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## **AUDIOBOOKS EASE THE DRAG OF LONGER & EARLIER COMMUTES**

*The Audiobook Industry Comments on New Data Showing an Increase in Lost Hours due to Traffic*

**PRINCETON JUNCTION, NJ – September 19, 2007** – The Audio Publishers Association (APA) is urging commuters to lighten up their pre-dawn rush hours by listening to audiobooks, as recent data from the Census bureau and the Texas Transportation Institute's *Urban Mobility Report* shows that commuting times are getting earlier and continue to get longer.

Both reports reveal that traffic congestion continues to worsen in American cities of all sizes and are projected to increase as the U.S. population continues to climb. According to Census data, one in eight Americans now leave for work before 6:00 A.M. to avoid peak period traffic and often leave work late—causing them to miss out on family, community and leisure activities, such as reading. The 2007 *Urban Mobility Report* showed that congestion causes nearly 4.2 billion lost hours. Worsening congestion not only impacts daily commutes; weekend and personal trips are additionally affected as estimated trip travel times become increasingly unreliable.

According to the APA's most recent Consumer Survey, the majority of audiobook listeners include those who regularly read and buy printed books, but make use of audiobooks during times they are not able to read. Additionally, the top reason for listening to audiobooks given by people surveyed continues to be "activity to do on a long trip/while commuting."

"This is telling us something—commuting is a necessity that causes people to miss out on several hours of down time. Audiobooks can provide much-needed entertainment for these frustrating situations," said Michele Lee Cobb, president of the APA.

The 2007 APA Sales Survey, released in late August, also showed that consumers are able to obtain audiobooks from a variety of sources including local libraries, retail stores and through downloading—the fastest growing audiobook format. CDs continue to represent the most widely-listened to audiobook format and accounts for the majority of sales within the estimated \$923 million industry.

"It's never been easier to obtain an audiobook. Check out an audiobook from a local library and try listening for a day. Often, listeners who get start by getting hooked listening in the car also take them to the office, listen at home, at the gym and on vacation," said Cobb.

More information on the *Urban Mobility Report* can be found at <http://mobility.tamu.edu/ums>. U.S. Census Bureau data is available at [www.census.gov](http://www.census.gov).

For more information on sales and consumer survey data, please visit [www.audiopub.org](http://www.audiopub.org) or contact Kaitlin Friedmann at (609) 799-6000 ext.21 or [kfriedmann@cmasolutions.com](mailto:kfriedmann@cmasolutions.com).

**About Audio Publishers Association (APA)**

The Audio Publishers Association (APA) is a not-for-profit trade organization whose primary goals are to promote awareness of the audiobook industry, gather and disseminate industry statistics, encourage high production standards, and represent the interests of audiobook publishers. Since 1986, the APA has worked to bring audio publishers together to increase interest in audiobooks. Please visit [www.audiopub.org](http://www.audiopub.org) for more information.