# Reading habits of Lithuanian citizens

Research summary











➤ To capture reading habits, reading scope, purpose and needs of different age Lithuanian citizens. The research aims to collect representative data covering a wide demographic and analyzing socio-cultural issues in relation to reading.

## Objectives

- ➤ To capture reading habits, reading scope, purpose and needs of different age (14-65+) Lithuanian citizens. To collect representative statistical data on reading motivation and priorities;
- To assess citizens' awareness of various reading benefits and identify reasons for the existing attitudes towards reading among different age groups;
- To find correlations between reading levels and prevailing attitudes towards reading benefits, as well as beliefs about reading stereotypes;
- To capture the visibility and awareness of reading promotion activities among Lithuanian citizens and their attitudes towards such initiatives;

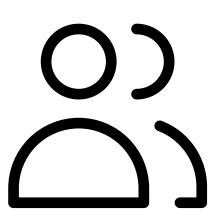
- ➤ To identify potential changes to reading habits directly related to: changes in the variety of book formats; impact of the Covid-19 pandemic; and Russia's war on Ukraine;
- To identify the intersections between reading and informal learning (incl. lifelong learning), the main competitors to reading, and the reasons for not reading;
- To contextualise the data collected by comparing it with previous studies on reading in Lithuania.

## Research methodology





The study analysed relevant legislation and documents, previous research conducted on reading in Lithuania and other countries, methodological materials, reading promotion initiatives, and other sources of information.



### Representative survey of Lithuanian citizens

The survey was implemented between March 20 to April 5 2024. The survey employed a mixed-methods approach by conducting both telephone (CATI, N=400) and online (CAWI, N=452) surveys. The survey was implemented by a market research company UAB "RAIT".

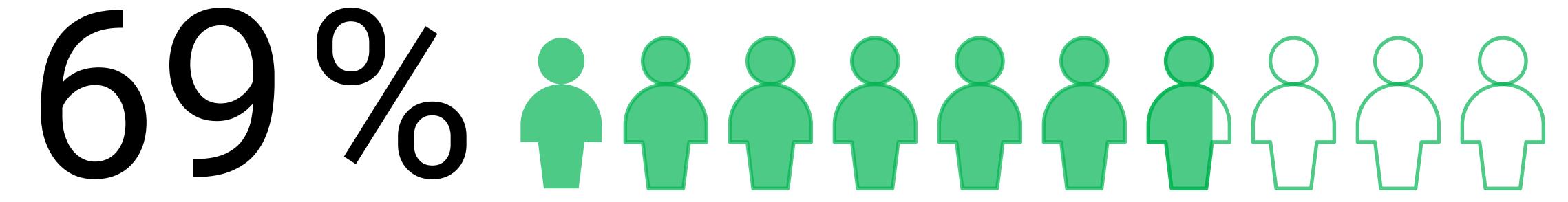


## Reading of books

of citizens have **read at least one book** in the last 12 months in a format chosen by them (printed, electronic or audio book). **The format of printed books remains to be most popular** in comparison to electronic or audio books.

In the last 12 months, citizens on average read:

	Printed books	Electronic books	Audiobooks
Total average:	9.5	4.5	5.3
Women:	11.4	4.9	5.2
Men:	6.4	4.2	5.3

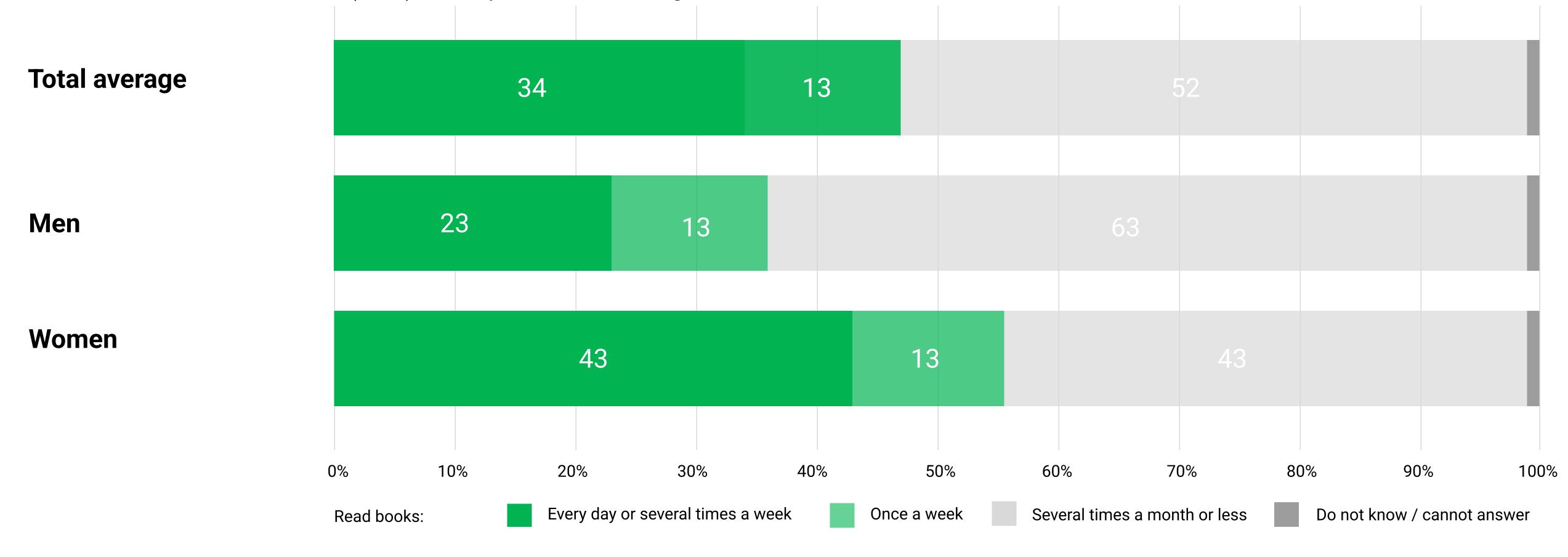


7 out of 10 respondents on average read 10 books in the last 12 months.

2 out of 10 respondents have not read any books in the last 12 months in any format (printed, electronic or audio).

## Reading frequency

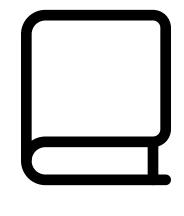
One third (34%) of respondents read books (incl. audiobooks) everyday or several times a week. 13% – read at least once a week. Hence, almost half (47%) of respondents are regular readers.



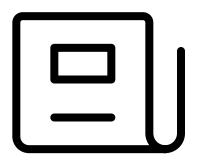
# Reading of news, periodicals and other content

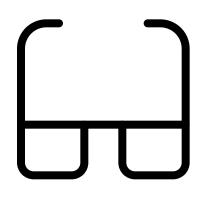


51% of respondents spent time everyday or a few times a week reading text information online (other than news or periodical articles).



Respondents less often chose to read news and periodicals in a printed format.





Content in a printed format was more popular among older respondents (65+).

## Early reading

- A quarter (26,6%) of respondents had children under the age of 18. Out of them, 47,5% had preschool children.
- 44% of respondents who had children aged 0-2 read daily or several times a week to their children, and 49% - to children aged 3-6 years.
- 14% of respondents with children under age of 18 have never read or read less than once a month to/with their child.

# Reading interests

#### Top 3 choices of books:

66% Fiction / prose

41% Psychological / personal and spiritual development literature

35% History, political genres, memoirs

## Reading Sources

#### **Top 3 reading sources:**

42% Physical and electronic bookshops or shops

40% Libraries

30% Borrowing from other persons

► The age group 25-34;
respondents with children;
those with a higher per
capita income of EUR
1501-2000 are more likely to
buy books from bookshops
or shops.

► Frequency of reading had a greater impact on borrowing books from libraries: 56% of those who read daily or several times a week borrowed books from libraries.

## Alternatives to reading

- Citizens most often spent their free time by:
- 80% browsing the internet and social networks;
- 78% spending time with friends and family;
- 73% watching TV, movies;
- 55% being in nature;
- 54% listening to radio shows, podcasts.

- Regular readers (those who read daily or several times a week) were also quite active in other leisure activities: 85% of regular readers daily or several times a week were socialising with family and friends, 83% - browsing the internet and social networks, and 74% - watching TV, movies. This suggests that being a regular reader does not have a negative impact on undertaking other forms of leisure.
- The distribution of those who never read by other leisure activities does not significantly differ from regular readers. This may indicate that other factors, such as motivation, developing the habit to read at a young age, etc., may play a more important role in promoting reading than having free time.



### Motivation to read

- ▶ Respondents most often read for **pleasure**, without a specific purpose (59% "often"). A slightly smaller proportion of respondents (52%) often read to broaden their horizons. Less than half of the respondents also read to **spend their leisure time** (49%), **for personal development** (47%), or to **improve their knowledge in a particular field** (41%).
- ➤ The answer options that were most popular among respondents can be linked to **intrinsic motivation**. Meanwhile, reasons associated to **extrinsic motivation** were not relevant among respondents: only about 1 in 10 respondents (12%) read frequently to implement various commitments.
- ▶ Reading press and periodicals is mostly purposeful, with readers usually doing so to find out and understand current events (52% 'often') or events in their field of interest (49%). A fifth of respondents do so to get away from everyday life (23%), without a specific purpose, just out of habit (21%) or wanting to learn more about other people's daily lives (18%).

## Attitude towards reading

Most of respondents 'strongly agree' that reading:

- Develops imagination (72%);
- Helps broadening understanding of the world (71%);
- Helps broadening vocabulary (70%);
- Helps learning about different cultures (68%);
- Helps to relax (58%);
- Encourages critical thinking (54%).

Most of respondents 'strongly disagree' that reading:

- Is not a meaningful way to spend leisure time (61%);
- ls a boring activity (57%).

san it was not possible for him to come to the house to the evening with her. But Tante Jessmette would be appeave of her entertaining him in her bedroom, and mild just imagine Racul showing his disappeaved, and now the evening drifted by. Sun Yo-Ren brought emiles used and the managed to est enough of it to gu mile to his face when he came later to collect the sa. As the hours crept by her thoughts turned towards thus people dining without her. Soon Racul would be in far his club. He would probably take Sylvans for a in this care before taking her home. It was easy to just them together, Sylvans sitting beside him in the care her lovely head thrown back to show her structive it. Her beautifully modelled hands would make ex-tence genures as she talked, and Racul would turn to at her from time to time as he drove with a faintly of yet entirely affectionate interest. dearly was in search of a husband, and who bes

> THE GIRL FROM HARRISON HIGH mer than you think, if you don't keep

Five hundred out of sixteen hundred." I'm sorry for Jim's sake. He's worked very hard

"What I keep asking myself," Hendry admitted, and he strond as the half ended, "I'm feeling as restless as

ms, and it looks like this one is sewed up. I'll drive you two home if you'd like, Ricky.

How she does judge other people by hersell, throught Alison. Who wonder Uncle Throdore despises her." But eleud she said, 'I don't imagine I shall be so busy as all that, Amer Lydin. I'll still do what I can to help you, of to that, although

not very formidable pile of correspondence. It's most

heard luming you so much occupied just now." Ulines forbore to sak if she would have found it any less

The do them for you, shall I?' she offered.
"I wish you would." Her sunt immediately gave up her in presence of examining them herself. Then, start is muc, she added, "I suppose I musta't expect much help tom you, now that you don't feel it necessary to study me

The Fabulous Onassis fioned earlier. Contrary to what has been written on the subject, the difference that ended their many years of friendly relations started with a favor that Onassis rendered to his good friend Embiricos.

deteriorate in the hands of

not taking care of Monte

Legardingly, Onassis offered

menace to all of them. In yourd - with the result the

od and water to last unti-me it he'd have died, any

lecinively, 'we couldn't do

daybe you're not the kind

If it were Alan you were

The stock that Onassis bought in 1952 gave him complete control of the casino, but involved so much work that by 1959 he decided to hire someone to take biricos suggested that one all his money in the stock

job and would with the prospect, ) effection, hired him ate Monte rio of of the casino. I nigning the ne Calé de Pari all. As a result, the stock

pected to arrive in Glyfada in the afternoon. I was one of the individuals scheduled to meet him on shore ith the Chris-Craft and transport him to the Christina, which had been at anchor in the bay for over two seeks. The usual crowd had gathered at the port and some policemen were on hand to preserve order. Ocasis was quite late in arriving, and without wasting my more time he went straight from the cur to the essel, not stopping to speak to anyone. The engines were already running and the Chris-Craft was just about to cast off when a young boy broke through the solice lines and plunged fully clothed into the water, crying: "Mr. Onassis, I absolutely have to talk to you!

A Fabulous Success Story

ened to arrange that Onemis would no longer be se major stockholder if he refused this offer. Omassis of no choice but to accept.

Most people thought that Onussis' investment in Monte Carlo earned him a great deal of money, but that is completely untrue. Although he did manage to double his investment, the same amount invested at a nees 5 percent over fourteen years would have netted his the same profit. Needless to say, Onassis was not

"A next"

'A next"

'Of hooded cross. They hulld down there and it's a good opportunity to get rid of them. We don't allow the creatures to propagate their rate if we can possibly the creatures to propagate their rate if we can possibly

Ane they is our—in your river? Gail wanted to know, looking up at her husbased.

They're in our river, he replied, turning to her and streaming the word 'our'. But the failing rights for allows belong to the Duke.

Thur's all his hand—on the other side of the river?

The river's the houndary, yes. avoid it."

I wish I could see Meredish, and Robbie excisely.

Will be have taken all the egg!

They'd hashed, Robbie. He's killed one of the parents, I expect, so he'll be dealing with the young......

But it's cruel-killing the balies, I mean, paped Coil seeing in her imagination. Meredish wrapers Would be know if you mok the salmon from the

"All this is yours—" So or gosture with her hand. I dealth part of it yet." "You've plenty of time." He of climed accesses, but today there

You fish in the lock?' and when he nodded, You

The salmon are in the river,' Robbie instantly in-They jump up, put in Shena. You should just see then jump!"
"Are they in our—in your river? Gall wanted to

Andrew lifted his brown at that.

Trobably not—but we aren't in the habit of peach-

She flushed, but his mood led her to say, Not nowadays, but the Sons have a dreadful re-

He laughed and Gall caught her breath. Louise had declared him to be the handsomest man the had ever seen. Gall middenly recalled....

There was a time in our history when we did exist in a same of trihad warfare, preferring to rule our neighbours—or, even better, the wealthy effere English across the border.

Gall laughed then.

That's not very nice!

We are speaking of long long ago," he reminded

under the clan reach; we had chieftains who them-solves were barbaric even though they were also hon-ourable and brave, descended as they were from the highest nobility in the land. French brought out the worst in all participans and the bloodthirmy deeds emannismed have not here exaggerated. He went on to expand and Gail listened with keen interest. How

THE DARK CASIS

has a peculiar habit of catching up with little cheats.

Yes, you do.' Snatching her arm, he dragged her close to his hard body, fixing her immobile with his relentions dark eyes. You are aware of a certain feeling between

going white as his words filled her with dread. She knew

he spoke the truth, there was something between ther When he looked at her, when he had kissed her there was the sensation of two live wires meeting and fusing, but whatever the cause it could only be an illusion. North-

You sound both insulting and threatening, mon-at I don't know what you're talking about."

Though Sonya knew Thomasina was wrong in her surmise, it burt her to hear henself dubbed a west and

her new-found confidence wavered. If that was how the club members amount her, her task was even more formidable, but surely she could not be so hopelow or from would never have agreed to partner her.

'Cheer up, chick.' Thomasina's friend sold her, horing at her. 'Our ice maiden is too much of a Puritan to aspire to his bed, so you'll have your innings there."

Thomasina threw Sonya a malicious lock Twe abready made a mart in that direction," she

Sven's love life was no concern of hers, but she did not

Sven with his glamour and obvious sexual charm was not a rival with whom he felt he could compete.

might have achieved by being with them all the time. The desert is a hard tankmaster, is is rarely willing to support more than a few sheep and goats, which supply food. A nomad very seldom has mything to sell in order to obtain cash to buy the things which we consider a necessary part of our everyday living. So do not be so quick to heap scorn on men like myself.

See shrugged, beating down a quick feeling of shame, with a pretence of indifference. You can't expect me to interest myself in that which I hope to leave as soon as recomble, as for gratitude, that's the last thing I could feel

then she always was

he table, watched his e. I wondered what he

e love and admiration

with his grim English

for the excitement of or sure; but I thought

ano failed to relish his

Salone dei Tritoni and

rothers played; I had

had admired his pre

Andrea played with e did not repeat the

romantic ballads in

es at me during the

all in good fun, and

ing overexcited. His

ise. Her departure-the entertainment good night.

nardly fallen aslees outside my door. I e it as she might, it

-and footsteps mov-nto a dressing gown.

you're not, are you?' his anger changed quickly

to a soft mockery, which she found even more frightso a sort mockery, which she found even more fright-ening. Too aren't the same girl who ran, almost scream-ing, when you thought a camel was going to hire you, and who declared hysterically that the heat of the sun was ruining your complexion? This new Maxine arrosses my interest, and I have need of this interest—of the

Before she could reply be let her go abruptly and left the tent, leaving her trenshling.

dear. I do hope your hand inn't giving you too much pain.

Freys was sitting up before Derrik could help her. To
awfully sorry to give you all this trouble, 'she spologists'
accepting the pills. 'The hand isn't too bad.'

L'ANDÉ CONSTANTIN

seems to be having much fun, do they?"

vs of her dress. "Maybe I'm just getting old, but it different, wasn't it, when. Dies, he still until I

When are we going home, Mo-ther?"

- Eh bien, moi, je veux tout vous dire, s'éc vaincu par son émotion. Aussi bien ' vaut-il m yous sachiez tout. Vous rester ici, yous, yous n au château ... vous la reverrez ... elle!

5 — Qui . . . elle?

- Je l'adore, mon parrain, je l'adore! - O mon passvre enfant! - Pardonnes-moi de vous parler de ces choses

mol, malgré moi, car vous con us c'est ici même que j'al commencé à l'aimer. Voi de mille francs ... ses cheveus qui se sont défi le soir, le mois de Marie? .. Puis il m'a été per

cesse, your me parties d'elle, your me vanties sa e su boeté. Our de lois vous m'ave. de meilleur au mondet - Et je le pensais ... et je le pense encore ...

sonne ici ne la connaît mieux que moi, car je suis le ig l'avoir vue cher les pauvres. Il ta acvais, dans non nées, le matin, elle est si tendre et si brawe! Ni la n ni la souffrance ne la rebutent ... Mais j'u tort de n

- Non, non, je ne veux plus la revolr, pais je ven - Tu ne rencontreras pas dans la vie, Jean, de fes

melleure et qui ait des sentiments plus élevés. A me-

licky shook her head at Hendry, "The hand is good the cheerleaders are good; at least they try,

THE MAN ON THE PEAK

nobody cures much whether they win or lose," She ad. "I think I'd better take Dina home. Jim won't around the stadium and at a crowd that wouldn't ex-ceed two thousand. "It was fun once," she said half to herself. "Not that I miss it so much—but, Neil, I feel and I wonder what they're thinking. I should know

They left the stands along with a good many others and made their way patiently down the crowded run-ning track that circled the field. Hendry smiled at greet-

I know Miguel has asked \*Do – do you approve? In Juan considered her thou know you well enough to be a 'And I don't know Magnel 'That in why I am here,' of iona leant towards him. o answer that."

That is why I am hen, observed Juan quietly.

'All right, sell me shout him, How old is he? Where a he live? Does he have my family?

Juan drew a themse out of his pocket and asked whe she objected. Etums should her head and after lighting is said: 'Biem, I will by to explain. Miguel lives with his far at Lacustre Large – that is the name of his father's he you understand.' Imma modded and he went on: 'It beautiful place, a huntial part of the country!' He pen his thumb and fortinger together with obvious pride. His father is a ricknus, a very rich man, with much I and much resource.' He considered the glowing tip of chertoot. 'Always, Du Carlos is leen that Miguel she become a concert primat He was always – how do you a

Si, that will do. He we adept at playing the plane. being a very little by, ou understand. Emma not again and Juan smiled to - when he is older, he is Is she des

> Si, seserita n, also.' is something if,' Juin was

resses Victor had liked so much. It was very plain, its navy kness unrelieved by any adornment, and yet with her ewly styled hair it looked altogether different. She had been tempted to keep on the trouser suit, but it was hardly he attire for an evening appointment, and besides, she was longer trying to prove anything - to anyone. To her surprise, a girl let her into the suite, a tall, dark

worse, as well; like violating part of ourselves for ever. . . . W

could not even discuss that solution with the others for fe

nottom of the stair, I not wing. The family and there were more now that something

The room was filled with people. One of them was Miss Rhods, almost unrecognizable with her hair up in curl papers and her bony figure undisguised by the limp folds of her dressing gown. As I peered in, she gave a sharp order. "Get out, all of you. I don't need any of you except

The signora-a courtesy title-was Miss Perkins. who was looking down at the bed with an expression of concern. I could not see the occupant of the bed for the servants who stood around—two of the footmen and everal maids. These people obeyed the order to leave,

and as they came toward the door, I saw Andrea. His eyes were half closed and their blue brilliance was dimmed. On his brow and his bared breast were white cloths; as I watched, Miss Rhoda removed one of these and replaced it with another, which she had wrung out with water from a basin. I cought a glimpse of Andreu's tanned body before the cloth was re-placed, and at first I thought he must be wounded. there was a small reddish mark, roughly circular, on

his right side just under the collarbone As I moved aside to let the servants out, Miss Rhods saw me. "This is no place for you, Francesca," she said sharply. "Go back to bed."

"No, no, child." It the cold cloths on A

but he is feverish:
It is very unhealth
don't come any ch
"But you," I be
ferer until I had be
"I sent for Miss P
had nurse's training
condescension for I

Lee gave a shudder at the grim picture he painted guess I'm city-orientated,' she amiled, and he Tied to an office desk, nine to five? he hazarded,

sparing him an interested glance. "But I believe sub-tivating and curing the crop is hard work, and not for

and the langitingly shook her lotad.

"You," she denied. "Stanting on my feet all day sendion to support" heir—and men's. It's an exacting

the heat of summe

Photo by Patrick Tomasso on Unsplash

"Can I do strything for you, Amer Lydis?"
She managed to make that sound a sichough her feelings towards her samt were;
"I'es, Alison, you cortainly can. I have it how I was to get through all this," Amer Ly

you just going to sit down after their ship had burn to wreck the boat so the

and we can't do it - no gether. I'm much close wn eisters. It's difficul capean - a proke out, trying to think of a way of showing

'The alternative is the sword over your heads,' he said.

to catch your horse, and disappeared through the wast-tags bracken.

"I don't believe it.—I just don't believe it," Olivia addressed the pale blue sky. "He's gone to get that dammed horse and left me here, dying for all he knows!" and spitting out the last of the good free earth she concentrated on ignoring the persistent pain shooting through her left shoulder and wasched a butterfly quivering delicately on a frond of fern. After a while the ground began to reverberate again and the brackers swished and crackled and the brown boots were with her once more. Olivia removed her regard of the butterfly to that of her companion. The black-us-thunder look had been dilined slightly, although the grey eyes still gittered and there was an omnoon whiteness sound the grim mouth.

"I can't catch the dammed brute, he keeps shying away, but at least he's keeping us in view." His eyes flashed. "What the devil do you mean by jumping when it's quite obvious you can't? You could have killed yourself! It would have taken only a few extra minutes to use the gate, you little food!"

"Matthew Rayson, don't you shout at me like that! What choice did I have in the matter? Did you sak? No. You just charged, and so did that damned horse, and the next thing I know I'm flying through the sirt!

You've been riding almost daily with Julian-bow was I Well, you know now. I can't jump. I never have. I never

"And why don't put try thutting up? Hell, woman, I didn't want him yining up with the others and worrying them, or going back to the school for that matter. In either case it would sharm folk unnocessarily and ..."

'Oh, really? Well, it would be nice to have someone around here who was worted about me ..."

possible. As for gratitude, that's the last thing I could fre You will be allocated a servent and when comfort and eat at my table you might be

I'd rather starve! His voice was silky. My answer to that should be to imprison you in some inferior tent, of which we have several, but in depriving you, mademoiselle, I would also be depriving myself. So I will take no notice of your childish rantings. I'll leave you, though, with a word of warning. If you refuse to bath and change your clothing

earything!"
Matthew stood up and held out his hands. "Come along—

nd and spaintly lighted

imms went to see Miguel that evening. She had taken some

'I know,' I agreed unhappily. 'But that isn't the way. A sword inside us would be worse.'

that Anne might catch our thoughts; but I knew with certainty

Olivia shook her head weakly. 'Lie still,' he rapped. 'I want sping yes, she would like some more wine. fixed the glass; it causes a reflection from a standthe shooting against the salve

know I'm flying through the air!

will I may never jump again-and I don't mean on a hor

like a half-bred gypsy with his growth of bessel and his fifthy breeches.

"Why are you going?" he said. "It's early yet, it won't be dark till after foor. I'll walk back with you then as far as Rushydord Cuts. What's the matter with you?" He took her thin in his hands and looked into her face. "I believe you're irightened of me," he said. "Too think I've get burnels of brandy and solls of tobaccous in the lattle old bedrooms up aloves, and that I'm going to show them to you, and then cut your threat. That's it, inc't it? We're a

Sonya stood up and snowed away out of earshor.

the to think of him in connection with Thomasica. who was her energy and would min no opportunity to designate her to him. He had sold her the bloods as tracted him so much he would not skare with her, but the idea of an affair between them namested her. Howcould she enduce Sven's neach when he came to her straight from Thomasina's embraces? But she rould not explain her revulsion and had no right to censure him. Possibly Thomasina's insinuation had no tournly tion. She could only stiffe her aversion and give him the

senefit of the doubt. Just why she was so repelled by their connection she did not try to analyse; her feelings sowarch Sven were still charele Derek too was not pleased by the course of events.

I suppose you'll end by falling in love with the guy."

je vous les dis comme je les dirais à mon père. Et pu je n'ai jamais pu en pader à personne, et cela m'és

Oul, c'est une felle, a Proeu à peu, s'est en

医骨骨属 医医骨骨 医鼻唇 医肾虚 医

traited and the control of the contr

. . . . . .

ed out, obviously. Put it under the grill, and you'd like a drink while we're wairing? ally she moved to the surve. The steak was on

salty in exercising her contourney good manu-controld to cut slowly, and she sevoured ev-aware that she would be on her diet of from

g affair topped with walnuts and whipped cream.

the deep-freeze," offered Thor Granville in some told her to help herself. Frozen foods are

ed. Help yourself to more regetables if you want

instables of the century."

Install at him in surprise, weedering what had about this dramatic change in his articude towards accouraged her to say that she agreed about the

family, I'm afraid you'll have to guess again, Sylve."
Adding, with a trace of awkwardness: "Also, I can't help feeling that Pam may have been right, when it suggested that this Merring chap may have been

only to words, and was doing her best to pre e us enough confidence for us to exchange our thoughts

d the only practical solution; and I knew, too, its im-

imitted nothing whatever, we caught no trace

her she had the strength of will not to receive

is parts over and let you. 'She sat up cautiously, and to danthers's inquiry of 'what hurts?' she replied emotionally;

She didn't use the word 'home', Claire noticed,

Oh, why,' she whispered in a low quivering soice, He shrugged slightly. "Kismet." He took hold at her

M yes insist, grouned Olivia. He boisted her up easily all when she would have staggered held her firmly in his sense while she tested her legs. What an extraordinary day,

minated the necessity for outside manual labour.
When I was a techager, there were upwards of eight men working through the season. Depending on the acreage being grown, that number could rise to two men working a ten-hour day, six days a week. My mother had to cook longs musls and provide amoton morning and afternoon. As well as that, she strong tobacco to go into the barns, and upon completion of the picking season she would grade the cured leaves. It was hard work,' he elaborated. 'Long ardsons hours in

e asked Onassis to sell his essis is not the kind of man ground after somebody has sover, he was insulted that

ace Ruinier could take it or suggested \$8,000,000 and

m what we meant to one another. There didn't seem to b any dear way of putting it into words. I could only tell him not very effectively.

"It wouldn't be just murder, Uncle Axel. It'd be something

Stop being dramatic. Where does it hurt? Matthew knelt by her side.

The give a hinter laugh. "My goodness, don't come showing the idd concern, if you please! I quite realise you're more worked about the horse than me. Why don't you can'th him

shoriness: "I trust we're making you comfortable."

He hesitated, then blurted out, a wry smile on
his dark, pleasant face: "Physically, yes! Mentally,

The door of one of the bedchambers was open and a beam of yellow candlelight spilled out into the hall.

"It's a piece of cake now, compared to what it was fifteen years ago," John related seriously. "Mechanisation, explisitioned poisons, have almost eli-

After dinner, Venice stood on the afterdeck watch-ing the churning wake which left a frothy trail across the water. Seaguilla accepted over the debris thrown overboard, the advest of the birds a sure sign that land

it was the most delicious meal she had eaten for knowing just how much the was appreciating his

wine?' That as a host was fastidious in his con ting sure she had everything she required. She is attractive side of him which brought on that he must sarely have had some experience. At thisty-flow it memod impossible that he had cast our serious loop-affair. He appeared far is made the lot of the housewife so much easier,

tiper so," without much interest. 'I was speaking appell I find that as long as I see that the despite large stocked, I'm not short of anything I could I listed on Mahe.'

and turned her to face him. Their features were

Her bed was not oc-The state of the s

like a half-bred gypsy with his growth of beard and his

"I'll walk across the fields with you," Dermot Ugh! No, I did the right thing in coming back offered.

She was surprised at this courtesy. 'I'll just fetch

## Reasons for not reading

#### Respondents' needs to read:

The need to read more books is higher among those aged 25-44, those with children, and widowers. The need to read is lower among those aged 55 and older.

More than half of the 14-18 year olds surveyed are satisfied with the frequency with which they read books, but 18% would like to read less. Respondents aged 19-24 are statistically significantly more likely to want to read more news / media and periodical literature.

#### **Reasons that hinder reading:**

Lack of time (54%); Excessive fatigue from work and household tasks (34%); Nothing (17%).



se dribbling all down her front, though "Dobby has traveled the country for two whol by squeaked. "But Dobby hasn't f

one, however, said, "Good for you, Dobby!"

you, miss!" said Dobby, grinning toothily at her. "But most wizards doesn't want a house-elf who wants paying, miss. the door in Dobby's face! Dobby likes work, but he wants to wear clothes and he wants to be paid, Harry Potter. . . . Dobby likes be-

The Hogwarts house-elves had now started edging away from Dobby, as though he were carrying something contagious. Winky, however, remained where she was, though there was a definite in

"And then, Harry Potter, Dobby goes to visit Winky, and finds out Winky has been freed too, sir!" said Dobby delightedly.

At this, Winky flung herself forward off her stool and lay facedown on the flagged stone floor, beating her tiny fists upon it and positively screaming with misery. Hermione hastily dropped dow to her knees beside her and tried to comfort her, but nothing said made the slightest difference. Dobby continued with his stol shouting shrilly over Winky's screeches.

"And then Dobby had the idea, Harry Potter, sir! Why doesn't

thinks, and it comes to nim, sit: Hogwarts, so Dobby and Withe)

came to see Professor Dumbledore, sir, and Professor Dumbledore

again. Professor Dumbledore says he will pay Dobby, sir, if Dobby wants paying! And so Dobby is a free elf, sir, and Dobby

gets a Galleon a week and one day on a mount.

That's not very much!" Hermione shouted indignantly from the gets a Galleon a week and one day off a month!"

floor, over Winky's continued screaming and fist-beating. \*Professor Dumbledore offered Dobby ten Galleons a week, and weekends off," said Dobby, suddenly giving a little shiver, as though the prospect of so much leisure and riches were frightening, "but Dobby beat him down, miss... Dobby likes freedom, miss, but

he isn't wanting too much, miss, he likes work better." "And how much is Professor Dumbledore paying you, Winky?

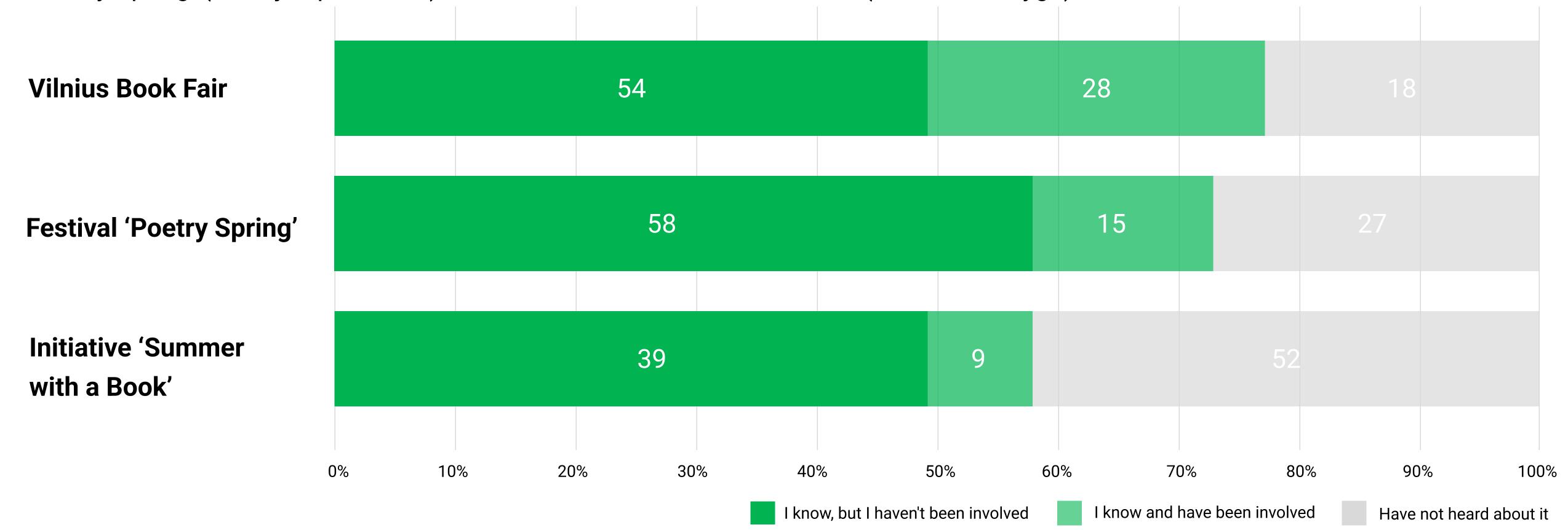
If she had thought this would cheer up Winky, she was wildly mistaken. Winky did stop crying, but when she sat up she was glaring at Hermione through her massive brown eyes, her whole face

"Winky is a disgraced elf, but Winky is not yet getting paid! sopping wet and suddenly furious. she squeaked. "Winky is not sunk so low as that! Winky is prope

"Ashamed?" said Hermione blankly. "But — Winky, come on! ashamed of being freed!" It's Mr. Crouch who should be ashamed, not you! You didn't do nything wrong, he was really horrible to you -- "

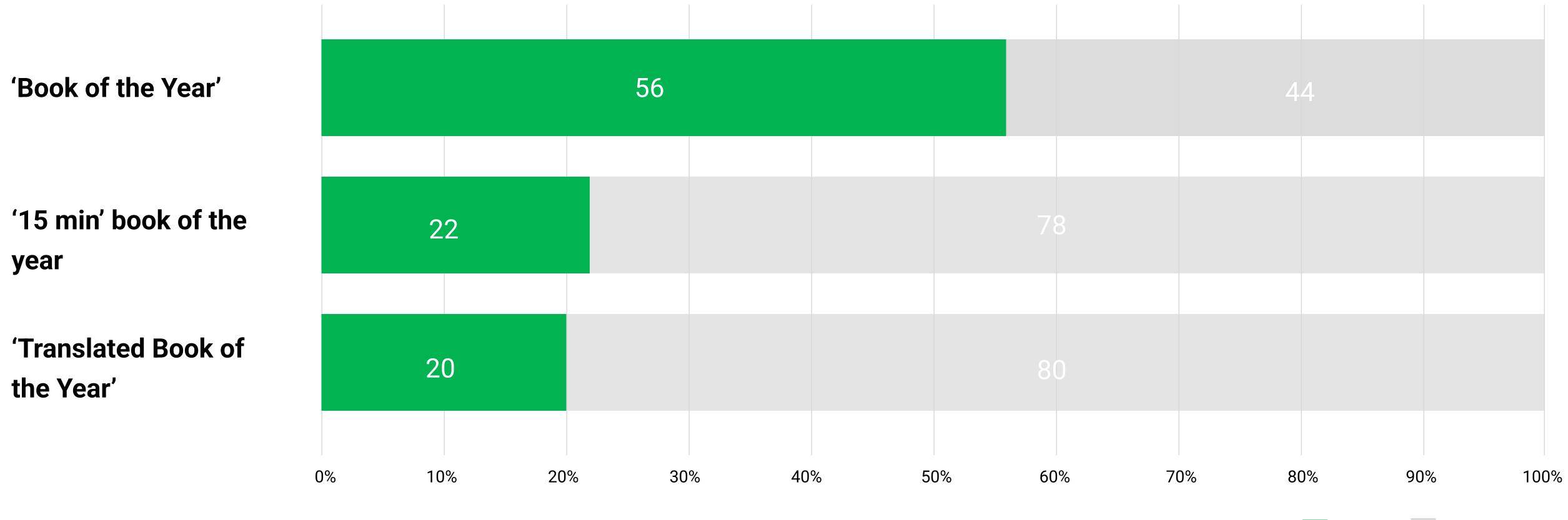
## Reading promotion initiatives

The most well-known events and initiatives related to literature and reading are the Vilnius Book Fair, festival 'Poetry Spring' (Poezijos pavasaris), and initiative 'Summer with a Book' (Vasara su knyga).



### Awards

Most respondents were aware of 'Book of the Year' (Metų knyga) contest, '15 min' book of the year contest, and 'Translated Book of the Year' contest. A third (35%) of respondents did not know any awards provided in the answer options.



Know

Do not know



#### Research and data

- There is a lack of regular research conducted on citizens' reading habits and scope in Lithuania.
- To assess how certain indicators and the reading situation change in the long term, it is important to repeat such research, as discussed in this report, regularly.

#### Reading scope

- Looking at the last decade (2014-2024), the reading level of the Lithuanian population, in terms of people who have read a book at least once in the last 12 months, is increasing. This shows that a growing number of people have at least tried to engage in this leisure activity. However, 23.2% say that they have not had any contact with this activity and have not read/listened to a single book in the last 12 months.
- In terms of frequency of reading, almost half (47%) of respondents are regular readers. Although young people spend time reading regularly, they read fewer books.

Women; 25-44 year olds; and university graduates were more likely to have read more books and spent more often time reading in the last 12 months. Those who never read books in the last 12 months were more likely to be male; to have primary or general secondary education; and to have a lower income (up to €500 per family member per month).

#### Reading motivation and barriers to reading

- There is no significant difference in the distribution of frequent and infrequent readers in terms of the activities that they undertake during their leisure time (excl. reading).
- The importance of motivation for reading frequency can be seen by analysing the reasons for reading among active readers. Those who read daily or several times a week were more likely than others to mention that they read for pleasure, leisure, broadening horizons or personal development.
- Respondents see many positive aspects of reading. Most of them associate reading with a meaningful and personal development activity.
- ▶ Respondents indicated lack of time (54%), work/household fatigue (34%) and financial reasons (lack of money to buy books, subscriptions; 14%) as the main barriers preventing them from reading more.

Libraries play an important role in increasing access to reading. Borrowing from libraries was more common among those with lower income and those who read frequently. This shows that a functioning library network is essential in ensuring access to literature for all, as for some groups this is the primary way of accessing the books they read.

#### **Early reading**

➤ Different studies show that establishing a reading habit at a young age is crucial for children to remain readers into adulthood. Women were more likely to read with/to their child than men. This demonstrates the importance of campaigns such as 'Dads Read to Kids' (Tėčiai skaito vaikams) and shows the untapped potential of involving dads in the development of children's reading habits and co-parenting.

#### Visibility of reading promotion initiatives

The survey made it possible to measure the visibility of reading promotion initiatives and to assess the main audiences that are least familiar with the activities implemented at national level. It is noticeable that large-scale reading promotion initiatives such as 'Summer with a Book' (Vasara su knyga) or 'Lithuania Reads' (Lietuva skaito) are less known among men. Poetry-related events (e.g. 'Poetry Spring') are also less known among men and younger respondents. The target groups of early reading promotion initiatives are slightly more familiar than other groups with initiatives dedicated to promote early reading.



#### Research and data

- Regularly conduct research on reading issues, combining quantitative (representative survey of Lithuanian population) and qualitative (interviews, focus groups) methods. While conducting such research, it is important to establish what criteria define a 'reader'.
- To track the changes in the reading levels of the Lithuanian population, it is recommended to set target values for indicators measuring the reading levels of the population at a strategic level.

#### Reading scope

- ➤ Given that younger respondents on average read fewer books than other age groups, it is important to expand reading promotion initiatives targeting adolescents and young adults aged 14-24.
- Given that 23% of respondents have not tried reading/listening to a book in the last 12 months, it is important to further develop reading promotion initiatives, especially those that are focused on attracting non-readers to become readers.

#### **Early reading**

To promote early reading, it is important to extend the reach of programmes such as 'Book Start' (Knygų startas) or 'Dads Read to Kids' (Tėčiai skaito vaikams) and to raise awareness of the benefits of early reading. Taking into account the experience of other countries, efforts can be made to encourage the public and other stakeholders to contribute to such initiatives through sponsorship.

#### **Reading promotion**

Continue and further develop coordination between the different ministries and public bodies directly or indirectly involved in the field of reading (libraries, educational institutions, market regulation institutions, etc.). This should be done with a view to increasing access to books and reducing stereotypes related to reading.

#### Visibility of reading promotion initiatives

- To raise visibility of the reading promotion initiatives (in addition to the previously mentioned recommendations for the expansion of the reading promotion programme and increased funding), more cooperation and promotion between organisations active in the field of reading could be sought.
- To encourage public and non-governmental organisations to initiate such actions, funding for projects (e.g. through the Lithuanian Council for Culture) or public awards/recognition for their work in the field of reading promotion (currently awarded by the Ministry of Education, Science and Sport) could help. The involvement of the National Broadcaster in publicising reading promotion initiatives could also contribute to raising the profile of such actions.









Let's get in touch:

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