



THE SPOKEN WORD AUDIO REPORT



#SpokenWordAudio

Spoken Word Audio Survey

- 3,013 online interviews
- National survey of adults ages 18 and older
- In order to qualify, all respondents consume spoken word audio monthly (73% of US online population)

Share of Ear[®]

- 4,000+ respondents
- National sample ages 13 and older
- Online and offline
 - Tracked since 2014
- Offered in English and Spanish

Spoken Word Audio Listener Interviews

Key Findings

1. Spoken Word Audio yields deep connections and involvement from its consumers
2. People are spending more time listening to Spoken Word Audio...at the expense of music listening
3. Spoken Word Audio is growing fastest among young people and increasingly driven by mobile listening



Spoken Word Audio Connects with Listeners



In the past month,

**73% of the U.S. population
listened to Spoken Word Audio**

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+

Reasons for Listening to Spoken Word Audio

% of monthly spoken word listeners agreeing (a '5' or a '4' on a 5-point scale)

Reason	Spoken-Word Radio	Podcasts	Audiobooks
To stay up-to-date with the latest topics	53%	47%	24%
To be entertained	53%	61%	61%
To learn new things	48%	61%	39%
To relax	35%	45%	51%
To feel inspired	26%	38%	30%
To escape	24%	36%	45%
Companionship	18%	19%	22%

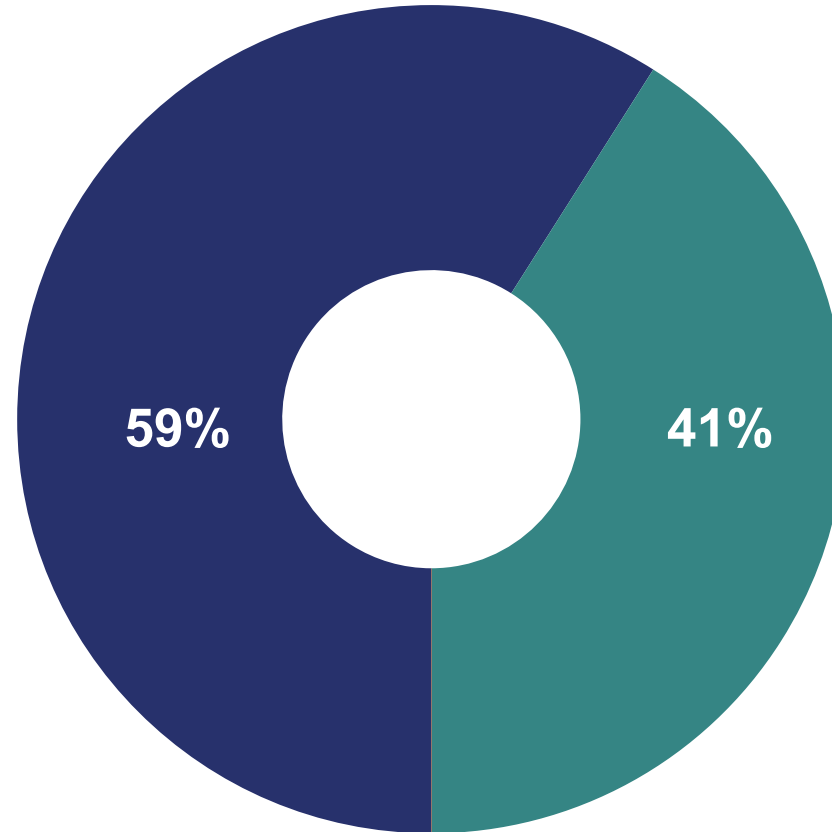
Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Base: Listen to Spoken Word Audio in the past month and ever use (medium)
Question: "You listen to (medium) when you want...?"

Types of Spoken Word Audio Listeners

Monthly Spoken Word Audio Listeners

Digital-first Listeners

Listen to spoken word audio most through computers, laptops, tablets, smartphones, or smart speakers



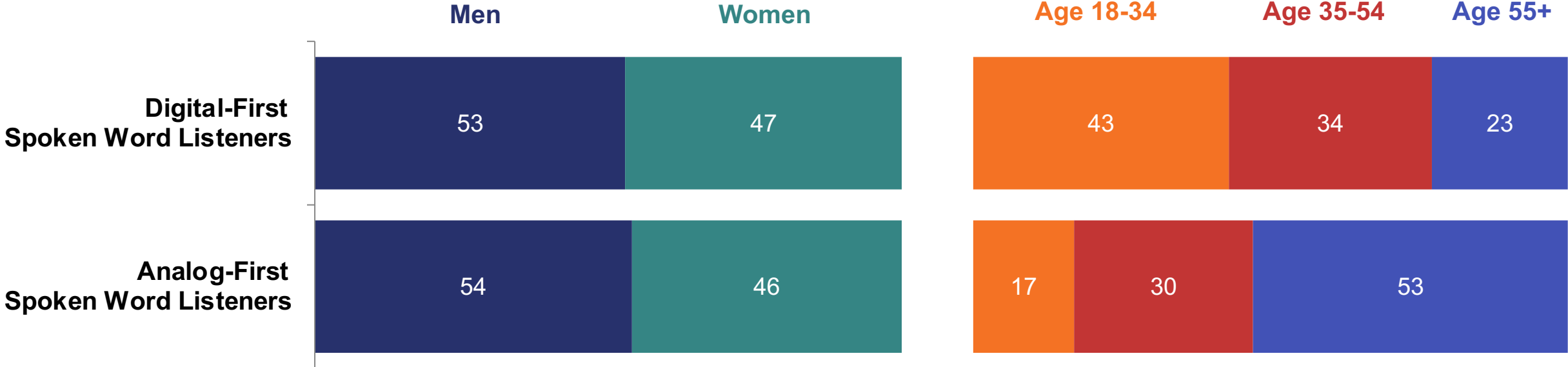
Analog-first Listeners

Listen to spoken word audio most through AM/FM radio

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. Online Population 18+
Base: Listen to Spoken Word Audio in the past month

Who Listens to Spoken Word Audio?

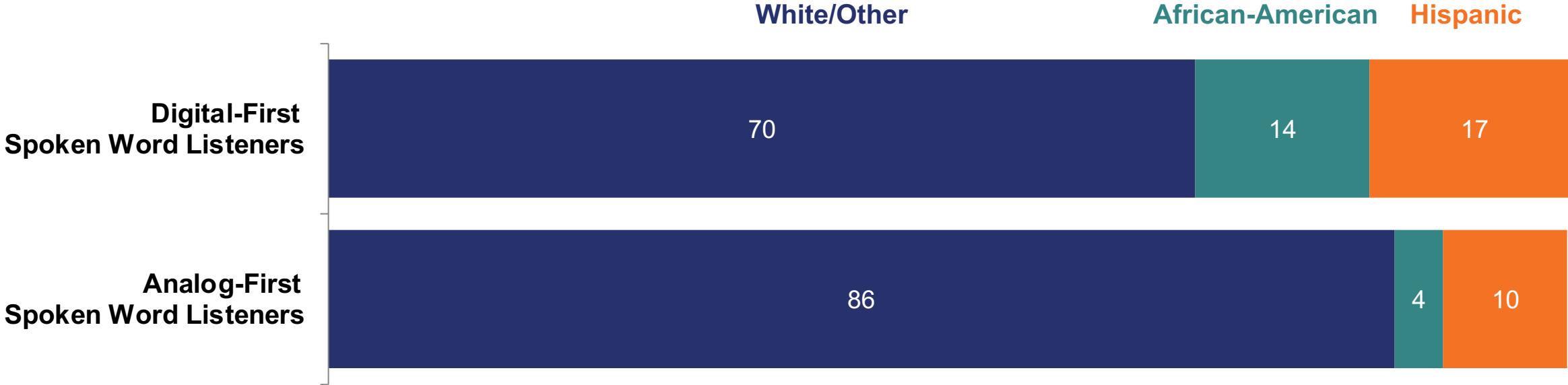
Monthly Spoken Word Audio Listeners



Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+

Who Listens to Spoken Word Audio?

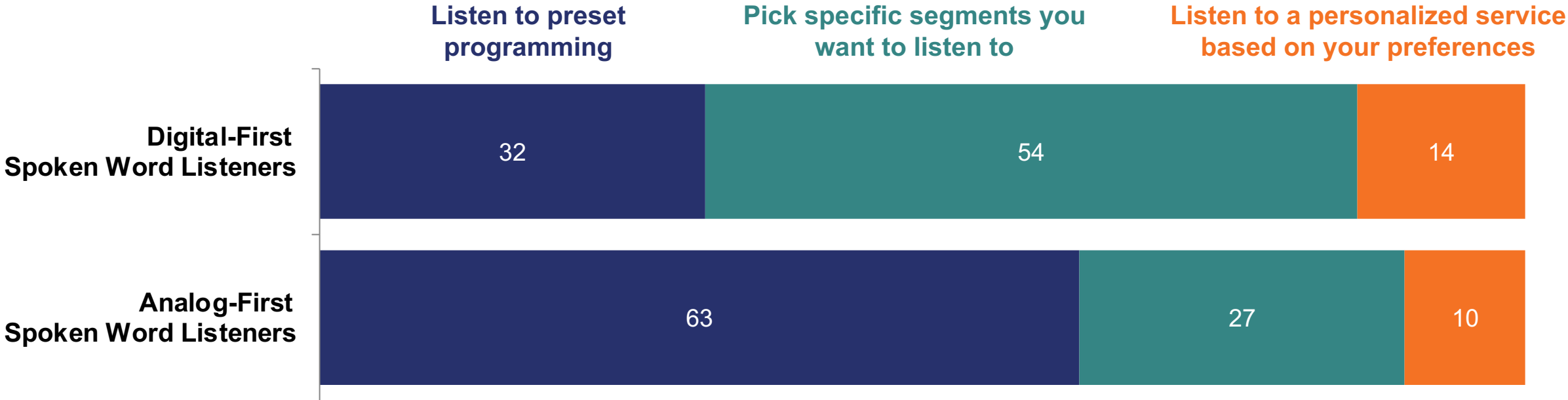
Monthly Spoken Word Audio Listeners



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How do People Listen to Spoken Word Audio Most Often?

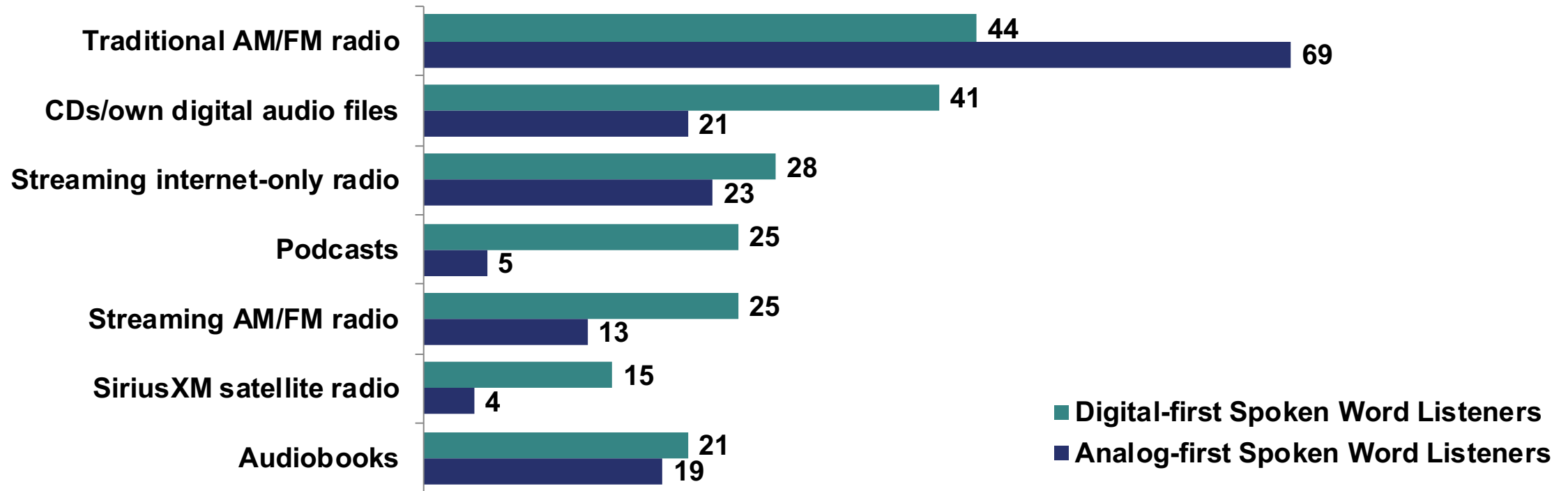
Monthly Spoken Word Audio Listeners



Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Base: Frequently/sometimes listen to any item

Digital-first Listeners use Traditional AM/FM Frequently

% of Monthly Spoken Word Audio Listeners Who Listen Frequently To...



Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+

How Long is Your Typical Commute to Work (One Way)?

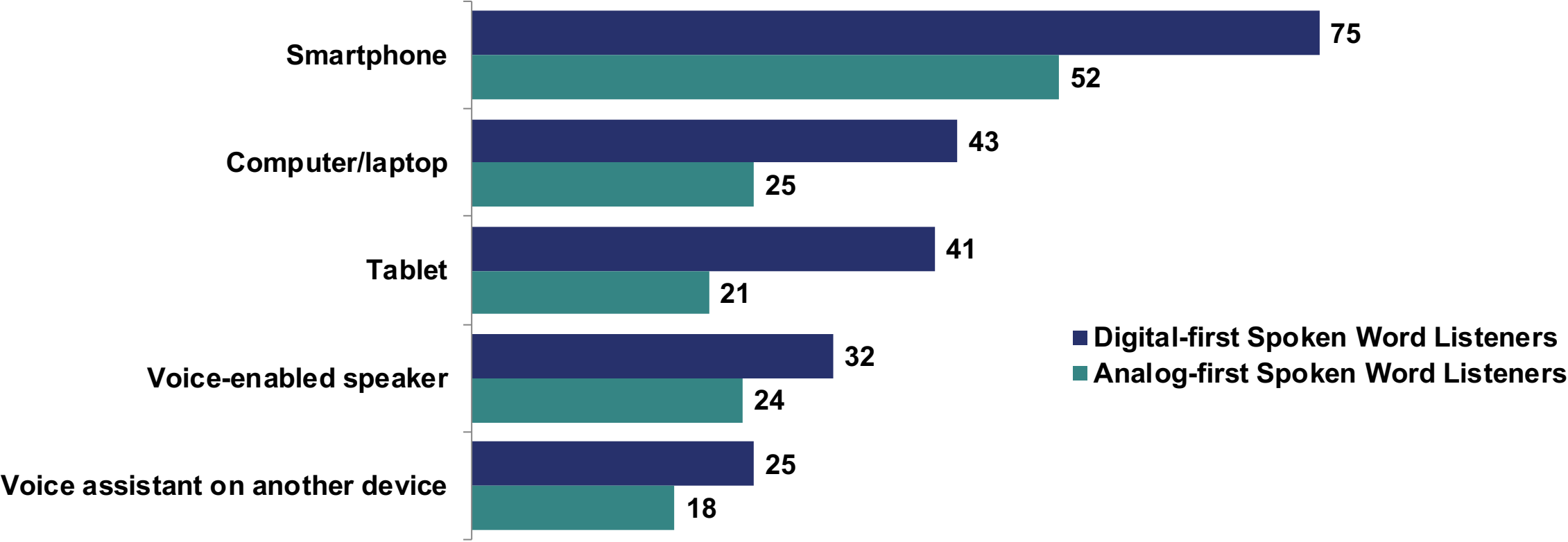
Monthly Spoken Word Audio Listeners



Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Base: Employed full-time or part-time and work outside the home

Spoken Word Listeners are Using Voice Assistants

Monthly Spoken Word Audio Listeners



Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+

Share of Ear[®]

Music

News

Sports

Talk/Personalities



Spoken Word Audio



In 2019,

Americans average *four hours* per day
listening to *audio*

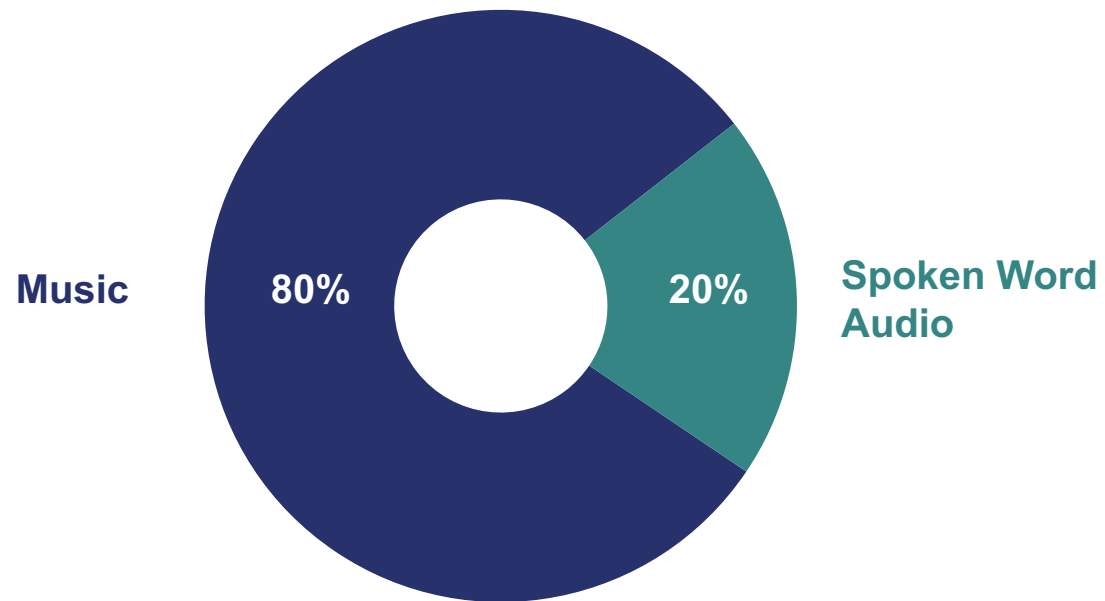
Americans average *one hour* per day
listening to *spoken word audio*

Source: Edison Research Share of Ear ® 2019; U.S Population 13+

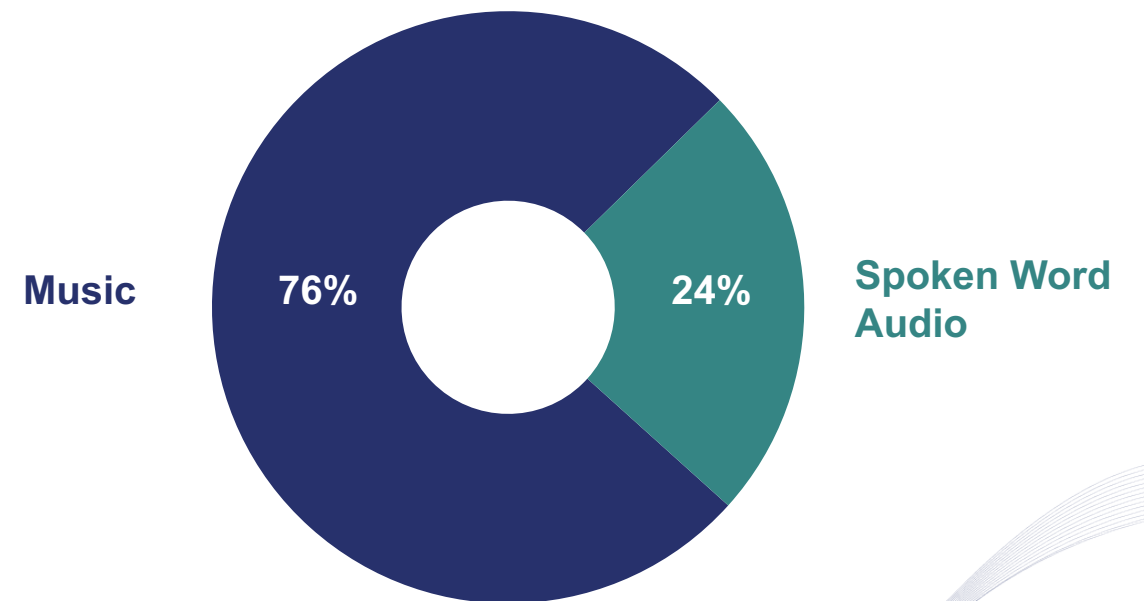
Audio Listening by Content Type

U.S. Population 13+

2014



2019



Source: Edison Research Share of Ear © 2019

Share of Time Spent Listening to Audio Content Type Daily

% Change 2014-2019

Music

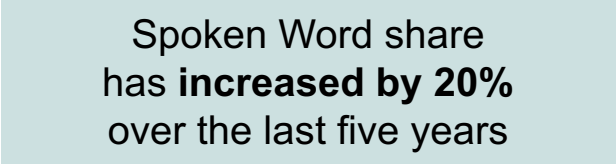


-5%

Spoken Word



+20%

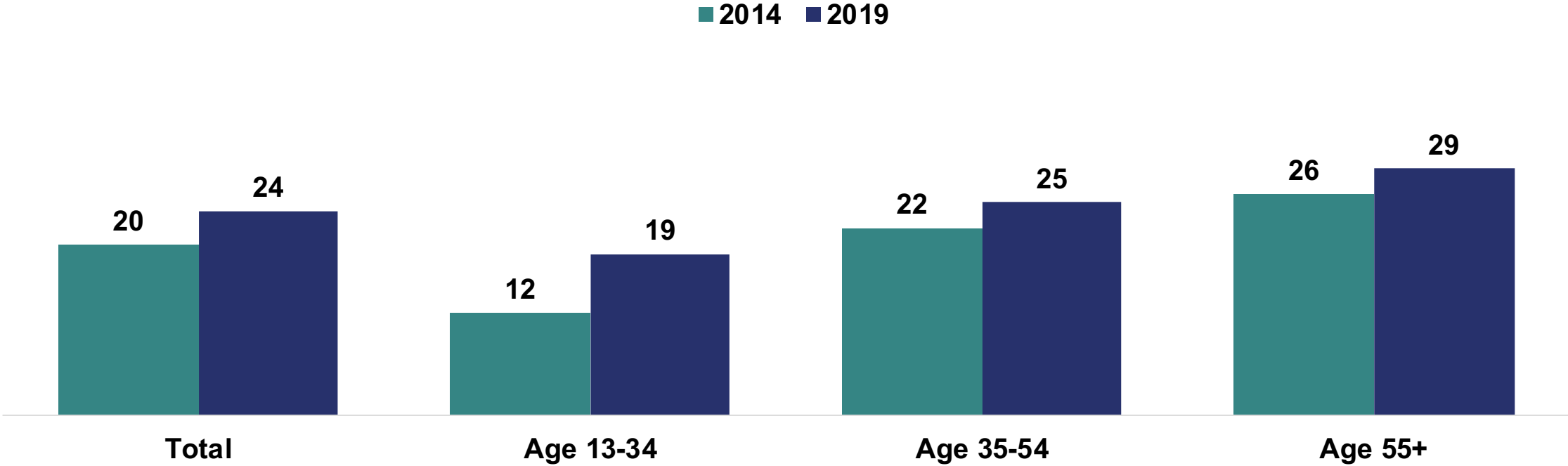


Spoken Word share has **increased by 20%** over the last five years

Source: Edison Research Share of Ear © 2019; U.S Population 13+

Share of Time Spent Listening to Spoken Word Audio

U.S. Population 13+



Source: Edison Research Share of Ear ® 2019



Podcast listening hits an all-time high in 2019

**51% of the U.S. population has
listened to a podcast**

Source: The Infinite Dial[®] from Edison Research and Triton Digital; U.S. population 12+



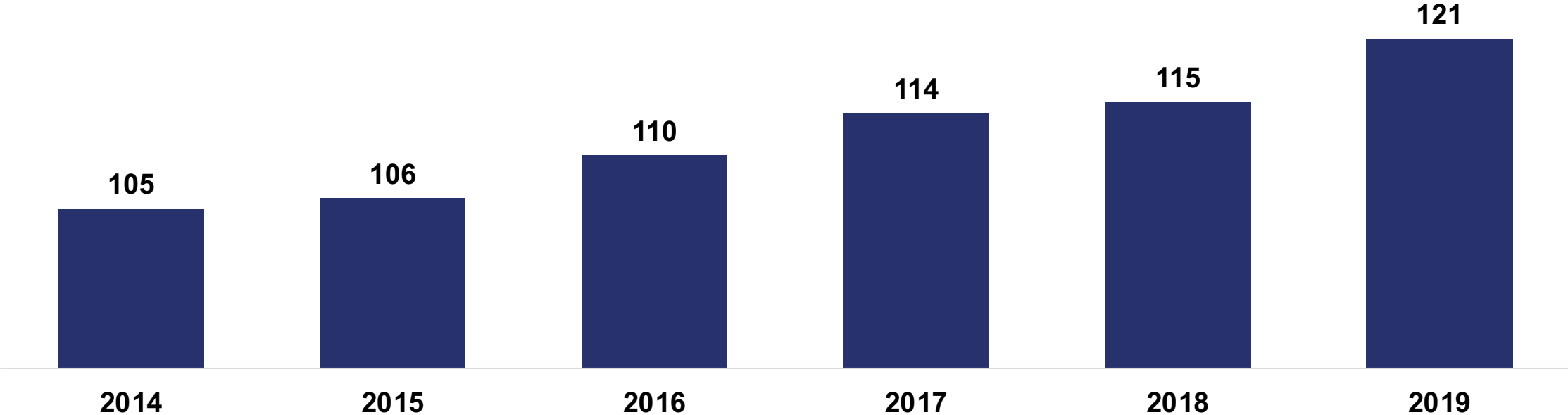
Audiobook listening hits an all-time high in 2019

50% of the U.S. population has listened to an audiobook

Source: The Infinite Dial[®] from Edison Research and Triton Digital; U.S. population 12+

Today, 16 Million More People Are Listening to Spoken Word Audio than Five Years Ago

Listening to Spoken Word Audio Each Day (in millions)



Source: Edison Research Share of Ear © 2019; U.S. population 13+



In 2019,

43% of the U.S. population listen to Spoken Word Audio daily

Source: Edison Research Share of Ear ® 2019; U.S. population 13+



In 2019,

More than one-quarter of Spoken Word Audio Listening is with Public Media

Source: Edison Research Share of Ear ® 2019; U.S. population 13+

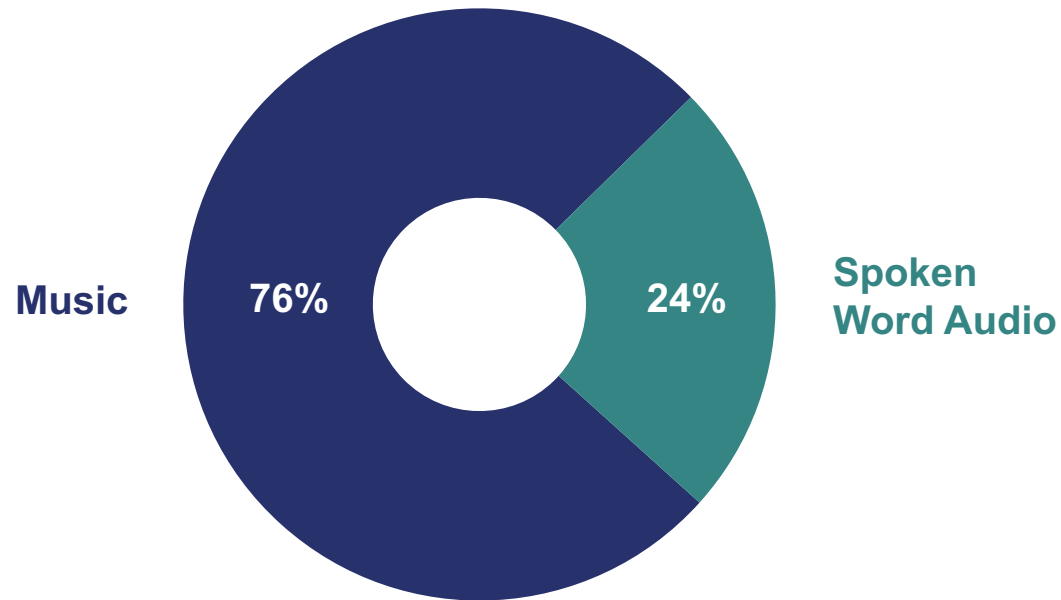
In 2019,

**Spoken Word Audio daily listeners
average *two hours* per day listening
to Spoken Word Audio**

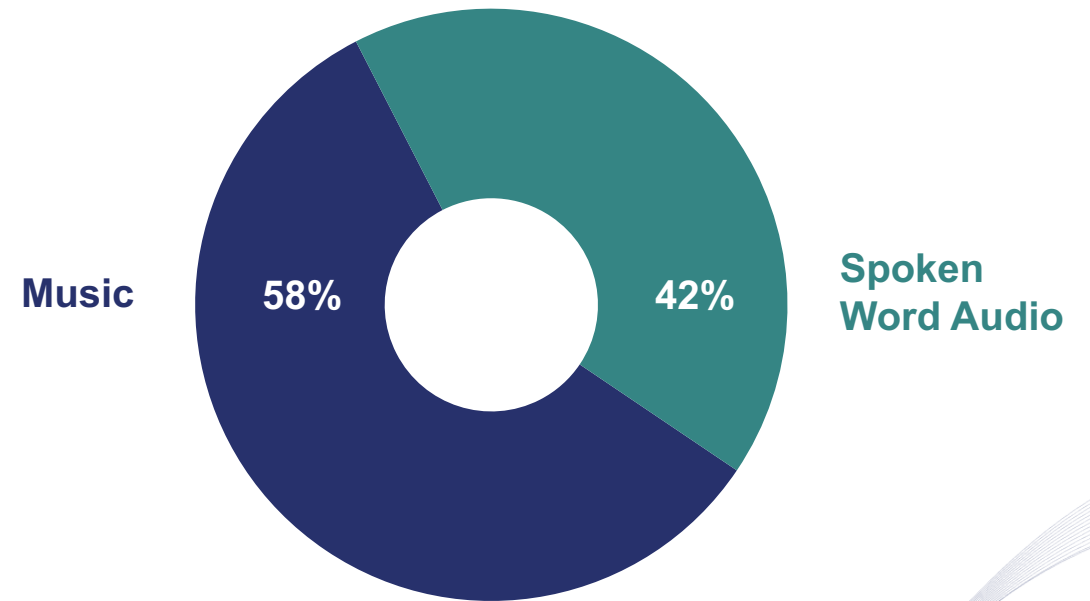
Source: Edison Research Share of Ear © 2019; U.S. population 13+

Audio Listening by Content Type

U.S. Population 13+



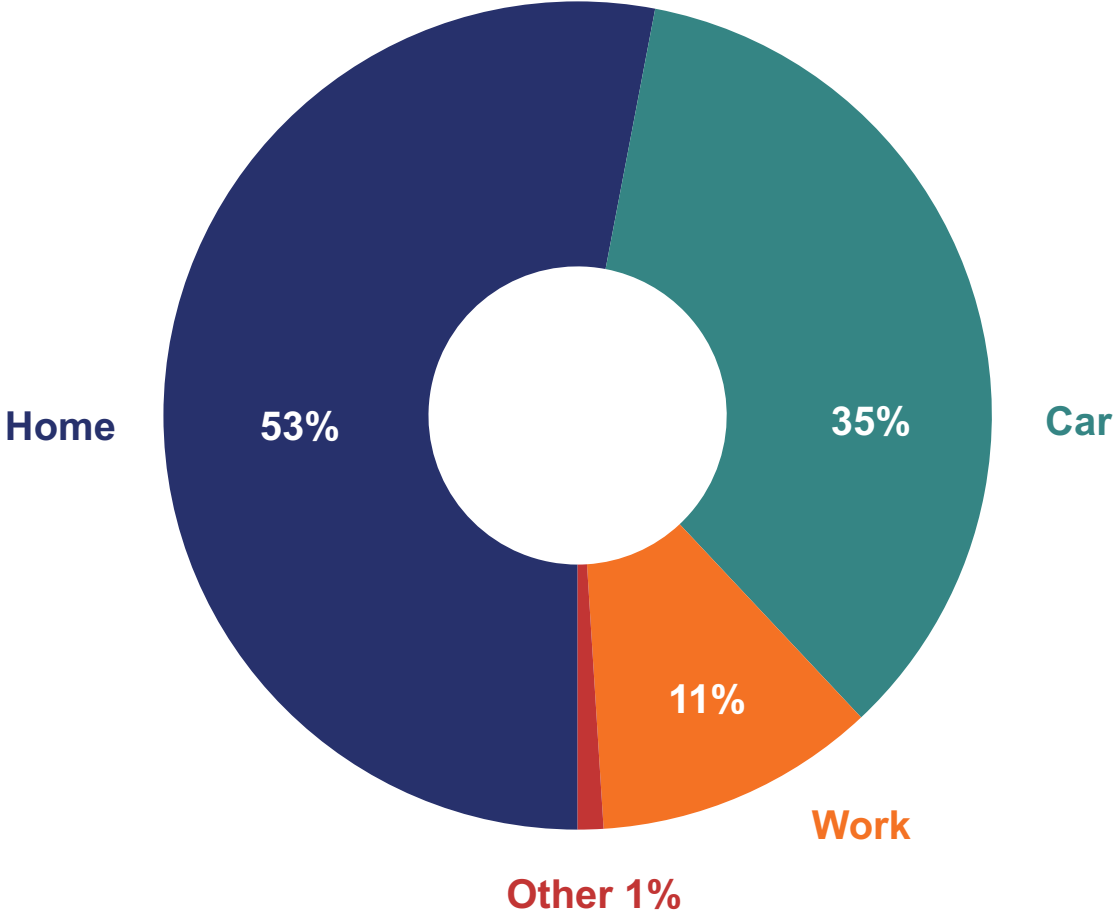
Daily Spoken Word Audio Listeners



Source: Edison Research Share of Ear ® 2019

Distribution of Spoken Word Audio Listening by Location

U.S. Population 13+

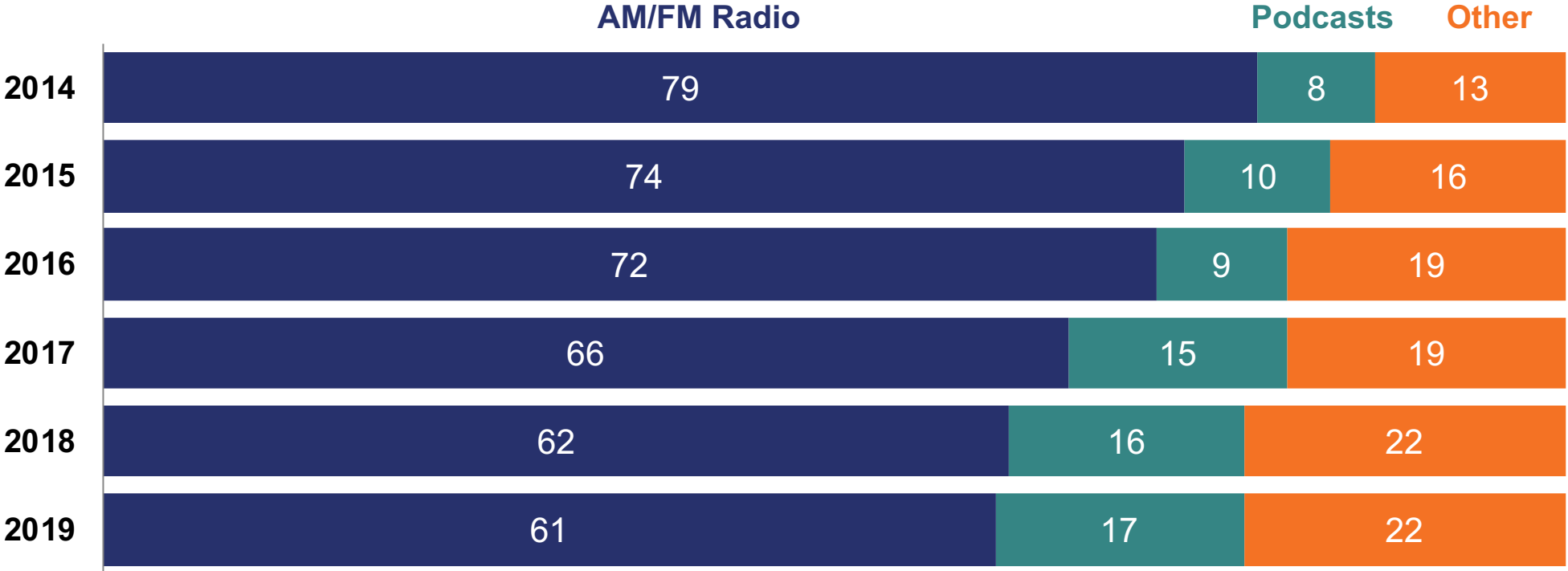


Source: Edison Research Share of Ear © 2019

How Do People Listen to Spoken Word Audio?

Distribution of Spoken Word Audio Listening by Platform

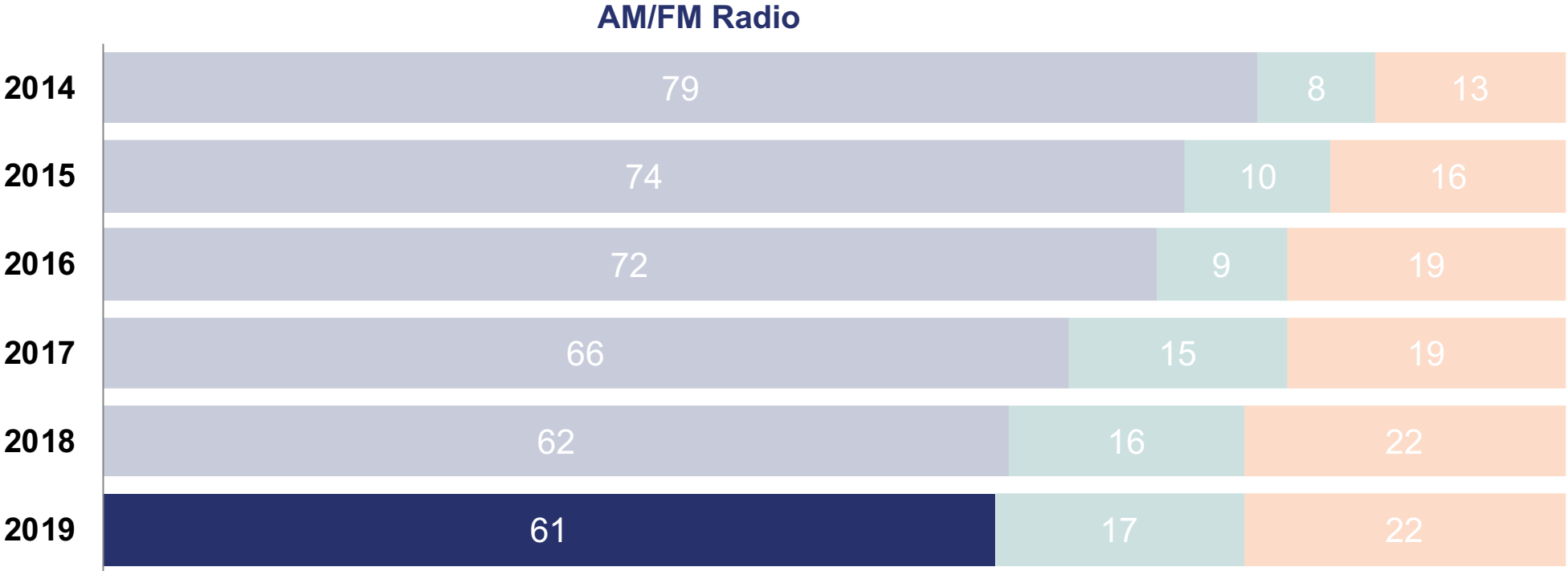
U.S. Population 13+



Source: Edison Research Share of Ear ® 2019
“AM/FM Radio” includes over the air and radio streams
“Other” includes streaming audio, satellite radio, audiobooks, etc.

Distribution of Spoken Word Audio Listening by Platform

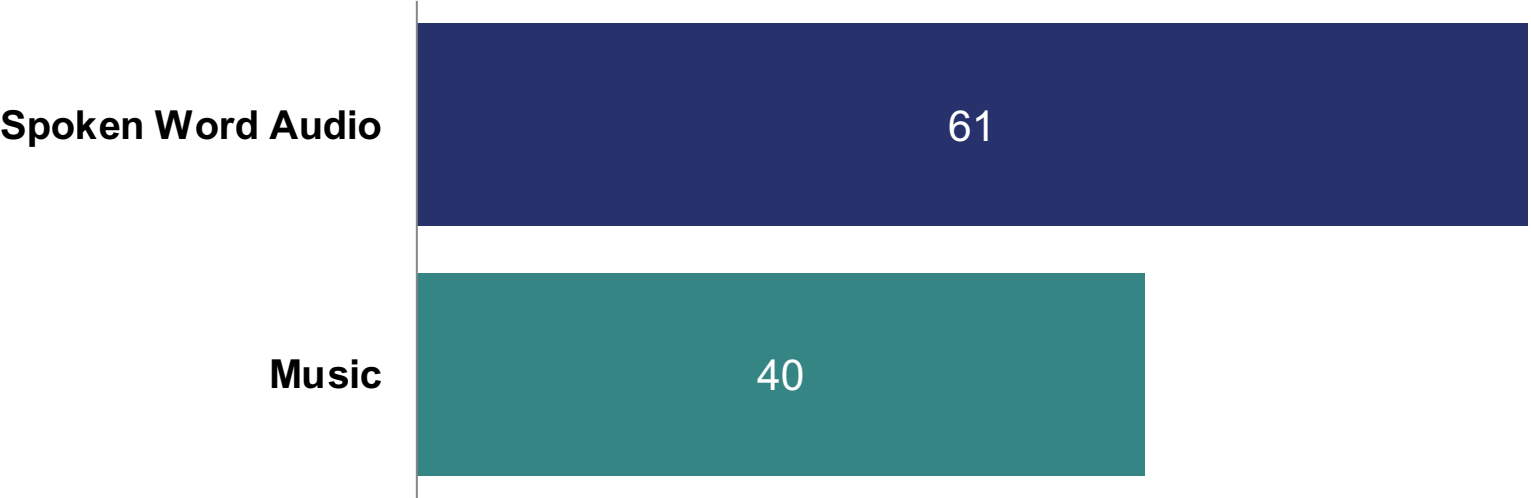
U.S. Population 13+



Source: Edison Research Share of Ear® 2019
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Portion of Listening Time Spent with AM/FM Radio

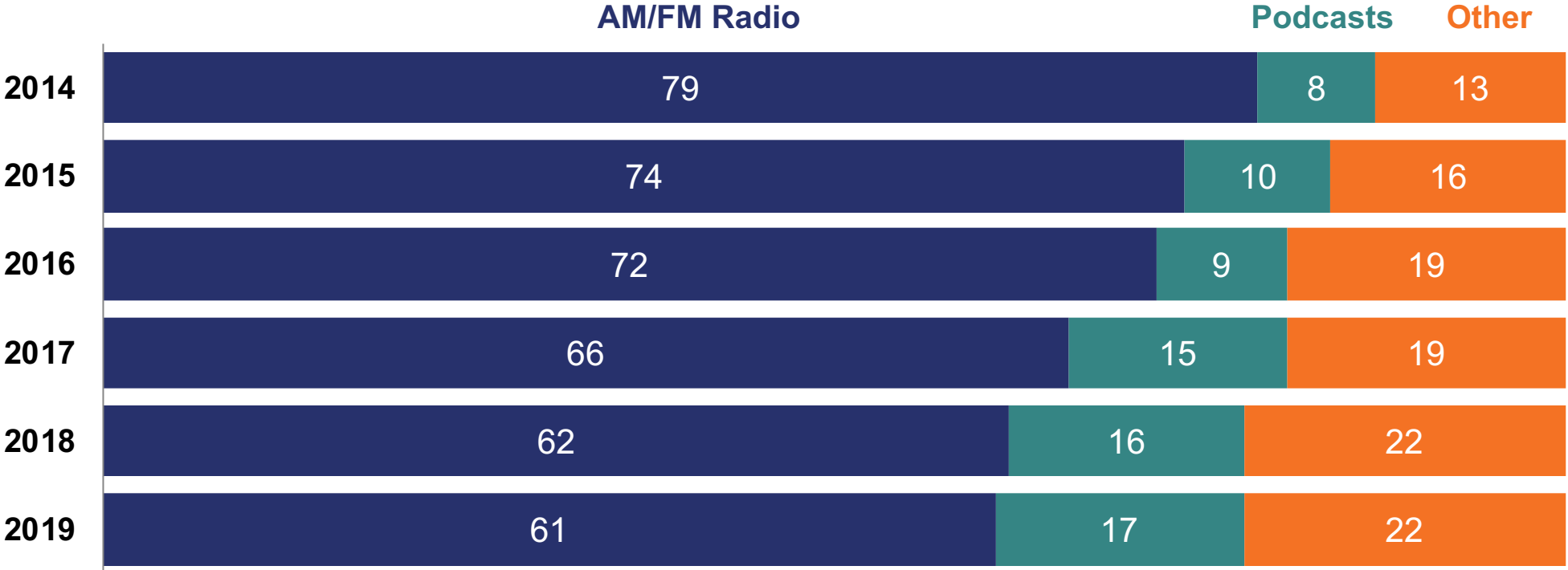
U.S. Population 13+



Source: Edison Research Share of Ear © 2019

Distribution of Spoken Word Audio Listening by Platform

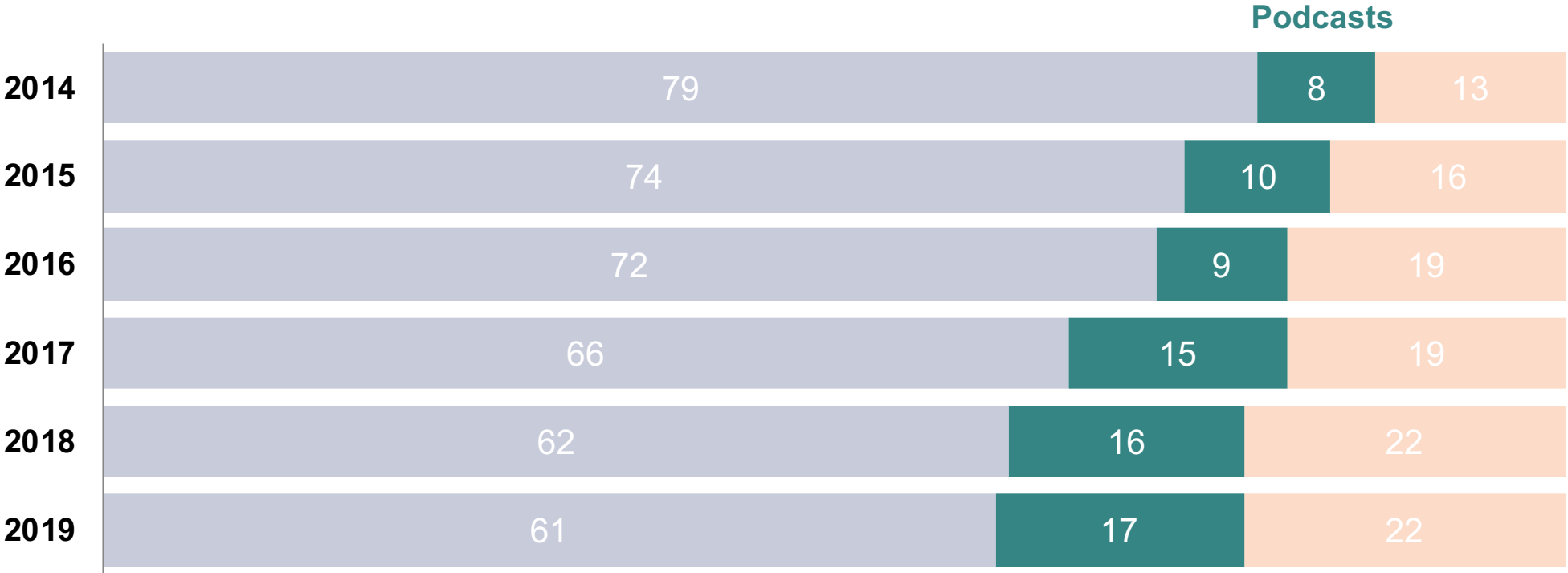
U.S. Population 13+



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Distribution of Spoken Word Audio Listening by Platform

U.S. Population 13+



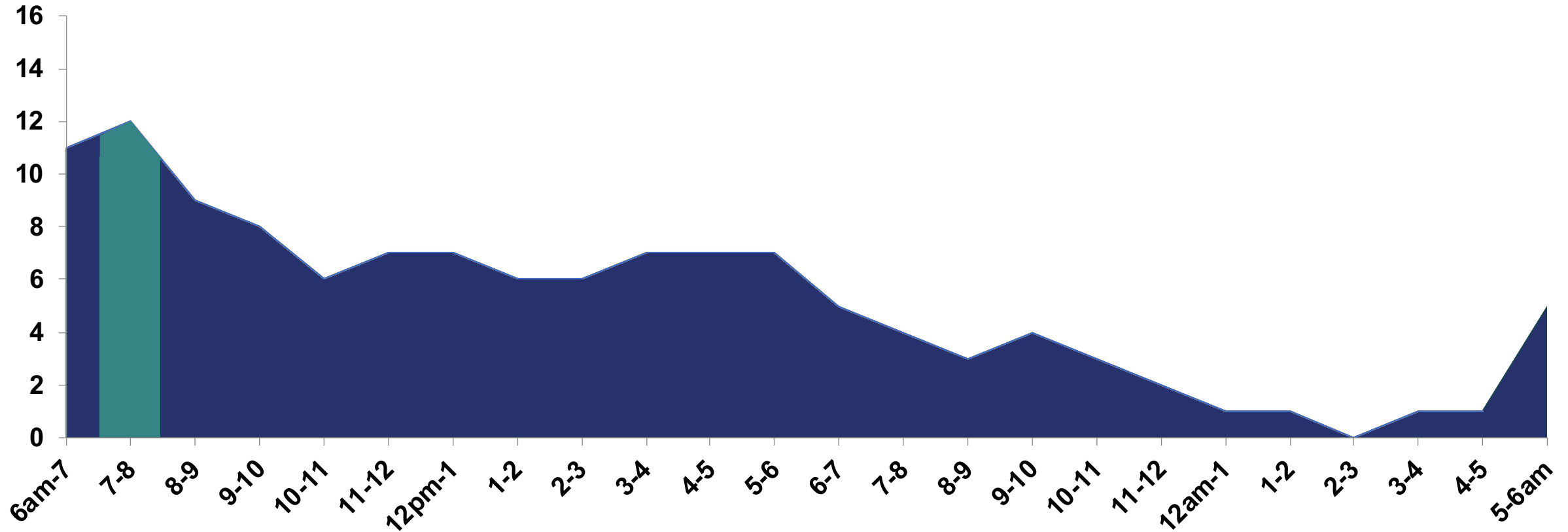
Source: Edison Research Share of Ear ® 2019
“AM/FM Radio” includes over the air and radio streams
“Other” includes streaming audio, satellite radio, audiobooks, etc.

Podcast daily listenership has more than doubled in the past five years

Source: Edison Research Share of Ear © 2019; U.S. population 13+

Spoken Word Audio Listening Peaks in the 7-8am Hour

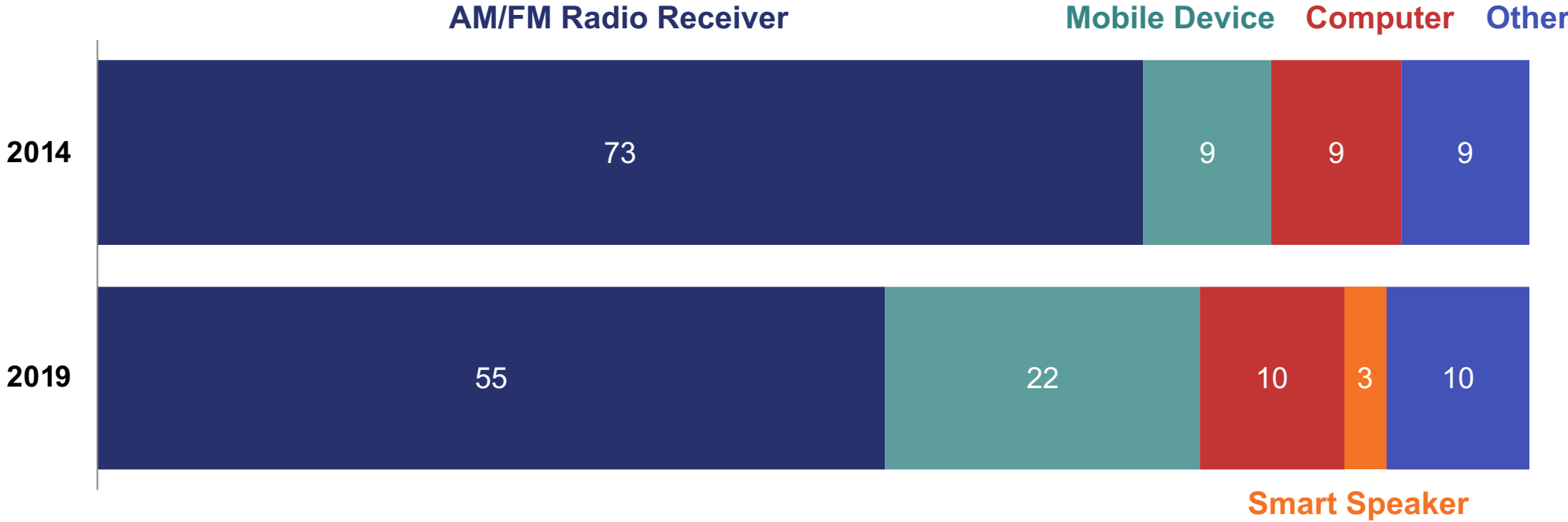
% Listening to Spoken Word Audio Each Hour



Source: Edison Research Share of Ear © 2019; U.S. population 13+

Spoken Word Audio Listening by Device

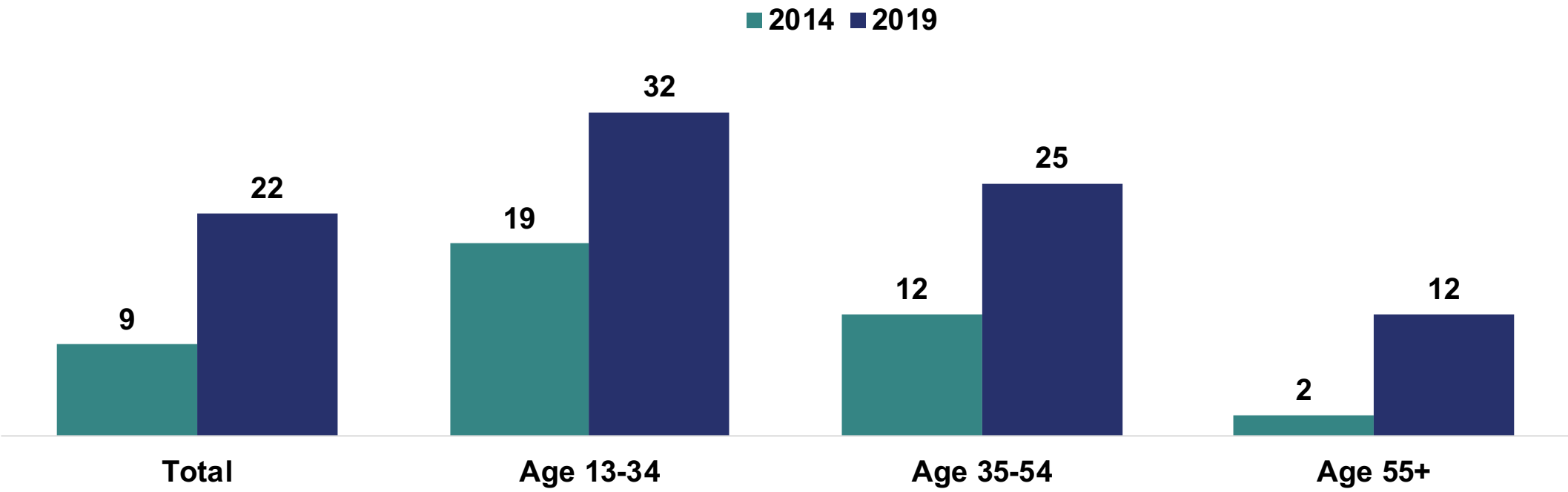
U.S. Population 13+



Source: Edison Research Share of Ear ® 2019
Note: "Other" includes: satellite radio receiver, CD player, internet connected TV
Smart Speaker added to the survey 2017

Share of Time Spent Listening to Spoken Word Audio on a Mobile Device

U.S. Population 13+



Source: Edison Research Share of Ear ® 2019

In 2014,

11%

of all daily **smartphone**
audio listening is
Spoken Word Audio

In 2019,

22%

of all daily **smartphone**
audio listening is
Spoken Word Audio

Source: Edison Research Share of Ear © 2019; U.S. population 13+

Key Findings

1. Spoken Word Audio yields deep connections and involvement from its consumers
2. People are spending more time listening to Spoken Word Audio...at the expense of music listening
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Learn more at
npr.org/spokenwordaudio



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