

**Beyond the Book project:
Birmingham Readers Festival, survey questionnaire**

September- November 2006

Questionnaire

Welcome, citizens of Birmingham!

Please share with us your thoughts about reading, your city, and the Birmingham Book Festival by completing our questionnaire. You may win a prize - a £50 book voucher!

Thanks for participating in our research.

On to the study

Dear Reader,

We are conducting a short survey about reading and community reading events like the Birmingham Book Festival 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 the community reading events like the Birmingham Book Festival, 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

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
Bengali
Punjabi
Gujerati
Urdu
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 [nb delete Sometimes below this]

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

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 Book Club"?

Yes
No [nb delete Sometimes below this]

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 Richard & Judy's Book Club on Channel 4?

Yes
No
Sometimes

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

Yes
No [delete Sometimes below]

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?

Have you read any of the featured titles, or works of featured authors, in this year's Birmingham Book Festival?

Yes
No

Have you attended Birmingham Book Festival events this year, or in past years?

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

If yes, what programs or events did you view, listen to or 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 Birmingham Book Festival website?

Yes

No

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

To learn about the book(s)

To learn about the author(s)

To learn about Birmingham Book Festival events

To book tickets to the Birmingham Book Festival [next 2 values missing]

To access promotional material about the Birmingham Book Festival

To send feedback to the Birmingham Book Festival organisers

To access information about Birmingham Book Festival sponsors

Other (please specify below)

If you visited the Birmingham Book Festival website, did you find it 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 Birmingham Book Festival 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 the Birmingham Book Festival.

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 books are the best choices for the Birmingham Book Festival? Why? (feel free to write up to 50 words)

For non-participants: Have you heard/read/seen information about the Birmingham Book Festival this year?

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

Yes
No

Why did you choose *not* to participate in the Birmingham Book Festival 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 authors
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 the Birmingham Book Festival 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 or Hay-on-Wye Book Festival
Cheltenham Literary Festival
Local library events
Literature class
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 Nechells, type B7; if you live in Kings Heath, type B14.

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?

We would like to invite Birmingham residents to take part in several group interviews about reading early in 2007.

If you are interested in participating, please provide a contact telephone number and/or an email address:

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