

A version of this questionnaire was adapted in each case study site.

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 902-457-6296. 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, MSVU, 166 Bedford Highway, Halifax, NS B0J 1T0 Canada or by e-mail at denel.rehbergsedo@msvu.ca or Danielle Fuller, Department of American and Canadian Studies, University of Birmingham, Edgbaston, Birmingham, UK B15 2TT or by e-mail at d.fuller@bham.ac.uk.

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ON TO THE STUDY...

(Designers: please do not show question number.)

Part 1

1. Which of the following kinds of books do you read most often? (Tick as many as apply.)

- | | | |
|--------------------------------------|---|---|
| <input type="checkbox"/> Biography | <input type="checkbox"/> History | <input type="checkbox"/> Poetry |
| <input type="checkbox"/> Humour | <input type="checkbox"/> Classical Lit. | <input type="checkbox"/> Sci. Fi, Fantasy,
Horror |
| <input type="checkbox"/> Plays | <input type="checkbox"/> Mystery | <input type="checkbox"/> Western |
| <input type="checkbox"/> Romance | <input type="checkbox"/> Cartoon | <input type="checkbox"/> Contemporary Fiction |
| <input type="checkbox"/> Young Adult | <input type="checkbox"/> Theology | <input type="checkbox"/> Self-help |
| <input type="checkbox"/> Politics | <input type="checkbox"/> Other fiction
(Please Specify)
_____ | <input type="checkbox"/> Other non-fiction
(Please Specify)
_____ |

1a. Which one do you *most* prefer? (Please tick only one response.)

- | | | |
|--------------------------------------|---|--|
| <input type="checkbox"/> Biography | <input type="checkbox"/> History | <input type="checkbox"/> Poetry |
| <input type="checkbox"/> Humour | <input type="checkbox"/> Classical Lit. | <input type="checkbox"/> Sci. Fi, Fantasy,
Horror |
| <input type="checkbox"/> Plays | <input type="checkbox"/> Mystery | <input type="checkbox"/> Western |
| <input type="checkbox"/> Romance | <input type="checkbox"/> Cartoon | <input type="checkbox"/> Contemporary Fiction |
| <input type="checkbox"/> Young Adult | <input type="checkbox"/> Theology | <input type="checkbox"/> Self-help |

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Politics

Other fiction
(Please Specify)

Other non-fiction
(Please Specify)

2. 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

2a. What language/s do you read in? (Tick as many as apply.)

English

Spanish

French

Bengali

Punjabi

Gujarati

Urdu

Arabic

Other (Please Specify):

3. 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):

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

5. How do you usually choose the books you want to read? (Tick as many as apply.)

Friend's recommendations

A version of this questionnaire was adapted in each case study site.

Family member's recommendations

Work colleague's recommendations

Magazine review (if checked, prompt clarifying question)

Which magazine or reviewer?

TV show or personality (if checked, prompt clarifying question)

Which programme or person?

Radio show or personality (if checked, prompt clarifying question)

Which programme or person?

Web sites, blogs or reviews (if checked, prompt clarifying question)

Which?

Newspaper sections or reviews (if checked, prompt clarifying question)

Which paper or person?

Prize winners

I like the cover or blurb

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

____ Other (Please Specify):

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

Friend's recommendations

Family member's recommendations

Work colleague's recommendations

Magazine review (if checked, prompt clarifying question)

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Which magazine or reviewer?

TV show or personality (if checked, prompt clarifying question)

Which programme or person?

Radio show or personality (if checked, prompt clarifying question)

Which programme or person?

Web sites, blogs or reviews (if checked, prompt clarifying question)

Which?

Newspaper sections or reviews (if checked, prompt clarifying question)

Which paper or person?

Prize winners

I like the cover or blurb

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

____ Other (Please Specify):

6a. Please explain why you choose your books most often in this way. (Feel free to write up to 50 words.)

7. Where do you usually get the books you read? (Please check only one response.)

Chain bookshop

Independent bookshop

Library

Borrowing from friends/family

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As gifts

___ Other (Please Specify):

8. 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

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

___ Yes ___ No

9a. 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

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

___ Yes ___ No

11. Did you read any of the BBC's "The Big Read" - Top 100 featured books ?

___ Yes ___ No ___ sometimes

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

___ Yes ___ No ___ sometimes

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

Yes No sometimes

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

Yes No sometimes

15. Do you participate in Oprah's online book discussions?

Yes No sometimes

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

Yes No sometimes

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

Yes No sometimes

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

Yes No

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

Yes No sometimes

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

NB: THESE ARE LAST YEAR'S SELECTIONS NOT THE ONES FOR THIS
COMING JANUARY 2007

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21. Have you read any of the books featured on Richard and Judy's Book Club in 2006 or 2007?

Yes No

21 b If yes, which Richard and Judy's Book Club books did you read in 2006 and 2007? (please list all those you can remember)

22. 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

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

(If no, skip to next section, question beginning *for non-participants*)

"Have you heard/read/seen...")

24. What were your impressions of the show(s)? (Feel free to write up to 50 words.)

25. 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.)

26. How do you find out about these shows? (Check as many as apply.)

Newspaper

Television

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Radio

Internet

Library

Mailing list

Friends

Family

Work colleagues

Book club members

Flyer/poster

___ Other (please specify below)

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

___ Yes ___ No

28. If yes, what were you seeking? (check 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):

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

___ Yes ___ No

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

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31. In your opinion, what does Richard and Judy's Book Club 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):

32. 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)

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33. Do you watch the show alone or with others?

Alone With someone else

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

Yes No

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

For non-participants

36. Have you heard/read/seen information about Richard and Judy's Book Club this year?

(Richard and Judy Book Club *Participants skip to 'What type of book events do you attend?'*)

Yes No

37. Why did you choose not to participate in Richard and Judy's Book Club this year?

(check 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):

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38. What is the *main reason* you chose not to participate in Richard and Judy's Book Club this year? (please check 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):

39. 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

Edinburgh or Hay-on-Wye Book Festival

Cheltenham Literary Festival

Local library Events

Literature classes

____ Other (Please Specify):

40. Do you belong to any groups or clubs?

___ Yes ___ No

40 a. If yes, type(s)?

Section 2

41. Gender?

___ Female ___ Transgendered

___ Male ___ None of the above (specify identification if you wish) _____

___ Prefer not to answer

42. How would you describe your ethnicity?

43. 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.

44. Age?

45. Occupation?

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46. Job title?

47. Education level?

No Secondary education

Some Secondary education

O Levels, CSEs , GCSEs or equivalent

A Levels, NVQs or GNVQs further education, tertiary education or equivalent

University/college degree

Some post-graduate or higher education

Post-graduate degree

48. How many people live in your household? _____?

How many are children under age 18 _____?

49. Do you consider yourself

_ working 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 £100 book voucher?

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

\_\_\_\_ No

(optional) telephone number? \_\_\_\_\_

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Thank you very much for your participation.

Happy Reading!