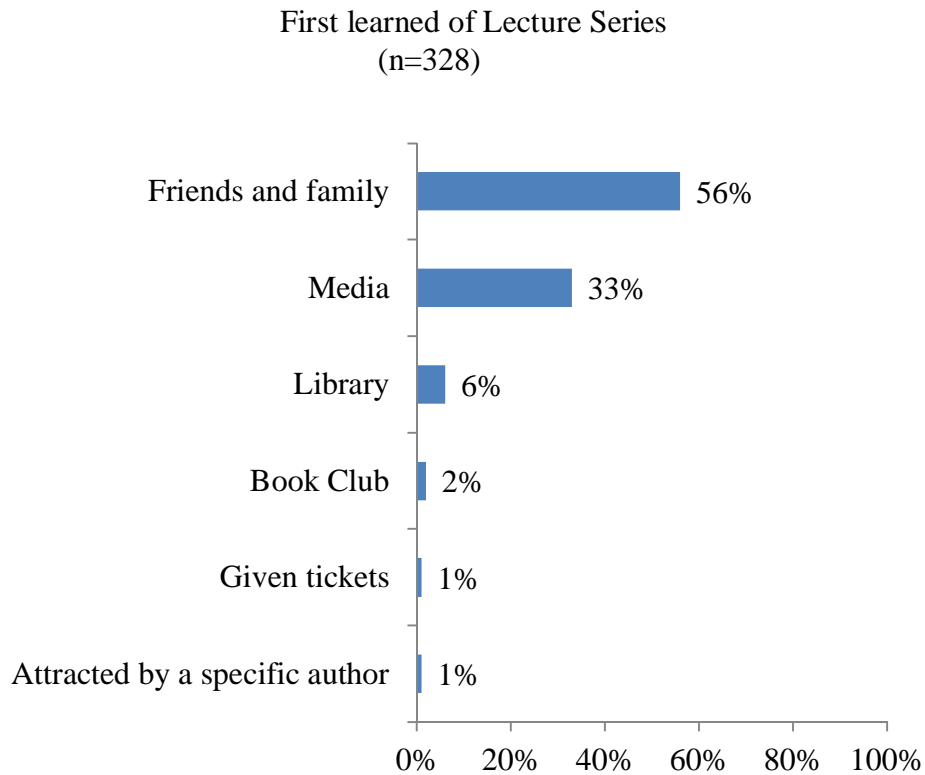


The questionnaire for the Gifford Lecture series was administered May 10, 2011 at the David Baldacci lecture. There were 1,336 people in attendance and the response rate was 29 percent.

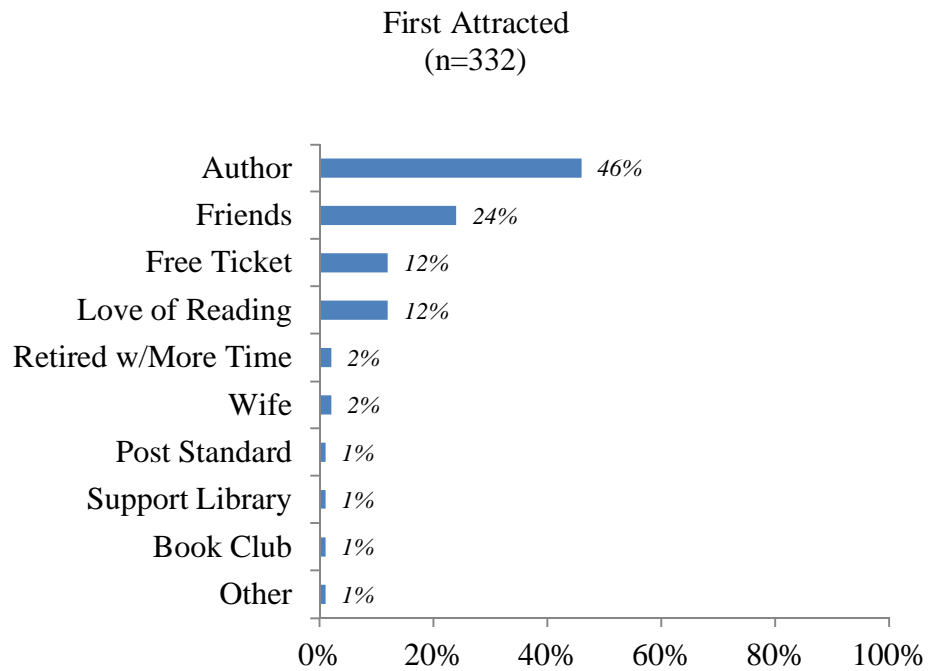
1. Over 50% of attendees first learned about the lecture series through a friend or family member.



Comment

53 people did not respond. One person said they first started coming because of a student ticket through CNS.

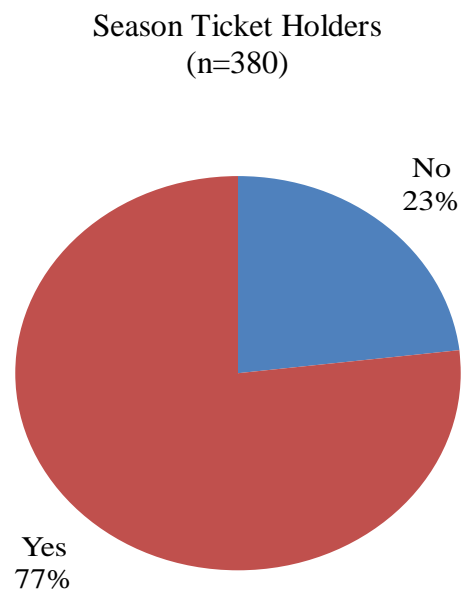
2. Authors are the primary reason that people came the first time.



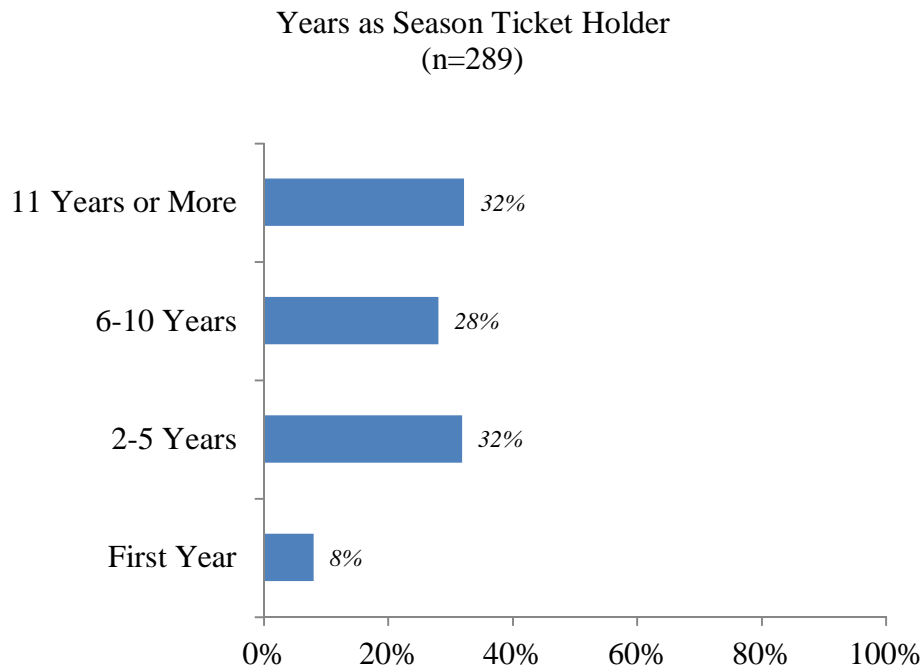
Comments

Other: Wanted to meet author; Recommendation, Sounded interesting, Won a season pass.

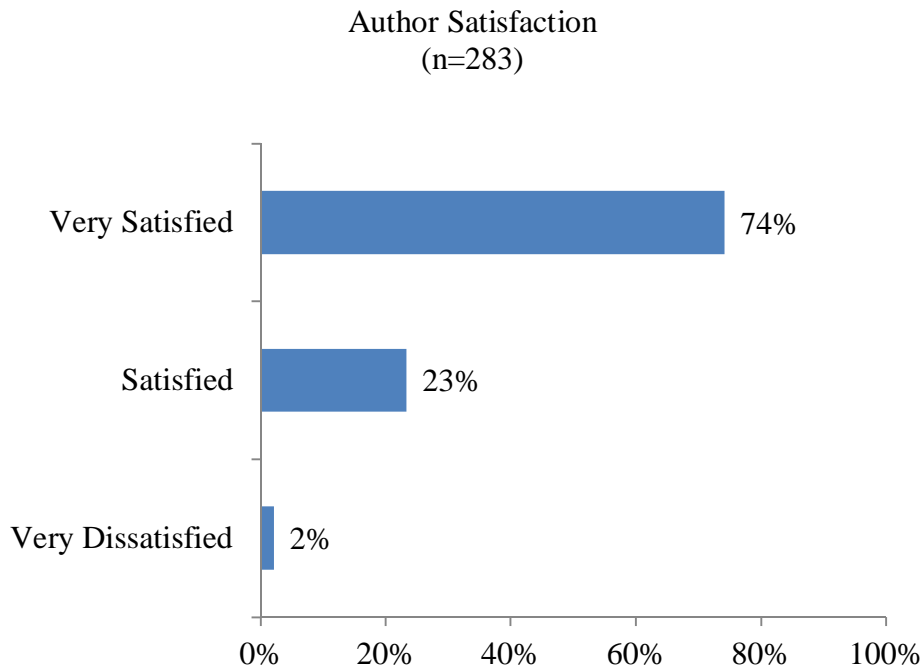
3. Over three-quarters of respondents are season ticket holders.



4. Close to one-third of respondents have been season ticket holders for 11 or more years.



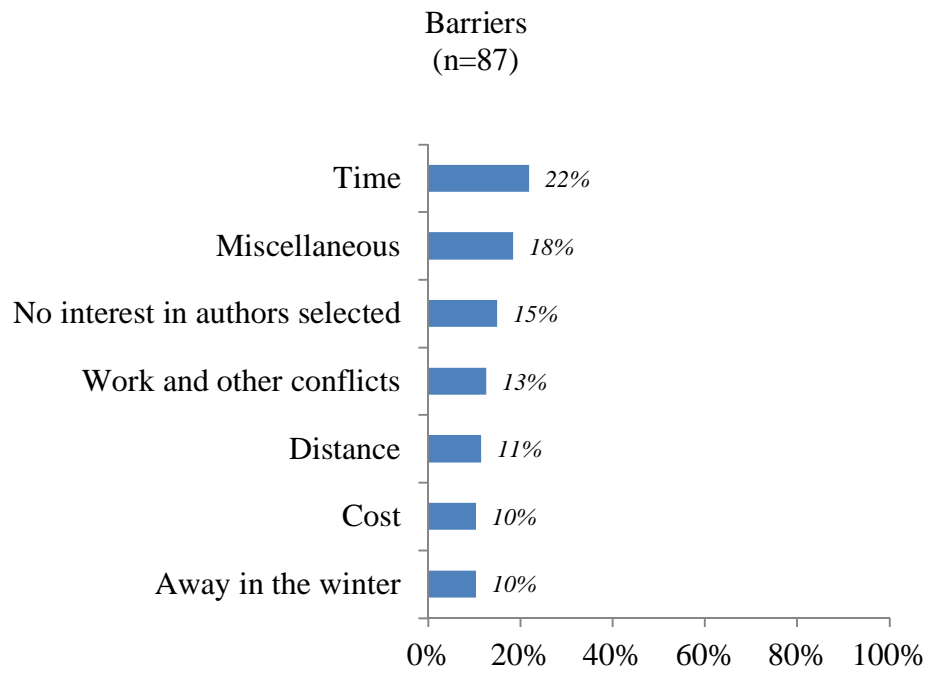
5. 97% of respondents are satisfied or very satisfied with the authors selected.



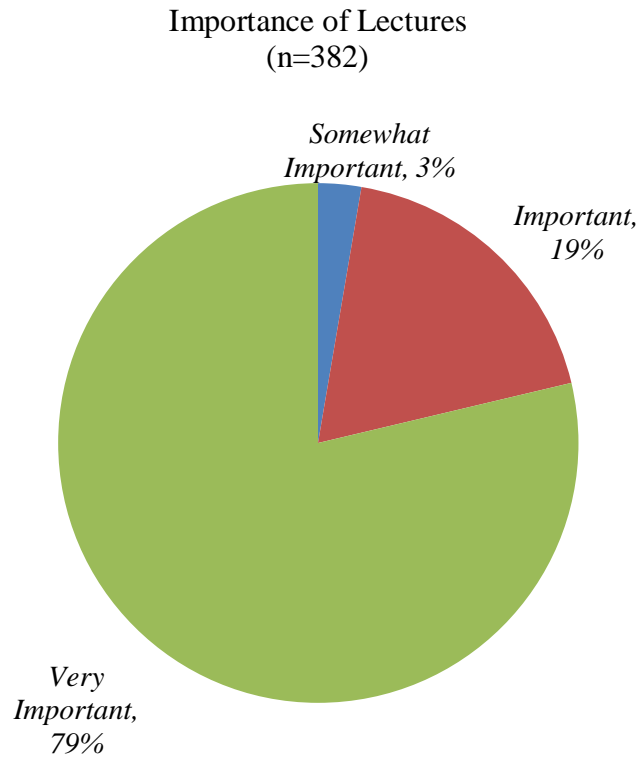
Comment

One person responded that they were neither satisfied or dissatisfied, but because of the low number, the percentage was zero, so is not reflected in the graph. There were 102 people who did not respond to this question.

6. Lack of time is the reason close to one out of four people responding say they are not season subscribers.



7. 79% of respondents say the lecture series is very important to them.



8. Comments

I love the diversity; always take away something	Love variety of speakers
Make sure the Stars Interview is not the same as the lecture	Excellent! Quality of speakers-organization-community emphasis
Love, love, love the series! Thank you making it so exciting.	I love it!
...continue to offer the variety	The best intro speeches are the shortest!
I read about 50 books/year.	Good mixture of poetry, fiction, nonfiction, many memorable speakers Tony Kushner, Elizabeth Strout, Tim O'Brien & Russel banks, Louise Erdrich-Wonderful!
It is inspiring, educational, and promotes reading/literacy!	Great series!
I love it!	Hats off to the board-You are a credit to our community
Love it! Love it!	I have enjoyed the 4 lectures I have attended I regret inability to attend more frequently
Perhaps its not appropriate but I think some of our local authors are great~i.e. Sean Krist is a wonderful journalist~ I would love to hear him speak.	I'm amazed at the number of times I find myself quoting the authors to my friends
It inspires me to read good literature in spire of a busy schedule.	If not, be sure the honors English Teachers get car pools organized at a student rate.
A wonderful variety of authors. Please look to some Irish authors eg. Colin Toibin, Roddy Doyle	Very different authors, great to know behind the scenes of the books
Great authors!	Excellent-keep up the good work
Might be better to move the day of the week around. I can't make lectures to close to holidays like Christmas. That's disappointing! *Not always Tuesday for example. Also I prefer authors who share the process of their craft, no promoting their pet project.	Bring back the student as the....(can't understand writing) Consider bringing some very...(?)..authors may would appeal to a wide audience (much of comments could not understand) Too much money-(?) this series affordable. You should have reception for the authors that subscribers can come to.
It's awesome, amazing, fascinating I also love the introductions of each of the authors by a member of the community. I thought we'd see the video again that covered past seasons.	Love it! Look forward to it. It's gotten better each year.
Please respect time frames-start on-time etc.	Would enjoy pre-2000 speaker repeats!!

Please try to avoid school vacations & dates close to Thanksgiving & Christmas. Continue w. good variety. I'm glad to see the inclusion of a young adult author Sherman Alexie.	1. There have been times when it's been uncomfortable during the q/a time. It needs to be a bit more controlled in order to end. 2. The person doing the introduction needs to be limited in time. We're here to hear the speaker.
Given though I have not read works of most of the authors, I have found the talks very enjoyable.	T.C. Boyle and Barbara Kingsolver, Jon Stewart would be good choices
Guest speakers-I'd love to have another YA author	I want Anderson Cooper to speak or Jon Stewart
too many middle brow novelists next year	As a... I would attend Book reviews at the main Library with there were more at no cost.
Wish some of the best authors are so.....(can't read last word)	Great series
The last two years have been much more organized in terms of ordering and receiving tickets. Thank you. Thank you for all the work that goes into organizing & presenting this series.	Love it! Love the variety of presentations. This year I purchased a season subscription up front, and can now hear most of what the speakers are saying-very pleased.
Love it!	Please get a microphone up to Mezzanine for questions
Its Marvelous	Now that I know about it I've heard great things I'd love to attend in the future while I still am attending Syracuse University
It is my favorite night out of the month	My book club has enjoyed the series immensely
I have enjoyed the variety of authors & many different approaches to writing	I enjoy speakers I have not read & the variety of the genre
Got Colin Thurbron and Carl Hayacin spelling?	it has been amazing. The best thing I do
Excellent!!	This is very important-please keep it going
I have enjoyed the series and hope we don't lose it as we did the symphony.	I love it!
Please continue your interesting/varied roster	We buy tickets when we can attend
I am always surprised at how interesting each speaker is, despite their often disparate backgrounds.	Please don't schedule author immediately before Christmas-Like E. Stroud or in the winter months, I prefer not to go out in the cold.

I do hope that this does provide a profit for Fol. It's very good for a laugh and to brighten your day. Each and every author has been a delight to listen to and not a dull lecture.	Like everything else some authors have been astounding speakers and others are good...(can't read word) but not necessarily good speakers.
Love them, excellent price, excellent authors-Thank you committee!	Proud of Syracuse!
Corc Blak(?) as a speaker	I have attended for 14 years & I love it you get to hear so many wonderful authors. Please bring Patricia Cornwell, Tim Green.
It's much more popular than I thought	Have loved your choices every year, inspirational
Always wonderful	I think it is a wonderful series & we are so fortunate to have this in our community.
A wonderful cultural activity; it is a good balance with sports, music, civic events, ets. taking place in the city & CNY.	I'm constantly awed by the quality of authors Syracuse can attract, bad weather & all
Sound system important-also repeat questions asked of the author.	So far, each lecturer has been interesting in his/her own way.(3 years)
Length of lectures is perfect, variety ideal	Some speakers are disappointing
I was not very impressed with the 2011-12 season picks. Too many are popular(NY Times Bestseller) rather than literary writers.	December is often a travel problem
I have loved the ones I have attended	? re: some lectures are so short? We used to get out at 9.
Impressive! Coming from a major metropolitan city, I was ecstatic about finding such a rich cultural experience. Nice job!	Love the variety-loved Merwin :)...thank you
Keep up the Good work! I am wondering if you offer free tickets for students.	I would love to see Carol Goodman or Iris Johansen. Programs aimed at children & familes would be a great addition. Give people electronic portable mics for Q&A.
I would like to reccomend Jefferson Bass as a future lecturer. (He is actually 2 men, Jon Jefferson & Dr. Bill Bass) They present a wonderful program	It's wonderful-each author gives us something unexpected!
Love it	I'm glad you don;t just have the authors do a reading.
Wonderful	Don't allow authors to read!!!

One of the best-most stimulating evenings every year	I love the diversity and the Venues
Keep up the good work	My wife has been a subscriber
I think series is expensive-as costly as symphony w/65 musicians. FOCL-one speaker	Would love to see my favorite author, Allison Lurie, as a speaker.
Authors should speak for one hour w/questions for 30 min.	I love it- it is short and sweet
Balanced, varied, personal & topical	Wish tickets were less expensive
A wonderful gift for the city	If he does speaking engagements, please invite Bill Bryson!
A good variety of speakers each season	Very good speakers
A god variety of speakers each season	I plan to get season tickets this year
I totally enjoy the mix-learn about authors who are well known which I don't necessarily know.	Move off of 3rd Tuesdays
Elizabeth Strout, Alice Hoffman-fabulous! All the authors I have heard I loved. The only exception was Rich Steves-his political statements and anti-Israeli remarks were offensive. I don't hold the committee responsible for this.	Worst lecturerers: Laurie H. Anderson, Chris Casey Godden, Sara Gruen, Alice Hoffman, Louise Erdrich. Best this year so far: Elizabeth Strout Best other years; Pete Hamill, Margaret Atwood, Joyce Carol Oates, Tim O'Brien, Toby Wolff, Calvin Tuilin, Doris K. Goodwin, John Barth.
I wish it started at 7:00 not 7:30	I would like to hear Diana Grabaldon
Please ask people in the audience not to wear scented lotions & perfumes. Those of us with asthma can't breathe!	Great for the community
The introductions prior to the speaker are too long	I would like the questions repeated. Usually cannot hear the question. Or-provide microphones in the audience so question could be amplified.
Love the variety of authors and subjects	Seemed authors, particularly Stevcj and hoffman, were not aware, or ignored time maximum and minimum, respectively,
Have enjoyed every one for the last 2 years that I have come.	A great learning experience and wonderful entertainment
I prefer hearing the speakers prepared talk than the audience question & answer	Seats are uncomfortable
Don't like December dates	Variety of authors has introduced me to a diverse group of writers' work

I....very interesting to put the personality of the author with the book. Sometimes it is very surprising!	I think it's fantastic and a real treasure for Central New York. Please keep it up!
I have read authors I might never have read & read additional titles of some authors.	Your choice of current authors is great
I couldn't be more pleased & the variety & talent of the speakers	This series is an important addition to the intellectual and cultural life of the city.
Variety has been very enjoyable, opening to new Authors	The quality of the authors, both in prominence and presentation is great.
I feel this lecture series is a very valuable asset to our community and helps encourage a lifelong love of reading.	I look forward to attending each time.
The series start at a reasonable hour & therefore I get home at a reasonable hour.	i think it speaks well of Syracuse that we offer this series and it's so popular.
Very excited that David Baldacci was part of the series	don't enjoy the self-promoters (Rick Steves) or the ones that try to entertain rather than teach (Baldacci)
Excellent selections	I love the series; wish there were more opportunities like this locally. I look forward to bringing my kids to the series when they are older.
Keep up the good work	I thoroughly enjoy the series. The authors are varied, the setting is comfortable.
The Audio Visual quality is not very good. The screen has a shadow about half way up. Sometimes, the image is out of focus or not centered and it is played with during the performance. It seems very amateurish. If the speaker has something different in terms of AV needs, it doesn't seem like it is handled very well,	The community of readers is well served by this format. The authors challenge us and stretch our reading genres. The format has changed somewhat over the years and the authors have been creative in their presentations. I look forward to next season.
....that Creekside Books does a Gifford series book club	speakers quality of 2009 series was excellent - this season the quality was uneven.
Would love more pop fiction.	wonderful, interesting and entertaining
Wonderful!	I wish they would turn up the volume, sometimes the speakers don't talk very loud and I have a hard time hearing them.
Wish some of the authors would not read so much	I don't enjoy lecturers who simply read from their work. The Q& A could be managed better--maybe distribute cards to audience or with program, with ushers bringing them to stage.

Great service to the community	Love the question and answer part - a longer question time would be nice as well as microphones for the audience members who are asking the questions. Perhaps even written questions submitted ahead of time.
Enjoy each time I came.	I'd love to see Anne Rivers Siddons and Jeff Shaara.
Attended select events for years before becoming season subscriber. Love the quality and diversity of authors and hope that won't change! Important to offer mix of genres and to continue bringing in Pulitzer Prize winners. *And please don't scheduel great authors just a few days before Christmas when I'm sure to be behind in my shopping....	Since my first visit to the lecture series, I have brought other librarians friends to lectures as well as groups of students from my school. Our school very much appreciates the opportunity for our students to hear the young adult author lectures. The RGLS gives us 10 free student tickets for those lectures and I'm able to build interest in reading, authors and writing through this opportunity.
Always this is very great community. (not certain-of words)	It is exciting to be able to bring such big name authors to a city of Syracuse's size.
Thank you for the variety and quality of the choices	The lectures give the audience a glimpse into the author's technique, and sometimes, into his or her life. With the articles in the newspaper, I am able to keep up with and enjoy and imagine the bits and pieces. It is still a treat!
We are so fortunate to have this available to us	I look forward to the series every year. It is something special I do in my life that is separate from any other event. It is very important for me because I get to take that time away from my busy life and just enjoy the moment for 1.5 hrs.
Consider Kearns-Godarn(?), Banks, Coetze as speakers	The dates for each season go on my calendar the day that they are announced, and I schedule NOTHING that would conflict with them!
All the authors have been very inspiring this season	I'm continually impressed with the speakers you bring to Syracuse. BRAVO!
It's my favorite public event. The speakers are life renewing, insightful(..very few exceptions) and a delight	You're doing a great job. Like the diversity

I am annoyed to the point of not subscribing for next year because too many of the authors do not talk about their craft. Case in point: David Baldacci. He started out talking about his passion for reading and trying to write and that was good. Then he launched into a long story about his adventures with George Bush on his boat. What did that have to do with being a writer? Nothing! Three quarters of the lecture was a big ego trip. And we paid him thousands of dollars for that? Other authors have spent their time reading from their works and not sharing with the audience how they are inspired, how they work, where their ideas come from, etc. That's what I am there to learn. I can read the work myself; I don't need the author to stand up there and do it for me. When Norman Mailer was here he did nothing but read out loud. Here was one of the most famous writers of the last half of the 20th century - someone who had been involved in social and political movements - someone who had met many famous people in his life - and he told us nothing. What a disappointment he was. What a shame. My husband and I are rethinking our commitment to this series.

I would like to see improvement in the facilitation of the Q & A part. I believe having someone other than the author facilitate would insure that all questions are repeated. I also wonder whether anything can be improved in communicating with the authors what the typical format is and what audience to expect without taking away from the creativity of each. I have been annoyed by the audience who gets up as the Q & A part begins, which is extremely disruptive. Maybe a reminder of some sort that Q& A is part of the program and to be courteous to other patrons and the audience. It is mind boggling to me that when the clock strikes 9pm people get up regardless of whether or not the author is done. Overall I have been very pleased with the range of lecturers. I can say that although I didn't care for all there was truly only one that I have very negative memories of. Chris Madden was probably the worst in all the years and even with her I was courteous and stayed until the bitter end. Unlike the many who got up throughout the evening. I would love for you to consider bringing Mona Lake Jones to a future series. It is a joy to hear her recite her poetry. She has been part of the room full of sisters event a couple years, maybe a good opportunity to consider for April 2013. I hope the lecture series will be around for many decades to come. Keep up the great work.

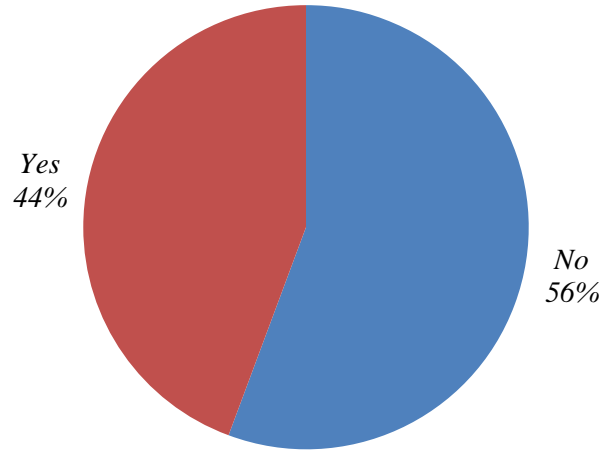
The author selections have been outstanding

It's wonderful

Attending this series is a treat I give myself. Thank you for the wonderful authors you choose.

9. 56% of respondents are members of at least one book club.

Book Club Member
(n=370)

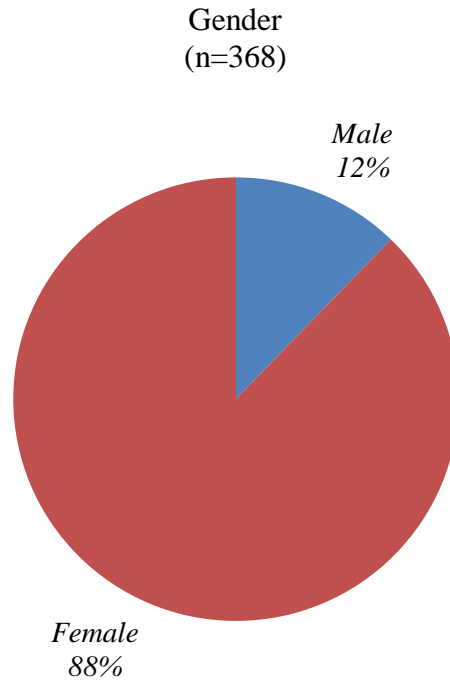


10. List of 63 book clubs.

Academy Hill		Liverpool Bees - active and retired Liverpool Teachers	
After Dinner Books-Liverpool Library		Liverpool Library	
Aurora Book Club & Seymour Library(Auburn)		Male & Female Book Club	2
Avid Readers	3	Manlius Book Club	
Baldwinsville Books for Breakfast		Manlius Mens Magazine Club	
Barnes & Noble(Have a...)		Maxwell Library Between the Lions	
Bluestockings		Milan or Milas Readers	
Book Ends		Miner Field Book Club(Manlius)	2
Book Sistahs		Minetto Magic	
BookEnders	2	Mohawk Valley Book Club	
Bookies, Ed Smith Book Club, Last Wed. Book Club, Tuesday Book Club		Monday Book Club	
Bristol Myers Squibb Book Club		N. Syracuse Book Discussion Group	
Camillus Library		New Berlin Library	
Chestnut Hill Middle School Teachers & Friends	2	Newcomers Club	2
Chick Fic Group		North Syracuse Library	
Creekside Books Skaneateles	4	Oasis	7
Current Fiction (meets@ Fayetteville Library)		Onondaga Rd. Elem(W. Genesee) Teachers(now mostly retirees)	
Dirt(?) Of Worms (unable to read first word)		Paper Books Book Club, Skan.	
Ender Rd School	2	Port Folio	
Fabius-Pompey Teachers	3	Readers With Racquets	3
Fayetteville Manlius Old		Saturday Night Sisters	
Five Is A Perfect Number	2	Science and Nature Book Club Saronak Lake P.L.	2
F-MNeighbors		Sometimes We Even Read the Book Club	3
Friday Night Bookclub	2	TC-3, SUNY Cortland	
Goodbooks		TCZ, Succ Faculty Womens Wives Club(neither club is sponsored by the colleges)	
Irish Book Circle led by Professor Kate Costello Sullman of Lemoyne College		The Best One Ever!	
Judy's Book Club		The DeWittshire Book Club	
Junior League Sustainer Book Club	2	The Group of 5	
Ladies of the Club, Skaneateles		We meet in Lafayette at the Trinity Episcopal church hall-	
L-Bels		Wednesday Night Book Club	
Leisure(?) Hour, Monday Evening Club		Whitestone Drive	
		Wine, Women & Words Onon. Hill Book Club	4

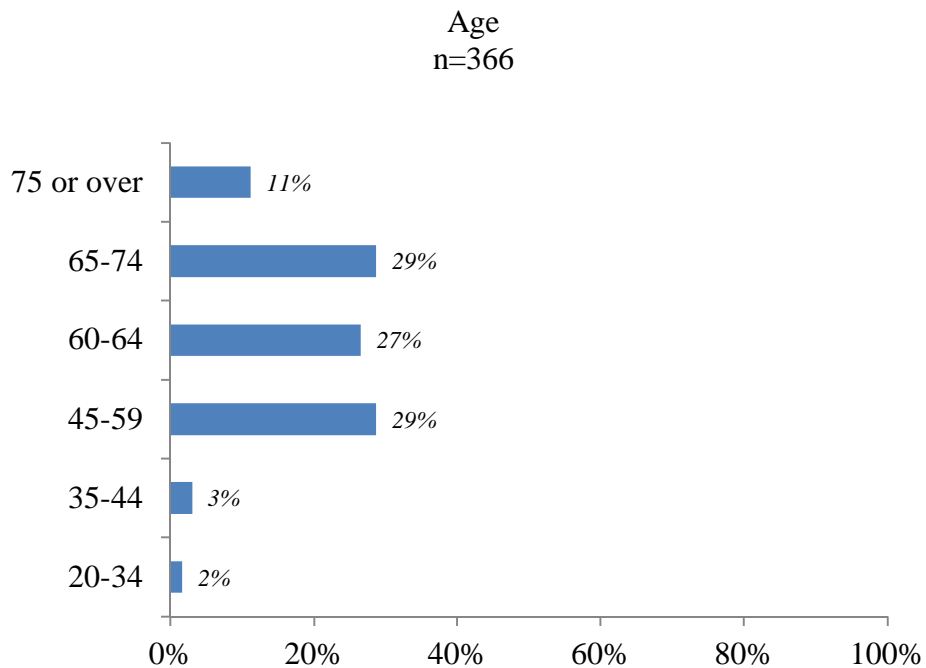
11. and 12. Contact names, email address or phone numbers were provided for the book clubs

13. 88% of respondents are female.



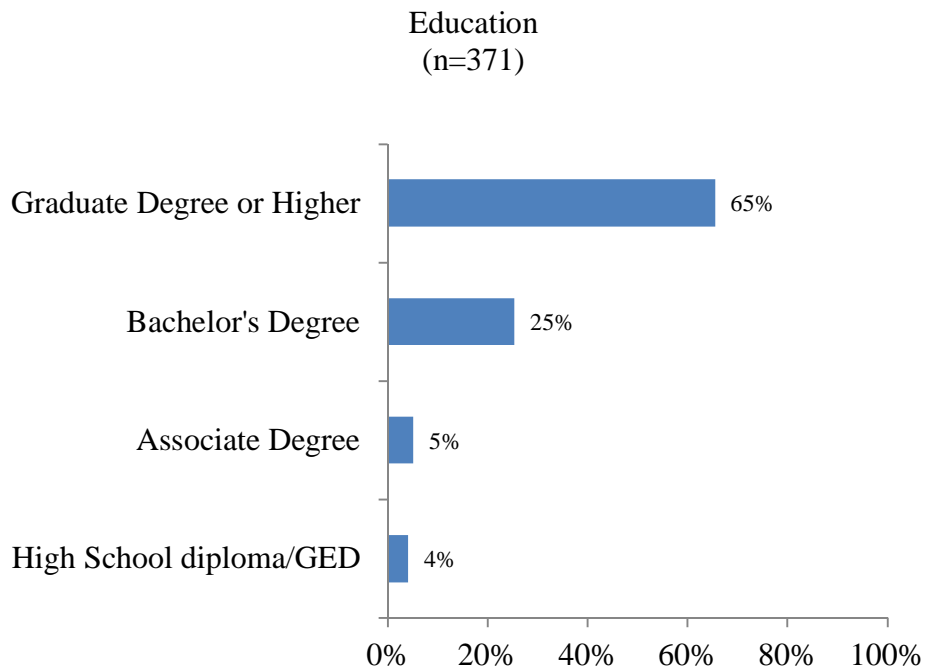
14. Respondents reported 67 different zip codes. The largest number of respondents are from Syracuse's Strathmore and university areas.

15. The age of the audience is predominantly middle-aged to elderly.



16. The race of respondents is almost exclusively white, with only 4 out of 357 selecting other categories.

17. Approximately two-thirds of respondents have a graduate degree or higher.



18. 250 people provided their e-mail address for library advocacy.

19. 65% of respondents did not provide information to enable them to be contacted about having dinner with an author.

