

Summary of “Finland Reads” studies from 1989, 1995, and 2003

Drafted by Yrjö Repo
from the reports of Taloustutkimus Oy

Foreword

Finland Reads –studies measured book reading for the four weeks prior to questioning and book buying for the twelve months prior to questioning. The emphasis was on book buying. It was emphasized to the respondents that the study involves books other than schoolbooks and textbooks.

The first part is a comparison of the results in 1989, 1995, and 2003, to the extent to which they were comparable.

The second part drafts a picture of those who bought more than ten books a year, using the study results in 1995 and 2003. They are the buyers of about half of the general literature sold in Finland. With the money they spend on books they create the financial preconditions for the versatile production of literature.

The third part examines the differences between those who buy only a few books, those who buy a lot of them, and those who don't buy them at all. This information gives publishers and booksellers the possibility to estimate the success of a publishing and marketing program as well as to help them to look for ways to increase book sales.

The fourth part – which considers the background of the respondents and the study methods – describes the structural changes of the Finnish population in regards to their age, education and profession; the structural changes of Finnish households from 1989 to 2003; as well as the effect of migration to the structure of the community.

Taloustutkimus Oy has done all three studies and financed the 1989 study without subscriptions. Finnish Booksellers Association and Finnish Book Publishers Association with its member companies subscribed and financed the study of 1995. The Ministry of Education, Finnish Booksellers Association, and Finnish Book Publishers Association with its member companies financed the study of 2003.

Hannu Ilkas, Managing director, Taloustutkimus Oy, has checked the manuscript so that the numerical data is summarized correctly from the original studies. Conclusions and estimates from the study material are Yrjö Repo's own.

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By occupational group
By the type of household
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By the type of residence
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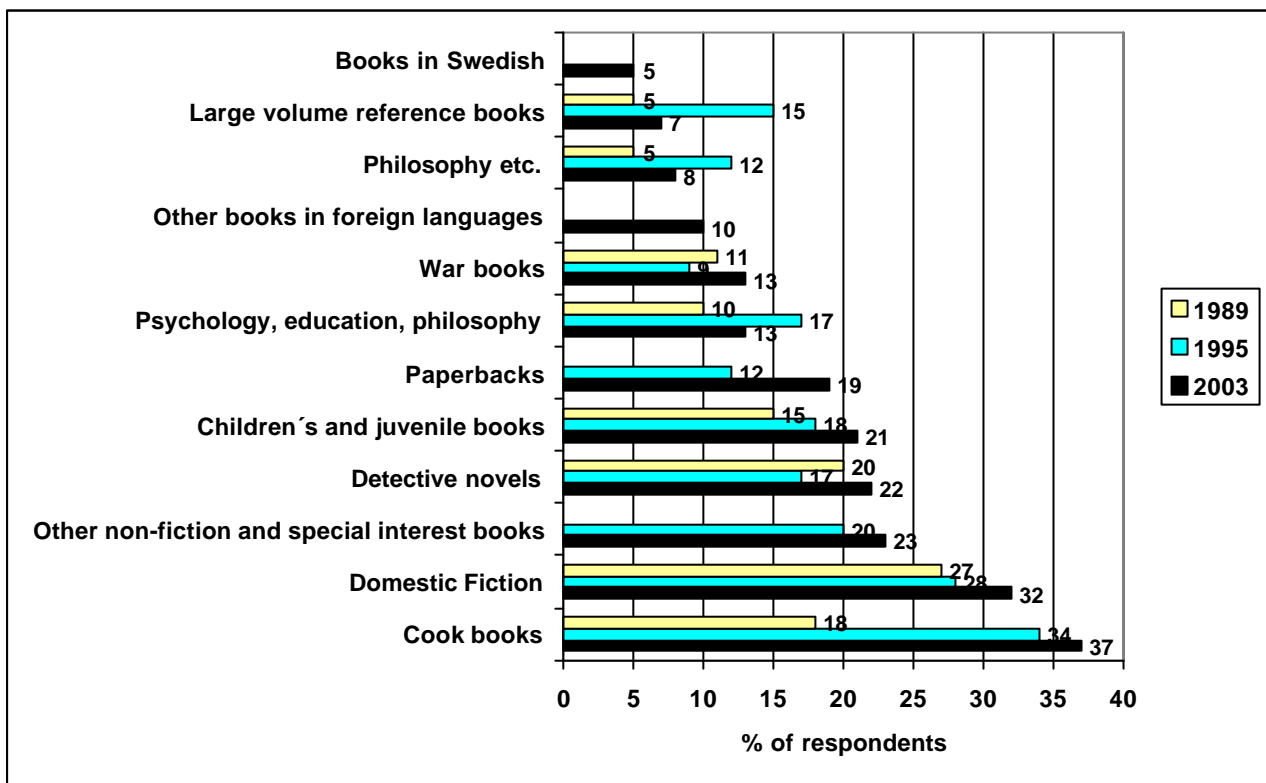
PART 1 Finland Reads 1989, 1995, and 2003

This part includes all the data for comparing the changes of book buying and reading from 1989 to 2003. The displayed results involve all of the respondents.

What kind of books did you read in the past four weeks?

The question named 26 different, occasionally overlapping types of literature. Figure 1 shows the literature types where the change has been more than three percent in either direction from 1995 to 2003.

Figure 1 Book reading in the past four weeks by literature type



Source: Finland Reads –studies 1989, 1995 and 2003, Taloustutkimus Oy

The study only measured how many of the respondents had read a certain type of literature, not the number of books read nor whether the books were read entirely or partly.

Books in Swedish and other books in foreign languages were included in the study only in 2003.

Pocketbooks weren't included in the 1989 study. The question regarding other non-fiction and special interest books was phrased differently in 1989 than in 1995 and 2003, therefore the data is incomparable with the two later studies.

In 1989 and 2003 Finland was experiencing an economic boom whereas 1995 was a period of economic recession. The study doesn't look into the reasons why in 1995 large volume reference books (multi-volume non-fiction or encyclopedias) as well as books on philosophy,

education and psychology were more popular during bad times and why detective novels and war books were more popular during good times.

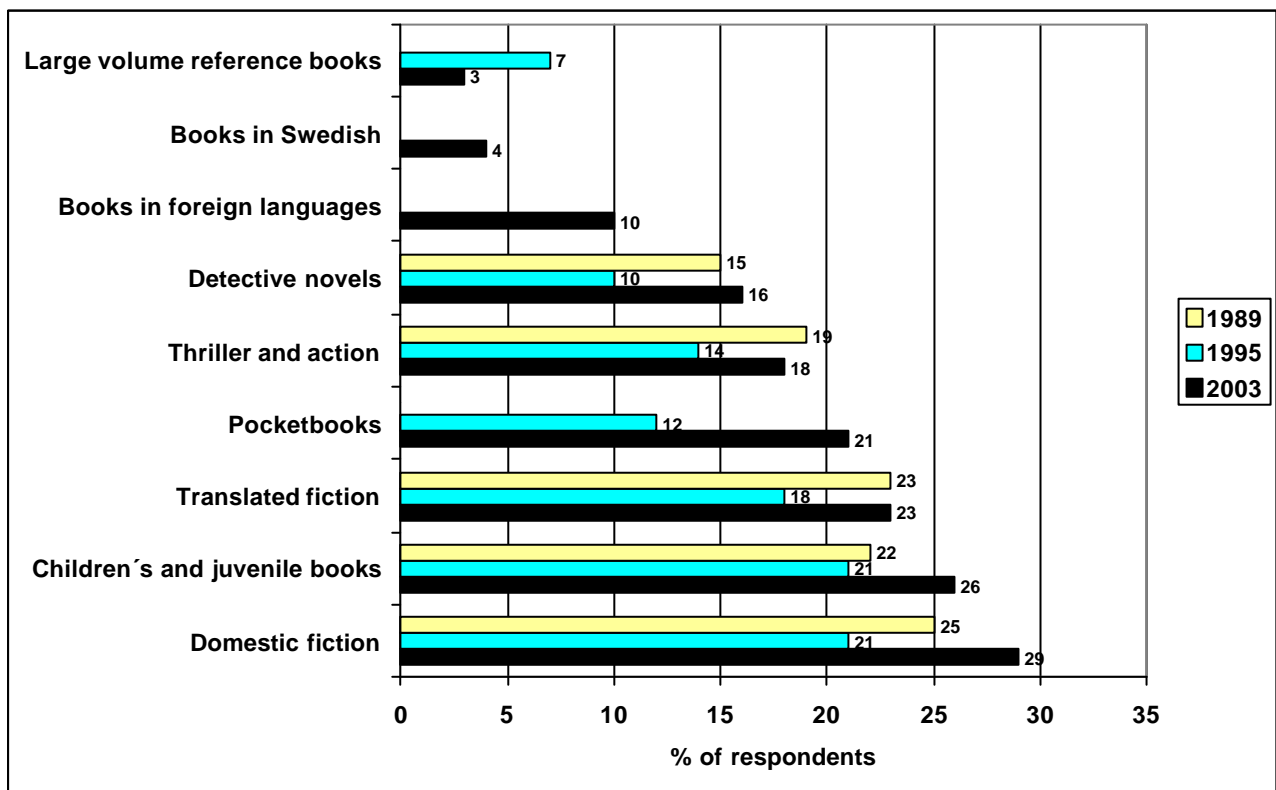
In 2003 there were a lot more pocketbook titles on the market and the prices were, on average, a lot less than in 1995. The same phenomena seems to affect also children's and juvenile books as the number of published titles was 50% more in 2003 than in 1995.

The supply of detective novels has also increased. New Scandinavian and domestic writers have emerged next to the old, familiar authors, and more books have been offered as reasonably priced pocketbooks.

What kind of books did you buy in the past 12 months?

The question named the same literature types as the previous question about book reading. Figure 2 shows only those literature types where the change has been more than three percent in either direction from 1995 to 2003.

Figure 2 *Book buying in the past 12 months by literature type*



Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

The question measured how many of the respondents had bought a certain type of literature, not the number of books bought.

The results regarding large volume reference books (multi-volume non-fiction or encyclopedias) were comparable only in 1995 and 2003.

Books in Swedish and foreign language books were involved only in the 2003 study.

It seems that in the depression year of 1995 there was already enough tension without detective novels and thriller books. Since then, the more detective novels and thriller books have been offered as pocket books, the more they have been bought.

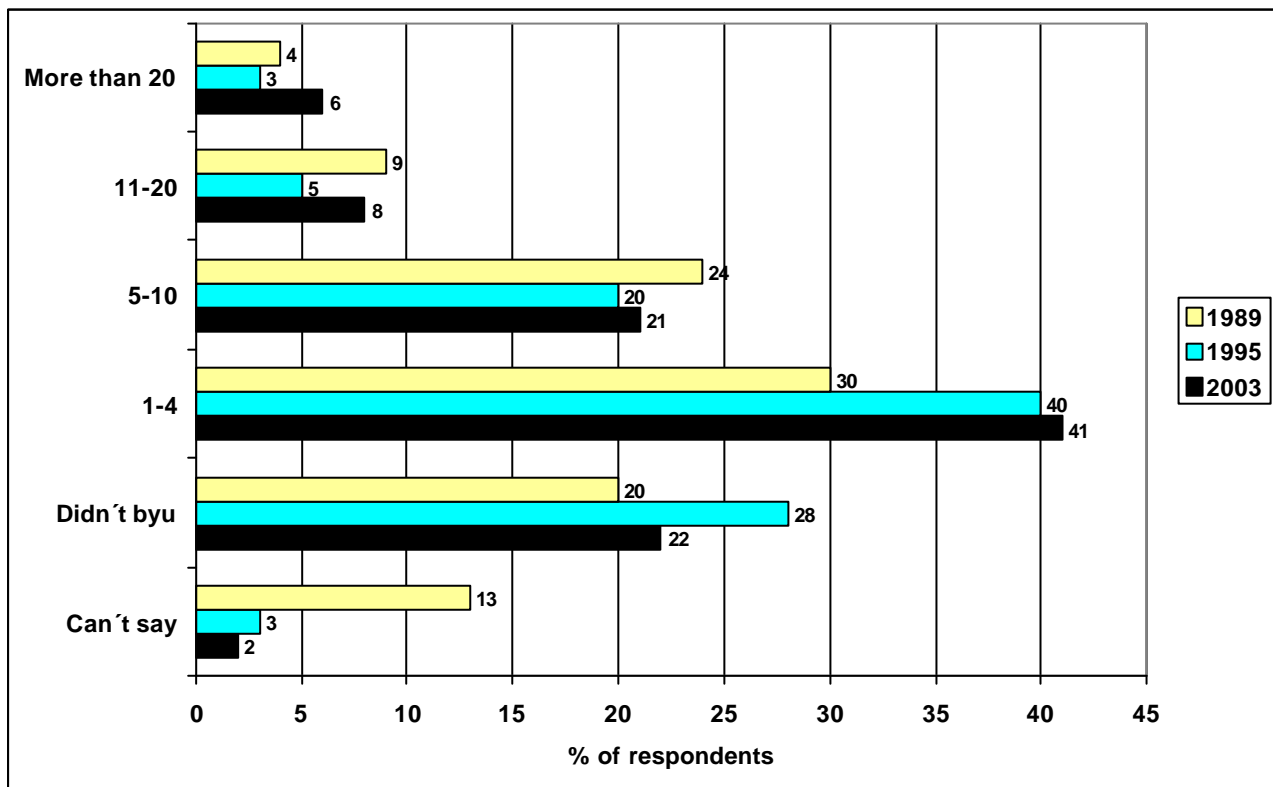
If the study had been done a year before, there would have been even more buyers of children's and juvenile books with the Harry Potter phenomena and otherwise because of the exceptionally good year of 2001.

The decline in the buying of fiction has clearly recovered in 2003.

How many books did you buy in the past 12 months?

The question measured the number of books bought regardless of the literature type, place of purchase or reason of purchase.

Figure 3 *Book buying in the past 12 months, number of books bought*



Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

The result of 1995 indicates that the economic recession also somewhat affects book buying—especially the number of respondents who bought 11-20 books decreased and respondents who didn't buy any books increased.

It is important for both publishers as well as booksellers to reach the respondents who buy 1-4 books a year. There are a lot of them and with the right kind of supply there is a good chance to sell them even more books.

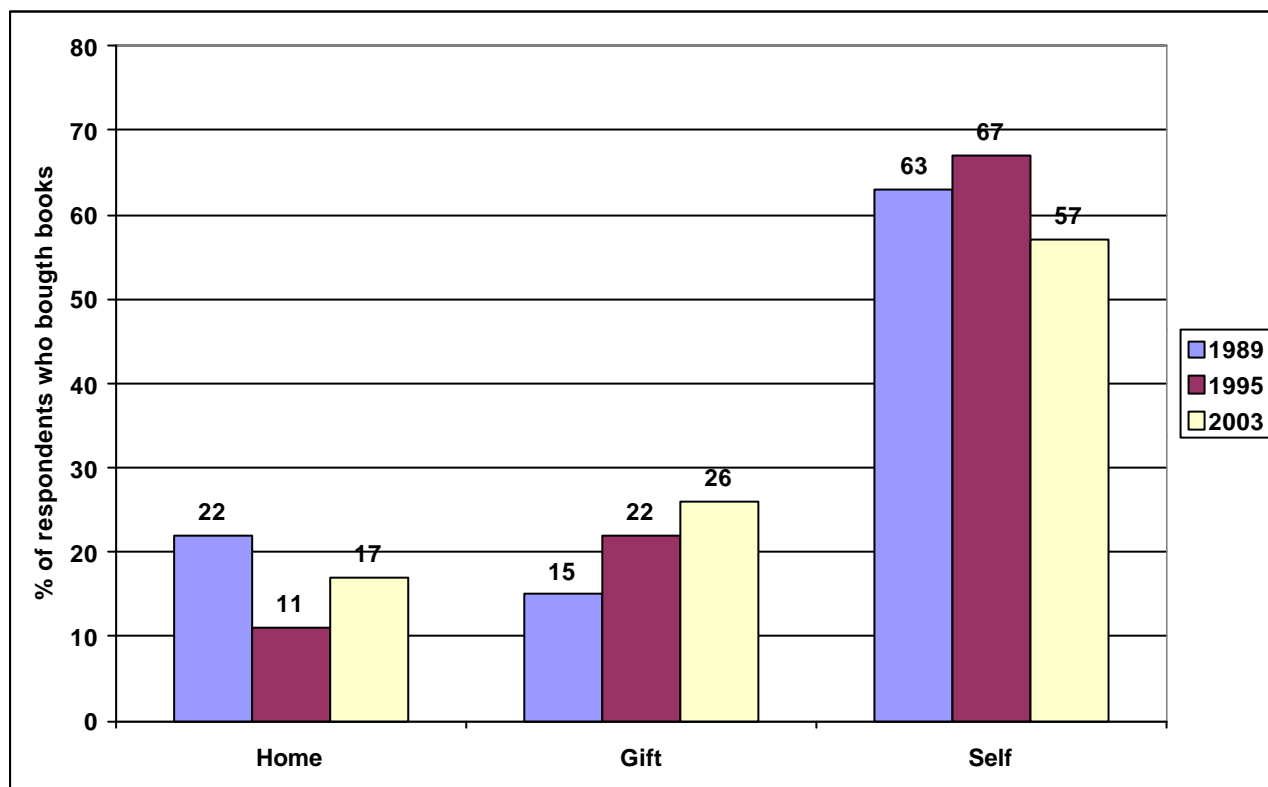
Can't say means those who didn't buy any books or couldn't answer. Most probably they, as

book buyers, can be categorized the same way as respondents who gave specific answers.

The last book you bought?

With this question the study wanted to find out the reason for purchasing the last book bought, at what point the final decision to purchase was made, and where the buyer received the information that most affected the purchase choice.

Figure 4 *The last book bought – for self or as a gift?*

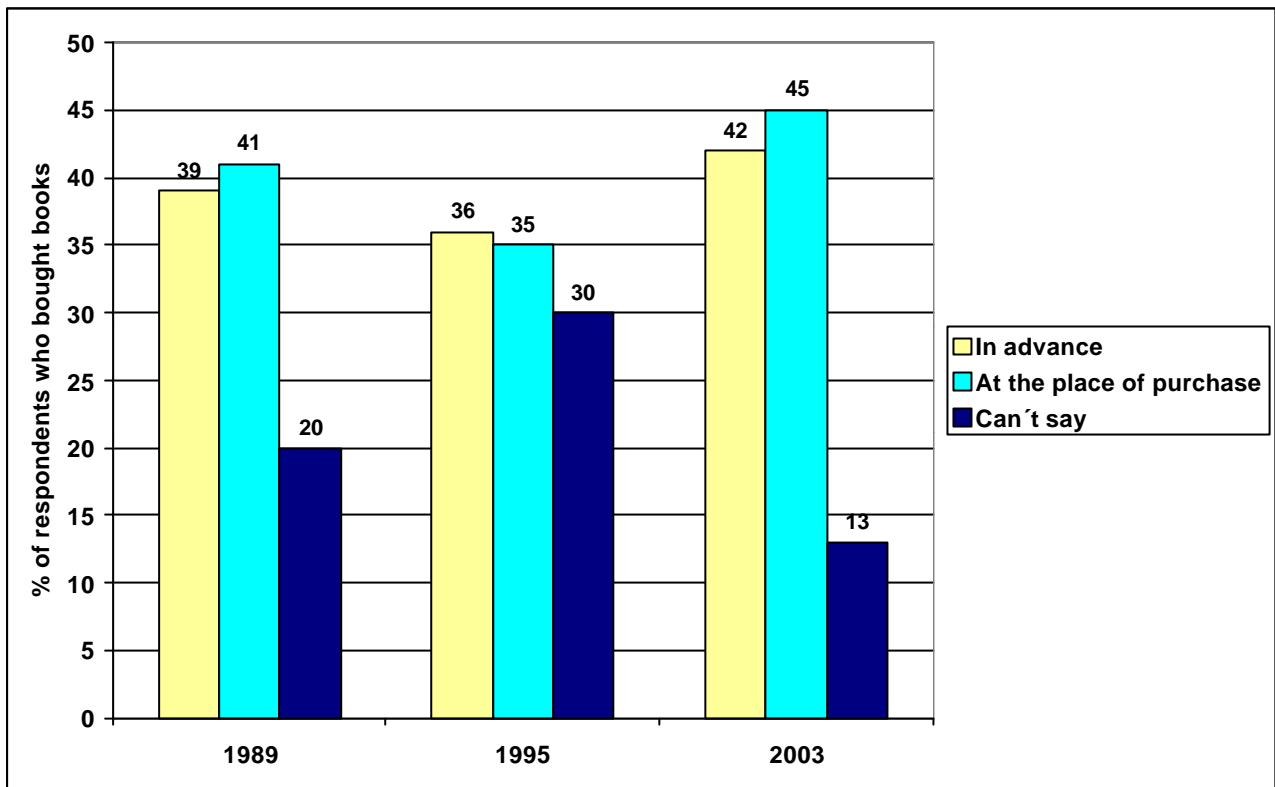


Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

The study was conducted in April-May and the question concerns only the book last bought. If a corresponding study was conducted after Christmas it might produce answers with more books bought as a gift. And, at the time of the traditional book sale in February the percentage of respondents buying books for self could be larger. However, on the yearly average, the results measure the motives for book buying well.

The respondents seem to gradually appreciate more and more buying books as a gift.

Figure 5 *Selecting the last book bought – in advance or at the place of purchase?*



Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

The question concerned only the last book bought, but the results describe the selecting of a book in general as well.

The decision made *in advance* means that even the title was already chosen in advance.

There were 15% of pure impulse buys at the place of purchase (*when I originally was out to make other purchases or wasn't planning to buy a book*) in 1989, more than 20% in 1995 and nearly 40% in 2003. The remaining purchases were chosen in advance, but the title was chosen only at the place of purchase.

Regardless of whether the respondents who *can't say* whether they bought the book at the place of purchase or in advance, it is possible to say that nowadays about half of the final decisions to buy a book are made at the place of purchase and that nearly every fifth buy is an impulse buy. All impulse buys and nearly all other decisions to buy at the place of purchase concern books that are on display at book or other stores at the time.

The reason to buy the last book bought

The question didn't differentiate the purpose the book had been bought for, but acquired data on how the buyer had got the information that led to the selection of the book.

Table 1 *Fife most often mentioned reasons to buy the last book bought, % of respondents*

	1995	2003
I follow books on a certain subject matter	11	22
Impulse buy while I was doing other shopping	8	17
I follow the works of a certain writer	7	13
I heard about it from a friend	6	11
I read a magazine book review	5	10

Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

In 2003 the question named 13 reasons and the option *other reason*.

In 1995 the question also had an option *I needed a book as a gift*. When the effects of this option are removed from the study results, the importance and the order of the reasons are the same in both years.

Selecting a book in general

The question asked about book buying in general, not about the last book bought. The question named 22 factors that affect the selecting of a book, and the respondent named the five most important factors. The factors that affect the selection depend somewhat on whether the book is bought for self or as a gift. Tables 2 and 3 are combinations of the factors that affected the least or the most positively on all books bought.

Table 2 *The five most often mentioned positive factors that affect the selection of a book, % of all respondents*

	1989	1995	2003
Subject matter of the contents	79	81	82
Name of the author	66	61	63
Discounted price	49	59	62
Name of the book	41		
A hard cover			49
A new book		46	44
Book description on the back cover	35	45	

Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

The study results also included those respondents who didn't buy any books in the past 12 months but who still might have read books. Their answers mostly describe the reasons to selecting books from libraries and the kind of books they wished to receive as a gift.

The importance of the content's subject matter tells that the respondents who buy books have one or two domineering subject matters in their book shelves. Also when buying a book as a gift, the known or guessed preference of the subject matter of either the buyer or the receiver guides the selecting of a book.

The author is an important factor in choosing a book. It is safe to buy a book by a familiar author, or the respondents want to get to know the works of an author that has been prominently featured in the public.

The meaning of a discounted price has increased probably because there are more and more sales and special discount.

In 1989 and 1995 the question in regards to paperbound vs. hardbound book wasn't as clear to respondents as the 2003 question about paperback vs. hardcover. This could explain why these qualities weren't important factors in choosing a book. Hard covers are more important when respondents bought a book as a gift

The name of the book was the fourth most important reason in 1989, 11th in 1995 and 15th in 2003. The fact that in marketing the author's name has become more important than the book's name could be one reason to this.

The meaning of the book description on the back cover seems to vary, in 2003 it was the ninth most important factor.

Table 3 ***The five least important factors that effect positively to the choosing of a book, % of all respondents***

	1989	1995	2003
Name of the publisher	3	12	10
Pocketbook (named so only in 2003)	5	14	16
Collection value	7		
Book cover	8		
Page amount		19	17
Size of the book		18	19
Advertising	8	18	21

Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

The name of the publisher doesn't have much of a meaning in the selection process of a book. Its meaning could be a little more important when buying non-fiction literature and some special interest non-fiction books.

A paperback in itself isn't an enticement to buy a book, but a paperback combined with an inexpensive price is a significant factor in guiding the selection when the respondent buys books for oneself.

Advertising still affects little on the selection of a single book but its effect is increasing. Advertising plays a larger role in the wholesale of books.

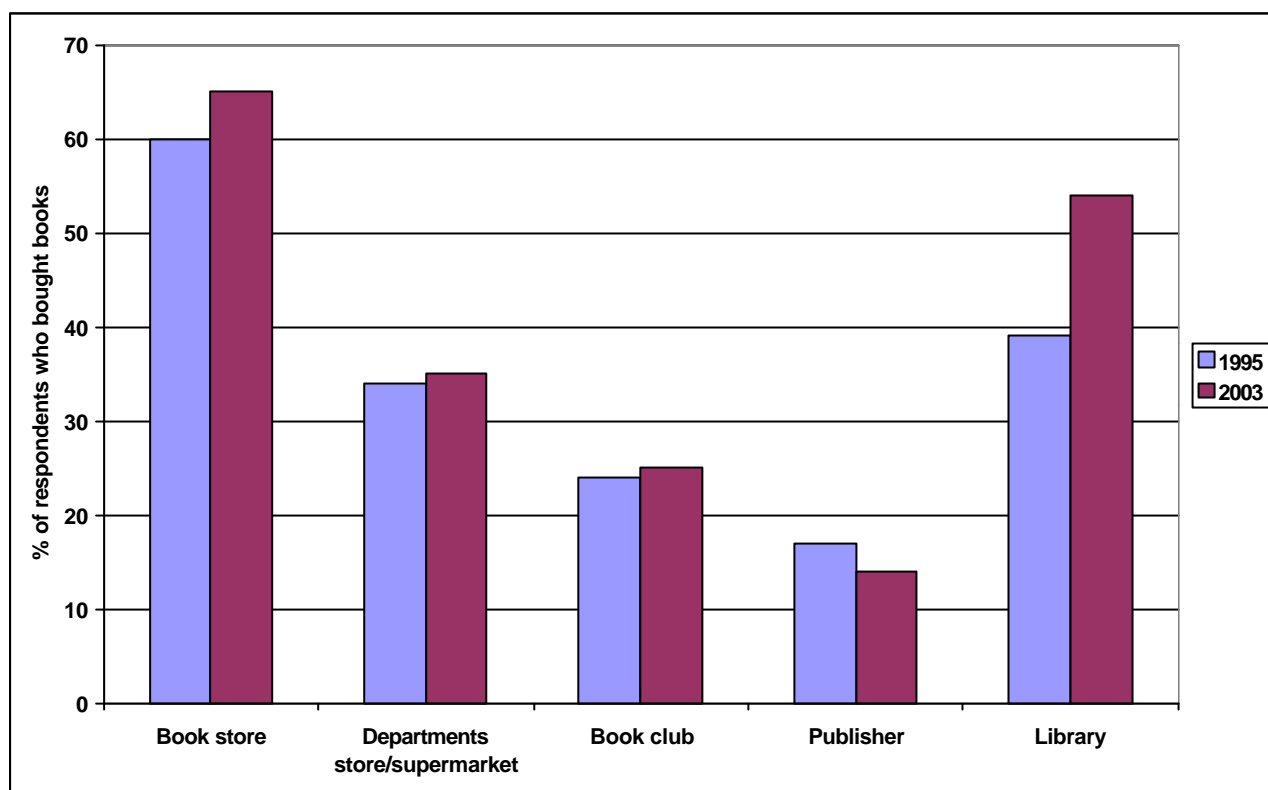
Places of purchase and use of a library

In Finland in 2002 about 20 million books of general literature were sold and 78 million were borrowed from libraries.

According to the study in 2003, 45% of respondents who didn't buy any books in the past 12 months borrowed them from libraries during that time. 67% of respondents who bought more than 10 books also used the library. A frequent book buyer is also a frequent user of the library.

Only those places of purchase where included in Figure 6 that where phrased the same way in the questioning in 1995 and 2003.

Figure 6 *Places of purchase and the use of library*



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

In addition to the places of purchase in figure 6, in 2003 33% of respondents bought or borrowed books also from *other place of purchase*. In 1995 this option wasn't stated as clearly. The most significant other place of purchase is the antiquarian bookshop, 16 % of all respondents bought books from there in both years. Respondents bought books also from newsstands, garages and second hand markets.

In 1995, some of the respondents might have misunderstood the option *library* to mean buying as well. The 2003 question defined that the option meant borrowing from a library.

The 1989 results are not comparable to the results of 1995 and 2003 as the questions were phrased so differently.

Several places to acquire books

The 1995 study also compared respondents and where they acquired books. The conclusion is that the more respondents buy books the more places they go to acquire them.

Of those respondents who bought books from a book store...

43% bought books also from department store or supermarket

31% bought books also from a book club

22% bought books also from an antiquarian book store

21% bought books also from publisher's direct sales

44% borrowed books also from a library

77% bought books from department store or supermarket
 77% of those who had bought books from book club
 74% of those who had bought books from publisher's direct sales
 90% of those who had bought books from second-hand books stores
 68% of those who had borrowed books from library
...also bought books also from a book store

This comparison was done only in 1995, not in 1989 or 2003.

Books in Finnish homes

Table 4 *The amount of books in Finnish households, % of all respondents*

	1989	1995	2003
Less than 50 books	20	19	30
50-200 books	36	36	37
More than 200 books	38	41	33
Can't say	6	4	0

Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

It seems that people are more selective of which books they keep at home. According to unofficial observations the supply of books has grown especially in second hand markets supporting the idea that people get rid of bought and read books more easily than before. In 2003 a Finnish household had in average of 261 books, median was 110 books. In 1995 the average was 272 books, median wasn't calculated. The numbers from 1989 aren't usable for this part.

PART 2 Respondents who bought more than 10 books in the past 12 months 1995 and 2003

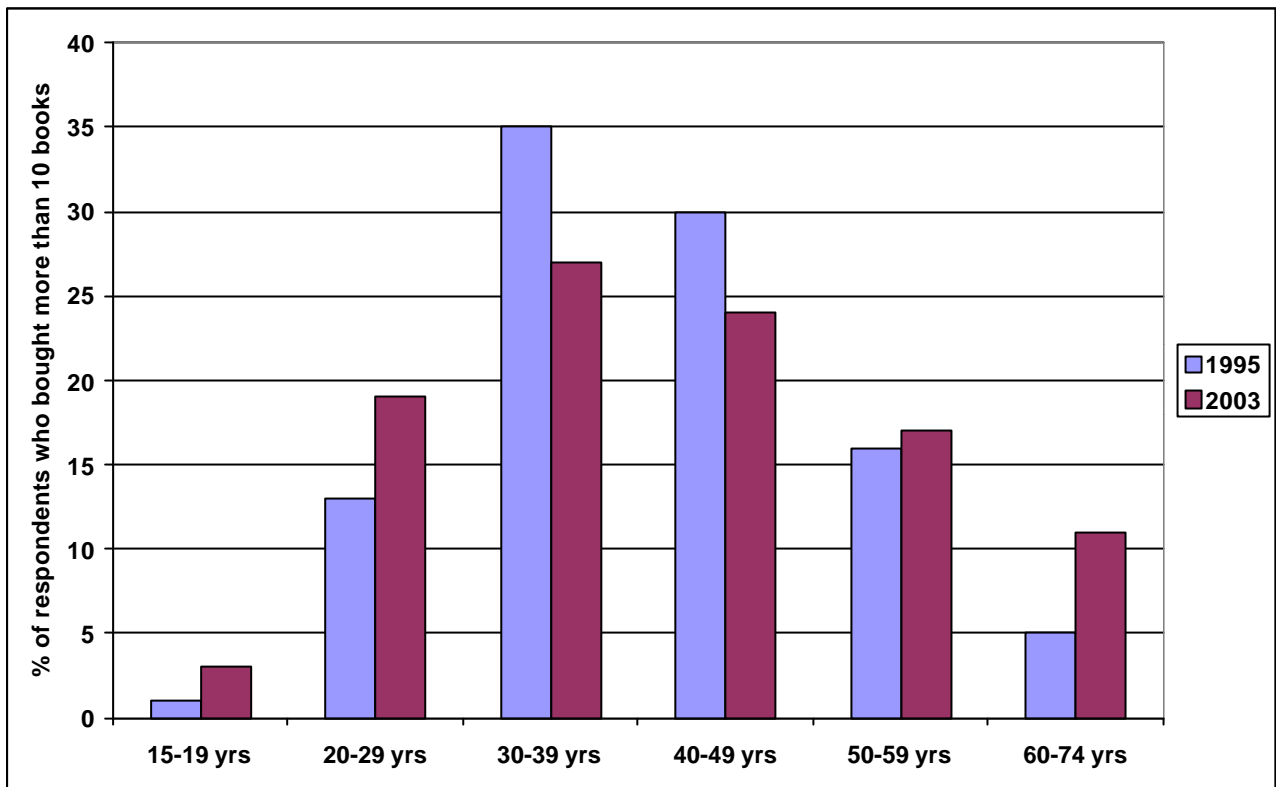
This part is a collection of data of the backgrounds of the respondents who bought more than 10 books in the past 12 months and the changes in that data during the eight years.

In 1995 there were 3,825,000 15 to 74 year olds in Finland, of whom 309,000 bought more than ten books in a year. In 2003 there were 3,895,000 15 to 74 year olds of whom 507,000 bought more than ten books a year.

Who are they?

In 1995 55% of the respondents and in 2003 57% of the respondents who bought more than 10 books in the past 12 months were women. There was an equal amount of men and women in the respondents who bought more than 24 books.

Figure 7 Respondents who bought more than 10 books in the past 12 months by age group

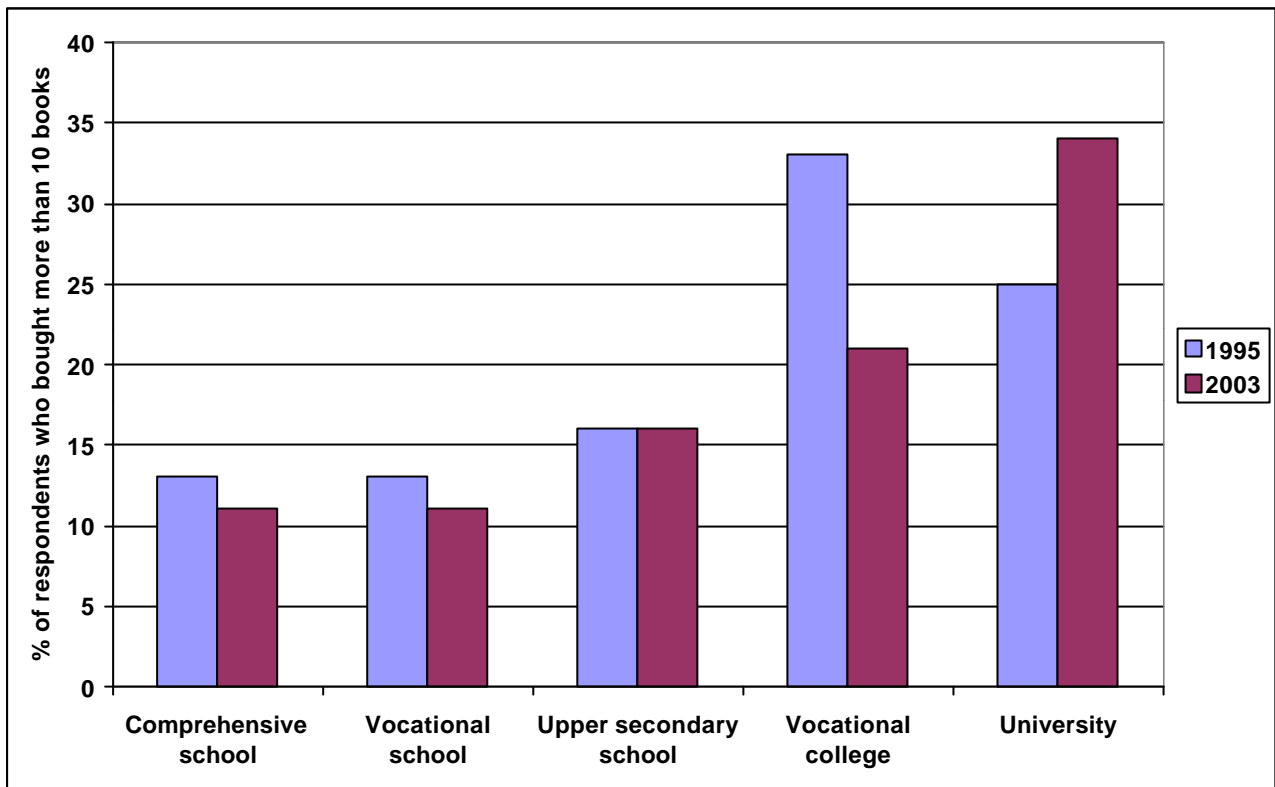


Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

In 2003, the distribution of age of respondents who bought more than 10 books was clearly more uniform than in 1995.

Also in every age group the amount of respondents who bought more than 10 books was greater in 2003 than in 1995.

Figure 8 Respondents who bought more than 10 books in the past 12 months by education background



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

Comprehensive school = Elementary school, senior primary school, intermediate school or comprehensive school

Vocational school = Upper secondary level vocational educational establishment

Upper secondary school = No postgraduate studies

Vocational college = college level vocational educational establishment

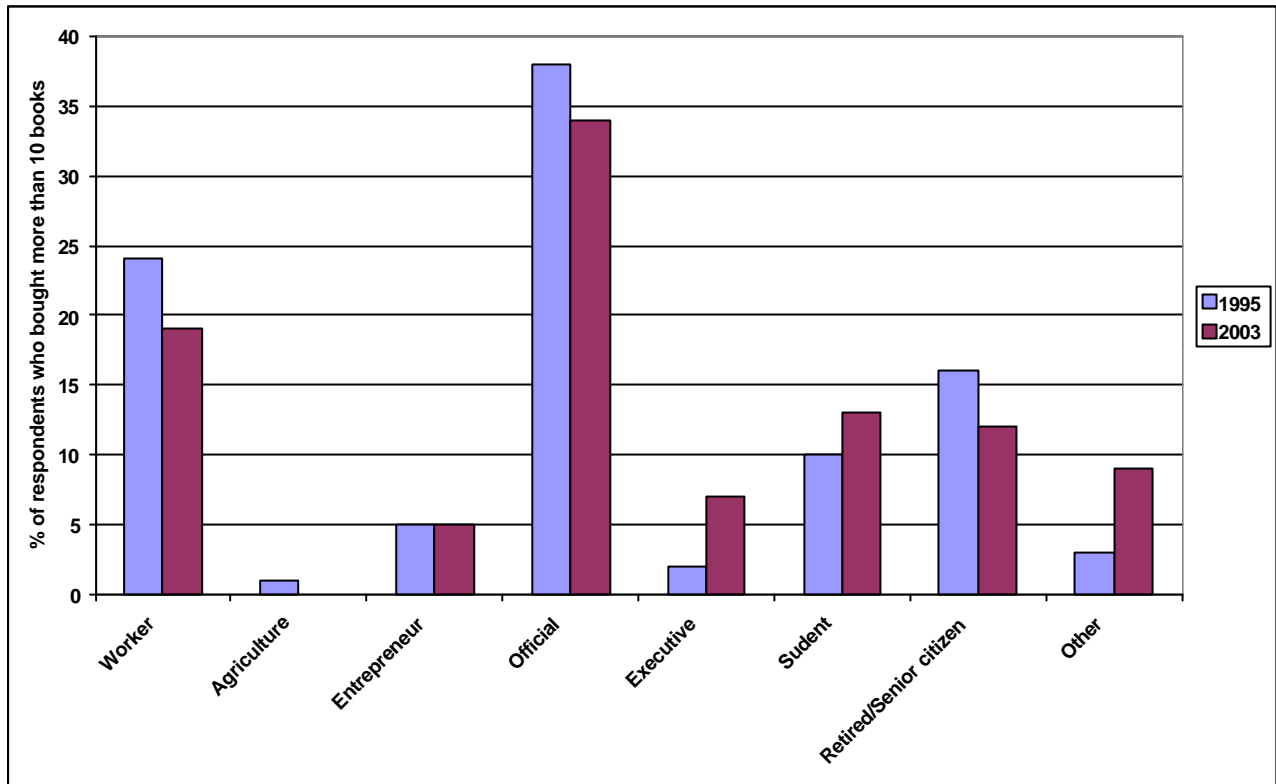
More respondents who bought more than 10 books have graduated from a vocational college than before. The result is a natural development as the percentage of vocational college graduates has grown in the whole population and they clearly buy more books on average than those whose educational level is lower.

The number of those who have only graduated from comprehensive school has decreased.

The number of those with no postgraduate studies has stayed the same.

Vocational college separated from vocational school after 1995.

Figure 9 Respondents who bought more than 10 books in the past 12 months by occupational group



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

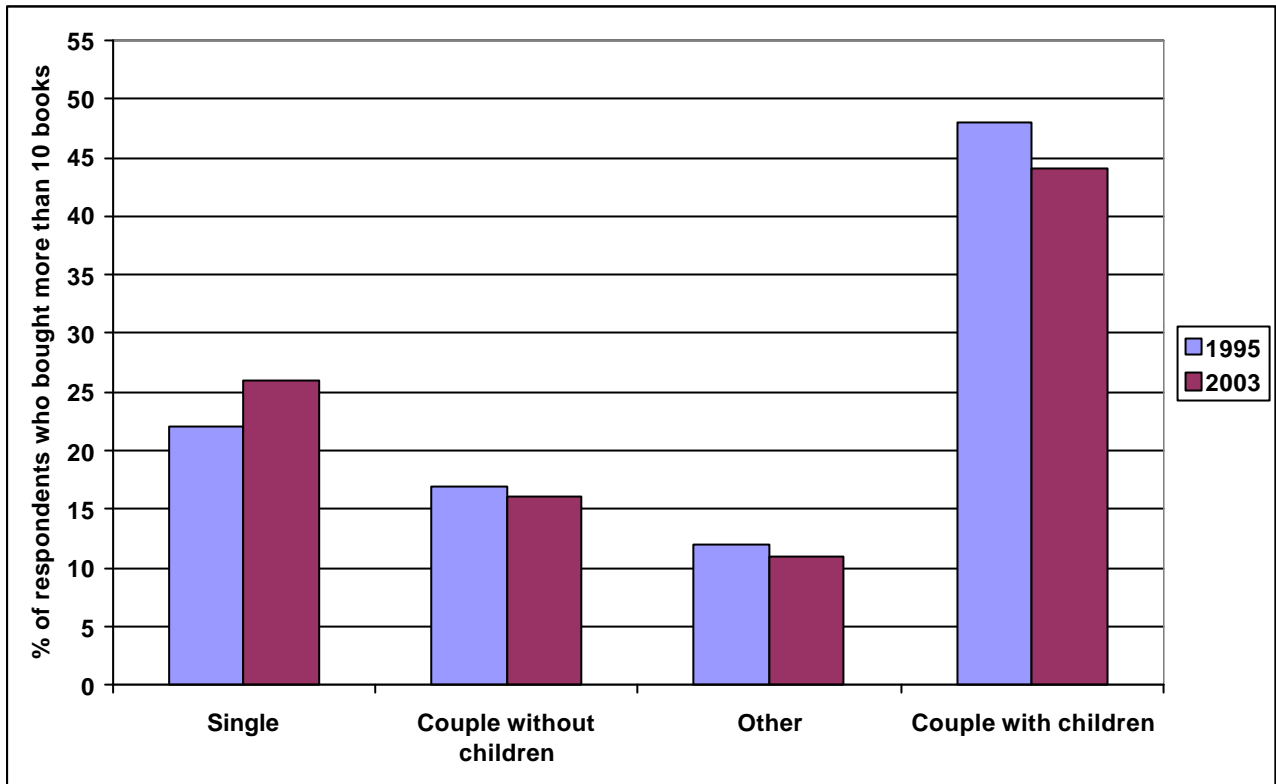
The percentage of working public and officials amongst those who bought more than 10 books has decreased, even though their share of the respondents has stayed the same.

The percentage of executives amongst those who bought more than 10 books has increased. The percentage of students who buy a lot of books is significant, taking into account that the study didn't include school or text books.

The percentage of retired/senior citizens amongst those who buy a lot of books has declined. This seems to contradict with the data that the percentage of 60 to 74 year olds amongst those who buy more than 10 books has increased (figure 7). It could be that some of the retired/senior citizens haven't included themselves in that group, but to the group they belonged when they did work.

A growing part of the population can't or don't want to put themselves into any of the named occupational groups. For example those who work as experts in a certain field might not see themselves as executives or as officials. Freelancers might not see themselves as entrepreneurs but can't place themselves into any other group. The fact that there seems to be a significant amount of those who buy a lot of books indicates at least a moderate level of education and income.

Figure 10 Respondents who bought more than 10 books in the past 12 months by the type of the household



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

Single = A person over 18 who lives alone

Couple without children = Married or unmarried couple who don't have children or whose children have moved away from home

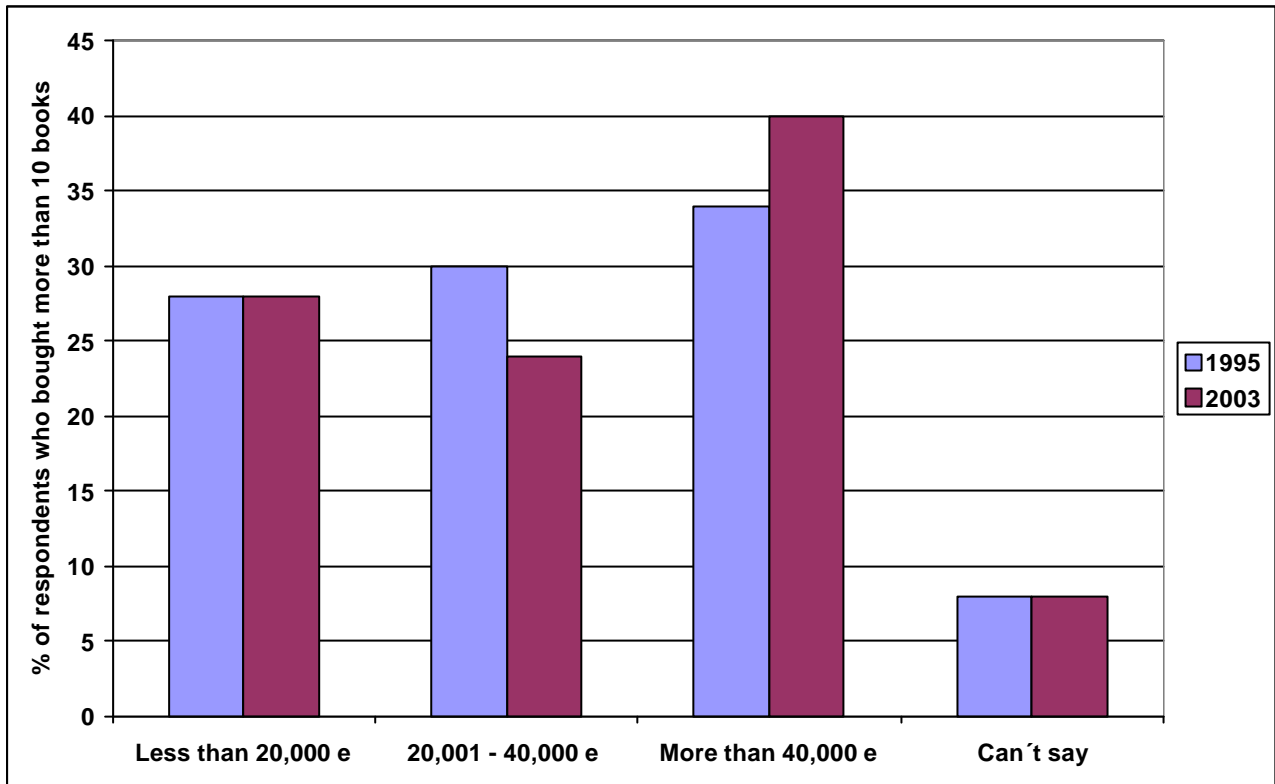
Other = Two or more persons over 18, but not a married or unmarried couple

Couple with children = Couple with children under 18

The percentage of respondents who bought more than 10 books and lived alone has increased at the same rate as single households.

Nearly half of the respondents who bought more than 10 books live in a household with children under 18, but their percentage has decreased at the same rate as households with children.

Figure 11 Respondents who bought more than 10 books in the past 12 months, by the yearly income of the household

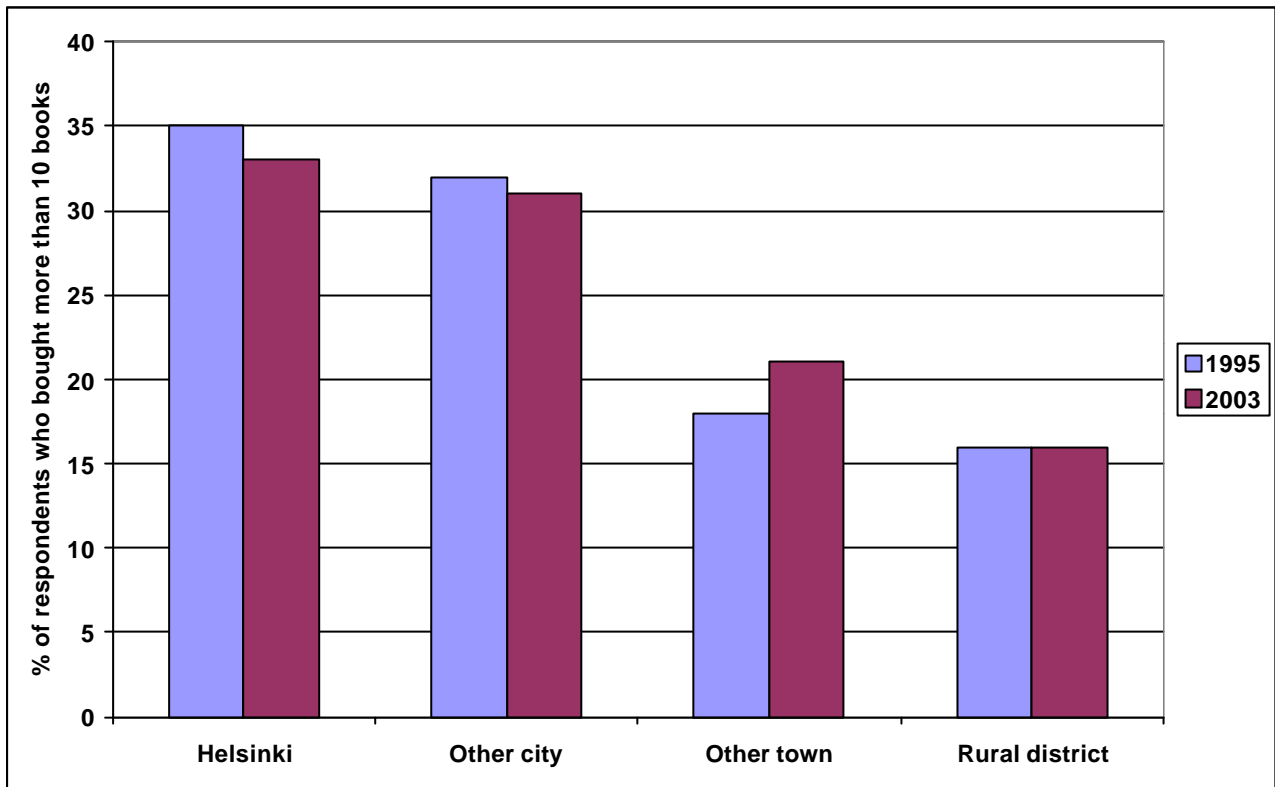


Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The incomes of 1995 have been changed to match the incomes of 2003 according to the income level index of wage earners. Even after this the percentage of those with a large income has increased amongst the respondents who bought a lot of books. The percentage of those who make less than 20,000 e a year has remained the same.

The average incomes of Finnish households were 34,000 e in 1995 (as changed to their value in 2003), and 39,000 in 2003.

Figure 12 Respondents who bought more than 10 books in the past 12 months, by the district of residence



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

Helsinki = Helsinki, Espoo, Vantaa and Kauniainen
 Other city = A city with more than 50,000 inhabitants
 Other town = A town with less than 50,000 inhabitants
 Rural districts = All rural districts

In 1995 18 % and in 2003 19% of the respondents lived in Helsinki.

In 1995 23% and in 2003 30% of respondents lived in a city with more than 50,000 inhabitants.

In 1995 25% and in 2003 27% of respondents lived in a town with less than 50,000 inhabitants.

In 1995 35% and in 2003 24% of respondents lived in a rural district.

According to the study those who have moved to Helsinki and to other cities with more than 50,000 inhabitants aren't very eager book buyers. The percentage of respondents who bought more than 10 books and who live in towns with less than 50,000 inhabitants have remained the same. After 1995, the respondents who buy a lot of books haven't moved out of rural districts but those who bought a few or no books have.

Book reading and book buying

What do respondents who bought more than 10 books a year read?

The question stated 24 different, overlapping literature and book types in 1995 and 26 in 2003 and the respondents were asked which of them they had read in the past four weeks.

Table 5 *Read in the past four weeks, % of respondents*

	1995	2003
Domestic fiction	51	53
Translated fiction	48	56
Cook books	46	50
Memories, biographies, history	45	42
Nature, animals, natural sciences	45	
Children's and juvenile books		42

In 1995 5% of respondents who bought more than 10 books a year read a sports-related book, 7% read science fiction book, and at least 14% read all other named literature types.

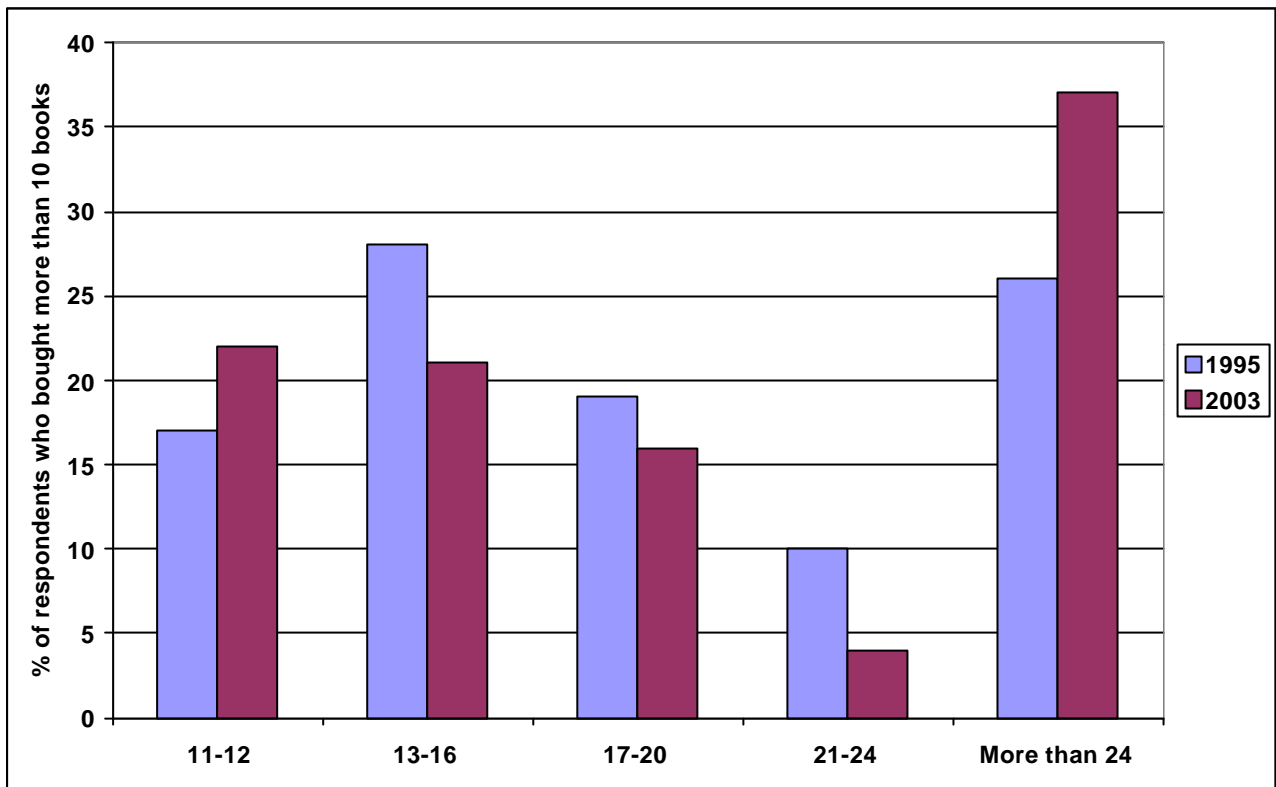
In 2003 10% of respondents who bought more than 10 books a year read other a different religious book than the bible, 11% read a book in Swedish, and 12% read the bible, and 14% read all other named literature types.

29% of respondents who bought more than 10 books a year read books in foreign languages (other than Swedish).

What books, how many and reason for buying

How many and for what purpose did the respondents who bought more than 10 books a year buy books and what were the reasons for selecting the book they bought?

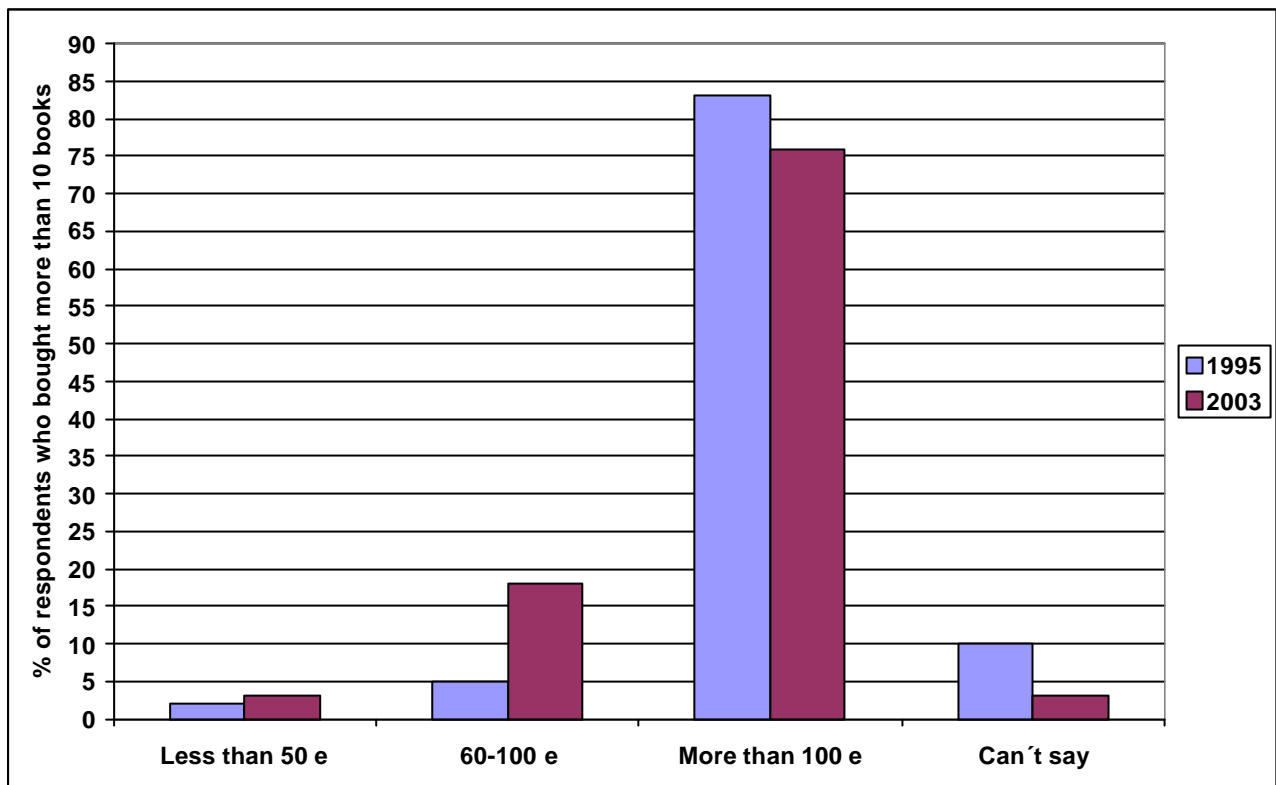
Figure 13 Respondents who bought more than 10 books in the past 12 months, how many



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

Supposing that in 2003 those respondents who bought more than 24 books bought on average 26 books, then the number of books bought by all respondents who bought more than 10 books was nearly ten million copies, which is almost half of the sales of general literature based on the number of copies.

Figure 14 Respondents who bought more than 10 books in the past 12 months, the amount of money spent on books



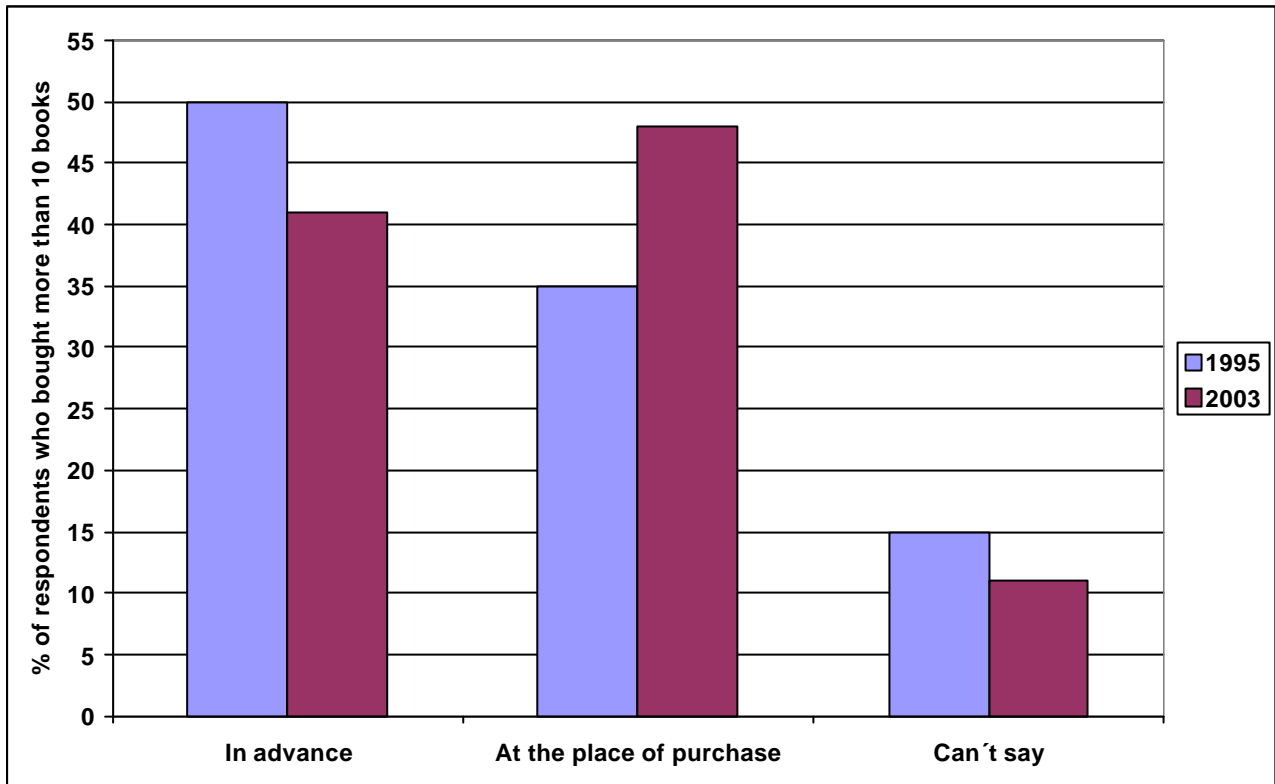
Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The Finnish marks of 1995 have been changed to match the euros of 2002 according to the conversion factor of Statistics Finland. The change in the consumer price index is included in the conversion factor.

It's possible to buy ten books with less than a hundred euros by taking advantage of sales, buying solely paperbacks, and getting books from second hand markets or by a combination of these.

Respondents who bought more than 10 books in 2003 used on average 403 euros in the past 12 months for books; all together they spent 204 million euros. The amount is about 40% of the consumer priced total sales of books.

Figure 15 Respondents who bought more than 10 books in the past 12 months, at what point was the purchase decided



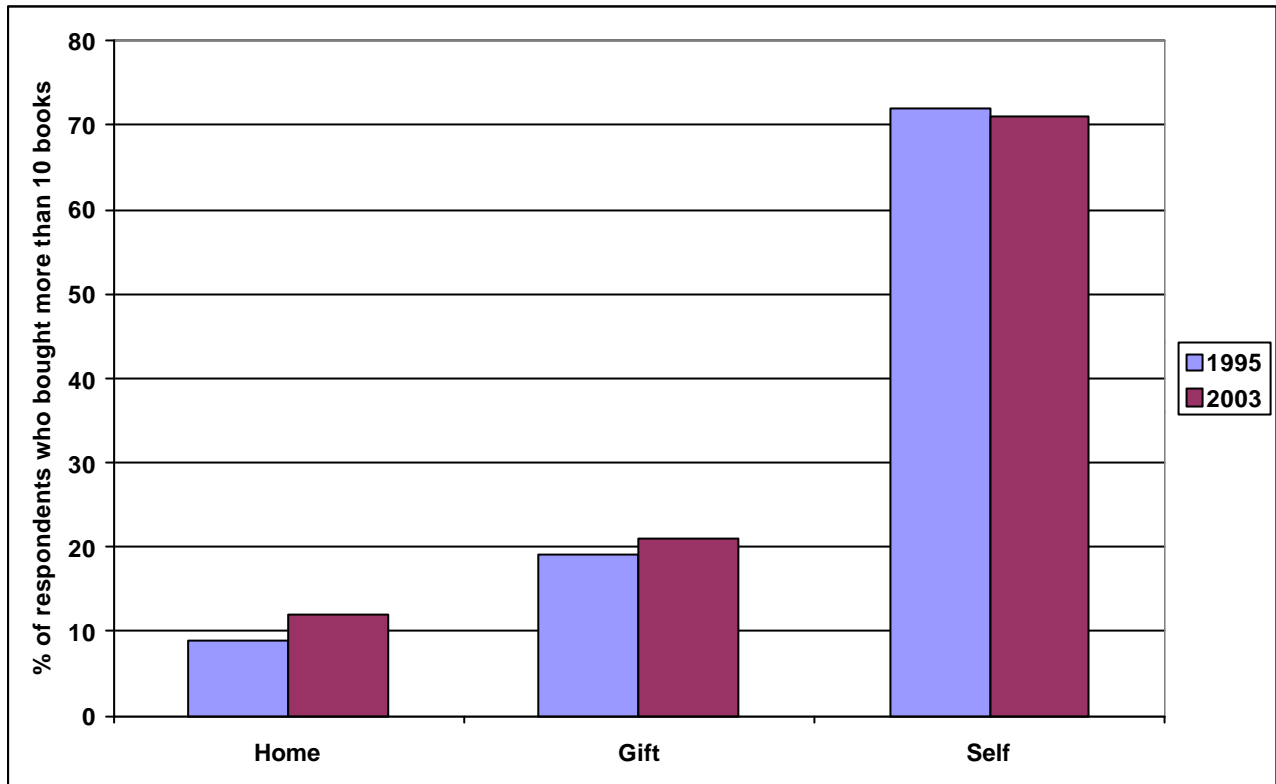
Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The question inquired only about the last book bought, but also seems to accurately represent all the book purchases of those who bought a lot of books.

The option *in advance* means that even the title of the book bought was decided in advance.

Of the decisions made at the place of purchase, every fourth is an impulse buy (didn't intend to originally buy a book). The rest are decisions made in advance to buy a book, but the title is chosen only at the place of purchase from the options available.

Figure 16 Respondents who bought more than 10 books in the past 12 months, bought for whom

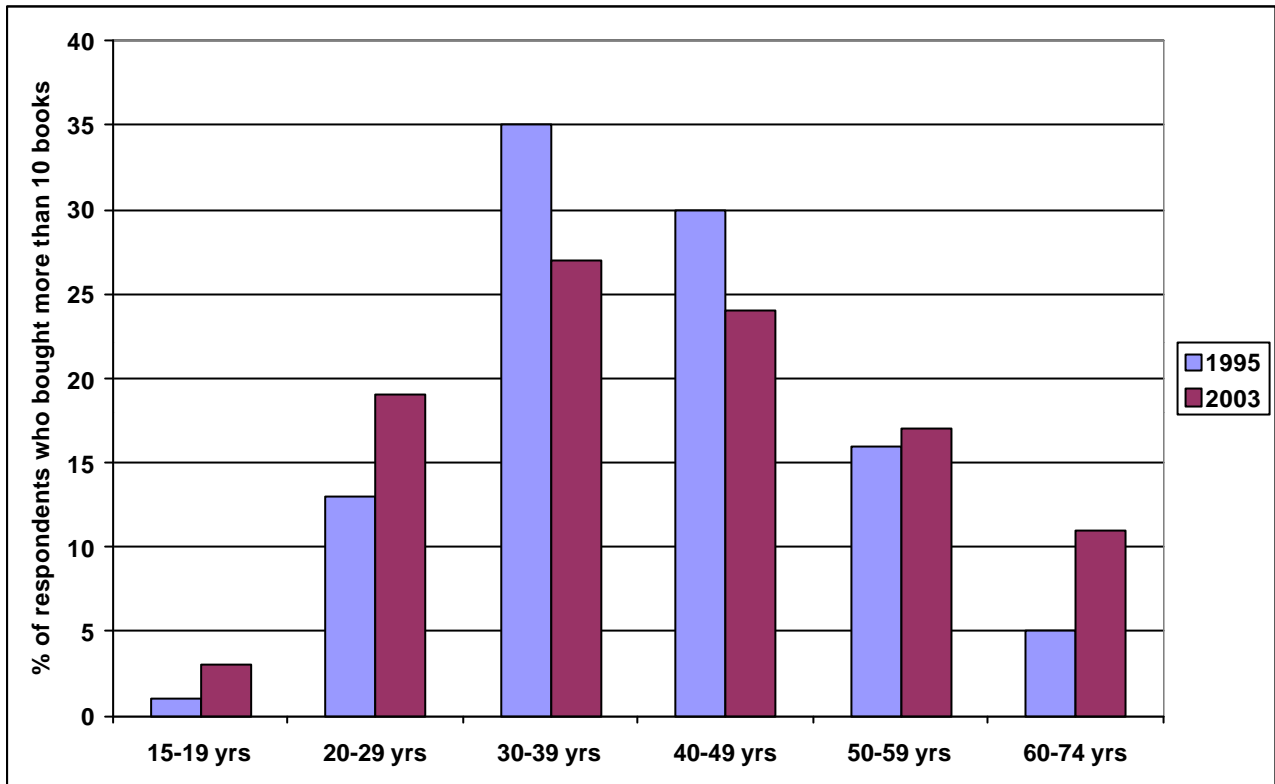


Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The question inquired about the last book bought, but also seems to accurately represent all the book purchases of those who bought a lot of books.

Respondents who bought a lot of books normally bought it for oneself. Though, buying a book as a gift has increased since 1995.

Figure 17 Respondents who bought more than 10 books in the past 12 months, what kind of book



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The question inquired about the last book bought, but also seems to accurately represent all the book purchases of those who bought a lot of books.

The same percentage of big spenders bought fiction in 2003 and 1995. Buying non-fiction hasn't really decreased, but relatively it has given room for fiction books, which respondents are now buying more.

The growing supply of paperbacks could partly explain their growing sales, and the fact that even though the number of copies sold has gone up, the amount of money spent on books hasn't.

A more specific analysis of the books respondent bought the most

The question named 24 partly overlapping literature and book types in 1995 and 26 in 2003.

Table 6 Bought in the last 12 months, % of respondents who bought more than 10 books

Type of literature	1995	2003
Domestic fiction	64	66
Translated fiction	64	60
Children's books and juveniles	52	51
Paperbacks		47
Memories, biographies, history	51	43
Cook books	47	

The changes from 1995 to 2003 are very small. The paperback has gone up to the top five replacing the cook book.

Why did I buy just this book?

The question inquired about the last book bought but also seems to accurately represent all the purchase motives of those who buy a lot of books.

The comparisons between 1995 and 2003 are not possible because the results were documented in different ways.

The most important reasons for buying in 2003 were

Following books on a specific subject matter	39%
Pure impulse buy	13%
Filling up the book shelf little by little	11%
I heard about an interesting book from a friend	10%
Direct sales to home	10%
Following the works of a specific writer	10%

Miscellaneous information from 2003

Most of the respondents who bought more than 10 books a year watch television about the same amount of time than those who buy little or no books, but are an obvious minority amongst those who watch television 23 hours a week. The study didn't inquire about the type of programs watched.

Half of the respondents who bought more than 10 books use the Internet daily and 13% say they don't use the Internet at all. Those who buy a lot of books use the Internet clearly more than those who don't buy any books.

Those who bought more than 10 books read newspapers, general magazines, professional journals and special interest magazines regularly, and clearly more than those who bought a few or no books.

Those who bought more than 10 books have on average 723 books (median 400). The average amongst all respondents is 261 books (median 110).

PART 3 Respondents who bought a lot, a few or no books in 1995 and in 2003

This part compares respondents who bought more than 10 books in the past 12 months, respondents who bought 1-4 books and respondents who didn't buy any books in 1995 and 2003. The group that bought 5-10 books isn't included in the comparison.

A summary of the most significant differences

Table 7 displays the background information from 2003 that most clearly correlates with whether the respondent bought more than 10 books in the past 12 months or no books at all.

Table 7 *The most significant differences in the past 12 months between respondents who bought more than 10 books in the past 12 months and those who didn't buy any books in 2003.*

Bought more than 10 books in the past 12 months, 14% of all respondents	Didn't buy any books in the past 12 months, 22% of all respondents
Three women per two men	Two men per one woman
30-39 years old	Under 30 years old
academic or polytechnic degree	Comprehensive school qualifications or vocational qualifications, no post graduate studies
Couple with children under 6 yrs	Household with adults only
The larger the district of residence, the more of them	The smaller the district of residence, the more of them
The last book I bought was non-fiction.	The last book I bought was light fiction.
I use the Internet daily.	I don't use the Internet at all.
There are more of them amongst those who watch TV less than 22 hours a week compared to those who don't buy books at all.	There are four times more of them amongst those who watch TV more than 2 hours a week compared to those who buy more than 10 books.
Reads regularly all kinds of magazines much more than someone who doesn't buy books.	Reads regularly all kinds of magazines much less than someone who buys a lot of books.
Reads all newspapers regularly, reads Helsingin Sanomat five times more often than those who don't buy books.	Reads Helsingin Sanomat regularly a lot less, reads the number one provincial paper as much and other newspapers less than those who buy a lot of books.
Reads Pirkka, monthly supplement of Helsingin Sanomat, and Suomen Kuvalehti clearly more often than those who don't buy books.	Is a lot more familiar with 7 Päivää and Seura magazines than those who buy a lot of books.
Reads both magazines, newspapers and books more than those who don't buy books	Reads both magazines, newspapers and books less than those who don't buy books

The best bookstore customer still seems to be the 30 to 49 years old woman who lives in a city and has an academic degree, with at least one child under 6 years. She most probably buys non-fiction books as well as children's and juvenile books.

The willingness to buy some products

The respondents who participated in the study were asked about their willingness to buy some products. The 1995 study named 24 products and services, of which four were different types of printed books and one an electronic book.

In 2003 the study named the same products and services than in 1995 however printed books were divided into seven different types and electronic books were divided into a book on tape and an Internet book.

Other products and services varied from music to skin care products, from language courses to gyms, and from flower bouquet to a keg of beer. The reply options were

- would be very willing to buy
- would be quite willing to buy
- would not be very willing to buy
- would not be willing to buy at all

Table 8 displays some products and services, excluding books, that showed the largest differences in their desirability between respondents who bought a lot of books and those who didn't buy any books in 2003.

Table 8 *I would be very or quite willing to buy, % of respondents*

Product	Respondents who more than 10 books		Respondents who 1-4 1-4 books		Respondents who buy any books	
	1995	2003	1995	2003	1995	2003
Theater ticket	74	75	56	69	41	45
A keg of beer	39	34	39	36	43	54
Language course	60	49	38	45	33	25
Concert ticket	72	68	50	63	41	50
Skin care products	61	60	55	57	42	45
Multiple ticket to the movies	46	60	35	50	34	45
Giving/ sending some flowers	62	58	55	52	47	43

Table 8 displays products that showed more than 15% difference in their desirability between respondents who bought more than 10 books and those who didn't buy any books in 2003. Only with the keg of beer the option turns out to be in favour of those who don't buy books.

Respondents who bought more than 10 books were more willing than those who bought less or no books to buy 19 products in 1995, and 18 products in 2003.

It looks like those who buy a lot of books are more willing to spend money in general (and more able to spend money) than those who buy less books. Or, those who are the most willing and the most able to spend money buy the most books.

Table 9 shows the differences regarding books. The questions were more specific in 2003 than in 1995. The named literature types are displayed the same way in the table as they were in the questionnaire.

Table 9 *I would be very or quite willing to buy, % of respondents*

Product	Respondents w bought more than 10 books		Respondents w bought 1-4 books		Respondents w didn't buy any books	
	1995	2003	1995	2003	1995	2003
Fiction book	79		40		23	
Hard cover fiction book		87		65		34
Paperback fiction book		69		44		22
Non-fiction book	72		38		29	
Hard cover non-fiction book		72		54		34
Paperback non-fiction book		50		29		21
Series of large volume reference books/ encyclopedias	34		20		20	
Large volume reference book (multi-volume non-fiction books or encyclopedias)		38		33		23
Paperback detective novels/ romance	36		22		21	
Hard cover light fiction		70		46		32
Paperback light fiction		61		47		27
Electronic book (ie from CD-ROM to computer screen)	23		13		18	
Electronic book as a CD-ROM/other device		13		8		6
Electronic book from the Internet		5		6		9

The 1995 fiction book and the 2003 hard cover fiction book, and the 1995 non-fiction book and the 2003 hard cover non-fiction book are comparable. The 1995 paperback detective novels/ romance are quite comparable to the 2003 paperback light fiction.

The 1995 electronic book and the 2003 electronic book as a CD-ROM/ other device are comparable. As the belief in breakthrough and generalization of electronic books increased, respondents were more willing to buy them in 1995. Now the willingness to buy them has decreased, partly because of the small supply and the experiences respondents have had with them.

The willingness to buy large volume reference books (multi-volume non-fiction books and encyclopedias) has increased, even though the sales are still clearly below the 1995 levels.

Book reading in the past four weeks

Finns are eager book readers. In the past four weeks at least three out of four respondents who didn't buy any books, read them. This can be explained with the eager use of the library.

The question named 4 different literature types in 1995 and 28 in 2003. Table 10 displays the five most read literature types of each group in 1995 and 2003.

Table 10 Read in the past four weeks, % of respondents

	Respondents who bought more than 10 books		Respondents who bought 1-4 books		Respondents who didn't buy any books	
	1995	2003	1995	2003	1995	2003
Domestic fiction	51	53	28	31	18	
Translated fiction	48	56	26	26	17	
Cook book	46	50	33	36	24	25
Memories, biographies, history	45	42	23			
Nature, animals, natural sciences	45		23			20
Children's and juvenile books		42				
Sports					17	20
Thriller and action					19	17
Other non-fiction or special interest						20
Professional book						
Didn't read at all	1	1	8	15	26	24

In 2003 respondents who bought more than 10 books read a lot more translated fiction than domestic fiction which they used to read the most. In both years the top books were otherwise similar, but in 2003 respondents read more children's and juvenile books than nature and animal books where reading has clearly decreased.

Amongst all respondents, cook books were clearly the most popular.

Book buying in the past 12 months

What kind of books were bought the most

The question named 4 different literature types in 1995 and 28 in 2003.

Table 11 displays the five most popular literature types from each group in 1995 and 2003.

Table 11 Bought books in the past 12 months, % of respondents

	Respondents who bought more than 10 books		Respondents who bought 1-4 books	
	1995	2003	1995	2003
Domestic fiction	64	66	18	31
Translated fiction	64	60	13	26
Children's and juvenile books	52	51	20	
Memories, biographies, history	51	43		
Cook book	47		16	36
Poetry and aphorisms			12	
Paperbacks				
Other non-fiction or special interest			12	22
Professional book				22

Respondents who bought more than 10 books bought as much domestic as translated fiction in 1995. In 2003 there were a lot more buyers of domestic fiction. In 2003 the paperback was so popular that it pushed the cookbook down the list, and was also more popular than memories and biographies.

It can be assumed that respondents who bought 1-4 books bought on average more books in 2003 than in 1995. Amongst them, cookbook is the most popular, but more of them have also bought fiction, special interest and professional books.

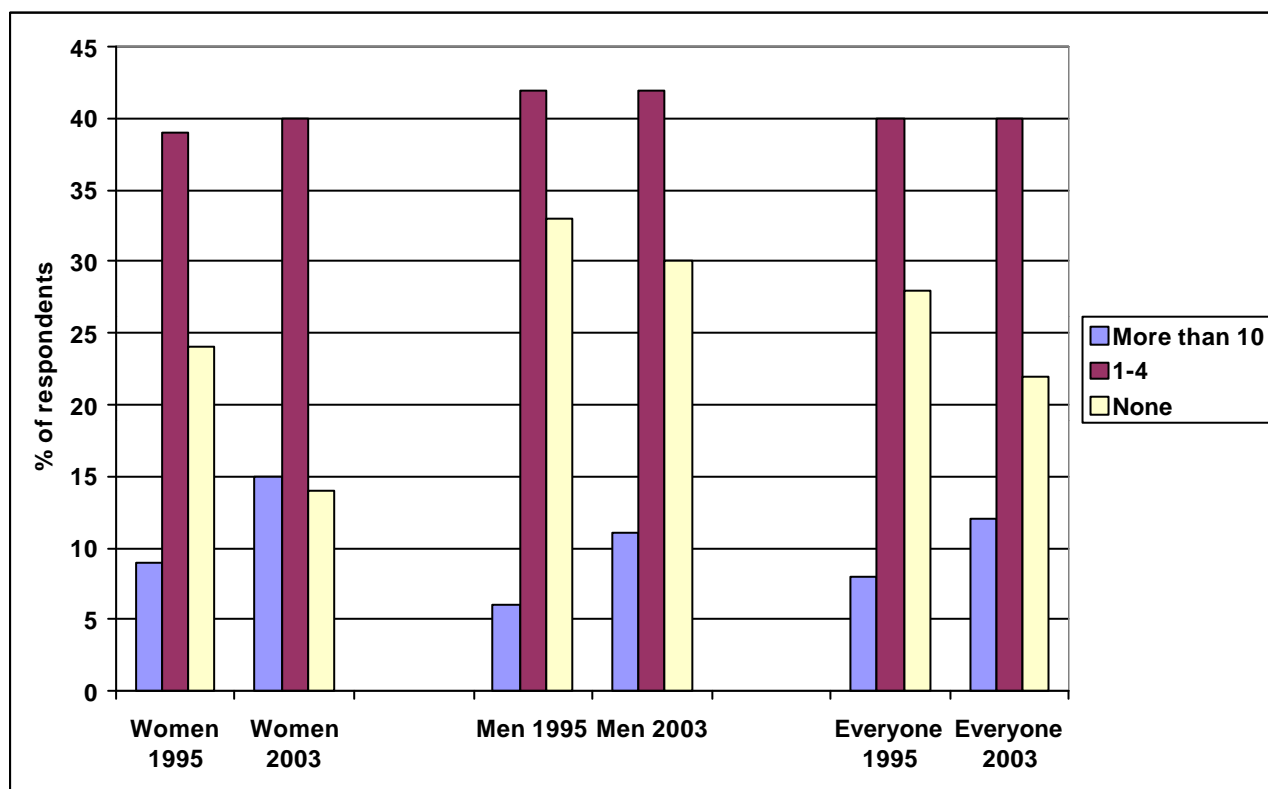
Amongst all respondents, measured by the number of buyers, the top place in 1995 was shared by domestic fiction and children's and juvenile books. In 2003 domestic fiction was the most popular, children's and juvenile books following close behind.

An analysis by background groups

From here on the summary examines how many of, for example, 30-39 year olds didn't buy any books, how many of those who have an academic degree bought 1-4 books, and how many of those who live in Helsinki bought more than 10 books in the past 12 months.

The examination doesn't include those who bought 5-10 books in the past 12 months or those who couldn't say or didn't want to answer.

Figure 18 Bought books in the past 12 months, all respondents



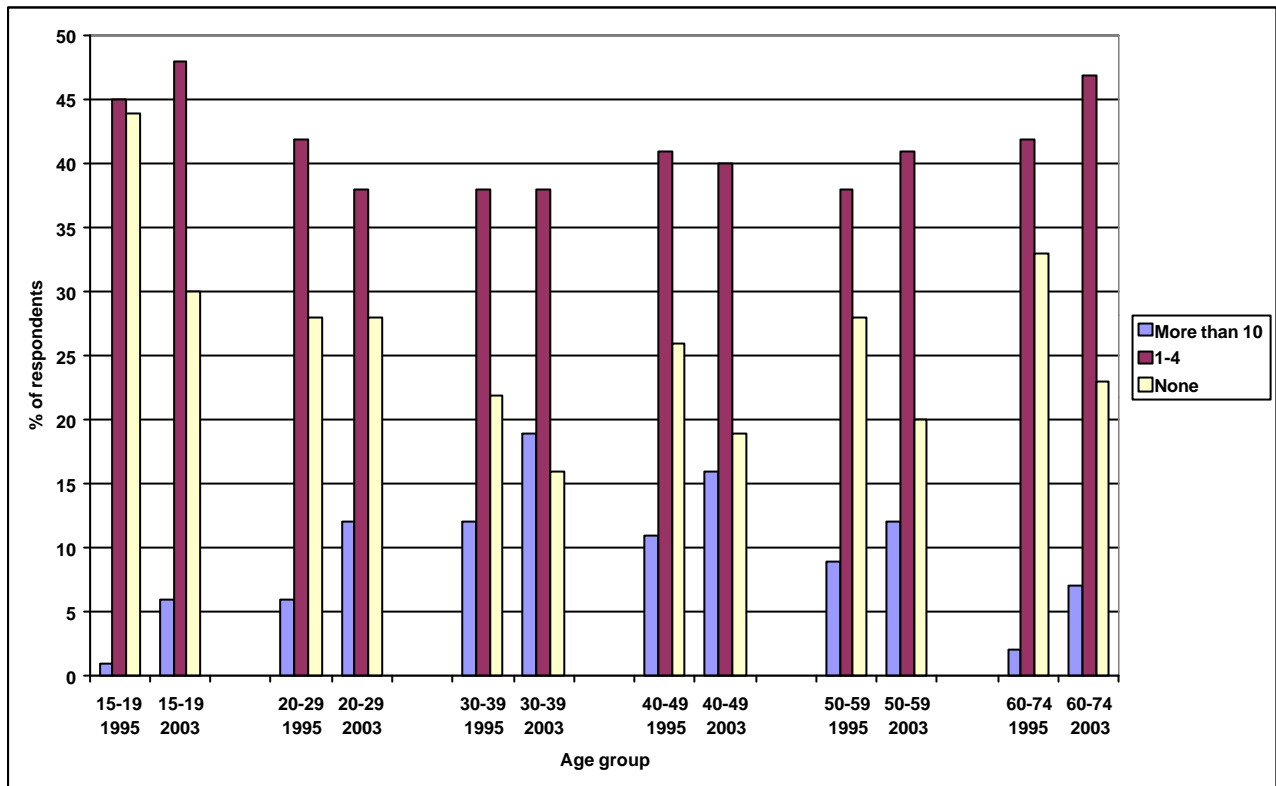
Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The number of male respondents who bought more than 10 books doubled in 2003 compared to 1995. Their number has grown 50% amongst all respondents. The group still has three women to one man.

The distribution and number of those who bought 1-4 books is nearly identical in both years.

The number of women who don't buy any books has gone down by half, but the number of men has stayed pretty much the same.

Figure 19 Bought books in the past 12 months, by age group



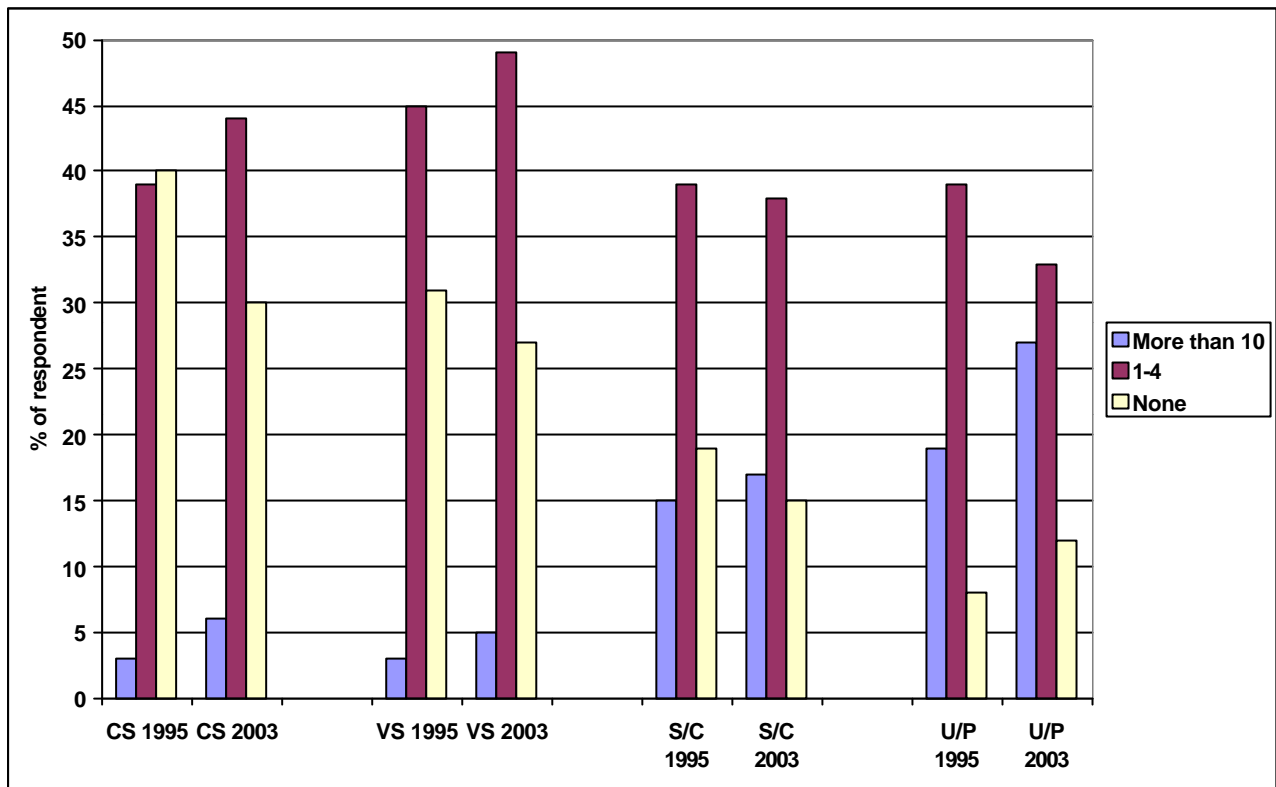
Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The number of respondents who bought more than 10 books has tripled in the youngest and the oldest age group, doubled in the 20-29 year old age group and clearly increased in all the other age groups as well.

The number of respondents who bought 1-4 books has stayed pretty much the same in all age groups except the 20-29 year olds group, which had a lot less respondents in 2003 than in 1995.

There was the same number of respondents who didn't buy any books in the 20-29 year olds group in both years, in all the other age groups their number has decreased, most clearly in the youngest age group.

Figure 20 Bought books in the past 12 months, by age group



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

CS = Comprehensive school, elementary school, senior primary school or intermediate school

VS = Vocational school

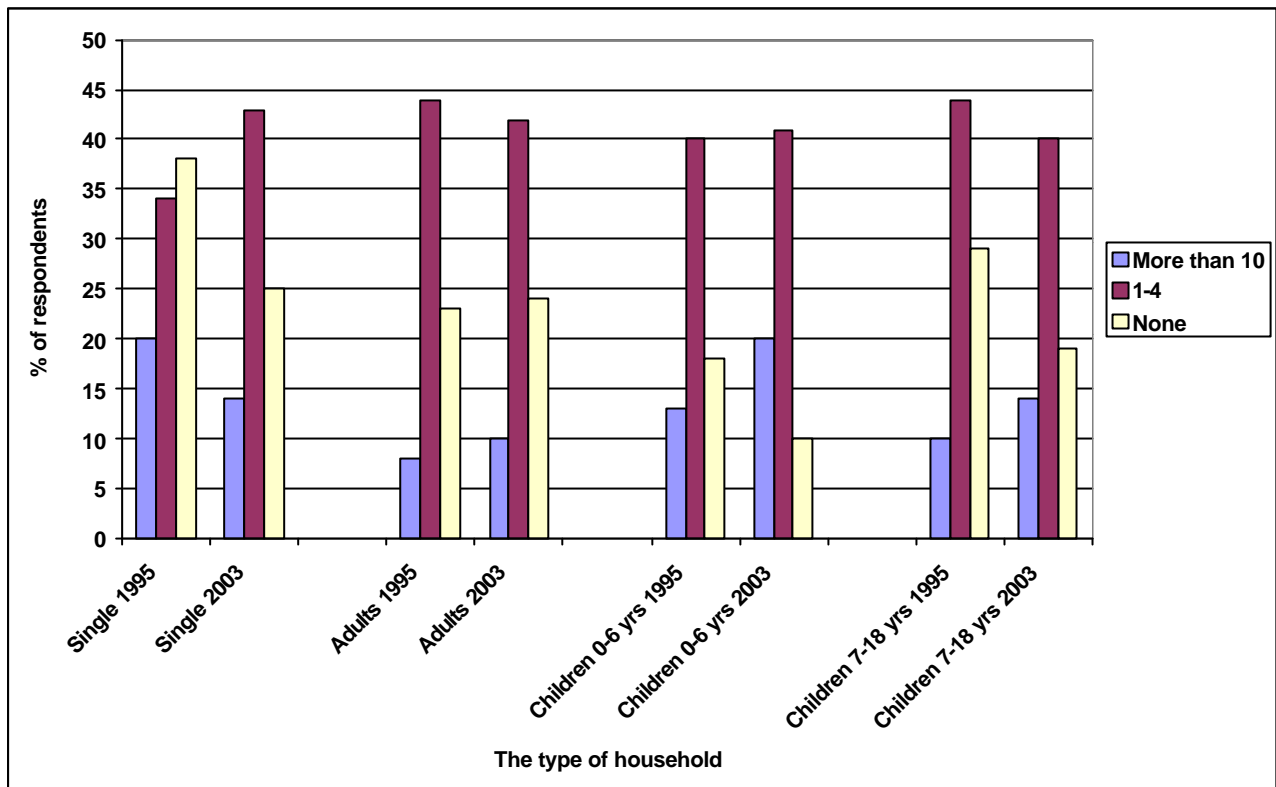
S/C = Upper secondary school or vocational college

U/P = University or Polytechnic

The higher educated the respondent is, the more books he/she will buy. With respondents who bought more than ten books the divide is between upper secondary school graduates and comprehensive school graduates. In all groups the number of respondents who bought more than ten books has increased.

It can be seen as slightly surprising that the number of respondents who didn't buy any books has increased amongst university and polytechnic graduates.

Figure 21 Bought books in the past 12 months, the type of household



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

Single = Over 18 years old who lives alone

Adults = Two or more over 18 years old adults

Children 0-6 = Couple with children who are under 7 years old

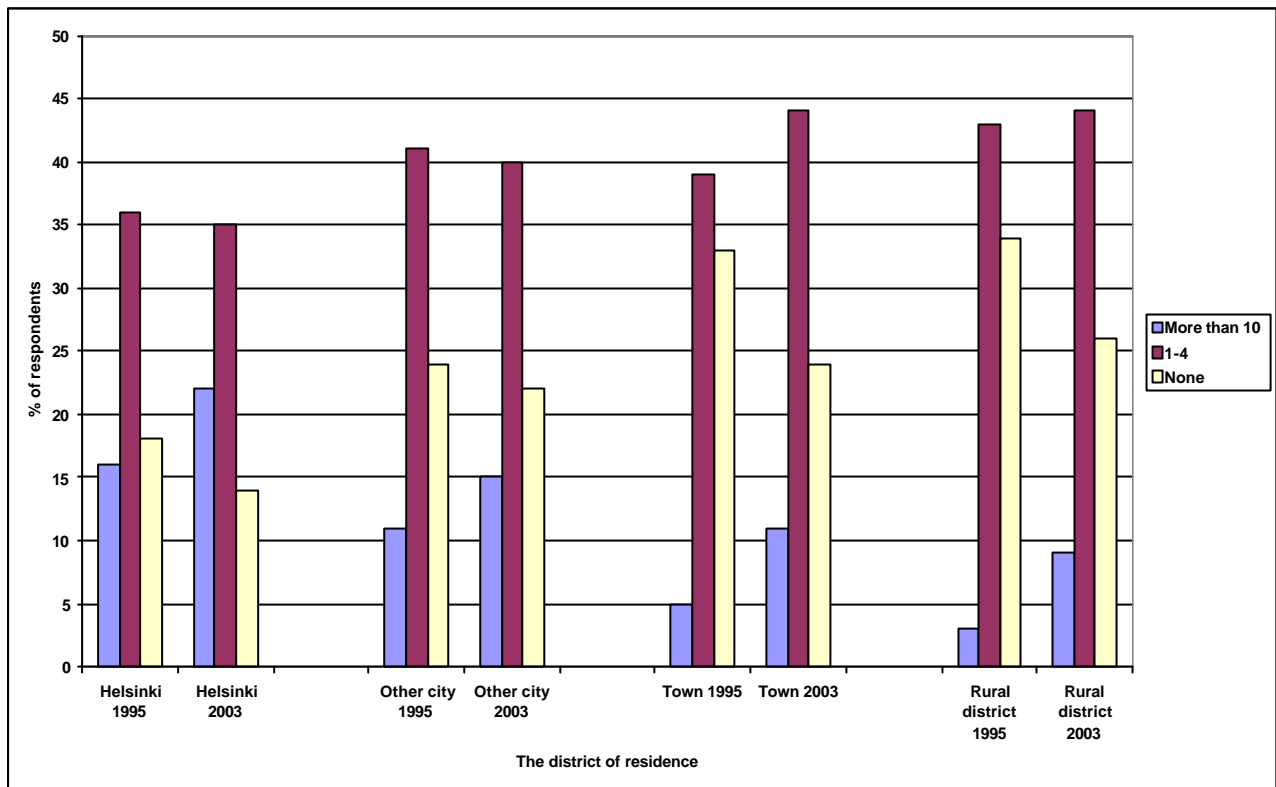
Children 7-18 = Couple with children who are 7-18 years old

The number of respondents who bought more than ten books as well as those who didn't buy any books has clearly decreased amongst those who live alone.

The number of respondents who bought more than ten books has increased amongst couples with children, as the number of those who didn't buy any books amongst them has decreased.

The changes are smallest amongst the households with adults.

Figure 22 Bought books in the past 12 months, the district of residence



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

Helsinki = Helsinki, Espoo, Vantaa and Kauniainen

Other city = A city with more than 50,000 inhabitants

Other town = A town with less than 50,000 inhabitants

Rural district = All rural districts

The number of respondents who bought more than 10 books has increased in all municipalities, and the most in towns and rural districts.

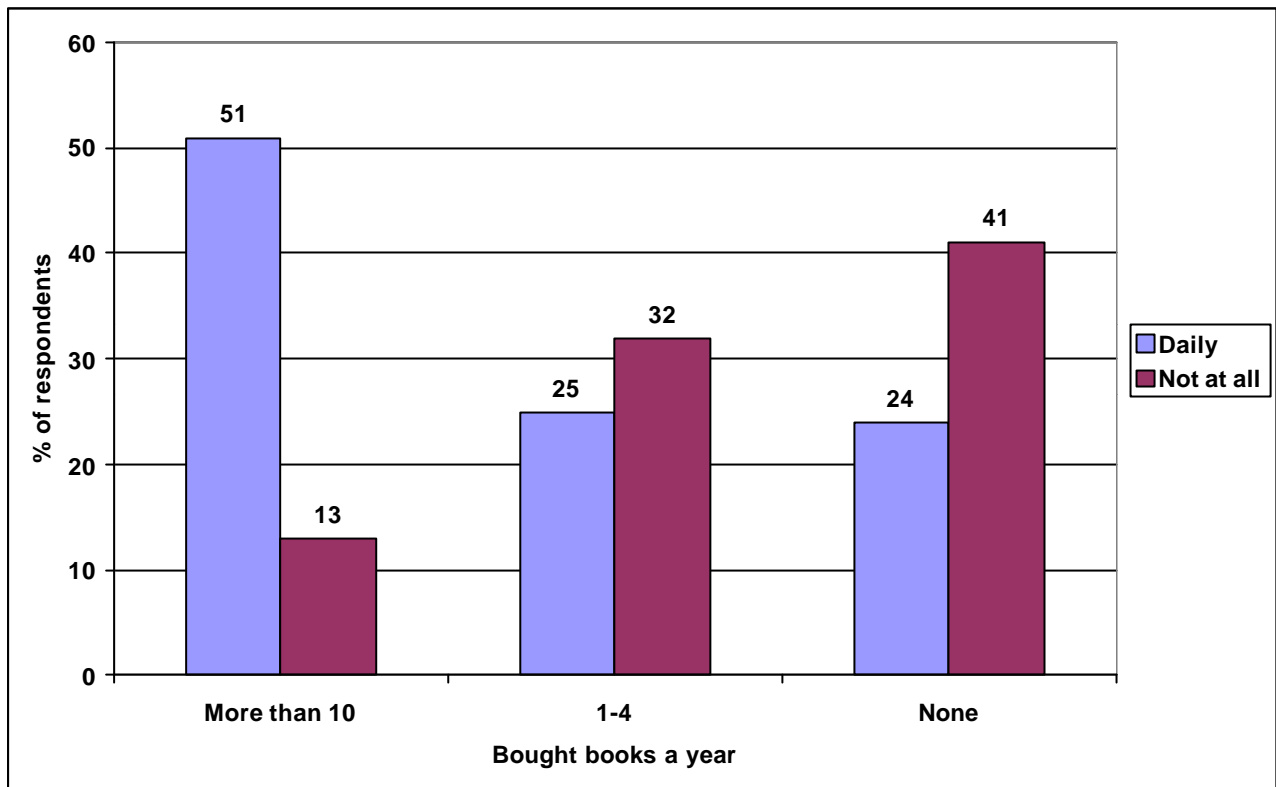
The number of respondents who bought 1-4 books has stayed pretty much the same except in towns where their number has increased.

The number of respondents who didn't buy any books has decreased in all districts, the least in cities outside of Helsinki.

Electronic communication and book buying

Almost all 15 to 74 year old Finns watch television regularly, two thirds listen to the radio regularly, and every other uses the Internet at least once a week. The link between using the Internet and watching television, and book buying is to be examined more closely.

Figure 23 Use of the Internet and book buying



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The study asked about the use of the Internet only in 2003. The question didn't differentiate whether the Internet was for work, study or personal use. Also, it wasn't asked what kind of opportunities the respondents have for Internet use.

Respondents who bought more than 10 books stood out as a group of active Internet users as well as a group who clearly has the smallest percentage of those who don't use the Internet.

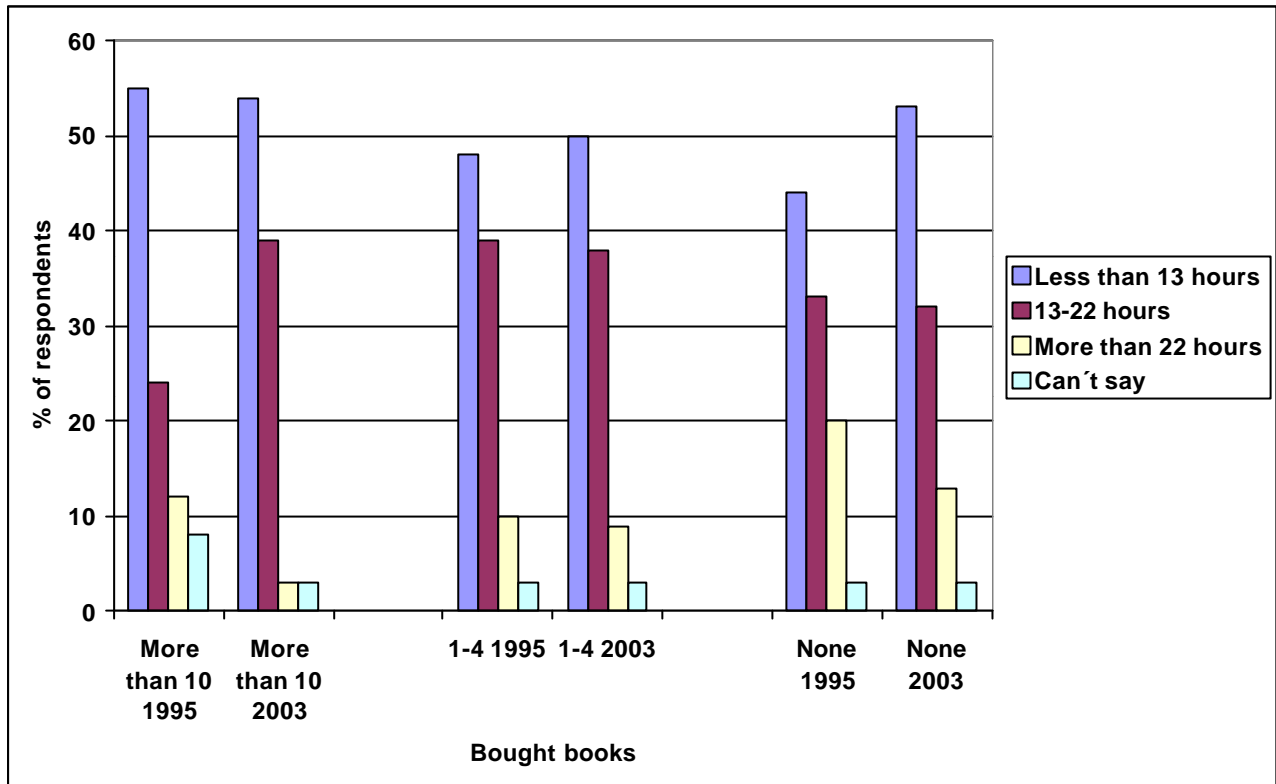
19% of respondents who bought more than 10 books had bought at least one book through the Internet in the past 12 months. To many others the Internet is a tool to acquire information about books.

Amongst respondents who bought 1-4 books there are less daily Internet users than those who don't use the Internet at all. Also from this group, 2% had bought at least one book through the Internet in the past 12 months.

Half of the respondents who didn't buy any books don't use the Internet at all.

Internet use and book buying correlate positively. Both correlate positively also with high education.

Figure 24 *How many hours a week did those who bought books/those who didn't buy any books watch television*



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

The question measures only the time spent watching television, not the type of programming the respondents watched or what time.

Respondents who bought more than 10 books watched television generally less than those who bought less books.

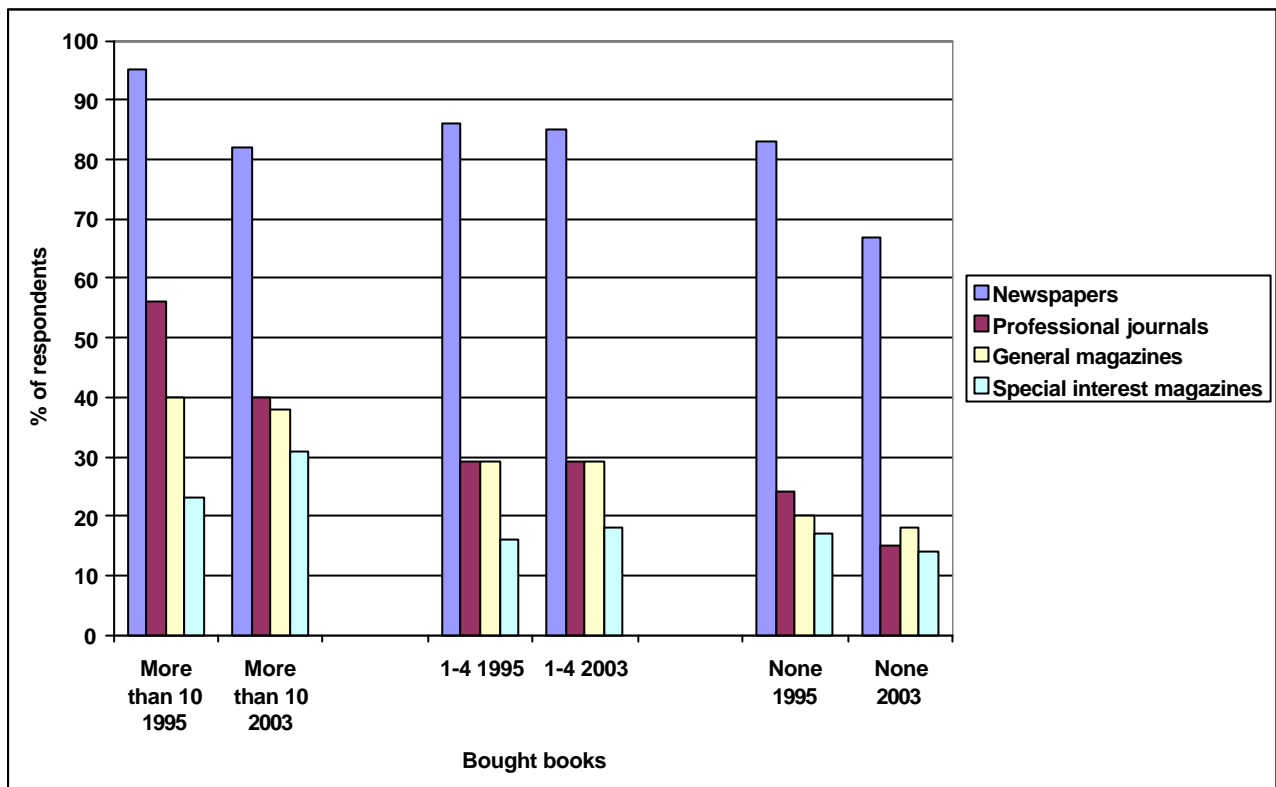
The number of those who watched television more than 22 hours a week is clearly smaller in 2003 than in 1995. It can be assumed that the growing use of the Internet takes time away from watching TV.

Magazine reading and book buying

Several studies that concern the use of leisure time and the media have noticed that reading materials accumulate. Finland Reads –studies try to find the connection between magazine reading and book buying.

In Finland more than 80% of general magazines and nearly all newspapers, except afternoon papers, are subscriptions and the number of single copies of the circulation is small.

Figure 25 What kind of magazines did respondents who bought more than 10 books/ who didn't buy any books read regularly



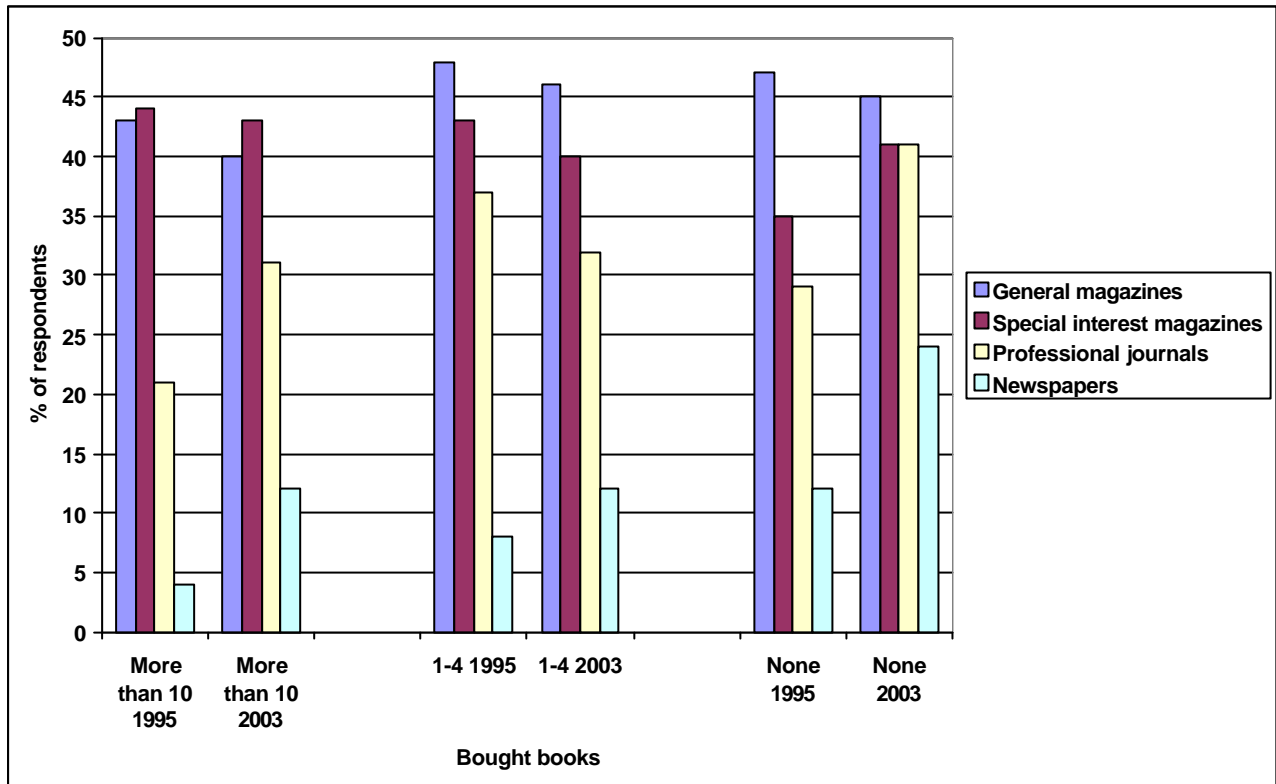
Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

Amongst respondents who bought more than 10 books, the reading of newspapers and professional journals has clearly declined. Perhaps they have been replaced by special interest magazines and the Internet?

Respondents who bought 1-4 books haven't changed their magazine reading habits much at all.

Respondents who didn't buy any books have remained pretty much as interested in general magazines as before, but regular reading of other magazines has declined.

Figure 26 What kind of magazines did respondents who bought books in the past 12 months/ didn't buy any books read once in a while



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

Amongst respondents who bought more than 10 books, the reading of newspapers and professional journals has become more irregular than before.

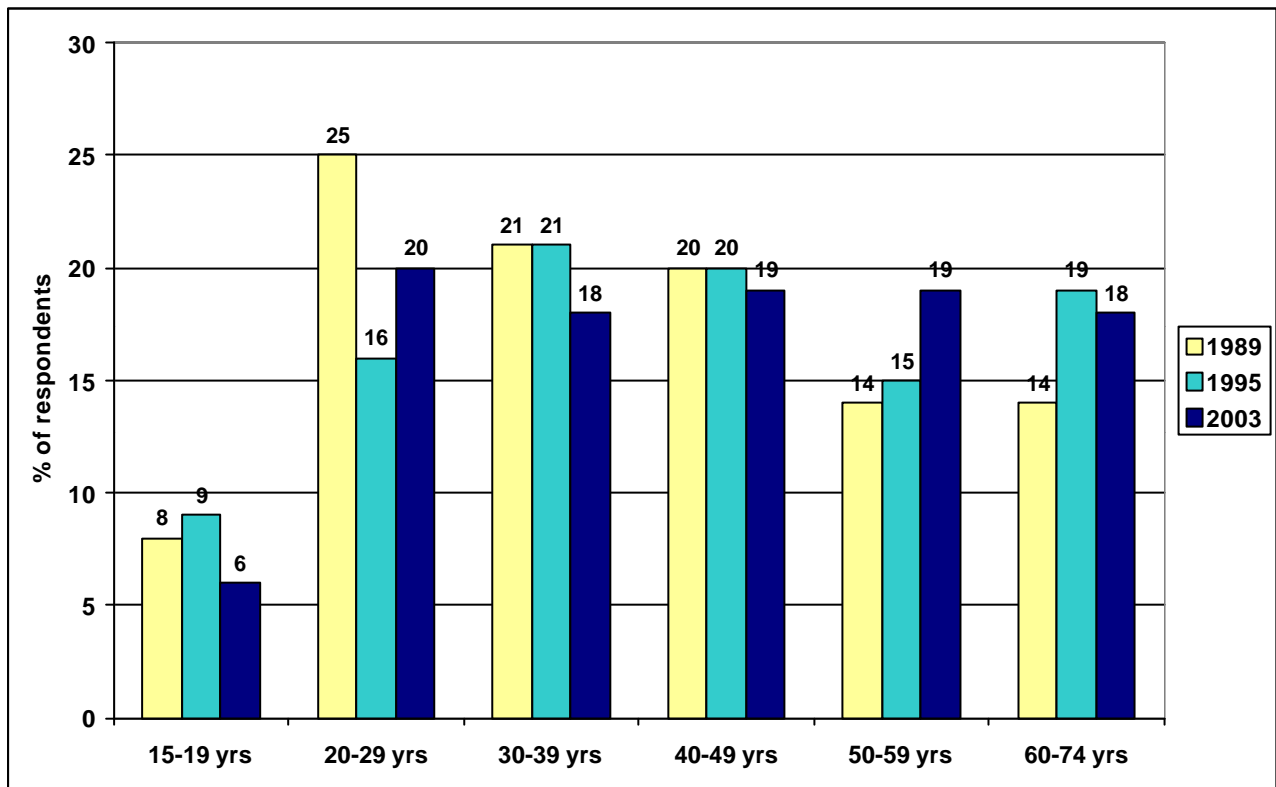
On the whole it seems that the reading of newspapers and professional journals has become more irregular than before. Most probably free newspapers have partly replaced the subscribed newspaper. The information from professional journals is probably now partly acquired more through the Internet.

PART 4 Backgrounds of respondents and study method

Backgrounds of respondents

The backgrounds of respondents are emphasized to represent the 15-69 year old Finnish population in 1989 and the 15-74 year old population in 1995 and 2003.

Figure 27 Respondents by age group



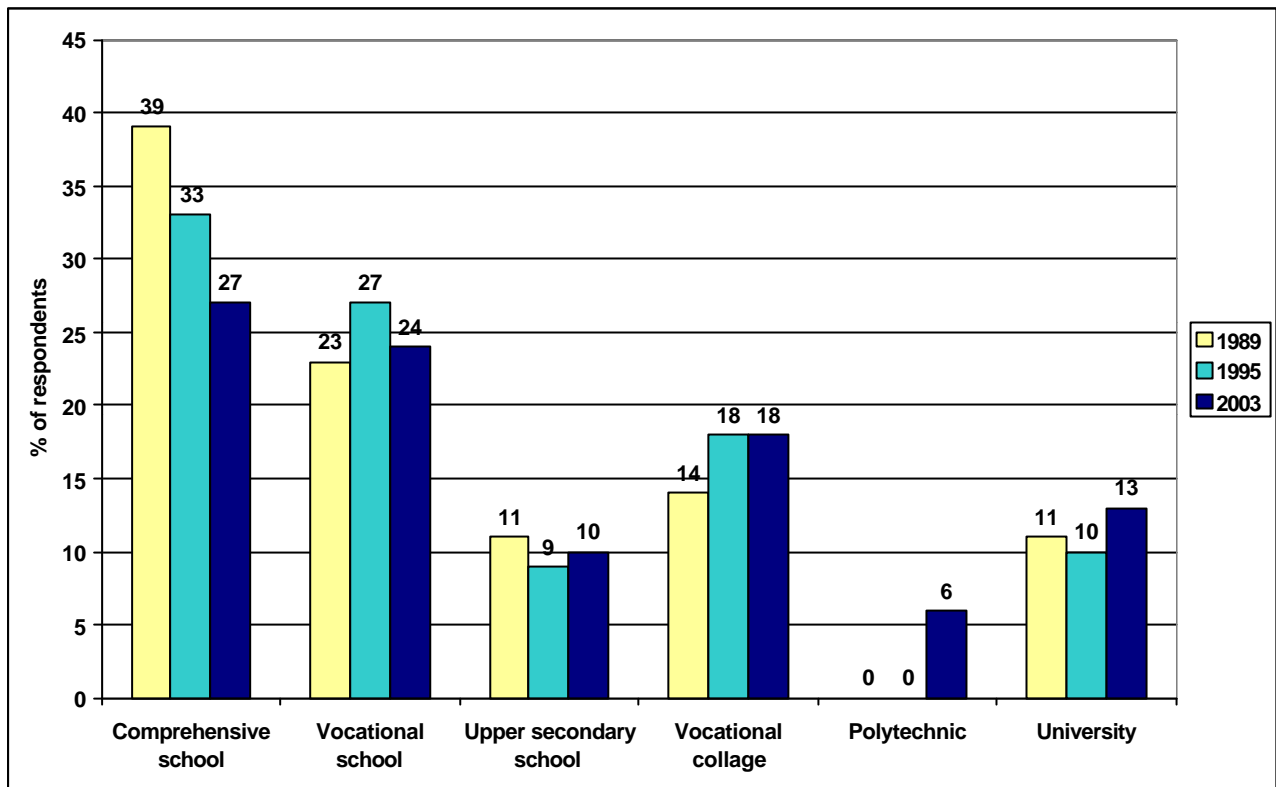
Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy
Please notice! In 1995 the oldest age group was 60-69 year olds.

The big changes in the two youngest age groups follow the changes in the birth rates. The exceptionally low birth rate in 1965-1974 shows in the percentage of 20-29 year olds in 1995, and the low birth rate after 1984 shows in the percentage of 15-19 year olds in 2003.

The exceptionally large age groups after 1945 show in the increasing number of 50-59 year olds in 2003.

The small percentage of 60 year olds in 1989 is due to the study's age limit of 69; in 1995 and 2003 the age limit was 74.

Figure 28 Respondents by educational background



Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

According to the old educational system, comprehensive school represents elementary school, senior primary school, intermediate school or, according to the new system, comprehensive school. The number of those with only comprehensive school qualifications is further declining in the whole population. In 2003 57% of them were over 50 years old and 5% of them were 20-29 years old.

To most respondents, vocational school represents a certificate from a vocational school. According to the present terminology it means vocational qualifications.

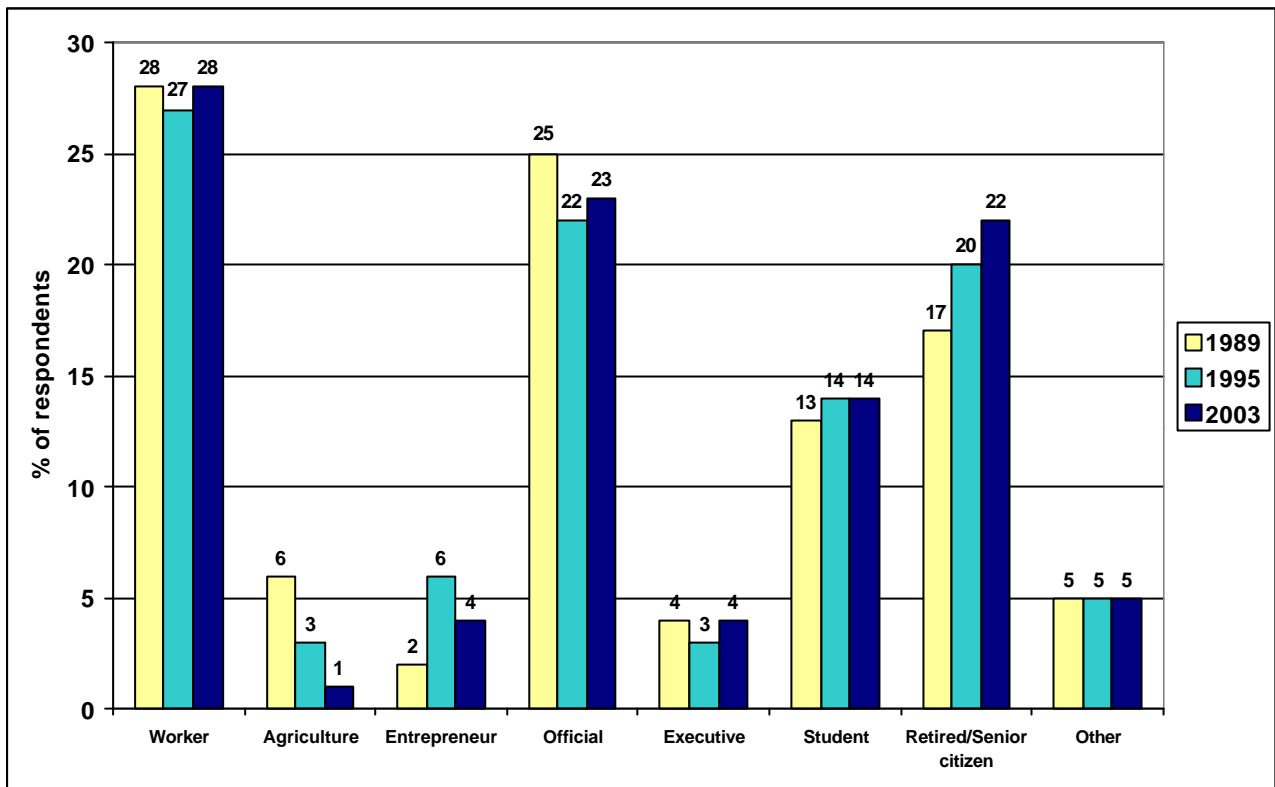
Upper secondary school represents someone who has passed the matriculation examination, or upper secondary school graduate who doesn't have vocational qualifications or an academic degree. Part of the 20-29 year olds who belong to this group haven't yet started or are in the middle of their postgraduate studies.

To most respondents, vocational college represents a certificate from a vocational college. According to the present terminology it too means vocational qualifications. In the past few years vocational colleges have turned into polytechnics or other institutes that lead to vocational qualifications.

Practically, there have been polytechnic graduates only after 1995. Their number in the population is increasing.

The number of those with academic or other higher education degrees of the whole population seems to be increasing at least somewhat.

Figure 29 Respondents by occupational group



Source: Finland Reads-studies 1995, and 2003, Taloustutkimus Oy

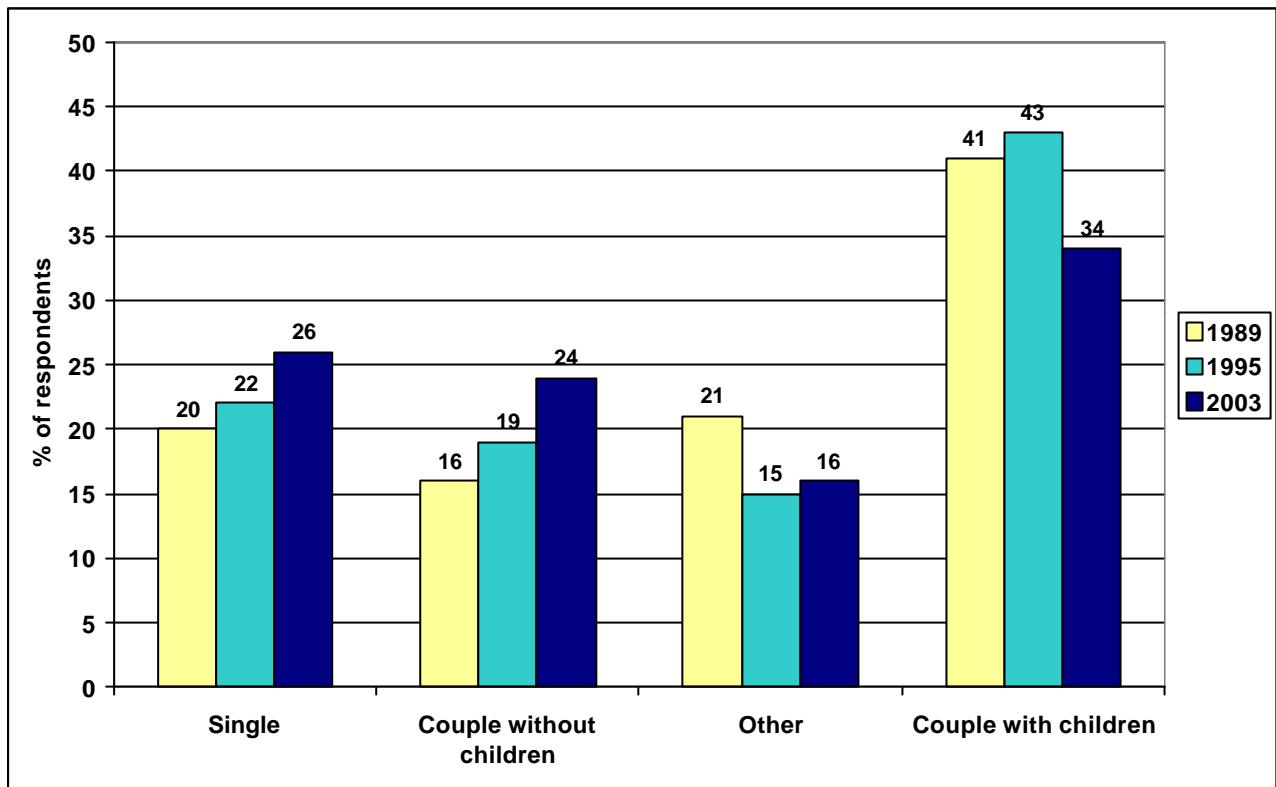
The clearest differences are in the declining number of people in agriculture and the increasing number of retired/senior citizens.

Many officials and executives felt the effects of the recession in the beginning of the 1990's. The assumption of a secure job proved to be fallacy.

The number of entrepreneurs increased in two ways from 1989 to 1995. Officials and executives who had lost their jobs became entrepreneurs and at the same time young IT-business entrepreneurs emerged in the working scene. Since then many of these entrepreneurs have returned to regular jobs either with new job openings in the rising economy or by selling their companies and continuing as the company's executives.

The amount of workers and officials has stayed the same from 1995 to 2003. The number of those in traditional working-class jobs has declined, but the number of those who say they work in the service industry has increased more than the number of officials.

Figure 30 Respondents by the type of the household



Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

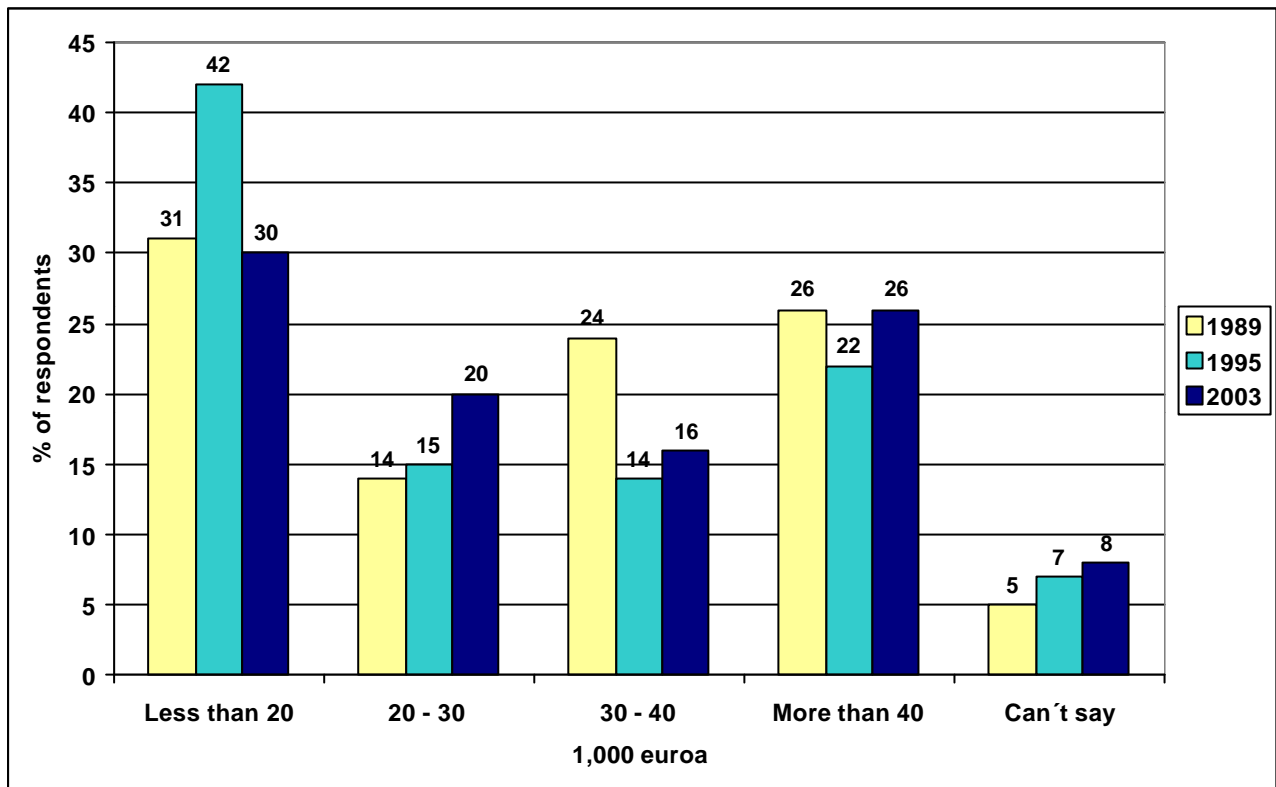
Single represents a person over 18 who lives alone. The number of single households has increased with retired widows and young people who live alone longer than before.

Couple without children represents married or unmarried couples who don't have children. The number of these types of households has increased with couples who wait longer to have children and with retired/senior citizens as well as married couples from the baby boom population whose children have moved away from home.

Other represents a household of two or more persons over 18, excluding married or unmarried couples. A significant number of respondents in this group are students.

The number of couples with children has declined significantly since 1995.

Figure 31 Respondents by the yearly income of the household



Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

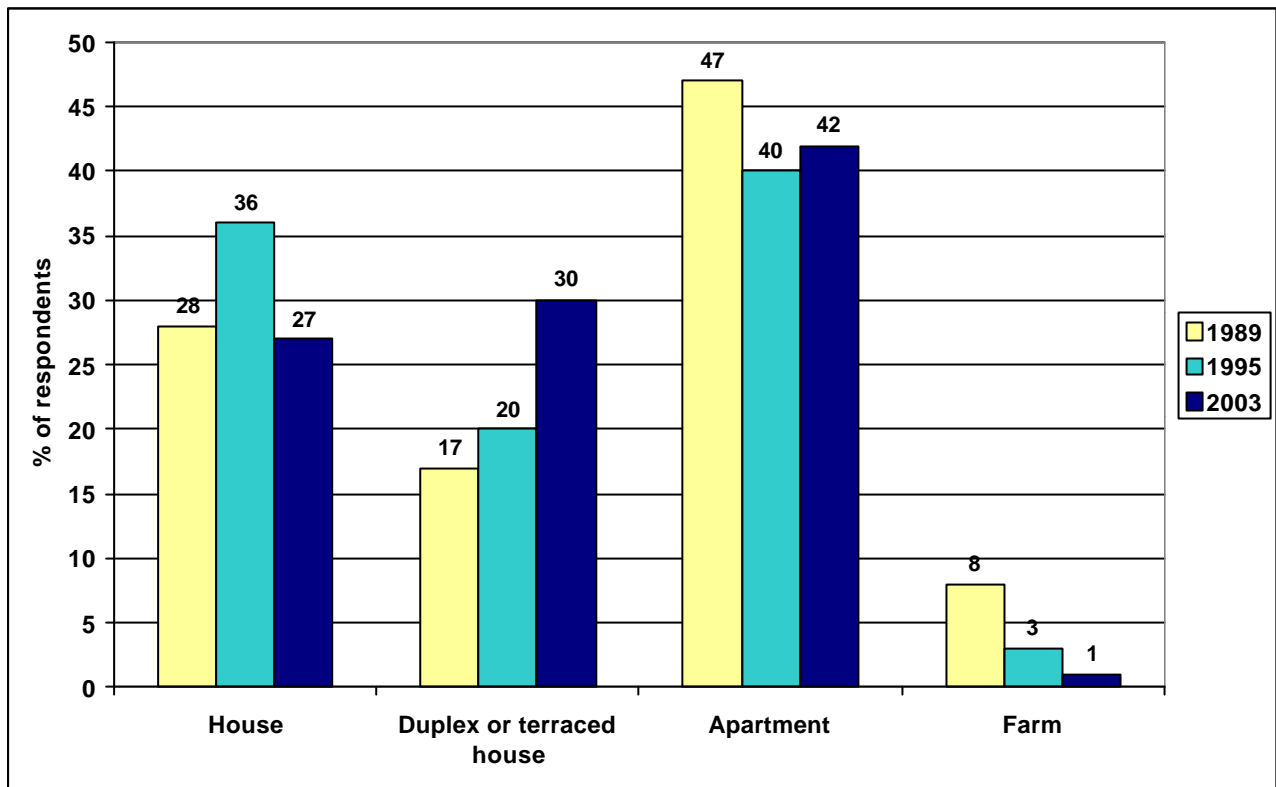
The yearly income represents the common gross income of a household.

The incomes of 1989 and 1995 have been changed to match the incomes of 2003 according to the income level index of wage earners.

The effects of the recession can be seen in the steep increase of the households in the smallest income bracket and in the steep decline of the households in the 30,000-40,000 e income bracket in 1995.

The recession also affected somewhat the households in the largest income bracket, but the situation has quickly returned to its former state. That group also includes the most of those respondents whose income doesn't solely depend on their wages.

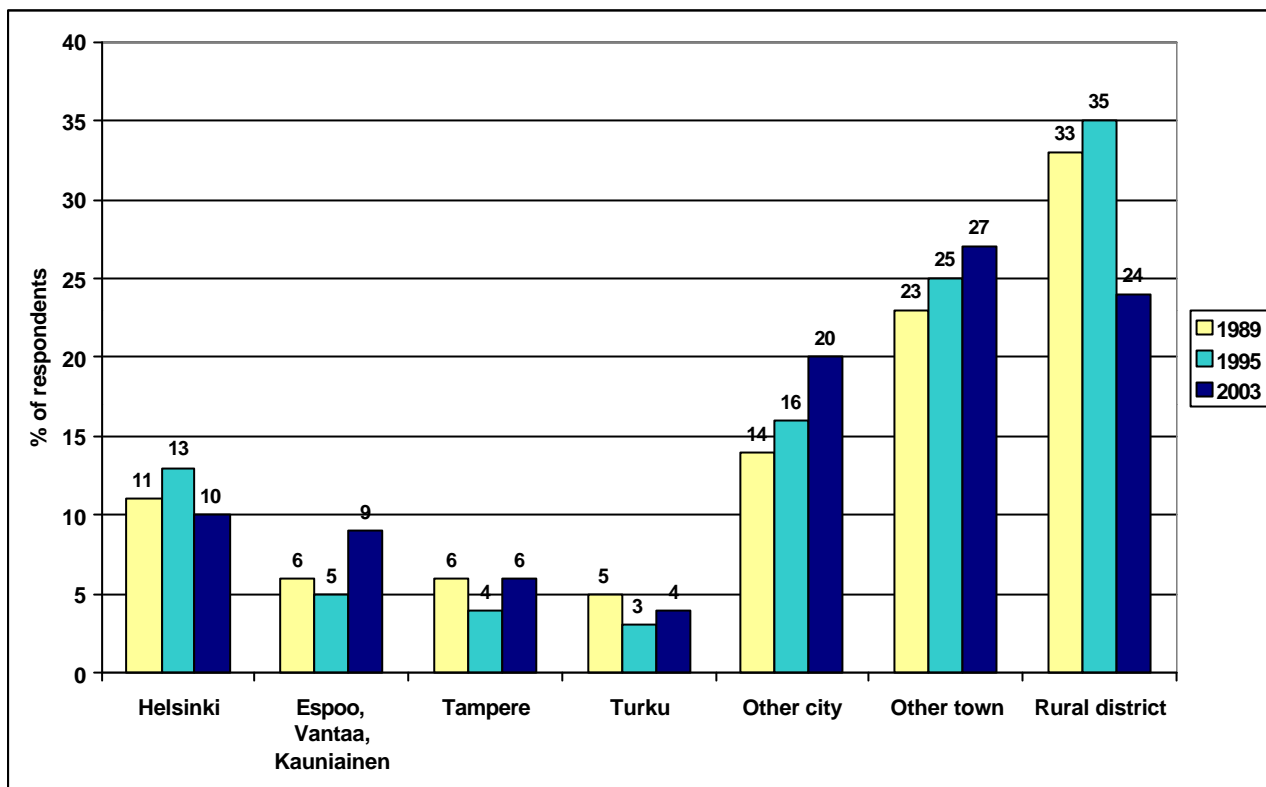
Figure 32 Respondents by the form of household



Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

Amongst one-family households, duplexes and terraced houses have been replacing houses. However, most Finns still live in apartments. The number of those who live on a farm has become very small.

Figure 33 Respondents by the district of residence



Source: Finland Reads-studies 1989, 1995, and 2003, Taloustutkimus Oy

The most obvious change is urbanization, especially after 1995.

Study method

The study was done by Taloustutkimus Oy's interviewers who gave out the questionnaires while they were conducting other interviews, and the respondents returned the questionnaires by mail.

The study was done all years in April-May. Book reading was measured from the past four weeks and book buying in the past 12 months before the questioning.

Target group

1989	15-69 year old Finns
1995	15-74 year old Finns
2003	15-74 year old Finns

1989	3,533,000 persons
1995	3,825,000 persons
2003	3,895,000 persons

People who lived in Ahvenanmaa (0,5% of the whole population) weren't part of the target group

Reply percentage

1989	gave out 1,647 questionnaires, 964 returned, reply percentage 59
1995	gave out 1,616 questionnaires, 992 returned, reply percentage 61
2003	gave out 1,980 questionnaires, 979 returned, reply percentage 49

The results of all three studies are partly comparable, and the 1995 and the 2003 results almost completely comparable.

Book

The directions and questions presented to respondents emphasized that the replies should regard only books other than school and text books.