



A World of Good Listeners

+ + = **32 Days**

a year listening to music, podcasts and audiobooks



of tech savvy audiophiles voice shopping



audiotainment spend up **19%** in last year

Listening Habits



spent listening to music, podcasts and audiobooks each day



wear headphones every day



vs.



66%

listen to audio when they exercise

2h:08m

time spent by men listening daily

2h:11m

time spent by women listening daily

4 in 5

listen to audio when they travel



time the average audio-bookworm spends listening to audiobooks each week



year olds are listening to more audiobooks than any other age range

Spending Habits



spent per person on audio each year



1 in 3 (30%) households own a smart speaker



men spend on average **€73** more on sound than women each year



using audio controlled devices



29% play music



21% ask questions



13% shop



Favourite Sounds



1.

birds singing



2.

waves hitting rocks



3.

rain hitting the window

- 4.** wind rustling the trees
- 5.** crackling fire
- 6.** piano playing
- 7.** cats purring
- 8.** babies laughing
- 9.** listening to the violin
- 10.** people laughing



38%

of those questioned say they could recognise a brand by its sound



1 in 2

could identify a film by its soundtrack

Sound Effects



68%

say listening to certain sounds helps them exercise



71%

think it makes them more productive



84%

say it makes them happier



74%

say the sounds of nature can make them feel calmer



71%

say it reduces stress or anxiety