



# Audio Publishers Association

## AUDIOBOOK FACT SHEET

- Estimated audiobook sales in 2017 totaled more than \$2.5 billion, up 22.7% over 2016
- Unit sales were up 21.5% over 2016
- 46,089 audiobooks were published in 2017 (an increase of 7% over 2016)
- 54% of audiobook listeners are under the age of 45
- Smartphone usage continues to grow with 47% of listeners using this device most often, compared to 29% in 2017 and 22% in 2015.
- Smart speakers are increasingly impacting the audiobook world with 24% of listeners saying they have listened on a smart speaker and 5% saying they listen most often on a smart speaker.
- 53% of listeners say they most often listen at home and 36% say their car is where they listen most often.
- Mysteries/Thrillers/Suspense, Science Fiction/Fantasy, and Romance are the most popular genres
- The top three activities while listening to audiobooks are: driving (65%), relaxing before going to sleep (52%), and doing housework/chores (45%).
- The top three reasons why people enjoy listening to audiobooks are: 1) They can do other things while listening (81%); 2) They can listen wherever they are (80%); and 3) Audiobooks are portable (75%).

\*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 2018.

### General Inquiries

For questions about the industry please contact APA Headquarters, [info@audiopub.org](mailto:info@audiopub.org) or 646-688-3044

### Press Inquiries

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