



Audio Publishers Association

AUDIOBOOK FACT SHEET

- 67 million Americans listened to audiobooks each year
- Estimated audiobook sales in 2016 totaled more than \$2.1 billion, up 18.2% over 2015
- Unit sales were up 33.9% over 2015
- 50,937 audiobooks were published in 2016 (an increase of 15,363 over 2015)
- 48% of frequent audiobook listeners are under the age of 35
- Far more listeners are saying they use their smartphone most often to listen to audiobooks than ever before – 29% in 2017 vs. 22% in 2015
- Mysteries/Thrillers/Suspense, Science Fiction/Fantasy and Romance are the most popular genres
- A majority of audiobook listening is done at home (57%), with the car being the second most frequently-cited location (32%). 68% of frequent listeners do housework while listening to audiobooks. Other multitasking activities among frequent listeners include baking (65%), exercise (56%) and crafting (36%).
- The top three reasons why people enjoy listening to audiobooks are: 1) They can do other things while listening; 2) Audiobooks are portable and people can listen wherever they are; and 3) They enjoy being read to.

*These statistics are based on the sales survey conducted by the independent research firm Management Practice and on the consumer behavior survey conducted by Edison Research – both surveys completed in Spring 2017.

General Inquiries

For questions about the industry please contact APA Headquarters, info@audiopub.org or 646-688-3044

Press Inquiries

Media inquiries, please contact Over the River Public Relations, info@otrpr.com or 201-503-1321