

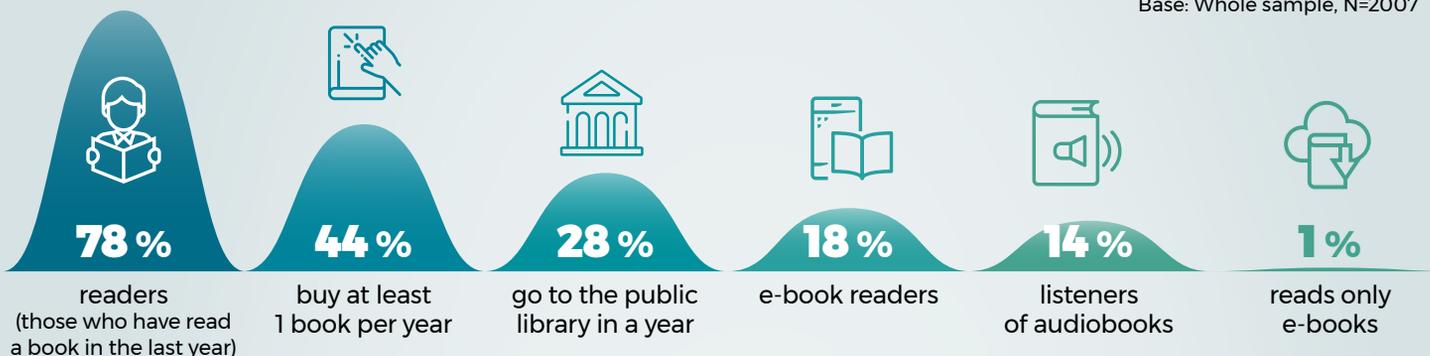
Readers and reading in Czechia (population aged 15+)

2018

Attitudes to reading

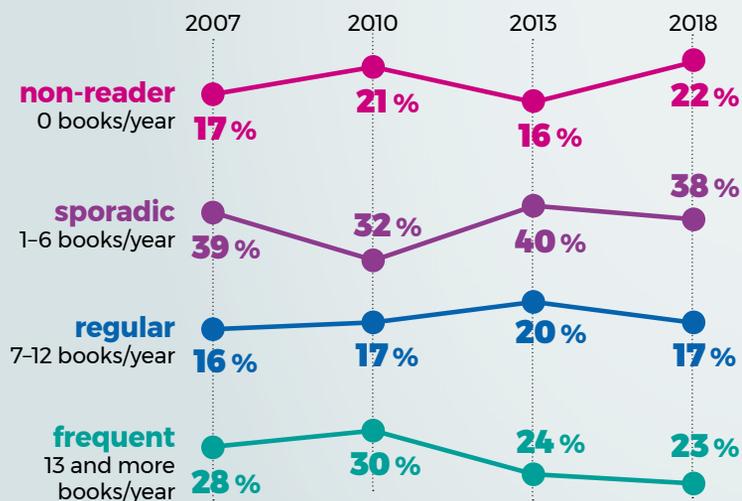
In the Czech population we can currently find:

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

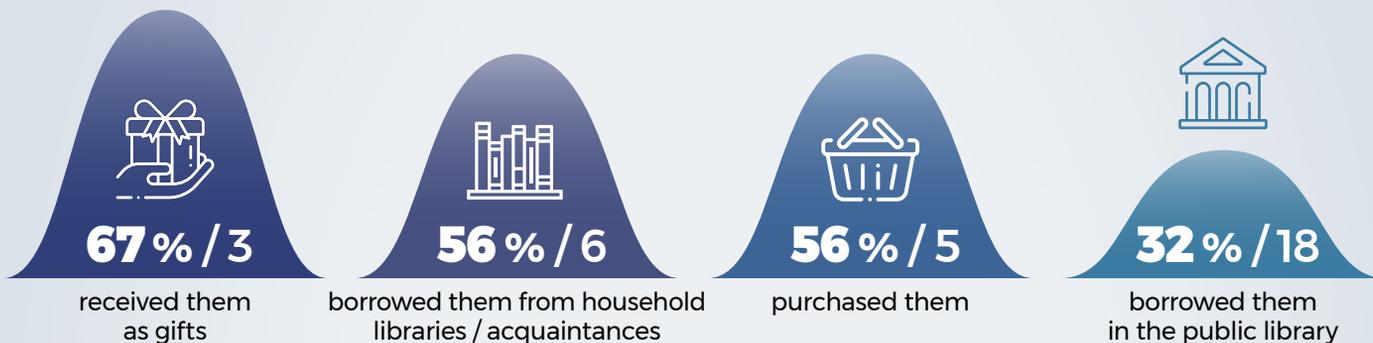


*Those who have read a book in the last year.

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



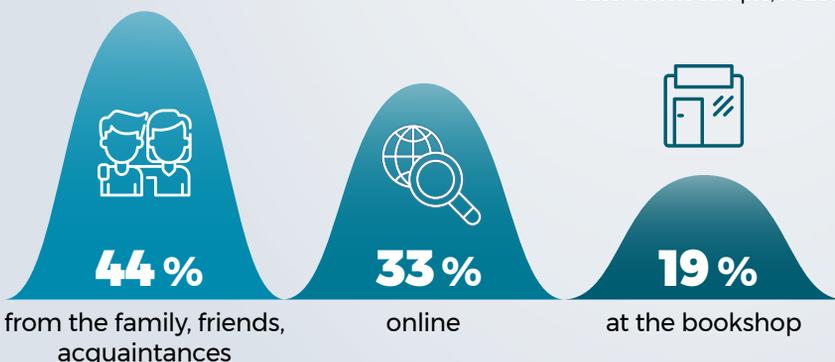
We have spent on books in the last year

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)

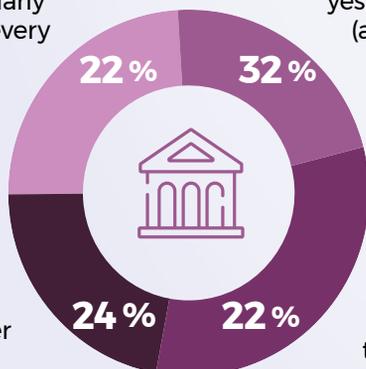
32%

never

24%

yes, seldom (several times a year)

22%



positive

35%

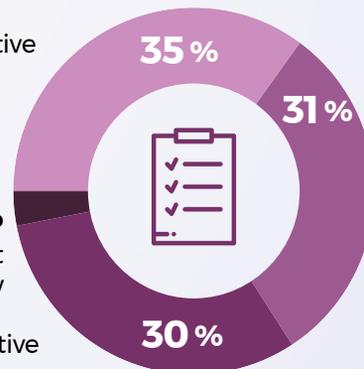
neutral

31%

4% don't know

negative

30%



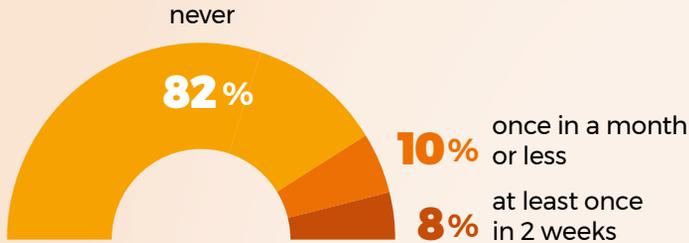
“There should be more space in school for kids to express their opinion on books.”

(man 15-24 years)

e-Books and audiobooks

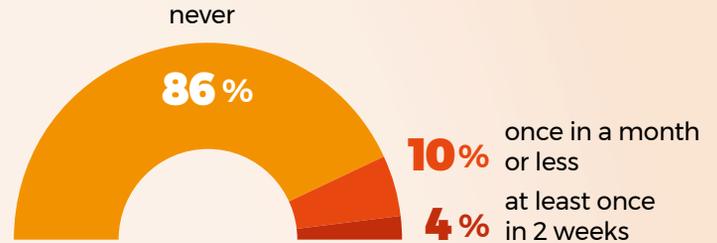
How often do people read e-books?

Base: Whole sample, N=2007



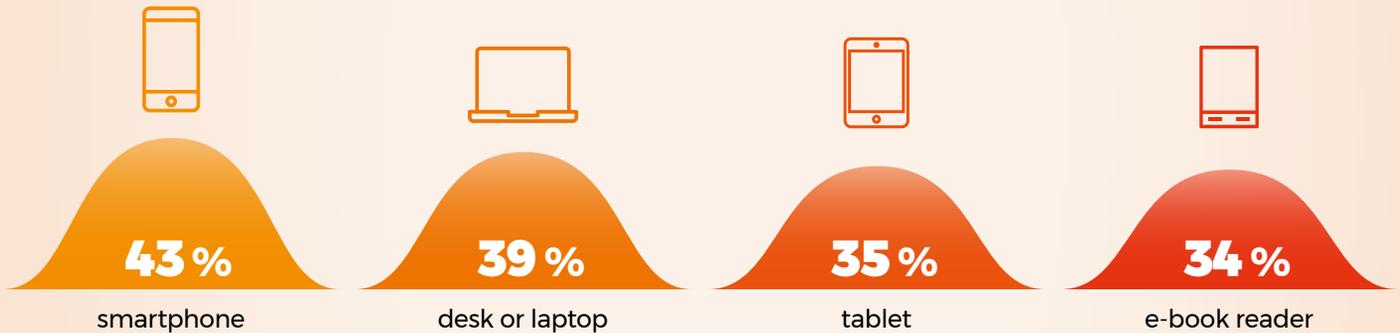
How often do people listen to audiobooks?

Base: Whole sample, N=2007



Devices used for reading e-books

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

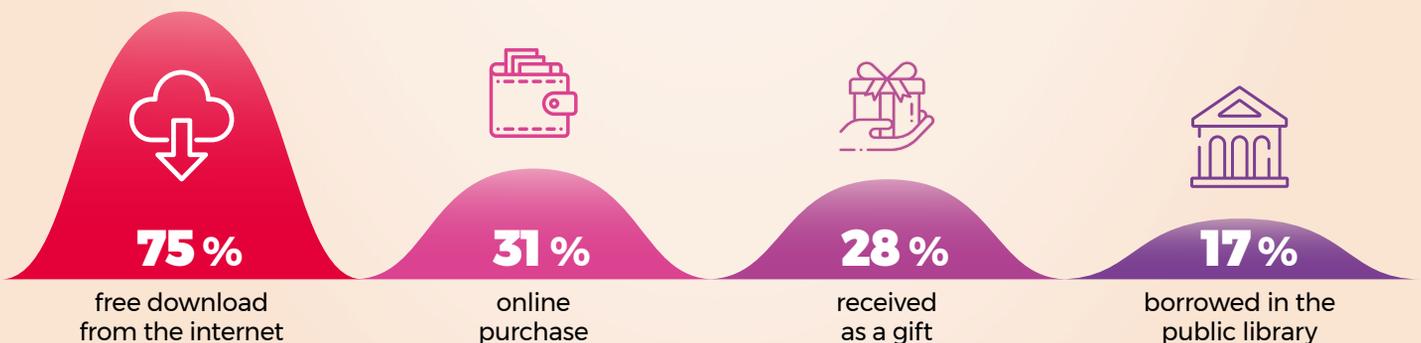


“Families read less in times of the Internet.” (Woman 55-64 years)

“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

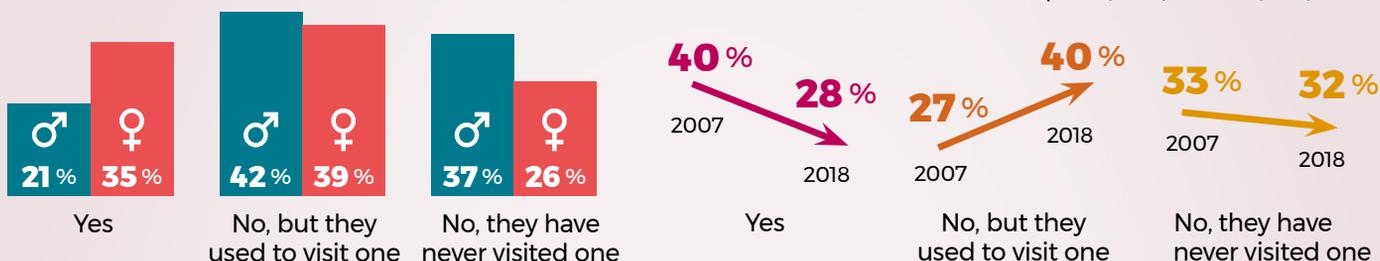
Base: they read e-Books at least seldom, N=375



Public libraries

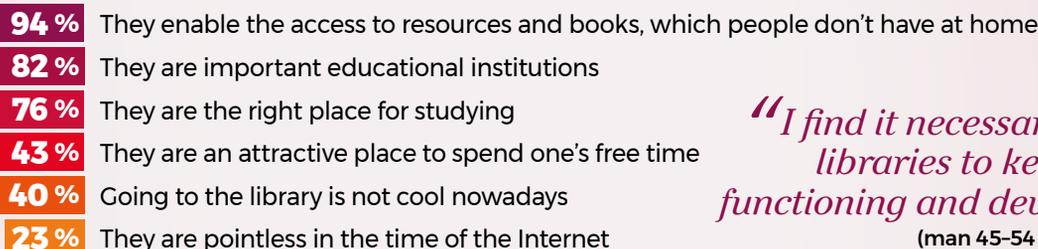
Visiting the public library in the last year

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



What do we think about libraries?

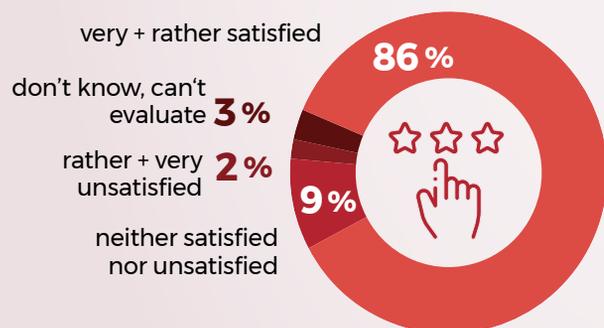
Base: Whole sample, N=2007



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

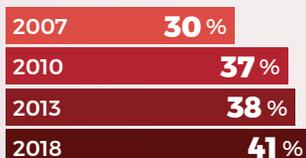
Satisfaction with the offer of books and services

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



High satisfaction with the services is rising

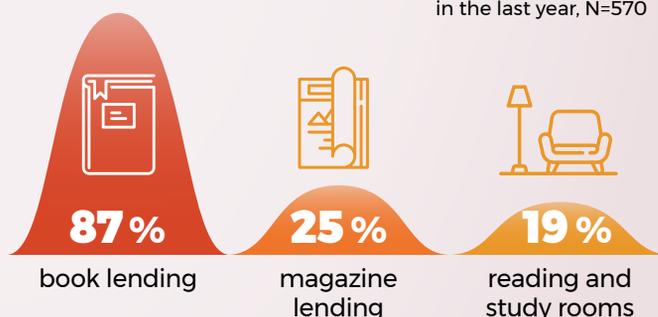
Very satisfied



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

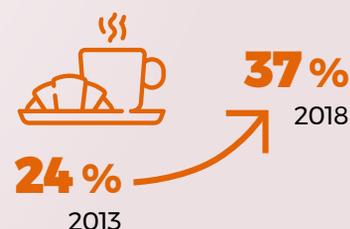
TOP 3 most used library services

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

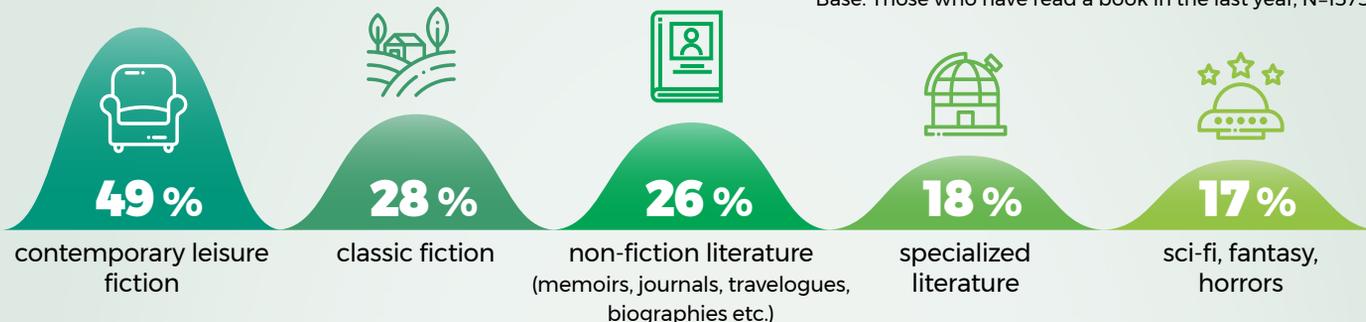


Base: Whole sample, N (2013)=1584, N (2018) = 2007

Popular recent literature

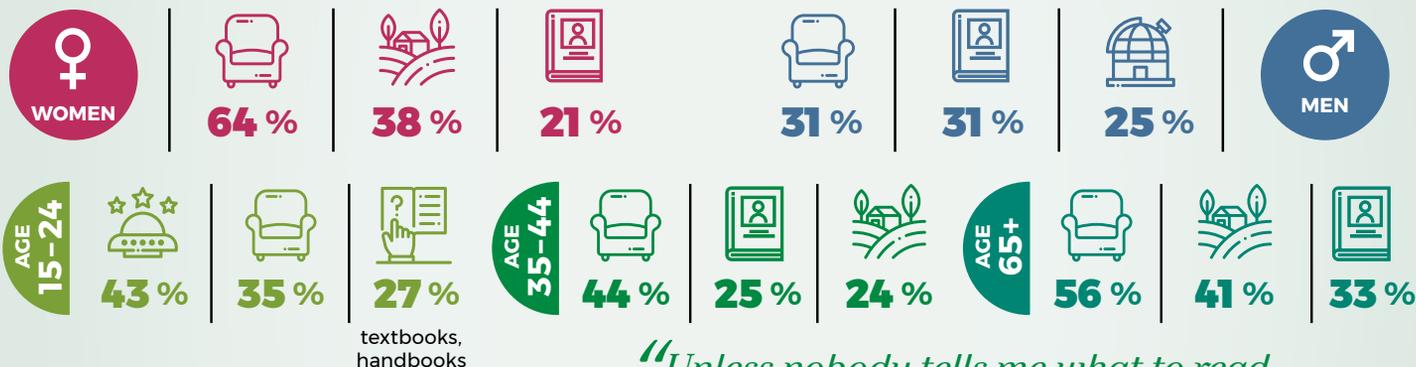
What do we prefer to read?

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.