THE SPOKEN WORD AUDIO REPORT
Methodology

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)

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

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

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital-First Spoken Word Listeners</td>
<td>53</td>
<td>47</td>
</tr>
<tr>
<td>Analog-First Spoken Word Listeners</td>
<td>54</td>
<td>46</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Range</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>43</td>
<td>34</td>
<td>23</td>
</tr>
<tr>
<td>Women</td>
<td>17</td>
<td>30</td>
<td>53</td>
</tr>
</tbody>
</table>

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

Digital-First Spoken Word Listeners
- White/Other: 70
- African-American: 14
- Hispanic: 17

Analog-First Spoken Word Listeners
- White/Other: 86
- African-American: 4
- Hispanic: 10

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
How do People Listen to Spoken Word Audio Most Often?

Monthly Spoken Word Audio Listeners

<table>
<thead>
<tr>
<th>Listen to preset programming</th>
<th>Pick specific segments you want to listen to</th>
<th>Listen to a personalized service based on your preferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital-First Spoken Word Listeners</td>
<td>32</td>
<td>54</td>
</tr>
<tr>
<td>Analog-First Spoken Word Listeners</td>
<td>63</td>
<td>27</td>
</tr>
</tbody>
</table>

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...

- Traditional AM/FM radio: 44% (Digital-first) vs. 69% (Analog-first)
- CDs/own digital audio files: 41% vs. 21%
- Streaming internet-only radio: 28% vs. 23%
- Podcasts: 25% vs. 5%
- Streaming AM/FM radio: 25% vs. 13%
- SiriusXM satellite radio: 15% vs. 4%
- Audiobooks: 21% vs. 19%

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

Digital-First Spoken Word Listeners: 49 minutes
Analog-First Spoken Word Listeners: 33 minutes

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

<table>
<thead>
<tr>
<th>Device</th>
<th>Digital-first</th>
<th>Analog-first</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>75</td>
<td>52</td>
</tr>
<tr>
<td>Computer/laptop</td>
<td>43</td>
<td>25</td>
</tr>
<tr>
<td>Tablet</td>
<td>41</td>
<td>21</td>
</tr>
<tr>
<td>Voice-enabled speaker</td>
<td>32</td>
<td>24</td>
</tr>
<tr>
<td>Voice assistant on another device</td>
<td>25</td>
<td>18</td>
</tr>
</tbody>
</table>

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
- Music: 80%
- Spoken Word Audio: 20%

2019
- Music: 76%
- Spoken Word Audio: 24%

Source: Edison Research Share of Ear © 2019
**Share of Time Spent Listening to Audio Content Type Daily**

% Change 2014-2019

- **Music**
  - Music share has **decreased by 5%** over the last five years
  - **-5%**

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

Source: Edison Research Share of Ear © 2019; U.S Population 13+
Share of Time Spent Listening to Spoken Word Audio
U.S. Population 13+

![Bar Chart]

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)

- 2014: 105
- 2015: 106
- 2016: 110
- 2017: 114
- 2018: 115
- 2019: 121

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 \textit{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+

Music: 76%
Spoken Word Audio: 24%

Daily Spoken Word Audio Listeners

Music: 58%
Spoken Word Audio: 42%

Source: Edison Research Share of Ear © 2019

#SpokenWordAudio
Distribution of Spoken Word Audio Listening by Location
U.S. Population 13+

Source: Edison Research Share of Ear © 2019

- Home: 53%
- Car: 35%
- Work: 11%
- Other: 1%
How Do People Listen to Spoken Word Audio?
Distribution of Spoken Word Audio Listening by Platform
U.S. Population 13+

<table>
<thead>
<tr>
<th>Year</th>
<th>AM/FM Radio</th>
<th>Podcasts</th>
<th>Other</th>
</tr>
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<tbody>
<tr>
<td>2014</td>
<td>79</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>2015</td>
<td>74</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>2016</td>
<td>72</td>
<td>9</td>
<td>19</td>
</tr>
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<td>2017</td>
<td>66</td>
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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+

### AM/FM Radio

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“AM/FM Radio” includes over the air and radio streams

“Other” includes streaming audio, satellite radio, audiobooks, etc.
Portion of Listening Time Spent with AM/FM Radio
U.S. Population 13+

Spoken Word Audio: 61%
Music: 40%

Source: Edison Research Share of Ear © 2019
Distribution of Spoken Word Audio Listening by Platform
U.S. Population 13+

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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
3. Spoken Word Audio is growing fastest among young people and increasingly driven by mobile listening