



# 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



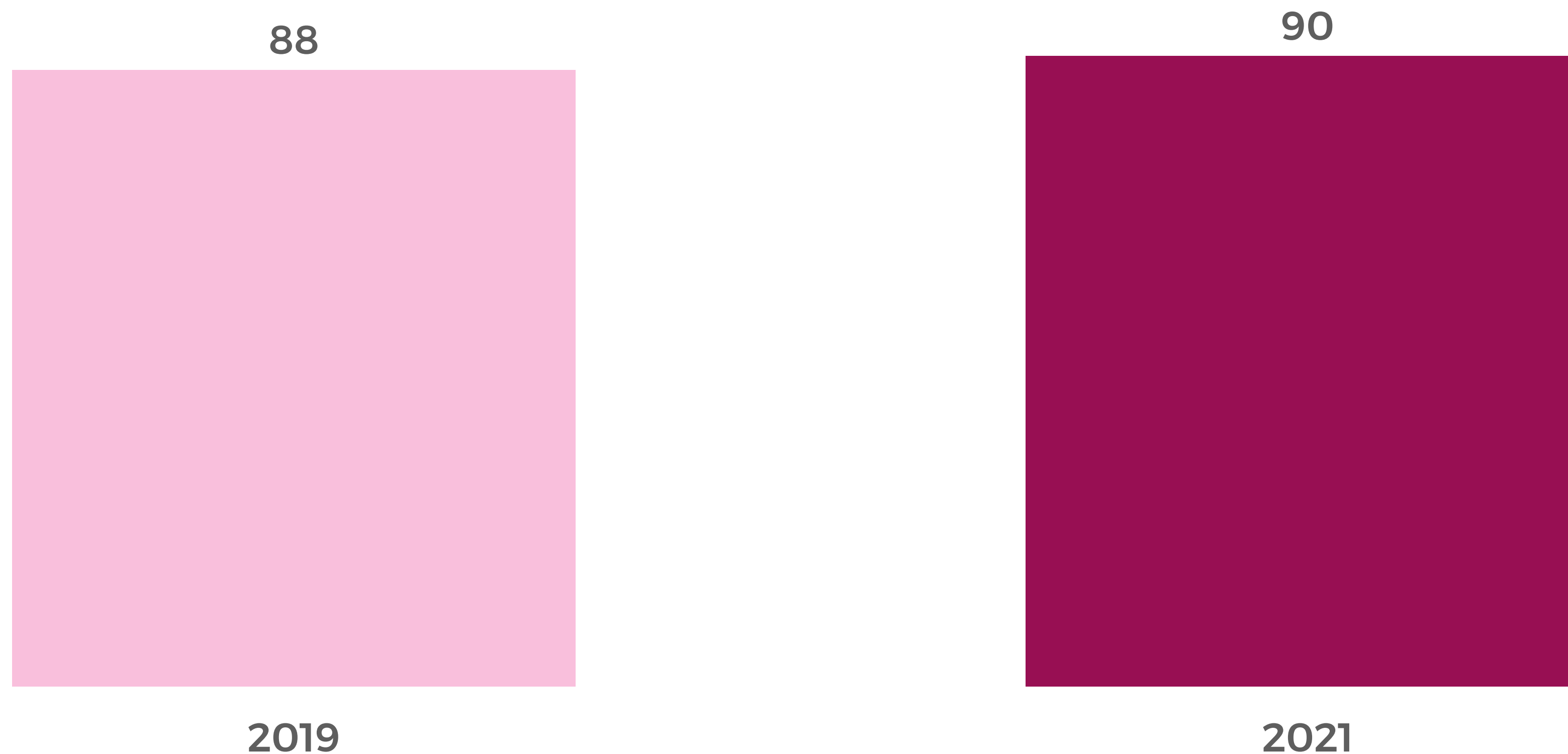
#InfiniteDial

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# Smartphone Ownership

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% OWNING A SMARTPHONE

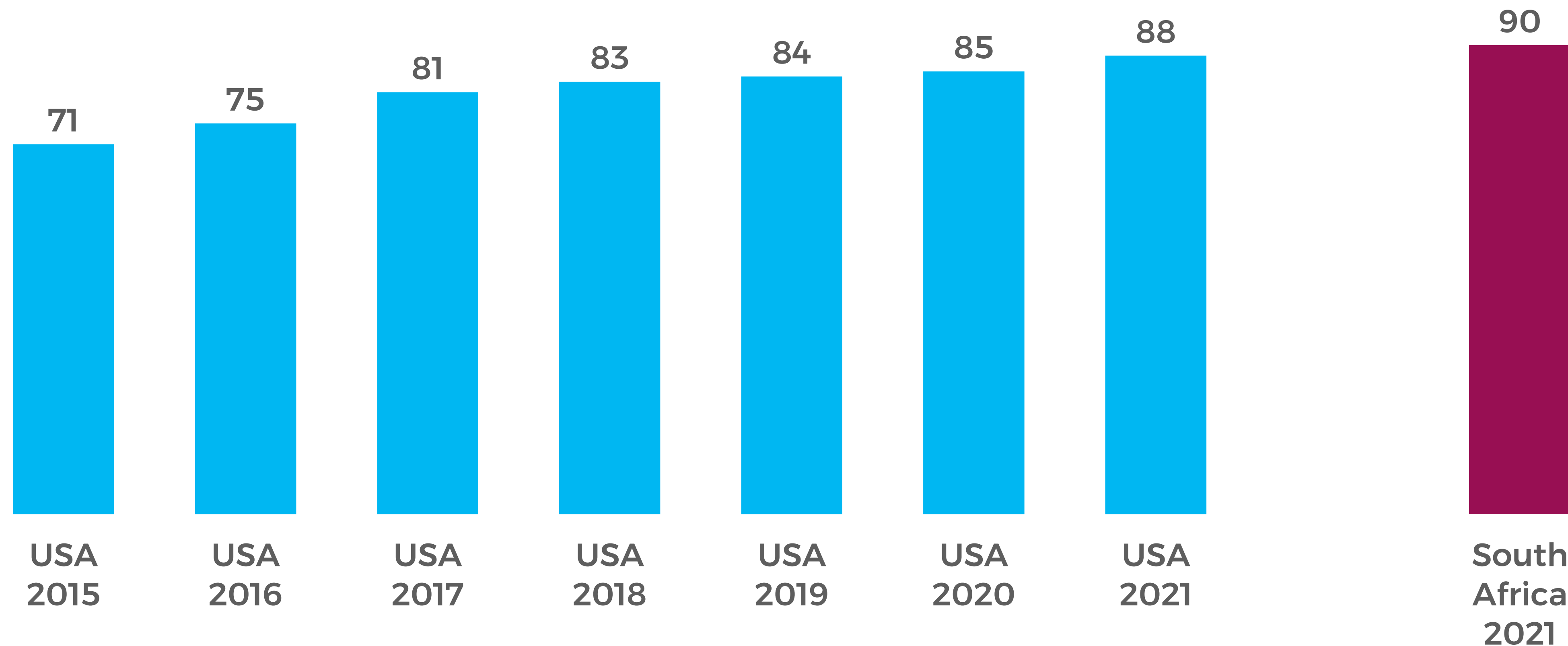




# Smartphone Ownership

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

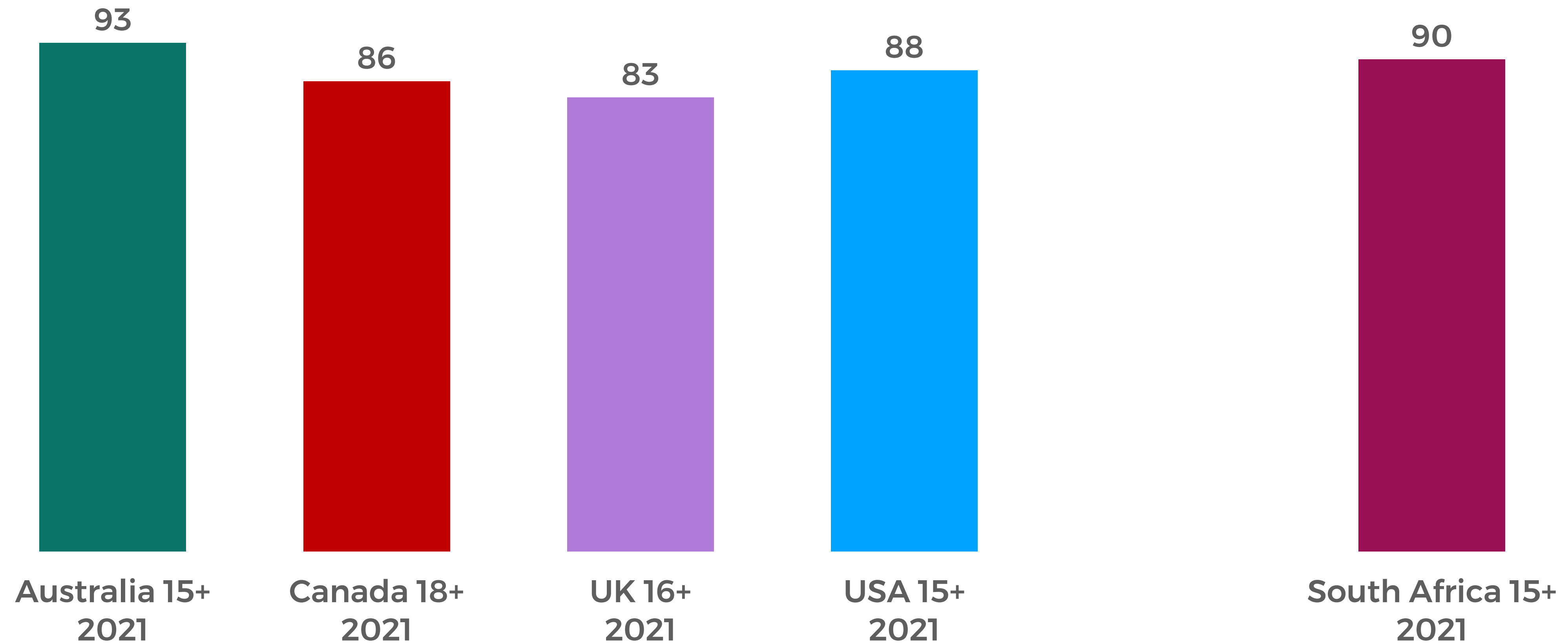
% OWNING A SMARTPHONE



# 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

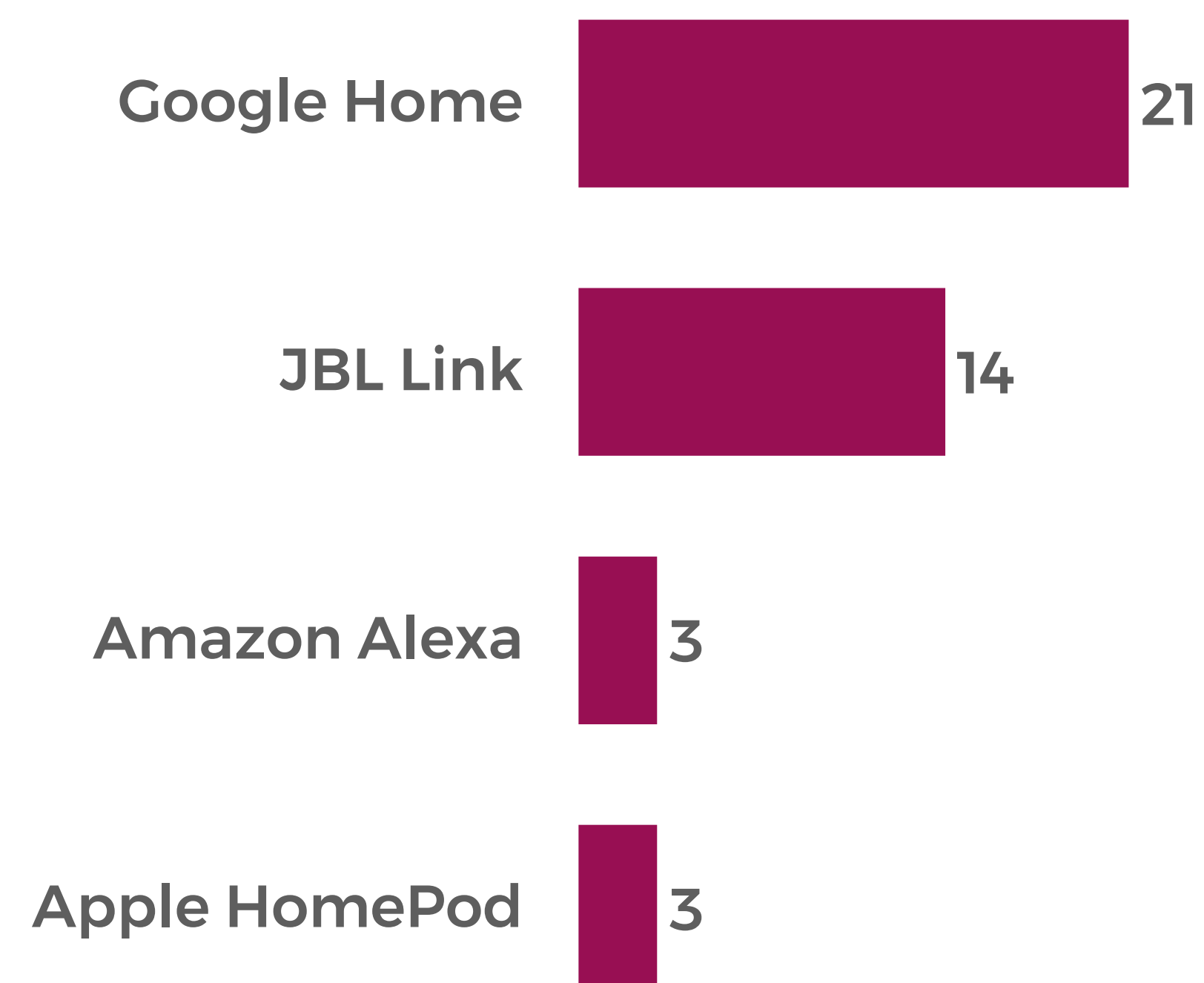




# Smart Speaker Ownership

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

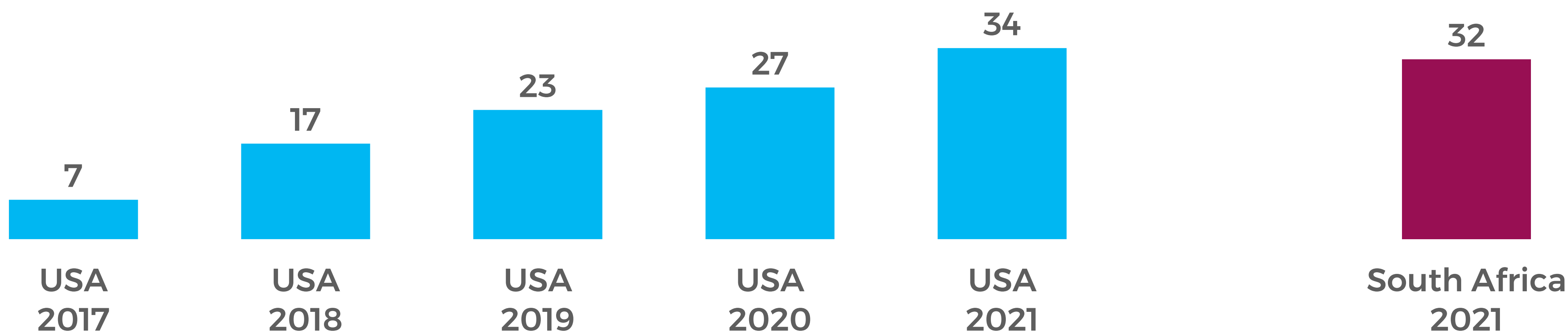
% OWNING SMART SPEAKER



# Smart Speaker Ownership

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

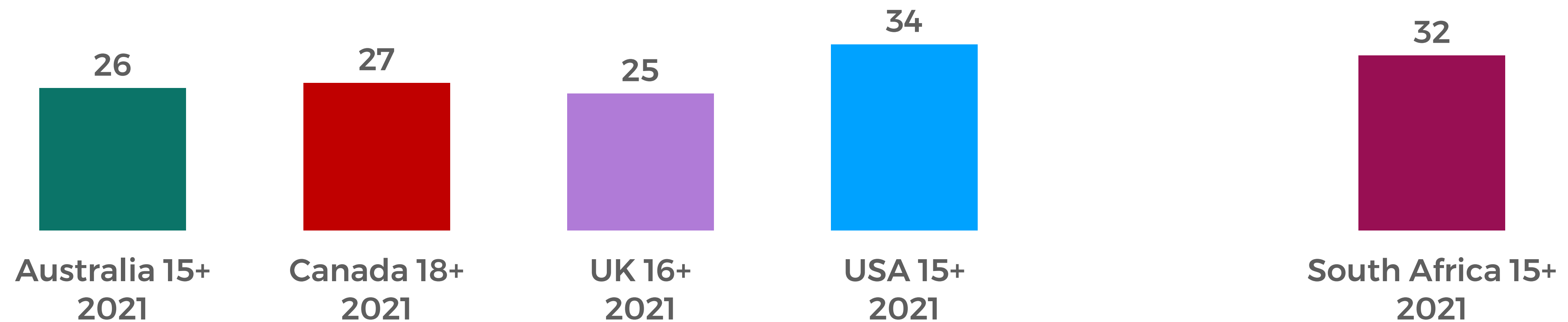
% OWNING A SMART SPEAKER



# Smart Speaker Ownership

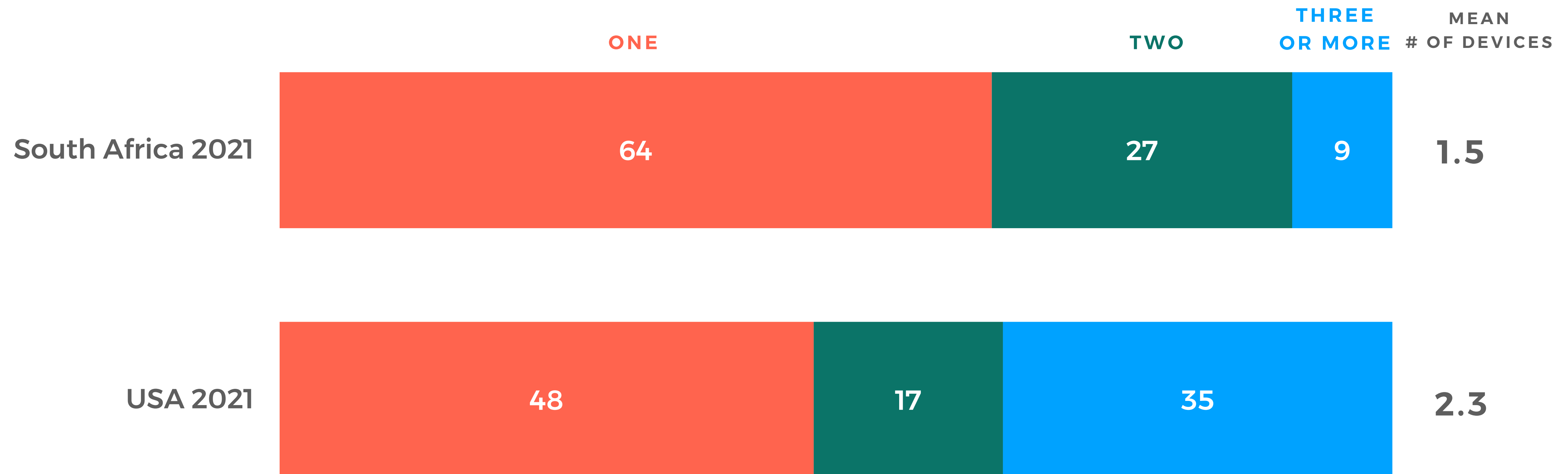
AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% 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



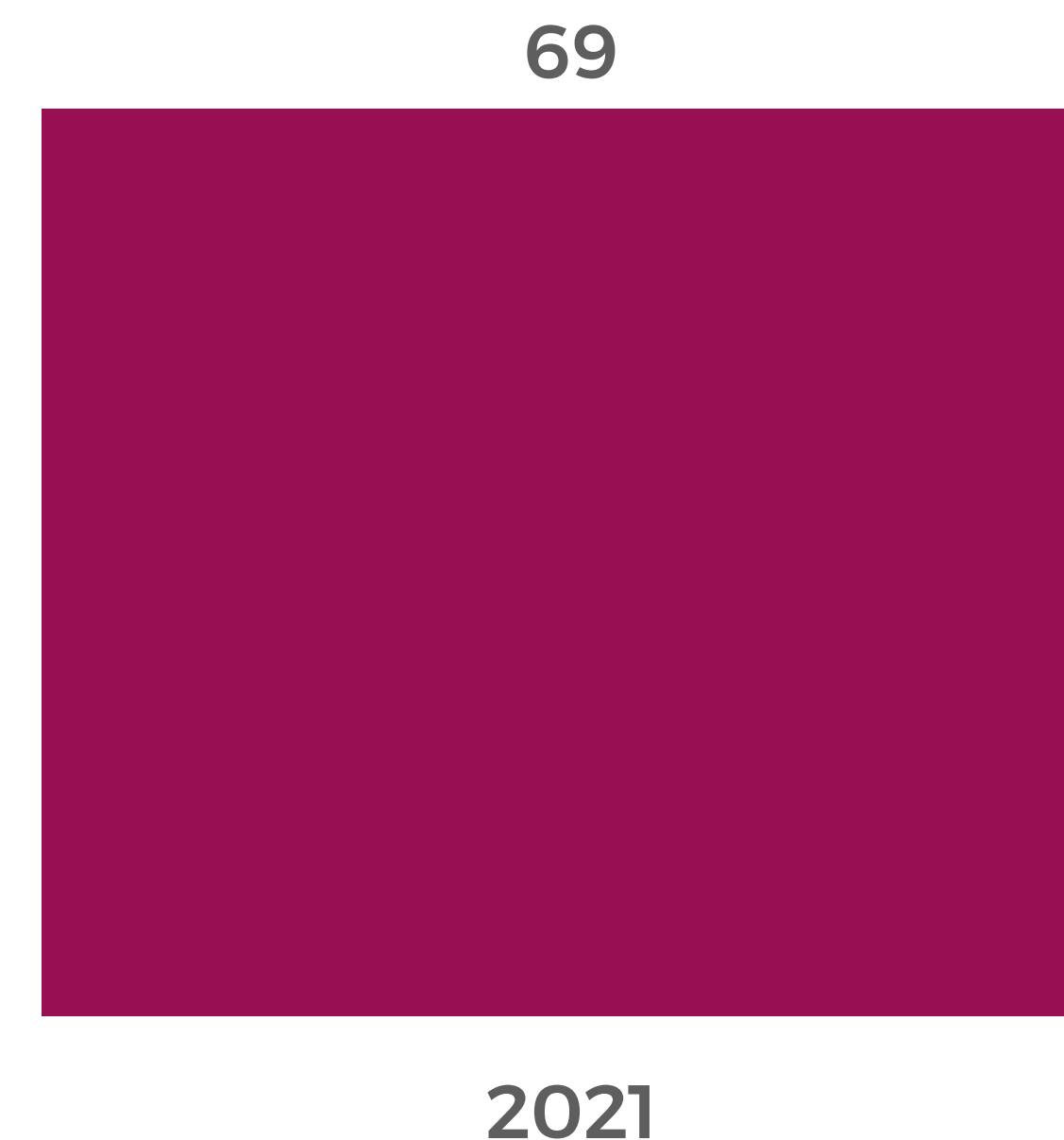
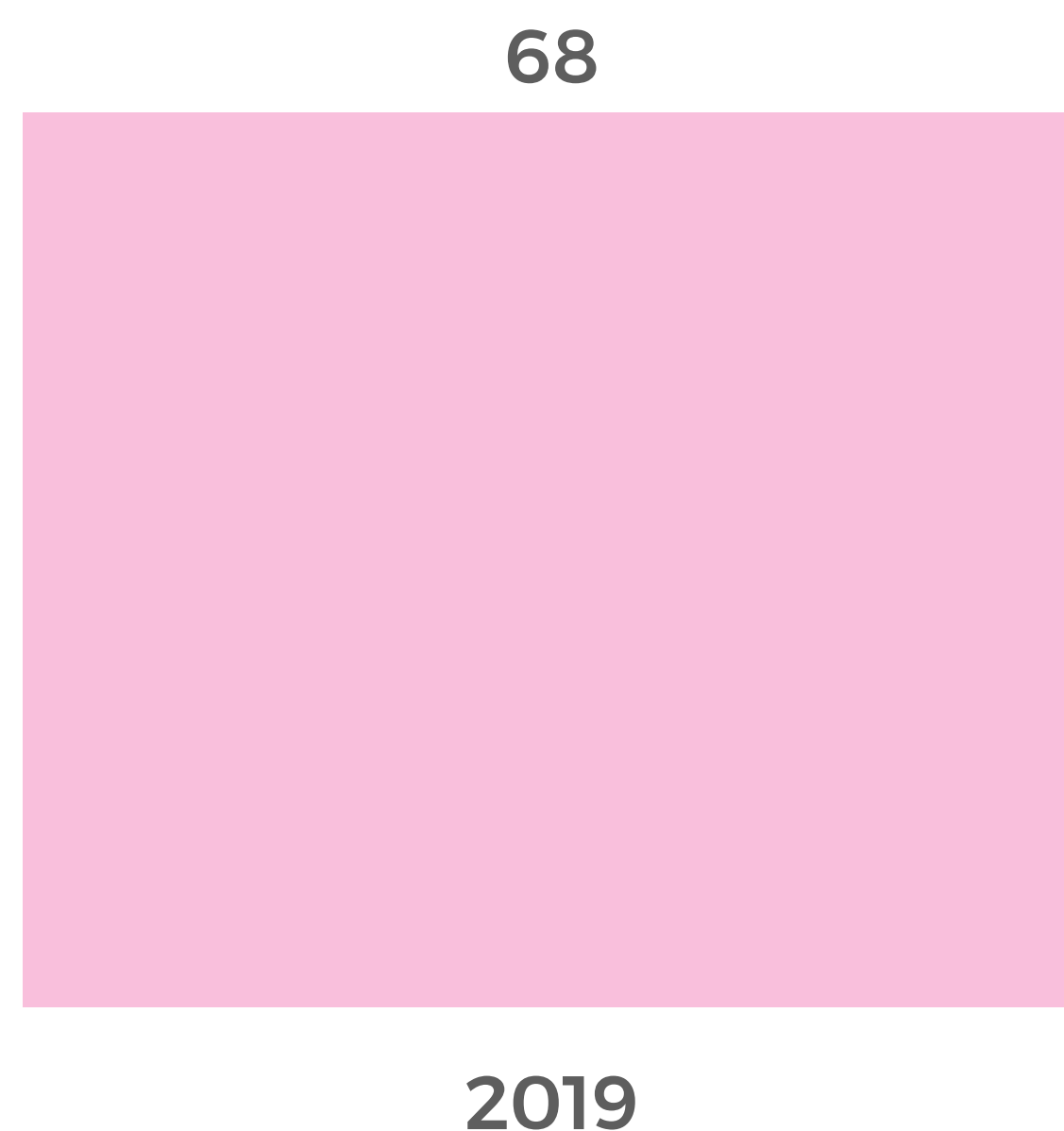
THE INFINITE DIAL SOUTH AFRICA © 2022 EDISON RESEARCH

# 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

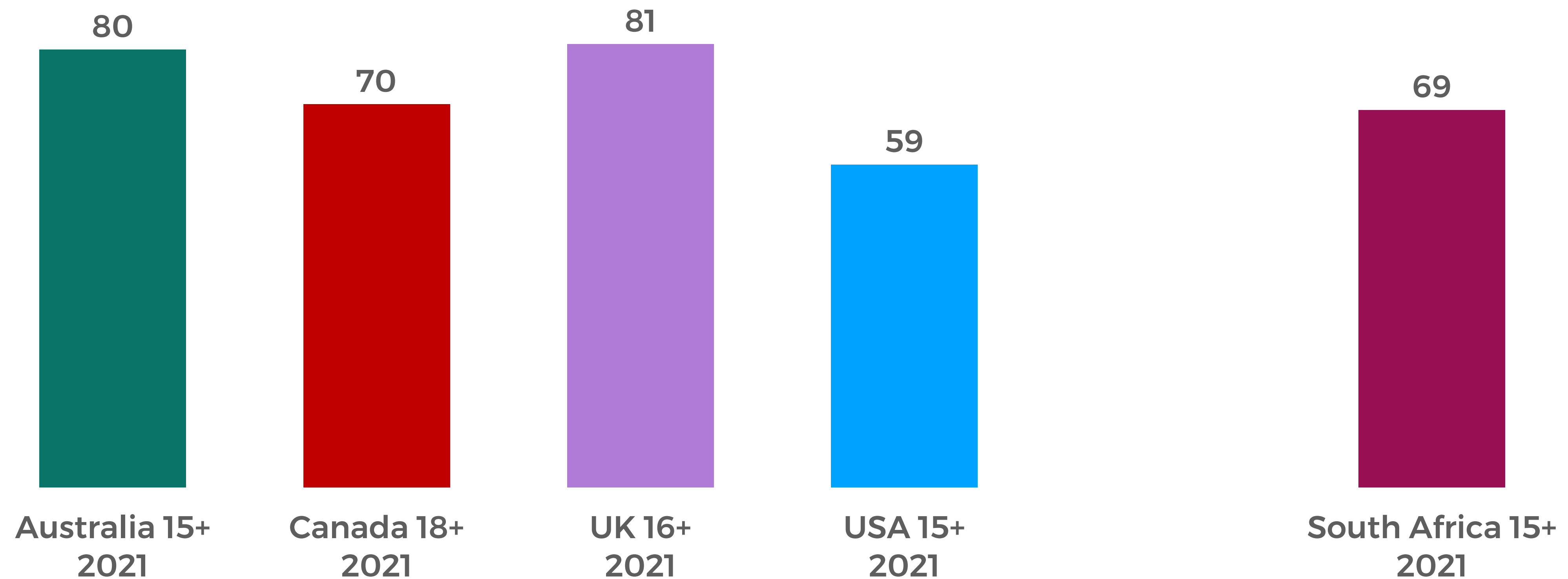


# Listening to Radio in the Last Week

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

% LISTENED TO RADIO IN LAST WEEK

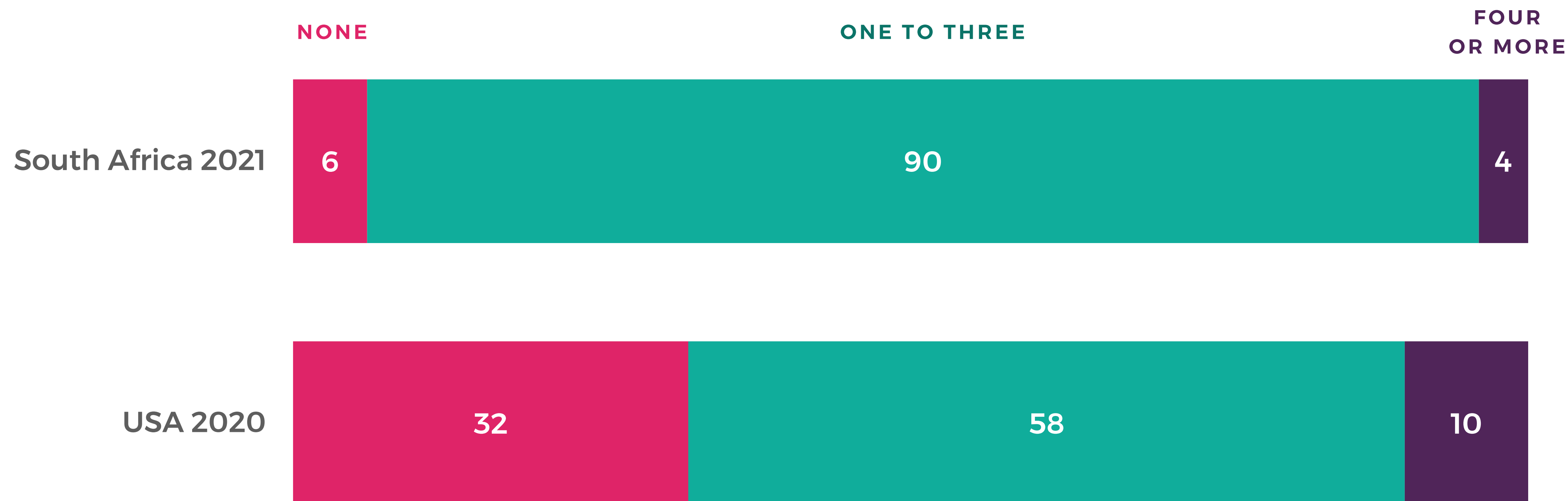
RADIO INCLUDES AM/FM RADIO, BOTH OVER-THE-AIR AND ONLINE



# 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

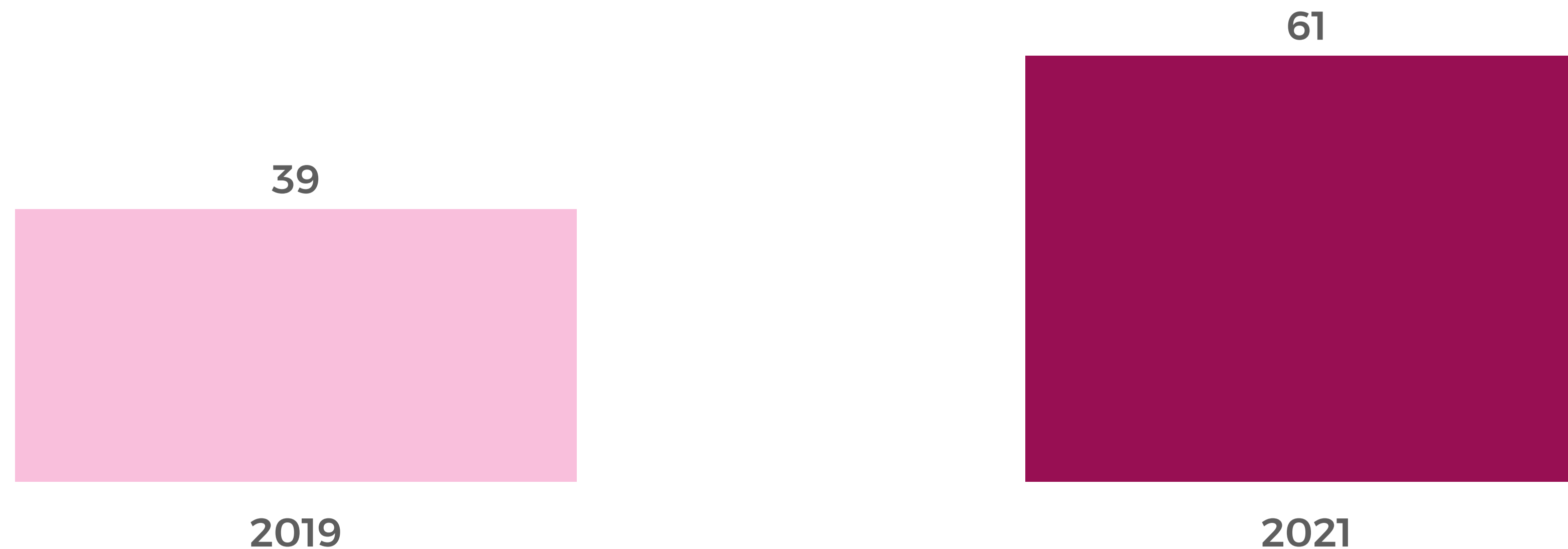


# Monthly Online Audio Listening

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



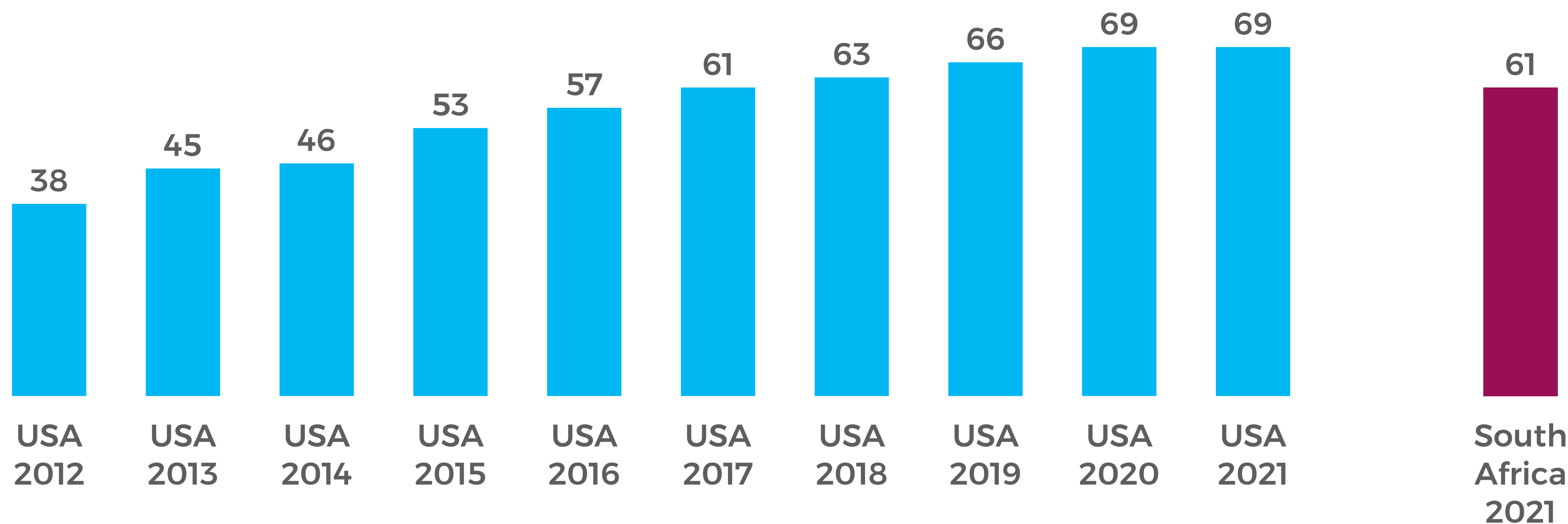


# Monthly Online Audio Listening

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

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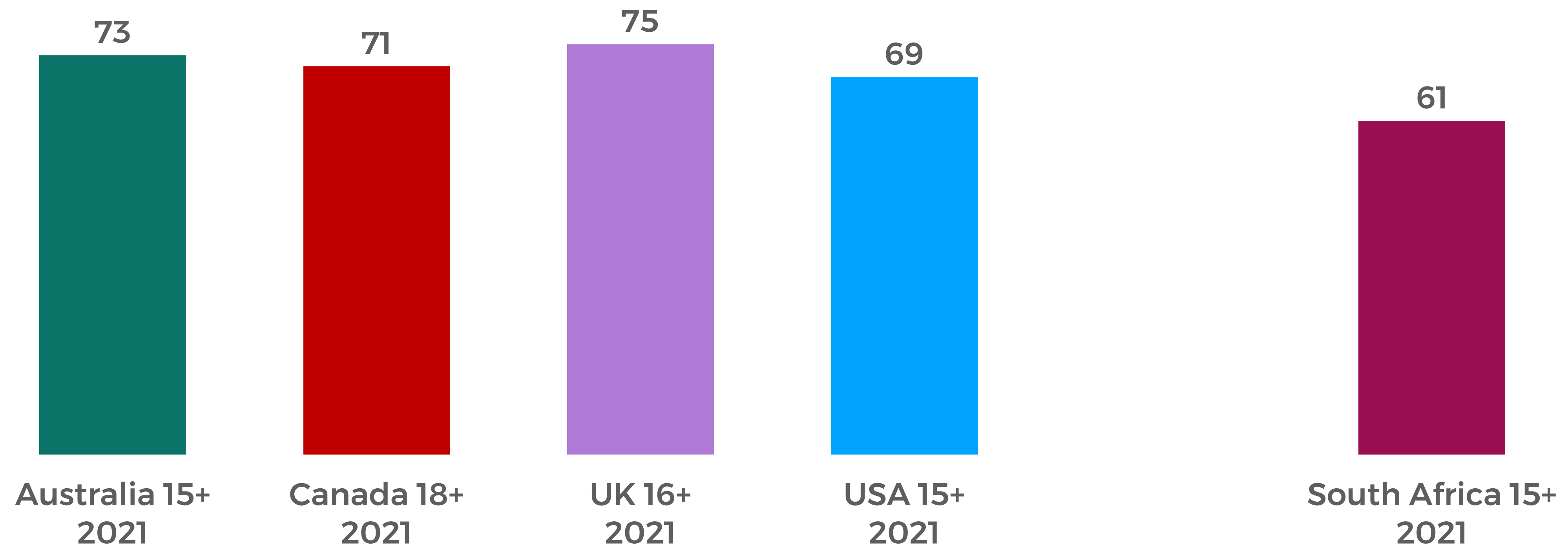


# Monthly Online Audio Listening

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

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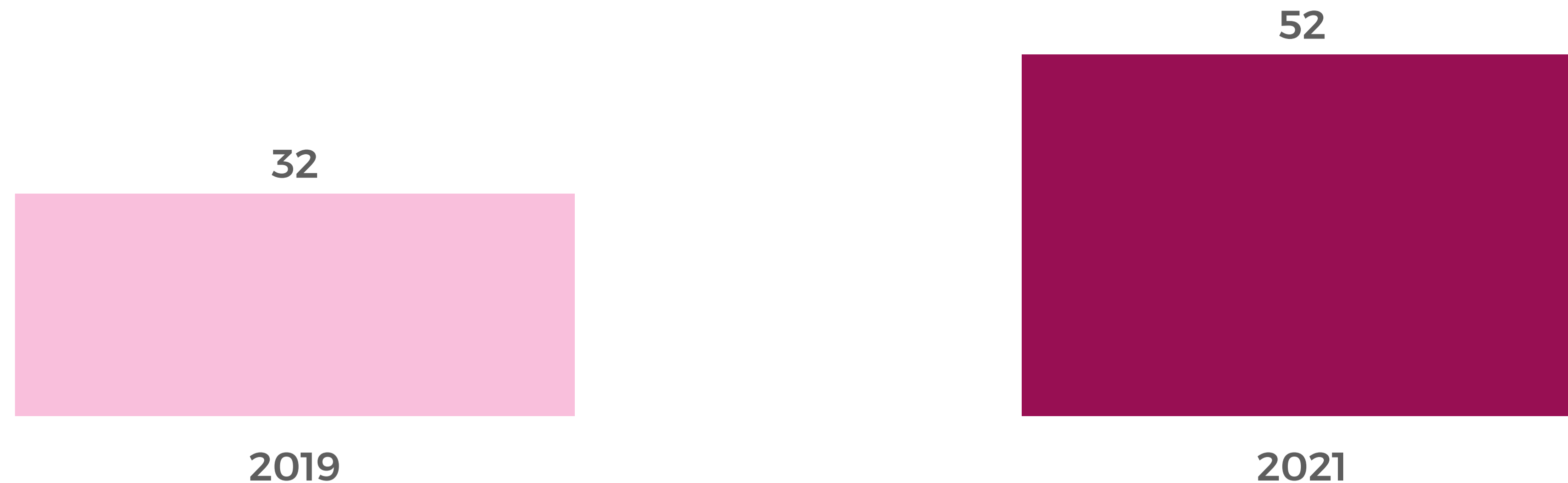


# Weekly Online Audio Listening

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

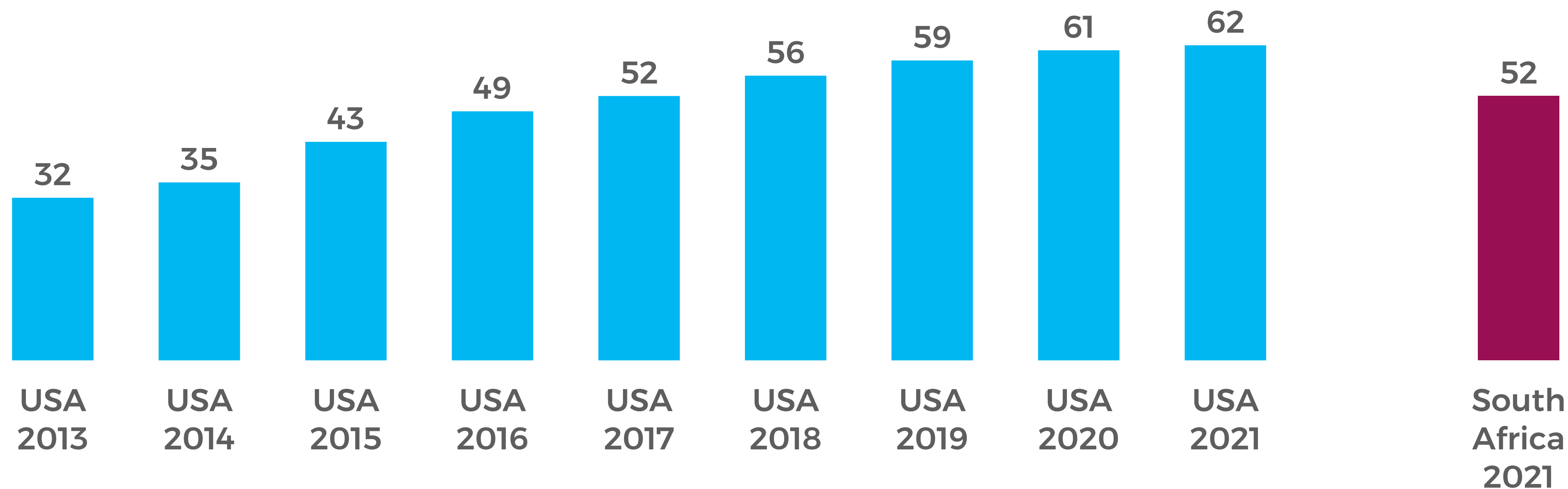


# Weekly Online Audio Listening

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

% LISTENED TO ONLINE AUDIO IN LAST WEEK

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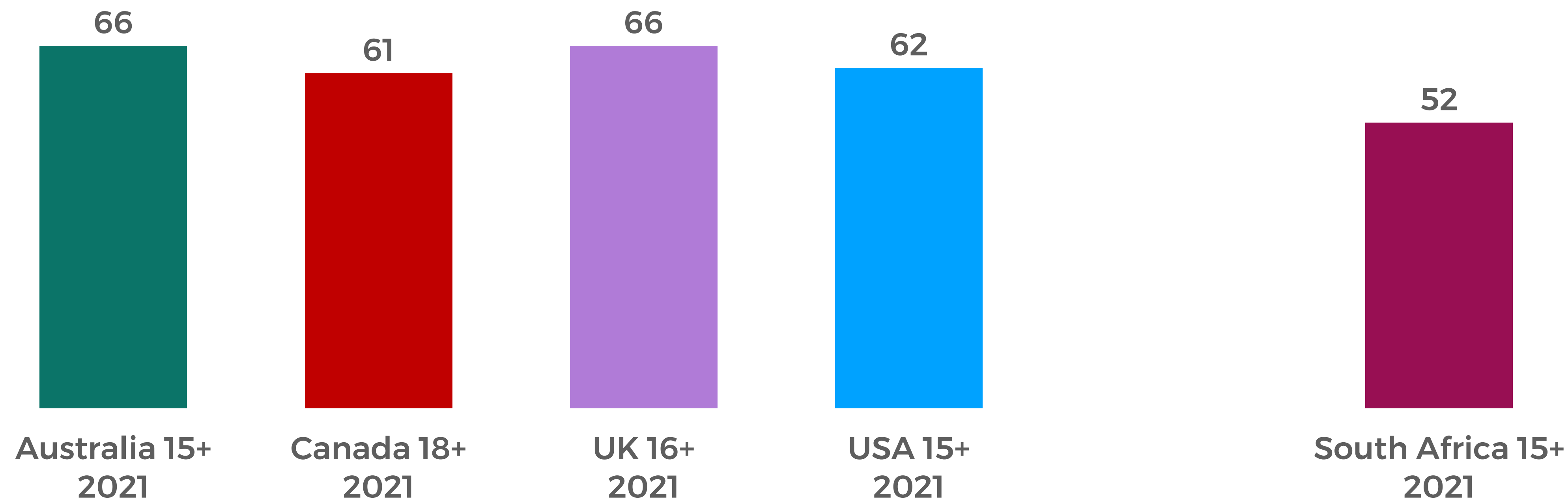


# Weekly Online Audio Listening

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

% LISTENED TO ONLINE AUDIO IN LAST WEEK

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR  
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



# Average Time Spent Listening to Online Audio

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

HOURS:MINUTES IN LAST WEEK



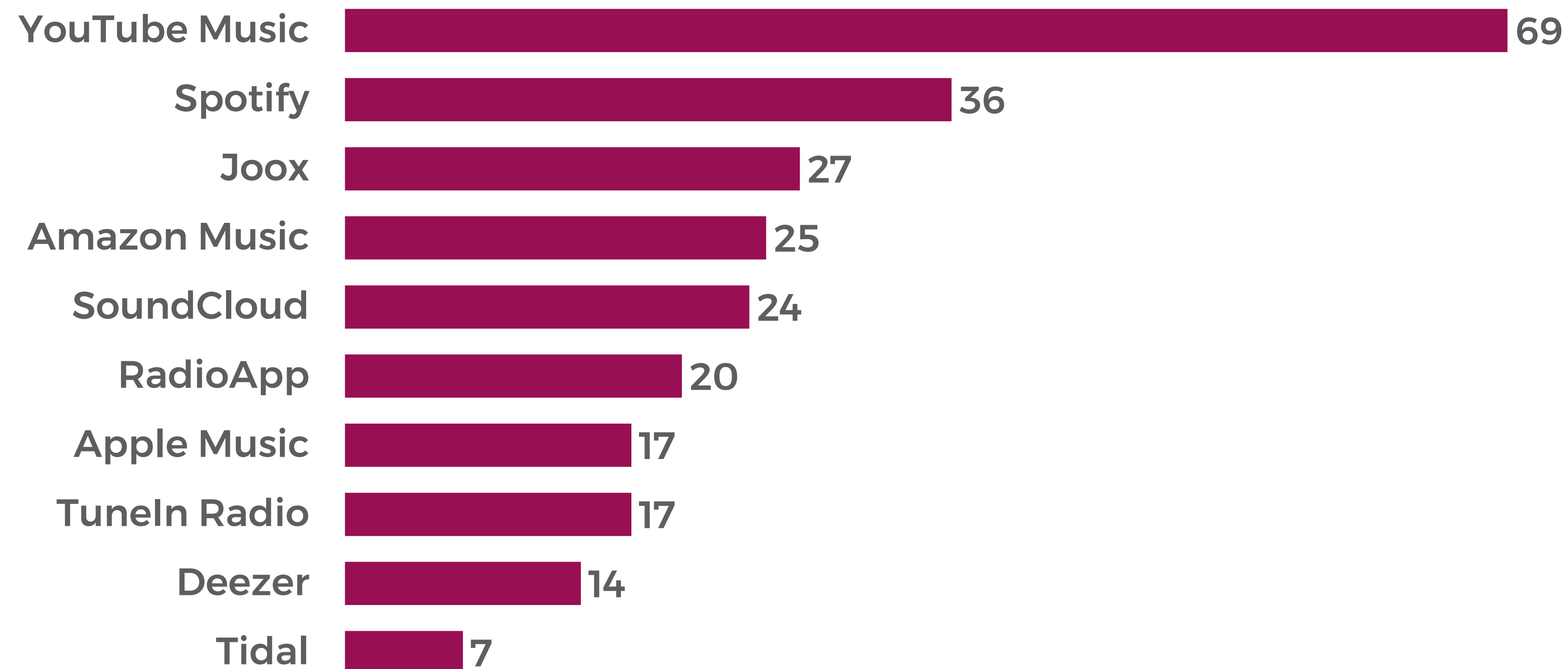


# Online Audio Brands

# Online Audio Brand Awareness

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

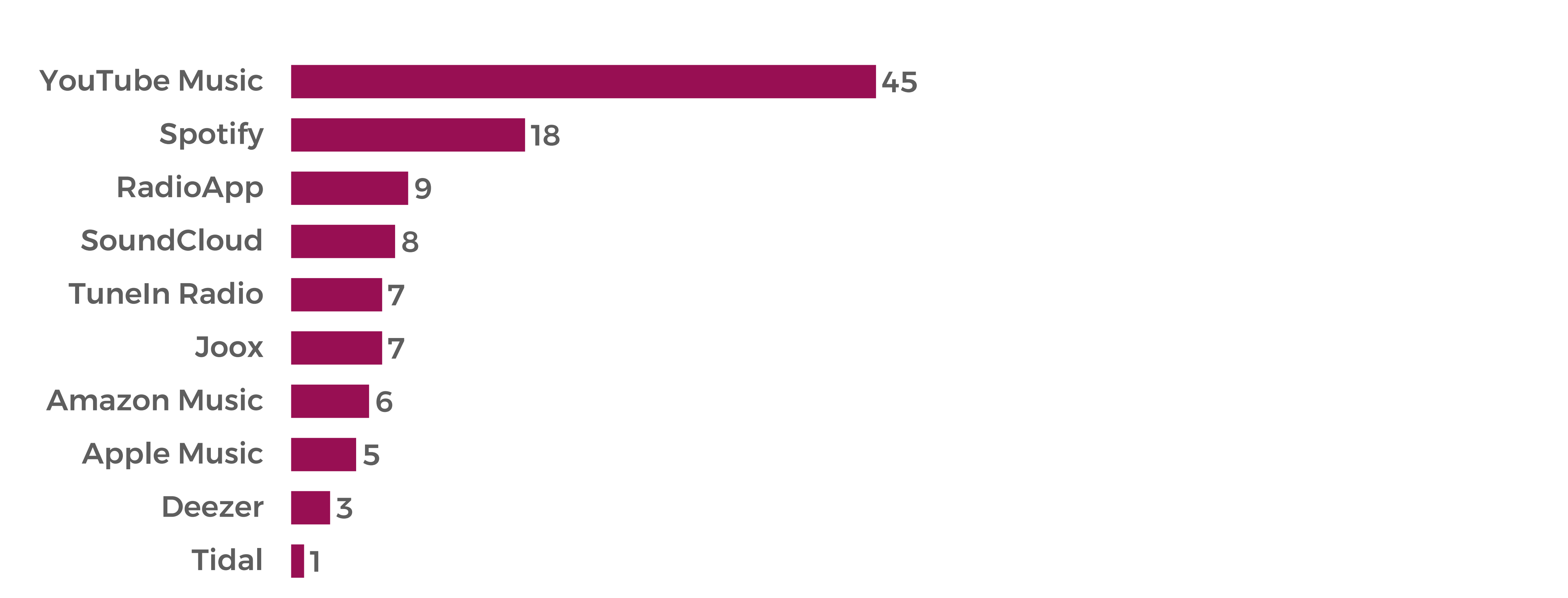
% AWARE OF ONLINE AUDIO BRAND



# Online Audio Brands Listened to in Last Month

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

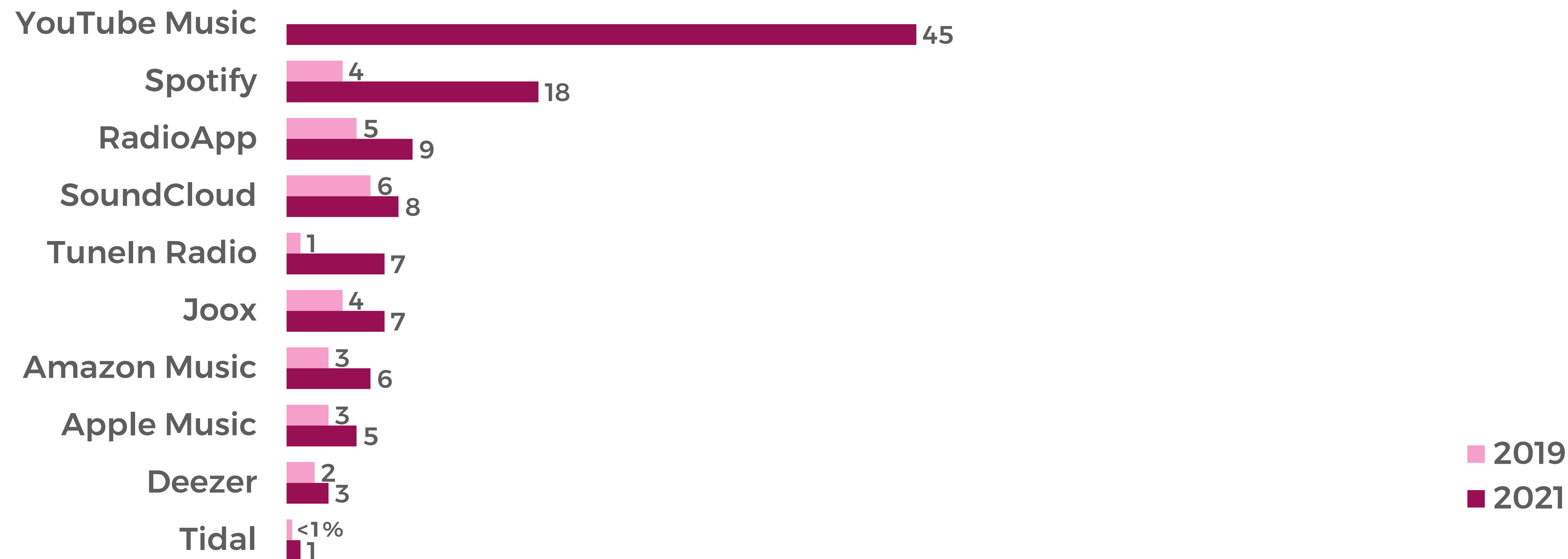
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



# Online Audio Brands Listened to in Last Month

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

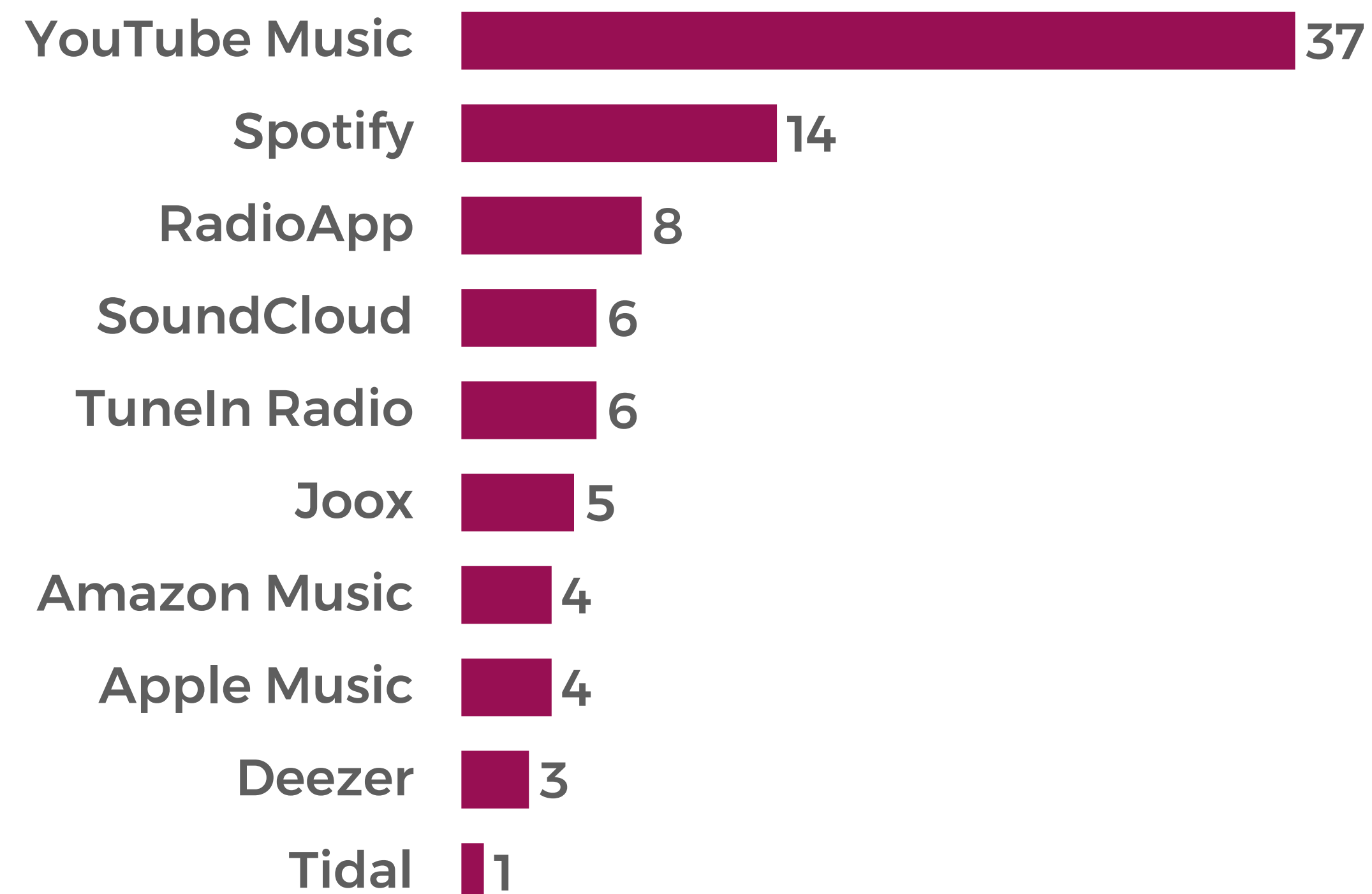
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



# Online Audio Brands Listened to in Last Week

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

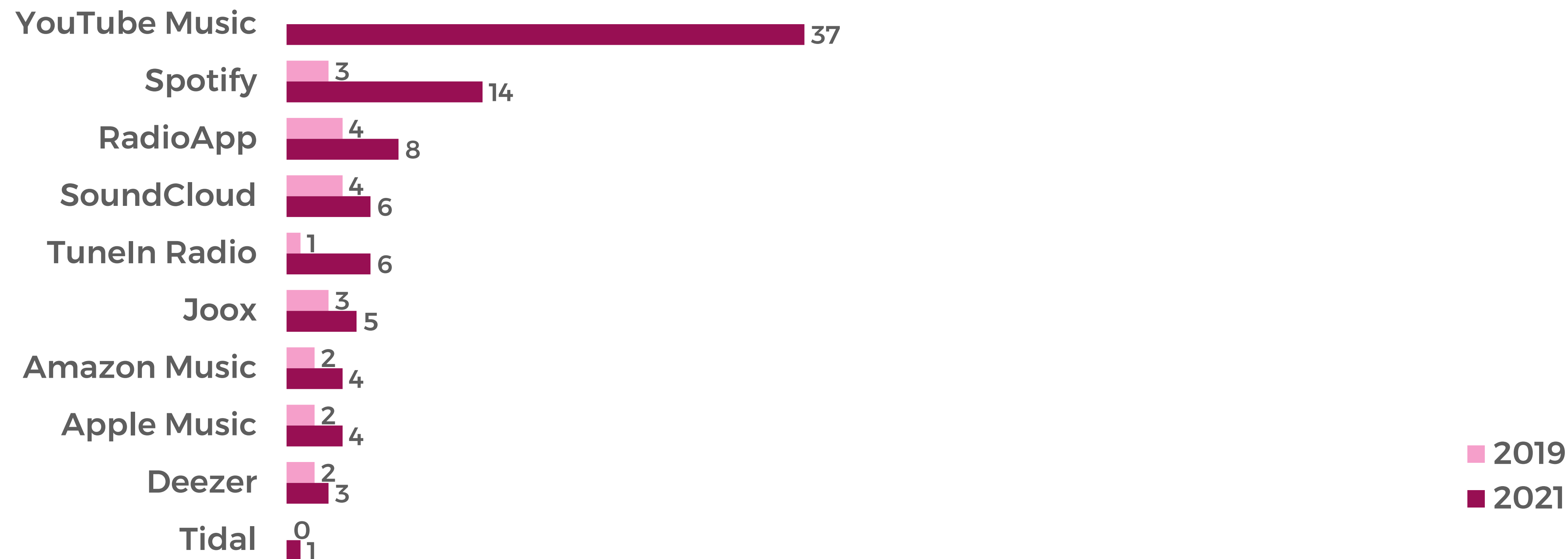
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



# Online Audio Brands Listened to in Last Week

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

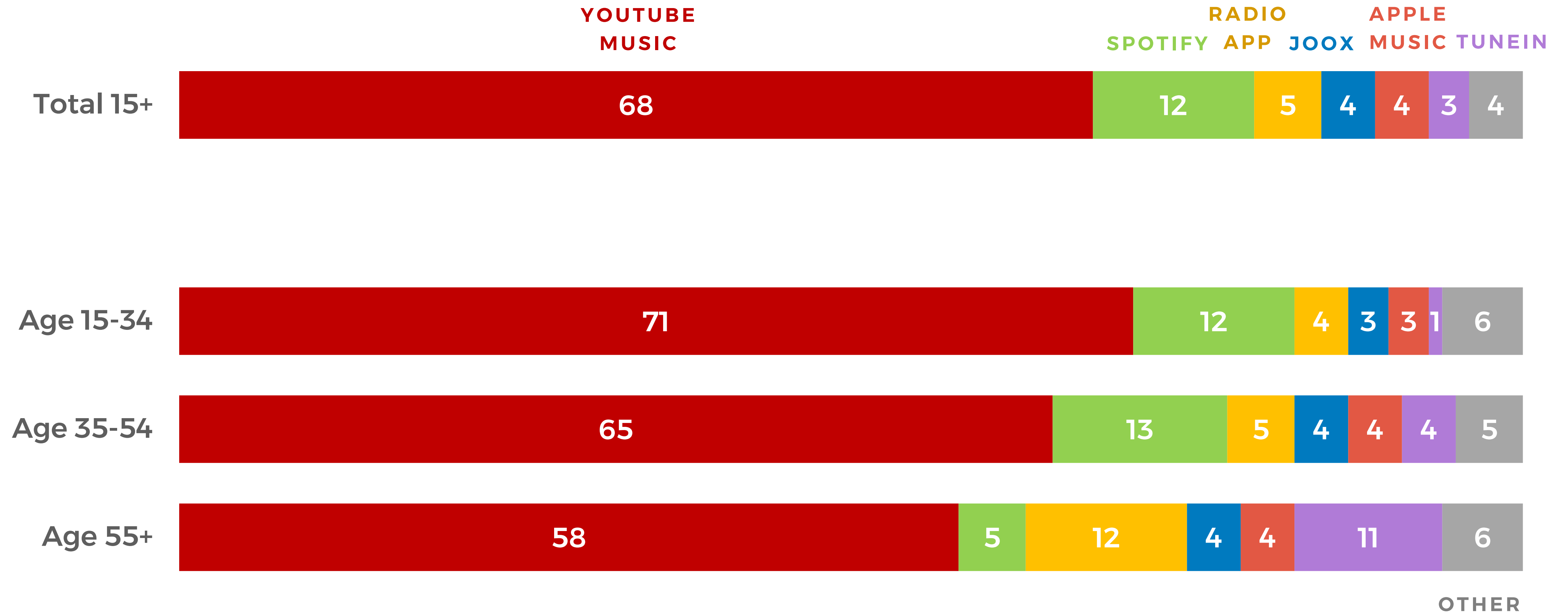
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK





# Online Audio Brand Used Most Often

TOTAL SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

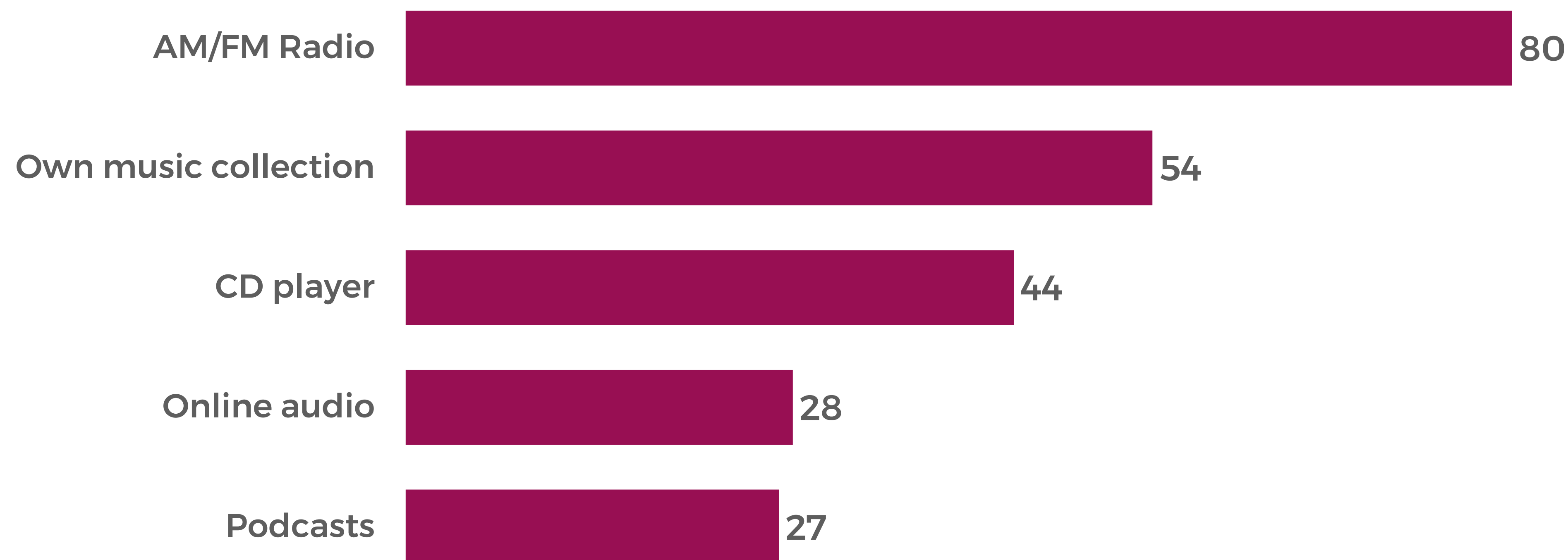


# In-Car Media

# 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%

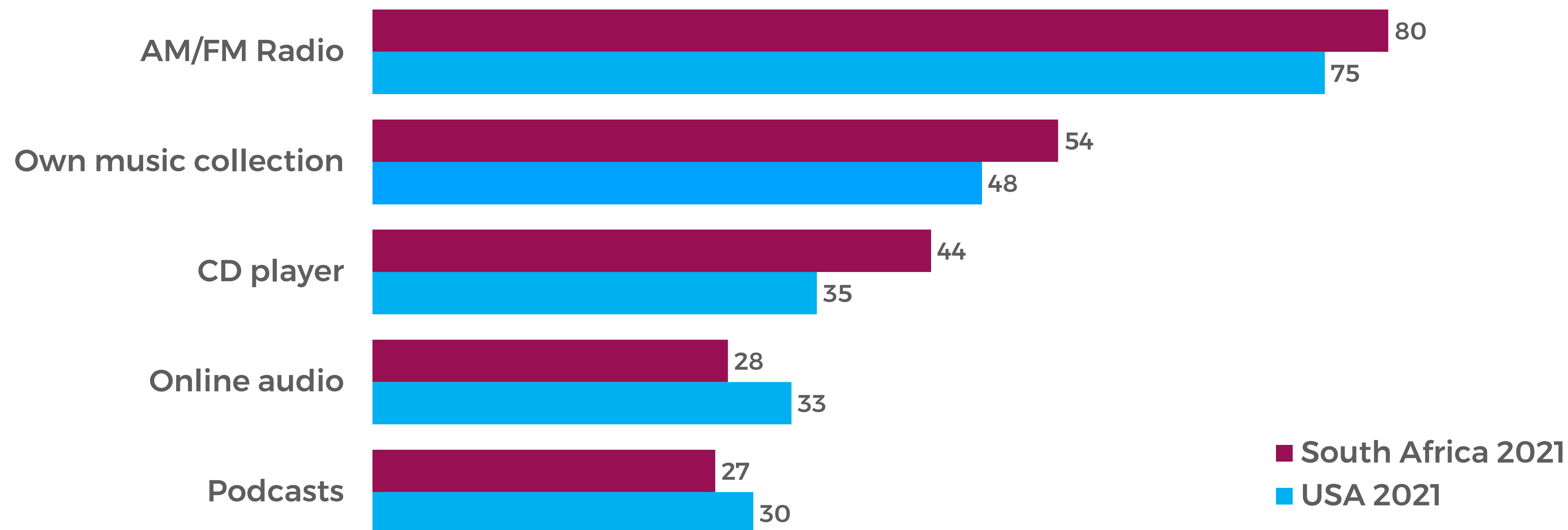
% USING AUDIO SOURCE IN CAR



# 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+

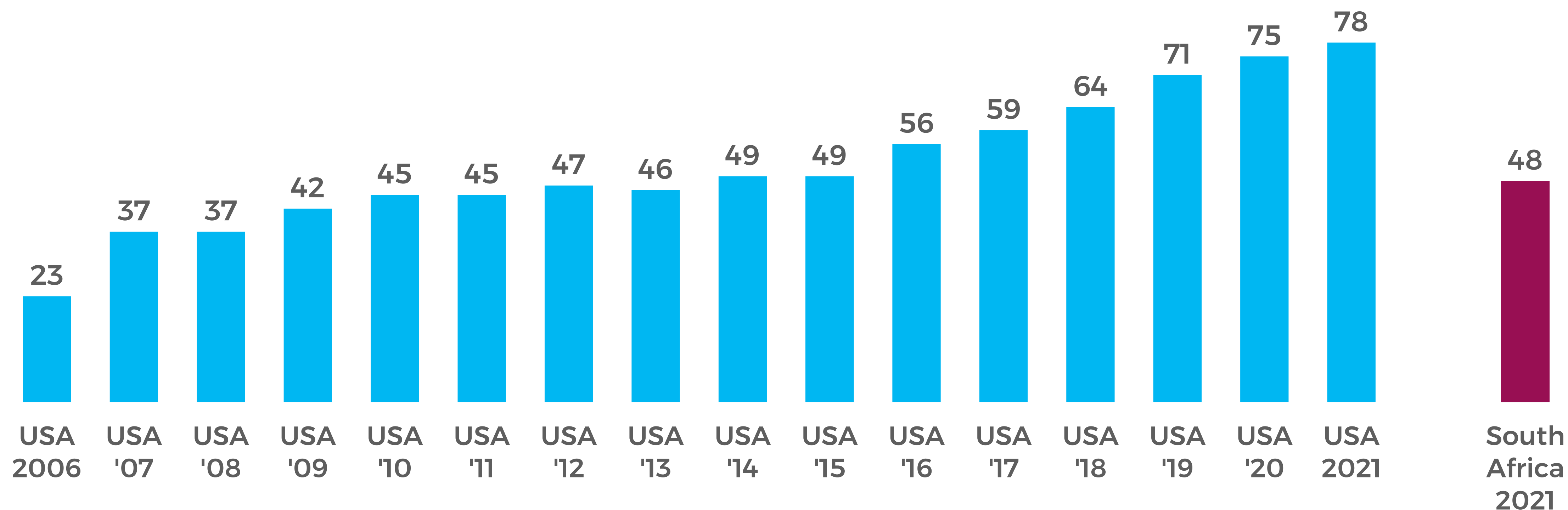
% FAMILIAR WITH PODCASTS



# Podcast Awareness

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

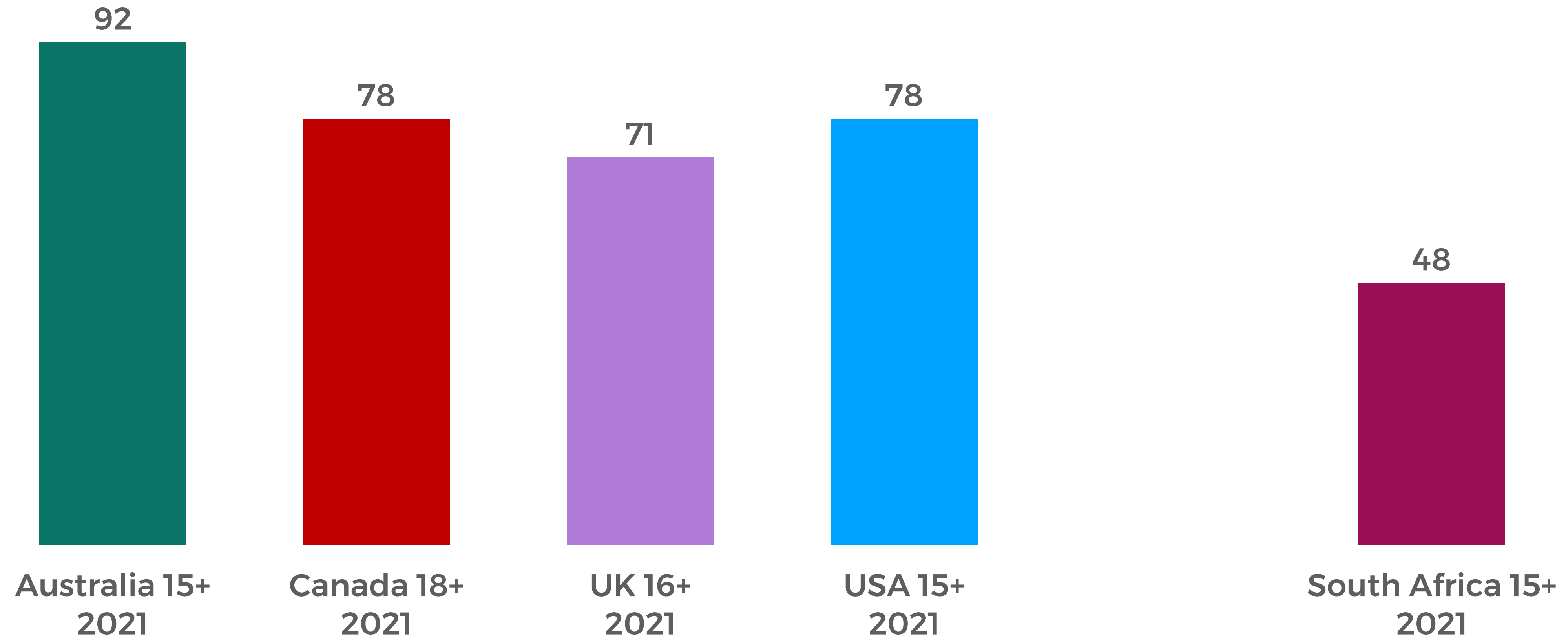
% AWARE OF PODCASTS



# 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+

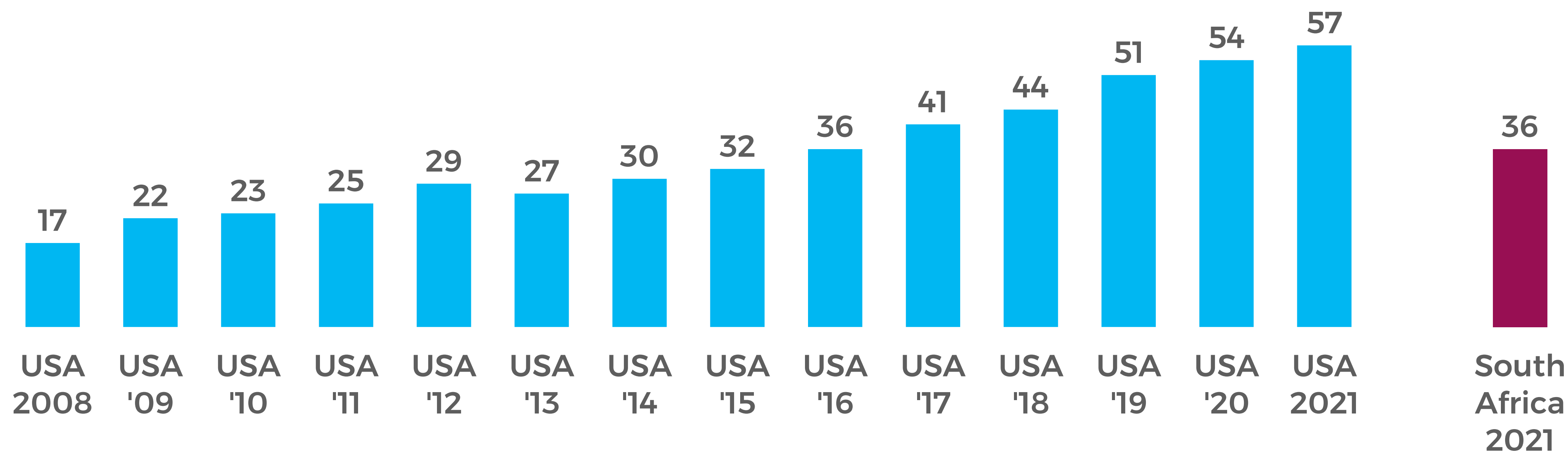
% EVER LISTENED TO A PODCAST



# Podcast Listening

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

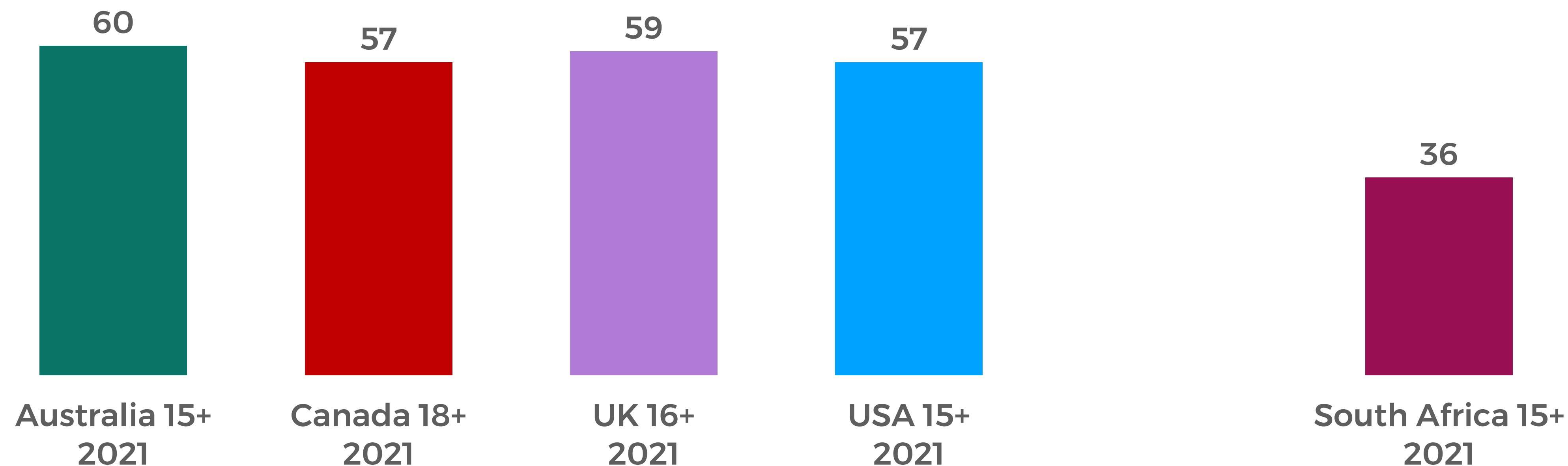
% EVER LISTENED TO A PODCAST



# 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+

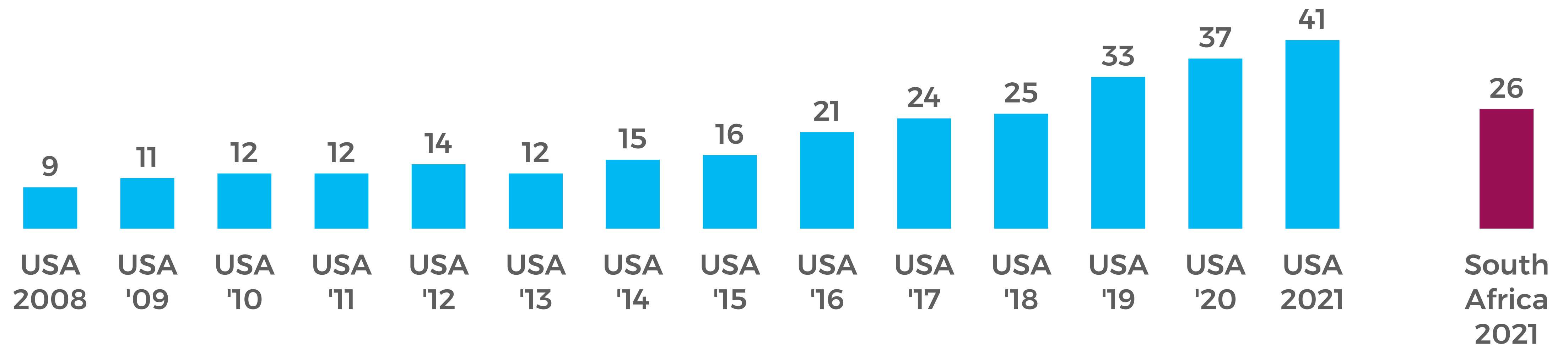
% LISTENED TO A PODCAST IN LAST MONTH



# Monthly Podcast Listening

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

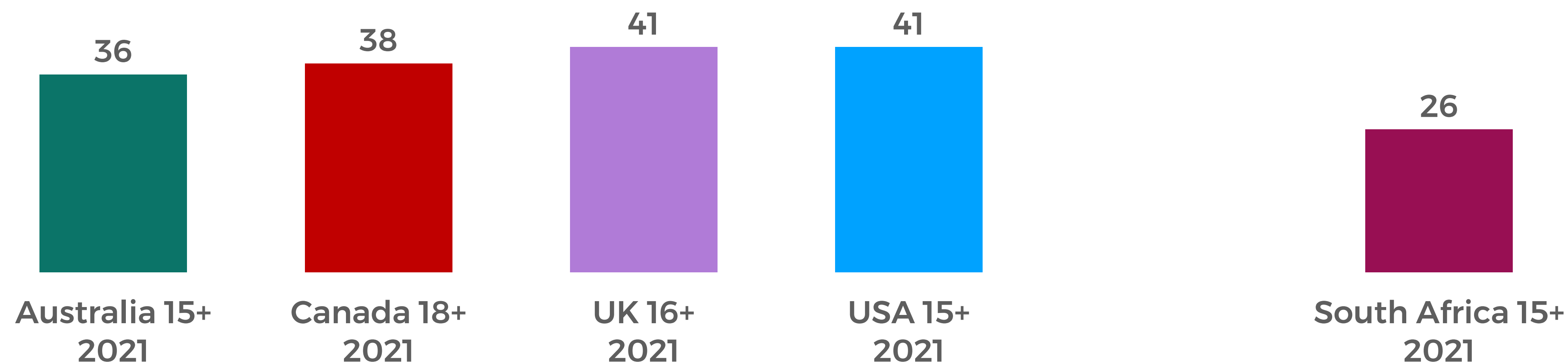
% LISTENED TO A PODCAST IN LAST MONTH



# Monthly Podcast Listening

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

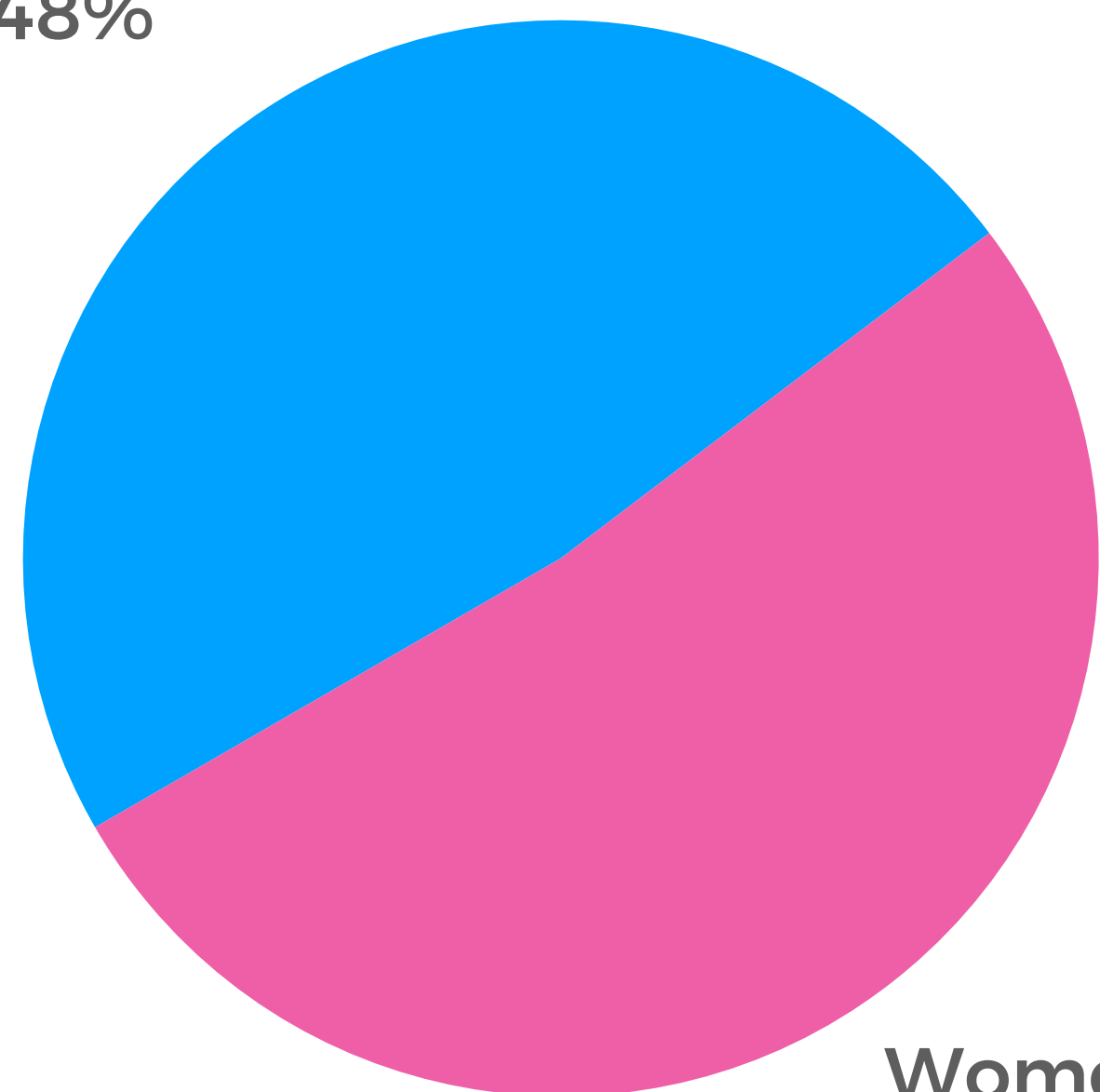
% LISTENED TO A PODCAST IN LAST MONTH



# Composition of Monthly Podcast Listeners

SOUTH AFRICA  
MAJOR METRO COMMERCIAL  
POPULATION 15+

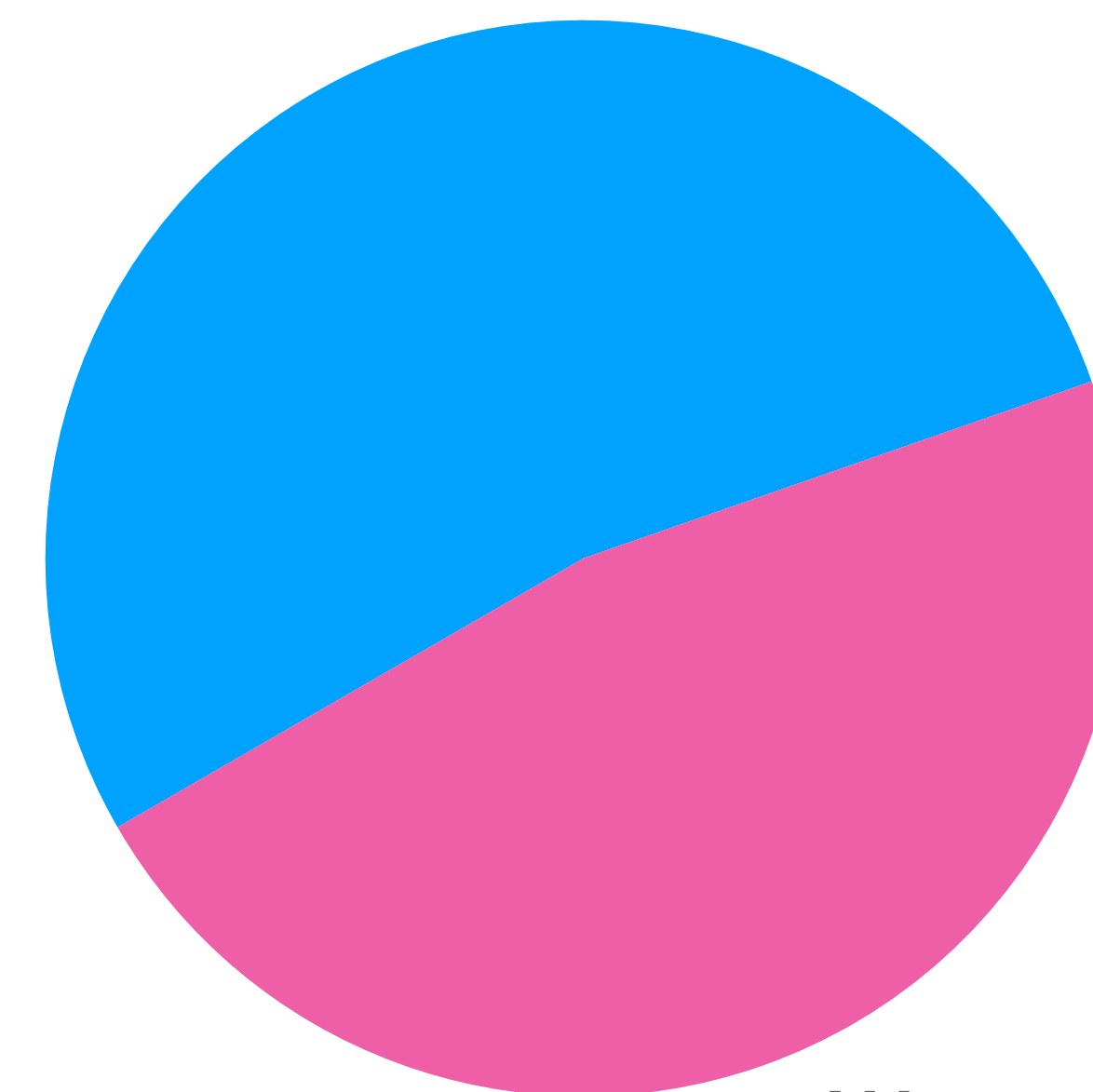
Men  
48%



Women  
52%

SOUTH AFRICA  
MONTHLY PODCAST CONSUMERS 15+

Men  
53%



Women  
47%

# Composition of Monthly Podcast Listeners

SOUTH AFRICA  
MAJOR METRO COMMERCIAL  
POPULATION 15+

Age 15-34  
44%

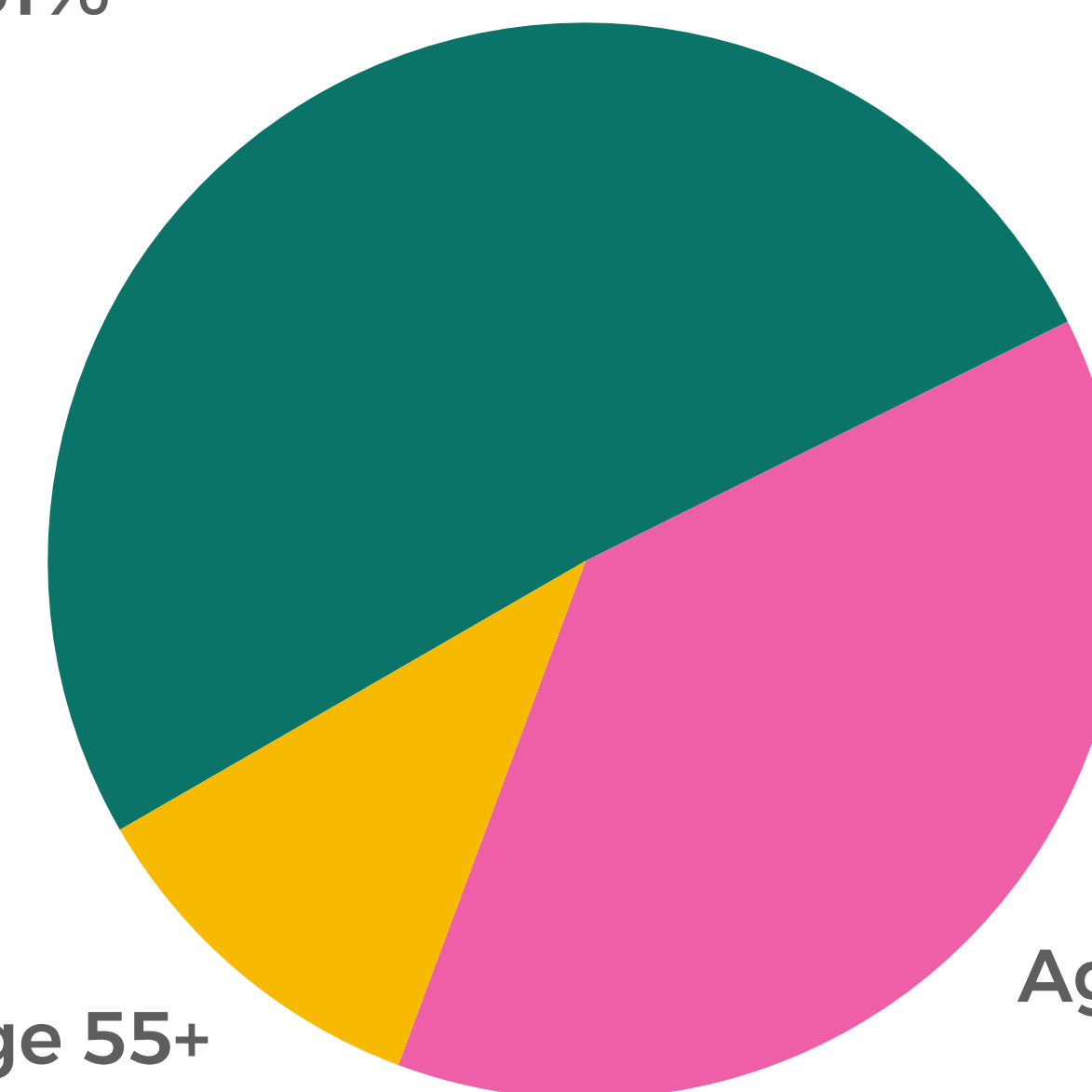


Age 55+  
21%

Age 35-54  
35%

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+

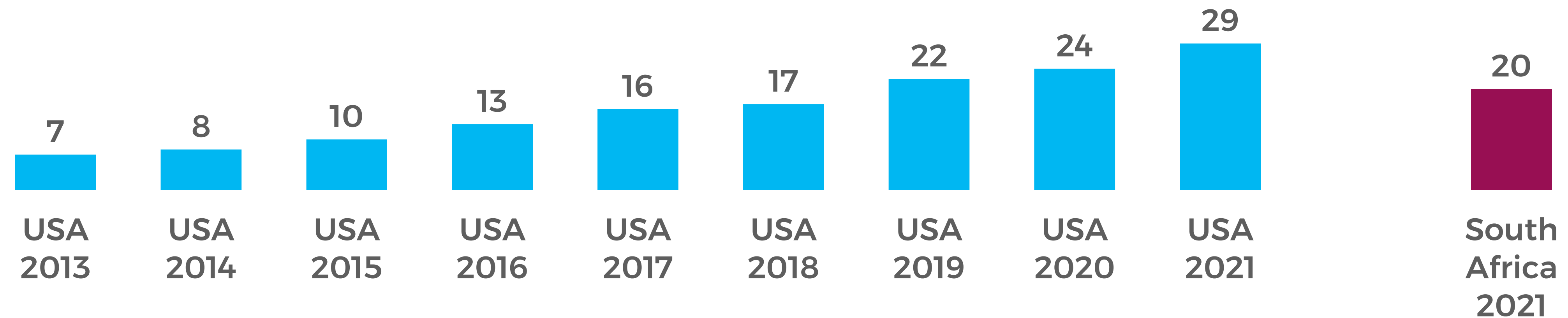
% LISTENED TO A PODCAST IN LAST WEEK



# Weekly Podcast Listening

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

% LISTENED TO A PODCAST IN LAST WEEK

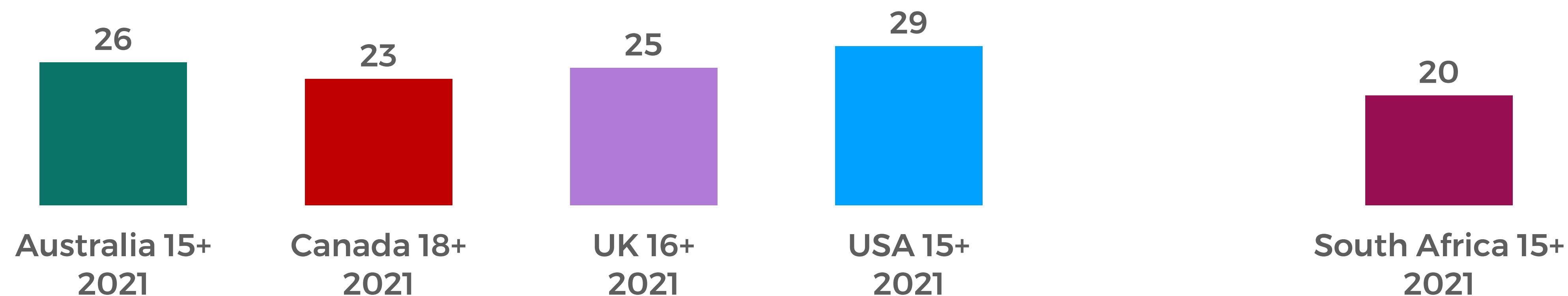




# Weekly Podcast Listening

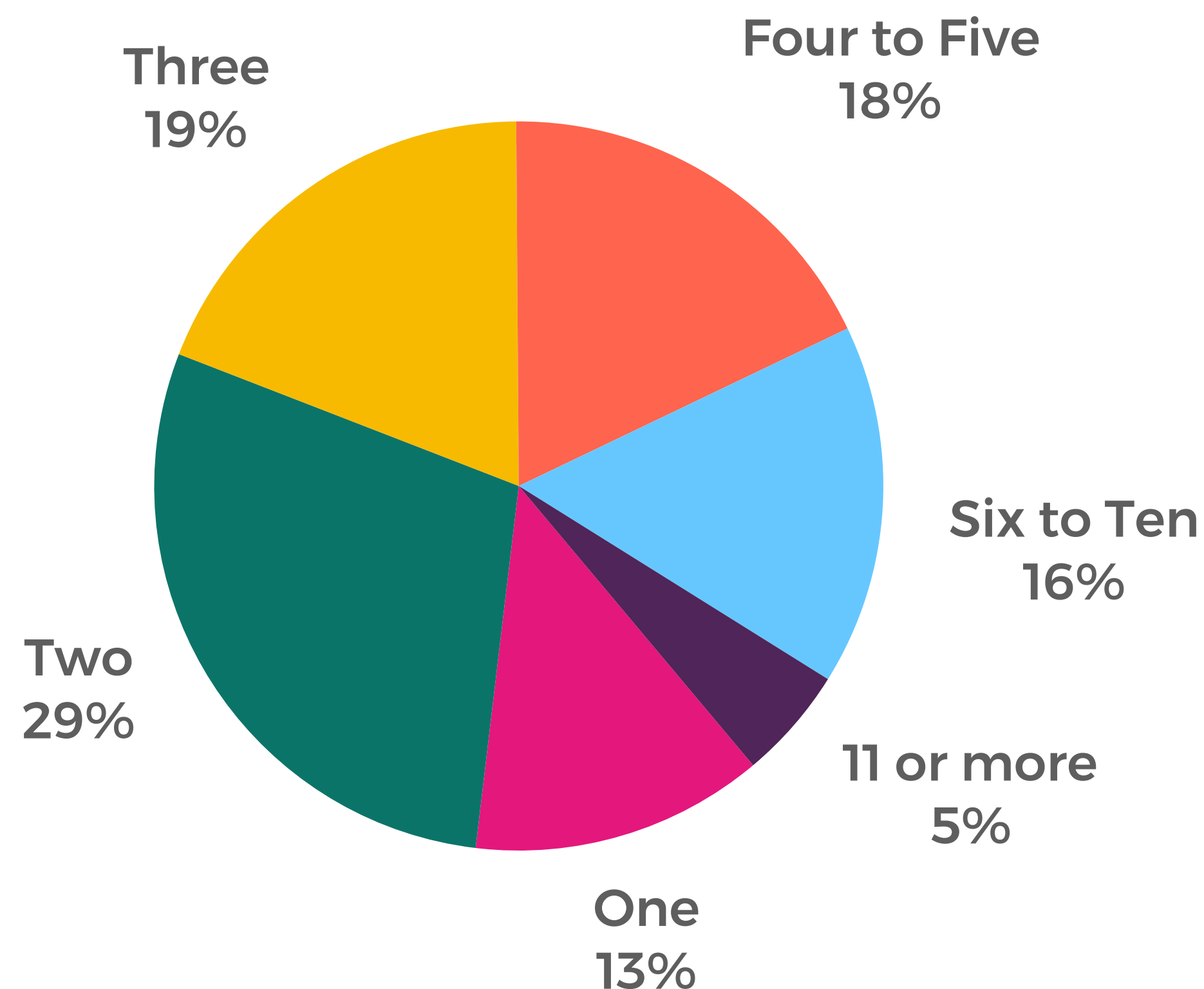
AUSTRALIA 15+, CANADA 18+, UK 16+, USA 15+ TOTAL POPULATIONS; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENED TO A PODCAST IN LAST WEEK



# Number of Podcast Episodes Listened to in Last Week

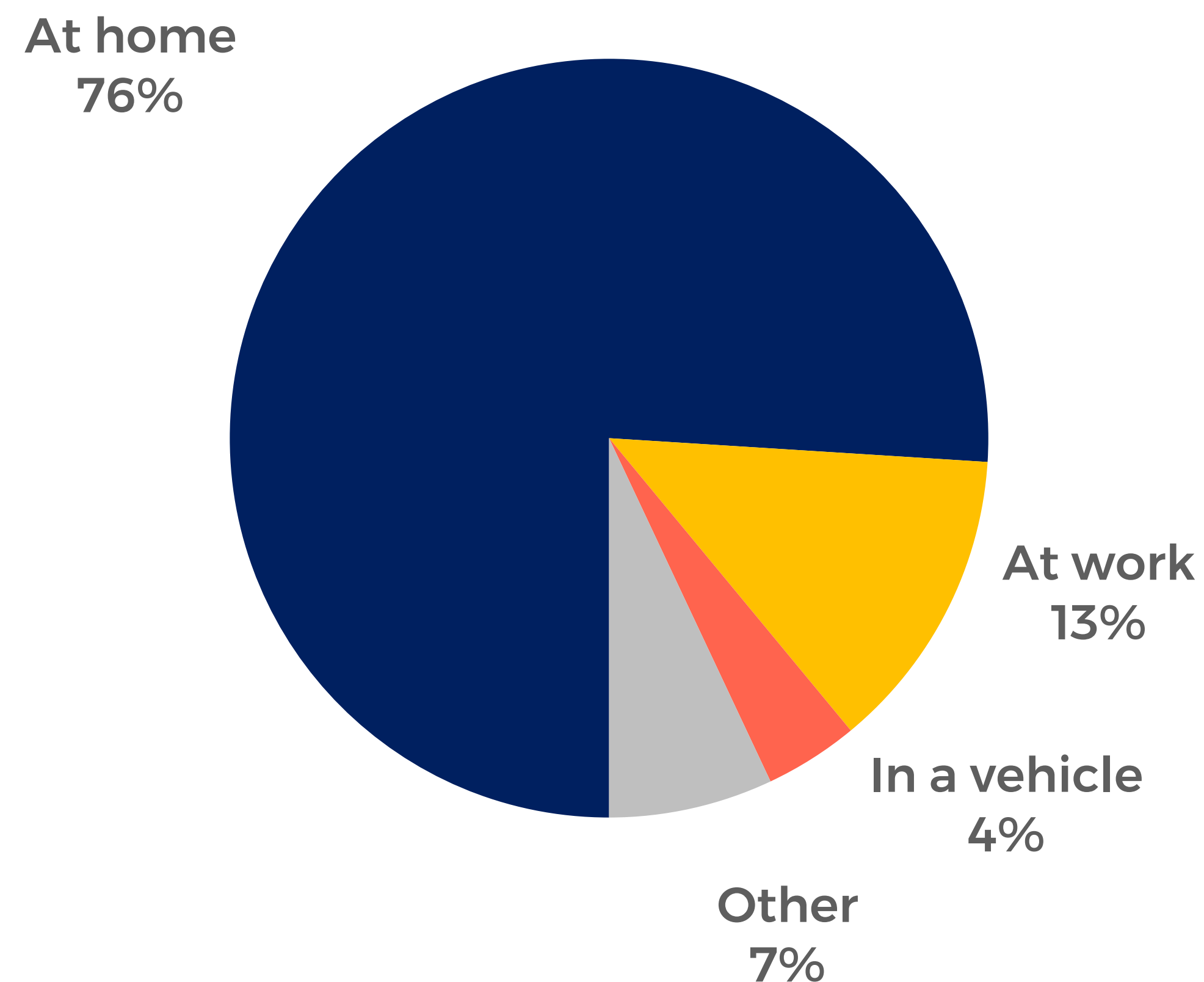
BASE: WEEKLY SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+ PODCAST LISTENERS; 20%



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

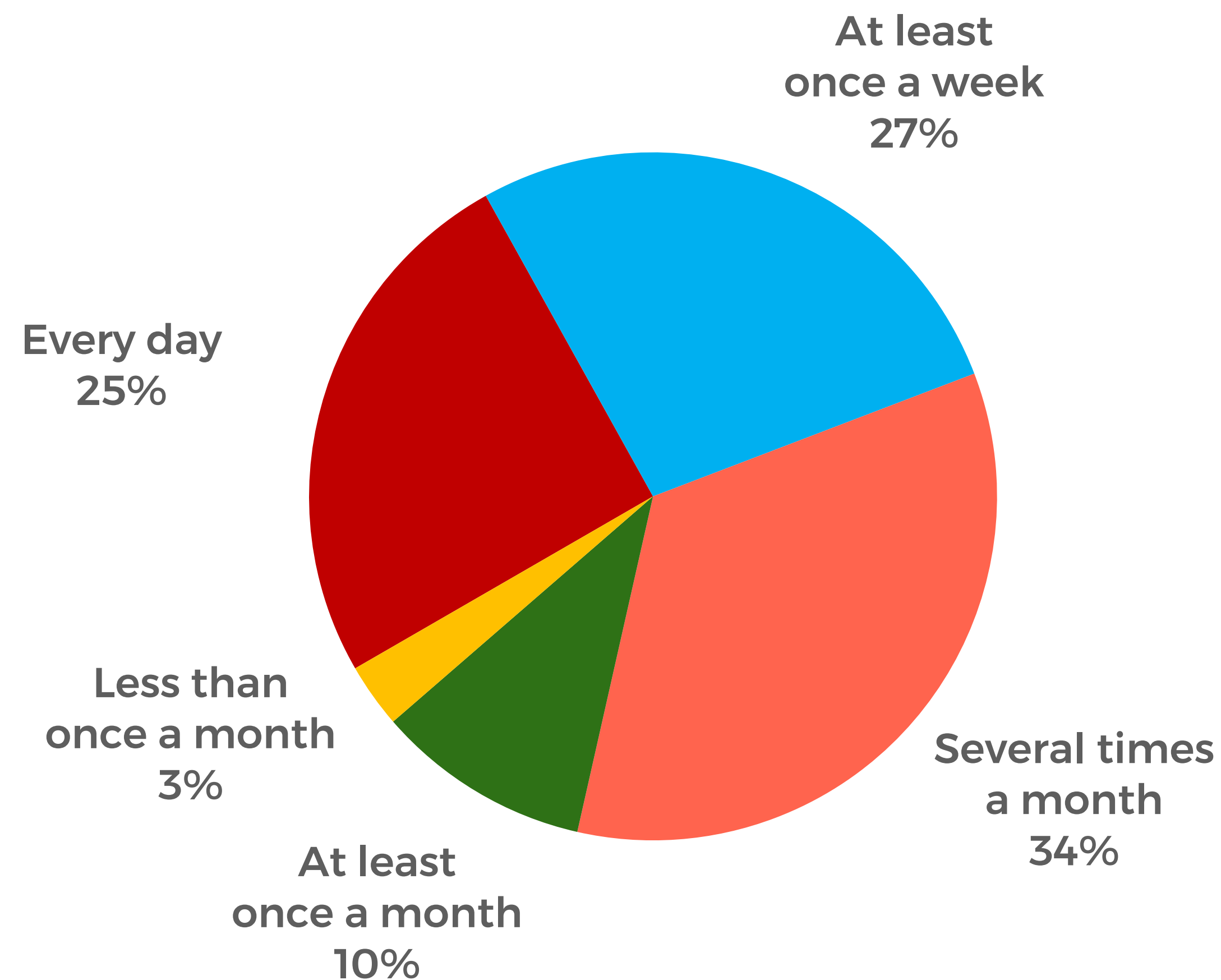
# Location Where Podcasts are Listened to Most Often

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



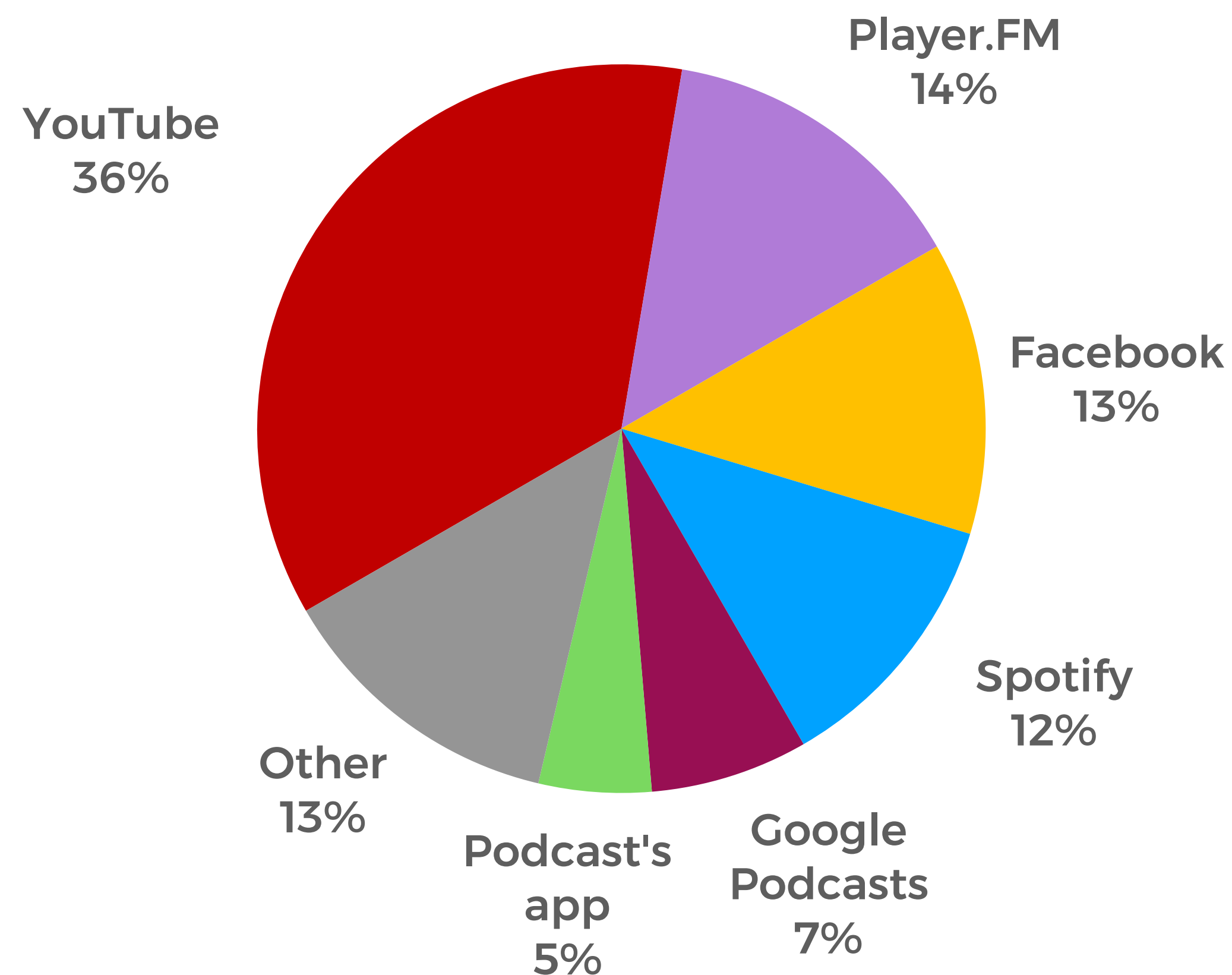
# Frequency of Listening to Podcasts

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



# Service Used Most Often to Listen to Podcasts

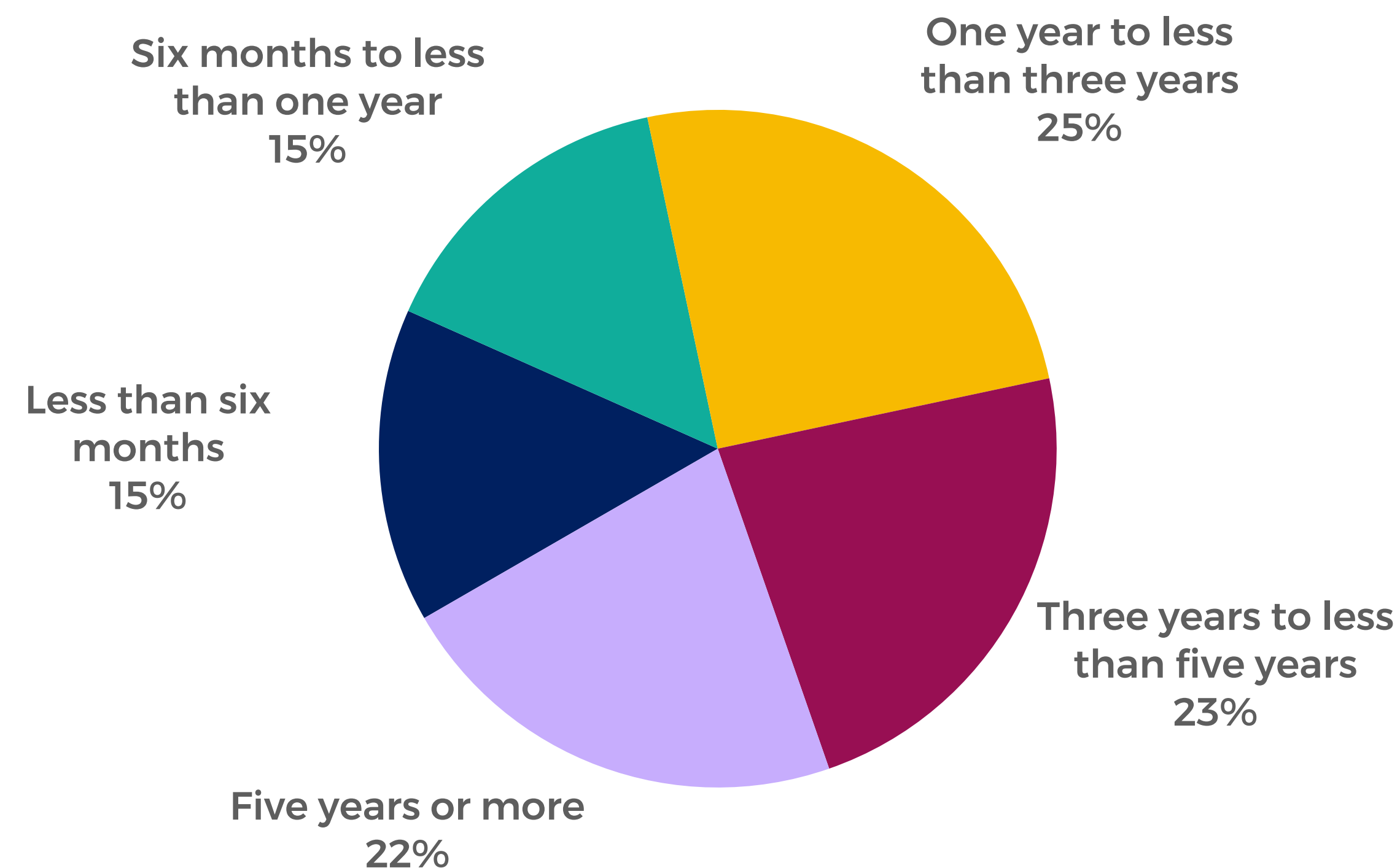
BASE: MONTHLY SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+ PODCAST LISTENERS; 26%



# 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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