Which audiobook formats does your library carry?

- Digital audiobooks: 94%
- CDs: 92%
- Print with integrated ready-to-play audiobook: 71%
- Playaways: 52%
- Other: 2%

Among audiobook borrowers, what percentage do you estimate just check out audiobooks and what percentage borrow other formats too (e.g., ebooks, print books, etc.)?

- Borrow multiple formats: 88%
- Exclusive to audio: 12%

What do you think young people care about most when choosing an audiobook?

- Popularity of the print book: 35%
- Specific title: 23%
- Run time: 19%
- Availability: 11%
- Author: 6%
- Subject/genre: 3%
- Other: 1%

What factors influence your buying decisions? (Check all that apply.)

- Patron request: 85%
- Popularity of the print book: 80%
- Age appropriateness: 69%
- Award winner: 69%
- Popularity of the author’s previous book: 65%
- Positive audiobook reviews: 64%
- Price: 49%
- Narrator: 32%