



THE **INFINITE** DIAL CANADA 2018

#INFINITEDIAL





Study Overview

- The Infinite Dial is the longest-running survey of digital media consumer behaviour in America
- This inaugural 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 explores the penetration of online digital audio in Canada and the online platforms and technologies that Canadians are using



Study Methodology

- In January/February 2018, Edison Research conducted a national telephone survey of 1000 people aged 18 and older, using random digit dialing techniques to both cell phones and landlines
- Survey offered in both English and French languages
- Data weighted to national 18+ population figures



MEDIA & TECHNOLOGIES





Device Ownership in Canada

Base: Total Population 18+

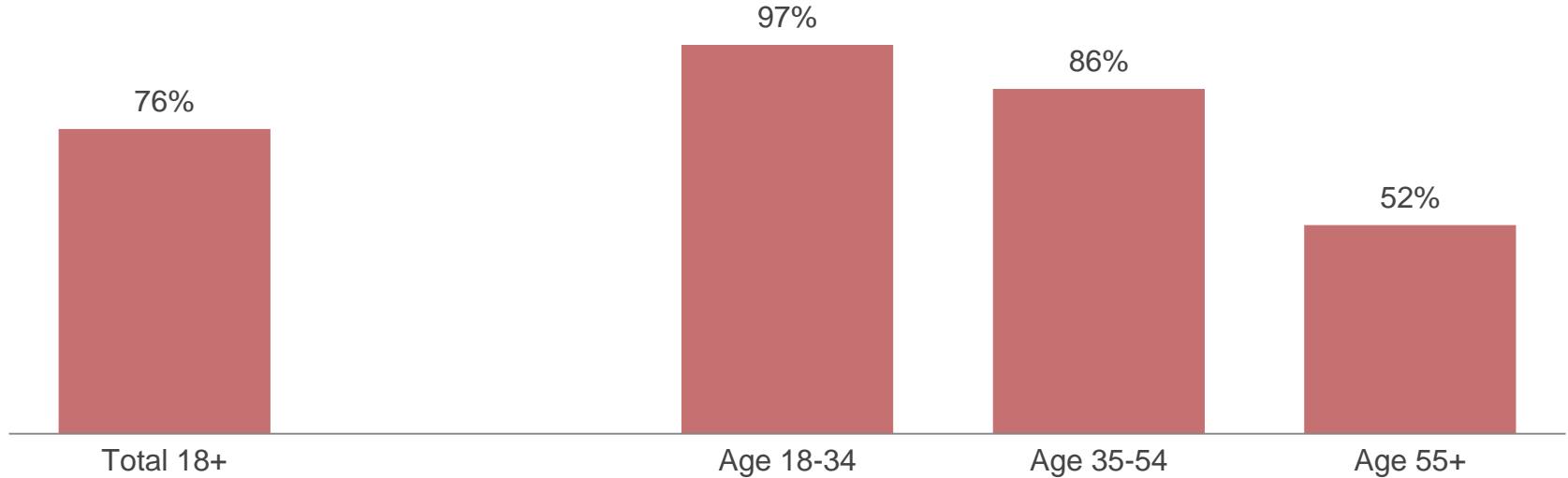
% owning device





Smartphone Ownership in Canada

% owning a smartphone

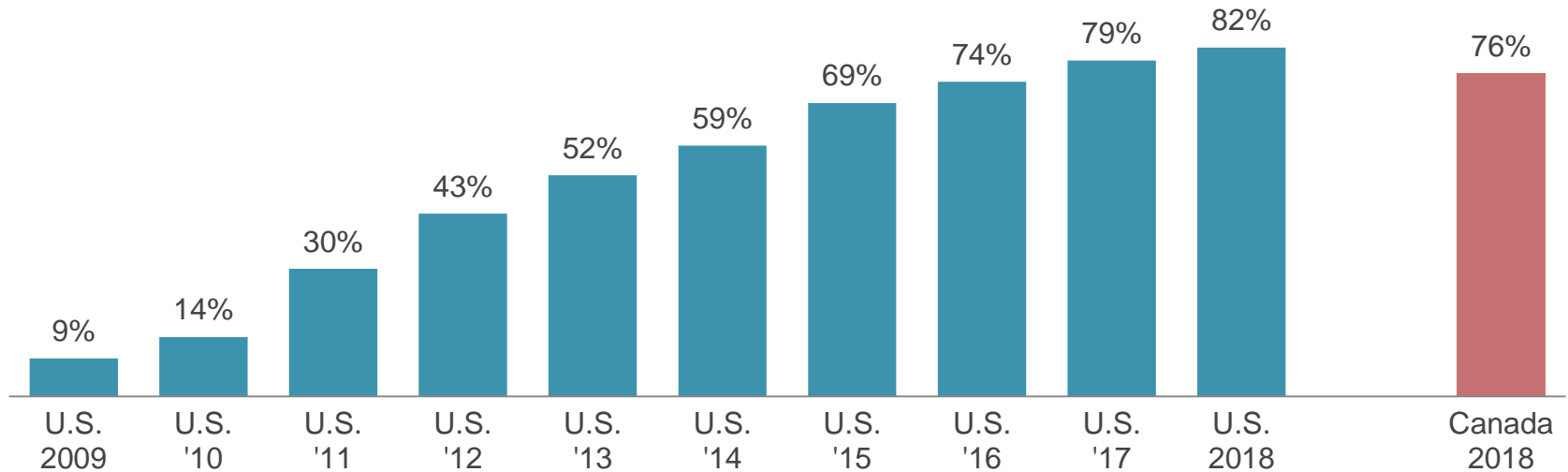




Smartphone Ownership

Base: Total Population 18+

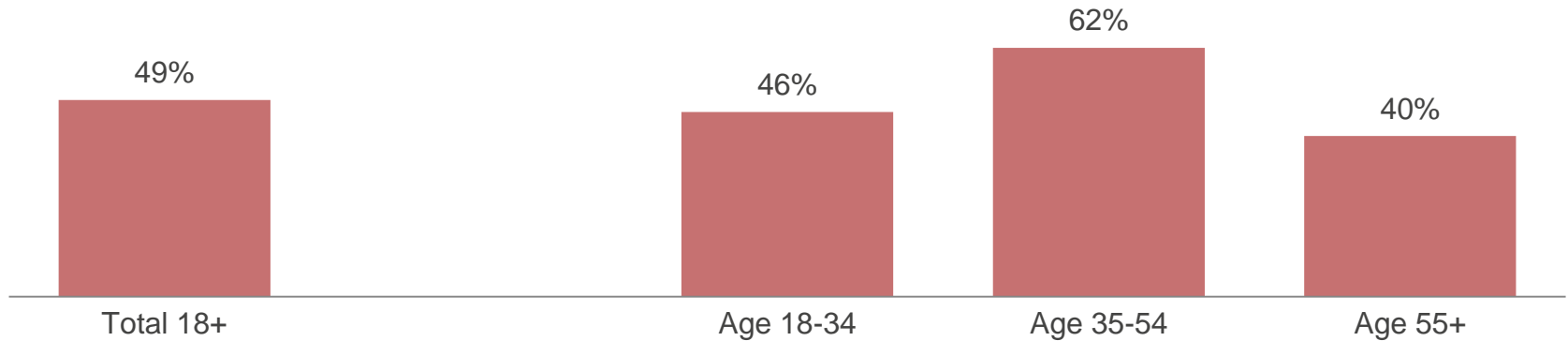
% owning a smartphone





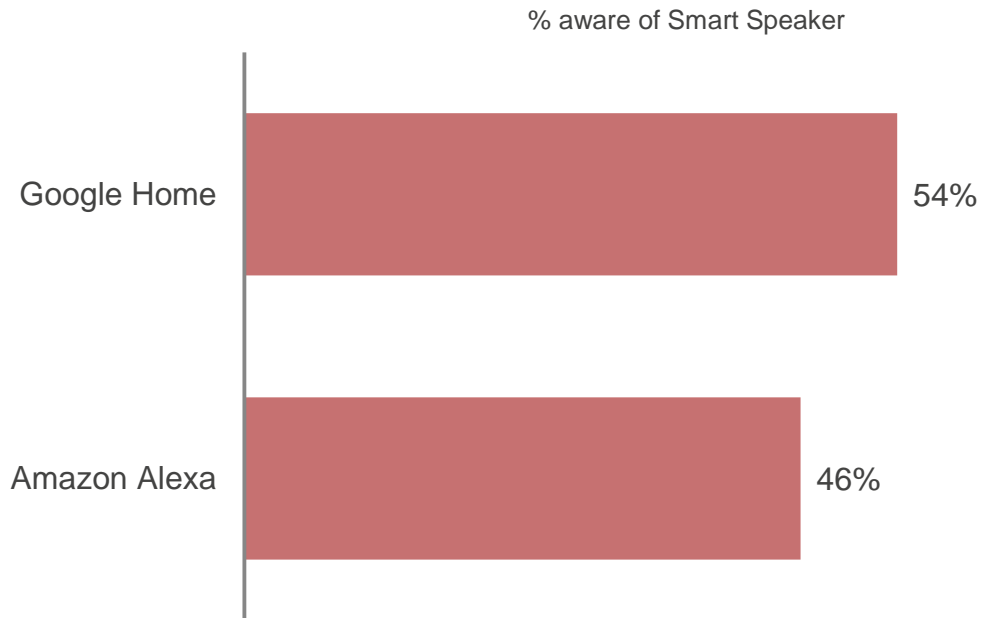
Tablet Ownership in Canada

% owning a tablet



Smart Speaker Awareness in Canada

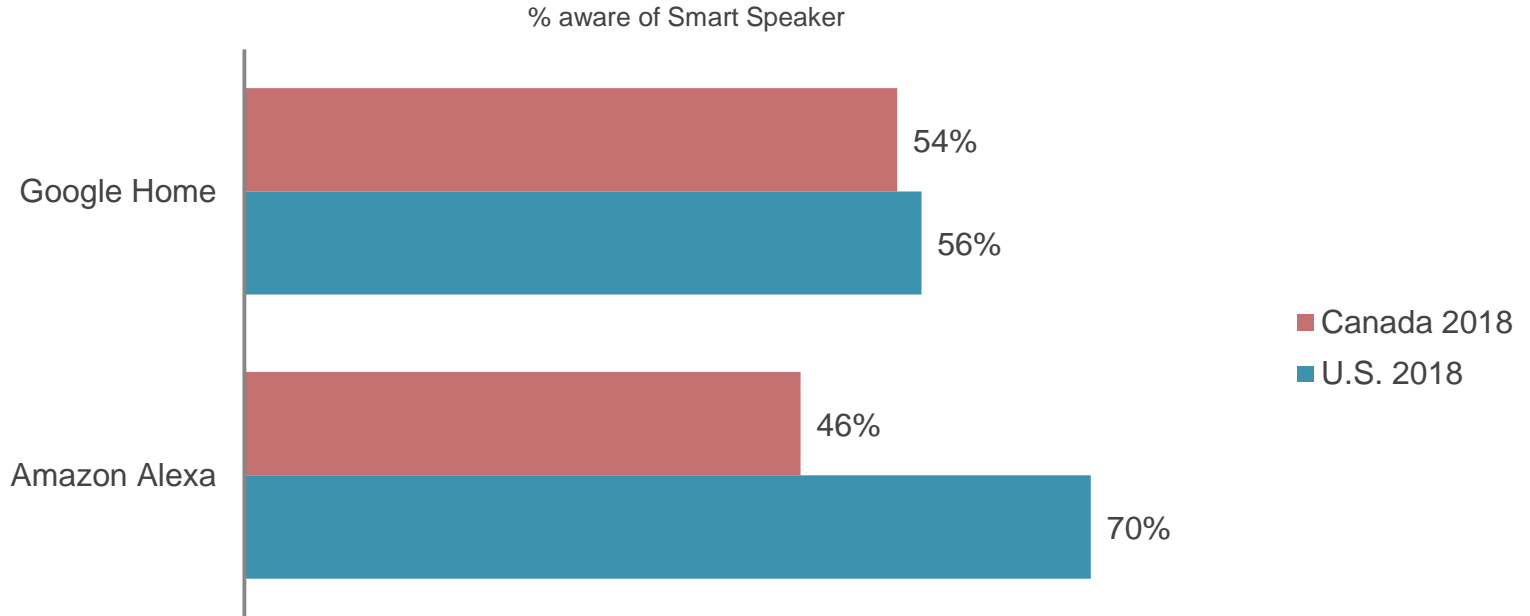
Base: Total Population 18+





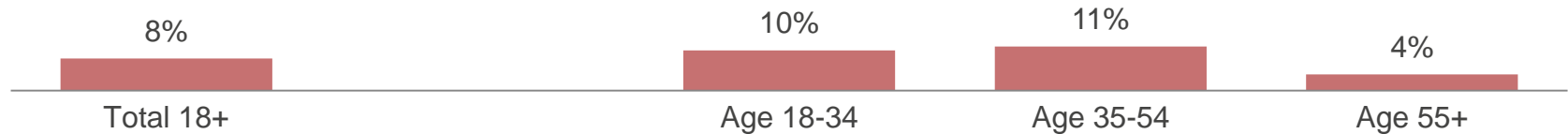
Smart Speaker Awareness

Base: Total Population 18+



Smart Speaker Ownership in Canada

% owning a Smart Speaker

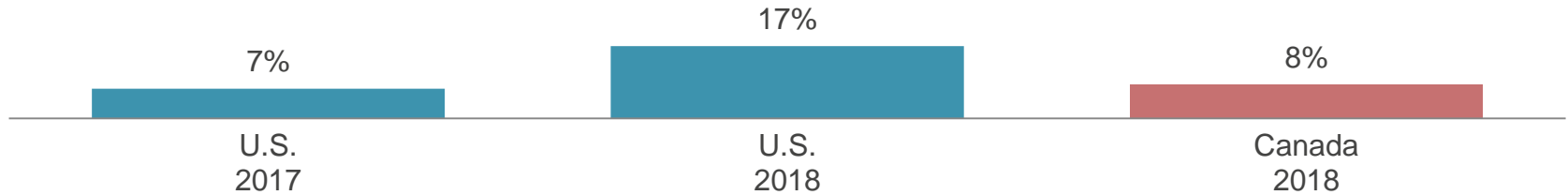




Smart Speaker Ownership

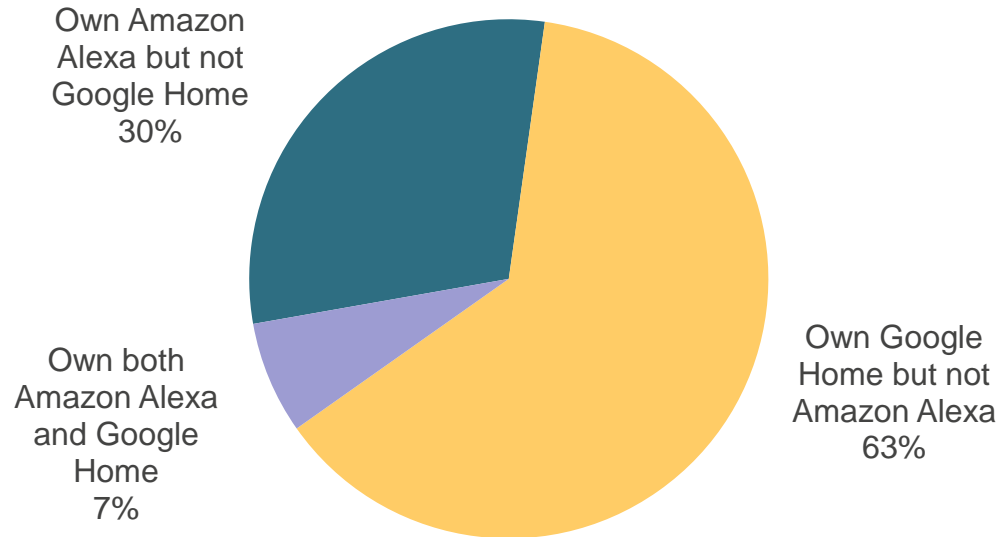
Base: Total Population 18+

% owning a Smart Speaker

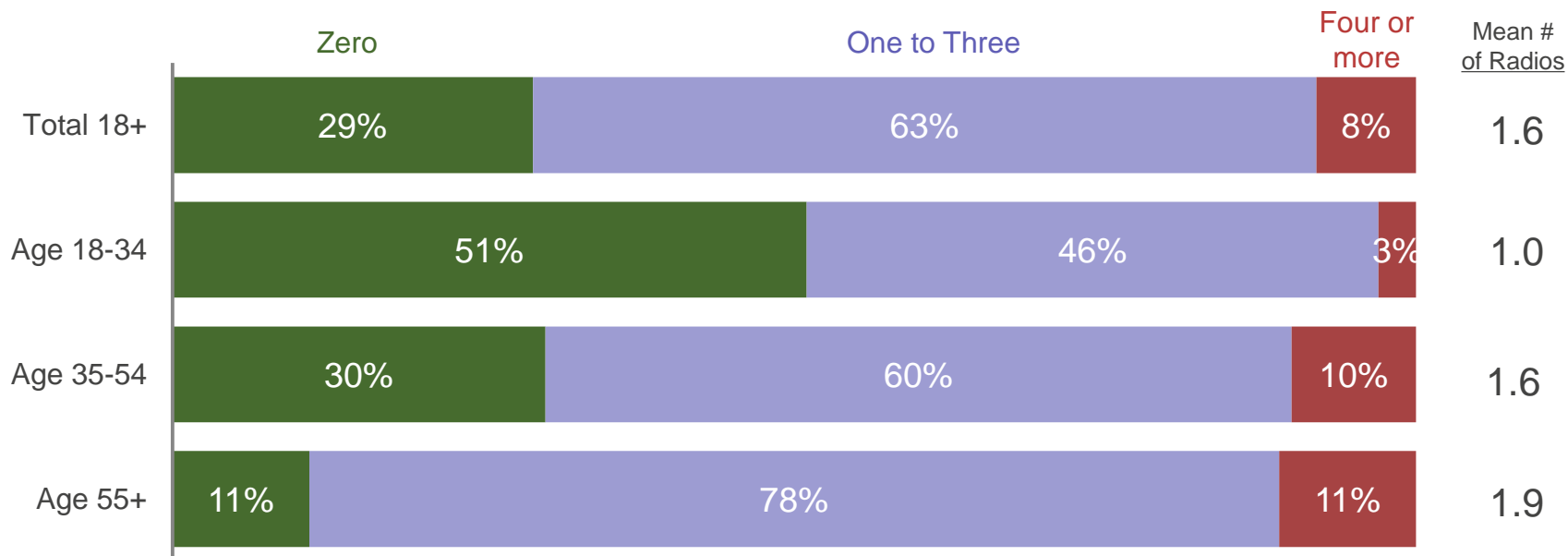


Smart Speaker Ownership in Canada

Base: Own a Smart Speaker; n=82



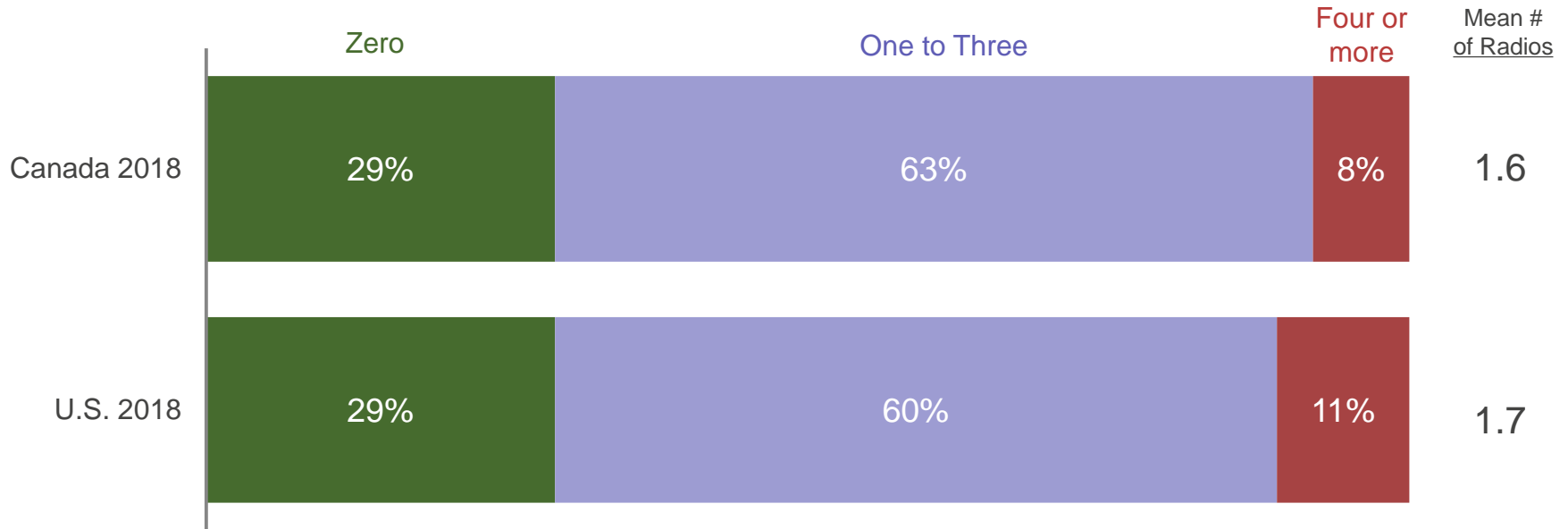
Number of Radios Owned in Homes in Canada





Number of Radios Owned in Home

Base: Total Population 18+

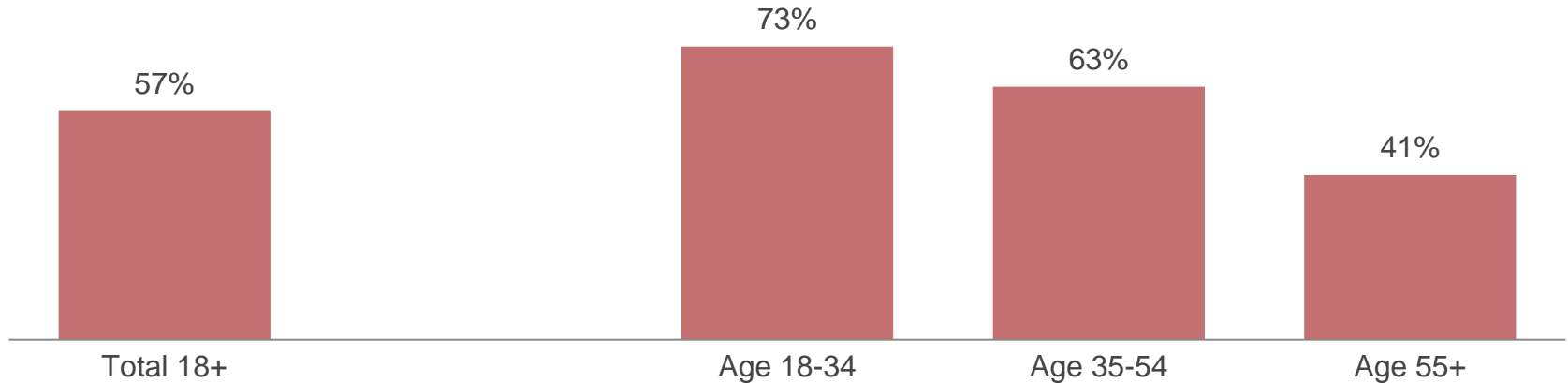




ONLINE AUDIO



Monthly Online Audio Listening in Canada

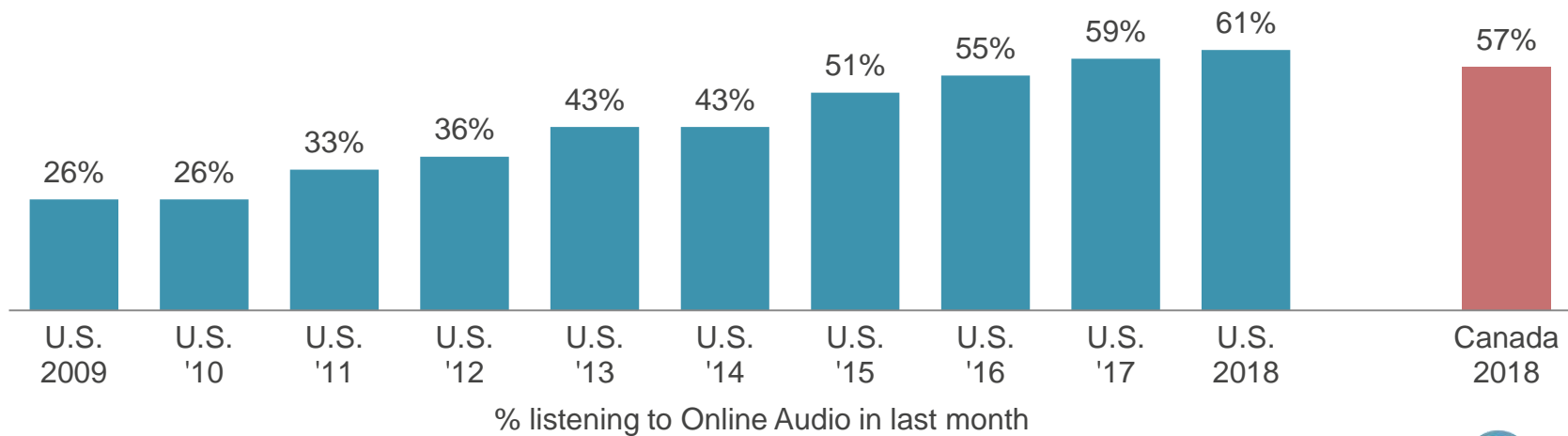


% listening to Online Audio in last month

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

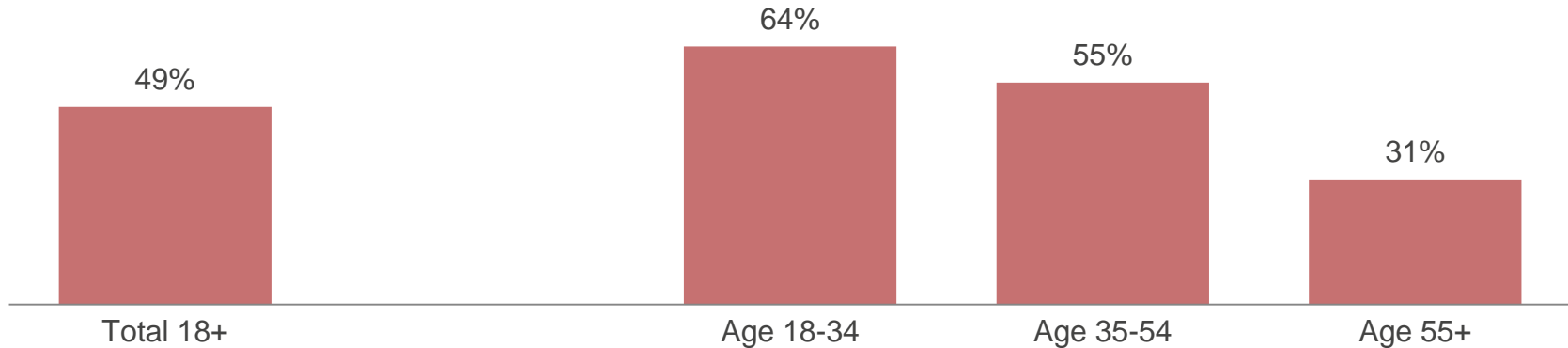
Base: Total Population 18+



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 in Canada



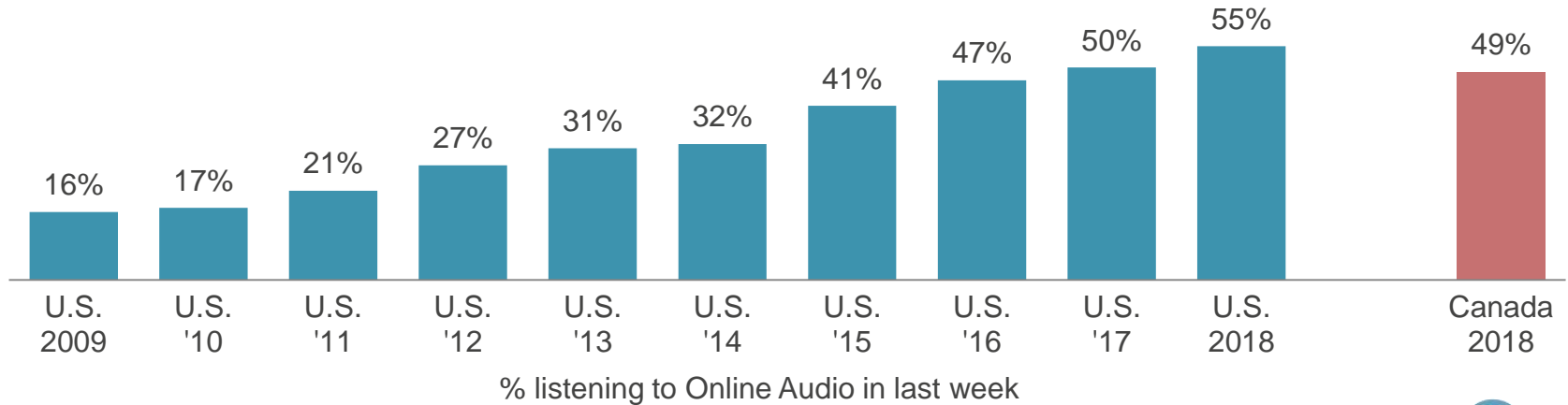
% listening to Online Audio in last week

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



Weekly Online Audio Listening

Base: Total Population 18+



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



AUDIO BRANDS

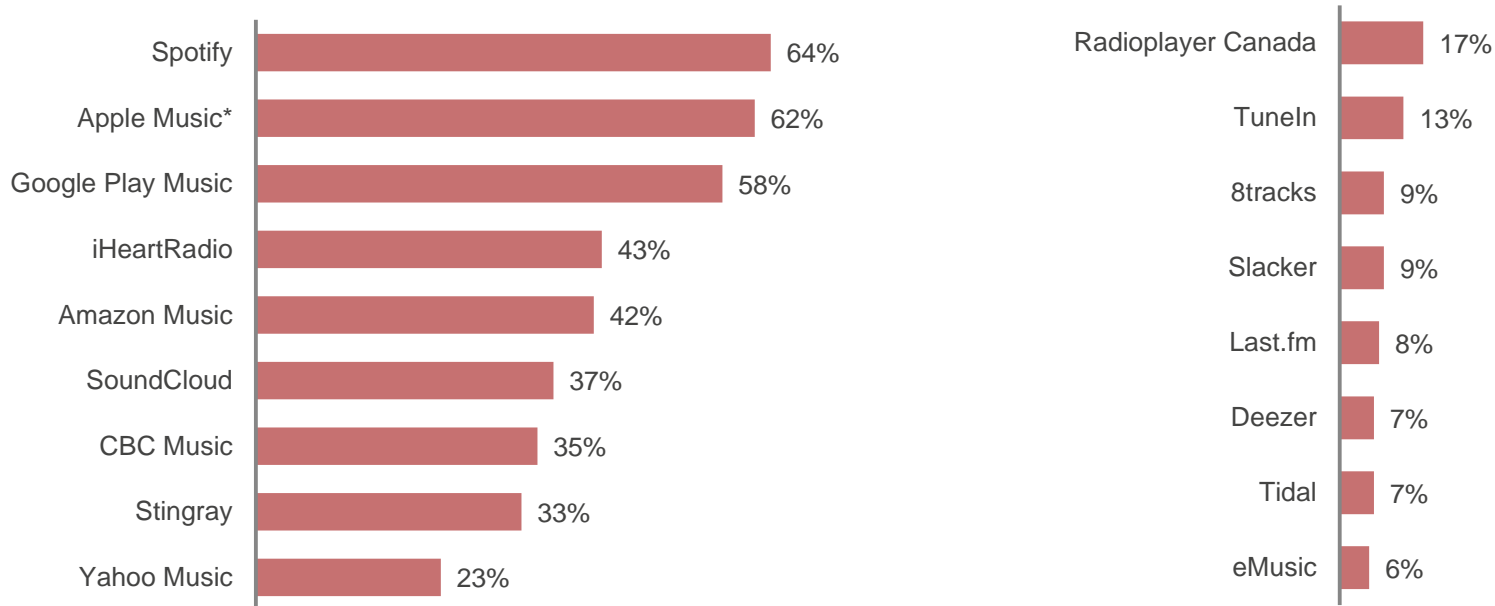




Audio Brand Awareness in Canada

Base: Total Population 18+

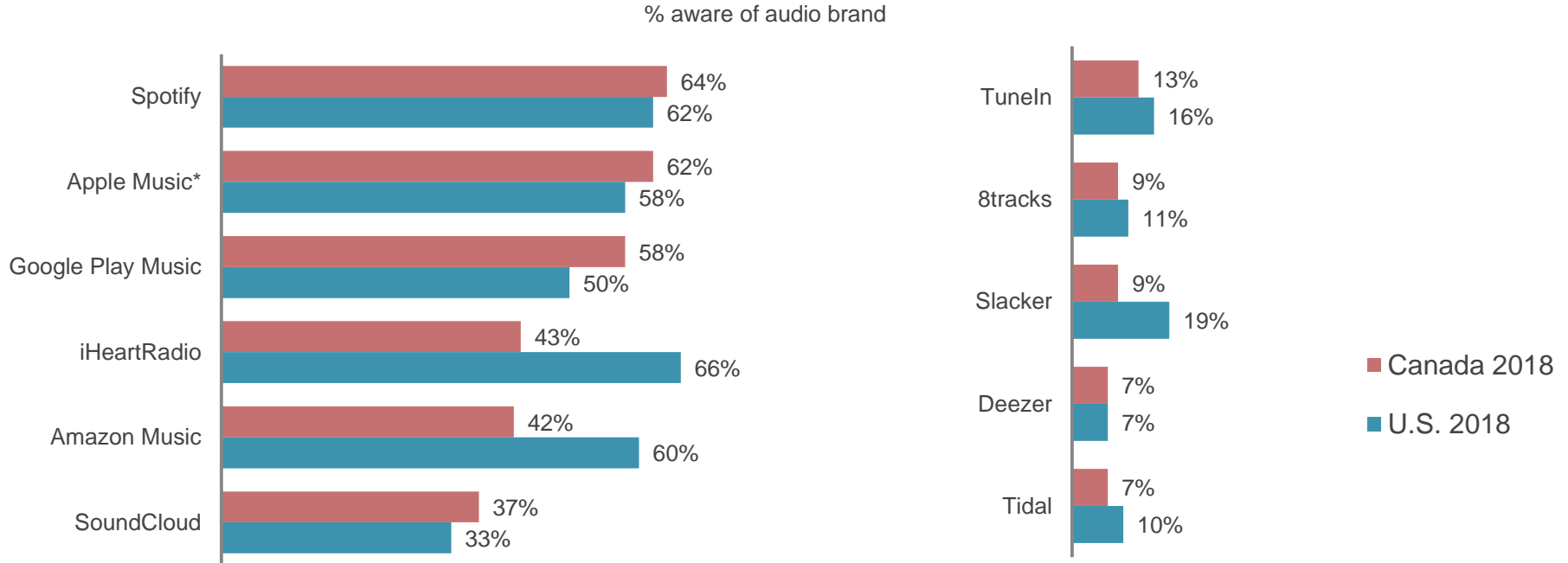
% aware of audio brand





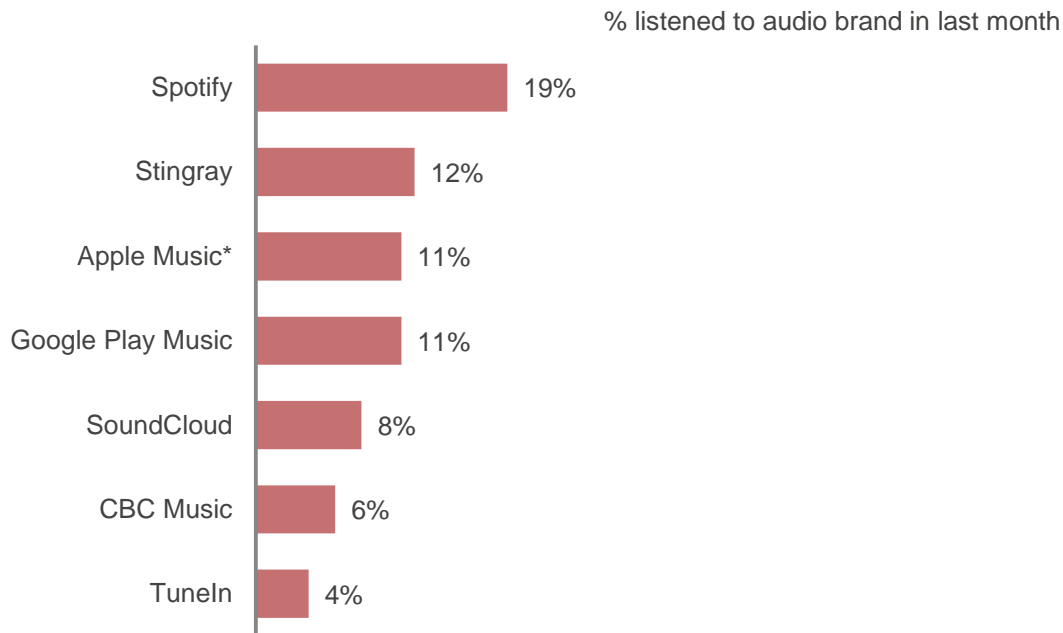
Audio Brand Awareness in Canada

Base: Total Population 18+



Monthly Online Audio Listening in Canada

Base: Total Population 18+



Brands lower than 4% not shown

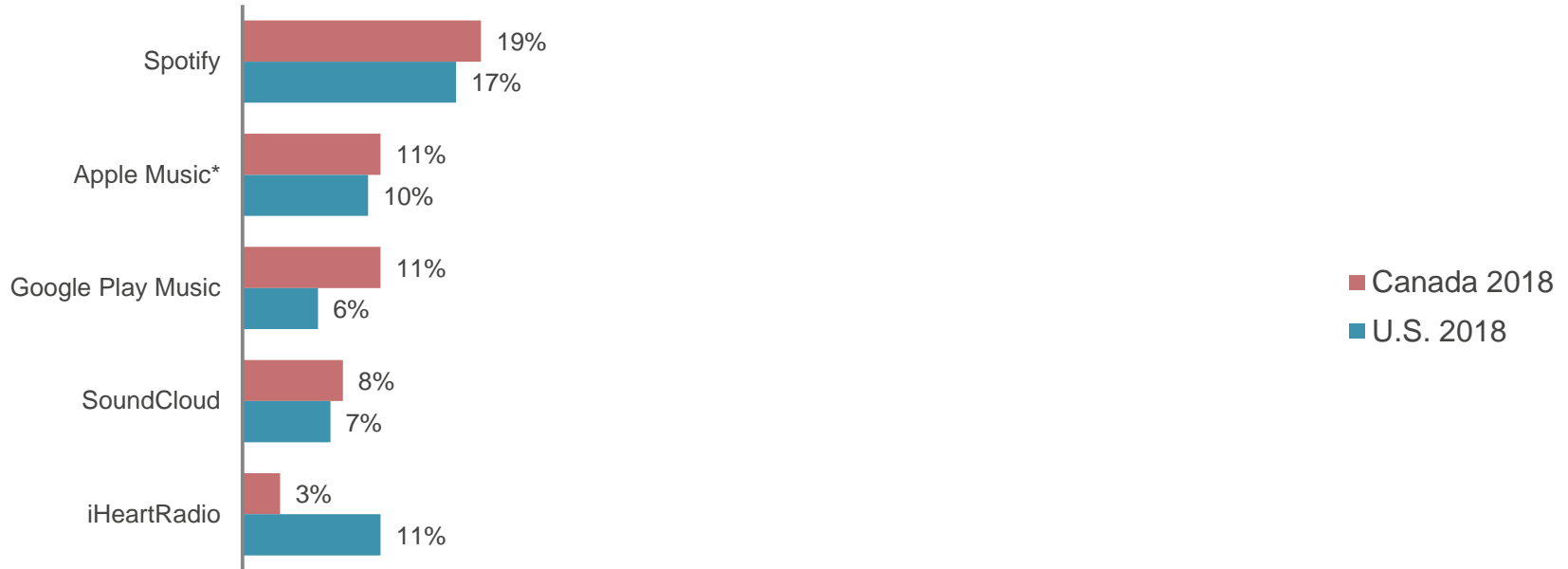
*Asked as Apple Music, the paid music subscription from Apple



Monthly Online Audio Listening

Base: Total Population 18+

% listened to audio brand in last month

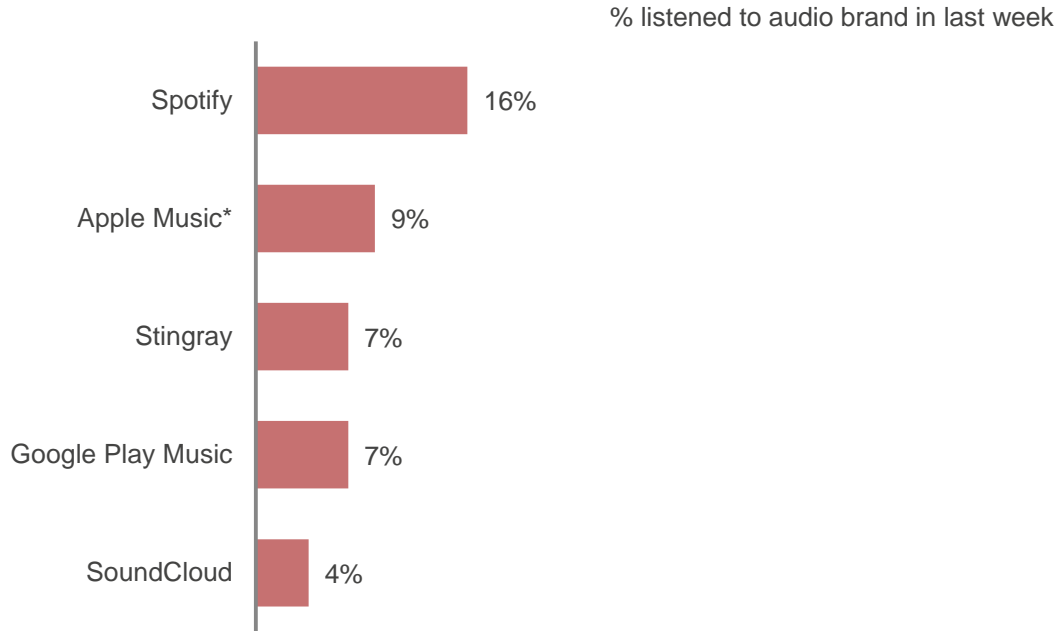


*Asked as Apple Music, the paid music subscription from Apple



Weekly Online Audio Listening in Canada

Base: Total Population 18+



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



Weekly Online Audio Listening

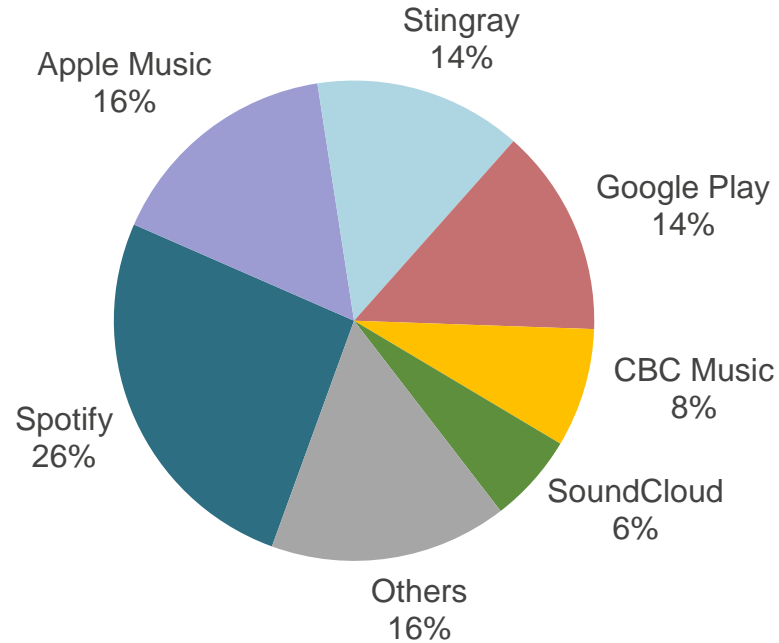
Base: Total Population 18+

% listened to audio brand in last week



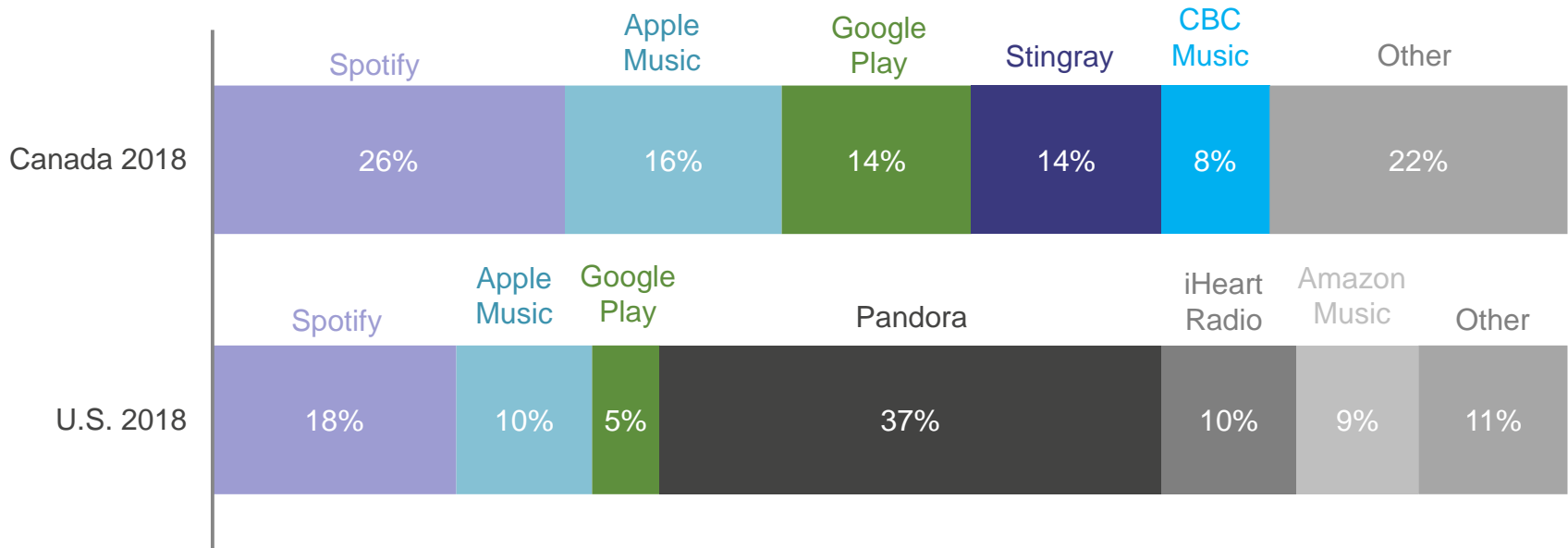
Audio Brand Used Most Often in Canada

Base: Currently ever use any audio brand



Audio Brand Used Most Often

Base: Currently ever use any audio brand



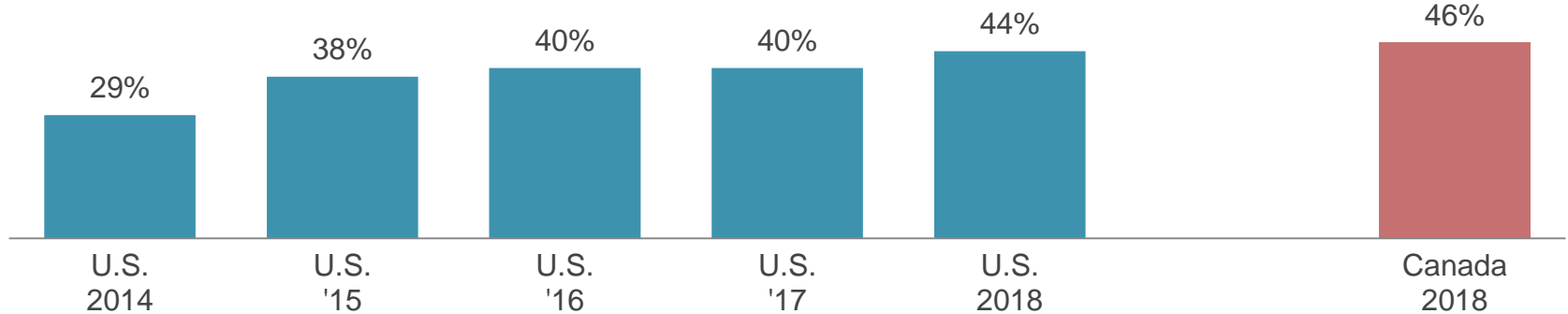


Weekly YouTube Music Usage

“Have you used YouTube to watch music videos or listen to music in the last week?”

Base: Total Population 18+

% used YouTube for music in last week





IN-CAR AUDIO

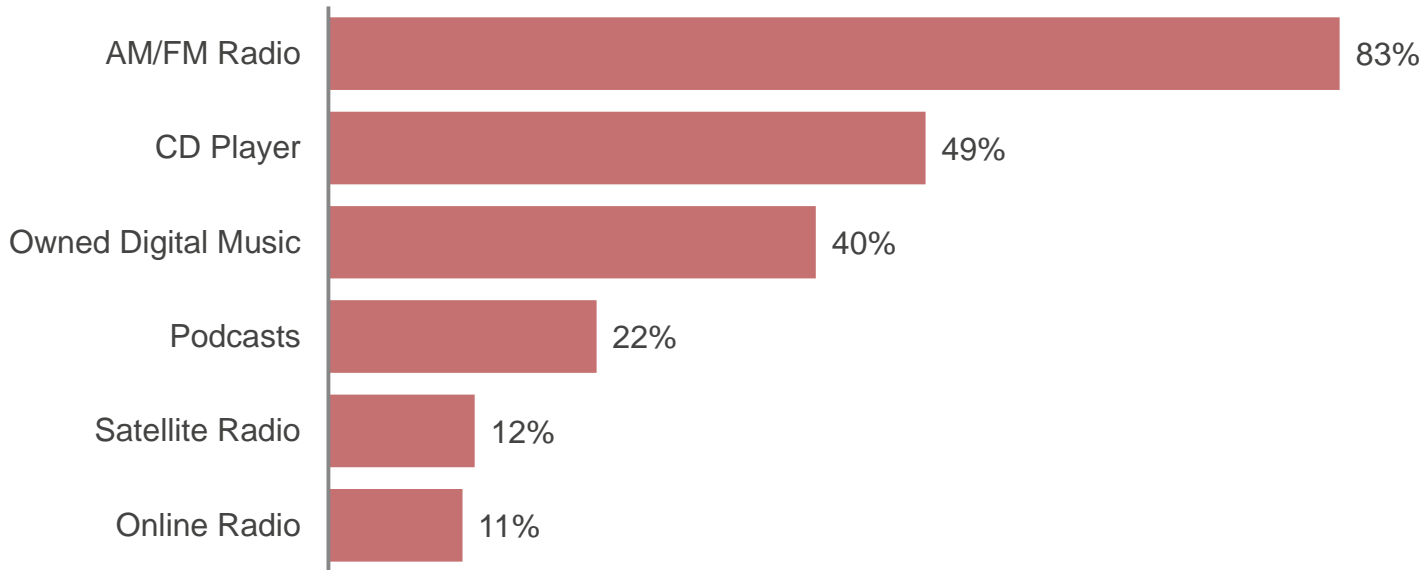




Audio Sources Used in Car in Canada

Base: Age 18+ and has driven/ridden in car in last month; 83%

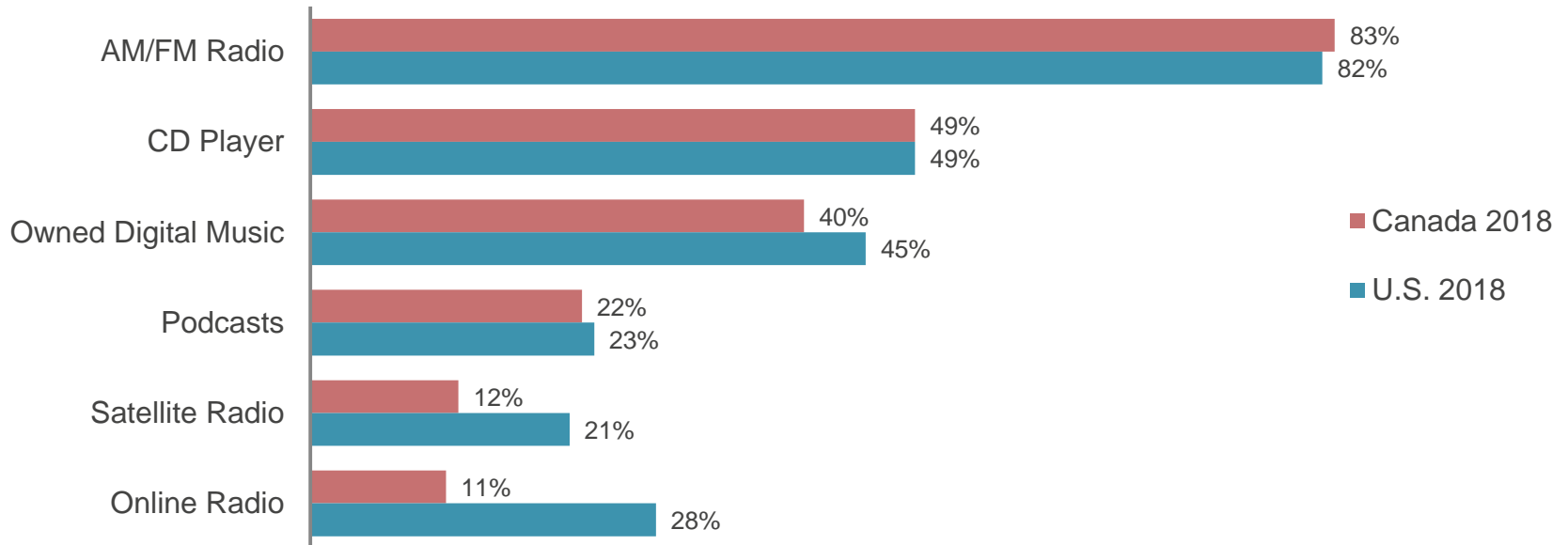
% currently ever using audio source in car



Audio Sources Used in Car

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

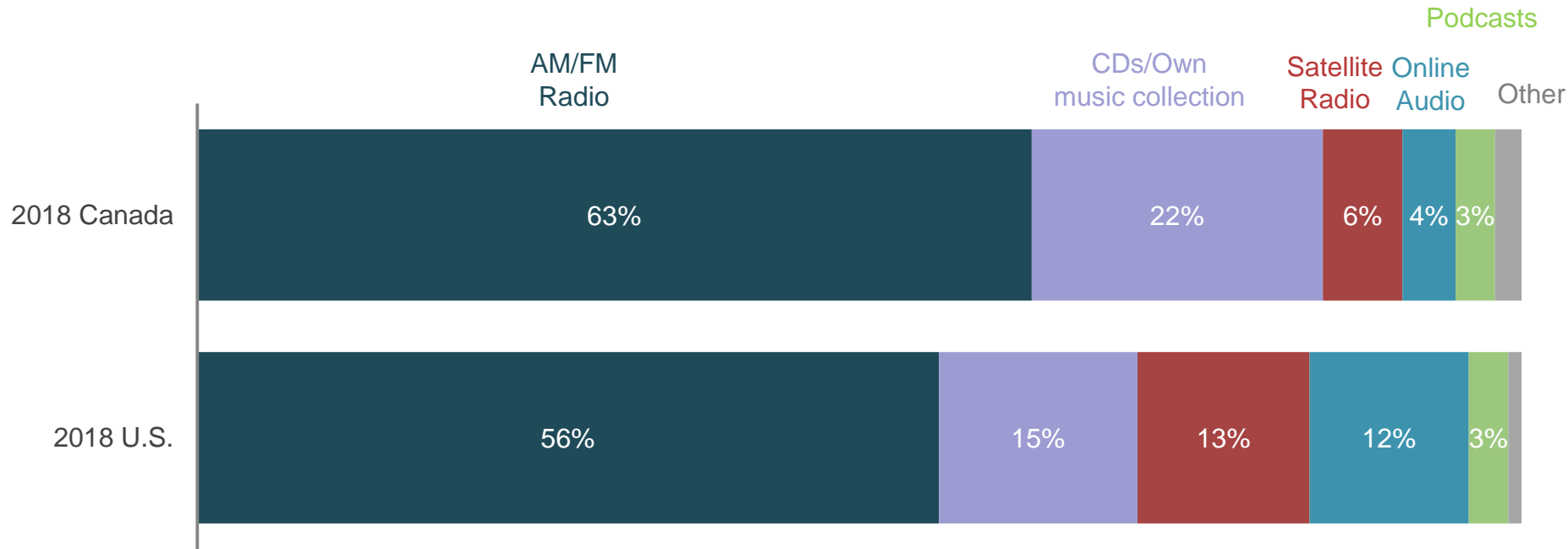
% currently ever using audio source in car





Audio Source Used Most Often in Car

Base: Age 18+, has driven/ridden in car in last month, and use any audio source in car

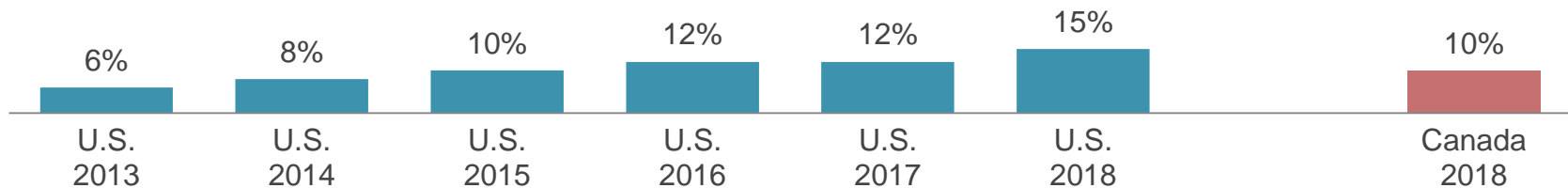




In-Dash Information and Entertainment Systems

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

% have an in-dash system in car





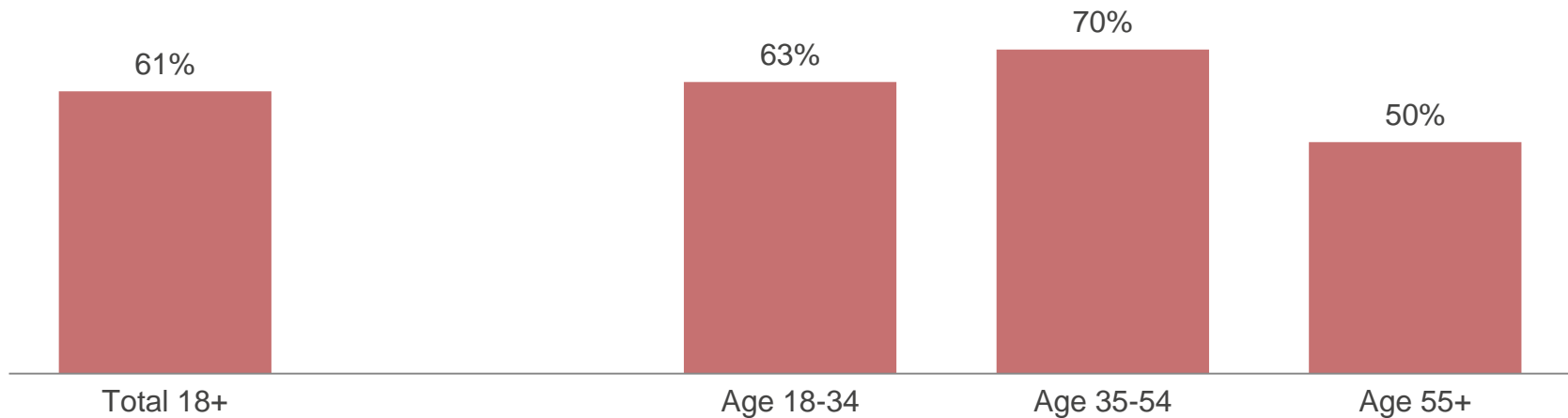
PODCASTING





Familiar with the term “Podcasting” in Canada

% familiar with the term podcasting

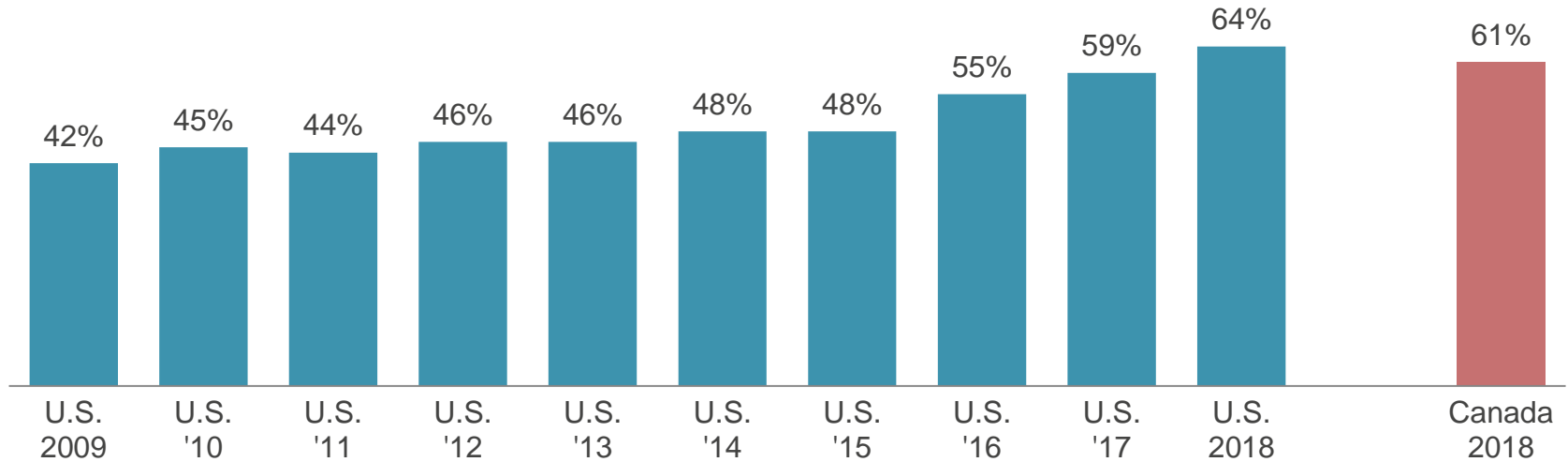




Familiar with the term “Podcasting”

Base: Total Population 18+

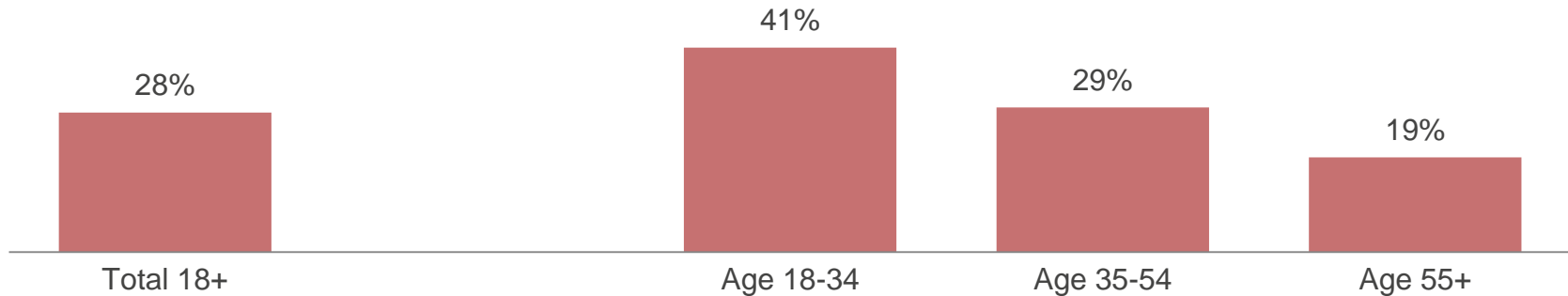
% familiar with the term podcasting





Monthly Podcast Listening in Canada

% listened to a podcast in the last month

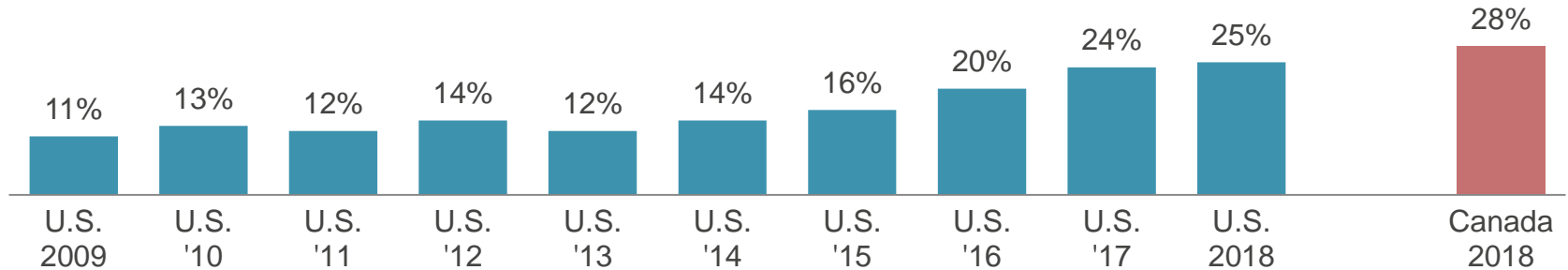




Monthly Podcast Listening

Base: Total Population 18+

% listened to a podcast in the last month



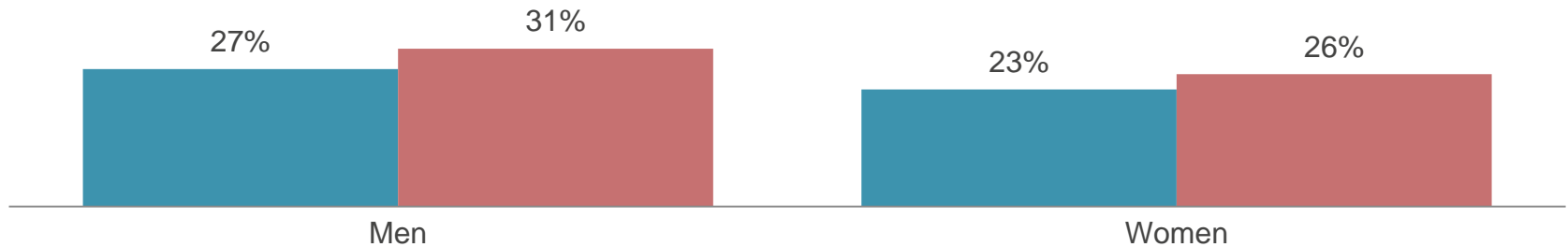


Monthly Podcast Listening

Base: Total Population 18+

% listened to a podcast in the last month

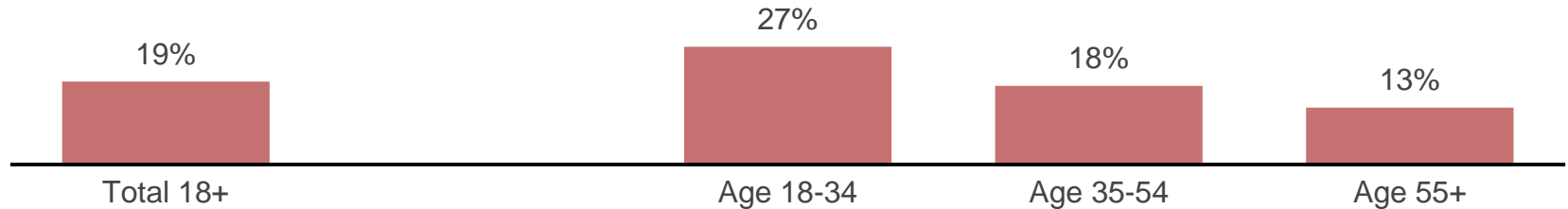
■ U.S. 2018 ■ Canada 2018





Weekly Podcast Listening in Canada

% listened to a podcast in the last week

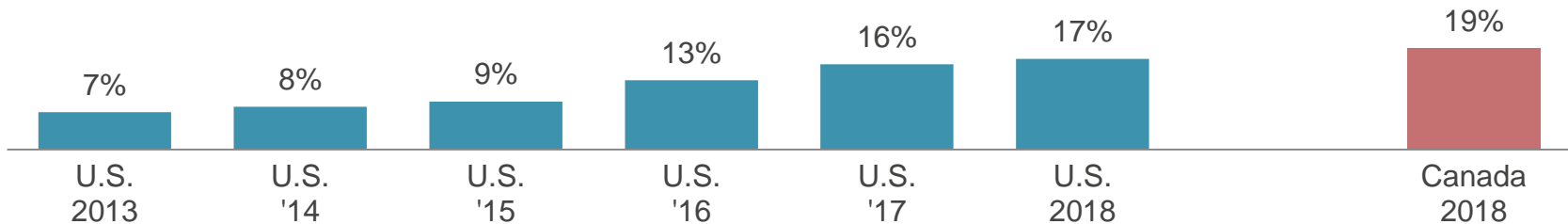




Weekly Podcast Listening

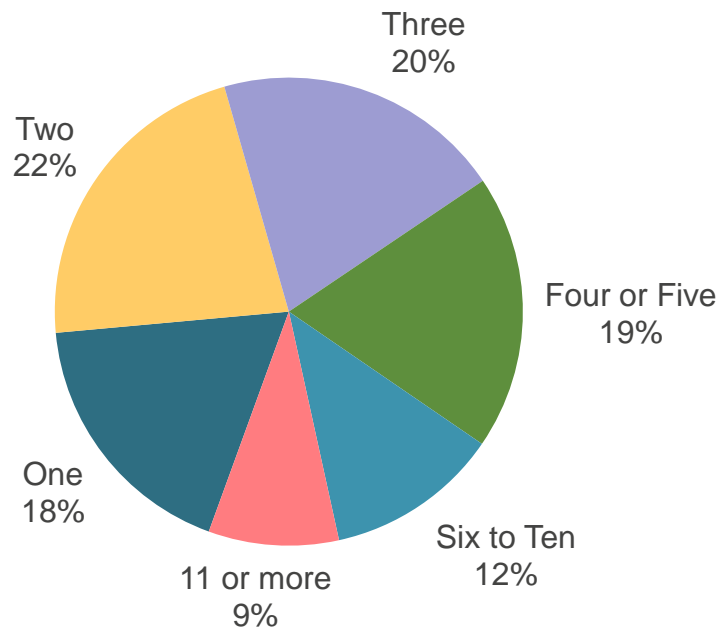
Base: Total Population 18+

% listened to a podcast in the last week



Number of Podcasts Listened to in Last Week in Canada

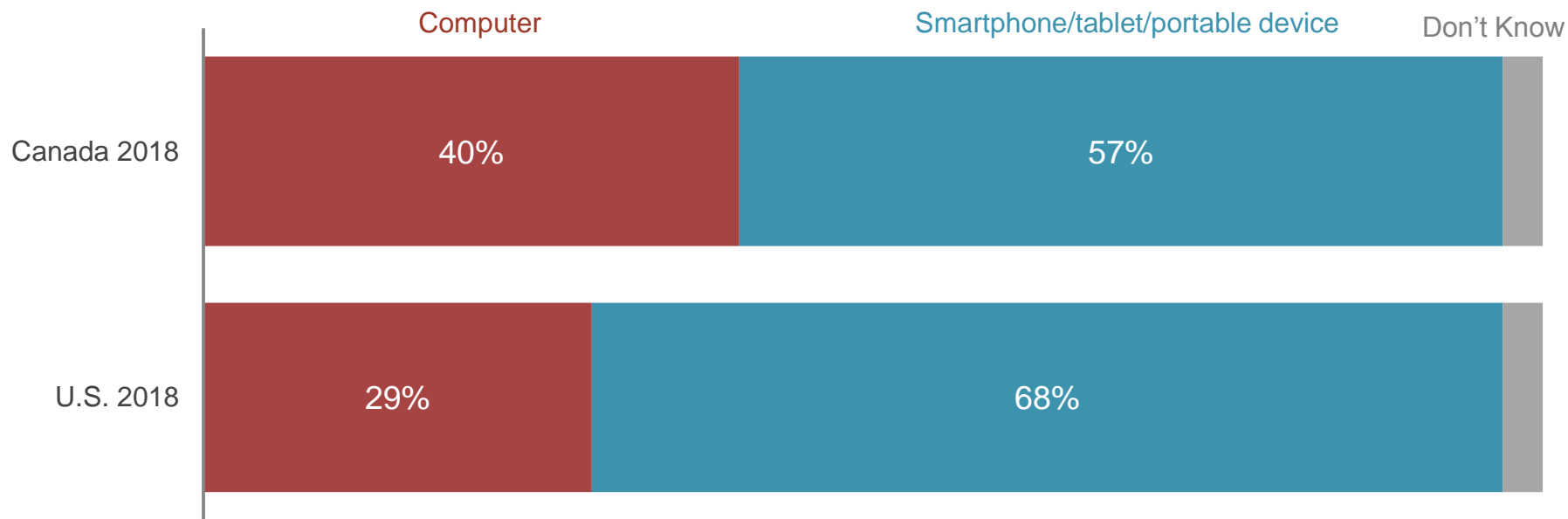
Base: Weekly Podcast Listeners



Average of five
podcasts listened
in last week

Device Used Most Often to Listen to Podcasts

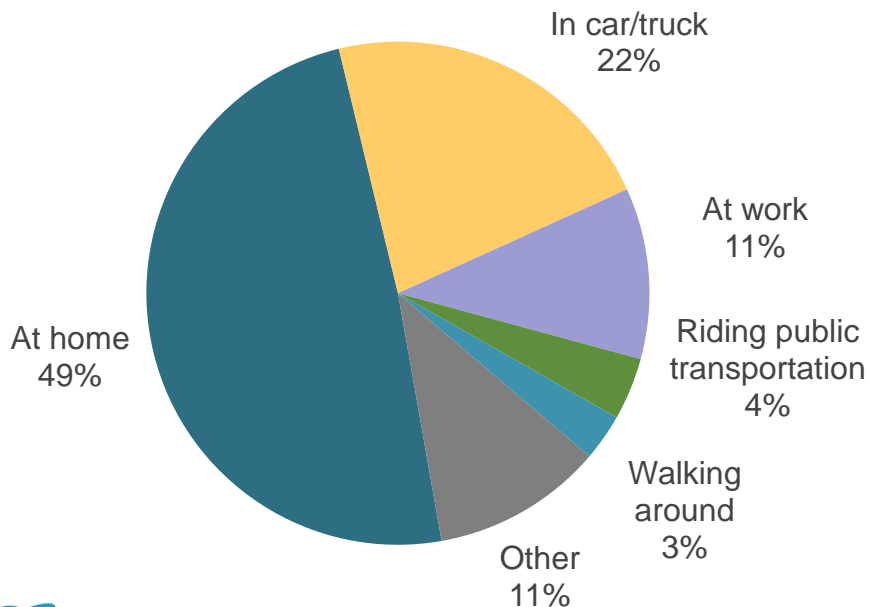
Base: Ever Listened to a Podcast



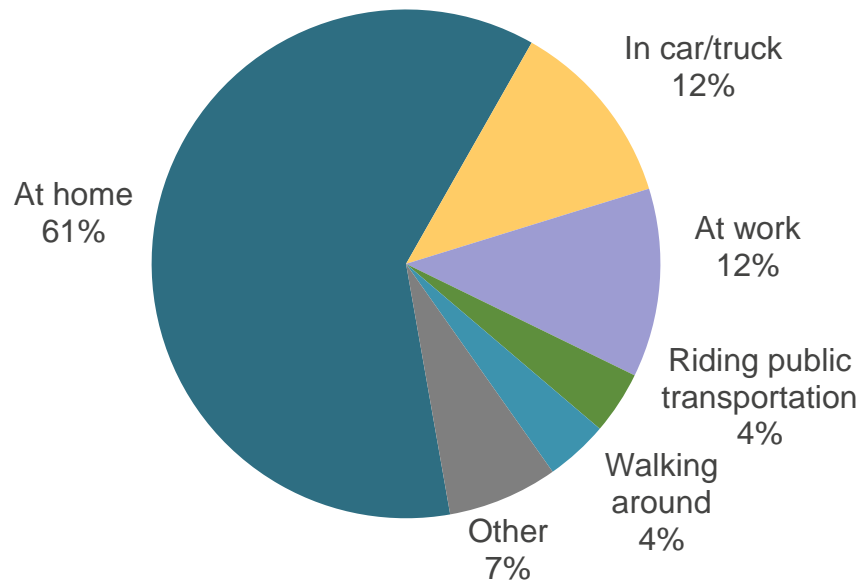
Location Listened to Podcasts Most Often

Base: Ever Listened to a Podcast

U.S. 18+



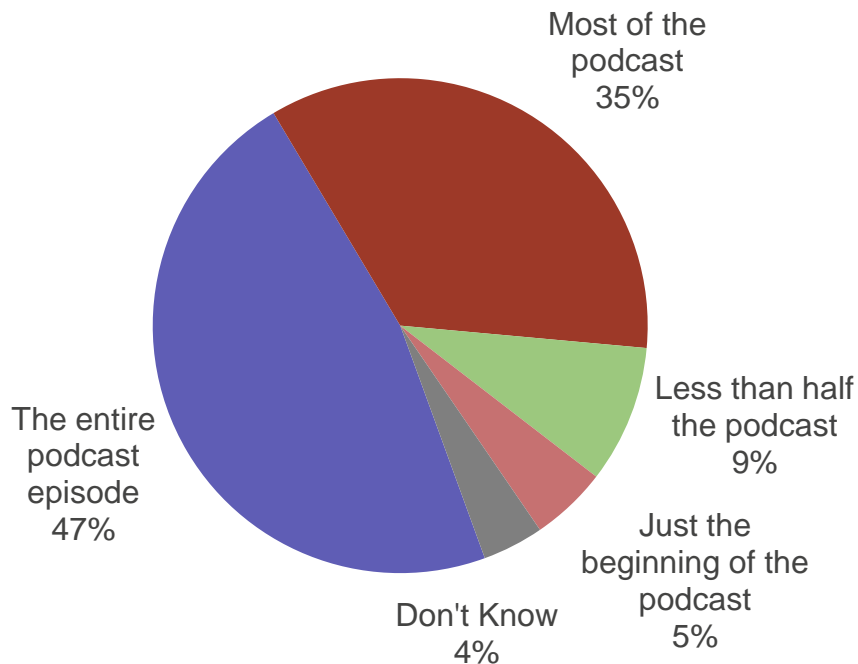
Canada 18+



Podcasting Listening in Canada

"Think about the audio podcast episodes you listen to. Do you typically listen to..?"

Base: Ever Listened to a Podcast

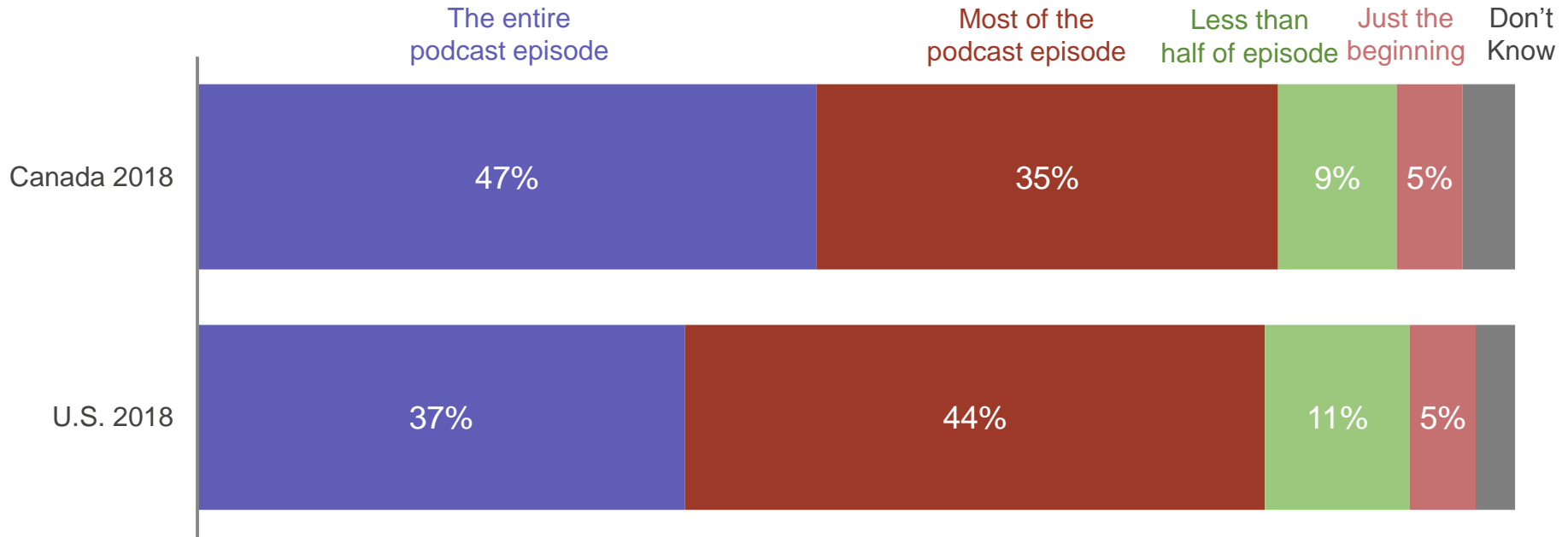




Podcasting Listening

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

Base: Ever Listened to a Podcast

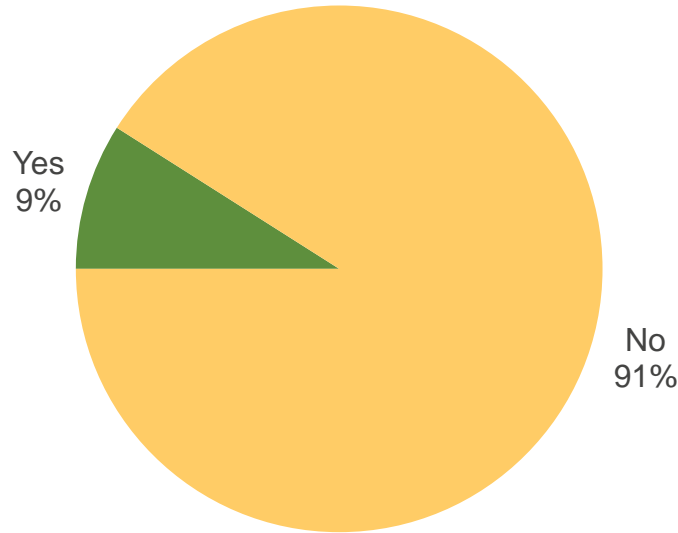




Podcast Listening Speed in Canada

Base: Ever Listened to a Podcast

“Do you ever increase the speed of your podcasts in order to listen to them faster?”





Podcast Listening Speed

Base: 18+ and Ever Listened to a Podcast

“Do you ever increase the speed of your podcasts in order to listen to them faster?”

% saying yes





Questions? Comments?

Watch for *The Podcast Consumer 2018*

April 19th
2 p.m. Eastern



THE **INFINITE** DIAL CANADA 2018

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