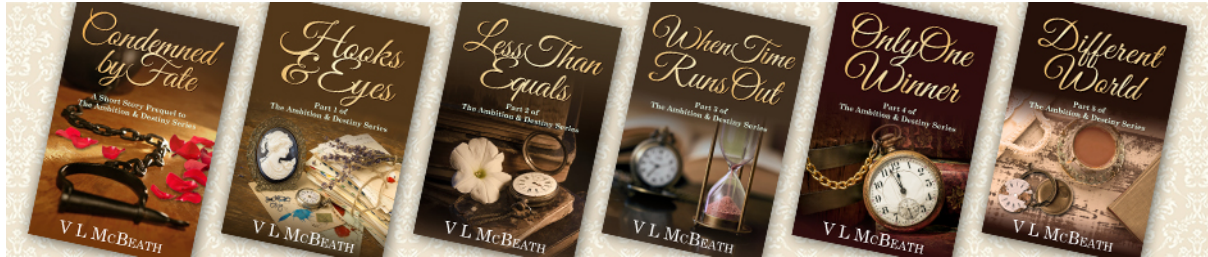


The *Ambition & Destiny* Newsletter

You are receiving this email following your interest in *Condemned by Fate*,
(the prequel to The *Ambition & Destiny* Series)



Hi there!

I hope you are well. This month I'm focussing on the results of the audiobook survey:

- Audiobook Survey Results
- Box Sets

Audiobook Survey Results

Thank you to all of you who took the time to respond to the survey and a special thanks for the lovely comments some of you left about the books. I really appreciate it!

The results of the survey made for interesting reading:

Overall, I had 90 responses:

- 57% of the respondents were over 60 years old and only 8% under 40
- 90% were women
- 64% live in the United States, with 17% in the UK and 10% in Canada
- 38% of respondents have read 1 or more of the books in the series

Looking at the way readers prefer to read books:

- 69% said they prefer reading ebooks
- 16% like paperbacks
- Only 13% listed audiobooks as a preferred method of reading.

Added to this, when asked if they would be likely to buy audiobooks if they were available, only 37% said yes.

A selection of comments show the range of opinions:

Reasons for not buying include:

- I don't do audio bc the narrators usually lull me to sleep & then I miss parts of the story.
- Audio books are difficult for me to understand with hearing aids
- Audio books are great for people with sight problems, but I like reading the book and have no interest in audio books
- Narrators can be off putting, especially if they have an accent
- Audio books are not my thing. I found the narrators voice distracts me
- I cannot listen to books. My mind wanders and I fall asleep and then cannot remember where I was in the book.
- I've tried audio books and found them lacking. My imagination is so much better than anyone's narration.
- I can see the usefulness of audio books (handsfree, while exercising, cooking etc) but I prefer to read books the traditional way.

Cost is also an issue:

- I like audiobooks, but my budget doesn't always let me indulge.
- I don't buy audiobooks because they're expensive and I'm on a tight budget
- I love audiobooks but can't afford them often.
- I like audio books, but buy ebooks primarily because they are cheaper than audio books.

Why people like them:

- Audio books are great for when I have to use my eyes for another task, like driving, cooking or doing crafts.
- I listen when I'm sewing or doing puzzles, when I can't read. Also in car on trips.
- I listen to an audiobook every day, as I have MS and sometimes books and tablets are hard to hold
- I listen to audiobooks every day while doing things around the house. The key is the cost...not too expensive
- I do enjoy listening to audiobooks.
- Ebooks are my preferred way of reading but Audio books are a close second
- I love audiobooks. I usually have one going at any one time as well as ebooks and paperbacks. They each have their pros and cons!
- Honestly, I love audiobooks. Love that I can listen anywhere
- I will listen to Audiobooks if I ever get to the point where I can't read them.
- Whether they would listen to an audiobook is quite different to whether they would purchase an audiobook. [Good point! Ed]

Conclusions

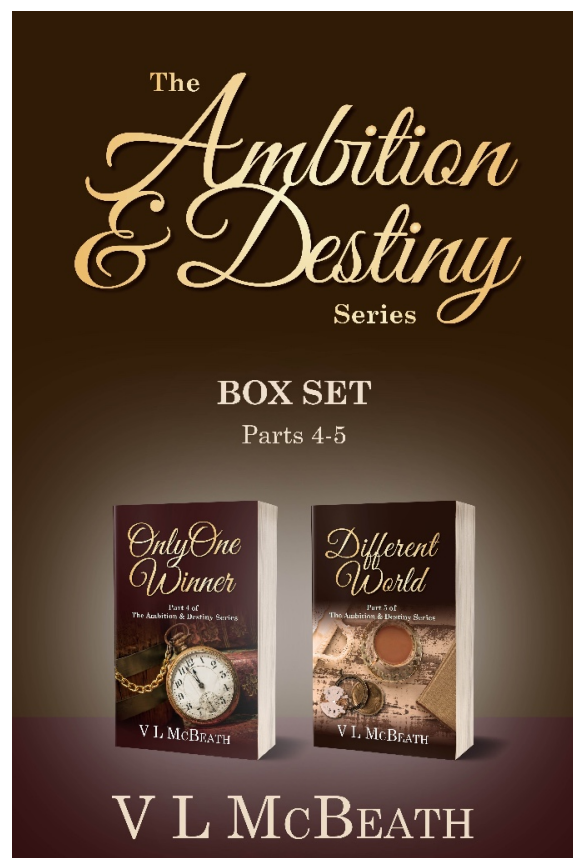
- Ebooks are the preferred way of reading but there is a place for audio books.

- Audio books can be expensive to buy (and to produce), although borrowing books from libraries or through Amazon's Audible programme could be alternative options.
- There isn't currently a huge demand for audio books (among my readers)
- For now, I will probably delay producing audio versions of *The Ambition & Destiny Series* but will continue to monitor readers preferences.

If you didn't get chance to complete the questionnaire but would like to add your opinion, it is still available to complete [here](#).

Thank you to all who responded.

Box Sets



A reminder that the ebook box sets of *The Ambition & Destiny Series* are now available.

Both are priced to be slightly cheaper than the combined prices of the individual ebooks. If you haven't done so already, you can get your copies [here](#).

As with the individual ebooks, the box sets are available on Amazon and FREE to read with Kindle Unlimited.

[Link to the Amazon Series Page](#)

That's all for this month.
Thank you for your continuing support.

Best wishes
Val



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