



CYNGOR LLYFRAU CYMRU  
WELSH BOOKS COUNCIL

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Welsh Books Council

**Buying & Reading Welsh-language Books:  
Welsh Speakers Omnibus Survey 2012**

**REPORT OF SURVEY FINDINGS**

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Prepared for: **Welsh Books Council**

Contact: Richard Owen

Prepared by: **Beaufort Research Ltd.**

Agency Contact: Owen Knight



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# 1 Executive Summary

- Since 2003, the Welsh Books Council has periodically examined Welsh-language book reading and purchasing habits via the Beaufort Wales Omnibus Survey. This report details the main findings from the research.
- The frequency of Welsh-language book reading has increased since 2003, to a point where two fifths of *all* Welsh speakers surveyed in 2012 read a Welsh-language book at least once a year. Among those able to read Welsh 'very well', three fifths read a Welsh-language book at least once a year.
- Reading and purchasing habits of those aged 25 to 39 (those most likely to have children at home), were notably different to those in other age categories; they were the cohort reading the most Welsh-language books and most frequently, and were most likely to be reading books for children. Schools / colleges were a key information source for Welsh-language books these respondents, as well as libraries, and the internet (for both information and purchasing).
- Linked to these findings for 25 to 39 year-olds, is the increase in demand for Welsh-medium education, which also appears to be having an impact on reading and purchasing habits. Welsh-language books for children were seen to be the most common type of book purchased and were also the type of book most likely to be read by 25 to 39 year-olds. The role of schools / colleges / universities was also seen to be important. They were key information sources for Welsh-language books (the third most mentioned sources overall), perhaps suggesting that reading in the Welsh-language, for some, is very much linked to education.
- Another key theme emerging from the data is the increasing influence of the internet on reading habits. In 2003 just 1% of Welsh speakers had bought a Welsh-language book online. In less than a decade this figure has increased dramatically to 18% (which equates to 36% of those who ever buy Welsh-language books and who have access to the internet).
- Furthermore, the data suggests that although only 2% of those with internet access have bought a Welsh-language e-book, significant demand for Welsh-language e-books exists. Almost two fifths of those with internet access said they would consider buying a Welsh e-book.
- None the less, bookshops currently remain by far the most prevalent means of sourcing Welsh-language books, followed by libraries. There remain groups in society who are unlikely to be reached online, such as those aged 60+ and to a lesser extent those from lower socioeconomic grades. For older respondents in particular, traditional media (radio, television, regional and local press) remain key information sources and bookshops are the dominant purchasing location.

## 2 Introduction & Methodology

Since 2003, the Welsh Books Council has periodically examined Welsh-language book reading and purchasing habits. This has been undertaken by including questions on the Beaufort Wales Omnibus Survey covering reading and purchasing habits, as well as exploring sources of information about Welsh-language books.

The Beaufort Wales Omnibus Survey is designed to be representative of the Welsh-speaking population (aged 16+) in Wales. Using the most recent Census data available, the survey takes into account the proportions able to speak Welsh in each of the 22 Unitary Authorities in Wales.

Each wave a fresh sample of 500 respondents are interviewed, with quotas set to reflect the demographic profile of Welsh speakers and no more than one person is interviewed in each household.

Since 2011<sup>1</sup> interviews have been conducted over the phone from Beaufort's dedicated CATI (Computer Aided Telephone Interviewing) centre. An introductory question (do you speak Welsh) is asked to determine whether a potential respondent speaks Welsh and is therefore eligible for interview.

A bilingual questionnaire is used and all interviewers working on the survey are bilingual, therefore all respondents are offered the option of a Welsh-language or English-language interview.

In 2012 the Welsh Books Council included questions on both the April and December waves of the study<sup>2</sup>. For the purposes of this report the 2012 data from April and December have been aggregated, to provide a total sample size of 1,008 respondents, which allows for further sub-group analysis.

This report summarises the key findings from the research undertaken in 2012, making comparisons with previous survey data to show trends over time where appropriate<sup>3</sup>.

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<sup>1</sup> Prior to this interviewing was undertaken face-to-face.

<sup>2</sup> Separate volumes are available which contain the full technical report and tabulated data arising from the 2012 Wales Omnibus Surveys.

<sup>3</sup> Although the surveys undertaken in 2012 and prior to this were designed to be representative of the Welsh-speaking population (using a quota sampling approach), due to a change from a face to face interviewing methodology to telephone interviewing for the 2012 survey, care should be taken when interpreting data which makes comparisons over time.

### 3 Main Findings

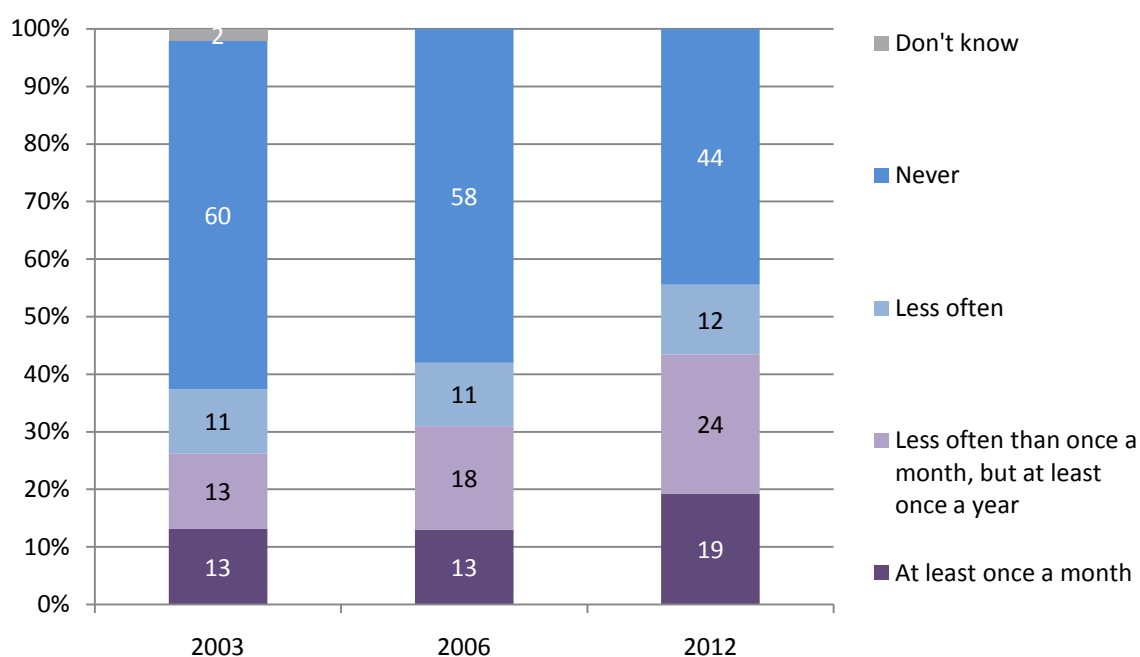
#### 3.1 Reading Welsh-language Books

The first section of the questionnaire examined Welsh-language book reading habits in terms of frequency, volume and type.

##### 3.1.1 Frequency

Figure 1 below show the frequency of Welsh-language book reading, comparing the first survey data gathered in 2003 with the then two most recent measures taken (in 2006 and 2012). As can be seen from the chart, the proportion of Welsh speakers who *ever* read Welsh-language books has increased from 37% in 2003, to 42% in 2006, to more than half (55%) in 2012, with the most notable increase being among those reading a Welsh-language book at least once a month (from 13% in 2003 to 19% in 2012).

**Figure 1:** Frequency of finishing reading a book or paperback in the Welsh-language .



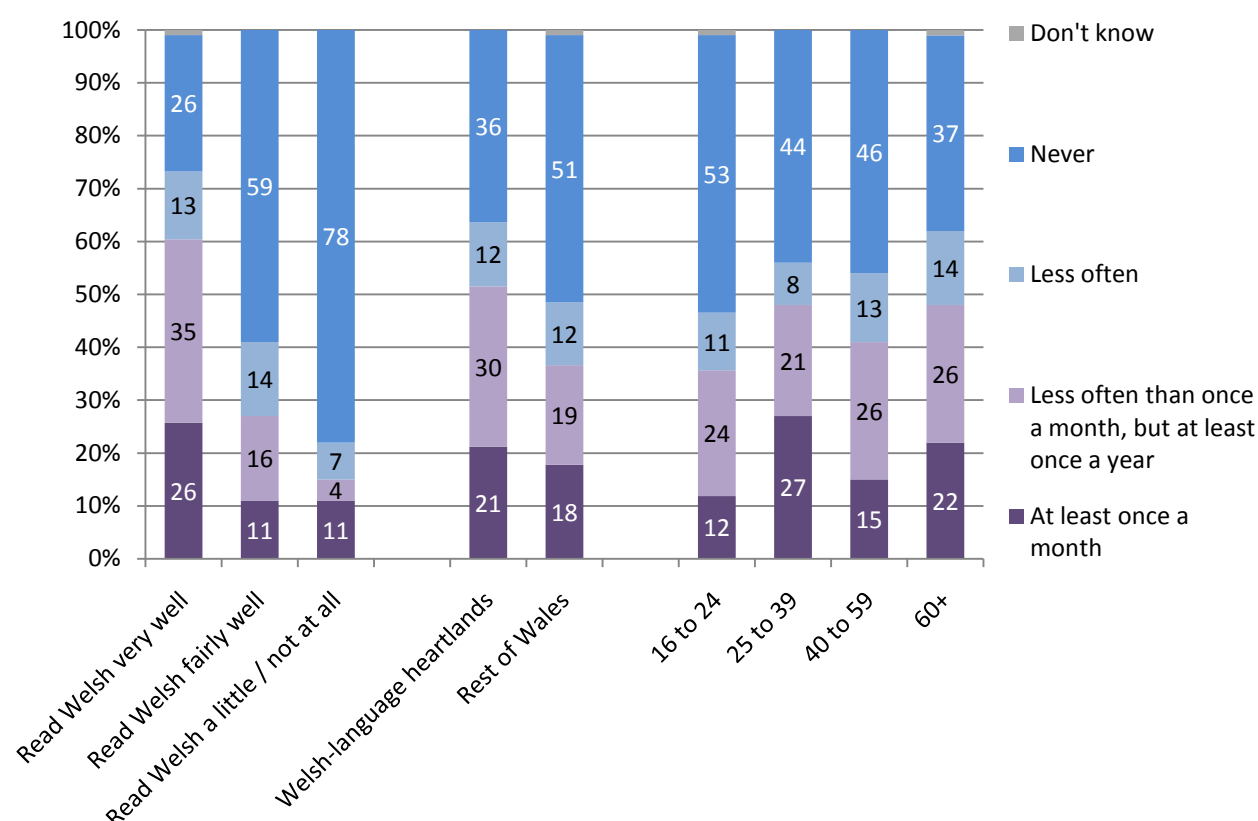
Base: All respondents; 2003 (1,001); 2006 (1,018); 2012 (1,008).

As might be expected, the main differentiating factor in terms of frequency of reading Welsh-language books was respondents' ability to read Welsh. More than half (61%) of those able to read Welsh very well did so at least once a year, compared with just over a quarter (27%) of those able to read Welsh fairly well, and just 15% of those able to read Welsh a little / not at all.

It is also interesting that Welsh speakers based in Welsh-language heartlands (i.e. Anglesey, Gwynedd, Ceredigion and Carmarthenshire) were slightly more likely to be reading Welsh-language books at all than their counterparts in the rest of Wales (see figure 2 below).

Respondent age was found to be another differentiating factor, with youngest respondents (16 to 24) least likely to be reading Welsh-language books at all, only 47% doing so, compared with 62% of those aged 60+. However, adults aged 25 to 39 were the most frequent readers, with over a quarter (27%) reading a Welsh-language book at least once a month (more than any other age category).

**Figure 2:** Frequency of finishing reading a book or paperback in the Welsh-language. 2012 data, by ability to read Welsh, region and age.



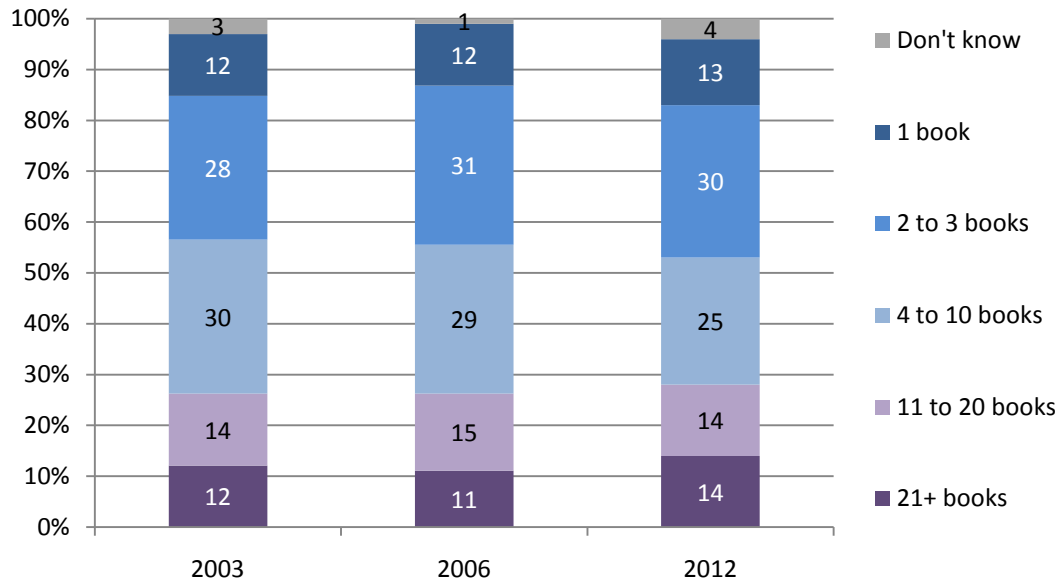
Base: 2012 survey; read Welsh very well (526); read Welsh fairly well (258); read Welsh a little / not at all (188); Welsh-language heartlands / (487); rest of Wales (521); 16 to 24 (124); 25 to 39 (188); 40 to 59 (337); 60+ (363).

### 3.1.2 Number of Books Read

Among those who finish reading a Welsh-language book at least once a year, the vast majority (68%) of respondents read ten or fewer Welsh-language books a year on average. Only a minority of 28% read 11 or more books a year.

As figure 3, below, shows, among those reading Welsh-language books, the number of books being read has been relatively consistent since 2003.

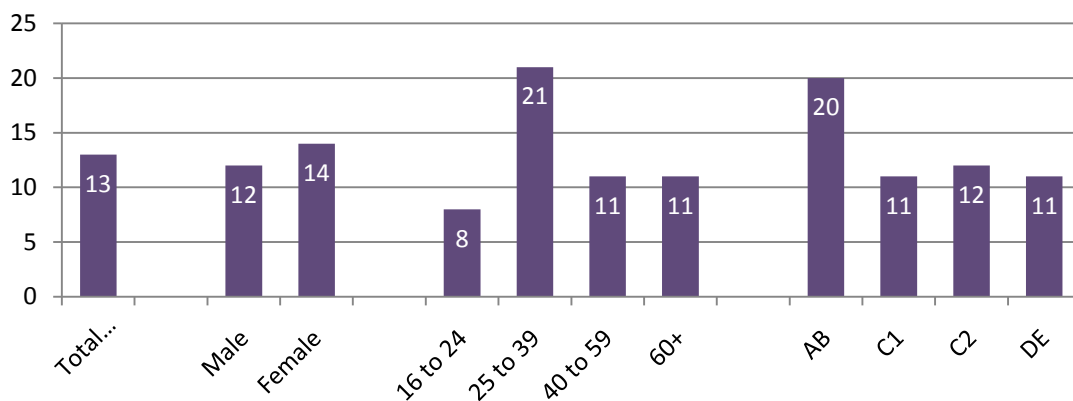
**Figure 3:** Number of Welsh-language books read in a year.



Base: All respondents who finish a Welsh-language book at least once a year 2003 (277); 2006 (312); 2012 (447).

The average number of Welsh-language books read in a year (among those who read at least one book a year) was 13. Women tended to read slightly more books than men (an average of 14 compared with 12 respectively). However, the most notable differences were by age and socio-economic grade. Respondents aged 25 to 39 tended to read significantly more books on average than their counterparts (an average of 21), as was the case for those from higher managerial and professional backgrounds (social grade AB), who read an average of 20 Welsh-language books a year.

**Figure 4:** Average number of Welsh-language books read in a year.

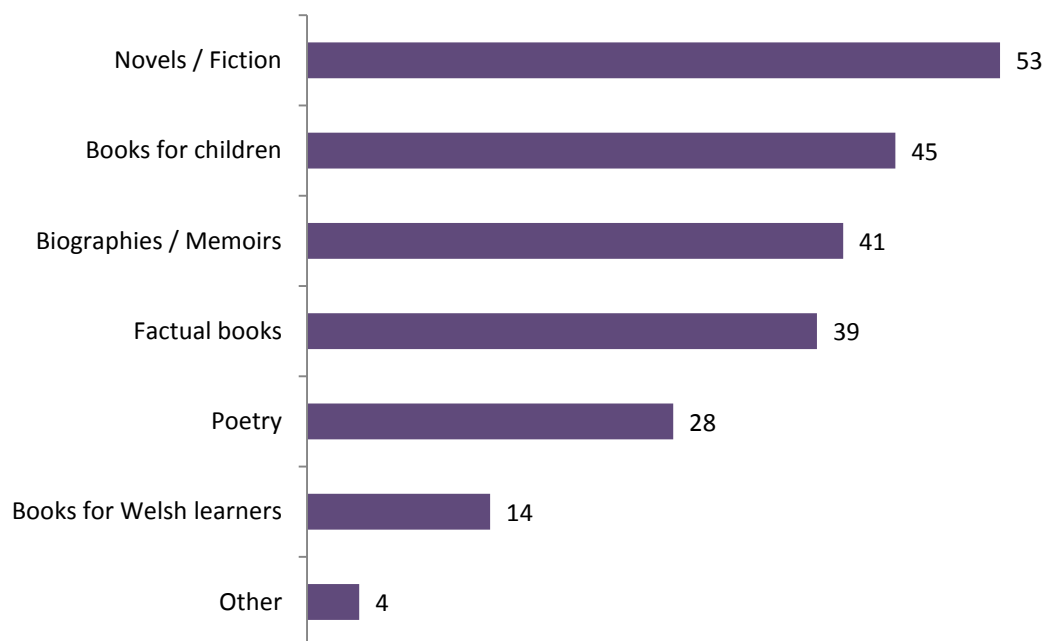


Base: 2012 survey - all respondents who finish a Welsh-language book at least once a year: total (447); male (175); female (272); 16 to 24 (44); 25 to 39 (92); 40 to 59 (139); 60+ (174); AB (122); C1 (145); C2 (95); DE (64).

### 3.1.3 Types of Books Read

Novels / Fiction were the most popular type of Welsh books read, with more than half (53%) of those who read Welsh-language books reading this type of book. Other popular books included books for children (45%), Biographies / Memoirs (41%) and factual books (39%).

**Figure 5:** Types of Welsh-language books read (%).



*Base: 2012 survey - all respondents who finish a Welsh-language book at least once a year; total (447).*

Books for children in particular appear to have increased in popularity. The proportion of those who read Welsh-language books reading this type of book has increased from 26% in 2006 to 45% in 2012.

There are also some notable differences in reading habits by sub-groups of the Welsh-speaking population (see figures 6a & b).

Women were more likely to read novels / fiction, books for children and poetry than their male counterparts, while men were most likely to read factual books.

Looking at reading habits by age, younger respondents were the most likely to be reading books for Welsh learners, and those aged 25 to 39 (the most likely to have children at home) were the most likely to be reading books for children. Older respondents were most likely to be reading biographies / memoirs and the most likely of all the age groups to be reading poetry.



**Figure 6a:** Types of Welsh-language books read (by gender and age, %).

	Gender		Age			
	Male	Female	16 to 24	25 to 39	40 to 59	60+
Novels / Fiction	44	<b>60</b>	68	39	51	58
Books for children	35	<b>52</b>	41	<b>71</b>	44	27
Biographies / Memoirs	42	41	12	26	47	<b>59</b>
Factual books	<b>45</b>	35	31	35	41	45
Poetry	23	<b>32</b>	26	23	23	<b>36</b>
Books for Welsh learners	13	15	<b>25</b>	<b>19</b>	12	7

Base: 175 272 44 92 139 174

Books for learners were more likely to be read by Welsh speakers based *outside* the Welsh-speaking heartlands of Anglesey, Gwynedd, Ceredigion and Carmarthenshire. This was also true of those with lower reading abilities in Welsh, who were also the most likely to be reading books for children. Those from the highest socio-economic grades were the most likely to be reading poetry.

**Figure 6b:** Types of Welsh-language books read (by region, reading ability and social grade, %).

	Region		Ability to read Welsh			Social grade			
	Welsh-language heartlands	Rest of Wales	Very well	Fairly well	Not very well	AB	C1	C2	DE
Novels / Fiction	59	45	59	39	11	56	58	39	58
Books for children	43	<b>47</b>	40	<b>56</b>	<b>74</b>	51	42	46	45
Biographies / Memoirs	47	33	48	19	11	44	41	37	46
Factual books	42	36	45	22	19	47	37	33	42
Poetry	28	28	31	18	11	<b>38</b>	26	25	21
Books for Welsh learners	7	<b>24</b>	6	<b>36</b>	<b>50</b>	20	6	10	20

Base: 255 192 347 70 30 122 145 95 64

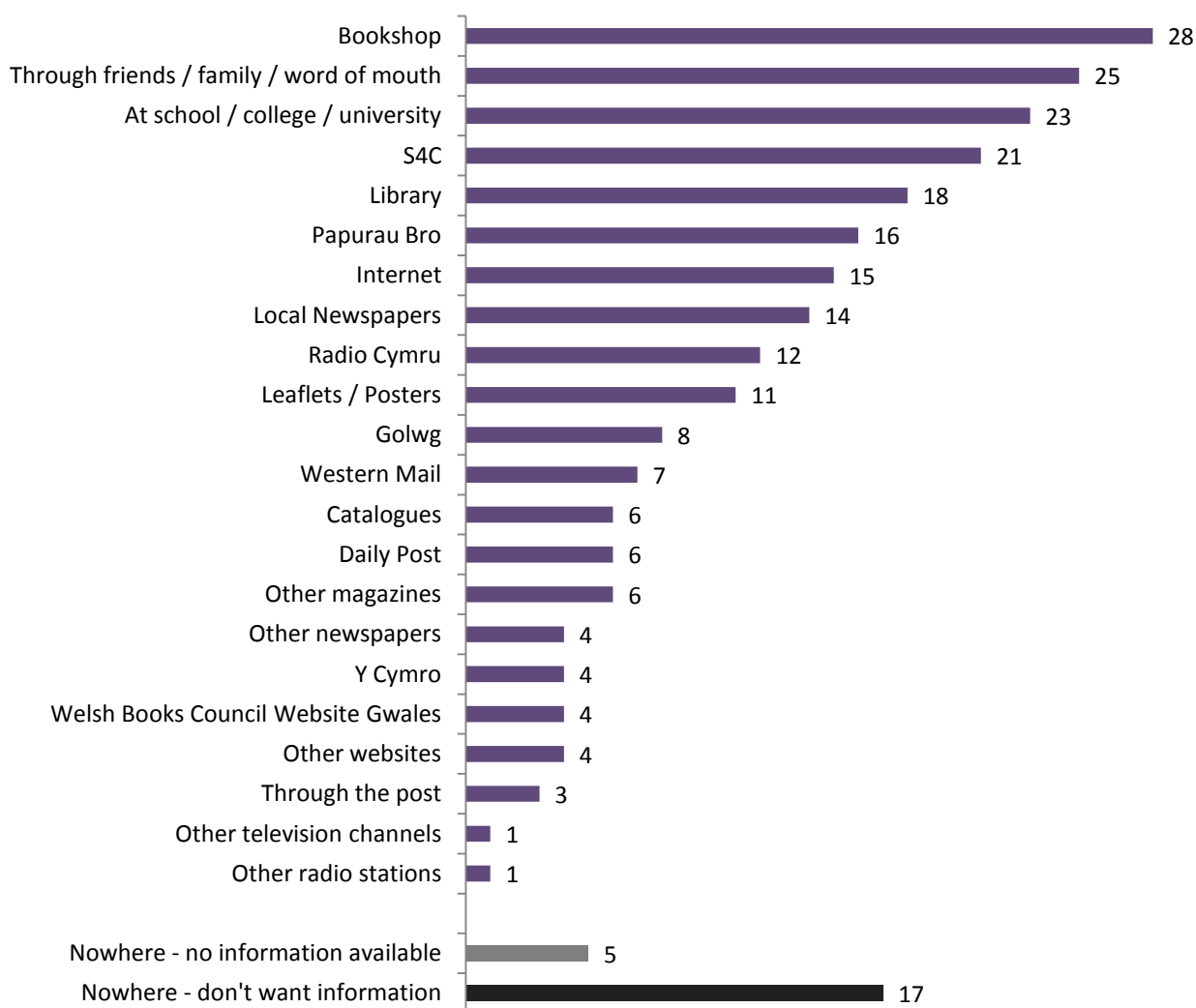
## 3.2 Sourcing & Purchasing Welsh-language Books

This section of the report explores information sources for Welsh-language books, and where, how many and what type of Welsh-language books are bought. It also includes a section specifically looking at online purchasing and demand for e-books in the Welsh-language.

### 3.2.1 Information Sources

Figure 7 summarises the main sources of information for Welsh-language books. As can be seen from this chart, respondents receive/obtain information on Welsh-language books from a plethora of sources, with bookshops and friends/family/word of mouth being the two main sources of information. The next most commonly mentioned information sources were schools/colleges/universities, S4C, libraries, Papurau Bro, the internet, local newspapers and Radio Cymru.

**Figure 7:** Sources of information for Welsh-language books (%).



Base: All 2012 survey respondents (1,008).

Information sources varied significantly depending on respondent age. Younger respondents (16 to 24) were significantly less likely than their counterparts to obtain information from bookshops. However, the youngest respondents (16 to 24) and those aged 25 to 39 were the most likely to obtain information from school/college or university.

Traditional media, such as S4C, Radio Cymru, Papurau Bro, local and regional newspapers were more likely to be sources of information for older respondents, while the internet was widely used by all age groups, other than those aged 60+.

**Figure 8:** Main sources of information for Welsh-language books (by age, %).

	Age			
	16 to 24	25 to 39	40 to 59	60+
Bookshop	13	<b>29</b>	<b>32</b>	<b>32</b>
Through friends / family / word of mouth	18	27	28	25
At school / college / university	<b>33</b>	<b>39</b>	22	6
S4C	14	17	<b>23</b>	<b>25</b>
Library	19	<b>24</b>	16	16
Papurau Bro	3	13	<b>18</b>	<b>23</b>
Internet	<b>20</b>	<b>22</b>	<b>18</b>	5
Local Newspapers	3	12	<b>17</b>	<b>19</b>
Radio Cymru	6	12	12	<b>16</b>
Leaflets / Posters	4	14	14	9
Golwg	4	10	9	9
Western Mail	2	5	7	<b>10</b>
Daily Post	4	5	6	<b>8</b>
Catalogues	1	7	7	6
Other magazines	2	5	6	7

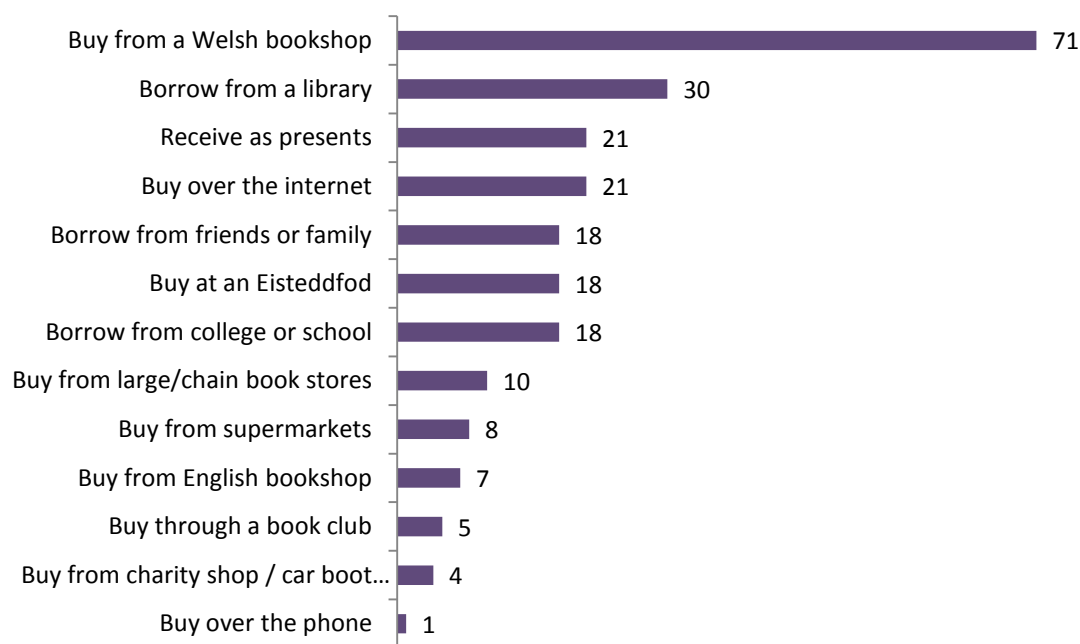
Base: 124 188 337 363

### 3.2.2 Where were Books Purchased/Obtained

As well as determining the proportions of the Welsh-speaking population who *read* Welsh-language books, the survey also established whether respondents ever *bought* Welsh-language books (regardless of whether or not they were readers themselves, e.g. book purchasing for others, including children). Three fifths (61%) of all respondents in 2012 ever bought Welsh-language books. This compares with just 43% in 2006 and just 34% in 2003.

The most common source of Welsh-language books was Welsh bookshops (see figure 9), with seven in ten (71%) of those who had read or bought Welsh-language books purchasing from these retailers. The next most common source of Welsh-language books was libraries, with three in ten (30%) borrowing Welsh-language books from this source. Slightly fewer (around one in five) either received Welsh-language books as presents, bought over the internet, borrowed from friends or family, bought at an Eisteddfod or borrowed them from college or school.

**Figure 9:** Where are Welsh-language books are obtained (%).



*Base: 2012 survey – all respondents who buy or read Welsh-language books (676).*

As might be expected, purchasing Welsh-language books over the internet has increased significantly over the last decade; in 2003 only 1% of those reading or buying Welsh-language books purchased over the internet, compared with 21% in 2012.

The internet was a common source of Welsh-language books for younger age groups in particular (31% of those aged 16 to 24 purchased Welsh-language books online). However, only 7% of those aged 60+ sourced Welsh-language books online. In line with levels of broadband penetration, those from higher socioeconomic grades were also more likely to be sourcing Welsh-language books from the internet: 20% of those from socioeconomic grades 'ABC1' and 'C2' sourced Welsh-language books online, compared with just 14% of those from 'DE' social grades.

It is also interesting to note that receiving books as presents has increased, from 7% in 2006 to 21% in 2012. Those based in the Welsh-language heartlands, older respondents and those able to read Welsh 'very well' were most likely to receive Welsh-language books as presents (27%, 26% and 28% doing so respectively).

Book purchasing/sourcing also varied significantly depending on respondent age (see figure 10). In addition to being the most likely to be buying Welsh-language books on the internet, younger respondents (16 to 29) were also most likely to borrow Welsh-language books from college/school, while older respondents were more likely to be purchasing from Welsh-language bookshops, receiving as presents, or borrowing from friends or family.

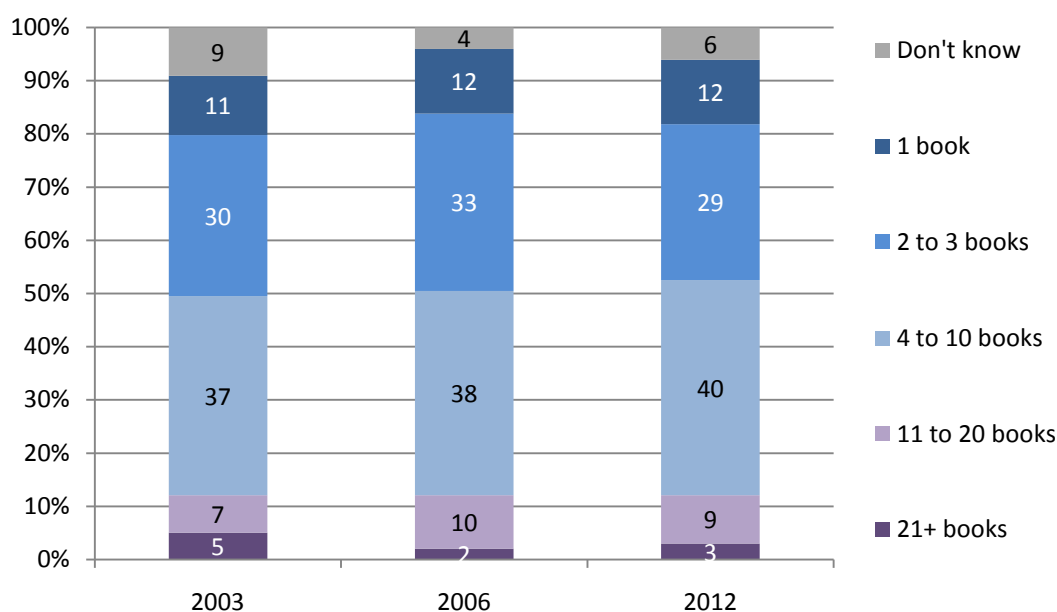
**Figure 10:** Where Welsh-language books are obtained (by age, %).

	Age			
	16 to 24	25 to 39	40 to 59	60+
Buy from a Welsh bookshop	47	63	<b>82</b>	<b>82</b>
Borrow from a library	28	33	25	33
Receive as presents	14	20	19	<b>26</b>
Buy over the internet	<b>31</b>	<b>31</b>	<b>23</b>	7
Borrow from friends or family	9	15	<b>19</b>	<b>22</b>
Buy at an Eisteddfod	10	15	22	21
Borrow from college or school	<b>37</b>	<b>28</b>	16	5
Buy from large/chain book stores	13	9	10	11
Buy from supermarkets	11	10	8	3
Buy from English bookshop	6	8	6	7
Buy through a book club	3	11	7	1
Buy from charity shop / car boot sale	-	6	4	6
Buy over the phone	-	1	1	1
<i>Base:</i>	67	149	228	234

### 3.2.3 Number of Books Bought

As can be seen from figure 11, the number of Welsh-language books bought has remained relatively stable over time, with the vast majority (approximately four in five) of those who ever buy Welsh-language books buying 10 or fewer a year. The average number of books bought was 7 and is consistent with 2006 and 2003.

**Figure 11:** Number of Welsh-language books bought in a year.

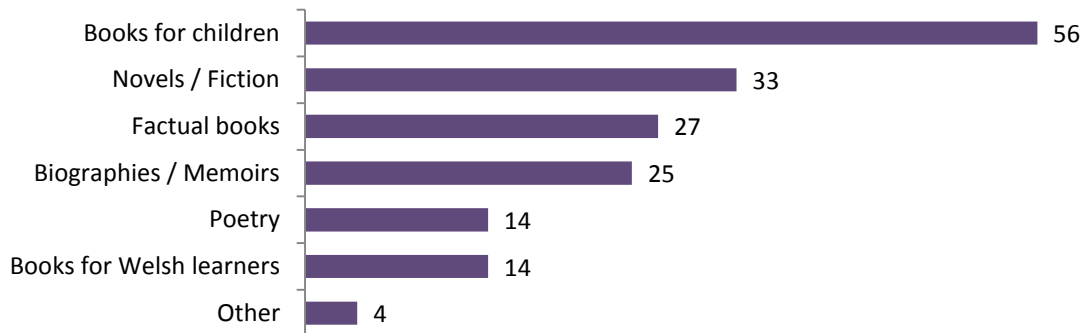


*Base: All respondents who ever buy Welsh-language books: 2003 (622); 2006 (451); 2012 (347).*

### 3.2.4 Types of Books Bought

In terms of book purchasing, books for children were by far the most popular. More than half (56%) of those who buy Welsh-language books buy Welsh-language books for children. Novels / fiction, factual books and biographies / memoirs are also popular (between 33% and 25% of those who buy Welsh-language books purchase these). Poetry books and books for Welsh learners were in demand for smaller proportions (approximately 14%).

**Figure 12:** Types of Welsh-language books bought (%).



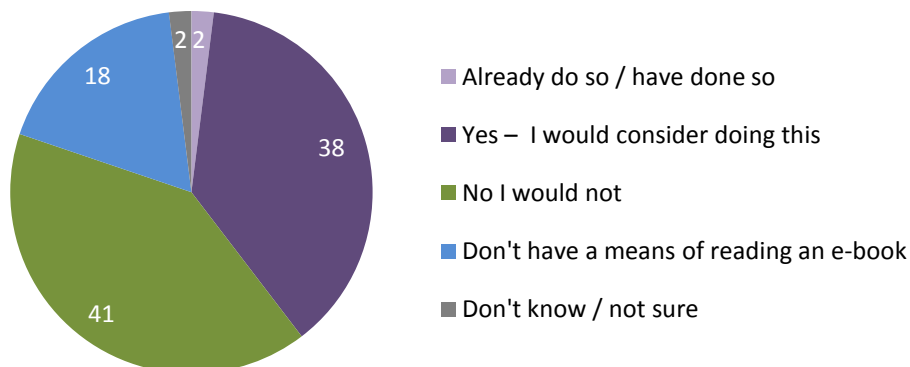
Base: All respondents who ever buy Welsh-language books (622).

### 3.2.3 Online Purchasing

In 2012 almost one in five (18%) of *all* Welsh speakers had ever bought a Welsh-language book online – a very significant increase from 1% in 2003 and 3% in 2006. Of the remainder, half (50%) either did not buy Welsh-language books or did not have web access, meaning that more than a third (36%) of those who ever bought Welsh-language books, and who had web access, ever bought Welsh-language books online.

The survey also sought to determine the proportions that had purchased Welsh-language e-books and the levels of demand for e-books among those who had not done so. As can be seen in figure 13, only 2% of those who bought Welsh-language books online or who had internet access had already bought a Welsh-language e-book. However, almost two fifths said they would consider doing so.

**Figure 13:** Demand for Welsh-language e-books (%).



Base: All respondents who currently buy Welsh-language books online or who have internet access (514).

## Appendix: Survey Questionnaire

**Q1** About how often these days do you finish reading a book or paperback in the Welsh language ?

READ OUT AS NECESSARY

- 1  Once a week or more often
- 2  2/3 times a month
- 3  Once a month
- 4  Once every 2/3 months
- 5  2/3 times a year
- 6  Once a year
- 7  Less often
- 8  Never
- 9  Don't know

**Q1** *Tua pa mor aml y dyddiau hyn rydych yn gorffen darllen llyfr yn y Gymraeg?*

*DARLLENWCH YN UCHEL PAN YN ADDAS*

- 1  *Unwaith yr wythnos neu'n fwy aml*
- 2  *2/3 gwaith y mis*
- 3  *Unwaith y mis*
- 4  *Unwaith bob 2/3 mis*
- 5  *2/3 gwaith y flwyddyn*
- 6  *Unwaith y flwyddyn*
- 7  *Llai aml*
- 8  *Byth*

**ASK IF READ A WELSH-LANGUAGE BOOK ONCE A YEAR OR MORE OFTEN  
(CODES 1 TO 6 AT Q1)**

**Q2** On average, how many Welsh-language books do you read in a year?

**Q2** *Ar gyfartaledd, faint o lyfrau Cymraeg rydych yn eu darllen mewn blwyddyn?*

\_\_\_\_\_

**ASK IF READ A WELSH-LANGUAGE BOOK ONCE A YEAR OR MORE OFTEN  
(CODES 1 TO 6 AT Q1)**

**Q3** From the following types of books I'm about to read out, please can you tell me what types of Welsh-language books you have read over the last year? Any other types?

READ OUT – CODE ALL MENTIONED

- 1  Novels and Fiction
- 2  Biographies and Autobiographies
- 3  Poetry
- 4  Factual books
- 5  Books for Welsh learners
- 6  Books for children (reading with a child)
- 7  Other (please specify)
- 100  Don't know

**Q3** *O'r mathau gwahanol o lyfrau rwyf am eu darllen allan, allwch chi ddweud wrtha i pa fath o lyfrau Cymraeg rydych wedi'u darllen dros y flwyddyn ddiwethaf? Unrhyw rai eraill?*

**DARLLENWCH YN UCHEL - CODIWCH BOB UN A GRYBWYLLIR**

- 1  *Nofelau \ Ffuglen*
- 2  *Bywgraffiad \ Hunangofiant*
- 3  *Barddoniaeth*
- 4  *Llyfrau ffeithiol*
- 5  *Llyfrau i ddysgwyr Cymraeg*
- 6  *Llyfrau i blant (darllen gyda phlentyn)*
- 7  *Arall (nodwch)*



**ASK IF READ A WELSH-LANGUAGE BOOK ONCE A YEAR OR MORE OFTEN  
(CODES 1 TO 6 AT Q1)**

**Q4** And from the list I'm about to read out, can you tell me where do you usually get your Welsh-language books from? Anywhere else?

READ OUT - CODE ALL MENTIONED

- 1  Buy from a Welsh bookshop (either for yourself or as a present)
- 2  Buy from English-language independent bookshop (either for yourself or as a present)
- 3  Buy from large book store or chain (either for yourself or as a present)
- 4  Buy from supermarkets (either for yourself or as a present)
- 5  Buy over the internet (either for yourself or as a present)
- 6  Buy over the phone (either for yourself or as a present)
- 7  Buy through a book club (either for yourself or as a present)
- 8  Buy at an Eisteddfod (either for yourself or as a present)
- 9  Borrow from a library
- 10  Borrow from friends or family
- 11  Borrow from college or school
- 12  Receive as presents
- 13  Other (please specify)
- 100  Don't know

**Q4** *O'r rhestr rwyf am ei darllen allan, allwch chi ddweud wrtha i o ble rydych yn cael eich llyfrau Cymraeg fel arfer? Unrhyw le arall?*

**DARLLENWCH YN UCHEL - CODIWCH BOB UN A GRYBWYLLIR**

- 1  *Prynu oddi wrth siop lyfrau Cymraeg (un ai i chi'ch hunan neu fel anrheg)*
- 2  *Prynu oddi wrth siop lyfrau Saesneg annibynnol (un ai i chi'ch hunan neu fel anrheg)*
- 3  *Prynu oddi wrth siop lyfrau fawr/cadwyn (un ai i chi'ch hunan neu fel anrheg)*
- 4  *Prynu oddi wrth archfarchnad (un ai i chi'ch hunan neu fel anrheg)*
- 5  *Prynu dros y rhyngwrdd (un ai i chi'ch hunan neu fel anrheg)*
- 6  *Prynu dros y ffôn (un ai i chi'ch hunan neu fel anrheg)*
- 7  *Prynu drwy glwb llyfrau (un ai i chi'ch hunan neu fel anrheg)*
- 8  *Prynu mewn Eisteddfod (un ai i chi'ch hunan neu fel anrheg)*
- 9  *Benthyg o'r llyfrgell*
- 10  *Benthyg gan ffrindiau neu deulu*
- 11  *Benthyg gan goleg neu ysgol*
- 12  *Derbyn fel anrheg*
- 13  *Arall (nodwch)*

**ASK IF READ A WELSH-LANGUAGE BOOK LESS OFTEN THAN ONCE A YEAR OR NEVER (CODES 7 OR 8 AT Q1), OR WHO DO NOT MENTION CODES 1 TO 8 AT Q4**

**Q5** Can I just check, do you ever buy Welsh-language books, either for yourself or for others?

- 1  Yes
- 2  No

**Q5** *Fyddwch chi yn prynu llyfrau Cymraeg, un ai i chi eich hun neu i eraill?*

- 1  *Ydw*
- 2  *Na*

**ASK IF YES AT Q5****Q6** Where do you buy them from? Anywhere else?

READ OUT - CODE ALL MENTIONED

- 1  Buy from Welsh bookshop (either for yourself or as a present)
- 2  Buy from English-language independent bookshop (either for yourself or as a present)
- 3  Buy from large/chain book stores (either for yourself or as a present)
- 4  Buy from supermarkets (either for yourself or as a present)
- 5  Buy over the internet (either for yourself or as a present)
- 6  Buy over the phone (either for yourself or as a present)
- 7  Buy through a book club (either for yourself or as a present)
- 8  Buy at an Eisteddfod (either for yourself or as a present)
- 9  Other (please specify)
- 100  Don't know

**Q6** *O ble rydych yn eu prynu? Unrhyw le arall?*

DARLLENWCH ALLAN - CODIWCH BOB UN A GRYBWYLLIR

- 1  *Prynu oddi wrth siop lyfrau Cymraeg (un ai i chi'ch hunan neu fel anrheg)*
- 2  *Prynu oddi wrth siop lyfrau Saesneg annibynnol (un ai i chi'ch hunan neu fel anrheg)*
- 3  *Prynu oddi wrth siop lyfrau fawr/cadwyn (un ai i chi'ch hunan neu fel anrheg)*
- 4  *Prynu oddi wrth archfarchnad (un ai i chi'ch hunan neu fel anrheg)*
- 5  *Prynu dros y rhyngwyd (un ai i chi'ch hunan neu fel anrheg)*
- 6  *Prynu dros y ffôn (un ai i chi'ch hunan neu fel anrheg)*
- 7  *Prynu drwy glwb llyfrau (un ai i chi'ch hunan neu fel anrheg)*
- 8  *Prynu mewn Eisteddfod (un ai i chi'ch hunan neu fel anrheg)*
- 9  *Arall (nodwch)*
- 100  *Ddim yn gwybod*

**ASK ALL WHO EVER BUY BOOKS (CODES 1 TO 8 AT Q4 OR YES AT Q5)****Q7** On average, how many Welsh-language books do you buy in a year?**Q7** *Ar gyfartaledd, faint o lyfrau Cymraeg rydych yn eu prynu mewn blwyddyn?*

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**ASK ALL WHO EVER BUY BOOKS (CODES 1 TO 8 AT Q4 OR YES AT Q5)**

**Q8** What types of Welsh-language books have you bought over the last year? Any other types?

READ OUT - CODE ALL MENTIONED

- 1  Novels and fiction
- 2  Biographies and autobiographies
- 3  Poetry
- 4  Factual books
- 5  Books for Welsh learners
- 6  Books for children (reading with a child)
- 7  Other (please specify)
- 100  Don't know

**Q8** *Pa fath o lyfrau Cymraeg rydych wedi'u prynu dros y flwyddyn ddiwethaf? Unrhyw rai eraill?*

*DARLLENWCH YN UCHEL - CODIWCH BOB UN A GRYBWYLLIR*

- 1  *Nofelau a llyfrau ffuglen*
- 2  *Cofiannau a Hunangofiannau*
- 3  *Barddoniaeth*
- 4  *Llyfrau ffeithiol*
- 5  *Llyfrau i ddysgwyr Cymraeg*
- 6  *Llyfrau i blant (i'w darllen gyda plant)*
- 7  *Arall (nodwch)*

**ASK ALL WHO EVER BUY BOOKS (CODES 1 TO 8 AT Q4 OR YES AT Q5),  
UNLESS CODE 5 MENTIONED AT Q4 OR Q6**

**Q9** Have you ever bought a Welsh book online?

IF NO, ASK IF HAVE INTERNET ACCESS

- 1  Yes
- 2  No – but I do have internet access
- 3  No – I don't have internet access
- 4  Don't know / not sure

**Q9** *A ydych erioed wedi prynu llyfr Cymraeg dros y we?*

*OS NADDO, HOLWCH A OES GANDDYNT FYNEDIAD I'R RHYNGRWDYD*

- 1  *Do*
- 2  *Naddo – ond mae gen i fynediad i'r we*
- 3  *Naddo – dim mynediad i'r we*

**ASK IF CODE 1 OR 2 AT Q9, OR CODE 5 AT Q4 OR Q6**

**Q10** Would you consider buying a Welsh e-book over the internet?

DO NOT PROMPT – ONE CODE ONLY

- 1  Already do so / have done so
- 2  Yes - I would consider doing this
- 3  No, I wouldn't
- 4  Don't have means of reading an e-book
- 5  Don't know / not sure

**Q10** *A fydddech byth yn ystyried prynu e-lyfr Cymraeg dros y we?*

*PEIDIWCH ANNOG - UN COD YN UNIG*

- 1  *Yn gwneud yn barod / Wedi gwneud yn barod*
- 2  *Byddwn / byddwn i'n ystyried gwneud hyn*
- 3  *Na fyddwn*
- 4  *Ddim â gallu i ddarllen e-lyfr*

**ASK ALL**

**Q11** Where, if anywhere at all, do you get your information about Welsh-language books?

Anywhere else?

PROMPT IF NECESSARY: Where do you get to hear about Welsh-language books?

READ OUT - CODE ALL MENTIONED

- 1  Papurau Bro (Local Community Paper)
- 2  Local newspapers
- 3  Y Cymro
- 4  Western Mail
- 5  Daily Post
- 6  Other newspapers
- 7  Golwg
- 8  Other magazines
- 9  Catalogues
- 10  Leaflets \ Posters
- 11  Through the post
- 12  Bookshop
- 13  Library
- 14  S4C
- 15  Other television channels
- 16  Radio Cymru
- 17  Other radio stations
- 18  Internet
- 19  Welsh Books Council Website – Gwales
- 20  Other websites
- 21  At school / college / university
- 22  Through friends or family / Word of mouth
- 23  Nowhere – no information available
- 24  Nowhere – don't want information
- 25  Other (please specify)
- 100  Don't know

**Q11** O ble, os unrhyw le o gwbl, rydych yn cael gwybodaeth am lyfrau Cymraeg? Unrhyw le arall?

GOFYNNWCH FEL BO'R ANGEN: Sut rydych yn clywed am lyfrau Cymraeg?

DARLLENWCH YN UCHEL - CODIWCH BOB UN A GRYBWYLLIR

- 1  Papurau Bro
- 2  Papurau Lleol
- 3  Y Cymro
- 4  Y Western Mail
- 5  Daily Post
- 6  Papurau eraill
- 7  Golwg
- 8  Cylchgronau eraill
- 9  Catalog
- 10  Taflenni / Posterï
- 11  Trwy'r post
- 12  Siop lyfrau
- 13  Llyfrgell
- 14  S4C
- 15  Sianel deledu arall
- 16  Radio Cymru
- 17  Gorsaf radio arall
- 18  Rhyngrwyd
- 19  Gwefan Cyngor Llyfrau Cymru - Gwales
- 20  Gwefannau eraill
- 21  Yn yr ysgol / coleg / prifysgol
- 22  Trwy ffrindiau neu deulu / Ar lafar
- 23  Dim yn unlle - dim gwybodaeth ar gael
- 24  Dim yn unlle - ddim eisiau gwybodaeth
- 25  Arall (nodwch)