



THE AUDIOBOOK CONSUMER 2016





THE INFINITE DIAL
2016

Study Methodology

- In January/February 2016, Edison Research conducted a national telephone survey of 2001 people aged 12 and older, using random digit dialing techniques
- Interviews were 52% landline and 48% cell phone
- Survey offered in both English and Spanish languages
- Data weighted to national 12+ population figures
- This series has been covering a wide range of digital media topics since 1998.

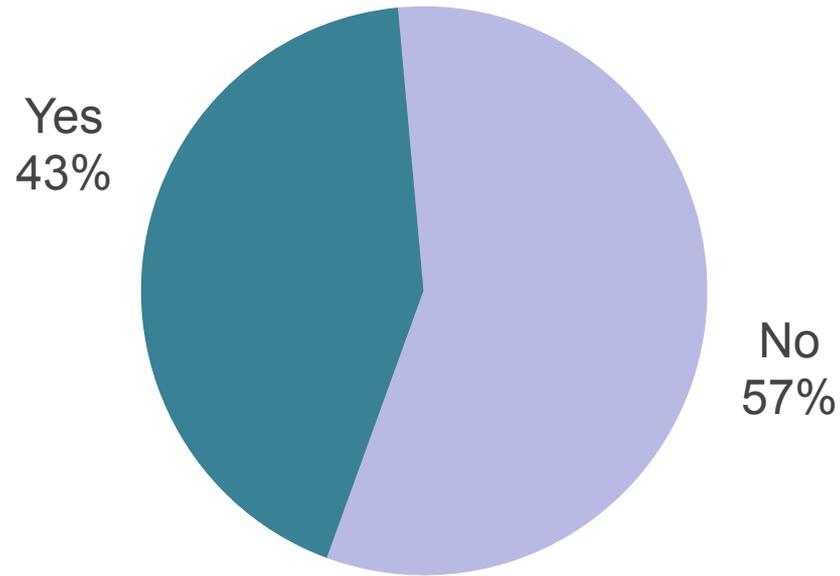




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Audiobook Listening

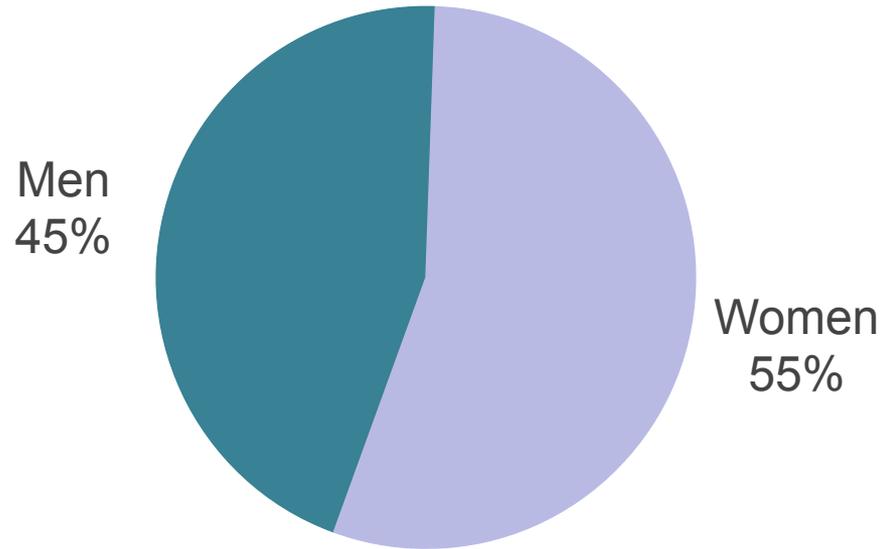
"Have you ever listened to an audiobook?"





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Who Listens to Audiobooks?

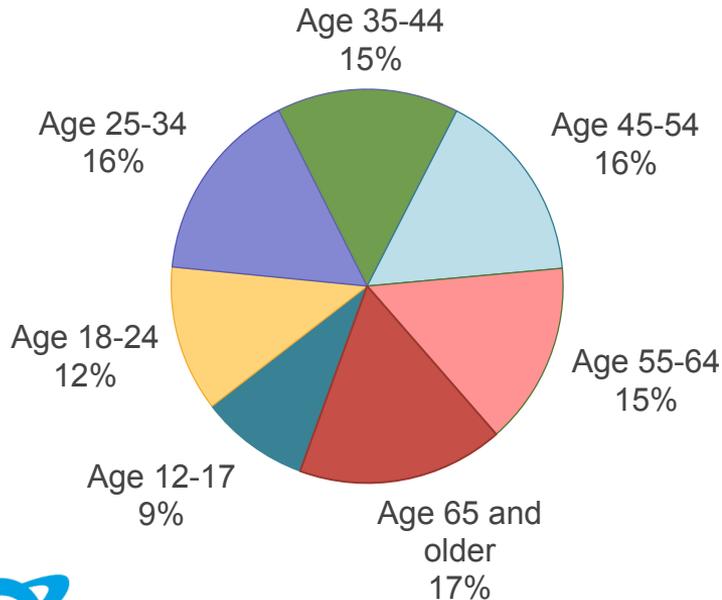




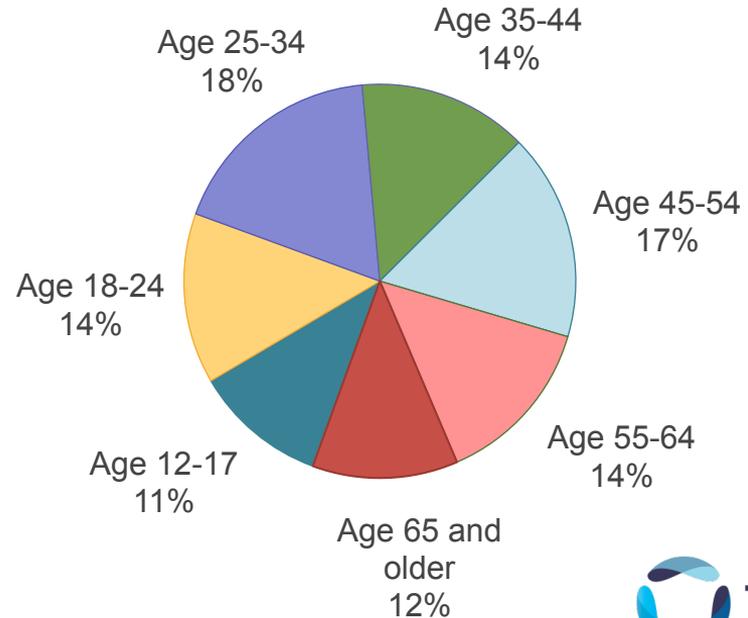
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Who Listens to Audiobooks?

U.S. Population 12+



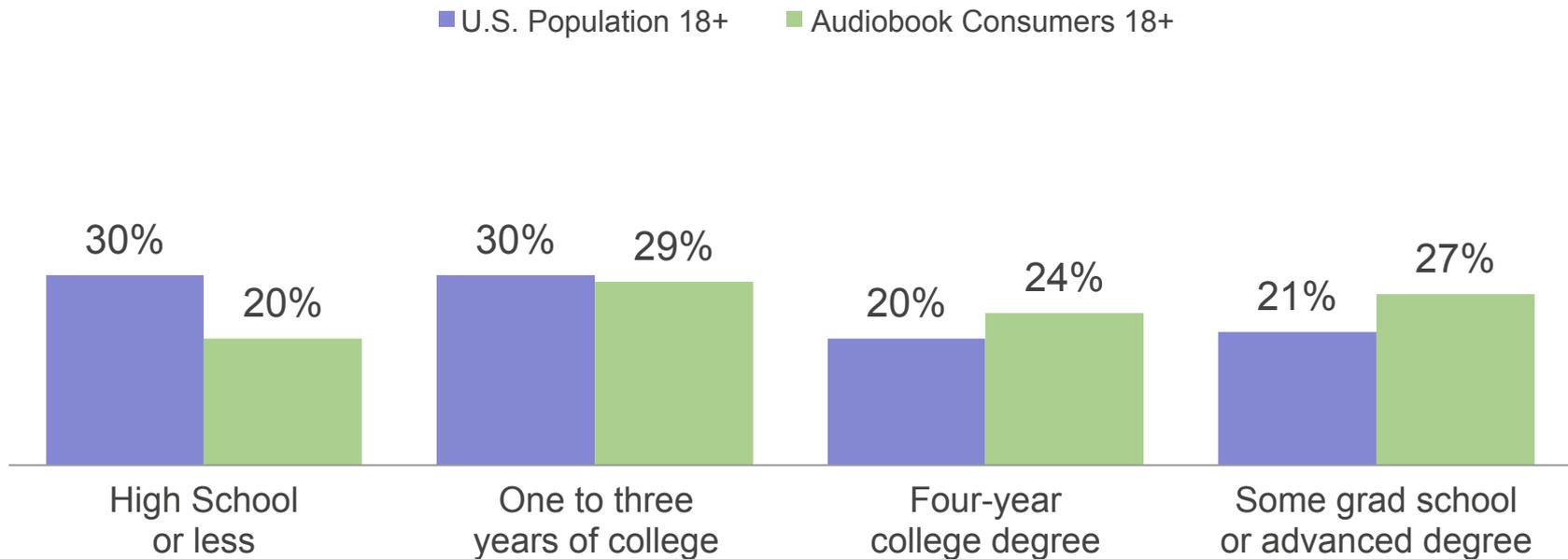
Audiobook Consumers 12+





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Audiobook Consumers: Education

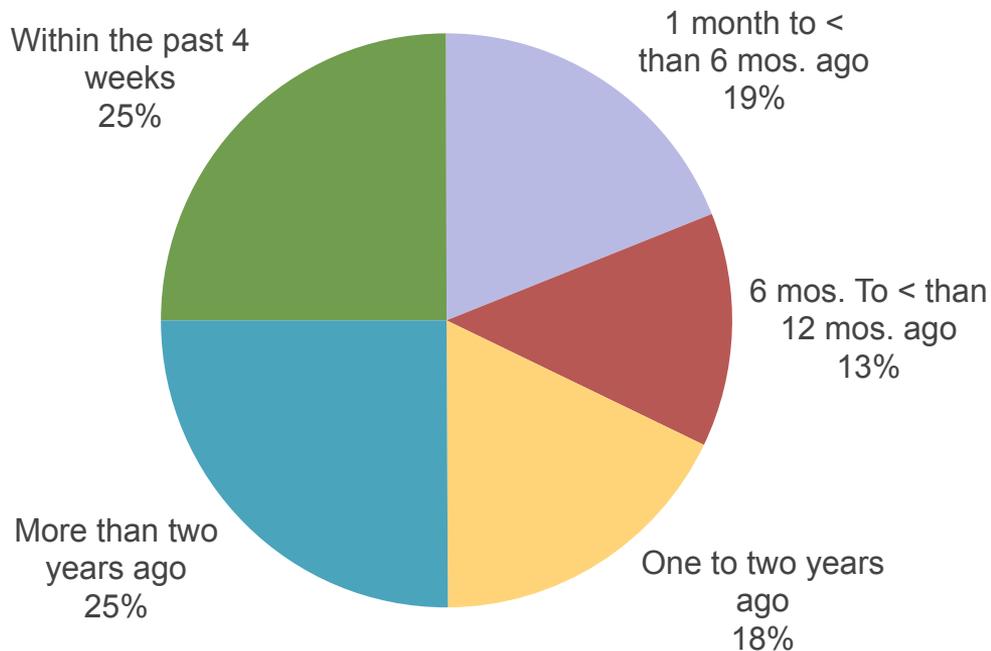




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Last Time Listened to an Audiobook

Audiobook Consumers 12+

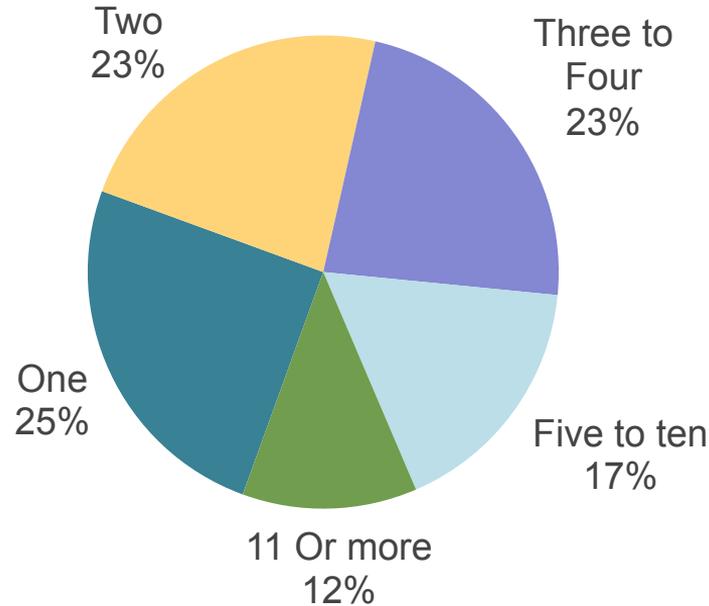




THE INFINITE DIAL
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Number of Audiobooks Listened to in Last Year

Base: Listened to an audiobook in the past year



Average of 6.7
audiobooks
listened per year
(2015: 5.8)



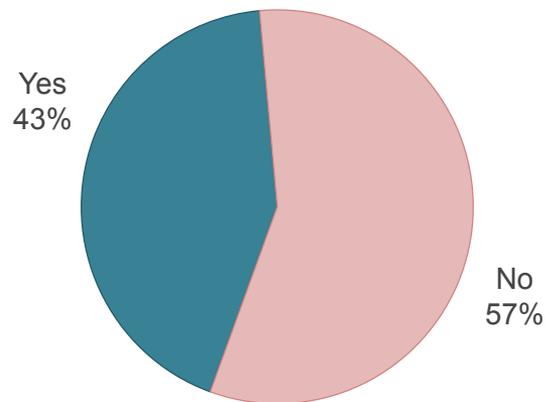


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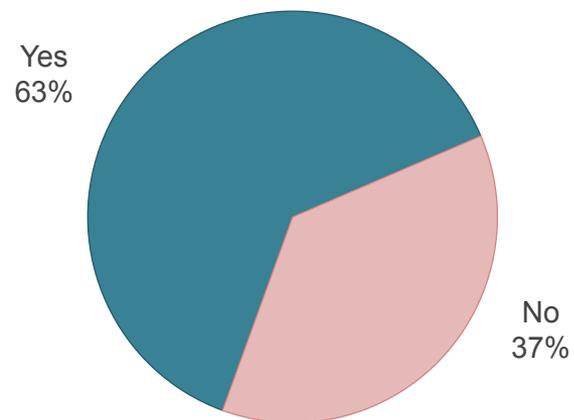
Audiobook Listening

"Have you ever listened to an audiobook?"

U.S. Population 12+



Podcast Consumers 12+

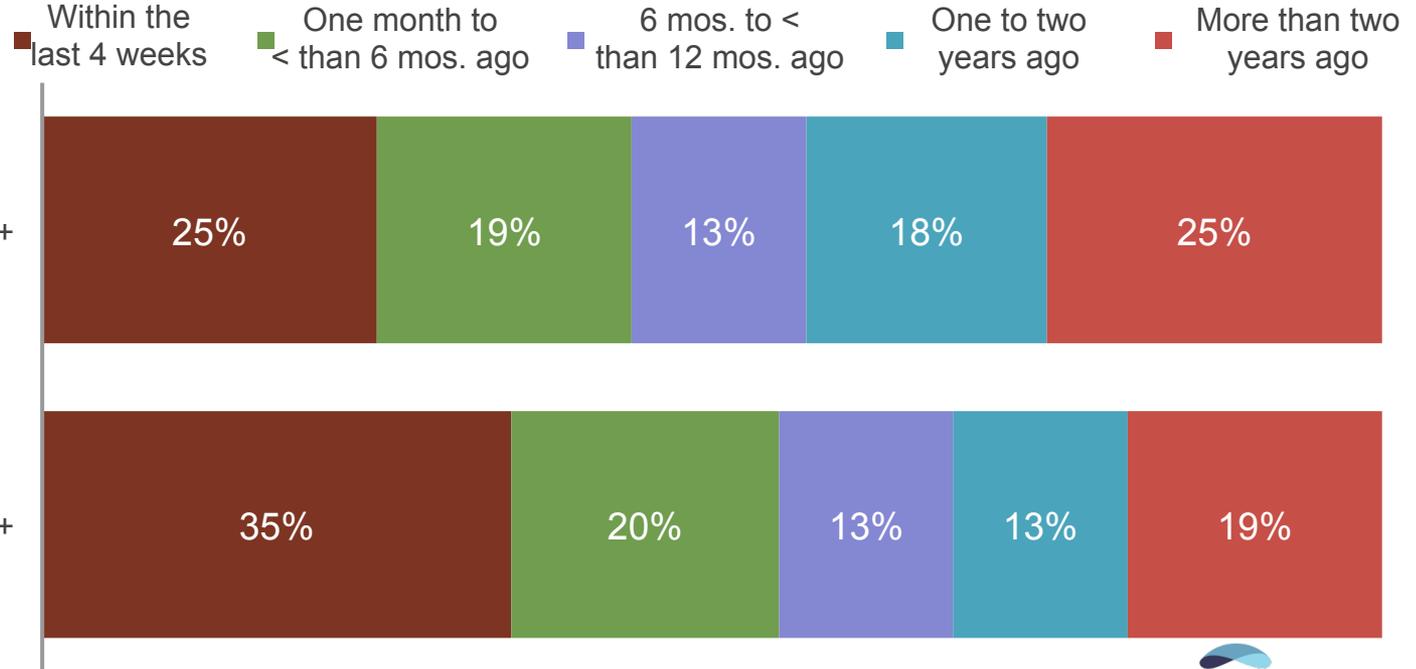




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Last Time Listened to an Audiobook

Base: Ever listened to an audiobook





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