

# Audio Publishers Association

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**[Audiopub.org](http://Audiopub.org)**

# Titles Published

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<u>Year</u>	<u># of Audiobooks</u>
2014	25,787
2013	24,755
2012	16,309
2011	7,237
2010	6,200



\*\*\*APA Sales Surveys 2007-2014

# Sales Growth

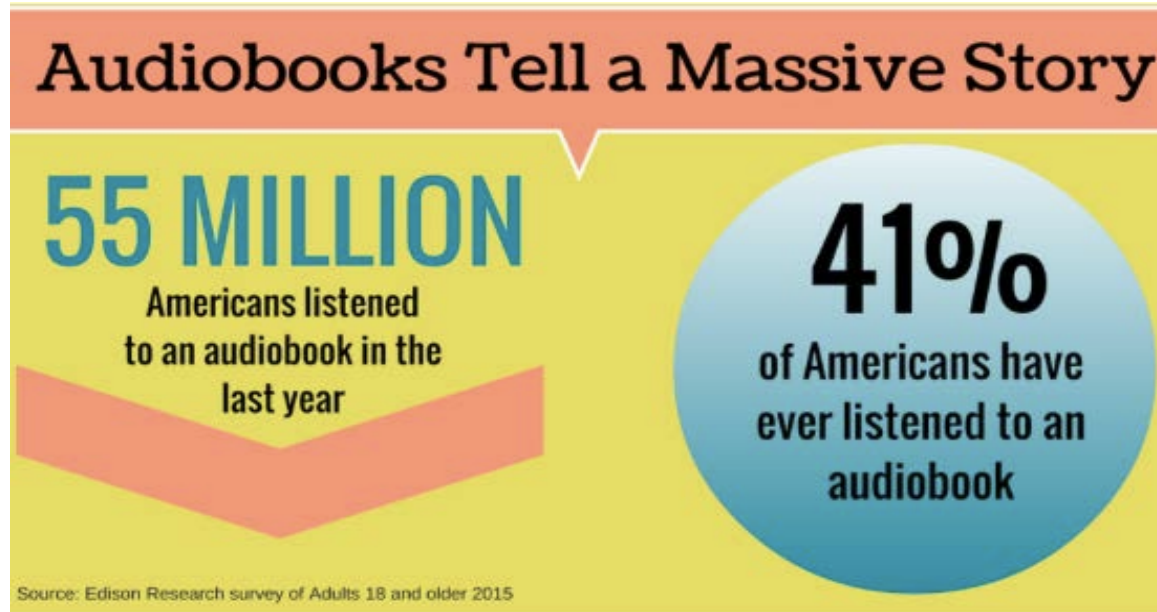
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**13.5% Sales Increase**  
**19.5% Units Increase**



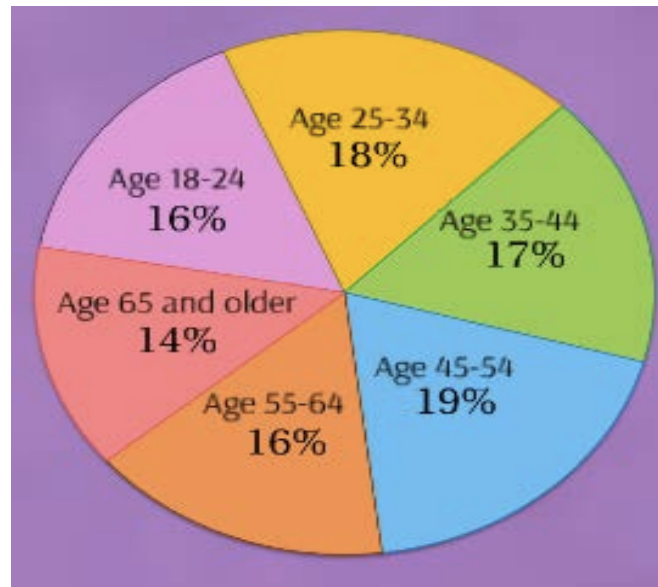
\*\*\*APA Sales Surveys 2014

# Who are audiobook listeners?



\*\*\*APA Consumer Survey 2015

# Listeners Across the Ages



\*\*\*APA Consumer Survey 2015

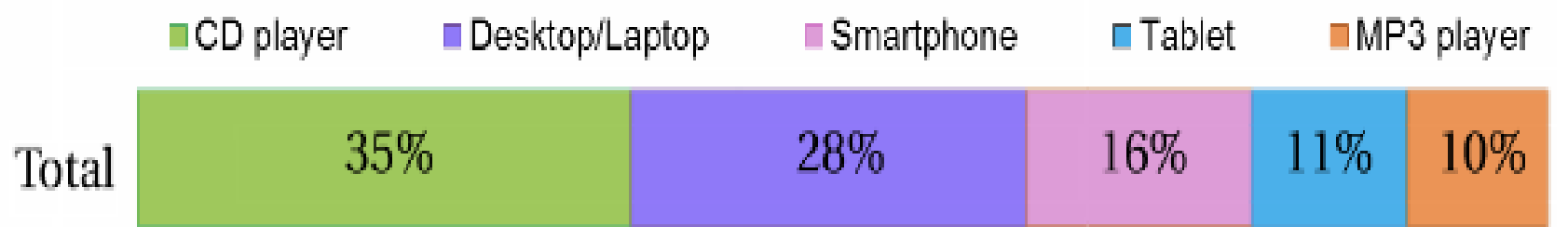
# How do people discover audiobooks?

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2008	2011	2015
<ul style="list-style-type: none"><li>• 43% at the library</li><li>• 27% a retail book store</li><li>• 15% an online retailer</li><li>• 9% an online download website</li><li>• 3% and audiobook-only store</li><li>• 3% other means</li></ul>	<ul style="list-style-type: none"><li>• 42% borrowed from public library</li><li>• 24% retail book store</li><li>• 19% an online retailer</li><li>• 12% an online download website</li><li>• 3% other means</li></ul>	<ul style="list-style-type: none"><li>• 70% recommendations from friends/ family</li><li>• 57% browsing through library/ library website</li><li>• 56% browsing in physical bookstores</li><li>• 55% browsing through apps/ websites that sell a variety of media</li><li>• 54% reading bestsellers list</li><li>• 44% browsing through sites that sell audio only</li><li>• 42% social media</li><li>• 42% narrator familiarity</li></ul>

\*\*\*APA Consumer Surveys 2008, 2011, 2015

# How and where do people listen?



\*\*\*APA Consumer Survey 2015

## Why Listen to Audiobooks?

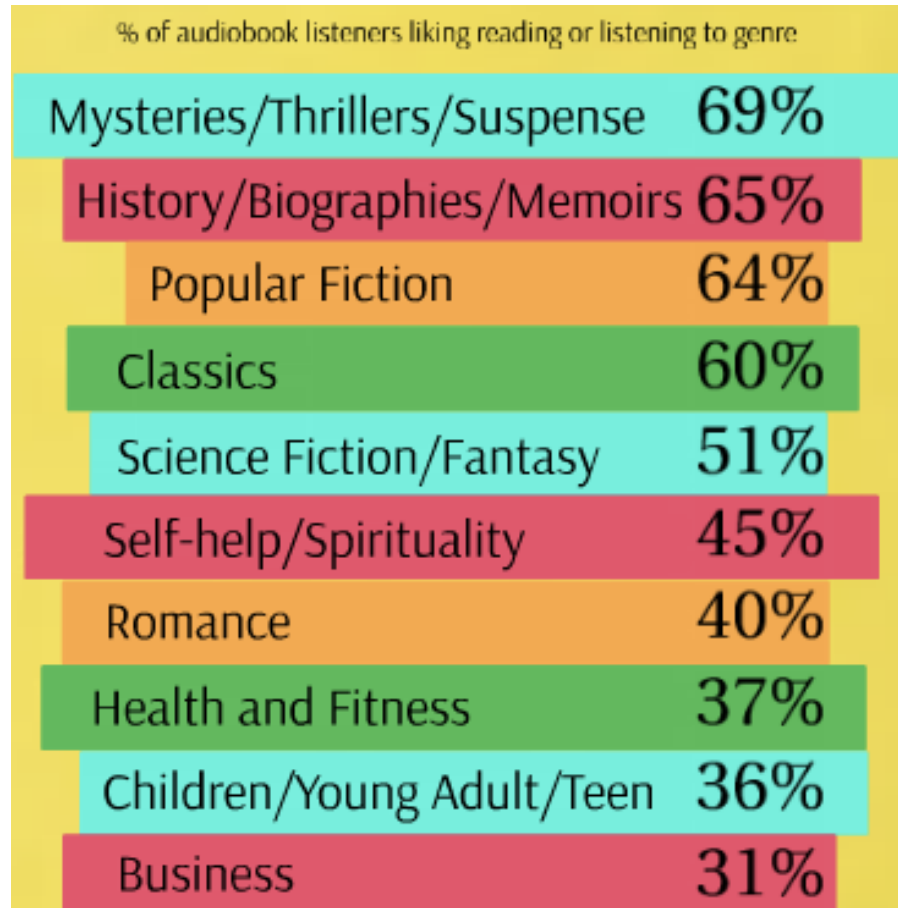
Listening to audiobooks is good for long car trips	74%
Listening to audiobooks is relaxing	71%
Listening to some books is more interesting than reading them	47%
Audiobooks are useful in helping children improve their reading skills	44%

## Do you ever listen to audiobooks while...?

Traveling for business or pleasure	62%
Relaxing at home	61%
Commuting to work	54%
Walking, running, or working out	29%
Crafting, gardening, or cooking	27%



# What are the favorite genres?



\*\*\*APA Consumer Survey 2015

# Audiobook Formats (sales units)

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Format	2007	2008	2009	2010	2011	2012	2013	2014
Cassette	2%	2%	1%	1%	1%	0.0%	0.0%	0.0%
CD	64%	58%	46%	39%	37%	32.9%	27.8%	21.2%
MP3-CD	1%	1%	1%	1%	1%	1.4%	1.2%	1.3%
Download	30%	36%	49%	56%	58%	64.4%	69.6%	76.9%

\*\*\*APA Sales Surveys 2007-2014

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[Ages 12+](#)

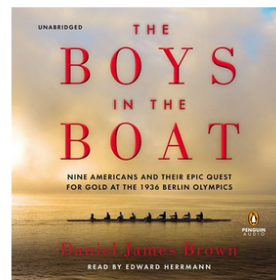
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# Audiobook and Literacy Resources

- *Audiobooks for Youth: A Practical Guide to Sound Literature* by Mary Burkey
- *Listening to Learn* by Lizette D. Hannegan and Sharon Grover
- Sound Learning
- Heard Any Good Books Lately? The Case for Audiobooks in the Secondary Classroom
- The Literacy Benefits of Listening

# Audio Publishers Association

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**Audiopub.org**

[mcobb@audiopub.org](mailto:mcobb@audiopub.org)

401-354-9100