



Audio Publishers Association

AUDIOBOOK FACT SHEET

- Publisher receipts in 2019 totaled almost 1.2 billion dollars, up 16.4% from 2018.
- 44% of consumers 18 and up have ever listened to an audiobook.
- 60,303 audiobooks were published in 2019 (an increase of 18% over 2018).
- The mean number of audiobooks listened to by those who have listened to one in the past year has gone up to just over 8 books per year (this was just under 6.8 in 2019).
- 57% of frequent audiobook listeners are under the age of 45; this is up from 51% in 2019.
- For the third year in a row, more than 50% of audiobook listeners say that they are making “new” time to listen to audiobooks, and subsequently consuming more books.
- The car remains the #1 overall place for listening, but the home remains the place where people listen most often.
- 60% of respondents own a smart speaker, and 46% of smart speaker owners have used it to listen to an audiobook (up from 31% in 2019).
- 61% of audiobook listeners have also listened to a podcast in the last month (up from 55% in 2019), continuing the strong association between podcast listeners and audiobook listeners.
- Mysteries/Thrillers/Suspense, History/Biographies/Memoirs, and Science Fiction/Fantasy are the most popular genres among consumers.

*These statistics are based on the sales survey conducted for the APA by the independent research firm InterQ and on the consumer behavior survey conducted by Edison Research – both surveys completed in Spring 2020.

For media inquiries and questions about the industry please contact APA Headquarters, press@audiopub.org