Public libraries

What do we think about libraries?

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

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2011</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, but they used to visit one</td>
<td>27%</td>
<td>28%</td>
<td>33%</td>
<td>32%</td>
</tr>
<tr>
<td>No, they have never visited one</td>
<td>40%</td>
<td>39%</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>Yes</td>
<td>39%</td>
<td>32%</td>
<td>40%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Top 3 most used library services

<table>
<thead>
<tr>
<th>Service</th>
<th>2007</th>
<th>2008</th>
<th>2011</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>book lending</td>
<td>87%</td>
<td>87%</td>
<td>87%</td>
<td>87%</td>
</tr>
<tr>
<td>magazine lending</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>reading and study rooms</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
</tr>
</tbody>
</table>

What do we prefer to read?

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

<table>
<thead>
<tr>
<th>Genre</th>
<th>2007</th>
<th>2010</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>contemporary leisure fiction</td>
<td>25%</td>
<td>27%</td>
<td>31%</td>
</tr>
<tr>
<td>classic fiction</td>
<td>20%</td>
<td>40%</td>
<td>31%</td>
</tr>
<tr>
<td>non-fiction literature (memoirs, journals, travelogues, biographies etc.)</td>
<td>18%</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>specialized literature</td>
<td>13%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>sci-fi, fantasy, horror</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Most popular authors

<table>
<thead>
<tr>
<th>Author</th>
<th>2007</th>
<th>2010</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>E. M. Remarque</td>
<td>37%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Danielle Steel</td>
<td>25%</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>Jo Nesbø</td>
<td>9%</td>
<td>23%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Most popular books

<table>
<thead>
<tr>
<th>Book</th>
<th>2007</th>
<th>2010</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Good Soldier Schweik</td>
<td>12%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Stephen King</td>
<td>17%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>J. K. Rowling</td>
<td>14%</td>
<td>11%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Satisfaction with the offer of books and services

Base: Those who visited the public library in the last year, N=1575

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2011</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>very satisfied</td>
<td>39%</td>
<td>40%</td>
<td>40%</td>
<td>39%</td>
</tr>
<tr>
<td>rather satisfied</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>neither satisfied nor unsatisfied</td>
<td>19%</td>
<td>21%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>rather unsatisfied</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>very unsatisfied</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Visiting the public library in the last year


<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2013</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>never visited one</td>
<td>37%</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>used to visit one</td>
<td>41%</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>yes</td>
<td>22%</td>
<td>24%</td>
<td>23%</td>
</tr>
</tbody>
</table>

High satisfaction with the services is rising

Base: Those who visited the public library in the last year, N=1575

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>30%</td>
<td>37%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>55%</td>
<td>39%</td>
</tr>
<tr>
<td>Unhappy</td>
<td>15%</td>
<td>24%</td>
</tr>
</tbody>
</table>

“Find it necessary for functioning and developing”

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

<table>
<thead>
<tr>
<th></th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>42%</td>
</tr>
<tr>
<td>satisfied</td>
<td>39%</td>
</tr>
<tr>
<td>rather satisfied</td>
<td>20%</td>
</tr>
<tr>
<td>rather unsatisfied</td>
<td>6%</td>
</tr>
<tr>
<td>unsatisfied</td>
<td>3%</td>
</tr>
<tr>
<td>neither satisfied nor unsatisfied</td>
<td>2%</td>
</tr>
</tbody>
</table>

“Unless nobody tells me what to read, then reading is fine.”

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

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2010</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>no, but they have a book at home</td>
<td>21%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>no</td>
<td>60%</td>
<td>55%</td>
<td>56%</td>
</tr>
</tbody>
</table>

“...but we are not all the same...”

Base: Whole sample, N=2007

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2013</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>53%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>female</td>
<td>47%</td>
<td>50%</td>
<td>49%</td>
</tr>
</tbody>
</table>

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)

- 67% bought printed books most often
- 32% borrowed them from household libraries/acquaintances
- 56% purchased them

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

Books as a gift

- 67% of respondents were read aloud to at least occasionally in their childhood
- 56% men
- 70% women
- 74% current readers
- 46% current non-readers

Did we go to the public library as children?

- 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

Reading aloud to children

- 73% of 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.

- (women aged 64+)

Reading aloud to children in childhood

- Base: Whole sample, N=2007

Reading aloud to children in childhood

- 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)

Family, school, library

- We buy printed books most often
- We have spent on books in the last year
- How often do people read e-books?
- How often do people listen to audiobooks?

e-Books and audiobooks

- How often do people read e-books?
- How often do people listen to audiobooks?

Devices used for reading e-books

- “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

- Books as a gift
- Family, school, library

Family, school, library

- 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)

Reading aloud in childhood

- Base: Whole sample, N=2007

Reading aloud in childhood

- “There should be more space in school for kids to express their opinion on books.”
- “I don’t appreciate any e-book readers, the book is the book.” (woman 25–34 years)

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

How often do people read e-books?

- Base: they read e-books at least seldom, N=375
- Base: Whole sample, N=2007

How often do people listen to audiobooks?

- Base: Whole sample, N=2007
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)

- 67% of respondents received them as gifts
- 56% remained in the public library
- 56% purchased them

Base: Those who at least occasionally read printed books, N=1553.

How do we get the info about books

Selection and ways of acquiring books

We buy printed books most often

- 77% at traditional bookshops
- 33% at budget bookshops
- 31% online

We have spent on books in the last year

- 51 € and more
- 35-50 €
- 25-34 €
- 12-24 €
- up to 11 €

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

How often do people read e-books?

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

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

Family, school, library

Books as a gift

- 70% of respondents were given books as a gift
- 67% of men
- 73% of women


Attitude to compulsory school reading in childhood

- 73% positive
- 31% negative
- 30% neutral


Did we go to the public library as children?

- 70% of respondents were given books as a gift
- 67% of men
- 73% of women


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

(woman 45–54 years)

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

(woman, 35–44 years)

e-Books and audiobooks

How often do people read e-books?

- 82% never
- 10% once in a month or less
- 8% at least once in 2 weeks


How often do people listen to audiobooks?

- 86% never
- 10% once in a month or less
- 4% at least once in 2 weeks


Devices used for reading e-books

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


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

- 75% from the family, friends, acquaintances
- 31% online
- 28% at budget bookshops
- 17% at traditional bookshops


I don't appreciate any e-book readers, the book is the book.

(woman aged 65+)

“Families read less in times of the Internet.”

(woman 55–64 years)

I don't know

(4%)

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

(woman, 25–44 years)

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

(woman, 25–44 years)
Public libraries

Visiting the public library in the last year

- Yes: 40% (2007), 27% (2018)
- No, but they used to visit one: 28% (2007), 33% (2018)
- No, they have never visited one: 22% (2007), 32% (2018)

What do we think about libraries?

- They enable the access to resources and books, which people don’t have at home: 94%
- They are important educational institutions: 92%
- They are the right place for studying: 82%
- They are an attractive place to spend one’s free time: 86%
- They are important educational institutions: 76%
- They are pointless in the time of the Internet: 40%
- They are an attractive place to spend one’s free time: 43%
- They are in the power of the Internet: 40%

What do we prefer to read?

- Contemporary leisure fiction: 49%
- Fantasy, science fiction: 17%
- Classic fiction: 28%
- Non-fiction literature (music, poems, biographies etc.): 26%
- Specialized literature: 18%
- Sci-fi, fantasy, horror: 17%

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

Satisfaction with the offer of books and services

- Rather satisfied: 10% (2007), 13% (2018)
- Rather dissatisfied: 2% (2007), 4% (2018)

TOP 3 most used library services

- Book lending: 87%
- Magazine lending: 25%
- Reading and study rooms: 19%

High satisfaction with the services is rising

- Satisfied: 28% (2007), 38% (2018)

What other service could libraries offer?

- Coffee or snack shop were mentioned most often: 24% (2015)

High satisfaction with the offer of books and services

- No, but they used to visit one: 10% (2007), 13% (2018)
- No, they have never visited one: 9% (2007), 25% (2018)

in the Czech Republic

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

2018

Popular literature

What do we think about libraries?

- They enable the access to resources and books, which people don’t have at home: 94%
- They are important educational institutions: 92%
- They are the right place for studying: 82%
- They are an attractive place to spend one’s free time: 86%
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High satisfaction with the offer of books and services

- No, but they used to visit one: 10% (2007), 13% (2018)
- No, they have never visited one: 9% (2007), 25% (2018)
Public libraries don’t know, can’t evaluate
High satisfaction with books and services

What do we think about libraries?
Visiting the public library in the last year

What do we prefer to read?

Popular literature

What other service could libraries offer?

Satisfaction with the offer of books and services

Top 3 most used library services

In the Czech population we can currently find:

Different types of readers over the years

How many books on average do they read per year?

Readers and reading in the Czech Republic