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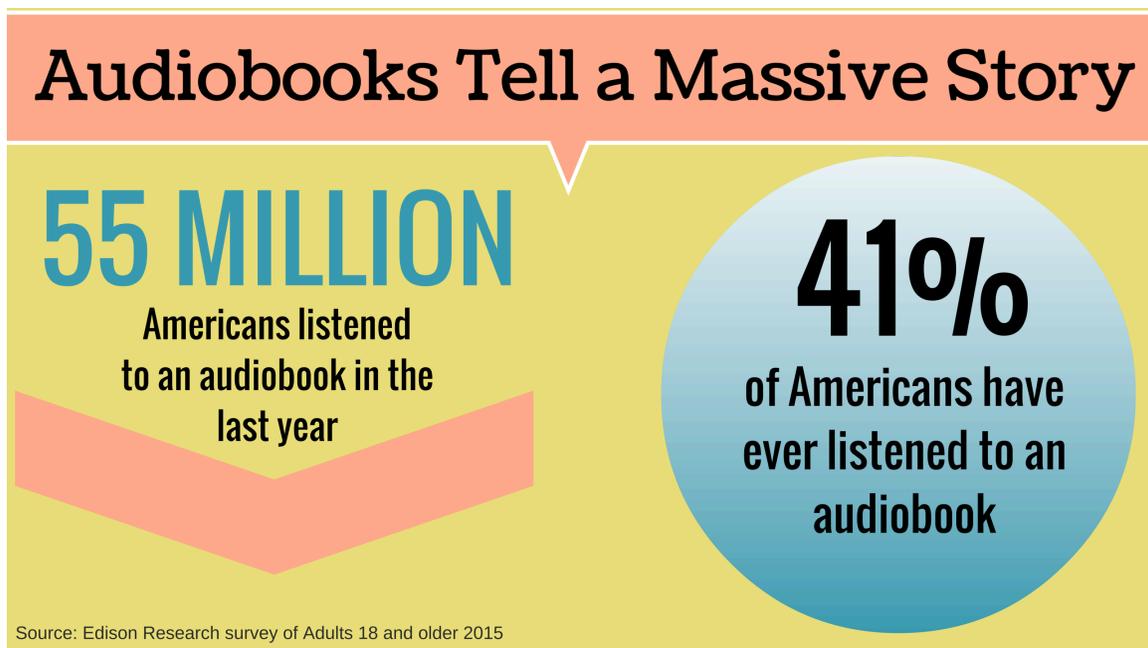
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Audiobook Usage is on the Rise

The Audio Publishers Association releases results from a recent survey on consumer behavior

June 11, 2015 — The Audio Publishers Association released the results from a recent consumer behavior survey conducted by [Edison Research](#), an independent research firm. Research revealed that 41 percent of Americans have ever listened to an audiobook and 55 million people have listened to an audiobook in the last year. 70 percent reported having listened to three or more audiobooks, and 30 percent reported listening to five or more audiobooks in the past year.



What else did we find?

The age of listeners is getting younger. One third of frequent audiobook listeners are between the ages of 25-34. This is no doubt due to the continued rise of the Digital download.

73 percent of all audiobook listeners and 82 percent of frequent users report listening to audiobooks downloaded digitally. The younger the listener, the more likely they are to go digital.

While car trips and travel remain the preferred times to listen to audiobooks an overwhelming 61 percent of listeners report listening to audiobooks while relaxing at home. This would account for the new statistic that one out of every four frequent listeners uses their laptop most often to listen to audiobooks.

What are people listening to and why?



Mysteries, Thrillers and Suspense are the most popular genre followed closely by History, Biography and Memoir and Popular Fiction.

Word of Mouth reigns supreme. Recommendations from friends and family remain a top motivator for buyers, followed closely by reviews.

Subject matter is key. 63 percent of all audiobook buyers said that the subject of the book was the most important item in choosing a title.

Michele Cobb, Executive Director of the Audio Publishers Association, said the APA was pleased with the findings adding "More listeners, Younger listeners, Adoption of the format outside of vehicles; The future continues to look bright for audiobooks."

ABOUT THE AUDIO PUBLISHERS ASSOCIATION

The Audio Publishers Association (APA) is a not-for-profit trade association that advocates the common, collective business interests of audio publishers. The APA consists of audio publishing companies and allied suppliers, distributors, and retailers of spoken word products and allied fields related to the production, distribution and sale of audiobooks.

ABOUT EDISON RESEARCH:

Edison Research provides strategic information for businesses worldwide with a specialty in media, advertising and entertainment. They conduct the exit polls for all American elections for ABC, CBS, CNN, FOX, NBC, and The Associated Press. They are the author of The Infinite Dial, a national study since 1998 that measures consumer use of the internet, streaming video and audio and other new media technologies. They are the creator of Share of Ear, the first measurement of the entire audio space in the US.

**For additional information,
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