

Beyond the Book project: Liverpool Reads, survey questionnaire

February - April 2007

Welcome, residents of Liverpool, Hull, Glasgow and Bristol!

Please share with us your thoughts about books and reading by completing our questionnaire. You may win a prize - a £50 book voucher!

Thanks for participating in our research.

Click here to begin

Dear Reader,

We are conducting a short survey about reading and reading events like Liverpool Reads / Small Island Read as part of a project funded by the Arts and Humanities Research Council (www.ahrc.ac.uk). Your participation is greatly appreciated! The survey will take approximately 20 minutes to complete, and, when you are finished, you simply need to push "submit" and your survey responses will be sent to us. As a thank you for your time and thoughts, and with your permission, your name will be entered into a draw for a £50 gift voucher from a book shop of your choice.

Our universities subscribe to ethical standards for conducting research and seek to protect the interests, comfort, and safety of those who participate in our research at all times. Any information that is obtained during this study will be confidential. Knowledge of your identity is not required, unless you want your name entered into the thank-you draw, and/or unless you provide us with the opportunity to speak with you further. The information collected in this survey will be held in a secure location at the researchers' universities. On the completion of our three-year study in 2008, data will be lodged in an electronic archive located in Oxford, which is managed by the Arts and Humanities Data Service (www.ahds.ac.uk), but only after the removal of any information that might identify individuals.

The information that we gather from this study will help us better understand why some people participate in book events and why others do not. We also hope to understand the role of reading in people's lives. This information will be beneficial not only to us and to the organisers of community reading events like Liverpool Reads / Small Island Read, but also to policy makers, teachers, librarians, and to readers like yourself.

If you have concerns about this research, please contact Dr. Tony Davis, Assoc. VP of Research, Mount Saint Vincent University, Halifax, NS, Canada [phone number]. He is at arms-length from this research project.

The results of this study are available to you, upon its completion, by contacting us: DeNel Rehberg Sedo, [postal and email addresses] or Danielle Fuller, [postal and email addresses]

ON TO THE STUDY...

Question on web survey

Which of the following kinds of books do you read *most* for pleasure? (tick as many as apply)

Biography

History

Poetry

Humour

Classical Lit.

Sci. Fi, Fantasy, Horror

Plays

Mystery

Western

Romance

Cartoon

Contemporary Fiction

Young Adult

Theology

Self-help

Politics

Other fiction (please specify in box below)

Other non-fiction (please specify in box below)

Which one do you *most* prefer? (Please tick only one response)

Biography

History

Poetry

Humour

Classical Lit.

Sci. Fi, Fantasy, Horror

Plays

Mystery

Western

Romance

Cartoon

Contemporary Fiction

Young Adult

Theology

Self-help

Politics

Other fiction (please specify in box below)

Other non-fiction (please specify in box below)

On average, how long do you usually read for pleasure in a typical week? (please tick *only one* response)

One hour or less

Two to five hours

Six to ten hours

More than ten hours

What language/s do you read in? (tick as many as apply)

English

Spanish

French

Polish

German

Italian

Hindi

Arabic

Other (please specify in box below)

Do you read: (tick as many as apply)

Alone in a room

Alone but with other people around me

Out loud with others

Other (please specify in box below)

What role has reading played in your life? (feel free to write up to 250 words)

How do you usually choose the books you read? (tick as many as apply)

Recommendations from friend(s)

Recommendations from family member(s)

Recommendations from work colleague(s)

Richard and Judy's choices

Prize winners

I like the cover or jacket copy

Bookshop recommendations

School requirements

Bestseller lists

Favourite author

Gifts from people

Publisher's reading group guides

Face-to-face book club recommendation

On-line book club recommendation

Magazine review (please specify which magazine or reviewer below)

TV show or personality (please specify which program or person below)

Radio show or personality (please specify which program or person below)

Web sites, blogs or reviews (please specify which below)

Newspaper sections or reviews (please specify which paper or person below)

Other (please specify below)

From the following list select the *one method* that you use most often to choose the books you read. (please tick only one response)

Recommendations from friend(s)

Recommendations from family member(s)

Recommendations from work colleague(s)

Richard and Judy's choices

Prize winners

I like the cover or jacket copy

Bookshop recommendations

School requirements

Bestseller lists

Favourite author

Gifts from people

Publisher's reading group guides

Face-to-face book club recommendation

On-line book club recommendation

Magazine review (please specify which magazine or reviewer below)

TV show or personality (please specify which program or person below)

Radio show or personality (please specify which program or person below)

Web sites, blogs or reviews (please specify which below)

Newspaper sections or reviews (please specify which paper or person below)

Other (please specify below)

Please explain why you choose your books most often in this way. (feel free to write up to 50 words)

Where do you usually get the books you read? (please tick only one response)

Chain bookshop
Independent bookshop
Library
Borrow from friends/family
As gifts
Other (please specify below)

In a typical year, how much money do you spend on books?

Less than £10
£11 - £25
£26 - £50
£51 - £75
£76 - £100
£101 - £200
£201 - £300
£301 - £400
More than £400

Are you in, or have you ever belonged to, a book club?

Yes
No

If yes, is the book club one that meets in person, on-line, or have you been a member of both types of book club? I am a member of a:

Face-to-face book club
Virtual book club
Both types of book clubs
[Not applicable –*not in survey, AE added later*]

Did you watch the BBC's "The Big Read"?

Yes, all or most of it
No, none of it
Some of it

Did you read any of the BBC's "The Big Read" - Top 100 featured books as a result of the campaign?

Yes
No

Did you watch the BBC's "Page Turners"?

Yes, all or most of it
No, none of it
Some of it

Did you read any of books featured on the BBC's "Page Turners"?

Yes
No

Do you watch the Book Club slot on “The Oprah Winfrey Show” (currently on ITV2)?

Yes
No
Sometimes

Do you participate in Oprah’s online book discussions?

Yes
No
Sometimes

Do you participate in Oprah’s Book Club by reading the choices?

Yes
No
Sometimes

Do you watch Channel 4’s “Richard & Judy’s Book Club”?

Yes
No
Sometimes

Are you a member of Richard & Judy’s Book Club?

Yes
No

Do you read Richard and Judy’s featured book each week?

Yes, every week
No
Some weeks

What other book-type program(s) do you listen to/watch/participate in?

This year Liverpool Reads is part of a larger programme called “Small Island Read” and the chosen book is Andrea Levy’s *Small Island*. Have you read this book as a result of its inclusion in any of the following programs: Small Island Read, Liverpool Reads, the Bristol and South West Great Reading Adventure, the Glasgow book festival Aye Write! or Hull Libraries programming?

Yes
No

Have you read previous Liverpool Reads or Great Reading Adventure picks as a result of their inclusion in any of these programmes?

Yes, I have read previous Liverpool Reads picks as a result of the programme
Yes, I have read previous Great Reading Adventure picks as a result of the programme
No
If yes, which ones?

Have you attended Small Island Read events this year?

Yes

No (If no, skip to Q40 on next page, beginning *for non-participants* "Have you heard/read/seen...")

If yes, what events did you attend?

What were your impressions of the event(s)? (feel free to write up to 50 words)

How did the event(s) influence your thoughts and/or feelings about the selected book, if at all? (Feel free to write up to 250 words)

How do you find out about these events? (tick as many as apply)

Newspaper

Television

Radio

Internet

Library

Mailing list

Friends

Family

Work colleagues

Book club members

Flyer/poster

Other (please specify below)

Have you visited the Liverpool Reads or Small Island Read websites?

Yes, I have visited the Liverpool Reads website

Yes, I have visited the Small Island Read website

Yes, I have visited both websites

No, I have not visited either website

If yes, what was the purpose of your website visit? (tick as many as apply)

To learn about the book

To learn about the author

To learn about special events

To access resources for teachers
To access the activity packs
To access book titles appropriate for the younger readers in my life
To access promotional material about the program
To send feedback to the organisers
To access information about sponsors
To register on the database in order to receive the newsletter
Did not visit website - *not on survey, AE added later*
Other (please specify below)

If you visited the Liverpool Reads or Small Island Read websites, did you find them useful?

Yes

No

Not applicable

If yes or no - why or why not? (feel free to write up to 50 words)

In your opinion, what does the Small Island Read programme achieve? (tick as many as apply)

I don't believe it achieves anything

Strengthens community bonds

Facilitates connection between readers

Motivates people to read

Encourages people to talk about books they are reading

Encourages people to read books they wouldn't normally read

Helps people meet new people

Helps publishers sell books

Promotes authors' works

Provides intellectual enrichment

Helps people articulate personal experiences

Highlights regional and/or national authors

Encourages non-readers to read

Makes choosing a book to read easy for those who don't know what to read

Enriches the private reading experience

Other (please specify below)

List the *main* reason you participated in Small Island Read:

I did not participate

Strengthens community bonds

Facilitates connection between readers

Motivates people to read

Encourages people to talk about books they are reading

Encourages people to read books they wouldn't normally read
Helps people meet new people
Helps publishers sell books
Promotes authors' works
Provides intellectual enrichment
Helps people articulate personal experiences
Highlights regional and/or national authors
Encourages non-readers to read
Makes choosing a book to read easy for those who don't know what to read
Enriches the private reading experience
Other (please specify below)

Did you attend the event/s alone or with others?

Alone
With someone else

Did you meet anyone at any of the events with whom you keep in touch or with whom you plan to keep in touch?

Yes
No

What type of book is the best choice for community reading programmes such as Small Island Read? Why? (feel free to write up to 50 words)

For non-participants: Have you heard/read/seen information about Small Island Read this year? (as a reminder, Small Island Read includes Liverpool Reads, the Bristol and South West Great Reading Adventure, the Glasgow book festival Aye Write! and Hull Libraries programming)

Participants: Skip to Q43 "What type of book events do you attend?"

Yes
No

Why did you choose not to participate in Small Island Read this year? (tick as many as apply)

I haven't heard about it
Didn't like the book
Didn't have the time
Inconvenient locations
I don't like talking about my reading experience
I don't like the author
Events didn't interest me
I don't have the skills to talk about books with others
Other (please specify below)

**What is the *main* reason you chose not to participate in Small Island Read this year?
(please tick only one response)**

- I haven't heard about it
- Didn't like the book
- Didn't have the time
- Inconvenient locations
- I don't like talking about my reading experience
- I don't like the author
- Events didn't interest me
- I don't have the skills to talk about books with others
- Other (please specify below)

What type of book events do you attend? (tick as many as apply)

- I don't attend any type of public book events
- Author readings
- Edinburgh, Cheltenham or Hay-on-Wye Book Festival
- WOW: Writing on the Wall Festival
- Local library events
- Literature classes
- Other (please specify below)

Do you belong to any groups or clubs (other than reading groups)?

- Yes
- No

If yes, type(s)?

Sex?

- Female
 - Male
 - Transgendered
 - Prefer not to answer
 - None of the above
- (specify identification if you wish below)

How would you describe your ethnicity?

Where do you live? Please give the first half of your postal code. For example, if you live in Allerton, type L15; if you live in Childwall, type L18.

Age?

Occupation?

Job title?

Education level?

No Secondary education

Some Secondary education

O Levels, CSEs , GCSEs or equivalent

A Levels, NVQs or GNVQs or equivalent

University/college degree

Some post-graduate or higher education

Post-graduate degree

How many people live in your household?

Number of people in household

How many are children under age 18?

Do you consider yourself:

lower class

lower-middle class

middle class

upper-middle class

upper class

If necessary, can we contact you for clarification?

Yes

No

If yes, what is your e-mail address?

(optional) telephone number?

As a token of our appreciation, we are offering the chance to win a voucher to a bookshop of your choice. Would you like your name to be put into the draw for a £50 book voucher?

Yes (enter your email address in the final box below)

No

(optional) telephone number?

Email