Public libraries

Visiting the public library in the last year

<table>
<thead>
<tr>
<th>Year</th>
<th>Total (N=2007)</th>
<th>2010 (N=588)</th>
<th>2016 (N=509)</th>
<th>2018 (N=570)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>90%</td>
<td>89%</td>
<td>86%</td>
<td>87%</td>
</tr>
<tr>
<td>No</td>
<td>10%</td>
<td>11%</td>
<td>14%</td>
<td>13%</td>
</tr>
</tbody>
</table>

What do we think about libraries?

- They enable the access to resources and books, which people don’t have at home.
- They are important educational institutions.
- They are the right place for studying.
- They are an attractive place to spend one’s free time.
- They are pointless in the time of the Internet.
- They are an attractive place to spend one’s free time.

What other service could libraries offer?

- Coffee or snack shop
- Magazine lending
- Reading and study rooms
- other mentioned services

Top 3 most used library services

- book lending: 87%
- magazine lending: 25%
- reading and study rooms: 19%

High satisfaction with the services is rising


Popular literature

What do we prefer to read?

<table>
<thead>
<tr>
<th>Genre</th>
<th>2007</th>
<th>2010</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>popular literature</td>
<td>49%</td>
<td>28%</td>
<td>26%</td>
<td>18%</td>
</tr>
<tr>
<td>fiction</td>
<td>43%</td>
<td>30%</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>non-fiction literature (philosophy, biographies etc.)</td>
<td>29%</td>
<td>14%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>specialized literature</td>
<td>16%</td>
<td>8%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>sci. fiction, fantasy, humor</td>
<td>20%</td>
<td>12%</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>

...but we are not all the same...

- “I find it necessary for libraries to keep functioning and developing.”
- “Unless nobody tells me what to read, then reading is fine.”

Most popular authors

- E. M. Remarque
- Danielle Steel
- J. K. Rowling
- Stephen King
- Agatha Christie

Most popular books

- The Good Soldier Schweik
- Lord of the Rings
- The Witcher
- The Egg and I
- 50 Shades of Gray trilogy
- The Witcher

Readers and reading in the Czech Republic (population aged 15+)

In the Czech population we can currently find:

- books bought at least 1 book per year: 64% 62% 64% 64%
- going to the public library in a year: 21% 18% 21% 23%
- e-book readers: 15% 16% 16% 15%
- listeners of audiobooks: 3% 6% 5% 4%
- reads only e-books: 1% 1% 2% 1%

Different types of readers over the years

- 78% of all books read last year were
- 44% of all books read last year were
- 28% of all books read last year were
- 18% of all books read last year were

Books read at least once a year by those who have read a book in the last year, N=1575

- non-reader 0 books/year: 17% 20% 21% 22%
- 1-4 books/year: 32% 35% 37% 40%
- 5-9 books/year: 16% 17% 17% 17%
- 10+ books/year: 16% 17% 17% 17%

How many books on average do they read per year?

- 1–6 books/year: 32% 34% 35% 35%
- 7–12 books/year: 41% 40% 40% 40%
- 13–18 books/year: 16% 16% 16% 16%
- 19–25 books/year: 3% 3% 3% 3%
- more than 25 books/year: 1% 1% 1% 1%

Selection and ways of acquiring books

**Ways of acquiring printed books** / an average number of books acquired in the following way (in the last year)

We buy printed books most often
- 67% have purchased them
- 56% have borrowed them from public libraries or acquaintances
- 32% have received them as gifts

We have spent on books in the last year
- 67% €3
- 56% €5
- 32% €18

How do we get the info about books?
- Selection and ways of acquiring books
- Base: Those who at least occasionally read printed books, N=1553.
- **Those who acquired printed books in the following ways, N=various**
  - Base: Those who bought books in the last year, N=860
  - Base: Those who bought printed or an e-book, N=881
  - Base: Whole sample, N=2007

- 67% received them as gifts
- 56% borrowed them from household libraries or acquaintances
- 56% purchased them
- 32% borrowed them in the public library
- 16% online

E-Books and audiobooks

**Books as a gift**
- Base: Whole sample, N=2007

- 70% of respondents were given books as a gift at least occasionally in their childhood
- 67% men
- 73% women
- 74% current readers
- 78% current non-readers
- 41% current non-readers

- Attitude to compulsory school reading in childhood
- Base: Whole sample, N=2007

- 73% parents and grandparents read aloud to their children or grandchildren at least occasionally
- 58% men
- 86% women
- 81% readers
- 46% non-readers

“Encourage parents to read to their children.”

- Base: Parents and grandparents, N=1048
- (women aged 40+)

**Reading aloud to children**

- Base: Whole sample, N=2007

- 67% of respondents were read aloud to at least occasionally in their childhood
- 65% men
- 70% women
- 74% current readers
- 46% current non-readers

**Did we go to the public library as children?**

- Base: Whole sample, N=2007

- 70% of respondents were read aloud to at least occasionally in their childhood
- 67% men
- 73% women
- 78% current readers
- 41% current non-readers

**Reading aloud in childhood**

- Base: White women, N=2007

- 73% of respondents were read aloud to at least occasionally in their childhood
- 73% men
- 78% women
- 81% current readers
- 46% non-readers

“They should read more interesting books in school. They don’t enjoy reading the prescribed books and thus reading becomes boring for them.”

- Base: White women, N=2007

- Base: White men, N=2007

“Families read less in times of the Internet.”

- Base: Whole sample, N=2007

“Don’t appreciate any e-book readers, the book is the book.”

- Base: Whole sample, N=2007

**How often do people read e-books?**

- Base: They read e-books at least seldom, N=375

- 75% free download from the internet
- 31% online purchase
- 28% received as a gift

**How often do people listen to audiobooks?**

- Base: Whole sample, N=2007

- 86% never
- 6% once in a month or less
- 4% at least once in 2 weeks

**Devices used for reading e-books**

- Base: They read e-books at least some, N=2007

- 43% smartphone
- 39% desk or laptop
- 35% tablet
- 34% e-book reader

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

- Base: They read e-books at least some, N=2007

- 75% free download from the internet
- 31% online purchase
- 28% received as a gift
- 17% borrowed in the public library

**From the family, friends, acquaintances**

- More available information about the offer of new books for good, reasonable prices.

- Woman 45–54 years

“Encourage parents to read to their children.”

- Woman aged 65–74 years

“More space in school for kids to express their opinion on books.”

- Man, 15–24 years

“Families read less in times of the Internet.”

- Woman, 55–64 years

“Don’t appreciate any e-book readers, the book is the book.”

- Woman, 65–74 years

“I don’t enjoy reading the prescribed books and thus reading becomes boring for them.”

- Woman, 35–44 years

“Don’t appreciate any e-book readers, the book is the book.”

- Woman, 65–74 years