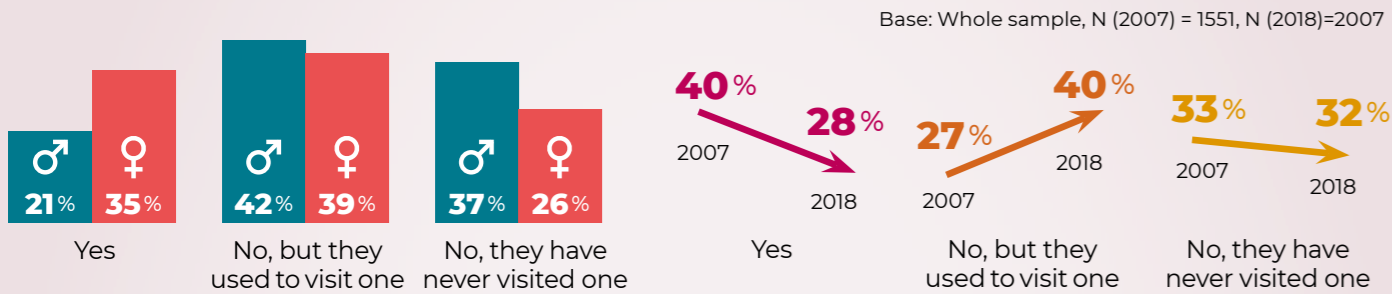
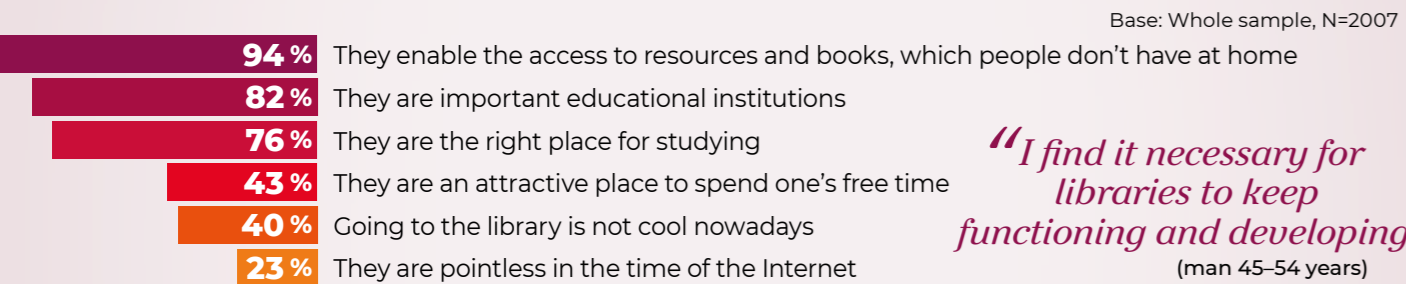


Public libraries

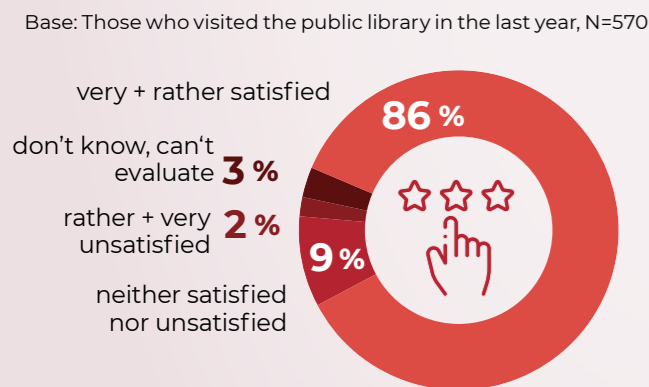
Visiting the public library in the last year



What do we think about libraries?

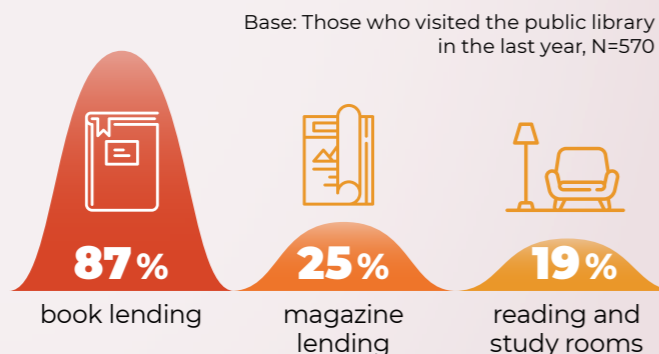


Satisfaction with the offer of books and services



Base: Those who visited the public library in the last year, N (2007)=621, N (2010)=588, N (2016)=509, N (2018)=570

TOP 3 most used library services

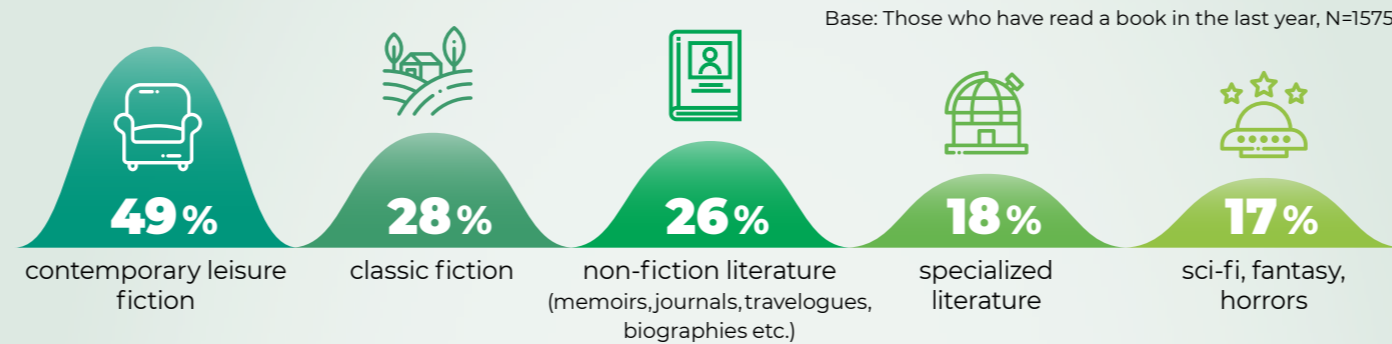


What other service could libraries offer?

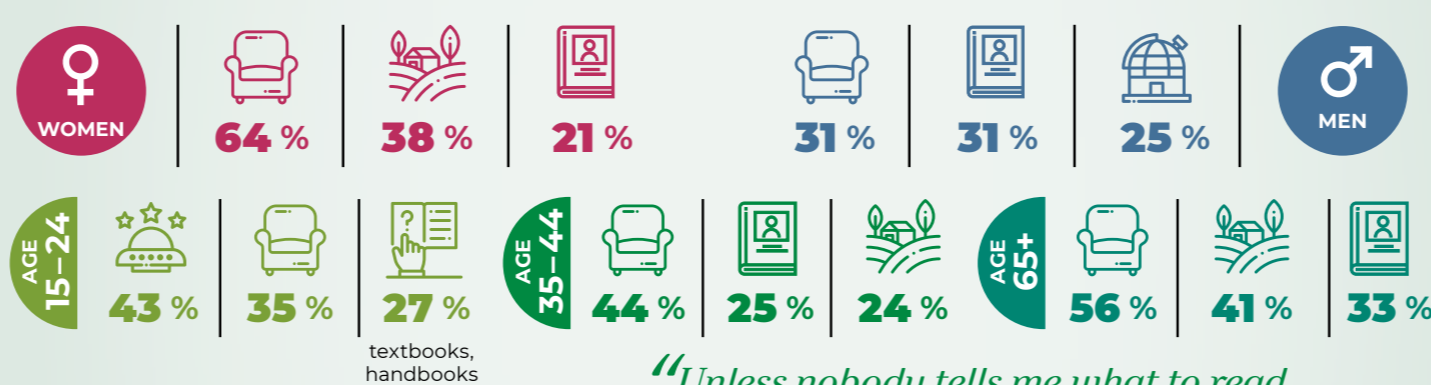


Popular literature

What do we prefer to read?



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



"Unless nobody tells me what to read, then reading is fine."
(man 25-34 years)

Most popular authors

Base: Those who have a most favourite author, N=540

E. M. Remarque
Danielle Steel
Jo Nesbø
J. K. Rowling
Michal Viewegh
Stephen King
Agatha Christie

Most popular books

Base: Those who have a most favourite book, N=522

Harry Potter
The Witcher
The Good Soldier Schweik
Vinnnetou
50 Shades of Grey trilogy
Lord of the Rings
The Egg and I

Source: Survey of Readers and reading in 2018, National Library/Nielsen Admosphere, general population aged 15+ , N=2007, May-June 2018. The Survey was conducted by means of personal computer-aided interviewing (CAPI). Data from surveys Readers and reading 2007, 2010, 2013. National Library.



Readers and reading in the Czech Republic

(population aged 15+)

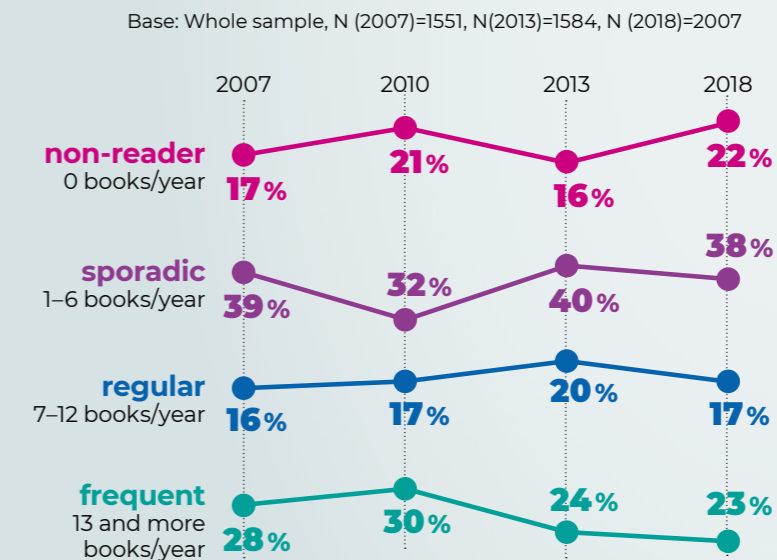
2018

Attitudes to reading

In the Czech population we can currently find:

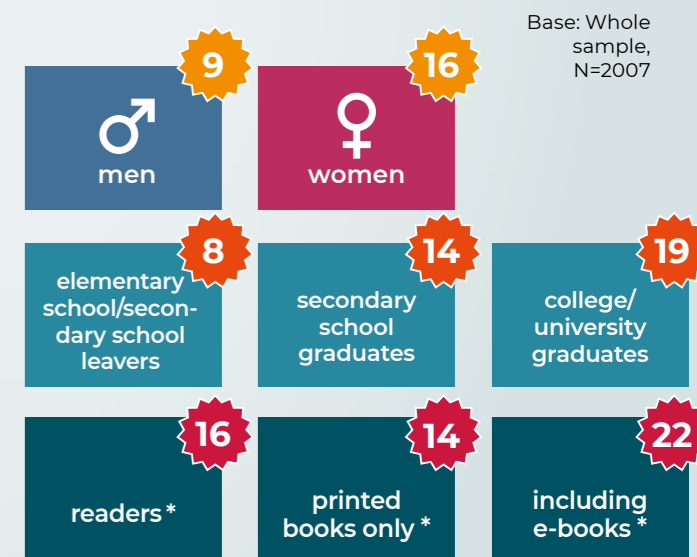


Different types of readers over the years



"There would be no knowledge without books."
(man 45-54 years)

How many books on average do they read per year?



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

"It's probably bad not to read books, I will try to change it."
(man 55-64 years)

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)

Base: *Those who at least occasionally read printed books, N=1553. **Those who acquired printed books in the following ways, N=various



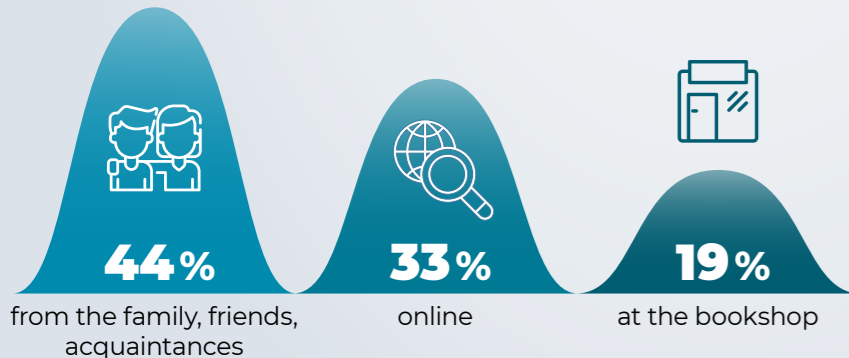
We buy printed books most often

Base: Those who bought books in the last year, N=860



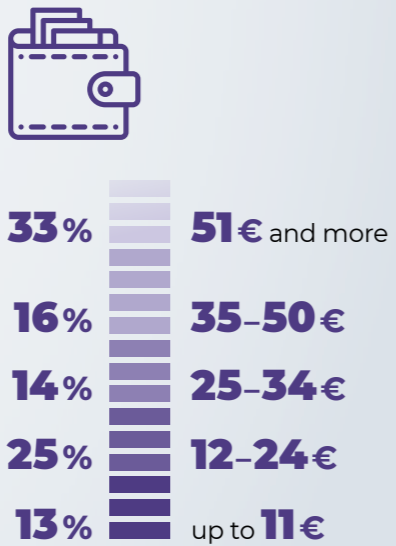
How do we get the info about books

Base: Whole sample, N=2007



We have spent on books in the last year

Base: Those who bought printed or an e-book, N=881



"More available information about the offer of new books for good, reasonable prices."
(woman 45-54 years)

Family, school, library

Reading aloud in childhood

Base: Whole sample, N=2007



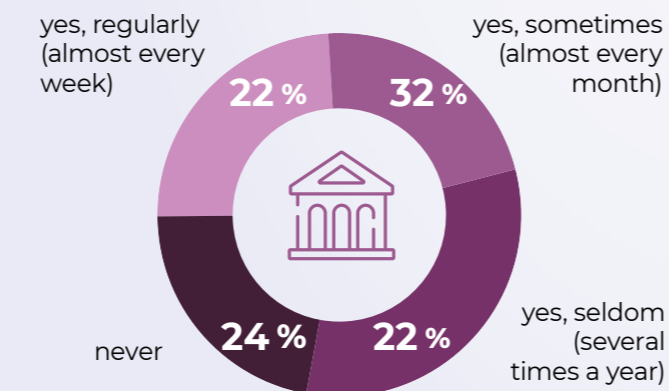
Books as a gift

Base: Whole sample, N=2007



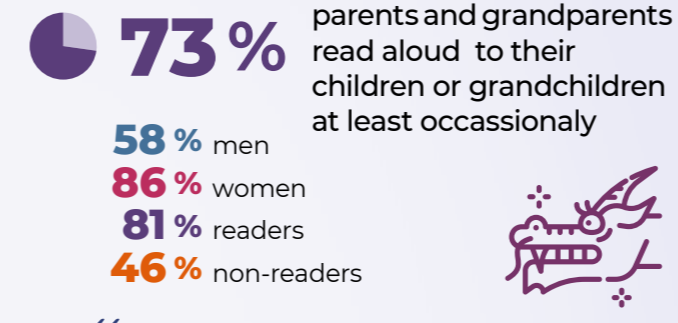
Did we go to the public library as children?

Base: Whole sample, N=2007



Reading aloud to children

Base: Parents and grandparents, N=1438

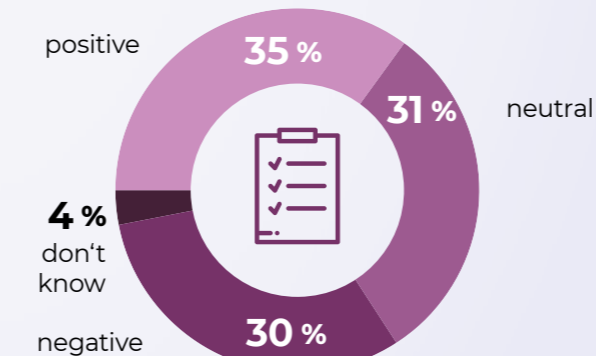


"Encourage parents to read to their children."
(woman aged 65+)

Attitude to compulsory school reading in childhood

Base: Whole sample, N=2007

"They should read more interesting books in school. They don't enjoy reading the prescribed books and thus reading becomes boring for them."
(woman, 35-44 years)

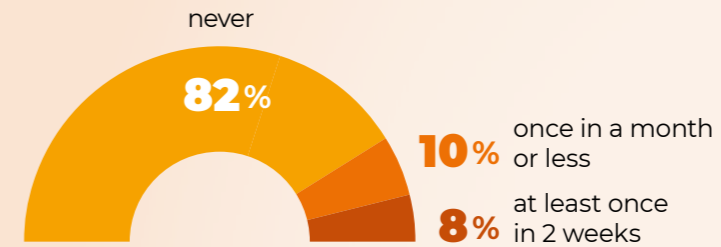


"There should be more space in school for kids to express their opinion on books."
(man 15-24 years)

e-Books and audiobooks

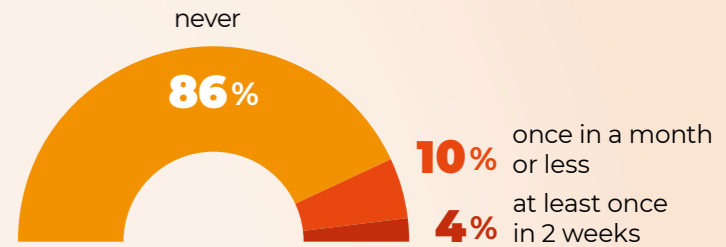
How often do people read e-books?

Base: Whole sample, N=2007



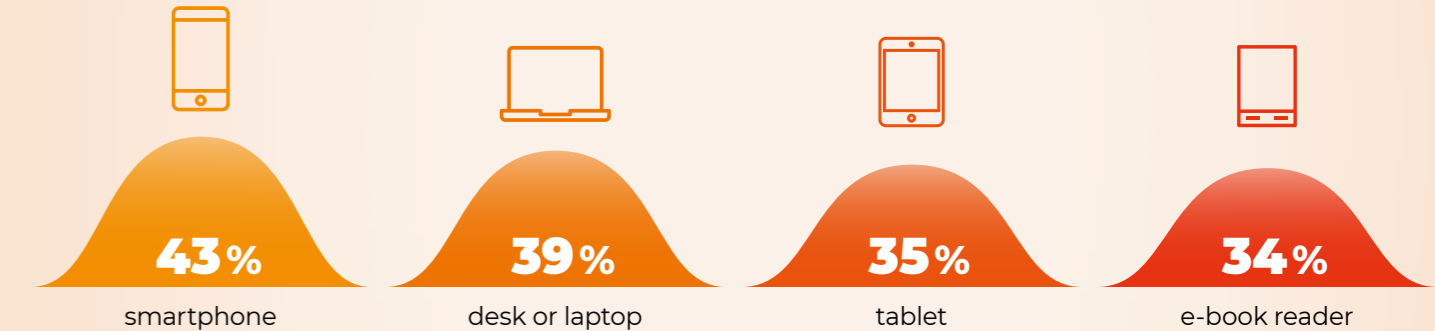
How often do people listen to audiobooks?

Base: Whole sample, N=2007



Devices used for reading e-books

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



"Families read less in times of the Internet."
(Woman 55-64 years)

"I don't appreciate any e-book readers, the book is the book."
(Woman 25-34 years)

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

Base: they read e-Books at least seldom, N=375

