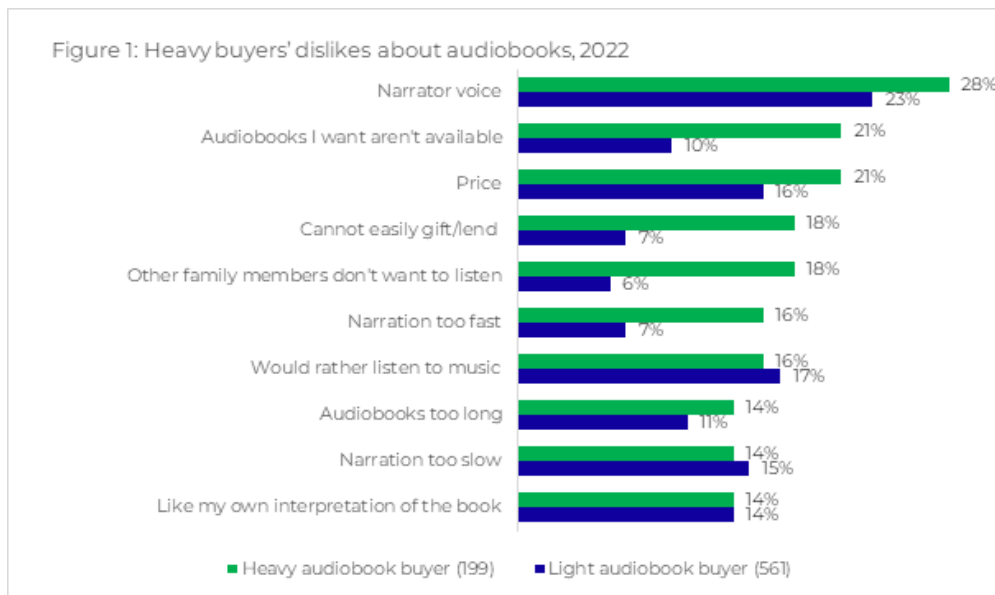# Nielsen BookData

Nielsen BookData Australia

Heavy Audiobook buyers find 'other family members not wanting to listen' to audiobooks, three times more likely to be an impediment compared to the average audiobook consumer.

SYDNEY, 23 November 2022 – New research conducted in 2022 by Nielsen BookData - the leading provider of discovery, consumer research and retail sales analysis services for the book industry – reveals that 'not liking a narrator's voice' is by far the most common reason for not consuming more audiobooks, with 28% of heavy audiobook buyers and 23% of light audiobook buyers selecting this option. This is a shift from the Australian 2020 study, where the price of an audiobook was named as the number one barrier to increased audiobook consumption for Australian audiences. Participants in the equivalent 2021 U.K. Nielsen BookData study (which has occurred annually since 2015) indicated 'not liking the narrator's voice' as the biggest impediment with 'price' dropping to below 'prefer books'.

When looking at heavy audiobook purchasers, the **2022 Nielsen Understanding the Australian Audiobook Consumer Report** found that 'other family members not wanting to listen' is three times more likely to be a barrier for heavy audiobook buyers to consume more than for the average audiobook consumer.

Making up 13% of respondents, heavy audiobook buyers are those who purchased more than 11 audiobooks. Factors like 'other family members don't want to listen', 'can't easily gift', and 'titles not available' had a greater impact on audiobook consumption for heavy audiobook buyers when compared to light audiobook buyers.

Figure 1: Heavy buyers' dislikes about audiobooks, 2022

Category	Heavy audiobook buyer (199)	Light audiobook buyer (561)
Narrator voice	28%	23%
Audiobooks I want aren't available	21%	10%
Price	21%	16%
Cannot easily gift/lend	18%	7%
Other family members don't want to listen	18%	6%
Narration too fast	16%	7%
Would rather listen to music	16%	17%
Audiobooks too long	14%	11%
Narration too slow	14%	15%
Like my own interpretation of the book	14%	14%

Nielsen
BookData

The **2022 Nielsen Understanding the Australian Audiobook Consumer Report** showcases trends in the Australian audiobook market across pre- and post-pandemic life. To purchase the report please fill in **this form** or contact us at **infobookscanaus@nielseniq.com**

Source: Nielsen BookData, Understanding the Australian Audiobook Consumer 2020
Nielsen Book Research Understanding the UK Audiobook Consumer 2021
Nielsen BookData, Understanding the Australian Audiobook Consumer 2022

Notes to editor:

Bianca Whiteley, Territory Manager, Nielsen BookData Australia
E: **bianca.whiteley@nielseniq.com**

About Nielsen BookData
Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookScan is a Nielsen BookData service. BookScan is the world's largest continuous sales analysis service and operates in 11 countries and 4 continents. Retail sales information is collected at the point of sale from thousands of outlets in the UK, Ireland, Australia, South Africa, Italy, Spain, New Zealand, India, Mexico, Brazil and Poland. Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. Nielsen PubTrack Digital Australia and New Zealand collects ebook sales data directly from publishers to provide a true and complete picture of eBook sales in Australia and New Zealand across participating publishers.

The company is wholly owned by NielsenIQ. For more information, please visit: **www.nielsenbook.com.au**

About NielsenIQ
NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a groundbreaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decisionmaking for the world's leading consumer goods companies and retailers. Using comprehensive data sets and measuring all transactions equally, NielsenIQ gives clients a forward-looking view into consumer behavior in order to optimize performance across all retail platforms. Our open philosophy on data integration enables the most influential consumer data sets on the planet. NielsenIQ delivers the complete truth. NielsenIQ, an Advent International portfolio company, has operations in nearly 100 markets, covering more than 90% of the world's population.

For more information, visit **NielsenIQ.com**