

1,154

Framkvæmd

Gögnum var safnað frá 7. til 21. október 2024.
Aðferð: Netkönnun meðal könnunarhóps Prósent.

Úrtak: 2.300 (einstaklingar 18 ára og eldri)
Svarhlutfall: 50%

Nánari upplýsingar

Ekki hika við að senda okkur tölvupóst ef þið hafið einhverjar spurningar eða ábendingar um hvað mætti betur fara.

Bestu þakkir,
Trausti Haraldsson, trausti@prosent.is

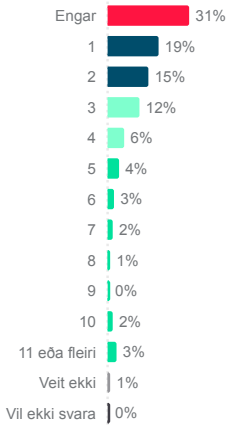
Vigtun

Gögn eru vigtuð til að úrtak endurspegli álit þjóðarinnar. Tekið er tillit til kyns, aldurs og búsetu. Tölur eru því námundaðar að næstu heilu tölu. Misræmi getur því verið á samanlögðum fjölda einstaklinga í greiningum og tíðnitölum.

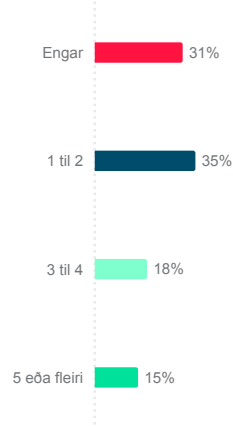
Hversu margar bækur hefur þú lesið og/eða hlustað á síðastliðna 30 daga?

Hér er átt við allar tegundir bóka og á hvaða formi og tungumáli sem er, svo sem skáldverk, kennslubækur, barnabækur og fræðibækur, ýmist prentaðar bækur, rafrænar bækur eða hljóðbækur.

Öll svör 1,153



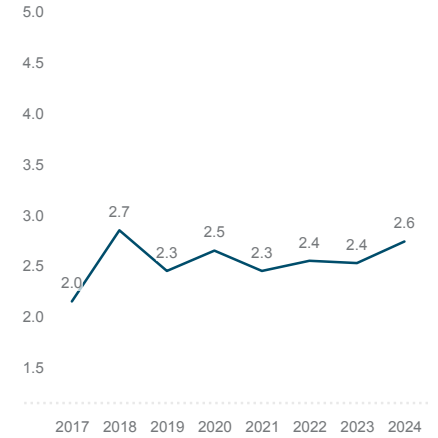
Afstaða 1,141



Meðaltal 932

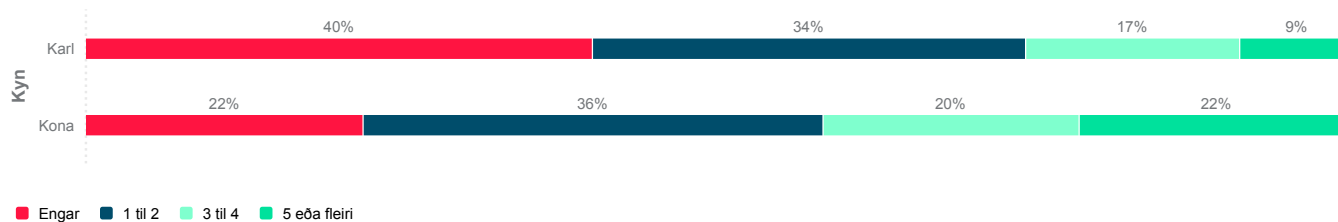


Þróun

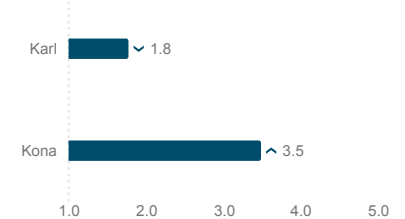


Bakgrunnsbreytur - Núverandi tímabil

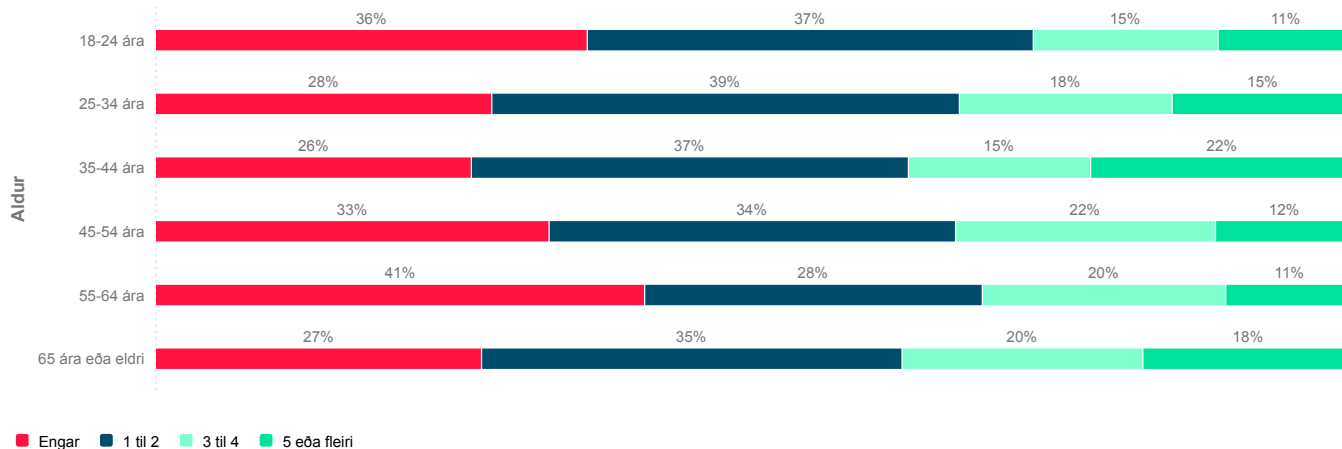
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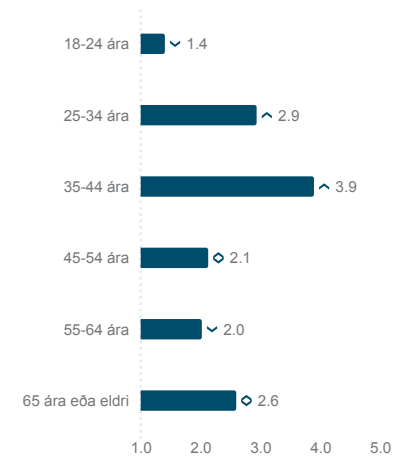
Meðaltal og marktektarpróf 932



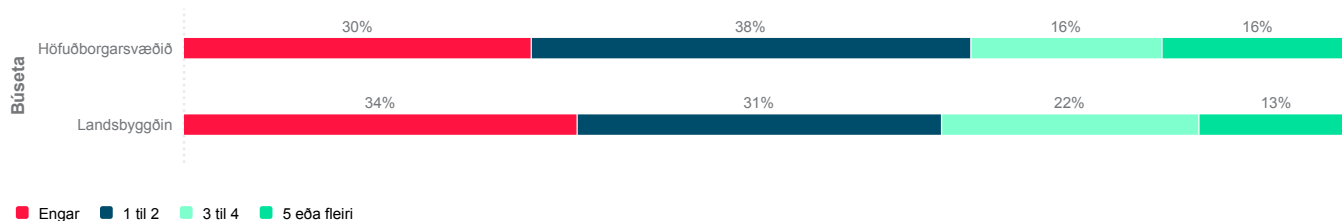
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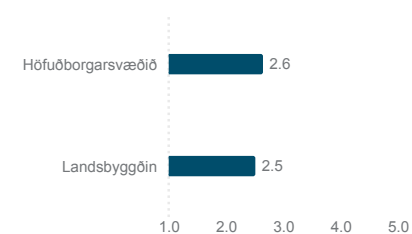
Meðaltal og marktektarpróf 932



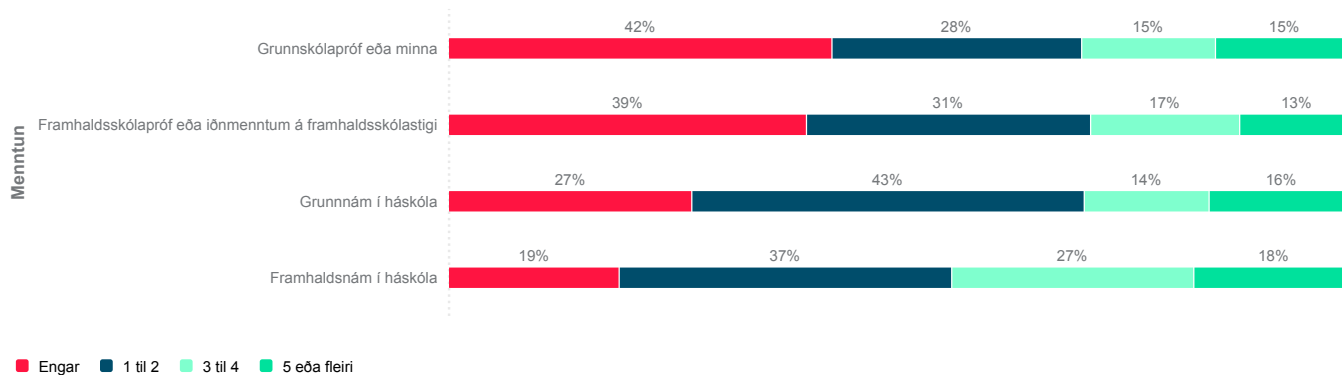
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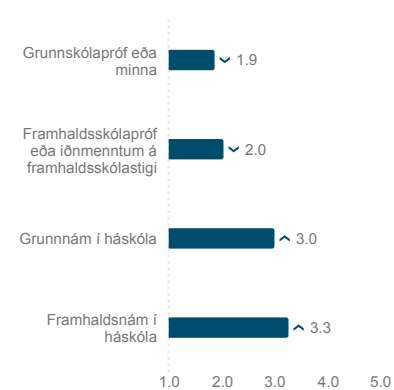
Meðaltal og marktektarpróf 932



1,108

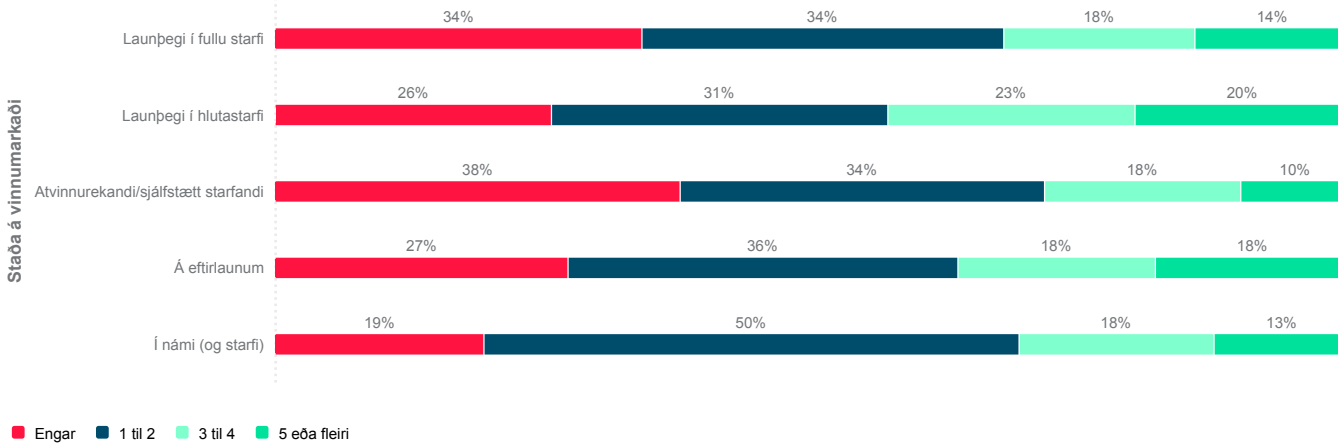


Meðaltal og marktektarpróf 907

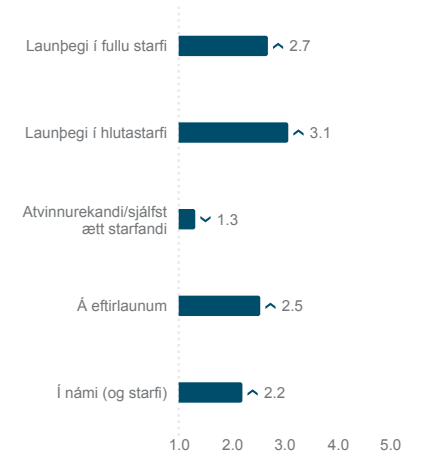


998

Staða á vinnumarkaði

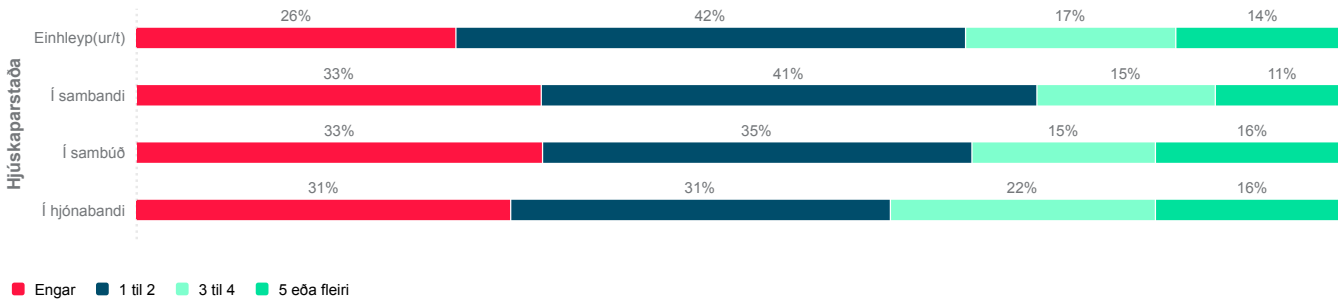


Meðaltal og marktektarpróf 812

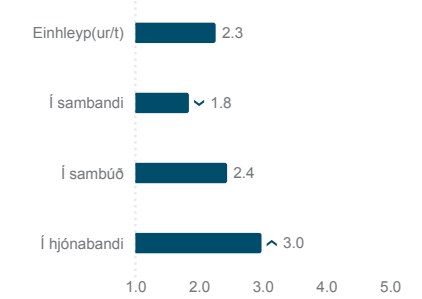


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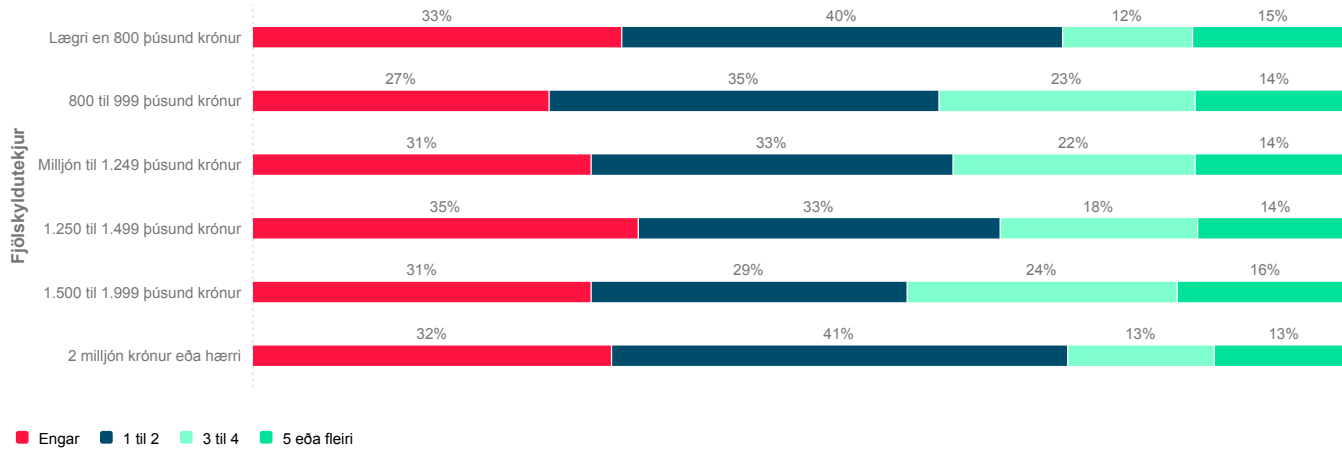
Hjúskaparstaða



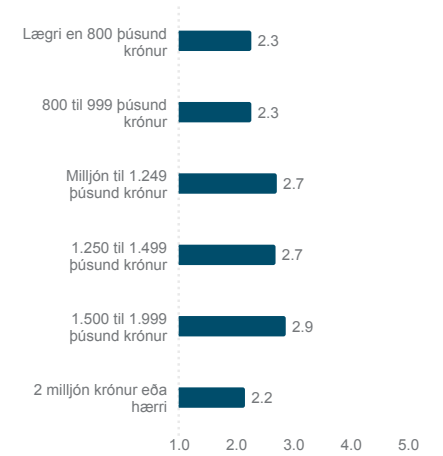
Meðaltal og marktektarpróf 851



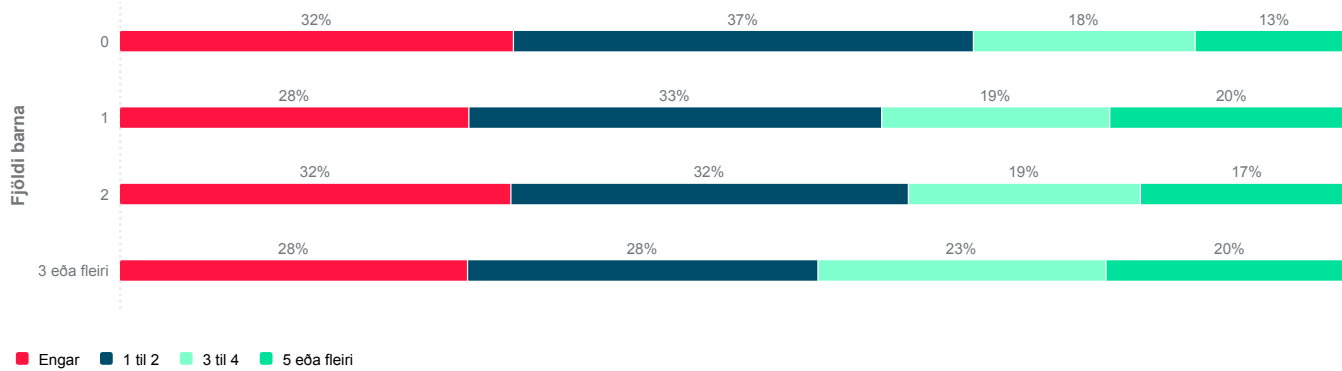
903 



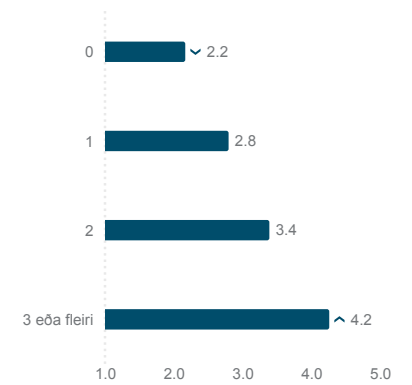
Meðaltal og marktektarpróf 741



1,128 



Meðaltal og marktektarpróf 922

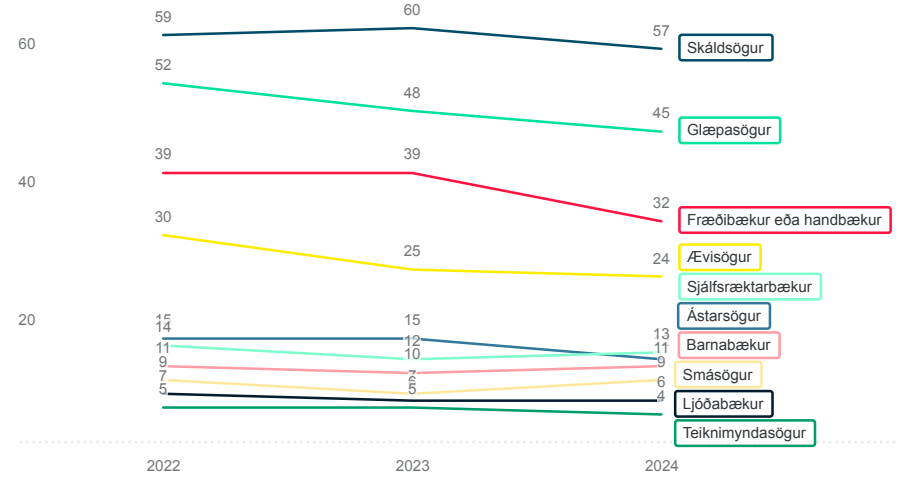
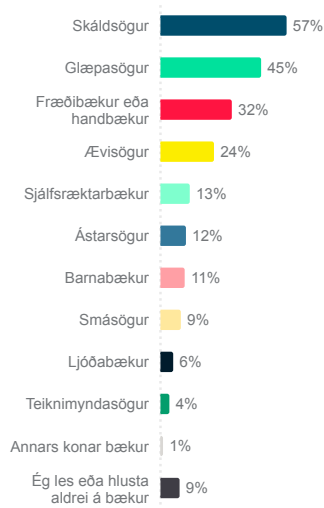
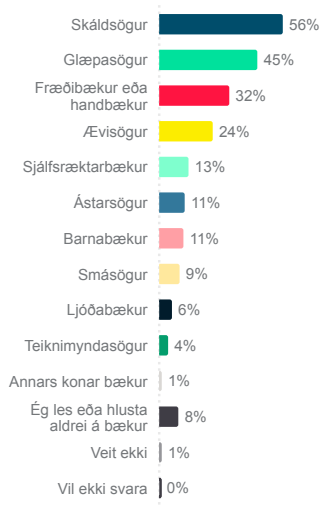


Hvers konar tegund bóka lest þú eða hlustar þú helst á?
Vinsamlegast hakaðu við 1 til 4 valmöguleika.

Öll svör 1,153

Afstaða 1,138

Þróun %



Annars konar bækur, þá hvaða? 15

Heimspæki

Ævintýrabækur/Fantasiubókmenntir

Fantasia/sci-fi

Fantasiubækur

Ævintýri

Ævintýri

Biblúna

Grín

Fantasiur

Hryllingssögur

frásagnir frá fyrri tíð.

Vísindaskáldsögur

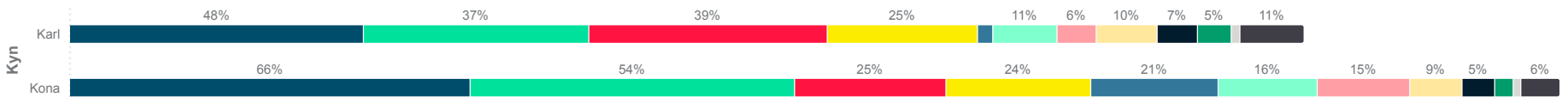
Útkall

Þjóðlegur fróðleikur . Tilgátusögur um gamla tíma.

Kristnar bækur

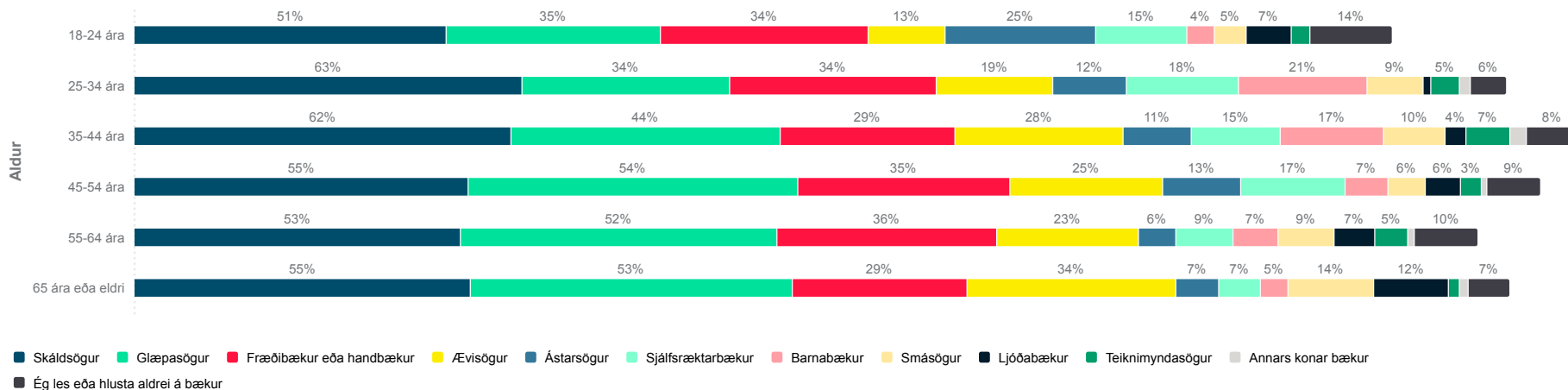
Bakgrunnsbreytur - Núverandi tímabil

1,138

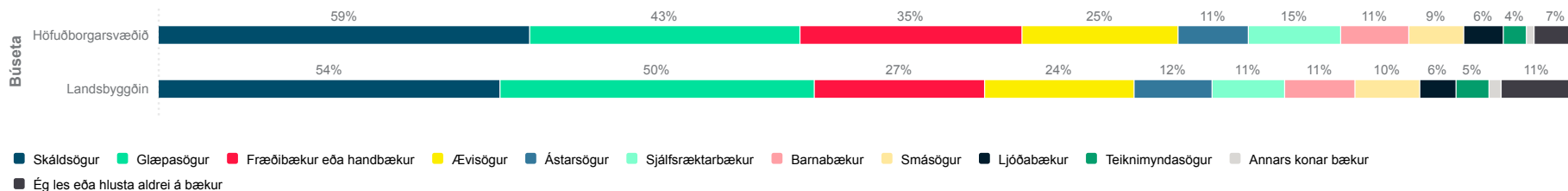


■ Skáldsögur ■ Glæpasögur ■ Fræðibækur eða handbækur ■ Ævisögur ■ Ástarsögur ■ Sjálfsræktarbækur ■ Barnabækur ■ Smásögur ■ Ljóðabækur ■ Teiknimyndasögur ■ Annars konar bækur
■ Ég les eða hlusta aldrei á bækur

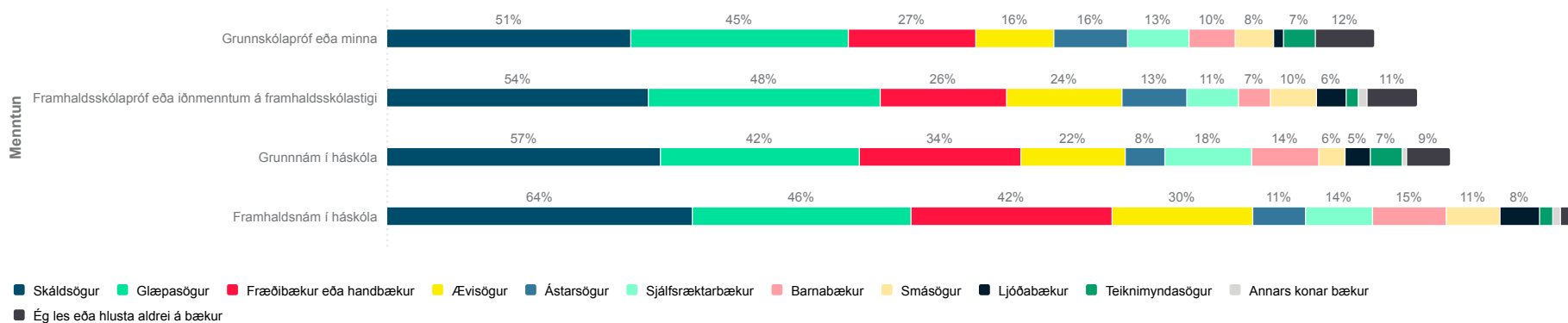
1,138  



1,138 

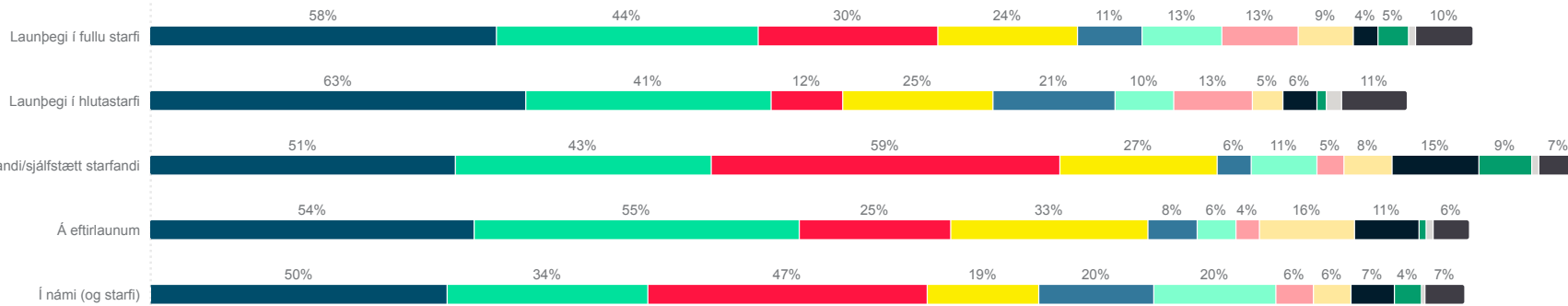


1,104  





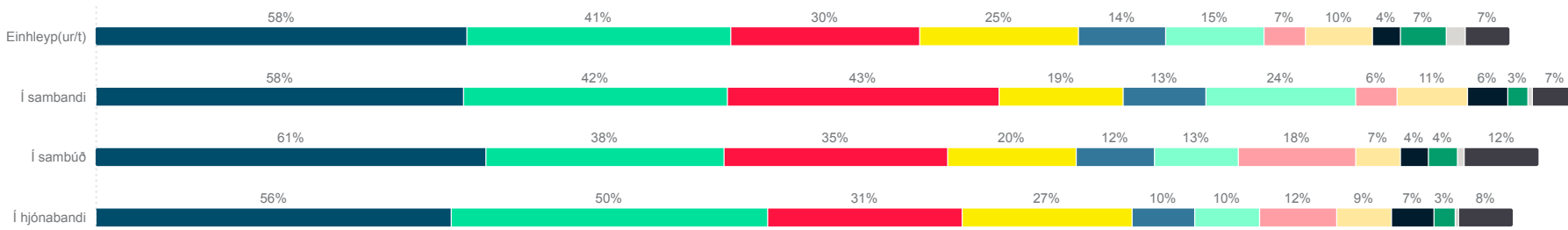
Staða á vinnumarkaði



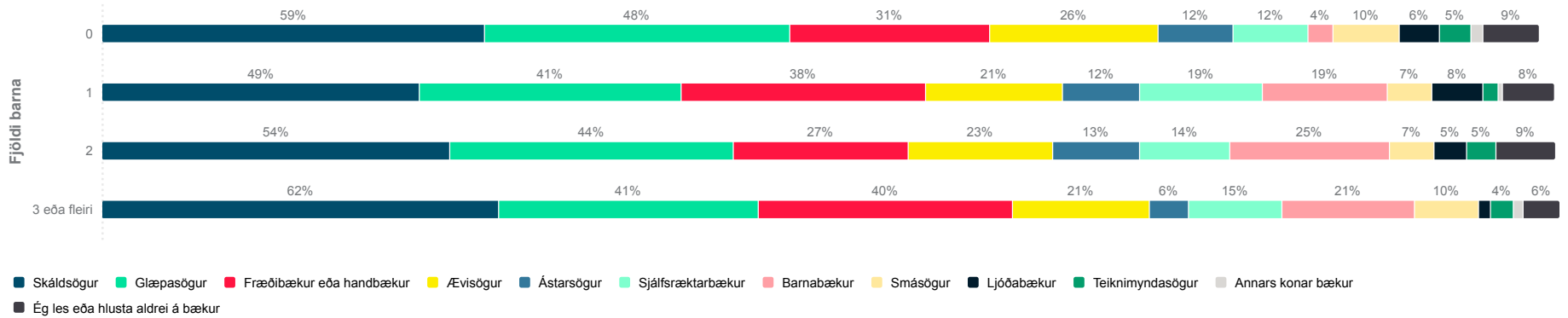
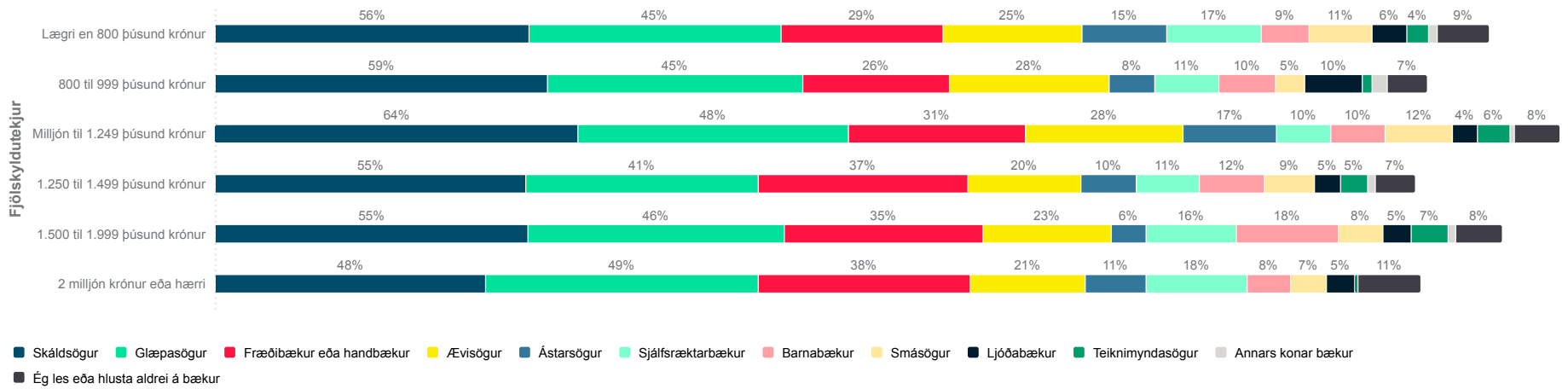
- Skáldsögur
- Glæpasögur
- Fræðibækur eða handbækur
- Ævisögur
- Ástarsögur
- Sjálfsræktarbækur
- Barnabækur
- Smásögur
- Ljóðabækur
- Teiknimyndasögur
- Annars konar bækur
- Ég les eða hlusta aldrei á bækur



Hjúskaparstaða



- Skáldsögur
- Glæpasögur
- Fræðibækur eða handbækur
- Ævisögur
- Ástarsögur
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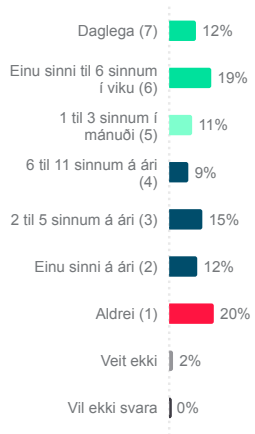


Hversu oft eða sjaldan hefur þú lesið/hlustað á bækur með eftirfarandi hætti á síðastliðnum 12 mánuðum?

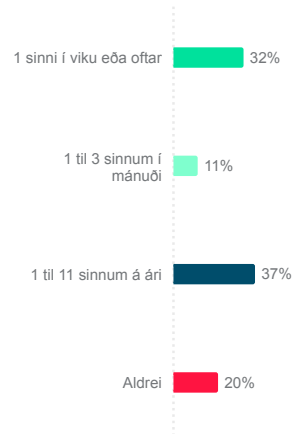
Hér er átt við allar tegundir bóka, svo sem skáldverk, kennslubækur, barnabækur og fræðibækur.

Hefðbundnar bækur

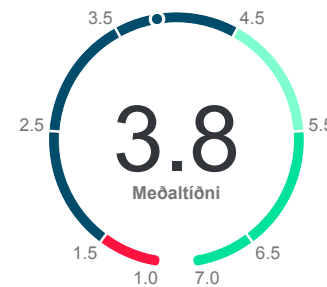
Öll svör 1,153



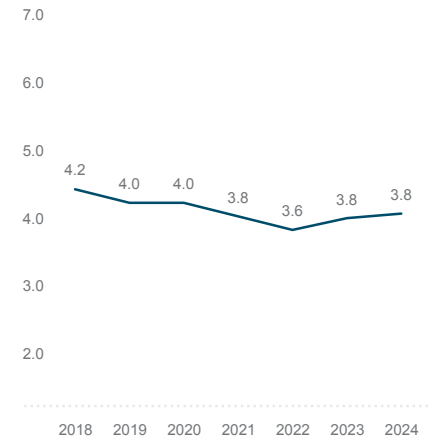
Afstaða 1,129



Meðaltal 1,129

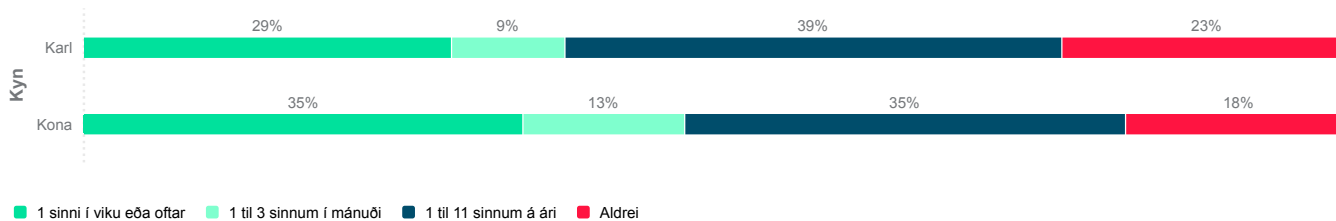


Þróun

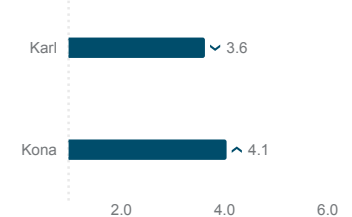


Bakgrunnsbreytur - Núverandi tímabil

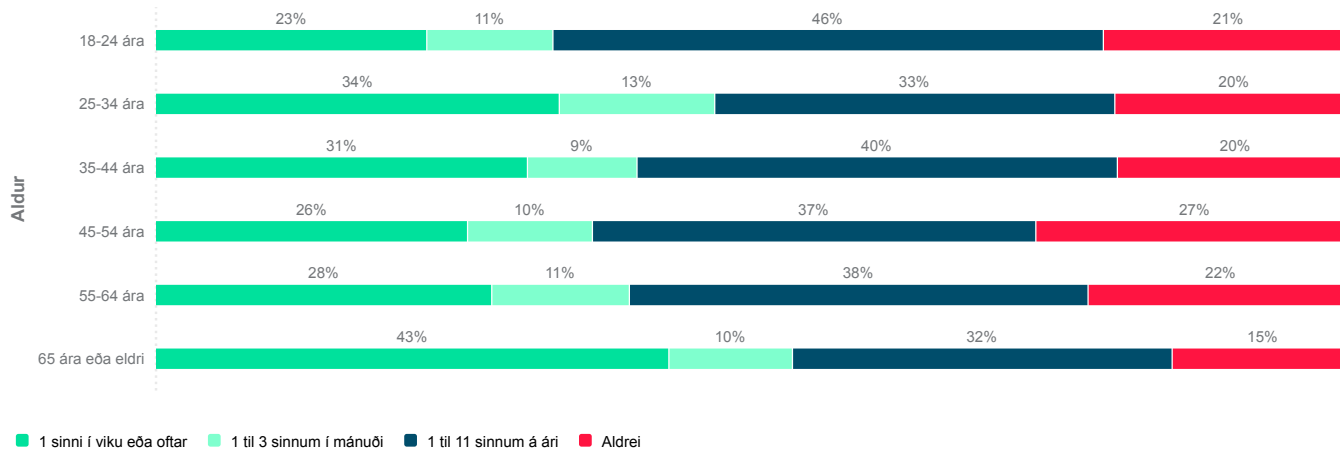
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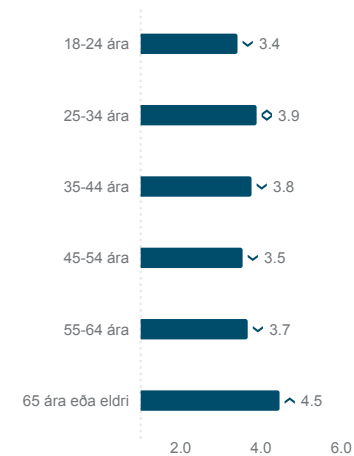
Meðaltal og markettarpróf 1,129



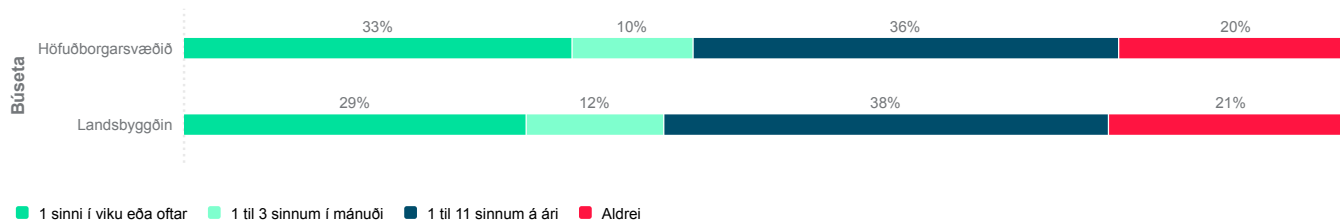
1,129



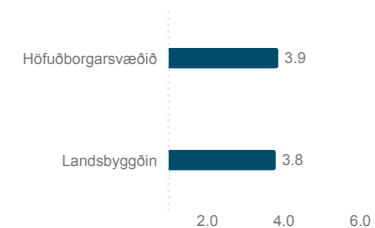
Meðaltal og marktektarpróf 1,129



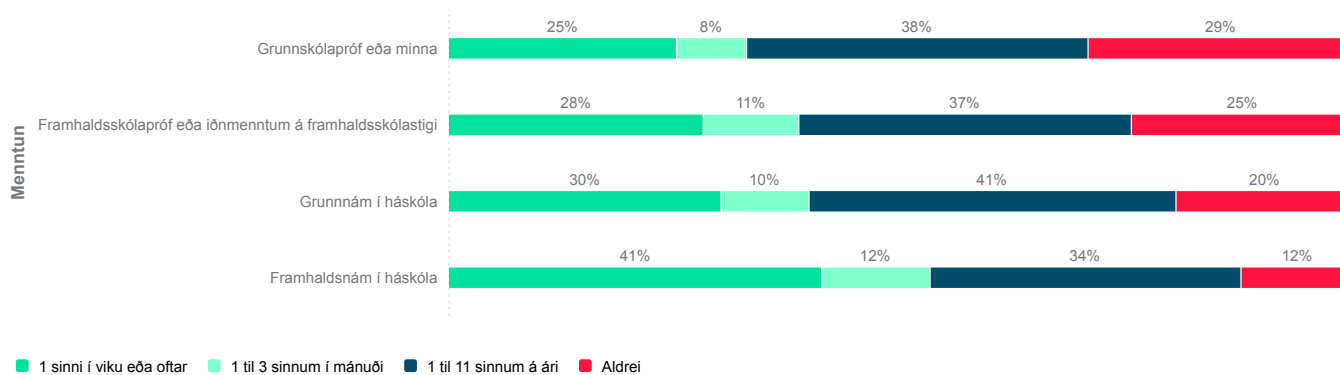
1,129



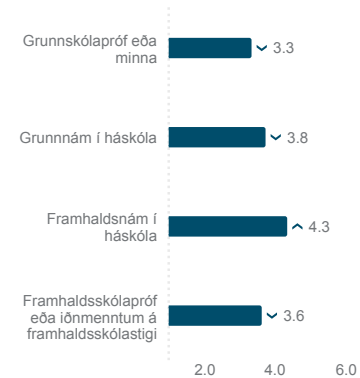
Meðaltal og marktektarpróf 1,129



1,098



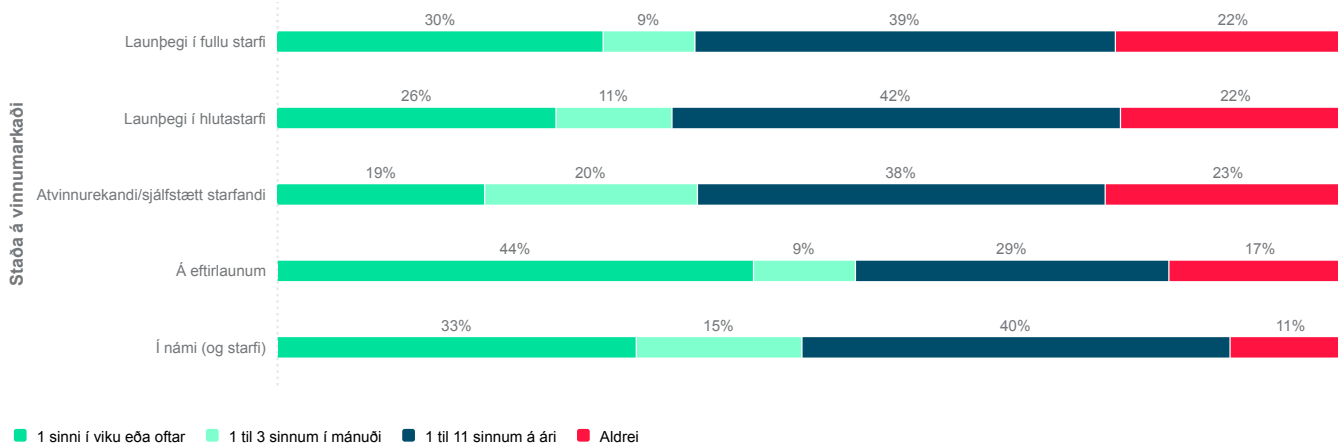
Meðaltal og marktektarpróf 1,098



990



Staða á vinnumarkaði



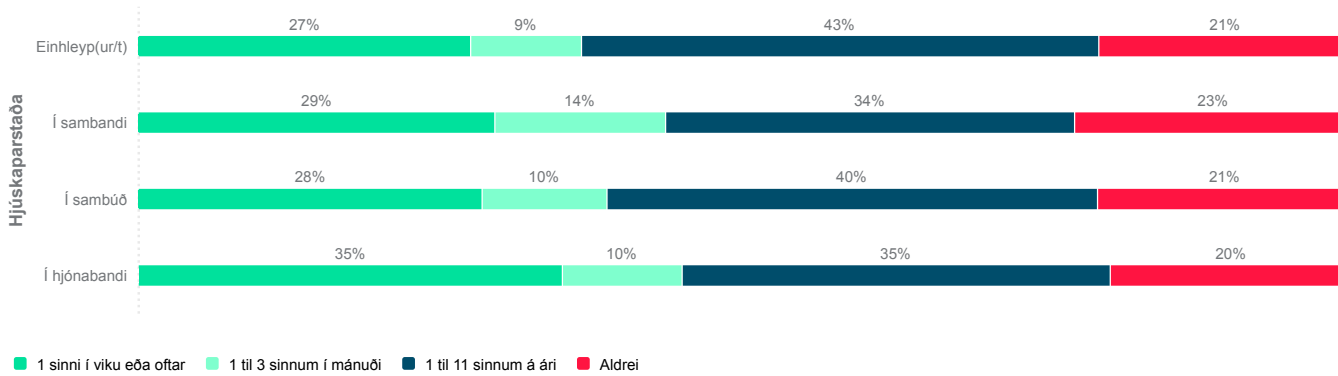
Meðaltal og marktektarpróf 990



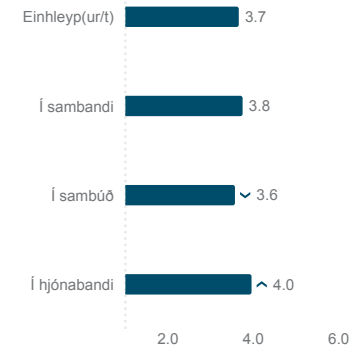
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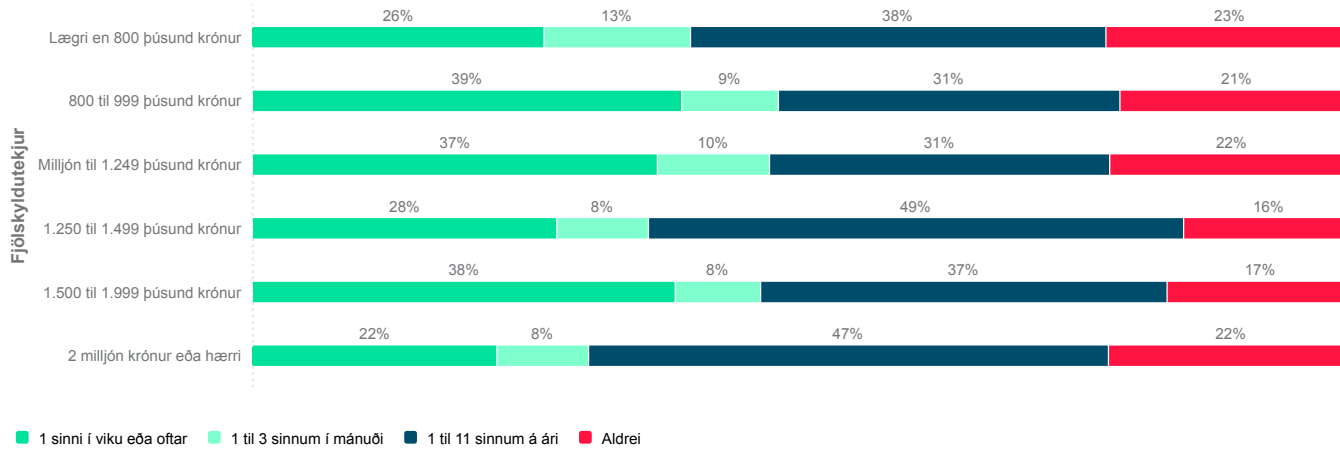
Hjúskaparstaða



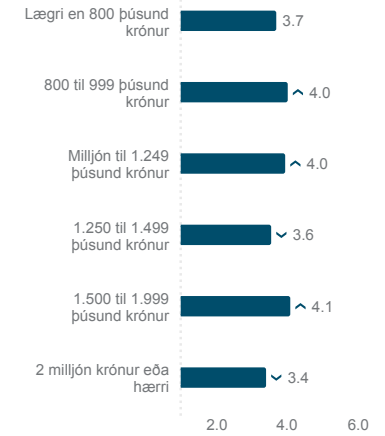
Meðaltal og marktektarpróf 1,033



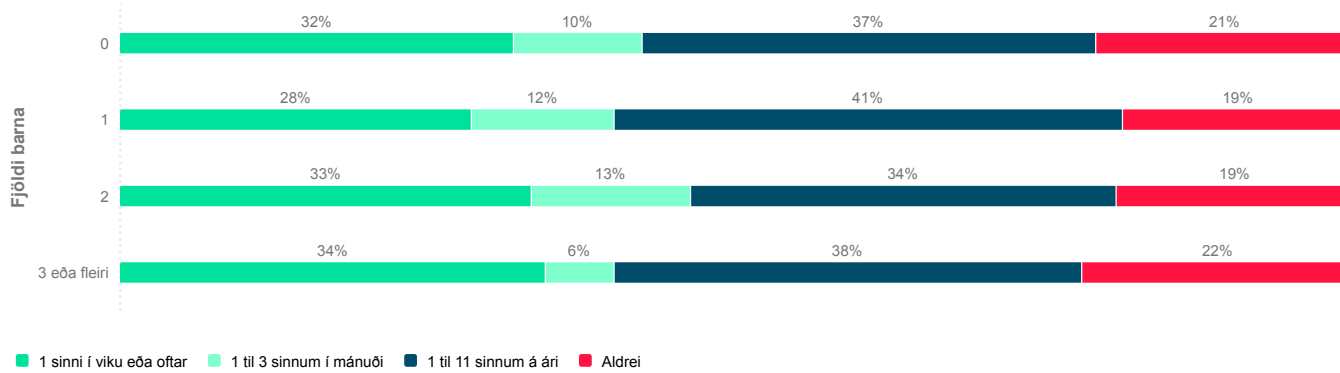
893



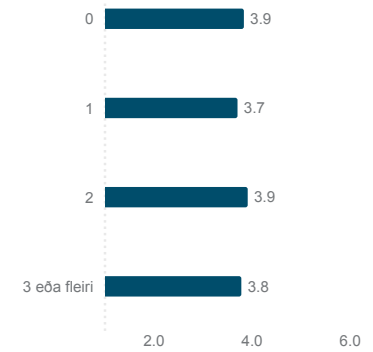
Meðaltal og marktektarpróf 893



1,118



Meðaltal og marktektarpróf 1,118

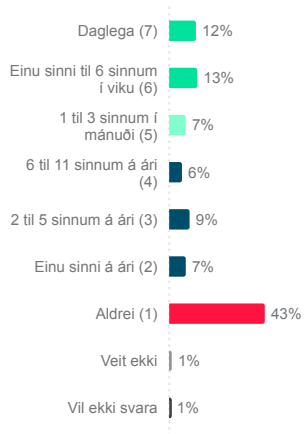


Hversu oft eða sjaldan hefur þú lesið/hlustað á bækur með eftirfarandi hætti á síðastliðnum 12 mánuðum?

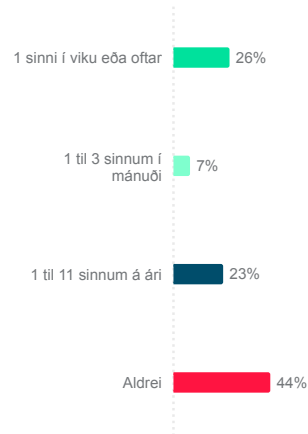
Hér er átt við allar tegundir bóka, svo sem skáldverk, kennslubækur, barnabækur og fræðibækur.

Hljóðbækur

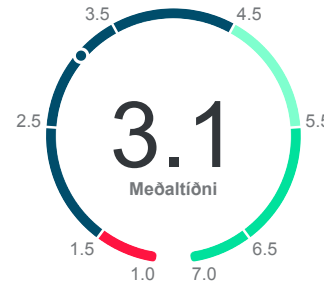
Öll svör 1,153



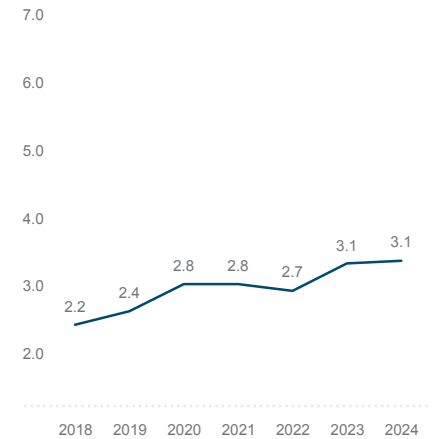
Afstaða 1,131



Meðaltal 1,131

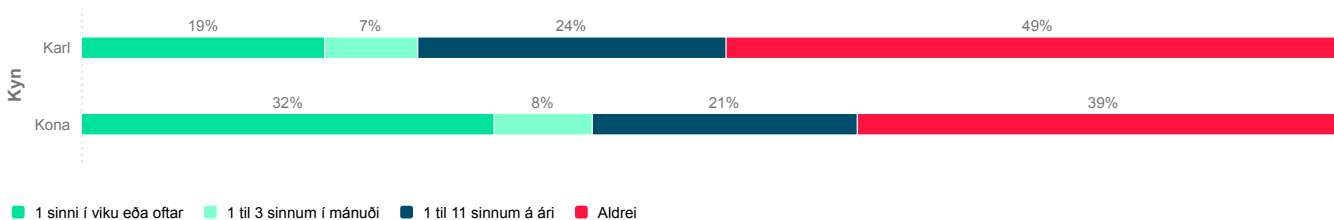


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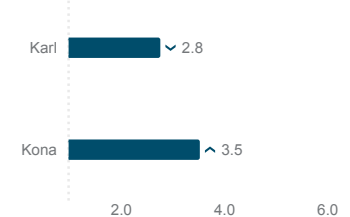


Bakgrunnsbreytur - Núverandi tímabil

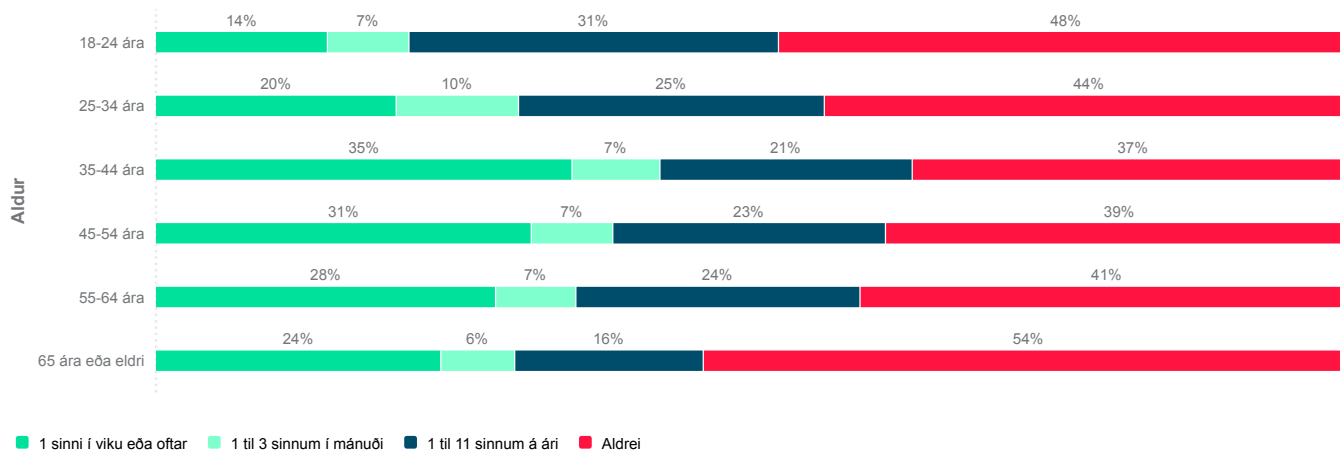
1,131



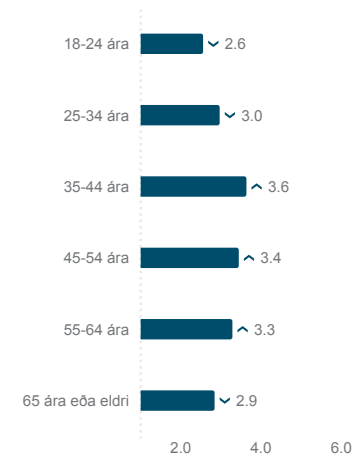
Meðaltal og marktektarpróf 1,131



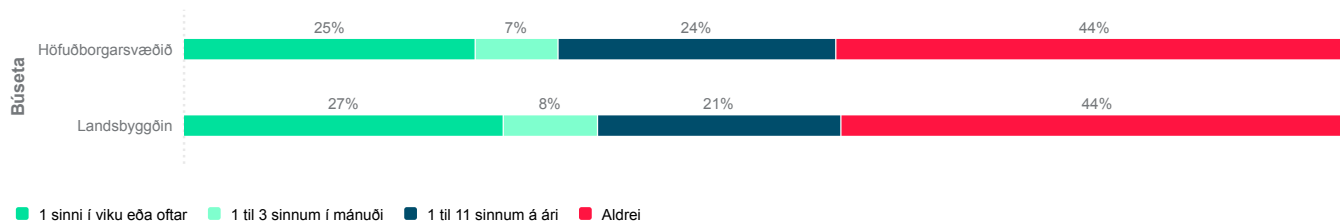
1,131



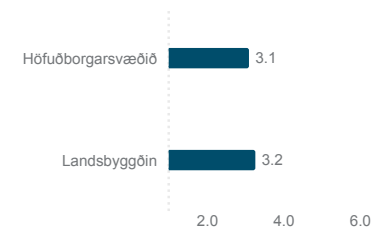
Meðaltal og marktektarpróf 1,131



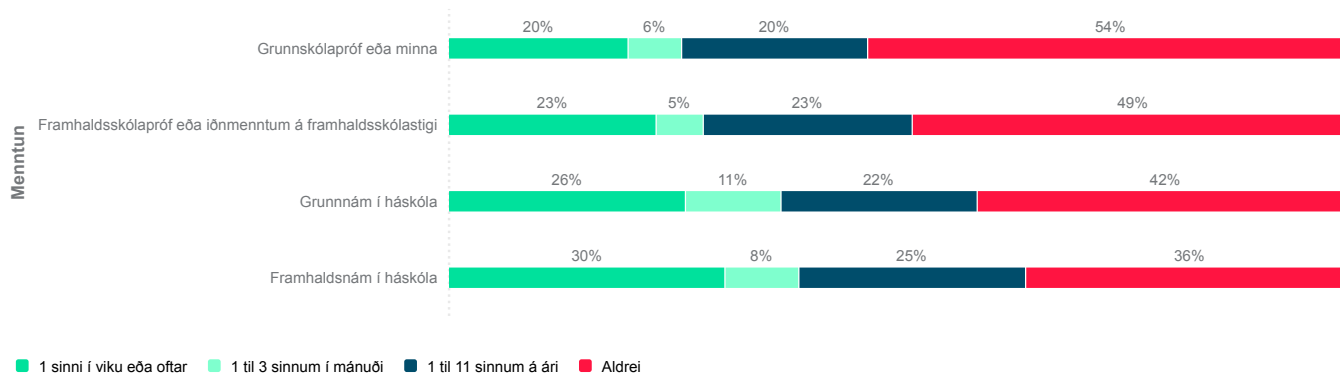
1,131



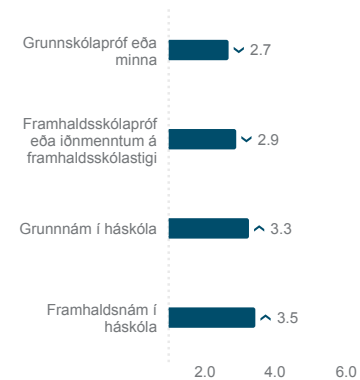
Meðaltal og marktektarpróf 1,131



1,099



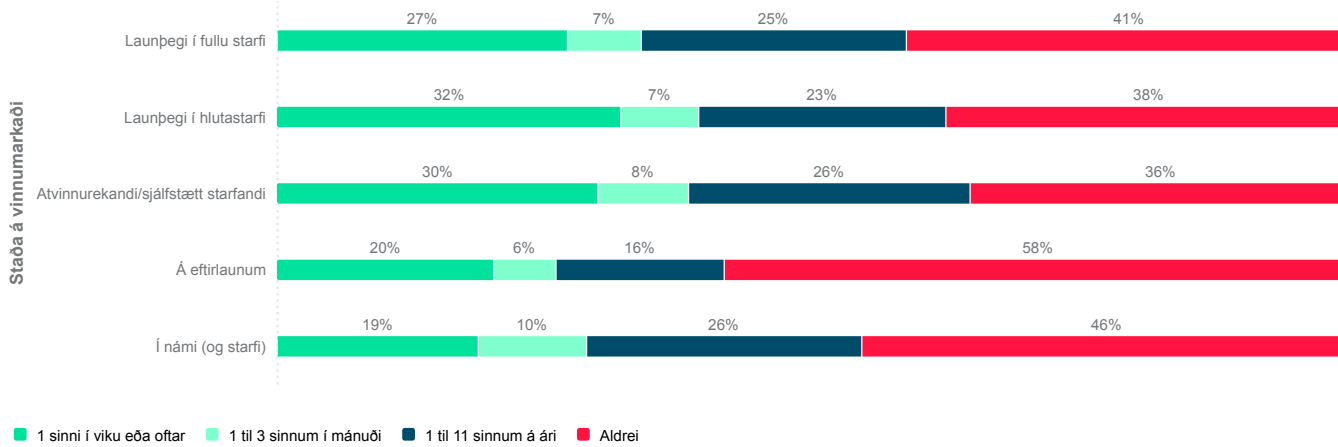
Meðaltal og marktektarpróf 1,099



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Staða á vinnumarkaði



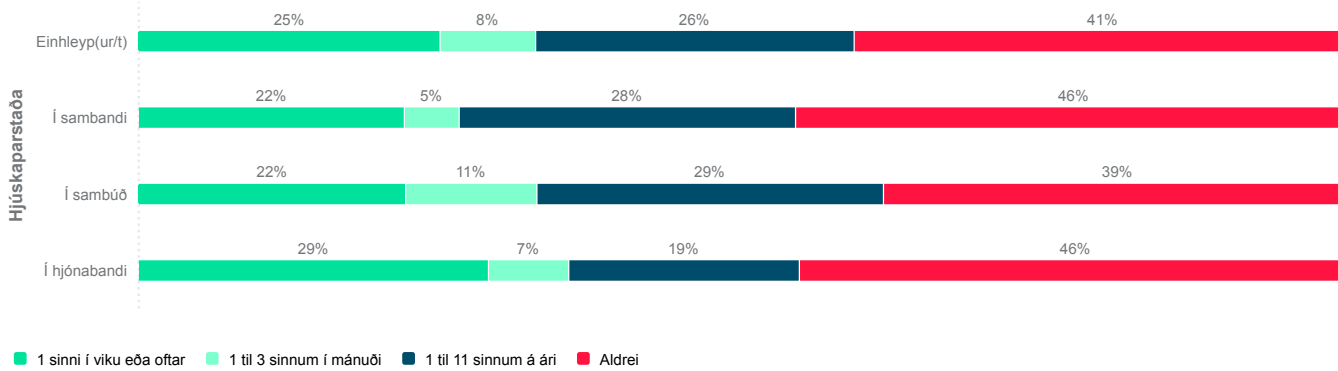
Meðaltal og marktektarpróf 994



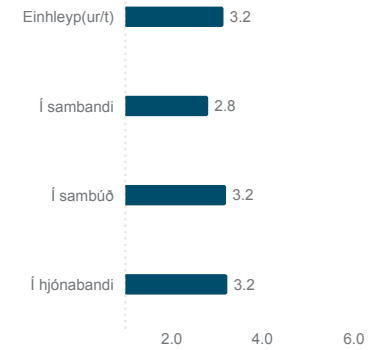
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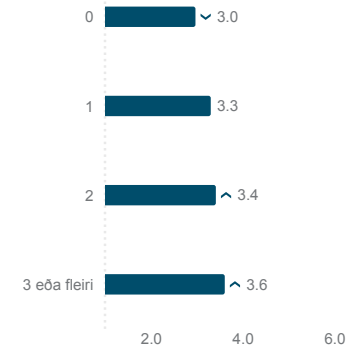
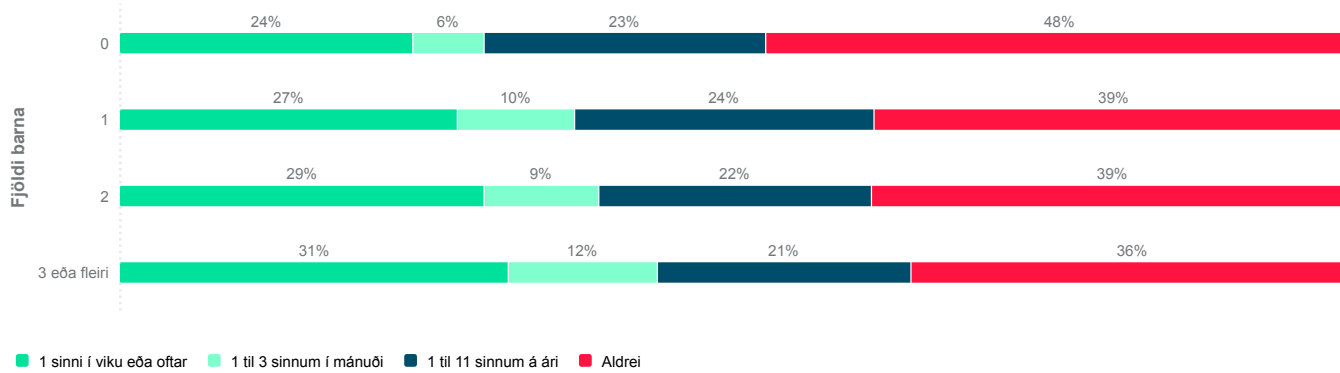
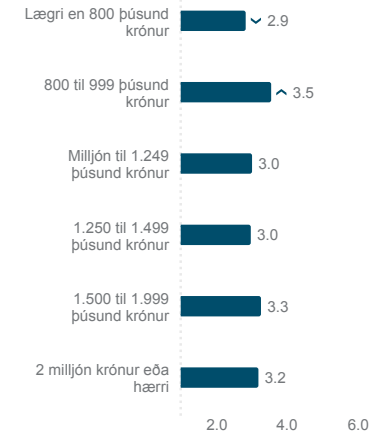
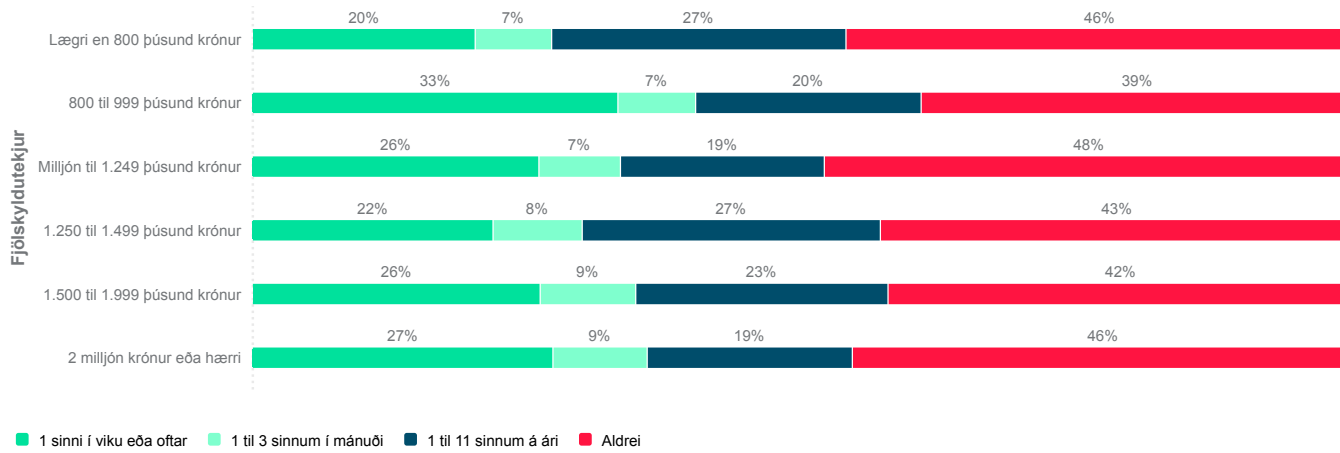


Hjúskaparstaða



Meðaltal og marktektarpróf 1,035



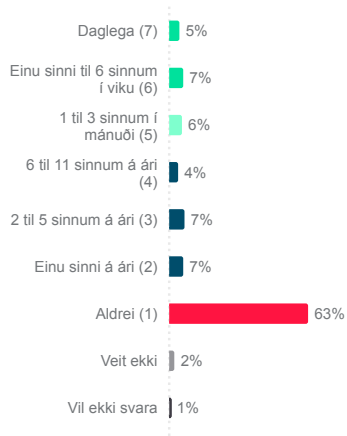


Hversu oft eða sjaldan hefur þú lesið/hlustað á bækur með eftirfarandi hætti á síðastliðnum 12 mánuðum?

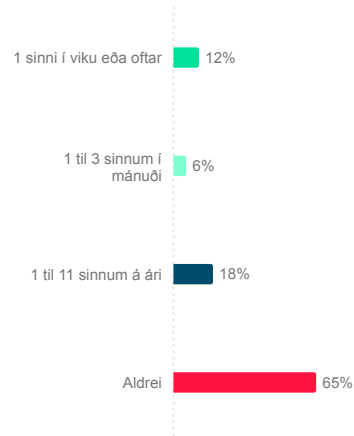
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Rafbækur

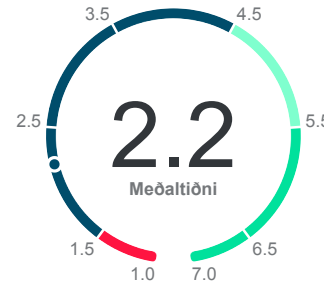
Öll svör 1,153



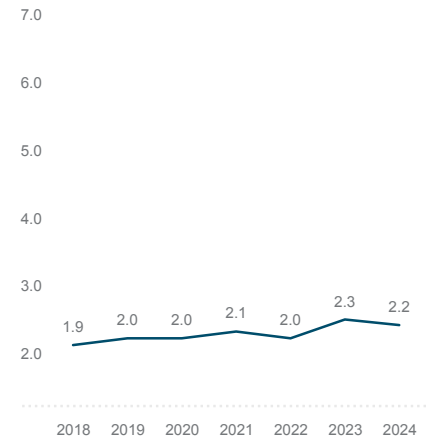
Afstaða 1,118



Meðaltal 1,118

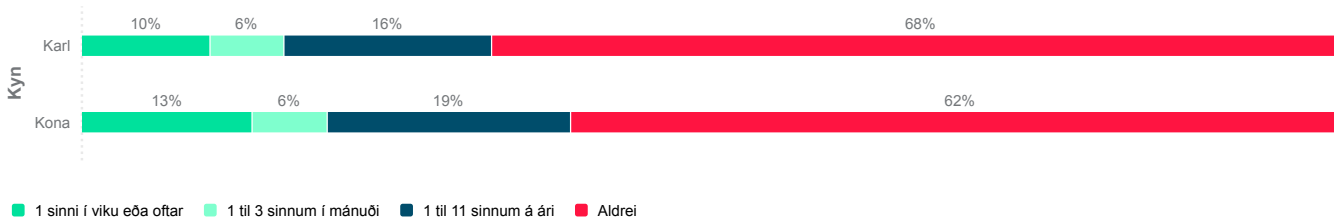


Þróun

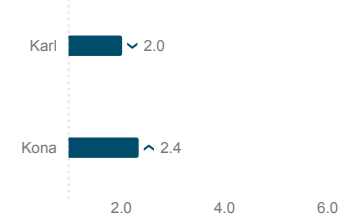


Bakgrunnsbreytur - Núverandi tímabil

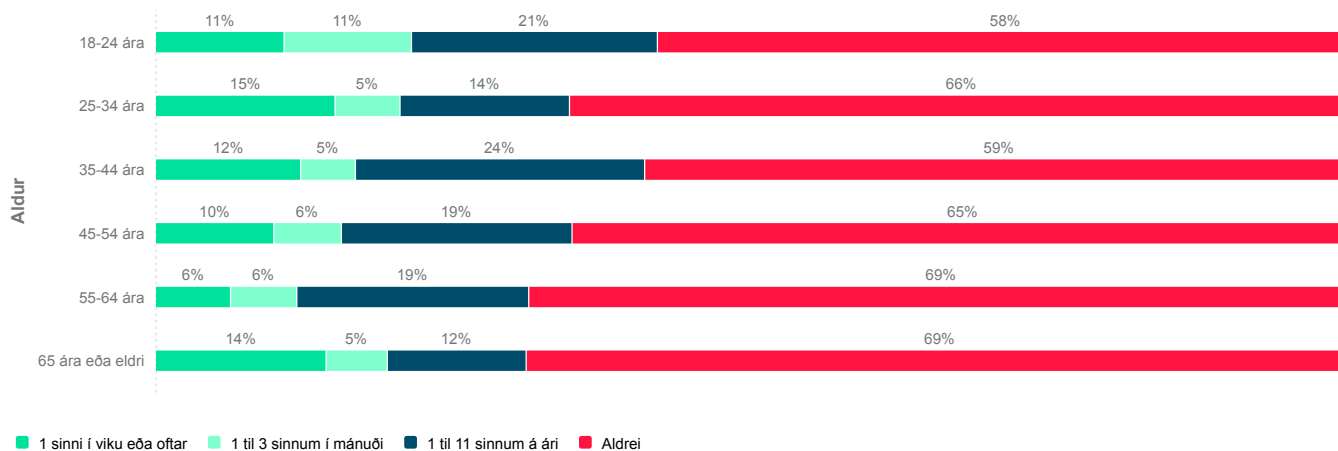
1,118



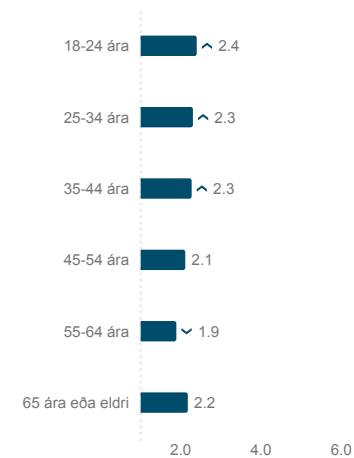
Meðaltal og marktektarpróf 1,118



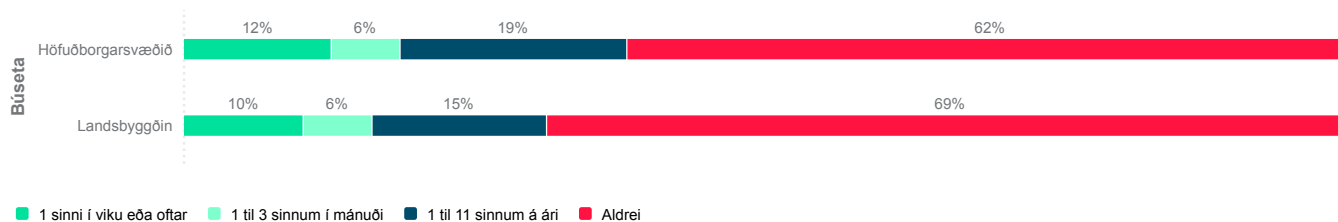
1,118



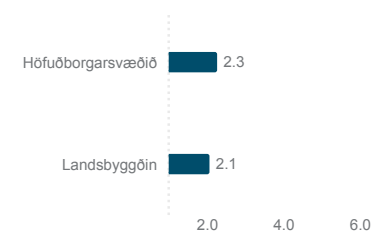
Meðaltal og marktektarpróf 1,118



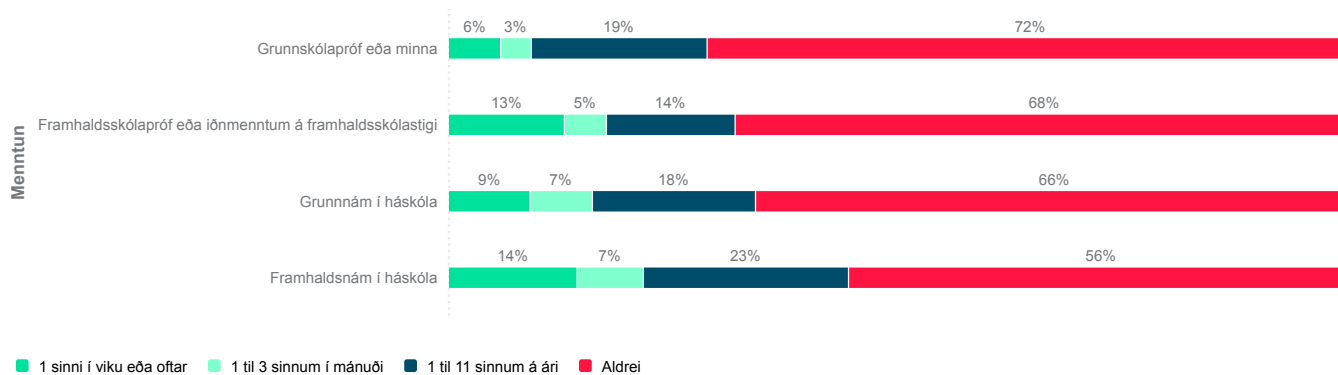
1,118



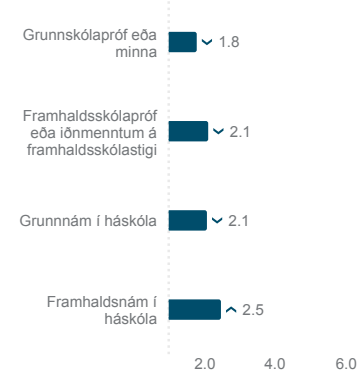
Meðaltal og marktektarpróf 1,118



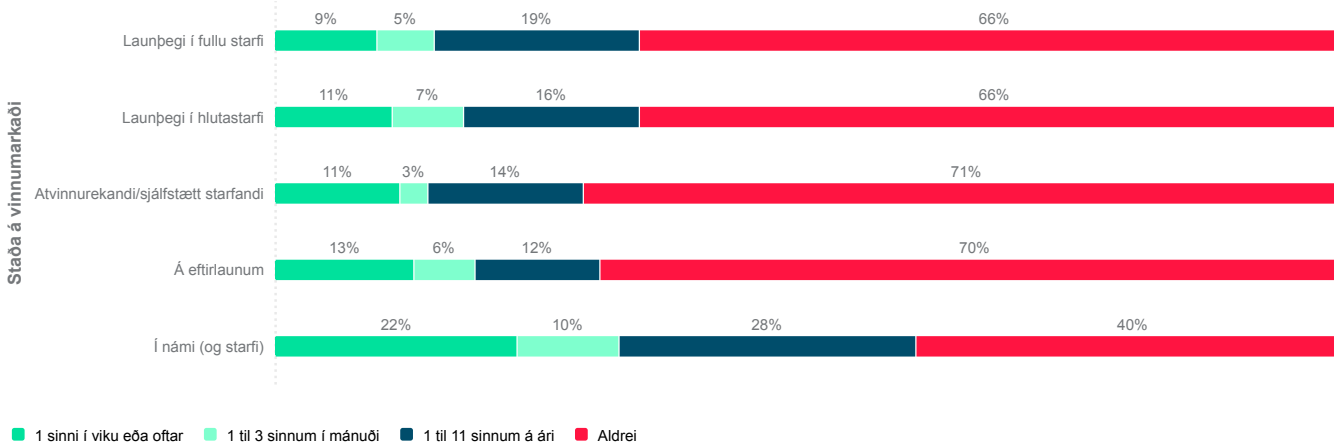
1,086



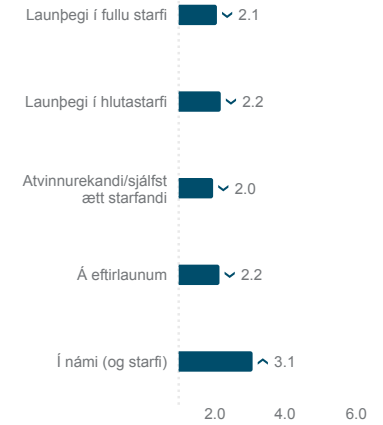
Meðaltal og marktektarpróf 1,086



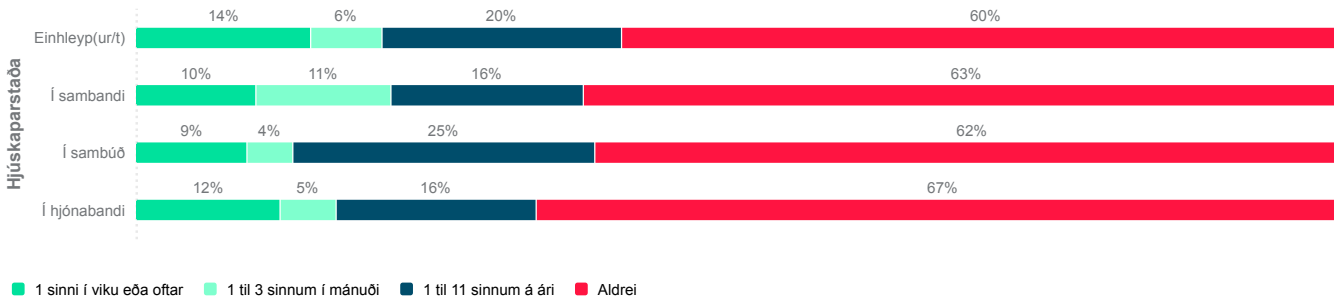
Staða á vinnumarkaði



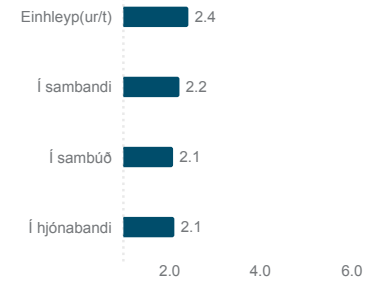
Meðaltal og marktektarpróf 982

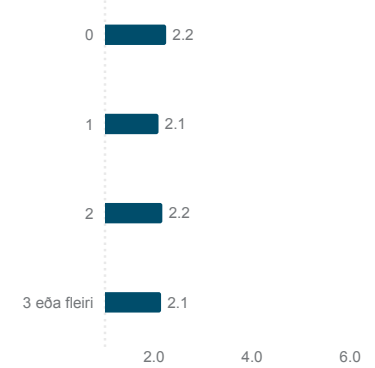
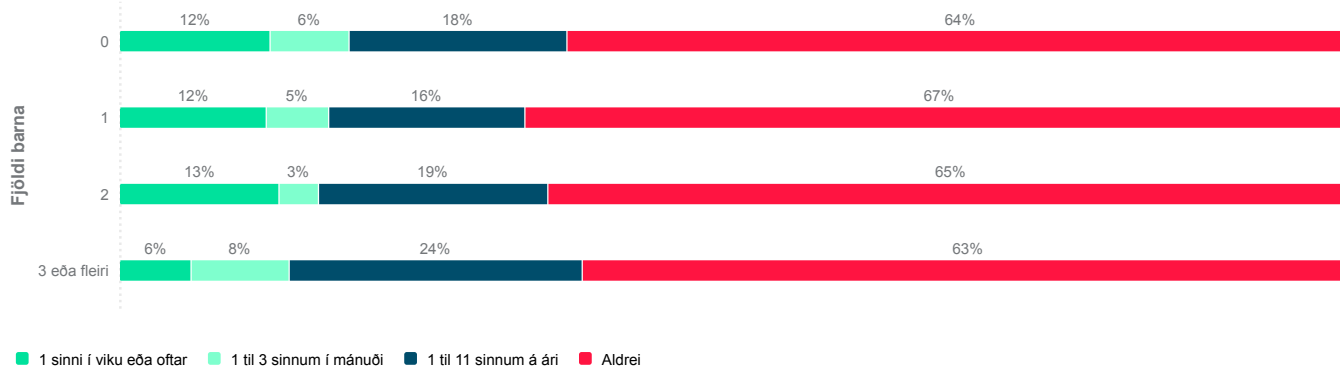
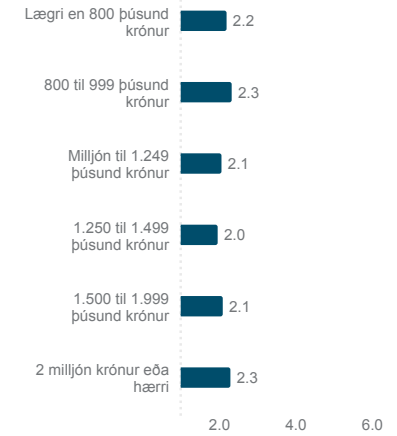
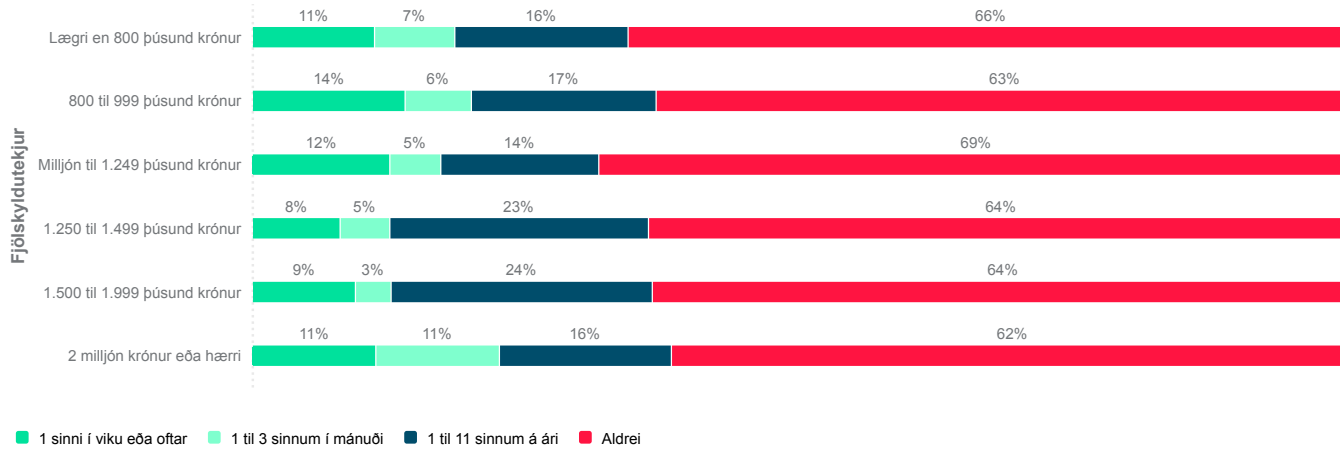


Hjúskaparstaða



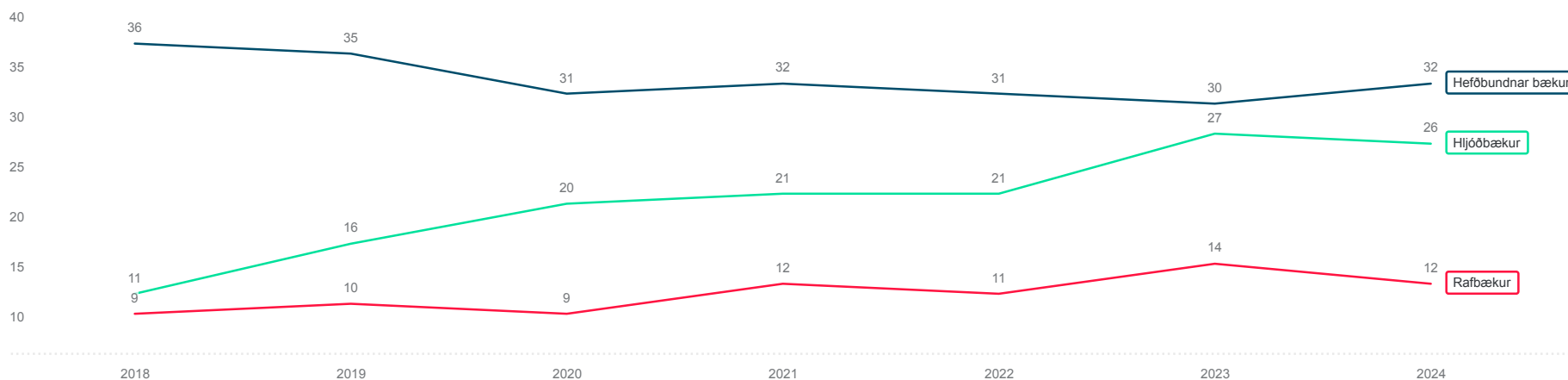
Meðaltal og marktektarpróf 1,022





Samantekt á lestri/hlustun á hefðbundnum, hljóð- og rafbókum meðal þeirra sem lesa **vikulega eða oftar**

Þróun - Ár - Vikulega eða oftar - %  



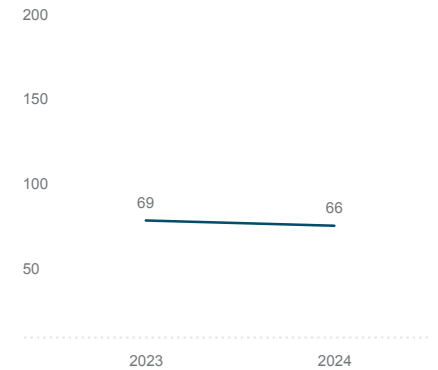
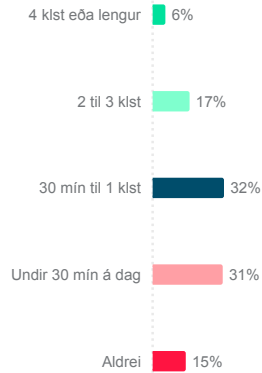
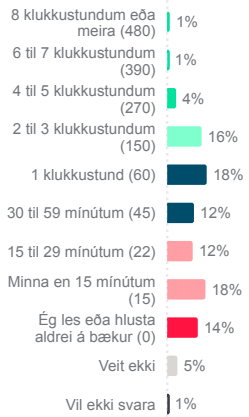
Hversu miklum tíma verð þú á dag að jafnaði í að lesa og/eða hlusta á bækur?

Öll svör 1,153

Afstaða 1,090

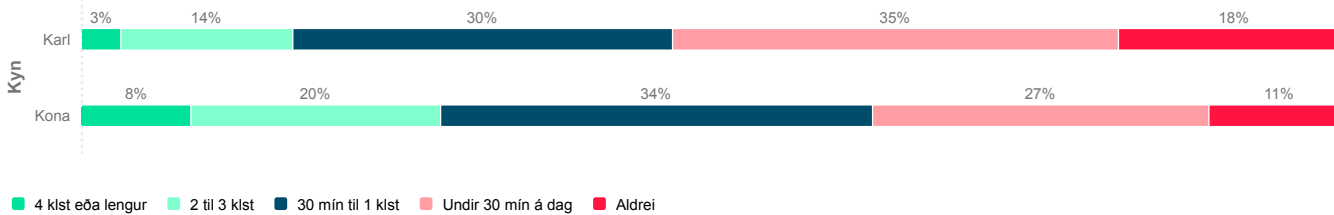
Meðaltal 1,090

Þróun í mínútum á dag

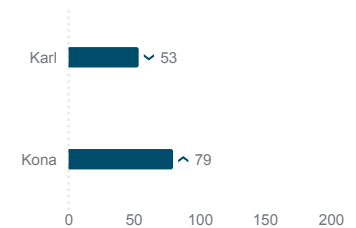


Bakgrunnsbreytur - Núverandi tímabil

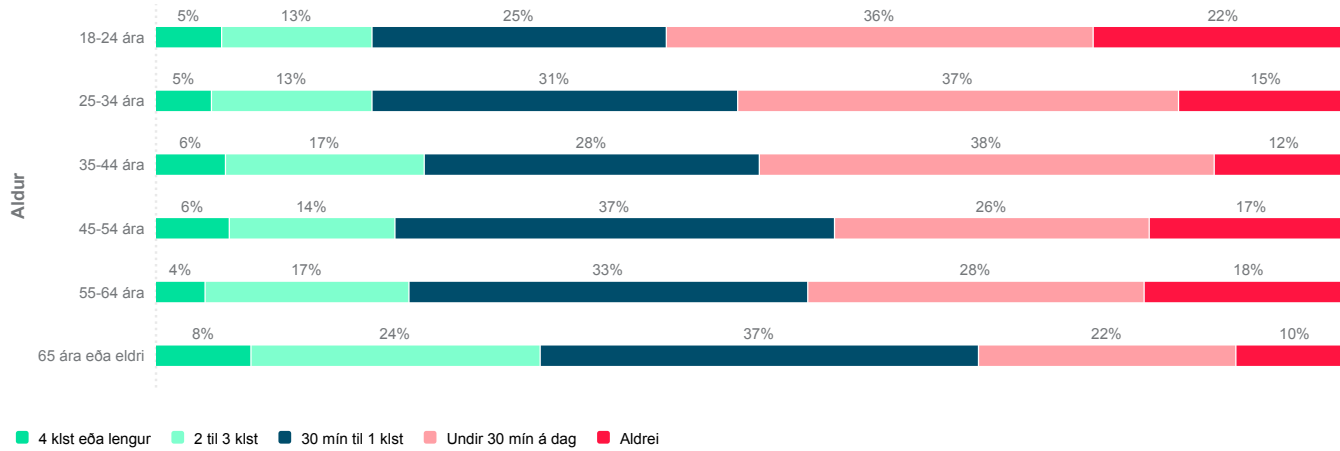
1,090



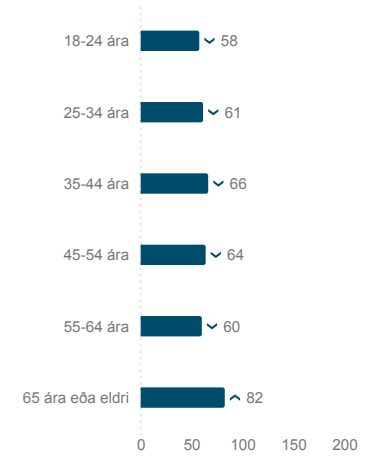
Meðaltal og marktektarpróf 1,090



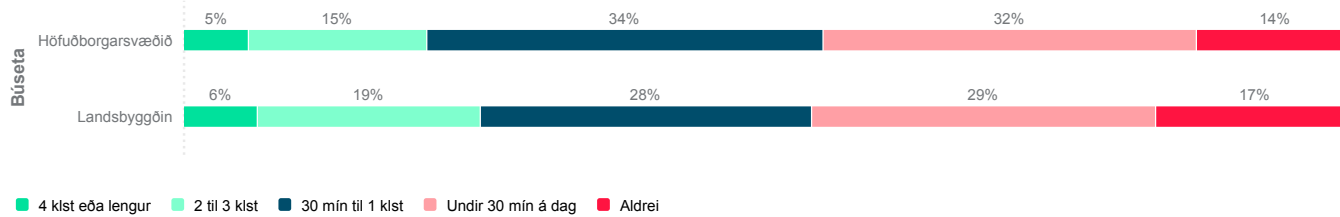
1,090



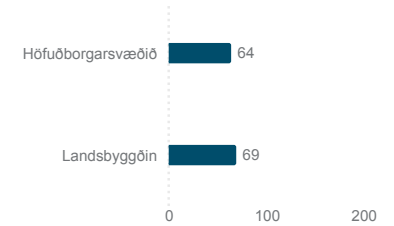
Meðaltal og marktektarpróf 1,090



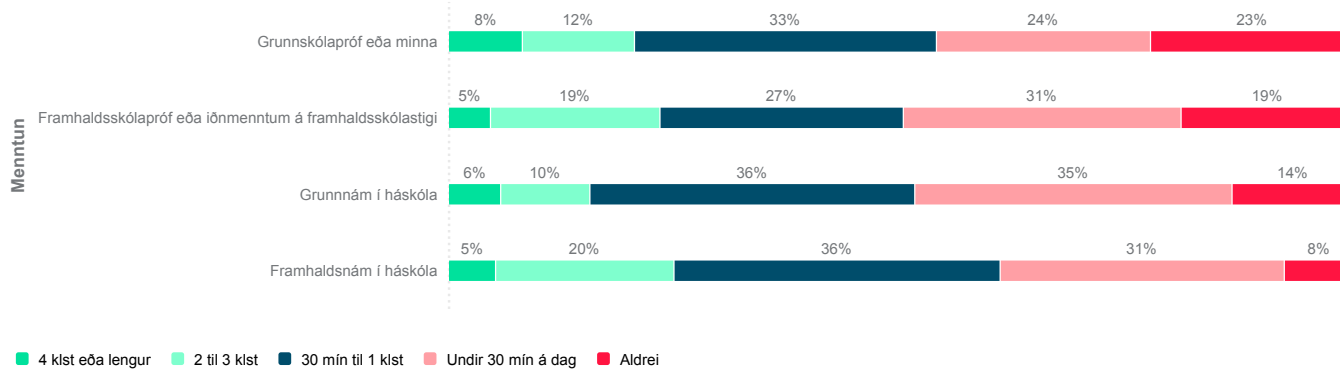
1,090



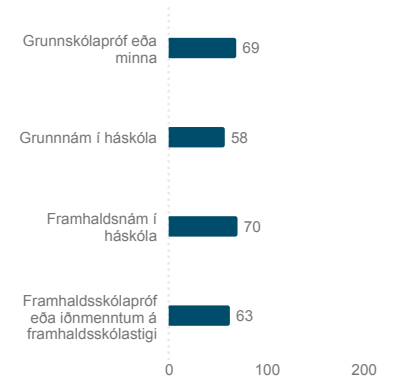
Meðaltal og marktektarpróf 1,090

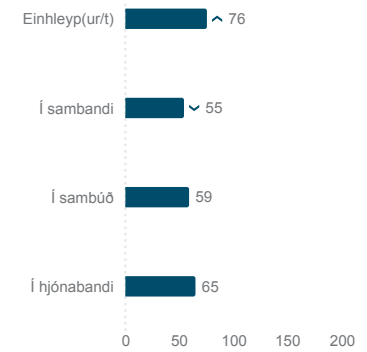
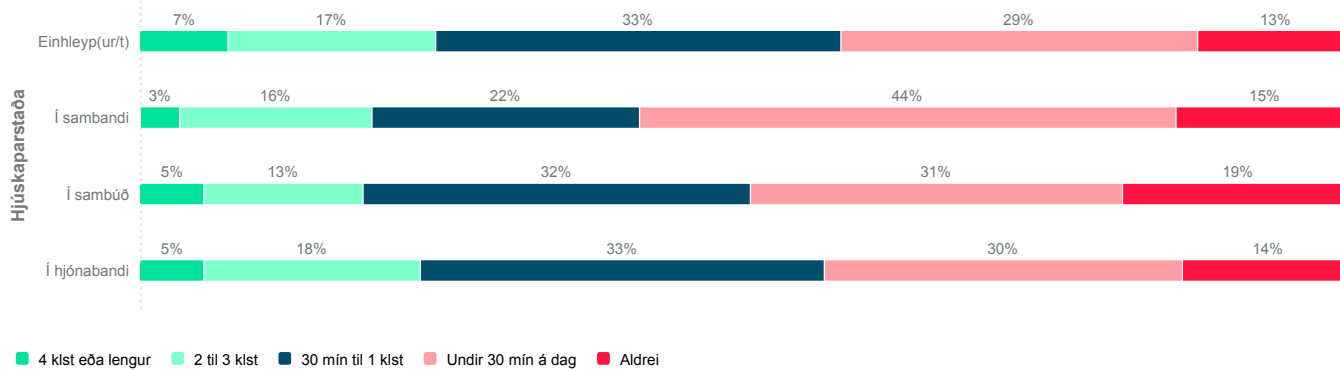
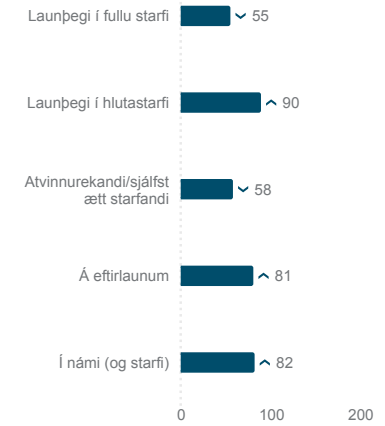
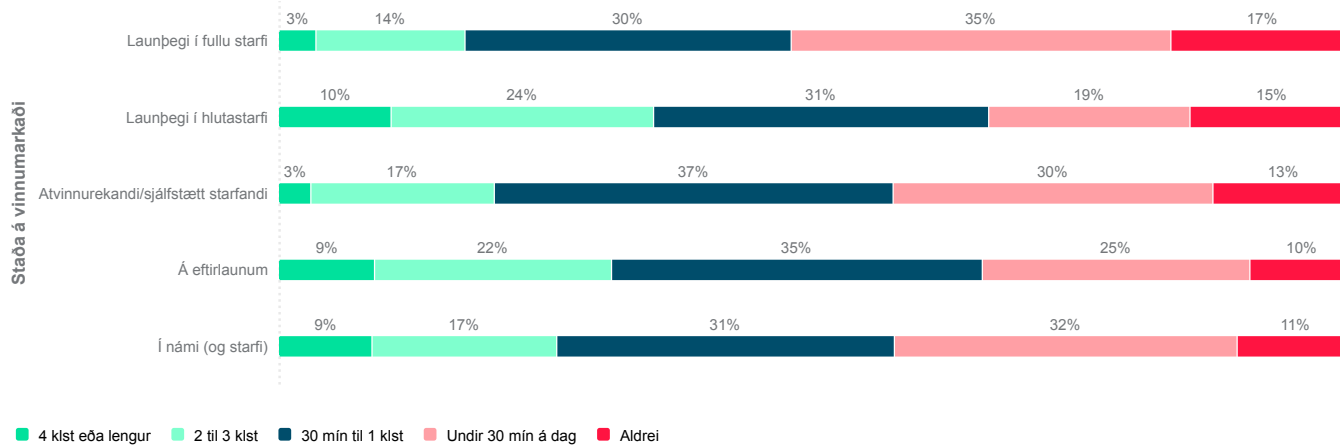


1,058

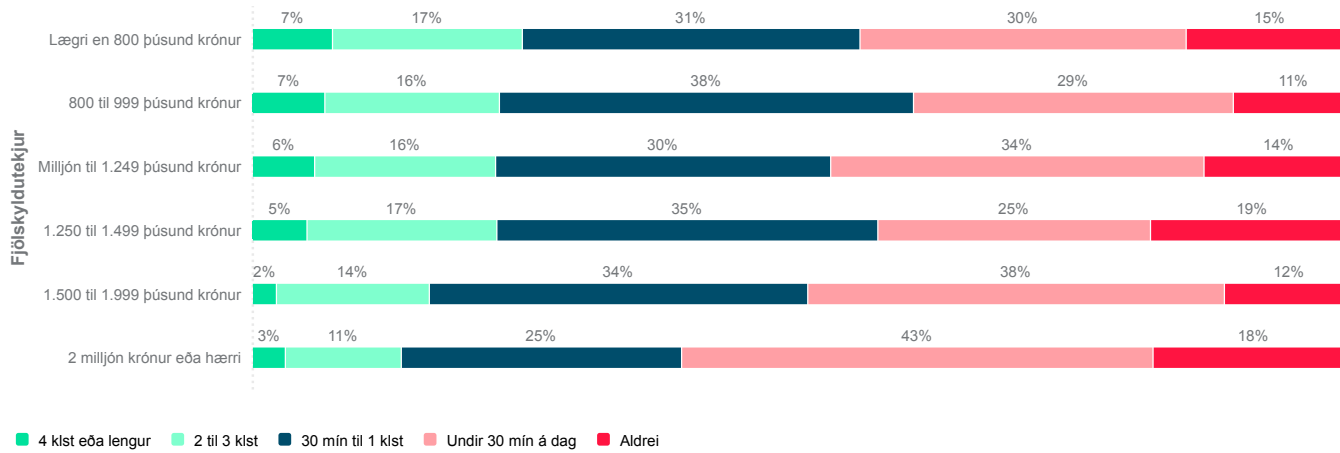


Meðaltal og marktektarpróf 1,058

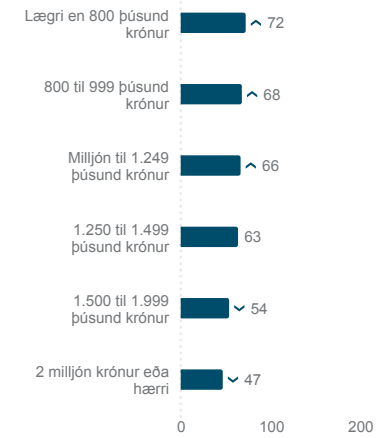




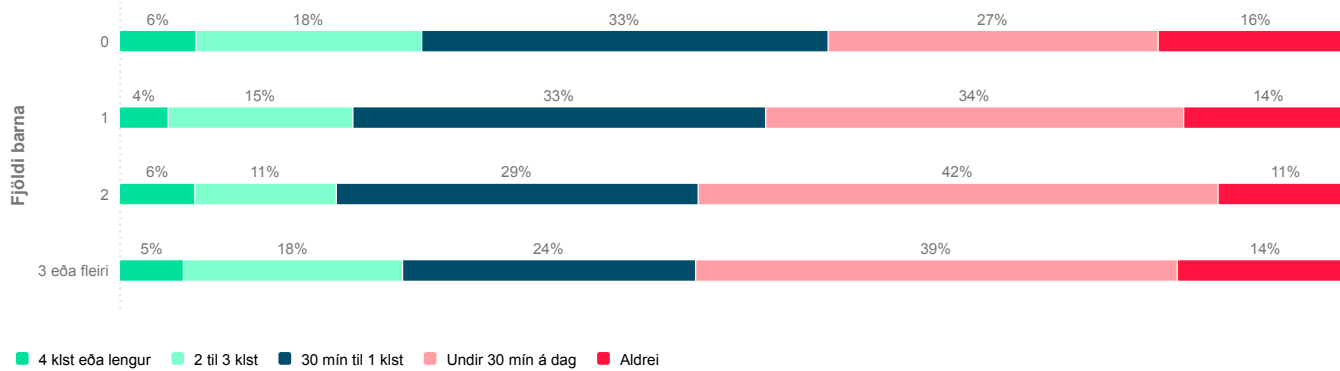
863



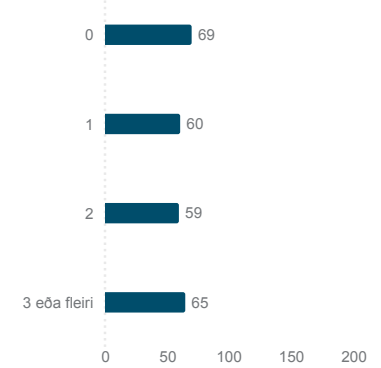
Meðaltal og marktektarpróf 863



1,079

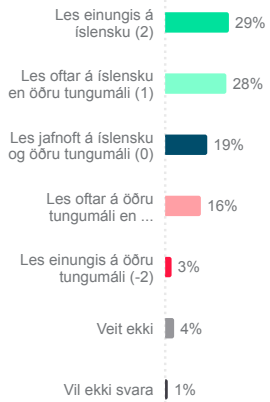


Meðaltal og marktektarpróf 1,079

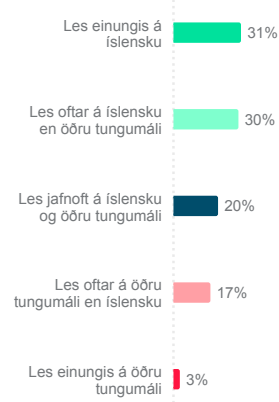


Lest þú á íslensku eða öðru tungumáli?

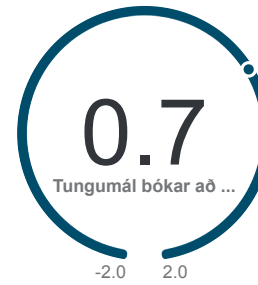
Öll svör 1,153



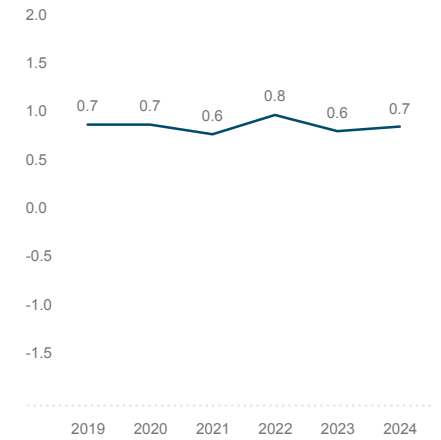
Afstaða 1,104



Meðaltal 1,104

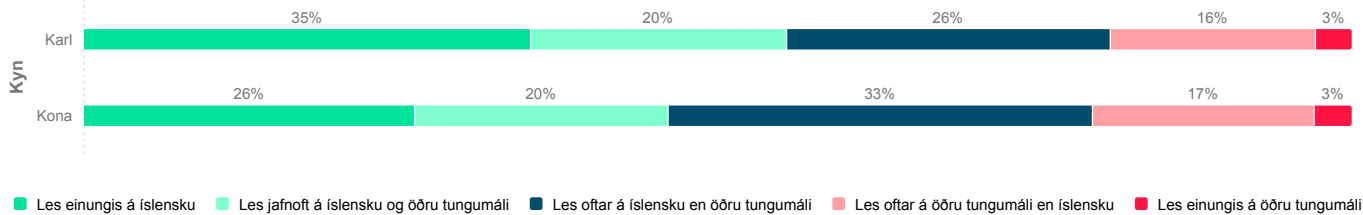


Þróun

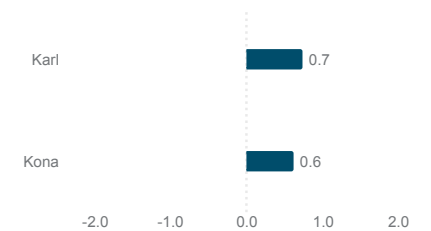


Bakgrunnsbreytur - Núverandi tímabil

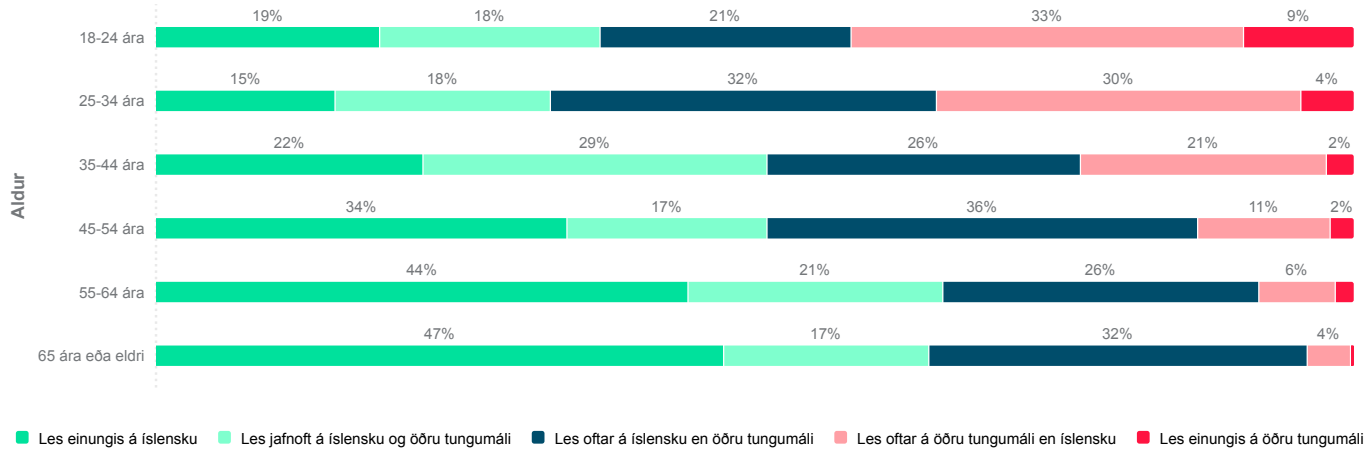
1,104



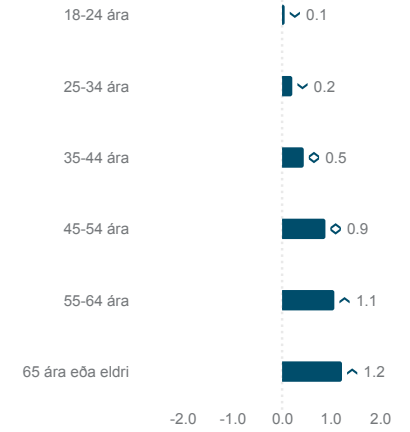
Meðaltal og marktektarpróf 1,104



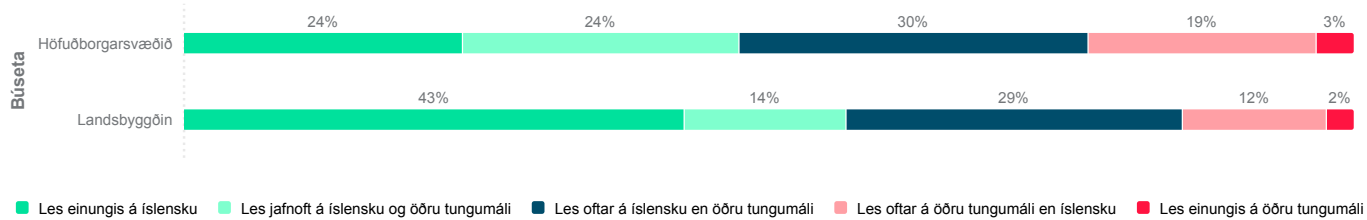
1,104



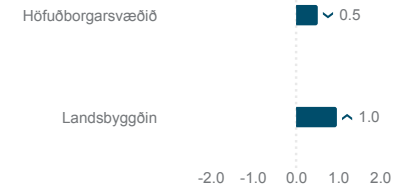
Meðaltal og marktektarpróf 1,104



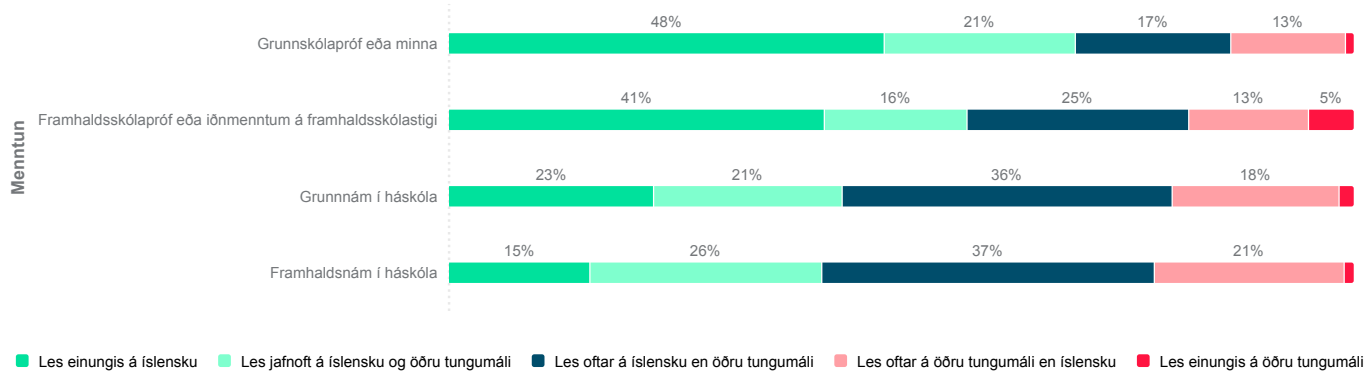
1,104



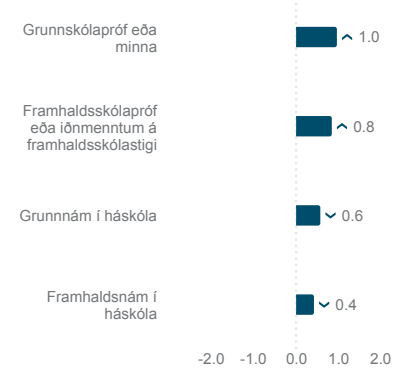
Meðaltal og marktektarpróf 1,104



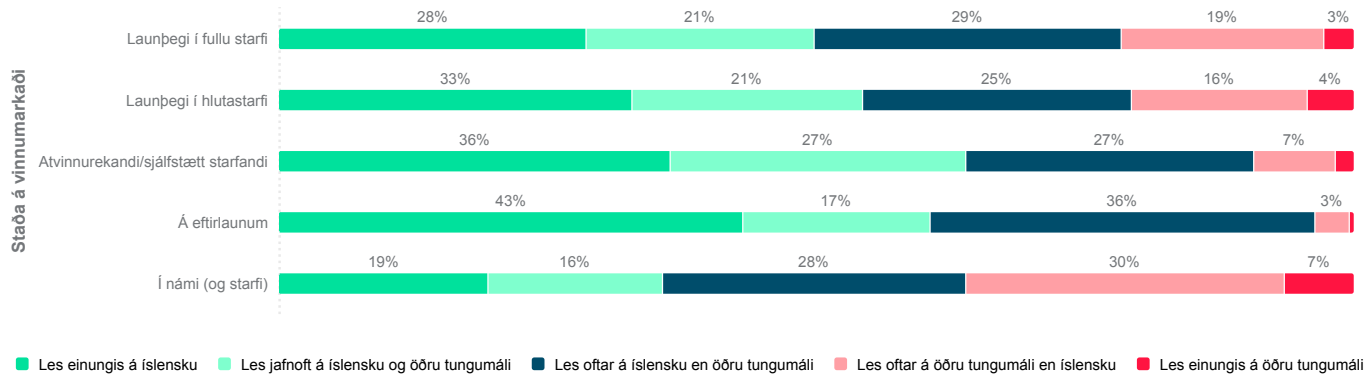
1,072



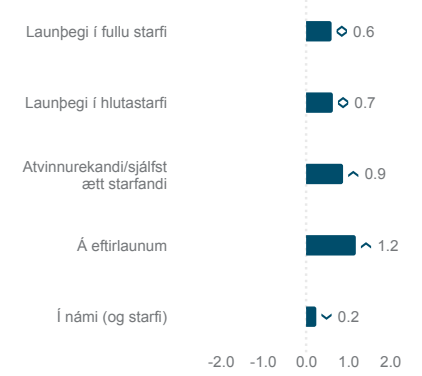
Meðaltal og marktektarpróf 1,072



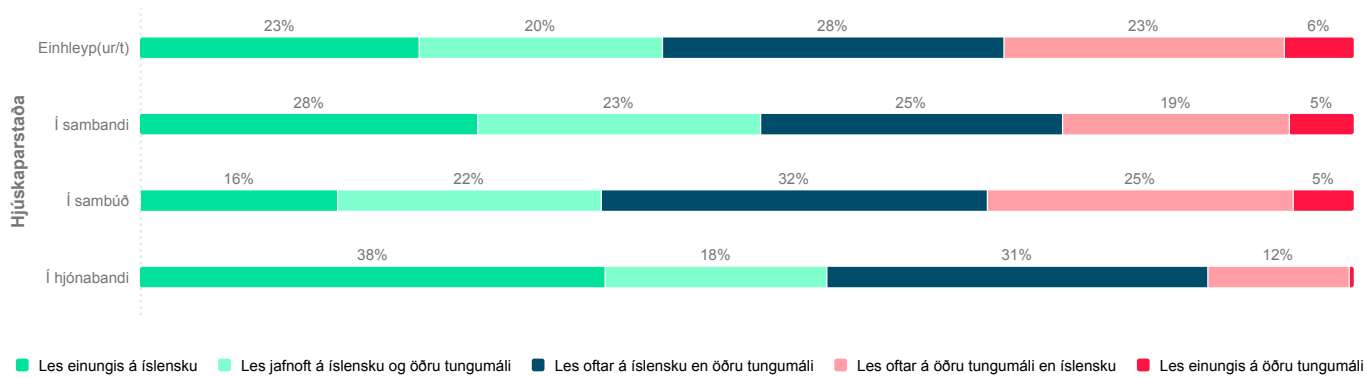
Staða á vinnumarkaði



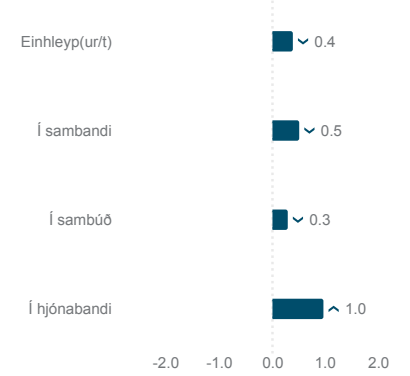
Meðaltal og marktektarpróf 963



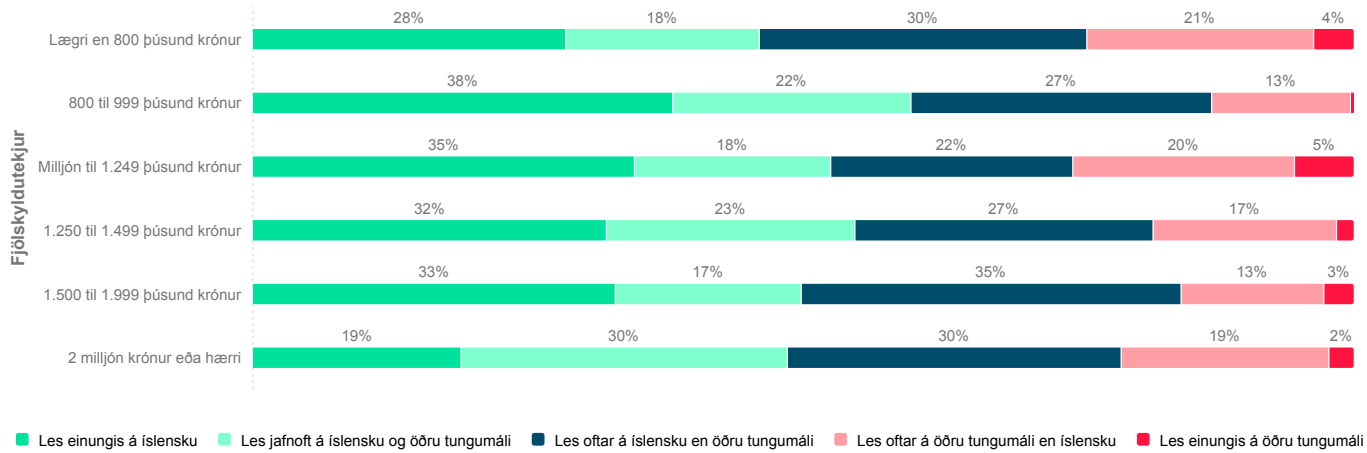
Hjúskaparstaða



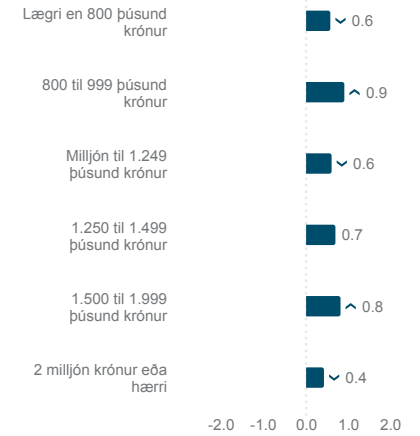
Meðaltal og marktektarpróf 1,007



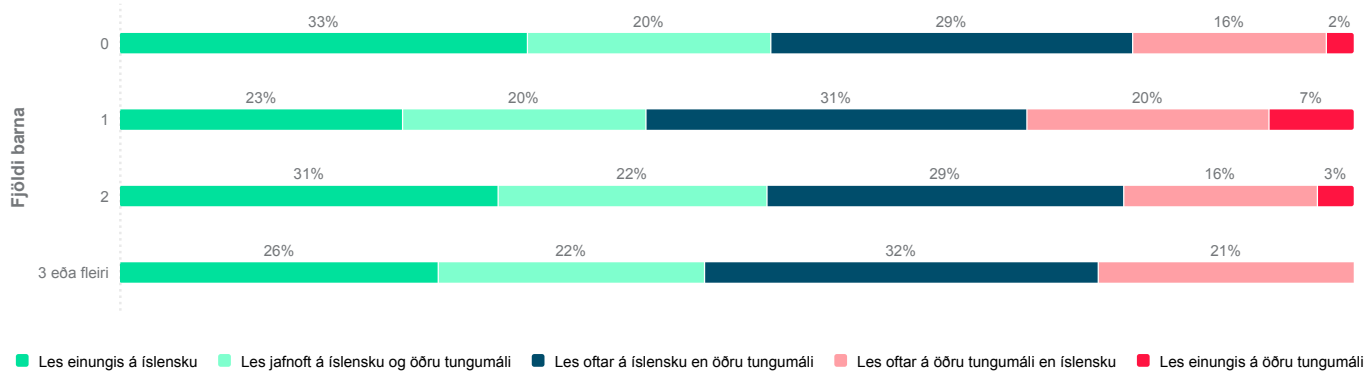
875  



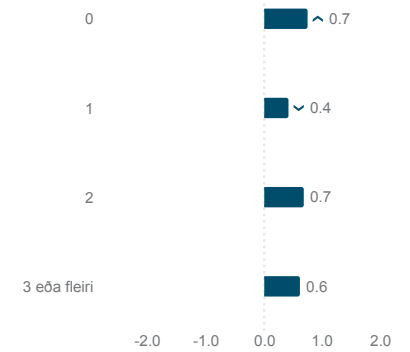
Meðaltal og marktektarpróf 875



1,093  



Meðaltal og marktektarpróf 1,093



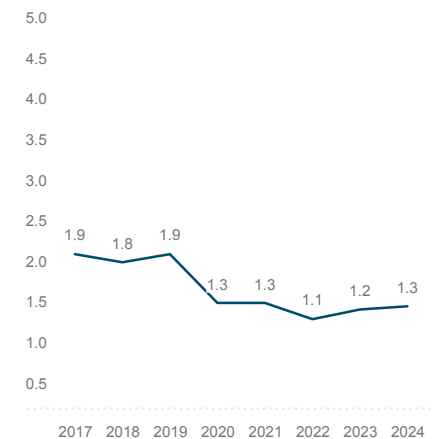
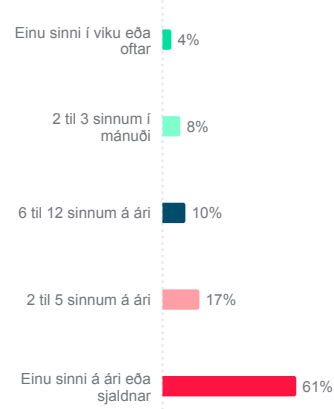
Hversu oft eða sjaldan hefur þú nýtt þér þjónustu bókasafna (heimsóknir og rafræna þjónustu) á Íslandi undanfarna 12 mánuði?

Öll svör 1,153

Afstaða 1,120

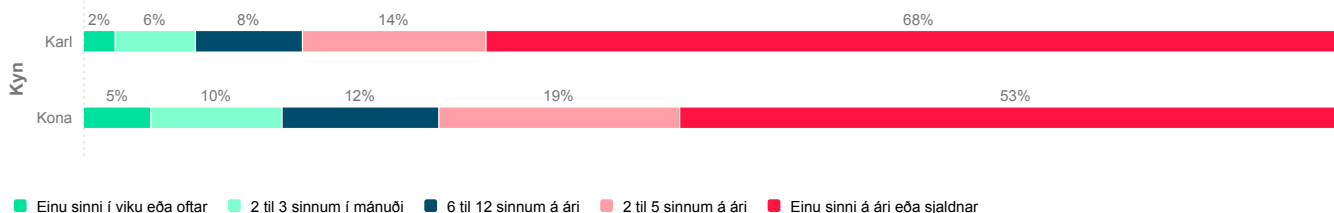
Meðaltal 1,120

Þróun

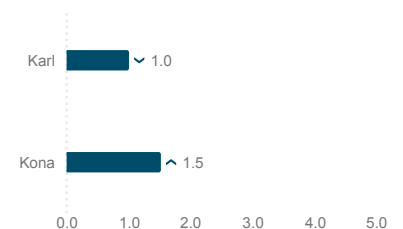


Bakgrunnsbreytur - Núverandi tímabil

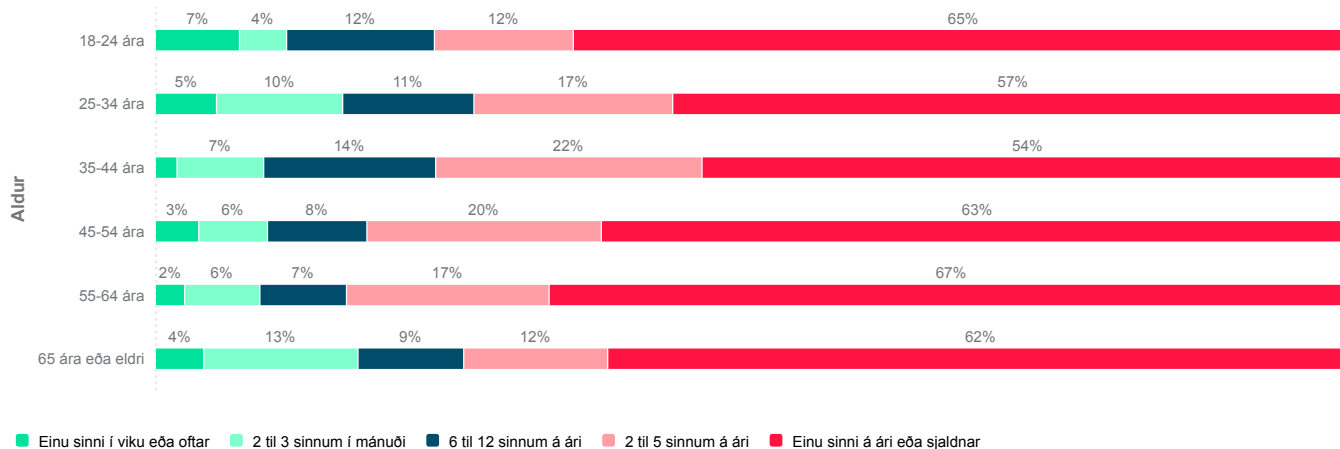
1,120



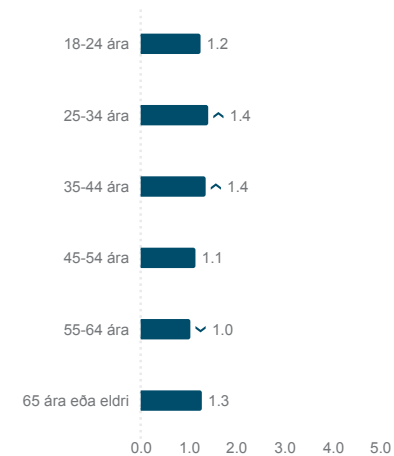
Meðaltal og marktektarpróf 1,120



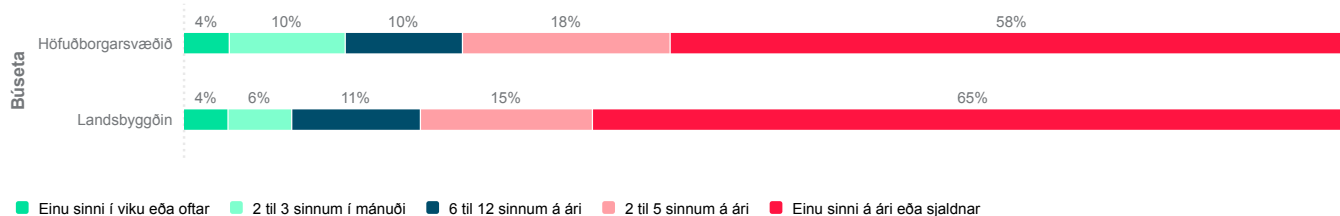
1,120



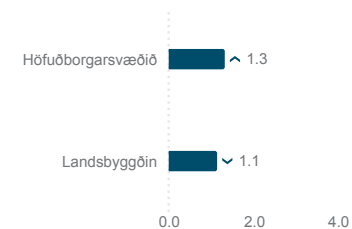
Meðaltal og marktektarpróf 1,120



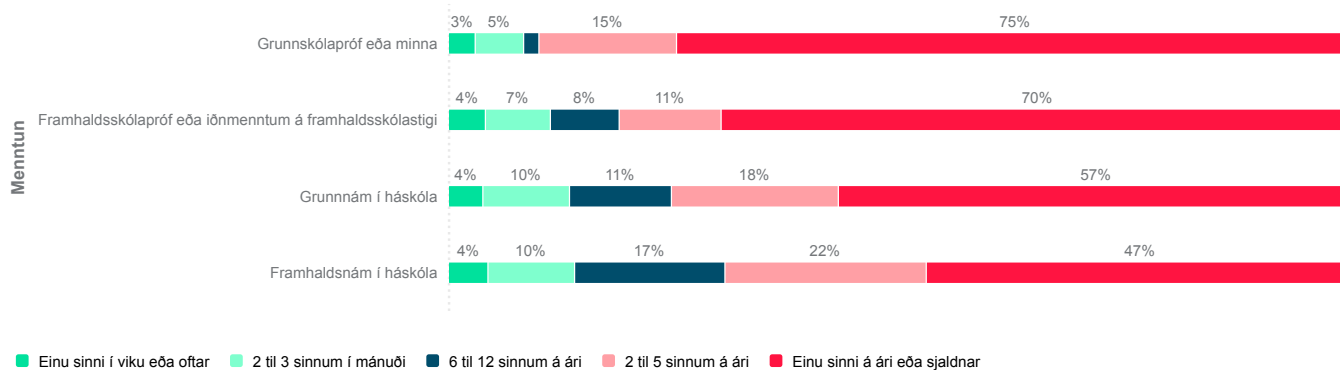
1,120



Meðaltal og marktektarpróf 1,120



1,088

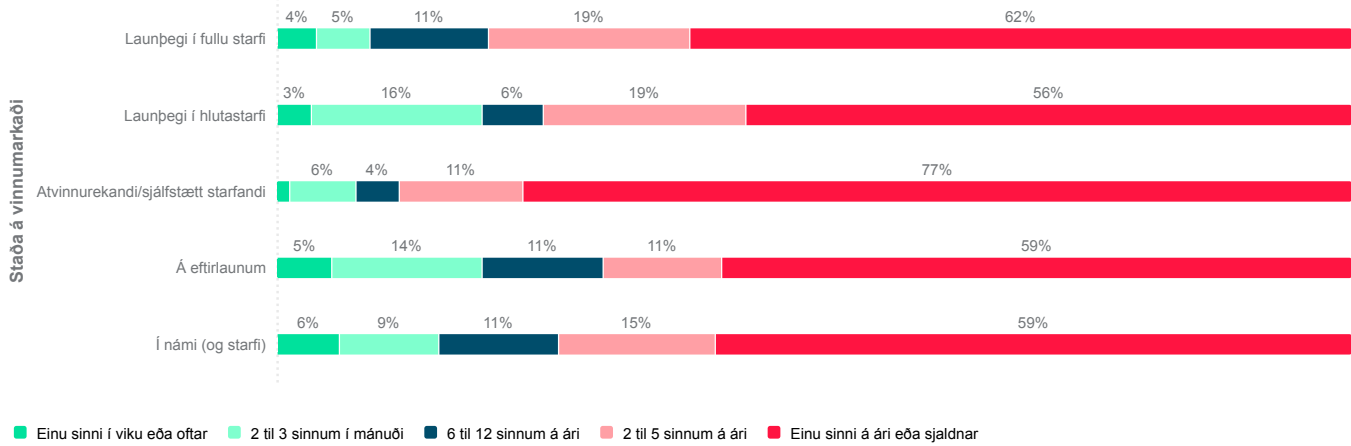


Meðaltal og marktektarpróf 1,088

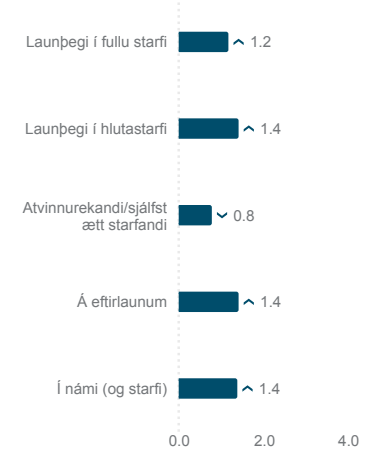


979

Staða á vinnumarkaði

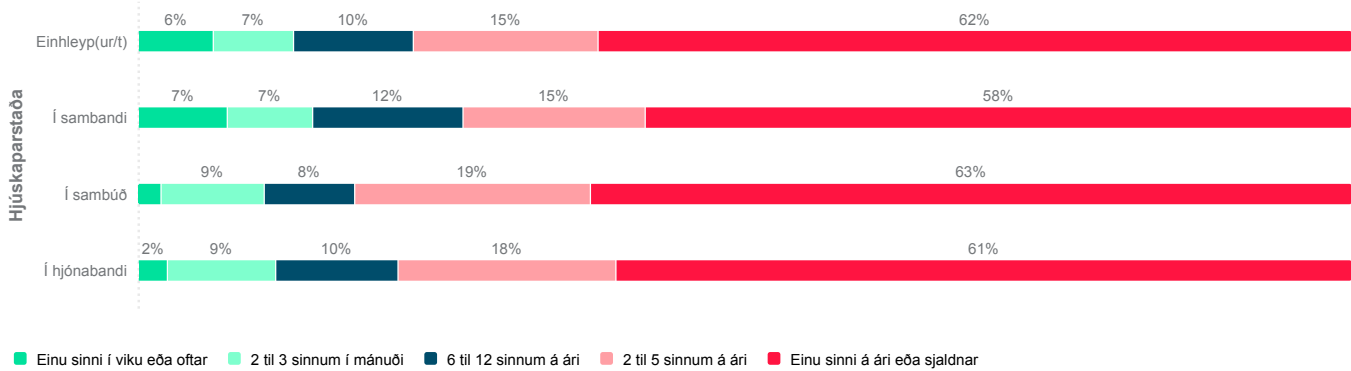


Meðaltal og marktektarpróf 979

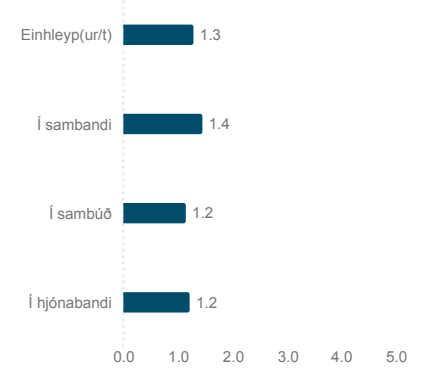


1,025

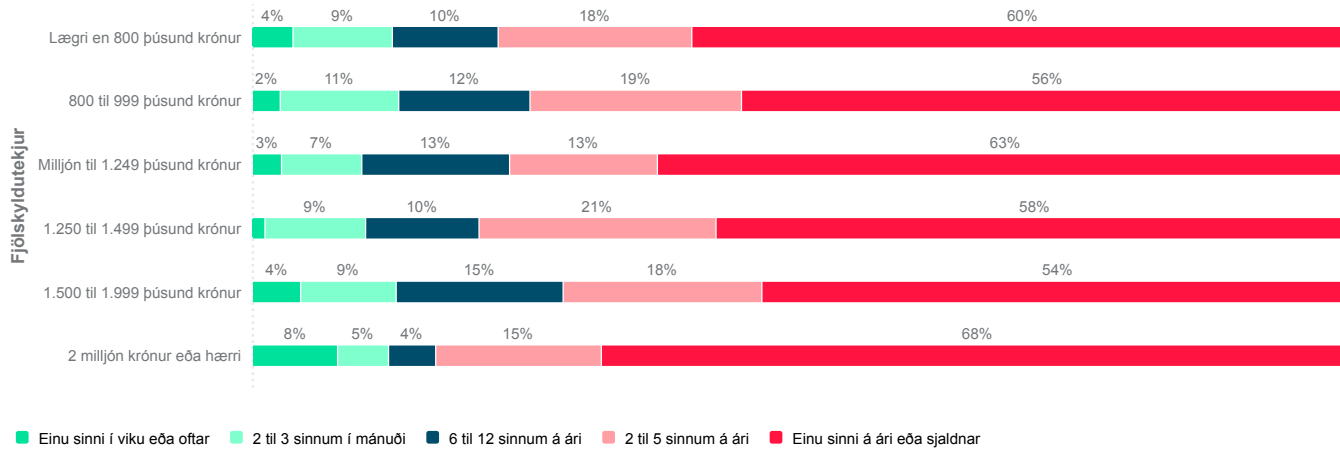
Hjúskaparstaða



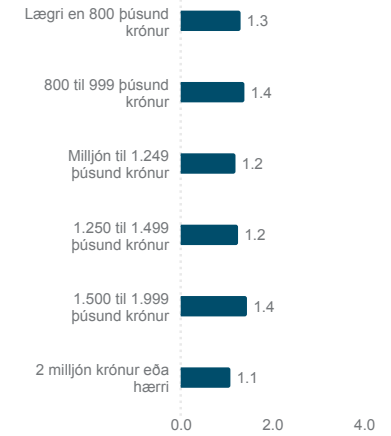
Meðaltal og marktektarpróf 1,025



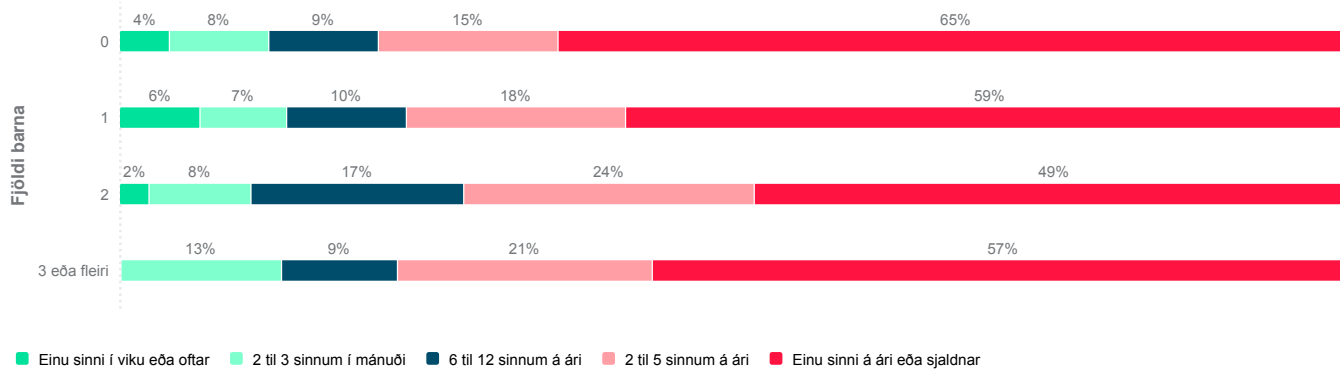
884



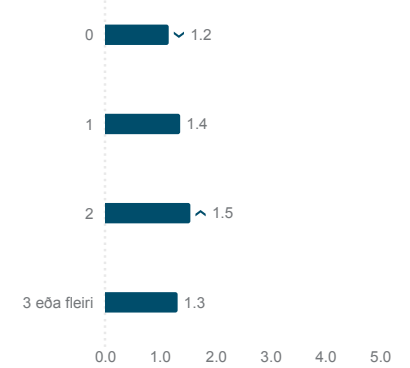
Meðaltal og marktektarpróf 884



1,107



Meðaltal og marktektarpróf 1,107



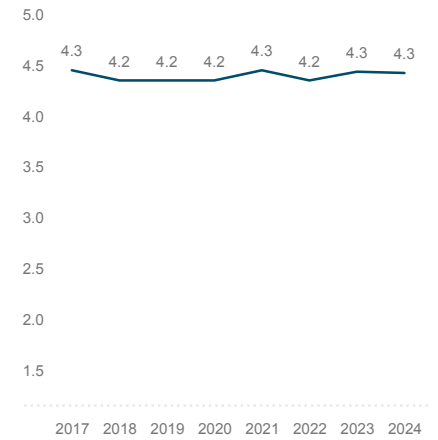
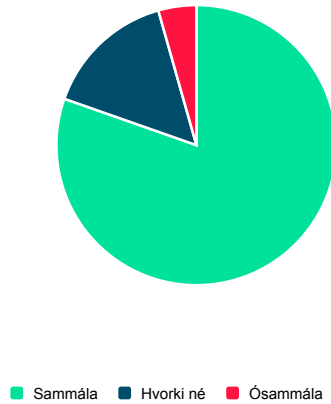
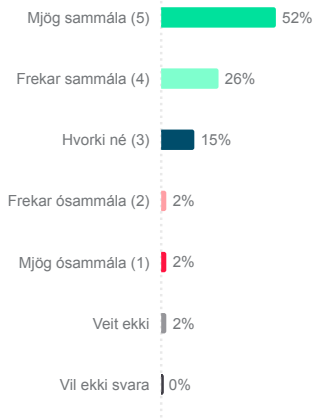
Hversu sammála eða ósammála ert þú eftirfarandi fullyrðingu?
„Það er mikilvægt að þýða nýjar erlendar bækur á íslensku.“

Öll svör 1,153

Afstaða 1,121

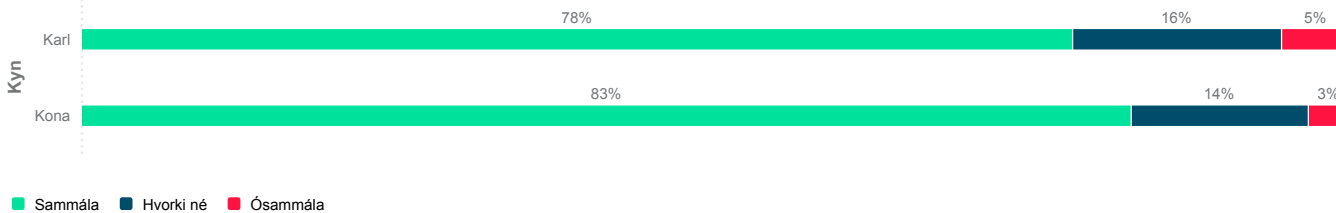
Meðaltal 1,121

Þróun

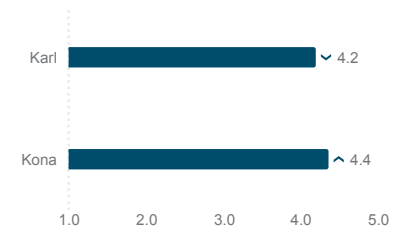


Bakgrunnsbreytur - Núverandi tímabil

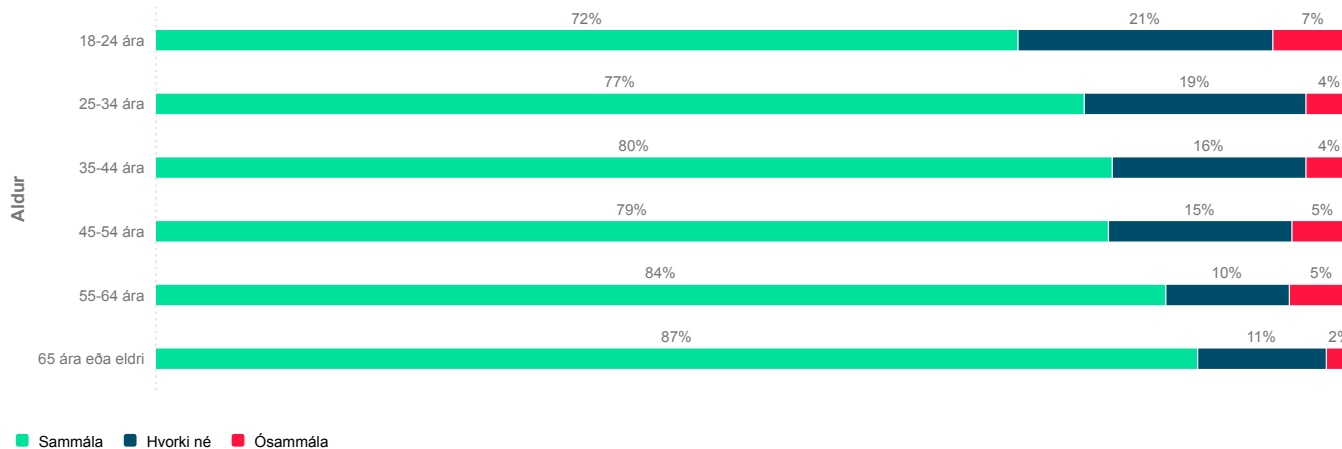
1,121



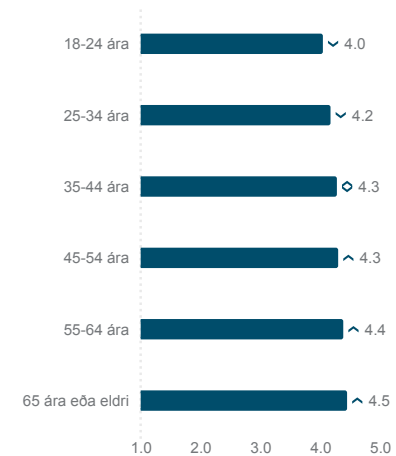
Meðaltal og marktektarpróf 1,121



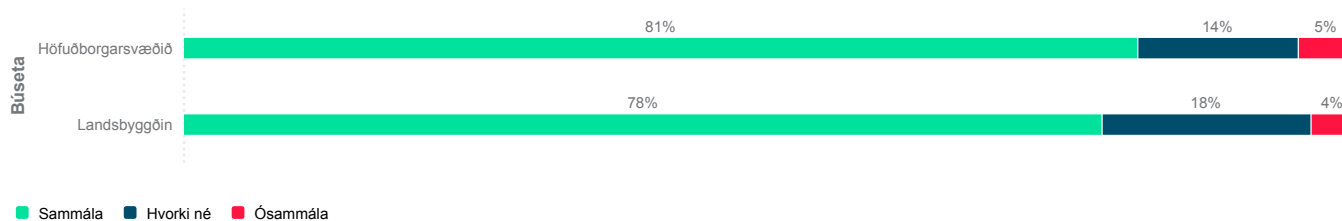
1,121



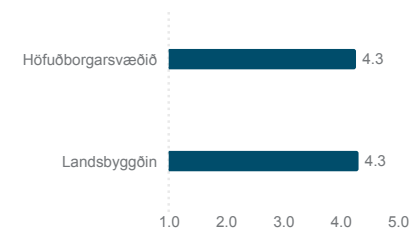
Meðaltal og marktektarpróf 1,121



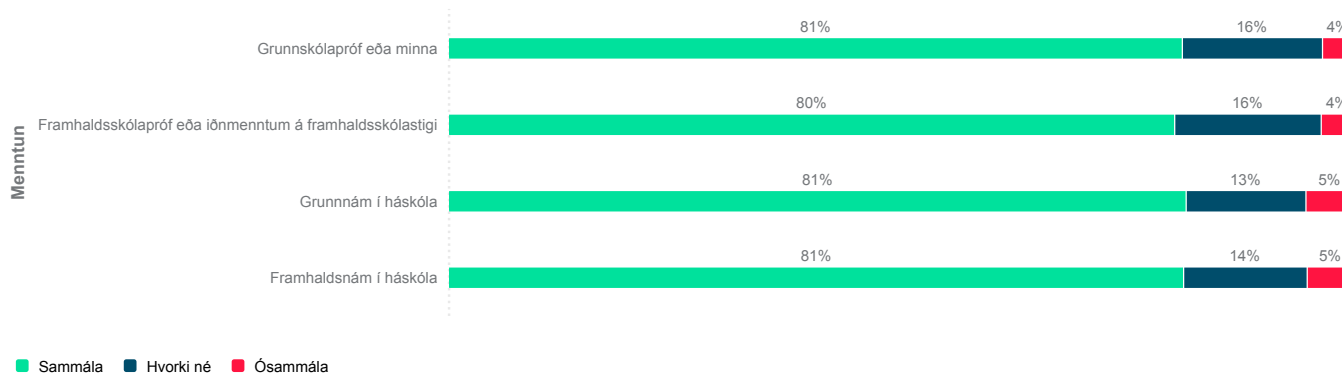
1,121



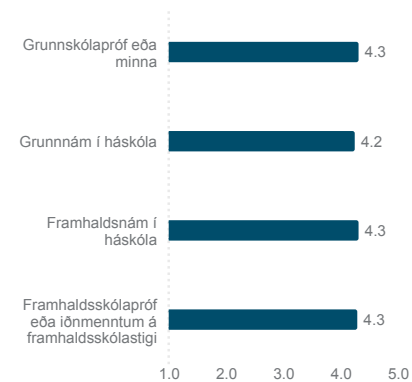
Meðaltal og marktektarpróf 1,121



1,089



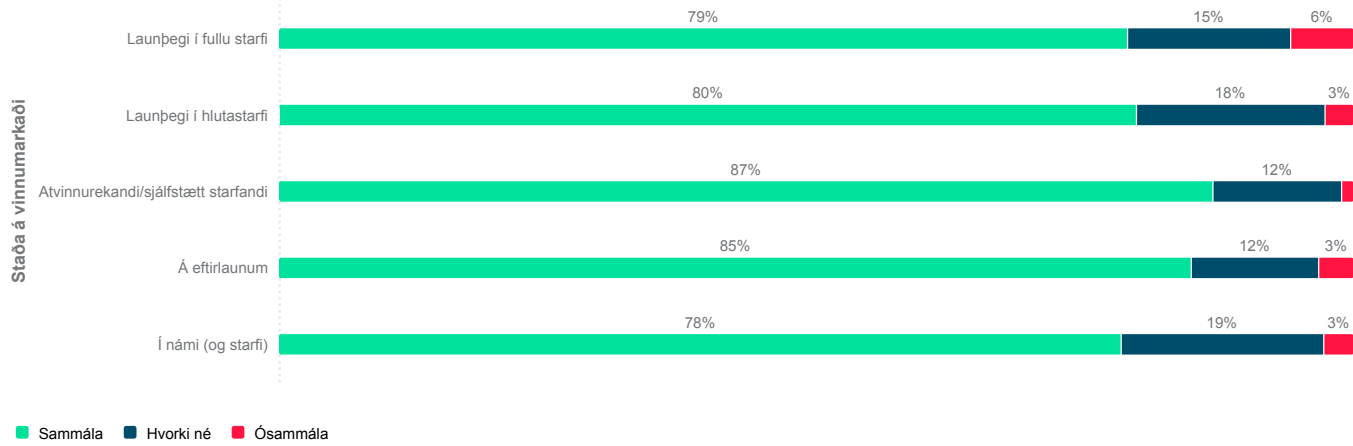
Meðaltal og marktektarpróf 1,089



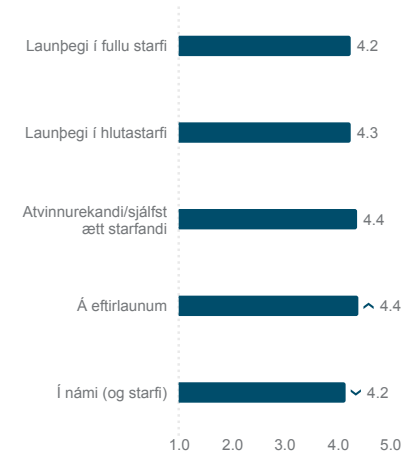
984



Staða á vinnumarkaði



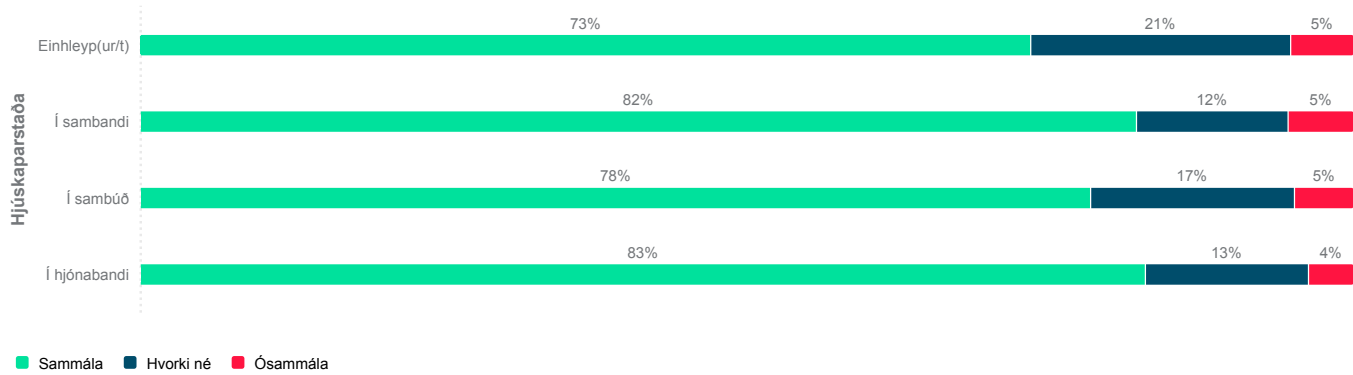
Meðaltal og marktektarpróf 984



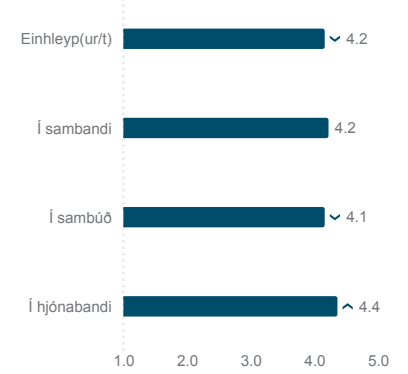
1,027



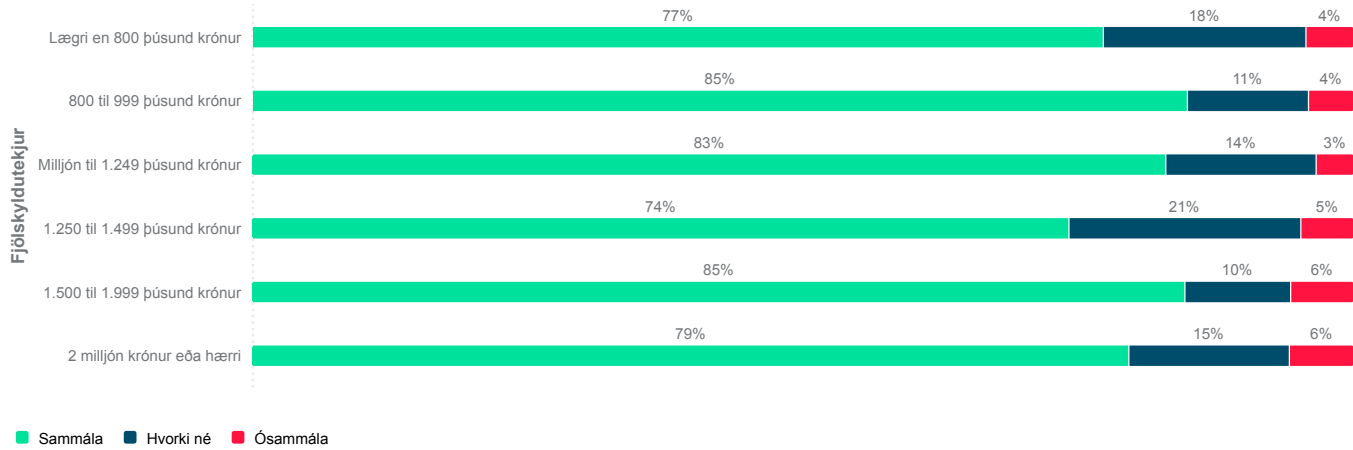
Hjúskaparstaða



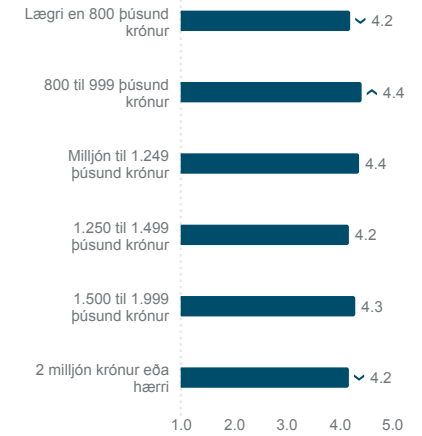
Meðaltal og marktektarpróf 1,027



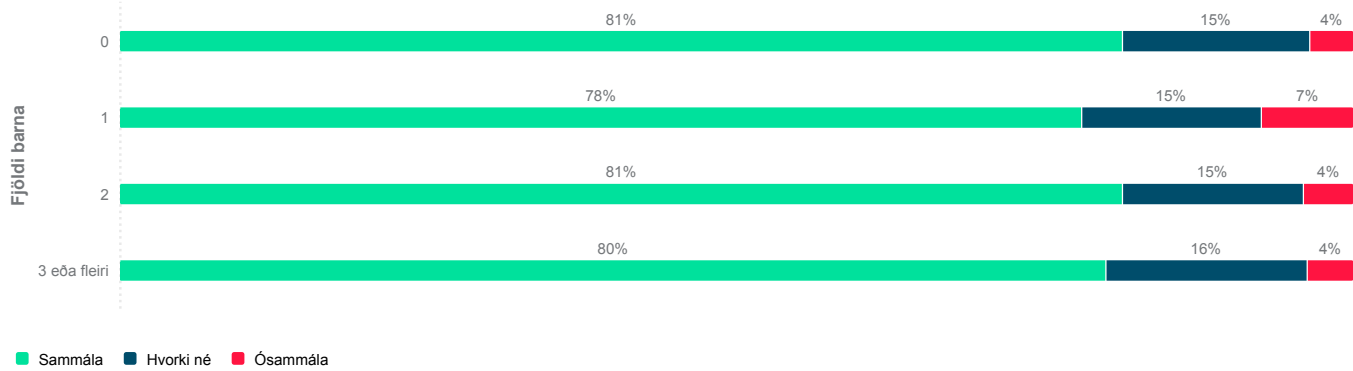
889



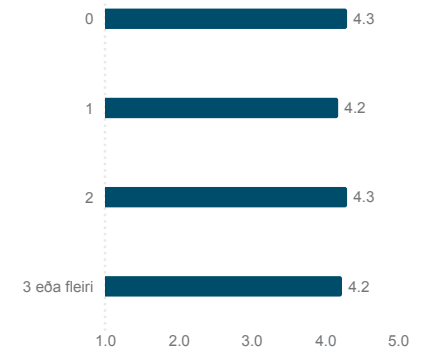
Meðaltal og marktektarpróf 889



1,110



Meðaltal og marktektarpróf 1,110

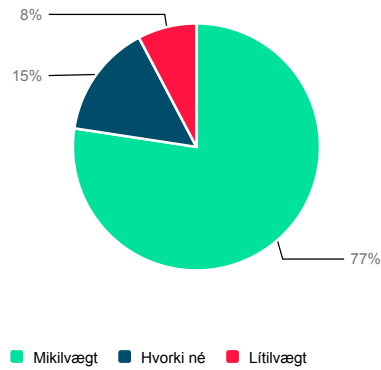


Hversu mikilvægt eða lítilvægt finnst þér að íslenskar bókmenntir hafi aðgang að opinberum stuðningi?

Öll svör 1,153



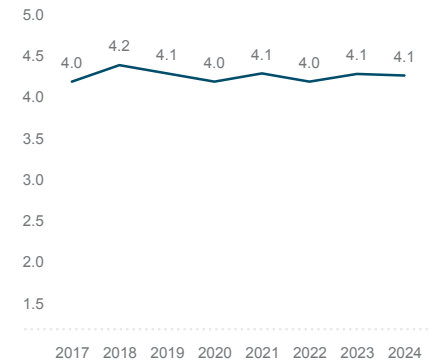
Afstaða 1,075



Meðaltal 1,075

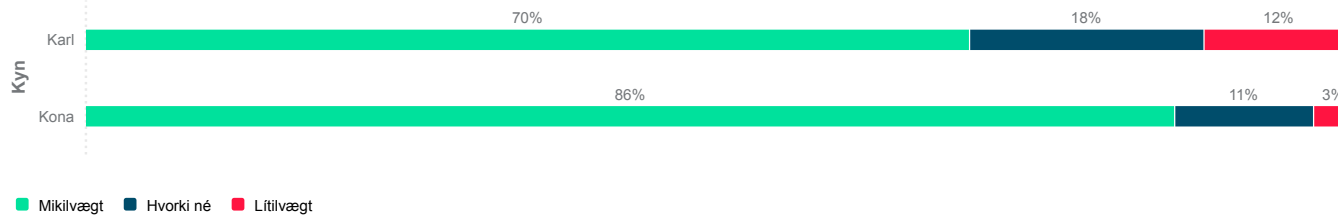


Þróun

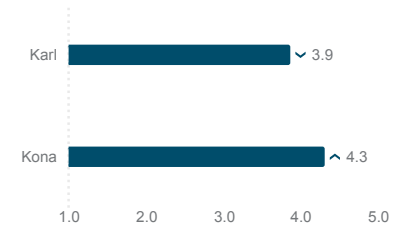


Bakgrunnsbreytur - Núverandi tímabil

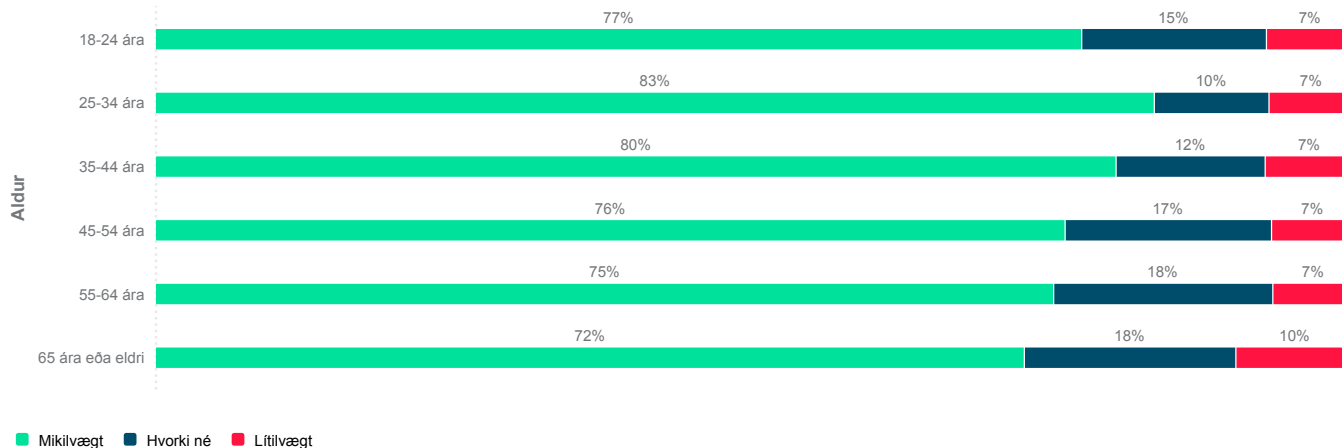
1,075



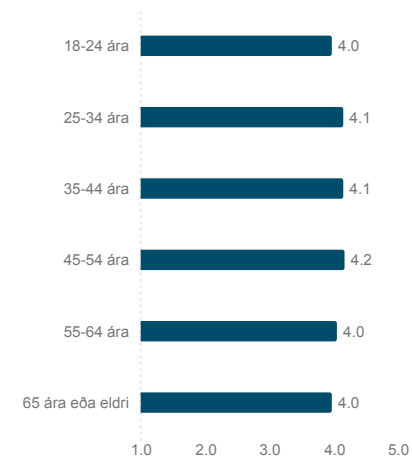
Meðaltal og marktektarpróf 1,075



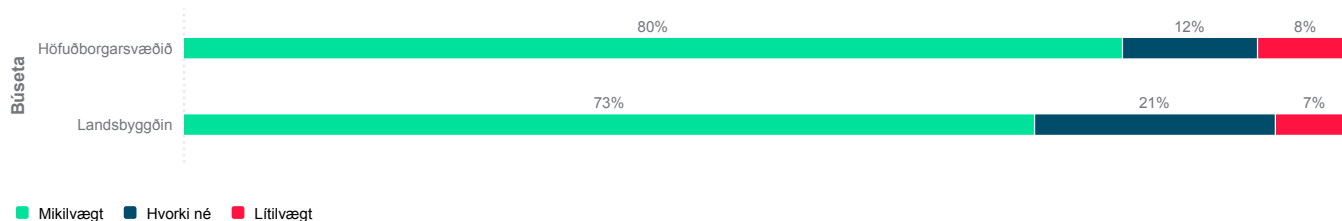
1,075



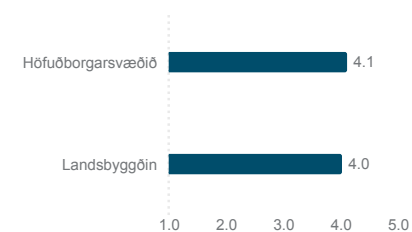
Meðaltal og marktektarpróf 1,075



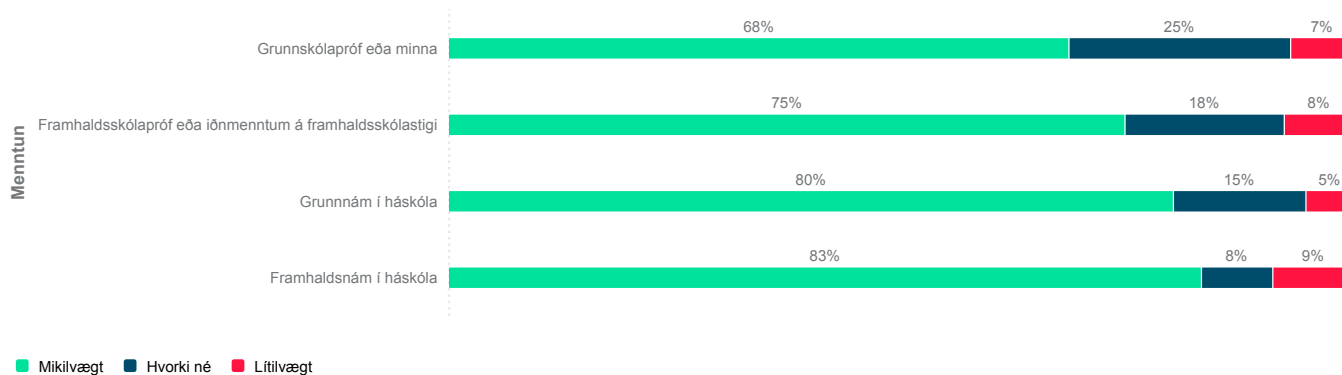
1,075



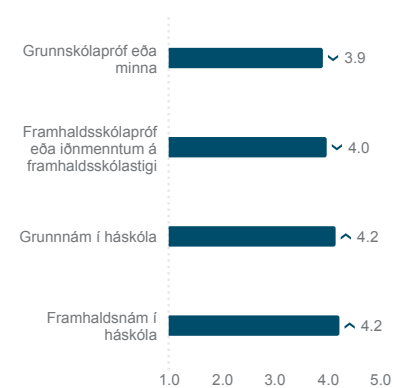
Meðaltal og marktektarpróf 1,075



1,045



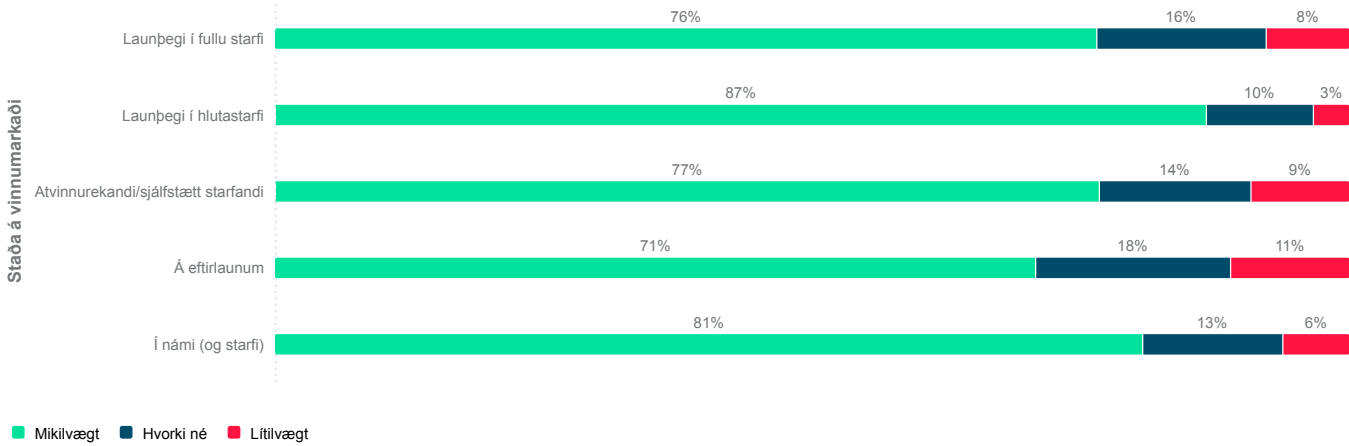
Meðaltal og marktektarpróf 1,045



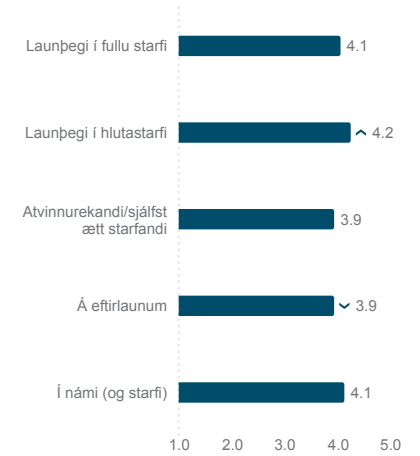
945



Staða á vinnumarkaði



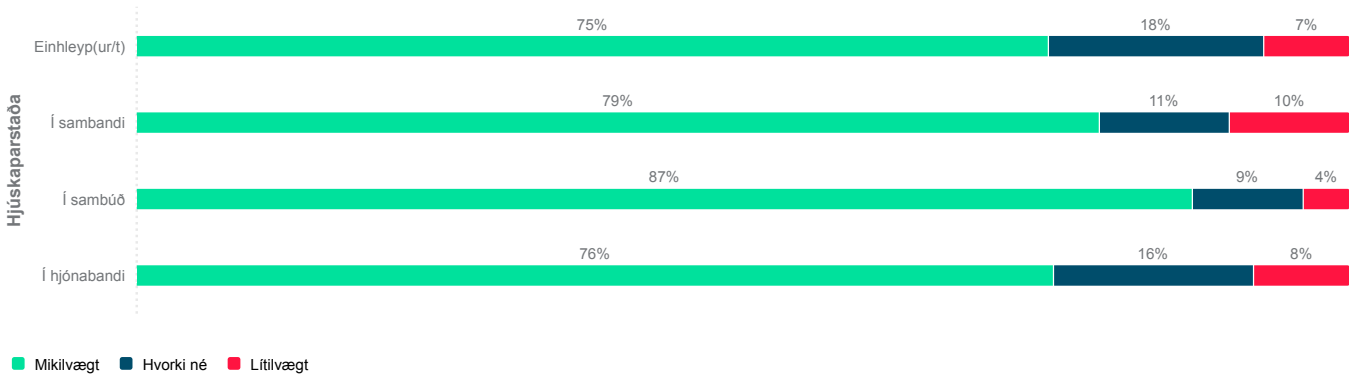
Meðaltal og marktektarpróf 945



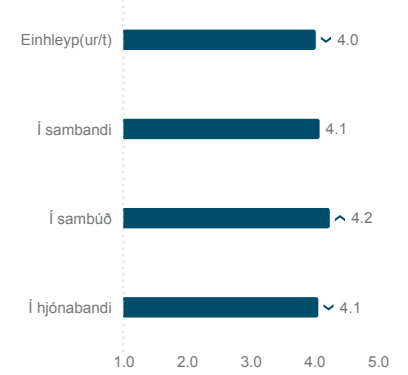
983



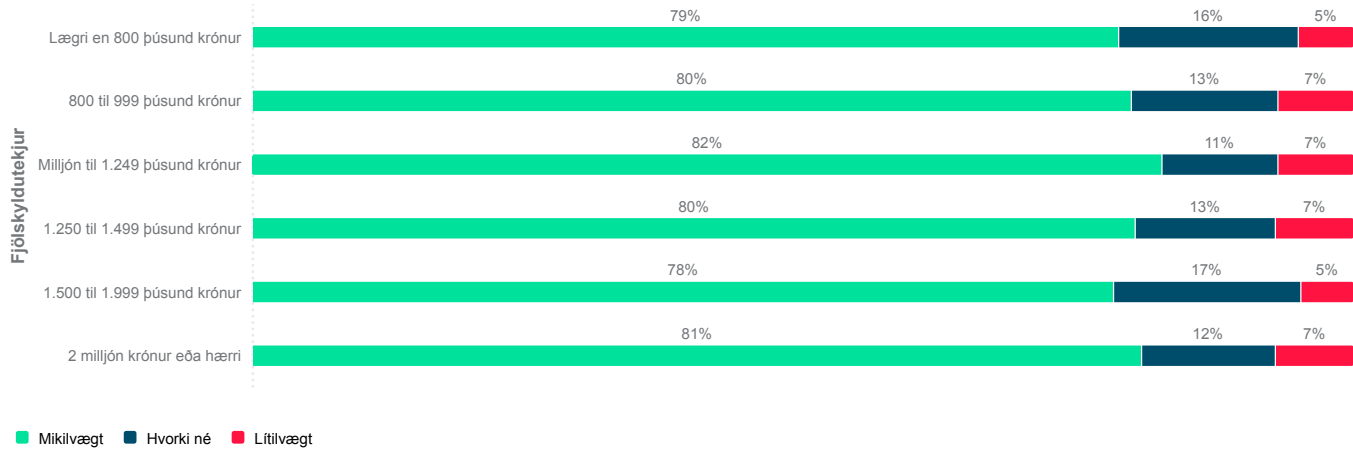
Hjúskaparstaða



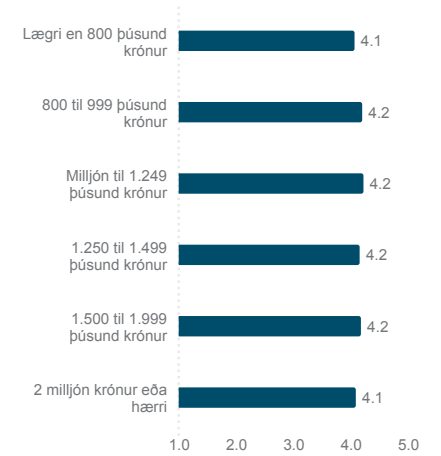
Meðaltal og marktektarpróf 983



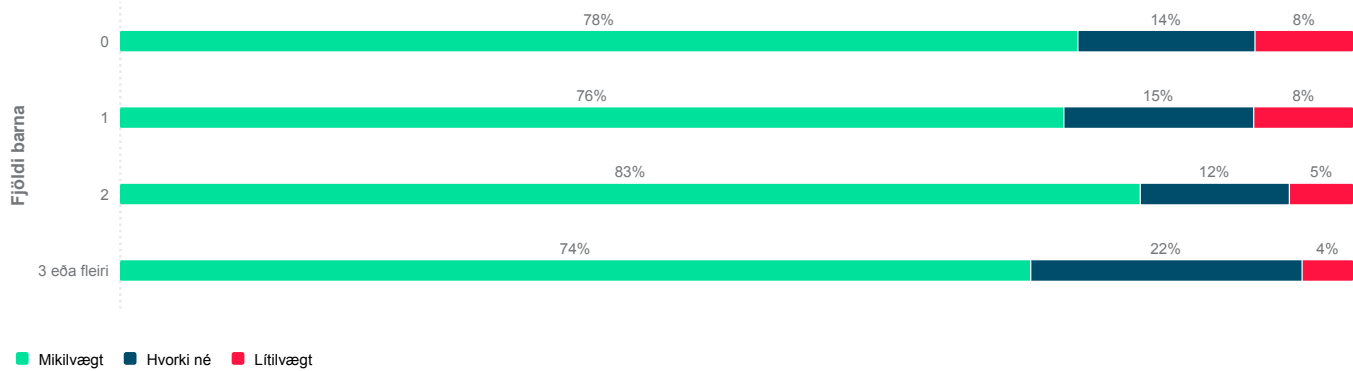
859



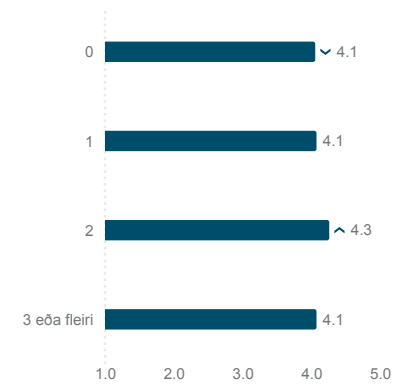
Meðaltal og marktektarpróf 859



1,064



Meðaltal og marktektarpróf 1,064



Hvar færð þú helst hugmyndir að lesefni?

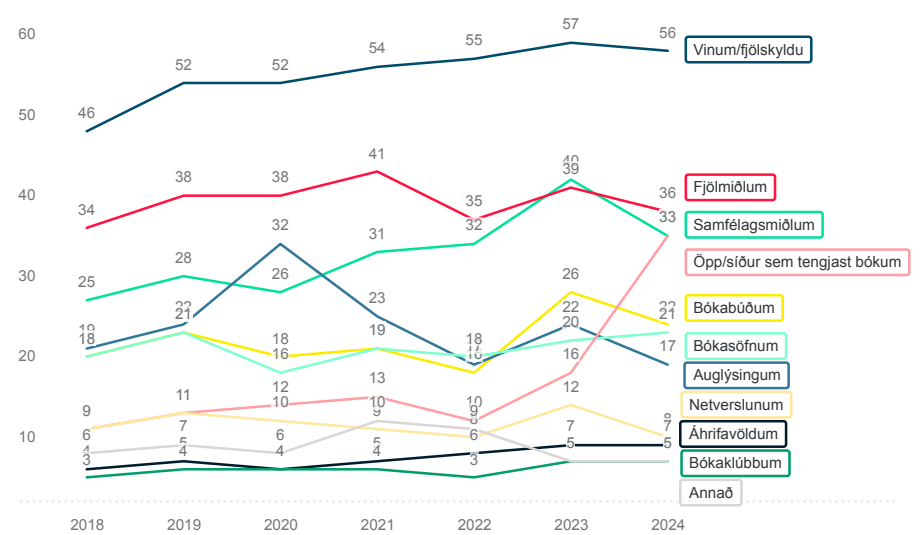
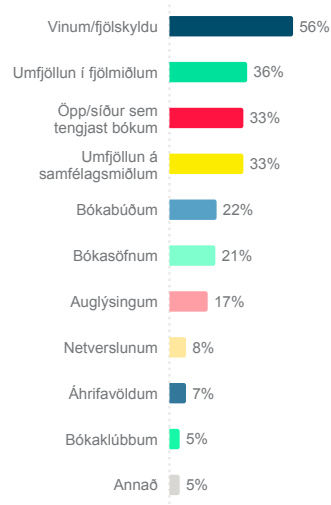
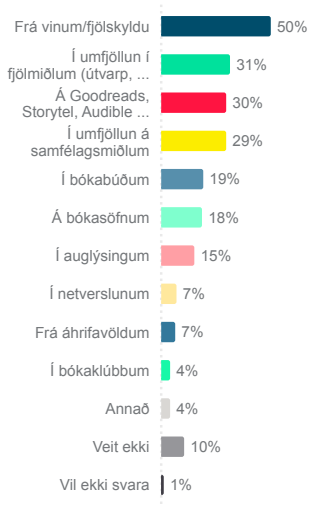
Vinsamlegast hakaðu við 1 til 4 valmöguleika.

Ath að valmöguleikinn: Á Goodreads eða öðrum sambærilegum öppum sem tengjast bókum var uppfærður í: Á Goodreads, Storytel, Audible eða öðrum sambærilegum öppum/síðum sem tengjast bókum. - Upplýsingar til að hafa hliðsjónar við skoðun á þróunarmynd.

Öll svör 1,153

Afstaða 1,033

Þróun %



Annað, þá hvað? 40

Á upphaldshöfunda sem ég fylgist með

Les ekki bækur

leita mér upplýsinga

ég les ekki bækur

les bara barnabækur með krakkanum sem hann fær í skólanum

Les ekki

Les bara ákveðna höfunda

Les aldrei bækur

Ég les ekki bækur

Bókaflóð bæklingur sem kemur fyrir jólin

Leita sjálfur

Grams á netinu

fylgist með ákveðnum höfundum og tengslum þeirra við fleiri höfunda

Ég les ekki

Bókahillu

les ekki

Leita sjálf

Kennurum

Leita uppi í tengslum við áhugafni

Skóli

Í skiptibókakössum

Frá skólanum

Les ákveðna höfunda

Háskólanum

Leita uppi á netinu

Les bara barnabækurnar sem eru til heima

Í Kiljunni

Leita eftir bókum sem samrímast mínu áhugamáli

Nytjamaðmi Hertex

les ekki

á netinum frítt

Hlaðvörpum

Frá sjálfri mér

À bókafninu

Skólanum

á skiptibókaasafni í vinnunni

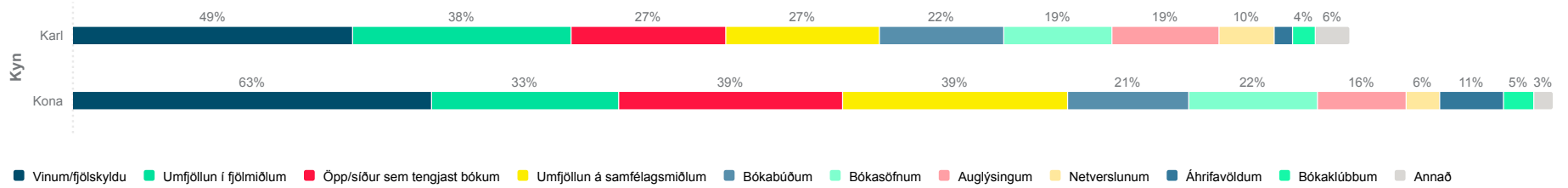
Bækur sem mér eru gefnar

Hvergi, hata að lesa.

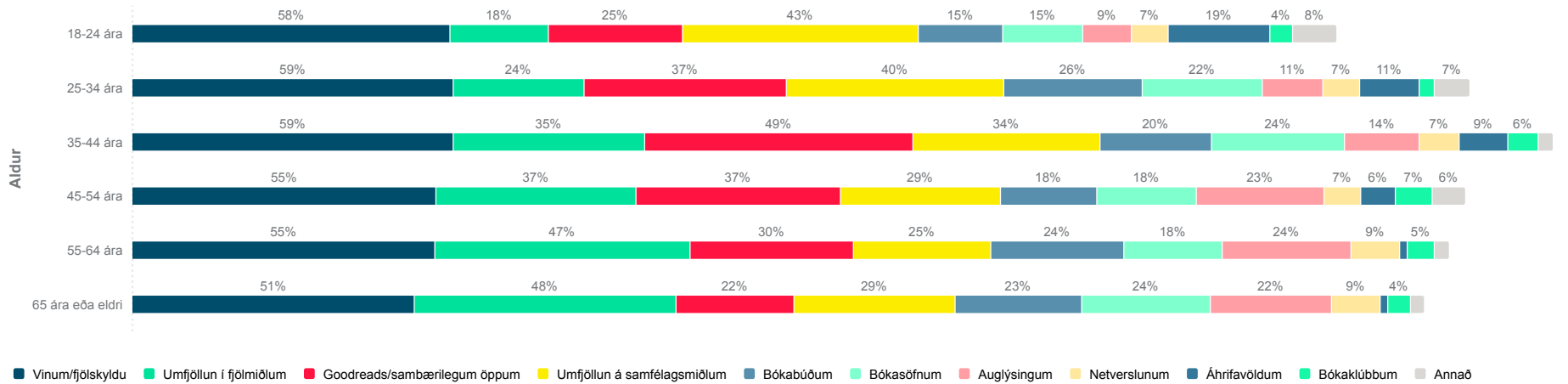
Það sem drengurinn segir mér að lesa fyrir sig

Bakgrunnsbreytur - Núverandi tímabil

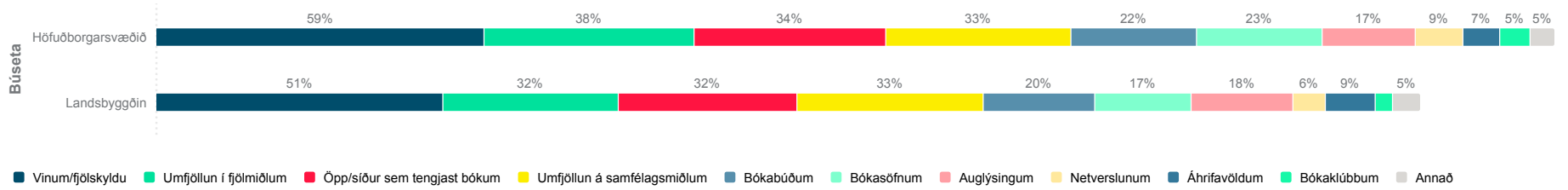
1,033



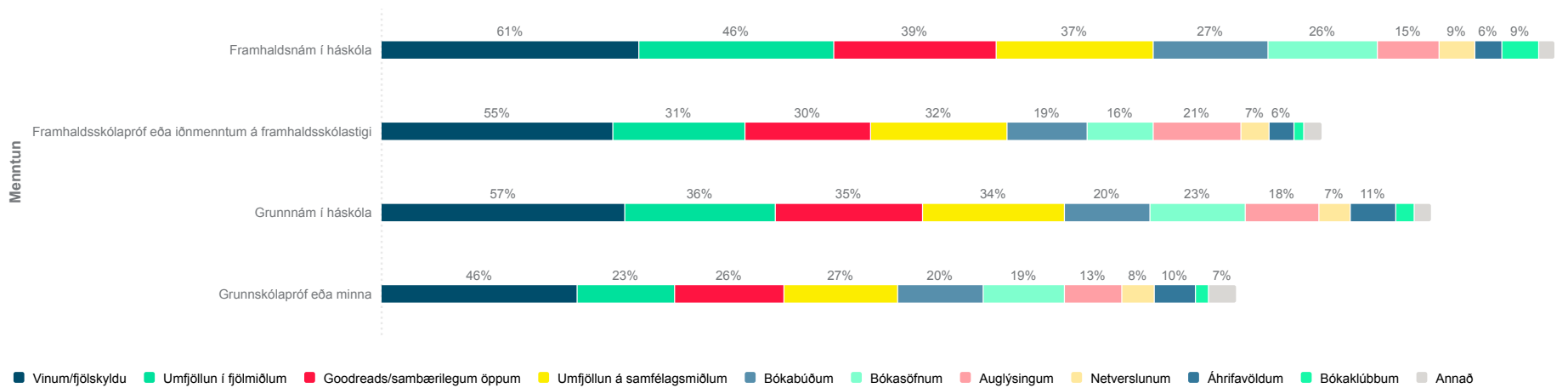
1,033



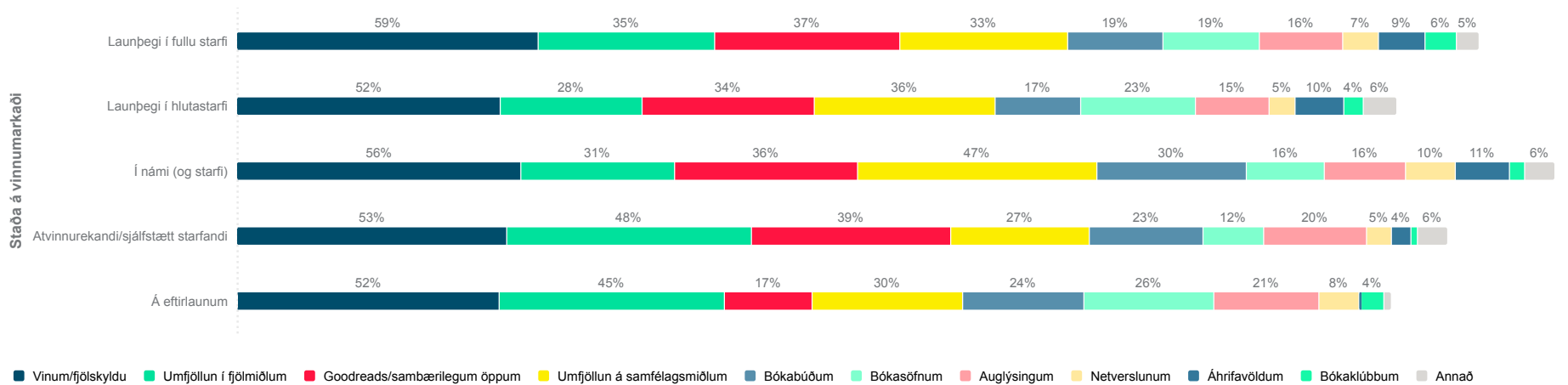
1,033

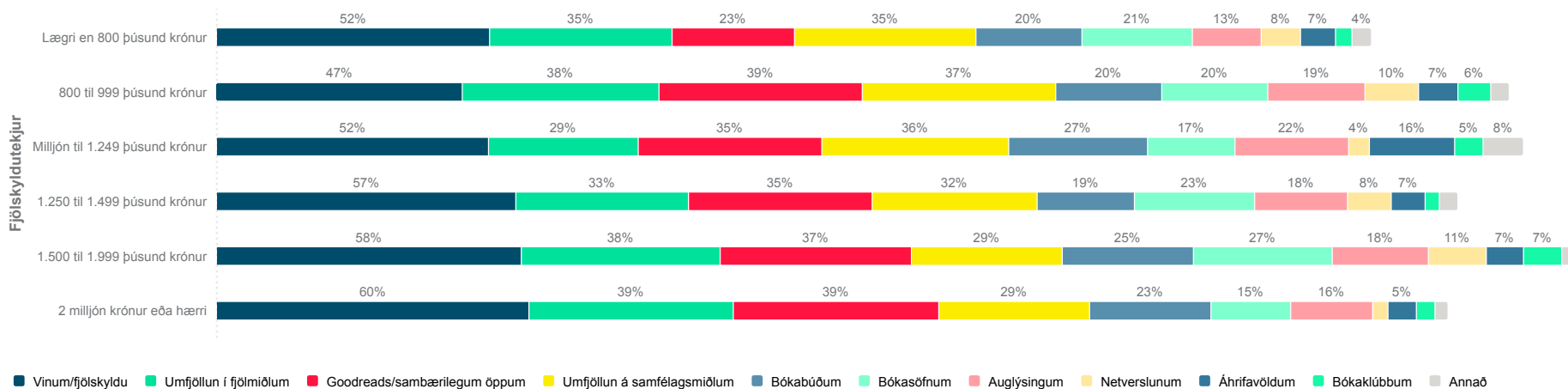
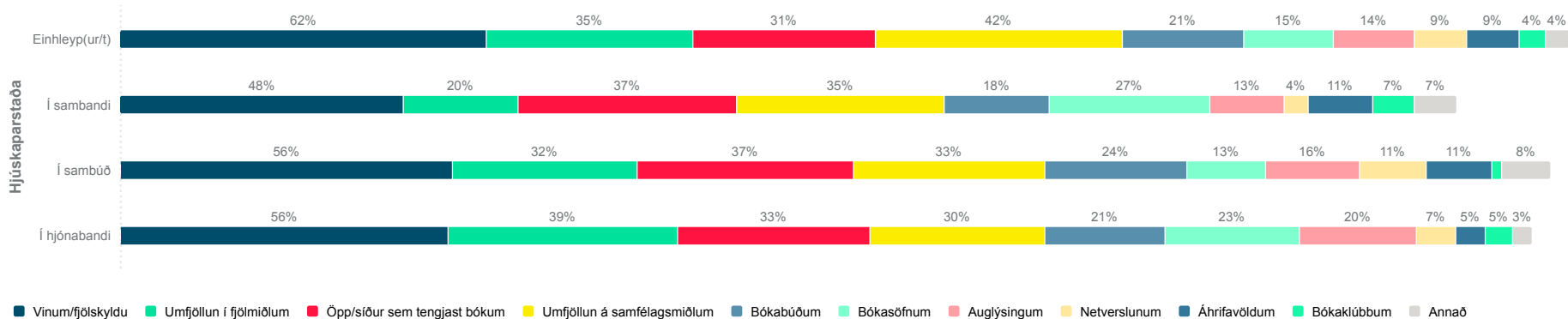


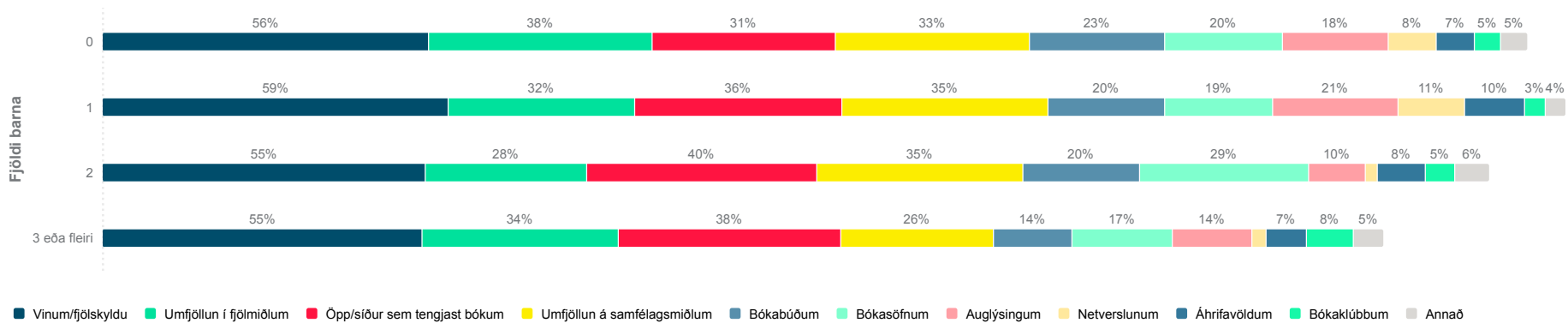
1,002



902

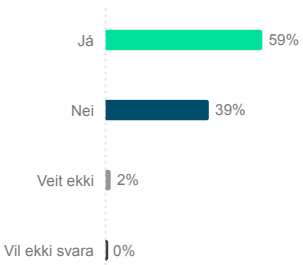




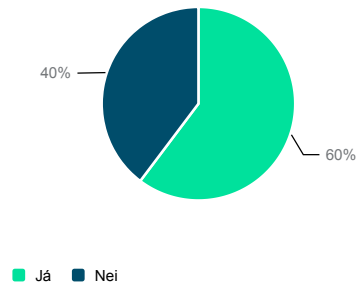


Hefur þú gefið einhverjum bók/bækur á síðastliðnum 12 mánuðum?

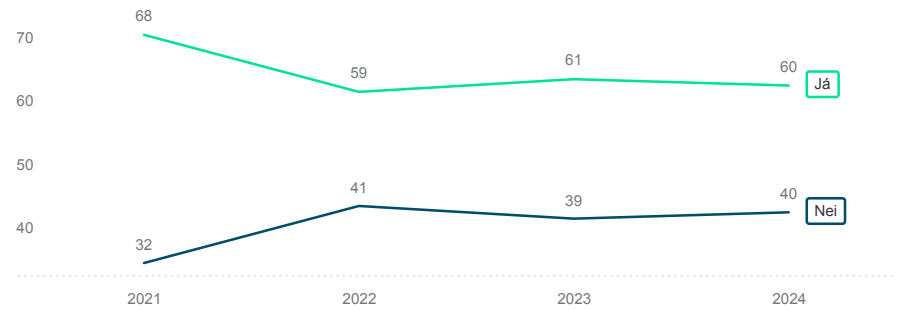
Öll svör 1,153



Afstaða 1,132



Þróun %

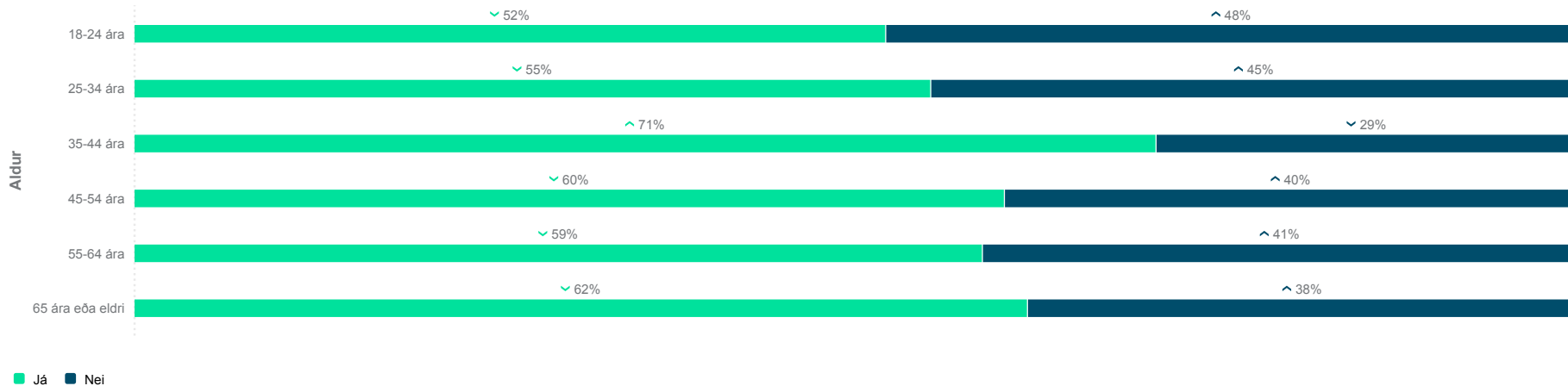


Bakgrunnsbreytur - Núverandi tímabil

1,132



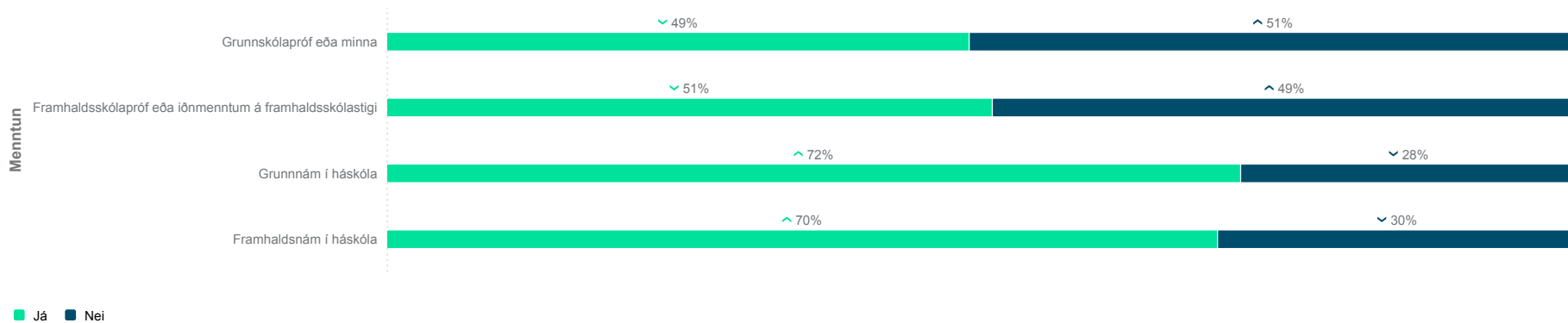
1,132



1,132



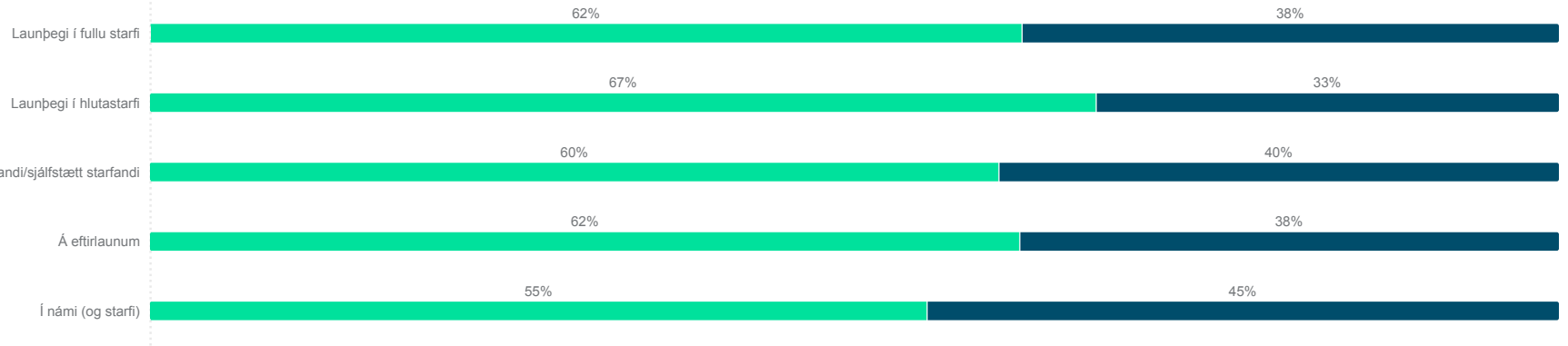
1,098



991



Staða á vinnumarkaði



Já Nei

1,035

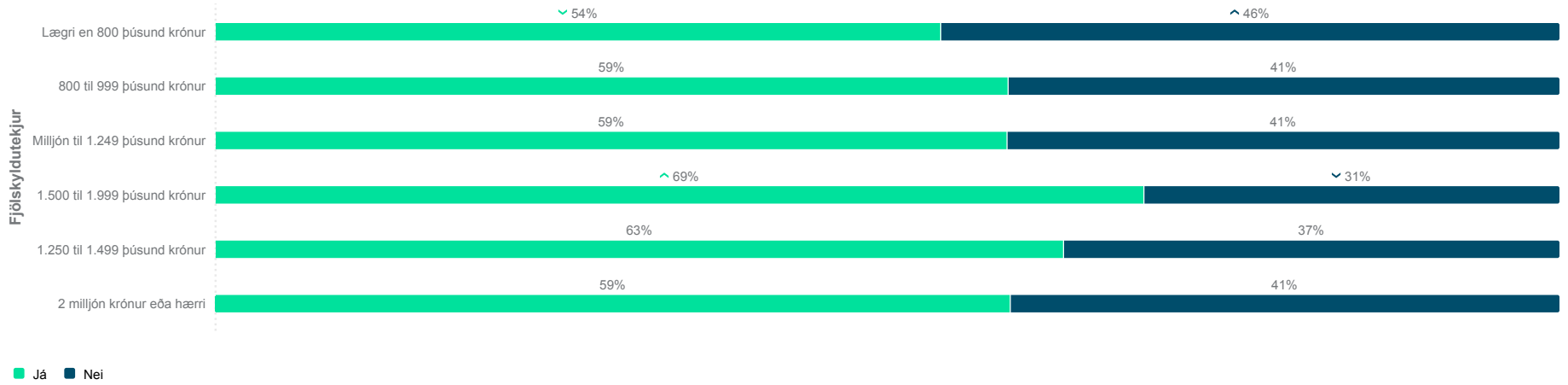


Hjúskaparstaða

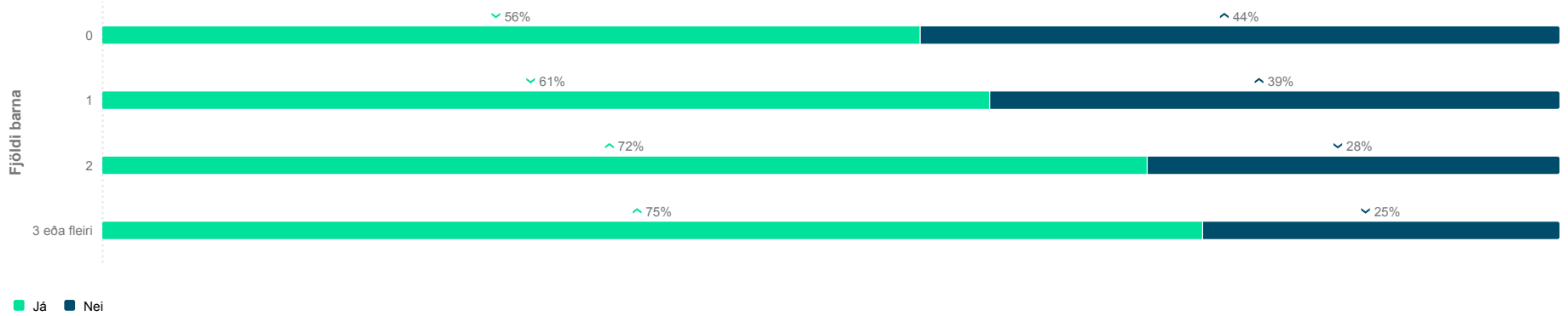


Já Nei

893



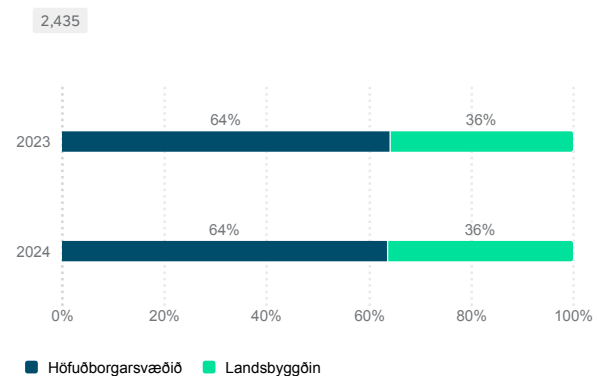
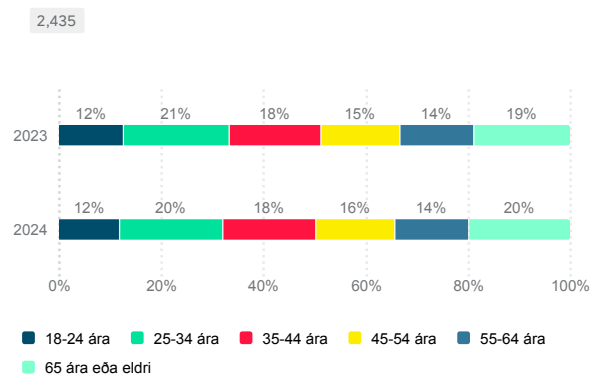
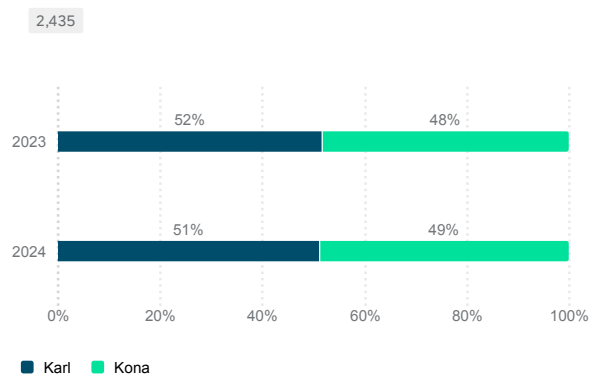
1,120



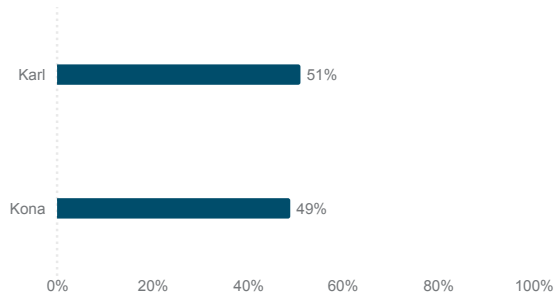
Fyrir næsta mælaborð 2025. Muna eftirfarandi:

- Þarf að útbúa nýja breytu fyrir meðaltal fjölda bóka sl. 30 daga í data and analysis

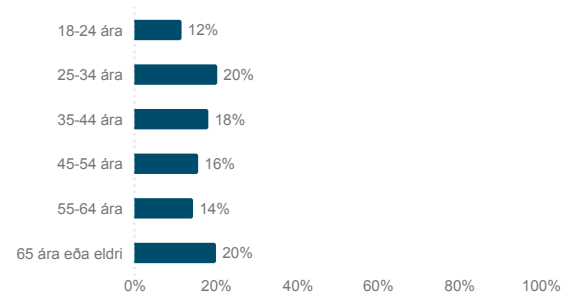
- Fyrir alla sem hafa lesið 11 eða fleiri bækur þarf að setja tölugildi til að geta reiknað arunverulegt meðaltal á fjölda af bókum



1,153



1,153



1,153

