



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



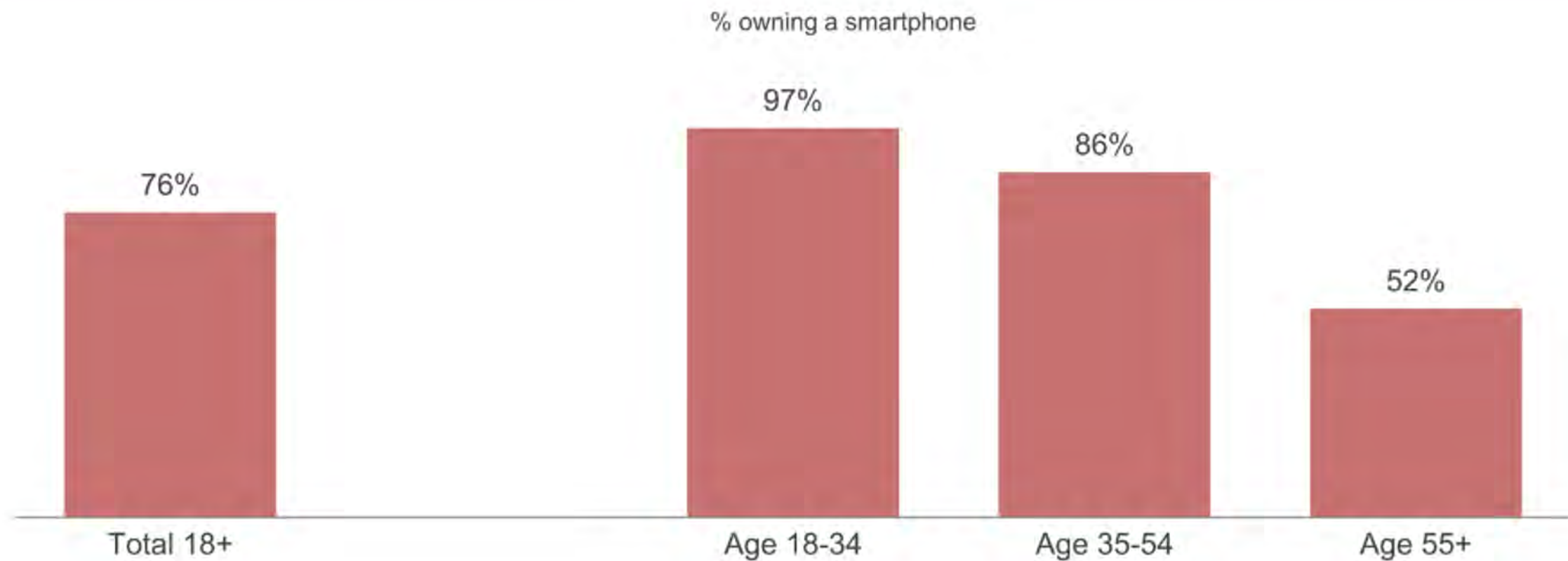
Device Ownership in Canada

Base: Total Population 18+

% owning device



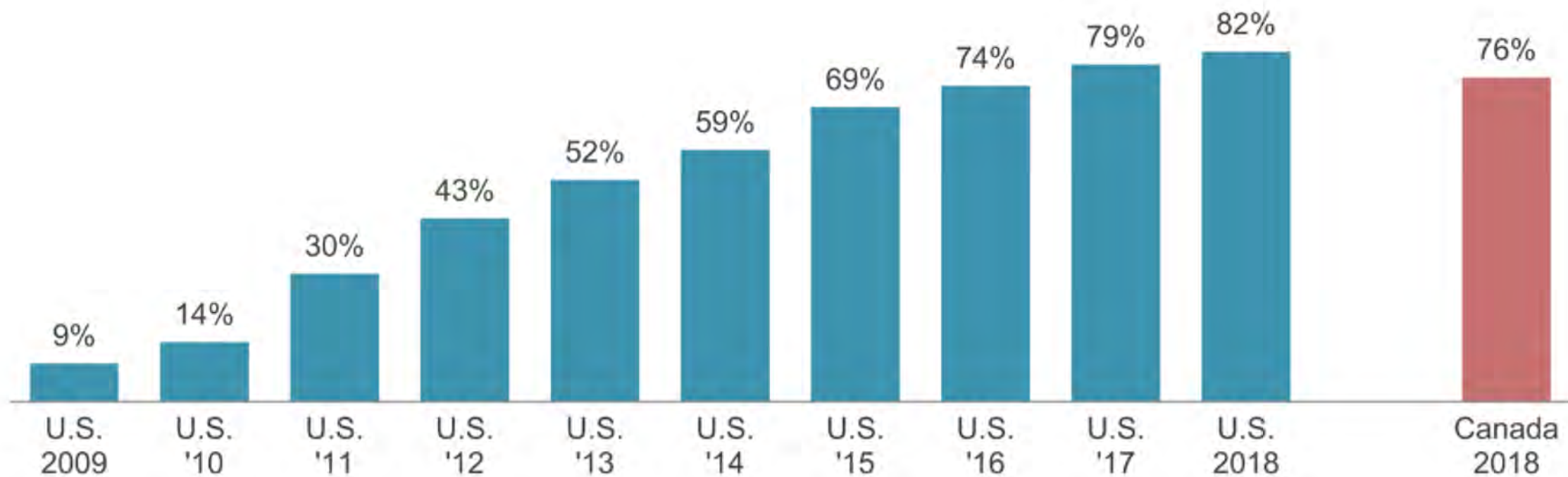
Smartphone Ownership in Canada



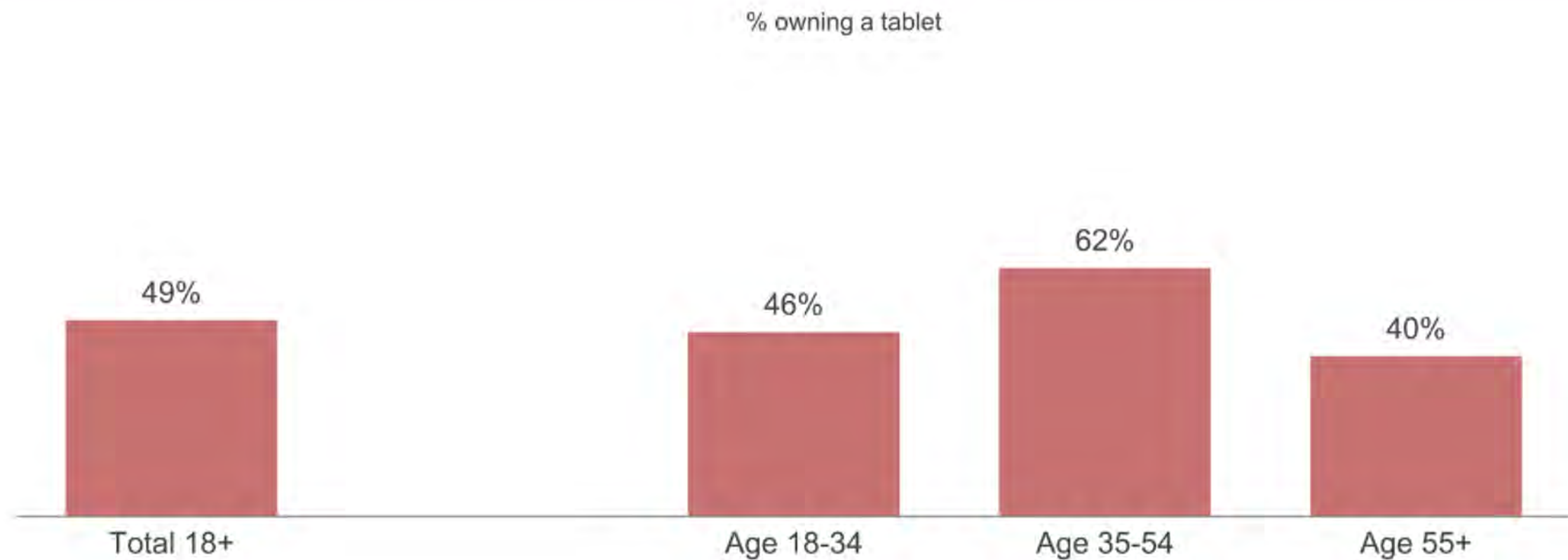
Smartphone Ownership

Base: Total Population 18+

% owning a smartphone



Tablet Ownership in Canada



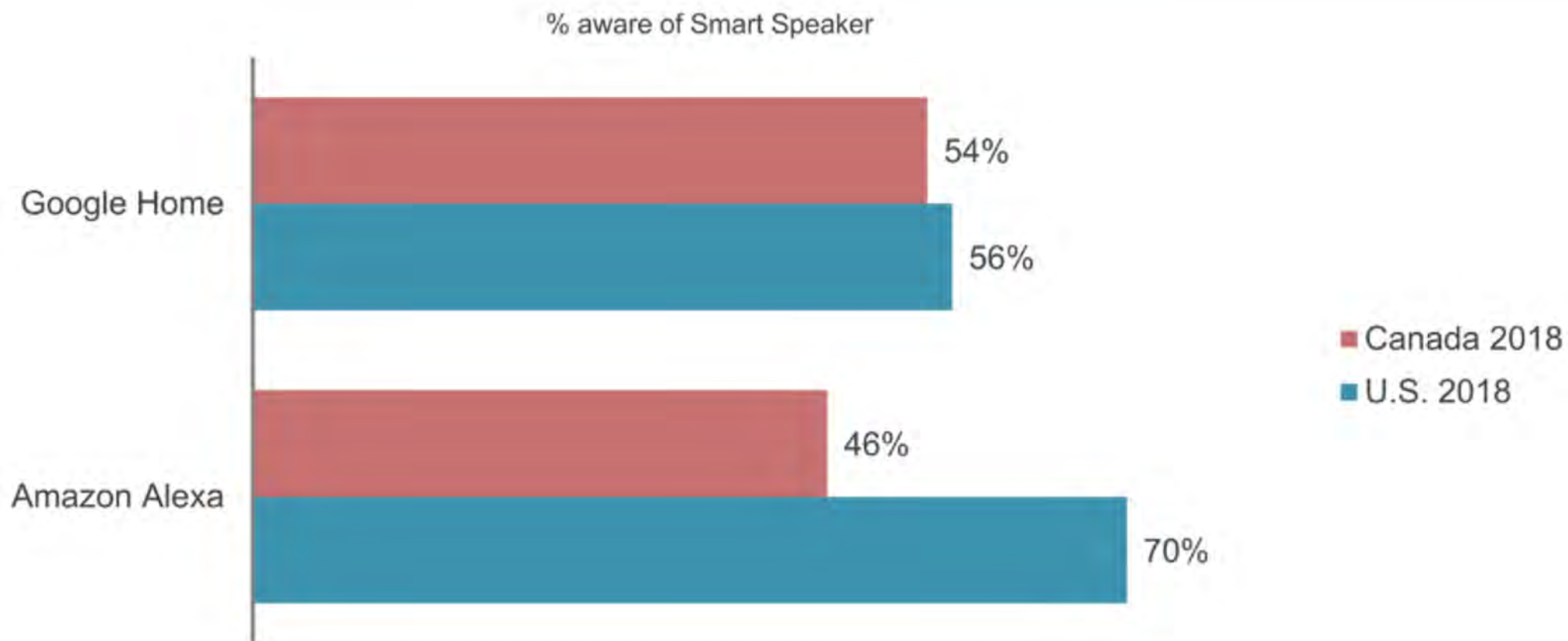
Smart Speaker Awareness in Canada

Base: Total Population 18+



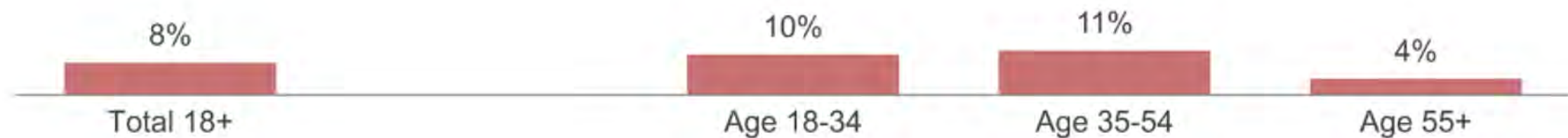
Smart Speaker Awareness

Base: Total Population 18+



Smart Speaker Ownership in Canada

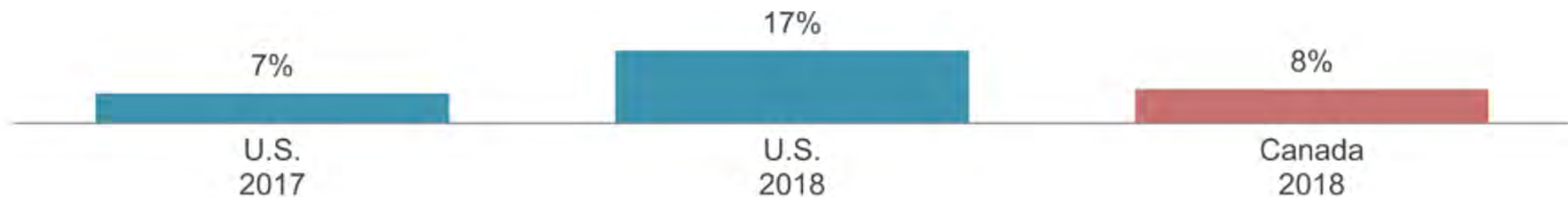
% owning a Smart Speaker



Smart Speaker Ownership

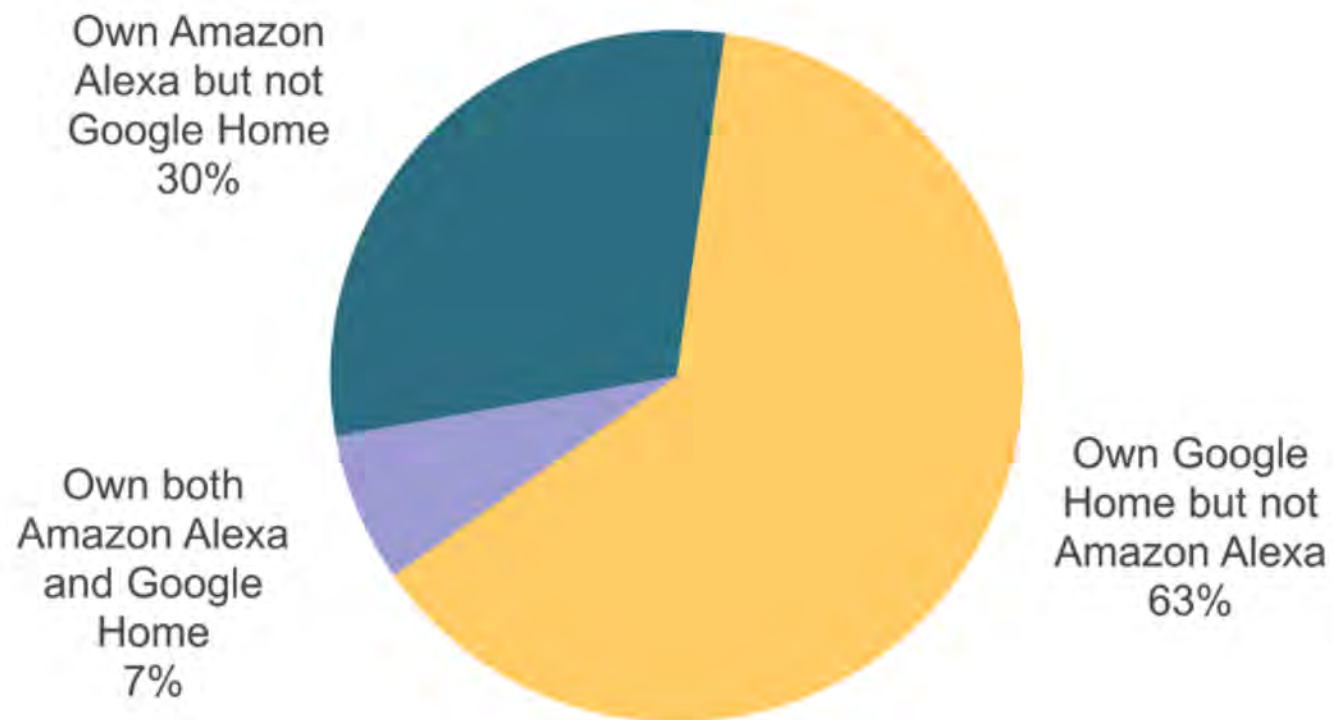
Base: Total Population 18+

% owning a Smart Speaker

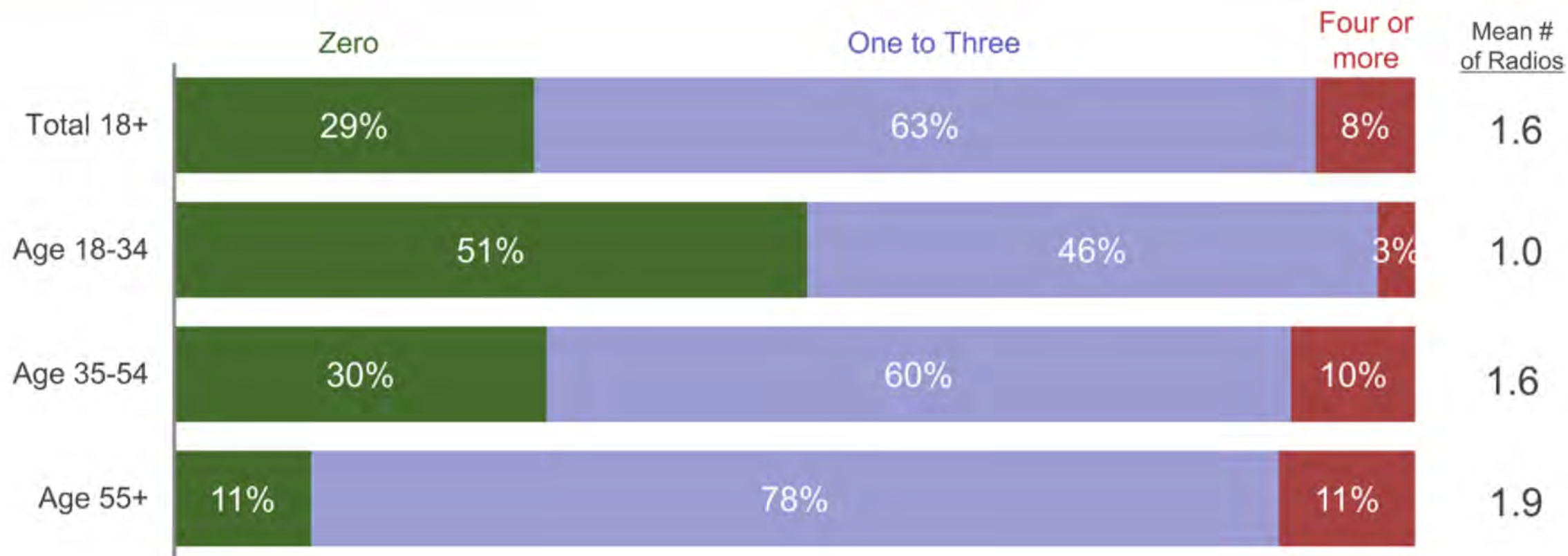


Smart Speaker Ownership in Canada

Base: Own a Smart Speaker; n=82

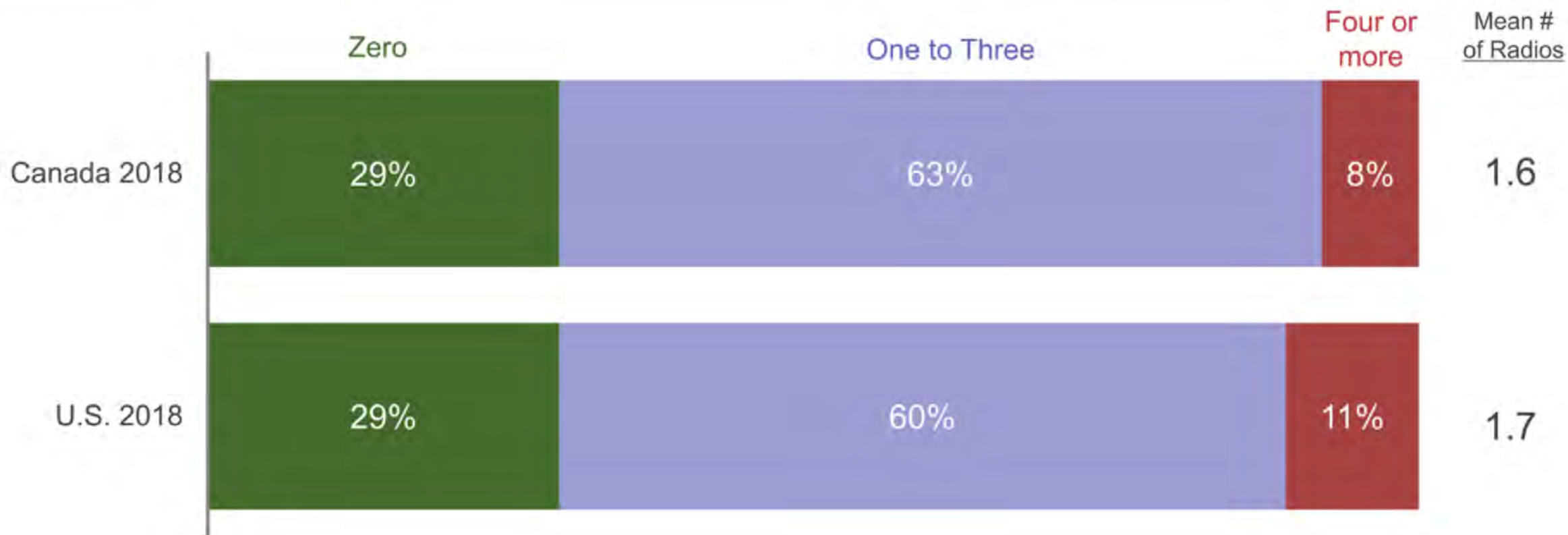


Number of Radios Owned in Homes in Canada



Number of Radios Owned in Home

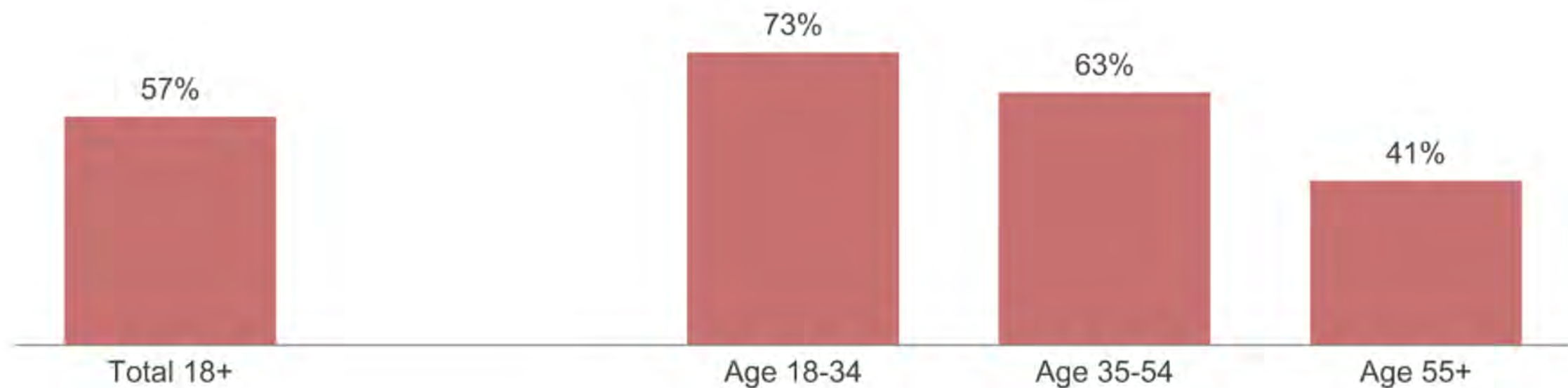
Base: Total Population 18+





ONLINE AUDIO

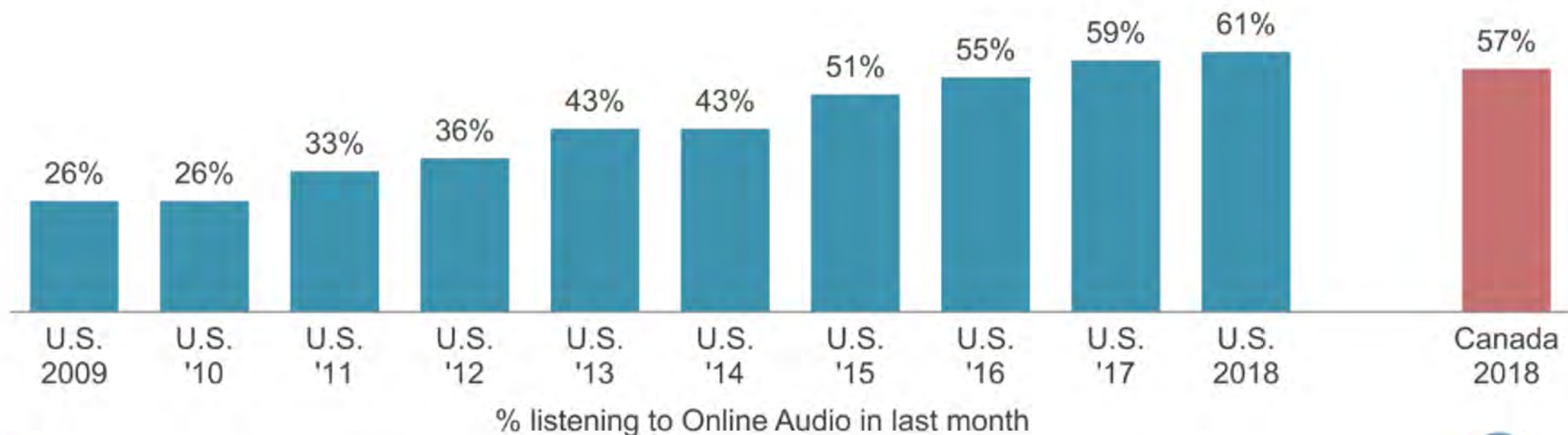
Monthly Online Audio Listening in Canada



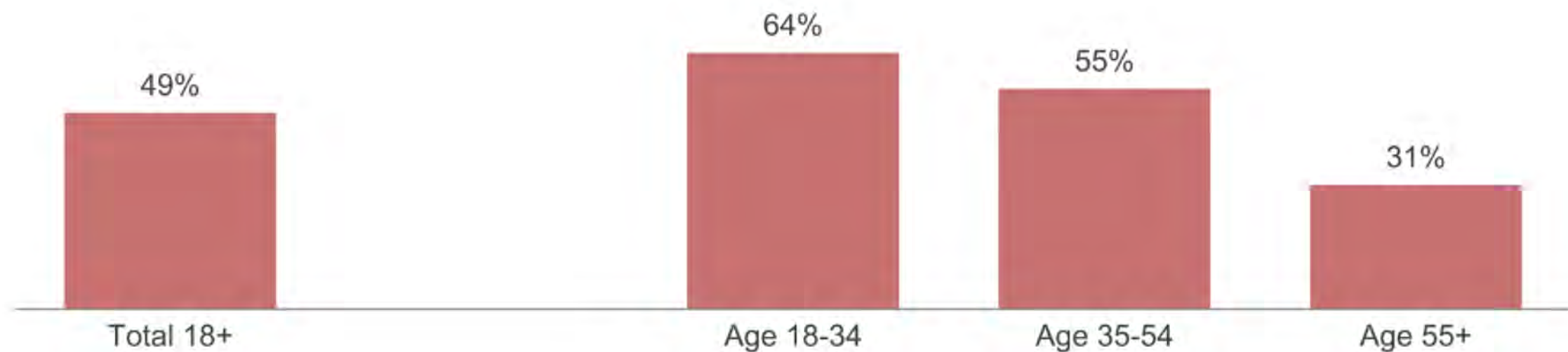
% listening to Online Audio in last month

Monthly Online Audio Listening

Base: Total Population 18+



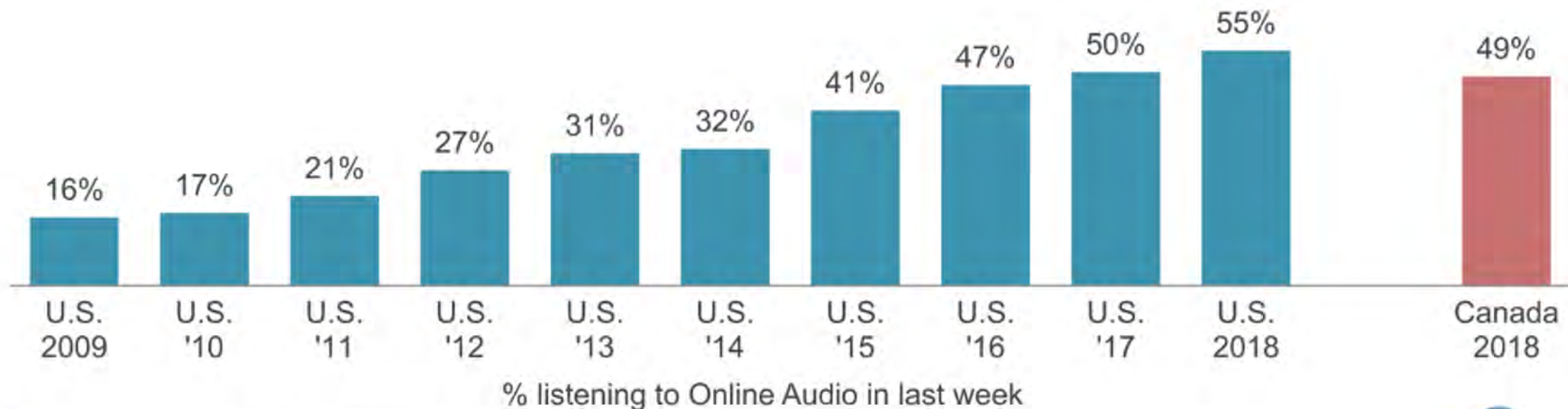
Weekly Online Audio Listening in Canada



% listening to Online Audio in last week

Weekly Online Audio Listening

Base: Total Population 18+



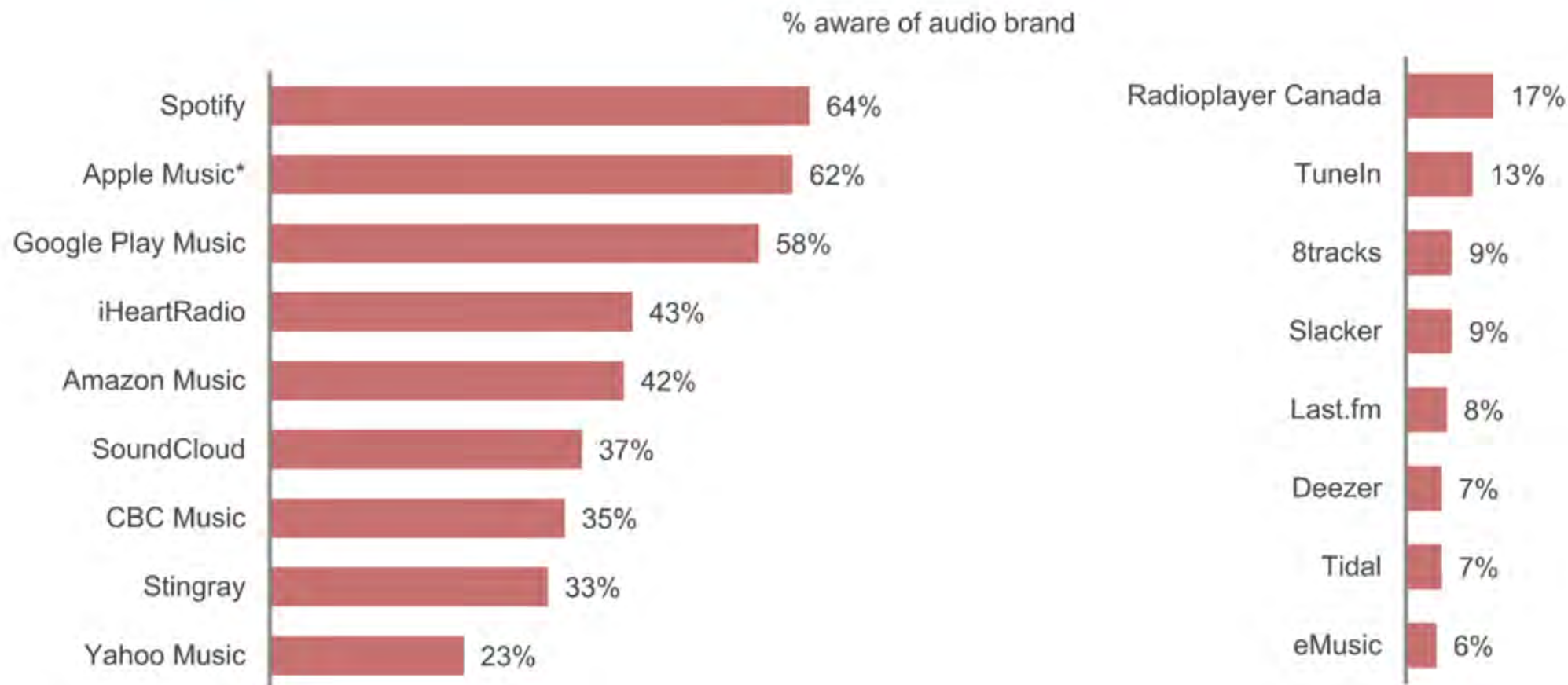


AUDIO BRANDS



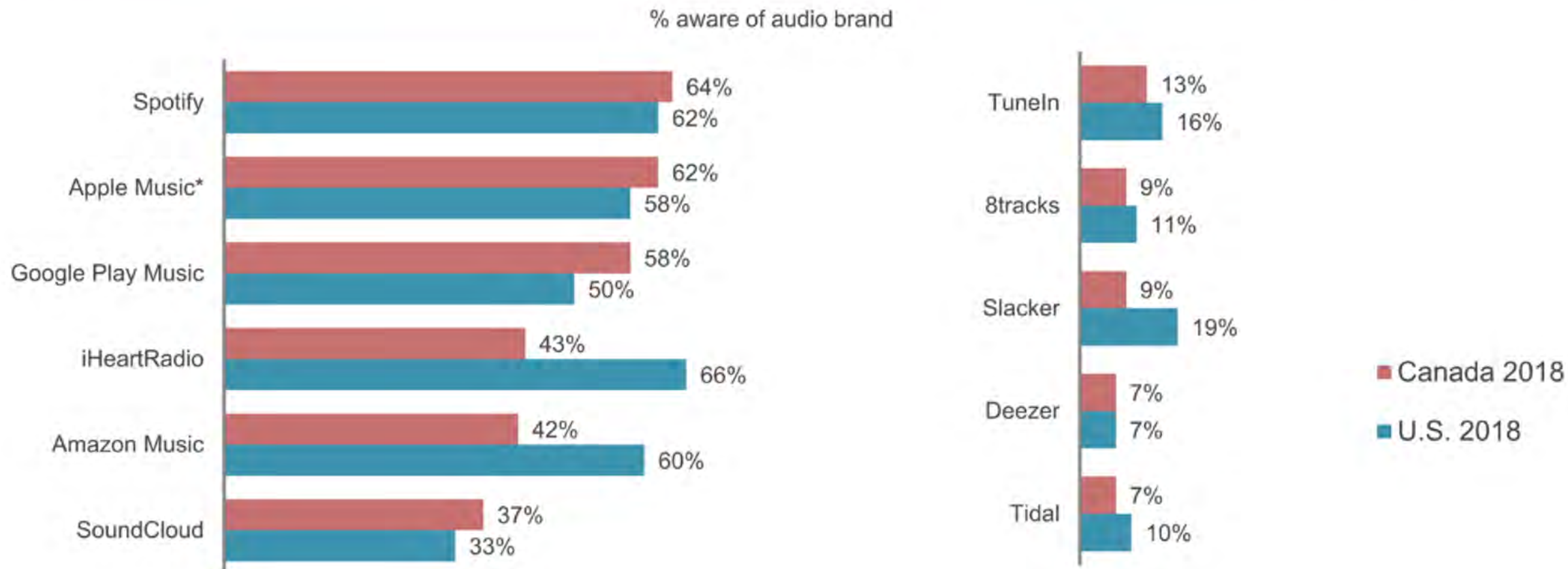
Audio Brand Awareness in Canada

Base: Total Population 18+



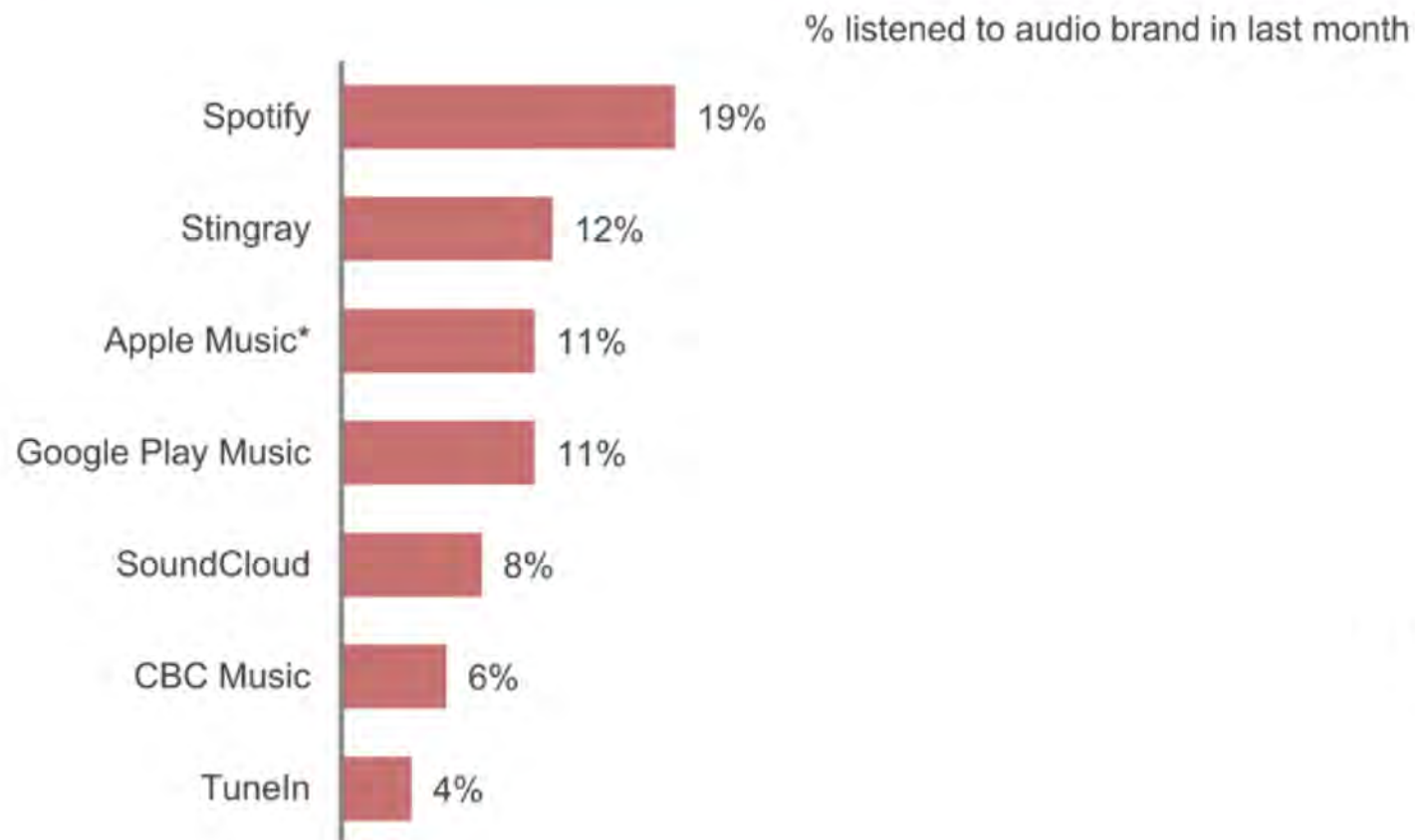
Audio Brand Awareness in Canada

Base: Total Population 18+



Monthly Online Audio Listening in Canada

Base: Total Population 18+



Brands lower than 4% not shown

Monthly Online Audio Listening

Base: Total Population 18+

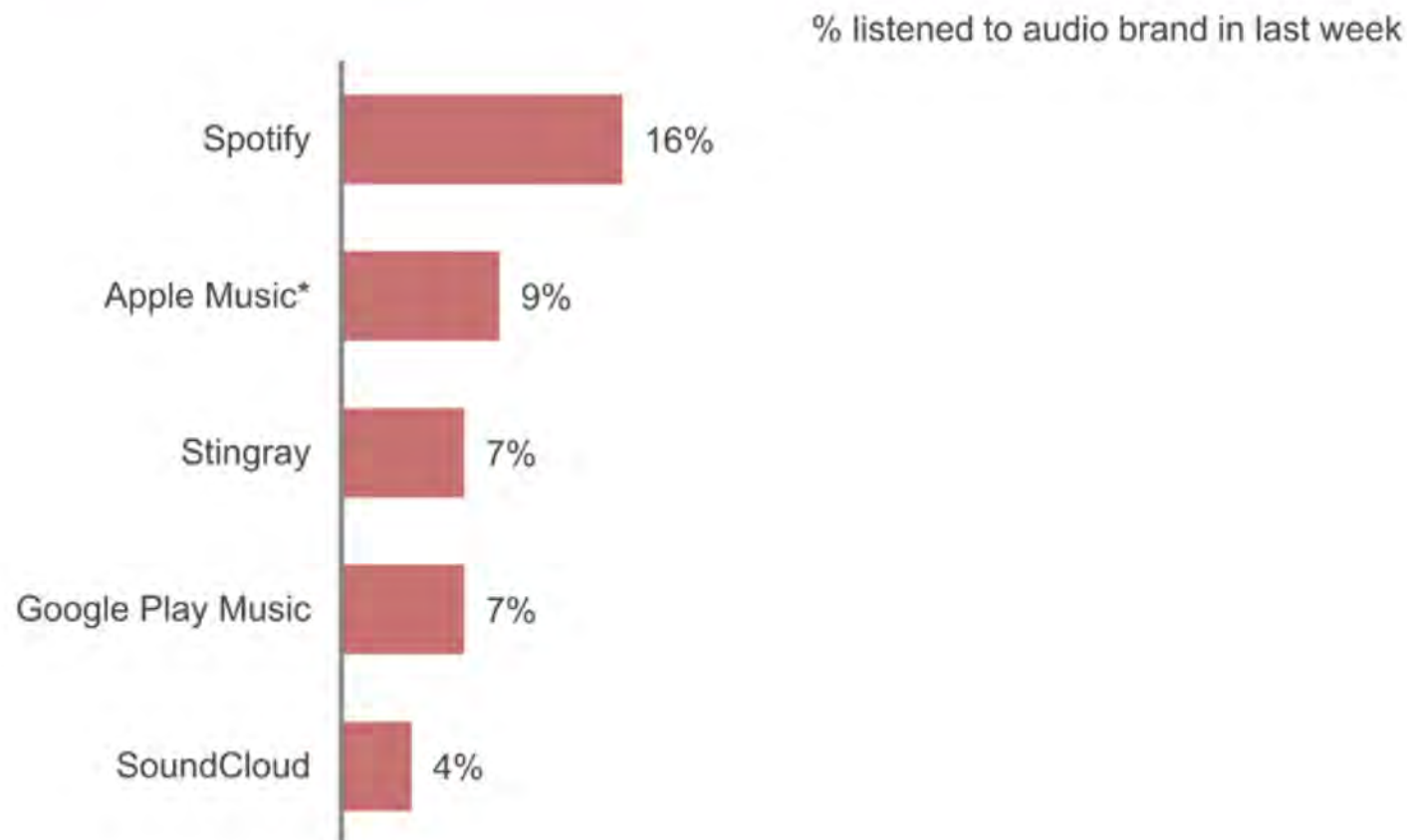
% listened to audio brand in last month



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

Weekly Online Audio Listening in Canada

Base: Total Population 18+



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Weekly Online Audio Listening

Base: Total Population 18+

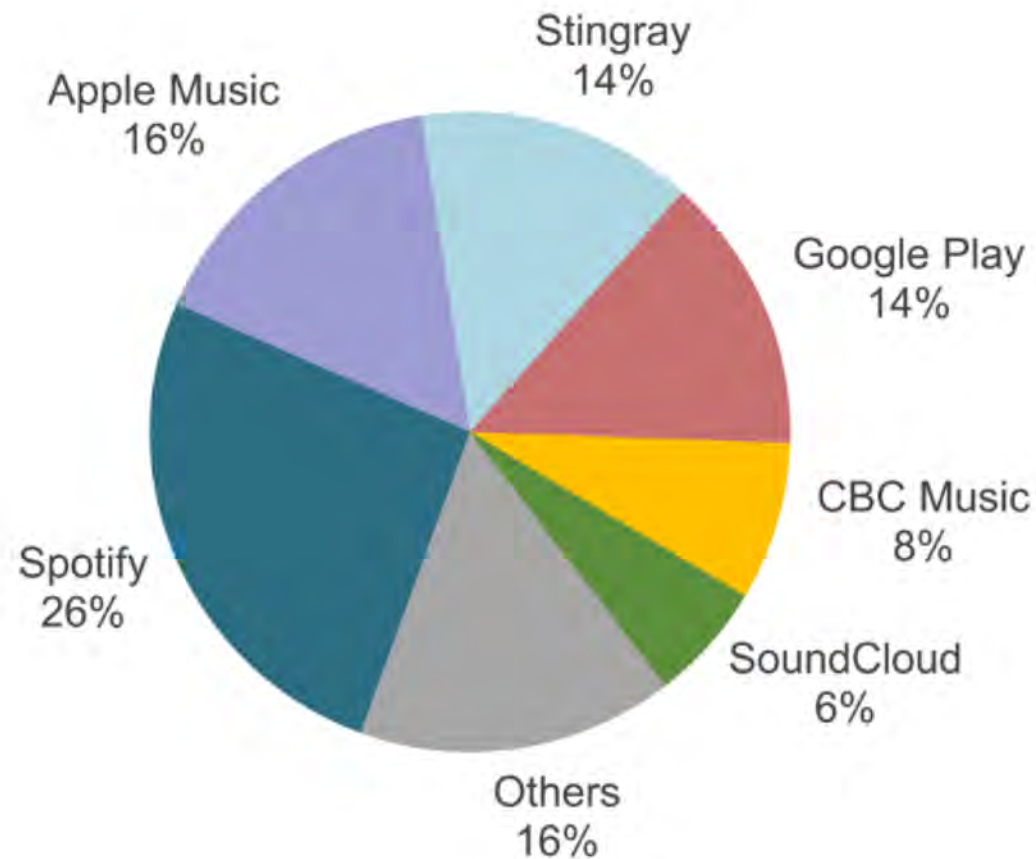
% listened to audio brand in last week



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

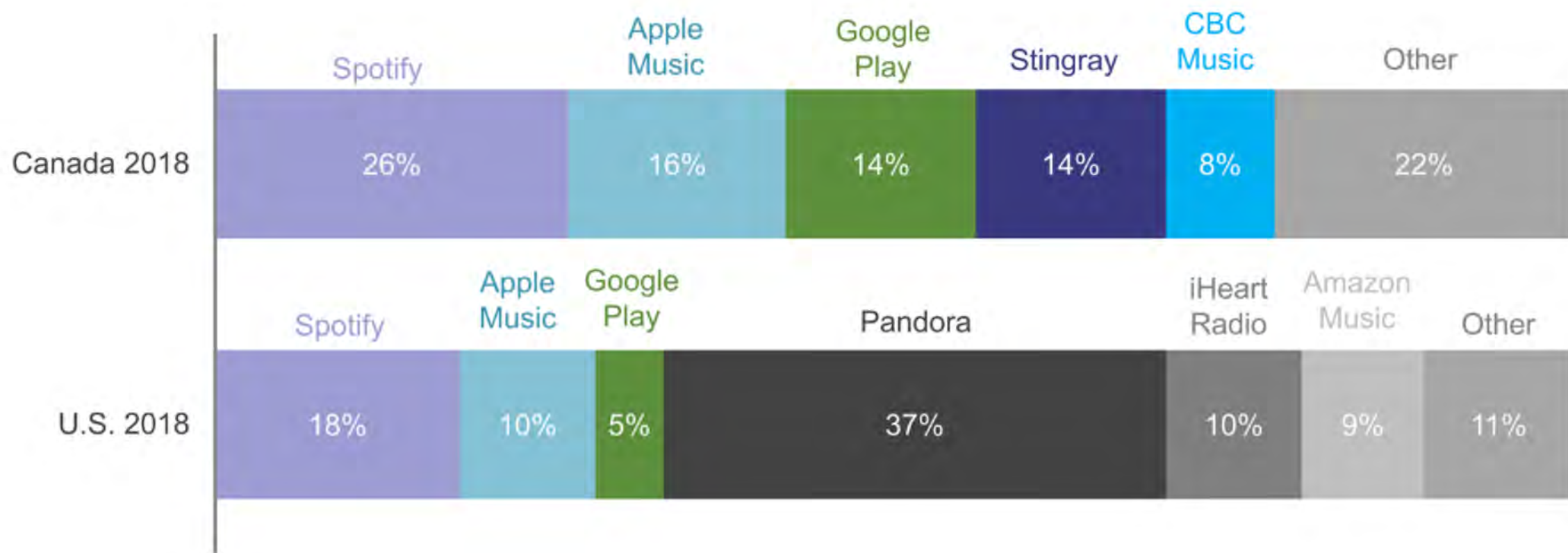
Audio Brand Used Most Often in Canada

Base: Currently ever use any audio brand



Audio Brand Used Most Often

Base: Currently ever use any audio brand

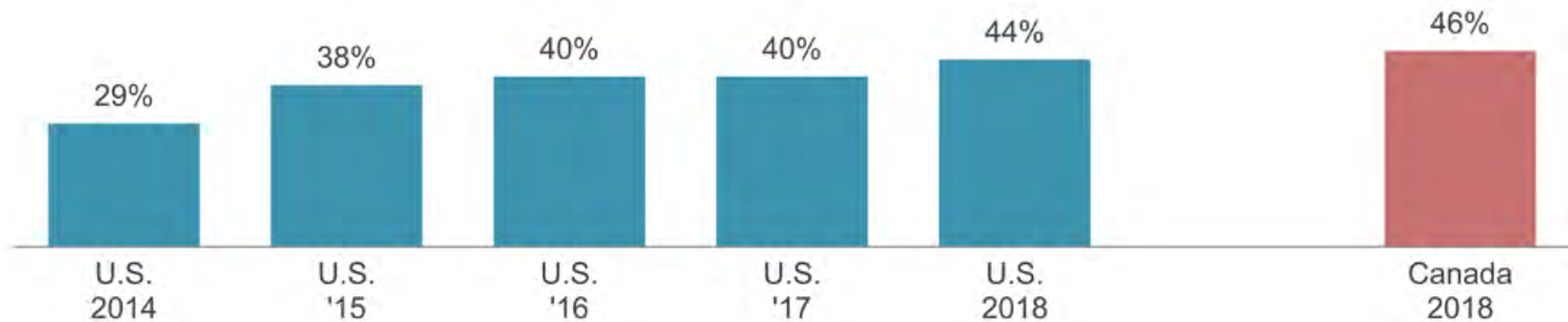


Weekly YouTube Music Usage

“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



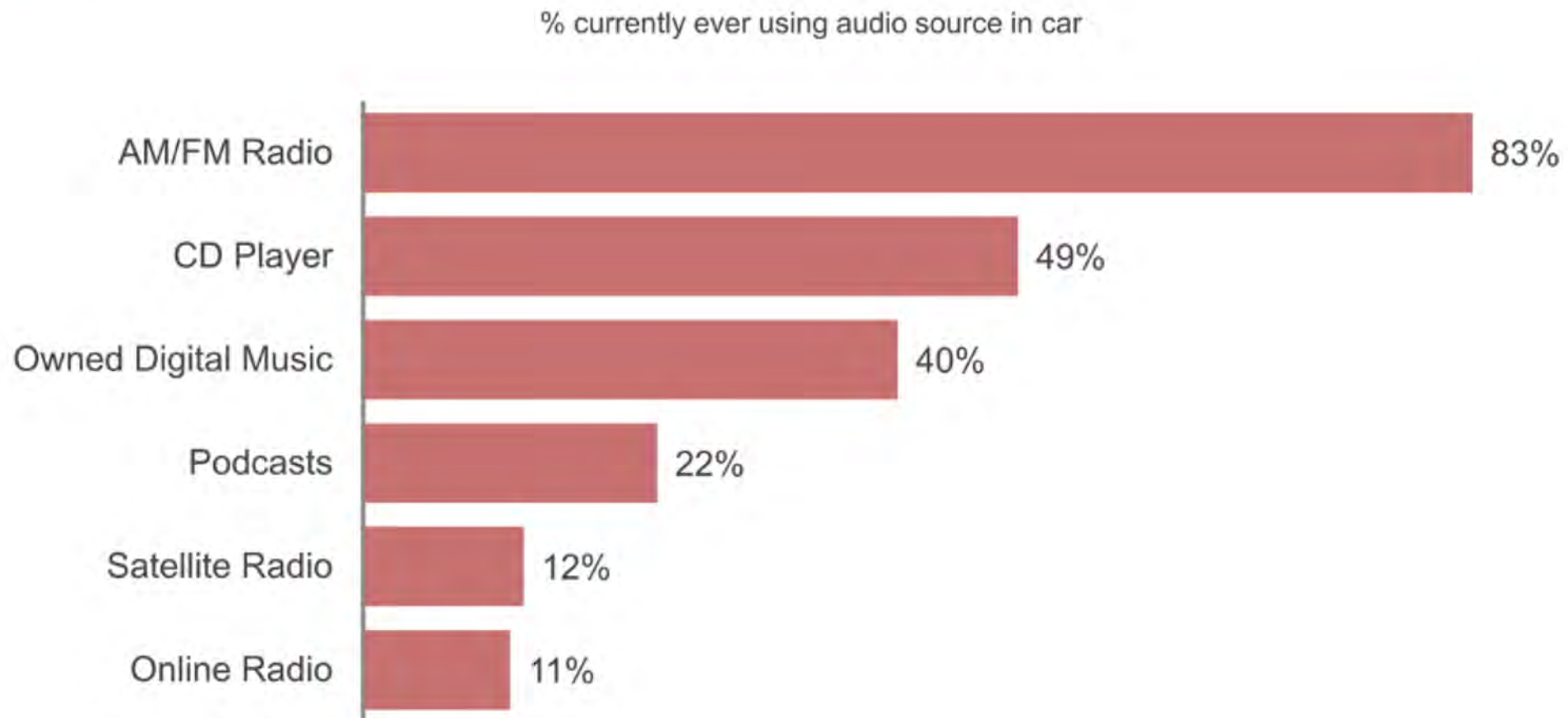


IN-CAR AUDIO



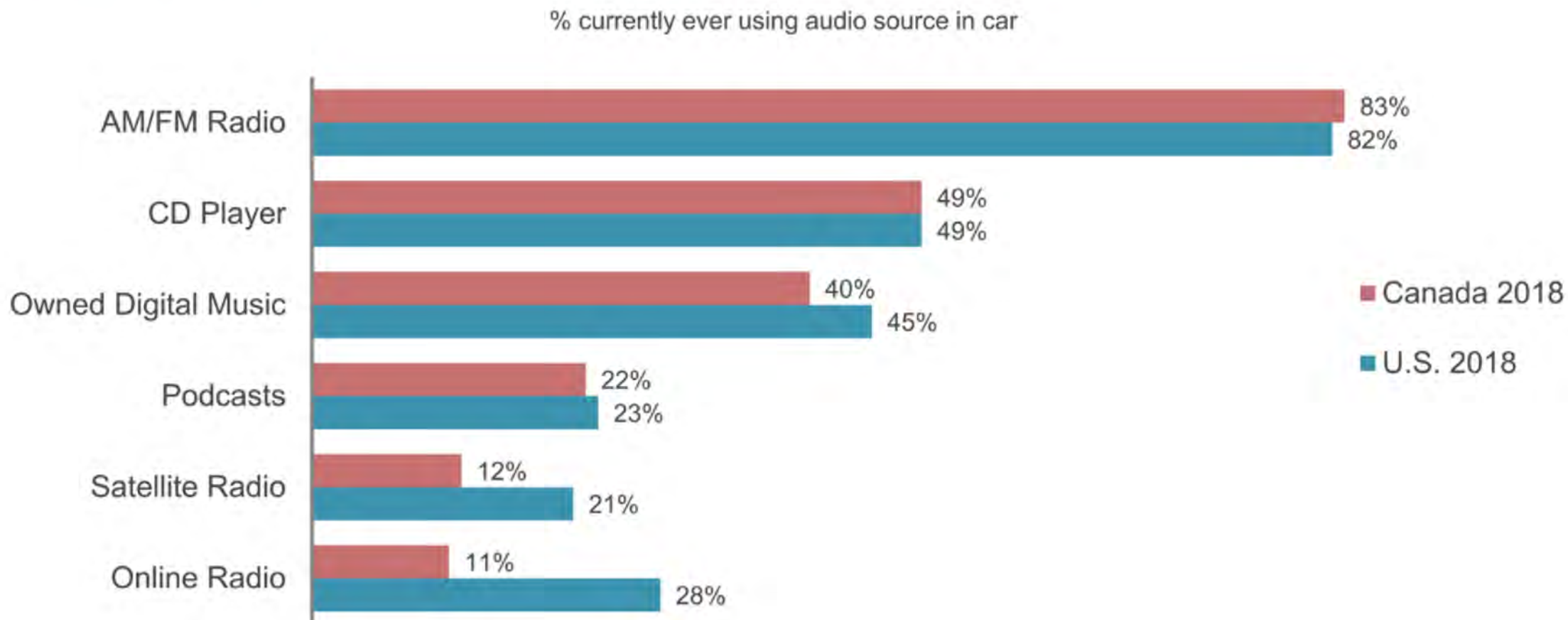
Audio Sources Used in Car in Canada

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



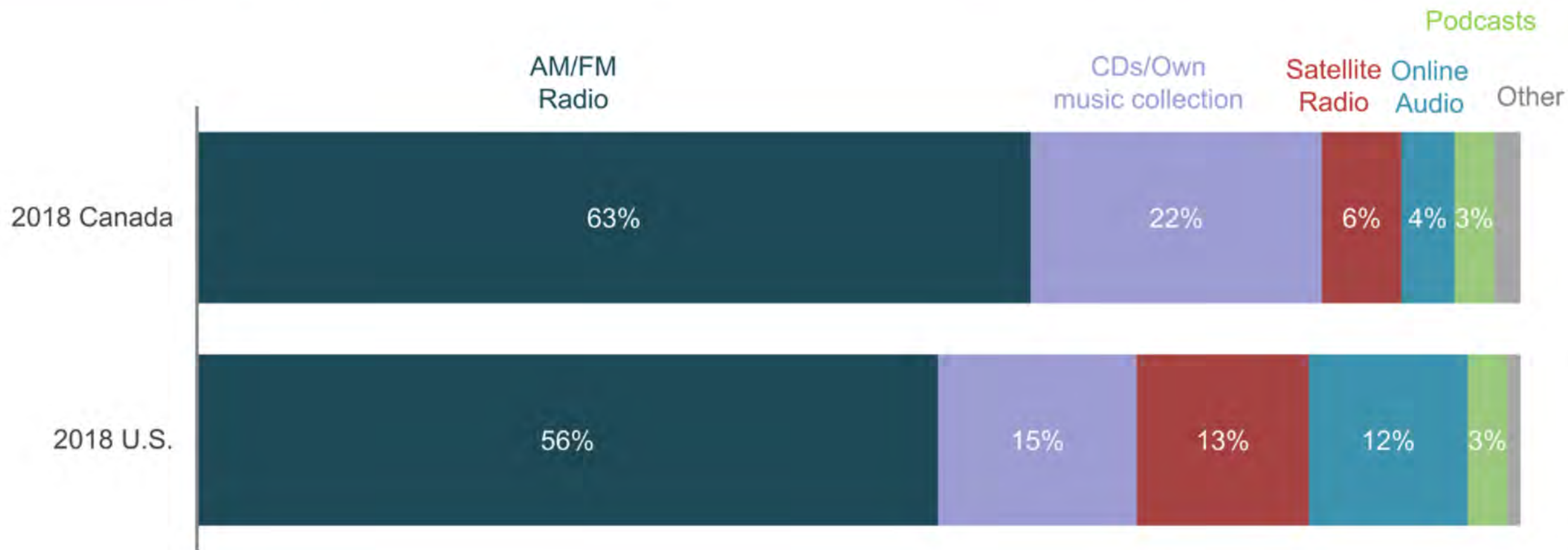
Audio Sources Used in Car

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



Audio Source Used Most Often in Car

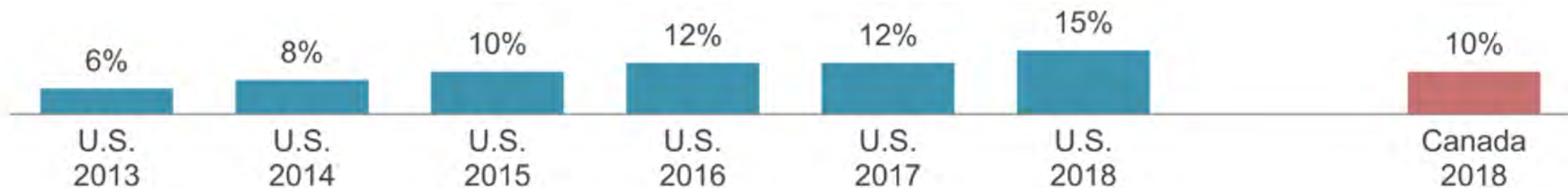
Base: Age 18+, has driven/ridden in car in last month, and use any audio source in car



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



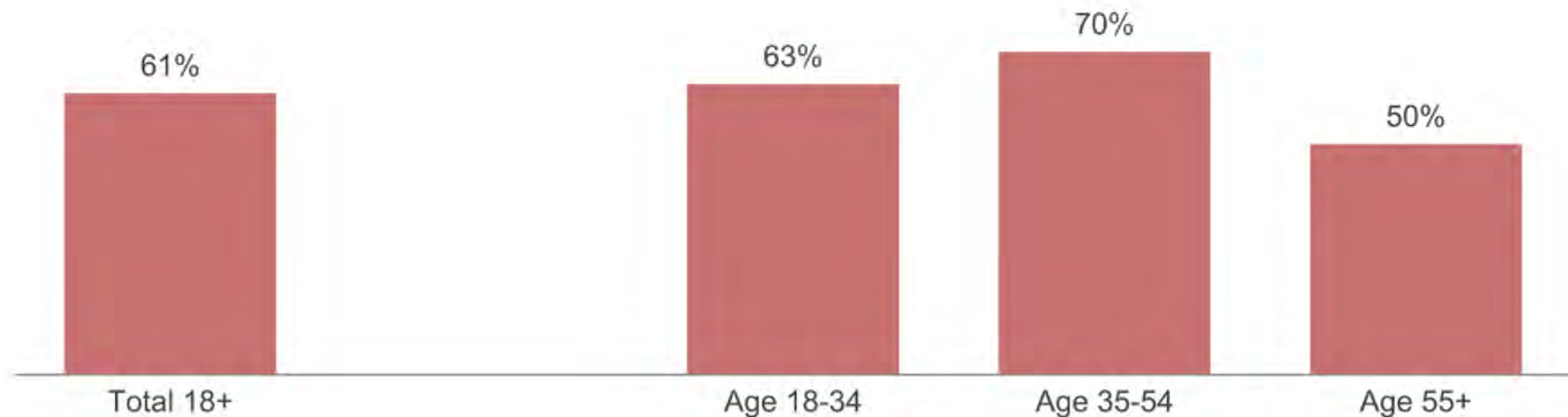


PODCASTING



Familiar with the term “Podcasting” in Canada

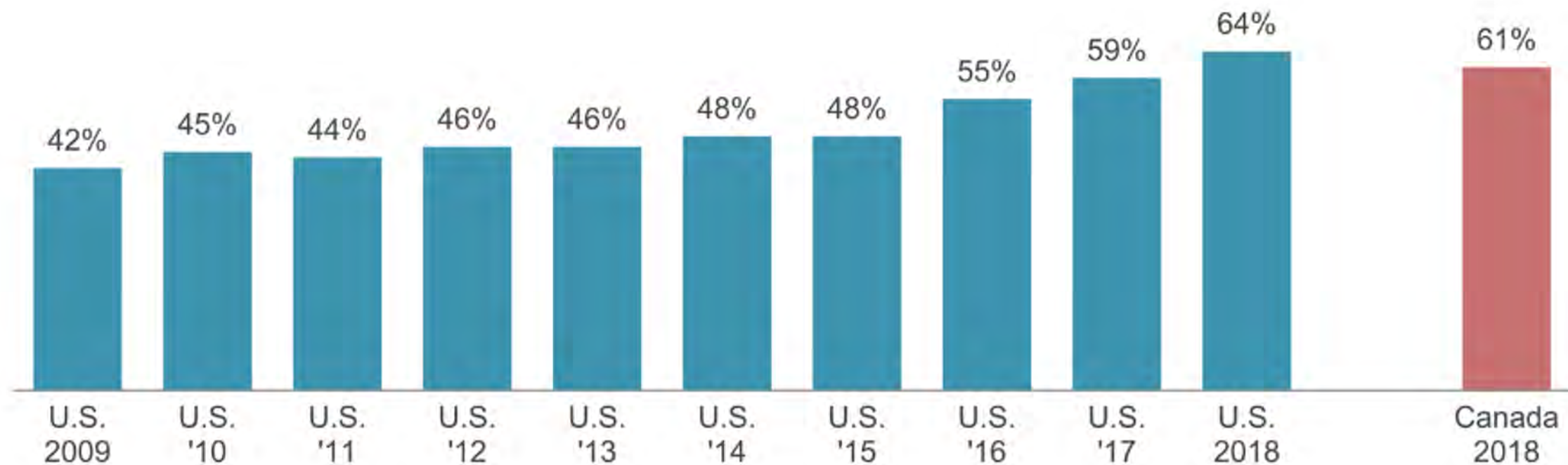
% familiar with the term podcasting



Familiar with the term “Podcasting”

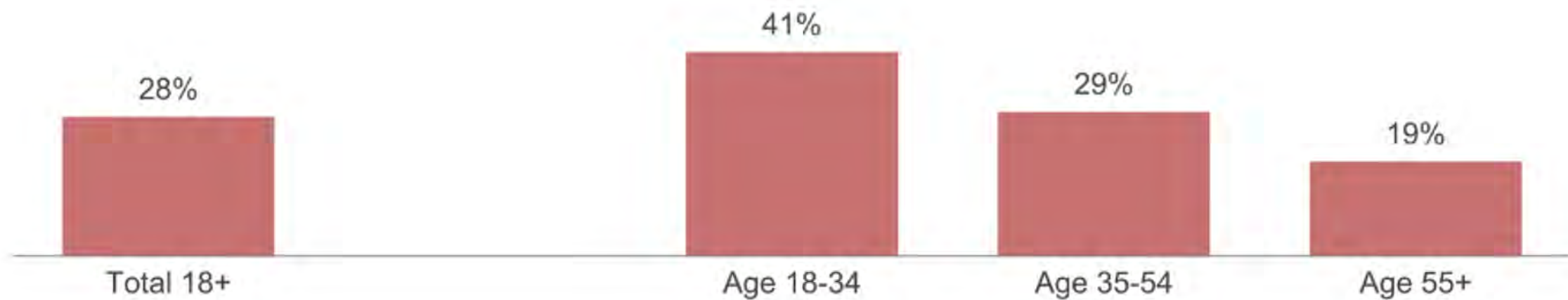
Base: Total Population 18+

% 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

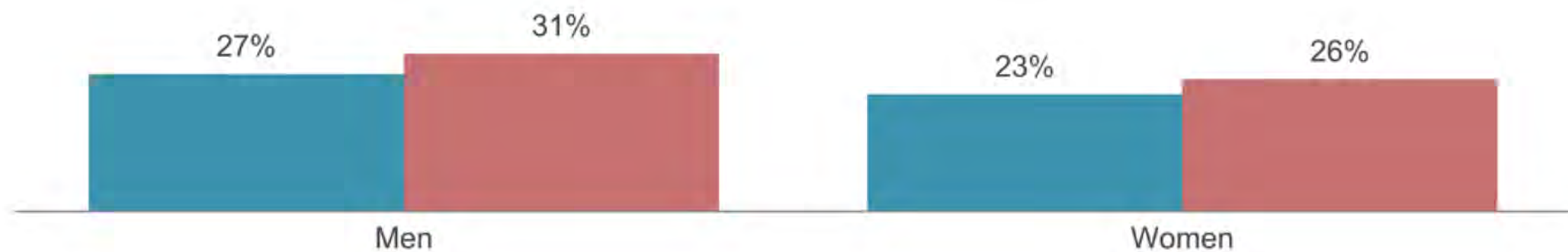


Monthly Podcast Listening

Base: Total Population 18+

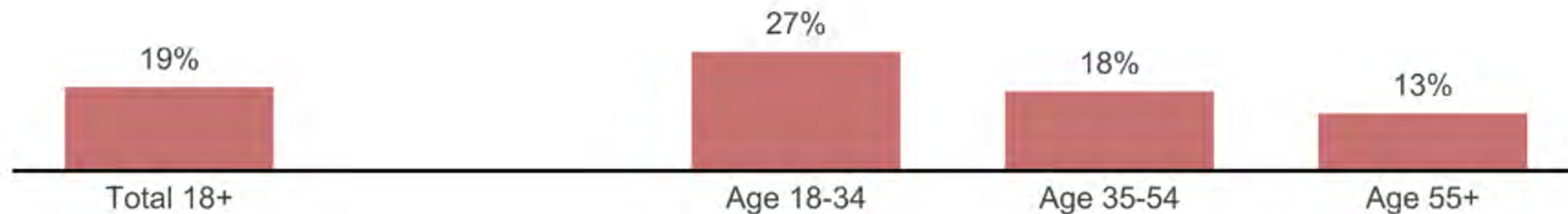
% listened to a podcast in the last month

■ U.S. 2018 ■ Canada 2018



Weekly Podcast Listening in Canada

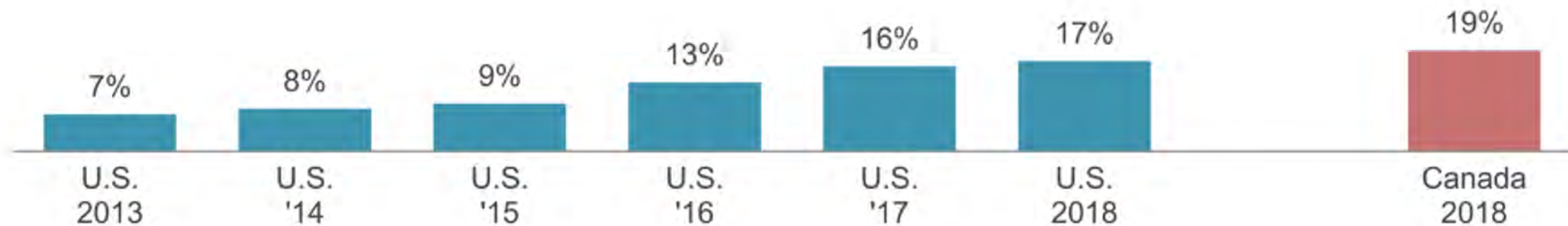
% listened to a podcast in the last week



Weekly Podcast Listening

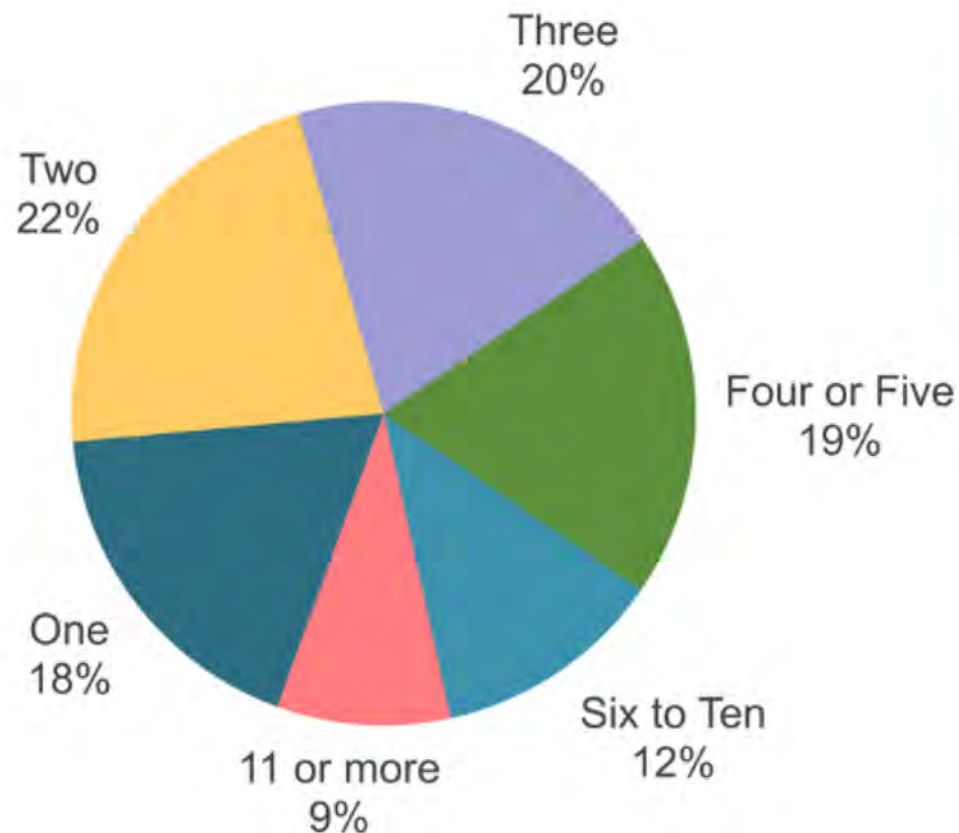
Base: Total Population 18+

% listened to a podcast in the last week



Number of Podcasts Listened to in Last Week in Canada

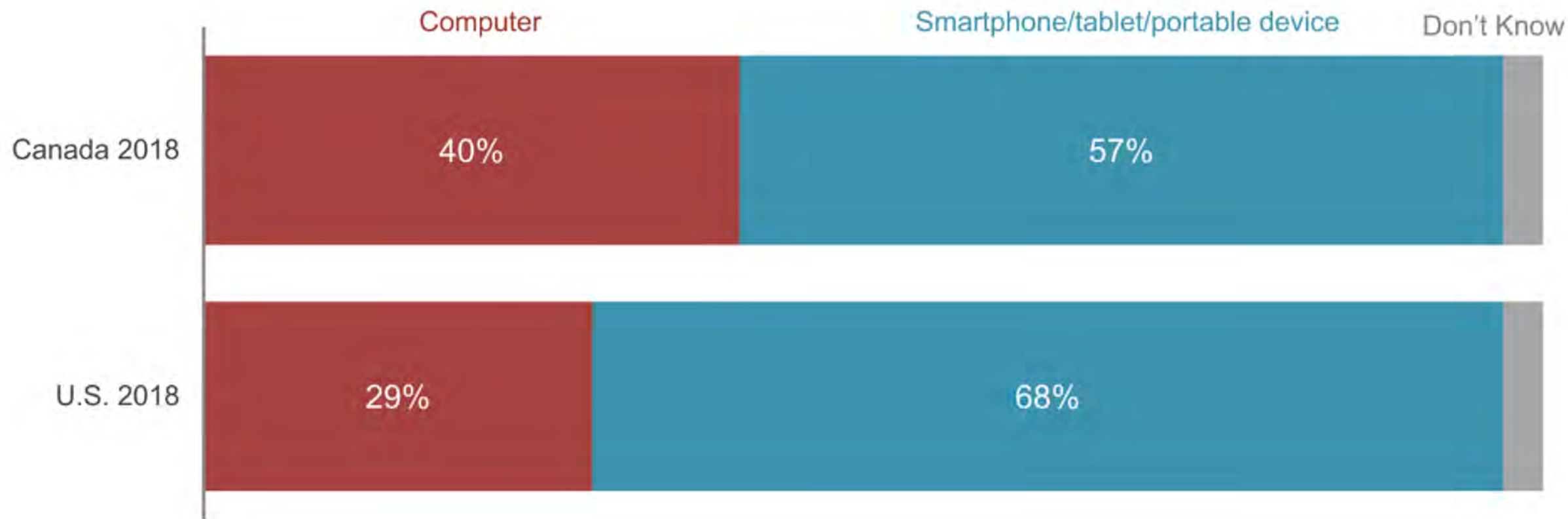
Base: Weekly Podcast Listeners



Average of five
podcasts listened
in last week

Device Used Most Often to Listen to Podcasts

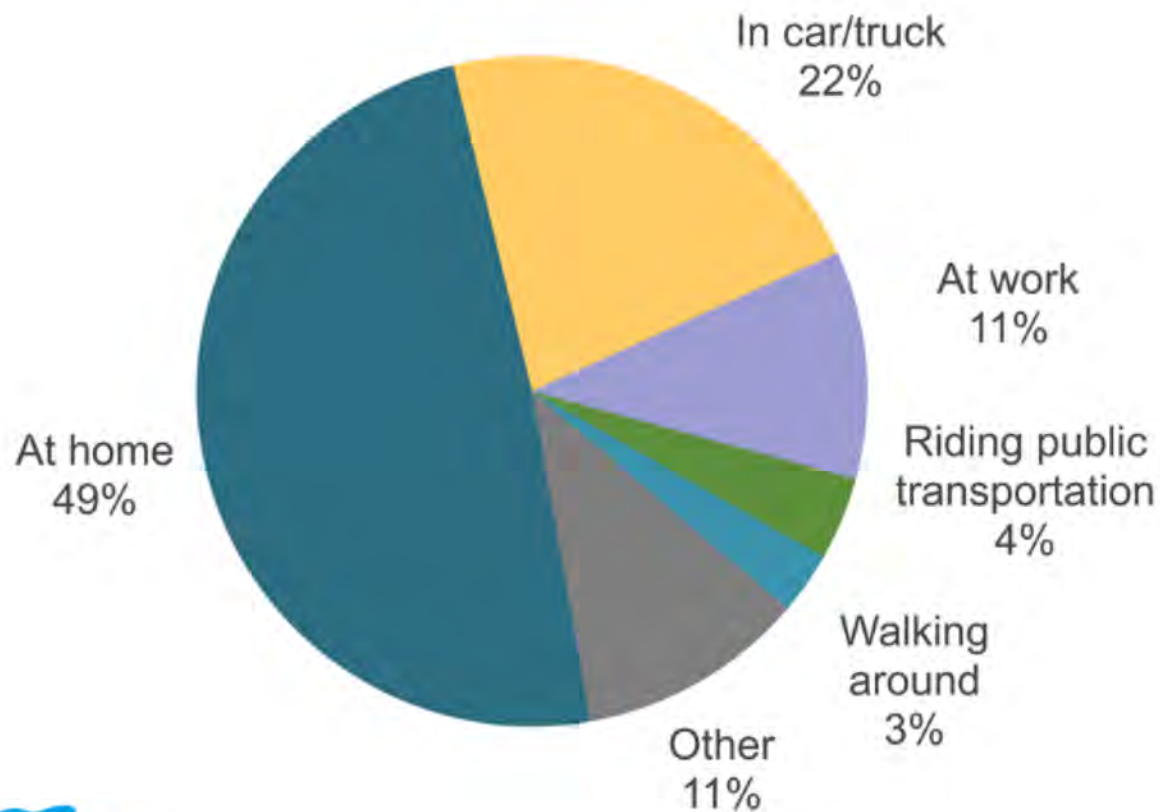
Base: Ever Listened to a Podcast



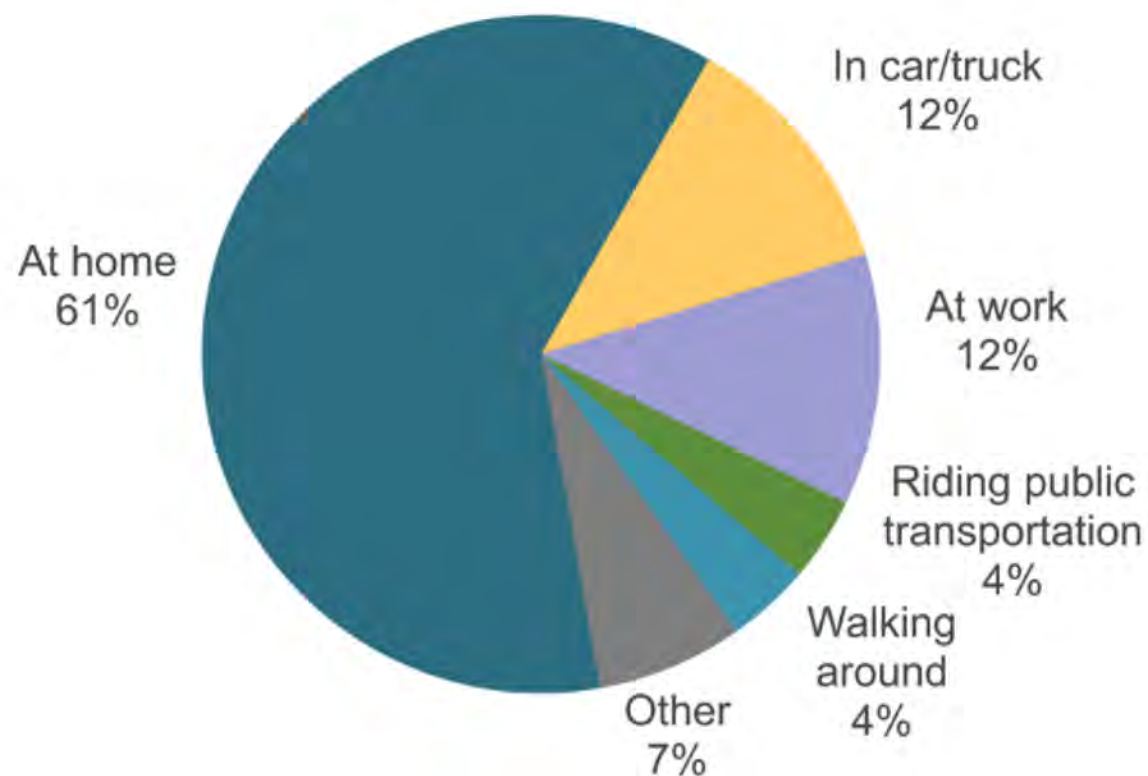
Location Listened to Podcasts Most Often

Base: Ever Listened to a Podcast

U.S. 18+



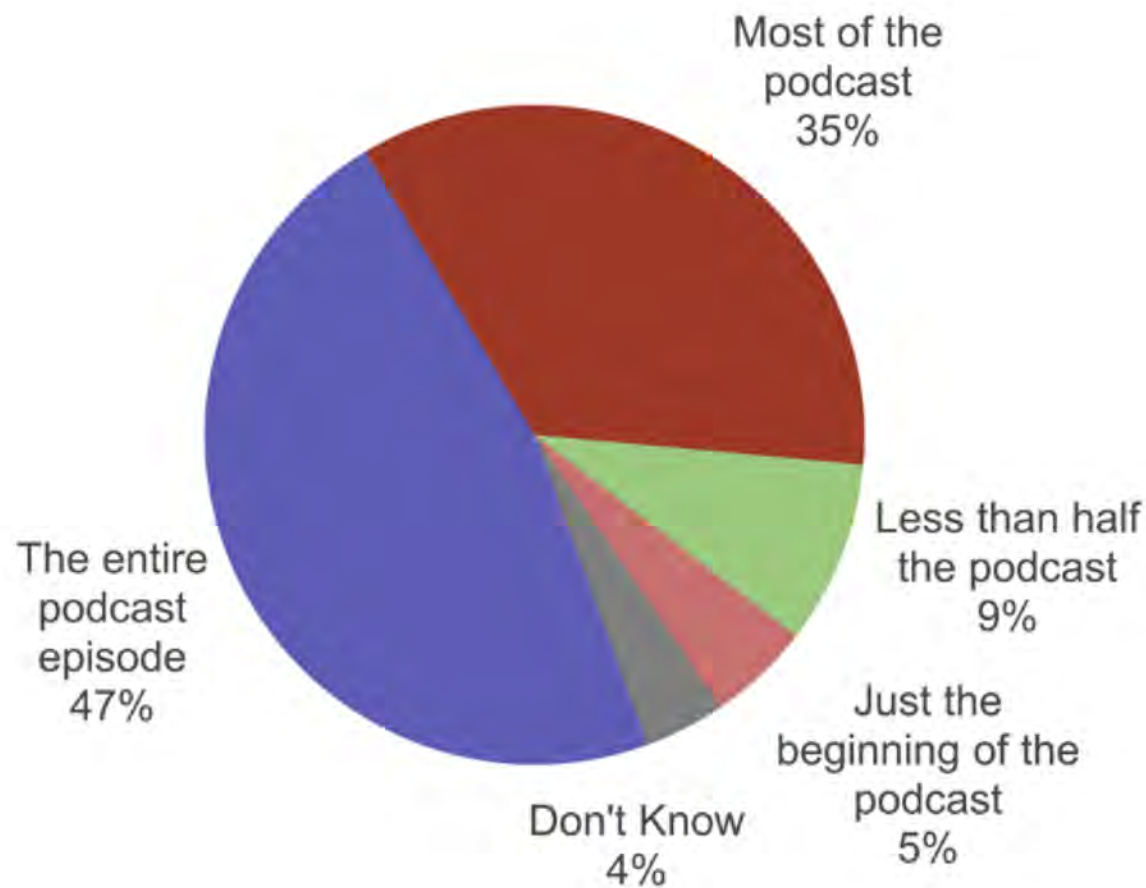
Canada 18+



Podcasting Listening in Canada

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

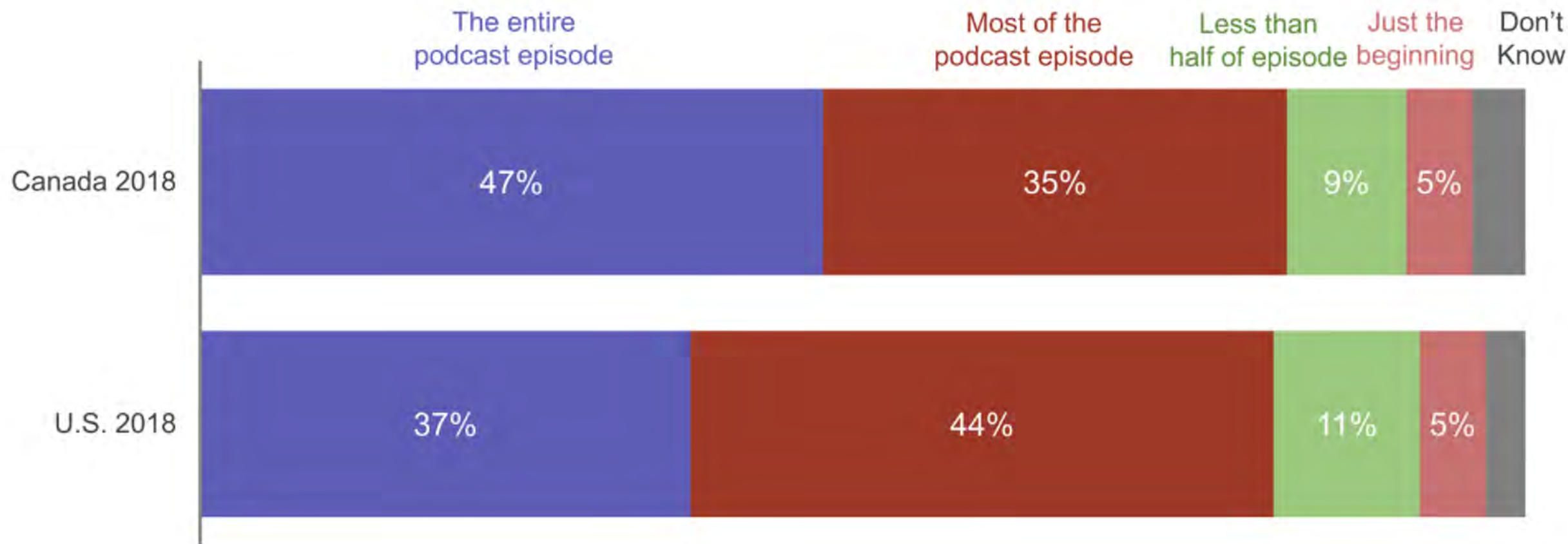
Base: Ever Listened to a Podcast



Podcasting Listening

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

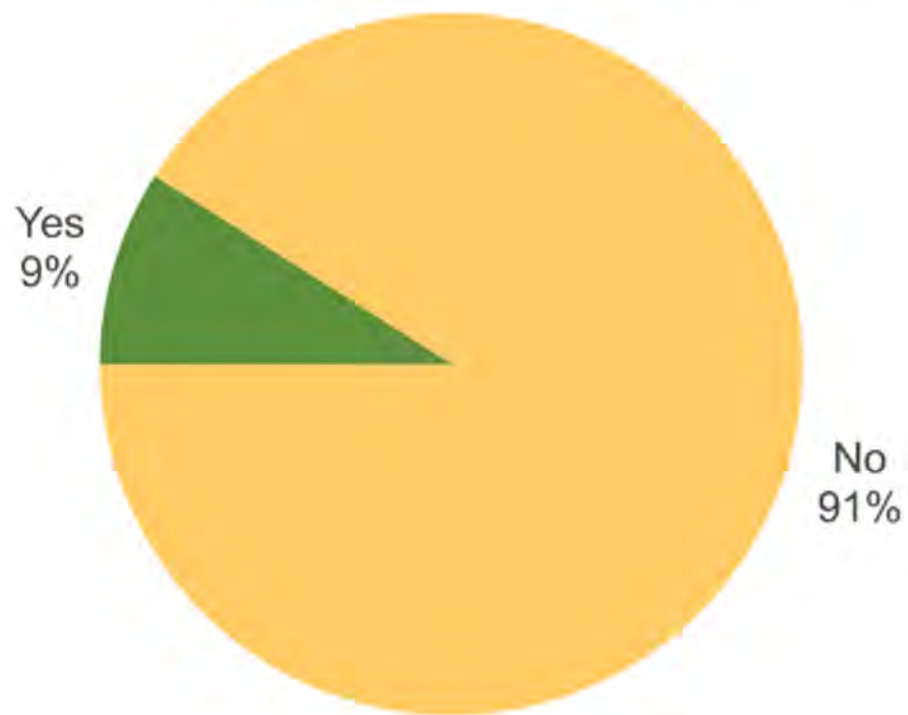
Base: Ever Listened to a Podcast



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



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#INFINITEDIAL

