



THE INFINITE DIAL[®] 2026

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Media

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 2026, Edison Research conducted a nationally representative online survey of 2,050 people aged 12 and older
 - 50% online surveys using probability-based SSRS Opinion Panel
 - 50% online surveys using non-probability sample
- Survey offered in both English and Spanish
- Data weighted to national 12+ U.S. population figures



Presentation Outline



Study Overview & Methodology



Device Ownership



Online Audio



Social Media



In-Car Media



Podcasts



AI Usage



Observations

Device Ownership



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In 1998:

50%

of Americans age 12+
had a computer in their
household

31%

of Americans age 12+
had internet access
at home

6%

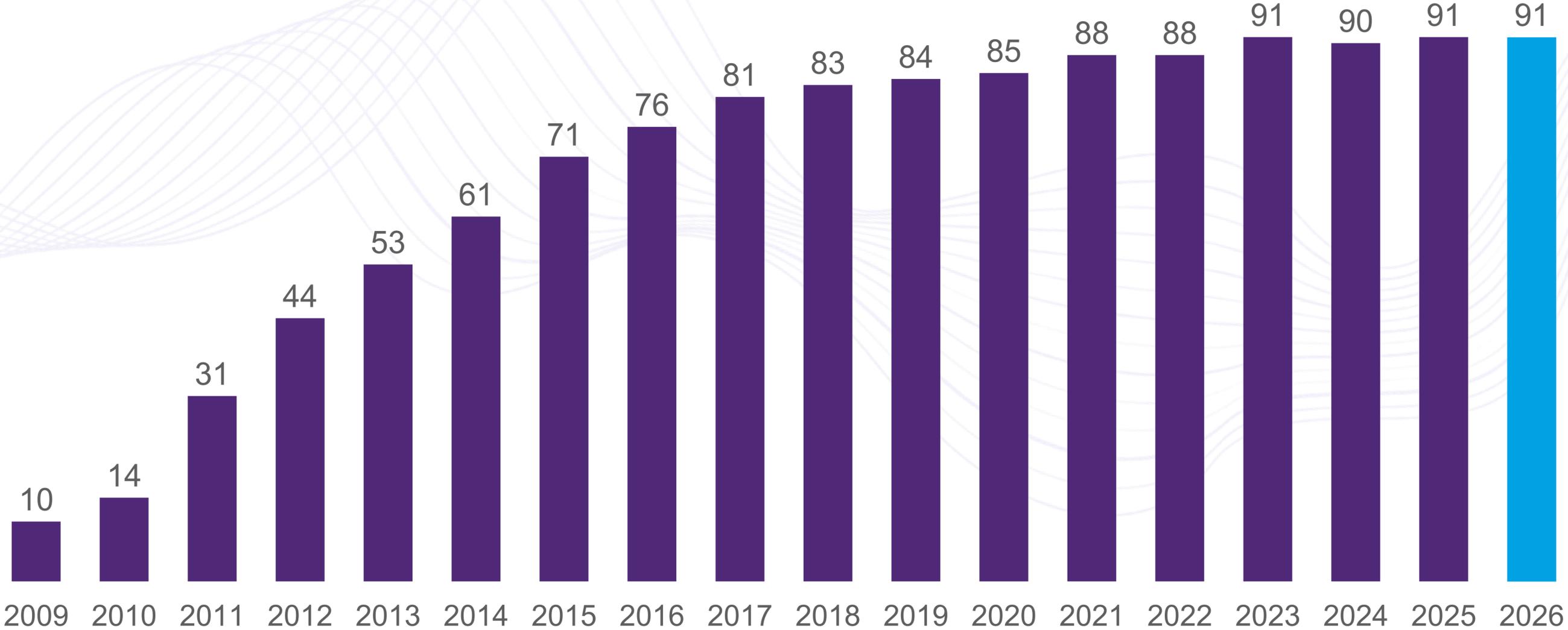
of Americans age 12+
had ever listened to
online audio

Smartphone Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMARTPHONE

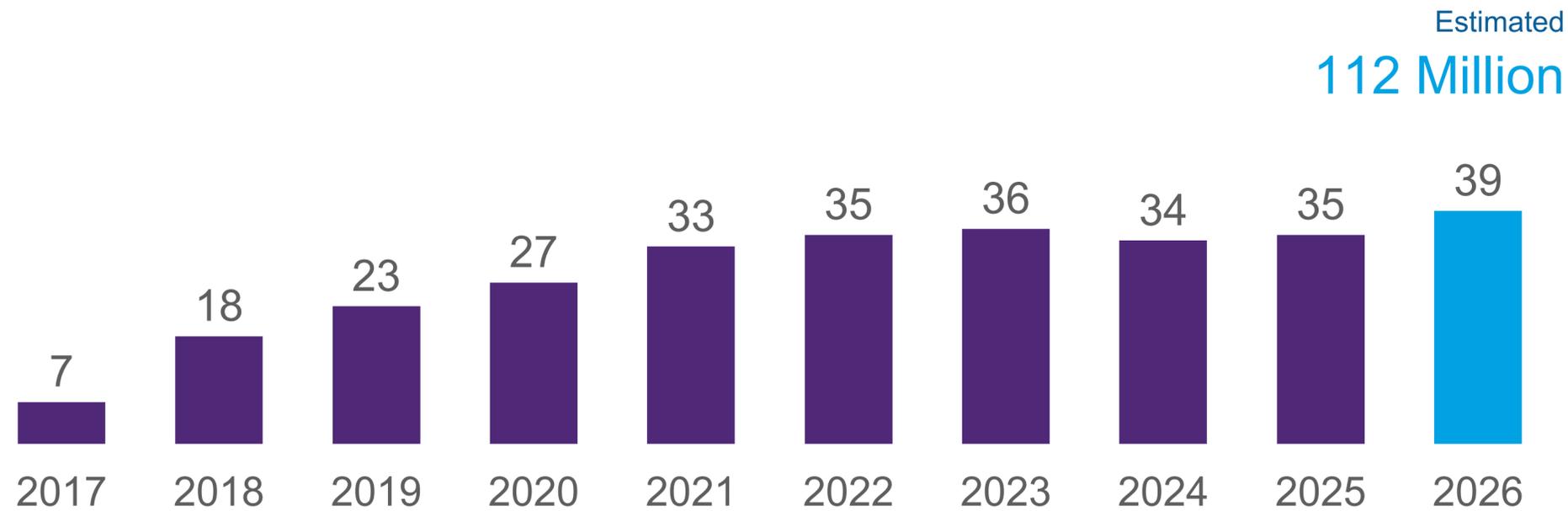
Estimated
262 Million



Smart Speaker Ownership

TOTAL U.S. POPULATION 12+

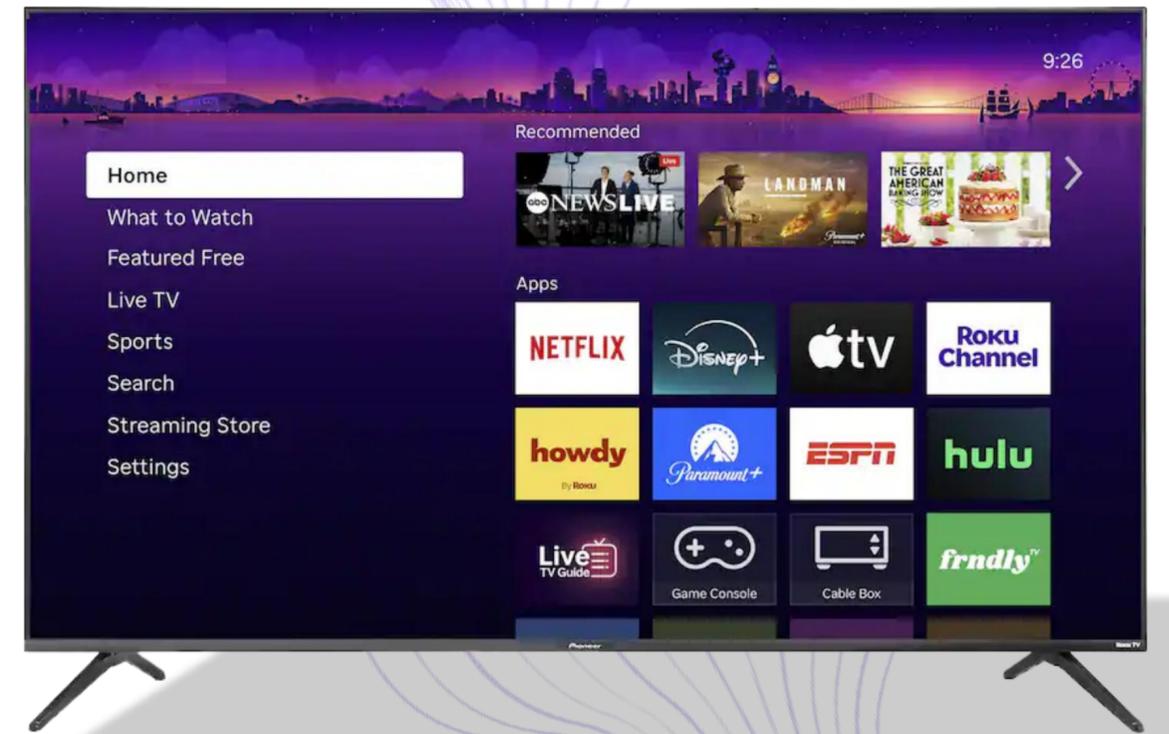
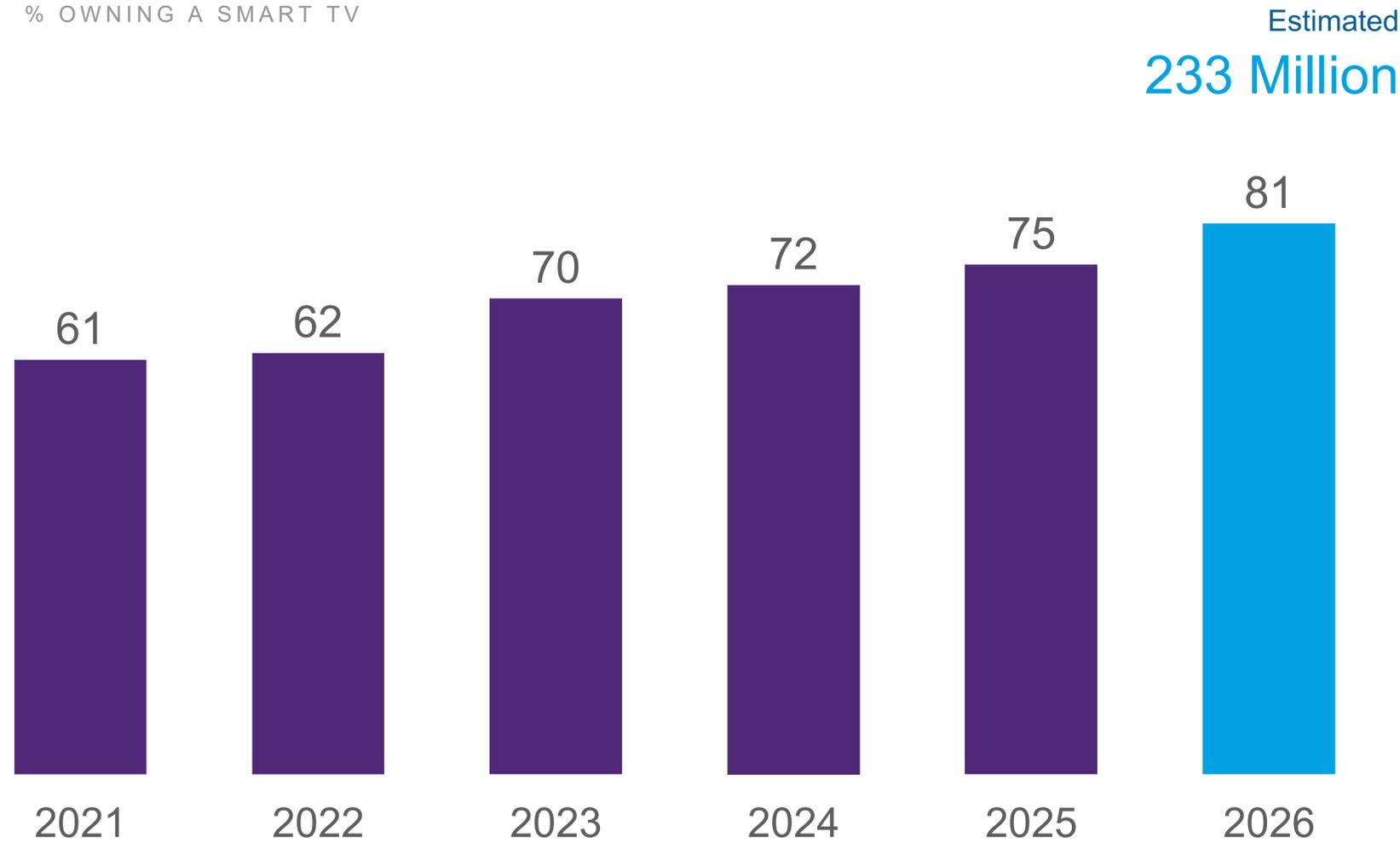
% OWNING A SMART SPEAKER



Smart TV Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMART TV





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Online Audio



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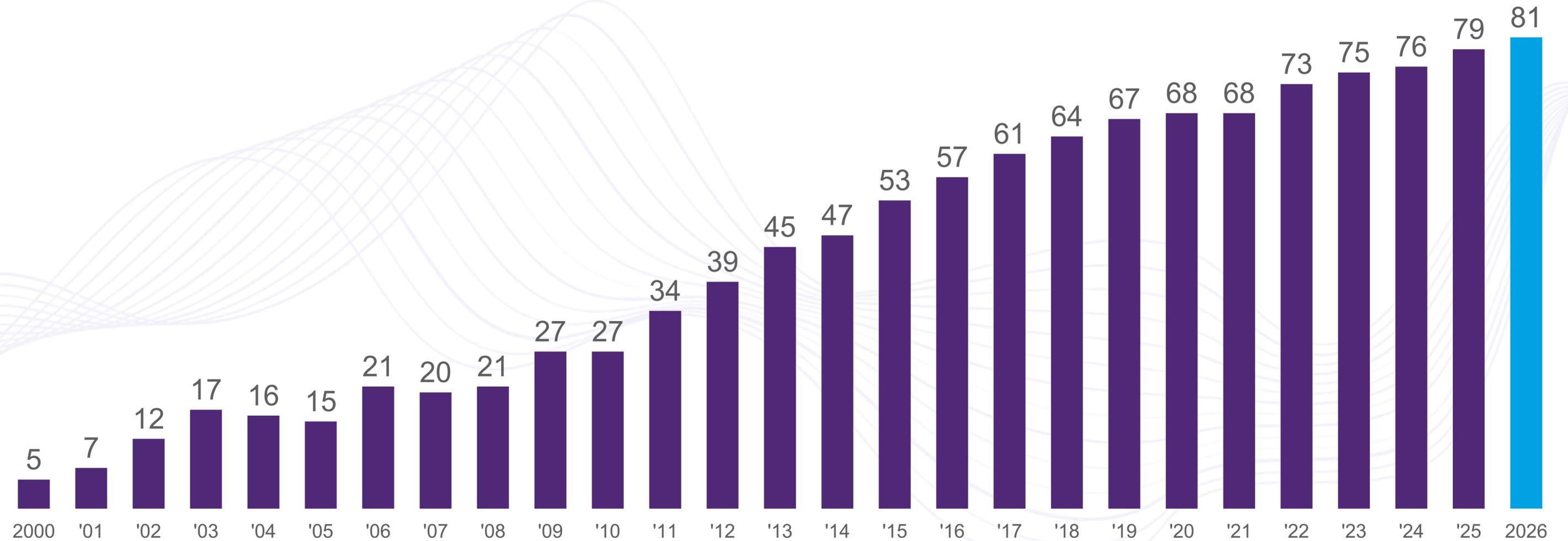
Monthly Online Audio Listening

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
233 Million

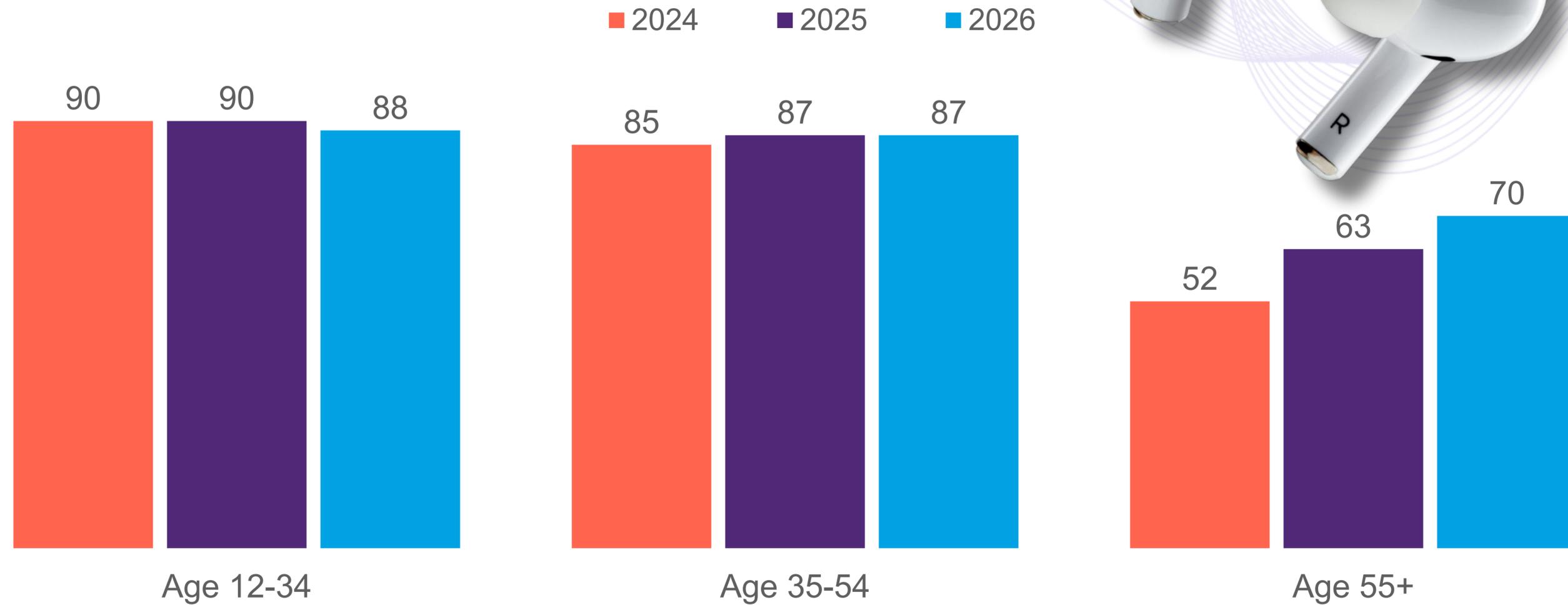


Monthly Online Audio Listening

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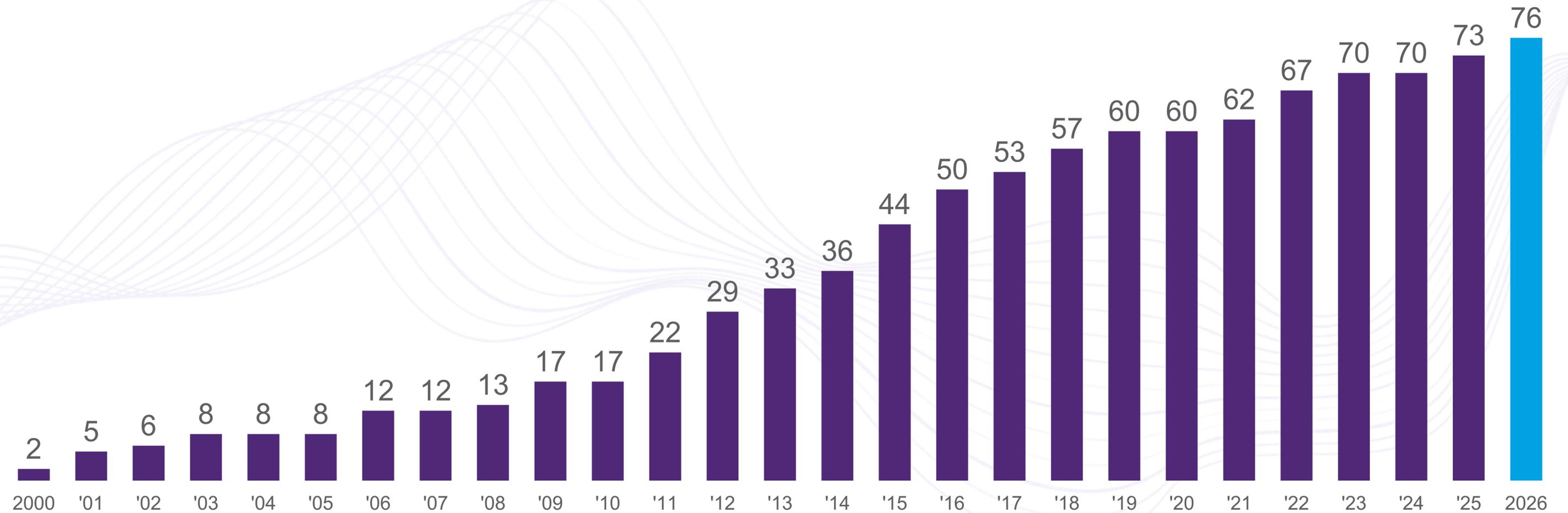
Weekly Online Audio Listening

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

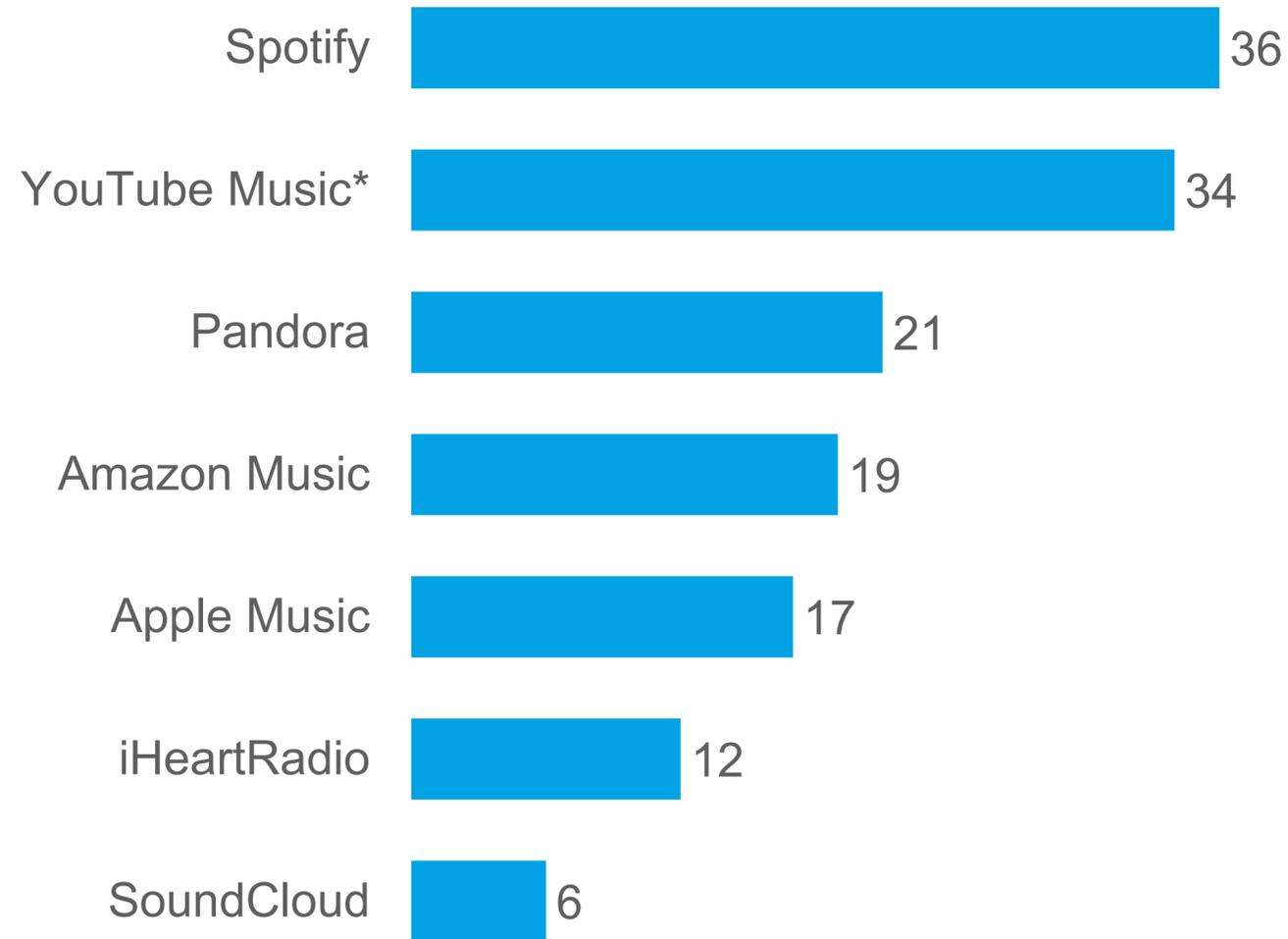
Estimated
219 Million



Online Audio Brands Listened to in Last Month

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO BRAND IN THE LAST MONTH

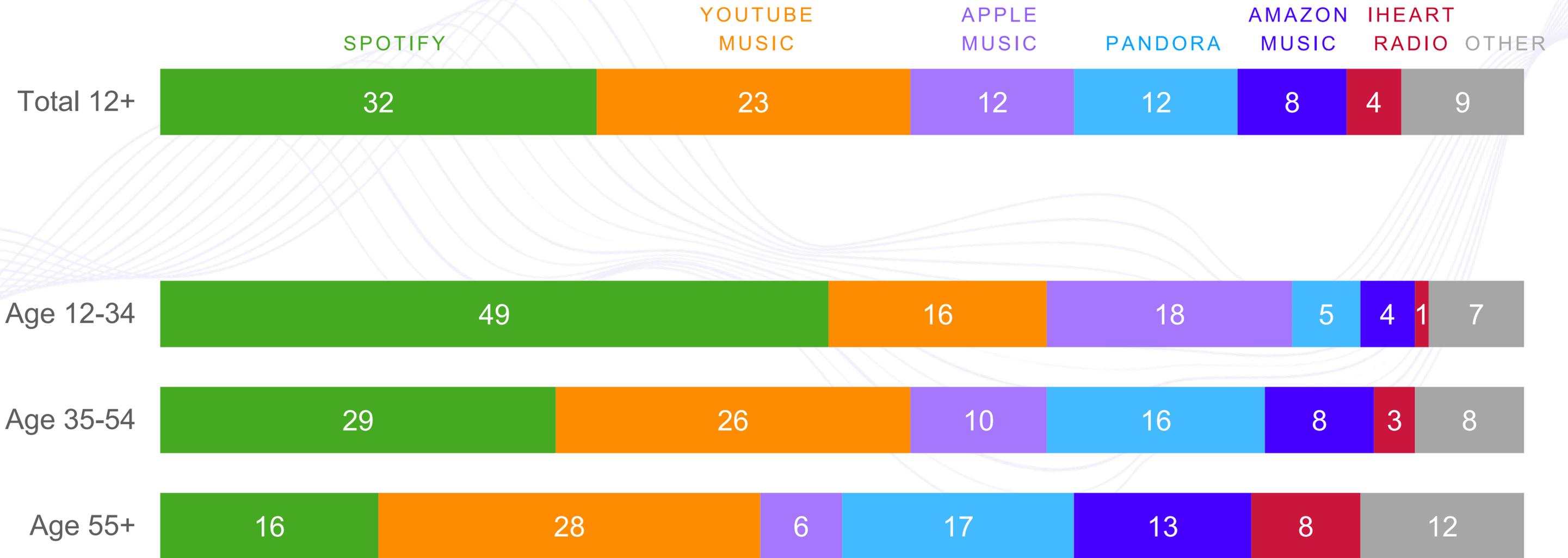


*ASKED AS: "YOUTUBE MUSIC, THE STREAMING MUSIC SERVICE FROM YOUTUBE"



Online Audio Brand Used Most Often

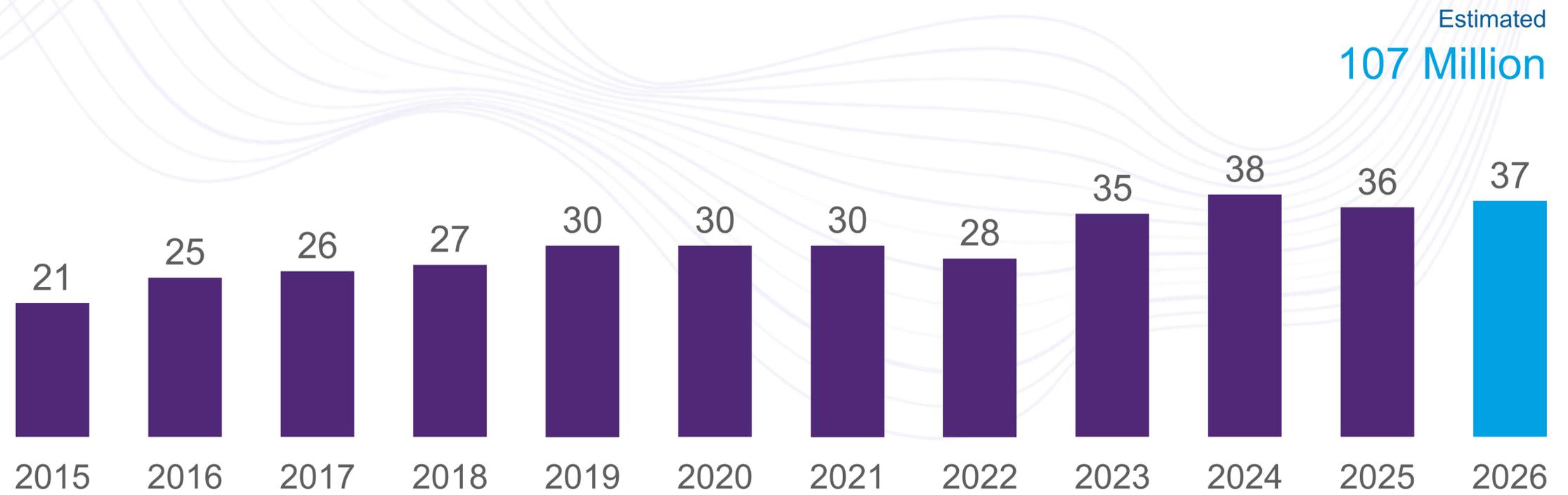
BASE: U.S. 12+ ONLINE AUDIO USERS



Audiobook Listening in Last Year

TOTAL U.S. POPULATION 12+

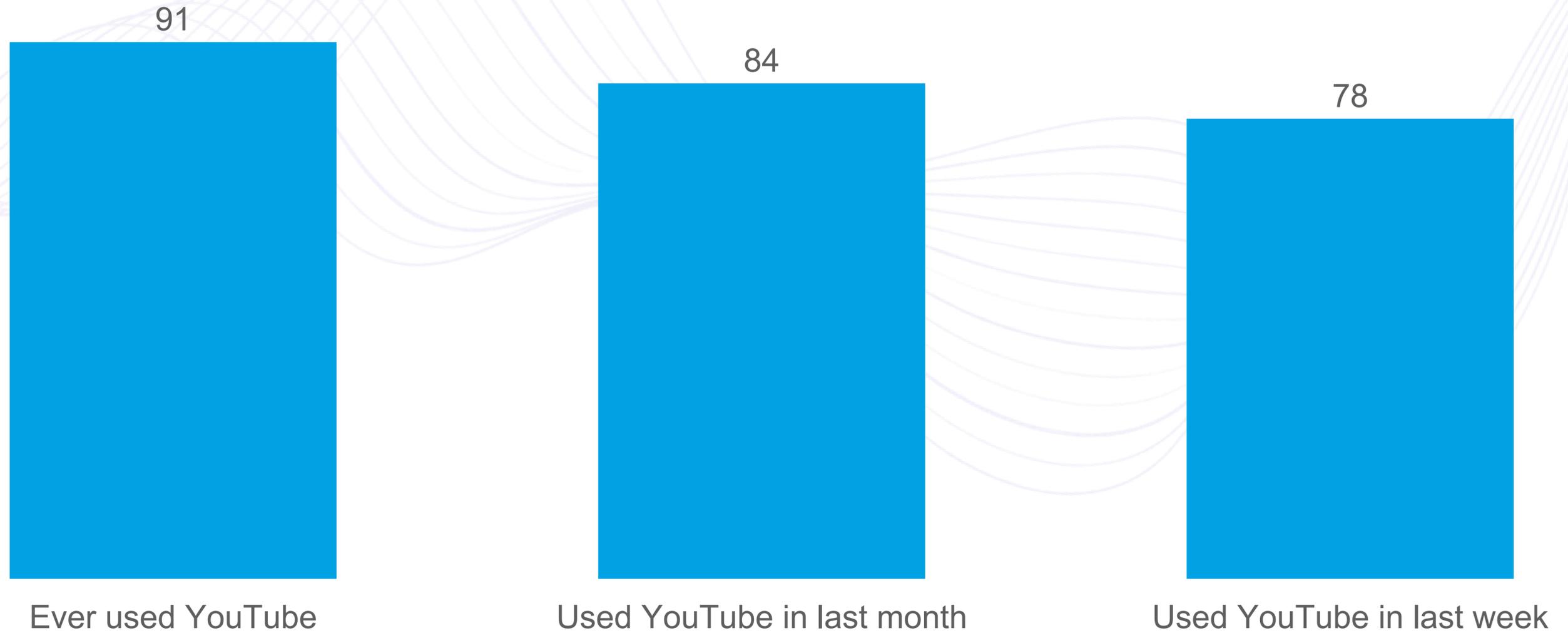
% LISTENED TO AN AUDIOBOOK IN THE LAST YEAR



YouTube Usage

TOTAL U.S. POPULATION 12+

% SAYING YES





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Social Media



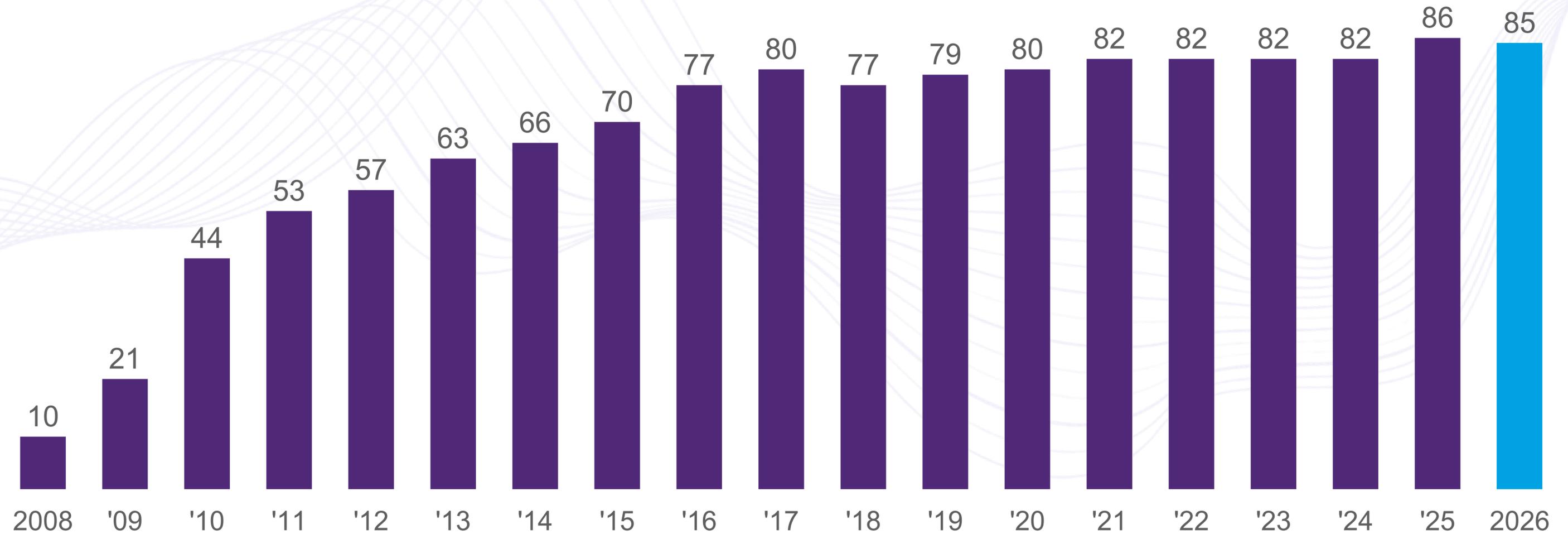
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Social Media Usage

TOTAL U.S. POPULATION 12+
% CURRENTLY EVER USE SOCIAL MEDIA

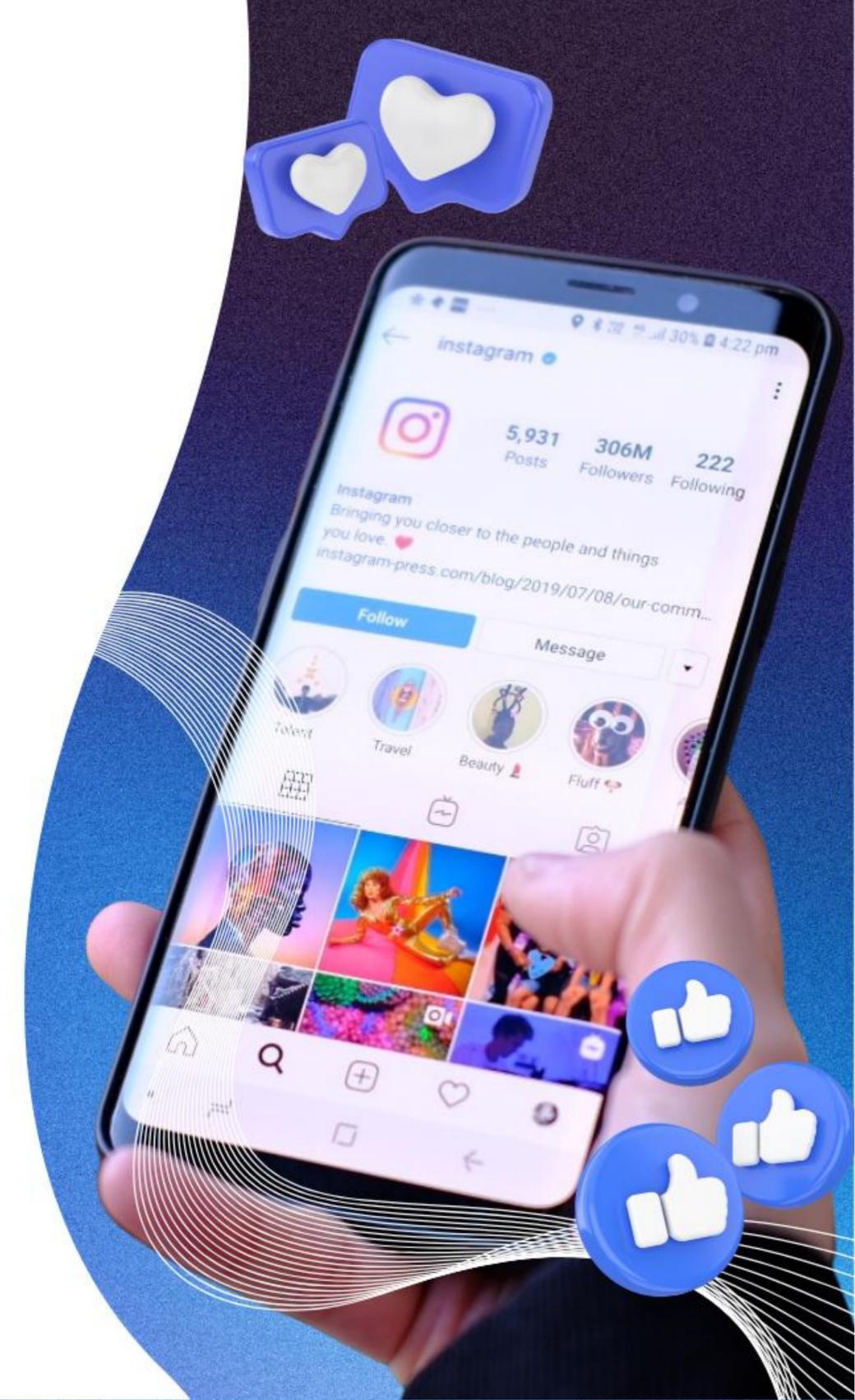
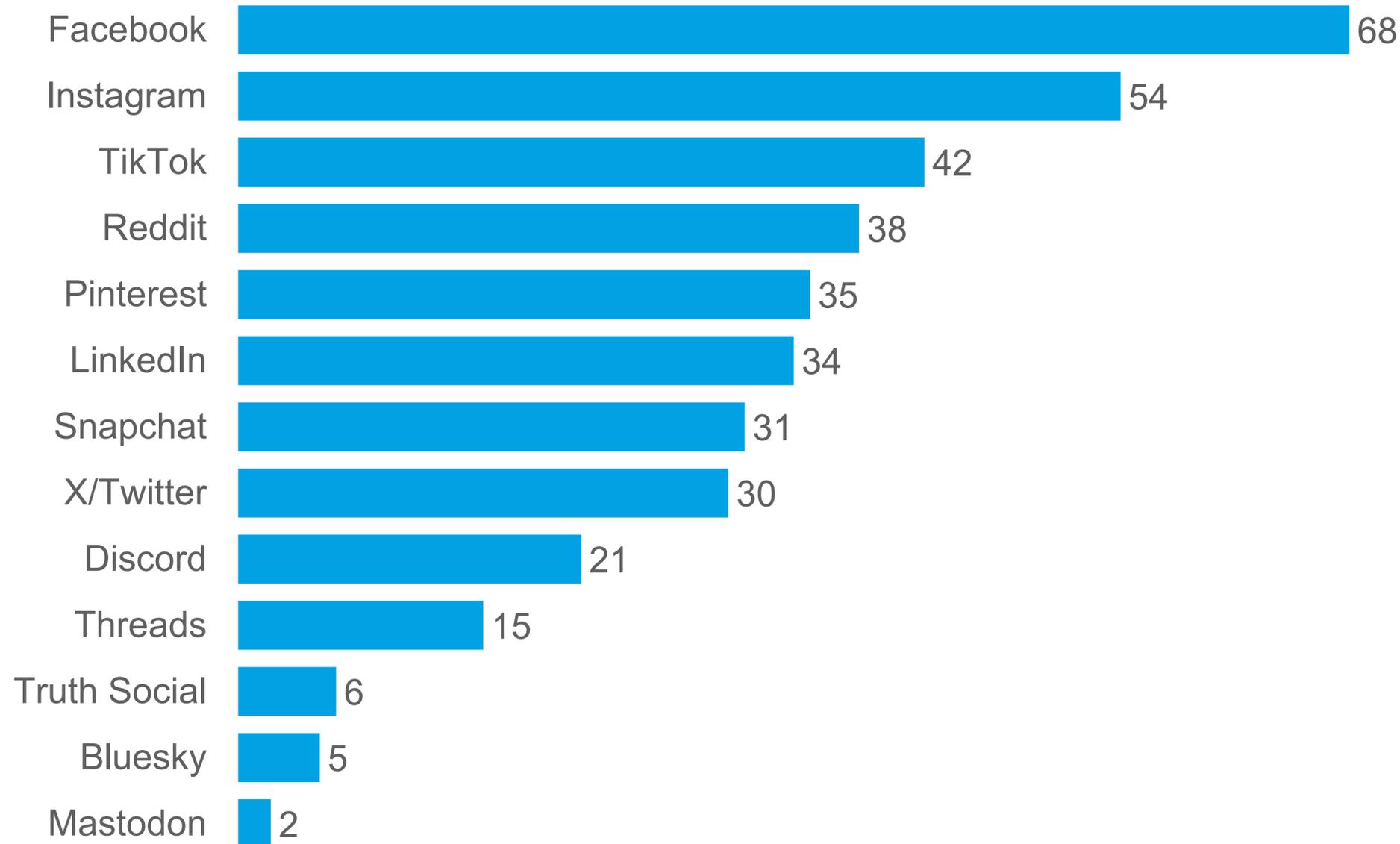
Estimated
246 Million



Social Media Brand Usage

TOTAL U.S. POPULATION 12+

% CURRENTLY USE SOCIAL MEDIA BRAND



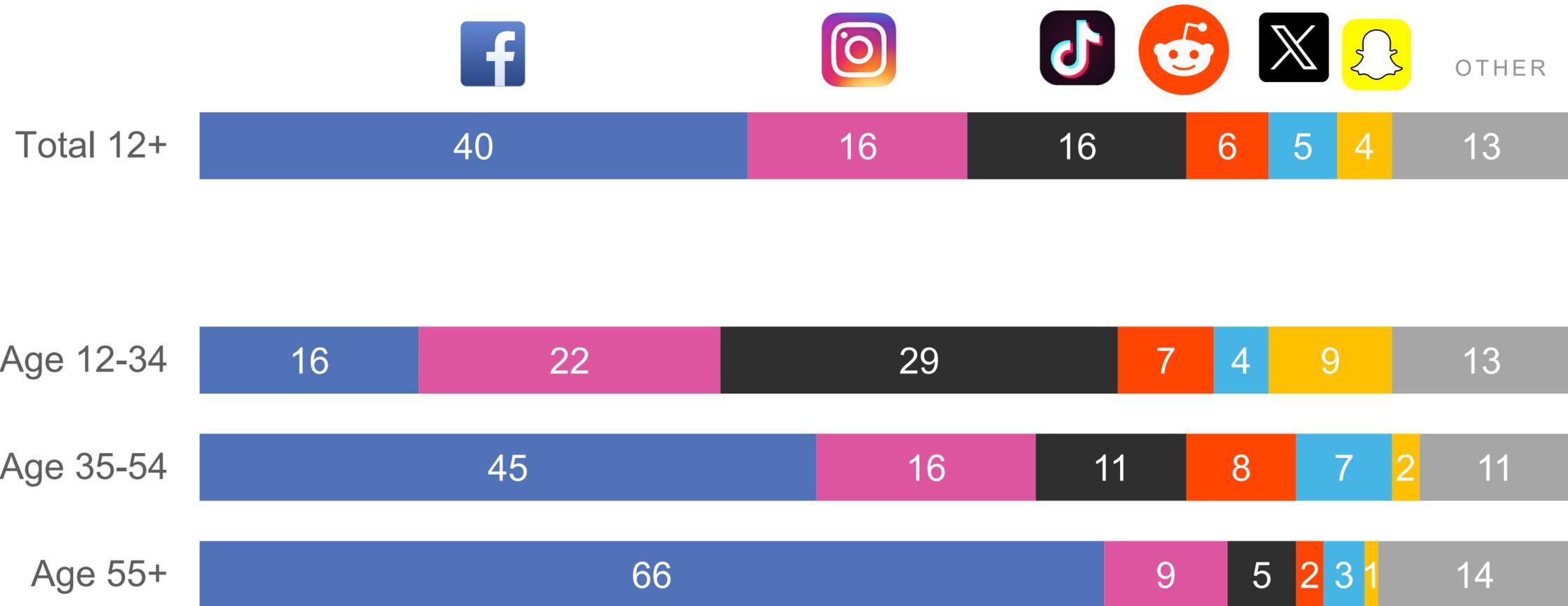
Reddit is used by

38%

of Americans,
more than Pinterest
or LinkedIn

Social Media Brand Used Most Often

BASE: U.S. 12+ SOCIAL MEDIA USERS

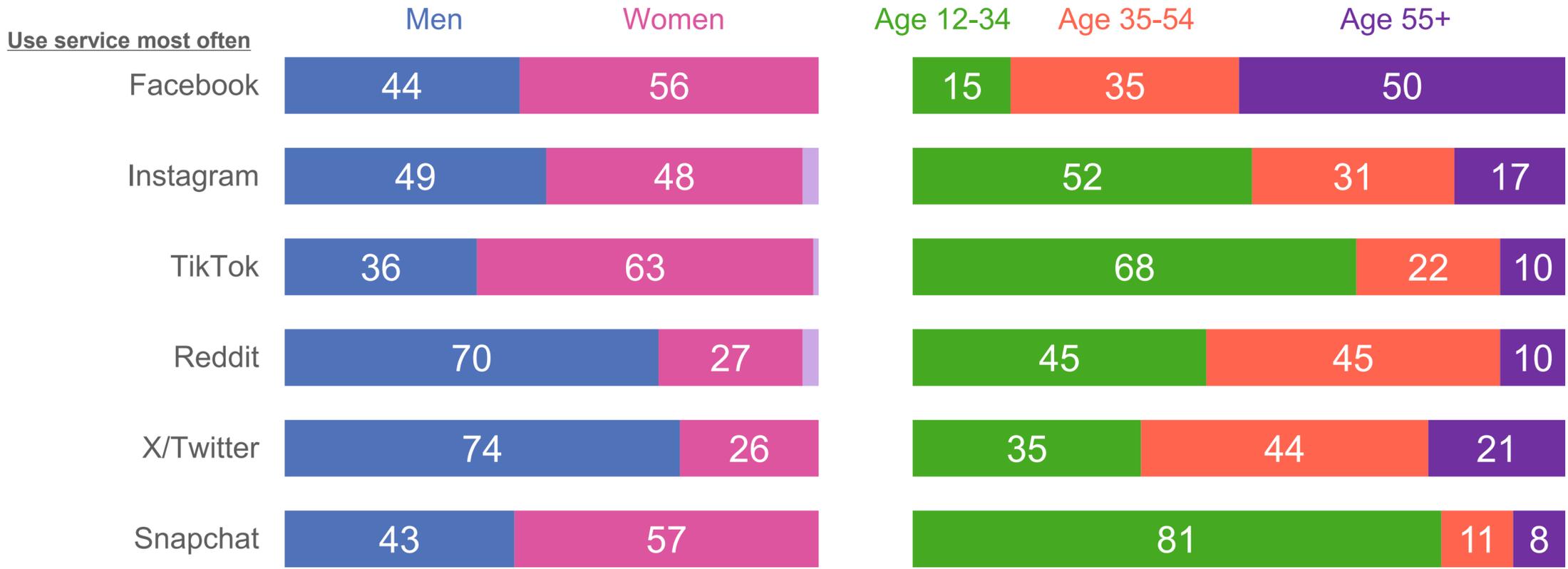




TikTok is the
#1 platform
for Americans 12-34

Gender/Age of those using Social Media Brand Used Most Often

BASE: AGE 12+ AND USE SOCIAL MEDIA BRAND MOST OFTEN





THE INFINITE DIAL® 2026

In-Car Media



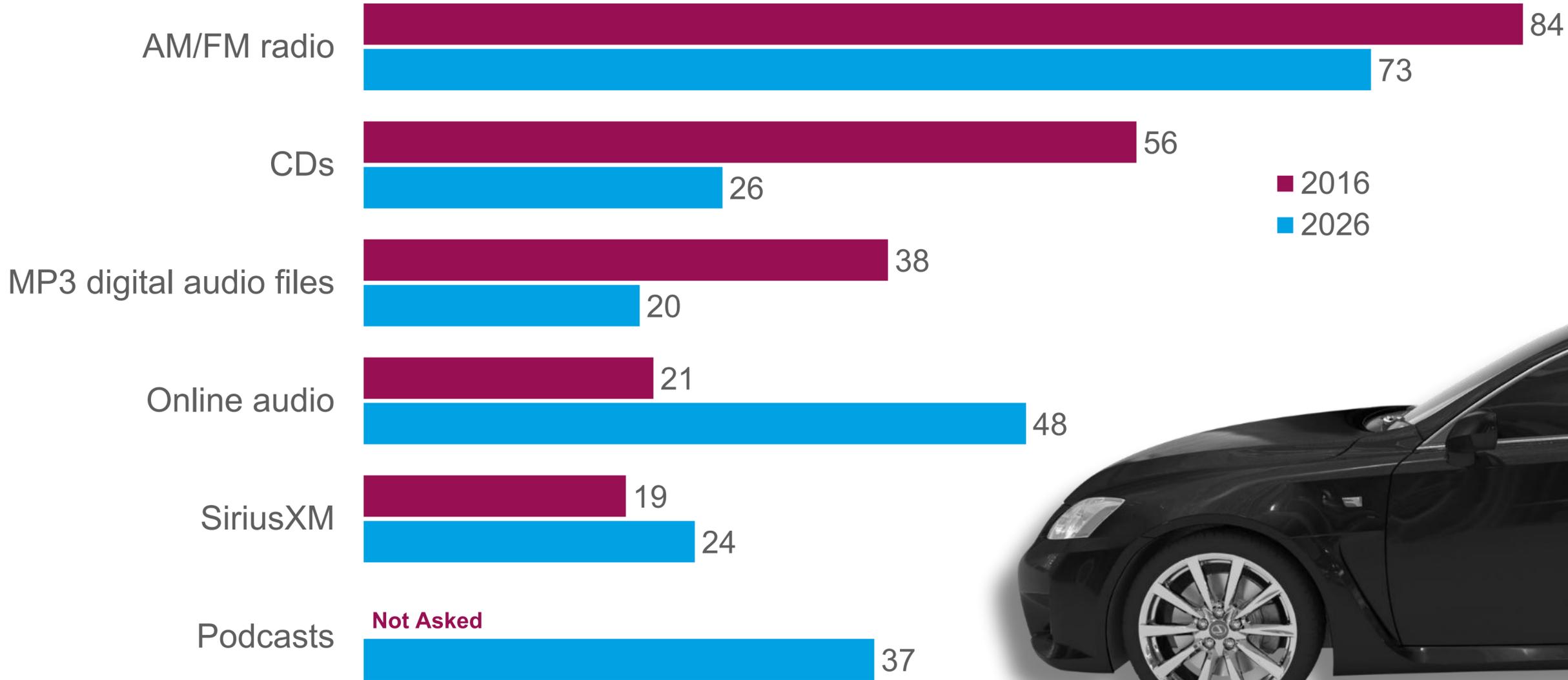
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Audio Sources Currently Used in Car (2016 vs 2026)

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

% CURRENTLY USE AUDIO SOURCE IN PRIMARY CAR



AM/FM radio remains #1 in the car

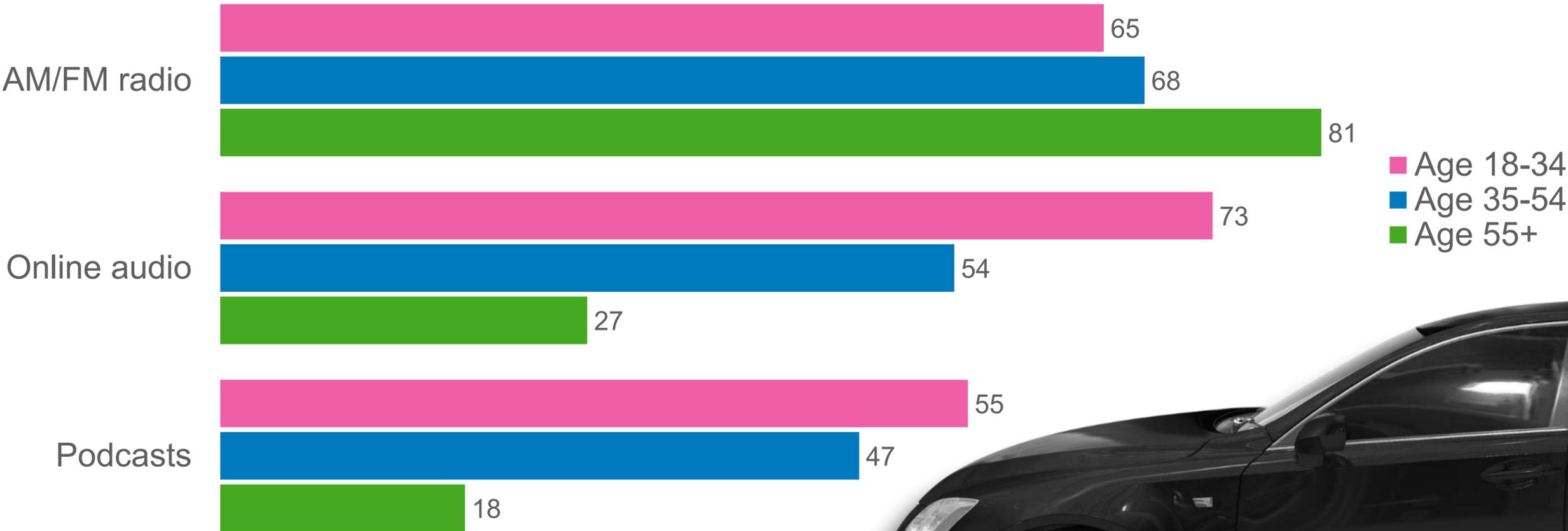
*Nearly half of Americans
stream online audio
while driving*



Audio Sources Currently Used in Car

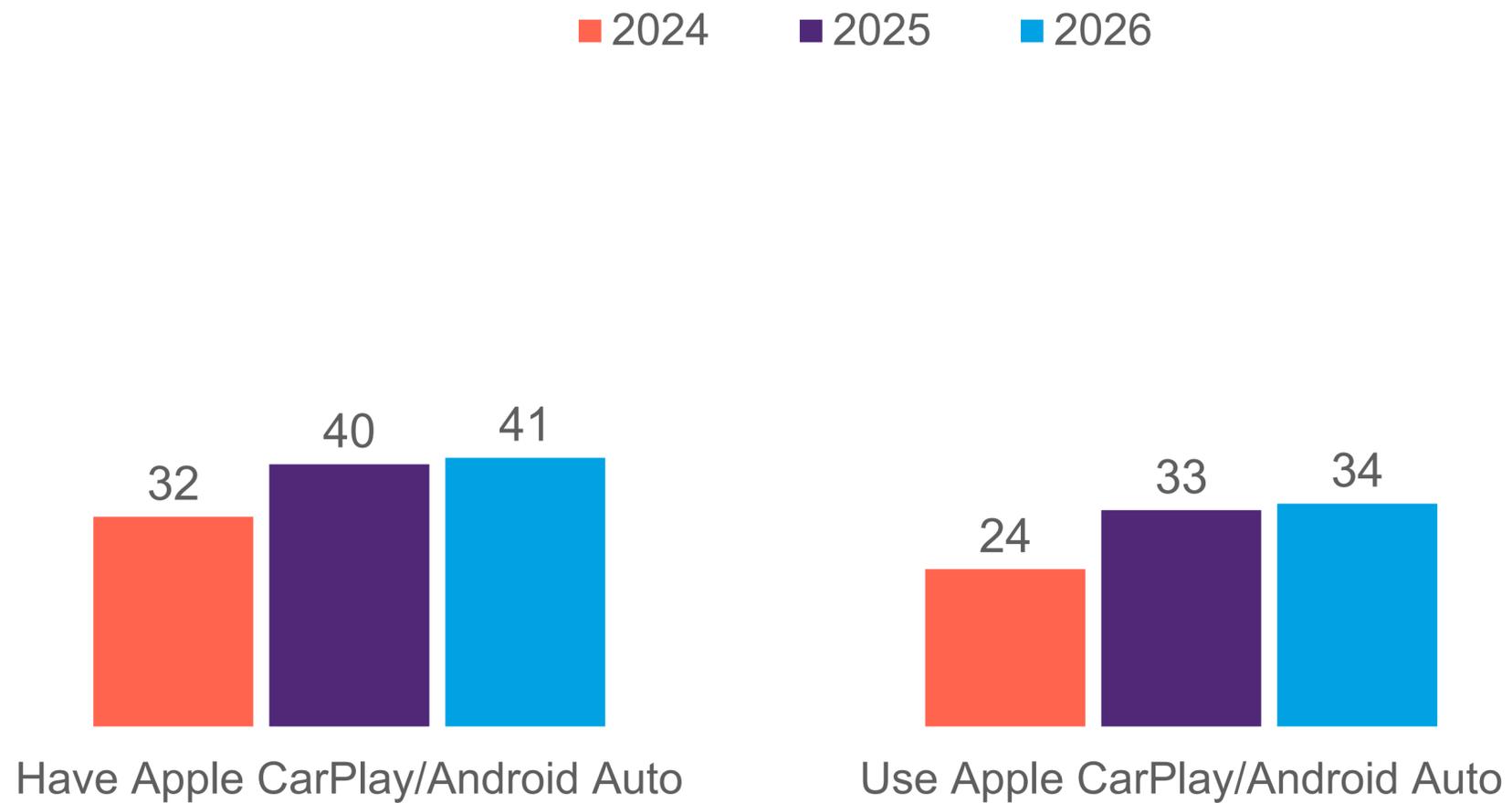
BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH

% CURRENTLY USE AUDIO SOURCE IN PRIMARY CAR



Automotive Phone Integration Systems in Primary Vehicle

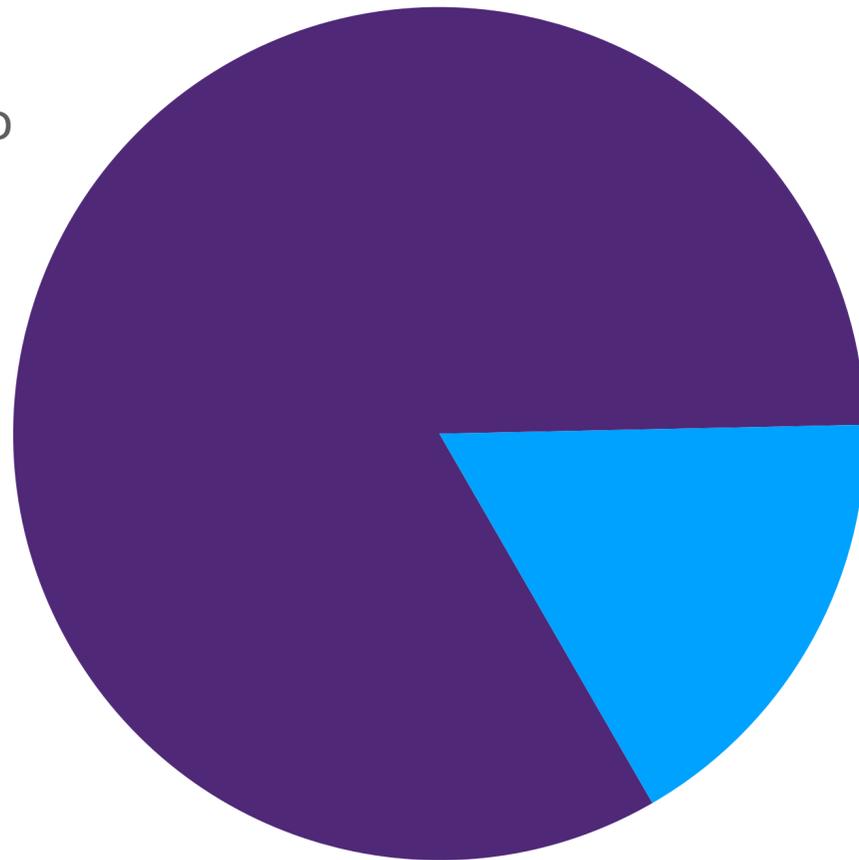
BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH; 84%



Use Automotive Phone Integration Systems in Primary Vehicle

BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR LAST MONTH AND HAVE AUTOMOTIVE PHONE INTEGRATION

Have Apple
CarPlay/
Android Auto
and use it
83%



Have Apple
CarPlay/
Android Auto;
do not use it
17%





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Podcasting

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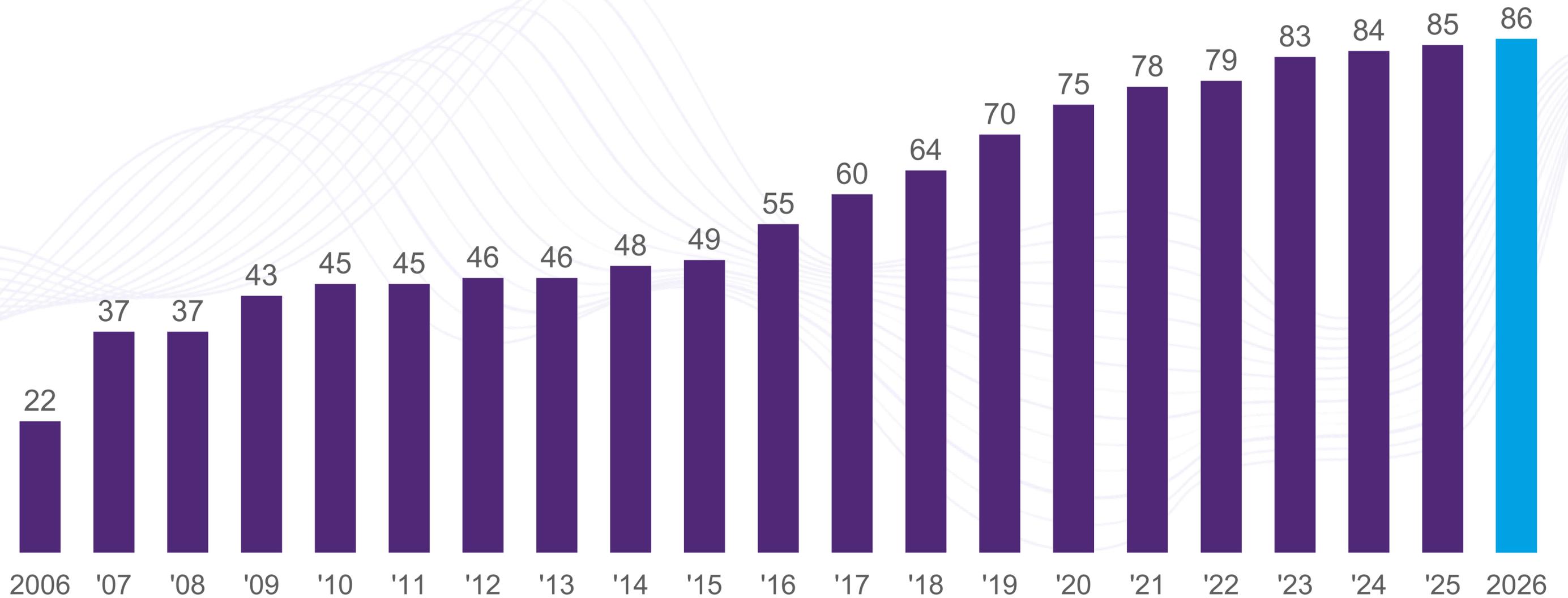


Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% AWARE OF PODCASTING

Estimated
248 Million

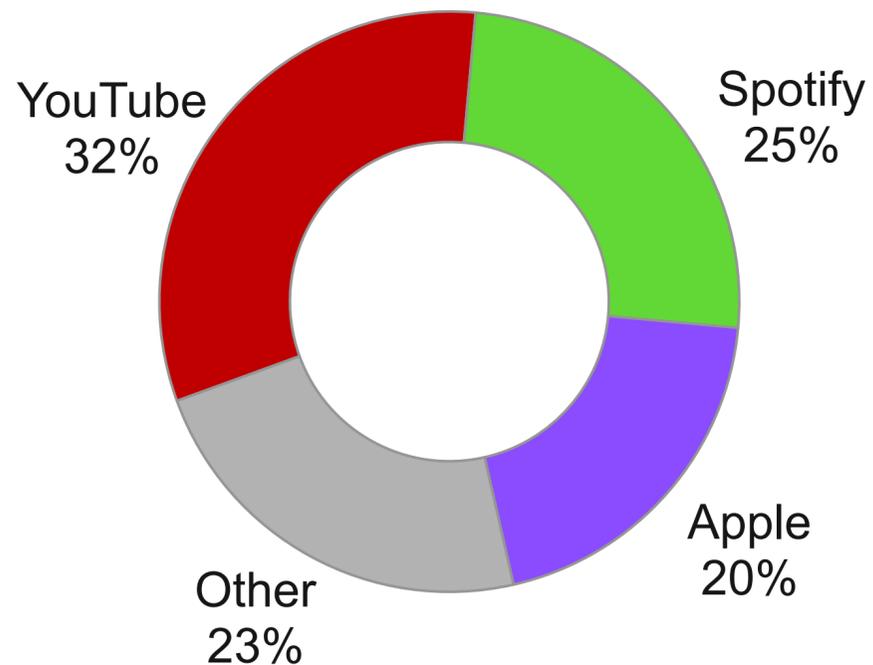


Measurement: Time/Daily

AMONG U.S. POPULATION AGE 13+

Share of Daily Podcast Consumption Time by Source:

Q4 2025

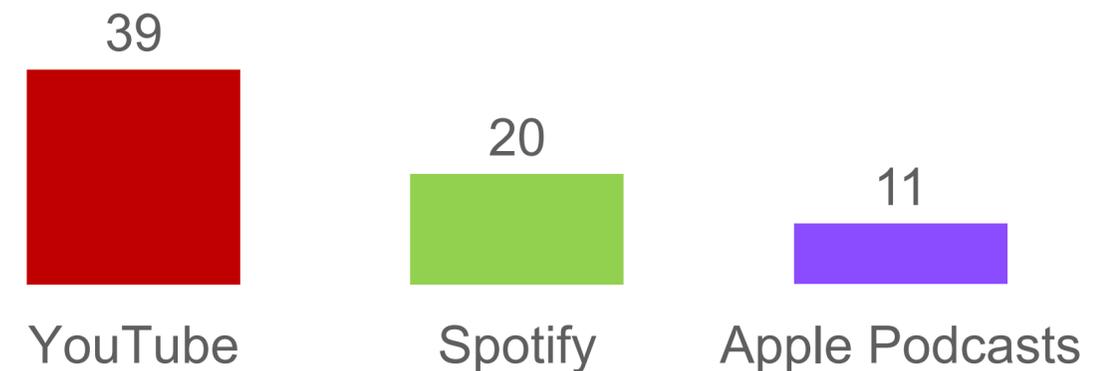


Measurement: Reach/Weekly

AMONG U.S. WEEKLY PODCAST CONSUMERS AGE 13+

% Using [Service] Most Often For Podcasts:

Q4 2025

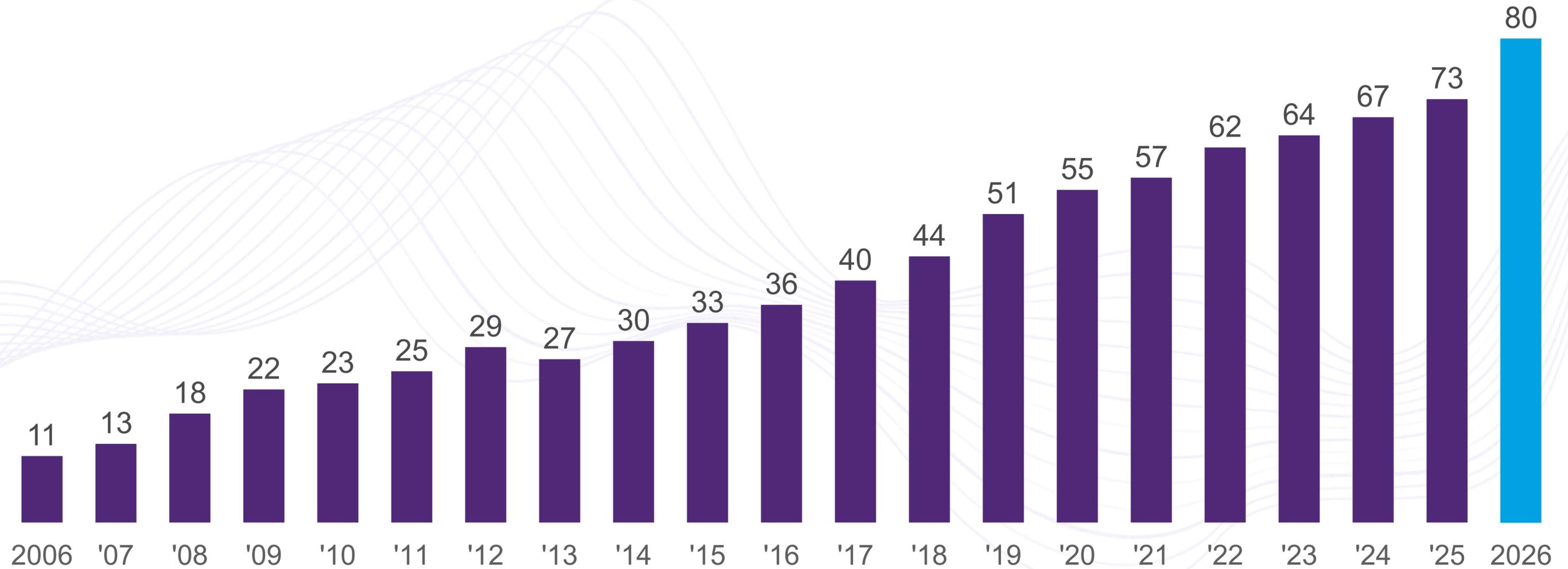


Ever Consumed a Podcast

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO OR WATCHED A PODCAST

Estimated
230 Million



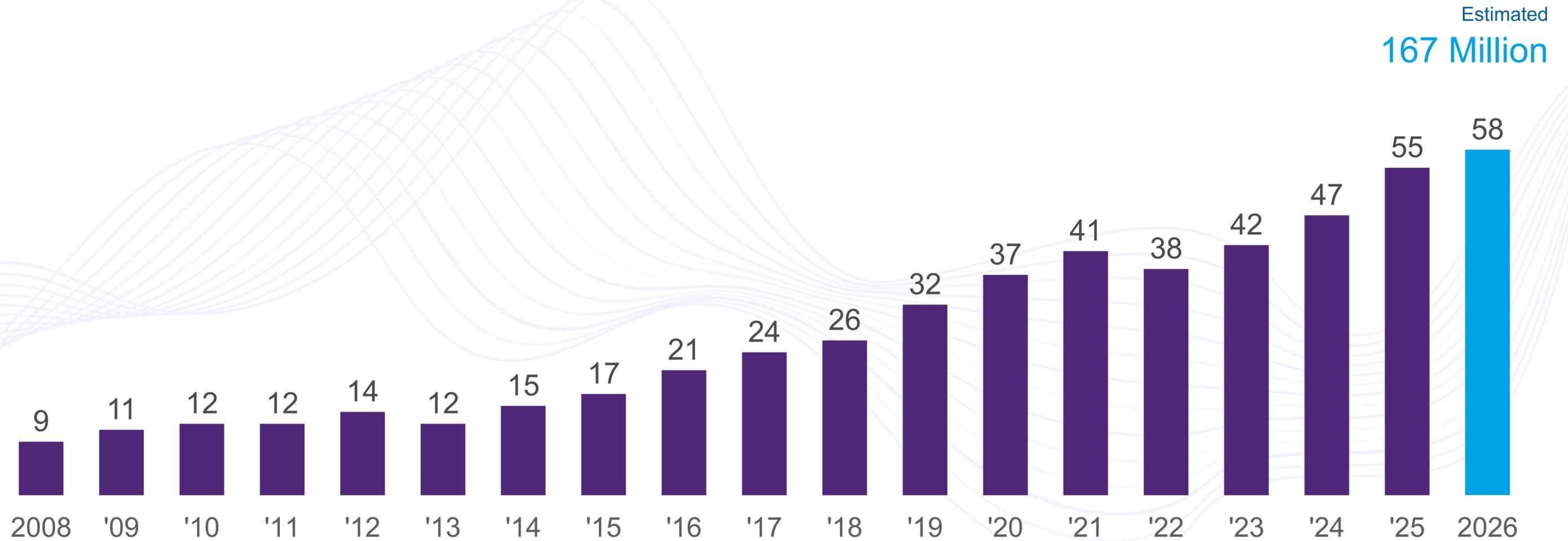
2006-2024: Listened to podcasts

2025 and beyond: Listened to or watched podcasts

Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH



2006-2024: Listened to podcasts

2025 and beyond: Listened to or watched podcasts



58%

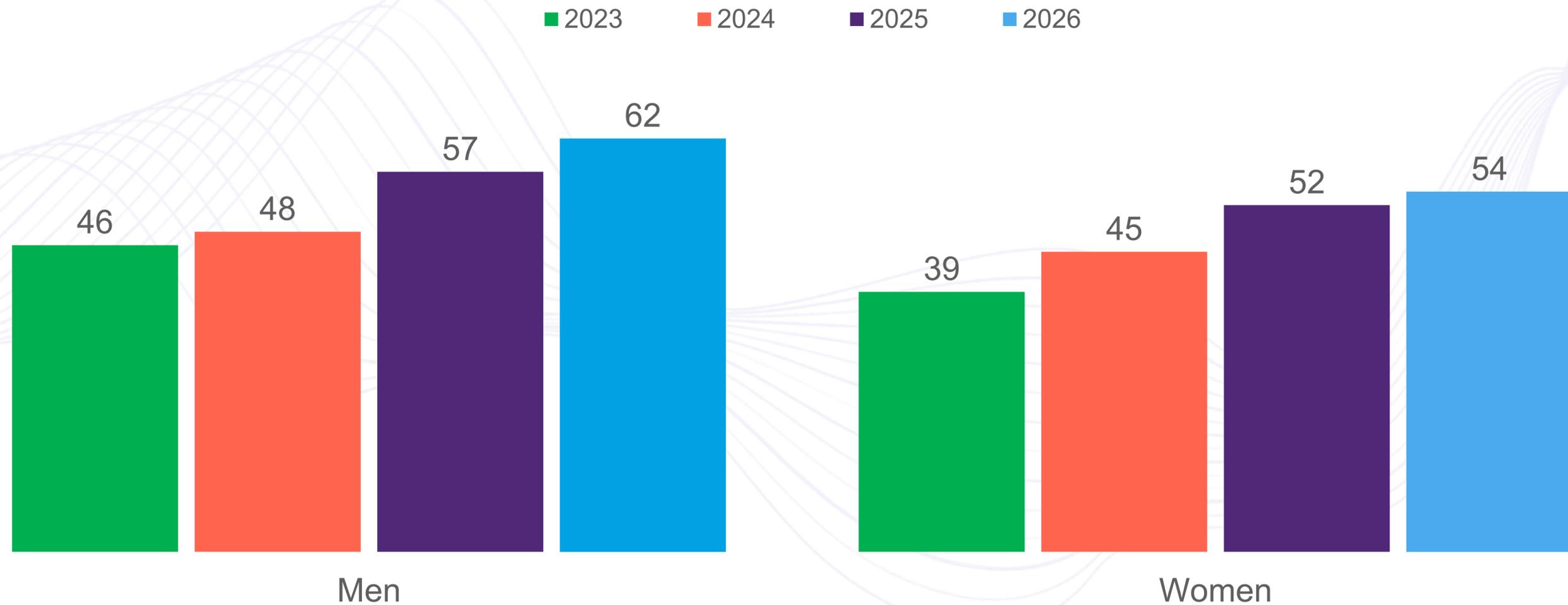
of Americans are monthly podcast consumers

an all-time high

Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH



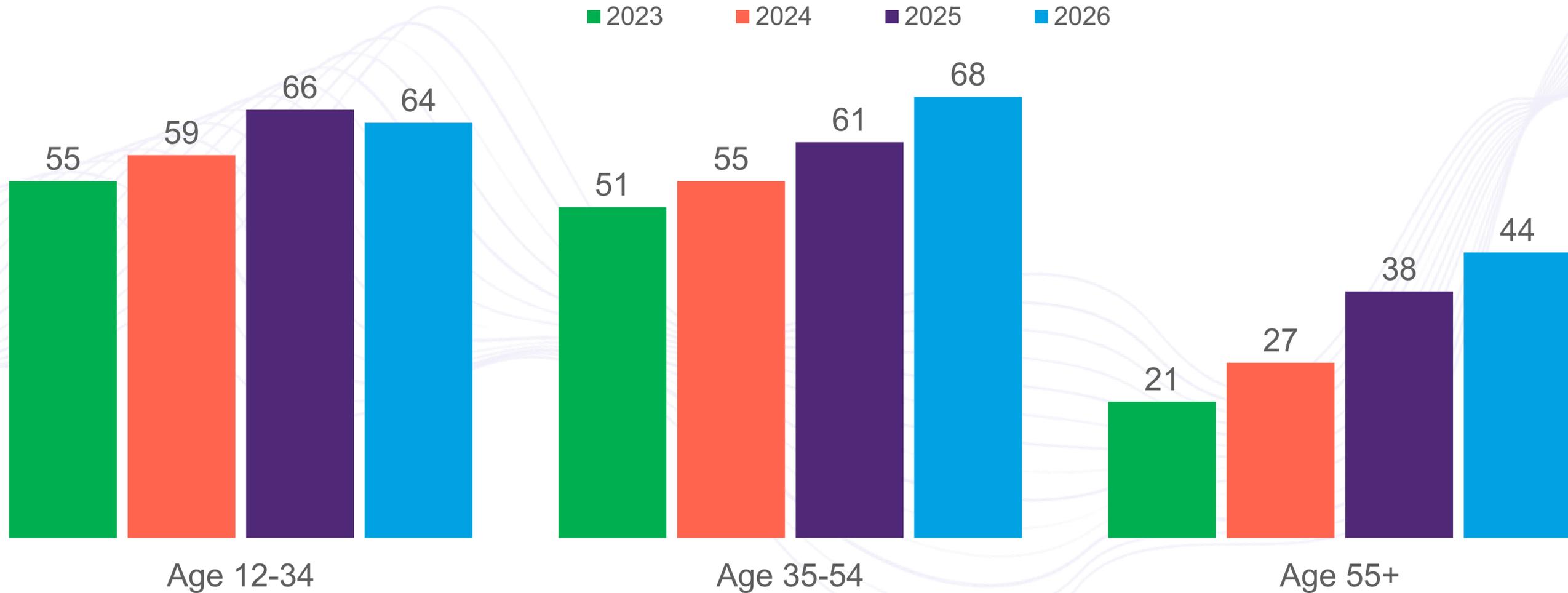
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Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

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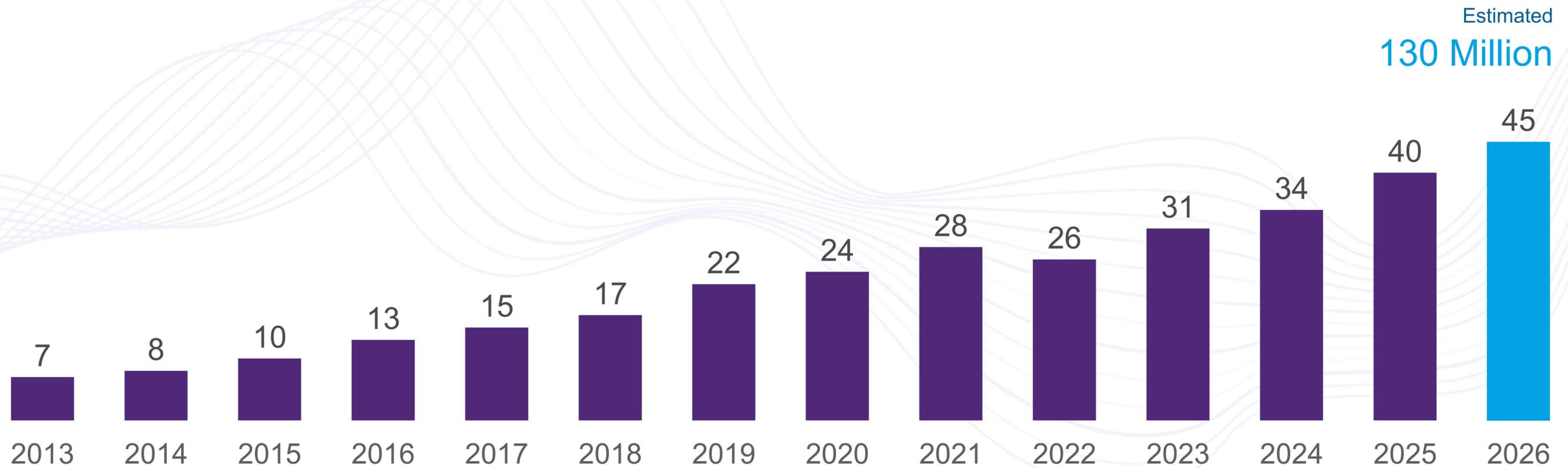
2006-2024: Listened to podcasts

2025 and beyond: Listened to or watched podcasts

Weekly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST WEEK

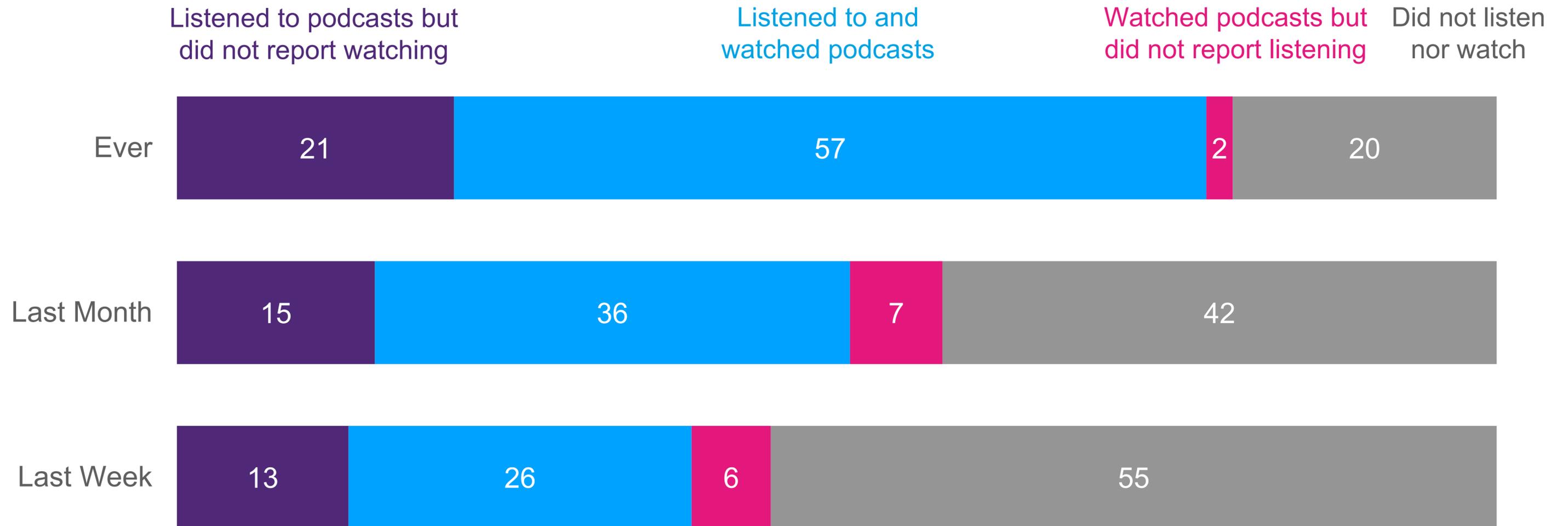


2006-2024: Listened to podcasts

2025 and beyond: Listened to or watched podcasts

Podcast Consumption Overview

TOTAL U.S. POPULATION 12+





Podcasting is a dual-format medium

57% of Americans
have both listened to and
watched a podcast



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AI Usage

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93% of Americans are familiar with at least one generative AI brand

BASE: TOTAL U.S. POPULATION 12+



57%

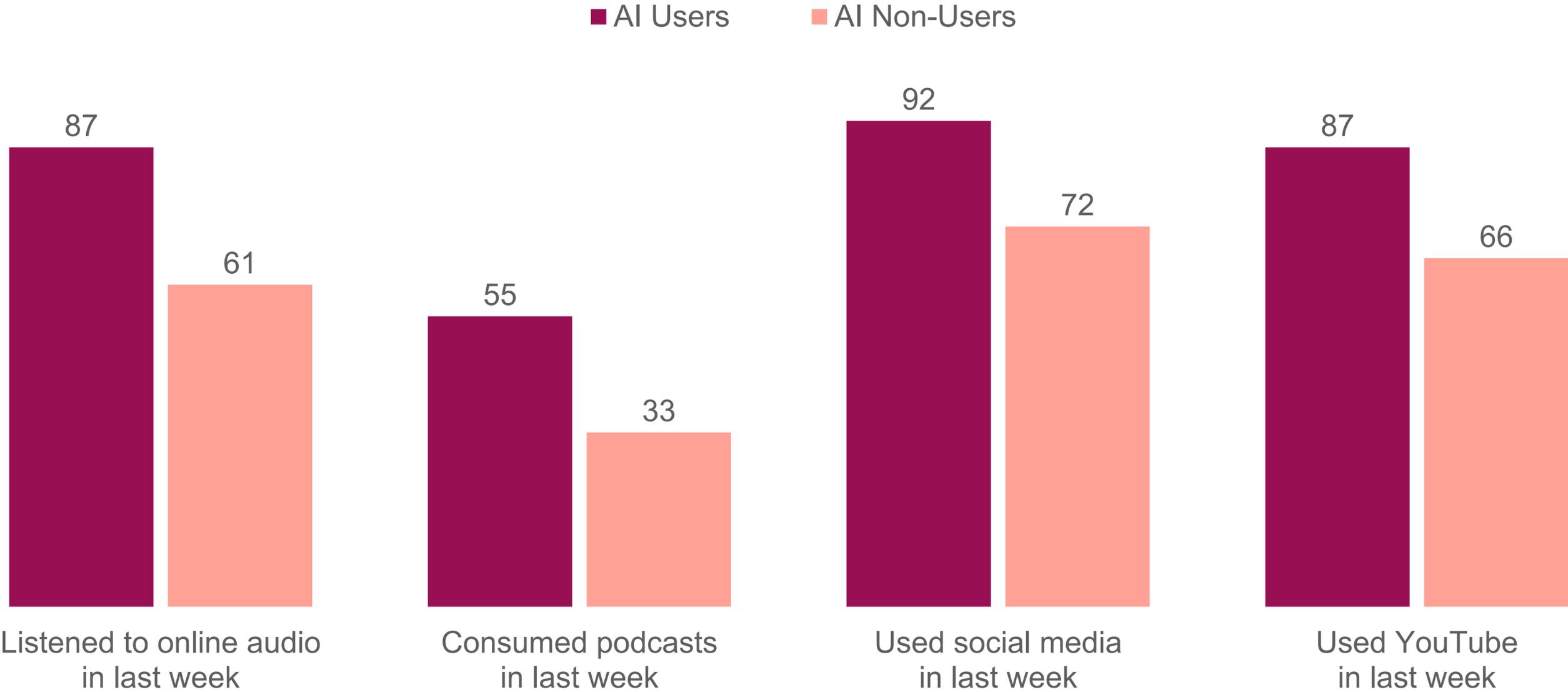
of Americans use at least one generative AI brand

BASE: TOTAL U.S. POPULATION 12+



Weekly media consumption among AI Users

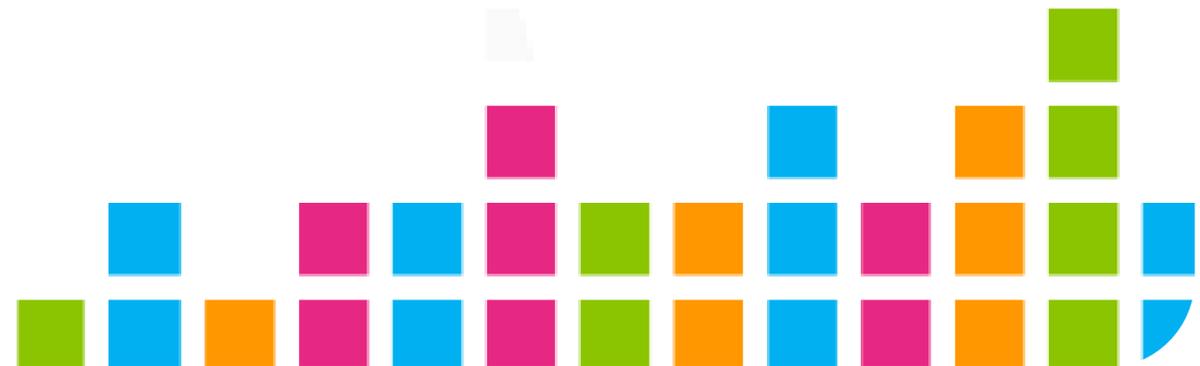
TOTAL U.S. POPULATION 12+
% CONSUMING MEDIUM IN LAST WEEK





AI User Metrics

The Most Current View of AI Usage in America





AI User Metrics from Edison Research at SSRS



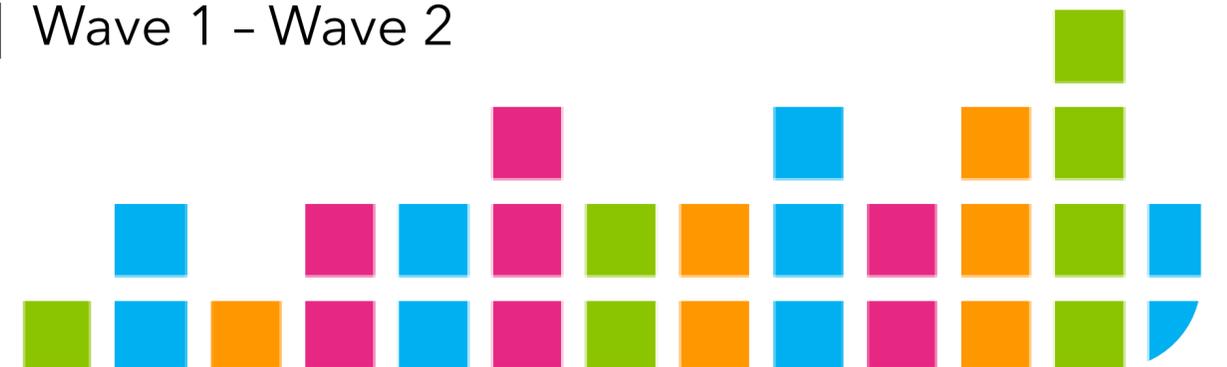
52%

of Americans 18+ use at least **one AI chatbot on a weekly basis**, with many using **more than one**.

Feb 6 - Feb 23, 2026 | Wave 1 - Wave 2



AI User Metrics is based on a nationally representative sample of approximately 1,000 U.S. adults aged 18 or older per wave. Fielded Feb 6-9 (Wave 1) and Feb 20-23 (Wave 2), 2026. Data collected online and via phone using the probability-based SSRS Opinion Panel. [Learn more at ssrs.com](https://www.ssrs.com)





NEW DATA FROM

AI User Metrics from Edison Research at SSRS

The Most Current View of AI Usage in America

58%

increase in
Claude AI from Anthropic
brand awareness in one month

Feb 6 - Mar 9, 2026 | Wave 1 - Wave 3



AI User Metrics is based on a nationally representative sample of approximately 1,000 U.S. adults aged 18 or older per wave. Fielded Feb 6-9 (Wave 1) and March 6-9 (Wave 3), 2026. Data collected online and via phone using the probability-based SSRS Opinion Panel.

[Learn more at ssrs.com](https://www.ssrs.com)



Observations



Online audio has never been bigger and older Americans drive the latest increases

Monthly online audio listening among 55+ jumped from 52% to 70% in just two years



85% of Americans use social media but they are not using the same social platforms

TikTok #1 for 12-34 | Facebook #1 for 55+ | X skews male | Snapchat skews under 35

Observations



Podcast audiences are at record highs — and weekly consumption is catching up with monthly

Monthly podcast consumption: 58% | Weekly podcast consumption: 45%



Video and audio podcasts aren't competing — they're expanding the audience together

57% of Americans have both listened to AND watched a podcast

Observations



YouTube defies category and can't be ignored

78% of Americans 12+ used YouTube in the last week



AI adoption is moving faster than anything we've measured

93% of Americans are aware of at least one generative AI brand



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