



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
Radio, 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>I did this...</i>		<i>If Yes, was it the first time?</i>	
	Yes	No	Yes	No
Got a library card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked a book or tape out of the local library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended a literary event at the local library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Joined a book club (or attended a meeting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attended a literature-related event at a museum, university, or other institution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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*?
 yes no
 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*?

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

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

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

- Less than 15 minutes
 15 to 30 minutes
 30 to 45 minutes
 45 minutes to an hour
 an hour or more

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
 Public libraries
 School or classroom libraries
 Friends or family
 Online book retailers
 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 read a good review
 it received attention in the media
 I saw it in a bookstore
 I'm interested in the author
 it's been on the best seller lists
 Other: _____

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

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	<input type="checkbox"/>	1	2	3	4
<i>Big Read</i> CD/audio guides	<input type="checkbox"/>	1	2	3	4
<i>Big Read</i> Readers' Guides	<input type="checkbox"/>	1	2	3	4

D. Demographic Information

20. What is your age? under 18 years old 18-24 25-34 35-44 45-54 55-64 65-74 75 & older

21. What is your race?
 American Indian or Alaska native Native Hawaiian or other Pacific Islander
 Asian White
 Black or African American Other (please specify): _____

22. Are you Hispanic or Latino? Yes No

23. Are you: female male

24. What language do you speak at home?
 English
 Language other than English:
 Spanish
 Other Indo-European languages
 Asian and Pacific Islander languages
 Other 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 schooling?

- 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. Are you currently a student? Yes No (If not, please skip to #29.)

28. If so, what grade are you in: 6 7 8 9 10 11 12
 college graduate or professional school post-graduate

29. Are you currently in the Armed Forces? 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!