



THE INFINITE DIAL[®] 2025



A LOOK AT HISPANICS AND
AFRICAN-AMERICANS

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 2025, Edison Research conducted a national survey of 5,020 people aged 12 and older
 - N=1,006 telephone surveys
 - N=4,014 online surveys
- Survey offered in both English and Spanish
- Data weighted to national 12+ U.S. population figures
- This report is based on 758 Hispanic respondents and 604 African-American respondents





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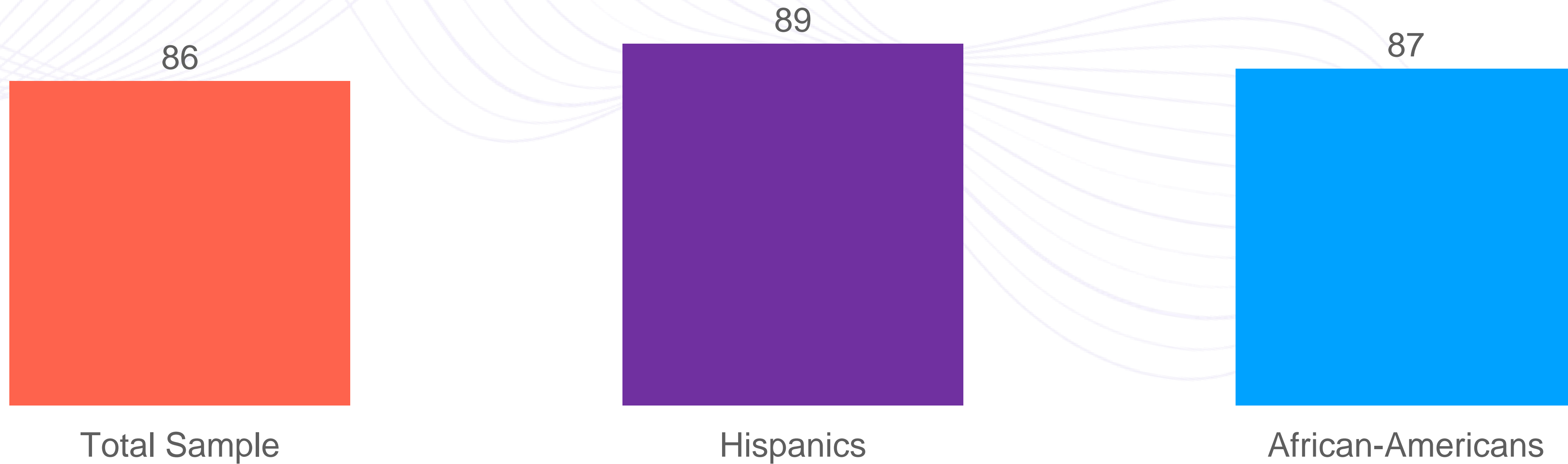
Social Media



Social Media Usage

TOTAL U.S. POPULATION 12+

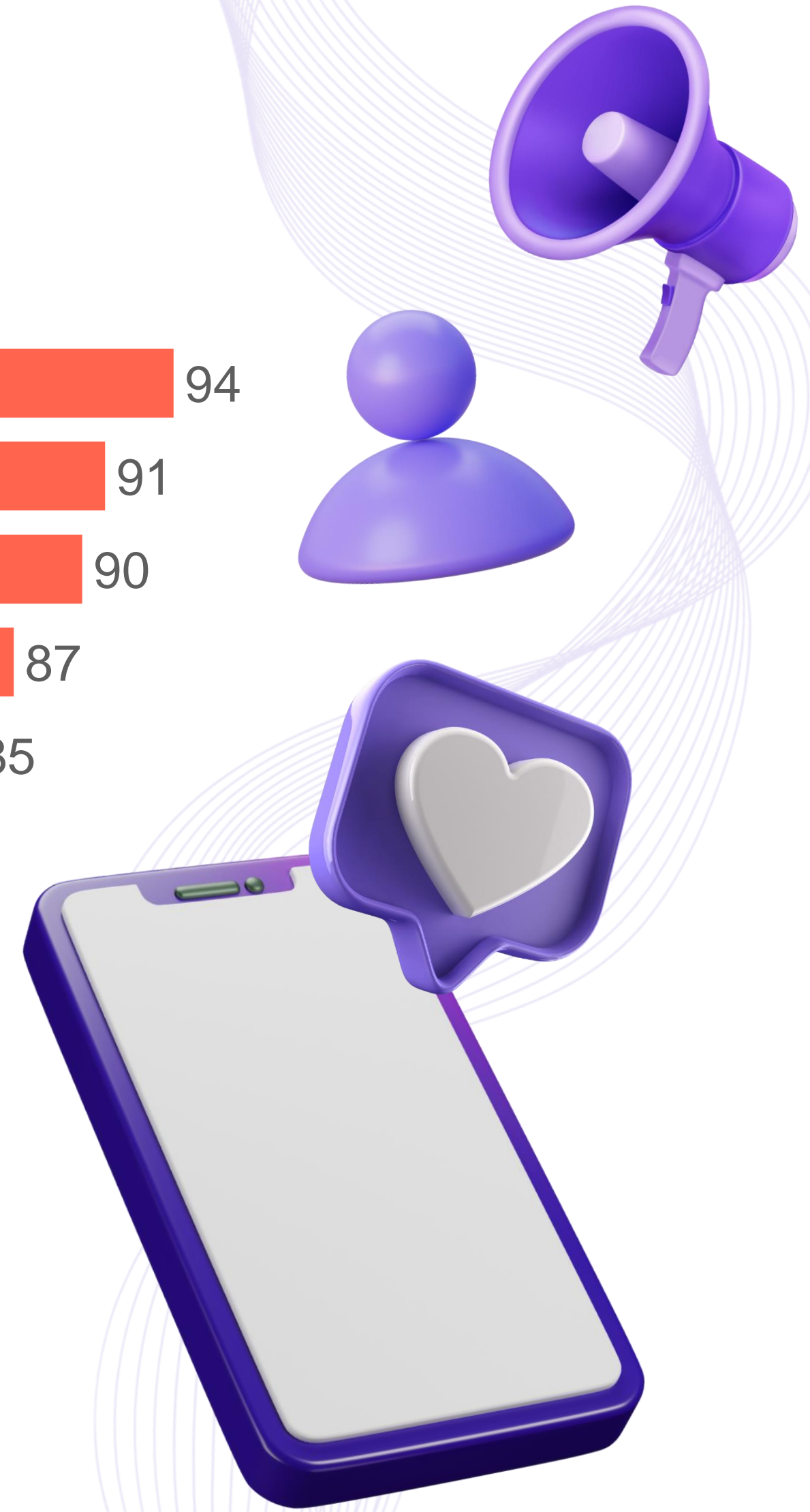
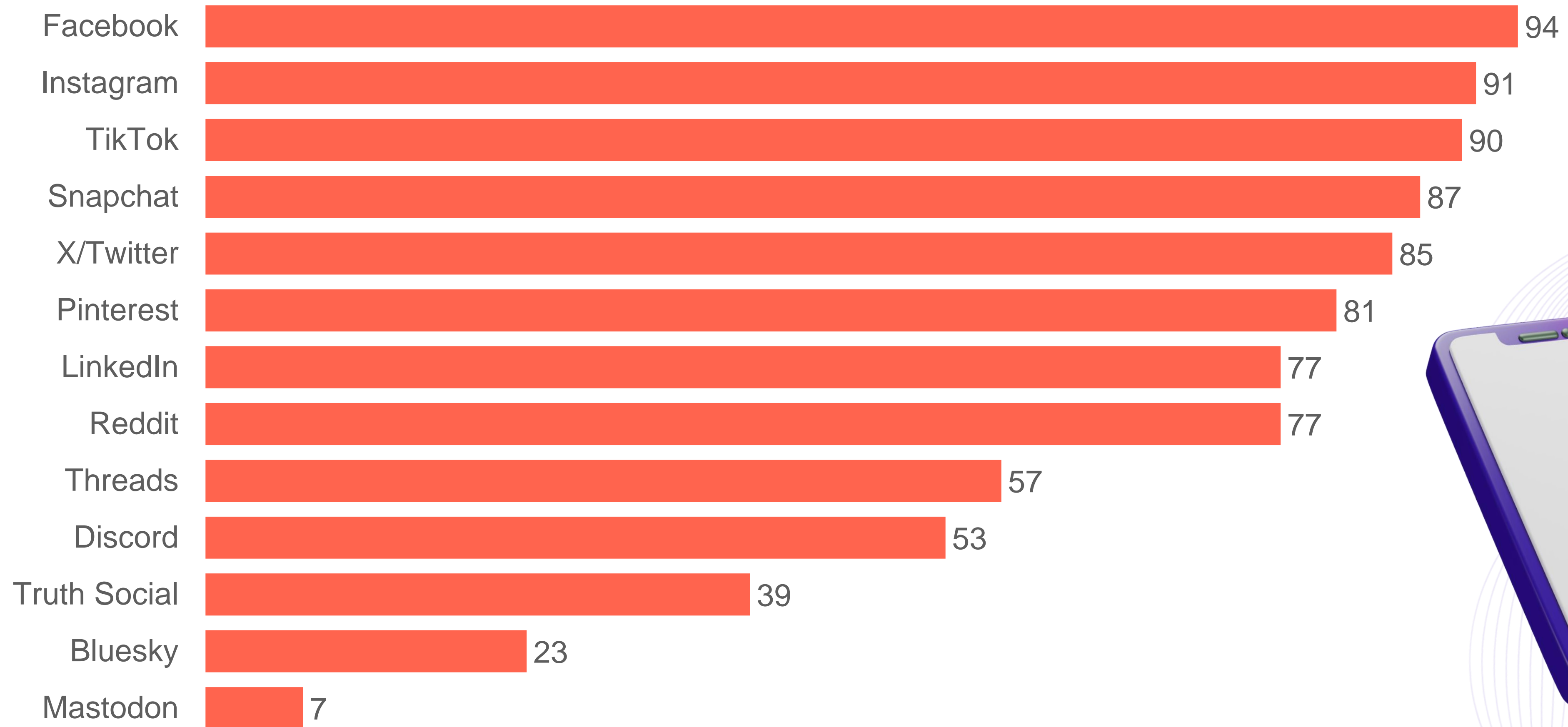
% USING SOCIAL MEDIA



Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

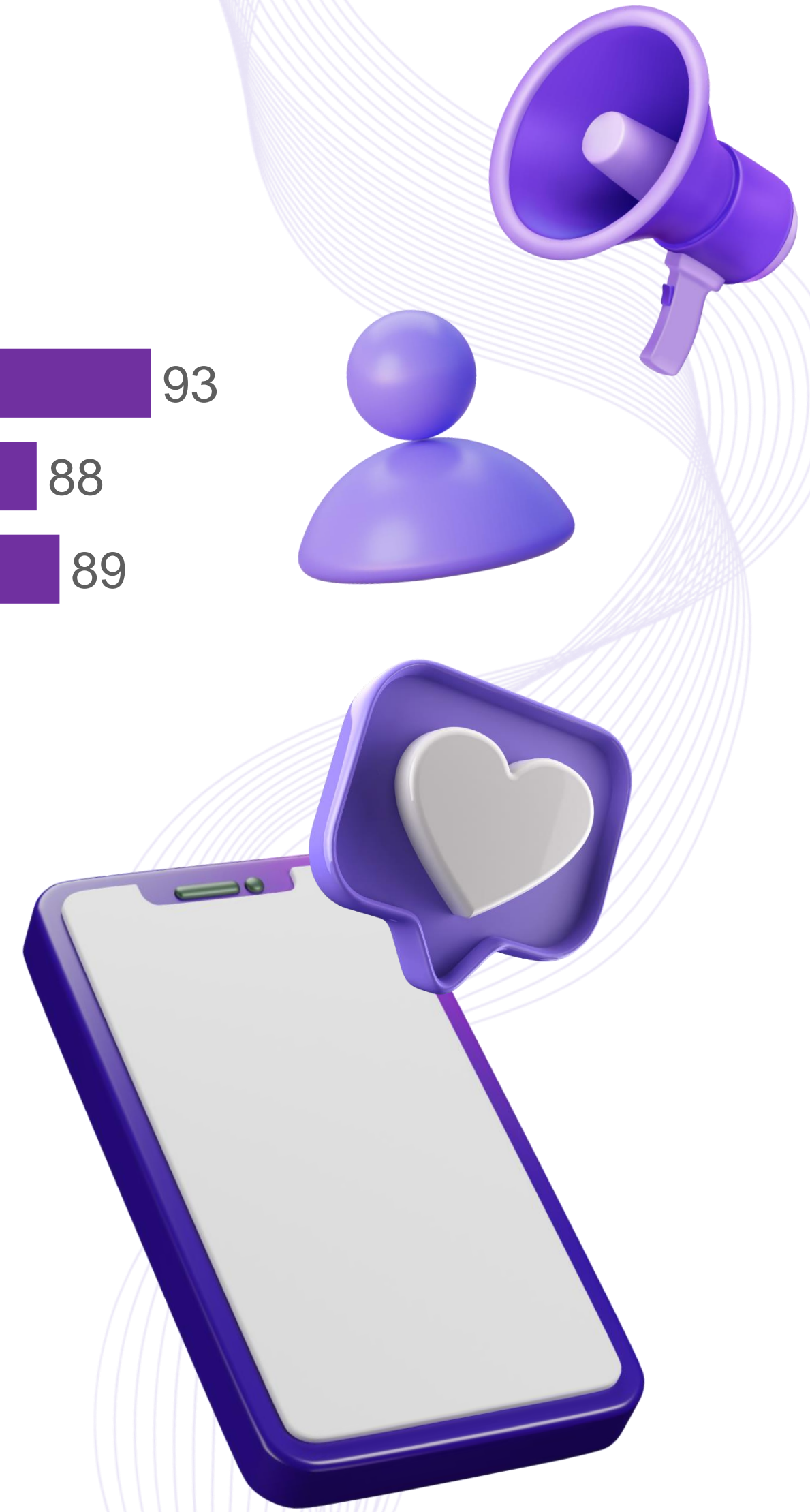
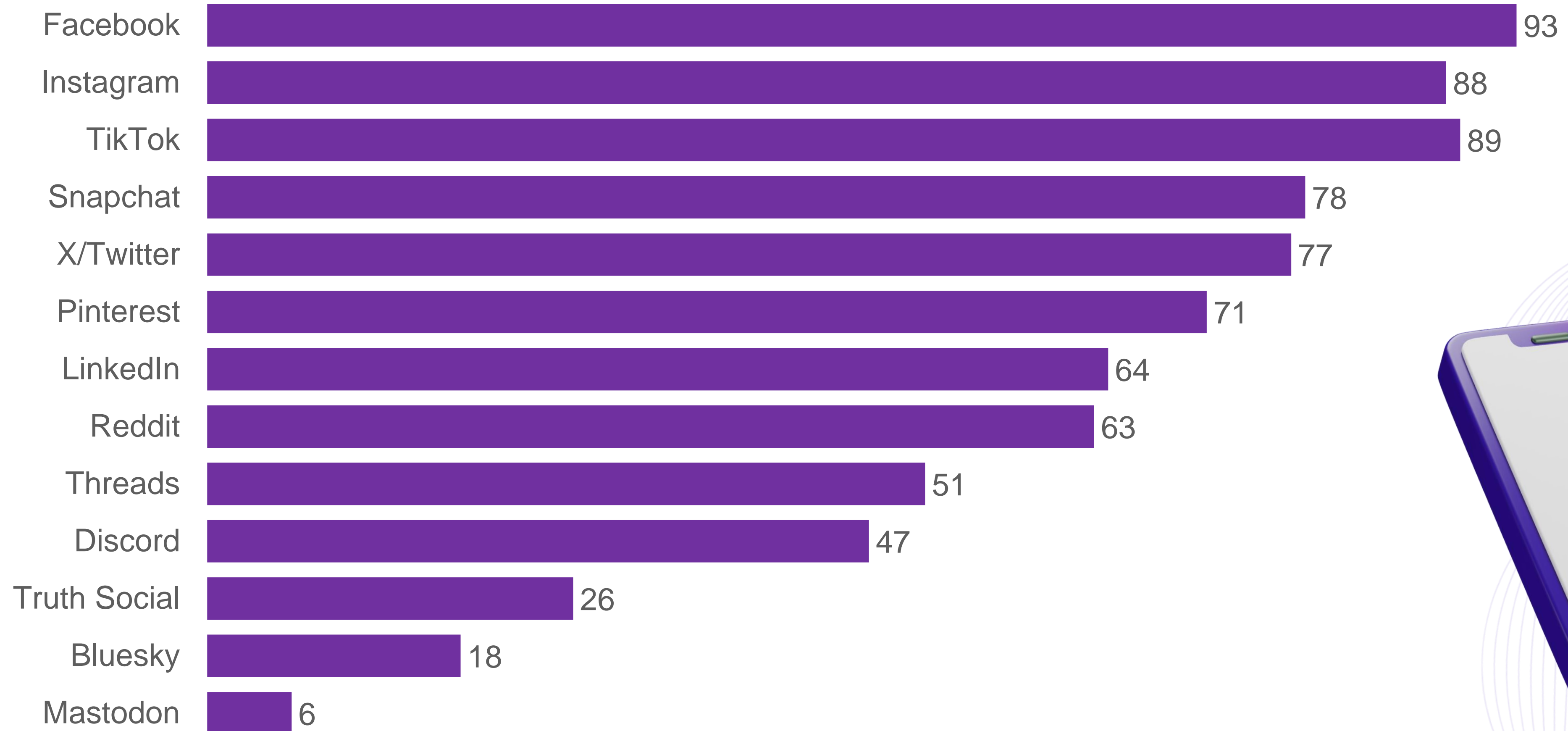
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Awareness (Hispanics)

TOTAL U.S. POPULATION 12+

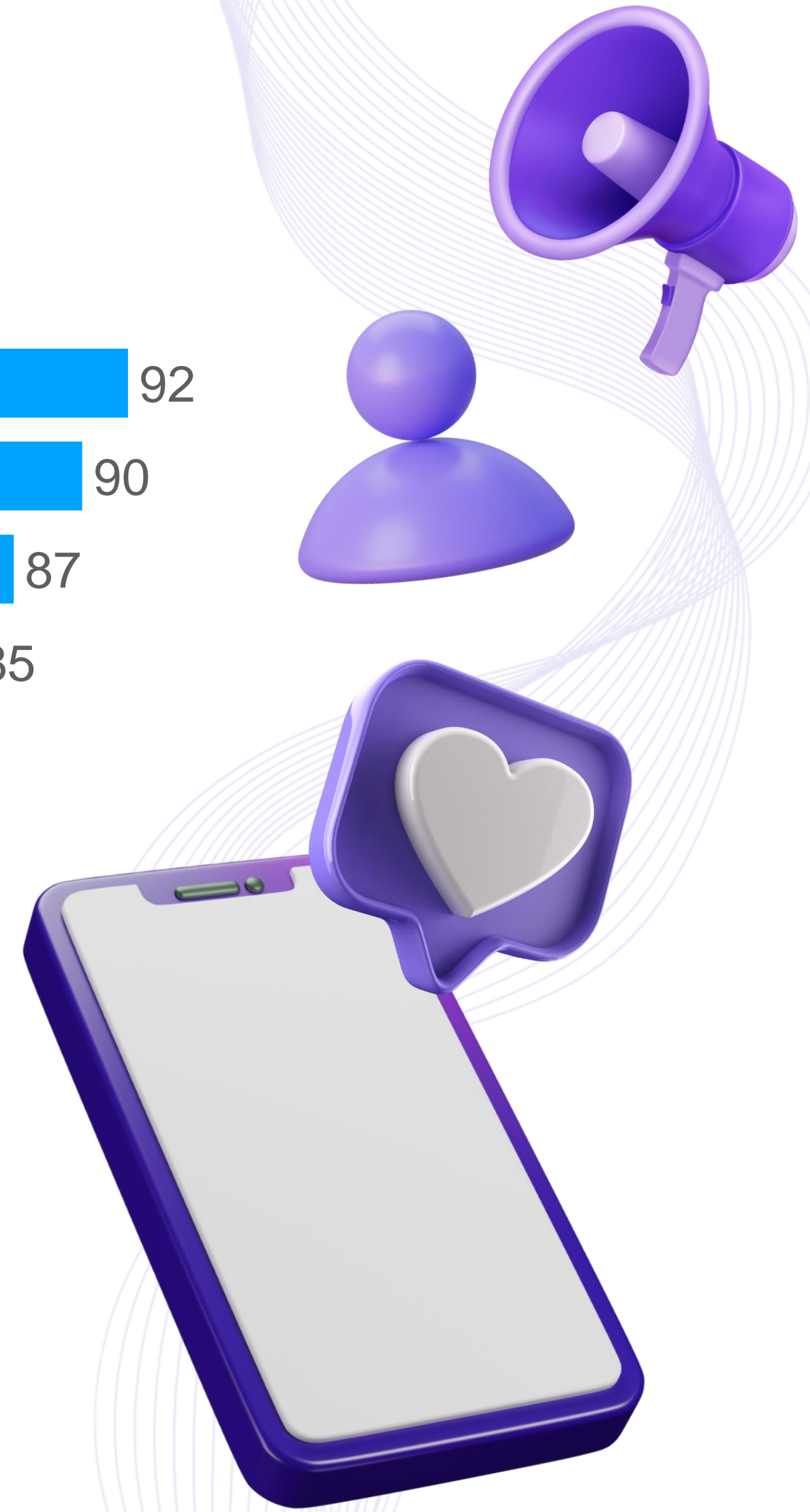
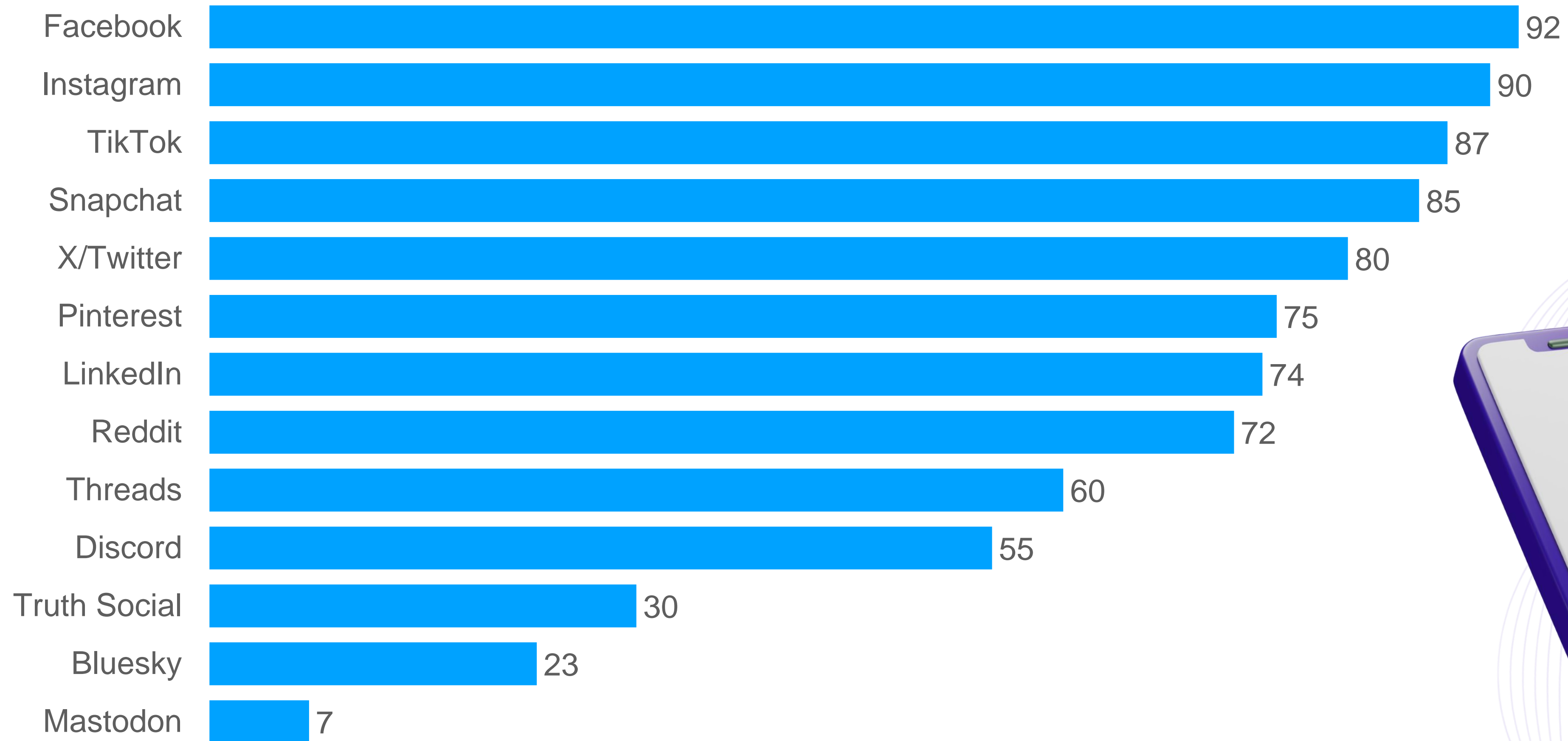
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Awareness (African-Americans)

TOTAL U.S. POPULATION 12+

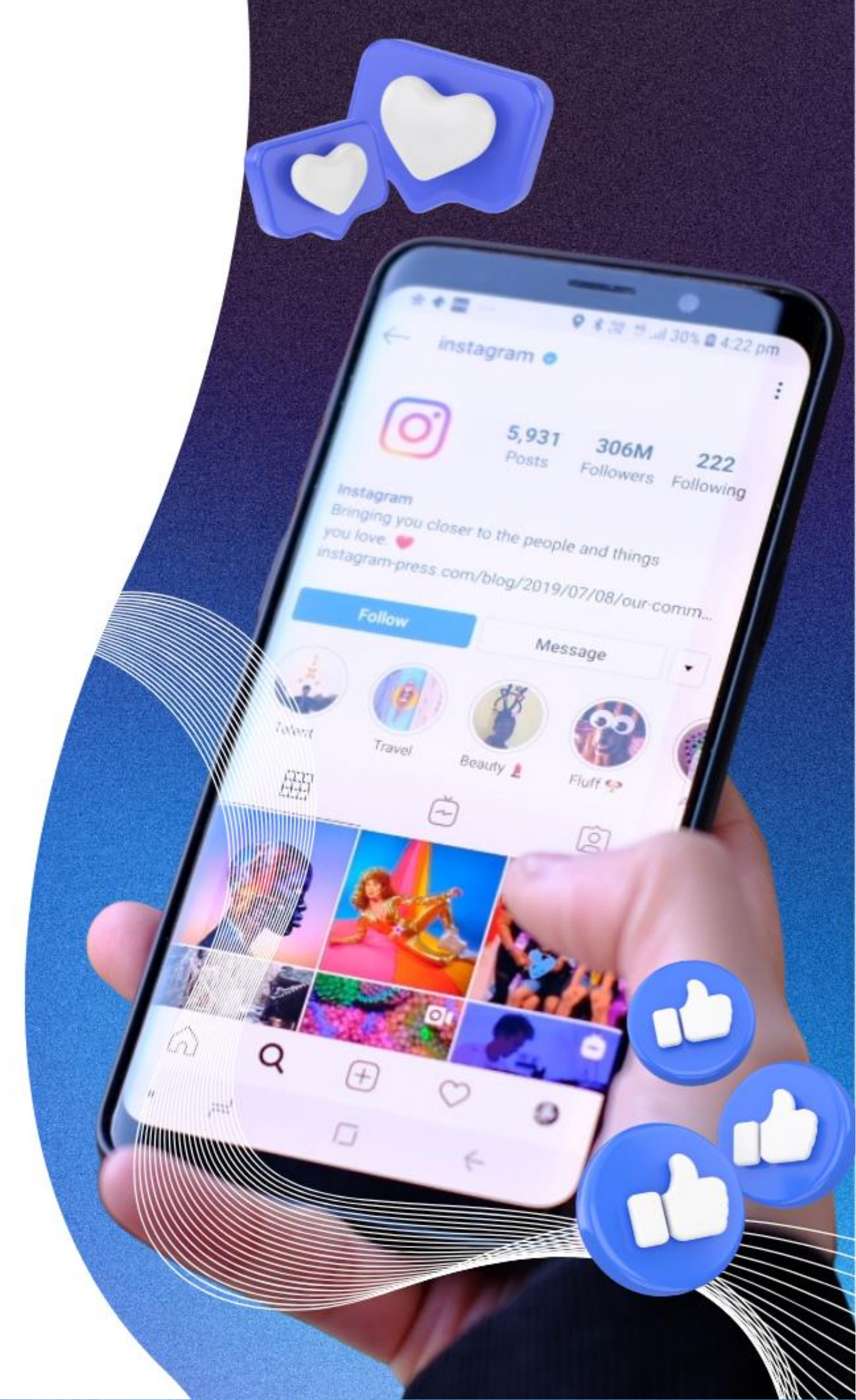
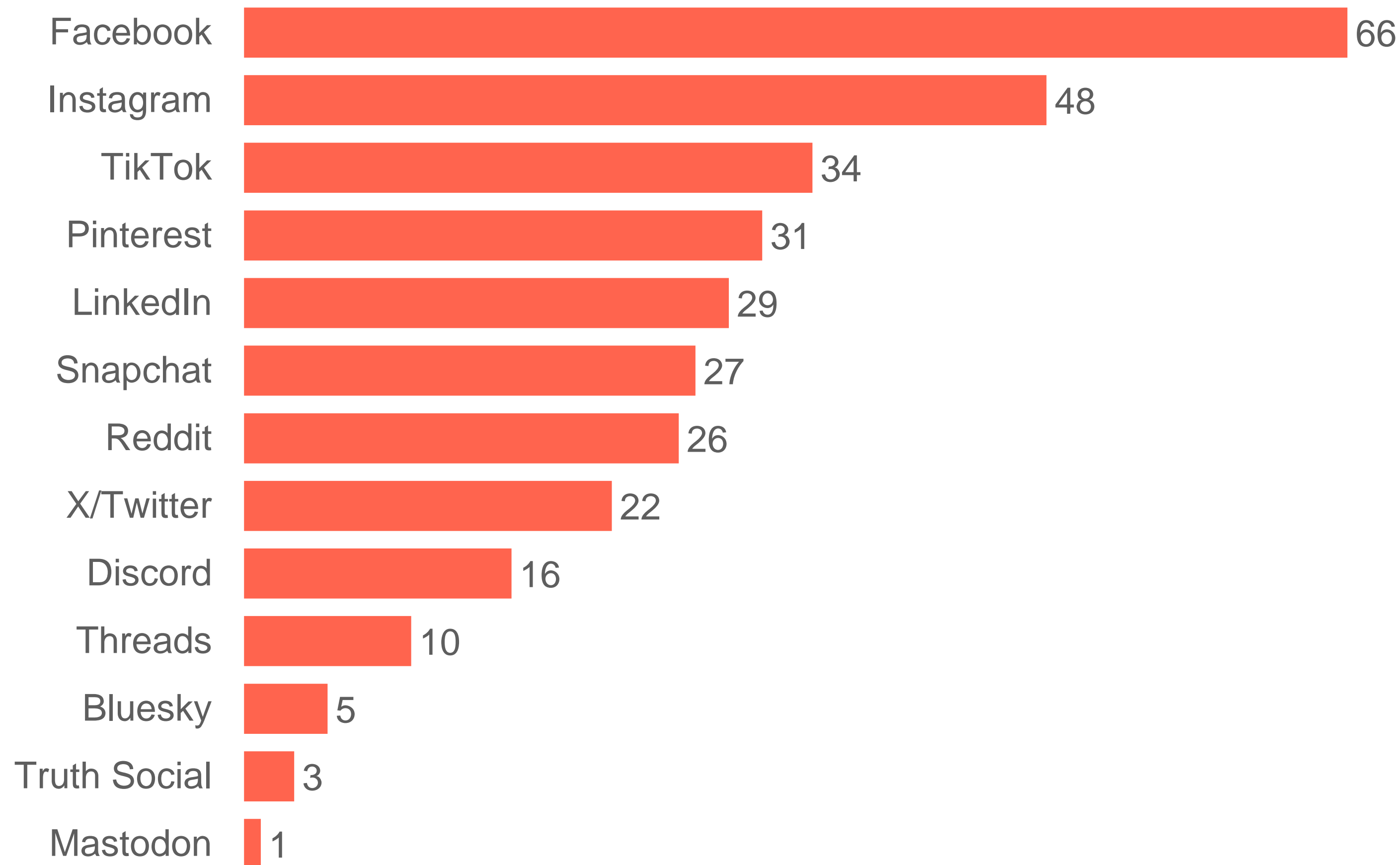
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Usage

TOTAL U.S. POPULATION 12+

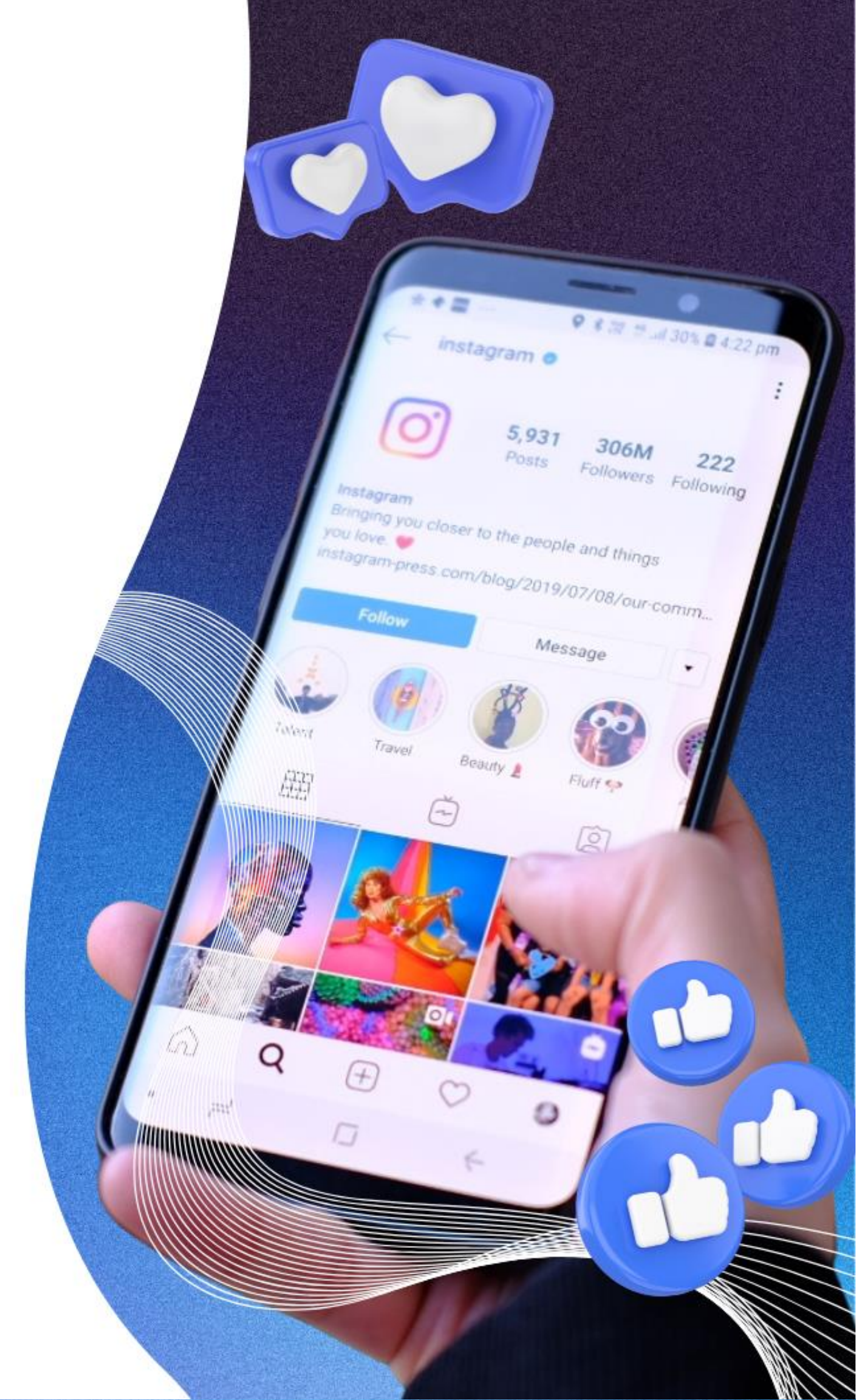
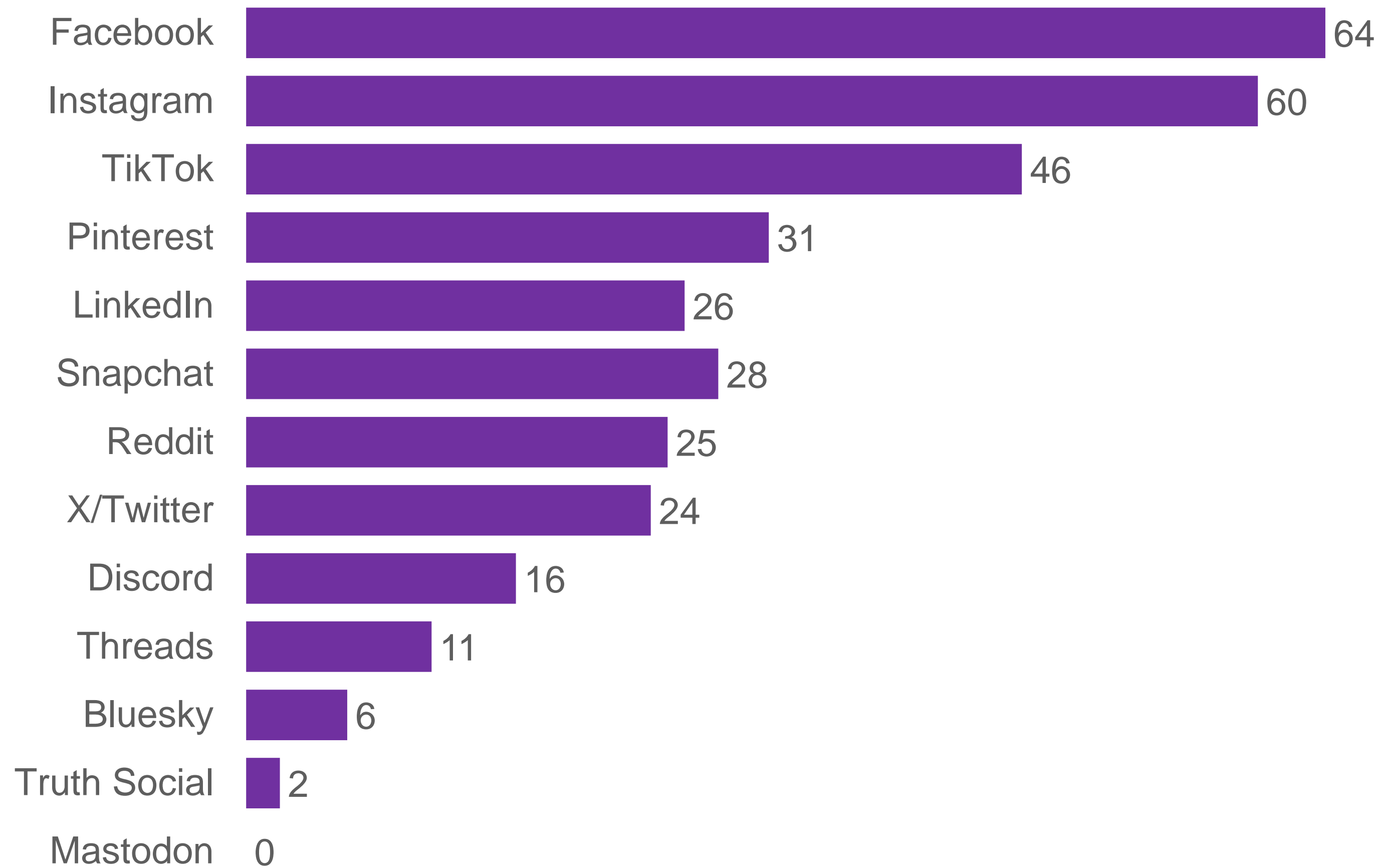
% CURRENTLY USE SOCIAL MEDIA BRAND



Social Media Brand Usage (Hispanics)

TOTAL U.S. POPULATION 12+

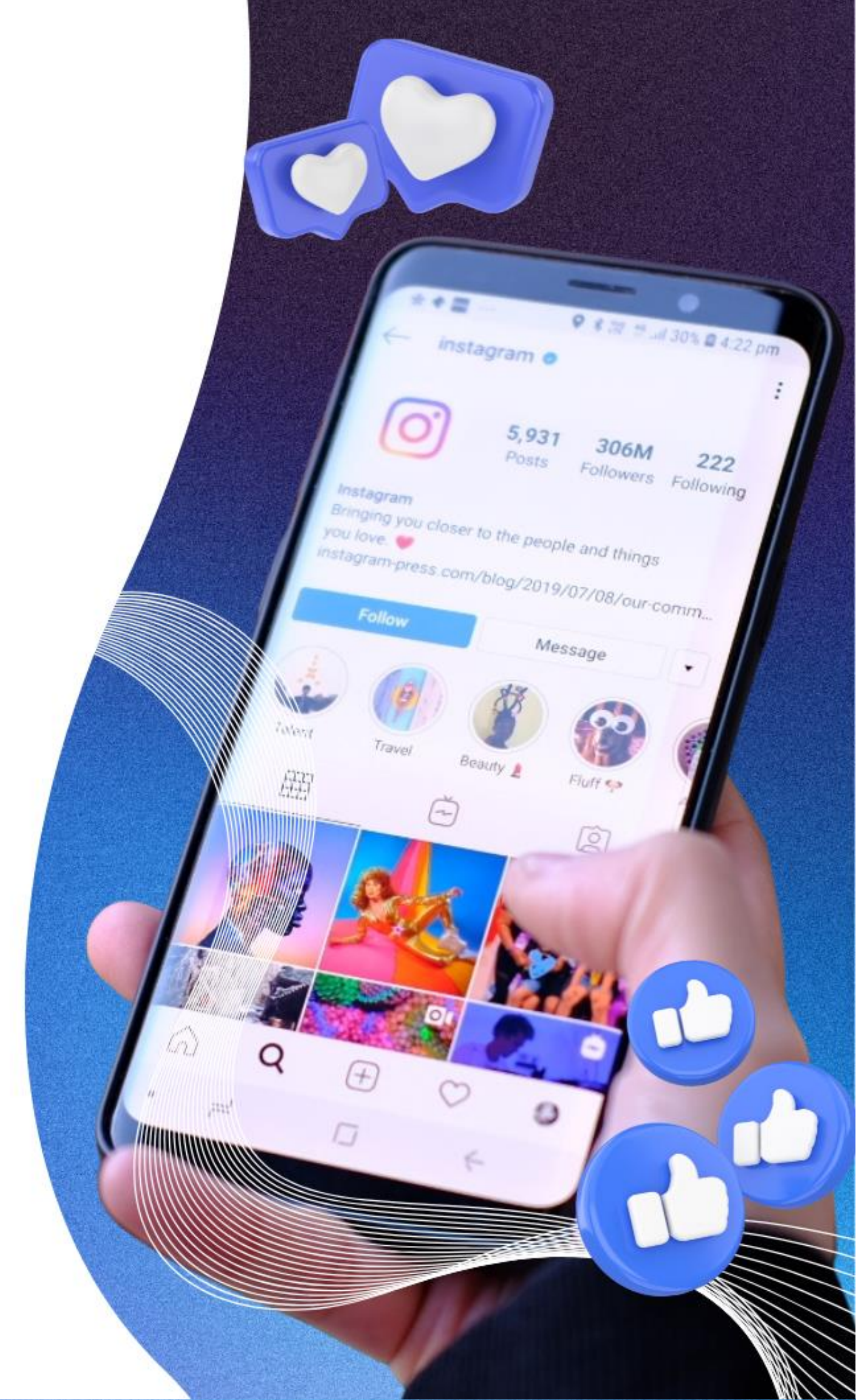
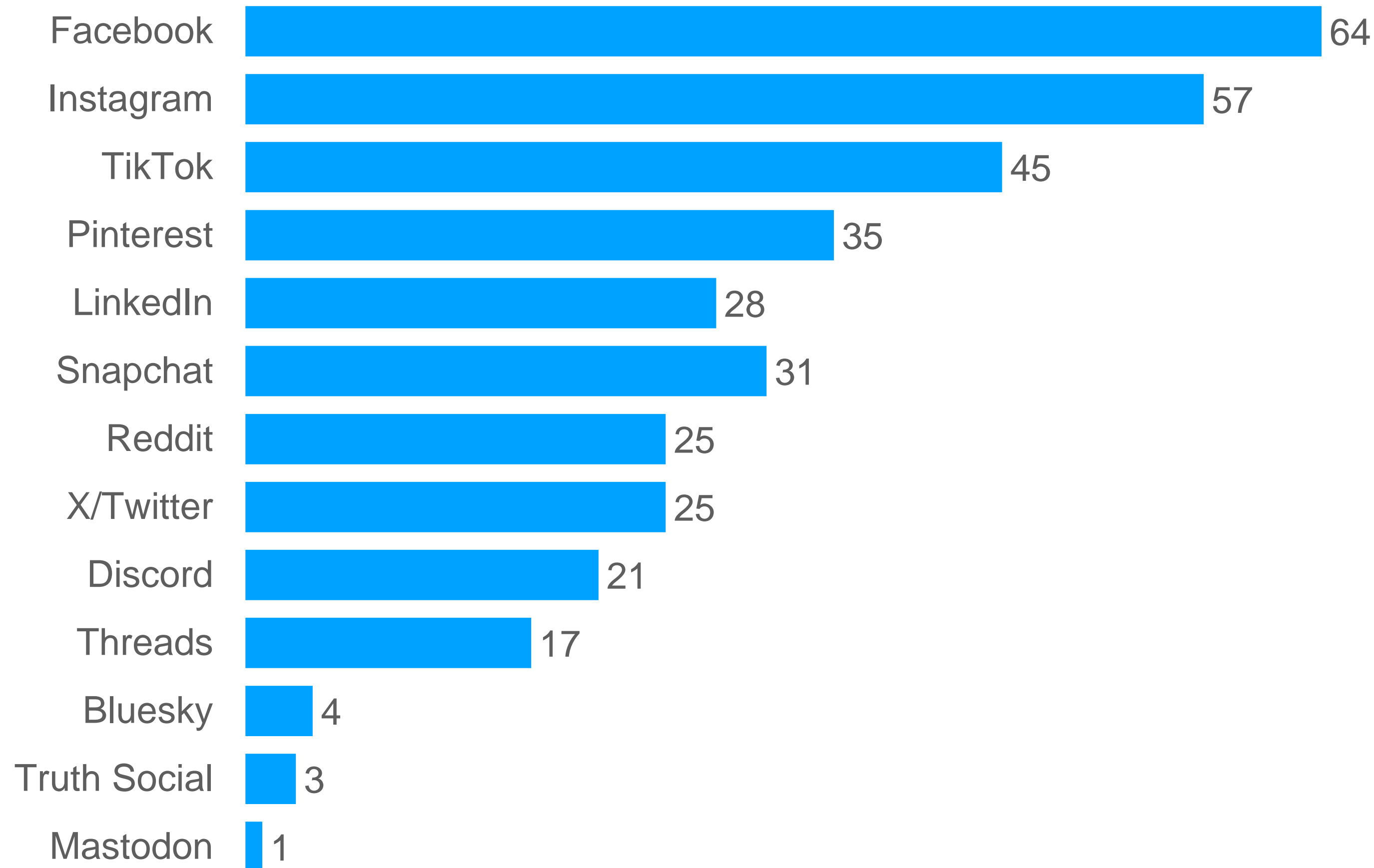
% CURRENTLY USE SOCIAL MEDIA BRAND



Social Media Brand Usage (African-Americans)

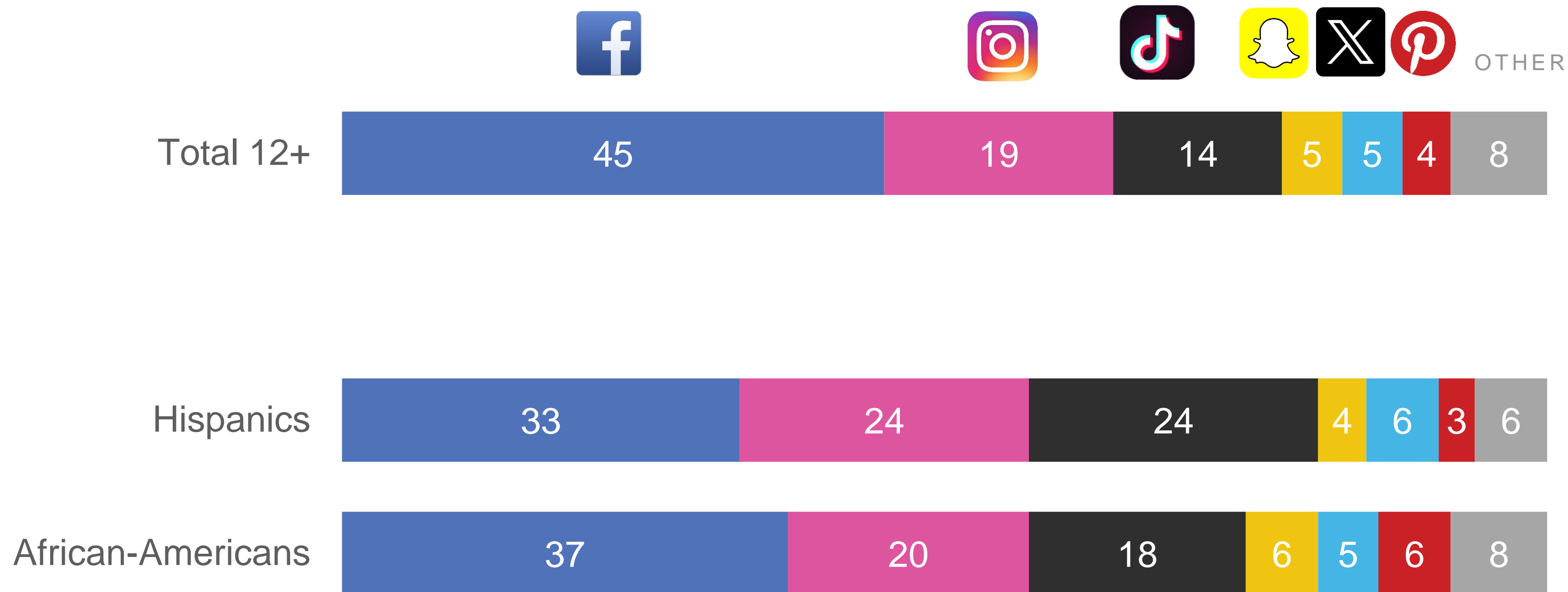
TOTAL U.S. POPULATION 12+

% CURRENTLY USE SOCIAL MEDIA BRAND



Social Media Brand Used Most Often

BASE: U.S. 12+ SOCIAL MEDIA USERS





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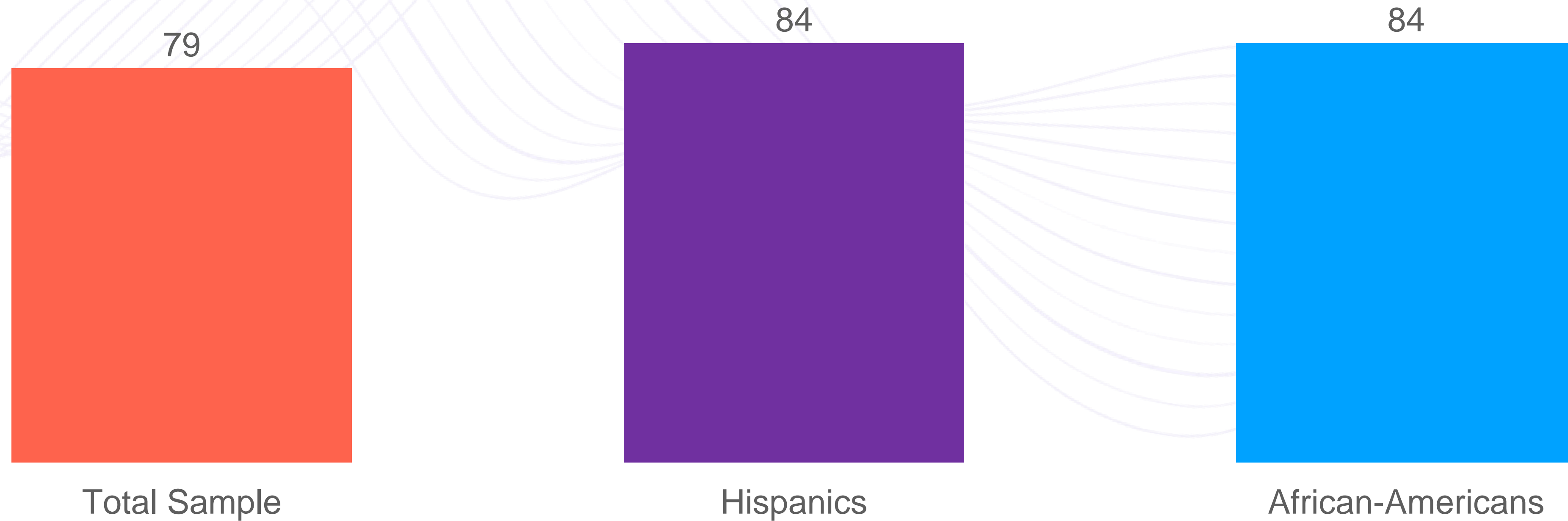
Online Audio



Monthly Online Audio Listening

TOTAL U.S. POPULATION 12+

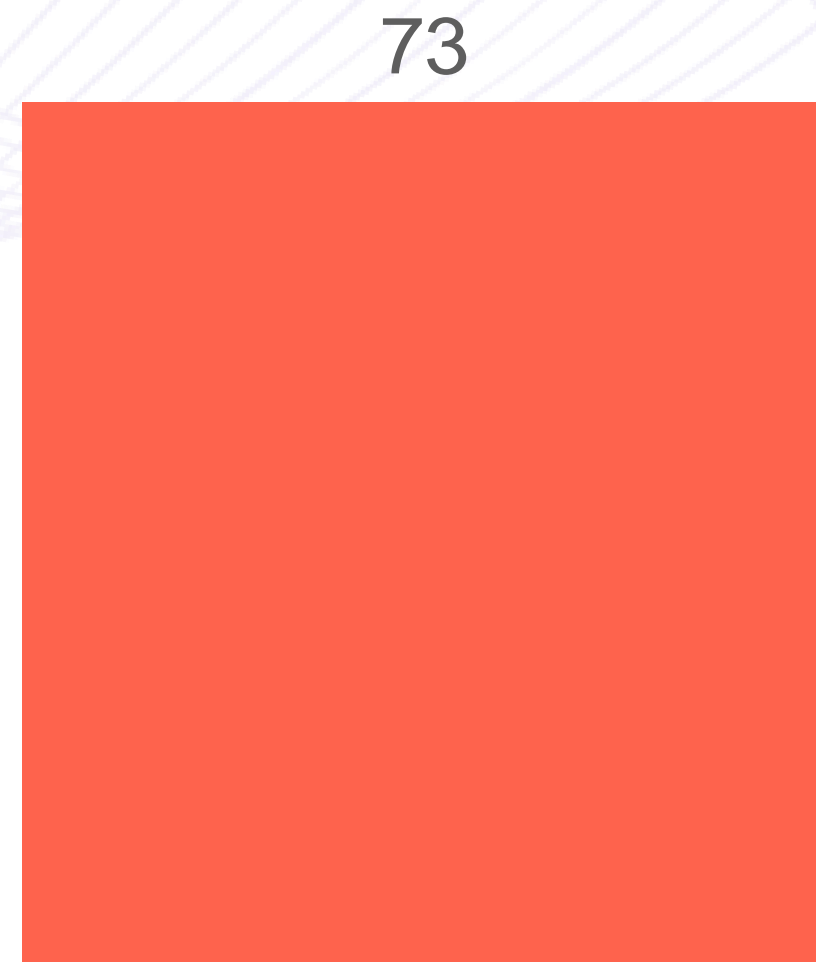
% LISTENED TO ONLINE AUDIO IN THE LAST MONTH



Weekly Online Audio Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN THE LAST WEEK



Total Sample



Hispanics

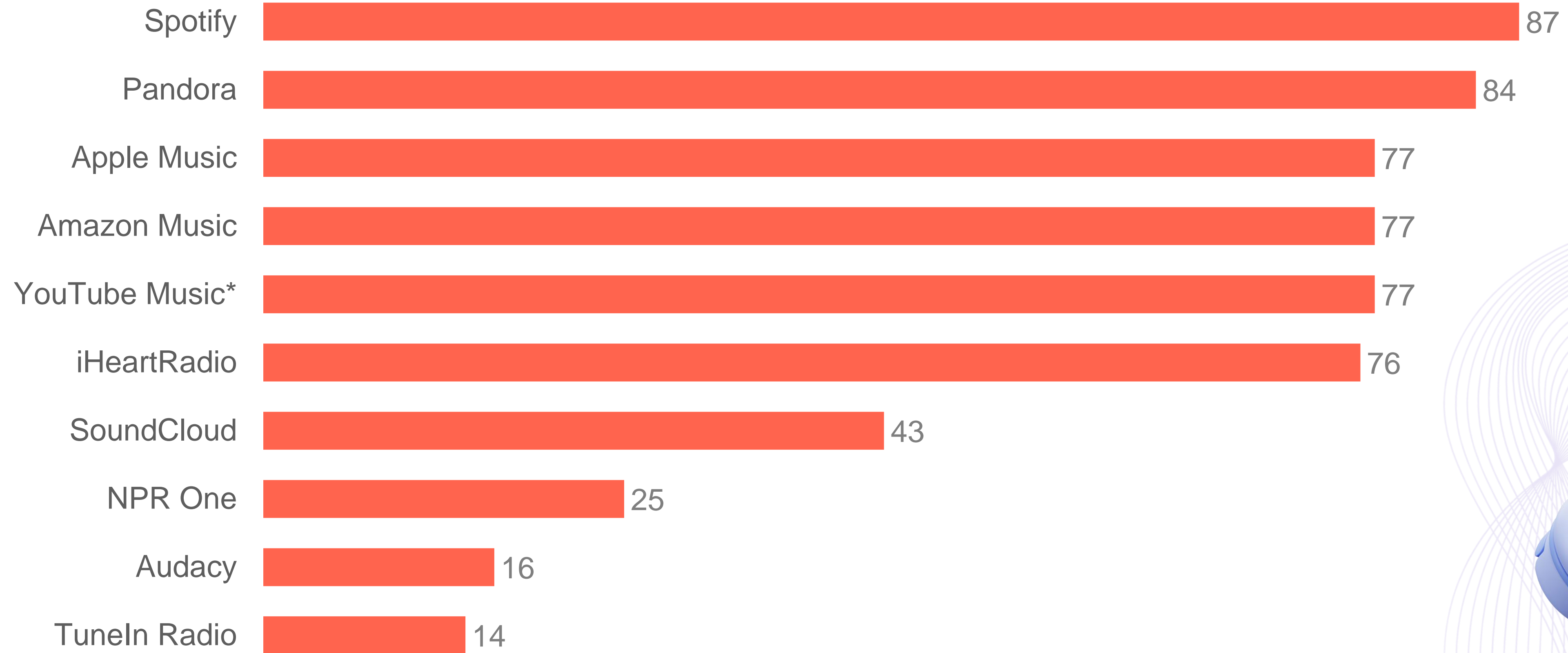


African-Americans

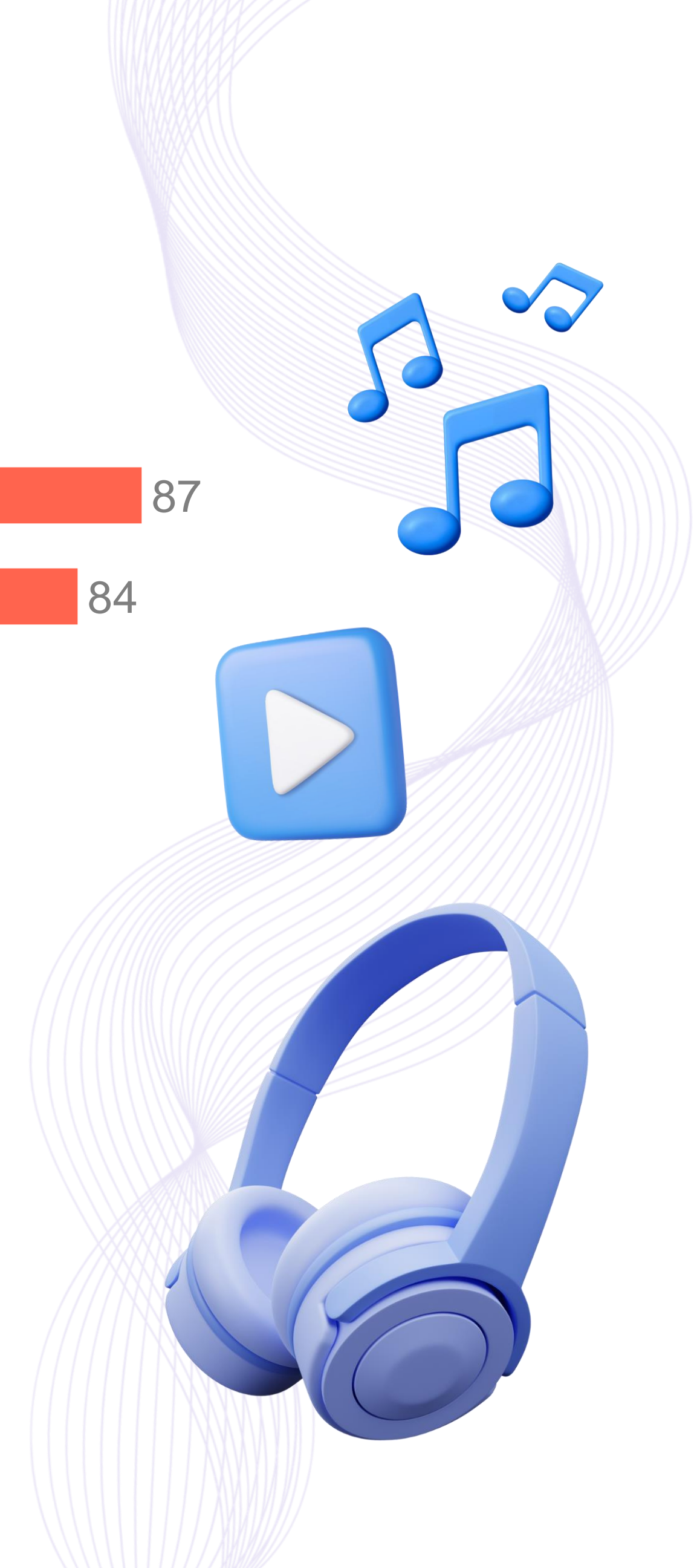
Online Audio Brand Awareness

TOTAL U.S. POPULATION 12+

% AWARE OF ONLINE AUDIO BRAND



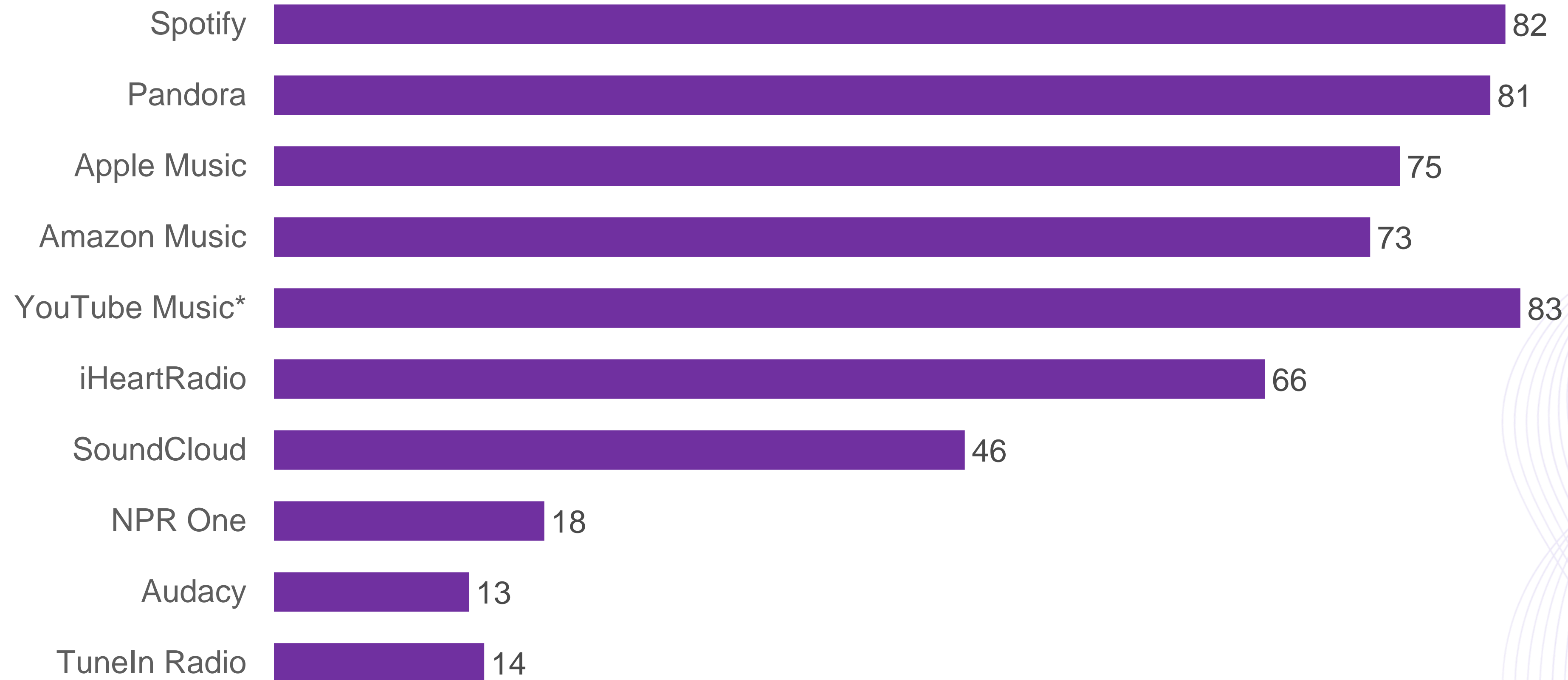
*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"



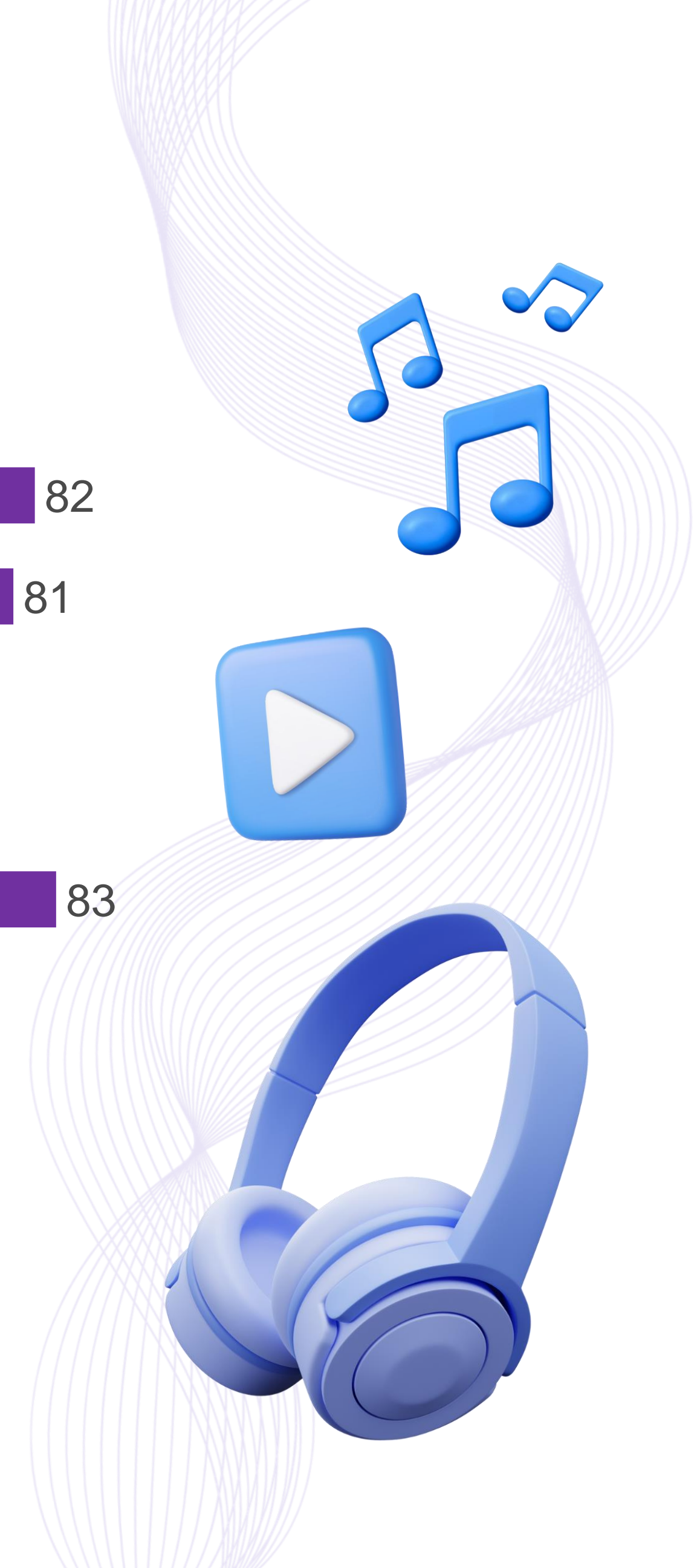
Online Audio Brand Awareness (Hispanics)

TOTAL U.S. POPULATION 12+

% AWARE OF ONLINE AUDIO BRAND



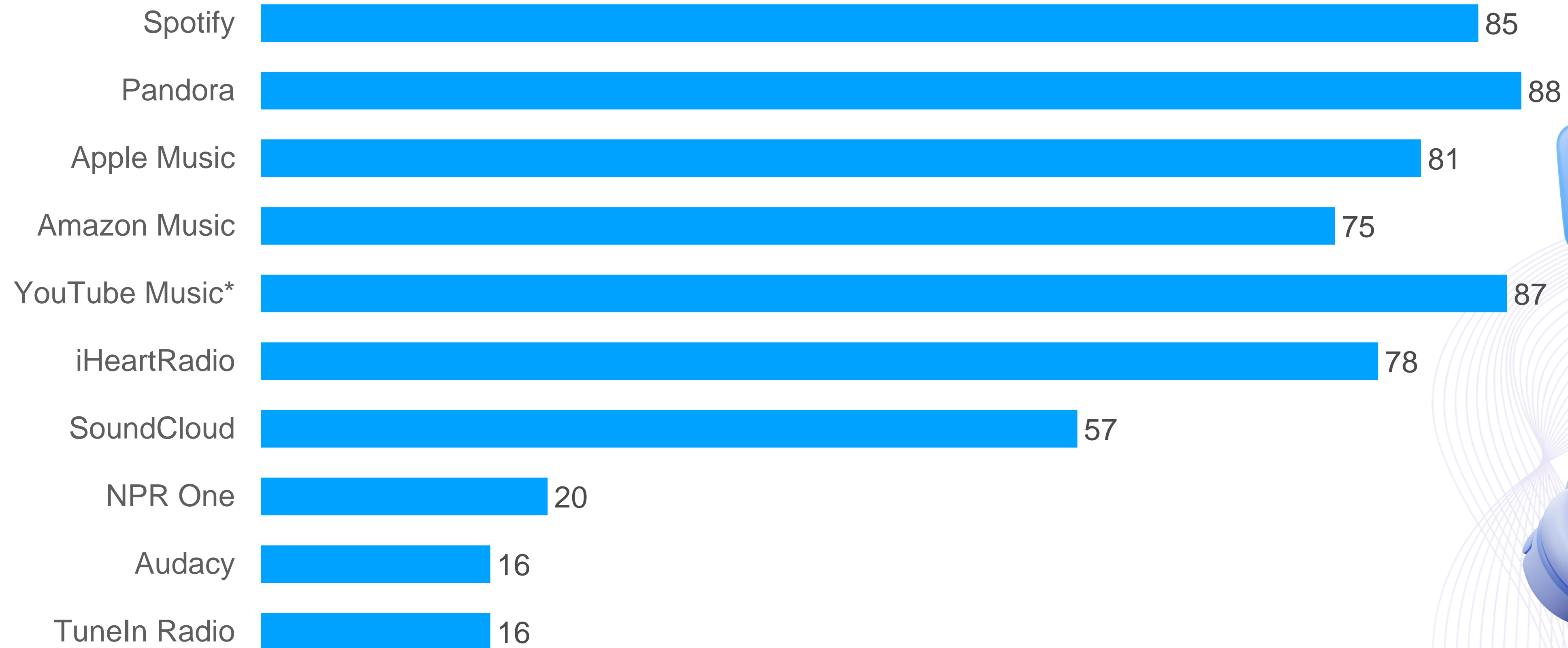
*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"



Online Audio Brand Awareness (African-Americans)

TOTAL U.S. POPULATION 12+

% AWARE OF ONLINE AUDIO BRAND

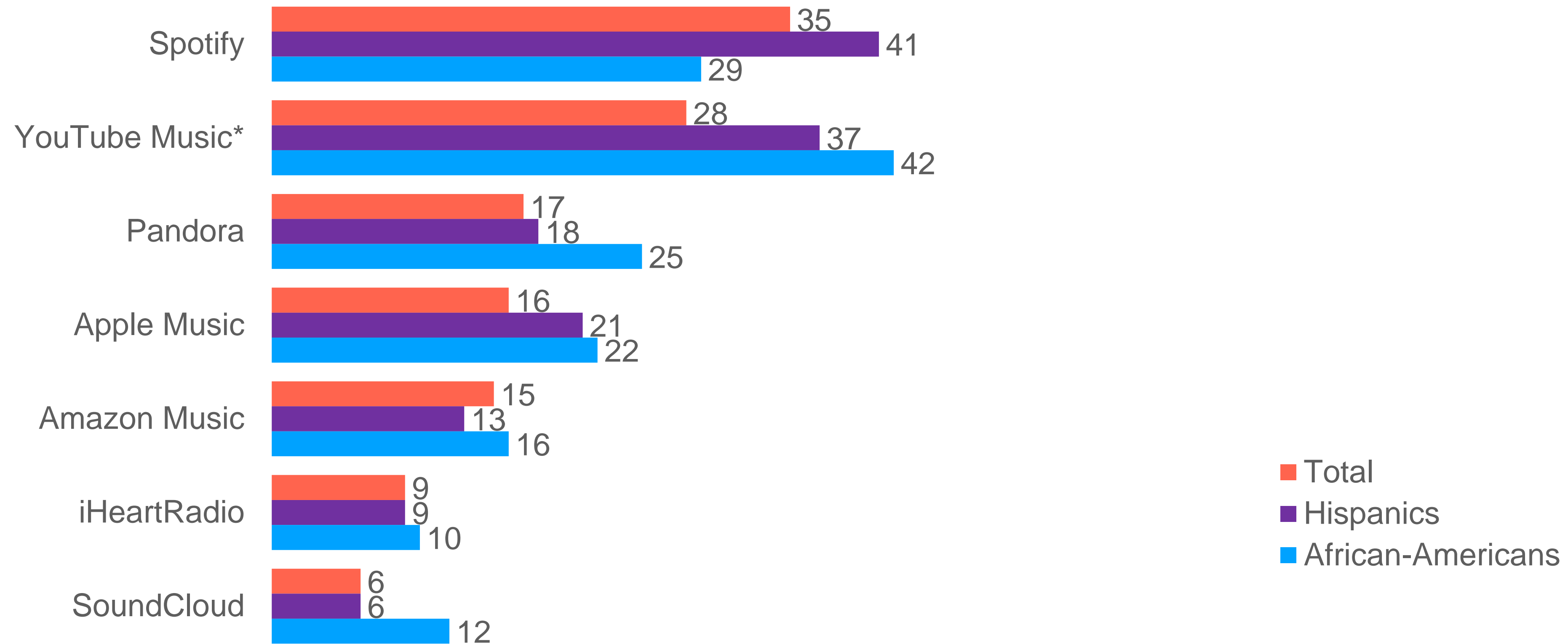


*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"

Online Audio Brands Listened to in Last Month

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO BRAND IN THE LAST MONTH

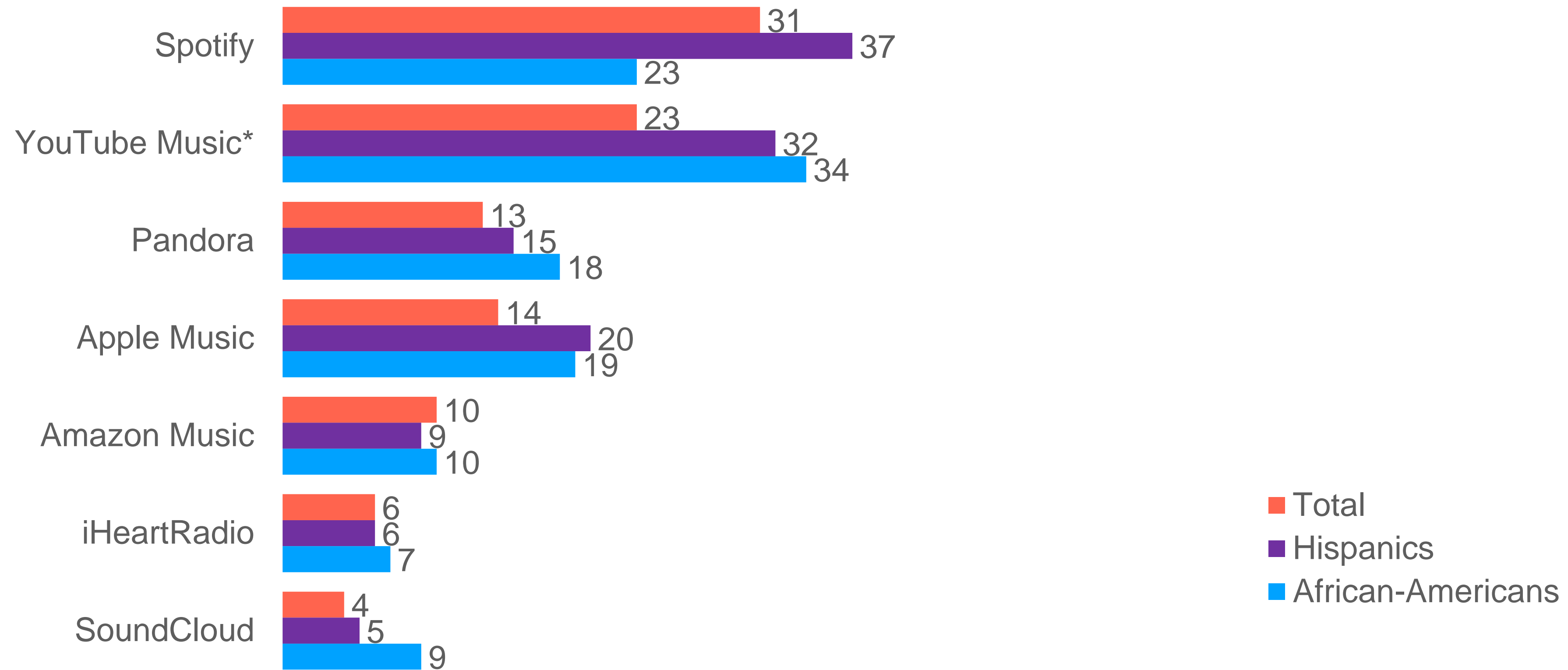


*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"

Online Audio Brands Listened to in Last Week

TOTAL U.S. POPULATION 12+

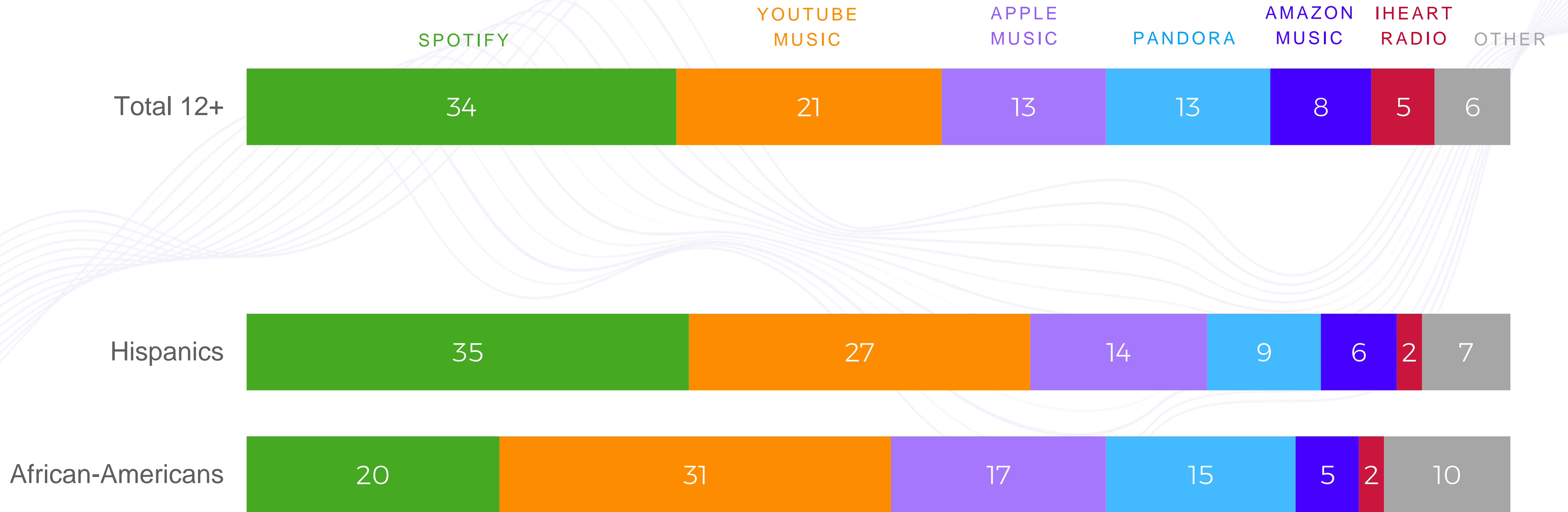
% LISTENED TO ONLINE AUDIO BRAND IN THE LAST WEEK



*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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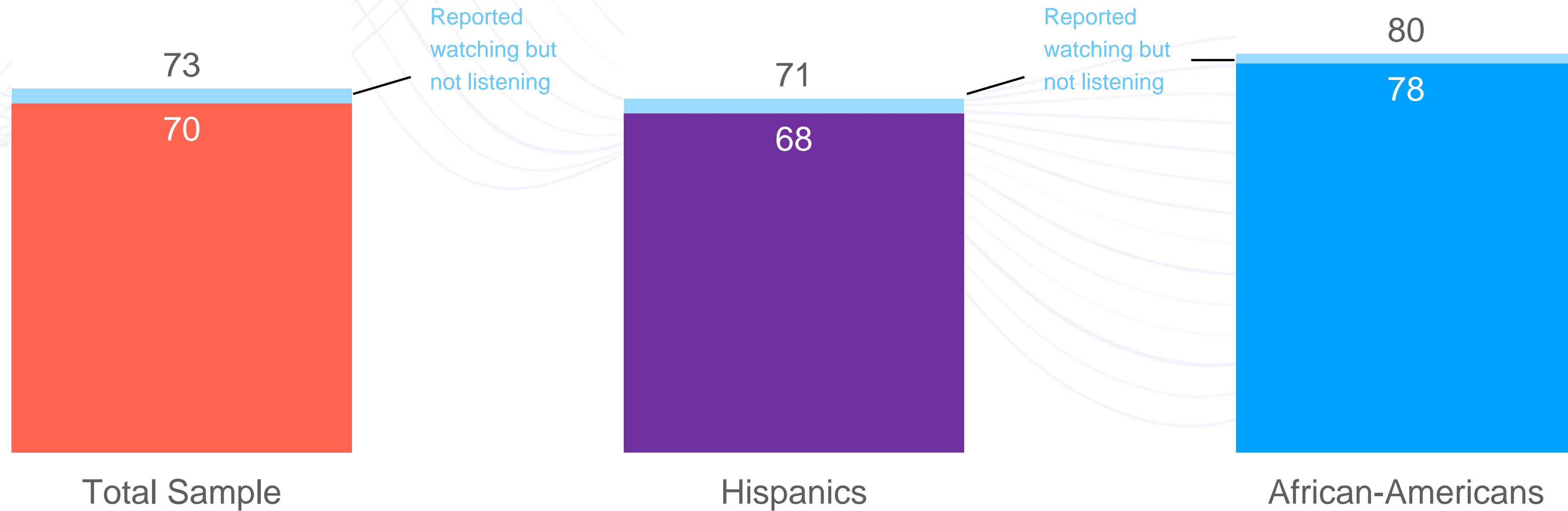
Podcasting



Ever Consumed a Podcast

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO OR WATCHED A PODCAST

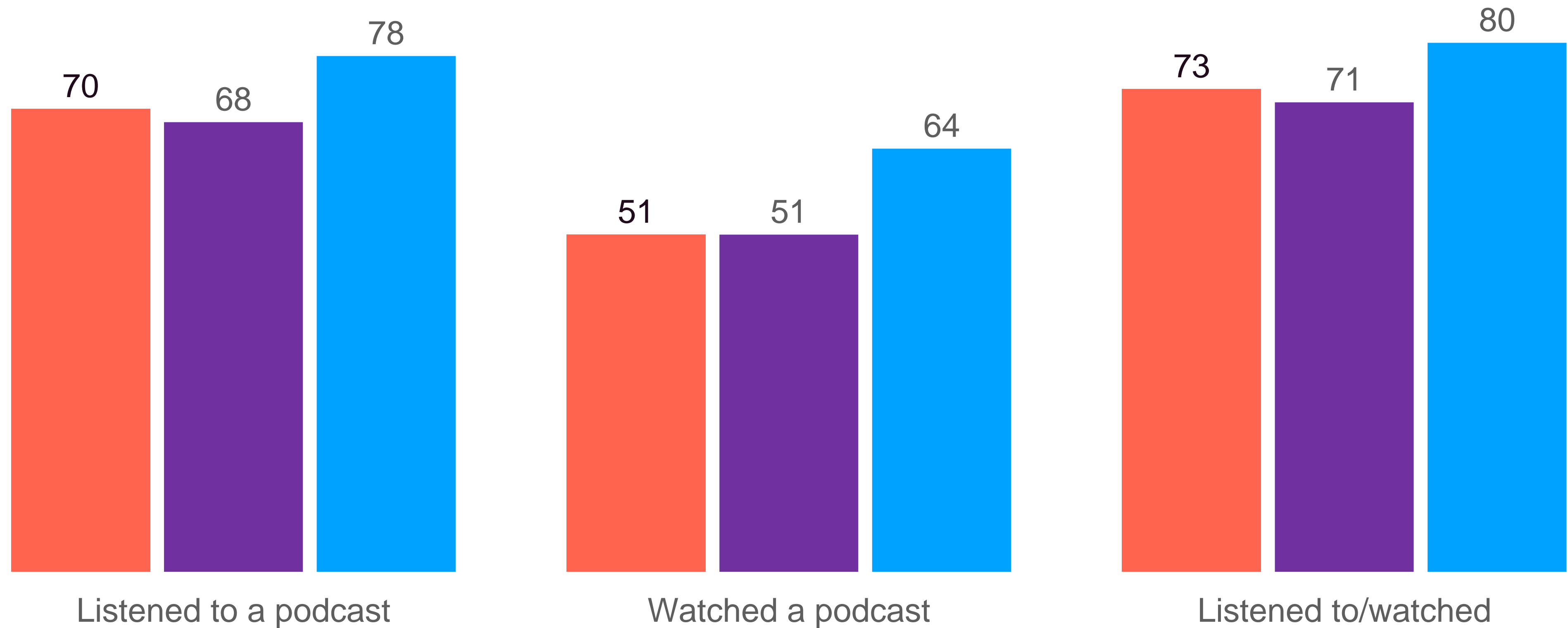


Ever Consumed a Podcast

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO OR WATCHED A PODCAST

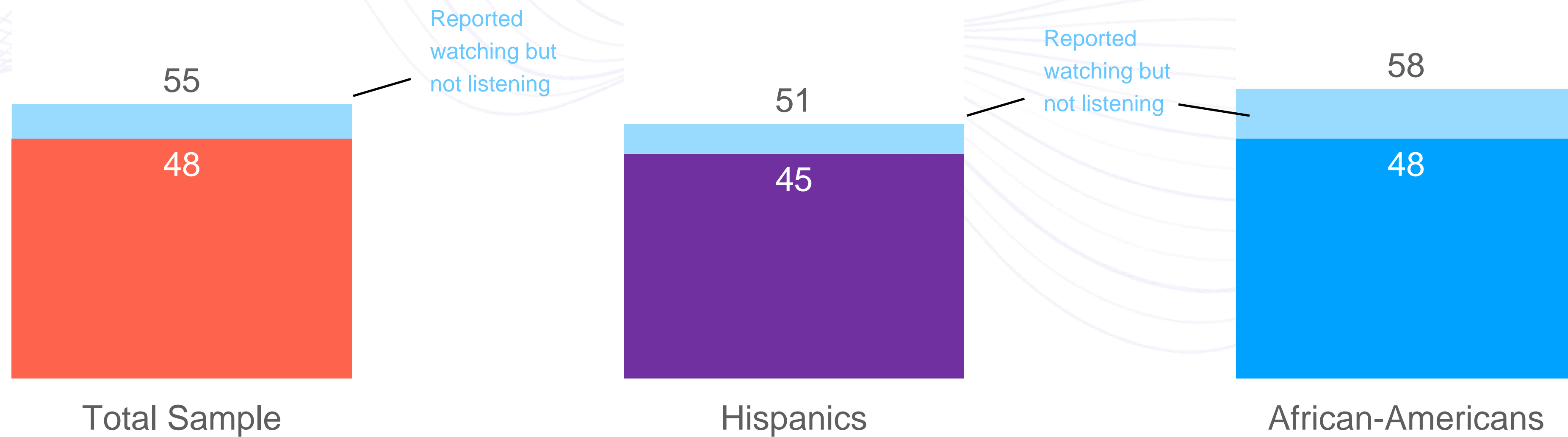
■ Total Sample ■ Hispanics ■ African-Americans



Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH

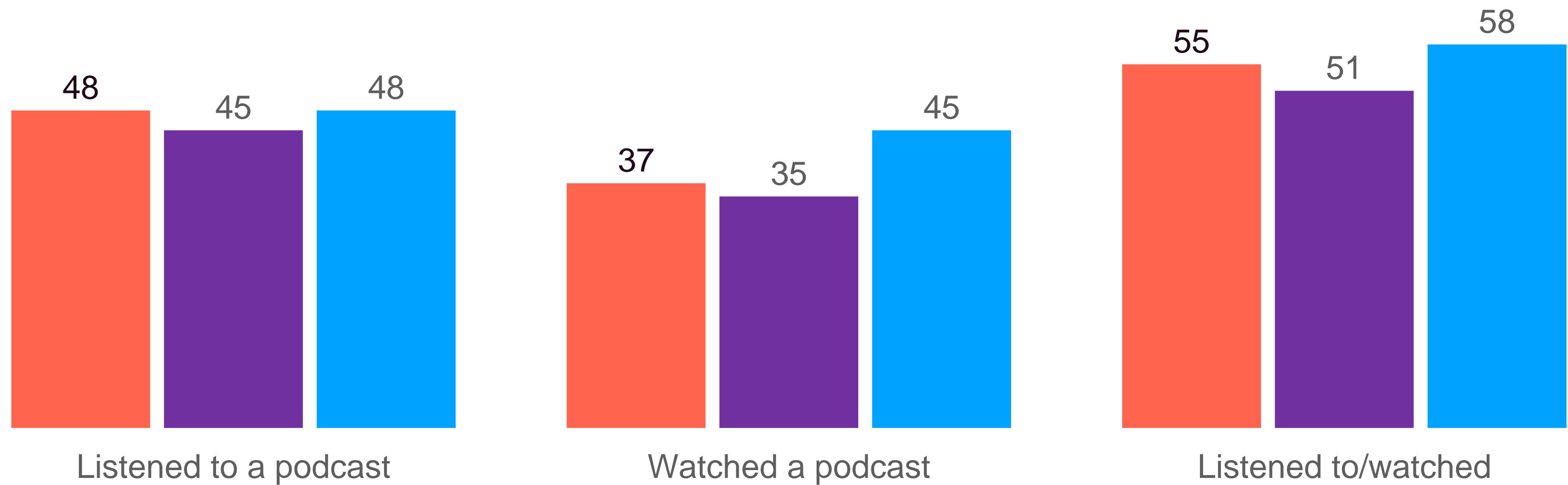


Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH

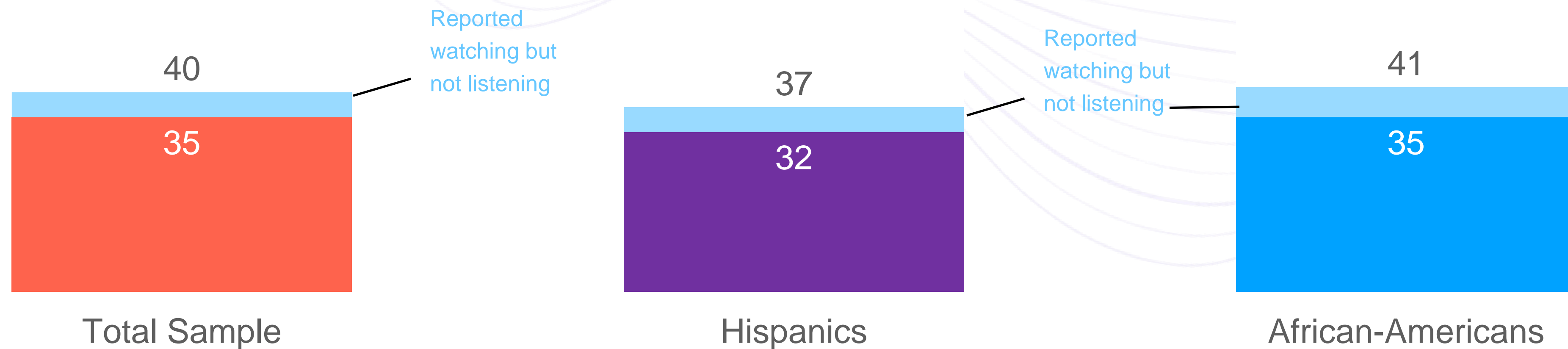
■ Total Sample ■ Hispanics ■ African-Americans



Weekly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST WEEK

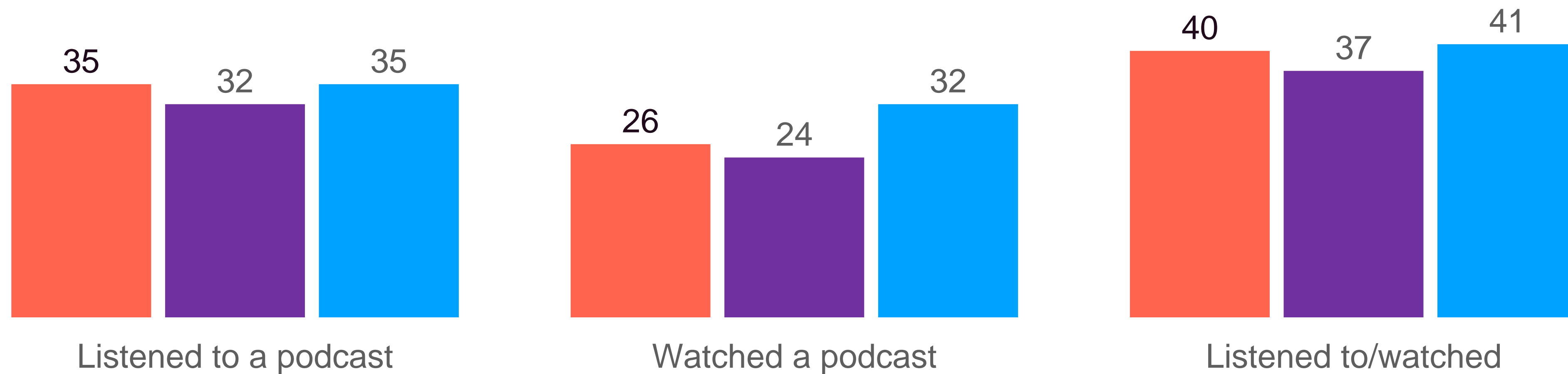


Weekly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST WEEK

■ Total Sample ■ Hispanics ■ African-Americans



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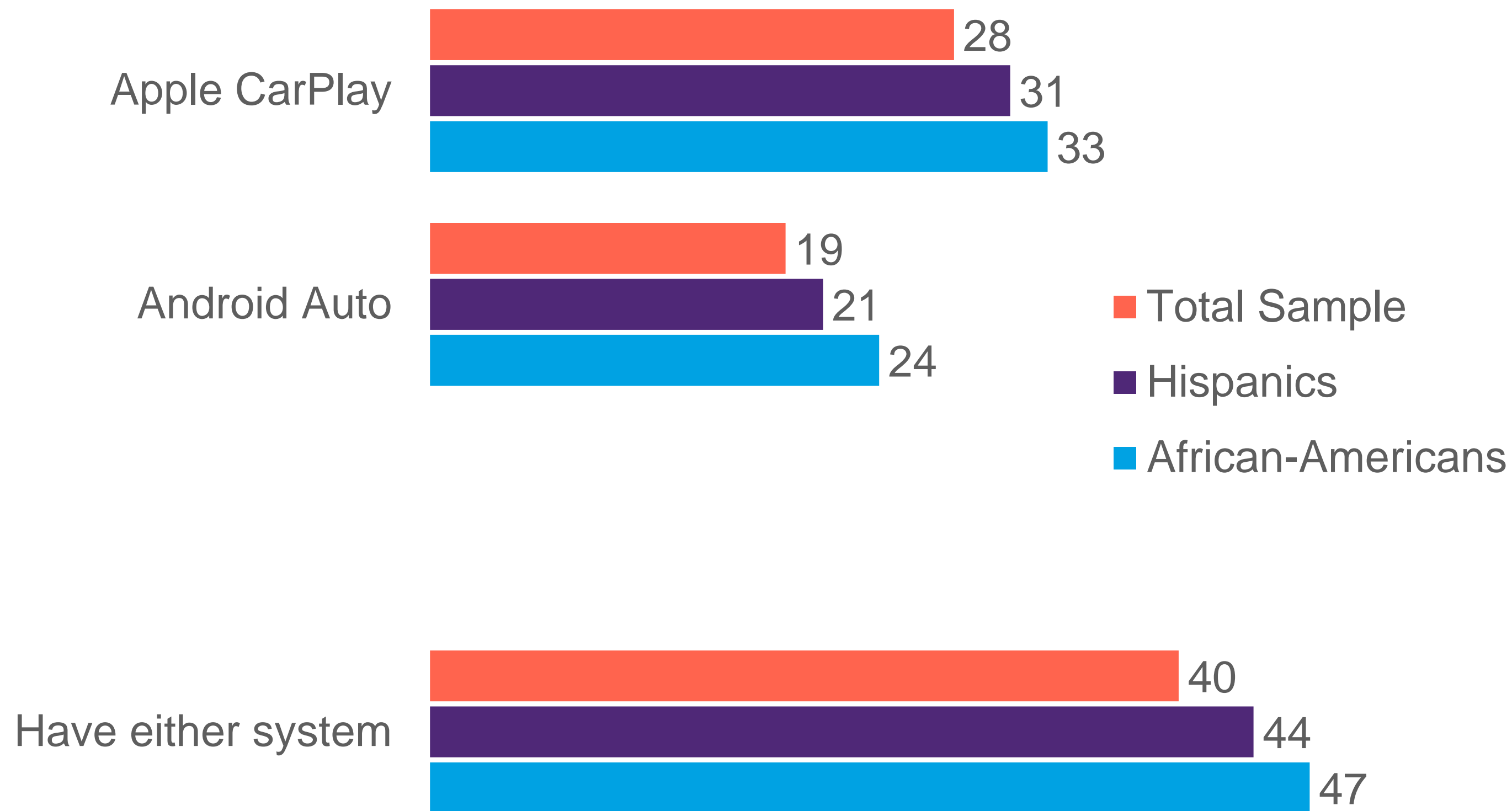
In-Car Media



Have Automotive Phone Integration Systems in Primary Vehicle

BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH

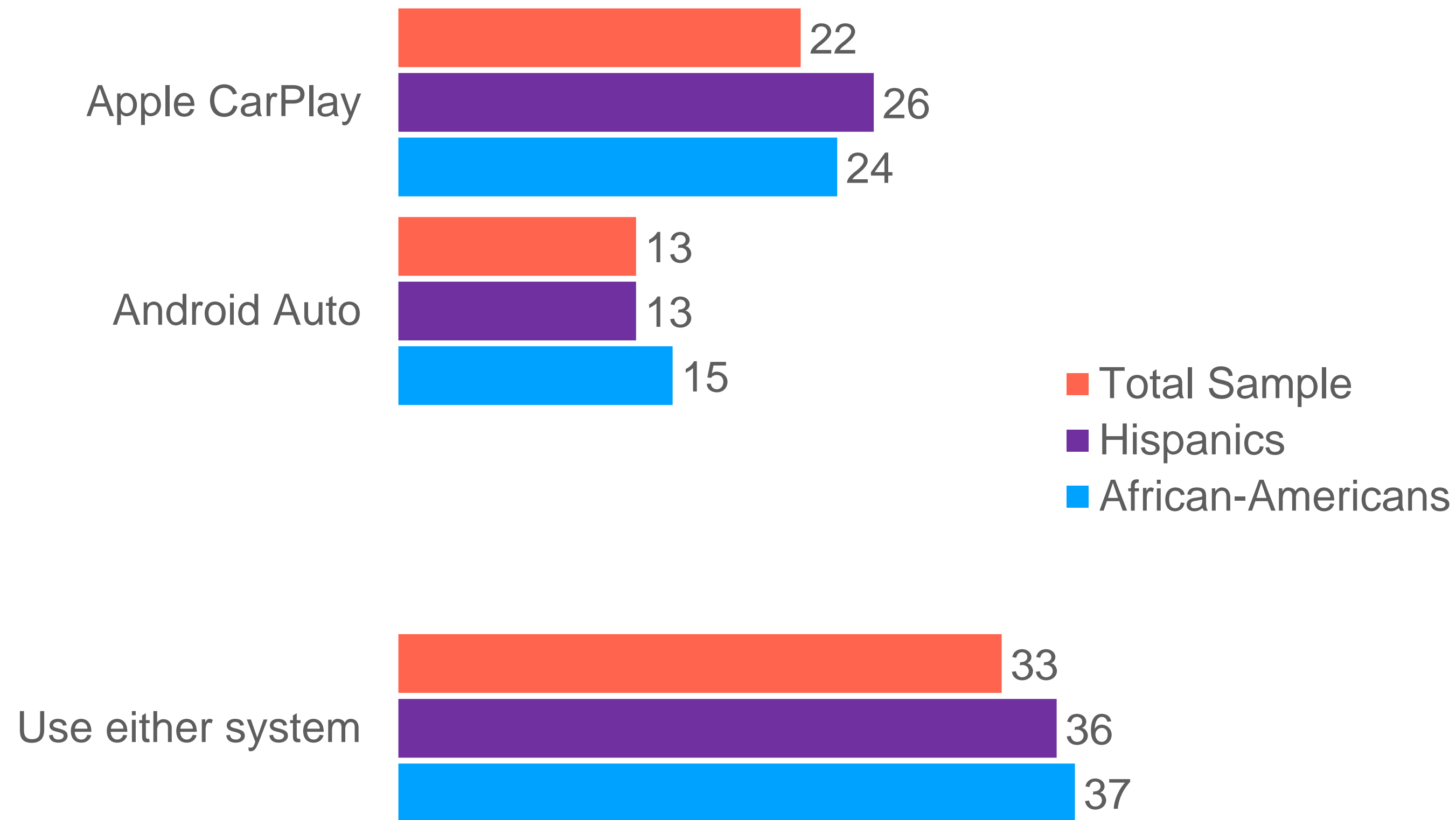
% HAVE SYSTEM IN PRIMARY VEHICLE



Use Automotive Phone Integration Systems in Primary Vehicle

BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH

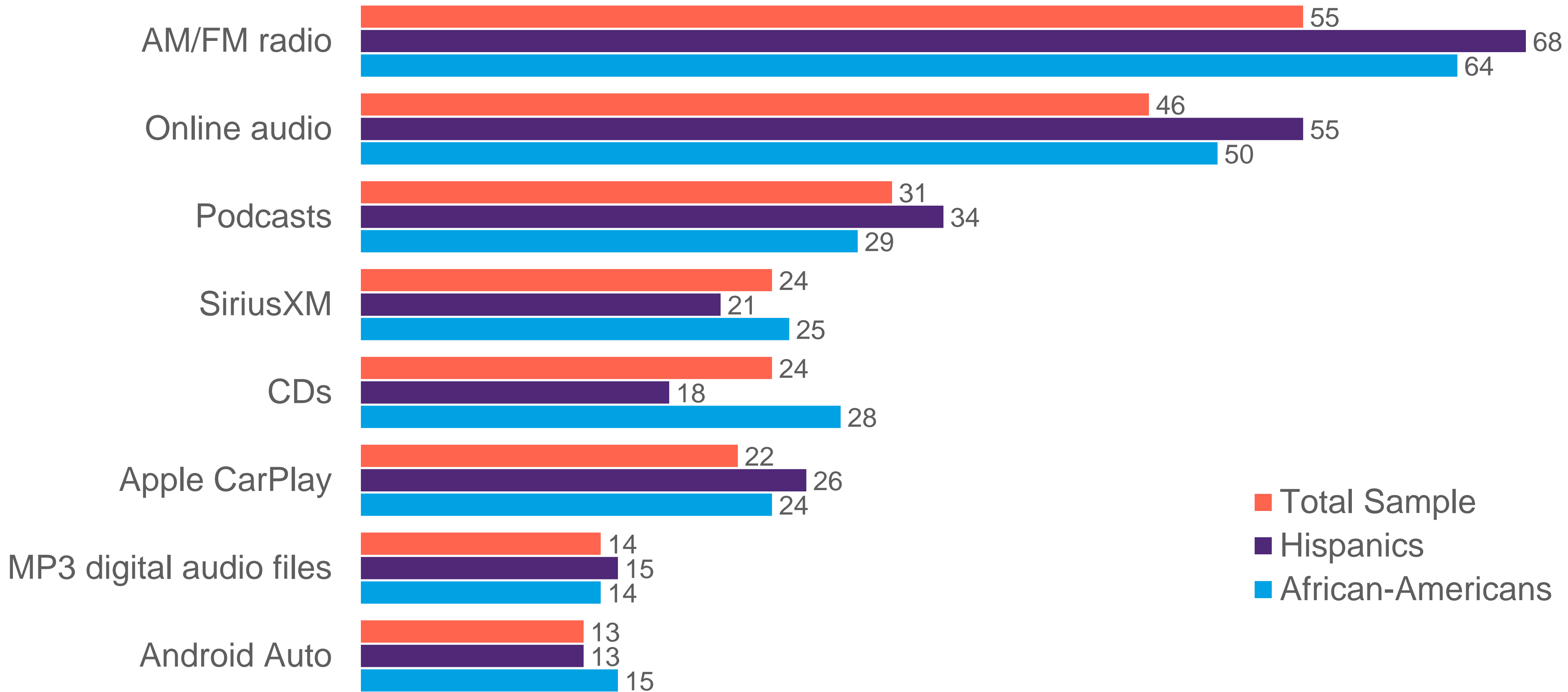
% CURRENTLY EVER USE SYSTEM



Audio Sources Currently Used in Car

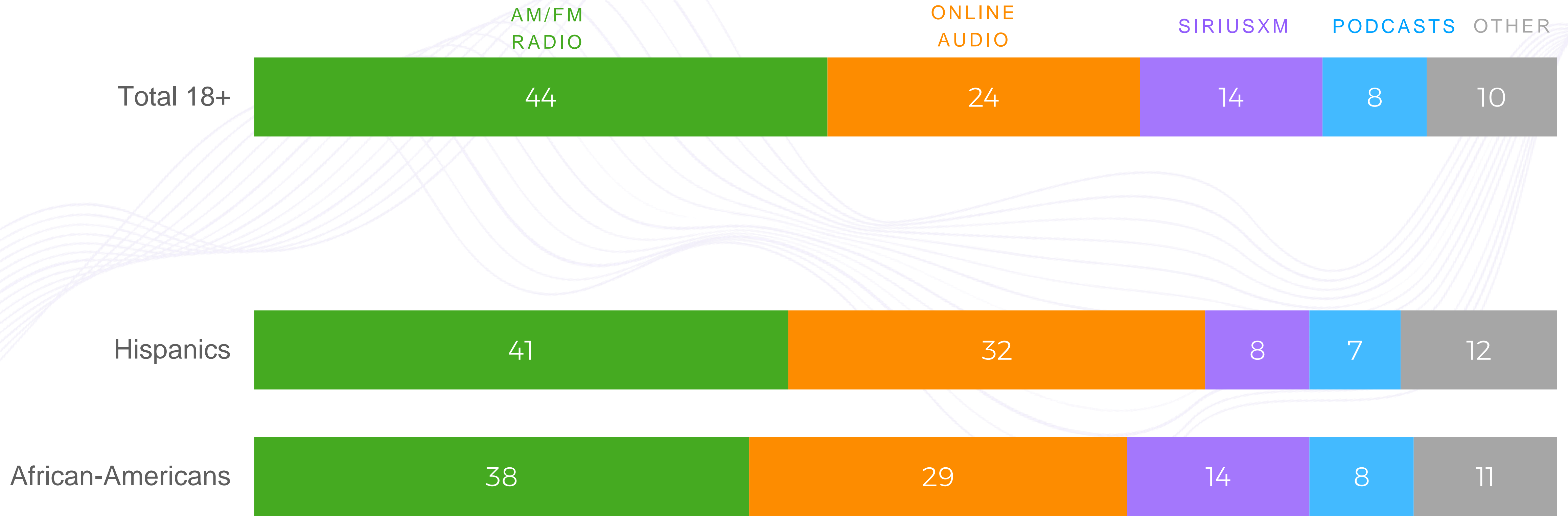
BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH

% CURRENTLY USE AUDIO SOURCE IN PRIMARY CAR



Audio Source Used Most Often in Car

BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH





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