

Literature for a Lifetime

Audience Evaluation

Series name: _____

Organization name: _____

1. What town do you live in? _____

2. Please circle female or male and check the box of your age bracket. Female Male

<input type="checkbox"/>	18-21	<input type="checkbox"/>	50-64
<input type="checkbox"/>	22-34	<input type="checkbox"/>	65-79
<input type="checkbox"/>	35-49	<input type="checkbox"/>	80+

3. Are there children in your household?

4. What is your category of employment?

<input type="checkbox"/> Arts	<input type="checkbox"/> Government	<input type="checkbox"/> Retired
<input type="checkbox"/> Business	<input type="checkbox"/> Homemaker	<input type="checkbox"/> Technical
<input type="checkbox"/> Education	<input type="checkbox"/> Legal/Medical	<input type="checkbox"/> Other
Please specify _____		

5. Was this the first book discussion that you have attended?

Yes No

6. How did you find out about this book discussion?

At the library
 From a poster somewhere else
 Please specify: _____
 From a mailing
 From a newspaper
 Please specify: _____
 From the Connecticut Humanities Council's newsletter
 From a radio or television announcement
 From a relative, friend, or colleague
 From an organization I belong to
 Please specify: _____
 Other
 Please specify: _____

7. Using a scale of 1 to 5 (1 being LOW and 5 being HIGH), rate your satisfaction with the following aspects of the book discussion.

	LOW			HIGH	
The facility where the discussion was held	1	2	3	4	5
The books on the reading list	1	2	3	4	5
The discussion leader's knowledge	1	2	3	4	5
How the leader guided the discussion	1	2	3	4	5
The other participants' remarks	1	2	3	4	5

8. When choosing to attend a book discussion series, which **ONE** of the following is the most important to you?

_____ the discussion leader _____ the topic _____ the books
_____ the location _____ the dates and times

9. Which **ONE** of the following is the least important to you?

_____ the discussion leader _____ the topic _____ the books
_____ the location _____ the dates and times

10. Which **ONE** of the following types of books do you most enjoy?

_____ Biography _____ Detective/Mystery _____ Legal/Political
_____ Classic Fiction _____ Drama _____ Poetry
_____ Current Fiction _____ History _____ Other

Please specify: _____

11. Are you a member of a book club? Yes No

12. About how many books do you purchase annually?

___ None ___ 1 or 2 ___ 3-5 ___ 6-10 ___ More than 10

13. Which public library do you visit the most?

_____ The main library in the town where I live
_____ A branch library in the town where I live
_____ A library in the town where I work
_____ A library in another town Please specify: _____

14. How often do you visit a public library?

_____ Hardly ever _____ About once a month
_____ 5 times a year or fewer _____ About twice a month
_____ 6-10 times a year _____ Once a week or more

15. Do you have any recommendations for a new series that you think would attract a group of 12-15 participants in your community?

Thank you very much! You are invited to use the back of this sheet for additional comments.