AUDIOPUBLISHERS 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