

# Readers and Reading in the Czech Republic

2023

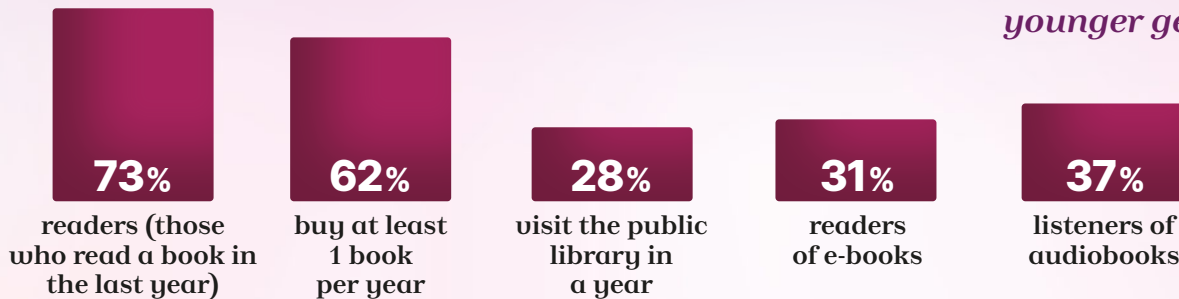
population aged 15+

## Attitudes towards reading

In the Czech population we can currently find:

*“A book is a book ... nothing can replace it. Unfortunately, younger generations don't read enough.”*

(woman, 45 years old)

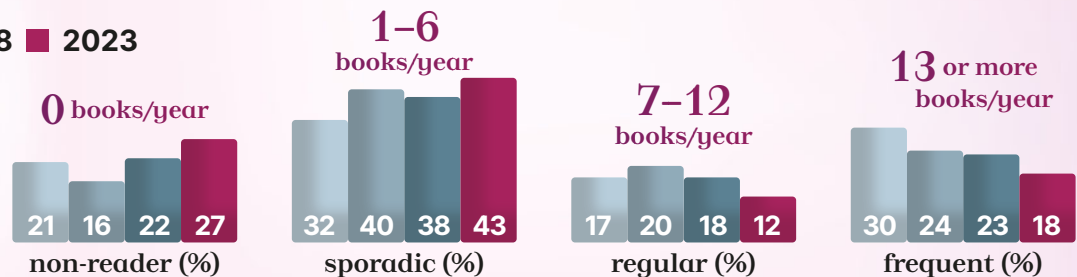


Base: The whole sample, N = 2,010

## Different types of readers over the years

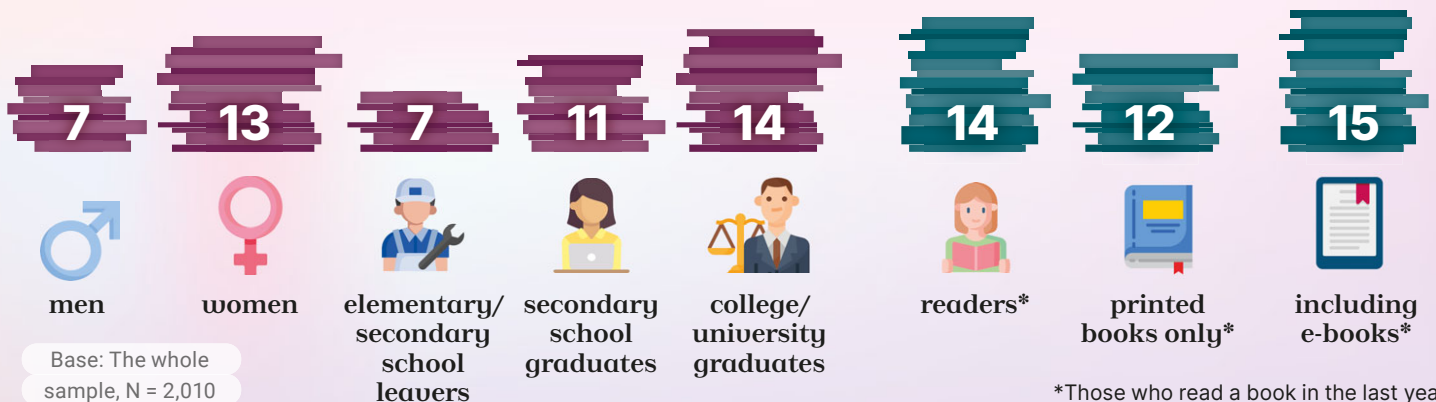
2010 2013 2018 2023

Base: The whole sample, N (2010) = 1,550  
N (2013) = 1,584  
N (2018) = 2,007  
N (2023) = 2,010



## How many books on average do they read per year?

average number of books: 10



Base: The whole sample, N = 2,010

\*Those who read a book in the last year.

# Selection of books and sources of acquisition

## Average number of printed books acquired in the following way



**18** books  
**29%**

borrowed them  
in the public library



**6** books  
**72%**

purchased them



**4** books  
**30%**

borrowed them from  
their home library



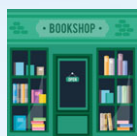
**3** books  
**48%**

received them  
as gifts

Base: Acquired printed books in the following way, N = various

## We buy printed books most often

TOP 3



**69%**  
at traditional  
bookshops



**58%**  
online



**33%**  
at budget  
bookshops

Base: Bought books in the last year, N = 1,042

## How we get information about books

TOP 4



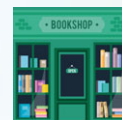
**49%**  
on the  
internet



**33%**  
from friends,  
family, acqu-  
aintances



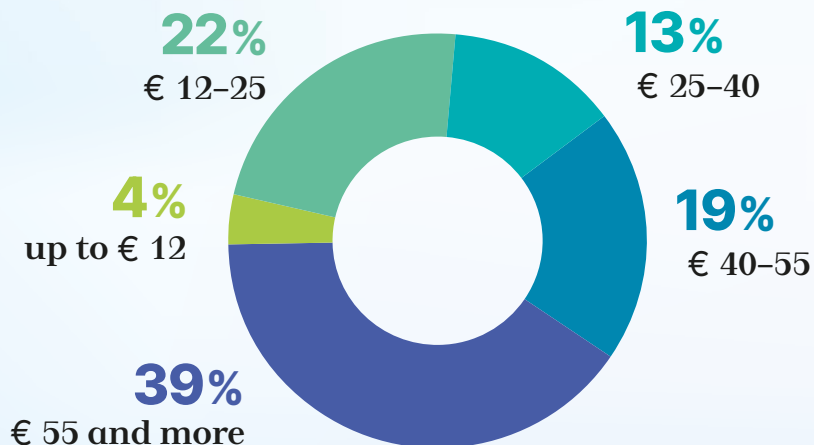
**23%**  
on social  
networks



**18%**  
at the  
bookshop

Base: The whole sample, N = 2,010

## We spent on books in the last year



Base: Bought printed or an e-book, N = 1,077

“ There is an abnormal number of books on the market. But the ones I would like to read are not translated into Czech.

(woman, 60 years old)



# Associations connected with reading

## What we associate reading with



**75%**  
getting  
information



**66%**  
entertainment



**62%**  
education

Base: The whole sample, N = 2,010

## Media most strongly associated with reading

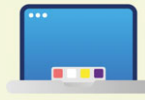
TOP 5



**68%**  
book



**22%**  
mobile  
phone



**21%**  
pc or  
laptop



**19%**  
magazine



**10%**  
newspaper

Base: The whole sample, N = 2,010

## Institutions associated with reading



**58%**  
home



**29%**  
library



**29%**  
school



**27%**  
bookshop

Base: The whole sample, N = 2,010

## Attitude towards reading

strongly agree, rather agree with the below mentioned

“

**84%**

People don't read so much nowadays, they used to read more.

**70%**

I would like to read more, but I don't have the time.

**56%**

I can't afford to buy as many books as I used to because of the economic situation

**56%**

Books are expensive these days, I will use the library.

**64%**

I prefer other kinds of entertainment to reading in my leisure time.

”

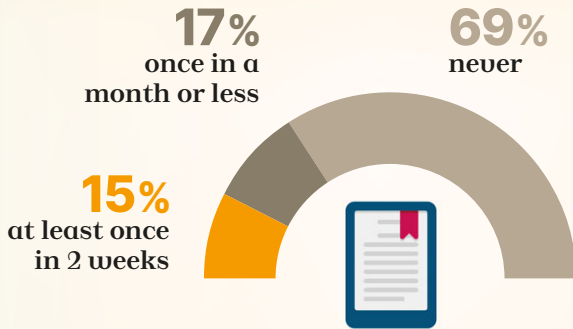
“ Reading is important for developing empathy and social intelligence.”

(woman, 27 years old)

Base: The whole sample, N = 2,010

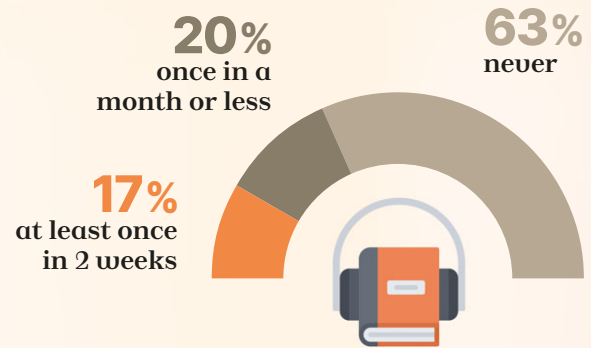
# E-books and audiobooks

## How often do we read e-books?

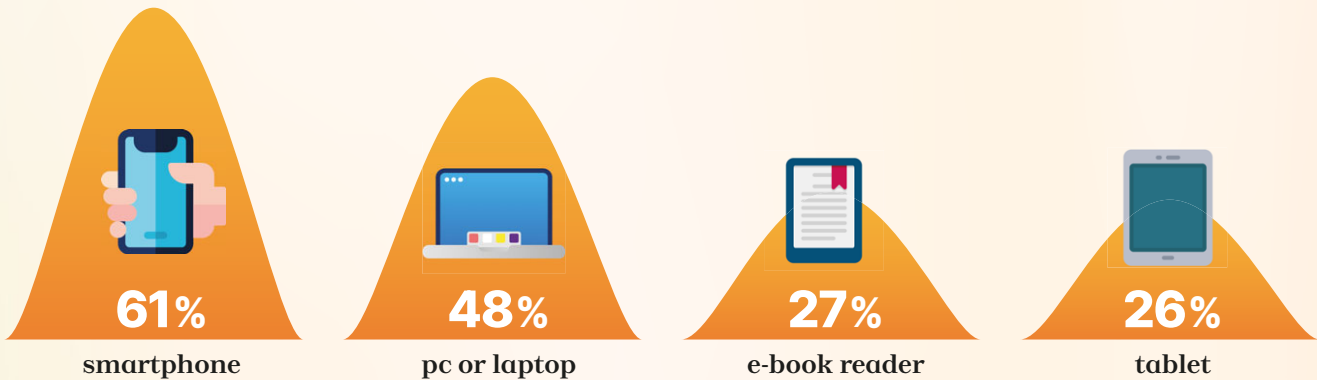


Base: The whole sample, N = 2,010

## How often do we listen to audiobooks?

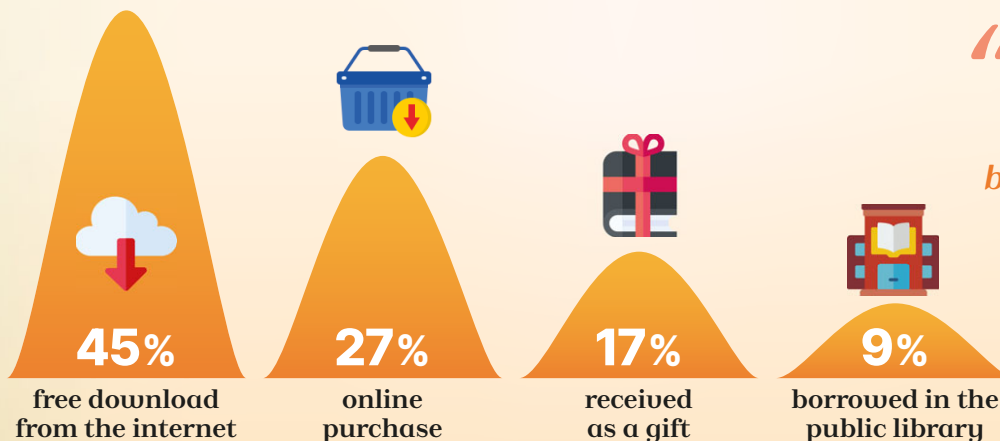


## Devices used for reading e-books



Base: Read e-books at least rarely, N = 627

## The most common ways of acquiring e-books in the last year



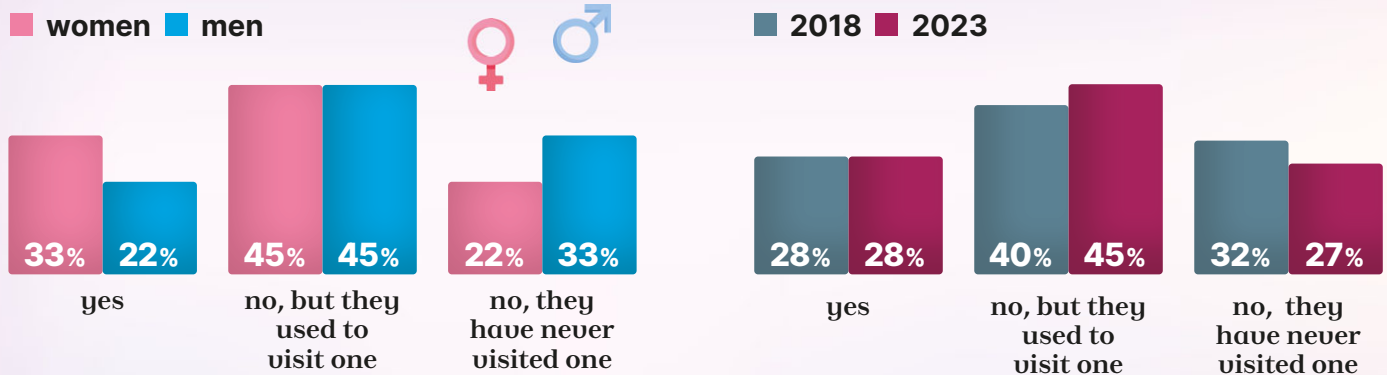
*“ Reading on mobile phone is not reading, children have to read books and magazines.*

*(man, 59 years old)*

Base: Read e-books at least rarely, N = 627

# Public libraries

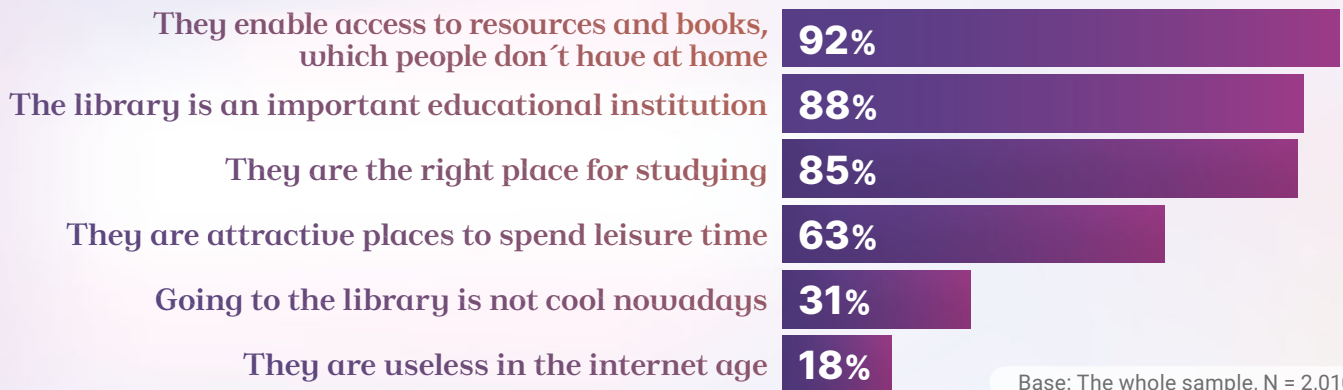
## Visiting the public library in the last year



Base: The whole sample, N (2018) = 2,007; N (2023) = 2,010

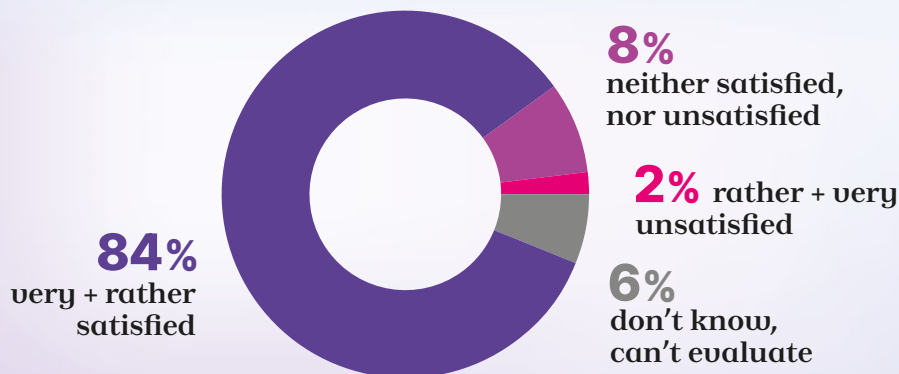
## What do you think about libraries?

strongly agree, rather agree with the above mentioned



Base: The whole sample, N = 2,010

## Satisfaction with the offer of books and services



Base: Visited the public library in the last year, N = 562

*“ Libraries must always exist. ”*

(woman, 57 years old)



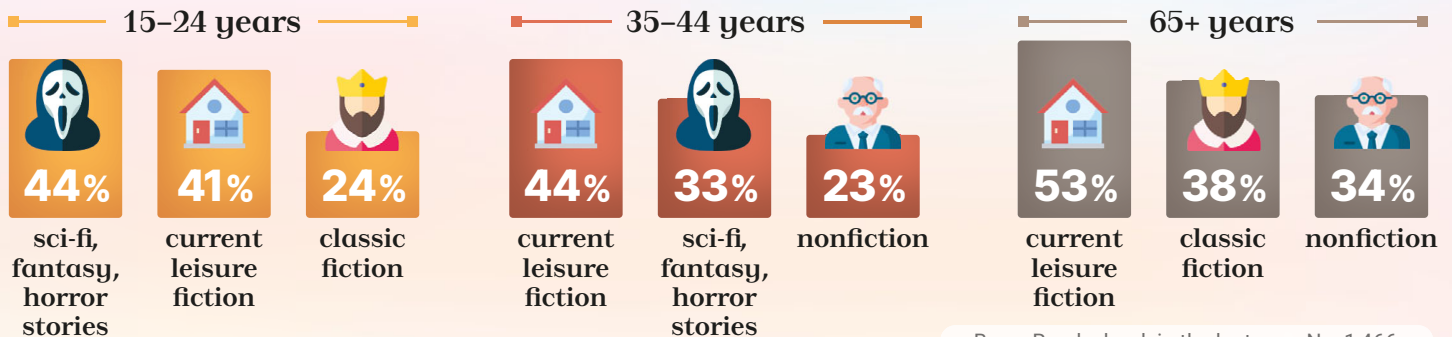
# Favourite literature

## What do we prefer to read? **TOP 5**



“ Books are great, unfortunately in these fast days people don't use them as much. (man, 25 years old)

## ...but we are not all the same **TOP 3**



Base: Read a book in the last year, N = 1,466

## Most popular authors **TOP 7**

**E. M. Remarque**  
**Jo Nesbø** **Stephen King**  
**Vlastimil Vondruška**  
**Agatha Christie**  
**Jules Verne** **J. R. R. Tolkien**

Base: Have a most favourite author, N = 540

## Most popular books **TOP 7**

**Harry Potter**  
**Bible Saturnin**  
**Egyptán Sinuhet** **Zaklínač**  
**Malý princ** **Tři kamarádi**

Base: Have a most favourite book, N = 764

Source: Survey of Readers and Reading in the Czech Republic 2023, National Library / ResOLUTION Group / Nielsen, general population aged 15+, N = 2010, May-June 2023. The Survey was conducted by means of computer-assisted interviewing (CAWI) and face-to-face interviewing (CAPI). Data from 2010 and 2013 surveys: National Library.



National Library  
of the Czech Republic



www.nkp.cz



www.mkcr.cz

www.ucl.cas.cz



www.ressolution.cz



www.nielsen-admosphere.cz