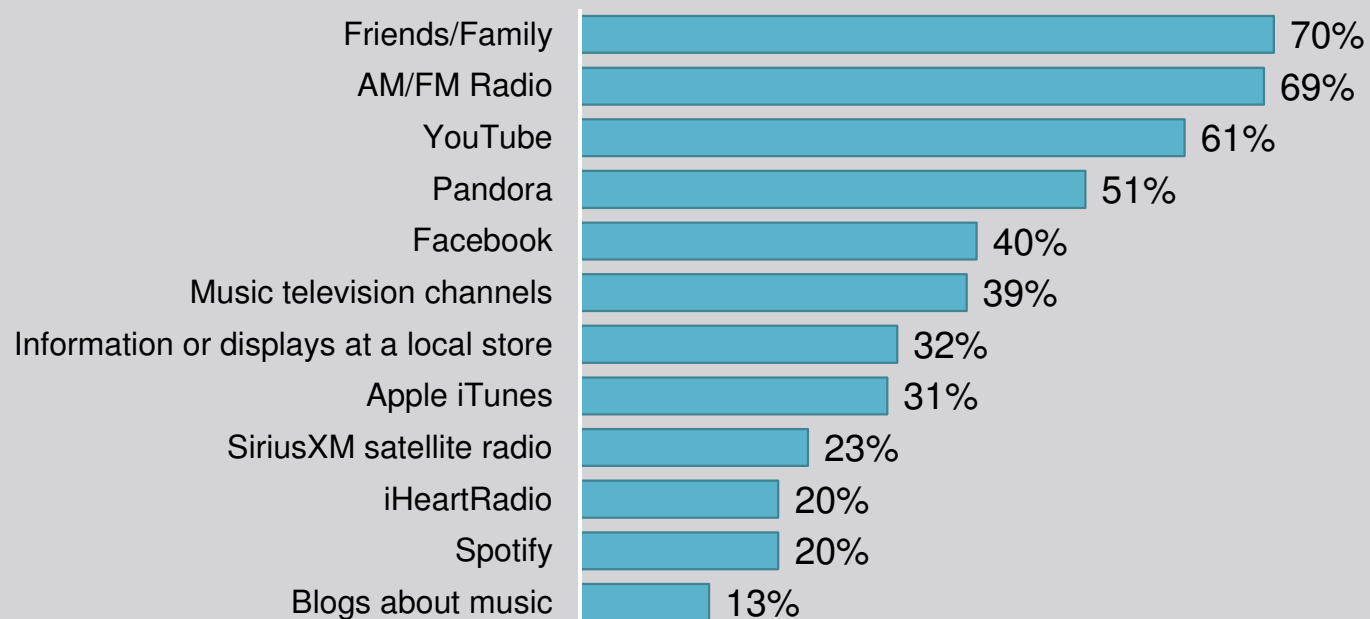
Total Population 12+



Age 12-24



Sources used for keeping up-to-date with music



% using source

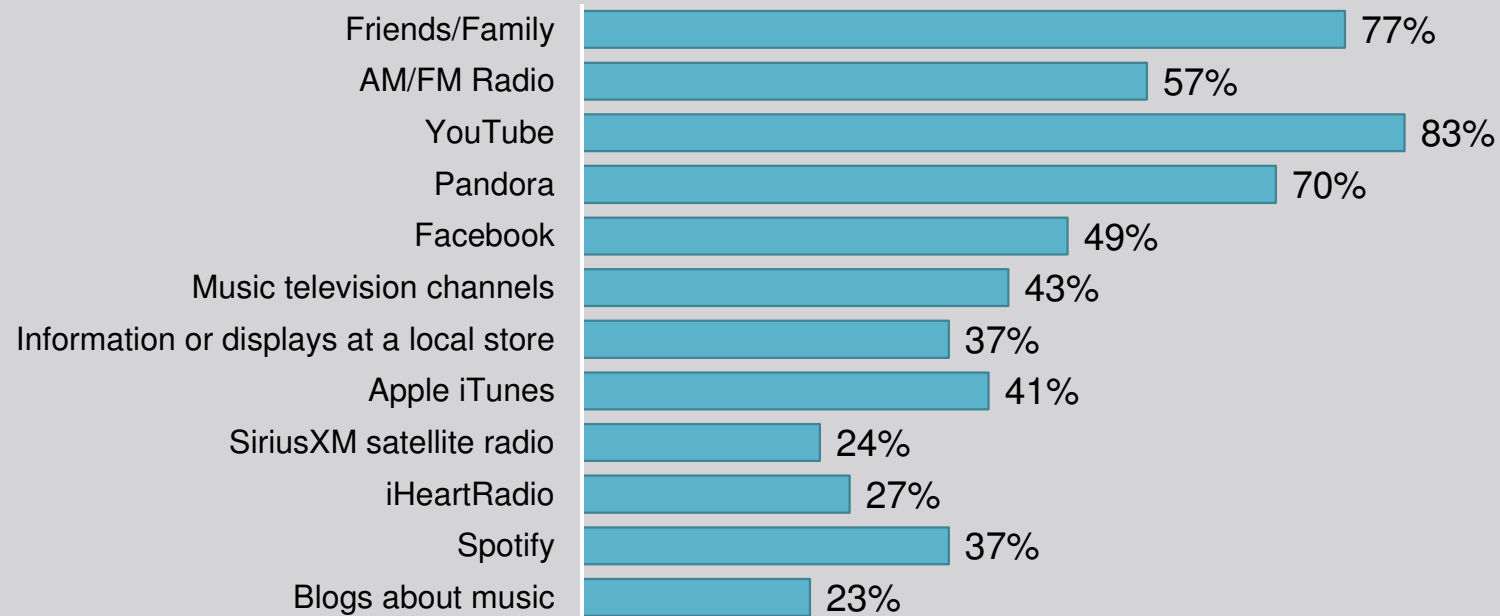


Base: Those saying it is "Very Important" or "Somewhat Important"
to Keep Up-To-Date With Music



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Sources used for keeping up-to-date with music (Age 12-24)



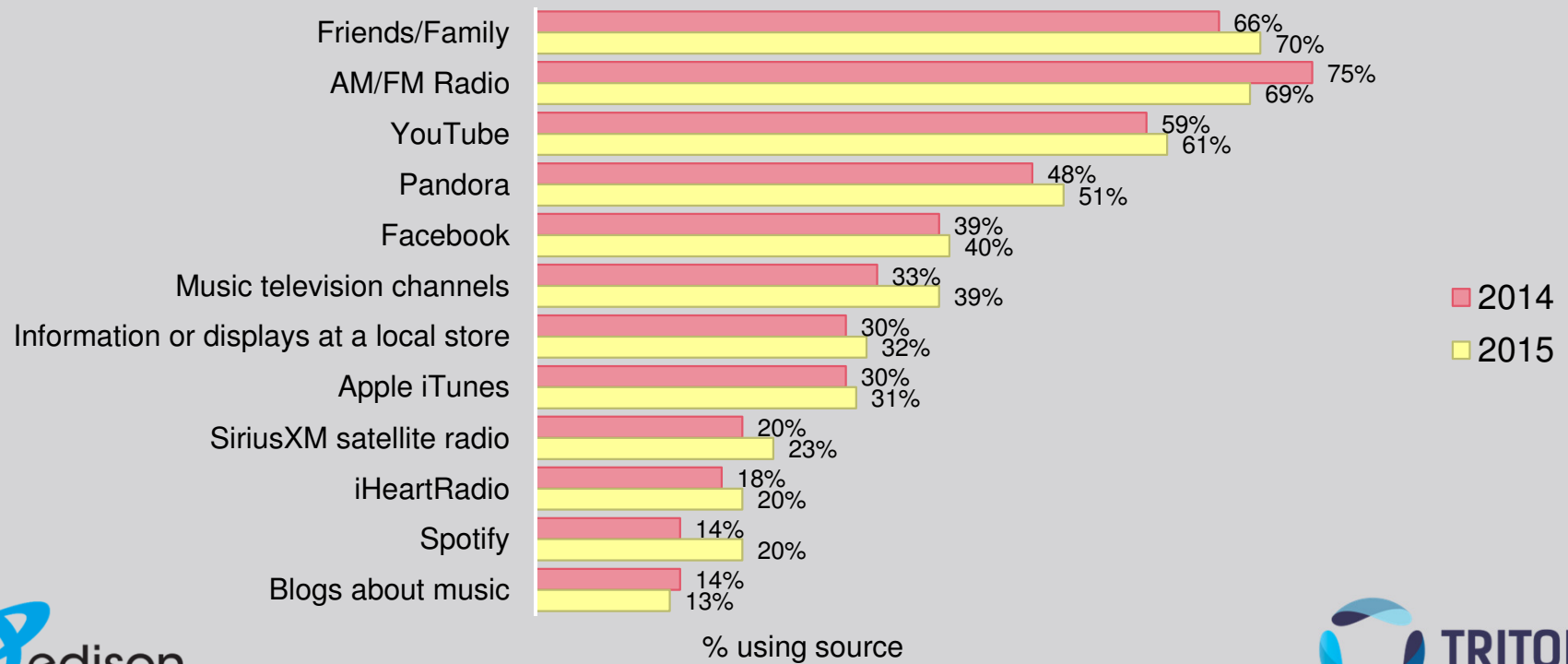
% using source

Base: Those saying it is "Very Important" or "Somewhat Important"
to Keep Up-To-Date With Music



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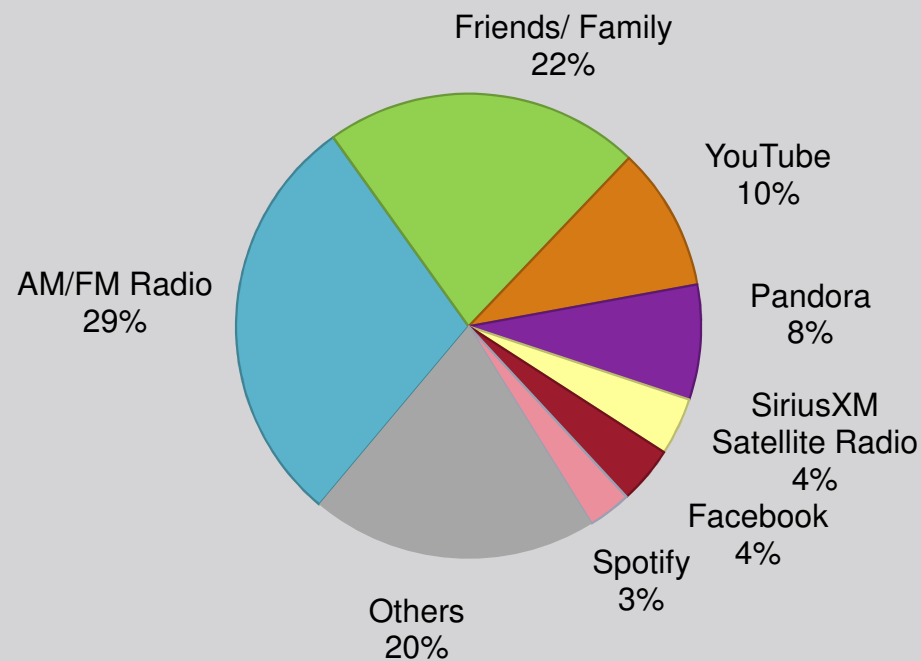
Sources used for keeping up-to-date with music



Base: Those saying it is "Very Important" or "Somewhat Important" to Keep Up-To-Date With Music

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Source used most for keeping up-to-date with music

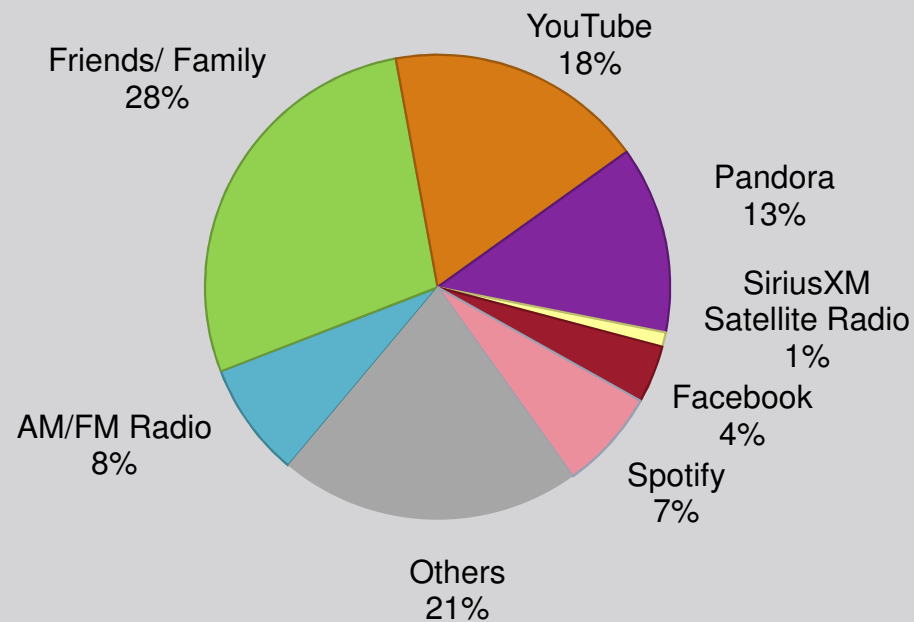


Base: Those saying it is "Very Important" or "Somewhat Important" to Keep Up-To-Date With Music



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Source used most for keeping up-to-date with music (Age 12-24)



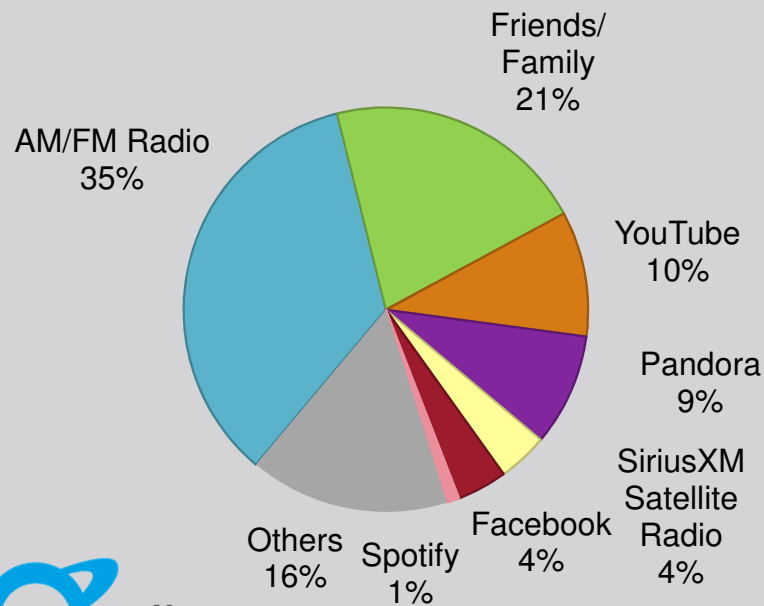
Base: Those saying it is "Very Important" or "Somewhat Important" to Keep Up-To-Date With Music



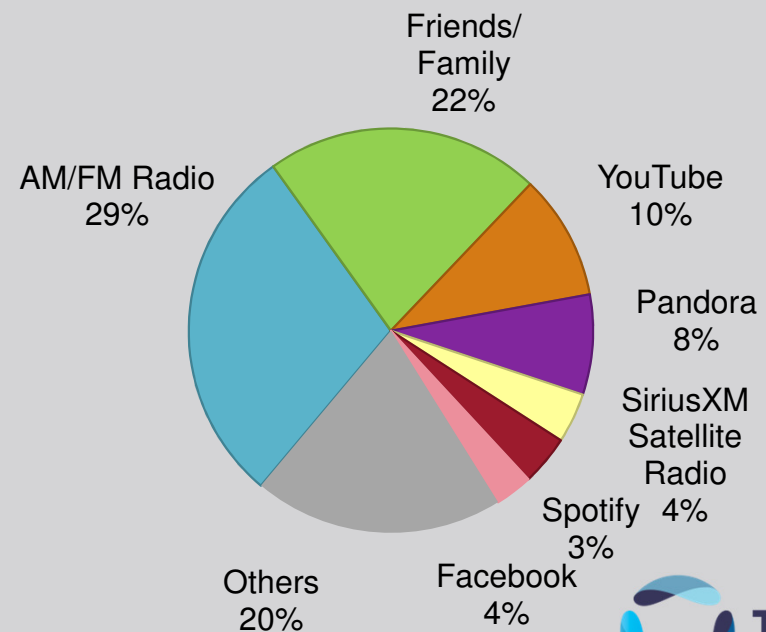
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Source used most for keeping up-to-date with music

2014



2015



Base: Those saying it is "Very Important" or "Somewhat Important" to Keep Up-To-Date With Music



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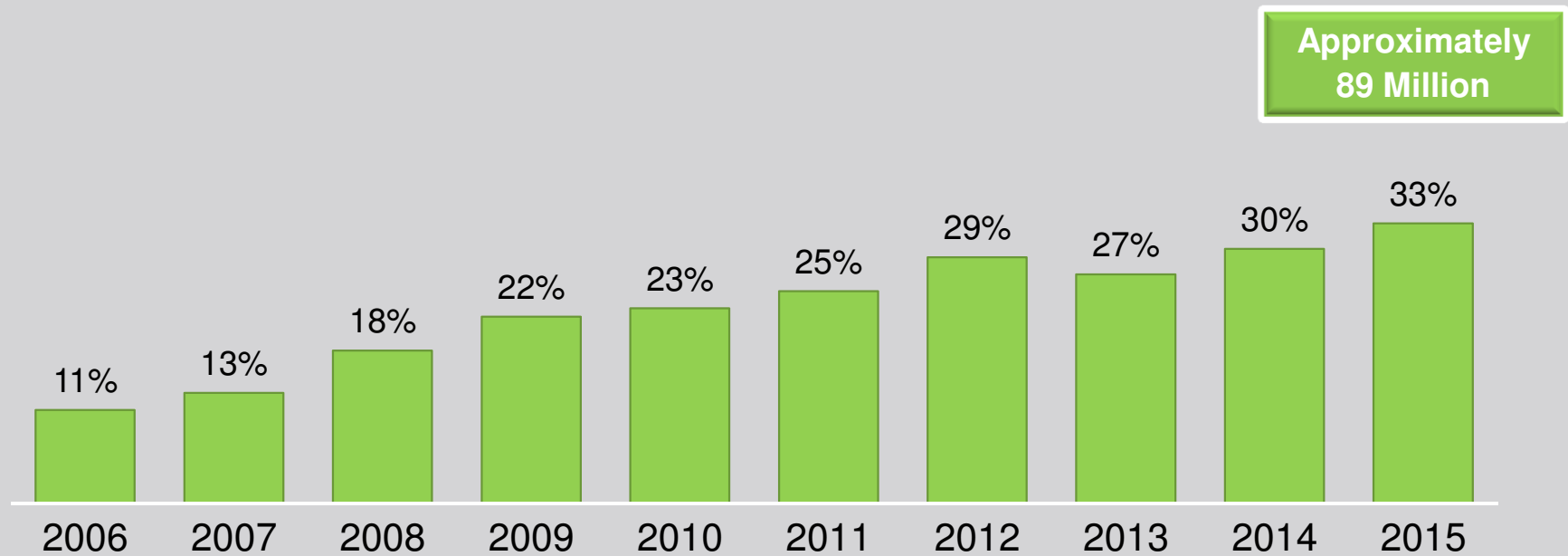
Podcasting



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Podcast Listening



% ever listening to a podcast

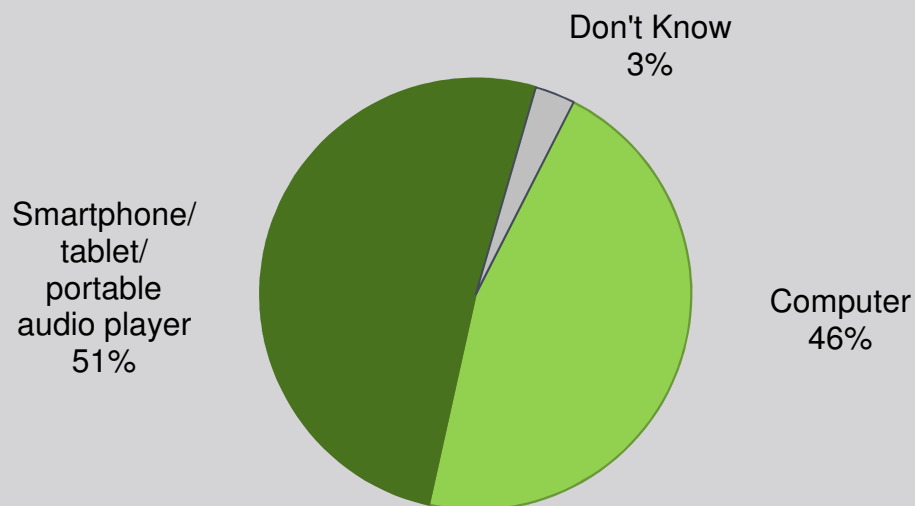


Base: Total Population 12+

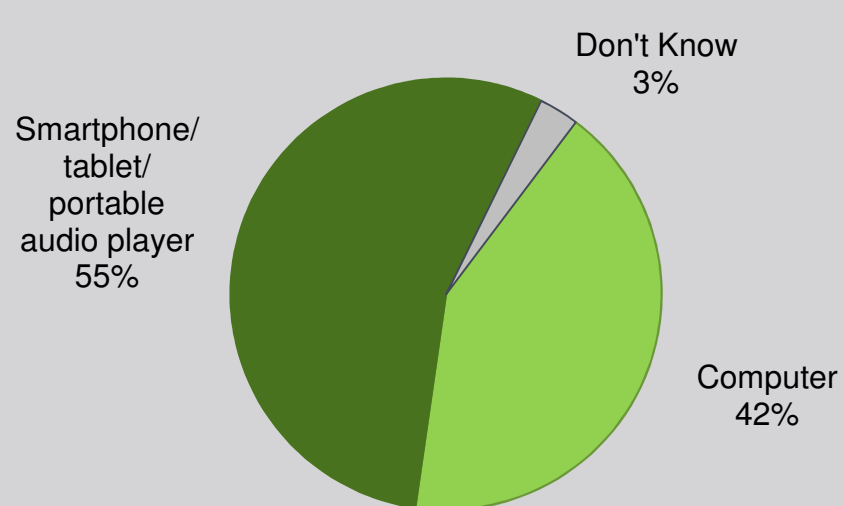
© 2015 Edison Research and Triton Digital

Devices used most often to listen to podcasts

2014



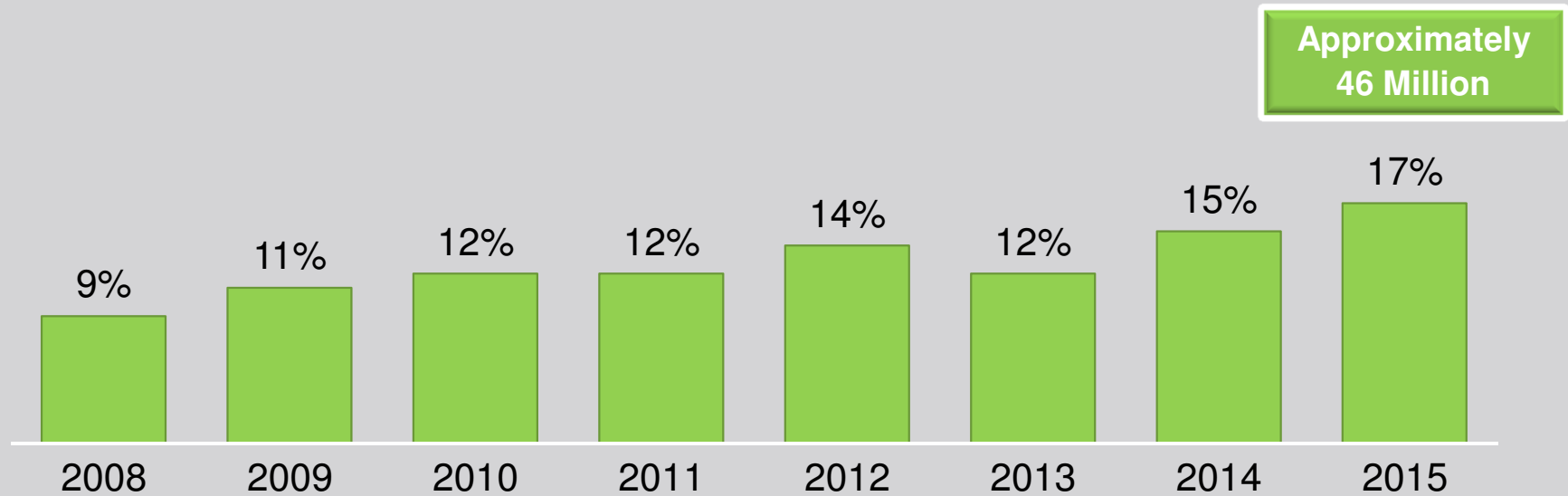
2015



Base: Ever listened to podcast

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Monthly Podcast Listening



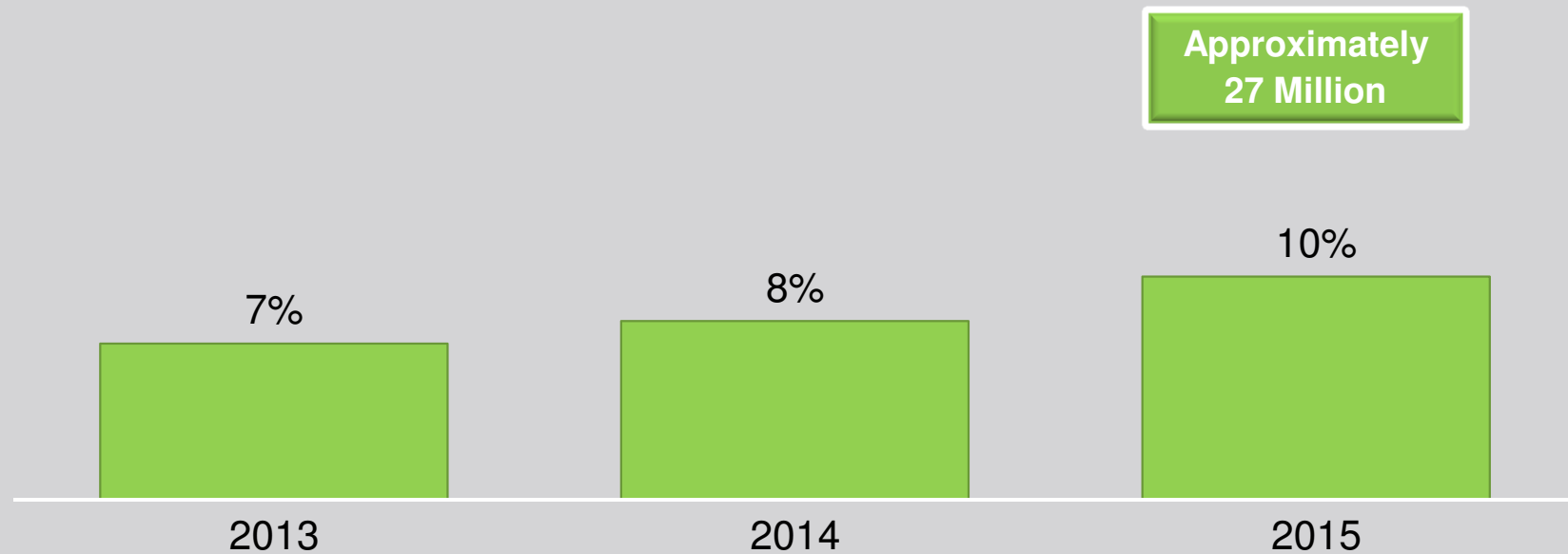
% listening to podcasts in last month



Base: Total Population 12+

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Weekly Podcast Listening



% listening to podcasts in last week

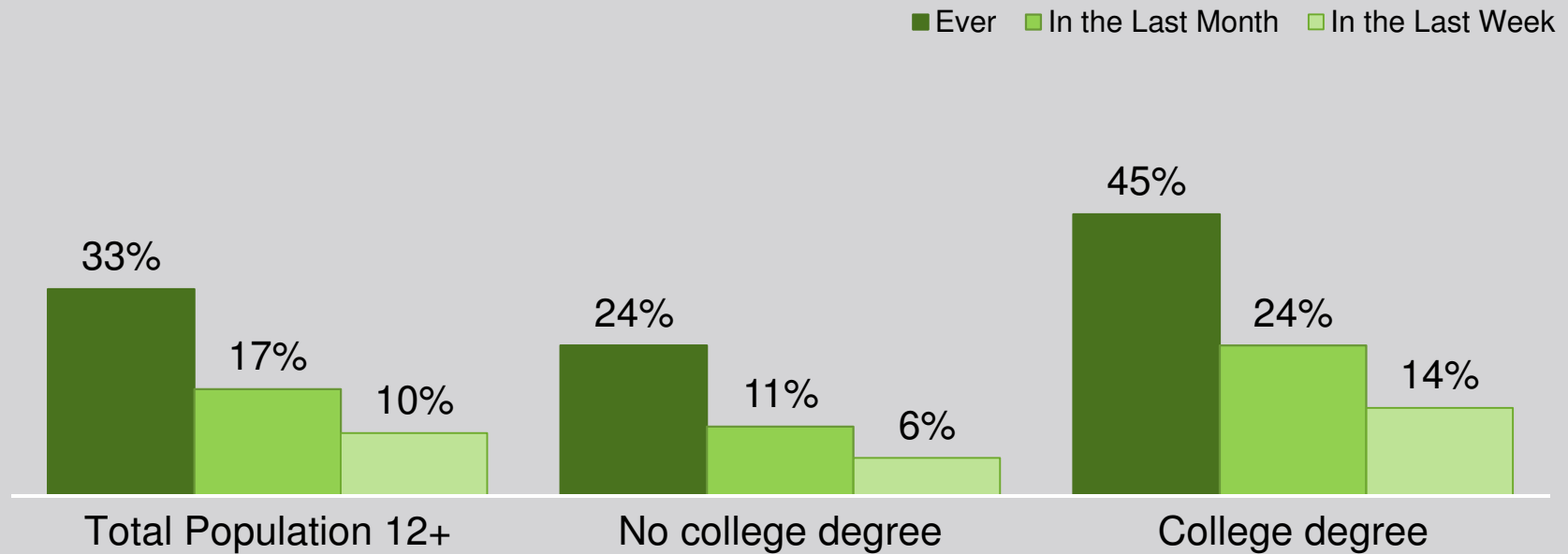


Base: Total Population 12+

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Podcast Listening: (Education)

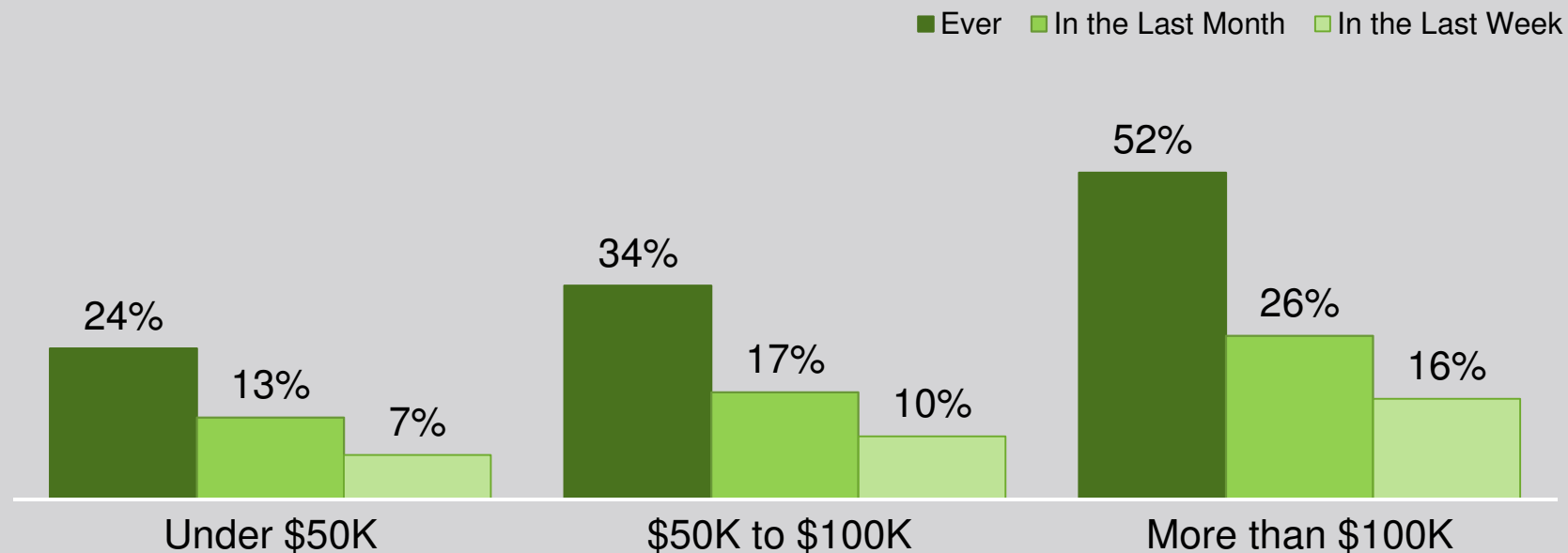
"Have you used listened to podcasts..."



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Podcast Listening: (Income)

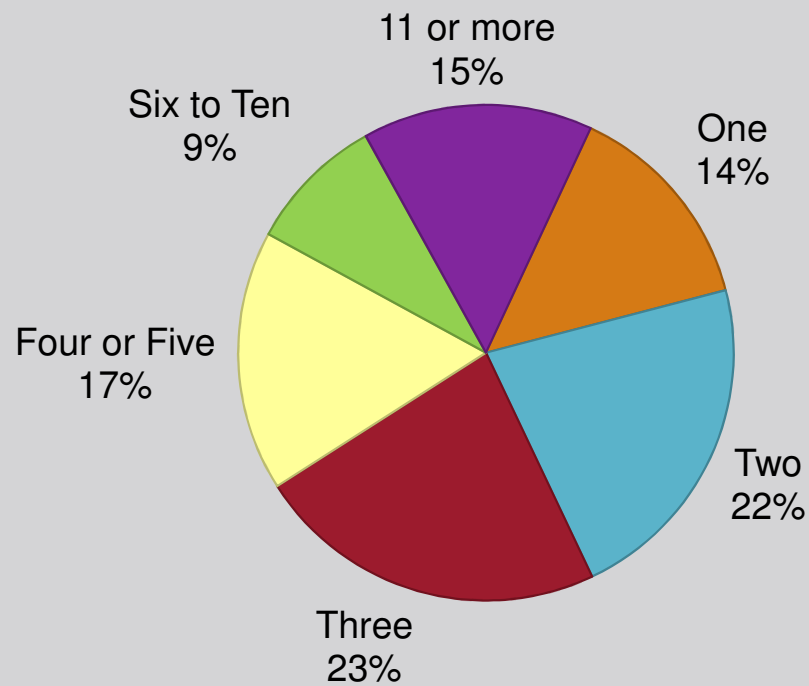
"Have you used listened to podcasts..."



Base: Age 18+

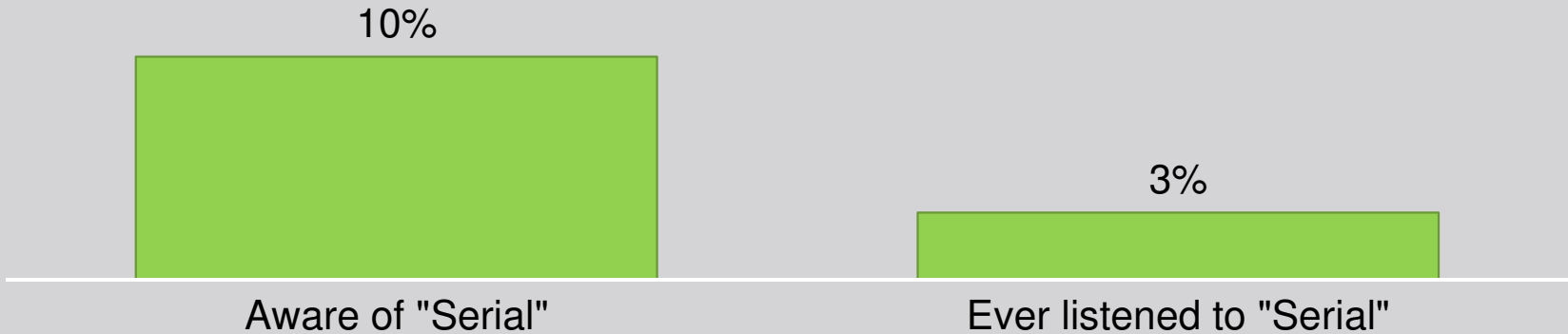
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Number of Podcasts listened to in last week



Average of six podcasts listened to per week

“Serial” Podcast



Base: Total Population 12+

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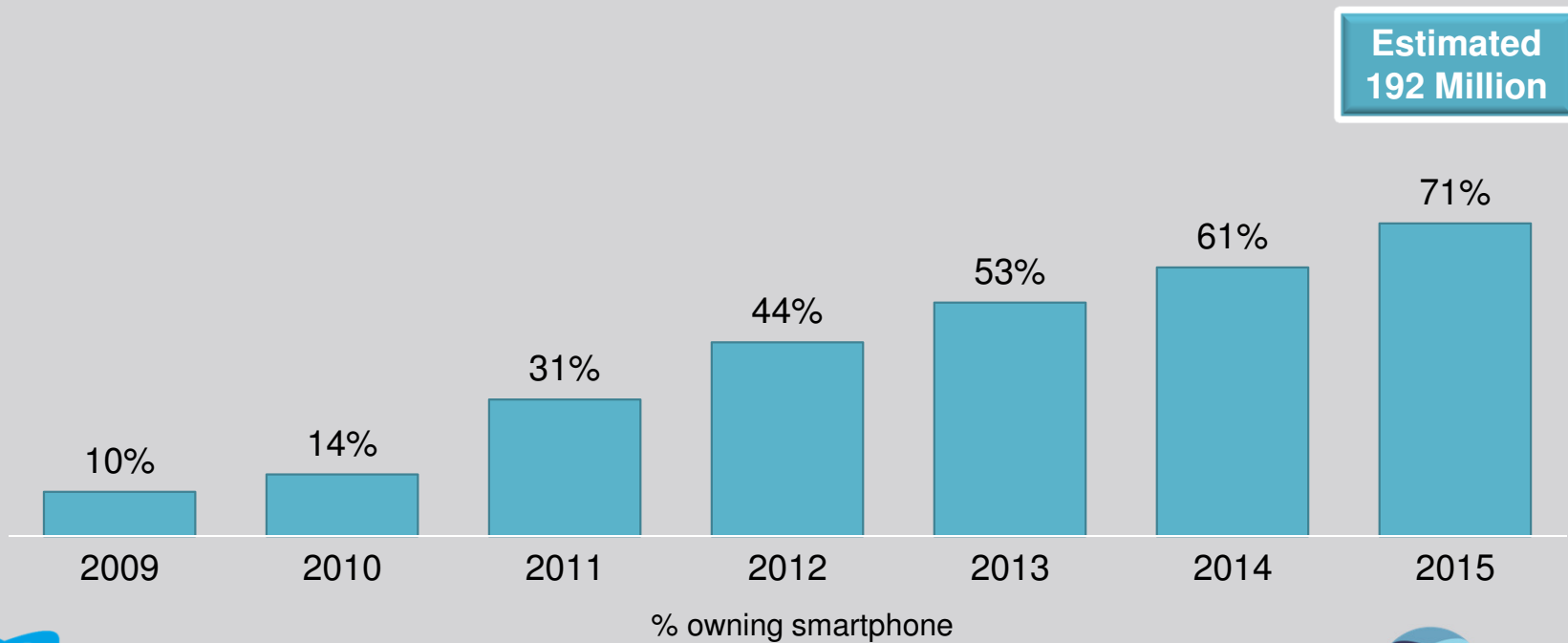
Smartphones and Other Devices



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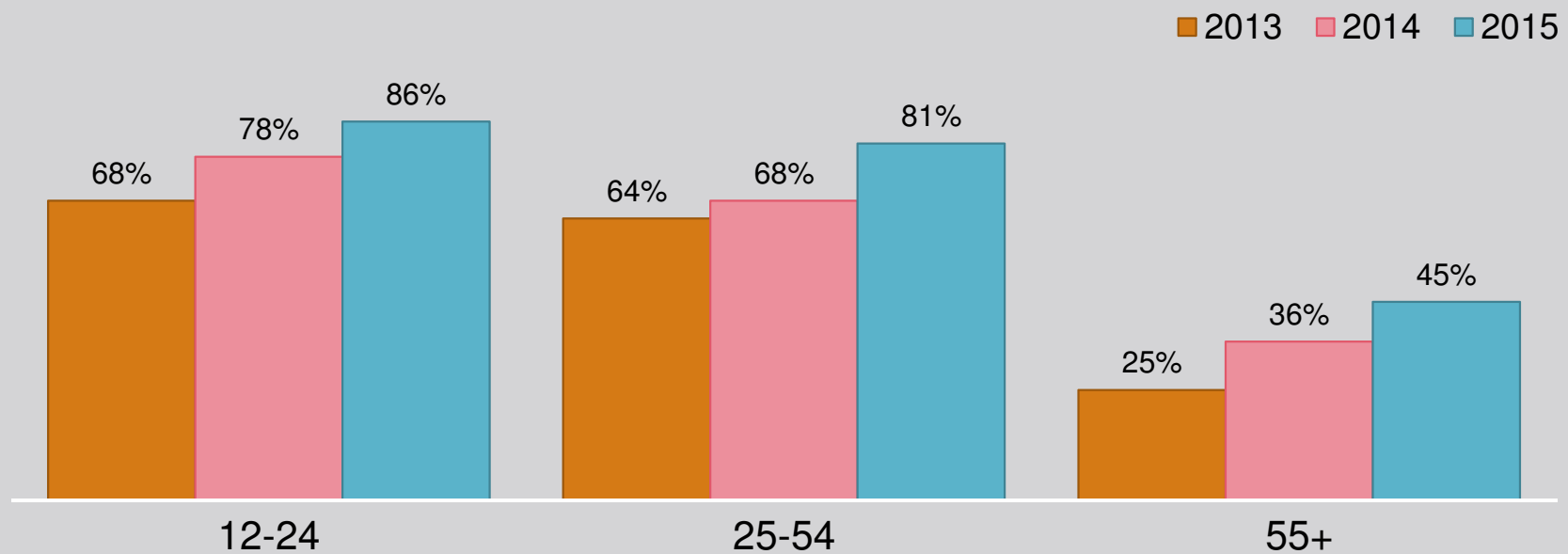
Smartphone Ownership



Base: Total Population 12+

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Smartphone Ownership (Age)



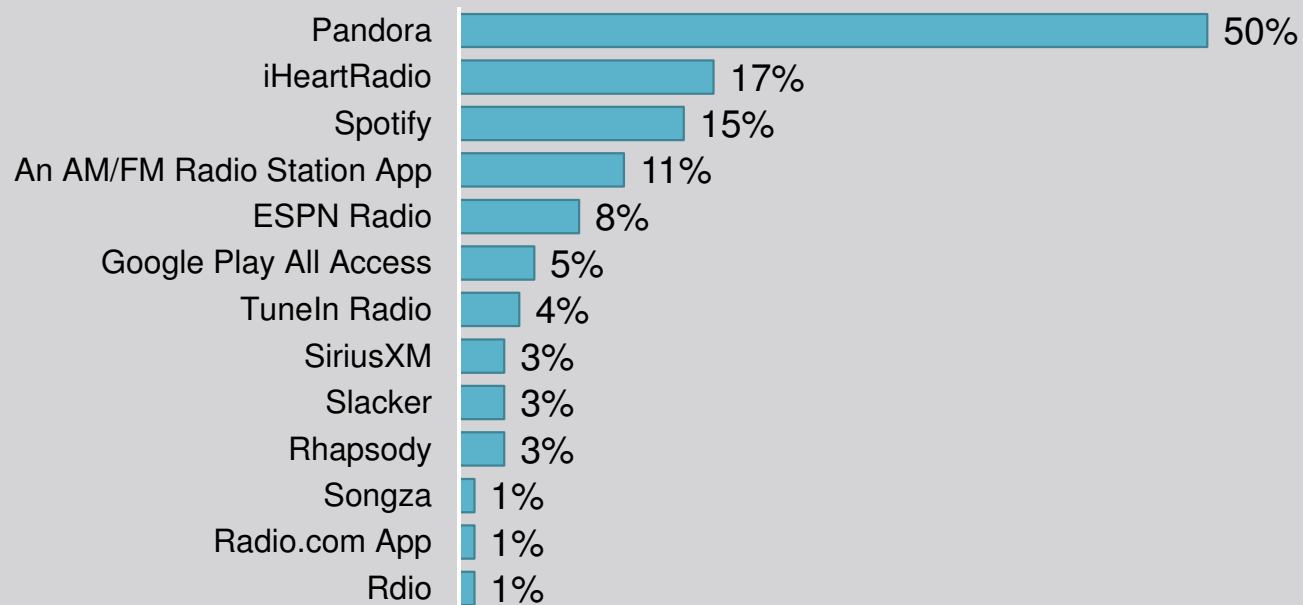
% owning smartphone



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Smartphone Apps

“Have you ever downloaded any of the following apps to your smartphone or other device?”



% saying yes



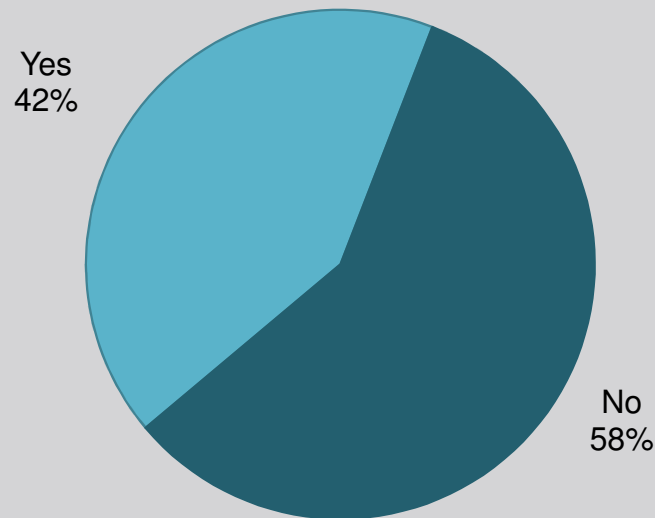
Base: Own a smartphone



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Smartphone Data Plan Consideration

“When listening to Internet Audio on your smartphone, do you ever take into consideration how much data you are using on your cell phone?”

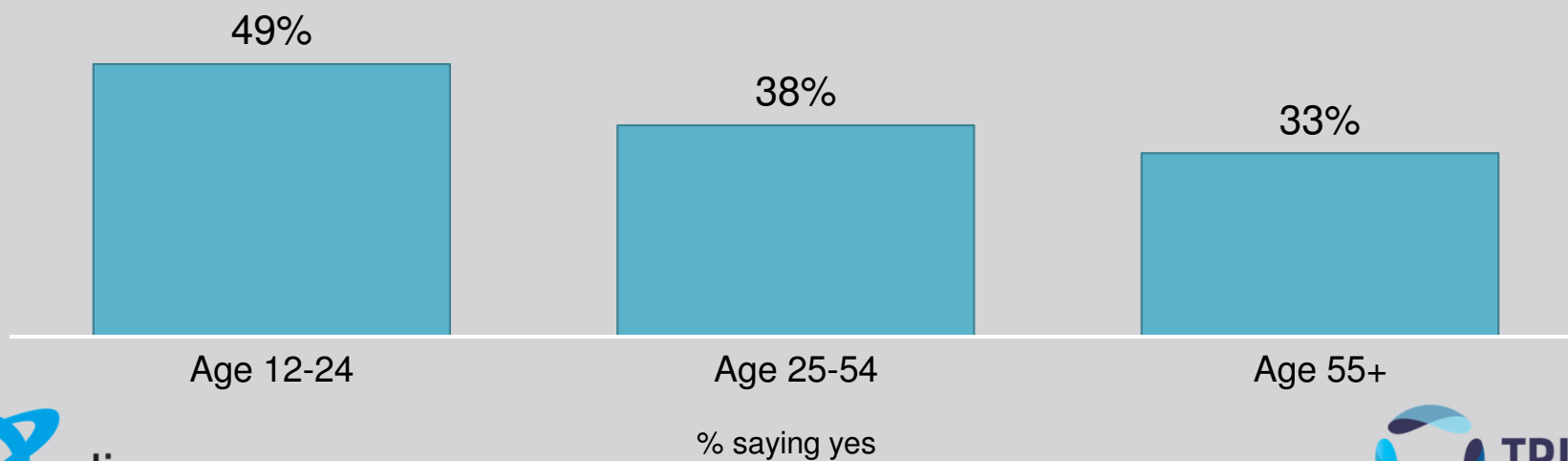


Base: Weekly Online Radio Listeners who listen on a smartphone

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Smartphone Data Plan Consideration

“When listening to Internet Audio on your smartphone, do you ever take into consideration how much data you are using on your cell phone?”

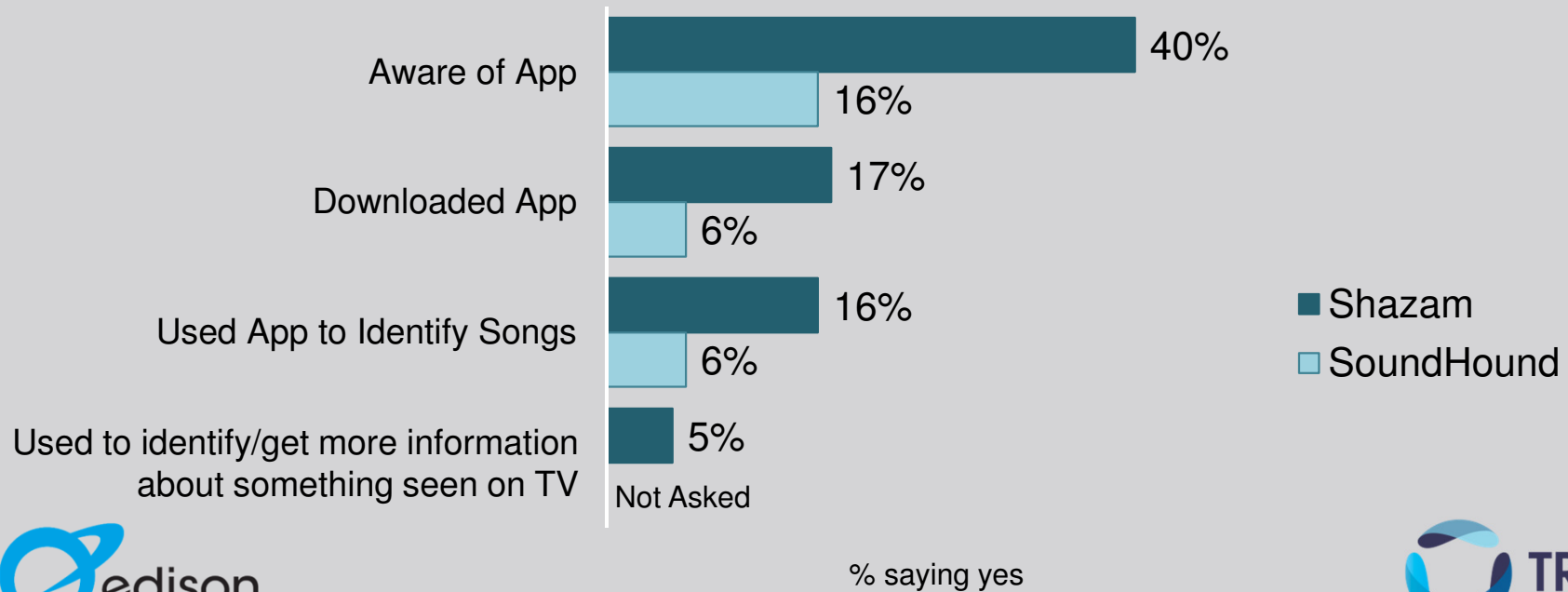


Base: Weekly Online Radio Listeners who listen on a smartphone

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Shazam and SoundHound

"Are you/Have you...?"

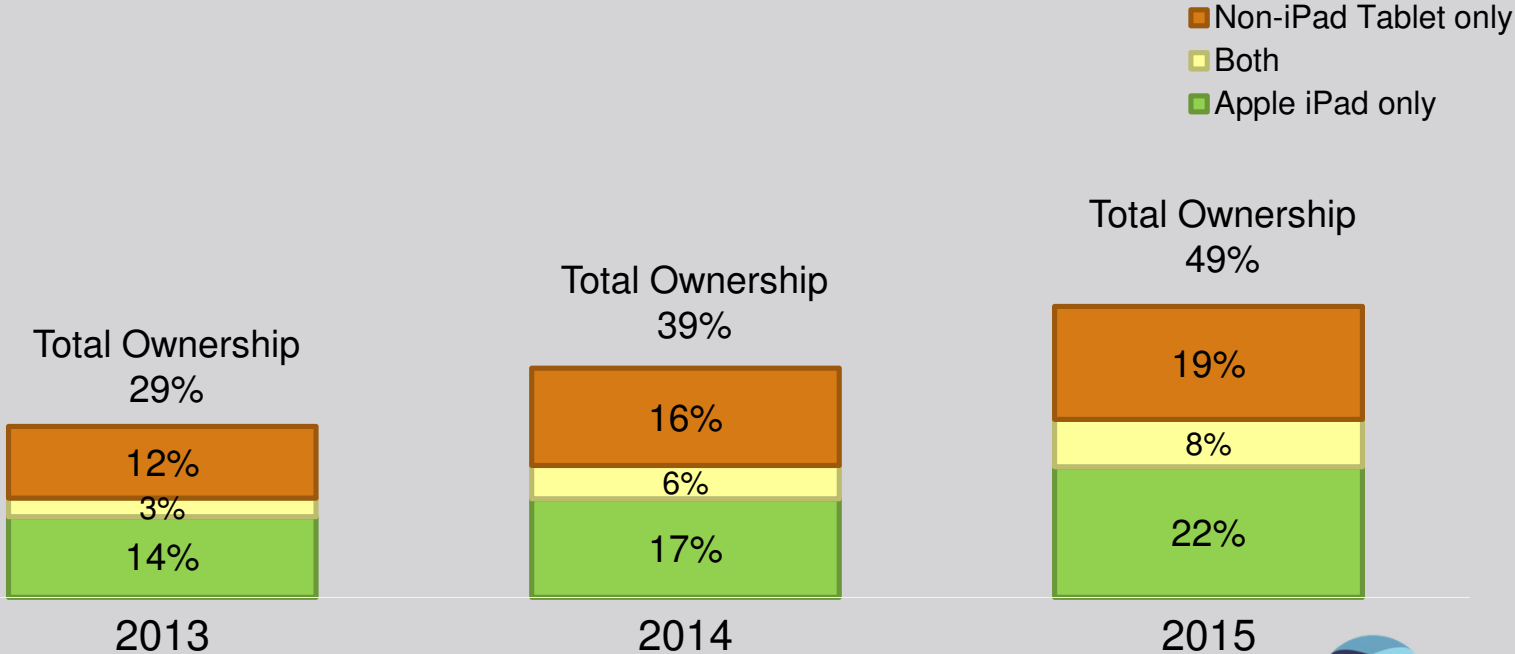


Base: Own a smartphone



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Tablet Ownership



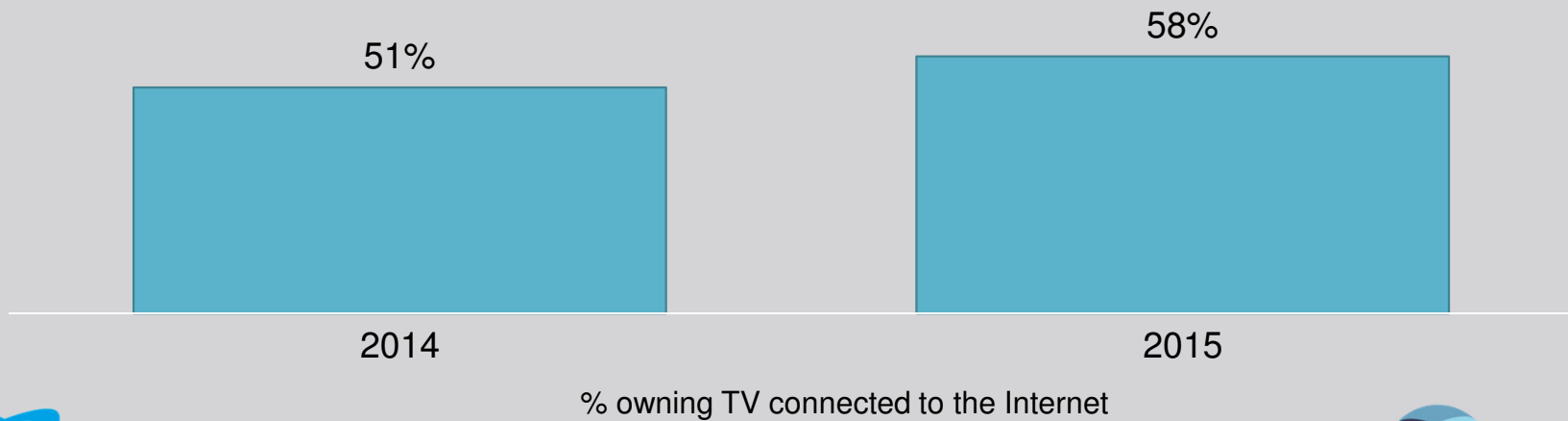
% owning tablet



Base: Total Population 12+

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Internet-connected TV Ownership



Base: Total Population 12+

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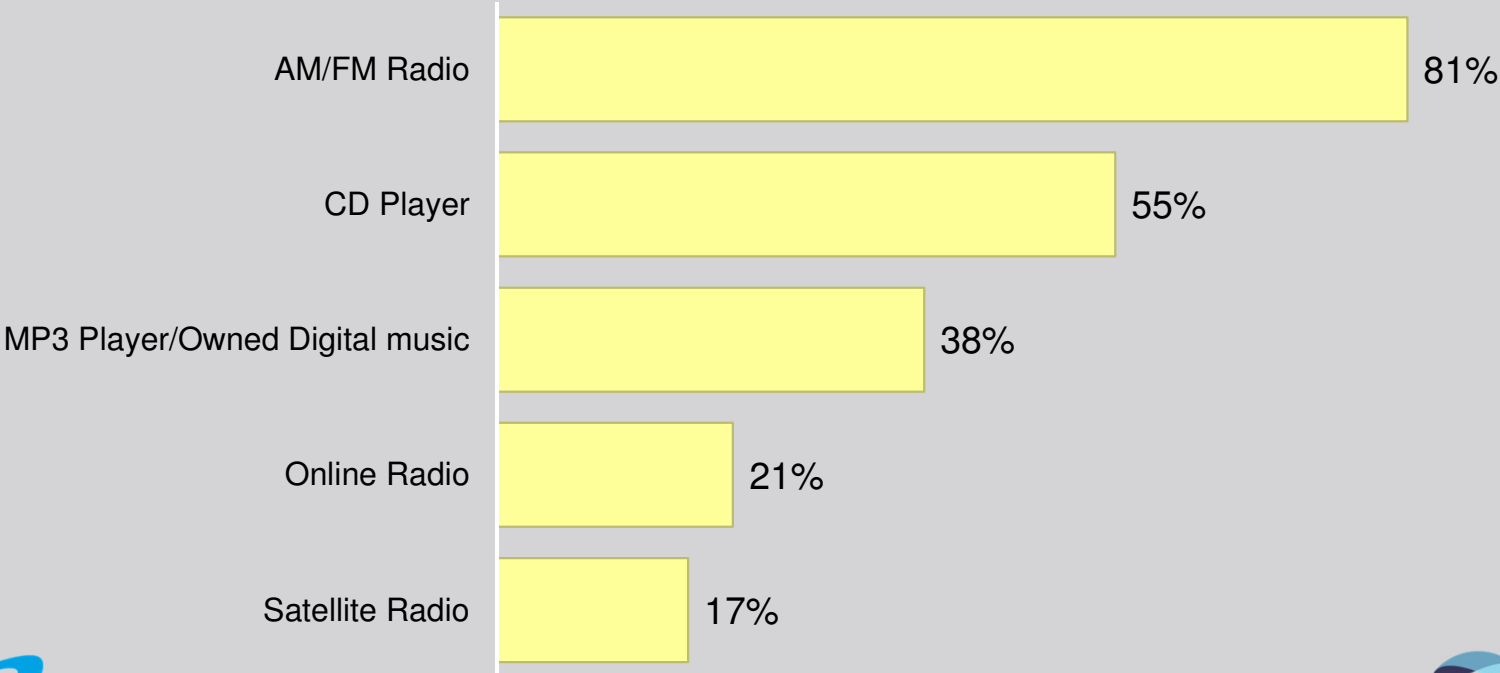
In-Car Media



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Audio sources used in primary car



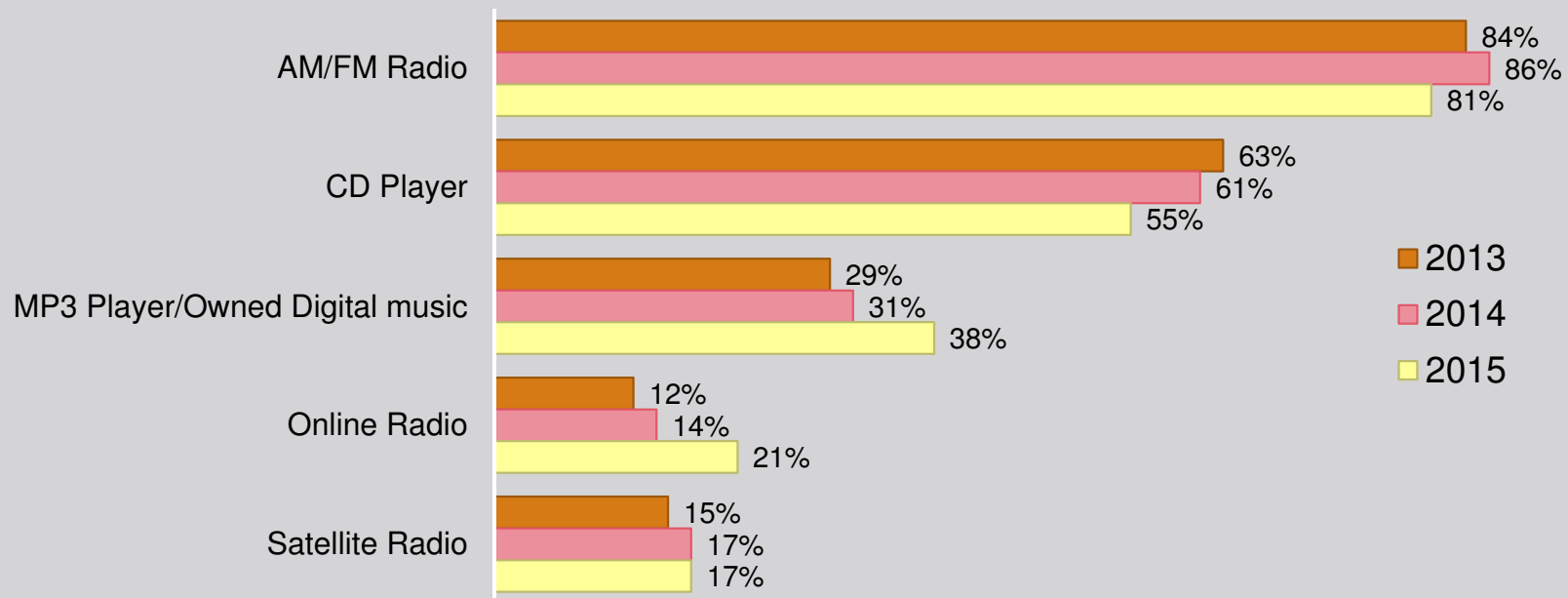
% currently ever using medium in primary car



Base: Age 18+ and Driven/Ridden in car in last month

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Audio sources used in primary car



% currently ever using medium in primary car

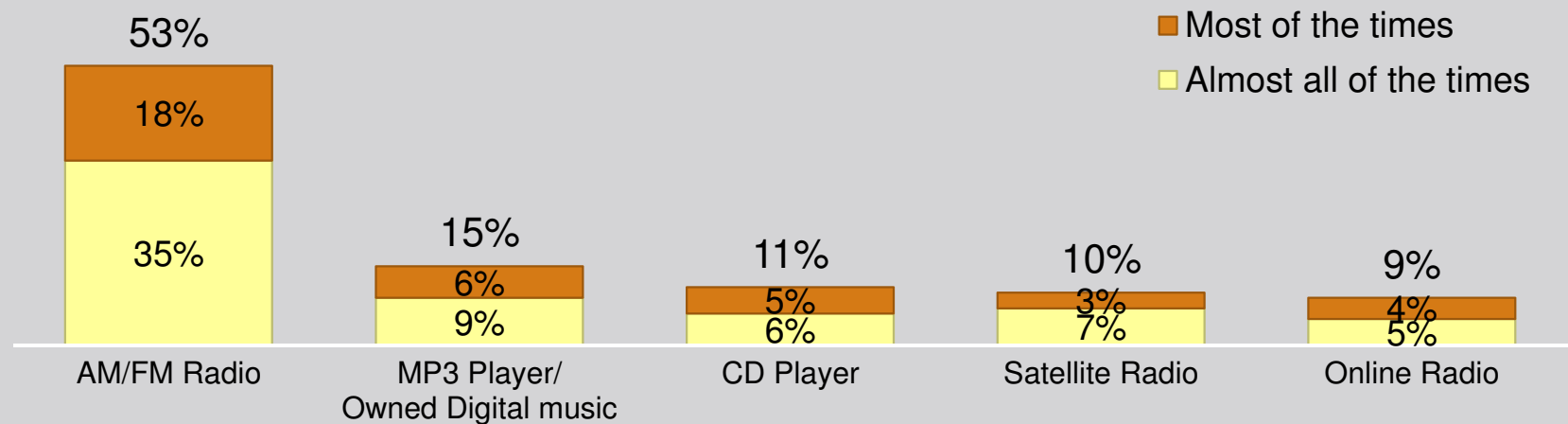


Base: Age 18+ and Driven/Ridden in car in last month

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Audio sources used at least 'most of the times' in primary car

"In your primary car how often do you use..."

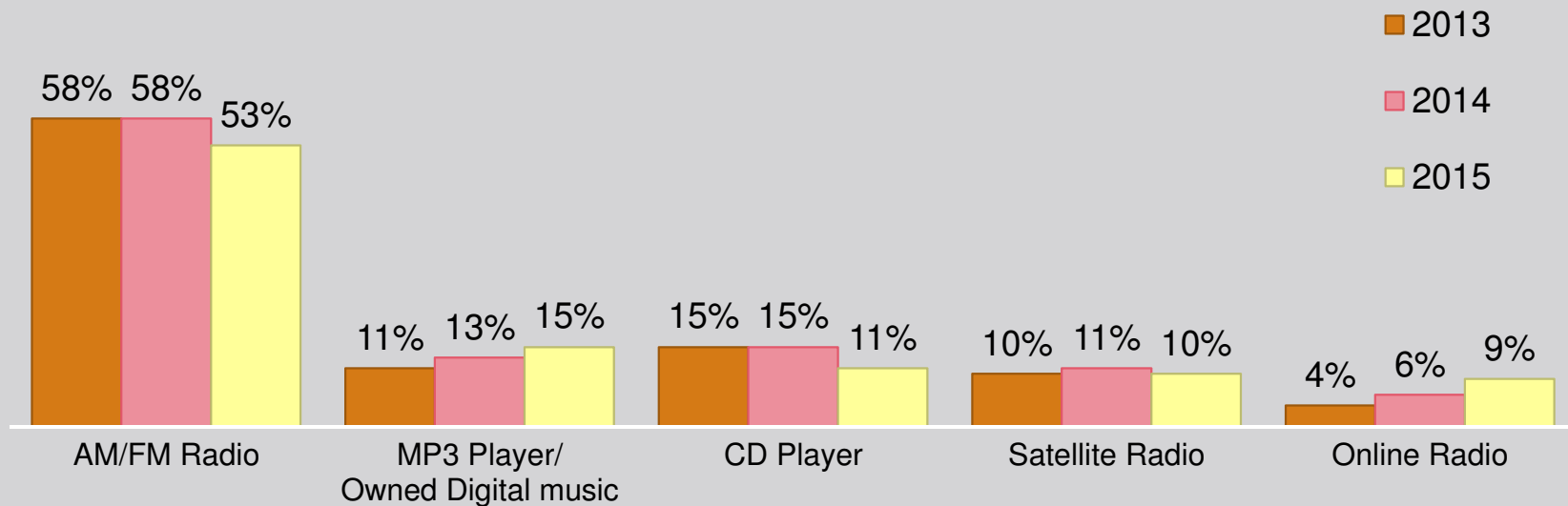


Base: Age 18+ and Driven/Ridden in car in last month

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Audio sources used at least 'most of the times' in primary car

"In your primary car how often do you use..."

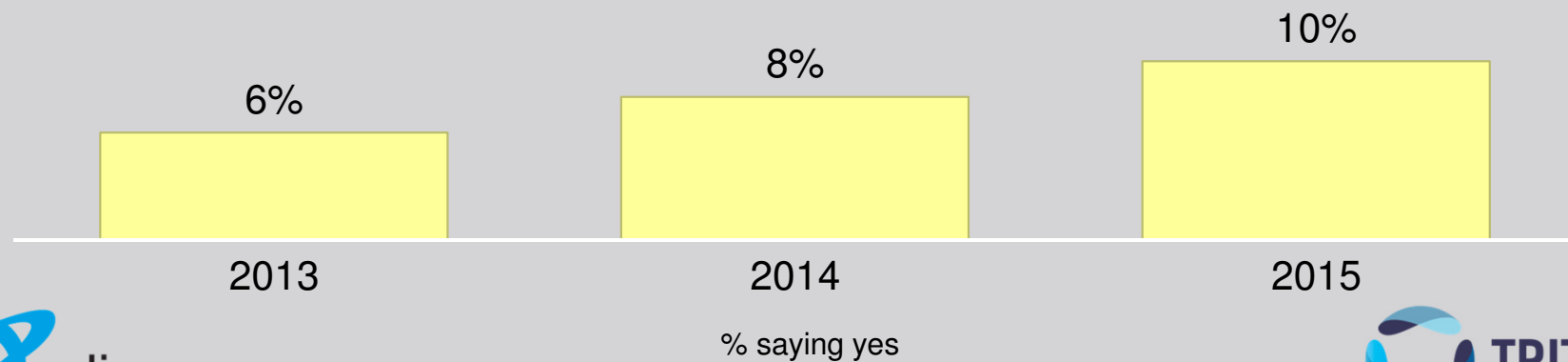


Base: Age 18+ and Driven/Ridden in car in last month

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In-Dash Information and Entertainment Systems

“Do you have an in-dash system that allows you to receive information and entertainment over the Internet in your primary car?”

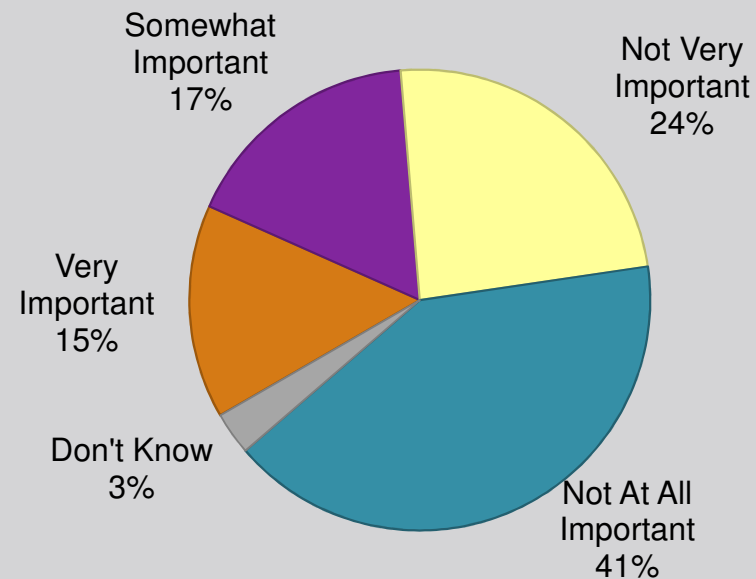


Base: Age 18+ and Driven/Ridden in car in last month

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In-Dash Information and Entertainment Systems

“How important is it that your next purchase or lease of a new or used vehicle has an in-dash system that allows you to receive information and entertainment over the Internet?”



Base: Age 18+ and Driven/Ridden in car in last month

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Social Media

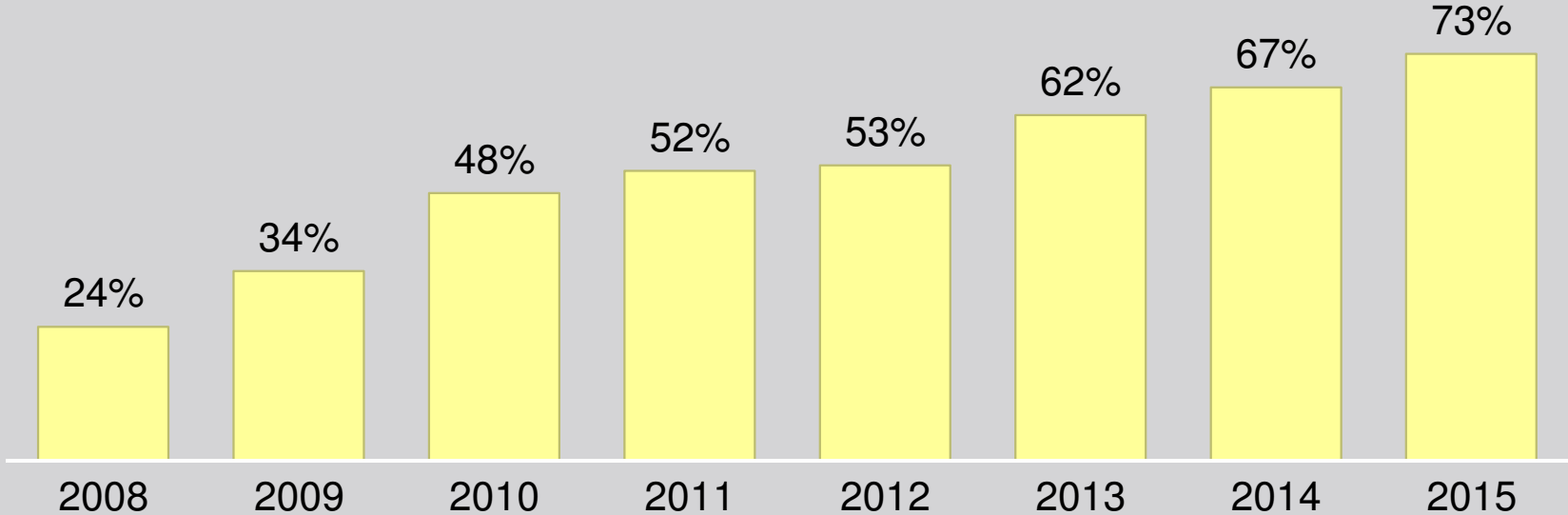


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Currently use any social media

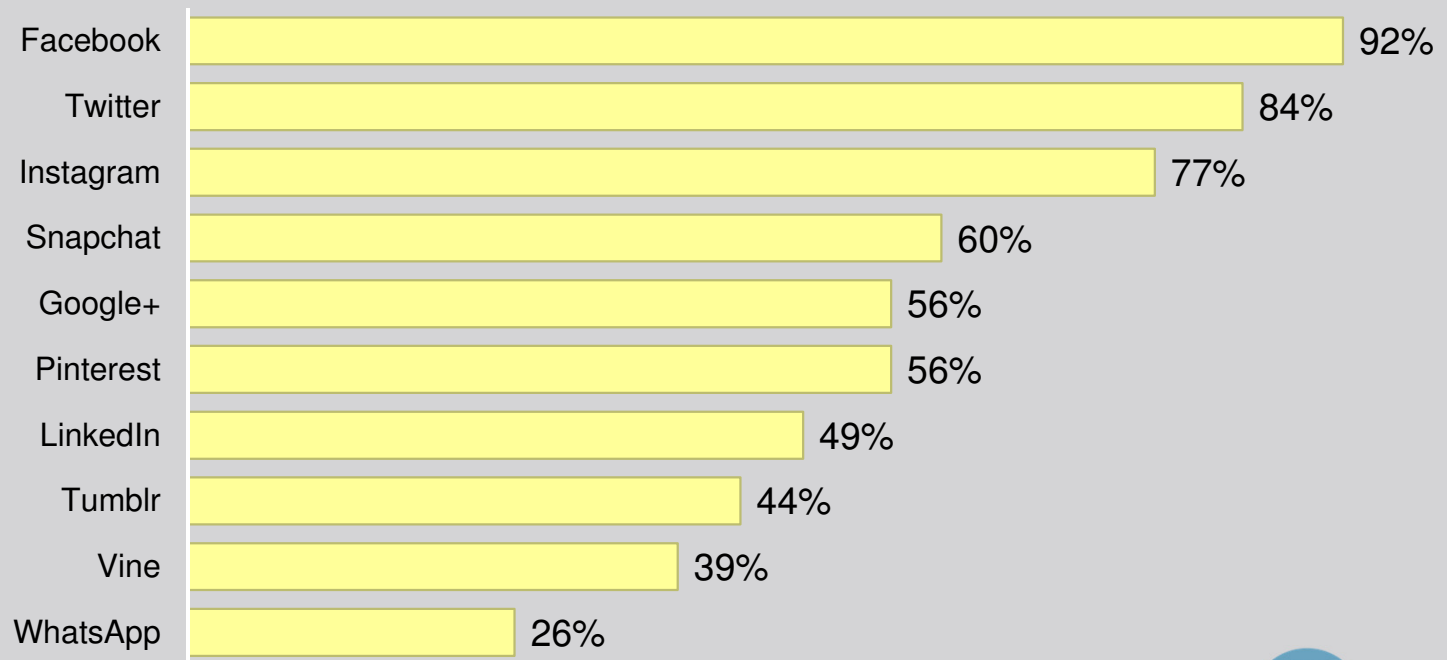
**Estimated
197 Million**



Base: Total Population 12+

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Social Media Awareness



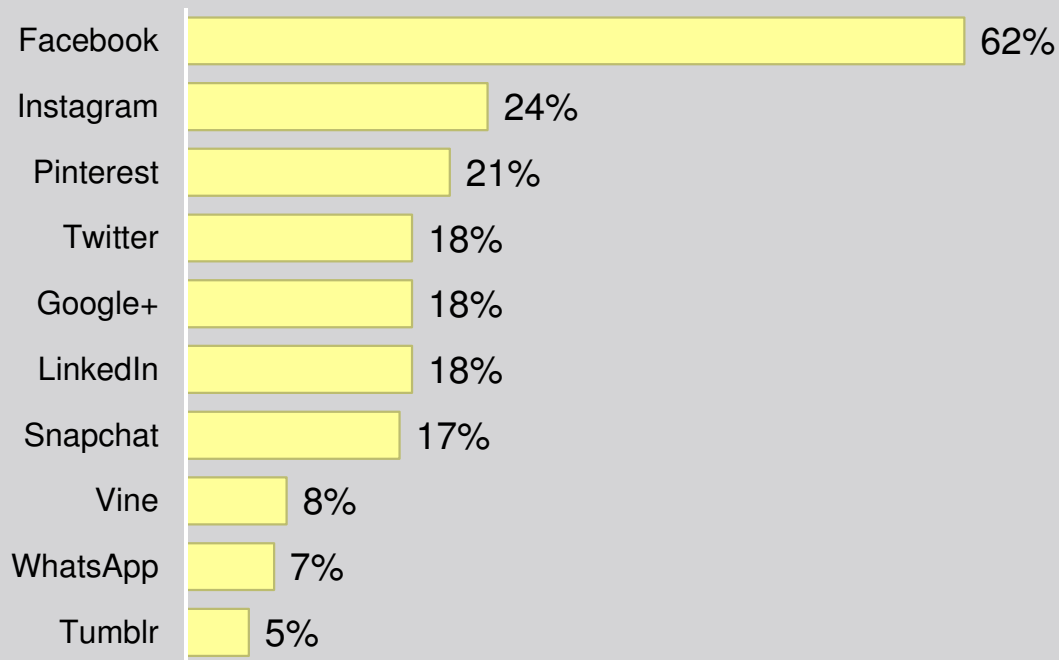
% aware of social networking Web site/service

Base: Total Population 12+



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Social Media Usage



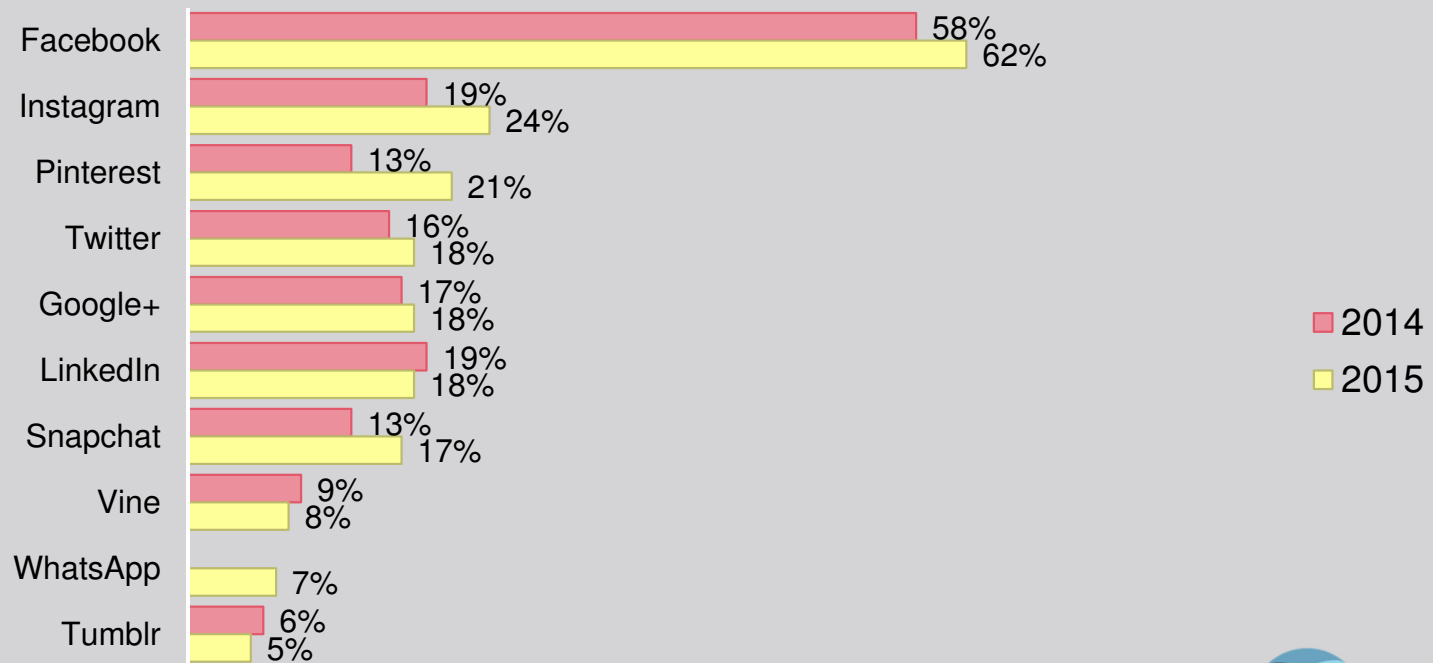
% using social networking Web site/service

Base: Total Population 12+



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Social Media Usage



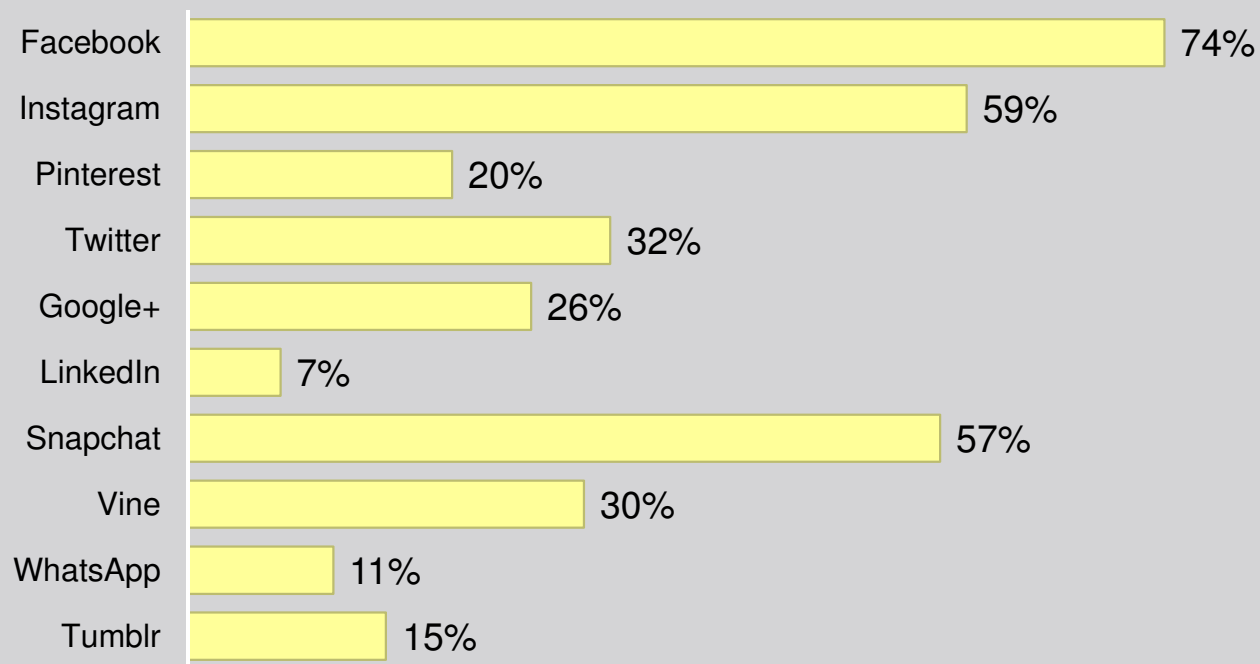
% currently ever use social networking Web site/service

Base: Total Population 12+



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Social Media Usage (Age 12-24)

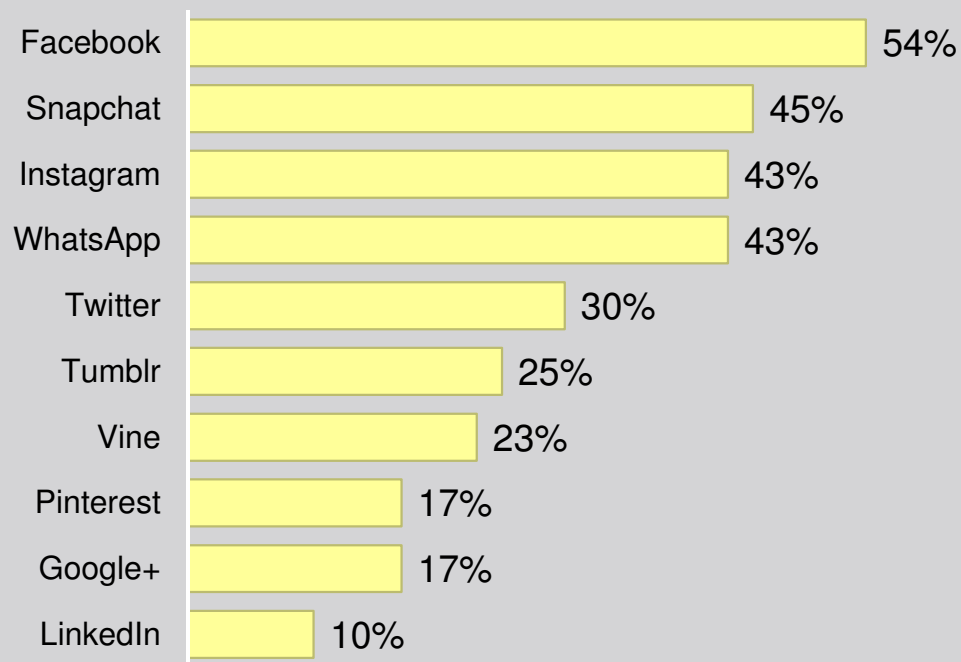


% currently ever use social networking Web site/service



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Usage of Social Media “Several Times per Day”



% using social networking Web site/service “several times per day”

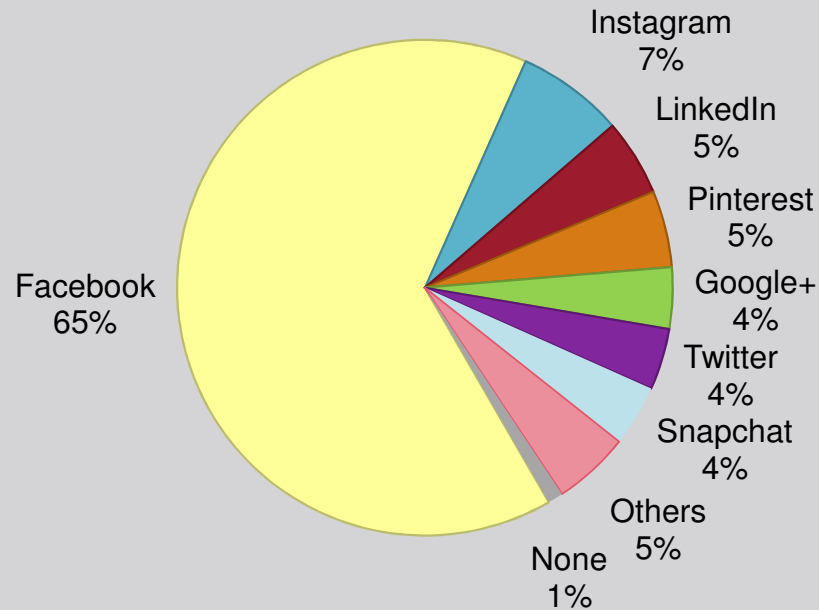
Base: Currently ever use social networking Web site/service



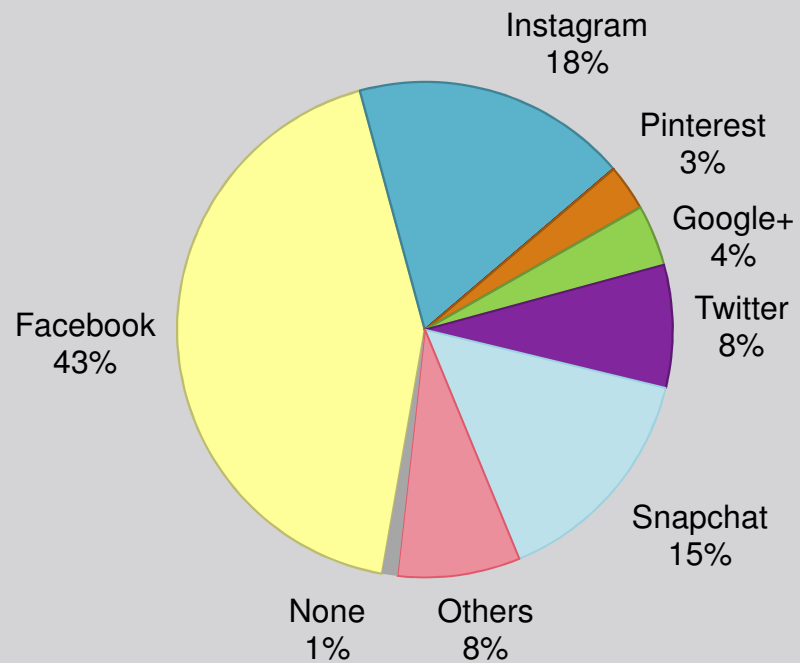
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Social Media site used most often

“Which one social networking site or service do you use most often?”



Social Media site used most often (Age 12-24)



Observations



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