

READING HABITS IN GEORGIA

**Results of a survey on readership
carried out in 2012**

**Data collection and analysis
by Experto Ltd.Consulting
& Marketing Research Company**

**Comments on study results
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The following materials are available online in English and Georgian at www.bookplatform.org

Readership Study Questionnaire

Frequency Tables

Crosstabs Tables

Correlation Tables

The Terms of Reference of the Readership Study describing aims and desired results

Other useful studies on reading habits and other materials (mostly in English)

THE READERSHIP STUDY RESULTS

The readership study is one of the first large-scale projects in the Georgian publishing sector. The goal of this research is to study book readers and buyers, considering their requirements and habits. During research process, many trends were highlighted which would be interesting for book publishers.

Summary of findings

Following trends were highlighted in research results:

- “Friends’/relatives’ advice” has significant influence on consumers’ book selection process, both in terms of reading and buying;
- The book’s content and its author have significant influence on the book selection process in terms of reading. As for buying, price is considered the main determinant;
- Of the different book types, fiction is the most in demand;
- Homes are considered to be the most comfortable place to read, libraries are hardly visited by anybody, while reading at work is also quite popular;
- Consumers purchase most of their books in book stores;
- The trend of purchasing books as gifts is also notable;
- Georgian consumers do not use electronic books and prefer printed copies;
- Most of surveyed respondents do not read books to their children;
- Female respondents read books to their children more often than male participants, therefore they buy more children’s books;
- The research has concluded that urbanites read/buy more books than rural inhabitants, therefore the cities’ annual budget spent on books exceeds the villages’ budget.

Recommendations:

The survey shows that respondents recommend that book publishers and stores:

- have more affordable prices and sales;
- should pay more attention to and improve book quality and printing. The greatest discontent was expressed concerning the quality of children’s books (“They should not fall apart” and “drawings should be of a better quality”);
- should pay more attention to promoting books and informing consumers; book presentations and meetings should be held;
- improve service in book stores.

The recommendations have been sorted according to different types¹:

Recommendations to Publishing Houses/Book Stores



¹ Please see Appendix 1 recommendations

Goals, objectives and methodology

The study consisted of two stages. The first one used the qualitative method, which included three focus groups. The second stage was a quantitative survey (questionnaire), which covered big cities and villages in Georgia. They were selected with the Georgian Publishers and Booksellers Association. One thousand randomly selected people were interviewed in the survey, which allows the data to be generalized for all combinations. The sample size (1,000 respondents) has a ± 3 percent margin of error (see “Section I: Methodology” for detailed information).

The study was carried out in November - December 2012.

The present document summarizes the research objectives, methodology, analysis and main findings.

Main Goals and Objectives:

The main objective of the research was to investigate the habits, beliefs and attitudes of book buyers and readers.

The main objectives include:

- What types of books is the reader/buyer interested in;
- How often does the reader/buyer read/buy books;
- Where do they read/buy;
- What factors influence the book selection process;
- What share of income is spent annually on books and children’s literature;
- Which format do they prefer (electronic or hard copy);
- Which version do they prefer (translated or original).

The study object: Books (excluding journals/newspapers and school books)

The study area: Book reading/buying

Qualitative and quantitative research methods were used within the framework of the research study.

Qualitative Method

In terms of qualitative methods, focus groups were used, which means the use of a pre-designed group to review issues and discussions with the target groups. The research instrument, selected topics and discussion plan, were developed in cooperation with GPBA.

Data	2012 November (19, 20 & 21)
Research area	Tbilisi
The research method.....	Qualitative research
The technique of the research	Group Discussion
The number of focus-groups	3 (Total 24 participants)
Participants	Journalist, economist, sales manager, sociologist, biologist, graphic designer, interpreter, lawyer, social worker, marketing specialist.
Duration of focus-groups.....	1 hour and 30 minutes

The focus group results were presented to the Georgian Publishers and Booksellers Association on March 12, 2012. Giorgi Kekelidze also attended the meeting.

The results of the questionnaire were used in building the structure of the qualitative research.

Quantitative Method

In the research, the face-to-face interview method was used. The survey was conducted through a structured questionnaire.

Data	2012 December
Research area	Tbilisi-Rustavi
Cities:.....	Batumi; Kutaisi; Gori; Telavi.
Villages:	Natanebi; Kveda simoneti; Ruisi; Alvani
The research method	Quantitative
The technique of the research..	Survey method
Number of the respondents	1,000 respondents
Selection	Stratified random selection

Time for completion of questionnaire5-10 minutes

Questionnaire comprised of two blocks: 22 closed and 1 open questions:

- I Block: Reading (11 closed questions)
- II Block: Buying (11 closed questions)
- Recommendations (1 open question)
- Demographic data.

Technical Side

Before the research was launched, the questionnaire was pre-tested (fifteen pilot questionnaires) in Tbilisi.

Eight interviewers were trained within the framework of the research. Five percent of the work (filled-out questionnaires) conducted by them was verified by phone control.

Data Statistical Analysis

The data was processed using the SPSS (19.0) statistical program.

Data analysis used descriptive and explanatory statistical methods:

- Calculation of frequencies and percentages
- Crosstab analysis (Chi-Square Tests)
- Correlations (Pearson coefficient)

Sampling error of 1,000 surveyed respondents is:

City/Village	Sampling error
Total data (1,000 resp.)	3 percent - 3.5 percent
Tbilisi/Rustavi (400 resp.)	4.5 percent - 5 percent
Cities (300 resp.), Villages (300 resp.)	5.5 percent - 6 percent

The confidence interval of the present research equals 95 percent.

Geographical Scope of the Research

A total of 1,000 respondents were interviewed; the respondents' regional distribution is as follows:

	Number of respondents	Percentage indicator
Tbilisi	300	30 percent
Rustavi	100	10 percent
Big cities	300	30 percent
Batumi	75	
Kutaisi	75	
Gori	75	
Telavi	75	
Big villages	300	30 percent
Natanebi	75	
Kveda simoneti	75	
Ruisi	75	
Alvani	75	

Demographic Data

The surveyed respondents' demographic data balance was distributed as follows:

Gender	Age					Total
	18-24	25-34	35-44	45-64	65 +	
Female	118	109	136	196	45	604
Male	91	78	70	126	31	396
Total	209	187	206	322	76	1000

	Place			Total
	Tbilisi, Rustavi	Cities	Villages	
Female	250	178	176	604
Male	150	122	124	396
Total	400	300	300	1000

Level of Education

	Frequency	Percentage indicator
Incomplete Secondary Education	28	3 percent
Secondary education	187	19 percent
Incomplete higher education	107	11 percent
Higher education	611	61 percent
Professional education	67	7 percent

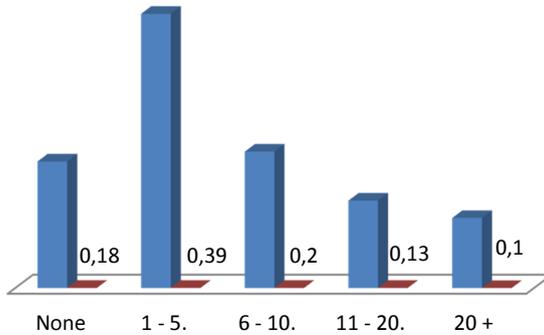
Status

	Frequency	Percentage indicator
Married	630	63 percent
Single	370	37 percent

RESEARCH RESULTS

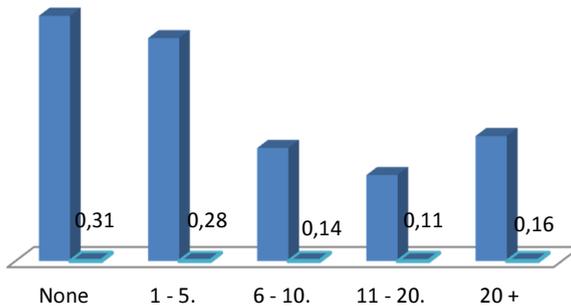
1. How many books have you read/bought during last 12 month?

Figure 1.1. How many books have you read during last 12 month?



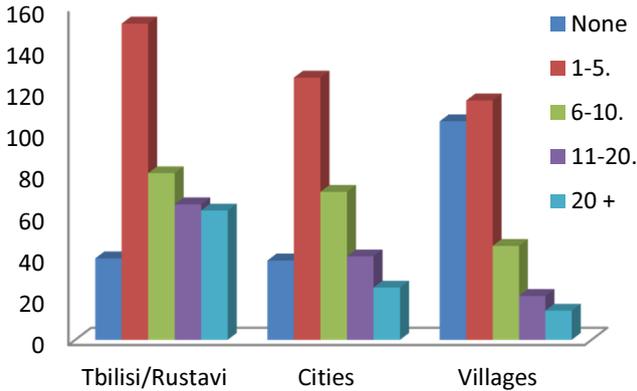
The study has found that more than half of the respondents (60 percent) read up to ten books last year. Only 18 percent admitted that they did not read any books last year.

Figure 1.2 How many books have you bought during last 12 month?



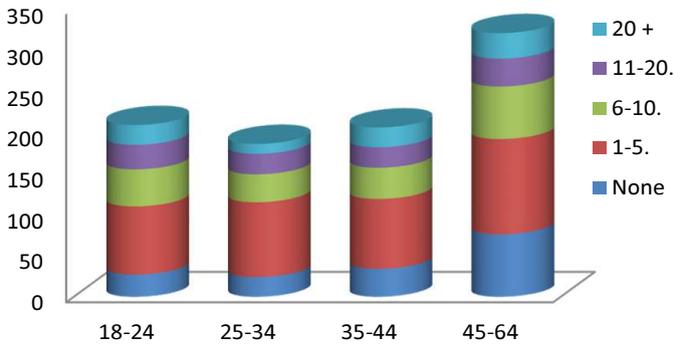
31 percent of respondents haven't bought any books since last year. Only 40 percent of people surveyed had bought up to ten books.

Figure 1.3. Place X How many books have you read during last 12 month?



As the survey showed, city residents (including the capital as well as the big cities of Georgia) have read more books over the last twelve months than village residents (the survey covered four large villages). Note: These two variables have a positive correlation with each other (Pearson correlation = 0.278)

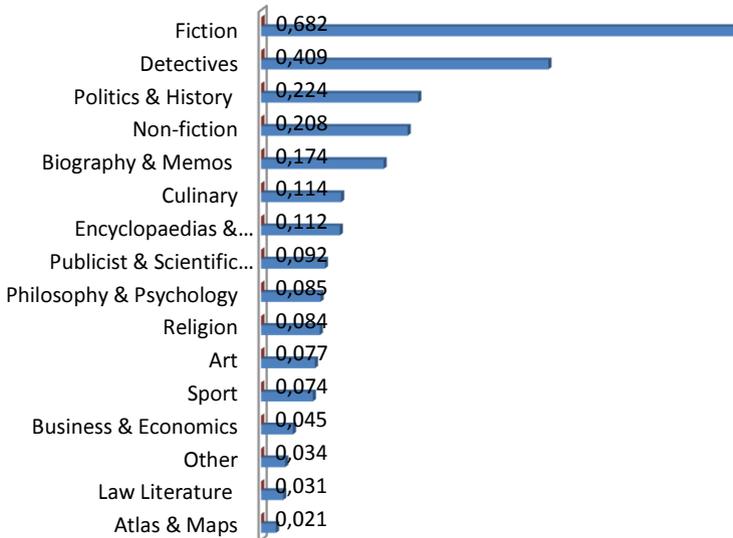
Figure 1.4. Place X How many books have you read during last 12 month?



There is no significant tendency between these age groups (with respect to the corresponding quotas). Note: These two variables have a negative correlation with each other (Pearson correlation = -0.020).

2. What types of books do you usually read/buy?

Figure 2.1. What types of books do you usually read?



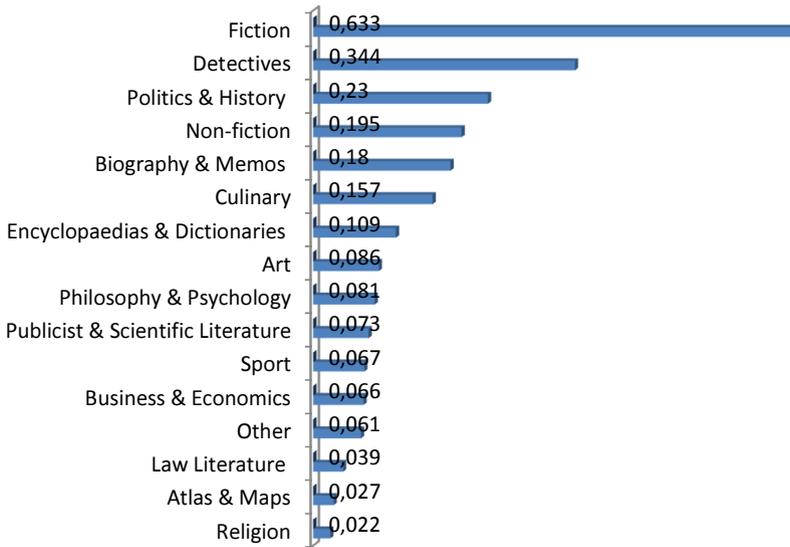
Research has shown that fiction (68.2 percent) is the most popular among readers. A similar trend emerged in the qualitative research. Furthermore, high interest was detected in professional literature.

Encyclopaedias & dictionaries (11 percent) and culinary books (11 percent) also hold a significant share in the book industry.

Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

Other: “Children’s books”; “school books”; “medical & healthcare”; “entertainment”; “educational/professional”; “Technical - Mechanical”; “Computer Science”; “Telecommunications”; “Science Fiction”.

Figure 2.2. What types of books do you usually buy?



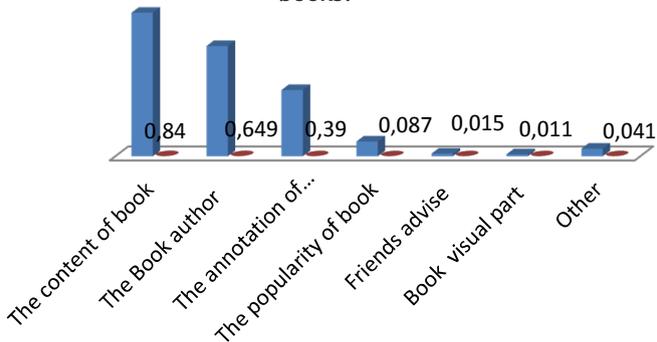
The majority of readers prefer fiction (63.3 percent). As was highlighted in the qualitative research, reading and buying are indivisible concepts, since “books are so expensive that nobody will buy them only for keeping.”

Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

Other: “Children’s books”; “school books”; “medical & healthcare”; “entertainment”; “educational / professional”; “Technical - Mechanical”; “Computer Science”; “Telecommunications”; “Science Fiction”.

3. What are the influence factors of reading/buying books?

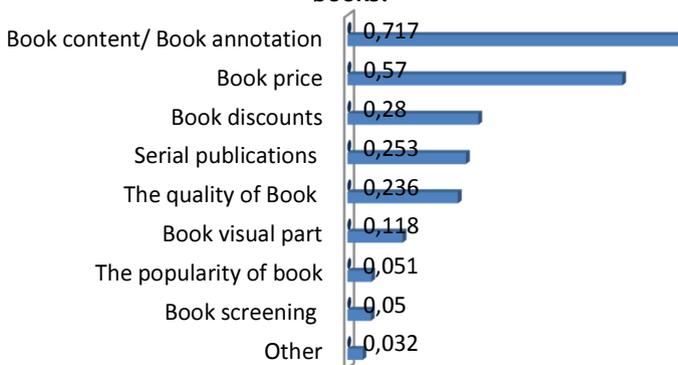
Figure 3.1. What are the influence factors of reading books?



According to the research results, the book content (84 percent) and the books' authors (64.9 percent) are the most influential factors during book selection. The same trend is observed in focus groups. Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

Other: "book packaging"; "volume of the book"; "Name / Title"; "how well rated"; "profession"; "practical / usefulness"; "interest," "Genre"; "historical events / characters"; "rich imagination"; "the authors"; "mood / character"; "necessity"; "time" "according to the themes", "illustrations" "modern books"; "the beginning of the book"; "artistry level".

Figure 3.2. What are the influence factors of buying books?



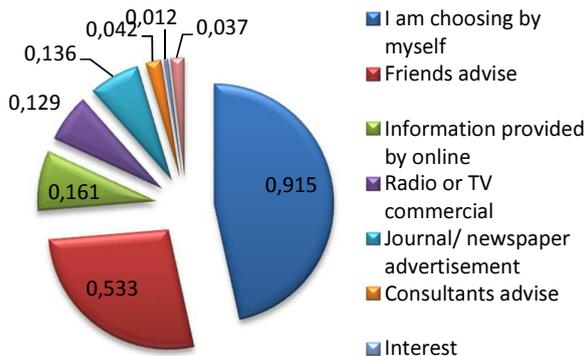
According to the survey results, the two most influential factors in purchasing books are: book contents/annotation (71.7 percent) and the price (57 percent). Book quality is ranked only fifth (23.6 percent). The same trend was highlighted in the qualitative research; however, the visual part of the book (book cover, paper quality, font size) was determined to be the most important factor.

Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

Other: “volume of the book”; “Name/Title”; “interest”; the authors”; “mood/character”; “necessity”; “the themes”; “advice”.

4. What makes you tread/buy books?

Figure 4.1. What makes you read books?

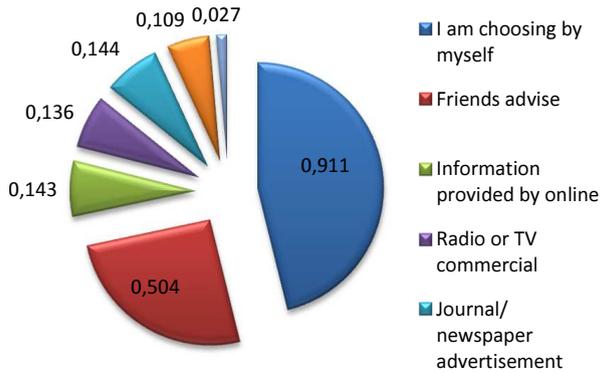


As the survey showed 91.5 percent of respondents choose books by themselves. A friend’s advice (53.3 percent) is also an influential factor during book selection.

Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

Other; “Interest in books/passion for reading”; “spare time”; “professional need”; “news”; “the author”; “at my grandchildren’s request”; “spiritual needs”; “necessity”; “according to librarian’s advice”; “as a gift”.

Figure 4.2 What makes you buy books?



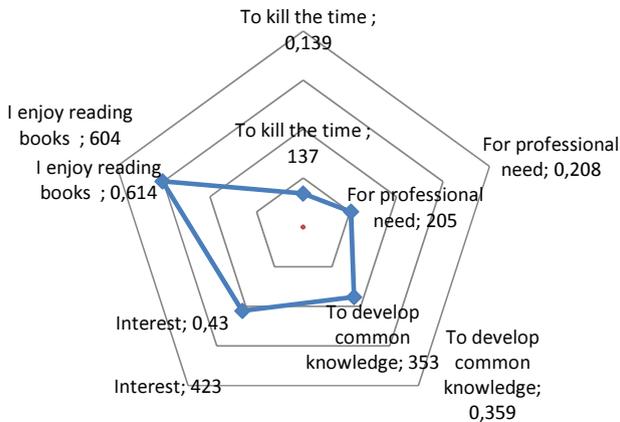
The two most common answers to the question “What makes respondents buy books?” are: their own choice (91.1 percent) or a friend’s/relative’s advice (50.4 percent)

Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

Other: “passion for books/reading”; “spare time”; “professional need”; news”; “dispelling sorrow”; “the author”; “Family”; “Insomnia”; “to avoid computer”; “at my grandchildren’s request”; “spiritual needs”; “according to librarian’s advice”; “mood”.

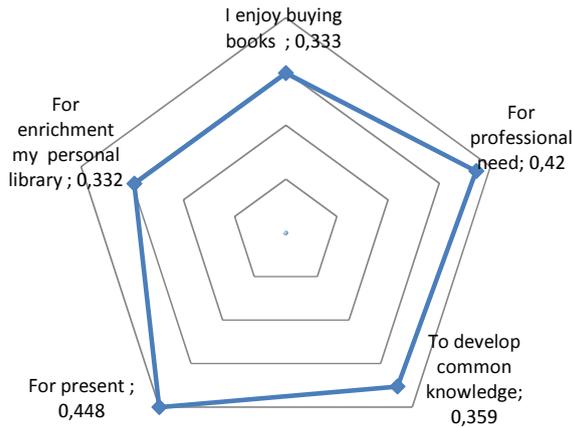
5. What is your reason of reading/buying books?

Figure 5.1. What is your reason of reading books?



According to the results of the survey, most of the respondents (61.4 percent) read books for their own enjoyment, which is due to their interest in books and desire to increase their general knowledge. Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

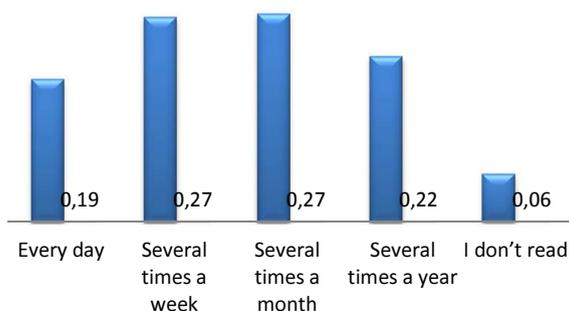
Figure 5.2. What is your reason of buying books?



The research concerning the reason why respondents buy books showed an almost identical result. However, buying a book as a gift (44.8 percent) has a slightly leading position. Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

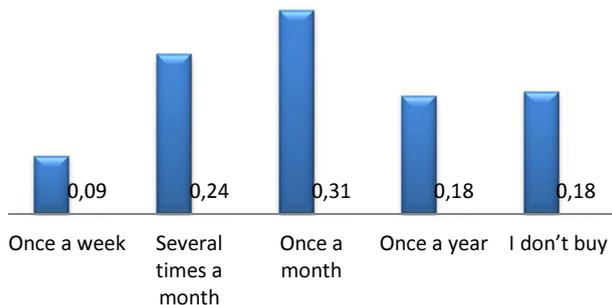
6. How often do you read/buy books?

Figure 6.1. How often do you read books?



The survey has shown that only 19 percent of surveyed respondents read books everyday and six percent of them do not read books at all. It was noted in qualitative research that reading frequency does not depend on environmental factors (e.g. it is not seasonal).

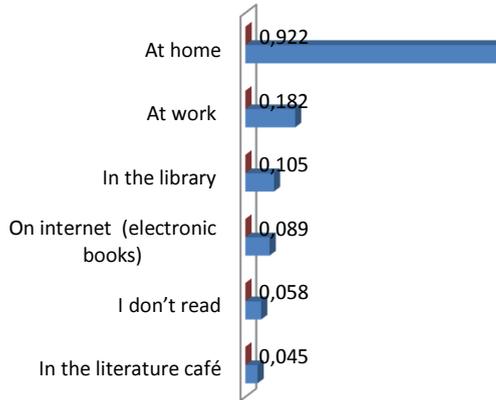
Figure 6.2. How often do you buy books?



To the question of how often they buy books, 31 percent of respondents replied that they buy books several times a month and 18 percent do not buy books at all.

7. Where do you read/buy books?

Figure 7.1. Where do you read books?



According to the survey, the majority of respondents named home (92.2 percent) as the most preferable reading place. It also dominated during the qualitative research. As for the library, it was pointed out in the discussions that respondents seldom use this service due to the uncomfortable conditions. The quantitative research also confirms this trend.

No more than 10.5 percent of respondents read books in the library.

Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

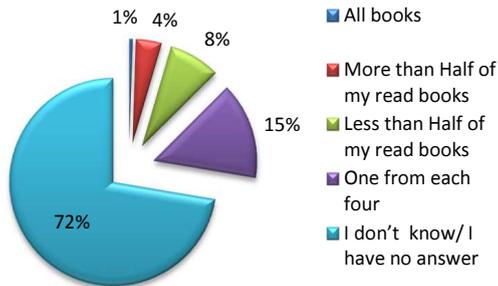
Figure 7.2. Where do you buy books?



It was highlighted in the research that Georgian consumer prefers book stores (74.9 percent) to select books
 Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

8. How many books do you read/buy online?

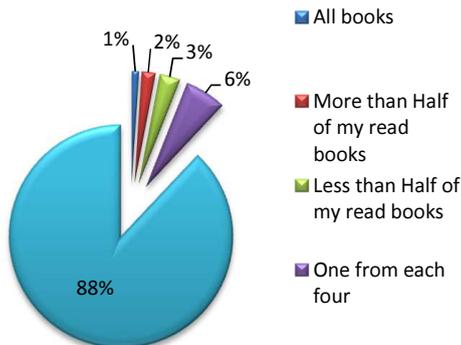
Figure 8.1. How many books do you read online?



Only half of the respondents (534 respondents) replied to the question of how many books they read online. Seventy-two percent of them answered the question negatively: "I don't know/ I have no answer". It was revealed in focus-groups that the Georgian reader still prefers a book to be "printed or material".

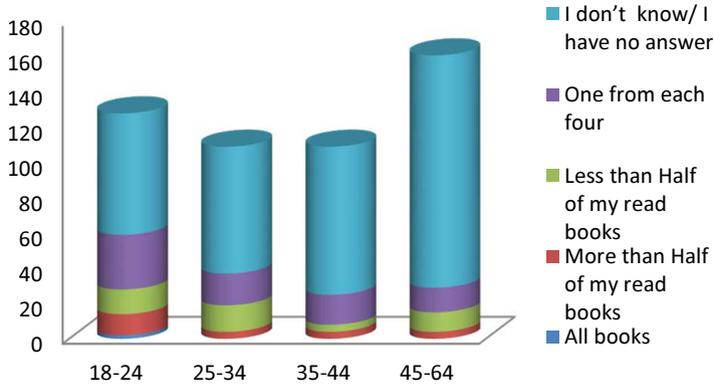
Note: The sum of responses exceeds 100 percent as multiple answers per question were permissible.

Figure 8.2. How many books do you buy online?



Only half of the respondents (474) answered the question of how many books they buy online. The survey has shown that e-books are not popular among Georgian readers.

Figure 8.3. Age X How many books do you read online?



The study has found that interest in e-books is very low and most consumers using them are young people.

Note: These two variables have a positive correlation with each other (Pearson correlation = 0. 222)

9. What types of books do you prefer to read/buy?

Figure 9.1. What types of books do you prefer to read?

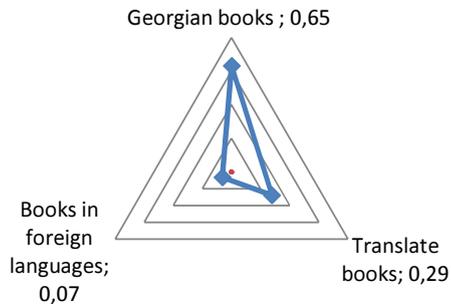
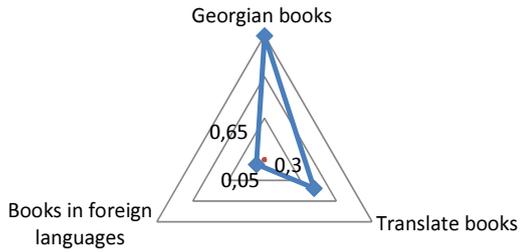


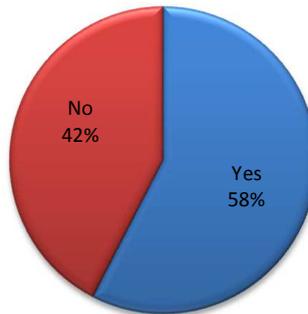
Figure 9.2. What types of books do you prefer to buy?



Georgian books are also preferable for most of the buyers (65 percent). The majority of the surveyed respondents prefer to read Georgian books (65 percent). Only 29 percent of them prefer translated books. There is low demand for books in foreign languages.

10. Children's Books

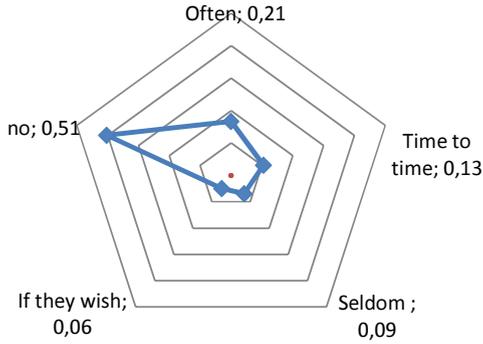
Figure 10.1. Do you have any children in the family?



Of the survey respondents, 58 percent have children and 42 percent did not have any children in the family.

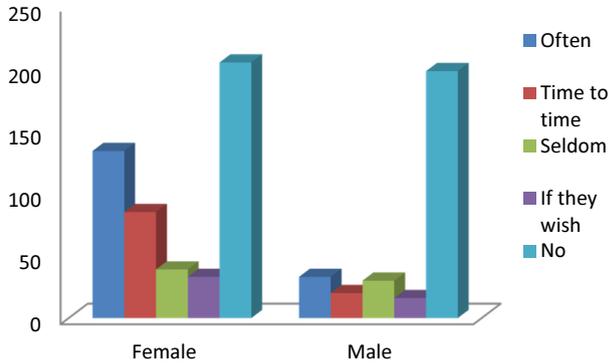
Note: Children (0-12 y), grandchildren as well as nieces and nephews are considered...

Figure 10.2. If yes, do you read them books?



Half of the respondents answered negatively to the question of whether they read books to their children. Only 21 percent from them often read their children books.

Figure 10.3. Gender X If they have do they read them books?



According to the research results, among the respondents who read their children books, women are more active than men.

Note: These two variables have a positive correlation with each other (Pearson correlation = 0.268)

11. Budget

Figure 11.1. What is approximate amount of money (GEL) do you spend annually?

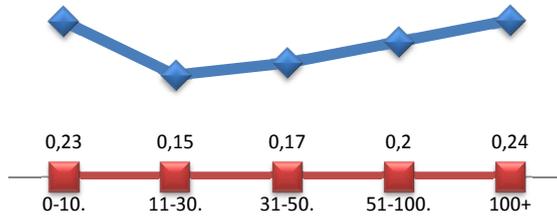
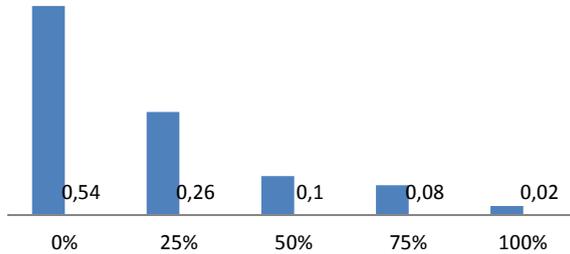
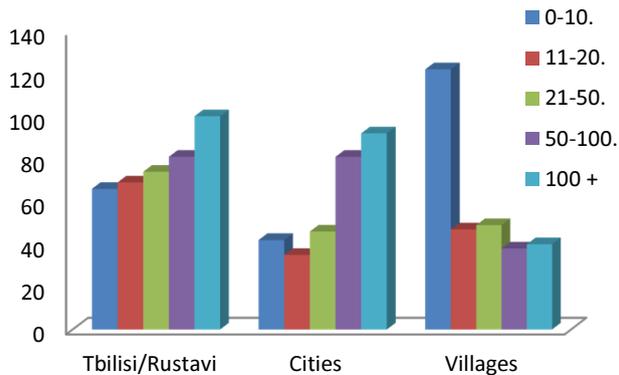


Figure 11.2. What is the share of children's books in a total number of annually purchased books?



According to 54 percent of respondents, the share of children books is zero percent. Money spent on purchased books is almost evenly distributed in all categories.

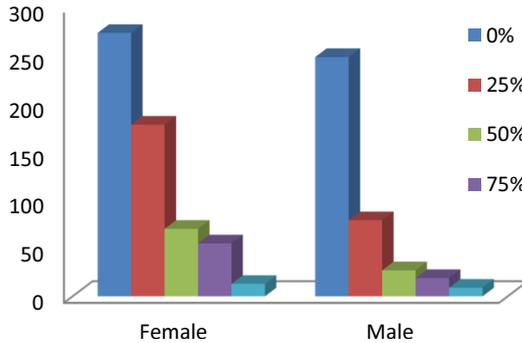
Figure 11.3. Place X approximately how much money (GEL) do you spend annually?



The study has found that city residents (including the capital as well as the big cities of Georgia) spend more than people in rural areas (the study covered four large villages).

Note: These two variables have a positive correlation with each other (Pearson correlation = 0.121)

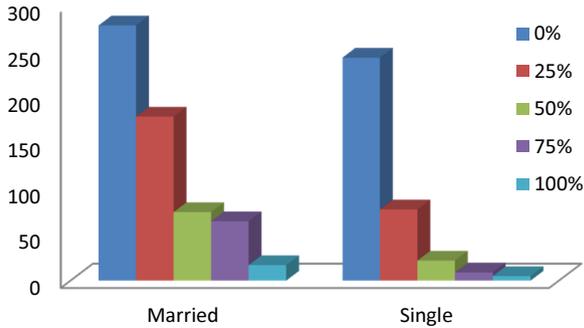
Figure 11.4. Gender X What is the share of children books in total number of annually purchased books?



The survey has shown that among consumers of children books, women are more active than men.

Note: These two variables have a negative correlation with each other (Pearson correlation = -0.129)

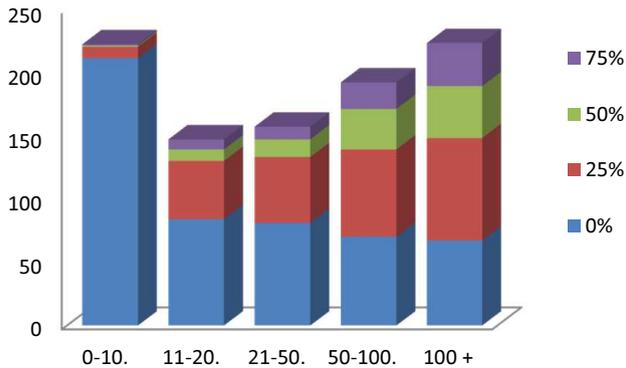
Figure 11.5. Status X What is the share of children books in a total number of purchased books?



The study has shown that among consumers of children books, married people are more active than single ones.

Note: These two variables have a negative correlation with each other (Pearson correlation = -0.167)

Figure 11.6. What is the share of children books in a total number of purchased books? X Approximately how much money (GEL) do you spend annually?



According to the survey, the percentage of money spent on children books increases correspondingly with the overall amount of money spent on books. However, there are some cases in which the respondent buys only children books.

Note: These two variables have a positive correlation with each other (Pearson correlation = 0.426)

CONCLUSION

The readership study covered a very broad scope. It aimed at determining general trends. Some issues, which were highlighted during the research process caused the need for additional research.

A significant factor, such as improvement in providing consumers with information, was emphasized within the research (timely information concerning current events and promotions). Publishers need to focus on this issue.

Readers are interested not only in book prices, but also in the improvement of book quality (visual aspects, illustration and font). This issue requires cooperation and the creation of unified bases for further development of publishing activities.

The studying of e-book consumers requires additional research. Although at this stage, it is clear that electronic books do not have consumers, this issue requires further in-depth research, in order to determine all the barriers, obstacles and reasons, which hinder consumers' use of electronic books.

In order to enable publishers to compare new trends and data from different periods, a readership study must be conducted every year.

Respondents' recommendations

Recommendations	Explanations
Explanations	"Available prices"
Affordable prices	"Available prices"
Discounts	"sale"/"low price"/"cheap"
The book quality polygraphy	"Improve the level of translation," "The quality /cover," "better packaging," "more comprehensive and high-quality print/large-sized font," "improve the visual aspect, good illustrations," "book cover should be harder"; "the quality of paper/colour," "high printing quality," "there are low quality books on sale, put the high quality on sale
Requests for books to be published	"Cognitive," "A dictionary of Georgian and specific Georgian regional dialects," "music books," "Psychology - Social Books," "mechanical," "serial publications (Georgian writers)," "Movie - documentation," "books about business and economy," "ancient writers' books," "scientific books," "history books," "New Releases," "sports books" "Georgian books (writers /classics)," "religious books," "Detective novels"; "Art and architecture books," "a lot of fiction/literature"; "translated foreign books," "modern Literature," "encyclopedia," "Russian-language books," "interesting and original books," "A great variety of literature";
PR/ advertisement/ information	Advertising / PR / book agitation for young people with different methods," "to provide timely news for users about any action"; "to meet with writers more often"; "more frequent presentations and book advertising "

Children's book	<p>"To publish higher quality illustration in children's books/formatting and editing," "low-price children's books," "children's book content is too long"</p>
Recommendation for the book stores	<p>"To develop all services in the store"; "better service/consultation/recommendation from the seller"; "to open more book stores," "stores should be attractive for readers/to provide reading space," "store inventory should be renewed more often,"; "to arrange the books by age in the stores".</p>
School books	<p>"To put more educational literature on sale," "Lower price for school books," "School textbooks should be sold in bookstores," "to have more discounts for educational literature."</p>
"I like everything"	<p>"I like everything, the book quality and price are acceptable for me"</p>
Other	<p>"to provide the teachers with professional literature" "don't chose popular books, search for the real customer," "to give the library more modern books," "pay more attention to literature prices, than to commercial," "to prioritize more Georgian authors than foreigners," "to help talented writers and poets to publish books;" "some books are published for nothing and it is waste of wood rescors," "to open a literary café in Rustavi"; "to provide book services in the village," "flexibility for community," "to specify genres in order to meet every readers' expectation," "don't increase fictional serial publications".</p>

COMMENTS ON THE STUDY RESULTS

by Georgi Kekalidze²

Overall, the survey conducted by Experto may be evaluated positively: the analysis provided has more or less revealed the main trends, problems and positive developments characteristic of the Georgian book market.

It is obvious that the survey has its faults. First of all, in my view, there is little focus on the recent past. When researching books and their readers in Georgia, we have to remember one very important factor. Just two decades ago, the country was still part of the Soviet Union. Despite the appearance of a new generation, the momentum that was characteristic of the book market of the 1990s is still felt... The rest is an absolutely new trend for the country. The first and second factors both require separate surveys. It is noteworthy that during Georgia's Soviet period, high book sales were due to several specific factors: regardless of the print run, not many new books were published, while the motivation for buying books was different: the book was more an item of self-promotion (one had to have shelves full of books) and was not valued for its real function. Accordingly, the small circle of Georgian critics who used to analyze this topic would metaphorically distinguish between the following: the phenomenon of the buyer and the reader as different occurrences. It is obvious that the market and statistics are not interested in knowing whether the person reads the book after he buys it, but the abovementioned attitude became relevant in the period of Georgian independence. Social hardships have deprived citizens of the luxury of buying books for décor. The "real" readers' layer has come to the fore. We have to take into account that after the 1990s, the book market demonstrated a clear growth trend. Georgia is a leading country in the Caucasus from this point of view. It would be interesting to see a little

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pre-analysis explaining the reasons for this progress and how it developed in towns and villages.

The survey methodology was planned and implemented from the correct angle. In countries like Georgia, despite previously accumulated experience, from this point of view, we often face certain resistance and a uncooperative attitude. Therefore, as a rule, comparatively long interviews normally give better results than short telephone interviews or so called test-calls. The survey range was selected correctly: urban space and big villages. However, the results showed that interviewing people in small settlements would also make some sense. Big villages are still linked to the cities and urban developments, if only partially and comparatively late, but they still reflect such influence. The selection of target groups and so called focus groups was also carried out properly.

Singling out fiction and detective stories in the question about the most frequently read books seems incorrect to me. It is interesting that if you merge them, according to their percentages (1 = 68.2 percent, 2 = 40.9 percent), the percentage received will be much more impressive.

The factors influencing book selection (quality of the book - 84 percent and fashion - 8.7 percent) seem a little dubious to me. These results may sound pleasant for a bibliophile; however, reality tends towards a different trend. Naturally, a similar survey should be continued or extension of an existing one would be required to ascertain this.

From this point of view, I consider the answer “I choose myself” to the question “what is your stimulus for reading books?” vague. The high percentage (91.5) shows that respondents have included many factors in this one answer. “I choose myself” surely includes many different reasons.

The question “For what purpose do you buy books?” garnered interesting answers. The percentage distribution here is almost equal (the answers included: interest, deepening my knowledge, enriching my library, pleasure, as a gift). This suggests that a human being tries to use the product he buys with his money in different ways, i.e. it is precious to him.

I think that the book reading and buying frequency shown in this survey reflect reality quite closely.

I think that asking the question “where do you read books?” and proposing separate items for “at home” or “on the Internet (e-books)” was not the right decision. It is highly likely that these two answers are not mutually exclusive, especially considering that the Internet and e-books should have been looked at separately anyway.

The high percentage of fairs (19.4%) among places where books are bought suggests that such festivals and exhibition-sales are important and should be organized more often.

The survey showed that e-books are not yet popular in the country. This is influenced by several factors. Citizens are cautious about spending large amounts of money all at once, even though it may cost them less at the end of the day. The main reason probably still lies in the very reverential attitude that middle-aged and senior citizens hold towards books. This conflict will be resolved sooner or later; however, for some time, it will probably affect the share of the book market. Although the Georgian sector has already seen some brands that are making an effort to introduce electronic books and shops, attempting to make them an integral part of our market. In ten years, some very clear signs will be seen.

In terms of the question about the language of the books and the source country of the literature that Georgian readers read, the results of the survey are generally reliable. Our library experience proves this fact to some extent. There are traditionally very few readers who read literature in the original language. By “Georgian books” they probably meant classical literature (it would be interesting to have this question be a bit more nuanced; for example, to find out which period of Georgian literature is the most read).

The survey results are reliable when it shows that preference is given to children’s book publishers. It is interesting that children’s book publishers are popular even among those categories of people who are not married and do not have children at all.

I think that the book readers' requirements given in the conclusion of the survey are fragmented and require much more rigorous work. For example, "Georgian-Svanetian-Abkhazian-Megrelian Dictionary" still covers the interests of a much more specific reader while "modern literature" is very general. If the survey is continued, these details deserve more attention.

The information about what part of a citizen's monthly budget is spent on books is also interesting. From this point of view, we have a more or less clear picture of reality in terms of the younger generations. This is probably influenced by the student life-style, as the upper age group buys books more spontaneously. It is clear that there are some exceptions, but the number of such exceptions is statistically very insignificant.

For us, just as for the representatives of the library, the fact that readers rarely visit the library because of its uncomfortable environment is important. This makes Georgia very different from other developed countries.

Book shops and the service found there is another issue. According to the survey, the reader pays a great deal of attention to the personnel, i.e. consultations during the book selection process are important, therefore, much work has to be done here.

With the exception of libraries and electronic books, the survey results more or less reconfirm global statistical trends. The survey, obviously, needs to be continued. Bearing in mind the faults of the report presented by Experto, we can conclude that it was merely an attempt to reveal a general picture. More contextualization, thematization of problems and an expansion of the survey is needed to see a clearer picture.

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by MASHO SAMADASHVILI³

The first survey of readers is indeed a positive event which should be encouraged and which can show us a broader picture, since sometimes we can see and comprehend only some small pieces of it. It should be mentioned here that the results of the survey were more or less anticipated; however, there are some issues that are of great interest to me and I will try to discuss them below.

First of all, we have to talk about the trend that has already established itself - Georgian readers mostly read fiction; nevertheless, I think that 68 percent is still a very high share. It is even a bit alarming that demand for professional and scientific literature is so low, to say nothing of non-fiction, which is almost not published at all.

“Fashionable literature” that attracts Georgian readers today is another interesting issue covered by the survey. We can recall many examples, such as Orhan Pamuk, whose books are translated promptly (currently, his seven novels have been translated into Georgian) and who is read by Georgian readers with great enthusiasm.

I think that one of the key issues is a very high demand for Georgian books (65 percent), including books translated into Georgian but also written in Georgian. The majority of Georgian readers read in Georgian and their inclusion in world literature largely depends on the goodwill of publishers.

We have to mention another trend as well. Even though the world has now shifted to online reading, Georgian readers remain faithful to printed books. This is proven by the 72 percent of readers who could not answer the question: “How many books do you read online?”

We can see from the survey that 27 percent of readers say that they read several books every month, while 31 percent

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buy books several times a month. I have heard from publishers that retail sales are not yet proportional to the reading index, and this is further proved by the qualitative part of the survey, because readers often borrow the books they read. However, as Bakur Sulakauri has mentioned recently, ten times more books were sold during the past few years than in the beginning of the century; this obviously indicates a growing culture of reading and buying books.

The survey shows that readers, when buying books, pay attention to the price, while at the same time, the price is also the biggest complaint that we have heard from readers. It is true that some books are indeed very expensive; however, we should not forget that lately they have adopted the European practice of publishing books with a soft cover. For example, Umberto Eco's *The Name of the Rose* initially was sold for 29.90 Gel, while in its second edition, its price was 15.90 Gel. Bakur Sulakauri's publishing house's approach of selling books at fixed prices seems to be an attempt to solve this problem.

Reader's criticism/desire that Georgian publishers publish more commercial literature than really valuable literature is partly true, and I myself used to claim that too. However, in the 21st century we should not forget that book publishing is a business just like any other business, thus publishers, when making choices, must take into account market demand in the first place. It is also noteworthy that successful commercial projects make the publication of truly high-quality literature possible.

At the same time, we can talk about the problem of libraries: it seems that the majority of Georgian readers are not attracted by libraries and note their "uncomfortable environment" as the main reason for this. Nevertheless, we must mention that today, the Public Library is quite a comfortable space, while university libraries cannot "be blamed" for lack of comfort either.

I think that the objective reason for not reading at libraries is lack of time, since people are pressed for time, thus a fifteen-minute reading break at work or on public transportation seems more optimal than several hours spent in the library's reading hall.

Finally, we need to comment on readers' wish to see a better supply of books reaching the villages in the future. As the survey shows, cities lead villages in all respects, whether in book reading or selling. The situation is aggravated by the fact that there is a lack not only of high-quality libraries, but of average ones as well, thus readers living outside the capital often have no idea about processes occurring in contemporary literature.

I think that this is the most problematic issue and that the state together with publishers must make an effort to resolve it.

Overall, the survey may be evaluated positively, as it has been one of the first efforts to form an in-depth and substantiated understanding of problems in the sector. That is why I think that the topics that have been broadly discussed in various unofficial circles have now gained a new and broader discourse.

