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 2017, 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 2017, Edison Research conducted a national telephone survey of 2000 people aged 12 and older, using random digit dialing techniques.
- Interviews were 51% landline and 49% cell phone.
- Survey offered in both English and Spanish languages.
- Data weighted to national 12+ population figures.
Smartphone Ownership

% owning a smartphone

Age 12-24:  
- 2013: 68%
- 2014: 78%
- 2015: 86%
- 2016: 93%
- 2017: 95%

Age 25-54:  
- 2013: 64%
- 2014: 68%
- 2015: 81%
- 2016: 84%
- 2017: 89%

Age 55+:  
- 2013: 25%
- 2014: 36%
- 2015: 45%
- 2016: 51%
- 2017: 60%
Tablet Ownership

Total Population 12+

% owning a tablet

- 2013: 29%
- 2014: 39%
- 2015: 49%
- 2016: 51%
- 2017: 53%

Estimated Total Population 12+: 148 Million
% owning an Internet-connected TV

- 2014: 51%
- 2015: 58%
- 2016: 60%
- 2017: 64%

Total Population 12+

Estimated 179 Million
On-Demand Video Service Subscription

Total Population 12+

- **Netflix**
  - 2016: 9%
  - 2017: 14%
  - Total: 29%

- **Amazon Prime**
  - 2016: 22%
  - 2017: 29%
  - Total: 51%

- **Hulu**
  - 2016: 43%
  - 2017: 50%
  - Total: 58%

% having a subscription

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Used On-Demand Video Service in Last Week

Total Population 12+

Netlix: 45%  
Amazon Prime Instant Video: 13%  
Hulu: 10%  
Used any of the above in the last week: 48%

% using service in last week
Smart Speaker Awareness

Total Population 12+

Amazon Alexa*  57%

Google Home  45%

Aware of either Amazon Alexa or Google Home  63%

*Asked as “Amazon Echo or Amazon Dot, which uses the Alexa voice service”

% aware of smart speaker
Smart Speaker Ownership

Total Population 12+

Amazon Alexa* 5%
Google Home 2%
Own either Amazon Alexa or Google Home 7%

*Asked as “Amazon Echo or Amazon Dot, which uses the Alexa voice service”

% owning smart speaker
ONLINE RADIO
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 170 Million
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

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Weekly Online Radio Listening

Total Population 12+

% 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

Estimated 148 Million
## Weekly Online Radio Listening

### Age 12-24

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>52%</td>
<td>64%</td>
<td>69%</td>
<td>73%</td>
<td>83%</td>
</tr>
</tbody>
</table>

### Age 25-54

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>36%</td>
<td>37%</td>
<td>50%</td>
<td>56%</td>
<td>59%</td>
</tr>
</tbody>
</table>

### Age 55+

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13%</td>
<td>13%</td>
<td>18%</td>
<td>24%</td>
<td>32%</td>
</tr>
</tbody>
</table>

**% 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*
Average Time “Weekly Online Radio Listeners” Spend Listening to Online Radio

Base: Weekly Online Radio Listeners

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours:Minutes</th>
<th>Listening</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6:13</td>
<td>AM/FM</td>
<td>33M</td>
</tr>
<tr>
<td>2009</td>
<td>6:31</td>
<td>AM/FM</td>
<td>43M</td>
</tr>
<tr>
<td>2010</td>
<td>8:02</td>
<td>AM/FM</td>
<td>44M</td>
</tr>
<tr>
<td>2011</td>
<td>9:17</td>
<td>AM/FM</td>
<td>57M</td>
</tr>
<tr>
<td>2012</td>
<td>9:46</td>
<td>AM/FM</td>
<td>76M</td>
</tr>
<tr>
<td>2013</td>
<td>11:56</td>
<td>AM/FM</td>
<td>87M</td>
</tr>
<tr>
<td>2014</td>
<td>13:19</td>
<td>AM/FM</td>
<td>95M</td>
</tr>
<tr>
<td>2015</td>
<td>12:53</td>
<td>AM/FM</td>
<td>119M</td>
</tr>
<tr>
<td>2016</td>
<td>12:08</td>
<td>AM/FM</td>
<td>136M</td>
</tr>
<tr>
<td>2017</td>
<td>14:39</td>
<td>AM/FM</td>
<td>148M</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%
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>86%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>71%</td>
</tr>
<tr>
<td>Spotify</td>
<td>62%</td>
</tr>
<tr>
<td>Apple Music*</td>
<td>60%</td>
</tr>
<tr>
<td>Amazon Music</td>
<td>60%</td>
</tr>
<tr>
<td>Google Play All Access</td>
<td>50%</td>
</tr>
<tr>
<td>Napster**</td>
<td>47%</td>
</tr>
<tr>
<td>SoundCloud</td>
<td>38%</td>
</tr>
<tr>
<td>NPR One</td>
<td>20%</td>
</tr>
<tr>
<td>Radio.com</td>
<td>19%</td>
</tr>
<tr>
<td>Slacker</td>
<td>19%</td>
</tr>
<tr>
<td>TuneIn Radio</td>
<td>18%</td>
</tr>
<tr>
<td>NextRadio</td>
<td>16%</td>
</tr>
<tr>
<td>Tidal</td>
<td>11%</td>
</tr>
<tr>
<td>8Tracks</td>
<td>9%</td>
</tr>
<tr>
<td>Stitcher</td>
<td>8%</td>
</tr>
<tr>
<td>AccuRadio</td>
<td>7%</td>
</tr>
<tr>
<td>Deezer</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Asked as “Apple Music, the paid music subscription from Apple”
**Asked as “Rhapsody, now known as Napster”
Listened in the last month to...

Total Population 12+

- Pandora: 32%
- Spotify: 18%
- iHeartRadio: 13%
- SoundCloud: 11%
- Apple Music*: 8%
- Amazon Music: 6%
- Google Play All Access: 6%
- NPR One: 3%
- TuneIn Radio: 3%

Brands lower than 3% Age 12+ not shown

*Asked as “Apple Music, the paid music subscription from Apple”
Listened in the last month to...

Total Population 12+

- **Pandora**
  - 2013: 4%
  - 2014: 6%
  - 2015: 10%
  - 2016: 13%
  - 2017: 18%

- **Spotify**
  - 2013: 31%
  - 2014: 32%
  - 2015: 32%
  - 2016: 34%
  - 2017: 27%

- **iHeartRadio**
  - 2013: 8%
  - 2014: 11%
  - 2015: 12%
  - 2016: 13%
  - 2017: 12%

- **Apple Music***
  - 2013: 8%
  - 2014: 11%
  - 2015: 12%
  - 2016: 12%
  - 2017: 12%

*2014-2015: Asked as “iTunes Radio”
2016: Asked as “Apple Music, formerly known as iTunes Radio”
2017: Asked as “Apple Music, the paid music subscription from Apple”
LISTENED IN THE LAST MONTH TO...

(Age 12-24)

<table>
<thead>
<tr>
<th>Platform</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>49%</td>
<td>55%</td>
<td>54%</td>
<td>55%</td>
<td>43%</td>
</tr>
<tr>
<td>Spotify</td>
<td>7%</td>
<td>16%</td>
<td>23%</td>
<td>30%</td>
<td>45%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Apple Music*</td>
<td>17%</td>
<td>20%</td>
<td>22%</td>
<td>19%</td>
<td></td>
</tr>
</tbody>
</table>

*2014-2015: Asked as “iTunes Radio”
2016: “Asked as “Apple Music, formerly known as iTunes Radio”
2017: “Asked as “Apple Music, the paid music subscription from Apple”

% listened in last month
Listened in the last month to...
(Age 25-54)

- Pandora
  - 2013: 30%
  - 2014: 33%
  - 2015: 40%
  - 2016: 39%
  - 2017: 39%

- Spotify
  - 2013: 5%
  - 2014: 5%
  - 2015: 9%
  - 2016: 12%
  - 2017: 16%

- iHeartRadio
  - 2013: 10%
  - 2014: 11%
  - 2015: 13%
  - 2016: 15%
  - 2017: 15%

- Apple Music*
  - 2013: 7%
  - 2014: 7%
  - 2015: 12%
  - 2016: 11%
  - 2017: 7%

*2014-2015: Asked as “iTunes Radio”
2016: “Asked as “Apple Music, formerly known as iTunes Radio”
2017: “Asked as “Apple Music, the paid music subscription from Apple”
Listened in the last week to...

Total Population 12+

- **Spotify**: 3% (2013), 4% (2014), 7% (2015), 10% (2016), 15% (2017)
- **iHeartRadio**: 5% (2013), 5% (2014), 7% (2015), 8% (2016), 9% (2017)
- **Apple Music***: 5% (2013), 7% (2014), 8% (2015), 7% (2016), 7% (2017)

*2014-2015: Asked as “iTunes Radio”
2016: “Asked as “Apple Music, formerly known as iTunes Radio”
2017: “Asked as “Apple Music, the paid music subscription from Apple”
Listened in the last week to...
(Age 12-24)

<table>
<thead>
<tr>
<th>Platform</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>39%</td>
<td>43%</td>
<td>45%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Spotify</td>
<td>6%</td>
<td>11%</td>
<td>17%</td>
<td>25%</td>
<td>38%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Apple Music</td>
<td>13%</td>
<td>13%</td>
<td>17%</td>
<td>18%</td>
<td></td>
</tr>
</tbody>
</table>

*2014-2015: Asked as “iTunes Radio”
2016: “Asked as Apple Music, formerly known as iTunes Radio”
2017: “Asked as Apple Music, the paid music subscription from Apple”
Listened in the last week to...
(Age 25-54)

<table>
<thead>
<tr>
<th>Service</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandora</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>Spotify</td>
<td>3%</td>
<td>7%</td>
<td>9%</td>
<td>14%</td>
<td>23%</td>
</tr>
<tr>
<td>iHeartRadio</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>10%</td>
<td>21%</td>
</tr>
<tr>
<td>Apple Music*</td>
<td>4%</td>
<td>7%</td>
<td>8%</td>
<td>2%</td>
<td>33%</td>
</tr>
</tbody>
</table>

*2014-2015: Asked as “iTunes Radio”
2016: “Asked as “Apple Music, formerly known as iTunes Radio”
2017: “Asked as “Apple Music, the paid music subscription from Apple”
Audio Brand Used Most Often

Base: Currently ever use any audio brand

- **Pandora**: 2015 (54%), 2016 (48%), 2017 (40%)
- **Spotify**: 2015 (10%), 2016 (14%), 2017 (21%)
- **Apple Music**: 2015 (8%), 2016 (10%), 2017 (6%)
- **iHeartRadio**: 2015 (11%), 2016 (9%), 2017 (10%)
- **Others**: 2015 (17%), 2016 (19%), 2017 (23%)

*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: 14%
- Somewhat Important: 35%
- Not at all Important: 51%

Age 12-24
- Very Important: 26%
- Somewhat Important: 44%
- Not at all Important: 30%
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

- Friends/Family: 68%
- YouTube: 64%
- AM/FM Radio: 63%
- Pandora: 48%
- Facebook: 41%
- Spotify: 33%
- Apple iTunes: 30%
- Music television channels: 28%
- Information or displays at a local store: 26%
- SiriusXM satellite radio: 25%
- iHeartRadio: 23%
- Blogs about music: 15%
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>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/Family</td>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>YouTube</td>
<td>66%</td>
<td>64%</td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>Pandora</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>Facebook</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td>Spotify</td>
<td>25%</td>
<td>33%</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: 77%
- YouTube: 80%
- AM/FM Radio: 50%
- Pandora: 53%
- Facebook: 42%
- Spotify: 59%
- Apple iTunes: 38%
- Music television channels: 22%
- Information or displays at a local store: 23%
- SiriusXM satellite radio: 23%
- iHeartRadio: 25%
- Blogs about music: 19%

% 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

2016
- Friends/Family: 23%
- YouTube: 14%
- Pandora: 7%
- SiriusXM: 4%
- Facebook: 3%
- Spotify: 4%
- AM/FM Radio: 28%
- Others: 17%

2017
- Friends/Family: 22%
- YouTube: 15%
- Pandora: 9%
- SiriusXM: 5%
- Facebook: 3%
- Spotify: 10%
- AM/FM Radio: 19%
- Others: 17%
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

### 2016
- YouTube: 22%
- Friends/Family: 32%
- Pandora: 9%
- SiriusXM: 1%
- Facebook: 4%
- Spotify: 9%
- AM/FM Radio: 9%
- Others: 14%

### 2017
- YouTube: 19%
- Friends/Family: 25%
- Pandora: 9%
- SiriusXM: 1%
- Facebook: 3%
- Spotify: 20%
- AM/FM Radio: 8%
- Others: 15%
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>68%</td>
<td>91%</td>
<td>78%</td>
</tr>
<tr>
<td>In the Last Month</td>
<td>57%</td>
<td>84%</td>
<td>66%</td>
</tr>
<tr>
<td>In the Last Week</td>
<td>43%</td>
<td>74%</td>
<td>48%</td>
</tr>
</tbody>
</table>
PODCASTING
Podcast Familiarity

Total Population 12+

% familiar with the term podcasting

2006: 22%
2007: 37%
2008: 37%
2009: 43%
2010: 45%
2011: 45%
2012: 46%
2013: 46%
2014: 48%
2015: 49%
2016: 55%
2017: 60%

Estimated 168 Million
Podcast Listening

Total Population 12+

% ever listening to a podcast

Estimated 112 Million


11% 13% 18% 22% 23% 25% 29% 27% 30% 33% 36% 40%
Monthly Podcast Listening

Total Population 12+

% listening to a podcast in last month

2008: 9%
2009: 11%
2010: 12%
2011: 12%
2012: 14%
2013: 12%
2014: 15%
2015: 17%
2016: 21%
2017: 24%

Estimated: 67 Million
Monthly Podcast Listening

% listening to a podcast in last month

<table>
<thead>
<tr>
<th>Age</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-54</td>
<td>16%</td>
<td>17%</td>
<td>19%</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>55+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2017
Monthly Podcast Listening

% listening to a podcast in last month

2013 2014 2015 2016 2017

Men:
- 15%
- 17%
- 17%
- 24%
- 27%

Women:
- 9%
- 13%
- 16%
- 18%
- 21%
Weekly Podcast Listening

Total Population 12+

<table>
<thead>
<tr>
<th>Year</th>
<th>% Listening to a Podcast in Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>7%</td>
</tr>
<tr>
<td>2014</td>
<td>8%</td>
</tr>
<tr>
<td>2015</td>
<td>10%</td>
</tr>
<tr>
<td>2016</td>
<td>13%</td>
</tr>
<tr>
<td>2017</td>
<td>15%</td>
</tr>
</tbody>
</table>

Estimated 42 Million
Number of Podcasts Listened to in Last Week

Base: Weekly Podcast Listeners

- One: 16%
- Two: 24%
- Three: 19%
- Four or Five: 20%
- Six to Ten: 13%
- 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

- **Computer**: 42% (2015), 34% (2016), 33% (2017)
- **Smartphone/tablet/portable device**: 55% (2015), 64% (2016), 65% (2017)
- **Don’t Know**: 3% (2015), 2% (2016), 2% (2017)
Podcast Listening Locations

Base: Ever Listened to a Podcast

- At home: 80%
- In a car/truck: 47%
- At work: 29%
- Walking around/On foot: 28%
- At a gym/Working out: 20%
- Riding public transportation: 19%

% ever listen to podcasts in location
Location Listened to Most Often

Base: Ever Listened to a Podcast

- At home: 52%
- In car/truck: 18%
- At work: 12%
- Riding public transportation: 3%
- At gym/Working out: 3%
- Walking around/On foot: 3%
- Other: 9%
Podcasting Listening

Base: Ever Listened to a Podcast

- Most of the podcast: 45%
- The entire podcast episode: 40%
- Less than half the podcast: 15%
- Just the beginning of the podcast: 5%
Methods of Listening to Podcasts

Base: Ever Listened to a Podcast

- Click on podcast and listen immediately: 77%
- Download podcast manually and listen later: 41%
- Subscribe to podcast and download automatically to listen later: 27%

% ever using method to listen to a podcast
The Infinite Dial
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Percent of all podcasts downloaded and then listened to

Base: Have ever downloaded podcasts to listen at a later time

- 1%-25%: 13%
- 26%-50%: 20%
- 51%-75%: 15%
- 76%-100%: 52%
Number of Podcasts Subscribed to

Base: Have ever subscribed to podcasts

- One: 20%
- Two: 16%
- Three: 12%
- Four to five: 19%
- Six to ten: 20%
- Eleven or more: 9%
- Don’t Know: 4%

Average of six podcasts subscribed to
IN-CAR MEDIA
### 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>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>82%</td>
</tr>
<tr>
<td>CD Player</td>
<td>52%</td>
</tr>
<tr>
<td>Owned Digital Music</td>
<td>45%</td>
</tr>
<tr>
<td>Online Radio*</td>
<td>26%</td>
</tr>
<tr>
<td>Satellite Radio</td>
<td>22%</td>
</tr>
<tr>
<td>Podcasts</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.

% currently ever using audio source in primary car
### 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>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>81%</td>
<td>84%</td>
<td>82%</td>
<td>86%</td>
</tr>
<tr>
<td>CD Player</td>
<td>55%</td>
<td>56%</td>
<td>52%</td>
<td>61%</td>
</tr>
<tr>
<td>Owned Digital Music</td>
<td>31%</td>
<td>38%</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Online Radio</td>
<td>14%</td>
<td>21%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Satellite Radio</td>
<td>17%</td>
<td>17%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% currently ever using audio source 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

- AM/FM Radio: 47%
- Owned Digital Music: 19%
- CD Player: 10%
- Satellite Radio: 13%
- Online Radio*: 11%
- Podcasts: 4%

*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 Source Used Most Often in Primary Car

Base: Use any audio source in primary car

<table>
<thead>
<tr>
<th>Year</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>
<tr>
<td>2017</td>
<td>57%</td>
<td>15%</td>
<td>9%</td>
<td>14%</td>
<td>5%</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
Social Media Usage

Total Population 12+

<table>
<thead>
<tr>
<th>Year</th>
<th>% Currently Use Any Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>24%</td>
</tr>
<tr>
<td>2009</td>
<td>34%</td>
</tr>
<tr>
<td>2010</td>
<td>48%</td>
</tr>
<tr>
<td>2011</td>
<td>52%</td>
</tr>
<tr>
<td>2012</td>
<td>53%</td>
</tr>
<tr>
<td>2013</td>
<td>62%</td>
</tr>
<tr>
<td>2014</td>
<td>67%</td>
</tr>
<tr>
<td>2015</td>
<td>73%</td>
</tr>
<tr>
<td>2016</td>
<td>78%</td>
</tr>
<tr>
<td>2017</td>
<td>81%</td>
</tr>
</tbody>
</table>

Estimated 226 Million
# Social Media Brand Awareness

<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>Twitter</td>
<td>90%</td>
</tr>
<tr>
<td>Instagram</td>
<td>88%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>82%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>70%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>58%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>56%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>39%</td>
</tr>
<tr>
<td>Music.ly</td>
<td>21%</td>
</tr>
</tbody>
</table>

Total Population 12+
## Social Media Brand Awareness

**Total Population 12+**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>92%</td>
<td>93%</td>
<td>95%</td>
</tr>
<tr>
<td>Twitter</td>
<td>84%</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>Instagram</td>
<td>77%</td>
<td>83%</td>
<td>88%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>60%</td>
<td>71%</td>
<td>82%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>56%</td>
<td>63%</td>
<td>70%</td>
</tr>
</tbody>
</table>

% aware of social media brand
Total Population 12+

LinkedIn
- 2015: 49%
- 2016: 52%
- 2017: 58%

Tumblr
- 2015: 44%
- 2016: 50%
- 2017: 56%

WhatsApp
- 2015: 26%
- 2016: 30%
- 2017: 39%

Music.ly
- 2017: 21%

% aware of social media brand
Social Media Brand Usage

Total Population 12+

<table>
<thead>
<tr>
<th>Social Media Brand</th>
<th>Usage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67%</td>
</tr>
<tr>
<td>Instagram</td>
<td>34%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>30%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>29%</td>
</tr>
<tr>
<td>Twitter</td>
<td>23%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>22%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>13%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>8%</td>
</tr>
<tr>
<td>Music.ly</td>
<td>3%</td>
</tr>
</tbody>
</table>

% currently ever use social media brand
Social Media Brand Usage

Total Population 12+

<table>
<thead>
<tr>
<th>Social Media Brand</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% currently ever use social media brand
Social Media Brand Usage (Age 12-24)

- Facebook: 76%
- Instagram: 73%
- Pinterest: 31%
- Snapchat: 79%
- Twitter: 40%
- LinkedIn: 9%
- WhatsApp: 15%
- Tumblr: 16%
- Music.ly: 11%

% currently ever use social media brand
Social Media Brand Used Most Often

Base: Currently use any social networking brands

2016

- Facebook: 61%
- Snapchat: 8%
- Instagram: 7%
- LinkedIn: 4%
- Pinterest: 4%
- Twitter: 5%
- Others: 11%

2017

- Facebook: 62%
- Snapchat: 9%
- Instagram: 9%
- LinkedIn: 4%
- Pinterest: 4%
- Twitter: 5%
- Others: 8%
Social Media Brand Used Most Often (Age 12-24)

Base: Currently use any social networking brands

**2016**
- Facebook: 32%
- Snapchat: 26%
- Instagram: 17%
- Twitter: 8%
- Others: 17%

**2017**
- Facebook: 39%
- Snapchat: 31%
- Instagram: 20%
- Twitter: 9%
- Others: 9%