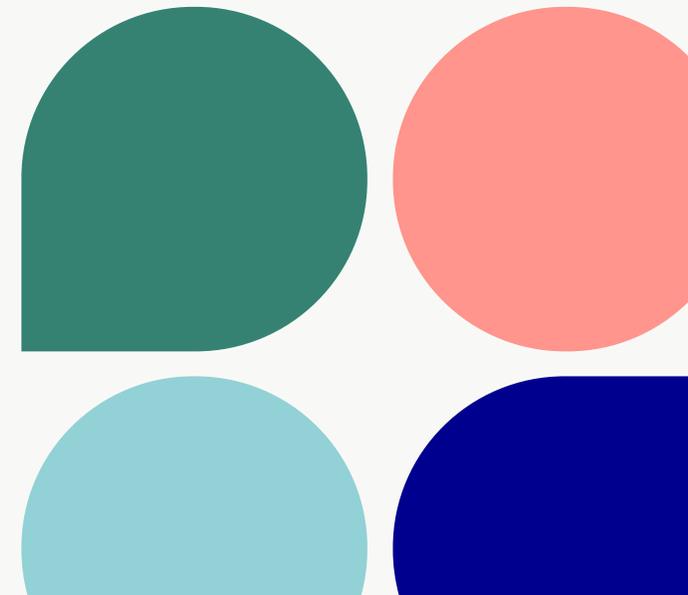


# Population survey on the social role of libraries 2025

19.11.2025 / Bondata



# General information about the survey

- The theme of the population survey commissioned by the Regional State Administrative Agencies is the experienced importance and benefits of public libraries and the expectations and values that citizens place on libraries. The survey is related to the social role of libraries and its results are utilised in e.g. targeting development grants and evaluating library services.
- The survey was carried out as a panel data collection and phone interviews in September-October 2025.
- The survey is based on 2,007 responses, of which 1,918 are from the panel and 89 are from the phone interviews.
- The margin of error of the survey is 2.2%.
- The target group consisted of Finns aged 18–99 who were representative by region, age and gender. Respondents included library users as well as people who do not use libraries.

# Interpretation guidelines

- Under the heading of each result, there is a note if the question is only addressed to a specific group. The question may have only been presented to those who use library services, read books and/or newspapers/periodicals, etc. If there is no note, the question has been addressed to everyone.
- At the beginning of the images, the question is in the form it was presented to the respondent and the number of respondents to the question (gray background). The percentage shares or averages of the answer options given are shown below the question. The questions have also included the “I don't know” option, which is not reported as part of the averages.
- Some of the questions present relevant background variable comparisons in tabular form (e.g. age, gender, level of education), i.e. how different groups of background variables feel about the matter in question. The comparisons are presented in accordance with the main image as either percentage shares or averages.
- The averages assess the importance of the questions, impressions or satisfaction. They are reported on a scale of 1–5, where 1 has been the most negative option (e.g. not at all important, very poorly) and 5 the most positive option (e.g. very important, very well). The scale of the average questions is shown below the graph.
  - Averages above 4.0 indicate a strong positive view or satisfaction with the topic.
  - 3.0-3.9 indicate a moderate assessment, which may mean that there is room for development or different views on the topic.
  - Results below 3.0 indicate that there is room for improvement in the area or that the question is perceived as challenging (e.g. lack of awareness, different needs).
- Similarly, in segmentation, the respondents have been divided into their own groups. The segments were formed on the basis of the frequency of use of the library and its facilities and the assessments on the importance of library services. A comparison of the segments has been presented, as well as a description of each segment and its distinctive features as separate slides.



# Key results

**55 %**

of respondents use library services or spend time in the library facilities at least monthly.

**87 %**

feels that the services of the library they usually use meet their own needs quite well or very well.

**41 %**

read newspapers/periodicals daily, in addition 4% listen to newspapers/periodicals daily.

**46 %**

use a paid channel to read and listen to books in addition to or instead of libraries.

**54 %**

of those who have used paid services do not feel that this has reduced their use of the library.

**24 %**

read books daily, in addition 10% listen to books daily.

## ● Most important in library services:

1. Location of the library (4.4 /5)
2. Ease of finding material (4.3)
3. Extent of the collection (4.2)
4. Opening hours (4.2)

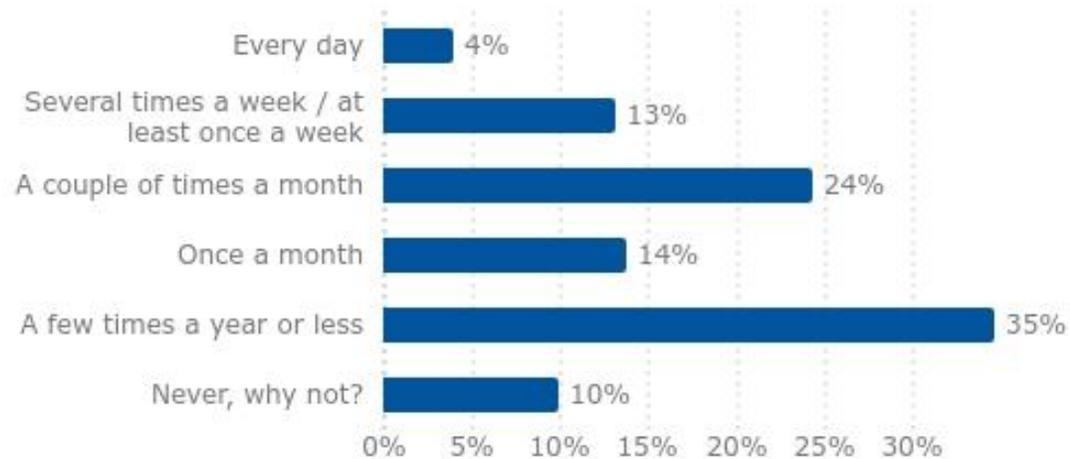
## ● The library is felt to promote the best:

1. Equal access to information for all (4.3 /5)
2. Promoting literacy (4.3)
3. Preserving cultural heritage (4.1)



# Frequency of use of library services

How often do you use library services or spend time in library facilities? 2,007



# Frequency of use of library services

AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
Every day	16 %	6 %	4 %	2 %	2 %	1 %	2 %
Several times a week / at least once a week	22 %	15 %	15 %	11 %	11 %	11 %	10 %
A couple of times a month	22 %	26 %	31 %	23 %	25 %	25 %	17 %
Once a month	8 %	13 %	14 %	16 %	15 %	16 %	13 %
A few times a year or less	28 %	34 %	29 %	38 %	38 %	39 %	35 %
Never, why not?	5 %	7 %	7 %	11 %	9 %	9 %	24 %

EDUCATION	Comprehensive / Upper comprehensive / Primary (kansakoulu) / Senior primary (kansalaisskoulu) school	Vocational/technical/business school	Upper secondary school	Degree of education	University of applied sciences	University / other institute of higher education
Every day	5 %	3 %	5 %	2 %	5 %	5 %
Several times a week / at least once a week	10 %	8 %	18 %	14 %	12 %	20 %
A couple of times a month	16 %	25 %	23 %	21 %	29 %	28 %
Once a month	7 %	14 %	15 %	11 %	18 %	16 %
A few times a year or less	41 %	36 %	37 %	40 %	31 %	27 %
Never, why not?	21 %	14 %	3 %	12 %	5 %	4 %

HOUSEHOLD	Adult household, no children	Adult household with children over 18 years old	Family with children 7-18 years old	Family with children under the age of 7
Every day	3 %	8 %	5 %	7 %
Several times a week / at least once a week	12 %	8 %	16 %	29 %
A couple of times a month	23 %	18 %	32 %	27 %
Once a month	13 %	14 %	16 %	12 %
A few times a year or less	37 %	41 %	26 %	23 %
Never, why not?	12 %	11 %	5 %	2 %

# Reasons to not use library services

Asked from respondents who never use library services or spend time in the library facilities (n=152).

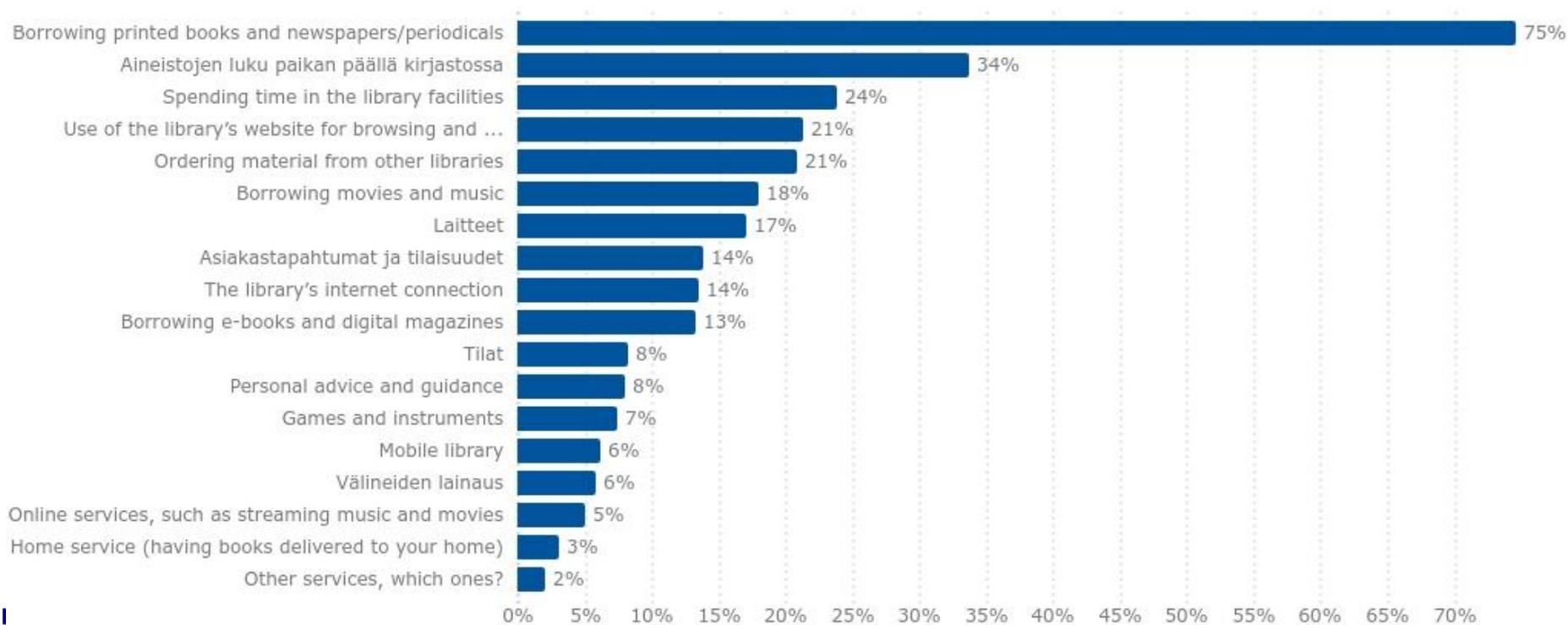
Themes in the responses:

- **Distance and mobility difficulties:** Many respondents mention that the library is too far away or they have mobility difficulties that prevent them from accessing the library.
- **Age and health:** Many respondents mention age and health problems as the reasons why they don't use library services. They feel that age and related problems prevent them from visiting the library.
- **Lack of interest:** Some respondents are not interested in reading or library services. They mention that they do not read books or feel the need to use library services.
- **Lack of time:** Many respondents mention that they don't have time to read books or visit the library. They are busy with other things.
- **Alternative ways of reading:** Many respondents use other ways to get and read books, such as audiobooks, e-books, or buying books. They feel that these options are more convenient for them.
- **Other reasons:** Some respondents have other reasons, such as already having enough books at home, disliking the library's recommendations, or worrying about forgetting to return borrowed books.

# Library services used

Asked from respondents who use library services or spend time in the library facilities.

Which library services do you use? 1,801



# Library services used

Asked from respondents who use library services or spend time in the library facilities.

AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
Reading materials on site in the library (e.g. magazines)	17 %	29 %	29 %	35 %	39 %	44 %	40 %
Ordering material from other libraries	17 %	22 %	23 %	25 %	21 %	21 %	13 %
Customer events and occasions (e.g. story hours, book clubs, lectures)	8 %	19 %	15 %	10 %	11 %	14 %	21 %
Borrowing e-books and digital magazines	22 %	19 %	14 %	14 %	12 %	8 %	4 %
Borrowing movies and music	25 %	18 %	28 %	22 %	14 %	10 %	8 %
Personal advice and guidance	5 %	6 %	9 %	7 %	8 %	9 %	12 %
Mobile library	11 %	10 %	7 %	6 %	4 %	2 %	4 %
The library's internet connection	19 %	14 %	16 %	11 %	14 %	12 %	8 %
Use of the library's website for browsing and reserving material	18 %	23 %	26 %	22 %	20 %	24 %	12 %
Home service (having books delivered to your home)	7 %	7 %	2 %	3 %	2 %	1 %	1 %
Equipment (e.g. computers, scanners, printers)	17 %	19 %	21 %	22 %	17 %	10 %	13 %
Other services, which ones?	0 %	1 %	1 %	3 %	3 %	4 %	2 %
Spending time in the library facilities	35 %	30 %	26 %	24 %	20 %	17 %	17 %
Borrowing printed books and newspapers/periodicals	67 %	73 %	77 %	76 %	75 %	76 %	77 %
Games and instruments	17 %	14 %	12 %	5 %	2 %	1 %	2 %
Facilities (e.g. gaming, meeting or work spaces)	15 %	14 %	10 %	7 %	5 %	2 %	6 %
Borrowing equipment (e.g. laptops, tablets, sports equipment, tools)	6 %	8 %	9 %	7 %	5 %	2 %	4 %
Online services, such as streaming music and movies	11 %	9 %	6 %	5 %	3 %	0 %	1 %

# Library services used

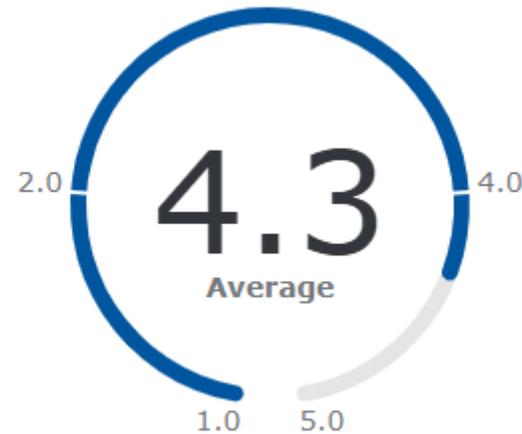
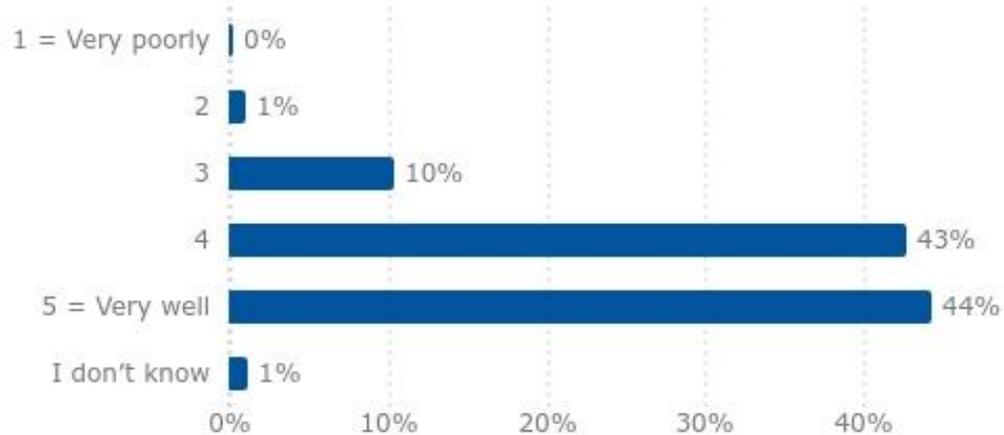
Asked from respondents who use library services or spend time in the library facilities.

HOUSEHOLD	Adult household, no children	Adult household with children over 18 years old	Family with children 7–18 years old	Family with children under the age of 7	GENDER	Male	Female
Reading materials on site in the library (e.g. magazines)	35 %	33 %	30 %	29 %	Reading materials on site in the library (e.g. magazines)	33 %	34 %
Ordering material from other libraries	19 %	18 %	26 %	27 %	Ordering material from other libraries	16 %	26 %
Customer events and occasions (e.g. story hours, book clubs, lectures)	13 %	9 %	15 %	25 %	Customer events and occasions (e.g. story hours, book clubs, lectures)	10 %	18 %
Borrowing e-books and digital magazines	11 %	14 %	14 %	26 %	Borrowing e-books and digital magazines	13 %	13 %
Borrowing movies and music	16 %	18 %	23 %	23 %	Borrowing movies and music	22 %	14 %
Personal advice and guidance	8 %	3 %	9 %	10 %	Personal advice and guidance	6 %	10 %
Mobile library	5 %	6 %	5 %	20 %	Mobile library	6 %	7 %
The library's internet connection	13 %	18 %	15 %	14 %	The library's internet connection	15 %	12 %
Use of the library's website for browsing and reserving material	21 %	11 %	23 %	27 %	Use of the library's website for browsing and reserving material	17 %	26 %
Home service (having books delivered to your home)	3 %	2 %	3 %	8 %	Home service (having books delivered to your home)	4 %	3 %
Equipment (e.g. computers, scanners, printers)	18 %	10 %	17 %	13 %	Equipment (e.g. computers, scanners, printers)	17 %	17 %
Other services, which ones?	2 %	3 %	1 %	1 %	Other services, which ones?	3 %	2 %
Spending time in the library facilities	23 %	20 %	26 %	32 %	Spending time in the library facilities	22 %	26 %
Borrowing printed books and newspapers/periodicals	74 %	64 %	83 %	69 %	Borrowing printed books and newspapers/periodicals	69 %	80 %
Games and instruments	6 %	8 %	11 %	15 %	Games and instruments	11 %	5 %
Facilities (e.g. gaming, meeting or work spaces)	8 %	4 %	8 %	18 %	Facilities (e.g. gaming, meeting or work spaces)	9 %	7 %
Borrowing equipment (e.g. laptops, tablets, sports equipment, tools)	5 %	2 %	8 %	14 %	Borrowing equipment (e.g. laptops, tablets, sports equipment, tools)	6 %	6 %
Online services, such as streaming music and movies	4 %	8 %	5 %	10 %	Online services, such as streaming music and movies	6 %	4 %

# The library service used meeting needs

Asked from respondents who use library services or spend time in the library facilities.

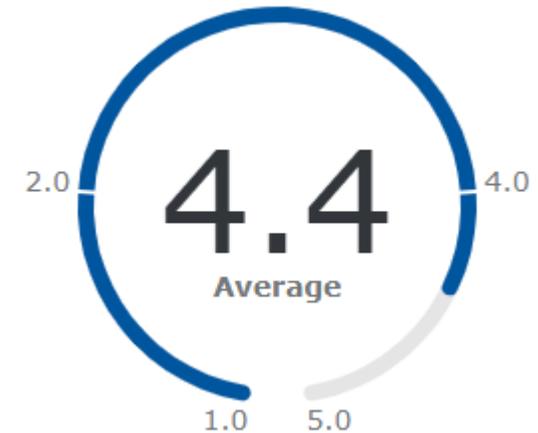
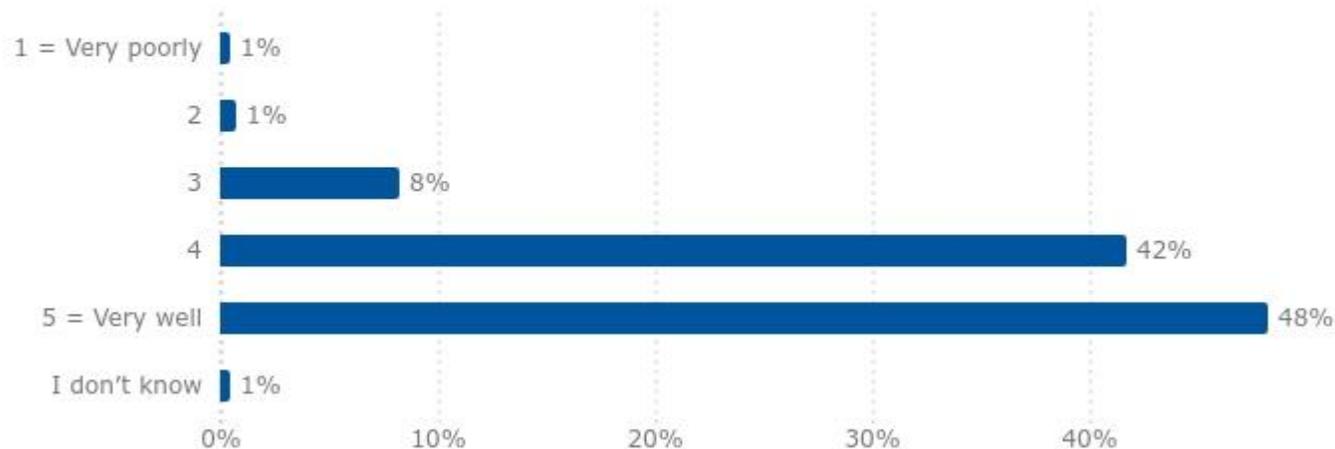
How well do the library services you usually use meet your needs? 1,664



# The library service used meeting the needs of families with children

Asked from respondents who use library services or spend time in library premises.  
**The result is limited to families with children.**

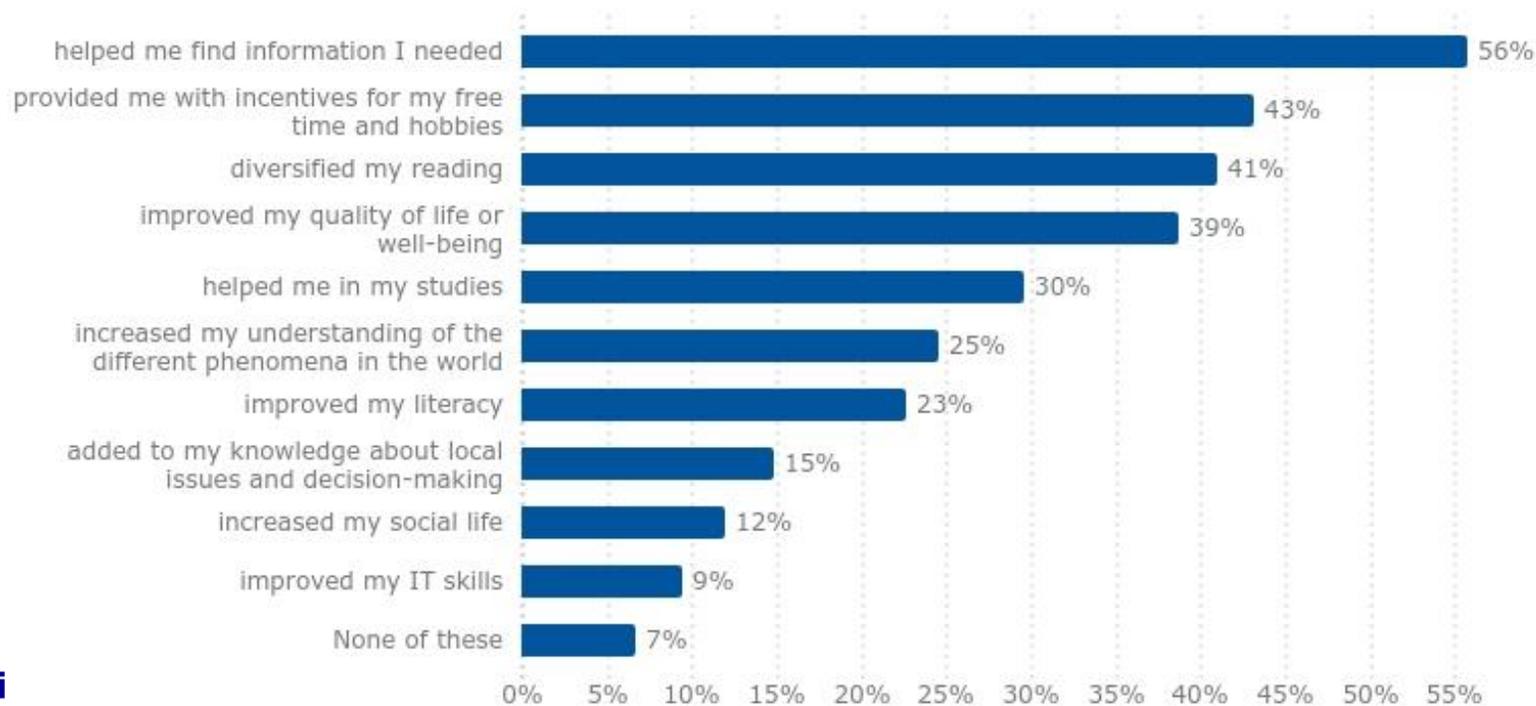
How well do the library services you usually use meet your needs? 398



# Experienced benefits of library services

Asked from respondents who use library services or spend time in the library facilities.

In my experience, the library has... 1,798



# Experienced benefits of library services

Asked from respondents who use library services or spend time in the library facilities.

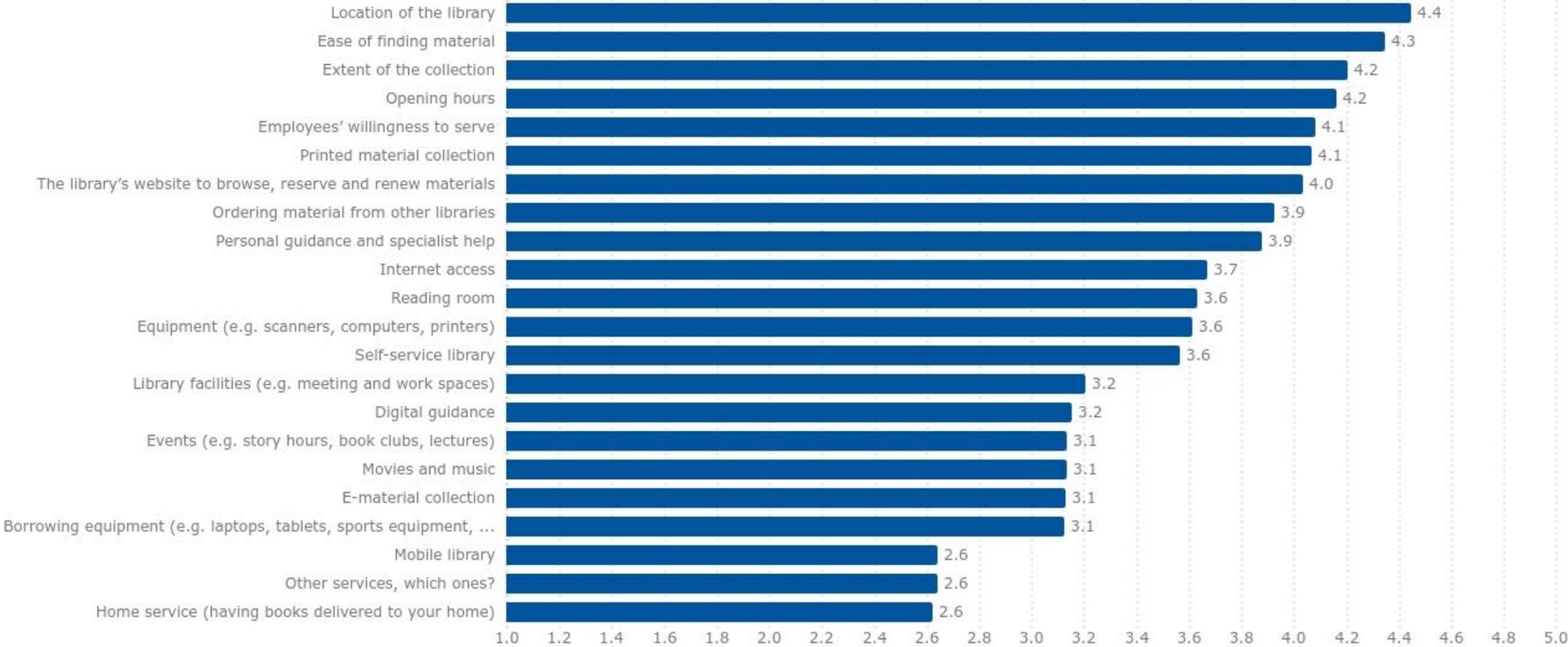
AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
helped me find information I needed	47 %	53 %	60 %	59 %	61 %	54 %	51 %
helped me in my studies	53 %	46 %	32 %	36 %	19 %	14 %	9 %
improved my literacy	36 %	33 %	25 %	22 %	18 %	15 %	10 %
None of these	2 %	8 %	8 %	6 %	5 %	9 %	8 %
increased my social life	11 %	14 %	7 %	11 %	12 %	12 %	20 %
added to my knowledge about local issues and decision-making	14 %	13 %	10 %	15 %	12 %	21 %	22 %
increased my understanding of the different phenomena in the world	21 %	26 %	24 %	25 %	25 %	27 %	22 %
diversified my reading	25 %	39 %	42 %	39 %	44 %	52 %	39 %
improved my quality of life or well-being	36 %	32 %	39 %	39 %	37 %	42 %	49 %
improved my IT skills	11 %	9 %	7 %	7 %	10 %	9 %	16 %
provided me with incentives for my free time and hobbies	35 %	44 %	46 %	46 %	41 %	48 %	37 %

# Experienced benefits of library services

Asked from respondents who use library services or spend time in the library facilities.

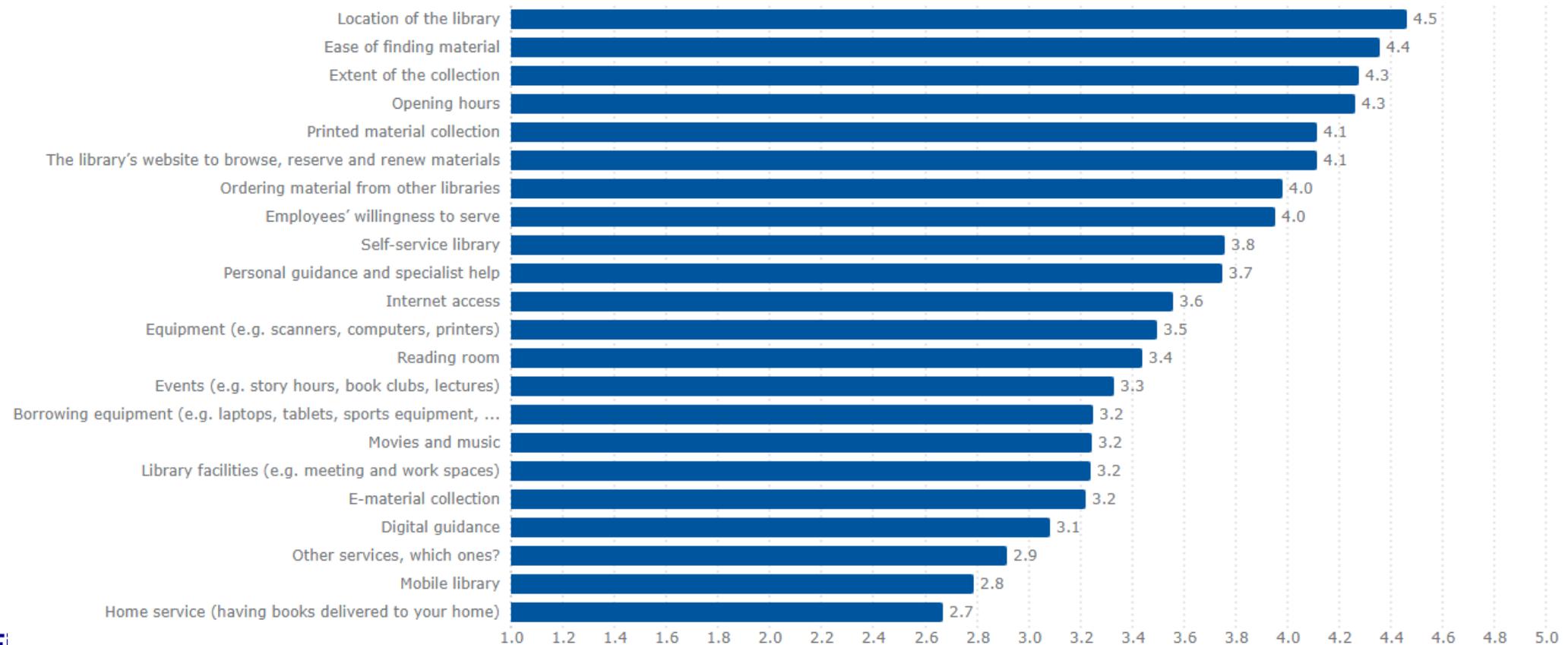
EDUCATION	Comprehensive / Upper comprehensive / Primary (kansakoulu) / Senior primary (kansalaiskoulu) school	Vocational/technical/business school	Upper secondary school	Degree of education	University of applied sciences	University / other institute of higher education
helped me find information I needed	41 %	57 %	53 %	52 %	63 %	60 %
helped me in my studies	12 %	21 %	36 %	24 %	42 %	40 %
improved my literacy	16 %	20 %	25 %	19 %	26 %	28 %
ei mitään näistä	13 %	9 %	4 %	5 %	4 %	6 %
increased my social life	18 %	12 %	10 %	10 %	11 %	11 %
added to my knowledge about local issues and decision-making	14 %	13 %	14 %	16 %	18 %	16 %
increased my understanding of the different phenomena in the world	15 %	20 %	24 %	28 %	29 %	30 %
diversified my reading	28 %	39 %	35 %	46 %	45 %	48 %
improved my quality of life or well-being	31 %	31 %	37 %	37 %	44 %	52 %
improved my IT skills	10 %	11 %	7 %	9 %	8 %	10 %
provided me with incentives for my free time and hobbies	34 %	42 %	46 %	38 %	44 %	50 %

# Importance of different library services for respondents



# Importance of different library services for families with children

The result is limited to families with children.



Scale: 1 = not at all important ... 5 = very important

# Importance of different library services for respondents

AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
Ease of finding material	4,1	4,2	4,4	4,4	4,4	4,5	4,4
Ordering material from other libraries	3,6	3,7	4,0	4,1	4,0	4,1	3,9
Opening hours	4,0	4,2	4,3	4,2	4,2	4,1	4,2
Digital guidance	3,4	3,1	3,1	2,9	3,1	3,2	3,4
E-material collection	3,5	3,2	3,2	3,2	3,0	3,0	2,8
Movies and music	3,5	3,2	3,3	3,2	3,0	3,0	2,8
Personal guidance and specialist help	3,7	3,6	3,7	3,7	4,0	4,1	4,4
Employees' willingness to serve	3,8	3,8	3,9	4,0	4,3	4,4	4,4
Mobile library	2,8	2,7	2,6	2,5	2,6	2,6	2,8
Location of the library	4,2	4,3	4,5	4,5	4,5	4,5	4,5
The library's website to browse, reserve and renew materials	4,0	4,0	4,2	4,2	4,1	4,1	3,5
Library facilities (e.g. meeting and work spaces)	3,7	3,3	3,1	3,1	3,0	3,1	3,4
Extent of the collection	4,2	4,2	4,2	4,3	4,2	4,2	4,2
Home service (having books delivered to your home)	3,0	2,6	2,6	2,5	2,6	2,4	3,0
Equipment (e.g. scanners, computers, printers)	3,8	3,8	3,5	3,6	3,7	3,5	3,5
Reading room	3,5	3,2	3,4	3,7	3,8	3,9	3,9
Other services, which ones?	3,2	2,9	2,7	2,9	2,5	2,1	1,9
Internet access	4,1	3,7	3,6	3,5	3,8	3,7	3,5
Self-service library	3,6	3,6	3,7	3,6	3,5	3,6	3,3
Printed material collection	4,0	4,0	4,1	4,1	4,1	4,1	4,0
Events (e.g. story hours, book clubs, lectures)	3,3	3,2	3,0	3,0	3,1	3,1	3,4
Borrowing equipment (e.g. laptops, tablets, sports equipment, tools)	3,4	3,2	3,2	3,1	3,1	3,0	2,9

# Importance of different library services for respondents

HOUSEHOLD	Adult household, no children	Adult household with children over 18 years old	Family with children 7–18 years old	Family with children under the age of 7
Ease of finding material	4,3	4,4	4,4	4,3
Ordering material from other libraries	3,9	4,0	4,1	3,9
Opening hours	4,1	4,2	4,3	4,3
Digital guidance	3,2	3,2	3,0	3,3
E-material collection	3,1	3,2	3,1	3,4
Movies and music	3,1	3,3	3,2	3,4
Personal guidance and specialist help	3,9	4,1	3,7	3,8
Employees' willingness to serve	4,1	4,2	3,9	4,0
Mobile library	2,6	2,8	2,6	3,1
Location of the library	4,4	4,4	4,5	4,4
The library's website to browse, reserve and renew materials	4,0	4,0	4,2	4,0
Library facilities (e.g. meeting and work spaces)	3,2	3,4	3,2	3,3
Extent of the collection	4,2	4,2	4,3	4,3
Home service (having books delivered to your home)	2,6	3,0	2,5	2,9
Equipment (e.g. scanners, computers, printers)	3,6	3,8	3,4	3,6
Reading room	3,7	3,8	3,6	3,2
Other services, which ones?	2,6	2,6	2,9	3,0
Internet access	3,7	4,0	3,5	3,7
Self-service library	3,5	3,6	3,7	3,8
Printed material collection	4,1	4,0	4,1	4,1
Events (e.g. story hours, book clubs, lectures)	3,1	3,2	3,2	3,6
Borrowing equipment (e.g. laptops, tablets, sports equipment, tools)	3,1	3,3	3,2	3,4

# Frequency of reading

68 %

READ NEWSPAPERS/  
PERIODICALS  
(print or digital) daily or  
weekly

49 %

READ BOOKS  
(printed or digital) daily or  
weekly

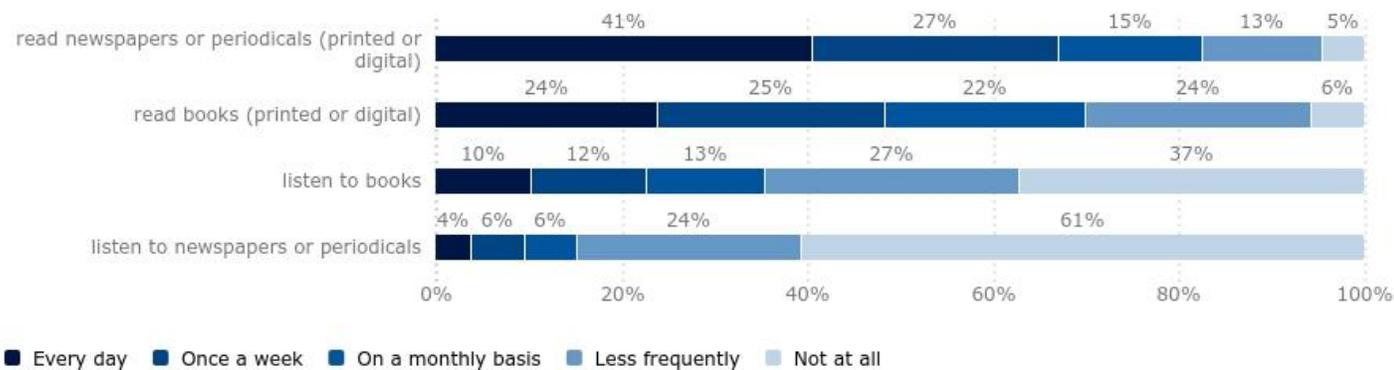
22 %

LISTEN TO BOOKS daily or  
weekly

10 %

LISTEN TO  
NEWSPAPERS/  
PERIODICALS daily or  
weekly

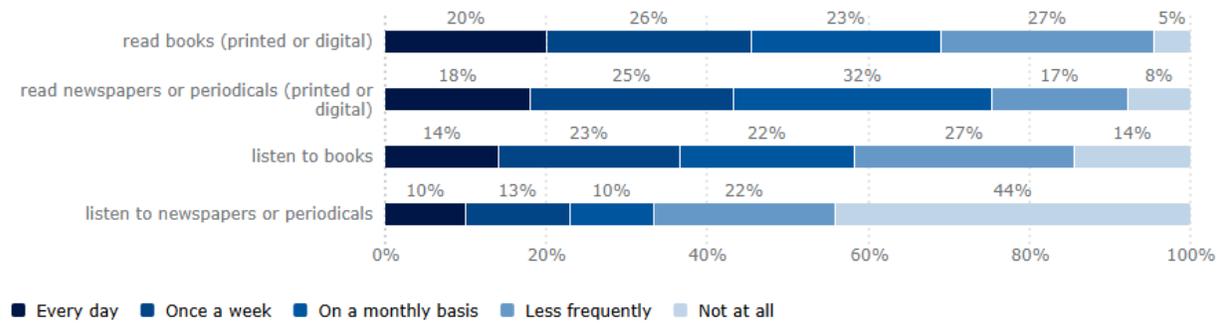
How actively do you 1,987



# Frequency of reading by age group 1/2

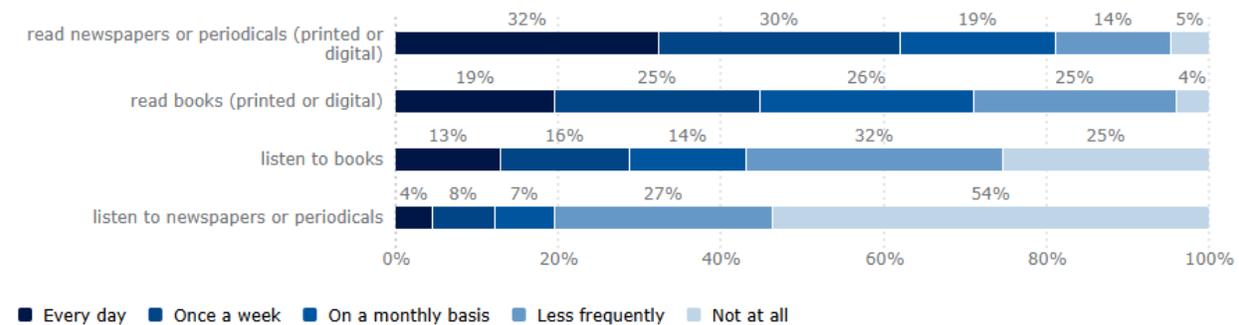
## 18–24 years old

How actively do you 196



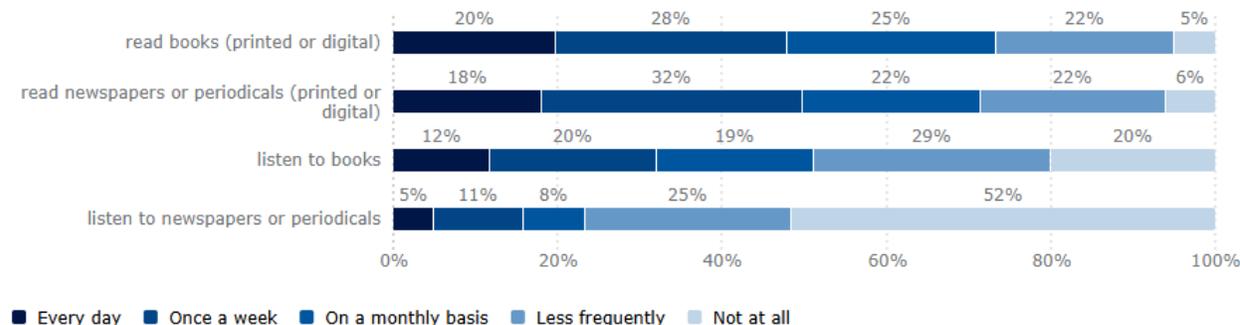
## 35–44 years old

How actively do you 319



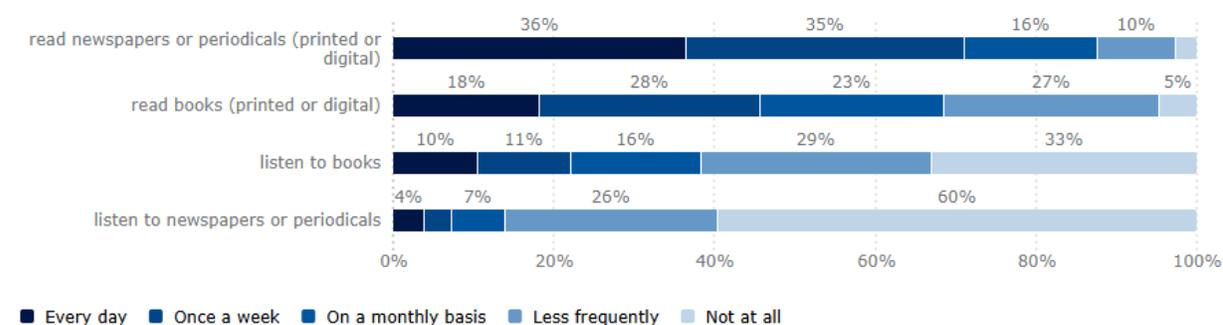
## 25–34 years old

How actively do you 296



## 45–54 years old

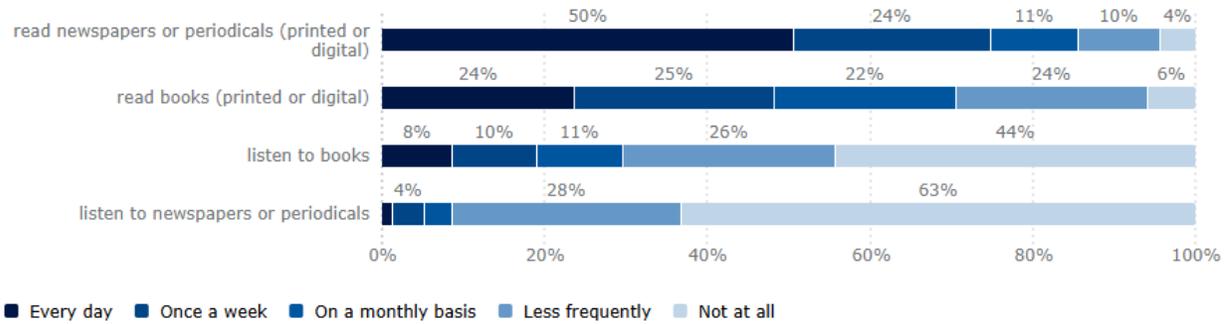
How actively do you 298



# Frequency of reading by age group 2/2

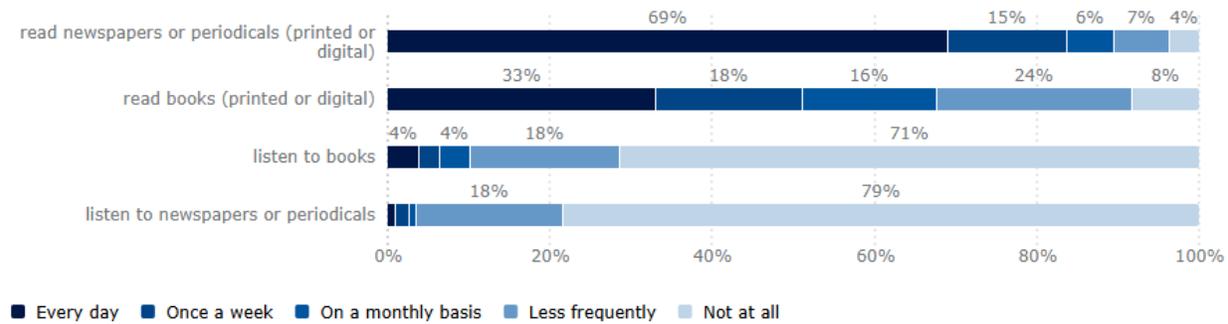
## 55–64 years old

How actively do you 320



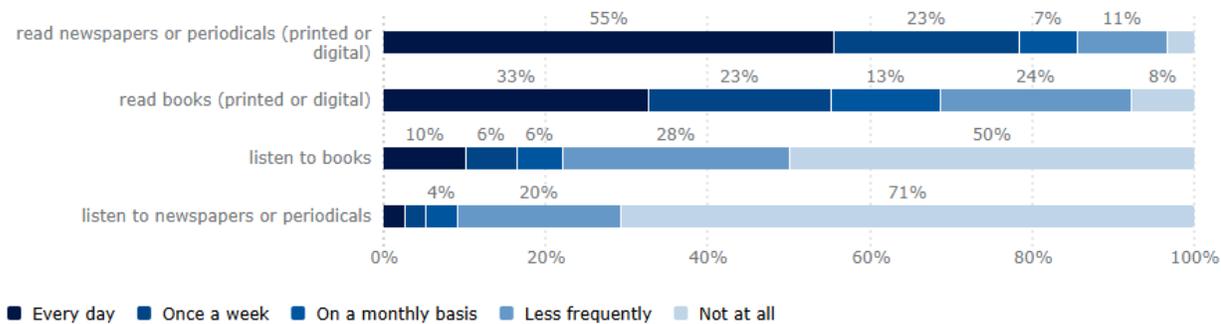
## 75 years or older

How actively do you 238



## 65–74 years old

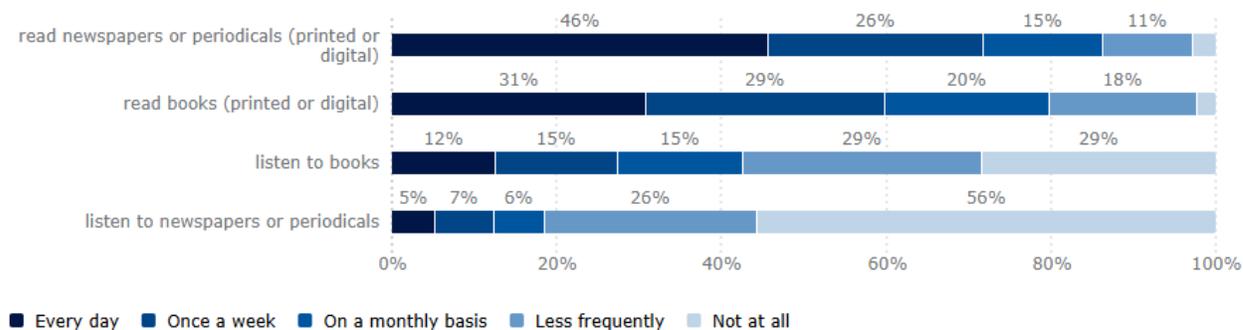
How actively do you 320



# Frequency of reading by educational background

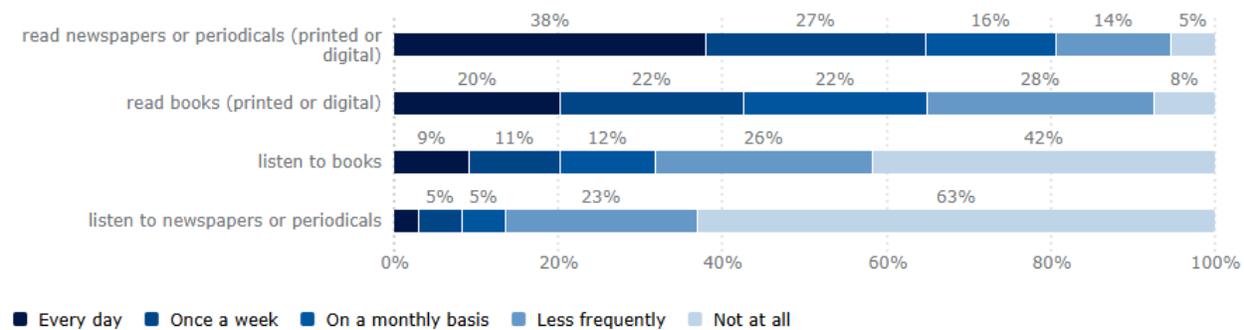
## Higher-educated

How actively do you 678



## Other

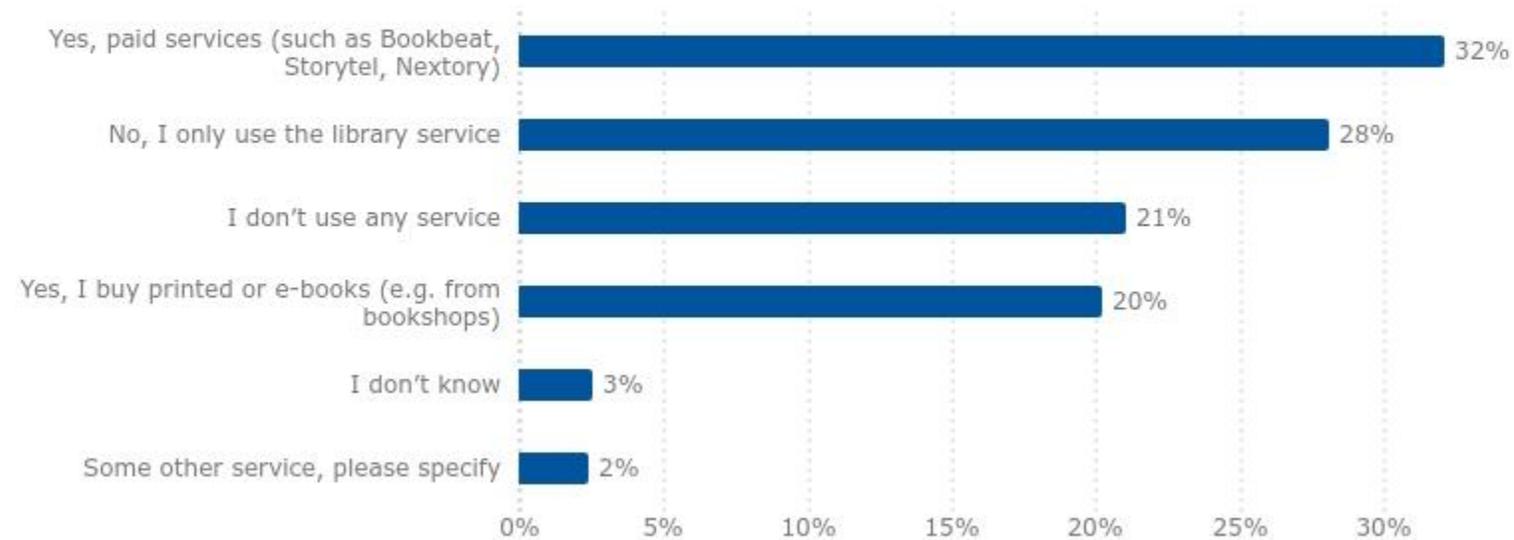
How actively do you 1,309



# Use of other services for reading and listening to books

Asked from respondents who read or listen to newspapers/periodicals or books.

Do you use any other service to read and listen to books in addition to or instead of the library? You can choose more than one option. 1,971



# Use of other services for reading and listening to books

Asked from respondents who read or listen to newspapers/periodicals or books.

GENDER	Male	Female
No, I only use the library service	27 %	29 %
Yes, paid services (such as Bookbeat, Storytel, Nextory)	29 %	35 %
Yes, I buy printed or e-books (e.g. from bookshops)	20 %	20 %
Some other service, please specify	3 %	2 %
I don't use any service	24 %	18 %
I don't know	3 %	2 %

AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
No, I only use the library service	22 %	18 %	24 %	26 %	31 %	35 %	41 %
Yes, paid services (such as Bookbeat, Storytel, Nextory)	49 %	48 %	44 %	33 %	24 %	18 %	10 %
Yes, I buy printed or e-books (e.g. from bookshops)	20 %	26 %	20 %	19 %	19 %	20 %	16 %
Some other service, please specify	1 %	2 %	2 %	2 %	3 %	3 %	3 %
I don't use any service	13 %	16 %	15 %	23 %	24 %	24 %	32 %
I don't know	4 %	2 %	2 %	2 %	3 %	3 %	3 %

# Use of other services for reading and listening to books

Asked from respondents who read or listen to newspapers/periodicals or books.

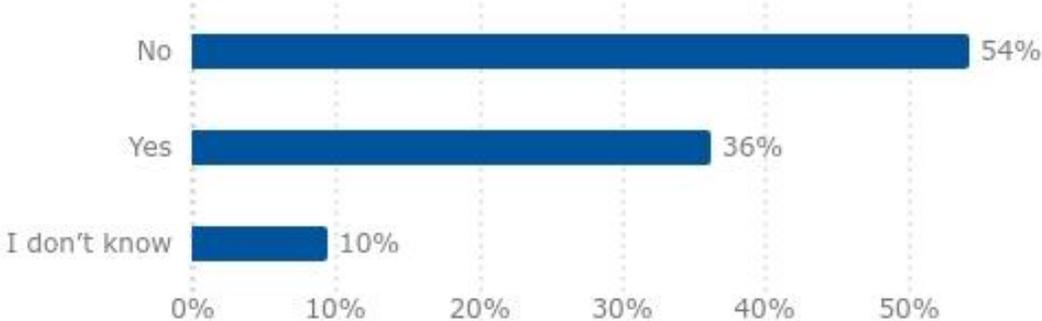
EDUCATION	Comprehensive / Upper comprehensive / Primary (kansakoulu) / Senior primary (kansalaiskoulu) school	Vocational /technical/ business school	Upper secondary school	Degree of education	University of applied sciences	University / other institute of higher education
No, I only use the library service	32 %	29 %	30 %	30 %	25 %	24 %
Yes, paid services (such as Bookbeat, Storytel, Nextory)	22 %	30 %	28 %	31 %	40 %	38 %
Yes, I buy printed or e-books (e.g. from bookshops)	12 %	13 %	24 %	23 %	26 %	28 %
Some other service, please specify	1 %	1 %	2 %	3 %	3 %	3 %
I don't use any service	32 %	27 %	19 %	19 %	15 %	14 %
I don't know	4 %	3 %	3 %	1 %	2 %	2 %

HOUSEHOLD	Adult household, no children	Adult household with children over 18 years old	Family with children 7–18 years old	Family with children under the age of 7
No, I only use the library service	31 %	27 %	21 %	12 %
Yes, paid services (such as Bookbeat, Storytel, Nextory)	26 %	29 %	46 %	64 %
Yes, I buy printed or e-books (e.g. from bookshops)	20 %	22 %	19 %	25 %
Some other service, please specify	2 %	3 %	2 %	3 %
I don't use any service	23 %	21 %	17 %	12 %
I don't know	3 %	4 %	2 %	1 %

# Impact of using paid services on the use of the library

Asked from respondents who use paid services to read or listen to books or buy printed or e-books.

Has the use of paid services reduced your use of the library? 912



# Impact of using paid services on the use of the library

Asked from respondents who use paid services to read or listen to books or buy printed or e-books.

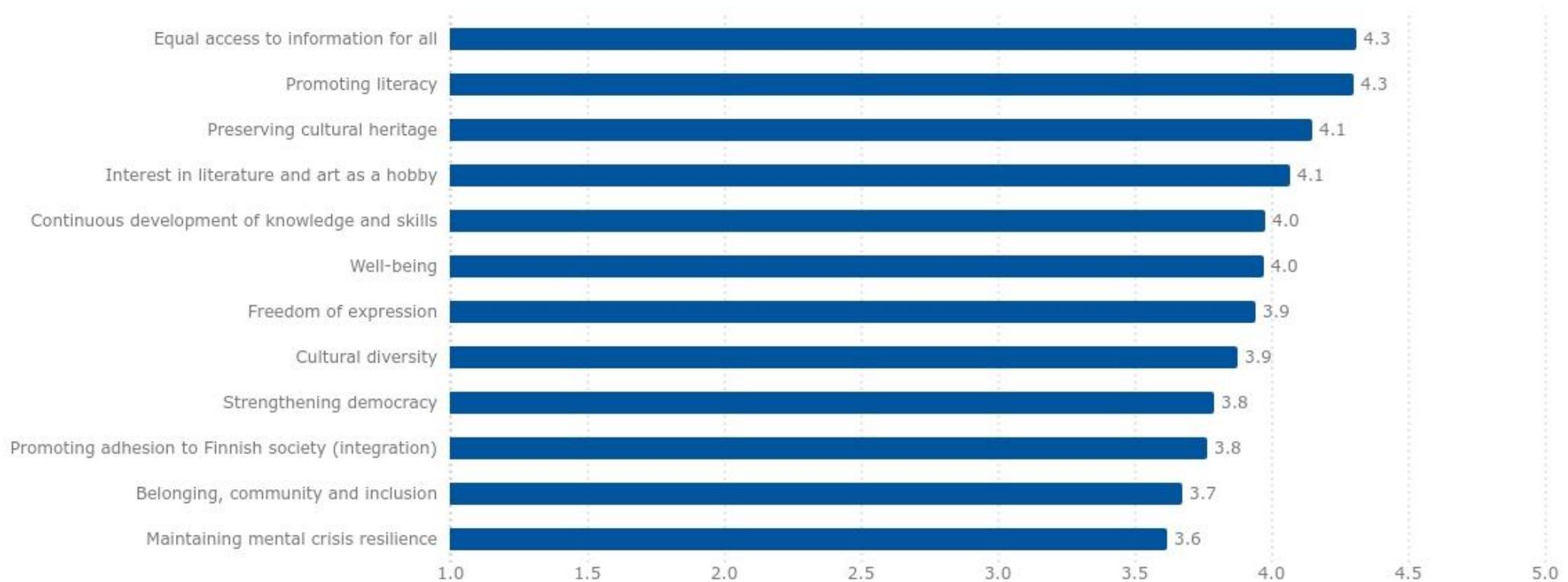
AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
No	36 %	51 %	62 %	58 %	56 %	59 %	58 %
I don't know	12 %	11 %	7 %	7 %	9 %	11 %	13 %
Yes	52 %	38 %	32 %	35 %	35 %	31 %	29 %

HOUSEHOLD	Adult household, no children	Adult household with children over 18 years old	Family with children 7-18 years old	Family with children under the age of 7
No	55 %	44 %	61 %	47 %
I don't know	10 %	11 %	8 %	9 %
Yes	35 %	45 %	32 %	44 %

EDUCATION	Comprehensive / Upper comprehensive / Primary (kansakoulu) / Senior primary (kansalaiskoulu) school	Vocational/technical/business school	Upper secondary school	Degree of education	University of applied sciences	University / other institute of higher education
No	29 %	55 %	59 %	49 %	56 %	61 %
I don't know	18 %	9 %	7 %	15 %	6 %	10 %
Yes	53 %	36 %	34 %	36 %	38 %	30 %

# Social importance of the library

As a public service, how well has the library succeeded in promoting the following issues in society?



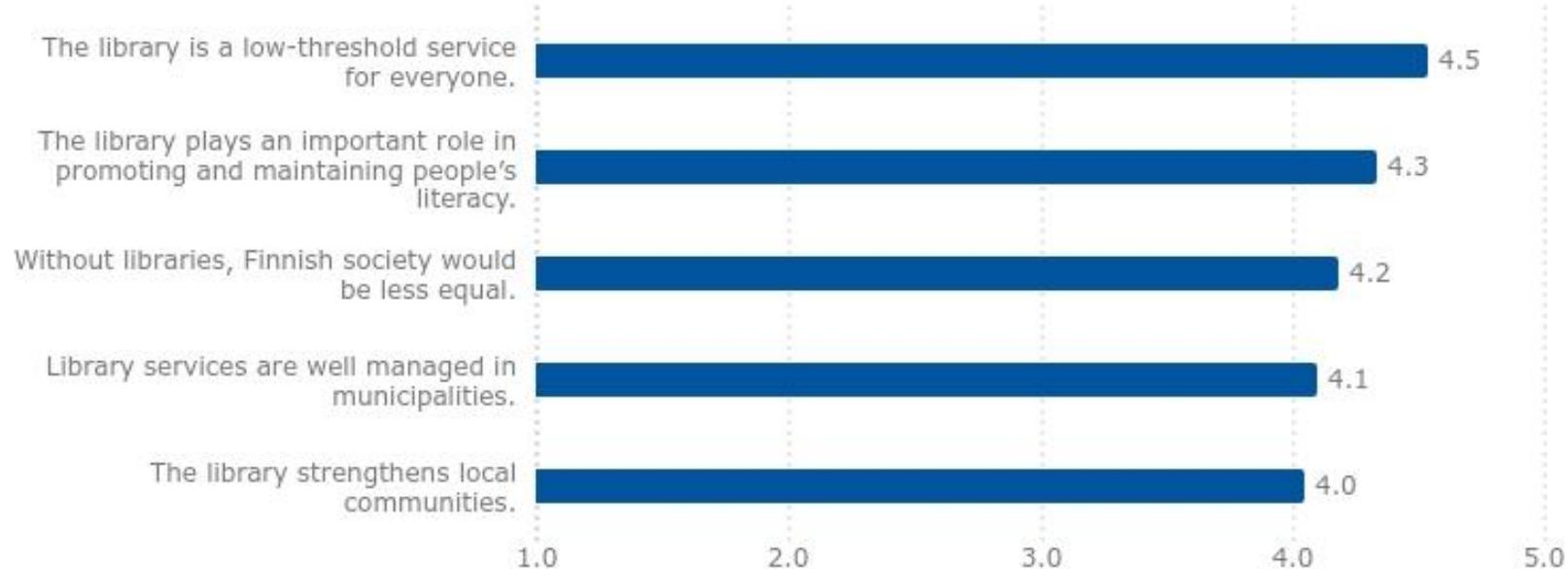
# Social importance of the library

As a public service, how well has the library succeeded in promoting the following issues in society?

AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
Strengthening democracy	3,8	3,7	3,7	3,7	3,8	3,9	4,0
Maintaining mental crisis resilience	3,8	3,6	3,5	3,5	3,6	3,7	3,8
Well-being	3,9	3,9	3,9	3,9	4,0	4,0	4,1
Continuous development of knowledge and skills	3,9	3,9	3,9	3,9	4,0	4,1	4,1
Interest in literature and art as a hobby	3,9	4,0	4,0	4,0	4,1	4,2	4,2
Cultural diversity	3,9	3,9	3,8	3,8	3,8	4,0	4,1
Preserving cultural heritage	3,9	4,1	4,0	4,1	4,2	4,3	4,4
Promoting literacy	4,1	4,3	4,3	4,3	4,3	4,4	4,4
Freedom of expression	3,8	3,9	3,9	3,9	3,9	4,1	4,1
Promoting adhesion to Finnish society (integration)	3,9	3,7	3,8	3,7	3,7	3,8	3,9
Equal access to information for all	4,0	4,2	4,3	4,4	4,3	4,4	4,5
Belonging, community and inclusion	3,7	3,7	3,6	3,5	3,6	3,7	3,9

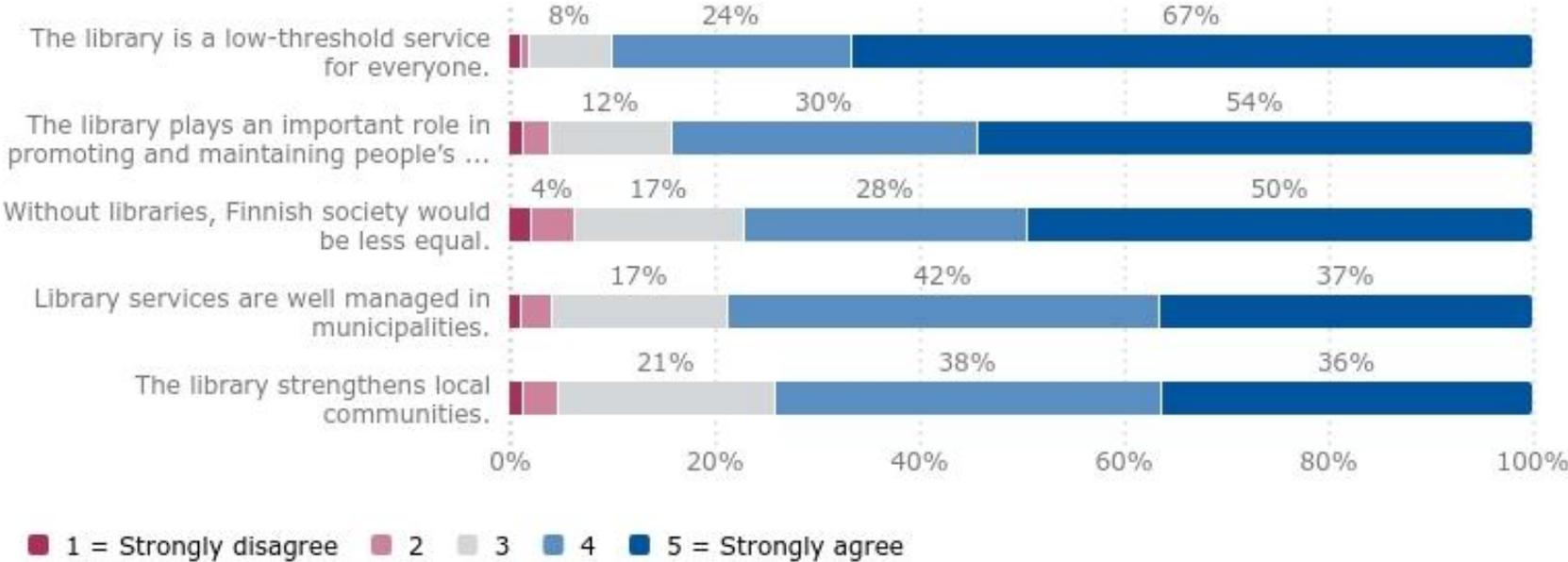
# Statements regarding the library institution – averages

What is your opinion on the following statements regarding the library institution in general?



# Statements regarding the library institution – distributions

What is your opinion on the following statements regarding the library institution in general?



# Statements regarding the library institution

What is your opinion on the following statements regarding the library institution in general?

AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
Without libraries, Finnish society would be less equal.	3,7	3,9	4,0	4,2	4,3	4,4	4,5
The library is a low-threshold service for everyone.	4,1	4,4	4,5	4,6	4,6	4,7	4,7
The library plays an important role in promoting and maintaining people's literacy.	3,9	4,2	4,3	4,4	4,4	4,5	4,5
The library strengthens local communities.	3,9	4,0	3,9	4,0	4,0	4,2	4,3
Library services are well managed in municipalities.	3,9	4,1	4,0	4,0	4,0	4,2	4,3

# Statements regarding the library institution

What is your opinion on the following statements regarding the library institution in general?

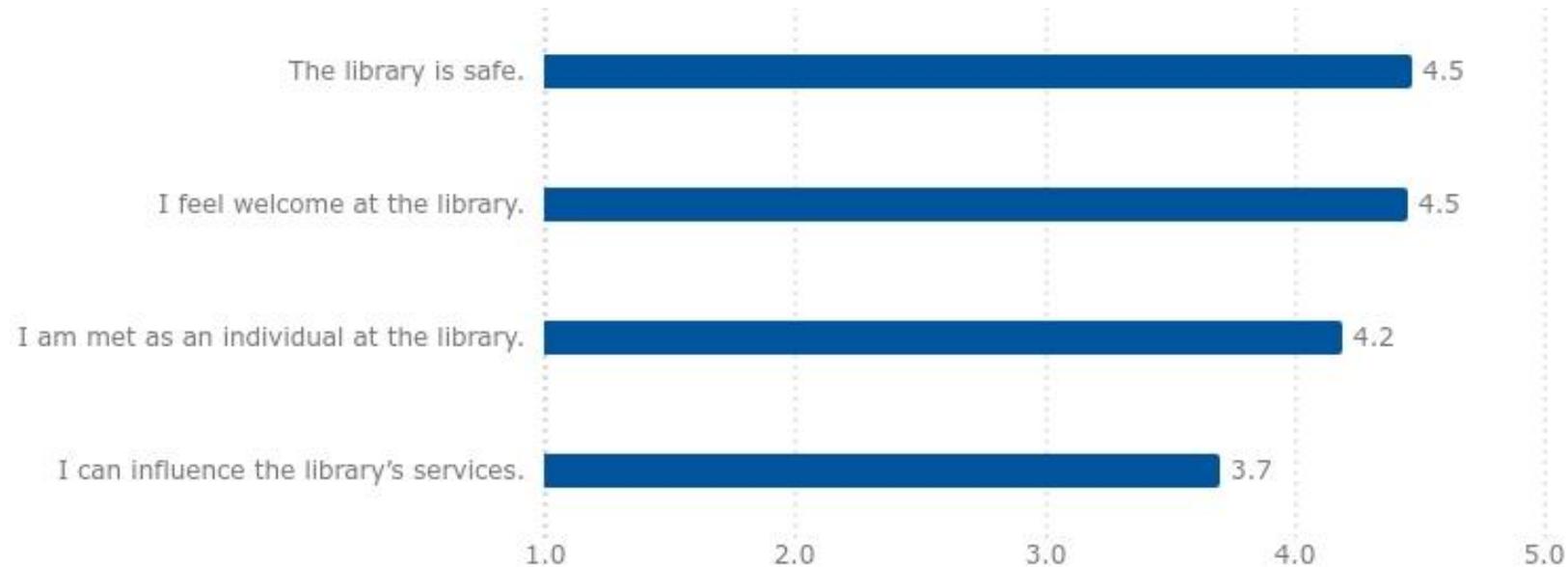
EDUCATION	Comprehensive / Upper comprehensive / Primary (kansakoulu) / Senior primary (kansalaiskoulu) school	Vocational /technical/ business school	Upper secondary school	Degree of education	University of applied sciences	University / other institute of higher education
Without libraries, Finnish society would be less equal.	4,1	4,0	4,1	4,3	4,3	4,4
The library is a low-threshold service for everyone.	4,4	4,6	4,4	4,7	4,5	4,6
The library plays an important role in promoting and maintaining people's literacy.	4,3	4,3	4,2	4,4	4,3	4,5
The library strengthens local communities.	4,1	4,0	3,9	4,1	4,0	4,2
Library services are well managed in municipalities.	4,0	4,1	4,0	4,2	4,1	4,2

HOUSEHOLD	Adult household, no children	Adult household with children over 18 years old	Family with children 7–18 years old	Family with children under the age of 7
Without libraries, Finnish society would be less equal.	4,2	4,2	4,1	4,1
The library is a low-threshold service for everyone.	4,6	4,5	4,5	4,5
The library plays an important role in promoting and maintaining people's literacy.	4,3	4,2	4,4	4,3
The library strengthens local communities.	4,0	4,1	4,0	4,1
Library services are well managed in municipalities.	4,1	4,1	4,1	4,1

# Statements regarding the respondent's own library – averages

Asked from respondents who use library services or spend time in the library facilities.

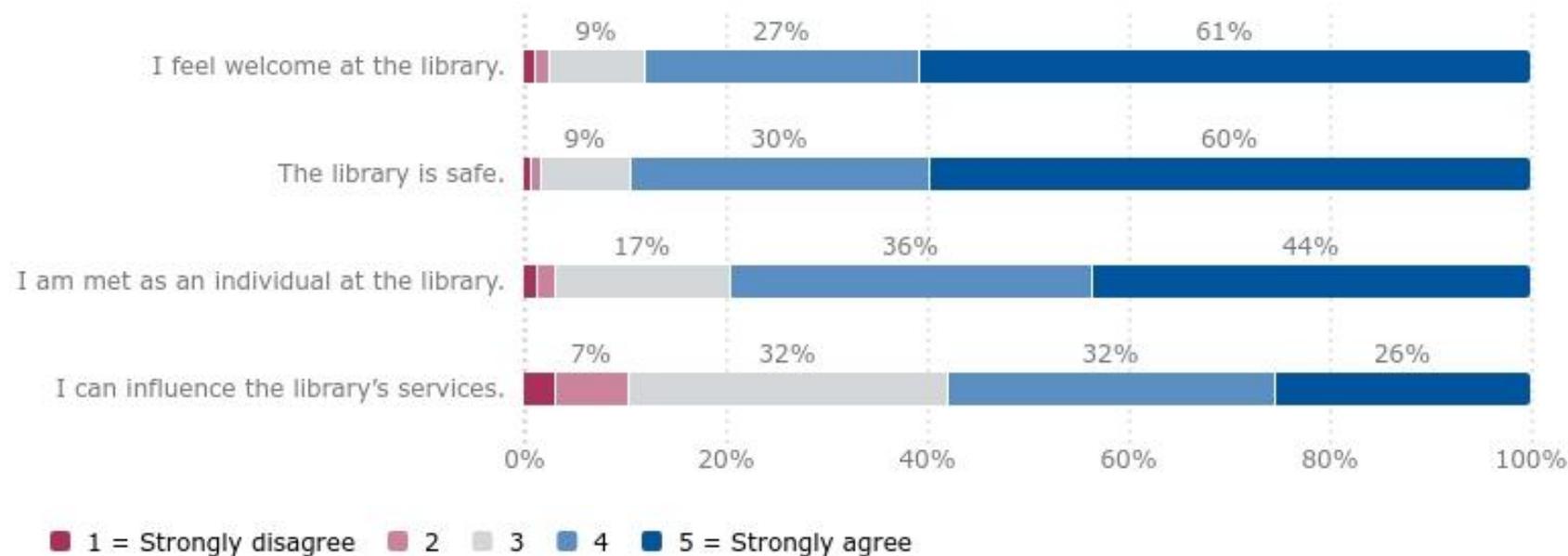
What is your opinion regarding the following statements about the library you usually use?



# Statements regarding the respondent's own library – distributions

Asked from respondents who use library services or spend time in the library facilities.

What is your opinion regarding the following statements about the library you usually use?



# Statements regarding the respondent's own library

Asked from respondents who use library services or spend time in the library facilities.

What is your opinion regarding the following statements about the library you usually use?

AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
The library is safe.	4,3	4,4	4,4	4,5	4,4	4,6	4,6
I am met as an individual at the library.	4,0	4,2	4,1	4,1	4,2	4,4	4,4
I can influence the library's services.	3,8	3,8	3,7	3,6	3,6	3,8	3,7
I feel welcome at the library.	4,2	4,4	4,4	4,4	4,4	4,6	4,6

# Statements regarding the respondent's own library

Asked from respondents who use library services or spend time in the library facilities.

What is your opinion regarding the following statements about the library you usually use?

EDUCATION	Comprehensive / Upper comprehensive / Primary (kansakoulu) / Senior primary (kansalaiskoulu) school	Vocational /technical/ business school	Upper secondary school	Degree of education	University of applied sciences	University / other institute of higher education
The library is safe.	4,4	4,5	4,4	4,6	4,5	4,5
I am met as an individual at the library.	4,2	4,2	4,1	4,2	4,2	4,2
I can influence the library's services.	3,6	3,7	3,7	3,8	3,7	3,7
I feel welcome at the library.	4,3	4,5	4,4	4,6	4,5	4,5

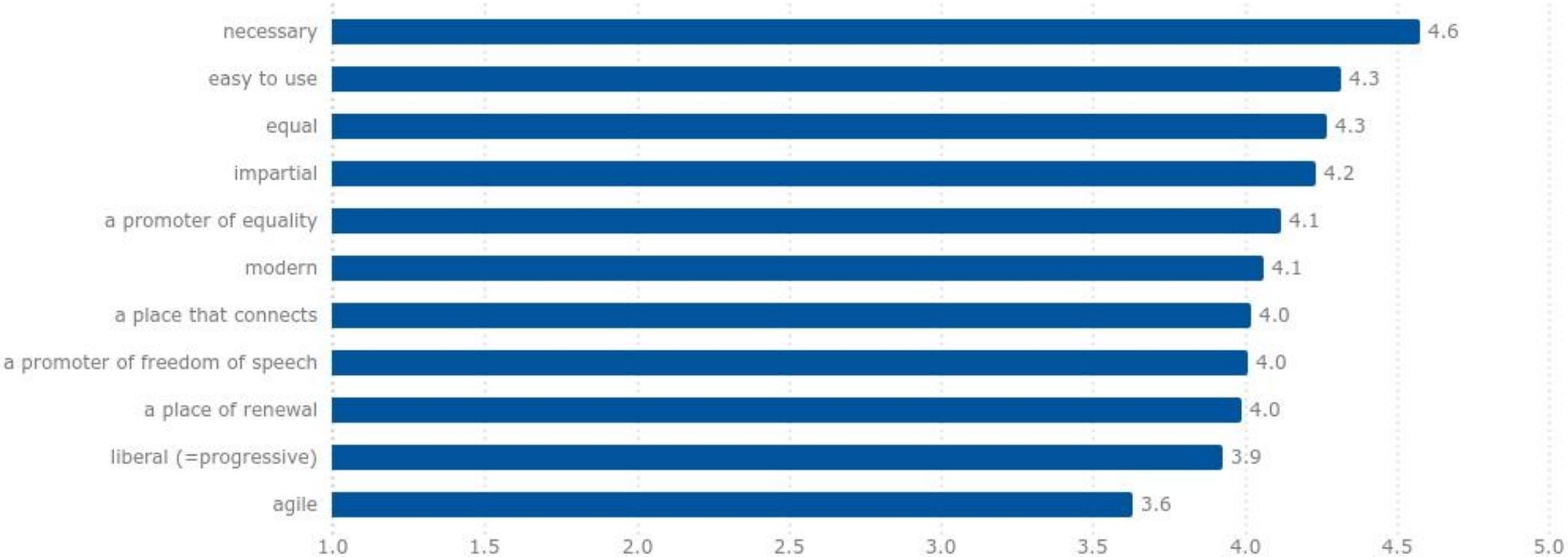
HOUSEHOLD	Adult household, no children	Adult household with children over 18 years old	Family with children 7–18 years old	Family with children under the age of 7
The library is safe.	4,5	4,4	4,4	4,4
I am met as an individual at the library.	4,2	4,1	4,1	4,1
I can influence the library's services.	3,7	3,7	3,7	3,7
I feel welcome at the library.	4,5	4,4	4,4	4,4

# What services should the library offer in the future?

- **Traditional library services:** Borrowing books, newspapers/periodicals and other material is still considered the most important library service. Many wish that the availability of classics and Finnish literature would be ensured.
- **Digital services:** increasing the availability of e-books, audiobooks, digital science magazines and online courses as well as digital counseling, especially for seniors, are common wishes.
- **Personal service:** Several respondents stressed that the library should have staff present, instead of only offering self-service, so that borrowing and counseling would be easy for everyone.
- **Opening hours and self-service libraries:** Respondents wish for longer and regular opening hours, as well as the opportunity to use the library as a self-service on evenings and weekends.
- **Café and lounge areas:** Many respondents wish that the library would have a café or restaurant that would increase comfort and extend the visiting time. Peaceful reading spaces and silence are also important.
- **Technology and innovations:** AI training, 3D printing, courses on digital skills and borrowing equipment (e.g. drills, sewing machines) were requested.
- **Events and community:** Author visits, book clubs, movie nights, cultural events and activities aimed at children and young people were requested.
- **Accessibility and special groups:** Taking dyslexia and other special needs into consideration in the book selections, language courses for immigrants and senior activities were mentioned as important.
- **The role of the library as a community:** The library was seen as a low-threshold meeting place that promotes reading, learning and a sense of community.
- **Maintaining services:** Many respondents hope that the current services will not be reduced, but that they will be maintained and developed according to the customers' needs.

# Impressions of the library – averages

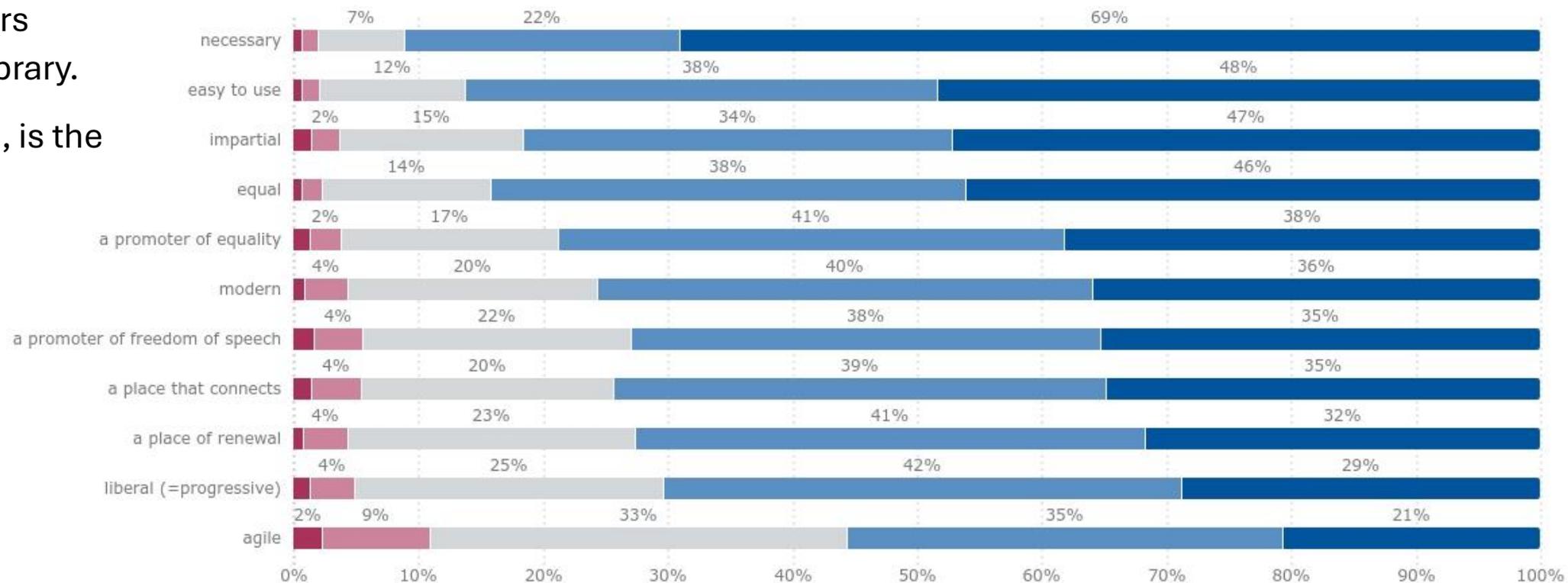
Assess how well the following factors describe the library. In your opinion, is the library:



# Impressions of the library – distributions

Assess how well the following factors describe the library.

In your opinion, is the library:



# Impressions of the library

Assess how well the following factors describe the library. In your opinion, is the library:

AGE GROUP	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65-74 years old	75 years or older
easy to use	4,1	4,3	4,3	4,3	4,3	4,5	4,4
agile	3,6	3,7	3,6	3,5	3,5	3,8	3,9
liberal (=progressive)	3,9	3,9	3,8	3,8	3,9	4,1	4,2
modern	3,9	3,9	4,0	4,0	4,0	4,3	4,4
impartial	4,0	4,2	4,1	4,2	4,2	4,4	4,5
a promoter of freedom of speech	3,8	4,0	3,9	4,0	3,9	4,2	4,3
necessary	4,2	4,4	4,5	4,6	4,6	4,8	4,8
a promoter of equality	3,9	4,1	4,0	4,1	4,0	4,3	4,4
a place of renewal	3,9	3,9	3,9	3,9	4,0	4,2	4,2
equal	4,1	4,2	4,2	4,3	4,2	4,4	4,4
a place that connects	3,9	4,0	3,9	4,0	4,0	4,2	4,2

# Impressions of the library

Assess how well the following factors describe the library. In your opinion, is the library:

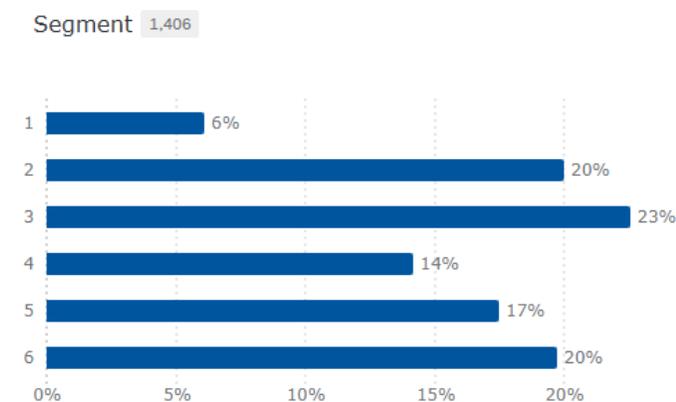
EDUCATION	Comprehensive / Upper comprehensive / Primary (kansakoulu) / Senior primary (kansalaiskoulu) school	Vocational/tec hnical/business school	Upper secondary school	Degree of education	University of applied sciences	University / other institute of higher education
easy to use	4,3	4,3	4,3	4,4	4,3	4,4
agile	3,6	3,6	3,6	3,7	3,7	3,7
liberal (=progressive)	3,8	3,9	3,9	4	3,9	4
modern	4,1	4	4	4,2	4,1	4,1
impartial	4,1	4,2	4,2	4,4	4,3	4,3
a promoter of freedom of speech	3,9	3,9	4	4,2	4,1	4,1
necessary	4,4	4,5	4,5	4,7	4,6	4,7
a promoter of equality	4	4,1	4,1	4,2	4,2	4,2
a place of renewal	4	4	4	4,1	4	4
equal	4,1	4,2	4,2	4,4	4,4	4,4
a place that connects	4	4	3,9	4,1	4,1	4,1



# Structure of the segments

	1	2	3	4	5	6
How often do you use library services or spend time in library facilities?	2,3	3,0	3,7	2,3	3,1	3,8
Location of the library	3,6	4,5	4,8	4,5	3,9	4,6
Opening hours	3,0	4,1	4,6	4,1	3,7	4,4
Self-service library	2,4	3,4	4,2	3,2	3,3	3,8
Mobile library	1,6	1,9	3,9	1,9	3,1	2,3
Employees' willingness to serve	2,7	3,7	4,7	4,1	3,6	4,3
Personal guidance and specialist help	2,3	3,2	4,7	3,9	3,5	4,1
Digital guidance	1,7	2,0	4,3	2,9	3,2	3,3
Ease of finding material	3,4	4,3	4,7	4,5	3,7	4,6
Extent of the collection	3,3	4,2	4,6	4,2	3,5	4,5
The library's website to browse, reserve and renew materials	2,4	4,1	4,5	3,9	3,5	4,4
Printed material collection	2,9	4,0	4,6	3,9	3,6	4,3
E-material collection	1,7	2,3	4,2	2,8	3,4	3,2
Movies and music	2,2	2,1	4,2	2,8	3,3	3,4
Reading room	2,5	3,1	4,5	2,6	3,6	4,1
Library facilities (e.g. meeting and work spaces)	2,0	2,3	4,2	2,5	3,2	3,7
Equipment (e.g. scanners, computers, printers)	2,3	2,4	4,5	4,0	3,5	4,0
Internet access	2,3	2,3	4,5	4,0	3,7	4,1
Events (e.g. story hours, book clubs, lectures)	1,8	2,2	4,3	2,6	3,3	3,2
Home service (having books delivered to your home)	1,3	1,5	4,1	2,3	3,0	2,2
Ordering material from other libraries	1,9	3,9	4,6	4,0	3,5	4,0
Borrowing equipment (e.g. laptops, tablets, sports equipment, tools)	1,5	1,9	4,3	3,3	3,2	3,2

The segments were formed on the basis of the frequency of use of the library and its facilities and the assessments on the importance of library services. Similarly, in segmentation, the respondents have been divided into their own groups.



# 1: The uninterested

- 19% never use library services and 55% use them a few times a year or less often.
- Mainly 65–74-year-olds and adult households.
- Men are emphasized.
- Lean most strongly on traditions.
- Clearly the lowest-educated group: usually a comprehensive or vocational school background.
- 52% read newspapers/periodicals and 33% read books at least weekly.
- Those who visit the library feel that it offers incentives for their free time.
- Top 3 values:
  - Security and stability of society
  - Individual liberty
  - Freedom of expression
- Trust in the public administration, the parliament, municipal administration and the media is particularly low.



**Rarely visit the library.**

**See the role of the library as traditional and do not consider e.g. e-materials, digital counseling, borrowing equipment or events important.**

## 2: Basic borrowers

- 40% use the library weekly or a few times a month.
- Mainly 35–54-year-olds.
- University-educated people are emphasized.
- Use the library mainly to borrow printed books and newspapers/periodicals.
- Feel that the library meets their needs well.
- Assessed that the library helped them find the information they needed, diversified their reading and offered incentives.
- 71% read newspapers/periodicals and 53% read books at least weekly.
- 48% also use paid sources to read and listen to books.
- Top 3 values:
  - Security and stability of society
  - Freedom of expression
  - The importance of education and supporting education



20 %

**Consider the location of libraries, opening hours and an extensive collection of printed materials important.**

**Are not used to using e-materials or other services such as borrowing equipment, home services or equipment.**

### 3: Active library users

- Clearly most active library users of all the groups; a total of 35% use the services or facilities at least weekly.
- Also use services more diversely, especially with regard to electronic materials.
- Clearly more reform-minded than the others; university-educated people are emphasized.
- 76% read newspapers/periodicals and 63% read books at least weekly.
- Feel that the library has helped them find information, but also improved their quality of life and well-being.
- 61% also use paid sources to read and listen to books.
- Top 3 values:
  - Security and stability of society
  - Individual liberty
  - The importance of education and supporting education
- Trust in all institutions is higher than in the other groups.
- Feel that the library meets their needs excellently.
- Value personal service.



**Use library services actively and extensively.  
Consider all services important. Rated e.g.  
personal service, equipment and the reading  
room clearly higher compared to the other  
groups.**

## 4: Equipment users

- 20% never use library services and 51% use them a few times a year or less often.
- Lean second most strongly on traditions.
- Use the library mostly to borrow printed books and newspapers/periodicals. The second most used service is equipment (29% use it, compared to 17% in the entire material).
- Feel that they have found the information they need in the library, but that it has also diversified their reading and provided incentives for their free time.
- 58% read newspapers/periodicals and 34% read books at least weekly.
- Top 3 values:
  - Security and stability of society
  - Freedom of expression
  - Individual liberty
- Trust in the parliament is low.



14 %

**Rarely use library services.**

**In addition to the location, they also consider the ease of finding material, equipment and internet connection to be important.**

## 5: Occasional library users

- Visit the library more occasionally; 39% visit a few times a year or less often and 7% never visit.
- Mainly people under 44 years of age, men are emphasized.
- Use the library mainly to borrow printed books and newspapers/periodicals.
- 60% read newspapers/periodicals and 39% read books at least weekly.
- 46% also use paid sources to read and listen to books.
- Top 3 values:
  - Security and stability of society
  - Freedom of expression
  - Individual liberty



**Typically visit the library a few times a year.  
Assessments for all factors are neutral on average and the dispersion is small.**

# 6: Broad readers

- 27% use library services or facilities at least weekly and 43% a few times a month.
- Use the library especially for borrowing printed books and newspapers/periodicals (82%), but also read a lot at the library (47%).
- Women and university-educated people are emphasized.
- Consider the balance between innovations and traditions important.
- 70% read newspapers/periodicals and 58% read books at least weekly.
- 53% also use paid sources to read and listen to books.
- Top 3 values:
  - Security and stability of society
  - Freedom of expression
  - Individual liberty
- Trust is the second highest for almost all institutions.
- Feel that the library meets their needs well.



20 %

**Value the location, the ease of finding material and the extent of the collection.**

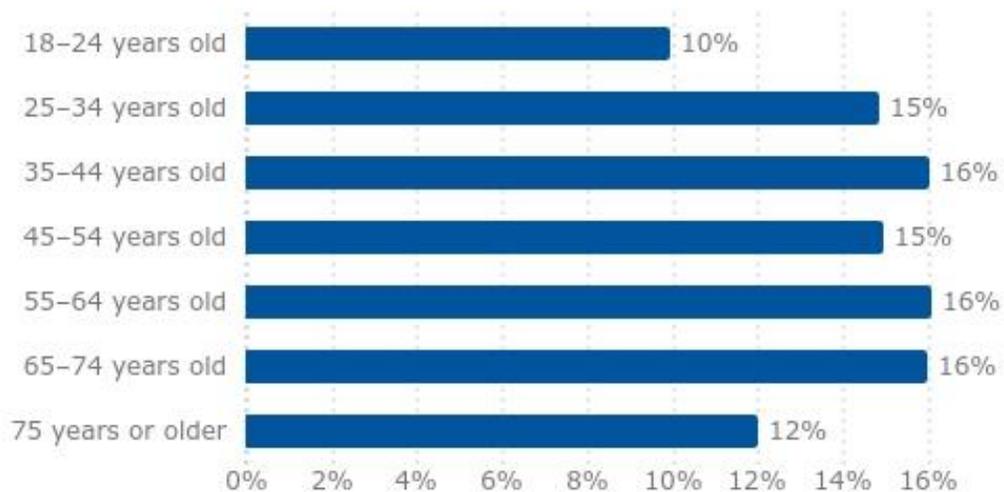
**Not very interested in events, library facilities or borrowing equipment.**

# Background information

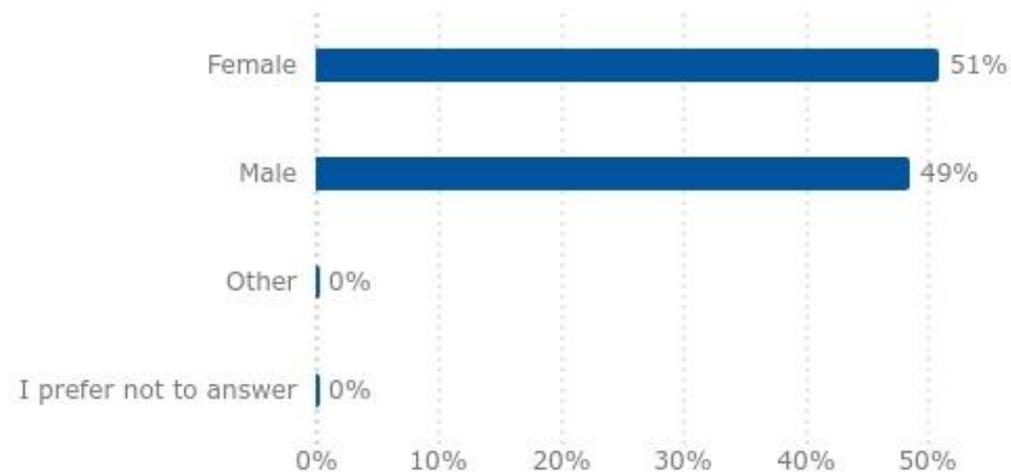


# Background information 1/6

Which of the following age groups do you belong to? 2,007

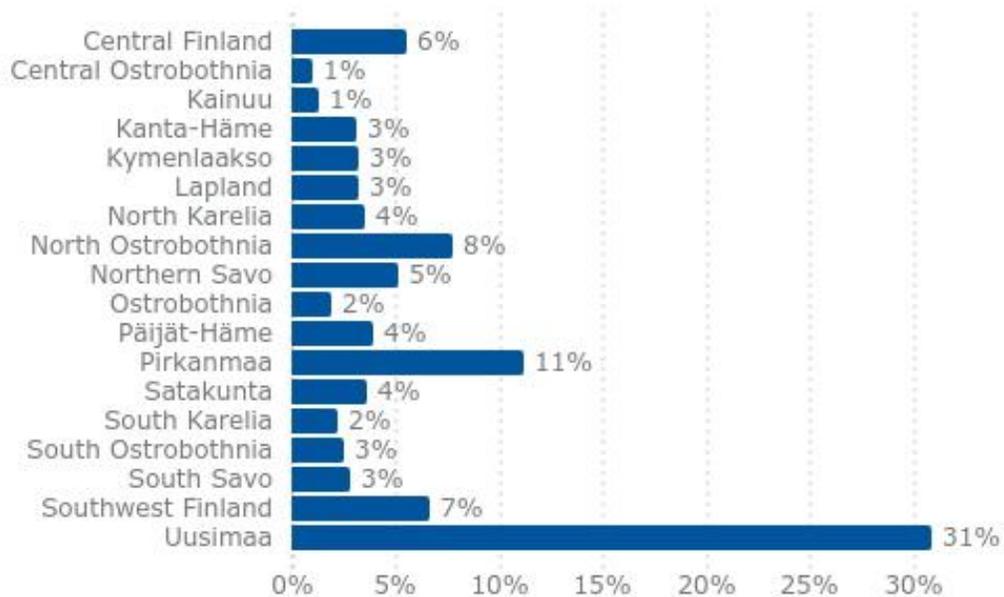


Gender 2,007

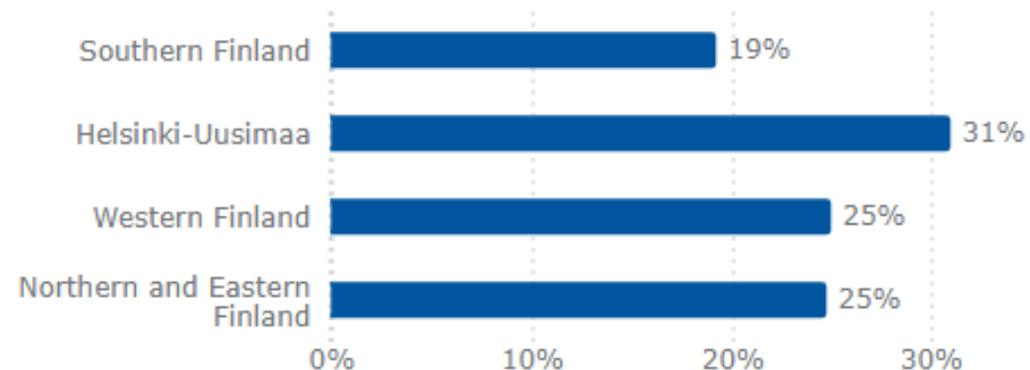


# Background information 2/6

In which region do you live? 2,007



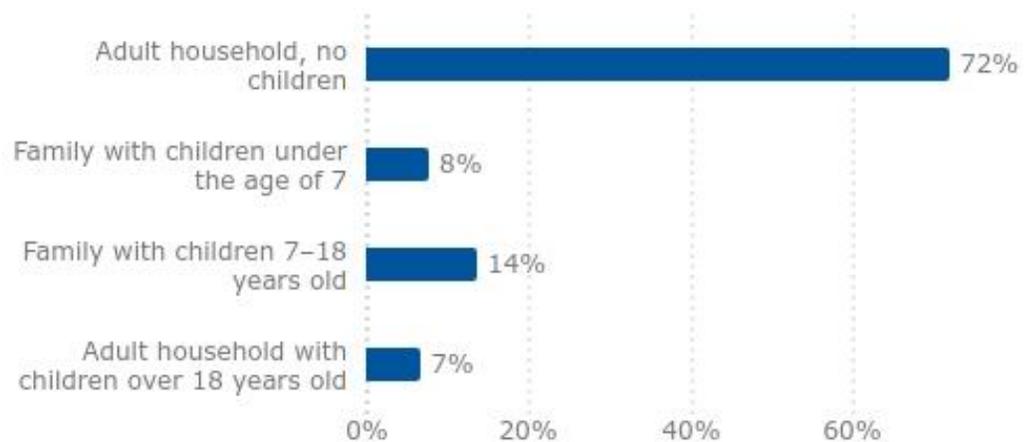
Large area 2,007



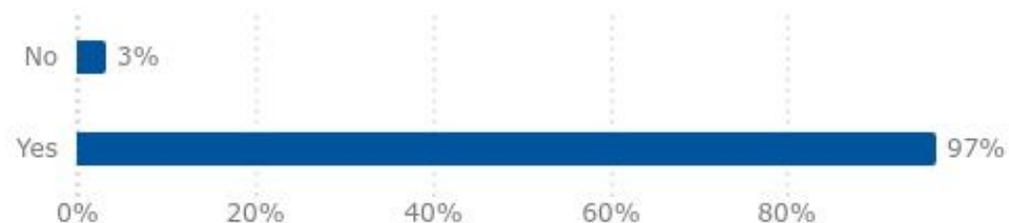
# Background information 3/6

Which of the following best describes your household?

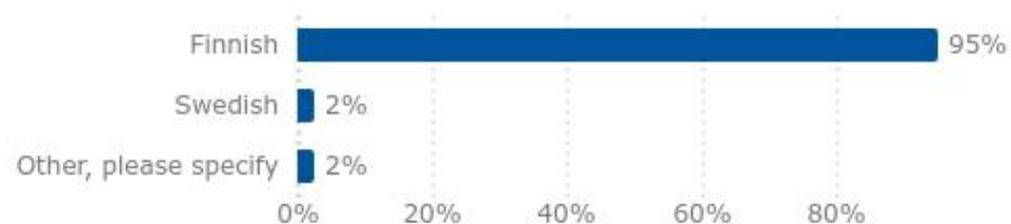
2,007



Were you born in Finland? 2,007

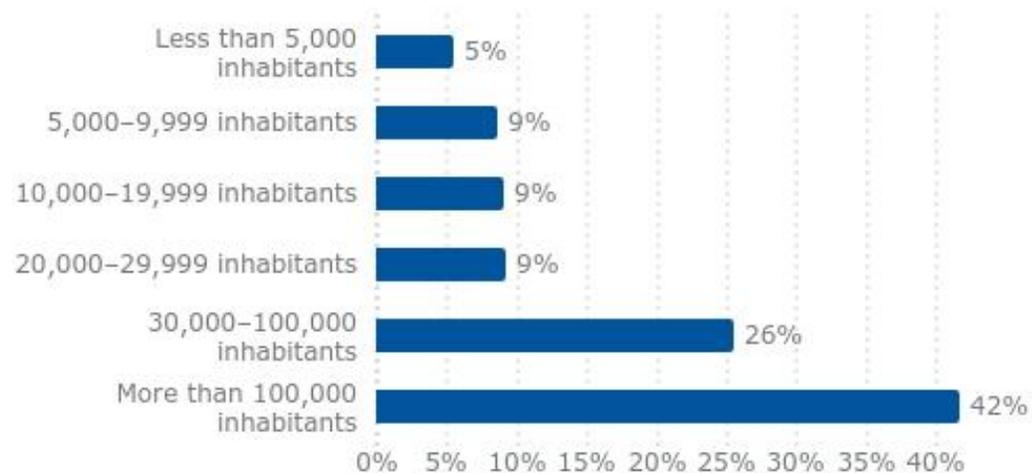


Your native language? 2,007

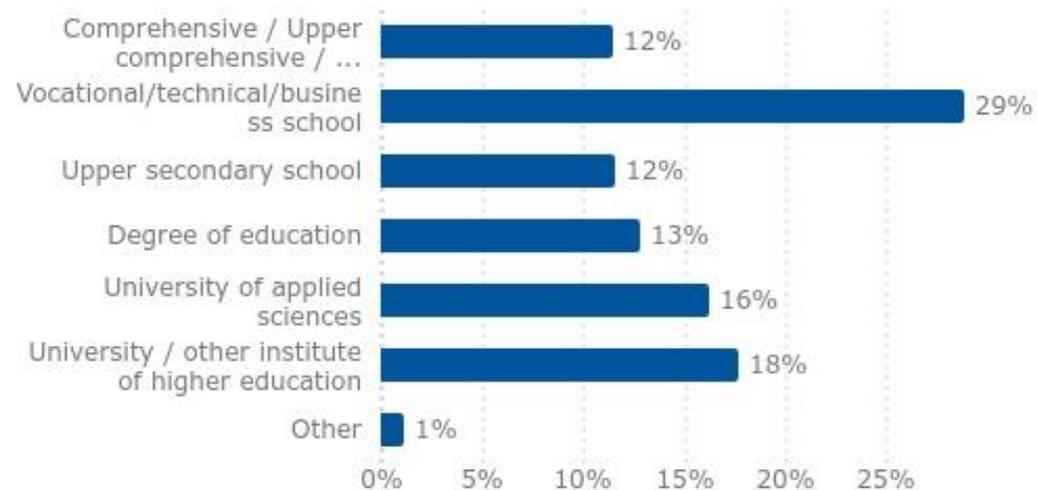


# Background information 4/6

How many people live in your municipality? 2,007

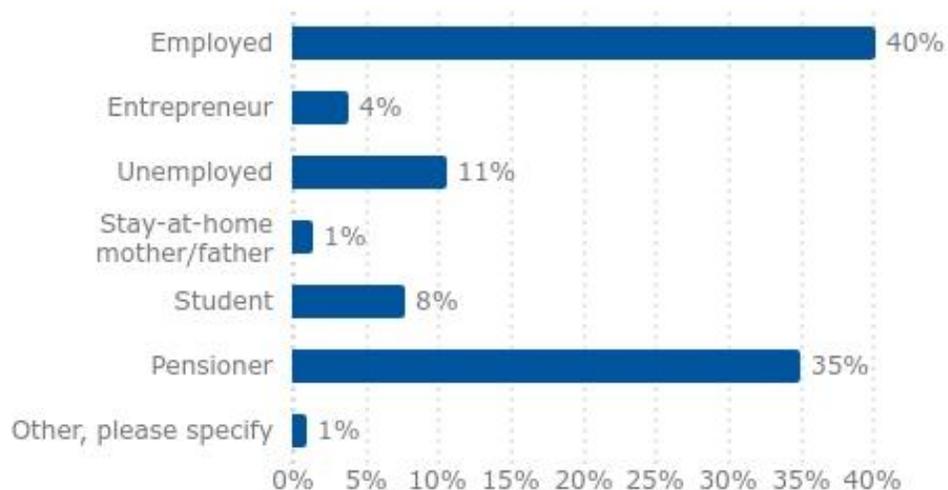


What is your highest level of completed education? 2,007

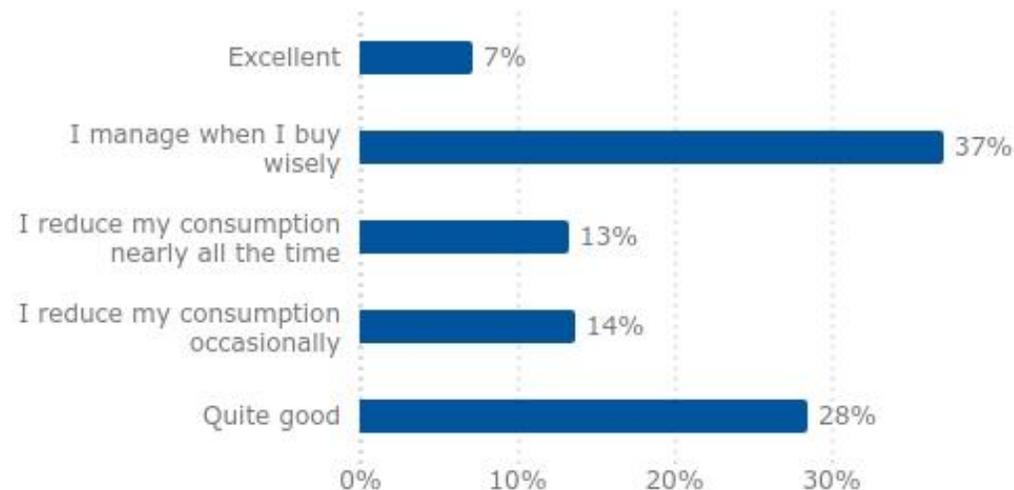


# Background information 5/6

What best describes your profession? 2,007

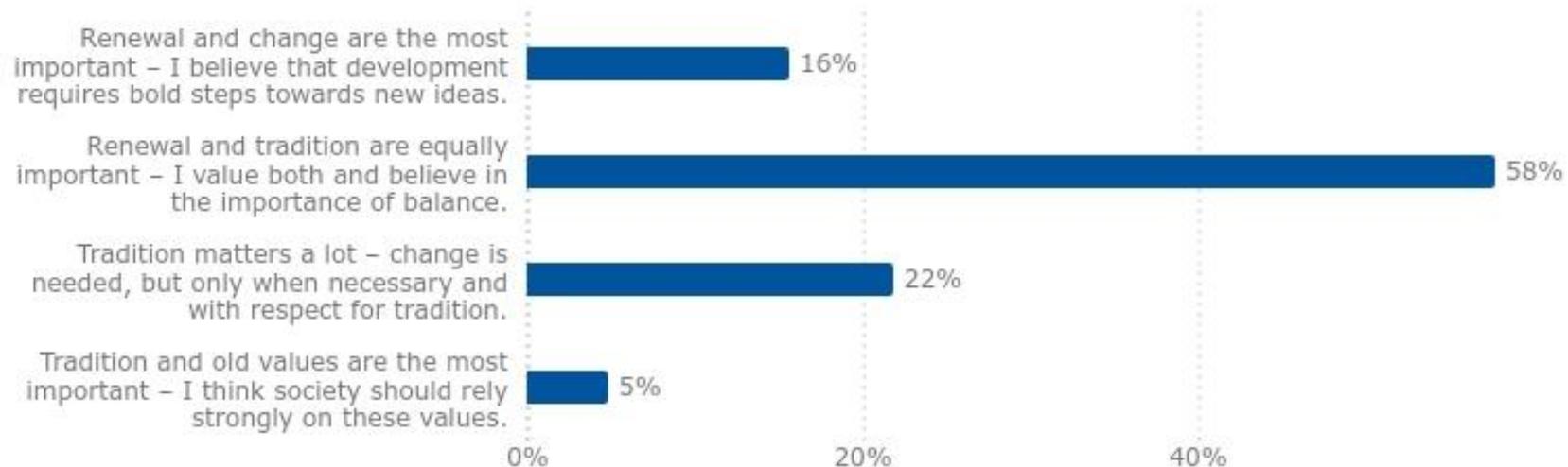


How would you rate your financial situation: 1,997



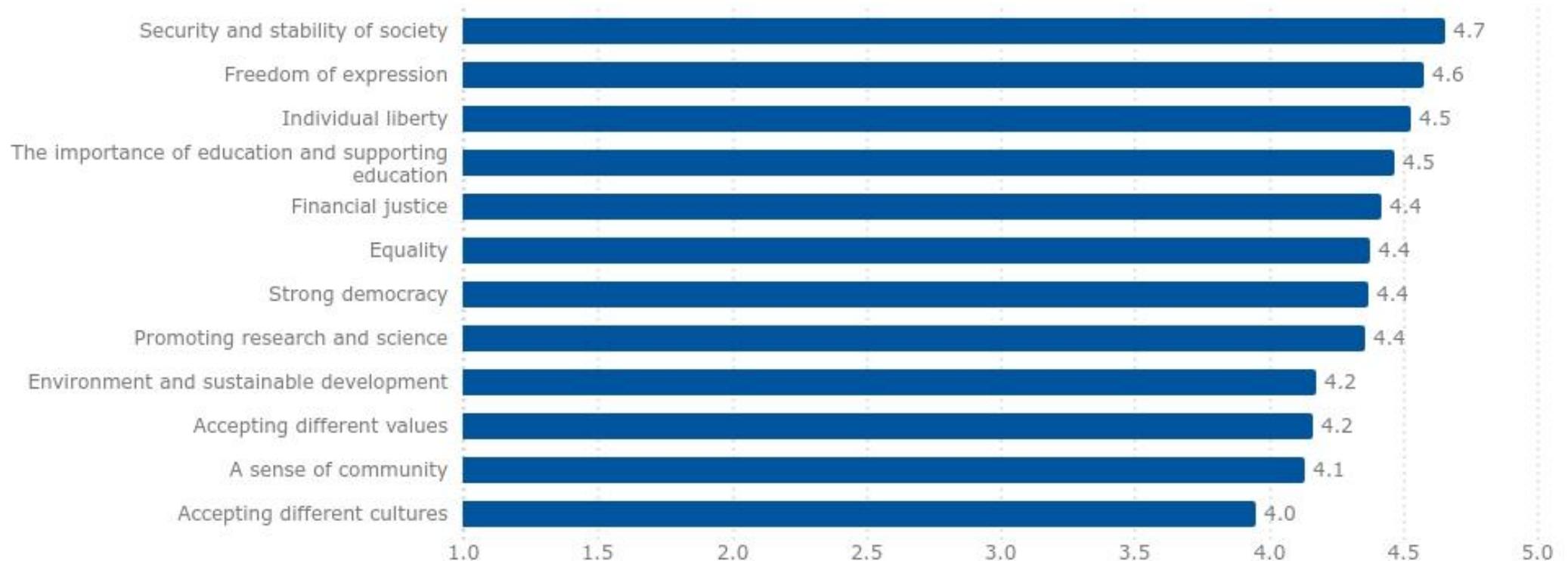
# Background information 6/6

Which of the following best describes your values? 2,007



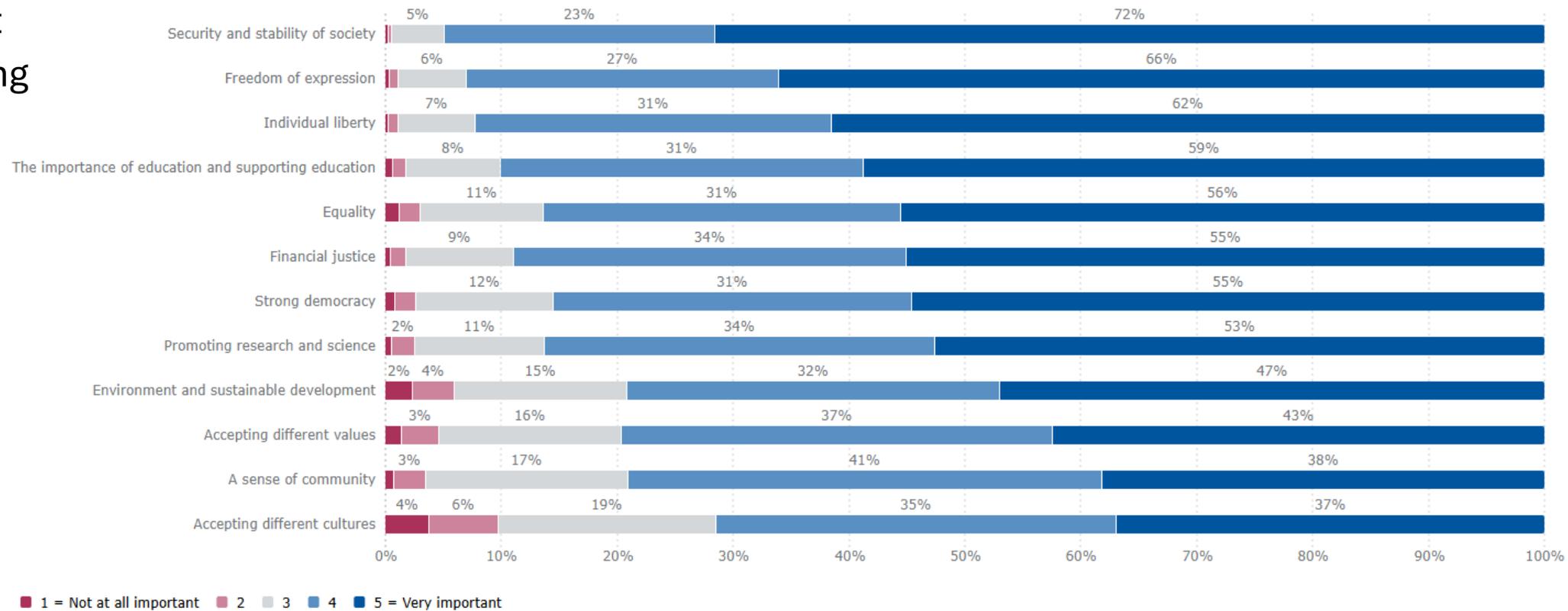
# Importance of values – averages

How important are the following values to you?



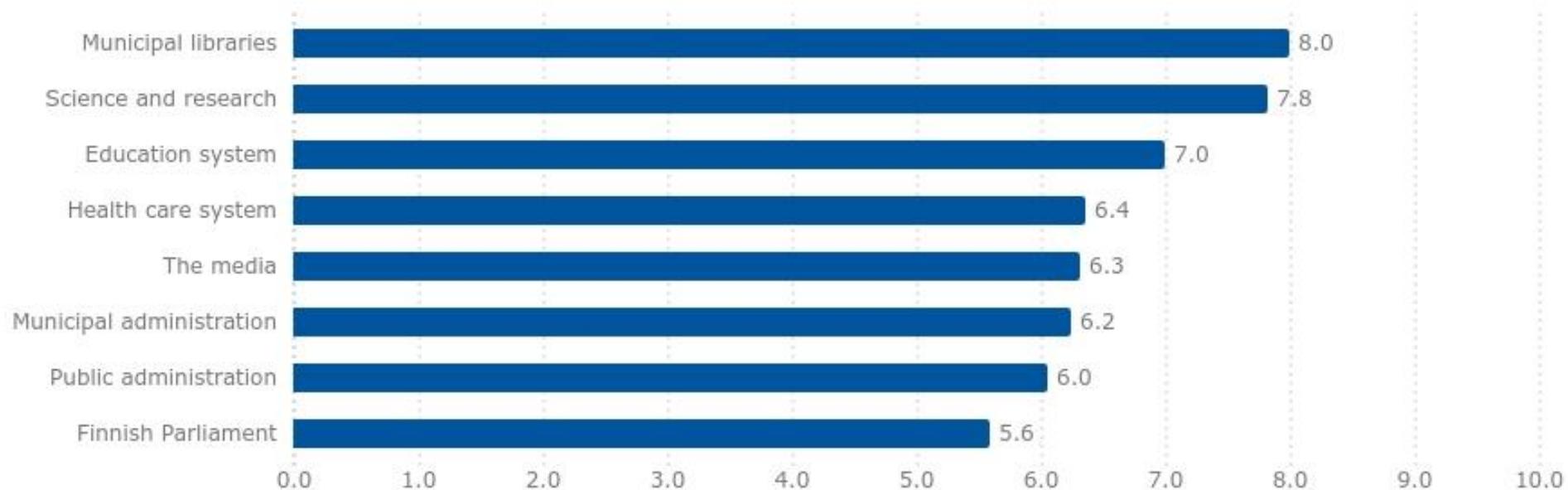
# Importance of values – distributions

How important are the following values to you?



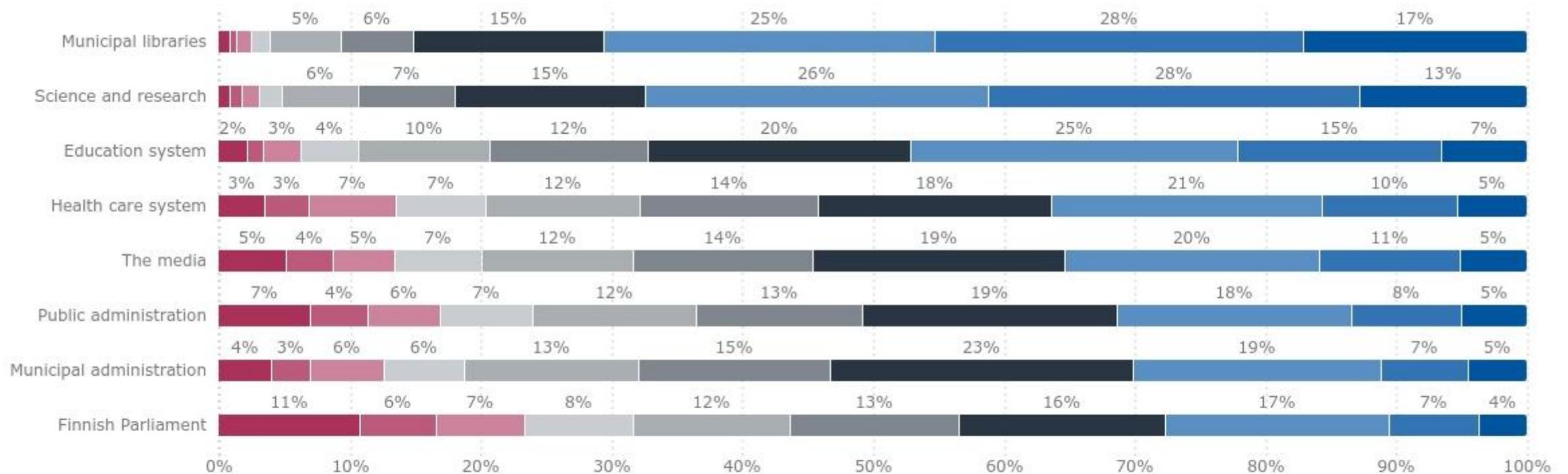
# Trust in institutions – averages

How much do you personally trust the following institutions? Options 10 and 1 describe the extremes, and the other numbers describe the opinions between them.



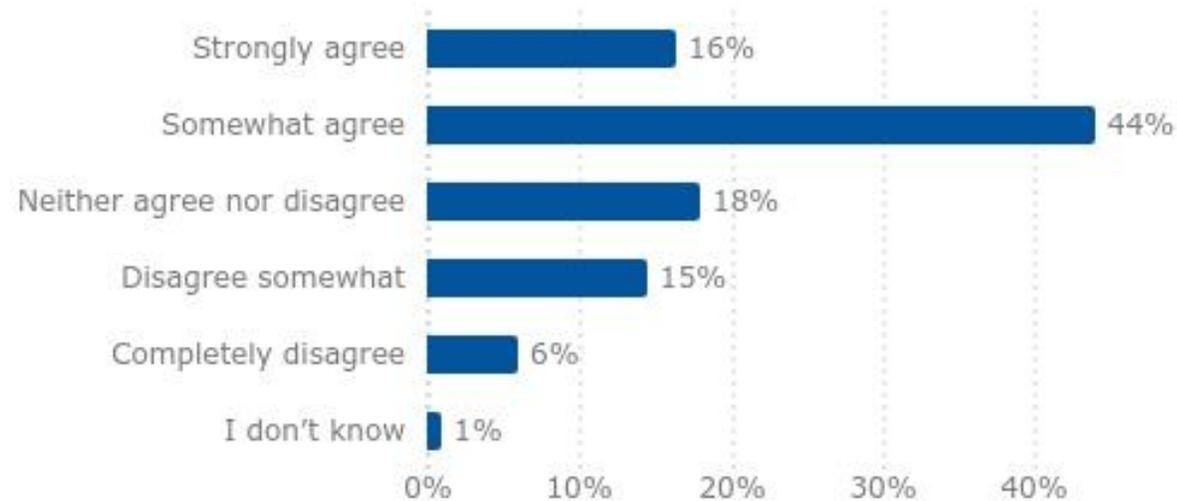
# Trust in institutions – distributions

How much do you personally trust the following institutions? Options 10 and 1 describe the extremes, and the other numbers describe the opinions between them.



# Assessment of the statement

How do you feel about the following statement? I believe that good education guarantees a permanent job. 1,991



# Summary



# Summary 1/4

## USE OF LIBRARY SERVICES

- **More than half use library services at least monthly. Less than a fifth visit the library daily or weekly.** The frequency of use varies by age group, household type and level of education. Younger people and families with children use libraries more actively, while parents or non-users mention distance, mobility difficulties and lack of time as barriers. Education increases the frequency of visits. Families with children are enthusiastic users: as many as 98 percent of families with children under the age of 7 use libraries.
- **The most important factors for the respondents are the location of the library, the ease of finding material, the extent of the collection and the opening hours.** These have been assessed as almost equally important (averages 4.2-4.4). Easy access to the library is therefore key for users. The location is crucial for all age groups. Immediately after the top factors comes the employees' willingness to serve.
- **68 percent of the respondents read digital or printed newspapers/periodicals at least weekly. Approximately half of the respondents read digital or printed books at least weekly.** More than one fifth of the respondents listen to books and one in ten listen to newspapers/periodicals at least weekly.
- **Paid services are most commonly used alongside library services.** Less than a third also use paid services (such as Bookbeat, Storytel, Nextory). One in five buy printed or e-books. 28 percent say they only use library services and no commercial services. More than a third (36%) say that the use of paid services has reduced their visits to the library. This is most common among the youngest respondents (18–24 years old). More than half of those who use paid services say that the use of the services has not affected their use of library services.

# Summary 2/4

- **By far the most used service is still borrowing printed books or newspapers/periodicals.** The most common services after that are reading materials at the library or spending time in the library facilities. The borrowing rate of printed materials is high across all age groups. Reading materials at the library becomes more common with age, while younger age groups spend more time in the library facilities.
- Different groups can be identified in the use of the library and the attitude towards the service. ***The uninterested*** don't use the services much. ***Basic borrowers*** mainly use the library to borrow traditionally printed material and feel that the library meets their needs well. ***Active library users*** are active visitors and use the services extensively. They are often characterized by reform-mindedness, education and trust in social institutions. ***Equipment users*** often use the library because of the equipment or the internet connection, for example. To ***occasional library users***, the library is a place to read newspapers/periodicals in particular. They are often men and under the age of 44. ***Broad readers*** are often educated women who visit the library and who particularly appreciate the location, the ease of finding material and the extensive collection.
- The segments were formed on the basis of the frequency of use of the library and its facilities and the assessments on the importance of library services. The entire research material has been reviewed in groups in order to understand how the groups' behavior and background variables differ.

# Summary 3/4

## OWN LIBRARY EXPERIENCE AND IMPRESSIONS OF THE LIBRARY

- **Nine out of ten respondents feel that the library services they usually use meet their own needs quite well or very well.** The question was asked from the respondents who use library services or spend time in their library's facilities. They feel that the library provides the information they need. In addition, the library offers incentives for their free time and hobbies, diversifies their reading and improves their quality of life or well-being.
- **The library experience is very positive.** The respondents feel that their own library is safe (4.5), that they feel welcome in the library (4,5) and that they are met as individuals (4.2). All of these score averages of more than 4, which means that a clear majority give the highest scores on the scale. *On the other hand, the opportunity to influence the library's services is rated lower, with an average of 3.7.*
- **The open feedback includes the wish that the library services will not be reduced and that the current services will be maintained.** In addition, the respondents hope that digitalization and the possibility to use services independently will be strengthened. The respondents also wish for café and lounge areas, events and the opportunity to borrow various equipment, such as tools.
- The respondents think that the library is best described as necessary, easy to use, equal and impartial. The library receives ratings above four on a scale of 1–5 for almost all of the attributes. Only agile (3.6) and liberal (3.9) are rated lower.

# Summary 4/4

## SOCIAL IMPACTS

- **The library is considered to guarantee equal access to information for all (4.3) and to promote literacy (4.3) excellently.** The library also preserves cultural heritage (4.1) and promotes opportunities for having literature and art as a hobby (4.1). The impacts of the library are seen as more moderate in maintaining mental crisis resilience (3.6), promoting belonging, community and inclusion (3.7) and enabling integration (3.8).
- **As a whole, the library institution receives very high ratings.** The library is seen as an excellent low-threshold service for all (4.5) that promotes and maintains people's literacy (4.3). The respondents feel that Finnish society would be less equal without libraries (4.2). The respondents assess that library services are well managed in municipalities. Libraries are also considered to strengthen local communities. Nine out of ten of the respondents consider the threshold of the library to be low, giving the statement a rating of 4 or 5 on a scale of 1-5.
- For the respondents, the most important values are the security and stability of society, freedom of expression and individual liberty.
- **The valuation of institutions varies.** When asked about trust in social institutions, libraries are rated the highest with the score of 8.0 on a scale of 0-10. The second and third highest rated institutions are science and research (7.8) and the education system (7.0). Trust in other operators in society is lower. The parliament is rated the lowest (5.6). The other lowest rated institutions are the public administration (6.0), municipal administration (6.2), media (6.3) and health care system (6.4). More than one fifth of the respondents also do not believe that good education guarantees a permanent job.



**Finnish Supervisory  
Agency**