



Audio Publishers Association

AUDIOBOOK FACT SHEET

- Publisher receipts in 2020 totaled almost 1.3 billion dollars, up 12% from 2019.
- 46% of consumers 18 and up have ever listened to an audiobook.
- 71,502 audiobooks were published in 2020 (an increase of 39% over 2019).
- The mean number of audiobooks listened to by those who have listened to one in the past year remained the same in 2021 at 8 books per year (this was just under 6.8 in 2019).
- 56% of frequent audiobook listeners are under the age of 45; this is up from 52% in 2019.
- In 2020, American commuter patterns were dramatically affected by pandemic stay-at-home orders, so 55% of listeners listened most often at home, compared with 43% in the prior year; 30% of listeners cited the car as their main listening location compared with 41% in 2019.
- Membership in audiobook services increased in 2020, with 38% of listeners indicating they subscribe to at least one such service.
- 67% of audiobook consumers agreed that one of the reasons they enjoy listening to audiobooks is to reduce screen time.
- 49% of parents with children ages 17 and younger say their children listened to audiobooks last year, up from 35% previously.
- Mysteries/Thrillers/Suspense, History/Biographies/Memoirs, and Science Fiction/Fantasy are the most popular genres among consumers. In quarantine, we saw rising interest in Romance, Fitness, Faith-based, and Self-Help content.

*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 2021.

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