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 criteria 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, internet 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 popular **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, education, 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
1.3 Who is a statistical reader...

... 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

- **2007**: 83% reading, 71% buying, 40% public libraries attendance
- **2010**: 79% reading, 46% buying, 38% public libraries attendance
- **2013**: 84% reading, 48% buying, 32% public libraries attendance

*Note: Basis: the whole population 15+*
2.2 Reading and other media activities

basis: the whole population 15+

0 = not surveyed
2.3 Digital reading (devices)

- **PC/nb**: 18% steady, 18% sometimes, 8% seldom, 56% no, never
  - 3% seldom

- **Smartphone**: 4% steady, 6% sometimes, 87% no, never
  - 2% steady, 4% sometimes, 3% seldom

- **Tablet**: 1% steady, 3% sometimes, 91% no, never
  - 1% steady, 3% sometimes

- **Reader**: 1% steady, 3% sometimes, 93% no, never

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)

2007:
- 17% non-reader
- 39.0% sporadic reader
- 16% regular reader
- 29% frequent reader

2010:
- 21% non-reader
- 32% sporadic reader
- 17% regular reader
- 29% frequent reader

2013:
- 16% non-reader
- 40% sporadic reader
- 20% regular reader
- 24% frequent reader

basis: the whole population 15+
### 3.2 Readers – by age (2013)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Non-reader (0)</th>
<th>Sporadic Reader (1-6 books)</th>
<th>Regular Reader (7-12 books)</th>
<th>Frequent Reader (13+ books)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24 years</td>
<td>15%</td>
<td>37%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>18%</td>
<td>43%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>16%</td>
<td>47%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>18%</td>
<td>43%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>16%</td>
<td>36%</td>
<td>22%</td>
<td>27%</td>
</tr>
<tr>
<td>65+</td>
<td>15%</td>
<td>31%</td>
<td>23%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Basis: the whole population 15+
4.1 Book market – buying (where)

- **Gift**: 57% (2010), 60% (2013)
- **Home libraries (relatives, friends)**: 48% (2010), 46% (2013)
- **Buying (bookstore)**: 48% (2010), 46% (2013)
- **Public libraries**: 36% (2010), 31% (2013)
- **By internet (free downloading)**: 0% (2010), 10% (2013)
- **Other ways**: 4% (2010), 1% (2013)
4.2 Book acquiring (channels)

- **Gift**: 57% (2010), 60% (2013)
- **Home libraries (relatives, friends)**: 48% (2010), 46% (2013)
- **Buying (bookstore)**: 46% (2010), 48% (2013)
- **Public libraries**: 36% (2010), 31% (2013)
- **By internet (free downloading)**: 0% (2010), 10% (2013)
- **Differently**: 4% (2010), 1% (2013)

**Basis**: the whole population 15+
4.3 Book acquiring (number)

- **2010 – 13,5 books**
- **2013 – 10,7 books**

- **Public libraries**: 2010 = 6,3, 2013 = 3,6
- **Home libraries (relatives, friends)**: 2010 = 2,8, 2013 = 2,3
- **Gift**: 2010 = 1,7, 2013 = 1,9
- **Buying (bookstore)**: 2010 = 2,3, 2013 = 2,3
- **By internet (free downloading)**: 2010 = 0, 2013 = 0,5
- **Other ways**: 2010 = 0, 2013 = 0,4

0 = not surveyed  

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

- They are too expensive: 71%
- I acquire them from other sources: 38%
- I am not interested in reading books: 32%
- There is too much books in the book market, so I lost orientation: 13%
- I have no time for reading them: 3%
- Another reason (too small selection, I get books as a gift, nothing attracted me): 5%

Sum ≠ 100%; more choices

Basis: book buyers
4.6 Why do we not buy books

- 71% of book non-buyers say they are too expensive.
- 38% acquire them from other sources.
- 32% are not interested in reading books.
- 13% cite too many books on the market as a reason.
- 3% have no time for reading them.
- 5% give another reason, such as too small selection or getting books as gifts.

Note: The total does not sum up to 100% due to more choices.

Basis: Book non-buyers
4.7 Book market - data

an average book price (Kč, Czech crown)

basis: the whole population 15+

<table>
<thead>
<tr>
<th>Year</th>
<th>2007</th>
<th>2010</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>197</td>
<td>243</td>
<td>294</td>
</tr>
<tr>
<td>Value (without inflation)</td>
<td>225</td>
<td>261</td>
<td></td>
</tr>
</tbody>
</table>

without inflation
5.1 Public libraries (attendance during one year)

- **2007**
  - yes: 40%
  - no, formerly yes: 27%
  - no, never: 33%

- **2010**
  - yes: 38%
  - no, formerly yes: 28%
  - no, never: 34%

- **2013**
  - yes: 32%
  - no, formerly yes: 31%
  - no, never: 37%

basis: the whole population 15+
## 6.1 The most favourite author (2013)

<table>
<thead>
<tr>
<th>Author</th>
<th>votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>M. Viewegh</td>
<td>19</td>
</tr>
<tr>
<td>E. M. Remarque</td>
<td>18</td>
</tr>
<tr>
<td>D. Francis</td>
<td>15</td>
</tr>
<tr>
<td>A. Christie</td>
<td>13</td>
</tr>
<tr>
<td>V. Javořická</td>
<td>10</td>
</tr>
<tr>
<td>B. Němcová</td>
<td>9</td>
</tr>
<tr>
<td>K. Čapek</td>
<td>8</td>
</tr>
<tr>
<td>J. R. R. Tolkien</td>
<td>8</td>
</tr>
<tr>
<td>B. Hrabal</td>
<td>7</td>
</tr>
<tr>
<td>S. King</td>
<td>7</td>
</tr>
<tr>
<td>B. MacDonald</td>
<td>7</td>
</tr>
<tr>
<td>S. Monyová</td>
<td>7</td>
</tr>
<tr>
<td>J. K. Rowling</td>
<td>7</td>
</tr>
</tbody>
</table>

2007 a 2010 – 1. M. Viewegh

basis: all who stated
## 6.2 The most favourite book (2013)

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

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
7.2 Summary

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