



Book Week Scotland 2018

Evaluation

Report for Scottish Book Trust

March 2019

Key Points Summary

The BWS 2018 evaluation sought to evidence success against four outcomes around awareness, participation, enjoyment and the wider benefits of taking part. A mixed methods approach was taken to data collection with a significant volume of feedback provided to inform the work.

Awareness

- One third (33%) of omnibus survey respondents said that they had heard of BWS. This represents an increase on last year.
- The main sources of awareness for BWS were word of mouth (consistent with earlier years) and contact with local partners or champions for BWS.
- There was a significant increase in overall media coverage in 2018.

Participation

- A survey of audience members at selected events this year evidenced a more equitable split in participation among men and women.
- As with previous years participation remains strong among those aged 25-55, but is less robust in older and younger audiences. This was evidenced from almost all data sources, including feedback from young programmer events which, although designed to attract younger audiences, attracted many older participants.
- The main means of participation was attendance at events, although interest in the free book was strong and there was also evidence from multiple sources that families often get involved in BWS primarily through their children taking part (including through receiving gifted bags or taking part in Bookbug or school activities during the week).
- A number of new partners got involved in BWS in 2018 and reported positively on the experience. Many other partners returned for the fifth year running, expanding their offer from previous years. Libraries were again at the forefront of partner engagement.
- Among the 59 partners who completed the online survey, a total of 115 events were reported, attracting an audience of just over 4,600 from a capacity of 5,300 (i.e. 87% full). The true number (including those who didn't take part in the survey) will have been significantly higher.
- Among the 126 schools who responded to the survey, it was reported that around 1,900 staff, 22,420 pupils and 2,288 others (Including parents/carers, etc.) took part in BWS activities or events. Again, the true number (including those who didn't take part in the survey) would have been significantly higher.
- Library services reported a total of 203 events run during BWS 2018 using SLIC funding (an increase from 177 in 2017) Events ran at 90% capacity (a 5% increase

from 2017). Together, the data show a continued upward trend in library service events, audiences and capacity during BWS over the last three years.

- The main reasons for lack of participation were not knowing what was available, being too busy/not enough time and not knowing the dates for BWS 2018. This is similar to previous years.

Enjoyment

- The majority of people attending events rated their enjoyment as either 4 or 5 on a scale of 1-5 (where 5 represented the greatest level of enjoyment).
- The free book and the vote for the most rebellious book of the 21st century received particularly positive feedback.
- All but one school who responded to the survey said that taking part in BWS had increased pupils' enjoyment of reading and writing.

Benefits of Taking Part

- A wide range of personal and organisational benefits were reported by individuals and partners, including:
 - personal growth/learning
 - increased confidence to participate in literary social activities
 - opportunity to promote reading for pleasure
 - events raising the profile of libraries and other partner organisations
 - events bringing communities together
 - creating opportunities to bring partners together under the umbrella of a recognisable national event
- Almost all (88%) of partners said that they would definitely take part in BWS again in future years. All but one library service said that they would take part again as well as 97% of schools.

Other Feedback

- Most participants were regular readers (with high frequency of self-reported reading behaviours), the same as previous years.
- Many individuals, schools and other partners reported that this was their first time participating in BWS suggesting that there was success in reaching new audiences.
- One third of BWS 2018 partners (34%) said that they had not organised reading events before, also showing an increase in reach. Among schools, 8% reported that they were taking part for the first time in 2018.
- Several unsolicited comments were received in relation to both the 'Rebel' theme and the posters/branding used in 2018, with many expressing a preference for what they perceived to be 'bolder' marketing compared to previous years. Others had, however, found the theme too adult and found the imagery too obscure. As with previous years, people felt advertising materials needed to be more specific in sign-posting people to events, as well as being more explicitly linked to books and reading.

Introduction

Background

Book Week Scotland (BWS) is the country's annual, national celebration of reading and writing. It is delivered via a multi-strand programme that seeks to raise the public's awareness of the benefits of reading and to provide a wide range of opportunities for people to make space for reading in their lives. It is organised by Scottish Book Trust. In 2018, people could have got involved in the following ways:

- Attended a Book Week Scotland event
- Picked up a copy of the free 'Rebel' book
- Wrote a 'Rebel' story
- Took part in the Reading Lunch
- Took part in the Digital Festival
- Voted for the most rebellious book of the 21st century
- Held or took part in a Book Sale
- Shared activities on social media
- Watched Authors Live
- Child(ren) may have received a copy of the Bookbug Primary 1 Family pack, Read, Write, Count pack or attended a Bookbug session

As in previous years, Scottish Book Trust (SBT) commissioned an independent evaluation of Book Week Scotland (BWS) in 2018, the results of which are presented here. The report will be used by SBT to inform the design and implementation of BWS in future years.

Outcomes

The evaluation sought to gather feedback from as many people as possible who had been involved in BWS 2018 to allow success against the following four outcomes to be measured:

1	People are aware of Book Week Scotland
2	People take part in Book Week Scotland
3	People enjoy Book Week Scotland
4	Taking part in Book Week Scotland is beneficial for individuals and organisations

The evaluation engaged BWS organisers, including SBT staff, libraries and other partners, as well as members of the public, both those who had taken part in BWS and those who had not.

Research Approach

A mixed methods approach was used, as shown in the figure below.

In 2018, a number of new research methodologies were trialled which sought to collect a richer and more representative view of who takes part and how participation impacts on enjoyment. This included:

- replacing the online individuals survey with a mentimeter survey, to capture feedback in real time on participant demographics at a select number of events. Sticker sheets

were also used by partners in a selection of venues to capture real-time feedback, as well as 'vox pops', or short informal videos to capture what people felt at the time of participation;

- replacing focus groups with people who *had not* taken part in BWS (to learn how to encourage engagement in the future) with focus groups with people who *had* taken part, to capture feedback on whether events had met expectations and how participation had impacted on individuals and host partners; and
- offering an interim 'all-in-day' in the months following BWS to allow partners a chance to come together and share their learning from BWS 2018, to better inform development of the 2019 programme.



Retained from earlier years were the national online omnibus survey run by YouGov (to collect data from a representative sample of Scottish adults (1000) and provide feedback on awareness of BWS 2018 and participation) as well as focus groups and interviews with partners and online partner surveys (including a survey of libraries).

Other data relating to individual participation which was captured by SBT and partners and supplied to the evaluation team included:

- audience numbers - recorded at all events;
- press coverage - throughout BWS 2018 (including TV, radio, print items, etc.); and
- Social Media monitoring statistics - for the period immediately prior to BWS, during BWS and immediately after.

Findings, as they relate to each of the specified outcomes, are reported in the remainder of this report.

Outcome 1: People Are Aware of BWS

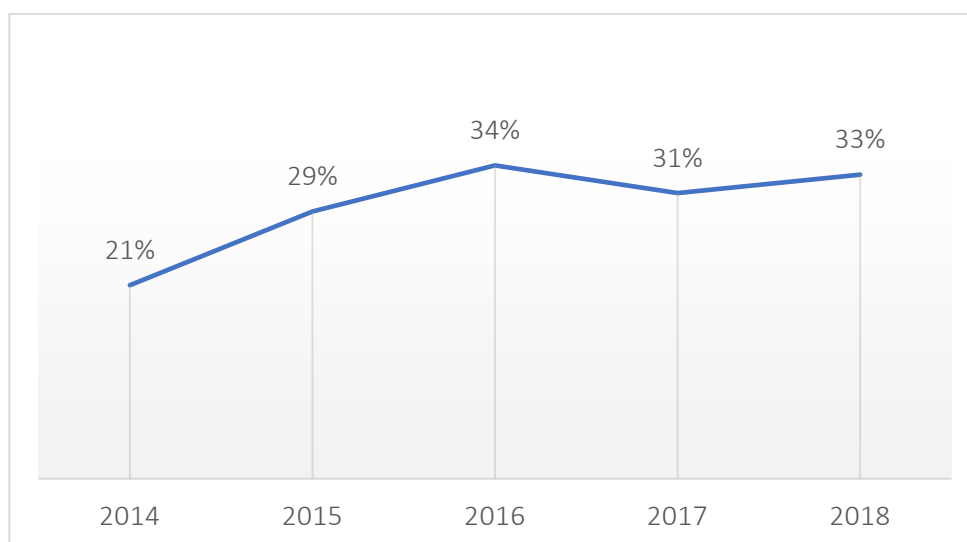
Main evidence gathered:

- Omnibus survey
- Media and Press Statistics
- Social Media Monitoring Statistics
- Focus group feedback
- All-in-Day feedback

Awareness of BWS Over Time

The main measure of awareness among the general population that is used to gauge awareness of BWS is the omnibus survey. Participants in that survey are asked “Before taking this survey, had you EVER heard of 'Book Week Scotland?”

The figure below shows that a third of adults (33%) said that they had heard of BWS in 2018 - a slight increase compared to 2017, and a continuation of the steady rise in awareness over the last five years.



An analysis of the demographic profiles of omnibus respondents who said that they had and had not heard of BWS 2018 showed that women were more likely to have heard than men (38% and 26% respectively) and that there was greater awareness among those aged 25-55 compared to those at higher or lower ends of the age spectrum. This finding is the same as previous years.

This year, there was no difference in awareness by social grade or socio-economic classification, and awareness levels were similar around the country, the exception being the North East of Scotland where awareness among participants was noticeably lower (19% of participants were aware).

Media and Press Statistics

In total, 597 pieces of press coverage were secured for Book Week Scotland 2018 over the period of November to December. Broadcast coverage rose significantly compared to 2017, with a total of 71 pieces.

The table below shows the media coverage for 2018 alongside the previous two years for comparison purposes.

	Broadcast	Print	Online	Total Reach	Value
2018	71	211	315	34.3 million	£889,126
2017	7	310	160	10.0 million	£842,408
2016	27	356	349	27.4 million	£1,010,199

Overall, 286 articles were published during Book Week Scotland itself compared to 180 last year. Highlights for 2018 included:

- Chitra Ramaswamy previewed Book Week Scotland in a Sunday Times feature, mentioning the vote: Rebel and read your way out of that comfort zone
- The Scottish Sun previewed Scotland's Greatest Football Rebel with a top 10 piece by Daniel Gray
- BBC Radio Scotland Afternoon Show with Janice Forsyth covered rebellious reads and previewed Rebel Inc Film with Kevin Williamson
- #BookWeekScotlandSpinePoem was covered by BBC Radio 2's Jo Whiley and Simon Mayo
- BBC Radio Scotland Newsdrive featured an interview with Marc on Muriel Spark collection to every library
- News Bulletins on ITV 1 Border carried Book Week Scotland coverage
- A press release on Poverty Safari winning most rebellious read of the 21st Century landed coverage in the Daily Record and Metro (Scotland)
- The Guardian online carried a piece by Nicola Sturgeon on her five favourite reads with rebellious characters
- Coverage of Nicola Sturgeon discussing her favourite books with author Maggie O'Farrell at Stirling Castle was syndicated by Press Association on 23/11 to a large number of titles including Mail Online UK
- 'The Week in Books' Guardian Review supplement covered the Maggie O'Farrell and Nicola Sturgeon event at Stirling Castle
- The new programme Pitch It gained coverage in The Herald, Primary Times and Scottish Field
- Scottish Book Trust partnered with Glasgow Taxis to give away copies of Rebel, gaining coverage in the Metro, Evening Times and Glasgow Live

Social Media

Social media highlights in 2018 included:

- the Digital Festival generated over 150k videos views in one week
- Maggie O'Farrell, Akala, Nicola Sturgeon and Pat Nevin all appeared live during Facebook Live shows

- the #BookWeekScotlandSpinePoem campaign went viral on Twitter and Instagram and was mentioned on BBC Radio 2
- there were 502 engagements with #BookWeekScotland hashtag on Instagram during the campaign

Appendix A shows the digital marketing statistics for the period prior to, during and after BWS.

Sources of Awareness

In previous years, sources of participant awareness have been gauged via an online survey of participants. This was not run this year, however, feedback was sought during focus groups with those who had taken part around how they had learned of the events/activities that they took part in.

The main sources of awareness were:

- word of mouth - including hearing about events from friends who followed SBT social media;
- posters in venues - including events hosted in libraries and advertised via library services; and
- contact with organisers - many of the partners who ran events made direct contact with their audience groups/networks to promote BWS events and activities and encourage attendance.

No-one who attended the three focus groups said that they had heard about BWS 2018 from print or broadcast media and none had seen the dedicated Rebel posters, postcards, bookmarks, etc. (until the focus group sessions). Some had seen the blank posters which had been tailored for individual events.

Some organisers reported that they used their own posters and promotional materials to raise awareness of BWS events - these did not always make it explicitly clear that the event was part of BWS. Despite this, the feeling expressed during focus group sessions was that participants would still have attended, regardless of whether the event was affiliated with BWS or not. They were simply attracted to the event, and wanted to go along.

Some mixed comments were also received on the BWS 2018 branding which had a clear change of direction compared to previous years. Many preferred the new look and described it as being 'bolder' and more 'eye catching', whilst some felt it was quite 'aggressive' in style and preferred the more neutral and subtle colours that had been used in previous years.

Most participants at focus groups had not followed BWS on social media, but were keen to do so in future years as they felt this was a good way to communicate what was happening and to reach a wide audience (allowing participants to easily share information with their social networks to promote events further).

Finally, as in previous years, local champions played a key role in advertising events and attracting people to come along. Focus group participants in particular stressed the importance of a known local champion to ensure that events were a success:

“Our organiser is such a nice guy, and that’s what gets people in. All the staff - they really go the extra mile and that’s what makes the difference.”

Uncovered Voices

In 2018, one of the BWS young programmers worked with Uncovered Artistry, a non-profit organisation, based in Glasgow, that celebrates the creativity of survivors of domestic and sexual abuse. Throughout 2018, survivors had attended a free series of creative writing workshops, facilitated by professional writers to create an anthology of poetry, fiction, visual art and non-fiction. A wider call for submissions also went out across the country. Contributors received payment for their contribution, a free copy of the anthology, and were invited to read their work at the launch event which took place during Book Week Scotland 2018, headlined by poet, novelist and contributor, Claire Askew.

Hosted at a café in Edinburgh, the event was well attended with seven speakers, and over 50 other participants. Two of the performers were young people aged under 25 and a large number of the audience were also younger participants. Data collected on the night showed that the large majority of people who took part had never taken part in a BWS event before.

“It seems clear that the more representation of young people running events, will increase the representation of young people at events, as is the case with any kind of diversifying and widening of participation.”

Lots of people who contributed to the anthology did not consider themselves as writers or as being particularly involved in the literary scene. A lot of the readers had also never taken part in an event similar to this before and many mentioned that having something focussed on their experiences was refreshing and rewarding.

“I felt honoured to have my writing as part of Book Week Scotland.”

Almost all attendees rated the event as very enjoyable and gave positive feedback on the night. The event was beneficial for the young programmer in many ways - promotion for the organisation, reaching a wider audience group, the BWS funding allowed them to be more adventurous and not hold back in their plans for the event, and having support from SBT at the all-in-day and throughout the year created networks and allowed new connections to be made.

“Just the experience of being involved in a really big festival is obviously a really good experience.”

To have the empowerment of an organisation such as the Scottish Book Trust is really important for the kind of event we were putting on. The launch night was also excellent promotion for the anthology to assist with awareness and sales. The only downside of organising and taking part in the event was that the young programmer had limited time to take part in all of the other exciting parts of BWS herself! She will, however, definitely take part again in BWS in 2019!

“Hard themes but well curated and much needed.”

Outcome 2 - People Take Part in BWS

Main evidence gathered:

- Events feedback (including mentimeter survey, exit surveys, vox pops and focus groups)
- Omnibus survey
- Partner Survey, Schools Survey and Library Survey
- Case study interviews

Participation Data

The mentimeter survey asked participants at events for basic demographic data, including age and gender. The table below shows the gender profile of the 231 audience members who took part. As in previous years, there was a higher proportion of females in the audiences compared to males (58% and 39% respectively).

	Number of respondents	Percentage of respondents
Female	133	58%
Male	91	39%
Non-binary	4	2%
Other	1	-
Prefer not to say	2	1%
Total	231	100%

When looking at participation data by gender over time, however, there was a significant shift in the proportion of men who were recorded as having taken part this year. The table below shows that, in all previous years, men have accounted for roughly 25% or less of the recorded participants. While this may reflect a difference in the data collection method used over time, rather than the actual representation of men in the audiences, it is encouraging nonetheless.

	2015	2016	2017	2018
Male	21%	26%	18%	39%
Female	77%	74%	81%	58%
Other options	2%	<1%	1%	3%
Total	247 (100%)	286 (100%)	307 (100%)	231 (100%)

Self-reported participation taken from the omnibus survey showed a slightly different message, with 26% of men saying that they had taken part and 38% of women. This reflects a return to the historic trend which has seen more female participation than male. The overall message is positive, however, insofar as 25% of all omnibus participants who had heard of BWS said that they had taken part in at least one activity/event in 2018 (maintaining similar levels to previous years). The table below shows omnibus survey sample participation in BWS by gender, over time.

	2014	2015	2016	2017	2018
Male	28%	21%	35%	26%	26%
Female	33%	41%	30%	25%	38%

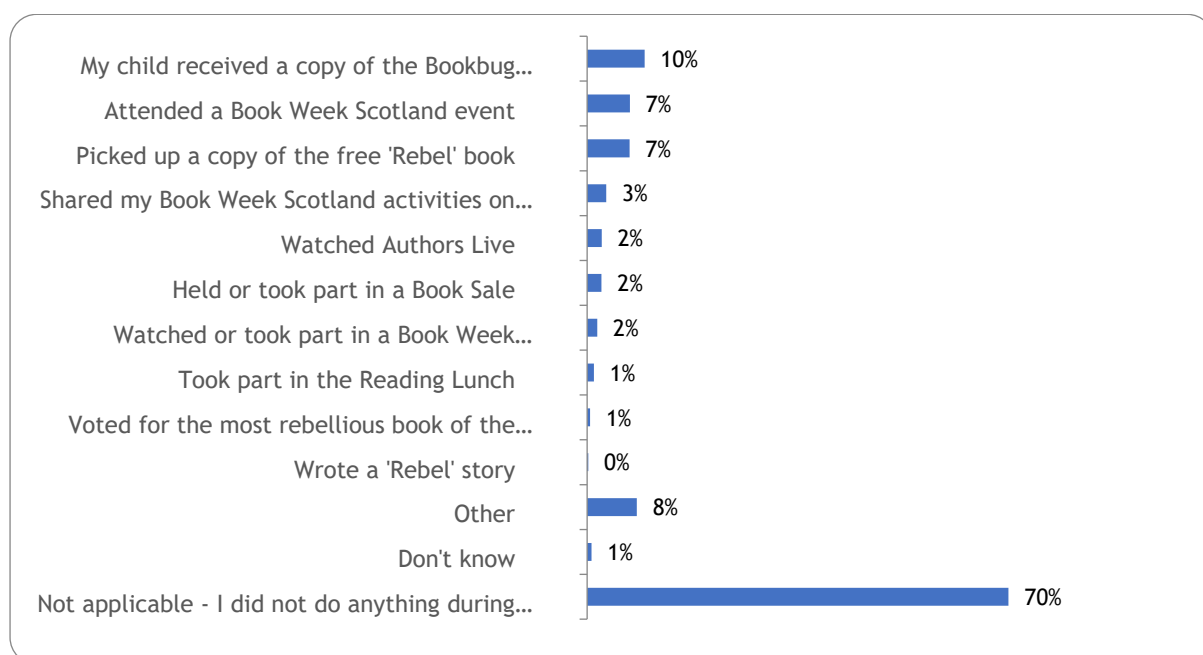
The table below shows the age profile of those who took part, based on the mentimeter survey findings. As with previous years, this shows that the majority of audiences who attended events, and took part in the survey, were aged 45+.

	Number of respondents	Percentage of respondents
Prefer not to say	5	2%
Under 18	26	11%
18-24	13	6%
25-34	11	5%
35-44	33	14%
45-54	46	20%
55-64	50	22%
65+	47	20%
Total	231	100%

This conflicts slightly with the omnibus survey that showed that those aged 25-44 who had heard of BWS were more likely than their older or younger peers to have taken part.

Engagement with Different Parts of the Offer

The main feedback on which parts of the BWS offer people had taken part in came from the omnibus survey this year. It showed that attendance at events, picking up the free book or children receiving the Bookbug Primary 1 Family bag were the most common means of taking part.



Among partners, the main means of engagement was offering events and gifting the free book, although the table below shows that libraries, schools and other partners all also reported engaging their respective audiences in several other components of the wider BWS offer.

Activity/Event	Libraries	Other Partners	Schools
Held additional event(s) (on top of those funded by SLIC/Scottish Book Trust)	66%	37%	-
Gifted the free 'Rebel' book	100%	56%	-
Encouraged users/audience to write 'Rebel' stories/Pupils wrote 'Rebel' stories	-	-	5%
Encouraged users/audience/pupils to take part in the Reading Lunch	22%	13%	17%
Encouraged users/audience/customers to vote for the most rebellious book of the 21st century	34%	21%	-
Encouraged users/audience to take part in the Digital Festival	31%	8%	-
Held or took part in a Book Sale	13%	21%	22%
Organised BWS activities at school	-	-	75%
Pupils attended Book Week Scotland events	-	-	13%
Twitter Q&A Pamela Butchart & Philip Reeve	-	-	2%
Book Spine Poetry Twitter Takeover	-	-	13%
Watched Authors Live	-	-	30%
Shared activities on social media	-	-	60%
Took part in a FMRC activity	-	-	32%
Gifted the Bookbug Primary 1 Family Pack	-	-	48%
Gifted the Read, Write, Count packs	-	-	42%
Total Respondents	32	52	126

Number of Events

Library services reported a total of 203 events run during BWS 2018 using SLIC funding (an increase from 177 in 2017). The total reported audience was 6,479 (also up from 5,836 in 2017) from a capacity of 7,191 (up from 6,876 in 2017). This means that events ran at 90% capacity (a 5% increase from 2017). Together, the data show a continued upward trend in library service events, audiences and capacity during BWS over the last three years.

Library services ran a total of 513 Bookbug events during BWS 2018, with an overall attendance of 13,014. This was a significant increase on the 360 events reported in the previous year.

The total number of 'other' events run by library services which were not funded by SLIC was 505 - a decrease on the previous three years. The reported audience at non-SLIC funded events was also lower at 19,802 (compared to 26,525 in 2017 and 21,763 in 2016) from a capacity of 19,587 (compared to 28,152 in 2017 and 28,317 in 2016).

Of non-SLIC funded events, 80 were supported by Live Literature funding, which is more than previous years. Overall, therefore, although the number of 'other' events was lower, the proportion which were funded by Live Literature has increased over time.

Among the 59 partners who completed the online survey, a total of 115 events were reported, attracting an audience of just over 4,600 from a capacity of 5,300 (i.e. 87% full).

Among the 126 schools who responded to the survey, it was reported that around 1,900 staff, 22,420 pupils and 2,288 others (Including parents/carers, etc.) took part in BWS activities or events.

Diversity of Events

In addition to the more traditional programme elements, some of the more innovative events that occurred as part of BWS 2018 included:

Libraries

- a pop-up library stall in a local shopping centre
- an interactive science programme for kids
- film screenings
- modelling workshops and robot sessions for younger audiences
- an altered book sculpture workshop
- walk and talk poetry recitals
- an audio reading group session
- murder mystery sessions

Partners/Outreach Partners

- zine making workshops
- a comic show
- intergenerational events
- a 'Rebel Ceilidh'
- a party with music and readings
- an afternoon of reading and live drama

Schools

- video book reviews
- film-making
- book swaps
- creating libraries/reading areas
- coffee mornings
- artist visits
- robot workshops
- book camps

“Something about ‘books’ and ‘reading’ is unlikely to attract someone who can’t read English, which is why we went with an illustration event. If they wanted to use visual imagery they could, or numbers, or symbols. It showed that you don’t need to be able to read or write English to take part in a book making event.”

First Time Participation

Those who attended events were asked to indicate if it was the first time that they had taken part in Book Week Scotland. While an absolute tally of first-time attendees was not possible, the data suggest that many were taking part in BWS for the first time. Indeed, feedback given on tally sheets captured by partners suggested that roughly 66% of attendees at those events had not participated in BWS before. Tally sheets from library events suggest that 55% of their audiences had not taken part in BWS before.

Among partners who completed the online survey, a third (33%) said that they had not taken part in BWS before as organisers. Among schools, 8% reported that they were taking part for the first time in 2018.

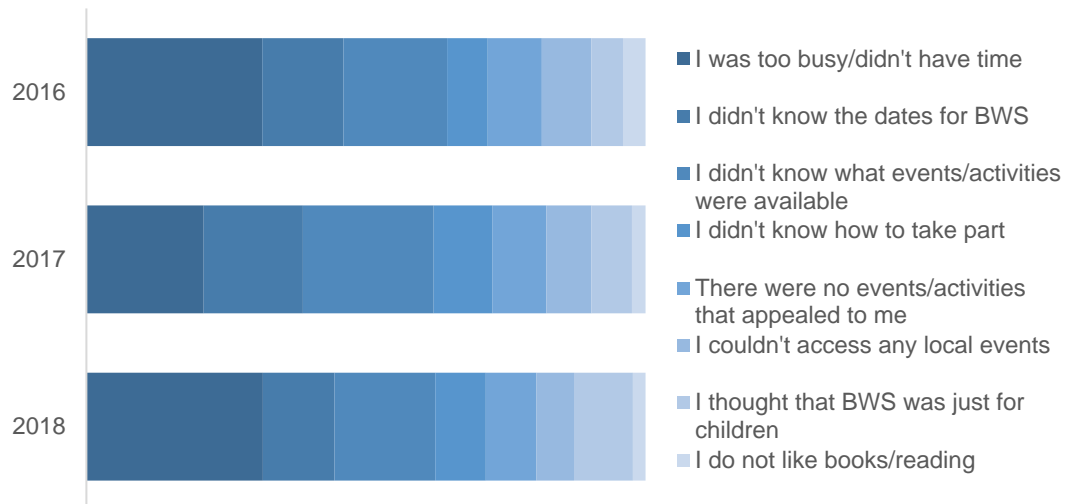
At one of the focus groups, all who were there were taking part in BWS for the first time, including children and adults.

Reasons for Not Taking Part

In previous years, focus groups have been run to explore the main reasons that people did not take part. This was not repeated in 2018 and instead, the main data to explore this point came from the omnibus survey.

The graph below shows that, as in previous years, the main reason for not taking part was people being too busy or not having enough time (accounting for 42% of those who did not take part). Indeed, there has been little change over time in the main reasons given for non-participation. Perhaps the only area where there has been any movement is that more people this year said that they thought BWS was just for children (14%) compared to less than 10% in all previous years.





Among those who took part in focus groups (and who had attended at least one BWS event), the main reason given for not attending other BWS events, or taking part in the wider offer was also time, (although some were not aware of the wider offer).

Among schools who took part in the online survey, only one said that they did not take part due to lack of funding, and two because of lack of time.

Taking Part in the Future

Almost all (88%) of partners said that they would definitely take part in BWS again in future years. All but one library service said that they would take part again as well as 97% of schools.

Among individuals, feedback from focus groups suggests a willingness to engage longer term (time and interest in the specific events permitting).

The Fruitmarket Gallery

A long-standing partner of BWS, the Fruitmarket Gallery ran three events during BWS 2018:

- a book launch and author event with David Hopkins, Professor of Art History
- a combined art exhibition and writer event featuring new writers - *'Women on the Road'*
- a writing workshop and reading party with HIV Scotland

Events were advertised through their published programme of events, reaching around 18,000 people, supplemented by social media advertising. The art exhibition event attracted many people who perhaps would not normally go to literary events, including some who struggle with reading and writing and choose visual arts as an expressive medium instead. It allowed them to see how the two artistic mediums intersect. The author event also attracted a wide audience because of the profile of the speaker and topic being discussed - attendees came from around the country.

"We've been doing BWS since it started, and every year we deliberately try to do something a bit bolder."

Using venues that are not traditionally associated with books and reading helped to attract a wide audience and Directors of other arts venues have taken inspiration from The Fruitmarket's BWS events to adopt the model elsewhere. Organisers felt that it provided a valuable opportunity for people to see the venue as something other than just an arts venue. The mix also gave authors and artists a chance to see themselves represented in BWS 2018.

A small group of men and women who had attended the first two events took part in a focus group to share their experiences. All had enjoyed the events, the only negative feedback being that they had been so well attended there were no seats! Events were described as well organised, welcoming and informal. The gallery space had specifically attracted some people to attend, and the content/focus of the authors/artists/writers was described as strong and inviting. All felt that participation had been beneficial, socially and intellectually.

"There's something quite powerful about meeting an author and hearing them speak. I feel it somehow helps to connect me to the work. You leave feeling much better for having gone."

Although participants had seen some of the other BWS events advertised, lack of time had been a barrier to engaging in the wider offer. Most were unaware of the online activities but said that they would have joined in, had they known. All knew that the events they had attended were part of BWS, although none had seen the BWS advertising or posters. Some had seen and taken the free book in 2018 (and in previous years) and appreciated the gift.

BWS has become embedded in the annual programme for the gallery and is something that they look forward to each year. The venue now books more events that focus on 'social values' rather than more traditional events, and BWS has very much provided the inspiration for that. In the future, the gallery is keen to embrace even more unusual event formats, recognising that these can sometime be challenging to fill, as no 'ready audience' exists.

"That's the great thing about Book Week Scotland. It really gives you an experimental space where, with not very much money, you can try something for the first time, and really get new relationships going."

A Radical Transfeminism Event

As part of the young programmer offer, a workshop and zine making event was organised, led by poet and editor of the Radical Transfeminism zine, Nat Raha. Centred on the needs of trans and non-binary femmes and women, the workshop ran in a closed space and provided opportunity for discussion, writing and making. Participants were welcome to bring materials they had been working on, or materials to use for zine making such as images, writing, or anything they wanted to include or share with the group. The workshop was free to attend and was specifically for trans, non-binary and queer identified people.

“It showed people how zines can be used as tools to disseminate politics, information and practice.”

Hosted at the Assembly Hall in Glasgow, the workshop was aimed at 18-25 year olds and was advertised through student and other young people's networks. It deliberately attracted a small audience, with a good mix of people who had previous experience of zine making and working on queer themes, and some novices to the topics being discussed as well as the skills being shared.

Following the workshop there was an informal public sharing with Nat performing some of her poetry. Workshop participants also had a chance to perform and share their work, but this was not a requirement of participation. The event coincided with the Transgender Day of Remembrance, which prompted wider participation from the audience. The evening performance was attended by greater numbers, with many attending specifically to hear Nat speak. The aim was to provide an accessible way of delving into such topics and feedback from participants gathered on the night suggested that this had been achieved.

“After Nat delivered some of her poems, a member of the audience also asked if she could come up to stage to share a poem that she had written specifically for the day, which was really nice.”

A lot of participants welcomed the chance to share ideas, explore the themes in more detail, both in the safe space, and outside of the space. It also provided people with practical tools. Feedback suggested that people welcomed a chance to hear Nat speak in person, to hear her powerful words and reflect on the possibilities presented. Exposure to ideas that they had not necessarily been familiar with before was also seen as beneficial for some participants.

“One of the participants said that it was nice to see the variety of content that was available on the day, and even though some of the topics may be tricky, approaching them in the process of making a zine, made them more accessible.”

For the young programmer it was a good opportunity to realise things that they had been contemplating for a while - creating safe spaces for queer people of colour to engage and accessing funds to reach and reward people for their participation. Feedback after the event suggests that there is an appetite for more similar events in the future.

Outcome 3 - People Enjoy BWS

Main evidence gathered:

- Events feedback (including exit surveys, vox pops and focus groups)
- Library Survey, Partner Survey and Schools Survey
- Case study interviews

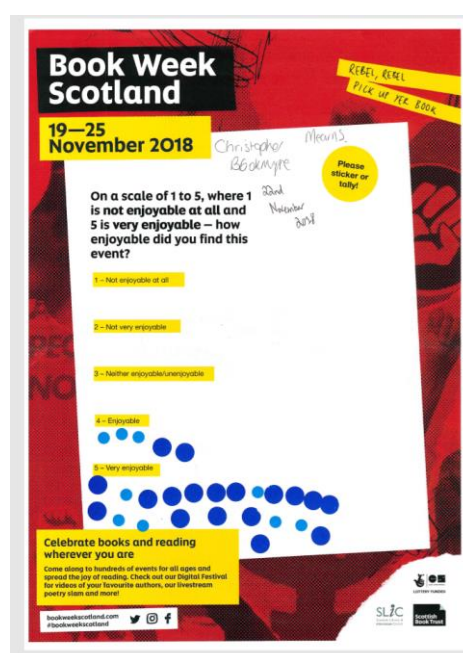
Exit Surveys and Focus Groups

Attendees at events were asked, “On a scale of 1 to 5, where one is ‘not very enjoyable at all’ and 5 is ‘very enjoyable’, how enjoyable did you find this event?”

Data returned by libraries showed that almost all participants (98%) said that they had found the events either ‘very enjoyable’ or ‘enjoyable’. Similarly, among attendees at other partner events, almost all participants (97%) said that they had found the events either ‘very enjoyable’ or ‘enjoyable’.

	Partners	Libraries
Not enjoyable at all	-	-
Not very enjoyable	<1%	-
Neither enjoyable/unenjoyable	3%	1%
Enjoyable	21%	12%
Very enjoyable	76%	86%
Number	1792	4446

Positive views were also expressed during focus group sessions, with all who took part saying that the events had either met or exceeded their expectations.



“It was thoroughly enjoyable, as it always is. I’ve never been let down by the events that I’ve attended.”

Vox Pops

Vox pops (or short videos capturing informal feedback from the public) were captured at a small number of events this year for the first time. Participants were asked what had encouraged them to take part, what they liked/disliked about the events and if they would be doing anything else for BWS 2018. Some of the responses from individuals who took part are shown in the table below. They demonstrate that participation was actively encouraged by friends/others, that events provided social/learning opportunities, were well received and that many who took part planned to or had already taken part in more than one BWS 2018 activity or event.

<p>What encouraged you to come along?</p> <p><i>"I came because I've been to book events before and they are a great way to meet like-minded people in the community."</i></p> <p><i>"I was particularly interested in what was being discussed."</i></p> <p><i>"I wanted to learn more!"</i></p> <p><i>"I really came along to keep my friend company tonight and I've had a fantastic time and really found out a lot."</i></p> <p><i>"It was good for my studies."</i></p> <p><i>"The programme made me think this was going to be an interesting event."</i></p> <p><i>"I liked this event because I got a free glass of wine!"</i></p>
<p>What did you like/dislike about the event?</p> <p><i>"I liked it because [the speaker] made it so very exciting, and it was just like an adventure story and he was obviously very enthusiastic about it!"</i></p> <p><i>"I liked it because it told me a tremendous amount that I didn't know. Also, the author spoke so clearly and it was such a friendly situation to be in. I thoroughly enjoyed it."</i></p> <p><i>"I felt this particular group brought together some different questions that I hadn't thought about."</i></p> <p><i>"I liked the varying voices - lots of different voices and I find that really interesting."</i></p> <p><i>"I thought the talk was extremely interesting and I particularly liked the speaker's passion. IT was really enjoyable and really informative and I am so glad that I took the time to come along."</i></p>
<p>Did you/will you be doing anything else?</p> <p><i>"I will be going to two more events - including whisky tasting!"</i></p> <p><i>"This is not the only book event I'm going to - I plan to go to one on Thursday too!"</i></p> <p><i>"I'm going to have a look through the list because some of the digital events will be good for me, as I live in quite a remote area."</i></p> <p><i>"I'm going to be gifting the free Rebel book - friends, family and just random people in the streets. And I'll tell them - it's for BWS and it should be celebrated as a wonderful thing!"</i></p> <p><i>"I have no plans yet to go to any other events, but I will have a look at the programme now and see if there is anything for me to go along to."</i></p> <p><i>"Not this year, but I have done in the past."</i></p> <p><i>"Yes - I was at a Book Group Quiz last night which was also really enjoyable, very good fun, and we all had a great time."</i></p> <p><i>"I can't do anything else for BWS this year, because I have to go away tomorrow. But I will definitely keep an eye out for next year!"</i></p>

Libraries and other partners were asked to provide ratings for each of the different components of BWS 2018. As in previous years, all elements received average ratings of 3 or above (where 1 is poor and 5 is excellent). The free book received the most favourable ratings overall, followed by the book sale and the vote for the most rebellious book of the 21st century.

BWS Components	Libraries	Other Partners
The free 'Rebel' book	4.5	4.6
Reading Lunch	3.9	3.8
Vote for the most rebellious book of the 21 st century	4	4
Digital Festival	3.6	3.4
Book Sale	4.2	4.3
Total Respondents	32	52

All but one school who responded to the survey said that taking part in BWS had increased pupils' enjoyment of reading and writing.

Dundee International Women's Centre (DIWC)

DIWC seeks to engage, educate and empower women from diverse ethnic and cultural backgrounds, to help them achieve their personal goals. They provide educational, recreational and social activities, as well as employment training, information and advice services for disadvantaged and/or excluded women from over sixty countries. For BWS 2018 they ran a 'Make a Zine! Discover Your Visual Language' workshop for families. Run by a local illustrator, this creative workshop helped women and children to create small self-published books on a topic of their choice, using just one sheet of paper. Inspired by the diversity of languages spoken in Dundee, participants explored and played with languages from around the world using collage and drawing.

Two mothers and four children took part in a focus group to provide feedback on the event, all of whom had never taken part in anything similar before.

"This is the first time I've been brave enough to come along to something like this, and I was quite surprised at how much they taught me...It was great fun."

All learned not only book making techniques, but also had a chance to interact with other participants, and meet new friends. The children, in particular, enjoyed attending an event that was not at the school or local library. Some suggested that similar events could be held in parks or soft play venues in the future, as this would appeal to children! Parents stressed the need for events to be accessible by public transport. All liked the idea of interactive events like the workshop that use minimal resources to create impressive outputs.

"I never imagined what you could do with just a piece of paper!"

Parents shared their experiences on social media, and had attracted interest from family and friends. Some had seen the free book at their local library, (although did not realise that it was part of BWS), and the children had also taken part in BWS activities at school. The 'Rebel' theme was described as interesting by parents and children, and they liked the idea of doing something rebellious! Children suggested that 'gaming' themes, or themes associated with well-known children's titles/authors/characters (Harry Potter, Roald Dahl, Disney, etc.) would be something that would interest them in future years. Parents suggested potential themes on social responsibility and culture. Although all participants were already keen readers, one parent had been particularly pleased that her child had picked up new skills which they have used since the day, to create and make books at home which he has sold to family and friends.

...one participant brought her son (I think he's about 11 or 12) to the workshop and he was so grumpy at the start of the session - he clearly just wanted to be somewhere else. But he quietly warmed to the idea of making a book and sat diligently writing and drawing, ending up producing something he was really proud of, loving the process of reproducing the books...Since the workshop, every day when he gets in from school, he asks to make a book, and writes about his day in it. Previously he would have asked to play with the iPad."

The organiser described it as a great opportunity to bring local people together.

Outcome 4 - Taking part in BWS is Beneficial

Main evidence gathered:

- Focus Groups
- Partner Survey, Library Survey and Schools Survey
- Case study interviews
- All-in-Day

Individuals

The main impact data for individuals this year came from the focus groups. The main benefits that were mentioned included:

- enjoyment/renewing or strengthening interest in themes
- taking part in discussions that you would not have a chance to otherwise
- feeling connected to authors/literary works
- communicating with authors/artists
- intellectual challenge/getting new ideas
- learning new things about the local community
- being presented with questions/feeling curious to explore more
- destressing at the end of the day

Interviews with partners who organised the events, as well as with the young programmers who took part in interviews suggests that the events were also particularly beneficial for individuals insofar as:

- reaching harder to reach audiences/bringing in new audiences
- bringing families/communities together
- giving people new opportunities/a chance to try something new

Organisations

Libraries reported strong book issue and visitor numbers during BWS 2018, as well as high numbers of new library memberships:

- total library service book issues = 185,623
- total library service visitor numbers = 316,957
- total library service new library memberships = 21,555

Case study partners reported that wider benefits included:

- bringing literature and the wider arts together
- promoting libraries and smaller organisations within the community
- giving organisers something to look forward to/a rewarding part of the job

“We enjoy Book Week every year and the fun and activity it brings. We make friends and new volunteers of those who make use of our facilities to record their stories, poems and jokes, all of which adds to the “local colour” of our broadcasts.....bring on Book Week 2019!”

Schools, as in previous years, reported positively on impacts across the board. BWS had provided an opportunity to promote reading for pleasure in almost all schools and had been celebrated by most.

	Schools
As an opportunity to promote reading for pleasure	81%
As a whole school celebration of books, reading and creative writing	63%
As an opportunity to include families and community as well as pupils	44%
As an opportunity to start a project or piece of work	25%
As a way to celebrate reading and creative writing achievements	45%
As a way to build on your existing curriculum	41%
As an opportunity to celebrate your school library	40%
Other	16%
Total Respondents	126

The 'other' ways in which schools felt that participation in BWS had been beneficial included:

- providing chances to work with other schools
- providing opportunities for pupils to organise and lead events
- getting parents involved in their children's learning
- generating interest in the school library
- engaging reluctant readers (including adults)
- a way to introduce poetry to children as a medium to enjoy and be performed

“It’s beneficial as a way to keep a spotlight on literacy and sustain our reading culture. To share good models of reading, which is really important in our school where family literacy levels are low.”

Participants who attended the all-in-day were also asked in what ways, if any, taking part in Book Week Scotland 2018 has been beneficial for their organisation. There was an overwhelming volume of feedback, summarised below:

Inspiration and Innovation	Partnerships
<ul style="list-style-type: none"> • Great for inspiration - seeing the programme gives me ideas • Themes are inspiring...allows for refocussing at that time of year • Gives us access to different authors and makes it easier to book them • Allows more unusual events to be hosted • Allows us to try new ways of working with writers 	<ul style="list-style-type: none"> • Encourages partnerships with schools and other organisations • Embraced by schools who then want to visit libraries • Opportunity for us to work with partners we might not otherwise - museums, community arts, schools, local groups, book groups, etc. • Encourages community links
Increasing Reach	Staff Confidence
<ul style="list-style-type: none"> • Gets people in through the door - boosts attendance and borrowing in libraries • Good for authors/illustrators not on Live Literature • People approach us as they expect us to be part of it • Attracts a different audience • People see how libraries have changed • Shows that we are more than just a library - we are a lifeline for communities 	<ul style="list-style-type: none"> • Builds confidence every year • Allows individual library staff to suggest ideas • It's a nice part of the job for staff to be able to organise events • Staff get a lot from hearing the positive feedback from participants • Staff enjoying being part of a national event • BWS is now sacrosanct and there is no pressure to do other things during that time of year
Profile of the Organisation	Funding/Resources
<ul style="list-style-type: none"> • Involvement in a national initiative as a smaller organisation is really useful • Keeps publicity high as local media are always interested • For libraries, we can say "Look at these events that we do" • A national platform for Leisure and Culture • Good to be participating in a high profile, national event • Raises our profile and shows that libraries are still relevant and of value - still part of the community. 	<ul style="list-style-type: none"> • Funding is key - couldn't engage with different people without it • Funding allows events to happen • Funding for events, when most other budgets are cut, is an essential lifeline to keep up our audience engagement and reach new people too

Currie Library

Currie library serves the communities of Colinton, Juniper Green and Currie. The library has an older resident population and, although they have an active regular programme, they have historically received feedback that it would be nice to have even more events in the local area. Many members of the local community face barriers accessing events further afield. They run their own book festival each year in the Autumn and BWS provides an opportunity to build on that and create even more opportunities for local people.

“There’s usually not anything like this around here...it’s nice to have something local...something like this can really bring people together.”

“There was a really diverse audience, and people that you don’t usually see.”

Picking up on the theme of ‘Rebel’, they worked with author Murray Armstrong in 2018 who had written about Scotland’s forgotten rebel, Thomas Muir. Murray visited the library on Monday of BWS to speak on Muir and his legacy and this was followed on Tuesday by a walk along Edinburgh’s Royal Mile to visit some of the places that Muir would have known. The ‘talk and walk’ was joined by SBT staff and the local MSP. The programme went on to Juniper Green later in the week for a talk on whisky. The following days, they heard from the local literary society and a local artist from Colinton. On Saturday of BWS, there was a prize giving for young people at a local school to award pupils who had written poems on the Rebel theme. The two winners, one in the P7/S1 category and one in the S2/S3 category, featured in the local newspaper, providing great publicity for BWS and the local library resources.

“What a great community atmosphere! And something like this reminds people of their community responsibility to use and keep libraries open for future generations.”

The venues used were familiar and accessible to all in the local community and the organising committee always make sure that venues are friendly for all, including those living with physical disabilities and/or impairments. The local undertaker even hosted one of the events this year! Having the community at the heart of the planning is key, and three local women and two men who attended a focus group commented positively that accessibility was a key factor in them being able to take part. All had taken part in multiple strands of BWS (including picking up the free book) and had championed local events with friends, colleagues and neighbours (based on their positive experiences of BWS in previous years).

“It’s a warm atmosphere, very welcoming, and people don’t feel at all awkward about asking questions.”

As with many BWS events, the success relies on a team of hard-working staff and local champions who advertise what’s on. They use local email lists, posters and materials provided by SBT and also attend markets and vaccination clinics to recruit a wide audience. All events are free with suggested donations made on the night and those who took part in the group explained that this in itself helps to bring different people from the community together.

“All of our events are free, and although we do get some donations, having the BWS funding allows us to offer so much more.”

Learning for the Future

Increasing Awareness and Participation

Feedback on ways to increase awareness and participation in the future, all put forward by attendees at the all-in-day included:

- building links with libraries and schools
- using TV as one of the best ways to reach people
- working with big partners like the NHS who have a wide reach
- keeping smaller organisations in the loop too
- using social media feeds from local authorities to advertise events
- greater use of Eventbrite/social media/Instagram/snapchat
- combining national and local promotion
- better communication with partners about the resources that are available (bookmarks, badges, etc.)
- sending more communications/materials directly to individual libraries/librarians rather than co-ordinating centrally
- introducing a 'bring a friend' scheme at events to try and achieve a wider reach
- different logos/advertising for adults/vs children's events
- using printed media alongside social media and avoiding overreliance on online formats
- speaking to people/word of mouth/SBT staff visiting local groups to encourage participation
- banners and balloons to put outside of venues/events to attract people in
- advertising in non-conventional spaces, e.g. football grounds, GP surgeries
- continuing to use the paper book as this is very useful as an advertising tool
- develop partnerships with the 'Metro' and 'The List'
- encourage authors to advertise their own events more/be more proactive
- posters to be more locally tailored
- keep consistency with graphics each year, to be more recognisable
- begin marketing much earlier each year
- sharing post-event memories/successes in local media

Focus group participants suggested busses, schools, play areas, soft play and supermarkets as suitable venues for posters. Parents suggested that children needed to see books, people or characters on posters to grab their attention. Bright colours were welcomed but the existing posters perhaps lack detail of what BWS involved and the different ways to get involved. More visual imagery was seen as important, especially for those who do not speak English. Focus group participants suggested that advertising future events through local community organisations and local champions would be most effective.

Partners also expressed mixed views in relation to the new marketing - some had loved the new bold branding and others felt that it had moved too far from what they recognised as the BWS 'look'.

“I understand why the branding was changed to bring it in line with the rebel theme but it seemed a shame to move away from the colours and branding that has been built up over the last 5/6 years that the public have begun to recognise and associate with Book Week Scotland.”

“This year, I felt that the artwork did not represent Scottish Book Week too well. It came across as quite strident and I don't necessarily think that people would have immediately made the link to Book Week Scotland.”

The 'Rebel' theme too attracted mixed responses. Some described it as brave and the strongest theme in the history of BWS, while others found it too adult and difficult to work with. This was evident in feedback from partners as well as focus group attendees.

“The theme this year was also more difficult to use with children and the fist icon was felt to be quite 'angry'.”

“I didn't really understand the fist - it doesn't tell you anything about books and reading.”

Other more general comments were received that the contact and communication from SBT was strong and much appreciated, and that the printed book should be retained as an essential element of BWS.

“Communication and marketing materials were strong as always from the BWS team which helped to organise and promote the events that we had set up.”

The earlier all-in-day was also welcomed by some as a chance to reflect early on learning from the previous year and to plan ahead early (including knowing the theme for the next BWS).

Barriers to increasing awareness, also put forward at the all-in-day included:

- funding cuts making it difficult for partners to spend time on awareness raising
- needing to work closely with partners to raise awareness and bring people in
- the challenge of not being able to send people into communities to build up relationships
- uncertainties around whether 'hard to reach' groups can access social media
- the title of 'Book Week' maybe disguising or hiding the full range of events and diversity of the offer beyond books

There were mixed views on whether events should be clearly promoted as BWS events (rather than being advertised in their own right as standalone opportunities or events being put on by the host partners). Some felt that to do so was important in raising the profile of BWS, and others felt that having events advertised on locally recognised posters/forums (using a venue's own logo/branding, etc.) was likely to attract more people in (i.e. a known/trusted/familiar source):

“It's more about the success of the event than knowing that it's part of BWS.”

Translated Literature

Working with Vagabond Voices, an independent publisher based in Glasgow, one young programmer put on a literary translation event, featuring four speakers, in an open discussion forum. It was one of two events funded by SBT and hosted by Vagabond Voices, a new outreach partner for Book Week Scotland in 2018.

Aimed at 25-40 year olds, the translation and publishing translation event engaged people on issues they were probably not familiar with, and generated some lively discussion. The event attracted a mixed audience of students and older adults with an interest in translation, and it worked well as an inter-generational event. Hosted in a café, they barely managed to squeeze everyone in!

“Many people who did show up probably had a niche interest in translation, but it still made for some interesting discussion.”

The event did not attract a ‘new’ audience *per se*, but rather attracted a niche audience for an event which was rare in terms of the themes being discussed. There were some interesting conversations between the more and less experienced participants and some useful networking across the board. For students and young audience members, having an opportunity to meet the translators was seen as invaluable and inspiring.

“The younger people seemed enthused that small publishers could do so well and took inspiration from that - the change that even a small team can make.”

The event ran smoothly, with more than enough information from SBT, and opportunities to access support if needed. The visit from SBT staff to help the organisers with preparation was also seen as invaluable. For the young programmer, it was beneficial in providing new experiences in organising literary events.

“I’ve never organised events before, so just the logistics of organising one was quite challenging and interesting at the same time, because you learn how to juggle lots of things, and deal with the interests of so many different people.”

Engaging young people was a challenge which was seen as not unique to BWS - having an even more visible presence throughout the week was suggested as something that might add more excitement and attract a younger audience in the future. Mentoring young people through the young programmer’s scheme was also seen as something very worthwhile to continue in the future, to encourage younger and more diverse audiences to take part.

“You get to meet and speak with people who are ground-breaking in what they do, and have done it for so long, that the sheer amount of experience they can share is inspirational.”

Suggestions for Future Evaluations

The evaluation approach changed in 2018 to try and make it more streamlined and accessible for partners and individuals. To inform future evaluations, views were also sought on ways that it might be tailored further in future years to maximise quality of feedback. Feedback from participants at the all-in-day included:

- that the mentimeter survey was likely to be off-putting to audiences (especially the need to use phones to take part)
- that the mentimeter was off-putting for staff due to problems with wi-fi, administration, etc.

“Whilst I totally understand why you want to try new ways to gather data, there was very little engagement with the new 'survey on mobile phones' approach. Many of the people who come to our events on a regular basis do not have access to a smart phone.”

- use of evaluation posers/sticker sheets as a simple solution/the posters and sticker sheets were easy to use
- avoiding spreadsheets, which are off-putting to some partners
- allowing partners to give feedback ‘offline’ or create a response which they can upload online at a later date (rather than all in one go via Survey Monkey)
- giving partners even earlier notice of the evaluation requirements, to allow them to prepare or combine with existing systems in place to gather audience feedback/avoid repetition
- vox pops are popular and provide good quality feedback but some partners would lack the resources to implement these directly
- to use more visual methods or digital story-telling to capture feedback
- audiences dislike giving any personal data (including age, gender, sexual orientation, postcodes, etc.) and partners are not keen to collect it due to GDPR
- people generally happy to give feedback but not under pressure (need to be able to take time to think)
- short anonymised paper questionnaires/traditional methods much preferred by some
- ‘Storing Stories’ software already familiar as a feedback tool for some
- a BWS branded ‘comments book’ to be provide to all partners to be filled in at events and returned to SBT for analysis
- allowing partners to use their own surveys/feedback mechanisms which they are familiar with and which capture data that is useful for them locally too
- ask more questions around things like accessibility, facilities, experience, impacts
- that simple comments sheets work best with small, diverse audiences

Several partners at the all-in-day also welcomed receiving feedback from previous years at the local or national level to help them persuade managers of the value of BWS. They suggested that evaluation reports or summaries could/should be shared more widely in the future to inform BWS planning at the local level.

“The thing that makes Book Week Scotland work well for us is the support from Scottish Book Trust. No question is too silly for the team in Edinburgh. The all-in-day provides inspiration and encouragement with a chance to hear what people are thinking to do in other areas...the support from SBT means that we never feel like we're doing things on our own. Thank you!”

Appendix A Digital Marketing Statistics

Book Week Scotland Totals	12/11/2018	19/11/2018	26/11/2018
Website/Microsite Hits	85,966	98,380	54,902
Social Media Video Views	7,026	165,436	60,015
Social Media Video Minutes Viewed	9,631	58,672	27,193
Facebook Impressions	853,094	1,605,047	423,946
Twitter Impressions	610,562	1,179,386	269,272
Facebook Engagements	3,045	3,595	228
Twitter Engagements	11,446	21,899	3,197
Social Media Engagements	14,491	25,494	3,425

BWS Facebook Activity	12/11/2018	19/11/2018	26/11/2018
Total Fans	28,554	28,527	28,540
Posts	12	19	2
Impressions	198,742	304,881	139,332
Engagements	2,561	2,736	145
Link clicks	671	203	1
Video Views	26	69,500	46,030
Minutes of videos viewed	24	29,600	15,500

SBT Facebook Activity	12/11/2018	19/11/2018	26/11/2018
Total Fans	16,387	16,439	16,454
Posts	10	14	3
Impressions	43,790	120,780	15,342
Engagements	484	859	83
Link clicks	306	503	121
Video Views	37	30,836	3,285
Minutes of videos viewed	19	8,160	980

BWS Twitter Activity during BWS	12/11/2018	19/11/2018	26/11/2018
Total followers	16,214	16,754	16,792
Tweets Sent	112	315	24
Organic Impressions	300,698	706,412	129,178
Link Clicks	471	1,050	159
Engagements (inc Retweets)	5,270	14,542	1,523
Retweets	465	1,252	157
Video Views	1	5,200	2,600
Minutes of videos viewed	-	612	274

SBT Twitter Activity during BWS	12/11/2018	19/11/2018	26/11/2018
Total followers	48,153	48,426	48,522
Tweets Sent	89	147	36
Organic Impressions	309,864	472,974	140,094
Link Clicks	934	406	381
Engagements (inc Retweets)	6,176	7,357	1,674
Retweets	790	1,252	205
Video Views	762	52,900	2,100
Minutes of videos viewed	88	6,600	239

YouTube	12/11/2018	19/11/2018	26/11/2018
New Videos Posted	-	2	0
Total Watch Time	9,500	13,700	10,200
Views	6,200	7,000	6,000

Instagram	12/11/2018	19/11/2018	26/11/2018
Followers	1,926	1,991	2,013
Posts	1	8	-
Engagements	67	510	-

Overall Website Activity	12/11/2018	19/11/2018	26/11/2018
Sessions	30,034	32,902	22912
Users	24,725	26,892	19597
Hits	79,592	92,471	54902
Pages per session	2.65	2.81	2.40
Hits on Book Week Scotland pages	11,363	10,999	1,400

BWS Events Microsite	12/11/2018	19/11/2018	26/11/2018
Sessions	2,904	2,760	N/A
Users	2,446	2,271	N/A
Hits	6,374	5,909	N/A
Pages per session	2.19	2.14	N/A