```
GET
  FILE='G:\all.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
DISPLAY DICTIONARY.
```

File Information

Notes

Output Created		24-NOV-2008 12:13:09
Comments		
Input	Data	G:\all.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
Syntax		DISPLAY DICTIONARY.
Resources	Elapsed Time	0:00:00.00
	Processor Time	0:00:00.00

```
[DataSet1] G:\all.sav
```

Variable Information

Variable	Position	Label	Measurement Level	Column Width	Alignment	Print Format	Write Format	Missing Values
ID	1	ID Number	Scale	8	Right	F8	F8	
LanguageID	2	Language ID	Nominal	8	Right	F8	F8	
siteid	3	Site where data was collected	Scale	8	Right	F8	F8	
Biog	4	Biography	Nominal	5	Right	F2	F2	99
Hist	5	History	Nominal	4	Right	F2	F2	99
Poet	6	Poetry	Nominal	4	Right	F2	F2	99
Hum	7	Humour	Nominal	4	Right	F2	F2	99
ClassLit	8	Classical Lit	Nominal	6	Right	F2	F2	99
SciFi	9	Sci Fi, Fantasy, Horror	Nominal	4	Right	F2	F2	99
Plays	10	Plays	Nominal	4	Right	F2	F2	99
Myst	11	Mystery	Nominal	4	Right	F2	F2	99
West	12	Western	Nominal	4	Right	F2	F2	99
Romance	13	Romance	Nominal	7	Right	F2	F2	99
Cartoon	14	Cartoon	Nominal	6	Right	F2	F2	99
ContempFic	15	Contemporary Fiction	Nominal	9	Right	F2	F2	99

YAdult	16	Young Adult	Nominal	6	Right	F2	F2	99
Theol	17	Thelogy	Nominal	4	Right	F2	F2	99
SelfHelp	18	Self-Help	Nominal	6	Right	F2	F2	99
Pol	19	Politics	Nominal	5	Right	F2	F2	99
WomenWrit	20	Women's Writing	Nominal	8	Right	F2	F2	99
ChickLit	21	Chick Lit	Nominal	6	Right	F2	F2	99
HistFic	22	Historical Fiction	Nominal	5	Right	F2	F2	99
Stories	23	Short Stories	Nominal	5	Right	F2	F2	99
ChildLit	24	Children's Literature	Nominal	6	Right	F2	F2	99
GenFic	25	General Fiction	Nominal	5	Right	F2	F2	99
LitFic	26	Literary Fiction	Nominal	4	Right	F2	F2	99
CanLit	27	Canadian Literature	Nominal	5	Right	F2	F2	99
ThrillCrime	28	Thriller/Crime	Nominal	8	Right	F2	F2	99
WorldLit	29	World Literature/Foreign Languages	Nominal	6	Right	F2	F2	99
OtherFic	30	Other types of fiction read	Nominal	7	Right	F2.1	F2.1	99.0
OtherFicTypes	31	Example of other types of fiction read	Nominal	10	Left	A500	A500	
Acad	32	Academic / text books	Nominal	4	Right	F2	F2	99
LitCrit	33	Literary criticism	Nominal	5	Right	F2	F2	99
Social	34	Social issues	Nominal	5	Right	F2	F2	99
GenderBks	35	Gender	Nominal	8	Right	F2	F2	99
Psych	36	Psychology	Nominal	5	Right	F2	F2	99
Sci	37	Science	Nominal	3	Right	F2	F2	99
Business	38	Business/finance	Nominal	7	Right	F2	F2	99
Environmt	39	Environment/nature/animals	Nominal	7	Right	F2	F2	99
Travel	40	Travel	Nominal	5	Right	F2	F2	99

Essays	41	Essays/journalism	Nominal	6	Right	F2	F2	99
Philos	42	Philosophy	Nominal	5	Right	F3	F3	99
Food	43	Cooking & Food	Nominal	4	Right	F2	F2	99
Health	44	Health	Nominal	5	Right	F2	F2	99
Hobbies	45	Hobbies	Nominal	6	Right	F2	F2	99
HomeGard	46	Home & Garden	Nominal	8	Right	F2	F2	99
Arts	47	Arts	Nominal	4	Right	F2	F2	99
StudyWork	48	Study or Work Related	Nominal	8	Right	F2	F2	99
ReadMost	49	One type of book read most	Nominal	10	Right	F8	F8	99
ReadHowMuch	50	Length of time spent reading per week	Ordinal	11	Right	F8	F8	99
OtherLangReadName	51	Other name of language not listed	Nominal	15	Left	A500	A500	
AloneRm	52	Alone in a room	Nominal	7	Right	F8	F8	99
AloneOthAround	53	Alone but with other around	Nominal	11	Right	F8	F8	99
OutLoudOth	54	Out loud with others	Nominal	9	Right	F8	F8	99
Transport	55	On transport or while travelling	Nominal	7	Right	F8	F8	99
Waiting	56	While waiting	Nominal	6	Right	F8	F8	99
Bed	57	In bed	Nominal	3	Right	F8	F8	99
WorkSch	58	At work/at school	Nominal	7	Right	F8	F8	99
Bookstore	59	In bookstore	Nominal	7	Right	F8	F8	99
Cafe	60	In cafe	Nominal	4	Right	F8	F8	99
ToChildren	61	To children	Nominal	8	Right	F8	F8	99
Bathroom	62	In bathroom	Nominal	7	Right	F8	F8	99
InLib	63	At library	Nominal	4	Right	F8	F8	99
Car	64	In the car	Nominal	4	Right	F8	F8	99
Exercise	65	While exercising	Nominal	6	Right	F8	F8	99
Outdoors	66	Outdoors	Nominal	7	Right	F8	F8	99

Name		Label	Measure	Width	Align			
Audio	67	Listen to books	Nominal	6	Right	F8	F8	99
Computer	68	On computer/internet	Nominal	7	Right	F8	F8	99
Anywhere	69	Anywhere/everywhere	Nominal	8	Right	F8	F8	99
OtherReadPlace	70	Other places they read	Nominal	12	Right	F8	F8	99
OtherReadPlaceName	71	Example of other places they read	Nominal	15	Left	A1000	A1000	
RoleReadPlays	72	Role reading has played in life	Nominal	126	Left	A1500	A1500	
FriendRec	73	Friend's recommendations	Nominal	8	Right	F8	F8	99
FamilyRec	74	Family member's recommendations	Nominal	8	Right	F8	F8	99
WorkRec	75	Work colleague's recommendations	Nominal	8	Right	F8	F8	99
Celebchoice	76	Oprah's choices	Nominal	10	Right	F8	F8	99
Prize	77	Prize winners	Nominal	8	Right	F8	F8	99
Cover	78	I like the cover or jacket copy	Nominal	8	Right	F8	F8	99
StoreRec	79	Book store recommendations	Nominal	8	Right	F8	F8	99
SchoolReq	80	School requirements	Nominal	8	Right	F8	F8	99
Bestsell	81	Bestseller lists	Nominal	8	Right	F8	F8	99
FavAuth	82	Favourite author	Nominal	8	Right	F8	F8	99
Gift	83	Gifts from people	Nominal	8	Right	F8	F8	99

PublGuide	84	Publisher's reading group guides	Nominal	8	Right	F8	F8	99
FaceBClubRec	85	Face-to-face book club recommendation	Nominal	11	Right	F8	F8	99
WebBClubRec	86	On-line book club recommendation	Nominal	11	Right	F8	F8	99
MagRev	87	Magazine review	Nominal	8	Right	F8	F8	99
MagRevName	88	One magazine/reviewer used to choose books	Nominal	67	Left	A500	A500	
TVRec	89	TV show or personality	Nominal	9	Right	F8	F8	99
TVRecName	90	One TV show/personality used to choose books	Nominal	39	Left	A500	A500	
RadioRec	91	Radio show or personality	Nominal	8	Right	F8	F8	99
RadioRecName	92	One radio show/personality used to choose books	Nominal	65	Left	A500	A500	
WebRec	93	Web sites, blogs or reviews	Nominal	8	Right	F8	F8	99
WebRecName	94	One website/blog/review used to choose books	Nominal	68	Left	A500	A500	
NewspRec	95	Newspaper sections or reviews	Nominal	8	Right	F8	F8	99

NewspRecName	96	One newspaper/review used to choose books	Nominal	109	Left	A500	A500	
BkMention	97	Mentioned in other books	Nominal	8	Right	F8	F8	99
SearchWeb	98	Search/browse internet	Nominal	8	Right	F8	F8	99
SearchDatabase	99	Search bookstore/library database	Nominal	12	Right	F8	F8	99
BrowseBkStore	100	Browse bookstores	Nominal	12	Right	F8	F8	99
BrowseLib	101	Browse library	Nominal	8	Right	F8	F8	99
LibRec	102	Library recommendations	Nominal	8	Right	F8	F8	99
ReadPartBk	103	Reading parts of book eg jacket, passages	Nominal	11	Right	F8	F8	99
PersonalInterest	104	Personal criteria/areas of interest	Nominal	13	Right	F8	F8	99
WorkResearch	105	Work/research related	Nominal	11	Right	F8	F8	99
OtherChooseWay	106	Other ways they choose books	Nominal	13	Right	F8	F8	99
OtherChooseWayName	107	One other way used to choose books	Nominal	115	Left	A1000	A1000	
OBOtherChooseWayName	108	Other way used to choose books	Scale	18	Right	F8	F8	
ChooseMost	109	One method most used to choose books	Nominal	14	Right	F8	F8	99

MagRevNameMost									
	110	One magazine/reviewer used to choose books	Nominal	14	Left	A200	A200		
TVRecNameMost									
	111	One TV show/personality used to choose books	Nominal	13	Left	A200	A200		
RadioRecNameMost									
	112	One radio show/personality used to choose books	Nominal	14	Left	A200	A200		
WebRecNameMost									
	113	One website/blog/review used to choose books	Nominal	13	Left	A200	A200		
NewspRecNameMost									
	114	One newspaper/review used to choose books	Nominal	15	Left	A200	A200		
OtherChooseWayNameMost									
	115	Other way used to choose books	Nominal	57	Left	A1000	A1000		
OBOtherChooseWayNameMost									
	116	Other one way used to choose books	Scale	32	Right	F8	F8		
WhyChoose									
	117	Why they choose books most often in this way	Nominal	84	Left	A500	A500		
WhereGetBooks									
	118	Where they usually get books to read	Nominal	13	Right	F8	F8	99	
WhereGetOther									
	119	Other place they usually get books to read	Nominal	79	Left	A200	A200		

BookSpending		120	Money spent on books per year	Ordinal		12	Right	F8	F8	99
BClubMember		121	Member of book club now or in the past	Nominal		13	Right	F8	F8	99
BCType		122	Member of face-to-face or virtual book club	Nominal		8	Right	F8	F8	99
WatchTodayBC		123	Watch NBC's "Today's Book Club"	Nominal		8	Right	F8	F8	99
ReadTodayBCPicks		124	Read NBC's "Today's Book Club" picks	Nominal		8	Right	F8	F8	99
WatchGMA		125	Watch ABC's "Good Morning America's Read This"	Nominal		8	Right	F8	F8	99
ReadGMAPicks		126	Read ABC's "Good Morning America's Read This" picks	Nominal		8	Right	F8	F8	99
WatchProgram		127	Watch BBC's "The Big Read"	Nominal		12	Right	F8	F8	99
ReadProgramBks		128	Read any of the top 100 books in "The Big Read"	Nominal		13	Right	F8	F8	99
WatchPgTurners		129	Watch BBC's "Page Turners"	Nominal		12	Right	F8	F8	99
ReadPgTurners		130	Read any of the books in "Page Turners"	Nominal		12	Right	F8	F8	99

WatchOprahBC	131	Watch Oprah's Book Club	Nominal	12	Right	F8	F8	99
ParticipOprahWebDisc	132	Participate in Oprah's Book Club online discussions	Nominal	16	Right	F8	F8	99
ReadOprahPicks	133	Read any of the Oprah's Book Club choices	Nominal	12	Right	F8	F8	99
WatchProgramTV	134	Watch Richard & Judy's Book Club	Nominal	11	Right	F8	F8	99
ParticipProgramTVWebDisc	135	Online member of Richard and Judy's Book Club	Nominal	15	Right	F8	F8	99
Particip	136	Listened to or watch Program now or in past	Nominal	13	Right	F8	F8	99
ReadProgramPicks	137	ReadBook Club choice	Nominal	12	Right	F8	F8	99
OtherProg	138	Other book-type program(s) listened/watched/participated in	Nominal	106	Left	A1000	A1000	
OBOtherProg	139	Other book type programs(s) listened/watched/participated forced	Scale	8	Right	F8	F8	99
OBAttend	140	Attended events	Nominal	14	Right	F8	F8	99
OBEventsAttendedForced1	141	OB Events attended forced 1	Nominal	33	Right	F8	F8	99
OBEventsAttendedForced2	142	OB Events attended forced 2	Nominal	18	Right	F8	F8	99

OBEventsAttendedForced3	143	OB Events attended forced 3	Nominal	18	Right	F8	F8	99
OBEventsAttended	144	Bk Fest events attended	Nominal	7	Left	A300	A300	
OBImpressions	145	Impressions of Program events	Nominal	57	Left	A500	A500	
OBImpressionsForced	146	Impressions of Program events forced	Ordinal	41	Right	F8	F8	99
OBInfluence	147	How influenced impressions of book	Nominal	156	Left	A1000	A1000	
OBInfluenceForced1	148	OB Influence forced	Nominal	34	Right	F8	F8	99
OBInfluenceForced2	149	OB Influence forced	Nominal	34	Right	F8	F8	99
OBInfluenceForced3	150	OB Influence forced	Nominal	34	Right	F8.1	F8.1	99.0
Newsp	151	Found out about OB via newspaper	Nominal	8	Right	F8	F8	99
TV	152	Found out about OB via television	Nominal	8	Right	F8	F8	99
Radio	153	Found out about OB via radio	Nominal	8	Right	F8	F8	99
Web	154	Found out about OB via internet	Nominal	8	Right	F8	F8	99
FindLib	155	Found out about OB via library	Nominal	8	Right	F8	F8	99
MailList	156	Found out about OB via mailing list	Nominal	8	Right	F8	F8	99
Friends	157	Found out about OB via friends	Nominal	8	Right	F8	F8	99

Name	#	Label	Measure	Width	Align			Missing
Family	158	Found out about OB via family	Nominal	8	Right	F8	F8	99
WorkColl	159	Found out about OB via work colleagues	Nominal	8	Right	F8	F8	99
BClubMemb	160	Found out about OB via book club members	Nominal	10	Right	F8	F8	99
Poster	161	Found out about OB via flyer/poster	Nominal	8	Right	F8	F8	99
OtherFindEvents	162	Other way they found out about OB	Nominal	11	Right	F8	F8	99
OtherFindEventsDetail	163	Detail of other way they found out about OB	Nominal	15	Left	A200	A200	
OBWebVisit	164	Visited Program website	Nominal	16	Right	F8	F8	99
LearnBook	165	To learn about the book	Nominal	8	Right	F8	F8	99
LearnAuth	166	To learn about the author	Nominal	8	Right	F8	F8	99
LearnEvents	167	To learn about special events	Nominal	9	Right	F8	F8	99
OBPromot	168	To access promotional material about the Program	Nominal	15	Right	F8	F8	99
OBFeedback	169	To send feedback to Program organisers	Nominal	16	Right	F8	F8	99
OBSponsors	170	To access information about Program sponsors	Nominal	16	Right	F8	F8	99

NoWebVisit	171	Did not visit website	Nominal	8	Right	F8	F8	99
OtherWebUse	172	Other (please specify below)	Nominal	10	Right	F8	F8	99
OtherWebUseDetail	173	Other features of website used	Nominal	14	Left	A500	A500	
OBOtherWebUseDetail	174	Other Features of website useful	Scale	33	Right	F8	F8	99
OBWebUseful	175	Website useful or not	Nominal	4	Right	F8	F8	99
OBWebUseWhy	176	Why website was/was not useful	Nominal	116	Left	A700	A700	
OBWebUseWhyForced	177	Why Website was/was not useful	Scale	24	Right	F8	F8	97 through 99
NoAchieve	178	I don't believe it achieves anything	Nominal	8	Right	F8	F8	99
StrengthCommun	179	Strengthens community bonds	Nominal	14	Right	F8	F8	99
ConnectReaders	180	Facilitates connections between readers	Nominal	13	Right	F8	F8	99
MotivateRead	181	Motivates people to read	Nominal	10	Right	F8	F8	99
EncourTalk	182	Encourages people to talk about books they are reading	Nominal	8	Right	F8	F8	99

EncourRead	183	Encourages people to read books they wouldn't normally read	Nominal	9	Right	F8	F8	99
MeetNew	184	Helps people meet new people	Nominal	8	Right	F8	F8	99
HelpSell	185	Helps publishers sell books	Nominal	8	Right	F8	F8	99
PromoteAuth	186	Promotes authors' works	Nominal	11	Right	F8	F8	99
IntellectEnrich	187	Provides intellectual enrichment	Nominal	12	Right	F8	F8	99
ArticulateExper	188	Helps people articulate personal experiences	Nominal	13	Right	F8	F8	99
HighlightRegion	189	Highlights regional and/or national authors	Nominal	12	Right	F8	F8	99
EncourNonRead	190	Encourages non-readers to read	Nominal	12	Right	F8	F8	99
AssistBkChoice	191	Makes choosing a book easy for those who don't know what to read	Nominal	11	Right	F8	F8	99
PrivateEnrich	192	Enriches the private reading experience	Nominal	10	Right	F8	F8	99
OtherAchieve	193	Other (please specify below)	Nominal	10	Right	F8	F8	99

OBAchieve	194	What the Program Achieves Catergorized	Nominal	19	Right	F8	F8	99
OtherAchieveDetail	195	Other things Program achieves	Nominal	57	Left	A500	A500	
OBOtherAchieveDetail	196	Other things Program achieves Categorized	Nominal	19	Right	F8	F8	99
OtherParticipDetail	197	Other main reason for participating in Program	Nominal	74	Left	A500	A500	
OBOtherParticipDetail	198	Other main reason for participating in Program	Scale	20	Right	F8	F8	99
EventAttend	199	Attended event alone or with others	Nominal	18	Right	F8	F8	99
EventContact	200	Met anyone at events and planning to stay in touch	Nominal	18	Right	F8	F8	99
BookChoice	201	What type of book is best choice and why	Nominal	45	Left	A1000	A1000	
OBBookChoiceForced1	202	Best book choice for OB forced 1st mentioned	Nominal	30	Right	F8	F8	99
OBBookChoiceForced2	203	Best book choice for OB forced 2nd mentioned	Nominal	30	Right	F8	F8	99

OBBookChoiceForced3	204	Best book choice for OB forced 3rd mentioned	Scale	8	Right	F8	F8	
SeenInfo	205	Non-participant exposure to Brum Bk Fest information	Nominal	15	Right	F8	F8	99
NotHeard	206	I haven't heard about it	Nominal	8	Right	F8	F8	99
NotLiked	207	Didn't like the book	Nominal	8	Right	F8	F8	99
NoTime	208	Didn't have the time	Nominal	8	Right	F8	F8	99
BadLocat	209	Inconvenient locations	Nominal	10	Right	F8	F8	99
DislikeTalk	210	I don't like talking about my reading experience	Nominal	8	Right	F8	F8	99
DislikeAuth	211	I don't like the author	Nominal	8	Right	F8	F8	99
NoInterest	212	Events didn't interest me	Nominal	8	Right	F8	F8	99
NoSkills	213	I don't have the skills to talk about books	Nominal	8	Right	F8	F8	99
NonListenCBC	214	Don't listen to CBC	Nominal	10	Right	F8	F8	99
CombTopNonParticip	215	Reason for Not Participating Categorized	Scale	20	Right	F8	F8	
OtherNonParticipDetail	216	Detail of other reason for not participating in OB	Nominal	46	Left	A1000	A1000	

OtherNonParticip									
	217	Detail of other reason for not participating in OB categorized	Nominal		13	Right	F8	F8	99
OtherTopNonParticipDetails	218	Main reason for not participating in OB	Nominal		41	Left	A1000	A1000	
TopNonParticip	219	Main reason for not participating in OB	Nominal		19	Right	F8	F8	
NonAttend	220	No public book events	Nominal		8	Right	F8	F8	99
AuthRead	221	Author readings	Nominal		8	Right	F8	F8	99
BkFest	222	Book Festival	Nominal		13	Right	F8	F8	99
OtherFest	223	Other Book Festival	Nominal		9	Right	F8	F8	99
LibEvents	224	Local library events	Nominal		8	Right	F8	F8	99
LitClass	225	Literature class	Nominal		8	Right	F8	F8	99
OtherBookEvents	226	Other book events attended	Nominal		12	Right	F8	F8	99
OtherBookEventsDetail	227	Example of other book events attended	Nominal		5	Left	A500	A500	
BelongGroups	228	Belong to any groups or clubs	Nominal		3	Right	F8	F8	99
TypeGroups	229	Types of group or club	Nominal		77	Left	A500	A500	
OBTypeGroups	230	Type of group or club categorized	Scale		21	Right	F8	F8	99
Gender	231	Gender	Nominal		16	Right	F8	F8	99

SpecID	232	Specified identification	Nominal	11	Left	A200	A200	
Ethnic	233	Ethnicity	Nominal	77	Left	A200	A200	
EthnicForced	234	Ethnicity forced into categories	Nominal	17	Right	F8	F8	99
Municipality	235	Municpality	Nominal	8	Left	A255	A255	
Age	236	Age	Scale	10	Right	F8	F8	99
Occup	237	Occupation	Nominal	63	Left	A200	A200	
Occupfrcd	238	Occupation Forced	Scale	8	Right	F8	F8	
Title	239	Job title	Nominal	58	Left	A200	A200	
Educ	240	Education level	Ordinal	8	Right	F8	F8	99
HousehInhabTotal	241	People living in household	Scale	20	Right	F20	F20	99
HousehUnder18	242	Household inhabitants under 18	Scale	20	Right	F20	F20	99
Class	243	Class	Ordinal	8	Right	F8	F8	99
CanContact	244	Permission to contact	Nominal	8	Right	F8	F8	99
InDraw	245	Want name in draw	Nominal	8	Right	F8	F8	99
language	246	Langauge used to Read	Scale	10	Right	F8	F8	

Variables in the working file

Variable Values

Value		Label
LanguageID	0	English
	1	French
	2	Other
siteid	1	Canada Reads
	2	Richard and Judy
	3	Seattle
	4	Vancouver
	5	Liverpool
	6	Huntsville
	7	Chicago
	8	Brum
	9	Bristol

Biog	1	Yes
	2	No
	99(a)	Missing
Hist	1	Yes
	2	No
	99(a)	Missing
Poet	1	Yes
	2	No
	99(a)	Missing
Hum	1	Yes
	2	No
	99(a)	Missing
ClassLit	1	Yes
	2	No
	99(a)	Missing
SciFi	1	Yes
	2	No
	99(a)	Missing
Plays	1	Yes
	2	No
	99(a)	Missing
Myst	1	Yes
	2	No
	99(a)	Missing
West	1	Yes
	2	No
	99(a)	Missing
Romance	1	Yes
	2	No
	99(a)	Missing
Cartoon	1	Yes
	2	No
	99(a)	Missing
ContempFic	1	Yes
	2	No
	99(a)	Missing
YAdult	1	Yes
	2	No
	99(a)	Missing
Theol	1	Yes
	2	No
	99(a)	Missing
SelfHelp	1	Yes
	2	No
	99(a)	Missing
Pol	1	Yes
	2	No

	99(a)	Missing
WomenWrit	1	Yes
	2	No
	99(a)	Missing
ChickLit	1	Yes
	2	No
	99(a)	Missing
HistFic	1	Yes
	2	No
	99(a)	Missing
Stories	1	Yes
	2	No
	99(a)	Missing
ChildLit	1	Yes
	2	No
	99(a)	Missing
GenFic	1	Yes
	2	No
	99(a)	Missing
LitFic	1	Yes
	2	No
	99(a)	Missing
CanLit	1	Yes
	2	No
	99(a)	Missing
ThrillCrime	1	Yes
	2	No
	99(a)	Missing
WorldLit	1	Yes
	2	No
	99(a)	Missing
OtherFic	1.0	Yes
	2.0	No
	99.0(a)	Missing
Acad	1	Yes
	2	No
	99(a)	Missing
LitCrit	1	Yes
	2	No
	99(a)	Missing
Social	1	Yes
	2	No
	99(a)	Missing
GenderBks	1	Yes
	2	No
	99(a)	Missing

Psych	1	Yes
	2	No
	99(a)	Missing
Sci	1	Yes
	2	No
	99(a)	Missing
Business	1	Yes
	2	No
	99(a)	Missing
Environmt	1	Yes
	2	No
	99(a)	Missing
Travel	1	Yes
	2	No
	99(a)	Missing
Essays	1	Yes
	2	No
	99(a)	Missing
Philos	1	Yes
	2	No
	99(a)	Missing
Food	1	Yes
	2	No
	99(a)	Missing
Health	1	Yes
	2	No
	99(a)	Missing
Hobbies	1	Yes
	2	No
	99(a)	Missing
HomeGard	1	Yes
	2	No
	99(a)	Missing
Arts	1	Yes
	2	No
	99(a)	Missing
StudyWork	1	Yes
	2	No
	99(a)	Missing
ReadMost	1	Biog
	2	Hist
	3	Poet
	4	Hum
	5	ClassLit
	6	SciFi
	7	Plays
	8	Myst

	9	West
	10	Romance
	11	Cartoon
	12	ContempFic
	13	YAdult
	14	Theol
	15	SelfHelp
	16	Pol
	17	WomenWrit
	18	ChickLit
	19	HistFic
	20	Stories
	21	ChildLit
	22	GenFic
	23	LitFic
	24	CanLit
	25	ThrillCrime
	26	WorldLit
	27	Acad
	28	LitCrit
	29	Social
	30	GenderBks
	31	Psych
	32	Sci
	33	Business
	34	Environmt
	35	Travel
	36	Essays
	37	Philos
	38	Food
	39	Health
	40	Hobbies
	41	HomeGard
	42	Arts
	43	StudyWork
	44	OtherFic
	45	OtherNonFic
	99(a)	Missing
ReadHowMuch	1	LessThanOneHr
	2	TwoToFiveHrs
	3	SixToTenHrs
	4	OverTenHrs
	99(a)	Missing
AloneRm	1	Yes
	2	No
	99(a)	Missing
AloneOthAround	1	Yes

	2	No
	99(a)	Missing
OutLoudOth	1	Yes
	2	No
	99(a)	Missing
Transport	1	Yes
	2	No
	99(a)	Missing
Waiting	1	Yes
	2	No
	99(a)	Missing
Bed	1	Yes
	2	No
	99(a)	Missing
WorkSch	1	Yes
	2	No
	99(a)	Missing
Bookstore	1	Yes
	2	No
	99(a)	Missing
Cafe	1	Yes
	2	No
	99(a)	Missing
ToChildren	1	Yes
	2	No
	99(a)	Missing
Bathroom	1	Yes
	2	No
	99(a)	Missing
InLib	1	Yes
	2	No
	99(a)	Missing
Car	1	Yes
	2	No
	99(a)	Missing
Exercise	1	Yes
	2	No
	99(a)	Missing
Outdoors	1	Yes
	2	No
	99(a)	Missing
Audio	1	Yes
	2	No
	99(a)	Missing
Computer	1	Yes
	2	No
	99(a)	Missing

Anywhere	1	Yes
	2	No
	99(a)	Missing
OtherReadPlace	1	Yes
	2	No
	99(a)	Missing
FriendRec	1	Yes
	2	No
	99(a)	Missing
FamilyRec	1	Yes
	2	No
	99(a)	Missing
WorkRec	1	Yes
	2	No
	99(a)	Missing
Celebchoice	1	Yes
	2	No
	99(a)	Missing
Prize	1	Yes
	2	No
	99(a)	Missing
Cover	1	Yes
	2	No
	99(a)	Missing
StoreRec	1	Yes
	2	No
	99(a)	Missing
SchoolReq	1	Yes
	2	No
	99(a)	Missing
Bestsell	1	Yes
	2	No
	99(a)	Missing
FavAuth	1	Yes
	2	No
	99(a)	Missing
Gift	1	Yes
	2	No
	99(a)	Missing
PublGuide	1	Yes
	2	No
	99(a)	Missing
FaceBClubRec	1	Yes
	2	No
	99(a)	Missing
WebBClubRec	1	Yes
	2	No

	99(a)	Missing
MagRev	1	Yes
	2	No
	99(a)	Missing
TVRec	1	Yes
	2	No
	99(a)	Missing
RadioRec	1	Yes
	2	No
	99(a)	Missing
WebRec	1	Yes
	2	No
	99(a)	Missing
NewspRec	1	Yes
	2	No
	99(a)	Missing
BkMention	1	Yes
	2	No
	99(a)	Missing
SearchWeb	1	Yes
	2	No
	99(a)	Missing
SearchDatabase	1	Yes
	2	No
	99(a)	Missing
BrowseBkStore	1	Yes
	2	No
	99(a)	Missing
BrowseLib	1	Yes
	2	No
	99(a)	Missing
LibRec	1	Yes
	2	No
	99(a)	Missing
ReadPartBk	1	Yes
	2	No
	99(a)	Missing
PersonalInterest	1	Yes
	2	No
	99(a)	Missing
WorkResearch	1	Yes
	2	No
	99(a)	Missing
OtherChooseWay	1	Yes
	2	No
	99(a)	Missing
OBOtherChooseWayNa	1	mentioned in other books

me	2	search browse internet
	3	browse bookstore
	4	browse library
	5	library recommendations
	6	reading parts of books
	7	personal criteria interest
	8	work/research related
	9	search bookstore database
	10	search library database
	11	browse secondhand sources
	12	bookstore offers
	13	price related choice
	14	chance/serendipity
	15	multiple ways
	16	resist idea of using external source recommendations
	17	Book Club
	18	Other
	99	missing
ChooseMost	1	FriendRec
	2	FamilyRec
	3	WorkRec
	4	RandJChoice
	5	Prize
	6	Cover
	7	StoreChoice
	8	SchoolReq
	9	Bestsell
	10	FavAuth
	11	Gift
	12	PublGuide
	13	FaceBClubRec
	14	WebBClubRec
	15	MagRev
	16	TVRec
	17	RadioRec
	18	WebRec
	19	NewspRec
	20	Other
	99(a)	Missing
OBOtherChooseWayNameMost	1	mentioned in other books
	2	search browse internet
	3	browse bookstore
	4	browse library
	5	library recommendations
	6	reading parts of books
	7	personal criteria interest

	8	work/research related
	9	search bookstore database
	10	search library database
	11	browse secondhand sources
	12	bookstore offers
	13	price related choice
	14	chance/serendipity
	15	multiple ways
	16	resist idea of using external source recommendations
	17	Book Club
	18	Other
	99	missing
WhereGetBooks	1	ChainStore
	2	IndepStore
	3	Lib
	4	Borrow
	5	Gift
	6	Other
	99(a)	Missing
BookSpending	1	LessThanGBP10
	2	GBP11-25
	3	GBP26-50
	4	GBP51-75
	5	GBP76-100
	6	GBP101-200
	7	GBP201-300
	8	GBP301-400
	9	OverGBP400
	99(a)	Missing
BClubMember	1	Yes
	2	No
	99(a)	Missing
BCType	1	FaceBClub
	2	WebBClub
	3	BothBClub
	4	NotApplic
	99(a)	Missing
WatchTodayBC	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
ReadTodayBCPicks	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
WatchGMA	1	Yes

	2	No
	3	Sometimes
	99(a)	Missing
ReadGMAPicks	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
WatchProgram	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
ReadProgramBks	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
WatchPgTurners	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
ReadPgTurners	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
WatchOprahBC	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
ParticipOprahWebDisc	1	Yes
	2	No
	3	Some
	99(a)	Missing
ReadOprahPicks	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
WatchProgramTV	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
ParticipProgramTVWeb Disc	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
Particip	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing

ReadProgramPicks	1	Yes
	2	No
	3	Sometimes
	99(a)	Missing
OBOtherProg	1	A Good Read
	2	Radio 4/3/2
	3	Late Review
	4	School/Work Related
	5	CultureShow
	6	CBC
	7	Bravo
	9	By the Book
	10	Don't watch or listen
	11	Imprint
	12	Other
	13	OneBook
	99(a)	Missing
OBAttend	1	Yes
	2	No
	99(a)	Missing
OBEventsAttendedForced1	1	Book reading by author
	2	Book reading not by author or unspecified
	3	Book reading on radio
	4	Discussion of book at library
	5	Other library programming
	6	Discussion of book not at library or not specified
	7	Discussion of book at private book club
	8	School activity
	9	University lecture
	10	Bookstore promotion
	11	Event with personality
	12	Theatre performance
	13	Film
	14	Watched broadcast on TV
	15	Listened to OB broadcast on radio
	16	Listened to non-OB broadcast on radio
	17	Listened to broadcast on internet
	18	Read online material
	19	Participated in online context
	20	Special event
	21	No event accessible
	22	Don't remember
	23	Other

	99(a)	Missing
OBEventsAttendedForced2	1	Book reading by author
	2	Book reading not by author or unspecified
	3	Book reading on radio
	4	Discussion of book at library
	5	Other library programming
	6	Discussion of book not at library or not specified
	7	Discussion of book at private book club
	8	School activity
	9	University lecture
	10	Bookstore promotion
	11	Event with personality
	12	Theatre performance
	13	Film
	14	Watched broadcast on TV
	15	Listened to OB broadcast on radio
	16	Listened to non-OB broadcast on radio
	17	Listened to broadcast on internet
	18	Read online material
	19	Participated in online context
	20	Special event
	21	No event accessible
	22	Don't remember
	23	Other
	99(a)	Missing
OBEventsAttendedForced3	1	Book reading by author
	2	Book reading not by author or unspecified
	3	Book reading on radio
	4	Discussion of book at library
	5	Other library programming
	6	Discussion of book not at library or not specified
	7	Discussion of book at private book club
	8	School activity
	9	University lecture
	10	Bookstore promotion
	11	Event with personality
	12	Theatre performance
	13	Film
	14	Watched broadcast on TV

	15	Listened to OB broadcast on radio
	16	Listened to non-OB broadcast on radio
	17	Listened to broadcast on internet
	18	Read online material
	19	Participated in online context
	20	Special event
	21	No event accessible
	22	Don't remember
	23	Other
	99(a)	Missing
OBImpressionsForced	1	Highly positive
	2	Partially positive
	3	Ambivalent
	4	Partially negative
	5	Highly negative
	99(a)	Missing
OBInfluenceForced1	1	Gave pleasure
	2	Connected book to life
	3	Generated interest
	4	Provided context
	5	Challenged own interpretation
	6	Learnt something about the book
	7	Learnt something about the world
	8	Interested in responses of others
	9	Prompted to read the OB book(s)
	10	Prompted to read other books
	11	Prompted to read other books connected to region/nation
	12	Helped to make aesthetic judgment
	13	Induced reflections on community/nation
	14	Generated discussions with others
	15	Motivated to buy the book
	16	Failed to generate interest
	17	Failed to prompt to read the OB book
	18	Generated negative feelings
	19	Little or no influence
	20	Response does not answer question
	21	Other
	99(a)	Missing
OBInfluenceForced2	1	Gave pleasure

	2	Connected book to life
	3	Generated interest
	4	Provided context
	5	Challenged own interpretation
	6	Learnt something about the book
	7	Learnt something about the world
	8	Interested in responses of others
	9	Prompted to read the OB book(s)
	10	Prompted to read other books
	11	Prompted to read other books connected to region/nation
	12	Helped to make aesthetic judgment
	13	Induced reflections on community/nation
	14	Generated discussions with others
	15	Motivated to buy the book
	16	Failed to generate interest
	17	Failed to prompt to read the OB book
	18	Generated negative feelings
	19	Little or no influence
	20	Response does not answer question
	21	Other
	99(a)	Missing
OBInfluenceForced3	1.0	Gave pleasure
	2.0	Connected book to life
	3.0	Generated interest
	4.0	Provided context
	5.0	Challenged own interpretation
	6.0	Learnt something about the book
	7.0	Learnt something about the world
	8.0	Interested in responses of others
	9.0	Prompted to read the OB book(s)
	10.0	Prompted to read other books
	11.0	Prompted to read other books connected to region/nation
	12.0	Helped to make aesthetic judgment
	13.0	Induced reflections on community/nation
	14.0	Generated discussions with others

	15.0	Motivated to buy the book
	16.0	Failed to generate interest
	17.0	Failed to prompt to read the OB book
	18.0	Generated negative feelings
	19.0	Little or no influence
	20.0	Response does not answer question
	21.0	Other
	99.0(a)	Missing
Newsp	1	Yes
	2	No
	99(a)	Missing
TV	1	Yes
	2	No
	99(a)	Missing
Radio	1	Yes
	2	No
	99(a)	Missing
Web	1	Yes
	2	No
	99(a)	Missing
FindLib	1	Yes
	2	No
	99(a)	Missing
MailList	1	Yes
	2	No
	99(a)	Missing
Friends	1	Yes
	2	No
	99(a)	Missing
Family	1	Yes
	2	No
	99(a)	Missing
WorkColl	1	Yes
	2	No
	99(a)	Missing
BClubMemb	1	Yes
	2	No
	99(a)	Missing
Poster	1	Yes
	2	No
	99(a)	Missing
OtherFindEvents	1	Yes
	2	No
	99(a)	Missing
OBWebVisit	1	Yes

	2	No
	99(a)	Missing
LearnBook	1	Yes
	2	No
	3	NotApplic
	99(a)	Missing
LearnAuth	1	Yes
	2	No
	3	NotApplic
	99(a)	Missing
LearnEvents	1	Yes
	2	No
	3	NotApplic
	99(a)	Missing
OBPromot	1	Yes
	2	No
	3	NotApplic
	99(a)	Missing
OBFeedback	1	Yes
	2	No
	3	NotApplic
	99(a)	Missing
OBSponsors	1	Yes
	2	No
	3	NotApplic
	99(a)	Missing
NoWebVisit	1	Yes
	2	No
	99(a)	Missing
OtherWebUse	1	Yes
	2	No
	3	NotApplic
	99(a)	Missing
OBOtherWebUseDetail	1	Panalists Opinion
	2	Work/Research Resource
	3	Read Other's Opinions about the Program
	4	Catch up on Broadcast results
	5	Find out information about Celebrity Panelists
	6	Browse
	7	Price
	9	Didn't Find it Useful
	97	Not Applicable
	99(a)	Missing
OBWebUseful	1	Yes
	2	No

	3	NotApplic
	99(a)	Missing
OBWebUseWhyForced	1	Learn about others book choices
	2	Information about books/authors/programs
	3	Find out about local cultural intiatives
	4	Links to authors/publishers webisites
	5	Captures audience
	6	Promotes reading
	7	Supplements other Programming
	8	Book Reviews
	9	Fun
	10	Book Recommendations
	11	Work Research
	12	Never Heard of It
	14	Object to others Recommendations
	15	Not userfriendly
	97(a)	Not applicable
	98(a)	Don't Know
	99(a)	Missing
NoAchieve	1	Yes
	2	No
	99(a)	Missing
StrengthCommun	1	Yes
	2	No
	99(a)	Missing
ConnectReaders	1	Yes
	2	No
	99(a)	Missing
MotivateRead	1	Yes
	2	No
	99(a)	Missing
EncourTalk	1	Yes
	2	No
	99(a)	Missing
EncourRead	1	Yes
	2	No
	99(a)	Missing
MeetNew	1	Yes
	2	No
	99(a)	Missing
HelpSell	1	Yes
	2	No
	99(a)	Missing

PromoteAuth	1	Yes
	2	No
	99(a)	Missing
IntellectEnrich	1	Yes
	2	No
	99(a)	Missing
ArticulateExper	1	Yes
	2	No
	99(a)	Missing
HighlightRegion	1	Yes
	2	No
	99(a)	Missing
EncourNonRead	1	Yes
	2	No
	99(a)	Missing
AssistBkChoice	1	Yes
	2	No
	99(a)	Missing
PrivateEnrich	1	Yes
	2	No
	99(a)	Missing
OtherAchieve	1	Yes
	2	No
	99(a)	Missing
OBAchieve	1	StrengthCommun
	2	ConnectReaders
	3	MotivateRead
	4	EncourTalk
	5	EncourRead
	6	MeetNew
	7	HelpSell
	8	PromoteAuth
	9	IntellectEnrich
	10	ArticulateExper
	11	HighlightRegion
	12	EncourNonRead
	13	AssistBkChoice
	14	PrivateEnrich
	15	OtherAchieve
	99(a)	Missing
OBOtherAchieveDetail	1	PNonPartic
	2	PStrengthCommun
	3	PConnectReaders
	4	PMotivateRead
	5	PEncourTalk
	6	PEncourRead
	7	PMeetNew

	8	PHelpSell
	9	PPromoteAuth
	10	PIntellectEnrich
	11	PArticulateExper
	12	PHighlightRegion
	13	PEncourNonRead
	14	PAssistBkChoice
	15	PPrivateEnrich
	16	POtherParticip
	97	Don't Know
	99(a)	Missing
OBOtherParticipDetail	1	general enjoyment
	2	obligation to support people
	3	obligation to support institution
	4	interest in author
	5	by chance
	6	work/research interest
	7	book discussion is stimulating enjoyable
	8	find out others interpretations/tastes
	9	assistnace with own book choices
	10	answer that does not relate participation
	11	information about books not read
	99(a)	missing
EventAttend	1	Alone
	2	WithOther
	99(a)	Missing
EventContact	1	Yes
	2	No
	99(a)	Missing
OBBookChoiceForced1	1	Accessible to a wide range of readers
	2	something people can identify with
	3	choices should exhibit variety
	4	Bestseller/well-publicised
	5	book lends itself to programming
	6	appealing author
	7	national or regional or local cultural relevance
	8	improving/edifying/challenging
	10	quality literature/classic
	11	specific genre/title mentioned
	12	reaction against the idea of 'best choice'

	13	any kind
	14	no opinion
	15	other
	99(a)	Missing
OBBookChoiceForced2	1	Accessible to a wide range of readers
	2	something people can identify with
	3	choices should exhibit variety
	4	Bestseller/well-publicised
	5	book lends itself to programming
	6	appealing author
	7	national or regional or local cultural relevance
	8	improving/edifying/challenging
	10	quality literature/classic
	11	specific genre/title mentioned
	12	reaction against the idea of 'best choice'
	13	any kind
	14	no opinion
	15	other
	99(a)	Missing
OBBookChoiceForced3	1	Accessible to a wide range of readers
	2	something people can identify with
	3	choices should exhibit variety
	4	Bestseller/well-publicised
	5	book lends itself to programming
	6	appealing author
	7	national or regional or local cultural relevance
	8	improving/edifying/challenging
	10	quality literature/classic
	11	specific genre/title mentioned
	12	reaction against the idea of 'best choice'
	13	any kind
	14	no opinion
	15	other
	99	Missing
SeenInfo	1	Yes
	2	No
	99(a)	Missing
NotHeard	1	Yes
	2	No
	99(a)	Missing

NotLiked	1	Yes
	2	No
	99(a)	Missing
NoTime	1	Yes
	2	No
	99(a)	Missing
BadLocat	1	Yes
	2	No
	99(a)	Missing
DislikeTalk	1	Yes
	2	No
	99(a)	Missing
DislikeAuth	1	Yes
	2	No
	99(a)	Missing
NoInterest	1	Yes
	2	No
	99(a)	Missing
NoSkills	1	Yes
	2	No
	99(a)	Missing
NonListenCBC	1	Yes
	2	No
	99(a)	Missing
CombTopNonParticip	1	Not Heard
	2	Not Liked
	3	No Time/Inconvient Time
	4	NonListner or Dont Watch TV or Dont like Bk Radio
	5	Dislike Other Reading or Resist Recommendations
	6	Dislike Author
	7	Nonunderstand Panel
	8	Other Top NonParticip
	9	Already Books or Too Many Other Books to Read
	10	Dislike Promotional Aspect or Celebrity Presenters
	11	Dislike Previous Experience
	12	Dislike format
	13	Event to Elitist or Not Elitist Enough
	14	Cost
	15	Dislike Wider Context
	16	Program Diffferent from tastes or expectations
	17	Wasnt in the Country
	99	Missing

OtherNonParticip	1	Not Heard
	2	NotLiked
	3	NoTime
	4	LocatBad
	5	DislikeTalk
	6	DislikeAuth
	7	NoInterest
	8	NoSkills
	9	OtherNonParticip
	10	No TV/Radio
	99(a)	Missing
TopNonParticip	1	Not Heard
	2	NotLiked
	3	NoTime
	4	LocatBad
	5	DislikeTalk
	6	DislikeAuth
	7	NoInterest
	8	NoSkills
	9	OtherNonParticip
	10	No TV/Radio
	99	Missing
NonAttend	1	Yes
	2	No
	99(a)	Missing
AuthRead	1	Yes
	2	No
	99(a)	Missing
BkFest	1	Yes
	2	No
	99(a)	Missing
OtherFest	1	Yes
	2	No
	99(a)	Missing
LibEvents	1	Yes
	2	No
	99(a)	Missing
LitClass	1	Yes
	2	No
	99(a)	Missing
OtherBookEvents	1	Yes
	2	No
	99(a)	Missing
BelongGroups	1	Yes
	2	No
	99(a)	Missing
OBTypeGroups	1	Theater/Musical

	2	Writting
	3	Book
	4	Athletic
	5	Religious
	6	Gardening
	7	Other
	8	University/academic
	99(a)	Missing
Gender	1	Female
	2	Male
	3	Transg
	4	PrefNoAnsw
	5	NoneAbove
	99(a)	Missing
EthnicForced	1	African American
	2	American
	3	Asian
	4	Black
	5	Black African
	6	Black Caribbean
	7	British
	8	Canadian
	9	Chinese
	10	Eastern European
	11	First Nations
	12	Hispanic/Latino
	13	Japanese
	14	Jewish
	15	Métis
	16	Native American
	17	Other Black British
	18	Other East Asian
	19	Québécois
	20	South Asian
	21	Western European
	22	White
	23	Other
	24	No sensible answer/defensive answer
	99(a)	Missing
Age	99(a)	Missing
Occupfrcd	1	Blue Collar
	2	Education
	3	Arts and Media
	4	Librarians
	5	Other White Collar
	6	Self Employed

	7	Unpaid Worker
	8	Student
	9	Retired
	10	Unemployed
	11	Unknown
	99	Missing
Educ	1	NoHigh
	2	SomeHigh
	3	OLevels
	4	ALevels
	5	UnivDegree
	6	SomeGrad
	7	GradDegree
	99(a)	Missing
HousehInhabTotal	99(a)	Missing
HousehUnder18	99(a)	Missing
Class	1	LowClass
	2	LowMidClass
	3	MidClass
	4	UppMidClass
	5	UppClass
	99(a)	Missing
CanContact	1	Yes
	2	No
	99(a)	Missing
InDraw	1	Yes
	2	No
	99(a)	Missing
language	1	English
	2	Spanish
	3	French
	4	Polish
	5	Germanic
	6	Italian
	7	Hind/Beng/Punj/Guje/Urdu
	8	Arabic
	9	Slavic
	10	Asian
	11	Other
	99	Missing

a Missing value