Spoken Word’s share of audio listening has increased by 30% over the last six years; 8% in the last year.
The Spoken Word Audio Report 2020

Share of Ear®

- 4,318 respondents
- National sample ages 13 and older
- Online and offline
  - Tracked since 2014
  - Offered in English and Spanish

Spoken Word Audio Listener Interviews

Spoken Word Audio Survey

- 1000 online interviews
- National survey of adults ages 18 and older
- In order to qualify, all respondents consume spoken word audio monthly (75% of US online population)
Key Findings

1. Spoken Word’s share of audio listening has increased by 30% over the last six years; 8% this year

2. Spoken word audio’s growth is driven by large increases among women, younger listeners, African-Americans and Latinos

3. Three-quarters of all Americans listen to spoken word audio each month; 43% daily

4. In addition to the convenience and multitasking benefits long recognized for spoken word listening, other strong motivators for increased listening are personal growth, better content, and spoken word’s ability to improve mental health
In the past month,

**75% 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+
“Compared to five years ago, are you listening to spoken word audio...”

Base: U.S. Online Population 18+ Monthly Spoken Word Audio Listeners

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
% agreeing with statements about Spoken Word Audio/Music/Television:
Base: Monthly Spoken Word Listeners who are Listening to Spoken Word Audio More

...is a productive use of your time
- Spoken Word Audio: 65%
- Music: 58%
- Television/Streaming Video: 47%

...engages your mind in a more positive way than other media does
- Spoken Word Audio: 62%
- Music: 59%
- Television/Streaming Video: 46%

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

Music
News
Sports
Talk/Personalities
Audiobooks

Spoken Word Audio
Share of Listening by Content Type
U.S. Population 13+

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

2020
- Music: 74%
- Spoken Word Audio: 26%

8% Increase

Source: Edison Research Share of Ear ® 2020
Share of Listening by Content Type
U.S. Population 13+

2014
- Music: 80%
- Spoken Word Audio: 20%

2020
- Music: 74%
- Spoken Word Audio: 26%

Source: Edison Research Share of Ear ® 2020
Share of Time Spent Listening to Audio Content Type Daily
% Change 2014-2020

Music share has decreased by 8% over the last six years

Music

-8%

Spoken Word share has increased by 30% over the last six years

Spoken Word

+30%

Source: Edison Research Share of Ear © 2020; U.S Population 13+
Share of Time Spent Listening to Spoken Word Audio
U.S. Population 13+

2014
2020

Total
20 26
12

Age 13-34
22

Age 35-54
22 27

Age 55+
26 30

83% Increase

Source: Edison Research Share of Ear ® 2020
Share of Time Spent Listening to Spoken Word Audio
U.S. Population 13+

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>20</td>
<td>26</td>
</tr>
</tbody>
</table>
| Men    | 26   | 31   | 19% Increase
| Women  | 14   | 22   | 57% Increase

Source: Edison Research Share of Ear © 2020
Share of Time Spent Listening to Spoken Word Audio
U.S. Population 13+

Source: Edison Research Share of Ear ® 2020
Podcast listening hits an all-time high in 2020

55% of the U.S. population has listened to a podcast

Source: The Infinite Dial® from Edison Research and Triton Digital; U.S. population 12+
Share of Time Spent Listening to Podcasts That Goes to NPR/Public Radio

U.S. Population 13+

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>19</td>
</tr>
<tr>
<td>2017</td>
<td>30</td>
</tr>
<tr>
<td>2018</td>
<td>26</td>
</tr>
<tr>
<td>2019</td>
<td>30</td>
</tr>
<tr>
<td>2020</td>
<td>32</td>
</tr>
</tbody>
</table>

Source: Edison Research Share of Ear © 2020
<table>
<thead>
<tr>
<th>RANK</th>
<th>PODCAST PUBLISHER</th>
<th>US UNIQUE MONTHLY AUDIENCE</th>
<th>GLOBAL DOWNLOADS &amp; STREAMS</th>
<th>ACTIVE SHOWS</th>
<th>SALES CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NPR</td>
<td>26,054,000</td>
<td>219,091,000</td>
<td>50</td>
<td>National Public Media</td>
</tr>
<tr>
<td>2</td>
<td>iHeartRadio</td>
<td>25,972,000</td>
<td>251,919,000</td>
<td>538</td>
<td>iHeartRadio</td>
</tr>
<tr>
<td>3</td>
<td>New York Times</td>
<td>11,657,000</td>
<td>144,639,000</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>ESPN/ABC</td>
<td>9,280,000</td>
<td>72,583,000</td>
<td>102</td>
<td>ESPN Audio Sales</td>
</tr>
<tr>
<td>5</td>
<td>PRX</td>
<td>9,206,000</td>
<td>88,536,000</td>
<td>88</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Wondery</td>
<td>9,108,000</td>
<td>60,378,000</td>
<td>101</td>
<td>Wondery Brand Partnerships</td>
</tr>
<tr>
<td>7</td>
<td>Barstool Sports</td>
<td>8,783,000</td>
<td>61,282,000</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>NBC News</td>
<td>6,601,000</td>
<td>45,197,000</td>
<td>26</td>
<td>Wondery Brand Partnerships</td>
</tr>
</tbody>
</table>

Source: Podtrac, analytics.podtrac.com/podcast-publisher-rankings
Audiobook listening hits an all-time high in 2020

54% of the U.S. population has listened to an audiobook

Source: The Infinite Dial® from Edison Research and Triton Digital; U.S. population 12+
In 2020, 43% of the U.S. population listen to Spoken Word Audio daily.

Source: Edison Research Share of Ear ® 2020; U.S. population 13+
In 2020, Spoken Word Audio daily listeners average *two hours* per day listening to Spoken Word Audio.

Source: Edison Research Share of Ear © 2020; U.S. population 13+
Audio Listening by Content Type

Daily Spoken Word Audio Listeners

- Music: 52%
- Spoken Word Audio: 48%

Source: Edison Research Share of Ear ® 2020
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>
</thead>
<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>
<tr>
<td>2017</td>
<td>66</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td>2018</td>
<td>62</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>2019</td>
<td>61</td>
<td>17</td>
<td>22</td>
</tr>
<tr>
<td>2020</td>
<td>55</td>
<td>19</td>
<td>26</td>
</tr>
</tbody>
</table>

Source: Edison Research Share of Ear ® 2020
“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+

<table>
<thead>
<tr>
<th>Year</th>
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<th>Other</th>
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<tr>
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<td>2015</td>
<td>74</td>
<td>10</td>
</tr>
<tr>
<td>2016</td>
<td>72</td>
<td>9</td>
</tr>
<tr>
<td>2017</td>
<td>66</td>
<td>15</td>
</tr>
<tr>
<td>2018</td>
<td>62</td>
<td>16</td>
</tr>
<tr>
<td>2019</td>
<td>61</td>
<td>17</td>
</tr>
<tr>
<td>2020</td>
<td>55</td>
<td>19</td>
</tr>
</tbody>
</table>

Source: Edison Research Share of Ear ® 2020

“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+

<table>
<thead>
<tr>
<th>Year</th>
<th>AM/FM Radio</th>
<th>Podcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>79</td>
<td>8</td>
</tr>
<tr>
<td>2015</td>
<td>74</td>
<td>10</td>
</tr>
<tr>
<td>2016</td>
<td>72</td>
<td>9</td>
</tr>
<tr>
<td>2017</td>
<td>66</td>
<td>15</td>
</tr>
<tr>
<td>2018</td>
<td>62</td>
<td>16</td>
</tr>
<tr>
<td>2019</td>
<td>61</td>
<td>17</td>
</tr>
<tr>
<td>2020</td>
<td>55</td>
<td>19</td>
</tr>
</tbody>
</table>

Source: Edison Research Share of Ear ® 2020

“AM/FM Radio” includes over the air and radio streams
“Other” includes streaming audio, satellite radio, audiobooks, etc.

#SpokenWordAudio
Spoken Word Audio Listening by Device
U.S. Population 13+

<table>
<thead>
<tr>
<th>Year</th>
<th>AM/FM Radio Receiver</th>
<th>Mobile Device</th>
<th>Computer</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>73</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>2015</td>
<td>68</td>
<td>15</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>2016</td>
<td>66</td>
<td>14</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>2017</td>
<td>58</td>
<td>19</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>2018</td>
<td>54</td>
<td>23</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>2019</td>
<td>55</td>
<td>22</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>2020</td>
<td>47</td>
<td>31</td>
<td>9</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Edison Research Share of Ear ® 2020
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 ® 2020
Share of Smartphone Listening by Content
U.S. Population 13+

<table>
<thead>
<tr>
<th>Year</th>
<th>Spoken Word Audio</th>
<th>Music</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>11</td>
<td>89</td>
</tr>
<tr>
<td>2015</td>
<td>16</td>
<td>84</td>
</tr>
<tr>
<td>2016</td>
<td>17</td>
<td>83</td>
</tr>
<tr>
<td>2017</td>
<td>22</td>
<td>78</td>
</tr>
<tr>
<td>2018</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>2019</td>
<td>22</td>
<td>78</td>
</tr>
<tr>
<td>2020</td>
<td>30</td>
<td>70</td>
</tr>
</tbody>
</table>

Source: Edison Research Share of Ear ® 2020
How Do People Learn About Spoken Word Audio?
How Listeners Discover New Spoken Word Audio

Base: U.S. Online Population 18+ Monthly Spoken Word Audio Listeners

<table>
<thead>
<tr>
<th>Method</th>
<th>% saying “yes”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searching the internet</td>
<td>54</td>
</tr>
<tr>
<td>Recommendations from friends and family</td>
<td>50</td>
</tr>
<tr>
<td>Social media posts</td>
<td>41</td>
</tr>
<tr>
<td>Recommendations from other audio program hosts</td>
<td>33</td>
</tr>
<tr>
<td>Recommendations from or ads on AM/FM radio stations</td>
<td>33</td>
</tr>
<tr>
<td>Advertisements on other audio programs</td>
<td>30</td>
</tr>
<tr>
<td>The iTunes music store or GooglePlay</td>
<td>27</td>
</tr>
<tr>
<td>Online groups or discussion boards</td>
<td>25</td>
</tr>
<tr>
<td>Recommendations in publications</td>
<td>24</td>
</tr>
<tr>
<td>Recommendations from apps with personalization</td>
<td>23</td>
</tr>
<tr>
<td>Clubs or other activities in which you participate</td>
<td>18</td>
</tr>
</tbody>
</table>

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Top Ten Spoken Word Audio Topics
Base: U.S. Online Population 18+ Monthly Spoken Word Audio Listeners

- News/Information: 62%
- Music: 50%
- Comedy/humor: 44%
- Movies/TV: 39%
- Sports: 38%
- Health: 37%
- Food: 35%
- Wellness/Self-improvement: 34%
- History: 34%
- Mystery/Thriller: 34%

% who ever listen to spoken word audio topic

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
% Who Listen to Spoken Word Audio Topics
Base: U.S. Online Population 18+ Monthly Spoken Word Audio Listeners

News/Information: 62%
Music: 50%
Comedy/humor: 44%
Movies/TV: 39%
Sports: 38%
Health: 37%
Food: 35%
Wellness/Self-improvement: 35%
History: 34%
Mystery/Thriller: 34%
Travel: 33%
Technology: 33%
Business: 32%
Drama: 32%
Personal finance: 31%
Science: 31%
Books/authors: 30%
True Crime: 30%
Social justice/advocacy: 28%
Fantasy/Sci-fi: 26%
Adult Fiction: 26%
Games/Hobbies: 25%
Celebrities and gossip: 24%
Philosophy/Religion: 24%
Biography/Memoir: 22%
Home/Garden: 22%
Romance: 22%
Language: 21%
Children’s: 18%

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Top Indexing Spoken Word Audio Topics For Those Who Listen More
Base: U.S. Online Population 18+ Monthly Spoken Word Audio Listeners

<table>
<thead>
<tr>
<th>Listening to spoken word audio more</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games/Hobbies</td>
<td>157</td>
</tr>
<tr>
<td>Language</td>
<td>157</td>
</tr>
<tr>
<td>Social Justice/Advocacy</td>
<td>155</td>
</tr>
</tbody>
</table>

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Why are you listening to more Spoken Word Audio?
# Reasons Why People Listen to More Spoken Word Audio

**Base: Listening to Spoken Word Audio More**

<table>
<thead>
<tr>
<th>Reason</th>
<th>% Saying Reason Applies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multitasking</td>
<td>79</td>
</tr>
<tr>
<td>Listen whenever you want</td>
<td>77</td>
</tr>
<tr>
<td>You have more time</td>
<td>74</td>
</tr>
<tr>
<td>You are more mature</td>
<td>71</td>
</tr>
<tr>
<td>Made by people like you</td>
<td>69</td>
</tr>
<tr>
<td>Auditory processing</td>
<td>69</td>
</tr>
<tr>
<td>Need to stay informed</td>
<td>68</td>
</tr>
<tr>
<td>Want to better yourself</td>
<td>68</td>
</tr>
<tr>
<td>Aware of more content</td>
<td>67</td>
</tr>
<tr>
<td>Need a break from negativity</td>
<td>67</td>
</tr>
<tr>
<td>Want new perspectives</td>
<td>65</td>
</tr>
<tr>
<td>Escape from news</td>
<td>64</td>
</tr>
<tr>
<td>The pandemic</td>
<td>63</td>
</tr>
<tr>
<td>Like listening more than reading</td>
<td>63</td>
</tr>
<tr>
<td>Encouragement/positivity</td>
<td>61</td>
</tr>
<tr>
<td>Hosts who you identify with</td>
<td>60</td>
</tr>
<tr>
<td>Fresher than live radio</td>
<td>58</td>
</tr>
<tr>
<td>Help with life's problems</td>
<td>54</td>
</tr>
<tr>
<td>No new music you like</td>
<td>52</td>
</tr>
<tr>
<td>Makes you feel less lonely</td>
<td>52</td>
</tr>
<tr>
<td>Continue your education</td>
<td>49</td>
</tr>
<tr>
<td>Friends/family talking about it</td>
<td>42</td>
</tr>
<tr>
<td>Seen on social media</td>
<td>41</td>
</tr>
<tr>
<td>Religion or spirituality</td>
<td>41</td>
</tr>
<tr>
<td>Less interest in music</td>
<td>38</td>
</tr>
</tbody>
</table>

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

#SpokenWordAudio
### Reasons Why People Listen to More Spoken Word Audio

**Base: Listening to Spoken Word Audio More**

<table>
<thead>
<tr>
<th>Convenience &amp; Multitasking</th>
<th>Personal Growth</th>
<th>More Time &amp; Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Content</td>
<td>Mental Health</td>
<td>Education</td>
</tr>
<tr>
<td>Identity &amp; Religion</td>
<td>Awareness &amp; Influence</td>
<td>Less Interest in Music</td>
</tr>
</tbody>
</table>

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Reasons Why People Listen to More Spoken Word Audio
Base: Listening to Spoken Word Audio More

Convenience & Multitasking

<table>
<thead>
<tr>
<th>Reason</th>
<th>% saying reason applies</th>
</tr>
</thead>
<tbody>
<tr>
<td>You can do other things while also listening</td>
<td>79</td>
</tr>
<tr>
<td>It is easier to listen whenever you want</td>
<td>77</td>
</tr>
</tbody>
</table>

Indexing high in this category:
- Women
- Age 55+

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Reasons Why People Listen to More Spoken Word Audio

Base: Listening to Spoken Word Audio More

As you get older and more mature, you’re getting more interested: 71%
You want to improve or better yourself: 68%
You want motivation, encouragement, or positivity: 61%

% saying reason applies

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

Indexing high in this category:
- Women
- Age 55+
Reasons Why People Listen to More Spoken Word Audio
Base: Listening to Spoken Word Audio More

More Time and Opportunity

You have more time to listen
74%

The pandemic gave you the desire/opportunity to change your typical listening habits
63%

% saying reason applies

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

Indexing high in this category:
- Women
- White/Other
- Those listening more due to COVID-19
Reasons Why People Listen to More Spoken Word Audio

Base: Listening to Spoken Word Audio More

Better Content

You feel a responsibility to listen to more to stay informed due to current events and news

68%

It provides perspectives that you don’t hear or see in other media

65%

On-demand spoken word audio feels newer and fresher than what you hear on live radio

58%

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

Indexing high in this category:
• White/Other
• Age 55+
### Reasons Why People Listen to More Spoken Word Audio

**Base:** Listening to Spoken Word Audio More

#### Mental Health

<table>
<thead>
<tr>
<th>Reason</th>
<th>% saying reason applies</th>
</tr>
</thead>
<tbody>
<tr>
<td>You want a break from negativity</td>
<td>67</td>
</tr>
<tr>
<td>You want to escape from news and current events</td>
<td>64</td>
</tr>
<tr>
<td>It helps you navigate the problems or hardships in your life</td>
<td>54</td>
</tr>
<tr>
<td>Listening to it makes you feel less lonely</td>
<td>52</td>
</tr>
</tbody>
</table>

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

**Indexing high in this category:**
- Men
- Age 18-34

**Top 3 reasons for:**
- Hispanic/Latino
- African American
Reasons Why People Listen to More Spoken Word Audio

Base: Listening to Spoken Word Audio More

Education

- You process information more efficiently when you listen to it: 69%
- It helps you continue your education: 49%

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

Indexing high in this category:
- Men
- Age 35-54
Reasons Why People Listen to More Spoken Word Audio
Base: Listening to Spoken Word Audio More

Identity & Religion

- It's easier to find content that is made for people like you: 69%
- You have found hosts who are like you and who you identify with: 60%
- It helps you stay connected to your religion or spirituality: 41%

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

Indexing high in this category:
- Hispanic/Latino
- African American
- Age 18-34
Reasons Why People Listen to More Spoken Word Audio

Base: Listening to Spoken Word Audio More

**Awareness & Influence**

- You are more aware of more types of content: 67%
- You feel like you should listen more because your friends and family have been talking about it: 42%
- You have seen it shared or advertised on social media: 41%

Indexing high in this category:
- Hispanic/Latino
- Age 18-34
- Age 35-54
- White/Other

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
There’s no new music you like these days, but there’s plenty of new spoken word audio

You have become less interested in listening to music

% saying reason applies

52

38

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

Indexing high in this category:
- Men
- African American
“As a result of COVID-19, are you listening to spoken word audio…?”
Base: U.S. Online Population 18+ Monthly Spoken Word Audio Listeners

- More 40%
- The same amount 48%
- Less 12%

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
“As a result of COVID-19, are you listening to spoken word audio…?”
Base: U.S. Online Population 18+ Monthly Spoken Word Audio Listeners

<table>
<thead>
<tr>
<th>Spoken Word Listeners</th>
<th>More</th>
<th>The same amount</th>
<th>Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>40</td>
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<tr>
<td>Age 18-34</td>
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<td>Age 35-54</td>
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<td>Age 55+</td>
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<tr>
<td>African-American</td>
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<tr>
<td>Hispanic/Latino</td>
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<td>29</td>
<td>10</td>
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</tbody>
</table>

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
Distribution of Spoken Word Audio Listening by Location
U.S. Population 13+

Q2 2020

Home: 54%
Car: 30%
Work: 13%
Other: 3%

Source: Edison Research Share of Ear © 2020
Distribution of Spoken Word Audio Listening by Location
U.S. Population 13+

Home: 73%
Car: 18%
Work: 7%
Other: 2%

Source: Edison Research Share of Ear © 2020
52% of monthly spoken word audio listeners said they exclusively listen alone.

Source: The Spoken Word Audio Report from NPR and Edison Research; U.S. online population 18+
48% of monthly spoken word audio listeners spend time listening with others

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

1. Spoken Word’s share of audio listening has increased by 30% over the last six years; 8% this year
2. Spoken word audio’s growth is driven by large increases among women, younger listeners, African-Americans and Latinos
3. Three-quarters of all Americans listen to spoken word audio each month; 43% daily
4. In addition to the convenience and multitasking benefits long recognized for spoken word listening, other strong motivators for increased listening are personal growth, better content, and spoken word’s ability to improve mental health