Readers and Reading in the Czech Republic (2013)

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1.1 What do we investigate

- **reading** – how many books do we read, what kind of books, how often, how much time do we spend on this activity
- **buying** – how many books do we buy, where do we acquire them, which ctiteria are the most crucial in choosing them, for what reason, why do we not buy them, which subjects of the Czech book market do we know
- **public libraries** – attendance (yes or no), what kind of services do we prefer, are we satisfied with them, why do we not attend public libraries, what would force us to attend them
- how much time do we devote to particular **media** (reading books, reading newspapers/magazines, watching TV, interenet etc.), how often do we use the internet, what do we read in the digital environment, what kind of devices do we need for digital reading
- what is our most polular **author/book**
- reading **magazines**
- how does reading coincide with our **leisure time** activities and with our **profession/job**
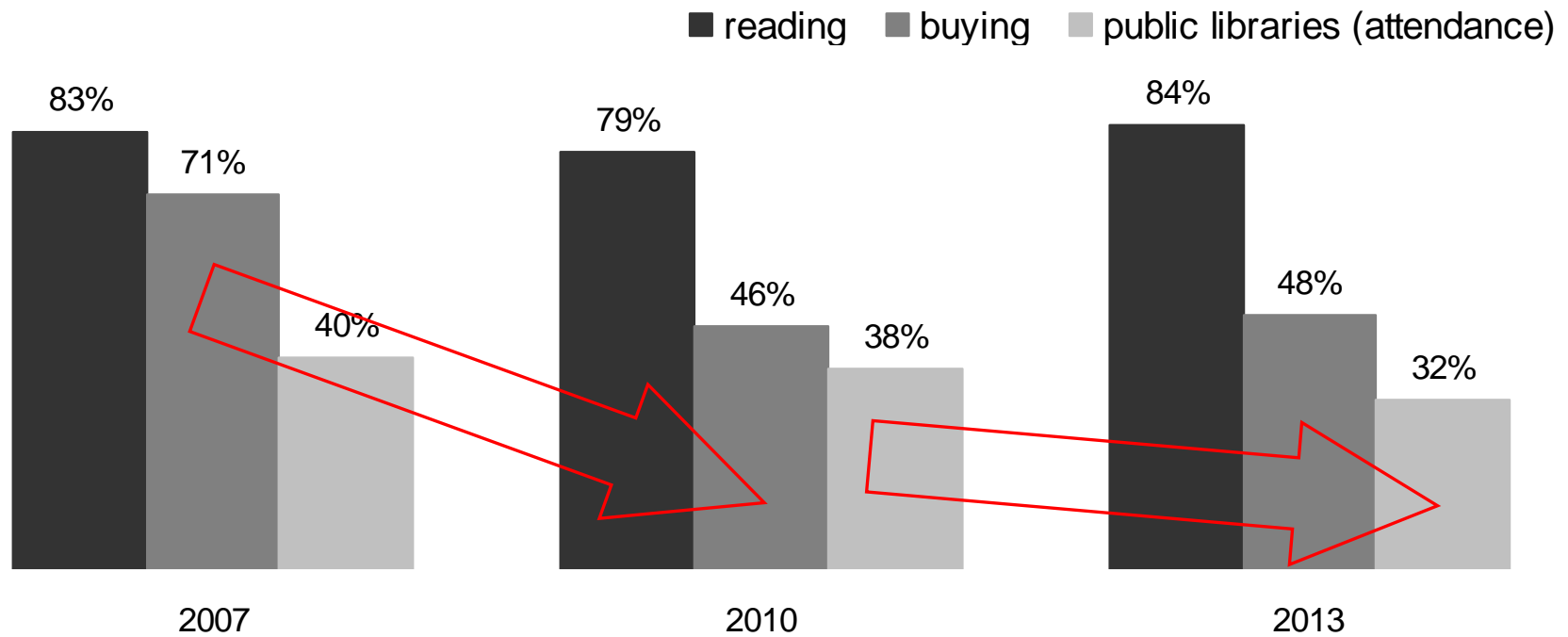- what played the most crucial role in our **attitude** to reading

1.2 Technical background

- statistical representative survey of the Czech population aged 15 years and over
- traits controlled: gender, age, economic activity, edutation, region
- sample size: 1,584 respondents
- statistical variation: 2,5 %
- when: May 2 – May 25, 2013
- method of data collection : standardized interviews, face-to-face
- average interview time: 30 min.
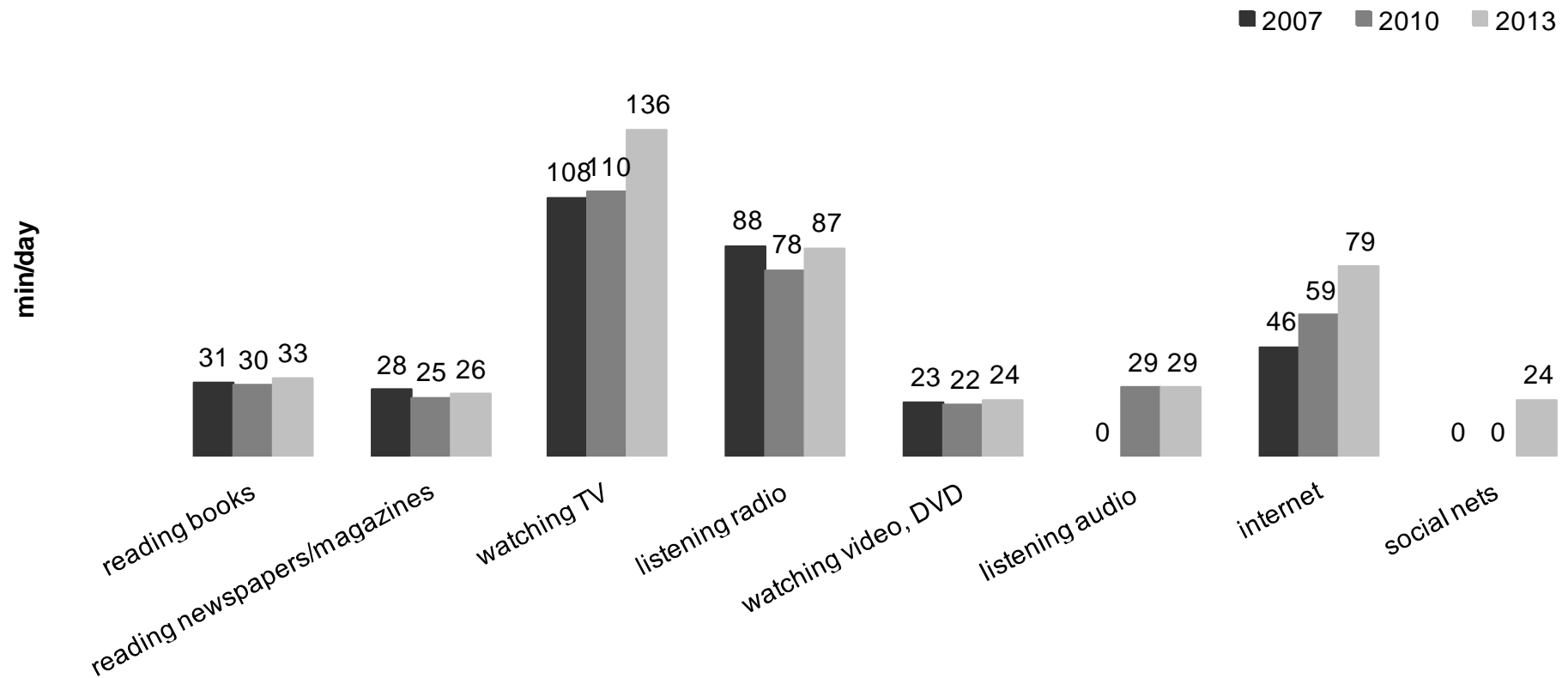- main survey topic: book market

… who declared reading at least one book during one year – of whatever kind (fictional, factual, scholarly), for whatever reason (pleasure, information, education), in whatever medium (printed or digital)
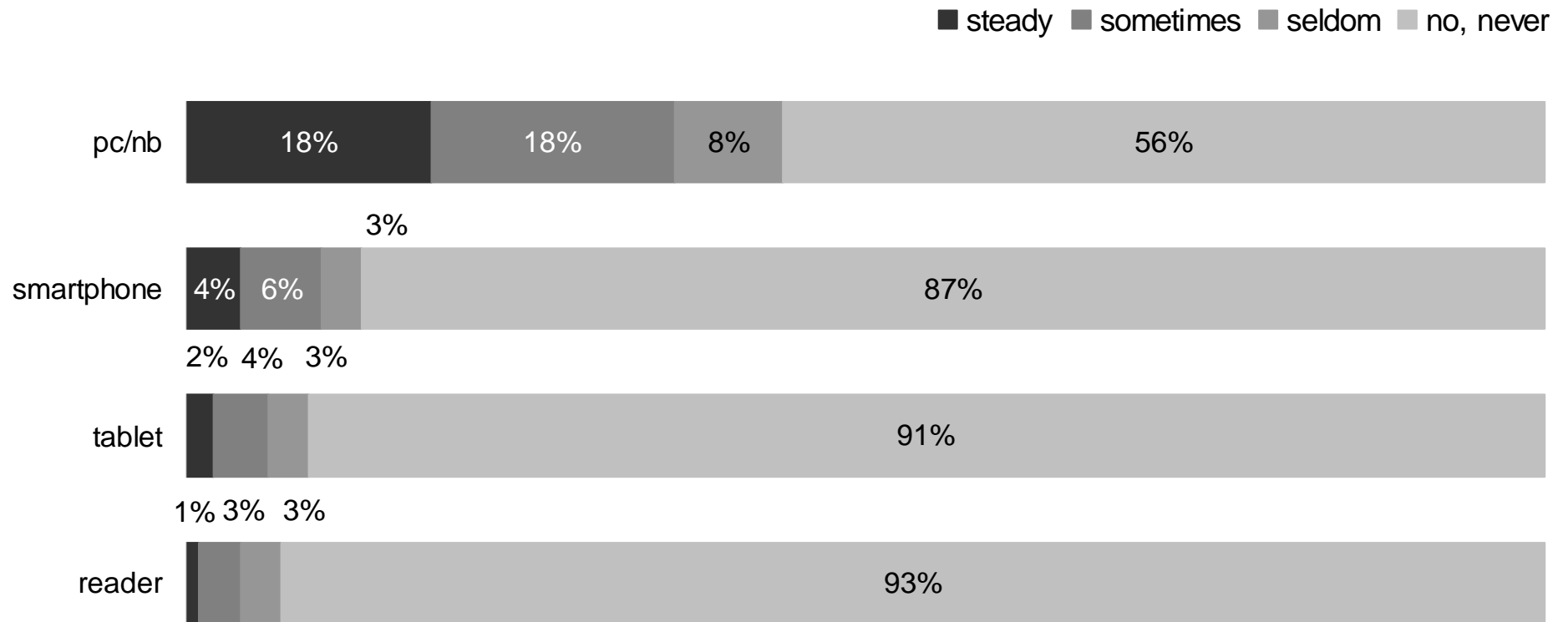
2.1 Reading-buying-public libraries attendance

legend: ■ reading ■ buying ■ public libraries (attendance)

2007: 83% · 71% · 40%

2010: 79% · 46% · 38%

2013: 84% · 48% · 32%

basis: the whole population 15+

2.2 Reading and other media activities

2007 **2010** **2013**

min/day

activity	2007	2010	2013
reading books	31	30	33
reading newspapers/magazines	28	25	26
watching TV	108	110	136
listening radio	88	78	87
watching video, DVD	23	22	24
listening audio	0	29	29
internet	46	59	79
social nets	0	0	24

0 = not surveyd

basis: the whole population 15+

2.3 Digital reading (devices)

Legend: ■ steady ■ sometimes ■ seldom ■ no, never

Device	steady	sometimes	seldom	no, never
pc/nb	18%	18%	8%	56%
smartphone	4%	6%	3%	87%
tablet	2%	4%	3%	91%
reader	1%	3%	3%	93%

basis: the whole population 15+

3.1 Readers - distribution

■ non-reader (0)   ■ sporadic reader (1-6 books)

■ regular reader (7-12 books)   □ frequent reader (13+ books)

Year	non-reader	sporadic reader	regular reader	frequent reader
2007	17%	39,0%	16%	29%
2010	21%	32%	17%	29%
2013	16%	40%	20%	24%
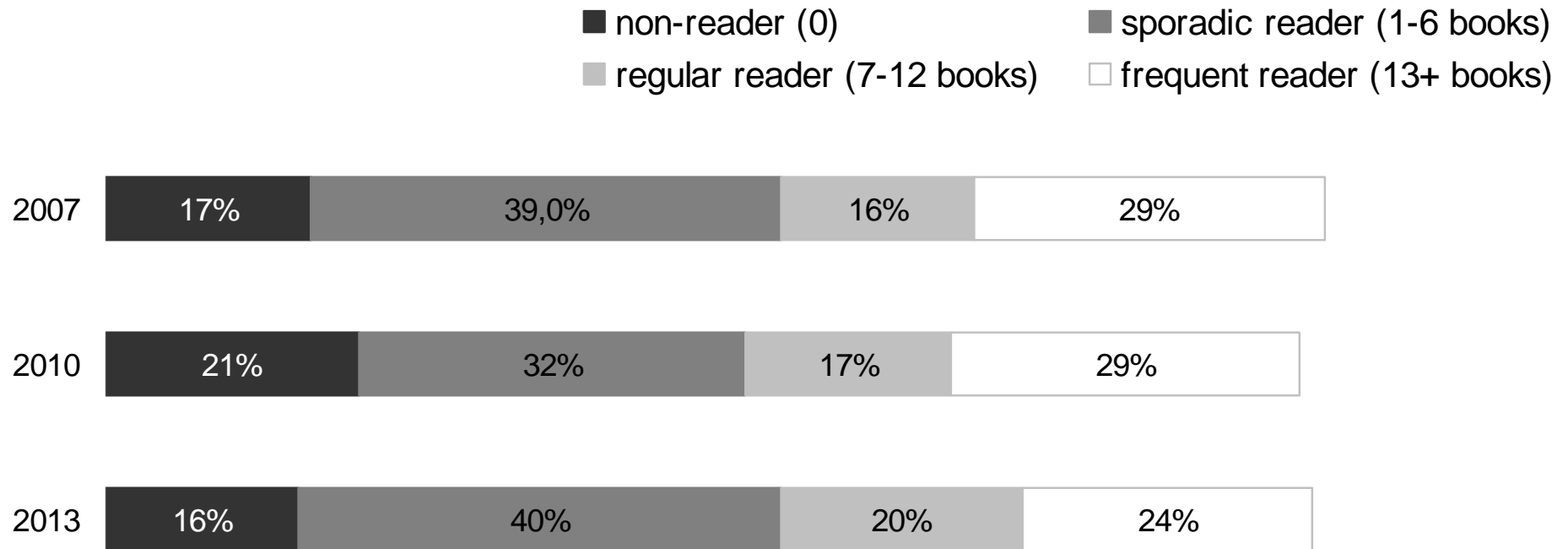
basis: the whole population 15+

3.2 Readers – by age (2013)

■ non-reader (0) ■ sporadic reader (1-6 books) ■ regular reader (7-12 books) □ frequent reader (13+ books)

Age	non-reader	sporadic reader	regular reader	frequent reader
15-24 years	15%	37%	24%	23%
25-34 years	18%	43%	16%	23%
35-44 years	16%	47%	19%	19%
45-54 years	18%	43%	20%	20%
55-64 years	16%	36%	22%	27%
65+	15%	31%	23%	32%
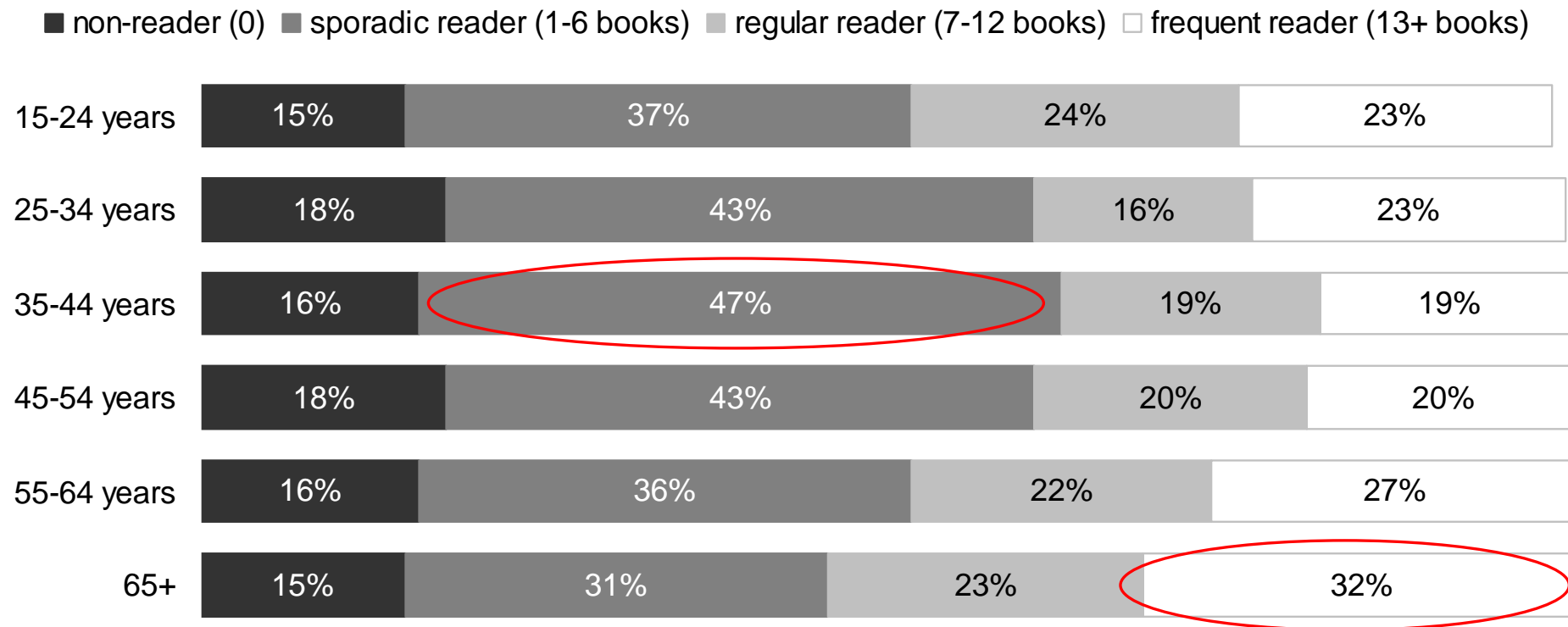
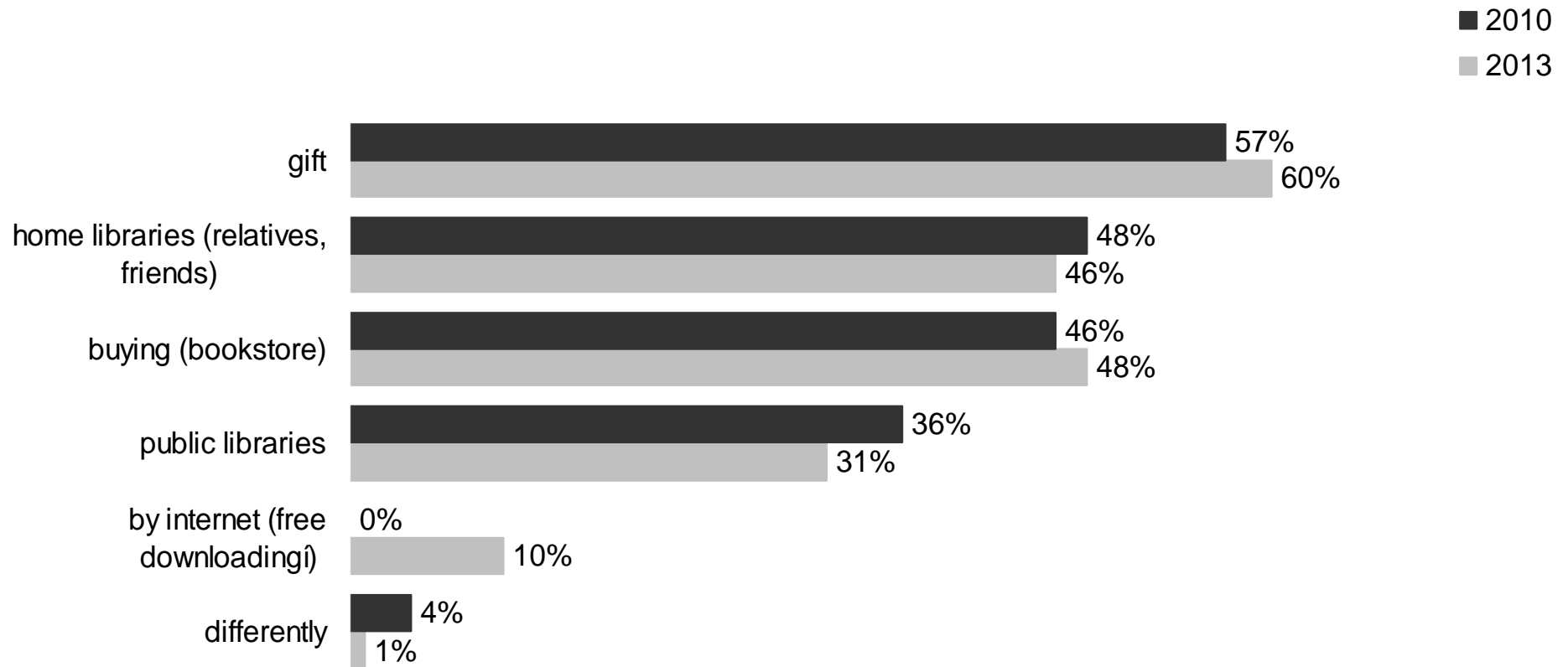basis: the whole population 15+

4.1 Book market – buying (where)
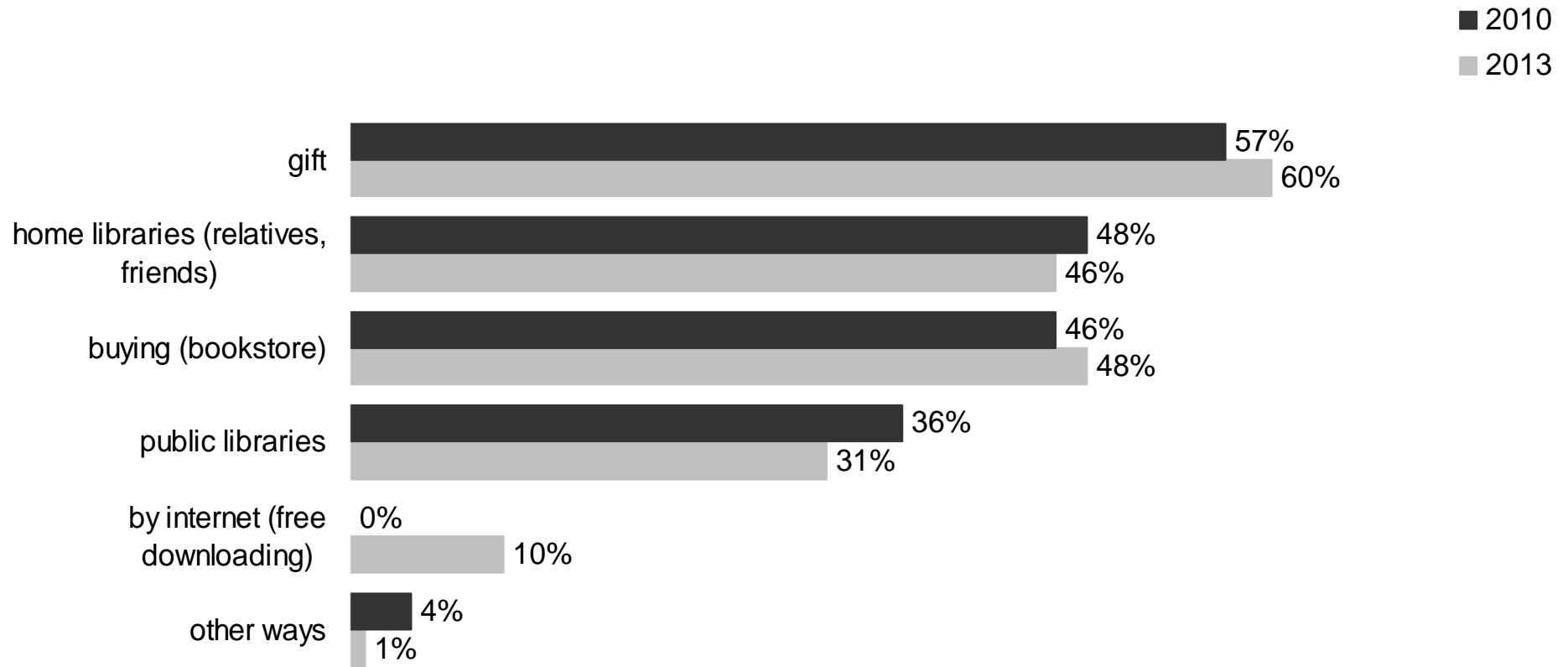
basic: book buyers

4.2 Book aquiring (channels)

2010
2013

channel	2010	2013
gift	57%	60%
home libraries (relatives, friends)	48%	46%
buying (bookstore)	46%	48%
public libraries	36%	31%
by internet (free downloadingî)	0%	10%
differently	4%	1%

basis: the whole population 15+

4.3 Book acquiring (number)

■ 2010
■ 2013

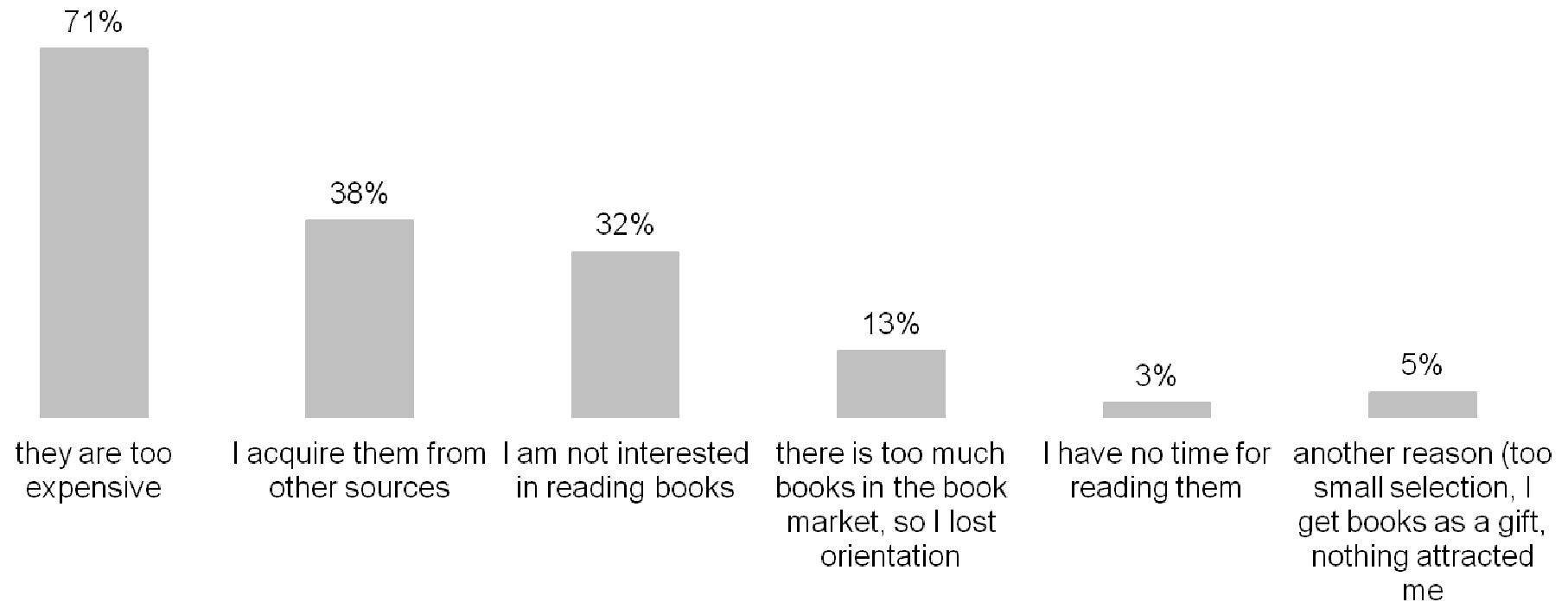|	2010	2013
gift	1,7	1,9
home libraries (relatives, friends)	2,8	2,3
buying (bookstore)	2,3	2,3
public libraries	6,3	3,6
by internet (free downloading)	0	0,5
other ways	0,4	0,1
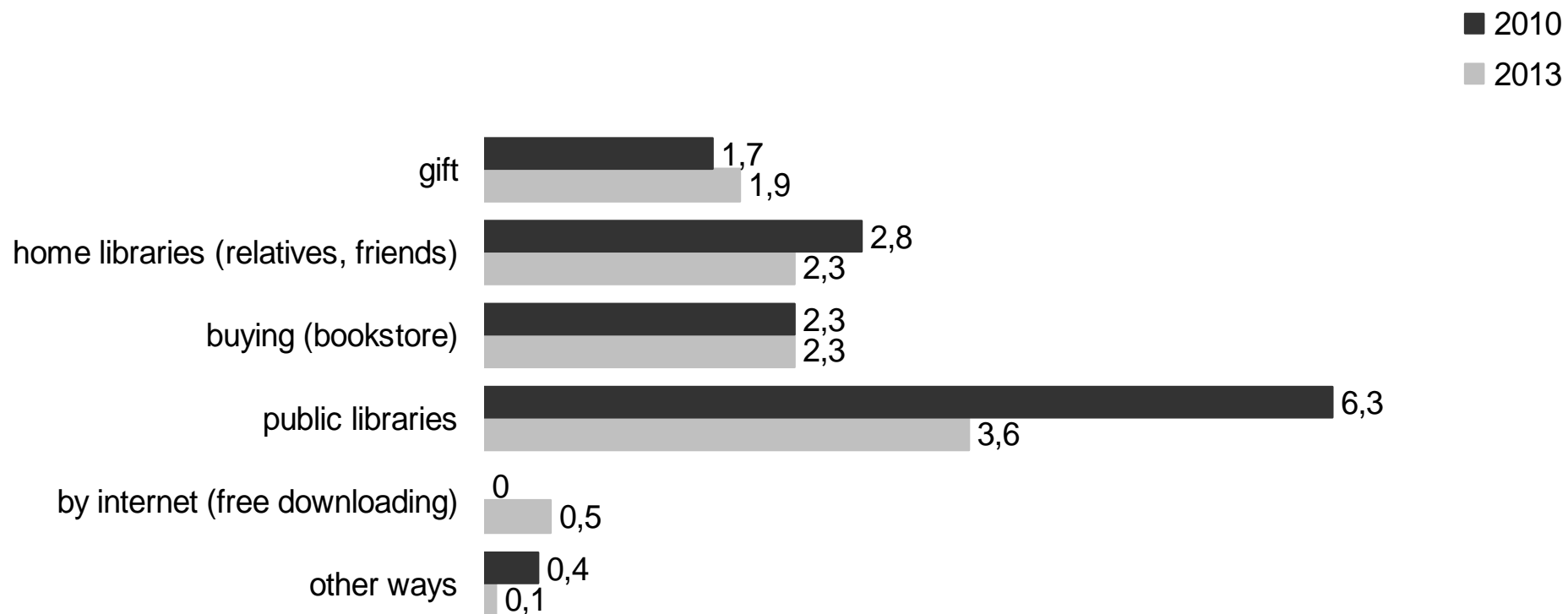
2010 – 13, 5 books

2013 – 10,7 books

0 = not surveyd

basis: the whole population 15+
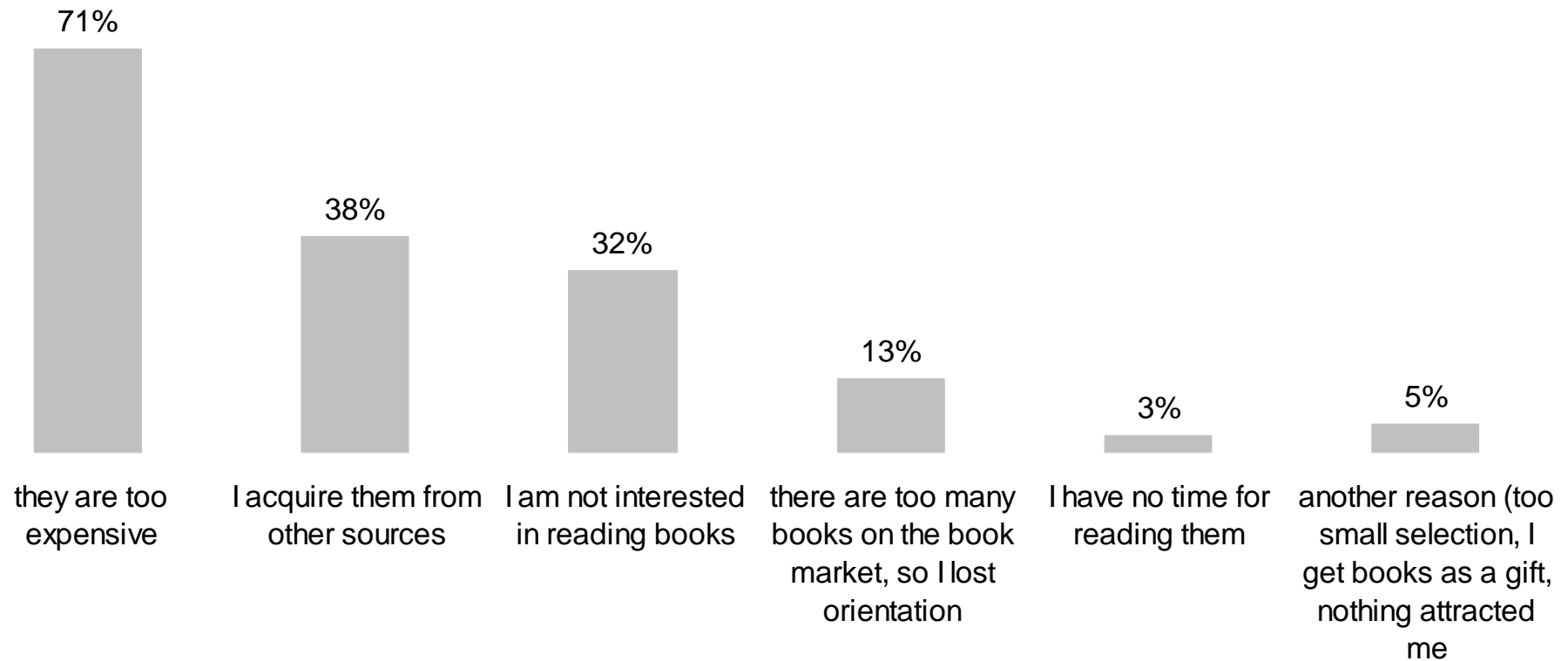
4.5 Criteria for buying books (2013)

sum ‡ 100%; more choices
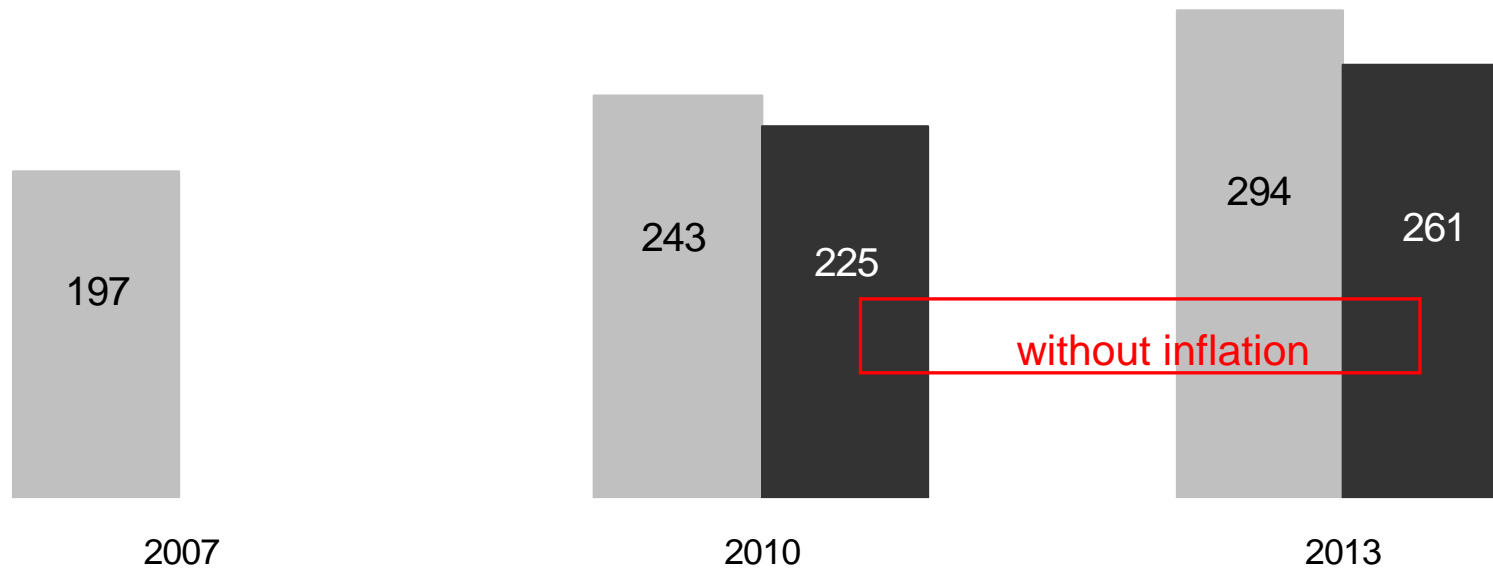
basis: book buyers

4.6 Why do we not buy books

71%

38%

32%

13%

3%

5%

they are too
expensive

I acquire them from
other sources

I am not interested
in reading books

there are too many
books on the book
market, so I lost
orientation

I have no time for
reading them

another reason (too
small selection, I
get books as a gift,
nothing attracted
me

sum ≠ 100%; more choices

4.7 Book market - data

an average book price (Kč, Czech crown)

197

2007

243
225

2010

without inflation

294
261

2013

basis: the whole population 15+

5.1 Public libraries (attendance during one year)

■ yes ■ no, formerly yes ■ no, never

2007	40%	27%	33%
2010	38%	28%	34%
2013	32%	31%	37%

basis: the whole population 15+

Author	votes
M. Viewegh	19
E. M. Remarque	18
D. Francis	15
A. Christie	13
V. Javořická	10
B. Němcová	9
K. Čapek	8
J. R. R. Tolkien	8
B. Hrabal	7
S. King	7
B. MacDonald	7
S. Monyová	7
J. K. Rowling	7

2007 a 2010 – 1. M. Viewegh

basis: all who stated

6.2 The most favourite book (2013)

Title	votes
Granny (B. Němcová)	10
Harry Potter (J. K. Rowling)	8
Fifty Shades of Grey (E. L. James)	8
The Lord of the Rings (J. R. R. Tolkien)	8
The Egg and I (B. MacDonald)	8
Sinuhet the Egyptian (M. Waltari)	7
Saturnin (Z. Jirotka)	7
The Good Soldier Schwejk (J. Hašek)	7
The Little Prince (A. de Saint-Exupéry)	6
Twilight (S. Meyer)	5
All Quiet on the Western Front (E. M. Remarque)	5

2007 a 2010 – 1.
The Egg and I

basis: all who stated

- a large percentage of the Czech population reads
- a small urbanization gap
- a big gender gap
- no age gap; only a decrease in reading during middle age
- extensive home libraries
- a positive attitude to public libraries
- books as a gift - a common custom

1 datum: 84 % (readers)

3 data: 84 % (readers), 48 % (book buying), 32 % (public libraries attendance)

7 data: 84 % (readers), 48 % (book buying), 32 % (public libraries attendance), the most favourite author: Michal Viewegh, the most favourite book: *Babička* (Granny, author: B. Němcová), the most known institution on the book market: Levné knihy (Cheap Books), the most preferable way of buying books: by genre