



Listening to Podcasts and Online Audio Hit New All-Time Highs
The Infinite Dial® 2024 released by Edison Research
with support from Audacy, Cumulus Media, and SiriusXM Media

FOR IMMEDIATE RELEASE

Somerville, N.J. March 28, 2024 – The portion of Americans who listen to any kind of online audio, and the portion who listen to podcasts, have both reached new record highs, according to The Infinite Dial® an annual survey from Edison Research with support from [Audacy](#), [Cumulus Media](#), and [SiriusXM Media](#).

For the last 26 years, Edison Research’s Infinite Dial® has tracked key consumer media and technology usage among the U.S. population. Earlier today, Edison Research Vice President Megan Lazovick presented the latest benchmark data on weekly and monthly podcast consumption, as well as insights into the evolving landscape of online audio listening, AM/FM radio engagement, smart speaker utilization, social media usage, and other digital media behaviors, at the Podcast Movement Evolutions conference in Los Angeles.

Some of the key findings include:

Podcast listening reach is up overall:

- 47% of the U.S. 12+ population has listened to a podcast in the last **month**, up 12% year over year; 34% of the U.S. 12+ population has listened to a podcast in the last **week**, up 10% year over year. Despite changes in how downloads are being delivered and counted, listening levels are up markedly.

Growth in podcast reach is driven by large increases among the number of female listeners:

- 45% of women in the U.S. age 12+ have listened to a podcast in the last **month**, up from 39% in 2023, an increase of **15%**; 32% of women in the U.S. age 12+ have listened to a podcast in the last **week**, up from 27% in 2023, an increase of **19%**
- Weekly and monthly podcast listening among men are up 3% and 4%, respectively
- Increases in the number of monthly and weekly podcast listeners are seen across all age groups

Online audio listening hits the highest mark ever:

- 76% of those in the U.S. age 12+ have listened to online audio in the last **month**, an estimated 218 million people
- 90% of those age 12-34 and 85% of those age 35-54 have listened to online audio in the last **month**



Smart speaker ownership appears to have plateaued, but the number of smart speakers per owner continues to rise:

- 34% of the population age 12+ report owning a smart speaker, down from 36% in 2023
- **Nearly half of** smart speaker owners (43%) own three or more of the devices

Twitter/X usage sees a sharp decline after Elon Musk acquisition:

- 19% of those age 12+ are currently ever using X (formerly known as Twitter), a **30%** drop from the findings in the 2023 Infinite Dial study

Lazovick said, "The Infinite Dial was created for those looking to understand emerging technologies and the infinite options available to consumers. If you have tuned into the webinar or used the findings at any point in the past, then you are a part of that legacy of curious people helping to keep it going. We hope you are as excited as we are to have access to this rigorous research, free and available to all."

Other findings include:

- 70% of those age 18+ who have driven or ridden in a car in the last **month** currently ever listen to radio as an audio source in their primary car; 55% listen to online audio and 32% listen to podcasts
- 60% of those age 12+ have a traditional AM/FM radio set in their home
- 32% of those age 18+ who have driven or ridden in a car in the last **month** have either an Android Auto or Apple CarPlay system in the vehicle
- 72% of those age 12+ own a smart TV

[Click here to view or download The Infinite Dial 2024](#)

About The Infinite Dial

The Infinite Dial is America's longest-running survey of digital media consumer behavior, tracked annually since 1998. The study provides important benchmark measures around usage and behavior around streaming audio, podcasting, radio, smart audio, social media, and more. Annual results and trending data from The Infinite Dial are relied upon by its audience of content producers, media companies, agencies, and the financial community.

How the study was conducted

In January 2024, Edison Research conducted a national survey of 1,086 individuals age 12 and older. The survey was 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. The data was weighted to national 12+ U.S. population figures.



About Edison Research

Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S., [Edison Podcast Metrics](#), and has conducted research for many companies in the space. Edison Research's [The Infinite Dial®](#) series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company's [Share of Ear®](#) survey is the only single-source measure of all audio in the U.S. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News) for every presidential primary and general election.

About Audacy

Audacy, Inc. is a leading multi-platform audio content and entertainment company that connects with 200 million consumers. Powered by its exclusive, premium audio content that includes unrivaled leadership positions in news and sports radio, Audacy operates one of the country's two scaled radio broadcasting groups, a rapidly growing direct-to-consumer digital audio platform, multiple audio networks, a major event business and a leading, award-winning podcast studio. Learn more at www.audacyinc.com, [Facebook](#), [X](#), [LinkedIn](#) and [Instagram](#).

About Cumulus Media

Cumulus Media (NASDAQ: CMLS) is an audio-first media company delivering premium content to over a quarter billion people every month — wherever and whenever they want it. Cumulus Media engages listeners with high-quality local programming through 403 owned-and-operated radio stations across 85 markets; delivers nationally-syndicated sports, news, talk, and entertainment programming from iconic brands including the NFL, the NCAA, the Masters, CNN, AP News, the Academy of Country Music Awards, and many other world-class partners across more than 9,800 affiliated stations through Westwood One, the largest audio network in America; and inspires listeners through the Cumulus Podcast Network, its rapidly growing network of original podcasts that are smart, entertaining and thought-provoking. Cumulus Media provides advertisers with personal connections, local impact and national reach through broadcast and on-demand digital, mobile, social, and voice-activated platforms, as well as integrated digital marketing services, powerful influencers, full-service audio solutions, industry-leading research and insights, and live event experiences. Cumulus Media is the only audio



media company to provide marketers with local and national advertising performance guarantees.

About SiriusXM Media

SiriusXM Media brings advertisers closer to the stories and music that listeners love, creating deep connections between fans and brands. The gateway for marketers to the largest digital audio advertising ecosystem in North America, SiriusXM Media includes extensive Streaming and Podcast Networks featuring exclusive access to music, talk and podcast advertising across SiriusXM, Pandora, SoundCloud, audiochuck, Crooked Media, NBCUniversal, and much more. As the longtime leaders in audio advertising, only SiriusXM Media delivers audiences tailored brand experiences courtesy of sonic creative agency Studio Resonate, while making it easy for every marketer to produce, plan, buy, and measure across its entire audio universe, with innovative ad tech solutions powered by AdsWizz. For more information, please go to:

<https://www.siriusxmmedia.com/>.

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