



The Infinite Dial 2022

#InfiniteDial



WONDERY



THE INFINITE DIAL © 2022 EDISON RESEARCH

#InfiniteDial

Study Overview

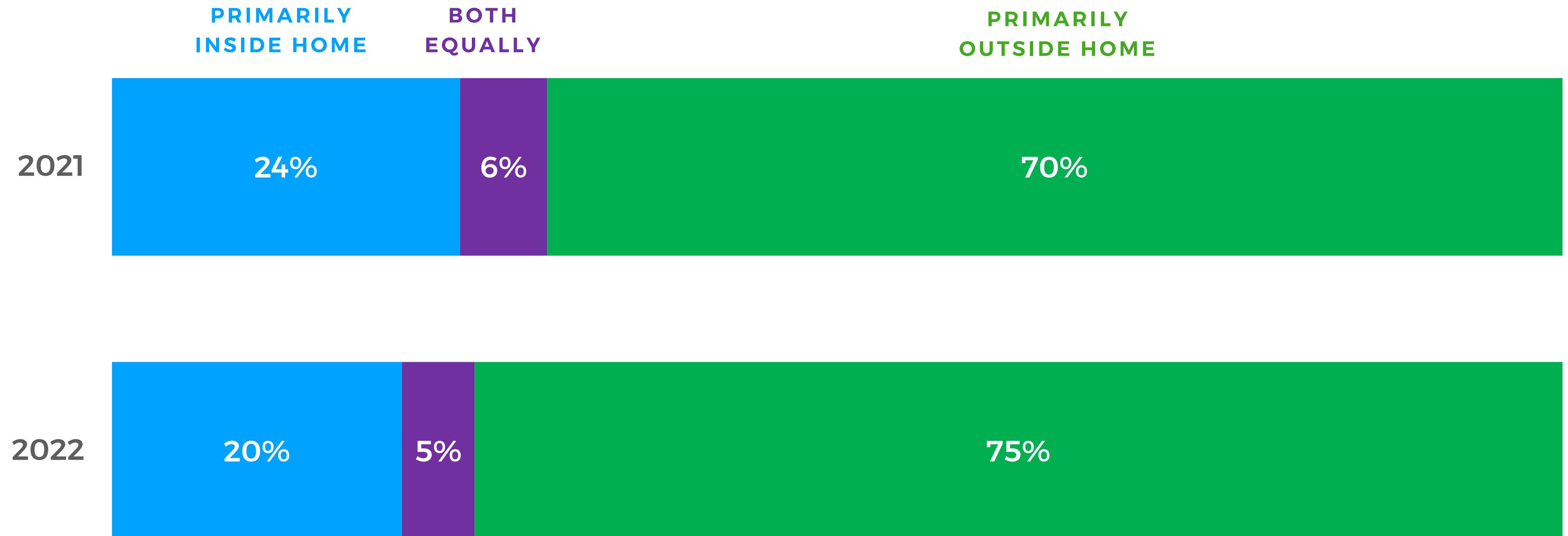
- ▶ The Infinite Dial is the longest-running survey of digital media consumer behavior in America
- ▶ The annual reports in this series have covered a wide range of digital media and topics since 1998
- ▶ The Infinite Dial tracks mobile behaviors, internet audio, podcasting, social media, smart speakers and more

Study Methodology

- ▶ In January 2022, Edison Research conducted a national telephone survey of 1502 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines
- ▶ Survey offered in both English and Spanish
- ▶ Data weighted to national 12+ U.S. population figures

Primary Work Location

BASE: U.S. AGE 18+ WHO ARE CURRENTLY EMPLOYED FULL-TIME OR PART-TIME; 56%

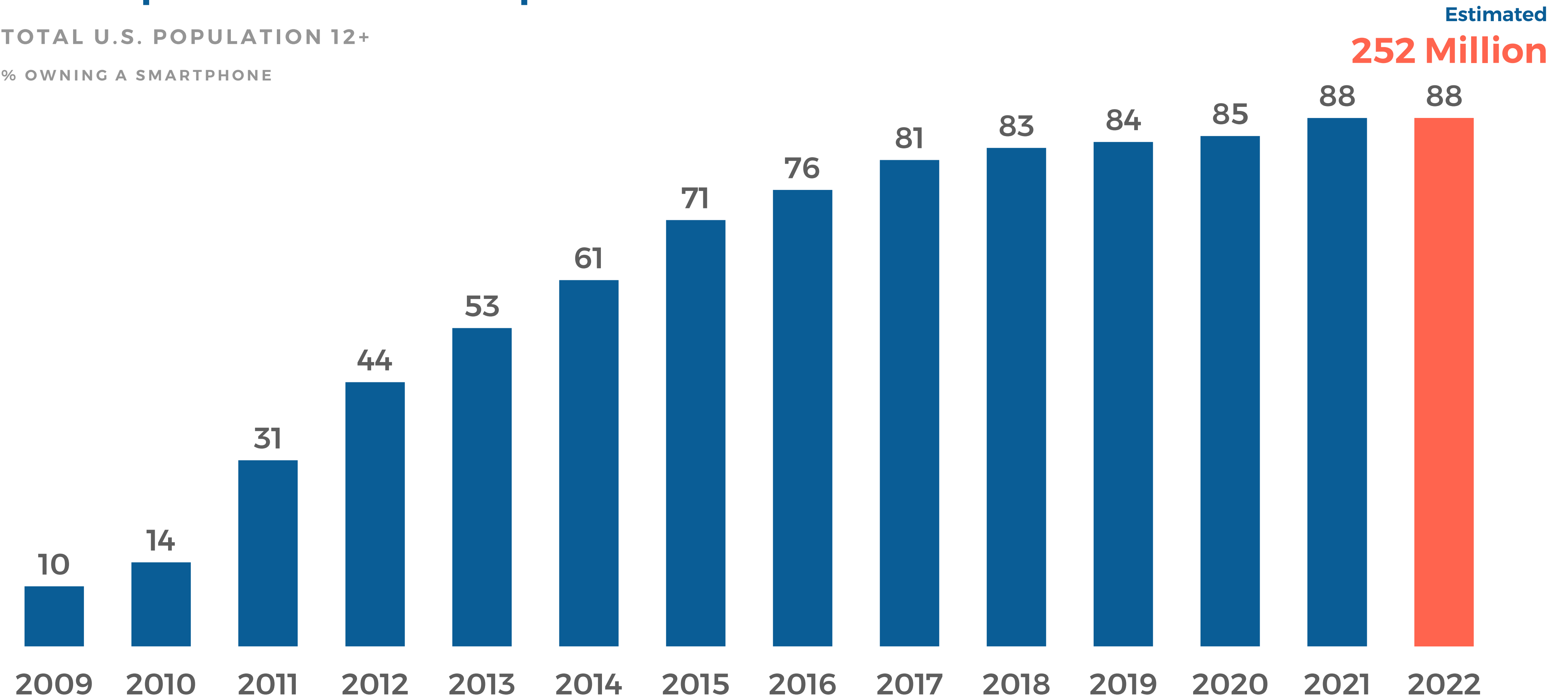


Media & Technology

Smartphone Ownership

TOTAL U.S. POPULATION 12+

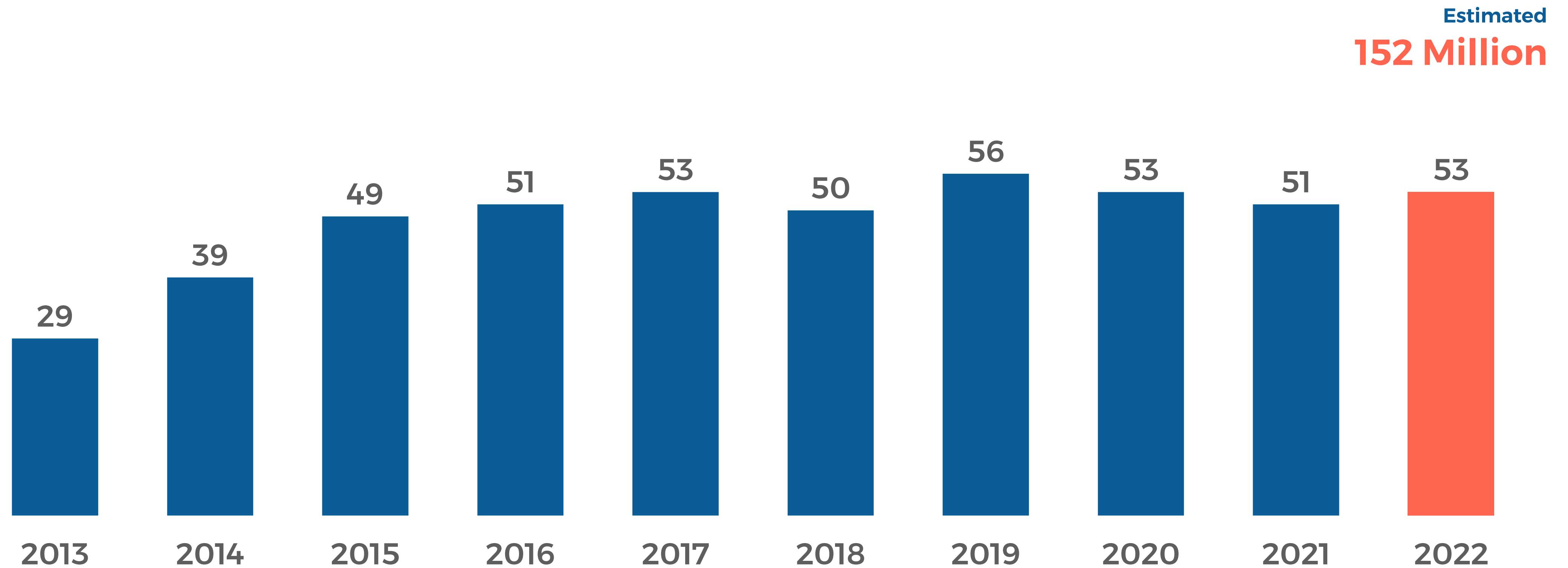
% OWNING A SMARTPHONE



Tablet Ownership

TOTAL U.S. POPULATION 12+

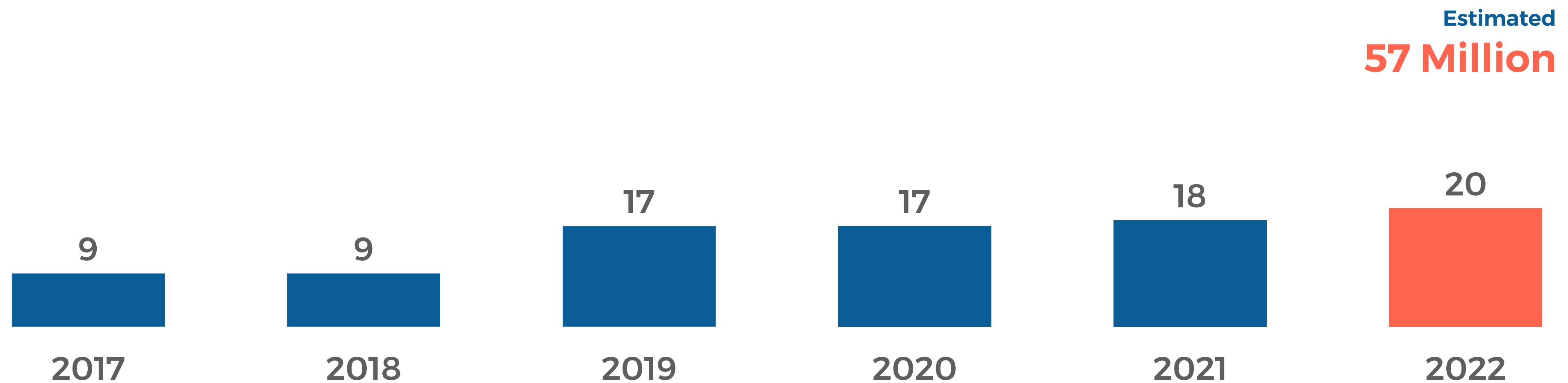
% OWNING A TABLET



Internet-connected Watch Ownership

TOTAL U.S. POPULATION 12+

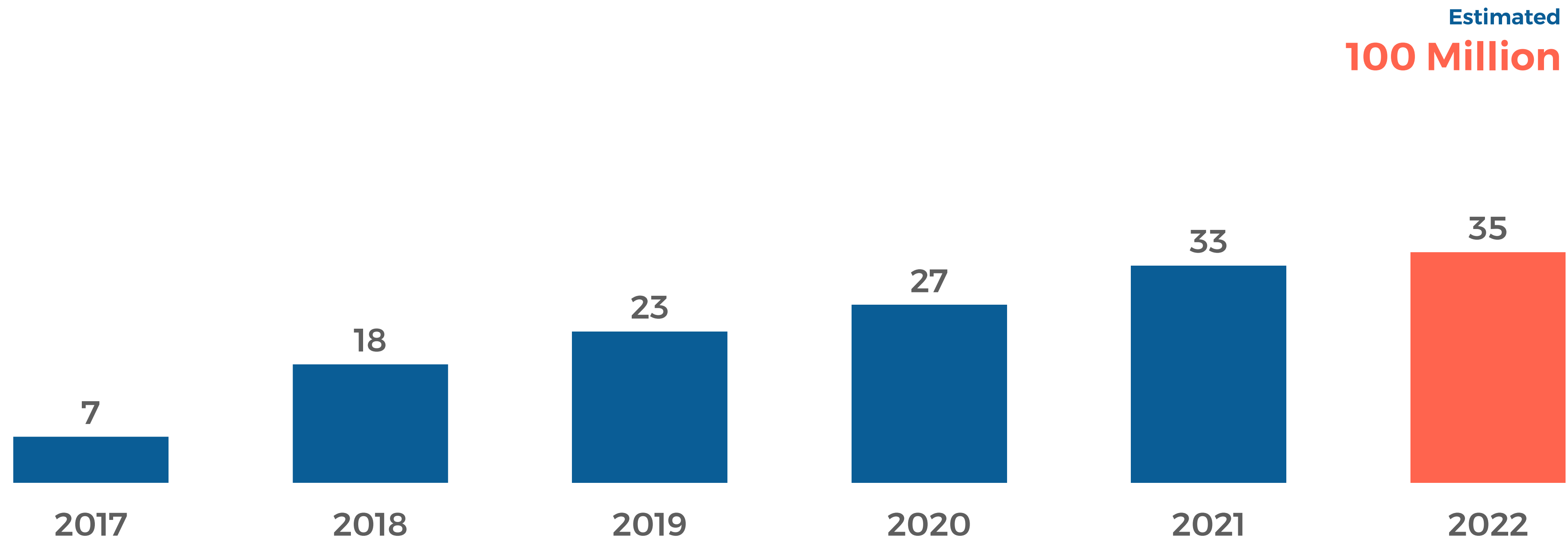
% OWNING AN INTERNET-CONNECTED WATCH



Smart Speaker Ownership

TOTAL U.S. POPULATION 12+

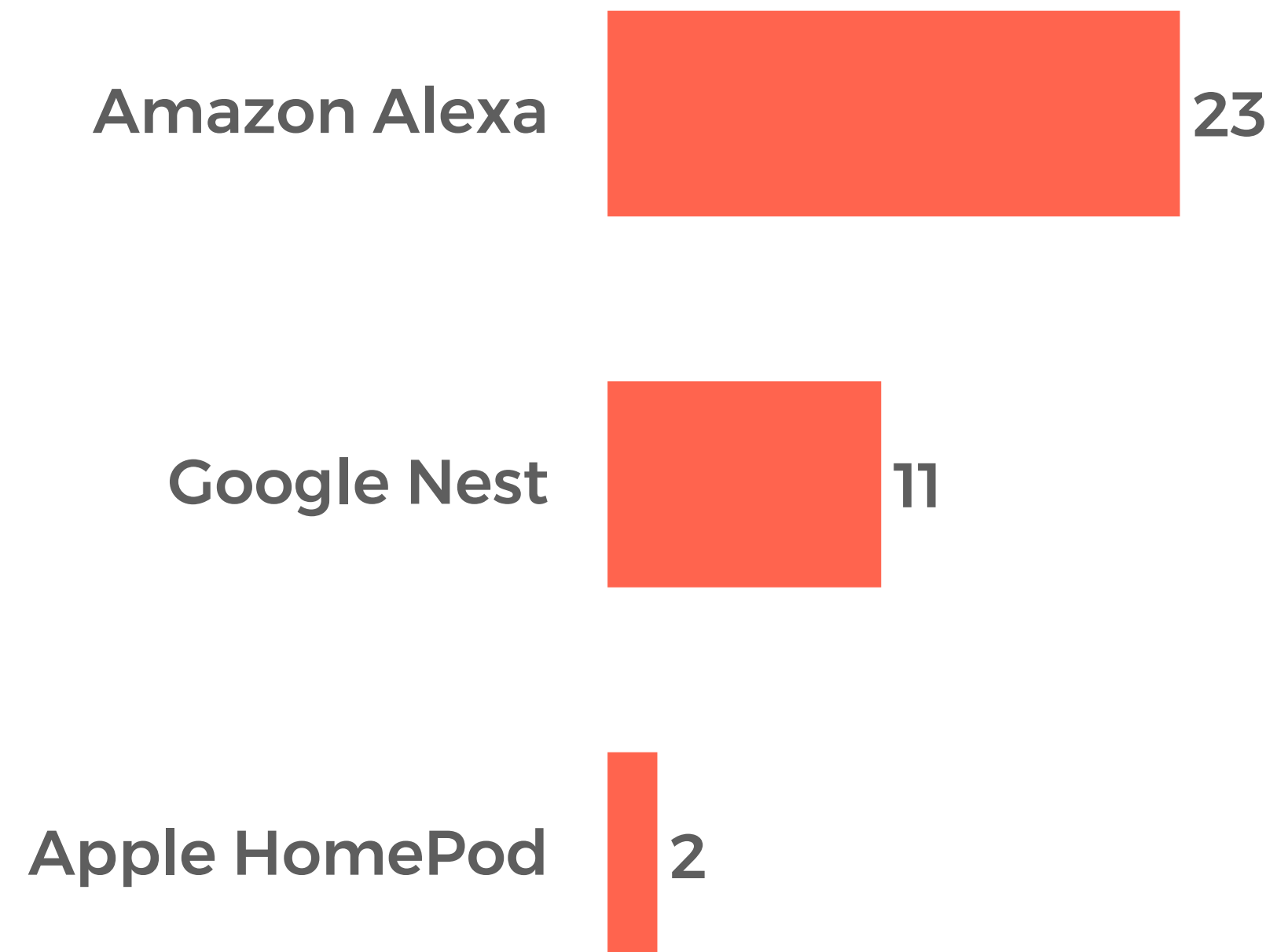
% OWNING A SMART SPEAKER



Smart Speaker Ownership

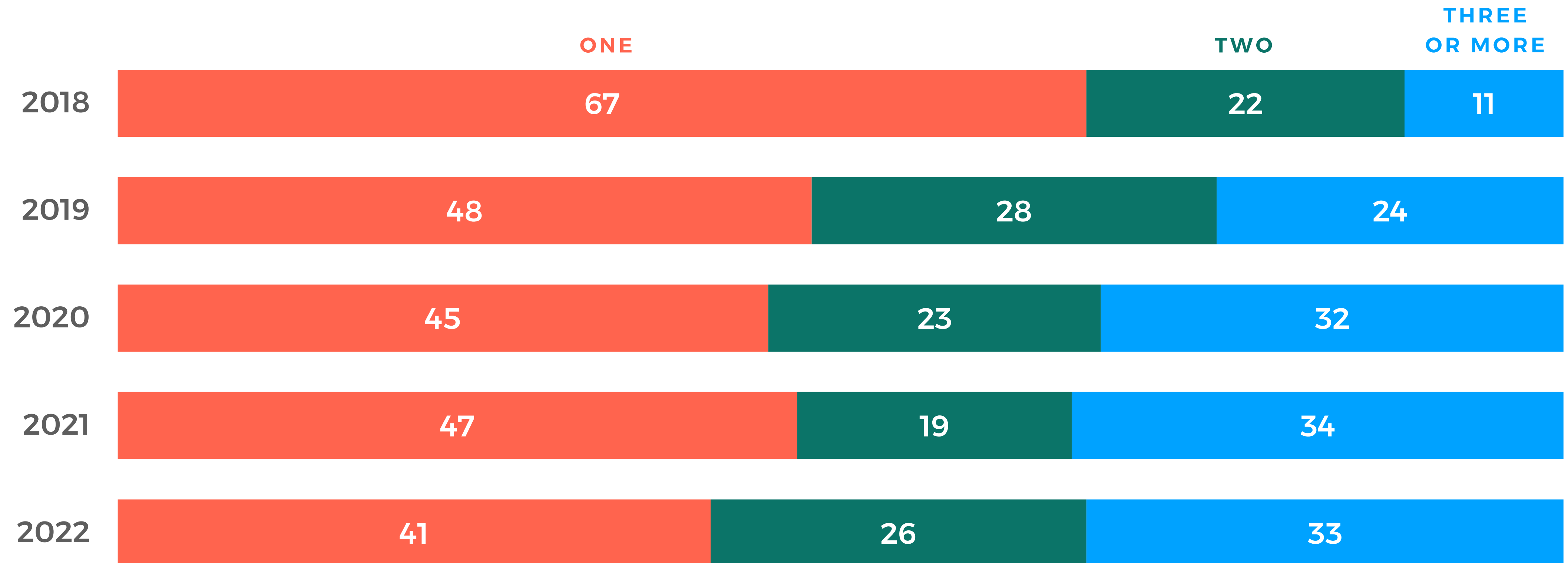
TOTAL U.S. POPULATION 12+

% OWNING SMART SPEAKER



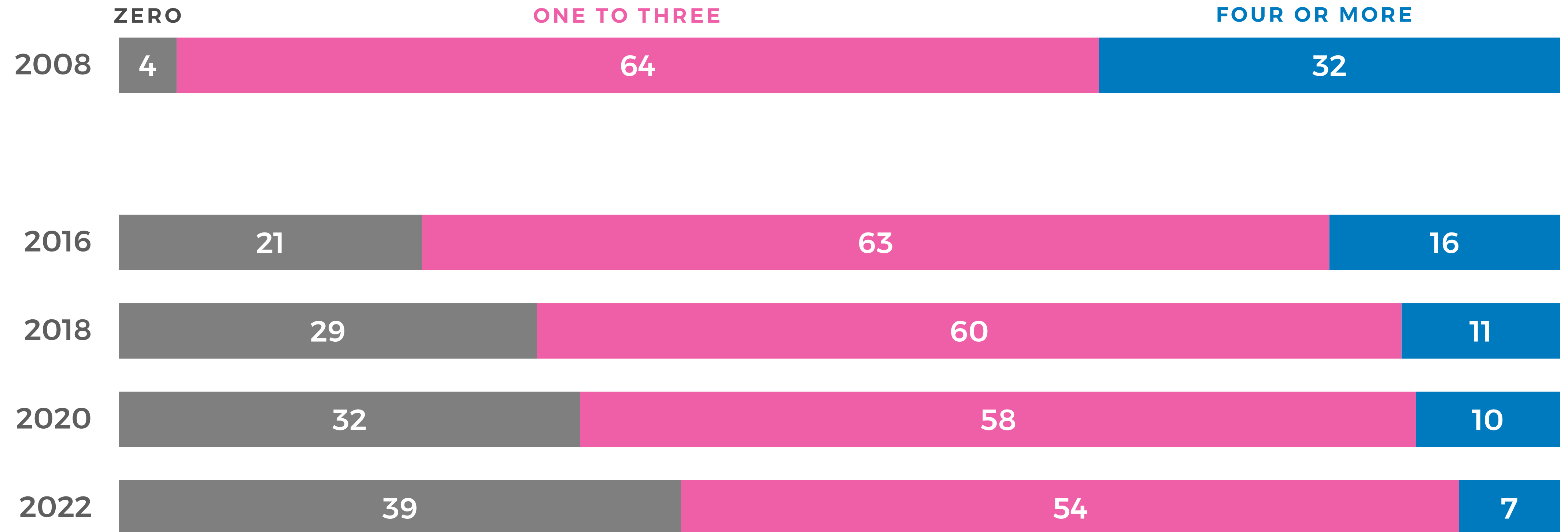
Number of Smart Speakers in Household

BASE: U.S. AGE 12+ SMART SPEAKER OWNERS



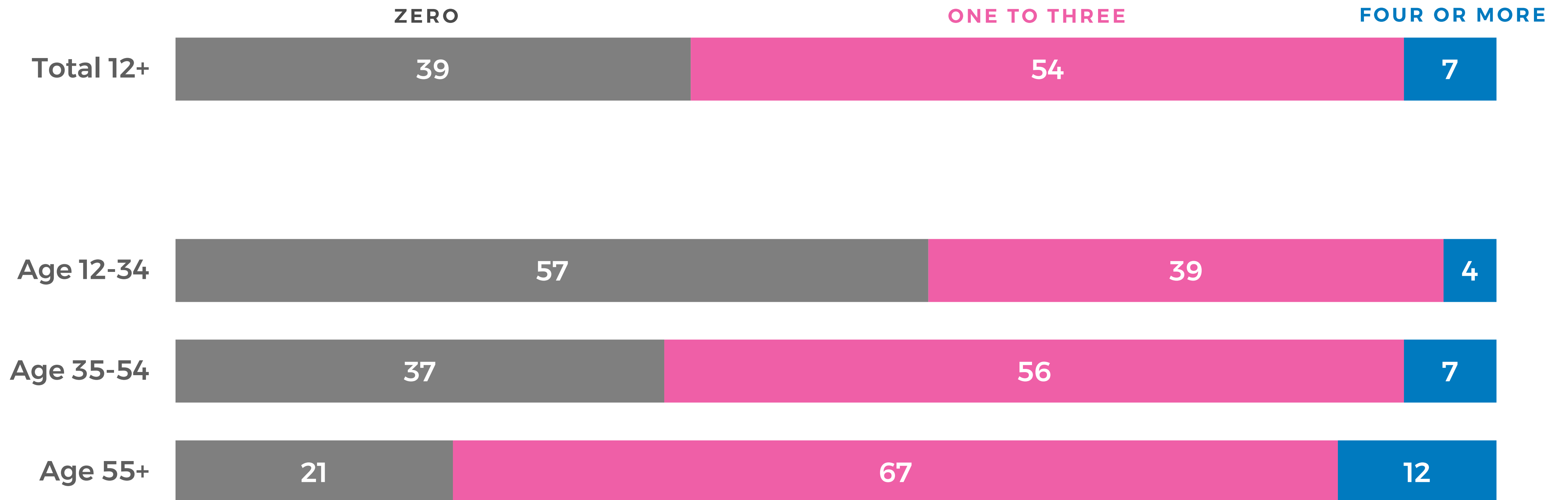
Number of Radios in Household

TOTAL U.S. POPULATION 12+



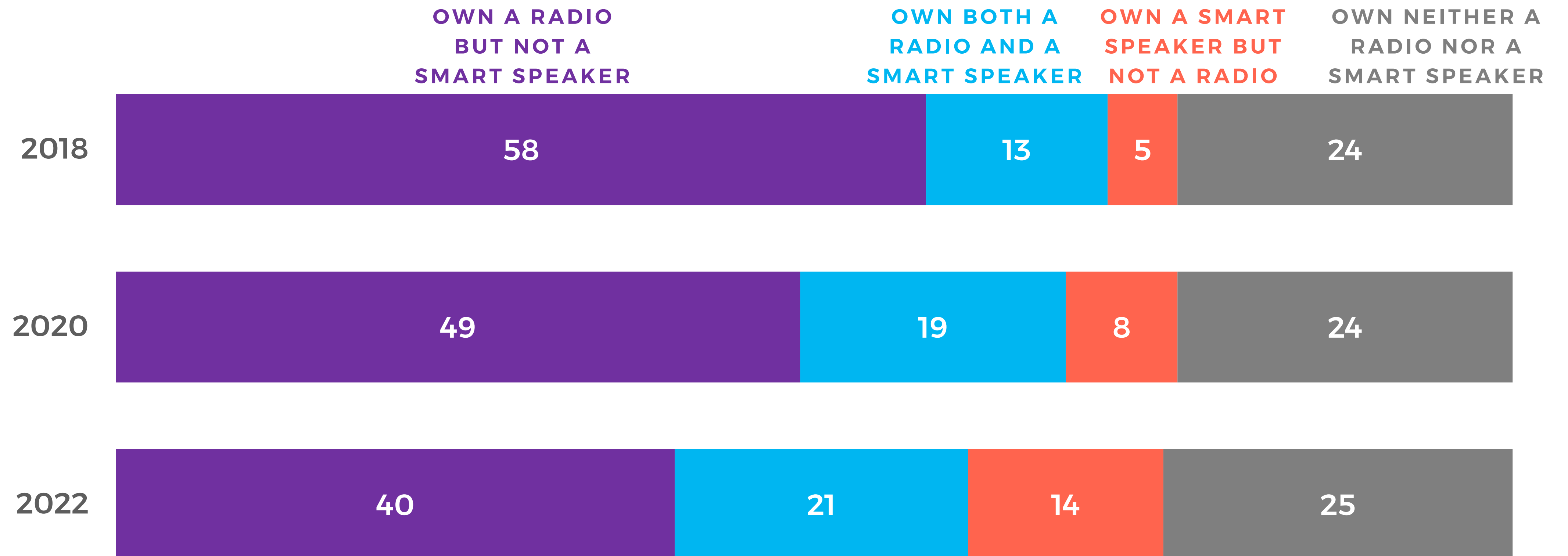
Number of Radios in Household

TOTAL U.S. POPULATION



Radio Ownership and Smart Speaker Ownership

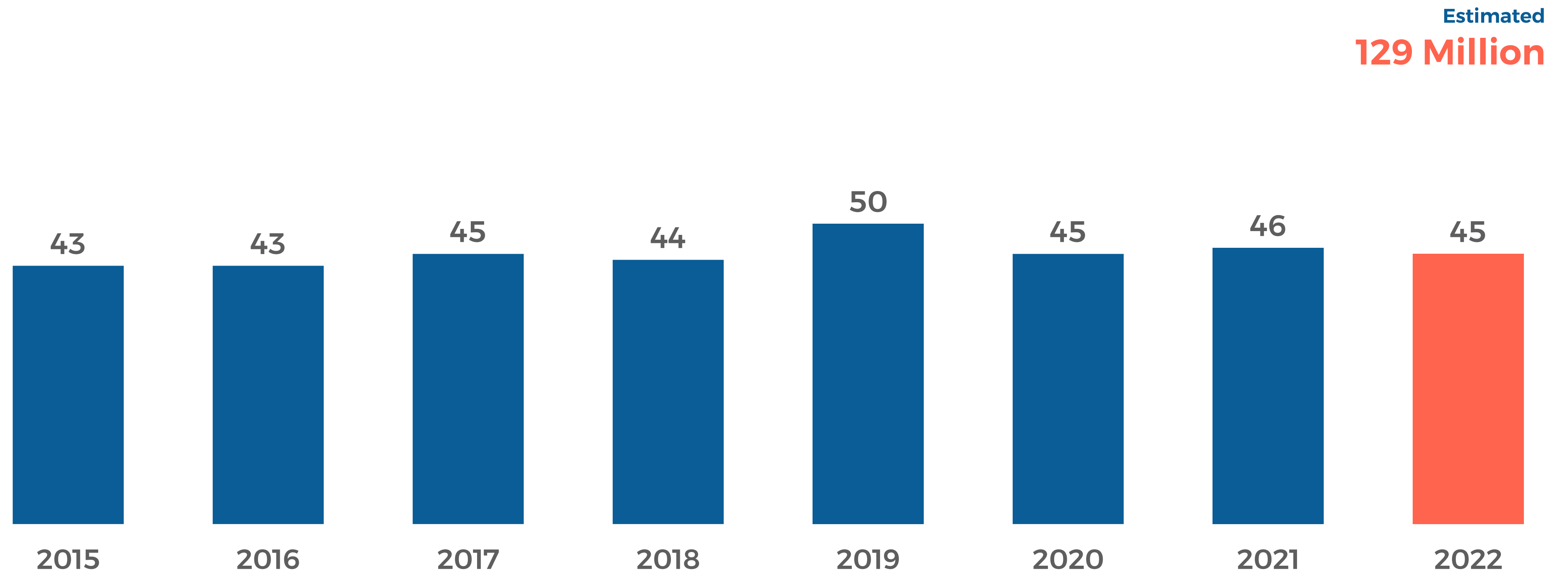
TOTAL U.S. POPULATION 12+



Audiobook Listening

TOTAL U.S. POPULATION 12+

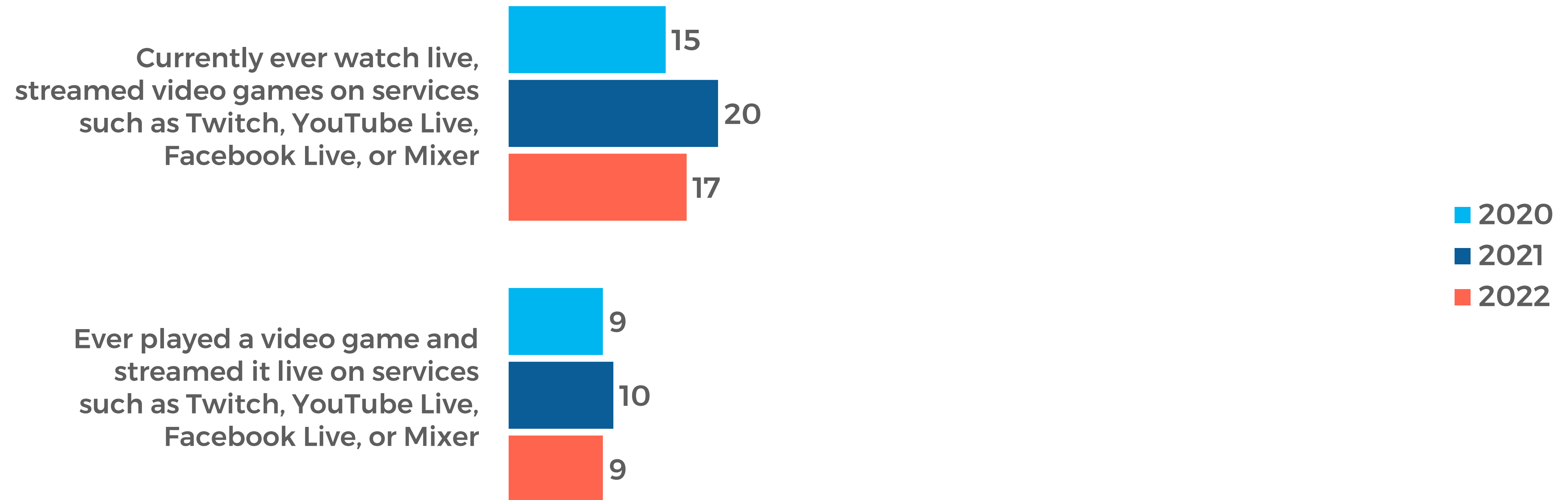
% EVER LISTENED TO AN AUDIOBOOK



Live Streamed Video Games

TOTAL U.S. POPULATION 12+

% SAYING YES



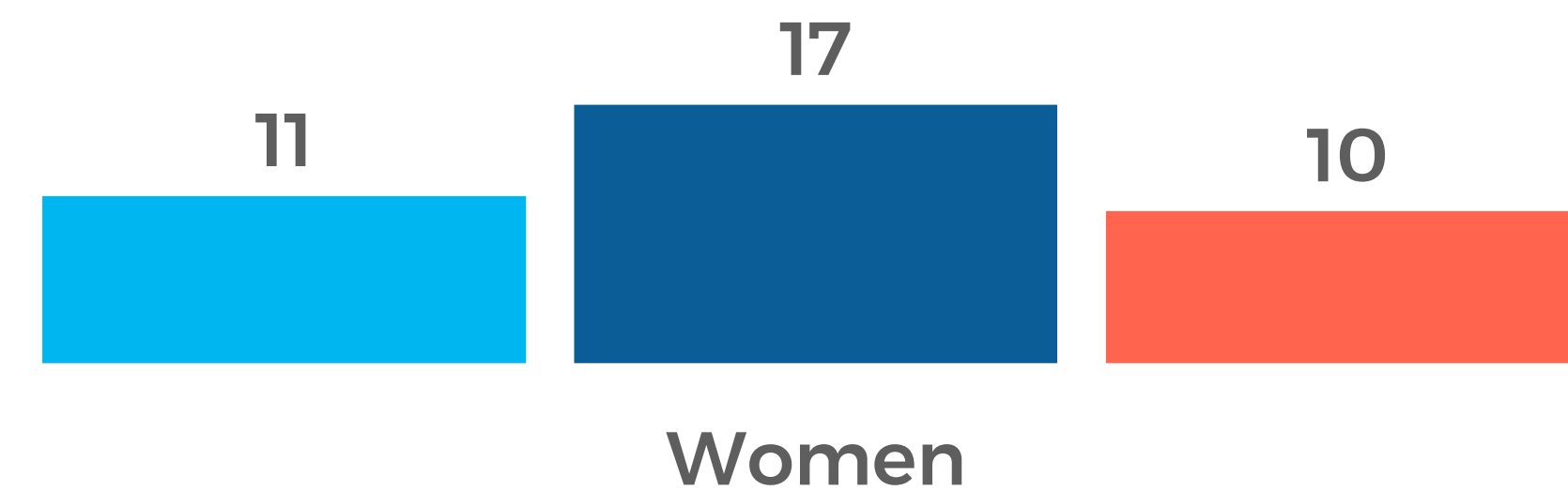
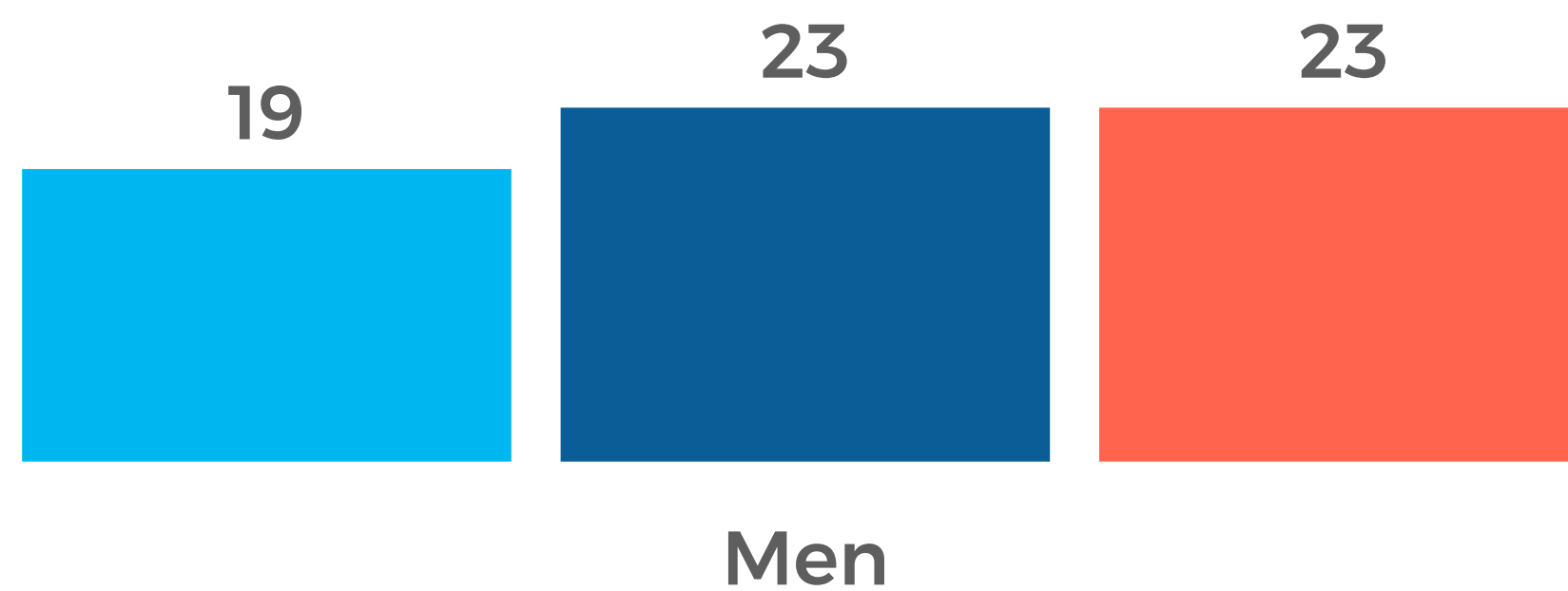
Currently Ever Watch Live Streamed Video Games

TOTAL U.S. POPULATION 12+

% SAYING YES

“Do you currently ever watch live, streamed video games on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”

■ 2020 ■ 2021 ■ 2022



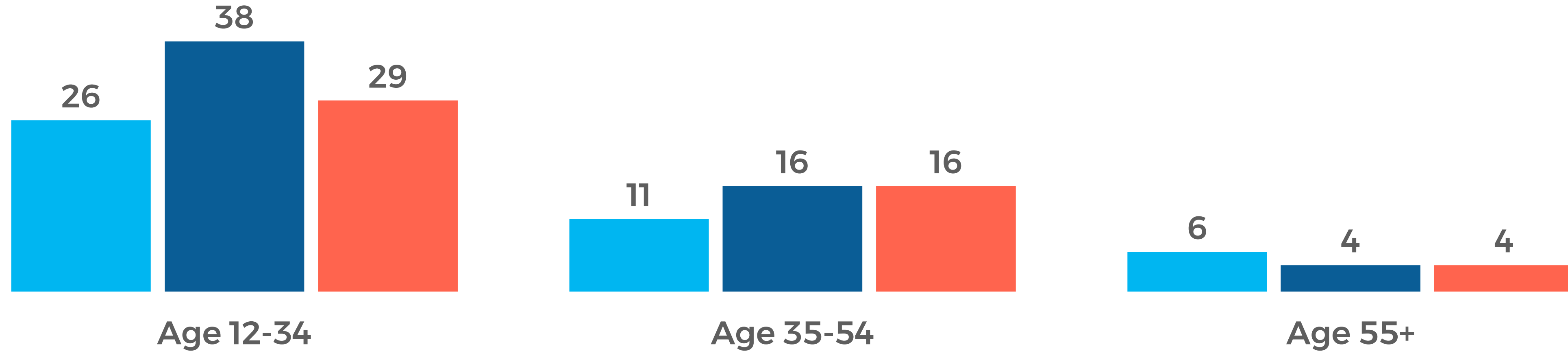
Currently Ever Watch Live Streamed Video Games

TOTAL U.S. POPULATION 12+

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■ 2020 ■ 2021 ■ 2022



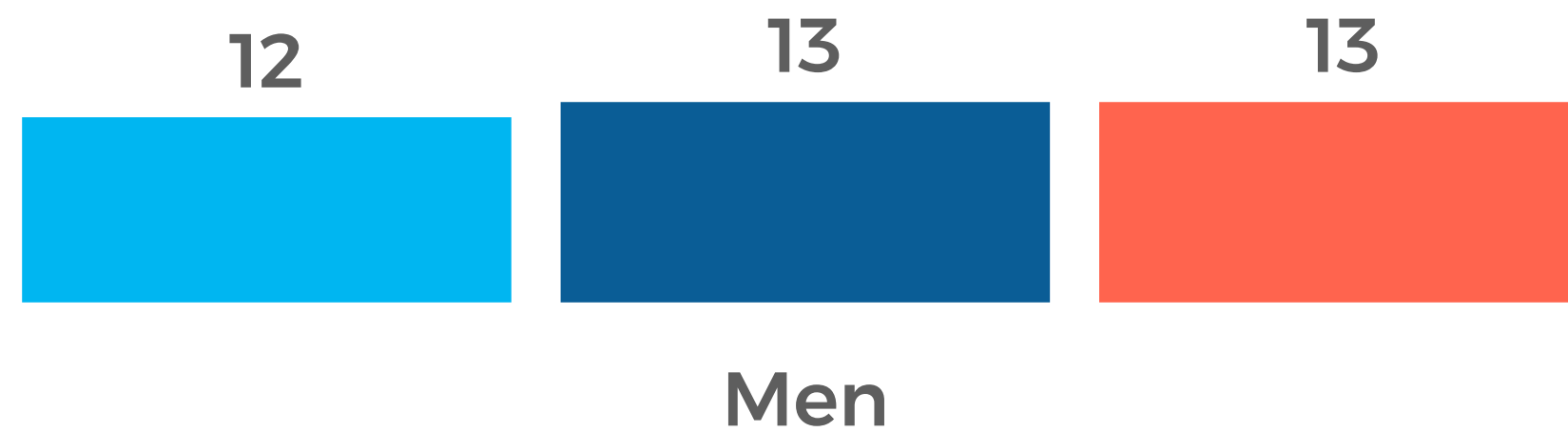
Ever Played a Video Game and Streamed It Live

TOTAL U.S. POPULATION 12+

% SAYING YES

“Have you ever played a video game and streamed it live on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”

■ 2020 ■ 2021 ■ 2022



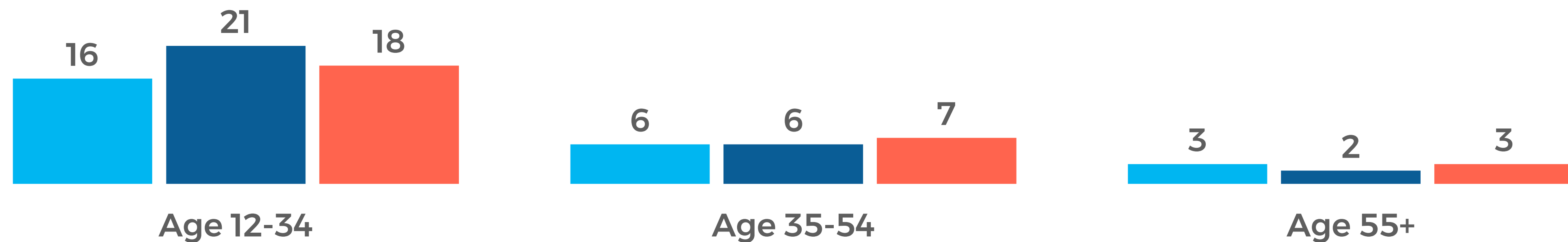
Ever Played a Video Game and Streamed It Live

TOTAL U.S. POPULATION 12+

% SAYING YES

“Have you ever played a video game and streamed it live on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”

■ 2020 ■ 2021 ■ 2022



 THE INFINITE DIAL® 2022

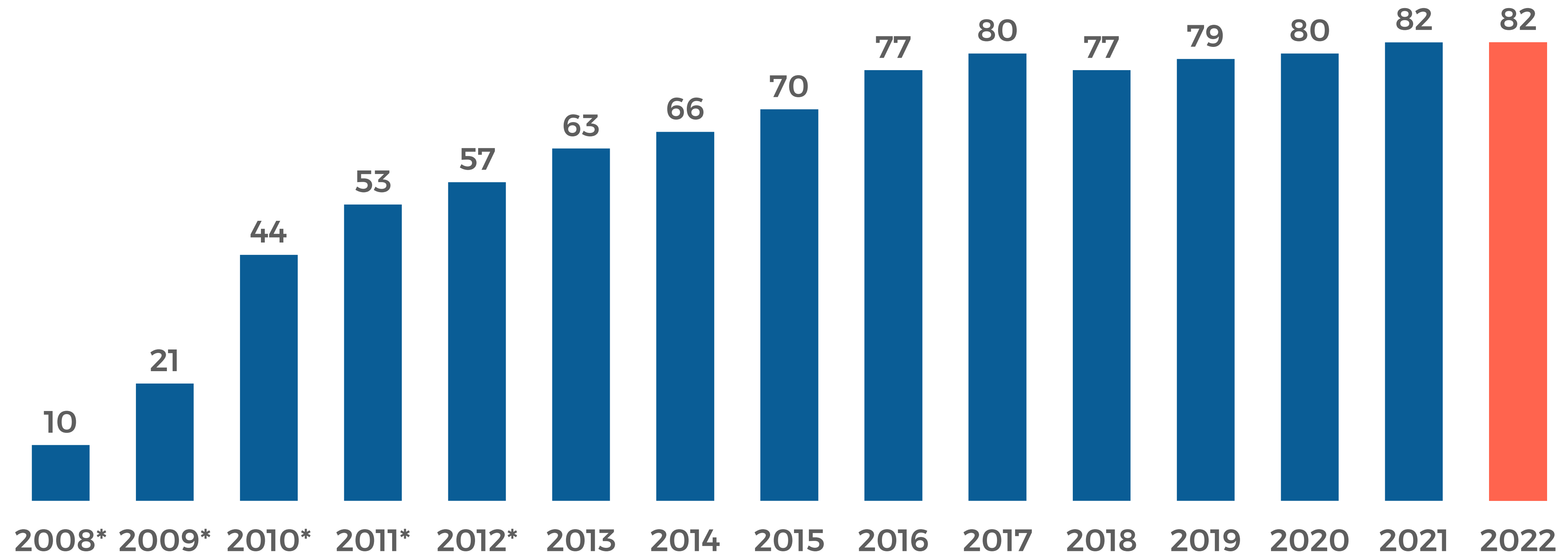
Social Media

Social Media Usage

TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA

Estimated
235 Million

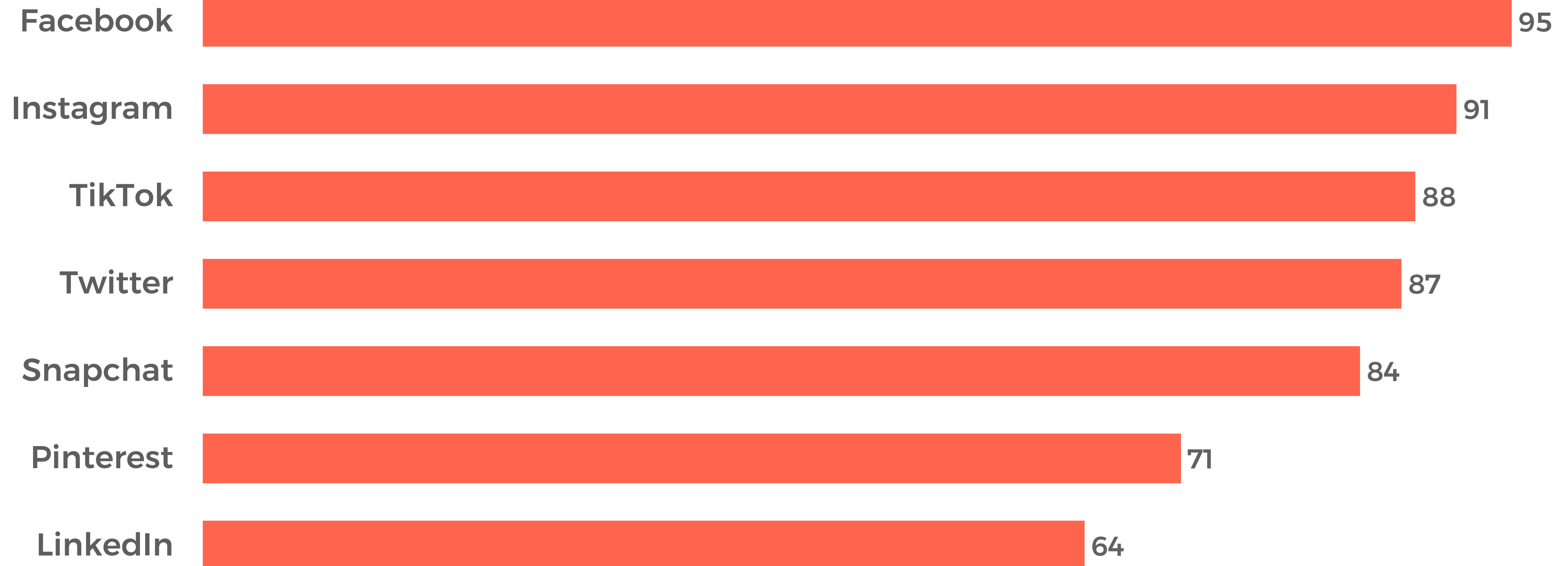


*2008-2012: EVER USE FACEBOOK, TWITTER, OR LINKEDIN

Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

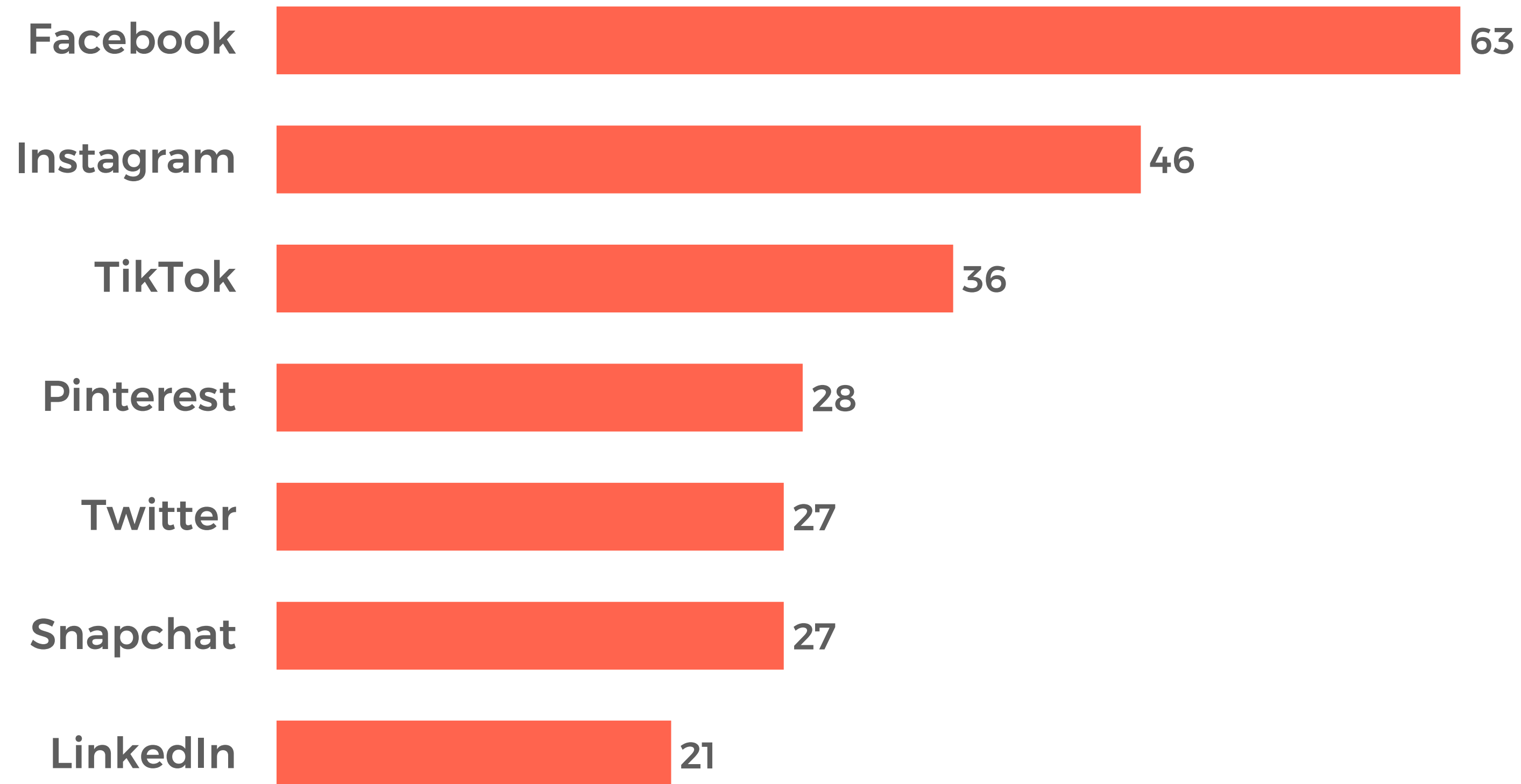
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Usage

TOTAL U.S. POPULATION 12+

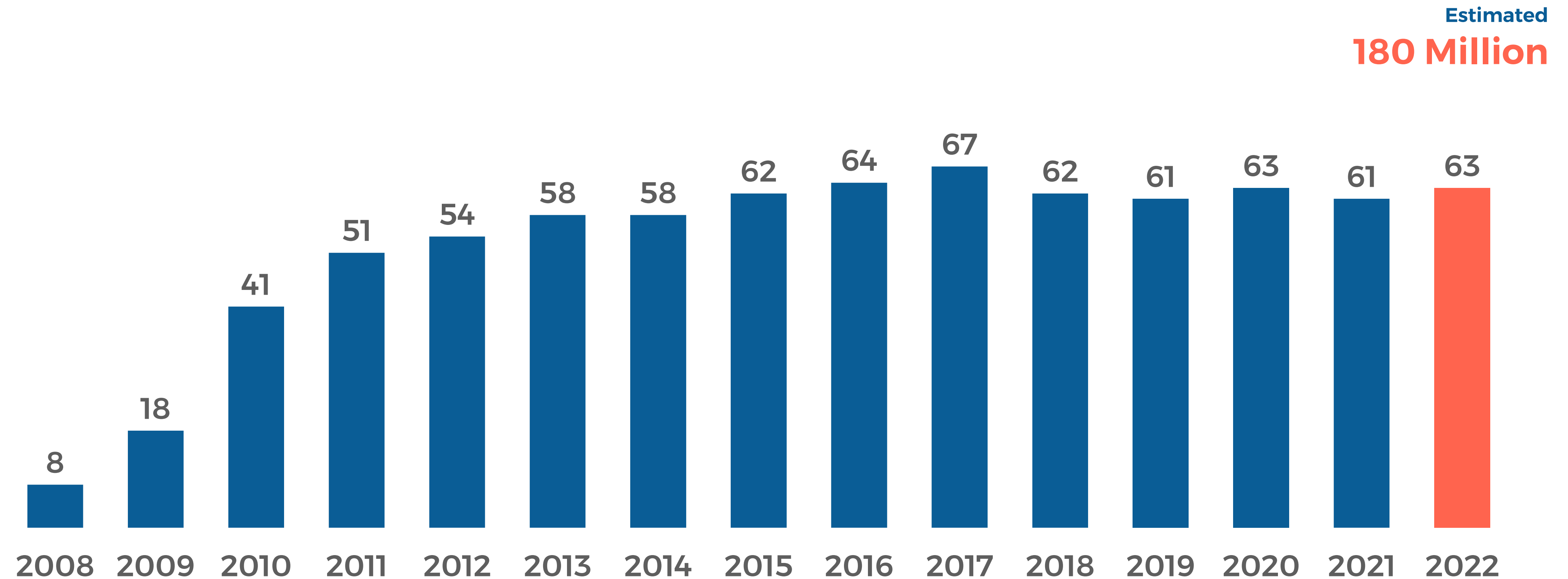
% USING SOCIAL MEDIA BRAND



Facebook Usage

TOTAL U.S. POPULATION 12+

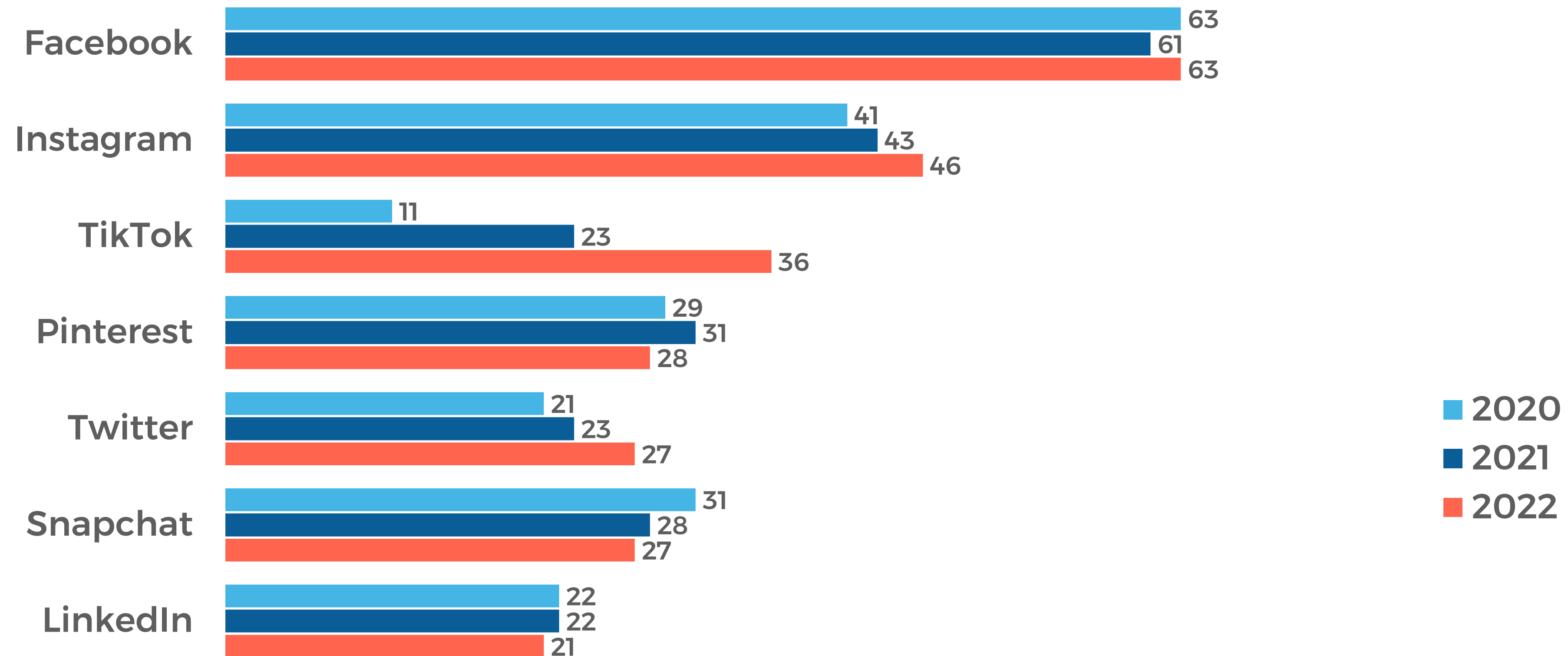
% USING FACEBOOK



Social Media Brand Usage

TOTAL U.S. POPULATION 12+

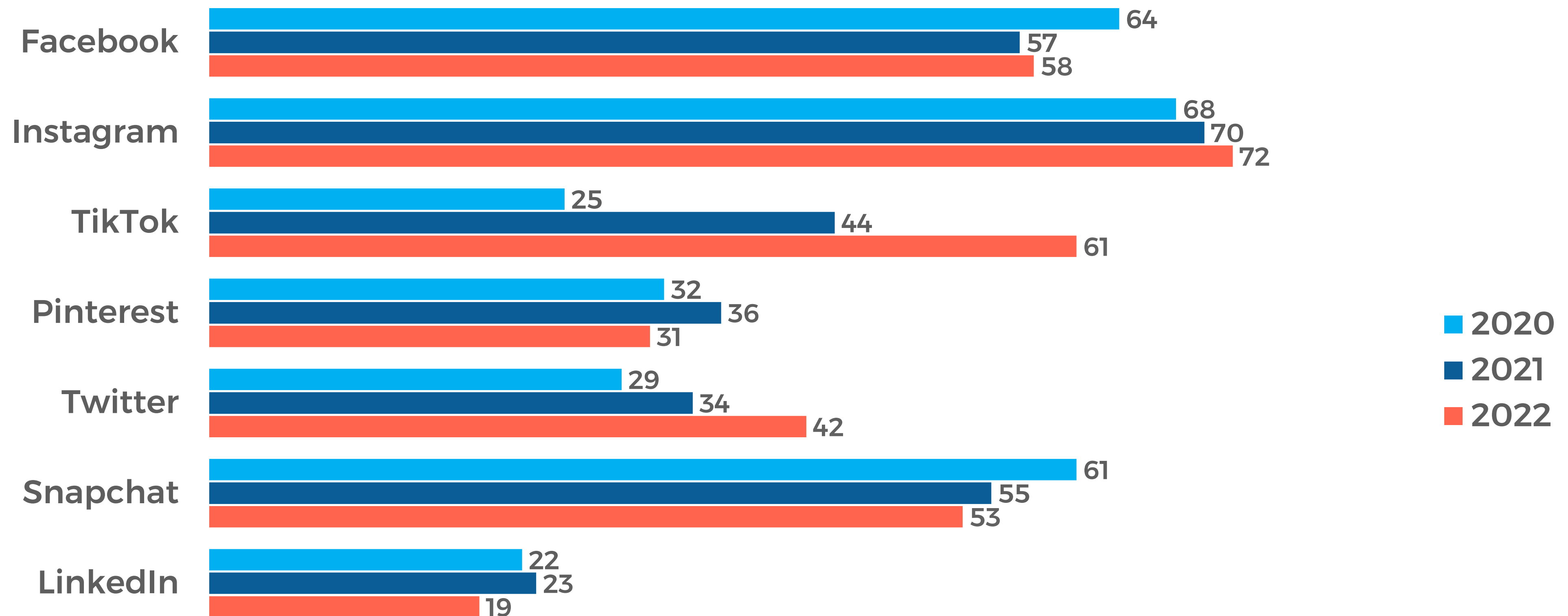
% USING SOCIAL MEDIA BRAND



Social Media Brand Usage (Age 12-34)

U.S. POPULATION

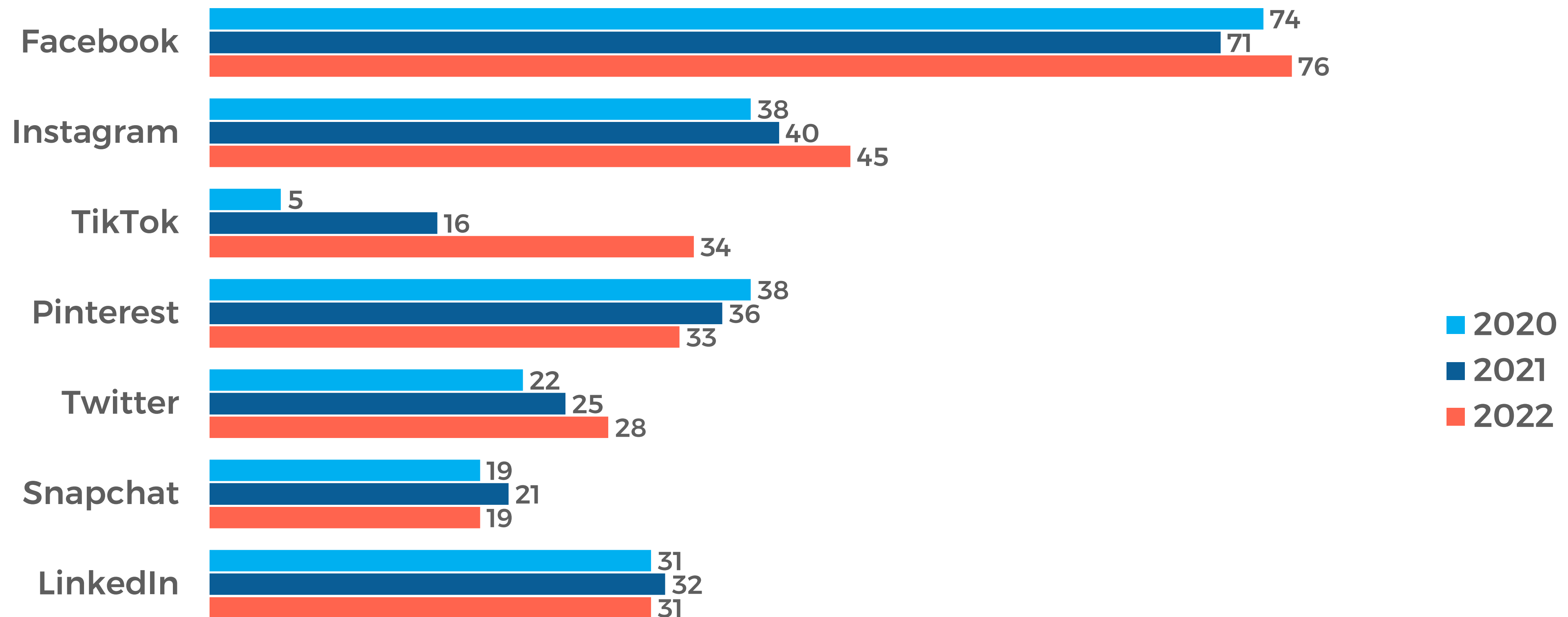
% USING SOCIAL MEDIA BRAND



Social Media Brand Usage (Age 35-54)

U.S. POPULATION

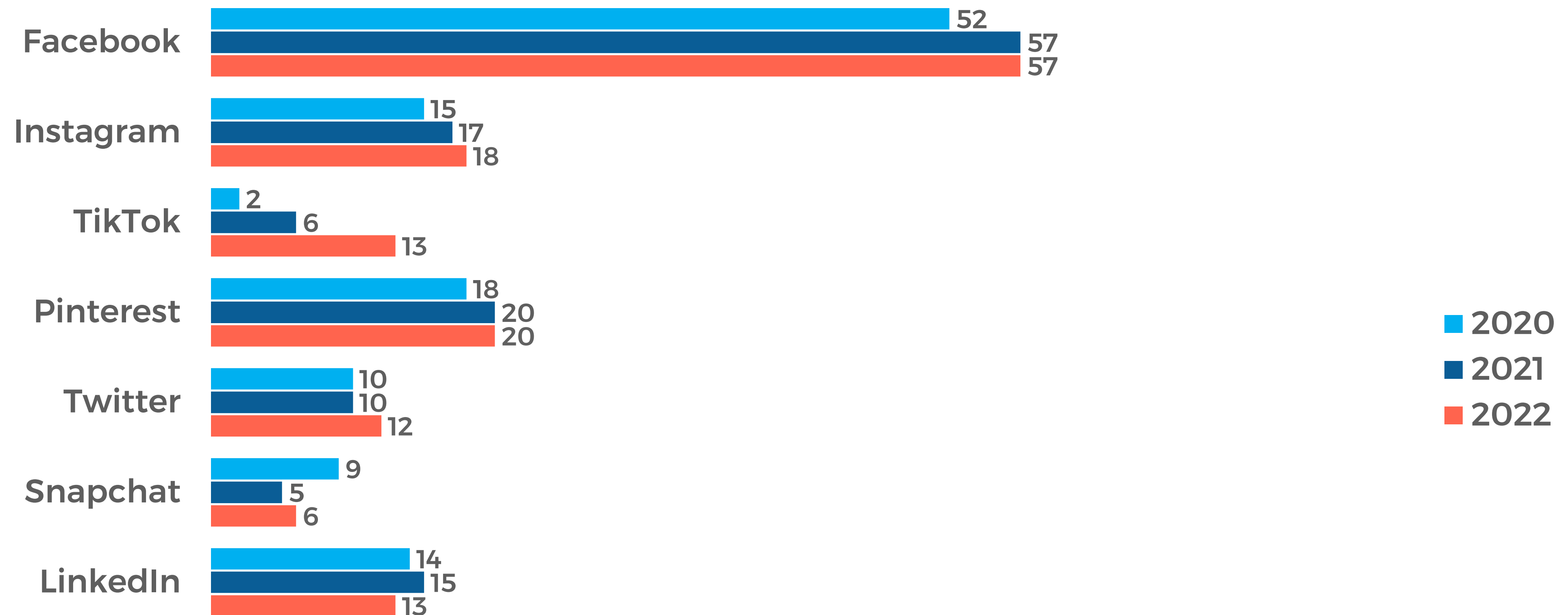
% USING SOCIAL MEDIA BRAND



Social Media Brand Usage (Age 55 and older)

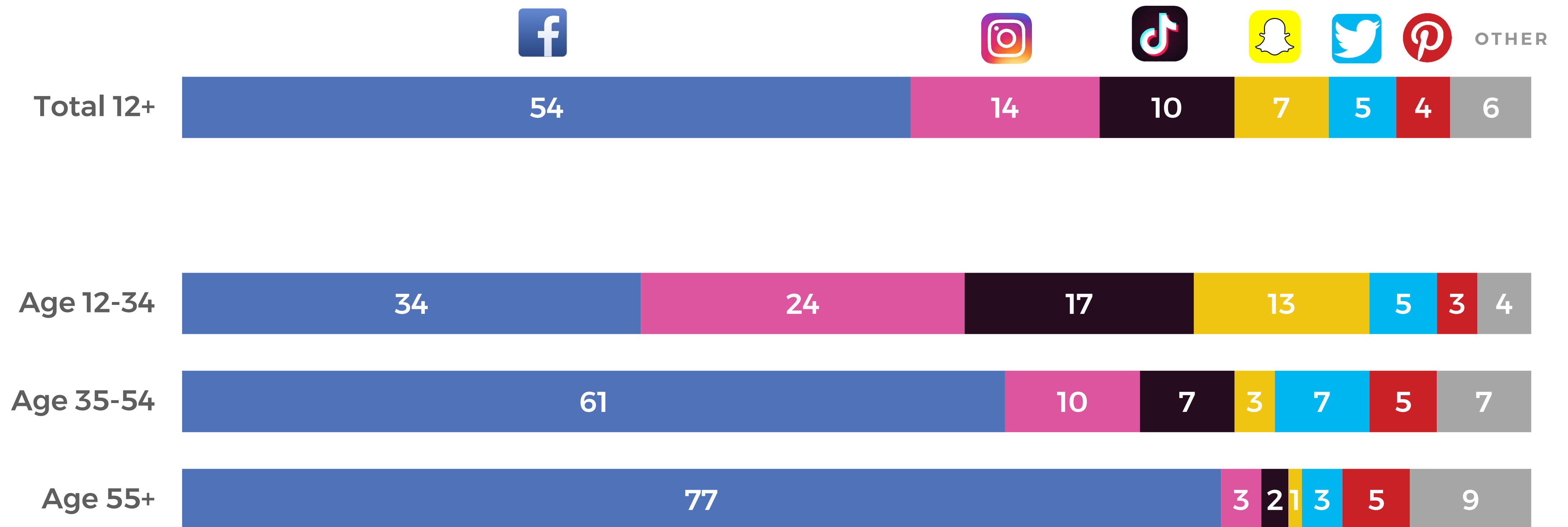
U.S. POPULATION

% USING SOCIAL MEDIA BRAND



Social Media Brand Used Most Often

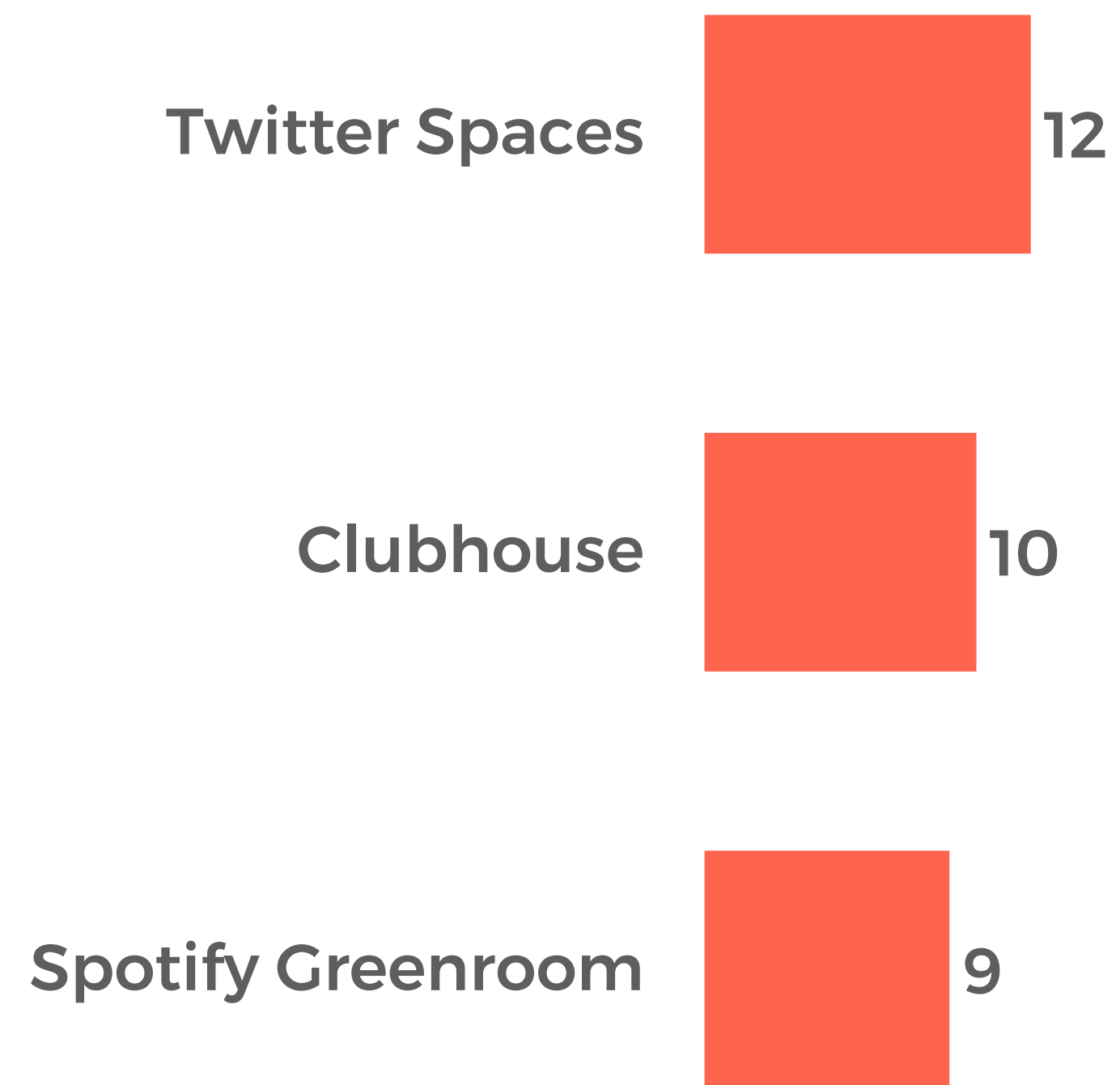
BASE: U.S. SOCIAL MEDIA USERS



Audio-Based Social Media Service Awareness

TOTAL U.S. POPULATION 12+

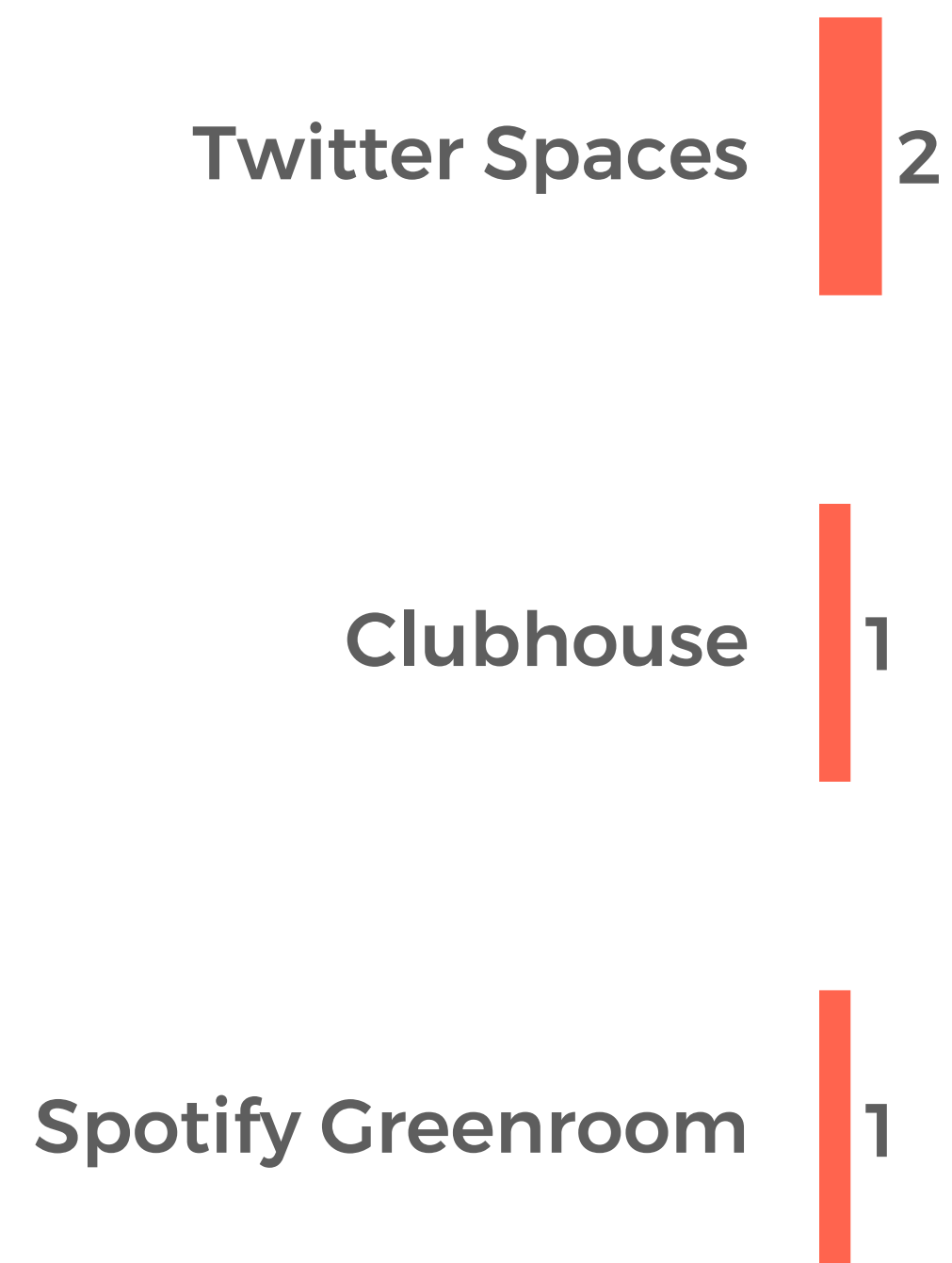
% AWARE OF AUDIO-BASED SOCIAL MEDIA SERVICE



Audio-Based Social Media Service Usage

TOTAL U.S. POPULATION 12+

% CURRENTLY EVER USING AUDIO-BASED SOCIAL MEDIA SERVICE



Online Audio

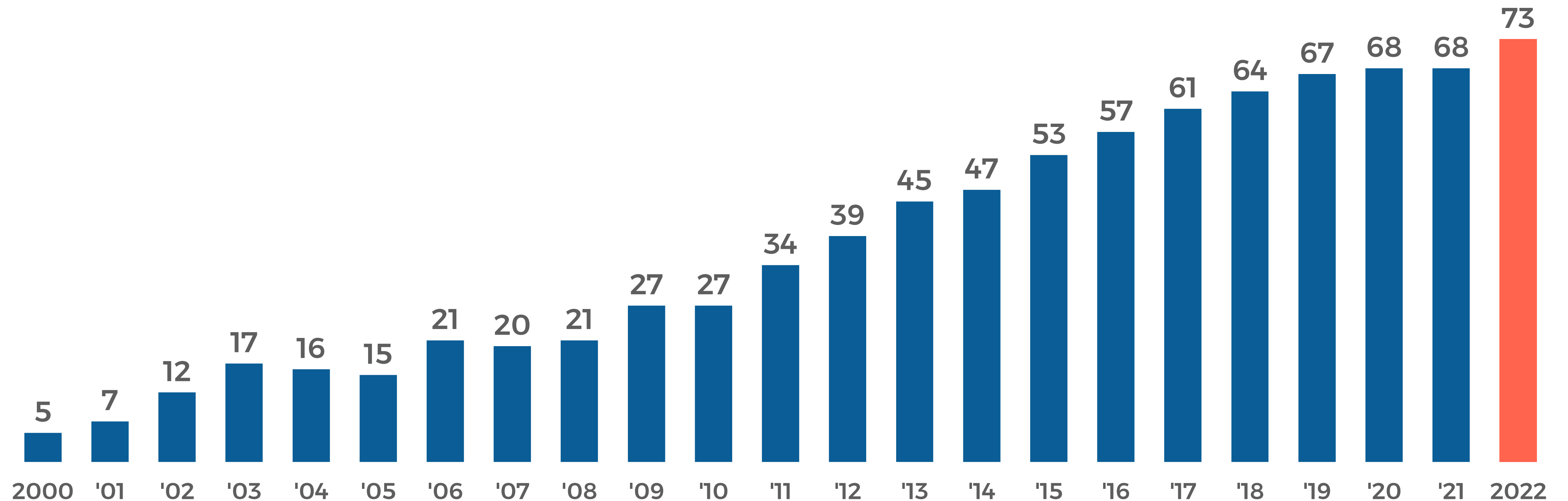
Monthly Online Audio Listening

TOTAL U.S. POPULATION 12+

% 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

Estimated
209 Million

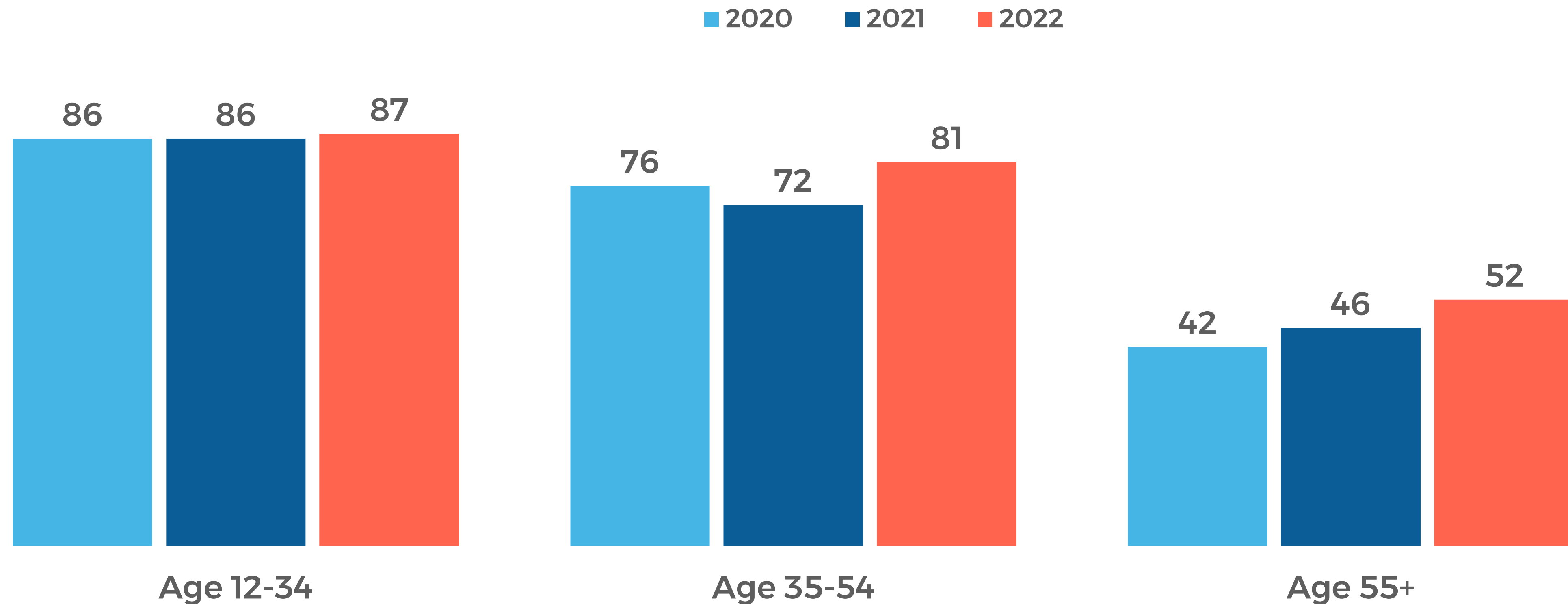


Monthly Online Audio Listening

U.S. POPULATION

% 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



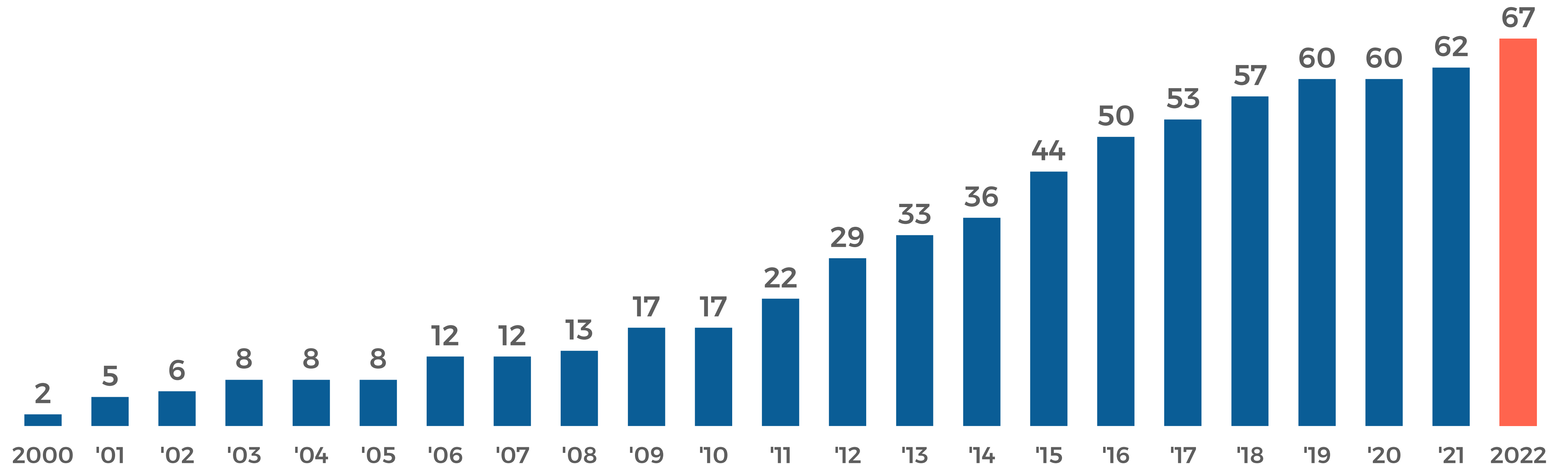
Weekly Online Audio Listening

TOTAL U.S. POPULATION 12+

% 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

Estimated
192 Million

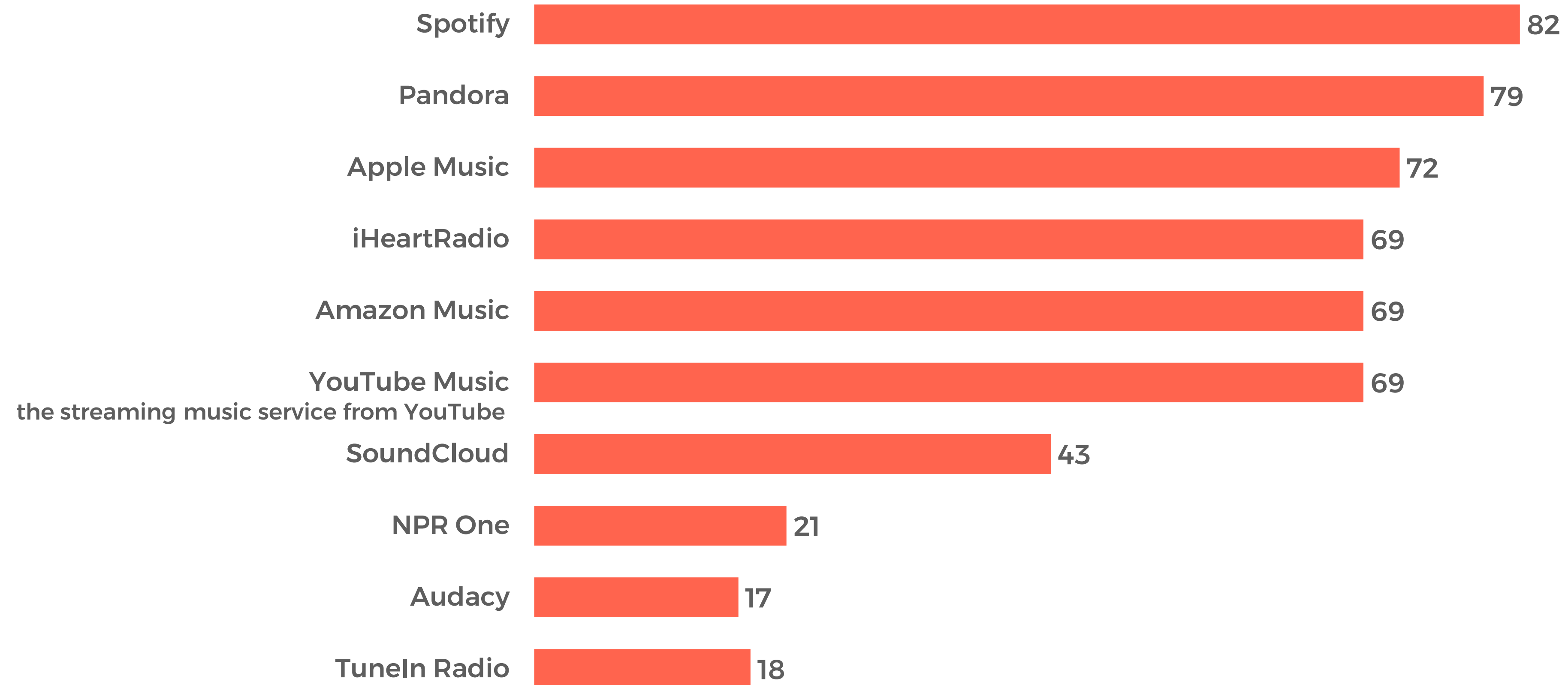


Online Audio Brands

Online Audio Brand Awareness

TOTAL U.S. POPULATION 12+

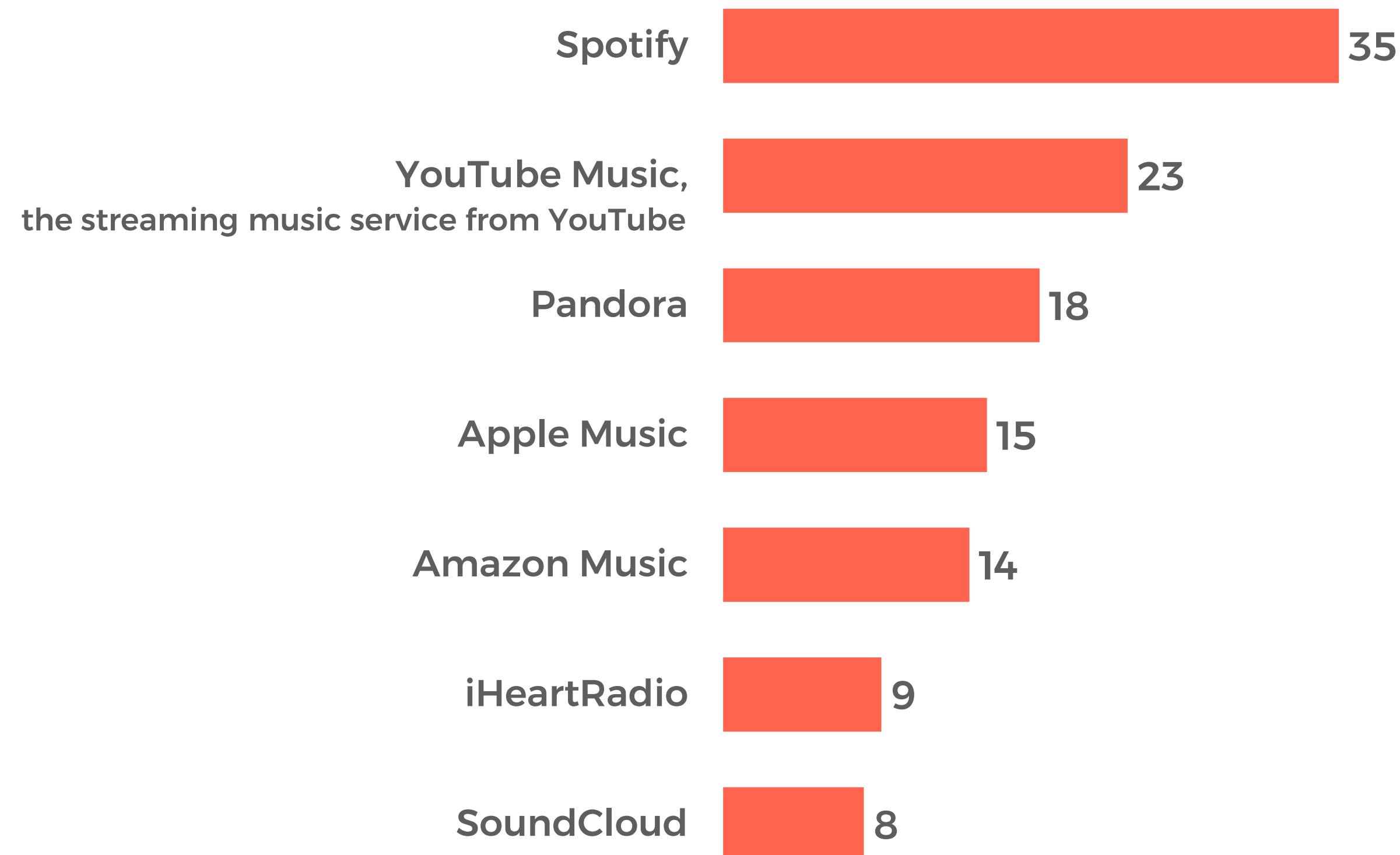
% AWARE OF ONLINE AUDIO BRAND



Online Audio Brands Listened to in Last Month

TOTAL U.S. POPULATION 12+

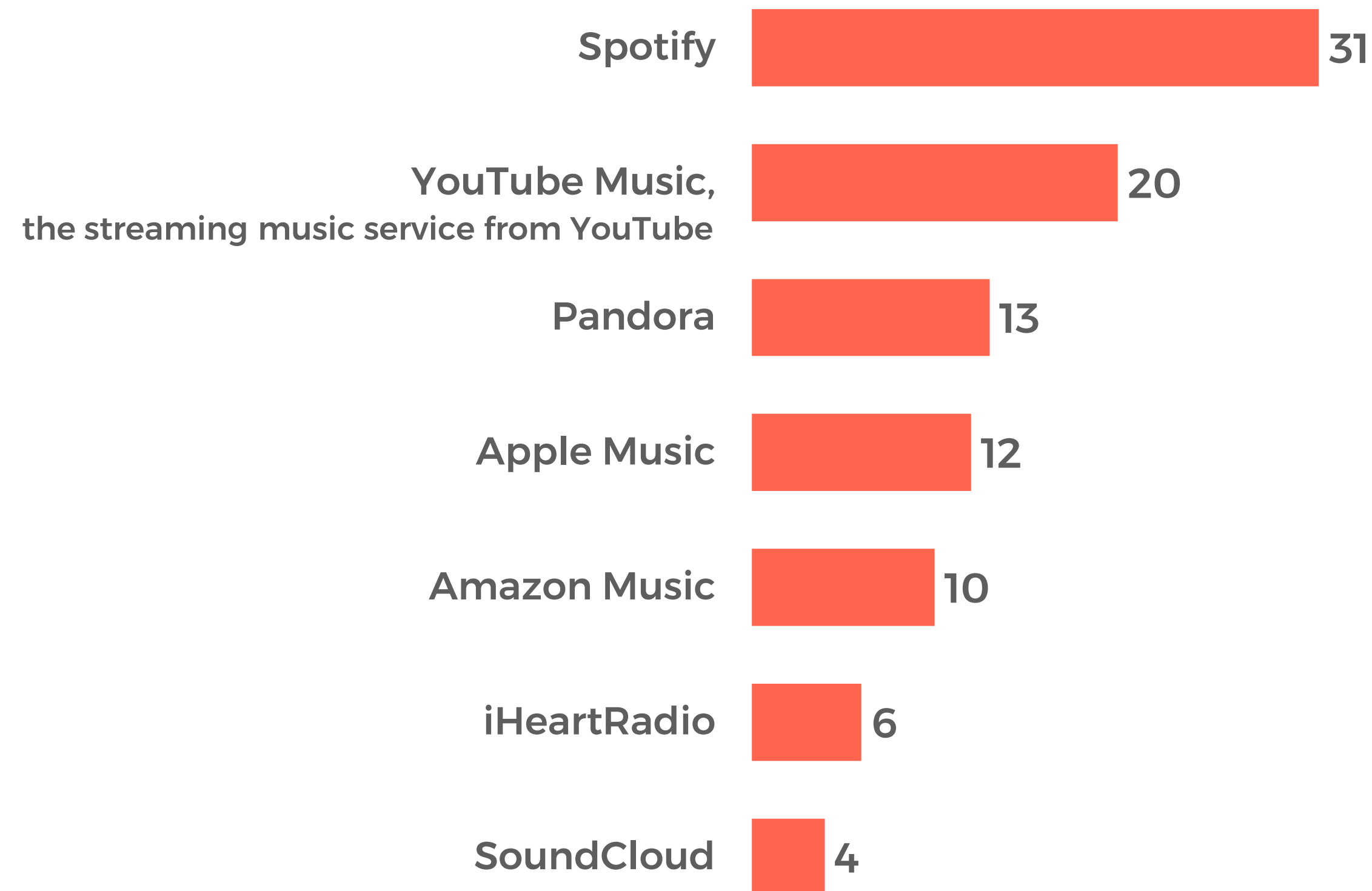
% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



Online Audio Brands Listened to in Last Week

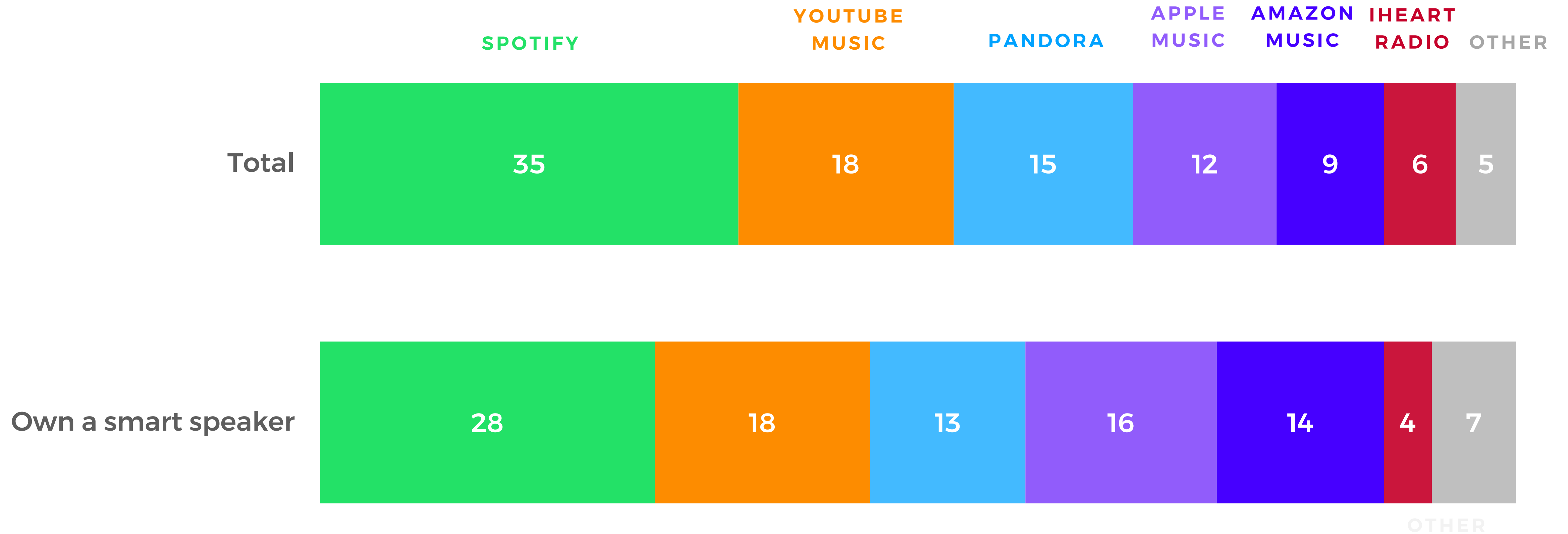
TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



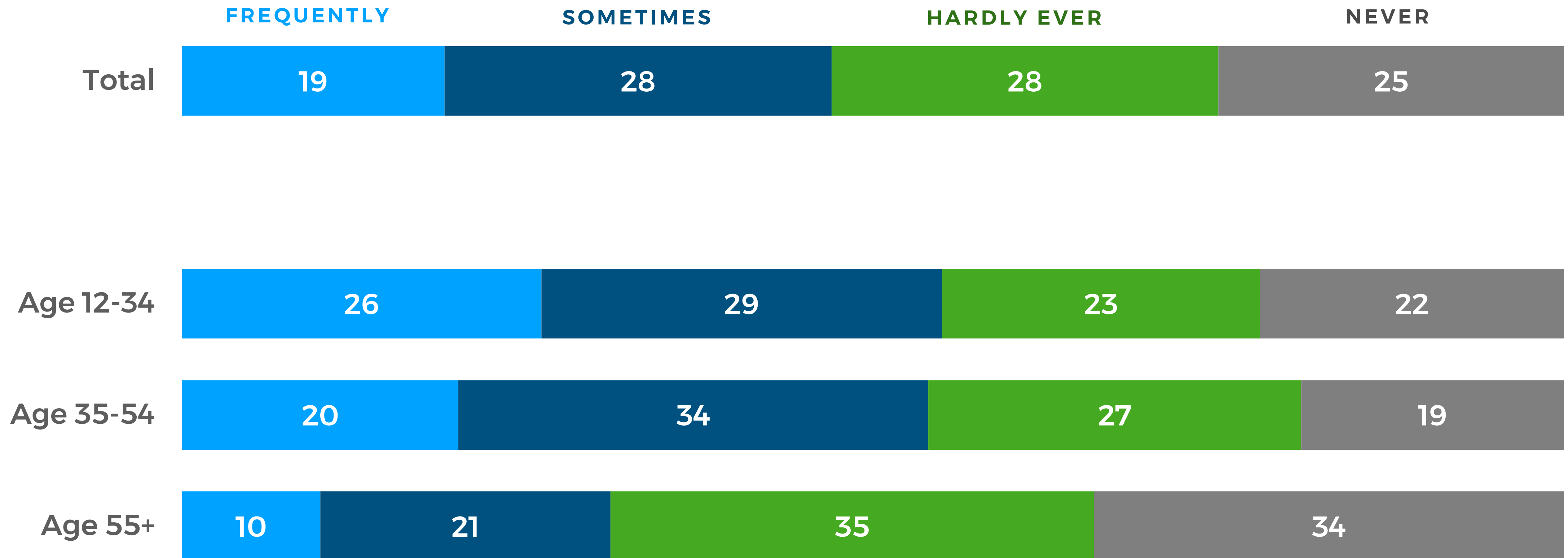
Online Audio Brand Used Most Often

BASE: U.S. AGE 12+ AND CURRENTLY EVER USE ANY ONLINE AUDIO BRAND



Frequency of Listening to Audio with Other People

TOTAL U.S. POPULATION 12+

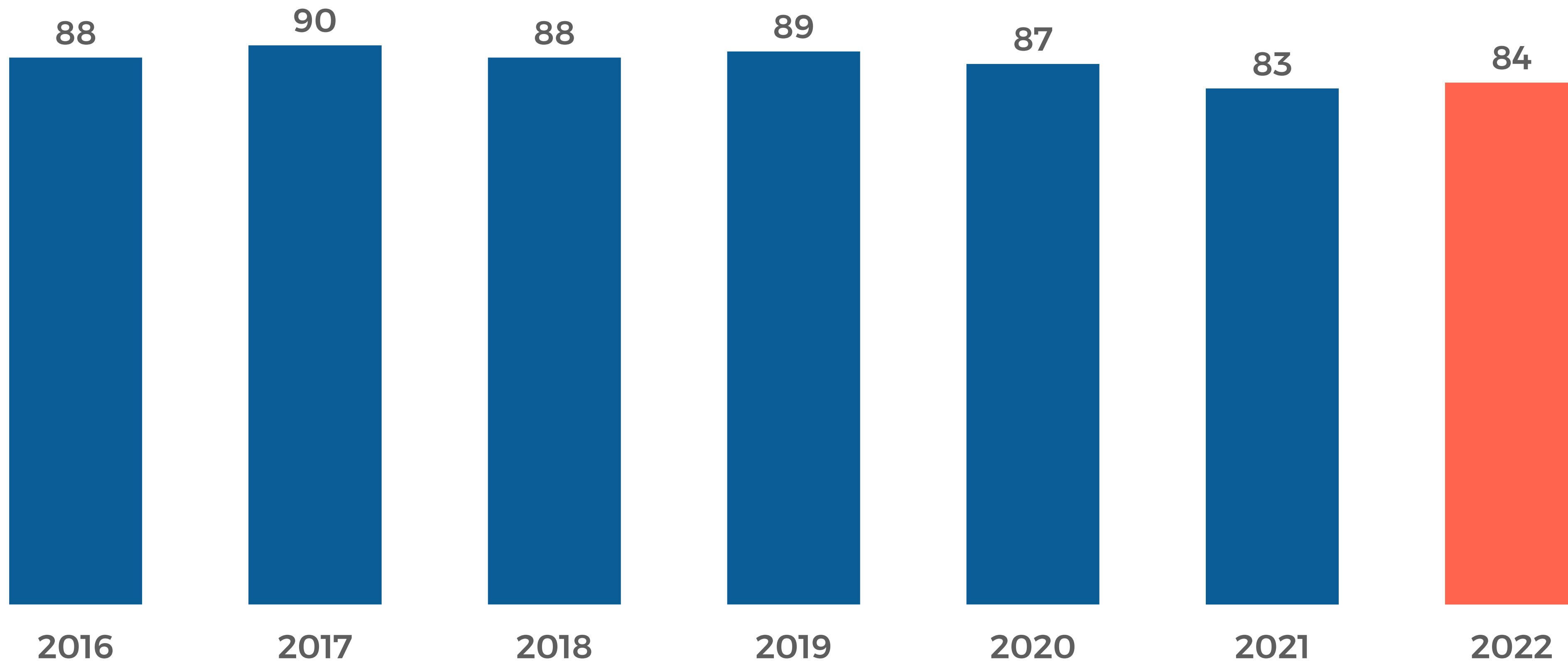


In-Car Media

Driven/Ridden in Car in Last Month

BASE: U.S. AGE 18+

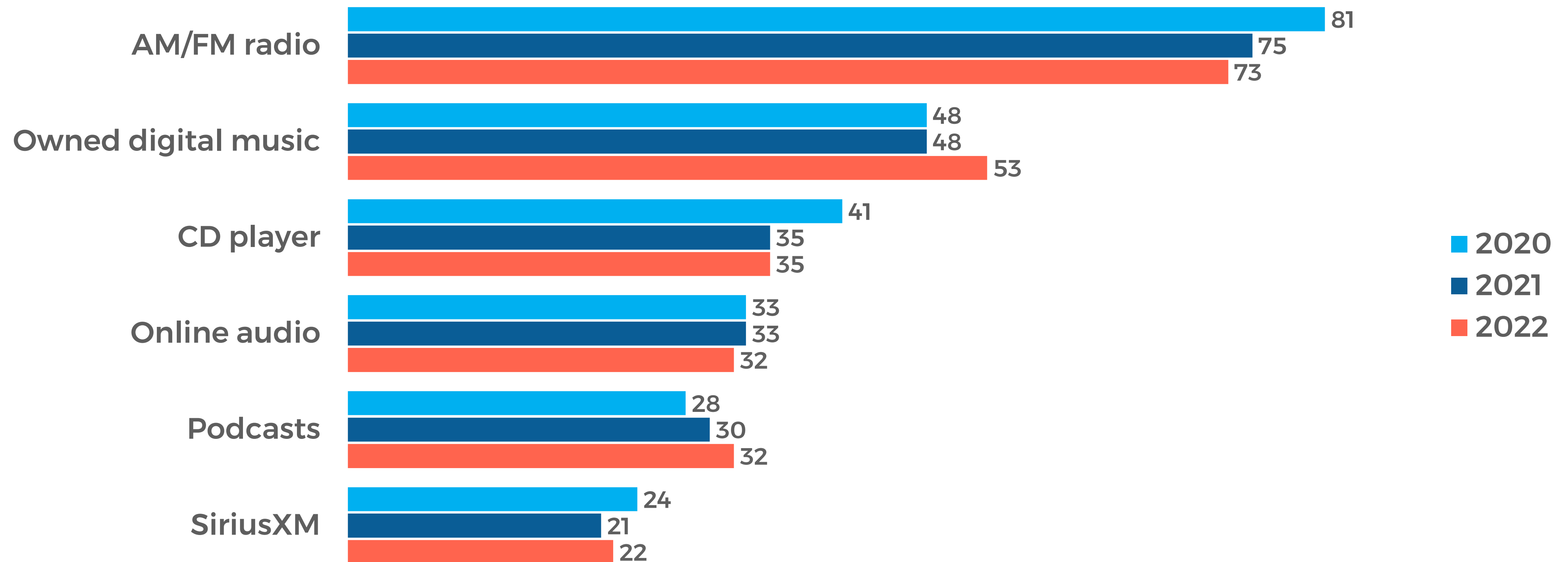
% DRIVING OR RIDING IN CAR/VEHICLE IN LAST MONTH



Audio Sources Currently Ever Used in Car

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

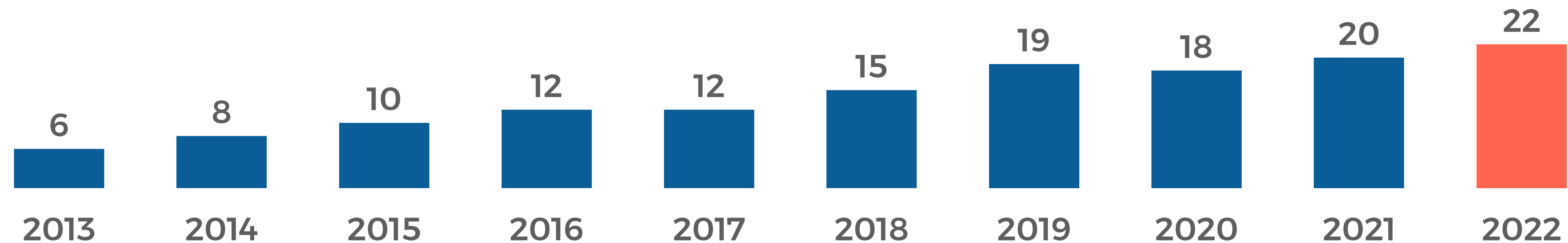
% USING AUDIO SOURCE IN CAR



In-Dash Information and Entertainment Systems

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 84%

% OWNING IN-DASH INFORMATION AND ENTERTAINMENT SYSTEM IN CAR



Integrated Mobile Operating Systems in Primary Vehicle

BASE: U.S. AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH, 84%

% HAVE SYSTEM IN PRIMARY VEHICLE

Apple CarPlay



17

Android Auto

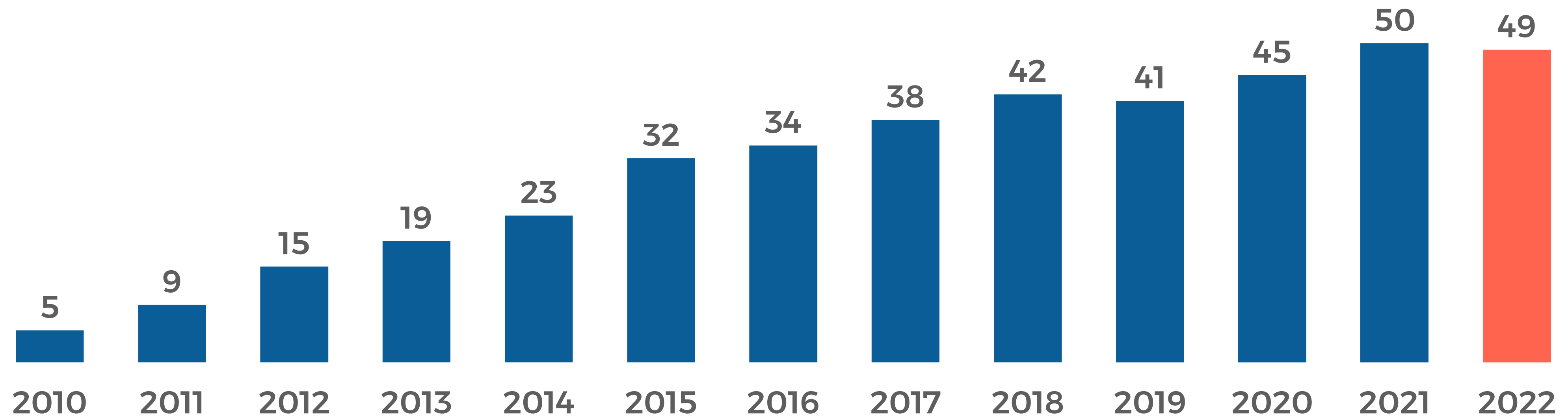


11

Online Audio Listening in Car Through a Cell Phone

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO ONLINE AUDIO IN A CAR THROUGH A CELL PHONE



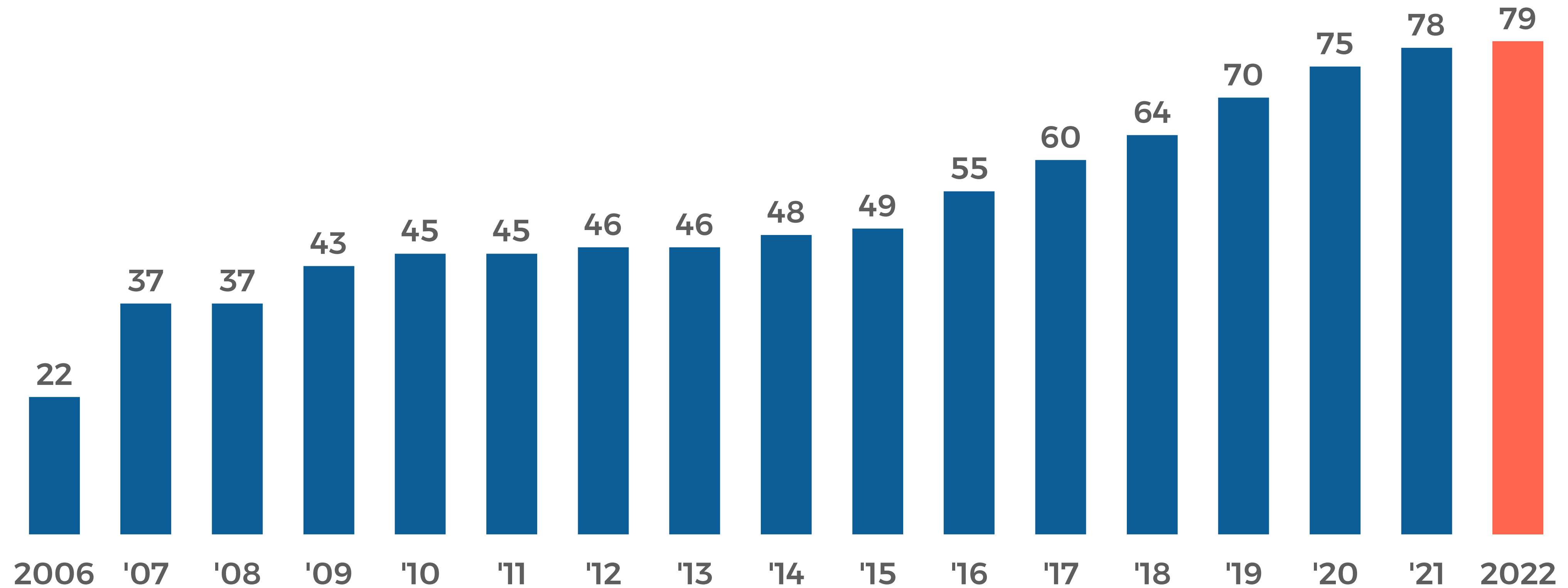
Podcasting

Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING

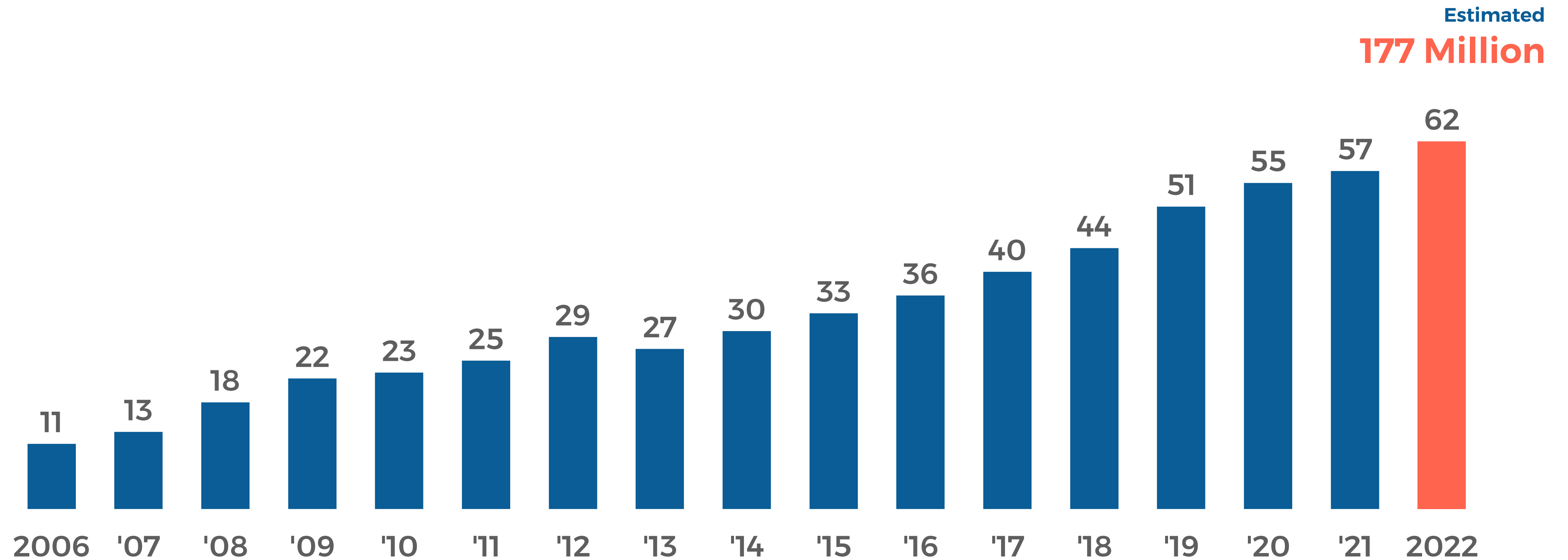
Estimated
226 Million



Podcasting Listening

TOTAL U.S. POPULATION 12+

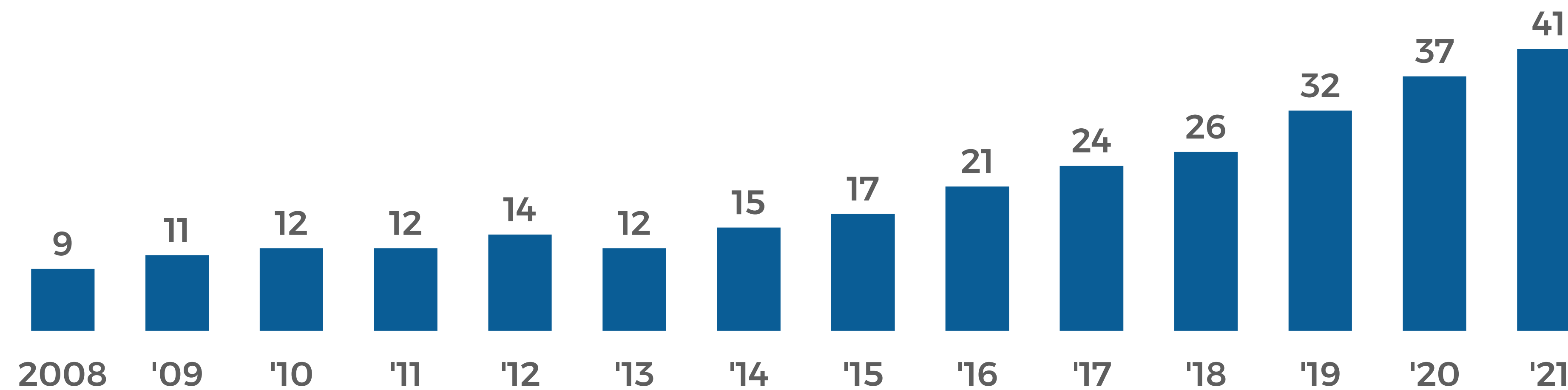
% EVER LISTENED TO A PODCAST



Monthly Podcast Listening

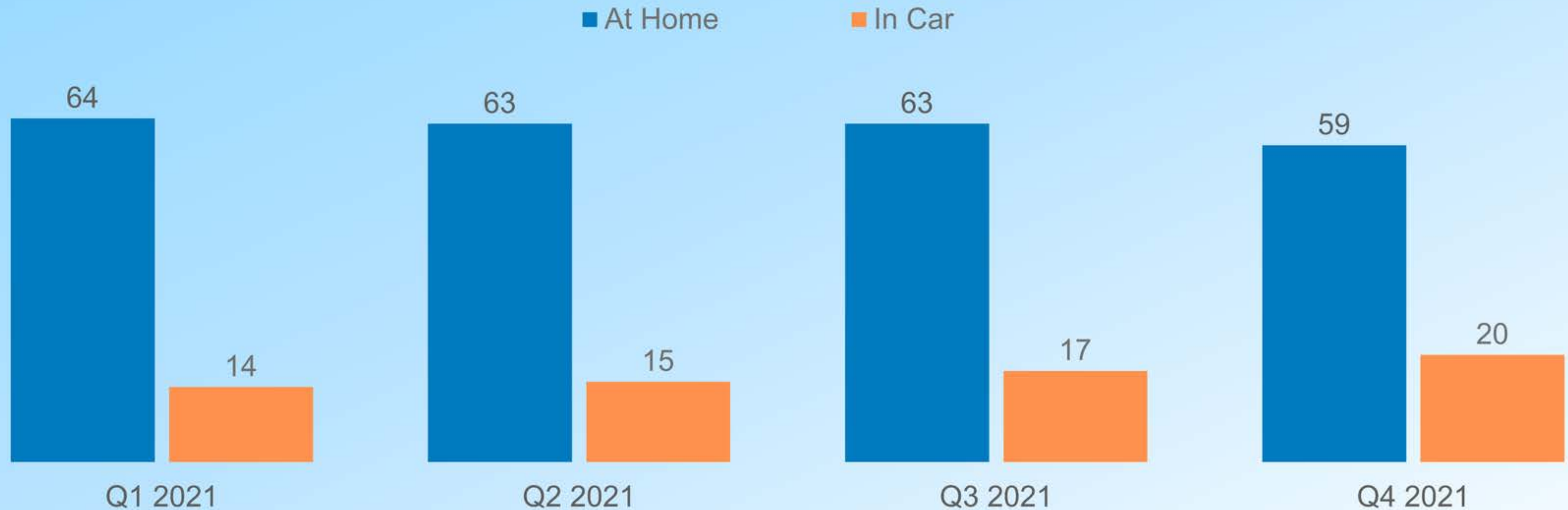
TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH



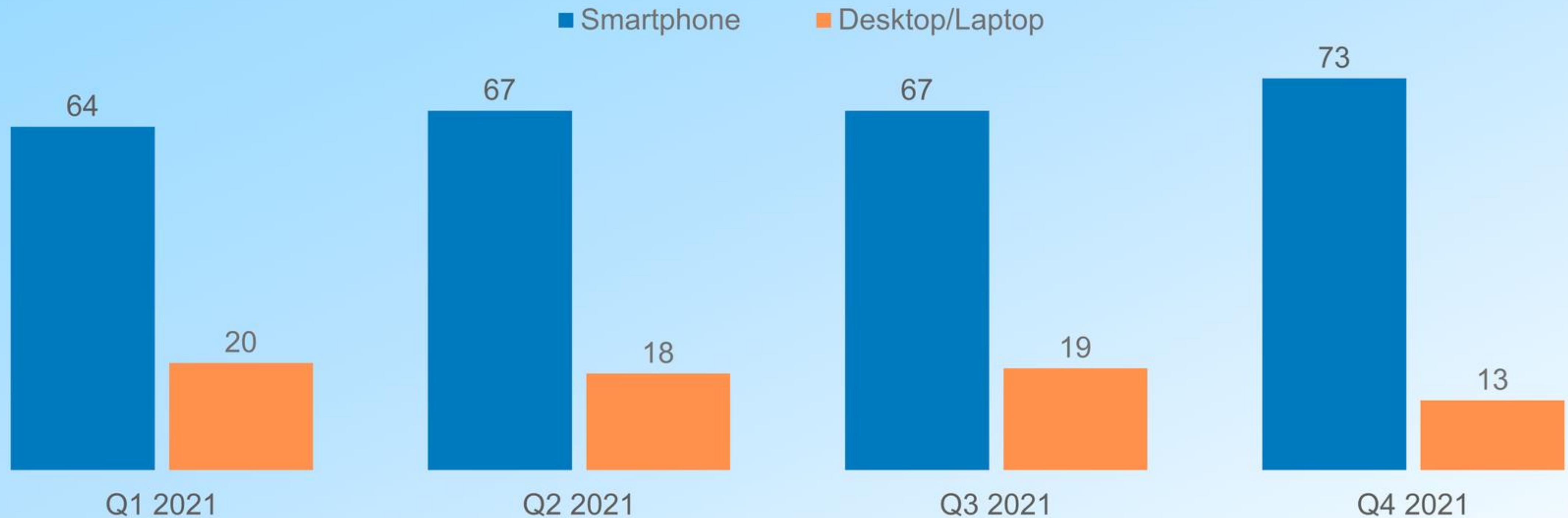
Location Where Podcasts Are Listened To “Most Often”

Weekly Podcast Listeners



Device Used To Listen To Podcasts “Most Often”

Weekly Podcast Listeners

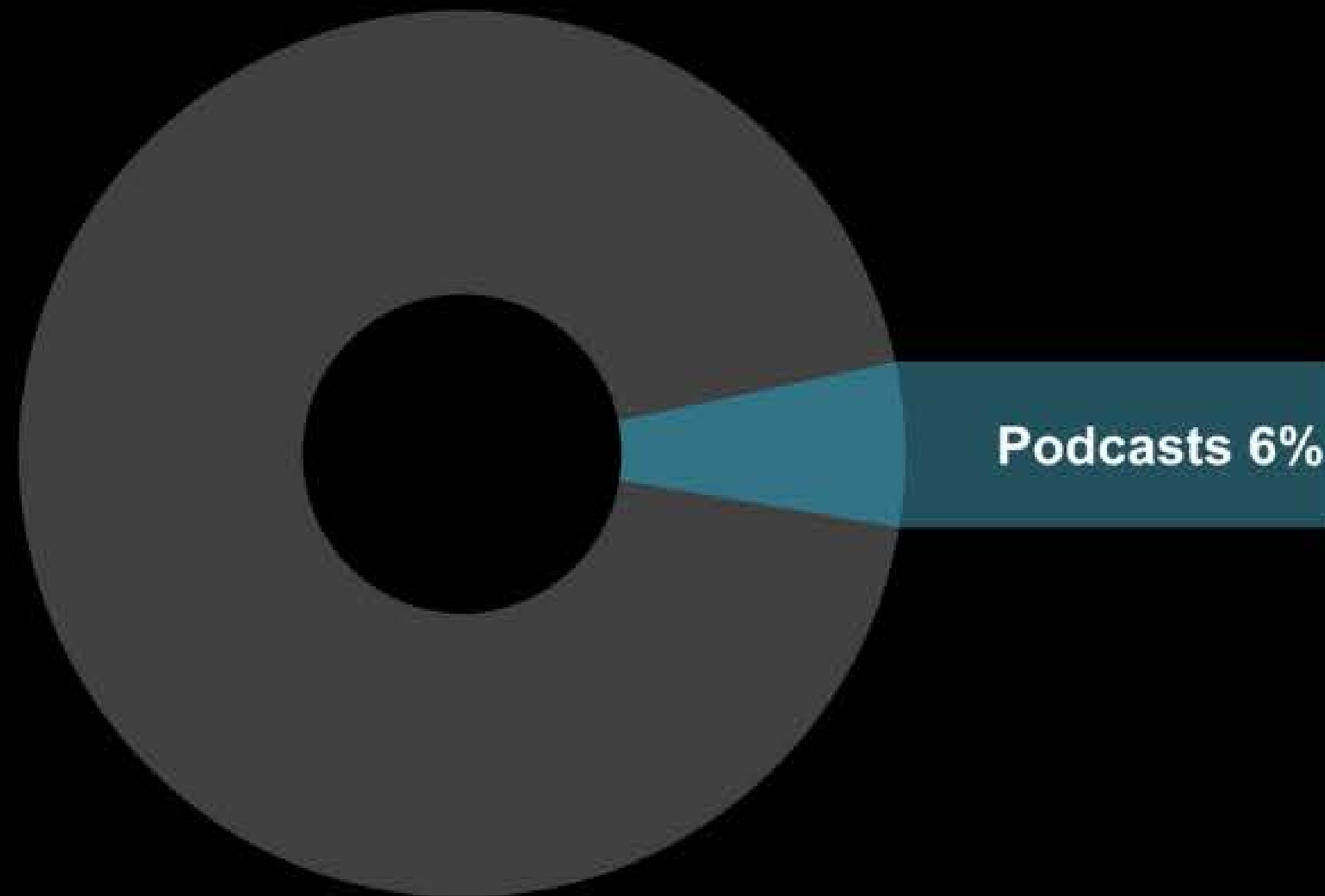


Share of Ear[®]

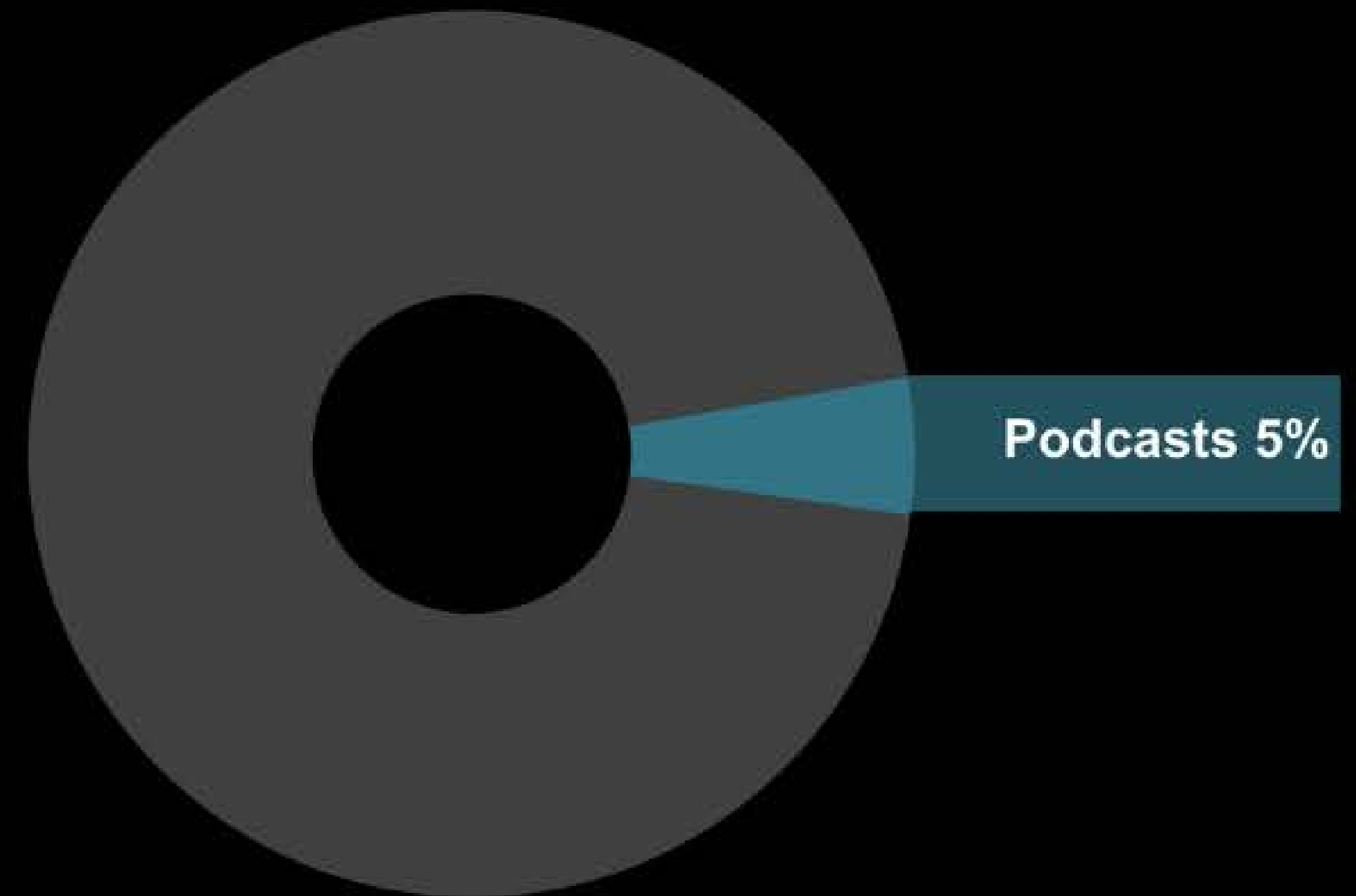
Share of Time Spent Listening to **All Audio Sources**

U.S. Population 13+

2020



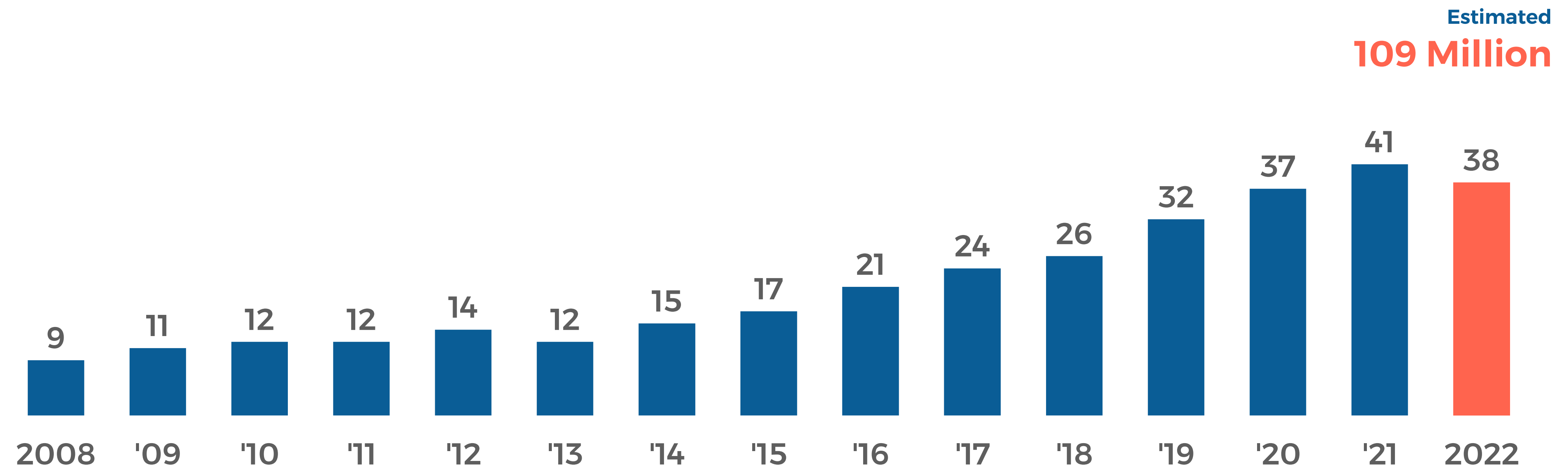
2021



Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

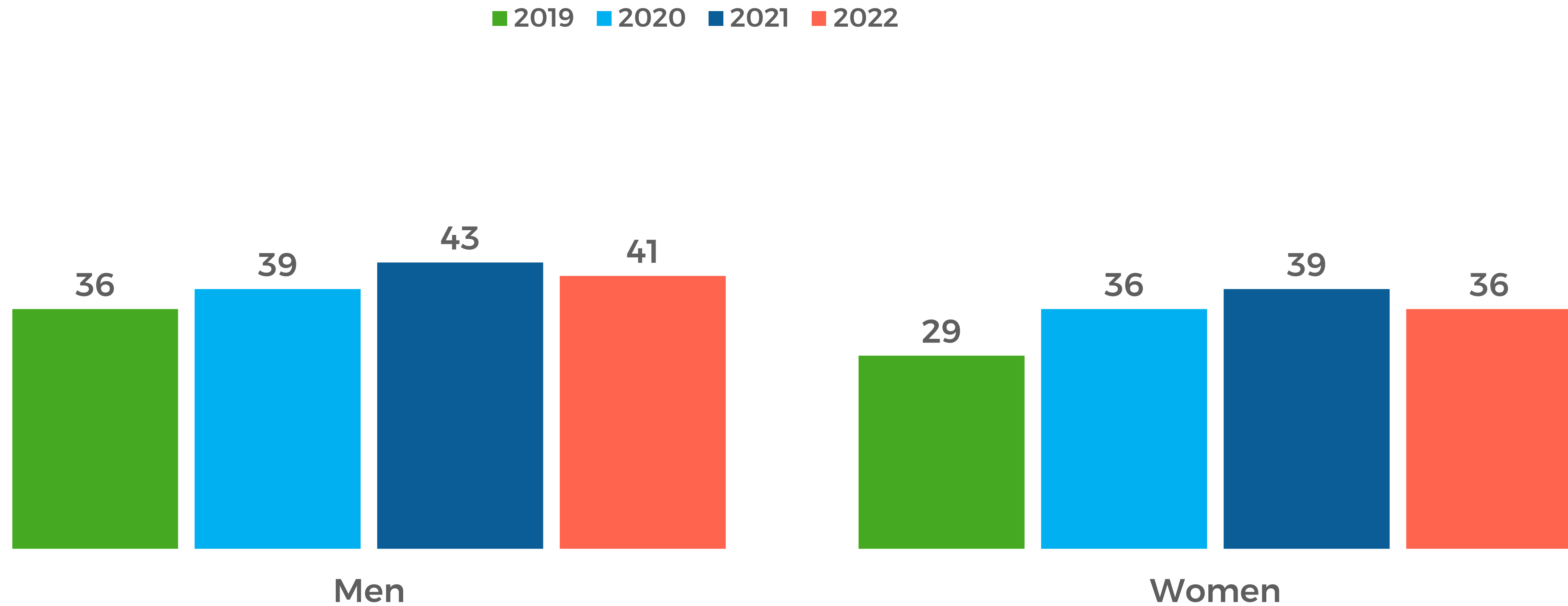
% LISTENED TO A PODCAST IN LAST MONTH



Monthly Podcast Listening

U.S. POPULATION

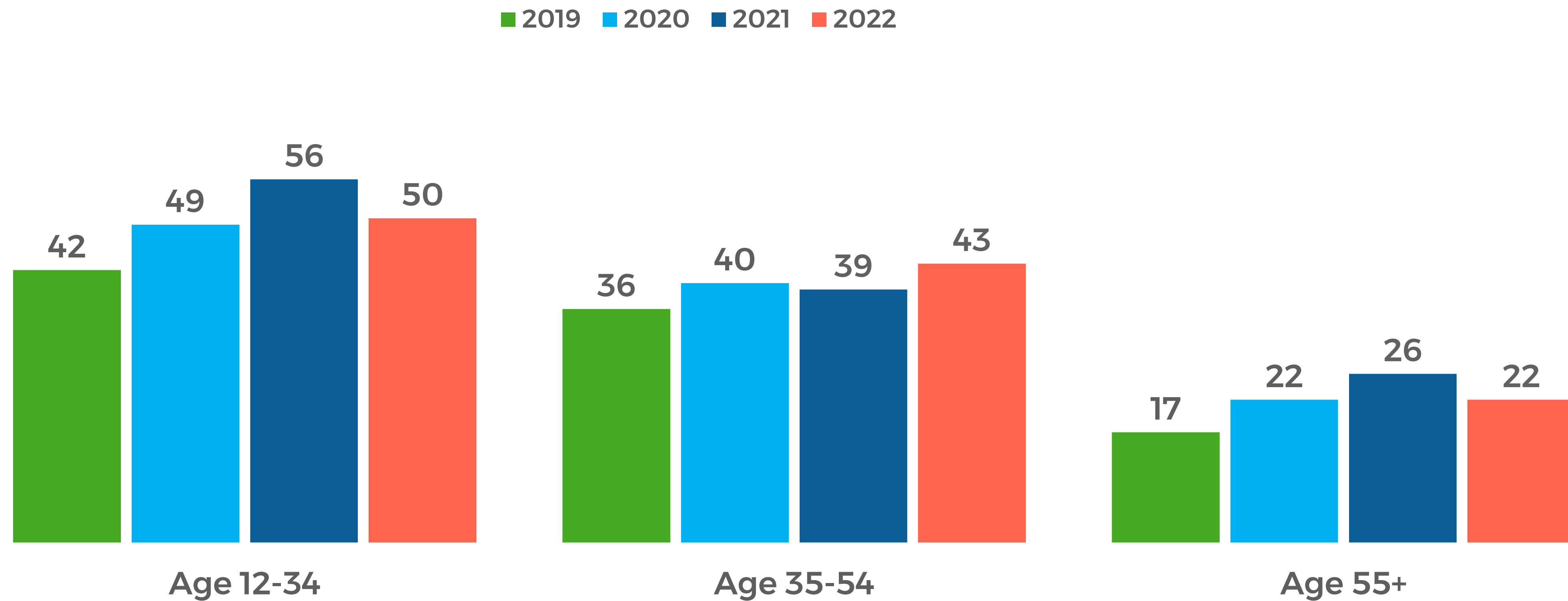
% LISTENED TO A PODCAST IN LAST MONTH



Monthly Podcast Listening

U.S. POPULATION

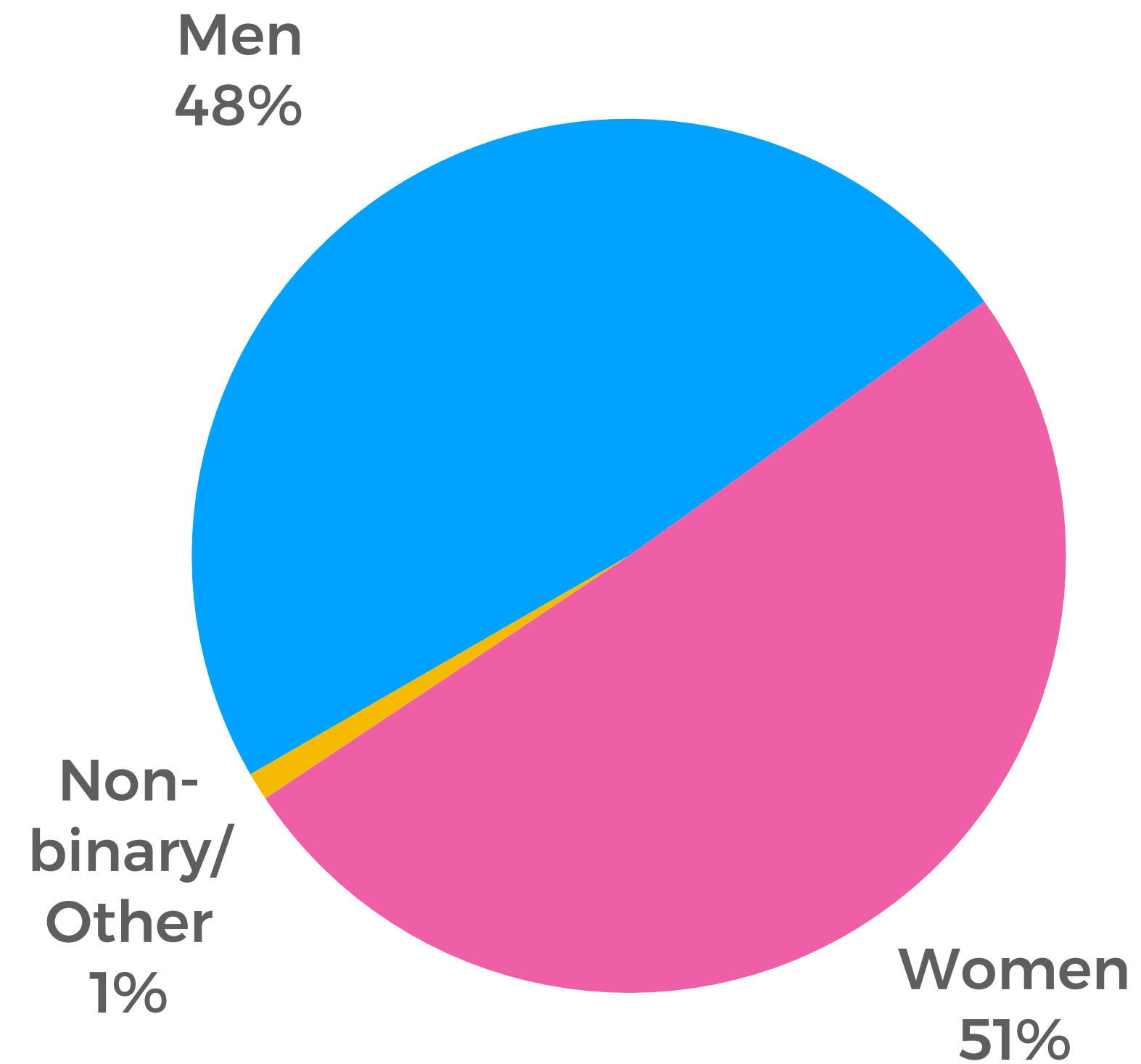
% LISTENED TO A PODCAST IN LAST MONTH



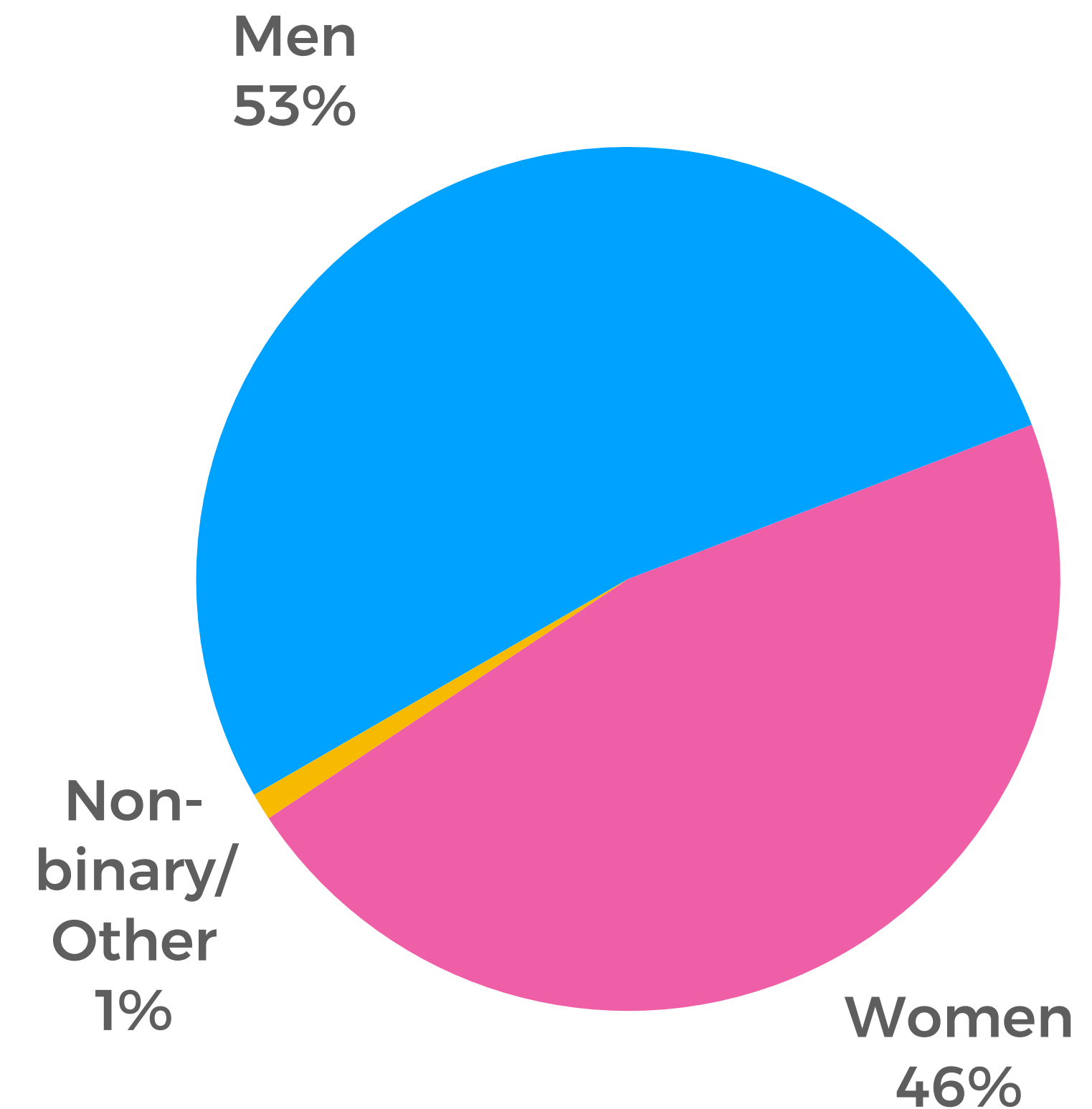
Gender of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+



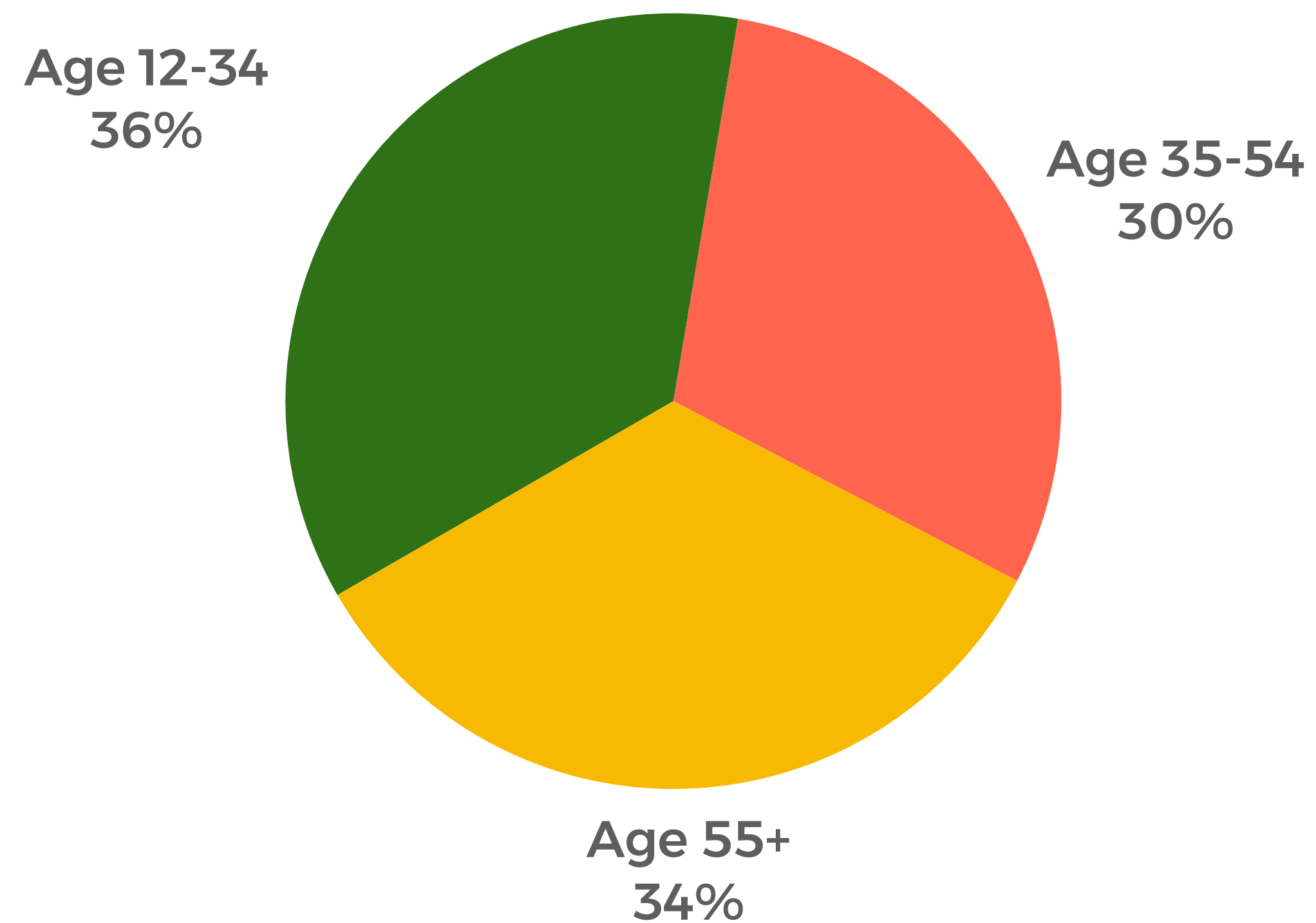
MONTHLY PODCAST CONSUMERS 12+



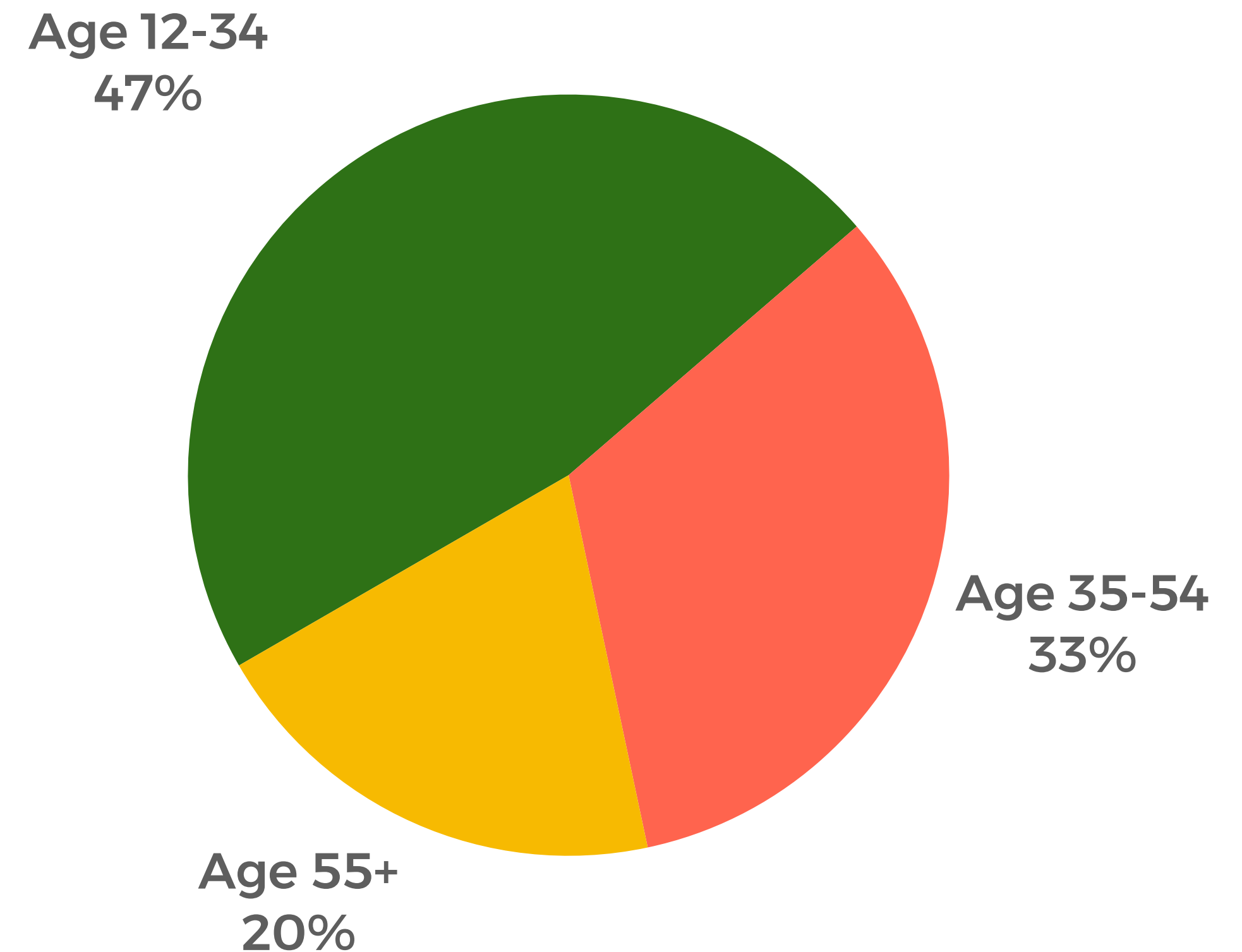
Age of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+



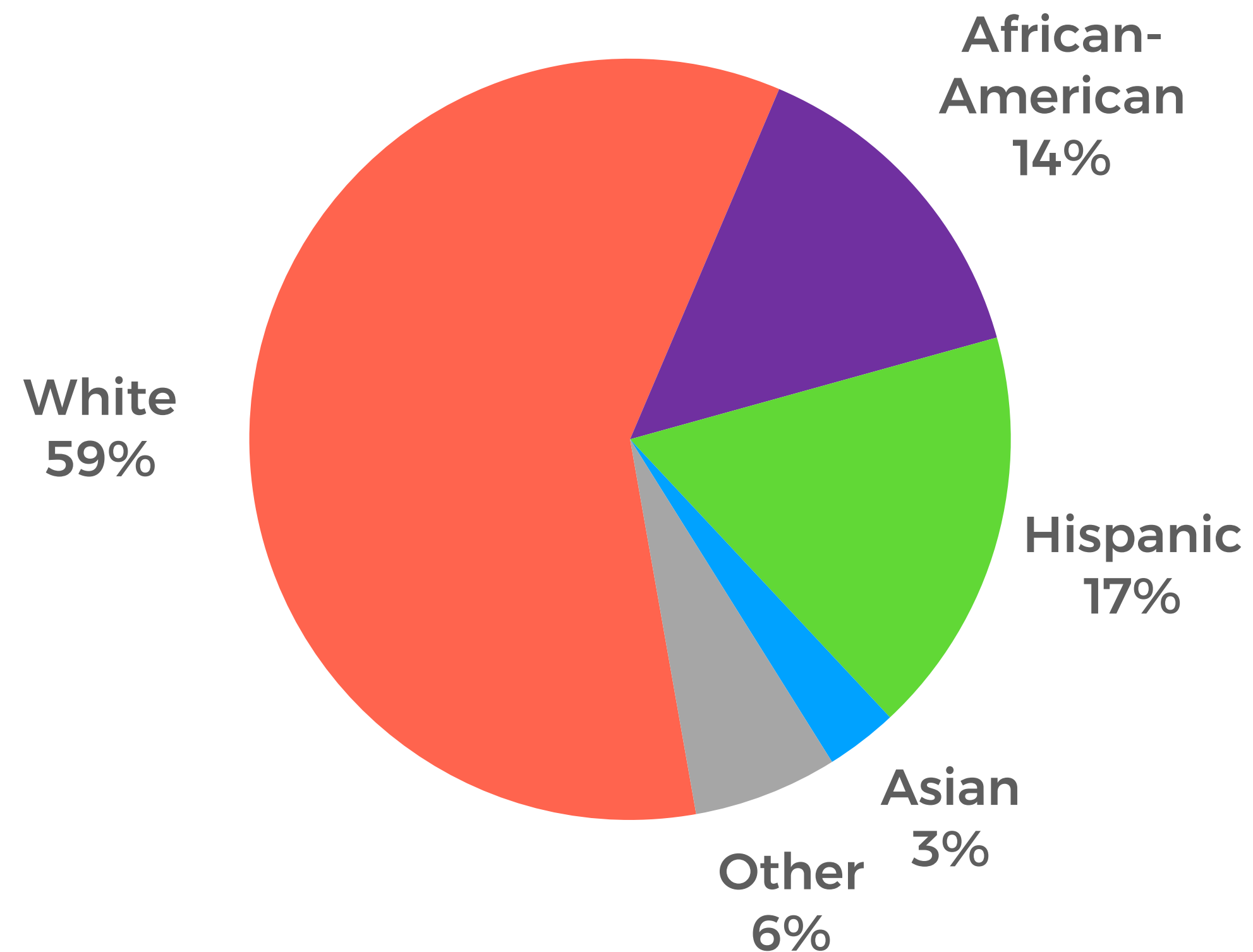
MONTHLY PODCAST CONSUMERS 12+



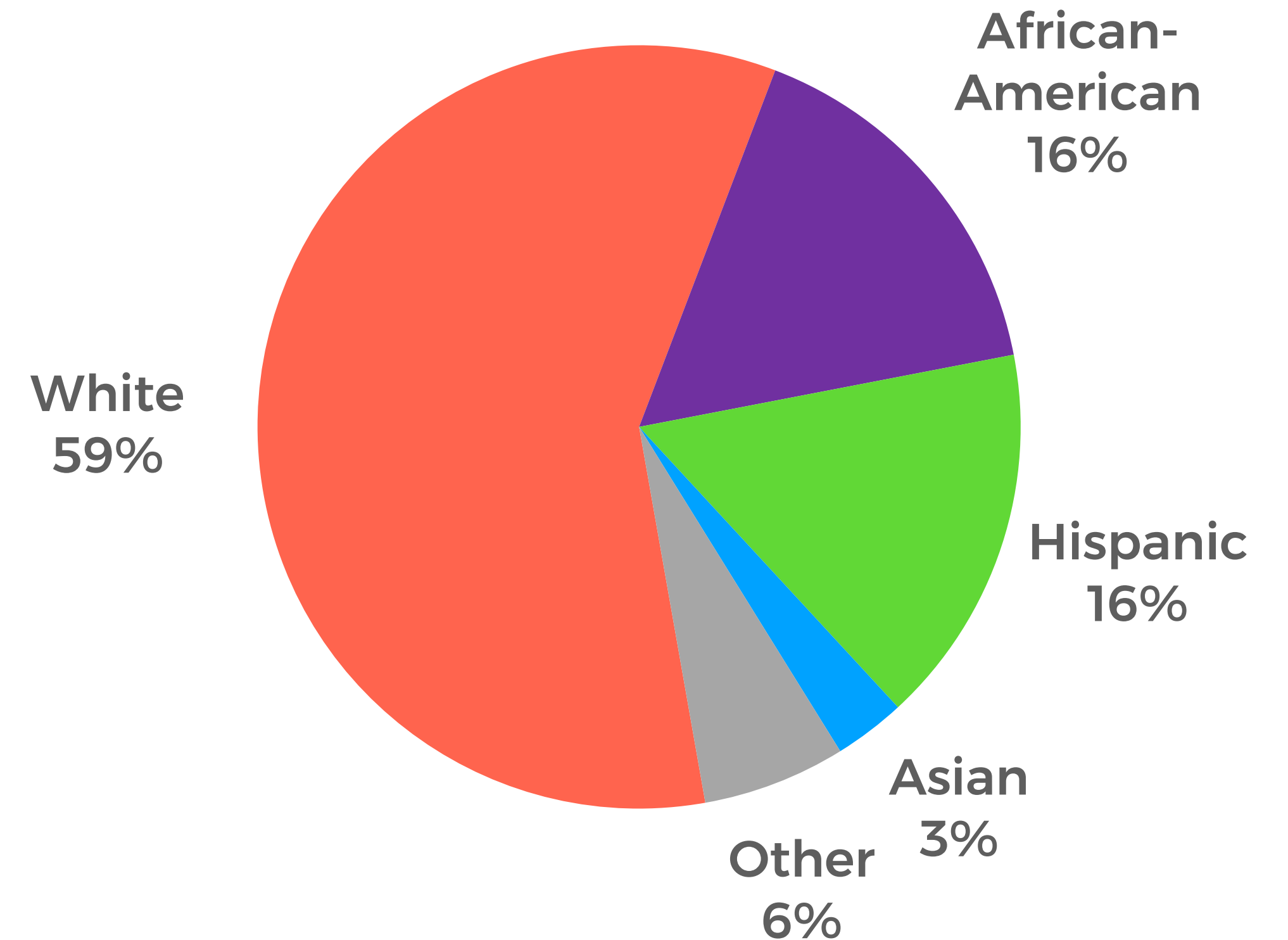
Ethnicity of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+

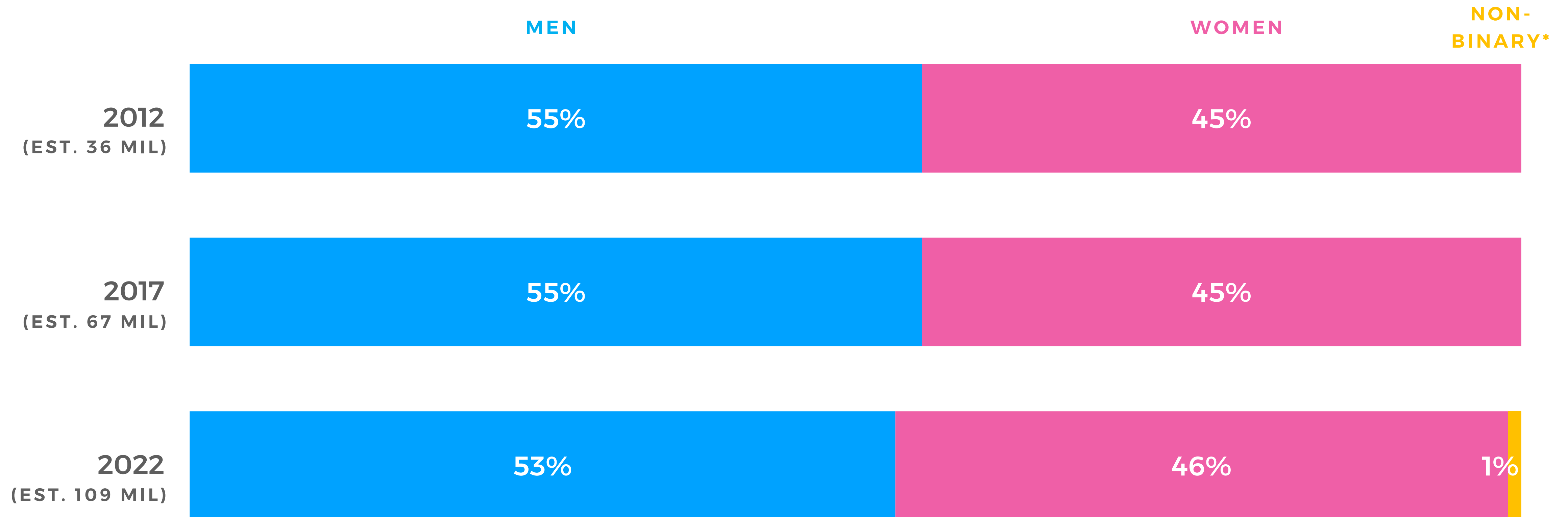


MONTHLY PODCAST CONSUMERS 12+



Sex of Monthly Podcast Listeners

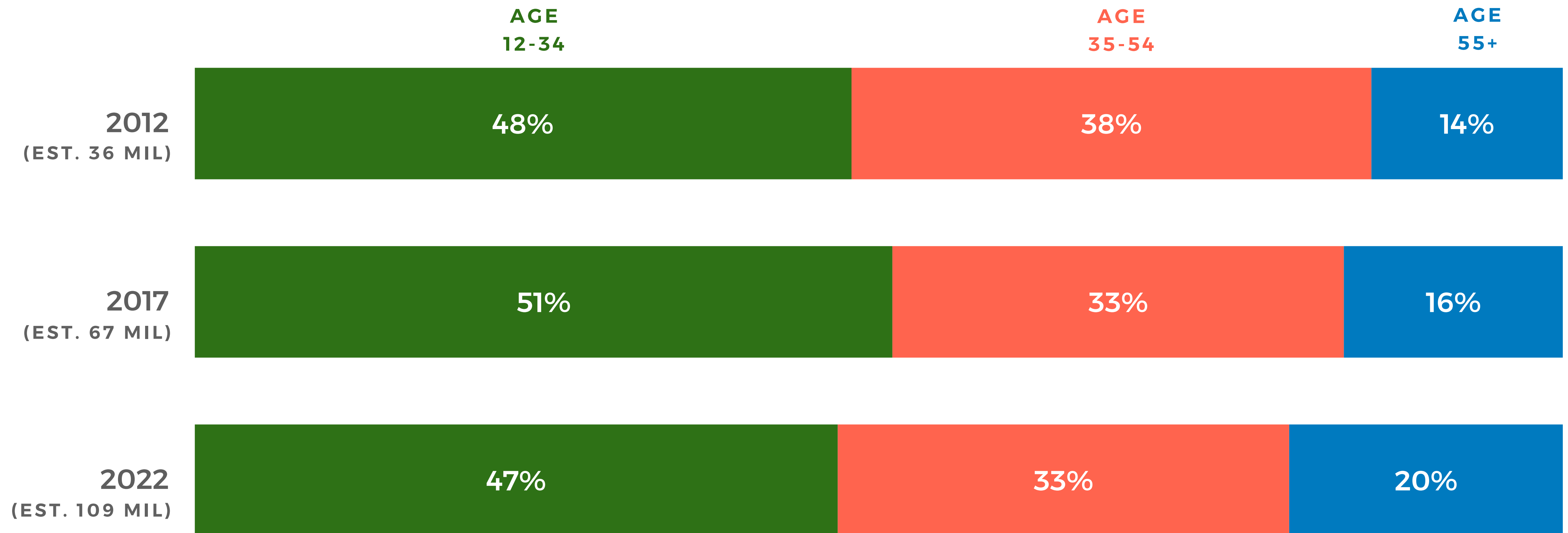
BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



*NON-BINARY ADDED IN 2021

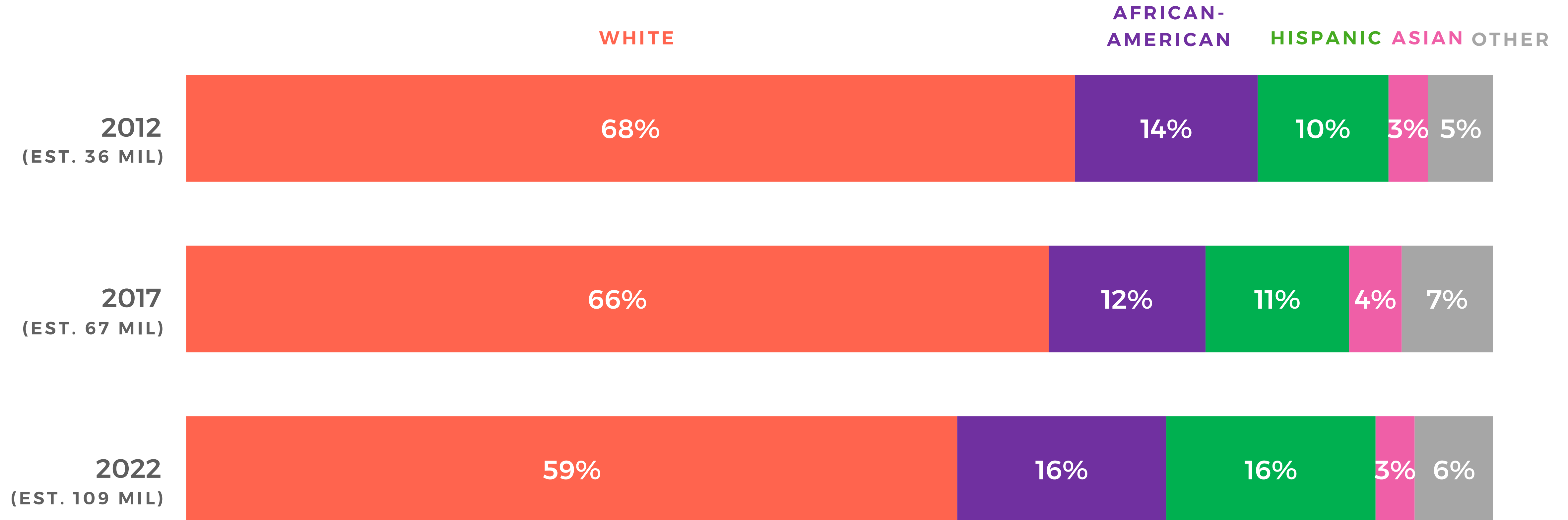
Age of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



Ethnicity of Monthly Podcast Listeners

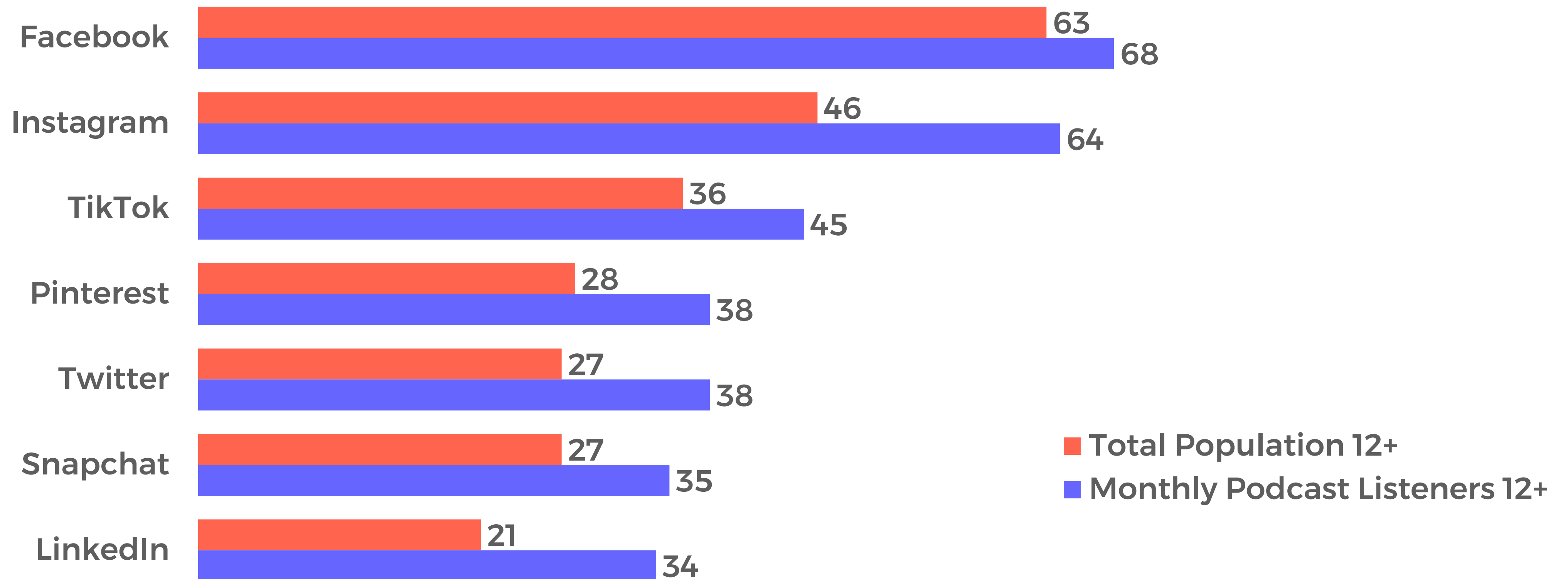
BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



Social Media Brand Usage

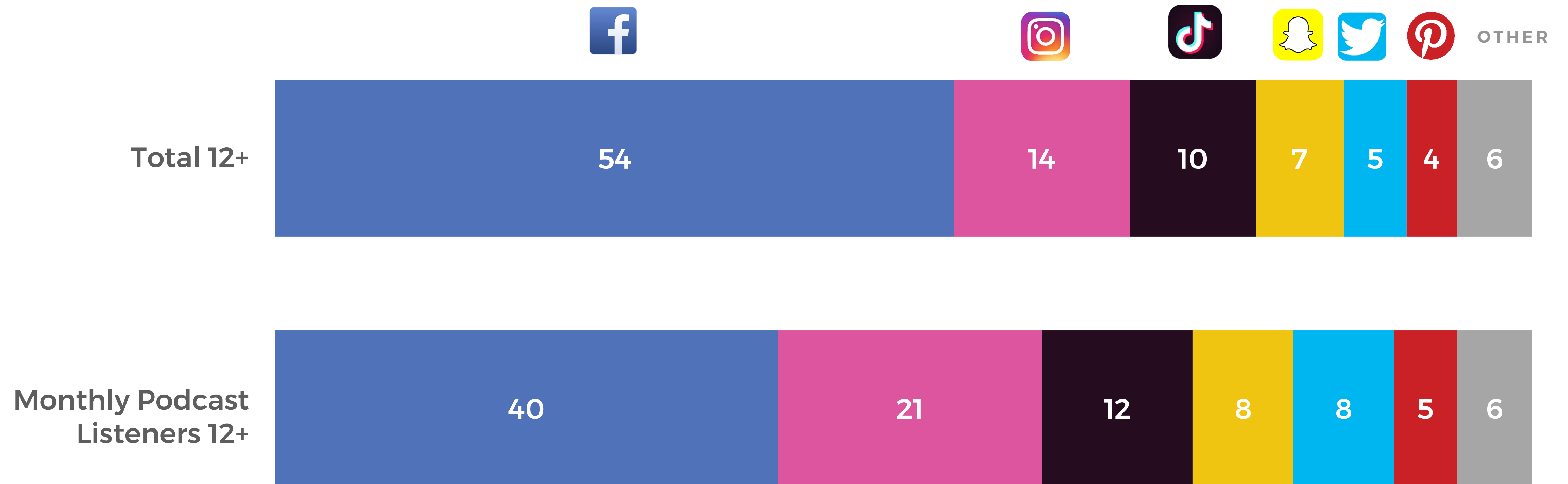
U.S. TOTAL POPULATION 12+

% USING SOCIAL MEDIA BRAND



Social Media Brand Used Most Often

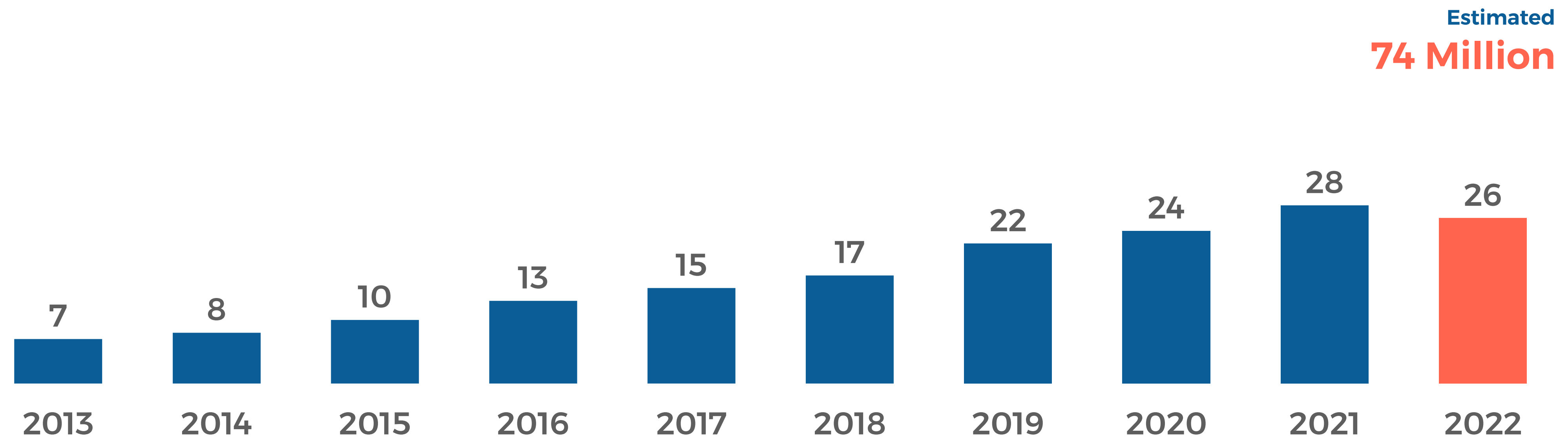
BASE: U.S. SOCIAL MEDIA USERS



Weekly Podcast Listening

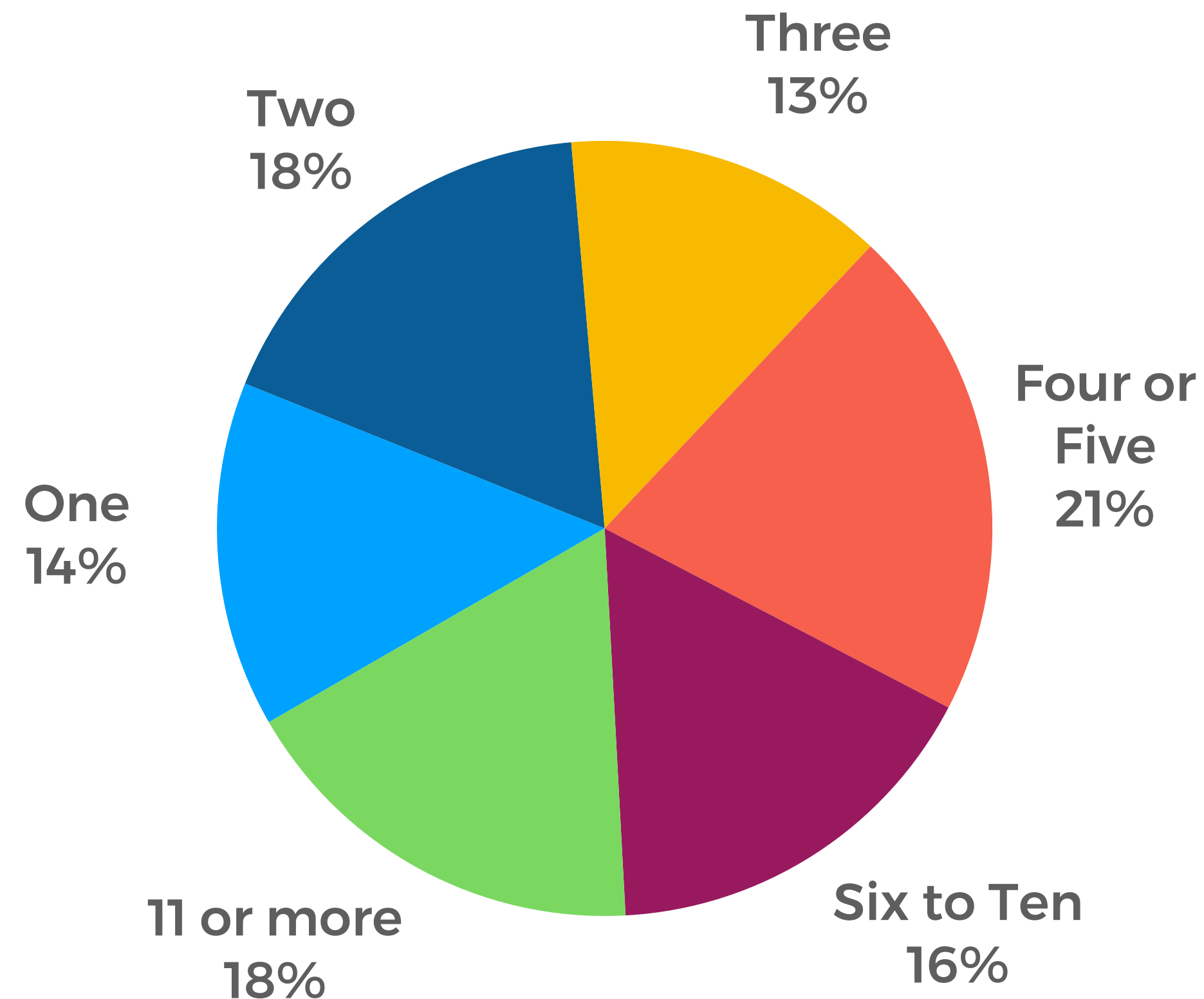
TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK



Number of Podcast Episodes Listened to in Last Week

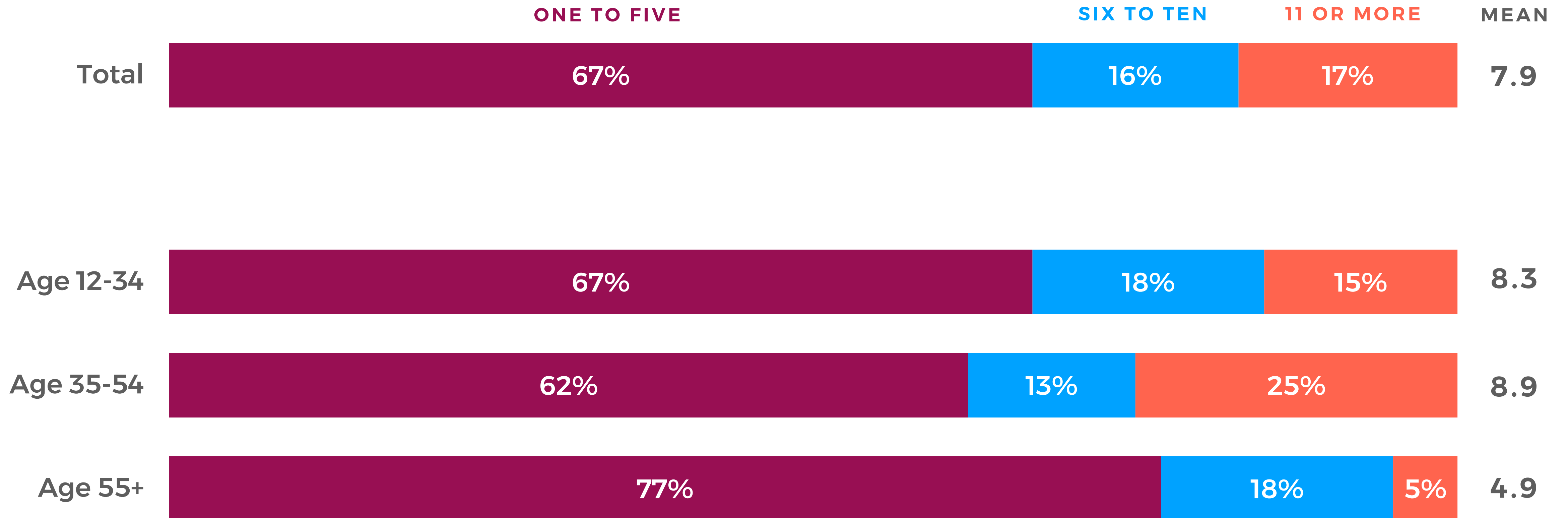
BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK



U.S. weekly podcast listeners averaged
Eight podcasts
in the last week

Number of Podcast Episodes Listened to in Last Week

BASE: LISTENED TO PODCAST IN LAST WEEK





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