

Readers and reading in the Czech Republic

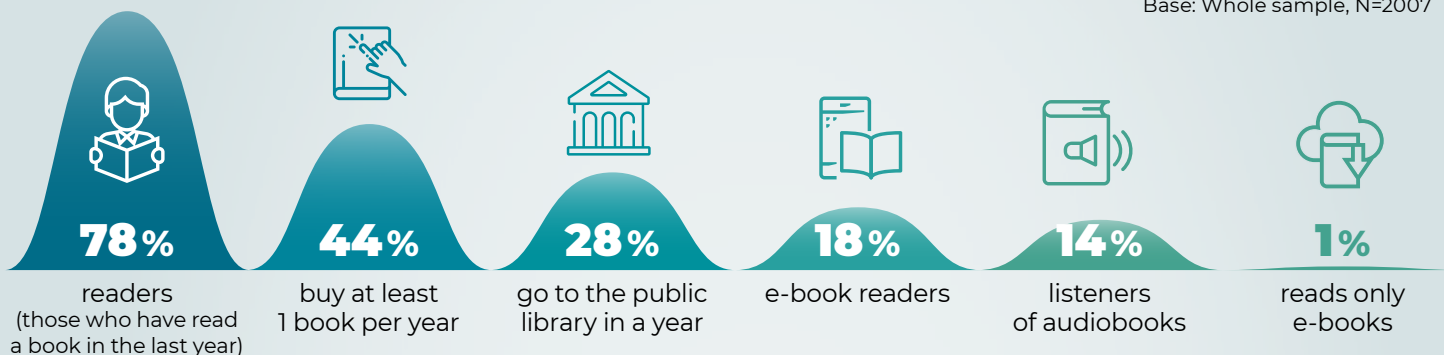
(population aged 15+)

2018

Attitudes to reading

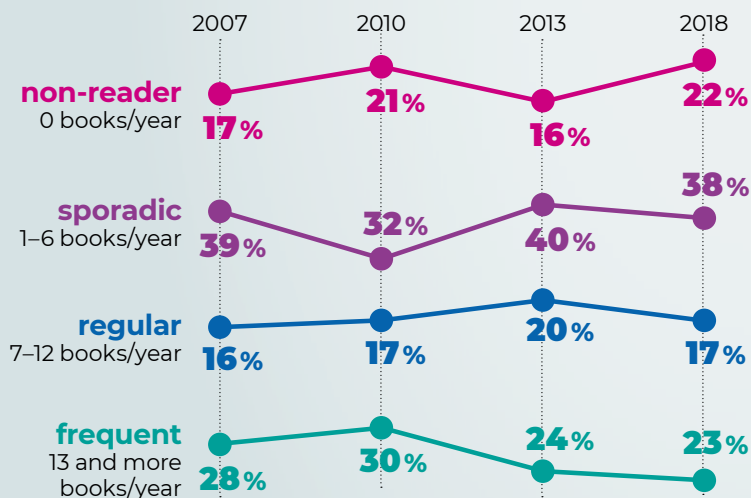
In the Czech population we can currently find:

Base: Whole sample, N=2007



Different types of readers over the years

Base: Whole sample, N (2007)=1551, N(2013)=1584, N (2018)=2007



“It’s probably bad not to read books, I will try to change it.”

(man 55–64 years)

“There would be no knowledge without books.”

(man 45–54 years)

How many books on average do they read per year?

Base: Whole sample, N=2007

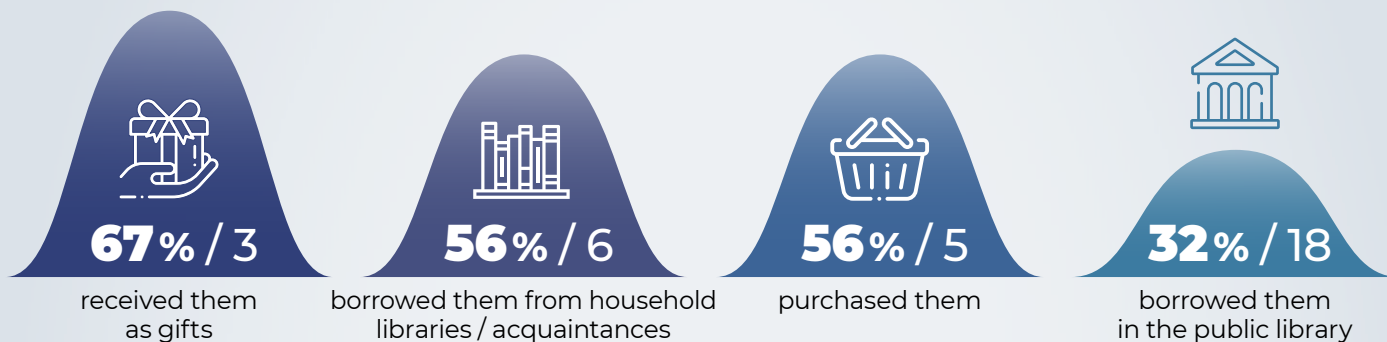


*Those who have read a book in the last year.

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



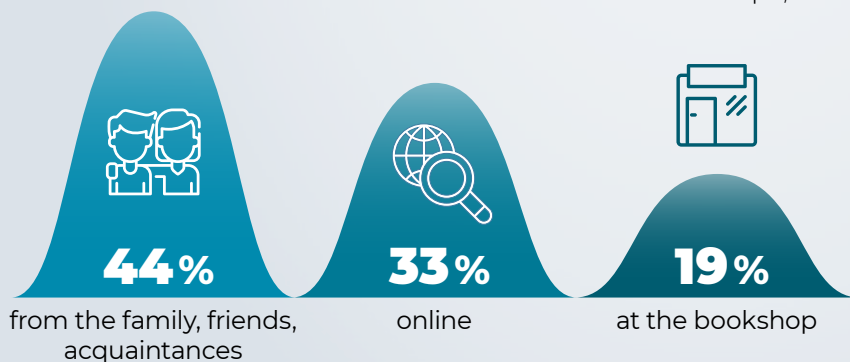
We have spent on books in the last year

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



How do we get the info about books

Base: Whole sample, N=2007



“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

67% of respondents were read aloud to at least occasionally in their childhood

65% men

70% women

74% current readers

46% current non-readers



Reading aloud to children

Base: Parents and grandparents, N=1438

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.”

(woman aged 65+)

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

78% current readers

41% current non-readers



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)

Did we go to the public library as children?

Base: Whole sample, N=2007

yes, regularly (almost every week)

22%

yes, sometimes (almost every month)

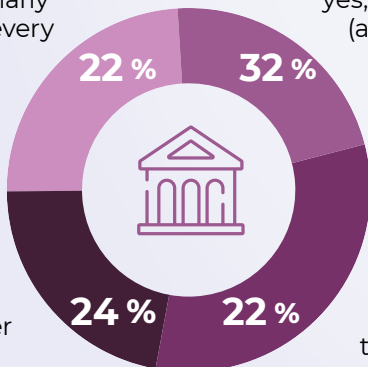
32%

never

24%

yes, seldom (several times a year)

22%



positive

35%

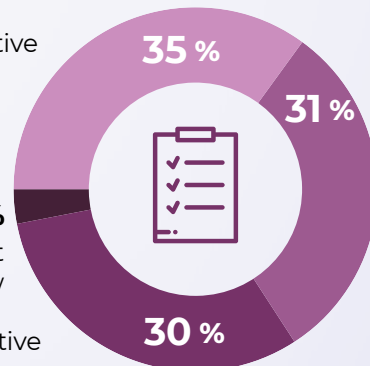
neutral

31%

4% don't know

negative

30%



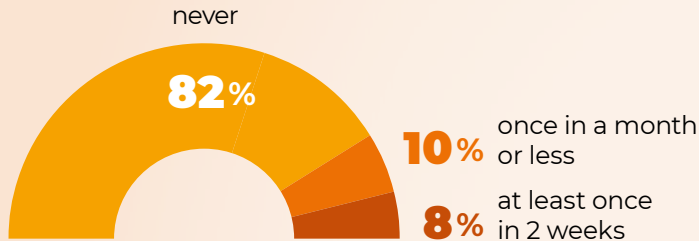
“There should be more space in school for kids to express their opinion on books.”

(man 15–24 years)

e-Books and audiobooks

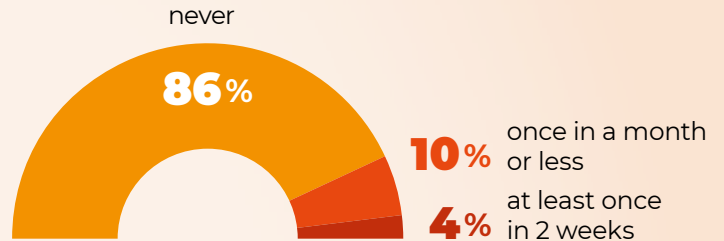
How often do people read e-books?

Base: Whole sample, N=2007



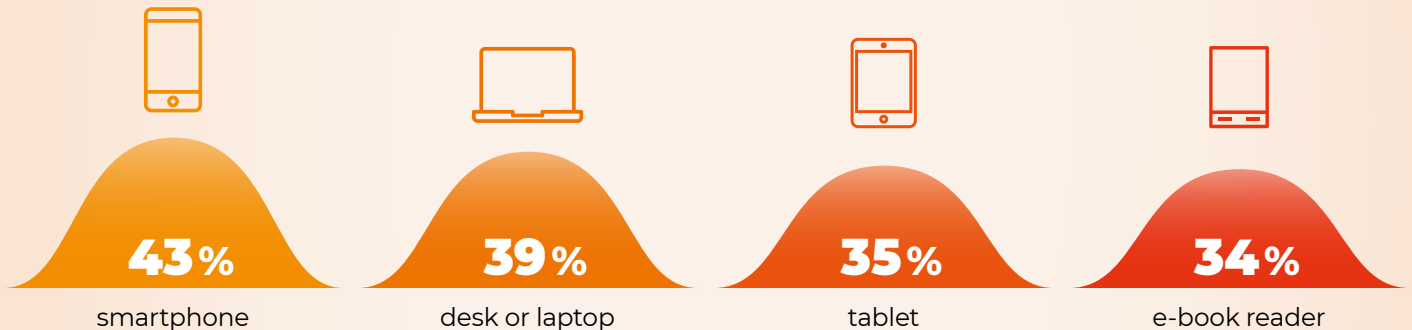
How often do people listen to audiobooks?

Base: Whole sample, N=2007



Devices used for reading e-books

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

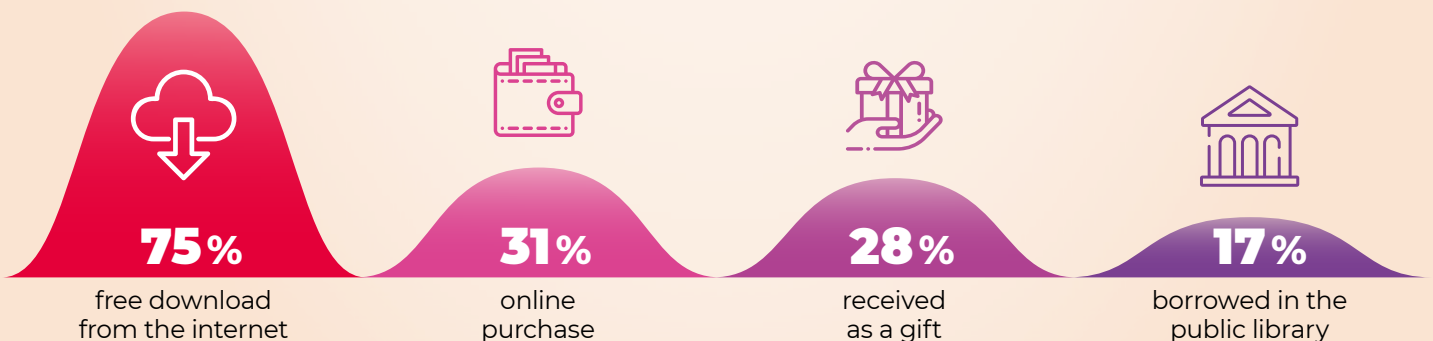


“Families read less in times of the Internet.” (Woman 55–64 years)

“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

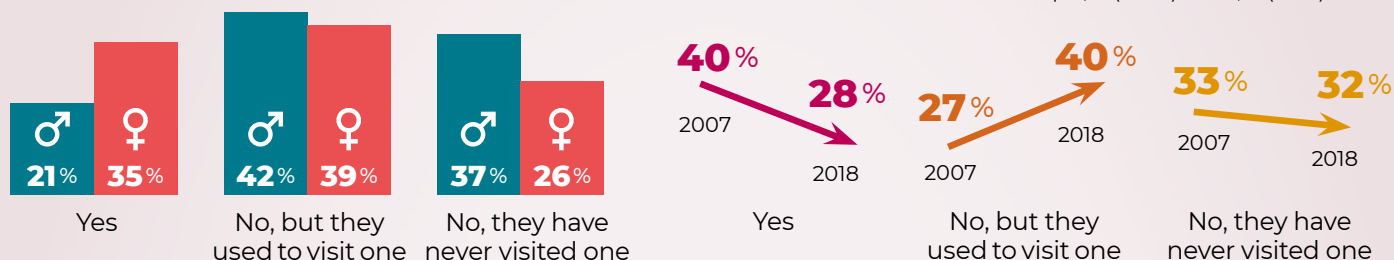
Base: they read e-Books at least seldom, N=375



Public libraries

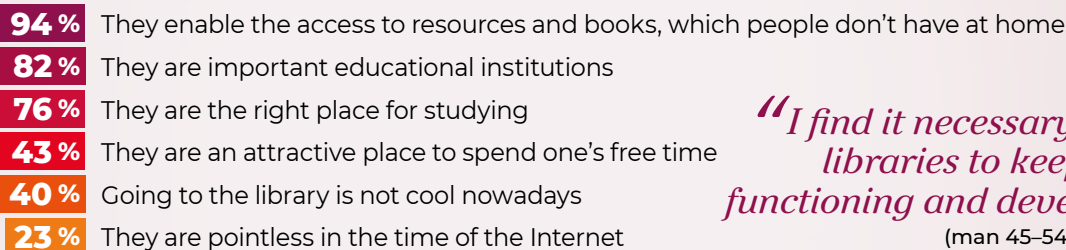
Visiting the public library in the last year

Base: Whole sample, N (2007) = 1551, N (2018)=2007



What do we think about libraries?

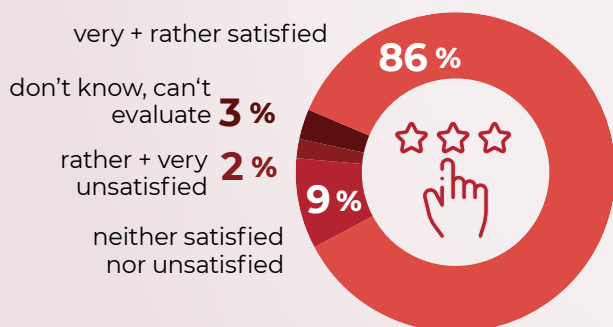
Base: Whole sample, N=2007



"I find it necessary for libraries to keep functioning and developing."
(man 45-54 years)

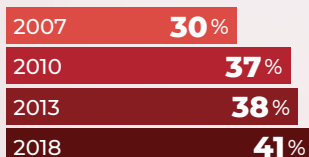
Satisfaction with the offer of books and services

Base: Those who visited the public library in the last year, N=570



High satisfaction with the services is rising

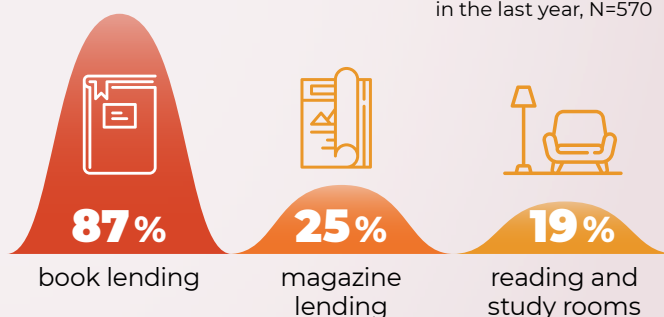
Very satisfied



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

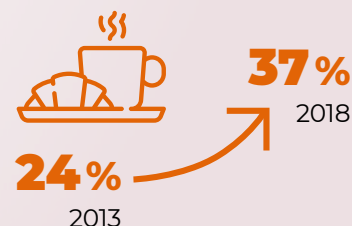
TOP 3 most used library services

Base: Those who visited the public library in the last year, N=570



What other service could libraries offer?

Coffee or snack shop were mentioned most often

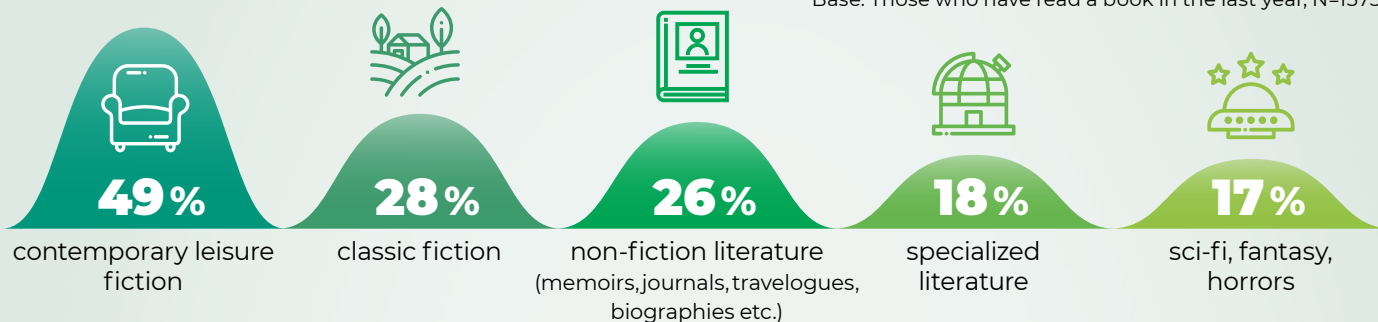


Base: Whole sample, N (2013)=1584, N (2018) = 2007

Popular literature

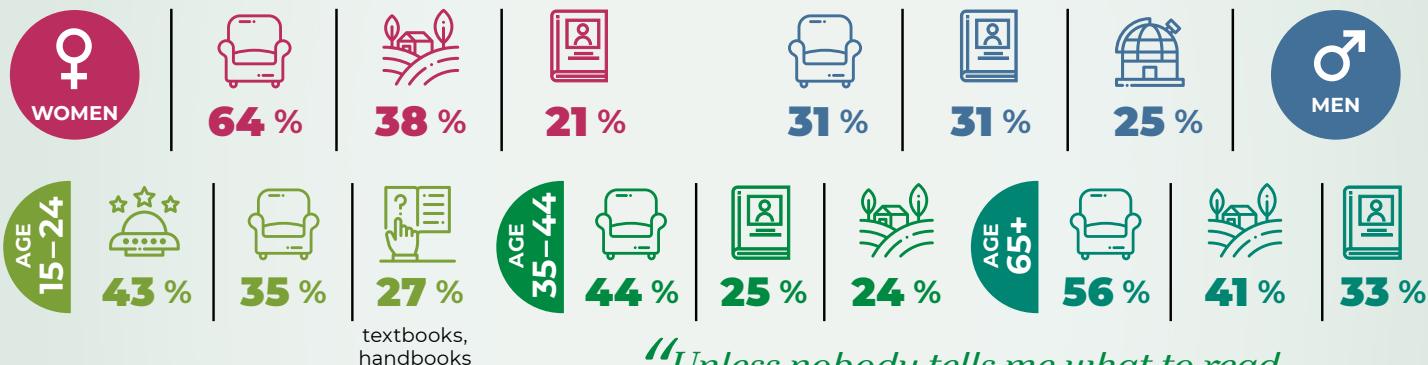
What do we prefer to read?

Base: Those who have read a book in the last year, N=1575



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

Base: Those who have read a book in the last year, N=1575



“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
Vinnetou *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.