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Research Report

**Buying & Reading
Welsh-Language
Books:**

**Welsh Speakers
Omnibus Survey
2016**



Prepared for:
Welsh Books Council

Prepared by:
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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 Welsh Speakers Omnibus Survey. This report details the main findings from the research.
- Following an increase between 2003 and 2012, the proportion of Welsh-speakers *ever* reading Welsh-language books has remained relatively stable between 2012 and 2016 and more than two fifths of Welsh-speakers now read a Welsh-language book at least once a year. However, growth is apparent in the proportion reading more frequently (at least once a month) – from approximately one in five in 2012 to almost one in four in 2016.
- The proportion reading at least one Welsh-language book a month was highest (approaching one in three) among younger respondents aged 16 to 39 and those able to read Welsh ‘very well’. In particular, 16 to 24 year olds were increasingly likely to be reading Welsh-language books at least once a month (from 12% in 2012 to 30% doing so in 2016).
- The increase in proportions reading Welsh-language books relatively frequently is reflected in an increase in the *number* of Welsh-language books read (among those who finish at least one Welsh-language book a year), with 36% reading in excess of ten books a year in 2016, compared with 28% doing so in 2012.
- Reading and purchasing habits of those aged 25 to 39 (those most likely to have children at home), continue to be 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. For these respondents schools / colleges were a key source for obtaining Welsh-language books and information on them (in addition to friends/family/word of mouth, bookshops and the internet).
- Indeed, at an overall level Welsh-language books for children were seen to be the second most common type of book purchased (behind novels / fiction and ahead of factual books). In terms of other popular book types, fewer read biographies / memoirs than in 2012, although this category continues to be the second most popular with older respondents aged 60+ (behind novels/ fiction).
- The main sources of information for Welsh-language books has remained consistent with 2012 (bookshops, schools/colleges/universities and friends/family/word of mouth). However Twitter and Facebook are each now information sources for approximately one in twenty, while slight declines are apparent for S4C, papurau bro and the Western Mail.

- The growing influence of the internet is also changing reading and book purchasing habits. Almost three in ten of all Welsh speakers (28%) had ever bought a Welsh-language book online - a ten percentage point increase since 2012 and a figure which equates to more than four fifths (44%) of those who ever buy Welsh-language books who have access to the internet.
- Furthermore, the data suggests that although fewer than one in ten (7%) of those with internet access have bought a Welsh-language e-book (up from just 2% in 2012), significant demand for Welsh-language e-books exists. More than two fifths of those with internet access said they would consider buying a Welsh e-book.
- Although traditional bookshops currently remain by far the most prevalent means of sourcing Welsh-language books (even among the youngest age groups), the internet has now overtaken libraries as the second most popular source.

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 Welsh Speakers Omnibus Survey covering reading and purchasing habits, as well as exploring sources of information about Welsh-language books.

The Beauport Welsh Speakers 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 2011¹ 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 if 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 2016 the Welsh Books Council included questions on both the April and October waves of the study². For the purposes of this report the 2016 data from April and October have been aggregated, to provide a total sample size of 1,005 respondents, which allows for further sub-group analysis.

This report summarises the key findings from the research undertaken in 2016, making comparisons with previous survey data (from 2012, 2006 and 2003) to show trends over time where appropriate³.

¹ Prior to this interviewing was undertaken face-to-face.

² Separate volumes are available which contain the full technical report and tabulated data arising from the 2016 Welsh Speakers Omnibus Surveys.

³ 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 and 2016 surveys, care should be taken when interpreting data which makes comparisons with data collected prior to 2012.

3 Main Findings

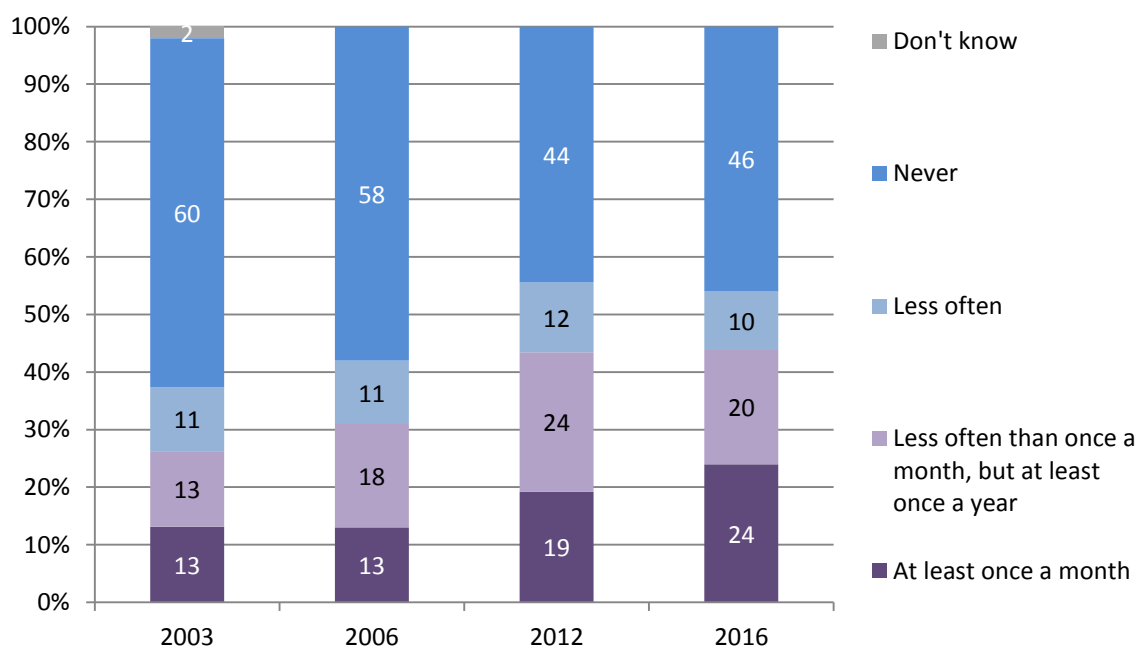
3.1 Reading Welsh-Language Books

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 data gathered in 2003, with that of 2012, 2006 and 2003. As can be seen from the chart, the proportion of Welsh Speakers who *ever* read Welsh-language books increased between 2003 and 2012, from 37% to more than half (55%). Since 2012 the percentage who ever read Welsh-language books has remained relatively stable (54%), however growth is apparent in the proportion reading a Welsh-language book relatively frequently (at least once a month), from 19% in 2012 to almost a quarter (24%) in 2016.

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



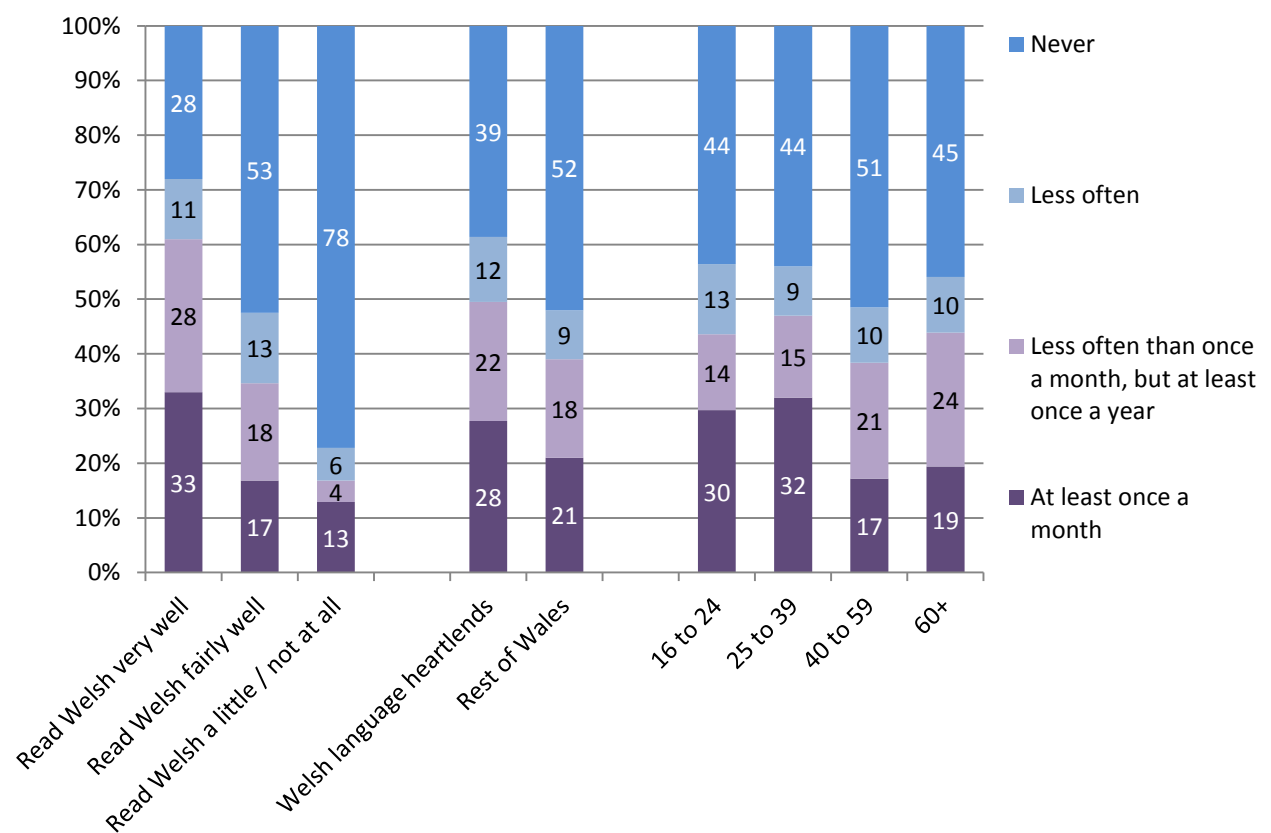
Base: All respondents; 2003 (1,001); 2006 (1,018); 2012 (1,008), 2016 (1,005).

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 a third (35%) of those able to read Welsh fairly well, and fewer than one in five 17% of those able to read Welsh a little / not at all.

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 younger respondents most likely to be reading Welsh-language books at least once a month – 30% of 16 to 24 year olds and 32% of 25 to 39 year olds doing so respectively. 40 to 59 year olds were the least likely to be reading Welsh-language books at all, with fewer than half (49%) ever doing so.

Figure 2: Frequency of finishing reading a book or paperback in the Welsh-language. 2016 data, by ability to read Wels, region and age.

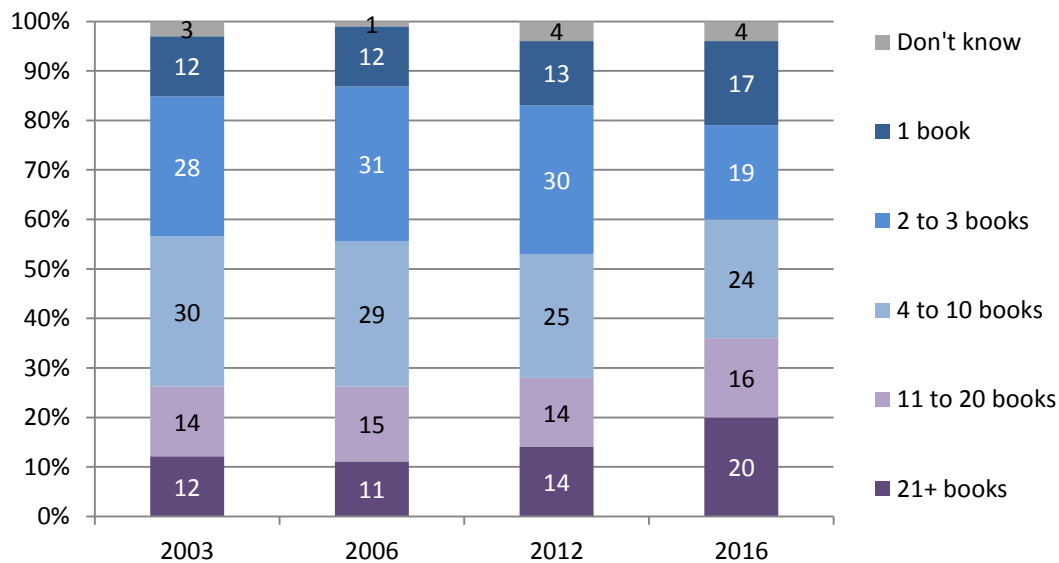


Base: 2016 survey; read Welsh very well (471); read Welsh fairly well (309); read Welsh a little / not at all (224); Welsh-language heartlands (449); rest of Wales (556); 16 to 24 (91); 25 to 39 (204); 40 to 59 (318); 60+ (392).

3.1.2 Number of Books Read

Among those who finish reading a Welsh-language book at least once a year, the majority (60%) of respondents read ten or fewer Welsh-language books a year on average. However, the proportion reading ten or more books a year has grown since 2012, from 28% to 36%, with the most notable growth being in the proportion reading 21 or more Welsh-language books a year, from 14% in 2012 to 20% in 2016.

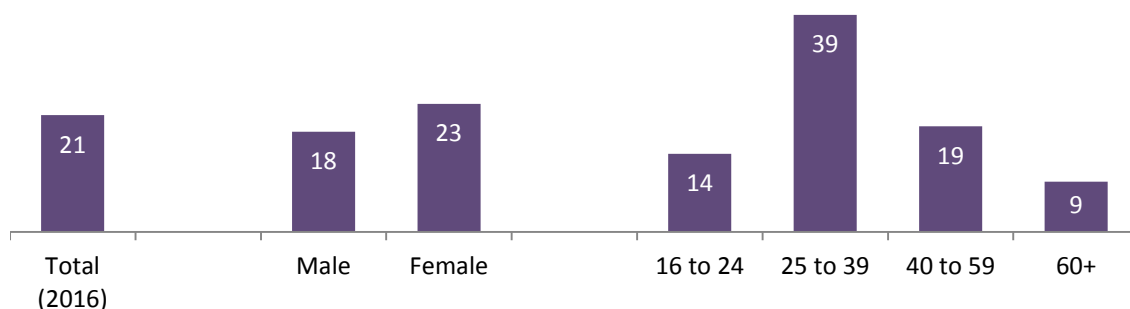
Figure 3: Number of Welsh-language books read in a year.



Base: All respondents who finish a Welsh-language book at least once a year; 2003 (277); 2006 (312); 2012 (447); 2016 (435).

The average number of Welsh-language books read in a year (among those who read at least one book a year) was 21. Women tended to read slightly more books than men (an average of 23 compared with 18 respectively). However, the most notable differences were by age. Respondents aged 25 to 39 tended to read significantly more books on average than their counterparts, an average of 39 Welsh-language books a year, compared with an average of 9 books a year among those aged 60 and over.

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

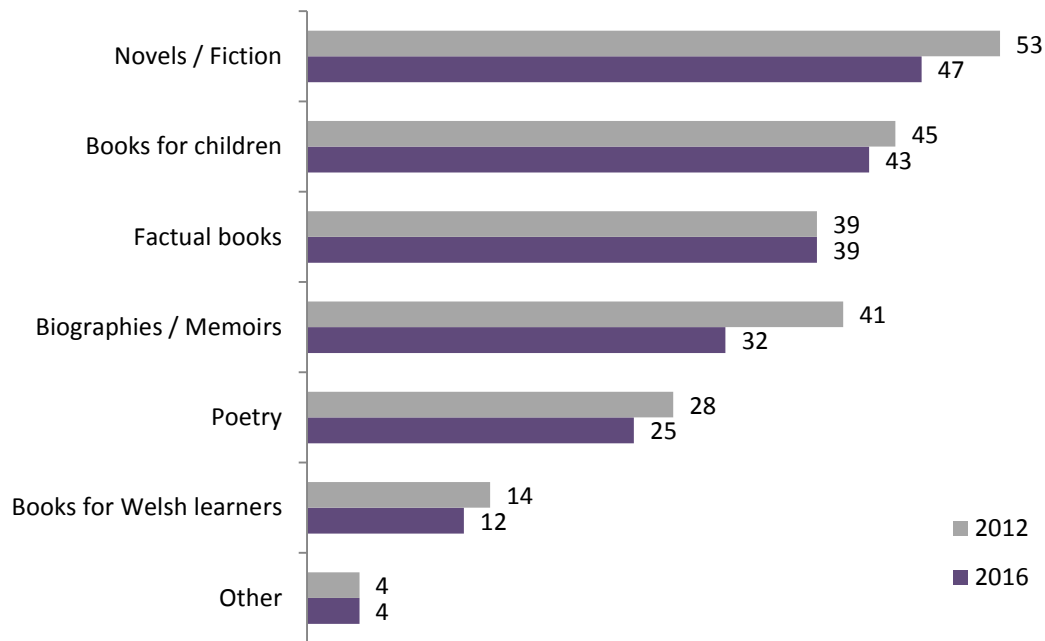


Base: 2016 survey - all respondents who finish a Welsh-language book at least once a year: total (435); male (167); female (268); 16 to 24 (39); 25 to 39 (100); 40 to 59 (123); 60+ (173).

3.1.3 Types of Books Read

Novels / Fiction continue to be the most popular type of Welsh books read, with approaching half (47%) of those who read Welsh-language books reading this type of book. Other popular books included books for children (43%) and factual books (39%). Biographies/memoirs were the next most popular type of book read (by 32%), but were relatively less popular than in 2012 when 41% read this type of book.

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



Base: 2016 survey - all respondents who finish a Welsh-language book at least once a year; total (435).

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 and books for children than their male counterparts, while men were most likely to read factual books.

Looking at reading habits by age, younger respondents (aged 16 to 24) were the most likely to be reading novels / fiction and factual books, and those aged 25 to 39 (the most likely to have children at home), were by far the most likely to be reading books for children. Books for Welsh learners were most popular among 40 to 59 year olds, while older respondents (65+) were most likely to be reading biographies / memoirs and 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	43	51	57	40	43	52
Books for children	33	51	28	70	47	22
Factual books	49	31	48	28	44	41
Biographies / Memoirs	32	32	17	21	36	45
Poetry	24	25	28	17	22	32
Books for Welsh learners	13	12	11	8	18	11

Base: 167 268 39 100 123 173

Books for children and Welsh learners were more likely to be read by Welsh speakers based *outside* the Welsh speaking heartlands of Anglesey, Gwynedd, Ceredigion and Carmarthenshire, as well as those with lower reading abilities in Welsh. Those from the highest socio-economic grades, with higher Welsh-language ability and those based in the Welsh-language heartlands were relatively more likely to be reading poetry, biographies / memoirs and novels / fiction.

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	52	43	55	36	16	56	45	44	36
Books for children	38	48	36	50	78	47	39	41	50
Factual books	40	38	45	29	20	42	40	36	32
Biographies / Memoirs	35	28	40	20	-	39	30	31	24
Poetry	28	21	29	17	16	32	18	26	10
Books for Welsh learners	9	15	6	16	51	17	8	11	12

Base: 217 218 292 107 36 161 124 89 49

3.2 Sourcing & Purchasing Welsh-language Books

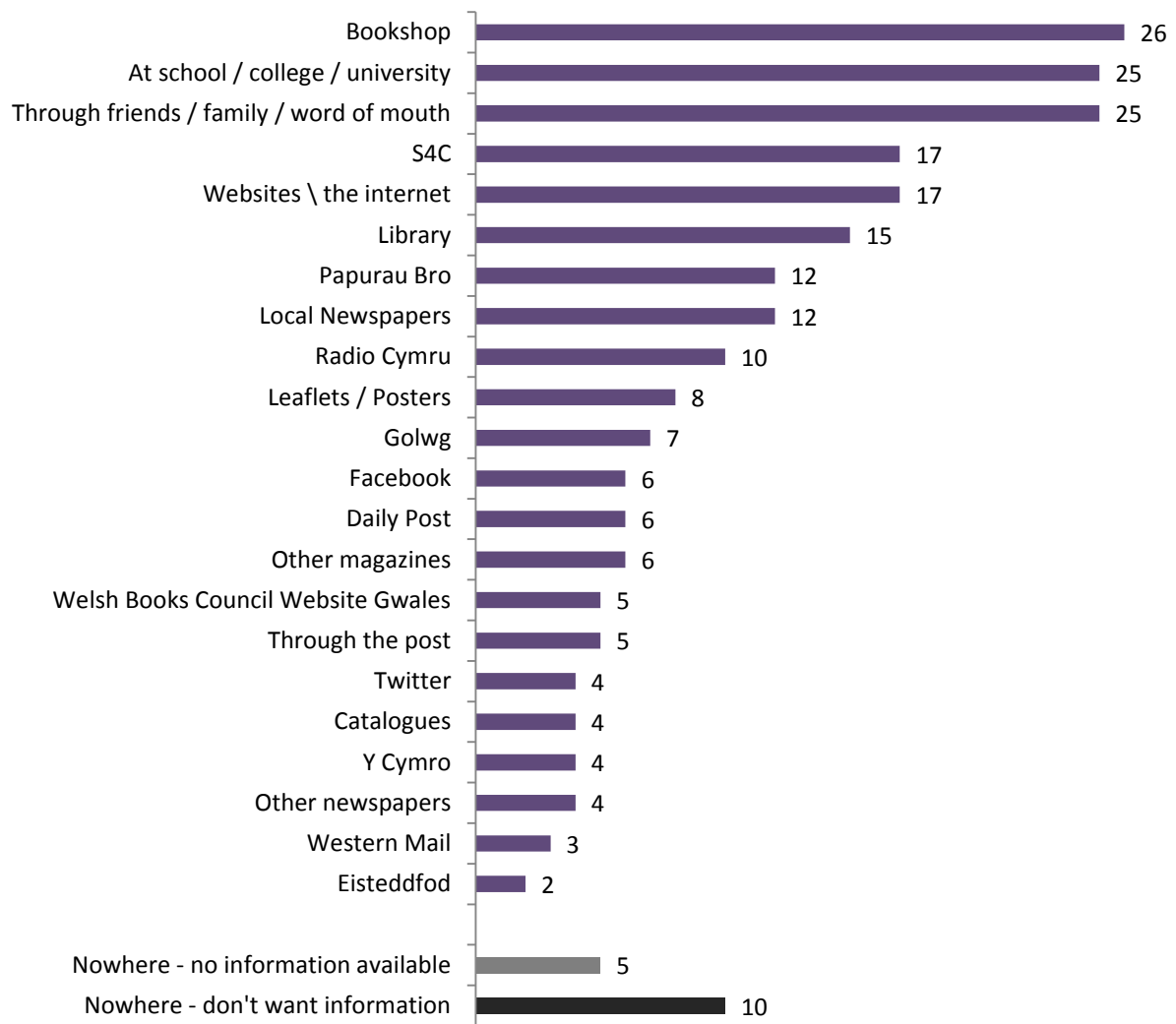
This section of the report explores information sources for Welsh-language books, and where, how many and what type of Welsh-language books are bought. It also includes a section specifically looking at online purchasing and demand for e-books in the Welsh-language.

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, school/college/university and friends/family/word of mouth being the three main sources of information. The next most commonly mentioned information sources were S4C, websites/the internet and libraries. Facebook and Twitter were new additions to the list in 2016 and were each mentioned by approximately one in twenty (6% and 4% of respondents respectively).

Comparing information sources used in 2016 with those mentioned in 2012 reveals decreases in mentions of S4C (down from 21% in 2012 to 17% in 2016), papurau bro (16% down to 12%), the Western Mail (7% to 3%), and also for libraries (18% to 15%) and leaflets/posters (11% to 8%).

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



Base: All 2016 survey respondents (1,005).

Information sources varied significantly depending on respondent age:

- Younger respondents (16 to 24) were most likely to obtain information on Welsh-language books from school/college or university, followed by websites/the internet and friends/family/word of mouth. This cohort was also the most likely to obtain information via Twitter, and the least likely to use bookshops.
- 25 to 39 year olds were also most likely to obtain information on Welsh-language books from school/college or university, followed by friends/family/word of mouth and bookshops. This was age group was also the most likely to use Facebook as a source of information.

- The main sources of information for 40 to 59 year olds were bookshops, friends/family/word of mouth and school/college/university and were more likely than their younger counterparts to be reading papurau bro.
- Older respondents aged 60+ had the greatest variety of information sources, with approximately one in five using each of bookshops, friends/family/word of mouth, S4C, papurau bro and local newspapers for information on Welsh-language books. They were also the most likely to obtain information on Welsh-language books by listening to Radio Cymru. Compared with all other age categories, fewer than half as many of this age category used the internet as a source of information on Welsh-language books.

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

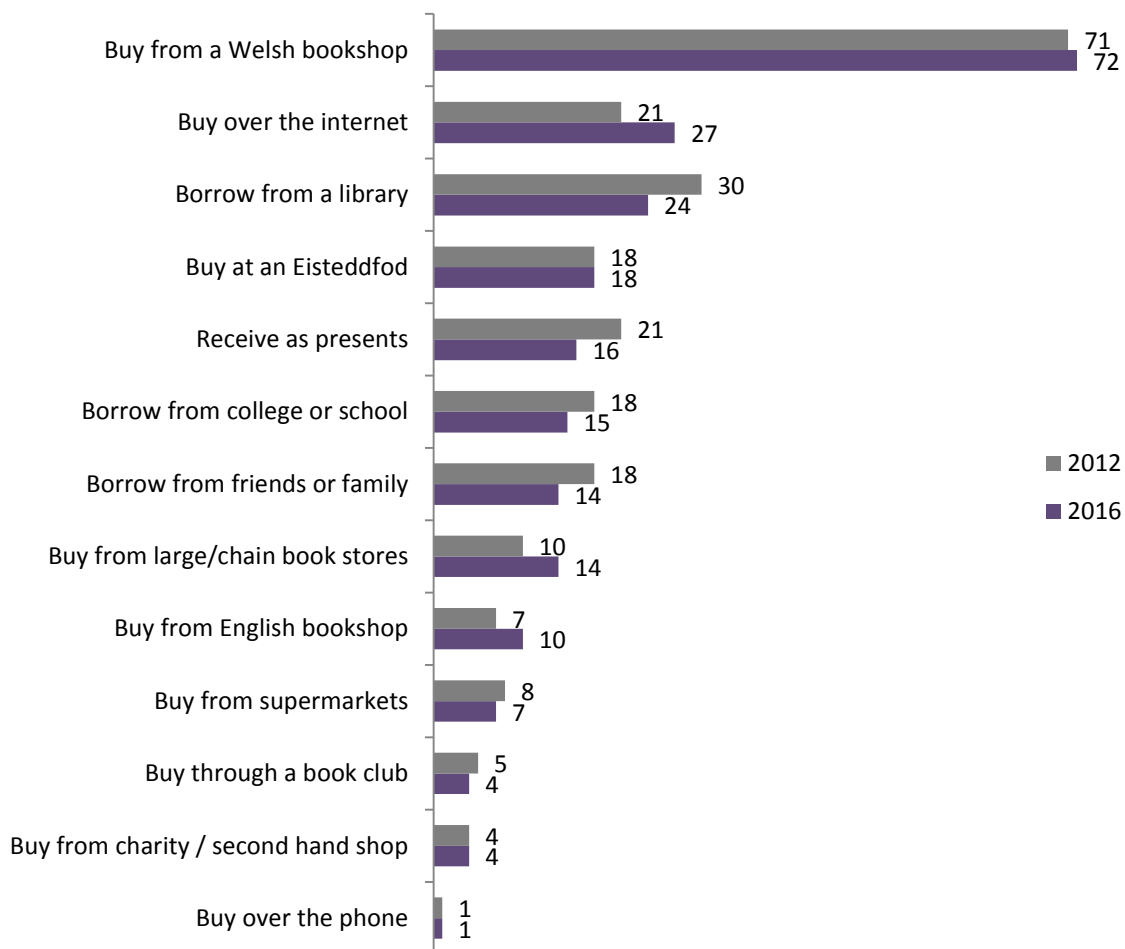
	Age			
	16 to 24	25 to 39	40 to 59	60+
Bookshop	16	27	33	25
At school / college / university	45	35	26	7
Through friends / family / word of mouth	20	31	26	21
S4C	17	15	18	19
Websites \ the internet	21	22	21	8
Library	15	18	15	12
Papurau Bro	4	6	15	18
Local Newspapers	6	9	13	18
Radio Cymru	6	8	10	12
Leaflets / Posters	6	9	9	6
Golwg	5	8	6	8
Facebook	6	12	7	1
Daily Post	4	4	7	7
Other magazines	7	4	6	6
Welsh Books Council Website Gwales	2	5	8	2
Through the post	5	5	4	5
Twitter	8	5	4	2
Catalogues	5	4	4	3
Y Cymro	6	1	2	7
Other newspapers	3	4	3	6
Western Mail	3	2	3	4
Eisteddfod	-	1	2	3
Base:	91	204	318	392

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). Almost two thirds of (65%) of all respondents in 2016 ever bought Welsh-language books, compared with 61% in 2012.

Welsh bookshops continue to be the most common source for obtaining Welsh-language books (see figure 9), with seven in ten (72%) of those who ever read or buy Welsh-language books, purchasing from these retailers. The next most common source of Welsh-language books is now the internet, having increased from 21% in 2012 to 27% in 2016, followed by libraries (now 24% down from 30% in 2012). Fewer than one in five buy from Eisteddfodau, receive as presents, borrow from school or college, borrow from friends or family, or buy from large/chain book stores.

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



Base: 2016 survey - all respondents who buy or read Welsh-language books (650).

As mentioned earlier, purchasing Welsh-language books over the internet has increased significantly – from just 1% in 2003, to 27% in 2016.

Although the internet has increased in usage for purchasing Welsh-language books among all age groups, older respondents aged 60 and over remain less likely to purchase Welsh-language books online, and even among the youngest respondents (16 to 24), the Welsh bookshops continue to be a more popular source (used by 52%) than the internet (37%).

In addition to being the most likely to be buying Welsh-language books on the internet, younger respondents (16 to 39) 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 and buying at Eisteddfodau.

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	52	67	77	80
Buy over the internet	37	36	28	12
Borrow from a library	27	26	20	24
Buy at an Eisteddfod	15	15	23	18
Receive as presents	8	18	16	17
Borrow from college or school	28	31	13	7
Borrow from friends or family	12	18	13	13
Buy from large/chain book stores	15	15	14	13
Buy from English bookshop	10	10	9	11
Buy from supermarkets	15	8	5	5
Buy through a book club	5	5	6	2
Buy from charity / second hand shop	4	4	4	4
Buy over the phone	-	1	1	0

Base:

50

153

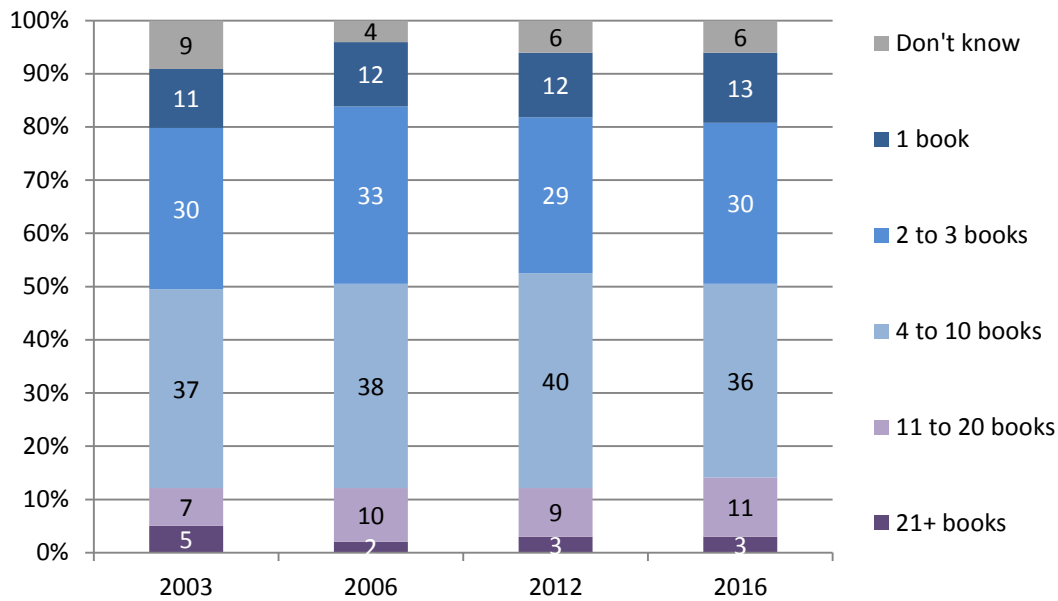
217

230

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 2012, 2006 and 2003.

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

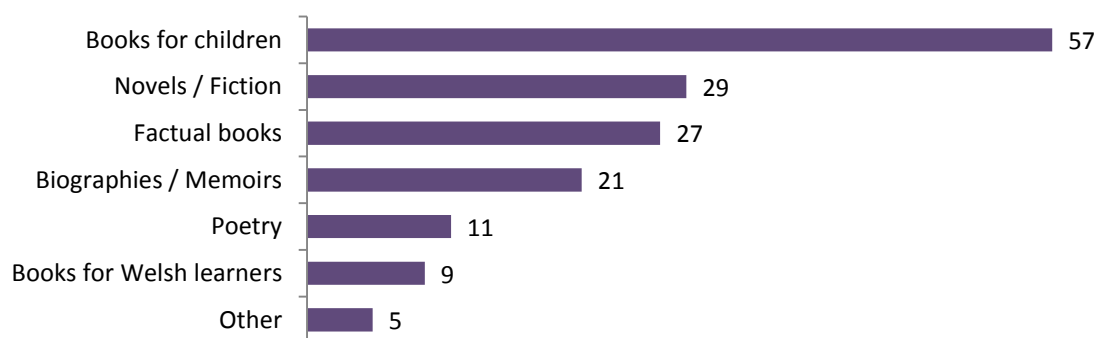


Base: All respondents who ever buy Welsh-language books; 2003 (347); 2006 (451); 2012 (622); 2016 (650).

3.2.4 Types of Books Bought

In terms of book purchasing, books for children were by far the most popular. More than half (57%) of those who buy Welsh-language books, buy Welsh-language books for children. Novels / fiction, factual books and biographies / memoirs are also popular (between 29% and 21% of those who buy Welsh-language books purchase these). Poetry books and books for Welsh learners were in demand for smaller proportions (approximately one in ten).

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



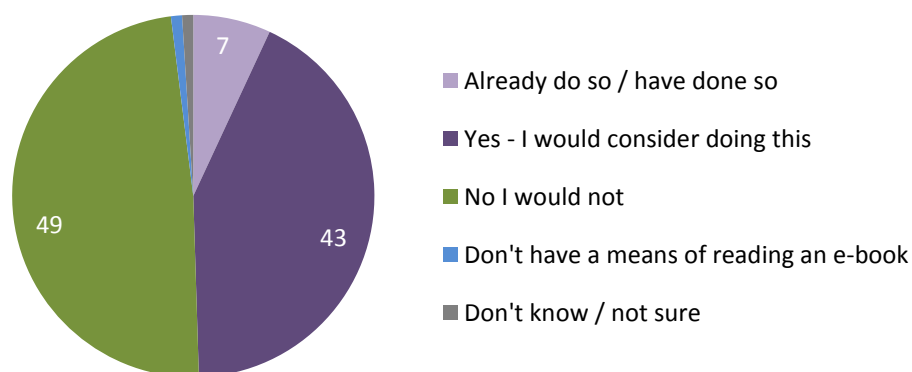
Base: All respondents who ever buy Welsh-language books (650).

3.2.5 Online Purchasing

In 2016 almost three in ten (28%) of *all* Welsh speakers had ever bought a Welsh-language book online – a ten percentage point increase from 2012 (18%), continuing the upward trend from 2006 (3%) and 2003 (1%). Of the remainder, more than a third (37%) either did not buy Welsh-language books or did not have web access, meaning that more than two fifths (44%) of those who ever bought Welsh-language books 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, 7% of those who bought Welsh-language books online or who had internet access, had already bought a Welsh-language e-book (up from 2% in 2012). However, more than two fifths (43%) 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 (577).

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 pha mor aml y dyddiau hyn rydych yn gorffen darllen llyfr yn y Gymraeg?*

DARLLENWCH ALLAN PAN YN ADDAS

- 1 *Unwaith yr wythnos neu 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 ei ddarllen 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 ei darllen allan, allwch chi ddweud wrtha i pa fath o lyfrau Cymraeg rydych wedi'u darllen dros y flwyddyn ddiwethaf? Unrhyw rai eraill?*

DARLLENWCH ALLAN - CODWICH 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 ddarllen allan, allwch chi ddweud wrtha i o ble ydych yn cael eich llyfrau Cymraeg fel arfer? Unrhyw le arall?*

DARLLENWCH ALLAN - CODWICH BOB UN A GRYBWYLLIR

- 1 *Prynu oddi wrth siop lyfrau Cymraeg (un ai i chi'ch hunain neu fel anrheg)*
- 2 *Prynu oddi wrth siop lyfrau Saesneg annibynnol (un ai i chi'ch hunain neu fel anrheg)*
- 3 *Prynu oddi wrth siop lyfrau fawr\cadwyn (un ai i chi'ch hunain neu fel anrheg)*
- 4 *Prynu oddi wrth archfarchnad (un ai i chi'ch hunain neu fel anrheg)*
- 5 *Prynu dros y rhyngwrwd (un ai i chi'ch hunain neu fel anrheg)*
- 6 *Prynu dros y ffôn (un ai i chi'ch hunain neu fel anrheg)*
- 7 *Prynu drwy glwb llyfrau (un ai i chi'ch hunain neu fel anrheg)*
- 8 *Prynu mewn Eisteddfod (un ai i chi'ch hunain neu fel anrheg)*
- 9 *Benthyg o'r llyfrgell*
- 10 *Benthyg gan ffrindiau neuteuulu*
- 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?*

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

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 ei prynu mewn blwyddyn?*

—

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 ALLAN - CODWICH 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 OS OES GANDDYNT FYNEDIAD I'R RHYNGRWYD

- 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 *Byddaf - fyddwn i'n ystyried gwneud hyn*
- 3 *Na fyddaf*
- 4 *Ddim gyda'r 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 Radio Cymru
- 16 Facebook
- 17 Twitter
- 18 Welsh Books Council Website - Gwales
- 19 Other websites \ the internet
- 20 At school \ college \ university
- 21 Through friends or family \ Word of mouth
- 22 Nowhere - no information available
- 23 Nowhere - don't want information
- 24 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?

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

DARLLENWCH ALLAN - CODWICH 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 *Cylchgronnau eraill*
- 9 *Catalog*
- 10 *Tafenni \ Poster*
- 11 *Trwy'r post*
- 12 *Siop lyfrau*
- 13 *Llyfrgel*
- 14 *S4C*
- 15 *Radio Cymru*
- 16 *Facebook*
- 17 *Twitter*
- 18 *Gwefan Cyngor Llyfrau Cymru - Gwales*
- 19 *Gwefannau eraill \ y we*
- 20 *Yn yr ysgol \ coleg \ prifysgol*
- 21 *Trwy ffrindiau neu deulu \ Trwy air*
- 22 *Dim yn unlle - dim gwybodaeth ar gael*
- 23 *Dim yn unlle - ddim eisiau gwybodaeth*
- 24 *Arall (nodwch)*
- 100 *Ddim yn gwybod*