

**Beyond the Book project:
Richard & Judy's Book Club, survey questionnaire**

January - February 2007

Richard and Judy Questionnaire

UK Residents: Participate for a chance to win a £100 book voucher!

Welcome, citizens of the UK!

Please share with us your thoughts about reading, your country, and Richard and Judy's Book Club by completing our questionnaire. You may win a prize - a £100 book voucher!

Thanks for participating in our research.

Click here to begin

On to the study

Dear Reader,

We are conducting a short survey about reading and reading events like Richard and Judy's Book Club 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 £100 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 reading events, 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](#)

QUESTIONNAIRE

Q1 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)

Q2 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)

Q3 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

Q4 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)

Q5 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)

Q6 What role has reading played in your life? (feel free to write up to 250 words)

Q7 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)

Q8 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)

Q9 Please explain why you choose your books most often in this way. (feel free to write up to 50 words)

Q10 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)

Q11 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

Q12 Are you in, or have you ever belonged to, a book club?

Yes
No

Q13 If yes, is/was the book club one that meets in person, on-line, or have you been a member of both types of book club?

I have been a member of a:

Face-to-face book club
Virtual book club
Both types of book clubs

Next Section

Q14 Did you watch the BBC's "The Big Read"?

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

Q15 Did you read any of the BBC's "The Big Read" Top 100 featured books as a result of the campaign?

Yes
No

Q16 Did you watch the BBC's "Page Turners Book Club"?

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

Q17 Did you read any of books featured on the BBC's "Page Turners Book Club"?

Yes
No

Q18 Do you watch the Book Club slot on "The Oprah Winfrey Show" (currently on ITV2)?

Yes
No
Sometimes

Q19 Do you participate in Oprah's online book discussions?

Yes
No
Sometimes

Q20 Do you participate in Oprah's Book Club by reading the choices?

Yes
No
Sometimes

Q21 Do you watch Richard & Judy's Book Club on Channel 4?

Yes
No
Sometimes

Q22 Are you a member of Richard & Judy's Book Club?

Yes
No

Q23 Do you read Richard and Judy's featured book each week?

Yes, every week
No
Some weeks

Q24 What other book-type program(s) do you listen to/watch/participate in?

Q25a Have you read any of the books featured on Richard and Judy's Book Club in 2006 or 2007?
[Doubling here with Q23. I suggest we ditch the wording from Q25a and replace it with the wording from 25b (especially given that I had to add in a new question in the Nemisys site for 25b), retain the Yes / No answer and add a textual option for people to type in titles. We could reword the question thus: 'If you read any of Richard and Judy's Book Club books in 2006 and 2007, which ones did you read? (please list all you can remember)']

Yes
No

Q25b If yes, which Richard and Judy's Book Club books did you read in 2006 and 2007? (please list all those you can remember) [I suggest we ditch this as per suggestion above]

Q26 Even if you did not read any of the books featured on Richard and Judy's Book Club, did you watch any of the shows in which books were discussed?

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

Q27 If yes, which books were featured on the show(s) that you watched?

Q28 What were your impressions of the show(s)? (feel free to write up to 50 words)

Q29 How did the show(s) influence your thoughts and/or feelings about the featured book(s), if at all? (feel free to write up to 250 words)

Previous Section

Next Section

Q30 How do you find out about Richard and Judy's Book Club? (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)

Q31 Have you visited the website for Richard and Judy's Book Club?

Yes
No

Q32 If yes, what were you seeking? (tick as many as apply)

To learn about the book(s)
To learn about the author(s)
To write a review
To access the message boards
To access reading notes to help with discussion
To send feedback to Richard and Judy's Book Club organisers
To access information about setting up a reading group
Other (please specify below)

Q33 In your opinion, if you visited the website for Richard and Judy's Book Club, did you find it useful?

Yes
No
Not applicable

Q34 If yes or no - why or why not? (feel free to write up to 50 words)

Q35 In your opinion, what does Richard and Judy's Book Club 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)

Q36 List the *main* reason you watch Richard and Judy's Book Club.

I do not watch it
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)

Q37 Do you watch the show alone or with others?

Alone
With someone else

Q38 Have you talked about Richard and Judy's Book Club, or the books it has featured, with anyone else?

Yes
No

Q39 What type of books are the best choices for Richard and Judy's Book Club? Why? (feel free to write up to 50 words)

Q40 *For non-participants*: Have you heard/read/seen information about Richard and Judy's Book Club this year?

Richard and Judy Book Club participants: Skip to Q43 "What type of book events do you attend?"

Yes
No

Q41 Why did you choose *not* to participate in Richard and Judy's Book Club this year? (tick as many as apply)

I hadn't heard about it
Didn't like the featured book(s)
Didn't have the time
I don't watch Richard and Judy
I don't like hearing about others' reading experiences

I don't like the authors
Hearing about books on TV doesn't interest me
I don't understand what the presenters say about the featured book(s)
Other (please specify below)

Q42 What is the *main reason* you chose *not* to participate in Richard and Judy Book Club this year?
(please tick *only one* response)

I hadn't heard about it
Didn't like the featured book(s)
Didn't have the time
I don't watch Richard and Judy
I don't like hearing about others' reading experiences
I don't like the authors
Hearing about books on TV doesn't interest me
I don't understand what the presenters say about the featured book(s)
Other (please specify below)

Q43 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 classes
Other (please specify below)

Q44 Do you belong to any groups or clubs (other than reading groups)?

Yes
No

If yes, type(s)?

Previous Section

Next Section

Q45 Gender?

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

Q46 How would you describe your ethnicity?

Q47 Where do you live? Please give the first half of your postal code. For example, if you live in Carlisle, type CA; if you live in Kings Heath in Birmingham, type B14.

Q48 Age?

Q49 Occupation?

Q50 Job title?

Q51 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

Q52 How many people live in your household?

How many are children under age 18?

Q53 Do you consider yourself:

working class
lower-middle class
middle class
upper-middle class
upper class

Q54 If necessary, can we contact you for clarification?

Yes
No

If yes, what is your e-mail address?

(optional) telephone number?

Q55 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:

Q56 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 £100 book voucher?

Yes (enter your email address in the final box below)
No

(optional) telephone number?

Email

Previous Section

Send Answers