

Big Read Participant Survey (to be administered online)

As part of a national study of *The Big Read*, we're asking readers to tell us a little more about themselves and their participation. Your feedback will help us understand who's taking part in *The Big Read*, how valuable the materials and events are, and how the program could be improved. All the information you provide will remain confidential. This survey should take less than 10 minutes of your time. Thank you for your help.

A. Your Participation in The Big Read

- 1. In which local Big Read program did you participate? [scroll down menu]
- 2. Which book did you read for The Big Read? [scroll down menu]
- 3. Was this book: □ a new read? □ one you had read before?
- 4. Did you finish the book? □ yes □ no
 If not, how far did you get? □ a quarter of the way or less □ about halfway □ three quarters of the way or more
- 5. How did you hear about The Big Read? (Check all that apply.)

Television	🗖 Radio	□ at a library or museum	Poster	🗖 Readers Guide	🗖 Web
Newspaper	🗖 Magazine	□ at a bookstore	🗖 Mail	Word-of-mouth	□ Other:

6. If you checked:

Television, did you see a:	News story	🗖 Ad
<i>Radio,</i> did you hear a:	News story	🗆 Ad

26. Please indicate whether you engaged in the following activities during *The Big Read*, and, if so, whether this was the first time you had done so.

	I did this		If Yes, was it the first time?	
	Yes	No	Yes	No
Got a library card				
Checked a book or tape out of the local library				
Attended a literary event at the local library				
Joined a book club (or attended a meeting)				
Attended a literature-related event at a museum, university, or other institution				
Other:				

8. How did you participate in this/these event/s?

□Mostly on my own □Mostly with someone else (e.g., family member, friend) □As a teacher, mostly with my students

B. Your Reading Preferences

9. With the exception of books required for work or school, did you read any books in the 12 months prior to *The Big Read*?

If yes, how many books? _____

10. Again with the exception of books or activities required for work or school, did you do any of the following in the 12 months prior to *The Big Read*?

In the 12 months prior to The Big Read, did you	Yes	No
read any plays?		
read any poetry?		
read any novels or short stories?		
use the internet to learn about, read, or discuss topics related to literature—novels, poetry, or plays?		
listen to a reading of poetry, either live or recorded?		
listen to a reading of novels or books, either live or recorded?		
purchase a book (for leisure reading)?		
check out a book (for leisure reading) from your public library?		

11. Please rate how much you enjoy reading, on a scale of 1 to 10, with 1 being "not at all" and 10 being "very much".

1 2 3 4 5 6 7 8 9 10

12. What kinds of things do you like to read for pleasure? (Check all that apply.)

□Novels	□Magazines
□Comics/Graphic novels	□Textbooks
□Newspapers	□Non-fiction books
	□Other:

13. On average, how much time do you spend reading for pleasure every day?

□Less than 15 minutes	□30 to 45 minutes
□15 to 30 minutes	□45 minutes to an hour

□an hour or more

□Other: _____

14. Which types of reading materials do you purchase regularly? (Check all that apply.)

□Novels	
□Comics/Graphic novels	
□Newspapers	

□Magazines □Textbooks □Non-fiction books □Other: _____

15. Where do you acquire books? (Check all that apply.)

□Bookstores	□School or classroom libraries	□Online book retailers
□Public libraries	□Friends or family	□Yard sales
		□Other:

- 16. The last book I read for pleasure was: [textbox]
- 17. I read this because (Check all that apply.):

someone suggested it	□I saw it in a bookstore
□ I read a good review	I'm interested in the author
□ it received attention in the media	it's been on the best seller lists

C. Your Thoughts on The Big Read

18. Please check the box that best describes how much you agree with the following statements about *The Big Read*.

	Strongly agree	Agree	Disagree	Strongly disagree
Reading the book was a very worthwhile thing to do.				
I talk more about books with friends or family than I did before <i>The Big Read</i> .				
The Big Read events deepened my understanding of the novel.				
Participating in <i>The Big Read</i> made me want to read more often for pleasure.				
Reading this book increased my understanding of topic, theme, or historical period of the book.				
This book was a good choice for my community.				
I'd like to read another book by the same author or that takes place in the same period.				
Participating in <i>The Big Read</i> made me more comfortable attending literary or arts events.				
I'd like to take part in another <i>Big Read</i> .				

19. Please check whether you used any of the following during *The Big Read*, then rate each one on a scale of 1 to 4.

	Used this:	Inadequate	Satisfactory	Good	Excellent
Big Read Web site		1	2	3	4
Big Read CD/audio guides		1	2	3	4
Big Read Readers' Guides		1	2	3	4

D. Demographic Information

20. What is your age?	□under 18 years old □18-24	d □25-34 □35-44	□45-54 □55-64	□65-74 □75 & older
21. What is your race?				
□American Indi	an or Alaska native 🗖	Native Hawaiian or ot	her Pacific Islander	
□Asian		∃White		
Black or Afric	can American 🛛 🗆] Other (please specify)	:	
	□male u speak at home? un English: ropean languages ific Islander languages			

25. If you speak a language other than English at home, how well do you speak English? 🗆 Very well 👘 Less than very well

26.	What is your highest level of sch	nooling?								
	□Less than 9th grade □9th to 12th grade, no diploma □High school graduate (includes equivalency) □Some college, no degree □Bachelor's degree □Graduate or professional degree									
27.	27. Are you currently a student? □Yes □No (If not, please skip to #29.)									
28.	If so, what grade are you in:	□6 □colleg	□7 je	□ 8 □gradua	□9 ate or pro	□ 10 fessional	□ 11 school	□12 □post-graduate		
29.	. Are you currently in the Armed Forces? \square Yes		□No							

If you'd be willing to answer further questions about *The Big Read*, please tell us how to contact you.

Name:	Zip code:	
I prefer to be contacted by: □Phone:	email:	

Thank you!