



THE INFINITE DIAL[®] 2024



Study Overview

1

→ The Infinite Dial is the longest-running survey of digital media consumer behavior in America

2

→ The annual reports in this series have covered a wide range of digital media and topics since 1998

3

→ The Infinite Dial tracks mobile behaviors, internet audio, podcasting, social media, smart speakers and more



Podcast listening is UP



Presentation Outline



Study Overview & Methodology



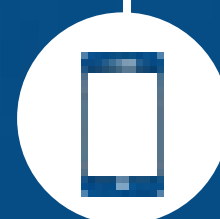
Media & Technology



Podcasting



Online Audio



Social Media



Observations

Study Methodology

1

→ In January 2024, Edison Research conducted a national survey of 1,086 people aged 12 and older

2

→ Survey conducted in both English and Spanish using random digit dialing techniques (cell phone and landline) and an online probability panel to increase coverage of 12-17 year olds

3

→ Data weighted to national 12+ U.S. population figures



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Media & Technology





**“Smart” device
triumph is
nearly total**

Smart Device Ownership

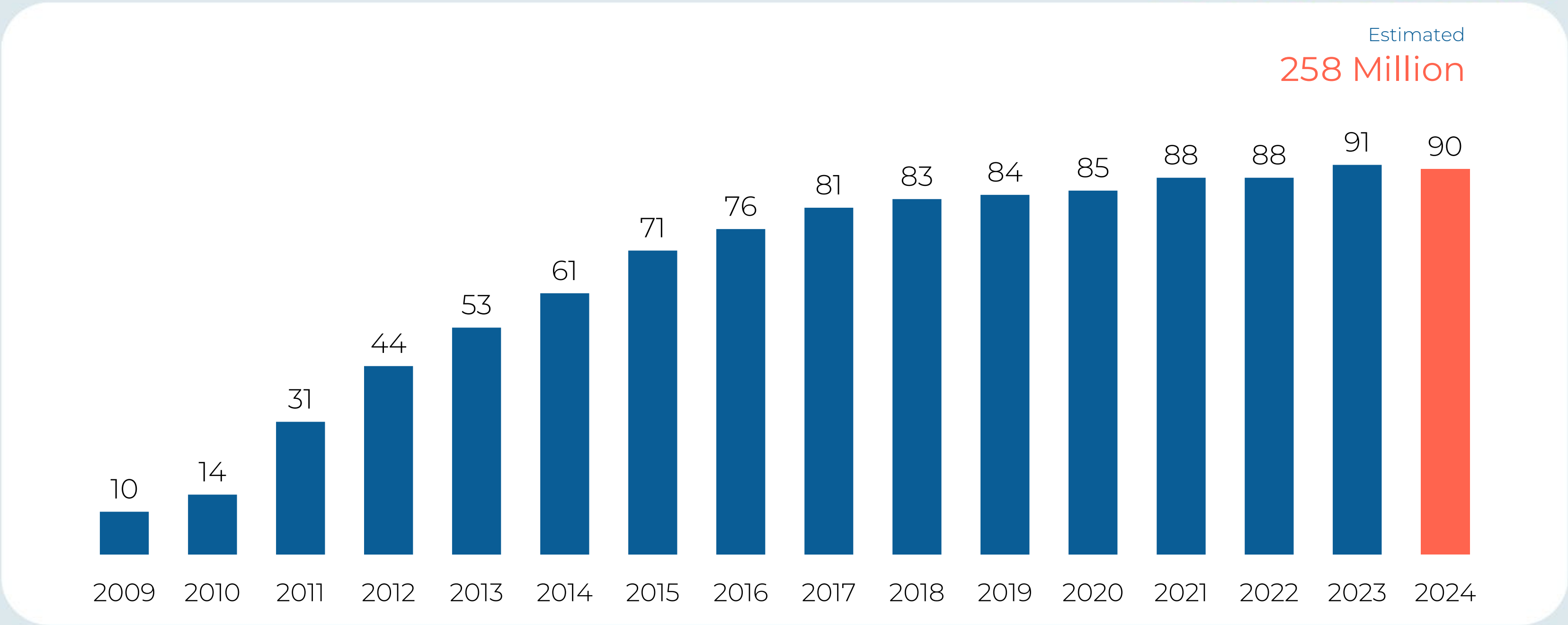
Total U.S. Population 12+

93% own a Smartphone,
Smart TV or Smart Speaker

Estimated 267 Million

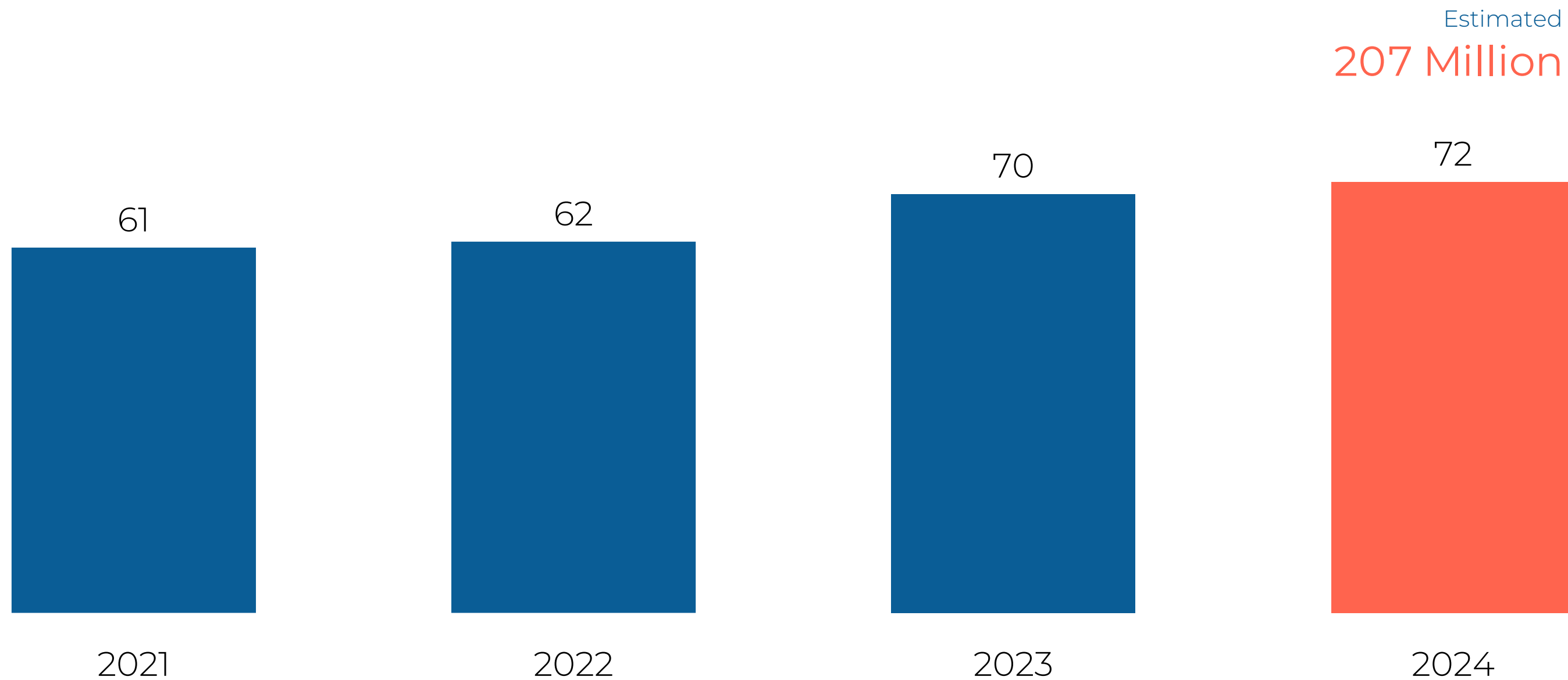
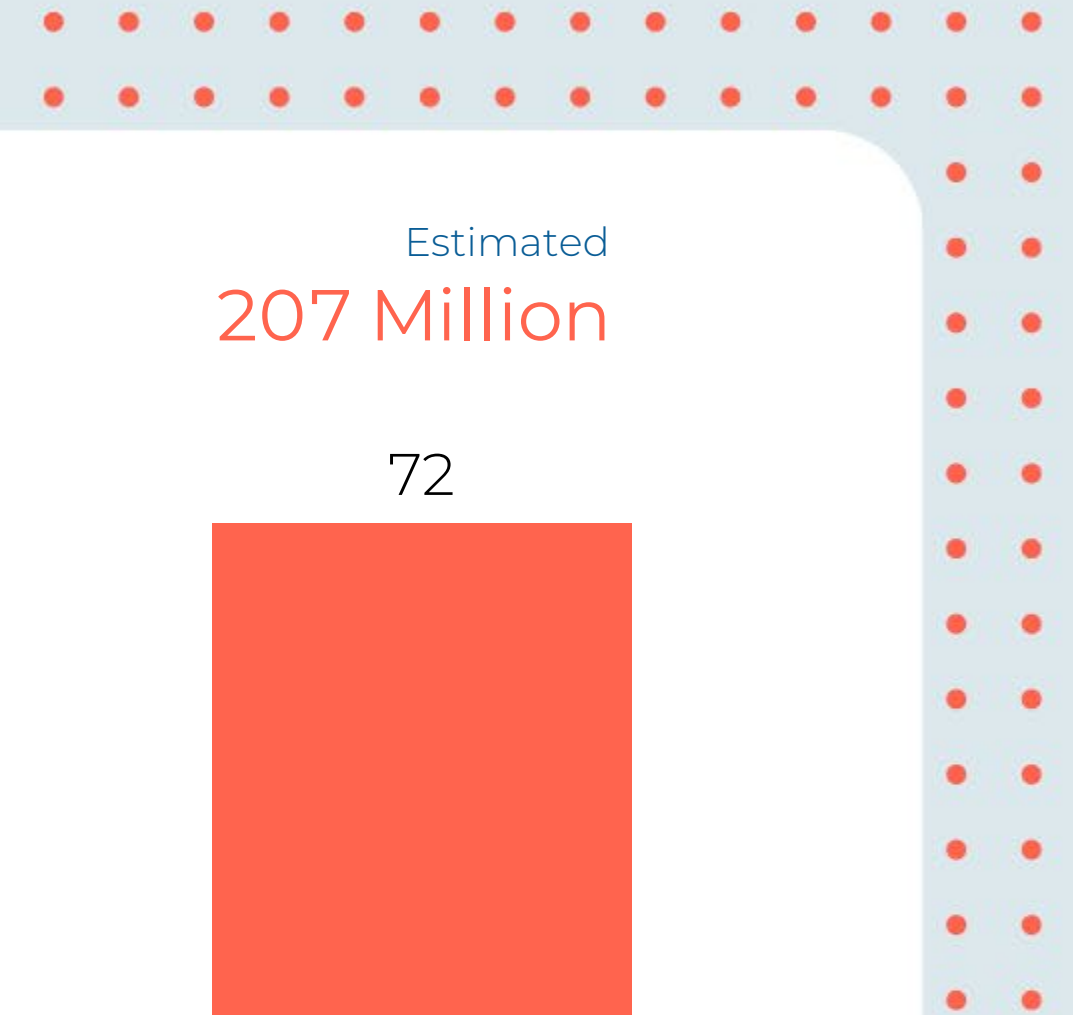
Smartphone Ownership

Total U.S. Population 12+
% OWNING A SMARTPHONE



Smart TV Ownership

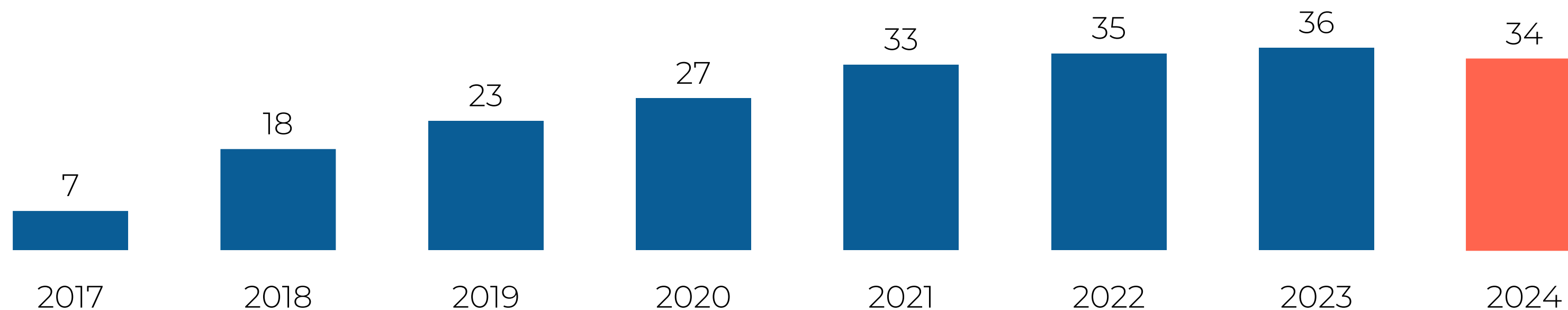
Total U.S. Population 12+
% OWNING A SMART TV



Smart Speaker Ownership

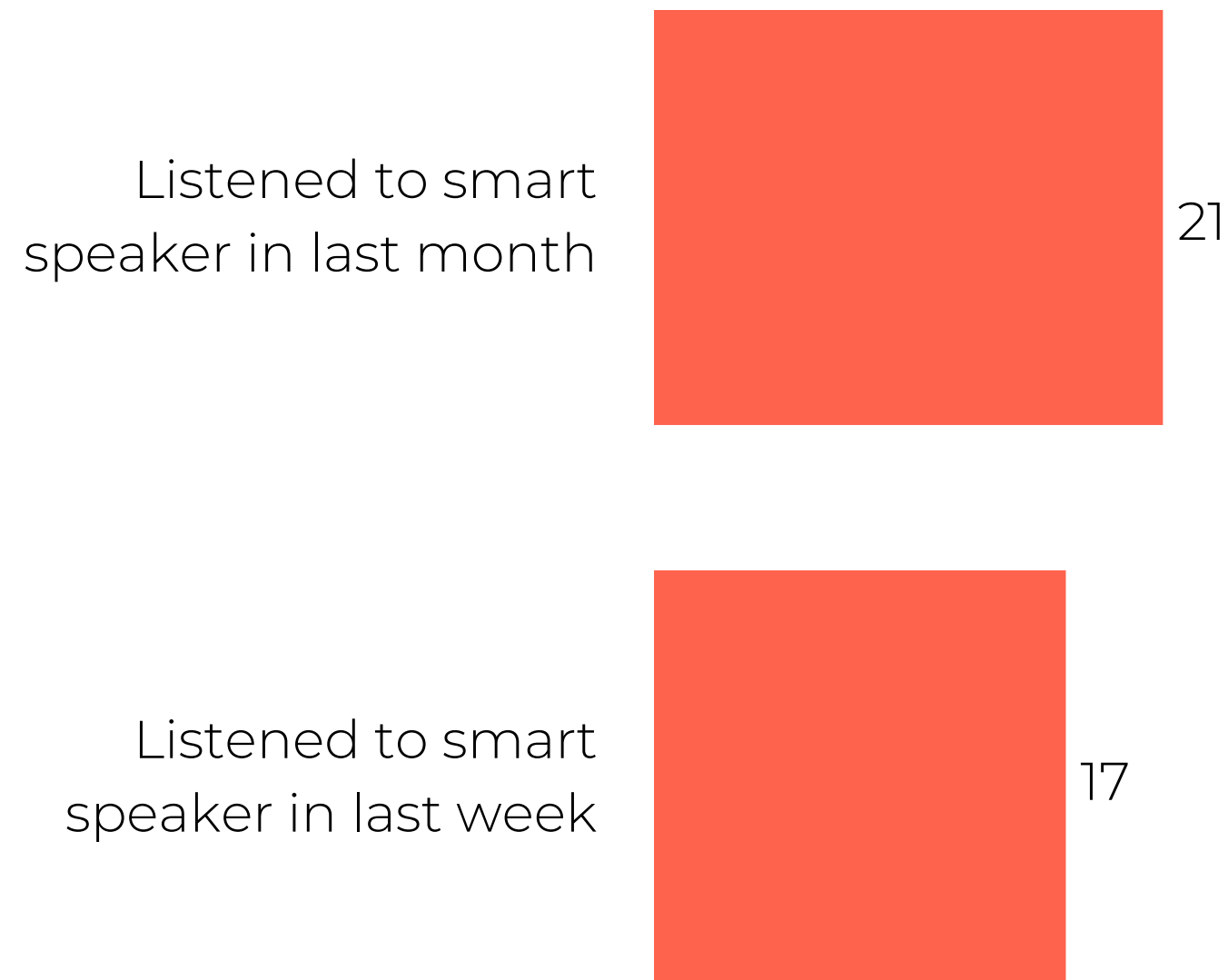
Total U.S. Population 12+
% OWNING A SMART SPEAKER

Estimated
98 Million



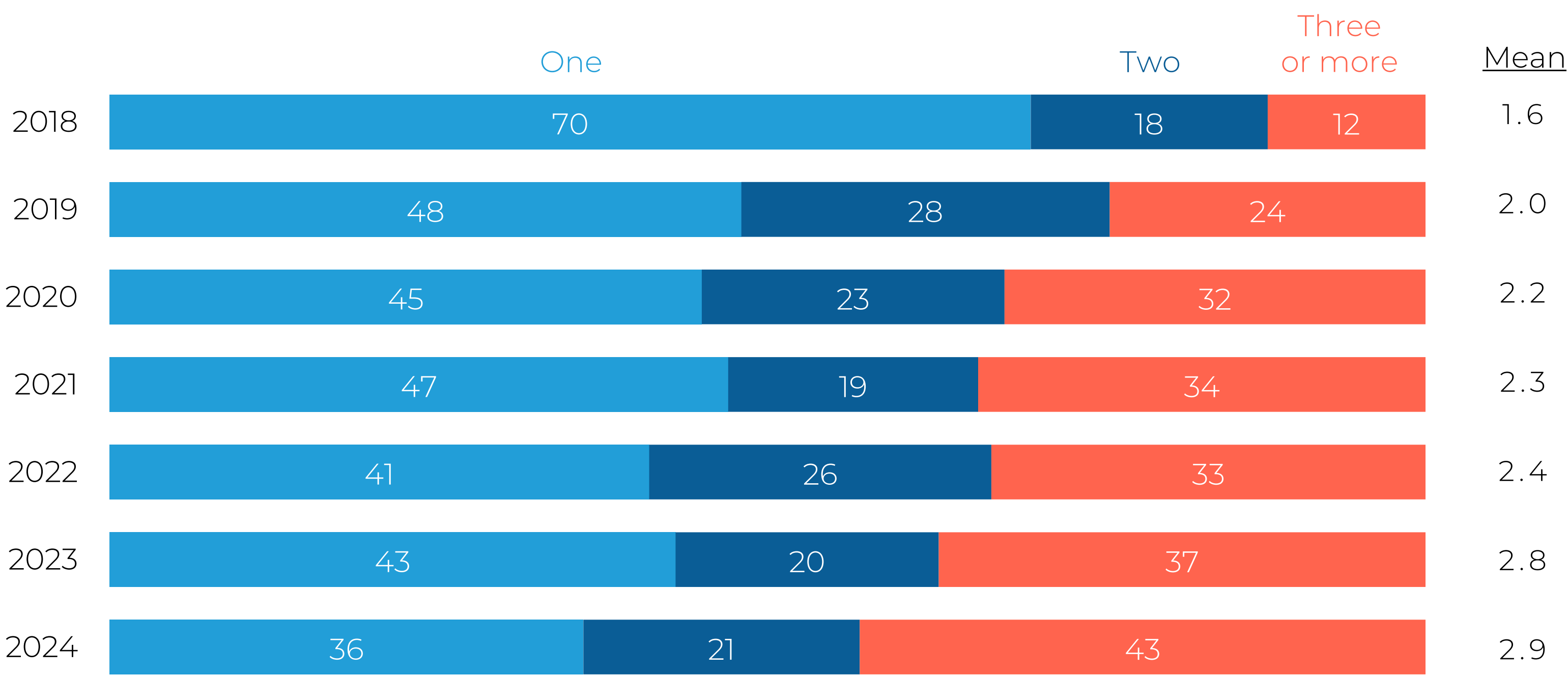
Audio Listening through Smart Speakers

Total U.S. Population 12+



Number of Smart Speakers in Household

Base: U.S. Age 12+ Smart Speaker Owners



Smart Speaker vs. Radio Ownership

Total U.S. Population 12+
% OWNING DEVICE

Estimated
98 Million

34

Own smart speaker
in household

Estimated
172 Million

60

Own radio set
in household

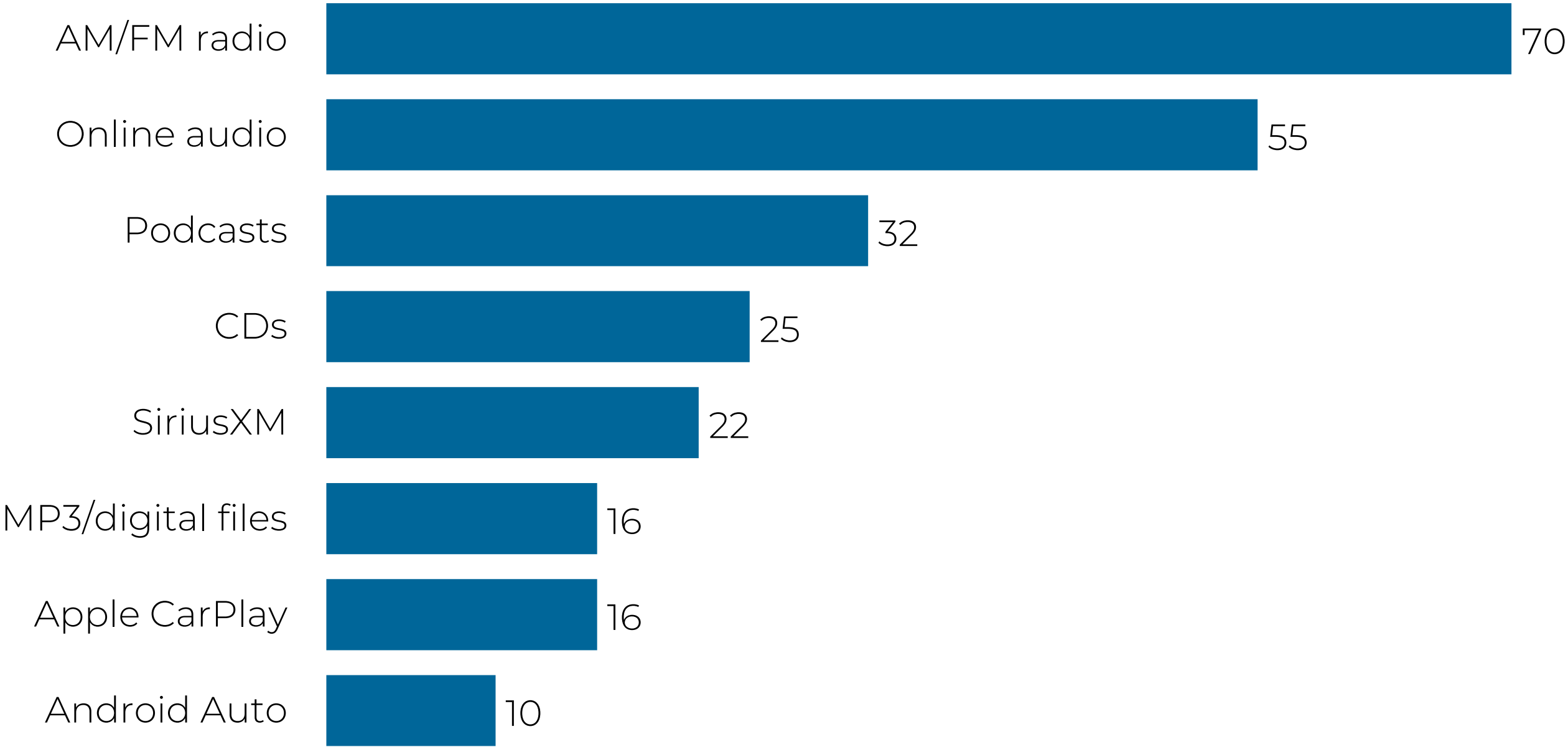
Estimated
75 Million

26

Own Neither

Audio Sources Currently Ever Used in Car

Base: U.S. 18+ Who Has Driven/Ridden In Car Last Month; 85%
% CURRENTLY USE AUDIO SOURCE IN PRIMARY CAR





Podcast listening is UP



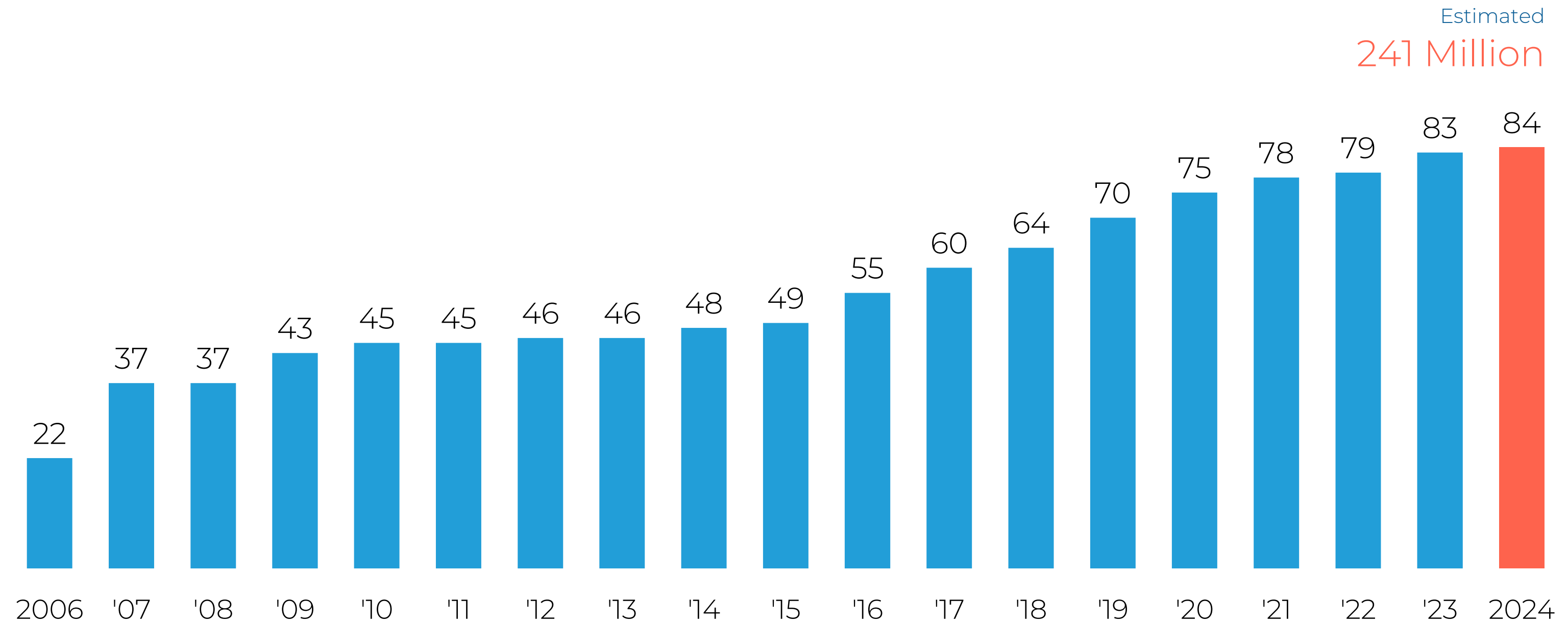
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Podcasting



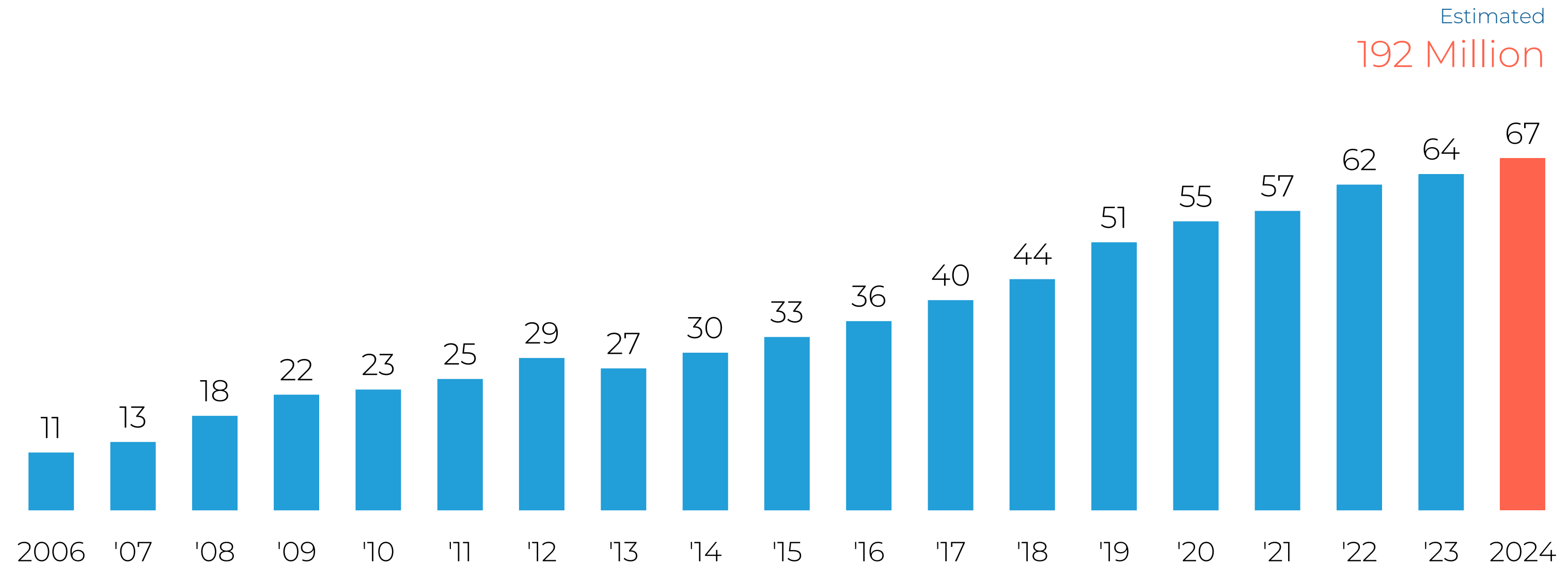
Podcasting Familiarity

Total U.S. Population 12+
% AWARE OF PODCASTING



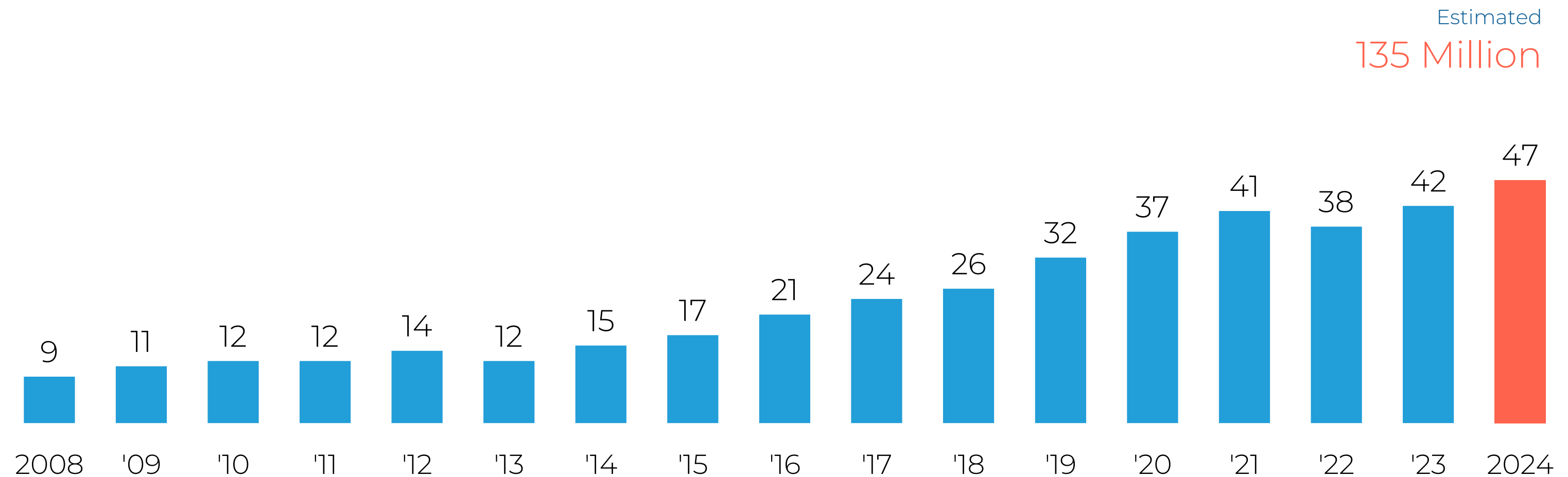
Podcasting Listening

Total U.S. Population 12+
% EVER LISTENED TO A PODCAST



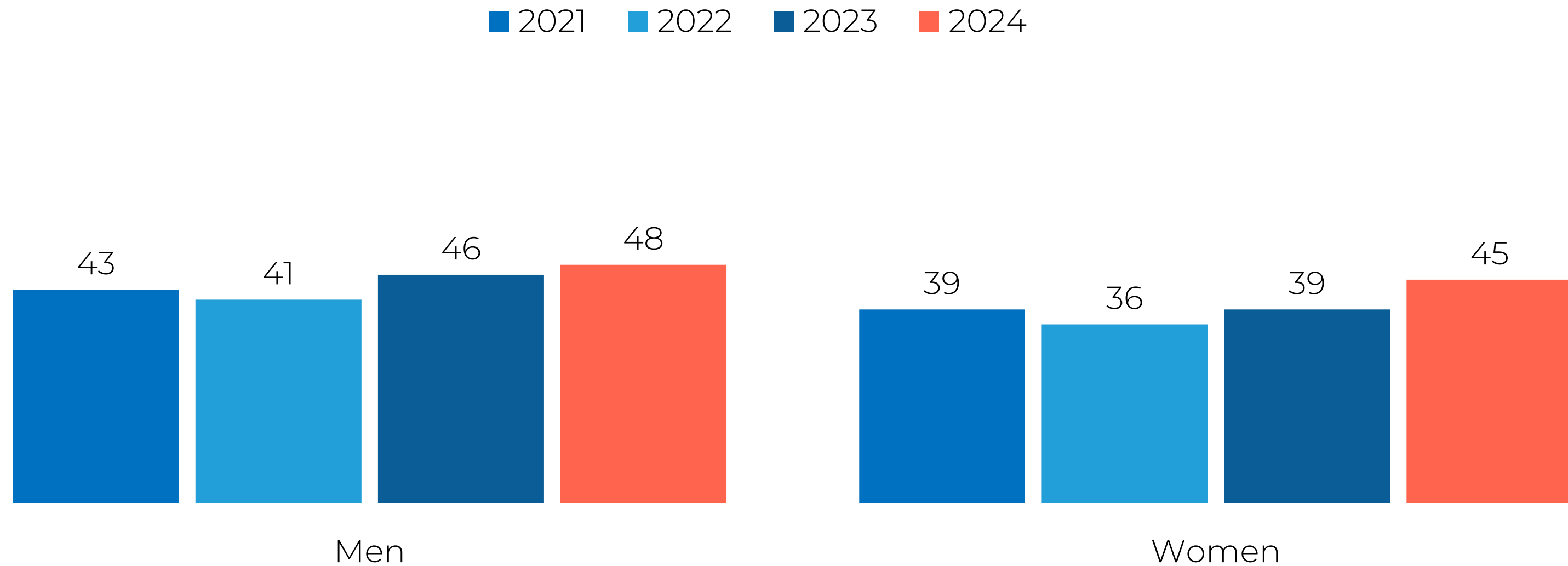
Monthly Podcast Listening

Total U.S. Population 12+
% LISTENED TO PODCAST IN THE LAST MONTH



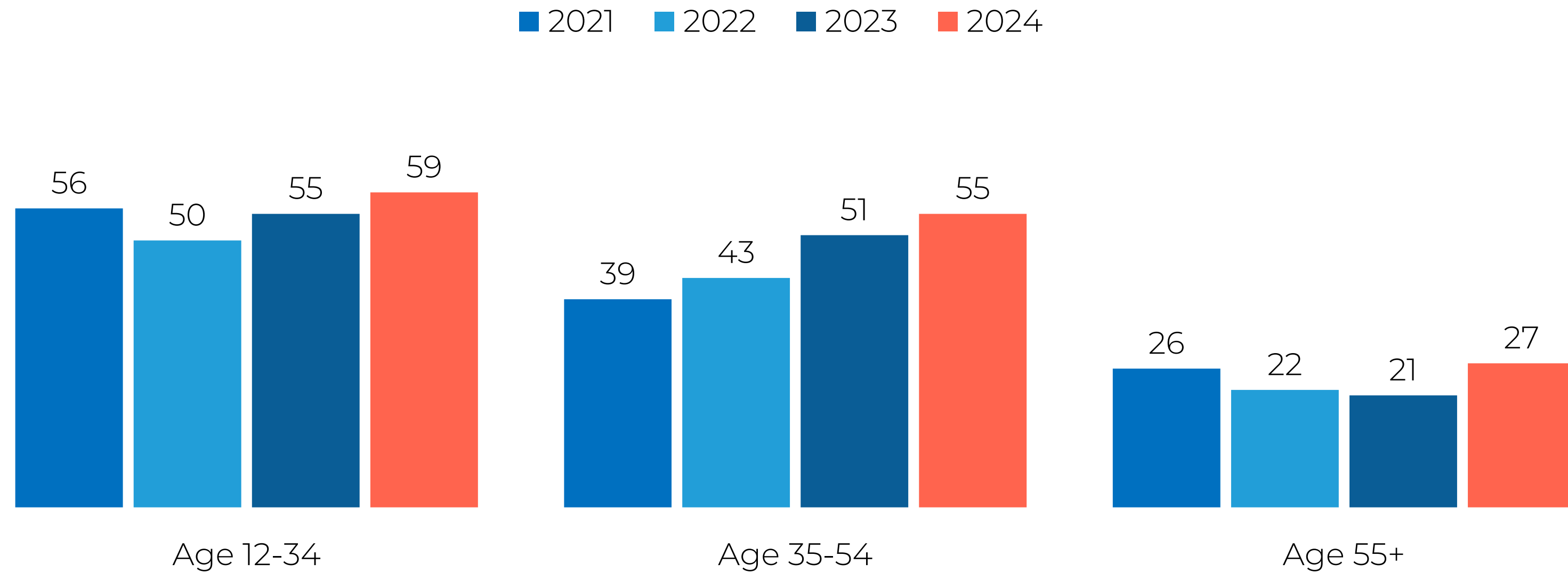
Monthly Podcast Listening

Total U.S. Population 12+
% LISTENED TO PODCAST IN THE LAST MONTH



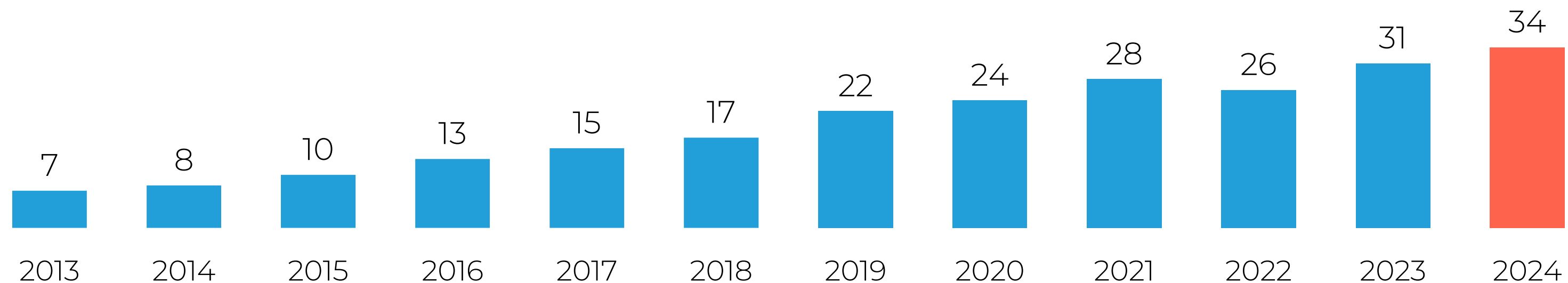
Monthly Podcast Listening

Total U.S. Population 12+
% LISTENED TO PODCAST IN THE LAST MONTH



Weekly Podcast Listening

Total U.S. Population 12+
% LISTENED TO PODCAST IN THE LAST WEEK



Estimated
98 Million



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U.S. Podcast Audience Nears Landmark **100** Million Weekly Listeners

Average number of podcast episodes listened to in a week:

Base: U.S. 12+ Weekly Podcast Listeners; 34%

Total weekly
podcast listeners

8.3

Male weekly
podcast listeners

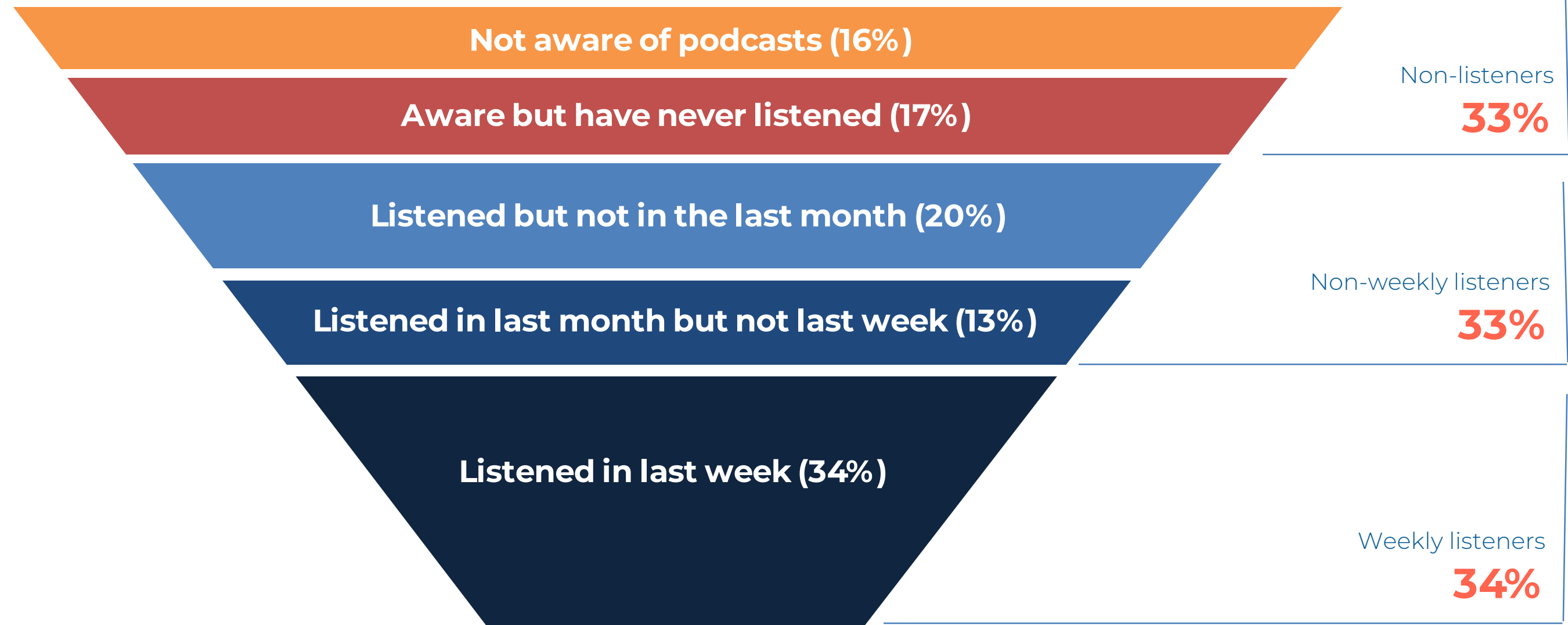
7.2

Female weekly
podcast listeners

9.5

Podcasting Listening Overview

Total U.S. Population 12+





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Streaming Audio hits record highs



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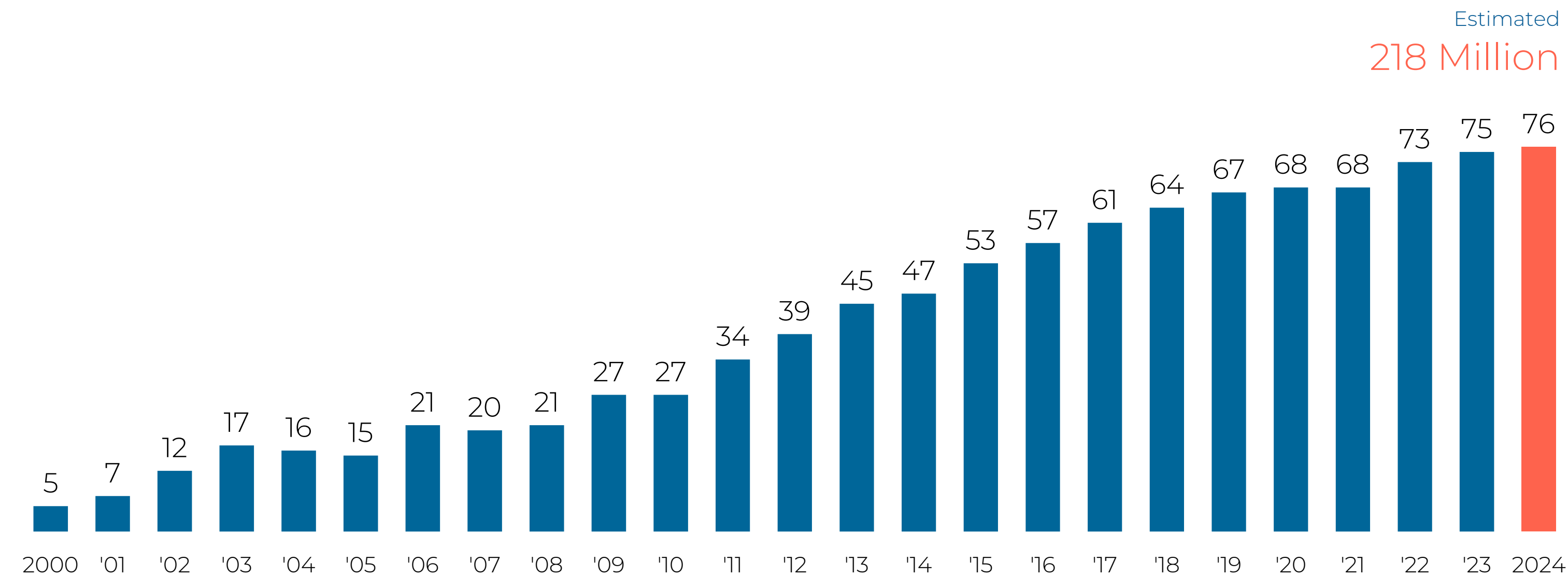
Online Audio



Monthly Online Audio Listening

Total U.S. Population 12+
% LISTENED TO ONLINE AUDIO IN LAST MONTH

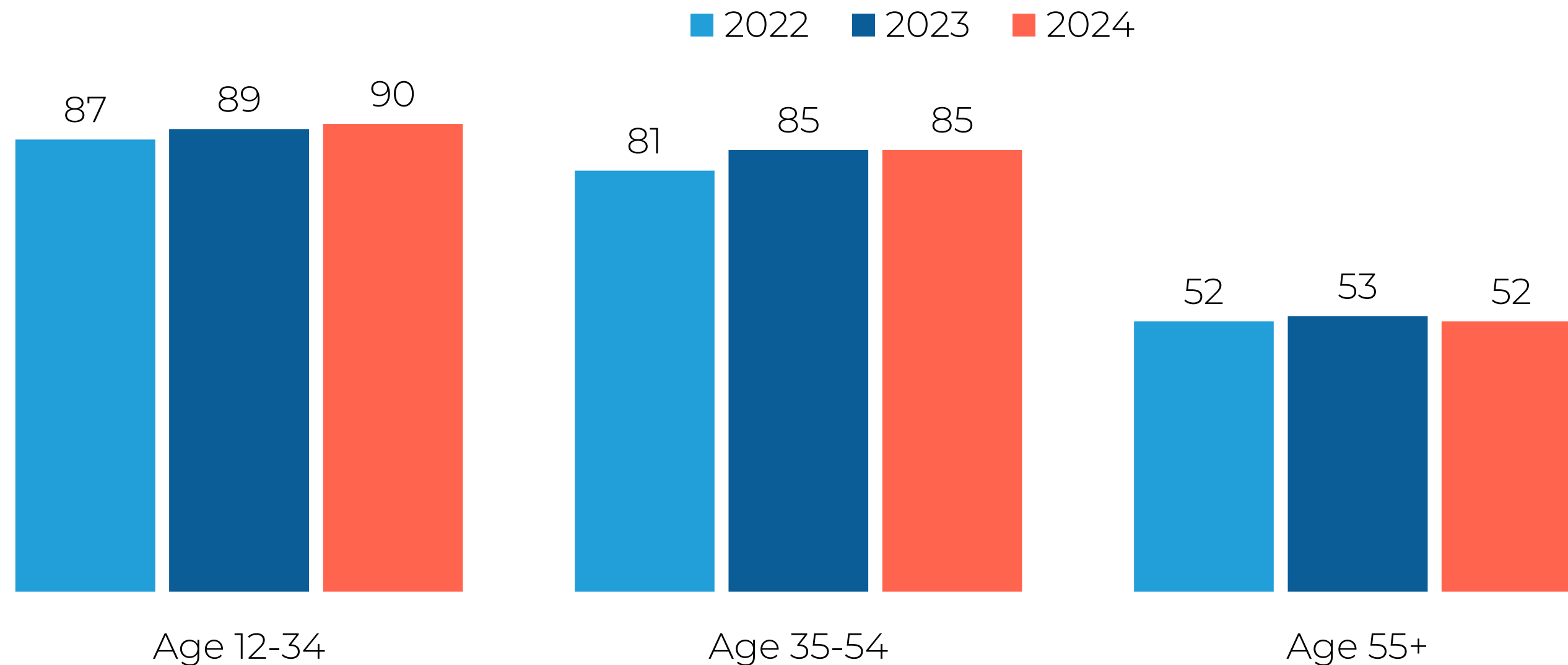
Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



Monthly Online Audio Listening

Total U.S. Population 12+
% LISTENED TO ONLINE AUDIO IN LAST MONTH

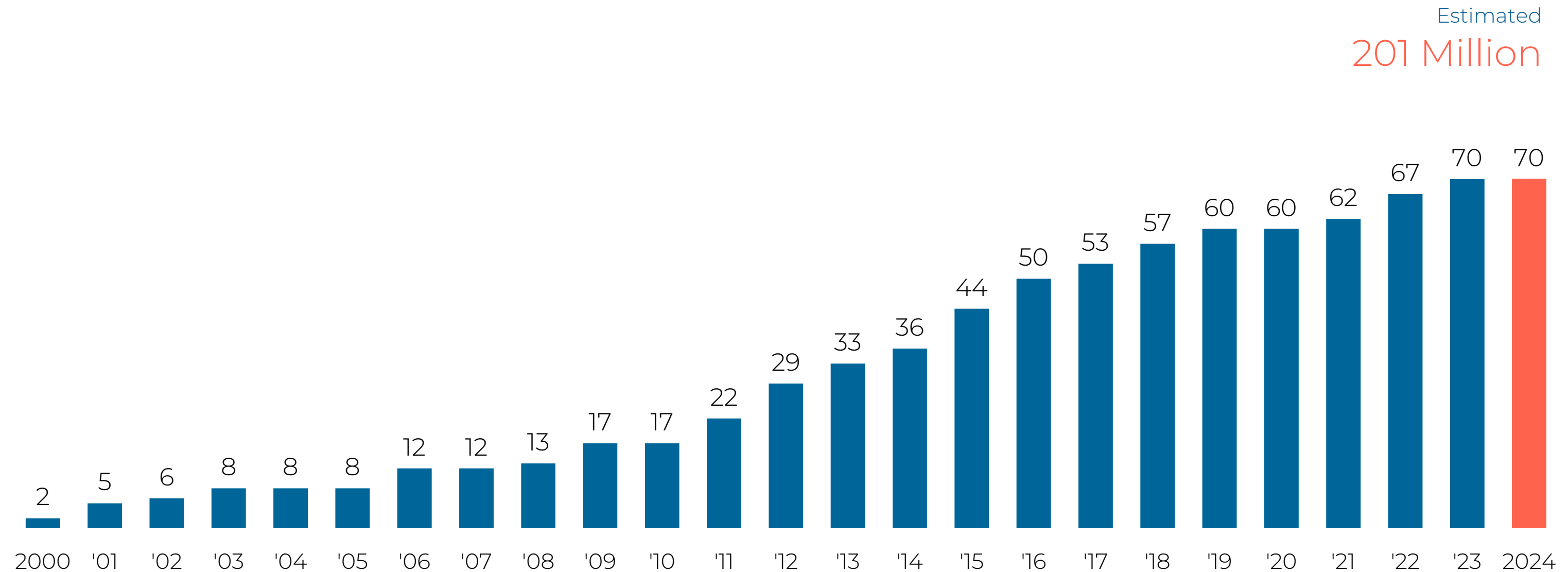
Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



Weekly Online Audio Listening

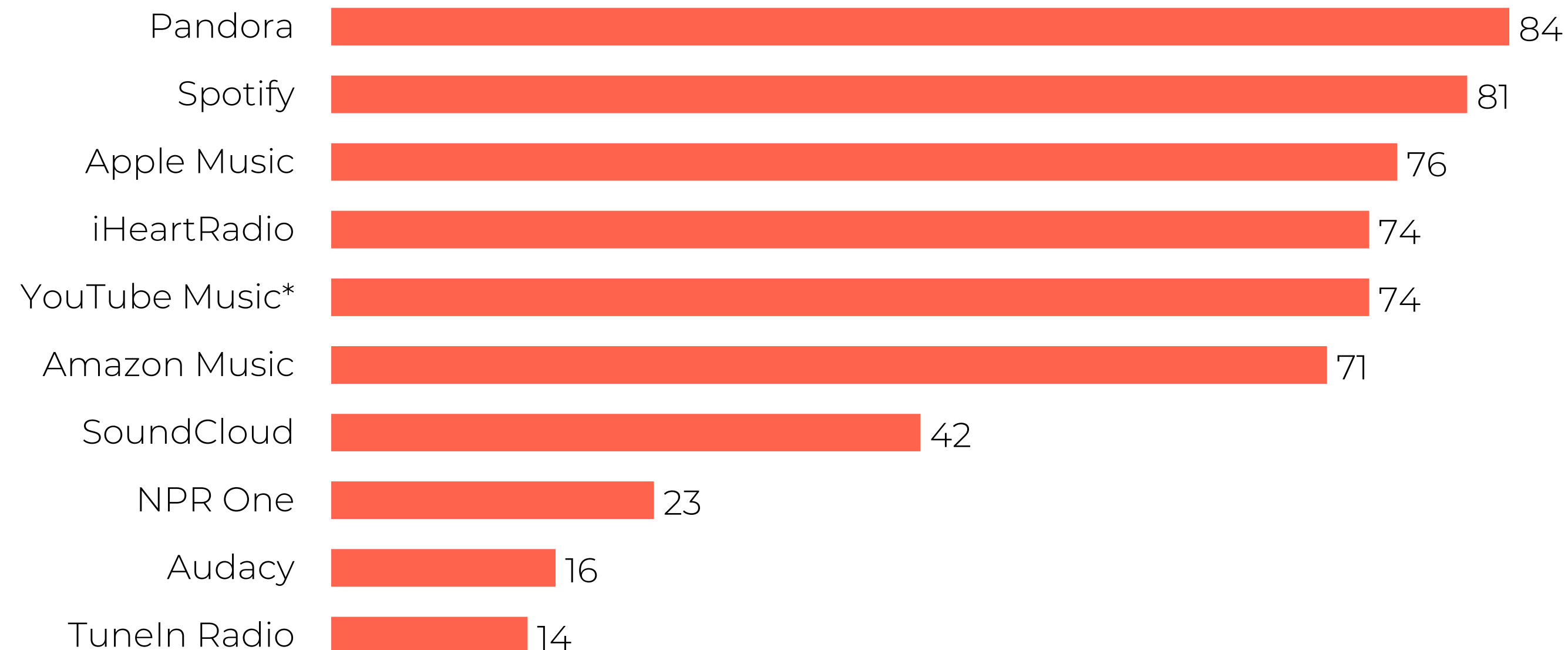
Total U.S. Population 12+
% LISTENED TO ONLINE AUDIO IN LAST WEEK

Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



Online Audio Brand Awareness

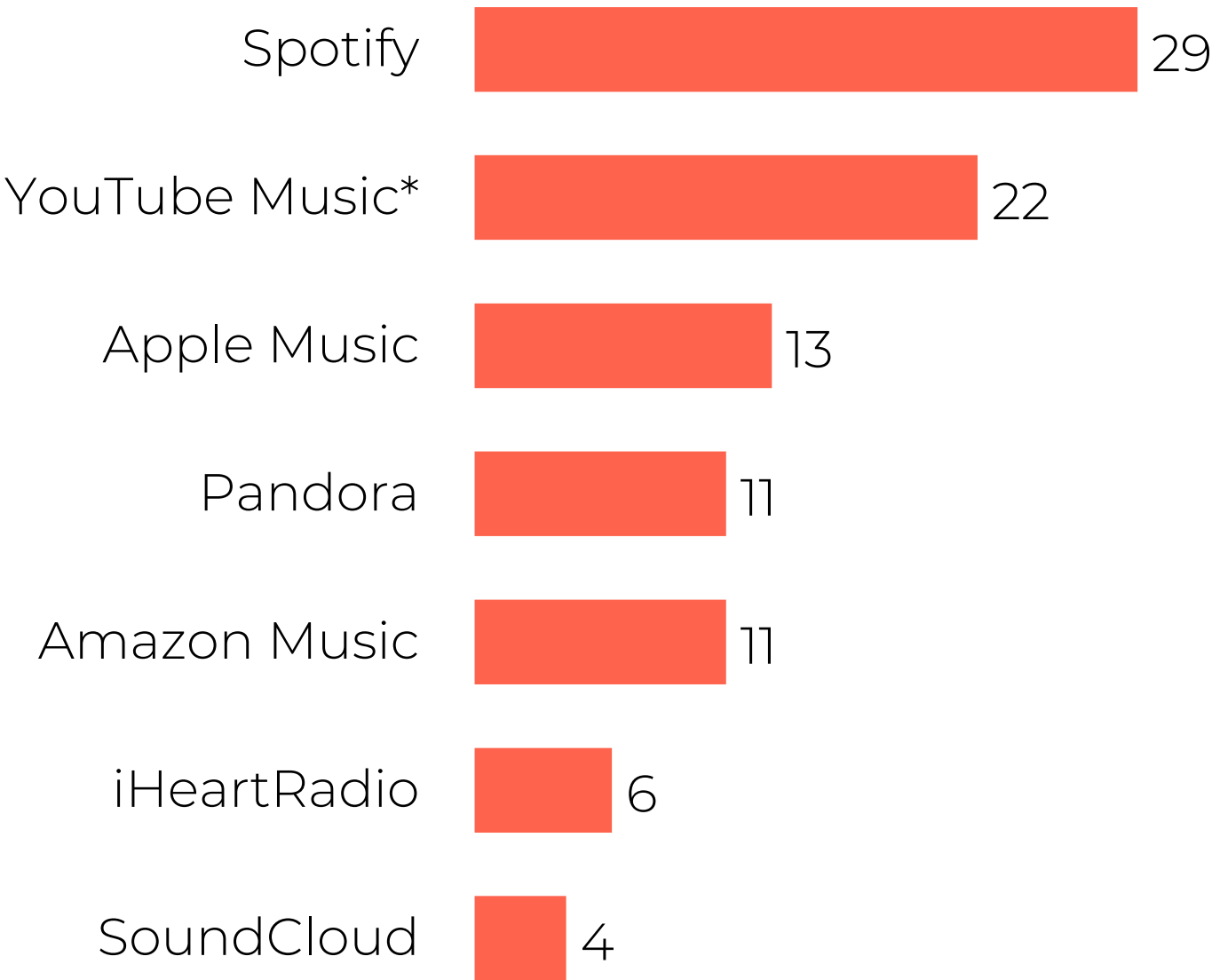
Total U.S. Population 12+
% AWARE OF ONLINE AUDIO BRAND



*Asked as "YouTube Music, the streaming music service from YouTube"

Online Audio Brands Listened to in Last Week

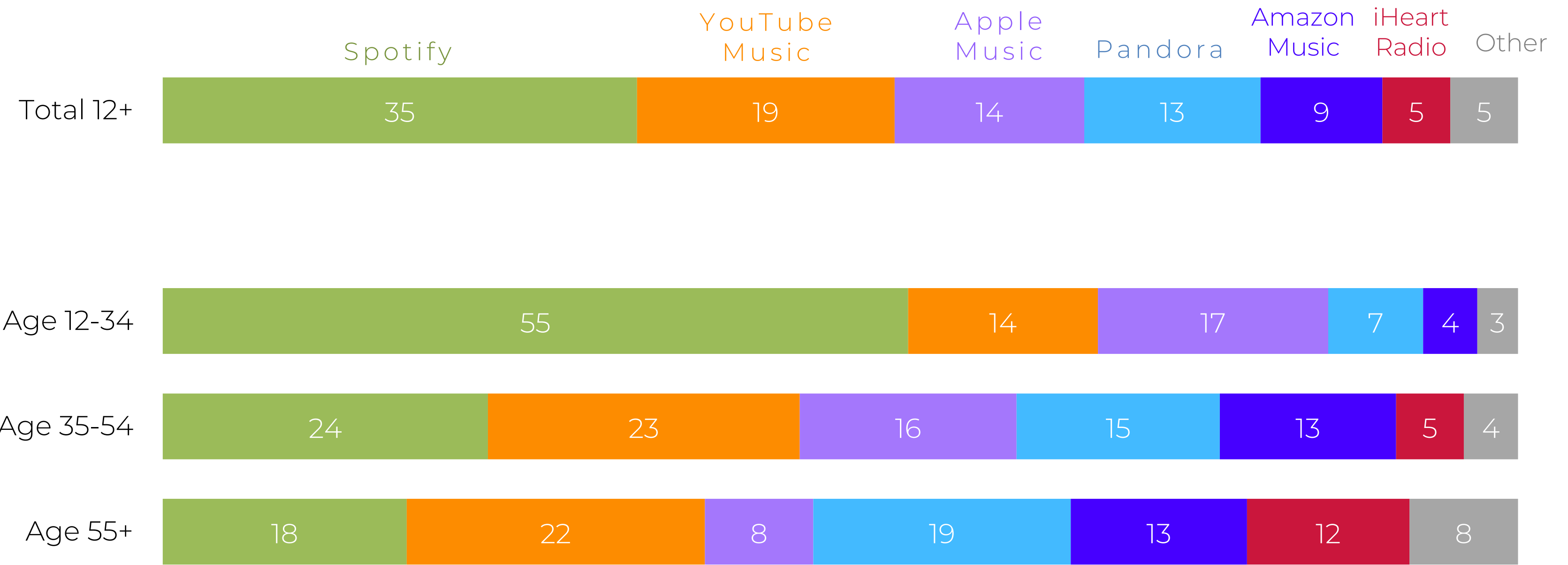
Total U.S. Population 12+
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



**Asked as "YouTube Music, the streaming music service from YouTube"*

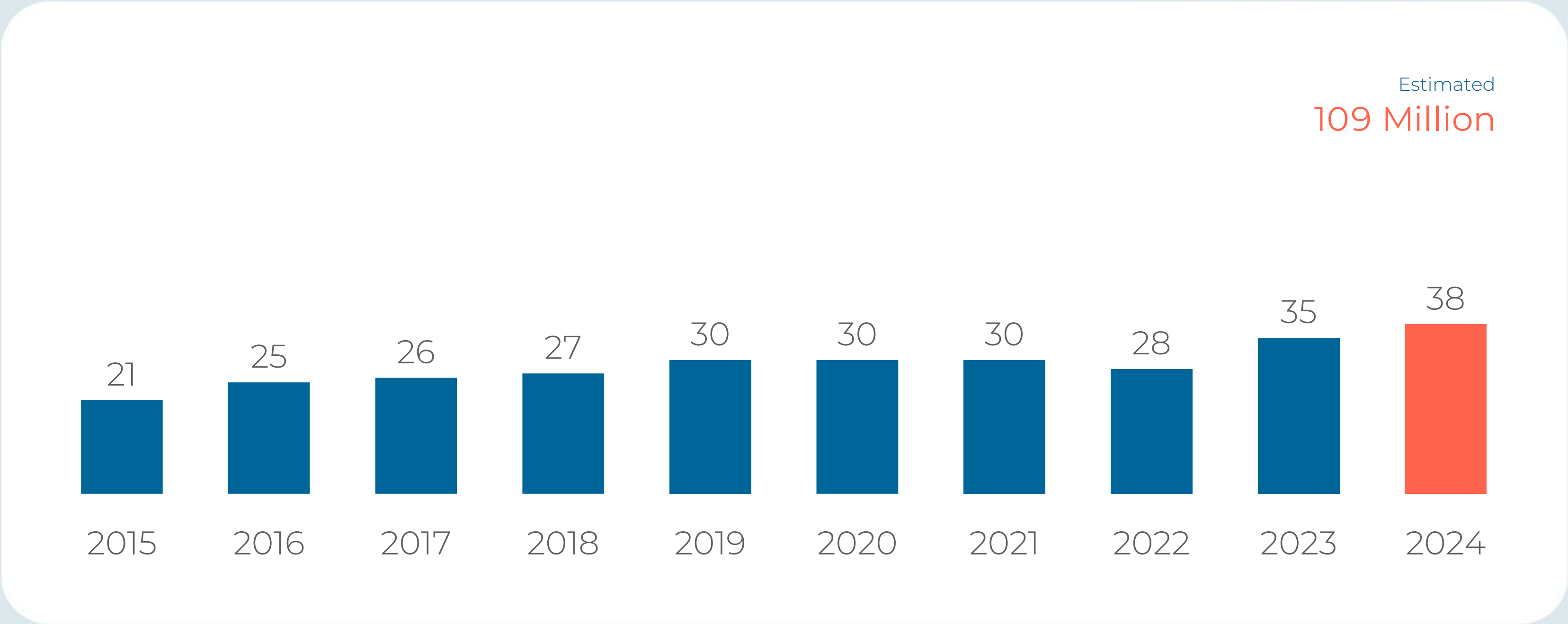
Online Audio Brand Used Most Often

Base: U.S. 12+ Online Audio Users



Audiobook Listening in Last Year

Total U.S. Population 12+
% LISTENED TO AN AUDIOBOOK IN THE LAST YEAR





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Social Media



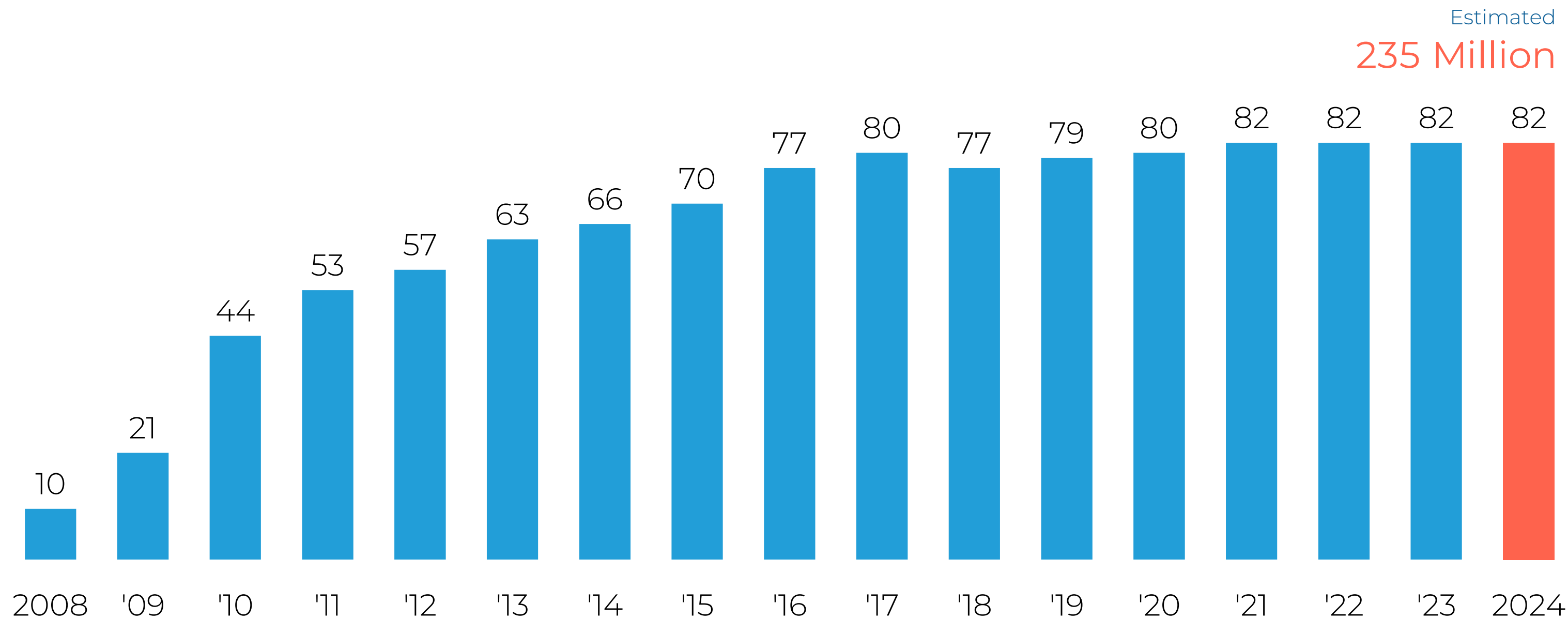


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A year of **change** in social media

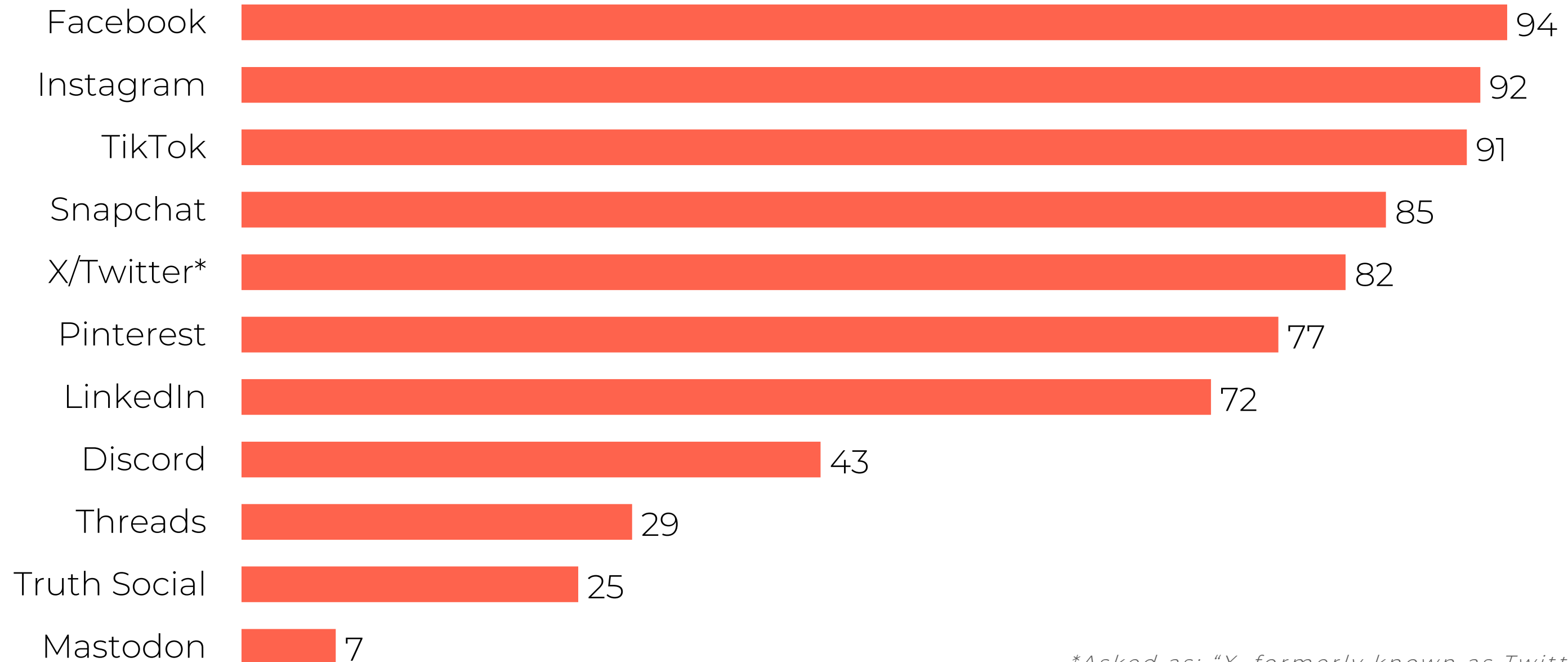
Social Media Usage

Total U.S. Population 12+
% CURRENTLY EVER USE SOCIAL MEDIA



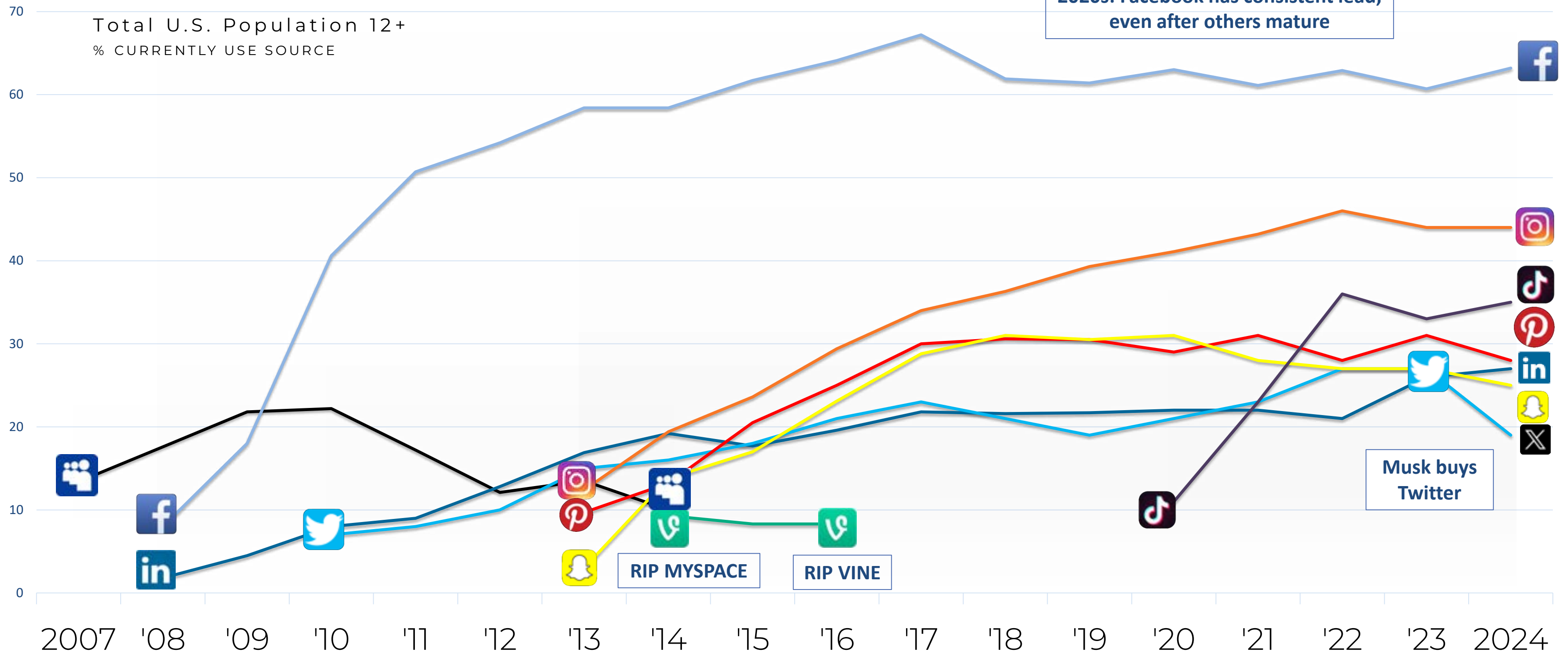
Social Media Brand Awareness

Total U.S. Population 12+
% AWARE OF SOCIAL MEDIA BRAND



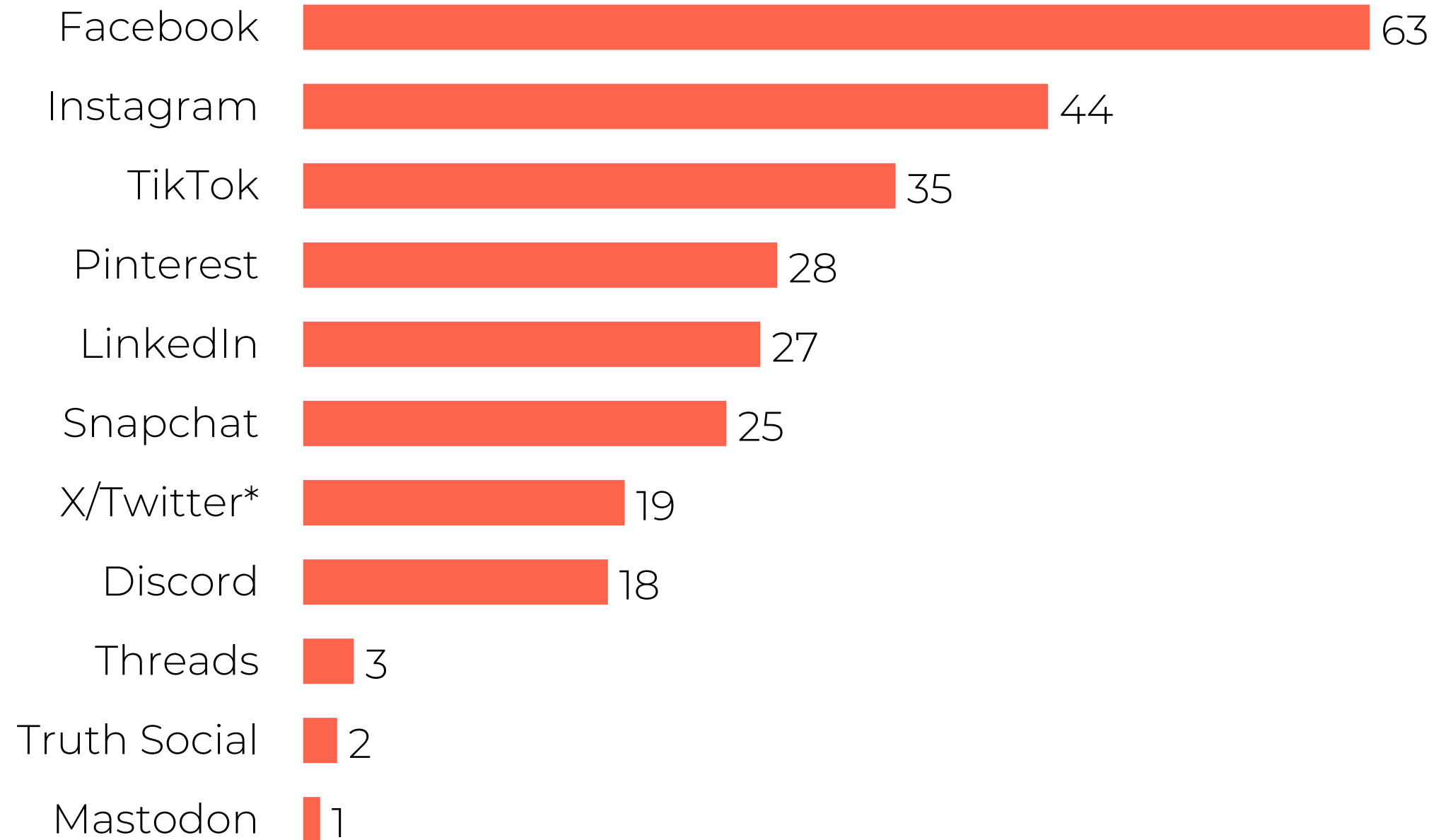
**Asked as: "X, formerly known as Twitter"*

Social Media Usage



Social Media Brand Usage

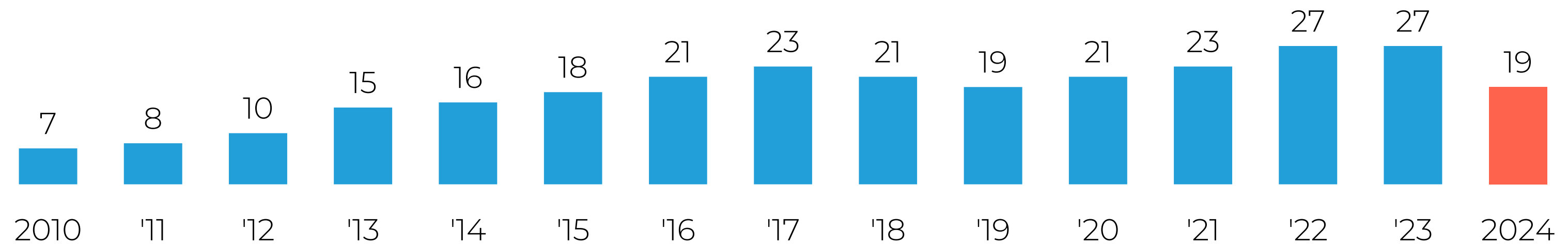
Total U.S. Population 12+
% CURRENTLY USE SOCIAL MEDIA BRAND



**Asked as: "X, formerly known as Twitter"*

X/Twitter Usage

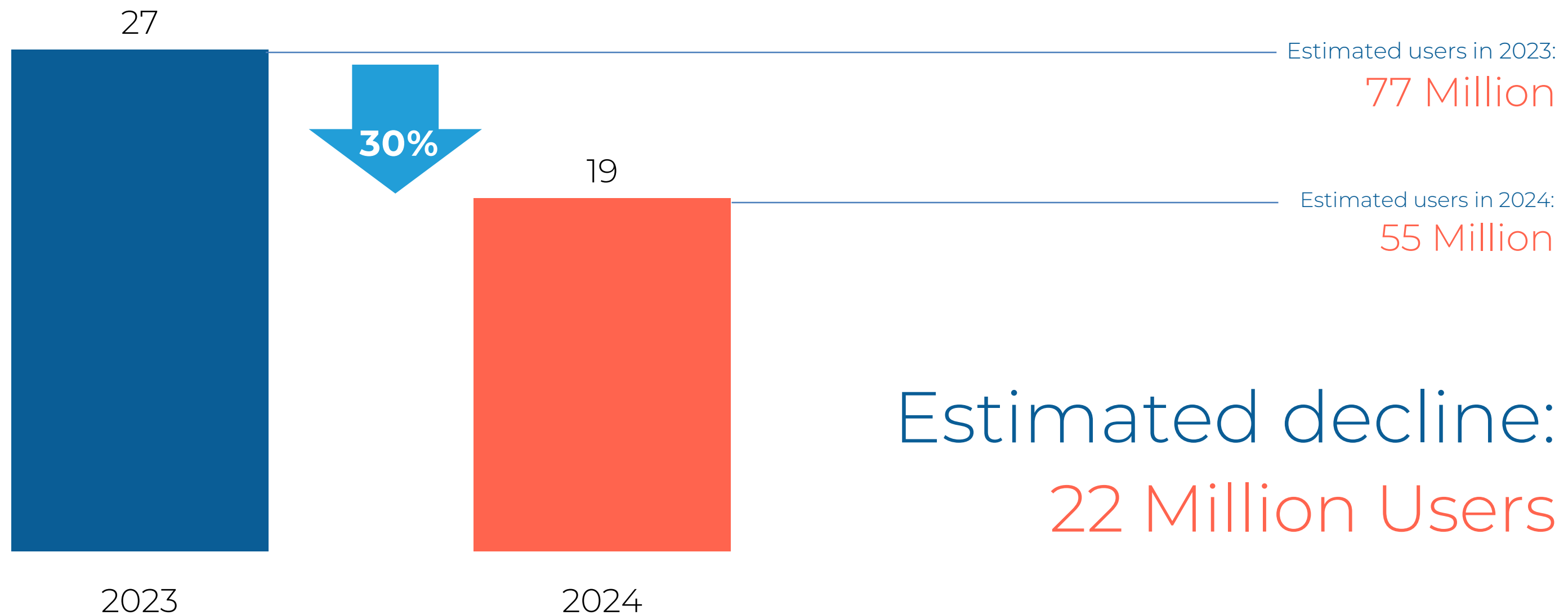
Total U.S. Population 12+
% CURRENTLY USE TWITTER/X



**in 2024 asked as: "X, formerly known as Twitter"*

X/Twitter Usage

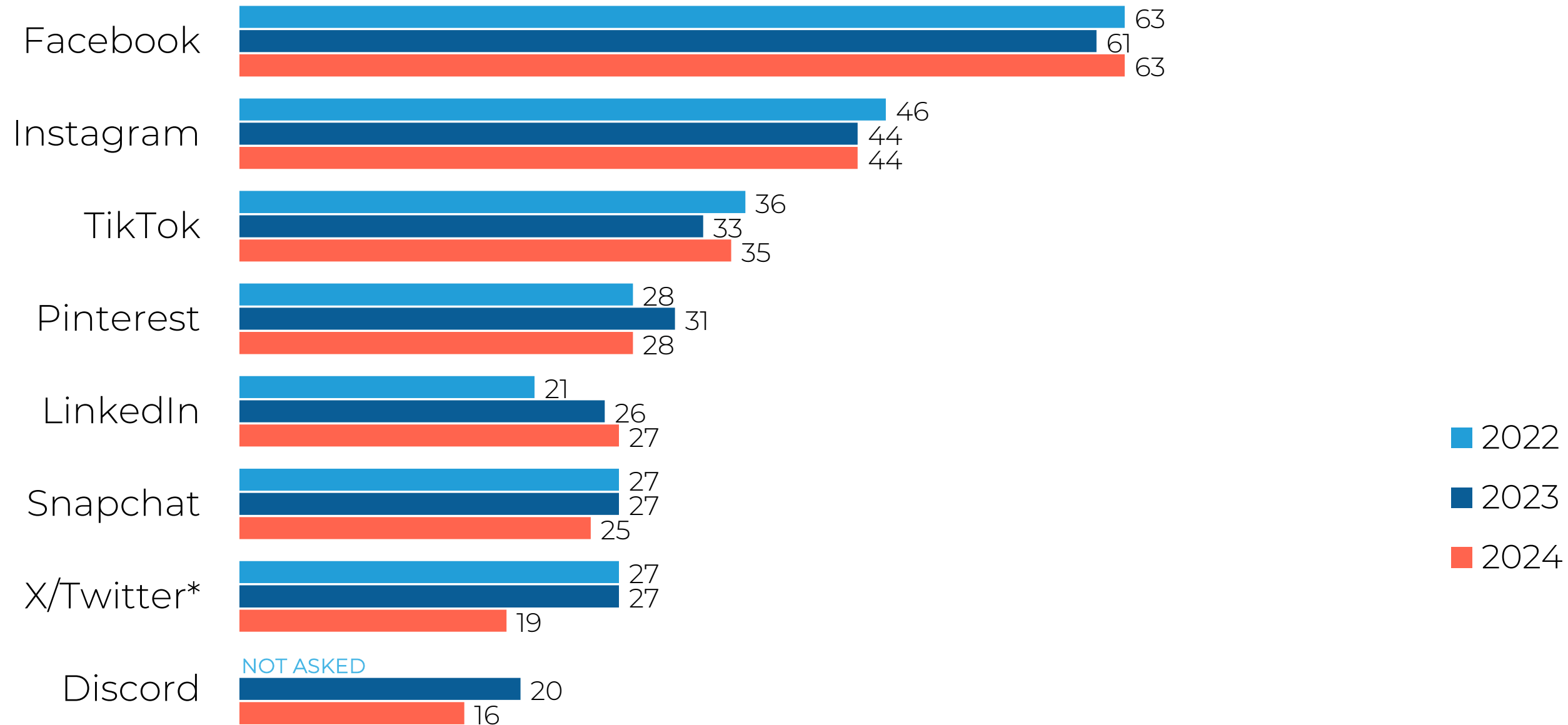
Total U.S. Population 12+
% CURRENTLY USE TWITTER/X



**in 2024 asked as: "X, formerly known as Twitter"*

Social Media Brand Usage

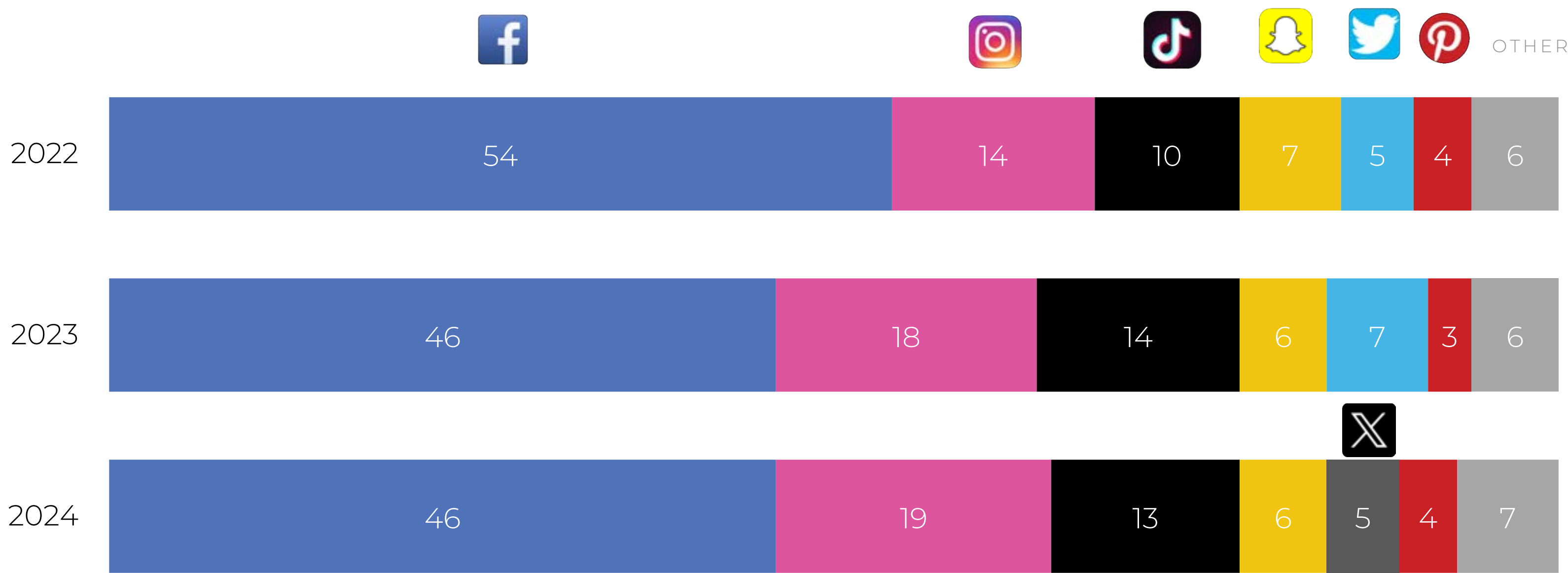
Total U.S. Population 12+
% CURRENTLY USE SOCIAL MEDIA BRAND



**Asked as: "X, formerly known as Twitter"*

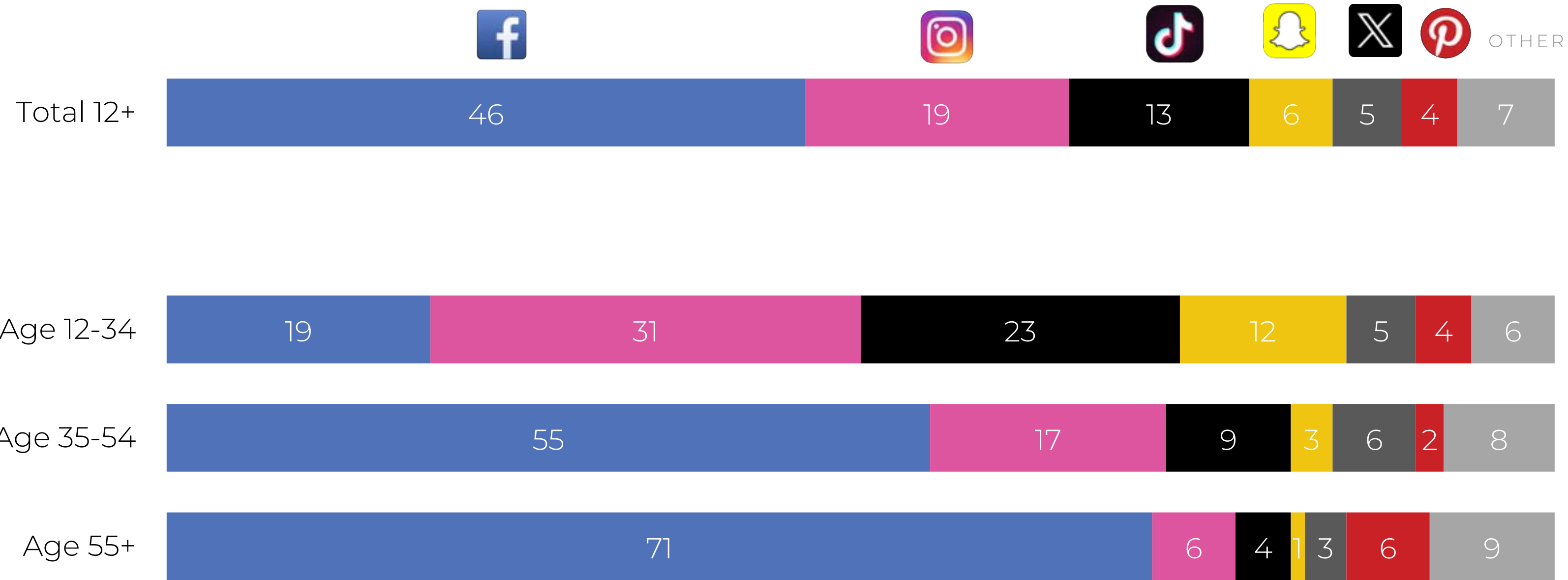
Social Media Brand Used Most Often

Base: U.S. 12+ Social Media Users



Social Media Brand Used Most Often

Base: U.S. 12+ Social Media Users



Observations

1

→ Don't confuse download counts for listening -- podcast listening grew strongly in the last year

2

→ Podcast listening grew fastest among women, nearly eliminating the gap in listening vs. men -- this platform is so much more than chat shows for guys

3

→ Just under 100 million Americans age 12 and older now listen to podcasts every week - a milestone that the podcasting industry should promote aggressively

Observations

4

More than 2/3rds of all Americans age 12 and older use streaming audio each week -- online streams of radio and pureplays is now a fully mainstream channel

5

Audiobooks also see a new high

6

X/Twitter usage tails off dramatically; Facebook remains the overwhelming leader but among younger Americans it's Instagram and TikTok



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