The Infinite Dial 2021

#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

- The Infinite Dial tracks mobile behaviors, internet audio, podcasting, social media, smart speakers and more
Study Methodology

- In January 2021, Edison Research conducted a national telephone survey of 1507 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines.

- Survey offered in both English and Spanish.

- Data weighted to national 12+ U.S. population figures.
Smartphone Ownership

TOTAL U.S. POPULATION 12+
% OWNING A SMARTPHONE

Estimated 250 Million

2009: 10
2010: 14
2011: 31
2012: 44
2013: 53
2014: 61
2015: 71
2016: 76
2017: 81
2018: 83
2019: 84
2020: 85
2021: 88

THE INFINITE DIAL 2021

#InfiniteDial
Tablet Ownership

TOTAL U.S. POPULATION 12+

% OWNING A TABLET

2013: 29
2014: 39
2015: 49
2016: 51
2017: 53
2018: 50
2019: 56
2020: 53
2021: 51

Estimated 145 Million
Internet-connected Watch Ownership

TOTAL U.S. POPULATION 12+
% OWNING AN INTERNET-CONNECTED WATCH

2017: 9
2018: 9
2019: 17
2020: 17
2021: Estimated 51 Million

---

edison research  
TRITON  
#InfiniteDial  
THE INFINITE DIAL © 2021 EDISON RESEARCH AND TRITON DIGITAL
Smart Speaker Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMART SPEAKER

Estimated
94 Million

<table>
<thead>
<tr>
<th>Year</th>
<th>Ownership %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>7</td>
</tr>
<tr>
<td>2018</td>
<td>18</td>
</tr>
<tr>
<td>2019</td>
<td>23</td>
</tr>
<tr>
<td>2020</td>
<td>27</td>
</tr>
<tr>
<td>2021</td>
<td>33</td>
</tr>
</tbody>
</table>
Smart Speaker Ownership

TOTAL U.S. POPULATION 12+

U.S. POPULATION 12+

Own a smart speaker 33%

Do not own a smart speaker 67%

WORK FROM HOME
(BASE: EMPLOYED FULL-TIME OR PART-TIME AND WORK FROM HOME; 11%)

Own a smart speaker 49%

Do not own a smart speaker 51%
Smart Speaker Ownership

TOTAL U.S. POPULATION 12+
% OWNING SMART SPEAKER

Amazon Alexa 24
Google Home 13
Apple HomePod 1
Number of Smart Speakers in Household

BASE: U.S. AGE 12+ SMART SPEAKER OWNERS

<table>
<thead>
<tr>
<th>Year</th>
<th>One</th>
<th>Two</th>
<th>Three or More</th>
<th>Mean # of Smart Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>67</td>
<td>22</td>
<td>11</td>
<td>1.7</td>
</tr>
<tr>
<td>2019</td>
<td>48</td>
<td>28</td>
<td>24</td>
<td>2.0</td>
</tr>
<tr>
<td>2020</td>
<td>45</td>
<td>23</td>
<td>32</td>
<td>2.2</td>
</tr>
<tr>
<td>2021</td>
<td>47</td>
<td>19</td>
<td>34</td>
<td>2.3</td>
</tr>
</tbody>
</table>
Audiobook Listening

TOTAL U.S. POPULATION 12+
% EVER LISTENED TO AN AUDIOBOOK

2015: 43
2016: 43
2017: 45
2018: 44
2019: 50
2020: 45
2021: 46

Estimated
131 Million
Live Streamed Video Games

TOTAL U.S. POPULATION 12+
% SAYING YES

Currently ever watch live, streamed video games on services such as Twitch, YouTube Live, Facebook Live, or Mixer

- 2019: 15
- 2020: 15
- 2021: 20

Ever played a video game and streamed it live on services such as Twitch, YouTube Live, Facebook Live, or Mixer

- 2019: 7
- 2020: 9
- 2021: 10

#InfiniteDial
Currently Ever Watch Live Streamed Video Games

TOTAL U.S. POPULATION 12+
% SAYING YES

“Do you currently ever watch live, streamed video games on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”


#InfiniteDial
Currently Ever Watch Live Streamed Video Games

TOTAL U.S. POPULATION 12+
% SAYING YES

“Do you currently ever watch live, streamed video games on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”

<table>
<thead>
<tr>
<th>Age 12-34</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>26</td>
<td>38</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age 35-54</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>11</td>
<td>16</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age 55+</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>6</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>
Ever Played a Video Game and Streamed it Live

TOTAL U.S. POPULATION 12+
% SAYING YES

“Have you ever played a video game and streamed it live on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”

<table>
<thead>
<tr>
<th>Year</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>2020</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>2021</td>
<td>13</td>
<td>7</td>
</tr>
</tbody>
</table>
Ever Played a Video Game and Streamed It Live

TOTAL U.S. POPULATION 12+
% SAYING YES

“Have you ever played a video game and streamed it live on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”

<table>
<thead>
<tr>
<th>Age Range</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 12-34</td>
<td>13</td>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Age 55+</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>
Social Media
Social Media Usage

Total U.S. Population 12+
% Using Social Media

Estimated
233 Million

10 21 44 53 57 63 66 70 77 80 77 79 80 82

*2008-2012: EVER USE FACEBOOK, TWITTER, OR LINKEDIN

#InfiniteDial
Social Media Brand Awareness

TOTAL U.S. POPULATION 12+
% AWARE OF SOCIAL MEDIA BRAND

Facebook 93
Instagram 89
Twitter 88
Snapchat 86
TikTok 86
Pinterest 72
LinkedIn 65
WhatsApp 62
Parler 40
Social Media Brand Awareness

TOTAL U.S. POPULATION 12+
% AWARE OF SOCIAL MEDIA BRAND

Facebook: 96% (2019), 95% (2020), 93% (2021)
Instagram: 91% (2019), 93% (2020), 91% (2021)
Twitter: 92% (2019), 90% (2020), 88% (2021)
Snapchat: 86% (2019), 87% (2020), 86% (2021)
TikTok: 64% (2019), 70% (2020), 72% (2021)
Pinterest: 72% (2019), 72% (2020), 67% (2021)
LinkedIn: 64% (2019), 61% (2020), 65% (2021)
WhatsApp: 54% (2019), 59% (2020), 62% (2021)
Parler: 40% (2019), 59% (2020), 62% (2021)
Social Media Brand Usage

TOTAL U.S. POPULATION 12+
% USING SOCIAL MEDIA BRAND

- Facebook: 61%
- Instagram: 43%
- Pinterest: 31%
- Snapchat: 28%
- Twitter: 23%
- TikTok: 23%
- LinkedIn: 22%
- WhatsApp: 21%
- Parler: 5%
Social Media Brand Usage (Age 12-34)

U.S. POPULATION

% USING SOCIAL MEDIA BRAND

<table>
<thead>
<tr>
<th>Social Media</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>62</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>57</td>
<td>66</td>
<td>70</td>
</tr>
<tr>
<td>Pinterest</td>
<td>32</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>55</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>28</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>TikTok</td>
<td>25</td>
<td></td>
<td>44</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>23</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>Parler</td>
<td></td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>
Social Media Brand Usage (Age 55 and older)

U.S. Population
% Using Social Media Brand

- **Facebook**: 53% (2019), 57% (2020), 57% (2021)
- **Instagram**: 11% (2019), 15% (2020), 17% (2021)
- **Pinterest**: 18% (2019), 21% (2020)
- **Snapchat**: 7% (2019), 9% (2020)
- **Twitter**: 9% (2019), 10% (2020), 10% (2021)
- **TikTok**: 2% (2019), 6% (2020), 6% (2021)
- **LinkedIn**: 13% (2019), 14% (2020), 15% (2021)
- **WhatsApp**: 9% (2019), 10% (2020), 12% (2021)
- **Parler**: 6% (2019), 6% (2020), 6% (2021)
Social Media Brand Used Most Often

BASE: U.S. AGE 12+ SOCIAL MEDIA USERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Snapchat</th>
<th>Twitter</th>
<th>Pinterest</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>65</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>2016</td>
<td>62</td>
<td>7</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>2017</td>
<td>62</td>
<td>9</td>
<td>9</td>
<td>3</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>2018</td>
<td>57</td>
<td>12</td>
<td>14</td>
<td>5</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>2019</td>
<td>52</td>
<td>16</td>
<td>13</td>
<td>5</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>2020</td>
<td>54</td>
<td>16</td>
<td>9</td>
<td>3</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>2021</td>
<td>47</td>
<td>18</td>
<td>8</td>
<td>7</td>
<td>5</td>
<td>11</td>
</tr>
</tbody>
</table>
Social Media Brand Used Most Often

BASE: U.S. SOCIAL MEDIA USERS

<table>
<thead>
<tr>
<th>Age 12-34</th>
<th>21</th>
<th>33</th>
<th>15</th>
<th>14</th>
<th>5</th>
<th>1</th>
<th>4</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 35-54</td>
<td>60</td>
<td>10</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Age 55+</td>
<td>70</td>
<td>4</td>
<td>11</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
Social Media Brand Used Most Often (Age 12-34)

Base: U.S. Social Media Users

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Snapchat</th>
<th>Twitter</th>
<th>Pinterest</th>
<th>TikTok</th>
<th>WhatsApp</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>62</td>
<td>7</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>62</td>
<td>9</td>
<td>9</td>
<td>3</td>
<td>5</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>57</td>
<td>12</td>
<td>14</td>
<td>5</td>
<td>5</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>29</td>
<td>26</td>
<td>28</td>
<td>6</td>
<td>14</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>32</td>
<td>27</td>
<td>18</td>
<td>3</td>
<td>8</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>2021</td>
<td>21</td>
<td>33</td>
<td>15</td>
<td>14</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>7</td>
</tr>
</tbody>
</table>
Social Media Brand Used Most Often (Age 55+)

Base: U.S. Social Media Users

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Pinterest</th>
<th>Snapchat</th>
<th>TikTok</th>
<th>WhatsApp</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>78</td>
<td>11</td>
<td>3</td>
<td>6</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>78</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>82</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>75</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>78</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>70</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#InfiniteDial

The Infinite Dial © 2021 Edison Research and Triton Digital

Edison Research

Triton

#InfiniteDial
Monthly Online Audio Listening

TOTAL U.S. POPULATION 12+
% 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

Estimated 193 Million

The Infinite Dial® 2021

edison research
TRITON
#InfiniteDial

THE INFINITE DIAL © 2021 EDISON RESEARCH AND TRITON DIGITAL
Monthly Online Audio Listening

U.S. POPULATION

% 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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 12-34</td>
<td>87</td>
<td>86</td>
<td>86</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>70</td>
<td>76</td>
<td>72</td>
</tr>
<tr>
<td>Age 55+</td>
<td>40</td>
<td>42</td>
<td>46</td>
</tr>
</tbody>
</table>

#InfiniteDial

THE INFINITE DIAL © 2021 EDISON RESEARCH AND TRITON DIGITAL
Weekly Online Audio Listening

TOTAL U.S. POPULATION 12+

% 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

Estimated
176 Million
Average Time Spent Listening to Online Audio

BASE: U.S. AGE 12+ WEEKLY ONLINE AUDIO LISTENERS
HOURS:MINUTES IN LAST WEEK


#InfiniteDial
Online Audio Brand Awareness

TOTAL U.S. POPULATION 12+
% AWARE OF ONLINE AUDIO BRAND

- Pandora: 83%
- Spotify: 76%
- iHeartRadio: 72%
- Apple Music: 72%
- Amazon Music: 70%
- Google Play, now known as YouTube Music: 68%
- SoundCloud: 46%
- NPR One: 25%
- Radio.com: 16%
- TuneIn Radio: 16%
- Tidal: 12%
- LiveXLive, formerly Slacker: 8%
- AccuRadio: 5%
Online Audio Brands Listened to in Last Month

TOTAL U.S. POPULATION 12+
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH

- Spotify: 29%
- Pandora: 20%
- Google Play, now known as YouTube Music: 16%
- Amazon Music: 14%
- Apple Music: 12%
- iHeartRadio: 10%
- SoundCloud: 8%
Online Audio Brands Listened to in Last Week

TOTAL U.S. POPULATION 12+
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK

- Spotify: 25%
- Pandora: 14%
- Google Play, now known as YouTube Music: 14%
- Amazon Music: 10%
- Apple Music: 10%
- iHeartRadio: 7%
- SoundCloud: 5%
Online Audio Brand Used Most Often

BASE: U.S. AGE 12+ AND CURRENTLY EVER USE ANY ONLINE AUDIO BRAND

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPOTIFY</td>
<td>31</td>
</tr>
<tr>
<td>PANDORA</td>
<td>18</td>
</tr>
<tr>
<td>GOOGLE PLAY/YOUTUBE MUSIC</td>
<td>14</td>
</tr>
<tr>
<td>APPLE MUSIC</td>
<td>11</td>
</tr>
<tr>
<td>AMAZON MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>iHEART RADIO</td>
<td>7</td>
</tr>
<tr>
<td>OTHER</td>
<td>9</td>
</tr>
</tbody>
</table>
Online Audio Brand Used Most Often

BASE: U.S. AGE 12+ AND CURRENTLY EVER USE ANY ONLINE AUDIO BRAND

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total</th>
<th>Own an Amazon Alexa device</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPOTIFY</td>
<td>31</td>
<td>28</td>
</tr>
<tr>
<td>PANDORA</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>GOOGLE PLAY/ YOUTUBE MUSIC</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>APPLE MUSIC</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>AMAZON MUSIC</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td>IHEART RADIO</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>OTHER</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

#InfiniteDial

THE INFINITE DIAL © 2021 EDISON RESEARCH AND TRITON DIGITAL
Online Audio Brand Used Most Often

BASE: U.S. AGE 12+ AND CURRENTLY EVER USE ANY ONLINE AUDIO BRAND

Total

- SPOTIFY: 31
- PANDORA: 18
- GOOGLE PLAY/YOUTUBE MUSIC: 14
- APPLE MUSIC: 11
- AMAZON MUSIC: 10
- IHEART RADIO: 7
- OTHER: 9

Own an Amazon Alexa device

- SPOTIFY: 28
- PANDORA: 17
- GOOGLE PLAY/YOUTUBE MUSIC: 9
- APPLE MUSIC: 13
- AMAZON MUSIC: 21
- IHEART RADIO: 6
- OTHER: 6

Own a Google Nest device

- SPOTIFY: 50
- PANDORA: 16
- GOOGLE PLAY/YOUTUBE MUSIC: 11
- APPLE MUSIC: 5
- AMAZON MUSIC: 5
- IHEART RADIO: 6
- OTHER: 7
Frequency of Listening to Audio with Other People

TOTAL U.S. POPULATION 12+

- Sometimes: 27%
- Frequently: 24%
- Hardly ever: 28%
- Never: 21%
Frequency of Listening to Audio with Other People

TOTAL U.S. POPULATION 12+

<table>
<thead>
<tr>
<th></th>
<th>FREQUENTLY</th>
<th>SOMETIMES</th>
<th>HARDLY EVER</th>
<th>NEVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>24</td>
<td>27</td>
<td>28</td>
<td>21</td>
</tr>
<tr>
<td>Age 12-34</td>
<td>32</td>
<td>37</td>
<td>21</td>
<td>10</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>29</td>
<td>24</td>
<td>29</td>
<td>18</td>
</tr>
<tr>
<td>Age 55+</td>
<td>13</td>
<td>18</td>
<td>33</td>
<td>36</td>
</tr>
</tbody>
</table>
In-Car Media
Driven/Ridden in Car in Last Month

BASE: U.S. AGE 18+

% DRIVING OR RIDING IN CAR/VEHICLE IN LAST MONTH

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>88</td>
</tr>
<tr>
<td>2017</td>
<td>90</td>
</tr>
<tr>
<td>2018</td>
<td>88</td>
</tr>
<tr>
<td>2019</td>
<td>89</td>
</tr>
<tr>
<td>2020</td>
<td>87</td>
</tr>
<tr>
<td>2021</td>
<td>83</td>
</tr>
</tbody>
</table>
Audio Sources Currently Ever Used in Car

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 83%

% USING AUDIO SOURCE IN CAR

<table>
<thead>
<tr>
<th>Audio Source</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM radio</td>
<td>81</td>
<td>75</td>
<td>81</td>
</tr>
<tr>
<td>Owned digital music</td>
<td>45</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>CD player</td>
<td>43</td>
<td>35</td>
<td>41</td>
</tr>
<tr>
<td>Online audio</td>
<td>28</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Podcasts</td>
<td>26</td>
<td>28</td>
<td>30</td>
</tr>
<tr>
<td>SiriusXM</td>
<td>22</td>
<td>24</td>
<td>21</td>
</tr>
</tbody>
</table>

2019
2020
2021

#InfiniteDial
In-Dash Information and Entertainment Systems

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 83%

% OWNING IN-DASH INFORMATION AND ENTERTAINMENT SYSTEM IN CAR

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>6</td>
</tr>
<tr>
<td>2014</td>
<td>8</td>
</tr>
<tr>
<td>2015</td>
<td>10</td>
</tr>
<tr>
<td>2016</td>
<td>12</td>
</tr>
<tr>
<td>2017</td>
<td>12</td>
</tr>
<tr>
<td>2018</td>
<td>15</td>
</tr>
<tr>
<td>2019</td>
<td>19</td>
</tr>
<tr>
<td>2020</td>
<td>18</td>
</tr>
<tr>
<td>2021</td>
<td>20</td>
</tr>
</tbody>
</table>
Integrated Mobile Operating Systems in Primary Vehicle

BASE: U.S. AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH, 83%
% HAVE SYSTEM IN PRIMARY VEHICLE

Apple CarPlay 10

Android Auto 8
Online Audio Listening in Car Through a Cell Phone

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO ONLINE AUDIO IN A CAR THROUGH A CELL PHONE

2010: 5
2011: 9
2012: 15
2013: 19
2014: 23
2015: 32
2016: 34
2017: 38
2018: 42
2019: 41
2020: 45
2021: 50
Podcasting
Podcasting Familiarity

Total U.S. Population 12+

% Familiar With Podcasting

Estimated 222 Million
Podcasting Listening

TOTAL U.S. POPULATION 12+
% EVER LISTENED TO A PODCAST

Estimated 162 Million

11 13 18 22 23 25 29 27 30 33 36 40 44 51 55 57

edison research
TRITON
#InfiniteDial
Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

Estimated
116 Million

9 11 12 12 14 12 15 17 21 24 26 32 37 41
Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH

2018  2019  2020  2021

Age 12-34: 34  42  49  56
Age 35-54: 29  36  40  39
Age 55+: 13  17  22  26
Gender of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+

- Men: 48%
- Non-binary/Other: 2%
- Women: 49%

MONTHLY PODCAST CONSUMERS 12+

- Men: 51%
- Non-binary/Other: 3%
- Women: 46%
Age of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

<table>
<thead>
<tr>
<th></th>
<th>AGE 12-34</th>
<th>AGE 35-54</th>
<th>AGE 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>46% (EST. 14 MIL)</td>
<td>40% (EST. 12 MIL)</td>
<td>14% (EST. 4 MIL)</td>
</tr>
<tr>
<td>2016</td>
<td>49% (EST. 28 MIL)</td>
<td>34% (EST. 19 MIL)</td>
<td>17% (EST. 10 MIL)</td>
</tr>
<tr>
<td>2021</td>
<td>50% (EST. 58 MIL)</td>
<td>29% (EST. 34 MIL)</td>
<td>21% (EST. 24 MIL)</td>
</tr>
</tbody>
</table>

#InfiniteDial
Ethnicity of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

2011
- White: 68%
- African-American: 14%
- Hispanic: 11%
- Asian: 3%
- Other: 4%

2016
- White: 63%
- African-American: 16%
- Hispanic: 12%
- Asian: 3%
- Other: 6%

2021
- White: 57%
- African-American: 13%
- Hispanic: 16%
- Asian: 4%
- Other: 10%
Weekly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK

2013: 7
2014: 8
2015: 10
2016: 13
2017: 15
2018: 17
2019: 22
2020: 24
2021: 28

Estimated
80 Million
Number of Podcasts Listened to in Last Week

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK

U.S. weekly podcast listeners averaged **Eight podcasts in the last week**
U.S. weekly podcast listeners averaged 5.1 podcast shows in the last week.
Observations

Podcasting has grown significantly, especially with weekly listeners.
Observations

The demographics of podcast listeners continue to diversify. In 2021, the composition of female listeners reached an all-time high.

While podcast consumers continue to be mostly White, the medium exhibited very strong gains with Hispanic/Latino listeners and with Black listeners and now very nearly reflects the diversity of the U.S. population.
Observations

Tablets and watches have clearly plateaued--the smartphone continues to grow and remains the most important device for media consumption
Observations

Smart Speaker ownership grew more than 22% year-over-year, and the number of speaker per home also grew. Pandemic-related restrictions may have helped to fuel this growth, with nearly half of those who primarily work from home now owning a smart speaker.
Observations

While most social media platforms exhibited modest or no growth, TikTok surged, especially among 12-34 year-olds.

For the first time in Infinite Dial history, Facebook is no longer indicated as the most-used platform by a majority of social media users, driven mainly by 12-34 preference for Instagram, TikTok, and Snapchat.
Observations

One-in-five Americans 12+ have now watched a live stream of a video game, and 10% have actually broadcast their own games.
Observations

Weekly online audio listening has hit an all-time high, with an increase in reach also accompanied by a one-hour rise in weekly time spent listening over the previous year.
Observations

Spotify has solidified its spot as the largest single-source for online audio, and has played a role in the growth of podcasting (especially with younger listeners).
Observations

The percentage of Americans who have driven or ridden in a car in the last month decreased on account of pandemic-related disruptions, from 88% in 2020 to 83% this year.
Coming Soon

The Infinite Dial – Australia

Moms and Media

The Infinite Dial – Canada

Details to follow at www.edisonresearch.com
The Infinite Dial 2021

#InfiniteDial