



Audio Publishers Association

## AUDIOBOOK FACT SHEET

- 55 million people listened to an audiobook in 2014.
- Audiobook sales in 2015 totaled more than \$1.77 billion, up 20.7% over 2014.
- Unit sales were up 24.2% in 2015
- 35,574 audiobooks were published in 2015.
- 9,787 more audiobook titles were published in 2015 than in 2014.
- While car trips and travel remain the preferred times to listen to audiobooks, an overwhelming 61% of listeners report listening to audiobooks while relaxing at home.
- 73% of all audiobook listeners and 82% of frequent users report listening to audiobooks downloaded digitally. The younger the listener, the more likely they are to go digital.
- 1/3 of frequent audiobook listeners are between the ages of 25-34.
- Mysteries, thrillers and suspense are the most popular genre followed closely by history, biography and memoir and popular Fiction.
- Just over 77% of audiobooks are fiction vs. 23% non-fiction.
- 63% of all audiobook buyers say that the subject of the book was the most important item in choosing a title.
- Recommendations from friends and family remain a top motivator for buyers, followed closely by reviews.
- 96% of audiobooks sold are in the unabridged format.

\*These statistics are based on the sales survey conducted by the independent research firm Management Practice in Spring 2016 and on the consumer behavior survey conducted by Edison Research in Spring 2015.

### 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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