



# THE SPOKEN WORD AUDIO REPORT



#SpokenWordAudio

# The Spoken Word Audio Report 2022

## Share of Ear<sup>®</sup>

- 4118 respondents, conducted Q3 2021 – Q2 2022
- National sample ages 13 and older
- Online and offline
  - Tracked since 2014
- Offered in English and Spanish

**Music**  
**News**  
**Sports**  
**Talk/Personalities**  
**Audiobooks**

**Spoken Word Audio**

# Key Findings

1. Spoken Word's share of audio listening has increased by 45% over the last eight years
2. Younger listeners' time spent listening Spoken Word has increased by 214% over the last eight years
3. Among daily Spoken Word Audio listeners, a majority of their time with audio now goes to spoken word

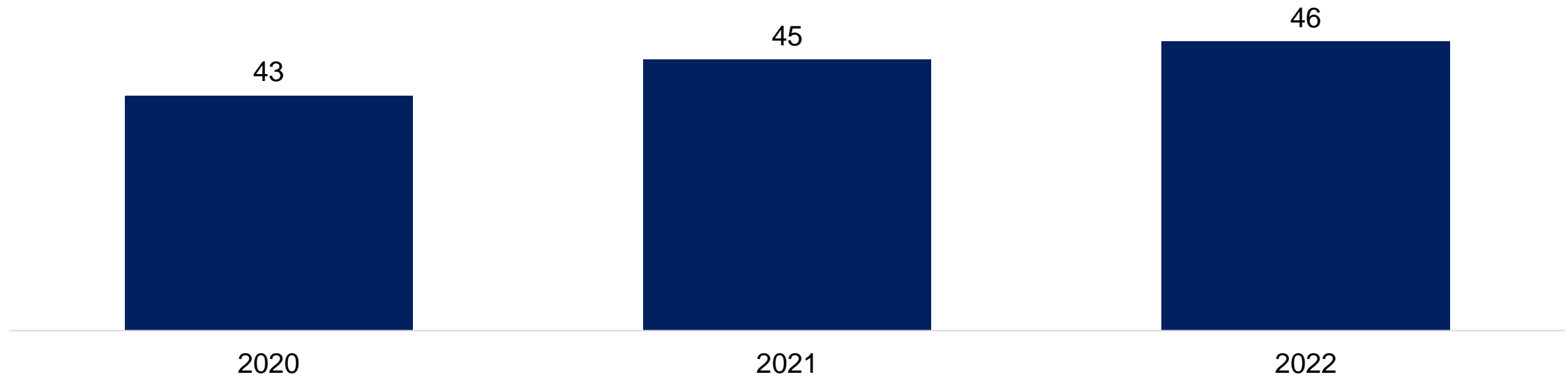


# The **number of people** listening to Spoken Word Audio is increasing

# 46% of the U.S. population listen to Spoken Word Audio daily

U.S. Population 13+

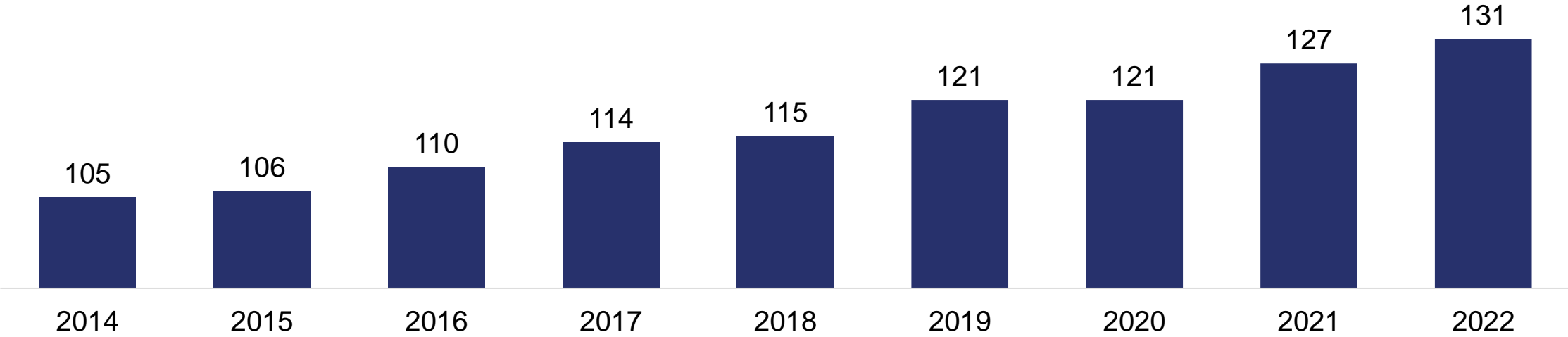
% Listening to Spoken Word Audio Each Day



Source: Edison Research Share of Ear © 2022

# Today, 26 Million More People Are Listening to Spoken Word Audio Each Day than Eight Years Ago

Listening to Spoken Word Audio Each Day (in millions)



Source: Edison Research Share of Ear © 2022; U.S. population 13+

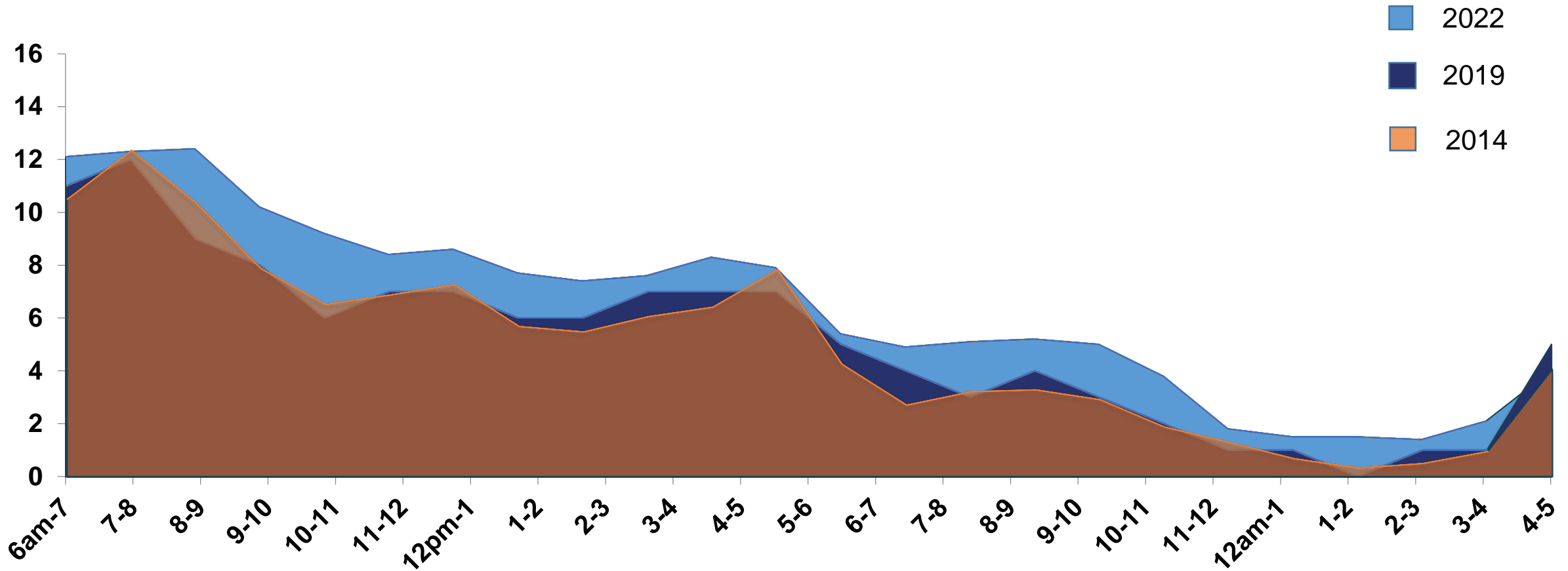


# Spoken Word Audio listening has increased throughout the day



# Spoken Word Audio Reach by Hour

% of U.S. Population 13+ Listening to Spoken Word Audio Each Hour



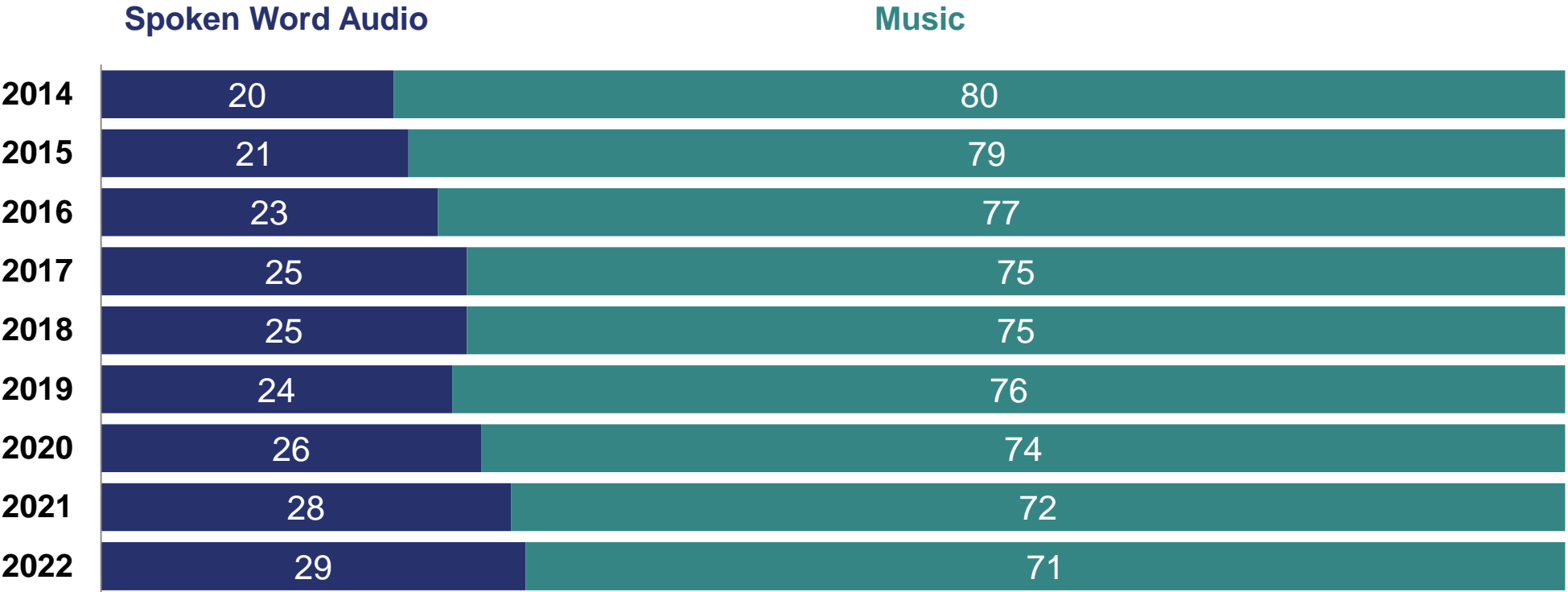
Source: Edison Research Share of Ear © 2022; U.S. population 13+



# The time people spend listening to Spoken Word Audio is increasing

# Share of Listening by Content Type

U.S. Population 13+



Source: Edison Research Share of Ear ® 2022

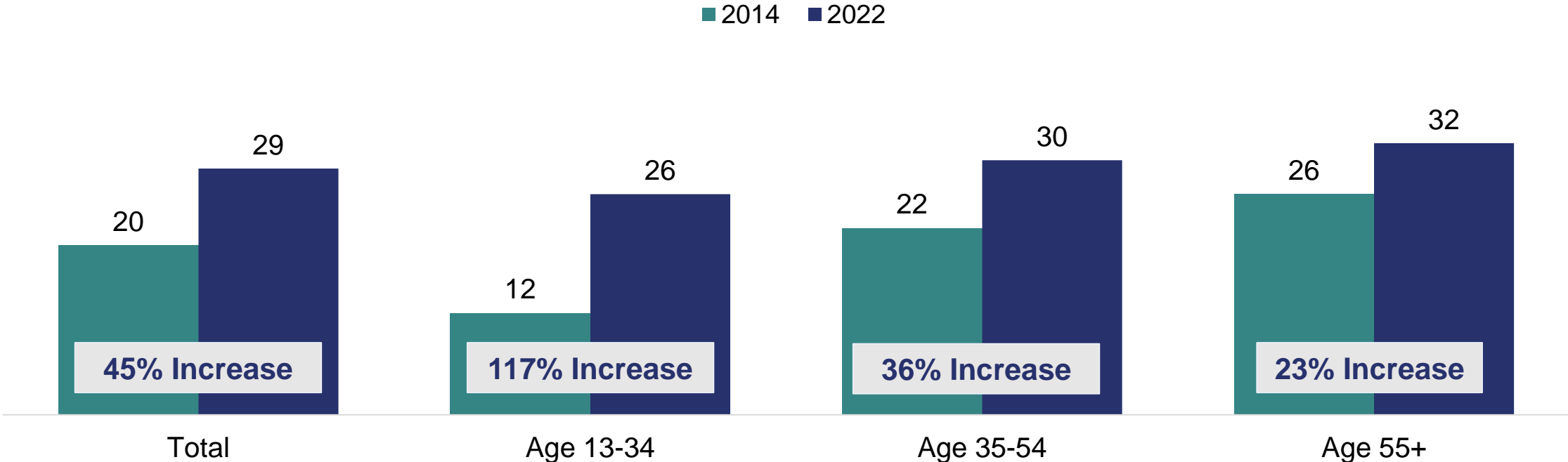


# Spoken Word's share of audio listening has **increased by 45%** over the last eight years

Source: Edison Research Share of Ear © 2022; U.S. population 13+

# Share of Time Spent Listening to Spoken Word Audio

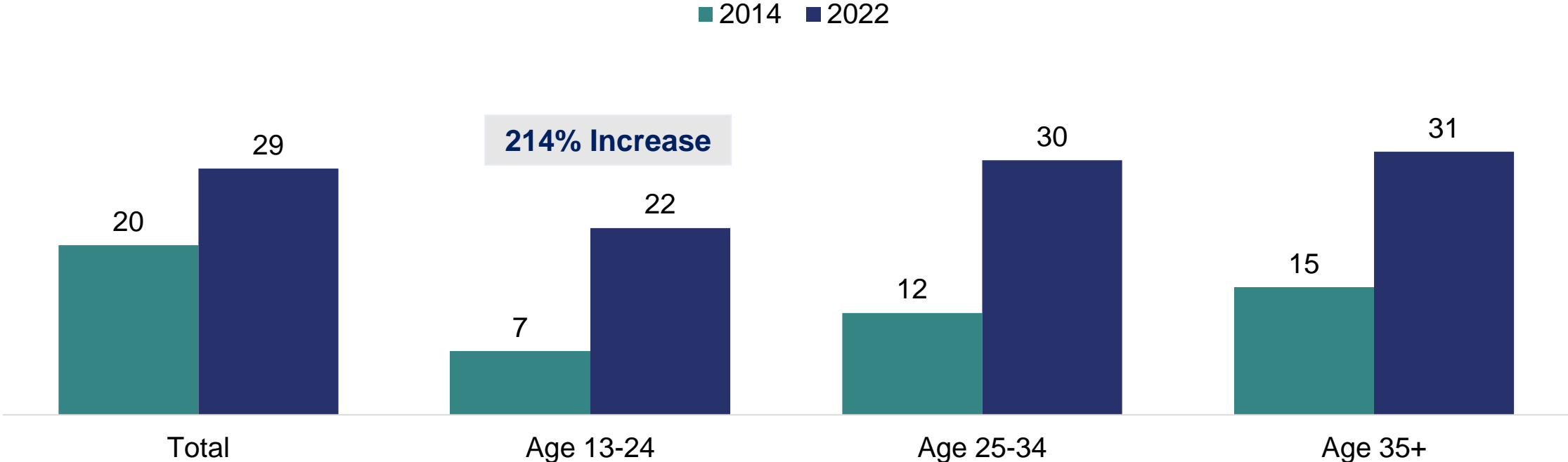
U.S. Population 13+



Source: Edison Research Share of Ear © 2022

# Share of Time Spent Listening to Spoken Word Audio

U.S. Population 13+



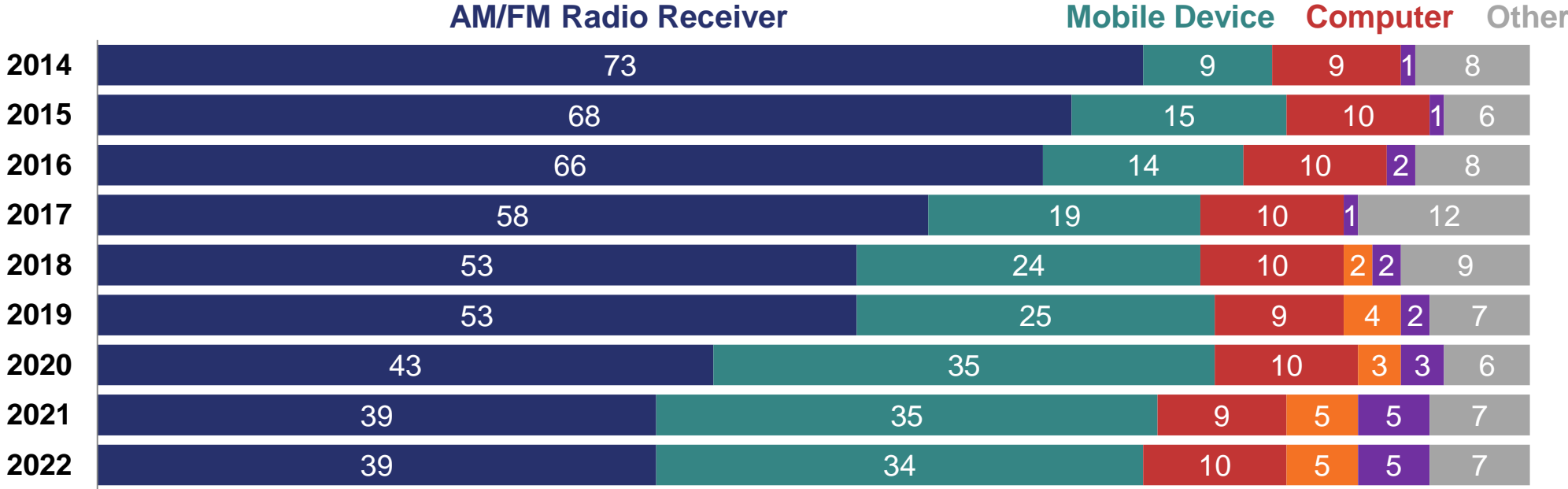
Source: Edison Research Share of Ear © 2022



# Spoken Word Audio listening is shifting digital

# Spoken Word Audio Listening by Device

U.S. Population 13+



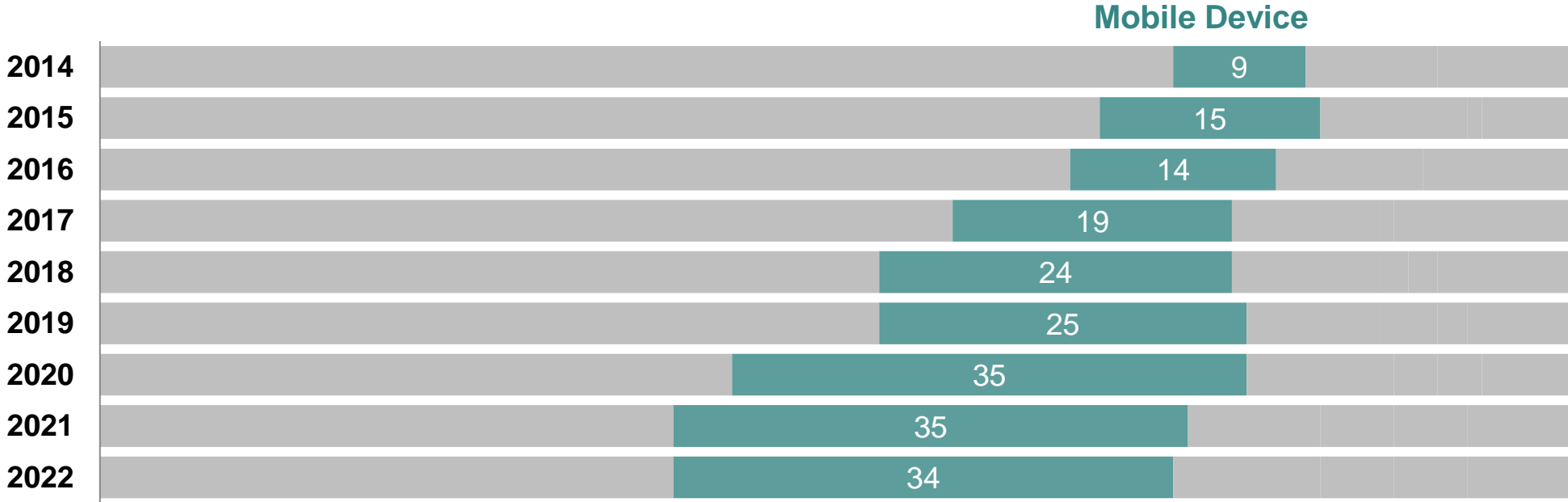
Source: Edison Research Share of Ear® 2022  
 Note: "Other" includes: satellite radio receiver, CD player, internet connected TV  
 Smart Speaker added to the survey 2017

Smart Speaker  
 Internet-Connected TV

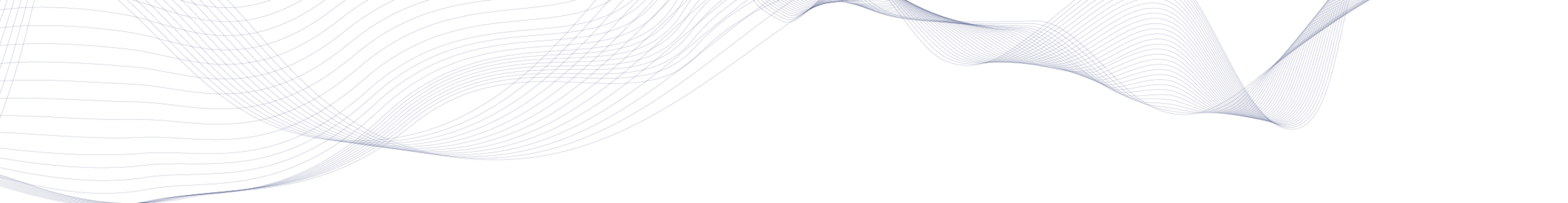


# Spoken Word Audio Listening by Device

U.S. Population 13+



Source: Edison Research Share of Ear® 2022  
Note: "Other" includes: satellite radio receiver, CD player, internet connected TV  
Smart Speaker added to the survey 2017

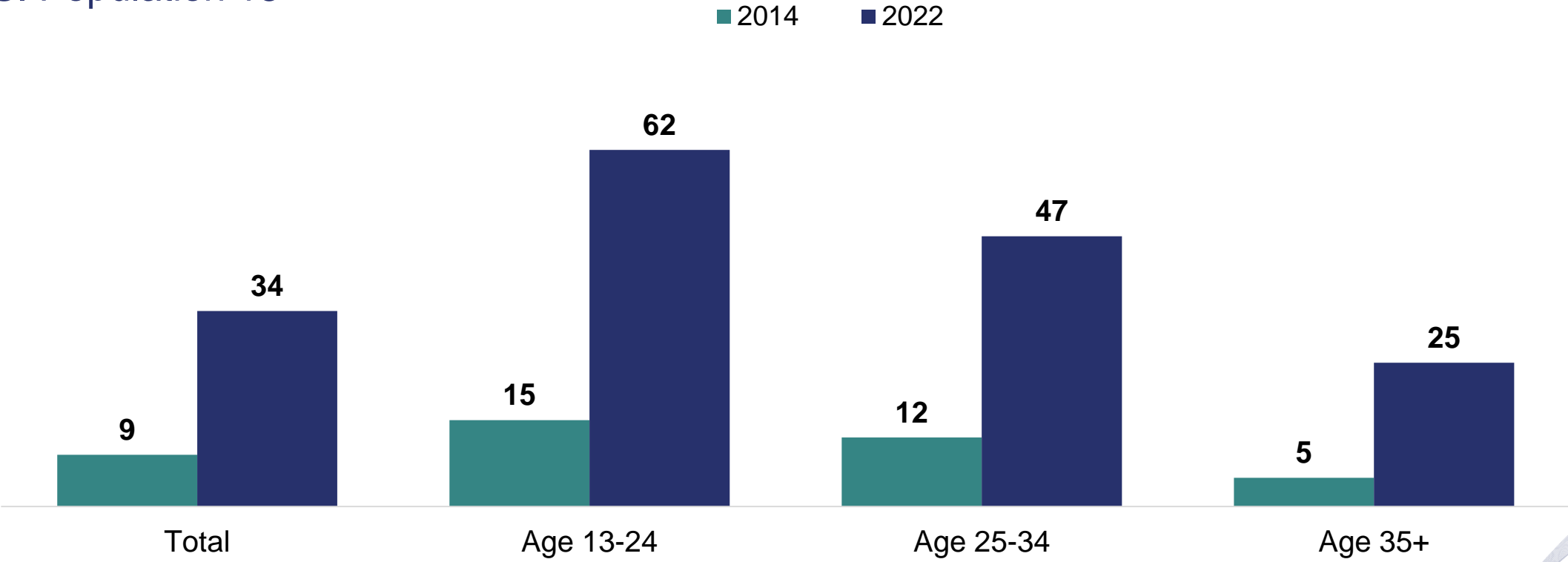


**The share of Spoken Word listening that happens on a mobile device has **increased by 278%** over the last eight years**

Source: Edison Research Share of Ear © 2022; U.S. population 13+

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

U.S. Population 13+



Source: Edison Research Share of Ear ® 2022

# Gen Z media consumption = mobile-first



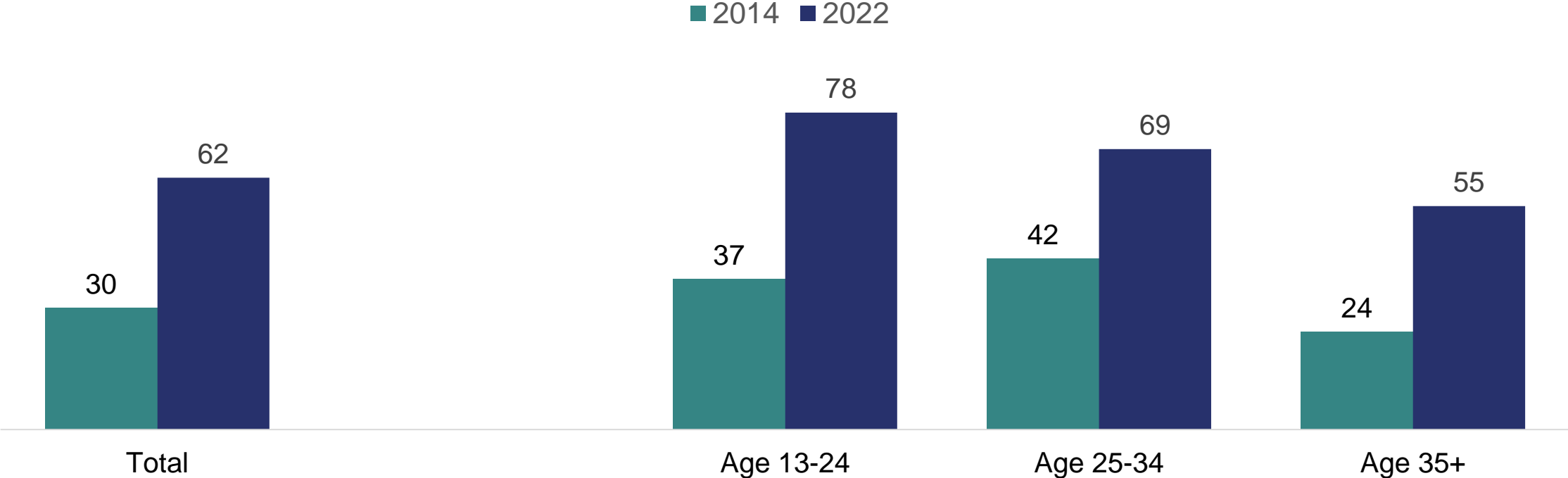
Podcast listening hits an all-time high in 2022

# 62% of the U.S. population has listened to a podcast

Source: The Infinite Dial<sup>®</sup> from Edison Research, Wondery and Art19; U.S. population 12+

# % Who Have Ever Listened to a Podcast

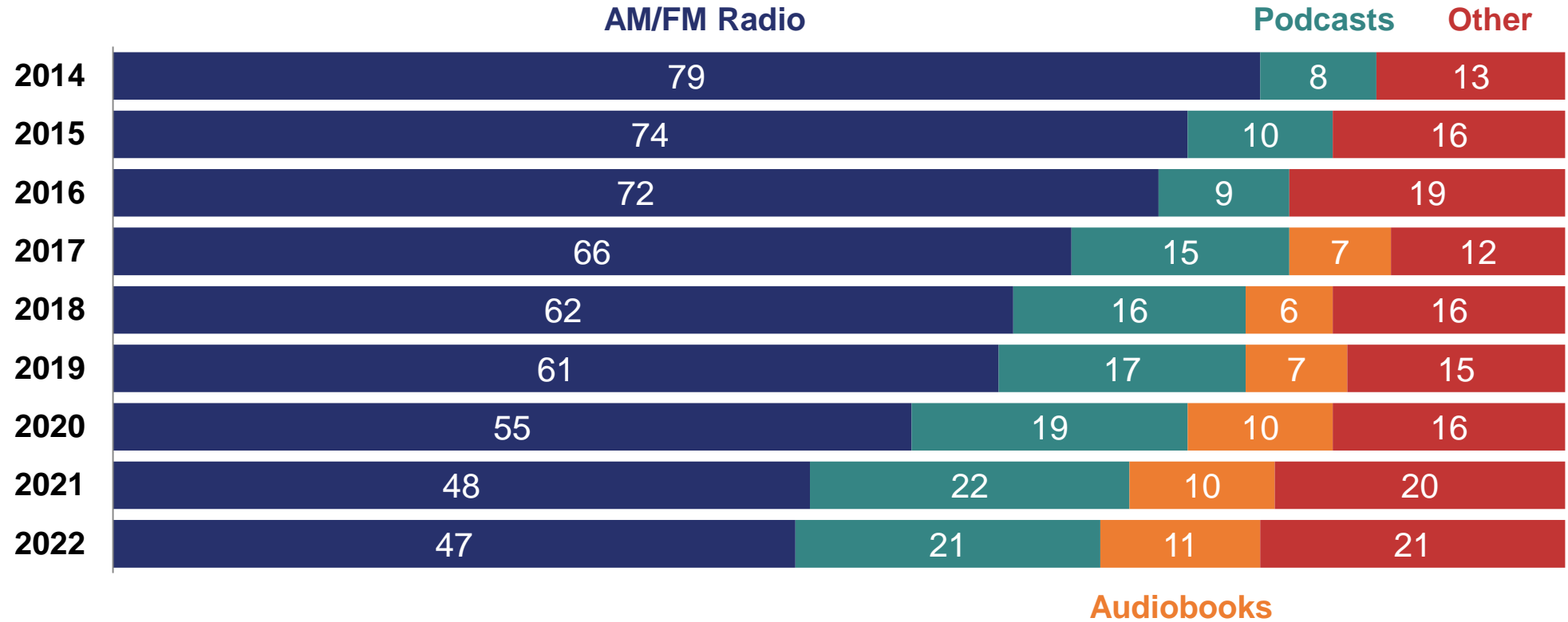
U.S. Population 13+



Source: Infinite Dial from Edison Research, Wondery and Art19

# Distribution of Spoken Word Audio Listening by Platform

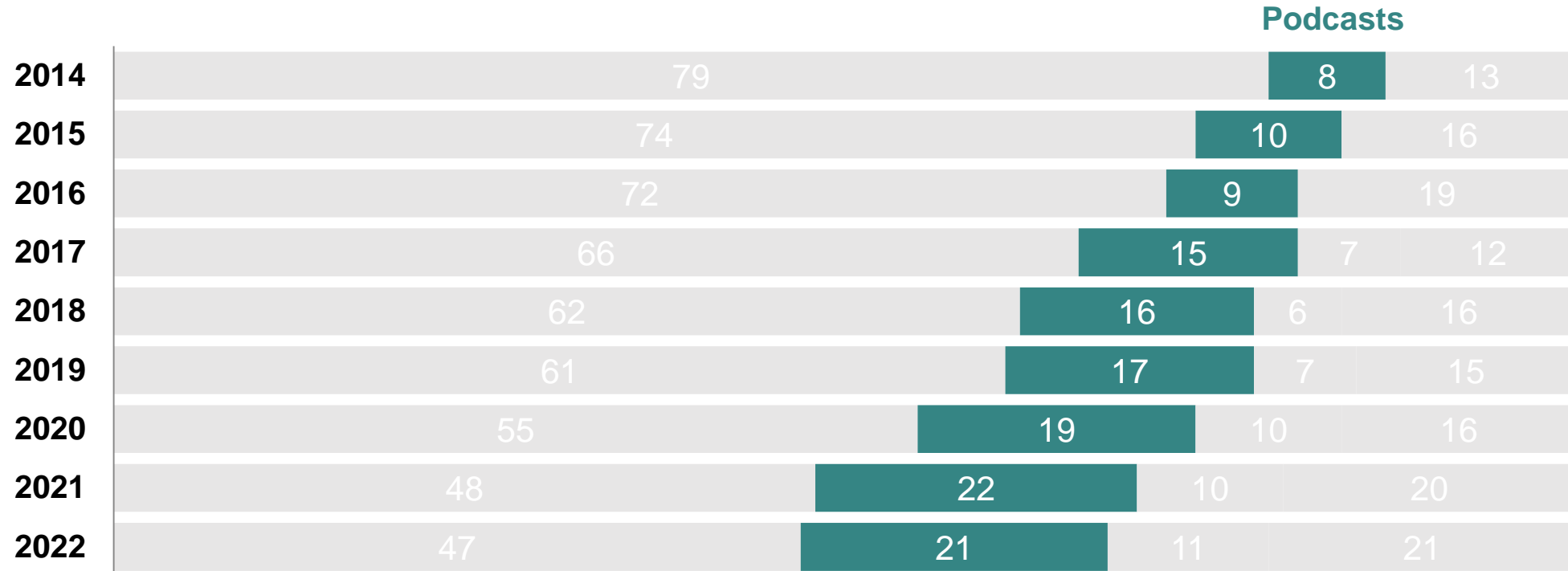
U.S. Population 13+



Source: Edison Research Share of Ear® 2022  
 "AM/FM Radio" includes over the air and radio streams  
 "Other" includes streaming audio, satellite radio, audiobooks (in 2014-2016), etc.

# Distribution of Spoken Word Audio Listening by Platform

U.S. Population 13+



Source: Edison Research Share of Ear® 2022  
 “AM/FM Radio” includes over the air and radio streams  
 “Other” includes streaming audio, satellite radio, audiobooks (in 2014-2016), etc.





# Podcast's share of time with spoken word audio has **increased by 163%** over the last eight years

Source: Edison Research Share of Ear © 2022; U.S. population 13+



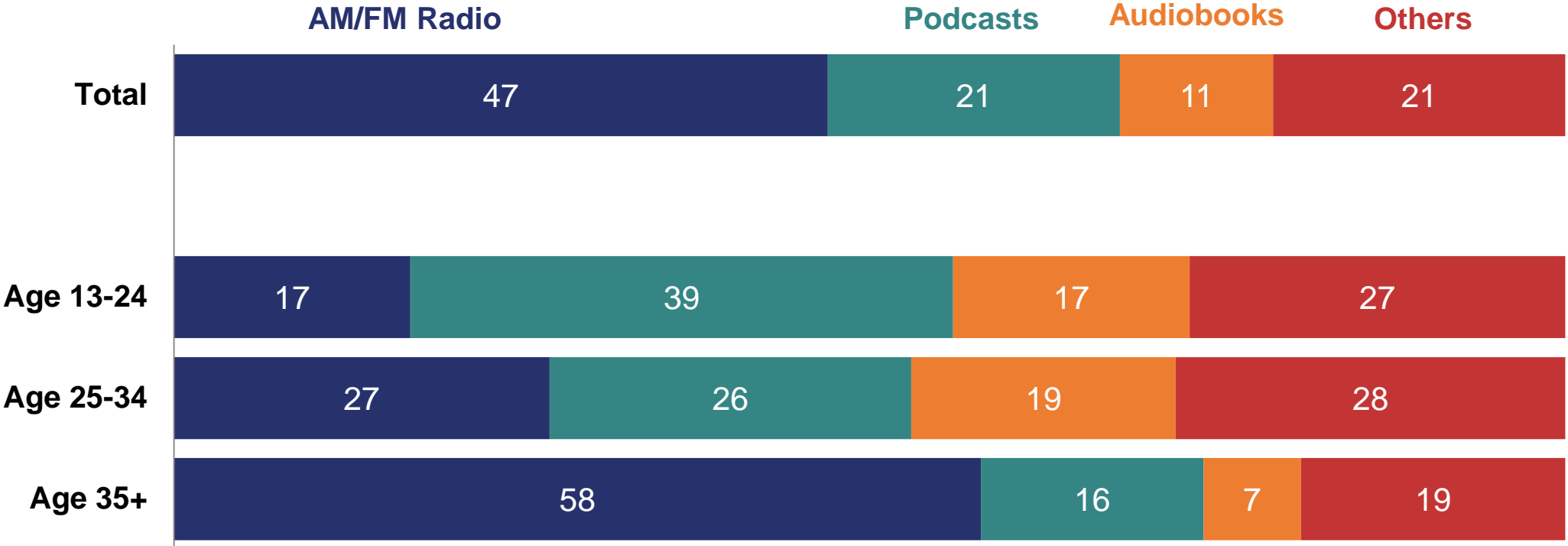
In 2022,

# 31% of the time spent listening to podcasts is with **NPR/Public Radio**

Source: Edison Research Share of Ear ® 2022; U.S. population 13+

# Distribution of Spoken Word Audio Listening by Platform

U.S. Population 13+



Source: Edison Research Share of Ear® 2022  
“AM/FM Radio” includes over the air and radio streams  
“Other” includes streaming audio, satellite radio, audiobooks (in 2014-2016), etc.

# % who listened to [Podcast Genre] in the Last Week

## Weekly podcast listeners, Age 18-24

Genre	%
Comedy	62%
Society & Culture	24%
True Crime	20%
News	13%
Sports	9%
Education	9%

## Weekly podcast listeners, Age 25+

Genre	%
Comedy	39%
News	31%
Society & Culture	27%
True Crime	19%
Sports	11%
Business	11%

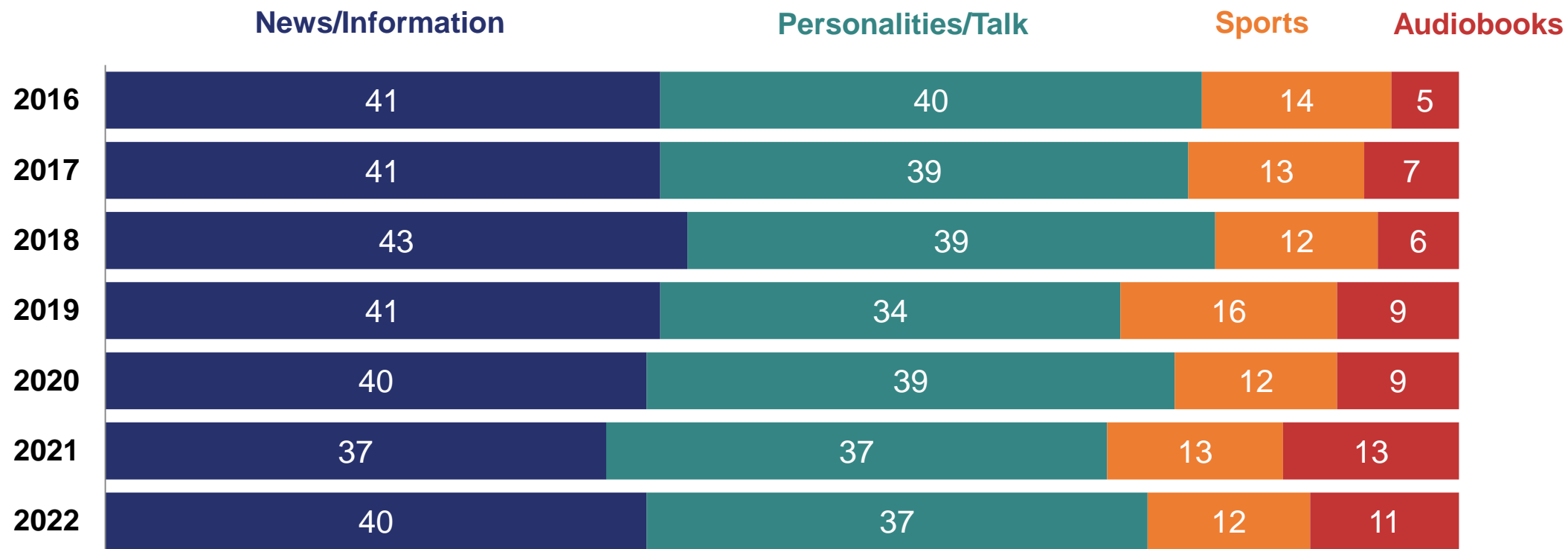
Source: Edison Podcast Metrics from Edison Research



# What types of Spoken Word content are people listening to?

# Share by Content Type

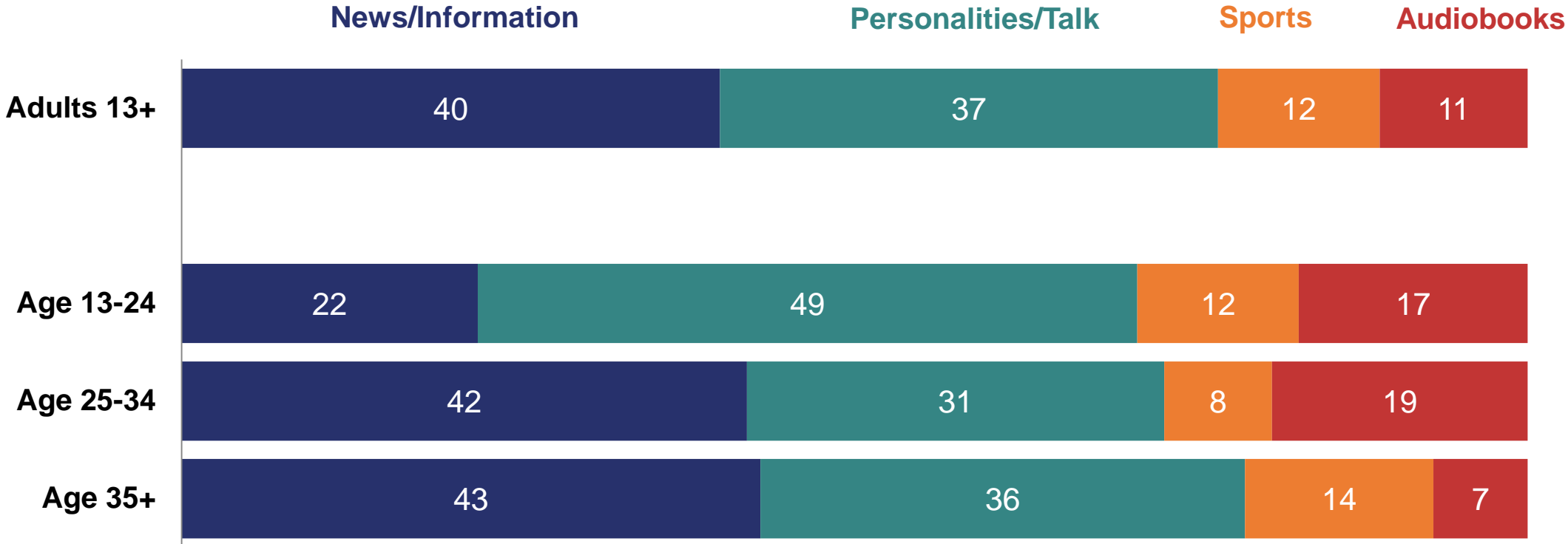
Base: Spoken Word Audio



Source: Edison Research Share of Ear ® 2022

# Share by Content Type

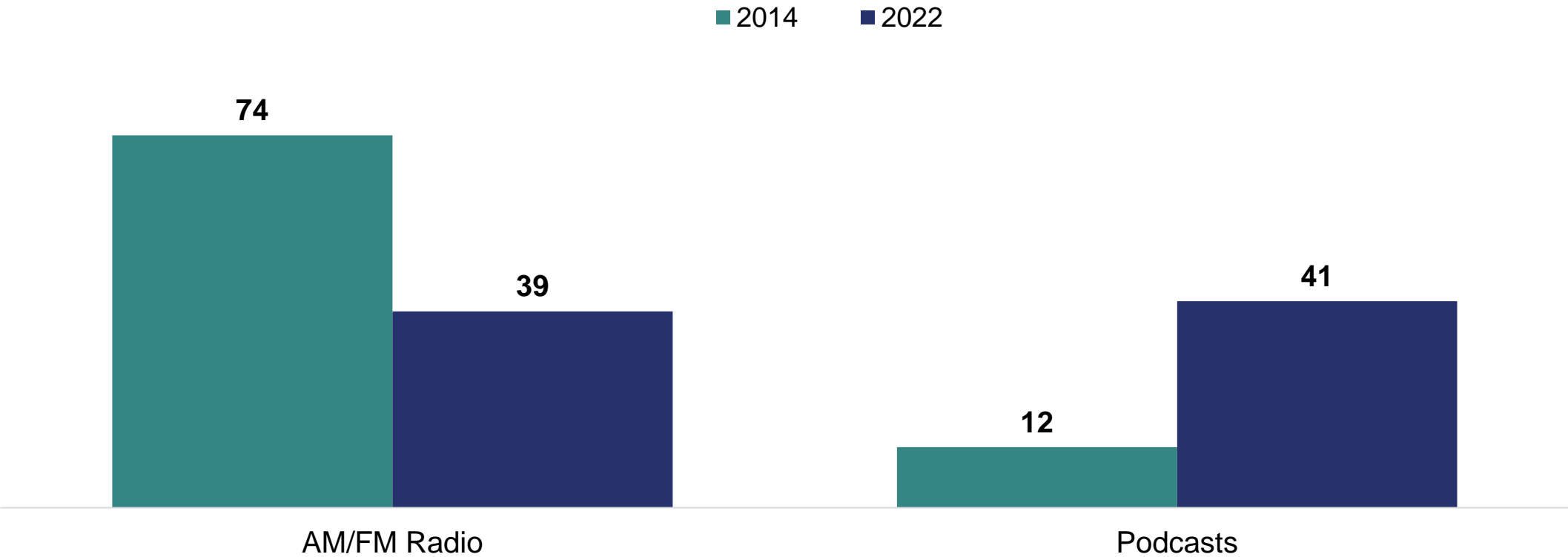
Base: Spoken Word Audio



Source: Edison Research Share of Ear ® 2022

# Share by Time Spent Listening to **Talk/Personalities**

Base: U.S. Population Age 13+

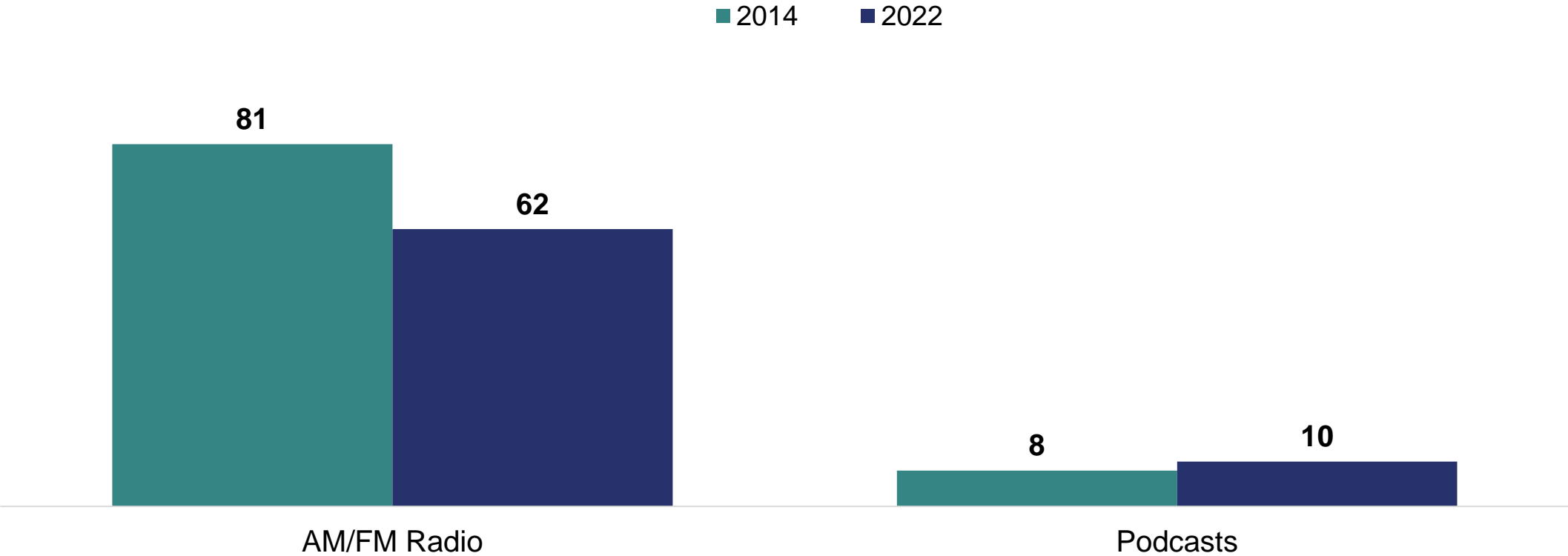


Source: Edison Research Share of Ear ® 2022



# Share by Time Spent Listening to News/Information

Base: U.S. Population Age 13+



Source: Edison Research Share of Ear ® 2022



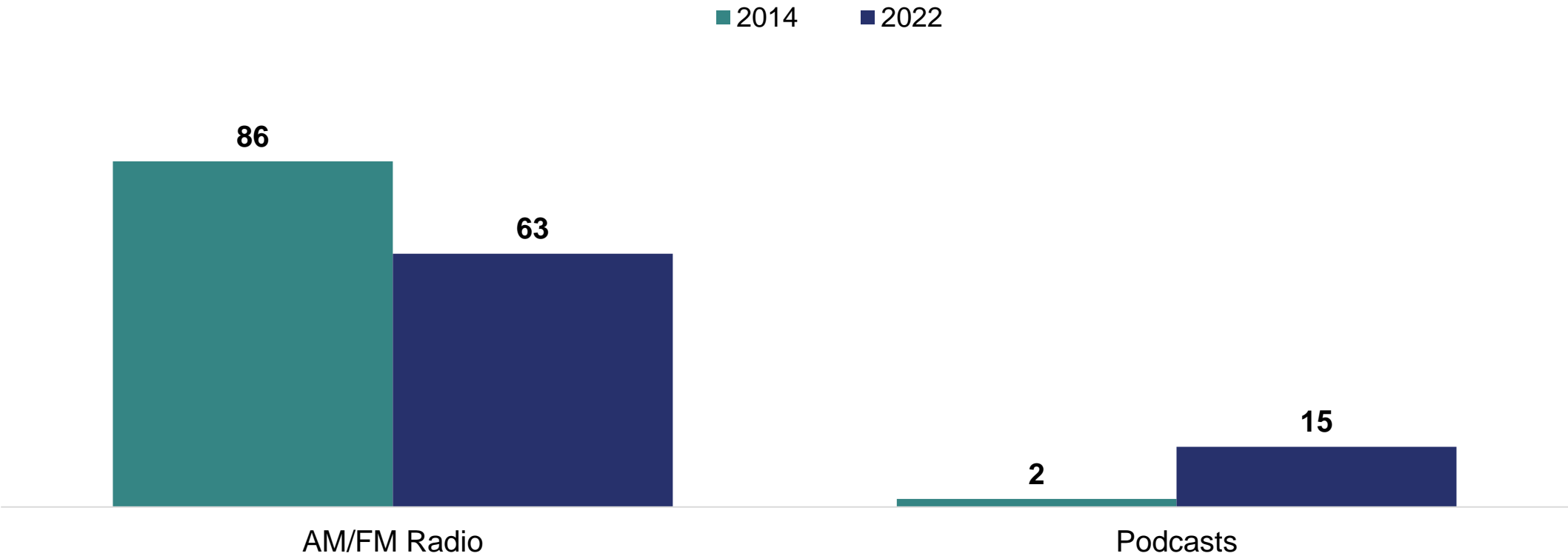
In 2022,

**58% of the time spent listening to news is with NPR/Public Radio**

Source: Edison Research Share of Ear ® 2022; U.S. population 13+

# Share by Time Spent Listening to Sports

Base: U.S. Population Age 13+



Source: Edison Research Share of Ear ® 2022



# Daily Spoken Word listeners are listening more

# Average Time Spent Listening to Spoken Word Audio in a Day:

U.S. Population 13+

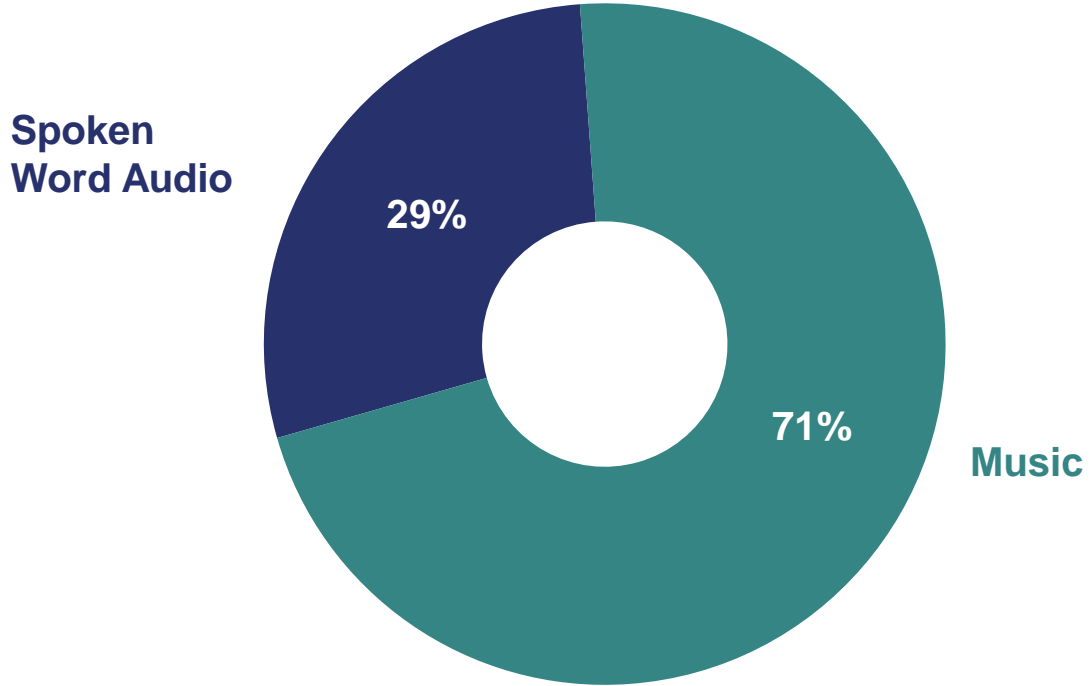
**1 Hours 4 minutes**

Daily Spoken Word Audio Listeners

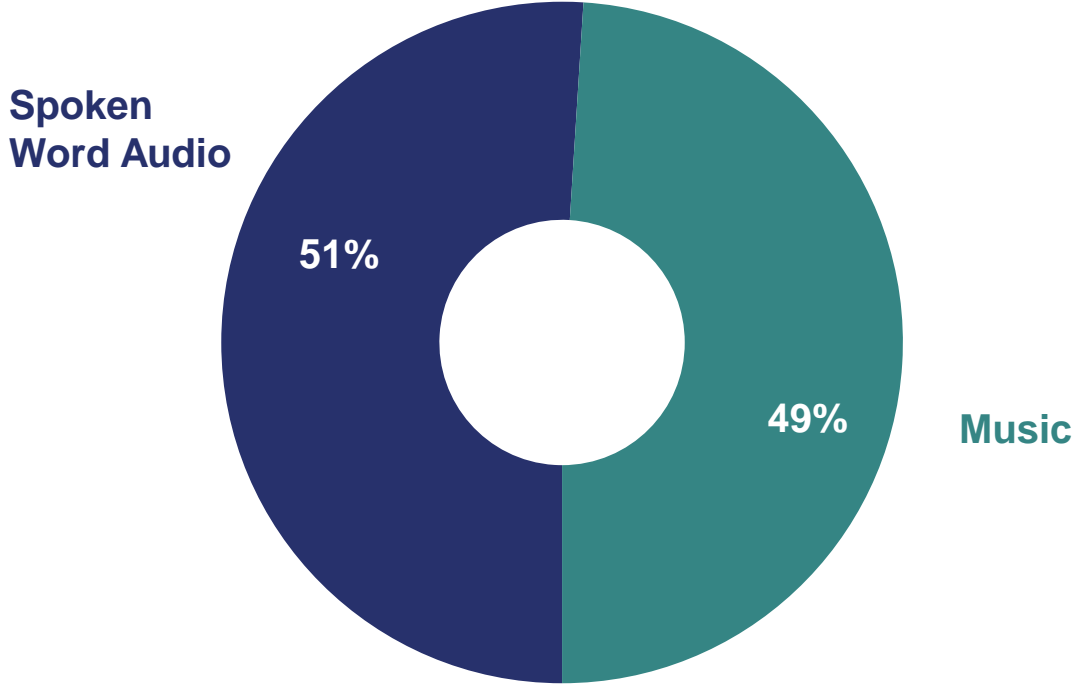
**2 Hours 19 minutes**

# Share of Time Spent Listening to Audio

U.S. Population 13+



Daily Spoken Word Audio Listeners





For the first time ever recorded:

**Daily Spoken Word Audio listeners  
spend more audio time with  
spoken word than with music**

# Share of Listening by Content Type

Base: Daily Spoken Word Audio Listeners

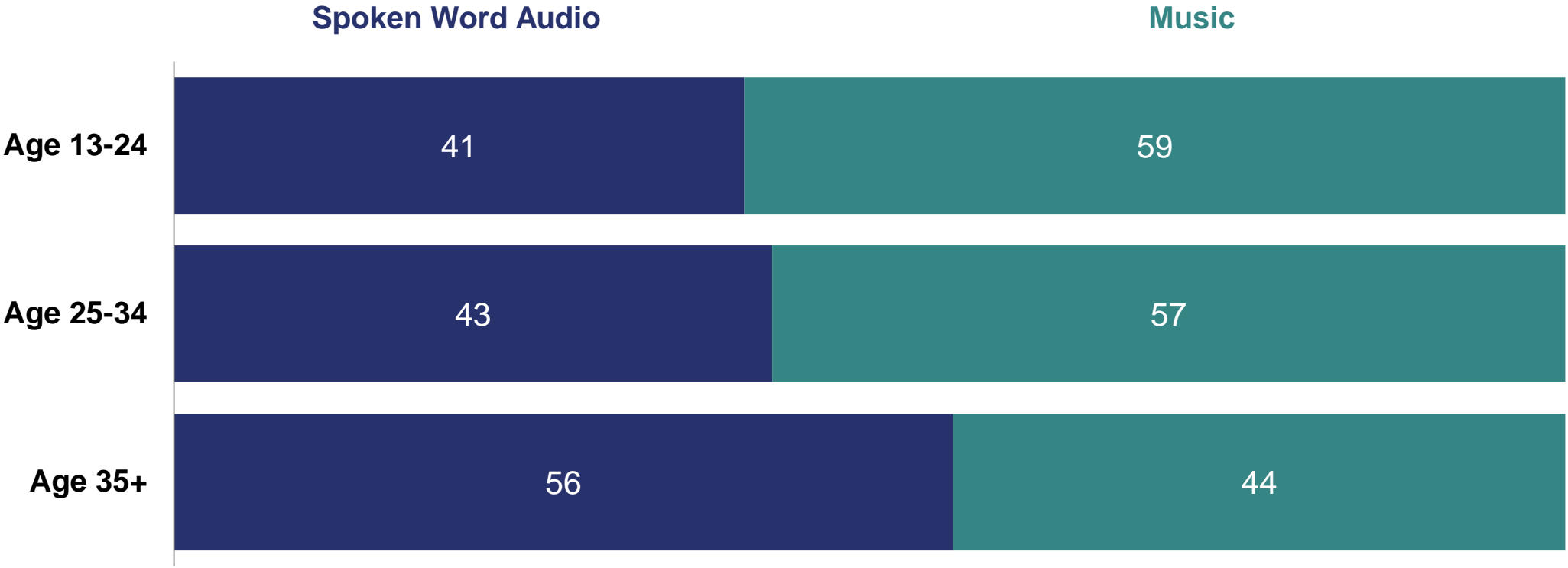


Source: Edison Research Share of Ear ® 2022



# Share of Listening by Content Type

Base: Daily Spoken Word Audio Listeners



Source: Edison Research Share of Ear ® 2022

# Key Findings

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Learn more at  
[npr.org/spokenwordaudio](https://npr.org/spokenwordaudio)



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