



**MACQUARIE**  
University  
SYDNEY · AUSTRALIA



## **2016 National Study of Australians, Books and Reading (ages 14+)**

In 2016 researchers from Macquarie University and the Australia Council for the Arts are conducting a **national survey** to find out about **Australians' reading habits and attitudes towards books**.

The purpose is to investigate ways that Australians engage with many types of fiction/non-fiction books, and the formats readers (and listeners) enjoy.

To fine-tune the research, we are running **two focus groups** at Parramatta Library on **Thursday 18 August at 10.30am and 6pm**. We would like to invite you to join one of these focus groups which will consist of 8-12 participants.

Participants in the focus groups will be discussing:

- What sorts of books they read for pleasure
- How they find out about books to read
- Where they obtain books and why
- Which formats they prefer (e.g. print, ebooks, mobile phones)
- Their use of social media, YouTube and the Internet in relation to books
- Their attitudes towards Australian books and literary books
- Their views about the contribution of books to our culture

### **About the focus groups**

- The discussion will take approximately one hour.
- We will ask your permission to take notes and record the group discussion but no participants will be identified in the research findings.
- All focus group participants will receive a \$30 Westfield gift card as a token of our appreciation and refreshments will also be provided.
- The research findings will be published in early 2017 and participants will receive a copy of the final report.

### **Registration**

If you would like to participate, please contact us by **Monday 15 August 2016** leaving your name, telephone number, and email address. We will send further information and confirm your place in one of the focus groups.

For more information or to register for the focus groups please contact:

[researchenquiries@australiacouncil.gov.au](mailto:researchenquiries@australiacouncil.gov.au) or 02 9215 9029

The study is conducted by Prof. David Throsby, Dr Jan Zwar, Mr Callum Morgan, Ms Laura Billington, Department of Economics, Macquarie University and Ms Lisa Walsh and Mr Chris Pope, the Australia Council for the Arts. The research is funded by the Australian Research Council, Macquarie University and the Australia Council for the Arts. You can find out more about the research project at: <http://goto.mq.edu.au/book-industry>