



THE INFINITE DIAL[®] 2024



A Look at Hispanics and African-Americans

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

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
- 4** → This report is based on weighted data for 236 Hispanic respondents and 148 African-American respondents



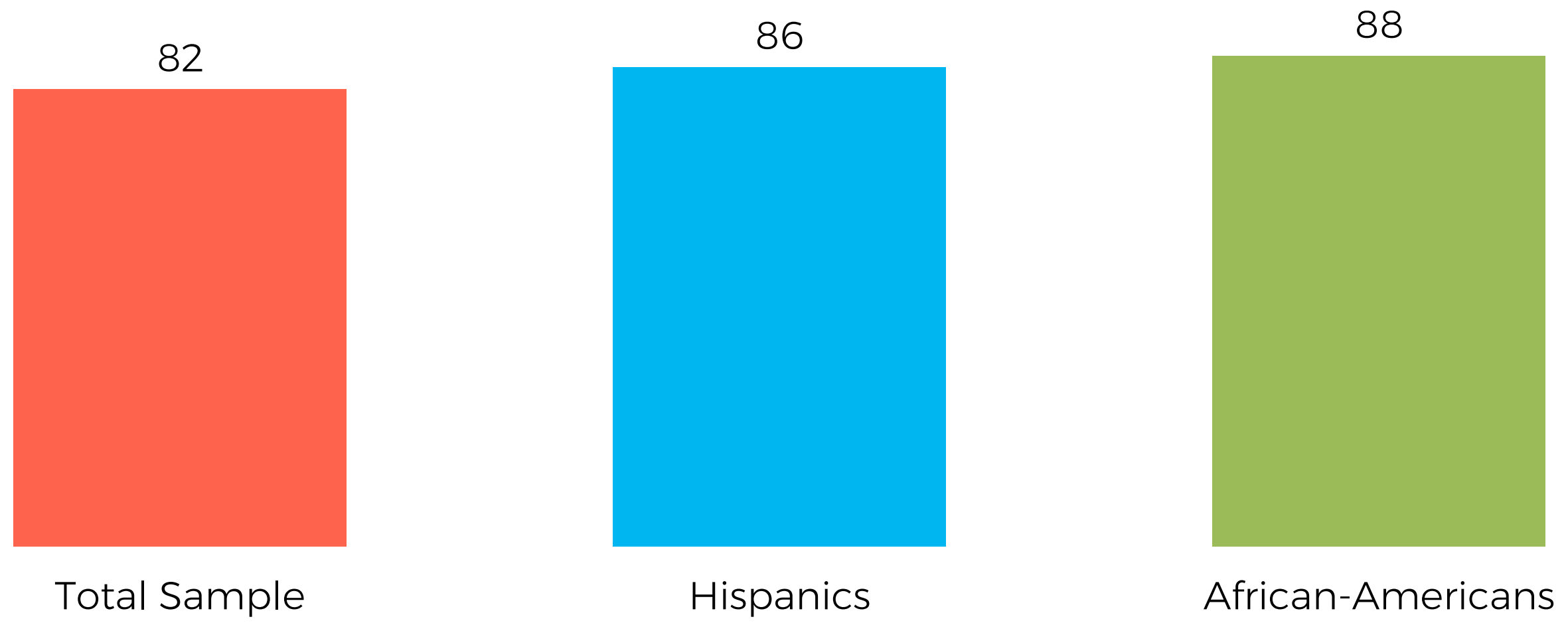
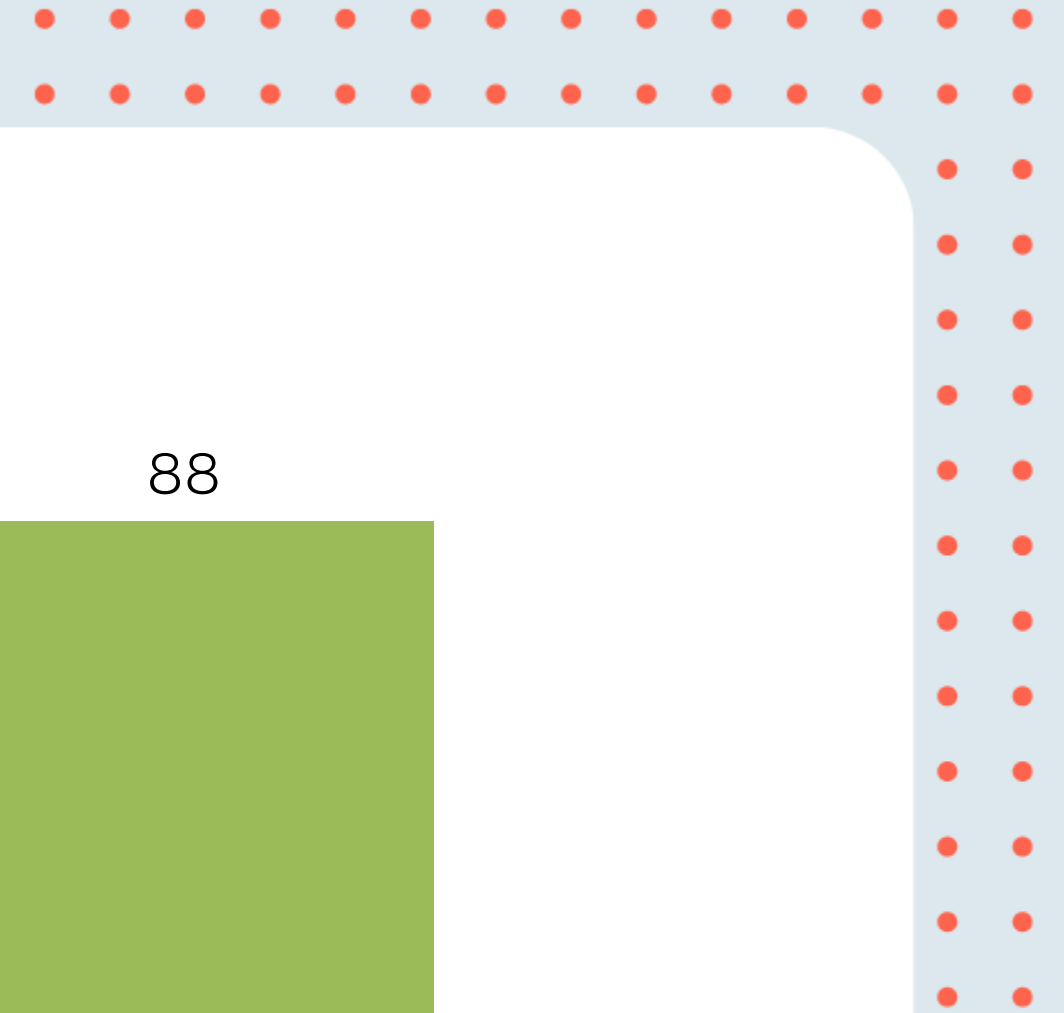
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Social Media



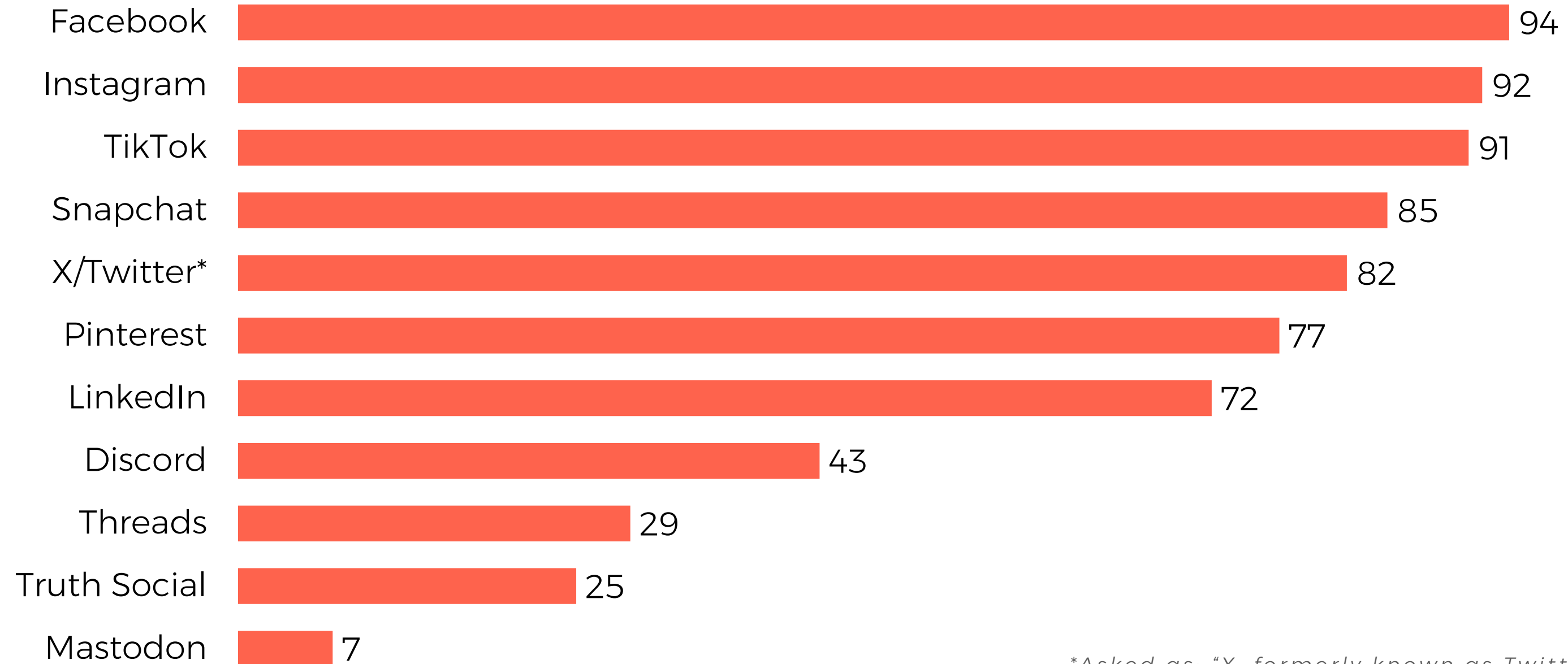
Social Media Usage

Total U.S. Population 12+
% USING SOCIAL MEDIA



Social Media Brand Awareness

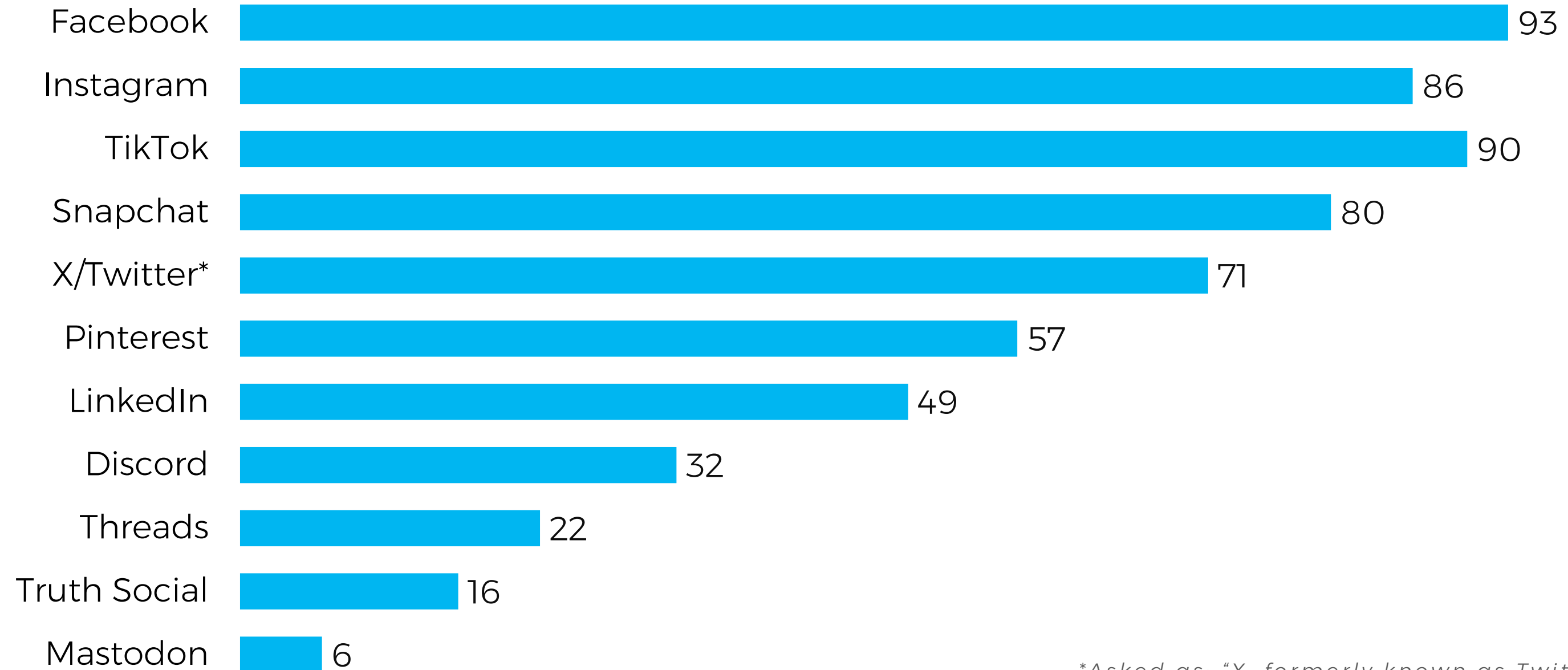
Total U.S. Population 12+
% AWARE OF SOCIAL MEDIA BRAND



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

Social Media Brand Awareness (Hispanics)

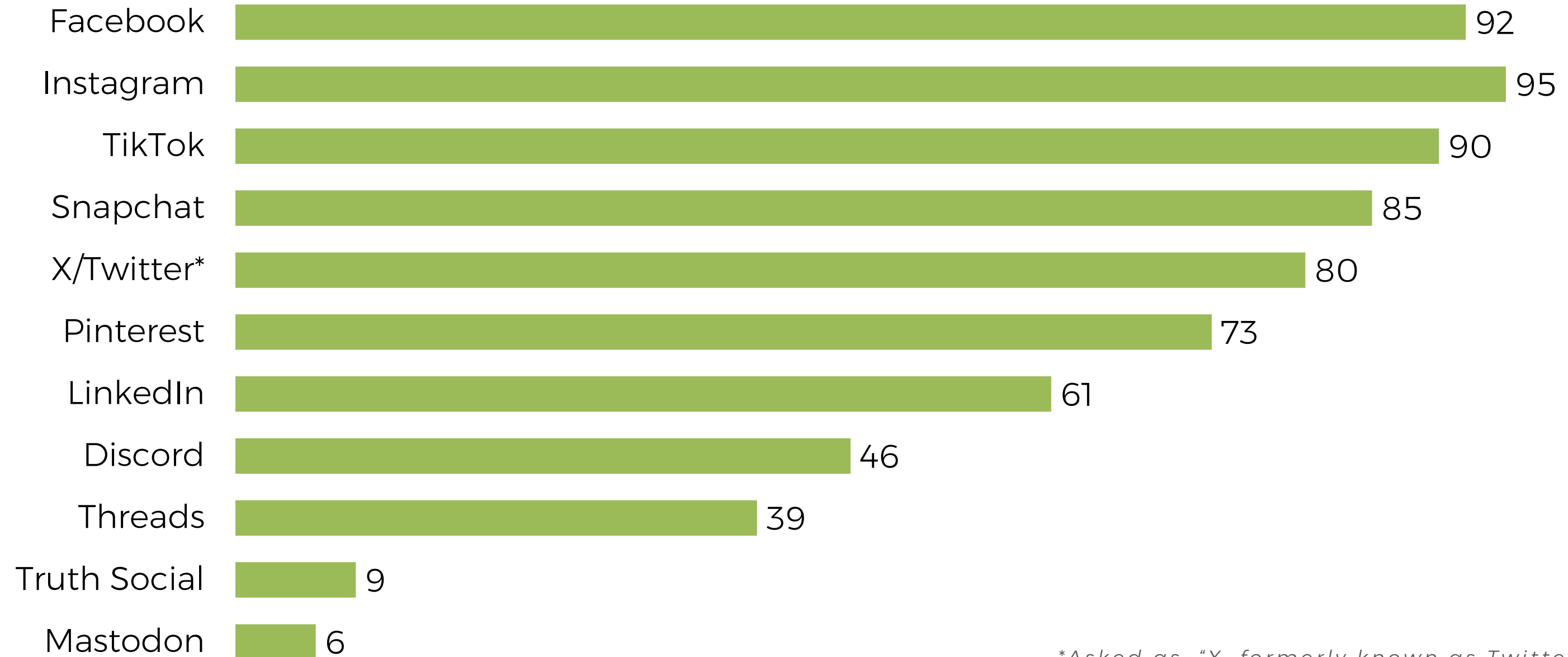
Total U.S. Population 12+
% AWARE OF SOCIAL MEDIA BRAND



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

Social Media Brand Awareness (African-Americans)

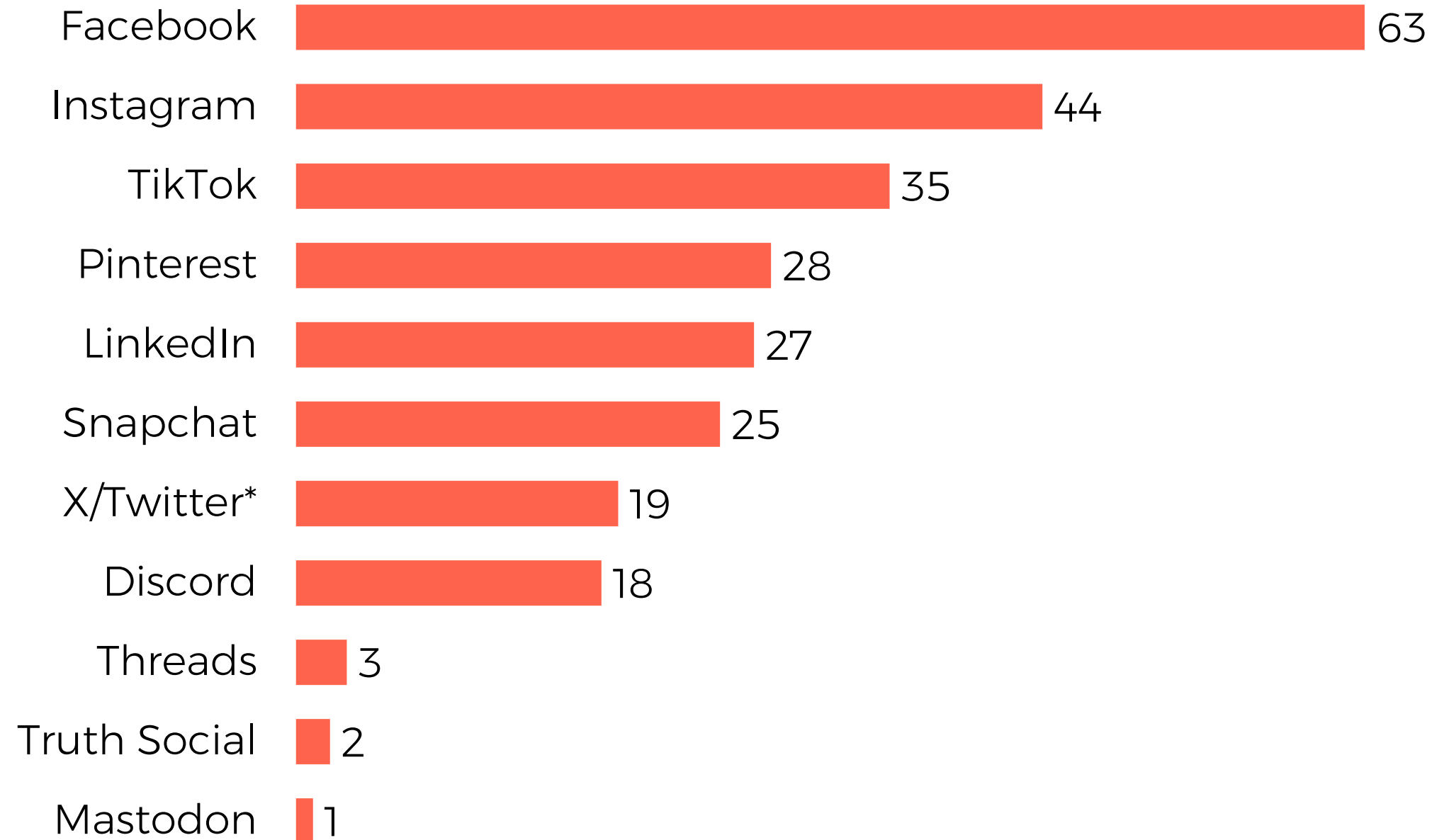
Total U.S. Population 12+
% AWARE OF SOCIAL MEDIA BRAND



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

Social Media Brand Usage

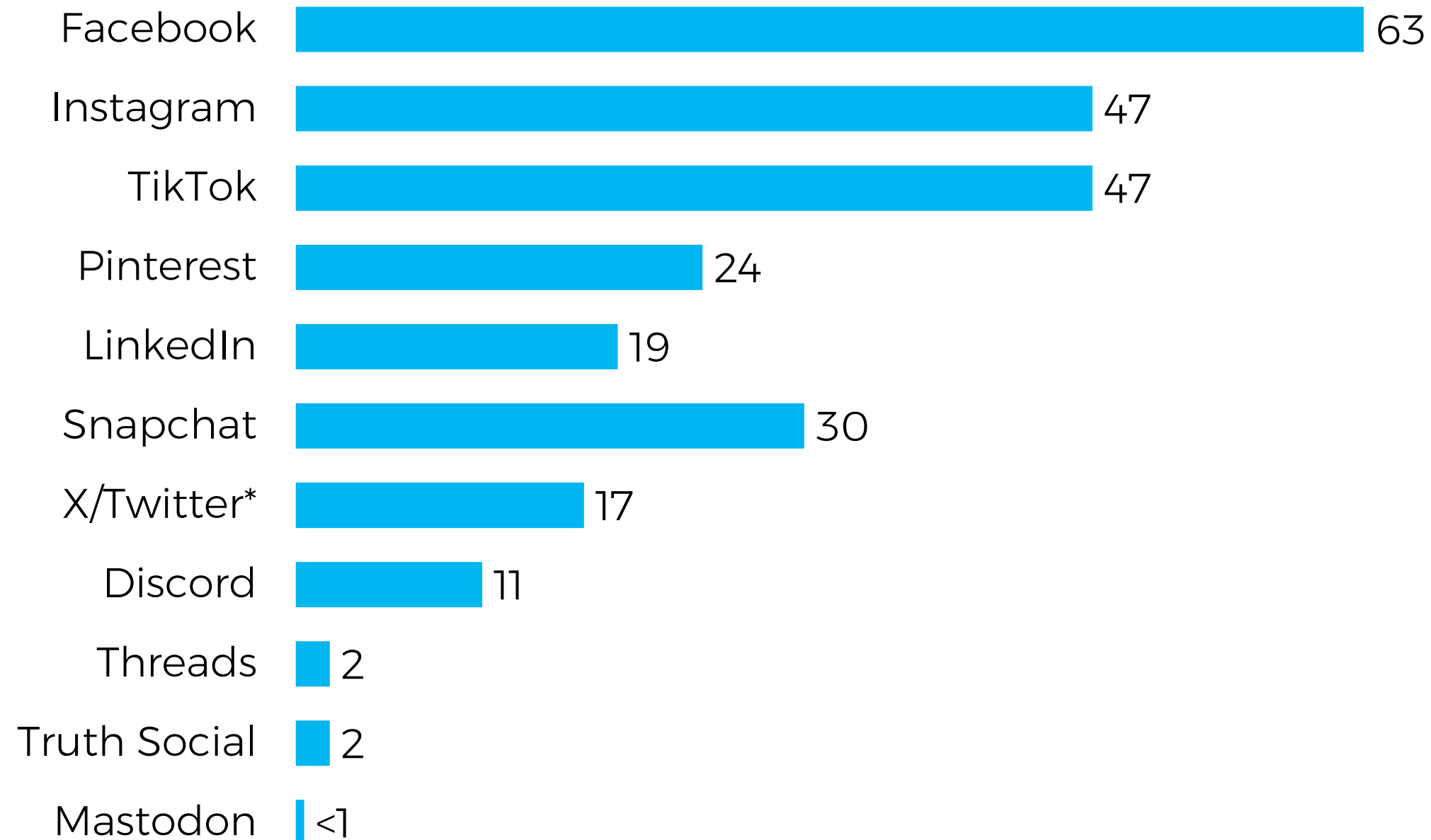
Total U.S. Population 12+
% CURRENTLY USE SOCIAL MEDIA BRAND



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

Social Media Brand Usage (Hispanics)

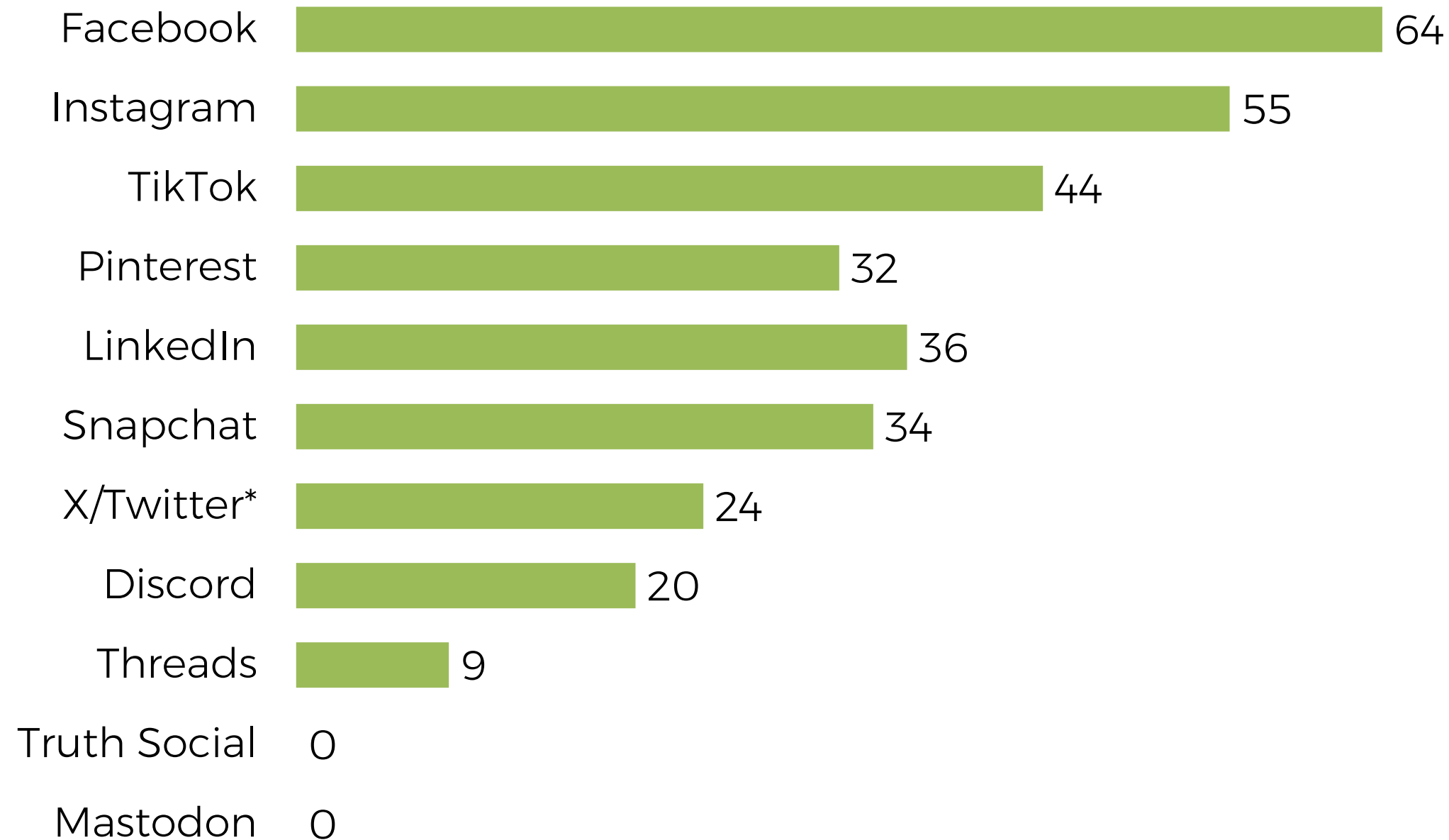
Total U.S. Population 12+
% CURRENTLY USE SOCIAL MEDIA BRAND



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

Social Media Brand Usage (African-Americans)

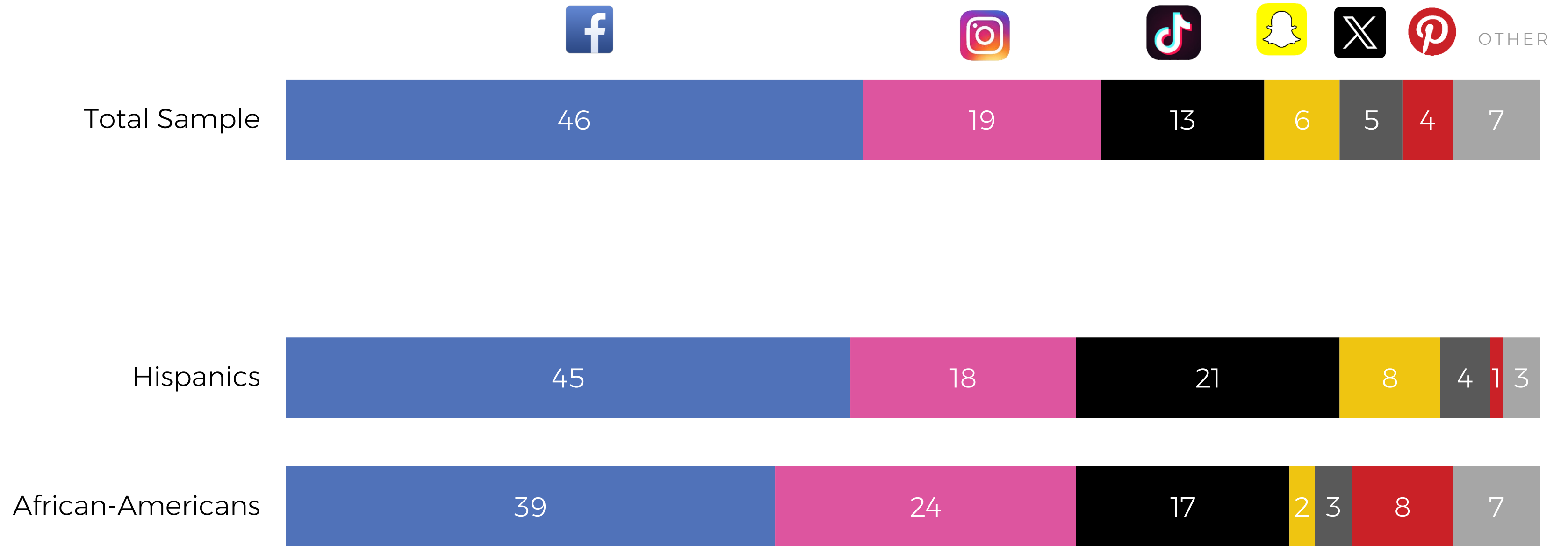
Total U.S. Population 12+
% CURRENTLY USE SOCIAL MEDIA BRAND



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

Social Media Brand Used Most Often

Base: U.S. 12+ Social Media Users





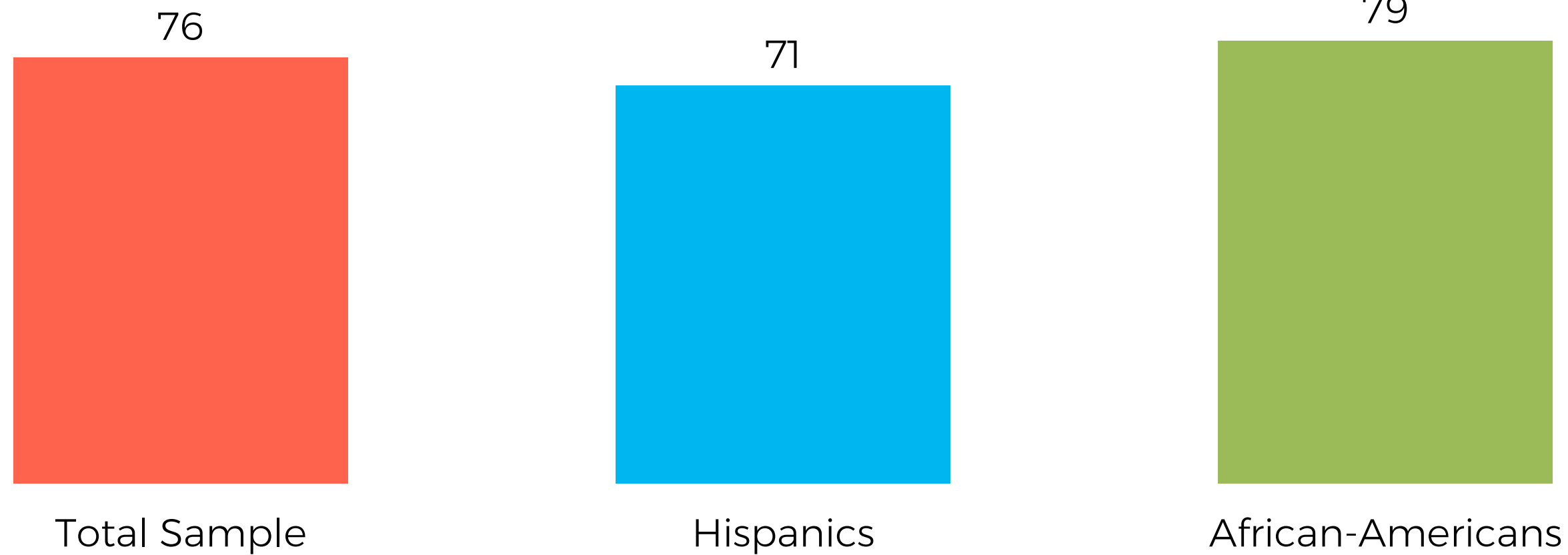
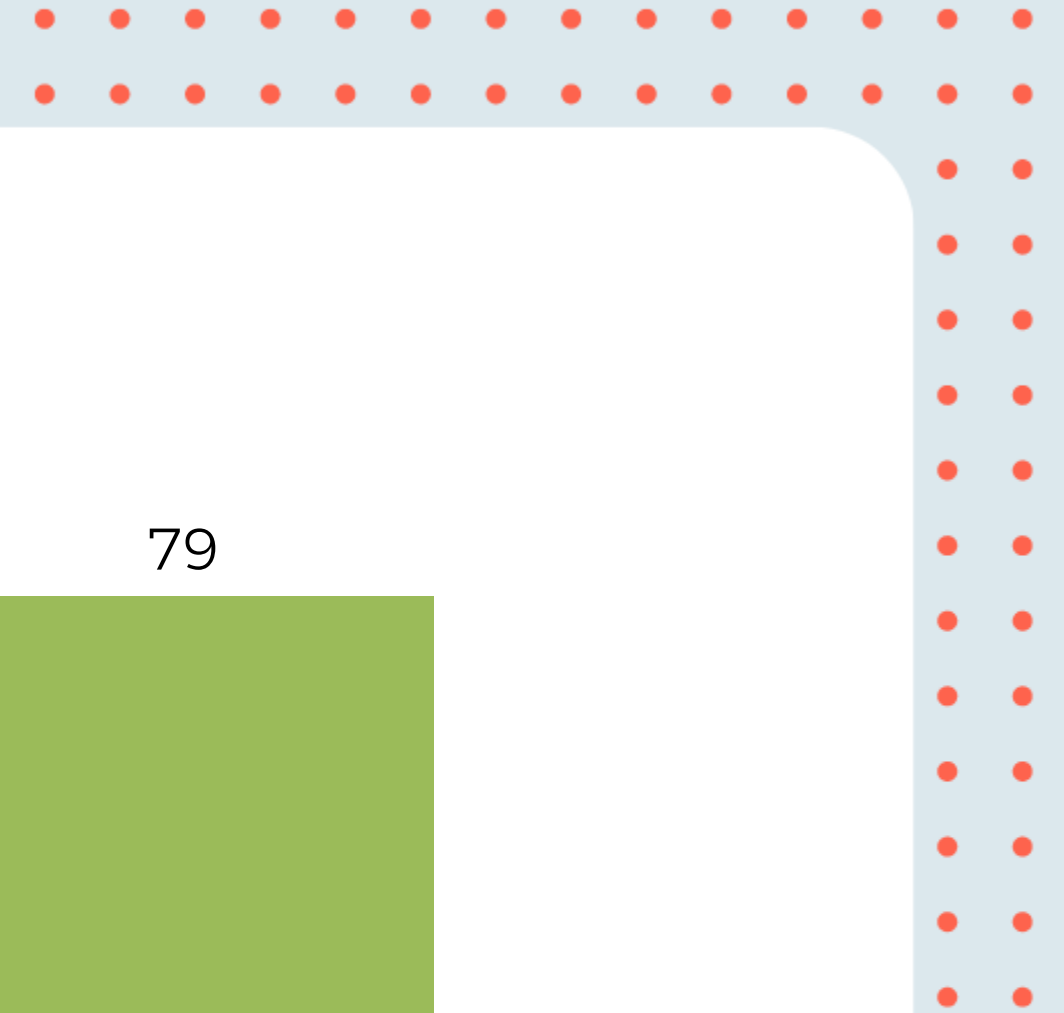
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Online Audio



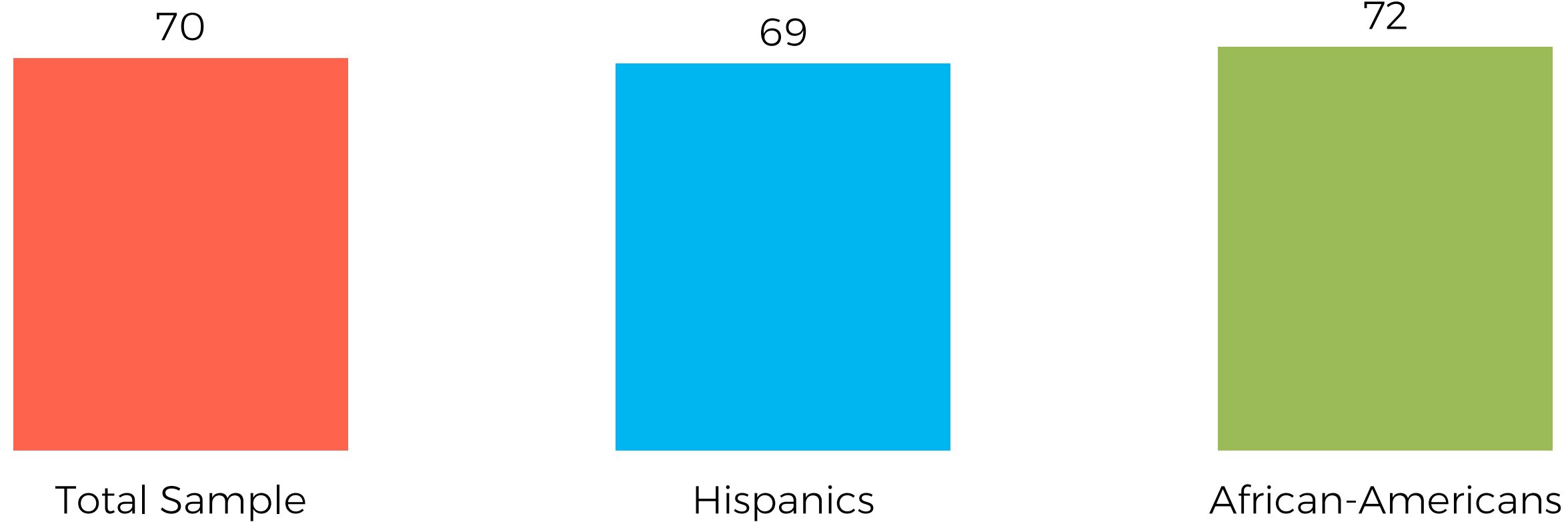
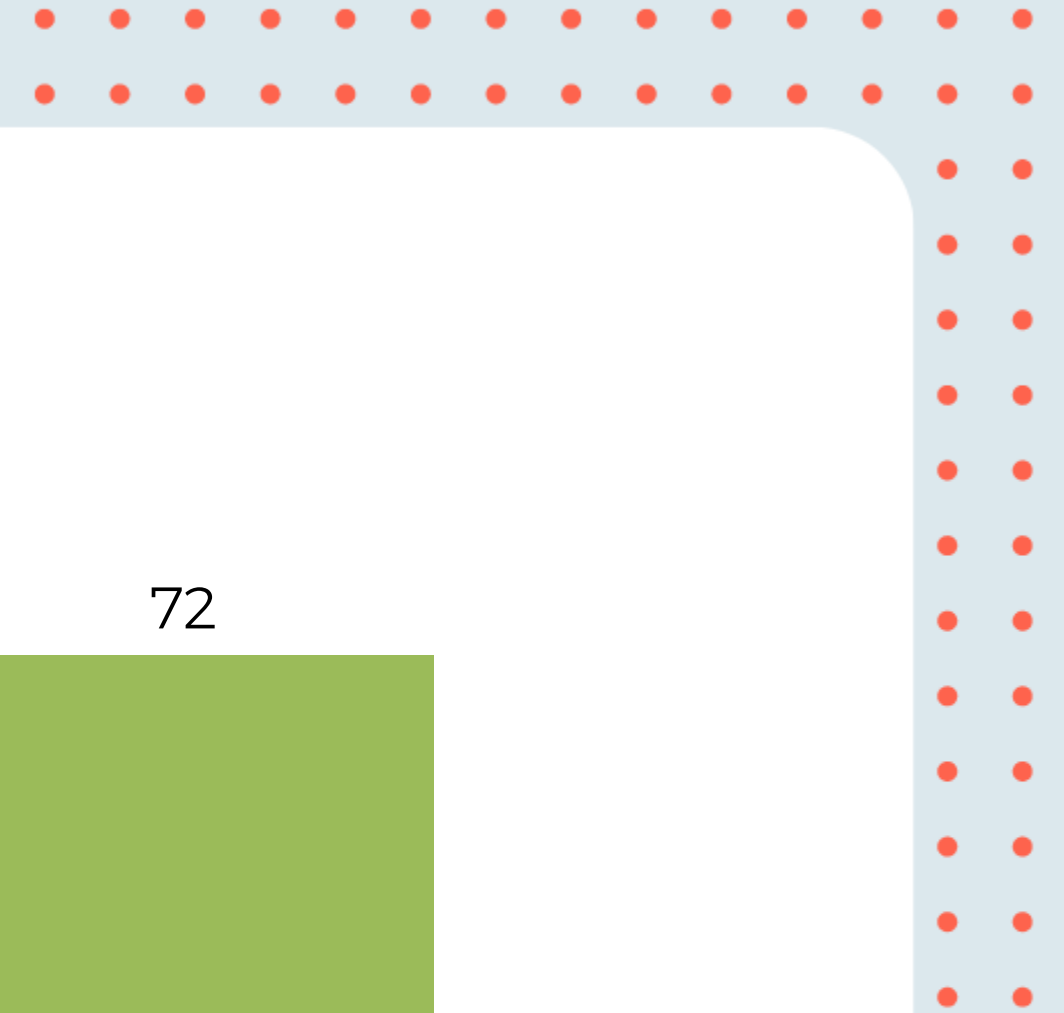
Monthly Online Audio Listening

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



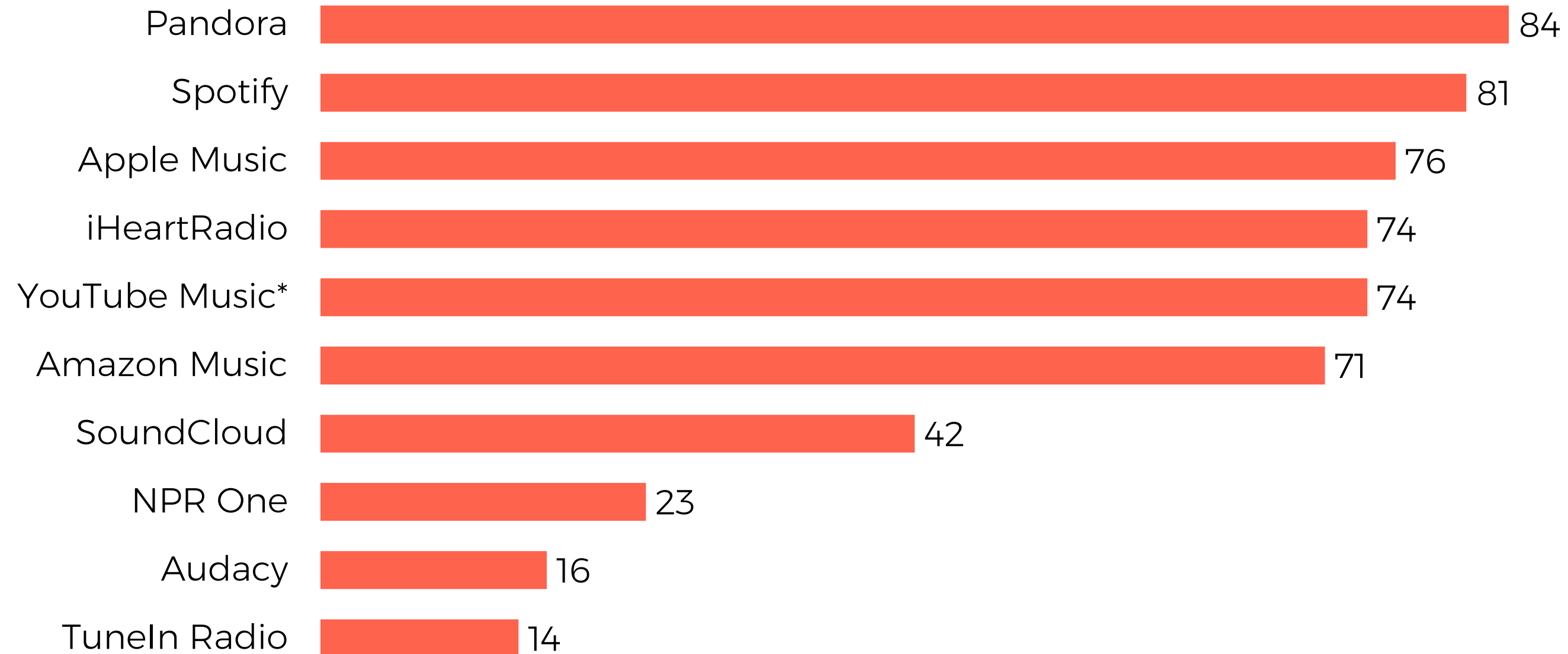
Weekly Online Audio Listening

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



Online Audio Brand Awareness

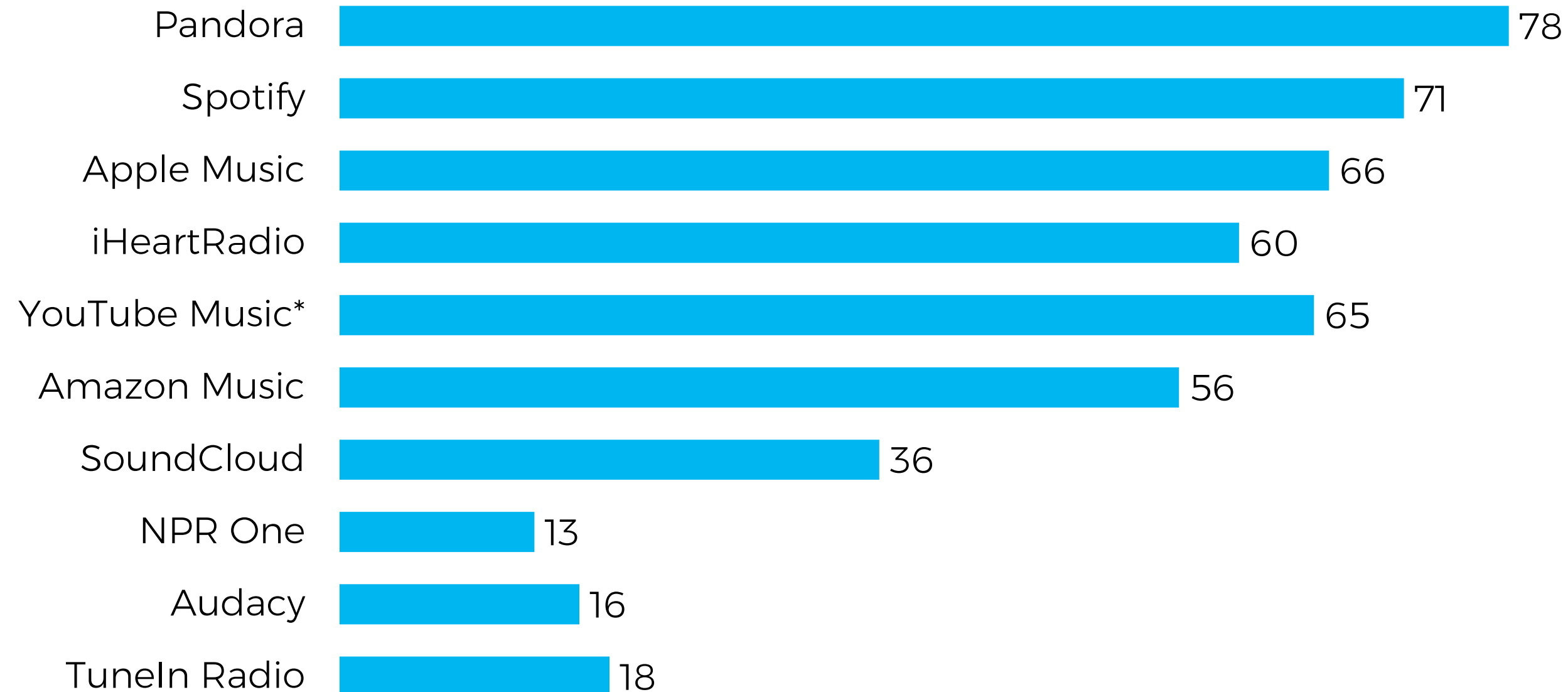
Total U.S. Population 12+
% AWARE OF ONLINE AUDIO BRAND



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

Online Audio Brand Awareness (Hispanics)

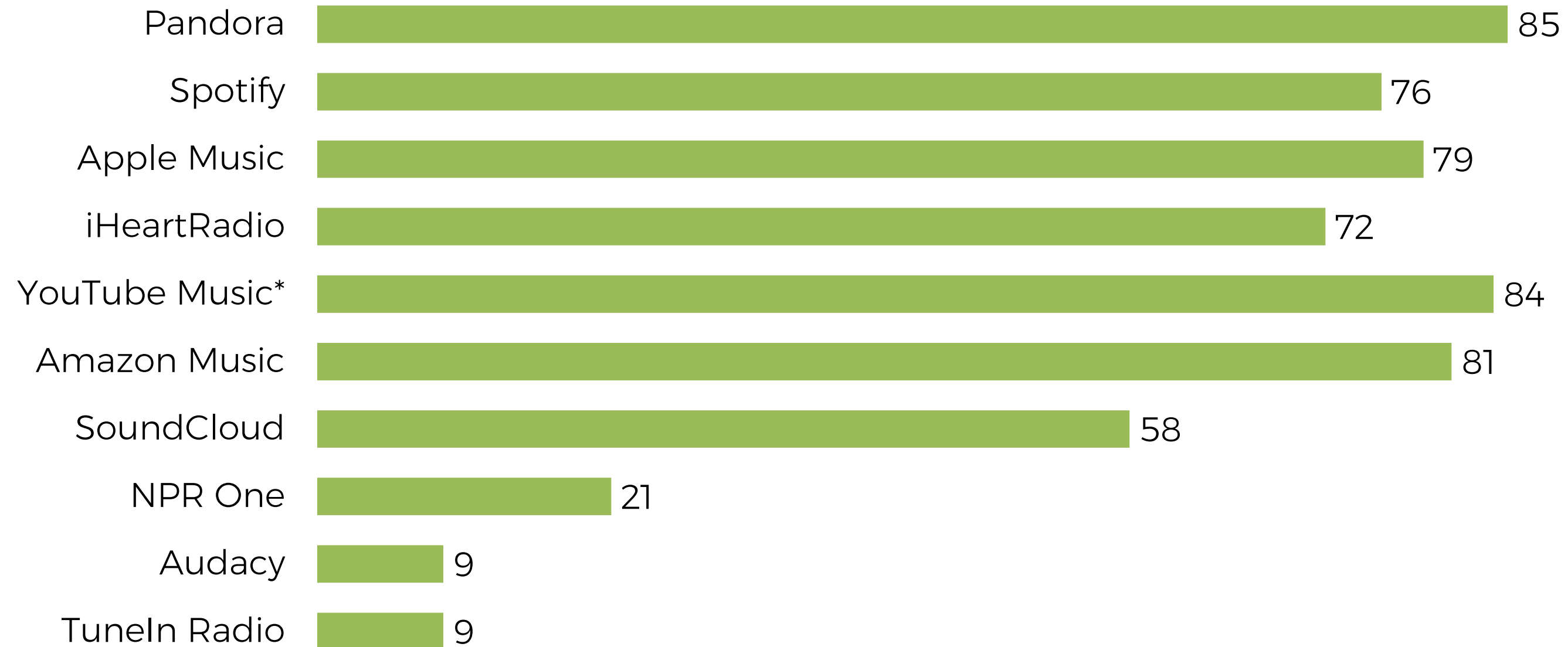
Total U.S. Population 12+
% AWARE OF ONLINE AUDIO BRAND



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

Online Audio Brand Awareness (African-Americans)

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

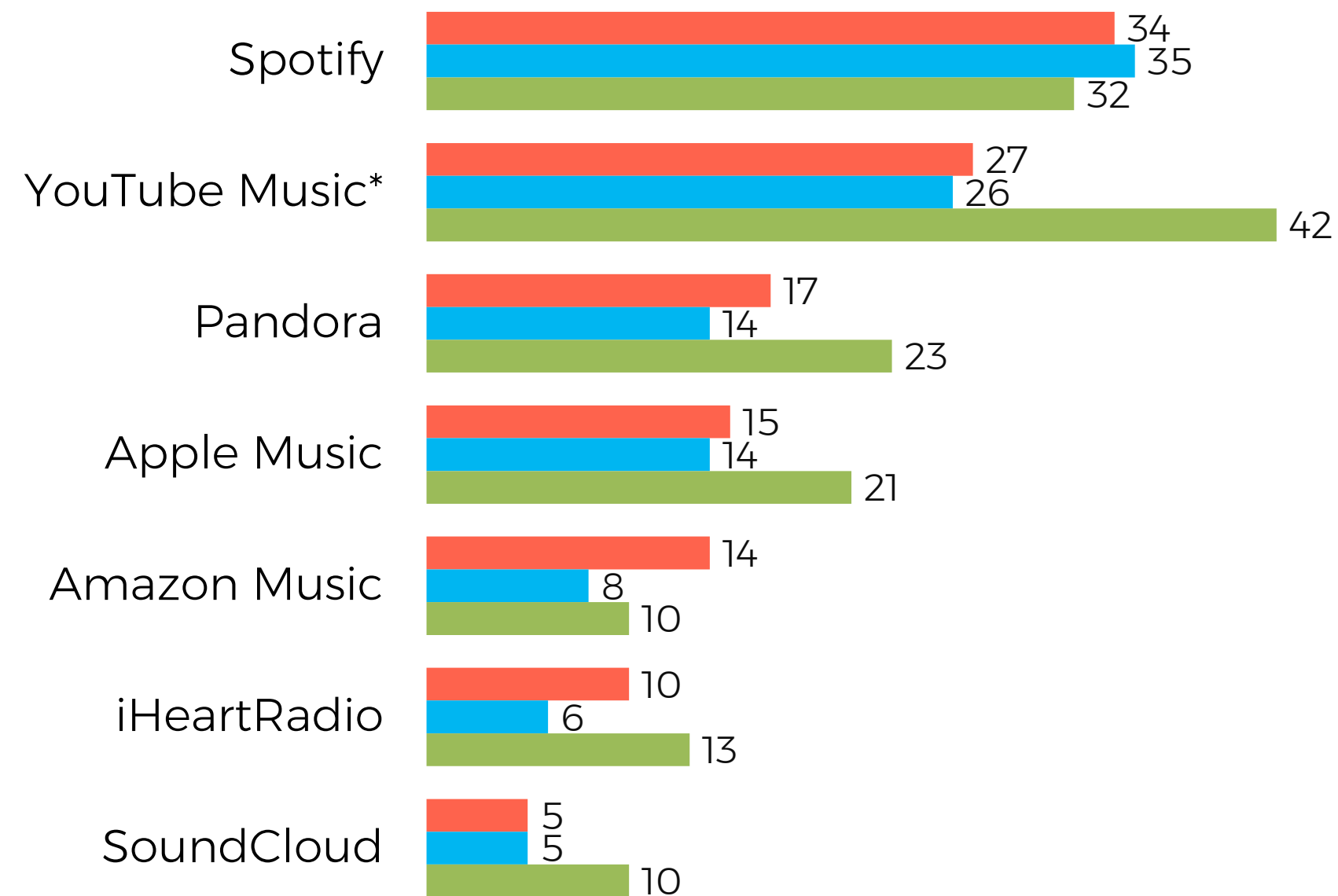


*Asked as "YouTube Music, the streaming music service from YouTube"

Online Audio Brands Listened to in Last Month

Total U.S. Population 12+

% LISTENED TO ONLINE AUDIO BRAND IN LAST MONTH



■ Total
■ Hispanics
■ African-Americans

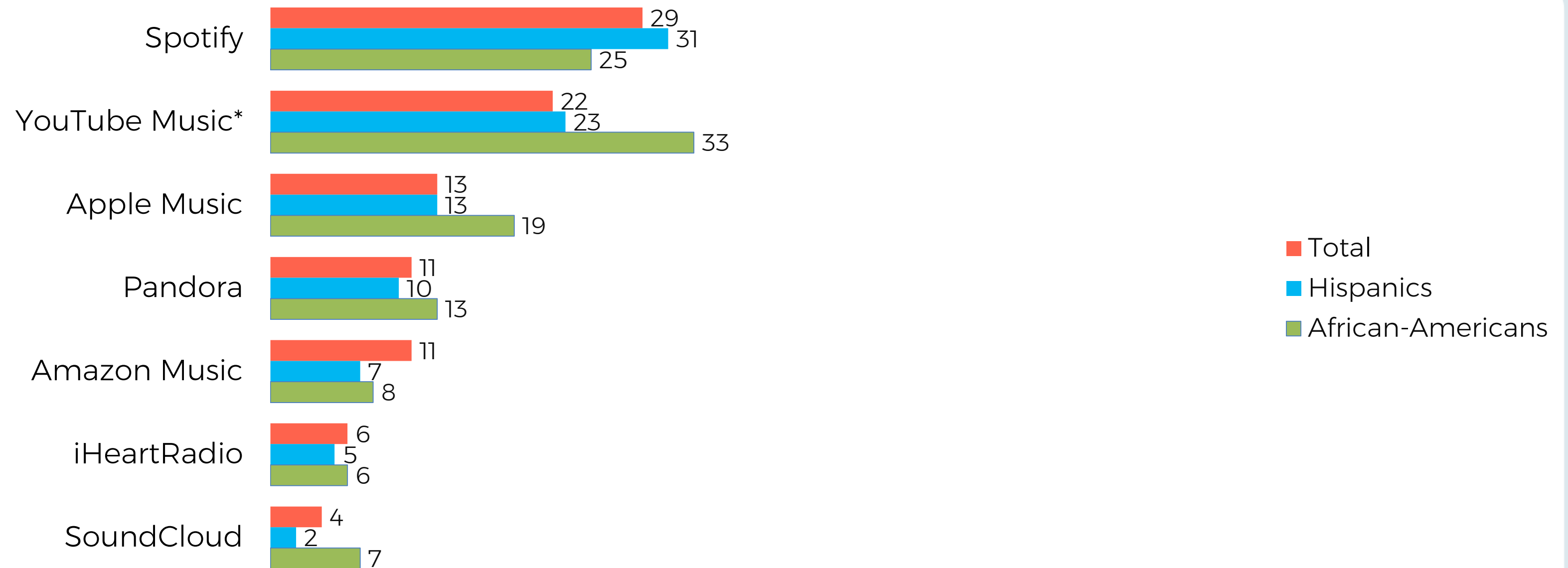


*Asked as "YouTube Music, the streaming music service from YouTube"

Online Audio Brands Listened to in Last Week

Total U.S. Population 12+

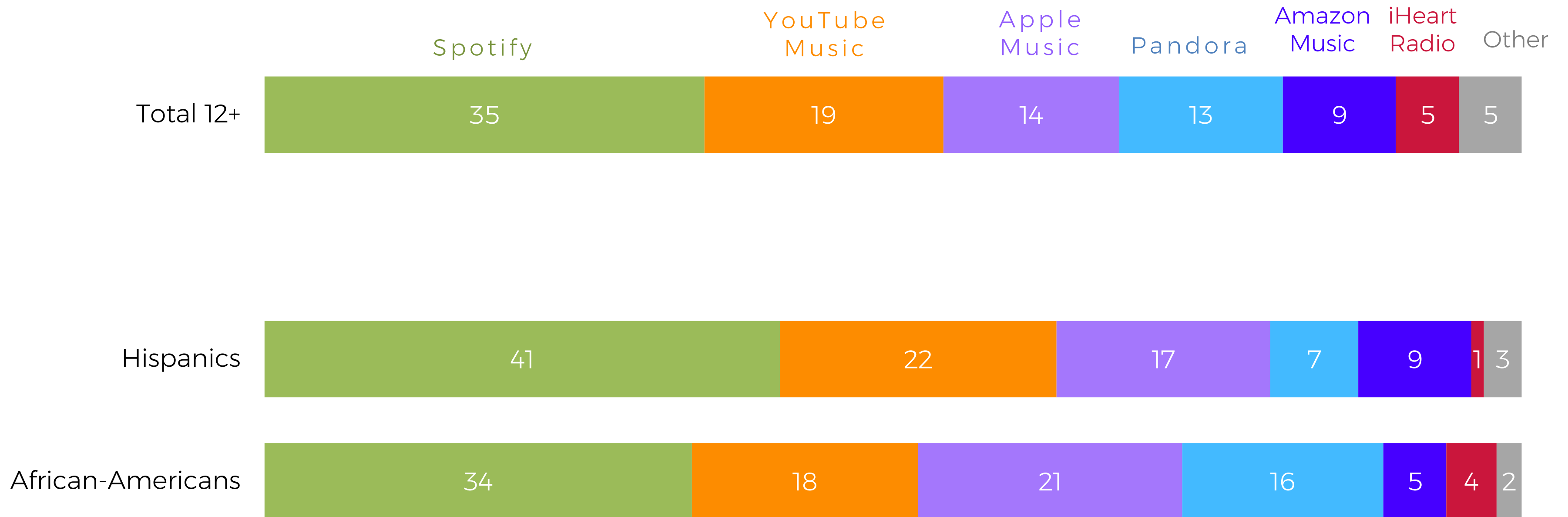
% LISTENED TO ONLINE AUDIO BRAND IN LAST WEEK



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

Online Audio Brand Used Most Often

Base: U.S. 12+ Online Audio Users





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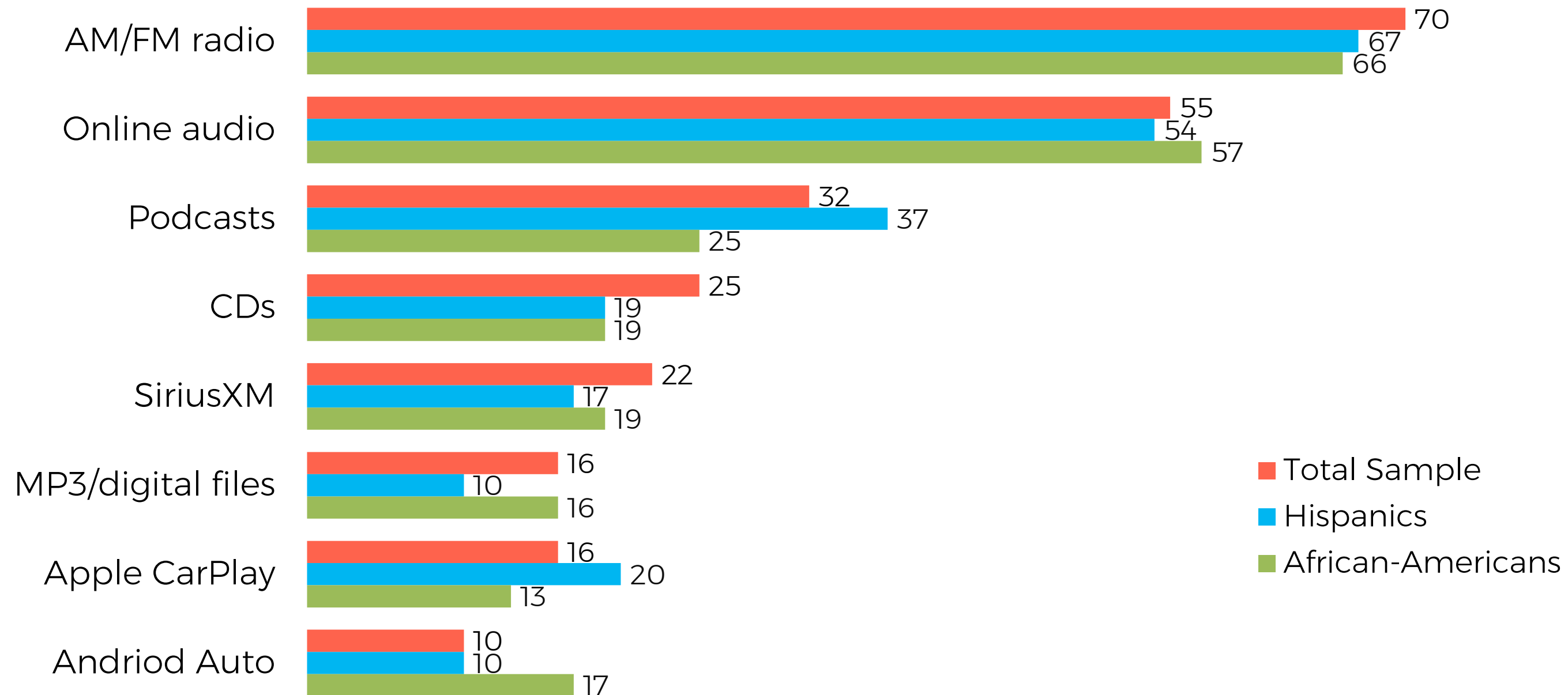
Media & Technology



Audio Sources Currently Ever Used in Car

Base: U.S. 18+ Who Has Driven/Ridden In Car Last Month

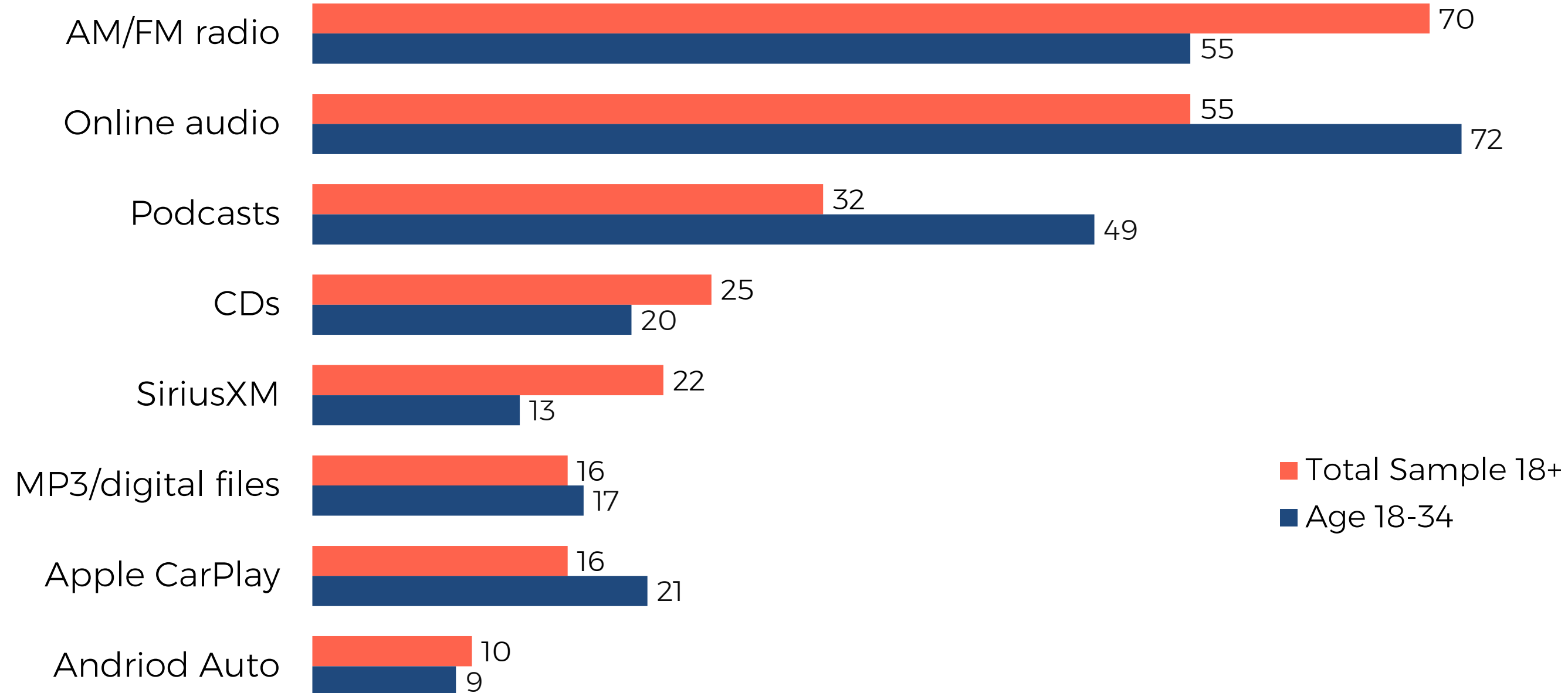
% CURRENTLY USE AUDIO SOURCE IN PRIMARY CAR



Audio Sources Currently Ever Used in Car

Base: Has Driven/Ridden In Car Last Month

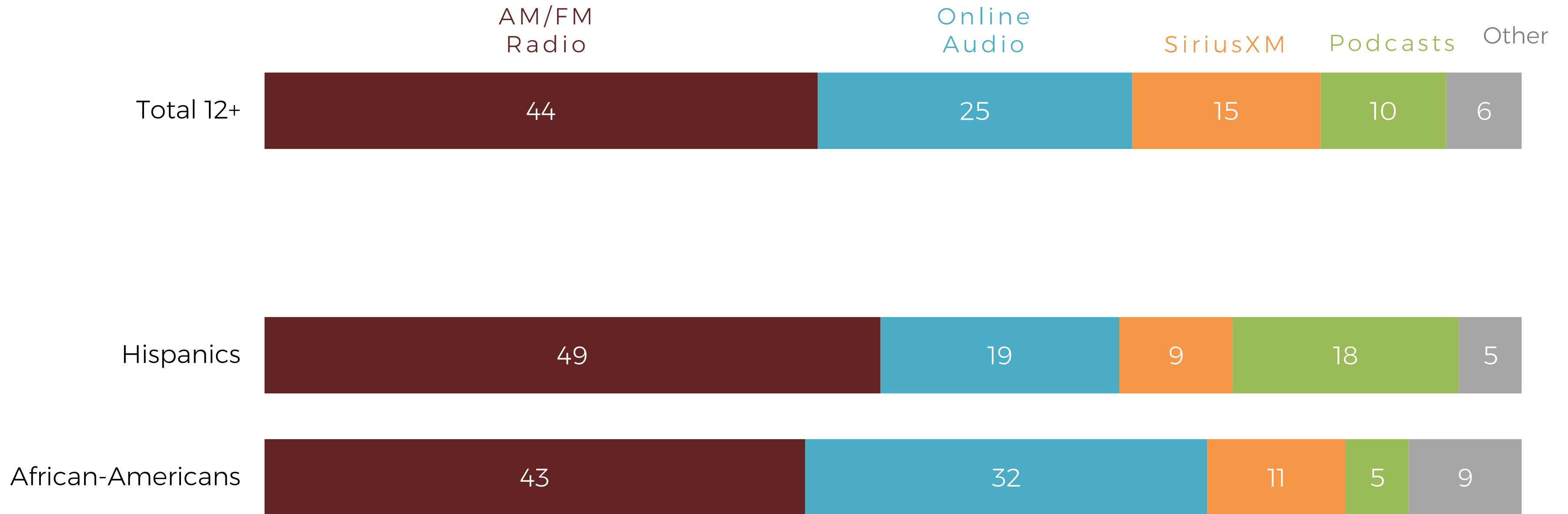
% CURRENTLY USE AUDIO SOURCE IN PRIMARY CAR



■ Total Sample 18+
■ Age 18-34

Audio Source Used Most Often in Car

BASE: U.S. Age 18+, DRIVEN/RIDDEN IN CAR IN LAST MONTH AND USE ANY AUDIO SOURCE IN CAR





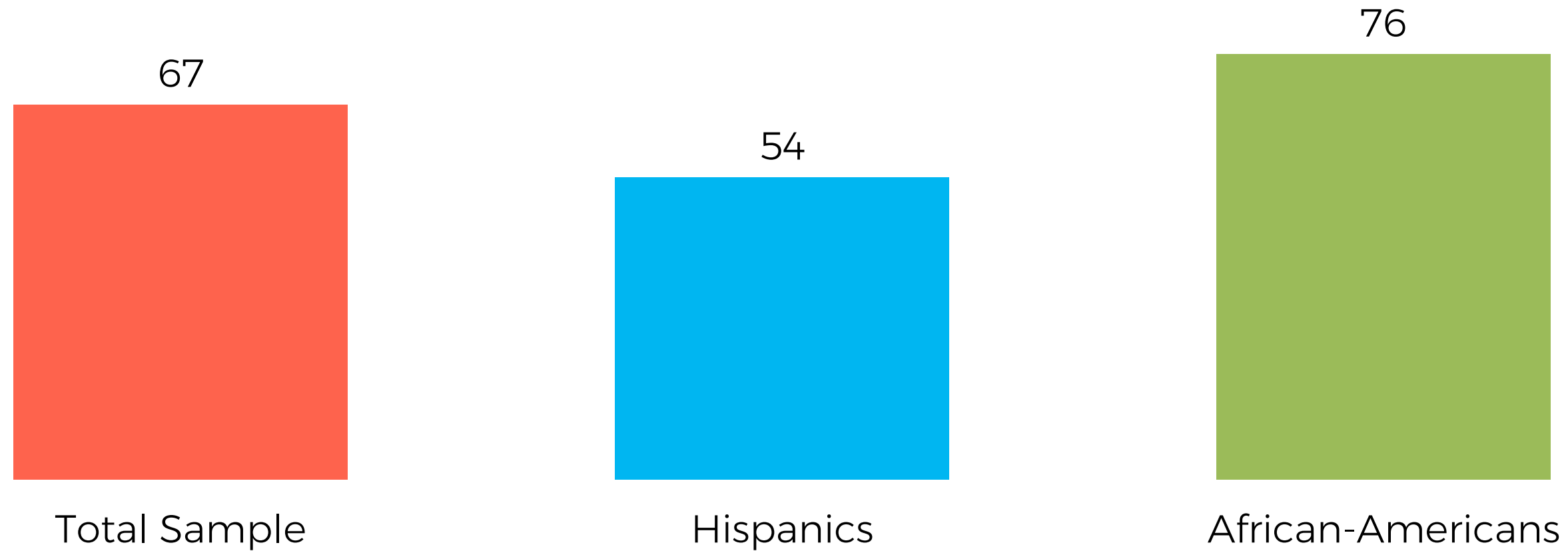
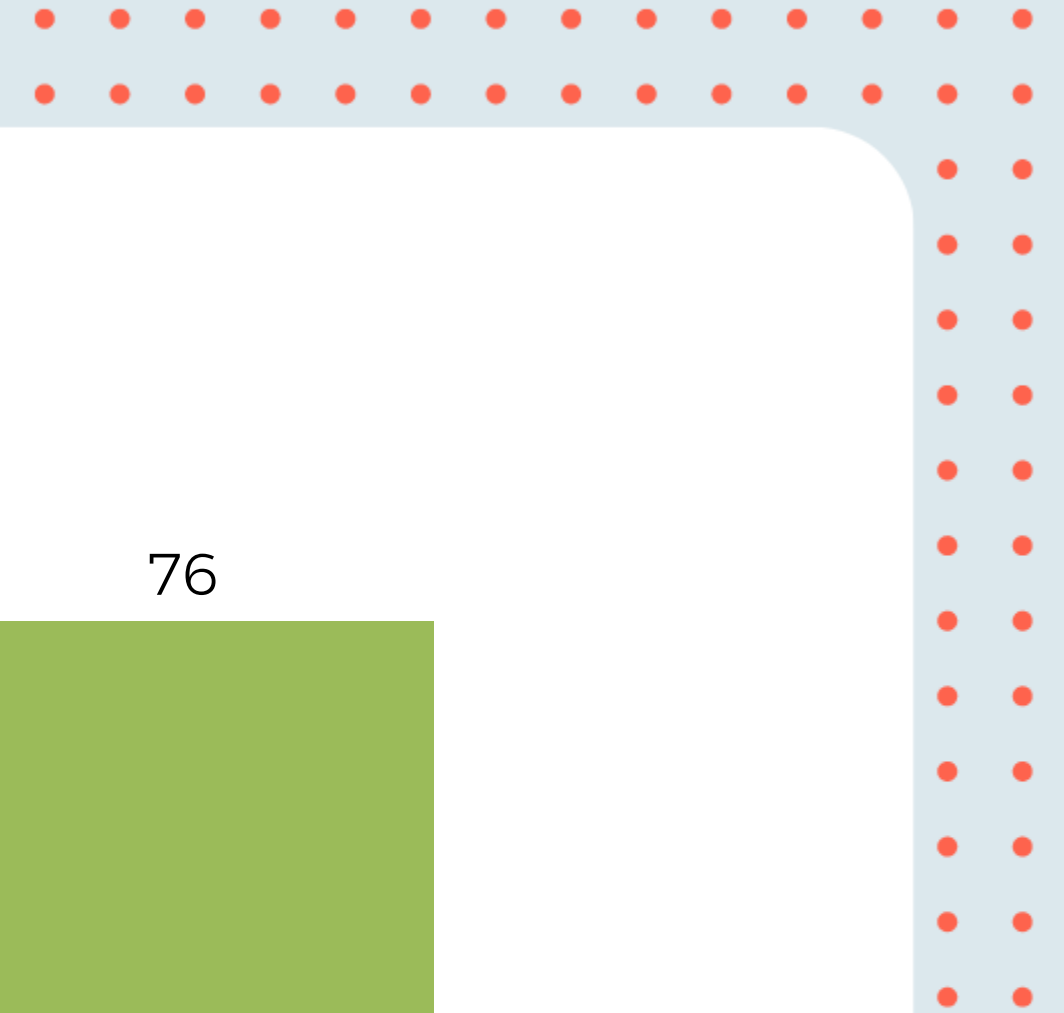
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Podcasting



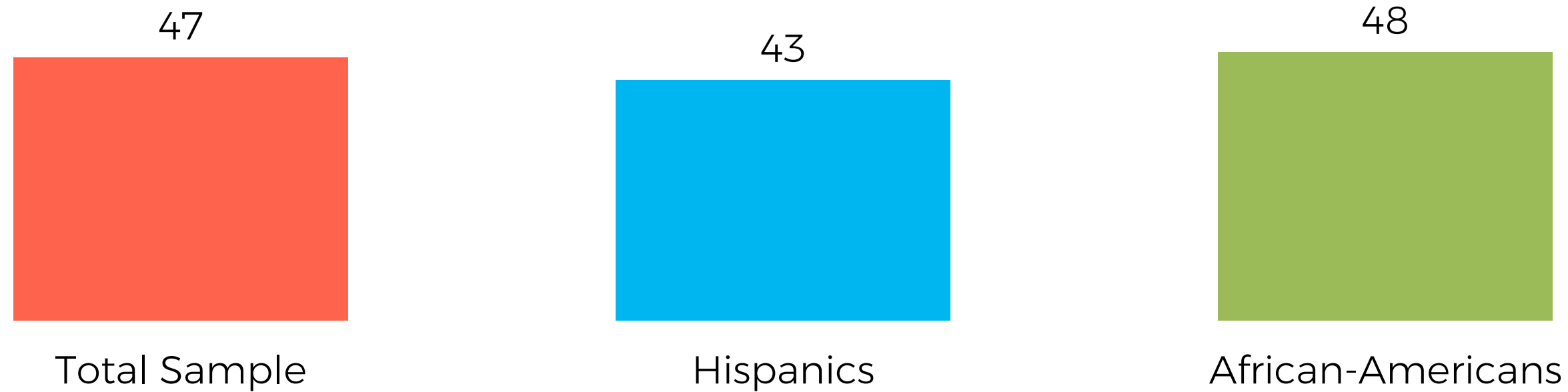
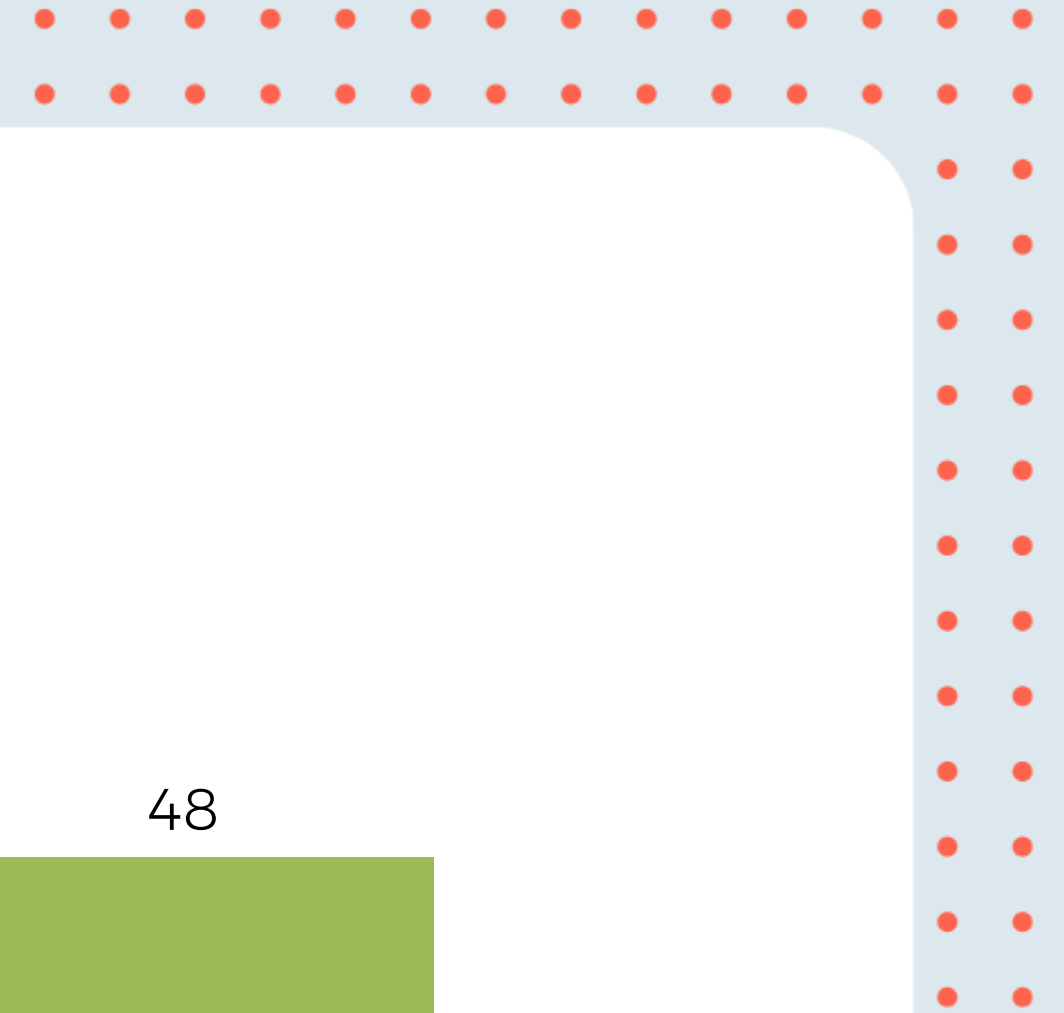
Podcasting Listening

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



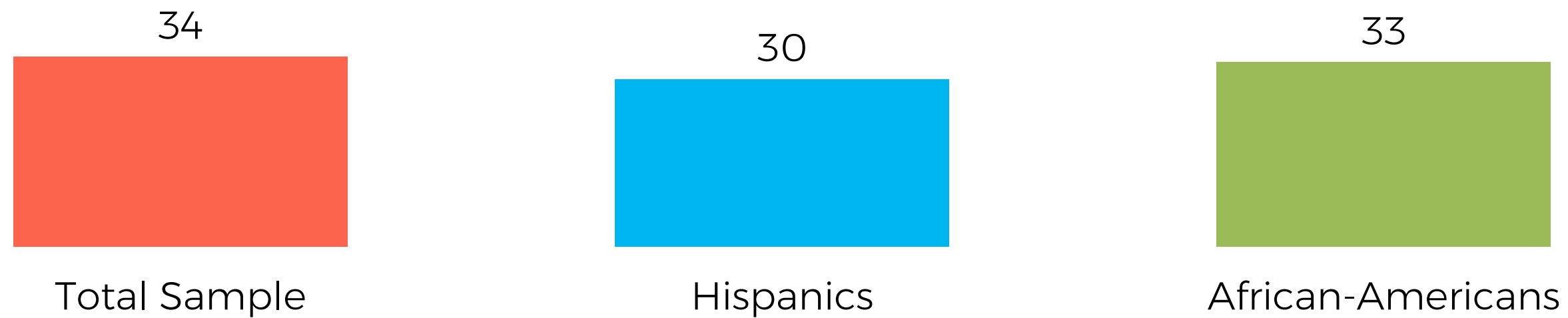
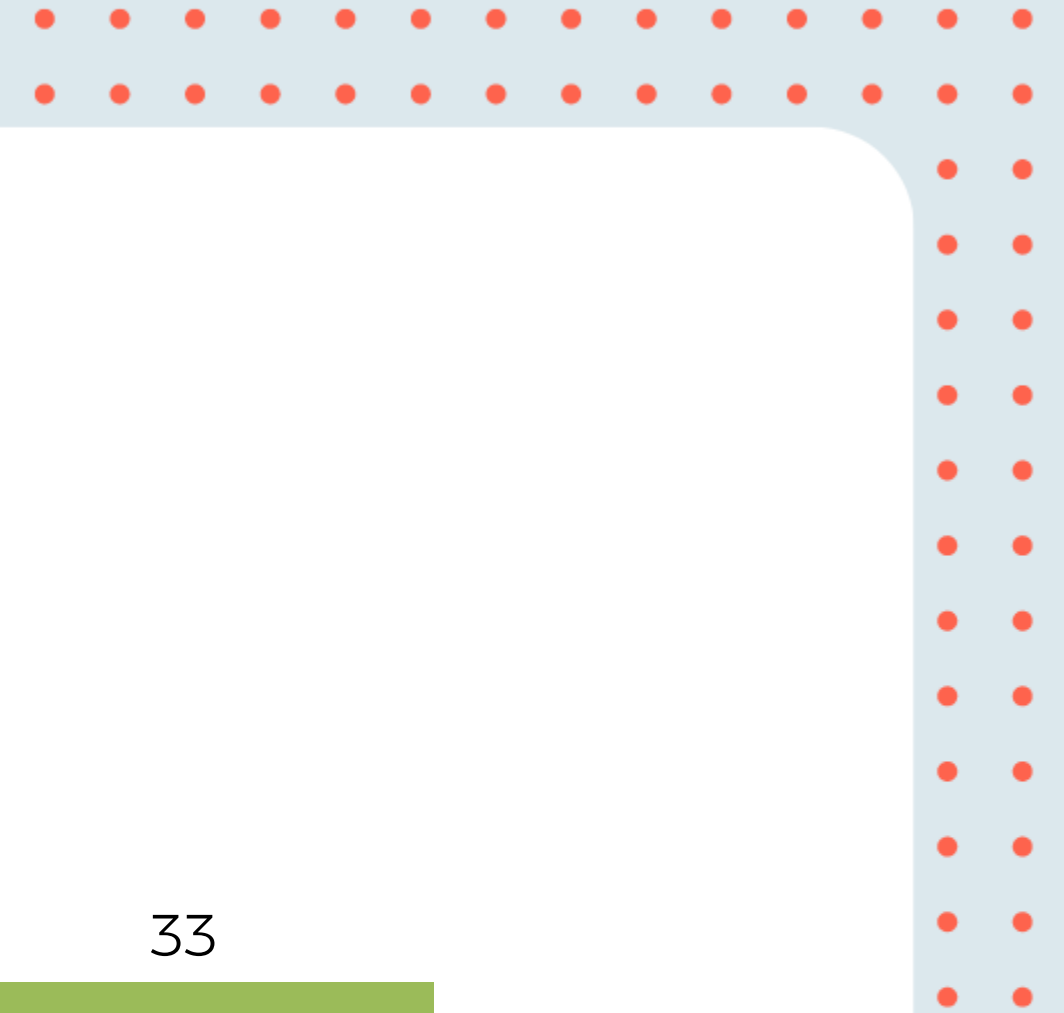
Monthly Podcast Listening

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



Weekly Podcast Listening

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





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