



THE SPOKEN WORD AUDIO REPORT



#SpokenWordAudio

The Spoken Word Audio Report 2023

Share of Ear[®]

- 4193 respondents, conducted Q3 2022 – Q2 2023
- 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 audience size and listening time attain record highs
2. Amount of Spoken Word listening at home has grown dramatically
3. Spoken Word listening in car has shifted post-pandemic, but AM/FM radio remains on top
4. For the first time ever, the mobile device is the primary way people listen to Spoken Word
5. Podcasting represents a large and growing share of Spoken Word listening

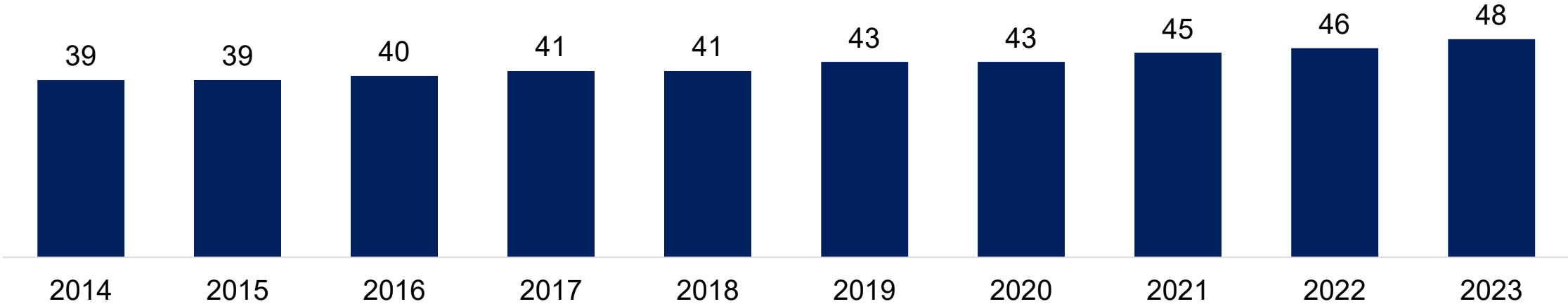


Spoken Word audience size and listening time attain record highs

Spoken Word's Audience Size Continues to Grow

U.S. Population 13+

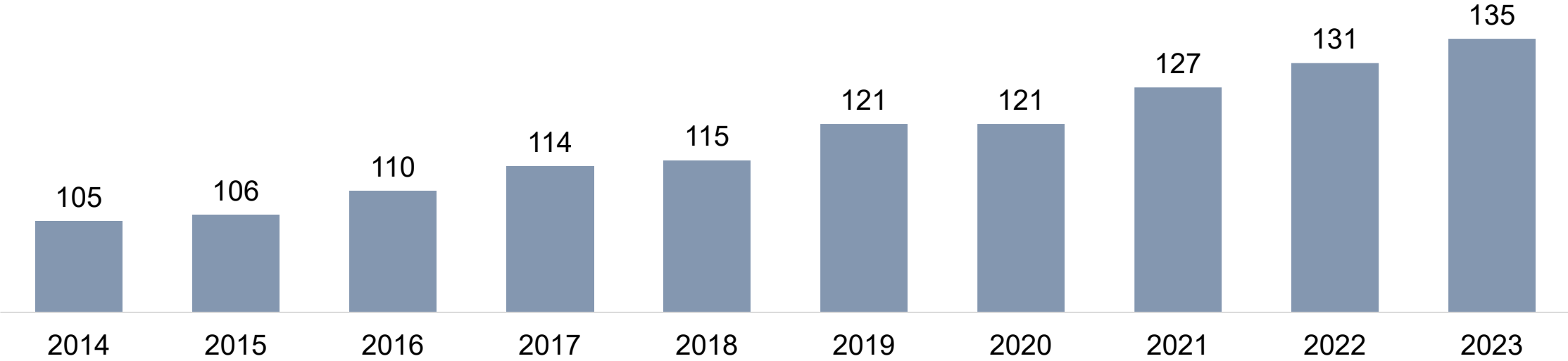
% Listening to Spoken Word Audio Each Day



Source: Edison Research Share of Ear © 2023

Today, 30 Million More People Are Listening to Spoken Word Audio Each Day than Nine Years Ago

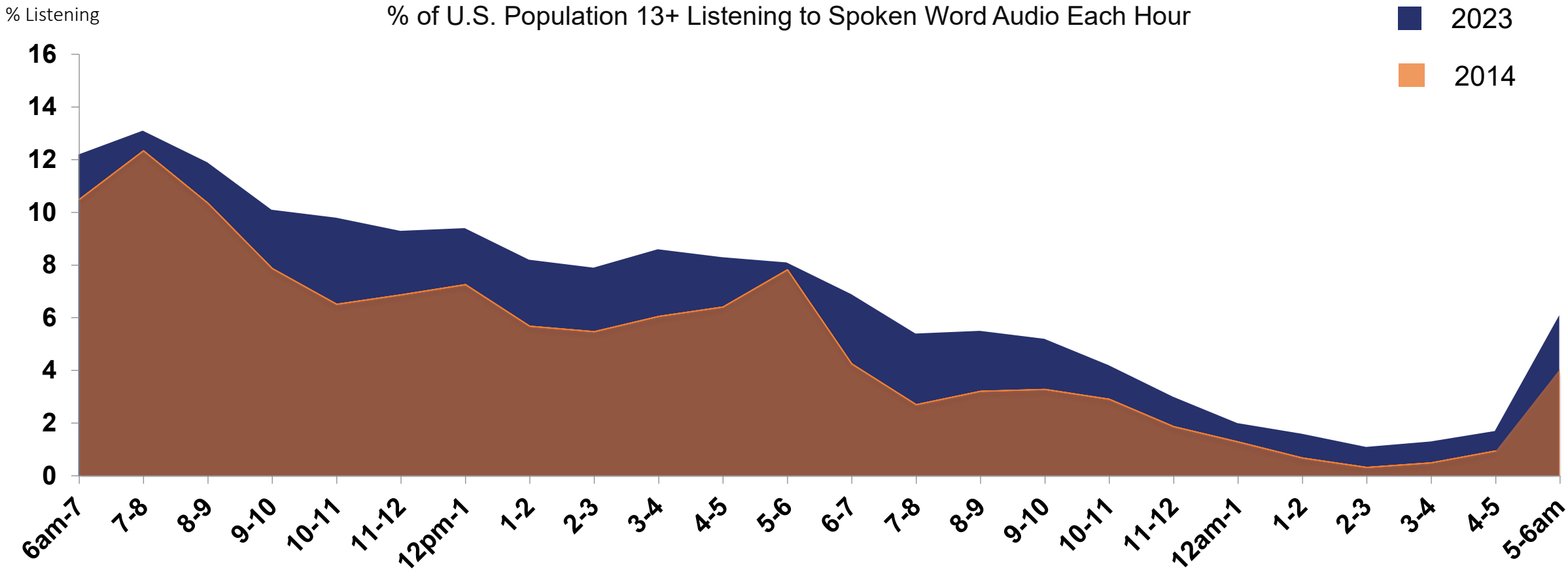
Listening to Spoken Word Audio Each Day (in millions)



Source: Edison Research Share of Ear © 2014-2023; U.S. population 13+

Spoken Word Audience Has Grown Throughout the Day

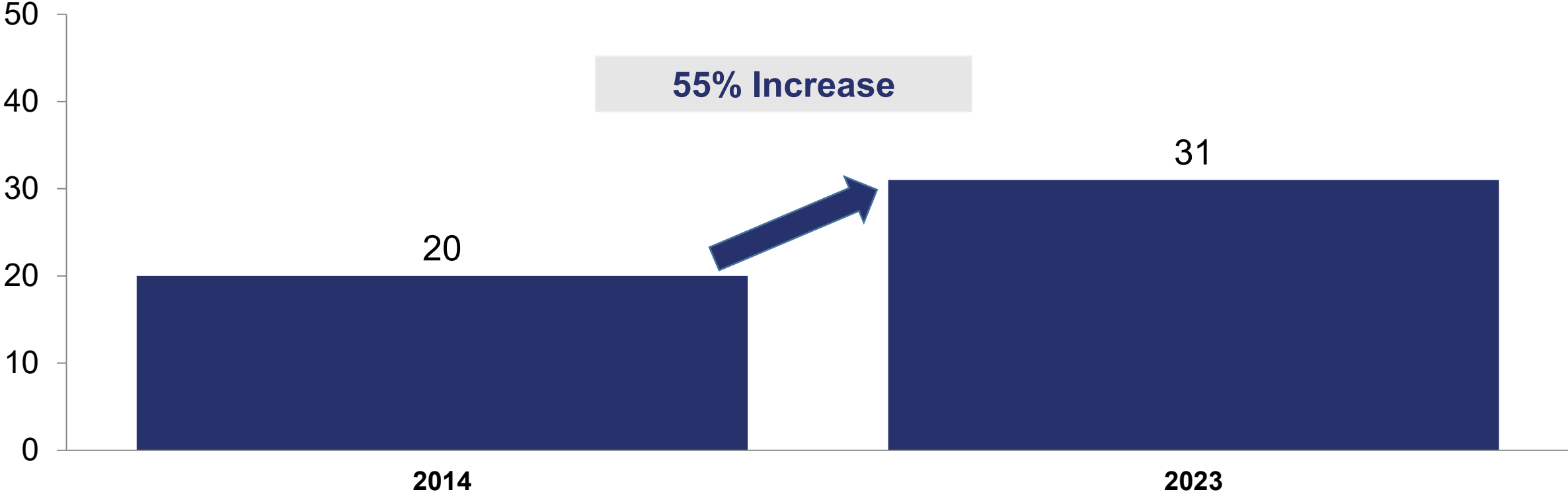
“Drive-time” high points from previous years remain but every other hour experiencing growth in Spoken Word listening



Source: Edison Research Share of Ear © 2023; U.S. population 13+

Spoken Word's Share of Audio Listening has Increased by 55% Over the Last Nine Years

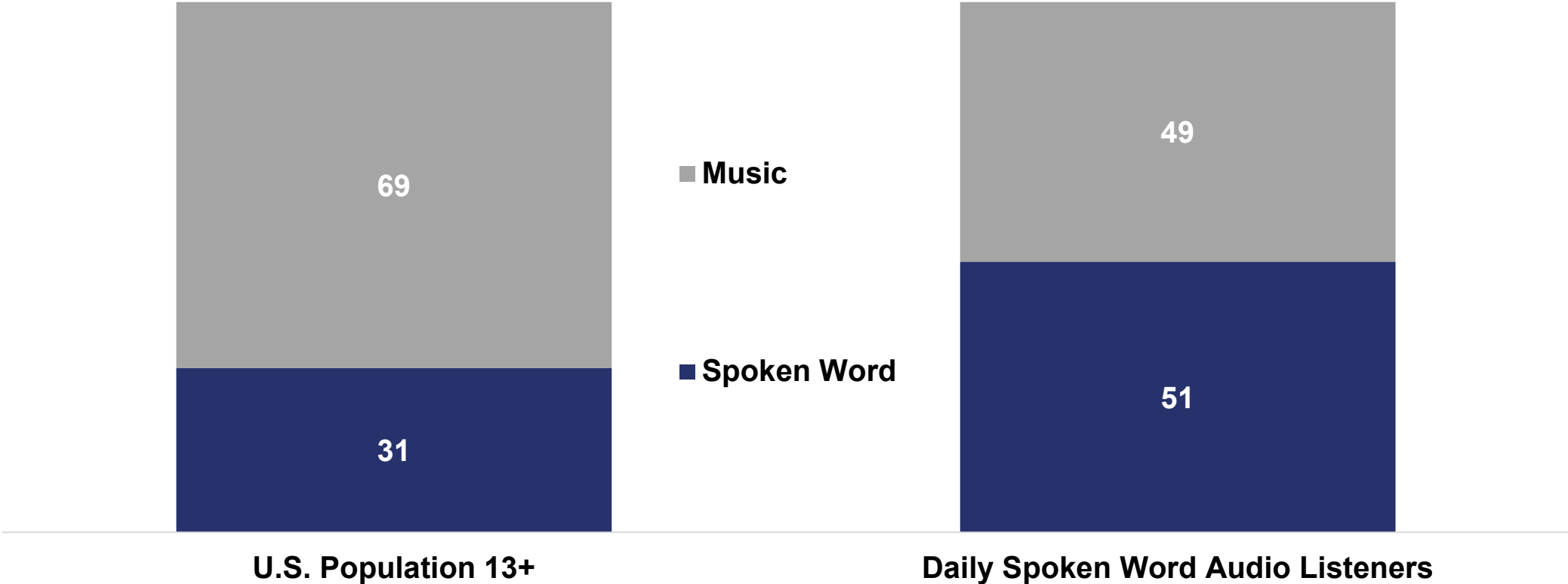
Share of Time Spent Listening to Spoken Word (vs. Music) Among Americans 13+



Source: Edison Research Share of Ear © 2023

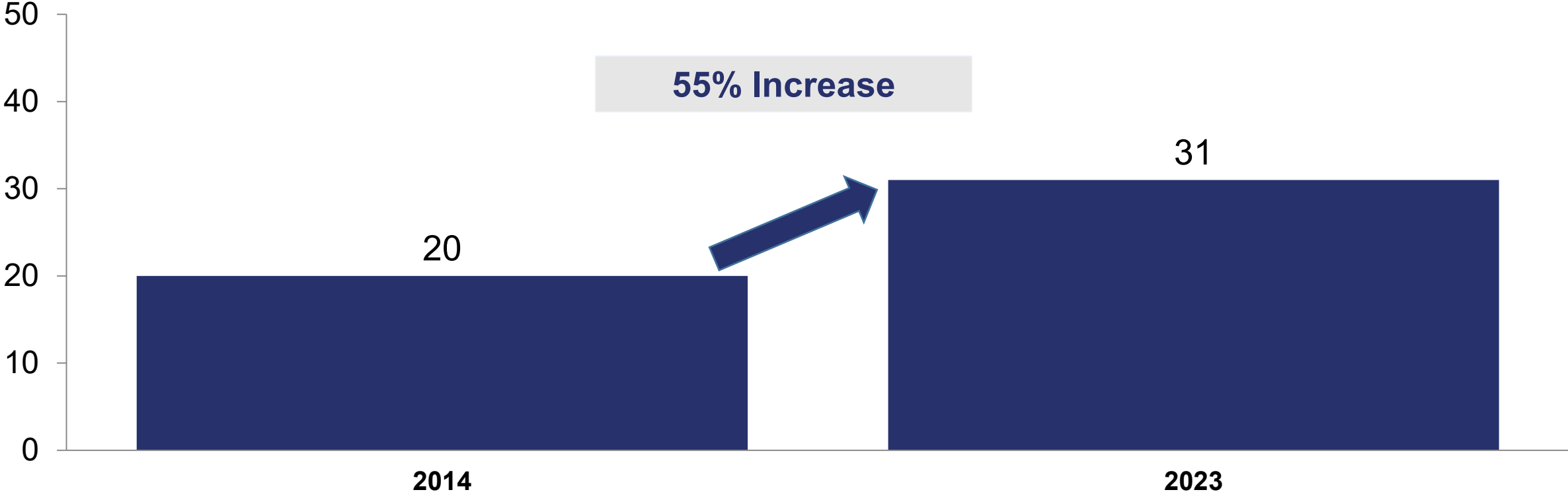
Daily Spoken Word Audio Listeners Spend More Audio Time With Spoken Word Than With Music

Share of Time Spent Listening to Audio



Spoken Word's Share of Audio Listening has Increased by 55% Over the Last Nine Years

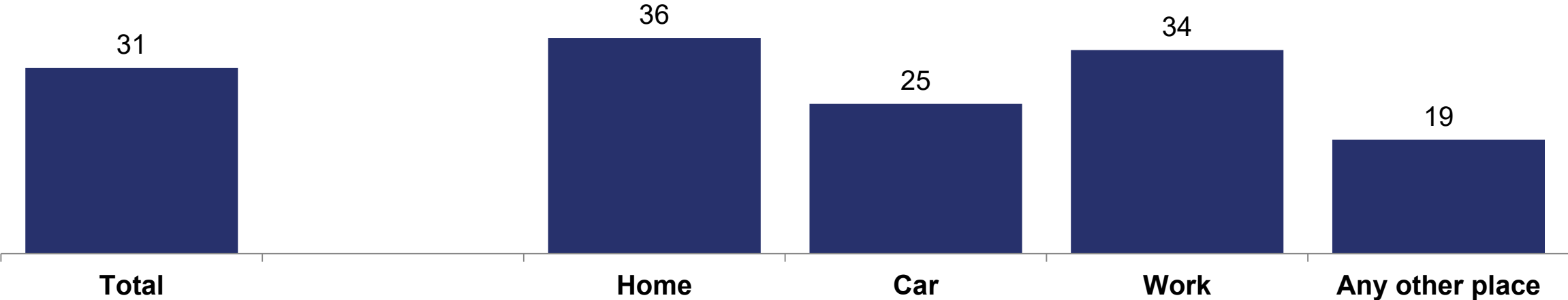
Share of Time Spent Listening to Spoken Word (vs. Music) Among Americans 13+



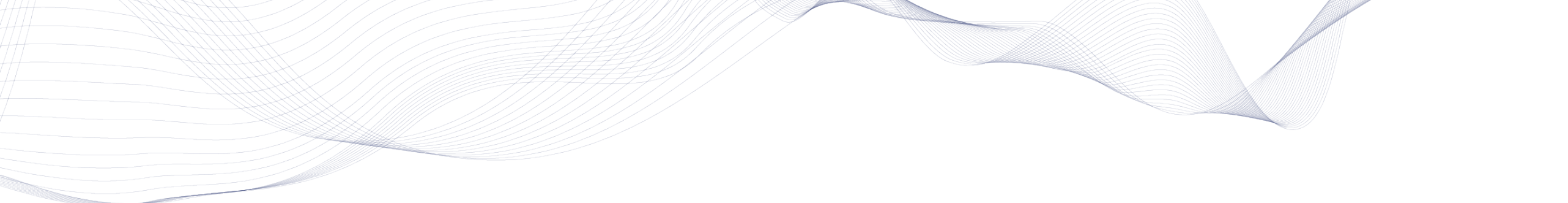
Source: Edison Research Share of Ear ® 2023

Share of Time With Spoken Word is Highest at Home, With Work Close Behind

Percent of All Listening that Goes to Spoken Word In Each Location Among Americans 13+



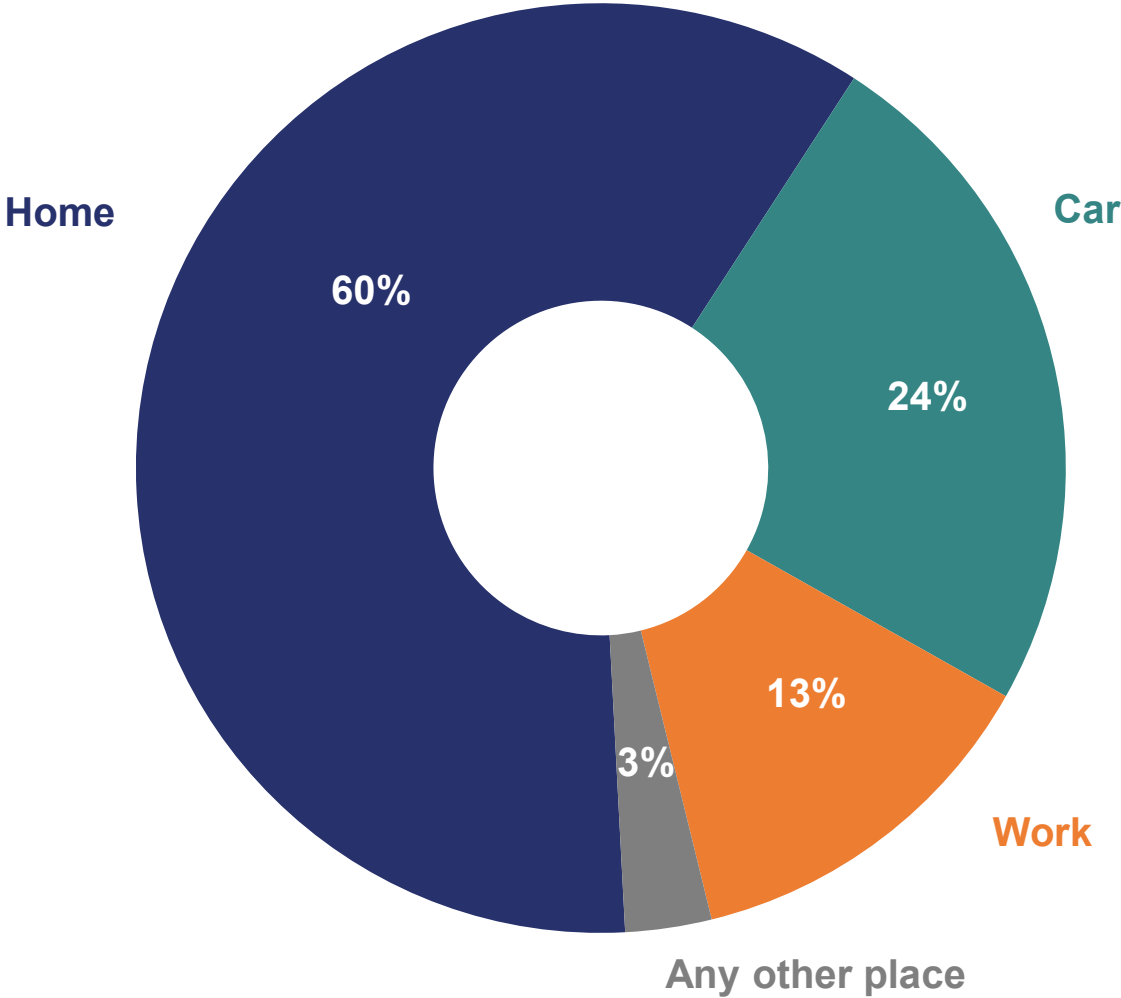
Source: Edison Research Share of Ear ® 2023



Location plays a significant role in when and how people engage with Spoken Word

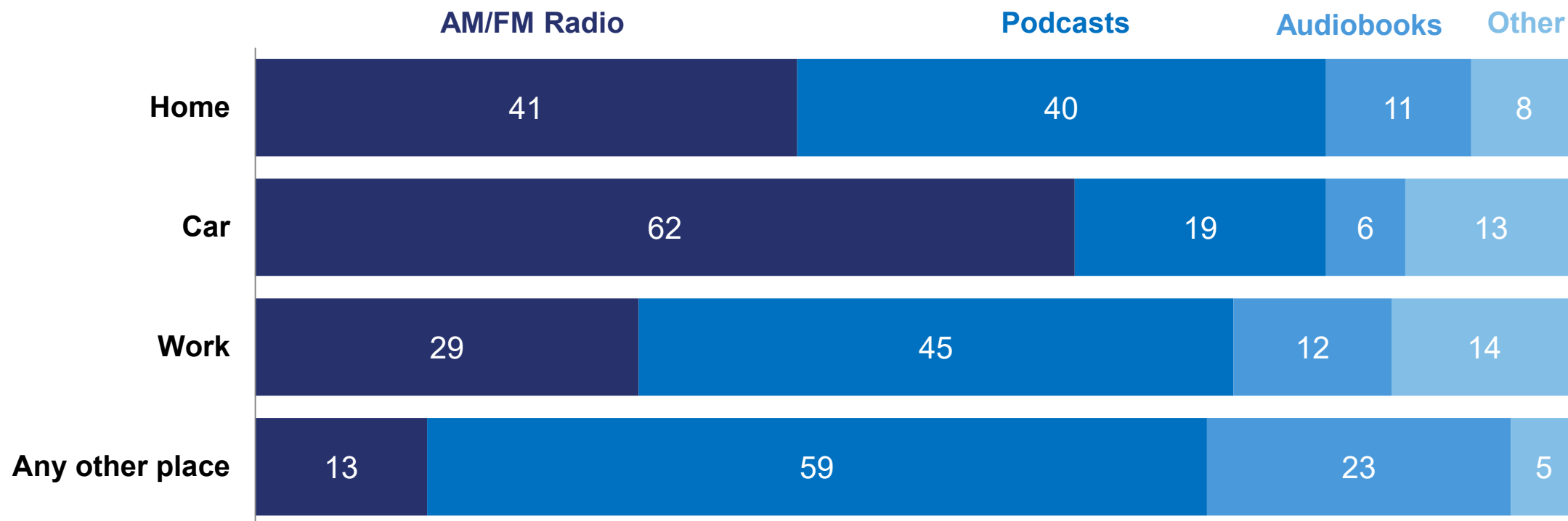
Majority of Time With Spoken Word Audio is at Home

Distribution of Spoken Word Listening by Location Among Americans 13+



AM/FM Dominates Other Platforms for In-Car Listening

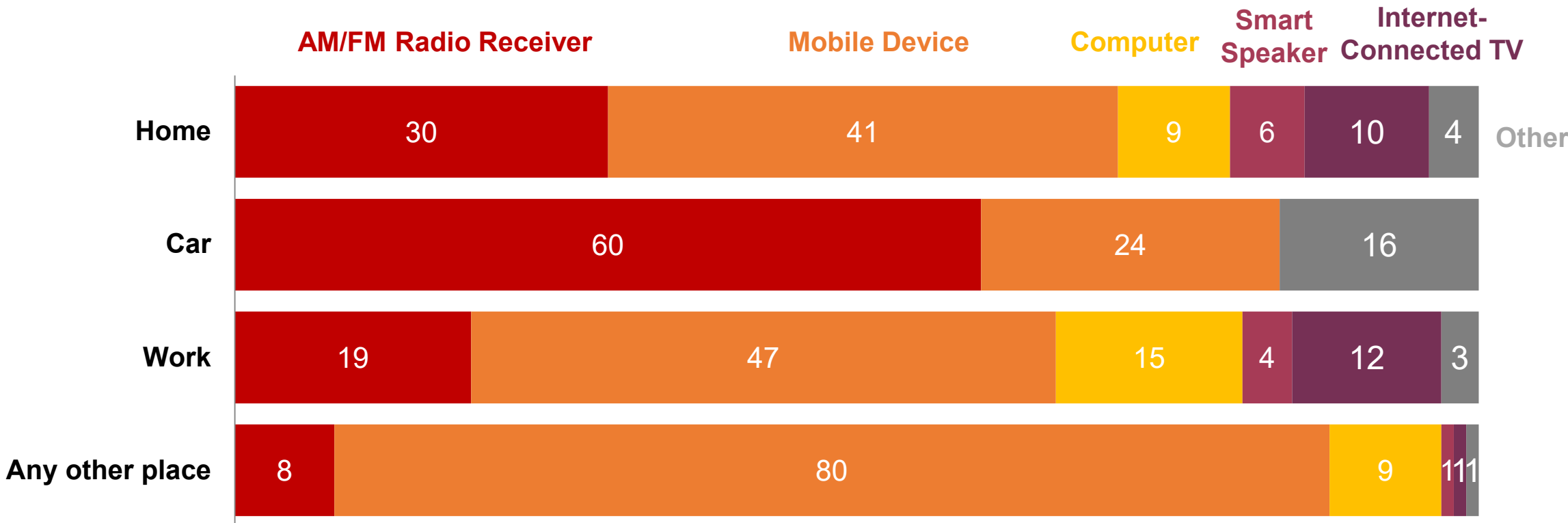
Spoken Word Audio Listening Location by Platform Among Americans 13+



Source: Edison Research Share of Ear © 2023
"AM/FM Radio" includes over the air and radio streams
"Other" includes streaming audio, satellite radio, audiobooks (in 2014-2016), etc.

Mobile Is the Most Important Device Outside of the Car

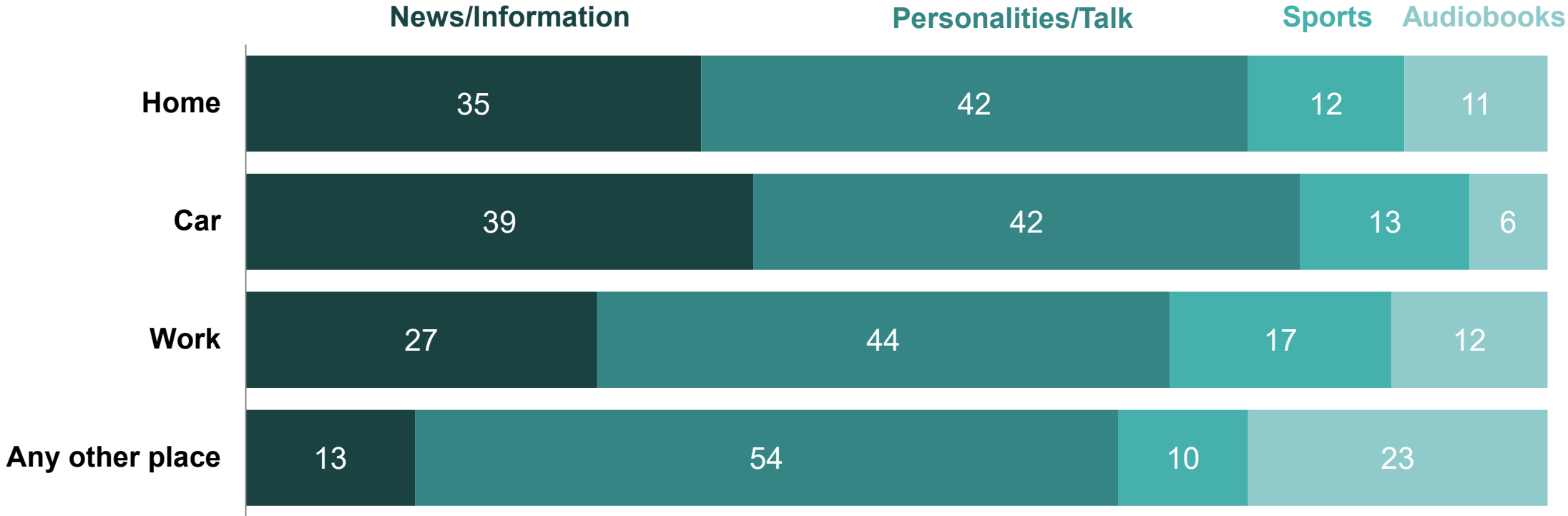
Spoken Word Audio Listening Location **by Device** Among Americans 13+



Source: Edison Research Share of Ear © 2023
 Note: "Other" includes: satellite radio receiver, CD player

Personalities/Talk Account for Most Spoken Word Listening Time

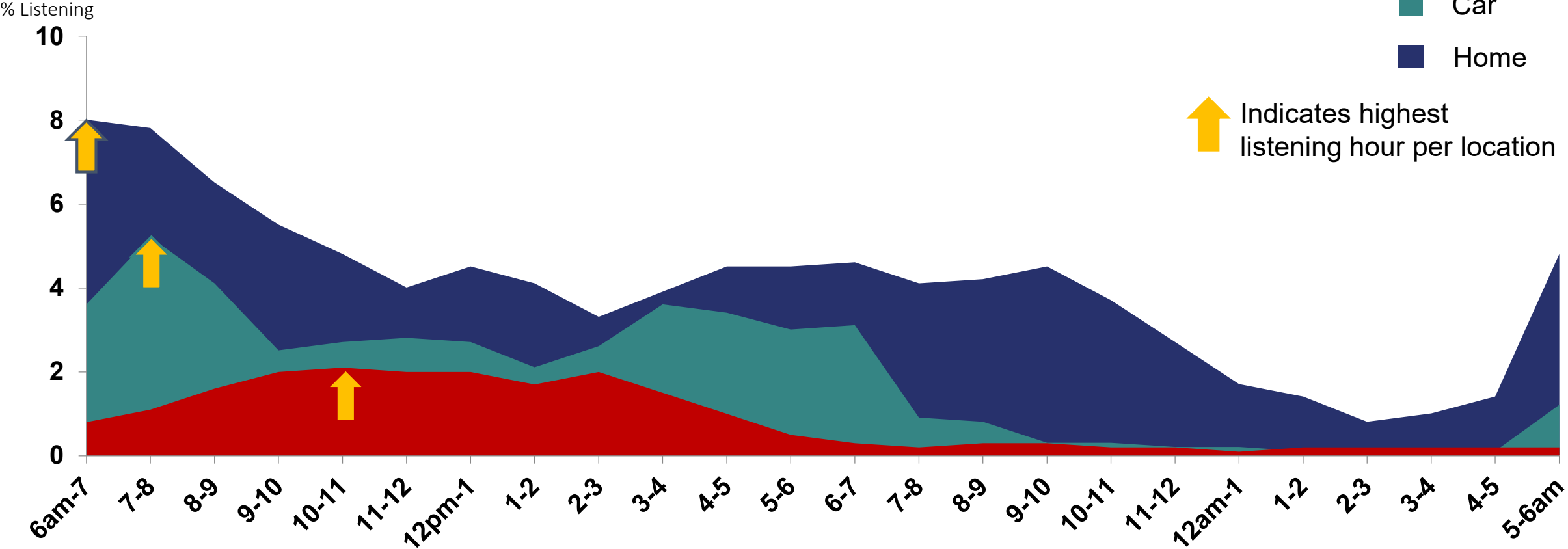
Spoken Word Audio Listening Location by Content Among Americans 13+



Source: Edison Research Share of Ear ® 2023

Spoken Word Audience Size Peaks at Different Times Depending on Listening Location

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



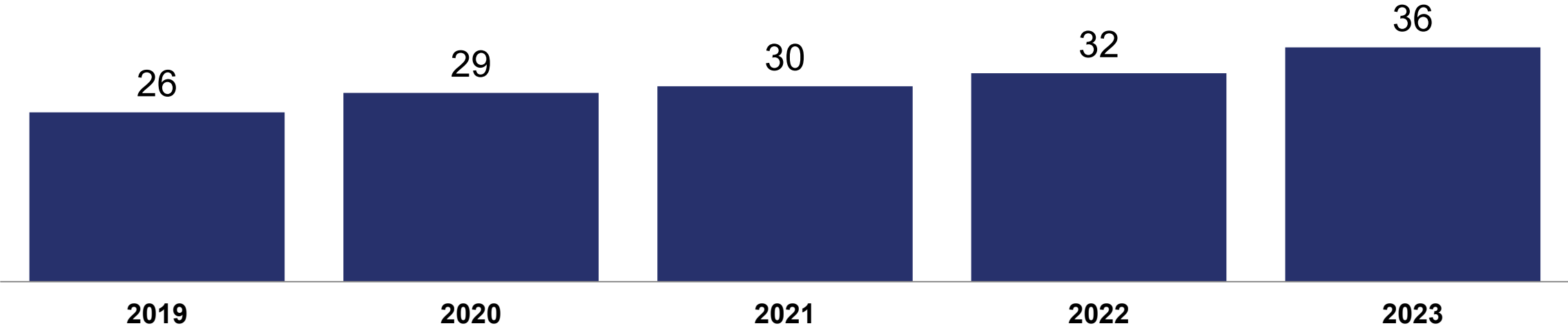
Source: Edison Research Share of Ear © 2023; U.S. population 13+



Spoken Word listening at home has grown dramatically over time

Since 2019, Share of Time With Audio **At Home** Has Shifted Away From Music to Spoken Word

Share of at-Home Audio Time Spent Listening to Spoken Word Among Americans 13+



Source: Edison Research Share of Ear ® 2023

Average Time Spent Listening to Spoken Word Audio per day **at Home:**

2014

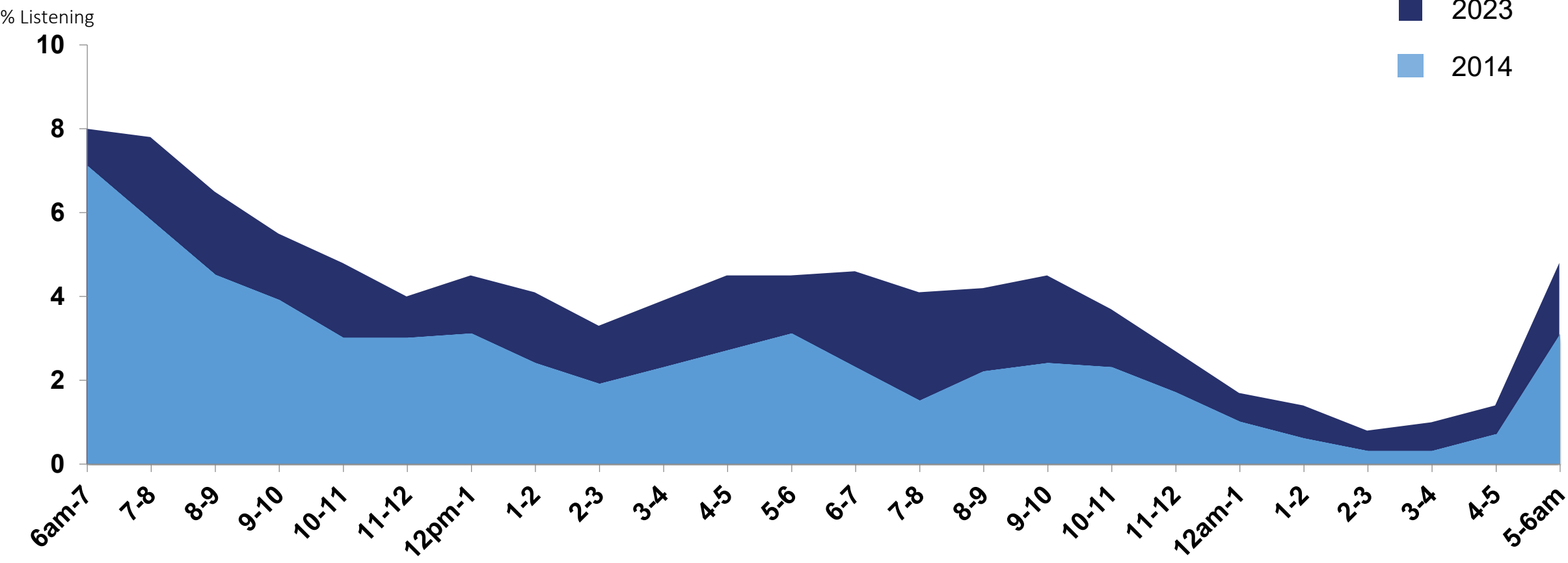
27 minutes

2023

41 minutes

Spoken Word Audience Size **at Home** Has Increased in Every Hour of the Day

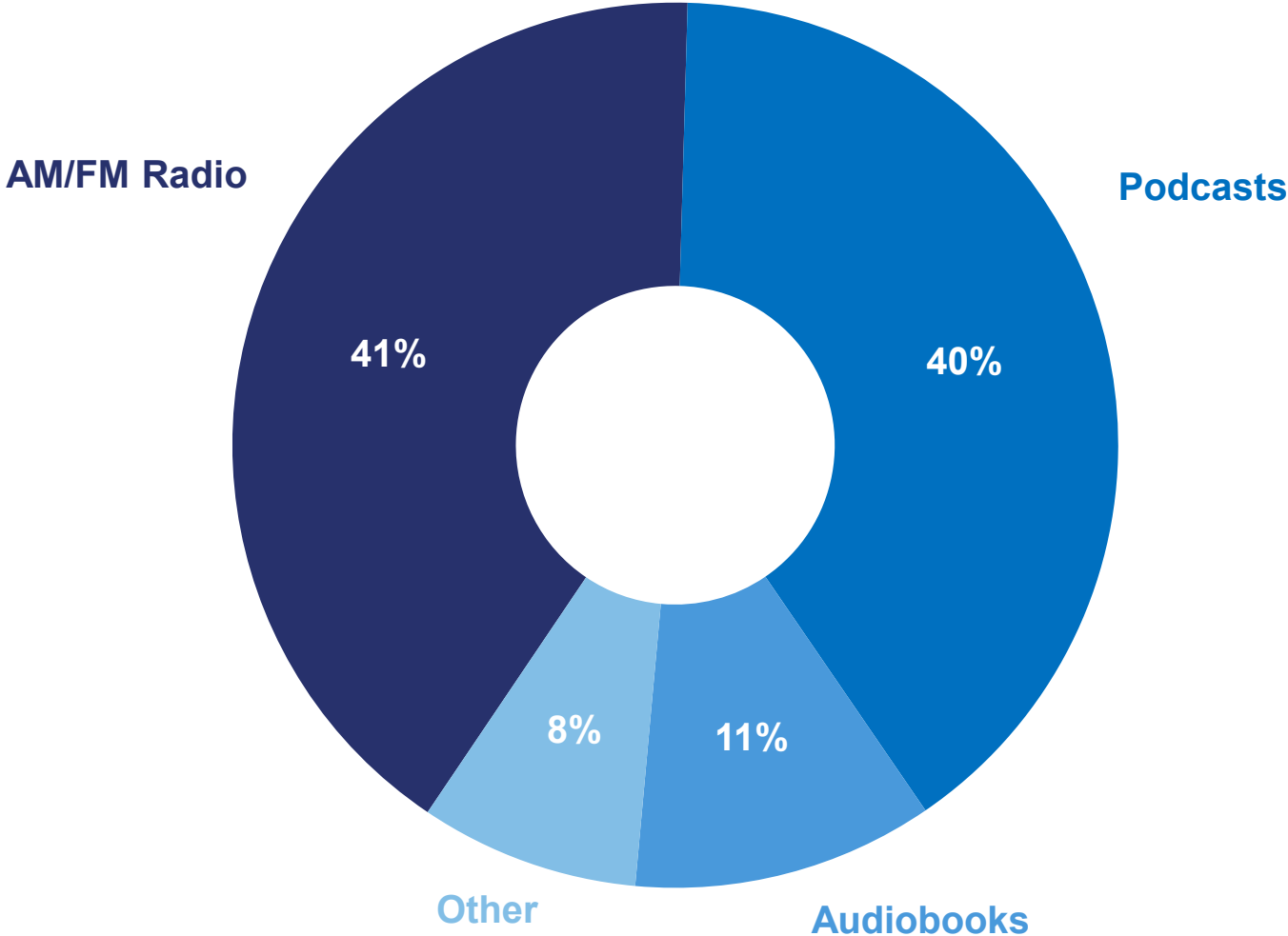
% of U.S. Population 13+ Listening to Spoken Word Audio at Home Each Hour



Source: Edison Research Share of Ear © 2023; U.S. population 13+

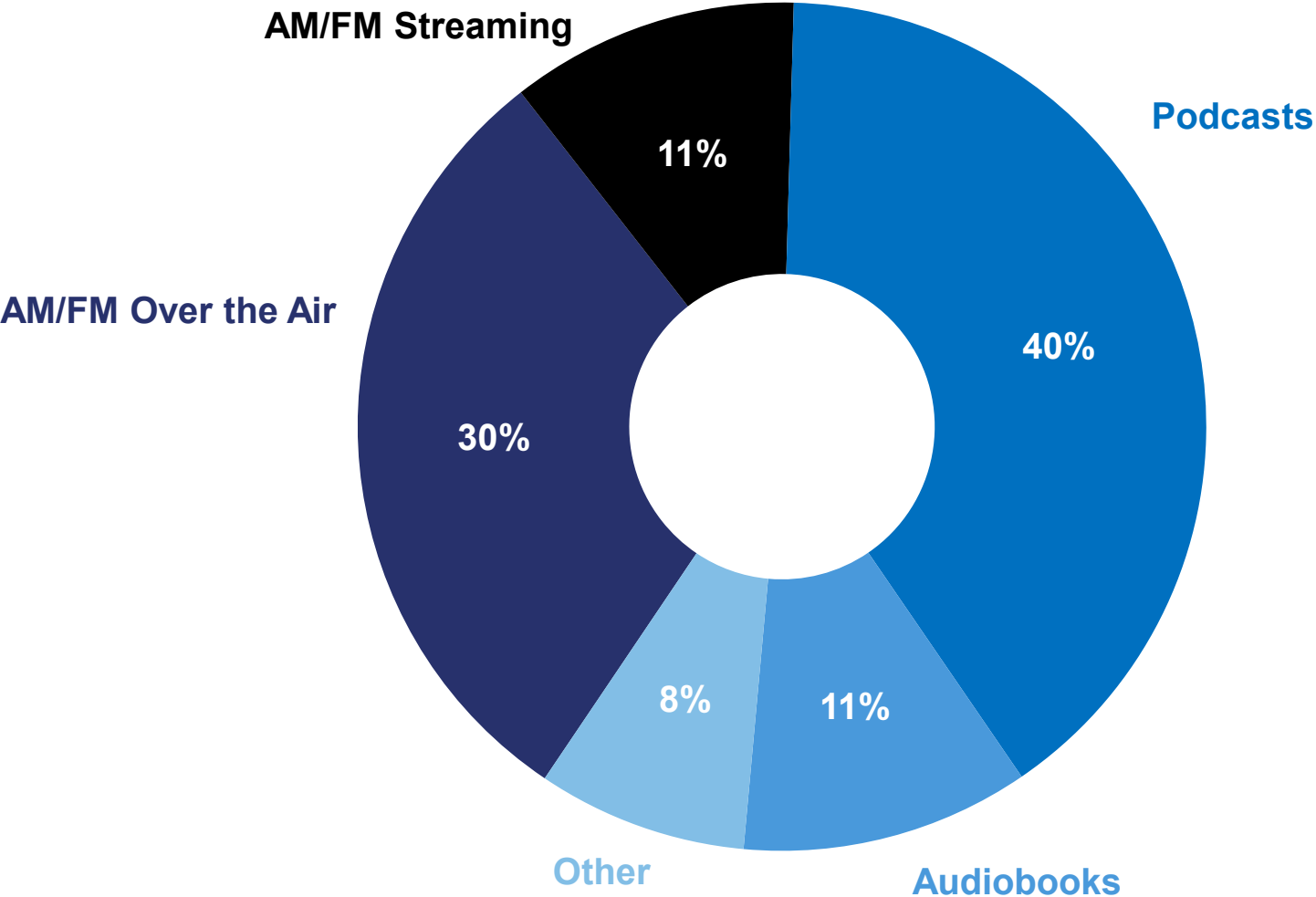
When at Home, Almost Equal Time is Spent With Radio and Podcasts

Spoken Word Audio Listening **at Home** by Platform Among Americans 13+



At Home, Streams Represent More Than One-Quarter of Radio Listening

Spoken Word Audio Listening **at Home** by Platform Among Americans 13+

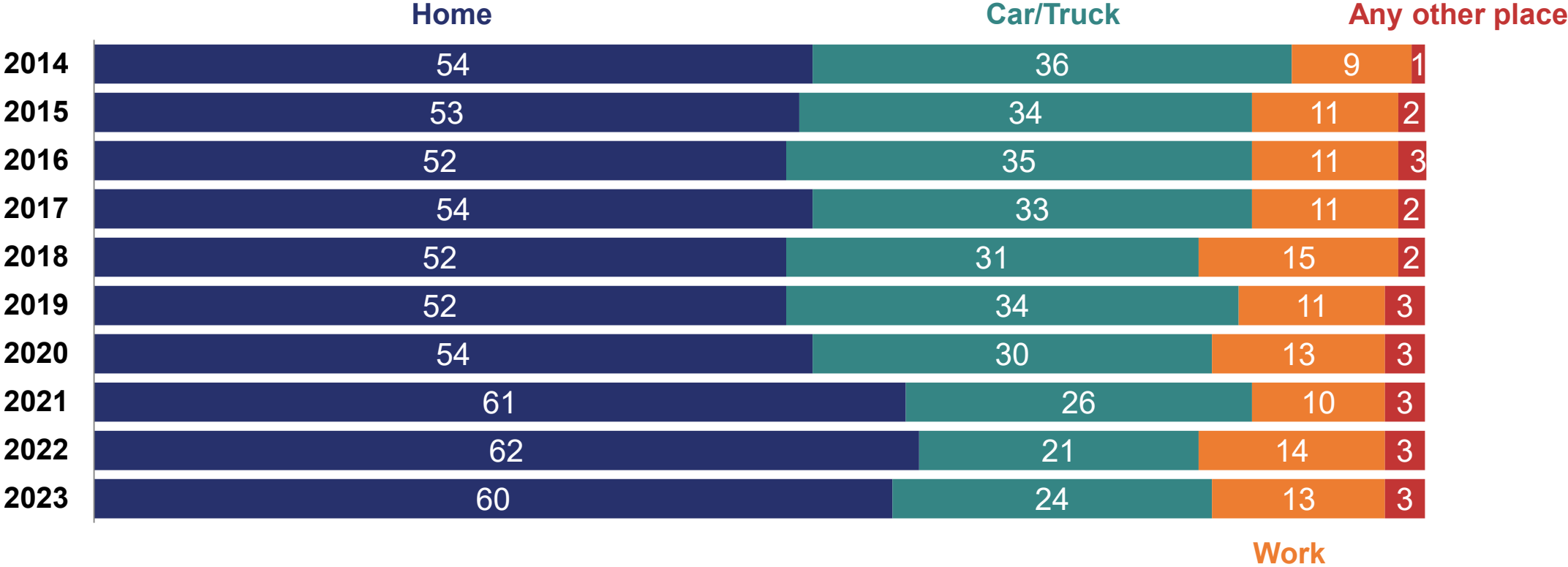




Spoken Word listening in car has shifted post-pandemic, but AM/FM Radio remains on top

Since 2019, the In-Car Share of Spoken Word has Declined

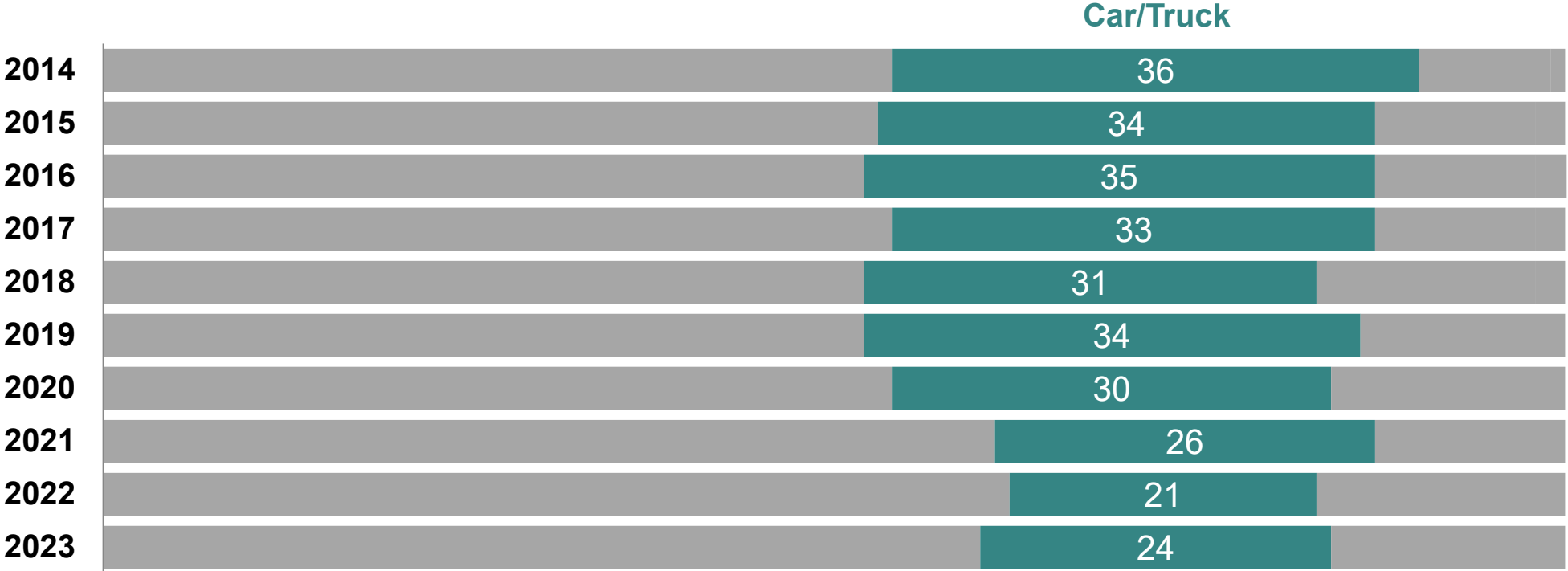
Distribution of Spoken Word Audio Listening by Location Among Americans 13+



Source: Edison Research Share of Ear © 2023

Since 2019, the In-Car Share of Spoken Word has Declined

Distribution of Spoken Word Audio Listening by Location Among Americans 13+



Source: Edison Research Share of Ear ® 2023

Average Time Spent Listening to Spoken Word Audio per day **in Car:**

2014

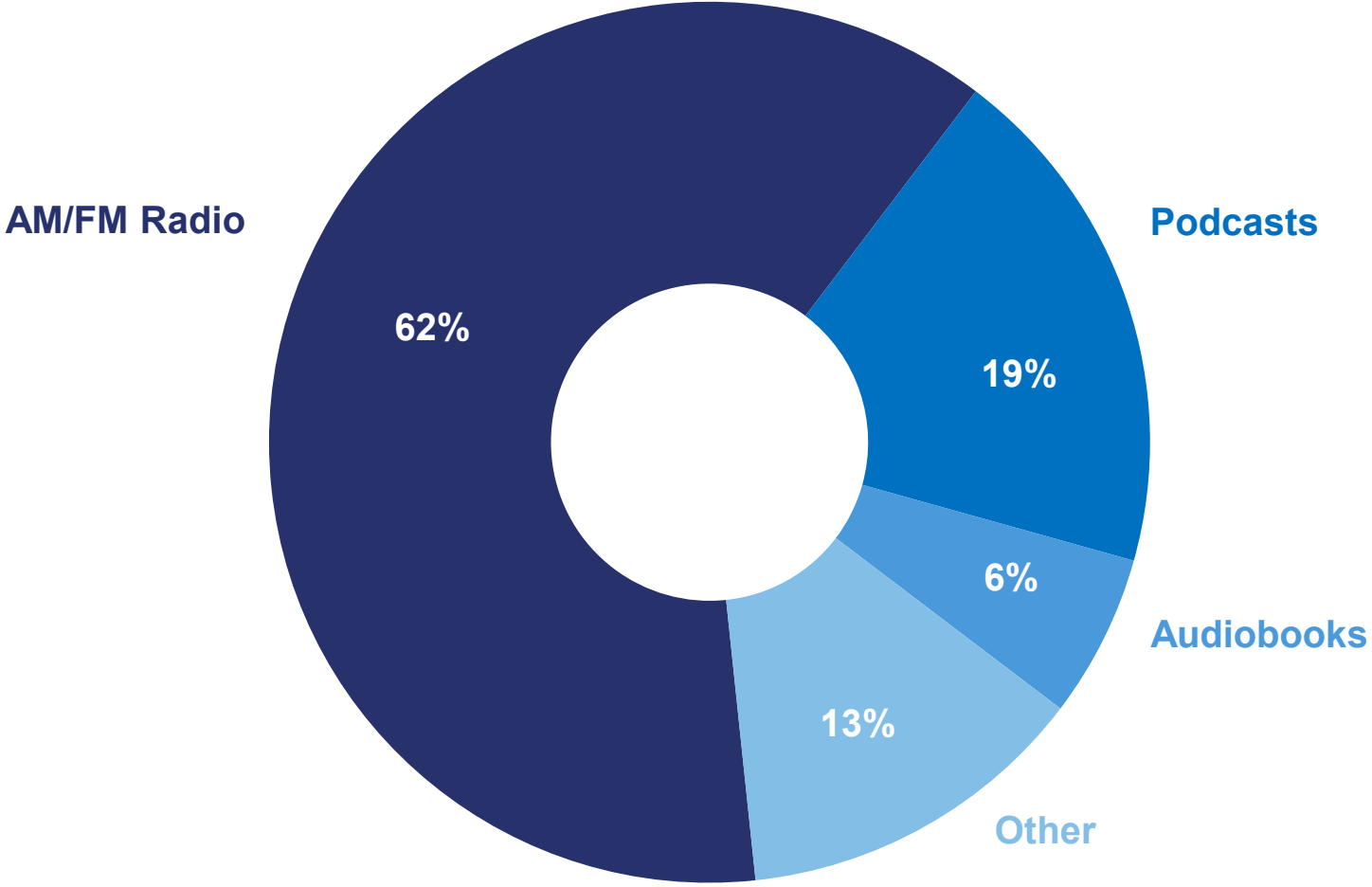
17 minutes

2023

16 minutes

In-Car Spoken Word Listening is Primarily With AM/FM Radio

Spoken Word Audio Listening **in Car** by Platform Among Americans 13+

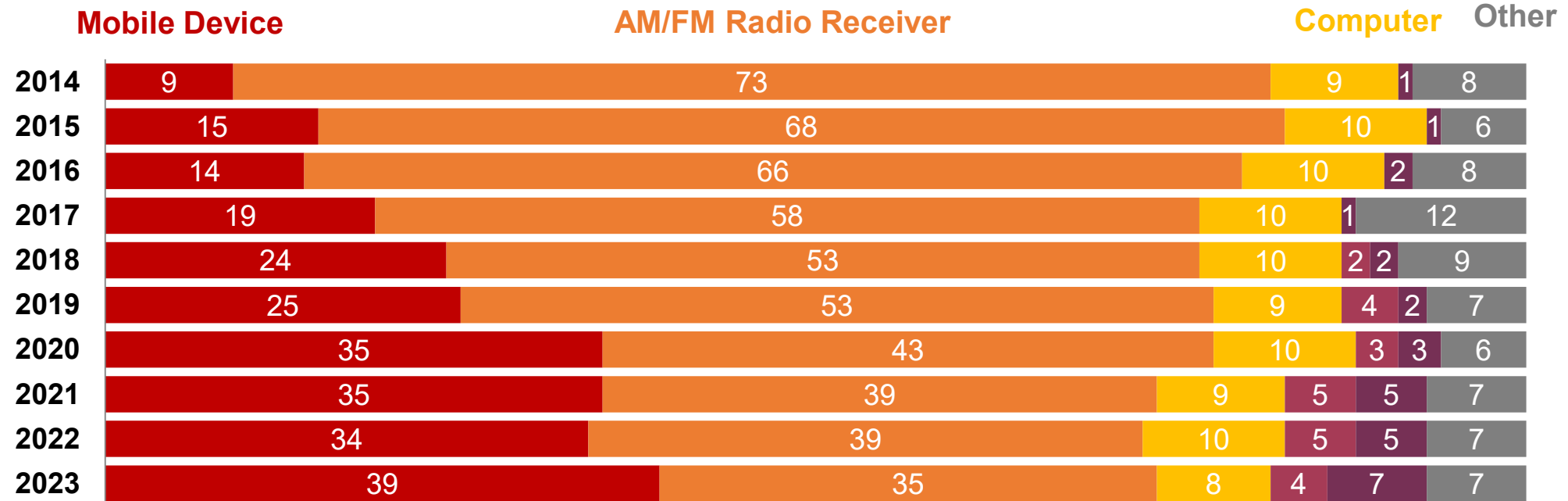




For the first time ever, the mobile device is the primary way people listen to Spoken Word Audio

Most Spoken Word Listening Time is Now on a Mobile Device

Spoken Word Audio Listening **by Device** Among Americans 13+



Smart Speaker
Internet-Connected TV

Source: Edison Research Share of Ear © 2023
 Note: "Other" includes: satellite radio receiver, CD player
 Smart Speaker added to the survey 2017



Podcasting represents a large and growing share of Spoken Word listening



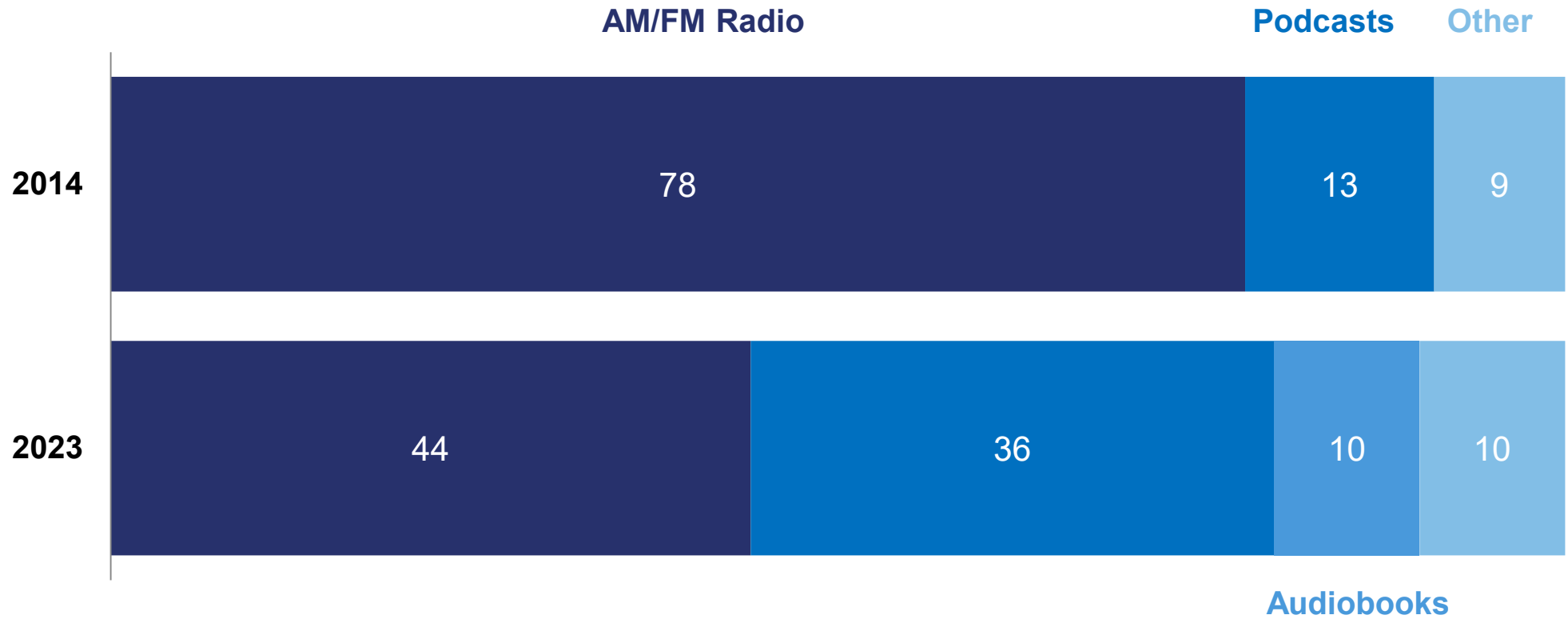
Podcast listening hits another all-time high in 2023

64% of the U.S. population has listened to a **podcast**

Source: The Infinite Dial[®] from Edison Research, Amazon Music, Wondery and Art19; U.S. population 12+

Podcasting Now Accounts for Over One-Third of the Time Spent With Spoken Word Audio

Distribution of Spoken Word Audio Listening by Platform Among Americans 13+



Source: Edison Research Share of Ear © 2023
 "AM/FM Radio" includes over the air and radio streams
 "Other" includes streaming audio, satellite radio, audiobooks (in 2014-2016), etc.



In 2023,

28% of the time spent listening to podcasts is with **NPR/Public Radio**

Source: Edison Research Share of Ear ® 2023; U.S. population 13+

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Learn more at
npr.org/spokenwordaudio



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