



The Infinite Dial 2022

South Africa

#InfiniteDial



THE INFINITE DIAL SOUTH AFRICA © 2022 EDISON RESEARCH

Study Overview

- ▶ The Infinite Dial is the longest-running survey of digital media consumer behavior in America
- ▶ The Infinite Dial South Africa 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
- ▶ The second Infinite Dial South Africa report explores the penetration of online digital audio and social media in South Africa, as well as the online platforms and technologies used
- ▶ This study is designed to allow for direct comparisons between the South Africa and U.S. markets

Study Methodology

- ▶ In November/December 2021, Edison Research conducted telephone and face-to-face interviews with 1,500 people aged 15 and older
- ▶ Sample population (Major Metro Commercial Population) consists of the those in the upper 2 of the 3 SEM Supergroups (or upper 3 of the 5 SEM Clusters) living within the following metropolitan municipalities:
 - ▶ Nelson Mandela Bay
 - ▶ Mangaung
 - ▶ Tshwane
 - ▶ Ekurhuleni
 - ▶ Johannesburg
 - ▶ eThekweni
 - ▶ Cape Town
 - ▶ Buffalo City
- ▶ Data weighted to reflect the gender, age, and race of this population

Metro Areas Surveyed in 2019:



Metro Areas Included in 2021:



Sample Demographics

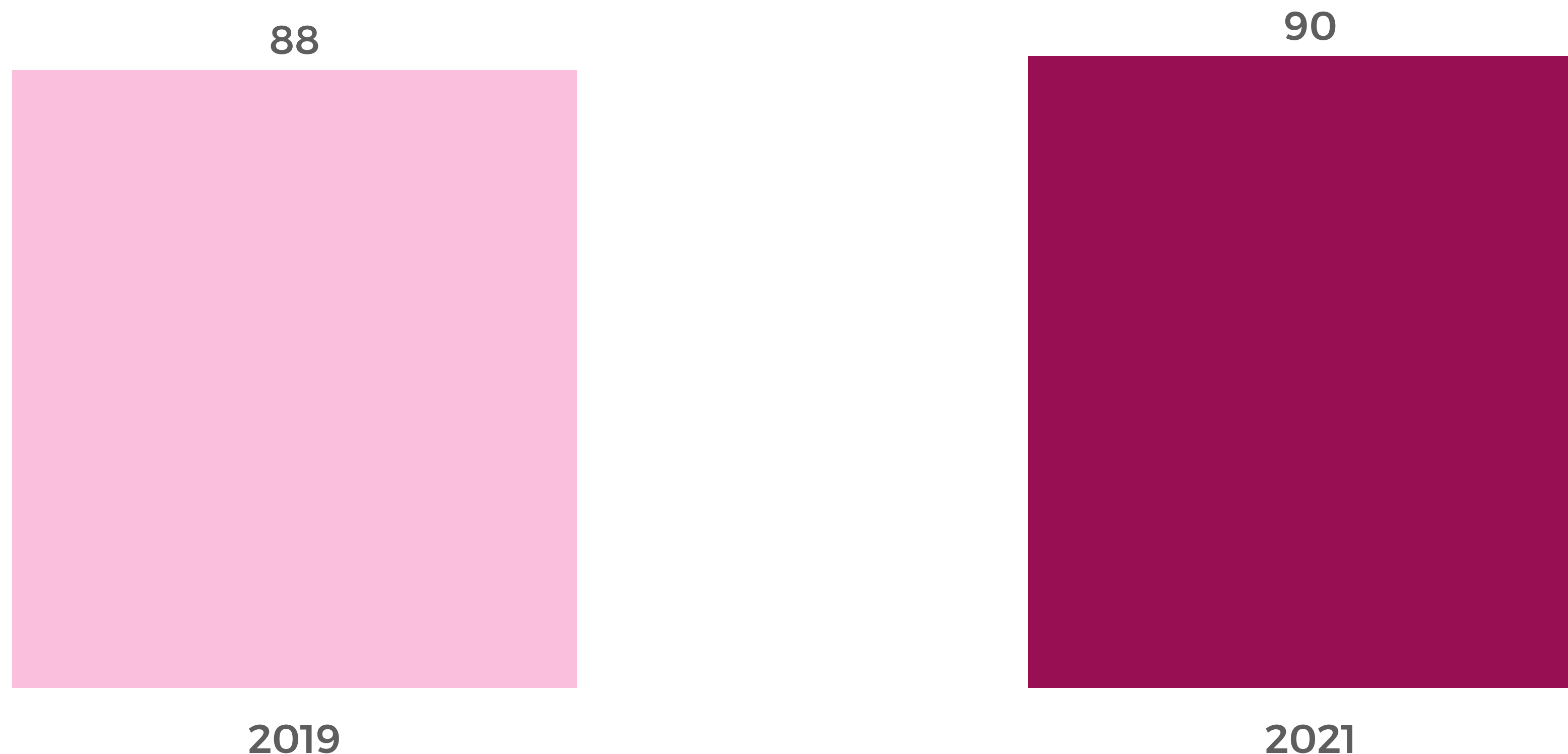
	Total South African Population 15+	Total South African Major Metro Commercial Population 15+
Black	79%	59%
Coloured	9%	17%
White	9%	17%
Indian/Asian	3%	8%
Supergroup L	28%	0%
Supergroup M	41%	48%
Supergroup H	31%	52%
Used internet in last seven days	59%	72%

Media & Technology

Smartphone Ownership

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

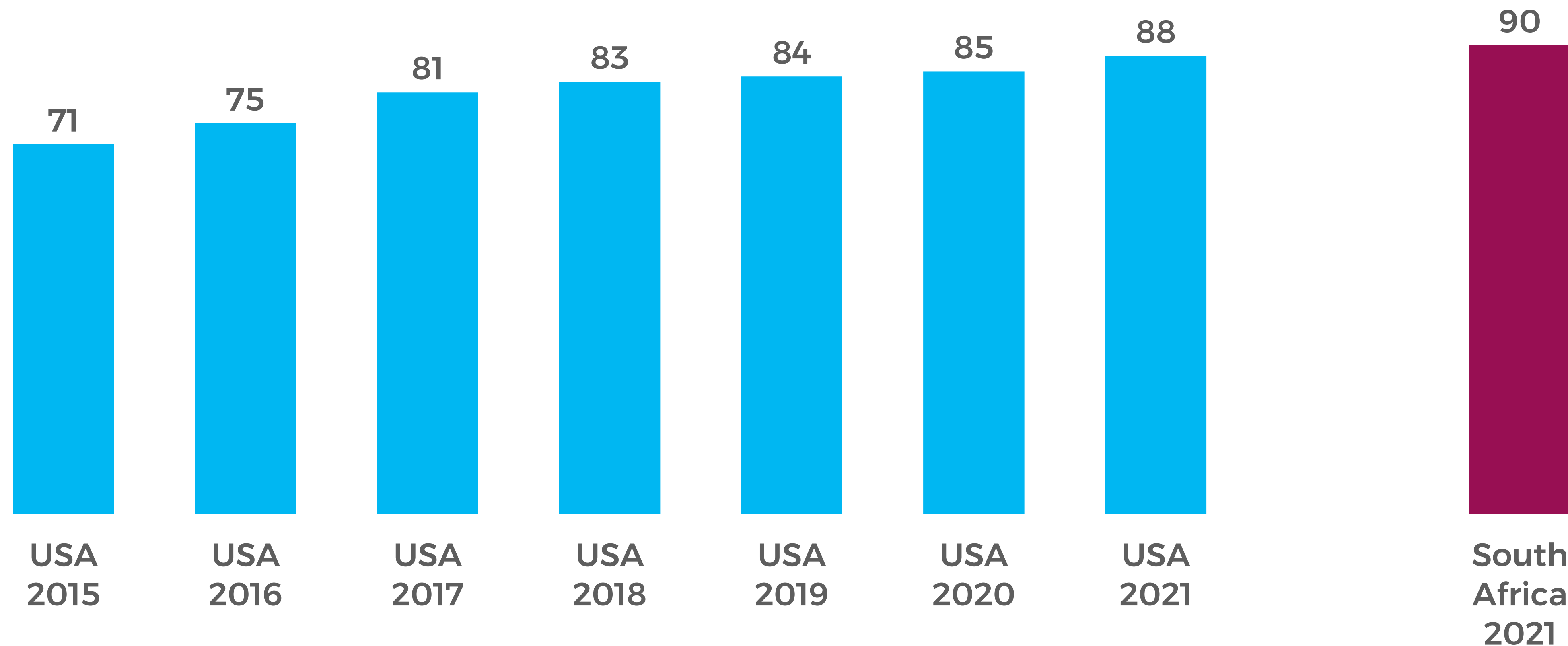
% OWNING A SMARTPHONE



Smartphone Ownership

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

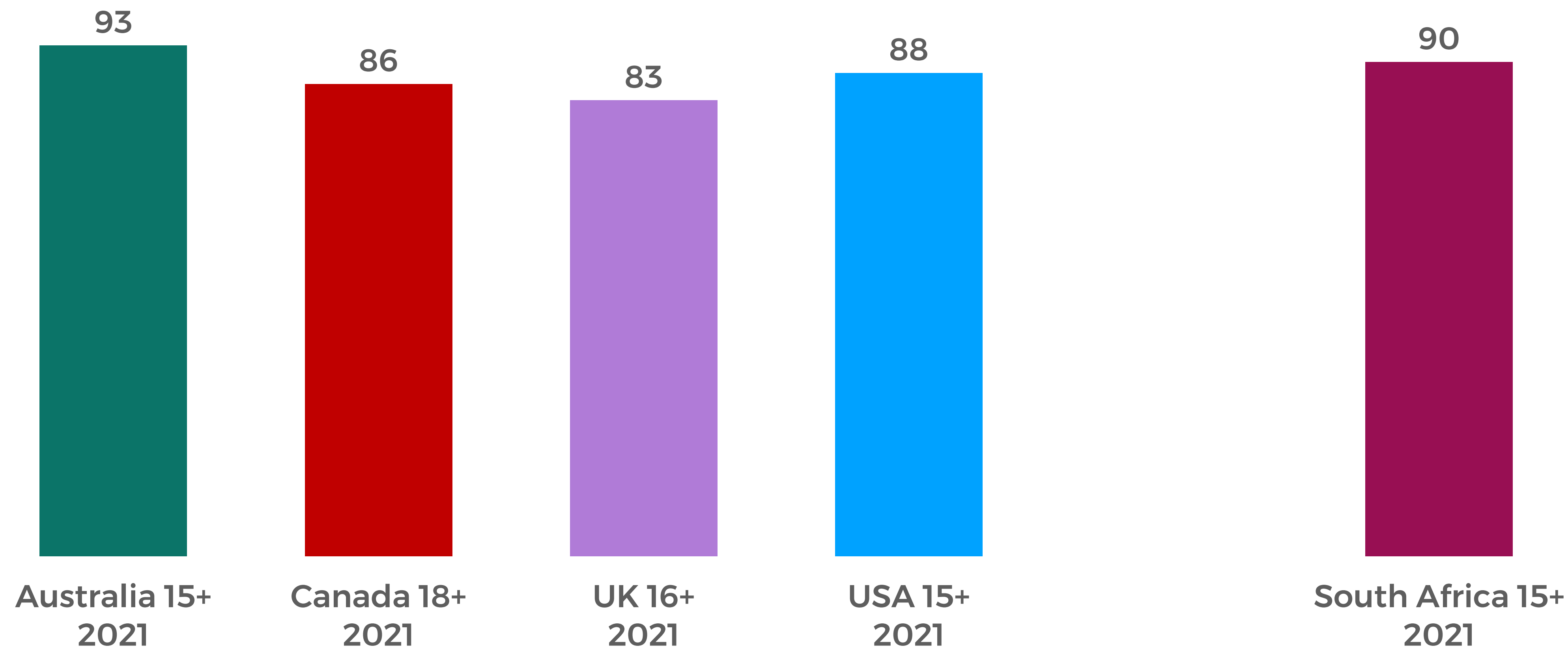
% OWNING A SMARTPHONE



Smartphone Ownership

AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% OWNING A SMARTPHONE



Tablet Ownership

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% OWNING A TABLET



Smart Speaker Ownership

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

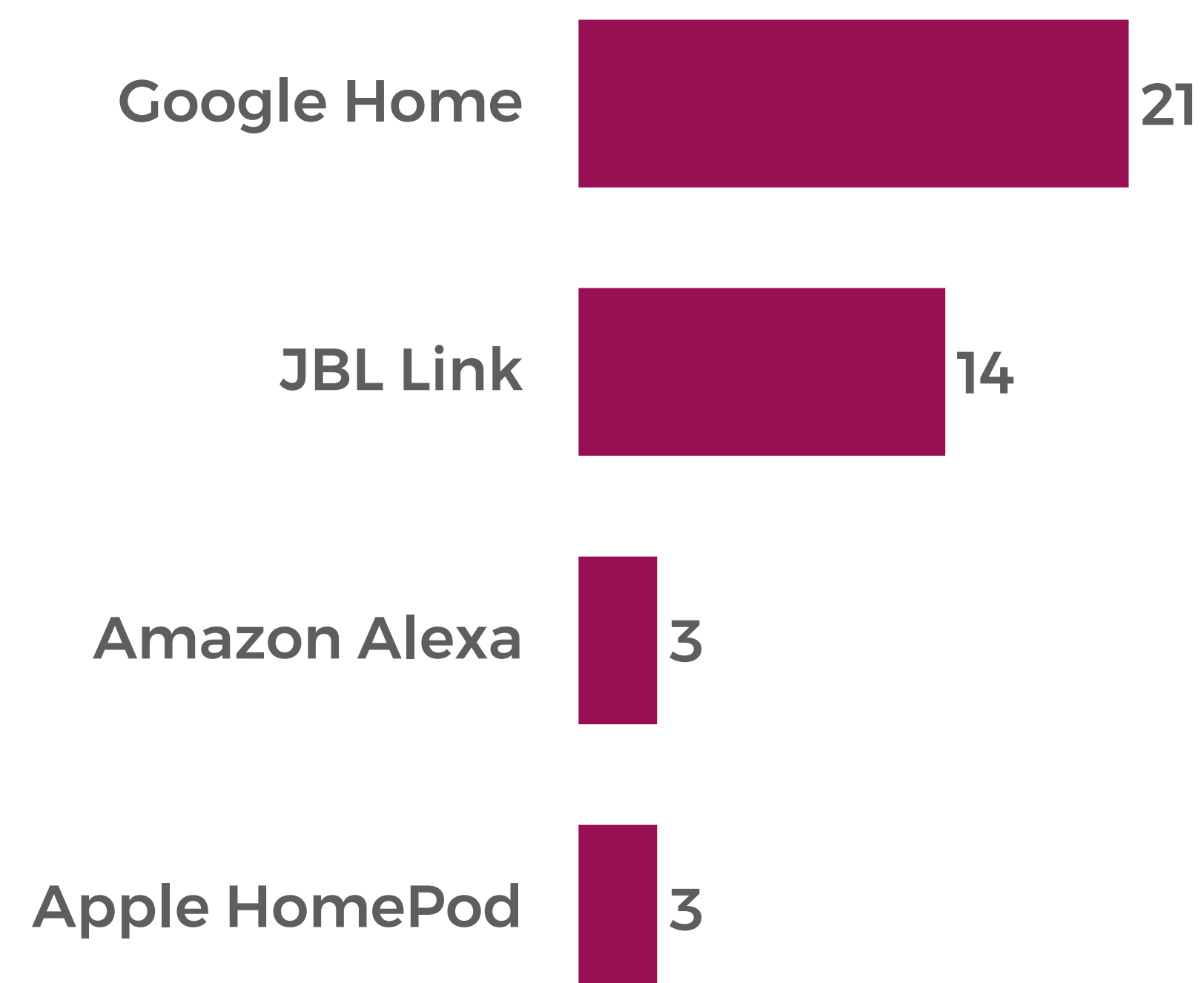
% OWNING A SMART SPEAKER



Smart Speaker Ownership

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

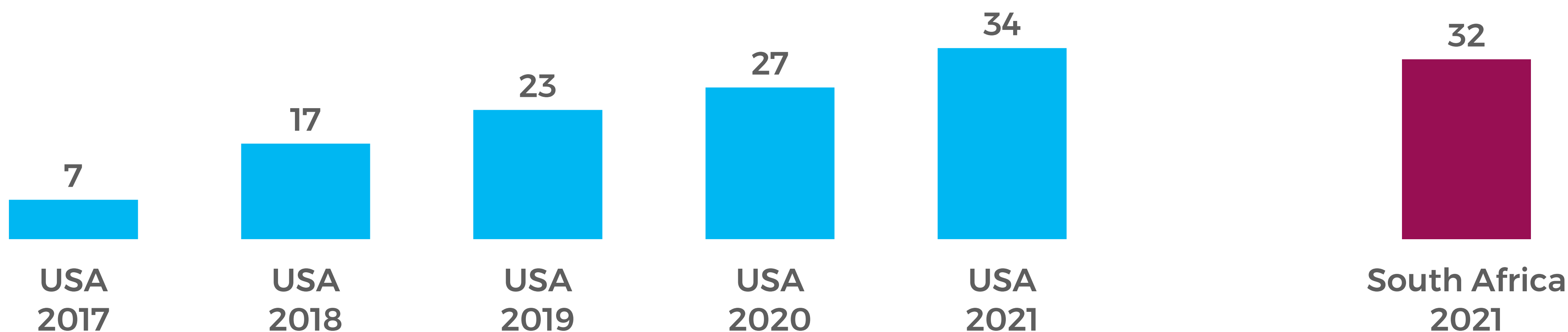
% OWNING SMART SPEAKER



Smart Speaker Ownership

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

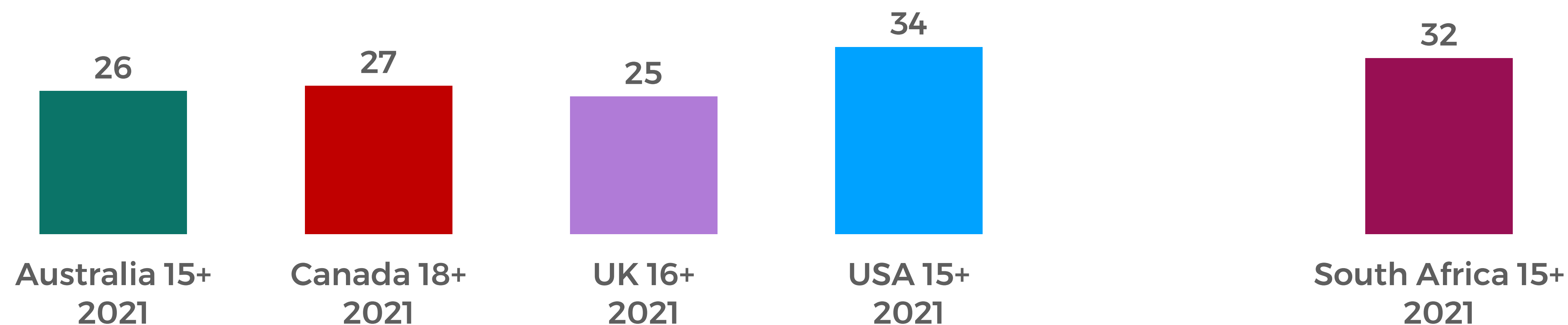
% OWNING A SMART SPEAKER



Smart Speaker Ownership

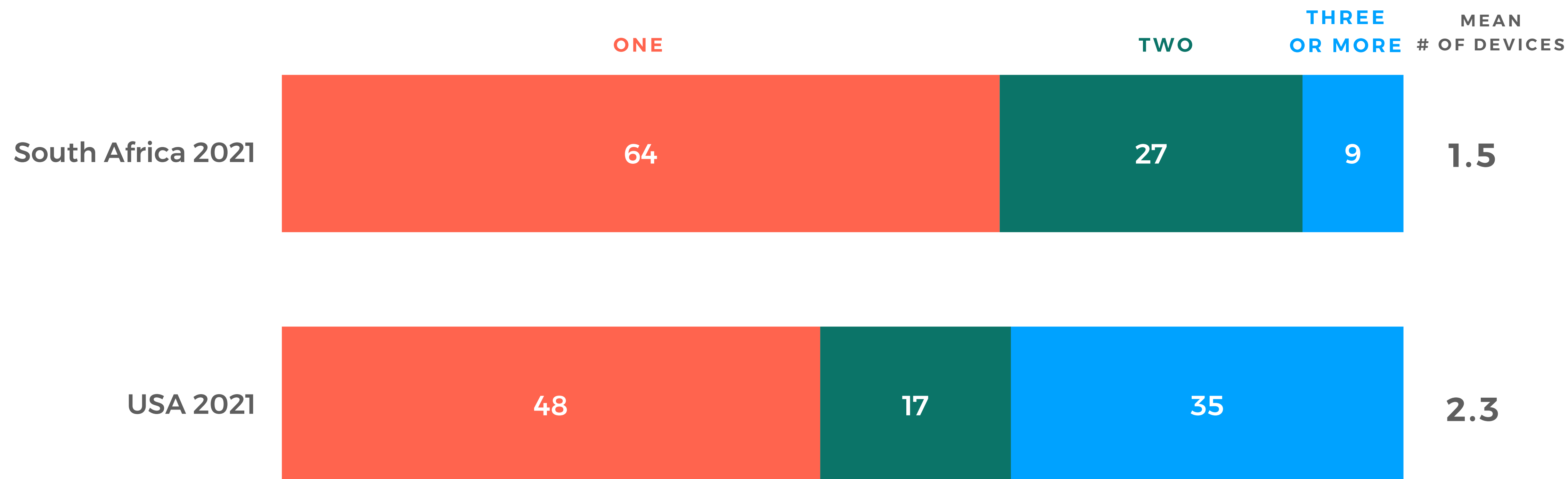
AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% OWNING A SMART SPEAKER



Number of Smart Speakers in Household

BASE: U.S. 15+ SMART SPEAKER OWNERS; SOUTH AFRICAN MAJOR METRO COMMERCIAL 15+ SMART SPEAKER OWNERS



 THE INFINITE DIAL® 2022

AM/FM Radio



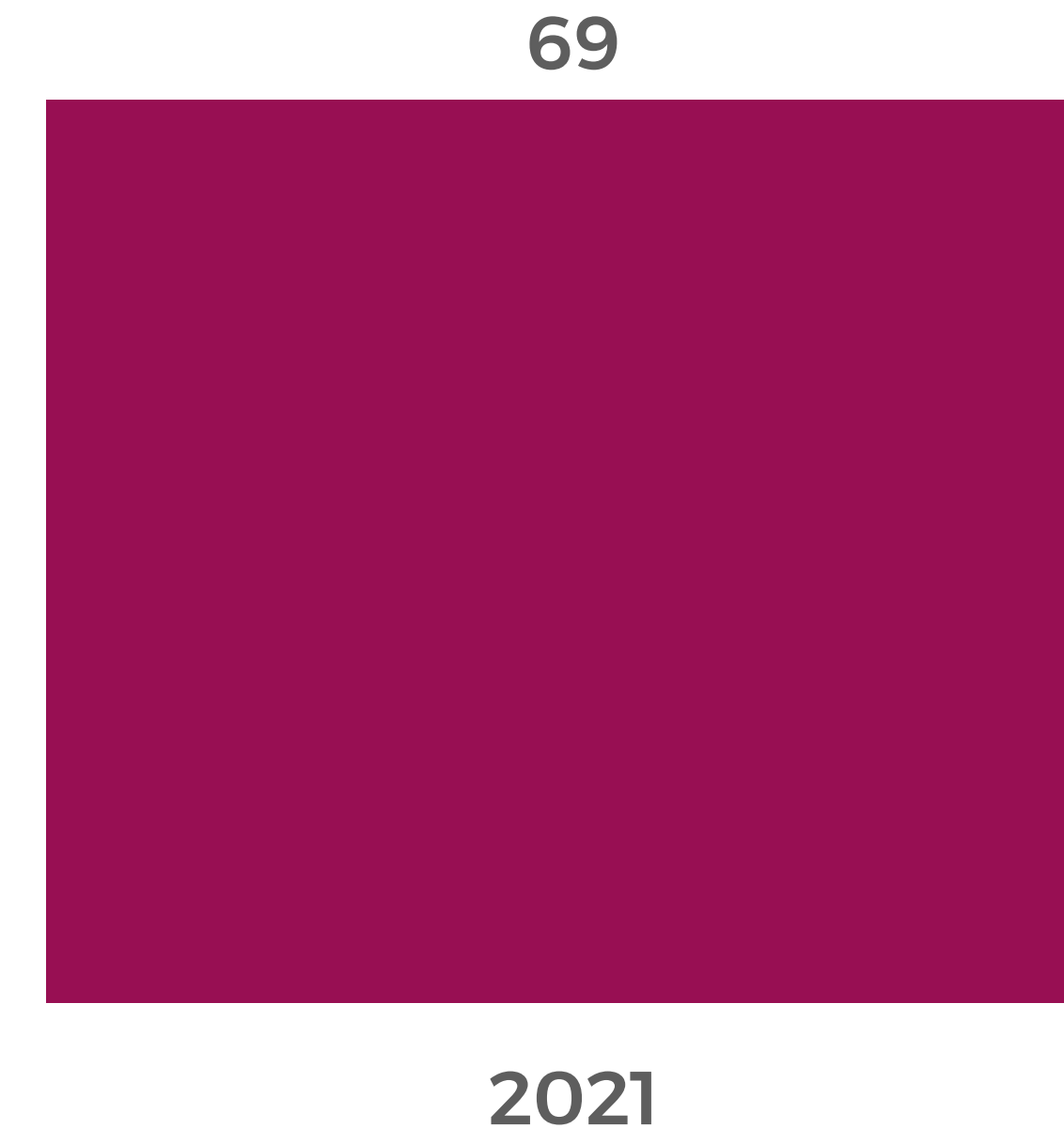
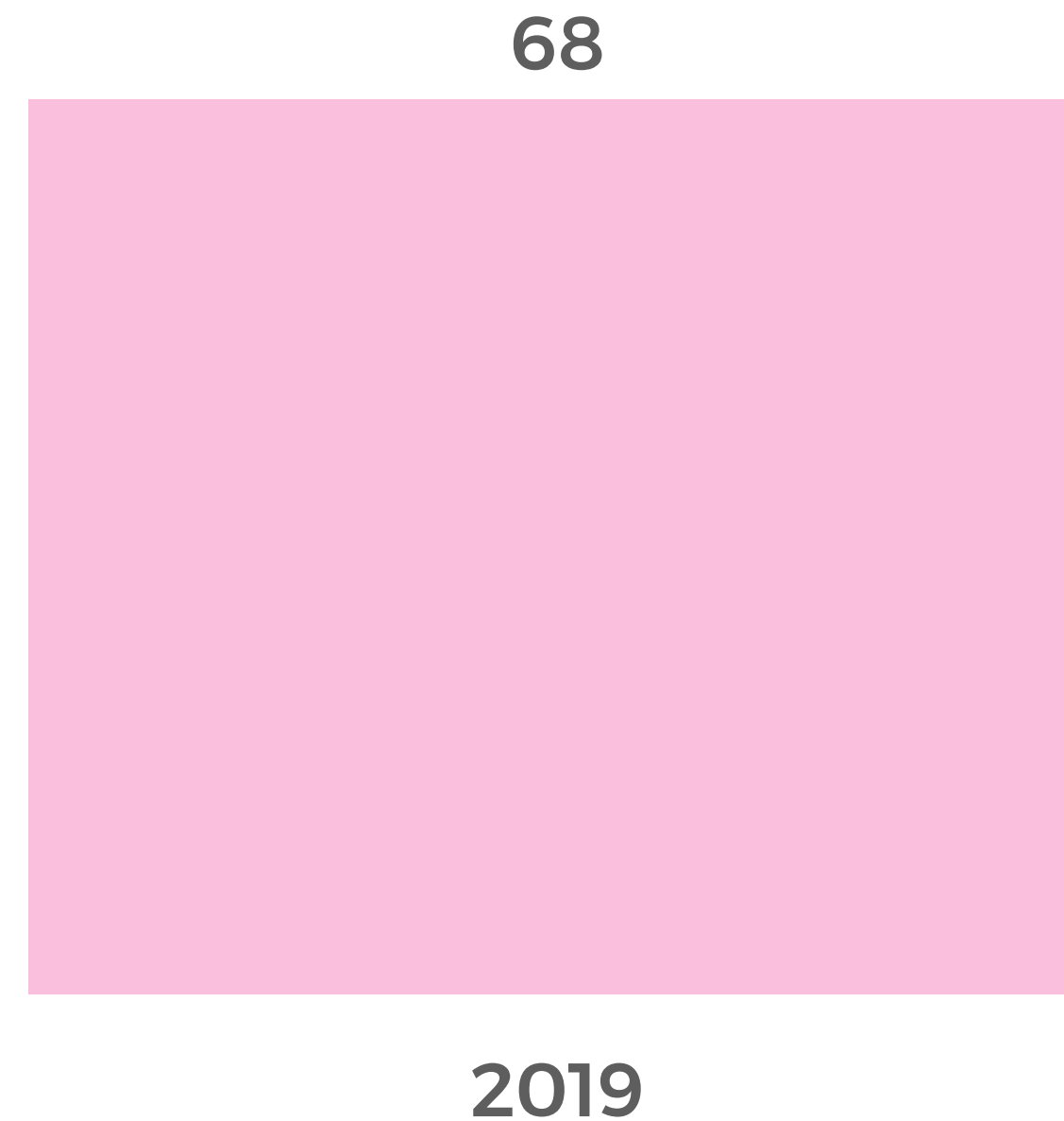
THE INFINITE DIAL SOUTH AFRICA © 2022 EDISON RESEARCH

Listening to Radio in the Last Week

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO RADIO IN LAST WEEK

RADIO INCLUDES AM/FM RADIO, BOTH OVER-THE-AIR AND ONLINE

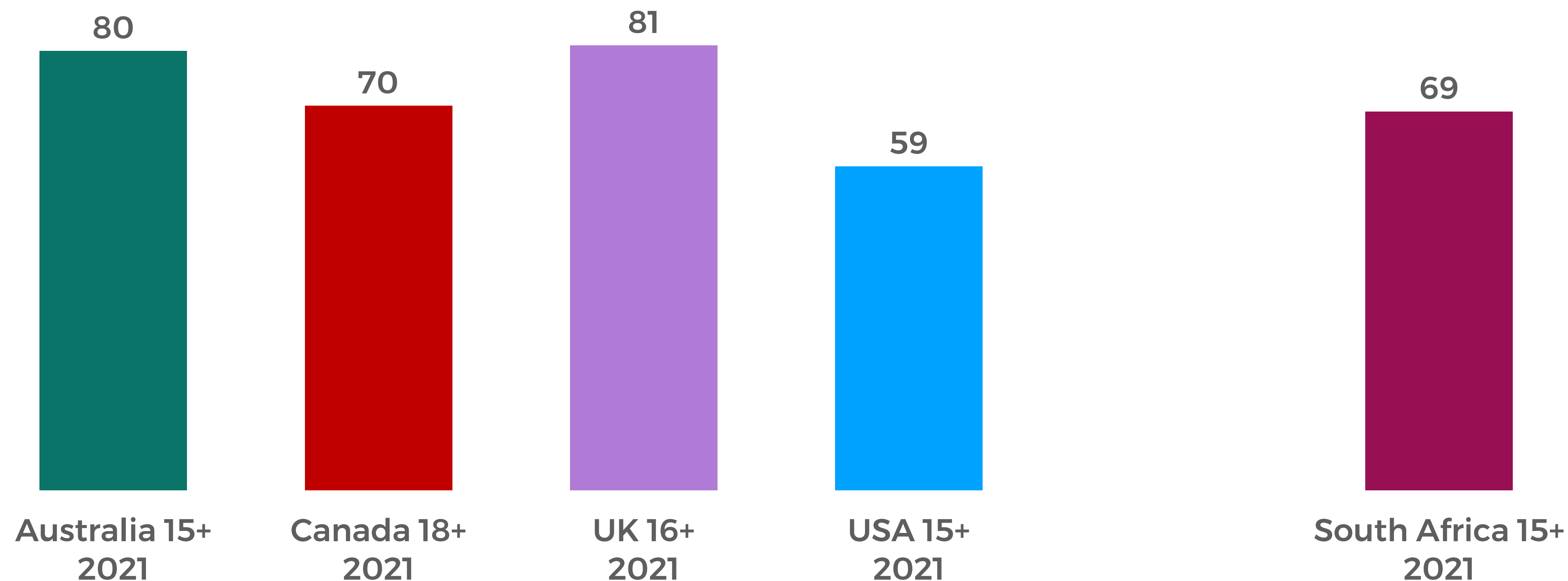


Listening to Radio in the Last Week

AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO RADIO IN LAST WEEK

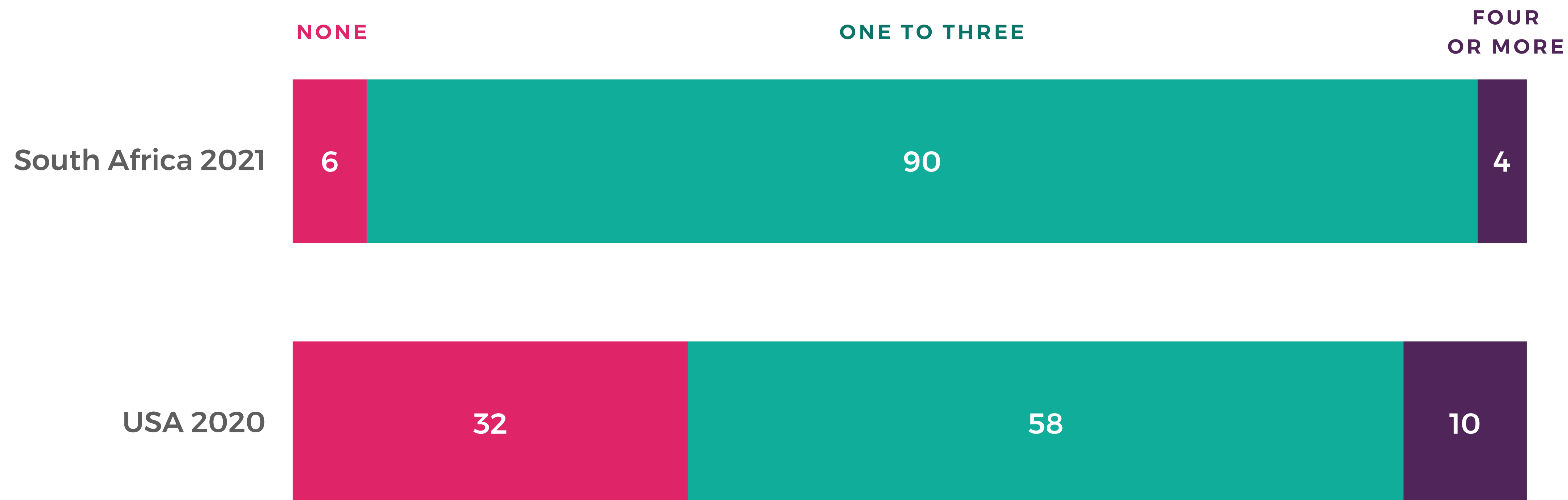
RADIO INCLUDES AM/FM RADIO, BOTH OVER-THE-AIR AND ONLINE



Number of Radios in Household

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

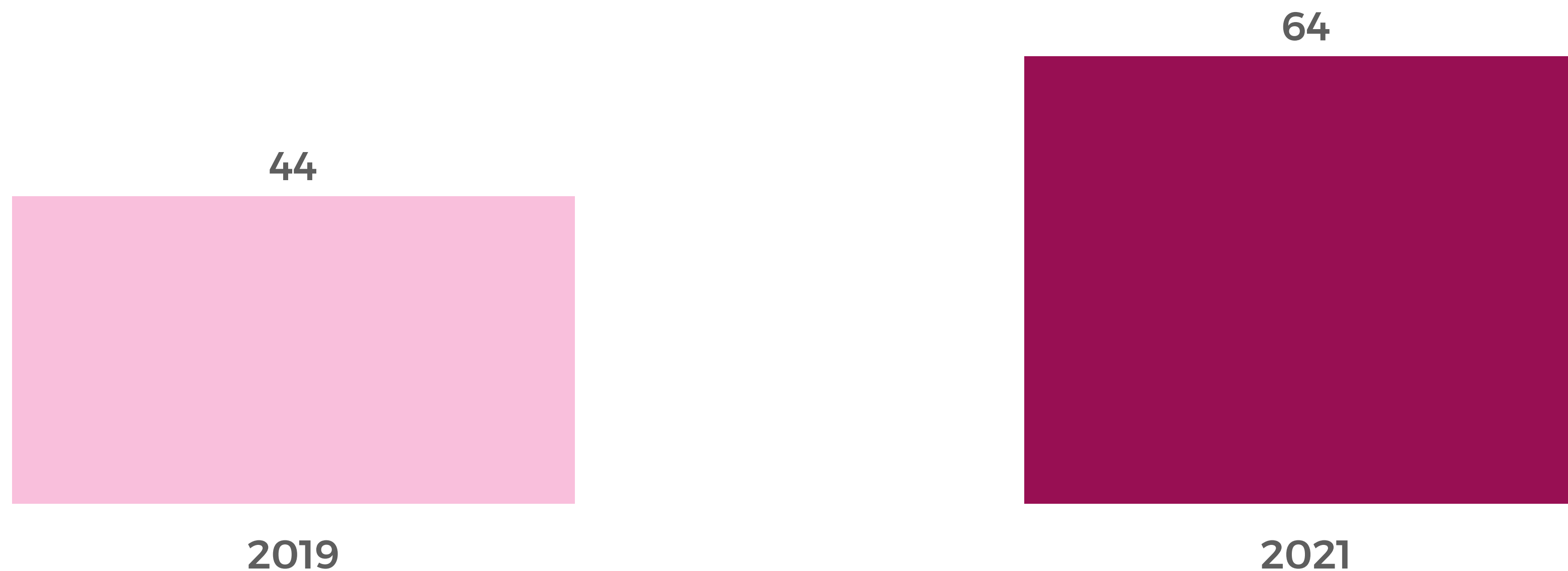
% OWNING NUMBER OF RADIOS



Radio Listening at Home on Non-Radio Devices in South Africa

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENING TO RADIO WHILE AT HOME USING A MOBILE PHONE, COMPUTER, OR TV



Ever Downloaded an AM/FM Radio Station App

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% EVER DOWNLOADED ANY AM/FM RADIO STATION APP TO SMARTPHONE OR OTHER DEVICE





Online Audio

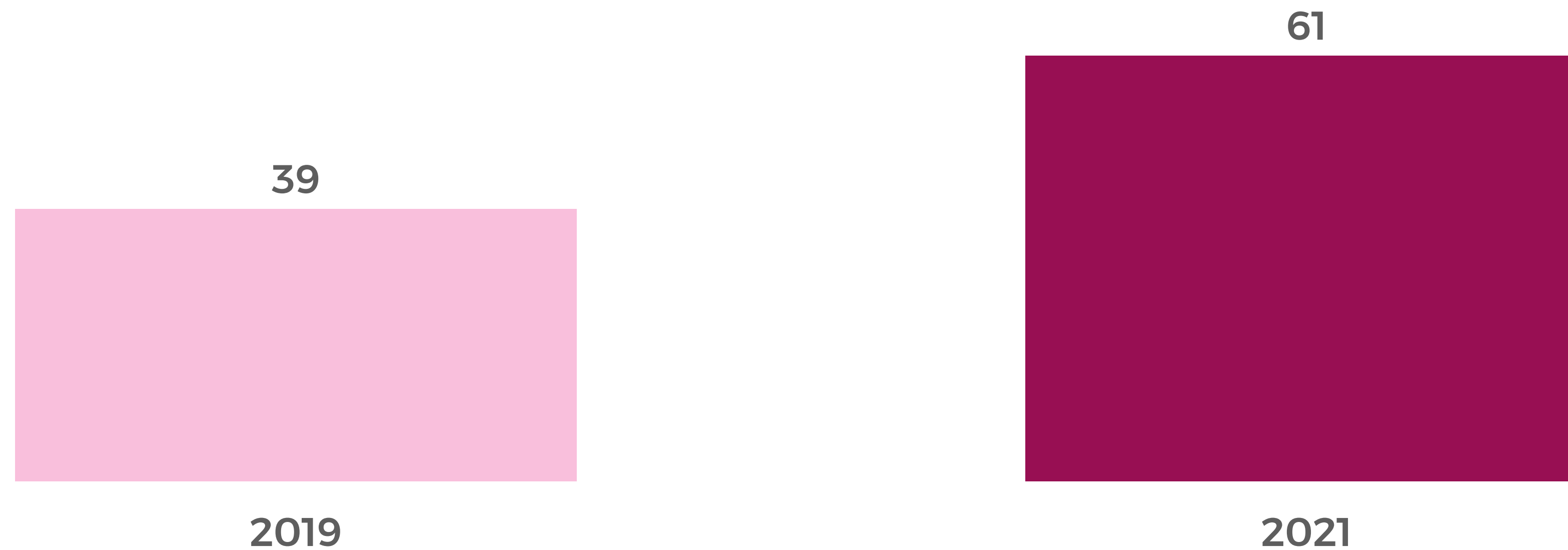


Monthly Online Audio Listening

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% 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

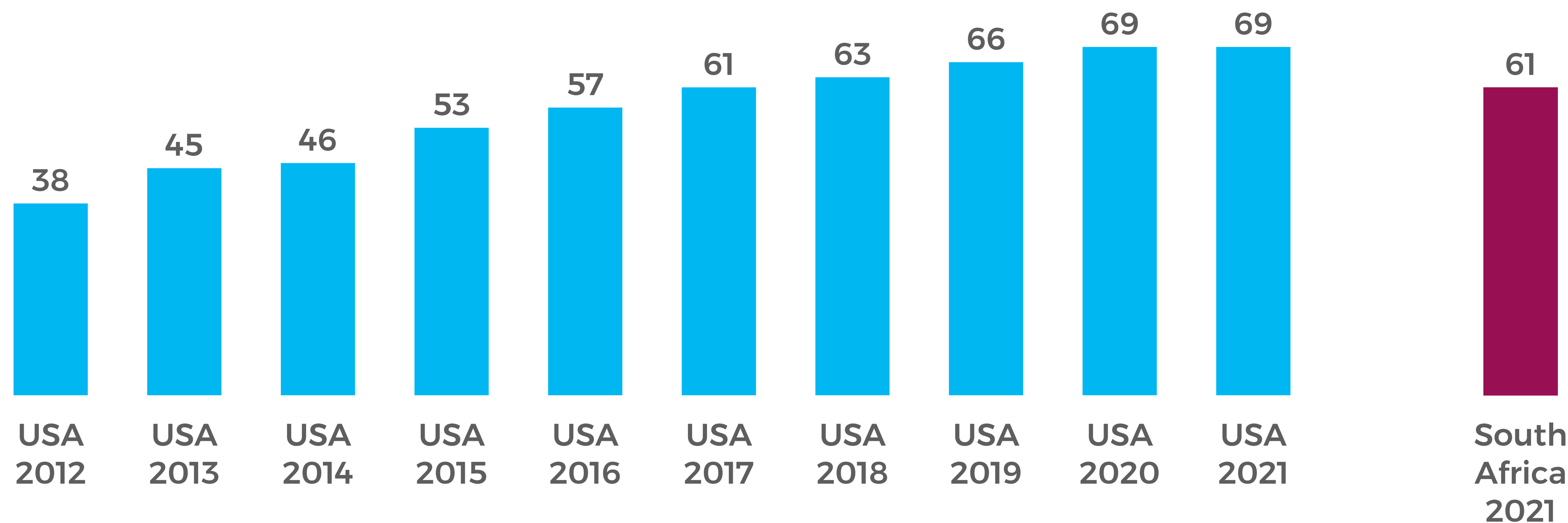


Monthly Online Audio Listening

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

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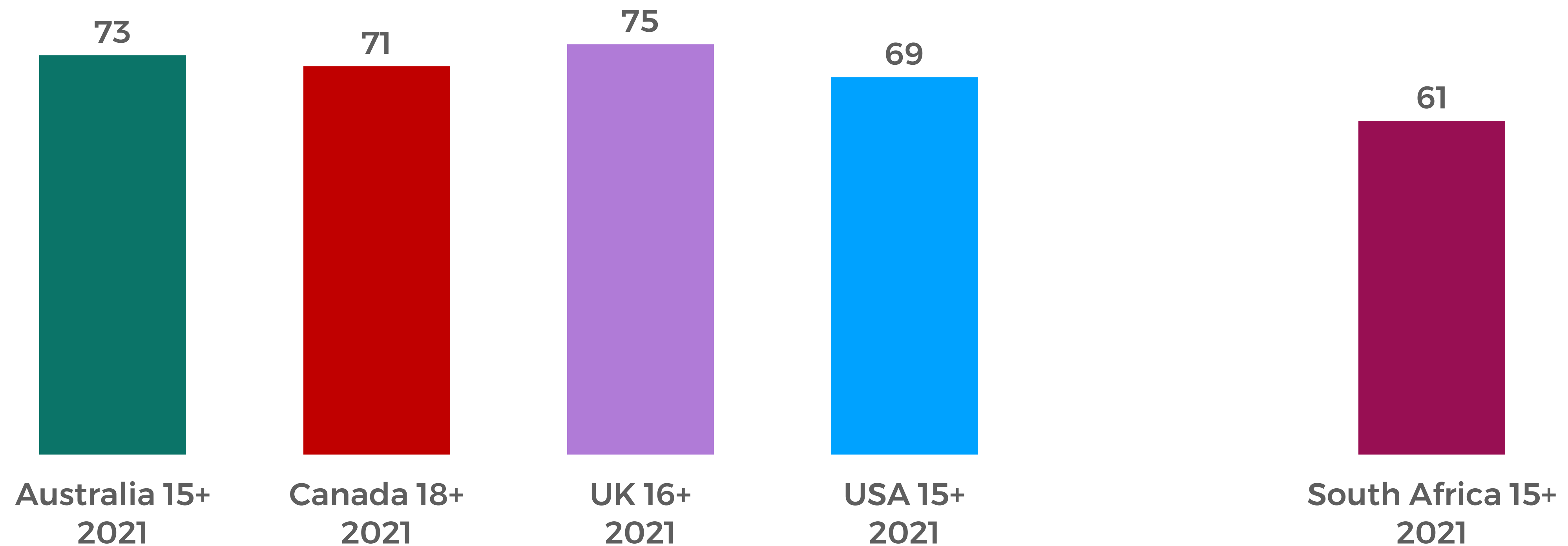


Monthly Online Audio Listening

AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

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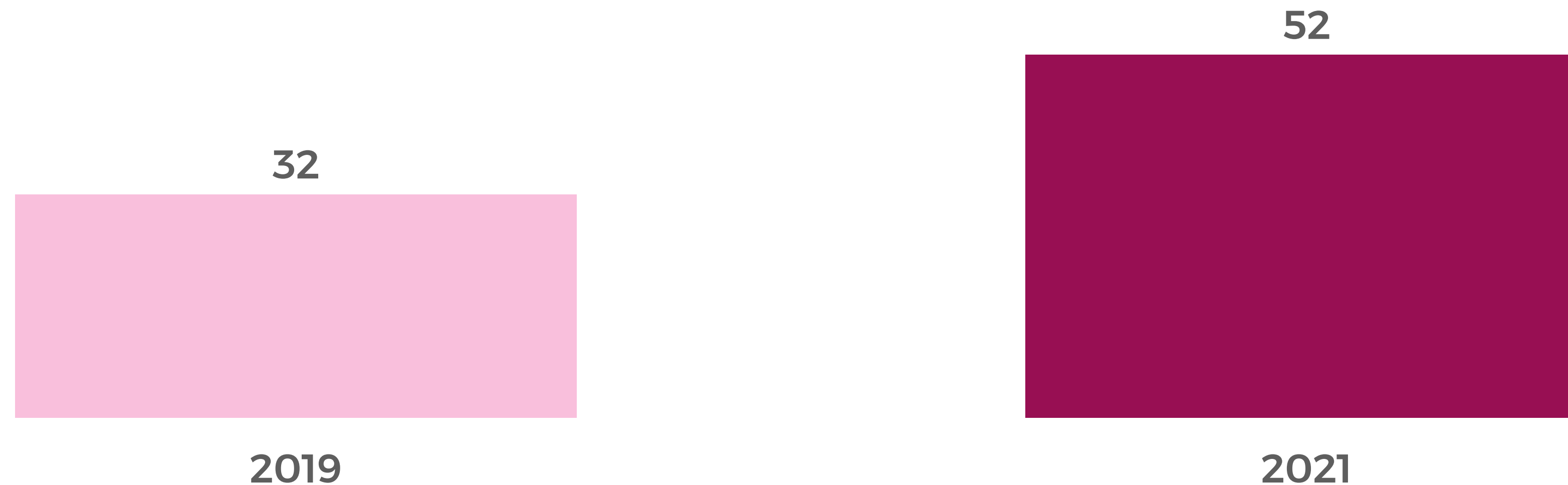


Weekly Online Audio Listening

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% 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

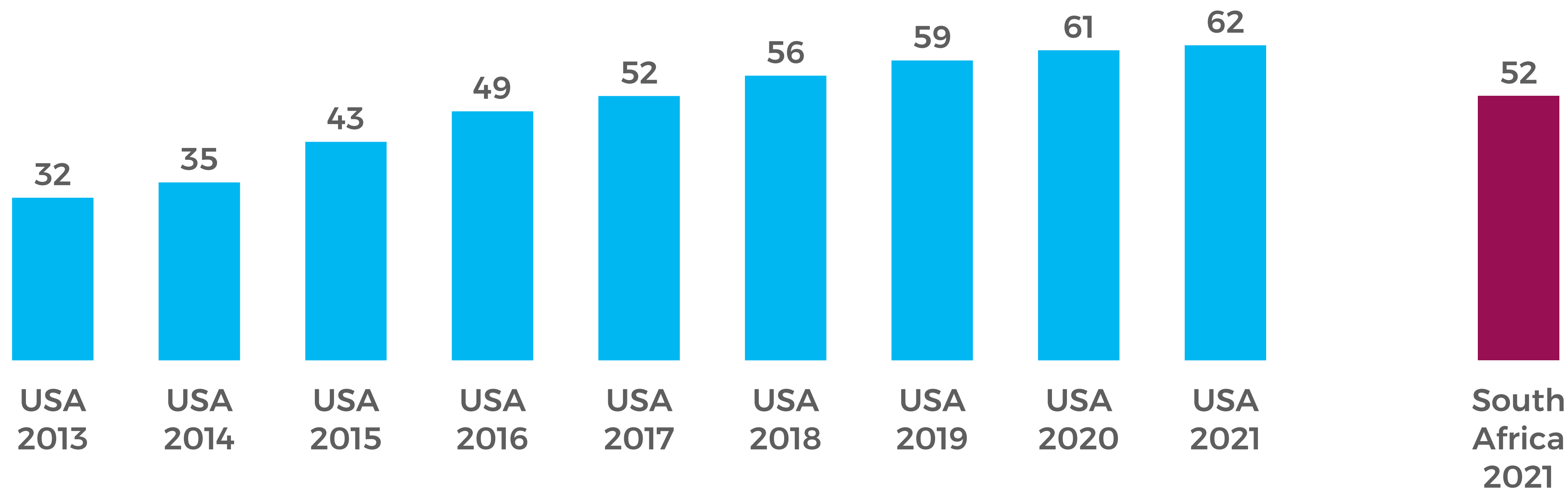


Weekly Online Audio Listening

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR
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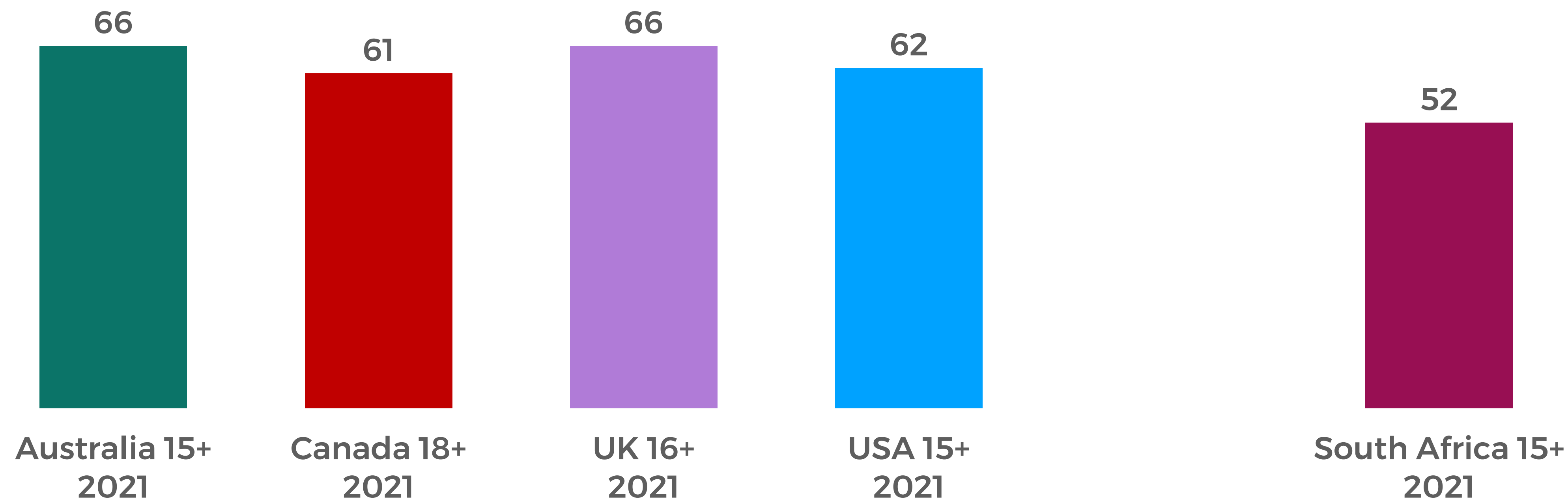


Weekly Online Audio Listening

AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO ONLINE AUDIO IN LAST WEEK

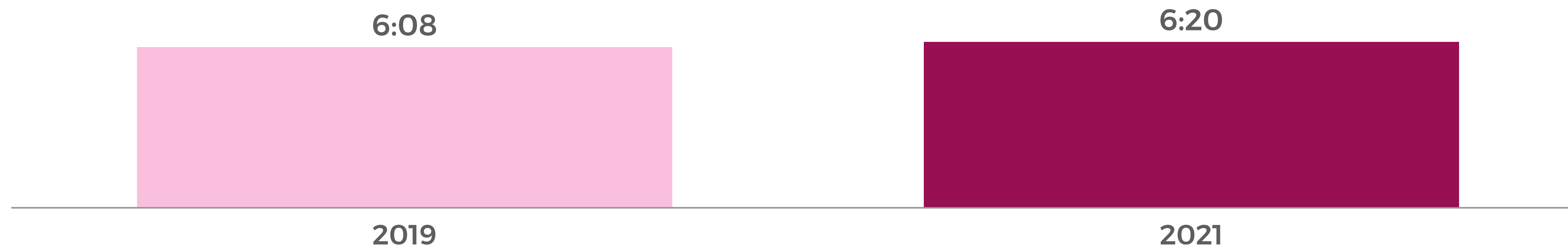
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Average Time Spent Listening to Online Audio

BASE: SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+ WEEKLY ONLINE AUDIO LISTENERS

HOURS:MINUTES IN LAST WEEK

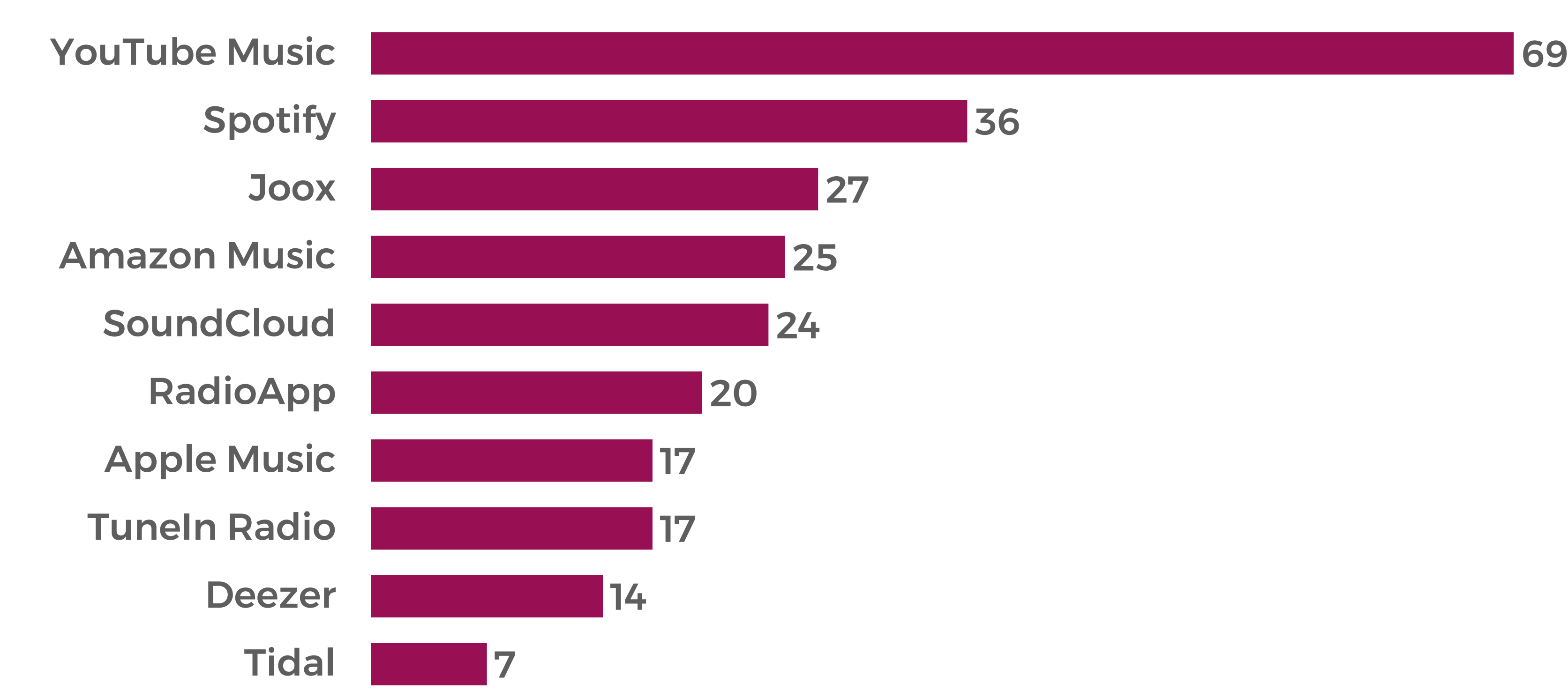


Online Audio Brands

Online Audio Brand Awareness

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

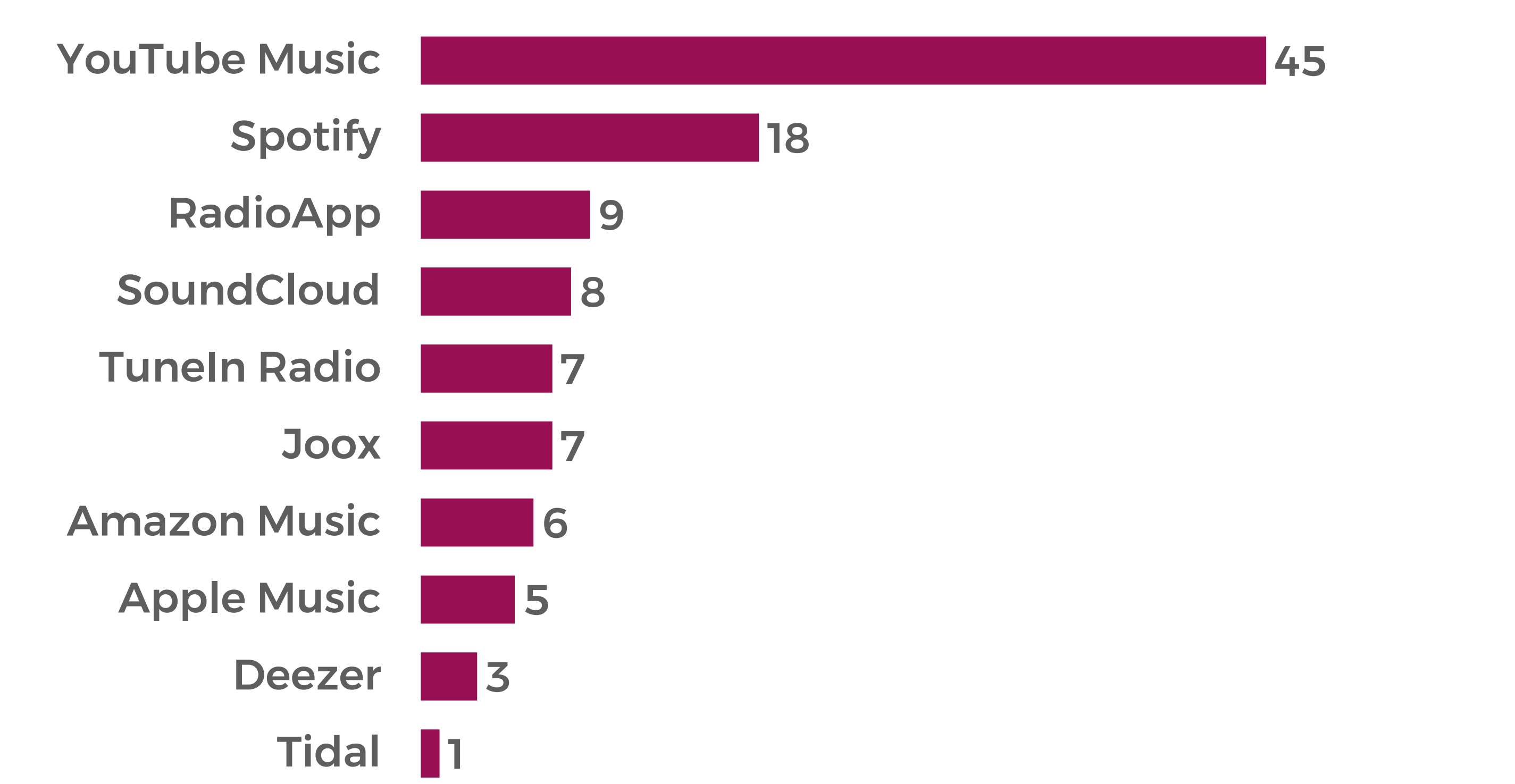
% AWARE OF ONLINE AUDIO BRAND



Online Audio Brands Listened to in Last Month

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

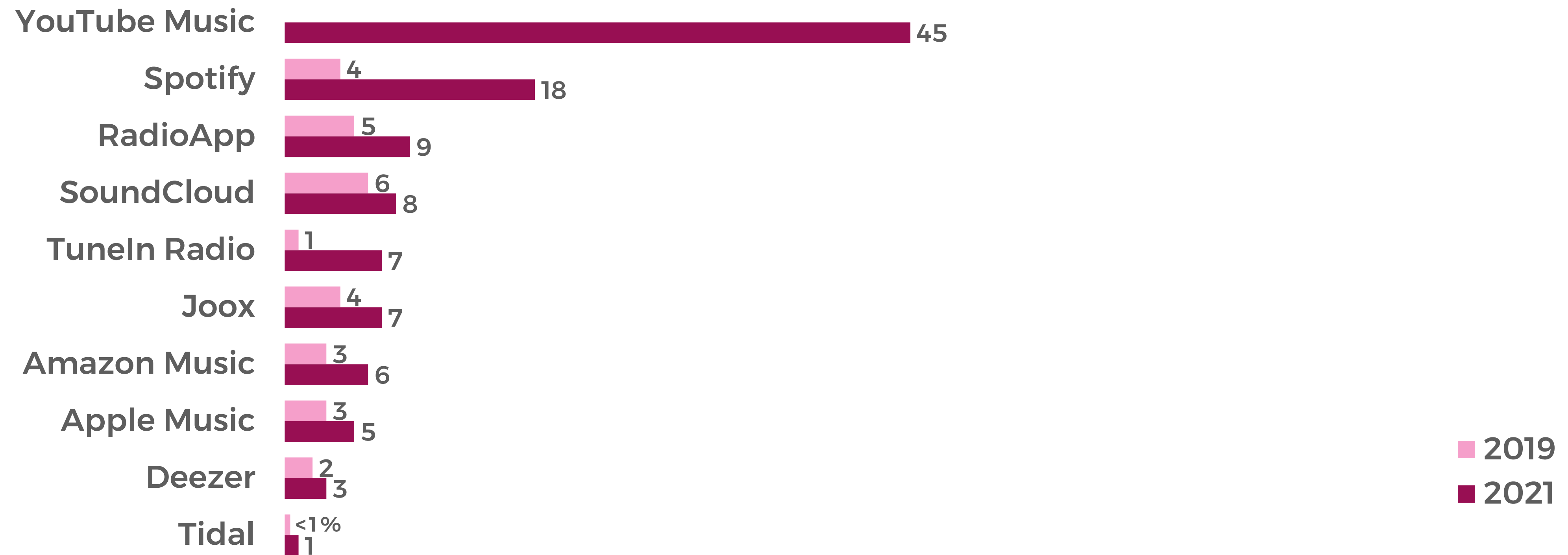
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



Online Audio Brands Listened to in Last Month

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

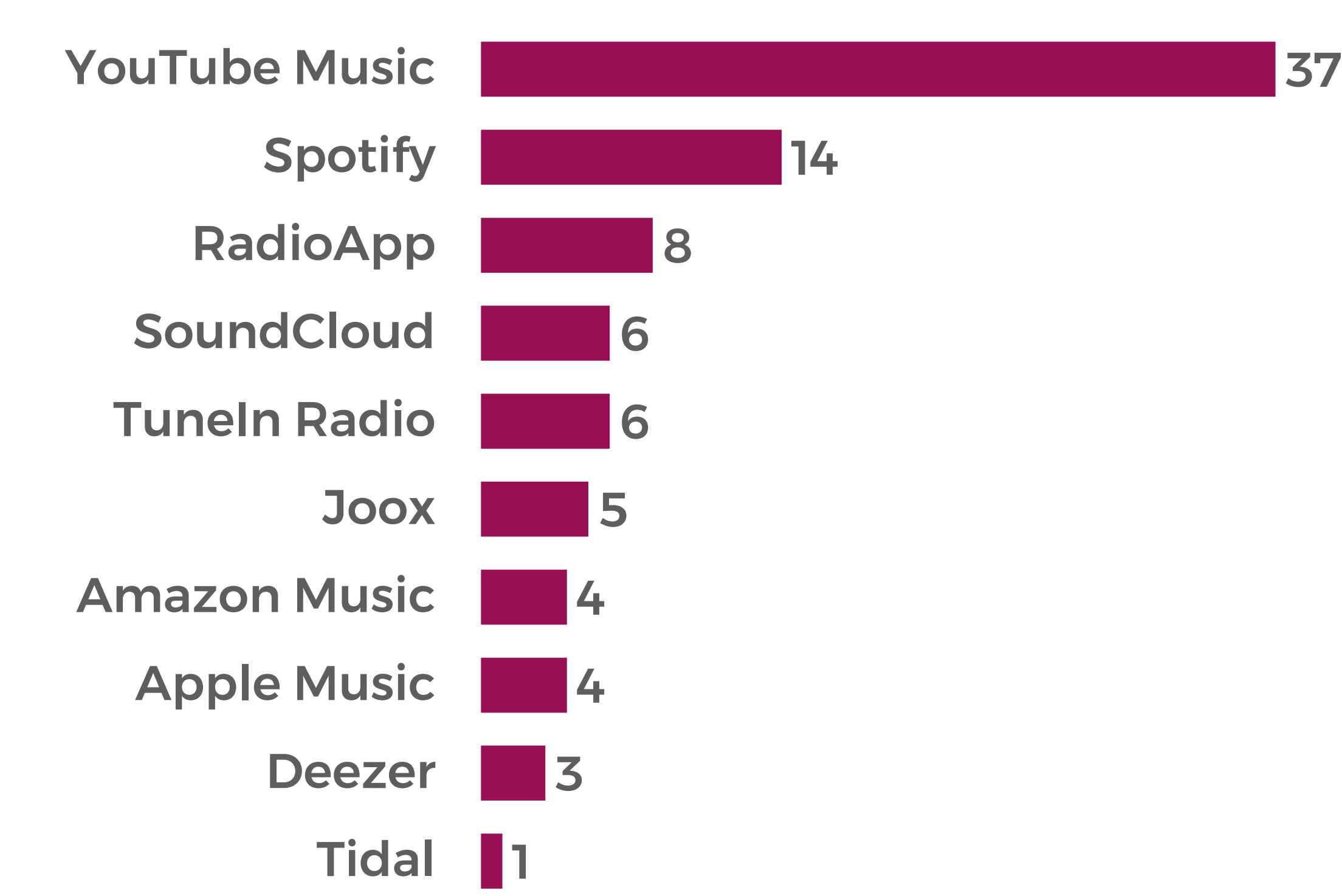
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



Online Audio Brands Listened to in Last Week

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

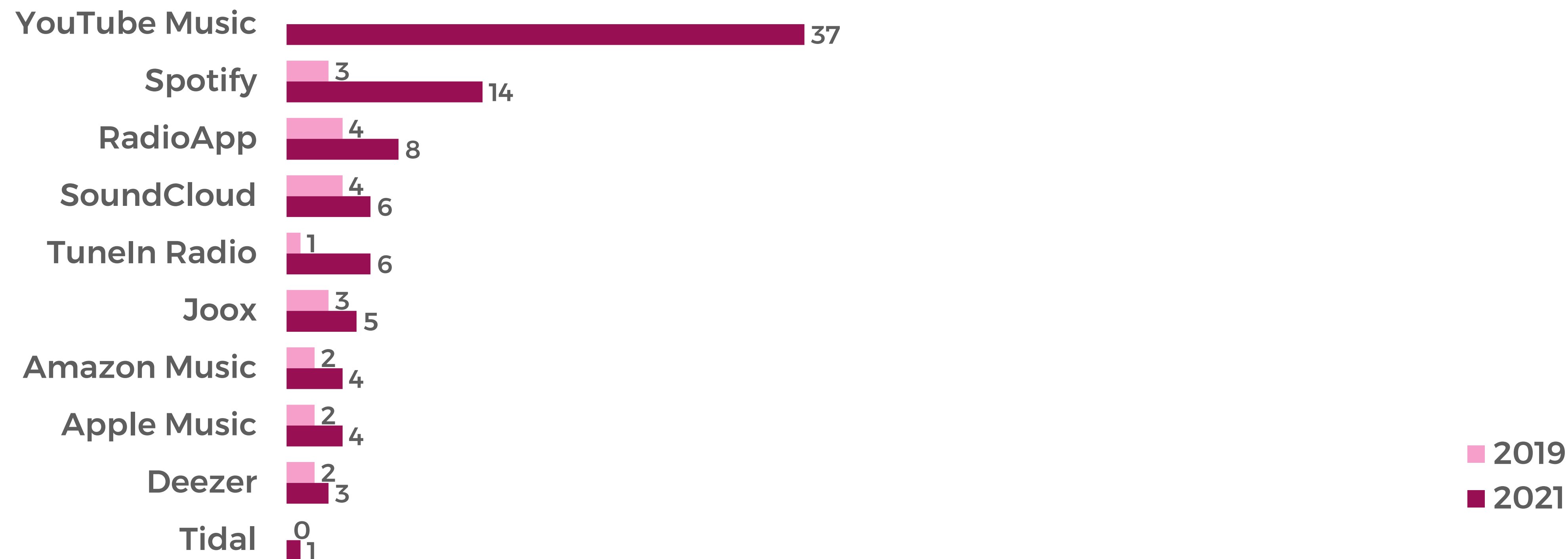
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



Online Audio Brands Listened to in Last Week

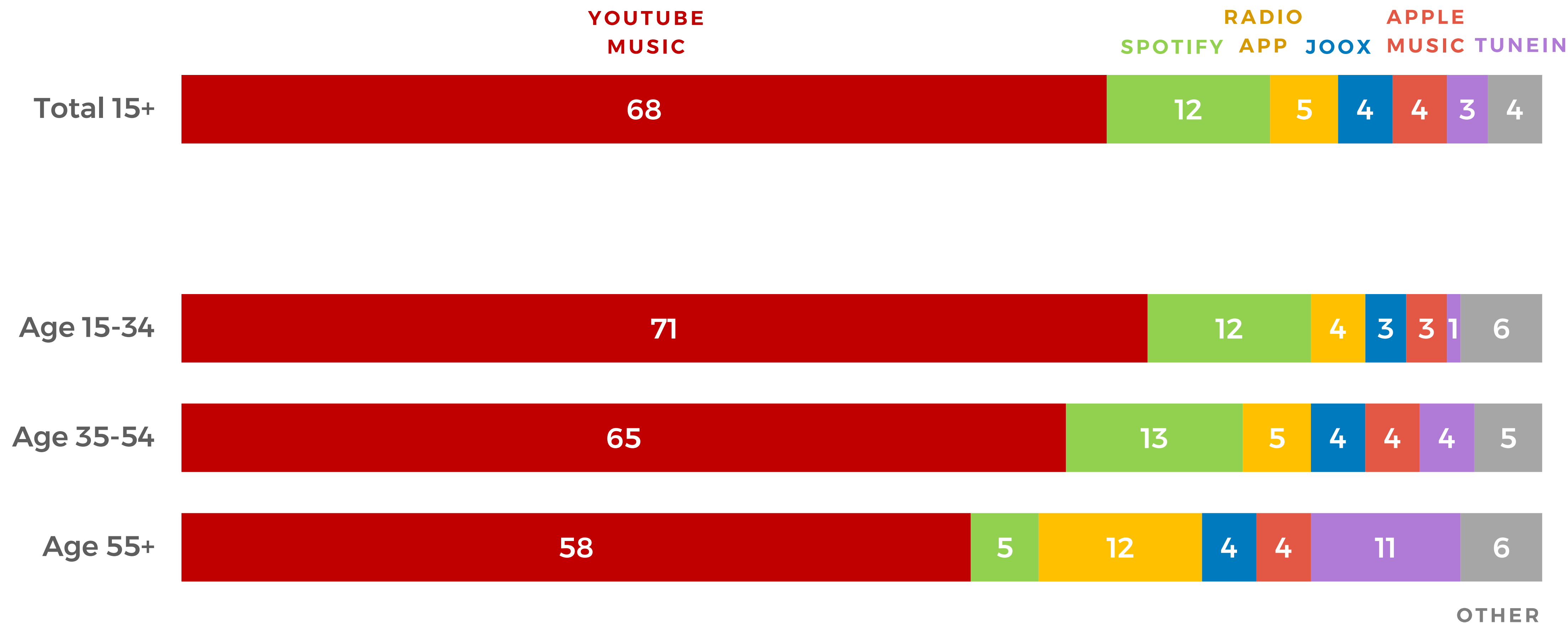
TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



Online Audio Brand Used Most Often

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

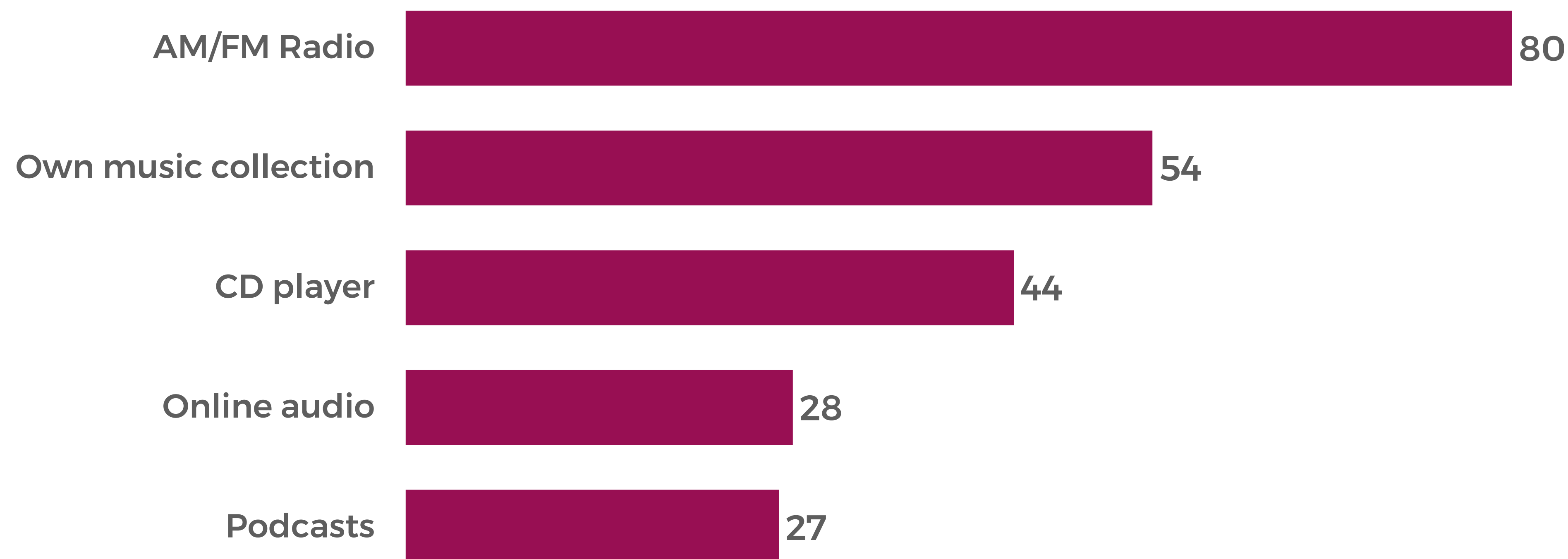


In-Car Media

Audio Sources Currently Ever Used in Car

BASE: SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 18+ WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH; 76%

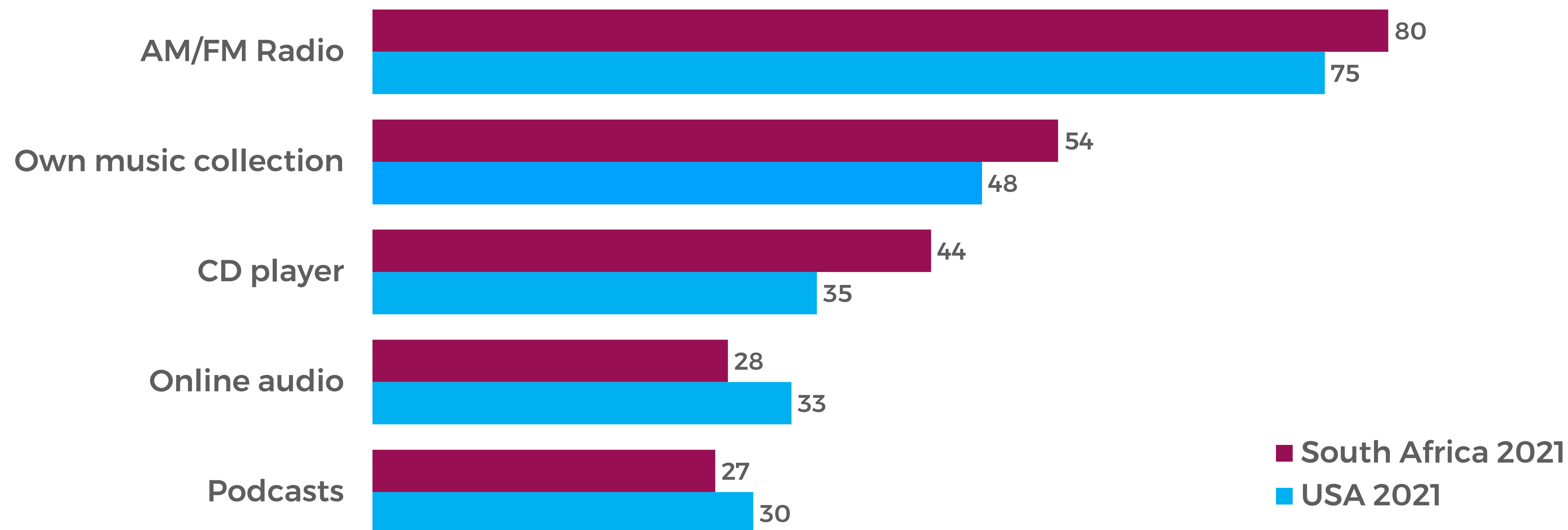
% USING AUDIO SOURCE IN CAR



Audio Sources Currently Ever Used in Car

USA POPULATION 18+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 18+ WHO HAVE DRIVEN/RIDDEN IN A CAR IN LAST MONTH

% USING AUDIO SOURCE IN CAR



Online Audio Listening in Car Through a Mobile Phone

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% EVER LISTENED TO ONLINE AUDIO IN CAR THROUGH MOBILE PHONE



Podcasting

Podcast Awareness

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

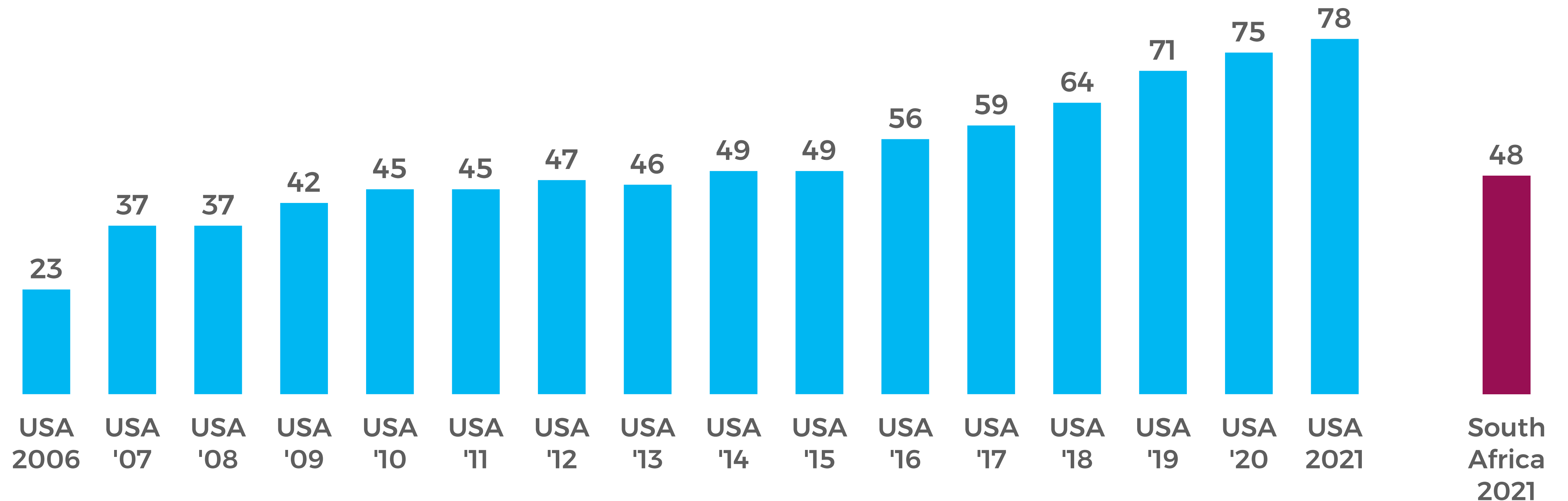
% FAMILIAR WITH PODCASTS



Podcast Awareness

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

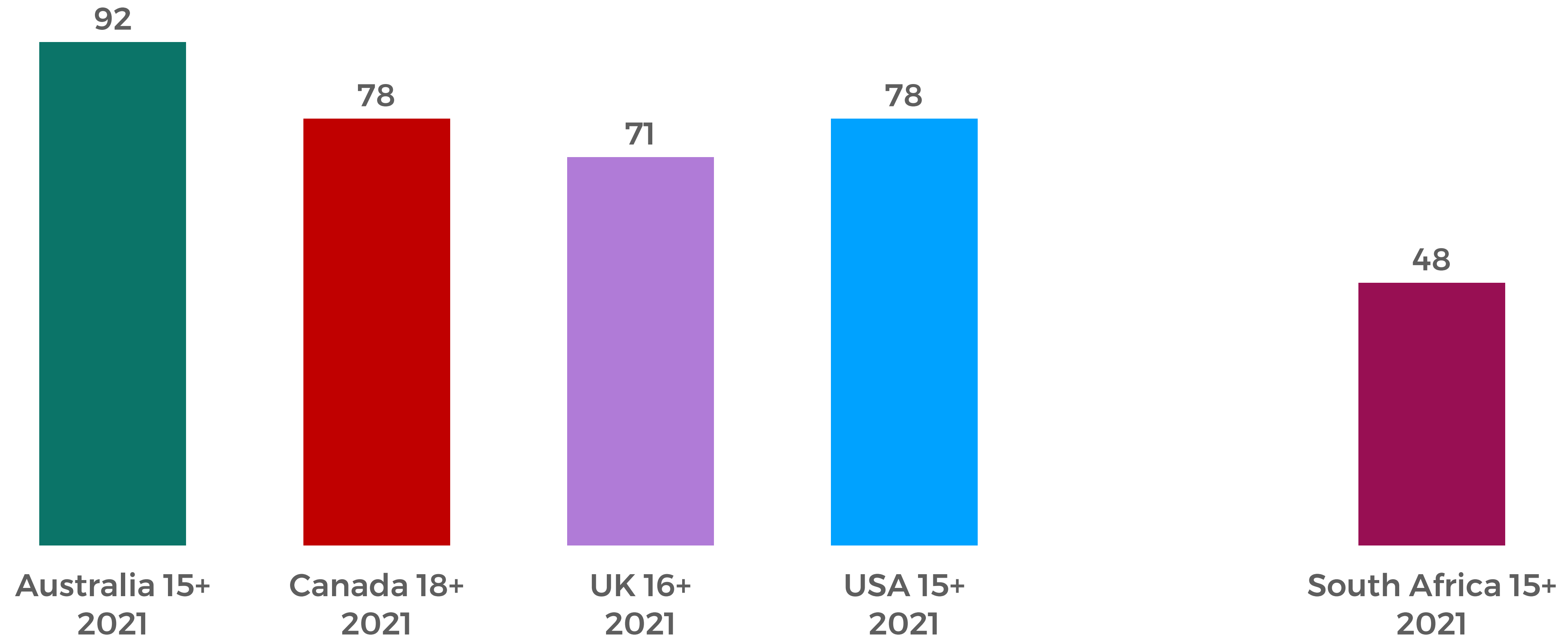
% AWARE OF PODCASTS



Podcast Awareness

AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% AWARE OF PODCASTS



Podcast Listening

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

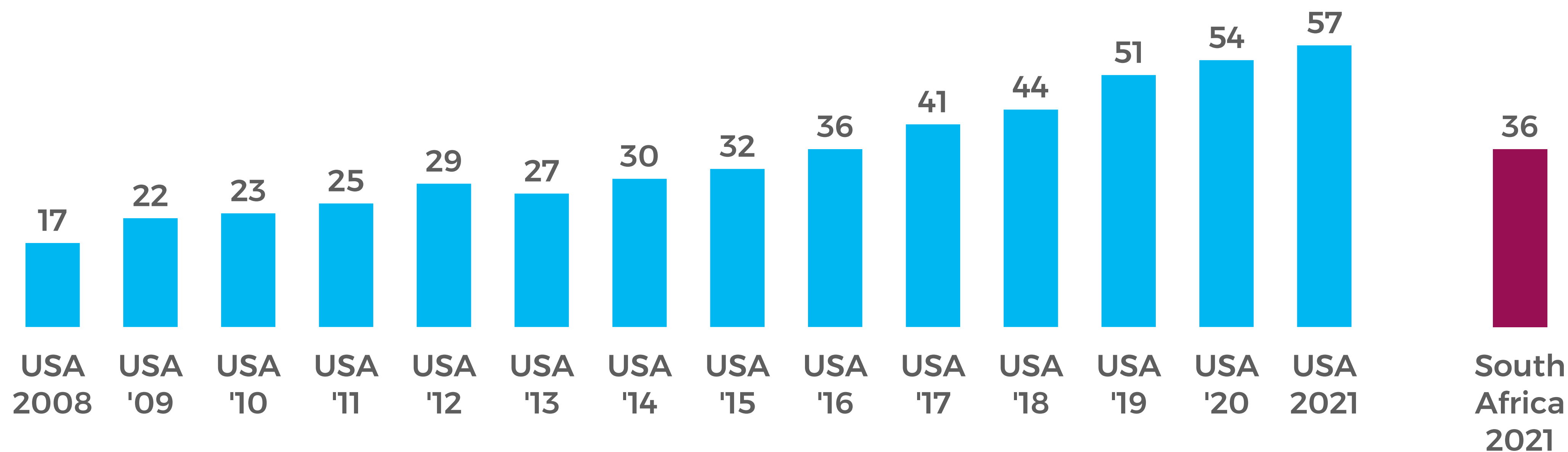
% EVER LISTENED TO A PODCAST



Podcast Listening

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

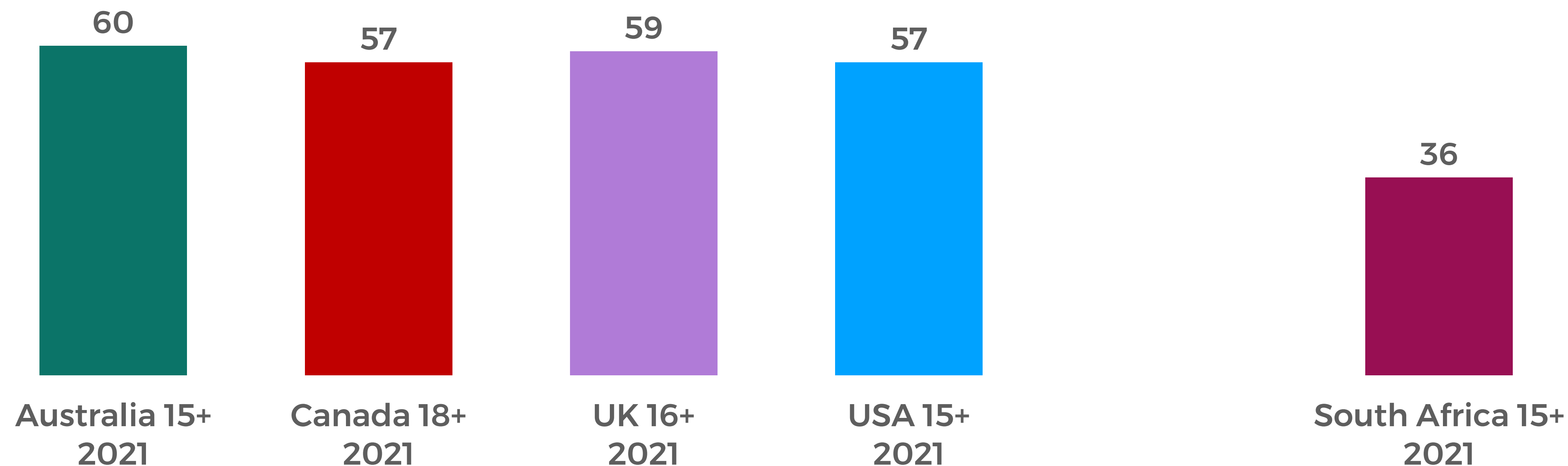
% EVER LISTENED TO A PODCAST



Podcast Listening

AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% EVER LISTENED TO A PODCAST



Monthly Podcast Listening

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

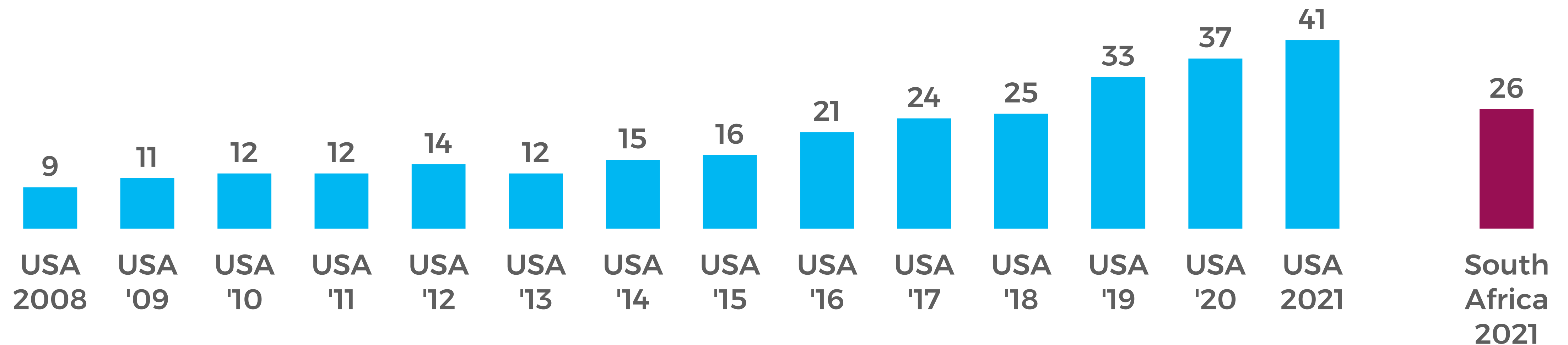
% LISTENED TO A PODCAST IN LAST MONTH



Monthly Podcast Listening

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

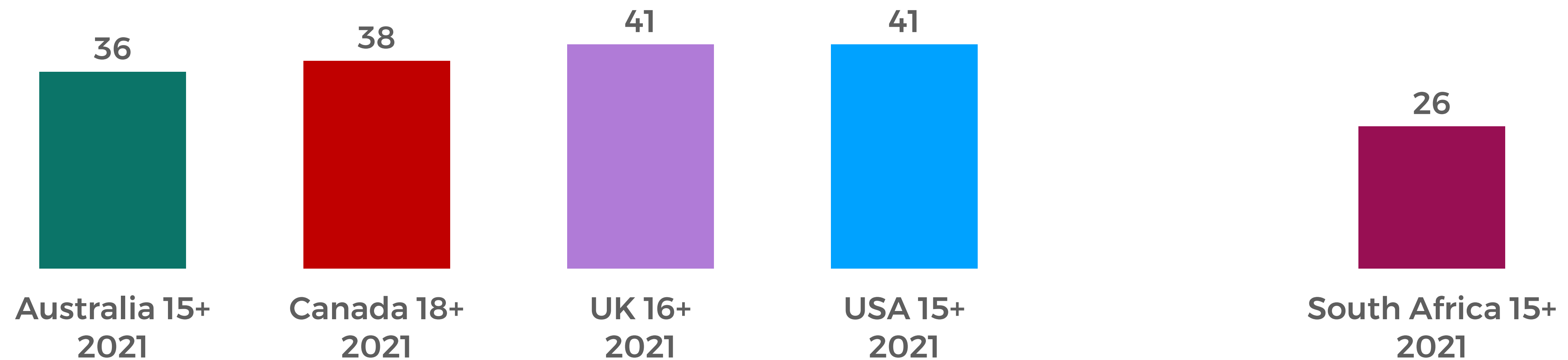
% LISTENED TO A PODCAST IN LAST MONTH



Monthly Podcast Listening

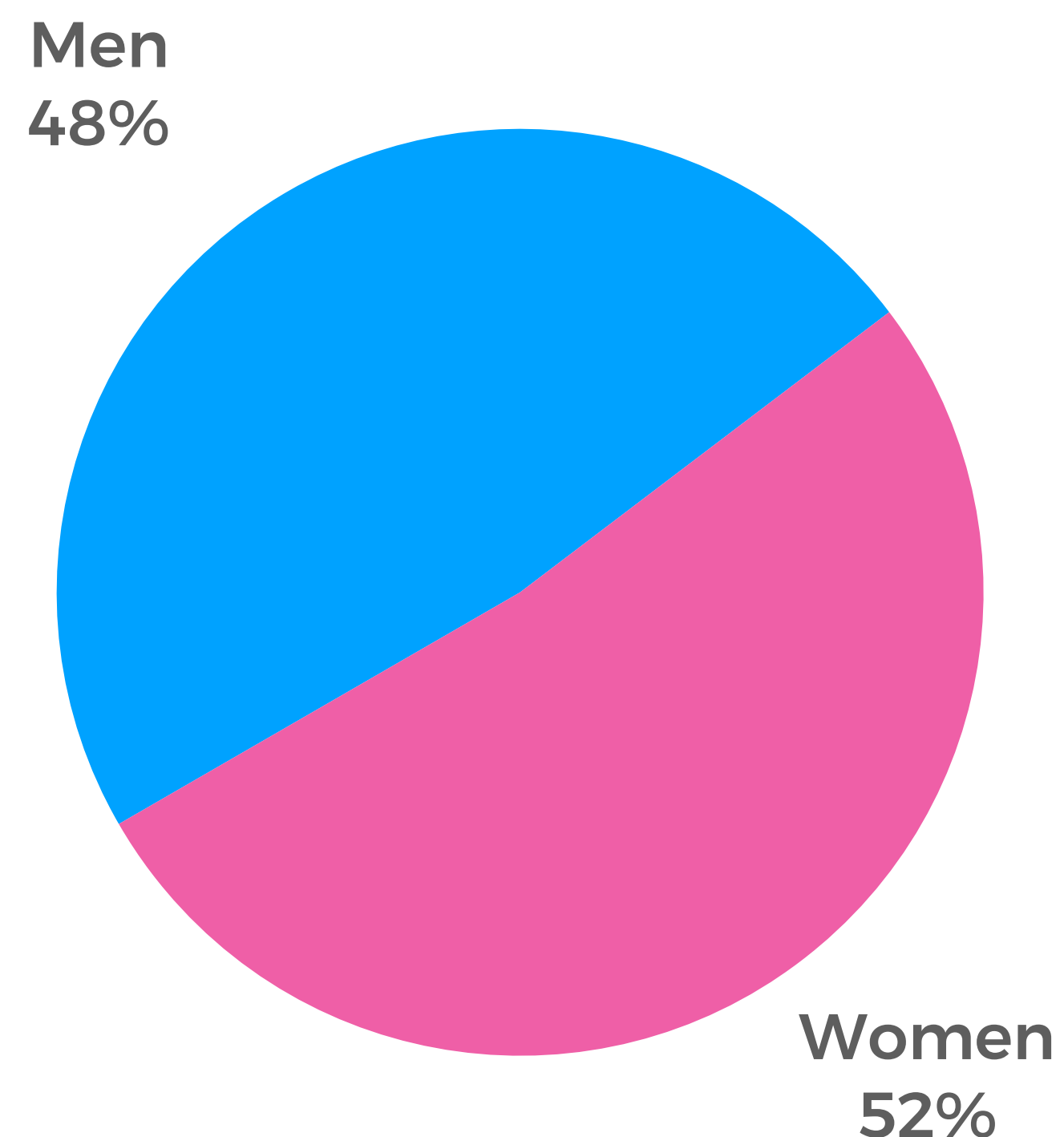
AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO A PODCAST IN LAST MONTH

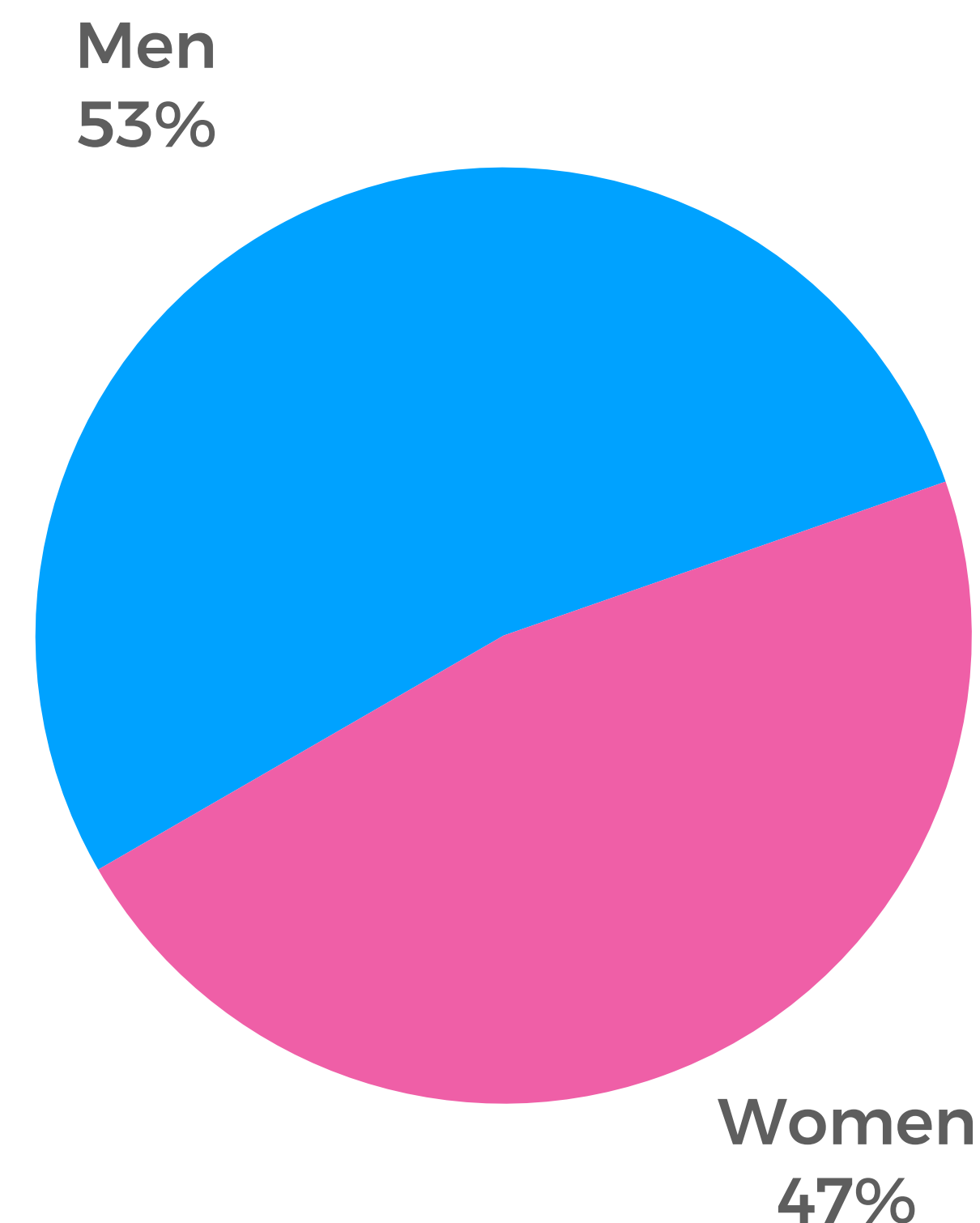


Composition of Monthly Podcast Listeners

SOUTH AFRICA
MAJOR METRO COMMERCIAL
POPULATION 15+



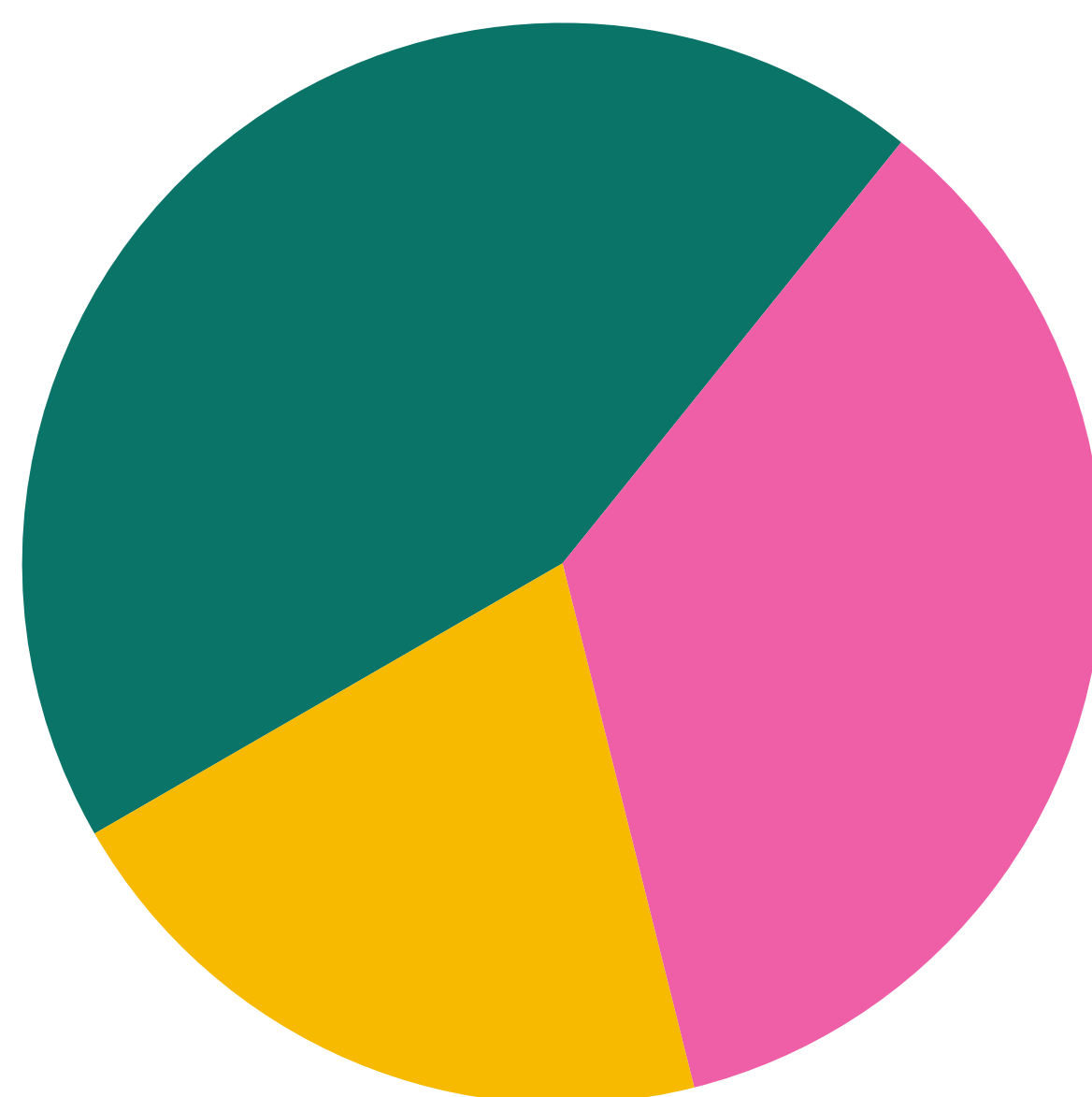
SOUTH AFRICA
MONTHLY PODCAST CONSUMERS 15+



Composition of Monthly Podcast Listeners

SOUTH AFRICA
MAJOR METRO COMMERCIAL
POPULATION 15+

Age 15-34
44%

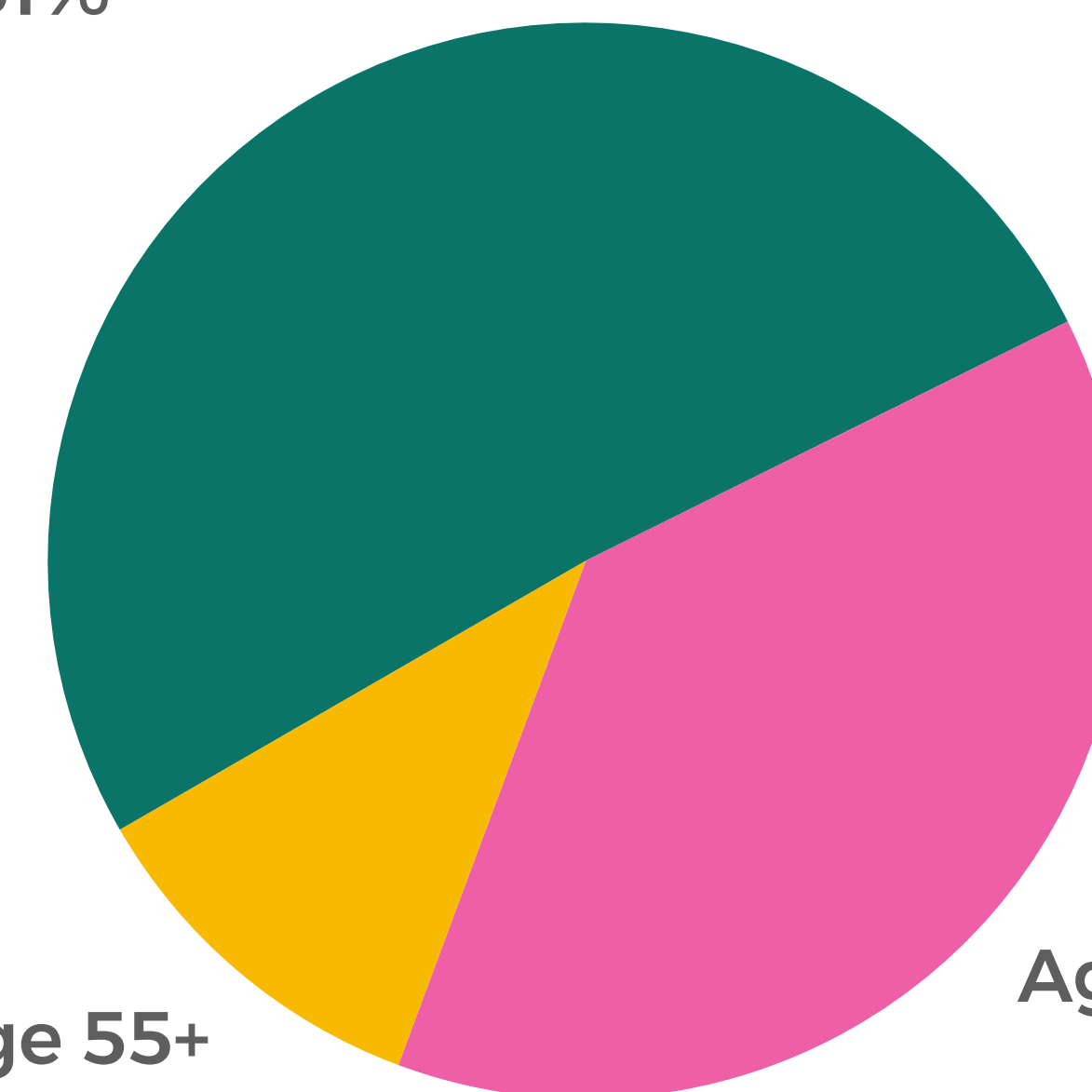


Age 35-54
35%

Age 55+
21%

SOUTH AFRICA
MONTHLY PODCAST CONSUMERS 15+

Age 15-34
51%



Age 55+
11%

Age 35-54
38%

Weekly Podcast Listening

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

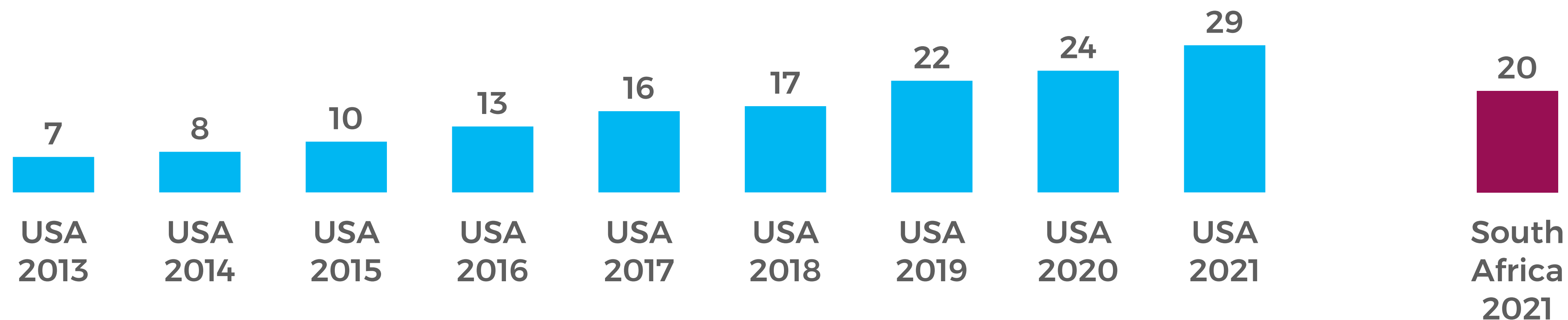
% LISTENED TO A PODCAST IN LAST WEEK



Weekly Podcast Listening

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

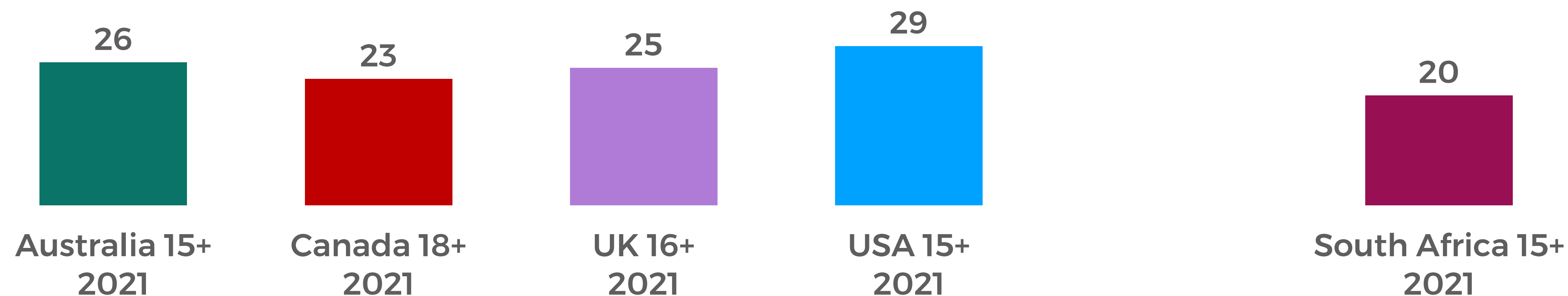
% LISTENED TO A PODCAST IN LAST WEEK



Weekly Podcast Listening

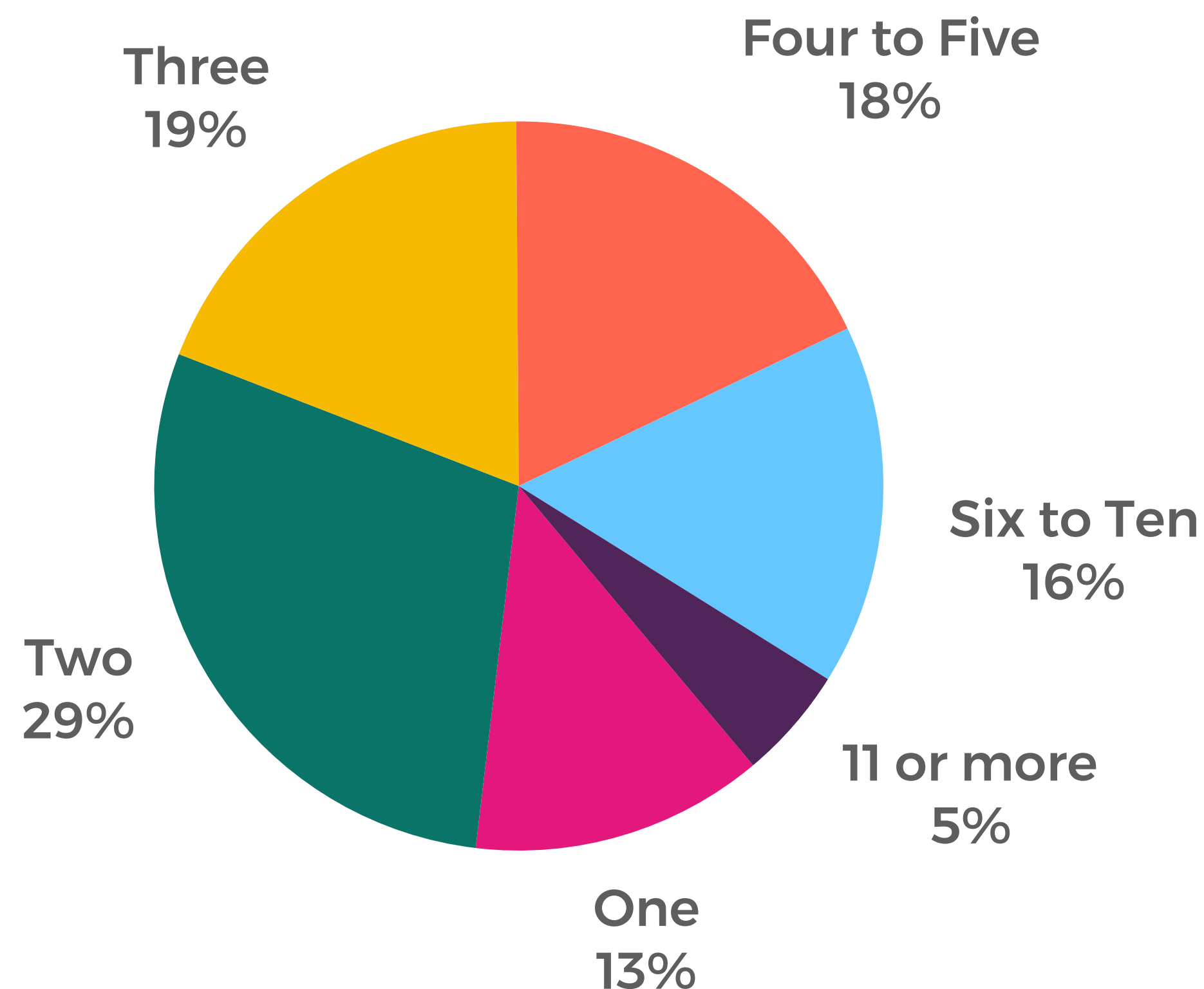
AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO A PODCAST IN LAST WEEK



Number of Podcast Episodes Listened to in Last Week

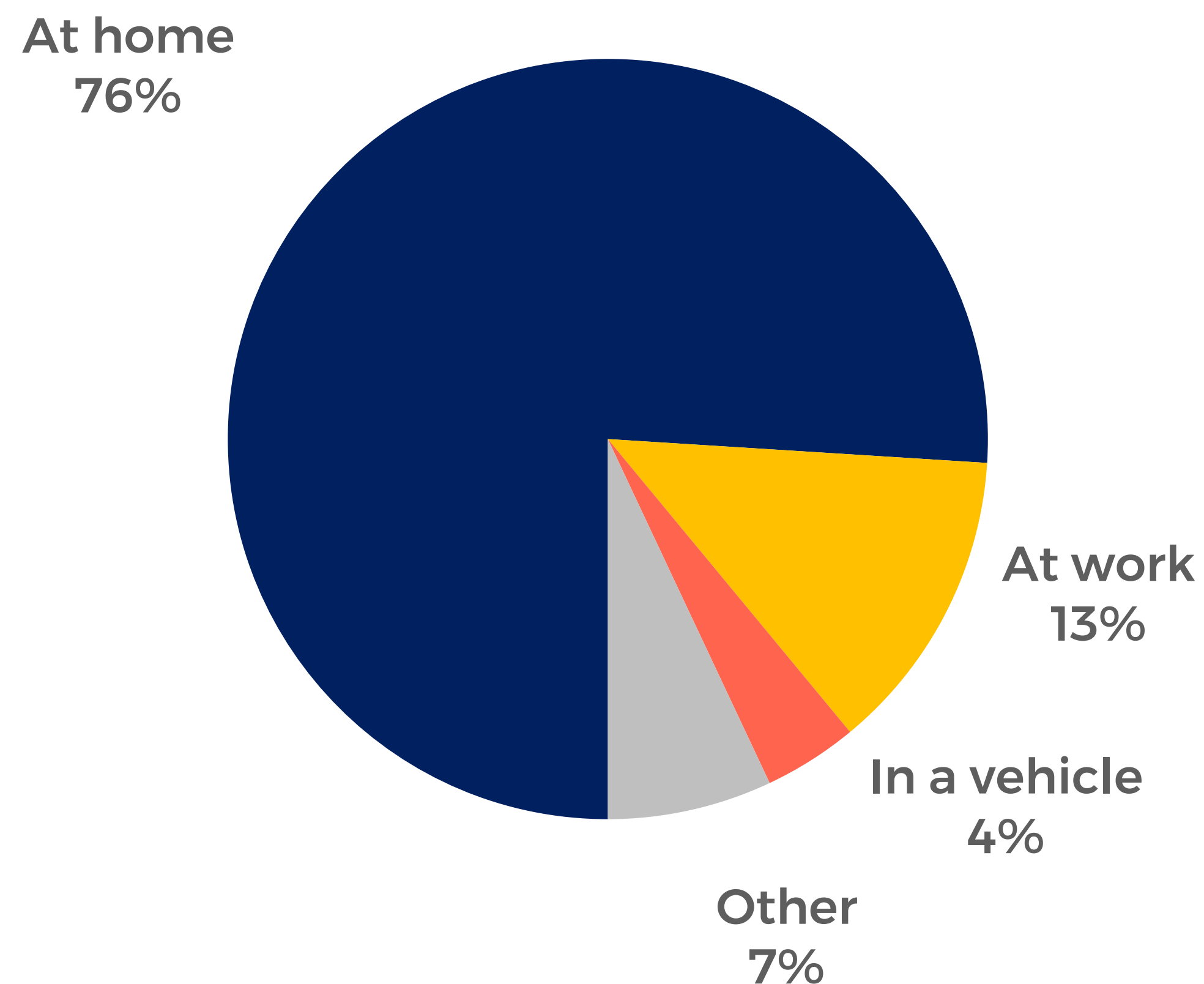
BASE: WEEKLY SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+ PODCAST LISTENERS; 20%



Weekly podcast listeners
in South Africa averaged
four podcast episodes
in the last week

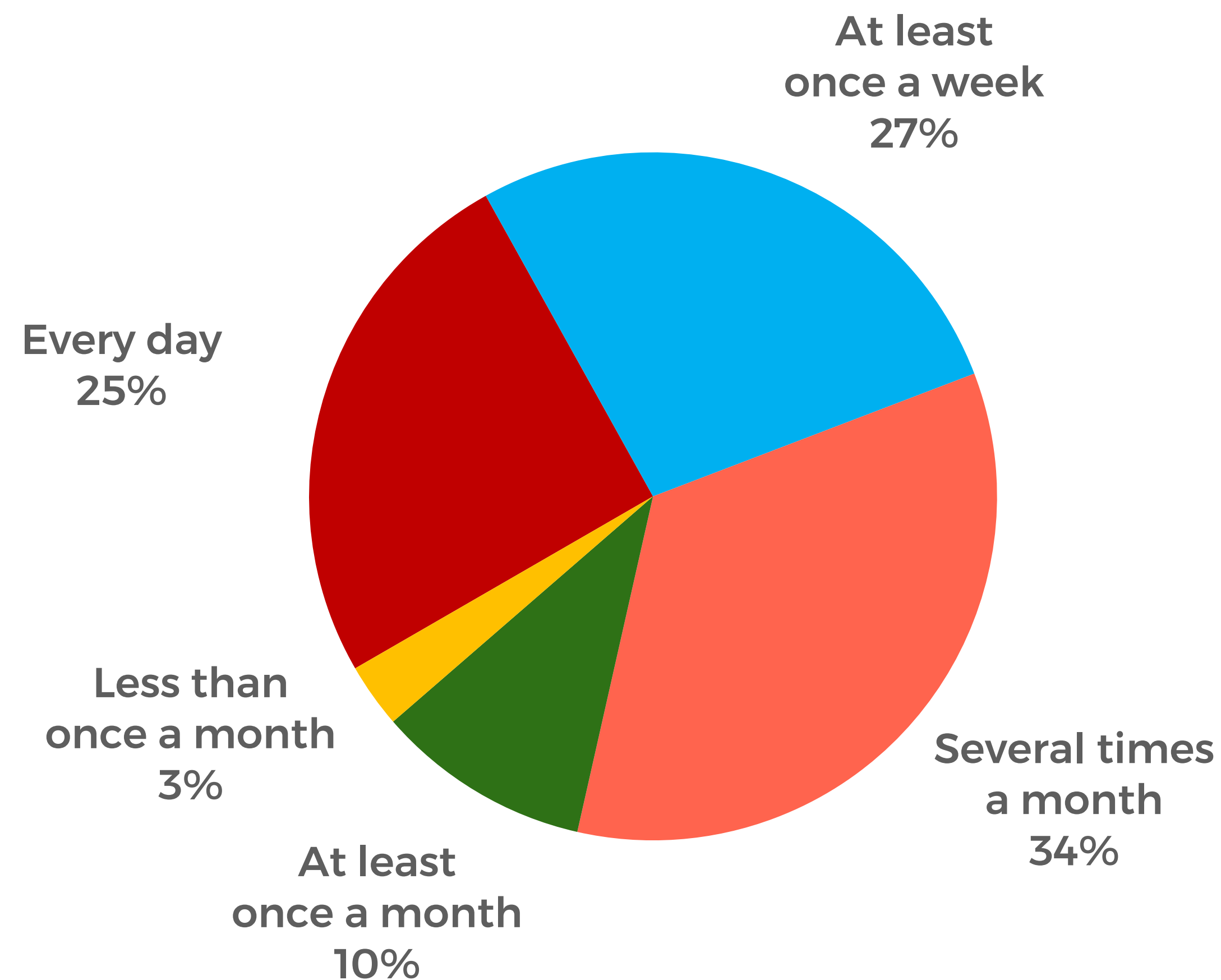
Location Where Podcasts are Listened to Most Often

BASE: MONTHLY SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+ PODCAST LISTENERS; 26%



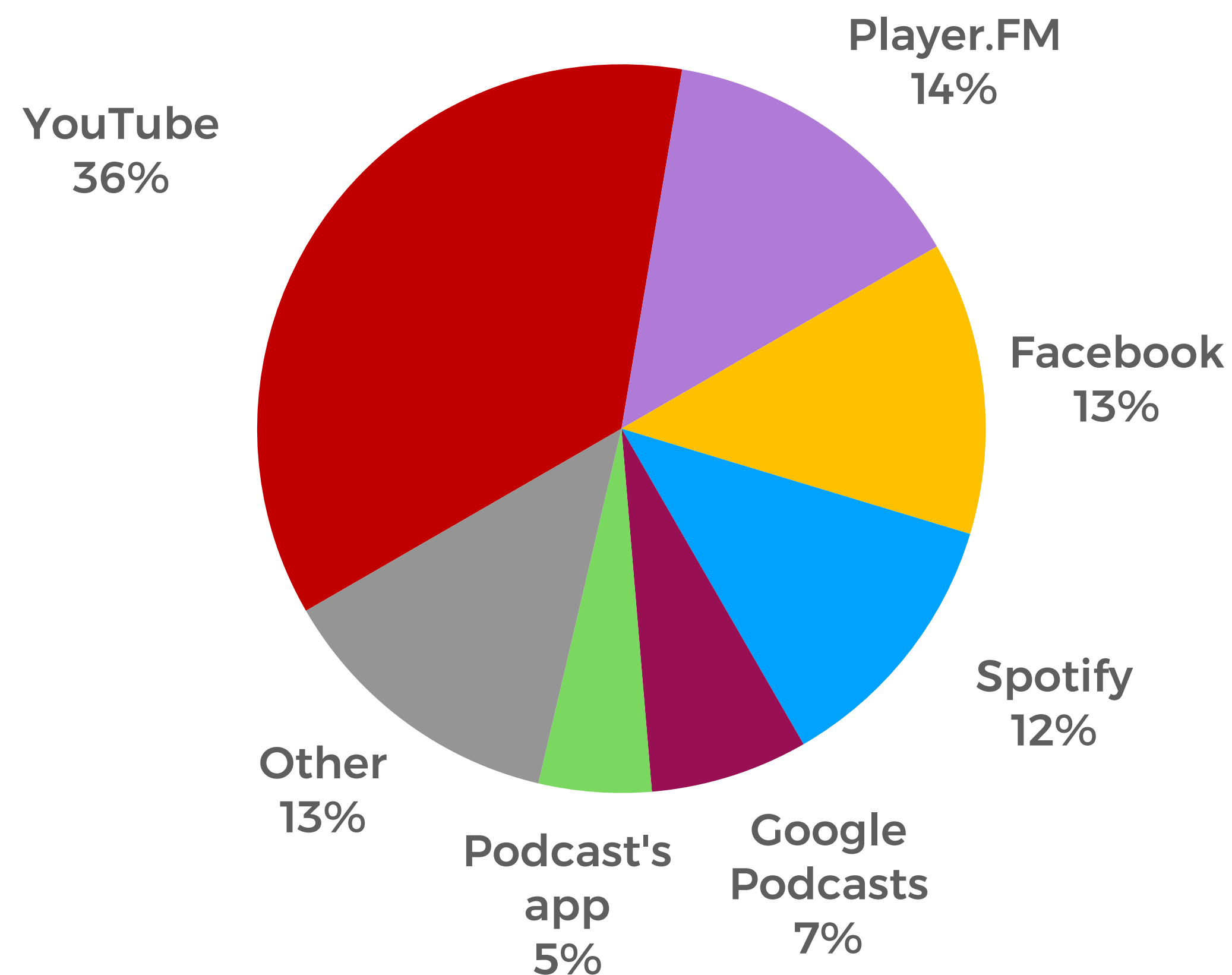
Frequency of Listening to Podcasts

BASE: MONTHLY SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+ PODCAST LISTENERS; 26%



Service Used Most Often to Listen to Podcasts

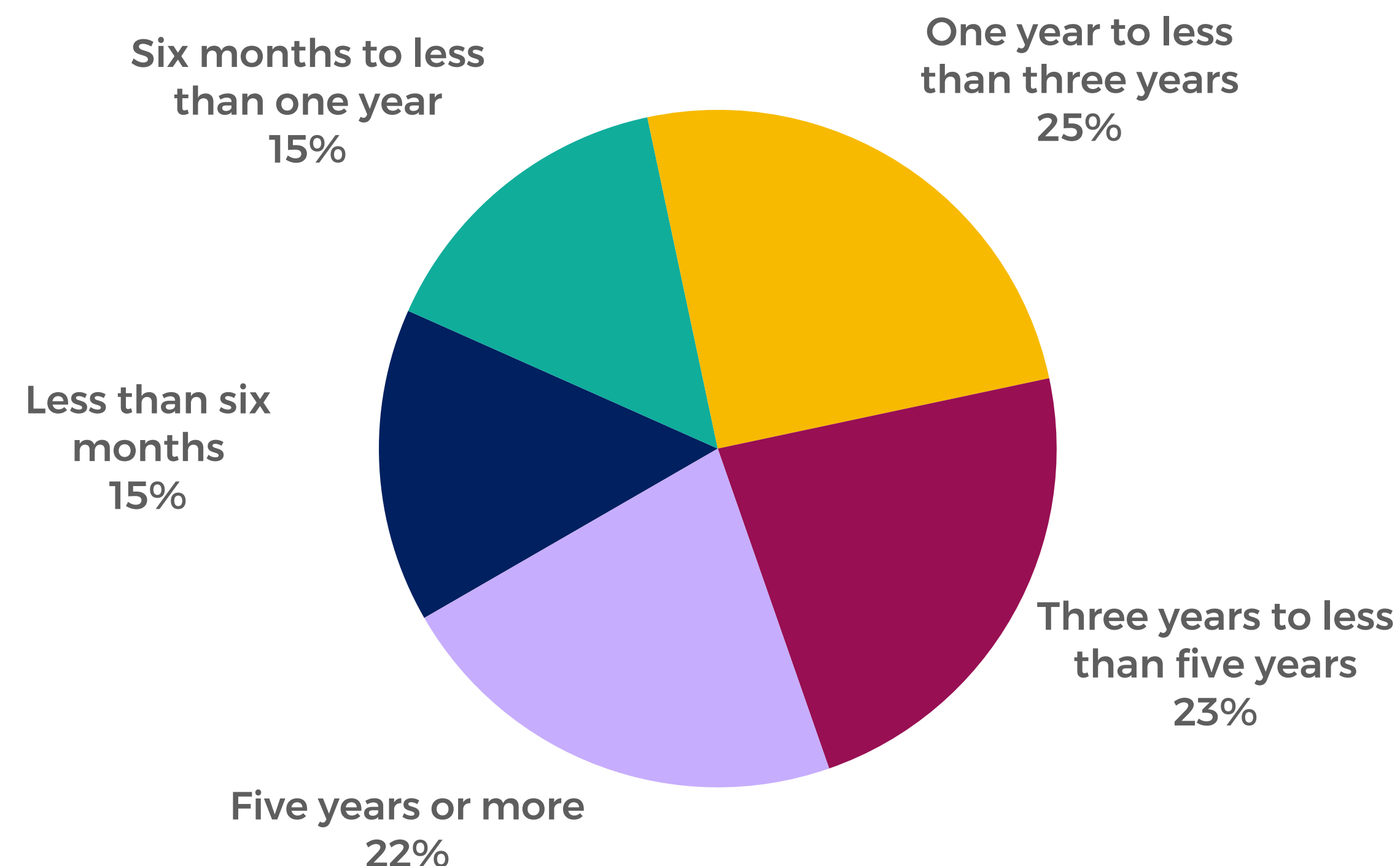
BASE: MONTHLY SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+ PODCAST LISTENERS; 26%



Number of Years Listening to Podcasts

BASE: MONTHLY SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+ PODCAST LISTENERS; 26%

“For how long have you been listening to podcasts?”





The Infinite Dial 2022

South Africa

#InfiniteDial



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