



The Nielsen Company
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Press Release

UNDERSTANDING THE UK AUDIOBOOK CONSUMER 2016 – LATEST FINDINGS RELEASED

London, Tuesday 14 March 2017

Nielsen Book's latest report finds that UK audiobook consumers tend to be aged between 18-44; they have children in the home and work full time. They are relatively likely to live in London, be upmarket and affluent and from Black & Asian Minority Ethnic (BAME) groups.

The report goes on to say that c40% of audiobook consumers and especially those in the 18-34s category, are new to the market, only recently (last 12 months) starting to buy/listen to audiobooks. Curiosity, multitasking, public libraries and children are key factors driving consumers to try audiobooks.

While 18-34s and more upmarket households are the heaviest consumers of audiobooks, medium buyers aged 35-54, in more middle market (C2) households are the most likely to have increased their purchasing and listening in the last few years.

The most popular and widely purchased/listened to audio book genre is crime/thrillers, especially for heavier buyers and older consumers. Younger women and lighter consumers are more likely to favour popular fiction, while younger males prefer to listen to humour, and sci-fi/fantasy is the top genre with middle-aged men.

Key influencers are narration – a good voice is the most widespread factor influencing decisions to purchase audiobooks, ahead of price/offers; familiarity of the author's voice is also a key factor for older consumers.

The social media sites used most widely by audiobook consumers are not surprisingly Facebook and YouTube, with heavy audiobook buyers more likely than average to use Instagram, Twitter, Google+ and Tumblr.

Laurence Howell, Senior Director, Content at Audible UK, stated:

"Audiobooks have a broad audience, but they fit in particularly well with the fast-paced and busy lifestyles of young people, who are likely to multitask, consume and digest while on the go. The findings from Nielsen Book's study reflect the impressive rate of audiobook adoption among students



and young professionals, who over the last two years in particular have become some of the most dedicated advocates of audio.”

Steve Bohme, Research Director, Nielsen Book Research UK, commented: *“It was fascinating to see from the research that while audiobooks appeal because they offer a chance to multitask, and provide a welcome distraction on long journeys, they are even more widely appreciated as a source of relaxation to enjoy at home, and preferred to other media when it comes to bedtime listening”.*

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