



The Infinite Dial 2021

United Kingdom

#InfiniteDial



THE INFINITE DIAL U.K. © 2021 EDISON RESEARCH

Study Overview

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



#InfiniteDial

Study Methodology

- ▶ In fourth quarter of 2021, Edison Research conducted a national telephone survey of 1,000 respondents in the U.K. aged 16 and older
- ▶ Data weighted to national 16+ population figures



Media & Technology



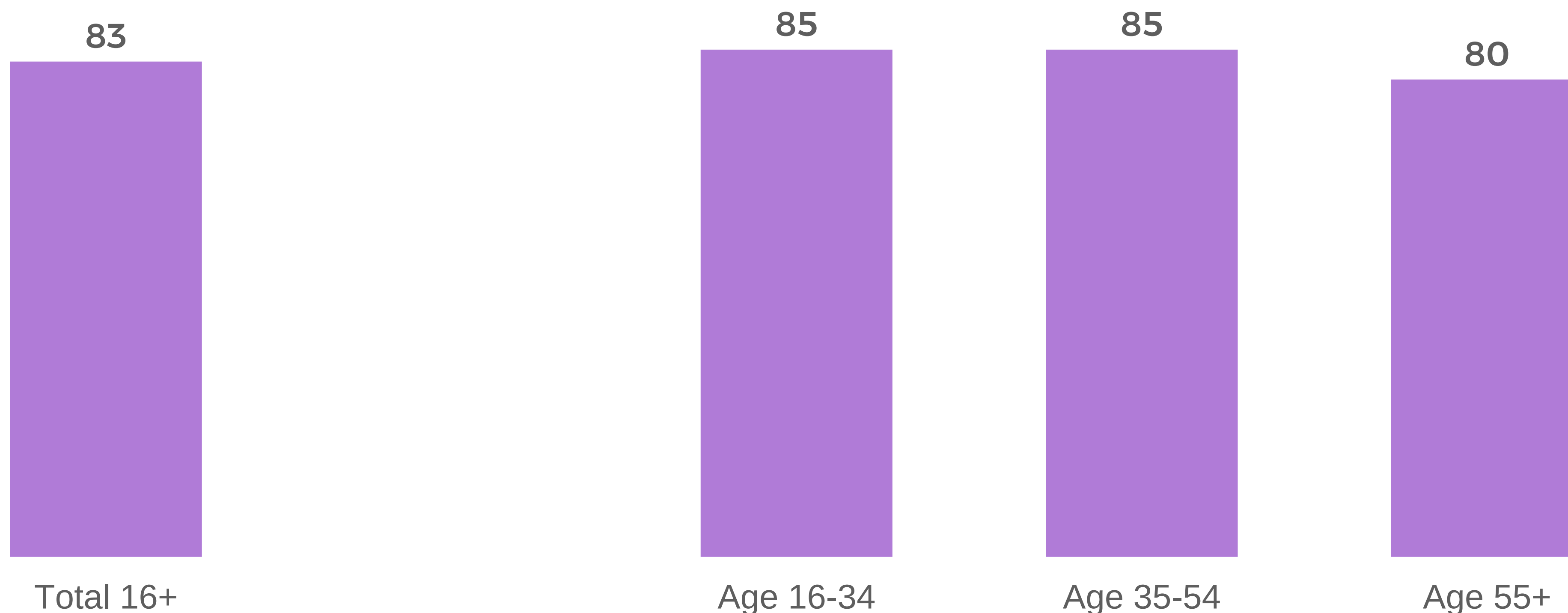
#InfiniteDial

THE INFINITE DIAL U.K. © 2021 EDISON RESEARCH

Smartphone Ownership

TOTAL U.K. POPULATION 16+

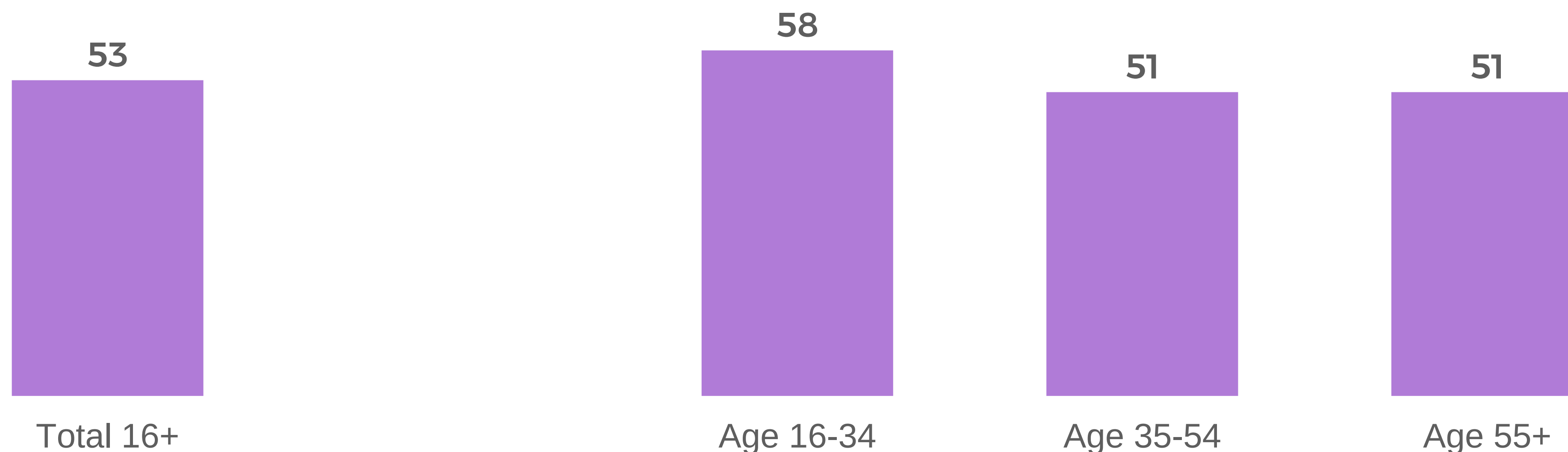
% OWNING A SMARTPHONE



Tablet Ownership

TOTAL U.K. POPULATION 16+

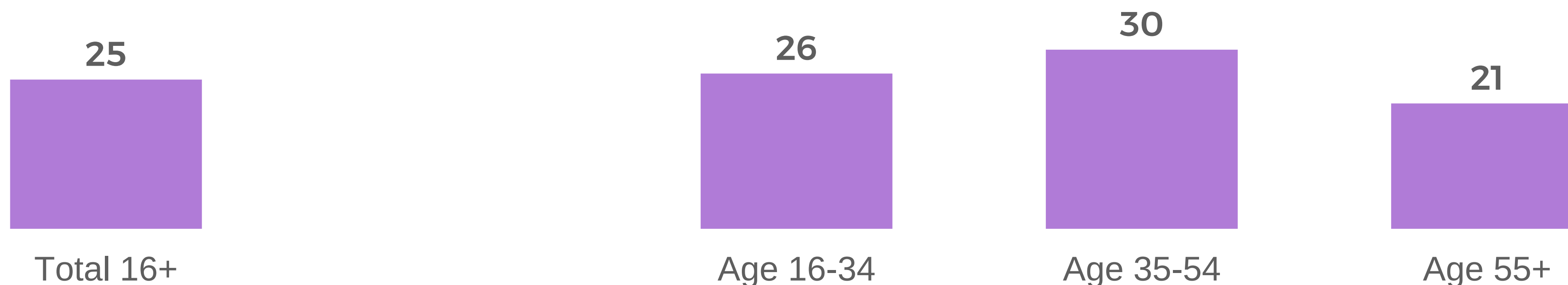
% OWNING A TABLET



Smart Speaker Ownership

TOTAL U.K. POPULATION 16+

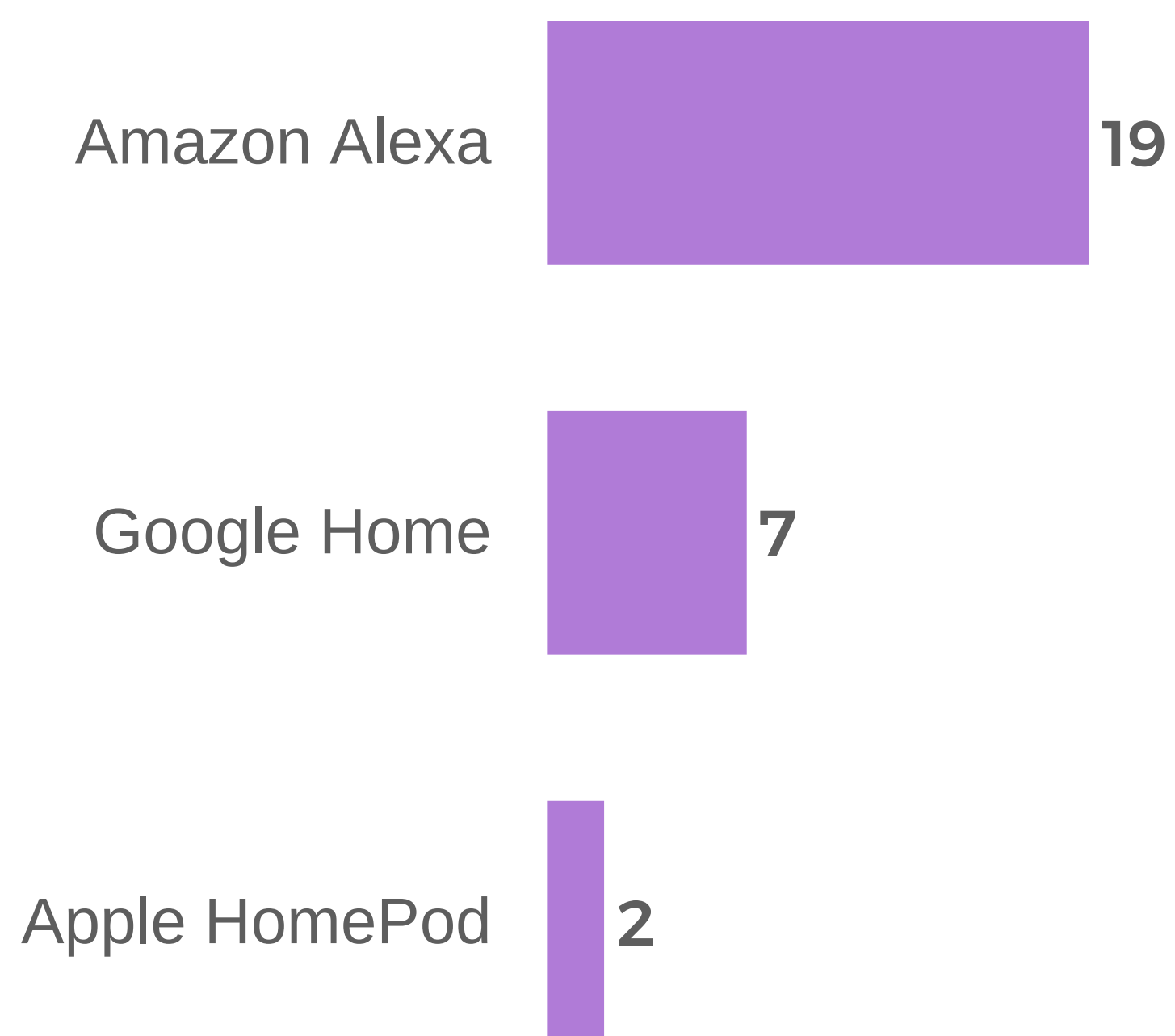
% OWNING A SMART SPEAKER



Smart Speaker Ownership

TOTAL U.K. POPULATION 16+

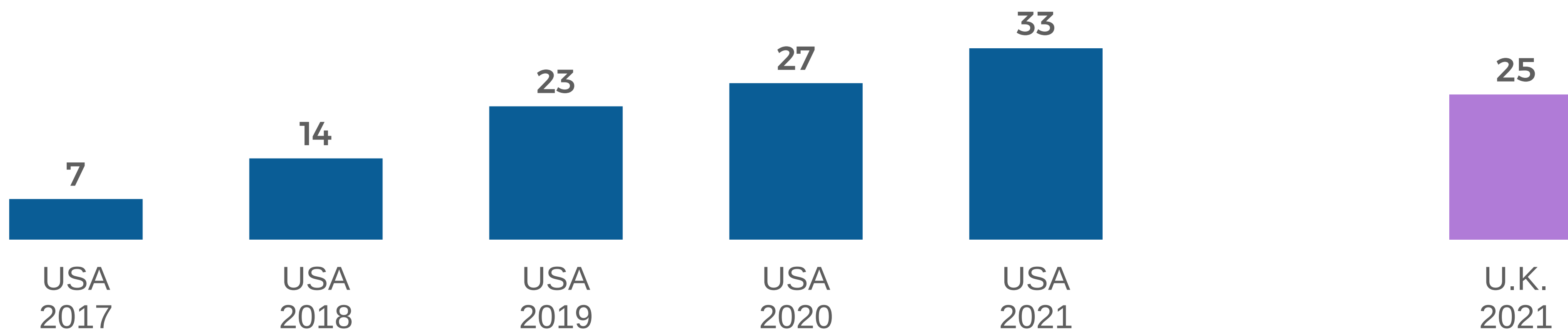
% OWNING SMART SPEAKER



Smart Speaker Ownership

TOTAL POPULATION 16+

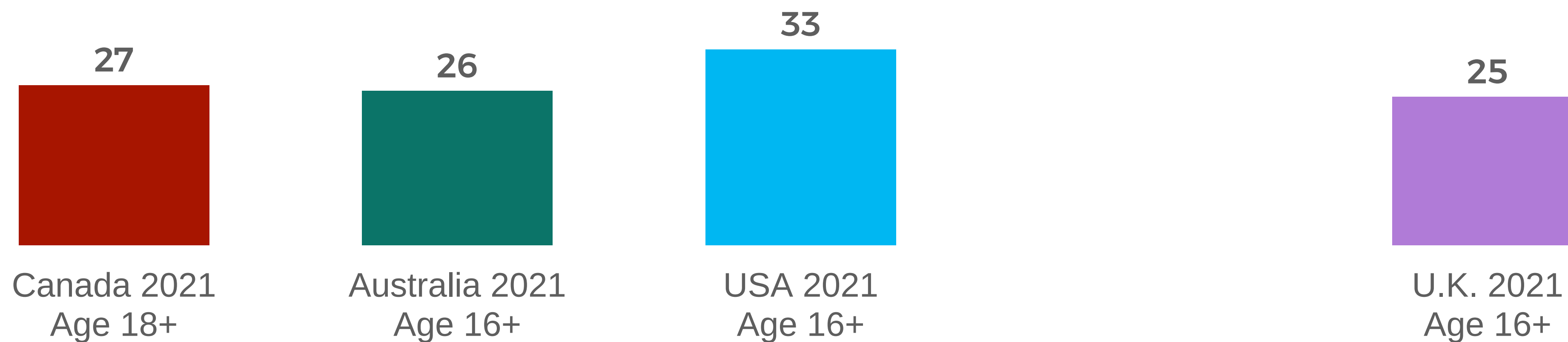
% OWNING A SMART SPEAKER



Smart Speaker Ownership

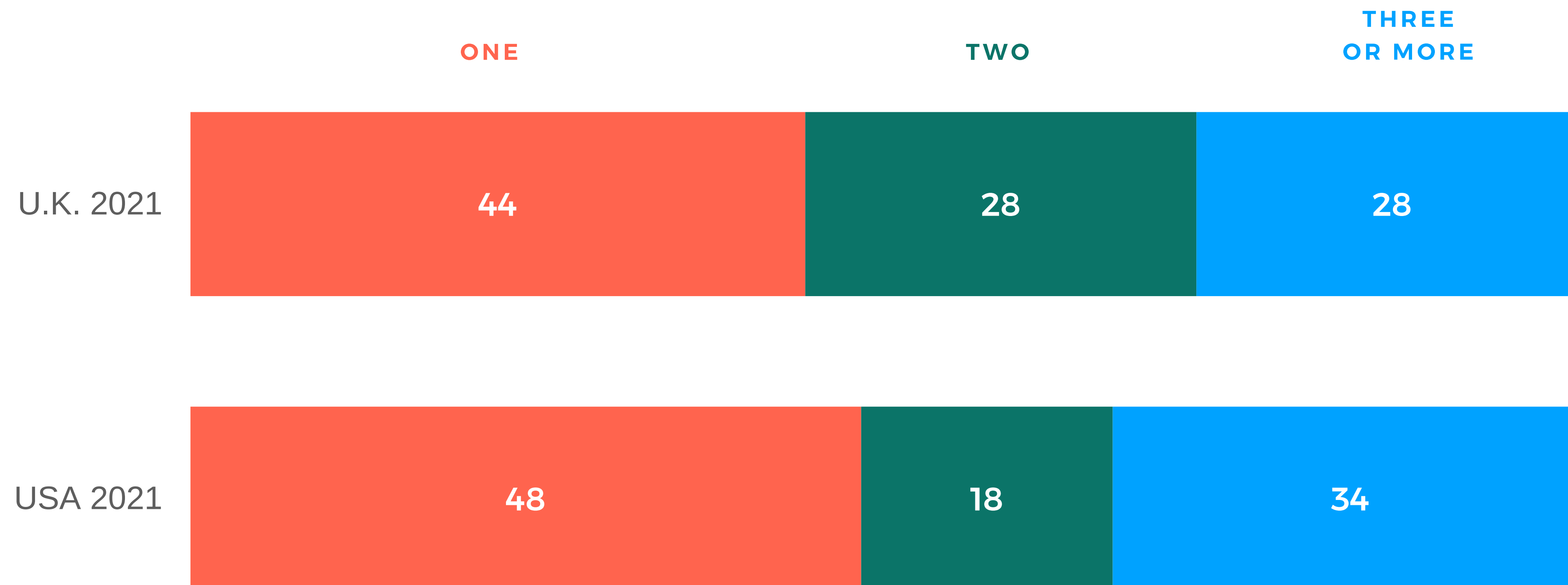
AUSTRALIAN, USA, AND U.K. TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% OWNING A SMART SPEAKER



Number of Smart Speakers in Household

BASE: AGE 16+ SMART SPEAKER OWNERS

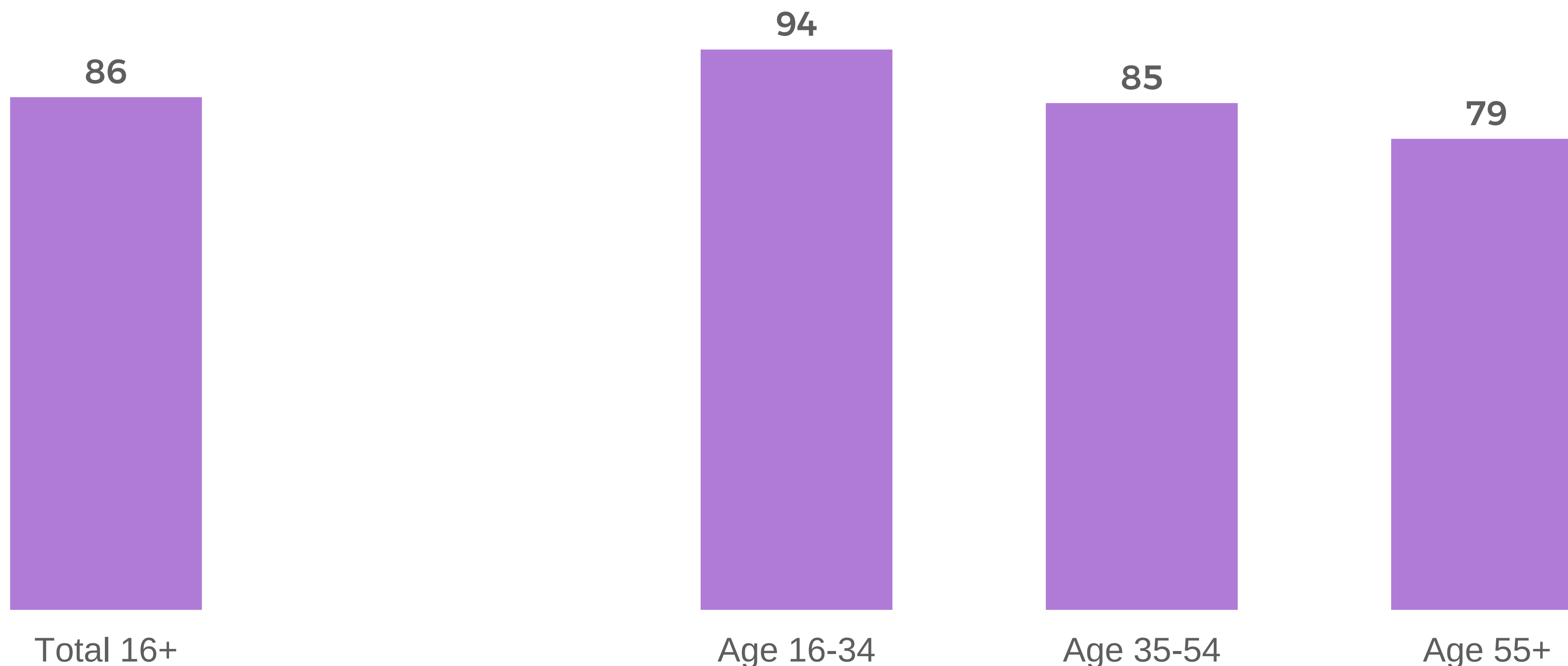


Social Media

Social Media Usage

TOTAL U.K. POPULATION 16+

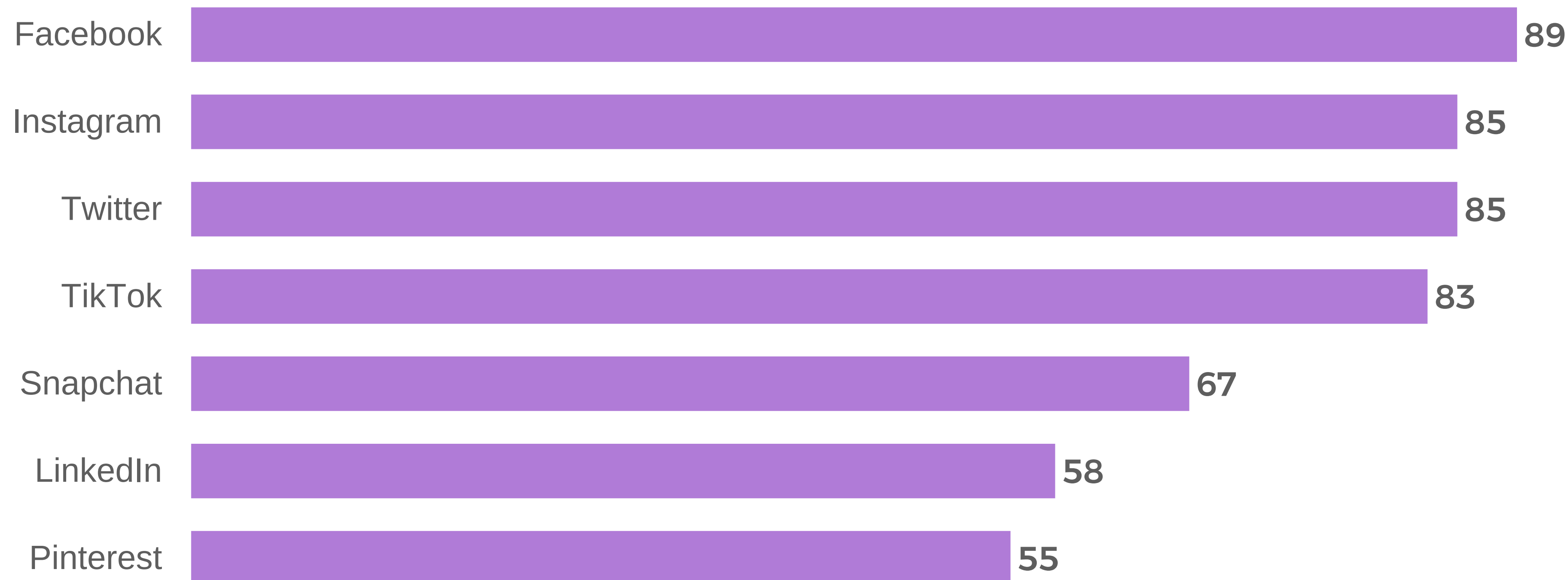
% CURRENTLY EVER USE SOCIAL MEDIA



Social Media Brand Awareness

TOTAL U.K. POPULATION 16+

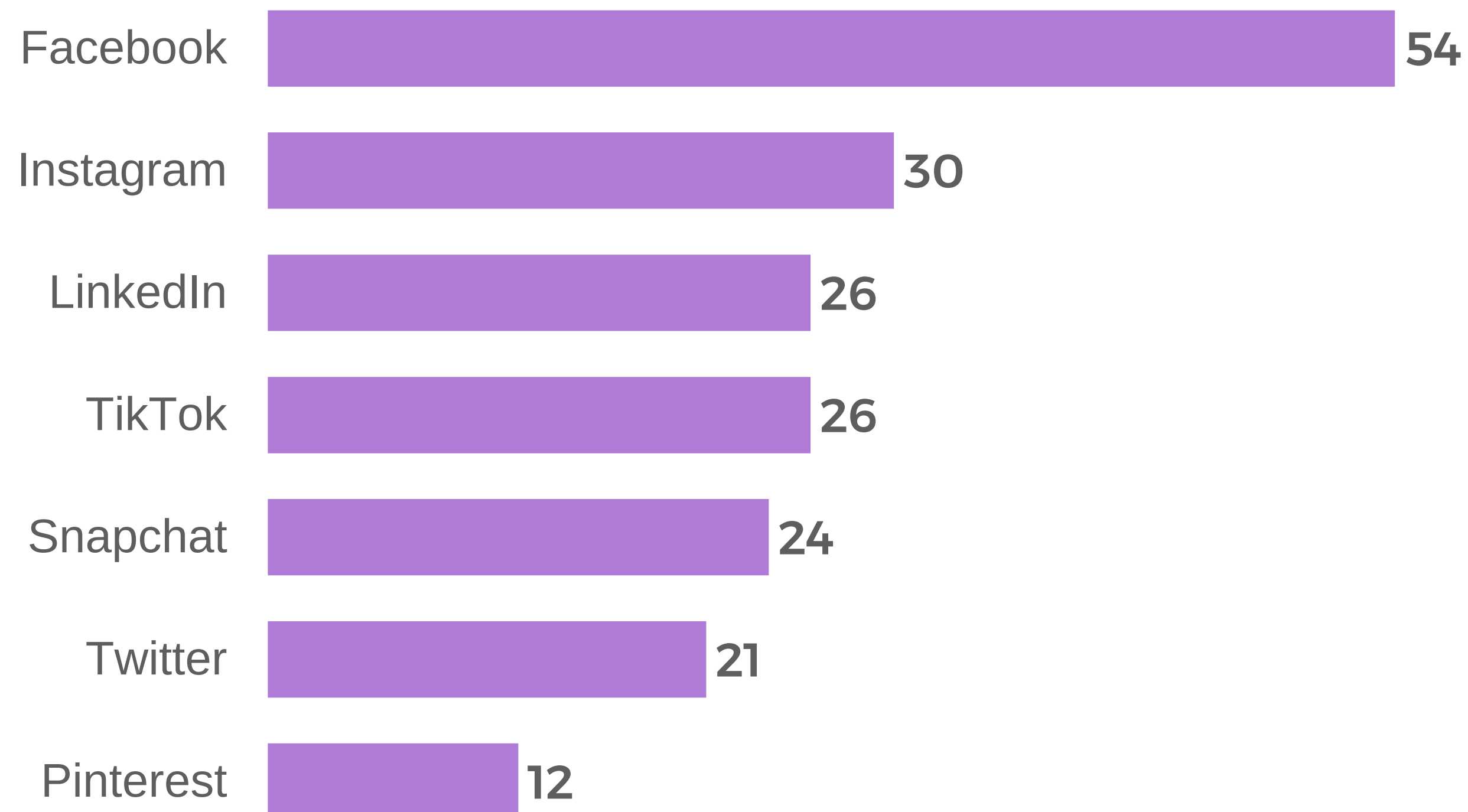
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Usage

TOTAL U.K. POPULATION 16+

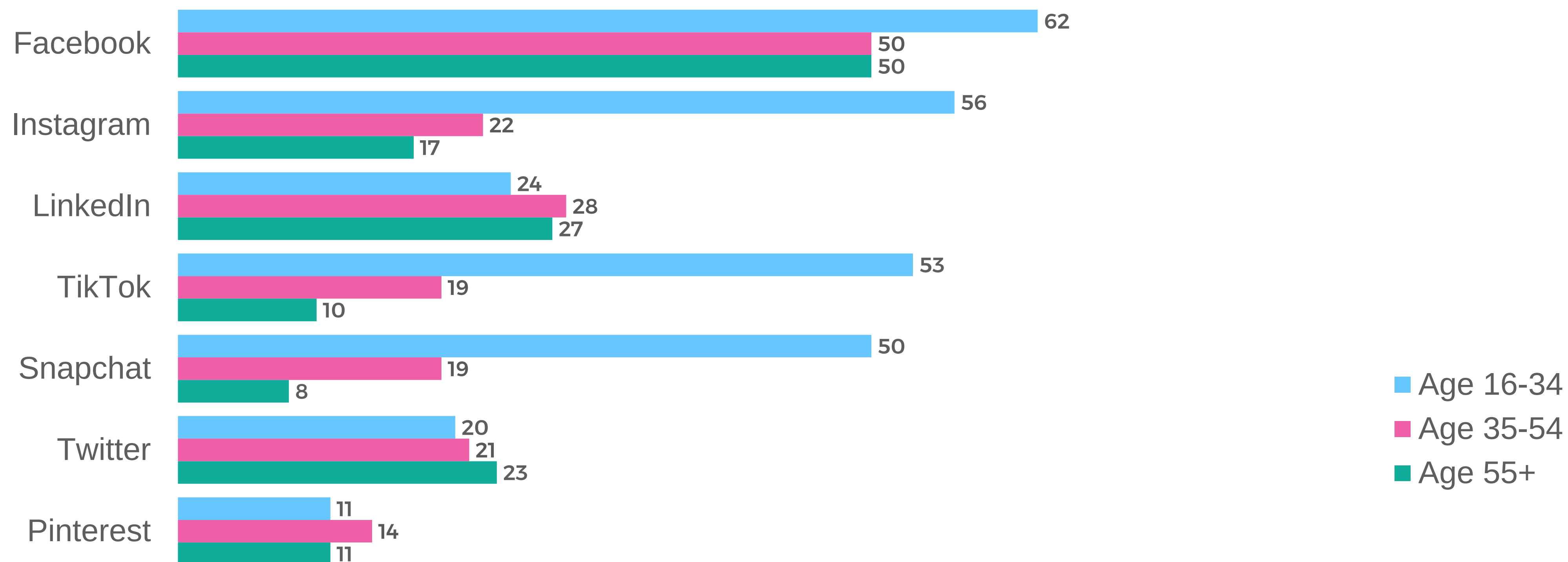
% USING SOCIAL MEDIA BRAND



Social Media Brand Usage

TOTAL U.K. POPULATION

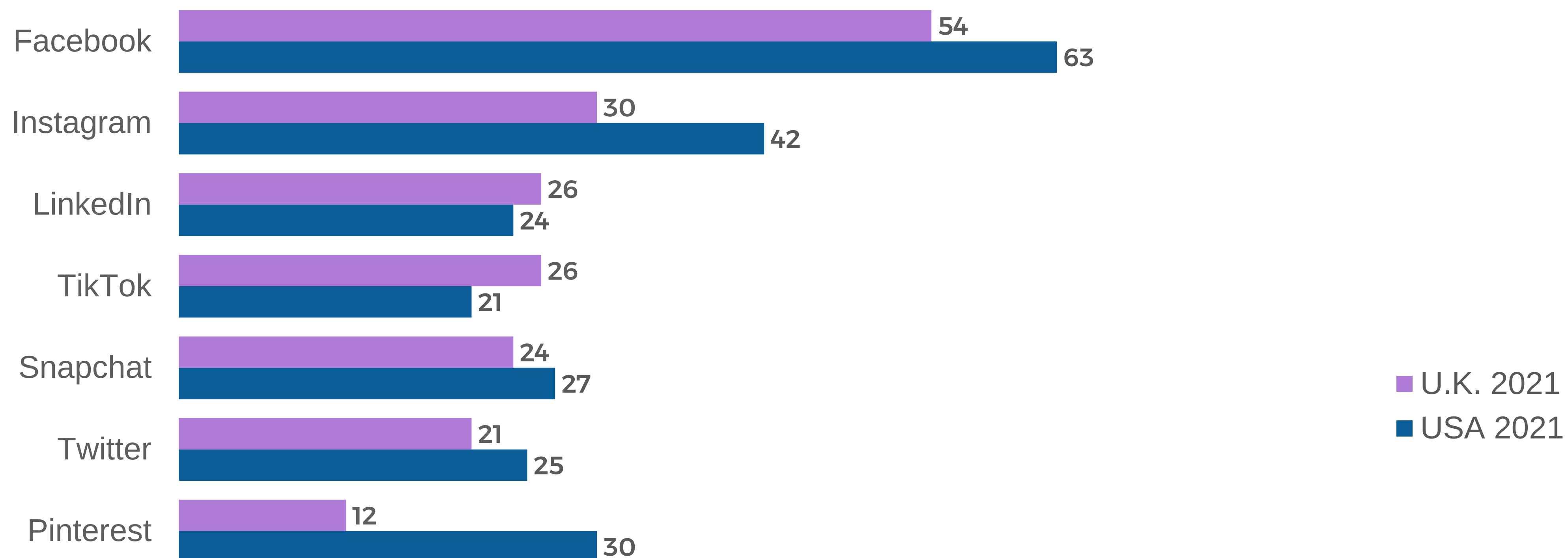
% USING SOCIAL MEDIA BRAND



Social Media Brand Usage

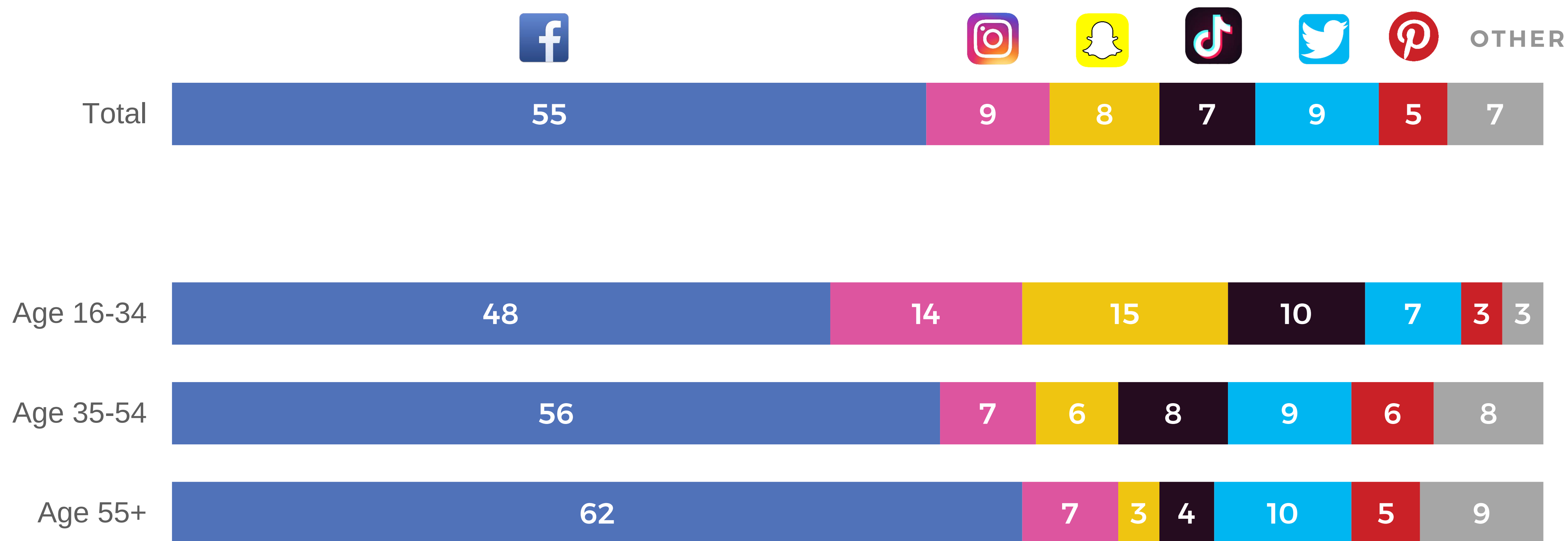
TOTAL POPULATIONS 16+

% USING SOCIAL MEDIA BRAND



Social Media Brand Used Most Often

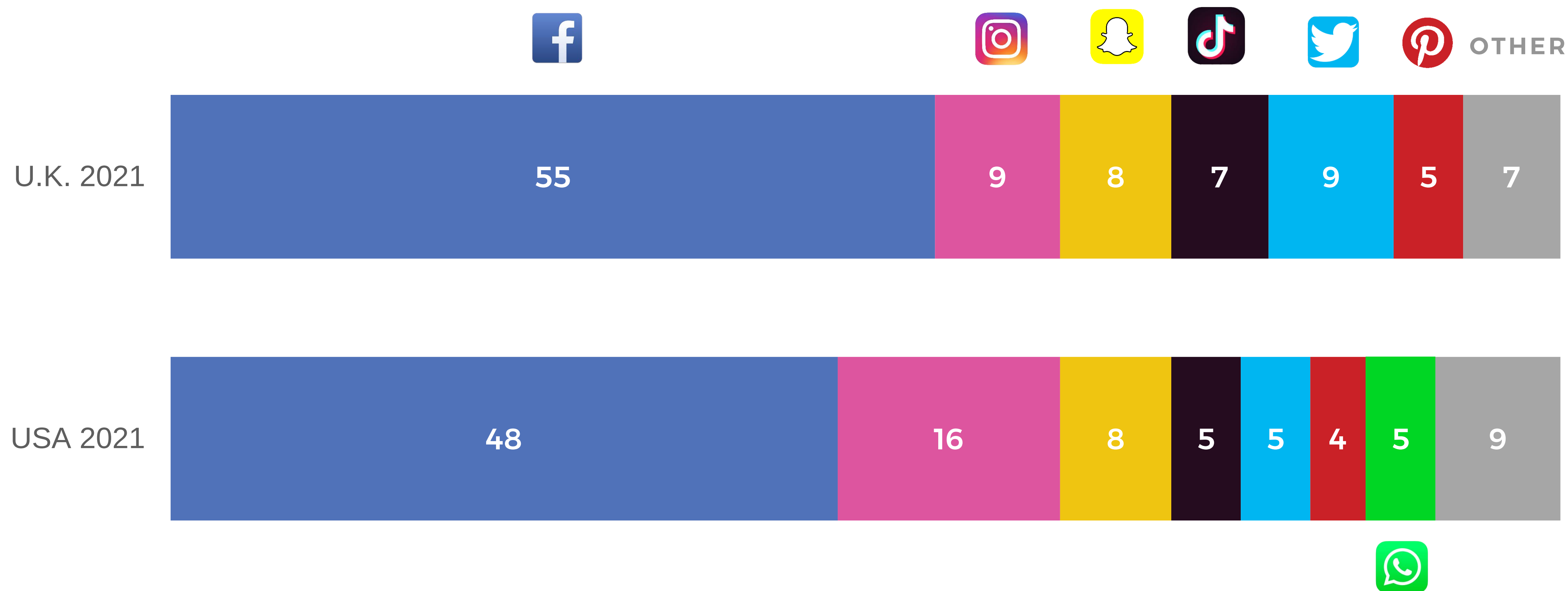
BASE: U.K. SOCIAL MEDIA USERS 16+



Social Media Brand Used Most Often

TOTAL POPULATIONS 16+

% USING SOCIAL MEDIA BRAND





AM/FM/DAB Radio



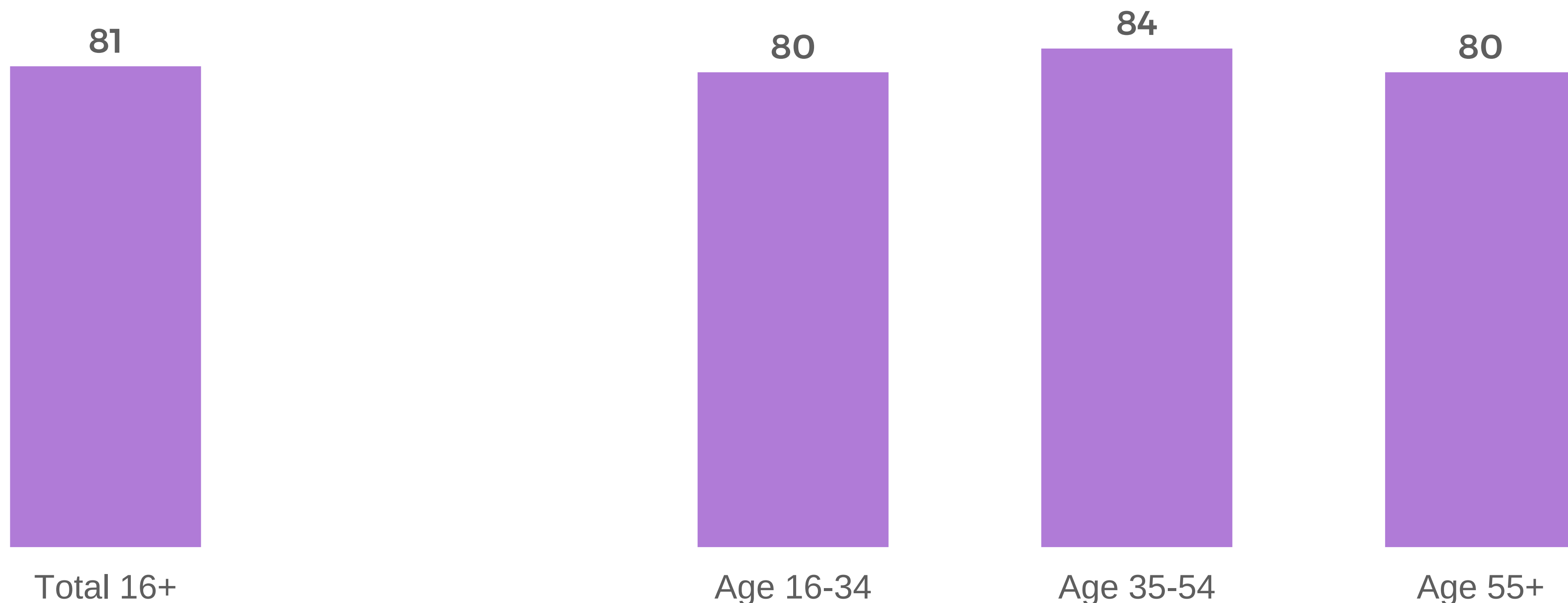
THE INFINITE DIAL U.K. © 2021 EDISON RESEARCH

Listening to Radio in the Last Week

TOTAL U.K. POPULATION 16+

% LISTENED TO RADIO IN LAST WEEK

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

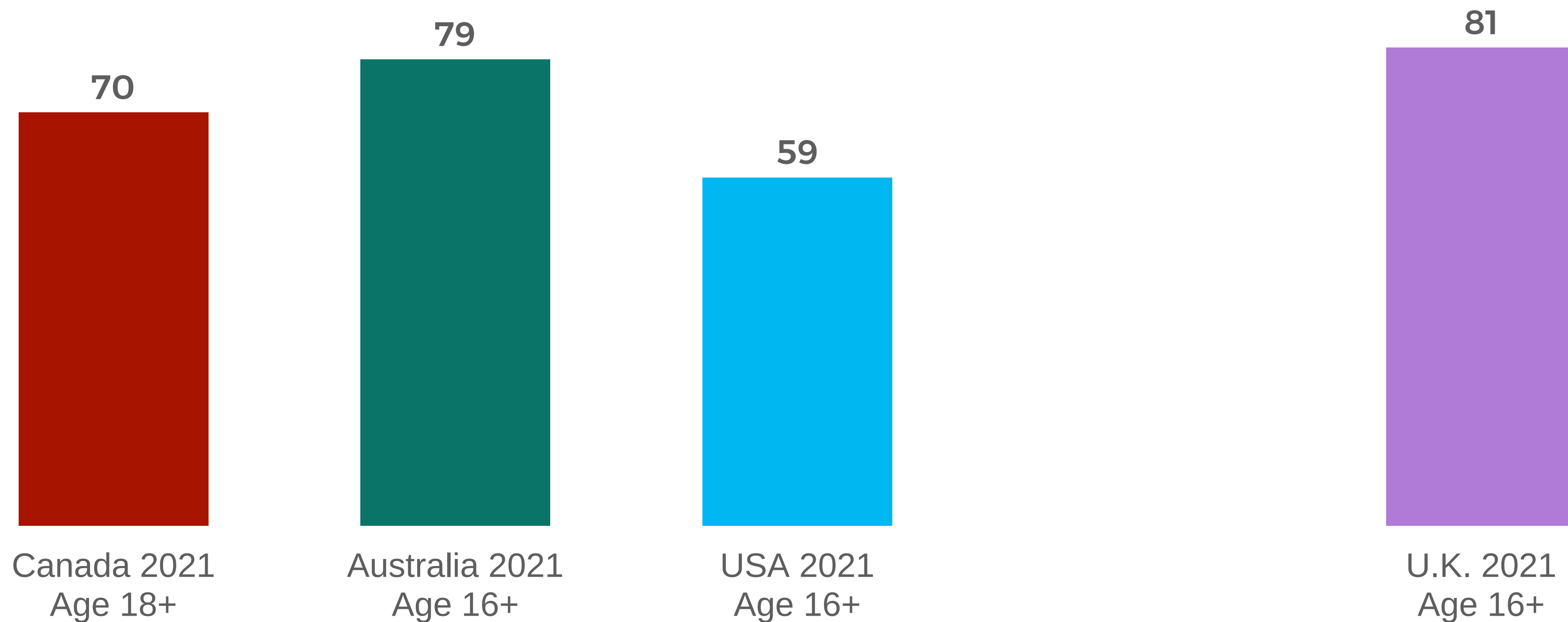


Listening to Radio in the Last Week

AUSTRALIAN, USA, AND U.K. TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED TO RADIO IN LAST WEEK

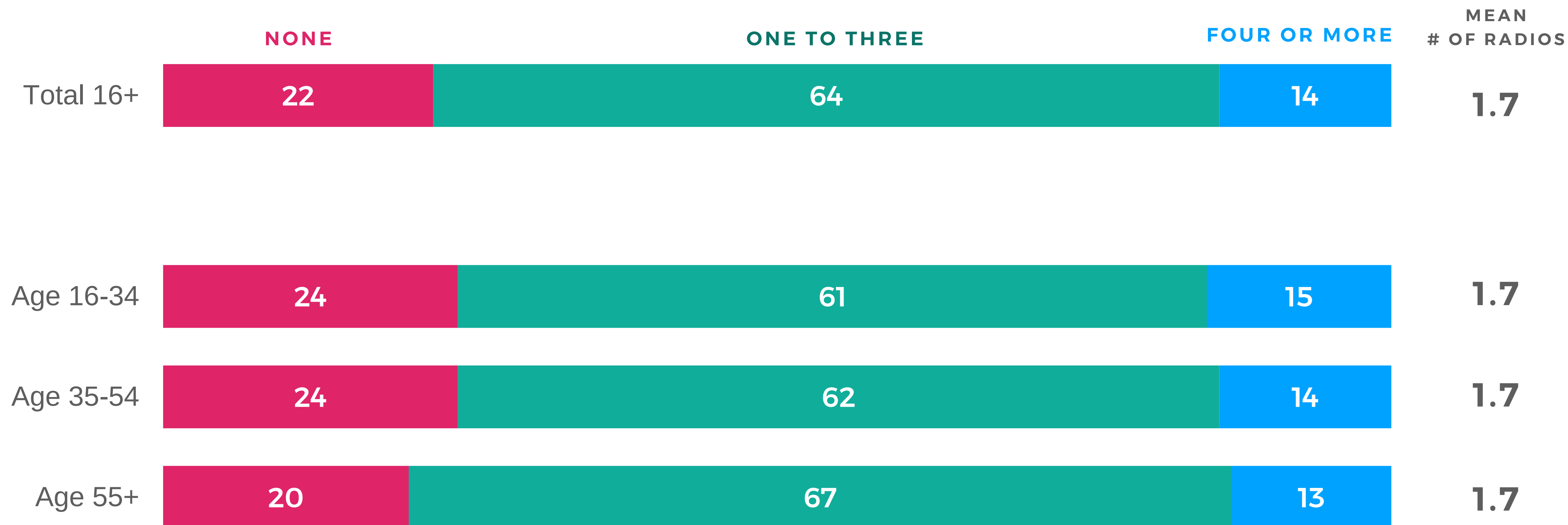
RADIO INCLUDES AM/FM/DAB RADIO, BOTH OVER-THE-AIR AND ONLINE



Number of Radios in Household

TOTAL U.K. POPULATION 16+

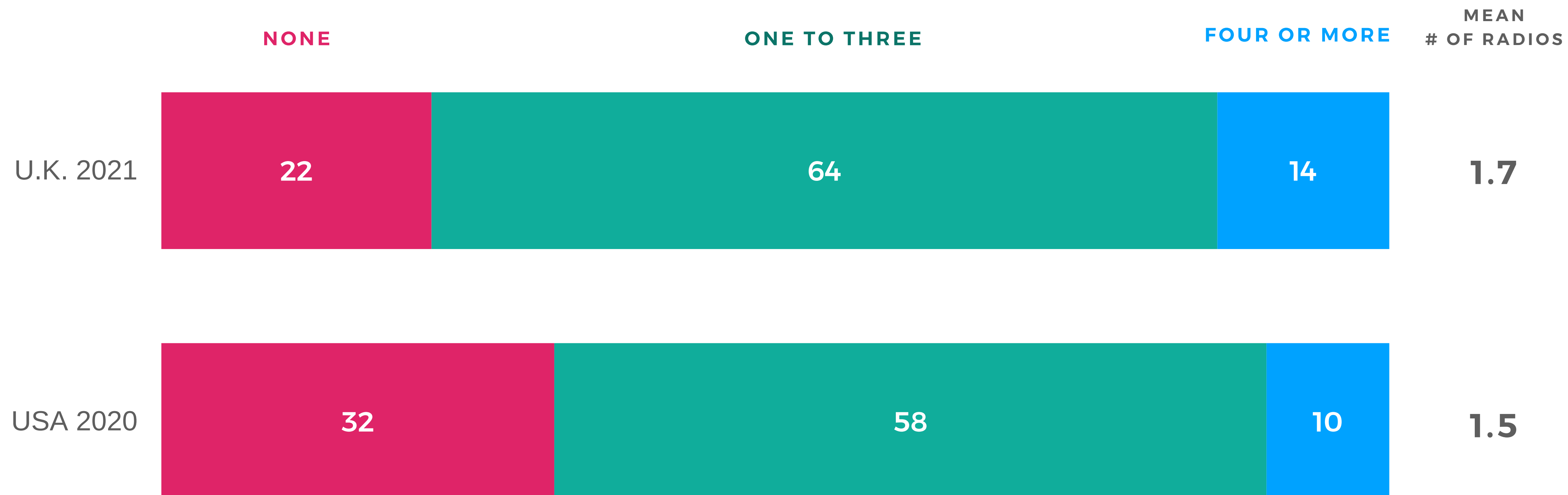
% OWNING NUMBER OF RADIOS



Number of Radios in Household

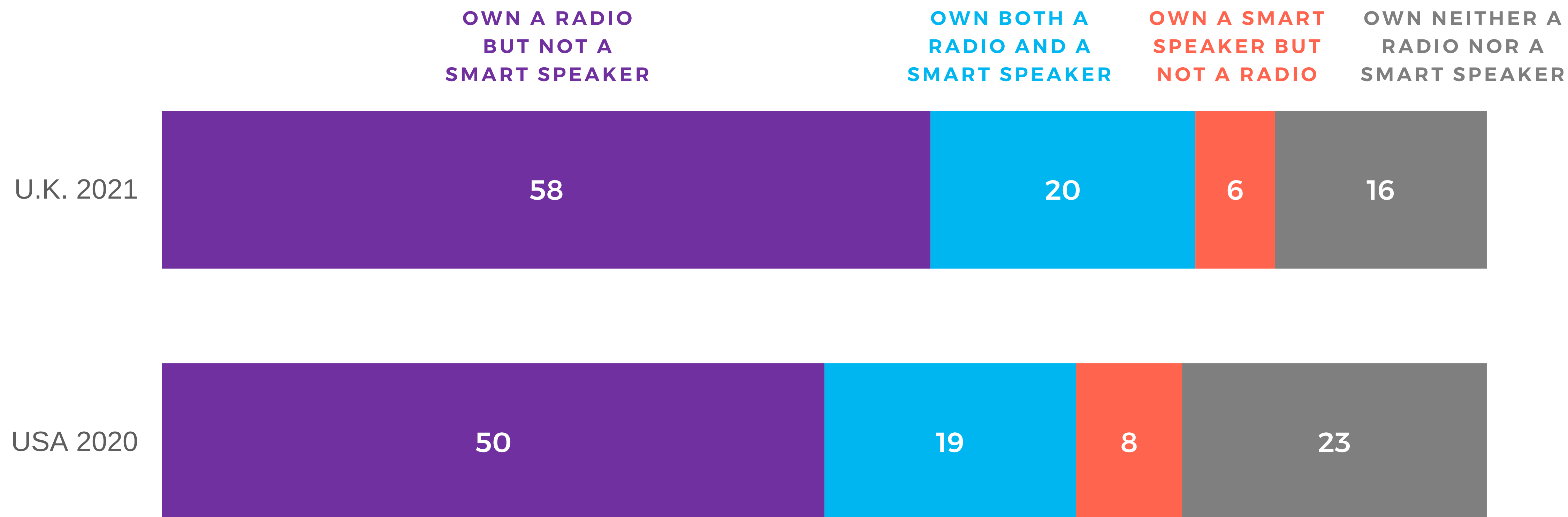
TOTAL POPULATIONS 16+

% OWNING NUMBER OF RADIOS



Radio Ownership and Smart Speaker Ownership

TOTAL POPULATIONS 16+





Online Audio



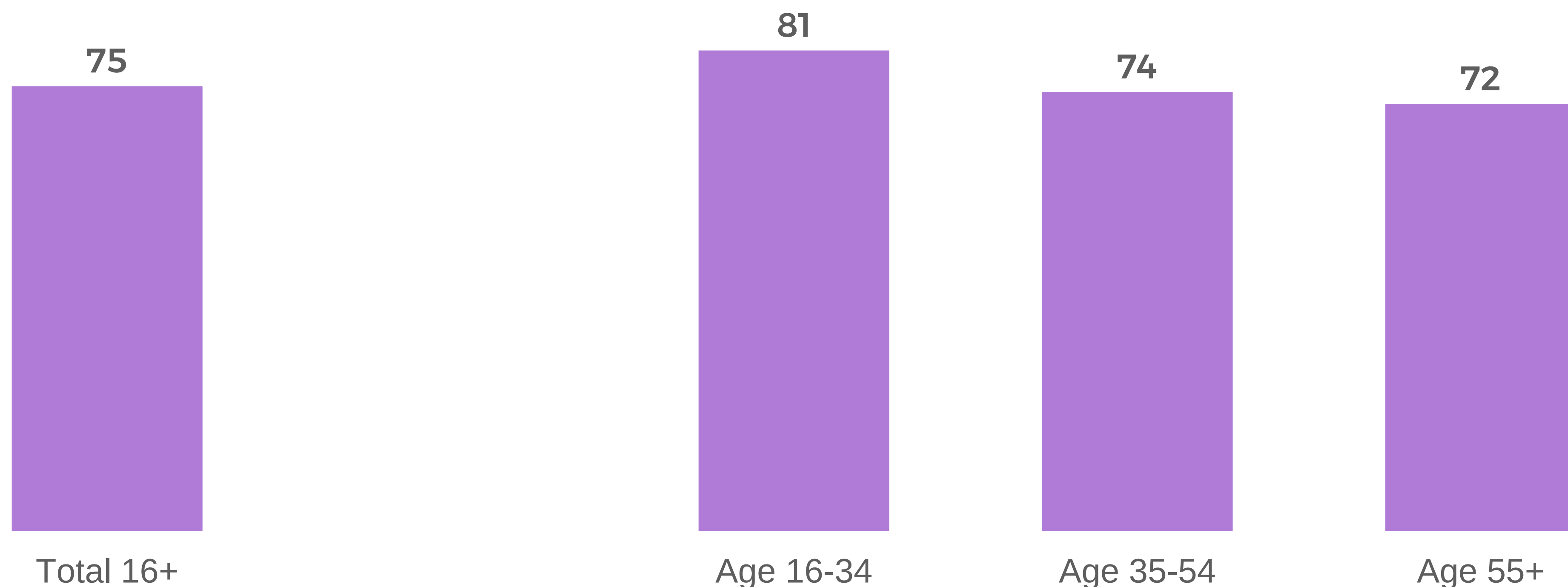
THE INFINITE DIAL U.K. © 2021 EDISON RESEARCH

Monthly Online Audio Listening

TOTAL U.K. POPULATION 16+

% 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

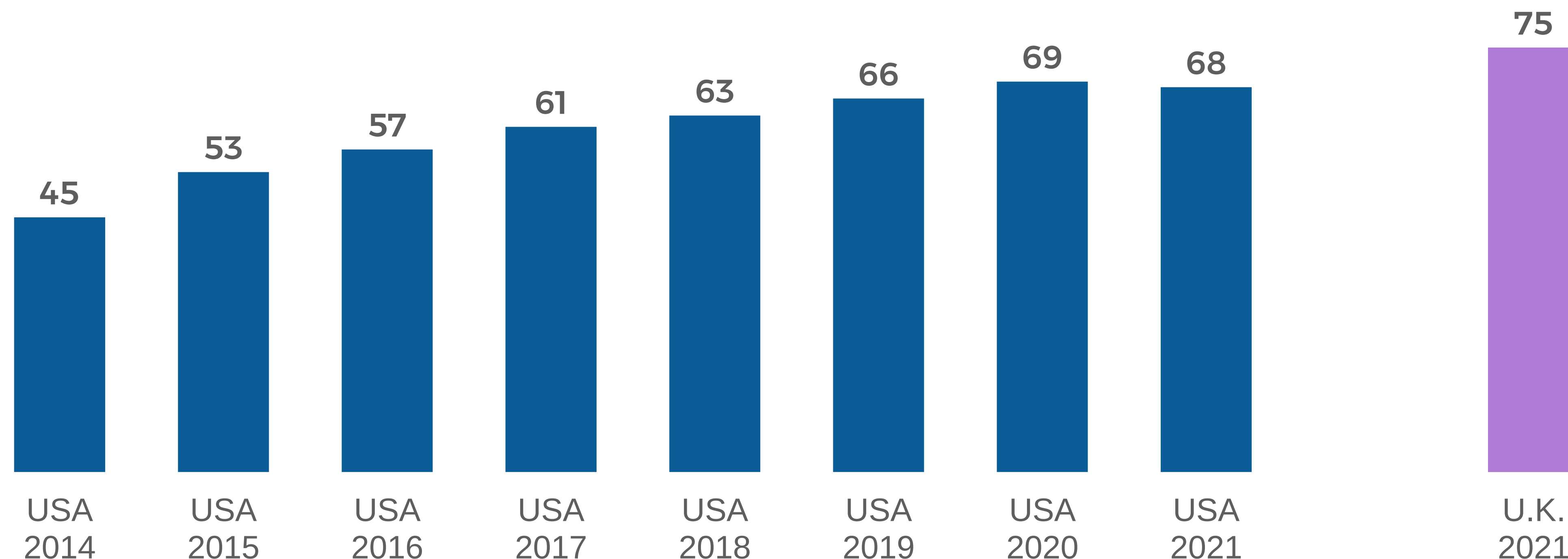


Monthly Online Audio Listening

TOTAL POPULATIONS 16+

% 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

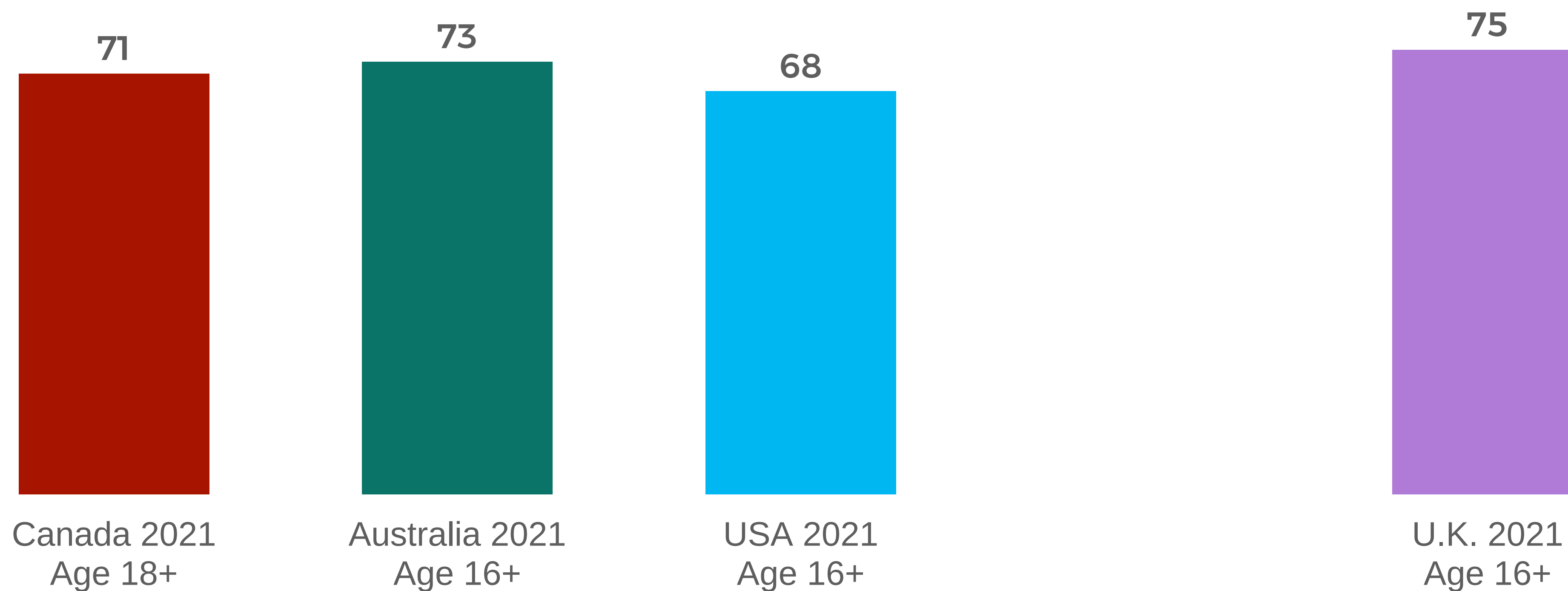


Monthly Online Audio Listening

AUSTRALIAN, USA, AND U.K. TOTAL POPULATIONS 16+, CANADIAN TOTAL 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

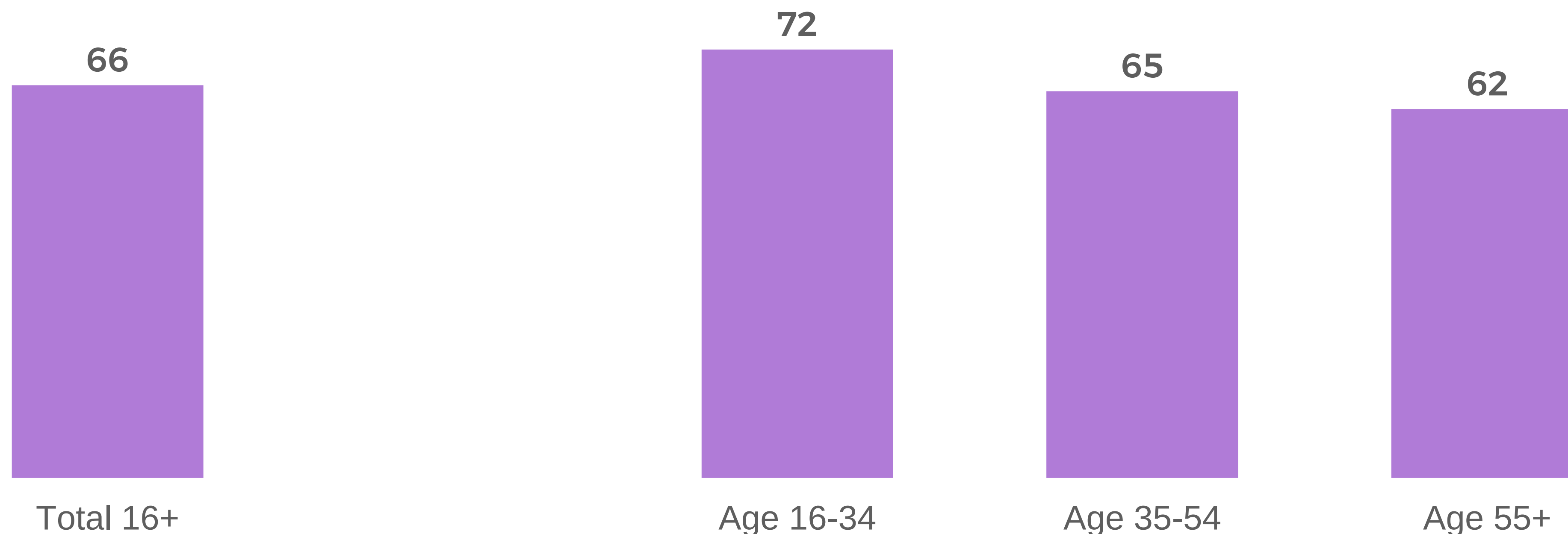


Weekly Online Audio Listening

TOTAL U.K. POPULATION 16+

% 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

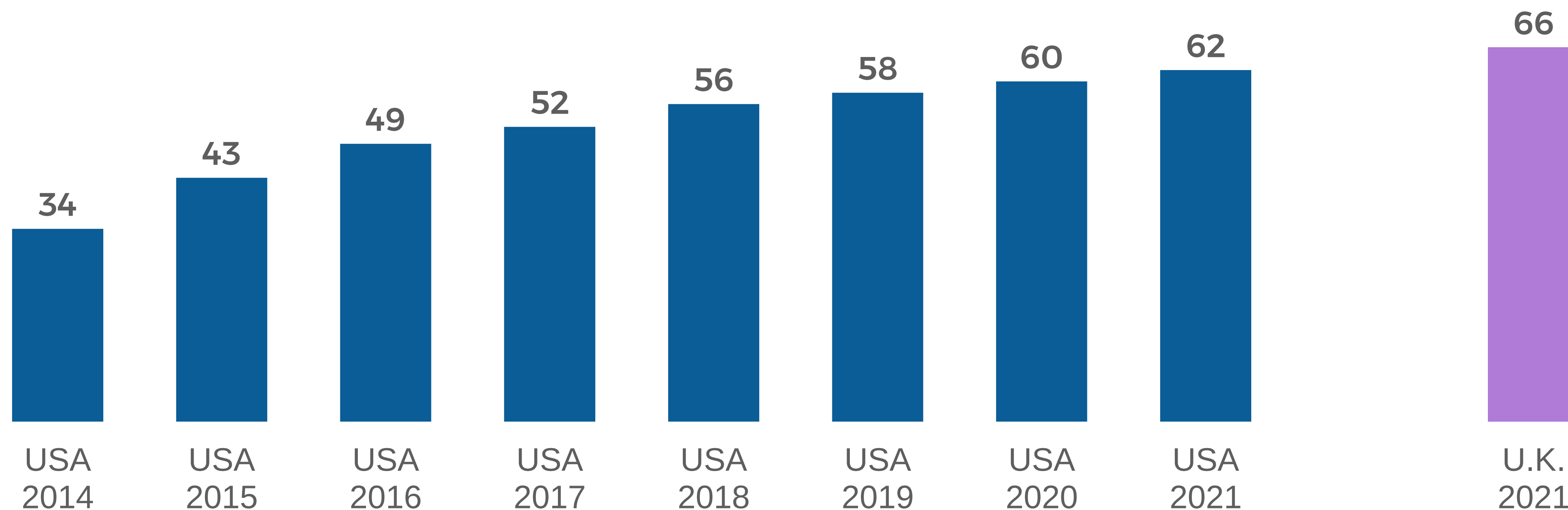


Weekly Online Audio Listening

TOTAL POPULATIONS 16+

% 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

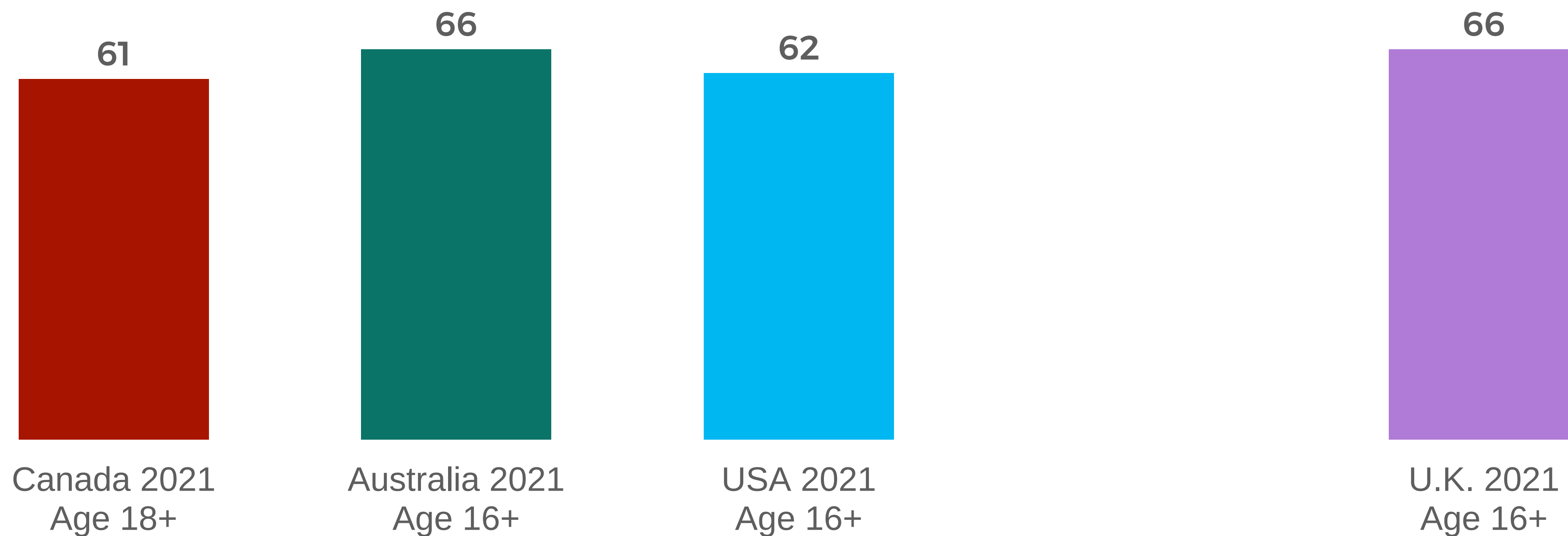


Weekly Online Audio Listening

AUSTRALIAN, USA, AND U.K. TOTAL POPULATIONS 16+, CANADIAN TOTAL 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

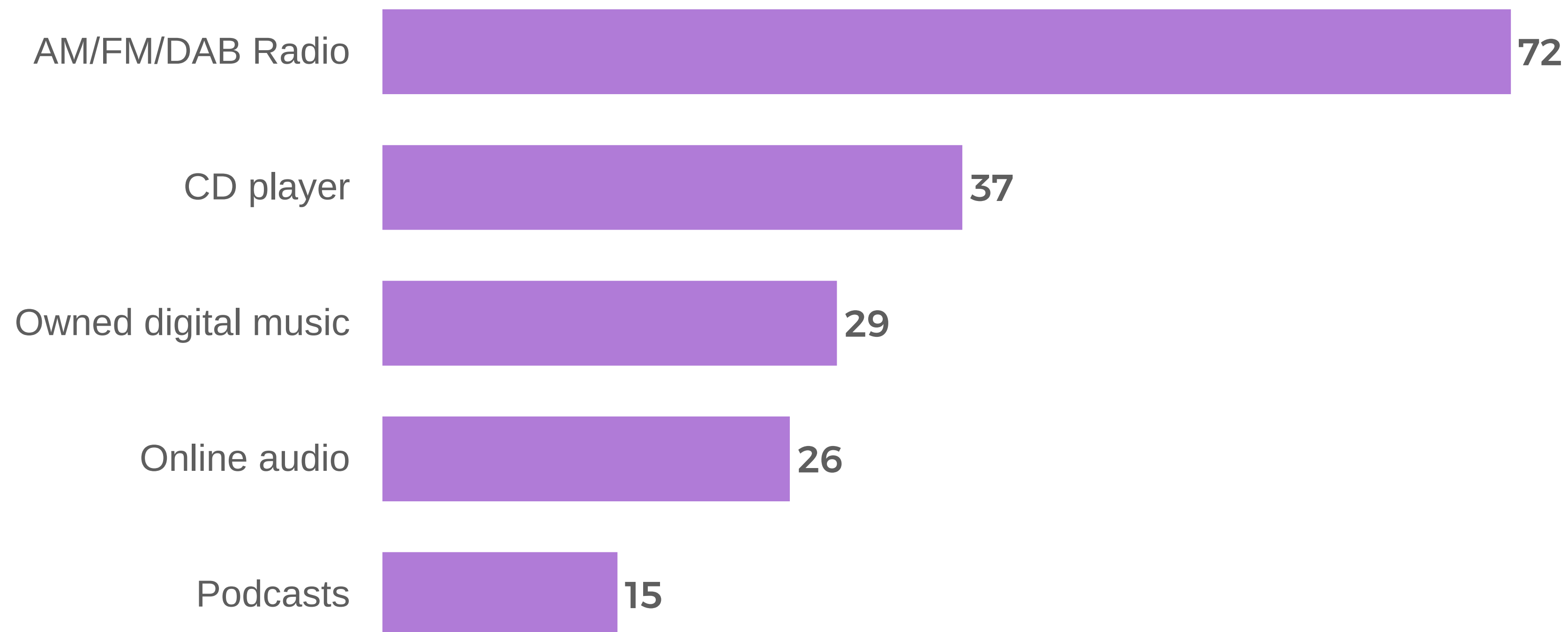


In-Car Media

Audio Sources Currently Ever Used in Car

BASE: U.K. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 79%

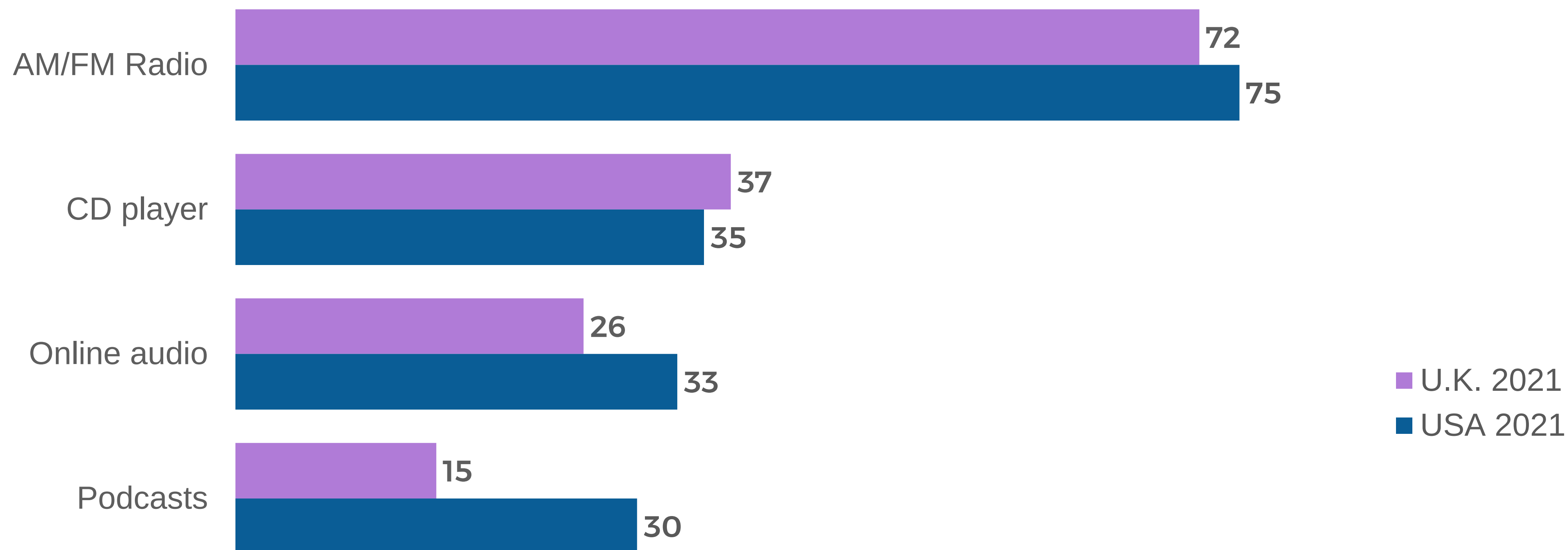
% USING AUDIO SOURCE IN CAR



Audio Sources Currently Ever Used in Car

BASE: AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH

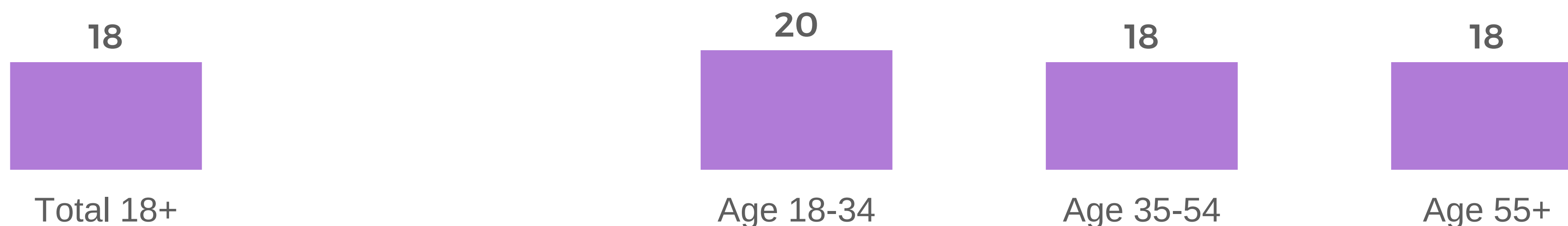
% USING AUDIO SOURCE IN CAR



In-Dash Information and Entertainment Systems

BASE: U.K. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 79%

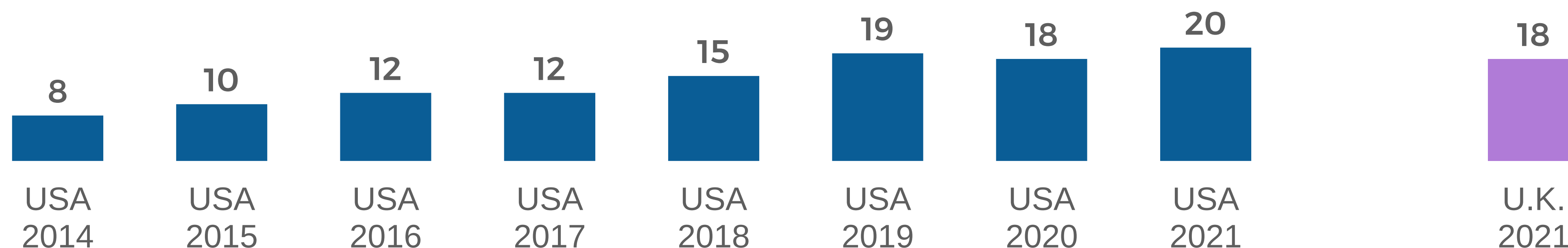
% OWNING IN-DASH INFORMATION AND ENTERTAINMENT SYSTEM IN CAR



In-Dash Information and Entertainment Systems

BASE: AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH

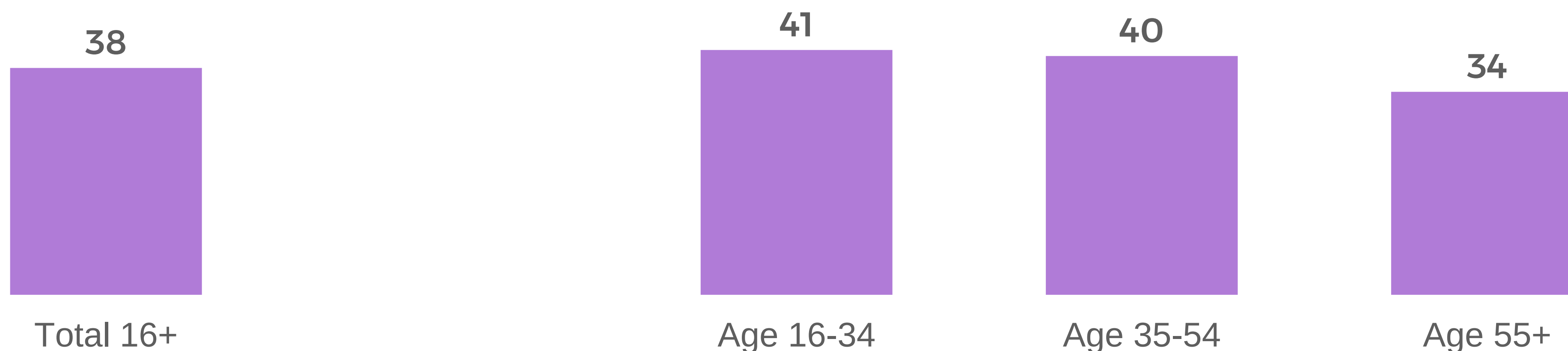
% OWNING IN-DASH INFORMATION AND ENTERTAINMENT SYSTEM IN CAR



Online Audio Listening in Car Through a Mobile Phone

TOTAL U.K. POPULATION 16+

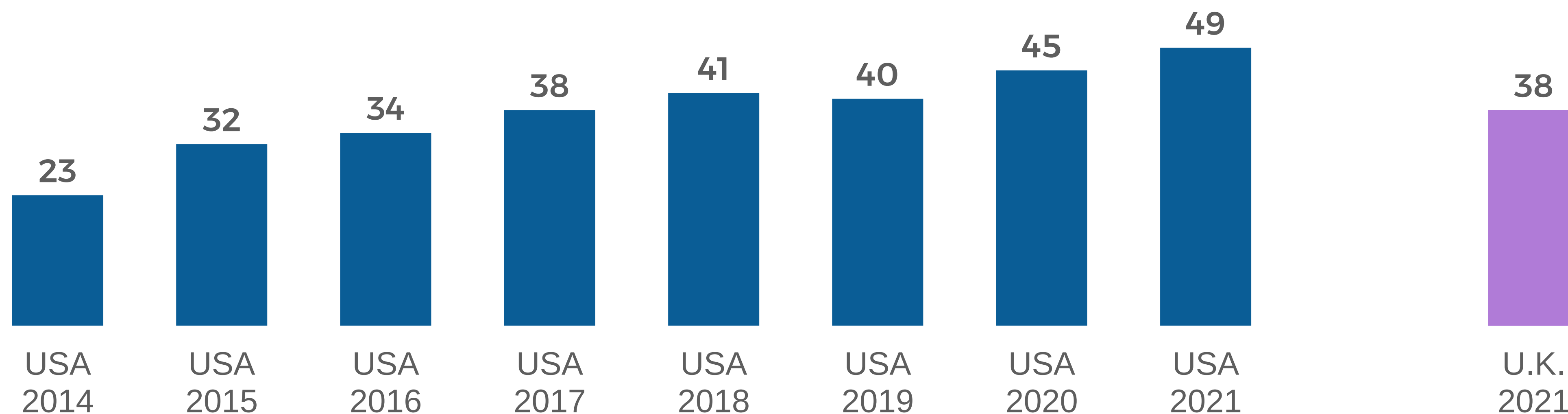
% EVER LISTENED TO ONLINE AUDIO IN CAR THROUGH MOBILE PHONE



Online Audio Listening in Car Through a Mobile Phone

TOTAL POPULATIONS 16+

% EVER LISTENED TO ONLINE AUDIO IN CAR THROUGH MOBILE PHONE

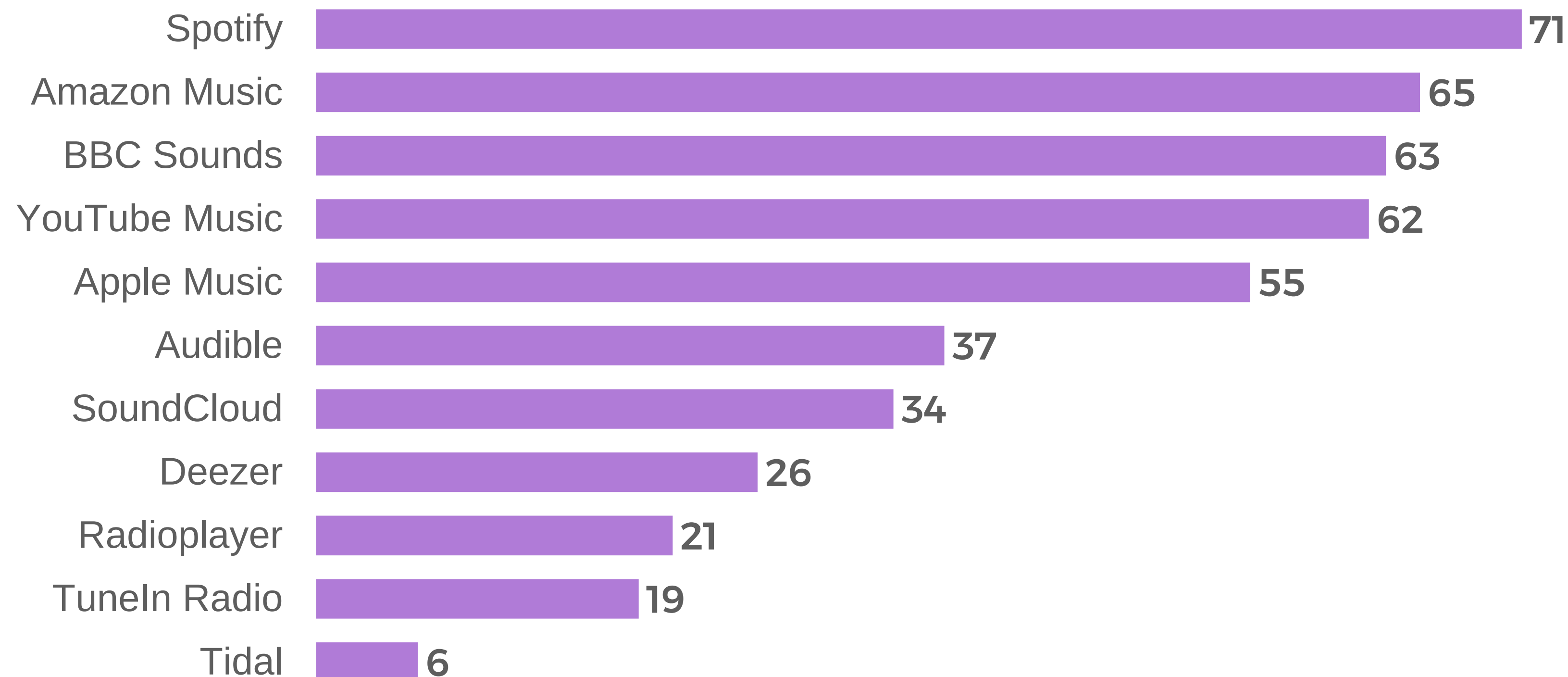


Online Audio Brands

Online Audio Brand Awareness

TOTAL U.K. POPULATION 16+

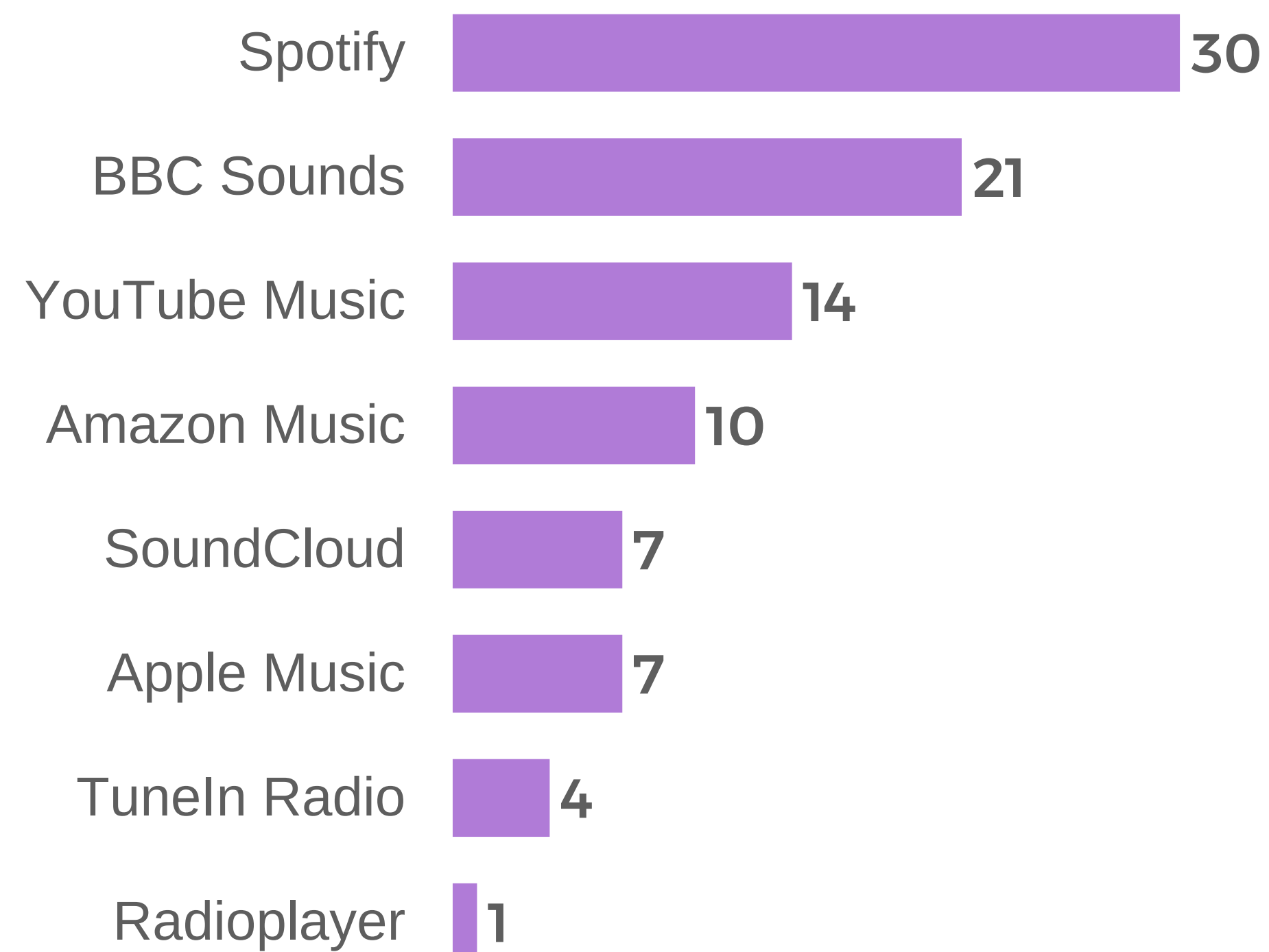
% AWARE OF ONLINE AUDIO BRAND



Online Audio Brands Listened to in Last Month

TOTAL U.K. POPULATION 16+

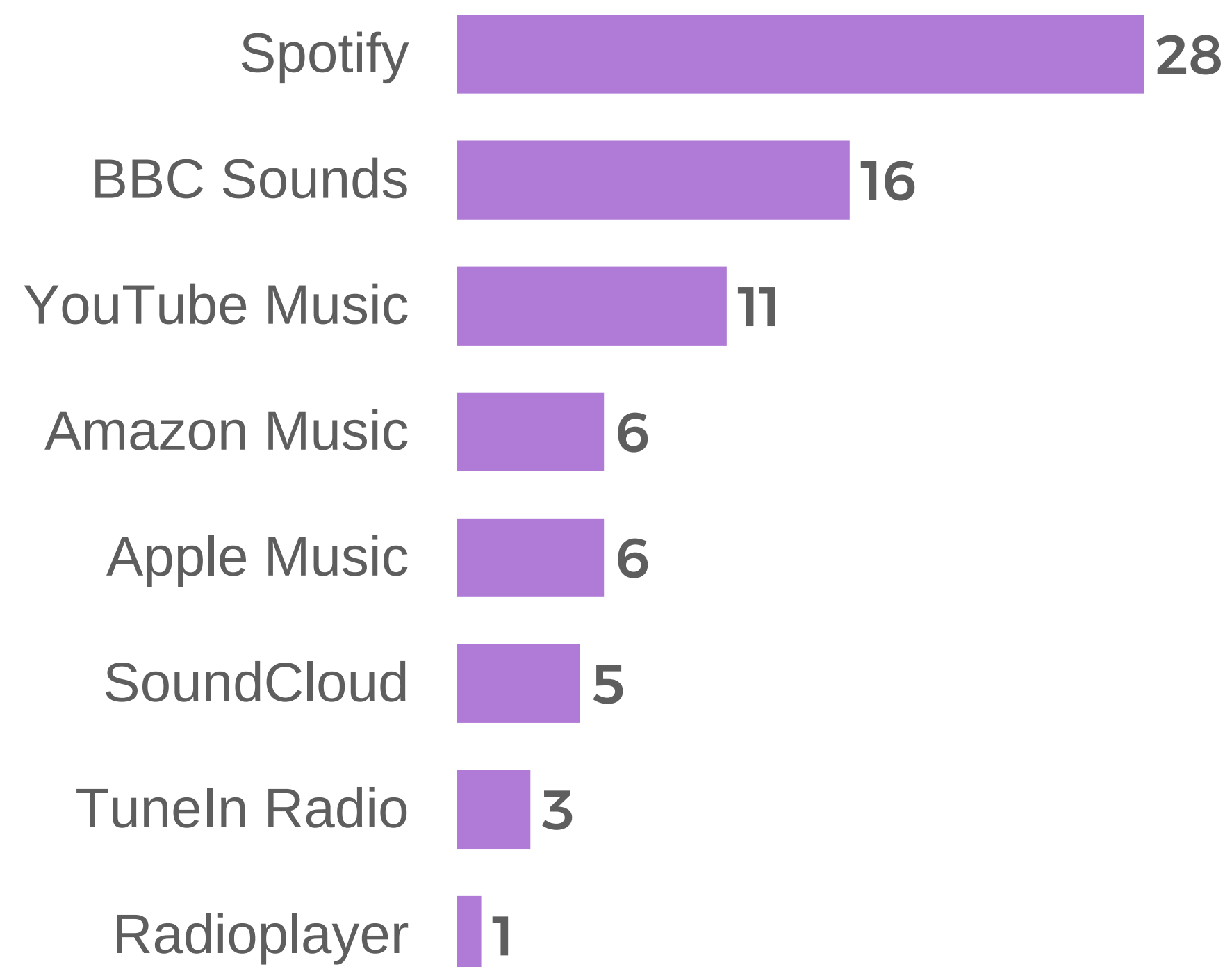
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



Online Audio Brands Listened to in Last Week

TOTAL U.K. POPULATION 16+

% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK

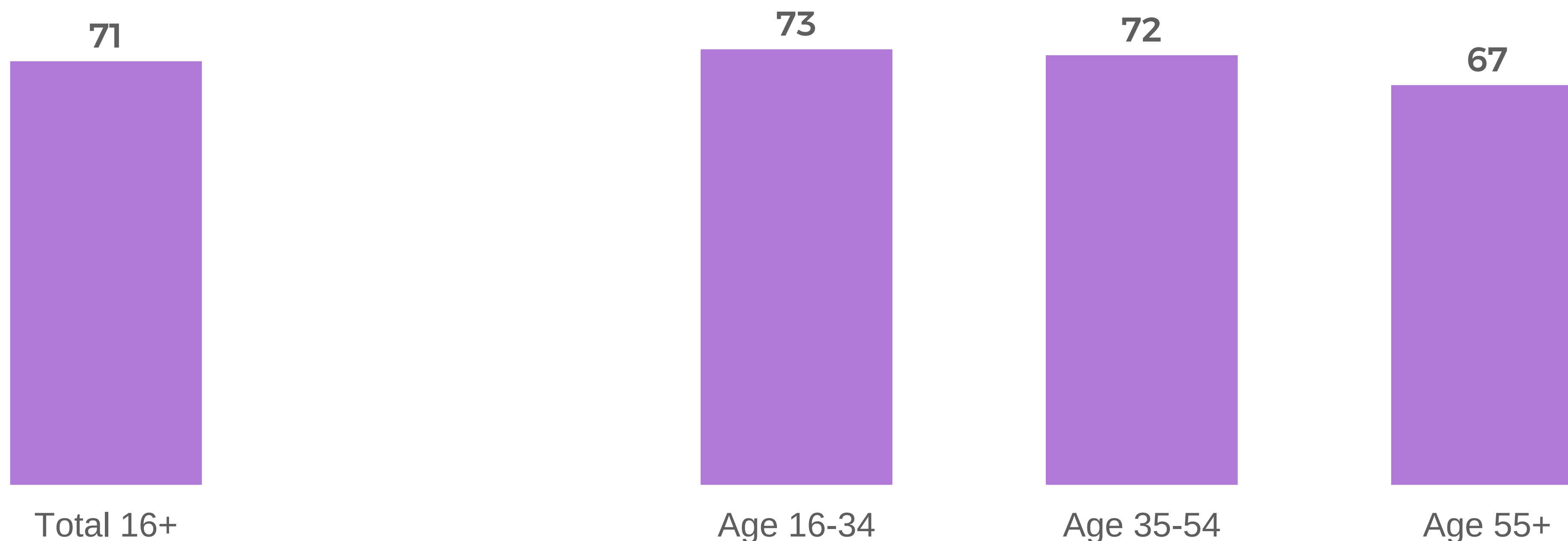


Podcasting

Podcast Awareness

TOTAL U.K. POPULATION 16+

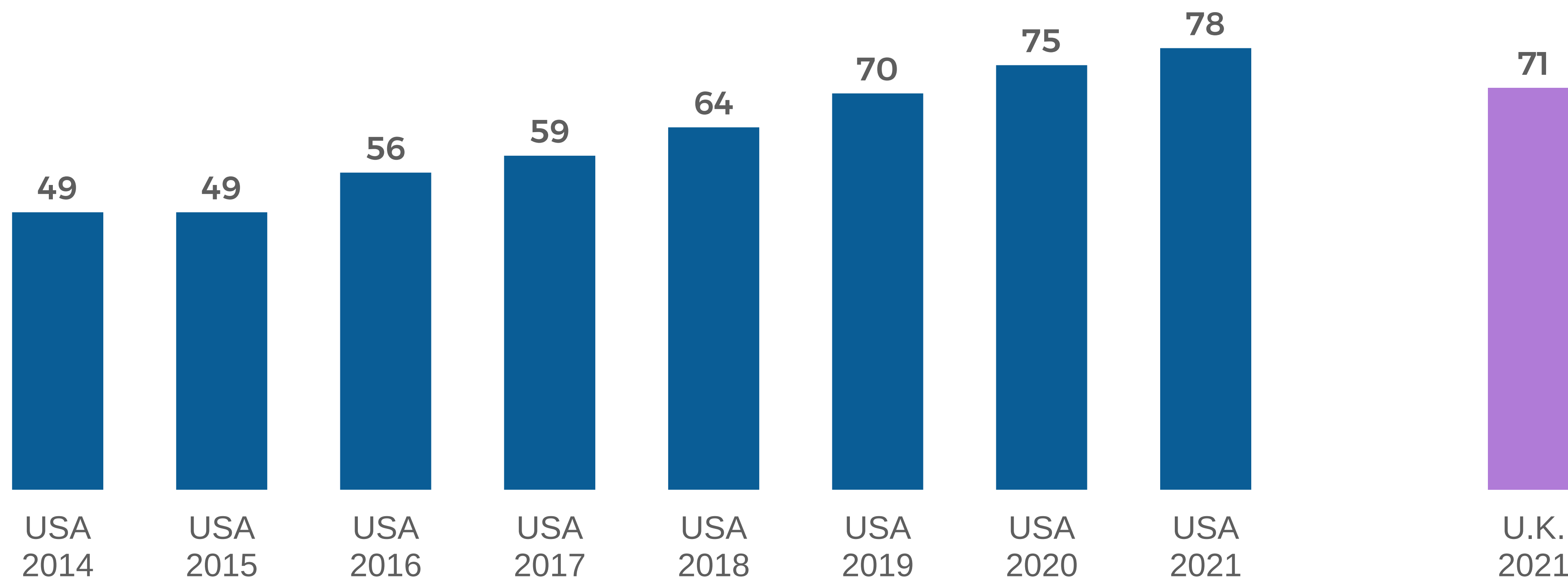
% FAMILIAR WITH PODCASTS



Podcast Awareness

TOTAL POPULATIONS 16+

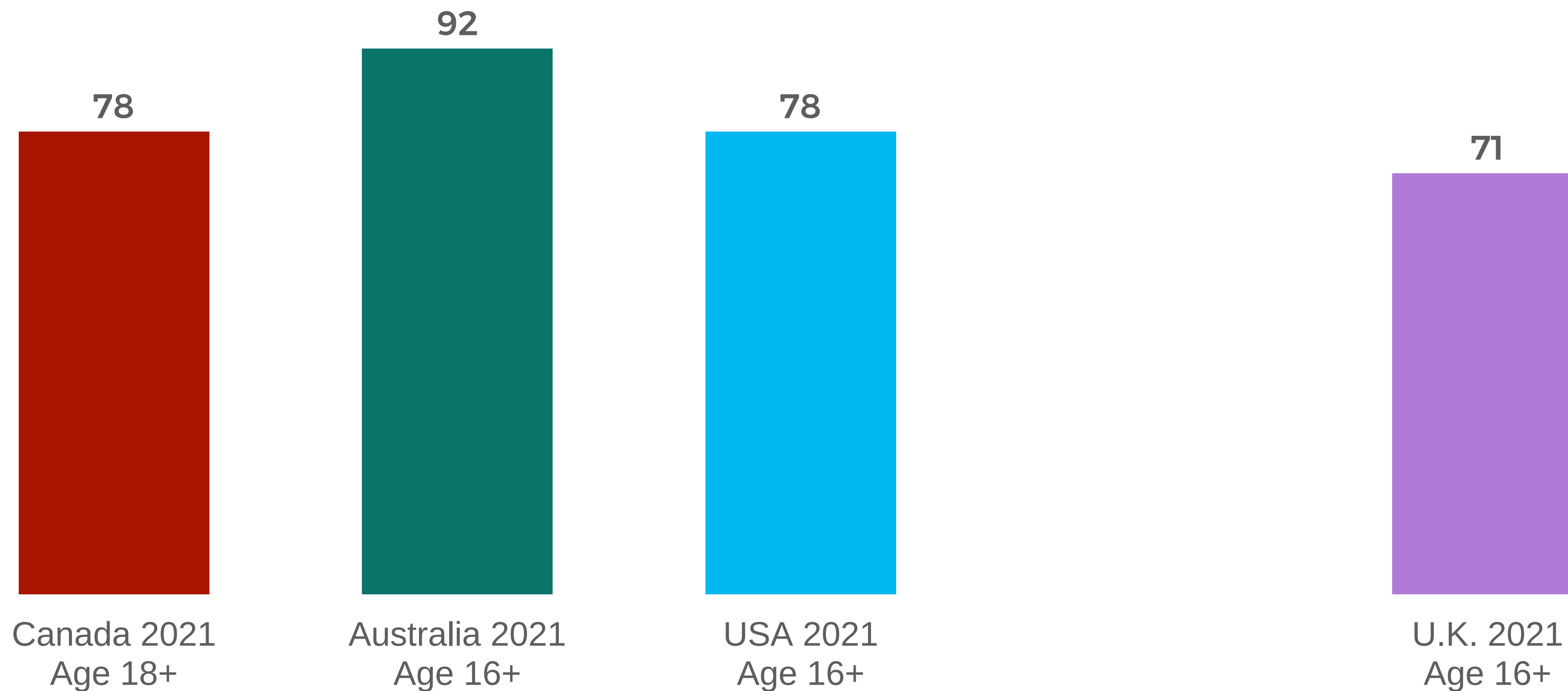
% AWARE OF PODCASTS



Podcast Awareness

AUSTRALIAN, USA, AND U.K. TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

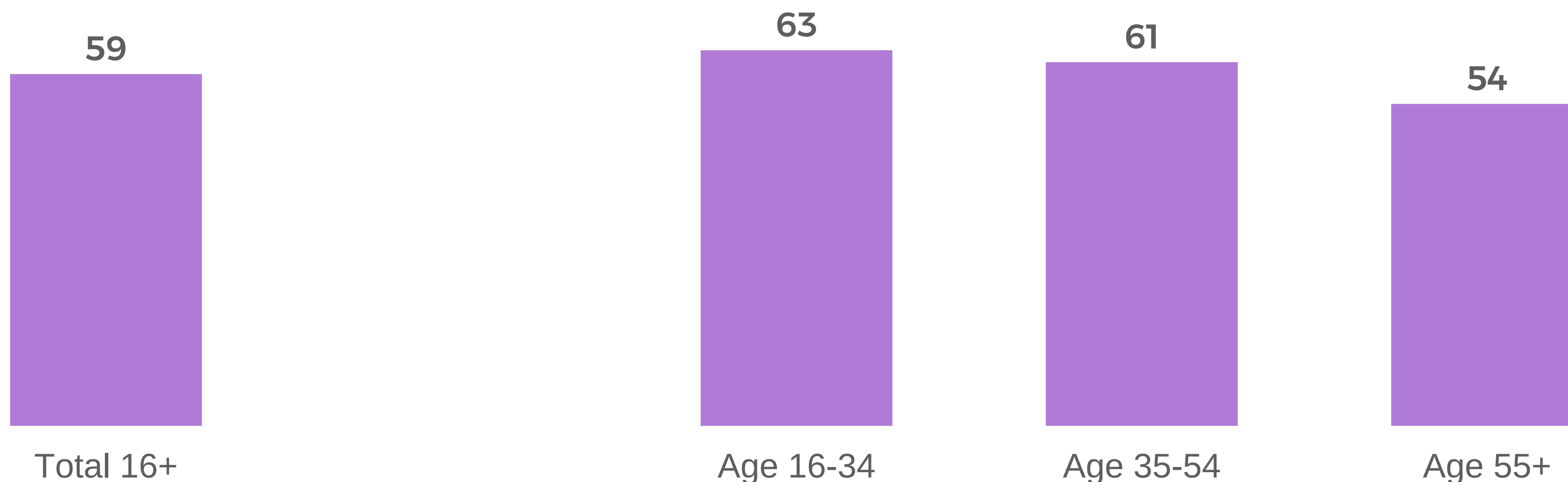
% AWARE OF PODCASTS



Podcast Listening

TOTAL U.K. POPULATION 16+

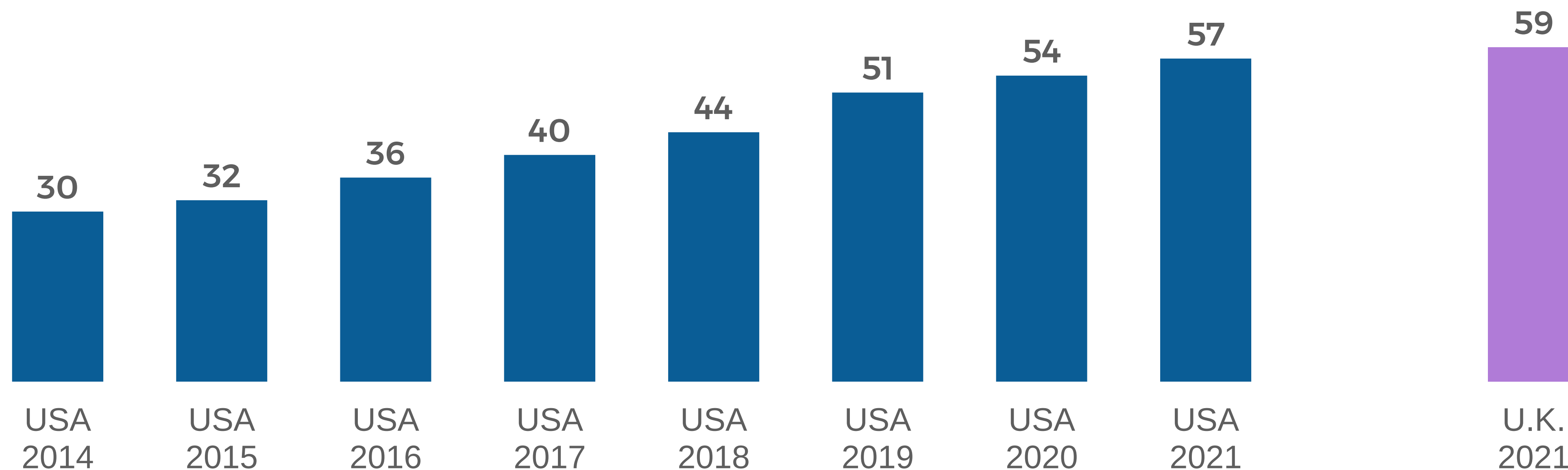
% EVER LISTENED TO A PODCAST



Podcast Listening

TOTAL POPULATIONS 16+

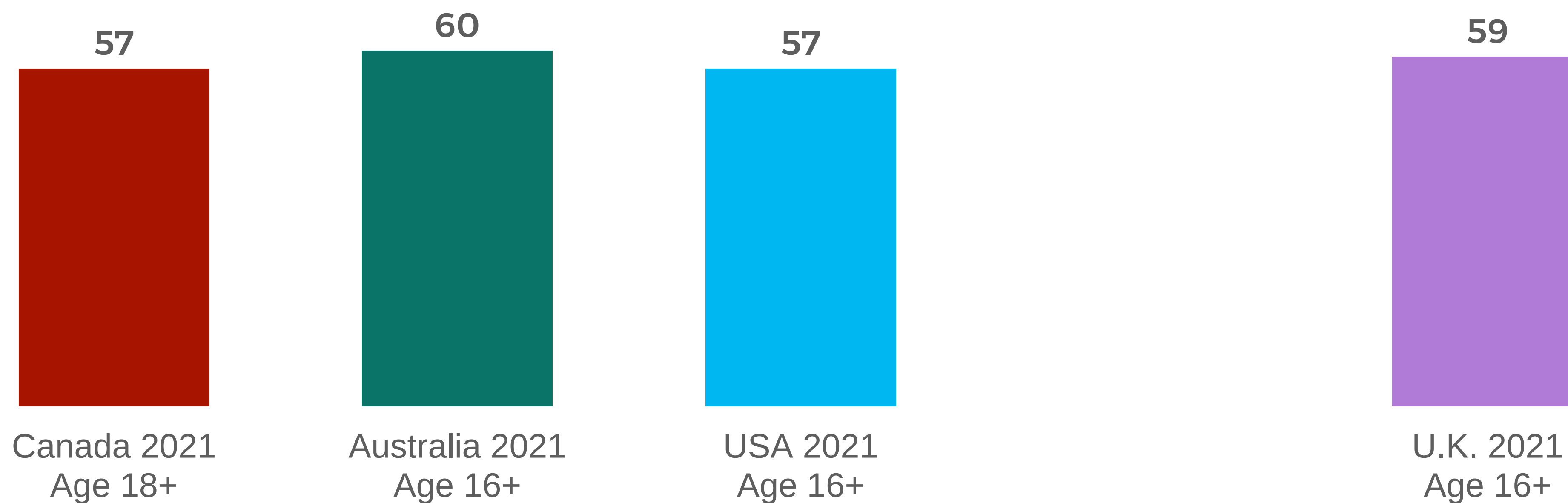
% EVER LISTENED TO A PODCAST



Podcast Listening

AUSTRALIAN, USA, AND U.K. TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

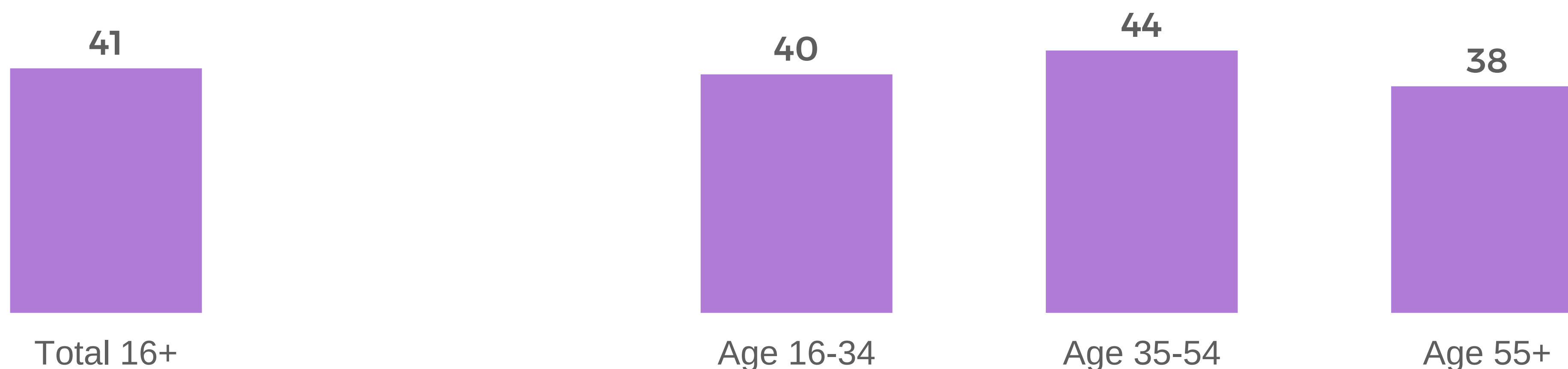
% EVER LISTENED TO A PODCAST



Monthly Podcast Listening

TOTAL U.K. POPULATION 16+

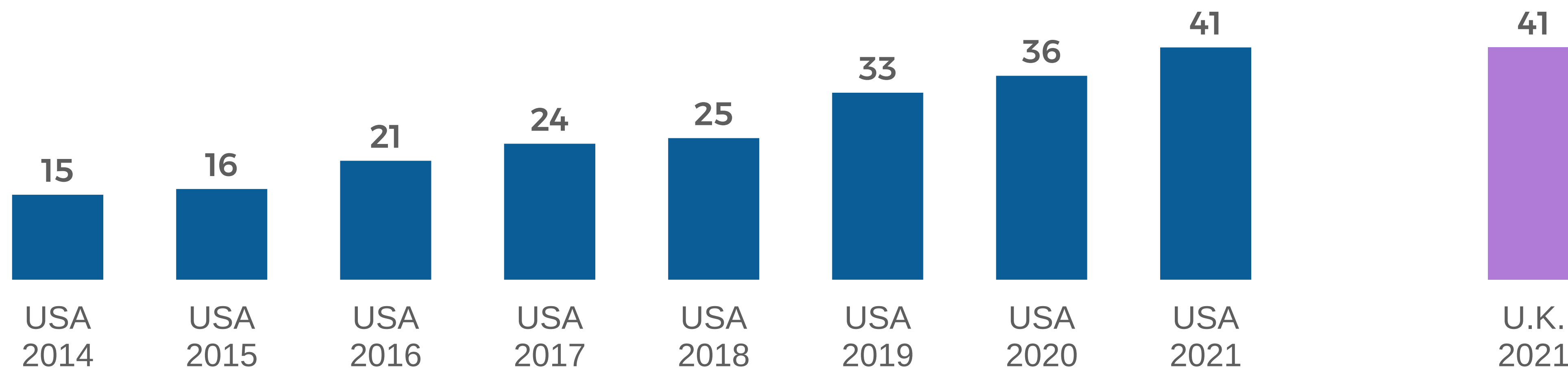
% LISTENED TO A PODCAST IN LAST MONTH



Monthly Podcast Listening

TOTAL POPULATIONS 16+

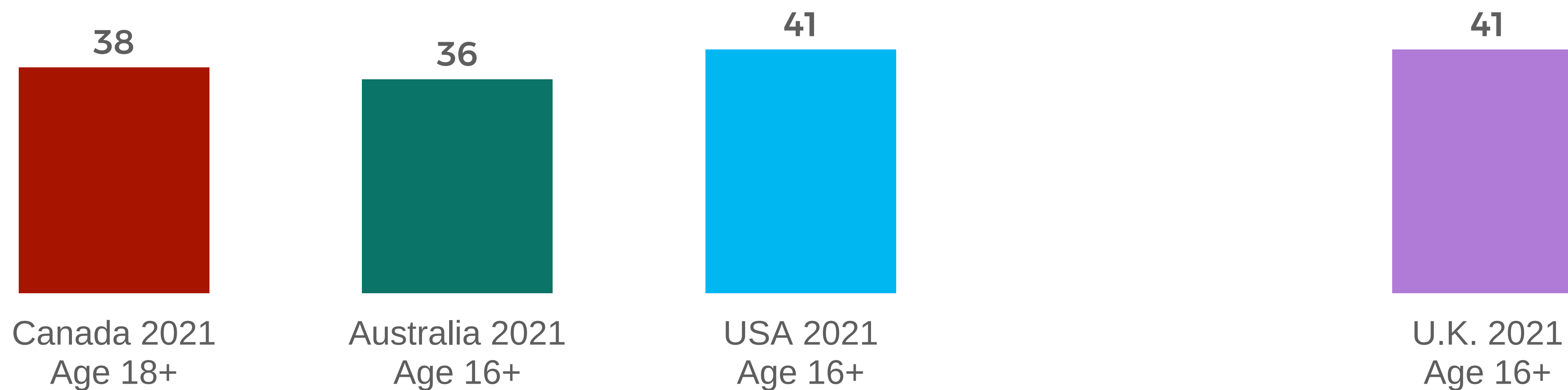
% LISTENED TO A PODCAST IN LAST MONTH



Monthly Podcast Listening

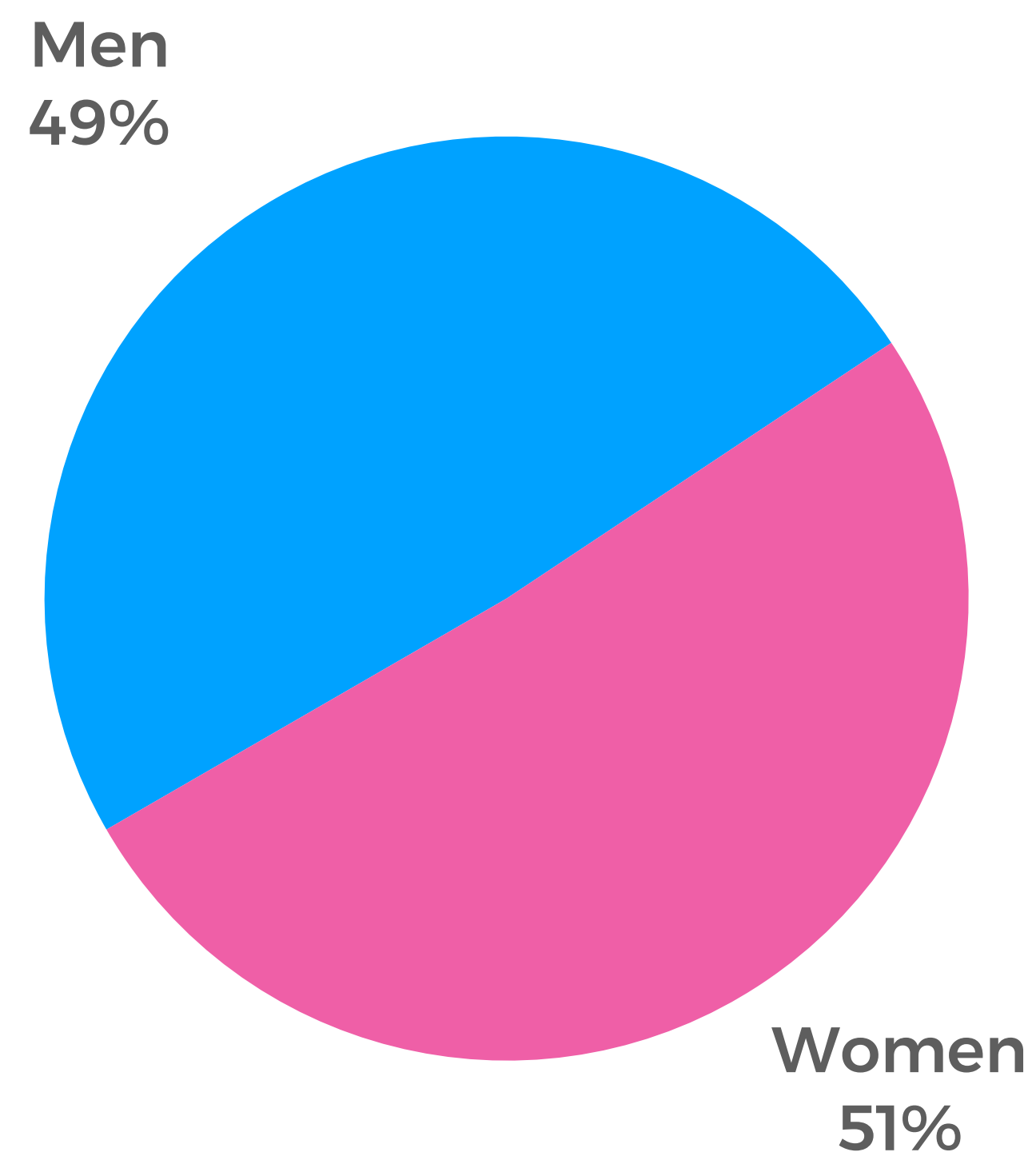
AUSTRALIAN, USA, AND U.K. TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED TO A PODCAST IN LAST MONTH

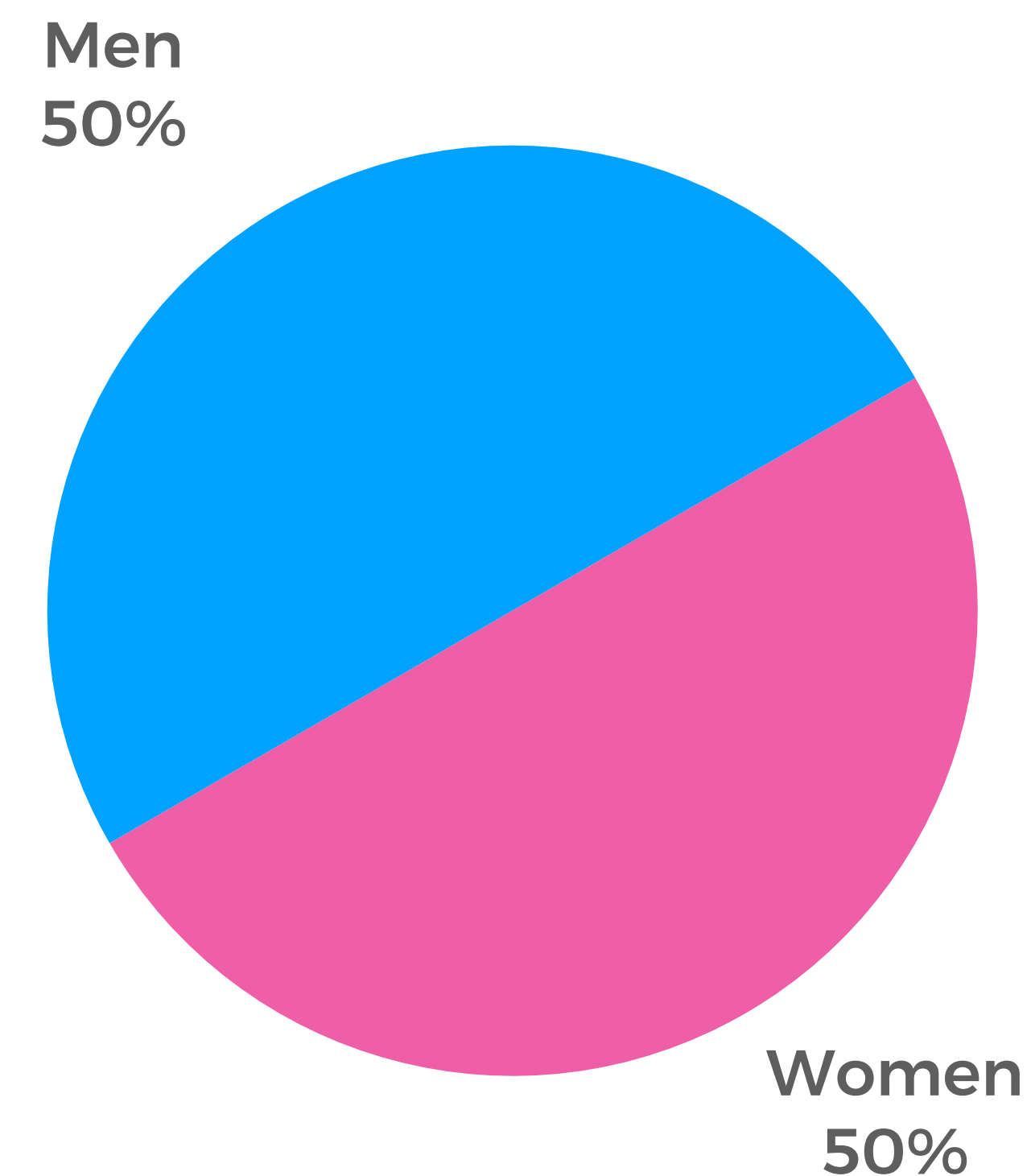


Composition of Monthly Podcast Listeners

U.K. POPULATION 16+

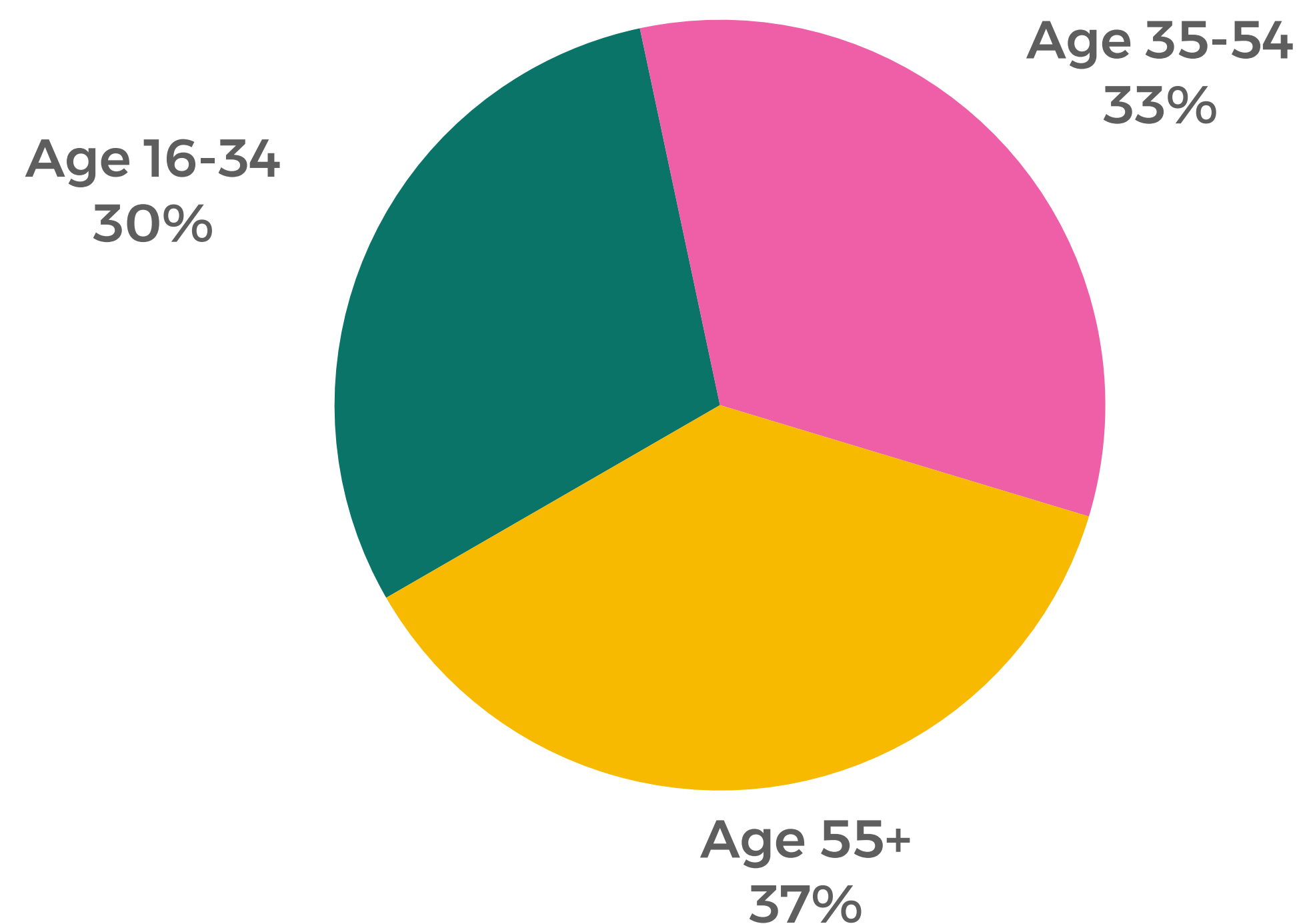


U.K. MONTHLY PODCAST CONSUMERS 16+

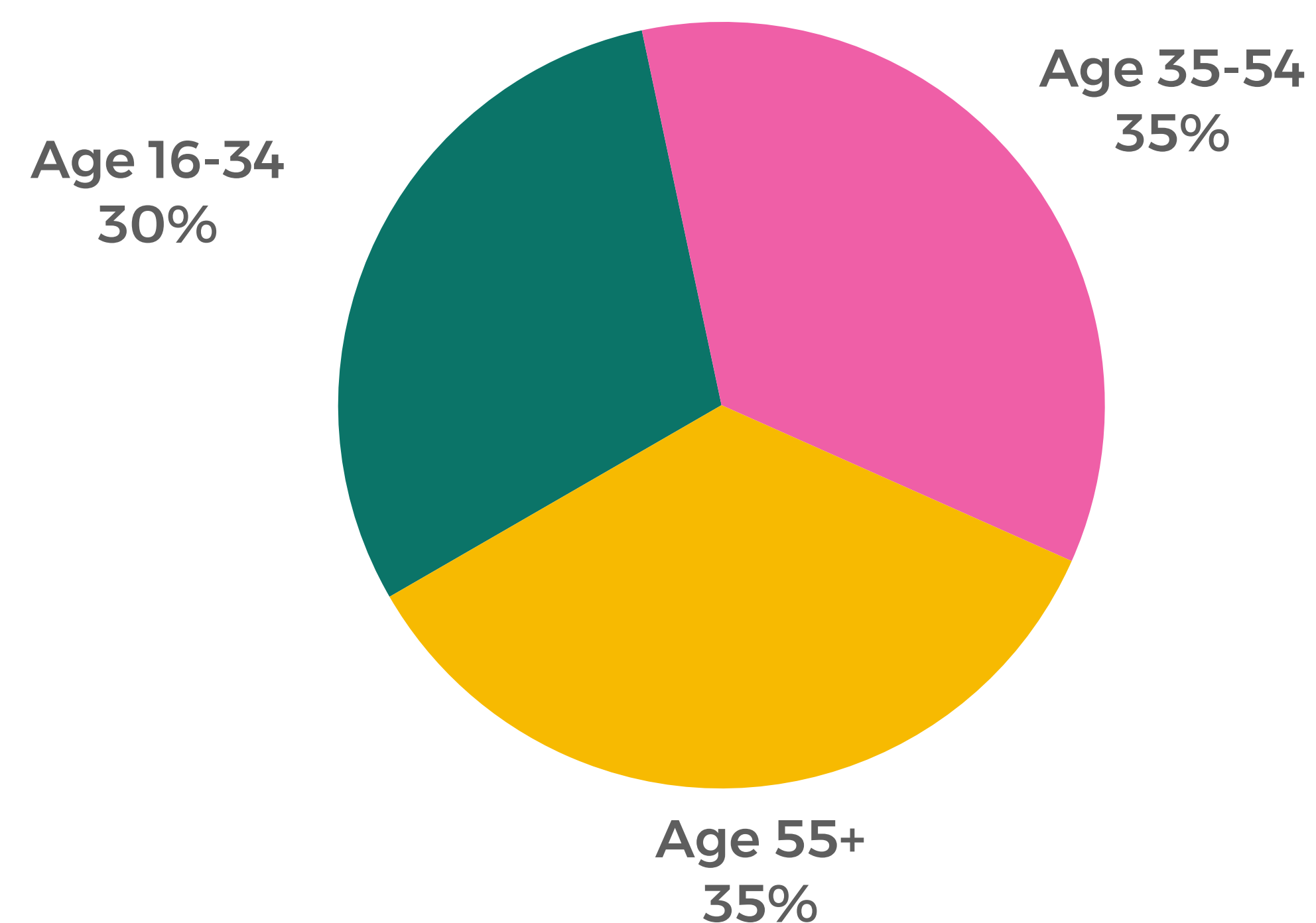


Composition of Monthly Podcast Listeners

U.K. POPULATION 16+



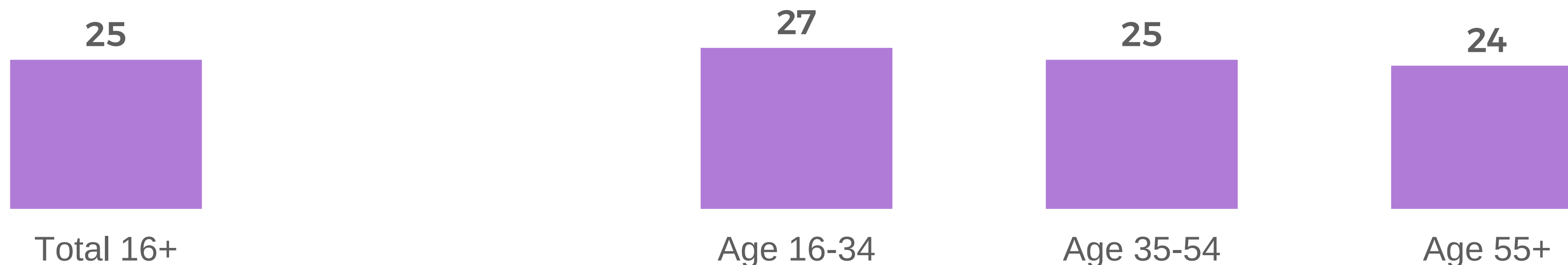
U.K. MONTHLY PODCAST CONSUMERS 16+



Weekly Podcast Listening

TOTAL U.K. POPULATION 16+

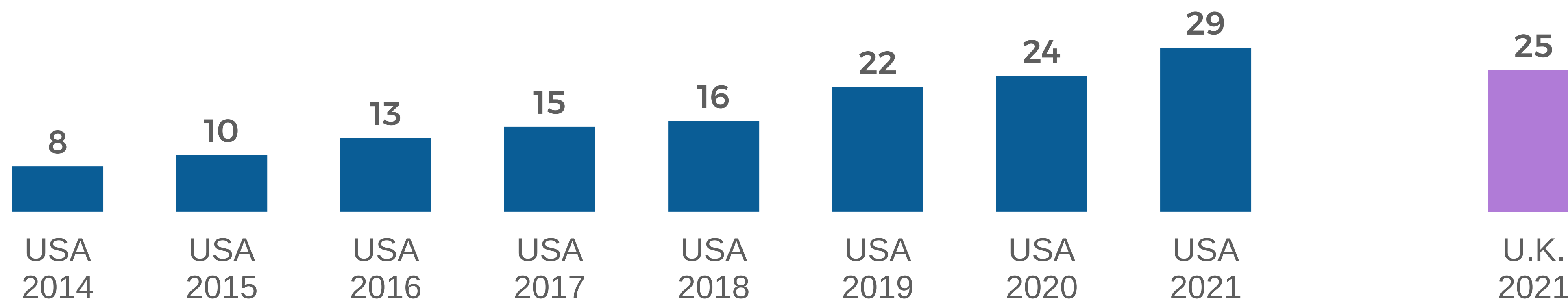
% LISTENED TO A PODCAST IN LAST WEEK



Weekly Podcast Listening

TOTAL POPULATIONS 16+

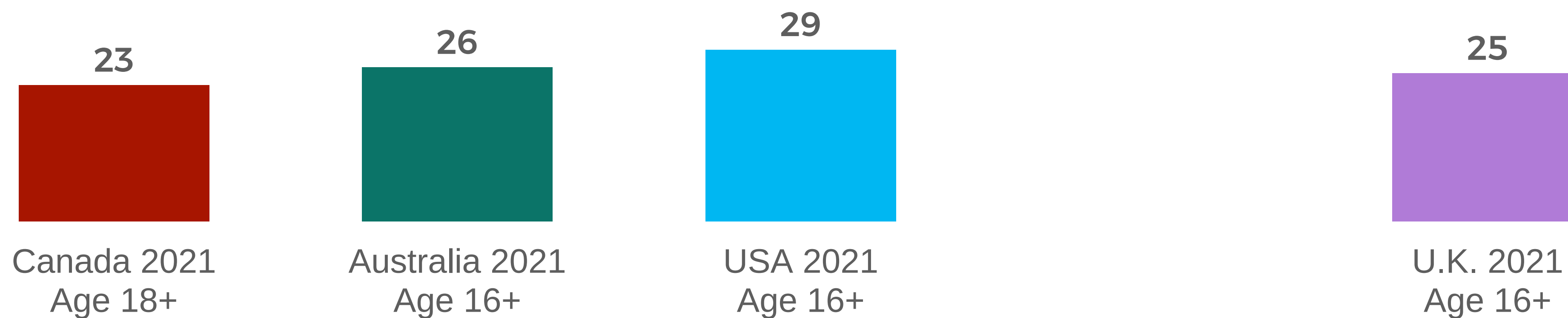
% LISTENED TO A PODCAST IN LAST WEEK



Weekly Podcast Listening

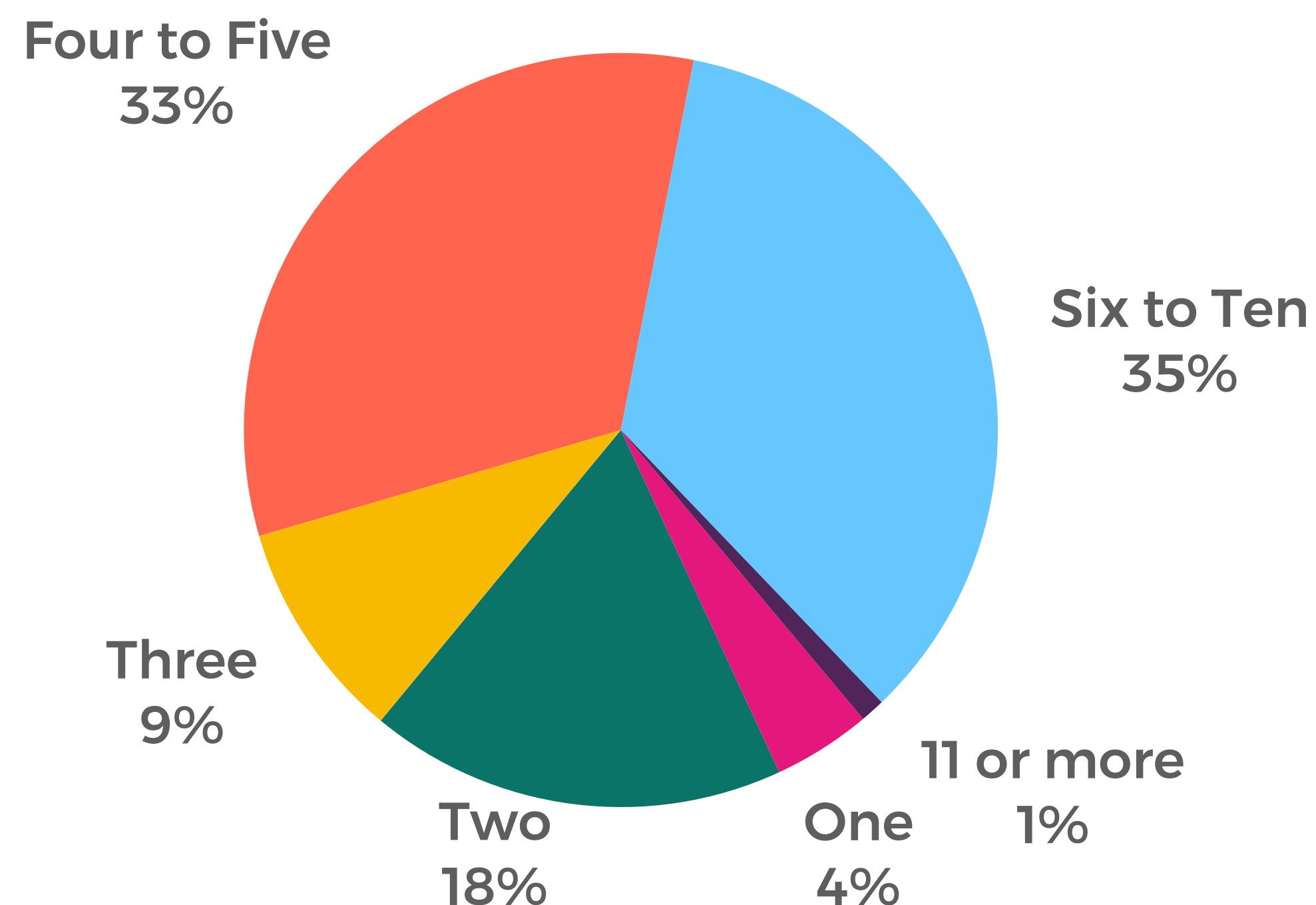
AUSTRALIAN, USA, AND U.K. TOTAL POPULATIONS 16+, CANADIAN TOTAL POPULATION 18+

% LISTENED TO A PODCAST IN LAST WEEK



Number of Podcast Episodes Listened to in Last Week

BASE: U.K. WEEKLY PODCAST LISTENERS AGE 16+; 25%



Weekly podcast listeners
in the U.K. averaged
five podcast episodes
in the last week



The Infinite Dial 2021

United Kingdom

#InfiniteDial



THE INFINITE DIAL U.K. © 2021 EDISON RESEARCH