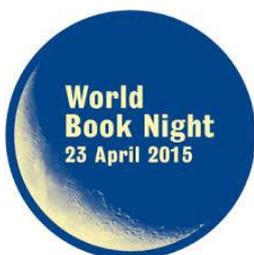


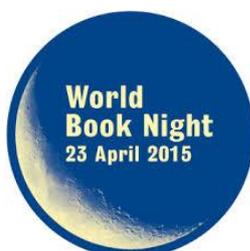
World Book Night 2015 Interim evaluation report

Liberty Venn, Free Thought Research Ltd.
22nd July 2015



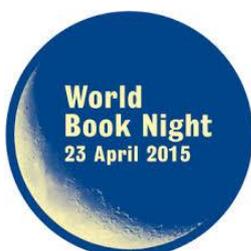
“I was thrilled to be chosen. Due to chronic illness I experience times of extreme lows, when I do not want to interact with the outside world. Reading has brought about such a positive change in my life during such times.”¹

¹ Female recipient, 45-64 (My Sister Lives on the Mantelpiece)



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Executive summary

World Book Night is an annual celebration of reading and books that takes place on 23 April. In 2015, 10,000 passionate volunteers gave out 250,000 free books in their communities to share their love of reading with people who don't read regularly or own books.



Prison reading group with volunteer Graham and their World Book Night books

This is the interim report from a large-scale independent evaluation of World Book Night 2015 conducted by Free Thought Research. It highlights the emerging findings of the research, **reporting on data gathered from surveys and interviews with book recipients and surveys with volunteers who gave out the books**. In total almost 5,000 people took part in the research across the UK.

World Book Night is a catalyst for change for recipients

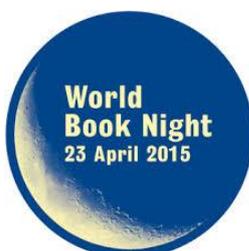
The research shows that an immediate impact of World Book Night is the enjoyment of receiving a book as a free and unexpected gift; 98% of recipients were pleased to receive their book and just weeks after World Book Night 80% were enjoying or had enjoyed reading their book. **This initial positive glow develops into wider behavioural change around reading**, with many infrequent or lapsed readers motivated by their interaction with the volunteer and the positive inference that they were someone who was open to new ideas.

World Book Night prompts recipients to do more than simply read the book received; in many cases they re-evaluate their relationship with books. Delight at receipt of a book translates into action as we see a discernible impact on reading behaviours, and **behavioural change as a result of receiving a book is particularly notable among those who never read or read less than one a month:**

- 80% of these recipients say that they have read more since World Book Night
- 85% have talked to others about books more since taking part in World Book Night
- 47% report that they have already bought more books since World Book Night, while 32% have borrowed more from the library

Many recipients reflected on World Book Night having prompted a personal re-engagement with books and reading for pleasure and the discovery of new, relevant texts. The impacts can be summarized as follows:

- Increased self-confidence in their reading ability
- Renewed identification of themselves as a reader
- Greater awareness of the breadth of reading material available



“It was just the impetus I needed to get reading again, as I have put 'reading for pleasure' on the back burner for far too long. It will be great to share my thoughts of the book with friends and then pass it on. I particularly liked the idea of the book's journey.”

Deeper relationship with books and reading amongst volunteers

Satisfaction levels are very high amongst volunteers who gave out the books, **with 97% scoring their experience of being a World Book Night volunteer as 'Excellent' or 'Good'**. Volunteers are driven to participate in World Book Night by a number of motives: the perceived value of a book as a gift to those in their community, the perceived emotional or social benefits of reading, a desire to help people find shared interests or to improve others' wellbeing.

“It's an amazing thing to do and people's reactions are great - they are so taken aback by being given a gift. One man actually said to me that he doesn't read books but that he would read this one for me. I saw him a few weeks later and he said ‘that book's great, I really enjoyed it’. I just grinned!”

Volunteer satisfaction stems from volunteers' sense of the intrinsic value of their actions but also from the personal benefits of participation. **The positive experience of being part of World Book Night and the opportunity to engage others in reading for pleasure contribute to greater personal engagement with books amongst volunteers:**

- 73% of volunteers have talked more about books since taking part in World Book Night
- 83% of volunteers said they planned to return to the library or bookshop from which they collected their books to buy or borrow books in the future

Conclusion: the power of a gift

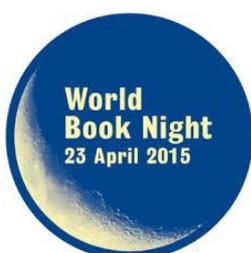


Volunteer at her computer shop with books to give out

The celebratory nature of World Book Night and the delight at giving or receiving a free book captures the imagination of book recipients, volunteers and other stakeholders alike: all those involved in World Book Night reflect on the intrinsic pleasure of receiving (or giving) a book as a gift. By taking a book, often from a complete stranger, recipients show that they are open to new ideas and actions. The unforceful nature of World Book Night interactions are a catalyst for change.

The value of the interaction between volunteer and recipient is further demonstrated by the extent to which recipients are motivated to pass on their book when they have finished it. Over 70% of those interviewed have passed their book to a friend or colleague or plan to do so.

First-stage findings yield strong positive indications of the impact of World Book Night, which will be explored in more depth in the full evaluation report to be published towards the end of 2015.



Introduction

World Book Night is an annual celebration of reading and books that takes place on 23 April. Passionate volunteers give out hundreds of thousands of books in their communities to share their love of reading with people who don't read regularly or own books. World Book Night is run by The Reading Agency, a national charity that inspires people to become confident and enthusiastic readers to help give them an equal chance in life.

This is the interim report from a large-scale evaluation of World Book Night conducted in 2015. It highlights the emerging findings of the research, focusing on the immediate and short-term impact of World Book Night. It reports on survey data gathered from book recipients via an online survey publicised in the books that they received, interviews conducted with recipients that provided contact details to the volunteer on receiving their book and survey data from volunteers that responded to an online survey that was email to them and publicised on social media.²

- **Online individual and institutional volunteer survey (4080 respondents)**
- **Recipient survey (717 respondents)**
- **100 x 10-minute recipient telephone interviews**

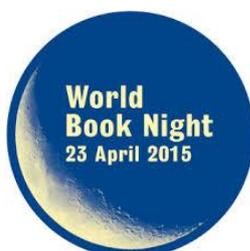
An independent research agency, Free Thought Research³ has been commissioned to conduct this evaluation. A full report will be published in November, including results from focus groups with recipients, which will be conducted in September. Focus groups will explore the longer-term influence of World Book Night on recipient engagement with reading for pleasure.

The research seeks to establish the impact of free books distributed during World Book Night, exploring whether recipients or volunteers:

- Read the World Book Night book and what they thought of it
- Changed their reading habits as a result of receiving and reading the book
- Enjoyed taking part in World Book Night and what their experience of the programme was.

² Recipients asked to state their reading frequency (Every day, Once or twice a week, Once or twice a month, Less than once a month, Never) in both the online survey and during phone interviews (33% representation of lapsed and very low frequency readers achieved).

³ www.freethoughtresearch.co.uk



Part One: Impact amongst book recipients

1. Immediate engagement

All recipients interviewed recall the moment they received their World Book Night book and the conversation or additional events accompanying this. Recollections of being given the book are often highly personal and reflective, collectively demonstrating the importance of face-to-face, individual distribution on recipients' engagement with the initiative and book received.

Survey responses show very high levels of interest amongst all audiences in the book received, regardless of reading frequency. **98% of recipients strongly agree or agree that they were pleased to receive their book**, and just weeks after World Book Night 80% strongly agree or agree that they have enjoyed or are enjoying, their book.

Greatest evidence of the impact of World Book Night can be seen in the responses of those that never read, with **85% of respondents that read less than once a month or never read agreeing that they have enjoyed or are enjoying reading their book**. One male respondent recalled the motivating conversation he had with the volunteer distributing books in his local café, his initial reticence and the impact of discovering a book he enjoyed:

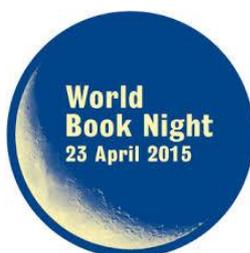
“I had the book given to me, but told Lee who gave me the book I didn't read. He told me to give it a go and I couldn't put it down and read it in two days”⁴



Volunteers in a hospital setting, London

It is the unexpected, no-strings nature of the gift of a book that appears to have the greatest impact on recipients' pleasure. Receipt of their free book is associated with surprise and delight by almost everyone, including amongst very infrequent or lapsed readers, though the specific reasons for their delight vary:

⁴ Male recipient, 45-64 (*The Moaning of Life*)



- Pleasure at the unusual receipt of 'something for nothing'
- Pleasure at the perceived purchase value of a new book
- Pleasure at being introduced to new authors
- Pleasure at being singled out for receipt
- Shared experiences (e.g. interactions with colleagues)
- Anticipation of a new (recommended) read
- Sheer aesthetic enjoyment of a new book
- Delight at being part of something bigger

"There's something quite lovely about brand new books - pull back the covers and it's fresh."⁵

Response to a book depends on the gifting context, prior awareness of World Book Night and personal interest in reading. Regardless of prior reading frequency most recipients scan the front and back covers of their book and make a judgement regarding its perceived appeal. One male recipient of *The Unlikely Pilgrimage of Harold Fry* knew on reading the cover alone that it was likely to capture his imagination:

"I sat down and read it. Not that evening but the next morning. Looked through the books on the table and it sparked an interest. Found that it gripped me. Sat and read for an hour or more a day in the first five days."⁶

The book-swap panel at the front of each book caught the immediate attention of recipients, with many immediately writing their name in their book and mentally committing to pass it on when read. Over 70% of those interviewed have passed their book to a friend or colleague or plan to do so, with one respondent evoking the sense of anticipation she felt about sharing her book, even before she had read it herself:

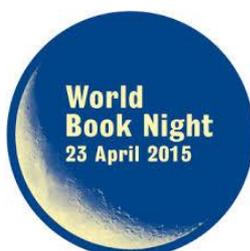
"I put my name in the little box, popped it in my handbag and read it within 48 hours."⁷

The unexpected gift of something of high perceived worth and the sense of participation in a wider initiative motivate all book recipients to engage with their book. For less frequent readers or those that never read, the perceived relevance of the storyline and the accessibility of the text are also important. Many lapsed or infrequent readers captured the essence of why their particular book succeeded in motivating them to read, where they haven't done for a while:

⁵ Female recipient, 25-44, Scotland (*Dead Man Talking*)

⁶ Male recipient, 45-64, South East (*The Unlikely Pilgrimage of Harold Fry*)

⁷ Female recipient, 25-44, North East (*Agatha Raisin and the Quiche of Death*)



“I'd say it was up there... it's the classic page-turner. I needed to know what was going to happen. It was a little different. I work in a school but literacy's not my thing. I like a story that's going to grab me where I don't have to think too much. I've got quite a confession to make - I actually cried at the end of the book.”⁸

Respondents reported researching additional books by the same author and asking their library to order these, where their book had introduced them to a new genre or author. One female recipient of *After the Fall* recalled what motivated her to seek out other books by Charity Norman:

“It was different.... yeah.... it was gripping. I have read Harry Potter, which is gripping in a different sort of way. This one I read in two days - you really wanted to know what was happening next.”⁹

2. Interaction between volunteer and recipient is a catalyst for action

World Book Night, its surrounding events and the gift of a free book successfully translate delight on receipt of a free book into action:

Two months after World Book Night 78% of all recipients have finished or plan to finish their book, with a further 20% planning to read it

-

81% of those that read less than once a month or never read have finished their book or are currently reading and plan to finish it

“To receive something when no one wants anything back is a lovely feeling... I'm definitely going to give it a go.”¹⁰



Badges created by St Austell College, Cornwall

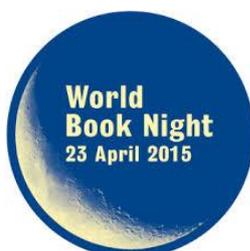
Conversation with recipients demonstrates the varying ways in which recipients are directly influenced by receipt of a World Book Night book:

- Motivated to honour the expectation that they will read the book: a (no pressure) obligation to read and pass on
- Sense of being part of something bigger prompts commitment
- Motivated by the inference that they are someone who is open to new ideas – being offered a book makes them feel positive

⁸ Female recipient, 45-64, North East (*Custard Tarts and Broken Hearts*)

⁹ Female recipient, 25-44, South East (*After the Fall*)

¹⁰ Female recipient, 25-44, North West (*Chickenfeed*)



- Conversations spark interest in new genres and authors
- Organisations' investment in staff welfare provokes a positive response
- The books cover a variety of genres and topics and include highly accessible texts

One volunteer reflected on the positive impact of World Book Night in her otherwise deprived and excluded community, with local women in particular delighted to be involved in a nationwide event:

“The library is in the east end of Glasgow, where the Commonwealth games were set. Women there might not have previously been involved in the library. It’s really trying to make links - integration, reaching out, inclusivity”¹¹

2.1. Direct impact on reading frequency

Survey responses provide strong evidence about the impact of World Book Night on the short-term reading behaviours of book recipients. **51% of all recipients strongly agree or agree that their reading habits have changed since receiving their book.** The impact is seen most keenly amongst infrequent or non-readers (72% strongly agree or agree that their reading habits have changed):

- **80% of surveyed recipients that read less than once a month or never read strongly agree or agree that they have read more since World Book Night**
- 47% of those that read less than once a month or never read strongly agree or agree that they bought more books since World Book Night
- 32% of those that read less than once a month or never read strongly agree or agree that they have borrowed books from the library more since World Book Night

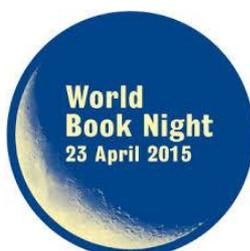
2.2. Capturing the imagination of diverse audiences

Some of the key insights arising from conversation about the books reveal the various reasons for the appeal of the titles offered:

i. Shorter titles have broad appeal

Specific books (notably *Agatha Raisin and the Quiche of Death*, as well as the Quick Reads titles *Dead Man Talking*, *Street Cat Bob* and *Chickenfeed*) were noted for motivating infrequent, slow or less confident readers for whom a longer book is off-putting. These texts allowed recipients to engage in conversation about their received book and to recommend them with confidence to someone like them. These books were equally popular with more frequent readers. One woman

¹¹ Female institutional volunteer, Scotland, reflecting on distribution through her local library (*When God Was a Rabbit*)



reflected on the enjoyment she has gained from *Essential Poems from the Staying Alive Trilogy* due to the accessibility of the poems:

“I have mental health issues and find it hard to concentrate so being given a book was to me a very personal thing, especially one of poetry. I am finding it a challenge but manageable, I am very grateful for the book.”¹²

ii. Use of the vernacular supports the perceived accessibility of books

A number of respondents spontaneously commented on the positive impact that the use of language, grammar and / or the first person had on their enjoyment of a book. *Street Cat Bob* and *The Moaning of Life* both employ accessible language and a conversational style that some readers found reassuring and straightforward.

“I tend to read magazine articles as they’re easy. I could pick out grammar mistakes, which was helpful. It wasn't perfect - it was contemporary. It was small and more accessible.”¹³

iii. Both infrequent and frequent readers are willing to test new genres

Existing readers are largely comfortable with being encouraged to try new genres and often grateful for being introduced to something new. Many recipients that had not previously read science fiction reflected positively on *The Martian*, whilst *Essential Poems from the Staying Alive Trilogy* successfully introduced others to the pleasures of poetry, permitting recipients to dip in and out, to explore topics to which they could relate and to read these aloud to friends.

iv. Insight into personal experiences appeals to many

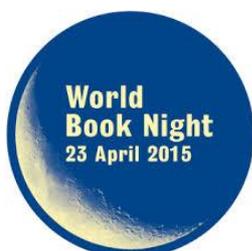
Some infrequent readers reflected on being able to relate to the emotions of the characters in the book they received. Compelling storylines with realistic (or actual) scenarios and characters such as those in *Honour* and *Escape from Camp 14* provided food for thought whilst first-person narratives such as that in *The Martian* supports intimacy and accessibility. Many respondents reported a real desire to learn the outcome of *The Unlikely Pilgrimage of Harold Fry* and the motivation behind Queenie’s letter. One female respondent recalled genuinely wanting to find out the ending of *My Sister Lives on the Mantelpiece*, something she had never experienced before with reading:

“I don't read as much as I should do but *My Sister Lives on the Mantelpiece* I read from start to finish which I've never done before with a book!”¹⁴

¹² Female recipient, 45-64 (*Essential Poems*)

¹³ Female recipient, 45-64, South West (*Street Cat Bob*)

¹⁴ Female recipient, 25-45, North West (*My Sister Lives on the Mantelpiece*)



3. The wider behavioural and social impact of World Book Night

Telephone interviews reveal the breadth of distribution routes for the books and the consideration given to this by the volunteers giving away books. Respondents talked about receiving their books in the pub, at college, at their child's school, at an unemployment centre, from new and old friends and from social groups with quite different interests than literature.

3.1. Greater inclination to read



Students at a sixth form college in Kent selecting their World Book Night book

World Book Night motivates the public to consider new titles and new authors, to rediscover a reading habit, to find new ways to engage with books or to discover the enjoyment of shared interests.

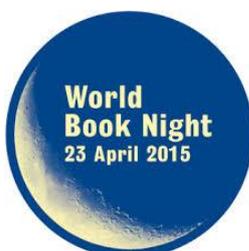
“This is the second World Book Night book I have received and was thrilled to be chosen (by a nurse at my transplant clinic). Due to chronic illness I experience times of extreme lows, during such times I do not want to interact with the outside world. Reading has brought about such a positive change in my life during such times. It really has kept me grounded. I now look forward to picking up my book daily and swap my read books with like minded friends”¹⁵

World Book Night prompts recipients to do more than simply read the book received: in many cases they re-evaluate their relationship with books. In this way its impact on individual reading behaviours is far larger than the sum of its parts. A mature student explained how receipt of her book reintroduced her to the enjoyment of reading for pleasure, recently subsumed by the requirements of her course:

“Such a wonderful surprise to be approached on a gorgeous sunny evening in the park and handed a brand new book! I couldn't help but start reading it straight away. I work full time and study part time so all of my reading hours normally go towards my course, it was wonderful to be reminded of the delights of a fictional book again and has made me make a point of making more time for them in the future. Thank you World Book Night!”¹⁶

¹⁵ Female recipient, 45-64, London (*Chickenfeed*)

¹⁶ Female recipient, 25-44, South East (*Queen's Gambit*)



3.2. Wider engagement with books

Respondents reflected on the opportunity that World Book Night offers to interact in new ways with communities, to find out more about their peers and to consider new ways of engaging with books. Many such interactions were immediate, as summed up by one female respondent when recalling receipt of a book along with friends in a pub:

“It was just our group of friends. It was poetry - we picked poems out and read them to each other. The poetry book made it something to focus on - made it fun.”¹⁷

Conversation about books is both immediate and longer-term, as recipients discuss enjoying their title or reflecting on increased reading with their friends and family. Many previously infrequent readers are entertained by a new view of themselves as a reader:

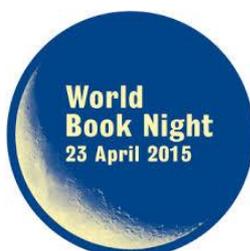
“I was surprised to be given a free book and grateful. It made me feel quite intelligent, that someone thought of me as a 'reader'.”¹⁸

This wider engagement with books manifested itself in the following ways:

Changed attitudes	Proactively sourcing books	Sharing experiences
Thought about self as a reader	Picked up another book	Joined a book club / an online book group
Bought new glasses	Looked out for the author	Talked about books with friends and family
Read at different times of the day	Used the charity shop	Joined an author’s Facebook page
Reappraised the value of reading	Browsed the book-swap shelf at work	

¹⁷Female recipient, 45-64, North West (*Essential Poems*)

¹⁸Female recipient, 25-44, Midlands (*Spring Tide*)



3.3. Social and emotional benefits

Delight at receipt of the book still resonates with many recipients, as do memories of the event at which it was shared.

“I’m a new arrival in a city. Sharing books amongst the mums created a foundation of shared interests.”¹⁹



Hand in Hand Care, North West

For some the topic of the book received, or the way it expresses human experience presents tangible personal value. One man talked about how the subject matter of the book he received, *Street Cat Bob*, actually helped him engage with specific family problems:

“They help homeless kids. They’re a big part of the community. I’ve got problems with my son at the moment - there were things in the book that helped us.”²⁰

Many recipients recognise the explicit and implicit personal benefits of interaction with their volunteer, as well as of the book received. One prison librarian spoke of the impact of involving inmates in discussion of the text distributed at his site:

“Our group is really grateful to WBN: prisoners often (unsurprisingly) feel left out and WBN is about including them in the conversation. This is important to them, and they want the organisers to know that this year they particularly enjoyed the book they chose (*After the Fall*). It led to a thoughtful discussion about drugs and family members, starting new lives, and parenting.”²¹

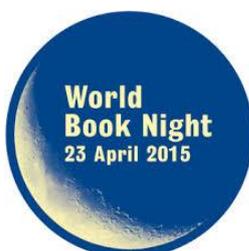
4. Anticipated longer-term engagement

The first-stage of this evaluation sought to explore the immediate impact of books distributed and the interactions between volunteers and recipients. Survey responses demonstrate considerable

¹⁹ Female recipient, 45-64, South West (*Prime Suspect*)

²⁰ Male recipient, 45-64, Northern Ireland (*Street Cat Bob*)

²¹ Female institutional volunteer (*After the Fall*)



immediate engagement with reading amongst World Book Night's core audience of infrequent and non-readers and a wider engagement with books generally.

However potential longer-term engagement around books and reading amongst infrequent and non-readers was also apparent:

- **85% of respondents that read less than once a month or that never read strongly agree or agree that they have talked to others about books more since taking part in World Book Night**
- 10% of those that read less than once a month or that never read have joined a reading group since taking part in World Book Night. These figures are significant in that they represent a level of interest, confidence and inclination to share opinion amongst an audience not previously interacting with books on any level.

One member of a book group talked about the delight of sharing the same book with fellow members before sending it off on its journey:

*"World Book Night was fantastic, we all received the same book and said we would come together again when we had read it. It was just the impetus I needed to get reading again, as I have put 'reading for pleasure' on the back burner for far too long. It will be great to share my thoughts of the book with friends and then pass it on. I particularly liked the idea of the book's journey."*²²

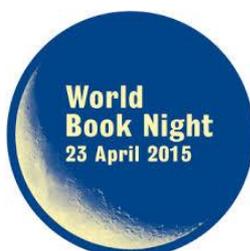
When interviewed many respondents reflected on World Book Night having prompted a personal re-engagement with books and reading for pleasure, and the discovery of new, relevant texts:

- Increased self-confidence in their reading ability
- Renewed identification of themselves as a reader
- Greater awareness of the breadth of reading material available

Anecdotally, respondents referenced first-time visits to their local library, to having researched suitable books online and to associating books with relaxation for the first time.

Further research will build on these emerging findings to explore the longevity of these impacts. We will be holding focus groups with book recipients in Autumn 2015 and publishing a final evaluation report before the end of 2015.

²² Female recipient, 45-64 (*Custard Tarts and Broken Hearts*)



Part Two: The pivotal role of volunteers

The 10,000 volunteers who give out books to people targeted by World Book Night are the embodiment of the ethos of the event; their enjoyment and motivation are directly linked to effective targeting and messaging. This year's volunteers were more responsive than ever before when asked to share their perspectives on the event; through them, we are able to gain the fullest appreciation of the personal and localized nature of distribution.

There are two ways to volunteer to give out World Book Night editions. Individual volunteers apply to receive a set of 18 copies of a book chosen from the World Book Night list to people in their community who don't regularly read. Institutional volunteers can apply to receive more than one set of books so that, for example, an entire class in school or college or a large group of prisoners can all be given books. In 2015 2,700 institutions from prisons, libraries, colleges, schools and homeless shelters each gave multiple sets of titles to hard-to-reach recipients. 118,600 books, over 47% of our total number were given out through these targeted routes this year.

1. Strong sense of fulfilment

Satisfaction levels are very high amongst volunteers with 97% scoring their experience of being a World Book Night volunteer as 'Excellent' or 'Good'.

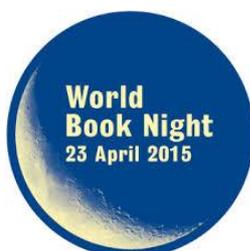
1.1. Success targeting infrequent or lapsed readers

90% of volunteers report giving most, all or some of their books to people that don't regularly read for pleasure. A number of survey respondents also noted that the briefing sheets produced by the Reading Agency to support volunteers emphasised the need to target infrequent readers and supported them in this regard.

The majority of volunteers take very seriously the opportunity to influence infrequent, lapsed or resistant readers and report the considerable efforts they went to to reach this audience.

1.2. Considerable personal benefits

Volunteer survey respondents were asked to rate their overall experience of being a World Book Night volunteer. 96% of both first-time and repeat volunteers rate their experience as Excellent or Good, **though satisfaction is highest for repeat individual volunteers amongst whom 98% rate their experience as Excellent or Good.**



Satisfaction is linked to a volunteer's experiences in approaching their audience, his or her confidence in outcomes achieved and experiences in ordering and collecting books. Satisfaction increases amongst individual volunteers after their first year of participation, probably due to increased personal confidence. One repeat volunteer reflected on she has developed her personal style through experience and increased confidence:

"I also did my own summary of why I was involved in the project and I always try to add some good, and often funny, quotes about the pleasure of reading."²³

Volunteers are variously driven to participate in World Book Night by a number of motives: the perceived value of a book as a gift to those in their community, the perceived emotional or social benefits of reading, a desire to help people find shared interests or to improve the welfare of colleagues. One volunteer reflected on her experiences influencing colleagues in her workplace:

"It's an amazing thing to do and people's reactions are great - they are so taken aback by being given a gift. One man actually said to me that he doesn't read books but that he would read this one for me. I saw him a few weeks later and he said 'that book's great, I really enjoyed it'. I just grinned!"²⁴

I. The joy of giving

There is implicit enjoyment in giving a gift 'without strings' and witnessing the pleasure on recipients' faces. This appears particularly evident amongst those people giving to members of their community and to those with whom they have little prior connection.

II. First-hand experience of the transformative process

Witnessing first-hand a change in attitude or interest reinforces volunteers' motivations for participation and helps evidence their direct impact.

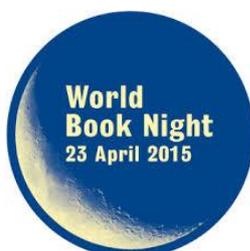
"A lot of them have an attention deficit and prefer to while away the days on their mobile phones. They all sat in the classroom and listened intently to me introducing myself and giving a quick outline of the story. When I asked if anyone would like a book, they ALL said yes please! That was a thrilling moment!"²⁵

III. Deeper relationship with books and reading

²³ Female individual volunteer (*Agatha Raisin and the Quiche of Death*)

²⁴ Female individual volunteer (*Escape from Camp 14*)

²⁵ Female individual volunteer (*Custard Tarts and Broken Hearts*)



Volunteers reflected on the impact of participation on their understanding of wider audiences within their community, their interest in supporting these audiences and the role that reading can play in transforming lives.

The positive experience of participation and the opportunity to engage others in reading for pleasure all contribute to greater personal engagement with books amongst volunteers:

- 86% of all volunteers strongly agree or agree that they have **talked more about books** since taking part in World Book Night
- 58% of volunteers strongly agree or agree that they have **read more** since taking part in World Book Night

Four sets of data imply positive impact on book buying and book borrowing behaviours:

- 54% of volunteers strongly agree or agree that they have **bought more books for themselves** since taking part
- 35% of volunteers have **used the library more** since taking part
- 43% of volunteers have **bought more books for others** since taking part
- 83% of individual volunteers said they planned to return to the library or bookshop from which they collected their books to buy or borrow books in the future

1.3. Effective logistics contribute to high satisfaction levels

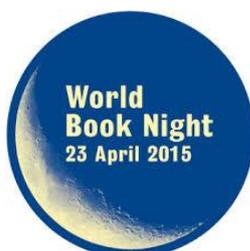
Most volunteers, whether individual or within institutions invest considerable effort distributing their books to their intended audience. They approach distribution differently, some more explicitly involved in personal giving than others, but all having made some effort to ensure they reach and influence their target market. One repeat volunteer, gifting *Spring Tide* in 2015, articulated the importance he placed on the books reaching audiences that read very little:

“Experience from previous years has taught me how to access infrequent readers who appreciate the gift!”²⁶

1.4. Positive perceptions of the World Book Night book list

The World Book Night books are perceived to be inspirational, motivating to infrequent readers and of personal interest to volunteers, by virtue of having been selected by the World Book Night editorial team.

²⁶ Male individual volunteer (*Escape from Camp 14*)



- **90% of volunteers strongly agree or agree that the books on the list would help people to enjoy reading**
- **88% of volunteers think the books on the list would help encourage people to read more often**

2. Opportunities for improved volunteer satisfaction

Some first-time volunteers reflected on the difficulties for them of striking up a 'natural' conversation and of remembering key points about World Book Night when under pressure:

"It's a challenge to speak to strangers/non-readers and encouraging them to read a book (any book, not just the one given out)."²⁷

Prompts available on the website were considered to be very useful or useful amongst 70% of the volunteers that used them. However use of these prompts was low: just 13% of volunteers knew about them and used them.

Further support may be helpful for first-time volunteers who request 'bite-size' prompts, suggestions for use of humour or personal anecdote and advice about how to sound authentic.

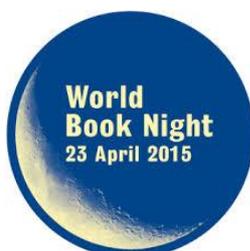
Conclusion

Overall, the celebratory nature of World Book Night and the delight at the unexpected receipt of a book captures the imagination of book recipients, volunteers and other stakeholders alike: all those involved in the event reflect on the intrinsic pleasure of receiving (or giving) a book as a gift. By taking a book, often from a complete stranger, recipients demonstrate to themselves that they are open to new ideas and actions, and in this way, the unforceful nature of World Book Night interactions act as a catalyst for change.

The value of the interaction between volunteer and recipient is further demonstrated by the extent to which recipients are motivated to pass on their book when they have finished it. Over 70% of those interviewed have passed their book to a friend or colleague or plan to do so.

This research provides strong positive indications of the impact of World Book Night, which will be explored in more depth in the full evaluation report to be published towards the end of 2015.

²⁷ Male individual volunteer (*Water for Elephants*)



“Reading can be a very solitary thing but receiving a book from a friend & being able to see its journey to you through names recorded in the front made me enjoy the book more & reflect on how the previous readers had enjoyed it. Did they find the same bits as me funny or scary....did they feel sad.....were they delighted with the ending too?”²⁸

²⁸ Female recipient, 45-64 (*Water for Elephants*)

