



Big Read Participants Follow-Up Interview Protocol

Hi. About 3 months ago you participated in *The Big Read* and indicated that you would be willing to respond to a few questions in a follow-up study we are conducting. We would like to ask just a few questions that will help us measure the impact of *The Big Read*. Do you have time now to answer those now? It should take only 3-5 minutes of your time.

If so, thank you. Let's get started.

If not, when can we re-schedule with you? Date: _____ Time: _____ EST, CST, MST, PST

1. With the exception of books required for work or school, have you read any books in the 3 months since participating in *The Big Read*? Yes No

If yes, how many books? _____

Is that an increase in the number of books you typically read? Yes No

Was your selection of that book(s) affected by your participation in *The Big Read*? (For instance, was it another book by the same author, a book on a similar theme, a recommendation you received at a *Big Read* event, etc.?) Yes No

If yes, how?

2. During the 3 months between *The Big Read* and now, did you read any

Plays Yes No

Poetry Yes No

Novels or short stories Yes No

If yes, would you say your reading of any of those works was a result of participating in *The Big Read*?

Yes No

3. During the 3 months between *The Big Read* and now did you listen to:

A reading of poetry, either live or recorded? Yes No

If yes, is that a result of *The Big Read*? Yes No

A reading of novels or books, either live or recorded? Yes No

If yes, is that a result of *The Big Read*? Yes No

4. I'm going to read a list of activities. Please tell me whether or not you've done each one, and then whether that was a result of your participation in *The Big Read*.

During the 3 months between *The Big Read* and now have you:

used the Internet to learn about, read, or discuss topics related to literature—novels, poetry, or plays?

Yes No

If yes, is that a result of *The Big Read*?

Yes No

made a book purchase (for leisure reading)? Yes No

If yes, is that a result of *The Big Read*?

Yes No

checked out a book (for leisure reading) from your public library? Yes No

If yes, is that a result of *The Big Read*?

Yes No

attended any programs at your public library? Yes No

If yes, is that a result of *The Big Read*?

Yes No

attended any other reading-related events? Yes No

If yes, is that a result of *The Big Read*?

Yes No

5. Have there been any changes in where or how you acquire books? Yes No

If yes, have you checked more books out of your library?

Yes No

... have you borrowed more books from friends or family?

Yes No

... have you purchased more books?

Yes No

6. When you completed the earlier survey during your participation in *The Big Read*, you rated your enjoyment of reading a ___ on a scale of 1-10, with 1 being you don't enjoy at all and 10 being you enjoy very much.

Has your enjoyment of reading increased since then as a result of *The Big Read*? Yes No

If so, what would you rate it now, on a scale of 1-10?

7. Do you spend more time reading as a result of participating in *The Big Read*? Yes No

Thank you very much for your time!