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 2016, The Infinite Dial tracks and covers new research on mobile behaviors, Internet Radio, Podcasting, Social Media and more.
In January/February 2016, Edison Research conducted a national telephone survey of 2001 people aged 12 and older, using random digit dialing techniques.

- Interviews were 52% landline and 48% cell phone.
- Survey offered in both English and Spanish languages.
- Data weighted to national 12+ population figures.
Smartphone Ownership

Total Population 12+

<table>
<thead>
<tr>
<th>Year</th>
<th>% owning a smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>10%</td>
</tr>
<tr>
<td>2010</td>
<td>14%</td>
</tr>
<tr>
<td>2011</td>
<td>31%</td>
</tr>
<tr>
<td>2012</td>
<td>44%</td>
</tr>
<tr>
<td>2013</td>
<td>53%</td>
</tr>
<tr>
<td>2014</td>
<td>61%</td>
</tr>
<tr>
<td>2015</td>
<td>71%</td>
</tr>
<tr>
<td>2016</td>
<td>76%</td>
</tr>
</tbody>
</table>

Estimated 207 Million
Smartphone Ownership

Age 12-24
- 2013: 68%
- 2014: 78%
- 2015: 86%
- 2016: 93%

Age 25-54
- 2013: 64%
- 2014: 68%
- 2015: 81%
- 2016: 84%

Age 55+
- 2013: 25%
- 2014: 36%
- 2015: 45%
- 2016: 51%

% owning a smartphone
Total Population 12+

Tablet Ownership

% owning a tablet

- 2013: 29%
- 2014: 39%
- 2015: 49%
- 2016: 51%

Estimated 136 Million
Internet-Connected TV Ownership

Total Population 12+

- 2014: 51%
- 2015: 58%
- 2016: 60%

Estimated 163 Million

% owning an Internet-connected TV
On-Demand Video Service Subscription

Total Population 12+

- Netflix: 43%
- Amazon Prime: 22%
- Hulu: 9%

Subscription to any of the above: 51%
Used On-Demand Video Service in Last Week

Total Population 12+

- Netflix: 33%
- Amazon Prime Instant Video: 9%
- Hulu: 5%

Used any of the above in the last week: 37%

% subscribing and using service in last week
Total Perceived Time Spent with Media in Past 24 Hours

Total Population 12+

Sum of self-reported time spent with:
- Television
- Radio
- Newspapers
- Internet

2001: 7:22
2016: 8:47
Number of Radios Owned in Home

Total Population 12+

<table>
<thead>
<tr>
<th>Year</th>
<th>Zero</th>
<th>One to Three</th>
<th>Four or more</th>
<th>Mean # of Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>4%</td>
<td>65%</td>
<td>31%</td>
<td>2.9</td>
</tr>
<tr>
<td>2016</td>
<td>21%</td>
<td>63%</td>
<td>16%</td>
<td>1.9</td>
</tr>
</tbody>
</table>
Number of Radios Owned in Home (Age 18-34)

<table>
<thead>
<tr>
<th>Year</th>
<th>Zero</th>
<th>One to Three</th>
<th>Four or more</th>
<th>Mean # of Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6%</td>
<td>70%</td>
<td>24%</td>
<td>2.7</td>
</tr>
<tr>
<td>2016</td>
<td>32%</td>
<td>60%</td>
<td>8%</td>
<td>1.4</td>
</tr>
</tbody>
</table>
Monthly Online Radio Listening

Total Population 12+

% 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

Estimated 155 Million
Relationship Between Monthly Online Radio Listening and Smartphone Ownership

Total Population 12+

- **Monthly Online Radio Listening**
- **Smartphone Ownership**

<table>
<thead>
<tr>
<th>Year</th>
<th>Monthly Online Radio Listening</th>
<th>Smartphone Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>2012</td>
<td>34%</td>
<td>39%</td>
</tr>
<tr>
<td>2013</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>2014</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>2015</td>
<td>61%</td>
<td>53%</td>
</tr>
<tr>
<td>2016</td>
<td>76%</td>
<td>57%</td>
</tr>
</tbody>
</table>

The Infinite Dial © 2016 Edison Research and Triton Digital
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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-24</td>
<td>68%</td>
<td>75%</td>
<td>77%</td>
<td>79%</td>
</tr>
<tr>
<td>25-54</td>
<td>52%</td>
<td>50%</td>
<td>61%</td>
<td>65%</td>
</tr>
<tr>
<td>55+</td>
<td>20%</td>
<td>21%</td>
<td>26%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Weekly Online Radio Listening

Total Population 12+

Estimated 136 Million

% 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
Weekly Online Radio Listening

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

<table>
<thead>
<tr>
<th>Age</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-24</td>
<td>52%</td>
<td>64%</td>
<td>69%</td>
<td>73%</td>
</tr>
<tr>
<td>25-54</td>
<td>36%</td>
<td>37%</td>
<td>50%</td>
<td>56%</td>
</tr>
<tr>
<td>55+</td>
<td>13%</td>
<td>13%</td>
<td>18%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Portion of Online Radio Monthly Listeners Who Also Listen Weekly

Total Population 12+

\[ \text{% listening weekly} = \frac{\text{% listening weekly}}{\text{% listening monthly}} \]

53% to 88%

2005 to 2016

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Time Listening</th>
<th>Number of People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6:13</td>
<td>33 million people</td>
</tr>
<tr>
<td>2009</td>
<td>6:31</td>
<td>43 million people</td>
</tr>
<tr>
<td>2010</td>
<td>8:02</td>
<td>44 million people</td>
</tr>
<tr>
<td>2011</td>
<td>9:17</td>
<td>57 million people</td>
</tr>
<tr>
<td>2012</td>
<td>9:46</td>
<td>76 million people</td>
</tr>
<tr>
<td>2013</td>
<td>11:56</td>
<td>87 million people</td>
</tr>
<tr>
<td>2014</td>
<td>13:19</td>
<td>95 million people</td>
</tr>
<tr>
<td>2015</td>
<td>12:53</td>
<td>119 million people</td>
</tr>
<tr>
<td>2016</td>
<td>12:08</td>
<td>136 million people</td>
</tr>
</tbody>
</table>

Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet.
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; 93%

<table>
<thead>
<tr>
<th>Year</th>
<th>% saying yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>6%</td>
</tr>
<tr>
<td>2011</td>
<td>11%</td>
</tr>
<tr>
<td>2012</td>
<td>17%</td>
</tr>
<tr>
<td>2013</td>
<td>21%</td>
</tr>
<tr>
<td>2014</td>
<td>26%</td>
</tr>
<tr>
<td>2015</td>
<td>35%</td>
</tr>
<tr>
<td>2016</td>
<td>37%</td>
</tr>
</tbody>
</table>
AUDIO BRANDS
Audio Brand Awareness

Total Population 12+

<table>
<thead>
<tr>
<th>Audio Brand</th>
<th>% aware of audio brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>82%</td>
</tr>
<tr>
<td>Apple Music*</td>
<td>67%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>65%</td>
</tr>
<tr>
<td>Spotify</td>
<td>52%</td>
</tr>
<tr>
<td>Amazon Music</td>
<td>51%</td>
</tr>
<tr>
<td>Rhapsody</td>
<td>40%</td>
</tr>
<tr>
<td>Google Play All Access</td>
<td>37%</td>
</tr>
<tr>
<td>Radio.com</td>
<td>18%</td>
</tr>
<tr>
<td>NextRadio</td>
<td>17%</td>
</tr>
<tr>
<td>Slacker</td>
<td>15%</td>
</tr>
<tr>
<td>Tuneln Radio</td>
<td>15%</td>
</tr>
<tr>
<td>8Tracks</td>
<td>9%</td>
</tr>
<tr>
<td>Stitcher</td>
<td>6%</td>
</tr>
<tr>
<td>Tidal</td>
<td>6%</td>
</tr>
<tr>
<td>AccuRadio</td>
<td>5%</td>
</tr>
<tr>
<td>Deezer</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Asked as “Apple Music, formerly known as iTunes Radio”
Listened in the last month to...

Total Population 12+

- Pandora: 32%
- Spotify: 13%
- iHeartRadio: 12%
- Apple Music*: 12%
- Radio.com: 9%
- Amazon Music: 6%
- Google Play All Access: 5%
- TuneIn Radio: 3%

*Asked as “Apple Music, formerly known as iTunes Radio”

Brands lower than 3% Age 12+ not shown
Listened in the last month to...

Total Population 12+

- **Pandora**
  - 2013: 4%
  - 2014: 6%
  - 2015: 10%
  - 2016: 13%

- **Spotify**
  - 2013: 27%
  - 2014: 31%
  - 2015: 32%
  - 2016: 34%

- **iHeartRadio**
  - 2013: 8%
  - 2014: 9%
  - 2015: 11%
  - 2016: 12%

- **Apple Music**
  - 2013: 8%
  - 2014: 11%
  - 2015: 12%
  - 2016: 12%

*2014-2015: Asked as "iTunes Radio"
2016: "Asked as Apple Music, formerly known as iTunes Radio"
Listened in the last month to...

*Asked as “Apple Music, formerly known as iTunes Radio”

- Pandora: 43% (Age 12-24), 39% (Age 25-54), 15% (Age 55+)
- iHeartRadio: 15% (Age 12-24), 15% (Age 25-54), 6% (Age 55+)
- Apple Music*: 22% (Age 12-24), 11% (Age 25-54), 5% (Age 55+)
- Spotify: 30% (Age 12-24), 12% (Age 25-54), 2% (Age 55+)
Listened in the last week to...

Total Population 12+

- Pandora: 25%
- Spotify: 10%
- iHeartRadio: 8%
- Apple Music*: 8%
- Google Play All Access: 4%
- Amazon Music: 4%

Brands lower than 4% Age 12+ not shown

*Asked as “Apple Music, formerly known as iTunes Radio”
Listened in the last week to...

Total Population 12+

- **Pandora**
  - 2013: 20%
  - 2014: 22%
  - 2015: 27%
  - 2016: 25%

- **Spotify**
  - 2013: 3%
  - 2014: 4%
  - 2015: 7%
  - 2016: 10%

- **iHeartRadio**
  - 2013: 5%
  - 2014: 5%
  - 2015: 7%
  - 2016: 8%

- **Apple Music**
  - 2013: 5%
  - 2014: 7%
  - 2015: 7%
  - 2016: 8%

*2014-15: Asked as "iTunes Radio"
2016: "Asked as Apple Music, formerly known as iTunes Radio"
Listened in the last week to...

- **Pandora**
  - Age 12-24: 33%
  - Age 25-54: 32%
  - Age 55+: 9%

- **Spotify**
  - Age 12-24: 25%
  - Age 25-54: 9%
  - Age 55+: 1%

- **iHeartRadio**
  - Age 12-24: 9%
  - Age 25-54: 10%
  - Age 55+: 4%

- **Apple Music***
  - Age 12-24: 17%
  - Age 25-54: 8%
  - Age 55+: 4%

*Asked as "Apple Music, formerly known as iTunes Radio"
Audio Brand Used Most Often

Base: Currently ever use any audio brand

<table>
<thead>
<tr>
<th>Year</th>
<th>Pandora</th>
<th>Spotify</th>
<th>Apple Music*</th>
<th>iHeartRadio</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>54%</td>
<td>10%</td>
<td>8%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>2016</td>
<td>48%</td>
<td>14%</td>
<td>10%</td>
<td>9%</td>
<td>19%</td>
</tr>
</tbody>
</table>

*2015: Asked as "iTunes Radio"
2016: "Asked as Apple Music, formerly known as iTunes Radio"
MUSIC DISCOVERY
Importance of Keeping Up-To-Date with Music

Total Population 12+
- Very Important: 17%
- Somewhat Important: 36%
- Not at all Important: 47%

Age 12-24
- Very Important: 29%
- Somewhat Important: 40%
- Not at all Important: 31%
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

<table>
<thead>
<tr>
<th>Source</th>
<th>% using source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/Family</td>
<td>68%</td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>68%</td>
</tr>
<tr>
<td>YouTube</td>
<td>66%</td>
</tr>
<tr>
<td>Pandora</td>
<td>47%</td>
</tr>
<tr>
<td>Facebook</td>
<td>42%</td>
</tr>
<tr>
<td>Music television channels</td>
<td>33%</td>
</tr>
<tr>
<td>Information or displays at a local store</td>
<td>30%</td>
</tr>
<tr>
<td>Apple iTunes</td>
<td>30%</td>
</tr>
<tr>
<td>Spotify</td>
<td>25%</td>
</tr>
<tr>
<td>SiriusXM satellite radio</td>
<td>24%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>20%</td>
</tr>
<tr>
<td>Blogs about music</td>
<td>15%</td>
</tr>
</tbody>
</table>
Sources Used 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

- Friends/Family: 74%
- AM/FM Radio: 58%
- YouTube: 86%
- Pandora: 57%
- Facebook: 44%
- Music television channels: 29%
- Information or displays at a local store: 34%
- Apple iTunes: 39%
- Spotify: 43%
- SiriusXM satellite radio: 17%
- iHeartRadio: 24%
- Blogs about music: 18%

% using source
Source Used Most Often for Keeping Up-to-Date with Music

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 (Age 12-24)

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

- YouTube: 22%
- Friends/Family: 32%
- Pandora: 9%
- SiriusXM: 1%
- Facebook: 4%
- Spotify: 9%
- AM/FM Radio: 9%
- Others: 14%
YouTube Usage

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

<table>
<thead>
<tr>
<th></th>
<th>Total Population 12+</th>
<th>Age 12-24</th>
<th>Age 25-54</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever (%)</td>
<td>63%</td>
<td>86%</td>
<td>70%</td>
</tr>
<tr>
<td>In the Last Month (%)</td>
<td>53%</td>
<td>81%</td>
<td>58%</td>
</tr>
<tr>
<td>In the Last Week (%)</td>
<td>43%</td>
<td>71%</td>
<td>46%</td>
</tr>
</tbody>
</table>

% saying yes
PODCASTING
Monthly Podcast Listening

Total Population 12+

% listening to a podcast in last month

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>9%</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
<td>12%</td>
<td>15%</td>
<td>17%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Estimated 57 Million
Monthly Podcast Listening

% listening to a podcast in last month

- **Age 12-24**
  - 2013: 11%
  - 2014: 20%
  - 2015: 23%
  - 2016: 27%

- **Age 25-54**
  - 2013: 16%
  - 2014: 17%
  - 2015: 19%
  - 2016: 24%

- **Age 55+**
  - 2013: 7%
  - 2014: 7%
  - 2015: 10%
  - 2016: 11%
Monthly Podcast Listening

% listening to a podcast in last month

- Men:
  - 2013: 15%
  - 2014: 17%
  - 2015: 17%
  - 2016: 24%

- Women:
  - 2013: 9%
  - 2014: 13%
  - 2015: 16%
  - 2016: 18%
Weekly Podcast Listening

Total Population 12+

% listening to a podcast in last week

- 2013: 7%
- 2014: 8%
- 2015: 10%
- 2016: 13%

Estimated 35 Million
Number of Podcasts Listened to in the Last Week

Base: Weekly Podcast Listeners

- Three: 22%
- Four or Five: 21%
- Six to Ten: 13%
- One: 17%
- 11 or more: 8%
- Two: 19%
- 11 or more: 8%

Average of five podcasts listened per week.
Device Used Most Often to Listen to Podcasts

Base: Ever Listened to a Podcast

<table>
<thead>
<tr>
<th>Year</th>
<th>Computer</th>
<th>Smartphone/tablet/portable device</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>42%</td>
<td>55%</td>
<td>3%</td>
</tr>
<tr>
<td>2016</td>
<td>34%</td>
<td>64%</td>
<td>2%</td>
</tr>
</tbody>
</table>
IN-CAR MEDIA
Audio Sources Used in Primary Car

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

- AM/FM Radio: 84%
- CD Player: 56%
- MP3 Player-Owned Digital Music: 38%
- Online Radio*: 21%
- Satellite Radio: 19%

*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.
Audio Sources Used in Primary Car

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

<table>
<thead>
<tr>
<th>Audio Source</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>84%</td>
<td>86%</td>
<td>81%</td>
<td>84%</td>
</tr>
<tr>
<td>CD Player</td>
<td>63%</td>
<td>61%</td>
<td>55%</td>
<td>56%</td>
</tr>
<tr>
<td>MP3 Player/Owned Digital Music</td>
<td>29%</td>
<td>31%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Online Radio*</td>
<td>12%</td>
<td>14%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Satellite Radio</td>
<td>15%</td>
<td>17%</td>
<td>17%</td>
<td>19%</td>
</tr>
</tbody>
</table>

*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.
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

<table>
<thead>
<tr>
<th>Audio Source</th>
<th>Usage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>54%</td>
</tr>
<tr>
<td>MP3 Player/Owned Digital Music</td>
<td>15%</td>
</tr>
<tr>
<td>CD Player</td>
<td>11%</td>
</tr>
<tr>
<td>Satellite Radio</td>
<td>11%</td>
</tr>
<tr>
<td>Online Radio*</td>
<td>8%</td>
</tr>
</tbody>
</table>

*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

% using audio source “most” or “all” of the times in primary car
## 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

<table>
<thead>
<tr>
<th>Audio Source</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>58%</td>
<td>53%</td>
<td>54%</td>
<td>58%</td>
</tr>
<tr>
<td>MP3 Player/Owned Digital Music</td>
<td>11%</td>
<td>13%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>CD Player</td>
<td>15%</td>
<td>15%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Satellite Radio</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Online Radio*</td>
<td>4%</td>
<td>6%</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*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.
Audio Source Used Most Often in Primary Car

Base: Use any audio source in primary car

<table>
<thead>
<tr>
<th></th>
<th>AM/FM Radio</th>
<th>CDs/Own music collection</th>
<th>Online Radio*</th>
<th>Satellite Radio</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>60%</td>
<td>17%</td>
<td>8%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>2016</td>
<td>63%</td>
<td>15%</td>
<td>8%</td>
<td>12%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*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.
In-Dash Information and Entertainment Systems

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

2013: 6%
2014: 8%
2015: 10%
2016: 12%

Estimated 33 Million

% have an in-dash system in primary car
SOCIAL MEDIA
Social Media Usage

% currently use any social media

Total Population 12+

2008: 24%
2009: 34%
2010: 48%
2011: 52%
2012: 53%
2013: 62%
2014: 67%
2015: 73%
2016: 78%

Estimated 212 Million
<table>
<thead>
<tr>
<th>Social Media Brand</th>
<th>Social Media Brand Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>93%</td>
</tr>
<tr>
<td>Twitter</td>
<td>87%</td>
</tr>
<tr>
<td>Instagram</td>
<td>83%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>71%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>63%</td>
</tr>
<tr>
<td>Google+</td>
<td>57%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>52%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>50%</td>
</tr>
<tr>
<td>Vine</td>
<td>45%</td>
</tr>
<tr>
<td>Tinder</td>
<td>45%</td>
</tr>
<tr>
<td>Kik</td>
<td>32%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>30%</td>
</tr>
</tbody>
</table>

Total Population 12+ % aware of social media brand
Social Media Brand Awareness

Total Population 12+

<table>
<thead>
<tr>
<th>Social Media</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>92%</td>
<td>93%</td>
</tr>
<tr>
<td>Twitter</td>
<td>84%</td>
<td>87%</td>
</tr>
<tr>
<td>Instagram</td>
<td>77%</td>
<td>83%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>60%</td>
<td>71%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>56%</td>
<td>63%</td>
</tr>
<tr>
<td>Google+</td>
<td>56%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Total Population 12+

<table>
<thead>
<tr>
<th>Social Media Brand</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>49%</td>
<td>52%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>44%</td>
<td>50%</td>
</tr>
<tr>
<td>Vine</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Tinder</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Kik</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>WhatsApp</td>
<td>26%</td>
<td>30%</td>
</tr>
</tbody>
</table>

% aware of social media brand
% currently ever use social media brand

- Facebook: 64%
- Instagram: 29%
- Pinterest: 25%
- Snapchat: 23%
- Twitter: 21%
- LinkedIn: 20%
- Google+: 15%
- WhatsApp: 9%
- Tumblr: 8%
- Vine: 8%
- Kik: 8%
- Tinder: 2%
Social Media Brand Usage (Age 12-24)

<table>
<thead>
<tr>
<th>Social Media Brand</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>68%</td>
</tr>
<tr>
<td>Instagram</td>
<td>66%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>27%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>72%</td>
</tr>
<tr>
<td>Twitter</td>
<td>36%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>9%</td>
</tr>
<tr>
<td>Google+</td>
<td>21%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>10%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>24%</td>
</tr>
<tr>
<td>Vine</td>
<td>26%</td>
</tr>
<tr>
<td>Kik</td>
<td>29%</td>
</tr>
<tr>
<td>Tinder</td>
<td>4%</td>
</tr>
</tbody>
</table>

% currently ever use social media brand
Social Media Brand Usage

Total Population 12+

Facebook
Instagram
Pinterest
Snapchat
Twitter
LinkedIn

% currently ever use social media brand

2013 | 2014 | 2015 | 2016
--- | --- | --- | ---
Facebook | 12% | 19% | 24% | 58%
Instagram | 10% | 13% | 21% | 29%
Pinterest | 3% | 14% | 17% | 25%
Snapchat | 15% | 16% | 18% | 23%
Twitter | 17% | 19% | 18% | 21%
LinkedIn | 17% | 19% | 18% | 20%
Use Social Media Brand ‘Several Times per Day’

Total Population 12+

- Facebook: 35%
- Snapchat: 12%
- Instagram: 12%
- Twitter: 7%
- Pinterest: 4%
- WhatsApp: 2%
- Tumblr: 2%
- Google+: 2%
- LinkedIn: 2%
- Vine: 1%

% using social media brand “several times per day”
Social Media Brand Used Most Often

Base: Currently use any social networking brands

2015
- Facebook: 65%
- Snapchat: 4%
- Instagram: 7%
- LinkedIn: 5%
- Pinterest: 5%
- Twitter: 4%
- Others: 10%

2016
- Facebook: 61%
- Snapchat: 8%
- Instagram: 7%
- LinkedIn: 4%
- Pinterest: 4%
- Twitter: 4%
- Others: 11%
Social Media Brand Used Most Often (Age 12-24)

Base: Currently use any social networking brands

2015
- Facebook: 43%
- Snapchat: 15%
- Instagram: 18%
- Twitter: 8%
- Others: 16%

2016
- Facebook: 32%
- Snapchat: 26%
- Instagram: 32%
- Twitter: 8%
- Others: 17%
Social Media Brand Used Most Often

Base: Currently use any social networking brands

**Men**
- Facebook: 57%
- Snapchat: 8%
- Instagram: 6%
- LinkedIn: 8%
- Pinterest: 1%
- Twitter: 7%
- Others: 13%

**Women**
- Facebook: 67%
- Snapchat: 8%
- Instagram: 7%
- LinkedIn: 1%
- Pinterest: 1%
- Twitter: 2%
- Others: 8%
### Use Social Media Brand to Follow Political News or Candidates

<table>
<thead>
<tr>
<th>Social Media Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>25%</td>
</tr>
<tr>
<td>Twitter</td>
<td>11%</td>
</tr>
<tr>
<td>Instagram</td>
<td>7%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>5%</td>
</tr>
<tr>
<td>Google+</td>
<td>3%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>2%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>2%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>2%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>1%</td>
</tr>
<tr>
<td>Vine</td>
<td>1%</td>
</tr>
<tr>
<td>Kik</td>
<td>1%</td>
</tr>
</tbody>
</table>

% using social media brand to follow political news/candidates
Conclusions and Observations

• The Smartphone has rewritten the media landscape

• Netflix and on-demand audio series smash the “attention span” myth
Conclusions and Observations

• “Over-the-air” radio has very real in-home “hardware” concerns

• Majority of 12-54s are regular online radio listeners—and that listening is becoming more and more habitual

• Pandora remains the clear leader in streaming services. Spotify has made major gains
Conclusions and Observations

• Nearly 100 million Americans have ever listened to a podcast—it has made the jump to mainstream

• Teens are flocking to Snapchat—and thus are increasingly harder to reach on social media