



RESEARCH & EDUCATION

Press Play: Audiobook Use in Canada

2020



BOOKNET
CANADA

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Where did we get the data?

There is nothing quite like a good audiobook. Whether you are curling up and closing your eyes or heading out for your daily commute (or these days more like a neighbourhood walk), an audiobook can come along like a good friend.

BookNet Canada fielded our fourth Audiobook Use in Canada survey (see [the 2018 edition](#) and [prior ones here](#)). In early 2020, we asked 500 adult audiobook listeners from across Canada about their audiobook preferences and use. This report takes an in-depth look at how Canadian audiobook listeners discover, use, and feel about audiobooks, including what they like to listen to, when they like to listen, and how they obtain their audiobook content.

This survey was fielded in English via online, quantitative surveying of an independent consumer panel. Only Canadians aged 18 and over were surveyed. The respondents are representative of the Canadian population based on age, gender, and geographical region. The survey and study were both prepared by BookNet Canada staff.

Highlights

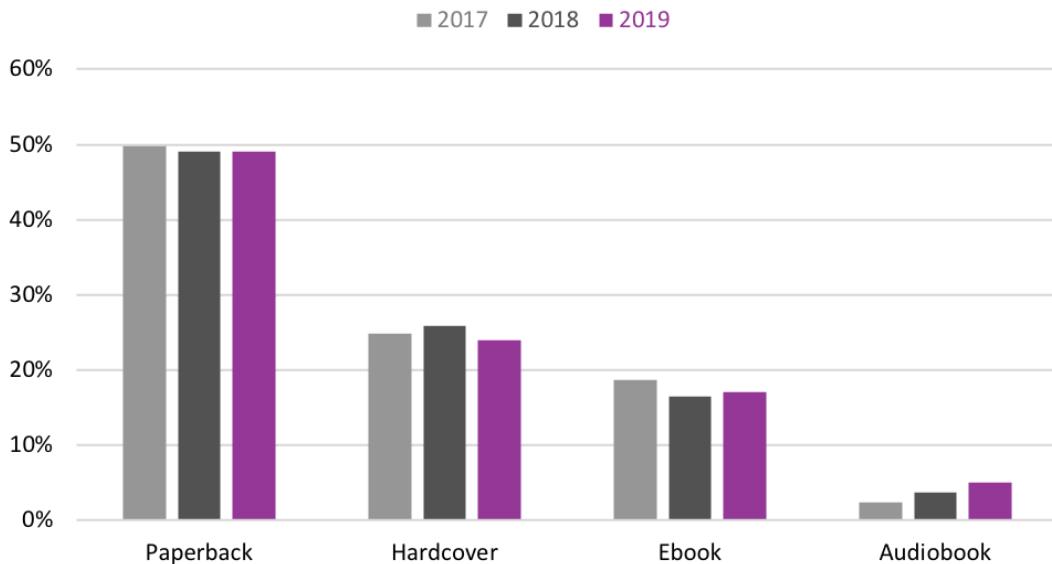
- 37% of Canadians are audiobook listeners.
- The number of people who only listen to audiobooks, as compared to print and ebooks, increased from 5% in 2018 to 11% in 2020.
- Listening frequency has increased notably over the past couple of years. Looking at 2020, we find that 24% of listeners listen daily or more than once a day. In 2018 only 7% listened daily (we didn't ask if they listened more than once a day that year).
- The average audiobook listener is a light listener, consuming up to five audiobooks in the prior year.
- 17% of respondents said they listened to the audiobook version because they had read either the print or ebook version of the same book.
- Listening to audiobooks on a smartphone is the preferred method. We have seen huge increases in phone listening; from only 17% in 2014 to 45% in 2016, going all the way up to 67% in 2020.
- 92% of respondents listen digitally while 41% listen to a physical format.
- 31% of respondents said they subscribe to an audiobook subscription service.
- Overdrive library circulation data shows an increase of 32% in digital library audiobook circulation from 2018 to 2019.

Audiobooks in the book market

Before we dig specifically into results from this latest Audiobook Use in Canada survey, let's take a quick look at book buying and reading in general to see how audiobooks contribute to the English-language book market in Canada as a whole.

To look at how audiobook purchases compare to purchases of other formats, we'll turn to BookNet's Canadian Book Consumer survey. We asked 2,877 book-buying Canadians about their preferences when it comes to reading and buying. This data is not specific to audiobook listeners or buyers but it looks at book buyers (not just readers) who purchased a book in any format in the previous month. Audiobooks represented 5% of all book purchases in 2019; however, while audiobooks had the fewest purchases, there has been a 34% increase since 2018, far more than any other format.

Books bought, by format 2017–2019



It is important to note, for audiobook purchases, some listeners may not consider subscription or rental services to be a purchase so numbers may be higher. That being said, the numbers above do represent a notable growth in the audiobook market.

We find the numbers of people listening to audiobooks to be holding steady at 37%. Later in this study we will look at the number of audiobooks that people are consuming and how this has changed over time.

Who are audiobook listeners?

Moving to our audiobook listening study results, audiobook listeners tend to be fairly evenly split between women (55%) and men (45%).

Age brackets remain fairly steady over time with the majority of listeners being between the ages of 25 and 44. Listeners over the age of 65 are consistently hovering around 2-5% of audiobook users.

"I see audiobooks as a compliment to my physical and digital book consumption, not a replacement."

"Audiobooks are a great way to consume content when done right. Hopefully real, tangible books don't go away, however."

Listener types

Types of audiobook listeners can vary considerably — they may be hardcore, listening to numerous books per week or their listening may be very infrequent, perhaps only one or two books a year. Respondents were asked to select the approximate number of audiobooks that they listened to in the past year and you can see the results in the table below. Generally, the majority of audiobook listeners tend to be light listeners consuming up to five audiobooks within the previous year. The avid listener, those who listen to 50 or more books a year, makes up the smallest group, representing only 3% of all audiobook listeners.

Listener type categorization

Listener type	Amount	%
Light	1-5 books	58%
Moderate	6-11 books	26%
Frequent	12-49 books	13%
Avid	50+ books	3%

Let's take a look at demographic profiles of each type of listener.

The light listener



Name: Salma
Gender: Female
Age: 25-34
Education: Four-year university degree
Household income: \$0-\$35,000
About: I listen to podcasts once a week.

The light listener is one who listens to up to five audiobooks in a year, this listener type also qualifies as the overall average audiobook listener. For social media, she primarily uses YouTube, Facebook, and Instagram, and listens to podcasts once a week. She tends to discover audiobooks by recommendation (through word-of-mouth, library or bookstore staff, or online). She listens to books so she can do other things at the same time: running errands, shopping, or while commuting to her full-time job. Her preference is to read one book at a time and does not usually read the same book in different formats. She has no children.

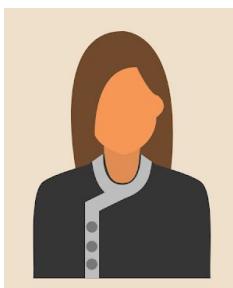
The moderate listener



Name: David
Gender: Male
Age: 25-34
Education: Four-year university degree
Household income: \$35,000-\$65,000
About: I like to listen to audiobooks on my phone while commuting.

The moderate listener listens once per week and consumes between 6 and 11 audiobooks per year. He primarily finds the books he listens to because he has read or listened to books by the same author. He spends \$26-\$50 on audiobooks per year and likes to listen on his phone while commuting. He tends to listen to and read the same subjects. When it comes to social media, he primarily uses YouTube followed by Facebook. He has no children.

The frequent listener



Name: Libby

Gender: Female

Age: 25-34

Education: Four-year university degree

Household income: \$65,000-\$100,000

About: I mainly get audiobooks from the library.

The frequent listener is female and listens to between 12 and 49 books a year. She listens daily. She tends to find books by browsing in either a store or library and, as such, her primary way of getting audiobooks is through the library. She prefers to listen to audiobooks on her phone while doing housework. She's a parent.

The avid listener



Name: Manuel

Gender: Male

Age: 25-34

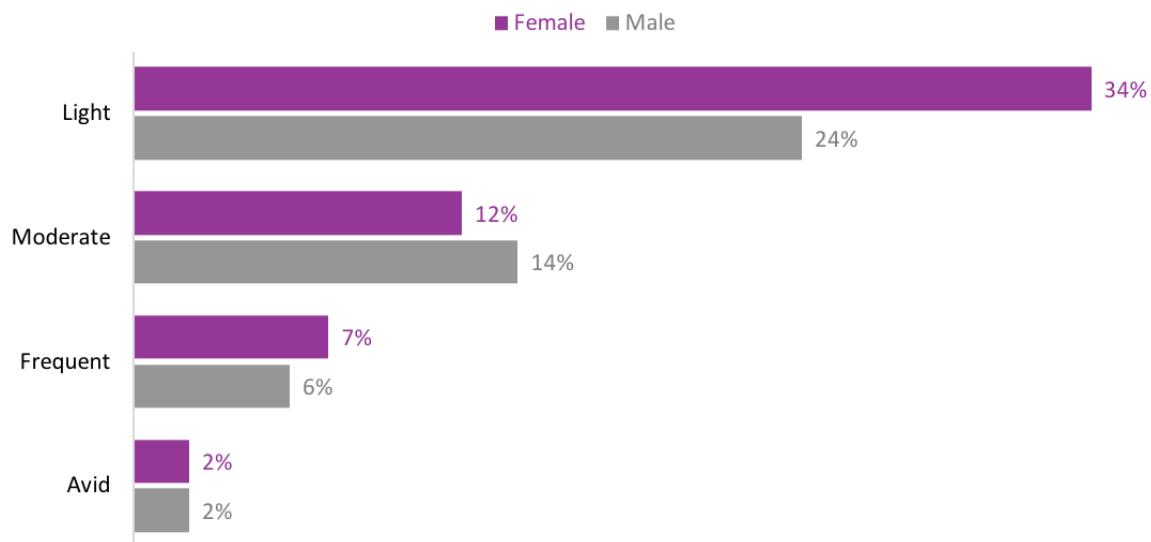
Education: Four-year university degree

Household income: \$35,000-\$65,000

About: I listen to audiobooks more than once a day, usually while doing housework.

The avid listener consumes a whopping 50 or more audiobooks a year. To keep up with that pace, he listens more than once per day. Books are primarily found by recommendations (through word-of-mouth, library or bookstore staff, or online). 35% of avid listeners subscribe to an audiobook subscription service with the most popular service being Audible. He likes to listen while doing housework. He expects to listen to more books next year than he consumed this year. He's not a parent.

Listener type by gender

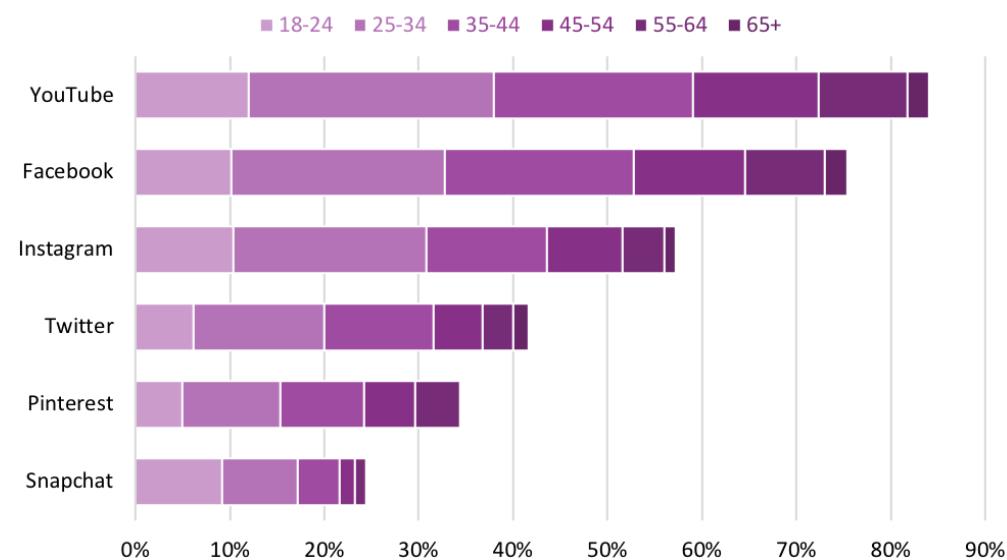


As touched on above, there are some variations by gender. Women tend to be either light or frequent listeners.

Social media and podcasts

When it comes to audiobook listeners' preferences for social media, we find some channels more popular with younger listeners (Instagram, Snapchat) and others that appeal more to older listeners (Facebook).

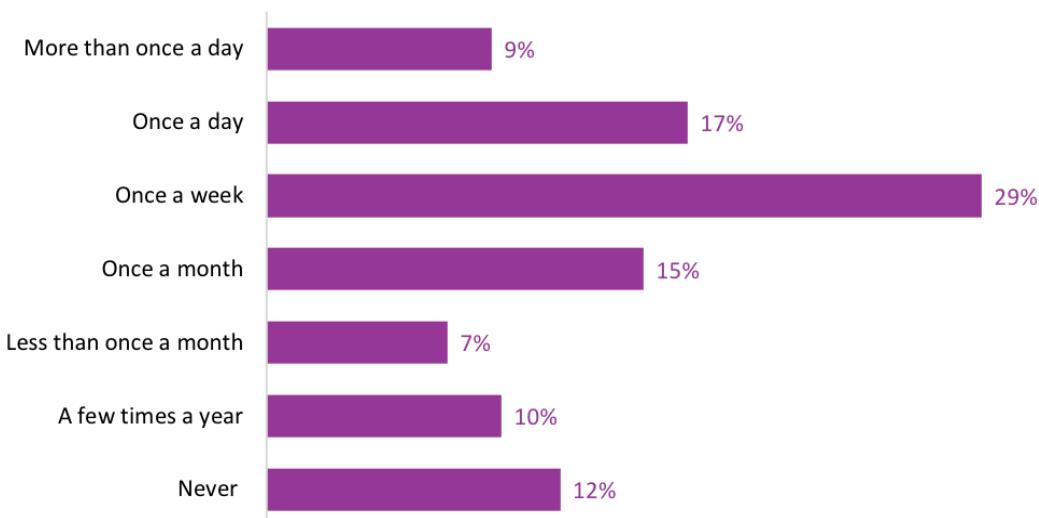
Social media use by age



There is sometimes thought to be a correlation between audiobook listeners and podcast listeners; that podcasts may be a gateway to audiobooks (or vice versa). We asked audiobook listeners if they listen to podcasts and a staggering 88% said they do.

In 2018, 12% of respondents said they listened to podcasts daily. In 2020, this changed to 26% who said they listen either once a day or more than once a day, and 56% of podcast listeners (who also listen to audiobooks) listen one or more times per week. Only 17% of audiobook listeners are infrequent podcast listeners, listening less than once a month or a few times a year.

Frequency of podcast listening

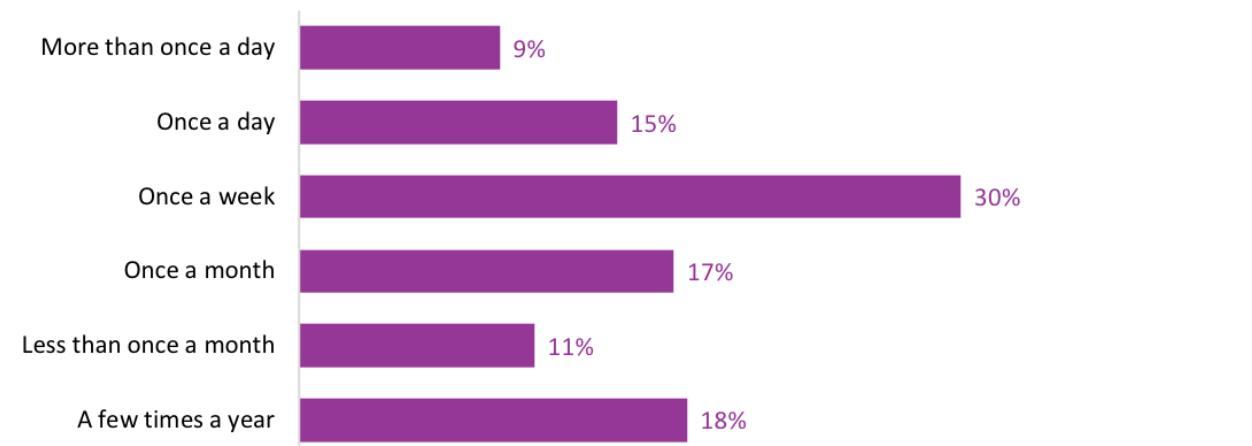


When we look at 2019 Canadian Book Consumer survey results on whether book buyers listen to podcasts, we find that 41% of print buyers said they never listen to podcasts compared to only 21% of audiobook buyers who never listen. For those who purchase ebooks, we find that 31% never listen to podcasts.

Listening frequency

Audiobook listening frequency has increased notably over the past couple of years. In 2018 we asked whether people listened daily and only 7% of listeners said that they did. In 2020, we asked people specifically whether they listen daily or more than once a day. Looking at 2020, we find that 24% of listeners listen daily or more than once a day. Comparing those that listen once a month or more, we find that in 2020, 71% listened at least once a month (if not more) as compared to 62% in 2018.

Frequency of listening

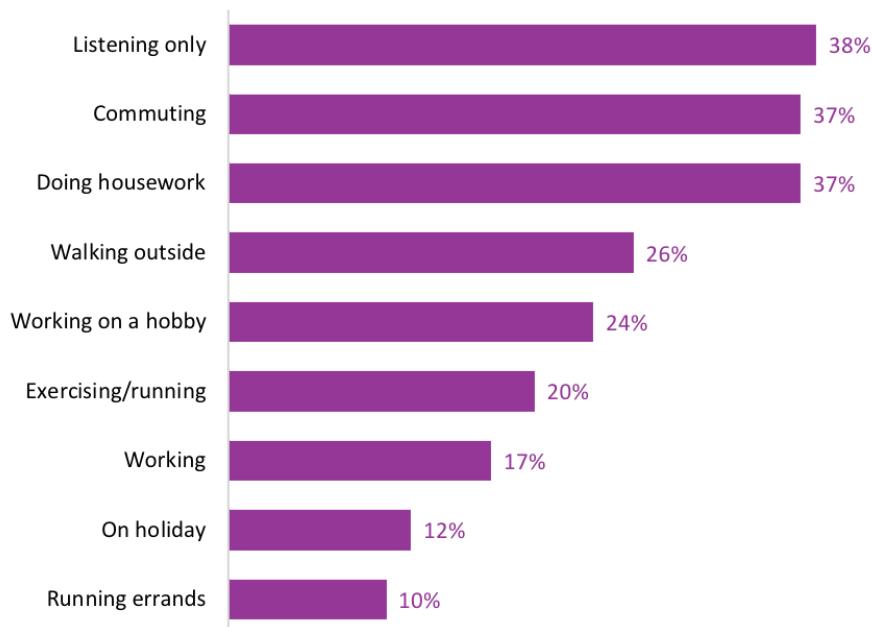


Activities while listening

Most of us have specific activities where audiobooks fit into our lives. We asked listeners what activities they are doing while listening to audiobooks. The top spot goes to listening only (38%) closely followed by commuting and doing housework, which tied at 37%.

We updated answer options in the 2020 edition of this survey so we can't directly compare to the 2018 data. Still, it's interesting to see that exclusively listening actually decreased from 54% to 38% and commuting increased from 29% up to 37%. There was also a notable jump in walking outside which went from 21% in 2018 to 26% in 2020. Doing housework also increased from 33% to 37%.

Activities while listening to audiobooks



Languages, subjects, and formats

When asked whether listeners listen to audiobooks in a language other than English, one quarter of respondents say they do. This has increased 5% since 2018, from 20%.

Of those who listen in another language, 41% listen in French. The next most popular languages are Mandarin (15%), Spanish (12%), and Cantonese (10%).

When asked about the subjects they preferred to listen to in audiobook format, 72% of Canadian listeners said they generally listen to adult Fiction and 61% said adult Non-Fiction (respondents could select more than one subject). Only 16% said they prefer Young Adult books followed by 7% for Children's books. Since this survey was limited to those 18 years of age and over, there will be an emphasis on adult books.

What about sub-genres?

Fiction sub-genre	%
Mysteries or Thrillers	47%
Science Fiction	33%
Fantasy	32%
Short Stories	27%
Romance	23%
Historical Fiction	22%
Literary Fiction	20%
Chick Lit	7%
Other Fiction subject not listed	7%

Non-Fiction sub-genre	%
History	34%
Self-Help	33%
True Crime	32%
Biographies or Memoirs	30%
Health or Fitness	22%
Business	16%
Personal Finance	16%
Cookbooks	12%
Other Non-Fiction subject not listed	8%

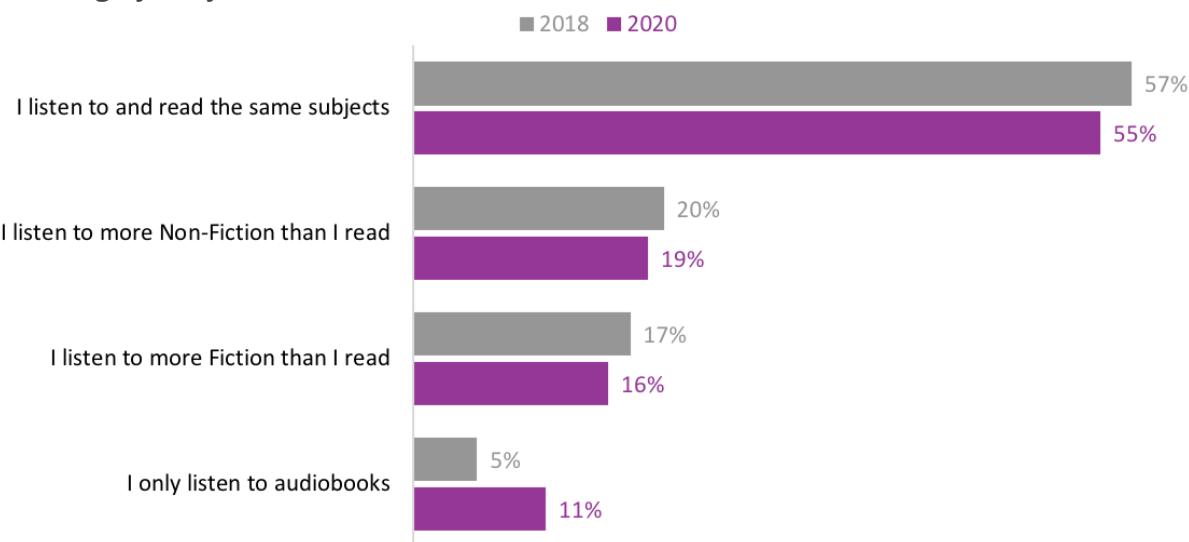
Respondents were asked whether the subjects they listen to as audiobooks differ from what they read in other formats. We found that the majority listen to and read the same subjects. That being said, 19% said they listen more to Non-Fiction than they read and 16% said they listen to more Fiction.

"I prefer physical Non-Fiction books for topics such as art history or history where the visual element is important."

"I don't often have time to read Fiction, so my reading tends to be Non-Fiction. Also that way I can flip back for easy reference."

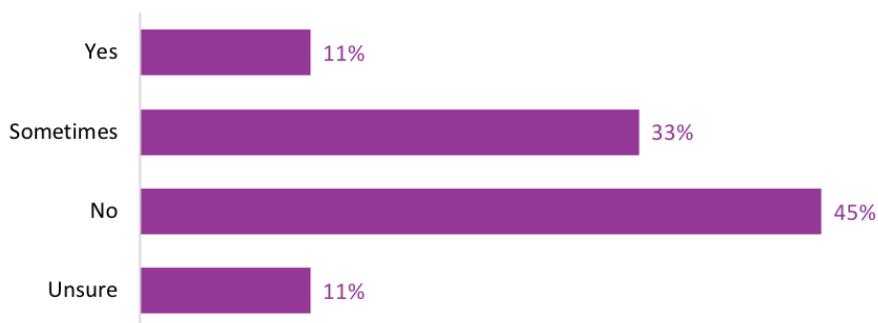
Another interesting point is the number of people who only listen to audiobooks (those who don't read other formats) increased from 5% in 2018 to 11% in 2020.

Listening by subject



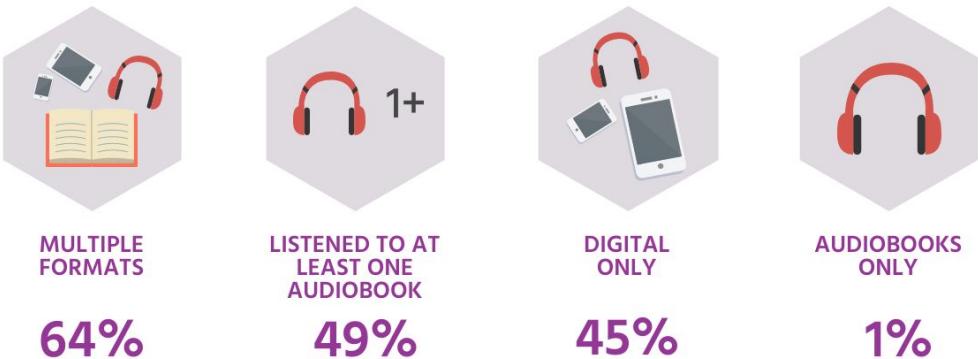
We asked audiobook listeners whether they read the same book in different formats and 11% said that they do.

Reading the same book in different formats



In our [Canadian Leisure & Reading Study 2020](#) we asked readers about the formats they prefer. Almost half of all readers said they listened to audiobooks (49%), while only 8% of audiobook listeners said that they preferred the audiobook format over print and ebooks.

Formats being read



*Data is based on the responses to multiple questions. Totals will not add up to 100%.

Awareness

So how do people find out about the books that they ultimately listen to? The majority of respondents predominantly become aware of the audiobooks they consume via recommendations (36%). This could be a recommendation by a friend, librarian, bookstore staff, or through media or the internet (i.e. social media).

Comparing this to BookNet's Canadian Book Consumer data, we find similarities in the ways consumers become aware of a book: by reading other books by the same author, browsing in a store (in-person or online), or through a recommendation.

It is interesting to note that 17% of Audiobook Use in Canada 2020 survey respondents said they listened to the audiobook version because they had already read either the print or ebook version of the same book.

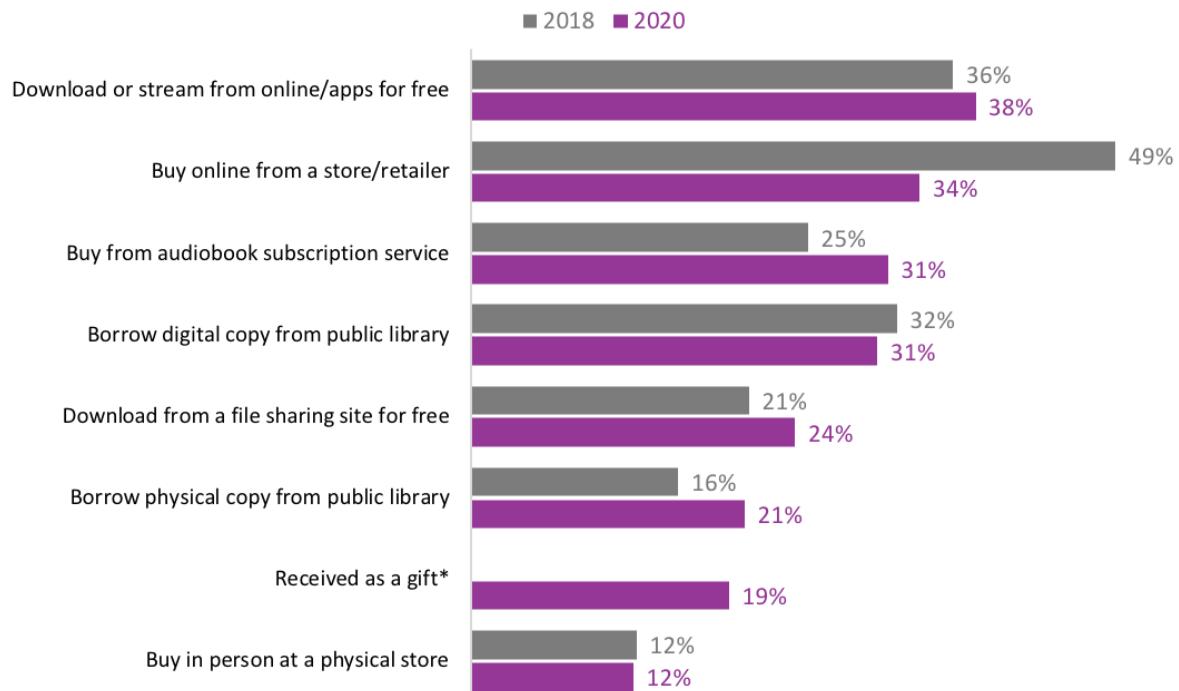
Ways listeners became aware of books

Ways listeners became aware of books	%
Recommendation	36%
Browsing by subject in a library or store	30%
Read or listened to other books by the author	27%
Book review	22%
Online and/or physical ads	21%
Bestseller list, shortlist, or award winner	21%
I read the print or ebook version	17%
Movie/TV adaptation	12%
Browsing by price in the sale/discounted section	12%
Book excerpt, sample, or preview	11%
Bookstore/library/retailer email or newsletter	10%
Subscription or rental service selection	9%
Author's email, website, or social media	7%
Book club or work/school selection	7%

Acquisition

Respondents were asked to select up to three ways that they generally obtain audiobooks. We found that audiobook subscriptions have increased by 6%.

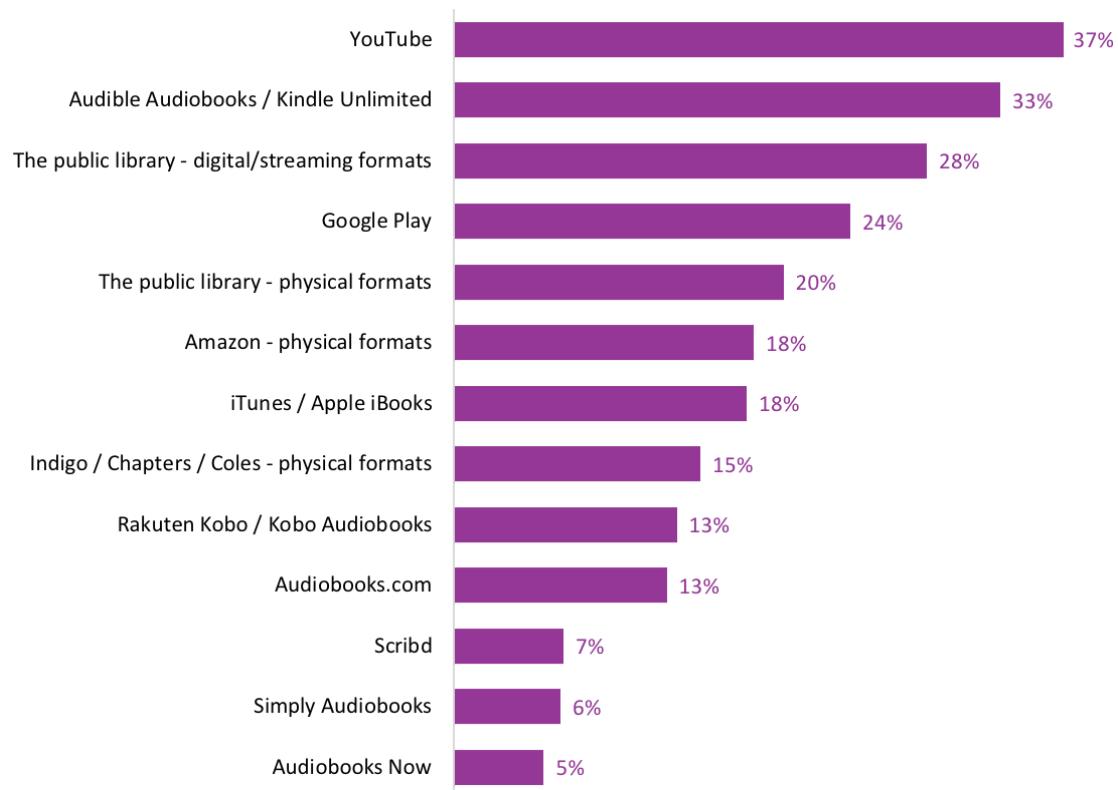
The channels where listeners get their audiobooks



*not asked in 2018

Perhaps unsurprisingly, audiobook listeners are primarily obtaining their books in digital format with the top methods being via YouTube, Audible, and the public library.

Outlets where listeners get audiobooks

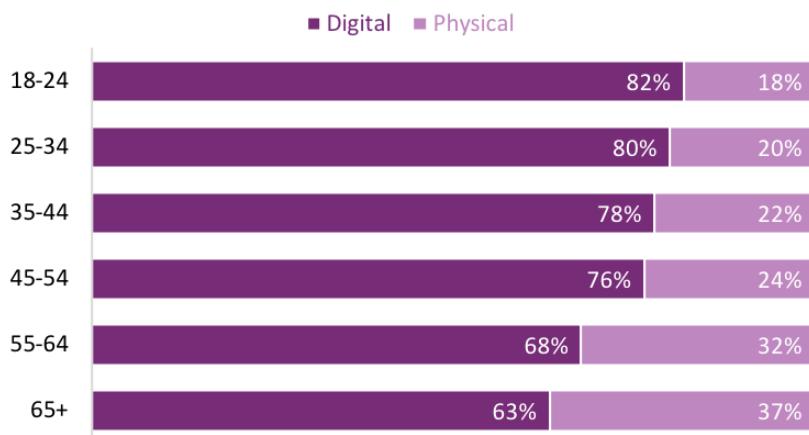


When we combine channels that have both physical and digital options, we find that Amazon tops the list at 51% (Audible and Amazon physical formats) followed by the library at 48% (physical and digital audiobooks). Note that listeners were asked to select all ways that they obtain books so percentages are greater than 100%.

If we compare physical to digital, 92% of respondents listen digitally while 41% listen to physical formats; 34% of respondents consume both physical and digital audiobooks.

When we look at acquisition by age, it is likely not a big surprise that younger listeners tend to prefer digital formats.

Digital and physical acquisitions by age



Subscription services

Almost one third of our survey respondents said they subscribe to an audiobook subscription service such as Audible or Kobo Audiobooks (31%). We asked those subscribers how they use their subscription service — whether they usually use or purchase all titles or credits that are available to them — 30% of respondents said they usually redeem all of the titles or credits they are provided, while 22% said they often use or purchase less than what they are provided.

Use of provided titles or credits in subscriptions

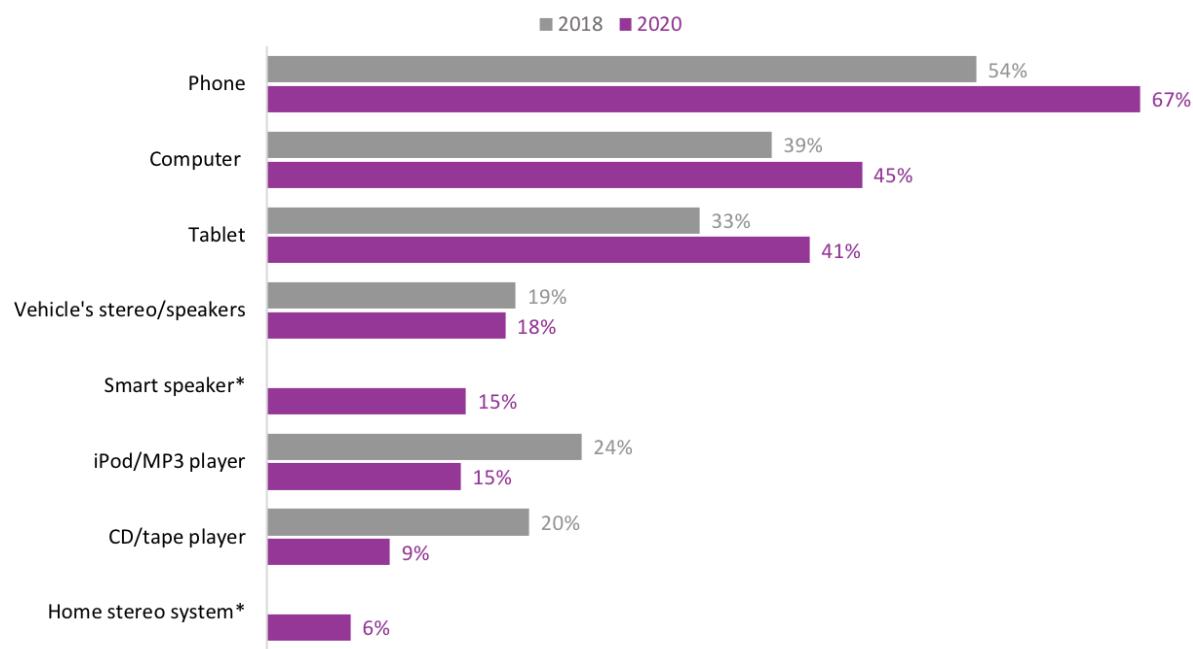


Device use

We have been looking at those who listen to physical format as compared to digital. The devices we use to listen to audiobooks have been shifting with an increase in digital consumption. Phone, computer, and tablet use has increased notably while we are seeing a corresponding decline in CD/tape use. iPod/MP3 use is likely down due to a decline in the use of that technology.

Looking at smartphone use specifically, we have seen huge increases from only 17% in 2014 to 45% in 2016, going all the way up to 67% in 2020. These increases are furthered by how respondents are listening, seeing a growth in commuting, walking outside, and exercising.

Devices people use to listen to audiobooks



*not asked in 2018

"I downloaded Kobo and had the first book as a free credit. I loved listening to it while painting and may consider more."

"I'd never listened to an audiobook before and I find it like it when I commute back and forth on bus trips."

Finding audiobooks

The production of audiobooks is no small task and, because of this, publishers do not release all books in audiobook format, and not all audiobooks are available on all platforms. We asked listeners whether they can usually find books they want in audiobook format and 66% said it is easy to find what they are looking for, 28% said it is sometimes hard, and only 6% said it was difficult. This is a notable shift from 2018 when 41% said it was easy and 52% said it was sometimes hard to find content.

Do Canadians usually find the book they want in audiobook format?



[BiblioShare](#) contains bibliographic records for 187,000 audiobooks. This number has grown 29% since 2016. In our [The State of Digital Publishing in Canada 2017](#) study, we discovered that 61% of Canadian publishers are producing digital audiobooks, an increase of 24% from 2016. (We'll see in our upcoming State of Publishing study whether this trend continues.)

"The historical nonfiction section tends to be lacking."

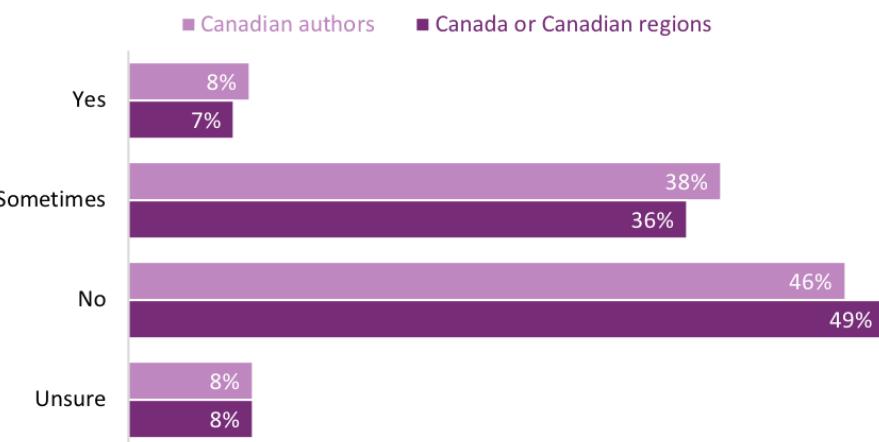
"Maybe 10% or less have I not found available in audio format."

"Since I often use the library, their selection isn't always complete or the copy isn't available."

"Sometimes there are regional restrictions on certain titles or performances by certain narrators which means I can't obtain a version that I'd like...."

When it comes to Canadian content, we asked listeners if they search for books about Canada or Canadian regions or if they search for Canadian authors. We find that 46% of respondents sometimes or always search for Canadian content or Canadian authors. Which is a great reason for publishers to make sure their authors are [appropriately identified as Canadian in the metadata](#).

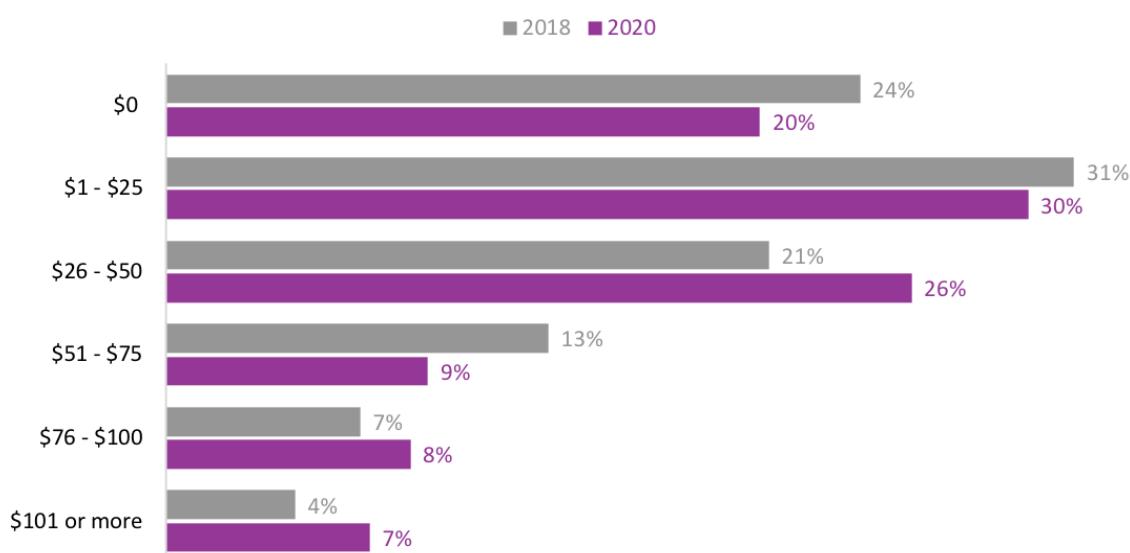
Search for Canadian content or authors



Audiobook spending

While there is some fluctuation in spending over the past few years, almost half of listeners have an annual spend of only \$25 or less on audiobooks and 20% of listeners get their content for free. As outlined above, this free content may be via YouTube, the public library, or other free legal or illegal sources. In 2020, spending in the prior year did increase by 5% in the \$26-\$50 category. We are also seeing slight increases in the \$76-\$100 and \$101 or more categories which may have to do with an increasing number of subscriptions to audiobook services such as Audible or Kobo Audiobooks.

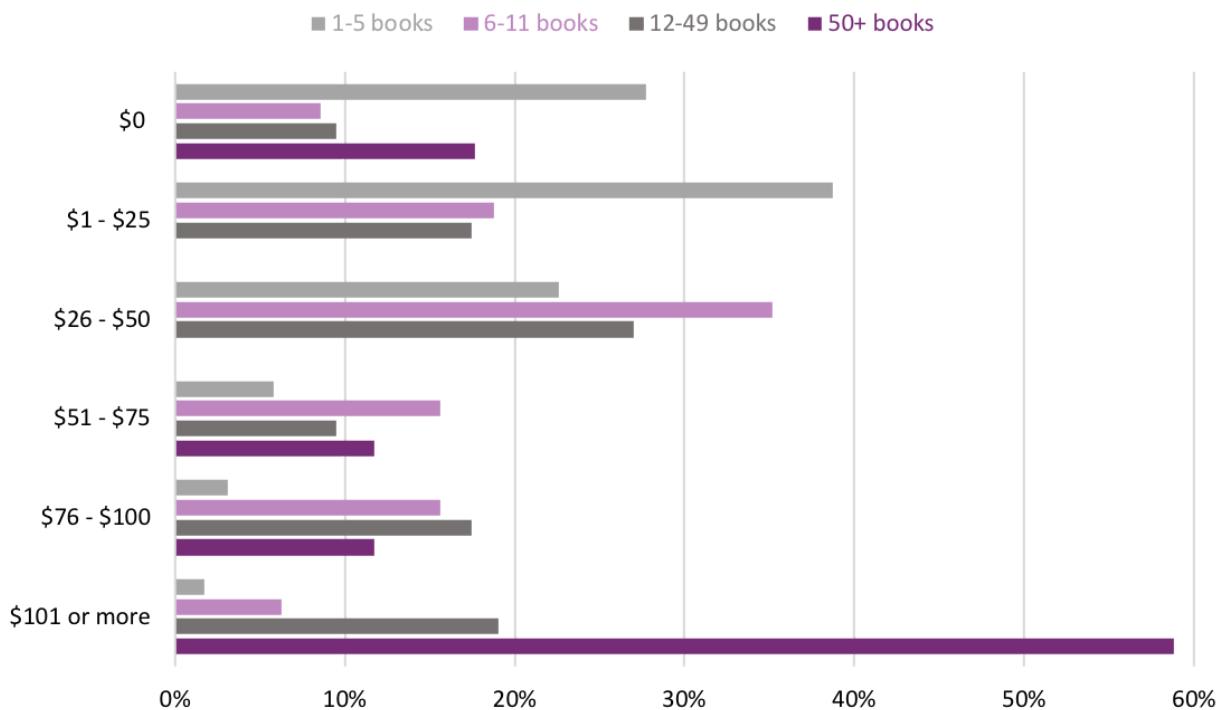
Annual audiobook spending



BiblioShare, BookNet's bibliographic aggregation service, puts the average list price of an audiobook at \$39 while the 2019 Canadian Book Consumer survey of audiobook buyers had an average purchase price of \$14 for an audiobook. This purchase price includes a combination of direct audiobook purchases and audiobook subscription costs.

When we look at spend by reader type, we find that proportionally, those who read the most spend considerably more. While there are few avid readers — those who listen to more than 50 audiobooks a year — 60% of them spend over \$100 per year. On the other side, those who are light listeners — who listen to up to five books per year — 28% of them spend \$0 and 39% spend up to \$25.

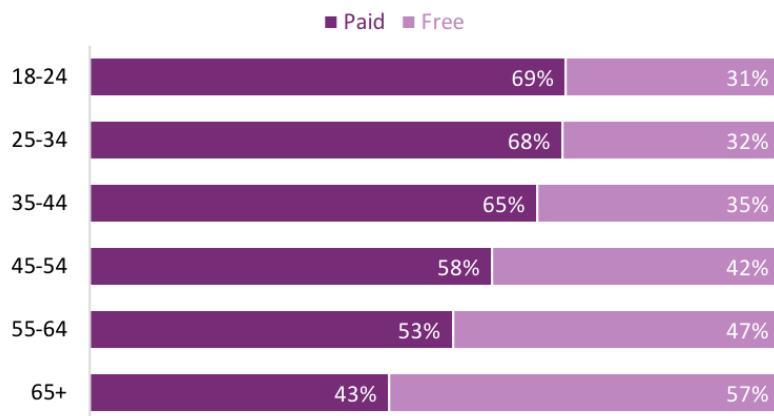
Annual audiobook spending by listener type



Paid vs. free

When it comes to looking at paid vs. free content, there is not necessarily a correlation with those who are accessing legal or illegal audiobooks. Free content can span from YouTube to downloading from the public library. Even with YouTube use, we can't be sure whether respondents are accessing works in the public domain or if it is illegal content. Public domain works can be accessed online via a variety of services and not just YouTube. It is interesting to see that the younger the listener, the higher the likelihood of them accessing paid content.

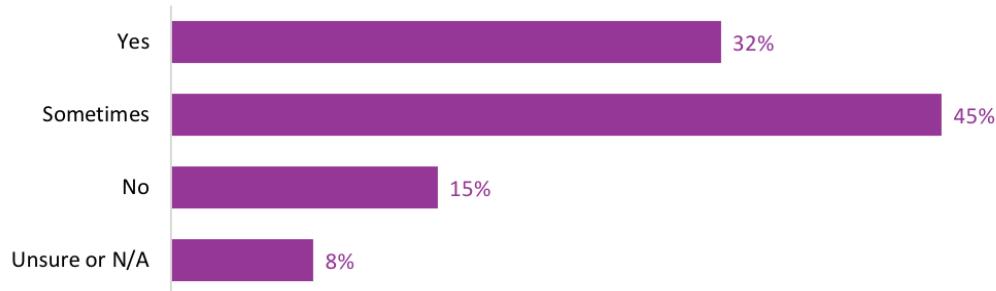
Paid or free acquisition by age



Let's talk about perceived value for money spent on books. When we look at BookNet's Canadian Book Consumer data to get an overview of all formats, we find that those who purchase digital formats have a slightly higher perception of value than print. In 2019, 54% of audiobook buyers felt audiobooks had excellent value and for ebooks it was 58%. Print was perceived at 47% for excellent value. This was slightly lower than formats perceived as good value: 34% for audiobooks, 29% for ebooks, and 41% for print books.

When we asked this differently in 2020's Audiobook Use in Canada survey, 32% of audiobook listeners said they get good value while an additional 45% said they sometimes get good value.

Listeners who got good value for audiobook price



"I find buying them can be really expensive so I don't buy as many as I want to listen to."

"They should be more reasonably priced."

Library use

We find that 40% of respondents are audiobook listeners who obtain content from the public library (digital and physical). It is important to note that the library may only be one of several ways that a listener gets audiobook content.

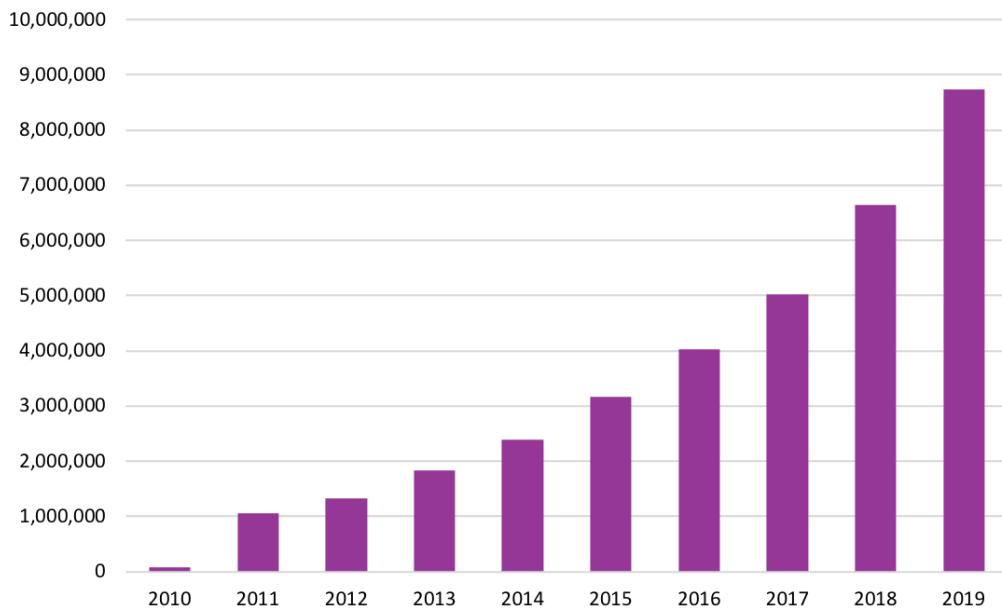
In many ways library audiobook users don't differ all that much from the general audiobook listener. When it comes to both the volume of titles they consume and frequency of listening, we find that library users are very similar to the average audiobook listener.

We do find a few distinguishing features of audiobook-listening library users:

- 35% of library users become aware of titles through browsing (this includes browsing in stores, online, and in the library) as compared to 30% of all audiobook listeners.
- Audiobook listeners who are library users may be a bit more engaged in discussing books as 43% learn about books through recommendation as compared to 36% for all.
- There is not as much discrepancy in buying as you might think — 28% of library users purchased an audiobook as compared to 32% of all listeners.
- 27% of library users paid \$0 on audiobooks in the past year as compared to 20% of all listeners.
- Library users may find it a bit more difficult to find content. 59% of library users said it is easy to find content as compared to 66% of all listeners.

Data provided by OverDrive, the world's leading digital reading platform for libraries and schools, shows that circulation of audiobooks in thousands of Canadian libraries increased 32% from 2018 to 2019.

Digital audiobook checkouts in OverDrive's Canadian libraries



Audiobook preferences

We asked listeners whether they have preferences about aspects of audiobooks that would impact their listening experience; questions such as whether they have feelings about the narrator or the inclusion of music or sound.

When it comes to preferences about narrators, six in 10 audiobook listeners said they always or sometimes like to listen to a specific narrator. We asked some open questions at the end of the survey and a few respondents commented that sometimes a narrator can get in the way of the story or they don't like it if a narrators' voice changes throughout a book. Additionally, 17% of respondents said that they search for specific readers or narrators when looking for audiobooks.

Liking and searching for specific narrators

I like listening to a specific narrator.

Yes 19%	Sometimes 40%	No 32%
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I search for audiobooks by specific narrators or actors.

Yes 17%	Sometimes 38%	No 38%
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Sometimes audiobooks have music or sound effects. Our respondents were fairly evenly split on whether they liked these to be part of books.

Liking the addition of music/sound in audiobooks



As for preferences around the consumption of books, we asked listeners about their behaviour around how many books they listen to at a time and whether they have books lined up and ready for their next listen.

Reading-related statements

I'll go through phases of reading/listening a lot, then phases of not at all.



I like to have another book lined up for when I finish my current book.



At any given time, I am usually reading at least two books.



Finally, we asked listeners whether they expect their audiobook listening frequency to change over the next year; 36% said they expect to listen more often than they did last year. Only 4% said they expect to listen less often, leaving 60% who expect to listen about the same amount.

"I'm visually impaired so it's a good way to be able to still read."

"I only listen to the free audiobooks from the library. I have yet to buy one. However, I will buy print books that I love."

"I still like print books too."

Thank you for reading!

If you have any questions or comments about this study, please contact the research team at research@booknetcanada.ca. The survey questions can be found [here](#).

Want more research?

Has this study piqued your interest in finding out more about books in Canada? BookNet Canada has extensive research available on our [website](#), both free and for purchase.

Keep reading with more of our free research:

- [*Canadian Leisure and Reading Study 2020*](#)
- [*Borrow, Buy, Read: Library Use and Book Buying in Canada*](#)
- [*Demand for Diversity: A Survey of Canadian Readers*](#)
- [*The Canadian Book Buyer 2018*](#)
- [*Blog posts on the impact of COVID-19 on reading*](#)

We also talk about our research on the [BookNet Canada Podcast](#).

To stay updated on current and future research, subscribe to our monthly research newsletter [here](#).

About BookNet Canada

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, and libraries across the country.

BookNet Canada acknowledges that its staff, board, and partners work upon the traditional territories of the Mississaugas of the Credit First Nation, Anishnawbe, Haudenosaunee, Wendat, and Huron Indigenous Peoples, the original nations of this land. We endorse the Calls to Action from the Truth and Reconciliation Commission of Canada and support an ongoing shift from gatekeeping to spacemaking in the book industry.

The book industry has long been an industry of gatekeeping. Anyone who works at any stage of the book supply chain carries a responsibility to serve readers by publishing, promoting, and supplying works that represent the wide extent of human experiences and identities, in all its complicated intersectionality. We, at BookNet Canada, are committed to working with our partners in the industry as we move towards a framework that supports

spacemaking, which ensures that marginalized creators and professionals all have the opportunity to contribute, work, and lead.

BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print trade book sales through BNC SalesData.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* puts it, "the book industry's supply-chain nerve centre."

Learn more at booknetcanada.ca.

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Audiobook Use in Canada Survey 2020

Prequalification question

1. Did you listen to an audiobook in the last year?
 1. Yes
 2. No

Questions

1. How many audiobooks did you listen to last year?
 1. I'm a light listener – I listened to about 1-5 books last year.
 2. I'm a moderate listener – I listened to about 6-11 books last year.
 3. I'm a frequent listener – I listened to about 12-49 books last year.
 4. I'm an avid listener – I listened to 50 or more books last year.
2. How often do you listen to audiobooks?
 1. More than once a day
 2. Once a day
 3. Once a week
 4. Once a month
 5. Less than once a month
 6. A few times a year
3. Do you listen to audiobooks in a language other than English?
 1. Yes
 2. No
4. Please select which language(s).
 1. French
 2. Japanese
 3. Mandarin
 4. Tamil
 5. Spanish
 6. Cantonese
 7. Punjabi
 8. Hebrew
 9. Tagalog
 10. Other (please specify)

5. Do you find it difficult or painful to read or listen to books?

Sub-questions

1. Yes
2. Sometimes
3. No

Answer options

1. Print books
2. Ebooks
3. Audiobooks

6. Please select the 1-3 main ways you become aware of the audiobooks you listen to.

1. Bestseller list, shortlist, or award winner
2. Adapted from or to a movie, TV show, or other non-book media
3. Author's email, newsletter, website, or social media
4. Book excerpt, sample, or preview
5. Email or newsletter from a library, bookstore, or general retailer
6. Browsing by genre/subject in a library or store (online or in person)
7. Browsing by price in the sale/discounted section
8. I read the print or ebook version
9. Subscription or rental service selection
10. Book club, reading group, work, or study/school selection
11. Book review
12. Recommendation (word-of-mouth, library/bookstore staff, media/internet)
13. Online and/or physical ads
14. Read or listened to other books by the author
15. Other (please specify)

7. Please select the 1-3 main ways you generally get your audiobooks.

1. Buy online from a store or online retailer
2. Buy in person at a physical store
3. Subscribe or rent from an audiobook subscription/rental service (Audible, Kobo, etc.)
4. Borrow digital copy from the public library (OverDrive, Libby, Hoopla, etc.)
5. Borrow physical copy from the public library (CD/tape)
6. Download or stream for free online/through apps (YouTube, LibriVox, public domain, etc.)
7. Download for free from a file-sharing site (torrent, Dropbox, etc.)
8. Received as a gift
9. Other (please specify)

8. Which of these statements best describes your usual use of an audiobook subscription or rental service?
 1. There is no limit to what I can access.
 2. I usually access or purchase more than what my subscription includes.
 3. I usually access or redeem all of the titles or credits that are provided.
 4. I usually access or purchase less than what my subscription includes.
 5. N/A: I don't have an audiobook subscription.
9. Please select each specific place you get the audiobooks you listen to.
 1. Amazon - physical formats (CDs)
 2. Audible Audiobooks / Kindle Unlimited
 3. Audiobooks.com
 4. Google Play
 5. iTunes / Apple iBooks
 6. Indigo / Chapters / Coles - physical formats (CDs)
 7. Rakuten Kobo / Kobo Audiobooks
 8. Audiobooks Now
 9. YouTube
 10. Scribd
 11. Simply Audiobooks
 12. The public library - digital/streaming formats (Libby / OverDrive / Hoopla / RBdigital / Naxos etc.)
 13. The public library - physical formats (CDs, DAISYs, or portable players/Playaways)
 14. Other (please specify)
10. Approximately how much money do you spend on audiobooks in a year?
 1. \$0
 2. \$1 - \$25
 3. \$26 - \$50
 4. \$51 - \$75
 5. \$76 - \$100
 6. \$101 or more

11. Please select each device you use to listen to audiobooks.
 1. Phone (cell/mobile/smartphone)
 2. Computer (desktop/laptop)
 3. Tablet
 4. CD/tape player
 5. iPod/MP3 player
 6. Using a vehicle's stereo/speakers
 7. Using a smart speaker (Echo, Google Home, Alexa, HomePod)
 8. Home stereo system
 9. Other (please specify)

12. Which 1-3 main activities are you doing when you listen to audiobooks?
 1. Commuting
 2. Walking outside
 3. Exercising/running
 4. Doing housework (cleaning/cooking/gardening)
 5. Running errands/shopping
 6. Working
 7. Working on a hobby (baking/crafting/knitting)
 8. On holiday/vacation
 9. Nothing, listening only (learning/relaxing)
 10. Other (please specify)

13. Are you usually able to find the books you want in audiobook format?
 1. Yes, it's easy
 2. Sometimes
 3. No, it's difficult

14. Is there a particular type of audiobook content that's difficult for you to find in each of the listed locations?
Sub-questions
 1. Physical retailer
 2. Online retailer
 3. Subscription service/app
 4. Public library
Answer options
 1. Fiction books
 2. Non-fiction books
 3. Children's books
 4. Young adult books
 5. Other
 6. N/A

15. What subjects do you generally listen to most in audiobook format?
 1. Adult fiction (novels)
 2. Adult non-fiction (books about facts/real events)
 3. Children's books
 4. Young adult books

16. Which subject(s) do you generally listen to most in audiobook format? Select 1-3 fictional subjects.
 1. Mysteries or Thrillers
 2. Chick Lit
 3. Historical Fiction
 4. Fantasy
 5. Science Fiction
 6. Romance
 7. Literary Fiction
 8. Short Stories
 9. Other fiction subject not listed (please specify)
 10. None

17. Which subject(s) do you generally listen to most in audiobook format? Select 1-3 non-fiction (factual/real) subjects.
 1. Biographies or Memoirs
 2. Self-Help
 3. True Crime
 4. History
 5. Cookbooks
 6. Business
 7. Personal Finance
 8. Health or Fitness
 9. Other non-fiction subject not listed (please specify)
 10. None

18. Are the subjects you listen to in audiobook format different from what you read in other formats?
 1. Yes, I listen to more fiction than I read
 2. Yes, I listen to more non-fiction than I read
 3. No, I listen to and read the same subjects
 4. No, I only listen to audiobooks

19. Please select which audiobook features you use.
1. Smart rewinding (book resumes at word, sentence, section, or chapter start, not at pause)
 2. Adding bookmarks
 3. Setting custom sleep timers to stop at the end of a chapter or other spot
 4. Listening at a faster speed
 5. Listening at a slower speed
 6. Other feature not listed (please specify)
 7. None – I don't use features or my device doesn't have those features
 8. None – I didn't know these features existed
20. Please select the 1-3 main reasons why you choose the audiobook format over other formats.
1. I can listen while doing other things.
 2. I can use audiobook features that other formats don't have.
 3. I like being read to.
 4. It's hard for me to read print books or ebooks.
 5. Audiobooks are more environmentally friendly than print books.
 6. I cannot find the print book or ebook version.
 7. It helps me read more books.
 8. It is a way for me to sample the book before buying a print or ebook version.
 9. Other reason not listed (please specify)

21. Do the following audiobook-related statements describe you?

Sub-questions

1. I read the same book in different formats.
2. I like sound effects and/or music in audiobooks.
3. I get good value for audiobooks at the price I pay.
4. I like listening to a specific narrator.
5. I listen to a sample before acquiring the audiobook.
6. I search for audiobooks by specific narrators or actors.

Answer options

1. Yes
2. Sometimes
3. No
4. Unsure or N/A

22. How do the following book-related statements best describe you?

Sub-questions

1. Once I discover an author I like, I tend to read/listen to everything they have written.
2. I like to have another book lined up for when I finish my current book.
3. I talk about books I'm reading/listening to with others.
4. I search for books about Canada or Canadian regions.
5. I search for books by Canadian authors.
6. At any given time, I am usually reading/listening to at least two books.
7. I'll go through phases of reading/listening to audiobooks a lot, then phases of not at all.

Answer options

1. Yes
2. Sometimes
3. No
4. Unsure or N/A

23. Over the next year, do you expect to listen to audiobooks:

1. More often than last year
2. About the same amount
3. Less often

24. How often do you listen to podcasts?

1. More than once a day
2. Once a day
3. Once a week
4. Once a month
5. Less than once a month
6. A few times a year
7. Never – I don't listen to podcasts

25. Please select each of the social media platforms that you use.

1. Facebook
2. Goodreads
3. Instagram
4. LibraryThing
5. Pinterest
6. Tumblr
7. Twitter
8. Wattpad
9. YouTube
10. Snapchat
11. None of the above

26. If you'd like us to know more about your experiences with audiobooks, please tell us about it here. Or, leave this blank.