Dear Reader,

We are conducting a short survey about reading and community reading events like “Bristol’s Great Reading Adventure” 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 “Bristol’s Great Reading Adventure” 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…

Which of the following kinds of books do you read most for pleasure? (check 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 check 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? (check as many as apply)
- English
- Spanish
- French
Do you read: (check 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 want to read? (check as many as apply)
- Friend's recommendations
- Family member's recommendations
- Work colleague's recommendations
- Richard and Judy's choices
- Prize winners
- I like the cover or jacket copy
- Book store 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 check only one response)
- Friend's recommendations
- Family member's recommendations
- Work colleague's recommendations
- Richard and Judy's choices
- Prize winners
- I like the cover or jacket copy
- Book store 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 check only one response)
Chain bookseller
Independent bookseller
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
No
Some of them

**Did you read any of the BBC’s "The Big Read" - Top 100 featured books as a result of the campaign?**
Yes
No
Some of them

**Did you watch the BBC’s "Page Turners" television programme?**
Yes
No
Sometimes

**Did you read any of books selected for the BBC's "Page Turners" television programme?**
Yes
No
Sometimes

**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

**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 an online member of Richard & Judy’s Book Club?**
Yes
No
Sometimes

**Do you read Richard and Judy’s featured book each week?**
Yes
No
Sometimes

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

**Have you read this year’s “Great Reading Adventure” selection, Around the World in 80 Days as a result of the GRA campaign?**
Yes
No

**Have you attended “Great Reading Adventure” events this year, or in past years?**
Yes
No (If no, skip to next section, question 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? (check 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 Great Reading Adventure website?
- Yes
- No

If yes, why did you visit the website? (check as many as apply)
- To learn about the book
- To learn about the author
- To learn about Great Reading Adventure special events
- To access the discussion questions
- To access similar books
- To access book titles appropriate for the younger readers in my life
- To access promotional material about Great Reading Adventure
- To send feedback to Great Reading Adventure organizers
- To access information about Great Reading Adventure sponsors
- Other (Please Specify below)

If you visited the Great Reading Adventure 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 Great Reading Adventure achieve? (check 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 Great Reading Adventure
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 the Great Reading Adventure? Why? (feel free to write up to 50 words)

For non-participants: Have you heard/read/seen information about the Great Reading Adventure programme this year? (Participants: Skip to "What type of book events do you attend?")
Yes
No

Why did you choose not to participate in the Great Reading Adventure this year? (Check 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 top reason you chose not to participate in the Great Reading Adventure this year? (please check 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? (check as many as apply)**
I don't attend any type of public book events
Author readings
Hay-on-Wye Book Festival
Bristol Dickens Society events
Local library events
Literature class
Other (please specify below)

Do you belong to any groups or clubs?
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?

Which area of Bristol (or surrounding area) do you live in?

Age?
Occupation?

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

As a token of our appreciation, we are offering the chance to win a gift certificate to a bookstore of your choice. Would you like your name to be put into the draw for a £50 gift certificate?
Yes (enter your email address in the final box below)
No
(optional) telephone number?

Email