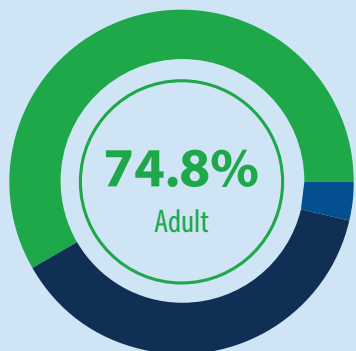


Audiobooks are useful tools for increasing vocabulary, improving listening skills and supporting time-starved, busy students, professionals and patrons. Have you heard the latest facts about audiobooks?



Percentage of library's total audiobooks

classified as adult, young adult, or children's

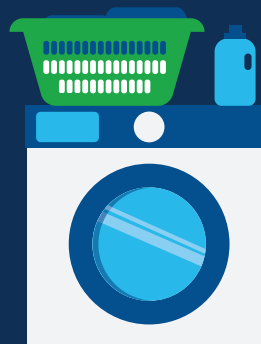
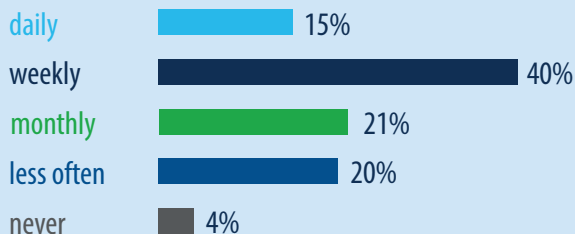
- Young Adult **10%**
- Children's **15.3%**

94%
Patron Request

What **factors** influence your audiobook selection decisions?

- 83% Popularity of the print book
- 79% Popularity of author's previous book
- 73% Award Winner
- 68% Positive Audiobooks Reviews
- 65% Narrator
- 9% Special Features
- 3% Price

How often are audiobook recommendations made?



25%
listen while multitasking and **doing chores** around the house

23%
enjoy listening while **working out**



47%
of people listen to audiobooks in the **car** or **while commuting**

