



 THE INFINITE DIAL® 2021

# The Infinite Dial 2021

#InfiniteDial



#InfiniteDial

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## 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 2021, Edison Research conducted a national telephone survey of 1507 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



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# Media & Technology



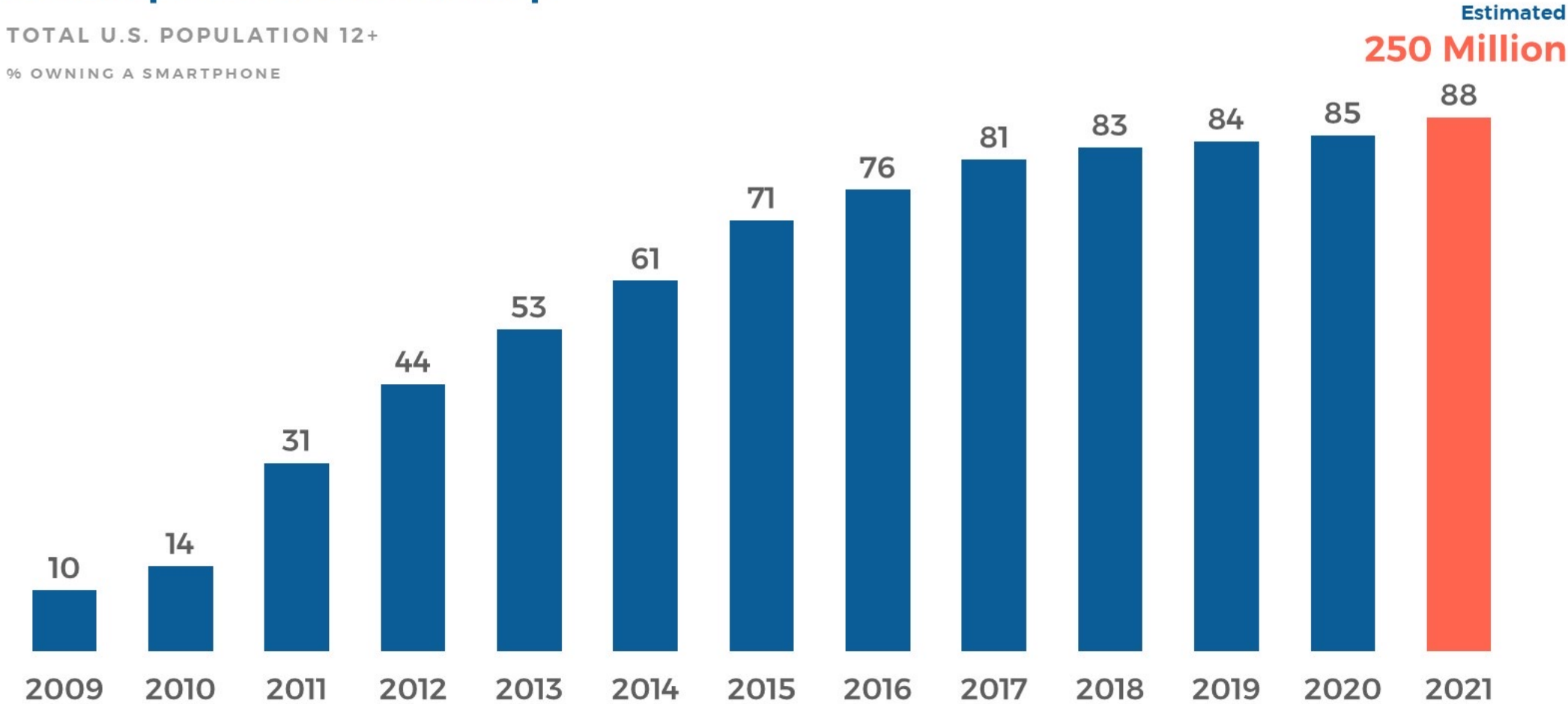
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# Smartphone Ownership

TOTAL U.S. POPULATION 12+

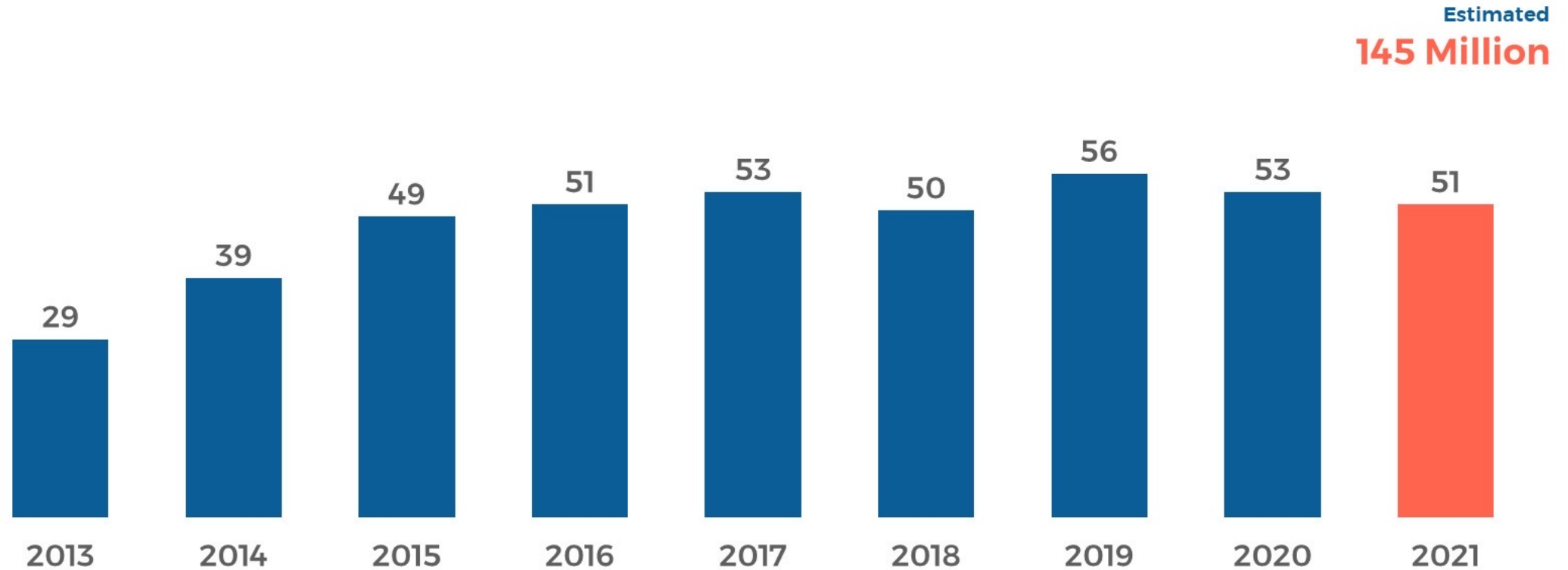
% OWNING A SMARTPHONE



# Tablet Ownership

TOTAL U.S. POPULATION 12+

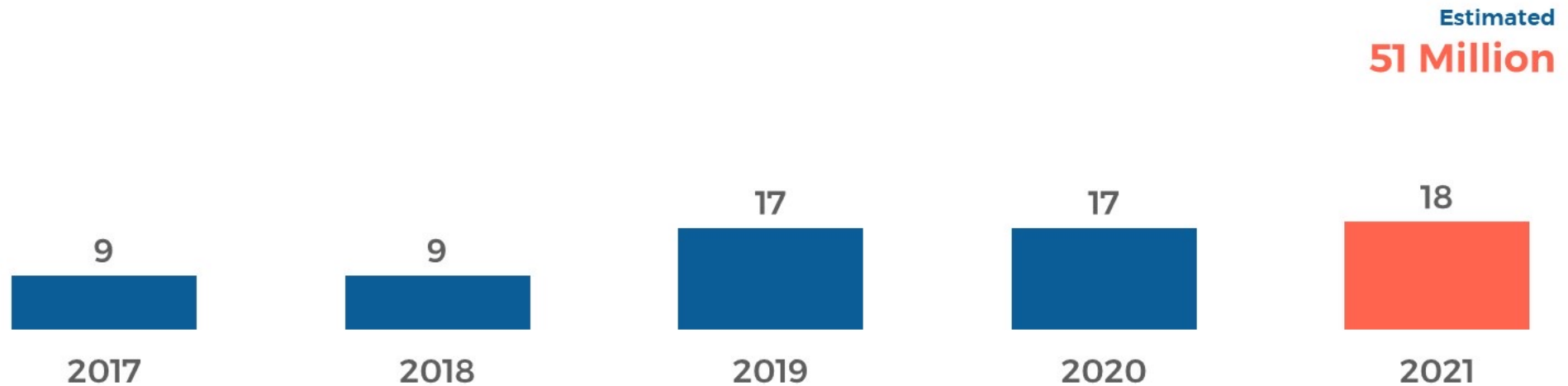
% OWNING A TABLET



# Internet-connected Watch Ownership

TOTAL U.S. POPULATION 12+

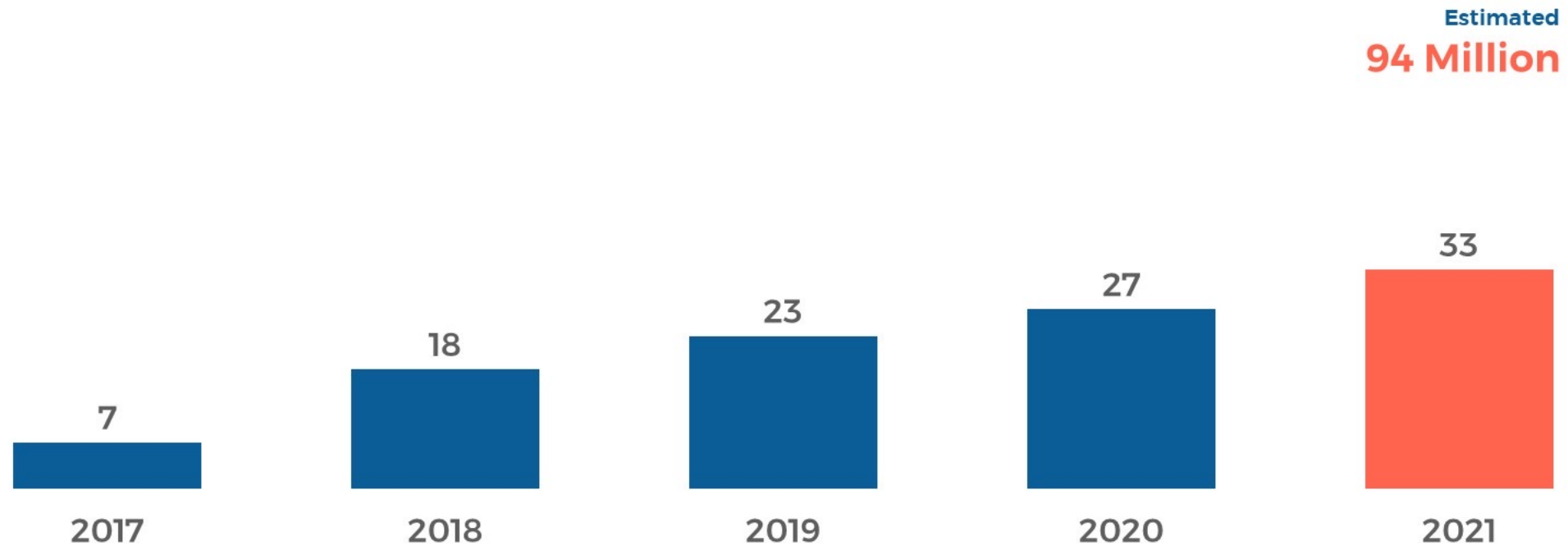
% OWNING AN INTERNET-CONNECTED WATCH



# Smart Speaker Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMART SPEAKER



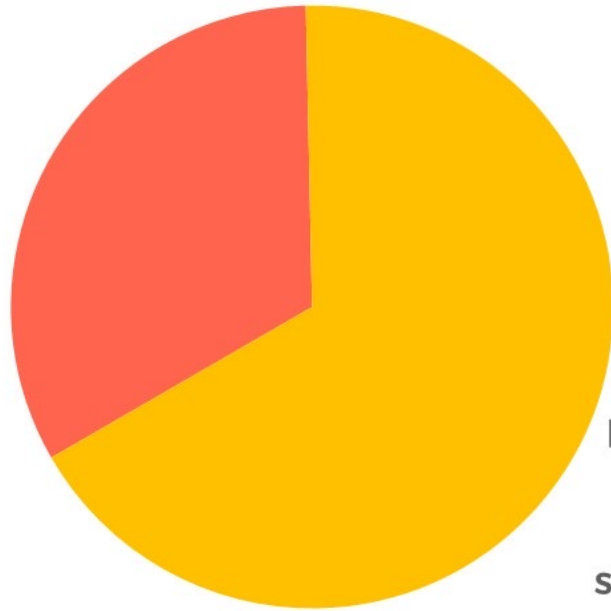


# Smart Speaker Ownership

TOTAL U.S. POPULATION 12+

## U.S. POPULATION 12+

Own a  
smart  
speaker  
33%

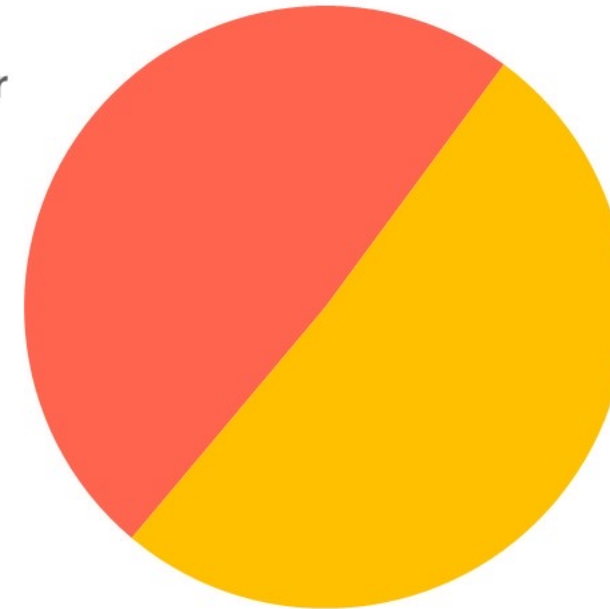


Do not  
own a  
smart  
speaker  
67%

## WORK FROM HOME

(BASE: EMPLOYED FULL-TIME OR PART-TIME  
AND WORK FROM HOME; 11%)

Own a  
smart  
speaker  
49%

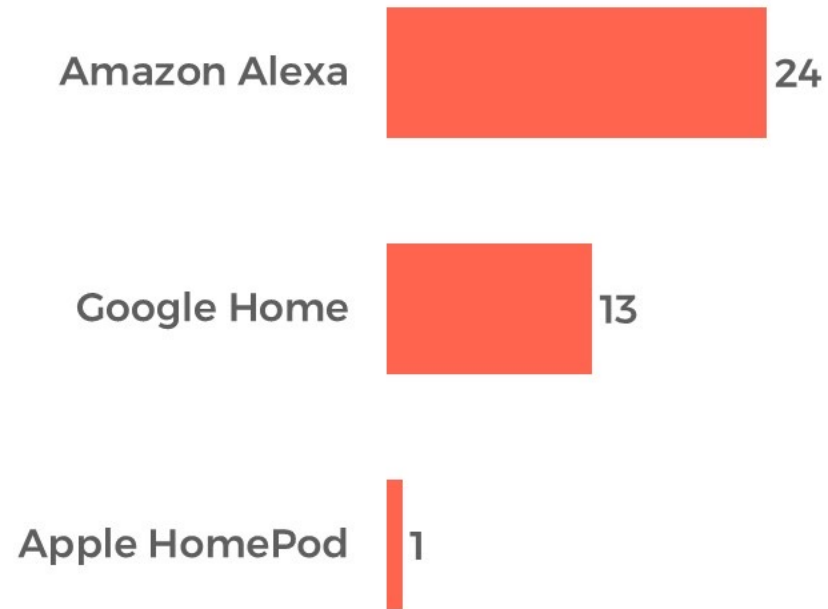


Do not  
own a  
smart  
speaker  
51%

# Smart Speaker Ownership

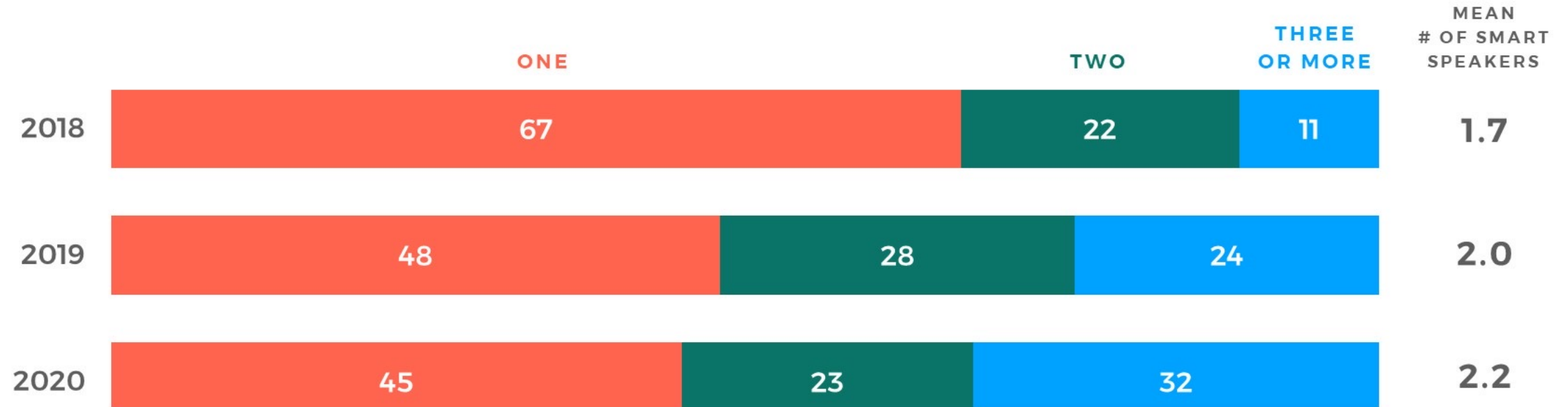
TOTAL U.S. POPULATION 12+

% OWNING SMART SPEAKER



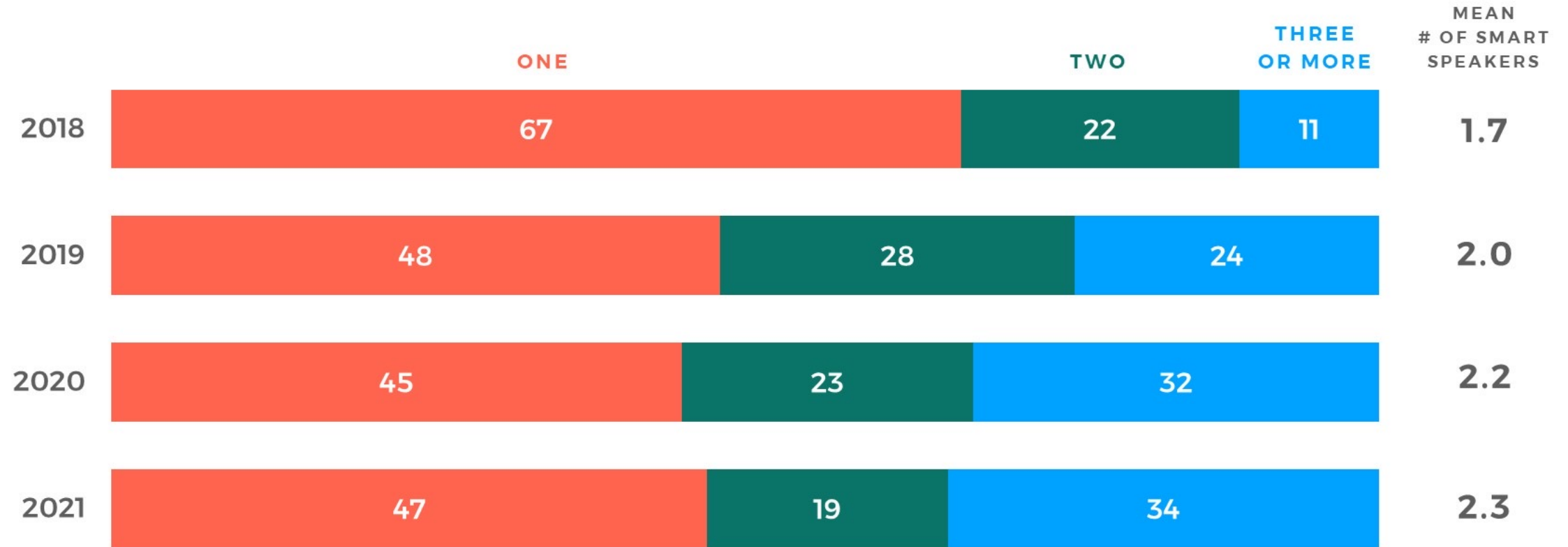
# Number of Smart Speakers in Household

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



# Number of Smart Speakers in Household

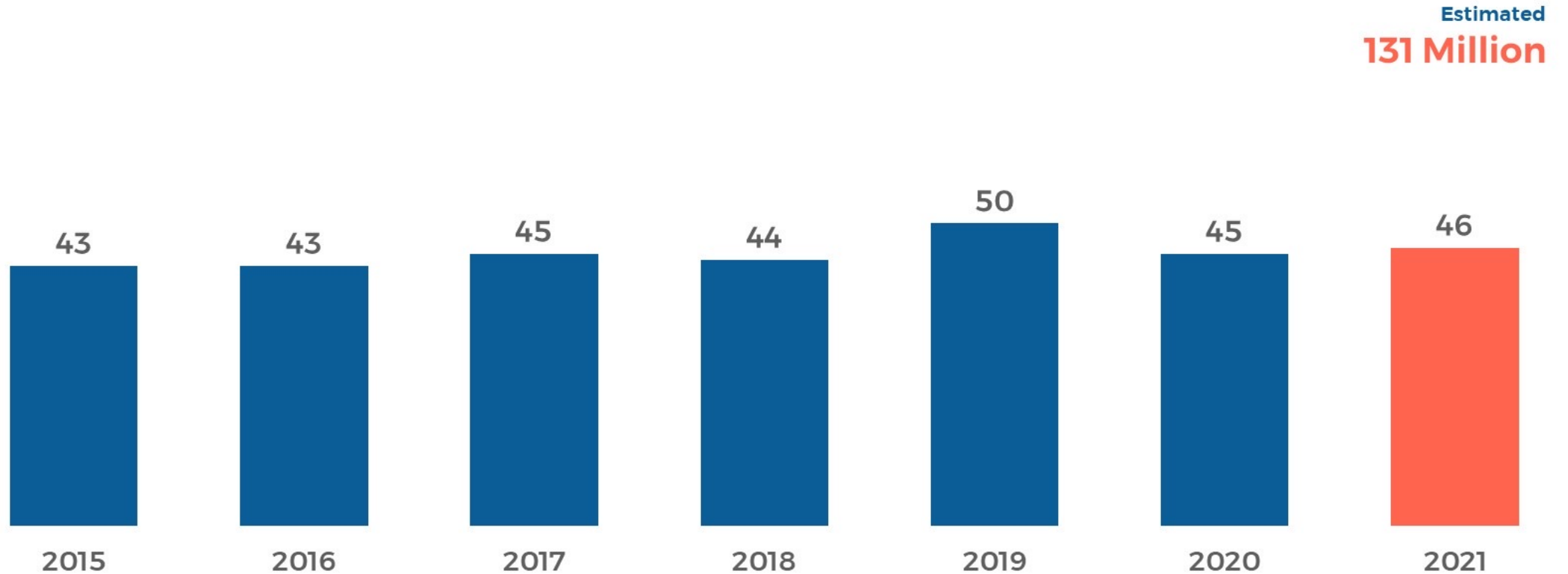
BASE: U.S. AGE 12+ SMART SPEAKER OWNERS



# Audiobook Listening

TOTAL U.S. POPULATION 12+

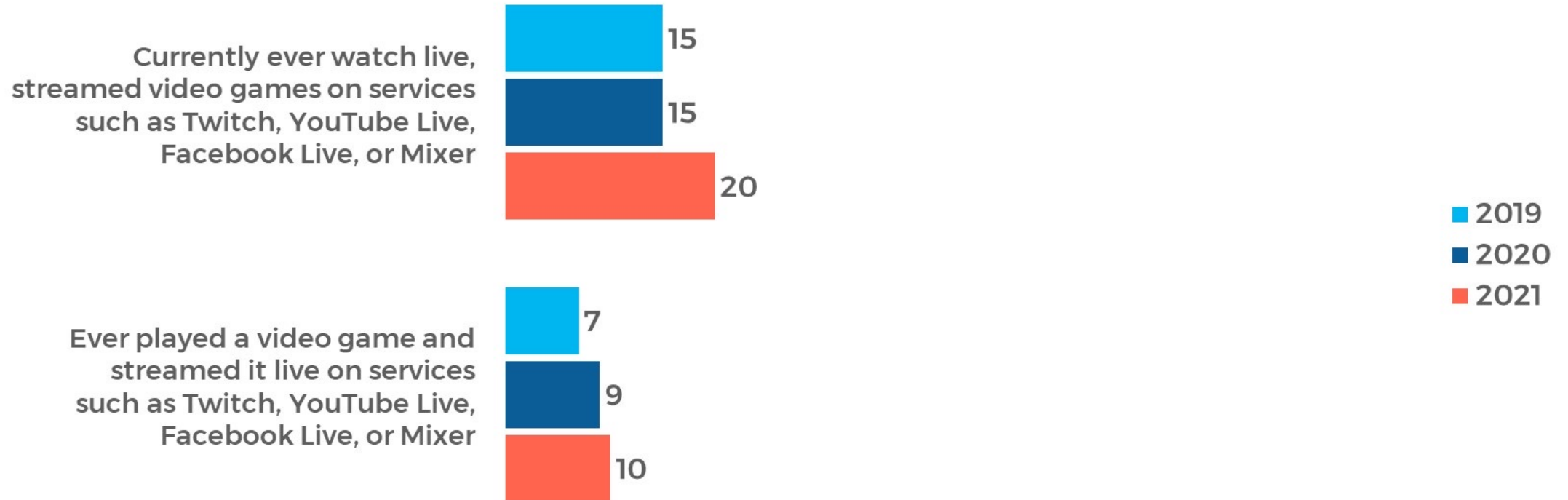
% EVER LISTENED TO AN AUDIOBOOK



# Live Streamed Video Games

TOTAL U.S. POPULATION 12+

% SAYING YES



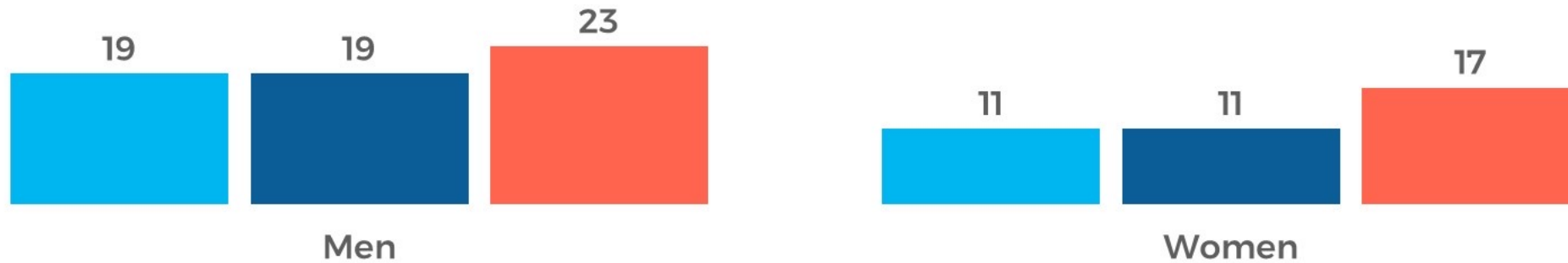
# Currently Ever Watch Live Streamed Video Games

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?”*

■ 2019 ■ 2020 ■ 2021



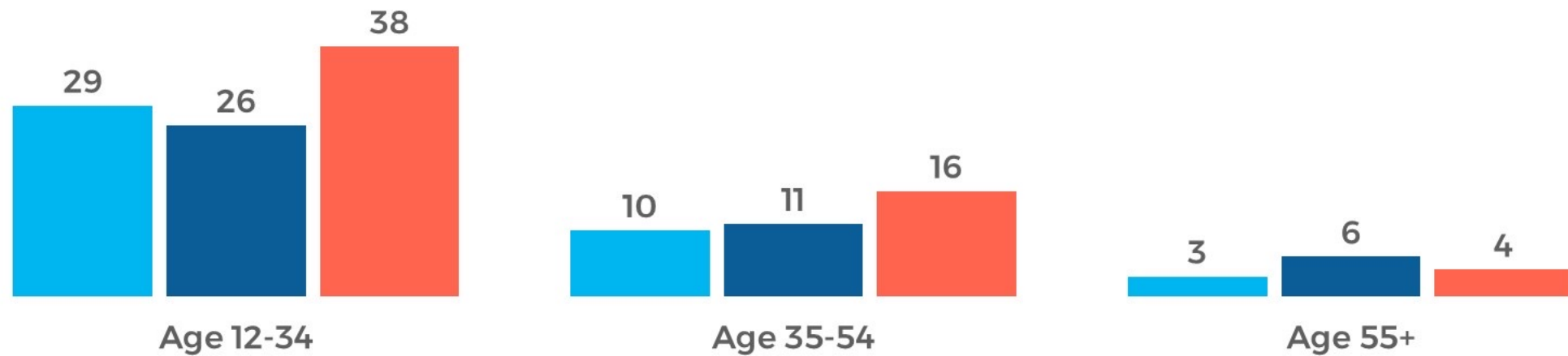
# Currently Ever Watch Live Streamed Video Games

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?”*

■ 2019 ■ 2020 ■ 2021





# 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?”*

■ 2019 ■ 2020 ■ 2021



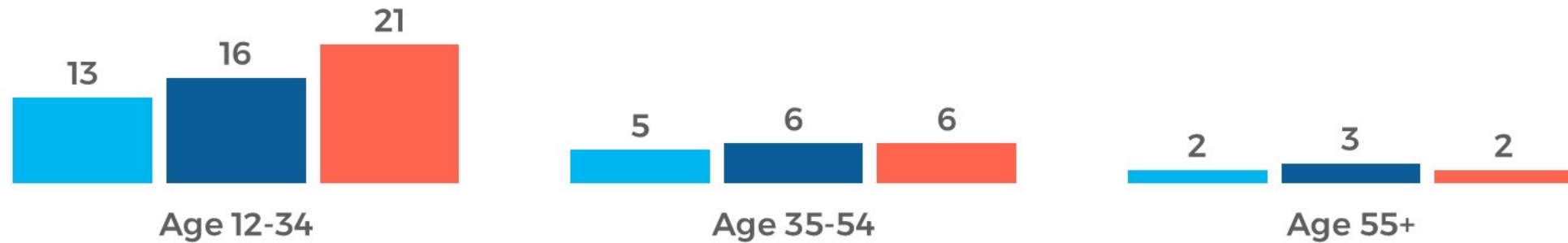
# Ever Played a Video Game and Streamed It Live

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?”*

■ 2019 ■ 2020 ■ 2021





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# Social Media



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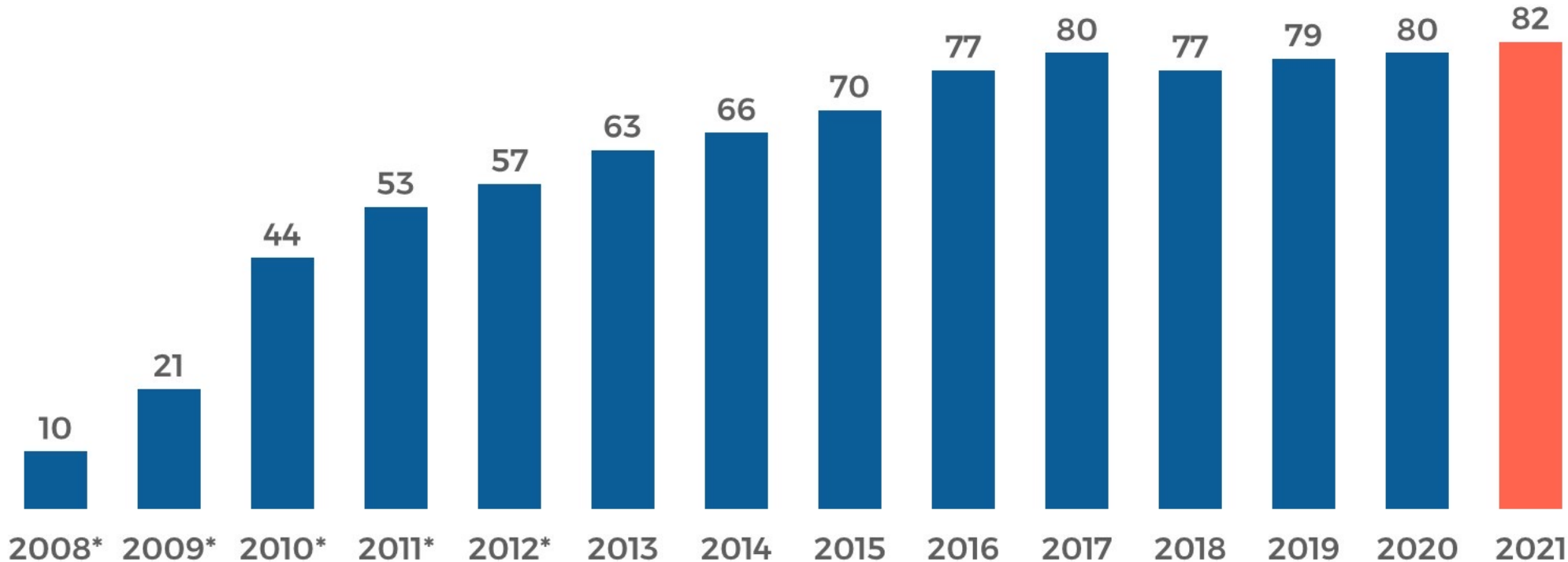
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# Social Media Usage

TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA

Estimated  
**233 Million**



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

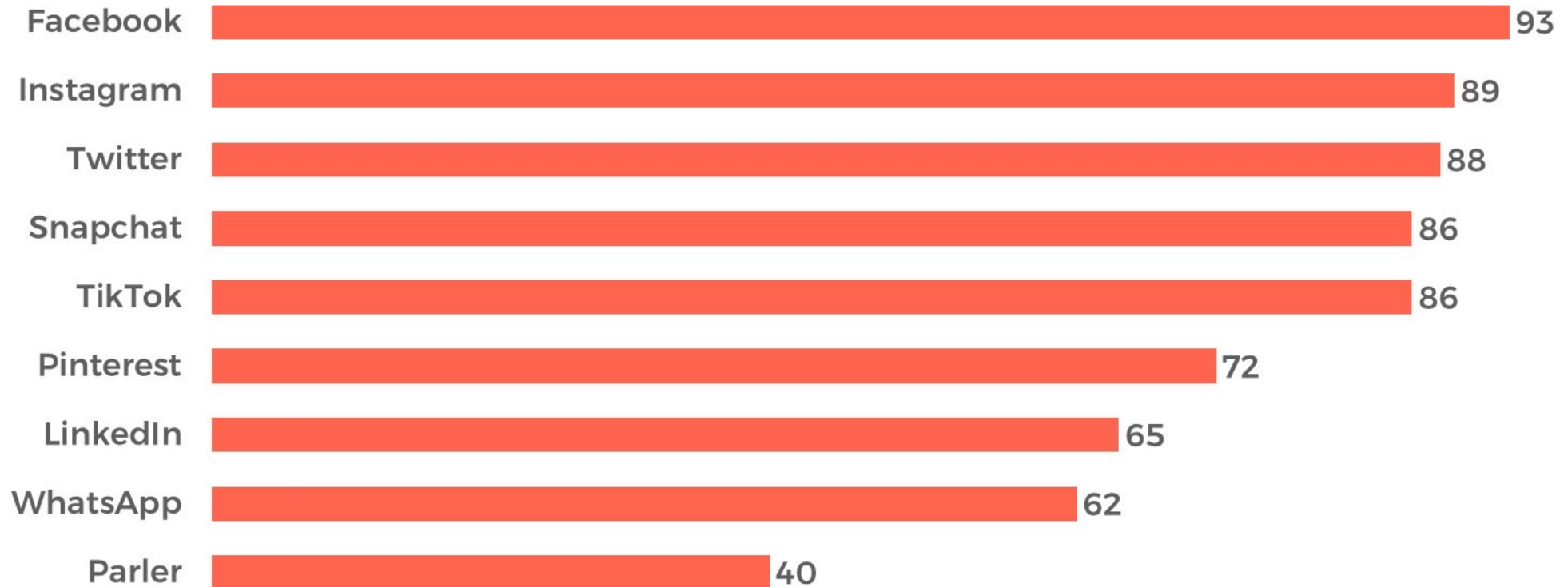


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# Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

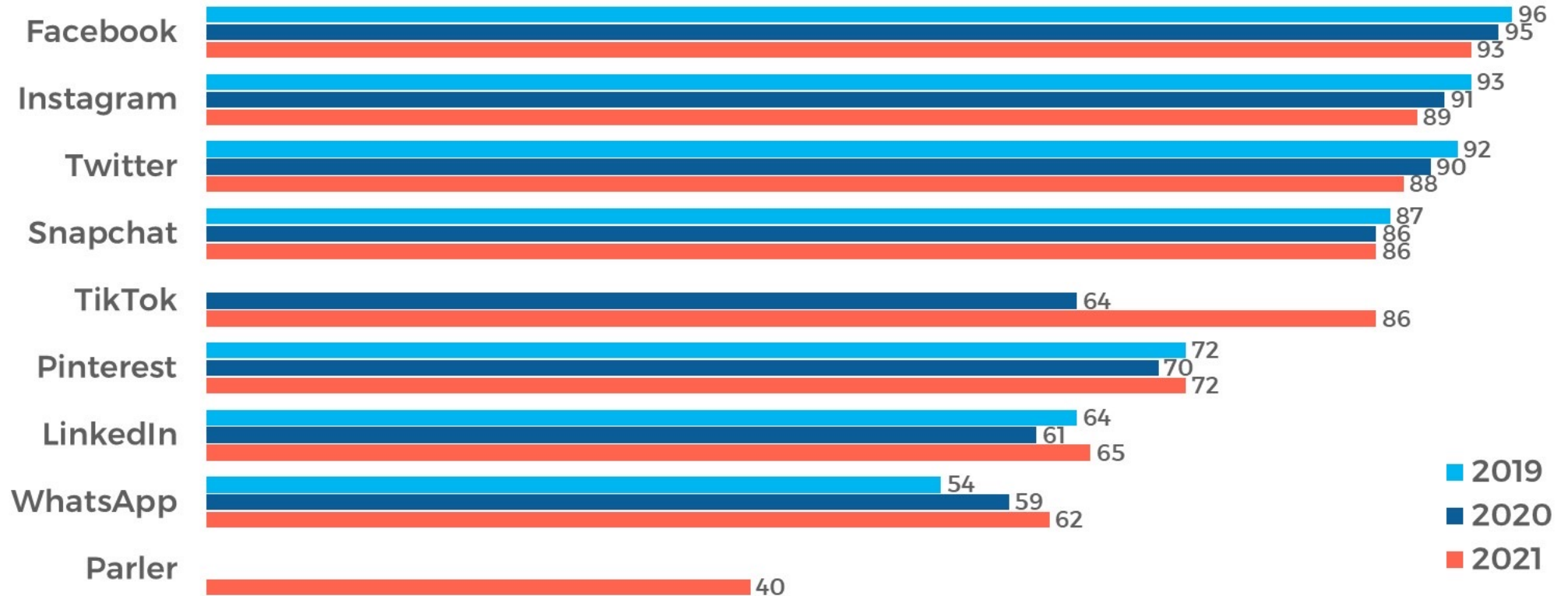
% AWARE OF SOCIAL MEDIA BRAND



# Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

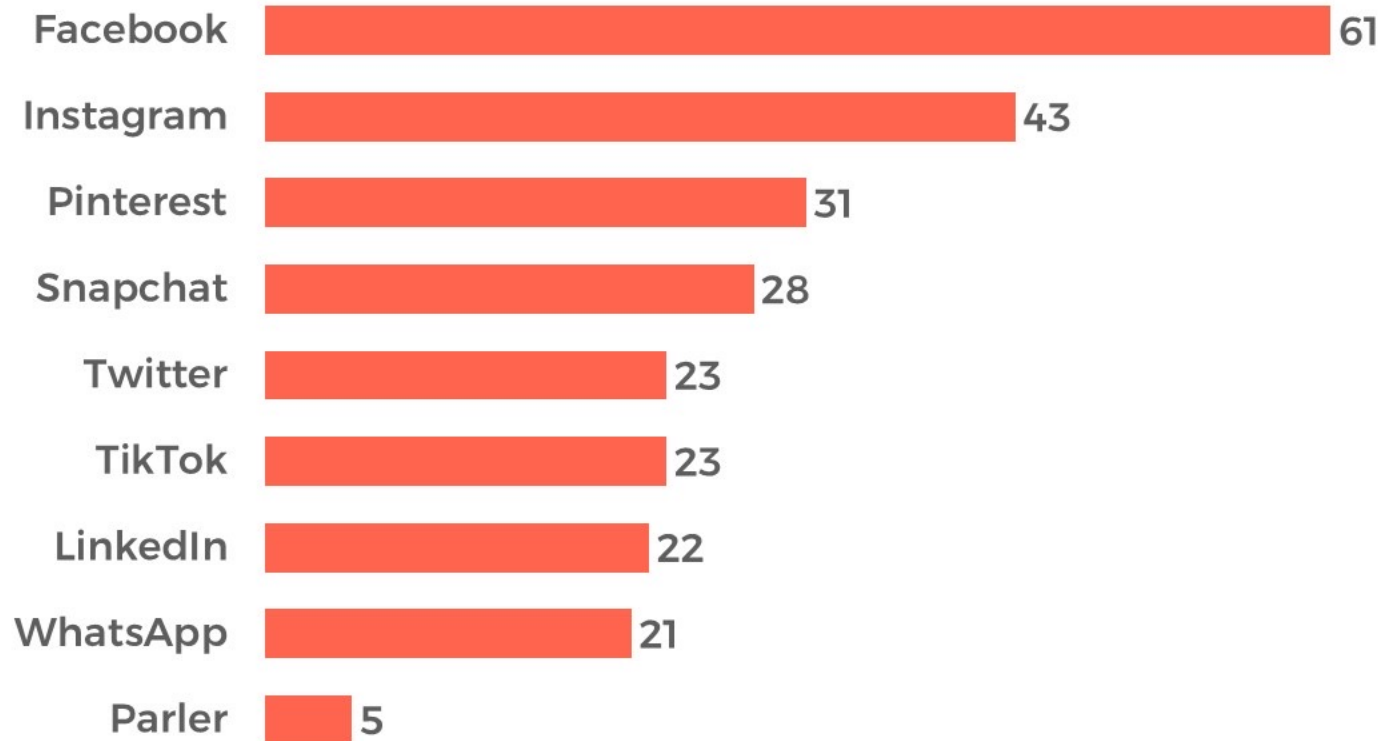
% AWARE OF SOCIAL MEDIA BRAND



# Social Media Brand Usage

TOTAL U.S. POPULATION 12+

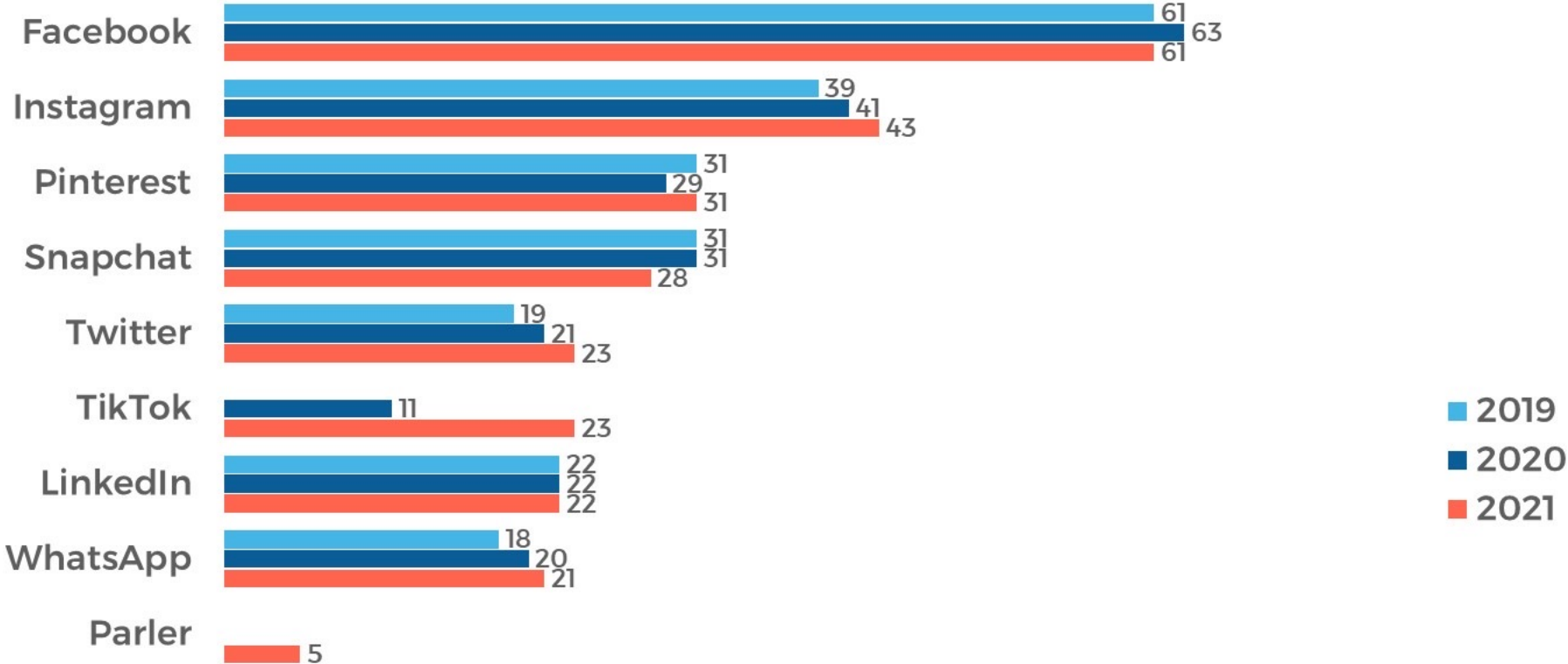
% USING SOCIAL MEDIA BRAND



# Social Media Brand Usage

TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA BRAND

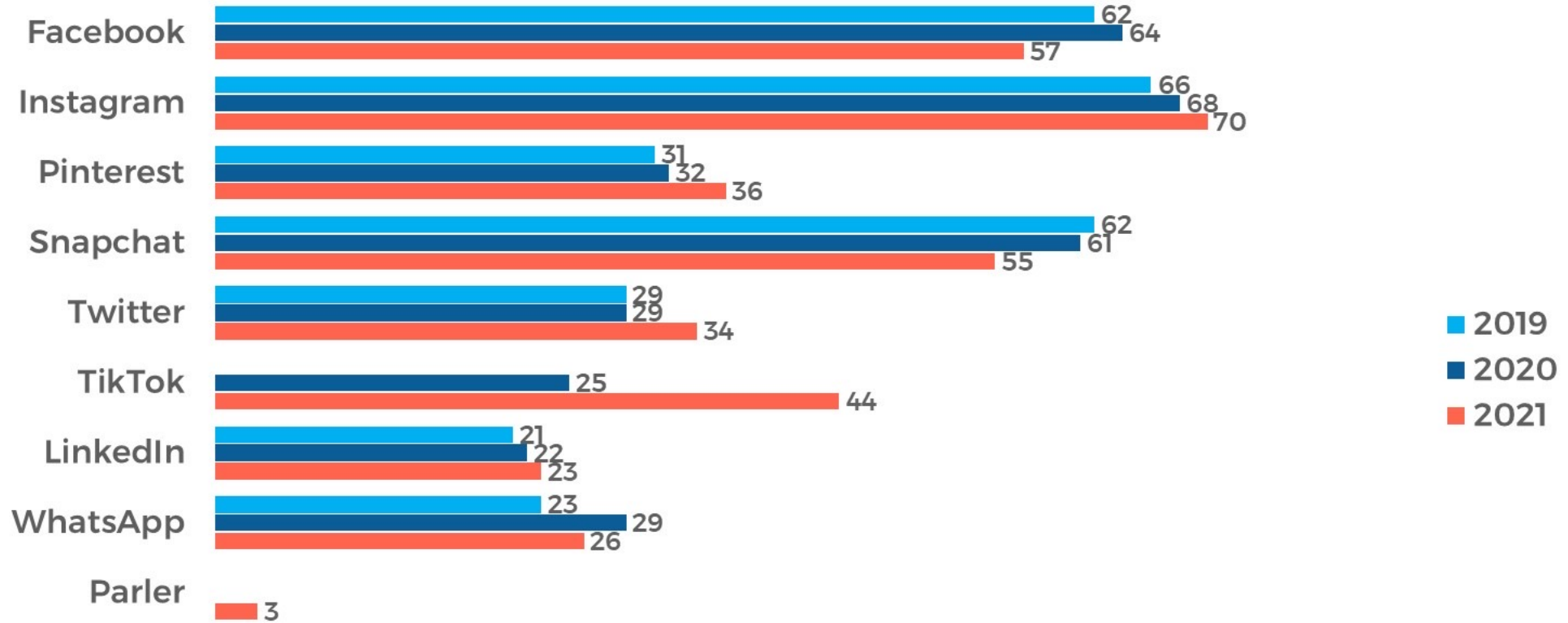




# Social Media Brand Usage (Age 12-34)

U.S. POPULATION

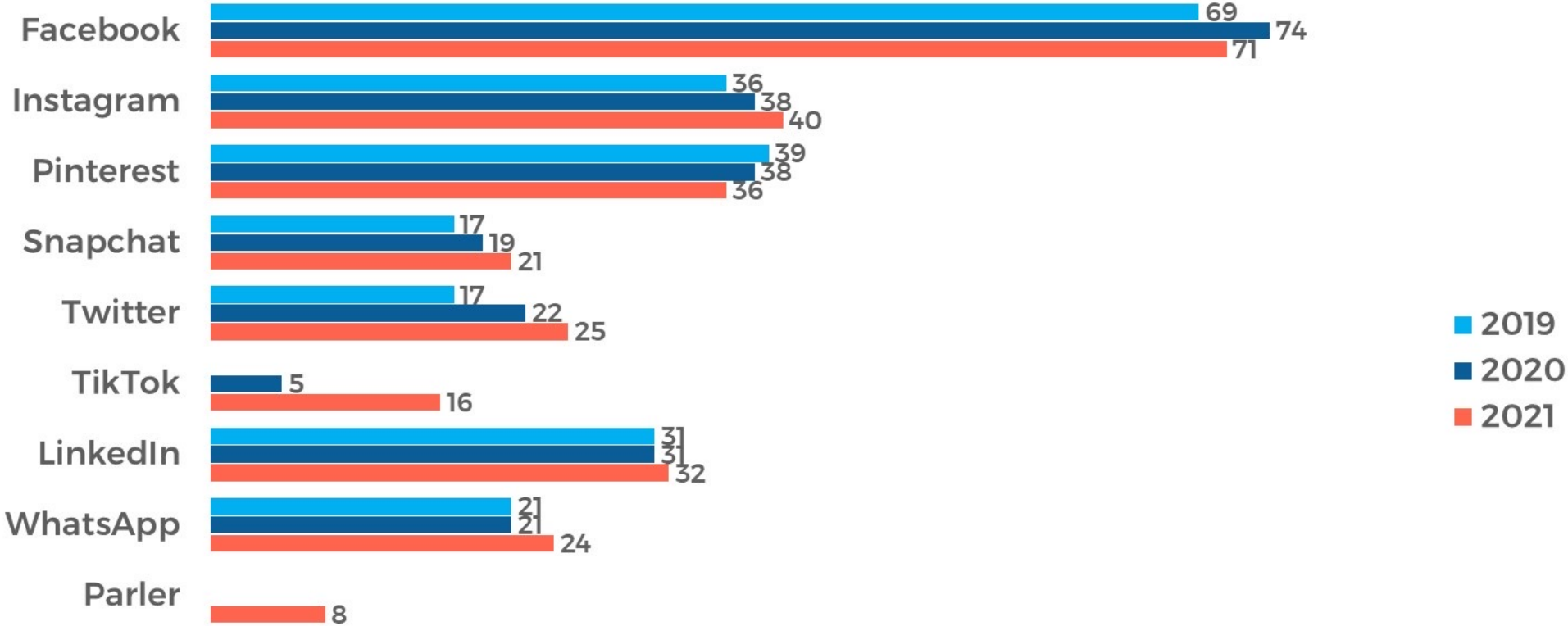
% USING SOCIAL MEDIA BRAND



# Social Media Brand Usage (Age 35-54)

U.S. POPULATION

% USING SOCIAL MEDIA BRAND

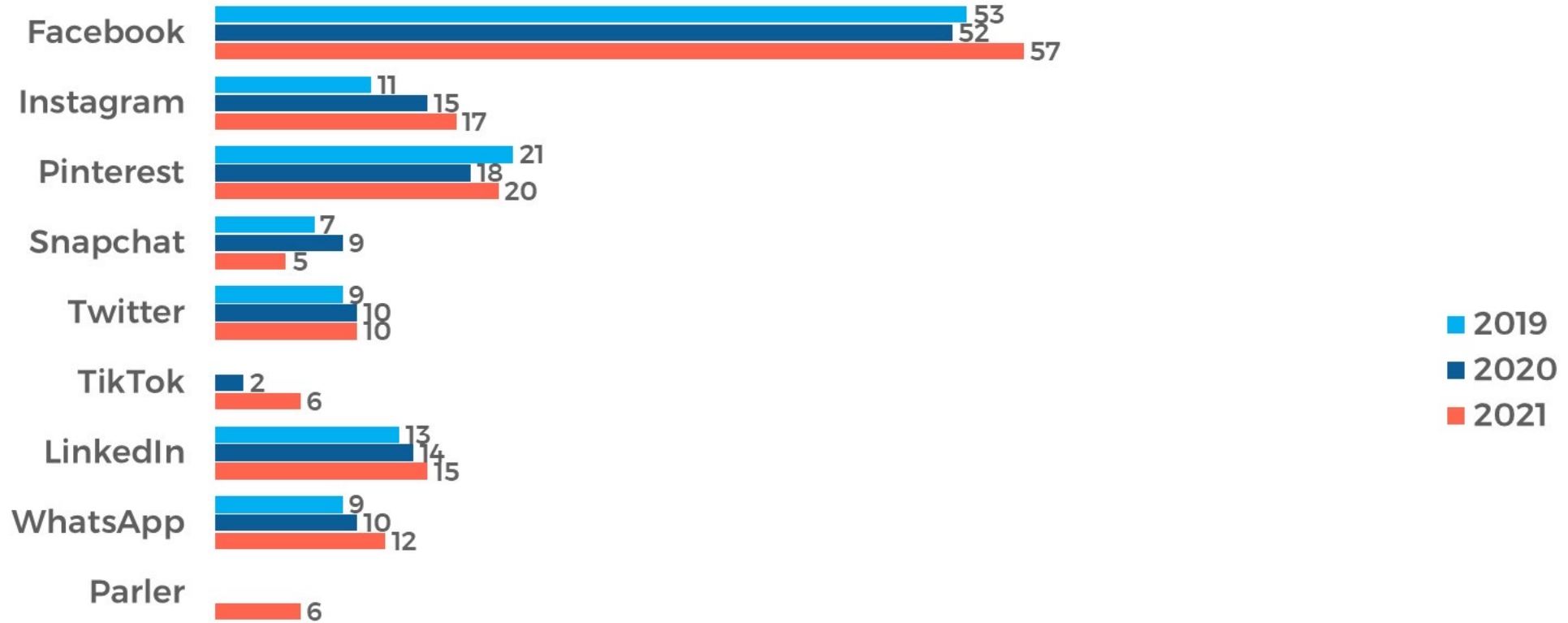


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# Social Media Brand Usage (Age 55 and older)

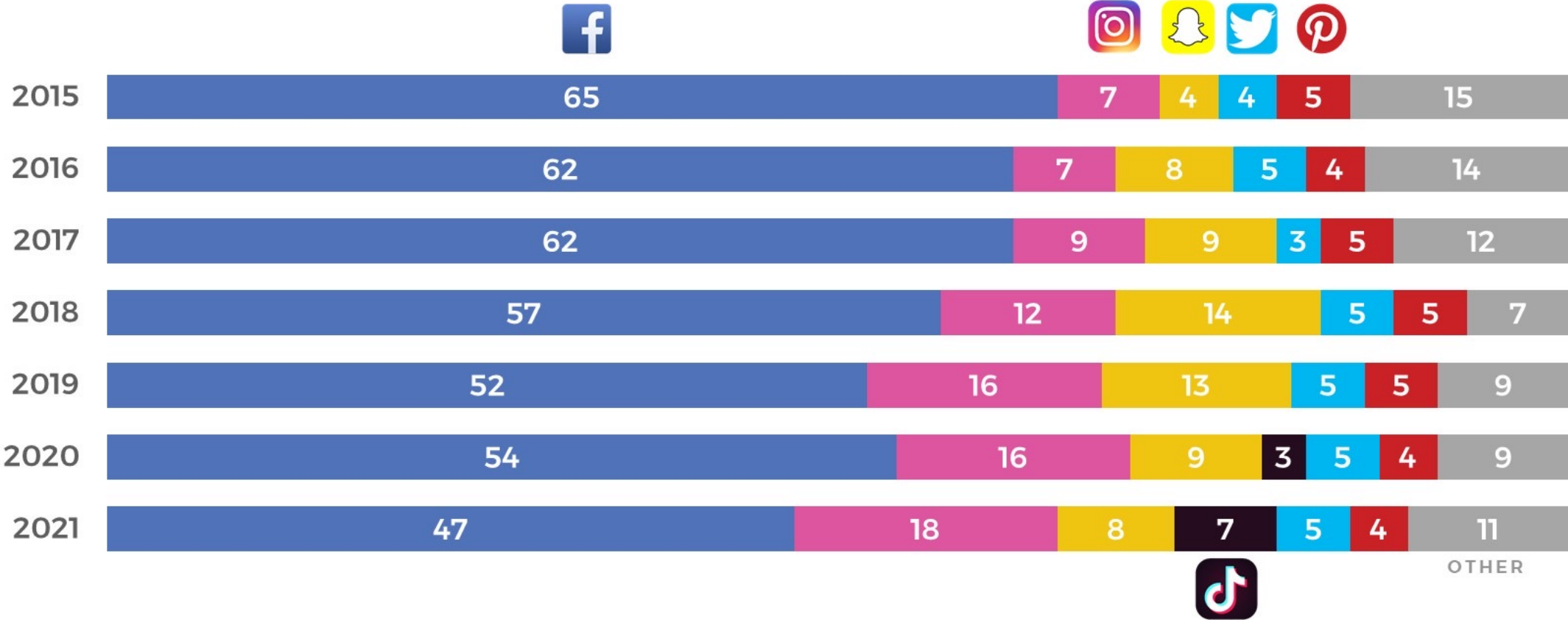
U.S. POPULATION

% USING SOCIAL MEDIA BRAND



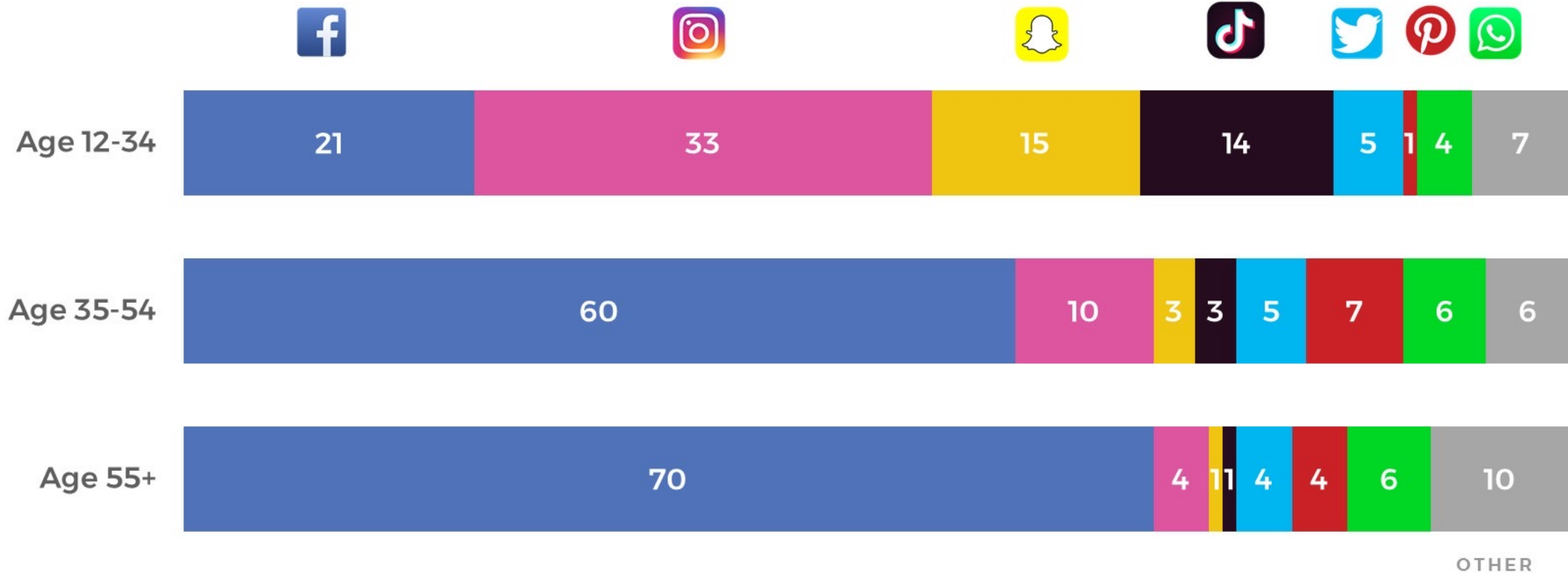
# Social Media Brand Used Most Often

BASE: U.S. AGE 12+ SOCIAL MEDIA USERS



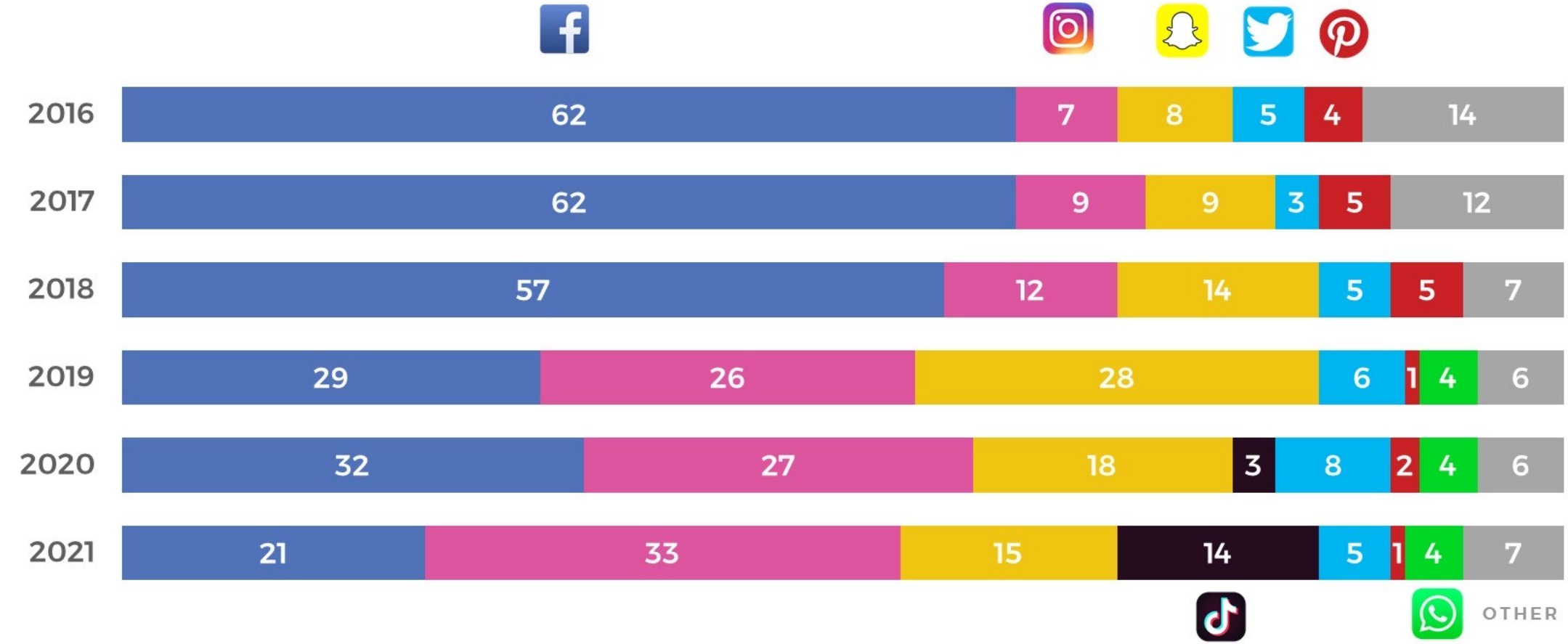
# Social Media Brand Used Most Often

BASE: U.S. SOCIAL MEDIA USERS



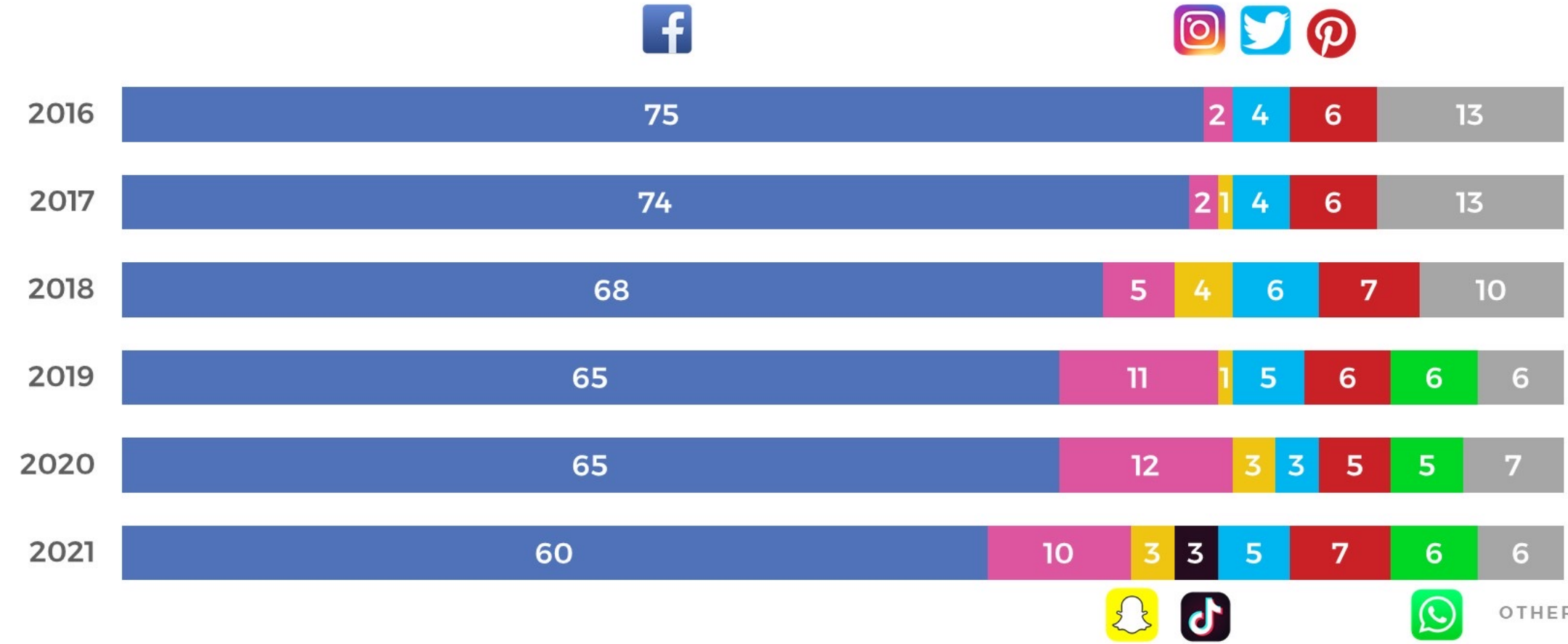
# Social Media Brand Used Most Often (Age 12-34)

BASE: U.S. SOCIAL MEDIA USERS



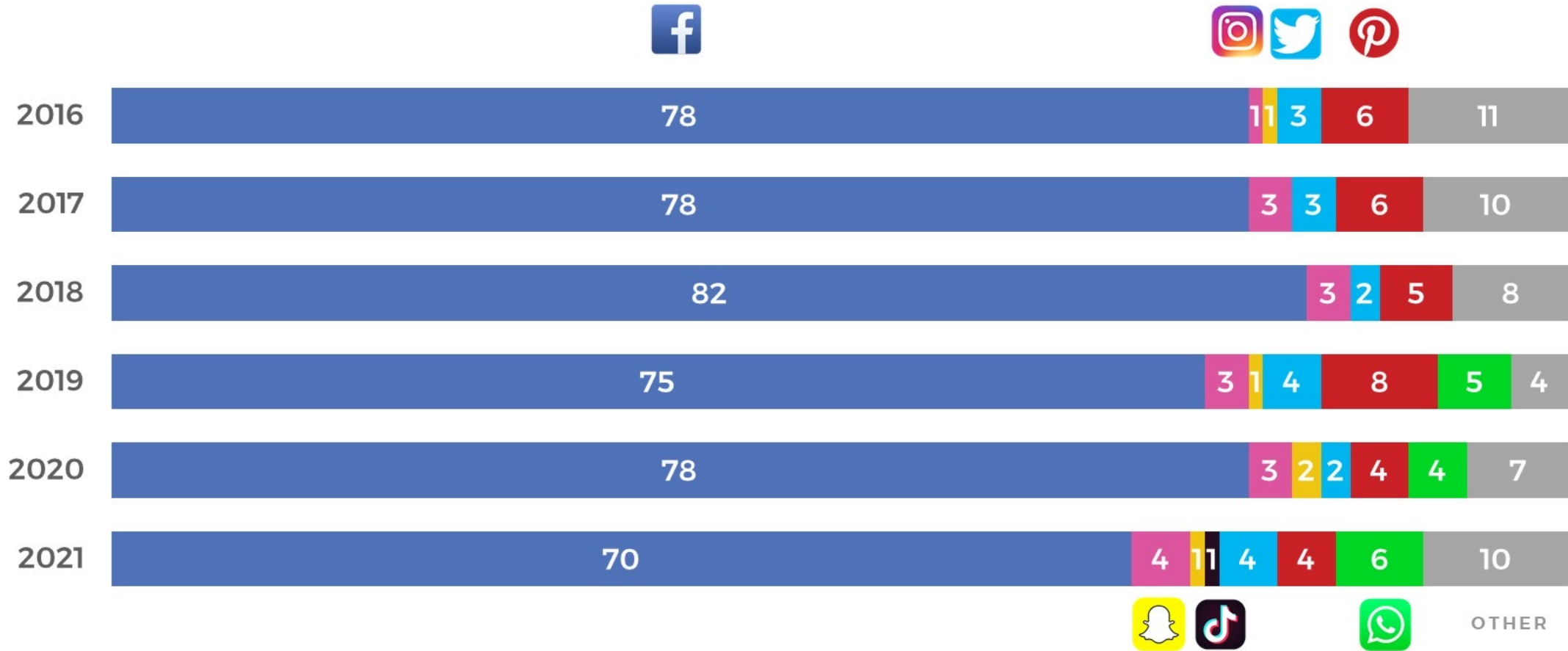
# Social Media Brand Used Most Often (Age 35-54)

BASE: U.S. SOCIAL MEDIA USERS



# Social Media Brand Used Most Often (Age 55+)

BASE: U.S. SOCIAL MEDIA USERS







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# Online Audio



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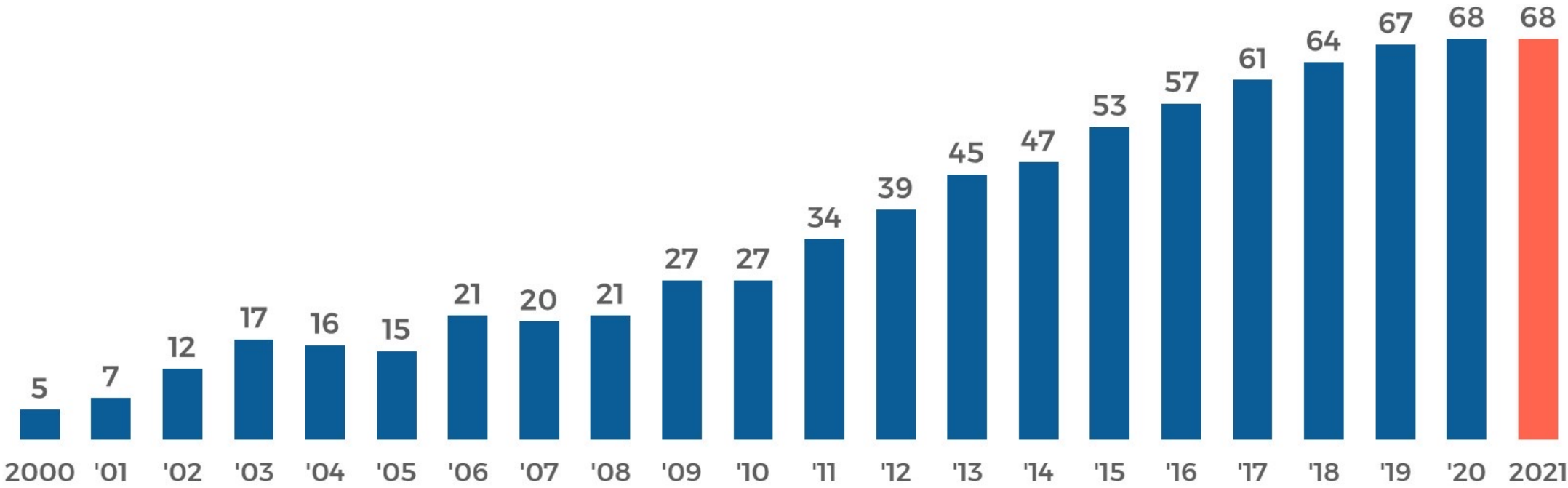
# Monthly Online Audio Listening

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  
**193 Million**



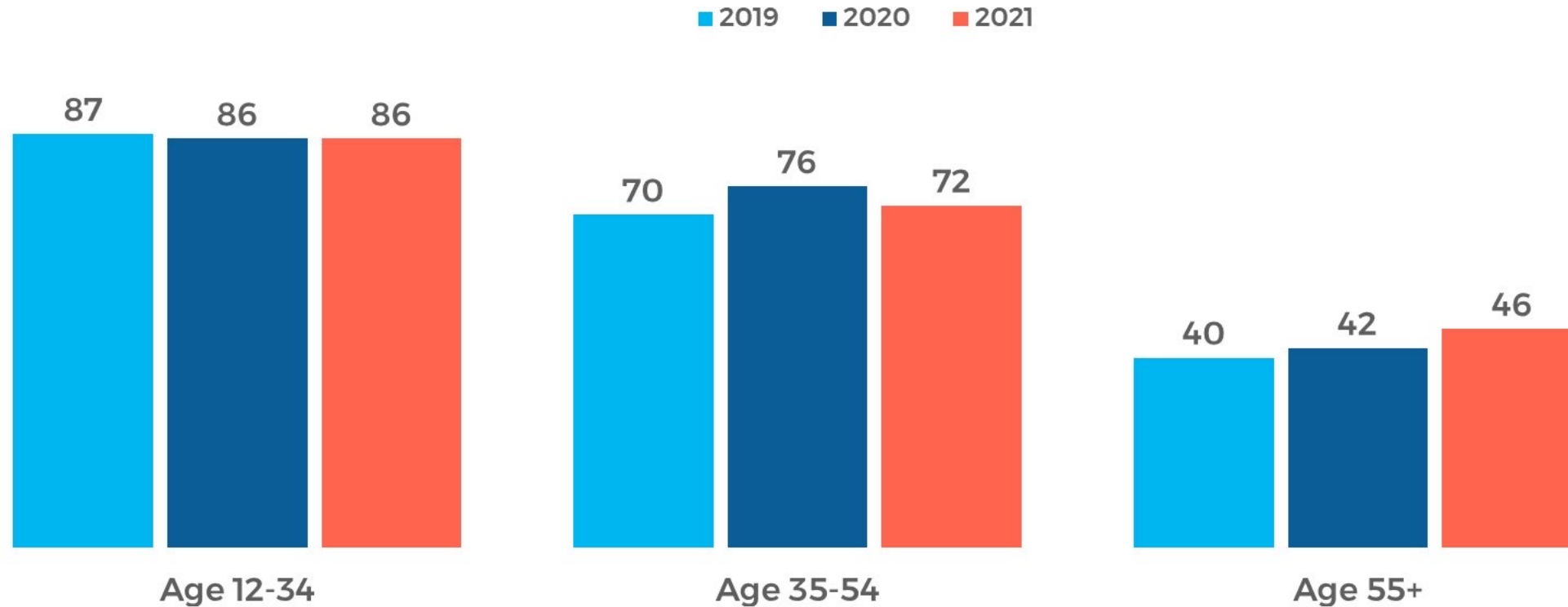
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# Monthly Online Audio Listening

## 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



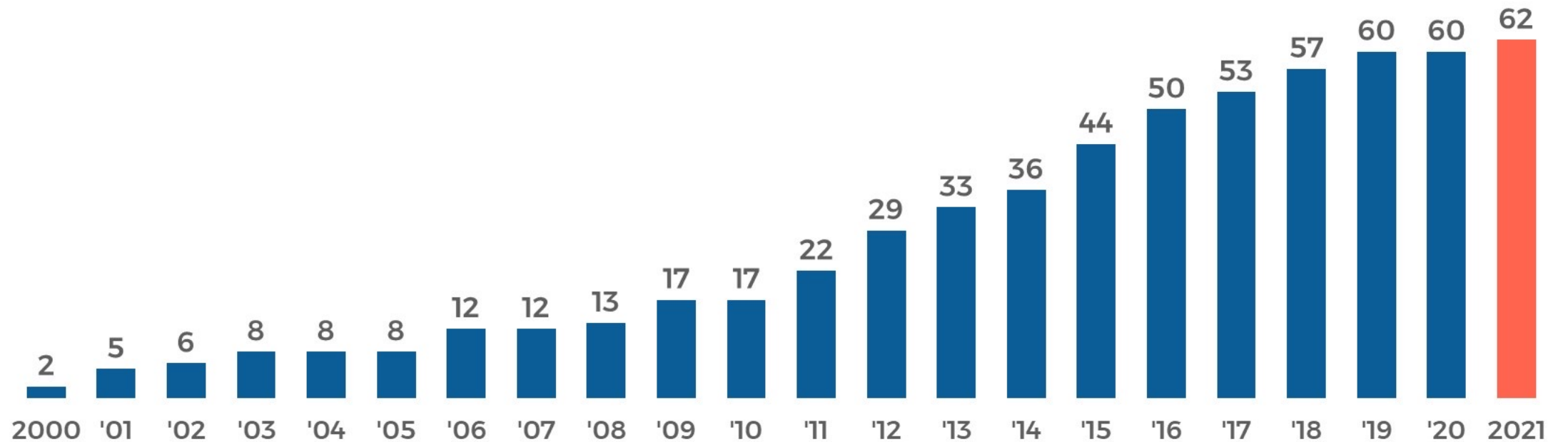
# Weekly Online Audio Listening

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

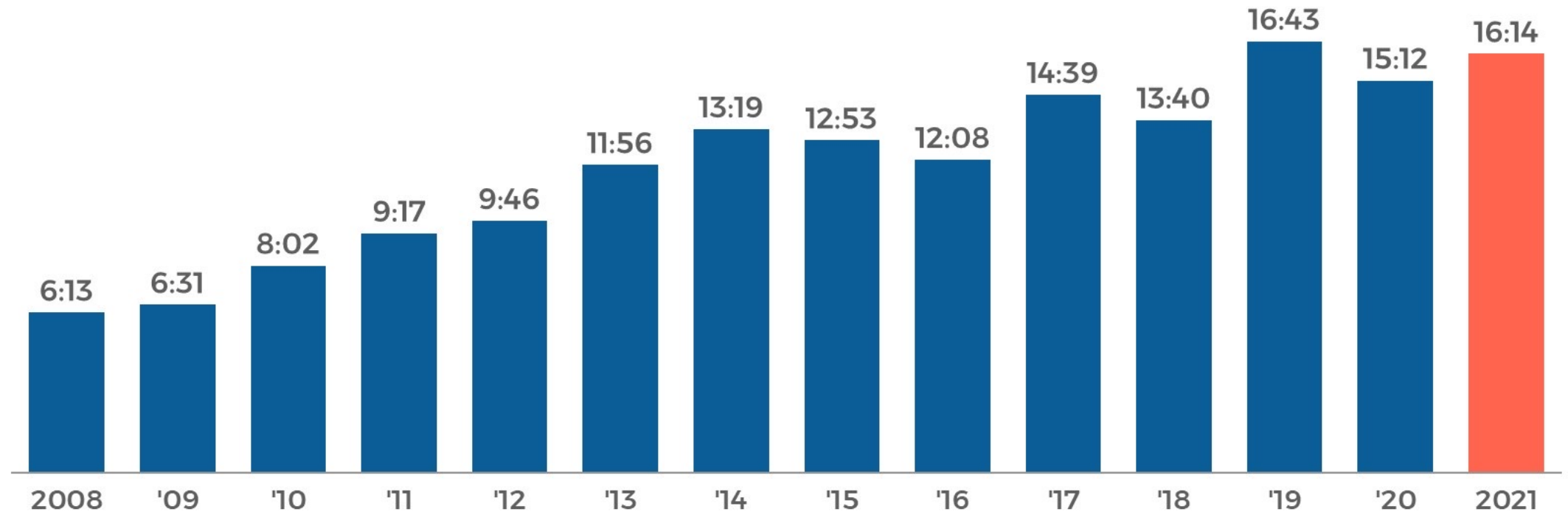
Estimated  
**176 Million**



# Average Time Spent Listening to Online Audio

BASE: U.S. AGE 12+ WEEKLY ONLINE AUDIO LISTENERS

HOURS:MINUTES IN LAST WEEK





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# Online Audio Brands



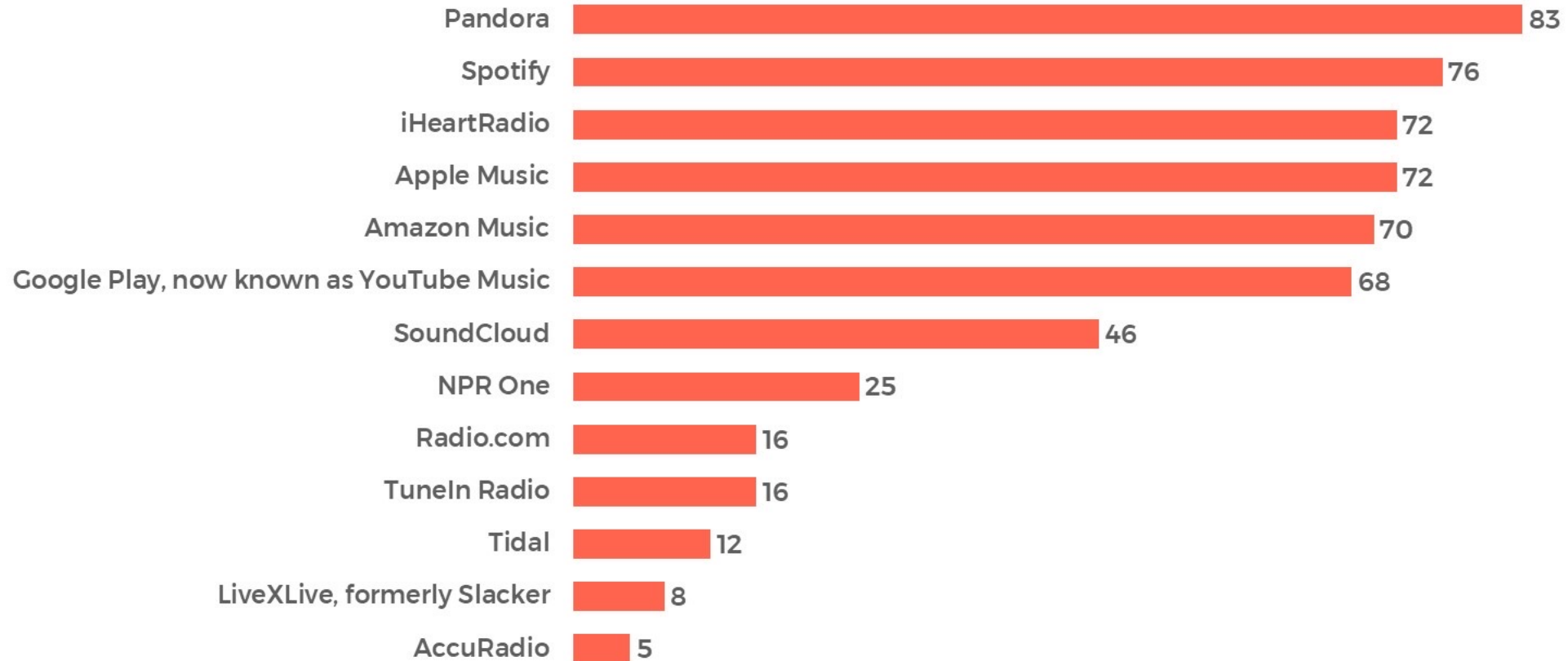
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# Online Audio Brand Awareness

TOTAL U.S. POPULATION 12+

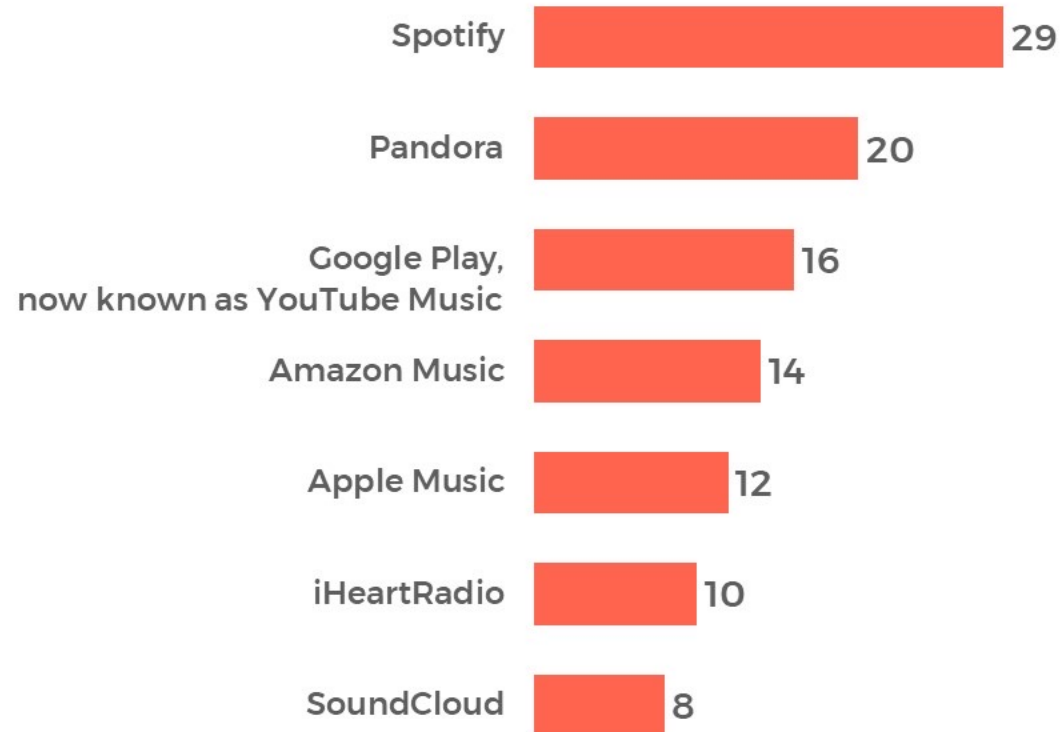
% AWARE OF ONLINE AUDIO BRAND



# Online Audio Brands Listened to in Last Month

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH

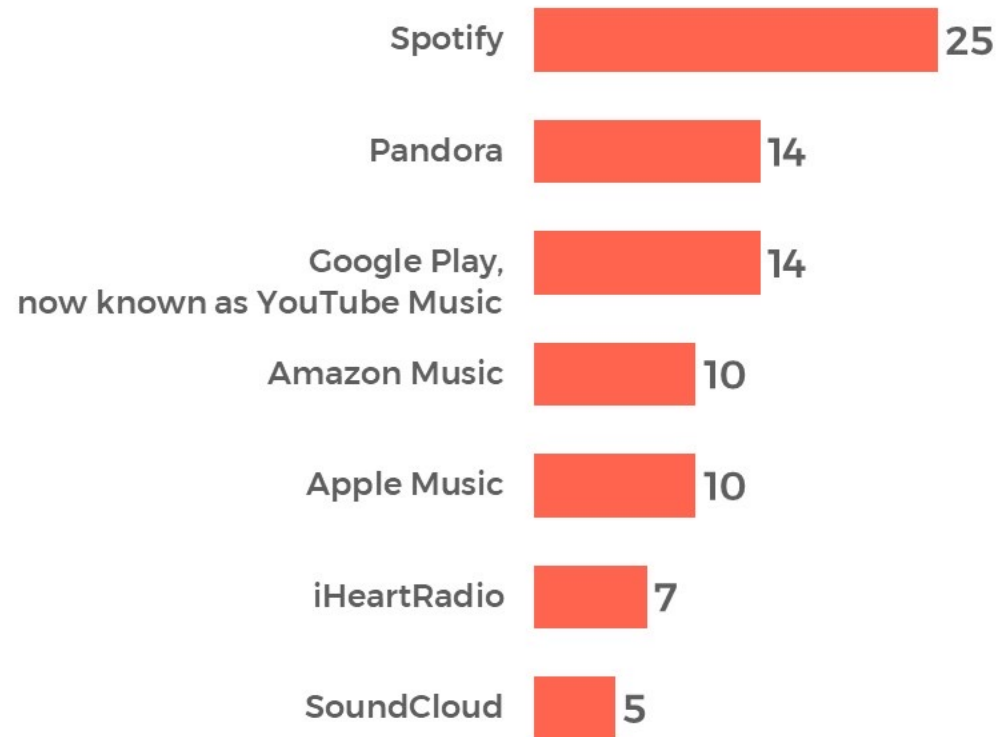




# Online Audio Brands Listened to in Last Week

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



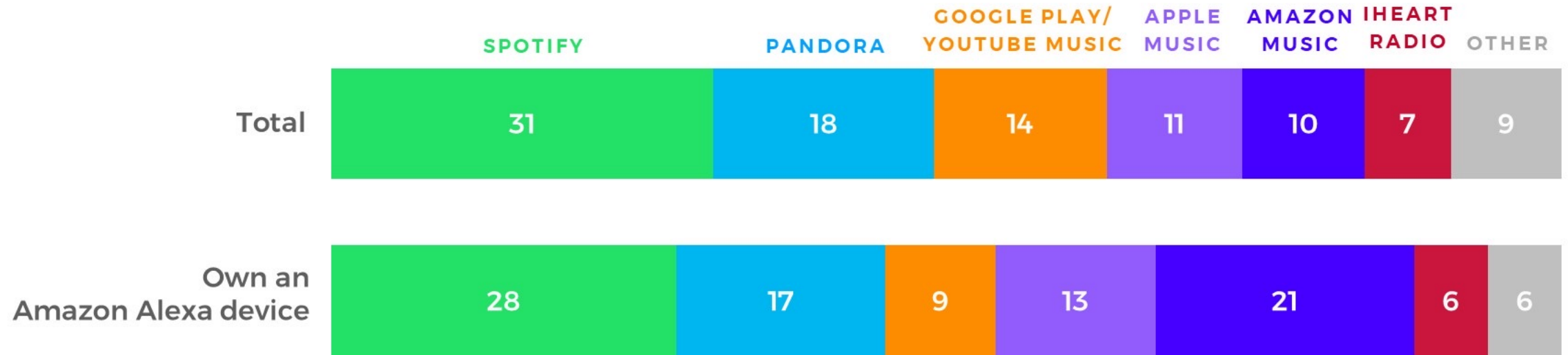
# Online Audio Brand Used Most Often

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



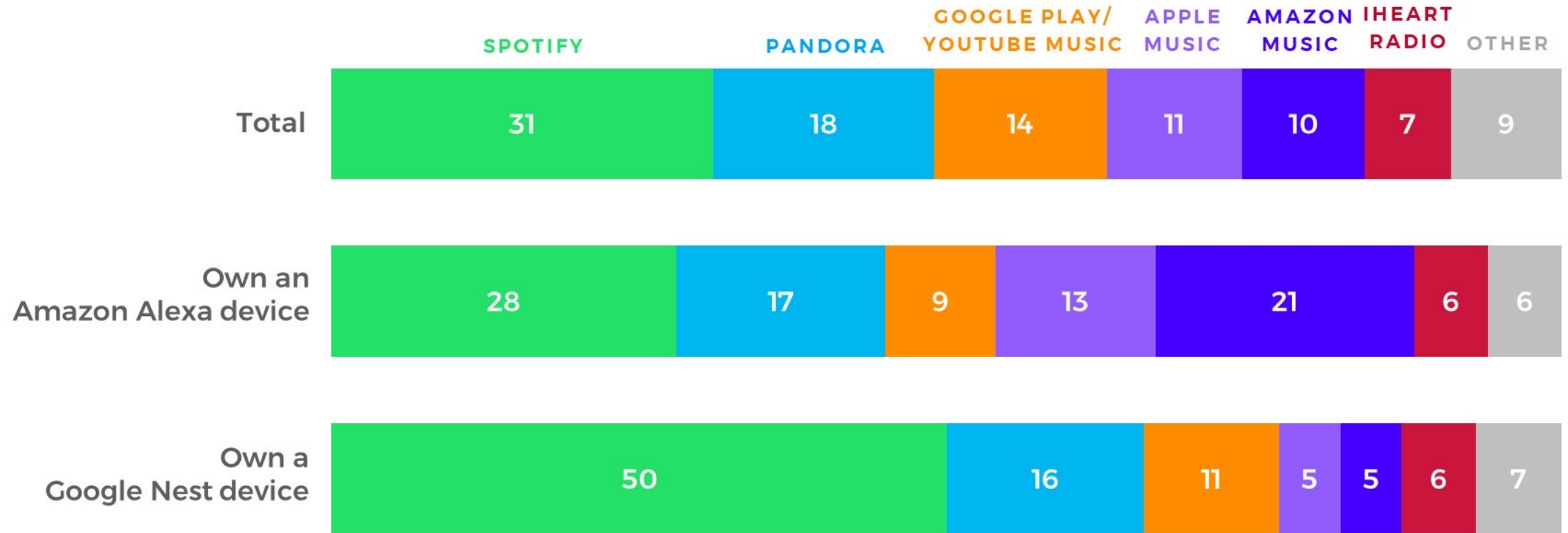
# Online Audio Brand Used Most Often

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



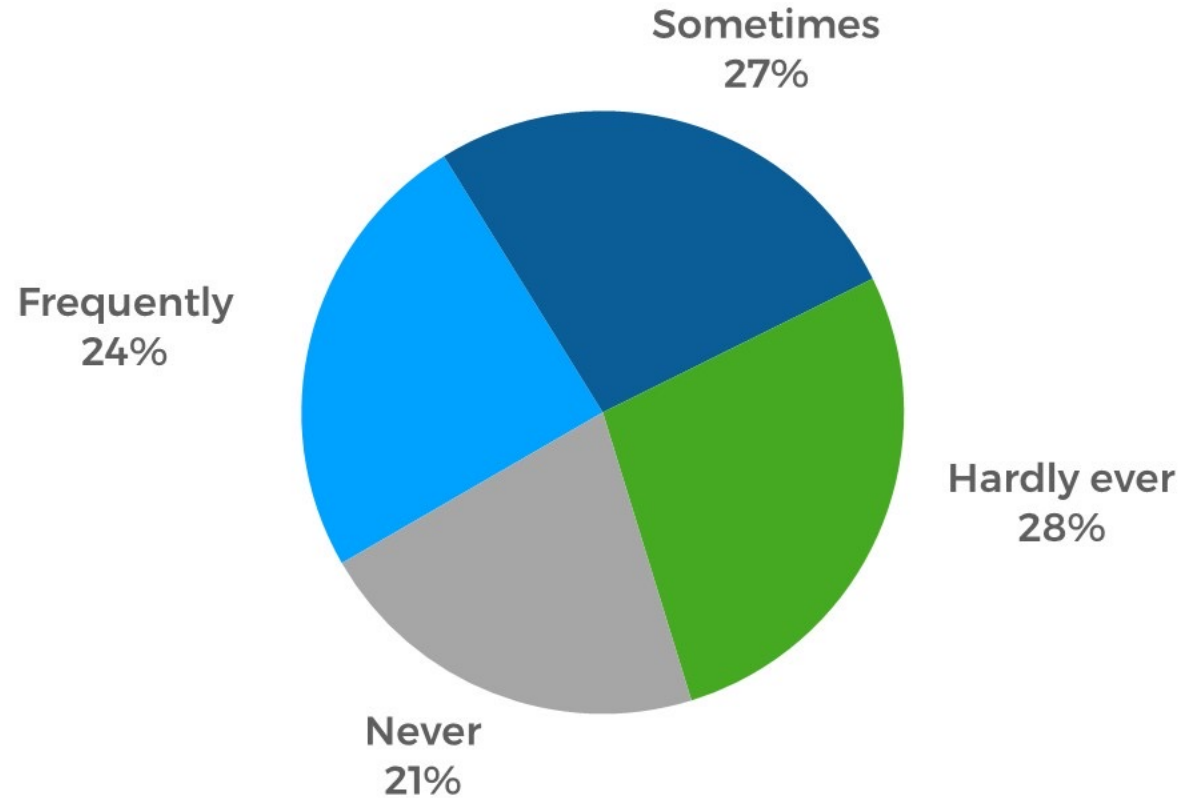
# Online Audio Brand Used Most Often

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



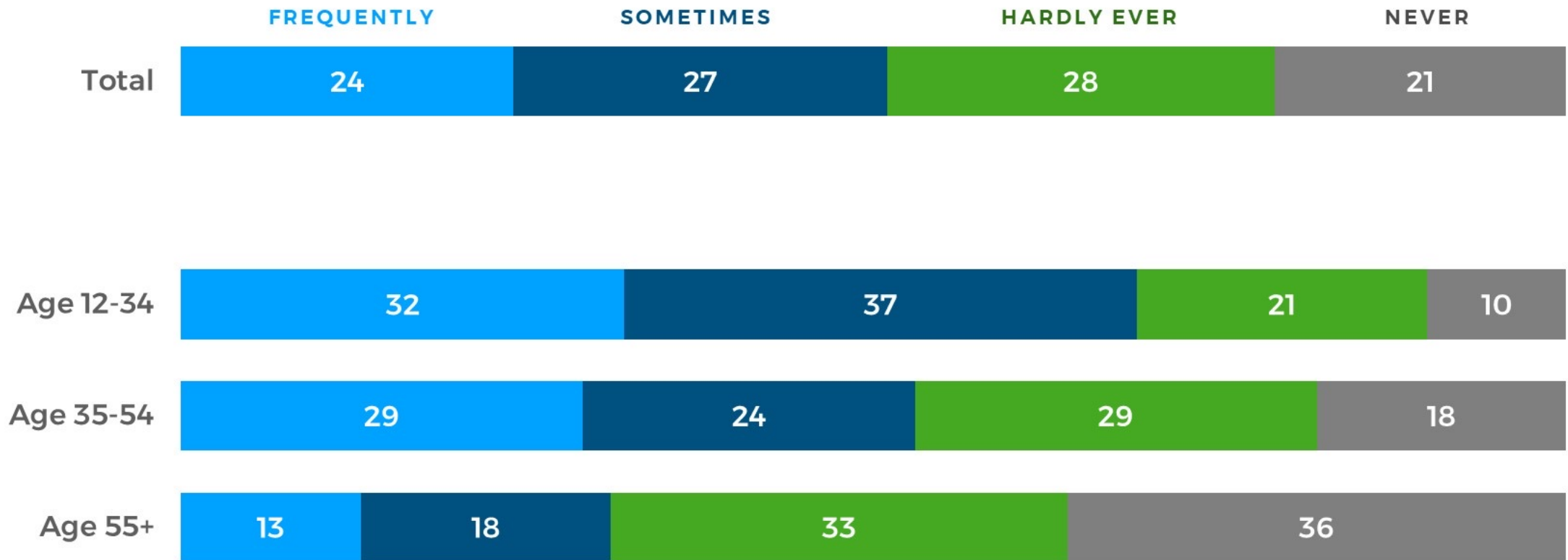
# Frequency of Listening to Audio with Other People

TOTAL U.S. POPULATION 12+



# Frequency of Listening to Audio with Other People

TOTAL U.S. POPULATION 12+





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# In-Car Media



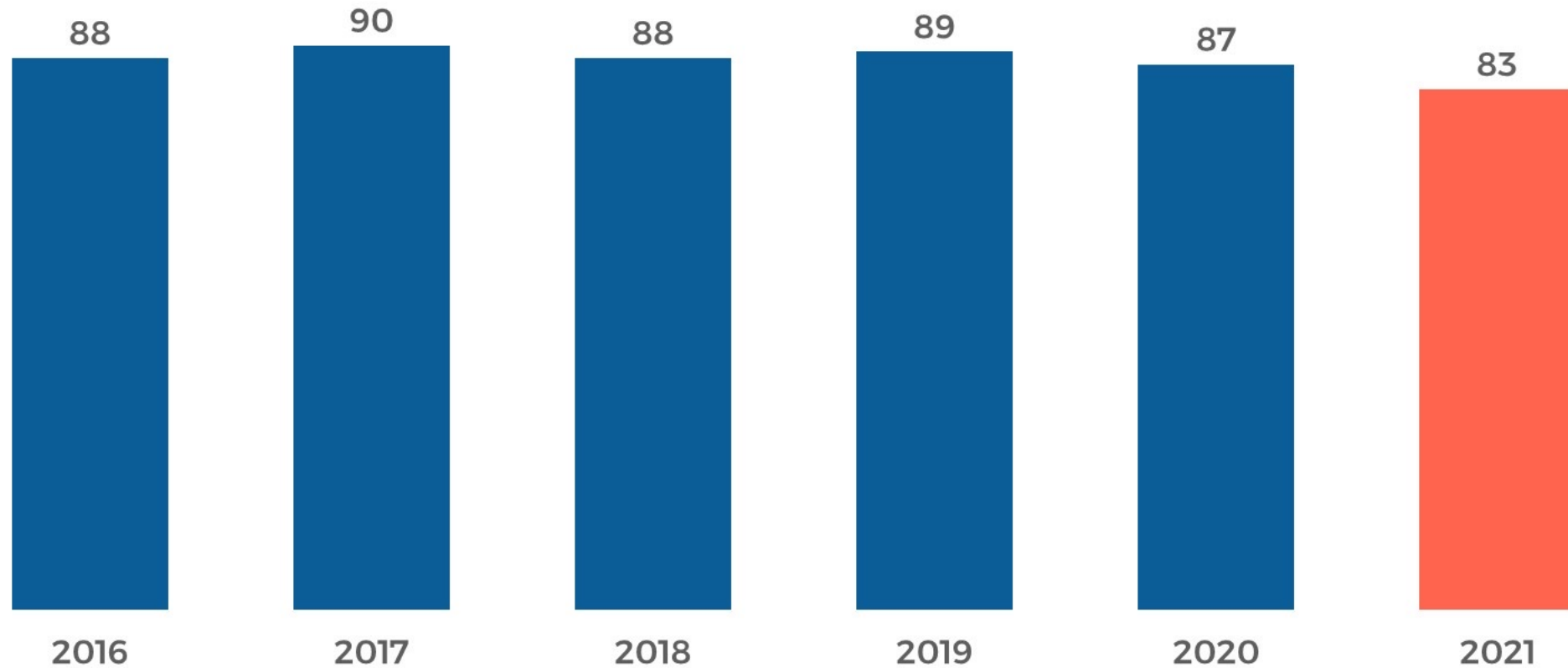
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# Driven/Ridden in Car in Last Month

BASE: U.S. AGE 18+

% DRIVING OR RIDING IN CAR/VEHICLE IN LAST MONTH

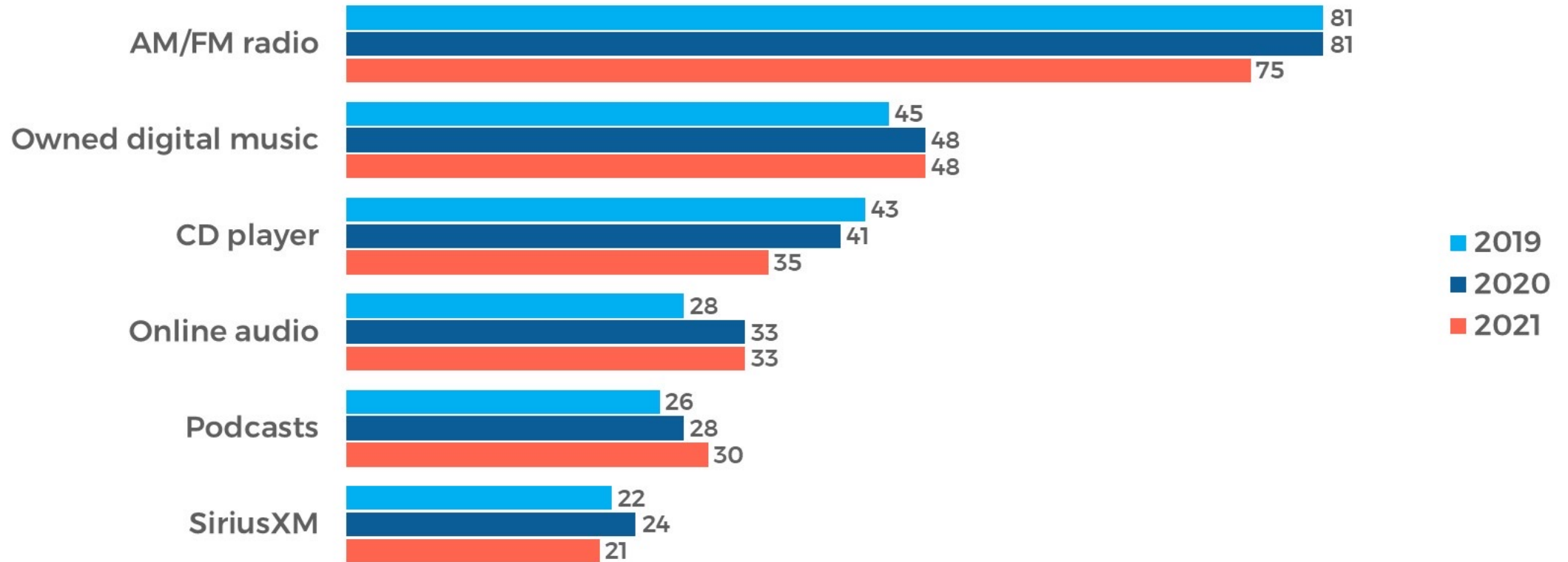




# Audio Sources Currently Ever Used in Car

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 83%

% 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; 83%

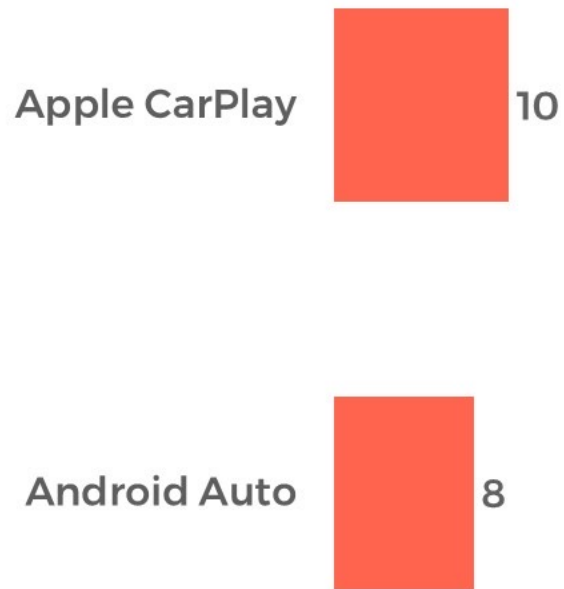
% OWNING IN-DASH INFORMATION AND ENTERTAINMENT SYSTEM IN CAR



# Integrated Mobile Operating Systems in Primary Vehicle

BASE: U.S. AGE 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH, 83%

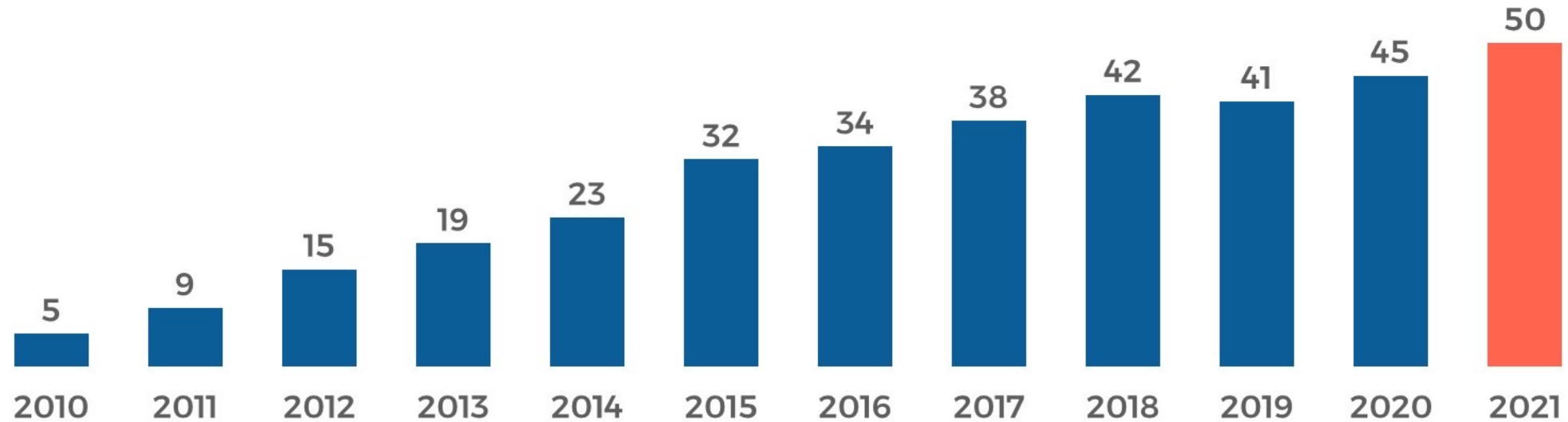
% HAVE SYSTEM IN PRIMARY VEHICLE



# 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





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# Podcasting



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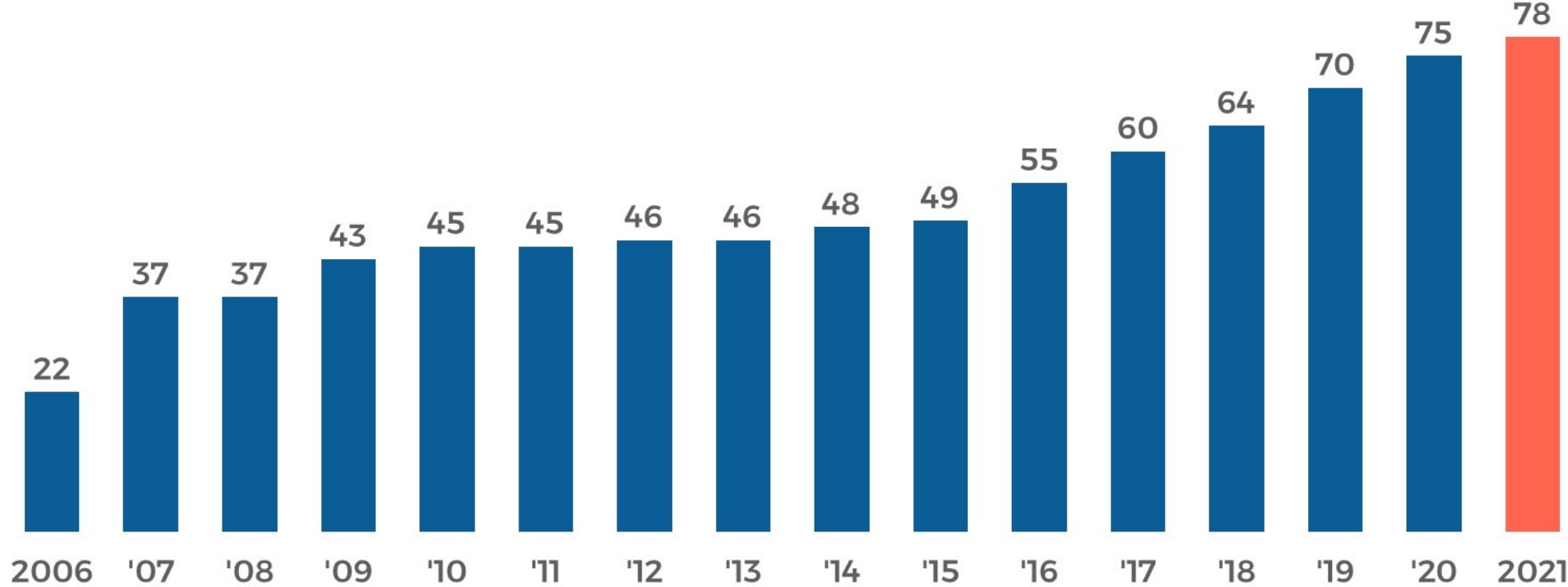
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# Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING

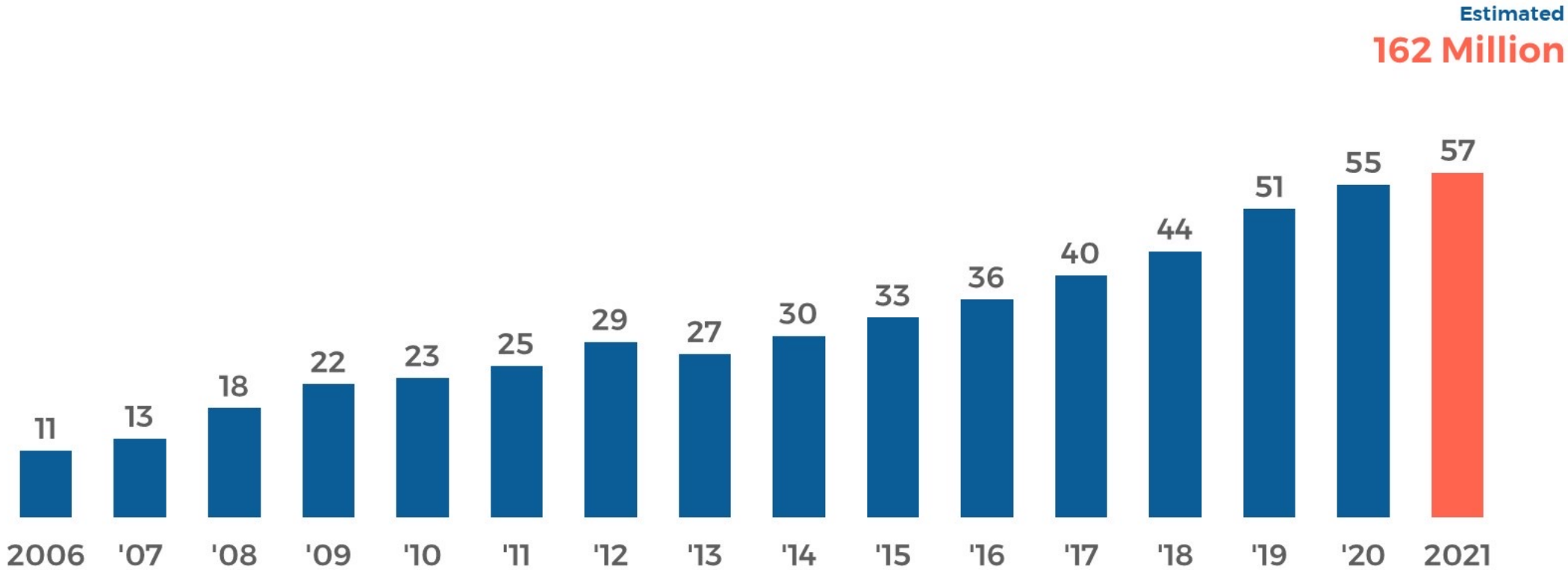
Estimated  
**222 Million**



# Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST

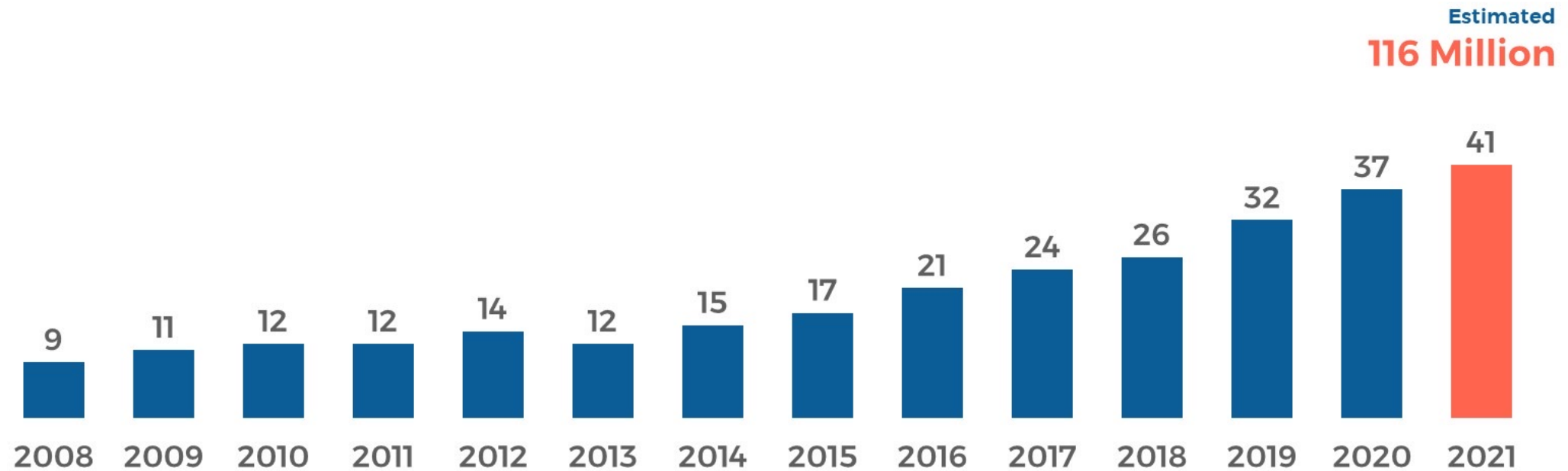


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# Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH

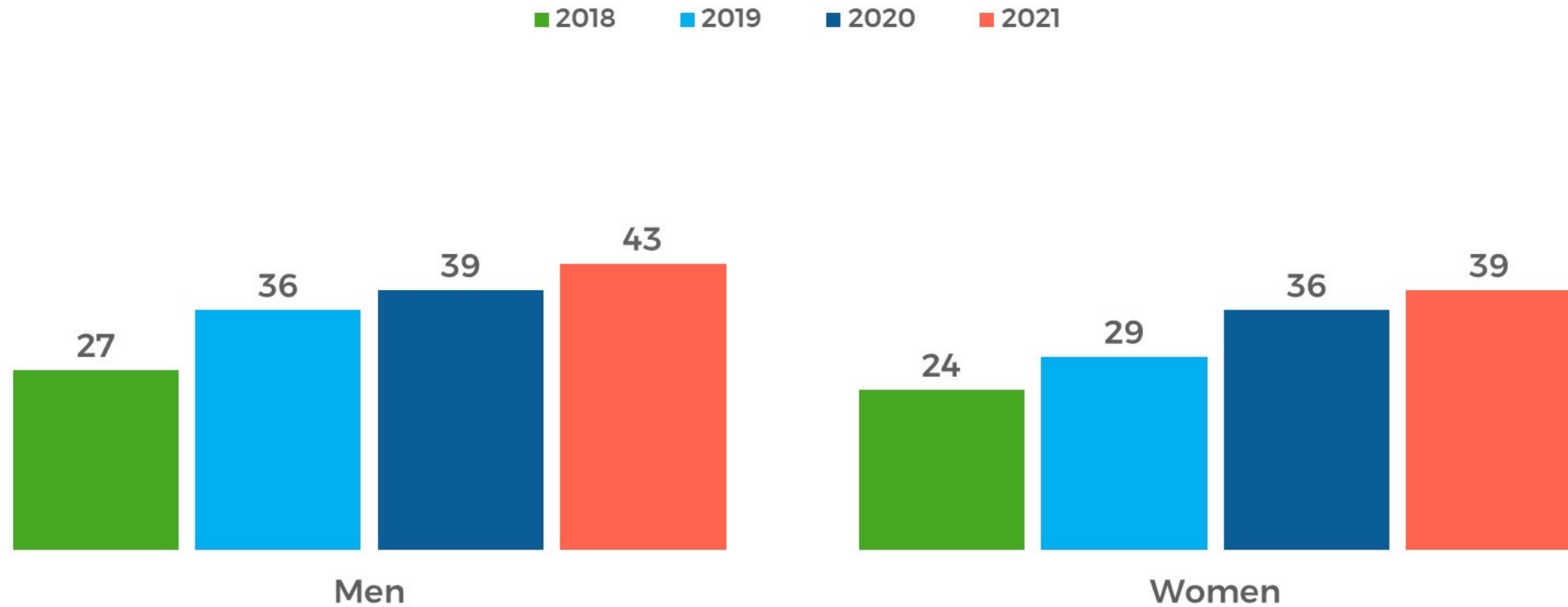




# Monthly Podcast Listening

U.S. POPULATION

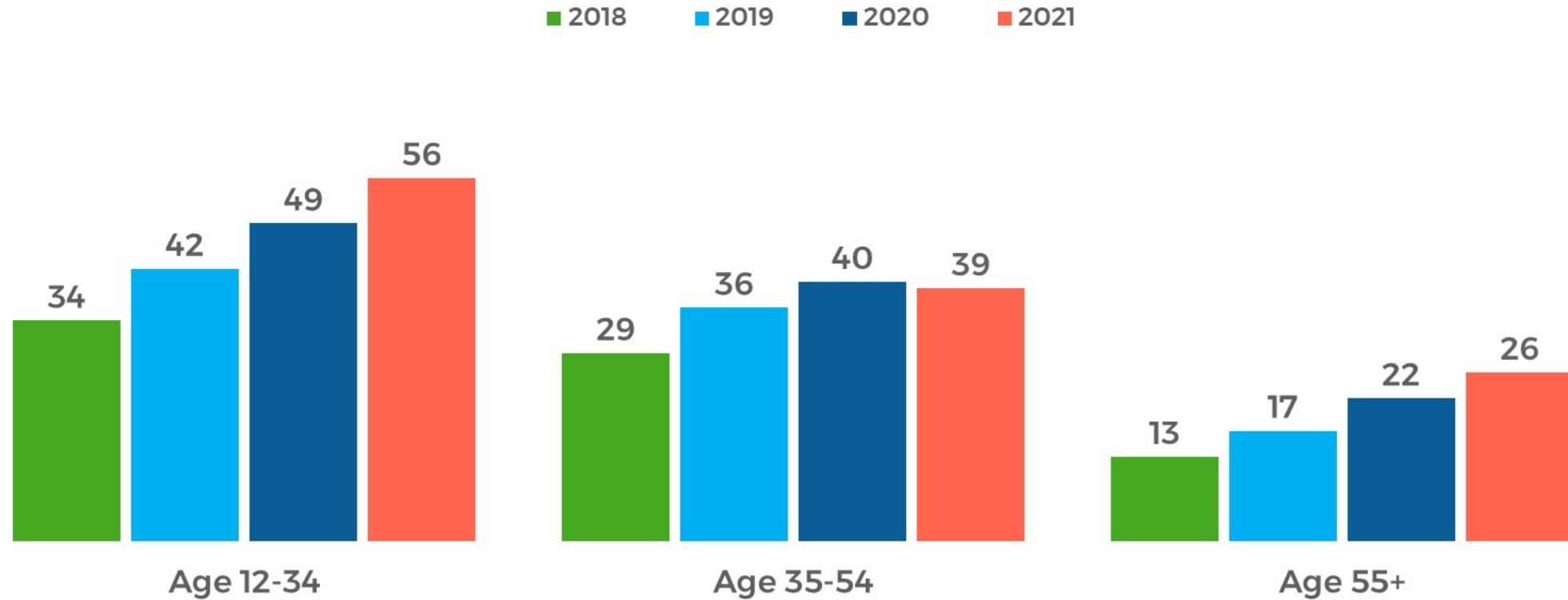
% LISTENED TO A PODCAST IN LAST MONTH



# Monthly Podcast Listening

U.S. POPULATION

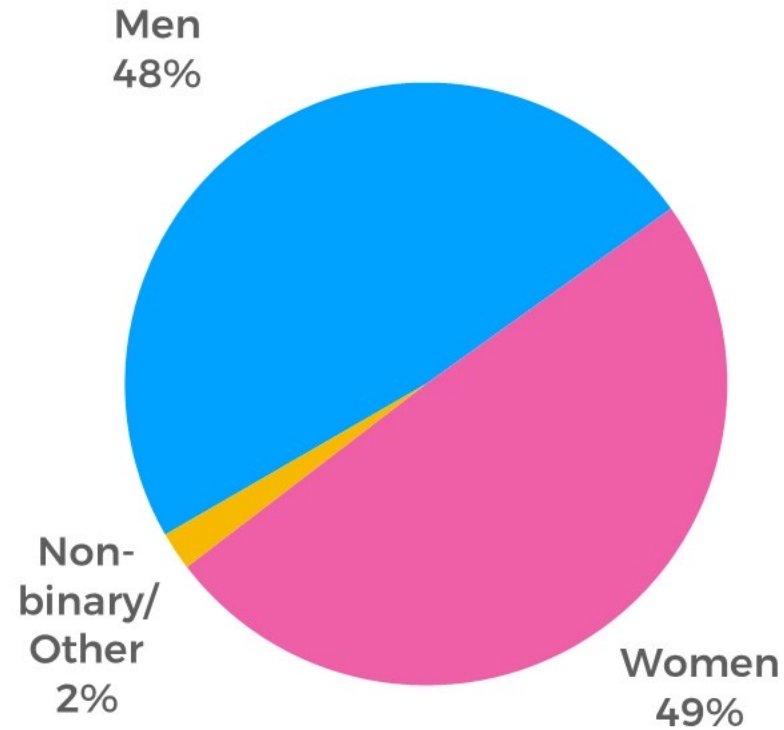
% LISTENED TO A PODCAST IN LAST MONTH



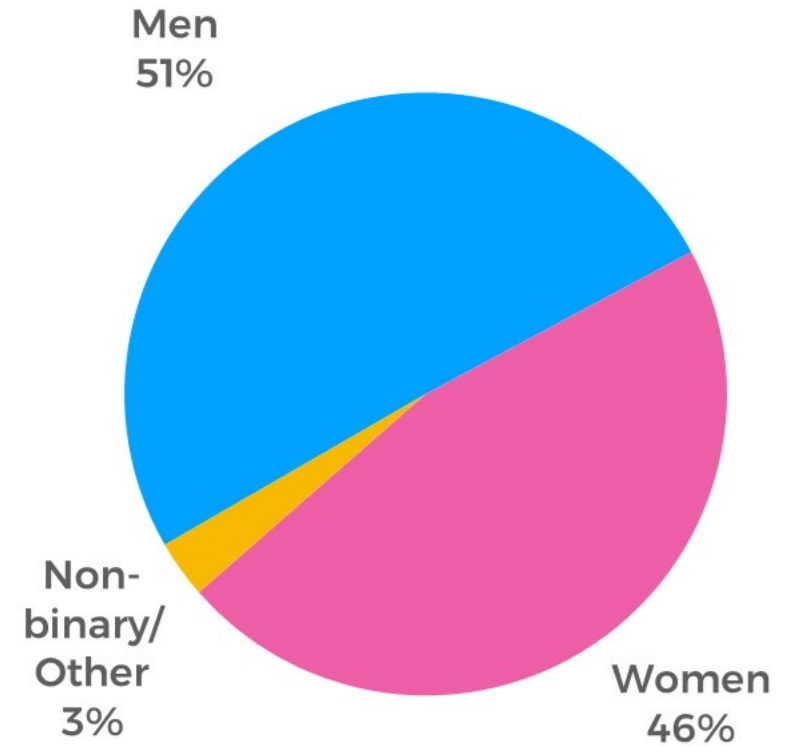
# Gender of Monthly Podcast Listeners

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

U.S. POPULATION 12+

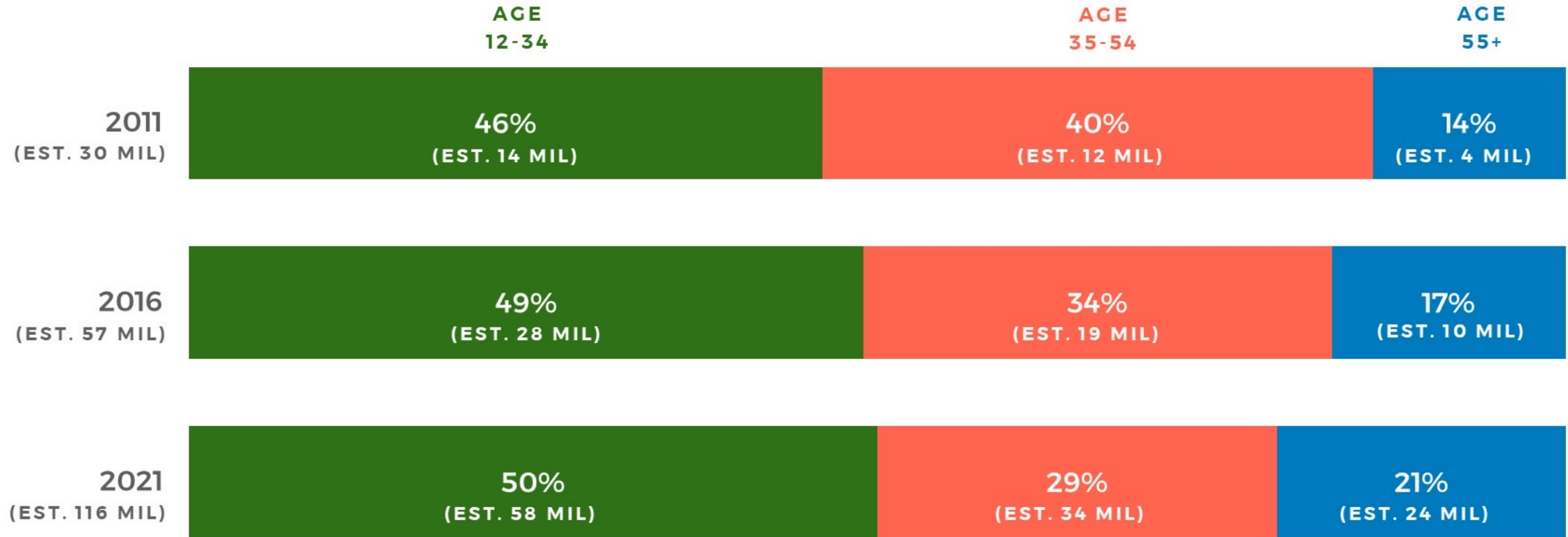


MONTHLY PODCAST CONSUMERS 12+



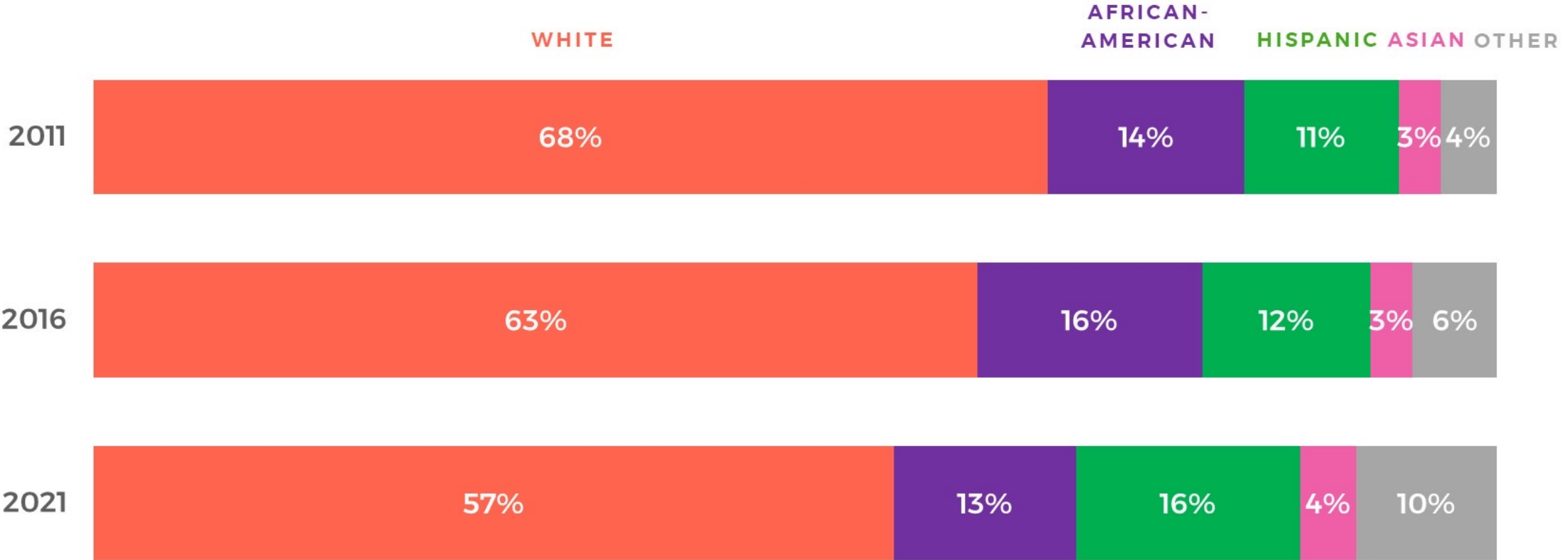
# Age of Monthly Podcast Listeners

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



# Ethnicity of Monthly Podcast Listeners

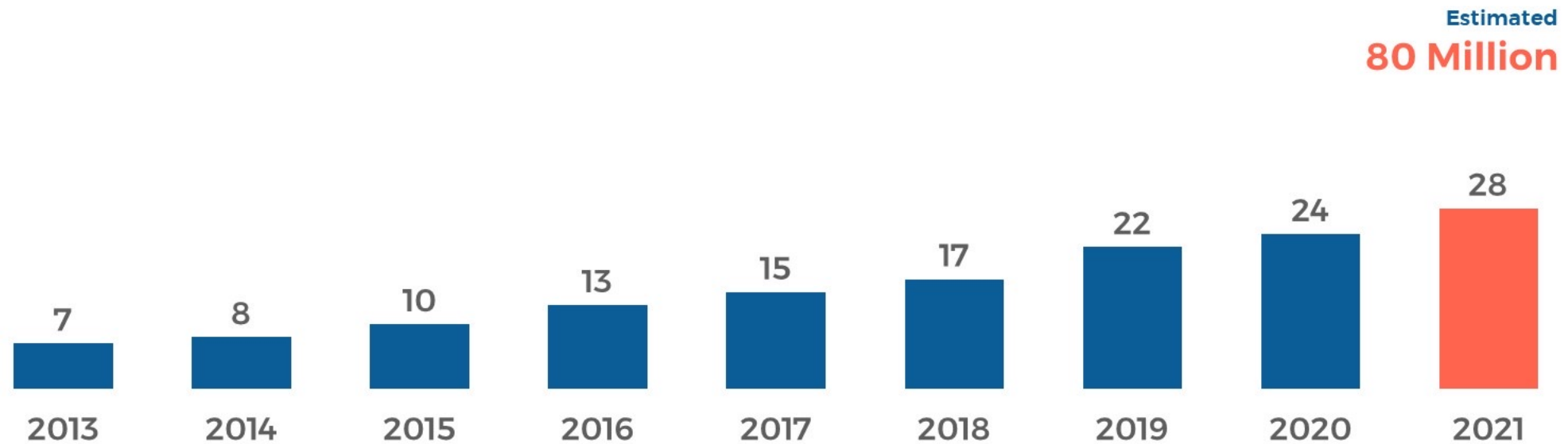
BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



# Weekly Podcast Listening

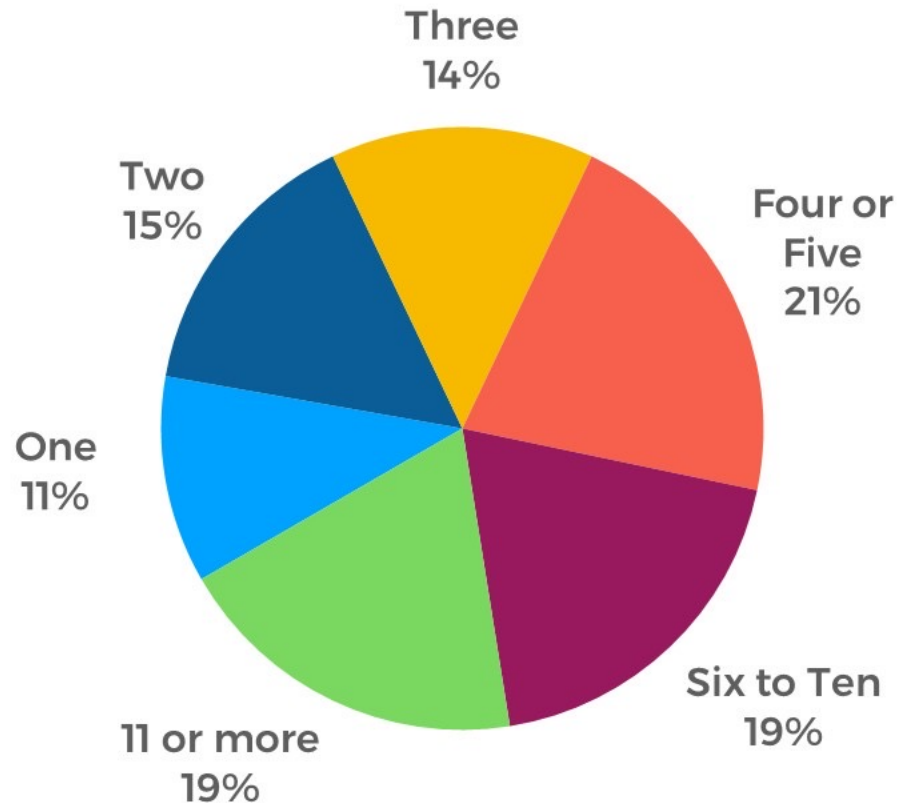
TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK



# Number of Podcasts 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

U.S. weekly podcast listeners averaged

**5.1 podcast shows**

in the last week



## Observations

Podcasting has grown significantly, especially with weekly listeners.

## Observations

The demographics of podcast listeners continue to diversify. In 2021, the composition of female listeners reached an all-time high.

While podcast consumers continue to be mostly White, the medium exhibited very strong gains with Hispanic/Latino listeners and with Black listeners and now very nearly reflects the diversity of the U.S. population.

## Observations

Tablets and watches have clearly plateaued--the smartphone continues to grow and remains the most important device for media consumption

## Observations

Smart Speaker ownership grew more than 22% year-over-year, and the number of speaker per home also grew. Pandemic-related restrictions may have helped to fuel this growth, with nearly half of those who primarily work from home now owning a smart speaker.

## Observations

While most social media platforms exhibited modest or no growth, TikTok surged, especially among 12-34 year-olds.

For the first time in Infinite Dial history, Facebook is no longer indicated as the most-used platform by a majority of social media users, driven mainly by 12-34 preference for Instagram, TikTok, and Snapchat.

## Observations

One-in-five Americans 12+ have now watched a live stream of a video game, and 10% have actually broadcast their own games.

## Observations

Weekly online audio listening has hit an all-time high, with an increase in reach also accompanied by a one-hour rise in weekly time spent listening over the previous year.

## Observations

Spotify has solidified its spot as the largest single-source for online audio, and has played a role in the growth of podcasting (especially with younger listeners).



## Observations

The percentage of Americans who have driven or ridden in a car in the last month decreased on account of pandemic-related disruptions, from 88% in 2020 to 83% this year.



**Coming Soon**

**The Infinite Dial – Australia**

**Moms and Media**

**The Infinite Dial – Canada**

Details to follow at [www.edisonresearch.com](http://www.edisonresearch.com)



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