## The Infinite Dial 2022

\#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\%


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Media \& Technology


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## Tablet Ownership



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## Internet-connected Watch Ownership



## Smart Speaker Ownership

TOTAL U.S. POPULATION $12+$
\% OWNING A SMART SPEAKER


## Smart Speaker Ownership

TOTALU.S. POPULATION $12+$
\% OWNING SMART SPEAKER


Apple HomePod 2

## 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

ZERO
ONE TO THREE
FOUR OR MORE
Total 12+
39
54
7


## Radio Ownership and Smart Speaker Ownership



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## Audiobook Listening

TOTALU.S. POPULATION $12+$
\% EVER LISTENED TO AN AUDIOBOOK


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## Live Streamed Video Games

TOTALU.S.POPULATION $12+$
\% SAYINGYES


## 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?"

```
\square2020 ■ 2021 ■ 2022
```



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## Currently Ever Watch Live Streamed Video Games

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## 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?"


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## Ever Played a Video Game and Streamed It Live

TOTALU.S.POPULATION $12+$
\% SAYINGYES
"Have you ever played a video game and streamed it live on services such as Twitch, YouTube Live, Facebook Live, or Mixer?"


Age 12-34


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## Social Media

## Social Media Usage

TOTAL U.S. POPULATION $12+$


## Social Media Brand Awareness



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## Social Media Brand Usage


\% Using social media brand

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## Facebook Usage

TOTAL U.S. POPULATION $12+$
\% USING FACEBOOK


## Social Media Brand Usage

TOTALU.S. POPULATION $12+$
\% USING SOCIALMEDIA BRAND


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## Social Media Brand Usage (Age 12-34)

U.S. POPULATION
\% Using social media brand


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## Social Media Brand Usage (Age 35-54)

u.s. POPULATION
\% using social media brand


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## Social Media Brand Usage (Age 55 and older)

U.S. POPULATION
\% USING SOCIALMEDIA BRAND


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## 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
```



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## Audio-Based Social Media Service Usage

## TOTAL U.S. POPULATION $12+$

\% CURRENTLY EVER USING AUDIO-BASED SOCIAL MEDIA SERVICE

Twitter Spaces 2 Clubhouse 1

Spotify Greenroom 1

## Online Audio

## Monthly Online Audio Listening



TOTALU.S. POPULATION $12+$
\% LIStened to online audio in last month
Estimated
ONLINEAUDIO = LISTENINGTOAM/FM RADIO STATIONS ONLINE AND/OR
LISTENINGTO STREAMED AUDIO CONTENTAVAILABLE ONLY ON AND/OR


## Monthly Online Audio Listening

U.S. POPULATION
\% LISTENED TO ONLINE AUDIO IN LAST MONTH
ONLINEAUDIO = LISTENINGTOAM/FM RADIO STATIONS ONLINE ANDIOR
LISTENING TO STREAMEDAUDIO CONTENTAVAILABLE ONLY ON THEINTERNET

- 2020 ■ 2021 ■ 2022


WONDERY

## Weekly Online Audio Listening

TOTALU.S. POPULATION $12+$
\% LISTENED TO ONLINE AUDIO IN LAST WEEK


## Online Audio Brands

## Online Audio Brand Awareness

```
TOTALU.S. POPULATION 12+
```

\% AWARE OF ONLINE AUDIO BRAND


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## Online Audio Brands Listened to in Last Month

## TOTAL U.S. POPULATION 12+



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## Online Audio Brands Listened to in Last Week

TOTAL U.S. POPULATION 12+


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## Online Audio Brand Used Most Often

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


Own a smart speaker


Frequency of Listening to Audio with Other People
)

TOTAL U.S. POPULATION 12+

|  | FREQUENTLY | SOMETIMES | HARDLY EVER | NEVER |
| :---: | :---: | :---: | :---: | :---: |
| Total | 19 | 28 | 28 | 25 |



## In-Car Media

## Maps

## Messages

## Driven/Ridden in Car in Last Month

BASE: U.S. AGE $18+$
\% DRIVING OR RIDING IN CAR/VEHICLE IN LAST MONTH


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## Audio Sources Currently Ever Used in Car

BASE: U.S. AGE $18+$ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; $84 \%$
\% Using Audio sourcein car


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## In-Dash Information and Entertainment Systems



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## Integrated Mobile Operating Systems in Primary Vehicle

BASE: U.S.AGE 18+, DRIVEN/RIDDENINCARIN LAST MONTH, $84 \%$
\% HAVE SYSTEM IN PRIMARY VEHICLE


Android Auto


## Online Audio Listening in Car Through a Cell Phone

TOTALU.S. POPULATION $12+$
\% EVER LISTENED TO ONLINE AUDIO IN A CAR THROUGH A CELL PHONE


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## Podcasting

## Podcasting Familiarity

Estimated 226 Million


## Podcasting Listening



## Monthly Podcast Listening



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## Location Where Podcasts Are Listened To "Most Often"

## Weekly Podcast Listeners



Podcast Consumer

## Device Used To Listen To Podcasts "Most Often"

Weekly Podcast Listeners


## Share of Ear ${ }^{\circ}$

Share of Time Spent Listening to All Audio Sources U.S. Population 13+

20202021
edison
research

## Monthly Podcast Listening



## Monthly Podcast Listening

U.S. POPULATION
\% LISTENED TO A PODCAST IN LAST MONTH

■ 2019 ■ 2020 ■ 2021 ■ 2022



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## Monthly Podcast Listening

U.S. POPULATION
\% LISTENED TO A PODCAST IN LAST MONTH

$$
■ 2019 \square 2020 \square 2021 \quad \square 2022
$$



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## 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+


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## 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+


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## Sex of Monthly Podcast Listeners

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


NON-BINARY ADDED IN 2021

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## Age of Monthly Podcast Listeners

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


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## Ethnicity of Monthly Podcast Listeners

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



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## Social Media Brand Usage

U.S. TOTAL POPULATION $12+$
\% USING SOCIALMEDIA BRAND


■ Total Population 12+
■ Monthly Podcast Listeners 12+

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## Social Media Brand Used Most Often

BASE: U.S. SOCIAL MEDIA USERS


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## Weekly Podcast Listening



# 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

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## Number of Podcast Episodes Listened to in Last Week

BASE: LISTENED TO PODCAST IN LAST WEEK

ONE TO FIVE
SIX TO TEN
11 OR MORE
MEAN
$\square$ 7.9


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