



Kids & Family Reading Report™

4th Edition





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A Letter from the CEO of Scholastic

We are pleased to share with you the findings of the **Kids & Family Reading Report, 4th Edition**, Scholastic's biannual study of children's and parents' attitudes and behaviors about reading. Much has changed since the first Kids & Family Reading Report was issued in 2006, but literacy remains *the* critical skill needed for school success.

Today's children are growing up in a world full of digital information, which makes it even more important for them to know how to analyze, interpret and understand complex texts, to separate fact from opinion, and to develop a deep respect for logical thinking. This edition of the Kids & Family Reading Report takes a closer look at the ways in which the increasingly popular use of digital devices, both at home and in the classroom, impacts children's and parents' reading behaviors. **We found that the percent of children who have read an ebook has almost doubled since 2010 (25% vs. 46%).**

Yet we also heard parents' concern that digital devices are distracting children from reading. **Among parents of children in every age group, nearly half feel their children do not spend enough time reading books for fun**—the kind of reading practice that is critical for children to build stamina, fluency, vocabulary and comprehension.

Our challenge is to harness the power of technology and kids' interest in ebooks to build better readers, and clearly the opportunity is there. **Of the children who have read an ebook, one in five says they are reading more books for fun—especially boys, who tend to be less frequent readers than girls. In addition, almost half of all children age 6 to 17 say they would read more books for fun if they had greater access to ebooks.**

Whether children read print books or ebooks, the more children read, the better readers they become, and the better readers they become, the more they enjoy reading. But reading practice cannot only occur in the classroom; children need access to books and time to read at home every day. **The Kids & Family Reading Report found that having reading role-model parents or a large book collection at home has a greater impact on kids' reading frequency than does household income.**

Furthermore, every child should be able to choose and own the books they want to read, for that choice builds literacy confidence—the ability to read, write, and speak about what they know, how they feel, and who they are. **We found that the power of choice is of utmost importance: nine out of ten kids are more likely to finish a book they choose themselves.**

The formula for every child to become a successful reader is simple: have books available at home at all times and be a reading role model; allow children to read the books they choose to read; and set aside time – 20 minutes or more each day – to read books for fun. With these practices, any child will not only become a fluent, skilled reader, but will also develop a love of books and reading that will last a lifetime.

We hope you will find this report useful and that you will share the data to build a powerful national movement that supports every child's right to read for a better life. We also hope you will join our global literacy campaign, **Read Every Day. Lead a Better Life.** at www.scholastic.com/readeveryday.

January, 2013

Sincerely,

A handwritten signature in black ink that reads "Richard Robinson". The signature is written in a cursive style with a large initial "R" and a small dot above the "i" in "Robinson".

Richard Robinson
Chairman, President and Chief Executive Officer
Scholastic Inc.

Key Findings

In fall 2012, Scholastic, in conjunction with Harrison Group, conducted a survey to examine family attitudes and behaviors regarding reading. The key findings of this research, based on a nationally representative sample of 1,074 children age 6-17 and their parents (2,148 total respondents), are as follows:

Kids, Families and eBooks

- The percent of children who have read an ebook has almost doubled since 2010 (25% vs. 46%). (Page 6)
- Among children who have read an ebook, one in five says he/she is reading more books for fun; boys are more likely to agree than girls (26% vs. 16%). (Page 8)
- Half of children age 9-17 say they would read more books for fun if they had greater access to ebooks – a 50% increase since 2010. (Page 14)
- Seventy-five percent of kids who have read an ebook are reading ebooks at home, with about one in four reading them at school. (Page 9)
- Seventy-two percent of parents are interested in having their child read ebooks. (Page 12)
- Eighty percent of kids who read ebooks still read books for fun primarily in print. (Page 10)
- Kids say that ebooks are better than print books when they do not want their friends to know what they are reading, and when they are out and about/traveling; print is better for sharing with friends and reading at bedtime. (Page 19)
- Fifty-eight percent of kids age 9-17 say they will always want to read books printed on paper even though there are ebooks available – a slight decrease from 2010 (66%). (Page 20)

Kids' Reading Frequency and Attitudes toward Reading

- Among girls, there has been a decline since 2010 in frequent readers (42% vs. 36%), reading enjoyment (71% vs. 66%), and the importance of reading books for fun (62% vs. 56%). (Page 22)
- Compared to 2010, boys are more likely to think reading books for fun is important (39% in 2010 vs. 47% in 2012), but they still lag girls on this measure (47% for boys in 2012 vs. 56% for girls in 2012). (Page 23)
- Frequency of reading books for fun is significantly lower for kids age 12-17 than for children age 6-11; frequency of reading books for school is also lower for kids age 12-17 than for kids age 6-11. (Page 28)

Parents' Role in Kids' Reading Practice

- About half of parents (49%) feel their children do not spend enough time reading books for fun, while the vast majority of parents think their children spend too much time playing video games or visiting social networking sites. (Page 34)
- The percentage of parents who say their child does not spend enough time reading for fun has increased since 2010 across all age groups of children (36% in 2010 to 49% in 2012). (Pages 35 and 36)
- Having reading role-model parents or a large book collection at home has more of an impact on kids' reading frequency than does household income. (Page 42)
- Building reading into kids' schedules and regularly bringing additional books into the home for children positively impact kids' reading frequency. (Page 43)



Section I:

Kids, Families and eBooks

The percent of children who have read an ebook has almost doubled since 2010.

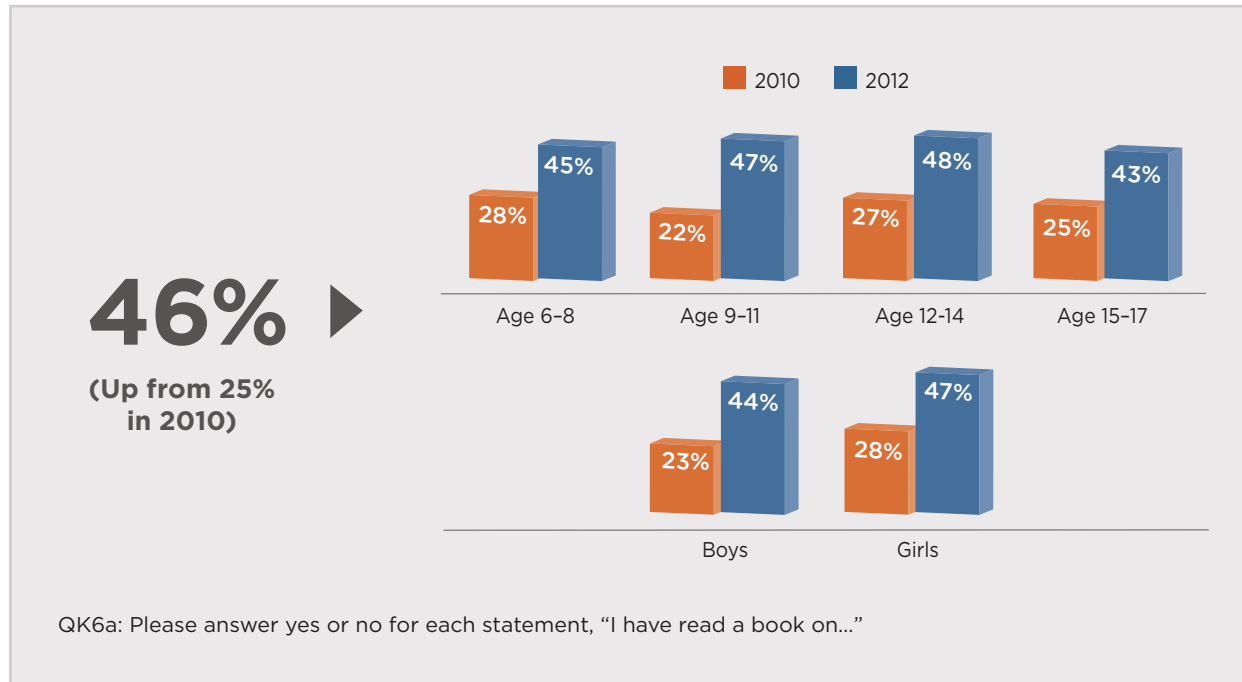
“It’s cool to read on an ereader.”

— 11 year-old boy,
New Jersey

“eBooks are awesome.”

—13 year-old girl,
Michigan

% of Children Who Have Read an eBook



Among Parents:

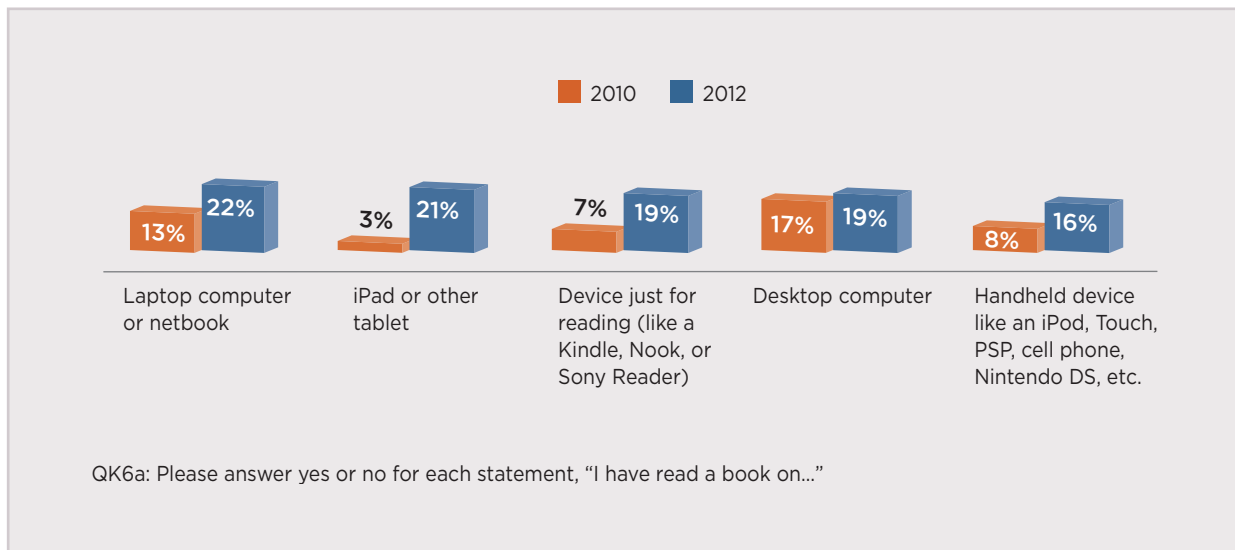
41% have read an ebook, up from 14% in 2010.

“My ereader is easy to carry in my backpack wherever I go.”

— 16 year-old girl,
Wisconsin

Since 2010, children’s ereading has increased significantly on all devices, other than desktop computers.

% of Children Who Have Read an eBook on Each Device



“It’s more fun, may cost less, and will help the environment.”

— 10 year-old boy, Texas

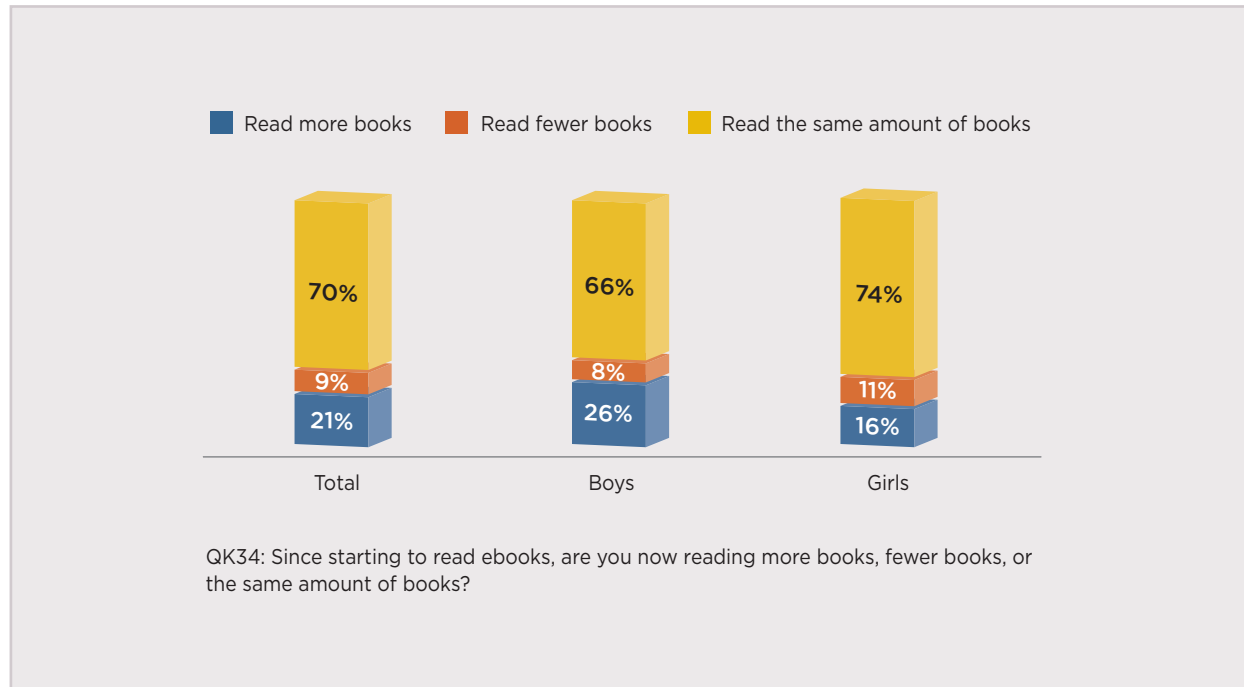
“When I am done with a book I can get another one in minutes.”

— 10 year-old girl, Ohio

Among kids who have read an ebook, one in five says he/she is reading more books for fun, especially boys.

Impact of eReading on Number of Books Read

Among Children Who Have Read an eBook



Among Parents:

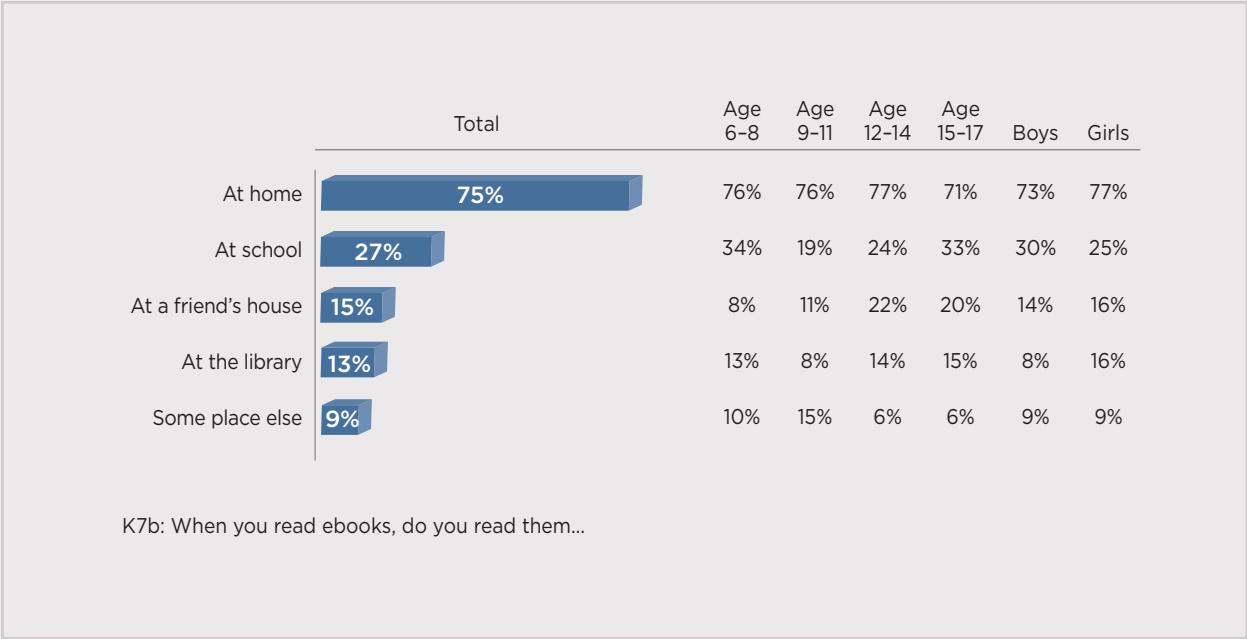
31% who have read an ebook say they personally read more now.

Most kids read ebooks at home, with about one in four reading ebooks at school.

“I like to read ebooks in bed in the dark before falling asleep.”

—11 year-old girl, Georgia

Places Where Children Read eBooks Among Children Who Have Read an eBook



“I like the feel of the book in my hand. Books are cozy like a friend.”

—13 year-old girl, Georgia

“Books in print you keep forever.”

—15 year-old girl, Ohio

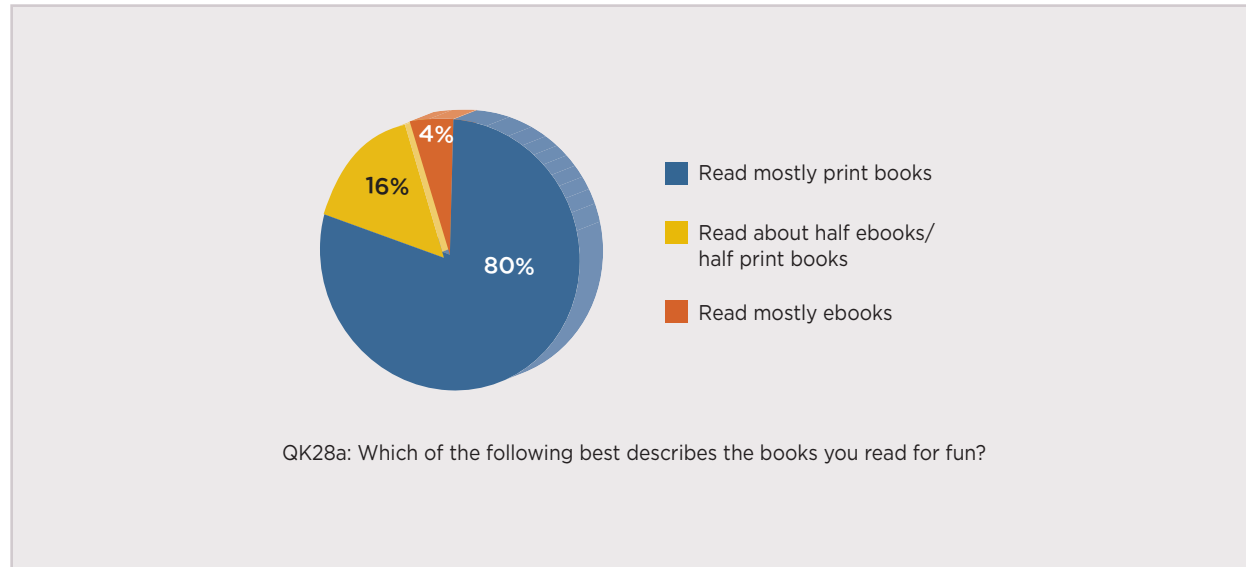
“I like to collect them and share them with friends.”

—17 year-old girl, Maryland

Kids who read ebooks still read books for fun primarily in print.

Format of Books Children Read for Fun

Among Children Who Have Read an eBook

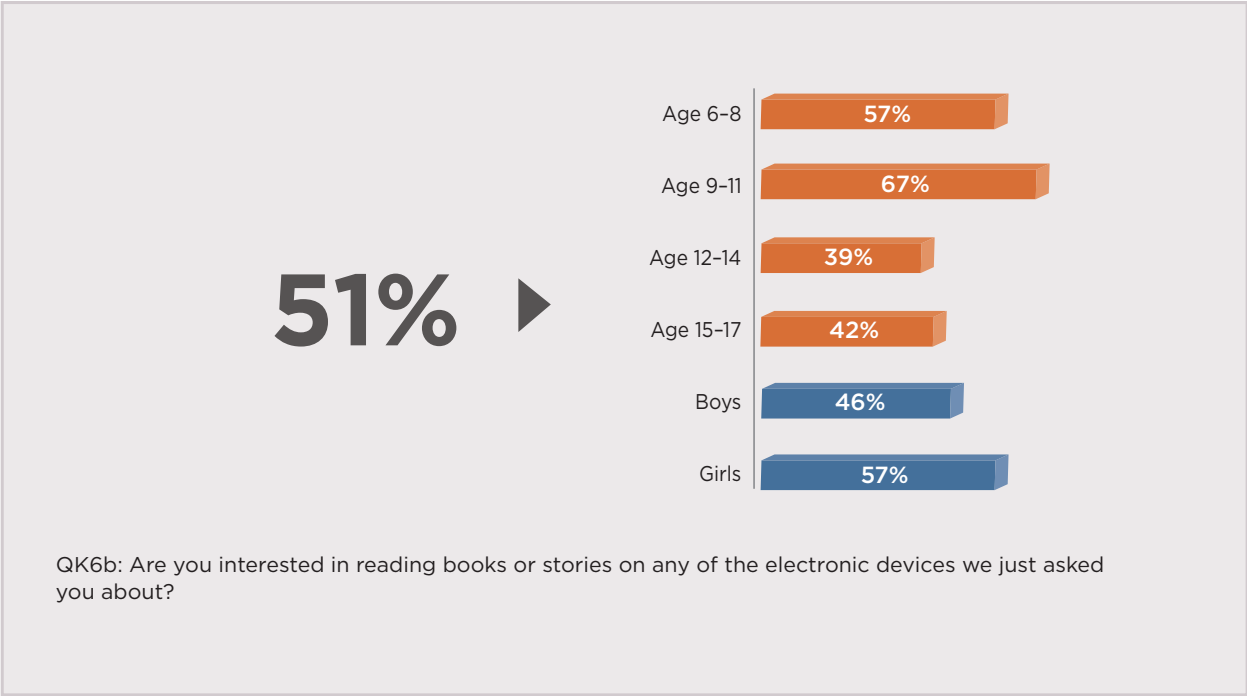


Half of kids who have not read an ebook are interested in doing so, particularly younger kids and girls.

“I’m not sure how much I would like to read ebooks, but do want to try it!”

—13 year-old boy, California

% of Children Who Are Interested in Reading eBooks Among Children Who Have Not Read an eBook



“I don’t have ebooks, but they sound fun.”

—10 year-old girl, Pennsylvania

“As long as he is reading that is what is important. If he prefers ebooks that is fine with me. I think more kids will be reading ebooks and he should be comfortable with both.”

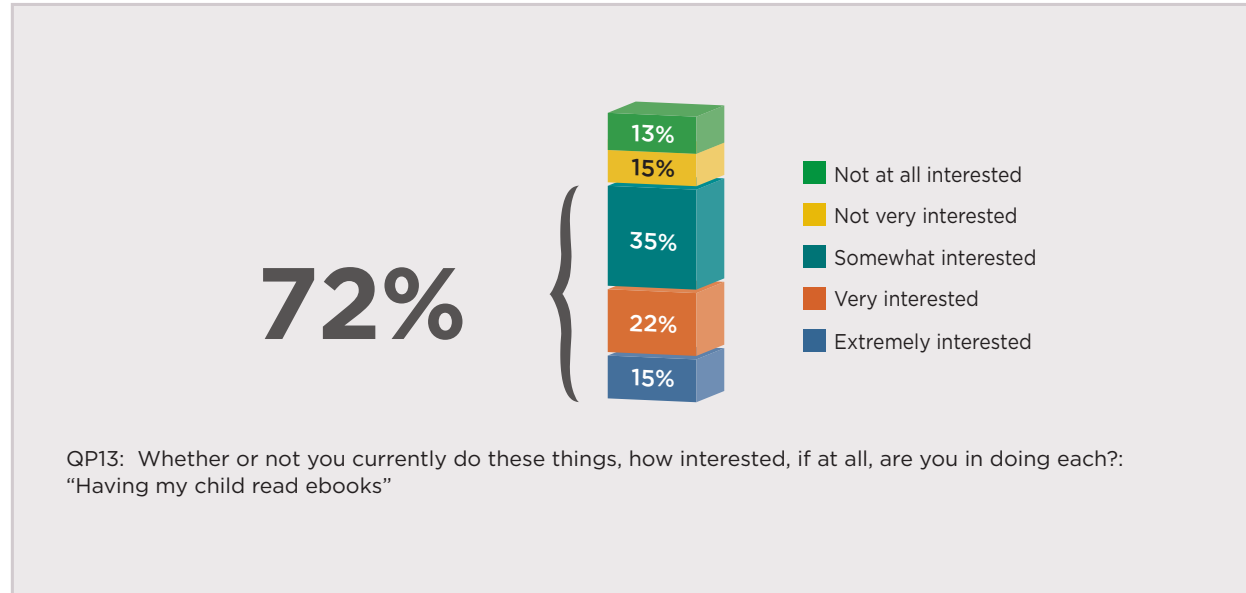
— Mother, 6 year-old boy, Georgia

“I feel that she would enjoy reading more books if she had an electronic device to use.”

— Father, 9 year-old girl, California

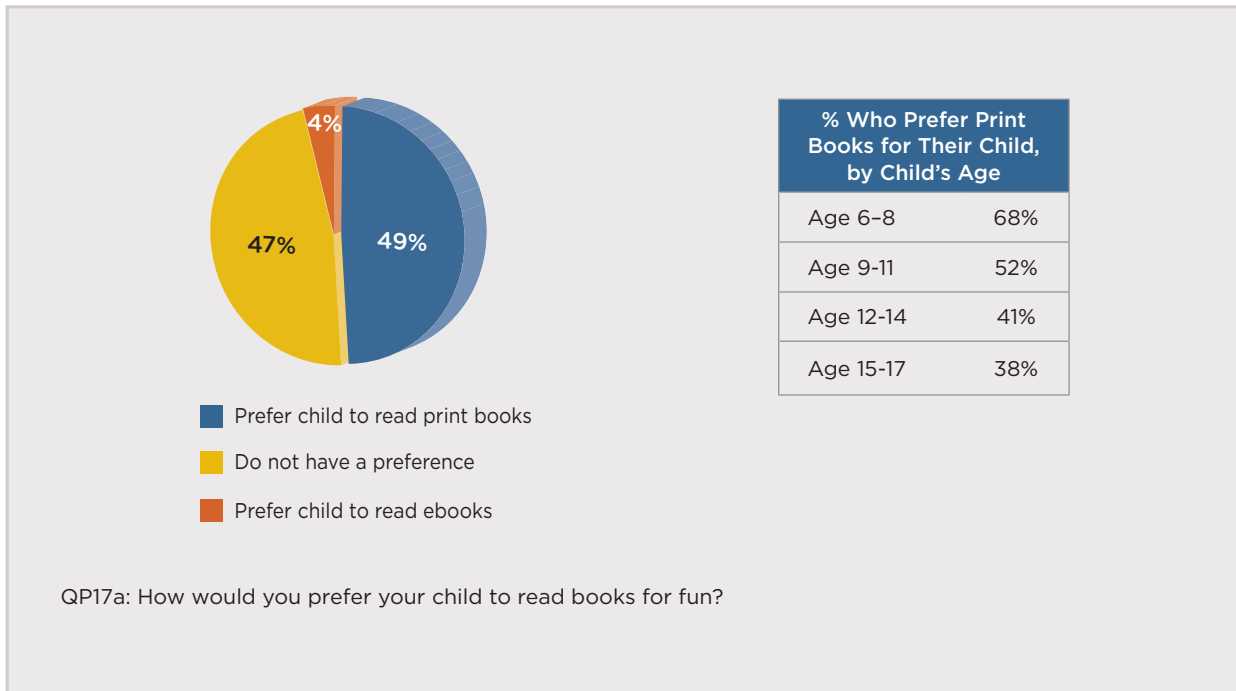
Seventy-two percent of parents are at least somewhat interested in having their child read ebooks.

Parents' Interest in Child Reading eBooks



Nearly half of parents do not have a preference for ebooks versus print books for their child, although print is preferred by 68% of parents with younger children.

Parents’ Book Preferences for Their Child—eBook or Print



“Reading is evolving. I love print books and generally prefer them but I see the utility of an ereader. I think she will discover on her own how she prefers to read.”

— Father, 6 year-old girl, Oregon

“She is just learning to read and tracking is important for her. It’s easier for her to track in print books for now.”

—Mother, 6 year-old girl, Utah

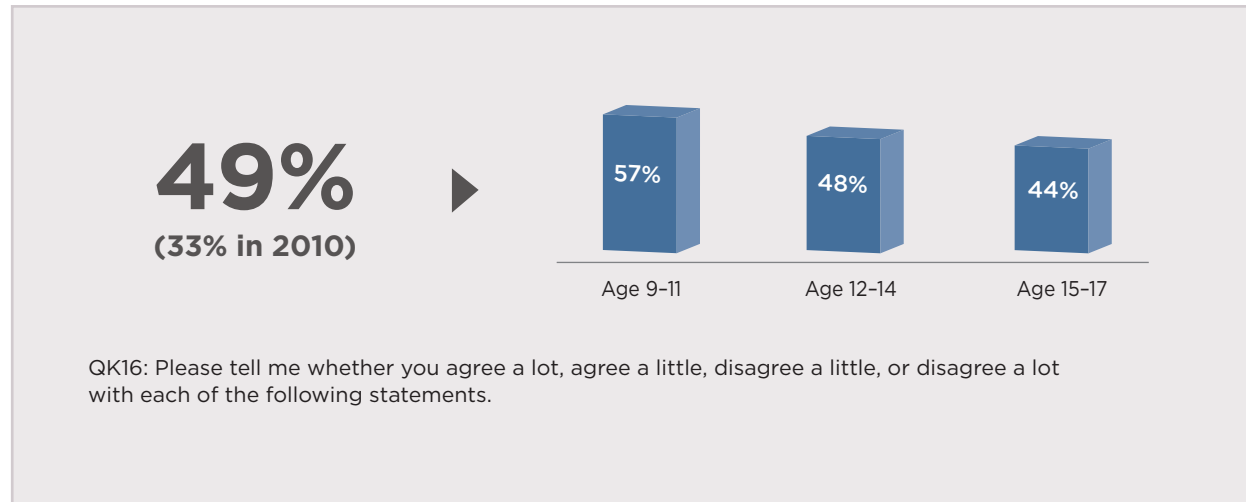
“I would like to get an ebook reader so I will want to read more books.”

— 16 year-old boy, Ohio

Half of children age 9-17 say they would read more books for fun if they had greater access to ebooks – a 50% increase since 2010.

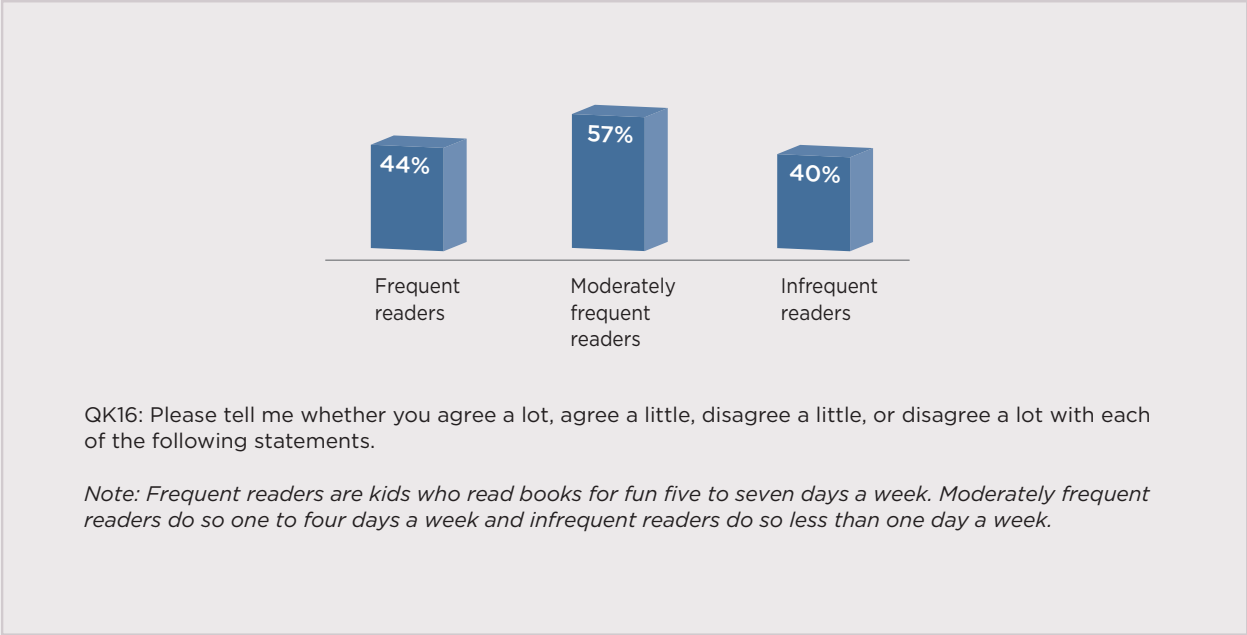
Children’s Agreement to Statement: I’d read more books for fun if I had greater access to ebooks.

Among Children Age 9-17



Of the kids who do not read ebooks, moderately frequent readers are the most likely to say they would read more books for fun if they had greater access to ebooks.

**Children’s Agreement to Statement:
I’d read more books for fun if I had greater access to ebooks.**
Among Children Who Have Not Read an eBook



“I’m a better reader, and I have more access to better books.”
—12 year-old boy, Pennsylvania

“I read more because I have an ereader.”
—14 year-old girl, Georgia

“I have all of them with me wherever I go so if I finish one I can start on another right away.”

— 14 year-old girl, Georgia

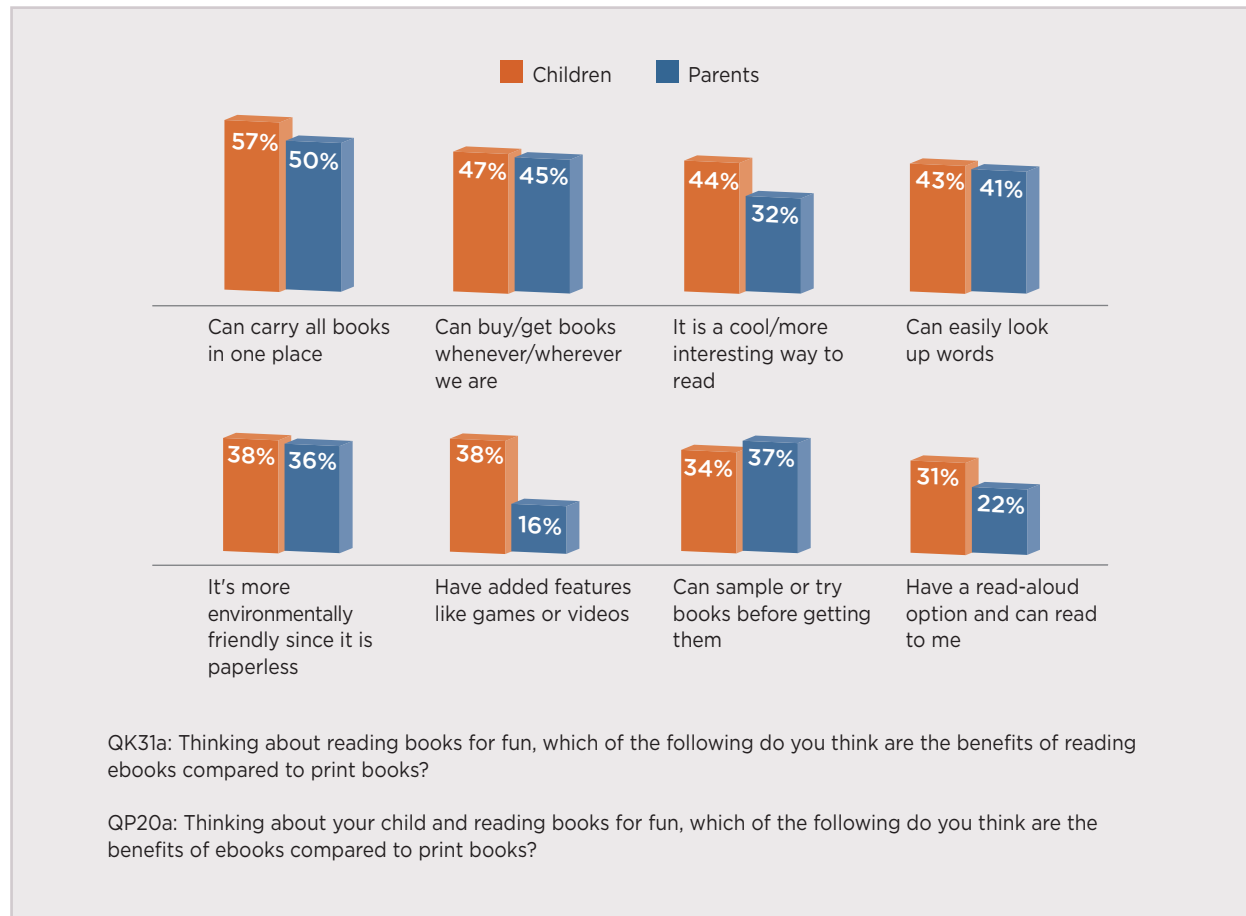
“eBooks are more readily available for download and it’s easier than going to the bookstore.”

— Father, 15 year-old boy, Illinois

Children and parents identify convenience as the top benefit of ebooks over print books for children.

Benefits of Children Reading eBooks

Among Children Who Have Read an eBook/Parents with Children Who Have Read an eBook



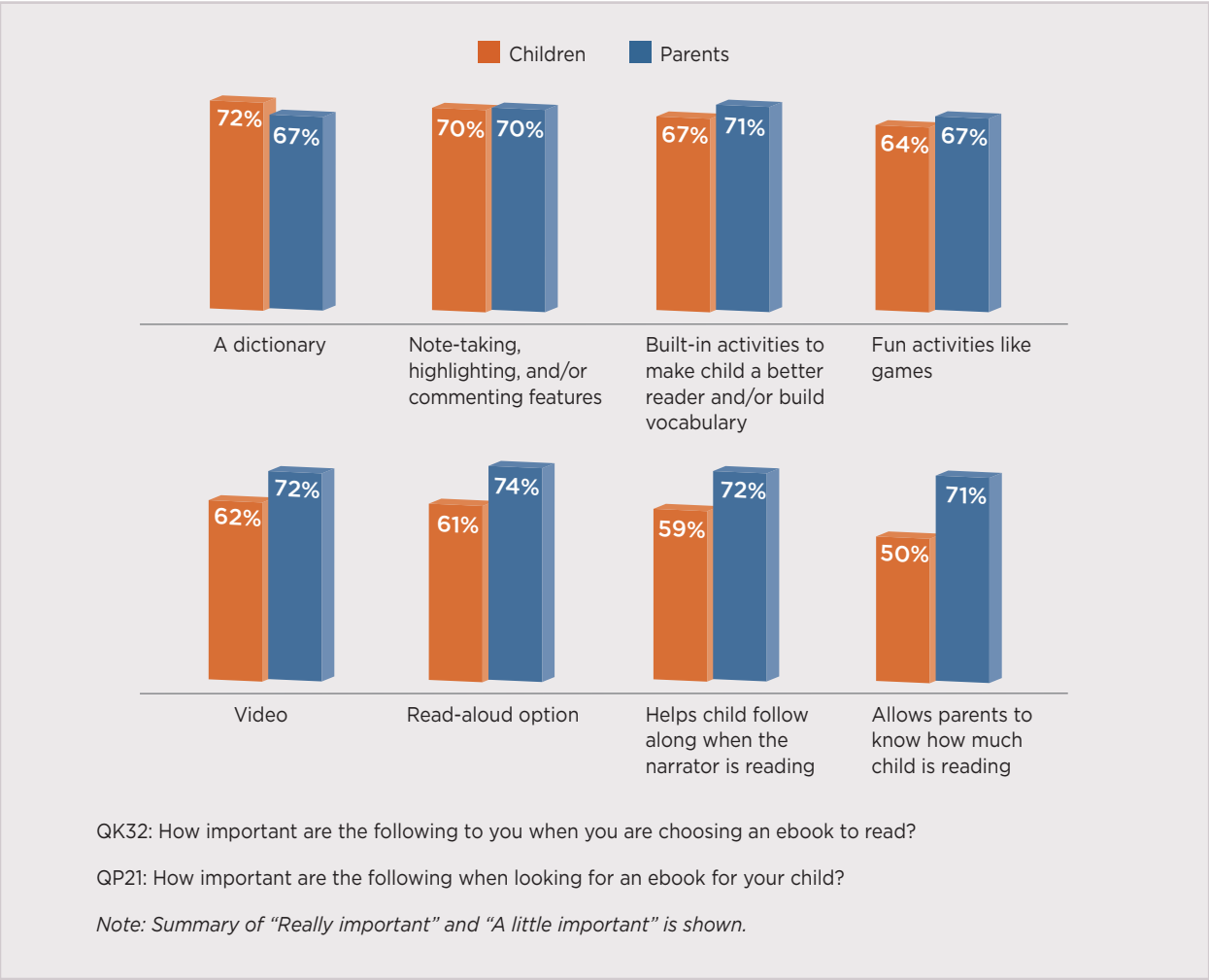
When choosing a children’s book, most kids and parents say interactive features are important.

“You can tap on a word to see what it means and you can make the words big or small.”

— 9 year-old girl, Virginia

Important Attributes of eBooks for Children

Among Children Who Have Read an eBook/Parents with Children Who Have Read an eBook



“My son has many print books, but he really enjoys ebooks because some have the option of being read to him.”

— Mother, 12 year-old boy, Pennsylvania

“I like having the page numbers and being able to feel the book in your hands, see how far you’ve gotten, and turn the pages.”

—14 year-old girl, Florida

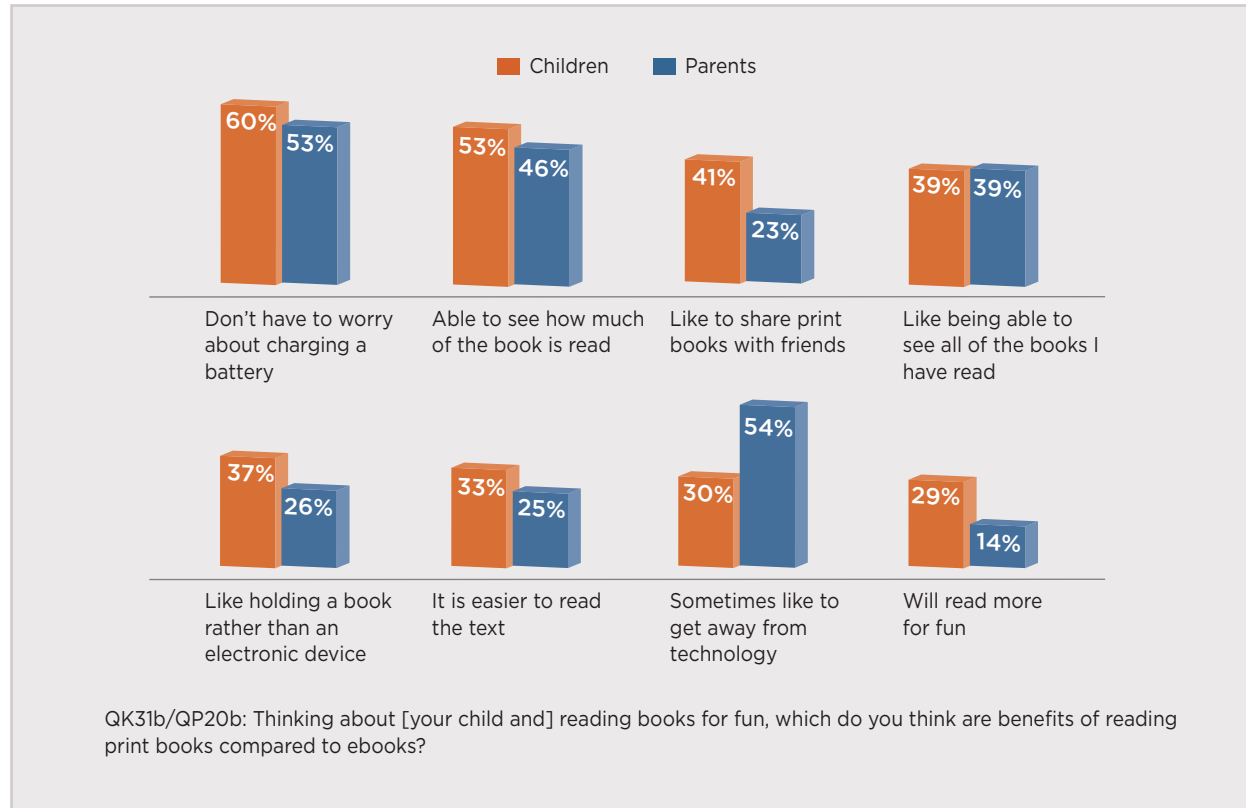
“There’s nothing like reading a book and turning the pages and books require no batteries.”

Mother, 10 year-old girl, Massachusetts

Children and parents say the top benefits of print books for kids are not having to charge a battery and being able to see how much they read.

Benefits of Children Reading Print Books

Among Children Who Have Read an eBook/Parents with Children Who Have Read an eBook



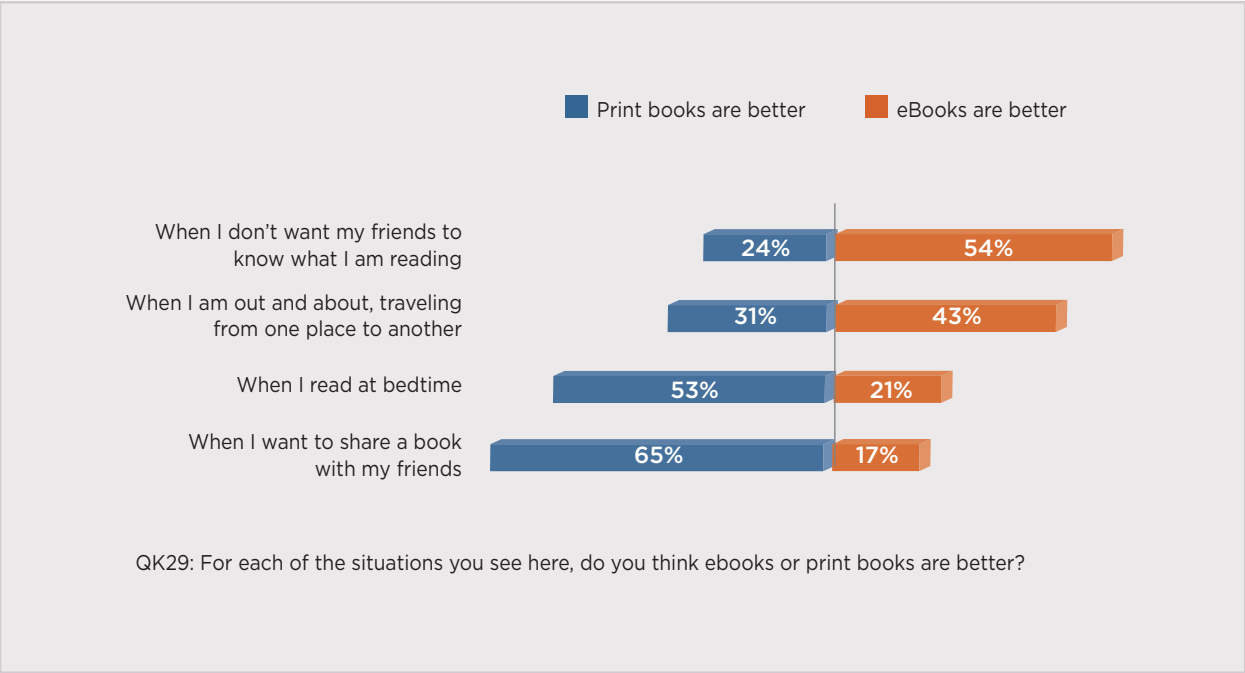
Among Parents:

54% say a benefit of print books over eBooks is to give their child time away from technology.

Kids say that ebooks are better than print books when they do not want their friends to know what they are reading and when traveling; print is better for sharing with friends and for reading at bedtime.

“I like to book swap with my friends.”
— 7 year-old boy,
North Carolina

Situations in Which Children Say eBooks or Print Books Are Better
Among Children Who Have Read an eBook



“eBooks are fun to read anywhere.”
— 9 year-old girl,
California

“There’s something about having the book in your hand that you can’t replace with an ebook.”

—17 year-old boy,
Wisconsin

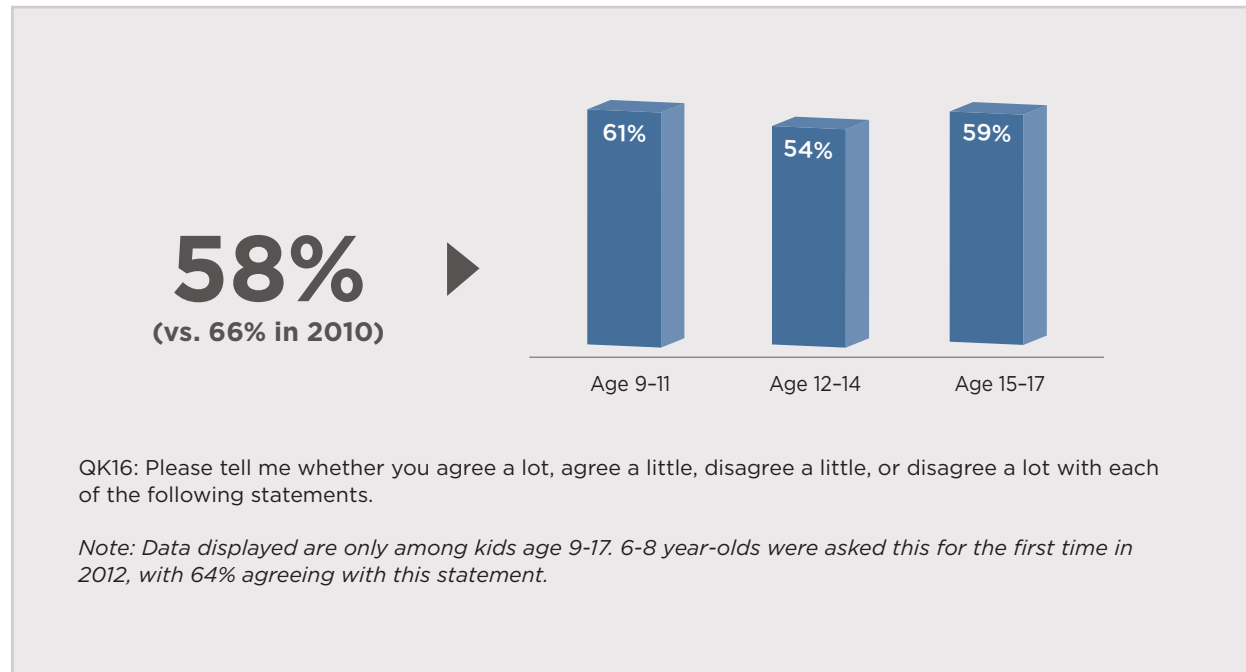
“I hope that ebooks will not completely replace print books.”

—16 year-old girl,
North Carolina

Fifty-eight percent of kids age 9-17 say they will always want to read books printed on paper even though there are ebooks available.

**Children’s Agreement to Statement:
I’ll always want to read books printed on paper even though
there are ebooks available.**

Among Children Age 9-17







Section II:

Kids' Reading Attitudes and Behaviors

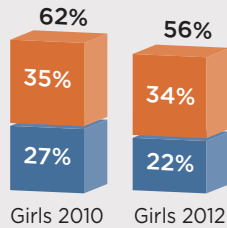
Importance, enjoyment, and frequency of reading books for fun has decreased among girls since 2010.

“I am busy in high school and just can't find the time to sit down and read a good book.”

— 16 year-old girl, Pennsylvania

GIRLS Importance of Reading Books for Fun

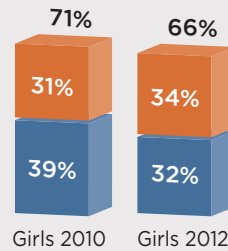
Very important
Extremely important



QK4: How important is it to you to read books for fun?

GIRLS Enjoyment of Reading Books for Fun

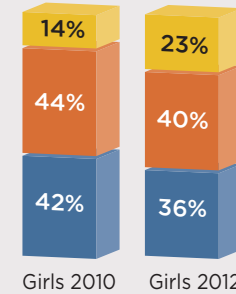
I like it a lot
I love it



QK5: How much do you enjoy reading books for fun?

GIRLS Frequency of Reading Books for Fun

Less than 1 day a week
1-4 days a week
5-7 days a week



QK9: How many days a week do you read books for fun?

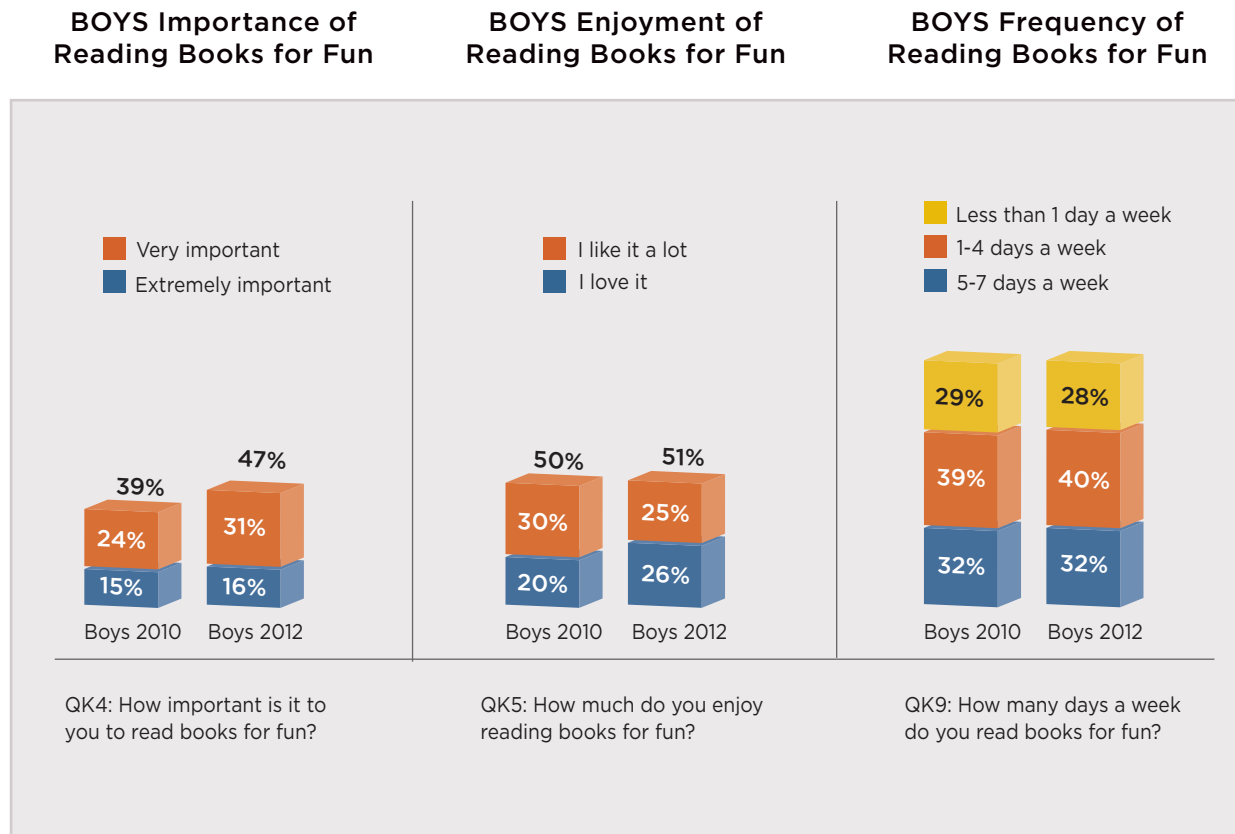
“I think reading has really helped me be a better writer.”

— 15 year-old boy, Illinois

Boys, on the other hand, are more likely (compared to 2010) to think reading books for fun is important and are more likely to say they love reading books for fun.

“Sometimes it helps my vocabulary. After all, I am the best speller in my grade.”

— 13 year-old boy, Texas



“I watched The Hunger Games movie and it made me want to read the series, because I want to know what the characters are thinking.”

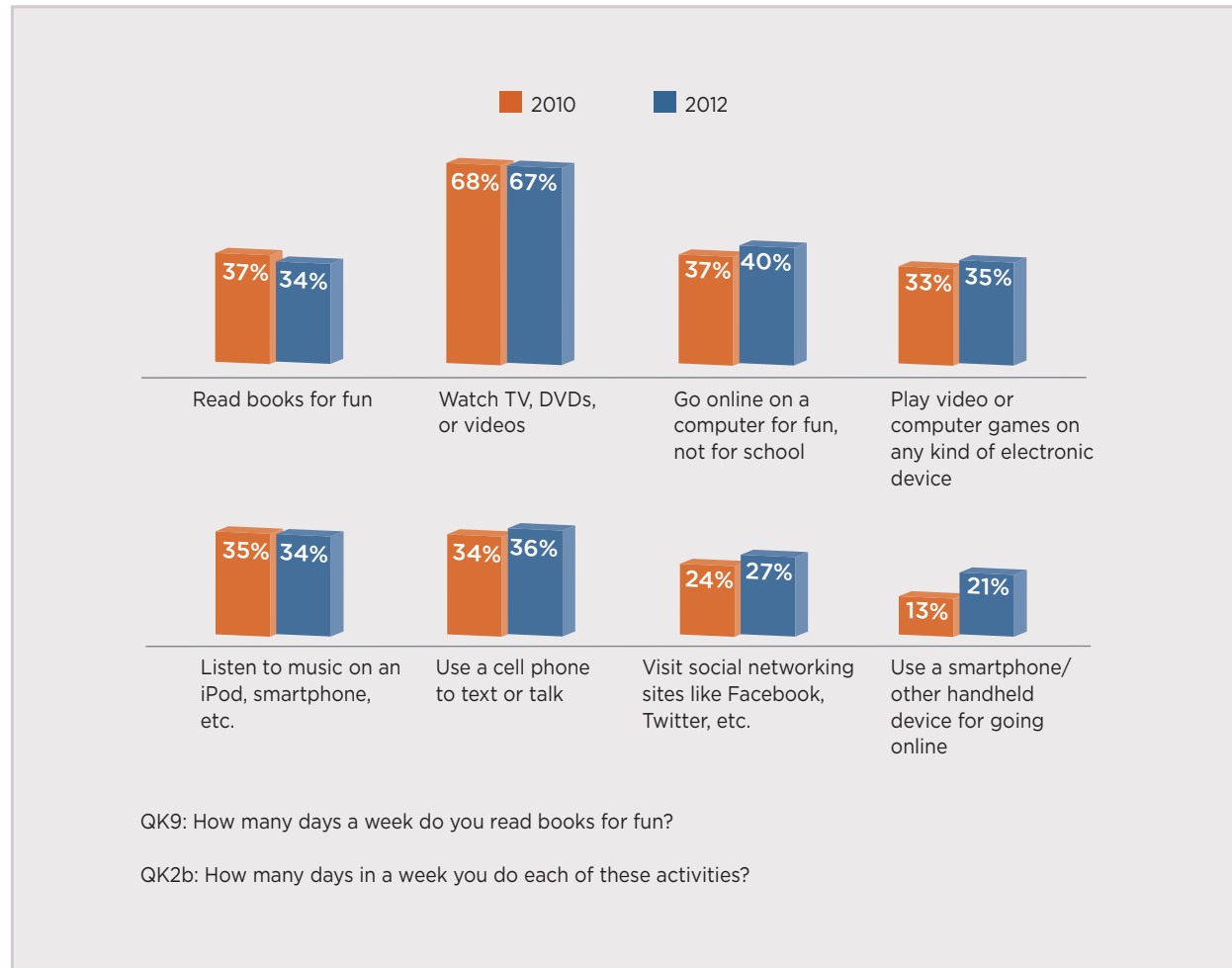
— 15 year-old boy, California

“I am too busy texting and using social media.”
 —14 year-old girl, Florida

“I read less because now I’m online more playing games.”
 —16 year-old boy, Nevada

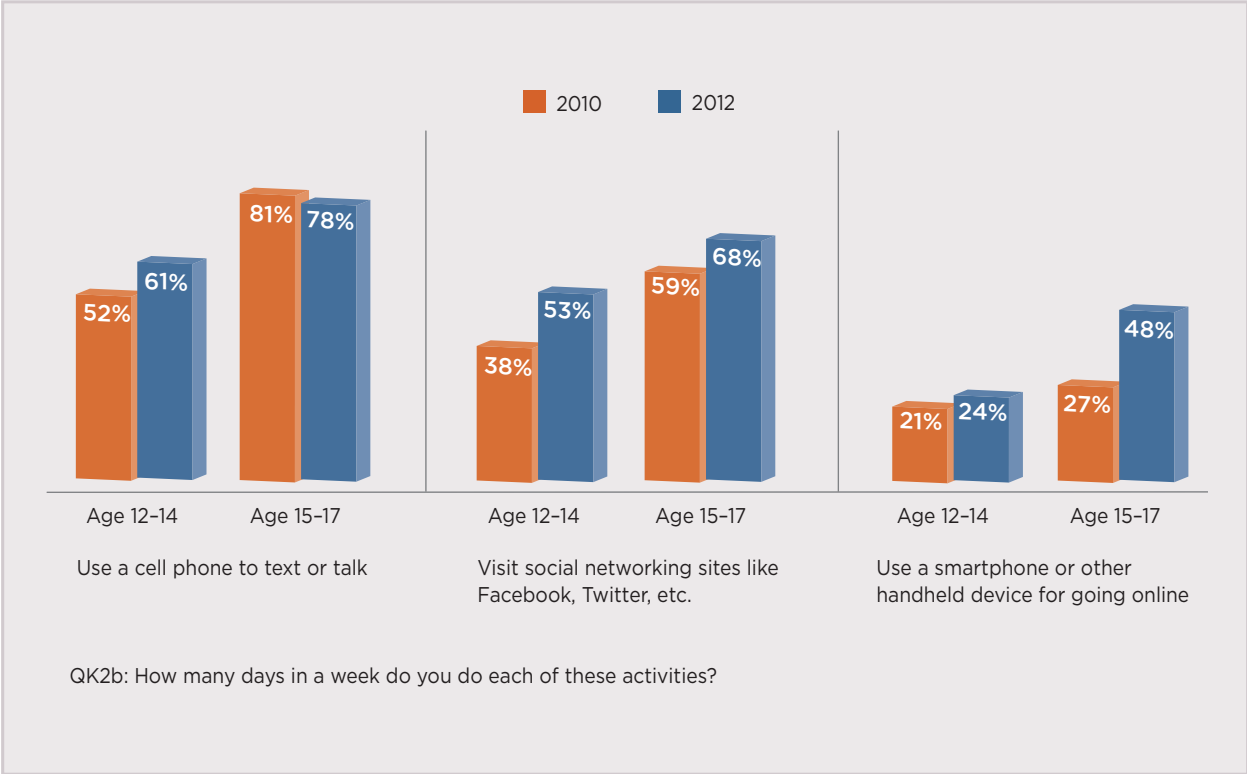
Reading for fun continues to compete with many other activities with few differences since 2010 in how children spend their time.

% of Children Who Do Activities 5–7 Days a Week



Compared to 2010, more girls age 12-17 are connecting through technology 5-7 days a week.

% of GIRLS Who Do Activities 5-7 Days a Week



“When I was younger I did not have a cell phone to text my friends or go on social networking sites, so I read more for entertainment.”

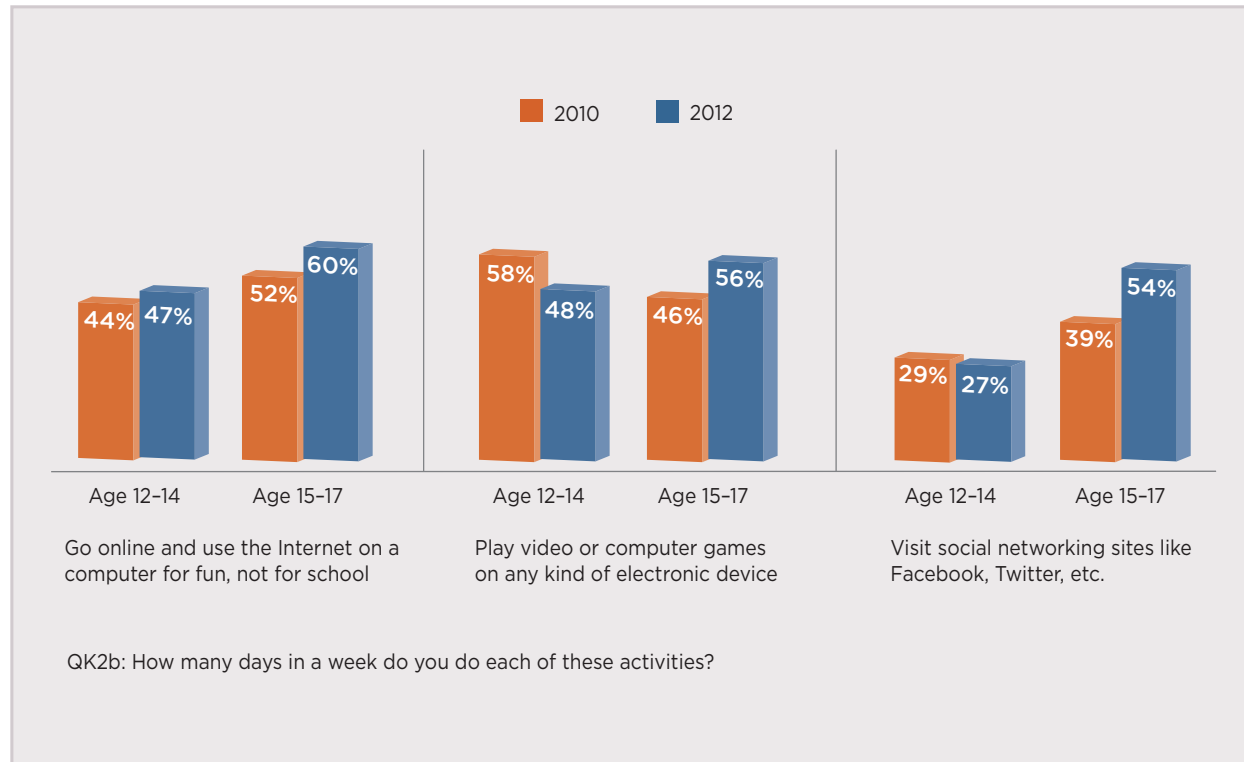
—16 year-old girl, West Virginia

“I read less because I prefer going on Facebook and other websites.”

—15 year-old boy, Illinois

Compared to 2010, fewer boys age 12-14 are playing video games, while more boys age 15-17 are going online via computer, visiting social networking sites, and playing video games 5-7 days a week.

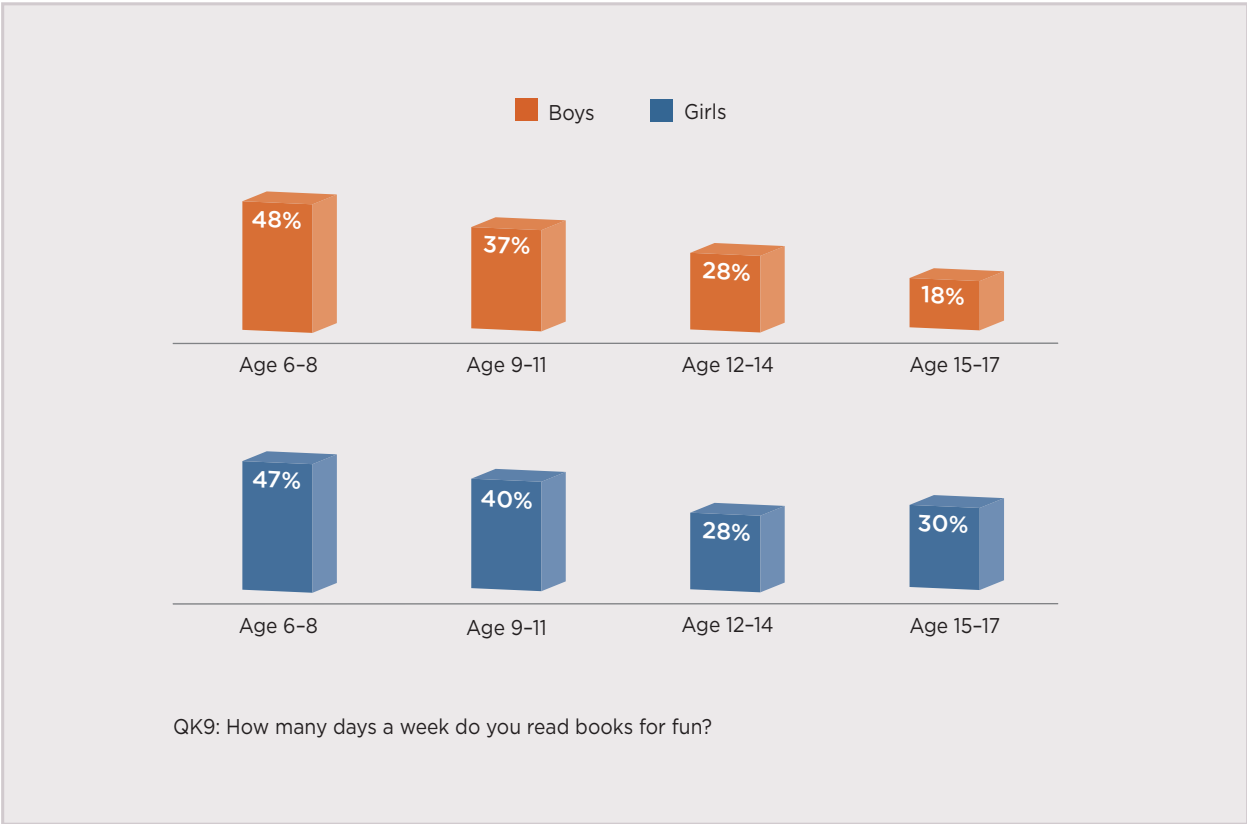
% of BOYS Who Do Activities 5-7 Days a Week



The percentage of boys who read 5-7 days a week drops at every age, whereas girls level off in their teens.

“I’m too busy in high school with extracurricular activities and volunteering.”
— 16 year-old boy, California

% of Children Who Read Books for Fun 5-7 Days a Week



“It’s easier to find fun kids’ books than it is to find a book for fun when you are a teenager.”

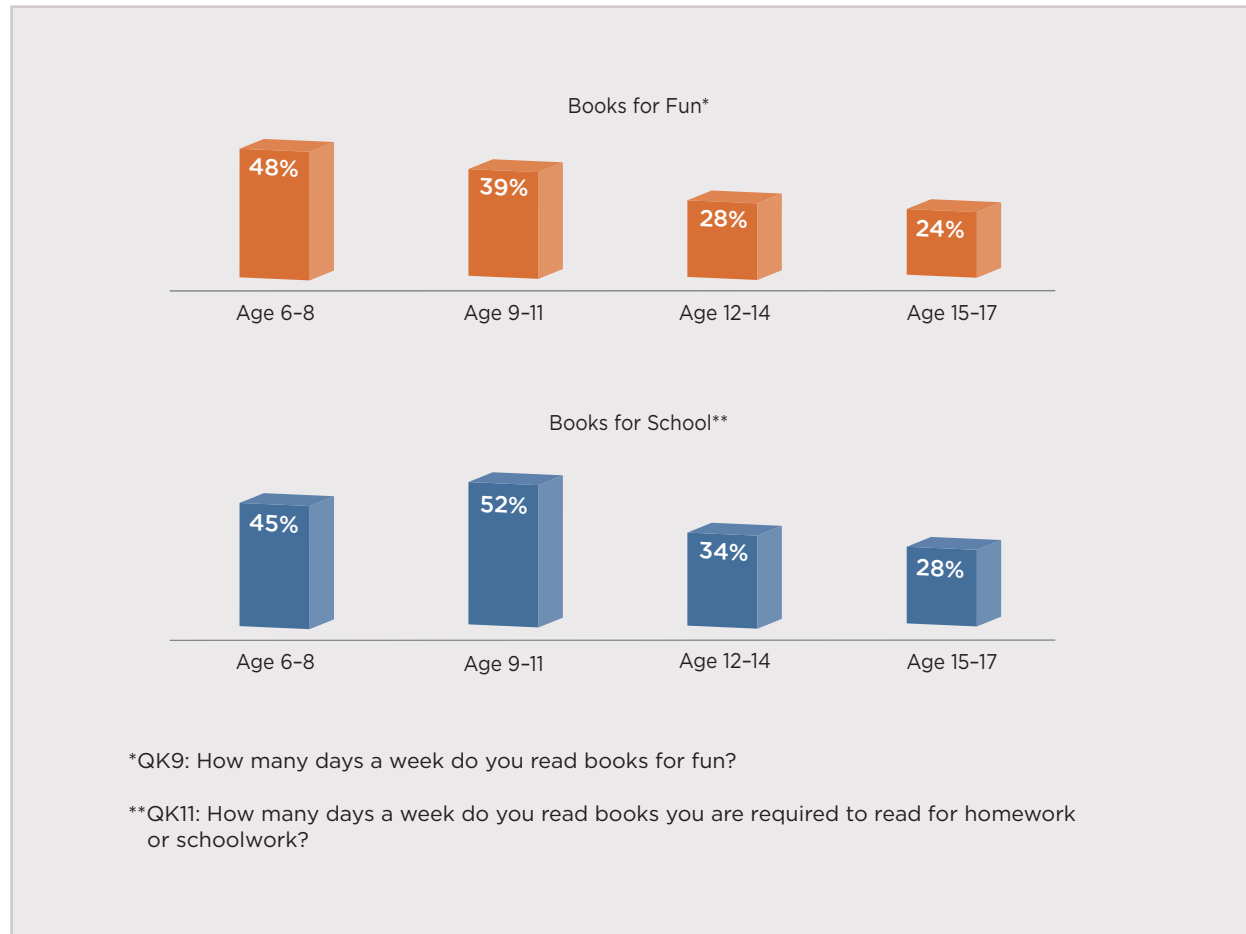
—15 year-old girl,
Pennsylvania

“I read less. My mom made me read when I was younger.”

—15 year-old girl,
Kentucky

Young children age 6-11 are more likely to read books for fun and for school 5-7 days a week than are older children age 12-17.

% of Children Who Read Books for Fun and Books for School 5-7 Days a Week



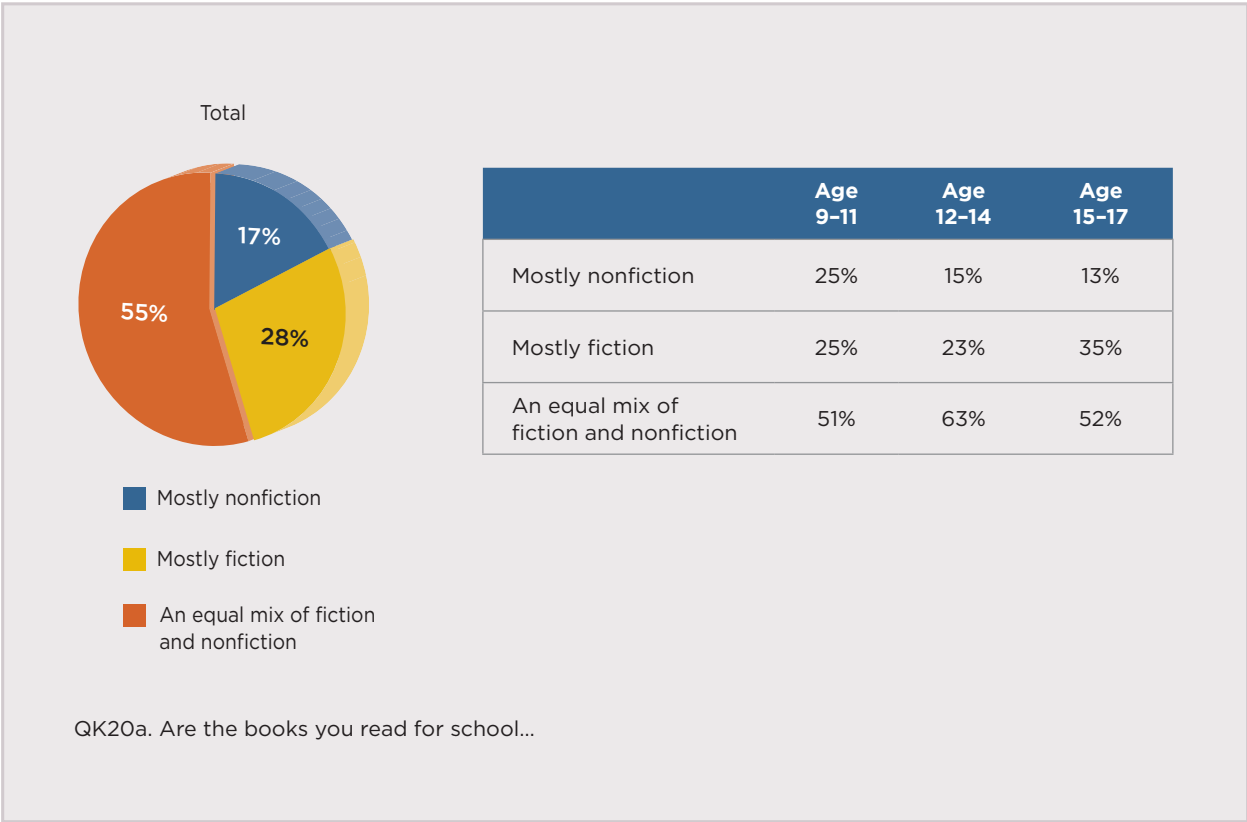
Slightly more than half of all kids say the books they read for school are an equal mix of fiction and nonfiction.

“My favorite books are about sharks and whales, and lots of animal books.”

—7 year-old boy, Idaho

Description of the Books Children Read for School

Among 9–17 Year-Olds Who Read for School



“Well, nonfiction does really help you but fiction is the most fun topic, especially mystery and horror.”

—9 year-old girl, New York

“I found out that books can really change the way you think about things.”

—13 year-old girl, Virginia

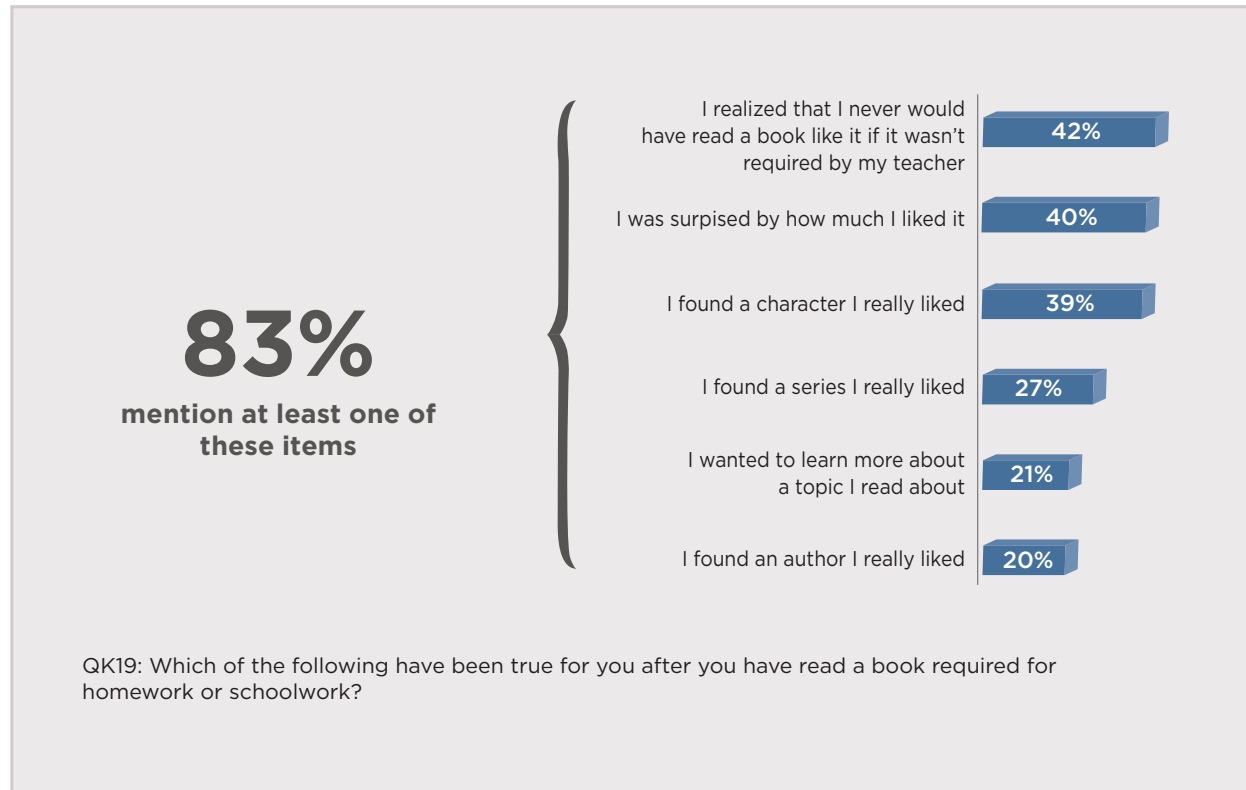
“I love reading. It opens the mind to a whole new world.”

—17 year-old boy, Wisconsin

Books required for school can introduce kids to new reading experiences.

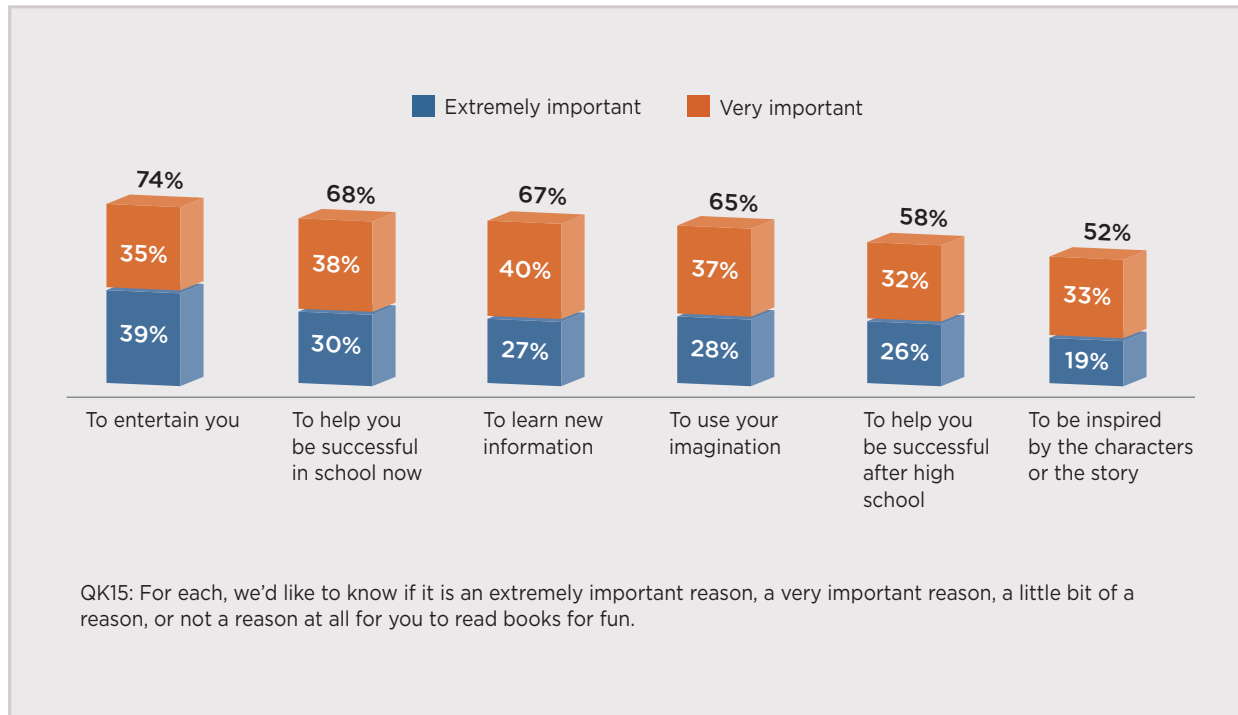
Positive Outcomes of Reading a Book Required for School

Among Children Age 9-17 Who Read for School



Kids list many reasons to read for fun, such as entertainment, success in school, and learning new information.

Reasons to Read Books for Fun



“My mom said that I should read a lot to help with my spelling and vocabulary. I didn’t really think so but now I think it is working.”

— 12 year-old girl,
New York

“Reading is fun when it’s about something I like to learn about.”

— 9 year-old girl,
North Carolina

“Now I want to read things about my future career in computers.”

— 16 year-old boy,
New Jersey

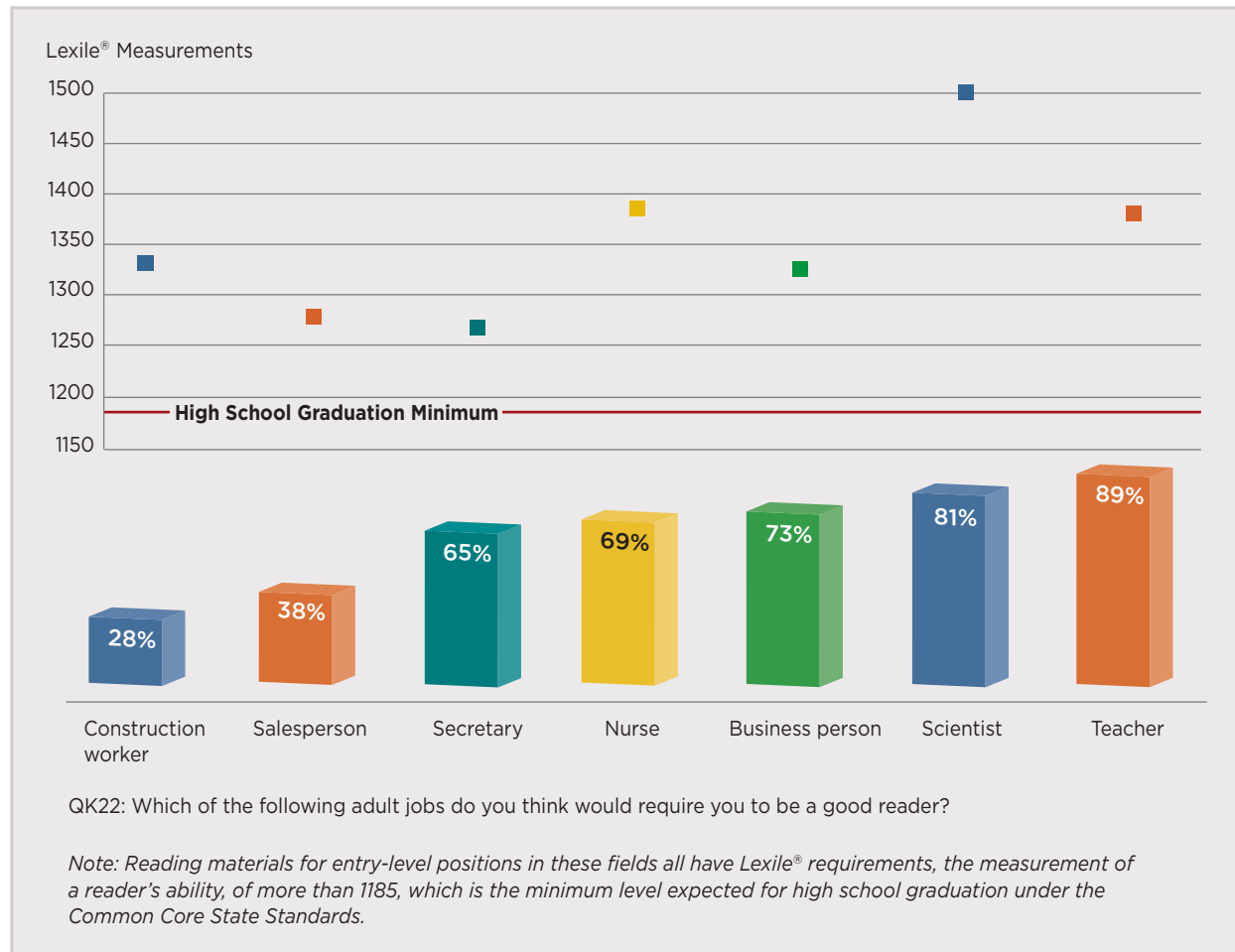
“I know how important it is to read so you can get a good paying job.”

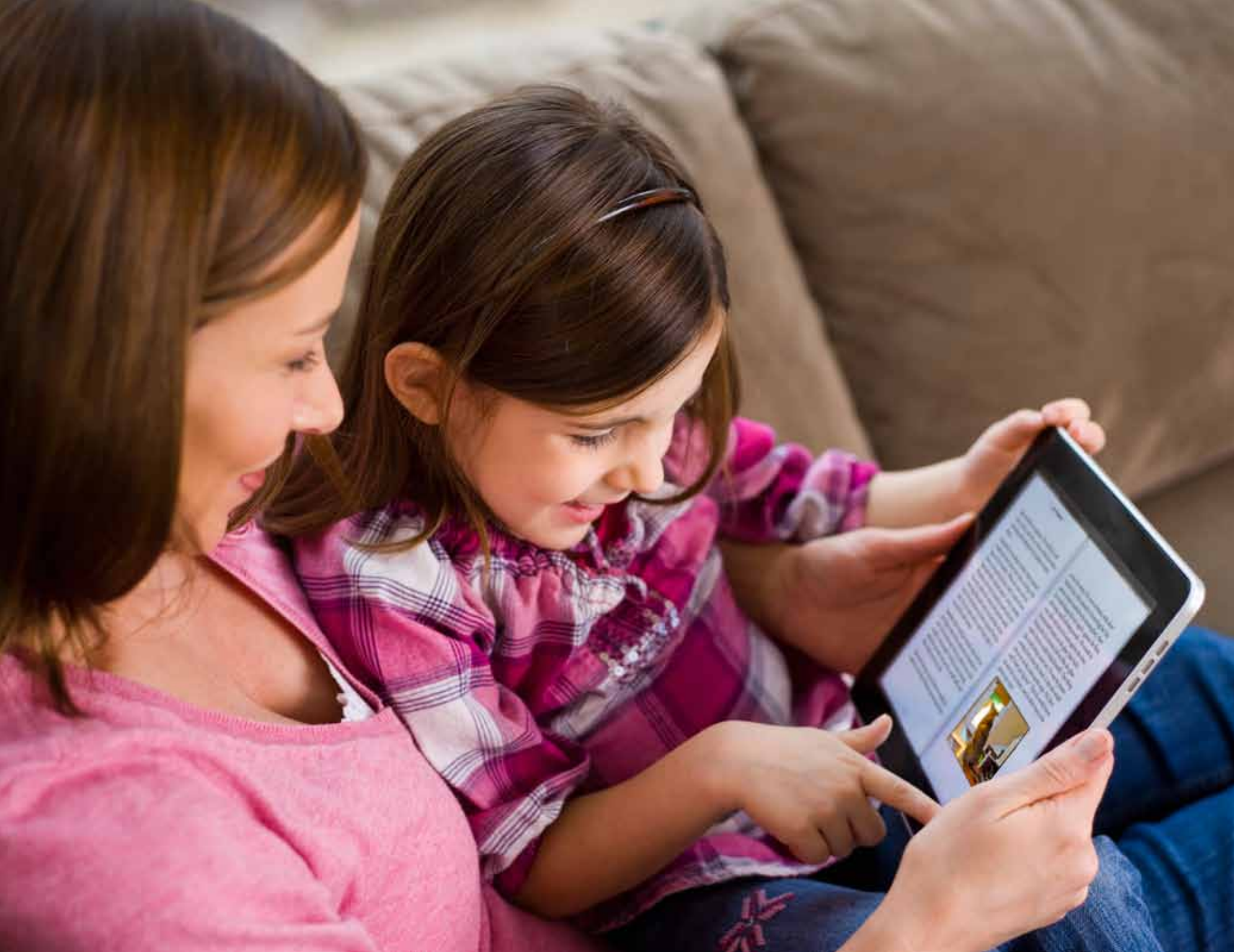
— 16 year-old girl,
New York

Despite nearly six in ten kids saying reading books for fun helps them be successful after high school, few understand the importance of reading for jobs such as construction workers and salespeople.

Adult Jobs That Children Say Would Require a Person to Be a Good Reader, Paired with Estimated On-the-Job Lexile® Requirements

Among Children Age 9-17





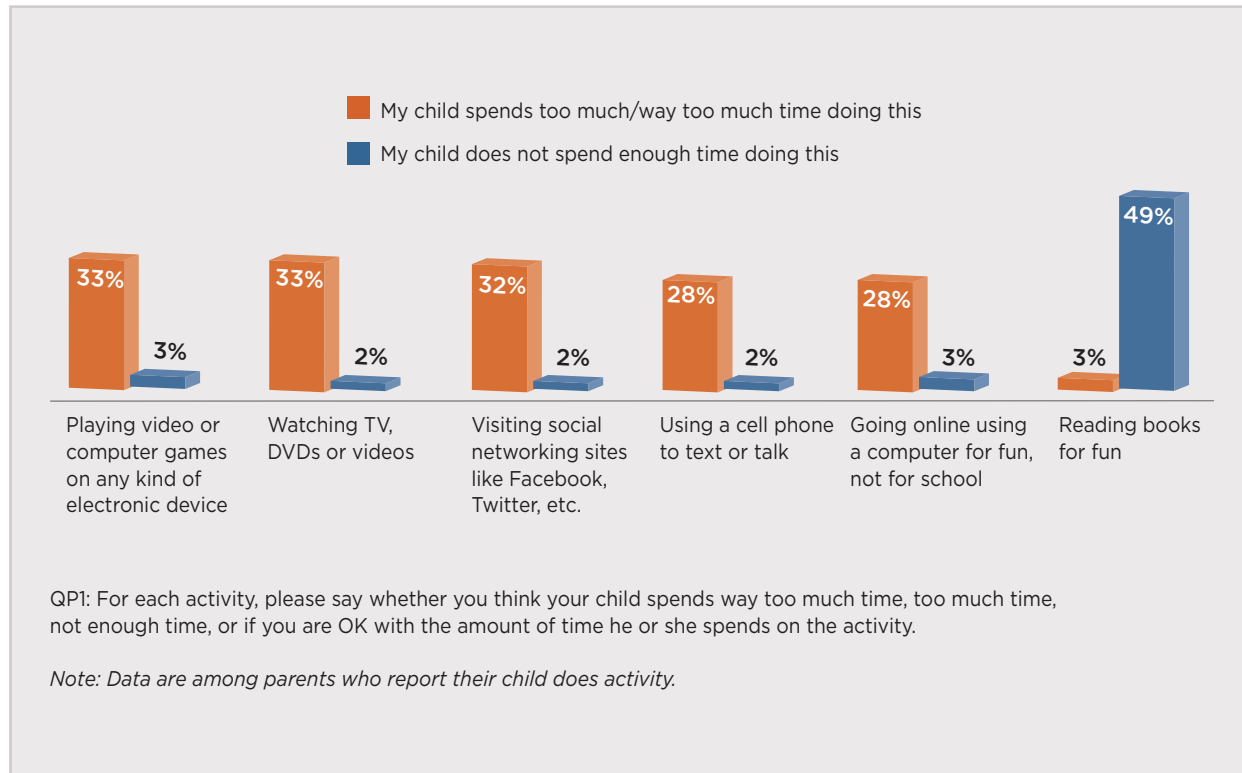


Section III:

Parents' Views on Reading

About half of parents feel their children do not spend enough time reading books for fun.

Parents' Views on Amount of Time Their Child Spends on Activities



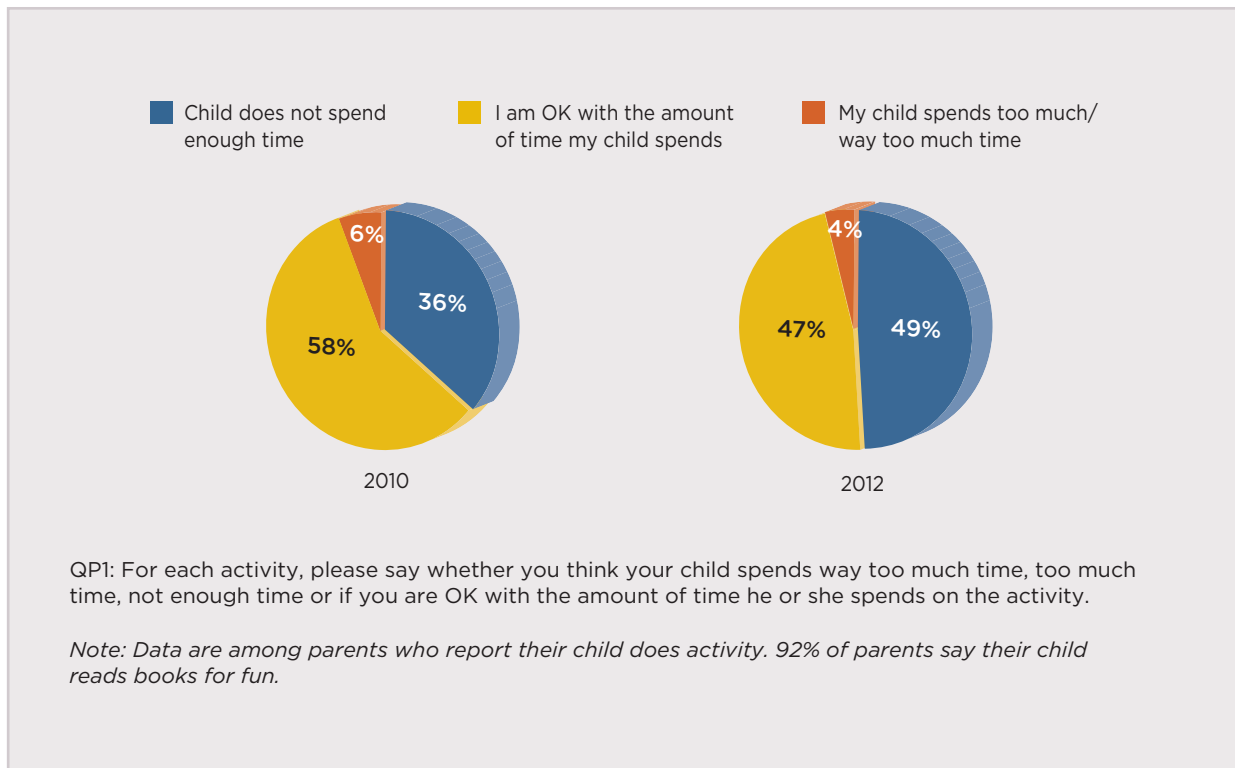
“I am not a big fan of technology and she spends so much time on the computer and on her phone, I would rather she read.”

— Mother, 16 year-old girl, Pennsylvania

“I think all kids should read more whether in print or on an ereader.”
— Stepfather, 16 year-old girl, California

The percentage of parents who say their child does not spend enough time reading for fun has increased since 2010 (49% vs. 36%).

Parents' Views on the Amount of Time Child Spends Reading Books for Fun



“I just want him to get back to reading more. It doesn’t matter to me what form the books are in.”

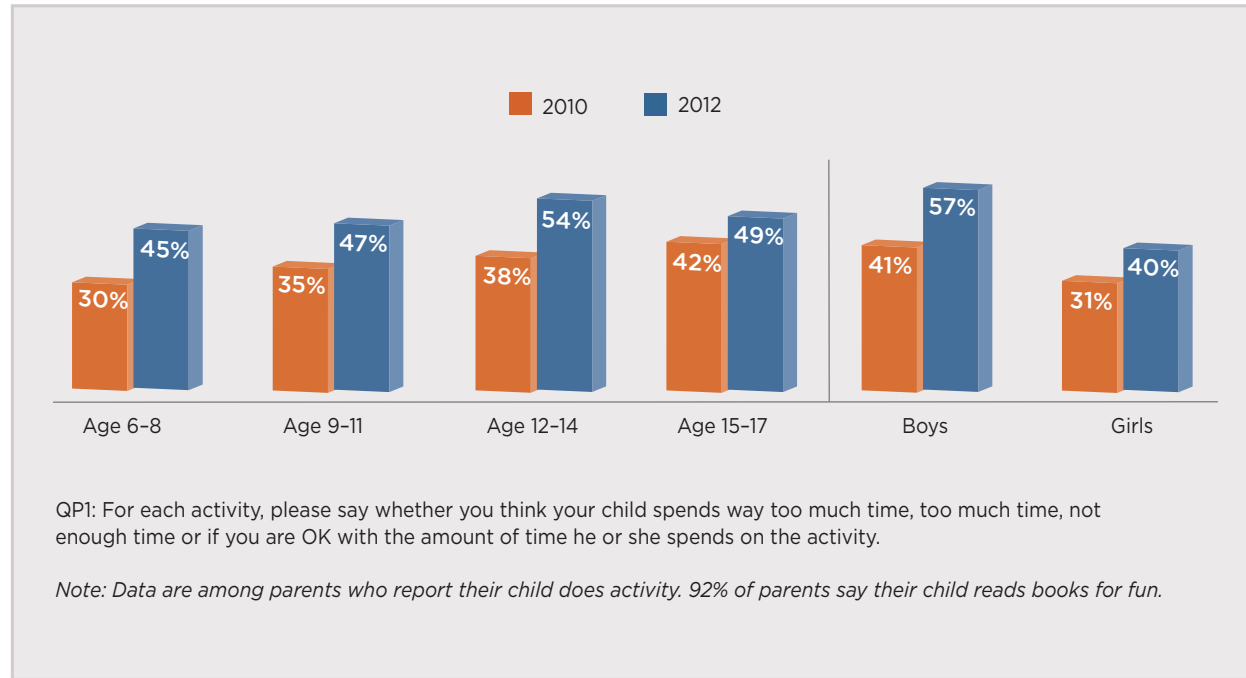
— Mother, 13 year-old boy, Wisconsin

“I want him to read what he enjoys so he is more likely to read more often.”

— Mother, 16 year-old boy, California

Concern over time spent reading for fun has increased among parents of children in every age group.

% of Parents Who Say Their Child Does Not Spend Enough Time Reading Books for Fun

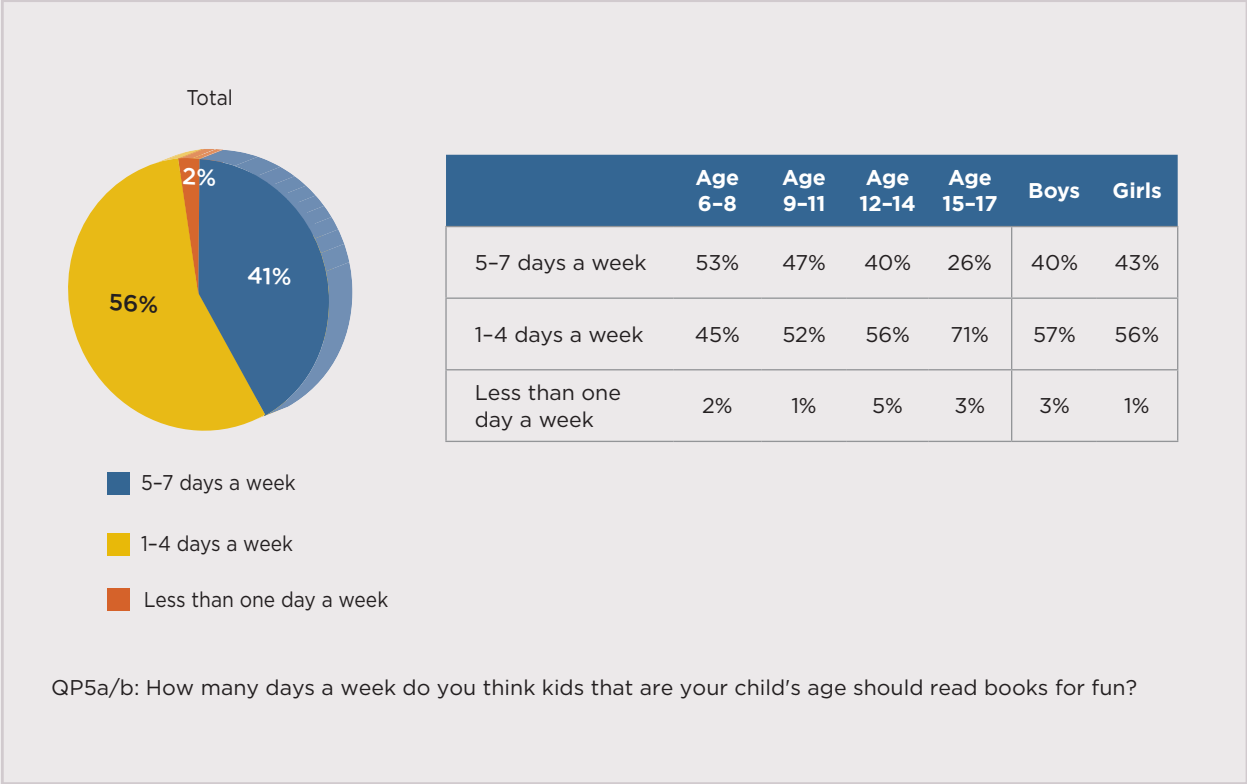


About four in ten parents feel kids their child’s age should read books for fun at least five days a week.

“I think kids my child’s age should read at least 20 minutes a night, four or five times a week.”

—Father, 8 year-old boy, New York

Parents’ Views on How Often Kids Should Read Books for Fun



“We get books from the library every week.”

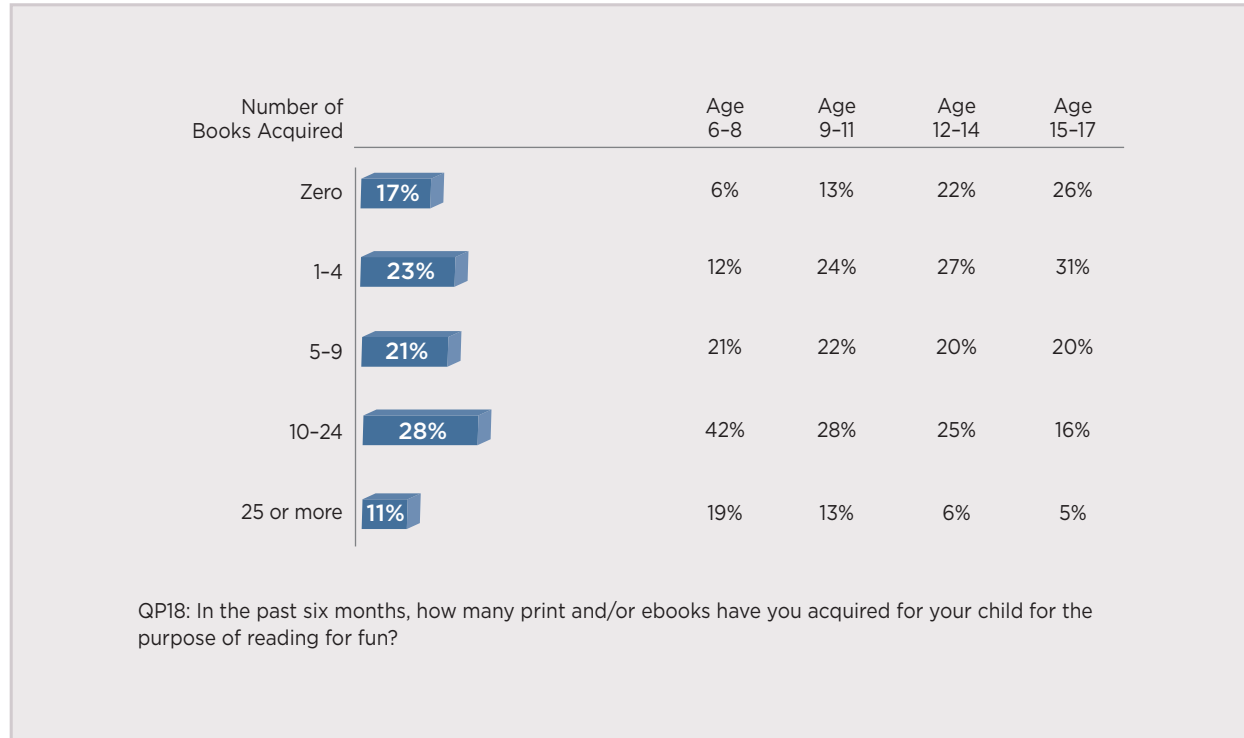
—Mother, 6 year-old girl, Pennsylvania

“We always order books through the school book club.”

—Father, 11 year-old girl, California

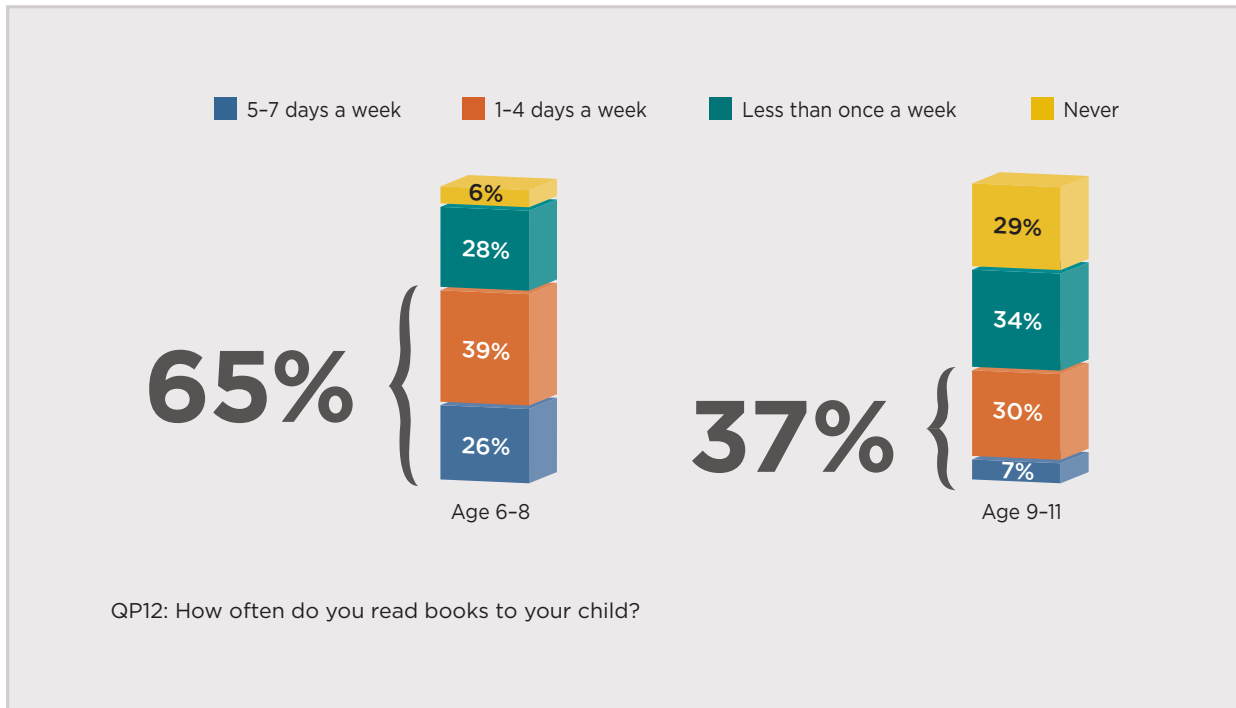
Eighty-three percent of parents have acquired books for their child in the past six months (13 books on average). This is higher for younger children compared to older children.

Number of Books Acquired for Child in Past Six Months



Sixty-five percent of parents of 6–8 year-olds read to their child at least weekly. This drops to 37% of parents with 9–11 year-olds.

Number of Days per Week Parents Read to Their Child



“I read less now. My mom used to read to me. Now I have to read myself, and I don’t like reading.”

— 14 year-old boy, Wisconsin

“My mom read to me when I was little. We still talk about books we are reading.”

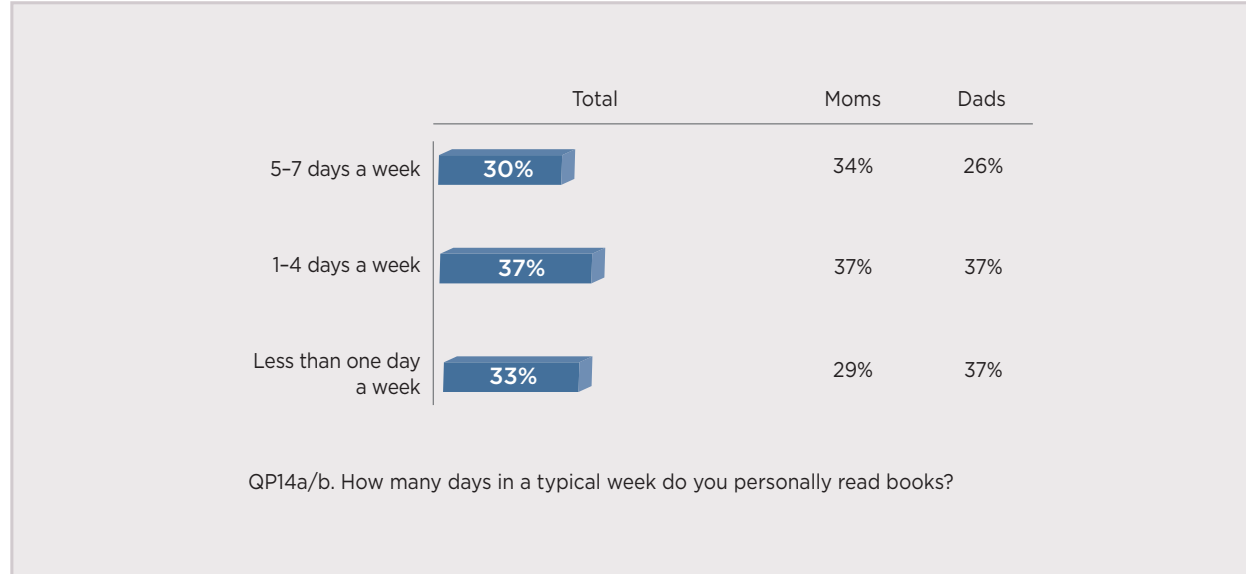
— 16 year-old girl, Wisconsin

“I’m an avid reader and I believe it keeps your mind sharp, plus it’s amazing how engaging and entertaining a great book can be.”

— Mother, 16 year-old girl,
New York

Three in ten parents read books 5-7 days a week; moms are more likely to do so than are dads.

How Often Parents Read Books

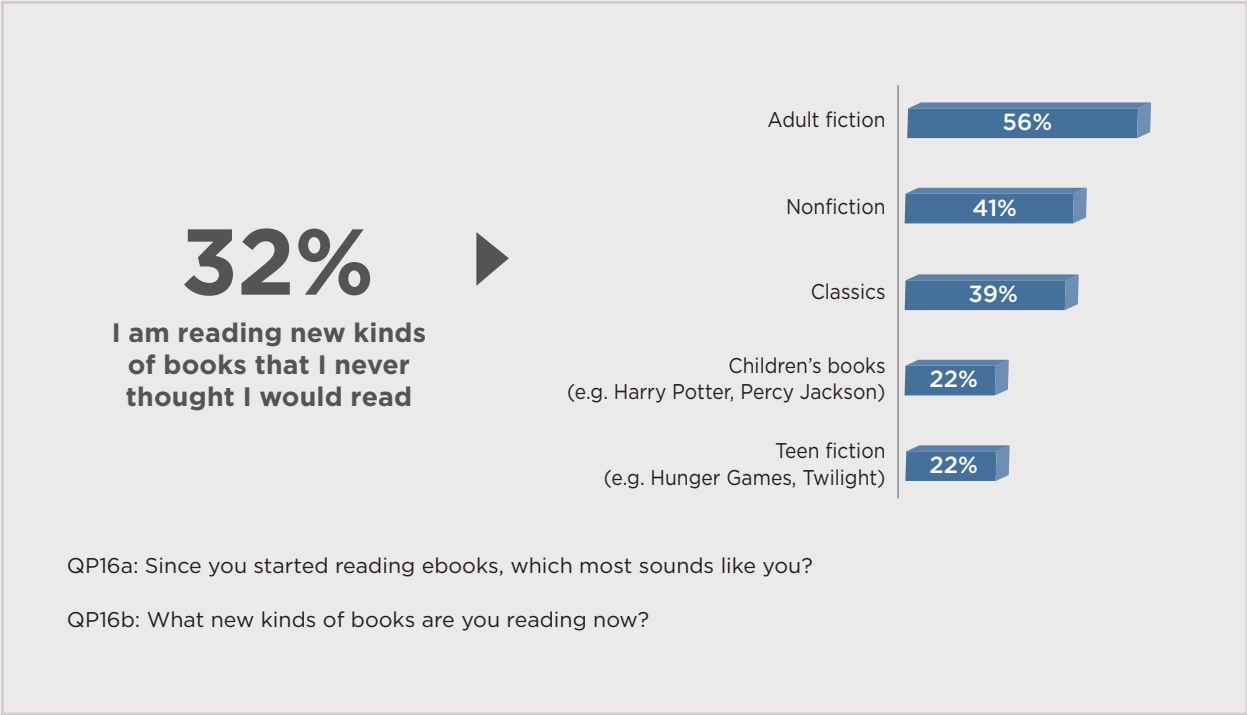


Thirty-two percent of parents who have read an ebook say they now read new kinds of books, including books for children and teens.

“I have immediate access to the new books I want.”

—Stepmother, 16 year-old girl, Florida

Impact of eReading on Kinds of Books Parents Are Reading
Among Parents Who Have Read an eBook



“I think if you lead by example, they will follow.”

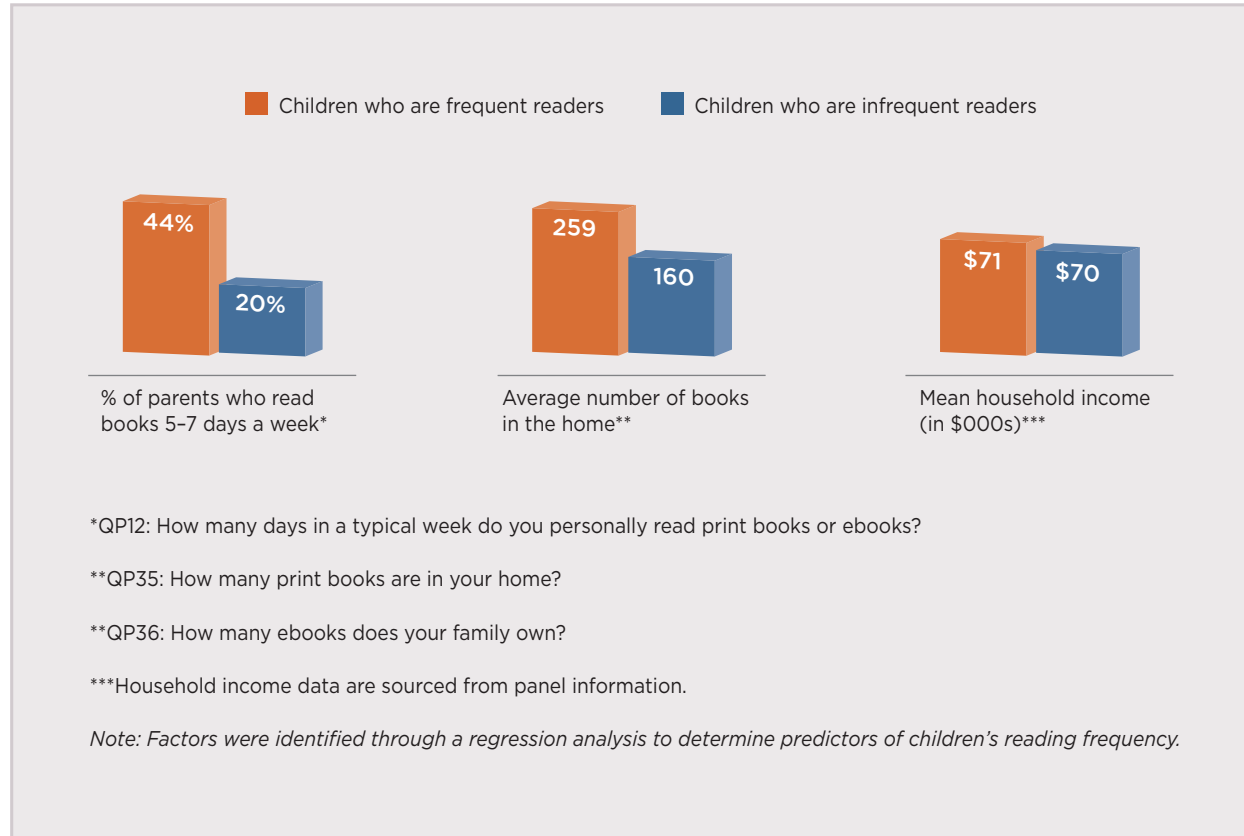
— Father, 15 year-old boy, Illinois

“I see my mom and dad always reading and they don’t have to, so I figure it’s a good thing.”

— 12 year-old girl, New York

Having reading role-model parents or a large book collection at home has a greater impact on kids’ reading frequency than does household income.

Factors Related to Children’s Reading Frequency

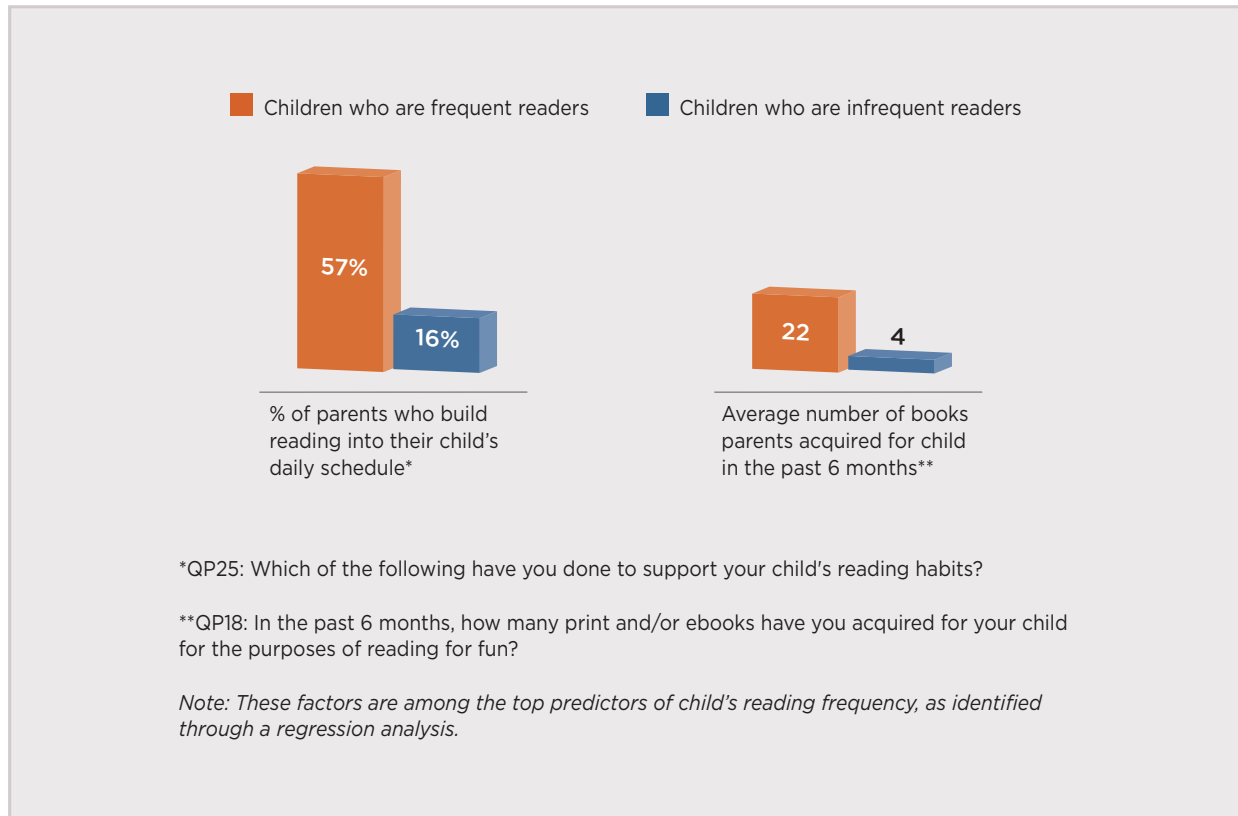


Building reading into kids' daily schedules and regularly bringing books into the home positively impact kids' reading frequency.

“My mom taught me to always have a book going.”

— 14 year-old girl, Florida

Parent Factors that Impact Child's Reading Frequency



“We buy books evenly throughout the year. We do not need a special time to buy books because they are meant to be read year-round.”

— Mother, 8 year-old girl, California

“I like going to the library with my mom to pick out books.”

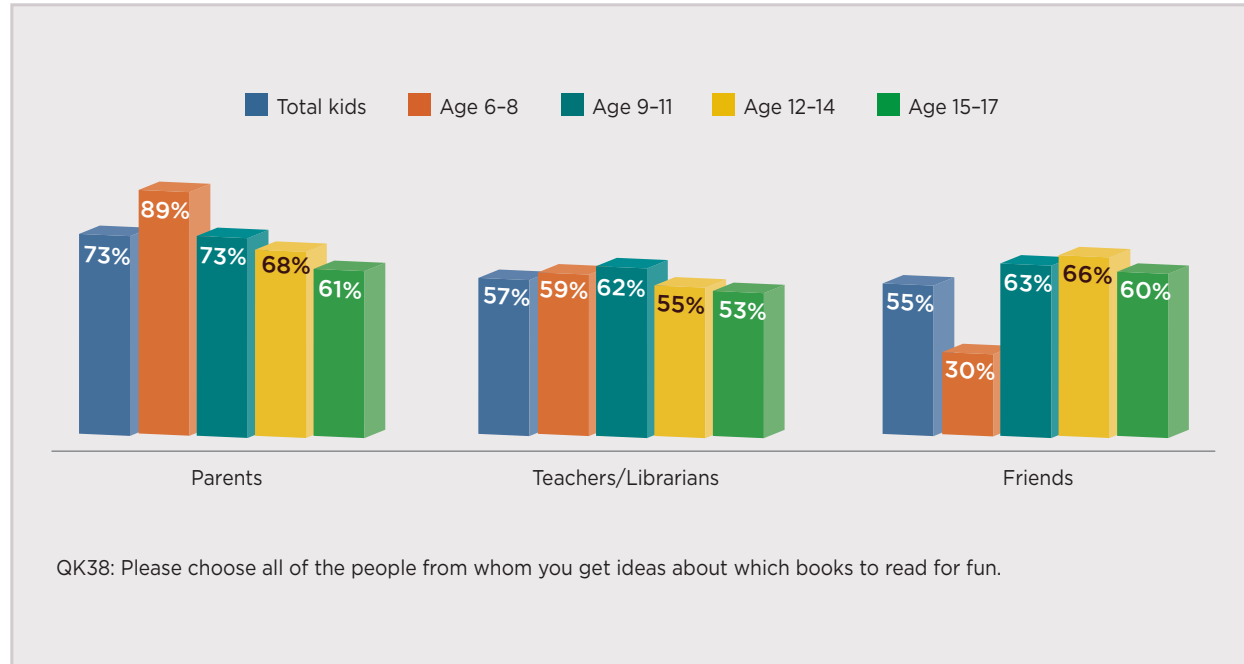
—9 year-old girl, Virginia

“I like to go with my mom to the bookstore. We pick out books and read some of the books together.”

—13 year-old boy, Wisconsin

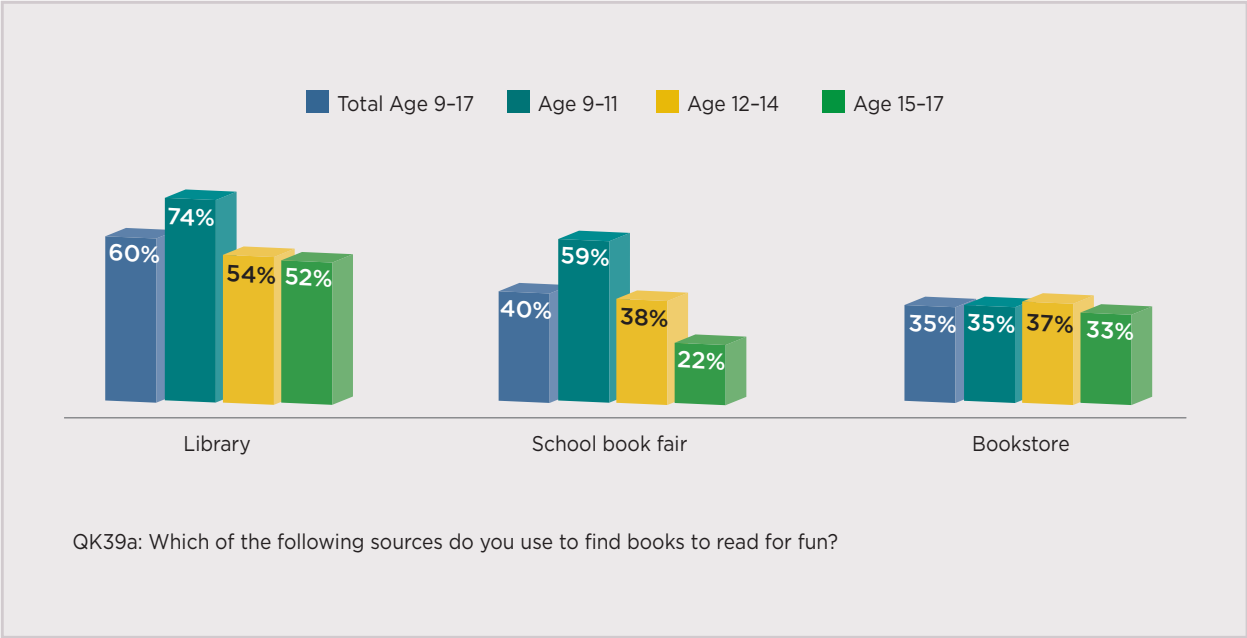
Parents are a key source of ideas for finding books to read, particularly for young children.

People from Whom Children Get Ideas about Books to Read for Fun



Further, kids – especially younger kids – rely on the library, school book fairs, and bookstores to find books to read for fun.

Sources Children Use to Find Books for Fun
Among Children Age 9-17



“We visit the public library one to three times a week. All my children love to read. We enjoy sharing with each other what we’re currently reading.”

— Mother, 15 year-old boy, Alabama



Section IV:

Summer Reading

Nearly all parents think children should read books over the summer and most kids do.



Among Parents:

99% think children their child's age should read over the summer.



Among Children:

86% say they read a book (or books) over the summer.

“It helps them maintain the reading level that they have acquired through the school year, and to improve that level for the next year.”

— Father, 6 year-old boy, Michigan

“Reading helps you learn in all aspects of life and all classes you take in high school or college. Good reading skills make a difference even in math and science classes. Reading in the summer keeps your mind alive and your brain cells active more than any other activity.”

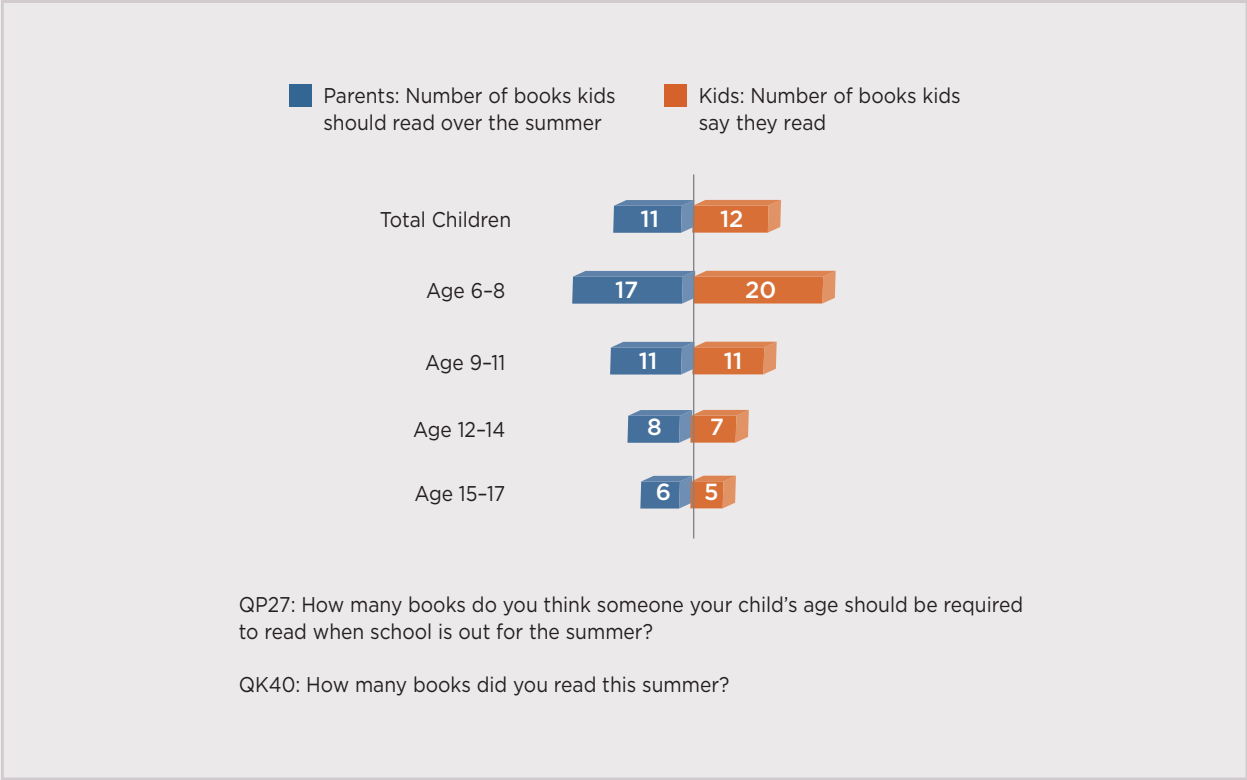
— Mother, 14 year-old girl, Montana

On average, kids are meeting parents' expectations for summer reading.

“I think it is important that children use their brain over the summer months. (I do not think texting counts.)”

— Father, 13 year-old girl, Wisconsin

Average Number of Books Parents Think Children Should Read over the Summer and Average Number of Books Kids Read



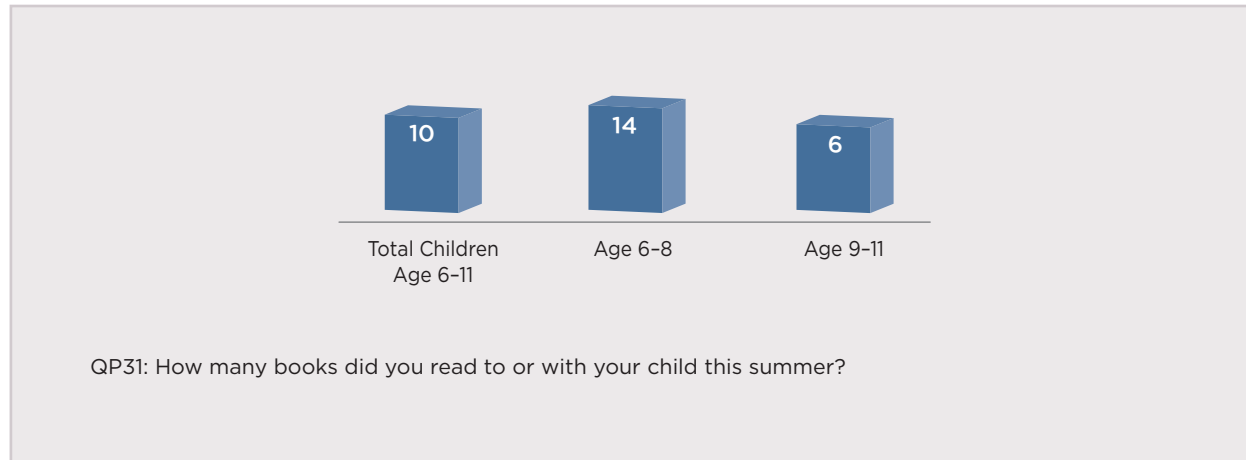
“They lose so much of what they learned over the long break. Reading will help them improve their fluency and skills.”

— Mother, 6 year-old boy,
New Hampshire

Parents of young children (age 6–11) read approximately 10 books to or with their child over the summer.

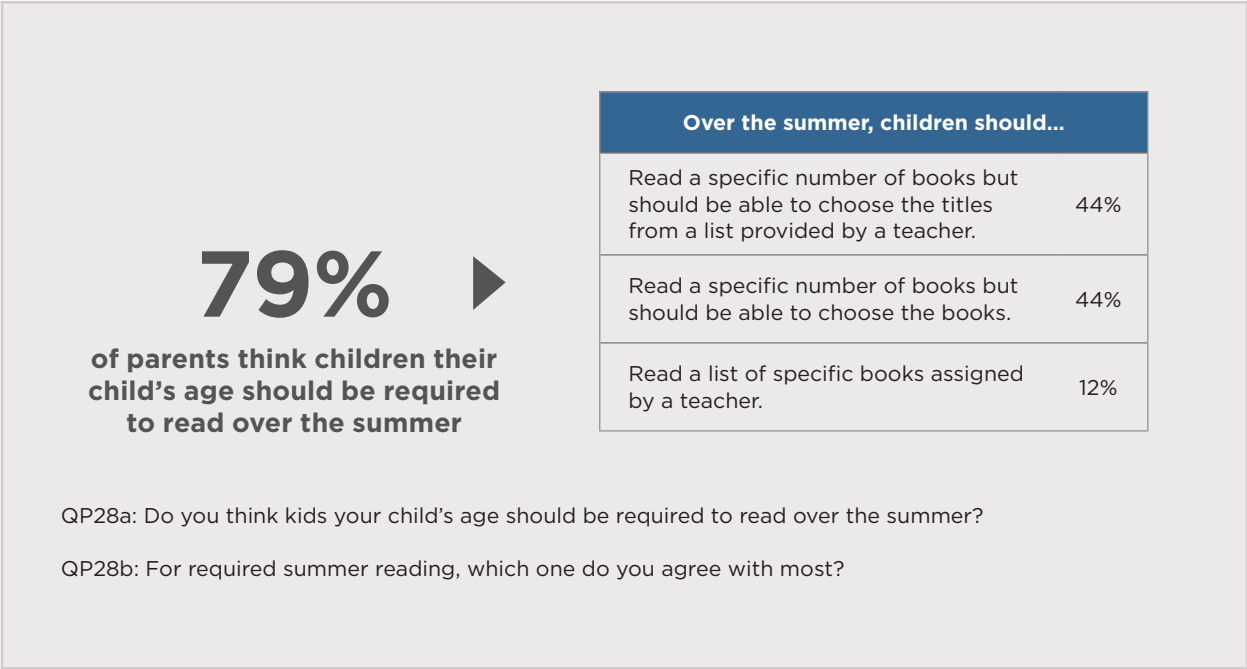
Average Number of Books Parents Read to or with Their Child

Among Parents with a Child Age 6–11



Most parents believe children should be required to read over the summer but be able to choose what they read.

Parents' Views on Required Reading over the Summer for Children Their Child's Age



“I wish our teachers would let us pick our own reading in the summer.”

— 15 year-old girl, Alabama

“Summer reading allows for my daughter to control what she reads and what interests her.”

— Mother, 14 year-old girl, Florida

“I read more when I feel like I have more freedom to choose what I want to read.”

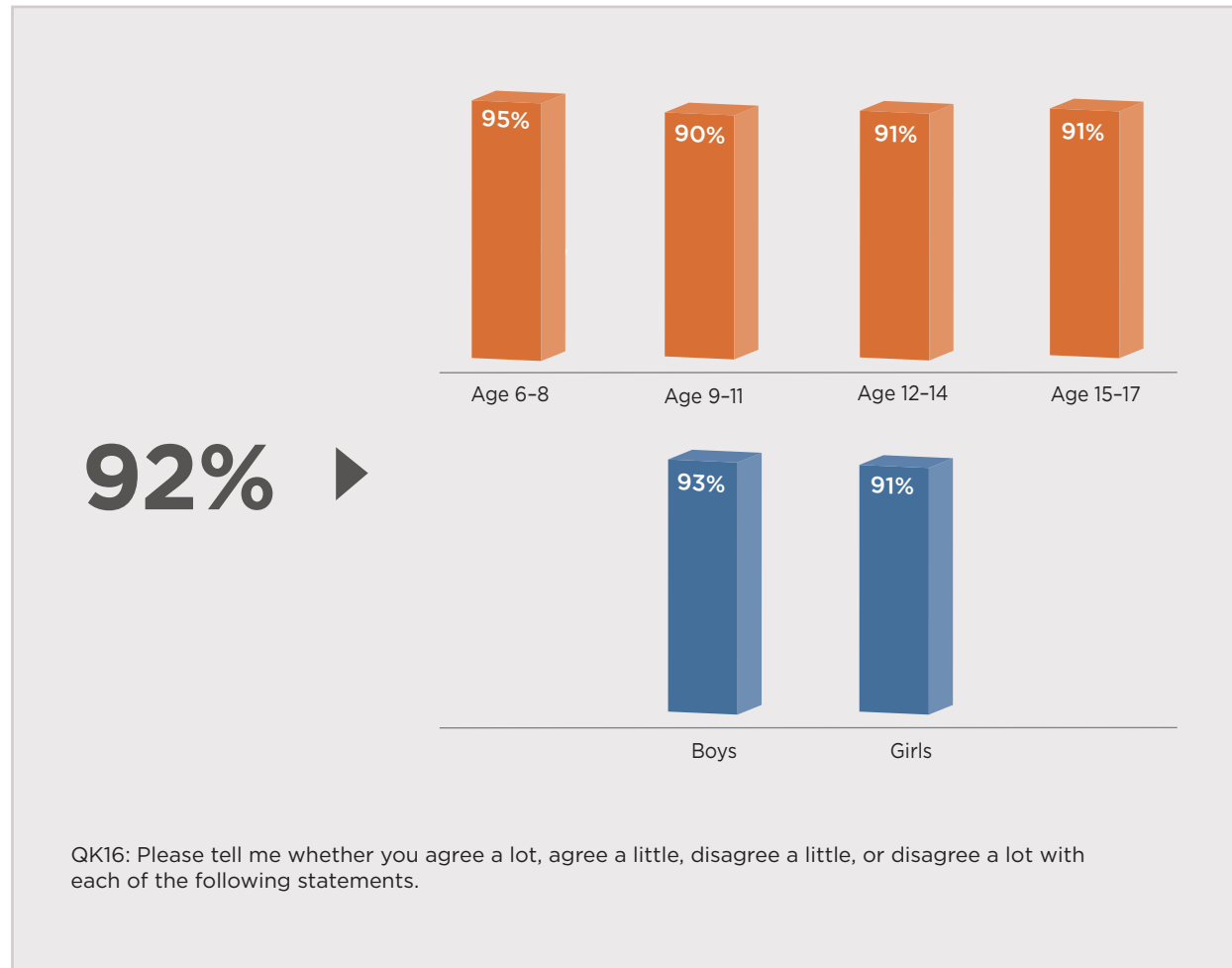
— 17 year-old girl, Pennsylvania

“I like picking out books that interest me.”

— 12 year-old boy, Texas

Ninety-two percent of kids say they are more likely to finish a book they choose themselves.

**Children’s Agreement to Statement:
I am more likely to finish reading a book that I have picked out myself.**

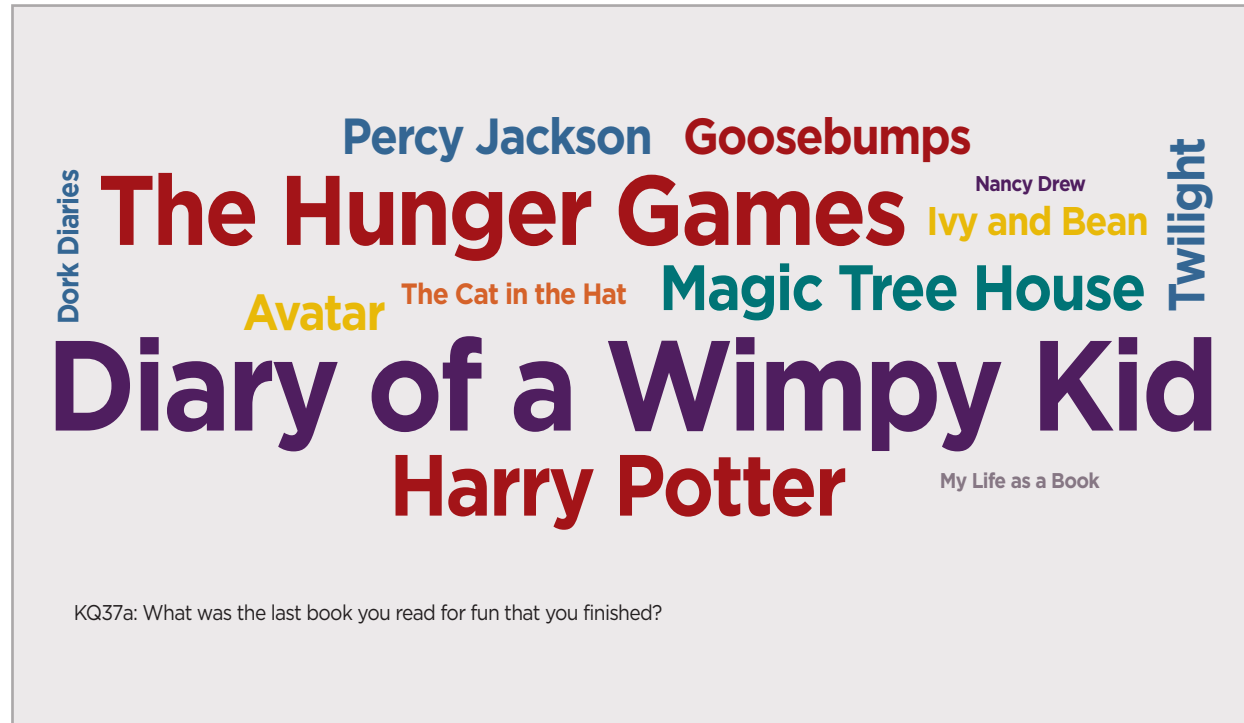


Last Book Read for Fun Among Children Age 6-8

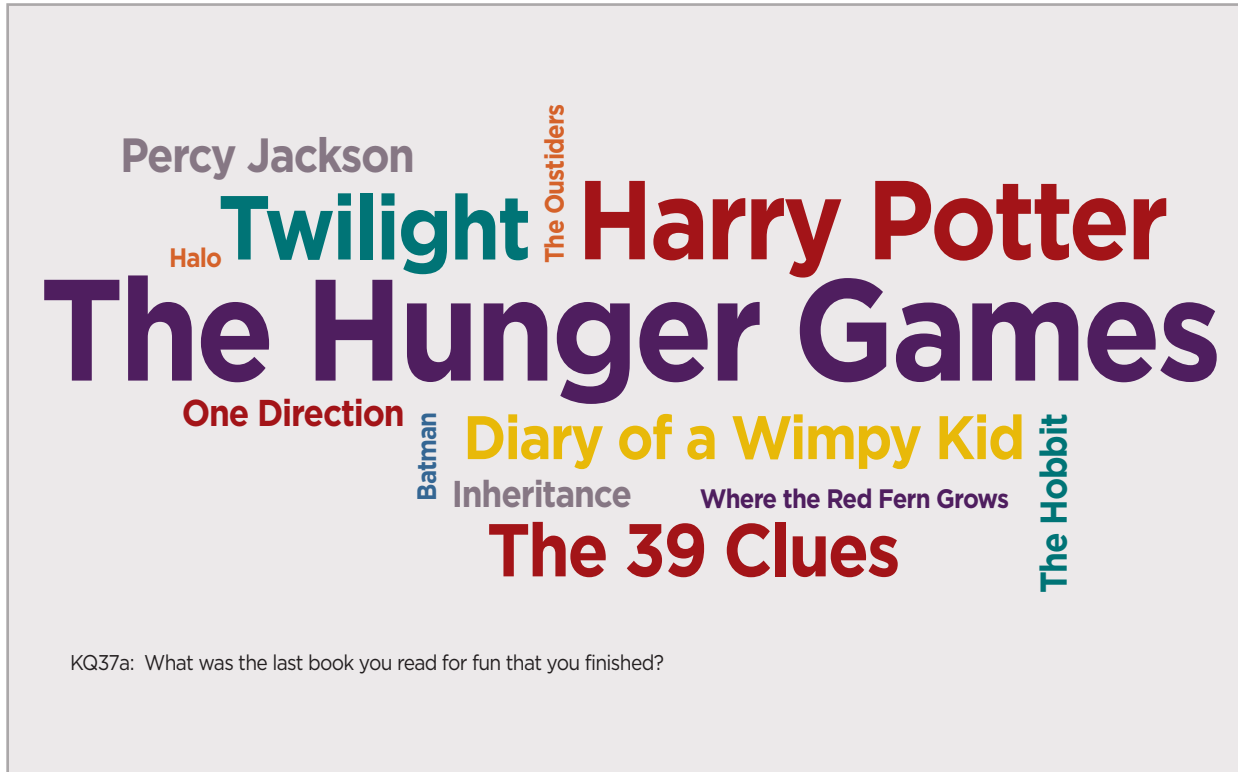


QK37a: What was the last book you read for fun that you finished?

Last Book Read for Fun Among Children Age 9-11



Last Book Read for Fun Among Children Age 12-17



APPENDIX A:

Methodology

STUDY METHODOLOGY

- The study was managed by Harrison Group, a YouGov Company. Survey data were collected by GfK and the source of the survey sample was GfK's nationally representative KnowledgePanel[®]^[1].
- The sample consisted of parents of children age 6-17 who first completed a battery of questions before passing the survey on to one randomly-sampled child in the target age range in that household.
- 1,074 pairs of children and adults completed the survey for a total sample size of 2,148.
- The survey was fielded between August 29, 2012 and September 10, 2012.
- Final data were weighted to ensure proper demographic representation within the sample on the following dimensions:
 - Child gender within each of four age groups (6-8, 9-11, 12-14, 15-17), region, household income, and child race/ethnicity.
 - Information for these weights was obtained from the U.S. Census Bureau.

^[1] The survey was conducted using the web-enabled KnowledgePanel[®], a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel[®]. For those who agree to participate but do not already have Internet access, GfK provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and are then sent emails throughout each month inviting them to participate in research.

APPENDIX A:

Methodology (continued)

ADDITIONAL STUDY METHODOLOGY

- Some survey language was modified in age-appropriate ways to ensure comprehension among children age 6–8.
- Children age 6–8 were not asked some survey questions due to comprehension limitations and limitations on the length of a survey appropriate for 6–8 year-olds.
- Parents were invited to help young children read the survey but were asked to allow children to independently answer all questions. At the end of the survey, children were asked to record the degree to which a parent helped them with the survey. Consistent with prior research, an analysis comparing the responses of children with and without parental involvement showed no significant differences.
- Virtually all (99%) of the adults interviewed were the parent or stepparent of the child interviewed. Therefore, throughout this report, we refer to adult respondents as “parent.”
- Data may not sum to 100% due to rounding.

APPENDIX B:

Demographics of the Sample

Child's Age

6-8	25%
9-11	24%
12-14	25%
15-17	26%

Child's Gender

Total Boys	51%
Total Girls	49%

Parent Respondent's Marital Status

Married/Living with Partner (Net)	83%
Married	75%
Living with Partner	7%
Never Married	6%
Widowed/Divorced/Separated (Net)	12%

Child's Race/Ethnicity

Non-Hispanic White	55%
Hispanic	23%
Non-Hispanic Black	14%
Non-Hispanic, Other	6%
Non-Hispanic, Multiple Races	4%

Adult Respondent's Relationship to Child Respondent

Parent (Net)	93%
Mother	52%
Father	41%
Stepmother	2%
Stepfather	4%
Other Guardian (Net)	1%
Total Men	46%
Total Women	54%

APPENDIX B:

Demographics of the Sample (continued)

Parent's Highest Level of Education Completed

High School Graduate or Less (Net)	35%
Less than High School	8%
High School	27%
Some College or More (Net)	64%
Some College	30%
Bachelor's Degree+	34%

Household Income

Less than \$25,000	19%
\$25,000 to \$49,999	22%
\$50,000 to \$74,999	18%
\$75,000 or More (Net)	40%
Mean	\$70K
Median	\$55K

Parent's Age

Under Age 35	24%
Age 35-44	43%
Age 45-54	29%
Age 55+	6%
Mean	41

Parent's Race/Ethnicity

Non-Hispanic White	61%
Hispanic	18%
Non-Hispanic Black	14%
Non-Hispanic, Other	4%
Non-Hispanic, Multiple Races	3%

APPENDIX C:

Subgroup Sample Sizes

This appendix shows the unweighted sample sizes of the main subgroups analyzed in this study.

Child's Age

Total Children	1,074
6-8	281
9-11	252
12-14	248
15-17	293

Child's Gender

Total Boys	522
Total Girls	552

Parent's Gender

Total Parents	1,074
Total Men	524
Total Women	550

Child's Age within Gender

Boys Age 6-8	140
Boys Age 9-11	120
Boys Age 12-14	122
Boys Age 15-17	140
Girls Age 6-8	141
Girls Age 9-11	132
Girls Age 12-14	126
Girls Age 15-17	153

APPENDIX C:

Subgroup Sample Sizes (continued)

This appendix shows the unweighted sample sizes of the main subgroups analyzed in this study.

Children's Reading Frequency		Children Who Have Read an eBook	
Frequent Readers (read books for fun 5-7 days a week)	382	Total Children	500
		6-8	132
		9-11	125
Moderately Frequent Readers (read books for fun 1-4 days a week)	407	12-14	120
		15-17	123
		Boys	230
Infrequent Readers (read books for fun less than one day a week)	282	Girls	270

APPENDIX D:

Parent Survey

P1. Our first question asks you how you feel about some of the activities your child might do. For each activity, please say whether you think your child spends way too much time, too much time, not enough time or if you are OK with the amount of time he/she spends on the activity.	Total
Summary of CHILD DOES ACTIVITY Base: Total Respondents	1,074
Watching TV, DVDs, or videos	98%
Reading books for fun	92%
Playing video or computer games on any kind of electronic device	90%
Going online using a computer for fun, not for school	88%
Listening to music on an iPod, smartphone, or other digital device	75%
Using a cell phone to text or talk	55%
Using a smartphone or other handheld device for going online	48%
Visiting social networking sites like Facebook, Twitter, etc.	44%
SCALE POINTS: My child spends way too much time on this My child spends too much time on this My child does not spend enough time on this I am OK with the amount of time my child spends on this My child doesn't do this	
P1. Our first question asks you how you feel about some of the activities your child might do. For each activity, please say whether you think your child spends way too much time, too much time, not enough time or if you are OK with the amount of time he/she spends on the activity.	Total
Summary of CHILD SPENDS WAY TOO MUCH/TOO MUCH TIME DOING ACTIVITY Bases Vary: Based on Child Does Activity	
Playing video or computer games on any kind of electronic device	33%
Watching TV, DVDs, or videos	33%

APPENDIX D:

(continued) Visiting social networking sites like Facebook, Twitter, etc.	32%
Using a smartphone or other handheld device for going online	30%
Using a cell phone to text or talk	28%
Going online using a computer for fun, not for school	28%
Listening to music on an iPod, smartphone, or other digital device	20%
Reading books for fun	3%
P1. Our first question asks you how you feel about some of the activities your child might do. For each activity, please say whether you think your child spends way too much time, too much time, not enough time or if you are OK with the amount of time he/she spends on the activity.	
Summary of CHILD SPENDS WAY TOO MUCH TIME DOING ACTIVITY	
Bases Vary: Based on Child Does Activity	
Playing video or computer games on any kind of electronic device	11%
Using a cell phone to text or talk	10%
Visiting social networking sites like Facebook, Twitter, etc.	9%
Going online using a computer for fun, not for school	8%
Using a smartphone or other handheld device for going online	7%
Watching TV, DVDs, or videos	6%
Listening to music on an iPod, smartphone, or other digital device	3%
Reading books for fun	1%

APPENDIX D:

P1. Our first question asks you how you feel about some of the activities your child might do. For each activity, please say whether you think your child spends way too much time, too much time, not enough time or if you are OK with the amount of time he/she spends on the activity.	Total
Summary of CHILD DOES NOT SPEND ENOUGH TIME DOING ACTIVITY Bases Vary: Based on Child Does Activity	
Reading books for fun	49%
Using a smartphone or other handheld device for going online	3%
Going online using a computer for fun, not for school	3%
Playing video or computer games on any kind of electronic device	3%
Listening to music on an iPod, smartphone, or other digital device	3%
Visiting social networking sites like Facebook, Twitter, etc.	2%
Using a cell phone to text or talk	2%
Watching TV, DVDs, or videos	2%
P2. Which of these things do you personally think counts as reading?	Total
Base: Total Respondents	1,074
Any (Net)	55%
Looking for and finding information online	43%
Looking through words and pictures in a comic book	31%
Emailing back and forth with someone	14%
Looking through postings or comments on social networking sites like Facebook	8%
Texting back and forth with friends	6%
None of the above	45%

APPENDIX D:

P3. How important is it to you that your child reads books for fun? By this we mean reading books that are not part of his/her schoolwork or homework and could mean reading on his/her own or with someone else.	Total
Base: Total Respondents	1,074
Extremely/Very important (Net)	90%
Extremely important	49%
Very important	41%
A little important	9%
Not important	1%
P4. Which of these best describes your child as a reader?	Total
Base: Total Respondents	1,074
My child is a great reader	42%
My child is a good reader	37%
My child is an OK reader	17%
My child is not a good reader	4%
P5a/b. How many days a week do you think kids your child's age should read books for fun?	Total
Base: Total Respondents	1,074
5-7 days a week (Net)	41%
7 days a week	18%
5-6 days a week	24%
1-4 days a week (Net)	56%

APPENDIX D:

(continued) 3-4 days a week	38%
1-2 days a week	19%
2-3 times a month or less (Net)	2%
2-3 times a month	1%
Once a month	1%
Once every few months	*
Never	1%
<p>P6. The next question asks about some reasons that kids might read books for fun. For each, I'd like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for your child to read books for fun. Remember, when we say "read books for fun" we mean reading books that are not part of schoolwork or homework.</p>	
<p>Summary of EXTREMELY IMPORTANT Base: Total Respondents</p>	Total 1,074
To help your child be successful in school now	51%
To help your child be successful after high school	49%
For your child to learn new information	46%
For your child to use his/her imagination	44%
To entertain your child	31%
For your child to be inspired by the characters or the story	25%
<p>SCALE POINTS: Extremely important reason to read books for fun Very important reason to read books for fun A little bit of a reason to read books for fun Not a reason at all to read books for fun</p>	

APPENDIX D:

P6. The next question asks about some reasons that kids might read books for fun. For each, I'd like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for your child to read books for fun. Remember, when we say "read books for fun" we mean reading books that are not part of schoolwork or homework.	Total
Summary of EXTREMELY/VERY IMPORTANT Base: Total Respondents	1,074
For your child to use his/her imagination	89%
To help your child be successful in school now	89%
For your child to learn new information	89%
To help your child be successful after high school	86%
To entertain your child	80%
For your child to be inspired by the characters or the story	74%
P7. When it comes to the reading your child does for fun, which of the following situations, if any, apply during the school year and/or over the summer when school is out?	Total
Summary of APPLIES DURING SCHOOL YEAR Base: Total Respondents	1,074
Do any (Net)	65%
My child keeps track on his/her own	35%
My child's teacher asks me to keep track	34%
I track my child's reading manually on paper	29%
My child's teacher or librarian keeps track	29%
I track my child's reading using an online program	12%
I track my child's reading using the device on which he/she ereads	10%
I track my child's reading using an ereading app	8%
None of these	35%

APPENDIX D:

P7. When it comes to the reading your child does for fun, which of the following situations, if any, apply during the school year and/or over the summer when school is out?	Total
Summary of APPLIES DURING SUMMER Base: Total Respondents	1,074
Do any (Net)	44%
My child keeps track on his/her own	29%
I track my child's reading manually on paper	18%
My child's teacher asks me to keep track	10%
I track my child's reading using an online program	7%
I track my child's reading using the device on which he/she ereads	6%
I track my child's reading using an ereading app	6%
My child's teacher or librarian keeps track	6%
None of these	56%
P7. When it comes to the reading your child does for fun, which of the following situations, if any, apply during the school year and/or over the summer when school is out?	Total
Summary of APPLIES DURING SCHOOL YEAR OR SUMMER Base: Total Respondents	1,074
Do Any (Net)	67%
My child keeps track on his/her own	46%
My child's teacher asks me to keep track	36%
I track my child's reading manually on paper	35%
My child's teacher or librarian keeps track	32%
I track my child's reading using an online program	16%
I track my child's reading using the device on which he/she ereads	13%
I track my child's reading using an ereading app	12%
None of these	33%

APPENDIX D:

P8. Which of the following devices, if any, are in your home?	Total
Base: Total Respondents	1,074
Any (Net)	98%
Laptop computer or netbook	80%
Desktop computer	70%
Handheld device like a smartphone, iPod touch, or other handheld device	67%
Tablet/eReader (Subnet)	47%
iPad or other tablet (like a Kindle Fire, Samsung Galaxy, or Nook Color)	37%
Electronic device made just for reading ebooks (that is, a device like a Kindle, Nook, or Sony Reader)	22%
None of these	2%
P9. Have you read an ebook? By “ebook” we mean a digital book that is typically purchased and downloaded from the Internet that can be read on a computer, a handheld device, an ebook reader, or a tablet.	Total
Base: Total Respondents	1,074
Yes	41%
No	59%
P10. On which of the following do you read ebooks?	Total
Base: Have Read an eBook	413
Handheld device (Net)	86%
iPad or other tablet (like a Kindle Fire, Samsung Galaxy, or Nook Color)	45%
Electronic device made just for reading ebooks (that is, a device like a Kindle, Nook, or Sony Reader)	36%
Handheld device like a smartphone, iPod touch, or other handheld device	27%
Desktop/Laptop (Net)	28%
Laptop computer or netbook	20%
Desktop computer	14%

APPENDIX D:

P11a. How do you prefer to read books for fun?	Total
Base: Have Read an eBook	413
Read print books	48%
Read ebooks	16%
No preference	36%
P12a/b. How often do you read books to your child? (Please think about ebooks and print books when answering this question.)	Total
Base: Total Respondents	1,074
5-7 days a week (Net)	12%
7 days a week	6%
5-6 days a week	6%
1-4 days a week (Net)	23%
3-4 days a week	13%
1-2 days a week	10%
Less than one day a week/never (Net)	24%
2-3 times a month	5%
Once a month	5%
Once every few months	14%
Never	41%

APPENDIX D:

P12c. Which of the following applies to you and your child?	Total
Base: Read to Child	609
Read ebooks to child (Net)	22%
Read ebooks on tablet/ereader (Subnet)	10%
I read to my child on an iPad or other tablet (like a Kindle Fire, Samsung Galaxy, or Nook Color)	7%
I read to my child on an electronic device made just for reading ebooks (that is, a device like a Kindle, Nook, or Sony Reader)	4%
I read to my child on a laptop computer or netbook	7%
I read to my child on a handheld device (like a smartphone, iPod touch, or other handheld device)	6%
I read to my child on a desktop computer	6%
I read print books to my child	94%
P13. Whether or not you currently do these things, how interested, if at all, are you in doing each?: Reading ebooks myself	Total
Base: Total Respondents	1,074
Extremely/Very interested (Net)	35%
Extremely interested	18%
Very interested	17%
Somewhat interested	29%
Not very/Not at all interested (Net)	36%
Not very interested	18%
Not at all interested	18%

APPENDIX D:

P13. Whether or not you currently do these things, how interested, if at all, are you in doing each?: Reading ebooks to my child	Total
Base: Total Respondents	1,074
Extremely/Very interested (Net)	15%
Extremely interested	5%
Very interested	10%
Somewhat interested	27%
Not Very/Not at all interested (Net)	58%
Not very interested	27%
Not at all interested	32%
P13. Whether or not you currently do these things, how interested, if at all, are you in doing each?: Having my child read ebooks	Total
Base: Total Respondents	1,074
Extremely/Very interested (Net)	37%
Extremely interested	15%
Very interested	22%
Somewhat interested	35%
Not very/Not at all interested (Net)	28%
Not very interested	15%
Not at all interested	13%

APPENDIX D:

P14a/b. How many days in a typical week do you personally read print books or ebooks? Please do not count reading to your child.	Total
Base: Total Respondents	1,074
Frequent readers (Net)	30%
7 days a week	15%
5-6 days a week	15%
Moderately frequent readers (Net)	37%
3-4 days a week	18%
1-2 days a week	19%
Infrequent readers (Net)	33%
2-3 times a month	3%
Once a month	2%
Once every few months	14%
Never	13%
P15a. Since you started reading ebooks, are you reading more books, fewer books, or the same amount of books? (Please think about ebooks and print books when answering this question.)	Total
Base: Have Read an eBook	413
More	31%
Fewer	6%
The same	62%

APPENDIX D:

P15b. Since you started reading ebooks, are you reading more books, fewer books, or the same amount of books to your child? (Please think about ebooks and print books when answering this question.)	Total
Base: Have Read an eBook and Child is Under Age 12	218
More	9%
Fewer	5%
The same	86%
P16a. Since you started reading ebooks, which statement sounds most like you?	Total
Base: Have Read an eBook	413
I am reading new kinds of books that I never thought I would read	32%
I am reading the same kinds of books I used to read	68%
P16b. What new kind of books are you reading now?	Total
Base: Read Additional Kinds of Books Since Starting to eRead	126
Adult fiction	56%
Nonfiction	41%
Classics	39%
Children's books (e.g. Harry Potter, Percy Jackson)	22%
Teen fiction (e.g. Hunger Games, Twilight)	22%
Other	12%
P17. How would you prefer your child read books for fun?	Total
Base: Total Respondents	1,074
Print books	49%
eBooks	4%
No preference	47%

APPENDIX D:

P18. In the past 6 months, how many print books have you acquired for your child for the purpose of reading for fun?	Total
Base: Total Respondents	1,074
Zero	18%
1-4	27%
5-9	18%
10-24	27%
25 or more	10%
Mean including zero	11.9
Median including zero	5
Mean not including zero	14.6
Median not including zero	6
P18. In the past 6 months, how many ebooks have you acquired for your child for the purpose of reading for fun?	Total
Base: Total Respondents	1,074
Zero	74%
1-4	17%
5-9	4%
10-24	3%
25 or more	1%
Mean including zero	1.7
Median including zero	0
Mean not including zero	6.6
Median not including zero	3

APPENDIX D:

P18. In the past 6 months, how many print and/or ebooks have you acquired for your child for the purpose of reading for fun?	Total
Base: Total Respondents	1,074
Zero	17%
1-4	23%
5-9	21%
10-24	28%
25 or more	11%
Mean including zero	13.3
Median including zero	6
Mean not including zero	16.1
Median not including zero	8
P18. In the past 6 months, how many ebooks have you acquired for your child for the purpose of reading for fun?	Total
Base: Child Has Read an eBook	500
Zero	53%
1-4	29%
5-9	9%
10-24	6%
25 or more	3%
Mean including zero	3.2
Median including zero	0
Mean not including zero	6.9
Median not including zero	3

APPENDIX D:

P19. What time of year do you purchase the most books (either print books or ebooks) for your child to read for fun?	Total
Base: Total Respondents	1,074
During the school year	37%
When school is out for the summer	24%
During the holiday season	15%
For child's birthday	6%
Other	18%
P20a. Thinking about your child and reading books for fun, which of the following do you think are the benefits of reading ebooks compared to books printed on paper?	Total
Base: Total Respondents	1,074
Any (Net)	81%
My child can carry all his/her books in one place	42%
I can buy or access books for my child whenever and wherever we are	37%
My child can easily look up the definition of words	33%
It is more environmentally friendly since it is paperless	30%
My child can sample books before buying them	28%
It is a cool/more interesting way to read	27%
eBooks cost less	22%
My child will read more for fun	22%
Some ebooks have a read-aloud option and will read to my child	17%
It is easier to find recommendations for books my child might like	14%
Some ebooks have added features like games or videos	14%
It is better for reading at bedtime	11%
There is no bookstore close to where I live but I can easily order books online	11%

APPENDIX D:

(continued) It is easier to read the text	9%
Other	2%
None of the above	19%
P20a. Thinking about your child and reading books for fun, which of the following do you think are the benefits of reading eBooks compared to books printed on paper?	Total
Base: Child Has Read an eBook	500
Any (Net)	90%
My child can carry all his/her books in one place	50%
I can buy or access books for my child whenever and wherever we are	45%
My child can easily look up the definition of words	41%
My child can sample books before buying them	37%
It is more environmentally friendly since it is paperless	36%
It is a cool/more interesting way to read	32%
eBooks cost less	31%
My child will read more for fun	25%
Some eBooks have a read-aloud option and will read to my child	22%
It is easier to find recommendations for books my child might like	19%
There is no bookstore close to where I live but I can easily order books online	16%
Some eBooks have added features like games or videos	16%
It is better for reading at bedtime	15%
It is easier to read the text	11%
Other	2%
None of the above	10%

APPENDIX D:

P20a. Thinking about your child and reading books for fun, which of the following do you think are the benefits of reading ebooks compared to books printed on paper?	Total
Base: Child Has Not Read an eBook	574
Any (Net)	73%
My child can carry all his/her books in one place	35%
I can buy or access books for my child whenever and wherever we are	29%
My child can easily look up the definition of words	25%
It is more environmentally friendly since it is paperless	25%
It is a cool/more interesting way to read	22%
My child can sample books before buying them	20%
My child will read more for fun	18%
eBooks cost less	15%
Some ebooks have a read-aloud option and will read to my child	13%
Some ebooks have added features like games or videos	11%
It is easier to find recommendations for books my child might like	11%
It is better for reading at bedtime	8%
It is easier to read the text	7%
There is no bookstore close to where I live but I can easily order books online	7%
Other	2%
None of the above	27%

APPENDIX D:

P20b. Still thinking about your child and reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks?	Total
Base: Total Respondents	1,074
Any (Net)	90%
I like my child to get away from technology sometimes	55%
My child doesn't have to worry about charging a battery	50%
My child likes to be able to see how much of the book he/she has read	44%
My child likes being able to physically see all the books he/she has read	38%
It is better for reading at bedtime	30%
It is easier to read the text	27%
My child likes holding a book rather than an electronic device	26%
My child likes to share print books with friends	22%
Print books cost less	19%
My child will read more for fun	17%
Other	4%
None of the above	10%
P20b. Still thinking about your child and reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks?	Total
Base: Child Has Read an eBook	500
Any (Net)	93%
I like my child to get away from technology sometimes	54%
My child doesn't have to worry about charging a battery	53%
My child likes to be able to see how much of the book he/she has read	46%
My child likes being able to physically see all the books he/she has read	39%
It is better for reading at bedtime	29%

APPENDIX D:

(continued) My child likes holding a book rather than an electronic device	26%
It is easier to read the text	25%
My child likes to share print books with friends	23%
Print books cost less	18%
My child will read more for fun	14%
Other	5%
None of the above	7%
P20b. Still thinking about your child and reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks?	Total
Base: Child Has Not Read an eBook	574
Any (Net)	88%
I like my child to get away from technology sometimes	55%
My child doesn't have to worry about charging a battery	48%
My child likes to be able to see how much of the book he/she has read	42%
My child likes being able to physically see all the books he/she has read	38%
It is better for reading at bedtime	31%
It is easier to read the text	28%
My child likes holding a book rather than an electronic device	26%
My child likes to share print books with friends	22%
My child will read more for fun	20%
Print books cost less	19%
Other	4%
None of the above	12%

APPENDIX D:

P21. How important are the following to you when looking for an ebook for your child?	Total
Summary of EXTREMELY IMPORTANT Base: Child Has Read an eBook	500
The ebook has a read-aloud option	36%
The ebook helps my child follow along when the narrator is reading	35%
The ebook has video	34%
The ebook has fun activities like games	31%
The ebook app or device allows me to monitor/track my child's reading	30%
The ebook has built-in activities to make my child a better reader and/or build his/her vocabulary	28%
The ebook has a dictionary	28%
The ebook has note-taking, highlighting and/or commenting features	28%
SCALE POINTS: Extremely important Very important Somewhat important Not very important Not at all important	
P21. How important are the following to you when looking for an ebook for your child?	Total
Summary of EXTREMELY/VERY IMPORTANT Base: Child Has Read an eBook	500
The ebook has a read-aloud option	74%
The ebook helps my child follow along when the narrator is reading	72%
The ebook has video	72%
The ebook app or device allows me to monitor/track my child's reading	71%
The ebook has built-in activities to make my child a better reader and/or build his/her vocabulary	70%

APPENDIX D:

(continued) The ebook has note-taking, highlighting and/or commenting features	70%
The ebook has a dictionary	67%
The ebook has fun activities like games	67%
P22. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements: My child does not read books for fun as often as I did when I was his/her age.	Total
Base: Total Respondents	1,074
Agree (Net)	46%
Agree strongly	18%
Agree somewhat	28%
Disagree (Net)	54%
Disagree somewhat	26%
Disagree strongly	27%
P22. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements: My child too frequently quits reading a book before finishing it.	Total
Base: Total Respondents	1,074
Agree (Net)	35%
Agree strongly	7%
Agree somewhat	28%
Disagree (Net)	65%
Disagree somewhat	30%
Disagree strongly	36%

APPENDIX D:

P22. Please indicate whether you agree strongly, agree somewhat, disagree strongly, or disagree somewhat with each of the following statements: My child has trouble finding books he/she likes.	Total
Base: Total Respondents	1,074
Agree (Net)	34%
Agree strongly	8%
Agree somewhat	26%
Disagree (Net)	66%
Disagree somewhat	35%
Disagree strongly	31%
P23. Please let us know, in your opinion, if each item listed below is either: 1) important to you and you think your child gets the right amount of it, 2) important to you and you think your child does not get enough of it, or 3) if it is not important to you.	Total
Summary of MY CHILD GETS THE RIGHT AMOUNT	
Base: Total Respondents	1,074
Using his/her imagination	70%
Expressing himself/herself in creative ways	70%
Independently finding and learning about topics that interest him/her	62%
Reading books for fun	53%
Experiencing classic or award-winning literature	35%
SCALE POINTS: This is important to me and my child gets the right amount This is important to me and my child does not get enough This is not important to me	

APPENDIX D:

P23. Please let us know, in your opinion, if each item listed below is either: 1) important to you and you think your child gets the right amount of it, 2) important to you and you think your child does not get enough of it, or 3) if it is not important to you.	Total
Summary of THIS IS IMPORTANT AND MY CHILD DOES NOT GET ENOUGH Base: Total Respondents	1,074
Experiencing classic or award-winning literature	43%
Reading books for fun	42%
Independently finding and learning about topics that interest him/her	36%
Expressing himself/herself in creative ways	27%
Using his/her imagination	26%
P24. Now we would like to know about the books your child is required to read for school. For each reason, we would like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for your child to read the books that are required for school. Remember, when we say “the books that are required for school,” we do not mean textbooks.	Total
Summary of EXTREMELY IMPORTANT Base: Total Respondents	1,074
To help my child be successful in school now	59%
To help my child be successful after high school	53%
For my child to learn new information	53%
For my child to use his/her imagination	37%
For my child to be inspired by the characters or the story	30%
To entertain my child	24%
SCALE POINTS: Extremely important reason to read required books Very important reason to read required books A little bit of a reason to read required books Not a reason at all to read required books	

APPENDIX D:

P24. Now we would like to know about the books your child is required to read for school. For each reason, we would like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for your child to read the books that are required for school. Remember, when we say “the books that are required for school,” we do not mean textbooks.	Total
Summary of EXTREMELY/VERY IMPORTANT Base: Total Respondents	1,074
To help my child be successful in school now	94%
For my child to learn new information	94%
To help my child be successful after high school	90%
For my child to use his/her imagination	84%
For my child to be inspired by the characters or the story	70%
To entertain my child	64%
P25. Which of the following have you done to support your child’s reading habits?	Total
Base: Total Respondents	1,074
Any (Net)	93%
Give books to my child as gifts	67%
Always have a wide variety of books in my home available for my child	55%
Put limits on the amount of time my child can spend watching TV, playing video games, or using the computer	46%
Build reading into my child’s daily routine or schedule	38%
Read the same books as my child so I can talk with him/her about the books	31%
Use movies or TV shows that are based on books to get my child interested in those books	29%
Look for information about books so I can suggest titles that I think my child will enjoy	29%
Reward my child for reading books	29%

APPENDIX D:

(continued) Make sure my child does reading-related activities or games on a computer	22%
Make sure my child uses or plays with educational/word-related board games, word blocks, etc.	22%
Encourage my child to go online and explore a book's/author's website	15%
Encourage my child to read ebooks on a device we already have	13%
Have my child participate in book clubs or other reading groups that meet in person	11%
Bought a device specifically to encourage my child to read ebooks	9%
Look for ebooks with interactive features	5%
Other	4%
None of these	7%
P26. What source are you most likely to turn to to find the right book for your child?	Total
Base: Total Respondents	1,074
Any (Net)	89%
Barnes & Noble	41%
Amazon	38%
Scholastic	33%
Disney	12%
iTunes	5%
Other	18%
None of the above	11%

APPENDIX D:

P27. How many books do you think kids your child's age should read when school is out during the summer?	Total
Base: Total Respondents	1,074
Zero	1%
One or more (Net)	99%
1-2 books	10%
3-4	26%
5-6	24%
7-9	5%
10-14	17%
15-19	3%
20 or more	14%
Mean including zero	10.5
Median including zero	6
Mean not including zero	10.6
Median not including zero	6
P28a. Do you think kids your child's age should be required to read over the summer?	Total
Base: Total Respondents	1,074
Yes	79%
No	21%

APPENDIX D:

P28b. For required summer reading, which do you agree with most?	Total
Base: Think Kids Should Be Required to Read Over the Summer	822
My child should be required to read a list of specific books assigned by a teacher	12%
My child should be required to read a specific number of books but should be able to choose the titles from a list provided by a teacher	44%
My child should be required to read a specific number of books but should be able to choose any title of his/her choice	44%
P29a/b. Was your child required to read books over the summer?	Total
Base: Total Respondents	1,074
Yes, child was required to read (Net)	30%
Required to read 1-4 books	15%
Required to read 5-9 books	1%
Required to read 10+ books	2%
No specific amount, my child was just required to read	10%
Not sure of the amount my child was required to read	1%
No, child was not required to read	65%
P31. How many books did you read to or with your child this summer?	Total
Base: Child is Under Age 12	533
Did not read to child over the summer	26%
Read to child over the summer (Net)	74%
1-2 books	21%
3-4	11%
5-9	12%
10-14	11%

APPENDIX D:

(continued) 15–19	4%
20 or more	16%
Mean including zero	10.2
Median including zero	3
Mean not including zero	13.8
Median not including zero	5
P32. Do you think that reading books over the summer can help your child be better prepared for the school year?	Total
Base: Total Respondents	1,074
Yes (Net)	92%
Yes, it will help my child be much more prepared	62%
Yes, it will help my child be more prepared	30%
No, it will not help my child be more prepared	4%
I don't know	4%
P32. Now thinking about if you have ever done the following, for each row please check the items that apply to you: Read The Hunger Games trilogy	Total
Base: Total Respondents	1,074
Read at least one book in series (Net)	20%
Read print book	17%
Read ebook	5%
Did not read any books in series	80%

APPENDIX D:

P32. Now thinking about if you have ever done the following, for each row please check the items that apply to you: Read The Harry Potter series	Total
Base: Total Respondents	1,074
Read at least one book in series (Net)	30%
Read print book	29%
Read ebook	2%
Did not read any books in series	70%
P32. Now thinking about if you have ever done the following, for each row please check the items that apply to you: Read The Twilight series	Total
Base: Total Respondents	1,074
Read at least one book in series (Net)	23%
Read print book	21%
Read ebook	2%
Did not read any books in series	77%
P32. Now thinking about if you have ever done the following, for each row please check the items that apply to you: Read The Hobbit/The Lord of the Rings series	Total
Base: Total Respondents	1,074
Read at least one book in series (Net)	29%
Read print book	28%
Read ebook	1%
Did not read any books in series	71%

APPENDIX D:

P33/34. Which of the following have you done with your child in the past week? How many print and/or ebooks have you read with your child in the past week?	Total
Base: Total Respondents	1,074
Watched TV	82%
Ate dinner together as a family	94%
Read a book together (Net)	29%
1-2 books	16%
3-4	6%
5-9	3%
10 or more	2%
Refused	2%
Mean including zero	1
Median including zero	0
Mean not including zero	3.9
Median not including zero	2
P35. How many print books are in your home?	Total
Base: Total Respondents	1,074
Zero	*
Any (Net)	100%
1-49 books	30%
50-149	33%
150-299	18%
300-499	8%
500 or more books	11%
Mean	173.6

APPENDIX D:

P36. How many ebooks does your family own?	Total
Base: Total Respondents	1,074
Zero	54%
Any (Net)	46%
1-49 ebooks	36%
50-149	7%
150-299	2%
300-499	1%
500 or more ebooks	1%
Mean	29.3
P37. Which describes your print book collection best?	Total
Base: Have Print Books in Home	1,057
Mostly children's books	31%
Mostly adult books	17%
An even mix of both	52%
P38. Which describes your ebook collection best?	Total
Base: Have eBooks in Home	509
Mostly children's books	13%
Mostly adult books	59%
An even mix of both	28%
P39. And finally, has your child started school for the year?	Total
Base: Total Respondents	1,074
Yes	86%
No	14%

APPENDIX D:

Kid Survey

K1. The first question is very easy: What grade are you in now? If you haven't started school yet, please say the grade you will be in.	Total
Base: Total Respondents	1,074
Kindergarten	2%
1st grade	9%
2nd grade	7%
3rd grade	8%
4th grade	10%
5th grade	8%
6th grade	8%
7th grade	7%
8th grade	9%
9th grade	10%
10th grade	8%
11th grade	10%
12th grade	6%
K2a. Which of the things listed below do you do?	Total
Base: Total Respondents	1,074
Any (Net)	100%
Watch TV, DVDs, or videos	90%
Play video or computer games on any kind of electronic device	78%
Go online and use the Internet on a computer for fun, not for school	73%
Listen to music on an iPod, smartphone, or other similar device	63%
Use a cell phone to text or talk	51%

APPENDIX D:

(continued) Visit social networking sites like Facebook, Twitter, etc.	39%
Use a smartphone or other handheld device for going online	32%
None	0%
K2b. Now we'd like to know how many days a week you do each of these activities. Please check one box under the column that best describes how often you do each activity in a typical week.	Total
Summary of 5-7 DAYS A WEEK Base: Total Respondents	1,074
Watch TV, DVDs, or videos	67%
Go online and use the Internet on a computer for fun, not for school	40%
Use a cell phone to text or talk	36%
Play video or computer games on any kind of electronic device	35%
Listen to music on an iPod, smartphone, or other similar device	34%
Visit social networking sites like Facebook, Twitter, etc.	27%
Use a smartphone or other handheld device for going online	21%
SCALE POINTS: 7 days a week 5-6 days a week 3-4 days a week 1-2 days a week Less than one day a week/zero	

APPENDIX D:

K2b. Now we'd like to know how many days in a week you do each of these activities. Please check one box under the column that best describes how often you do each activity in a typical week.	Total
Summary of 3-7 DAYS A WEEK	1,074
Base: Total Respondents	
Watch TV, DVDs, or videos	80%
Play video or computer games on any kind of electronic device	56%
Go online and use the Internet on a computer for fun, not for school	54%
Listen to music on an iPod, smartphone, or other similar device	48%
Use a cell phone to text or talk	43%
Visit social networking sites like Facebook, Twitter, etc.	32%
Use a smartphone or other handheld device for going online	26%
K4. How important is it to you to read or look at books for fun? This means reading books that are not part of your schoolwork or homework, and could mean reading by yourself or with someone else.	Total
Base: Total Respondents	1,074
Extremely/Very important (Net)	51%
Extremely important	19%
Very important	33%
A little important	36%
Not important	12%
K5. How much do you enjoy reading books for fun?	Total
Base: Total Respondents	1,074
Love it/Like it a lot (Net)	58%
I love it	29%
I like it a lot	29%
I like it a little	33%
I don't like it at all	8%

APPENDIX D:

K6a. Please answer yes or no for each statement. Please do not include reading textbooks as you answer this question.	Total
Summary of YES	1,074
Base: Total Respondents	
Have Read an eBook (Net)	46%
Desktop/Laptop (Subnet)	29%
I have read a book on a laptop computer or netbook	22%
I have read a book on a desktop computer (a computer that stays in one place and can't move from room to room)	19%
Tablet/eReader (Subnet)	28%
I have read a book on an iPad, other tablet like a Kindle Fire, Samsung Galaxy or Nook Color	21%
I have read a book on an electronic device made just for reading ebooks (that is, a device like a Kindle, Nook or Sony Reader)	19%
I have read a book on a handheld device like an iPod touch, PSP, smartphone, Nintendo DS, or other handheld device (Subnet)	16%
Have not read an ebook	54%
K6b. Are you interested in reading books or stories on any of the electronic devices we just asked you about?	Total
Base: Have Not Read an eBook	574
Yes	51%
No	49%

APPENDIX D:

K7a. Which apps do you use when you read ebooks on an electronic device? (Note: if you touch or click an icon before you start reading an ebook, you are using an app!)	Total
Base: Have Read an eBook on Any Device, Not Including a Dedicated eReader	453
Have Read an eBook (Net)	45%
Nook app	8%
Storia app	2%
Kindle app	24%
iBooks app	13%
An app other than these	4%
Don't know	26%
None of these	29%
K7b. When you read ebooks, do you read them...	Total
Base: Have Read an eBook	500
At home	75%
At school	27%
At a friend's house	15%
At the library	13%
At a community organization (Boys & Girls Club, YMCA, etc.)	1%
Some place else	9%

APPENDIX D:

K9a/b. How many days a week do you read or look at books for fun, either on your own or with a family member? You can include reading ebooks in your response.	Total
Base: Total Respondents	1,074
Frequent readers (Net)	34%
7 days a week	16%
5-6 days a week	19%
Moderately frequent readers (Net)	40%
3-4 days a week	21%
1-2 days a week	19%
Infrequent readers (Net)	26%
2-3 times a month	3%
Once a month	3%
Once every few months	11%
Never	9%
K10. Each time you read a book for fun, for how long do you usually read?	Total
Base: Age 9-17 and Read Books for Fun 5-7 Days a Week	227
Less than 20 minutes	11%
20 minutes or more	89%

APPENDIX D:

K11a/b. How many days a week do you read books you are required to read for homework or schoolwork (but not including textbooks that you use for school)? You can include reading ebooks in your response.	Total
Base: Total Respondents	1,074
5-7 days a week (Net)	40%
7 days a week	9%
5-6 days a week	31%
1-4 days a week (Net)	45%
3-4 days a week	25%
1-2 days a week	20%
Less than one day a week/Never (Net)	15%
2-3 times a month	2%
Once a month	2%
Once every few months	6%
Never	4%
K12. Each time you read a book required for school, for how long do you usually read?	Total
Base: Age 9-17 and Read Books Required for School 5-7 Days a Week	278
Less than 20 minutes	17%
20 minutes or more	83%

APPENDIX D:

K14. Which of these things do you think counts as reading?	Total
Base: Age 9-17	793
Any (Net)	68%
Looking for and finding information online	54%
Looking through words and pictures in a comic book	38%
Emailing back and forth with someone	27%
Looking through postings or comments on social networking sites like Facebook, Twitter, etc.	25%
Texting back and forth with friends	22%
None of the above	32%
K15. The next question asks about some reasons that kids your age might read books for fun. For each, we'd like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for you to read books for fun.	Total
Summary of EXTREMELY IMPORTANT REASON	
Base: Total Respondents	1,074
To entertain you	39%
To help you be successful in school now	30%
To use your imagination	28%
To learn new information	27%
To help you be successful after high school	26%
To be inspired by the characters or the story	19%
SCALE POINTS:	
Extremely important reason to read books for fun	
Very important reason to read books for fun	
A little bit of a reason to read books for fun	
Not a reason at all to read books for fun	

APPENDIX D:

K15. The next question asks about some reasons that kids your age might read books for fun. For each, we'd like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for you to read books for fun.	Total
Summary of EXTREMELY/VERY IMPORTANT REASON	1,074
Base: Total Respondents	
To entertain you	73%
To help you be successful in school now	68%
To learn new information	67%
To use your imagination	66%
To help you be successful after high school	58%
To be inspired by the characters or the story	52%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I am more likely to finish reading a book that I have picked out myself.	Total
Base: Total Respondents	1,074
Agree (Net)	92%
Agree a lot	60%
Agree a little	32%
Disagree (Net)	8%
Disagree a little	6%
Disagree a lot	2%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'll always want to read books printed on paper even though there are ebooks available.	Total
Base: Total Respondents	1,074
Agree (Net)	60%

APPENDIX D:

(continued) Agree a lot	27%
Agree a little	33%
Disagree (Net)	40%
Disagree a little	28%
Disagree a lot	12%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'll always want to read books printed on paper even though there are ebooks available.	Total
Base: Have Read an eBook	500
Agree (Net)	59%
Agree a lot	26%
Agree a little	33%
Disagree (Net)	41%
Disagree a little	29%
Disagree a lot	12%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'll always want to read books printed on paper even though there are ebooks available.	Total
Base: Have Not Read an eBook	574
Agree (Net)	61%
Agree a lot	28%
Agree a little	33%
Disagree (Net)	39%
Disagree a little	26%
Disagree a lot	13%

APPENDIX D:

K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I know I should read more books for fun.	Total
Base: Total Respondents	1,074
Agree (Net)	78%
Agree a lot	33%
Agree a little	45%
Disagree (Net)	22%
Disagree a little	15%
Disagree a lot	7%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'd read more books for fun if I had greater access to ebooks that I could read on an electronic device.	Total
Base: Total Respondents	1,074
Agree (Net)	51%
Agree a lot	17%
Agree a little	34%
Disagree (Net)	49%
Disagree a little	27%
Disagree a lot	22%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'd read more books for fun if I had greater access to ebooks that I could read on an electronic device.	Total
Base: Have Read an eBook	500
Agree (Net)	56%

APPENDIX D:

(continued) Agree a lot	24%
Agree a little	32%
Disagree (Net)	44%
Disagree a little	29%
Disagree a lot	16%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'd read more books for fun if I had greater access to eBooks that I could read on an electronic device.	Total
Base: Have Not Read an eBook	574
Agree (Net)	48%
Agree a lot	12%
Agree a little	36%
Disagree (Net)	52%
Disagree a little	25%
Disagree a lot	27%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I would read more if I could find more books that I like.	Total
Base: Total Respondents	1,074
Agree (Net)	77%
Agree a lot	37%
Agree a little	40%
Disagree (Net)	23%
Disagree a little	15%
Disagree a lot	8%

APPENDIX D:

K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: My favorite books are the ones I have picked out myself.	Total
Base: Total Respondents	1,074
Agree (Net)	93%
Agree a lot	63%
Agree a little	30%
Disagree (Net)	7%
Disagree a little	5%
Disagree a lot	2%
K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I enjoy reading books more now that I read ebooks.	Total
Base: Have Read an eBook	500
Agree (Net)	51%
Agree a lot	15%
Agree a little	36%
Disagree (Net)	49%
Disagree a little	32%
Disagree a lot	17%
K17a. What kinds of books do you read for fun?	Total
Base: Age 9-17	793
Action & Adventure	56%
Teen Fiction	46%
Mystery & Suspense	45%

APPENDIX D:

(continued) Humor	43%
Sci-Fi & Fantasy	36%
Comic Books & Graphic Novels	28%
Horror & Supernatural	27%
Science & Nature	21%
Sports & Hobbies	20%
Classics	19%
Biography & History	17%
Other	8%
K17b. Which kind of book is your favorite kind when reading for fun?	Total
Base: Age 9-17	793
Teen Fiction	20%
Action & Adventure	14%
Humor	13%
Mystery & Suspense	12%
Sci-Fi & Fantasy	11%
Sports & Hobbies	7%
Comic Books & Graphic Novels	7%
Horror & Supernatural	6%
Science & Nature	4%
Classics	2%
Biography & History	2%
Other	4%

APPENDIX D:

K17c. Are the books you read for fun...	Total
Base: Read Books for Fun	921
Mostly nonfiction	12%
Mostly fiction	53%
An equal mix of fiction and nonfiction	34%
K18a. Do you like the books you have to read for school?	Total
Base: Age 6-8 and Read Books Required for School	250
Yes	88%
No	12%
K18b. Which of the following choices best describes how you feel about the books you have to read for homework or schoolwork? (Remember, we do not mean textbooks.)	Total
Base: Age 9-17 and Read Books Required for School	772
Like or enjoy all/most (Net)	46%
I like or enjoy all of the books	9%
I like or enjoy most of the books	37%
I like or enjoy about half of the books and dislike the other half	35%
Dislike all/most (Net)	18%
I dislike most of the books	16%
I dislike all of the books	2%

APPENDIX D:

K19. Which of the following have been true for you after you have read a book required for schoolwork or homework? (Again, we do not mean textbooks.)	Total
Base: Age 9-17 and Read Books Required for School	772
Positive (Net)	83%
Found new character/author/series that I really liked (Subnet)	52%
I found a character that I really liked	39%
I found a series that I really liked	27%
I found an author that I really liked	20%
I realized that I never would have read a book like it if it wasn't required by my teacher	42%
I was surprised by how much I liked it	40%
I wanted to learn more about a topic I read about	21%
Negative (Net)	41%
I was bored because I did not like the book	37%
I was frustrated because it was too hard for me to read	12%
None of these	5%
K20a. Are the books you read for school... (Remember, we don't mean textbooks.)	Total
Base: Age 9-17 and Read Books for School	772
Mostly nonfiction	17%
Mostly fiction	28%
An equal mix of fiction and nonfiction	55%

APPENDIX D:

<p>K21. The next question is similar to one we asked earlier about reading books for fun. Now we would like to know about the books you have to read for school. For each reason, we would like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for you to read the books that are required for school.</p>	Total
<p>Summary of EXTREMELY IMPORTANT REASON Base: Age 9-17 and Read Books for School</p>	772
<p>To help you be successful in school now</p>	39%
<p>To learn new information</p>	35%
<p>To help you be successful after high school</p>	33%
<p>To entertain you</p>	25%
<p>To use your imagination</p>	21%
<p>To be inspired by the characters or the story</p>	19%
<p>SCALE POINTS: Extremely important reason to read required books Very important reason to read required books A little bit of a reason to read required books Not a reason at all to read required books</p>	
<p>K21. The next question is similar to one we asked earlier about reading books for fun. Now we would like to know about the books you have to read for school. For each reason, we would like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for you to read the books that are required for school.</p>	Total
<p>Summary of EXTREMELY/VERY IMPORTANT REASON Base: Age 9-17 and Read Books for School</p>	772
<p>To help you be successful in school now</p>	78%
<p>To learn new information</p>	72%

APPENDIX D:

(continued) To help you be successful after high school	68%
To use your imagination	60%
To entertain you	55%
To be inspired by the characters or the story	48%
K22. Which of the following adult jobs do you think would require you to be a good reader? You can choose as many as you like, as long as your answers are true!	Total
Base: Age 9-17	793
Teacher	89%
Doctor	83%
Scientist	81%
Business person	73%
Nurse	69%
Actor	68%
Engineer	67%
Secretary	65%
App or video game developer	49%
Salesperson	38%
Mechanic	34%
Construction worker	28%
Fast-food manager	22%

APPENDIX D:

K26a/b/c. Please complete the sentence with the one answer that sounds most like you.	Total
Base: Total Respondents	1,074
The books I enjoy most:	
are usually part of a series	30%
are usually not part of a series	21%
I like both equally	48%
Thinking of books that are also movies:	
I like to read the book after seeing the movie	12%
I like to read the book before seeing the movie	33%
it doesn't matter which I do first	54%
I like books:	
with pictures	30%
with no pictures	19%
I like both equally	50%
K27a. Which best describes you now compared to when you were younger and in elementary school?	Total
Base: Age 12-17	541
I read books for fun more now	26%
I read books for fun less now	41%
I read books for fun the same amount now	34%

APPENDIX D:

K28a. Which of the following best describes the books you read for fun?	Total
Base: Have Read an eBook	500
Most of them are ebooks	4%
About half are ebooks and half are print books	16%
Most of them are print books	80%
K28b. In general, would you rather read...	Total
Base: Total Respondents	1,074
Among total kids	
eBooks	14%
Print books	50%
No preference	36%
Among kids who have read an ebook	
eBooks	19%
Print books	43%
No preference	38%
Among kids who have not read an ebook	
eBooks	10%
Print books	55%
No preference	35%

APPENDIX D:

K29. For each of the situations you see here, do you think ebooks or print books are better?	Total
Summary of eBOOKS ARE BETTER	500
Base: Have Read an eBook	
When I don't want my friends to know what I am reading	54%
When I am out and about, traveling from one place to another	43%
When I need or want to take notes/highlight the book I'm reading	28%
When I read at bedtime	21%
When I want to share a book with my friends	17%
When I read a book for fun	16%
When I read a book that has been assigned by a teacher or my school	10%
K29. For each of the situations you see here, do you think ebooks or print books are better?	Total
Summary PRINT BOOKS ARE BETTER	500
Base: Have Read an eBook	
When I want to share a book with my friends	65%
When I read a book that has been assigned by a teacher or my school	62%
When I read at bedtime	53%
When I need or want to take notes/highlight the book I'm reading	49%
When I read a book for fun	47%
When I am out and about, traveling from one place to another	31%
When I don't want my friends to know what I am reading	24%
K29. For each of the situations you see here, do you think ebooks or print books are better?	Total
Summary PRINT BOOKS AND eBOOKS ARE EQUAL	500
Base: Have Read an eBook	
When I read a book for fun	35%

APPENDIX D:

(continued) When I read a book that has been assigned by a teacher or my school	26%
When I read at bedtime	25%
When I am out and about, traveling from one place to another	24%
When I need or want to take notes/highlight the book I'm reading	20%
When I don't want my friends to know what I am reading	20%
When I want to share a book with my friends	16%
K31a. Thinking about reading books for fun, which of the following do you think are the benefits of reading ebooks compared to print books?	Total
Base: Age 9-17	793
Any (Net)	82%
I can carry all my books in one place	52%
I (or a parent) can buy or get books whenever and wherever we are	40%
It is a cool/more interesting way to read	36%
I can easily look up words	36%
It's more environmentally friendly since it is paperless	36%
Some ebooks have added features like games or videos	32%
I can sample or try books before getting them	31%
It is easier to find recommendations for books I might like	23%
Some ebooks have a read-aloud option and can read to me	22%
I will read more for fun	22%
It is easier to read the text	15%
Other	2%
None of the above	18%

APPENDIX D:

K31a. Thinking about reading books for fun, which of the following do you think are the benefits of reading ebooks compared to print books?	Total
Base: Age 9-17 and Have Read an eBook	368
Any (Net)	90%
I can carry all my books in one place	62%
I (or a parent) can buy or get books whenever and wherever we are	53%
I can easily look up words	49%
It is a cool/more interesting way to read	45%
It's more environmentally friendly since it is paperless	43%
I can sample or try books before getting them	39%
Some ebooks have added features like games or videos	38%
It is easier to find recommendations for books I might like	33%
I will read more for fun	29%
Some ebooks have a read-aloud option and can read to me	27%
It is easier to read the text	23%
Other	1%
None of the above	10%
K31a. Thinking about reading books for fun, which of the following do you think are the benefits of reading ebooks compared to print books?	Total
Base: Age 9-17 and Do Not Read eBooks	425
Any (Net)	75%
I can carry all my books in one place	44%
I (or a parent) can buy or get books whenever and wherever we are	29%
It's more environmentally friendly since it is paperless	29%
It is a cool/more interesting way to read	29%

APPENDIX D:

(continued) Some ebooks have added features like games or videos	26%
I can easily look up words	25%
I can sample or try books before getting them	24%
Some ebooks have a read-aloud option and can read to me	18%
I will read more for fun	16%
It is easier to find recommendations for books I might like	14%
It is easier to read the text	8%
Other	3%
None of the above	25%
K31a. Thinking about reading books for fun, which of the following do you think are the benefits of reading ebooks compared to print books?	Total
Base: Age 6-17 and Have Read an eBook	500
Any (Net)	90%
I can carry all my books in one place	57%
I (or a parent) can buy or get books whenever and wherever we are	47%
It is a cool/more interesting way to read	44%
I can easily look up words	43%
It's more environmentally friendly since it is paperless	38%
Some ebooks have added features like games or videos	38%
I can sample or try books before getting them	34%
Some ebooks have a read-aloud option and can read to me	31%
I will read more for fun	30%
It is easier to find recommendations for books I might like	27%
It is easier to read the text	21%
Other	1%
None of the above	10%

APPENDIX D:

K31b. Still thinking about reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks?	Total
Base: Age 9–17	793
Any (Net)	87%
I don't have to worry about charging a battery	56%
I like to be able to see how much of the book I have read	55%
I like being able to see all the books I have read	37%
I like to share print books with friends	36%
I like holding a book rather than an electronic device	36%
It is easier to read the text	31%
I sometimes like to get away from technology	31%
I will read more for fun	27%
Other	3%
None of the above	13%
K31b. Still thinking about reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks?	Total
Base: Age 9–17 and Have Read an eBook	368
Any (Net)	94%
I don't have to worry about charging a battery	67%
I like to be able to see how much of the book I have read	56%
I like to share print books with friends	43%
I like being able to see all the books I have read	41%

APPENDIX D:

(continued) I like holding a book rather than an electronic device	38%
I sometimes like to get away from technology	35%
It is easier to read the text	35%
I will read more for fun	32%
Other	2%
None of the above	6%
K31b. Still thinking about reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks?	Total
Base: Age 9-17 and Do Not Read eBooks	425
Any (Net)	81%
I like to be able to see how much of the book I have read	53%
I don't have to worry about charging a battery	46%
I like holding a book rather than an electronic device	34%
I like being able to see all the books I have read	33%
I like to share print books with friends	31%
It is easier to read the text	27%
I sometimes like to get away from technology	27%
I will read more for fun	22%
Other	3%
None of the above	19%

APPENDIX D:

K31b. Still thinking about reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks?	Total
Base: Age 6-17 and Have Read an eBook	500
Any (Net)	93%
I don't have to worry about charging a battery	60%
I like to be able to see how much of the book I have read	53%
I like to share print books with friends	41%
I like being able to see all the books I have read	39%
I like holding a book rather than an electronic device	37%
It is easier to read the text	33%
I sometimes like to get away from technology	30%
I will read more for fun	29%
Other	3%
None of the above	7%
K32. How important are the following to you when choosing an ebook to read?	Total
Summary of REALLY IMPORTANT	
Base: Total Respondents	1,074
The ebook has fun activities like games	30%
The ebook has a dictionary	25%
The ebook has built-in activities to make me a better reader and/or build my vocabulary	25%
The ebook has video	24%
The ebook has a read-aloud option/it can read to me	24%
The ebook has note-taking, highlighting, and/or commenting features	22%
The ebook helps me follow along when the narrator is reading	20%

APPENDIX D:

(continued) The ebook, app, or device allows a parent to know how much I am reading	14%
SCALE POINTS:	
Really important	
A little important	
Not important	
K32. How important are the following to you when choosing an ebook to read?	Total
Summary of REALLY/A LITTLE IMPORTANT	
Base: Total Respondents	1,074
The ebook has a dictionary	68%
The ebook has fun activities like games	64%
The ebook has built-in activities to make me a better reader and/or build my vocabulary	63%
The ebook has note-taking, highlighting, and/or commenting features	63%
The ebook has video	61%
The ebook has a read-aloud option/it can read to me	58%
The ebook helps me follow along when the narrator is reading	56%
The ebook, app, or device allows a parent to know how much I am reading	48%
K32. How important are the following to you when choosing an ebook to read?	Total
Summary of REALLY IMPORTANT	
Base: Have Read an eBook	500
The ebook has fun activities like games	30%
The ebook has a dictionary	30%
The ebook has note-taking, highlighting, and/or commenting features	30%
The ebook has built-in activities to make me a better reader and/or build my vocabulary	28%
The ebook has a read-aloud option/it can read to me	27%
The ebook helps me follow along when the narrator is reading	24%
The ebook has video	24%
The ebook, app, or device allows a parent to know how much I am reading	15%

APPENDIX D:

K32. How important are the following to you when choosing an ebook to read?	Total
Summary of REALLY/A LITTLE IMPORTANT	
Base: Have Read an eBook	500
The ebook has a dictionary	72%
The ebook has note-taking, highlighting, and/or commenting features	70%
The ebook has built-in activities to make me a better reader and/or build my vocabulary	67%
The ebook has fun activities like games	64%
The ebook has video	62%
The ebook has a read-aloud option/it can read to me	61%
The ebook helps me follow along when the narrator is reading	59%
The ebook, app, or device allows a parent to know how much I am reading	50%
K32. How important are the following to you when choosing an ebook to read?	Total
Summary of REALLY IMPORTANT	
Base: Have Not Read an eBook	574
The ebook has fun activities like games	29%
The ebook has video	24%
The ebook has built-in activities to make me a better reader and/or build my vocabulary	22%
The ebook has a read-aloud option/it can read to me	21%
The ebook has a dictionary	21%
The ebook has note-taking, highlighting, and/or commenting features	16%
The ebook helps me follow along when the narrator is reading	16%
The ebook, app, or device allows a parent to know how much I am reading	13%

APPENDIX D:

K32. How important are the following to you when choosing an ebook to read?	Total
Summary of REALLY/A LITTLE IMPORTANT	
Base: Have Not Read an eBook	574
The ebook has a dictionary	64%
The ebook has fun activities like games	64%
The ebook has built-in activities to make me a better reader and/or build my vocabulary	60%
The ebook has video	60%
The ebook has note-taking, highlighting, and/or commenting features	58%
The ebook has a read-aloud option/it can read to me	56%
The ebook helps me follow along when the narrator is reading	54%
The ebook, app, or device allows a parent to know how much I am reading	45%
K33. Which of the following is true for you?	Total
Base: Have Read an eBook	500
I am more likely to finish an ebook than a print book	14%
I am more likely to finish a print book than an ebook	34%
I am equally likely to finish a print book and an ebook	52%
K34. Since starting to read ebooks, are you now reading more books, fewer books, or the same amount of books? (Please think about ebooks and print books when answering this question.)	Total
Base: Have Read an eBook	500
More books	21%
Fewer books	9%
The same amount of books	70%

APPENDIX D:

K36. Which of the following is true for you when it comes to reading ebooks compared to print books?	Total
Base: Age 9-17 and Have Read an eBook	368
Any (Net)	40%
I read more, but for shorter amounts of time	18%
I multi-task more	17%
My friends and I talk more about the books we read	14%
I share more books with my friends	11%
None of these are true for me	60%
K37b. Was the last book you read a print book or an ebook?	Total
Base: Mentioned a Book Title Read for Fun	845
Print	94%
eBook	6%
K38. Please choose all of the people from whom you get ideas about which books to read for fun. Like we've mentioned before, this means books that are not part of your schoolwork or homework.	Total
Base: Total Respondents	1,074
Any (Net)	93%
Mom/Dad (Subnet)	73%
Mom	67%
Dad	42%
Teacher or librarian	57%
Friends	55%
Brothers, sisters, cousins	32%
Grandparents	18%
Other grown-ups/adults	13%
None of these	7%

APPENDIX D:

K39a. Which of the following sources do you use to find books to read for fun?	Total
Base: Age 9-17	793
Any (Net)	86%
School/Library (Subnet)	76%
Library	60%
School book fair	40%
School reading list	23%
School book club flyer	13%
School website	10%
Bookstore	35%
Book websites (Subnet)	14%
Websites that sell or recommend books	12%
Tumblr	3%
Goodreads	2%
Social networking sites (Subnet)	12%
Facebook	11%
Twitter	1%
Pinterest	1%
Reader or author blogs (Subnet)	5%
Blogs by authors	3%
Blogs by readers	2%
Other	6%
None of these	14%

APPENDIX D:

K39b. Which one of the following sources is the most helpful in finding books to read for fun?	Total
Base: Age 9-17	793
Any (Net)	82%
School/Library (Subnet)	58%
Library	39%
School book fair	12%
School reading list	4%
School book club flyer	2%
School website	1%
Bookstore	11%
Book websites (Subnet)	6%
Websites that sell or recommend books	5%
Tumblr	1%
Goodreads	1%
Social networking sites (Subnet)	3%
Facebook	2%
Twitter	*
Pinterest	*
Reader or author blogs (Subnet)	1%
Blogs by authors	*
Blogs by readers	*
Other	4%
None of these	15%

APPENDIX D:

K39b. Which one of the following sources is the most helpful in finding books to read for fun?	Total
Base: Age 9-17 and Use Any Source for Finding Books to Read for Fun	662
Any (Net)	97%
School/Library (Subnet)	68%
Library	46%
School book fair	14%
School reading list	5%
School book club flyer	3%
School website	1%
Bookstore	13%
Book websites (Subnet)	7%
Websites that sell or recommend books	5%
Tumblr	1%
Goodreads	1%
Social networking sites (Subnet)	3%
Facebook	2%
Twitter	*
Pinterest	*
Reader or author blogs (Subnet)	1%
Blogs by authors	1%
Blogs by readers	*
Other	5%
None of these	2%

APPENDIX D:

K39c. Has watching a movie or a TV show interested you in reading the book it's based on?	Total
Base: Total Respondents	1,074
Yes	61%
No	39%
K40. How many books did you read this summer?	Total
Base: Total Respondents	1,074
Zero	14%
One or More (Net)	86%
1-3 books (Subnet)	33%
1	11%
2	13%
3	9%
4 or more (Subnet)	53%
4-6	15%
7-9	8%
10-14	10%
15-19	5%
20 or more	15%
Mean including zero	10.7
Median including zero	4
Mean not including zero	12.5
Median not including zero	5

APPENDIX D:

K41. And how many of the books you read this summer did you have to read for school?	Total
Base: Read Books Over the Summer	902
Zero	68%
One or more (Net)	32%
1-3 books (Subnet)	24%
1	9%
2	11%
3	4%
4 or more (Subnet)	9%
4-6	5%
7-9	*
10-14	2%
15-19	*
20 or more	2%
Mean including zero	1.7
Median including zero	0
Mean not including zero	5.4
Median not including zero	2

APPENDIX D:

K41. And how many of the books you read this summer did you have to read for school?	Total
Base: Total Respondents	1,074
None	72%
One or more (Net)	28%
1-3 (Subnet)	20%
1	8%
2	10%
3	3%
4 or more (Subnet)	7%
4-6	4%
7-9	*
10-14	1%
15-19	*
20 or more	2%
Mean including zero	1.5
Median including zero	0
Mean not including zero	5.4
Median not including zero	2

APPENDIX D:

K42a. Were you part of a summer reading program?	Total
Base: Total Respondents	1,074
Yes (Net)	27%
Yes, through my library	17%
Yes, through my school	10%
Yes, through another program	2%
Yes, through an online program	1%
Yes, through a summer camp	1%
No, I was not part of any summer reading program	73%
K43. Do you think that reading books over the summer can help you be better prepared for the school year?	Total
Base: Total Respondents	1,074
Yes (Net)	71%
Yes, it will help make me much more prepared	35%
Yes, it will help make me more prepared	37%
No, it will not help make me more prepared	7%
I don't know	22%
K43. Do you think that reading books over the summer can help you be better prepared for this school year?	Total
Base: Read Books Over the Summer	902
Yes (Net)	75%
Yes, it will help make me much more prepared	38%
Yes, it will help make me more prepared	37%
No, it will not help make me more prepared	6%
I don't know	18%

APPENDIX D:

K43. Do you think that reading books over the summer can help you be better prepared for the school year?	Total
Base: Did Not Read Books Over the Summer	152
Yes (Net)	48%
Yes, it will help make me much more prepared	13%
Yes, it will help make me more prepared	35%
No, it will not help make me more prepared	13%
I don't know	38%
K44. For each row, please check the items that apply to you: Read The Hunger Games trilogy	Total
Base: Age 12-17	541
Read at least one book in series (Net)	51%
I read this as a print book	44%
I read this as an ebook	8%
I did not read this	49%
K44. For each row, please check the items that apply to you: Read the Harry Potter series	Total
Base: Total Respondents	1,074
Read at least one book in series (Net)	39%
I read this as a print book	37%
I read this as an ebook	3%
I did not read this	61%

APPENDIX D:

K44. For each row, please check the items that apply to you: Read The Harry Potter series	Total
Base: Age 9-17	793
Read at least one book in series (Net)	49%
I read this as a print book	46%
I read this as an ebook	3%
I did not read this	51%
K44. For each row, please check the items that apply to you: Read The Diary of a Wimpy Kid books	Total
Base: Total Respondents	1,074
Read at least one book in series (Net)	57%
I read this as a print book	55%
I read this as an ebook	3%
I did not read this	43%
K44. For each row, please check the items that apply to you: Read The Diary of a Wimpy Kid books	Total
Base: Age 6-11	533
Read at least one book in series (Net)	58%
I read this as a print book	58%
I read this as an ebook	1%
I did not read this	42%

APPENDIX D:

K44. Book series: For each row, please check the items that apply to you: Read The Twilight series	Total
Base: Age 12-17	541
Read at least one book in series (Net)	37%
I read this as a print book	34%
I read this as an ebook	4%
I did not read this	63%
K44. For each row, please check the items that apply to you: Read The Magic Tree House series	Total
Base: Total Respondents	1,074
Read at least one book in series (Net)	43%
I read this as a print book	42%
I read this as an ebook	2%
I did not read this	57%
K44. For each row, please check the items that apply to you: Read The Magic Tree House series	Total
Base: Age 6-11	533
Read at least one book in series (Net)	41%
I read this as a print book	41%
I read this as an ebook	1%
I did not read this	59%

APPENDIX D:

K45. Which of these best describes you as a reader?	Total
Base: Total Respondents	1,074
I am a great reader	40%
I am a good reader	37%
I am an OK reader	19%
I am not a good reader	4%
K46a/b. Did an adult sit with you and help you with this survey? Please pick the one statement that best describes how involved an adult was while you were participating in this survey.	Total
Base: Total Respondents	1,074
Yes (Net)	38%
An adult helped me understand a lot of the questions and answers	11%
An adult helped me understand some of the questions and answers	17%
An adult helped me read the survey but did not help me understand anything	5%
An adult was with me but did not read anything or help in any way	4%
Refused	*
No	62%

