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# TURKEY READING CULTURE STUDY 2019

GRANT SCHEME FOR PARTNERSHIPS AND NETWORKS

OKUYAY 





TURKEY  
READING CULTURE  
STUDY  
2019



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## Introduction

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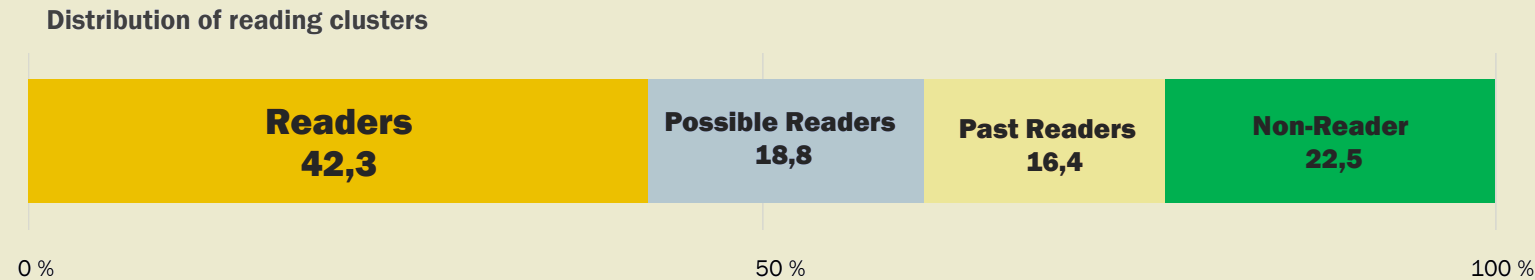
This study, which informs of the research data and analysis of reading culture in Turkey\*, comprises of the data obtained through questions developed to obtain information about reading habits, book preferences, reading and purchasing behaviours, habits relating to social media, television, etc. in the population over 15 years of age to put forward what needs to be done to be able to make reading culture more widespread.

This report fills a large gap, as it brings to light information about reading culture by conducting a study which had not been undertaken for many years. This study, which was developed to determine the current situation, identify what needs to be done to widespread reading culture and to provide recommendations as to how reading culture can be encouraged, will act as a road map foremostly for publishers, but to all individuals and organisations that are related to reading culture.

\* The study was conducted by KONDA Research and Consultancy Company following the award of a tender conducted according to the grant donor rules by the Turkish Publishers Association for the OKUYAY Platform.

## Introduction

One of the main objectives of the study was to identify “what mostly triggers reading”; and thus it was targeted to identify the reader profile and reading clusters of Turkey, to review the reading behaviours of the reading clusters, to find out how and how much families read to their children, to determine the perception toward libraries, to identify the challenges faced in access to books and libraries and to categorise the data obtained.



A comparison of data obtained from a similar study conducted by the company 11 years ago, showed that the number of readers in Turkey increased, and that the “possible reader” cluster is of a considerable size. To concentrate efforts on this cluster will ensure significant progress in terms of widespreading reading culture in a short period of time.

OKUYAY Platform

## About the Study: Sample and Distribution

The basis of this report is a field study conducted on 14 and 15 September 2019 whereby face to face interviews were conducted with 2929 persons. The study was designed and implemented to identify and track the trends and changes in preferences of respondents over the age of 15 in Turkey. As the aim was to collect data about books and relationship to reading of the population of Turkey, the sample was representative of the population over the age of 15. The sample was prepared with a layer approach using the neighbourhood a village results of the general election held on 1 November 2015 on the data on the Address Based Census according to size of registered neighbourhood and village and level of education. The areas of settlement were firstly grouped as rural/urban/metropolis and the sample was determined by taking into account 12 regions. The research data does not use provincial representation.

In the scope of the study, **face to face interviews were held with 2929 individuals in 166 neighbourhoods and villages of 104 districts in 29 provinces.** An age and gender quota was placed on 18 questionnaires in each neighbourhood.

| Level 1 (12 Regions)   | Provinces Visited |           |           |        |
|------------------------|-------------------|-----------|-----------|--------|
| Istanbul               | Istanbul          |           |           |        |
| Western Marmara        | Balıkesir         | Edirne    | Tekirdağ  |        |
| Aegean                 | Denizli           | İzmir     | Kütahya   | Manisa |
| Eastern Marmara        | Bursa             | Eskişehir | Kocaeli   |        |
| Western Anatolia       | Ankara            | Konya     |           |        |
| Mediterranean          | Adana             | Antalya   | Hatay     | Mersin |
| Central Anatolia       | Kayseri           | Sivas     |           |        |
| Western Blacksea       | Samsun            | Tokat     |           |        |
| Eastern Blacksea       | Trabzon           |           |           |        |
| Northeastern Anatolia  | Erzurum           |           |           |        |
| Middleeastern Anatolia | Malatya           | Van       | Tunceli   |        |
| Southeastern Anatolia  | Diyarbakır        | Gaziantep | Şanlıurfa |        |

| Level 1 (12 Regions)   | Rural         | Urban         | Metropolis    | Total          |
|------------------------|---------------|---------------|---------------|----------------|
| Istanbul               |               |               | 23.3 %        | <b>23.3 %</b>  |
| Western Marmara        | 0.6 %         | 1.9 %         |               | <b>2.5 %</b>   |
| Aegean                 | 3.3 %         | 6.8 %         | 4.8 %         | <b>14.9 %</b>  |
| Eastern Marmara        | 1.3 %         | 3.6 %         | 7.1 %         | <b>12.0 %</b>  |
| Western Anatolia       | 0.6 %         | 1.3 %         | 7.4 %         | <b>9.3 %</b>   |
| Mediterranean          | 2.8 %         | 6.5 %         | 5.5 %         | <b>14.9 %</b>  |
| Central Anatolia       | 1.2 %         | 3.6 %         | 1.2 %         | <b>6.0 %</b>   |
| Western Blacksea       | 1.8 %         | 3.0 %         |               | <b>4.8 %</b>   |
| Eastern Blacksea       | 0.8 %         | 2.5 %         |               | <b>3.2 %</b>   |
| Northeastern Anatolia  |               | 1.2 %         |               | <b>1.2 %</b>   |
| Middleeastern Anatolia | 1.2 %         |               |               | <b>1.2 %</b>   |
| Southeastern Anatolia  | 2.5 %         | 1.9 %         | 2.4 %         | <b>6.8 %</b>   |
| <b>Total</b>           | <b>16.0 %</b> | <b>32.2 %</b> | <b>51.8 %</b> | <b>100.0 %</b> |

## About the Study: Rules of the Field

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It was asked of the interviewers in the field to keep a record of not home/declined/accepted.

The interviewers were able to conduct interviews with one third of the households they visited.

**Number of interviewers in study: 148**

**Number of household door-knocks: 9027**

**Number of households with no one home: 3011**

**Number of households which declined to take the questionnaire: 3087**

**Number of persons who accepted to take the questionnaire: 2929**

The door-knocks in the neighbourhoods were selected at random, however the quota rule of age and gender to administer 18 questionnaires were observed. The interviews were conducted with **3 females and 3 males of the**

**15-32 age group, 3 females and 3 males of the 33-48 age group and 3 females and 3 males over the age of 49.**

Identification and contact information was asked of the persons interviewed in the field and address of the household where the interview was undertaken was recorded on a separate control form.

The field work was supervised with street checks, logical consistency control and telephone checks.

No cooperation was undertaken with any subcontractor other than KONDA. No other staff who is not affiliated with KONDA was assigned.

# About the Study: Content of the Questionnaire Form

The content of the study and content design of the questionnaire form was developed together with the Turkish Publishers Association and the OKUYAY Platform. When designing the questions and response options, the probable duration of the questionnaire and ensuring the questions are understood by different social profiles of the groups were taken into consideration, alongside the factors which needed to be ascertained from the population. Similar studies conducted in the past and a literature review was carried out when the questionnaire form was being developed. As a result, the questionnaire content was established according to the following headings.

| Demography            | Practices                          | Reading Demography                      | Book Preferences                           | Perception of reading                     | Children and Books              | Publishing Components                 |
|-----------------------|------------------------------------|-----------------------------------------|--------------------------------------------|-------------------------------------------|---------------------------------|---------------------------------------|
| • Age                 | • Internet use                     | • Does s/he read?                       | • Factors in preferring to read a book     | • Comparison of digital and printed books | • Children's ownership of books | • Frequency of library use            |
| • Gender              | • Social media preferences         | • Does s/he read for work?              | • Factors in preferring to purchase a book | • Opinion of book prices                  | • Reading to children           | • Frequency in visiting book fairs    |
| • Education           | • Mother tongue                    | • Does s/he read for pleasure?          | • Preference of genre                      | • Perception of secondhand books          | • Family support to reading     | • Frequency of use of bookstores      |
| • Education of mother | • Lifestyle                        | • Number of books read in last 3 months | • Preferences for fiction                  | • Perception of bookstores                |                                 | • Purchase and reading of periodicals |
| • Employment Status   | • Technology ownership             | • Frequency of purchasing books         | • Preferences for non-fiction              |                                           |                                 |                                       |
| • Type of Settlement  | • Preference of TV news            | • Where s/he buys books                 |                                            |                                           |                                 |                                       |
| • Civil Status        | • Participation in cultural events | • Number of books owned                 |                                            |                                           |                                 |                                       |
| • Having Children     |                                    | • Where and how often s/he reads?       |                                            |                                           |                                 |                                       |
| • Household Income    |                                    | • Who reads at home?                    |                                            |                                           |                                 |                                       |

## A note on reading the graphics:

A large majority of the quantitative data and percentages are represented in graphic form to explain the data. While one graph shows the distribution of variables, it can also house more than one important finding. Therefore, it was aimed to make the graphics easy to understand and less complex. In this scope, the percentage values of the variables were given in round numbers.

For example, the percentage value of 765 persons over the age of 49 is 26.329226%. Any fractions above 0.5 were rounded up and any below were rounded down to the next whole number. Therefore, this figure is simplified by rounding down to 26%. When more than one figure is rounded down in this way the total percentage is 99 and when rounded up, the total percentage is 101. Thus, in such graphics, the totals can be seen as 101 or 99, where it should be 100.

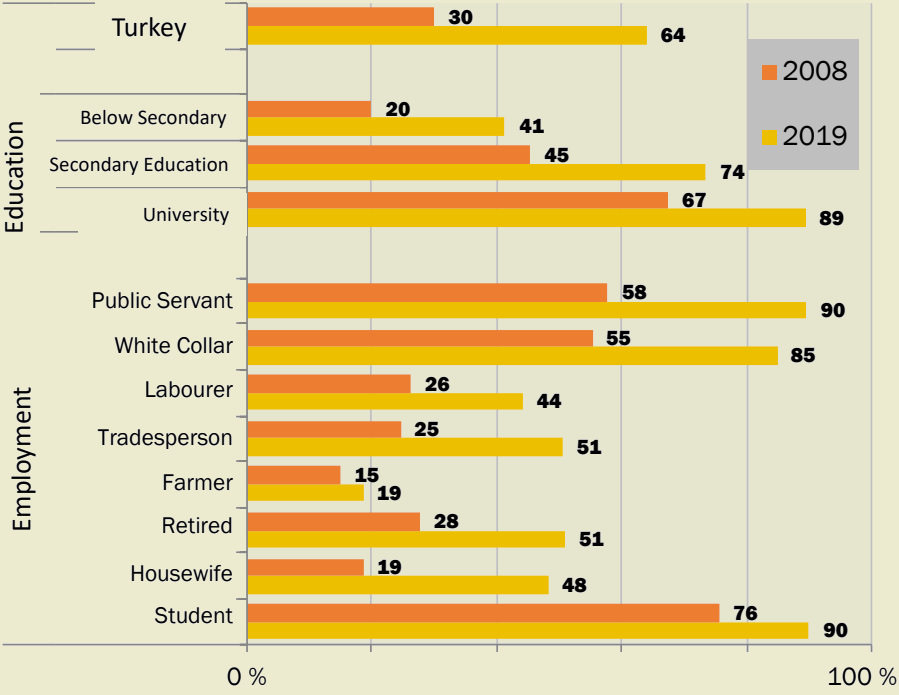
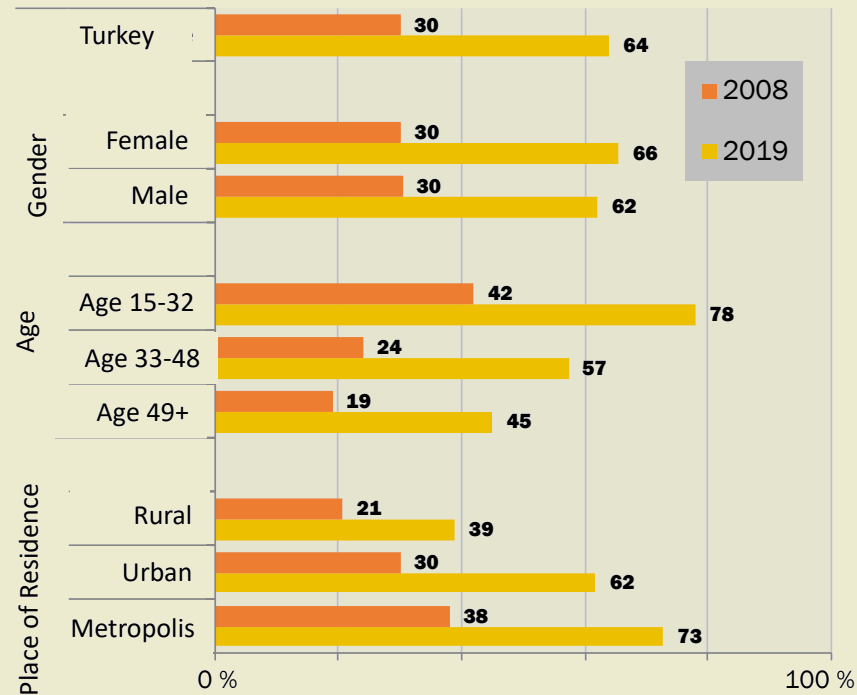
KONDA RESEARCH & CONSULTANCY



HOW MUCH OF TURKEY READS?

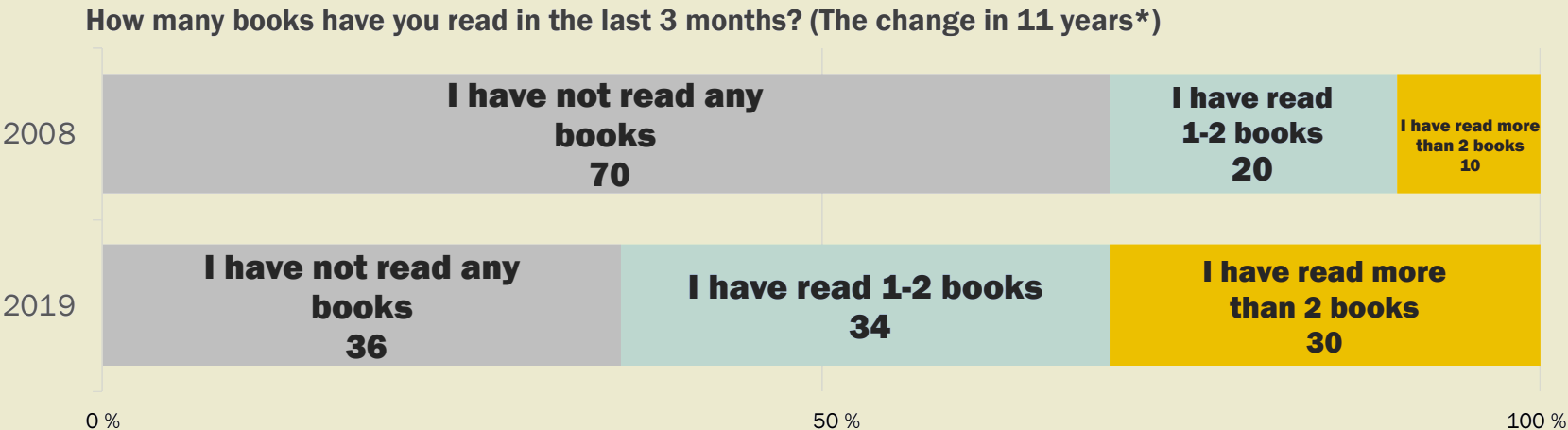
## How Much of Turkey Reads? (The Change in 11 Years)

The change in the percentage of those who state that they read\*



\* The same question was asked in the scope of the KONDA Lifestyles 2008 to 6482 people representative of the Turkish population over the age of 15. This graphic only shows the percentages of those who have read more than 1 book in the last 3 months. In the last 11 years, there was not a single social cluster that did not increase its reading percentage. These percentages show the statements of the respondents. Thus, although this increase shows the percentage of the “statement of reading” rather than the reading, it can still be considered a change in favour of reading culture.

# How Much of Turkey Reads? (The Change in 11 Years)



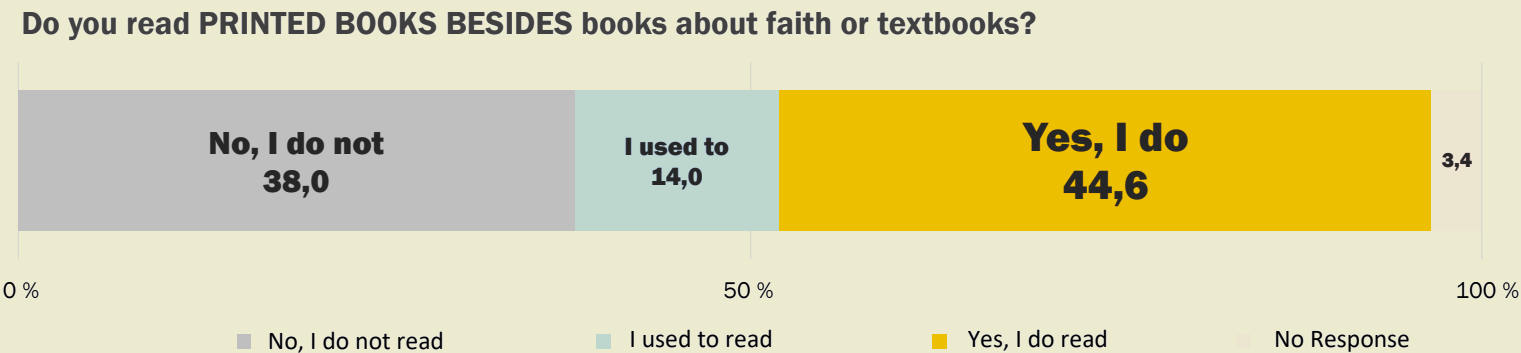
\*The same question was asked in the scope of the KONDA Lifestyles 2008 to 6482 people representative of the Turkish population over the age of 15. A significant change can be seen in the statements of people regarding reading books. When this question was asked in 2008, 70% had clearly informed that they do not read books and this percentage has decreased to 36% in this study. In other words, the percentage of people who state that they have read at least one book in the last 3 months increased from 30% to 64%.

The percentage of those who state they “**have not read any books in the last year**”, in the world\*:

|               |             |
|---------------|-------------|
| In the USA    | <b>24 %</b> |
| In ROMANIA    | <b>49 %</b> |
| EU in general | <b>32 %</b> |
| In Denmark    | <b>18 %</b> |

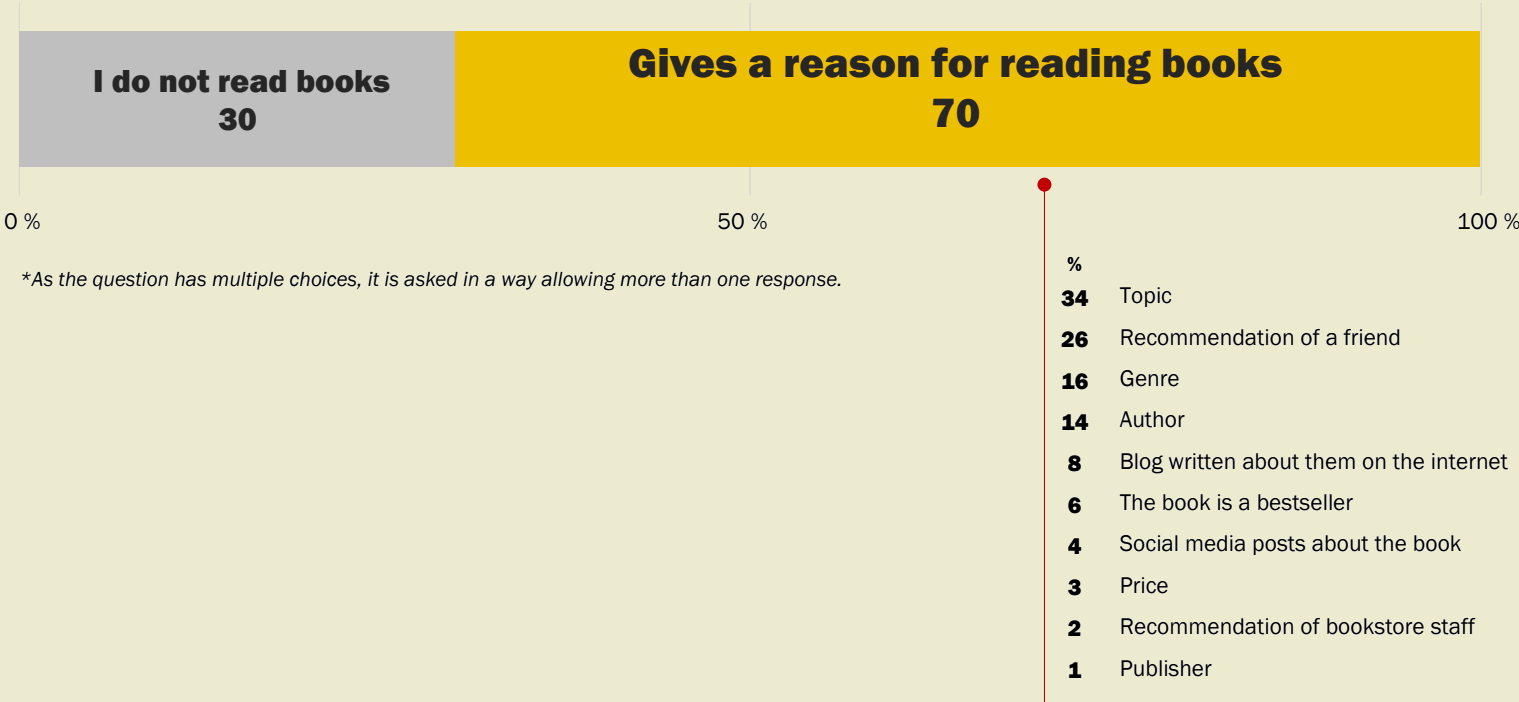
\*PEW RESEARCH 2018

## How Much of Turkey Reads?



# How Much of Turkey Reads?

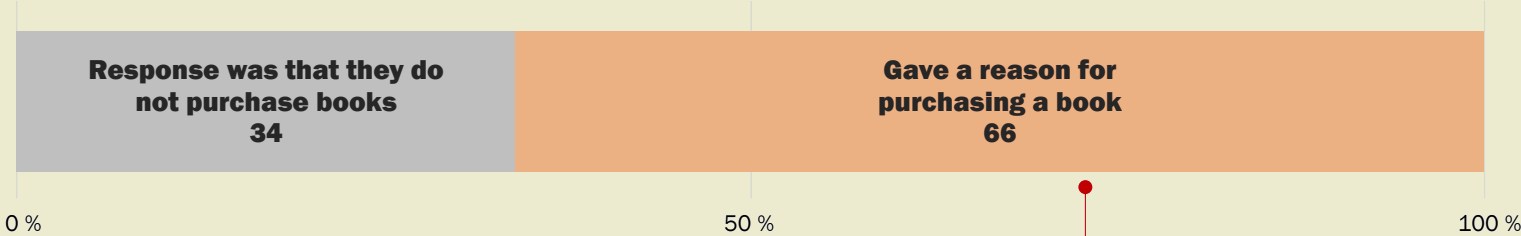
Which of the TWO reasons below are important in your decision to READ a book? (Multiple choice)



\*As the question has multiple choices, it is asked in a way allowing more than one response.

## How Much of Turkey Reads?

Which of the TWO reasons below are important in your decision to PURCHASE a book?\*



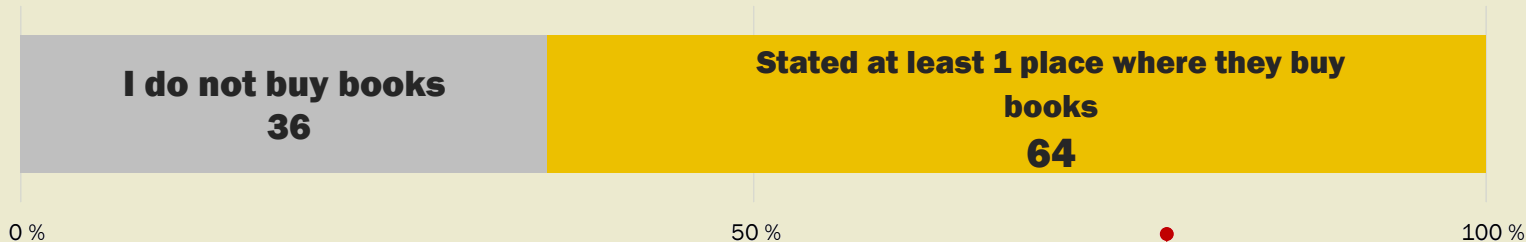
\*As the question has multiple choices, it is asked in a way allowing more than one response.

The preferences table for reasons for buying a book does not change from the last question. In this instance, 66% gave a reason for purchasing a book, while 35% responded, “I do not purchase books”. A review of the reasons for purchasing a book showed that the ranking of reasons were the same as for reasons of reading books: The first ranking reason is the topic of the book, followed by recommendation of a friend.

| %  |                                         |
|----|-----------------------------------------|
| 30 | Topic                                   |
| 25 | Recommendation of a friend              |
| 15 | Author                                  |
| 14 | Genre                                   |
| 8  | Blog written about them on the internet |
| 7  | The book is a bestseller                |
| 5  | Price                                   |
| 4  | Social media posts about the book       |
| 2  | Recommendation of bookstore staff       |
| 2  | Publisher                               |

# How Much of Turkey Reads?

Which do you prefer when purchasing books? \*

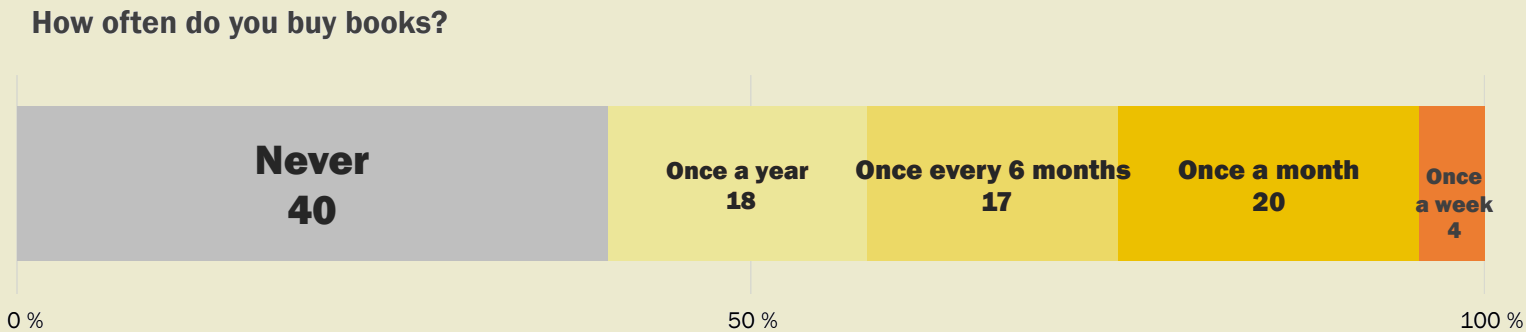


\* As the question has multiple choices, it is asked in a way allowing more than one response.

When asked about purchasing books, two-thirds of the respondents informed of their preferred ways to purchase books. Although it seems that a high portion of the general public prefers independent bookstores, those with a higher frequency of reading books prefer to buy books from chain stores and over the internet.

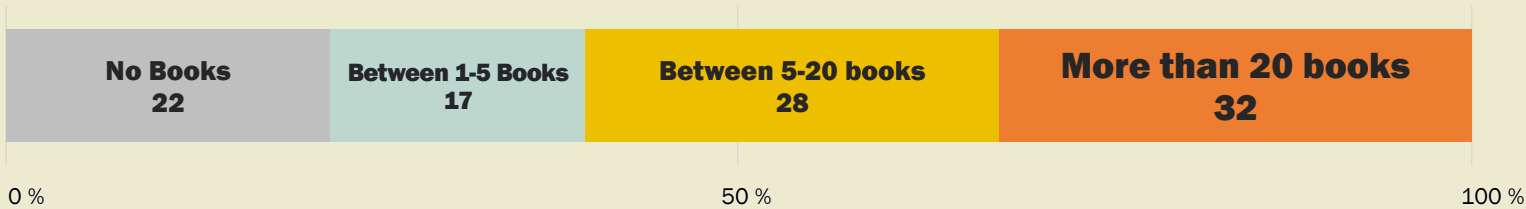
| %  |                                                                |
|----|----------------------------------------------------------------|
| 28 | Small, independent bookstore                                   |
| 24 | Chain bookstores such as D&R, Remzi                            |
| 18 | Online sale websites                                           |
| 14 | Secondhand bookstores                                          |
| 5  | Markets                                                        |
| 1  | Book/magazine kiosks at airports, intercity bus stations, etc. |

# How Much of Turkey Reads?

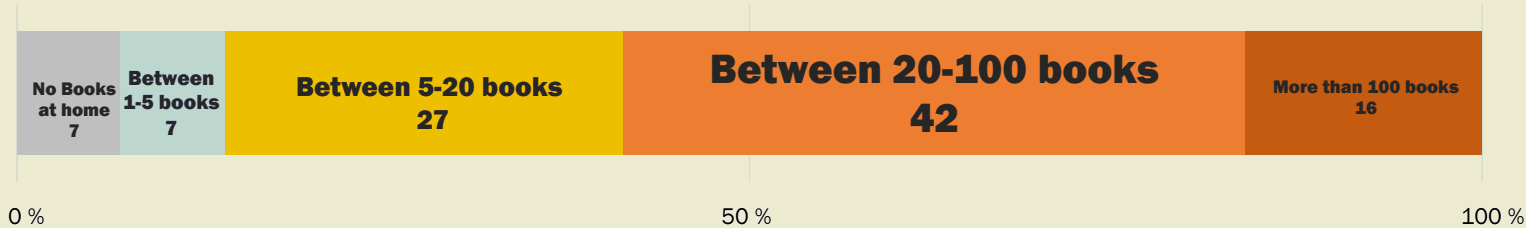


# How Much of Turkey Reads?

How many books DO YOU OWN?

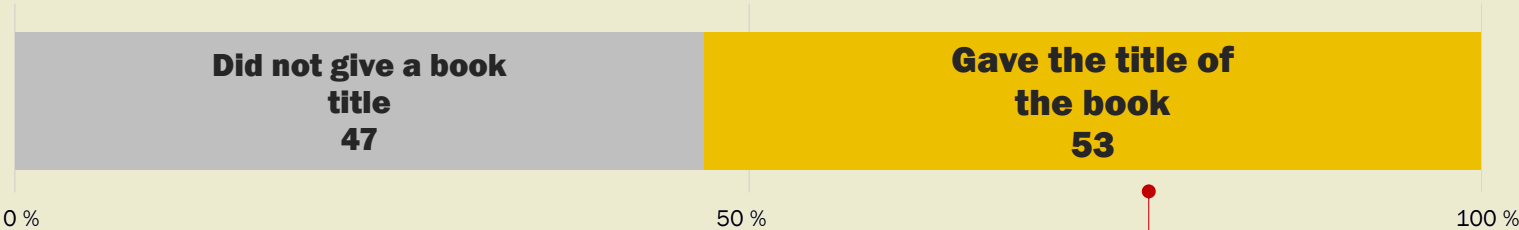


How many books do you have IN YOUR HOME?



## How Much of Turkey Reads?

Can you give the name of the last book that you read?



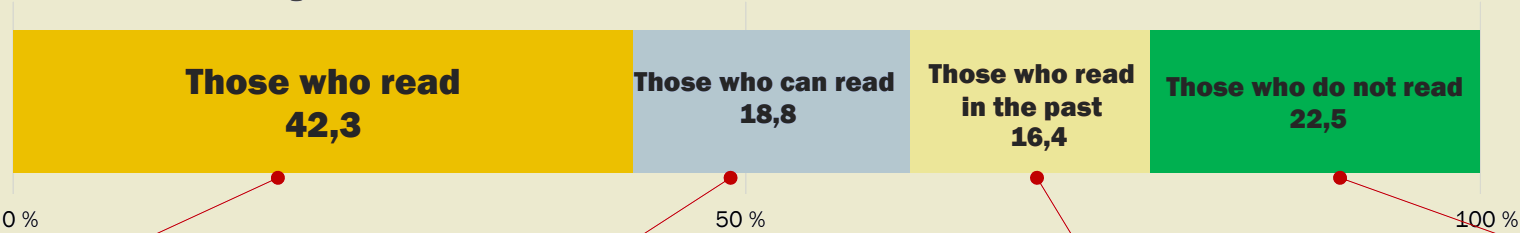
This question was posed as an open-ended question to all participants. The responses were categorized into genres. It is difficult to state that a certain book or author comes to the forefront when reviewing the answers. Out of the 2929 participants, 1561 respondents gave the name of more than 1000 VARIOUS book titles. It is not possible to claim that a certain author or book is found popular by a particular group.

| %  |                    |
|----|--------------------|
| 30 | Fiction            |
| 8  | Books of faith     |
| 7  | Non-fiction        |
| 3  | Self-help          |
| 2  | Academic books     |
| 1  | Childrens' books   |
| 1  | History            |
| 1  | Education/Training |
| 2  | Other              |

# Reading Clusters

An assessment of different questions which describe the rate of reading showed that people have different perceptions about reading. Someone who states that they do not read can be found to provide a response for where they purchase books or a reason to read, or can give the title of the book they last read. For this reason, when compiling the data to the questions “Reasons for reading” and “Do you read books?”, the below clusters come about. When all the data is reviewed in the framework of these four clusters, the findings can be considered more meaningfully.

Distribution of reading clusters



- They all read.
- All provide a reason for reading a book.
- 85% own more than 5 books.
- 80% gave the title of the book they last read.
- One-third is below the age of 24. One quarter are students.

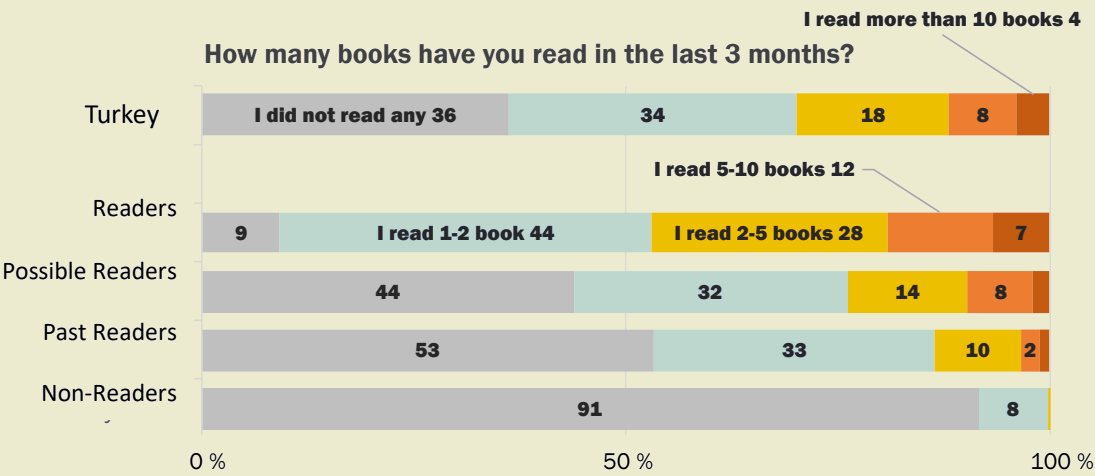
- A cluster which is defined as having the potential of being a reader.
- More than 60% purchase at least 1 book per year.
- Half stated the title of the last book they read.
- Although they stated that they don't read, they gave a reason to prefer to read a book.

- 67% is over the age of 33
- 15% stated that they read books, but the majority give the names of books of faith.
- Half never purchase books.
- Half have not read any books in the last 3 months. One third have only read 1 book.

- Have no practical relationship to reading.
- Very few could give the title of a book.
- They also do not read related to their work.
- 80% have less than secondary education.
- 20% have not gone to school.

# RELATIONSHIP OF THE CLUSTERS TO READING

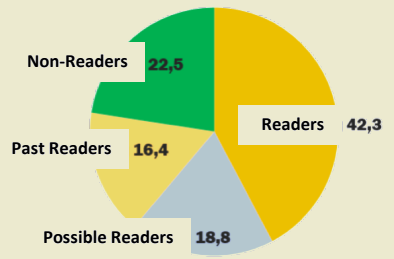
# Clusters' Relationship with Reading



**Efforts should be made to ensure that possible readers acquire the habit of reading.**

One-tenth of the 42% of “Readers” stated that they had not read a book in 3 months. On the other hand, 8% of the “non-readers” stated that they had read 1-2 books in the last 3 months. 4% of the country state that they have read more than 10 books in the last 3 months.

On average, Turkey has read 2.7 books in the last 3 months. This figure increases to 4.2 books in the cluster of “Readers”. As the number of books read by “Readers” is close to the Turkey average, this confirms that they are potential readers.



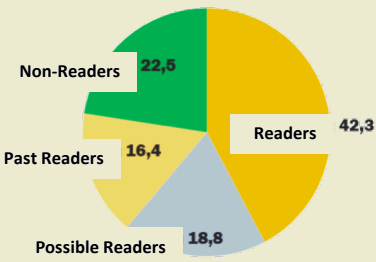
## Clusters' Relationship with Reading

What are the TWO important reasons which help to decide to PURCHASE a book?\*



### The Importance of Recommendation

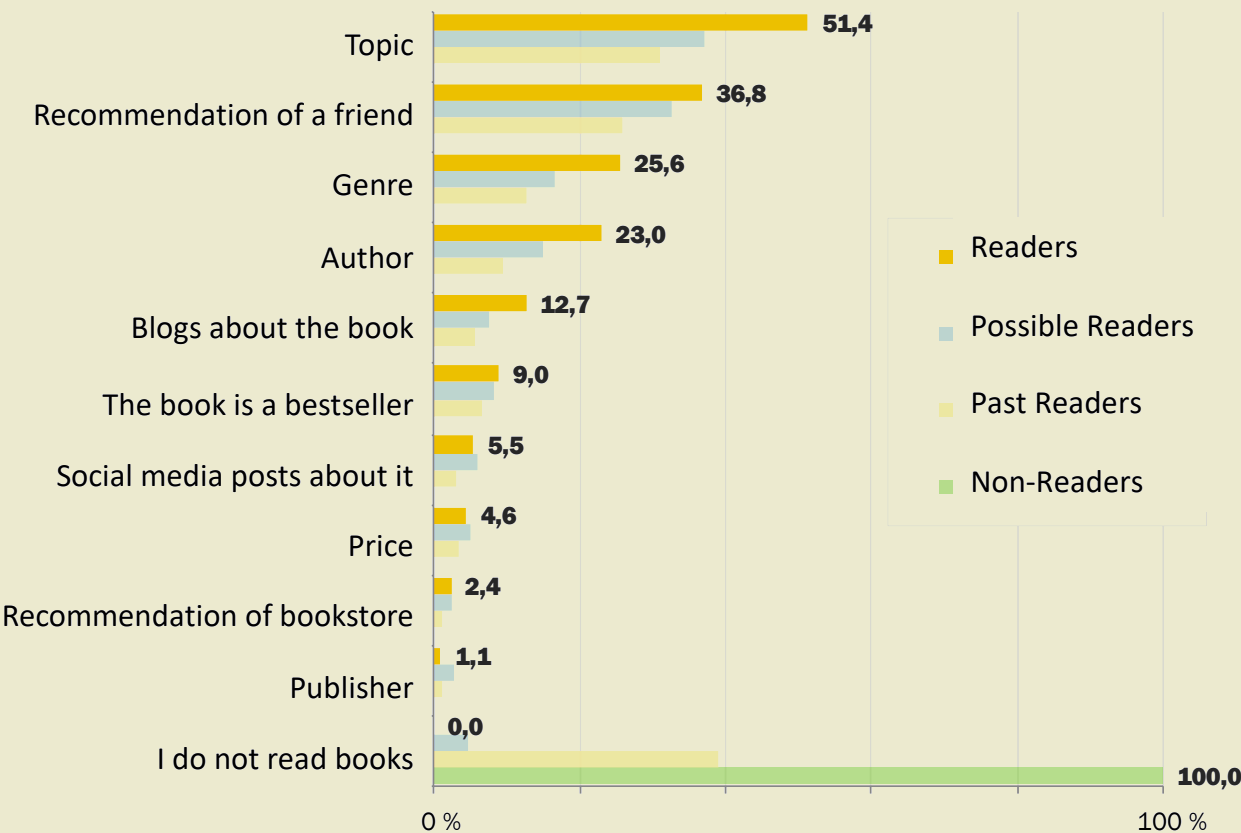
In the previous section, only the distribution of reasons which were stated or not stated was given. Here, the percentages of all factors are given. Here it can be seen that recommendations as a preference for books is still an important indicator. It can be seen that the joint social media and blog content is just as instrumental as the genre of the book in the reasons for people.



\* As the question has multiple choices, it is asked in a way allowing more than one response.

# Clusters' Relationship with Reading

What are the TWO important reasons which help to decide to READ a book?

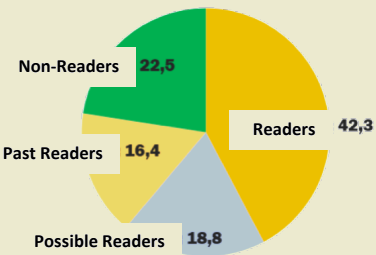


\* As the question has multiple choices, it is asked in a way allowing more than one response.

**There is no difference between purchasing and reading.**

As mentioned in the previous section, it cannot be said that there is a significant difference between deciding to purchase or to read. Again, the topic, recommendations, genre and author is significant in preferring books.

At this point, it is seen that the recommendations made by the bookstore or the publisher of the book is not a factor in making a preference.



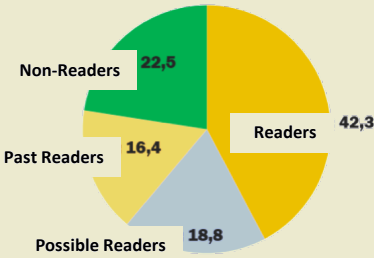
## Clusters' Relationship with Reading



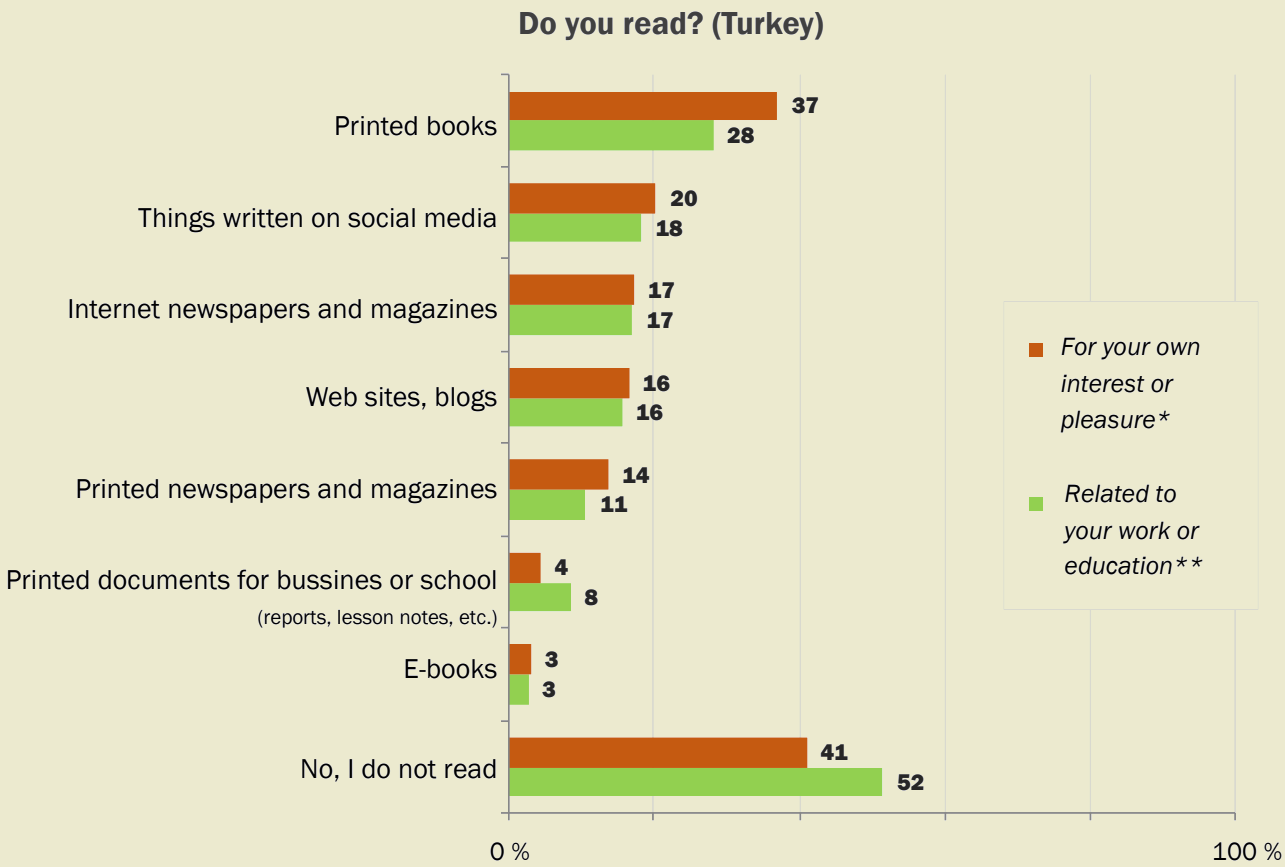
\* As the question has multiple choices, it is asked in a way allowing more than one response.

**Bookstores are still preferred over online purchase.**

In the previous section, when reviewing the percentage of responses for the general population, it can be seen that the independent bookstores are ranked first. However, it can be seen that the readers group respondents prefer chain bookstores. One-third of readers state that they purchase books on the internet. However, bookstore purchases are still preferred over online purchases.



# Clusters' Relationship with Reading



As the question has multiple choices, it is asked in a way allowing more than one response.

## We read for pleasure!

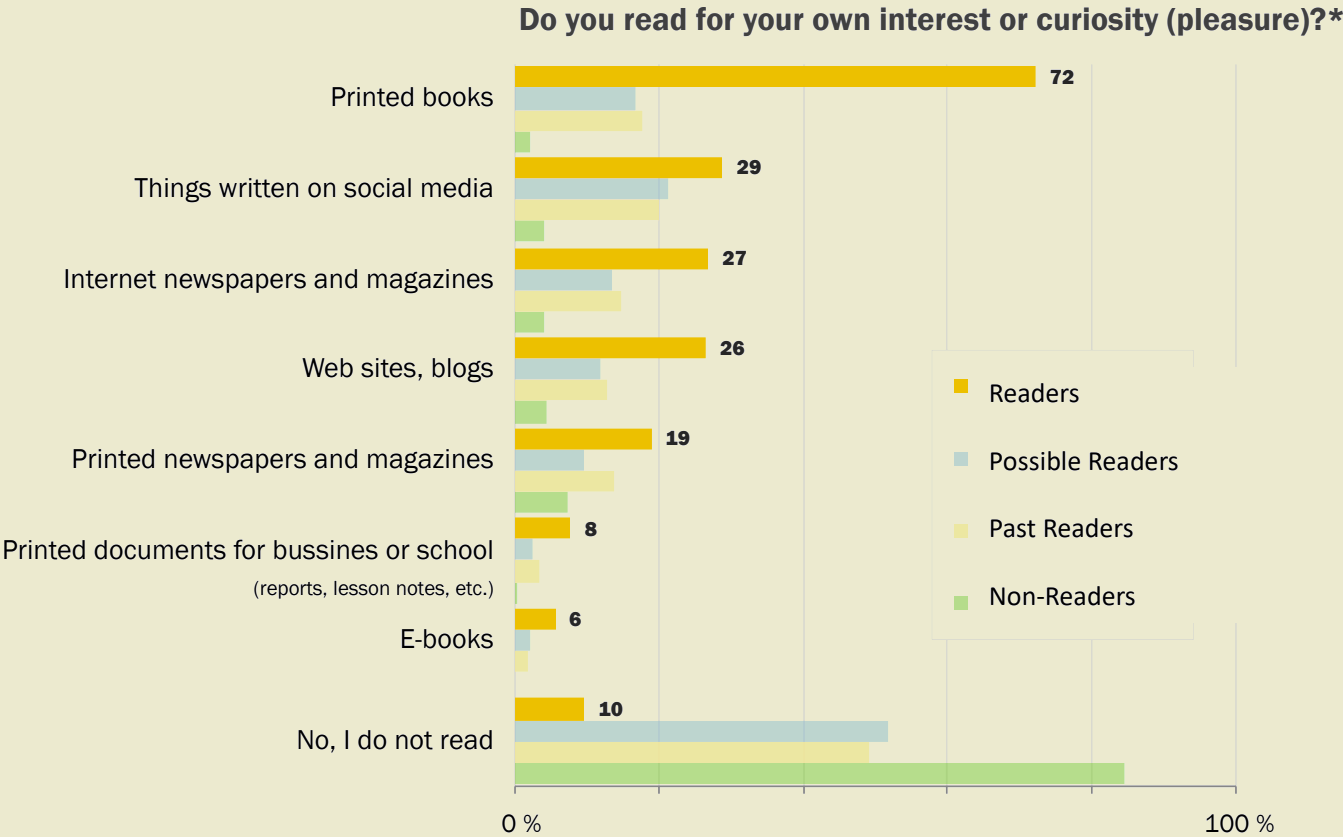
The two questions seen in the graphic are listed and asked in the questionnaire before mentioning the concept of books.

It is interesting to see that the percentage of people who read for pleasure is higher than that of reading for work reasons. This can be explained as the population sees “reading” as an act of pleasure.

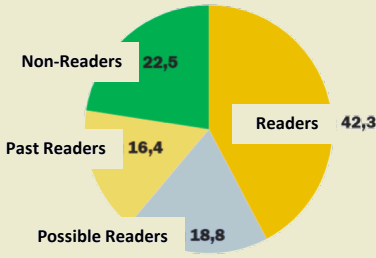
\* Do you read anything OUTSIDE of work, lessons or school which is of interest to you? Which media do you read it?

\*\*Do you read anything related to your work or education? Please indicate on which media you read it.

## Clusters' Relationship with Reading



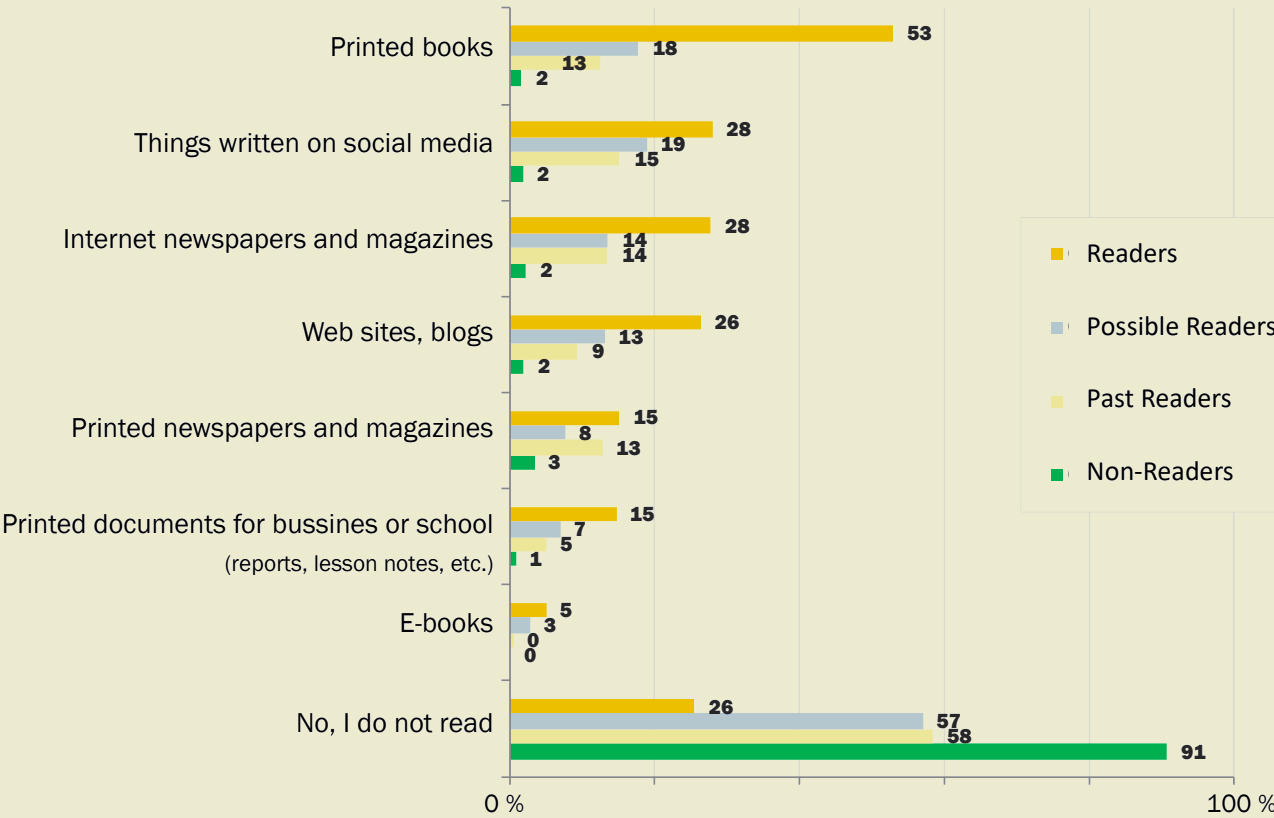
While close to a quarter of the reading cluster read printed books for pleasure, a tenth has responded by stating “I do not read”. In the previous section, we had informed that respondents have given conflicting answers/statements to different question types. Here, it can be seen that one-fifth of those in the “readers” cluster read newspapers and magazines/periodicals.



\* As the question has multiple choices, it is asked in a way allowing more than one response.

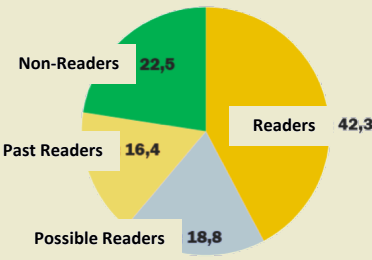
# Clusters' Relationship with Reading

Do they read related to their work or school?

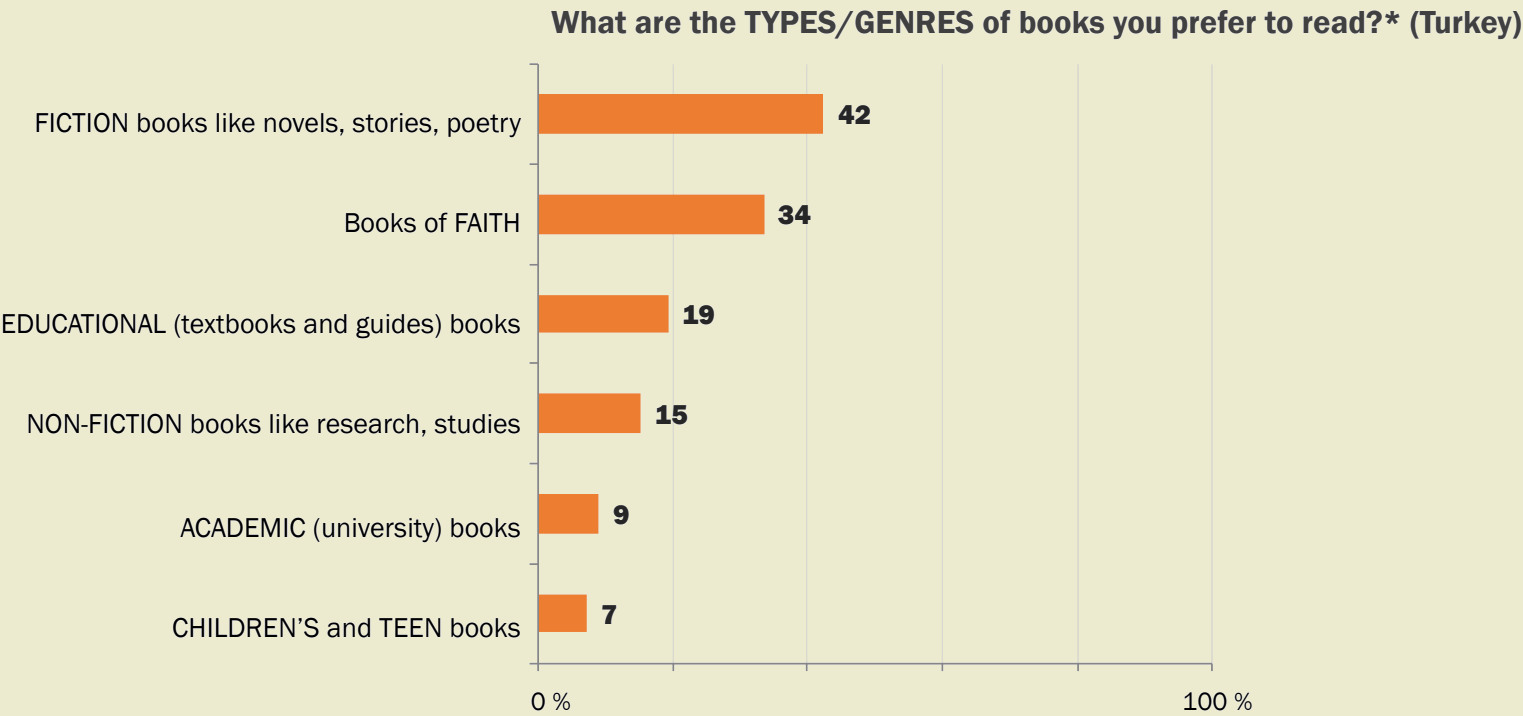


## Printed books are still effective in reading for work.

Respondents state that they read printed books related to their work and school. Assessment according to different demographic profiles shows that this percentage is higher for white collar workers and students. Considering that the majority of private sector white collar workers are working at desk jobs in front of a computer but still prefer to read printed books related to work, this situation can be stated as positive in terms of reading culture.



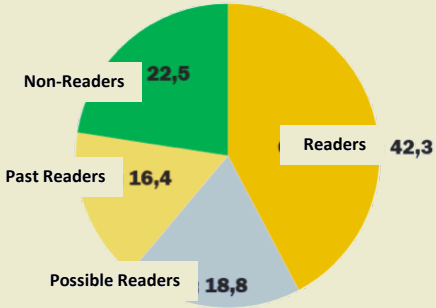
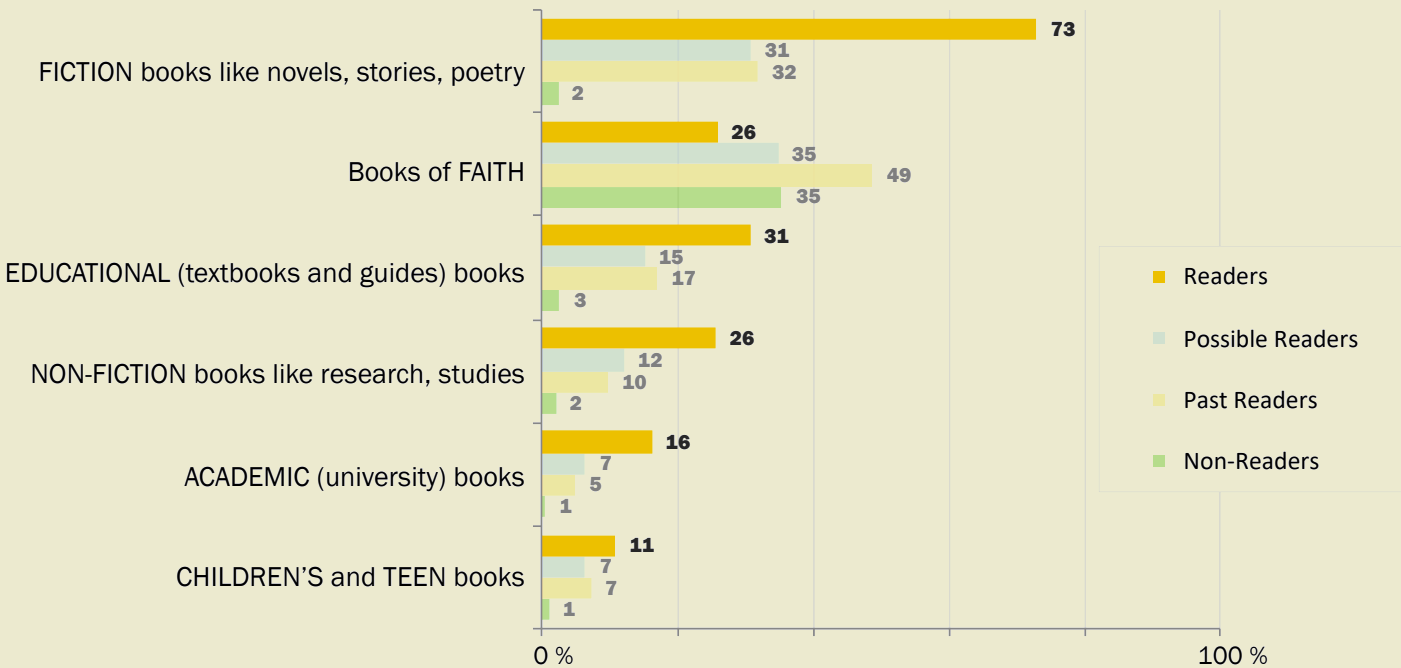
## Clusters' Relationship with Reading (Genre Preference)



\* As the question has multiple choices, it is asked in a way allowing more than one response.

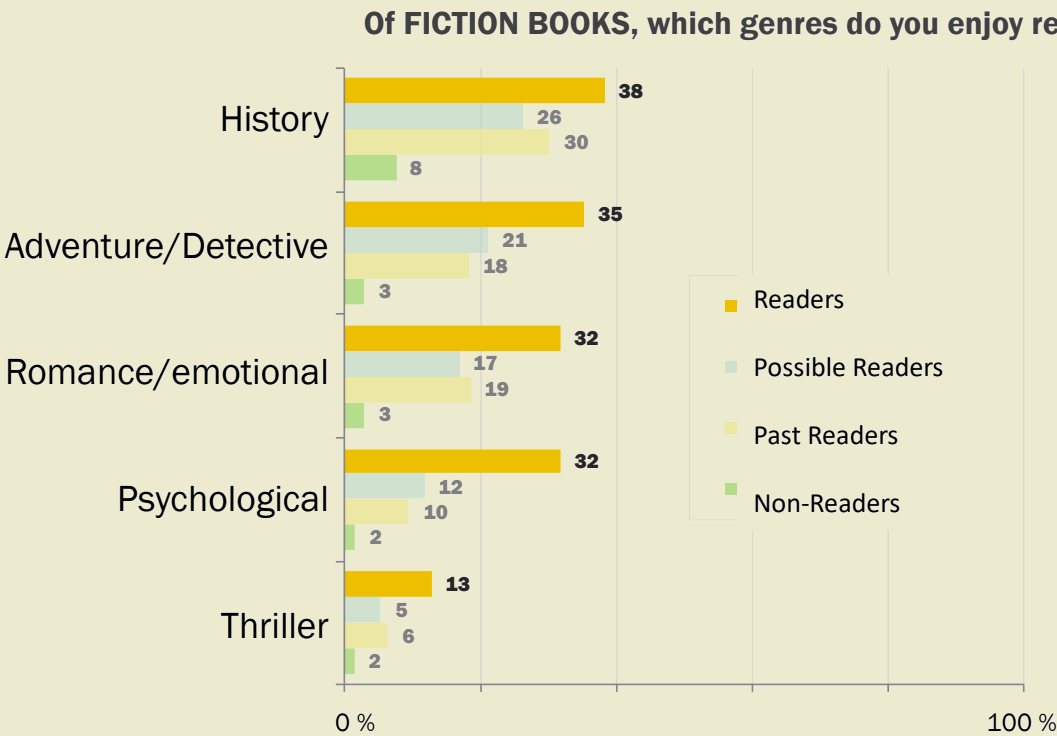
# Clusters' Relationship with Reading (Genre Preference)

Which are the TYPES OF BOOKS you prefer to read?



\* As the question has multiple choices, it is asked in a way allowing more than one response.

## Clusters' Relationship with Reading (Genre Preference)

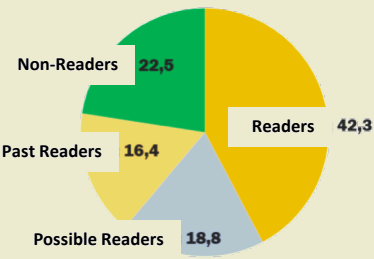


\* As the question has multiple choices, it is asked in a way allowing more than one response.

**History decreases, while adventure and thrillers increase.**

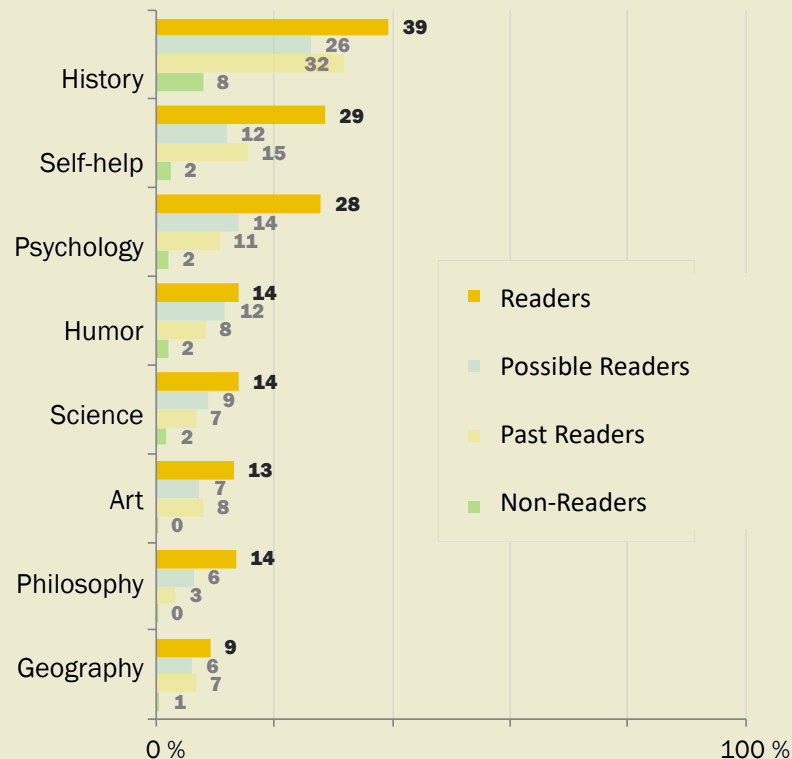
In addition to the general book types, respondents were asked about the sub-genres preferred for 'fiction' and 'non-fiction' books. It can be seen that history was the most preferred. It can also be seen that history as a genre is also most preferred for non-fiction books. Books on adventure, romance and psychology are equally preferred.

When assessed in terms of demographic breakdowns, females, especially housewives, prefer romance and psychological books, and young people generally prefer thrillers and adventures.



# Clusters' Relationship with Reading (Genre Preference)

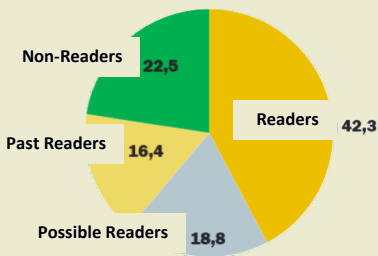
Of NON-FICTION BOOKS, which genres do you enjoy reading?\*



Those who read most prefer philosophy, those who read less prefer self-help.

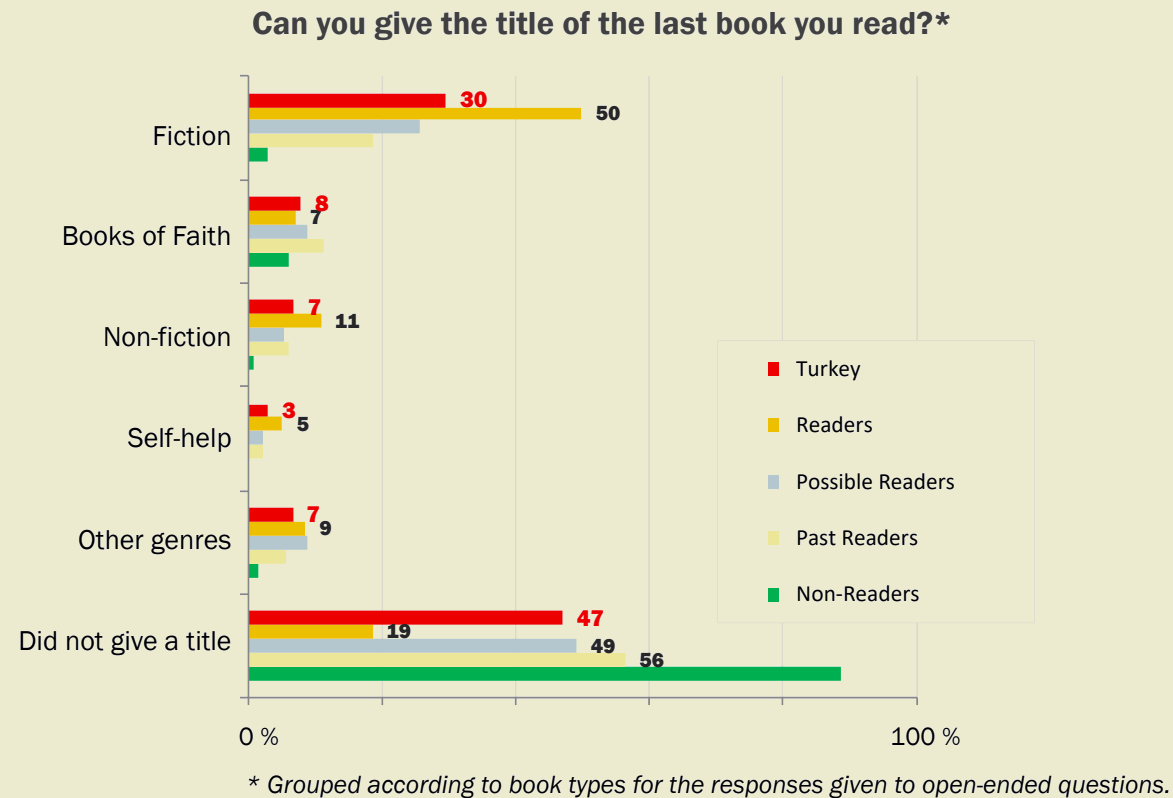
28.3% of the “Readers” cluster read self-help books. It can be seen that this type of book is most preferred by white collar workers and the 33-48 age group in the “readers” cluster and self-help books are most preferred by females compared to males.

It can be seen that those who prefer philosophy books read on average 3 times more books (7.1 books) that the Turkey average and those who prefer self-help books read 4.4 books in 3 months.



\* As the question has multiple choices, it is asked in a way allowing more than one response.

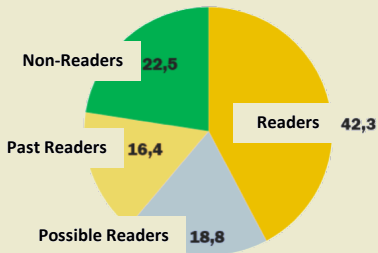
## Clusters' Relationship with Reading



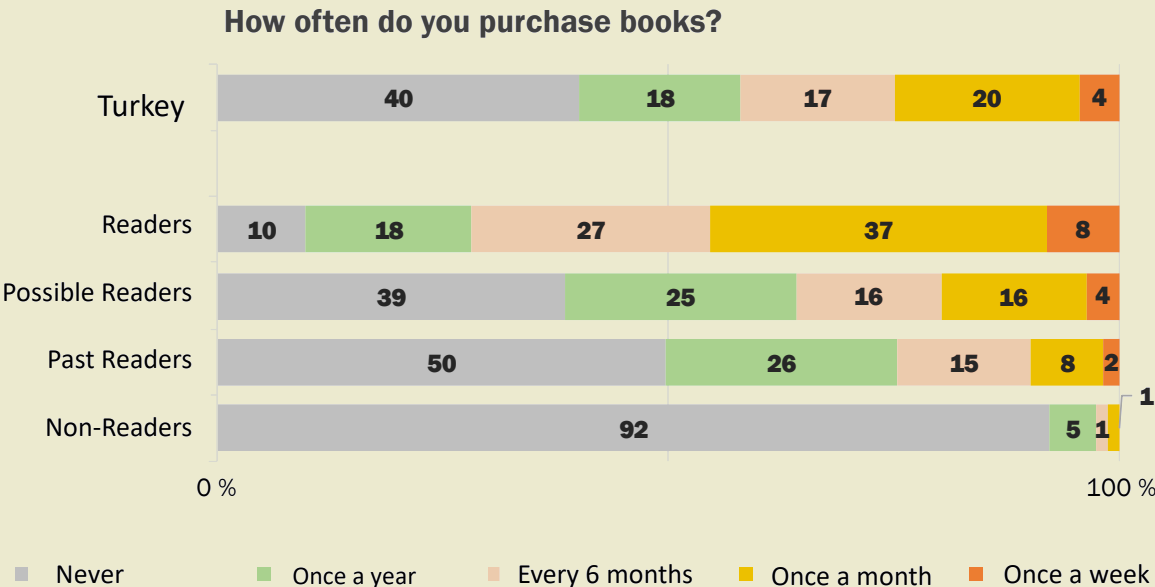
When the respondents were asked to provide the title of the book they last read, without given any response choices, 53% of respondents gave a book title or name of the author. This percentage increased to approximately 80% for the “readers” cluster.

An interesting point to make is that, those of clusters not reading often or non-readers also gave a title in response at a considerable number.

Half of the “possible readers” cluster gave the title of a book, out of which 26% gave the title or author of a fiction book.



# Clusters' Relationship with Reading

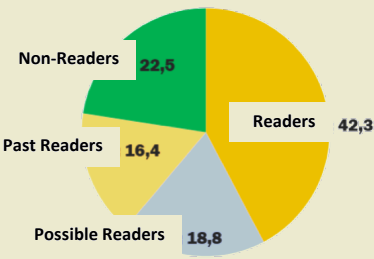


**4 out of 5 people purchase at least one book per month.**

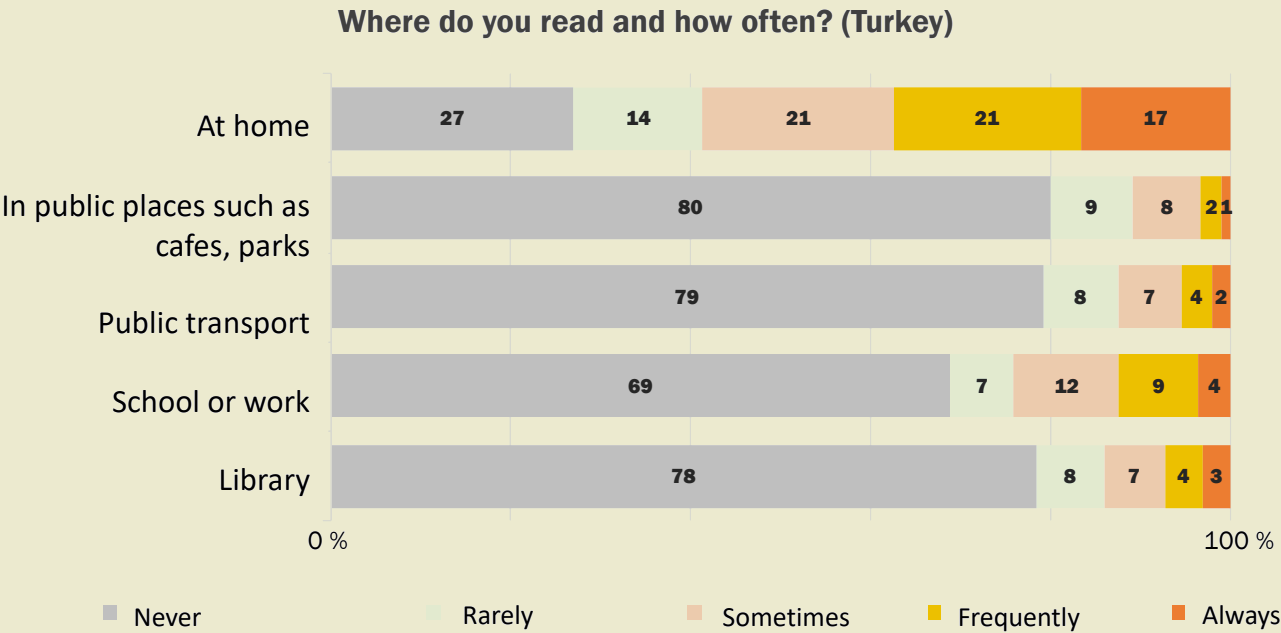
One quarter of the population purchase a book once a month or more frequently, one third purchases a book every 6 months or once a year. 45% of those in the “Readers” cluster purchase a book each month, while 10% state that they do not purchase any books. Less than a tenth of non-readers stated that they purchase a book at least once a year.

**There could be reasons for conflicting responses.**

For a non-reader to say they purchase books or a reader to state they do not purchase books could be due to special reasons and not due to confusion when responding. It could be the case that they are purchasing books for their children or a reader may not be purchasing any new books.



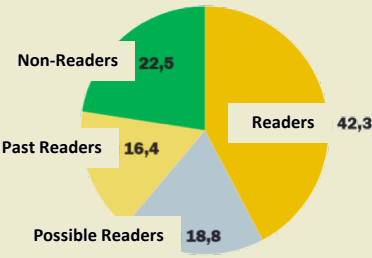
## Where are books read?



**Readers are reading at home.**

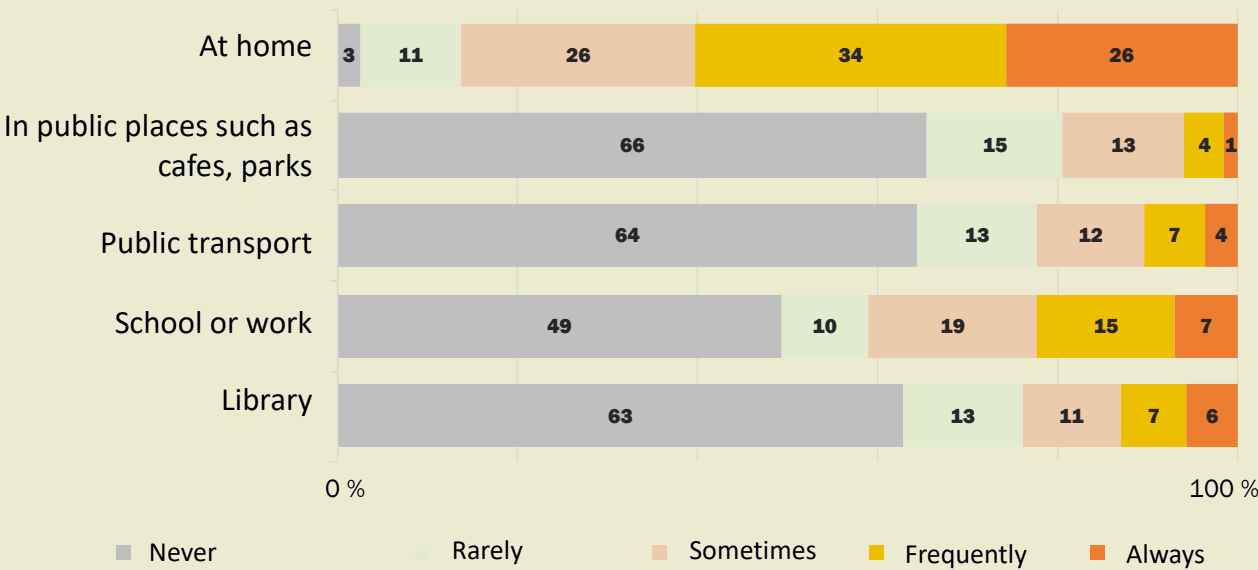
When asked where they read with responses on a 5-point scale, it can seem that reading at home is most frequent.

For school or work to be stated as a location at high frequency may be due to the population of students.



# Clusters' Relationship with Reading

Where do you read and how often? (only READERS)



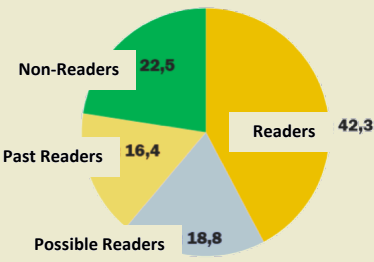
This graphic shows the reading frequencies of the 42% of the “readers” cluster. 60% of “readers” state that they read at home frequently or always.

Even in the readers cluster, the percentage of those who say they read in public places frequently or always was 5%. This rate is slightly increased for public transport.

**The percentage of reading in public places is low.**

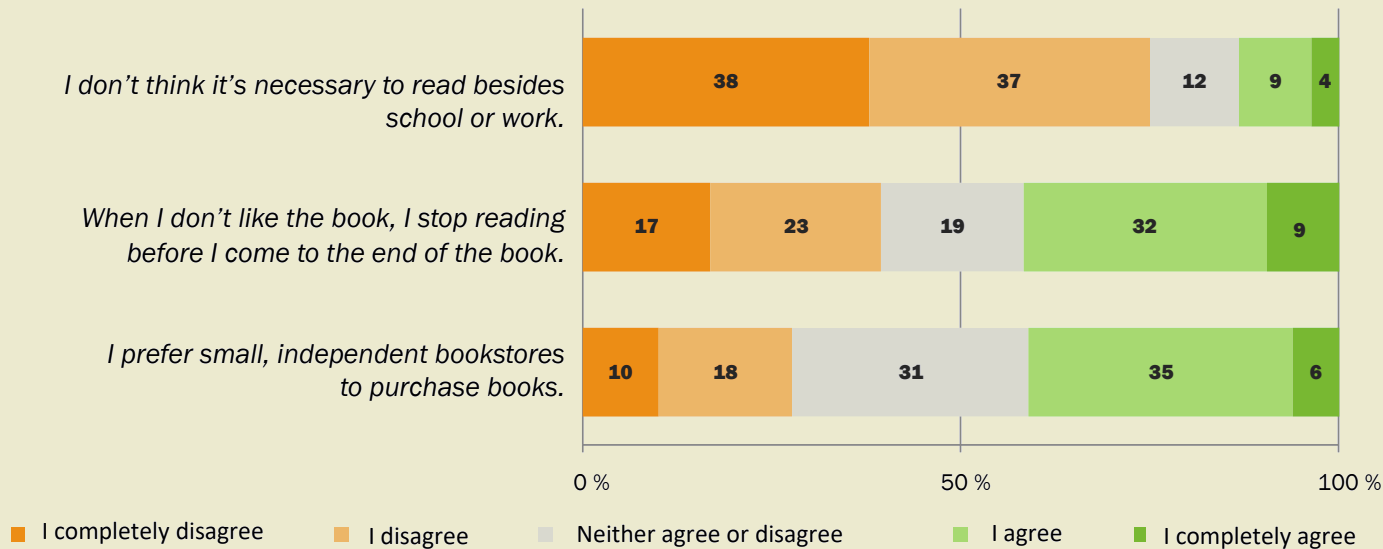
If reading in public places is to be considered as having an important role in disseminating reading culture, it can be said that the percentages are low.

Thus, even the percentage of reading in public places or public transport in readers cluster who reads over 4 books in 3 months is up to 10%.



# OPINIONS ON READING

# Opinions on Reading



**13% find reading for pleasure unnecessary.**

The statement that reading for pleasure is unnecessary was met with significant negative reaction.

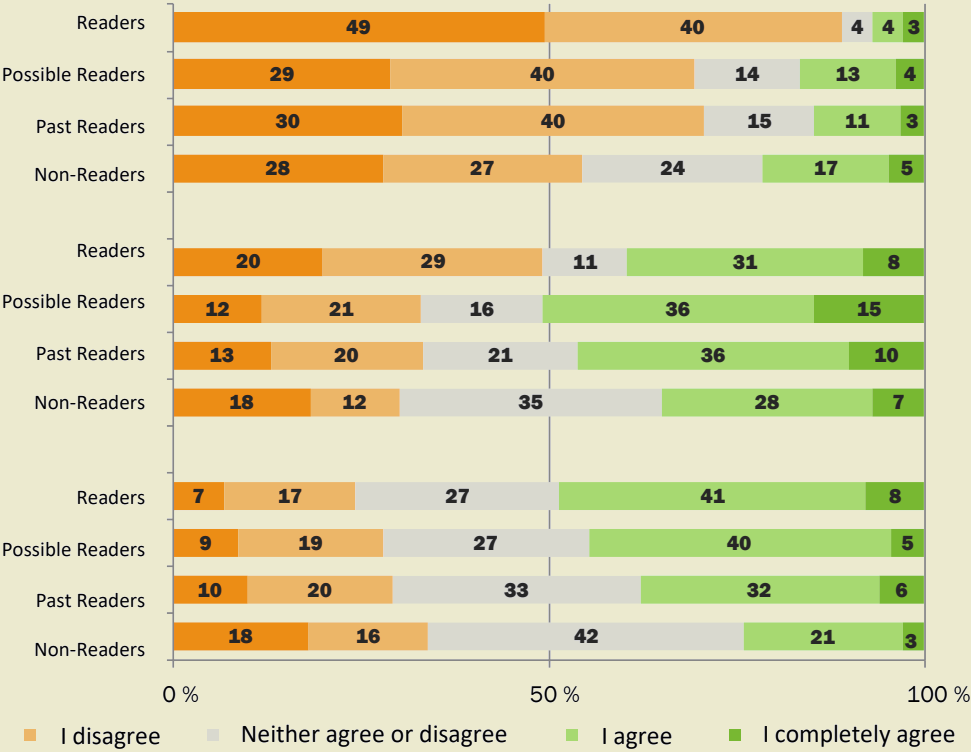
The portion of those who found it unnecessary to read besides school or work was only 13%.

41% of the population stated that they may not finish a book and this percentage did not decrease for the “readers” cluster.

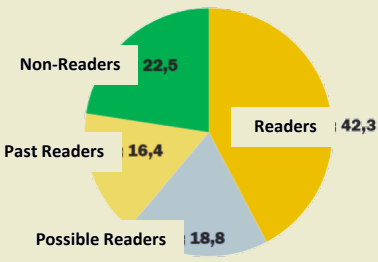
The positive opinion of independent bookstores can be seen in the previous question regarding the purchase of books.

## Opinions on Reading

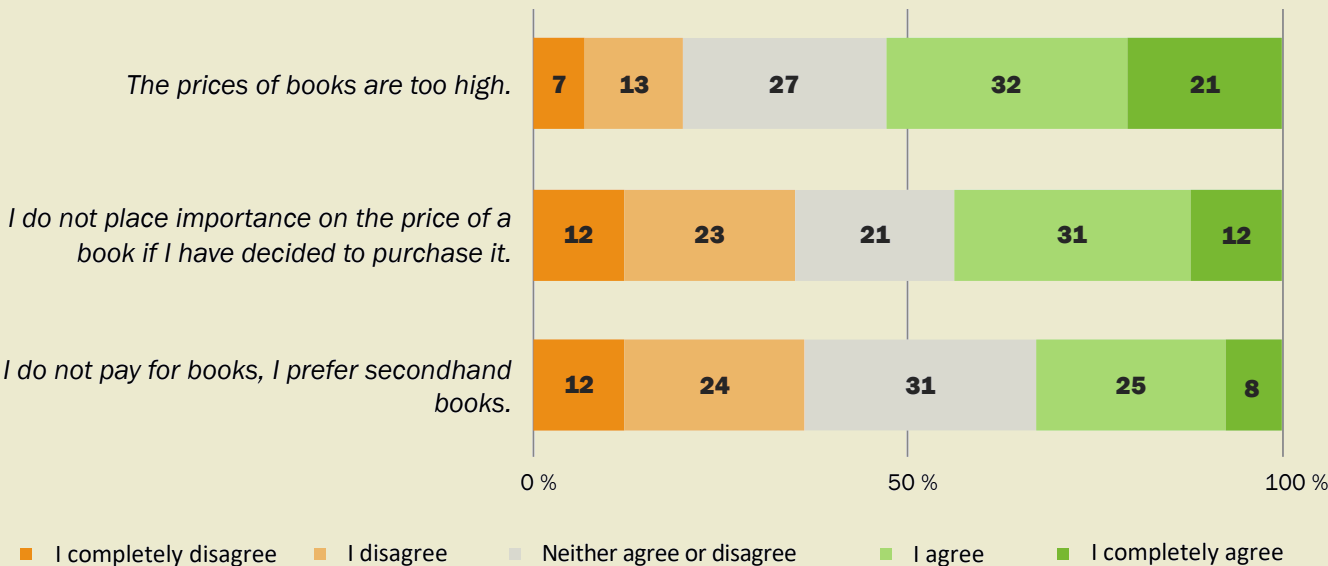
*I don't think it's necessary to read besides school or work.*



According to responses to these statements, it can be stated that there were no large differences according to reading clusters. The most significant differences between “readers” and other clusters was their opinions related to reading. Only 7% of readers found reading outside of school or work unnecessary, while in other clusters this percentage was 15%.



# Opinions on Reading (Price)



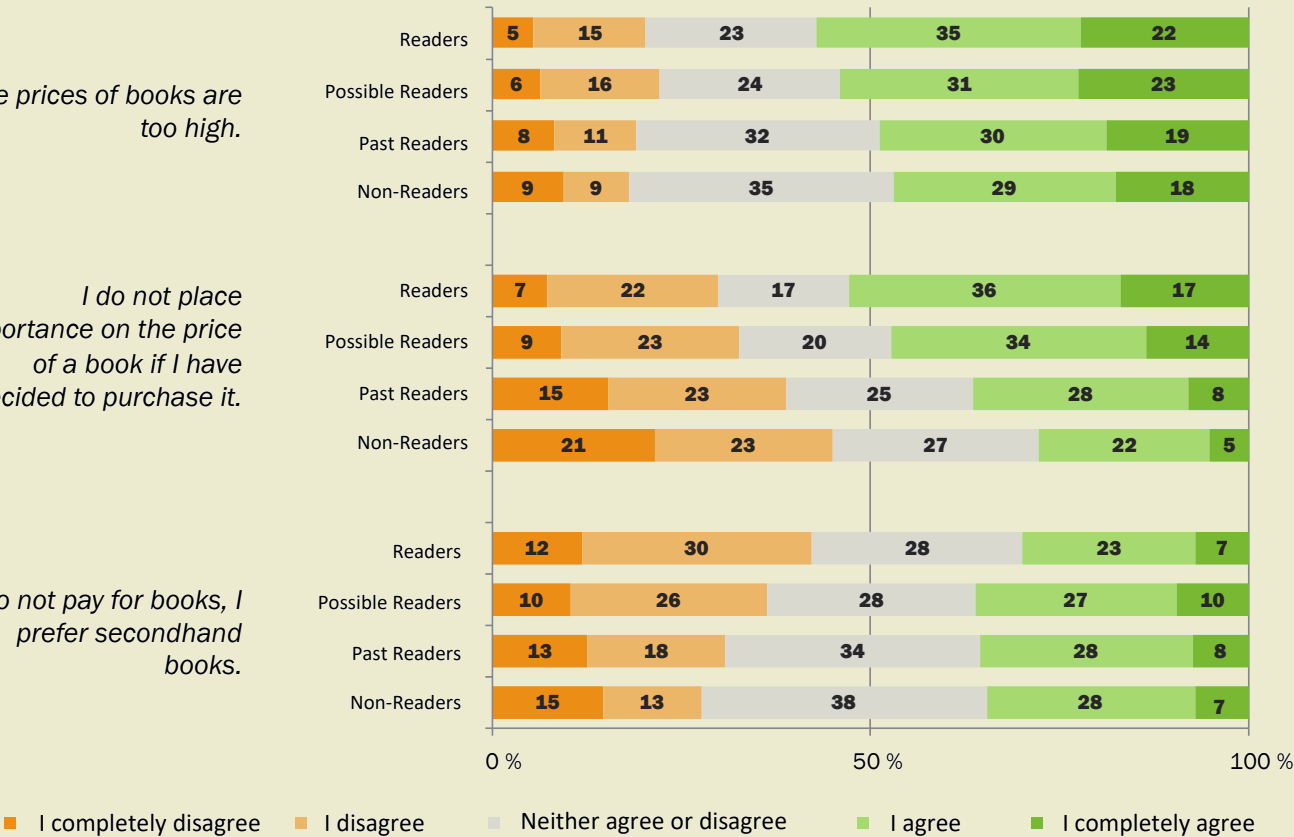
When reviewing the responses related to the price of books, it can be seen that more than half of the respondents find the price of books high. As can be seen on the next page, this percentage is high in the “readers” cluster.

### Opinions on Reading (Price)

*The prices of books are too high.*

*I do not place importance on the price of a book if I have decided to purchase it.*

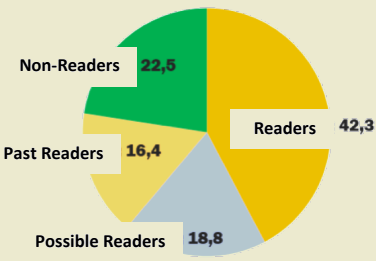
*I do not pay for books, I prefer secondhand books.*



Those who purchase and read the most books are those who mostly state that the price of books are too high.

On the other hand, those who state that the price of the book is not important are also in the same clusters.

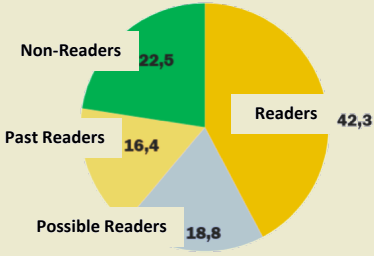
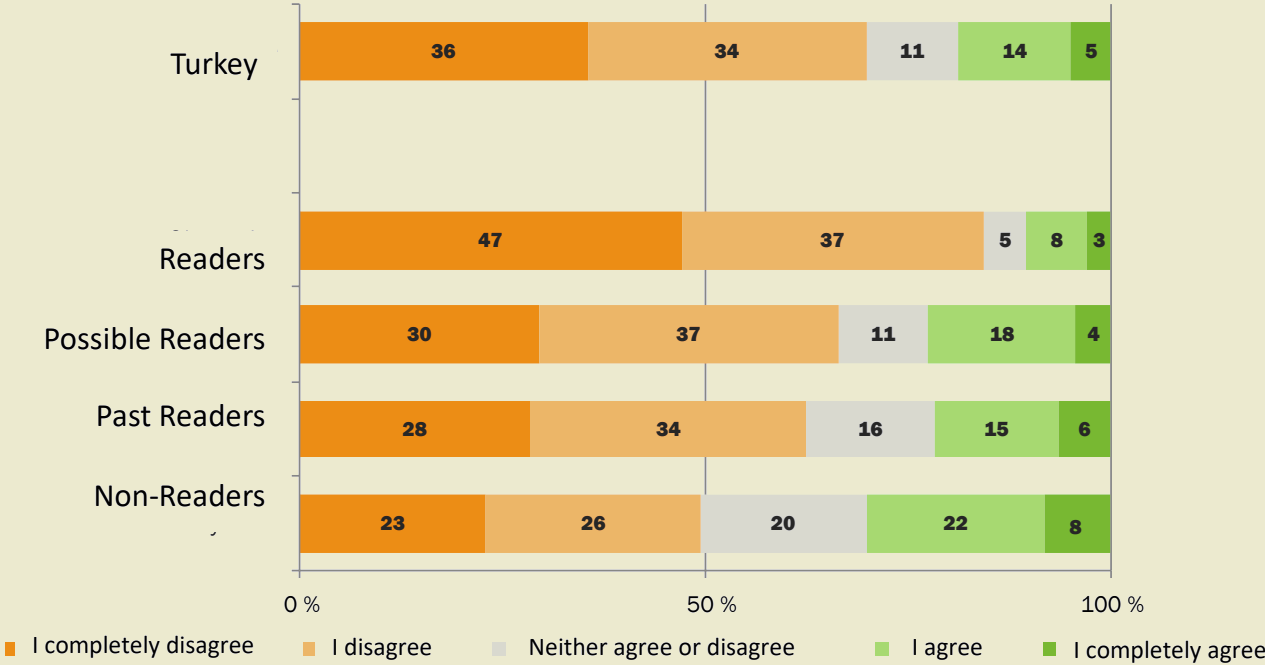
The percentage of those who state that they prefer secondhand books within “readers” is 30%.



# DIGITAL SPHERE, PREFERENCES OF MEDIA AND READING CULTURE

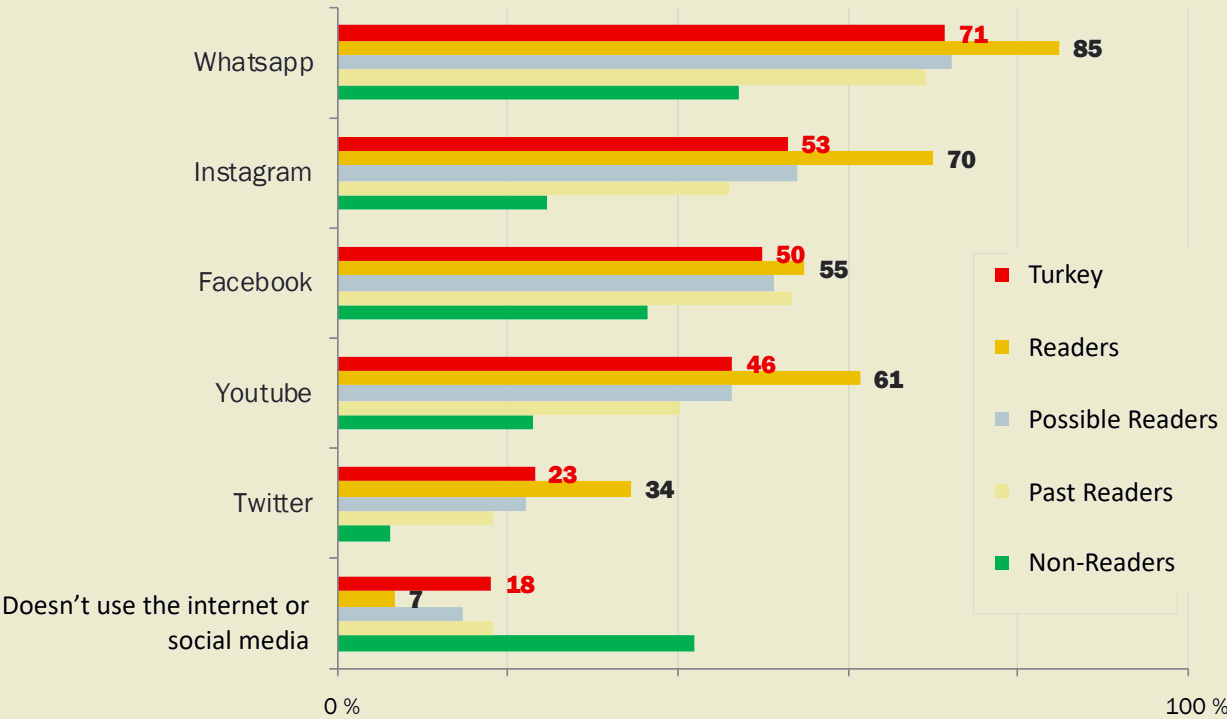
Digital Sphere, Preference of Media and Reading Culture

Books will not be read anymore as there is so much to see on the internet.\*



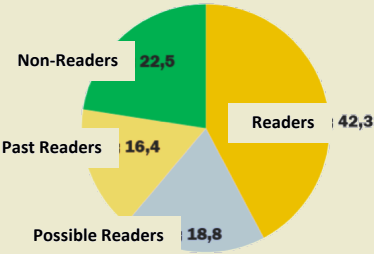
# Digital Sphere, Preference of Media and Reading Culture

Percentage of use of social media of reading clusters

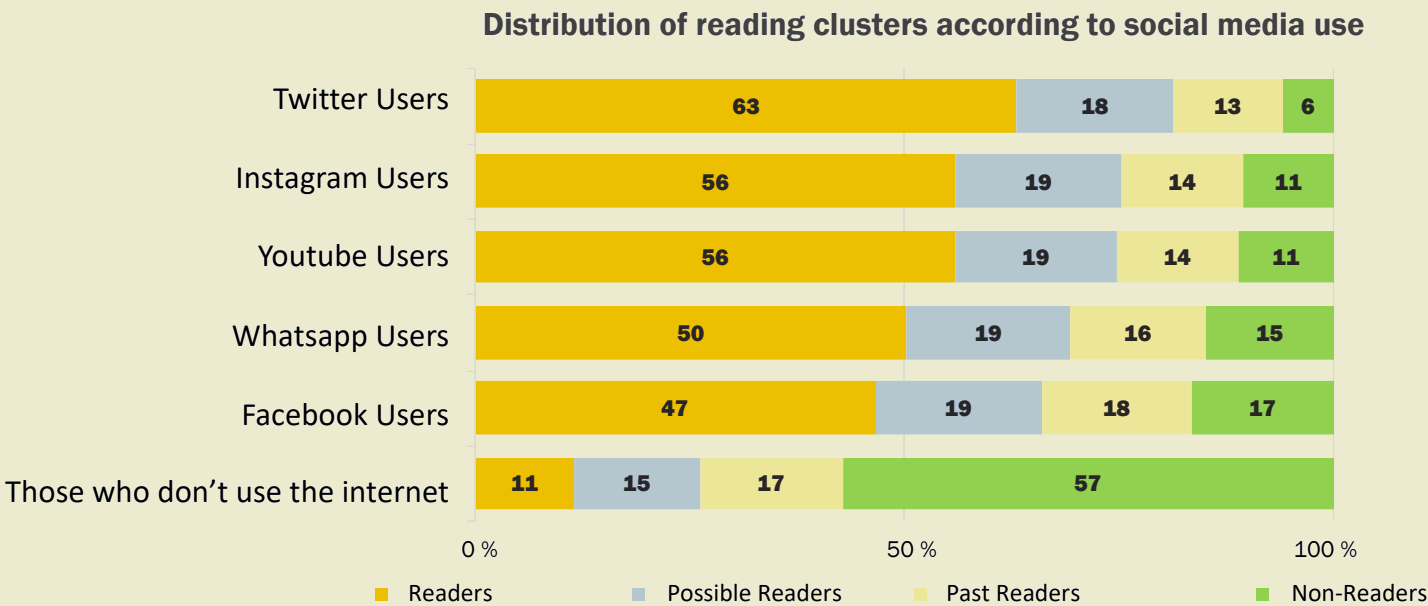


“Readers” are also those persons who mostly use social media

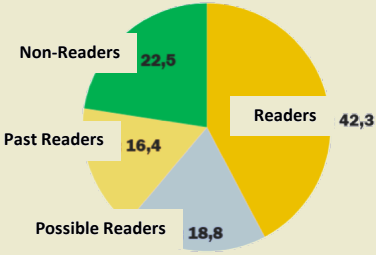
\* As the question has multiple choices, it is asked in a way allowing more than one response.



Digital Sphere, Preference of Media and Reading Culture

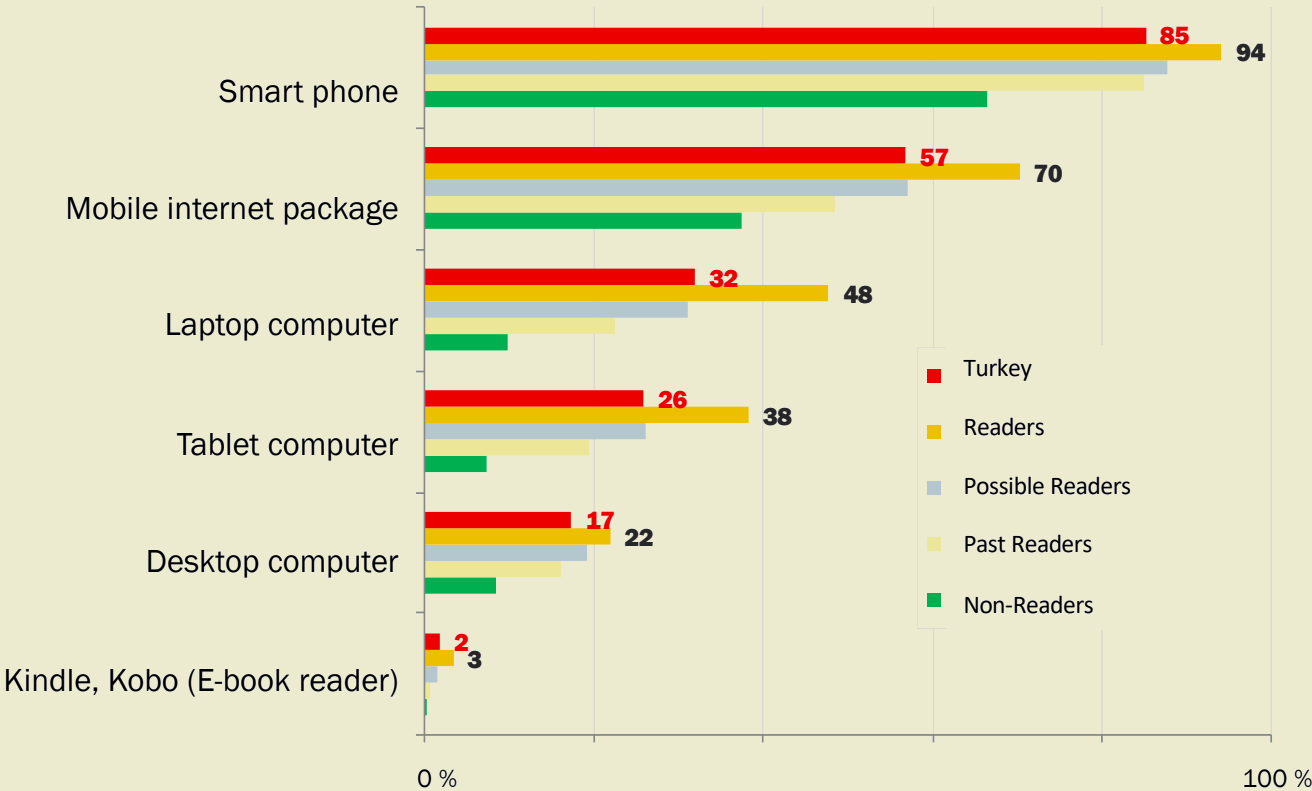


Users of social media read more books

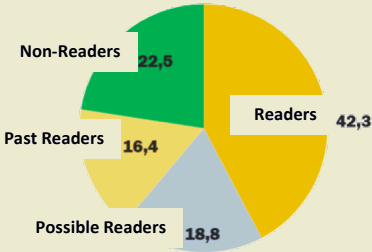


# Digital Sphere, Preference of Media and Reading Culture

Device ownership according to reading clusters

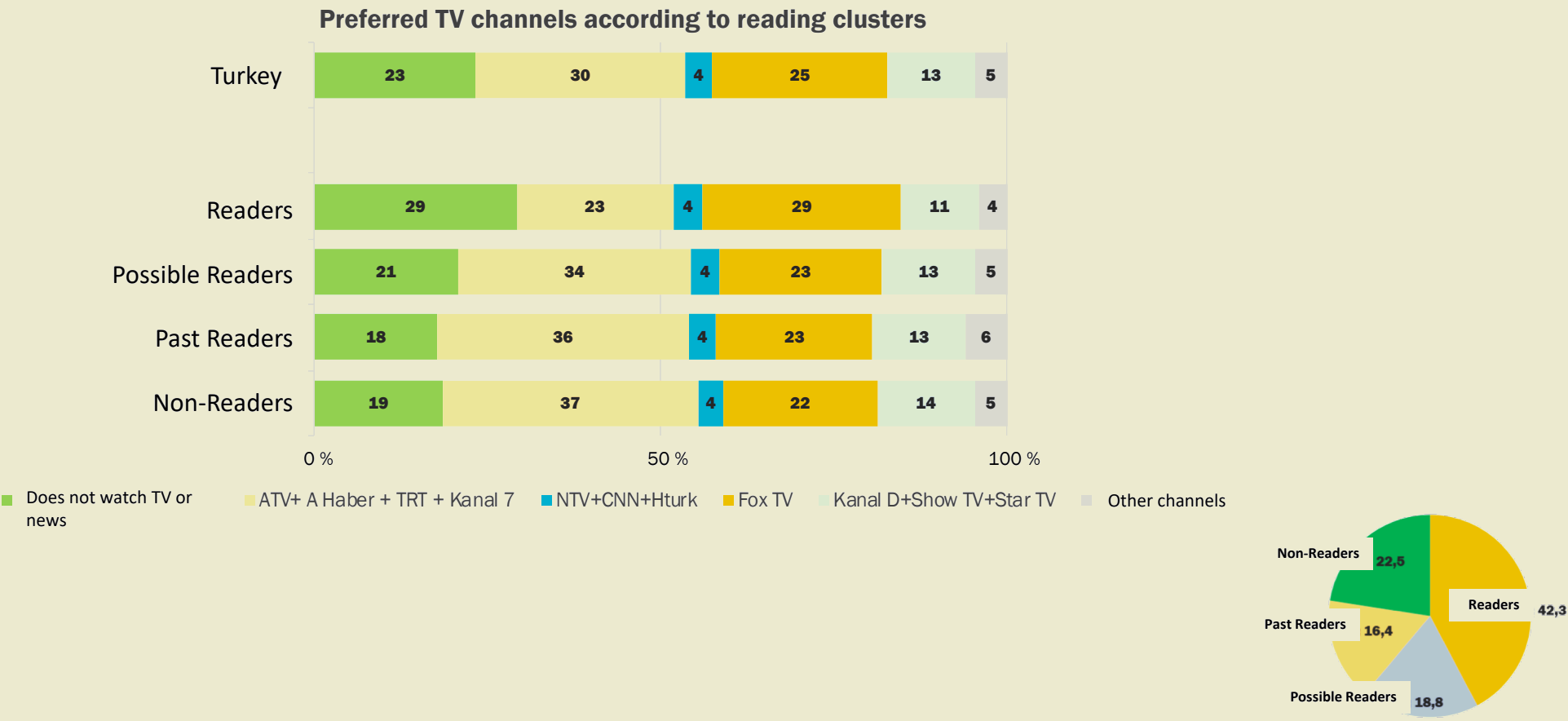


People who own an e-book reader device make up for 2% of the population.

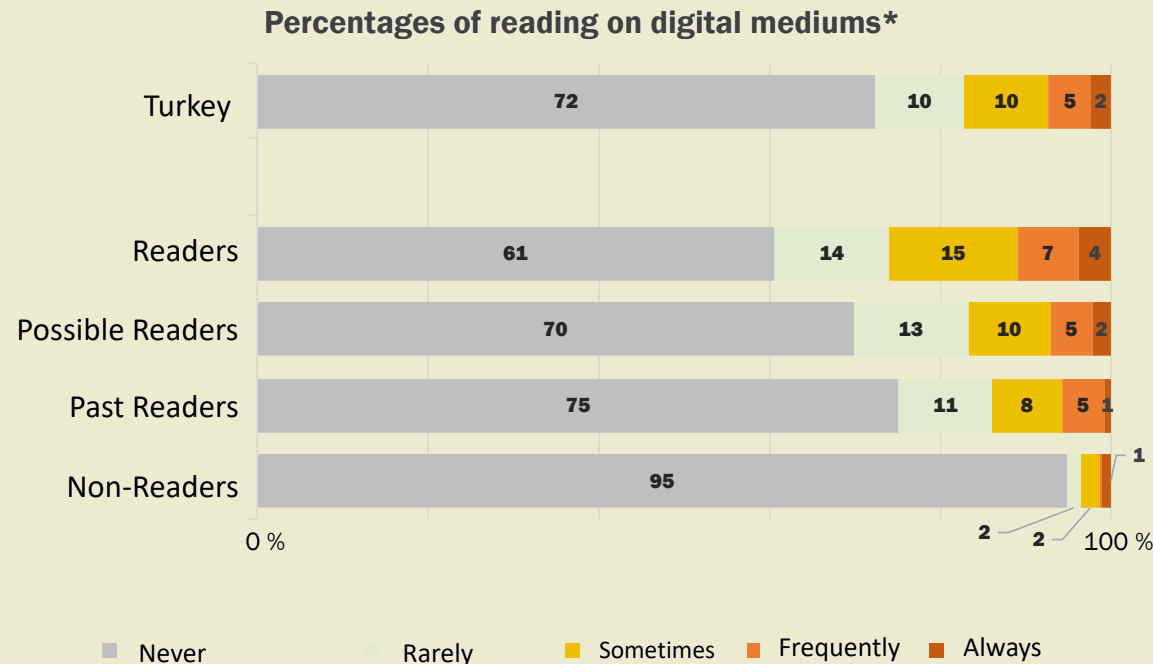


\* As the question has multiple choices, it is asked in a way allowing more than one response.

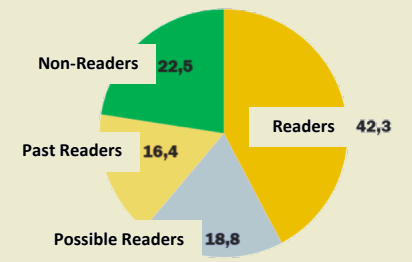
Digital Sphere, Preference of Media and Reading Culture



# Digital Sphere, Preference of Media and Reading Culture



\* How often do you read books on digital mediums, such as tablets, kindle (e-book reader), computer or telephone?



# RELATIONSHIP TO LIBRARIES, FAIRS AND BOOKSTORES

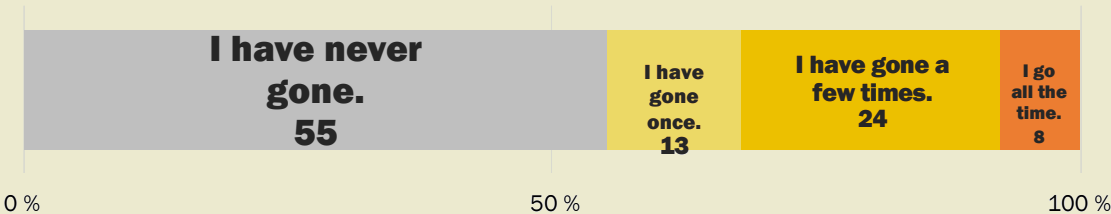
# About Fairs

Are BOOK FAIRS organized in the city where you live? Do you go to book fairs?



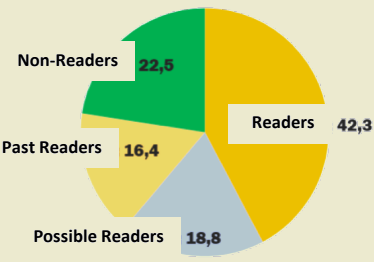
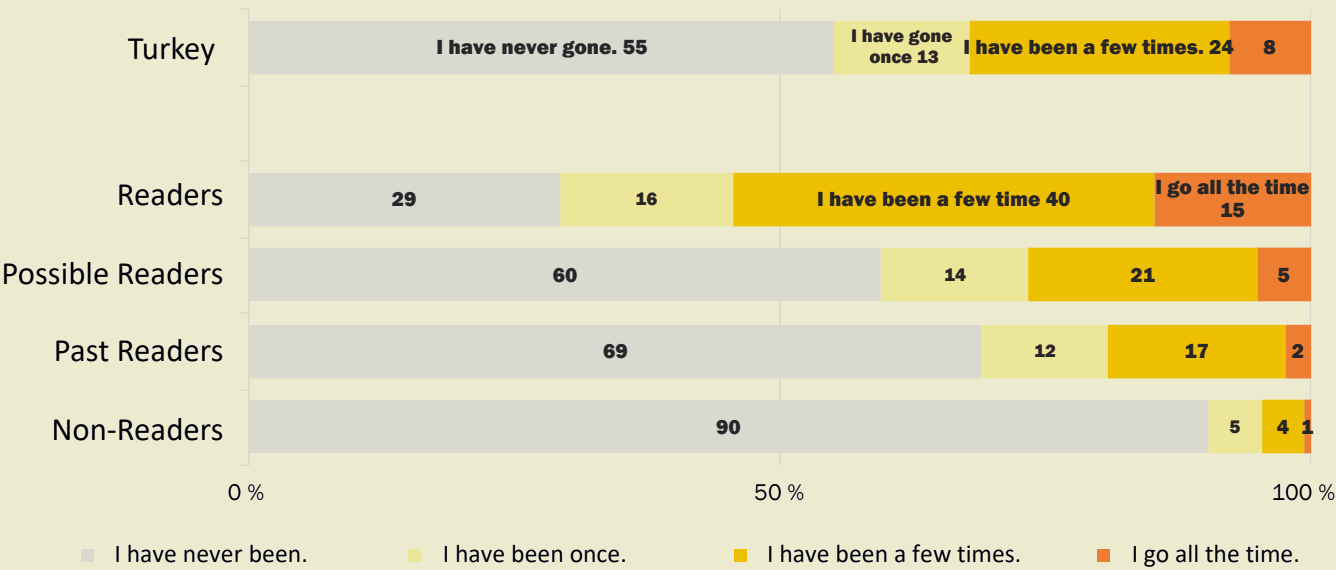
When both questions are jointly reviewed, it can be seen that one-third of the group has been in contact with fairs.

Have you ever been to a BOOK FAIR? How often?



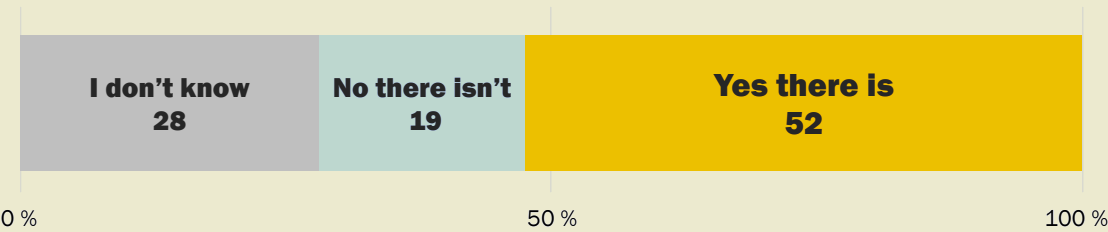
## About Fairs

Frequency of visiting book fairs according to reading clusters



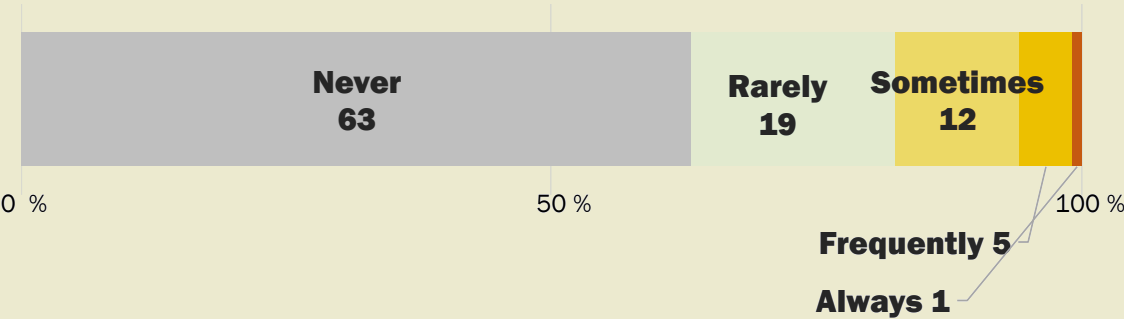
# About Libraries

Is there a LIBRARY where you live at a location you can access?

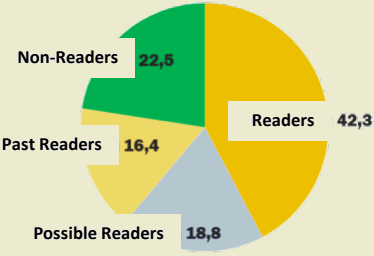
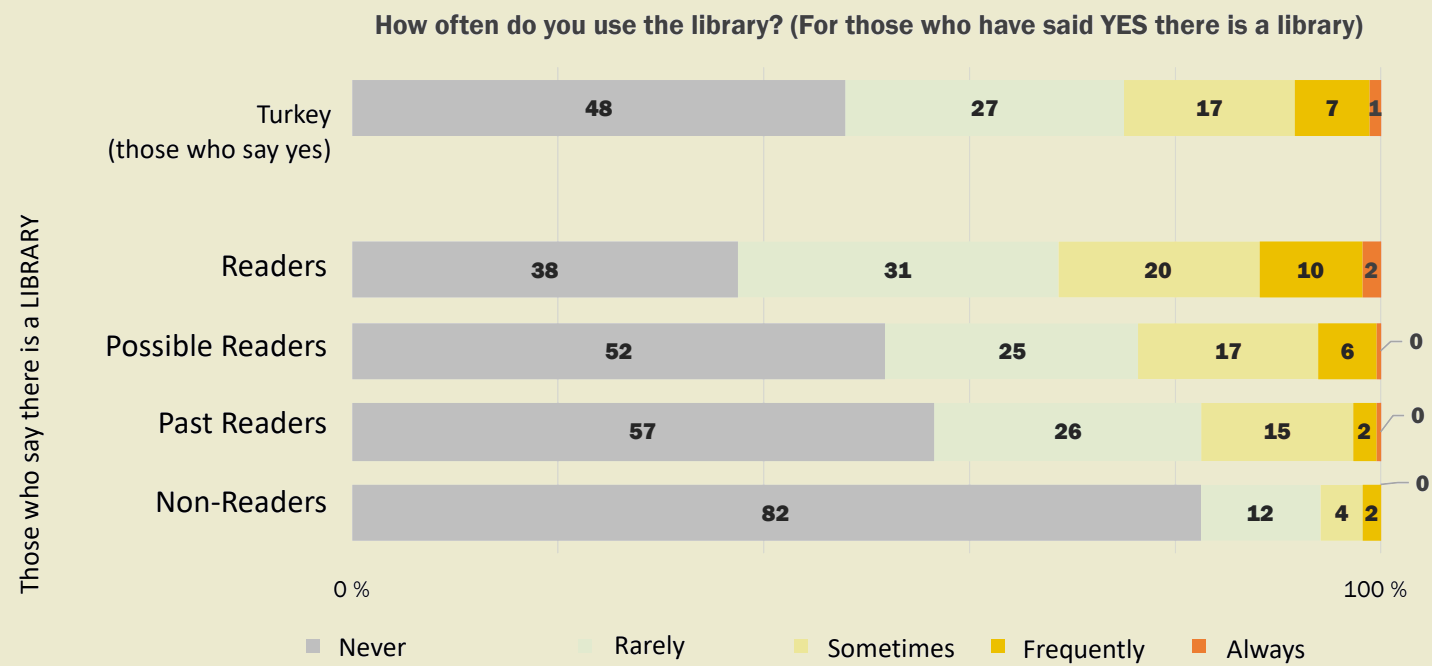


It can be stated that libraries are not commonly used in Turkey.

How often do you use the library?

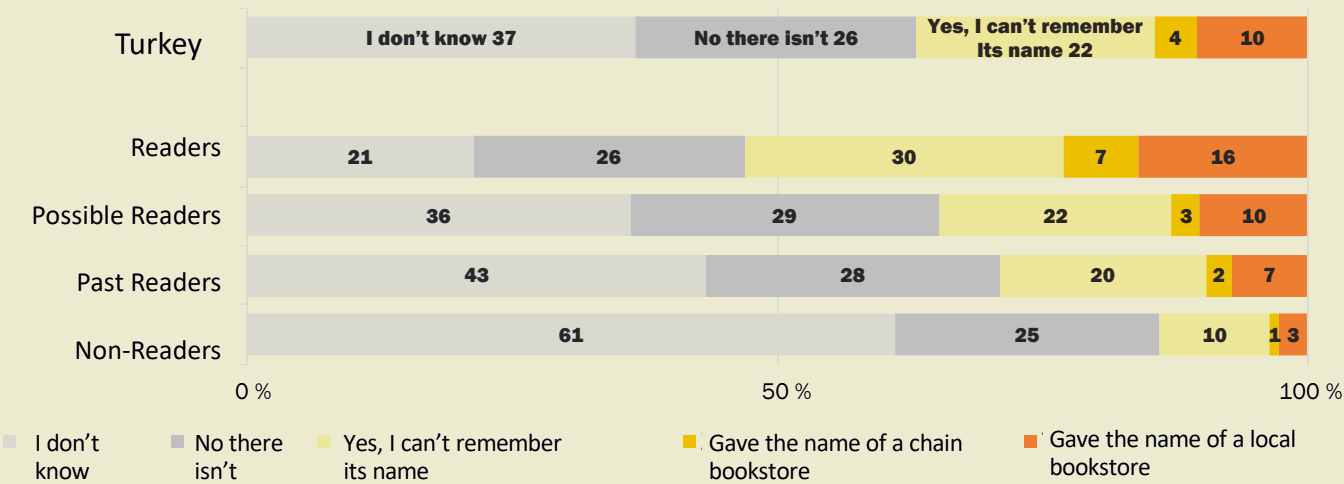


## About Libraries

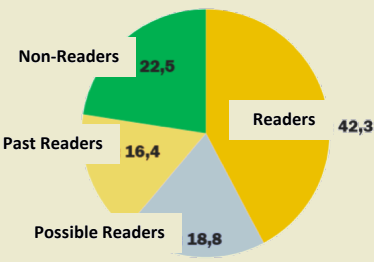


# About Bookstores

Is there a BOOKSTORE near by?

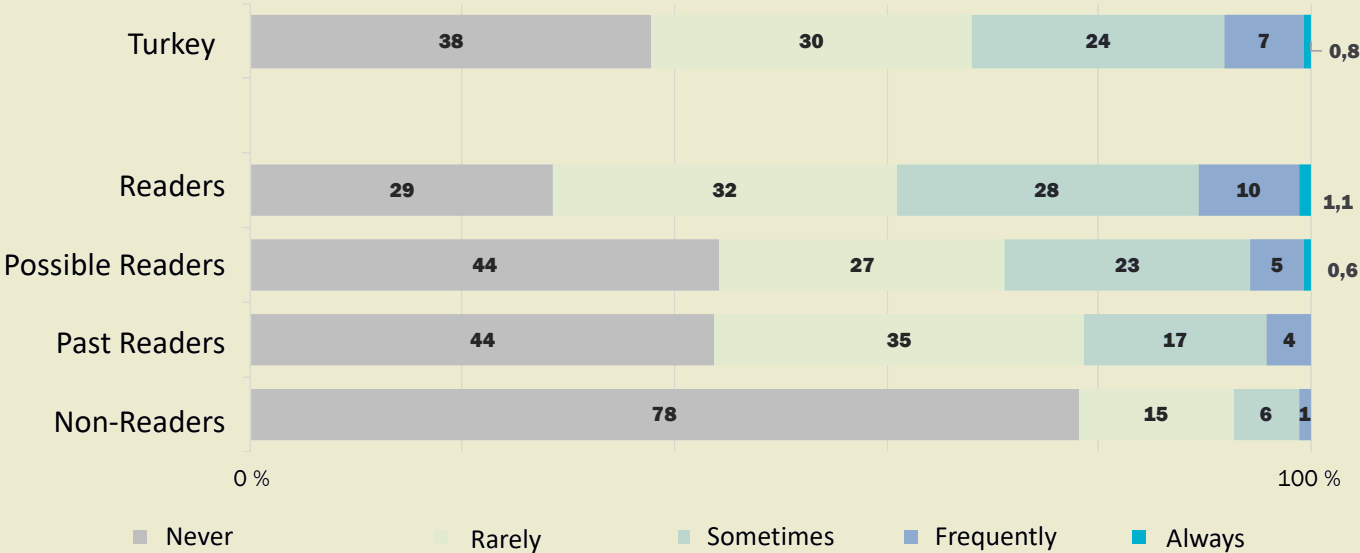


\* Is there a BOOKSTORE where you live which is at a location distance you can access? Can you give its name? (Grouped according to book types for the responses given to open-ended questions.)

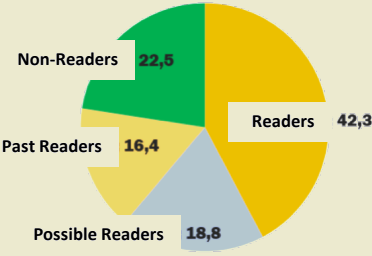


## About Bookstores

Do you spend time in this bookstore? How frequent? (only those who said YES THERE IS A BOOKSTORE)



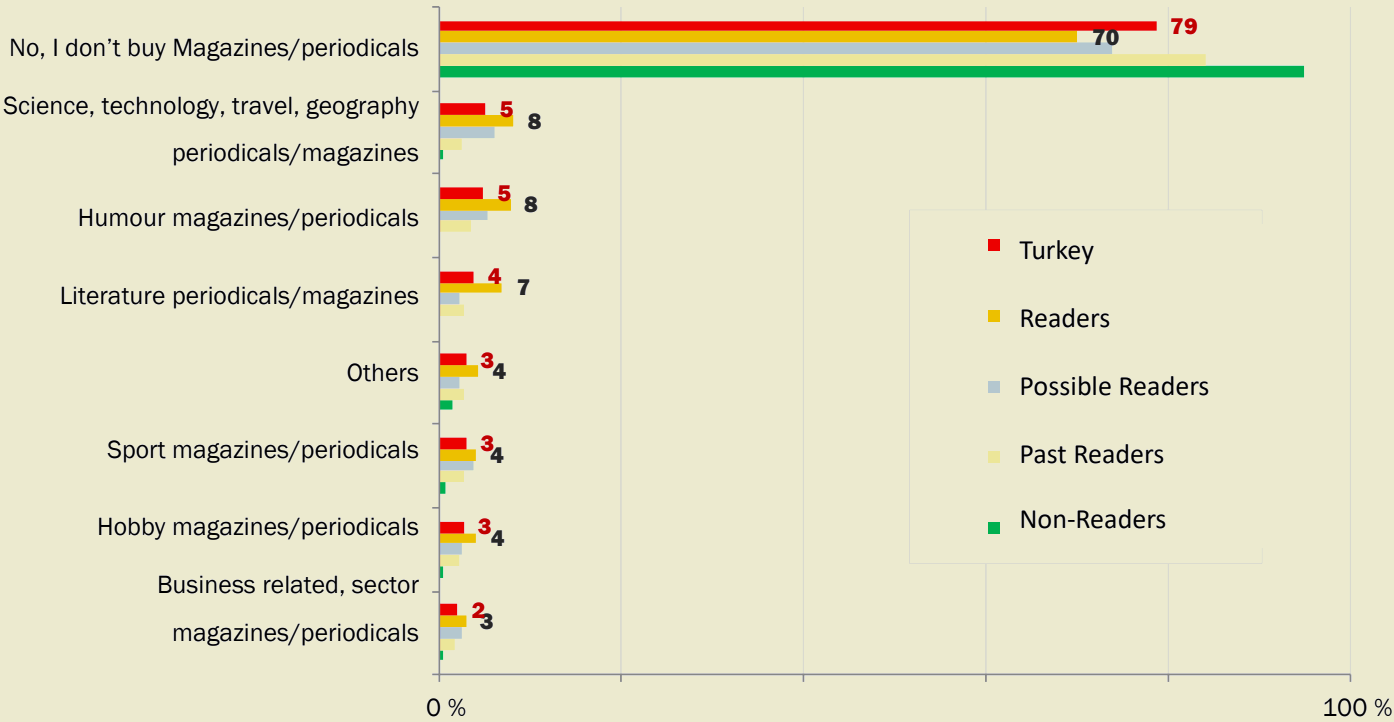
It is observed that the number of “possible readers” and “past readers” are in contact with bookstores at a considerable percentage.



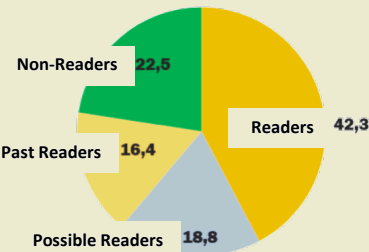
# READING OF MAGAZINES / PERIODICALS

## Reading of Magazines/Periodicals

Is there a periodical/s which you follow, always purchase? What are their types?



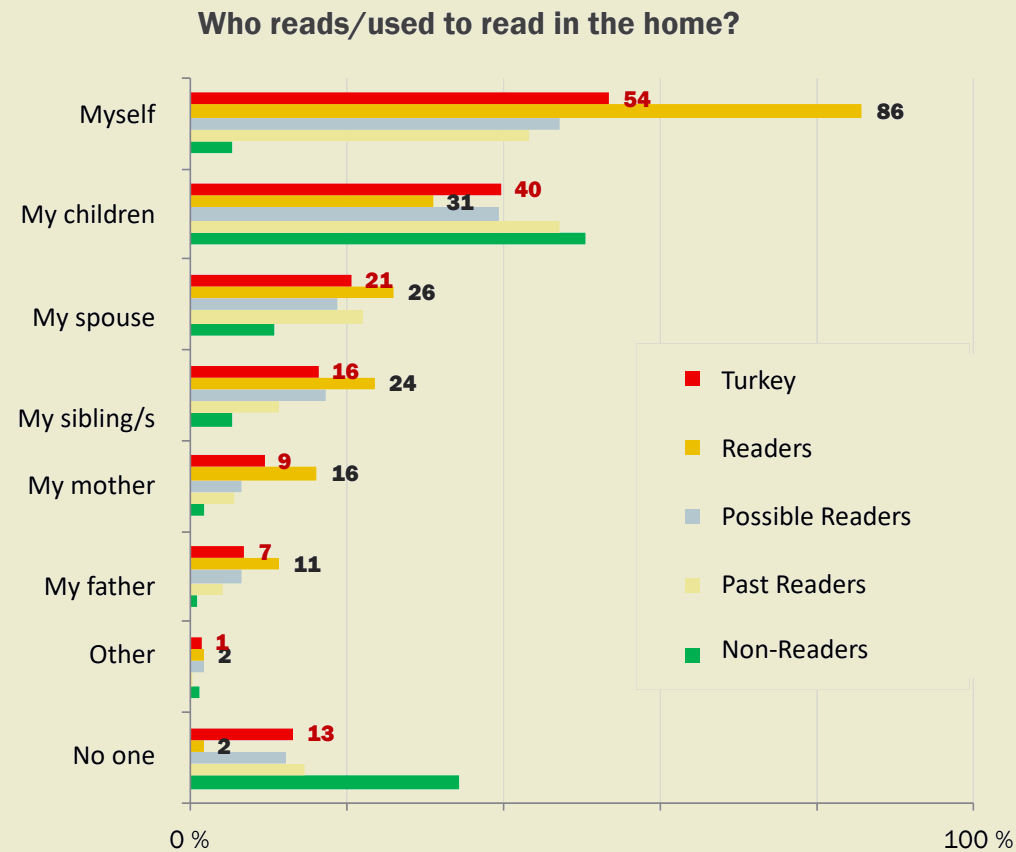
The percentage of those purchasing/following periodicals is 20%; this corresponds to over 10 million of the population.



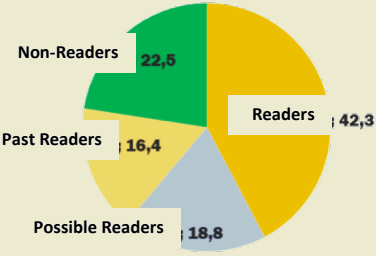
\* As the question has multiple choices, it is asked in a way allowing more than one response.

READING AT HOME, WITHIN THE FAMILY,  
AS CHILDREN AND WITH CHILDREN

## Who reads in the home?

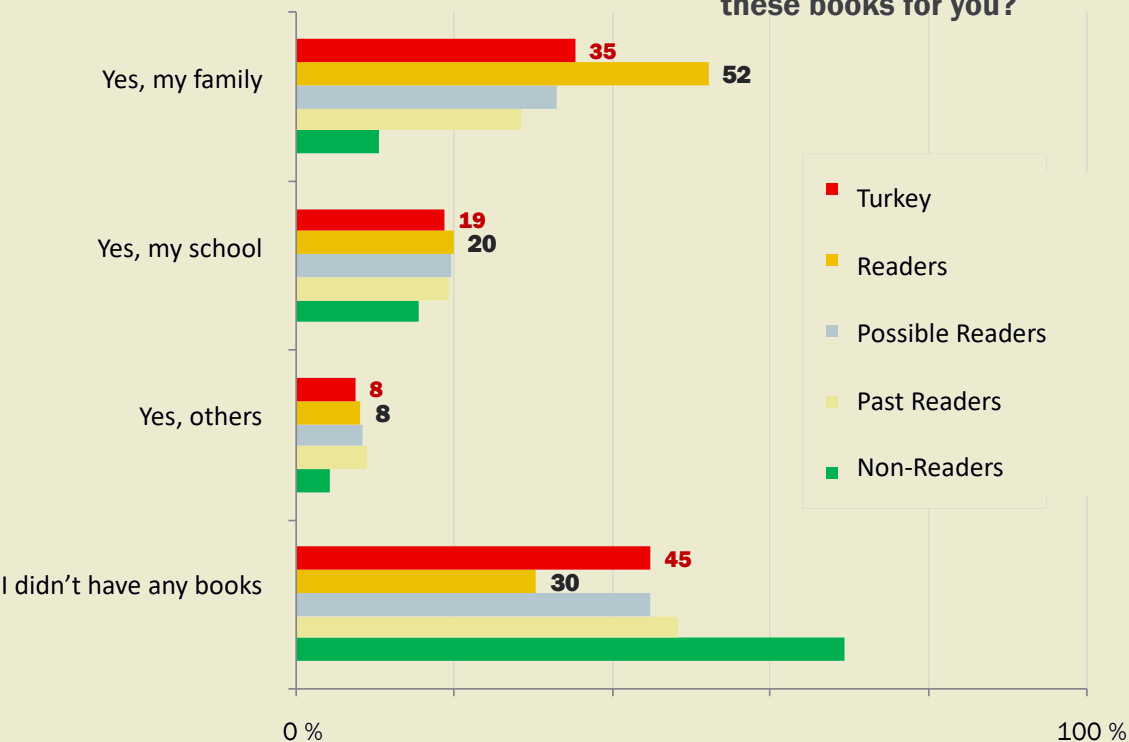


\* As the question has multiple choices, it is asked in a way allowing more than one response.



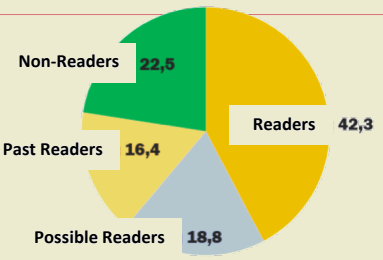
# Relationship with books in childhood

In your primary and pre-primary phases, did you own any books besides textbooks? Who purchased these books for you?

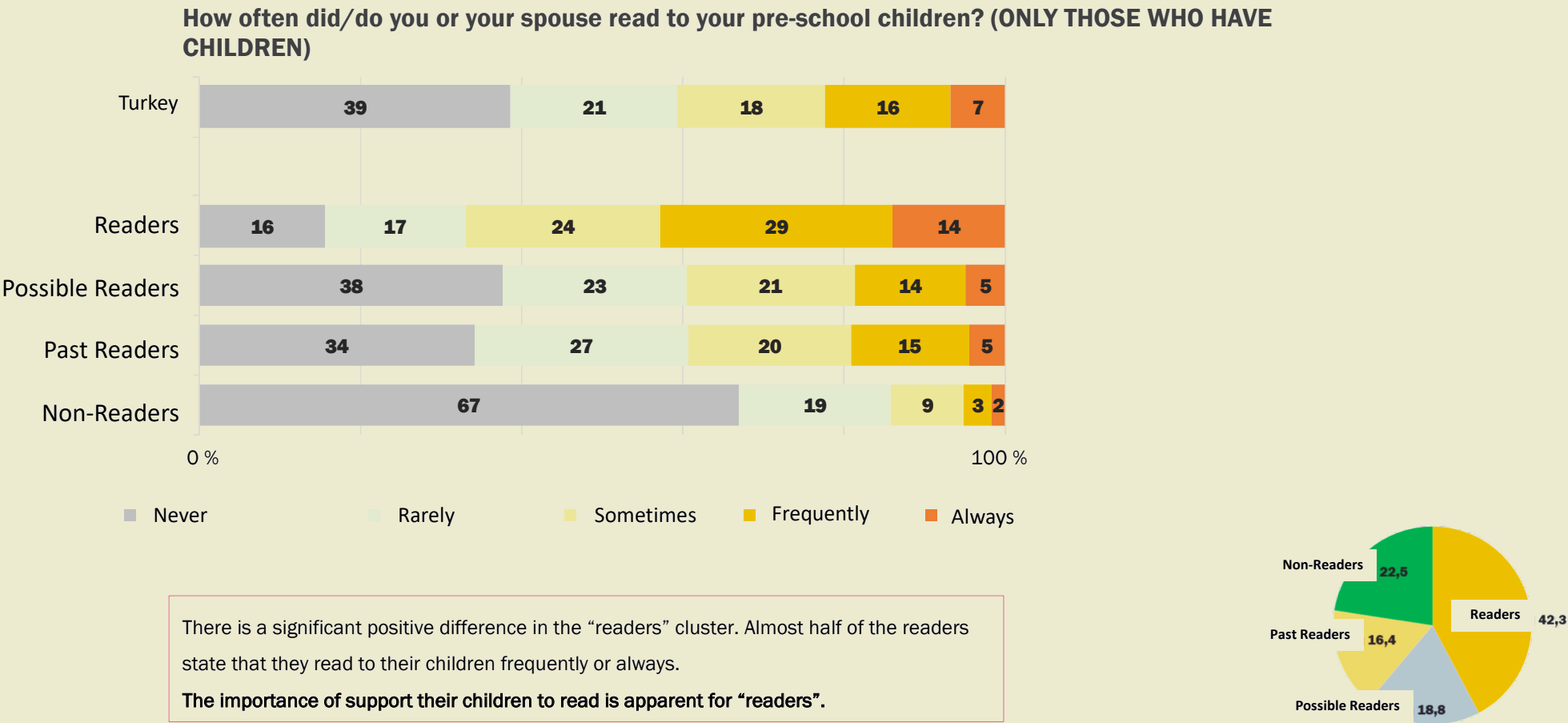


\* As the question has multiple choices, it is asked in a way allowing more than one response.

**If the family buys books, reading increases.**  
 The most striking finding in this graphic is the situation of the people whose family bought them books. 35% of the Turkish total stated their families bought them books when they were children, while this percentage increases to 52% in the “readers” cluster. According to this table, the probability of reading is significantly increased in persons whose family bought them books.

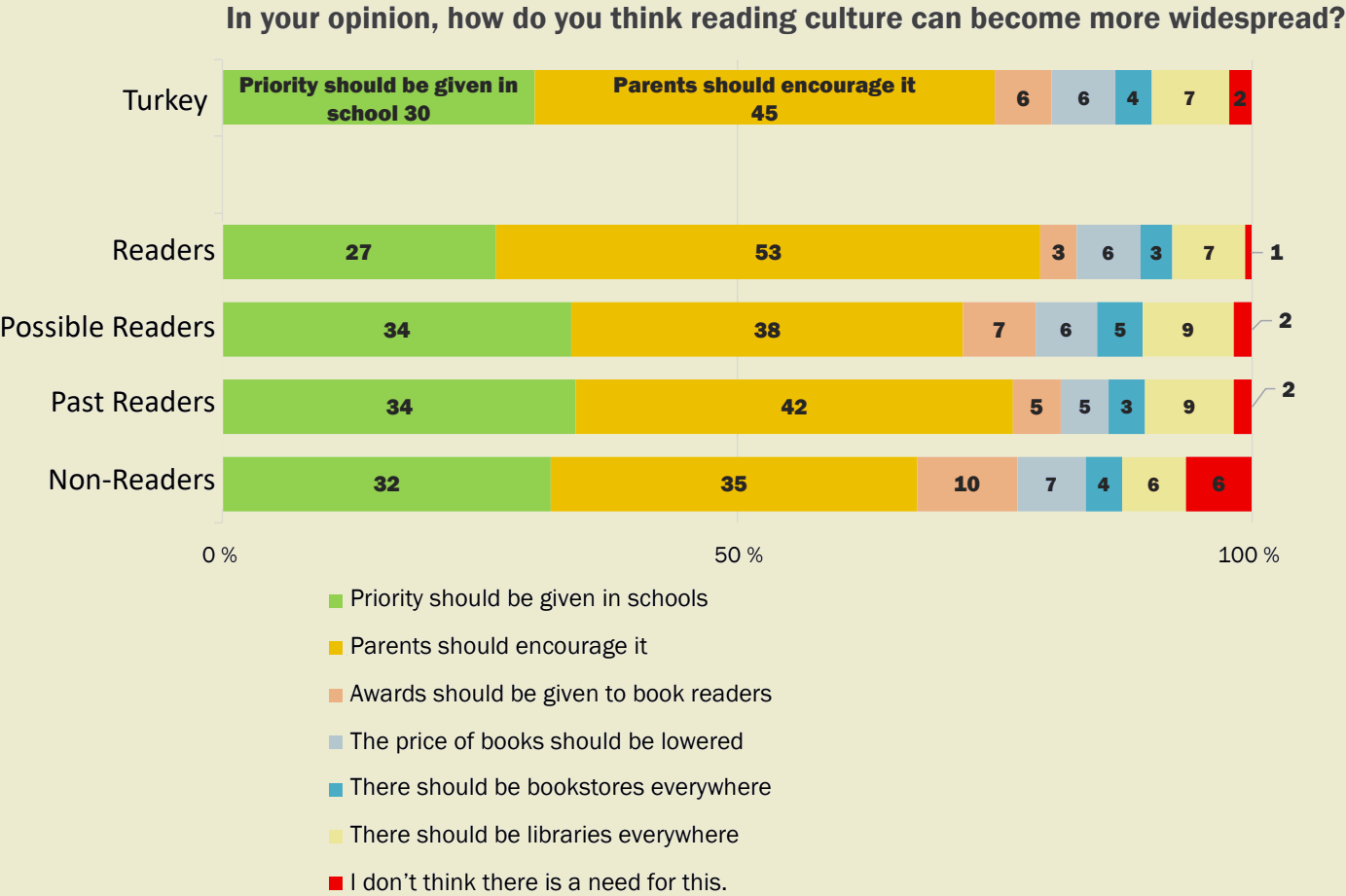


### Do children read?

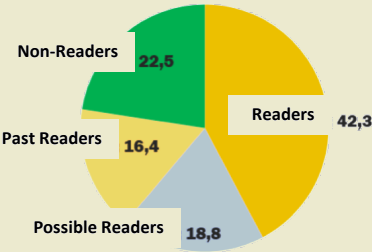


HOW CAN READING CULTURE  
BE MORE WIDESPREAD?

## How can reading culture be more widespread?

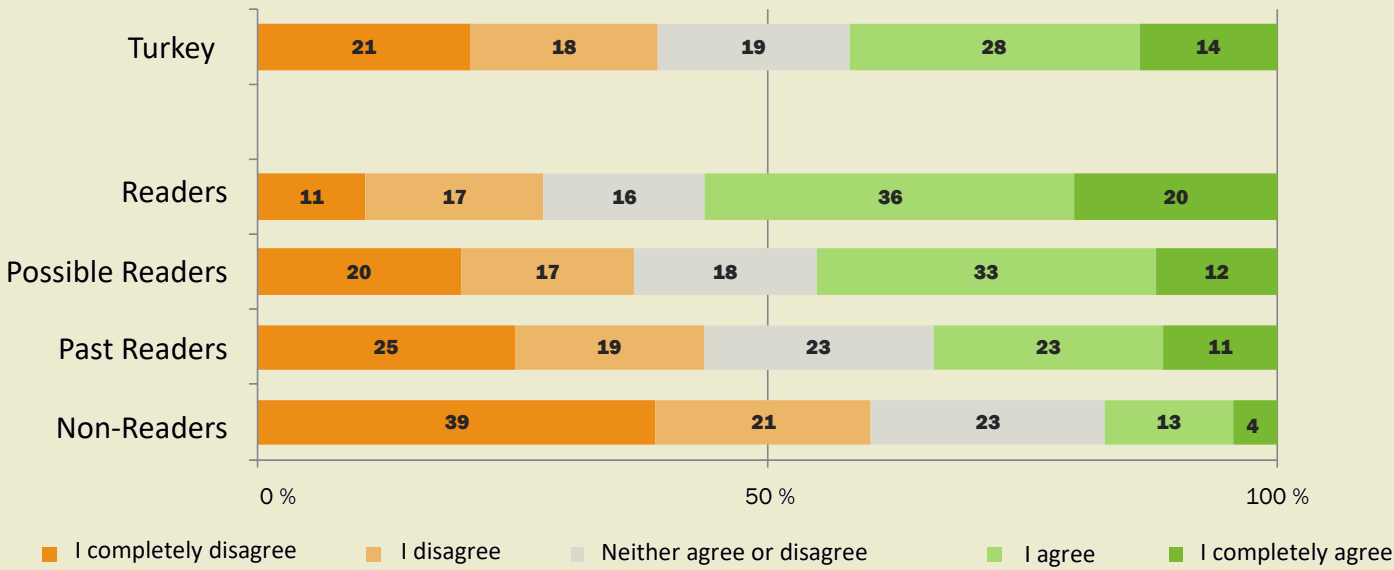


**Readers mostly say “family”**  
It can be seen that those that state that family is important in widespreading reading culture is higher than those who say schools should give the issue priority. This difference is most predominant in “readers”.

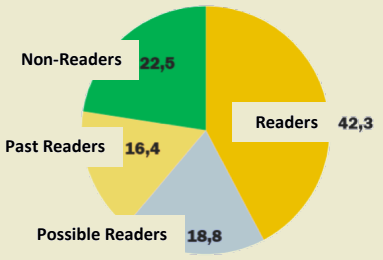


# Reading Culture – Family Relationship

*My family supported/supports me about reading books.*

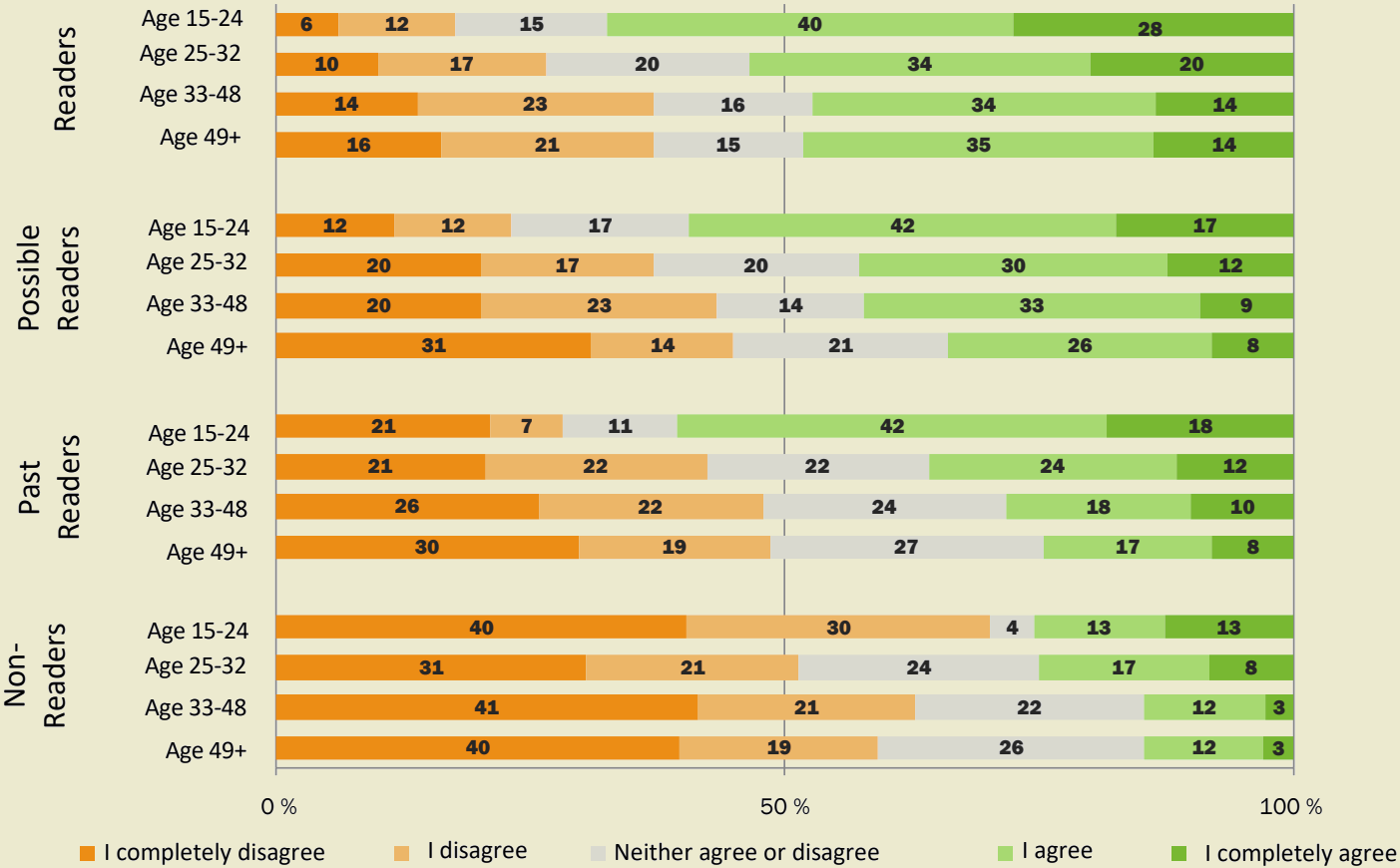


If family supports, then reading increases.



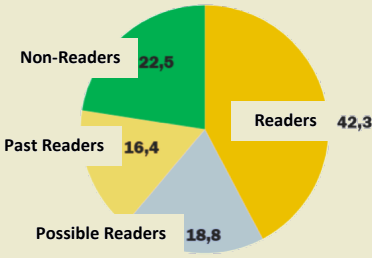
Reading Culture – Family Relationship

My family supported/supports me about reading books.  
(According to age groups within reading clusters)



Young families support more for reading.

By looking at this table, it is possible to make the assumption that young parents are more sensitive to reading.



# MAIN FINDINGS OF THE STUDY

## Main Findings of the Study

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- In the research report, 42% of people found to read was described as the “Readers” cluster. In these clusters, no matter how the question is asked, the respondents state that they have contact with books and state that they have read more than 4 books on average in the last 3 months. This cluster mostly comprises of young, educated persons living in a metropolis. However, there is also a considerable number of persons over the age of 49 with a low education level living in rural regions who are also included in this cluster.
- It is difficult for persons to respond to questions asked in sequence about their reading practices which show that they do not read. It can be stated that there is a group in the 10% range that has answered all reading questions with a statement that they do not read. However, in the majority of cases, even if a person has a weak relationship with books or reading, they can respond by stating that they read to 10 different questions about the reading. It cannot be stated that they are lying in their response, but they may be stretching the truth. They may consider that they have read a book which they have read a very long time ago, or they say they read the book they flicked the pages of or they may have responded as if they have purchased a book for themselves when in fact they have bought a book for their child. This or similar reading practice behaviours bring about small differences in the measurement of reading practices.
- As a society, we believe in the importance of reading! Even within the groups of non-readers or those who have no contact with books, the percentage of persons who do not think reading is important is very low. No matter from which angle it is evaluated, for 70% to disagree with negative statements and for 10-15% to be impartial in a society where the reading rate is only 50%, this can be interpreted in a positive outlook on reading culture.
- The opinion of those who read less or do not read is positive toward reading culture. Their opinions, attitude and preferences regarding reading are in parallel with readers. Therefore, there is no barrier in terms of mentality towards widespreading of reading.

## Main Findings of the Study

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- The percentage of people who have stated that they have read a book in the last 3 months or who have read more than one book has increased from 30% to 64% since 2008. Further, this increase is seen in all demographic clusters. Even if they have exaggerated their own reading status, it can still be stated that the outlook is much more positive than it was 11 years ago.
- Young people are reading more. Reading increases according to parameters such as education, income, cultural consumption. The highest reading cluster is students.
- The primary factor in the high level of reading rate is the support coming from the family. The level of reading in persons who have received support from their families is on a 1 to 1 proportion. Society is also aware of this. But there are still many parents who do not read to their children. However, young parents read to their children more often.
- In the world, the level of reading decreases in young people as the level of use of social media increases. However, in Turkey, the reading level of young people increase in those who use frequently use social media. This may be a social advantage.
- Although their life practices are more limited and the level of education is lower, women read more books. Mothers are also reading books to their children more often.

## ***Main Findings of the Study***

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The data of the study conducted with the aim of understanding the reading culture shows us the main findings above. In addition, the quantitative data of such a multi-dimensional study can provide other clues as to what can be researched or investigated. However, no matter how general or in-depth the framework of the investigation is, we observe that Turkish society is in a relationship with reading culture that is developing. When compared with European averages, it can be stated that we are still not a society which sufficiently reads. However, it is observed clearly as a result of this study that we are a society whose reading rates are increasing and there are positive developments among generations. A comparison of studies conducted in the past showing the striking increase in those who state they “read” is a positive indicator. But even this study shows that Turkish society places importance on reading, understands what needs to be done to develop reading and that there is an increase in the trend to behave towards these realities.

# TABLES

## Tables of All Data (Demographics)

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This section contains tables which provide the opportunity to review all the data of the study in the framework of the reading clusters. In addition to the nationwide response rates, the distributions according to the reading clusters can be seen for each question. The first page of the section provides a guide on how to read the tables.

# Tables of All Data (Demographics)

| Gender | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|--------|---------|------------------|--------------|-------------|--------|
| Female | 53.4    | 43.3             | 47.2         | 50.2        | 49.8   |
| Male   | 46.6    | 56.7             | 52.8         | 49.8        | 50.2   |
| Total  | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

Vertically the total is 100. It shows the variable distribution within the reading clusters. For example, 53% of “readers” are female. 37.2% comprise the 15-24 age group.

This column shows the distribution of the variables for the country. For example, 25% of the respondents are of the 15-24 age group.

| Age                  | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|----------------------|---------|------------------|--------------|-------------|--------|
| 15 - 24 age group    | 37.2    | 26.8             | 15.3         | 8.4         | 25.1   |
| 25 - 32 age group    | 16.7    | 16.9             | 17.2         | 12.0        | 15.7   |
| 33 - 48 age group    | 30.1    | 34.0             | 35.4         | 35.0        | 32.8   |
| Over 49 years of age | 16.0    | 22.2             | 32.2         | 44.6        | 26.3   |
| Total                | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 45.3    | 16.4             | 15.6         | 22.8        | 100.0 |
| 39.1    | 21.2             | 17.3         | 22.4        | 100.0 |
| 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

Horizontally, the total is 100. It shows the reading cluster distributions within that variable. For example, the percentage of females in the “non-readers” cluster is 22.8%. The last row on this side of the table, always shows the distribution of the reading clusters for the nation in general.

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 62.5    | 20.0             | 10.0         | 7.5         | 100.0 |
| 44.6    | 20.1             | 17.9         | 17.3        | 100.0 |
| 38.7    | 19.4             | 17.7         | 24.1        | 100.0 |
| 25.7    | 15.8             | 20.2         | 38.4        | 100.0 |
| 42.2    | 18.7             | 16.5         | 22.6        | 100.0 |

All Data Tables (Demography)

| Education Level (last graduated) | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|----------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Illiterate                       | 0.2     | 3.9              | 3.8          | 18.3        | 5.6    | 1.9     | 13.0             | 11.2         | 73.9        | 100.0 |
| Literate non-graduate            | 0.3     | 2.2              | 1.7          | 6.5         | 2.3    | 6.1     | 18.2             | 12.1         | 63.6        | 100.0 |
| Primary School Graduate          | 11.1    | 24.3             | 30.1         | 37.0        | 22.5   | 20.6    | 20.3             | 22.0         | 37.0        | 100.0 |
| Primary Education Graduate       | 15.4    | 20.4             | 17.5         | 17.7        | 17.2   | 37.6    | 22.4             | 16.8         | 23.2        | 100.0 |
| Secondary Education Graduate     | 39.6    | 33.8             | 32.2         | 17.9        | 32.4   | 51.4    | 19.7             | 16.4         | 12.4        | 100.0 |
| Higher Education Graduate        | 8.0     | 5.3              | 5.3          | 1.4         | 5.6    | 60.6    | 18.1             | 15.6         | 5.6         | 100.0 |
| University Graduate              | 22.8    | 8.3              | 8.4          | 1.1         | 12.8   | 75.0    | 12.2             | 10.9         | 1.9         | 100.0 |
| Post-graduate                    | 2.5     | 1.7              | 1.1          | 0.2         | 1.6    | 66.7    | 20.0             | 11.1         | 2.2         | 100.0 |
| PhD                              | 0.1     | 0.2              | 0.0          | 0.0         | 0.1    | 50.0    | 50.0             | 0.0          | 0.0         | 100.0 |
| Total                            | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.1    | 18.9             | 16.5         | 22.5        | 100.0 |

| Education Level of Mother (last graduated) | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Illiterate                                 | 15.6    | 32.8             | 32.7         | 58.4        | 31.4   | 21.0    | 19.7             | 17.1         | 42.2        | 100.0 |
| Literate non-graduate                      | 3.7     | 5.5              | 8.2          | 5.5         | 5.2    | 30.0    | 20.0             | 26.0         | 24.0        | 100.0 |
| Primary School Graduate                    | 48.9    | 39.5             | 41.1         | 28.0        | 41.1   | 50.1    | 18.0             | 16.4         | 15.4        | 100.0 |
| Primary Education Graduate                 | 13.8    | 10.7             | 8.4          | 5.5         | 10.5   | 55.6    | 19.2             | 13.2         | 11.9        | 100.0 |
| Secondary Education Graduate               | 12.0    | 8.7              | 6.8          | 2.1         | 8.3    | 61.1    | 19.7             | 13.4         | 5.9         | 100.0 |
| Higher Education Graduate                  | 0.6     | 0.6              | 0.4          | 0.3         | 0.5    | 50.0    | 21.4             | 14.3         | 14.3        | 100.0 |
| University Graduate                        | 5.1     | 2.0              | 2.1          | 0.2         | 2.9    | 73.8    | 13.1             | 11.9         | 1.2         | 100.0 |
| Post-graduate                              | 0.2     | 0.2              | 0.2          | 0.0         | 0.1    | 50.0    | 25.0             | 25.0         | 0.0         | 100.0 |
| PhD                                        | 0.1     | 0.0              | 0.0          | 0.0         | 0.0    | 100.0   | 0.0              | 0.0          | 0.0         | 100.0 |
| Total                                      | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.1    | 18.8             | 16.4         | 22.7        | 100.0 |

## All Data Tables (Demography)

| Employment Status    | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|----------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Public Servant       | 8.5     | 4.0              | 2.9          | 0.8         | 5.0    | 71.7    | 15.2             | 9.7          | 3.4         | 100.0 |
| Private Sector       | 8.9     | 6.1              | 5.9          | 2.3         | 6.4    | 58.9    | 17.8             | 15.1         | 8.1         | 100.0 |
| Labourer             | 6.7     | 10.8             | 12.4         | 12.1        | 9.6    | 29.4    | 21.1             | 21.1         | 28.3        | 100.0 |
| Tradesperson         | 5.8     | 11.9             | 9.7          | 7.9         | 8.1    | 30.3    | 27.8             | 19.7         | 22.2        | 100.0 |
| Businessman          | 0.4     | 1.1              | 0.2          | 0.8         | 0.6    | 29.4    | 35.3             | 5.9          | 29.4        | 100.0 |
| Self Employed        | 3.4     | 2.4              | 1.1          | 0.8         | 2.2    | 64.1    | 20.3             | 7.8          | 7.8         | 100.0 |
| Farmer, Stockbreeder | 0.7     | 1.7              | 1.9          | 6.6         | 2.4    | 11.6    | 13.0             | 13.0         | 62.3        | 100.0 |
| Employed, other      | 6.7     | 5.7              | 4.8          | 3.7         | 5.5    | 50.9    | 19.5             | 14.5         | 15.1        | 100.0 |
| Retired              | 7.1     | 8.8              | 15.1         | 14.8        | 10.5   | 28.6    | 15.8             | 23.7         | 31.9        | 100.0 |
| Housewife            | 17.0    | 23.3             | 31.1         | 38.2        | 25.3   | 28.3    | 17.3             | 20.2         | 34.2        | 100.0 |
| Student              | 27.4    | 15.4             | 7.6          | 1.8         | 16.1   | 71.7    | 18.0             | 7.7          | 2.6         | 100.0 |
| Unemployed           | 6.3     | 6.6              | 6.5          | 6.0         | 6.3    | 42.1    | 19.7             | 16.9         | 21.3        | 100.0 |
| Unable to work       | 1.0     | 2.0              | 0.8          | 4.4         | 1.9    | 21.4    | 19.6             | 7.1          | 51.8        | 100.0 |
| Total                | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.1    | 18.8             | 16.5         | 22.6        | 100.0 |

| Civil Status | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Single       | 48.5    | 36.1             | 21.9         | 13.4        | 33.9   | 60.3    | 20.1             | 10.7         | 8.9         | 100.0 |
| Married      | 46.4    | 59.1             | 72.0         | 77.1        | 59.9   | 32.6    | 18.6             | 19.8         | 29.0        | 100.0 |
| Engaged      | 1.1     | 1.5              | 0.8          | 0.5         | 1.0    | 46.4    | 28.6             | 14.3         | 10.7        | 100.0 |
| Divorced     | 1.9     | 0.9              | 1.7          | 1.7         | 1.6    | 48.9    | 10.6             | 17.0         | 23.4        | 100.0 |
| Widowed      | 2.2     | 2.4              | 3.5          | 7.3         | 3.6    | 25.7    | 12.4             | 16.2         | 45.7        | 100.0 |
| Total        | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.1    | 18.9             | 16.5         | 22.5        | 100.0 |

All Data Tables (Demography)

| TV Channel which News is Watched | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|----------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| I don't watch the news on TV     | 12.0    | 8.7              | 7.4          | 5.9         | 9.3    | 54.9    | 17.4             | 13.3         | 14.4        | 100.0 |
| I don't watch TV                 | 10.1    | 6.1              | 6.2          | 4.4         | 7.4    | 57.8    | 15.2             | 13.7         | 13.3        | 100.0 |
| I don't follow the news          | 7.1     | 5.9              | 4.2          | 8.2         | 6.6    | 45.0    | 16.4             | 10.6         | 28.0        | 100.0 |
| A Haber                          | 3.8     | 4.8              | 4.5          | 5.4         | 4.5    | 36.2    | 19.7             | 16.5         | 27.6        | 100.0 |
| ATV                              | 9.5     | 16.7             | 16.1         | 17.6        | 13.7   | 29.2    | 22.5             | 19.4         | 28.9        | 100.0 |
| CNN Türk                         | 1.1     | 1.1              | 1.3          | 0.9         | 1.1    | 41.9    | 19.4             | 19.4         | 19.4        | 100.0 |
| Fox TV                           | 28.6    | 24.0             | 22.5         | 22.2        | 25.3   | 47.8    | 17.5             | 14.7         | 19.9        | 100.0 |
| Haber Türk                       | 1.2     | 1.1              | 1.7          | 1.2         | 1.3    | 40.5    | 16.2             | 21.6         | 21.6        | 100.0 |
| Halk TV                          | 1.7     | 0.4              | 1.3          | 0.5         | 1.1    | 65.6    | 6.3              | 18.8         | 9.4         | 100.0 |
| Kanal 7                          | 0.7     | 1.5              | 1.1          | 2.5         | 1.3    | 23.7    | 21.1             | 13.2         | 42.1        | 100.0 |
| Kanal D                          | 3.2     | 4.2              | 4.5          | 6.2         | 4.3    | 32.0    | 18.0             | 17.2         | 32.8        | 100.0 |
| NTV                              | 2.0     | 1.7              | 1.1          | 1.6         | 1.7    | 50.0    | 18.8             | 10.4         | 20.8        | 100.0 |
| Show TV                          | 5.6     | 7.2              | 5.9          | 5.4         | 5.9    | 40.2    | 22.5             | 16.6         | 20.7        | 100.0 |
| Star TV                          | 2.2     | 2.1              | 3.0          | 2.3         | 2.3    | 39.4    | 16.7             | 21.2         | 22.7        | 100.0 |
| TRT                              | 8.6     | 10.6             | 14.6         | 11.4        | 10.6   | 34.4    | 18.5             | 22.8         | 24.2        | 100.0 |
| Ulusal Kanal                     | 0.4     | 0.4              | 0.0          | 0.5         | 0.4    | 50.0    | 20.0             | 0.0          | 30.0        | 100.0 |
| Other channels                   | 2.0     | 3.4              | 4.7          | 3.7         | 3.1    | 27.3    | 20.5             | 25.0         | 27.3        | 100.0 |
| Total                            | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.3    | 18.5             | 16.6         | 22.6        | 100.0 |

## All Data Tables (Demography)

| Which of the following do you own? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Smart phone                        | 94.2    | 87.9             | 85.2         | 66.8        | 85.4   | 46.6    | 19.4             | 16.4         | 17.7        | 100.0 |
| Tablet computer                    | 38.0    | 26.3             | 19.4         | 7.6         | 25.9   | 61.9    | 19.1             | 12.3         | 6.6         | 100.0 |
| Laptop computer                    | 47.9    | 31.6             | 22.7         | 10.2        | 32.2   | 62.8    | 18.5             | 11.6         | 7.2         | 100.0 |
| Desktop computer                   | 22.2    | 19.6             | 16.1         | 8.7         | 17.7   | 53.1    | 20.8             | 15.0         | 11.1        | 100.0 |
| Mobile internet package            | 70.3    | 57.4             | 49.0         | 38.0        | 57.1   | 51.9    | 18.9             | 14.1         | 15.0        | 100.0 |
| E-book reader                      | 3.4     | 1.5              | 0.6          | 0.2         | 1.9    | 77.8    | 14.8             | 5.6          | 1.9         | 100.0 |
| Total                              |         |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

| Social Media              | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Uses social media         | 93.2    | 85.1             | 81.0         | 56.9        | 81.6   | 48.7    | 19.5             | 16.1         | 15.7        | 100.0 |
| Does not use social media | 6.8     | 14.9             | 19.0         | 43.1        | 18.4   | 15.6    | 15.1             | 16.8         | 52.5        | 100.0 |
| Total                     | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.6    | 18.7             | 16.3         | 22.5        | 100.0 |

| Which social media tools do you use? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Facebook                             | 55.3    | 51.7             | 54.3         | 37.3        | 50.4   | 46.2    | 19.3             | 17.7         | 16.7        | 100.0 |
| Twitter                              | 34.6    | 22.9             | 18.5         | 6.4         | 23.4   | 62.4    | 18.4             | 13.1         | 6.2         | 100.0 |
| Whatsapp                             | 84.7    | 72.1             | 69.3         | 47.5        | 71.4   | 50.0    | 19.0             | 16.0         | 15.0        | 100.0 |
| Youtube                              | 61.6    | 46.6             | 40.9         | 23.4        | 46.8   | 55.6    | 18.7             | 14.4         | 11.3        | 100.0 |
| Instagram                            | 69.8    | 54.3             | 46.3         | 25.0        | 52.9   | 55.6    | 19.3             | 14.4         | 10.6        | 100.0 |
| Never goes on the internet           | 3.8     | 11.0             | 14.2         | 35.6        | 14.1   | 11.5    | 14.7             | 16.6         | 57.2        | 100.0 |
| Total                                |         |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

All Data Tables (Demography)

| In the last 3 months, which of the following cultural activities have you attended/gone to? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------------------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Concert                                                                                     | 31.3    | 19.9             | 15.0         | 7.1         | 21.0   | 62.7    | 17.8             | 11.8         | 7.7         | 100.0 |
| Cinema                                                                                      | 42.2    | 26.9             | 20.5         | 8.8         | 28.2   | 63.1    | 17.9             | 11.9         | 7.1         | 100.0 |
| Theatre                                                                                     | 14.3    | 8.8              | 4.4          | 1.1         | 8.7    | 69.8    | 19.0             | 8.3          | 2.8         | 100.0 |
| Museum                                                                                      | 14.8    | 9.7              | 5.4          | 1.1         | 9.2    | 67.9    | 19.8             | 9.7          | 2.6         | 100.0 |
| Exhibition                                                                                  | 11.0    | 5.7              | 4.6          | 1.4         | 6.8    | 68.5    | 15.7             | 11.2         | 4.6         | 100.0 |
| I did not go to any.                                                                        | 33.7    | 53.7             | 62.4         | 81.3        | 52.9   | 26.9    | 19.1             | 19.4         | 34.7        | 100.0 |
| Total                                                                                       |         |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

| Lifestyle Cluster        | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Modern                   | 50.4    | 37.3             | 25.7         | 15.4        | 36.0   | 59.3    | 19.5             | 11.6         | 9.6         | 100.0 |
| Traditional Conservative | 38.4    | 40.1             | 47.8         | 45.8        | 41.9   | 38.8    | 18.0             | 18.6         | 24.6        | 100.0 |
| Religious Conservative   | 11.2    | 22.6             | 26.6         | 38.8        | 22.1   | 21.5    | 19.3             | 19.6         | 39.6        | 100.0 |
| Total                    | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.4    | 18.8             | 16.3         | 22.5        | 100.0 |

| Monthly Household Income | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Below 1200 TRY           | 2.7     | 6.5              | 4.4          | 11.3        | 5.6    | 20.1    | 22.1             | 12.8         | 45.0        | 100.0 |
| 1201 - 2000 TRY          | 9.8     | 14.9             | 18.7         | 26.3        | 15.9   | 26.1    | 17.8             | 19.2         | 37.0        | 100.0 |
| 2001 - 3000 TRY          | 25.3    | 33.1             | 32.7         | 33.1        | 29.8   | 36.0    | 21.2             | 18.0         | 24.8        | 100.0 |
| 3001 - 5000 TRY          | 36.3    | 28.0             | 29.3         | 21.9        | 30.4   | 50.6    | 17.5             | 15.8         | 16.1        | 100.0 |
| 5001 - 8000 TRY          | 15.3    | 11.1             | 11.8         | 5.1         | 11.7   | 55.7    | 18.1             | 16.5         | 9.7         | 100.0 |
| Above 8001 TL            | 10.5    | 6.3              | 3.2          | 2.4         | 6.7    | 66.3    | 18.0             | 7.9          | 7.9         | 100.0 |
| Total                    | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.3    | 19.0             | 16.4         | 22.4        | 100.0 |

## All Data Tables (Reading)

| Do you read anything related to your work or education? Please indicate on which media you read it? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|-----------------------------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| No, I do not read                                                                                   | 25.3    | 56.9             | 58.0         | 90.6        | 51.4   | 20.8    | 20.8             | 18.6         | 39.8        | 100.0 |
| Printed books                                                                                       | 52.8    | 18.1             | 12.7         | 1.7         | 28.1   | 79.1    | 12.1             | 7.4          | 1.3         | 100.0 |
| Internet sites, blogs                                                                               | 26.4    | 13.2             | 9.4          | 2.0         | 15.6   | 71.4    | 15.9             | 9.9          | 2.9         | 100.0 |
| Internet newspapers and periodicals                                                                 | 28.0    | 13.7             | 13.8         | 2.3         | 17.2   | 68.8    | 15.0             | 13.2         | 3.0         | 100.0 |
| Things written on social media                                                                      | 28.1    | 19.2             | 15.2         | 1.8         | 18.4   | 64.5    | 19.6             | 13.6         | 2.2         | 100.0 |
| Printed newspapers and magazines/periodicals                                                        | 15.2    | 7.9              | 13.1         | 3.5         | 10.9   | 59.2    | 13.6             | 19.9         | 7.3         | 100.0 |
| Documents especially printed for work or school (reports, lesson notes, etc.)                       | 14.7    | 7.1              | 5.2          | 0.8         | 8.6    | 72.4    | 15.6             | 10.0         | 2.0         | 100.0 |
| E-books                                                                                             | 5.0     | 2.7              | 0.4          | 0.0         | 2.7    | 78.2    | 19.2             | 2.6          | 0.0         | 100.0 |
| Total                                                                                               |         |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

| Do you read anything OUTSIDE of work, lessons or school which is of interest to you? Please indicate on which media you read it? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|----------------------------------------------------------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| No, I do not read                                                                                                                | 9.6     | 51.9             | 49.2         | 84.3        | 40.9   | 9.9     | 23.8             | 19.8         | 46.5        | 100.0 |
| Printed books                                                                                                                    | 71.9    | 17.0             | 17.5         | 2.1         | 36.9   | 82.2    | 8.7              | 7.8          | 1.3         | 100.0 |
| Internet sites, blogs                                                                                                            | 26.5    | 11.9             | 12.7         | 4.4         | 16.5   | 67.7    | 13.5             | 12.7         | 6.0         | 100.0 |
| Internet newspapers and periodicals                                                                                              | 26.9    | 13.9             | 14.8         | 4.3         | 17.3   | 65.3    | 15.0             | 14.1         | 5.5         | 100.0 |
| Things written on social media                                                                                                   | 29.0    | 21.4             | 20.0         | 4.1         | 20.5   | 59.7    | 19.6             | 16.1         | 4.5         | 100.0 |
| Printed newspapers and magazines/periodicals                                                                                     | 19.0    | 9.7              | 14.0         | 7.6         | 13.8   | 57.8    | 13.2             | 16.6         | 12.4        | 100.0 |
| Documents especially printed for work or school (reports, lesson notes, etc.)                                                    | 7.8     | 2.6              | 3.5          | 0.2         | 4.4    | 75.0    | 10.9             | 13.3         | 0.8         | 100.0 |
| E-books                                                                                                                          | 5.6     | 2.0              | 1.5          | 0.0         | 3.0    | 79.3    | 12.6             | 8.0          | 0.0         | 100.0 |
| Total                                                                                                                            |         |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

All Data Tables (Reading)

|                                                                 |         |                  |              |             |        |         |                  |              |             |       |
|-----------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Do your read PRINTED BOOKS BESIDES textbooks or books of FAITH? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
| No, I do not read.                                              |         | 100.0            | 0.0          | 100.0       | 39.4   | 0.0     | 40.7             | 0.0          | 59.3        | 100.0 |
| I used to read.                                                 |         |                  | 86.0         | 0.0         | 14.6   | 0.0     | 0.0              | 100.0        | 0.0         | 100.0 |
| Yes, I do read.                                                 | 100.0   | 0.0              | 14.0         |             | 46.0   | 94.8    | 0.0              | 5.2          | 0.0         | 100.0 |
| Total                                                           | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 43.6    | 16.0             | 17.0         | 23.3        | 100.0 |

|                                                          |                                                                  |                  |              |             |        |         |                  |              |             |       |
|----------------------------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Which are the BOOK GENRES that you most prefer to read?* | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
| Books of FAITH                                           | 25.8                                                             | 34.9             | 48.6         | 35.3        | 33.4   | 32.6    | 19.6             | 23.9         | 23.8        | 100.0 |
| ACADEMIC (university) books                              | 16.5                                                             | 6.2              | 5.0          | 0.6         | 9.1    | 76.5    | 12.9             | 9.1          | 1.5         | 100.0 |
| EDUCATIONAL (textbooks and guides) books                 | 30.7                                                             | 15.4             | 17.1         | 2.7         | 19.3   | 67.2    | 15.0             | 14.6         | 3.2         | 100.0 |
| CHILDREN'S and TEEN books                                | 10.6                                                             | 6.2              | 7.1          | 1.1         | 7.0    | 63.4    | 16.6             | 16.6         | 3.4         | 100.0 |
| FICTION books like novels, stories, poetry               | 72.9                                                             | 30.9             | 32.2         | 2.4         | 42.4   | 72.5    | 13.7             | 12.5         | 1.3         | 100.0 |
| NON-FICTION books like research, studies                 | 25.8                                                             | 12.6             | 9.8          | 2.1         | 15.4   | 70.9    | 15.4             | 10.5         | 3.1         | 100.0 |
| Total                                                    | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

|                                                                                         |                                                                  |                  |              |             |        |         |                  |              |             |       |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Which topics do you enjoy reading about in FICTION BOOKS, like novels, stories, poetry? | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
| History                                                                                 | 38.9                                                             | 27.1             | 31.1         | 7.8         | 28.4   | 57.9    | 17.9             | 18.0         | 6.2         | 100.0 |
| Adventure/Detective                                                                     | 35.6                                                             | 21.6             | 18.8         | 3.2         | 22.9   | 65.6    | 17.7             | 13.5         | 3.2         | 100.0 |
| Romance/emotional                                                                       | 31.0                                                             | 16.3             | 17.9         | 3.0         | 19.8   | 66.1    | 15.5             | 15.0         | 3.5         | 100.0 |
| Psychological                                                                           | 31.4                                                             | 11.3             | 9.2          | 1.7         | 17.3   | 76.7    | 12.3             | 8.7          | 2.2         | 100.0 |
| Thriller                                                                                | 13.0                                                             | 5.7              | 6.7          | 1.5         | 8.0    | 68.5    | 13.4             | 13.8         | 4.3         | 100.0 |
| Other                                                                                   | 6.1                                                              | 10.6             | 16.9         | 28.4        | 13.8   | 18.7    | 14.5             | 20.2         | 46.6        | 100.0 |
| Total                                                                                   | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        | 42.2    | 18.8             | 16.4         | 22.6        | 100.0 |

# All Data Tables (Reading)

| Which topics do you enjoy reading about in NON-FICTION BOOKS, like research or studies?* | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|
| History                                                                                  | 40.1                                                             | 26.7             | 32.6         | 8.1         | 29.1   |
| Geography                                                                                | 9.4                                                              | 6.4              | 6.9          | 0.6         | 6.5    |
| Psychology                                                                               | 27.7                                                             | 13.7             | 10.4         | 2.1         | 16.5   |
| Philosophy                                                                               | 13.6                                                             | 6.4              | 3.3          | 0.2         | 7.5    |
| Science                                                                                  | 14.3                                                             | 9.1              | 6.9          | 1.8         | 9.3    |
| Art                                                                                      | 13.1                                                             | 7.3              | 7.7          | 0.2         | 8.2    |
| Humor                                                                                    | 14.1                                                             | 12.1             | 8.4          | 2.0         | 10.0   |
| Self-help                                                                                | 28.3                                                             | 11.9             | 15.2         | 2.4         | 17.2   |
| Other                                                                                    | 6.6                                                              | 10.6             | 21.7         | 27.4        | 14.5   |
| Total                                                                                    | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 58.1    | 17.2             | 18.4         | 6.3         | 100.0 |
| 61.7    | 18.6             | 17.6         | 2.1         | 100.0 |
| 71.0    | 15.7             | 10.4         | 2.9         | 100.0 |
| 76.3    | 16.0             | 7.3          | 0.5         | 100.0 |
| 64.8    | 18.5             | 12.2         | 4.4         | 100.0 |
| 67.4    | 16.7             | 15.5         | 0.4         | 100.0 |
| 59.2    | 22.6             | 13.7         | 4.5         | 100.0 |
| 69.3    | 13.0             | 14.6         | 3.2         | 100.0 |
| 19.1    | 13.7             | 24.6         | 42.6        | 100.0 |
| 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

| How many books have you read in the last 3 months? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|----------------------------------------------------|---------|------------------|--------------|-------------|--------|
| I have not read any books                          | 9.3     | 43.8             | 53.2         | 91.5        | 36.2   |
| I read 1-2 books                                   | 43.7    | 32.2             | 33.2         | 8.3         | 33.9   |
| I read 2-5 books                                   | 27.8    | 14.3             | 10.0         | 0.3         | 18.0   |
| I read 5-10 books                                  | 12.4    | 7.7              | 2.4          | 0.0         | 7.9    |
| I read more than 10 books                          | 6.9     | 1.9              | 1.2          | 0.0         | 3.9    |
| Total                                              | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 12.8    | 21.7             | 21.7         | 43.8        | 100.0 |
| 64.3    | 17.0             | 14.5         | 4.2         | 100.0 |
| 77.3    | 14.3             | 8.2          | 0.2         | 100.0 |
| 78.1    | 17.5             | 4.4          | 0.0         | 100.0 |
| 86.8    | 8.8              | 4.4          | 0.0         | 100.0 |
| 50.0    | 17.9             | 14.8         | 17.3        | 100.0 |

| Could you tell us the title of the last book your read? (grouped) | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|-------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|
| Gave the title of the last book they read.                        | 81.8    | 51.0             | 43.5         | 11.4        | 53.8   |
| Did not give the title of the last book they read.                | 18.2    | 49.0             | 56.5         | 88.6        | 46.2   |
| Total                                                             | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 64.1    | 17.8             | 13.3         | 4.8         | 100.0 |
| 16.7    | 19.9             | 20.1         | 43.3        | 100.0 |
| 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

All Data Tables (Reading)

Could you tell us the title of the last book your read?  
(grouped)

|                  | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|------------------|---------|------------------|--------------|-------------|--------|
| Fiction          | 49.8    | 25.7             | 18.6         | 2.9         | 29.6   |
| Books of faith   | 7.1     | 8.8              | 11.3         | 6.1         | 7.9    |
| Non-fiction      | 10.8    | 5.3              | 6.1          | 0.9         | 6.8    |
| Self-help        | 5.1     | 2.2              | 2.1          | 0.0         | 2.9    |
| Academic books   | 2.4     | 1.6              | 1.0          | 0.2         | 1.5    |
| Children's books | 1.2     | 2.9              | 1.3          | 0.8         | 1.4    |
| Eduction         | 0.7     | 1.5              | 0.6          | 0.2         | 0.7    |
| History          | 1.2     | 0.7              | 0.4          | 0.0         | 0.7    |
| Other            | 2.9     | 2.2              | 2.3          | 0.5         | 2.1    |
| I don't remember | 2.7     | 4.2              | 7.5          | 5.5         | 4.4    |
| Does not read    | 0.2     | 0.5              | 1.0          | 3.2         | 1.1    |
| No response      | 15.6    | 44.3             | 47.8         | 79.9        | 40.8   |
| Total            | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 71.1    | 16.4             | 10.3         | 2.2         | 100.0 |
| 38.0    | 21.0             | 23.6         | 17.5        | 100.0 |
| 67.5    | 14.7             | 14.7         | 3.0         | 100.0 |
| 74.1    | 14.1             | 11.8         | 0.0         | 100.0 |
| 66.7    | 20.0             | 11.1         | 2.2         | 100.0 |
| 35.7    | 38.1             | 14.3         | 11.9        | 100.0 |
| 42.9    | 38.1             | 14.3         | 4.8         | 100.0 |
| 71.4    | 19.0             | 9.5          | 0.0         | 100.0 |
| 58.1    | 19.4             | 17.7         | 4.8         | 100.0 |
| 25.8    | 18.0             | 28.1         | 28.1        | 100.0 |
| 9.4     | 9.4              | 15.6         | 65.6        | 100.0 |
| 16.1    | 20.4             | 19.3         | 44.2        | 100.0 |
| 42.2    | 18.8             | 16.4         | 22.6        | 100.0 |

How often do you buy books?

|                | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|----------------|---------|------------------|--------------|-------------|--------|
| Never          | 9.9     | 39.3             | 49.8         | 92.3        | 40.4   |
| Once a year    | 18.3    | 25.3             | 25.5         | 5.0         | 17.8   |
| Every 6 months | 26.7    | 15.7             | 14.9         | 1.4         | 17.1   |
| Once a month   | 37.1    | 15.9             | 8.1          | 1.3         | 20.4   |
| Once a week    | 8.1     | 3.7              | 1.7          | 0.0         | 4.4    |
| Total          | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 10.5    | 17.5             | 20.5         | 51.5        | 100.0 |
| 44.1    | 25.6             | 23.9         | 6.4         | 100.0 |
| 67.1    | 16.6             | 14.5         | 1.9         | 100.0 |
| 78.0    | 14.0             | 6.6          | 1.4         | 100.0 |
| 78.4    | 15.2             | 6.4          | 0.0         | 100.0 |
| 42.9    | 18.0             | 16.6         | 22.5        | 100.0 |

## All Data Tables (Reading)

| Which do you prefer when you want to purchase books?*          | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey |
|----------------------------------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|
| Small, independent bookstore                                   | 39.2                                                             | 31.1             | 27.1         | 5.3         | 28.0   |
| Chain bookstores                                               | 41.4                                                             | 19.7             | 16.7         | 1.1         | 24.2   |
| Markets                                                        | 6.9                                                              | 6.0              | 4.6          | 0.8         | 5.0    |
| Secondhand bookstores                                          | 21.1                                                             | 15.2             | 13.6         | 0.9         | 14.2   |
| Online sale websites                                           | 33.6                                                             | 12.4             | 9.4          | 0.0         | 18.0   |
| Book/magazine kiosks at airports, intercity bus stations, etc. | 0.9                                                              | 1.3              | 0.6          | 0.2         | 0.8    |
| I don't purchase books                                         | 7.2                                                              | 23.8             | 44.8         | 91.3        | 35.5   |
| Total                                                          | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 58.9    | 20.8             | 15.9         | 4.3         | 100.0 |
| 72.3    | 15.3             | 11.4         | 1.0         | 100.0 |
| 58.6    | 22.8             | 15.2         | 3.4         | 100.0 |
| 62.7    | 20.1             | 15.7         | 1.5         | 100.0 |
| 78.5    | 13.0             | 8.6          | 0.0         | 100.0 |
| 50.0    | 31.8             | 13.6         | 4.5         | 100.0 |
| 8.6     | 12.6             | 20.8         | 58.0        | 100.0 |
| 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

| Which TWO reasons is important for your to PURCHASE a book?* | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey |
|--------------------------------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|
| Recommendation of a friend                                   | 35.5                                                             | 29.3             | 22.1         | 2.4         | 24.7   |
| The book is a bestseller                                     | 10.4                                                             | 8.0              | 6.7          | 0.6         | 7.1    |
| Price                                                        | 5.7                                                              | 7.1              | 4.8          | 1.1         | 4.8    |
| Blog written about them on the internet                      | 13.6                                                             | 7.5              | 5.4          | 0.2         | 8.1    |
| Social media posts about the book                            | 6.3                                                              | 4.2              | 2.5          | 0.0         | 3.8    |
| Recommendation of bookstore staff                            | 3.1                                                              | 2.6              | 2.1          | 0.2         | 2.2    |
| Topic                                                        | 46.4                                                             | 30.7             | 24.4         | 1.4         | 29.6   |
| Genre                                                        | 22.7                                                             | 11.3             | 11.9         | 0.9         | 13.9   |
| Publisher                                                    | 2.7                                                              | 2.2              | 1.7          | 0.3         | 1.9    |
| Author                                                       | 23.2                                                             | 14.3             | 11.1         | 1.4         | 14.6   |
| I don't purchase books                                       | 4.6                                                              | 19.4             | 45.0         | 93.9        | 34.2   |
| Total                                                        | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 60.7    | 22.3             | 14.8         | 2.2         | 100.0 |
| 61.5    | 21.2             | 15.4         | 1.9         | 100.0 |
| 50.4    | 28.1             | 16.5         | 5.0         | 100.0 |
| 71.1    | 17.4             | 11.1         | 0.4         | 100.0 |
| 68.8    | 20.5             | 10.7         | 0.0         | 100.0 |
| 60.3    | 22.2             | 15.9         | 1.6         | 100.0 |
| 65.9    | 19.5             | 13.6         | 1.0         | 100.0 |
| 69.1    | 15.3             | 14.1         | 1.5         | 100.0 |
| 60.0    | 21.8             | 14.5         | 3.6         | 100.0 |
| 67.1    | 18.4             | 12.5         | 2.1         | 100.0 |
| 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |
| 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

All Data Tables (Reading)

| Where and how often do you read books: At home | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Never                                          | 2.5     | 21.5             | 27.9         | 78.6        | 27.1   | 4.0     | 14.0             | 17.3         | 64.8        | 100.0 |
| Rarely                                         | 11.3    | 21.3             | 22.6         | 9.3         | 14.5   | 33.9    | 25.8             | 26.0         | 14.3        | 100.0 |
| Sometimes                                      | 26.2    | 26.2             | 23.9         | 5.3         | 21.1   | 53.8    | 21.8             | 18.9         | 5.6         | 100.0 |
| Frequently                                     | 34.3    | 16.5             | 14.7         | 2.6         | 20.8   | 71.6    | 13.9             | 11.8         | 2.7         | 100.0 |
| Always                                         | 25.7    | 14.4             | 10.9         | 4.3         | 16.5   | 67.7    | 15.4             | 11.0         | 5.8         | 100.0 |
| Total                                          | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 43.4    | 17.5             | 16.7         | 22.3        | 100.0 |

| Where and how often do you read books: Public places like cafes, parks | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Never                                                                  | 65.7    | 81.8             | 90.0         | 98.9        | 80.0   | 35.7    | 17.7             | 18.9         | 27.8        | 100.0 |
| Rarely                                                                 | 15.0    | 8.9              | 6.1          | 0.3         | 9.2    | 71.3    | 16.7             | 11.2         | 0.8         | 100.0 |
| Sometimes                                                              | 13.4    | 7.2              | 2.4          | 0.5         | 7.6    | 76.8    | 16.4             | 5.3          | 1.4         | 100.0 |
| Frequently                                                             | 4.5     | 1.1              | 0.9          | 0.2         | 2.3    | 84.4    | 7.8              | 6.3          | 1.6         | 100.0 |
| Always                                                                 | 1.4     | 1.1              | 0.7          | 0.2         | 0.9    | 65.4    | 19.2             | 11.5         | 3.8         | 100.0 |
| Total                                                                  | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 43.5    | 17.3             | 16.8         | 22.5        | 100.0 |

| Where and how often do you read books: On public transport | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Never                                                      | 64.5    | 83.8             | 85.9         | 99.2        | 79.2   | 35.5    | 18.3             | 18.2         | 28.1        | 100.0 |
| Rarely                                                     | 13.4    | 7.6              | 7.4          | 0.3         | 8.5    | 69.0    | 15.5             | 14.7         | 0.9         | 100.0 |
| Sometimes                                                  | 11.7    | 5.5              | 4.6          | 0.3         | 6.9    | 74.1    | 13.8             | 11.1         | 1.1         | 100.0 |
| Frequently                                                 | 6.8     | 1.5              | 1.5          | 0.0         | 3.5    | 85.3    | 7.4              | 7.4          | 0.0         | 100.0 |
| Always                                                     | 3.6     | 1.7              | 0.7          | 0.2         | 2.0    | 78.2    | 14.5             | 5.5          | 1.8         | 100.0 |
| Total                                                      | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 43.5    | 17.3             | 16.8         | 22.4        | 100.0 |

## All Data Tables (Reading)

| Where and how often do you read books: at school or work | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|----------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Never                                                    | 48.9    | 69.1             | 79.0         | 98.2        | 68.5   | 30.9    | 17.6             | 19.4         | 32.1        | 100.0 |
| Rarely                                                   | 9.8     | 9.8              | 6.5          | 0.7         | 7.2    | 58.9    | 23.9             | 15.2         | 2.0         | 100.0 |
| Sometimes                                                | 18.9    | 11.1             | 8.9          | 0.8         | 11.8   | 69.4    | 16.4             | 12.7         | 1.5         | 100.0 |
| Frequently                                               | 15.5    | 7.7              | 4.5          | 0.2         | 8.8    | 75.7    | 15.2             | 8.6          | 0.4         | 100.0 |
| Always                                                   | 7.0     | 2.3              | 1.1          | 0.2         | 3.6    | 83.0    | 11.0             | 5.0          | 1.0         | 100.0 |
| Total                                                    | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 43.3    | 17.4             | 16.9         | 22.4        | 100.0 |

| Where and how often do you read books: Library | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Never                                          | 62.9    | 80.8             | 88.2         | 99.5        | 78.5   | 34.9    | 17.9             | 18.8         | 28.4        | 100.0 |
| Rarely                                         | 13.4    | 5.1              | 4.6          | 0.2         | 7.5    | 77.6    | 11.7             | 10.2         | 0.5         | 100.0 |
| Sometimes                                      | 10.9    | 7.6              | 4.1          | 0.2         | 6.8    | 69.9    | 19.4             | 10.2         | 0.5         | 100.0 |
| Frequently                                     | 7.4     | 3.8              | 2.0          | 0.0         | 4.2    | 76.5    | 15.7             | 7.8          | 0.0         | 100.0 |
| Always                                         | 5.5     | 2.7              | 1.1          | 0.2         | 3.1    | 77.4    | 15.5             | 6.0          | 1.2         | 100.0 |
| Total                                          | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 43.5    | 17.3             | 16.7         | 22.4        | 100.0 |

| How often do you read books on digital mediums, such as tablets, kindle (e-book reader), computer or telephone? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|-----------------------------------------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Never                                                                                                           | 60.5    | 69.9             | 75.2         | 94.9        | 72.4   | 35.8    | 17.3             | 17.3         | 29.6        | 100.0 |
| Rarely                                                                                                          | 13.5    | 13.4             | 10.8         | 1.6         | 10.3   | 56.0    | 23.2             | 17.4         | 3.4         | 100.0 |
| Sometimes                                                                                                       | 14.9    | 9.6              | 8.3          | 2.3         | 10.0   | 63.7    | 17.3             | 13.7         | 5.3         | 100.0 |
| Frequently                                                                                                      | 7.3     | 4.9              | 4.9          | 0.2         | 4.9    | 64.5    | 18.1             | 16.7         | 0.7         | 100.0 |
| Always                                                                                                          | 3.7     | 2.2              | 0.8          | 1.1         | 2.4    | 67.2    | 16.4             | 6.0          | 10.4        | 100.0 |
| Total                                                                                                           | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.8    | 17.9             | 16.6         | 22.6        | 100.0 |

All Data Tables (Reading)

| What are the TWO important reasons which help to decide to READ a book?* | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--------------------------------------------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Topic                                                                    | 51.4                                                             | 37.3             | 30.9         | 0.0         | 33.8   | 64.2    | 20.8             | 15.1         | 0.0         | 100.0 |
| Recommendation of a friend                                               | 36.8                                                             | 32.7             | 25.9         | 0.0         | 25.9   | 59.9    | 23.7             | 16.4         | 0.0         | 100.0 |
| Genre                                                                    | 25.6                                                             | 16.6             | 12.7         | 0.0         | 16.0   | 67.4    | 19.5             | 13.1         | 0.0         | 100.0 |
| Author                                                                   | 23.0                                                             | 15.2             | 9.6          | 0.0         | 14.2   | 68.7    | 20.1             | 11.2         | 0.0         | 100.0 |
| Blog written about them on the internet                                  | 12.7                                                             | 7.7              | 5.6          | 0.0         | 7.7    | 69.3    | 18.7             | 12.0         | 0.0         | 100.0 |
| The book is a bestseller                                                 | 9.0                                                              | 8.2              | 6.7          | 0.0         | 6.4    | 58.8    | 24.1             | 17.1         | 0.0         | 100.0 |
| Social media posts about the book                                        | 5.5                                                              | 6.0              | 3.1          | 0.0         | 4.0    | 58.6    | 28.4             | 12.9         | 0.0         | 100.0 |
| Price                                                                    | 4.6                                                              | 5.1              | 3.5          | 0.0         | 3.5    | 55.4    | 27.7             | 16.8         | 0.0         | 100.0 |
| Recommendation of bookstore staff                                        | 2.4                                                              | 2.6              | 1.3          | 0.0         | 1.7    | 59.2    | 28.6             | 12.2         | 0.0         | 100.0 |
| Publisher                                                                | 1.1                                                              | 2.9              | 1.3          | 0.0         | 1.2    | 37.1    | 45.7             | 17.1         | 0.0         | 100.0 |
| I do not read books                                                      | 0.0                                                              | 4.8              | 39.0         | 100.0       | 29.9   | 0.0     | 3.0              | 21.5         | 75.5        | 100.0 |
| Total                                                                    | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

| Are there any magazines/periodicals that you regularly follow and purchase? Which types?* | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Literature periodicals/magazines                                                          | 6.9                                                              | 2.0              | 2.7          | 0.0         | 3.7    | 78.0    | 10.1             | 11.9         | 0.0         | 100.0 |
| Humour magazines/periodicals                                                              | 7.9                                                              | 5.5              | 3.5          | 0.0         | 4.9    | 67.4    | 20.8             | 11.8         | 0.0         | 100.0 |
| Science, technology, travel, geography periodicals/magazines                              | 8.1                                                              | 6.4              | 2.5          | 0.3         | 5.1    | 67.1    | 23.5             | 8.1          | 1.3         | 100.0 |
| Business related, sector magazines/periodicals                                            | 2.9                                                              | 2.6              | 1.9          | 0.3         | 2.1    | 59.0    | 23.0             | 14.8         | 3.3         | 100.0 |
| Hobby magazines/periodicals                                                               | 4.1                                                              | 2.6              | 2.1          | 0.5         | 2.6    | 64.9    | 18.2             | 13.0         | 3.9         | 100.0 |
| Sport magazines/periodicals                                                               | 4.3                                                              | 3.8              | 2.9          | 0.6         | 3.2    | 57.6    | 22.8             | 15.2         | 4.3         | 100.0 |
| Other                                                                                     | 4.2                                                              | 2.2              | 2.7          | 1.4         | 3.0    | 60.5    | 14.0             | 15.1         | 10.5        | 100.0 |
| No, I don't buy magazines/periodicals                                                     | 69.9                                                             | 74.0             | 83.9         | 94.8        | 78.6   | 37.5    | 17.7             | 17.6         | 27.2        | 100.0 |
| Total                                                                                     | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

## All Data Tables (Reading)

**Books will not be read anymore as there is so much to see on the internet.**

|                           | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|---------------------------|---------|------------------|--------------|-------------|--------|
| I completely disagree     | 47.0    | 29.5             | 28.4         | 23.0        | 35.5   |
| I disagree                | 37.3    | 36.8             | 34.1         | 26.4        | 34.3   |
| Neither agree or disagree | 5.3     | 11.2             | 15.7         | 20.4        | 11.4   |
| I agree                   | 7.5     | 18.2             | 15.3         | 22.2        | 13.9   |
| I completely agree        | 2.9     | 4.3              | 6.5          | 8.0         | 4.9    |
| Total                     | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

|  | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--|---------|------------------|--------------|-------------|-------|
|  | 57.4    | 15.2             | 13.3         | 14.1        | 100.0 |
|  | 47.1    | 19.6             | 16.5         | 16.8        | 100.0 |
|  | 20.1    | 17.9             | 23.0         | 39.0        | 100.0 |
|  | 23.3    | 23.8             | 18.2         | 34.6        | 100.0 |
|  | 25.7    | 16.2             | 22.1         | 36.0        | 100.0 |
|  | 43.3    | 18.3             | 16.6         | 21.8        | 100.0 |

**I prefer small, independent bookstores to purchase books.**

|                           | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|---------------------------|---------|------------------|--------------|-------------|--------|
| I completely disagree     | 6.8     | 8.6              | 9.8          | 17.9        | 10.0   |
| I disagree                | 17.5    | 19.3             | 19.5         | 16.2        | 17.9   |
| Neither agree or disagree | 27.2    | 27.3             | 32.8         | 41.9        | 31.3   |
| I agree                   | 40.7    | 40.2             | 31.7         | 21.0        | 34.9   |
| I completely agree        | 7.9     | 4.6              | 6.2          | 3.1         | 6.0    |
| Total                     | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

|  | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--|---------|------------------|--------------|-------------|-------|
|  | 30.0    | 15.8             | 16.1         | 38.1        | 100.0 |
|  | 43.1    | 19.6             | 18.0         | 19.2        | 100.0 |
|  | 38.3    | 15.9             | 17.3         | 28.5        | 100.0 |
|  | 51.4    | 20.9             | 15.0         | 12.8        | 100.0 |
|  | 57.9    | 14.0             | 17.1         | 11.0        | 100.0 |
|  | 44.1    | 18.2             | 16.5         | 21.3        | 100.0 |

**When reading, if I don't like the book I stop reading before I come to the end.**

|                           | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|---------------------------|---------|------------------|--------------|-------------|--------|
| I completely disagree     | 20.0    | 11.8             | 12.9         | 18.2        | 17.0   |
| I disagree                | 29.2    | 21.2             | 20.3         | 11.9        | 22.6   |
| Neither agree or disagree | 11.2    | 16.1             | 20.7         | 35.0        | 18.7   |
| I agree                   | 31.4    | 36.1             | 35.9         | 28.0        | 32.2   |
| I completely agree        | 8.2     | 14.8             | 10.2         | 7.0         | 9.5    |
| Total                     | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

|  | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--|---------|------------------|--------------|-------------|-------|
|  | 52.3    | 12.4             | 12.6         | 22.7        | 100.0 |
|  | 57.3    | 16.8             | 14.8         | 11.1        | 100.0 |
|  | 26.5    | 15.4             | 18.4         | 39.6        | 100.0 |
|  | 43.2    | 20.0             | 18.4         | 18.3        | 100.0 |
|  | 38.5    | 28.0             | 17.9         | 15.6        | 100.0 |
|  | 44.4    | 17.9             | 16.6         | 21.1        | 100.0 |

All Data Tables (Reading)

| I don't think it's necessary to read besides school or work. | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| I completely disagree                                        | 49.3    | 28.9             | 30.4         | 27.8        | 37.9   | 57.3    | 13.9             | 13.2         | 15.7        | 100.0 |
| I disagree                                                   | 39.5    | 40.3             | 40.2         | 26.6        | 37.0   | 47.0    | 19.9             | 17.8         | 15.3        | 100.0 |
| Neither agree or disagree                                    | 4.3     | 14.2             | 14.7         | 24.1        | 12.0   | 15.8    | 21.5             | 20.0         | 42.7        | 100.0 |
| I agree                                                      | 4.0     | 12.6             | 11.3         | 16.7        | 9.5    | 18.5    | 24.2             | 19.6         | 37.7        | 100.0 |
| I completely agree                                           | 2.9     | 4.0              | 3.3          | 4.8         | 3.6    | 35.7    | 20.4             | 15.3         | 28.6        | 100.0 |
| Total                                                        | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 44.0    | 18.2             | 16.4         | 21.3        | 100.0 |

| I do not place importance on the price of a book if I have decided to purchase it. | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|------------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| I completely disagree                                                              | 7.4     | 9.1              | 15.4         | 21.4        | 12.0   | 27.0    | 13.8             | 21.2         | 38.0        | 100.0 |
| I disagree                                                                         | 22.5    | 23.4             | 23.3         | 23.5        | 23.0   | 43.1    | 18.4             | 16.7         | 21.8        | 100.0 |
| Neither agree or disagree                                                          | 17.2    | 20.1             | 24.8         | 27.5        | 21.2   | 35.8    | 17.2             | 19.3         | 27.7        | 100.0 |
| I agree                                                                            | 35.9    | 33.7             | 28.4         | 22.5        | 31.4   | 50.4    | 19.5             | 14.9         | 15.3        | 100.0 |
| I completely agree                                                                 | 17.1    | 13.6             | 8.1          | 5.2         | 12.4   | 60.5    | 19.9             | 10.7         | 8.9         | 100.0 |
| Total                                                                              | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 44.1    | 18.1             | 16.5         | 21.3        | 100.0 |

| I get the same enjoyment from reading a book on the telephone, tablet or a computer screen. | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------------------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| I completely disagree                                                                       | 43.9    | 35.9             | 36.4         | 30.5        | 38.5   | 51.0    | 17.0             | 15.5         | 16.6        | 100.0 |
| I disagree                                                                                  | 33.3    | 33.0             | 30.8         | 20.5        | 30.2   | 49.3    | 19.9             | 16.7         | 14.2        | 100.0 |
| Neither agree or disagree                                                                   | 9.7     | 15.0             | 17.8         | 35.9        | 17.4   | 24.8    | 15.6             | 16.7         | 42.9        | 100.0 |
| I agree                                                                                     | 9.4     | 11.3             | 12.3         | 9.6         | 10.3   | 40.9    | 19.9             | 19.6         | 19.6        | 100.0 |
| I completely agree                                                                          | 3.6     | 4.9              | 2.7          | 3.4         | 3.7    | 43.9    | 24.5             | 12.2         | 19.4        | 100.0 |
| Total                                                                                       | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 44.6    | 18.2             | 16.4         | 20.9        | 100.0 |

## All Data Tables (Reading)

| The prices of books are too high. | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|-----------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| I completely disagree             | 5.5     | 6.3              | 8.3          | 9.3         | 6.9    | 34.8    | 16.6             | 19.8         | 28.9        | 100.0 |
| I disagree                        | 14.9    | 15.8             | 10.6         | 8.8         | 13.1   | 50.3    | 22.0             | 13.3         | 14.4        | 100.0 |
| Neither agree or disagree         | 22.5    | 23.9             | 32.2         | 34.8        | 27.0   | 36.7    | 16.1             | 19.6         | 27.6        | 100.0 |
| I agree                           | 34.8    | 31.4             | 30.0         | 29.5        | 32.2   | 47.4    | 17.8             | 15.2         | 19.6        | 100.0 |
| I completely agree                | 22.3    | 22.5             | 18.9         | 17.6        | 20.8   | 47.2    | 19.7             | 14.9         | 18.1        | 100.0 |
| Total                             | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 44.0    | 18.2             | 16.4         | 21.4        | 100.0 |

| I do not pay for books, I prefer secondhand books. | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|----------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| I completely disagree                              | 11.8    | 10.2             | 12.5         | 14.6        | 12.2   | 43.0    | 15.2             | 16.7         | 25.2        | 100.0 |
| I disagree                                         | 30.4    | 26.1             | 18.2         | 13.0        | 24.0   | 56.5    | 19.7             | 12.3         | 11.4        | 100.0 |
| Neither agree or disagree                          | 27.9    | 27.6             | 33.7         | 37.7        | 30.9   | 40.4    | 16.2             | 17.7         | 25.7        | 100.0 |
| I agree                                            | 22.8    | 26.5             | 28.0         | 27.5        | 25.3   | 40.1    | 19.0             | 18.0         | 22.9        | 100.0 |
| I completely agree                                 | 7.0     | 9.6              | 7.5          | 7.2         | 7.6    | 41.3    | 22.8             | 16.0         | 19.9        | 100.0 |
| Total                                              | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 44.6    | 18.1             | 16.2         | 21.1        | 100.0 |

| My family supported/supports me about reading books. | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| I completely disagree                                | 10.6    | 20.0             | 25.2         | 39.1        | 20.9   | 22.2    | 17.5             | 19.6         | 40.6        | 100.0 |
| I disagree                                           | 17.4    | 17.0             | 18.5         | 21.1        | 18.3   | 41.5    | 17.1             | 16.5         | 25.0        | 100.0 |
| Neither agree or disagree                            | 15.9    | 17.8             | 22.5         | 22.9        | 18.8   | 36.8    | 17.3             | 19.5         | 26.4        | 100.0 |
| I agree                                              | 36.3    | 33.4             | 22.5         | 12.5        | 28.4   | 55.8    | 21.6             | 12.9         | 9.6         | 100.0 |
| I completely agree                                   | 19.8    | 11.9             | 11.2         | 4.3         | 13.6   | 63.6    | 16.0             | 13.4         | 7.0         | 100.0 |
| Total                                                | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 43.6    | 18.4             | 16.3         | 21.7        | 100.0 |

All Data Tables (Reading)

| In your opinion, how do you think reading culture should be made more widespread? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|-----------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Priority should be given in schools                                               | 26.7    | 34.2             | 34.0         | 32.1        | 30.5   | 37.2    | 20.7             | 18.3         | 23.8        | 100.0 |
| Parents should encourage it                                                       | 52.9    | 37.6             | 42.6         | 35.2        | 44.4   | 50.7    | 15.6             | 15.7         | 17.9        | 100.0 |
| Awards should be given to book readers                                            | 3.5     | 7.2              | 4.7          | 9.8         | 5.8    | 25.5    | 23.0             | 13.3         | 38.2        | 100.0 |
| The price of books should be lowered                                              | 6.2     | 6.1              | 4.5          | 6.5         | 6.0    | 44.1    | 18.8             | 12.4         | 24.7        | 100.0 |
| There should be bookstores everywhere                                             | 3.1     | 4.6              | 3.4          | 3.6         | 3.5    | 37.0    | 24.0             | 16.0         | 23.0        | 100.0 |
| There should be libraries everywhere                                              | 7.1     | 8.7              | 9.0          | 6.2         | 7.5    | 40.2    | 21.5             | 19.6         | 18.7        | 100.0 |
| I don't think there is a need for this.                                           | 0.6     | 1.7              | 1.7          | 6.5         | 2.3    | 10.6    | 13.6             | 12.1         | 63.6        | 100.0 |
| Total                                                                             | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.5    | 18.5             | 16.4         | 22.6        | 100.0 |

| Who reads/used to read in your home? | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|--------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Nobody                               | 1.7                                                              | 12.2             | 14.6         | 34.6        | 13.2   | 5.5     | 17.4             | 18.2         | 59.0        | 100.0 |
| Me                                   | 85.7                                                             | 47.0             | 43.4         | 5.5         | 53.4   | 67.7    | 16.5             | 13.4         | 2.3         | 100.0 |
| My spouse                            | 26.1                                                             | 18.8             | 22.3         | 10.5        | 20.6   | 53.5    | 17.2             | 17.8         | 11.5        | 100.0 |
| My children                          | 30.6                                                             | 38.9             | 46.9         | 50.3        | 39.3   | 32.8    | 18.6             | 19.7         | 28.9        | 100.0 |
| My mother                            | 16.2                                                             | 6.8              | 5.8          | 1.7         | 9.4    | 72.4    | 13.5             | 10.2         | 4.0         | 100.0 |
| My father                            | 11.4                                                             | 6.8              | 4.4          | 0.8         | 7.0    | 69.0    | 18.2             | 10.3         | 2.5         | 100.0 |
| My sibling/s                         | 23.6                                                             | 17.9             | 11.5         | 5.3         | 16.4   | 60.6    | 20.5             | 11.5         | 7.3         | 100.0 |
| Total                                | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        | 42.2    | 18.8             | 16.5         | 22.6        | 100.0 |

## All Data Tables (Reading)

**In your primary and pre-primary phases, did you own any books, besides textbooks? Who purchased the books for you?\***

|                                           | Readers                                                          | Possible Readers | Past Readers | Non-Readers | Turkey |
|-------------------------------------------|------------------------------------------------------------------|------------------|--------------|-------------|--------|
| I didn't have any books.                  | 30.4                                                             | 44.8             | 48.1         | 69.1        | 44.7   |
| Yes I did, my family used to buy them.    | 52.1                                                             | 32.7             | 28.5         | 10.5        | 35.2   |
| Yes I did, school used to get them to me. | 19.9                                                             | 19.9             | 19.6         | 15.7        | 18.9   |
| Yes, others used to give them to me.      | 8.2                                                              | 8.4              | 9.0          | 4.4         | 7.5    |
| Total                                     | *As the question has multiple responses, the total cannot be 100 |                  |              |             |        |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 28.6    | 18.8             | 17.7         | 34.8        | 100.0 |
| 62.4    | 17.5             | 13.4         | 6.7         | 100.0 |
| 44.4    | 19.8             | 17.1         | 18.7        | 100.0 |
| 46.1    | 21.0             | 19.6         | 13.2        | 100.0 |
| 42.2    | 18.8             | 16.4         | 22.6        | 100.0 |

**How often did/do you or your spouse read to your pre-school children?**

|             | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|-------------|---------|------------------|--------------|-------------|--------|
| No children | 52.0    | 36.7             | 25.9         | 17.7        | 37.0   |
| Never       | 7.5     | 23.9             | 25.3         | 55.1        | 24.4   |
| Rarely      | 8.3     | 14.4             | 19.7         | 15.6        | 13.0   |
| Sometimes   | 11.6    | 13.2             | 14.9         | 7.5         | 11.5   |
| Frequently  | 13.8    | 8.7              | 10.8         | 2.8         | 9.8    |
| Always      | 6.7     | 3.1              | 3.4          | 1.4         | 4.3    |
| Total       | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 59.0    | 18.2             | 11.8         | 11.0        | 100.0 |
| 12.9    | 18.0             | 17.4         | 51.8        | 100.0 |
| 26.8    | 20.3             | 25.5         | 27.4        | 100.0 |
| 42.4    | 21.1             | 21.7         | 14.9        | 100.0 |
| 58.7    | 16.3             | 18.5         | 6.5         | 100.0 |
| 65.8    | 13.3             | 13.3         | 7.5         | 100.0 |
| 41.9    | 18.4             | 16.8         | 22.9        | 100.0 |

**Did your child/ren have any books in their pre-school phase?**

|                 | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|-----------------|---------|------------------|--------------|-------------|--------|
| No children     | 2.0     | 2.3              | 0.0          | 0.8         | 1.3    |
| No, they didn't | 19.0    | 35.8             | 35.4         | 60.2        | 37.6   |
| Yes, they did   | 79.1    | 61.9             | 64.6         | 39.1        | 61.1   |
| Total           | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 50.0    | 31.8             | 0.0          | 18.2        | 100.0 |
| 16.5    | 17.2             | 17.8         | 48.5        | 100.0 |
| 42.4    | 18.3             | 20.0         | 19.4        | 100.0 |
| 32.8    | 18.0             | 18.9         | 30.3        | 100.0 |

All Data Tables (Reading)

| Are BOOK FAIRS organized in the city where you live? Do you go to book fairs? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|-------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|
| I don't know.                                                                 | 12.2    | 27.0             | 36.2         | 56.1        | 28.9   |
| No.                                                                           | 8.0     | 12.0             | 10.4         | 14.2        | 10.6   |
| Yes, and I go to the fair.                                                    | 50.0    | 25.7             | 19.7         | 7.6         | 30.9   |
| Yes, but I don't go.                                                          | 29.8    | 35.3             | 33.7         | 22.0        | 29.7   |
| Total                                                                         | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 17.9    | 17.3             | 20.6         | 44.2        | 100.0 |
| 32.2    | 21.1             | 16.1         | 30.6        | 100.0 |
| 68.5    | 15.4             | 10.4         | 5.6         | 100.0 |
| 42.5    | 22.0             | 18.6         | 16.9        | 100.0 |
| 42.4    | 18.5             | 16.4         | 22.7        | 100.0 |

| Have you ever gone to a BOOK FAIR? How often? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|-----------------------------------------------|---------|------------------|--------------|-------------|--------|
| I have never gone                             | 29.3    | 60.0             | 68.9         | 90.0        | 55.2   |
| I have gone once.                             | 16.2    | 13.5             | 12.1         | 5.2         | 12.5   |
| I have gone a few times.                      | 39.7    | 21.6             | 16.9         | 4.1         | 24.6   |
| I go all the time.                            | 14.8    | 4.9              | 2.1          | 0.6         | 7.7    |
| Total                                         | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 22.5    | 20.1             | 20.4         | 37.0        | 100.0 |
| 54.8    | 19.9             | 15.8         | 9.4         | 100.0 |
| 68.6    | 16.3             | 11.3         | 3.8         | 100.0 |
| 81.9    | 11.8             | 4.5          | 1.8         | 100.0 |
| 42.4    | 18.5             | 16.4         | 22.7        | 100.0 |

| Is there a LIBRARY where you live at a location you can access? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey |
|-----------------------------------------------------------------|---------|------------------|--------------|-------------|--------|
| I don't know                                                    | 14.6    | 23.2             | 35.3         | 51.5        | 27.9   |
| No                                                              | 16.7    | 23.9             | 18.5         | 22.4        | 19.6   |
| Yes                                                             | 68.7    | 52.9             | 46.2         | 26.1        | 52.4   |
| Total                                                           | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  |

| Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------|------------------|--------------|-------------|-------|
| 22.1    | 15.6             | 20.7         | 41.6        | 100.0 |
| 35.9    | 22.8             | 15.5         | 25.8        | 100.0 |
| 55.4    | 18.9             | 14.5         | 11.2        | 100.0 |
| 42.2    | 18.8             | 16.4         | 22.6        | 100.0 |

## All Data Tables (Reading)

| (If they have responded that there is a library)<br>Which of the following describes the library that you have mentioned? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|---------------------------------------------------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Public library                                                                                                            | 55.0    | 45.5             | 44.9         | 34.5        | 48.2   | 56.2    | 16.9             | 14.4         | 12.5        | 100.0 |
| Municipality library                                                                                                      | 27.0    | 27.9             | 23.1         | 10.6        | 23.7   | 56.0    | 21.1             | 15.1         | 7.8         | 100.0 |
| Children's library                                                                                                        | 0.9     | 1.5              | 1.0          | 0.6         | 0.9    | 44.4    | 27.8             | 16.7         | 11.1        | 100.0 |
| Research library                                                                                                          | 1.1     | 0.6              | 0.0          | 0.0         | 0.6    | 83.3    | 16.7             | 0.0          | 0.0         | 100.0 |
| University library                                                                                                        | 5.0     | 4.4              | 2.4          | 2.1         | 4.0    | 61.8    | 19.7             | 9.2          | 9.2         | 100.0 |
| I don't know                                                                                                              | 11.0    | 20.2             | 28.6         | 52.1        | 22.5   | 24.1    | 16.1             | 19.6         | 40.2        | 100.0 |
| Total                                                                                                                     | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 49.2    | 18.0             | 15.5         | 17.4        | 100.0 |

| How often do you use the library? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|-----------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Never                             | 46.7    | 64.7             | 72.9         | 92.2        | 63.3   | 33.9    | 18.3             | 18.6         | 29.2        | 100.0 |
| Rarely                            | 26.8    | 18.0             | 16.3         | 5.4         | 19.2   | 63.9    | 16.8             | 13.8         | 5.6         | 100.0 |
| Sometimes                         | 16.6    | 13.0             | 8.9          | 1.6         | 11.7   | 65.1    | 19.9             | 12.3         | 2.7         | 100.0 |
| Frequently                        | 8.3     | 4.0              | 1.7          | 0.7         | 4.9    | 77.3    | 14.5             | 5.5          | 2.7         | 100.0 |
| Always                            | 1.7     | 0.3              | 0.3          | 0.2         | 0.9    | 85.0    | 5.0              | 5.0          | 5.0         | 100.0 |
| Total                             | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 45.9    | 17.9             | 16.2         | 20.1        | 100.0 |

All Data Tables (Reading)

| Is there a BOOKSTORE where you live which is at a distance you can access? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|----------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| I don't know                                                               | 21.2    | 35.8             | 43.1         | 60.7        | 36.5   | 24.6    | 18.2             | 19.5         | 37.7        | 100.0 |
| No, there isn't                                                            | 25.6    | 29.4             | 28.0         | 25.0        | 26.6   | 40.8    | 20.5             | 17.4         | 21.3        | 100.0 |
| Yes, I don't remember its name                                             | 30.4    | 21.7             | 19.3         | 10.5        | 22.4   | 57.3    | 17.9             | 14.2         | 10.6        | 100.0 |
| Mentioned the name of a chain store                                        | 6.8     | 2.6              | 2.3          | 0.8         | 3.9    | 73.2    | 12.5             | 9.8          | 4.5         | 100.0 |
| Mentioned the name of a local bookstore                                    | 16.0    | 10.4             | 7.2          | 2.9         | 10.6   | 64.2    | 18.2             | 11.3         | 6.3         | 100.0 |
| Total                                                                      | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 42.3    | 18.6             | 16.5         | 22.6        | 100.0 |

| (If they have mentioned that there is a bookstore)<br>Do you spend time in this bookstore? How frequent? | Readers | Possible Readers | Past Readers | Non-Readers | Turkey | Readers | Possible Readers | Past Readers | Non-Readers | Total |
|----------------------------------------------------------------------------------------------------------|---------|------------------|--------------|-------------|--------|---------|------------------|--------------|-------------|-------|
| Never                                                                                                    | 38.2    | 58.9             | 66.0         | 90.9        | 55.2   | 34.8    | 17.8             | 18.7         | 28.6        | 100.0 |
| Rarely                                                                                                   | 26.8    | 19.4             | 19.3         | 6.1         | 20.8   | 64.9    | 15.5             | 14.6         | 5.1         | 100.0 |
| Sometimes                                                                                                | 23.6    | 16.6             | 11.8         | 2.7         | 16.9   | 70.0    | 16.3             | 10.9         | 2.7         | 100.0 |
| Frequently                                                                                               | 9.9     | 4.3              | 2.9          | 0.4         | 6.3    | 80.0    | 11.6             | 7.4          | 1.1         | 100.0 |
| Always                                                                                                   | 1.4     | 0.8              | 0.0          | 0.0         | 0.9    | 84.6    | 15.4             | 0.0          | 0.0         | 100.0 |
| Total                                                                                                    | 100.0   | 100.0            | 100.0        | 100.0       | 100.0  | 50.3    | 16.7             | 15.7         | 17.4        | 100.0 |

## ABOUT OKUYAY PLATFORM

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OKUYAY Platform, established with the grant provided to the Turkish Publishers Association by the Grant Scheme for Partnerships and Networks of Civil Society Sector, aims to disseminate examples of best practice from Turkey and Europe throughout Turkey by supporting NGOs, activists and volunteers who are active in supporting reading culture. One of the planned activities in the scope of this objective is the Reading Culture Study for Turkey. The primary aim of this study is to ascertain the various different dimensions of book and reading culture in Turkey. The data obtained from the study is important that it will provide a road map for cooperation and activities for the aim of widespreading reading culture and to develop solutions and content for the needs of the country and to implement these. Based on the fact that a democratic and modern society can only realise itself with the existence of individuals who have acquired reading culture, the expected results of the project are:

- To establish a network between NGOs active in supporting reading culture and access to books,
- To develop the activities, governance and institutional capacity of those NGOs targeted,
- To develop a mechanism in which NGOs can actively participate in the policy development and decision making processes.

It is the objective of the Turkish Publishers Association to ensure the sustainability of OKUYAY Platform after the completion of the Project.

OKUYAY Platform



For more information about OKUYAY Platform:  
[okuyayplatformu.com/en/homepage/](http://okuyayplatformu.com/en/homepage/)

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OKUMA KÜLTÜRÜNÜ YAYGINLAŞTIRMA PLATFORMU // PLATFORM FOR DISSEMINATION OF READING CULTURE

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