



# THE INFINITE DIAL

2017

#infinitedial





# 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

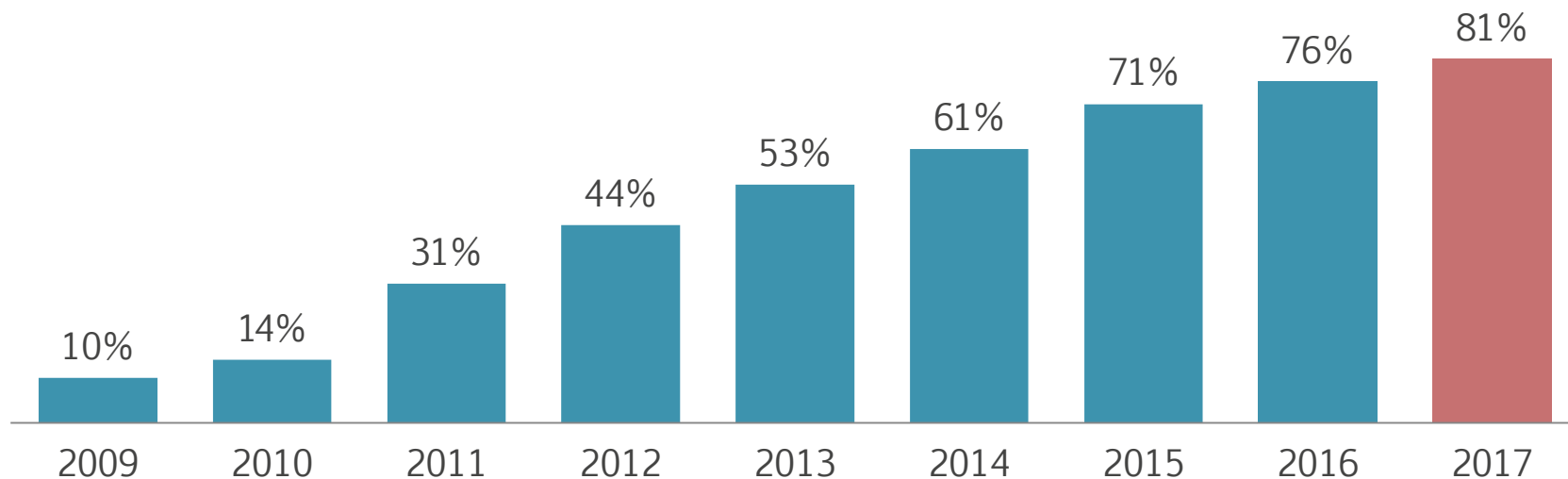


# MEDIA & TECHNOLOGY

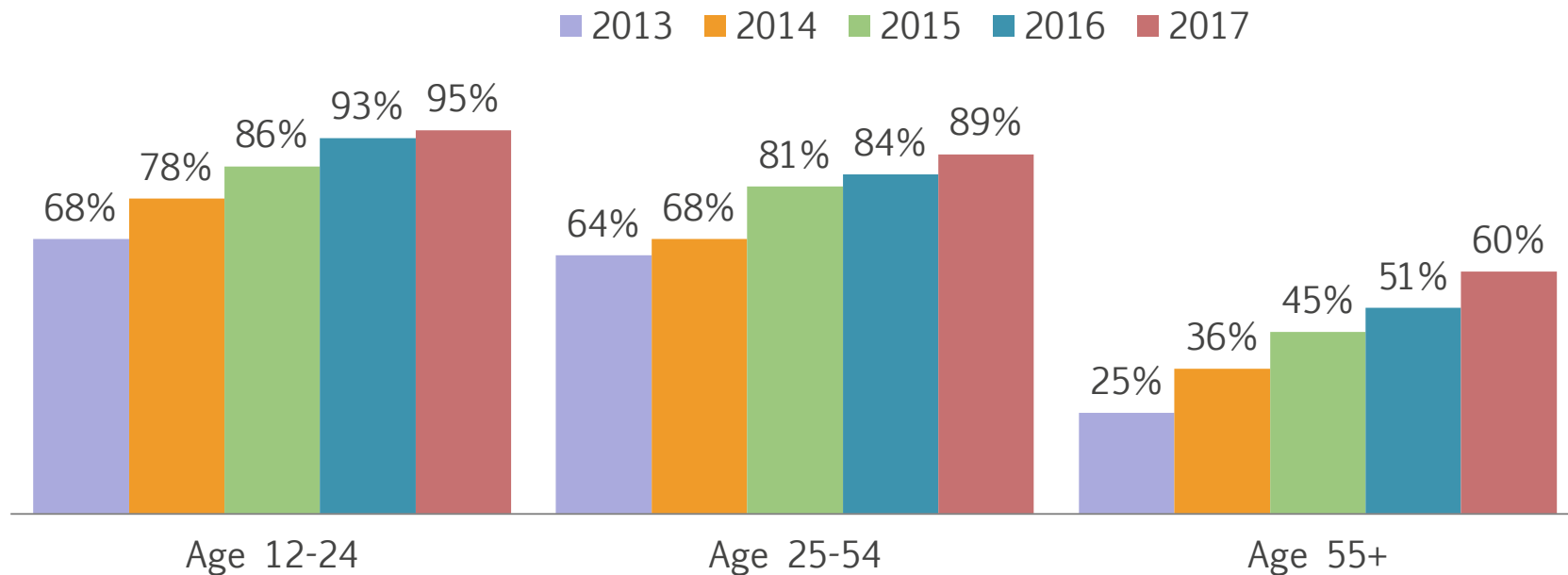
# Smartphone Ownership

Total Population 12+

Estimated  
226 Million

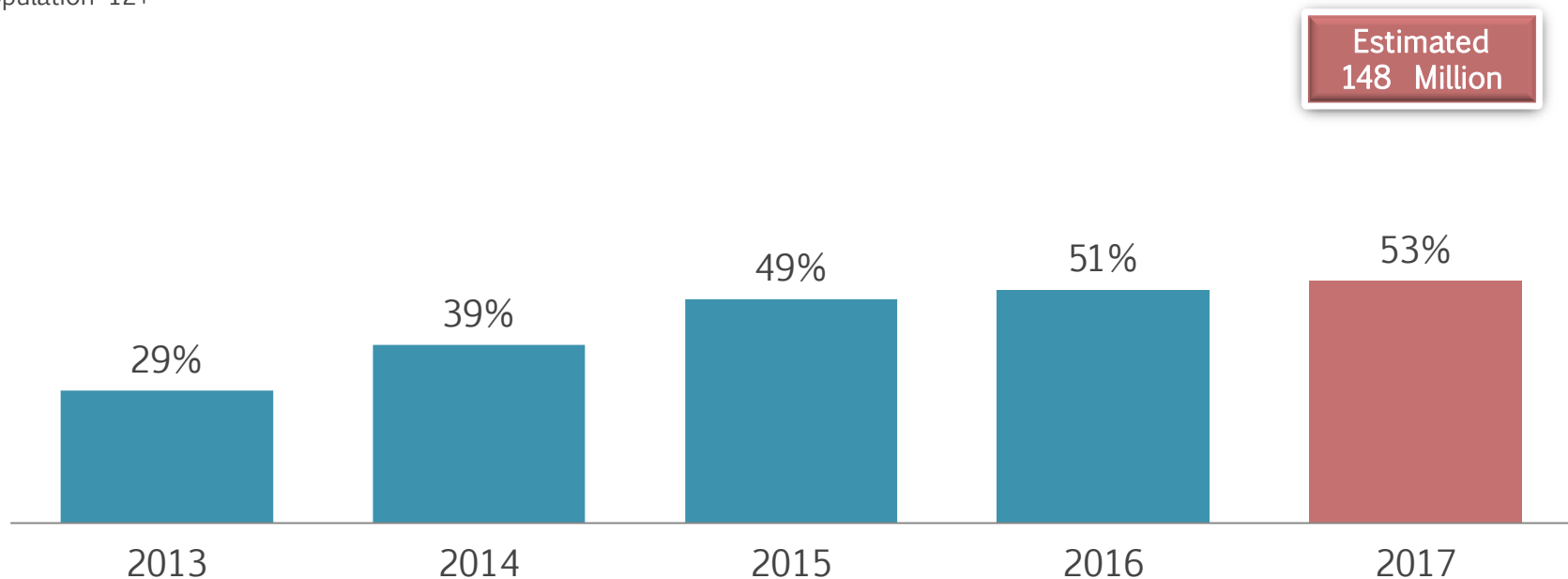


# Smartphone Ownership



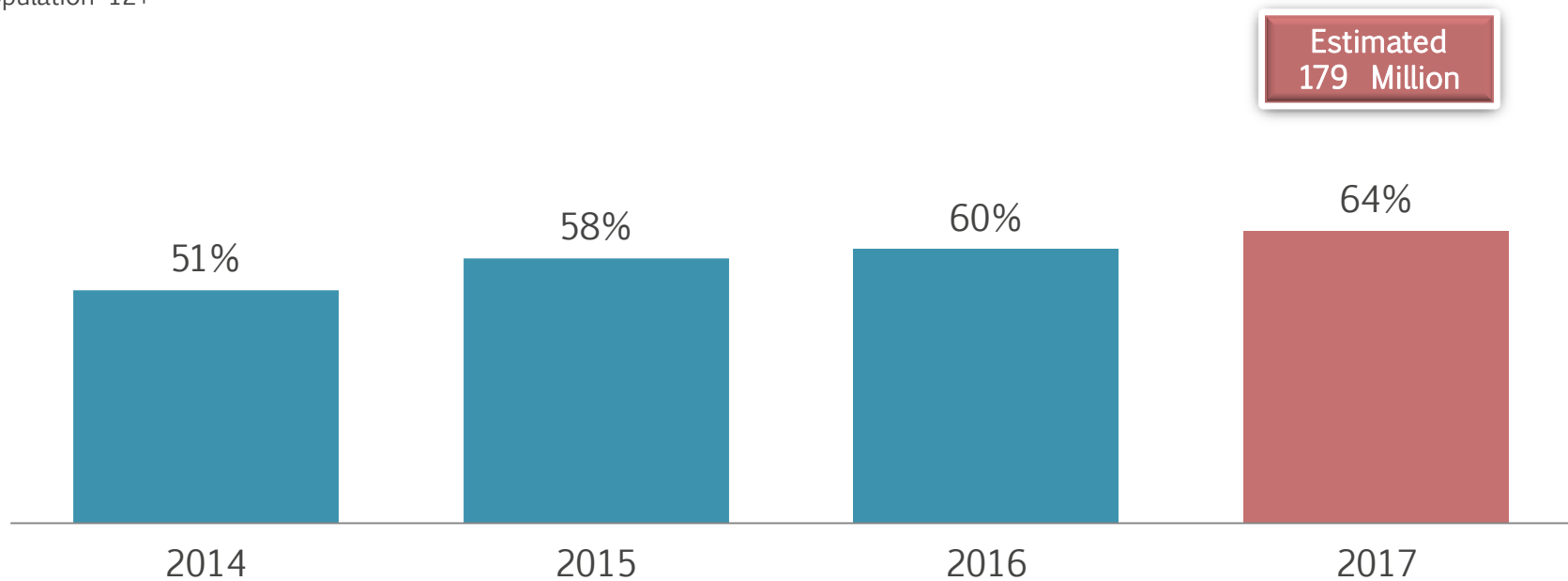
# Tablet Ownership

Total Population 12+



# Internet-Connected TV Ownership

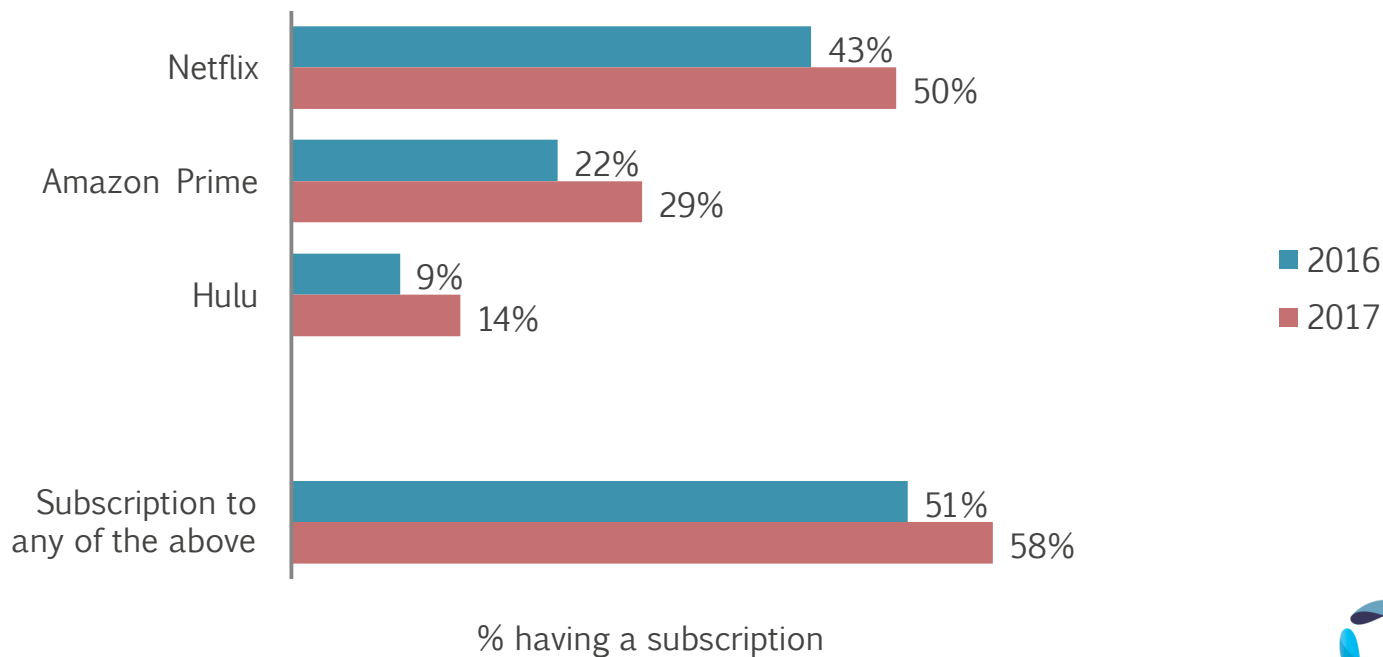
Total Population 12+





# On-Demand Video Service Subscription

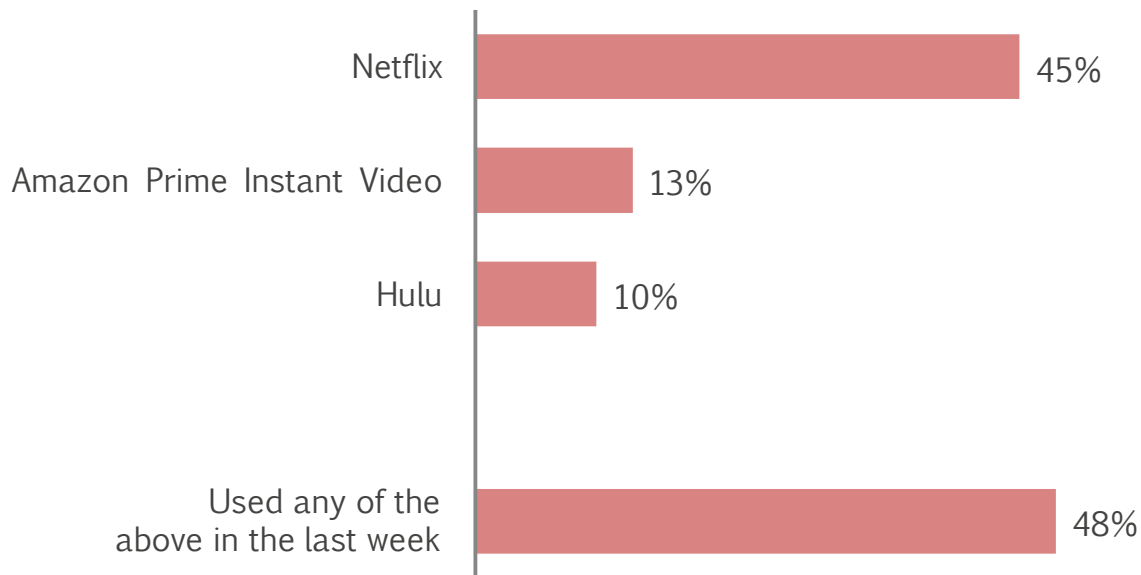
Total Population 12+





# Used On-Demand Video Service in Last Week

Total Population 12+

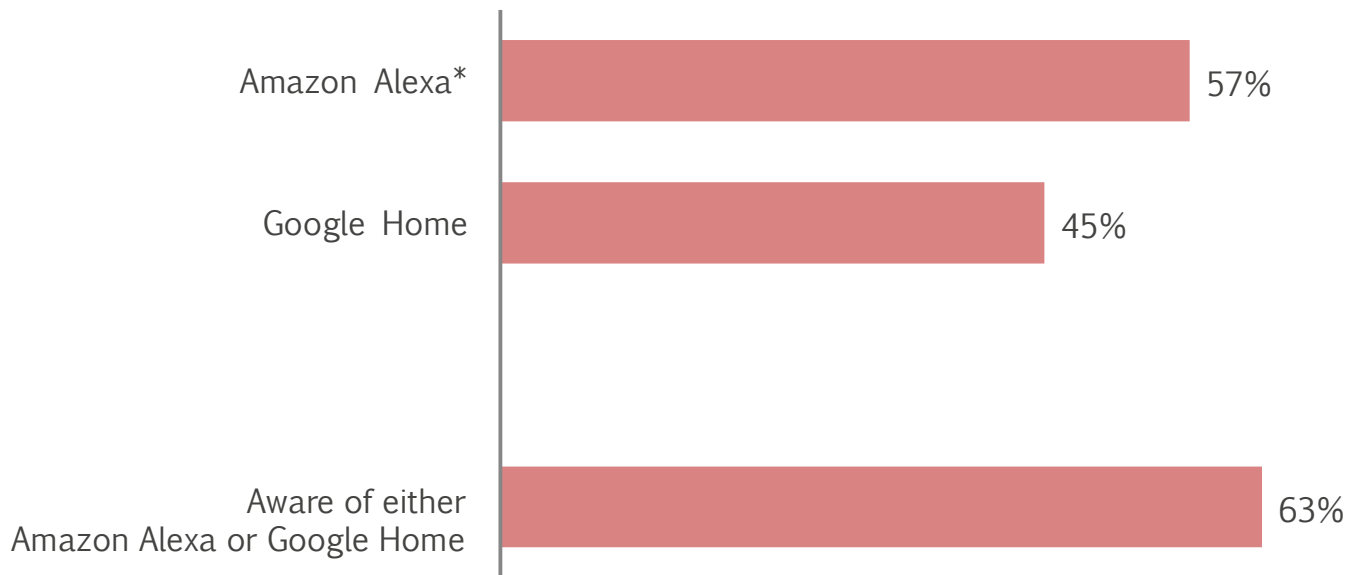


% using service in last week



# Smart Speaker Awareness

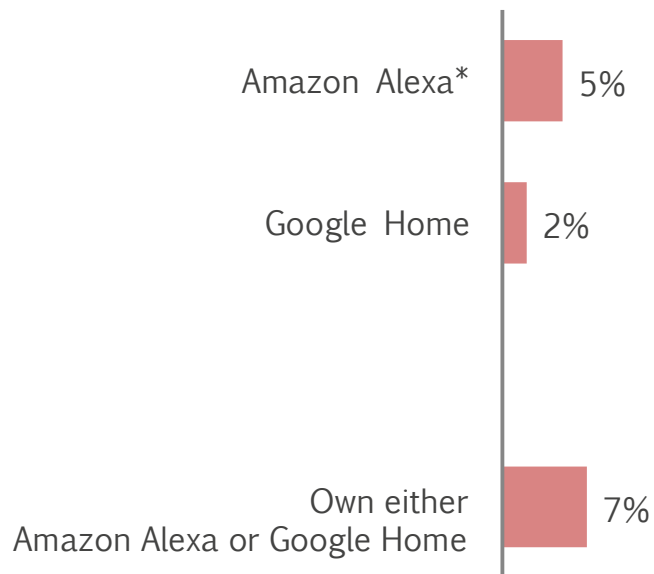
Total Population 12+



*\*Asked as "Amazon Echo or Amazon Dot, which uses the Alexa voice service"*

# Smart Speaker Ownership

Total Population 12+



*\*Asked as "Amazon Echo or Amazon Dot, which uses the Alexa voice service"*

% owning smart speaker

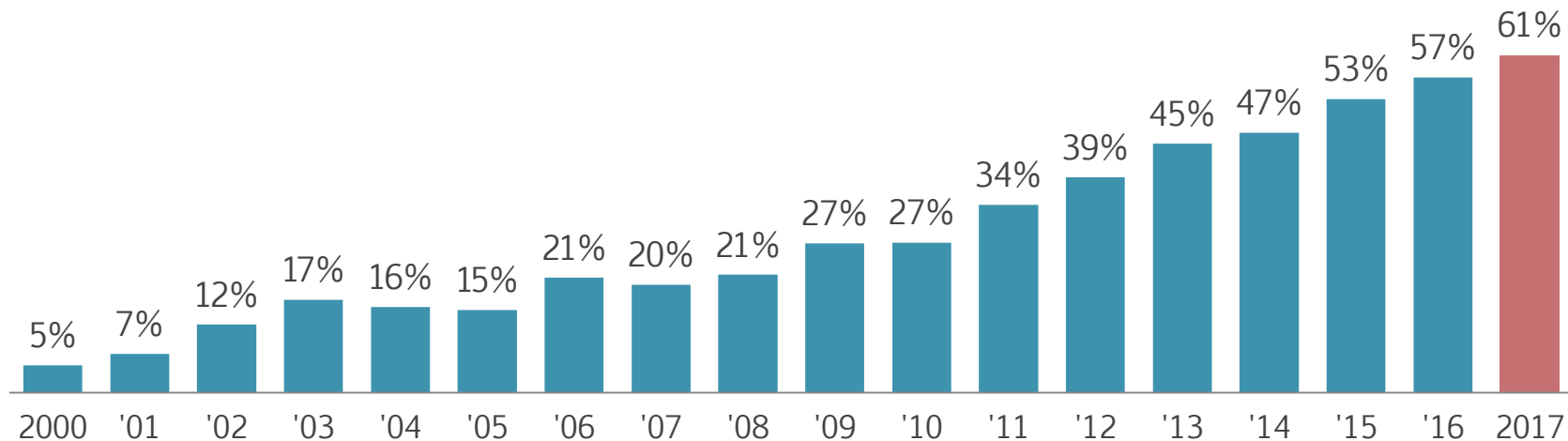


# ONLINE RADIO

# Monthly Online Radio Listening

Total Population 12+

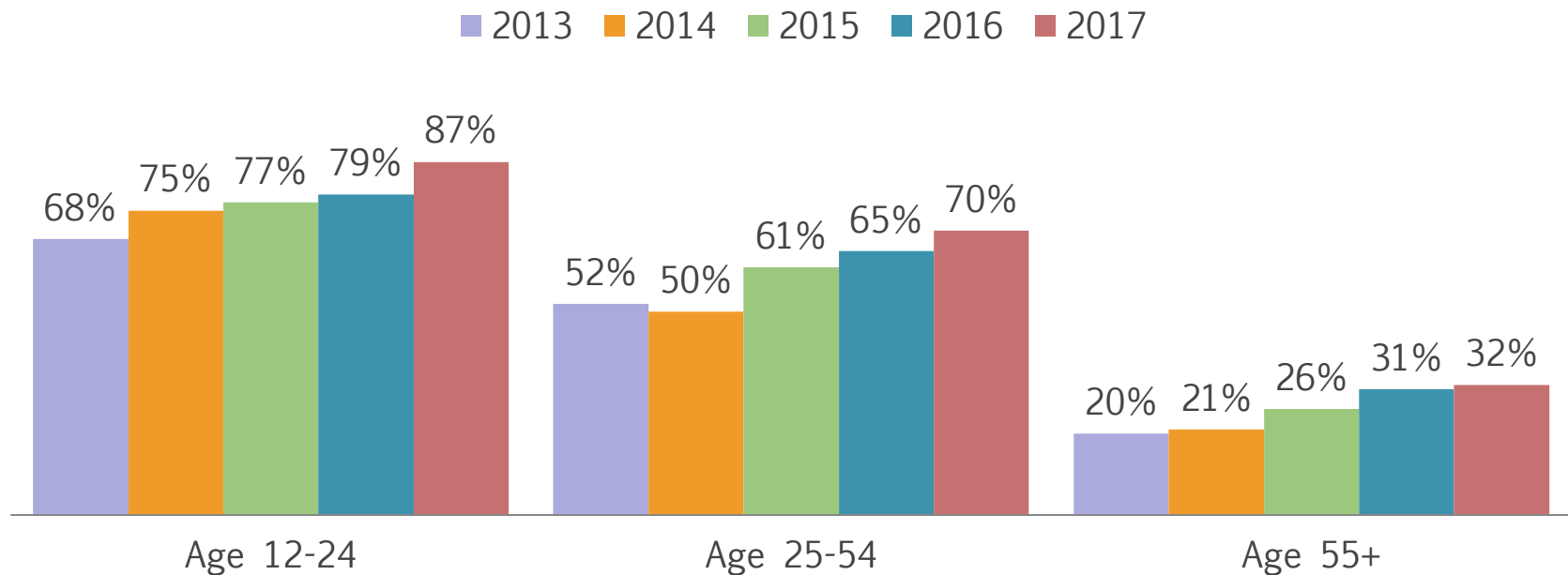
Estimated  
170 Million



% 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

# Monthly Online Radio Listening

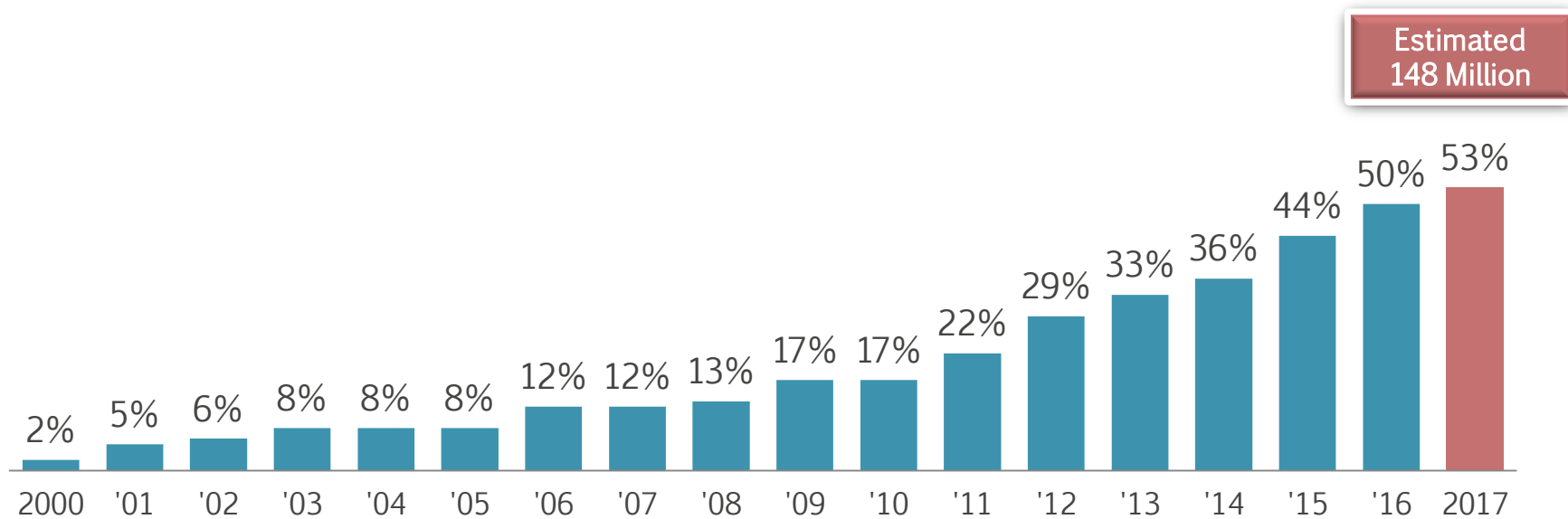


% listening to Online Radio in last month

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

# Weekly Online Radio Listening

Total Population 12+



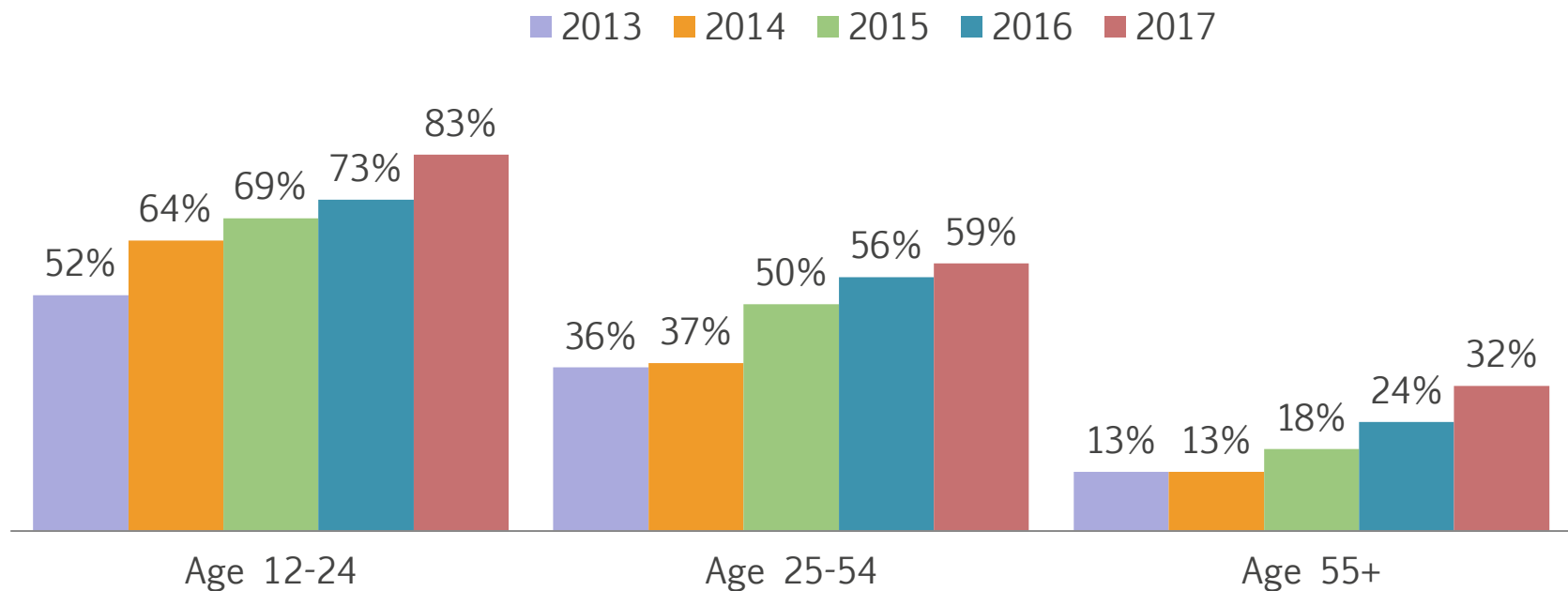
Estimated  
148 Million

% 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



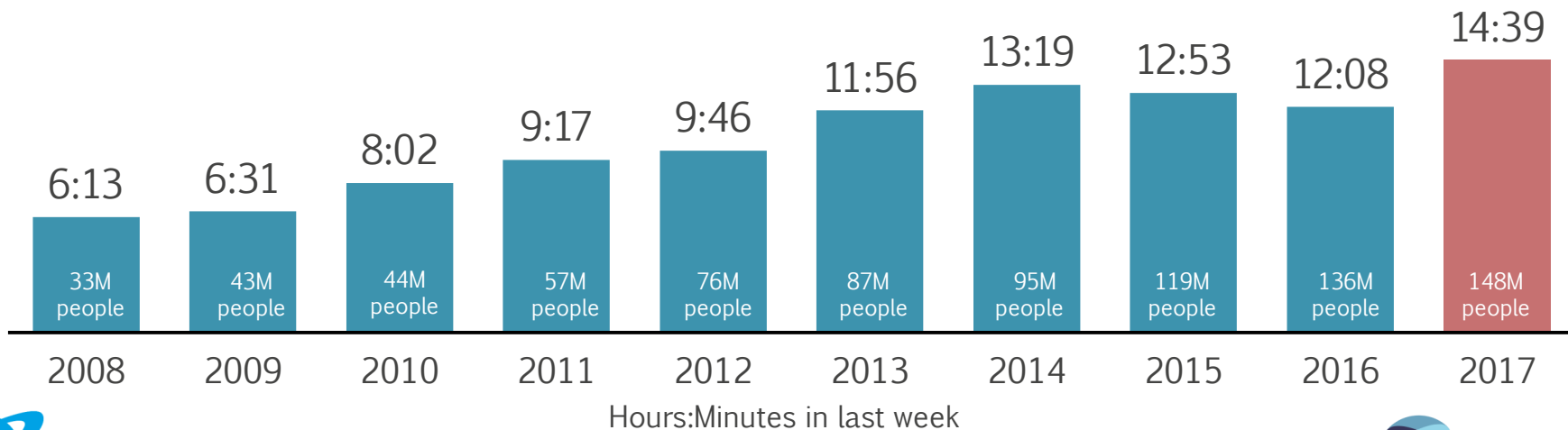
% listening to Online Radio in last week

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



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



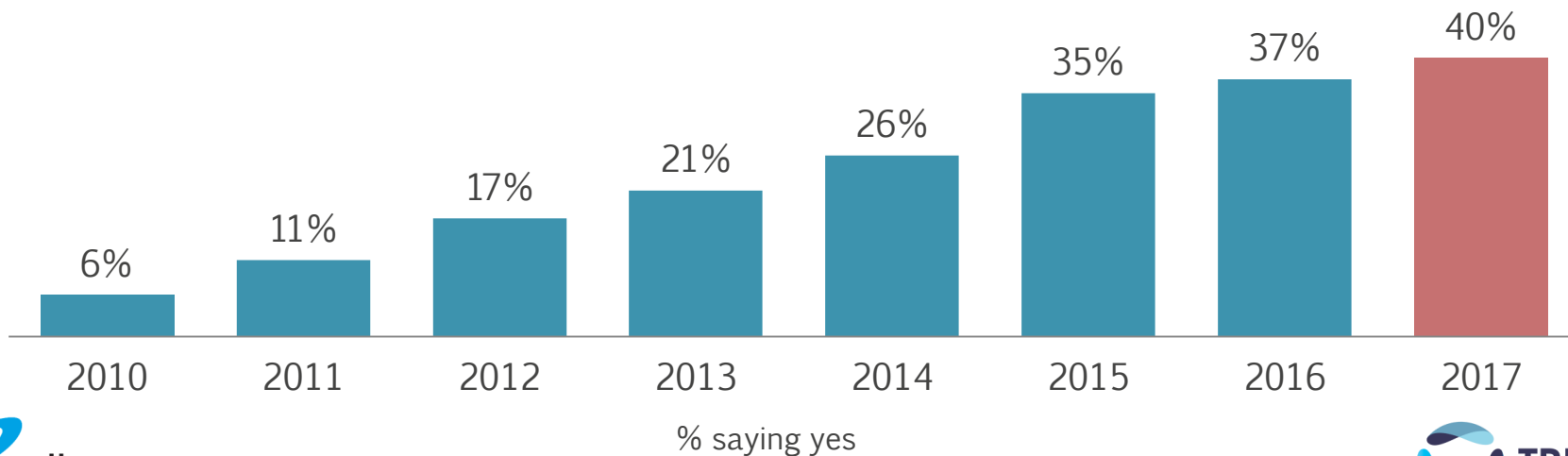


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2017

# 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%

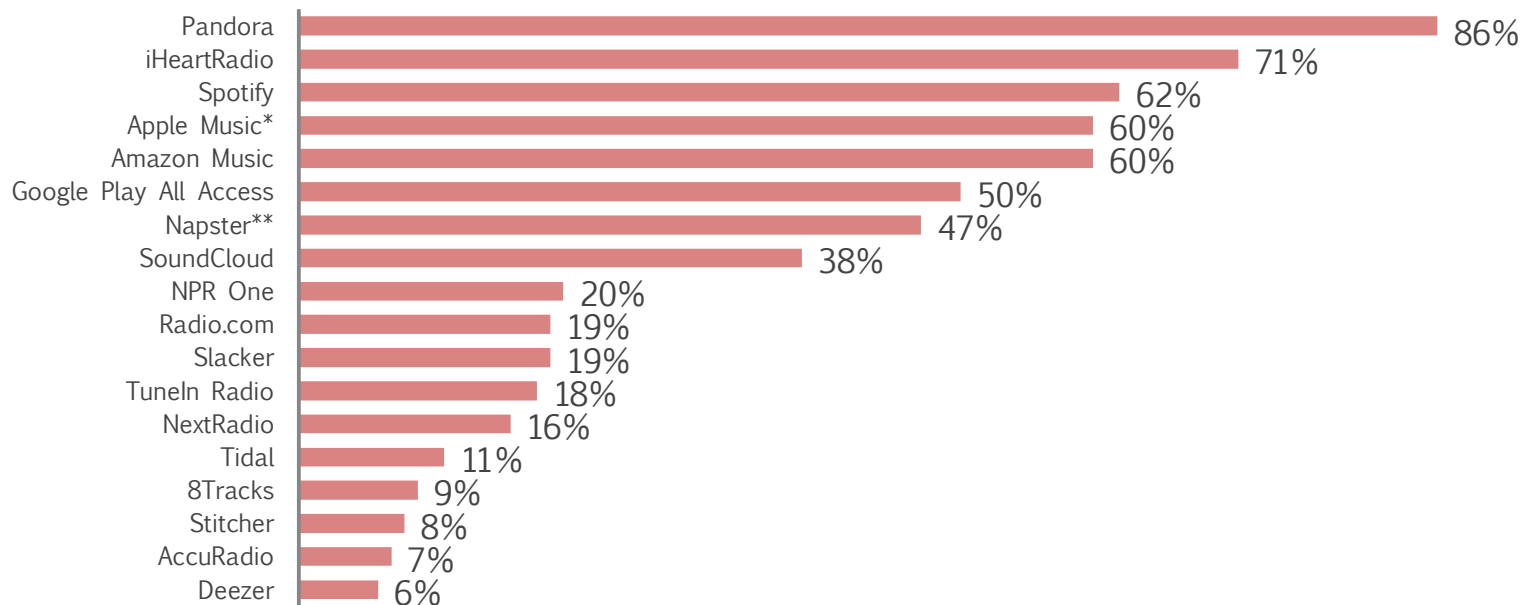




# AUDIO BRANDS

# Audio Brand Awareness

Total Population 12+

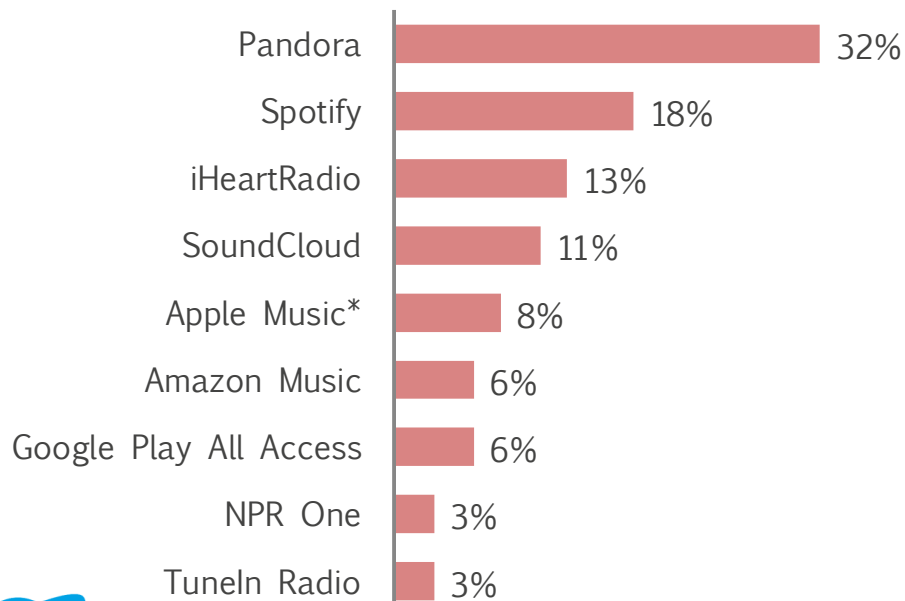


\*Asked as "Apple Music, the paid music subscription from Apple"

\*\*Asked as "Rhapsody, now known as Napster"

# Listened in the last month to...

Total Population 12+

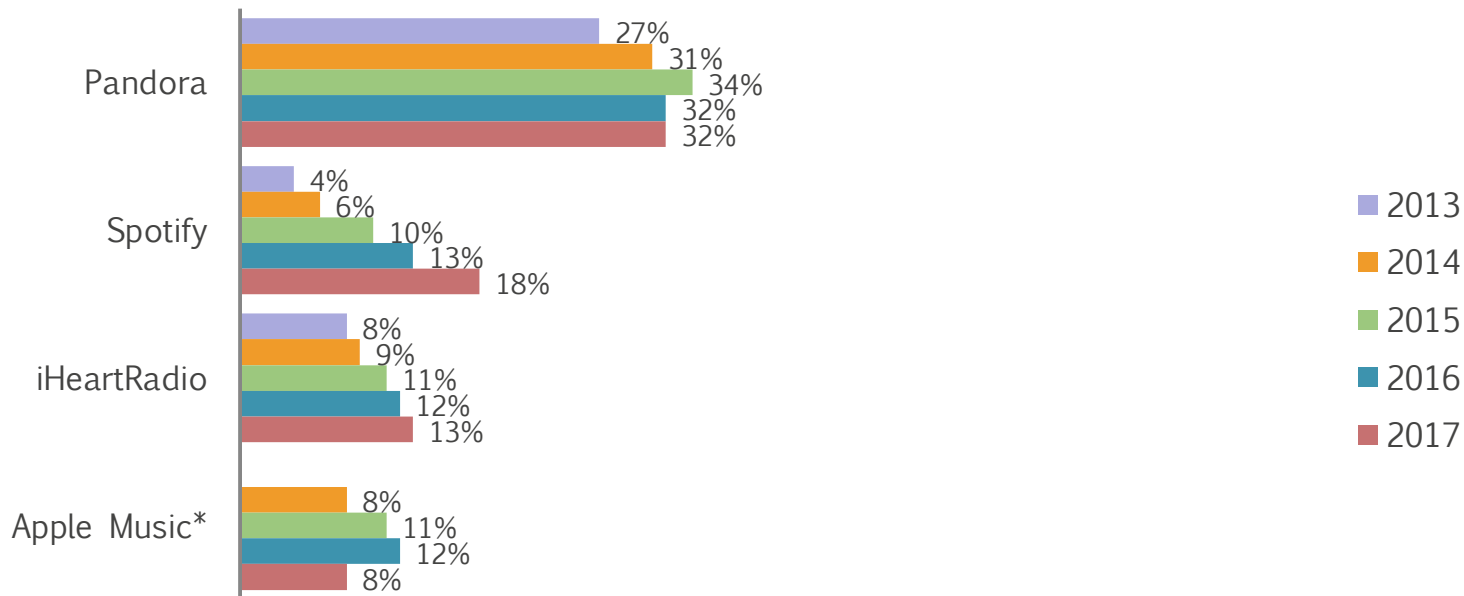


Brands lower than 3% Age 12+ not shown

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

# Listened in the last month to...

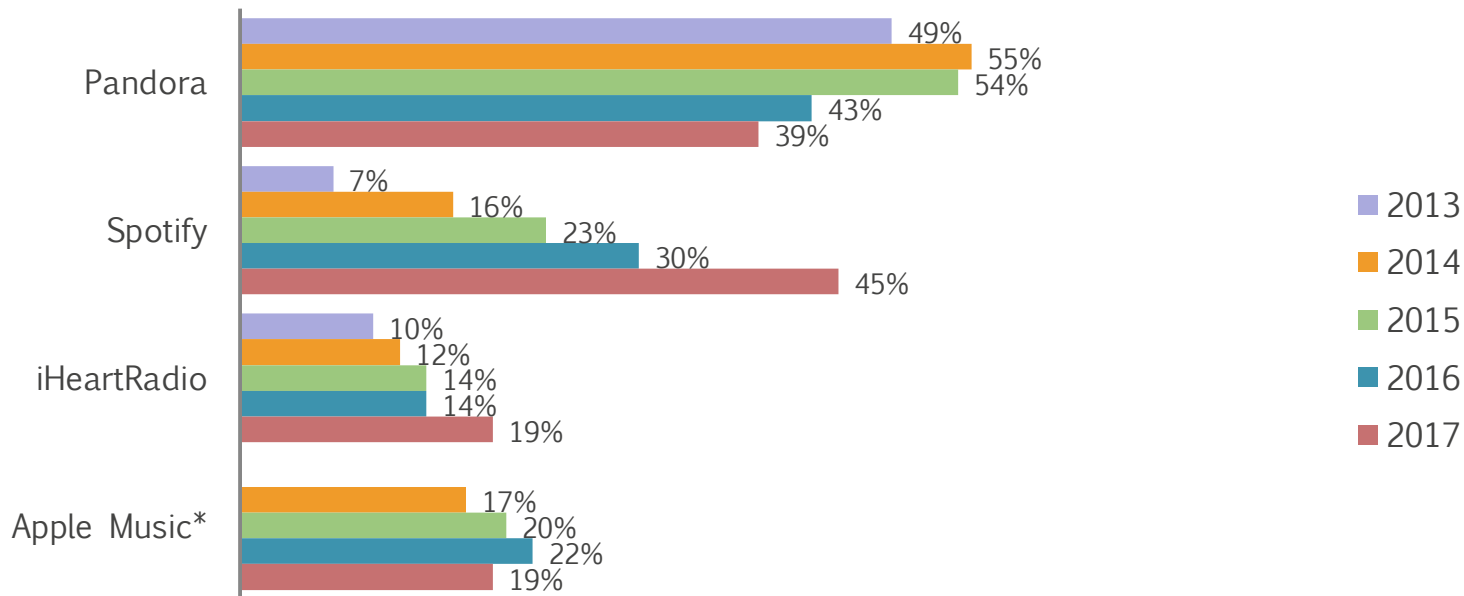
Total Population 12+



\*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 12-24)



\*2014-2015: Asked as "iTunes Radio"

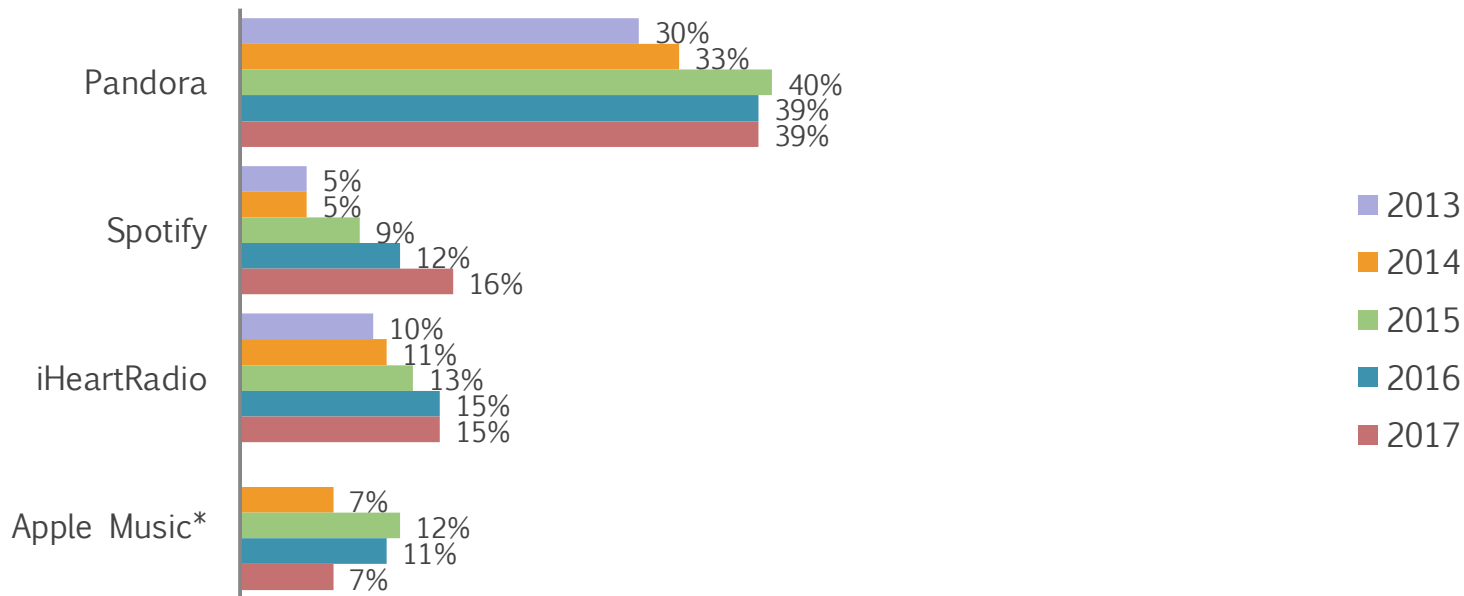
2016: "Asked as "Apple Music, formerly known as iTunes Radio"

2017: "Asked as "Apple Music, the paid music subscription from Apple"

% listened in last month



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



\*2014-2015: Asked as "iTunes Radio"

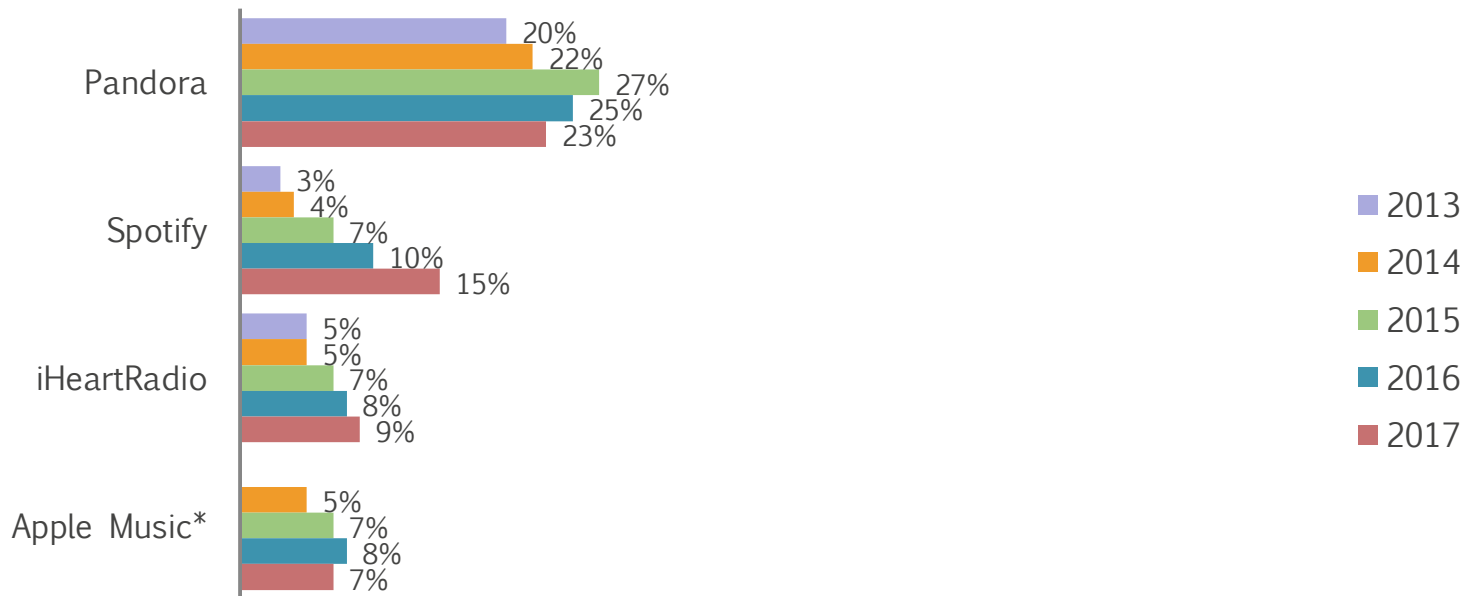
2016: "Asked as "Apple Music, formerly known as iTunes Radio"

2017: "Asked as "Apple Music, the paid music subscription from Apple"

% listened in last month

# Listened in the last week to...

Total Population 12+



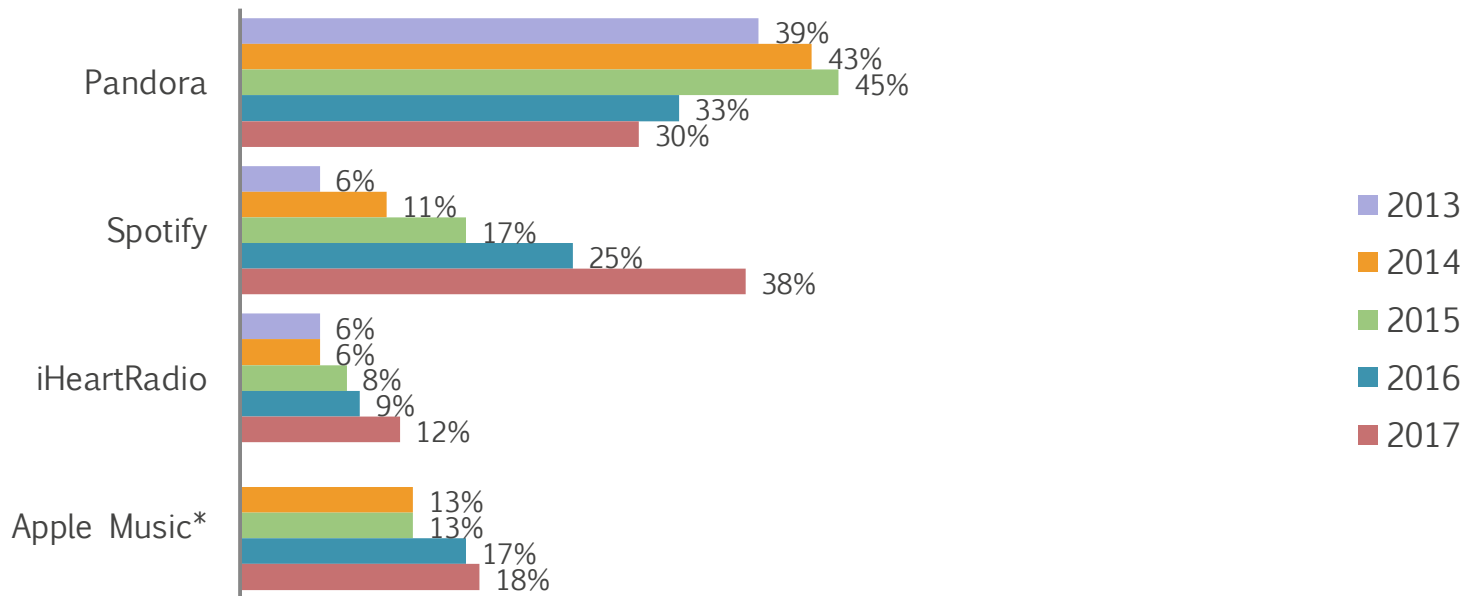
\*2014-2015: Asked as "iTunes Radio"

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2017: \*Asked as "Apple Music, the paid music subscription from Apple"

% listened in last week

# Listened in the last week to... (Age 12-24)



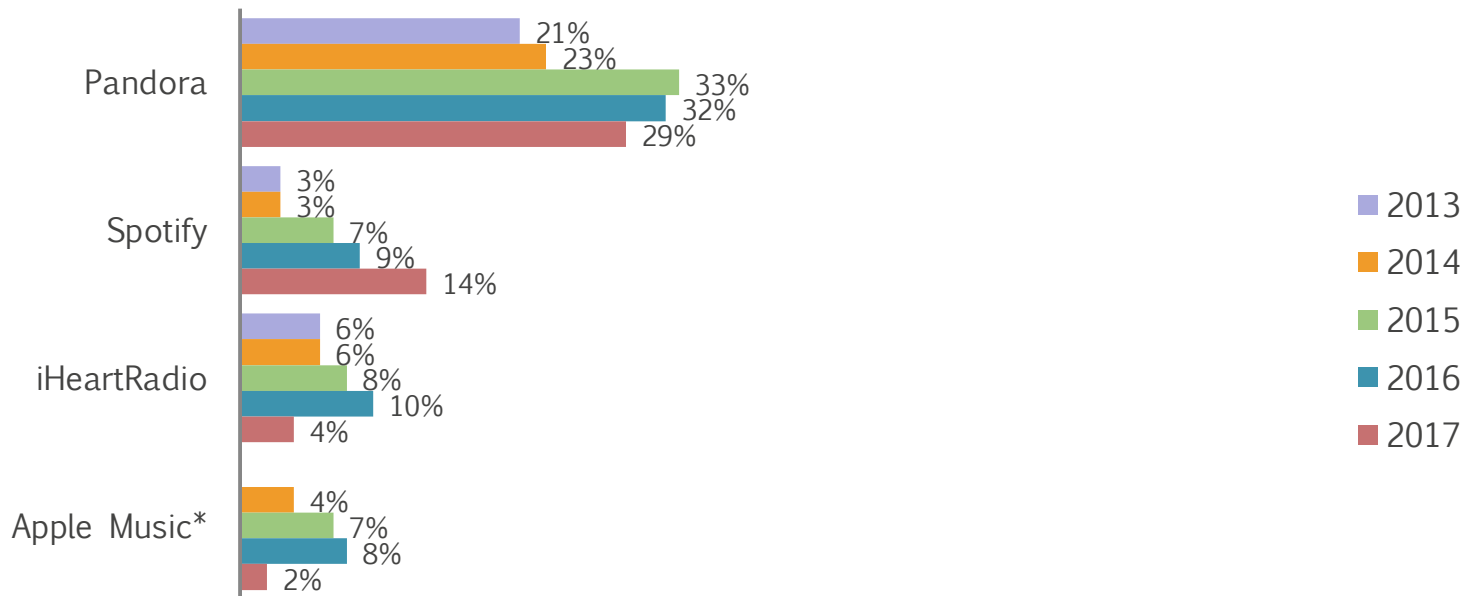
\*2014-2015: Asked as "iTunes Radio"

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% listened in last week

# Listened in the last week to... (Age 25-54)



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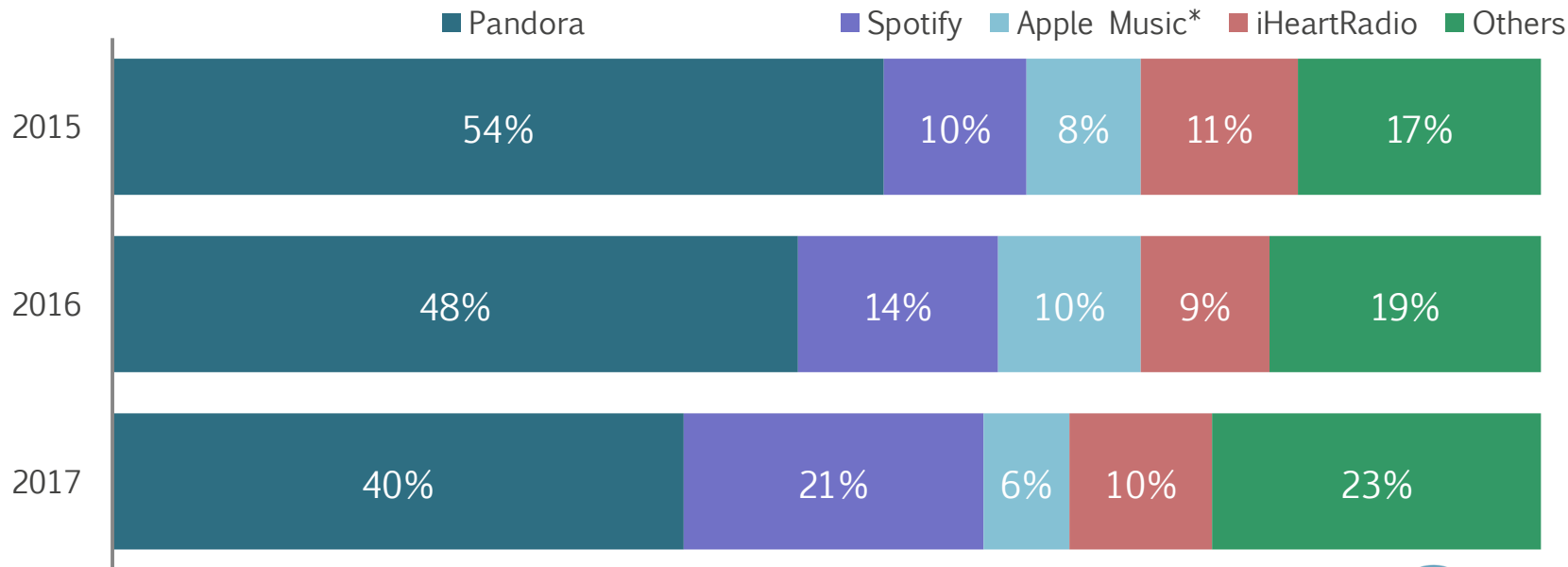
2016: "Asked as "Apple Music, formerly known as iTunes Radio"

2017: "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

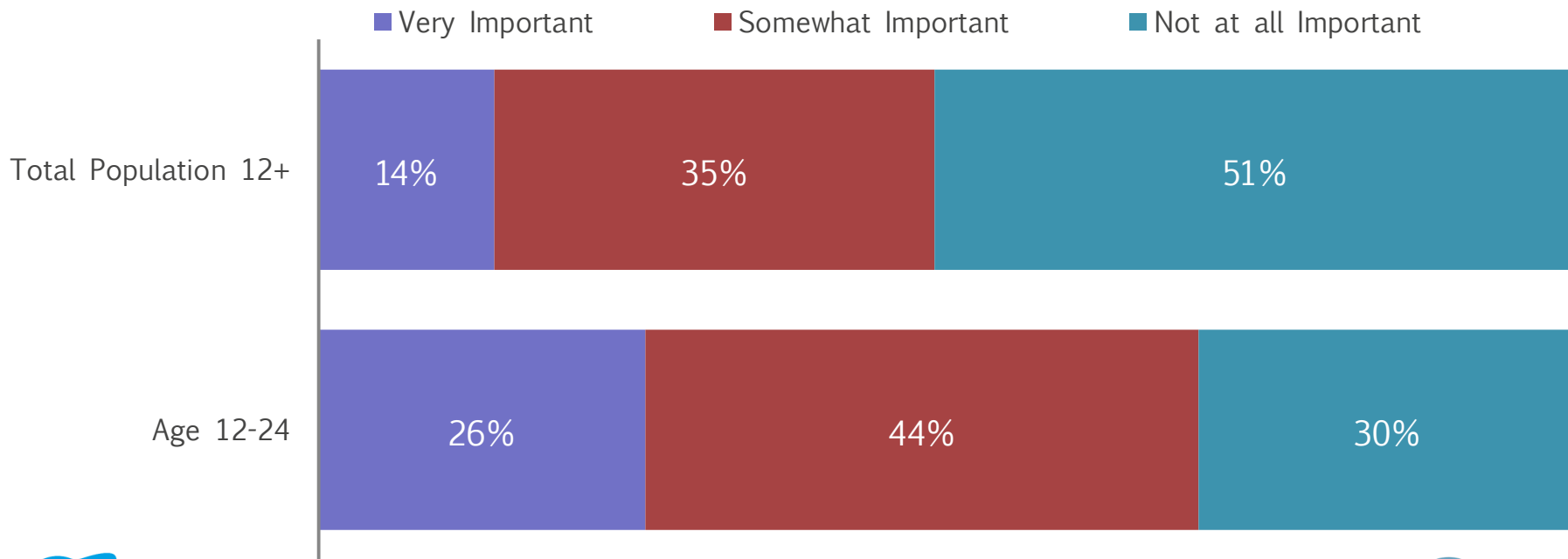


\*2015: Asked as "iTunes Radio"  
2016: Asked as "Apple Music, formerly known as iTunes Radio"



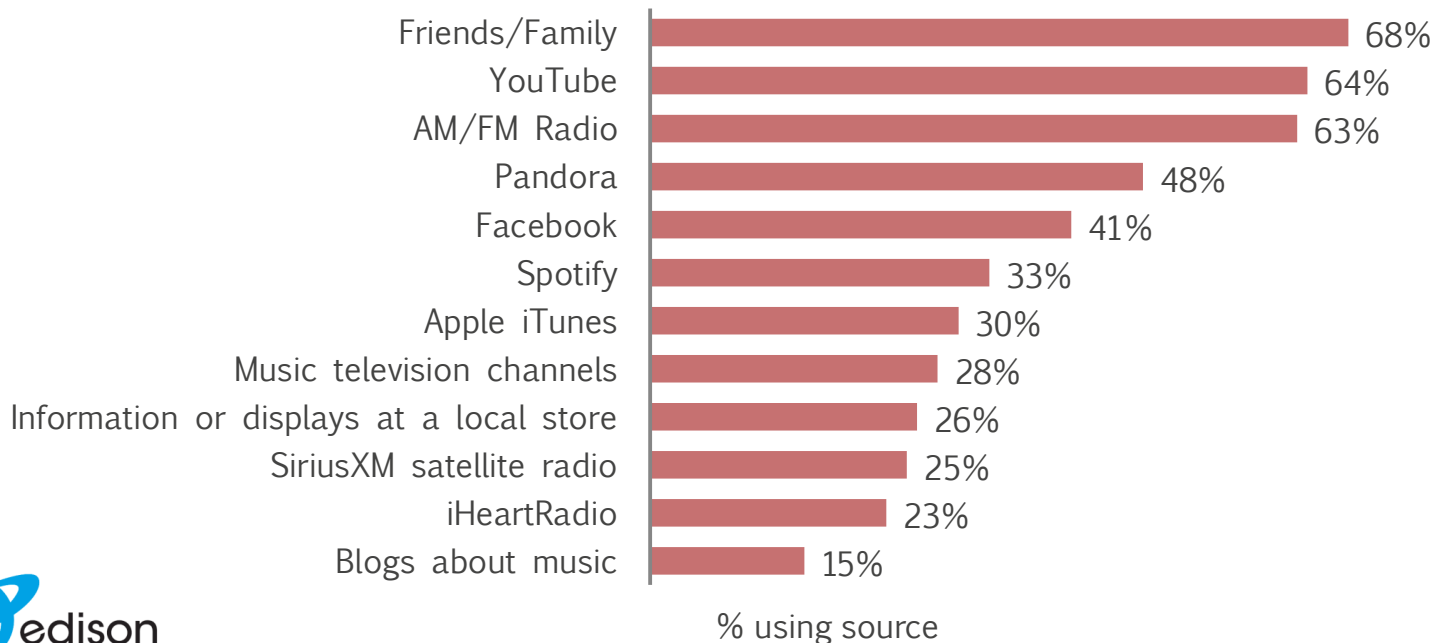
# MUSIC DISCOVERY

# Importance of Keeping Up-To-Date with Music



# Sources Used for Keeping Up-to-Date with Music

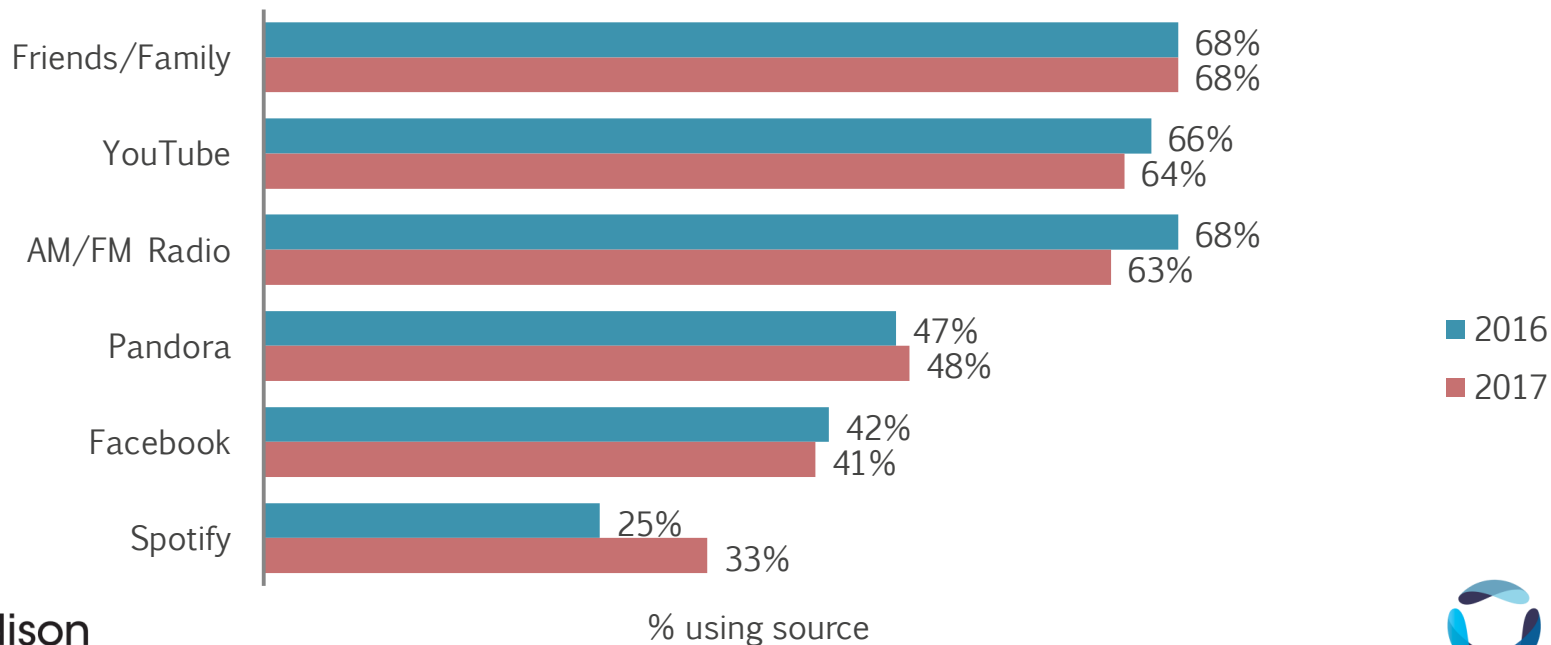
Base: Those saying it is “Very Important” or “Somewhat Important” to keep up-to-date with music





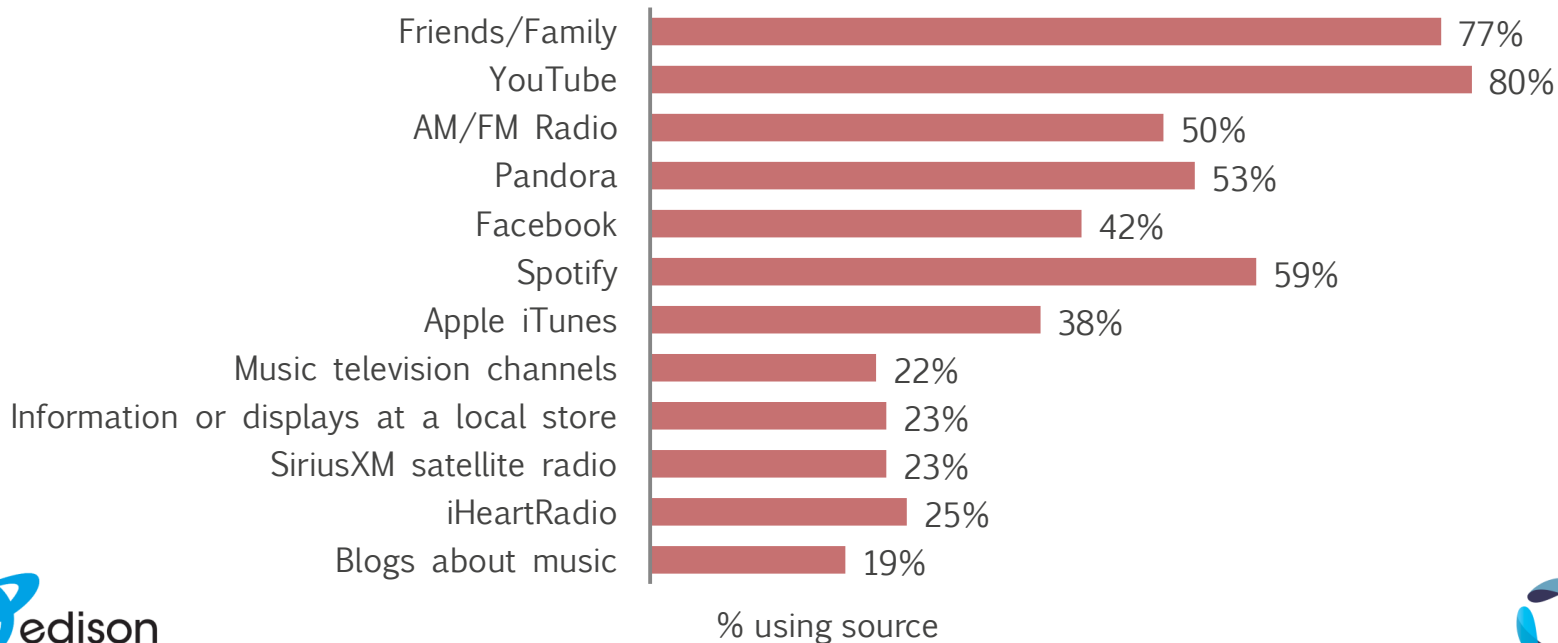
# Sources Used for Keeping Up-to-Date with Music

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



# 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



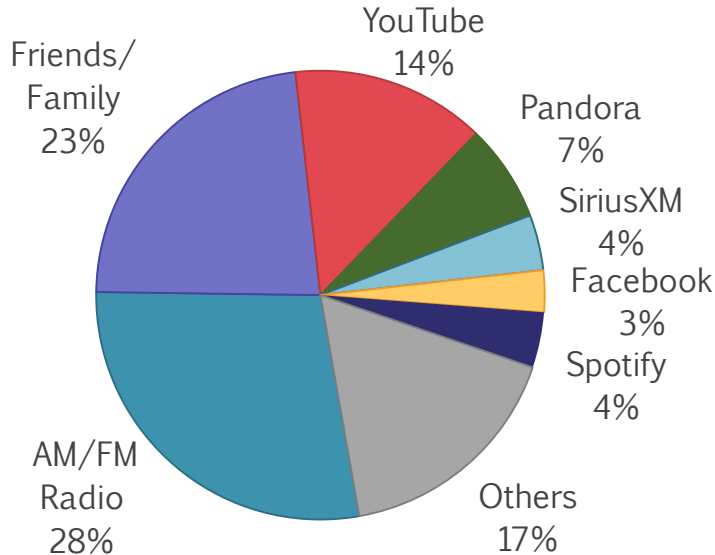


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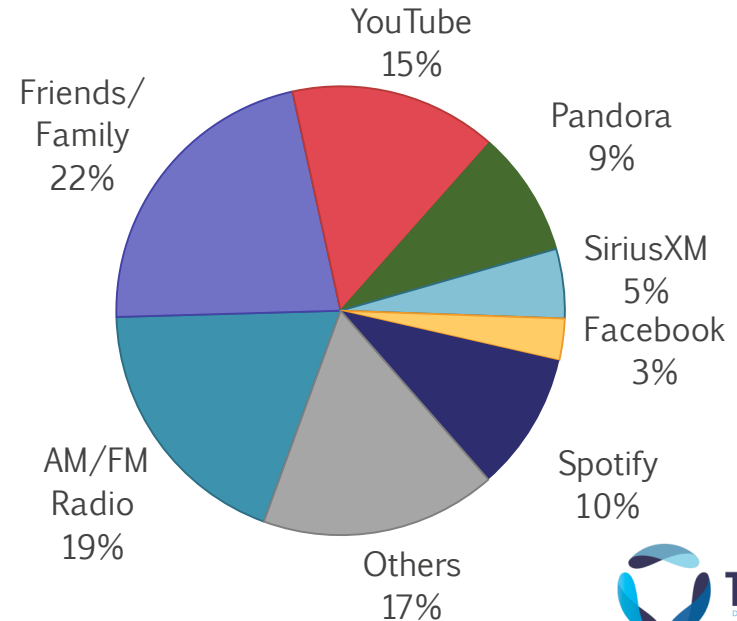
# Source Used Most Often for Keeping Up-to-Date with Music

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

2016

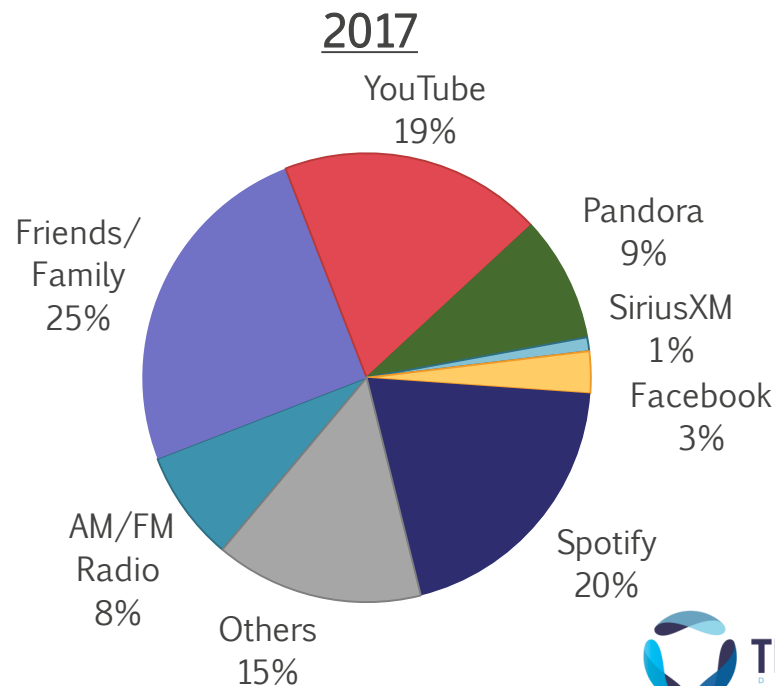
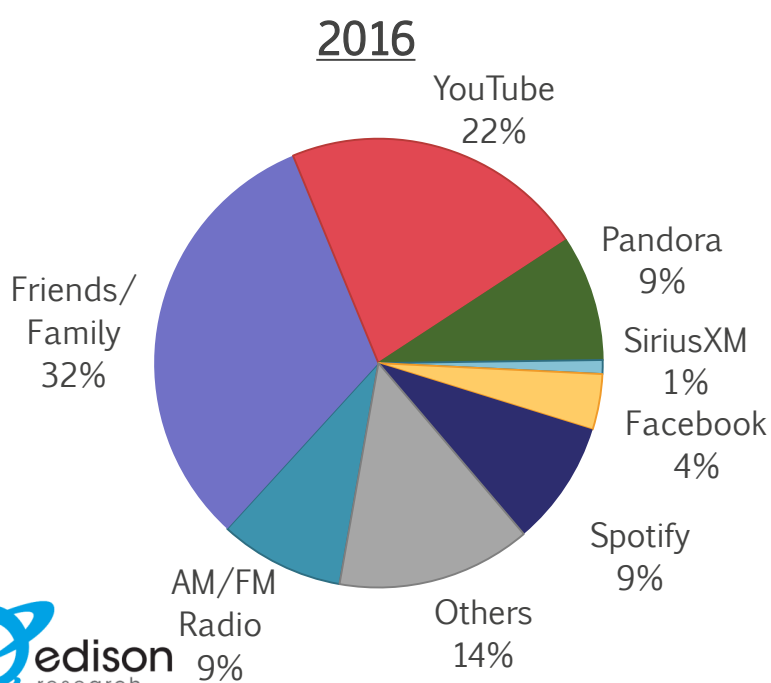


2017



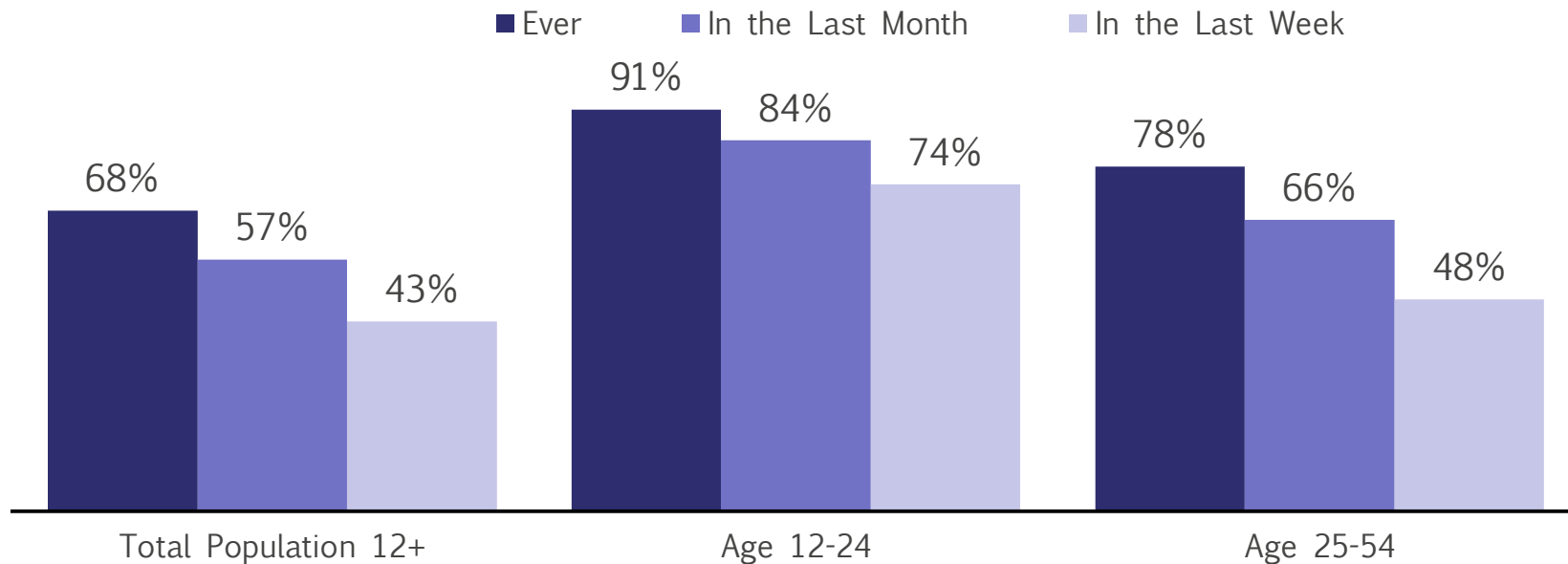
# Source Used Most Often for Keeping Up-to-Date with Music (Age 12-24)

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



# YouTube Usage

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

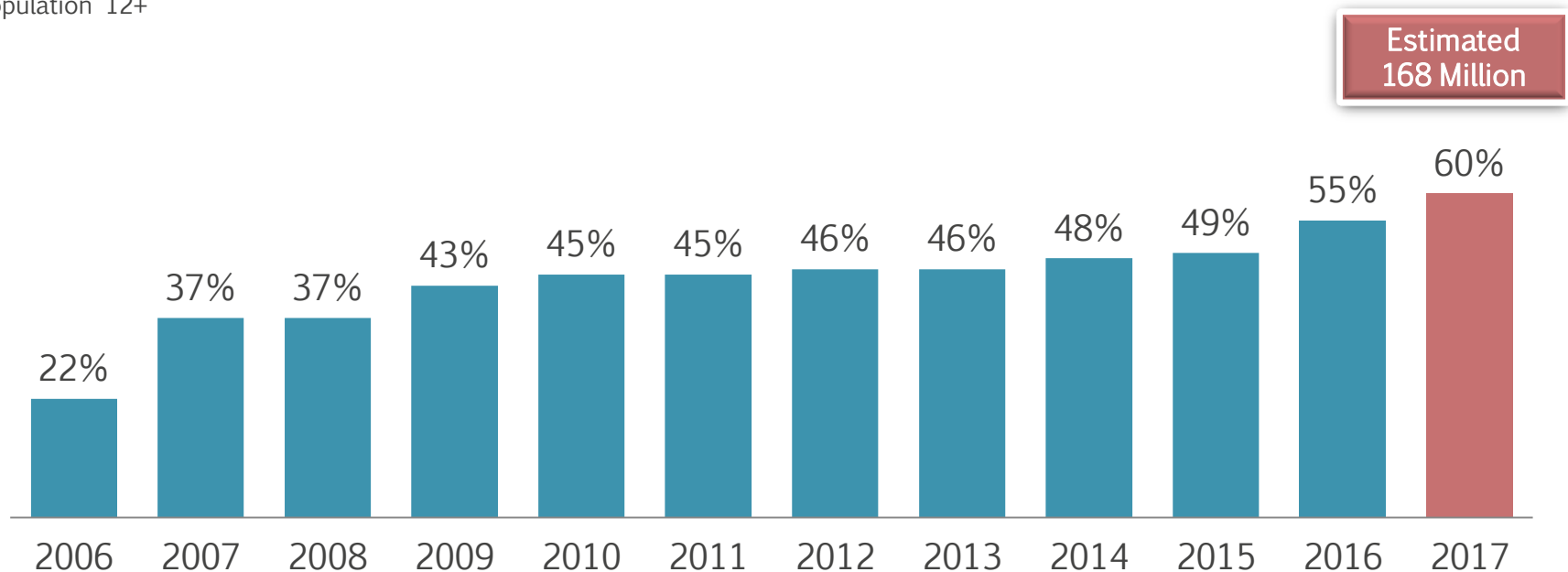




# PODCASTING

# Podcast Familiarity

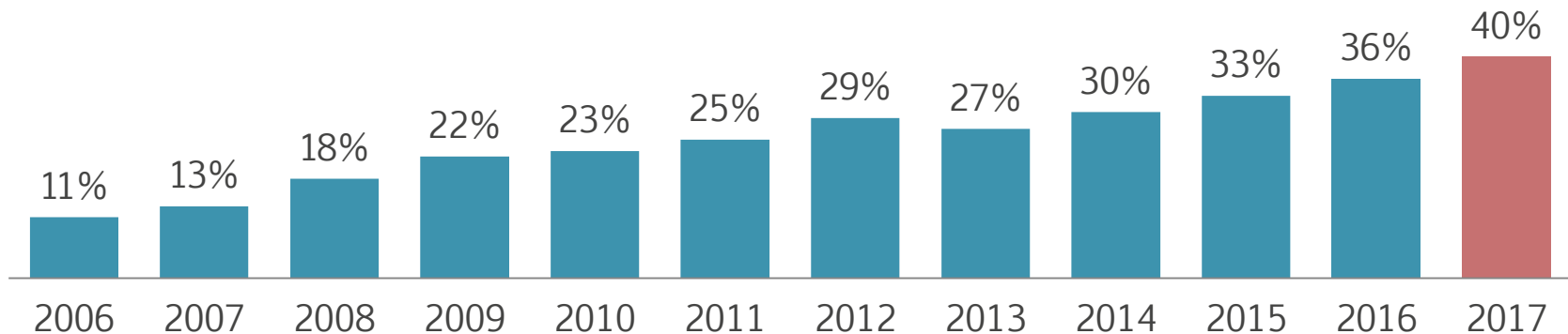
Total Population 12+



# Podcast Listening

Total Population 12+

Estimated  
112 Million

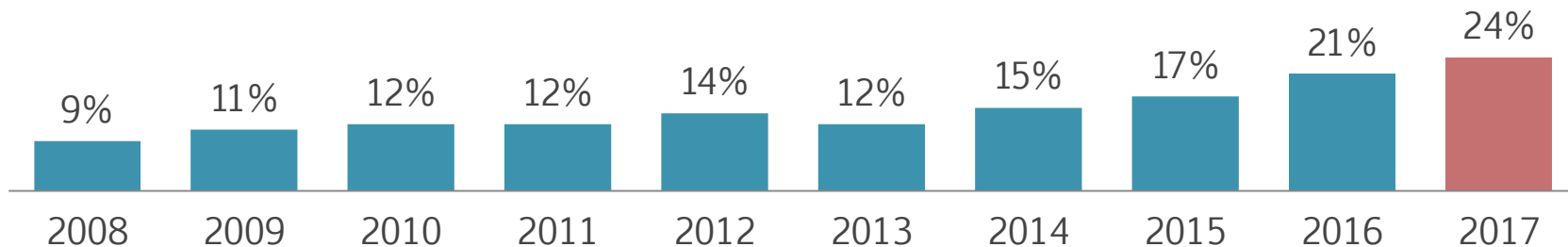




# Monthly Podcast Listening

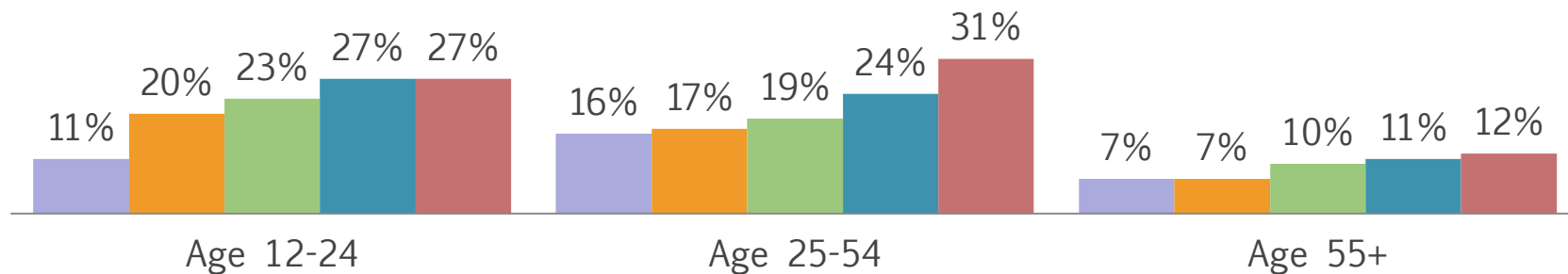
Total Population 12+

Estimated  
67 Million



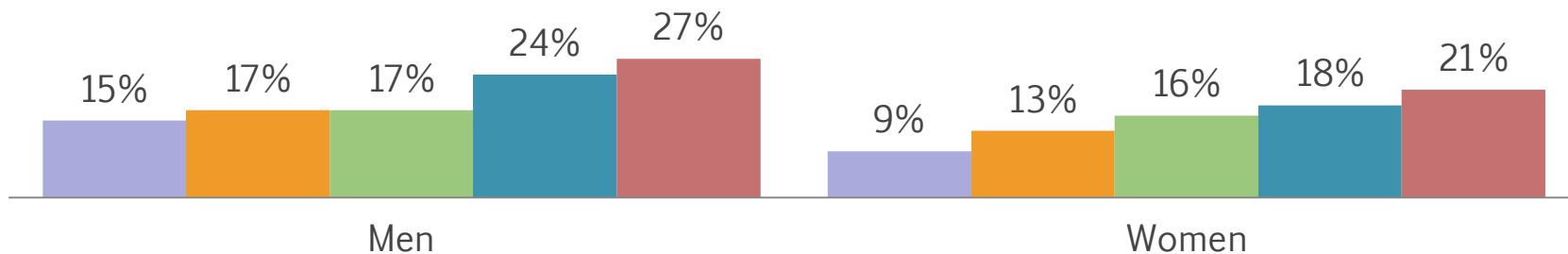
# Monthly Podcast Listening

■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017



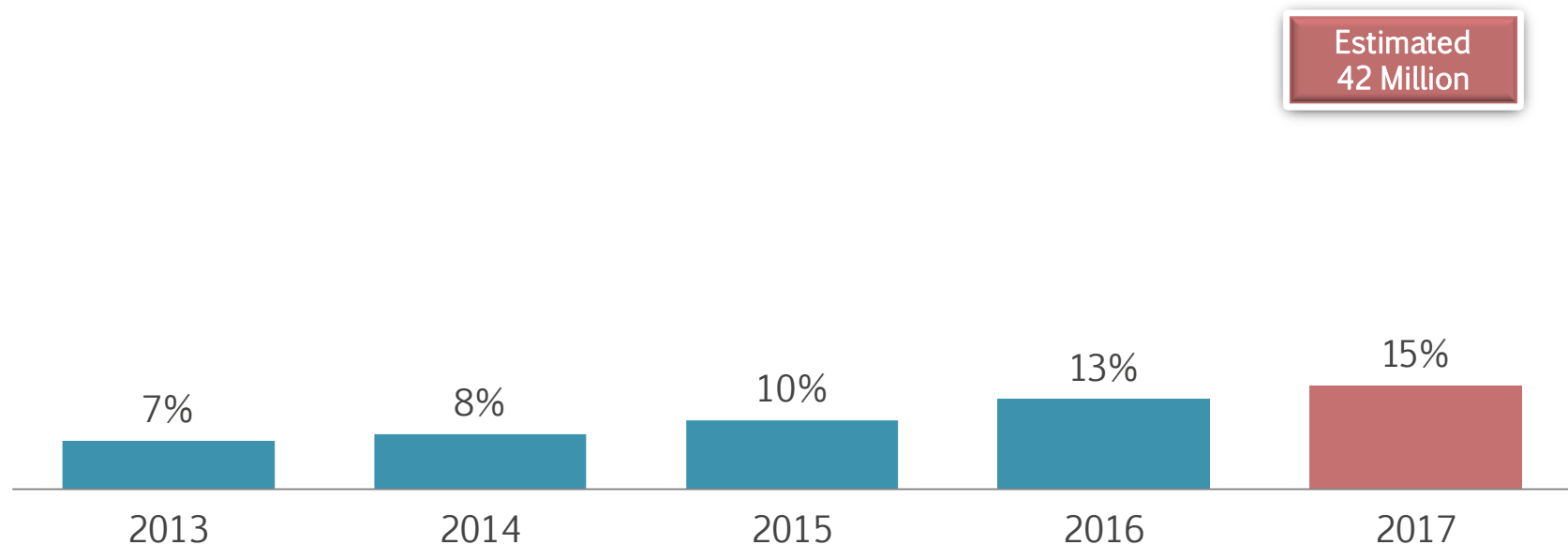
# Monthly Podcast Listening

■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017



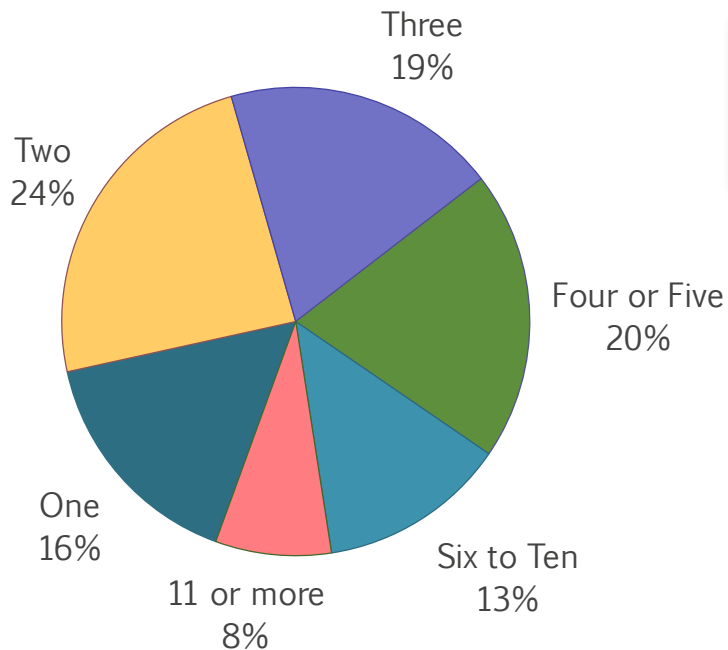
# Weekly Podcast Listening

Total Population 12+



# Number of Podcasts Listened to in Last Week

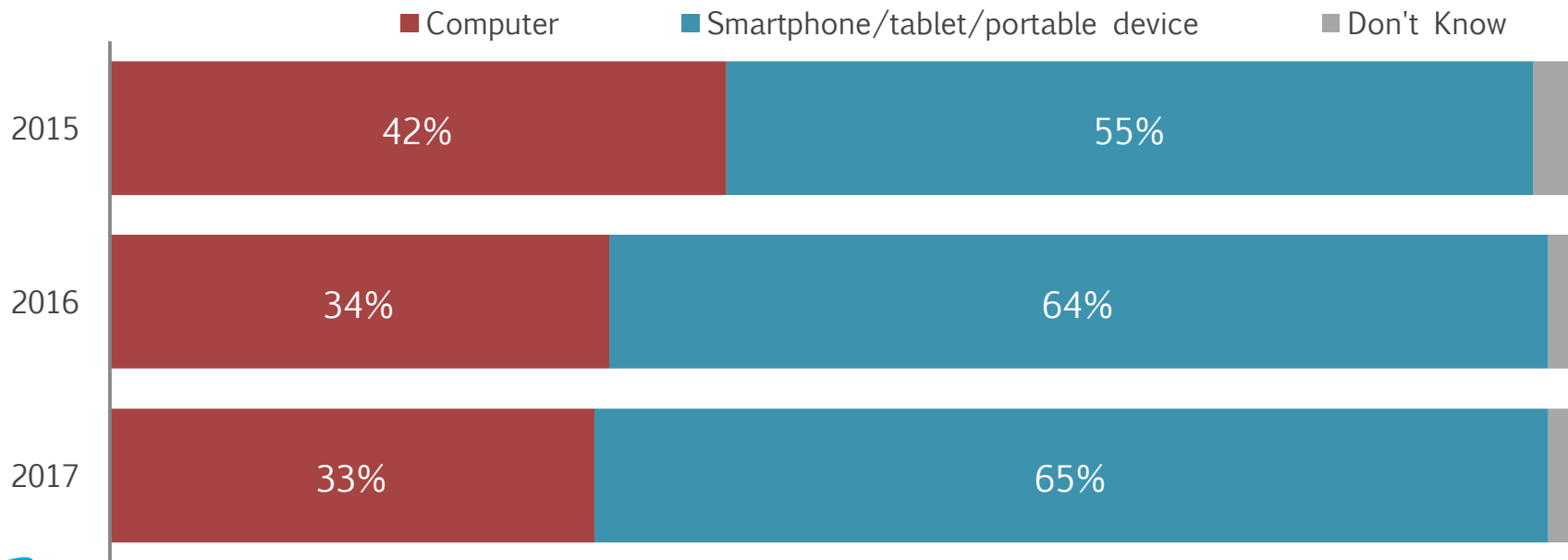
Base: Weekly Podcast Listeners



Average of five  
podcasts listened  
per week

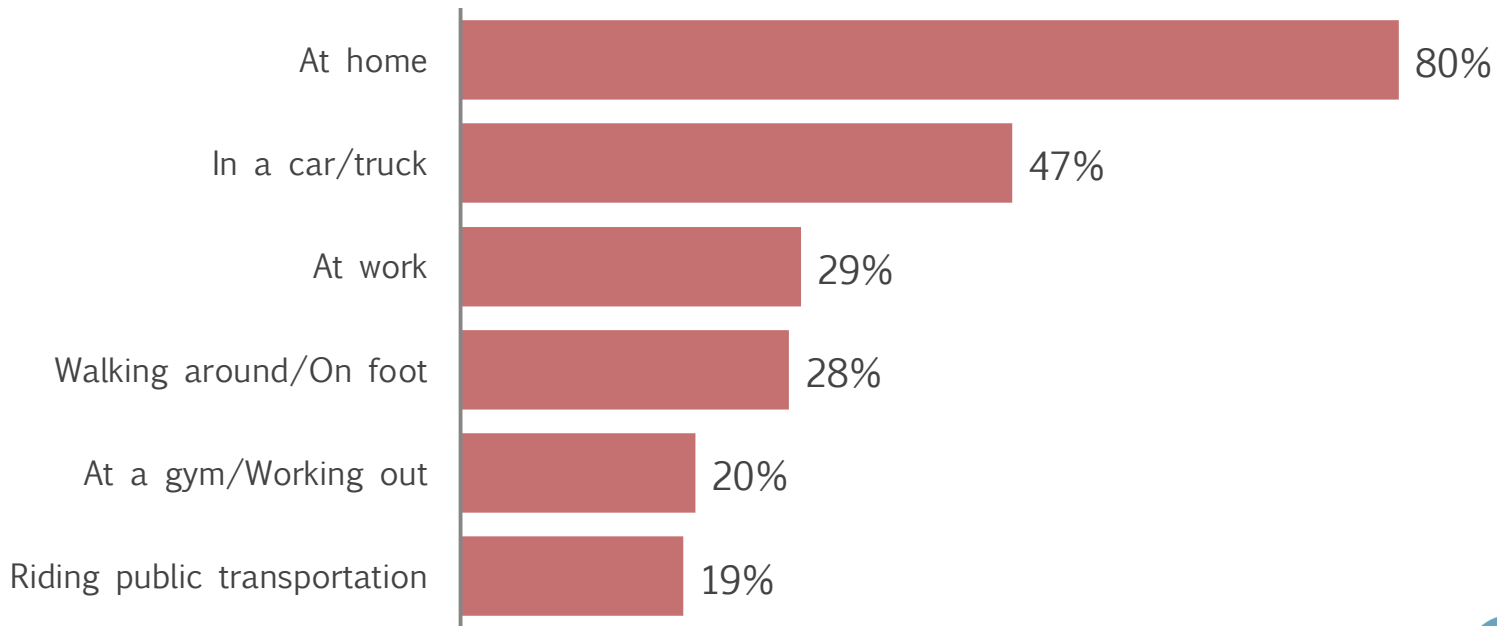
# Device Used Most Often to Listen to Podcasts

Base: Ever Listened to a Podcast



# Podcast Listening Locations

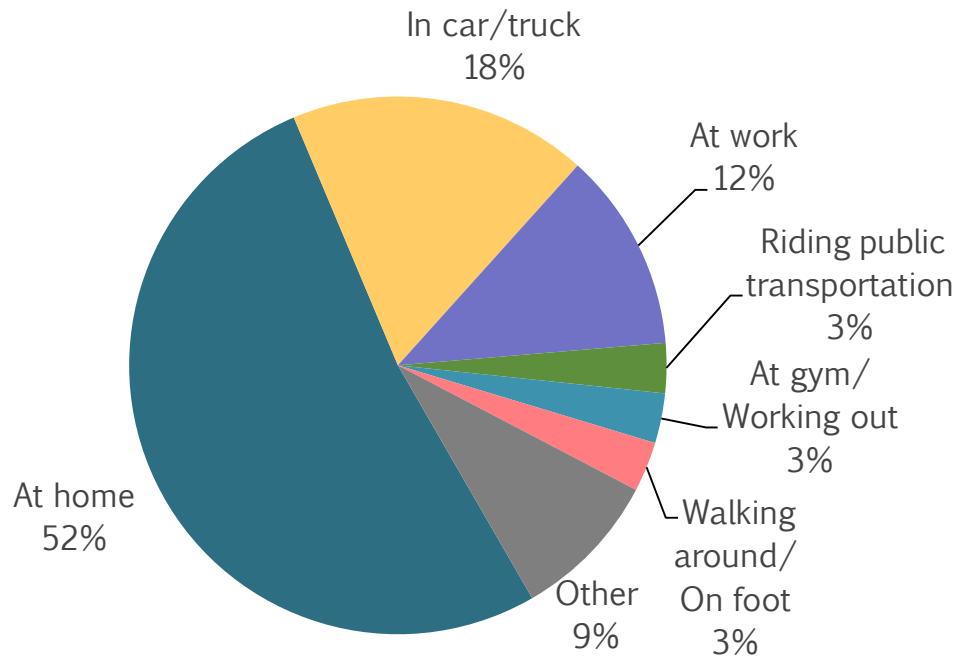
Base: Ever Listened to a Podcast



% ever listen to podcasts in location

# Location Listened to Most Often

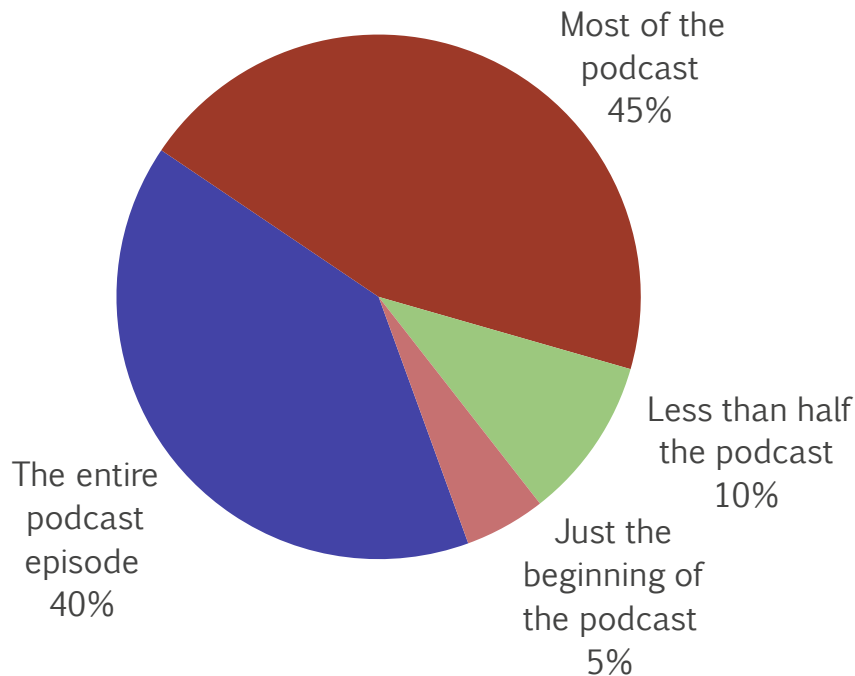
Base: Ever Listened to a Podcast





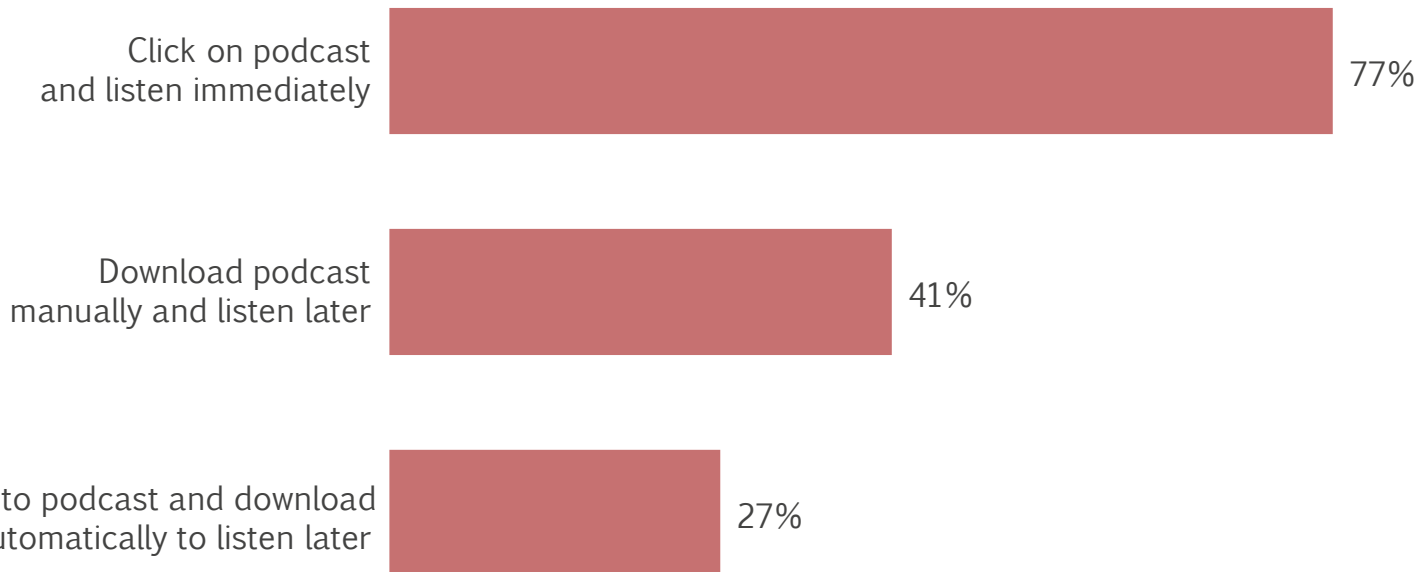
# Podcasting Listening

Base: Ever Listened to a Podcast



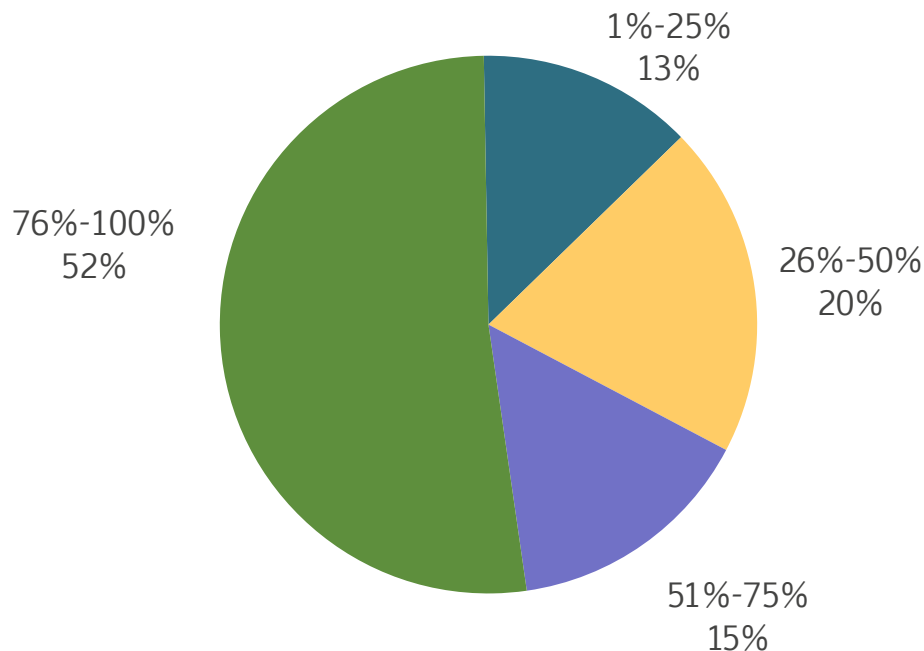
# Methods of Listening to Podcasts

Base: Ever Listened to a Podcast



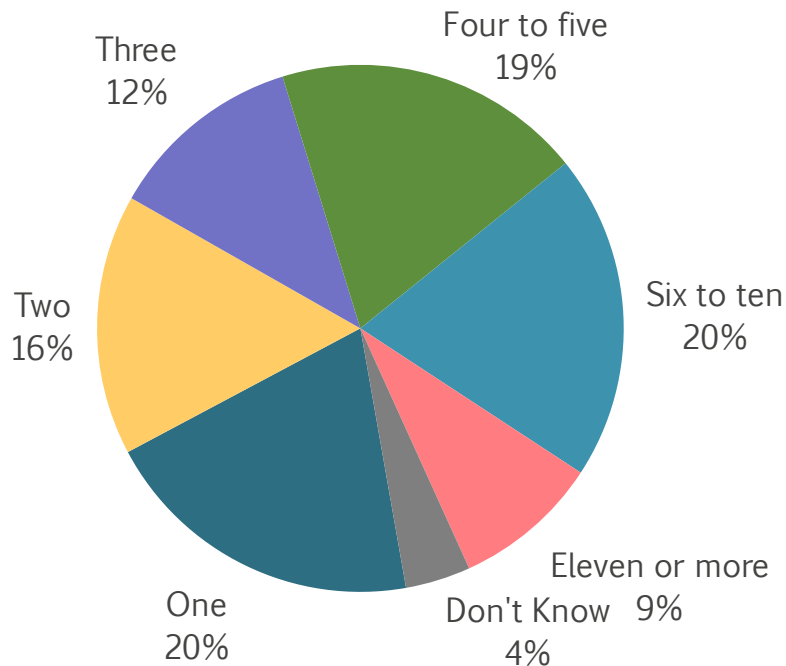
# Percent of all podcasts downloaded and then listened to

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



# Number of Podcasts Subscribed to

Base: Have ever subscribed to podcasts



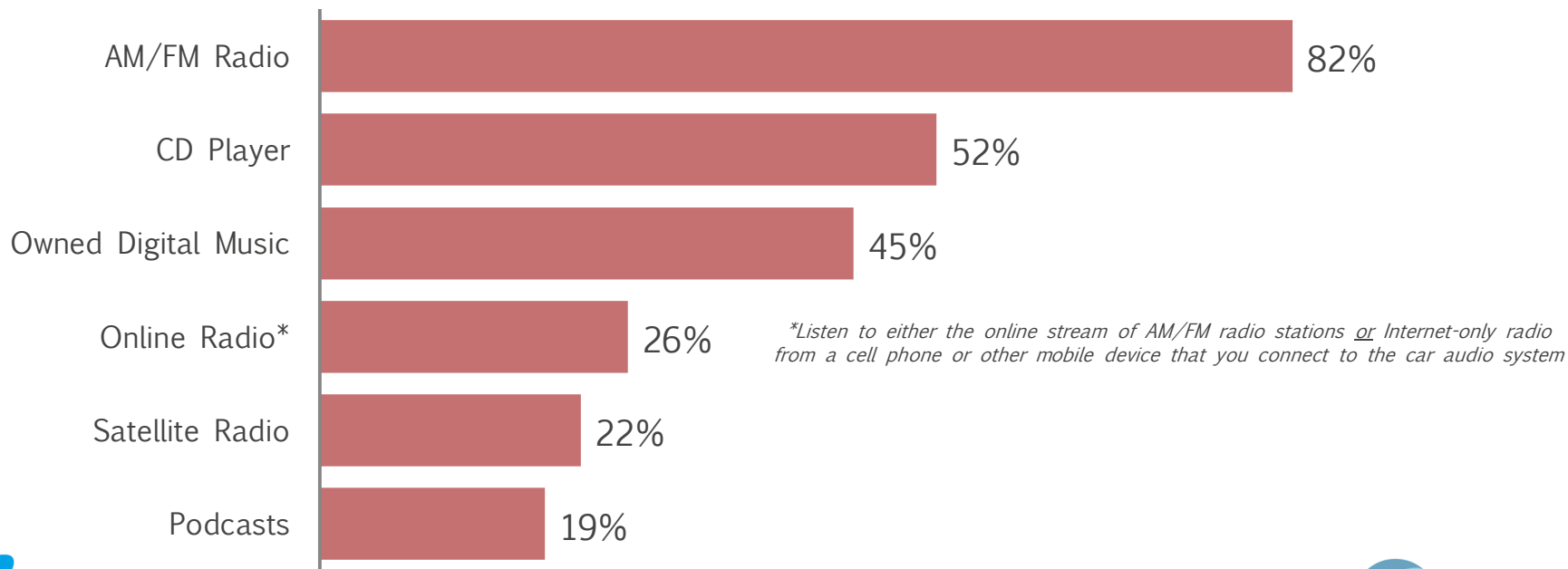
Average of six podcasts  
subscribed to



# IN-CAR MEDIA

# Audio Sources Used in Primary Car

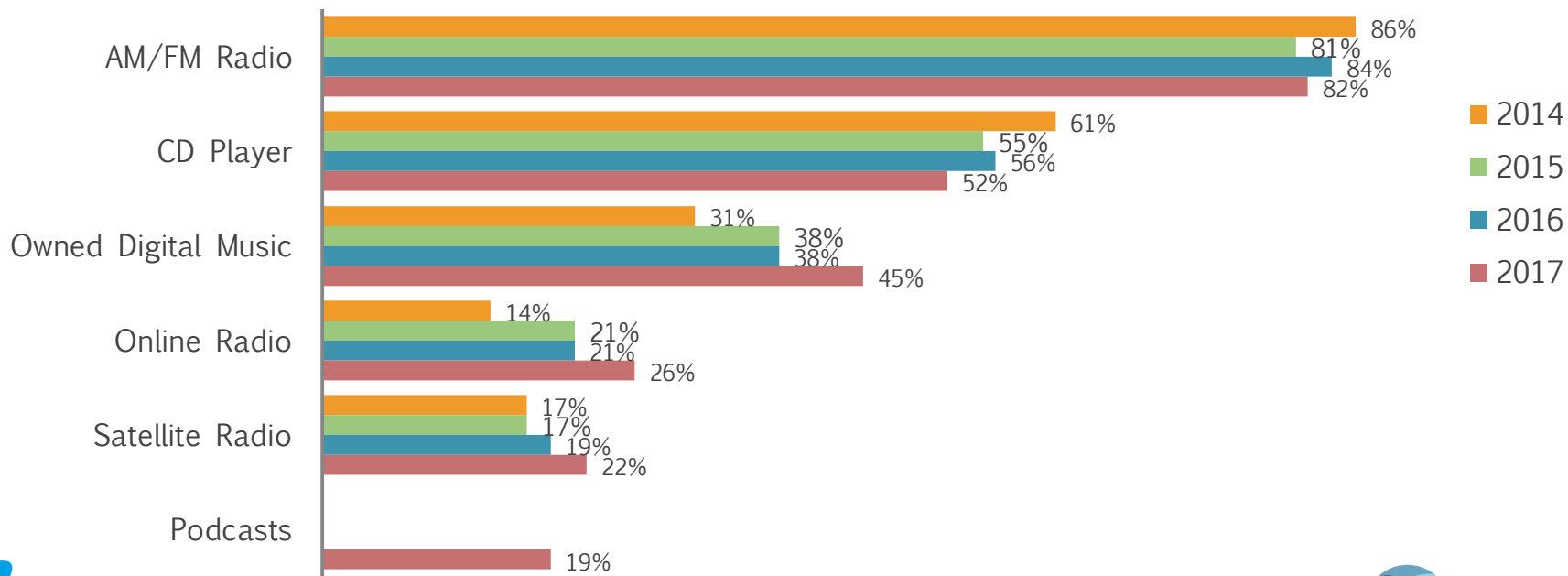
Base: Age 18+ and has driven/ridden in car in last month



% 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



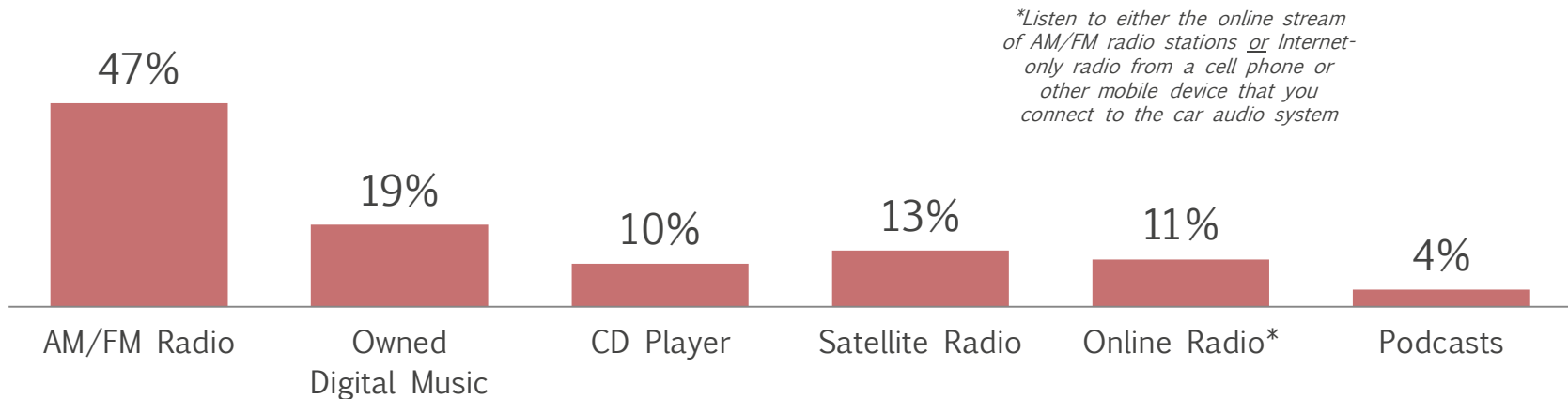
% currently ever using audio source in primary car



# 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



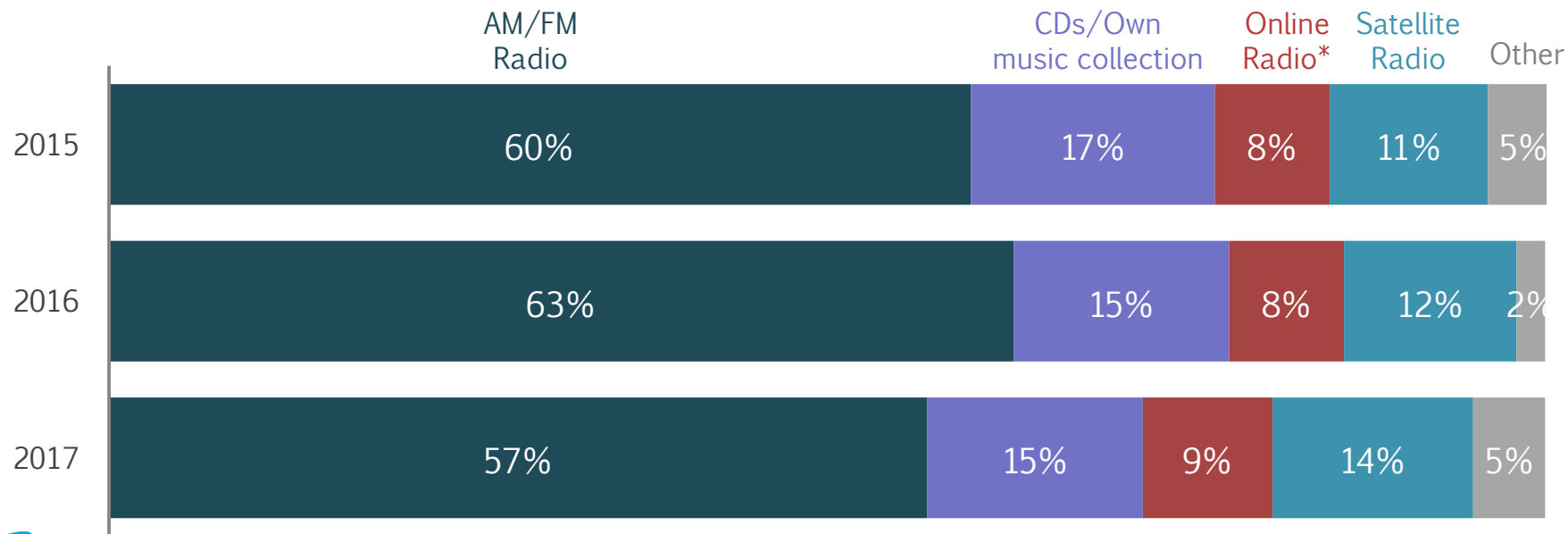
% using audio source "most" or "all" of the times in primary car





# Audio Source Used Most Often in Primary Car

Base: Use any audio source in primary car



*\*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*

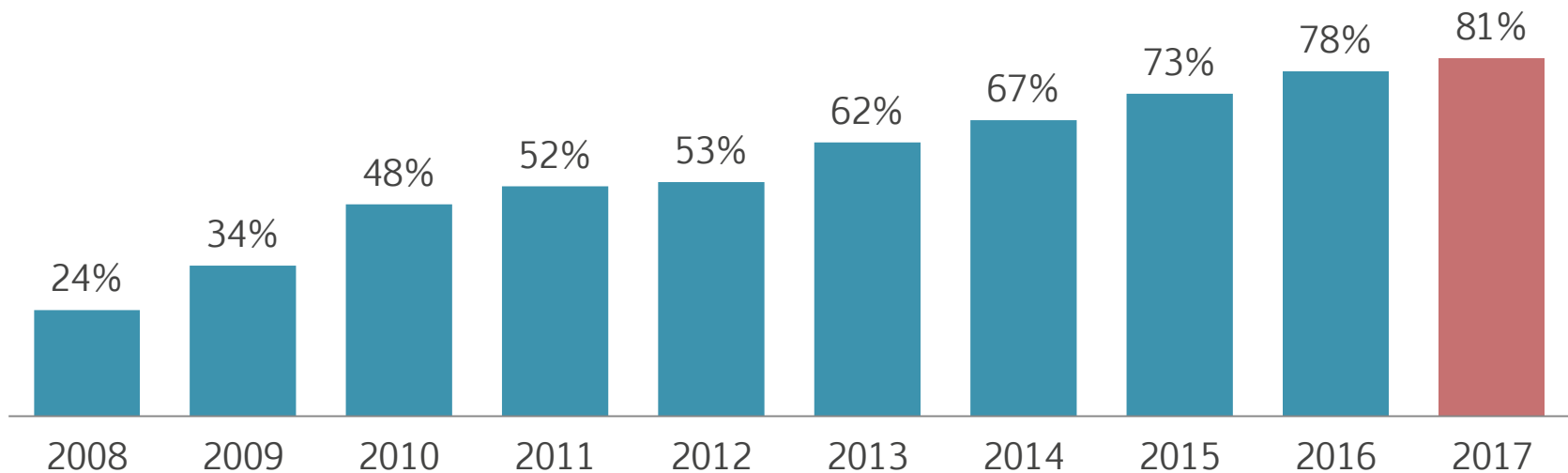


# SOCIAL MEDIA

# Social Media Usage

Total Population 12+

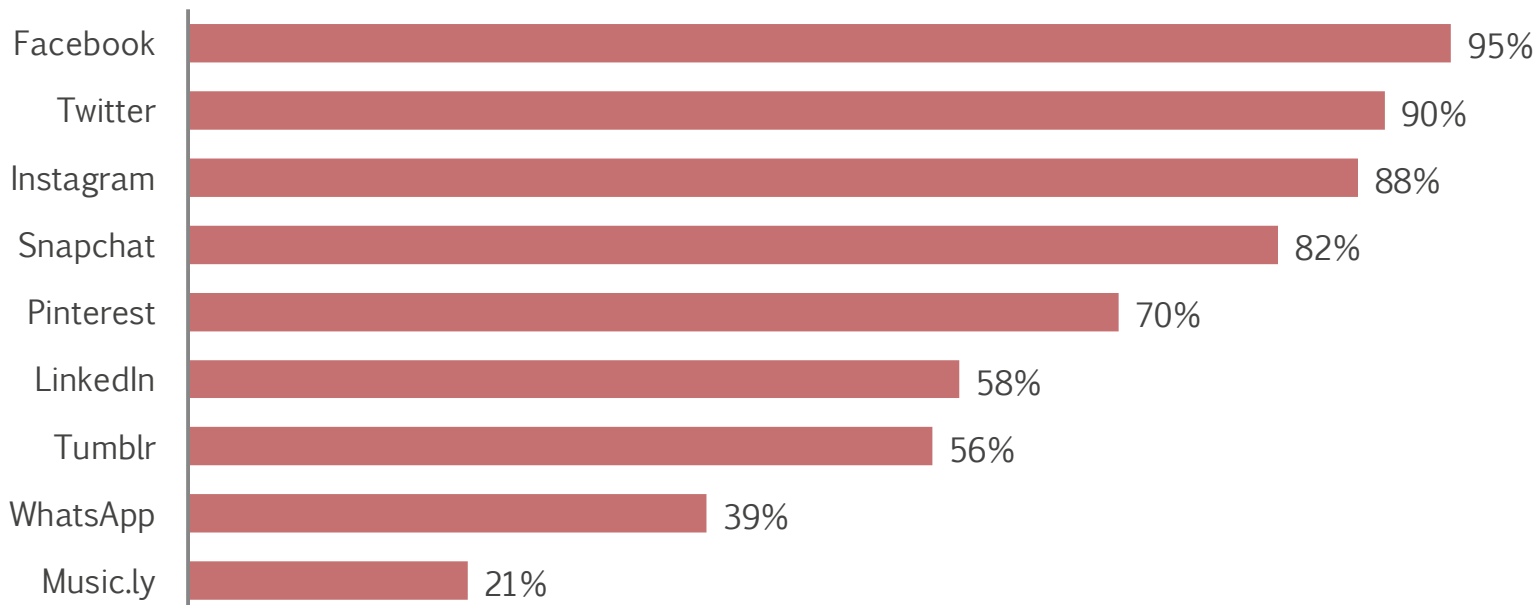
Estimated  
226 Million



% currently use any social media

# Social Media Brand Awareness

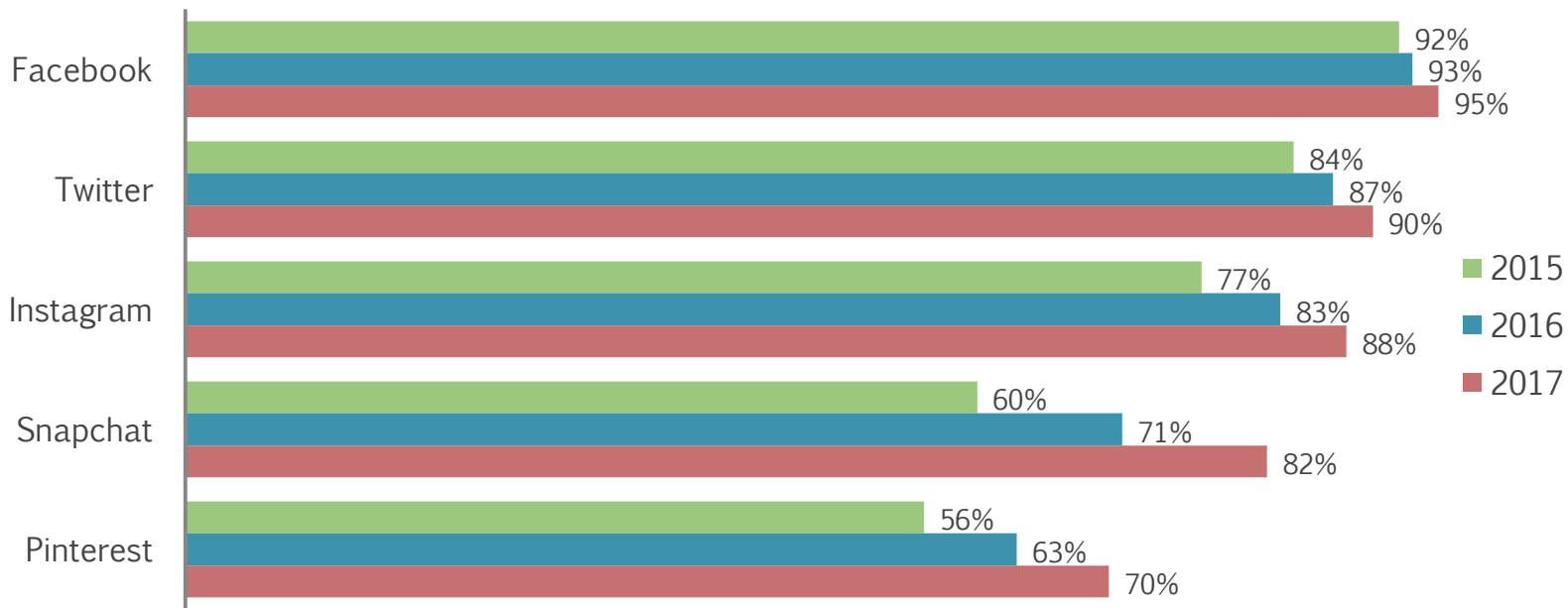
Total Population 12+



# Social Media Brand Awareness

Total Population 12+

Page 1 of 2

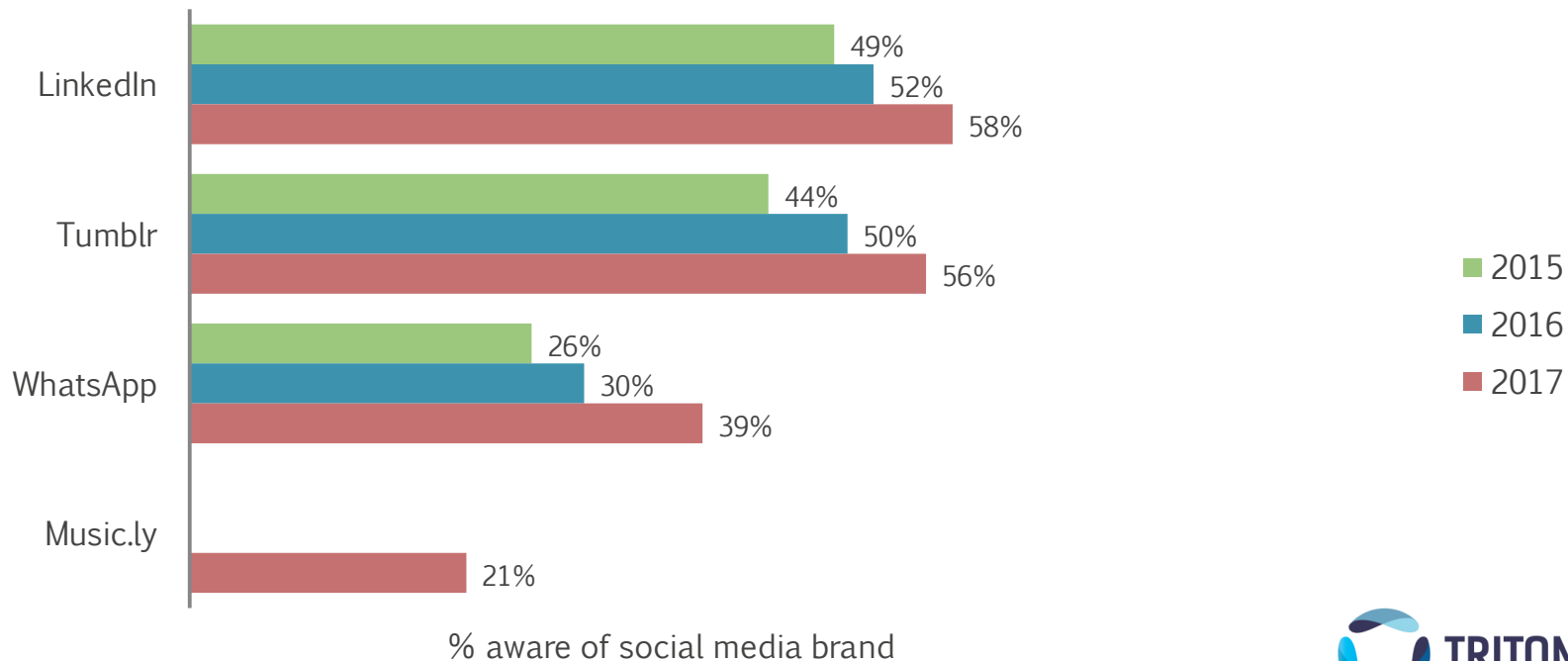


% aware of social media brand

# Social Media Brand Awareness

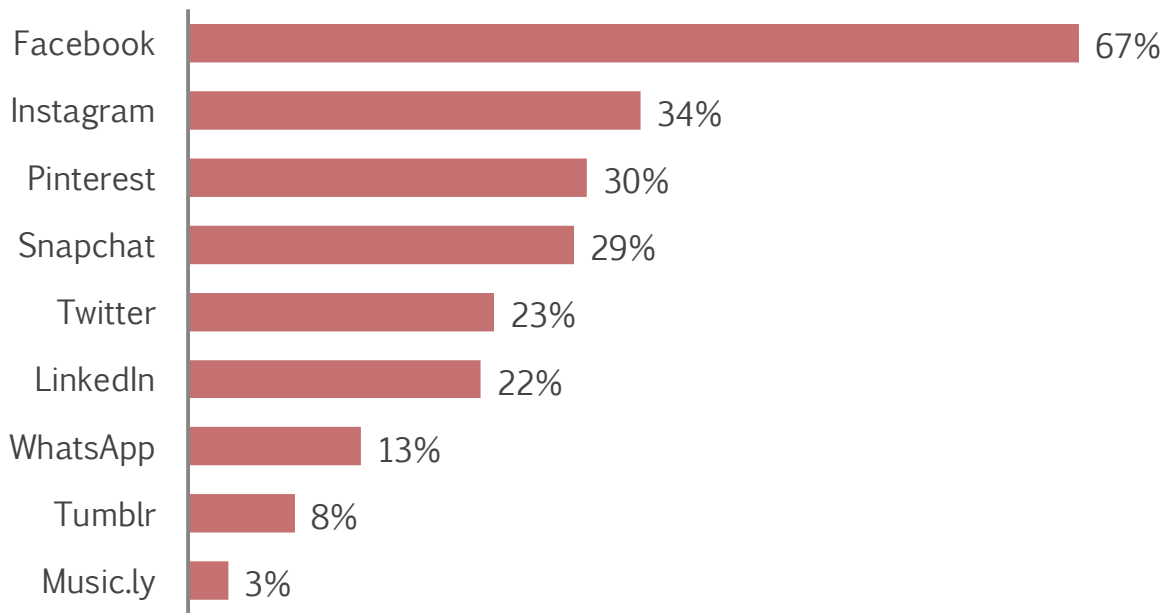
Total Population 12+

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# Social Media Brand Usage

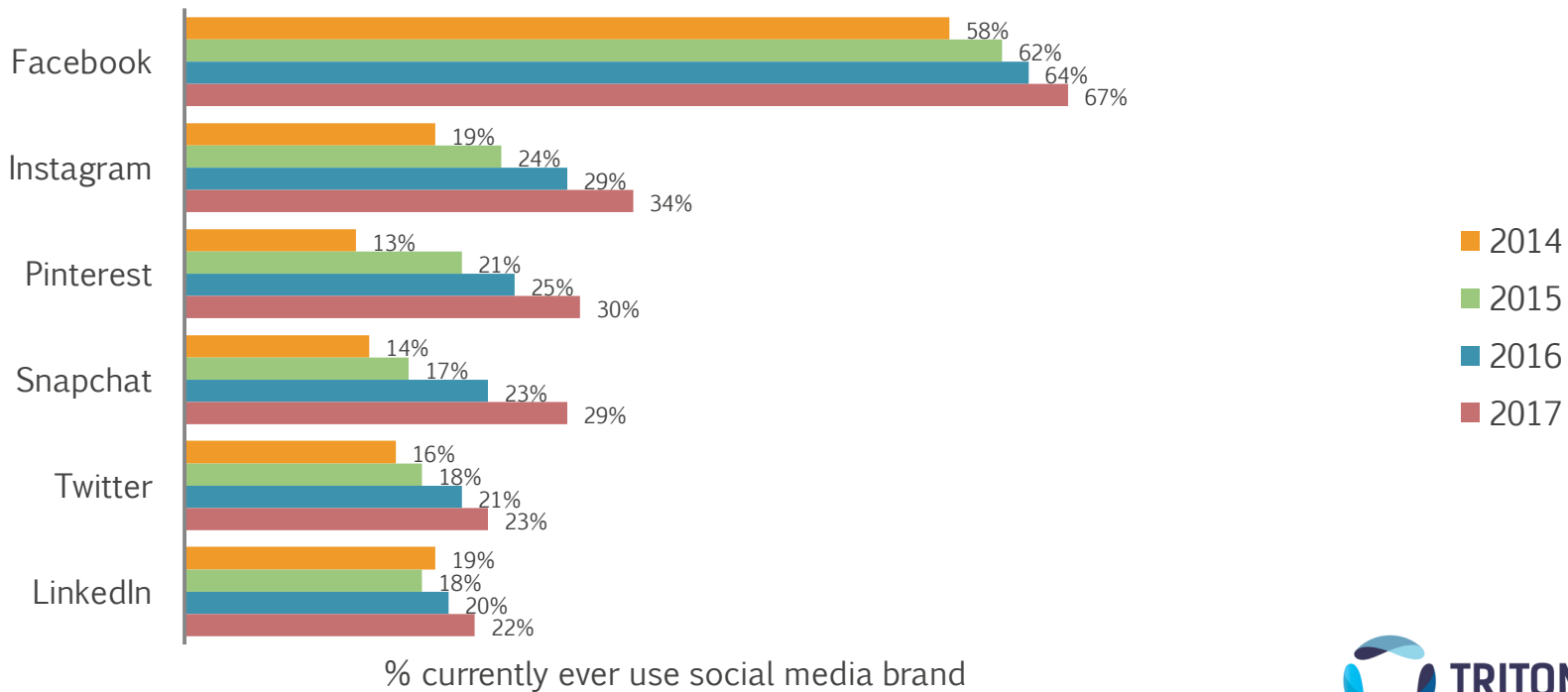
Total Population 12+



% currently ever use social media brand

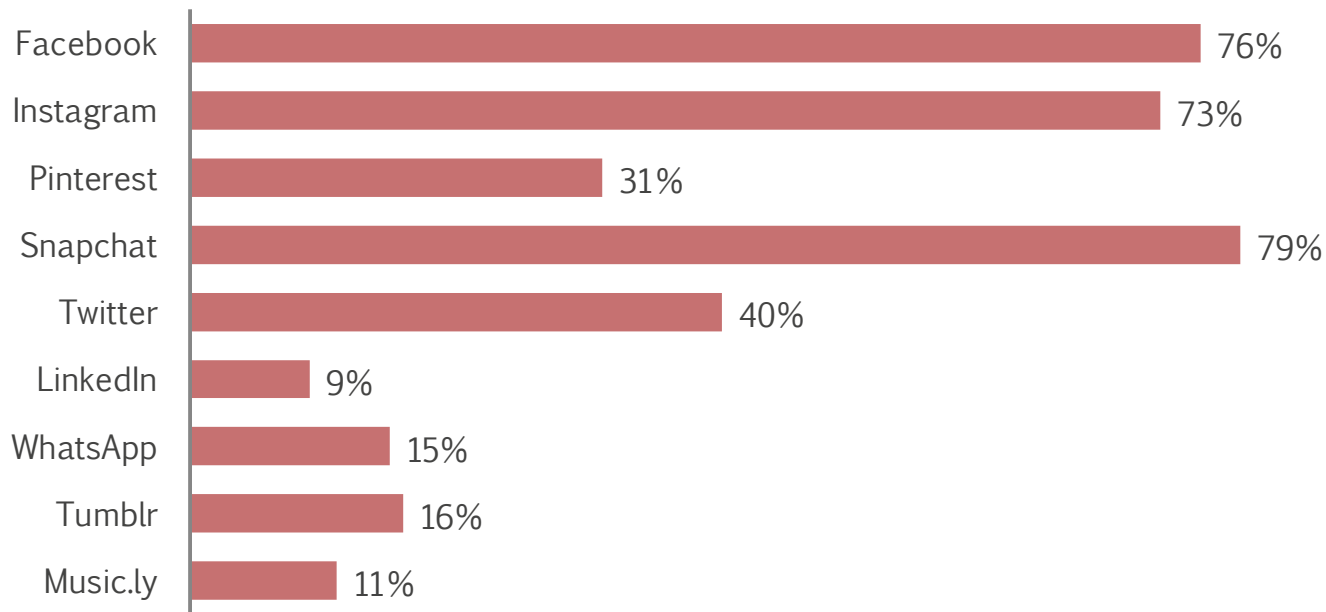
# Social Media Brand Usage

Total Population 12+





# Social Media Brand Usage (Age 12-24)

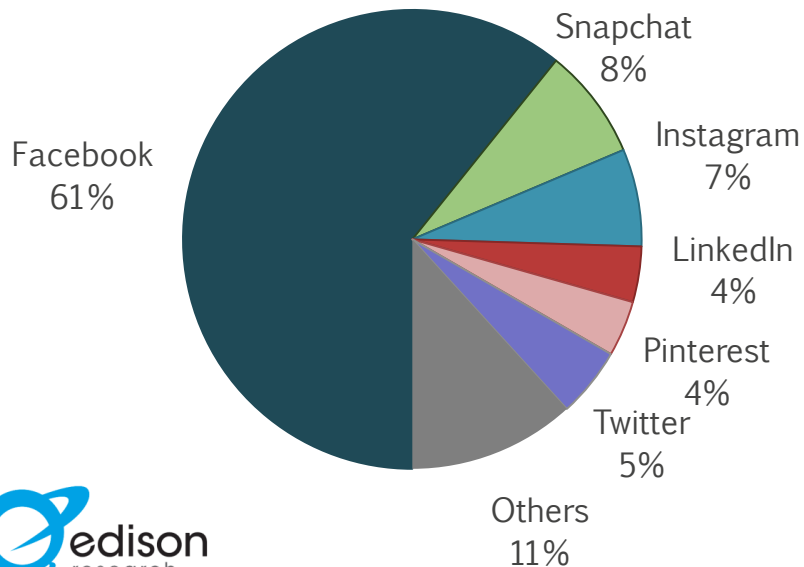


% currently ever use social media brand

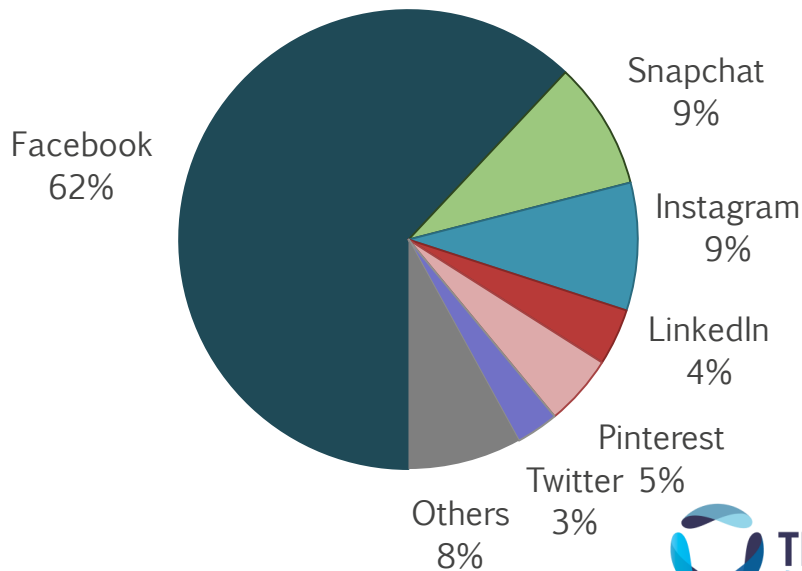
# Social Media Brand Used Most Often

Base: Currently use any social networking brands

2016



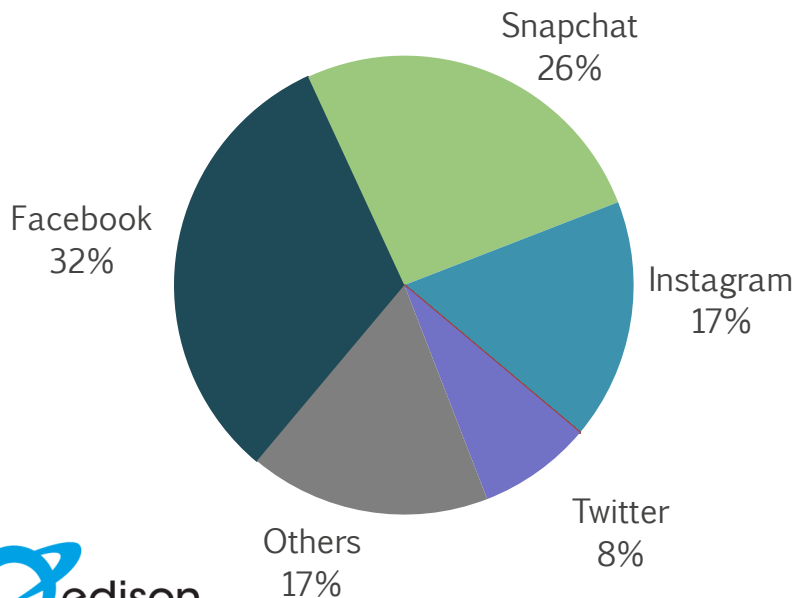
2017



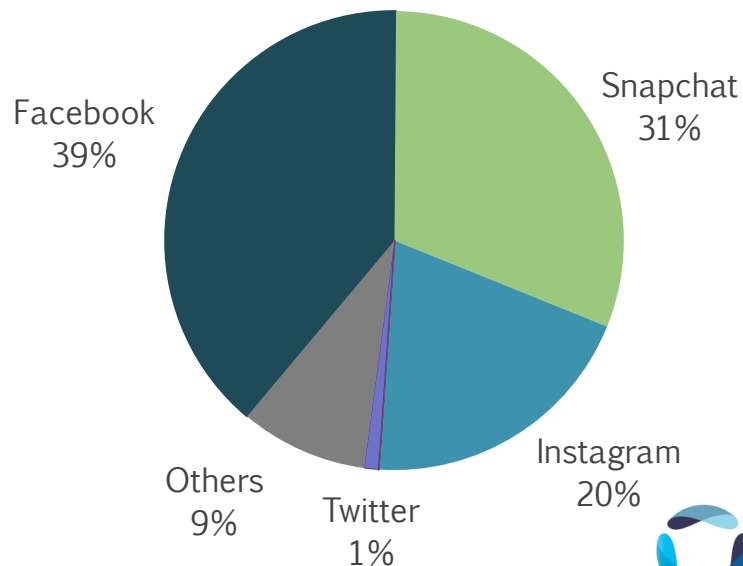
# Social Media Brand Used Most Often (Age 12-24)

Base: Currently use any social networking brands

2016



2017





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2017

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