

Conclusion

The *book buyers and lenders* data set with 1500 respondents was conducted in a region of Upper Austria using a two-stage cluster sampling design. The aim was to investigate in possible differences of people who only buy books in bookstores and people who mostly borrow books in local public libraries like in the Fechila readers center [fechila, 2013].

It has been shown that independently from age, gender, education level and occupation the group of booksellers buys mostly books to support their own direction of thought and aptitude of interest. Moreover, this is also true when books have been bought as a gift to others. Again the own liking determines the choice of books (this hypothesis is not significant for cheap soft-cover books only).

In contrary, the group of people who mostly borrow books from local public libraries behaves quite different. This was already partly shown by Lance and Hofschire [2011] for the US market, but we gone some steps further. The differences become best visible with a principal component analysis of the most important indicators. The indicators *open minded*, *spontaneuos* and *versatility* can be positively assigned to the group of book borrowers while, for example, the indicator *lack of interest* is connected with the people who only buy books (see Figure 2). It can be shown that the people who borrows books from public libraries lean also books that are not on their main direction of thought and aptitude of interest.

Future work is to conduct a second larger study to scientifically proof the hypothesis that public libraries contribute to a more open and broader education, and to analysis the impact of public libraries in community building [shown by Scott, 2011, for the US market] and effect of opening hours [see, e.g., Loynes and Proctor, 2011] in Austrian, which was not in main focus of this work.

Acknowledgement: This research would not have been possible without the request and guidance from the public library and reading center *fechila*. More information on *fechila* can be found at www.fechila.at.

Matthias Templ
Associated (Univ.-) Professor
Vienna University of Technology
Vienna, Austria, 31.11.2013
<http://www.statistik.tuwien.ac.at/public/templ>

References

- fechila. Public local library and reading center in Upper Austria, 2013. URL www.fechila.at.
- K.C. Lance and L. Hofschire. Something to shout about: New research shows that more librarians means higher reading scores. *School Library Journal*, pages 1–12, 2011.
- R. Loynes and R. Proctor. The effect of reductions in public library opening hours

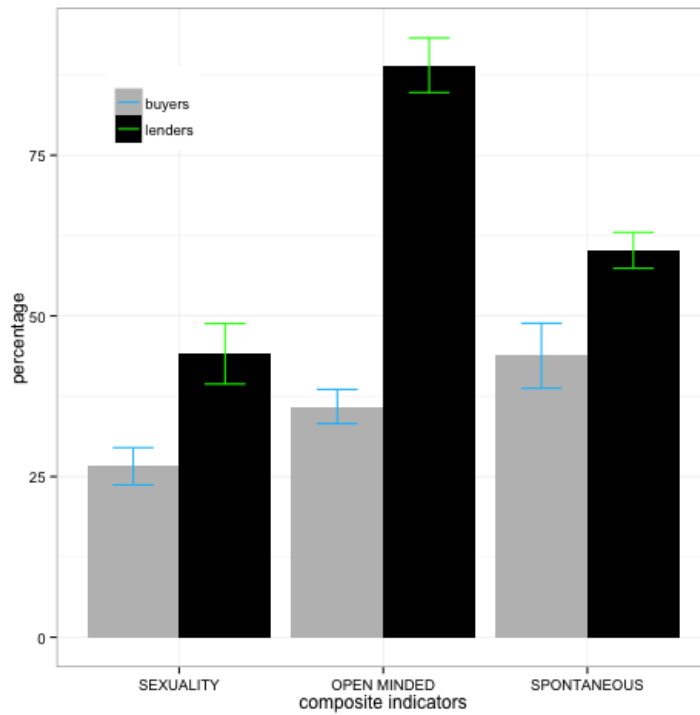


Figure 1: Bar charts on main indicators. Error bars are added to visualise the uncertainty of results.

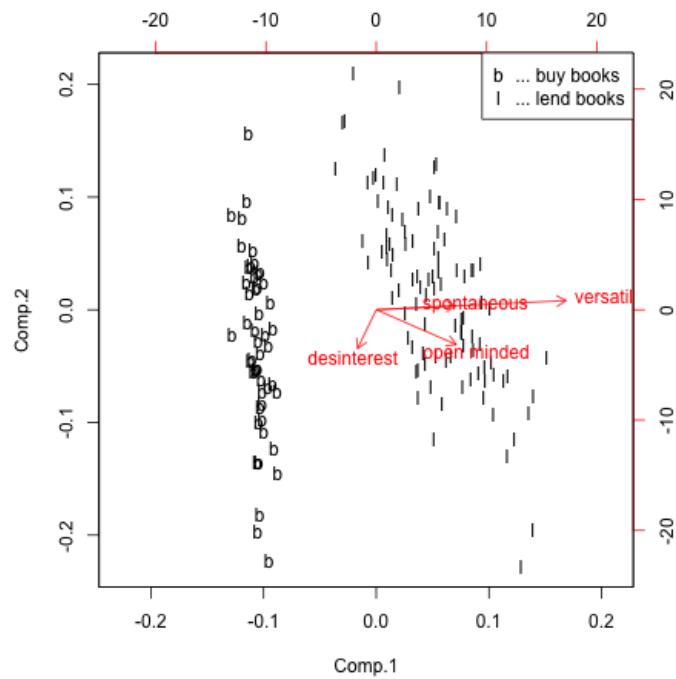


Figure 2: Pricpal component analysis of the main indicators.

on book issues: a statistical analysis. *Journal of Documentation*, 56:605 – 623, 2011.

R. Scott. The role of public libraries in community building. *Public Library Quarterly*, 30(3):191–227, 2011.