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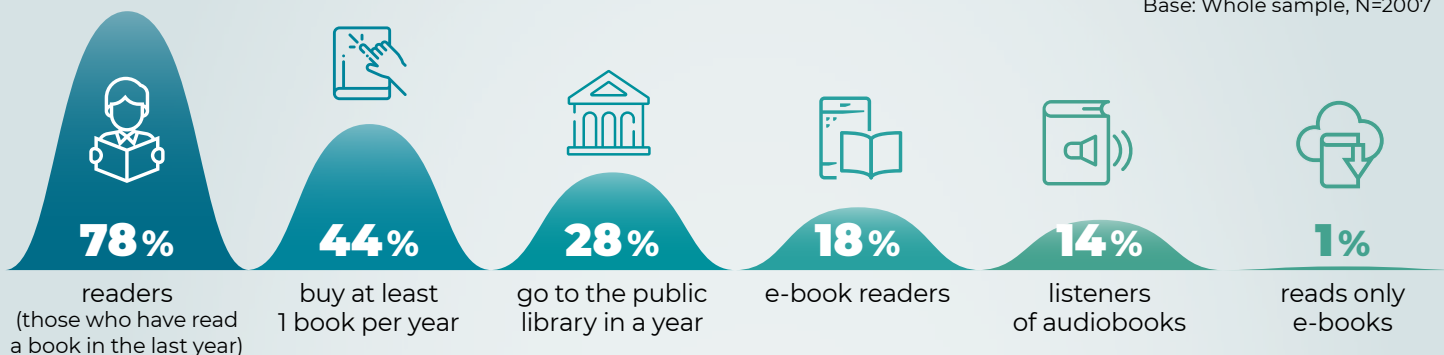### (population aged 15+)

2018

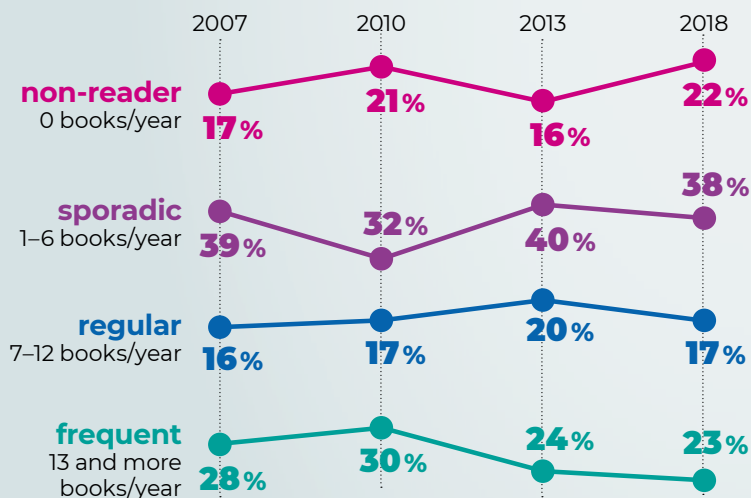# Attitudes to reading

In the Czech population we can currently find:

Base: Whole sample, N=2007

78% readers (those who have read a book in the last year)

44% buy at least 1 book per year

28% go to the public library in a year

18% e-book readers

14% listeners of audiobooks

1% reads only e-books

Different types of readers over the years

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

	2007	2010	2013	2018
non-reader 0 books/year	17%	21%	16%	22%
sporadic 1–6 books/year	39%	32%	40%	38%
regular 7–12 books/year	16%	17%	20%	17%
frequent 13 and more books/year	28%	30%	24%	23%

"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

9 ♂ men

16 ♀ women

8 elementary school/secondary school leavers

14 secondary school graduates

19 college/university graduates

16 readers*

14 printed books only *
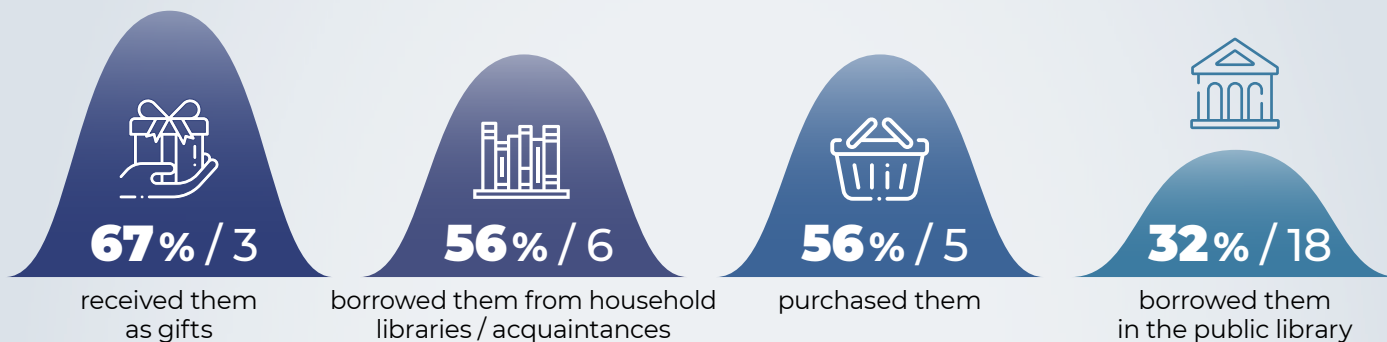
22 including e-books *

*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 occassionaly read printed books, N=1553. **Those who acquired printed books in the following ways, N=various

67 % / 3
received them as gifts

56 % / 6
borrowed them from household libraries / acquaintances

56 % / 5
purchased them

32 % / 18
borrowed them in the public library

We buy printed books most often

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

77 %
at traditional bookshops

33 %
at budget bookshops

31 %
online

We have spent on books in the last year

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

33 % — **51** € and more
16 % — **35–50** €
14 % — **25–34** €
25 % — **12–24** €
13 % — up to **11** €

How do we get the info about books

Base: Whole sample, N=2007

44 %
from the family, friends, acquaintances

33 %
online

19 %
at the bookshop
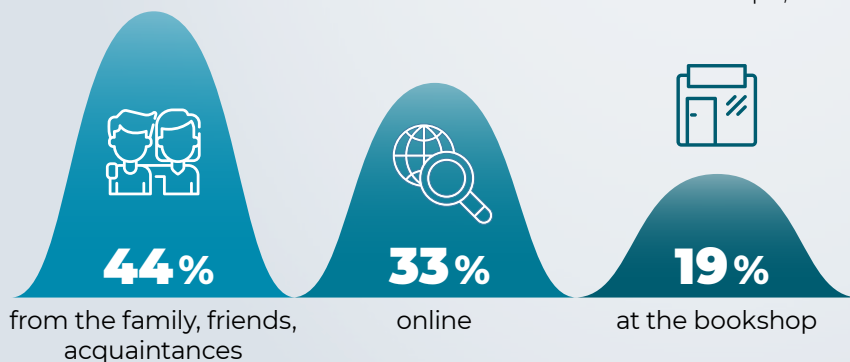
"More available information about the offer of new books for good, reasonable prices."
(woman 45–54 years)

Family, school, library

Reading aloud in childhood

Base: Whole sample, N=2007

67 % of respondents were read aloud to at least occassionaly 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 occassionaly

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
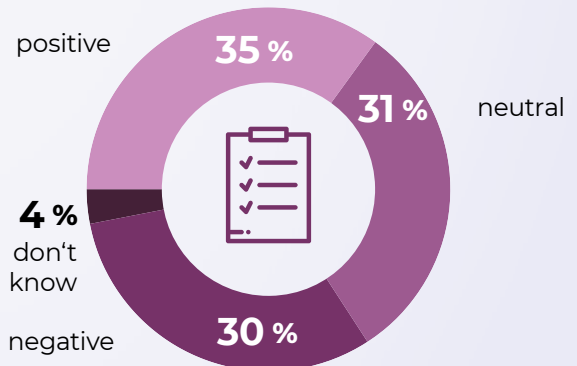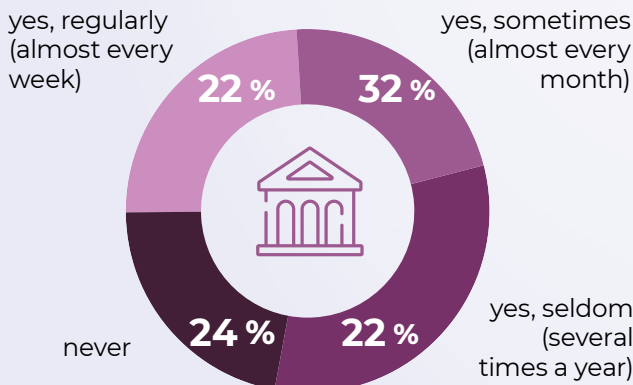> **78 %** current readers
> **41 %** current non-readers

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)

positive **35 %**
31 % neutral
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)

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 %**

e-Books and audiobooks

How often do people read e-books?

Base: Whole sample, N=2007

never

82%

10% once in a month or less

8% at least once in 2 weeks
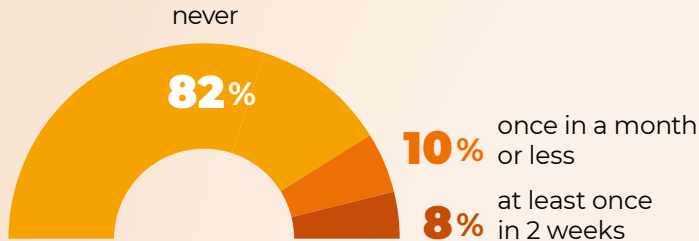
How often do people listen to audiobooks?

Base: Whole sample, N=2007

never

86%

10% once in a month or less

4% at least once in 2 weeks
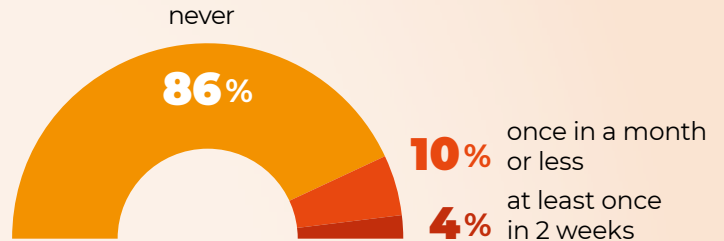
Devices used for reading e-books

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

43%
smartphone

39%
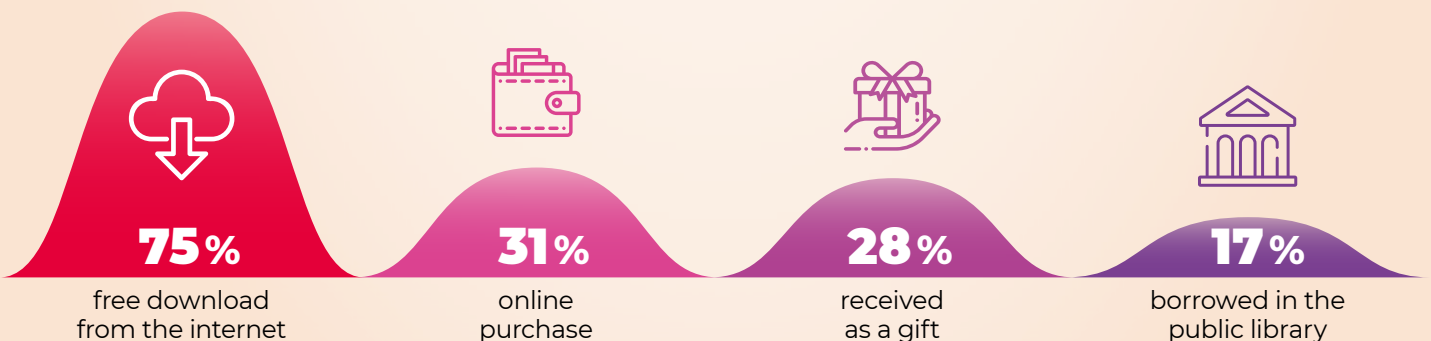desk or laptop

35%
tablet

34%
e-book reader
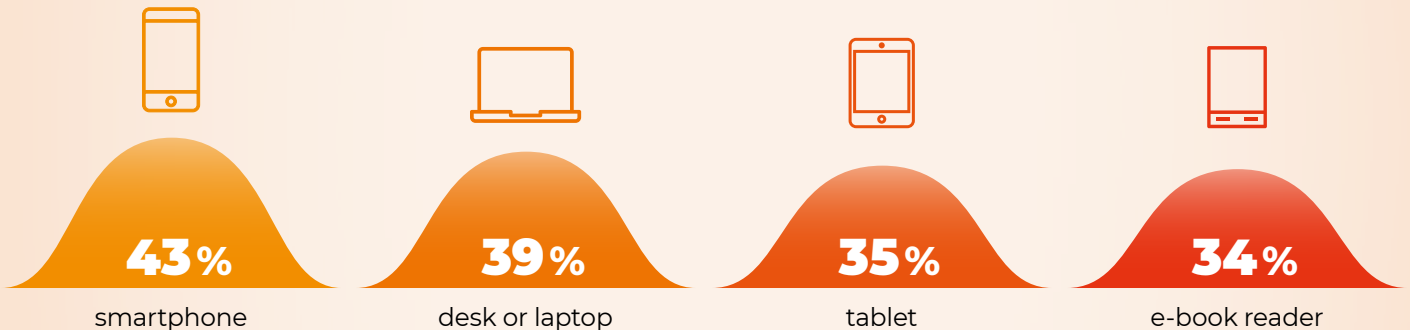
"Families read less in times of the Internet." (Woman 55–64 years)

"I don't appreciate any e-book readers, the book is the book." (Woman 25-34 years)
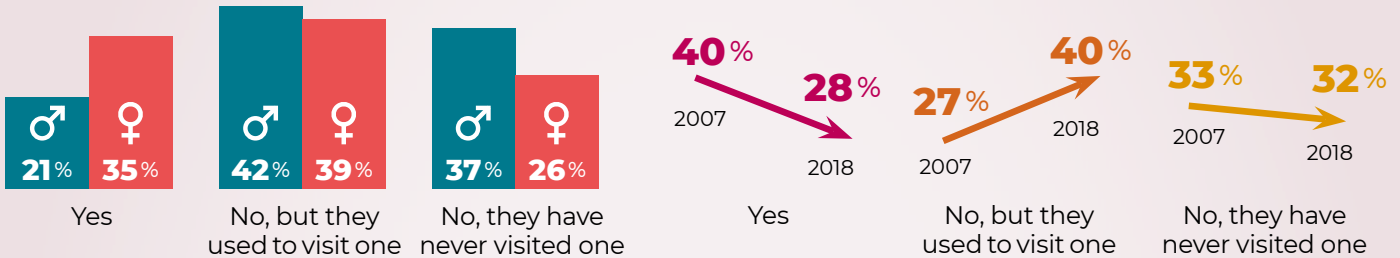
The most common ways of acquiring e-books in the last year
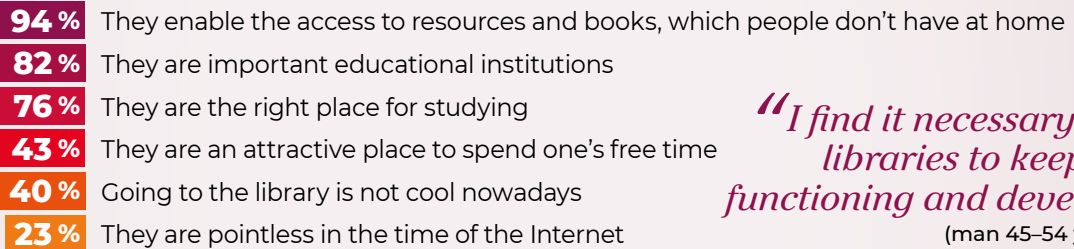
Base: they read e-Books at least seldom, N=375

75%
free download from the internet

31%
online purchase

28%
received as a gift

17%
borrowed in the public library

Public libraries

Visiting the public library in the last year

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

Yes
- ♂ 21 %
- ♀ 35 %

No, but they used to visit one
- ♂ 42 %
- ♀ 39 %

No, they have never visited one
- ♂ 37 %
- ♀ 26 %

Yes
- 40 % 2007
- 28 % 2018

No, but they used to visit one
- 27 % 2007
- 40 % 2018

No, they have never visited one
- 33 % 2007
- 32 % 2018

What do we think about libraries?

Base: Whole sample, N=2007

- **94 %** They enable the access to resources and books, which people don't have at home
- **82 %** They are important educational institutions
- **76 %** They are the right place for studying
- **43 %** They are an attractive place to spend one's free time
- **40 %** Going to the library is not cool nowadays
- **23 %** They are pointless in the time of the Internet
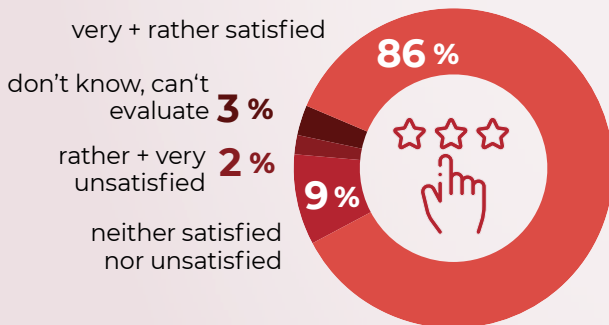
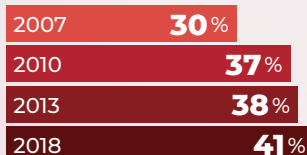*"I find it necessary for libraries to keep functioning and developing."*
(man 45–54 years)

Satisfaction with the offer of books and services

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

- very + rather satisfied **86 %**
- don't know, can't evaluate **3 %**
- rather + very unsatisfied **2 %**
- neither satisfied nor unsatisfied **9 %**

High satisfaction with the services is rising

Very satisfied

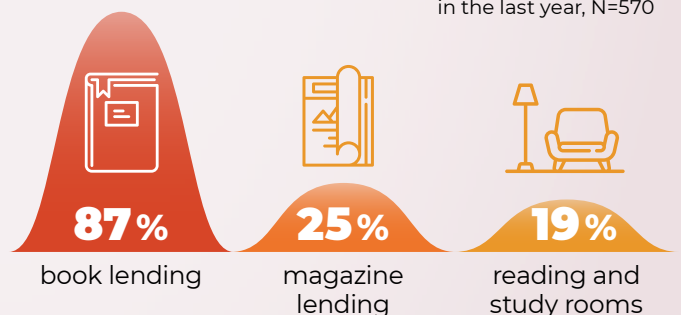| Year	Very satisfied
2007	30 %
2010	37 %
2013	38 %
2018	41 %

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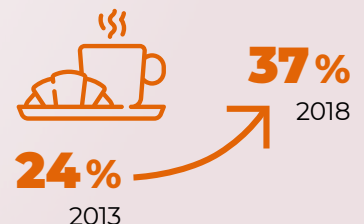
Base: Those who visited the public library in the last year, N=570

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

What other service could libraries offer?

Coffee or snack shop were mentioned most often

- **24 %** 2013
- **37 %** 2018

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

Popular literature

What do we prefer to read?

49 % contemporary leisure fiction

28 % classic fiction

26 % non-fiction literature (memoirs, journals, travelogues, biographies etc.)

18 % specialized literature

17 % sci-fi, fantasy, horrors
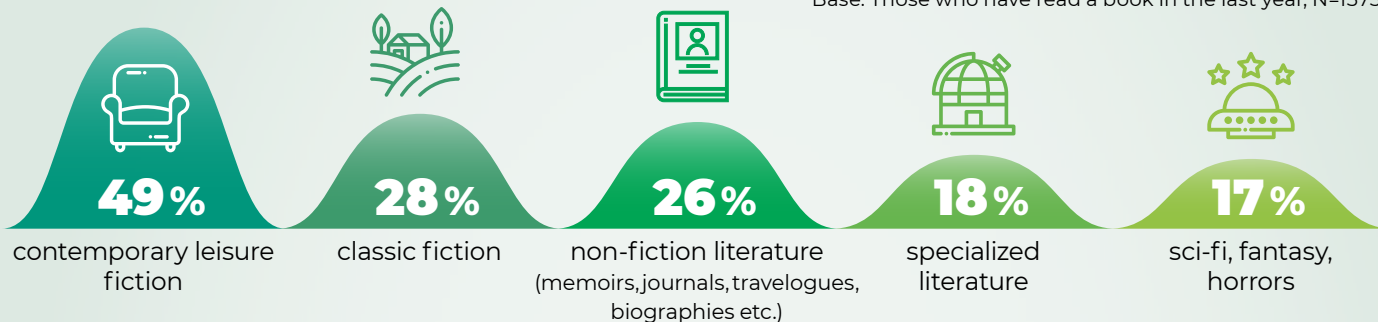
...but we are not all the same...

WOMEN

64 %   **38 %**   **21 %**

MEN

31 %   **31 %**   **25 %**

AGE 15–24   **43 %**   **35 %**   **27 %** textbooks, handbooks

AGE 35–44   **44 %**   **25 %**   **24 %**

AGE 65+   **56 %**   **41 %**   **33 %**
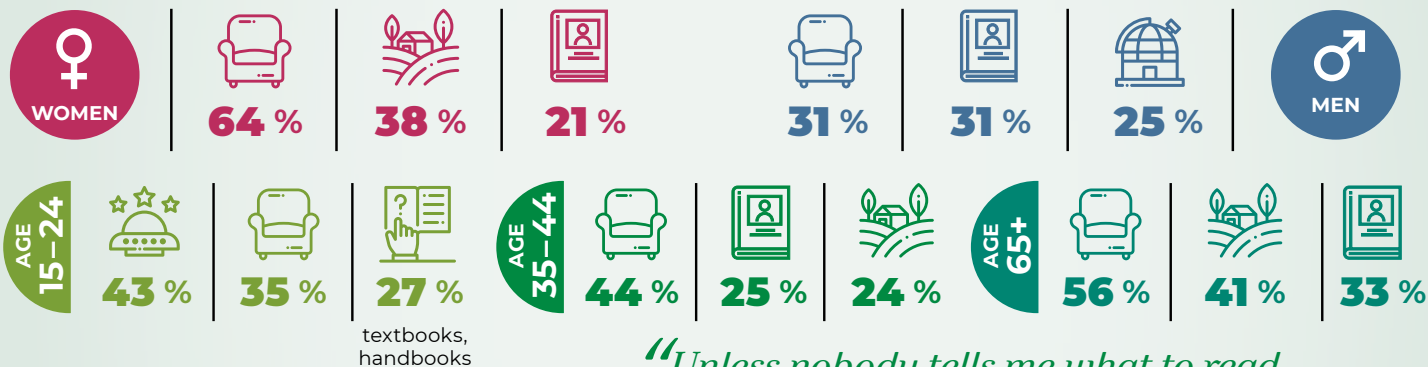
"*Unless nobody tells me what to read, then reading is fine.*" (man 25–34 years)

Most popular authors

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

Most popular books

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

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