



# The Infinite Dial Canada 2021

#InfiniteDial



#InfiniteDial

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# Study Overview

- ▶ The Infinite Dial is the longest-running survey of digital media consumer behavior in America
- ▶ The Infinite Dial Canada report mirrors the Infinite Dial U.S. reports, which have been undertaken annually since 1998 by Edison Research, and cover a wide range of online digital media topics
- ▶ Infinite Dial Canada continues to explore the penetration of online digital audio , as well as the online platforms and technologies that Canadians are using
- ▶ This study is designed to allow for direct comparisons between Canadian and U.S. markets

## Study Methodology

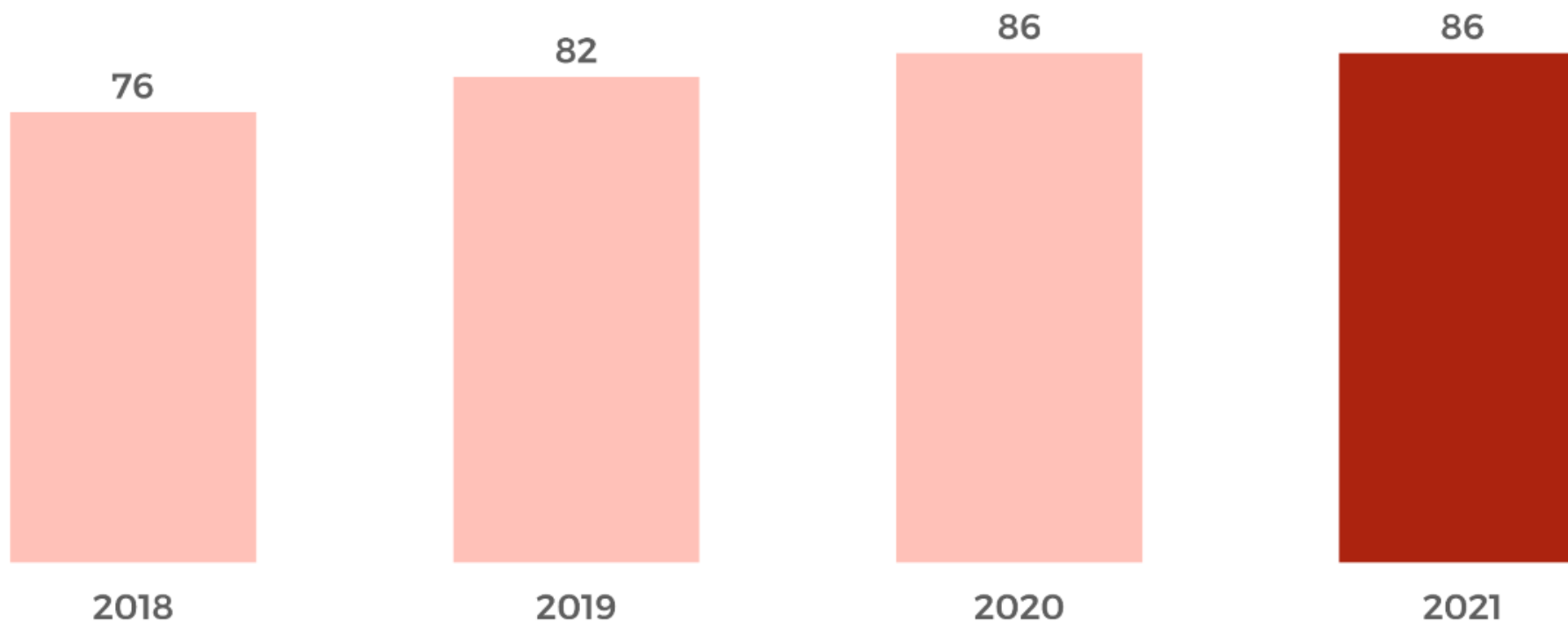
- ▶ In February 2021, Edison Research conducted a national telephone survey of 1,001 people aged 18 and older, using random digital dialing techniques to both mobile phones and landlines
- ▶ Survey offered in both English and French
- ▶ Data weighted to national 18+ population figures

# Media & Technologies

# Smartphone Ownership

TOTAL CANADIAN POPULATION 18+

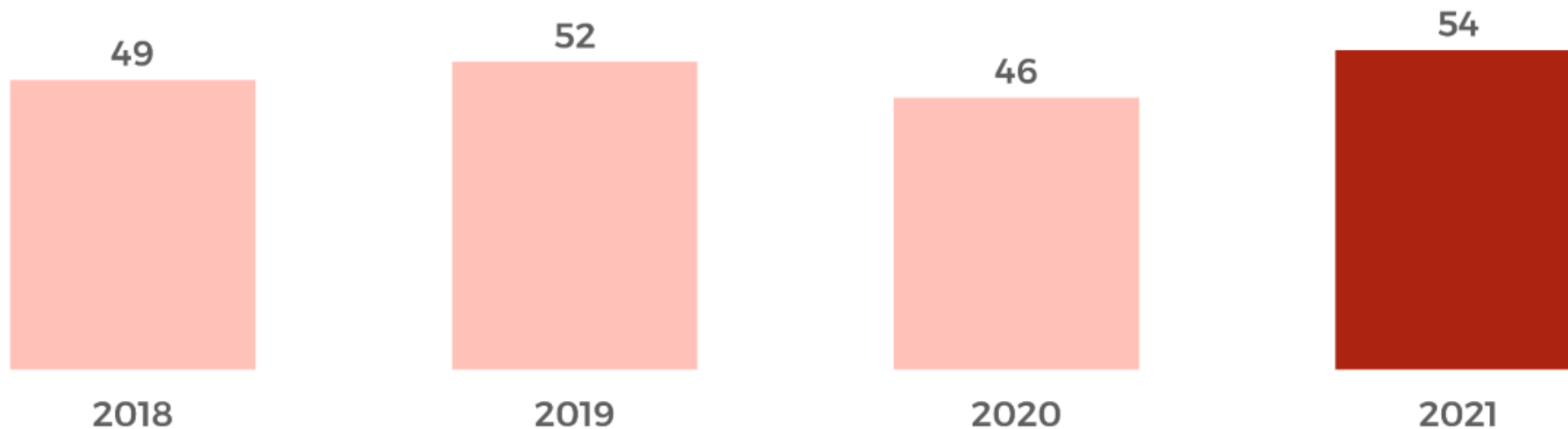
% OWNING A SMARTPHONE



# Tablet Ownership

TOTAL CANADIAN POPULATION 18+

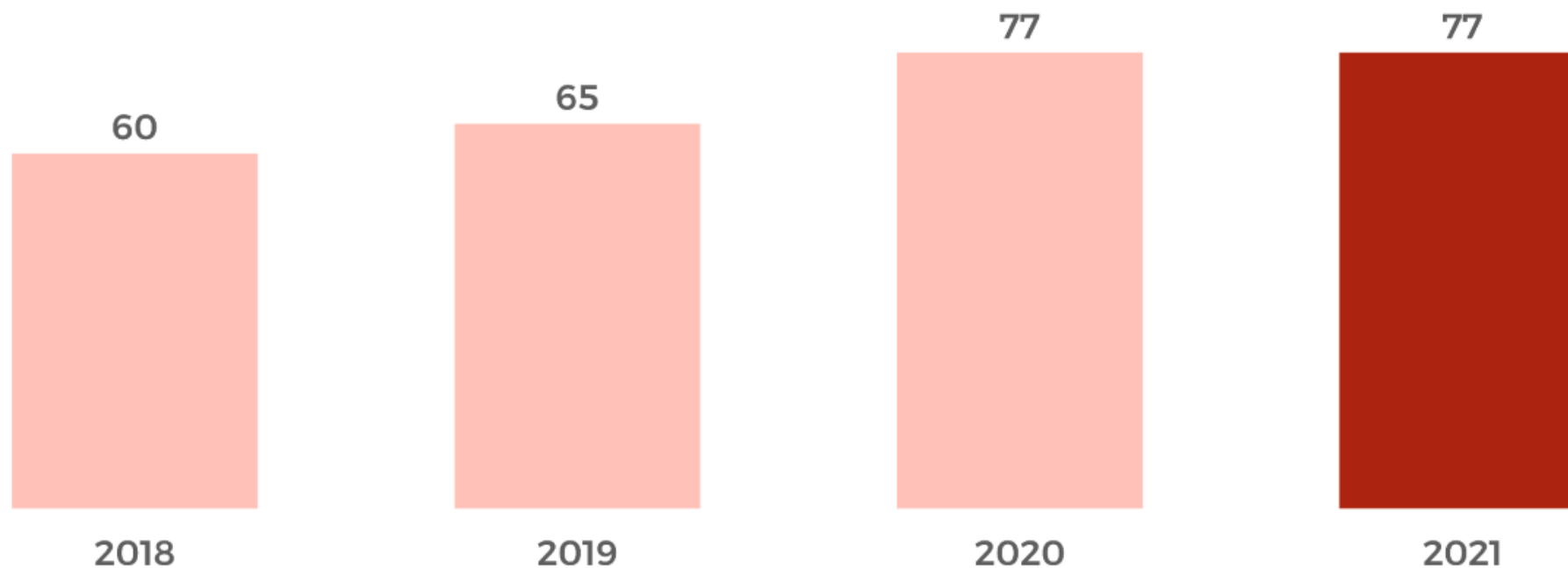
% OWNING A TABLET



# Smart Speaker Awareness

TOTAL CANADIAN POPULATION 18+

% AWARE OF SMART SPEAKERS



# Smart Speaker Ownership

TOTAL CANADIAN POPULATION 18+

% OWN ANY SMART SPEAKER

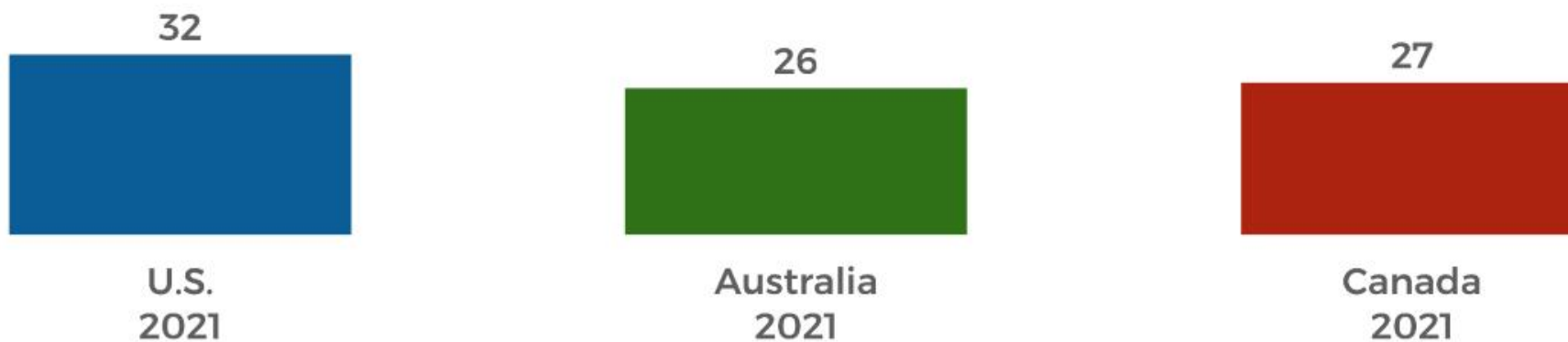




# Smart Speaker Ownership

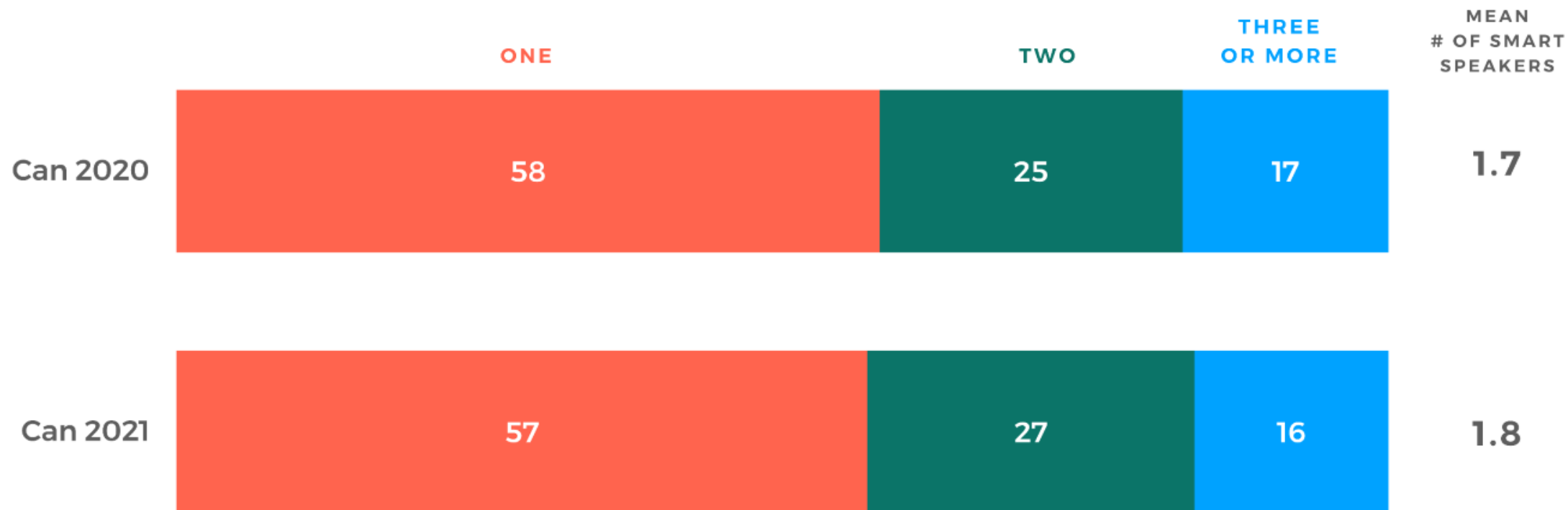
POPULATIONS 18+

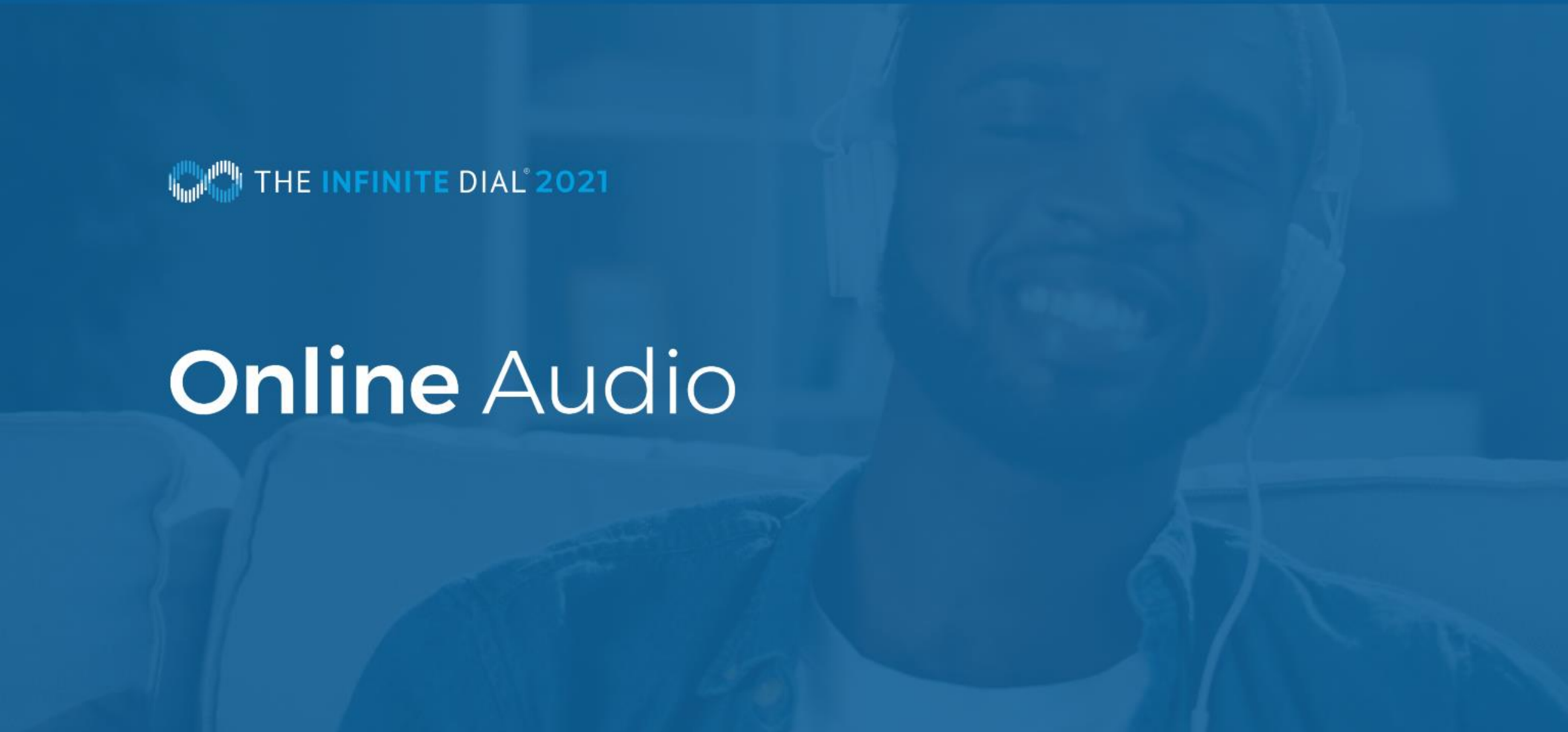
% OWN ANY SMART SPEAKER



# Number of Smart Speakers in Household

BASE: CANADIAN AGE 18+ SMART SPEAKER OWNERS





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# Online Audio



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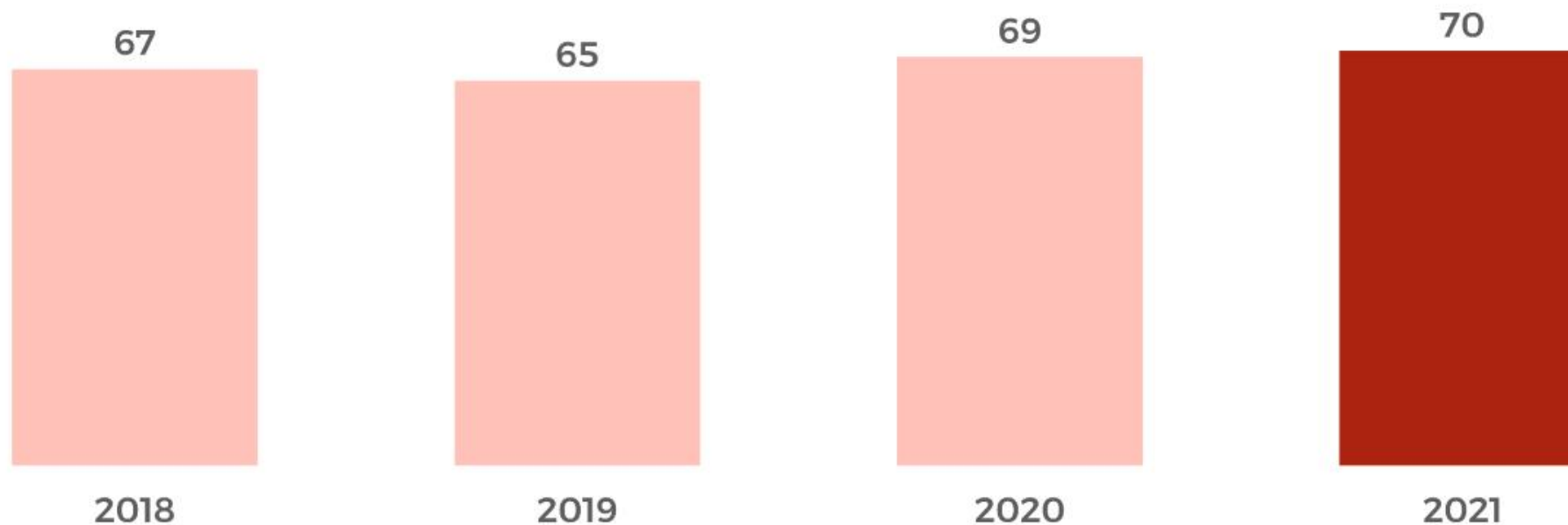
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# Listening to AM/FM Radio in the Last Week

TOTAL CANADIAN POPULATION 18+

% LISTENED TO AM/FM RADIO IN LAST WEEK

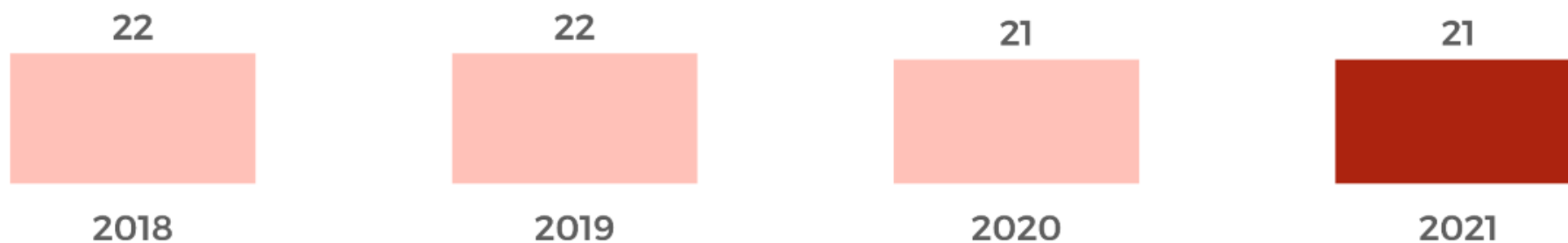
AM/FM RADIO = LISTENING TO "OVER-THE-AIR" AM/FM RADIO AND/OR AM/FM RADIO STATIONS ONLINE



# Listening to AM/FM Radio Online in Last Month

TOTAL CANADIAN POPULATION 18+

% LISTENED TO AM/FM RADIO ONLINE IN LAST MONTH



# Listening to AM/FM Radio Online in Last Week

TOTAL CANADIAN POPULATION 18+

% LISTENED TO AM/FM RADIO ONLINE IN LAST WEEK

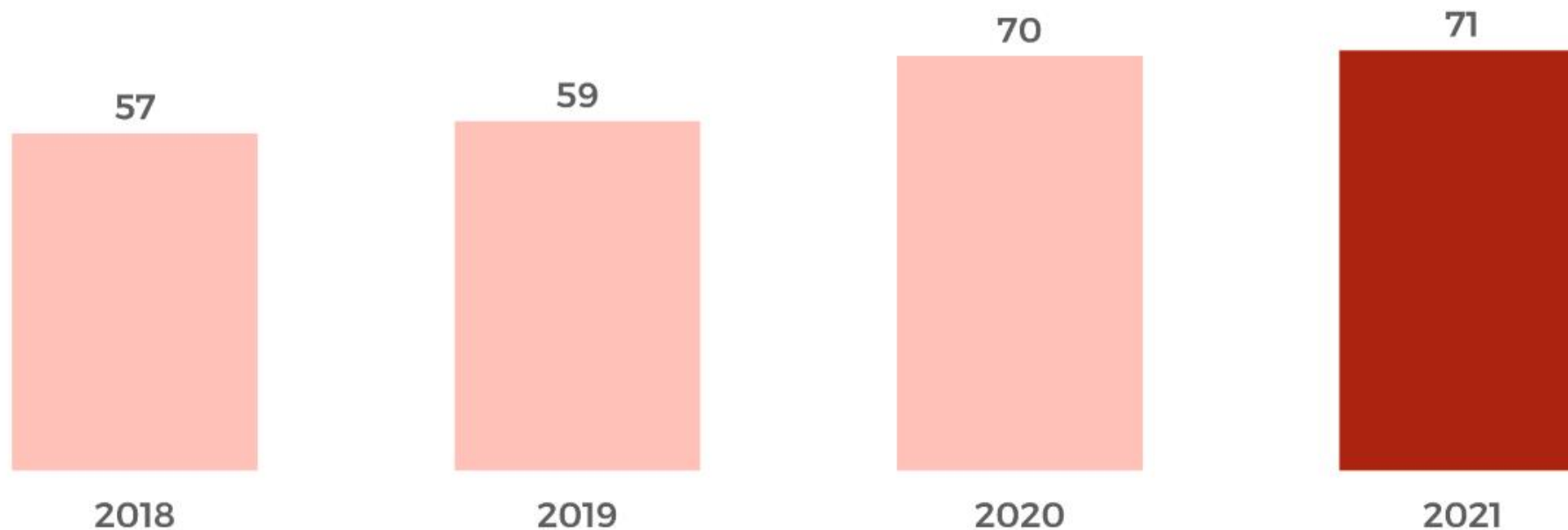


# Monthly Online Audio Listening

TOTAL CANADIAN POPULATION 18+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR  
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

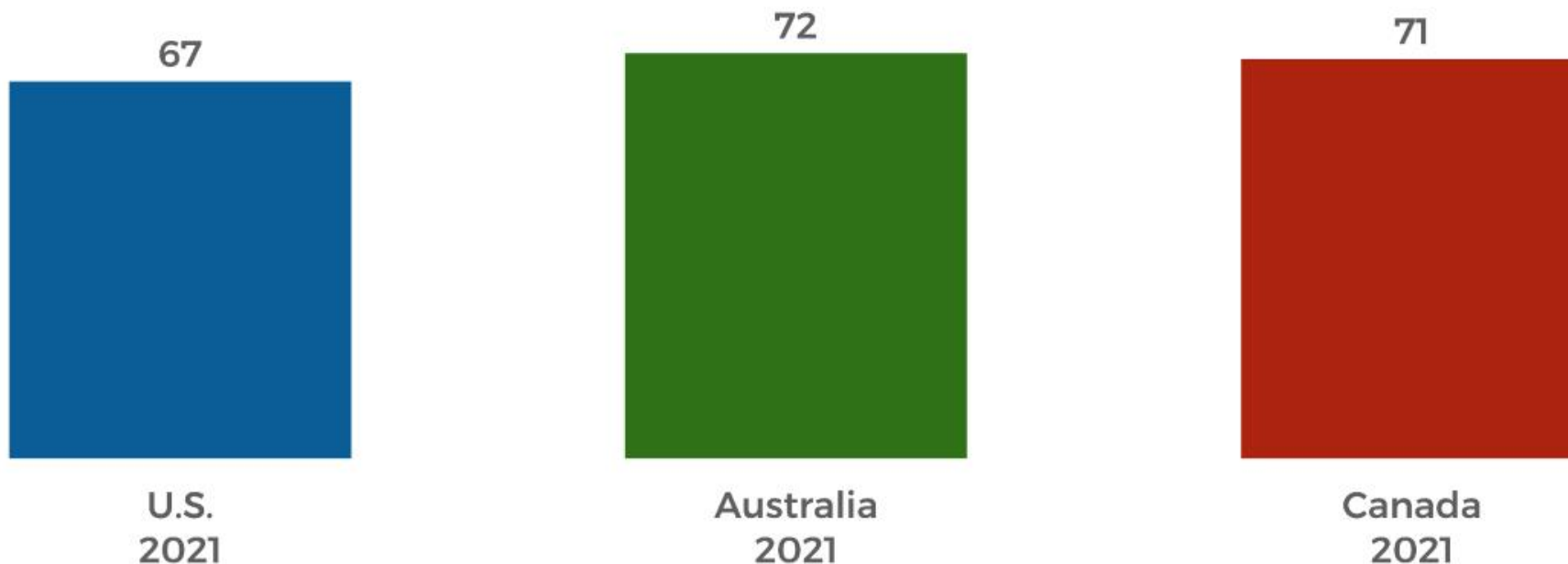


# Monthly Online Audio Listening

POPULATIONS 18+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR  
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



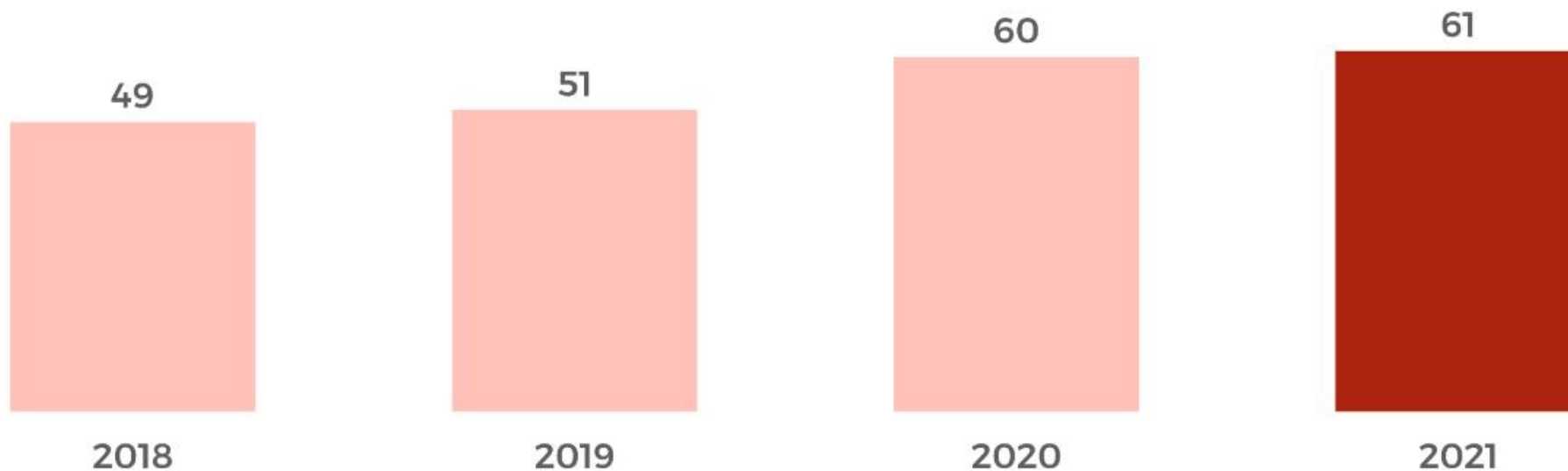


# Weekly Online Audio Listening

TOTAL CANADIAN POPULATION 18+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

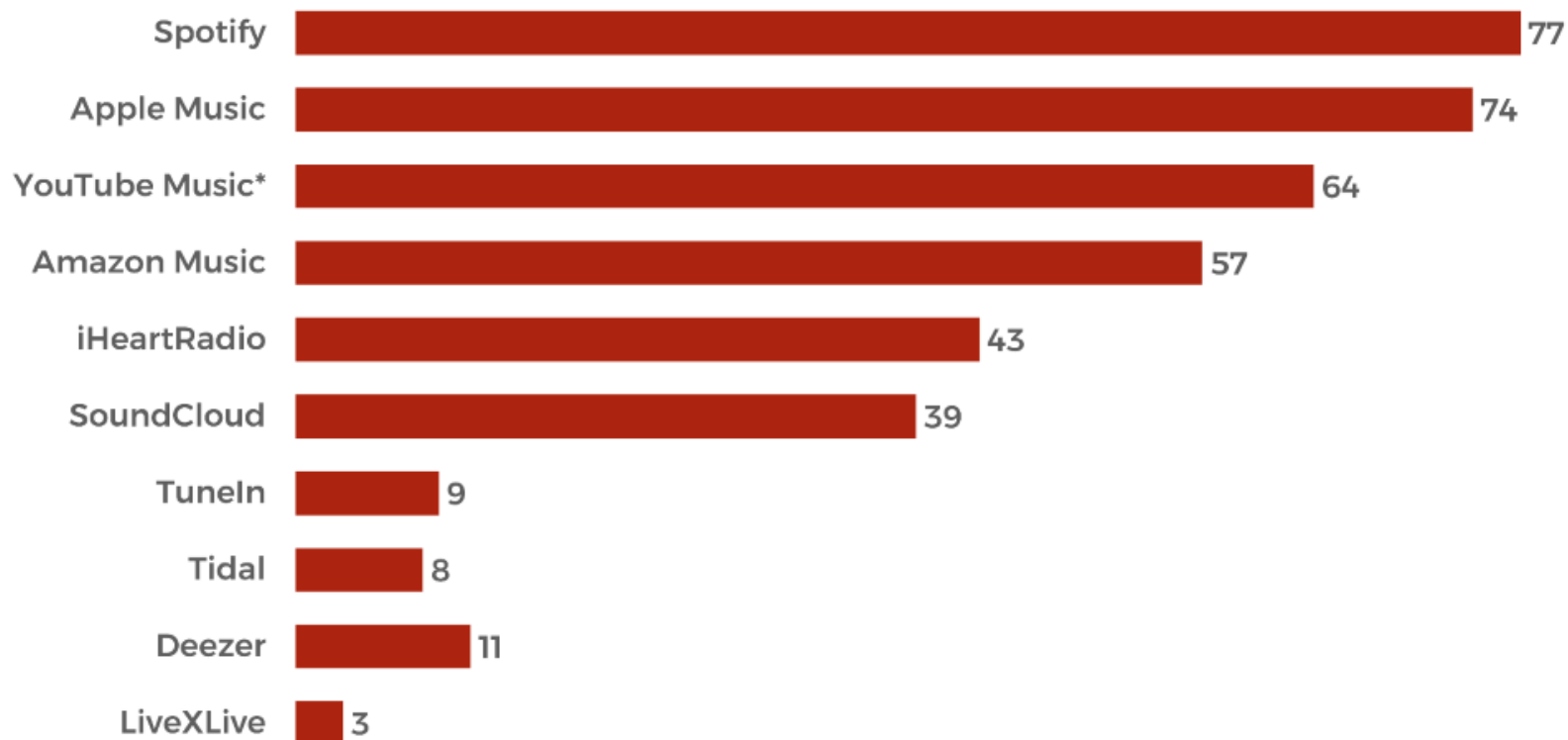
ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR  
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



# Online Audio Brand Awareness

TOTAL CANADIAN POPULATION 18+

% AWARE OF AUDIO BRAND

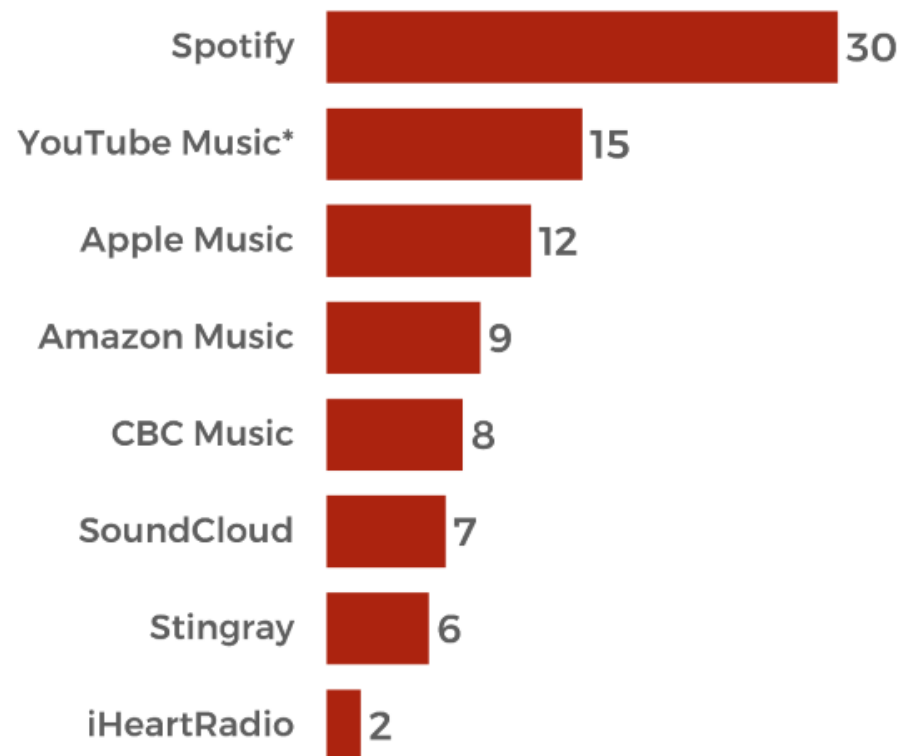


*\*Asked as, "Google Play, now known as YouTube Music"*

# Online Audio Brands Used in Last Month

TOTAL CANADIAN POPULATION 18+

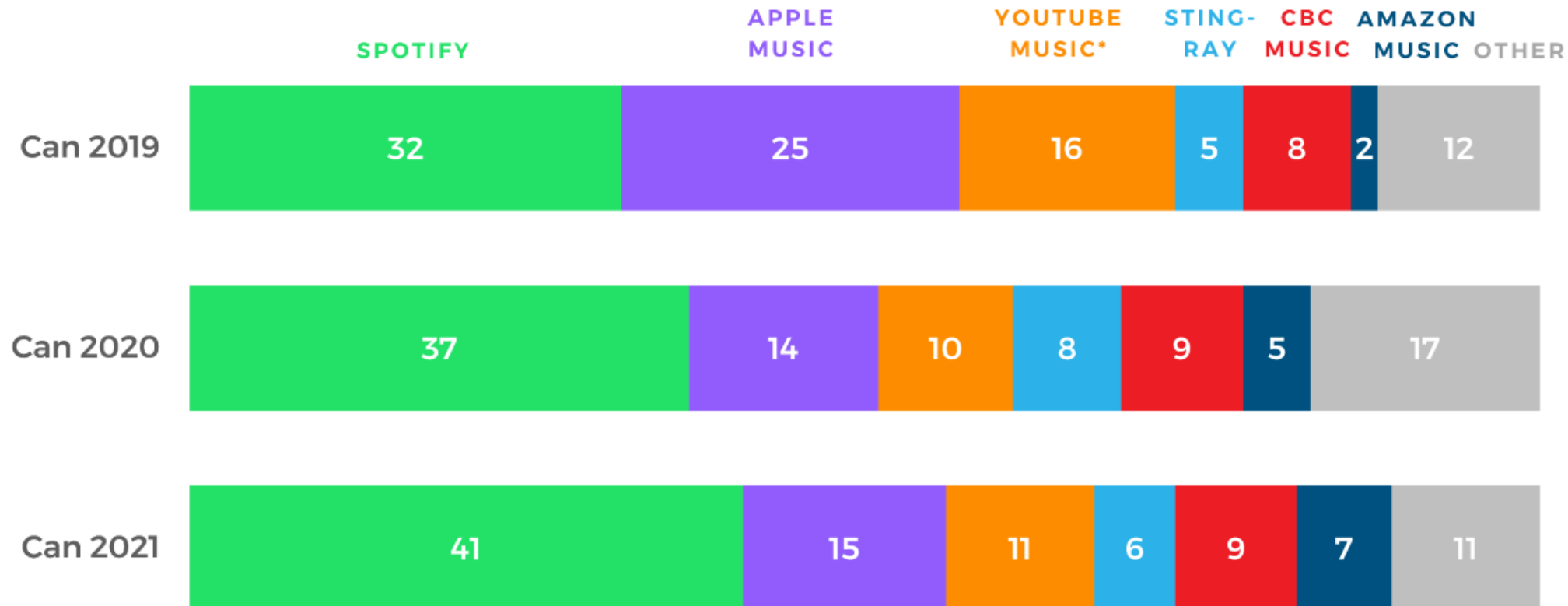
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



*Asked as, "Google Play, now known as YouTube Music"*

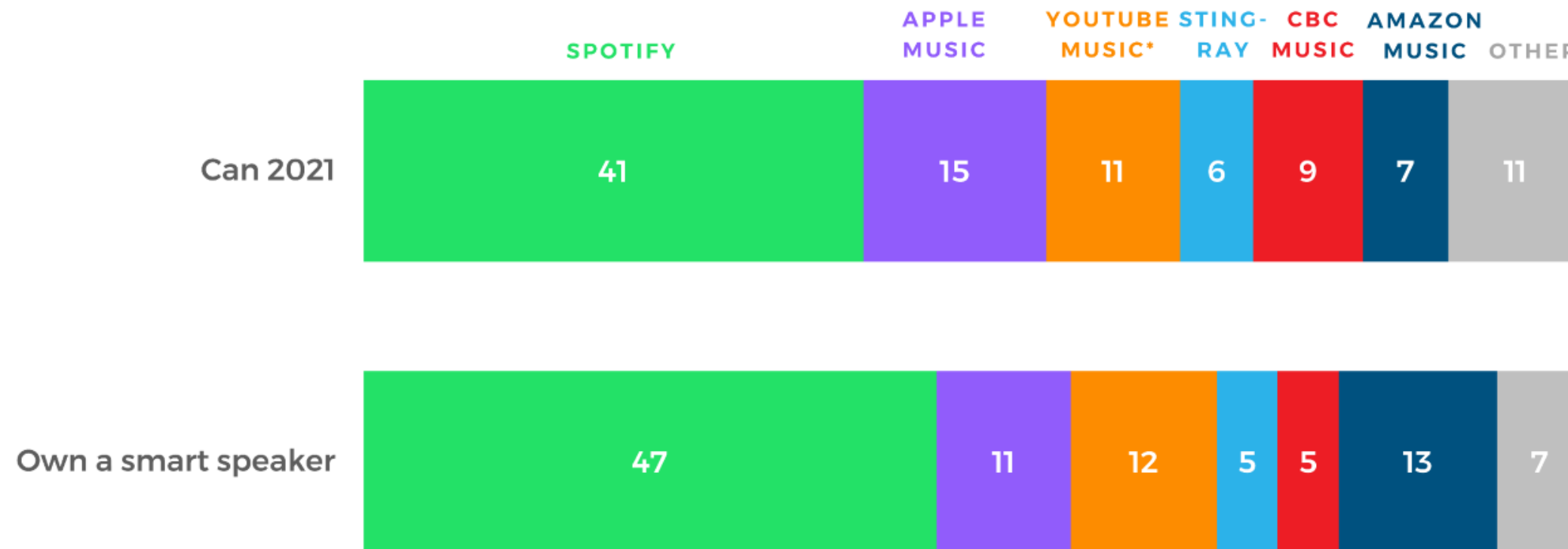
# Online Audio Brand Used Most Often

BASE: CANADIAN 18+ AND CURRENTLY EVER USE ANY AUDIO BRAND



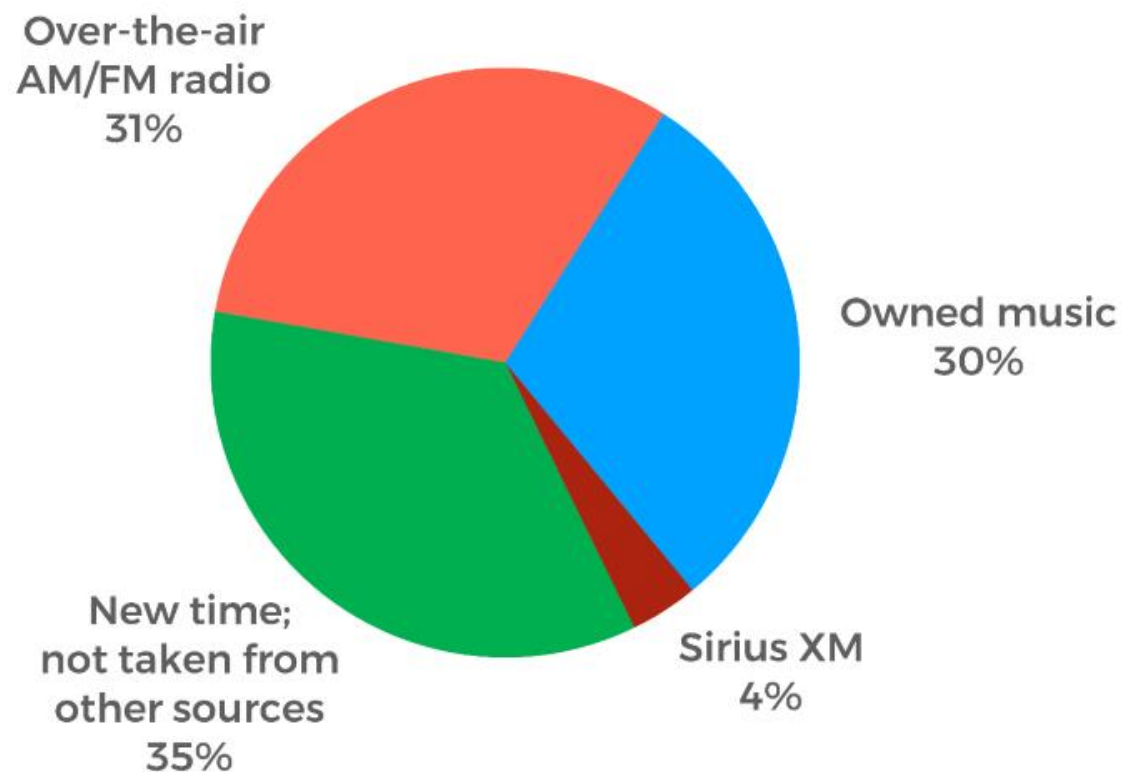
# Online Audio Brand Used Most Often

BASE: CANADIAN 18+ AND CURRENTLY EVER USE ANY AUDIO BRAND



# What is Online Audio Listening Replacing?

BASE: CANADIAN 18+ WHO HAVE EVER LISTENED TO ONLINE AUDIO



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# In-Car Audio



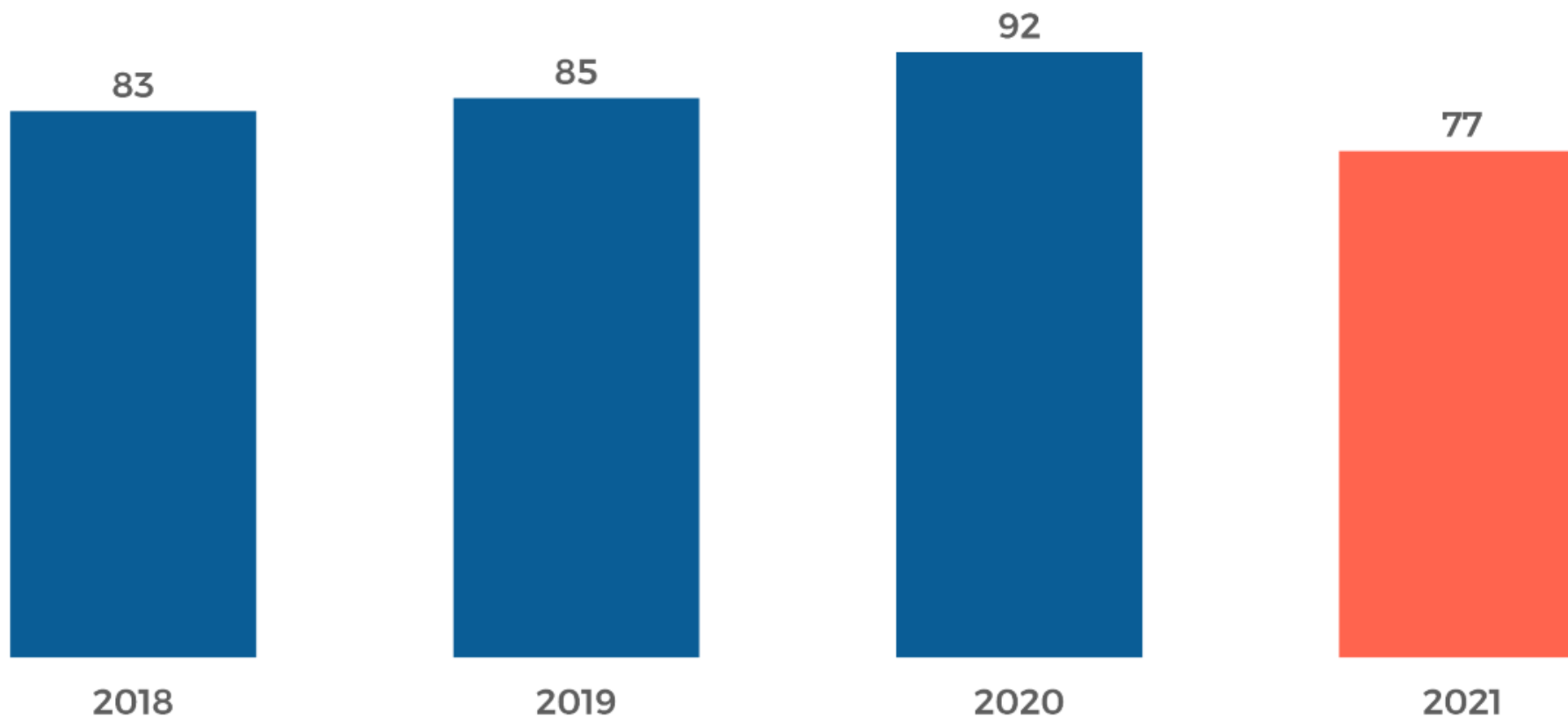
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# Driven/Ridden in Car in Last Month

TOTAL CANADIAN POPULATION 18+

% DRIVING OR RIDING IN CAR/VEHICLE IN LAST MONTH

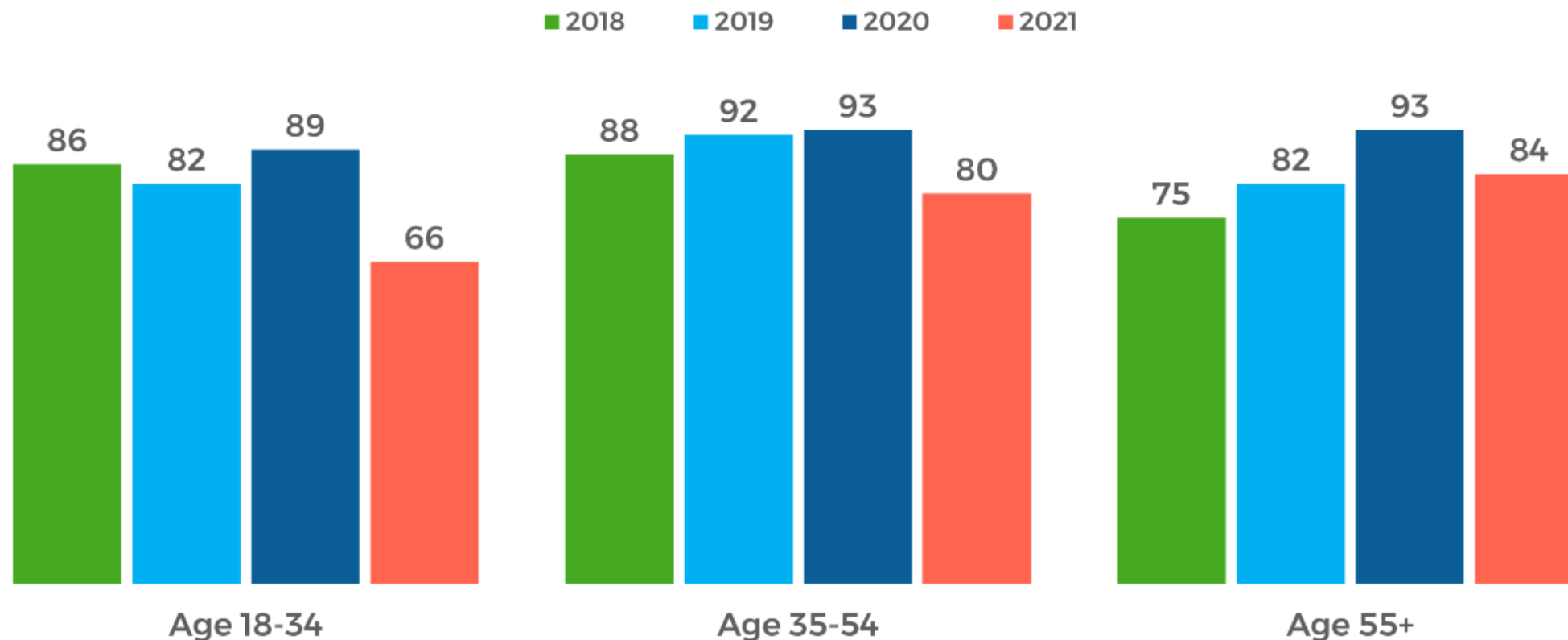




# Driven/Ridden in Car in Last Month

TOTAL CANADIAN POPULATION 18+

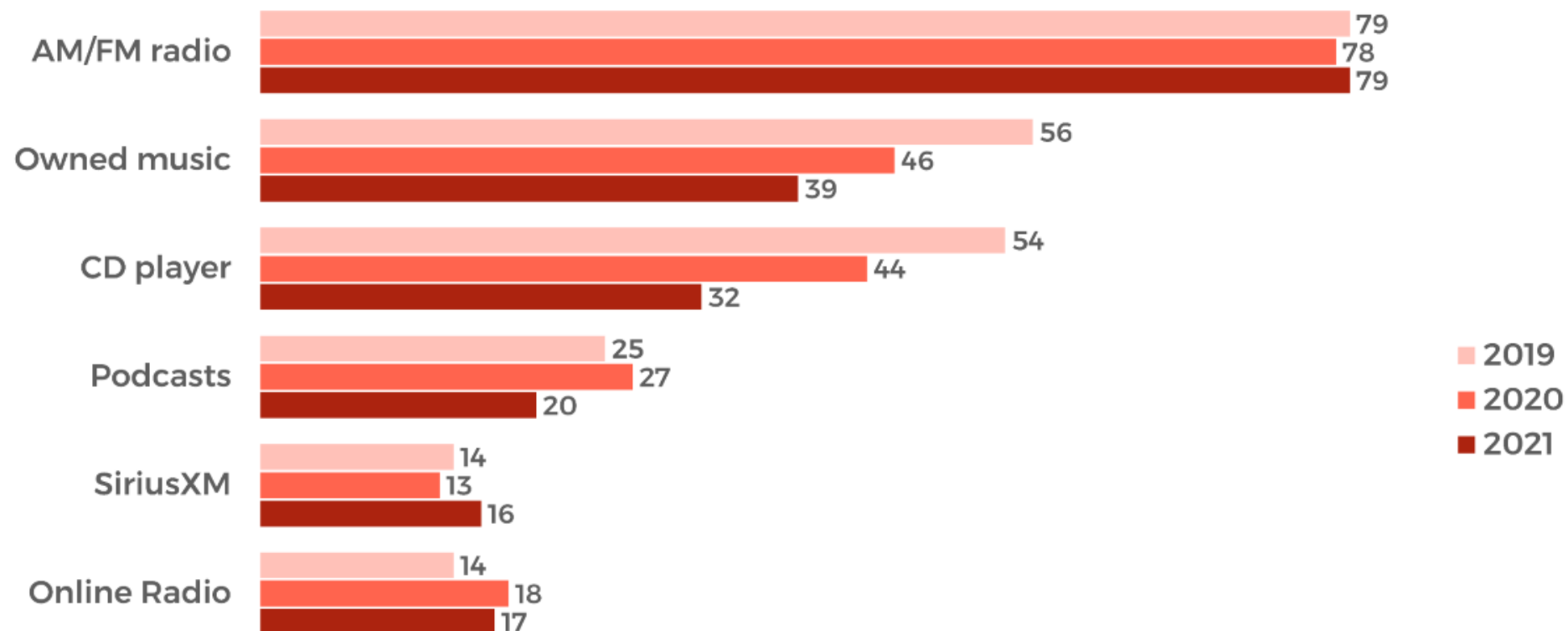
% DRIVING OR RIDING IN CAR/VEHICLE IN LAST MONTH



# Audio Sources Used in Car

BASE: CANADIAN 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 77%

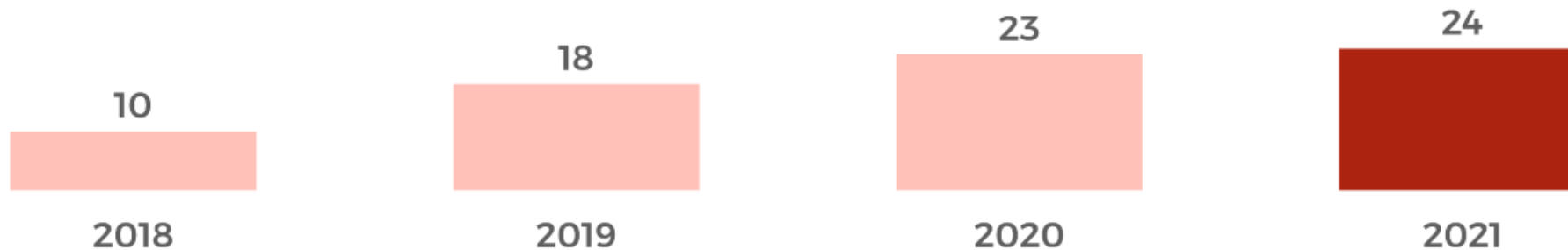
% USING AUDIO SOURCE IN CAR



## In-Dash Information and Entertainment Systems

BASE: CANADIAN 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 77%

% OWNING IN-DASH INFORMATION AND ENTERTAINMENT SYSTEM IN CAR

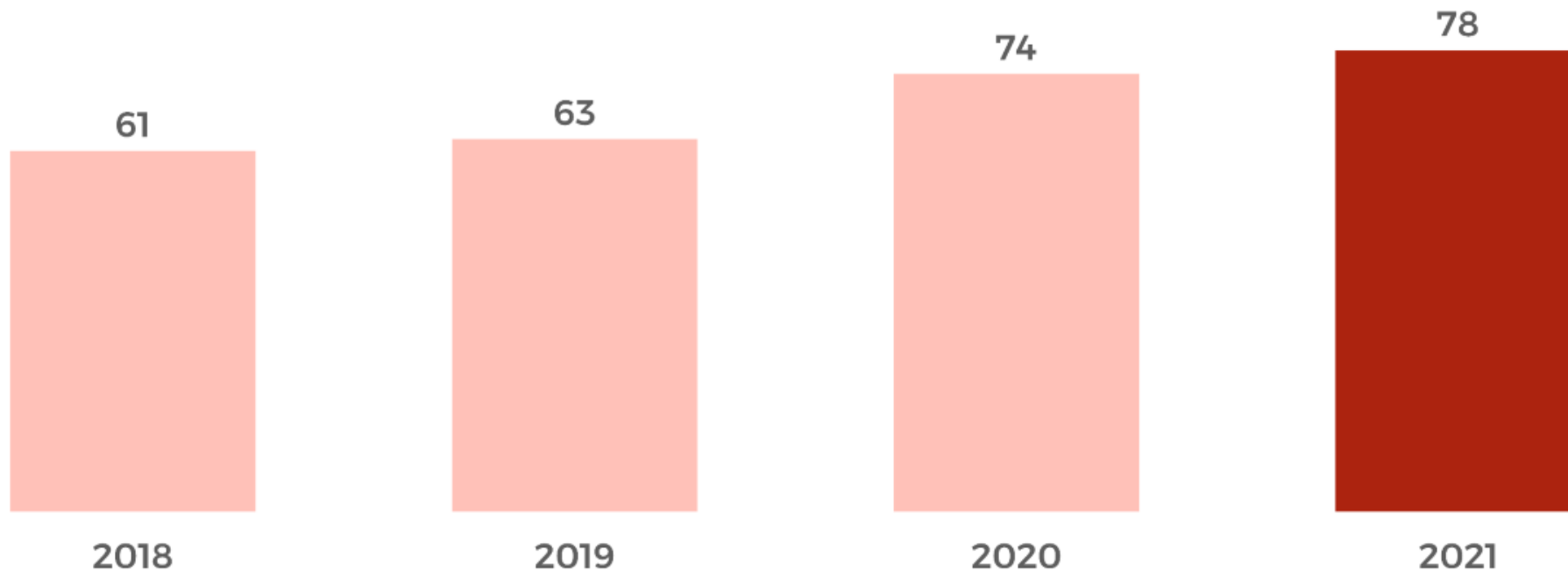


# Podcasting

# Podcasting Familiarity

TOTAL CANADIAN POPULATION 18+

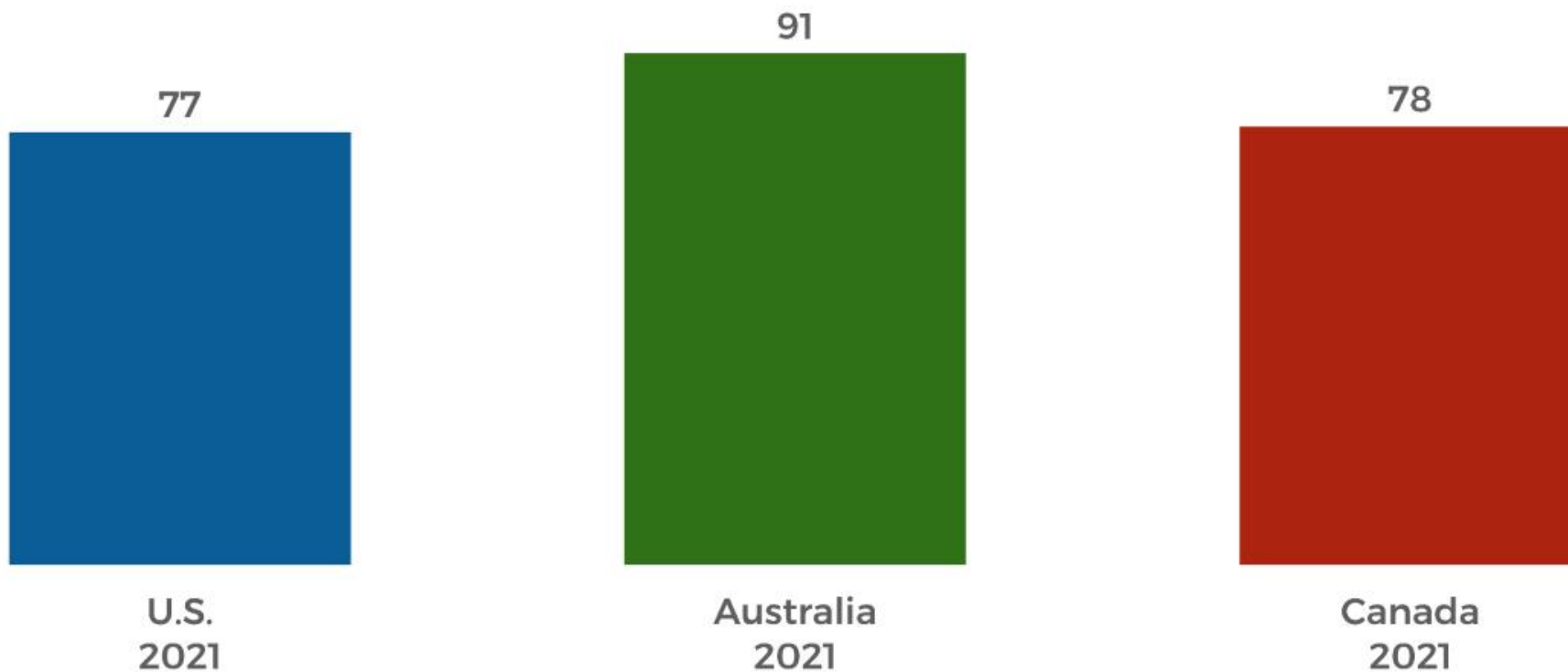
% FAMILIAR WITH THE TERM "PODCASTING"



# Podcasting Familiarity

POPULATIONS 18+

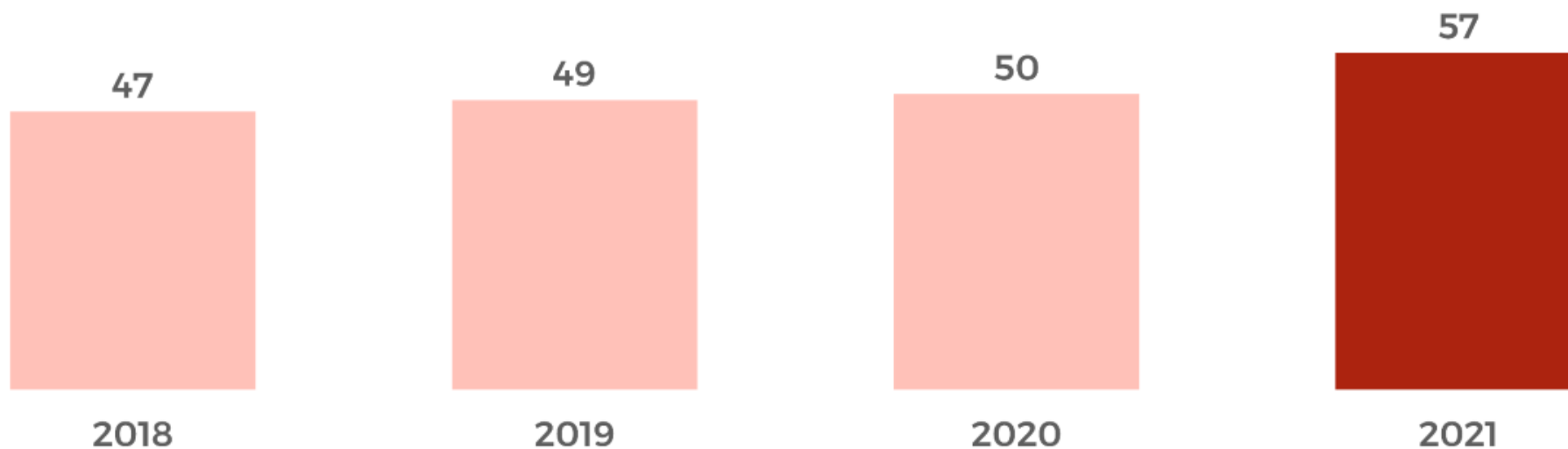
% FAMILIAR WITH THE TERM "PODCASTING"



# Podcast Listening

TOTAL CANADIAN POPULATION 18+

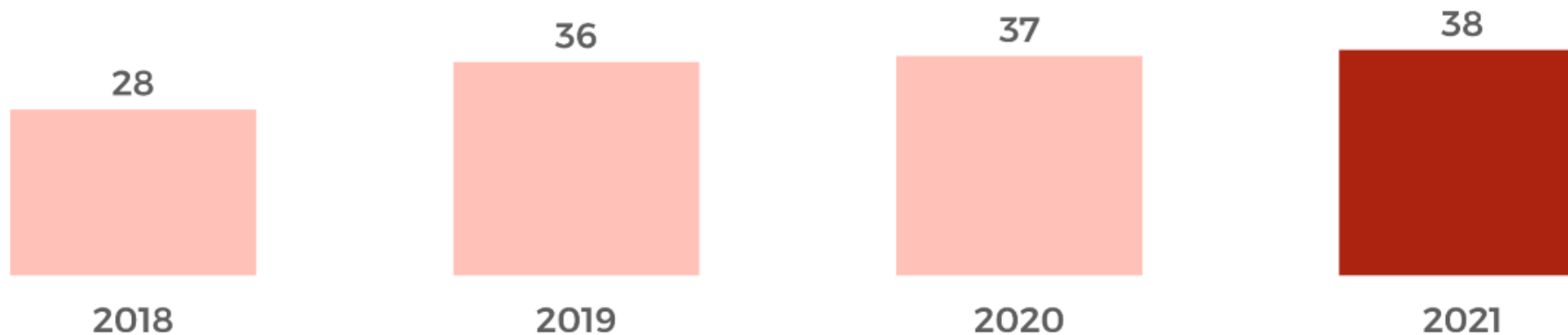
% EVER LISTENED TO A PODCAST



# Monthly Podcast Listening

TOTAL CANADIAN POPULATION 18+

% LISTENED TO A PODCAST IN LAST MONTH

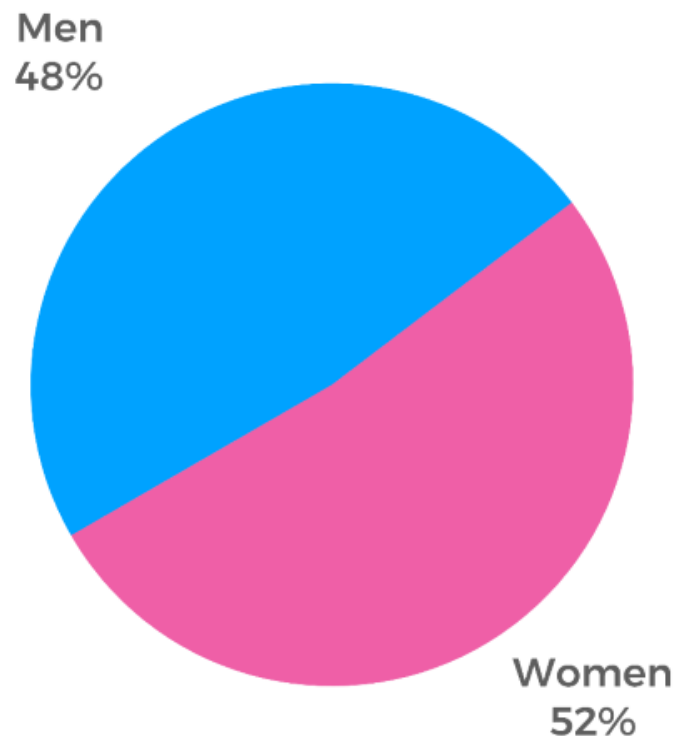




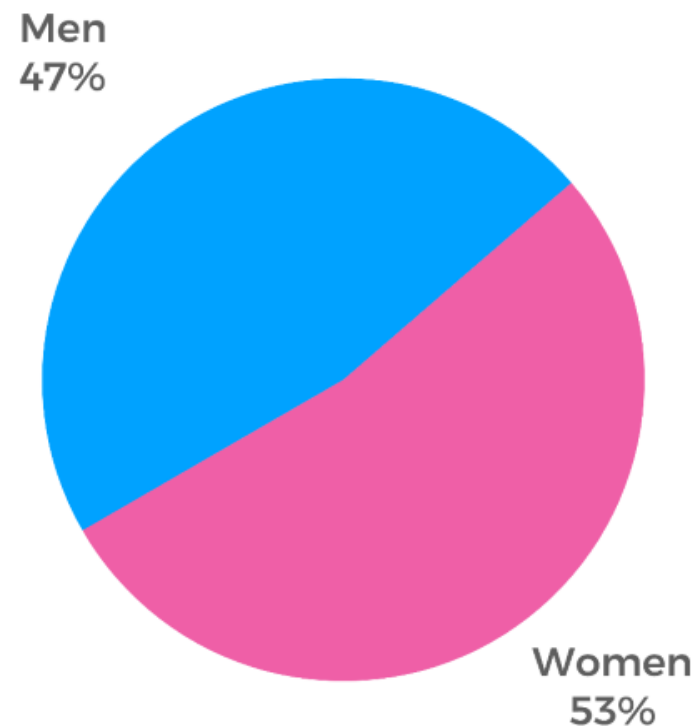
# Gender of Monthly Podcast Listeners

BASE: CANADIAN AGE 18+ AND LISTENED TO PODCAST IN LAST MONTH

CANADIAN POPULATION 18+



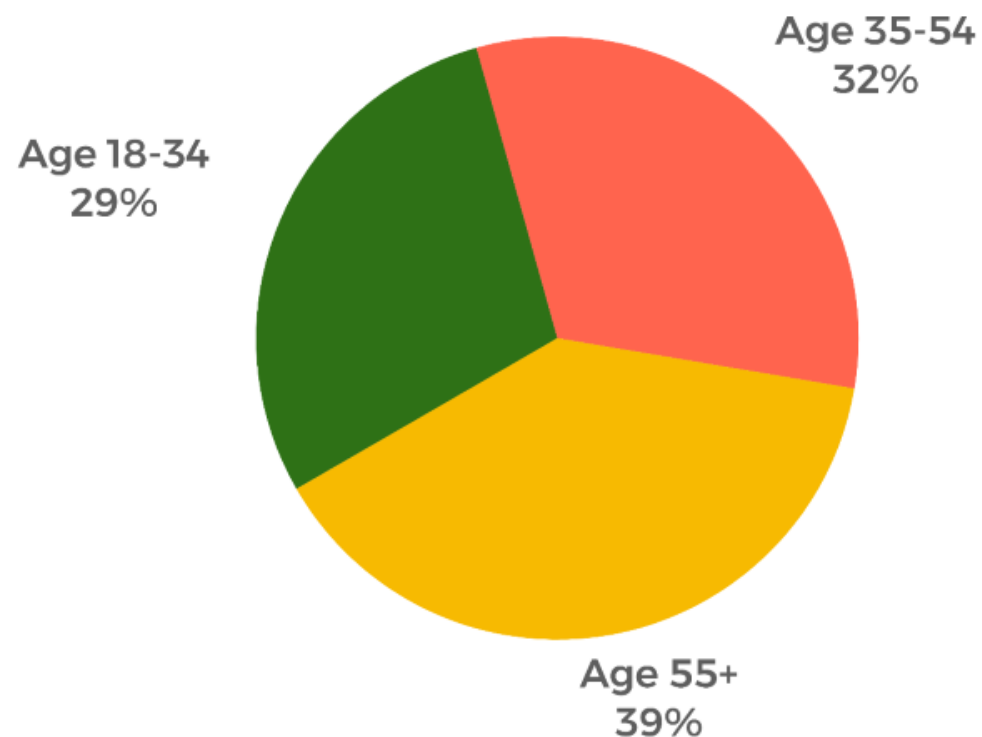
MONTHLY PODCAST CONSUMERS 18+



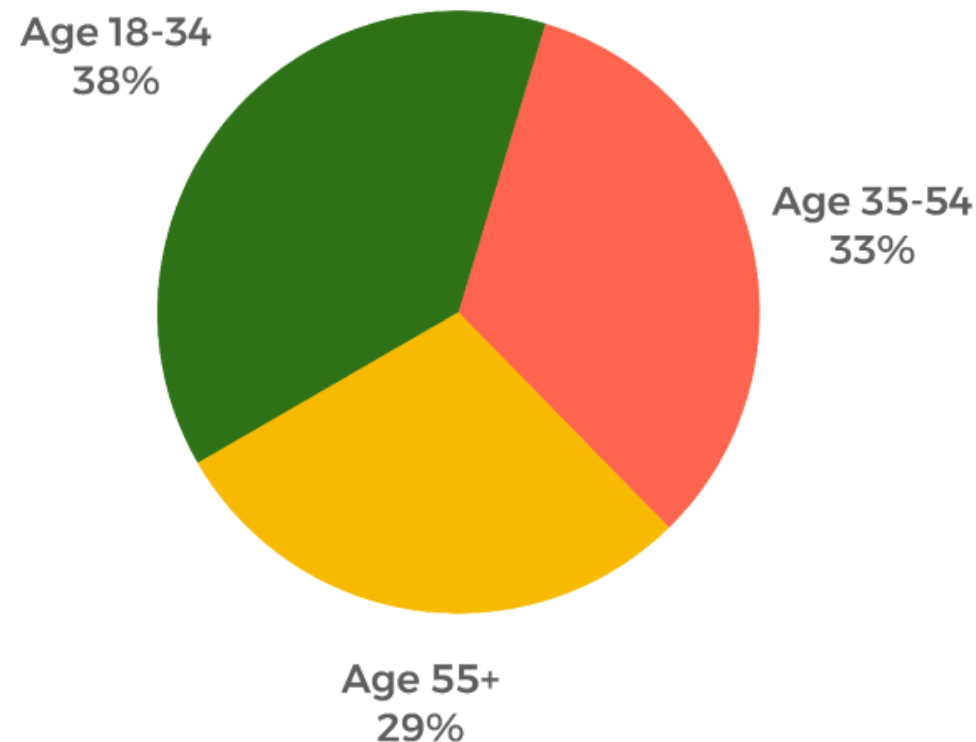
# Age of Monthly Podcast Listeners

BASE: CANADIAN AGE 18+ AND LISTENED TO PODCAST IN LAST MONTH

CANADIAN POPULATION 18+



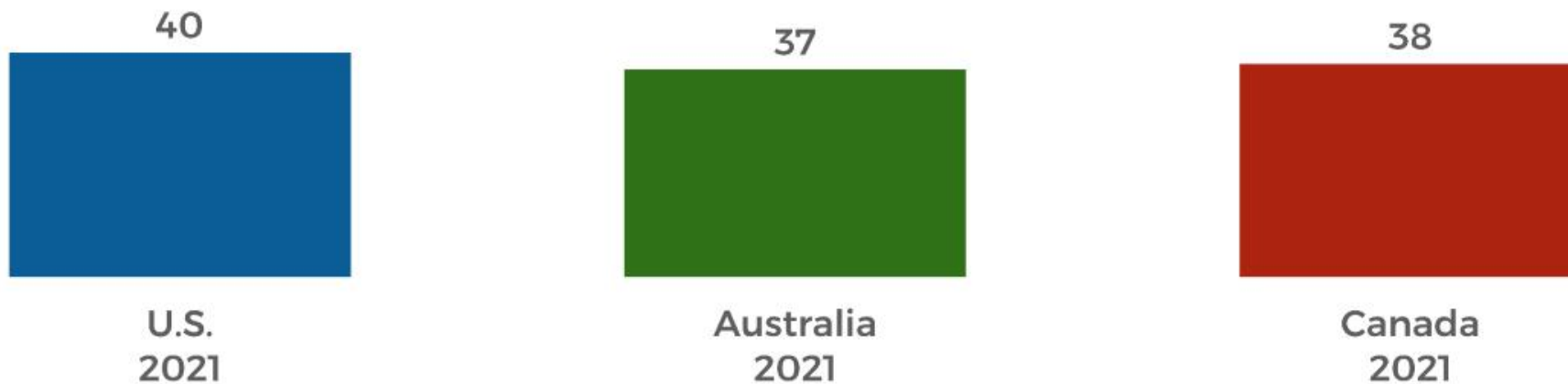
MONTHLY PODCAST CONSUMERS 18+



# Monthly Podcast Listening

POPULATIONS 18+

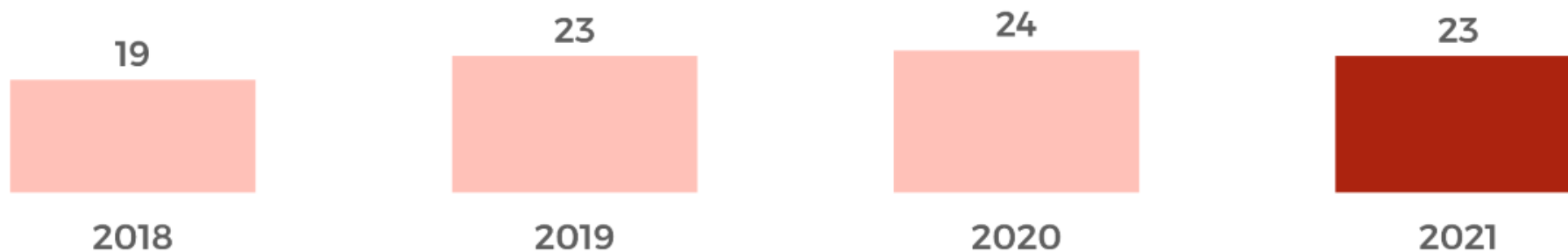
% LISTENED TO A PODCAST IN LAST MONTH



# Weekly Podcast Listening

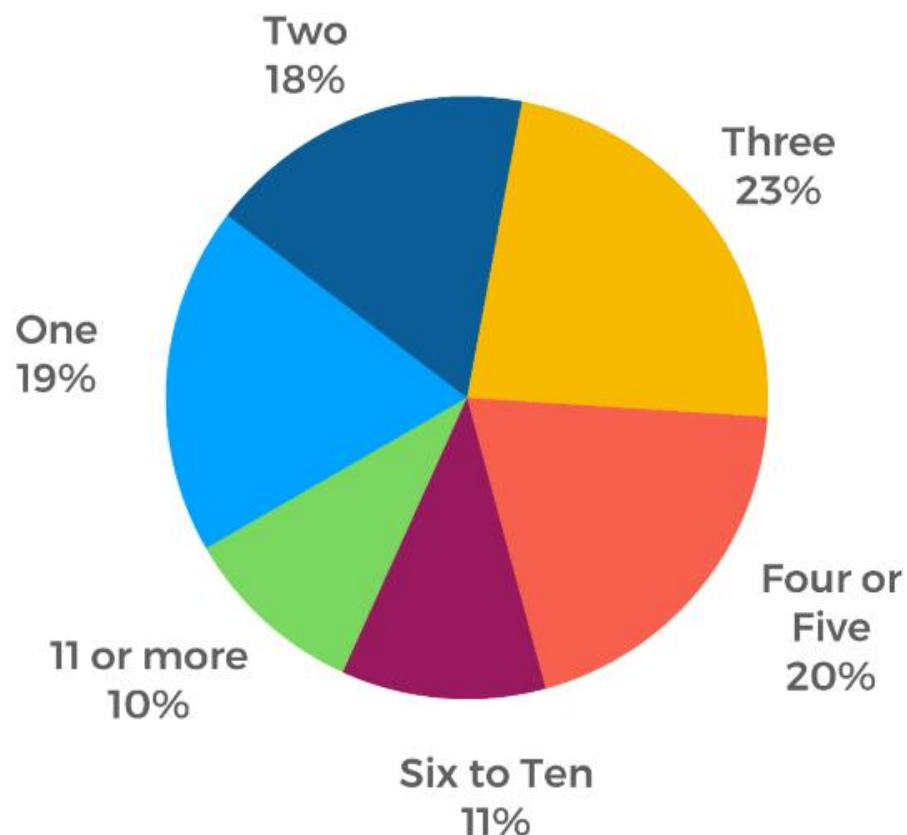
TOTAL CANADIAN POPULATION 18+

% LISTENED TO A PODCAST IN LAST WEEK



# Number of Podcasts Listened to in Last Week

BASE: CANADIAN 18+ AND LISTENED TO PODCAST IN LAST WEEK



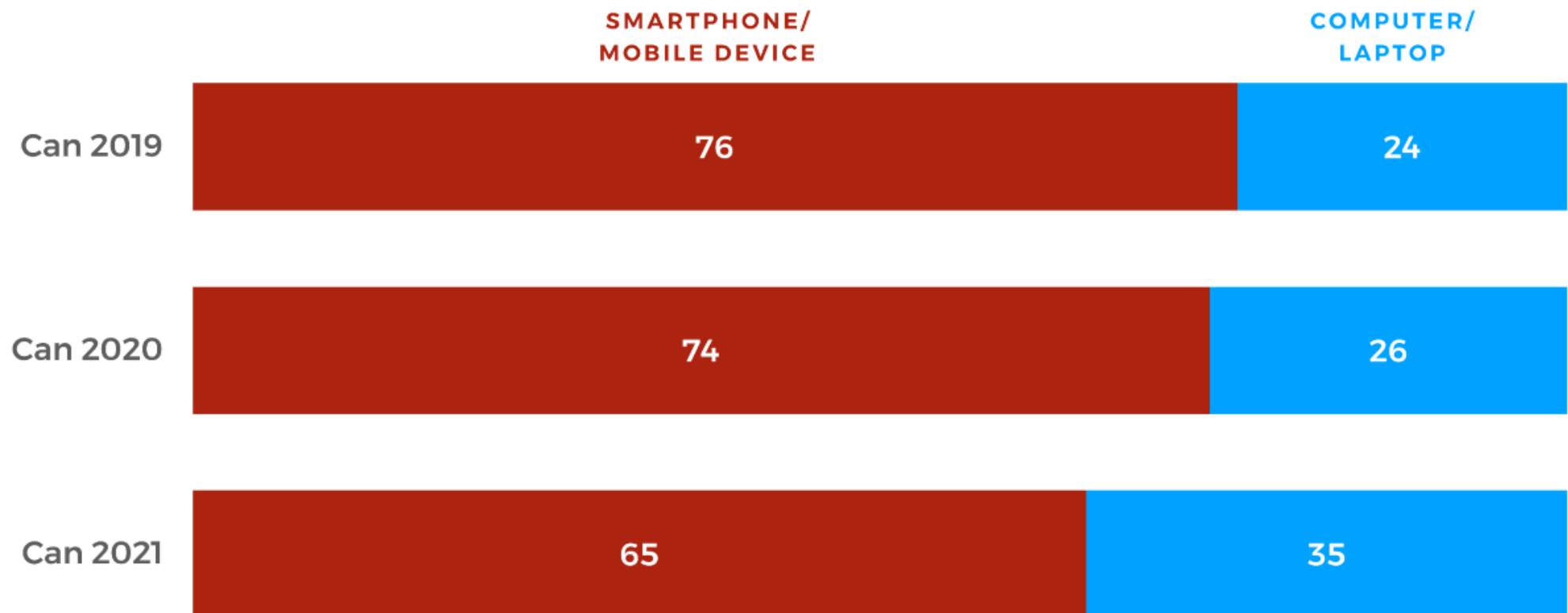
Canadian weekly podcast listeners averaged

**five podcasts**

in the last week

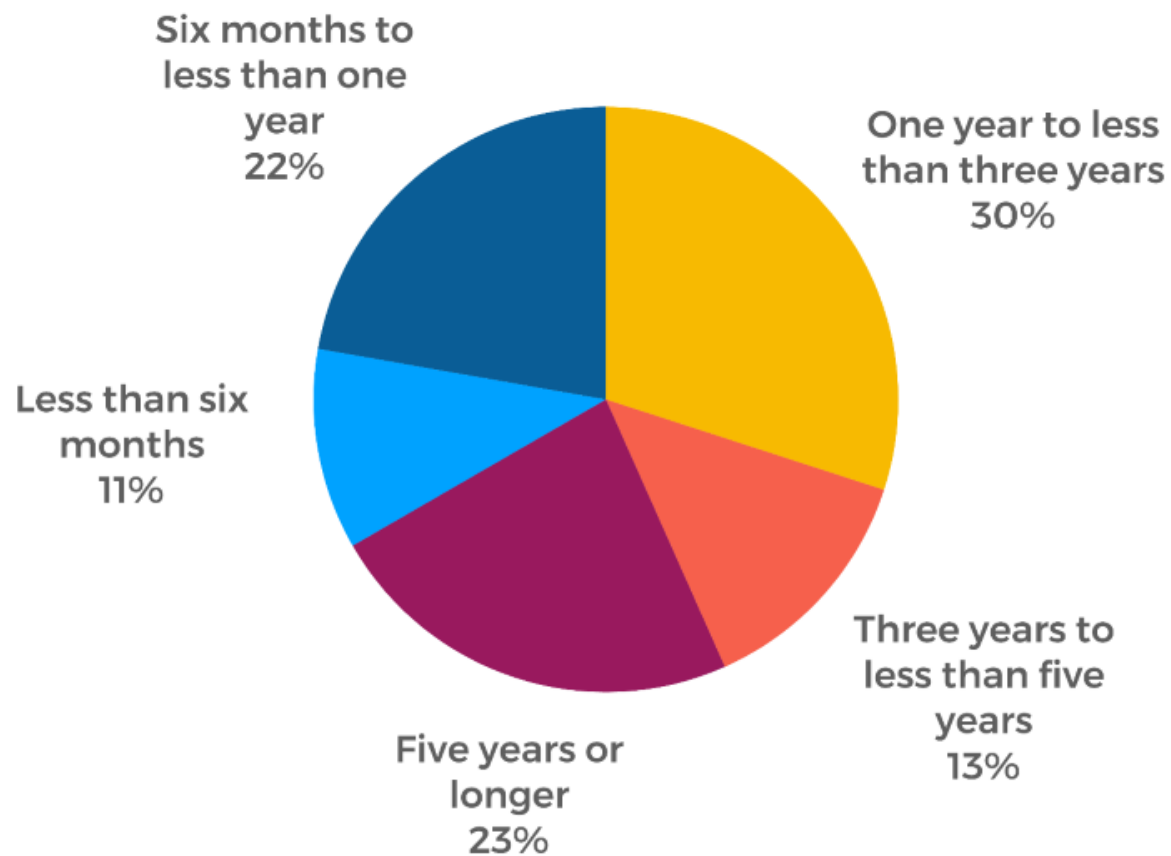
# Device Used Most Often to Listen to Podcasts

BASE: CANADIAN 18+ AND EVER LISTENED TO A PODCAST



# Length of Time as a Podcast Listener

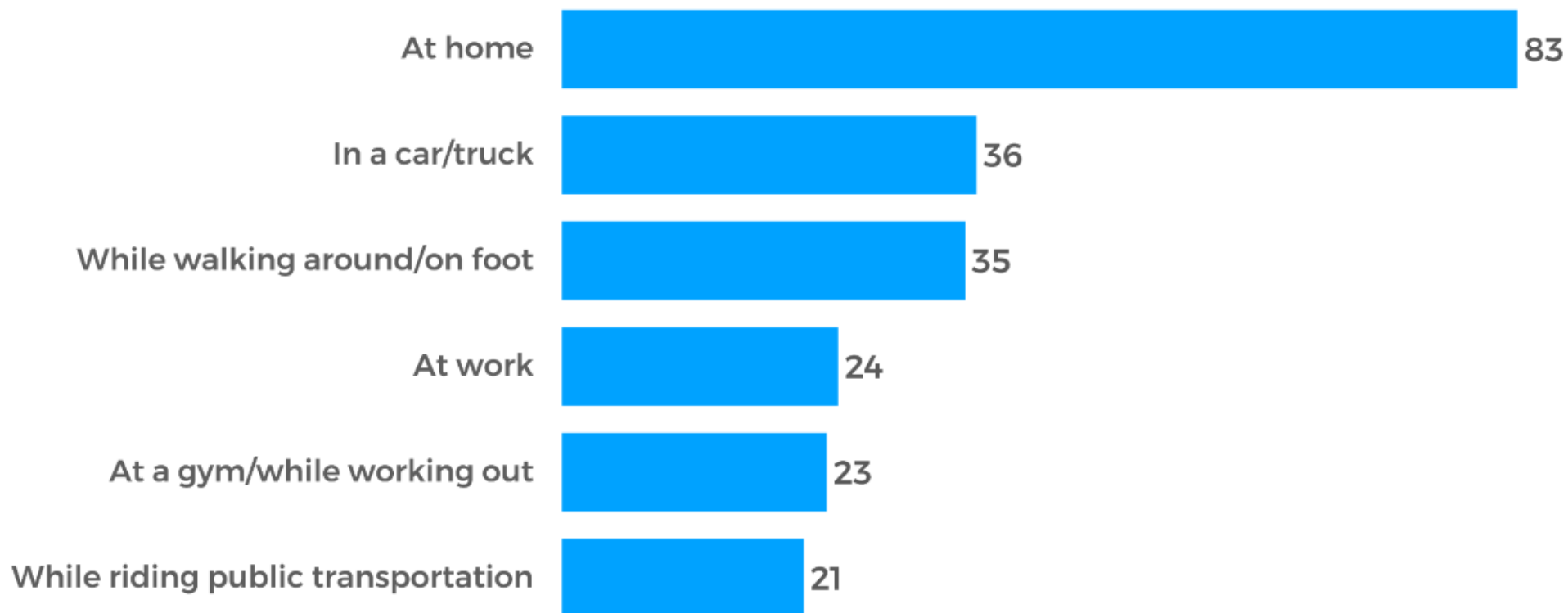
BASE: CANADIAN 18+ AND EVER LISTENED TO A PODCAST



# Podcast Listening Locations

BASE: CANADIAN 18+ AND EVER LISTENED TO A PODCAST

% EVER LISTEN TO A PODCAST IN LOCATION





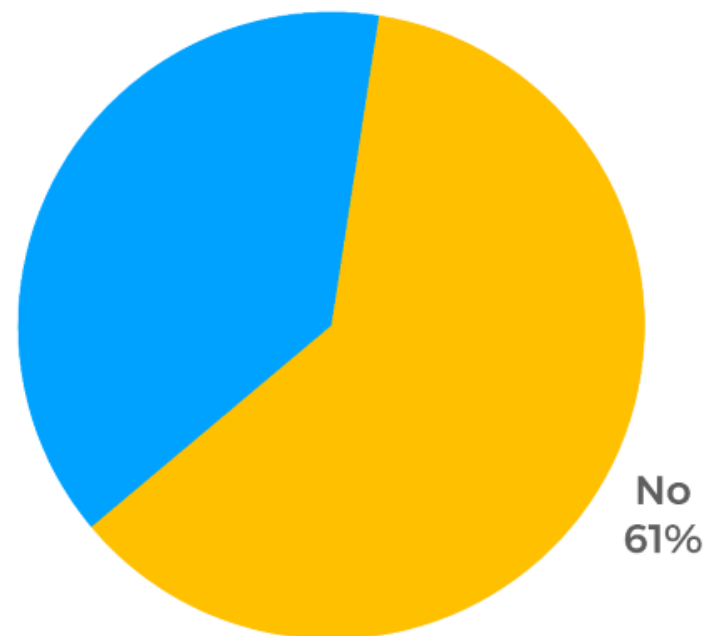
# Listening to Podcasts from Public Radio Producers

BASE: CANADIAN 18+ AND EVER LISTENED TO A PODCAST

% LISTENED TO PODCASTS FROM PUBLIC RADIO PRODUCERS SUCH AS CBC, RADIO CANADA, OR NPR

*"Do you currently ever listen to any podcasts from public radio producers such as CBC, Radio Canada, or NPR?"*

Yes  
39%



No  
61%

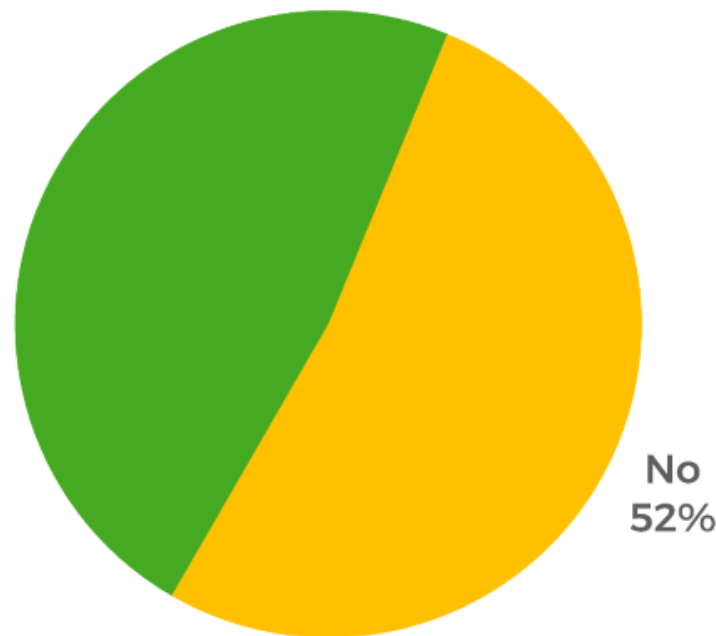
# Listening to Podcasts from Canadian Producers

BASE: CANADIAN 18+ AND EVER LISTENED TO A PODCAST

% LISTENED TO PODCASTS PRODUCED IN CANADA

***“Do you currently ever listen to any podcasts that you know are produced in Canada?”***

Yes  
48%

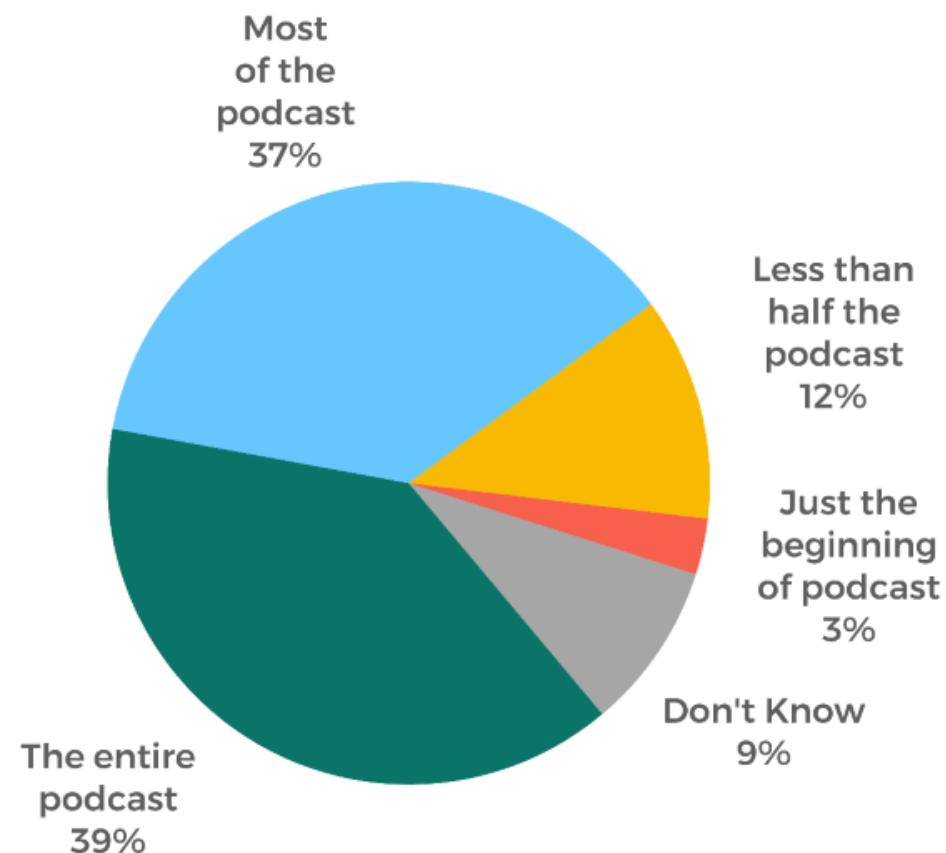


No  
52%

# Amount of Podcast Episodes Listened to

BASE: CANADIAN 18+ AND EVER LISTENED TO A PODCAST

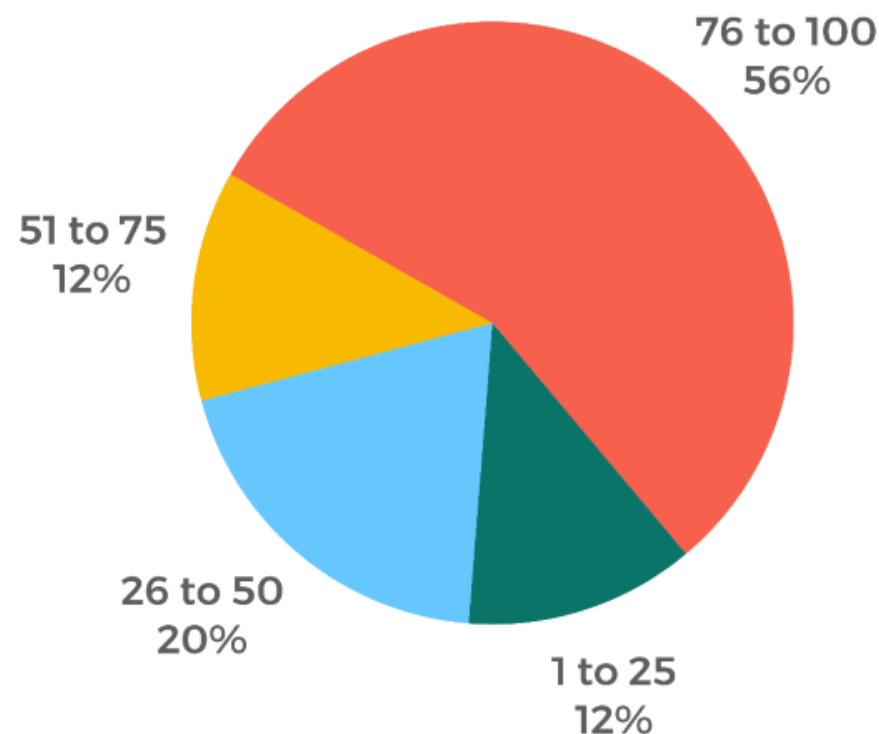
*“Think about the podcast episodes you listen to. Do you typically listen to...?”*



# Amount of Podcast Episode Listened to

BASE: CANADIAN 18+ AND DOWNLOADED PODCASTS TO LISTEN TO AT A LATER TIME; 19%

*“What percent of all the podcasts you download would you say you typically listen to?”*



## Observations

More than 7 in 10 Canadians 18+ listen to online audio every month, leading the U.S. amongst persons 18+

## Observations

Spotify is the leading online audio brand in Canada

## Observations

Over one quarter of Canadians 18+ own a smart speaker, with the average nearing 2 devices per household

## Observations

The percentage of Canadians who have driven or ridden in a car dropped significantly in the last year – from 92% in 2020 to 77% in 2021



## Observations

More than half of Canadians 18+ have ever listened to a podcast. The percentage of monthly podcast listeners (38%) is comparable to the U.S. (40%) and Australia (37%)

## Observations

Covid-19 related lockdowns, working from home, and decreased commute times likely drove an increase in people listening to podcasts most often on a desktop/laptop

 THE INFINITE DIAL® 2021

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