



# THE INFINITE DIAL<sup>®</sup> 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



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# 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





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

# Smart Device Ownership

Total U.S. Population 12+

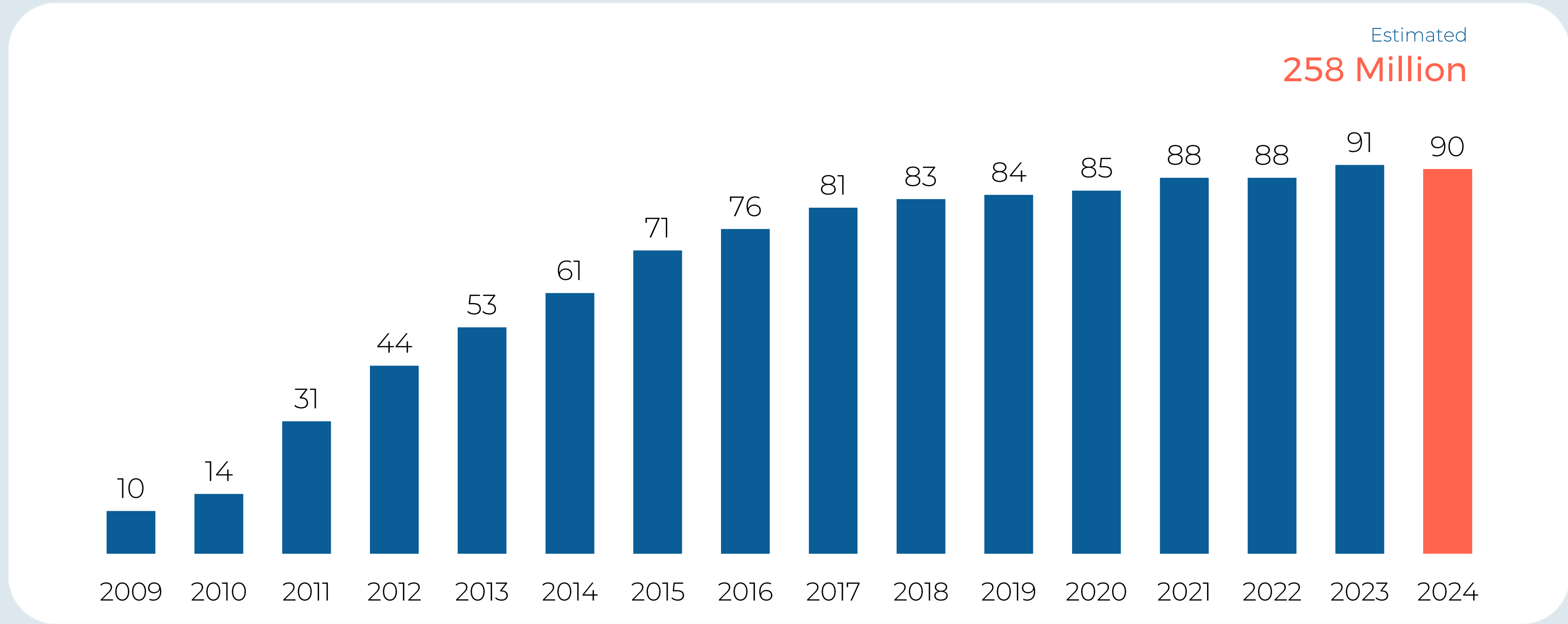
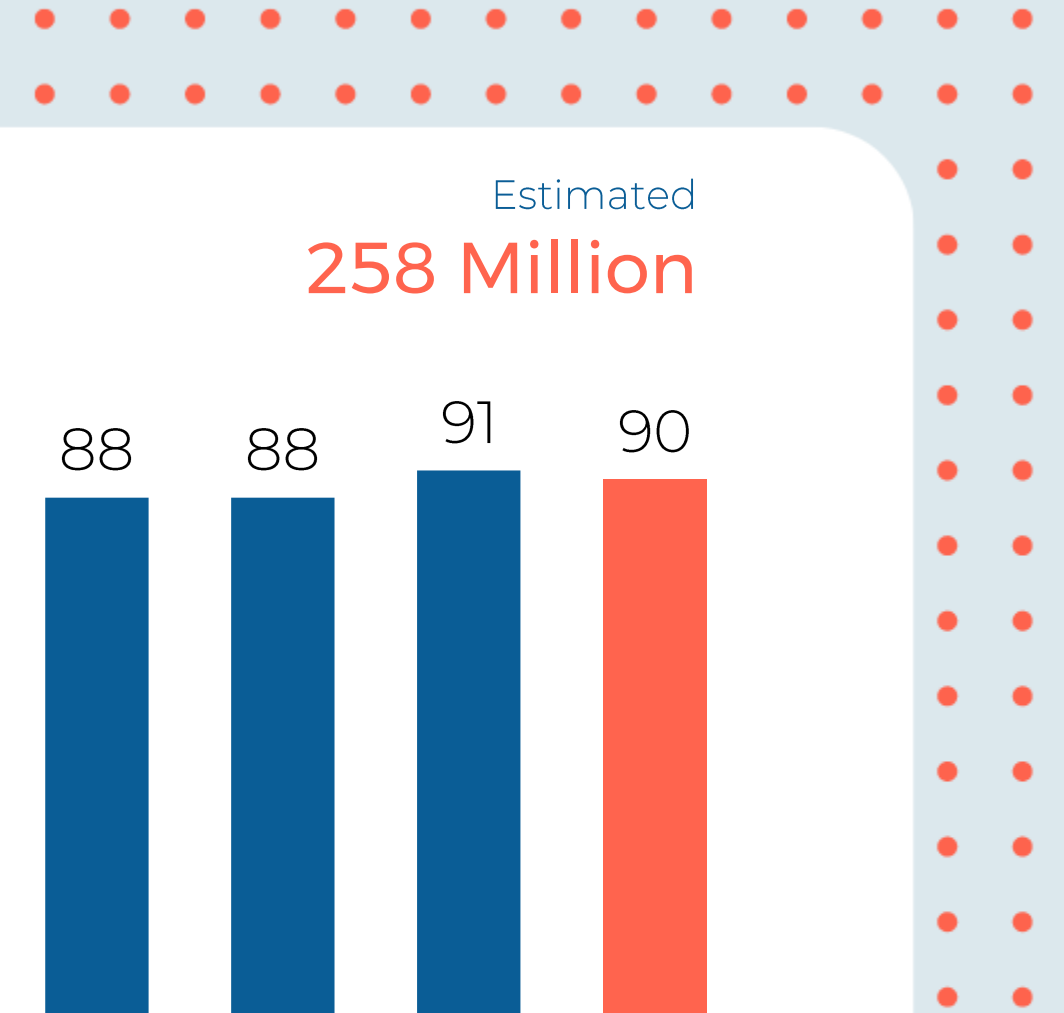
93% own a Smartphone,  
Smart TV or Smart Speaker

Estimated 267 Million



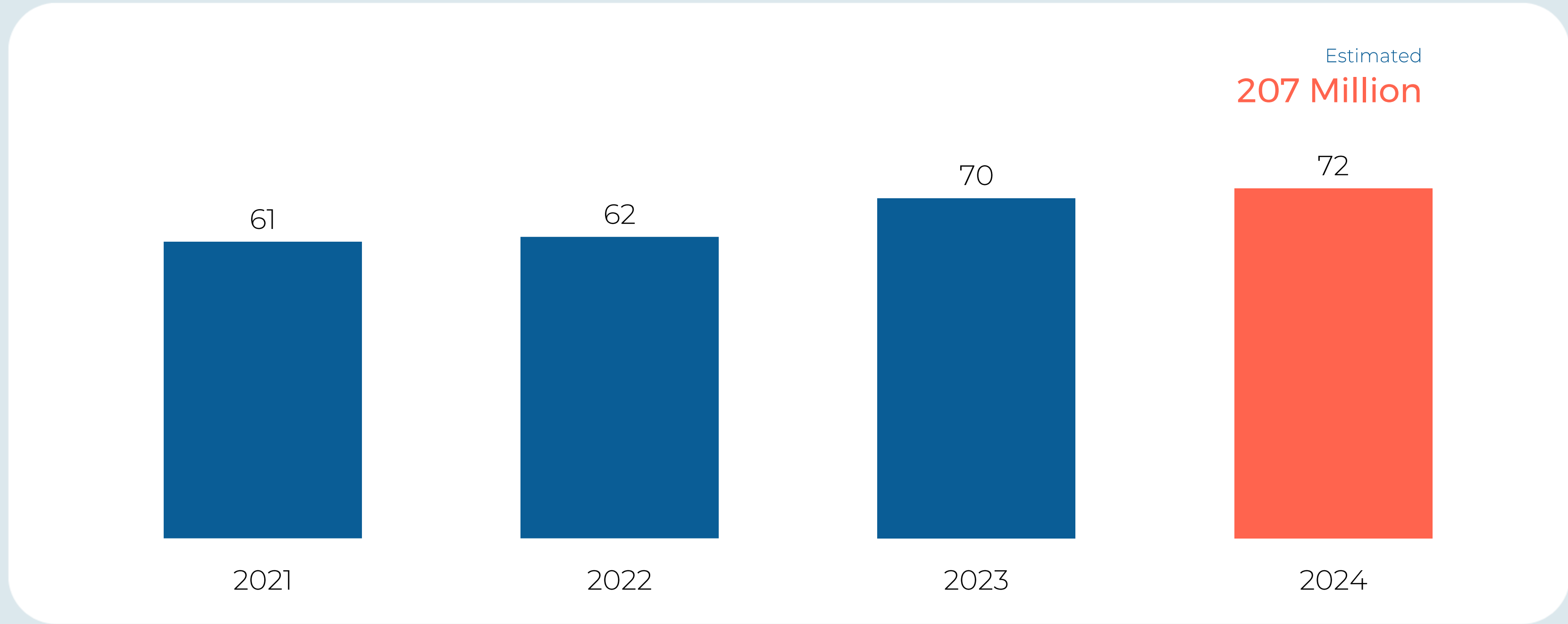
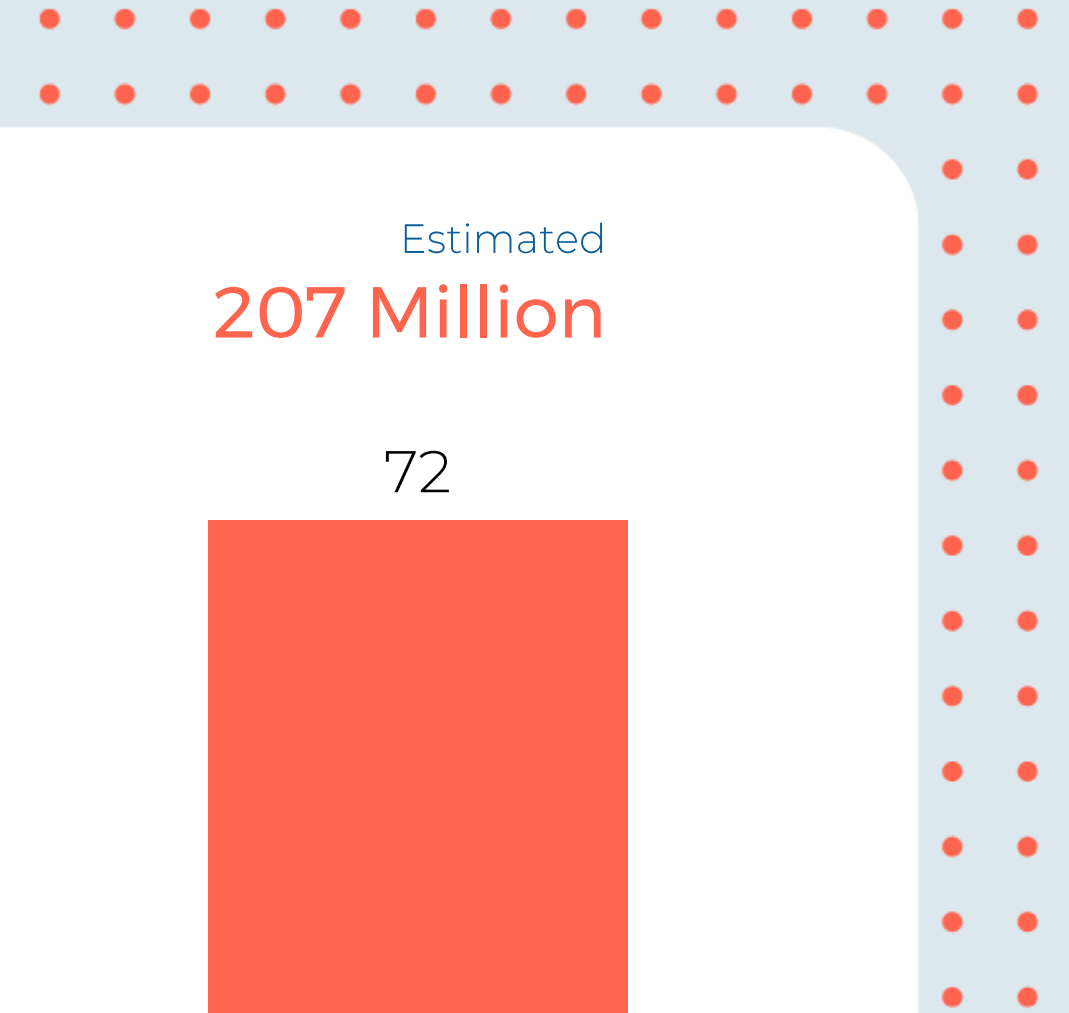
# Smartphone Ownership

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



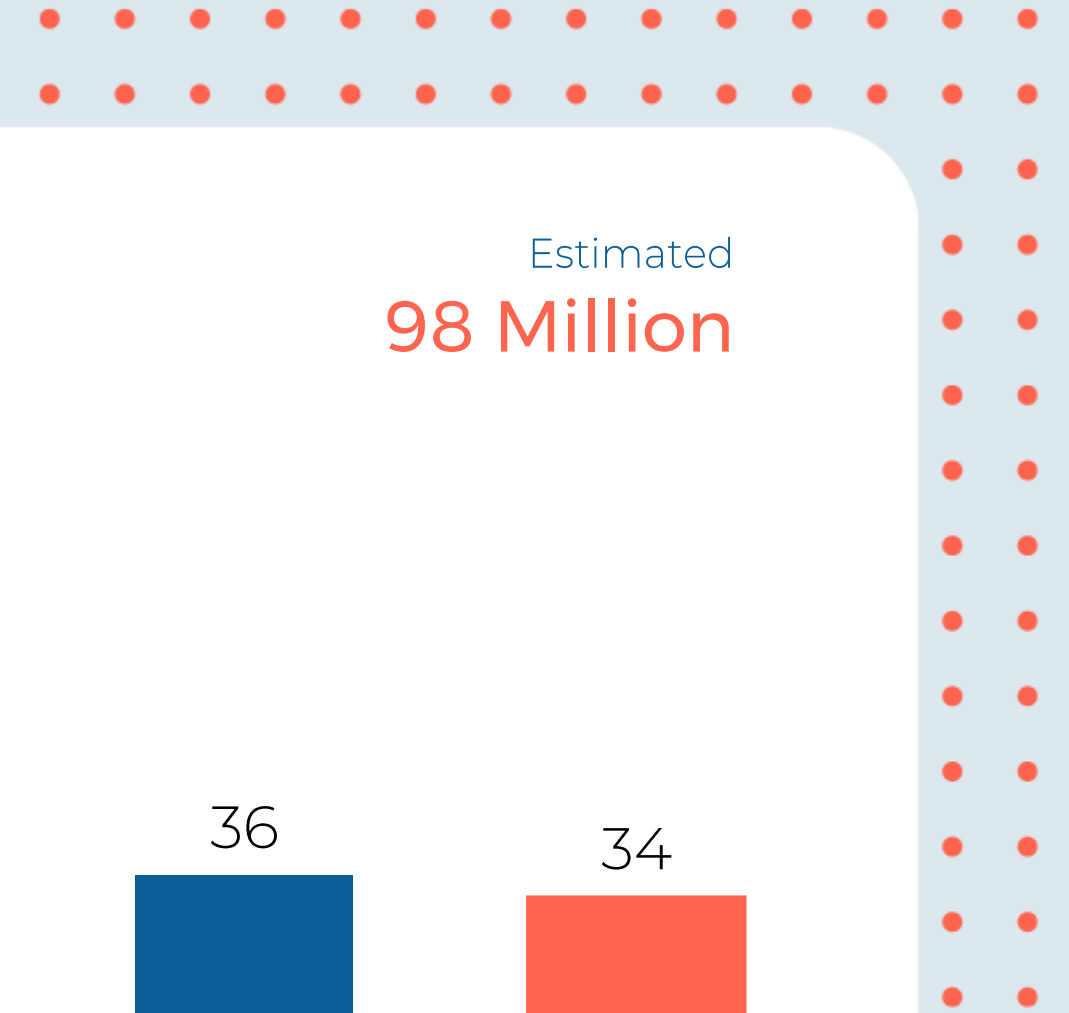
# Smart TV Ownership

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

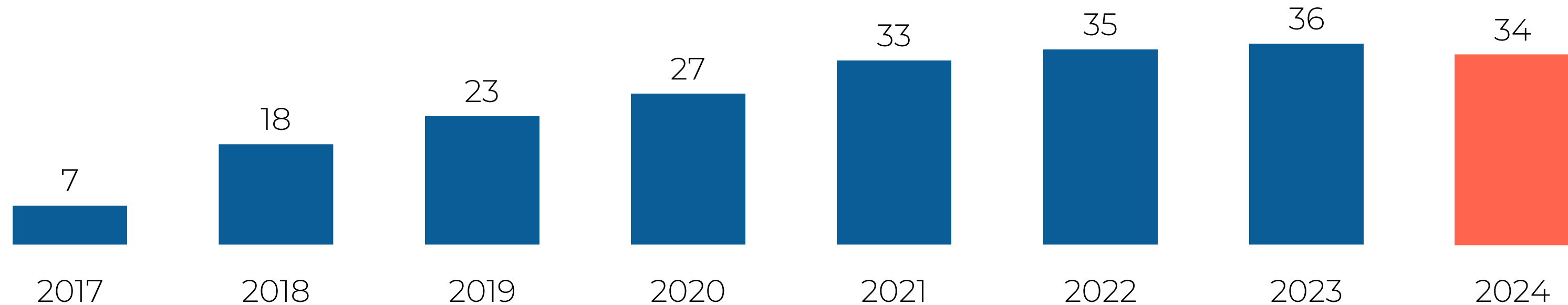


# Smart Speaker Ownership

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

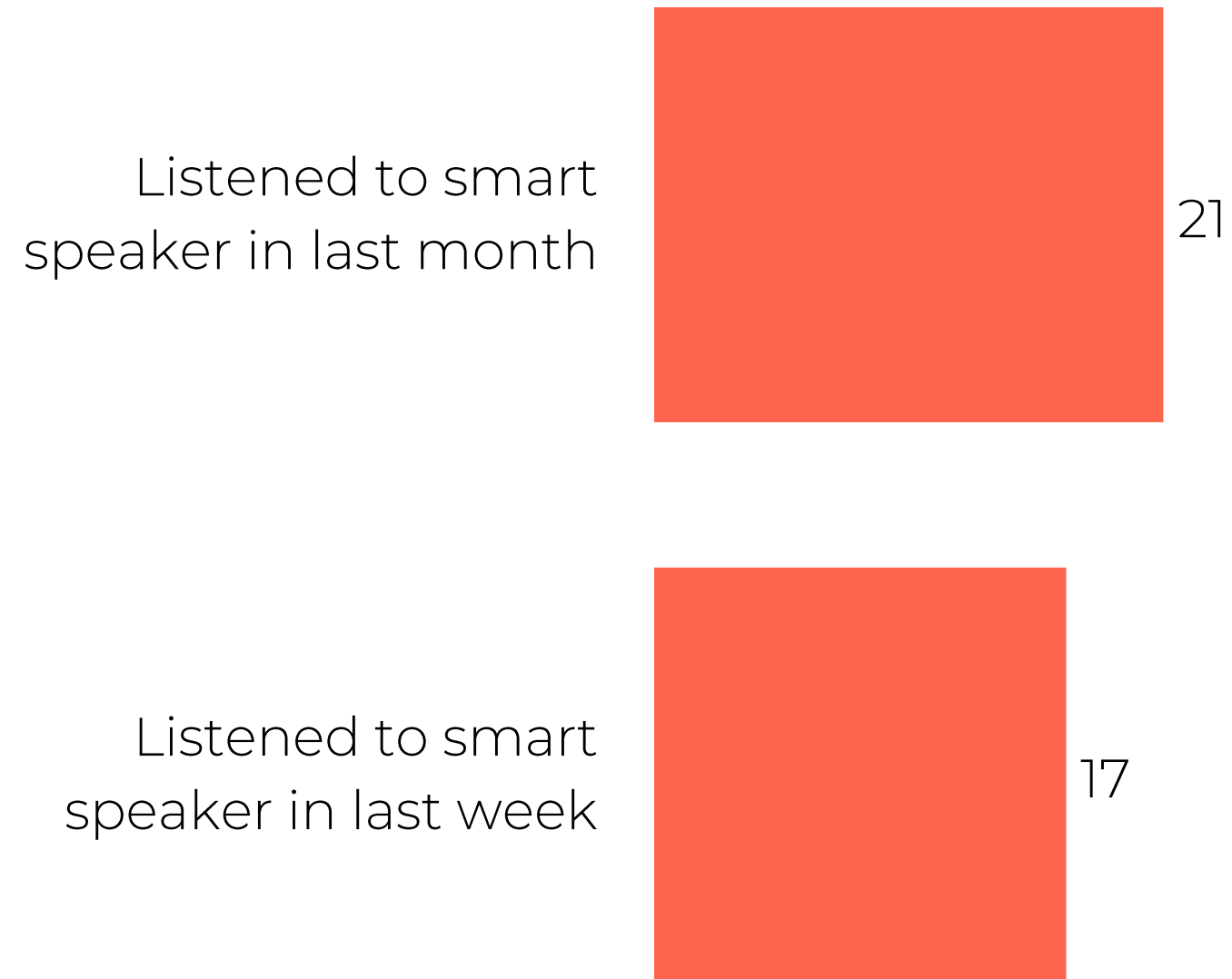


Estimated  
**98 Million**



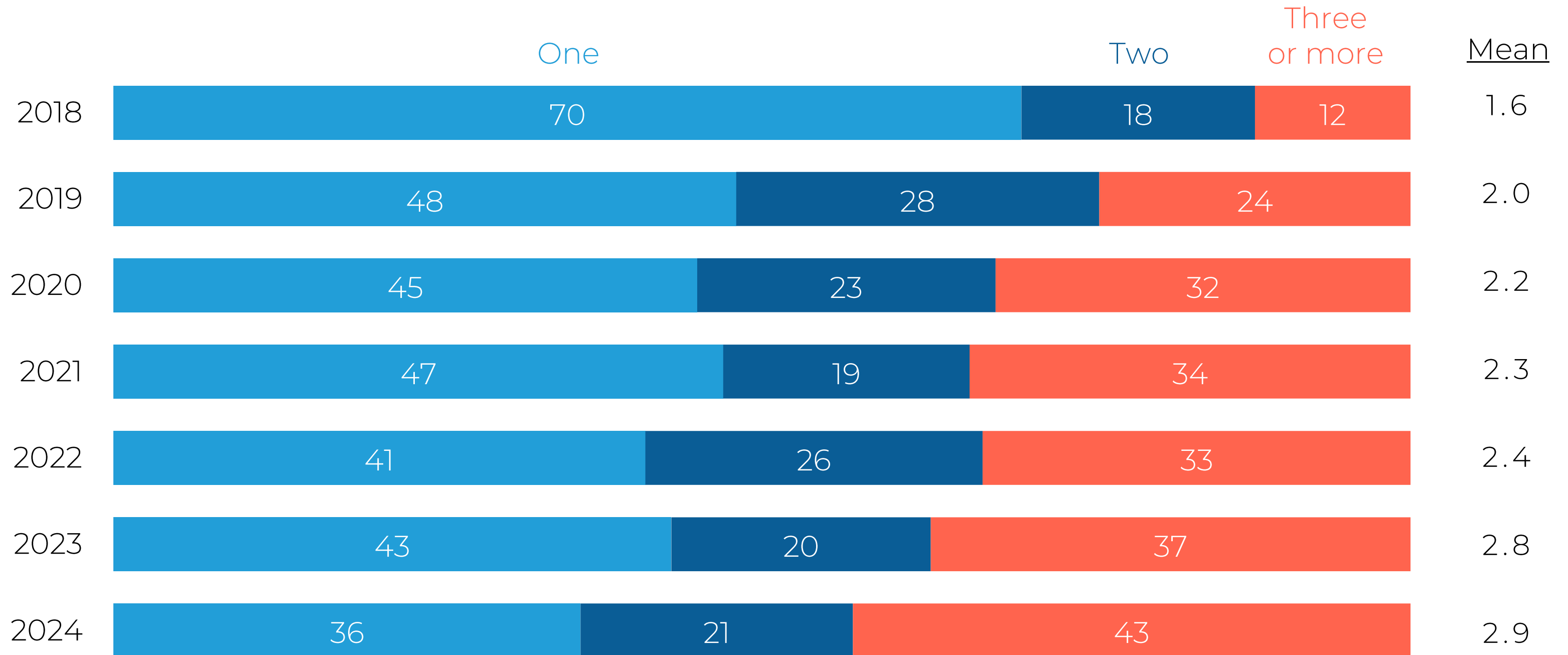
# Audio Listening through Smart Speakers

Total U.S. Population 12+



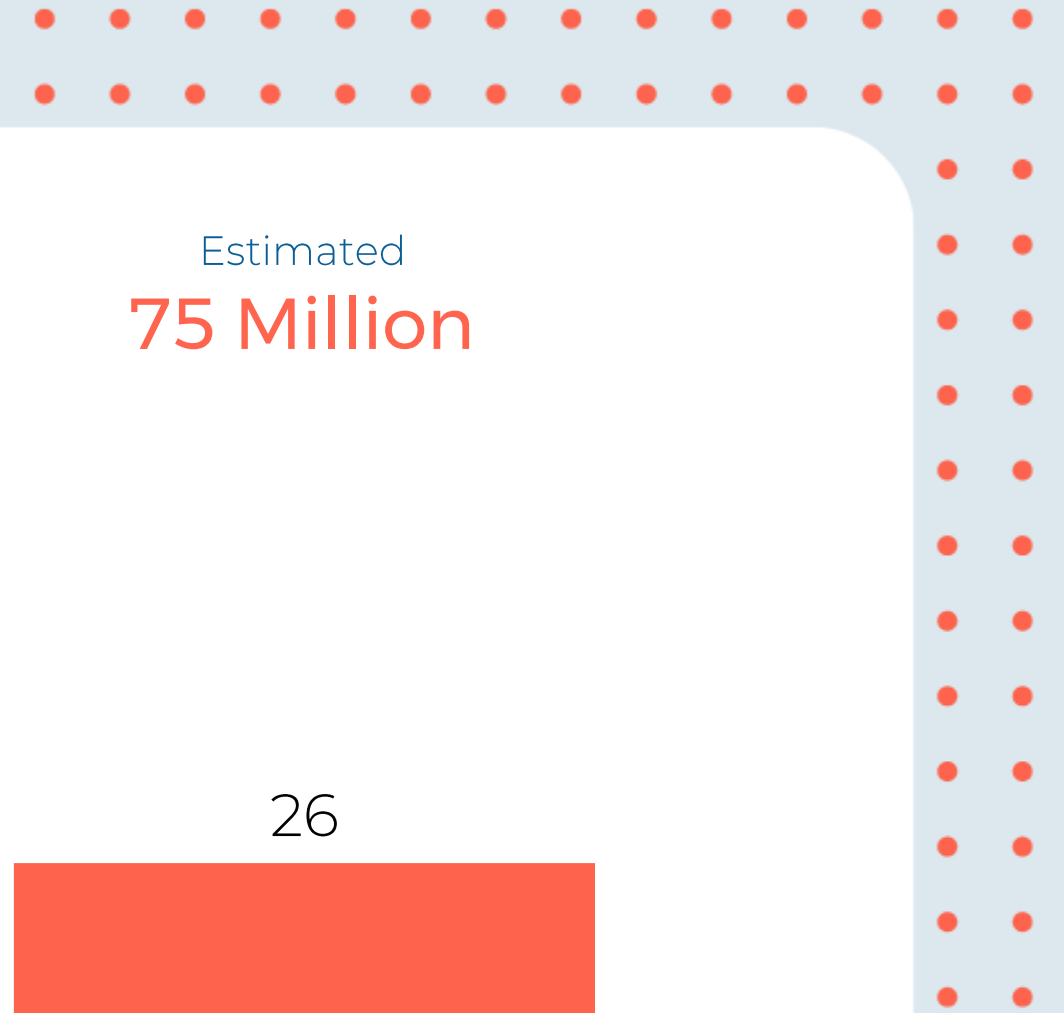
# Number of Smart Speakers in Household

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

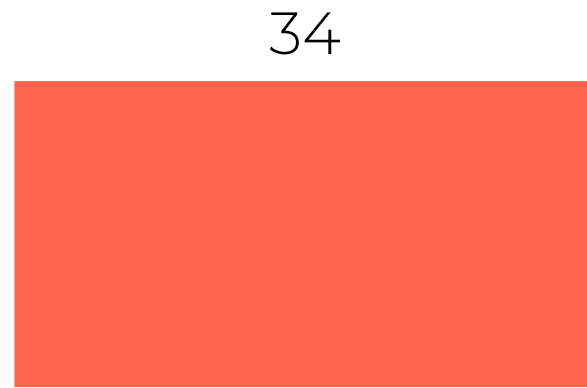


# Smart Speaker vs. Radio Ownership

Total U.S. Population 12+  
% OWNING DEVICE

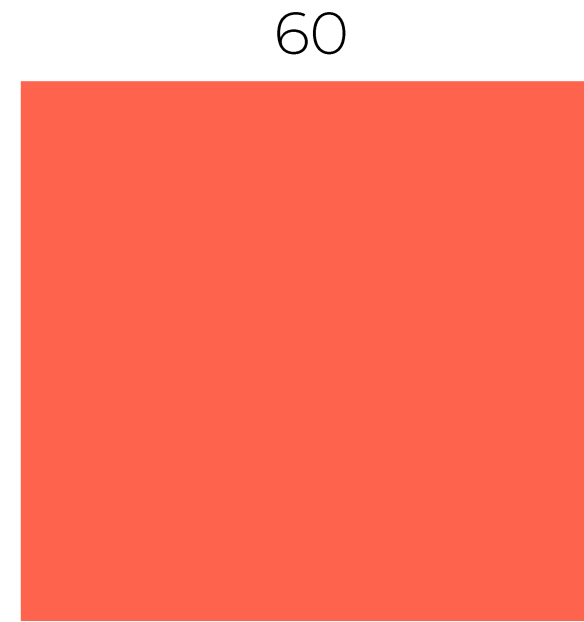


Estimated  
**98 Million**



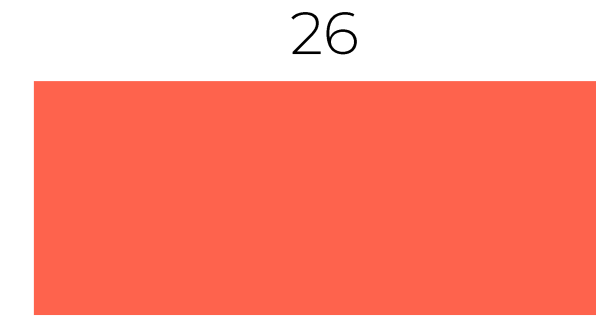
Own smart speaker  
in household

Estimated  
**172 Million**



Own radio set  
in household

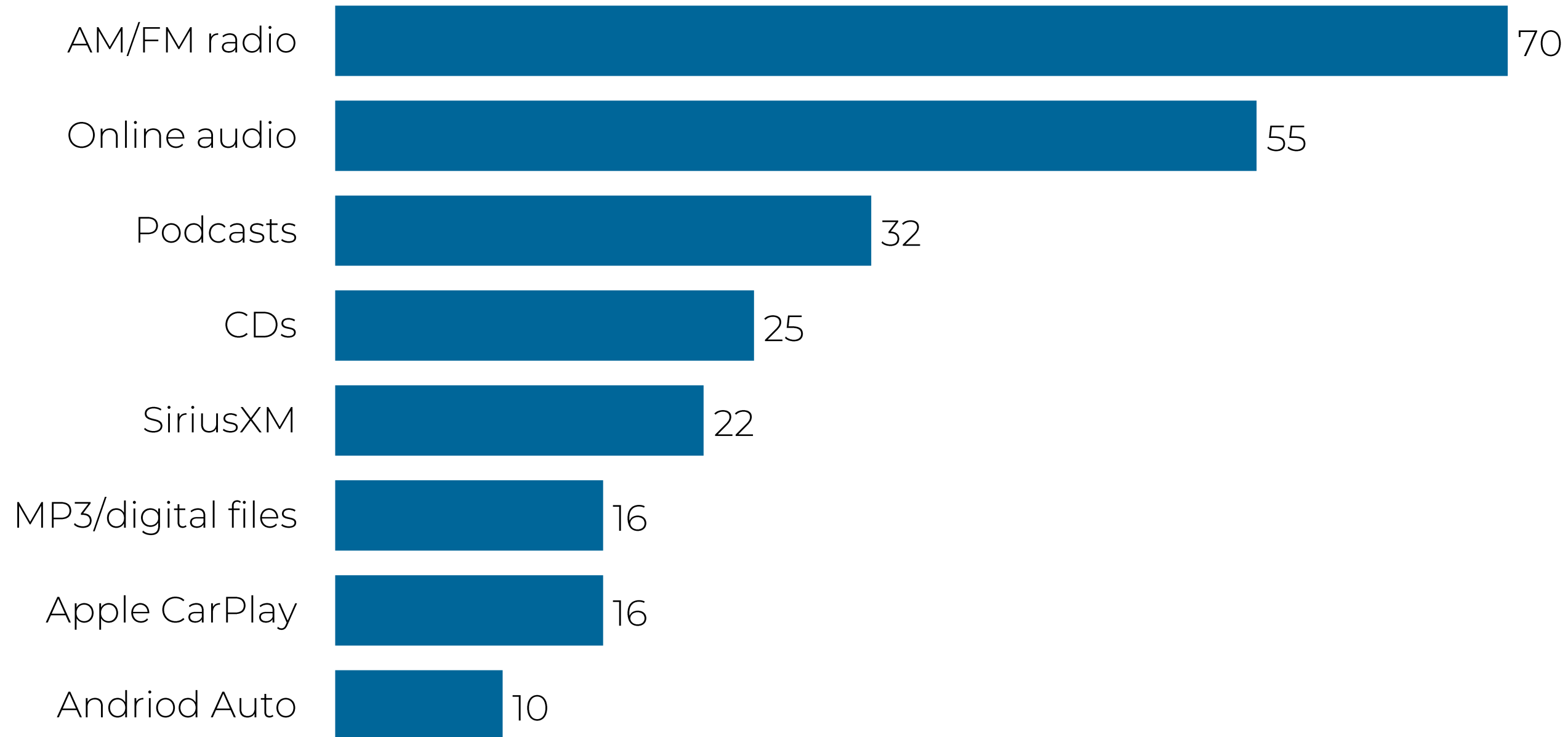
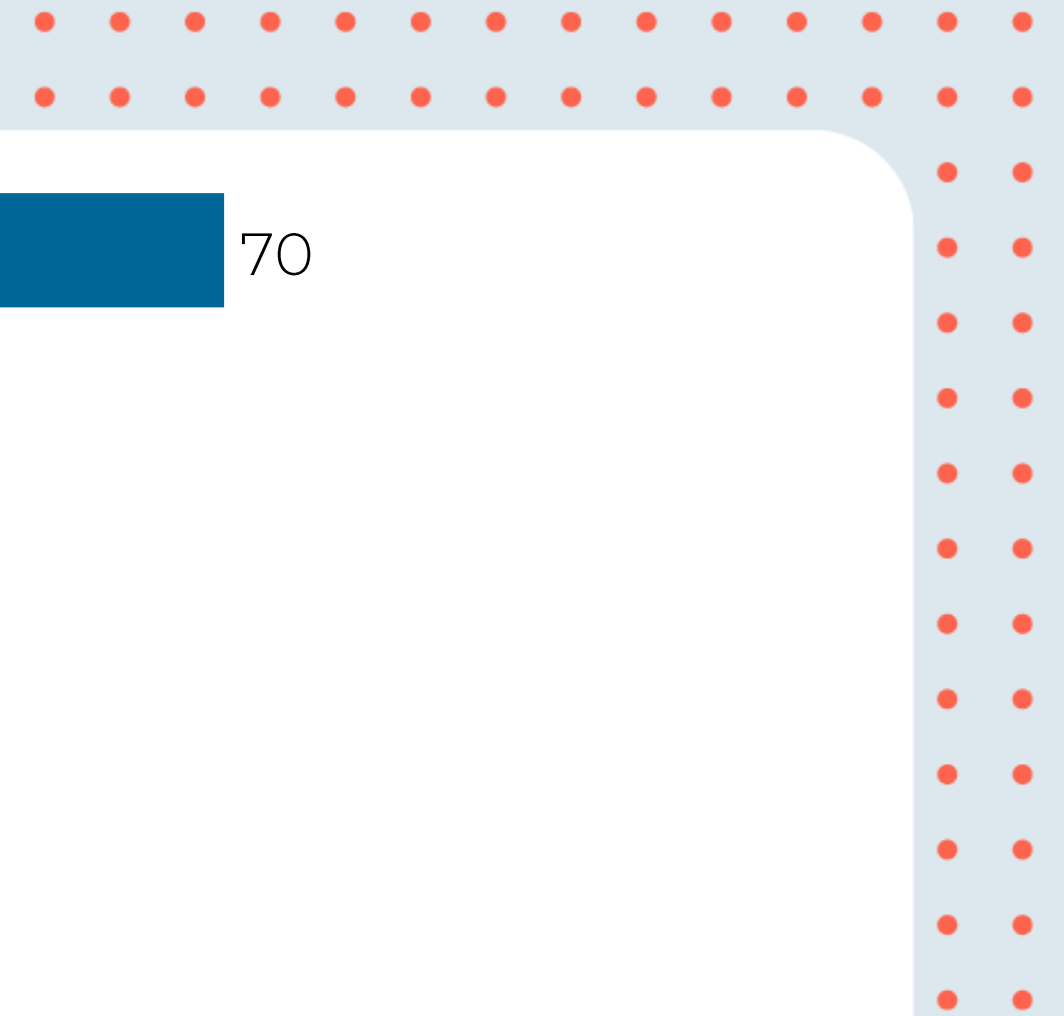
Estimated  
**75 Million**



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





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# Podcast listening is UP







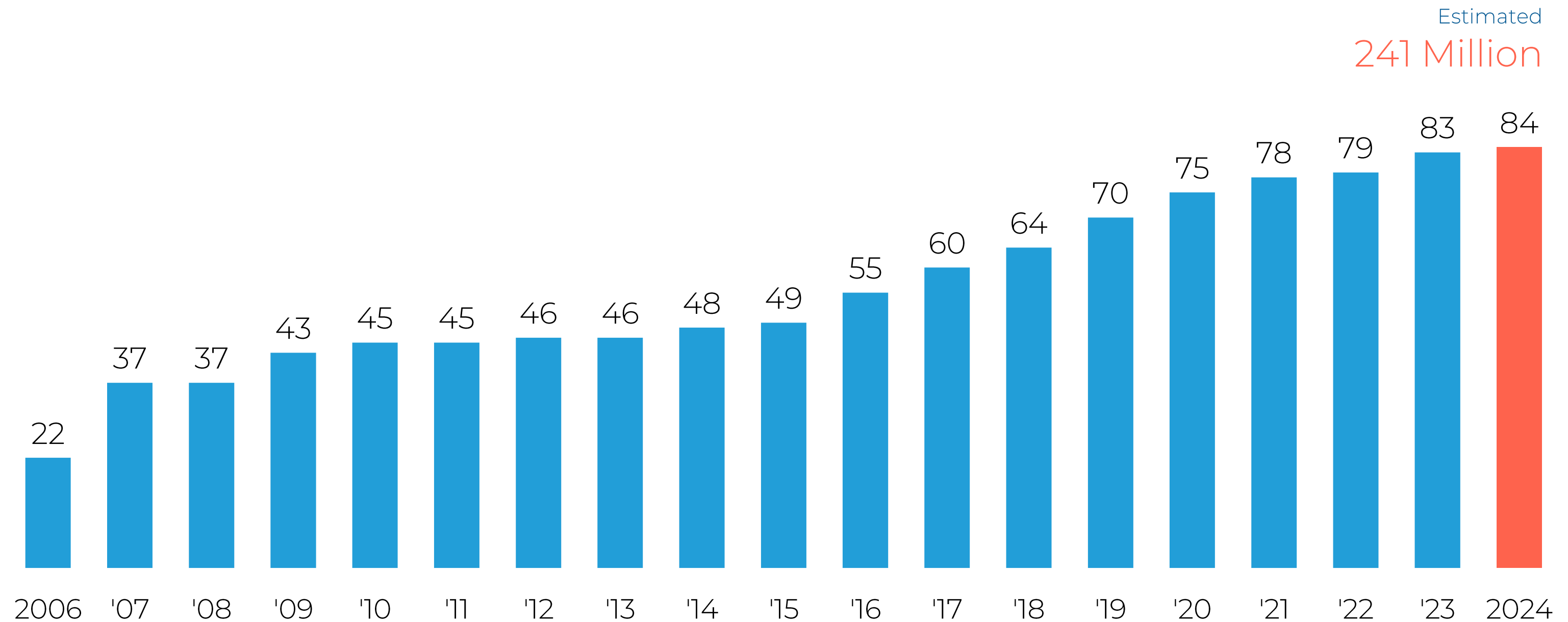
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# Podcasting



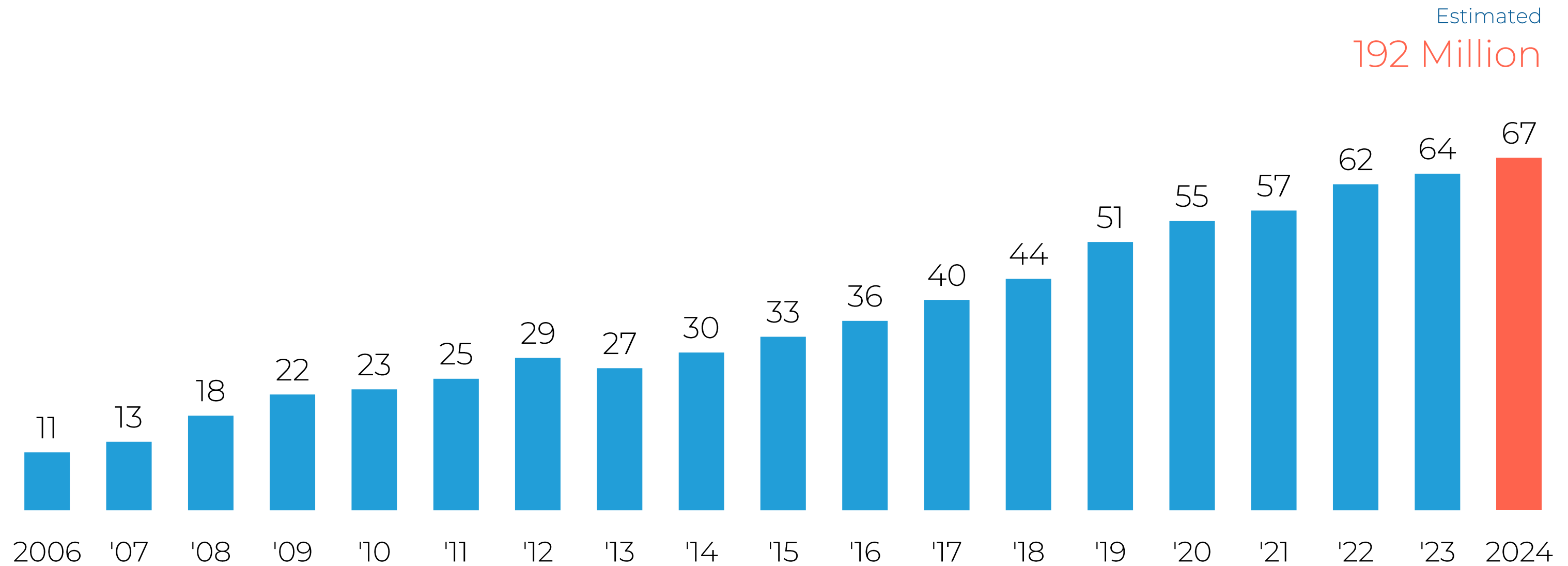
# Podcasting Familiarity

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



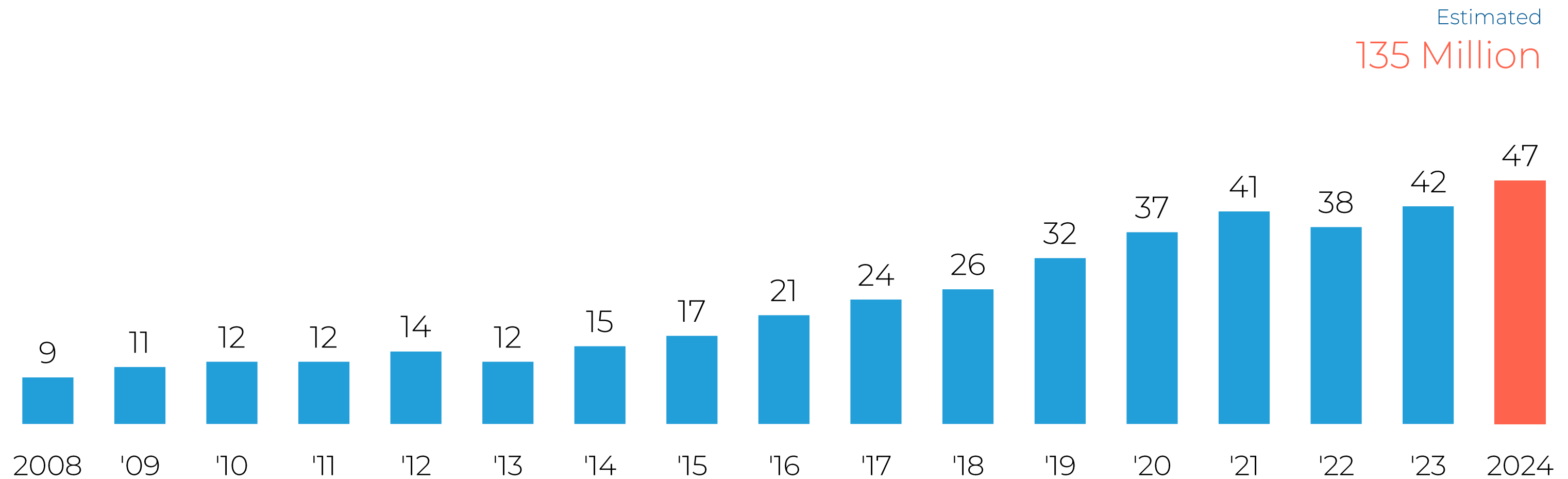
# Podcasting Listening

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



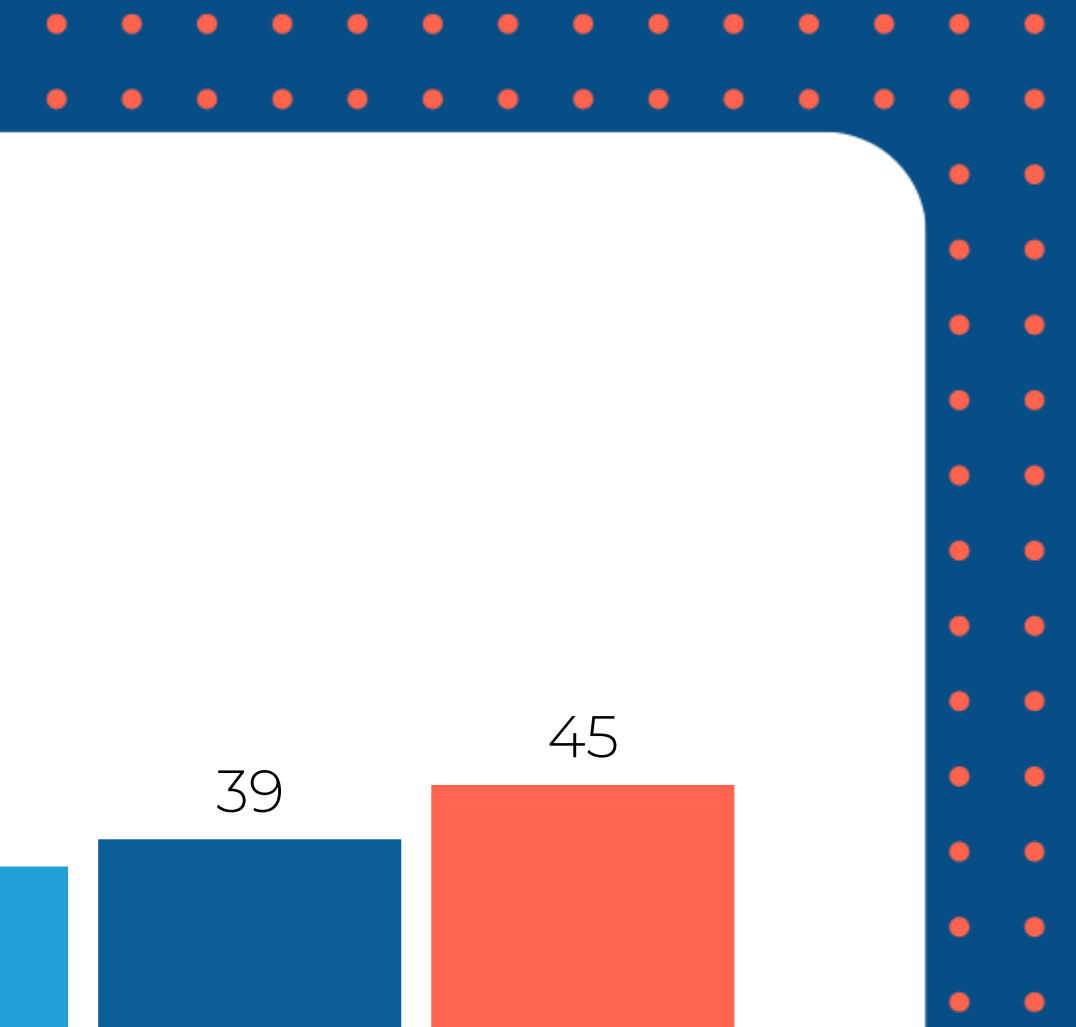
# Monthly Podcast Listening

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

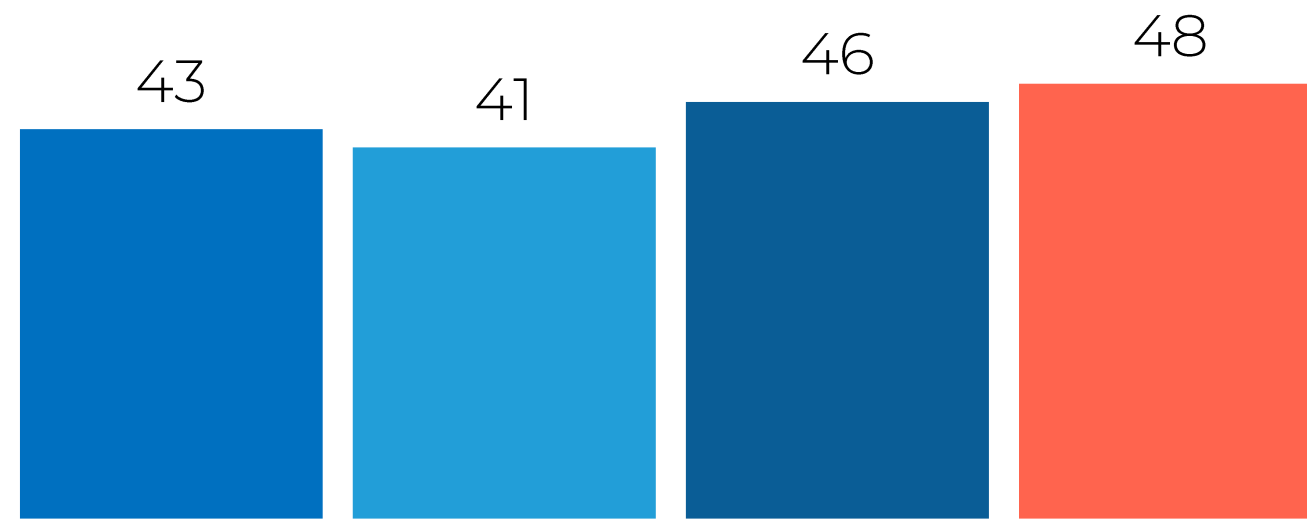


# Monthly Podcast Listening

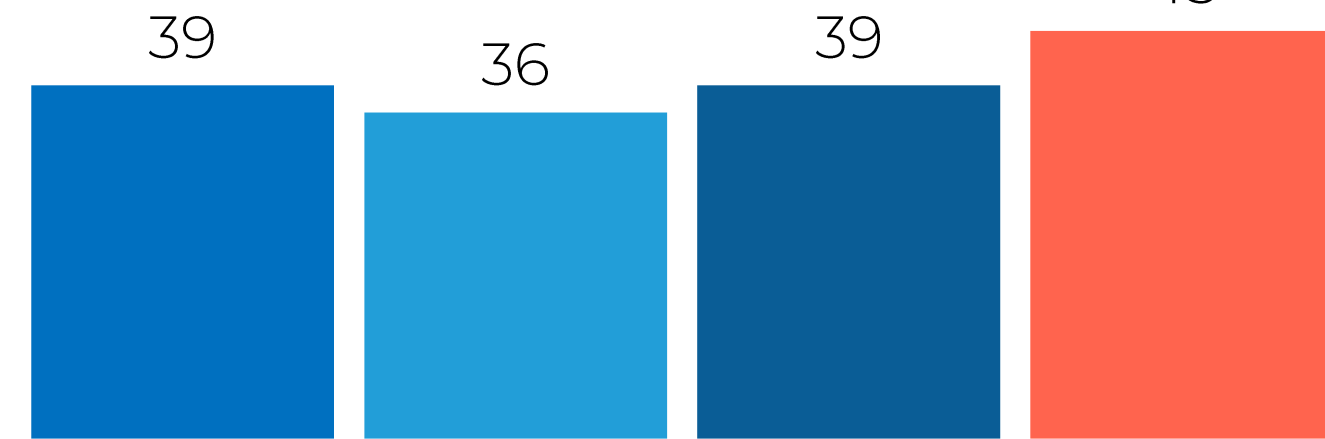
Total U.S. Population 12+  
% LISTENED TO PODCAST IN THE LAST MONTH



■ 2021 ■ 2022 ■ 2023 ■ 2024



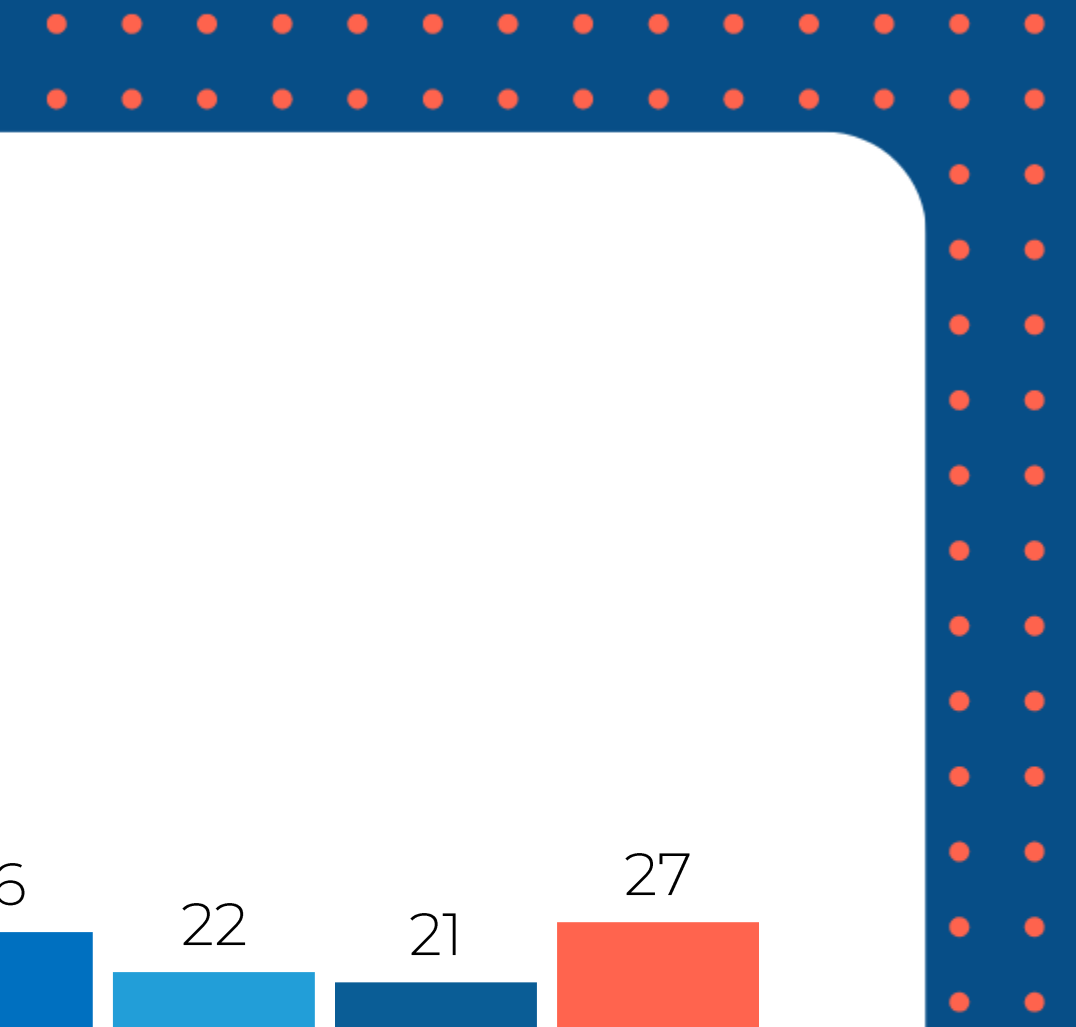
Men



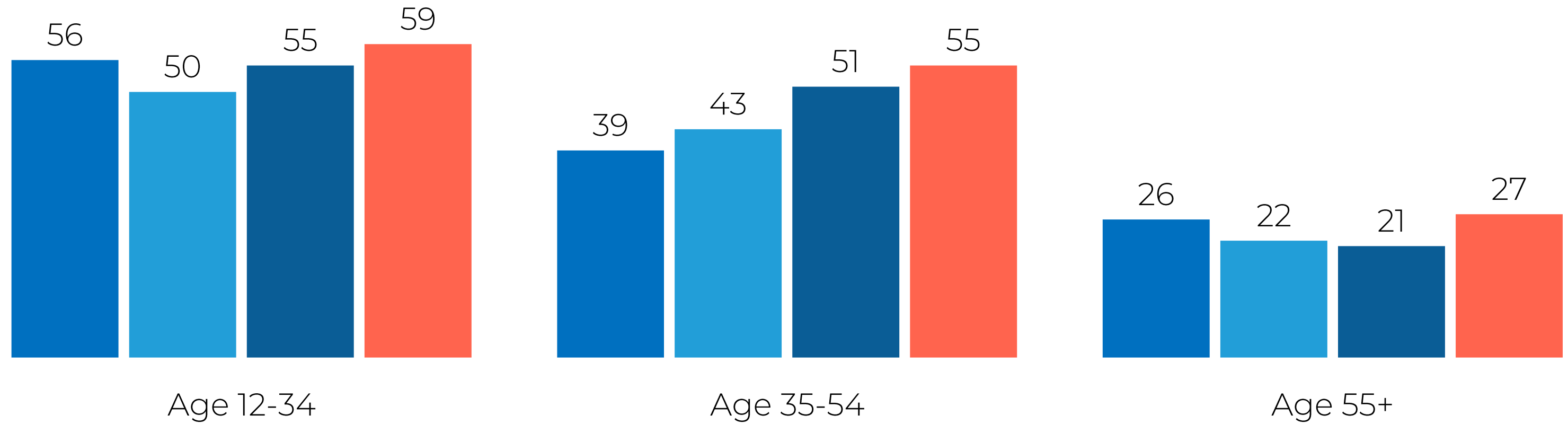
Women

# Monthly Podcast Listening

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

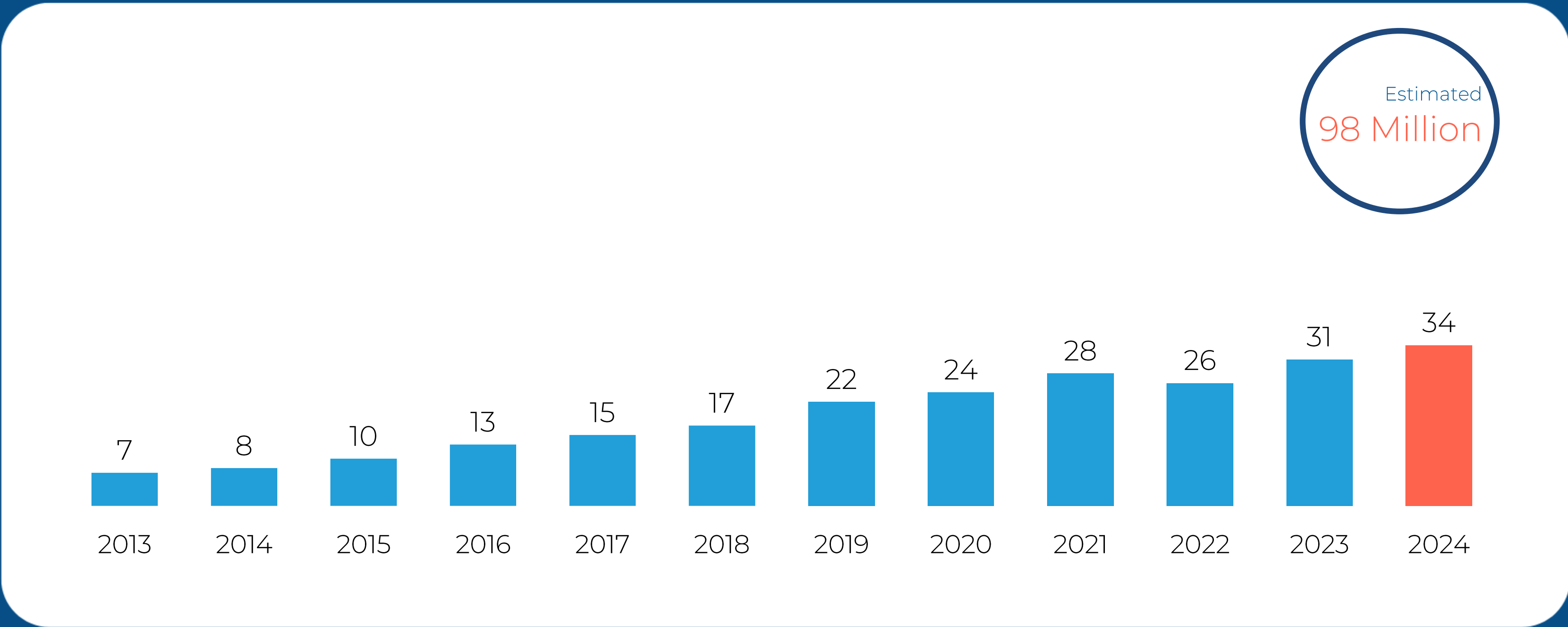


■ 2021 ■ 2022 ■ 2023 ■ 2024



# Weekly Podcast Listening

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





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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

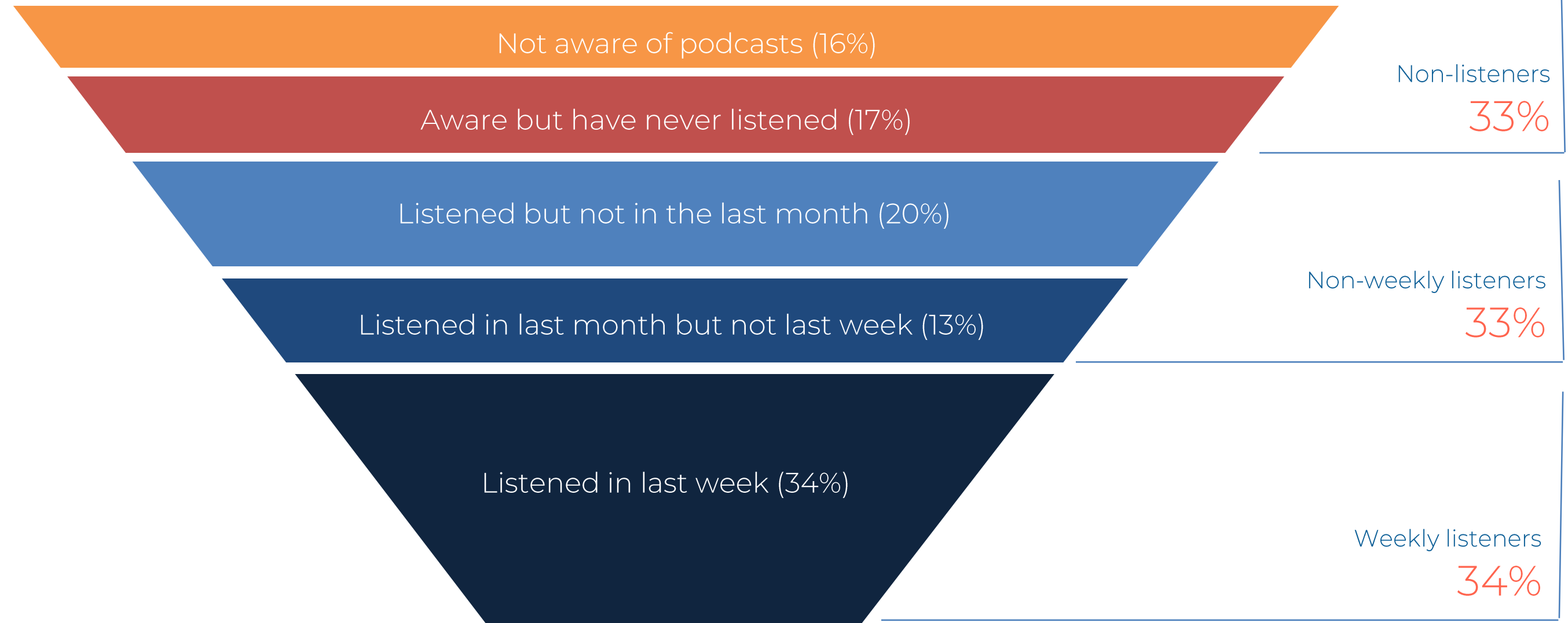
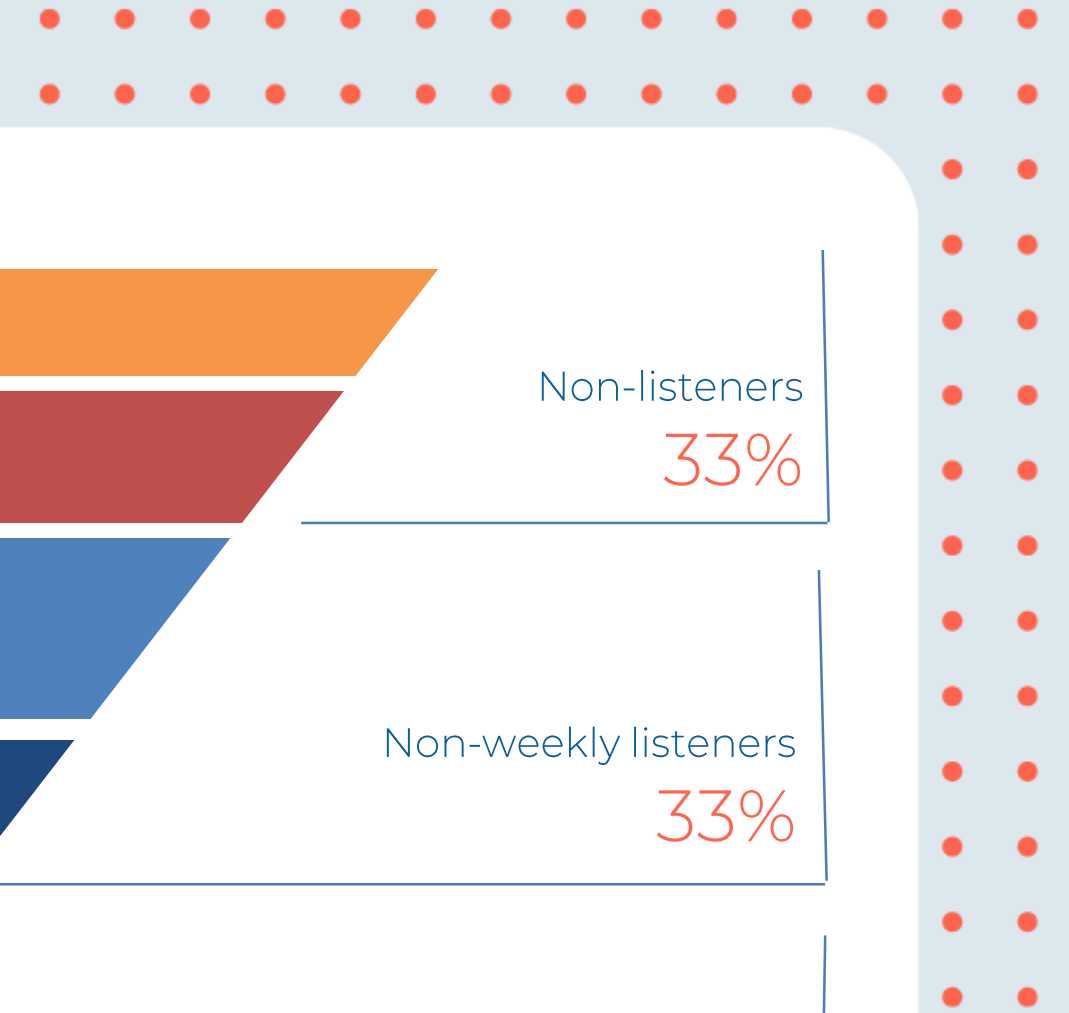
7.2

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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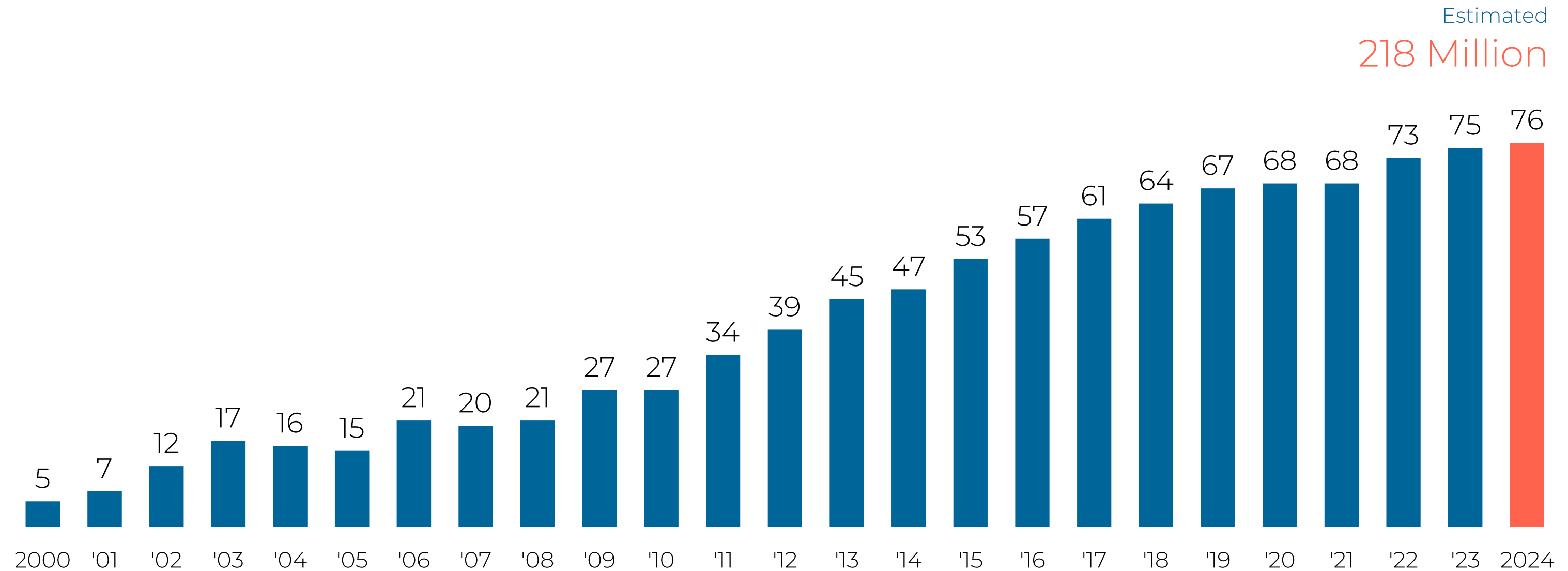
# Online Audio



# Monthly Online Audio Listening

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

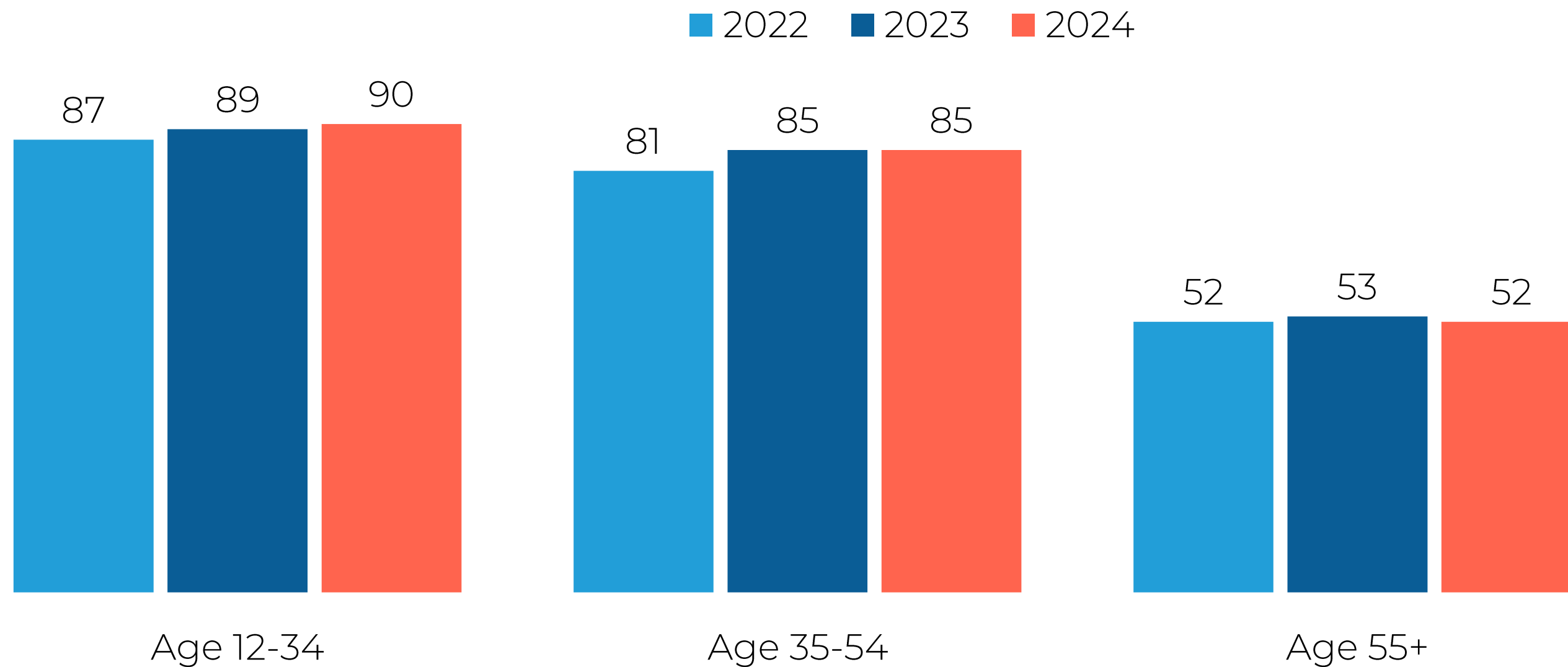
Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



# Monthly Online Audio Listening

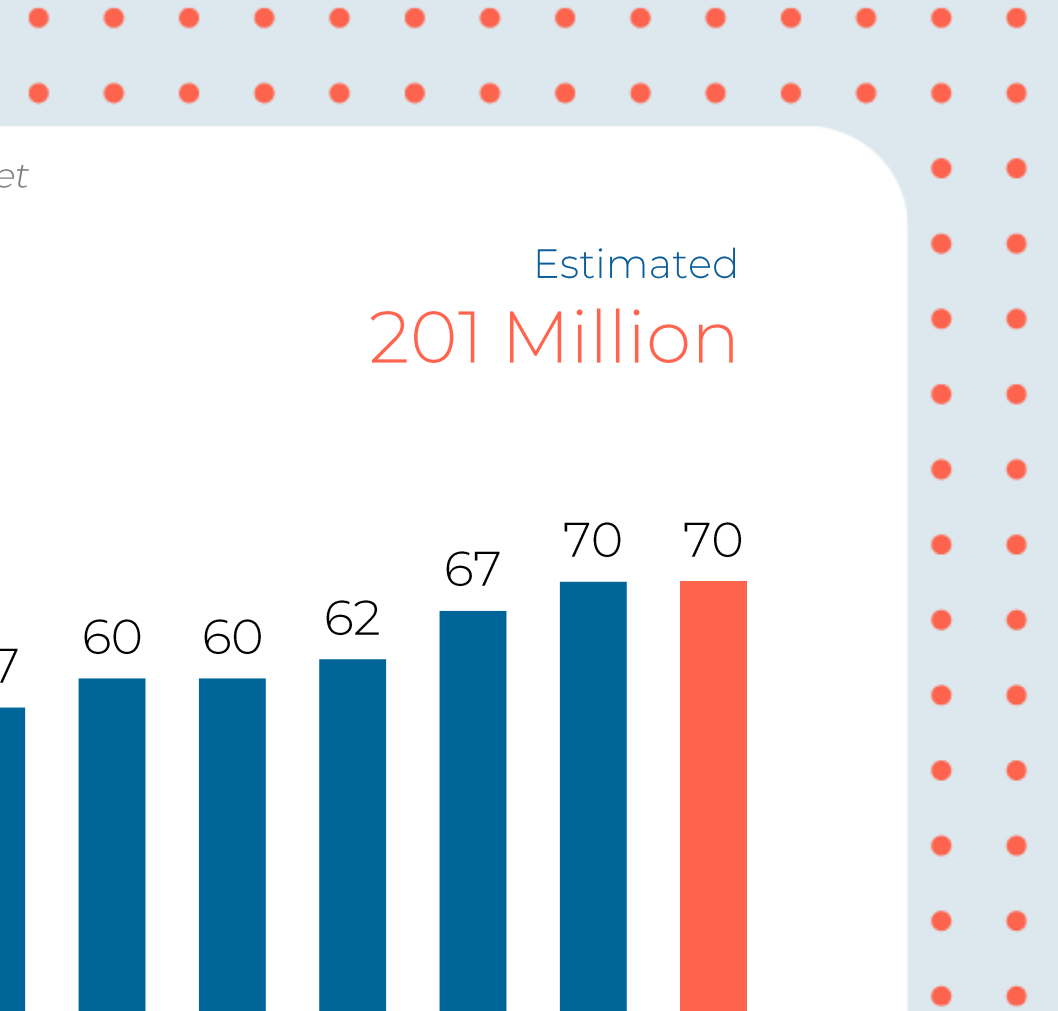
Total U.S. Population 12+  
% LISTENED TO ONLINE AUDIO IN LAST MONTH

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

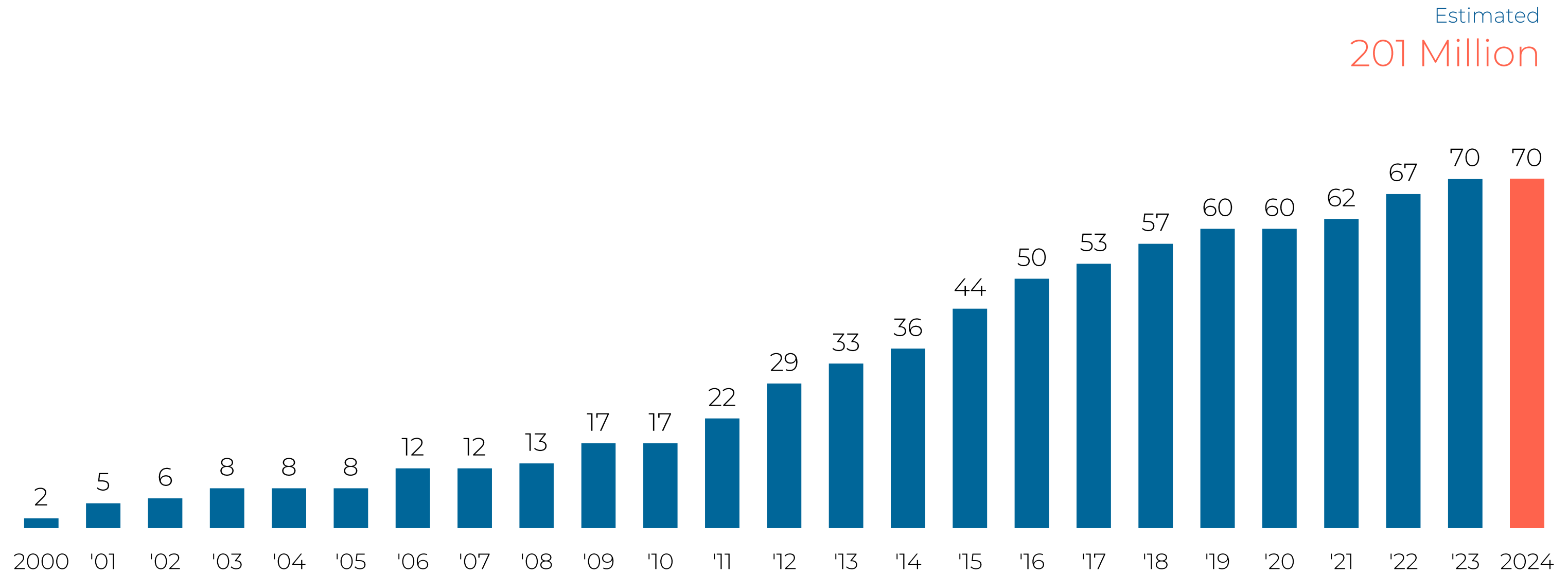


# Weekly Online Audio Listening

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

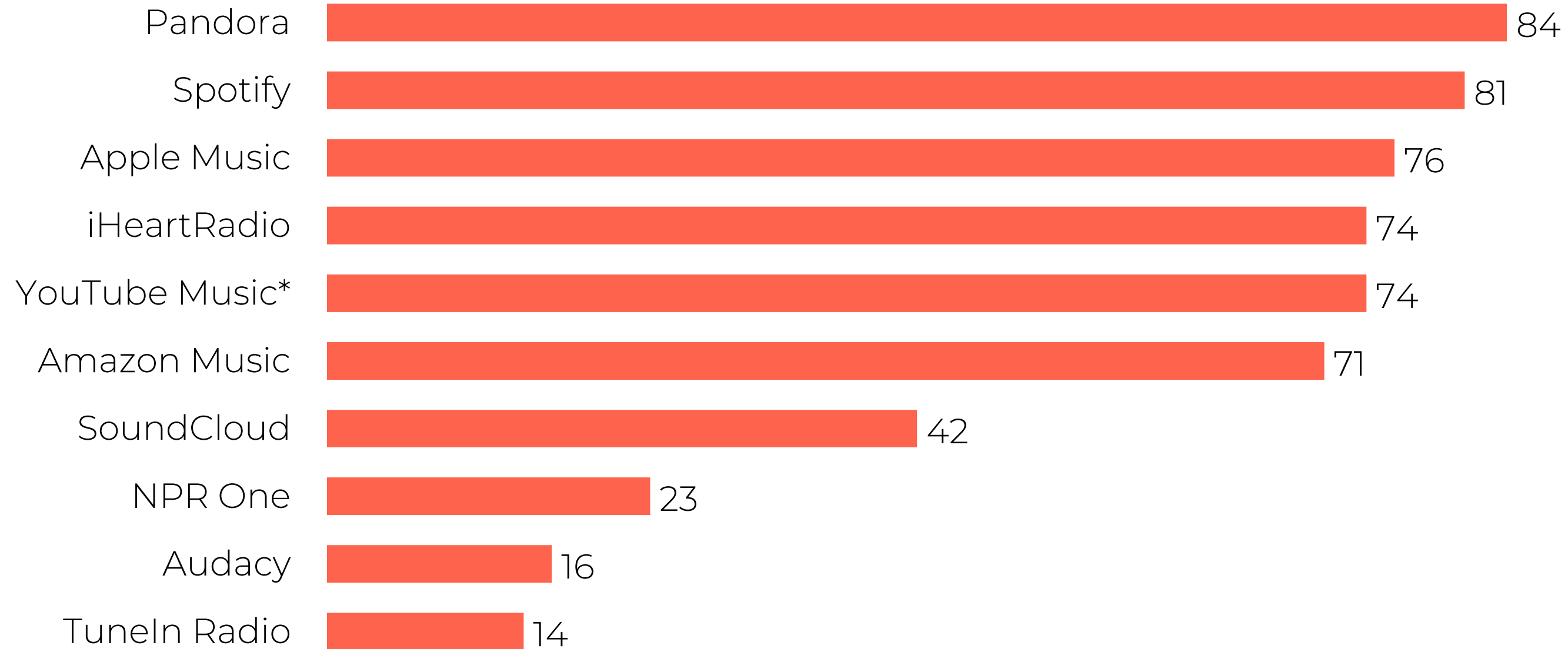


Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



# Online Audio Brand Awareness

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

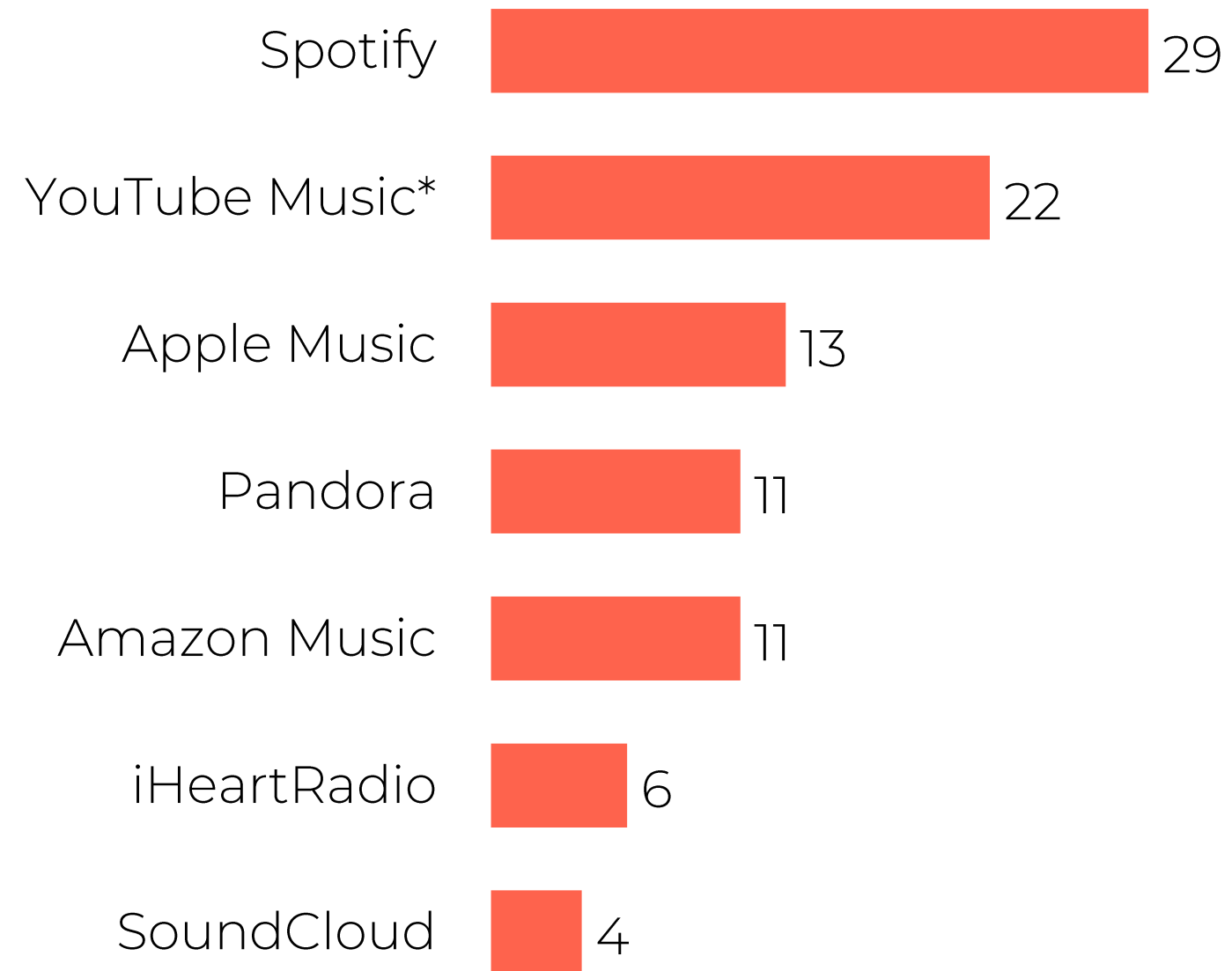


\*Asked as "YouTube Music, the streaming music service from YouTube"



# Online Audio Brands Listened to in Last Week

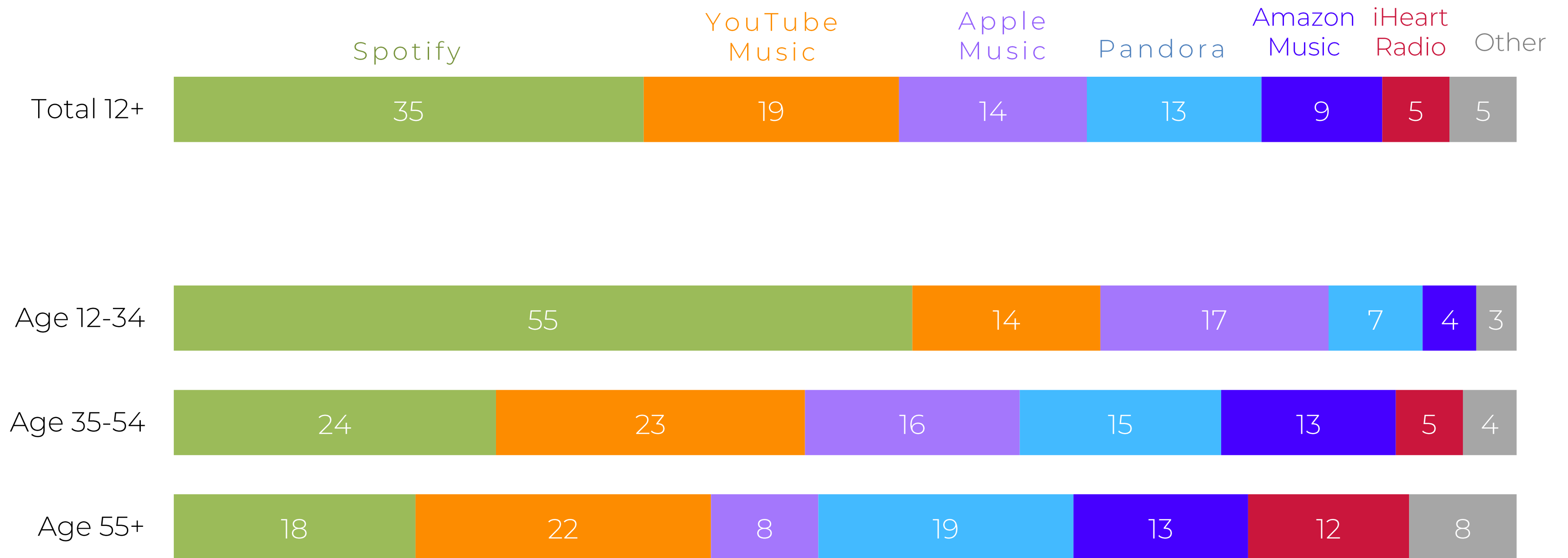
Total U.S. Population 12+  
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



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

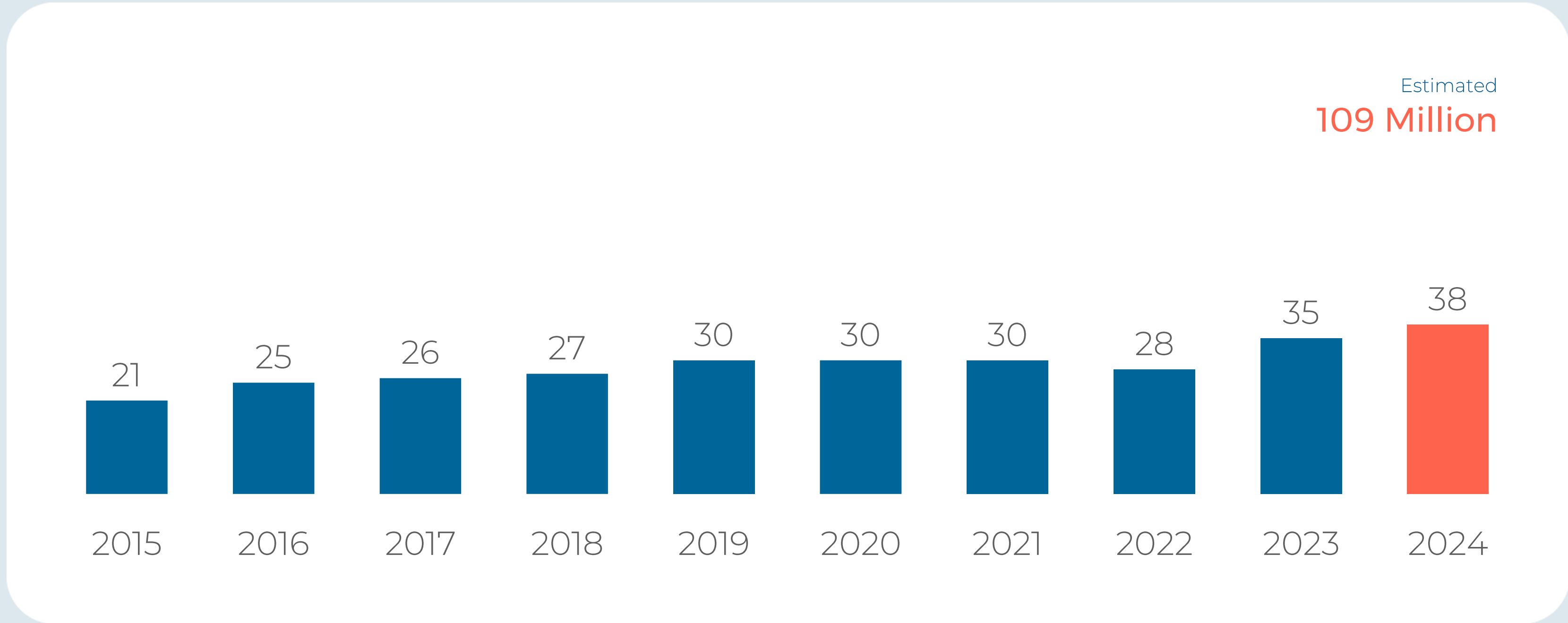
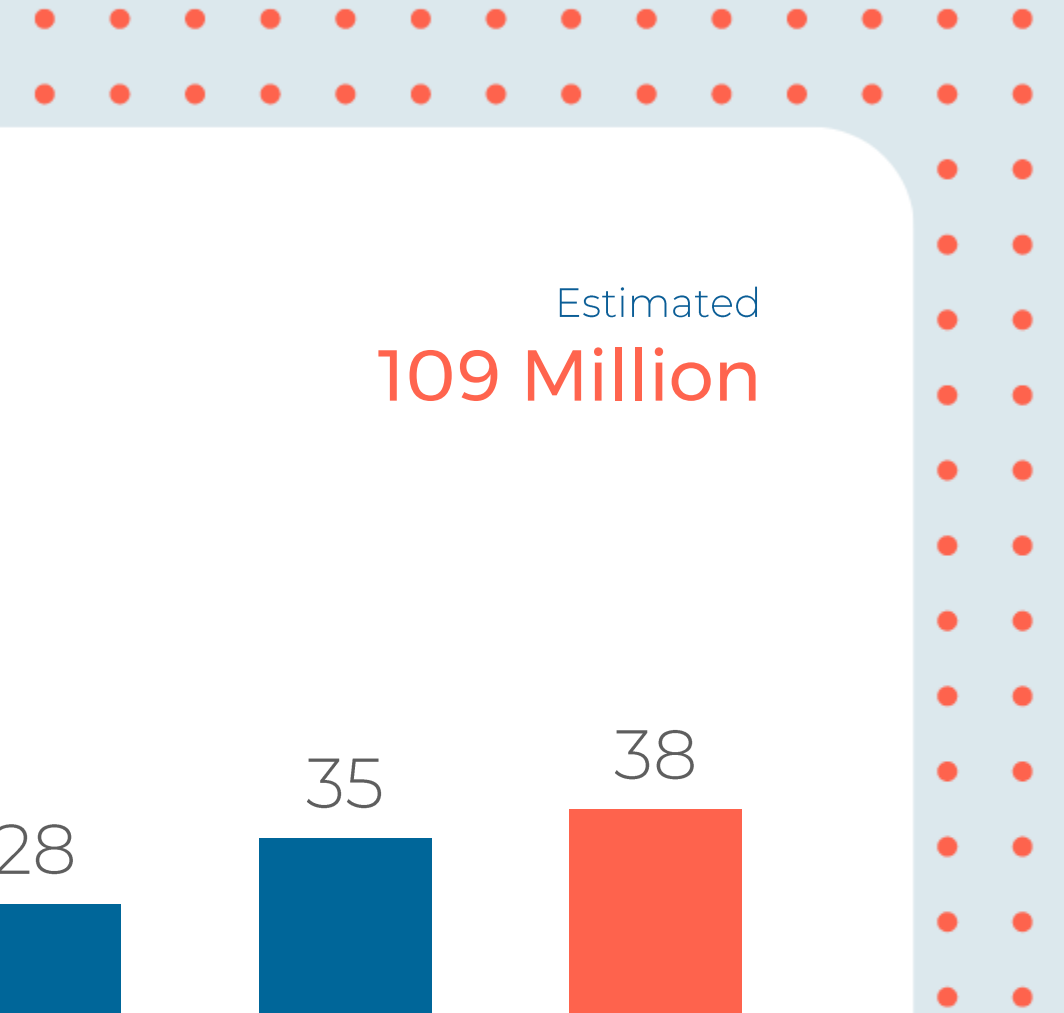
# Online Audio Brand Used Most Often

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



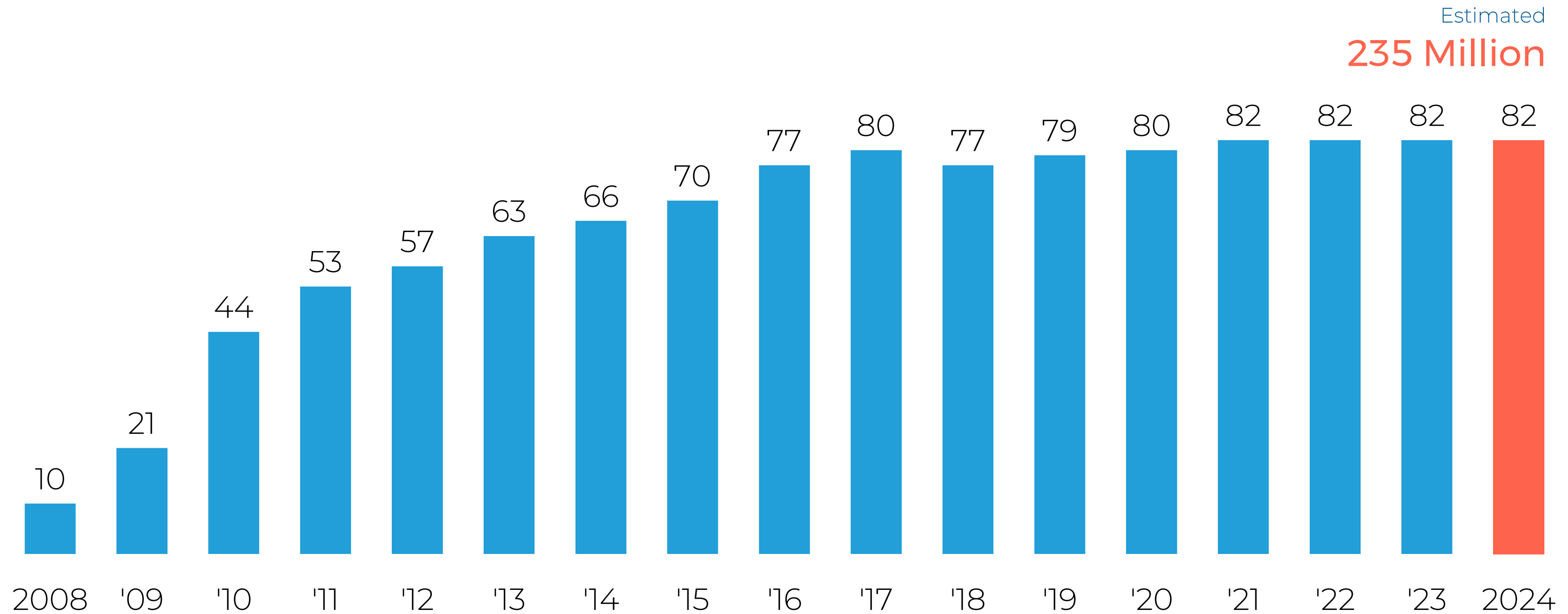


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# A year of change in social media

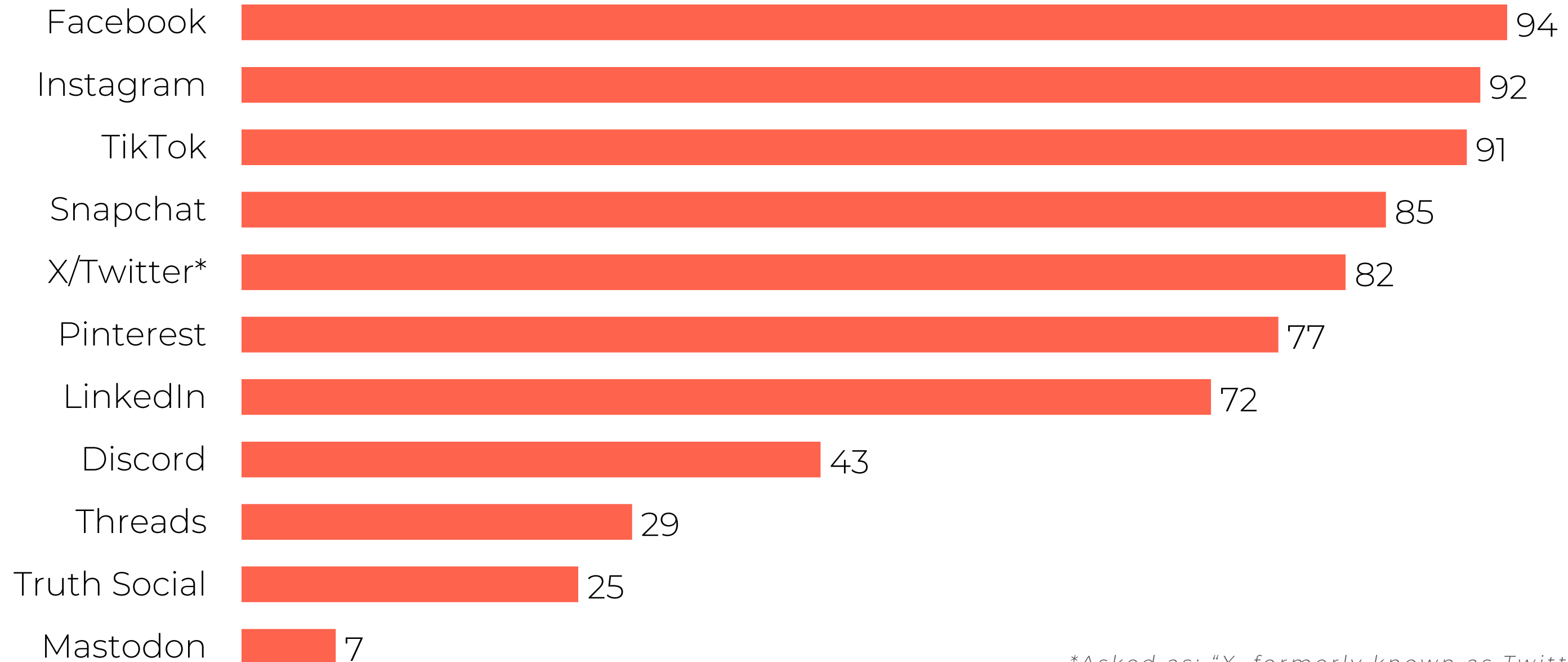
# Social Media Usage

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



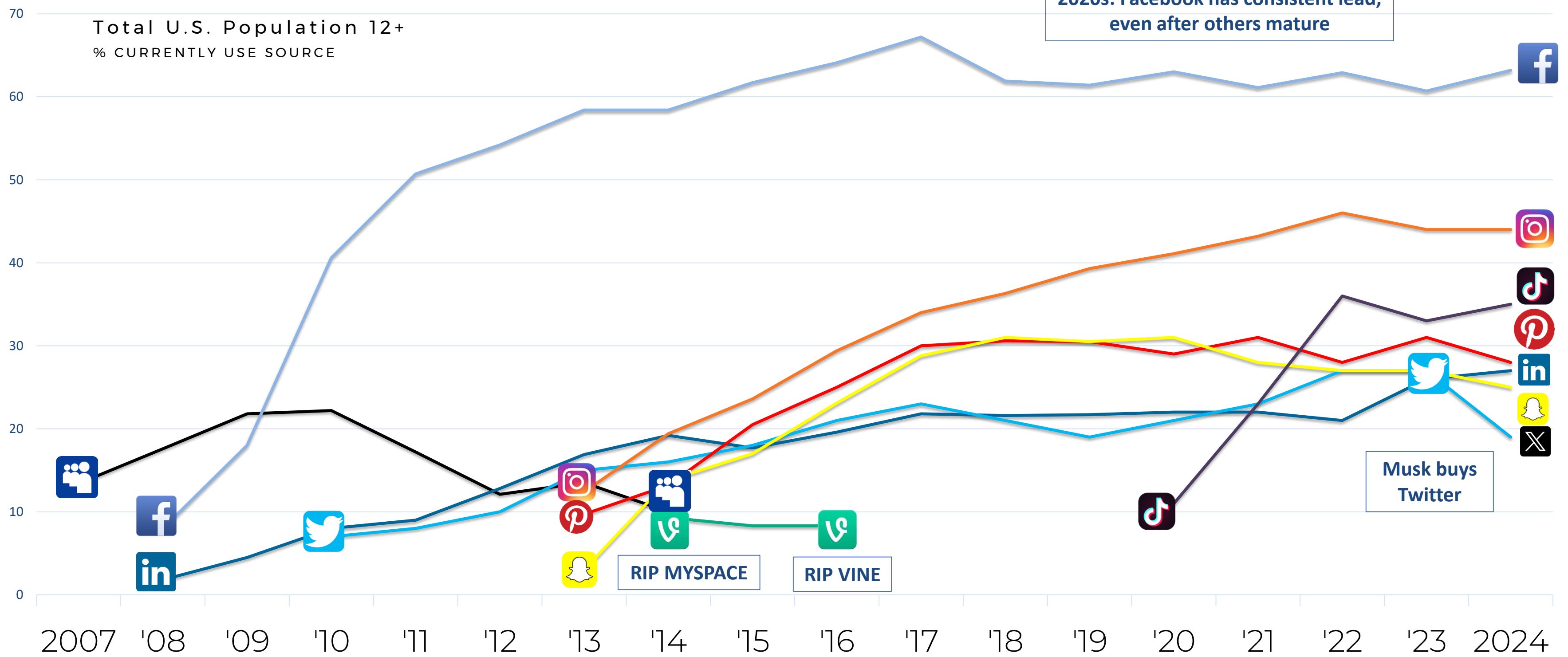
# Social Media Brand Awareness

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



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

# Social Media Usage



2020s: Facebook has consistent lead, even after others mature

RIP MYSPACE

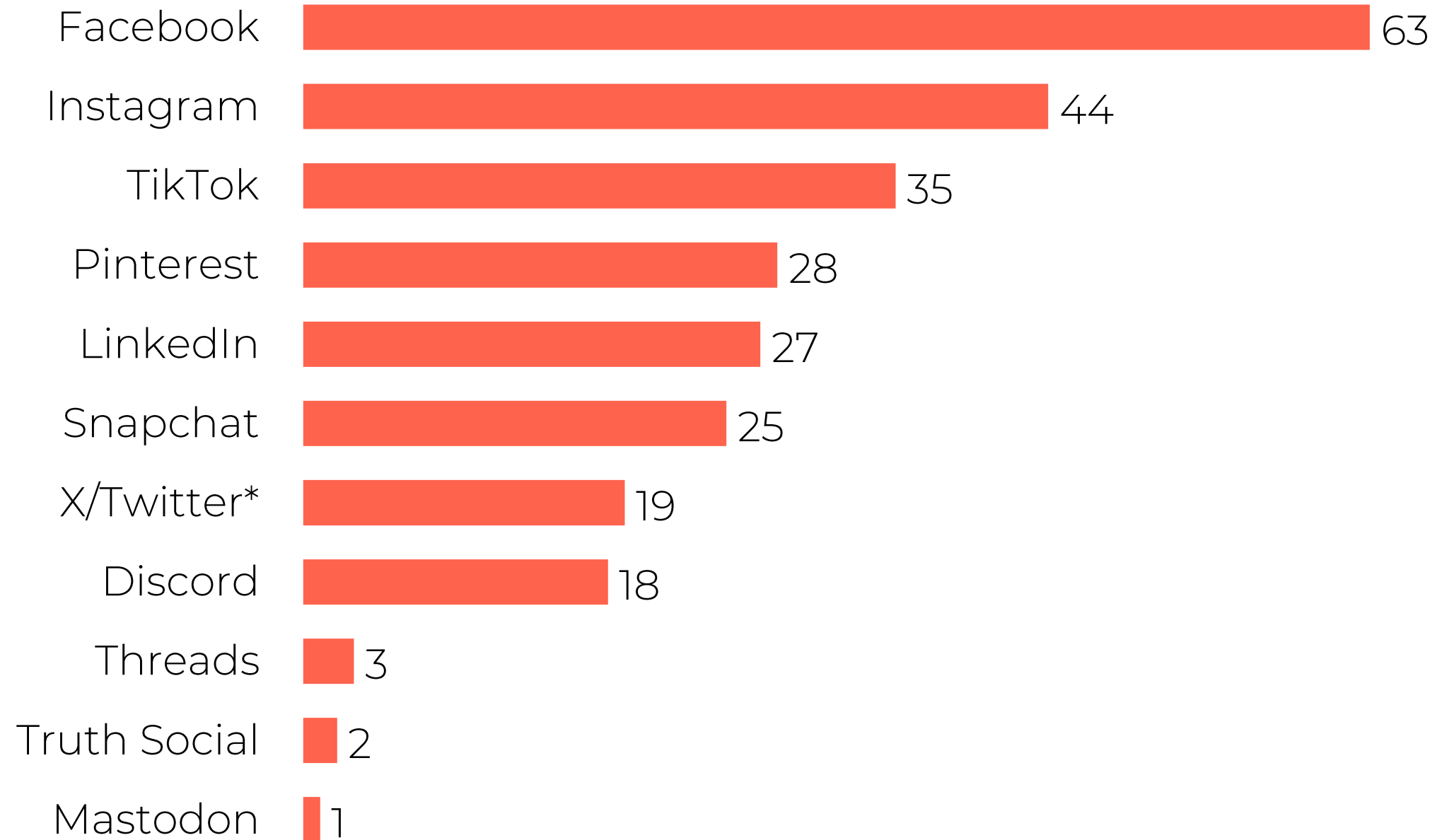
RIP VINE

Musk buys Twitter



# Social Media Brand Usage

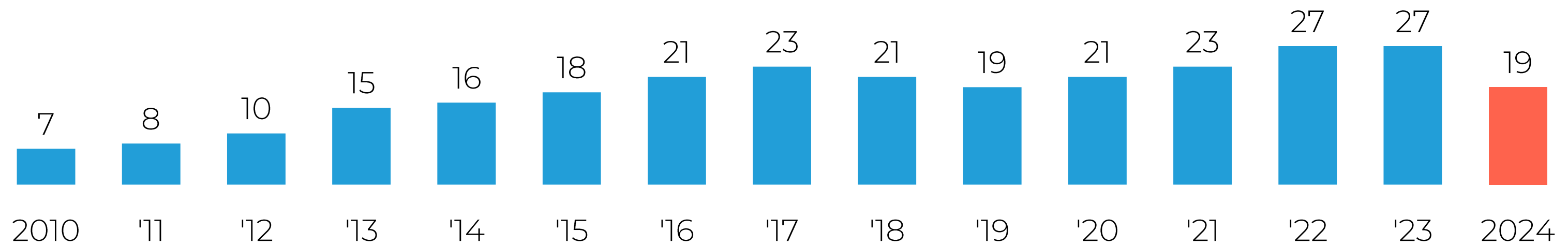
Total U.S. Population 12+  
% CURRENTLY USE SOCIAL MEDIA BRAND



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

# X/Twitter Usage

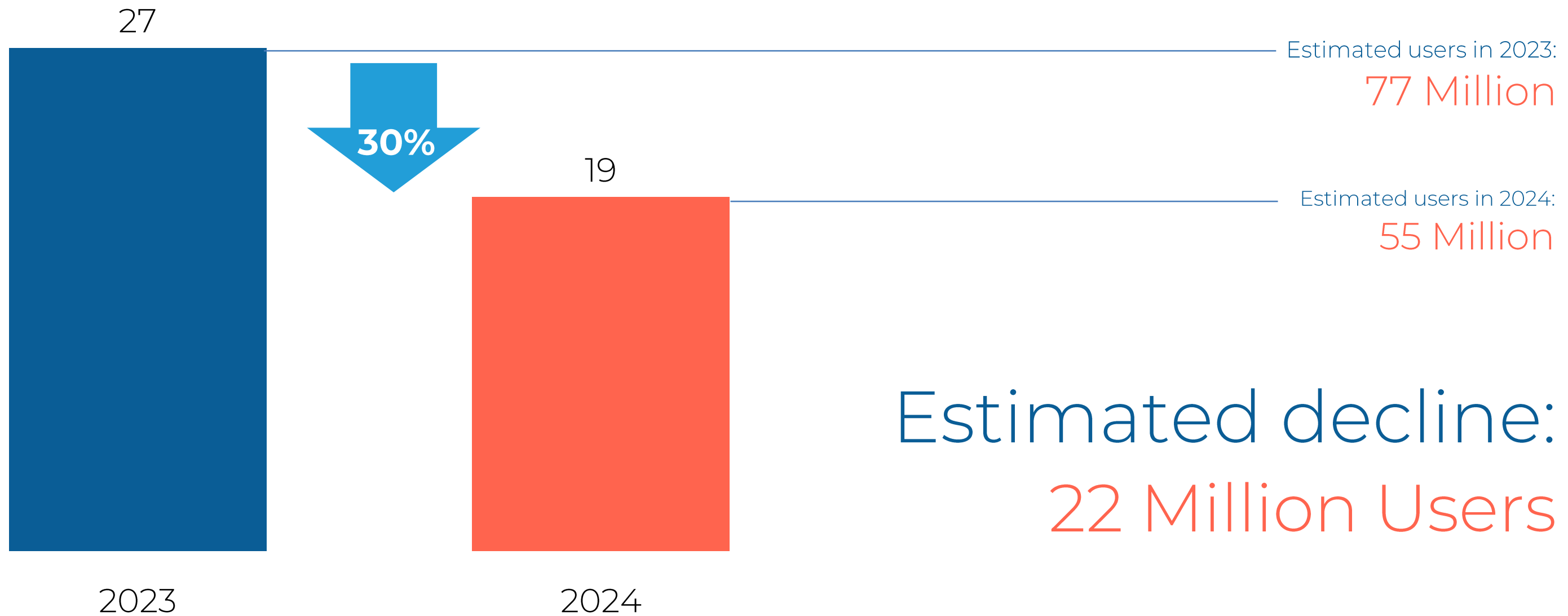
Total U.S. Population 12+  
% CURRENTLY USE TWITTER/X



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

# X/Twitter Usage

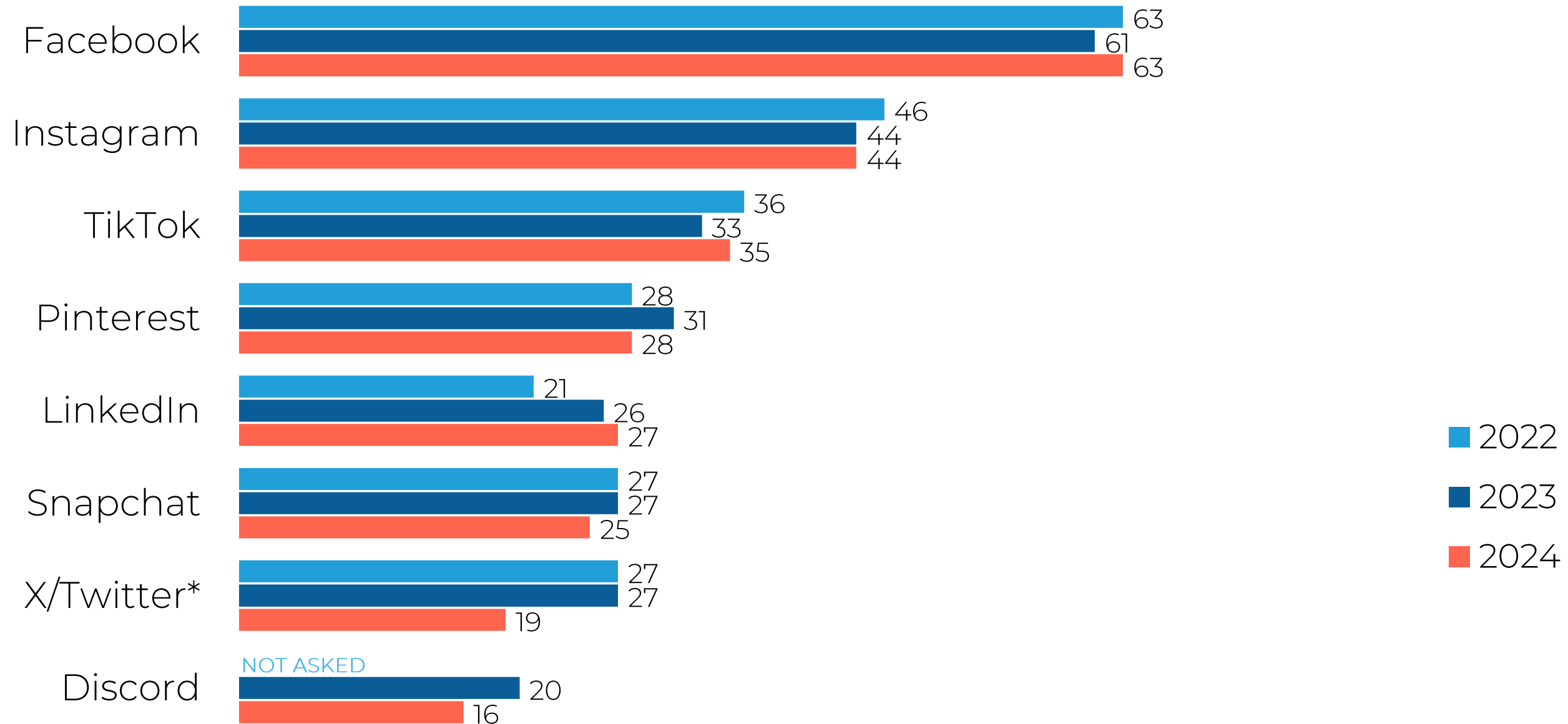
Total U.S. Population 12+  
% CURRENTLY USE TWITTER/X



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

# Social Media Brand Usage

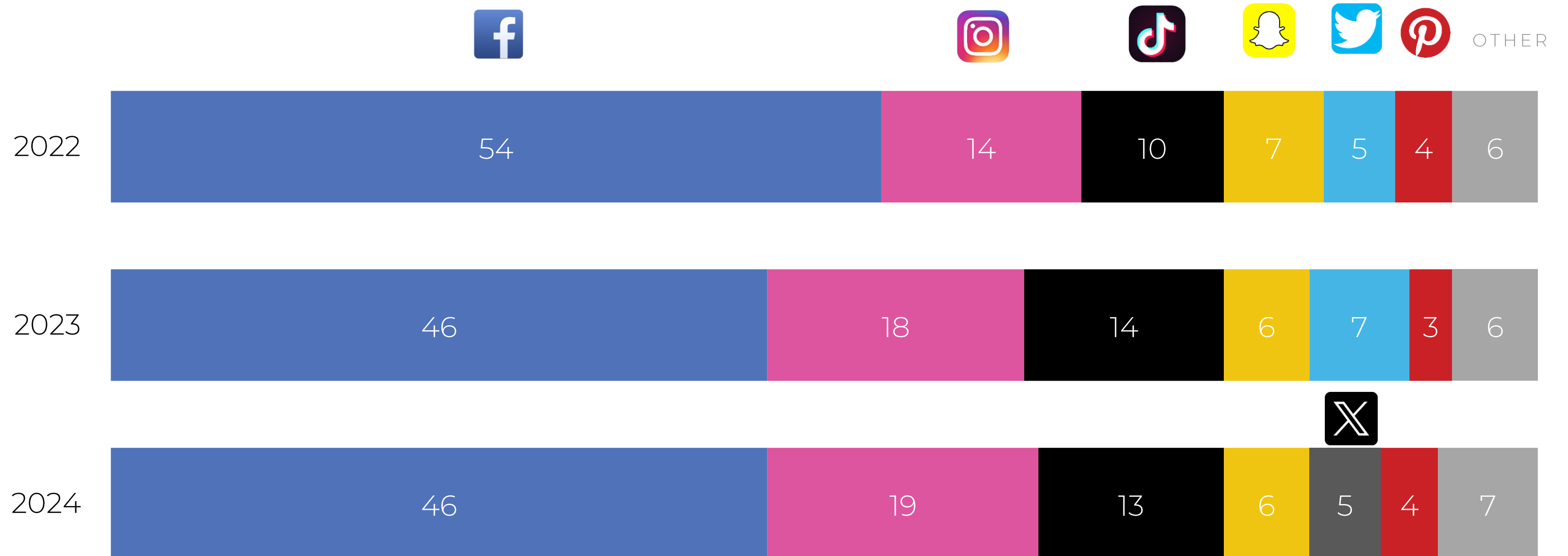
Total U.S. Population 12+  
% CURRENTLY USE SOCIAL MEDIA BRAND



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

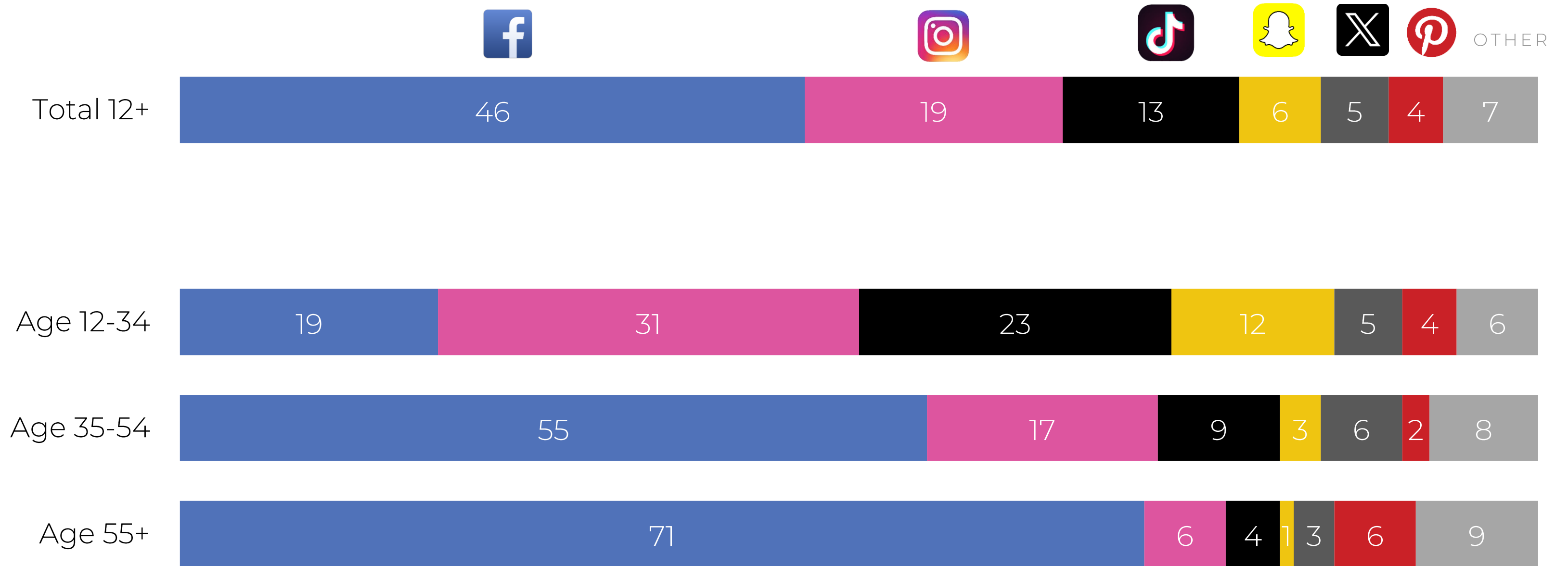
# Social Media Brand Used Most Often

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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