

# KIDS & FAMILY READING REPORT™

6TH EDITION

 SCHOLASTIC

YouGov®

**“I like the togetherness that we have when reading  
and I believe it will encourage her to have a love for reading.”**

—Mother, 1-year-old girl, MI

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## A LETTER FROM THE CEO OF SCHOLASTIC

# WELCOME

It has been 10 years since we first released the *Kids & Family Reading Report™*, Scholastic's biannual study of children's and parents' attitudes and behaviors around reading. In the decade since, much has changed in the research on reading aloud starting at birth, discussions around access to books and diversity in children's books, and efforts to promote summer reading. Yet despite knowing that all families want their children to succeed, not all realize that books and reading both improve children's academic skills and critical thinking abilities, as well as help children develop empathy and compassion.

To continue to drive conversations about kids' reading and the power of books, we are pleased to share with you the findings from the *Kids & Family Reading Report: 6th Edition*. This research provides both reasons to celebrate as well as a strong motivation to continue working to ensure that all children are able to read the books they love every day.

Among the most positive findings we see the impact of the recent movement to encourage families to begin reading aloud to their children at birth and to keep going as their children get older. Previously, we found 30% of parents with children ages 0–5 reported reading to their child before three months old. Today, 40% of

parents do. The percentage of families reading aloud to young children 5–7 days a week has also increased among families with kids ages 3–5 (55% to 62%), yet we still find many parents read less often to children older than 5, with another steep drop-off occurring at age 8.

While starting to read aloud early matters, we know that having books at home also makes a difference in kids' reading lives. The report verifies that the homes of frequent readers have far more children's books than the homes of infrequent readers, and a similar disparity exists in low-income homes and the homes of African-American and Hispanic families. This is a strong call to action to ensure we are all working hard to get books into the hands of every child.

We also wanted to better understand what diversity in children's books means to parents, as well as what types of characters kids and parents look for in kids' books. Parents shared with us that when they consider the meaning of diversity in books for children and teens, they believe these books include "people and experiences different than those of my child" (73%), "various cultures, customs or religions" (68%), "differently-abled people" (51%), "people of color" (47%), and "LGBTQ people" (21%). We also found about

## A LETTER FROM THE CEO OF SCHOLASTIC (CONTINUED)

# WELCOME

one in 10 kids look for characters who are differently-abled (13%), are culturally or ethnically diverse (11%), and who break stereotypes (11%). Hispanic and African-American families express more interest in diverse books than non-Hispanic and non-African-American families.

Many of us working in schools and education are aware of the academic skills lost over the summer when children are out of school, but in this edition of the *Kids & Family Reading Report* we found that only 48% of parents have heard of the summer slide, a percentage that decreases to 38% among lower-income families. Even as kids tell us that, contrary to popular belief, they enjoy summer reading and believe it is important, they need more support and access to books. On average, one in five 12–17 year-olds and one in five kids in lower-income families do not read any books at all over the summer.

While the report reveals that many kids continue to have trouble finding books they like, parents underestimate this challenge. Only 29% of parents agree “my child has trouble finding books he/she likes,” whereas 41% of kids agree—57% among infrequent readers vs. 26% of frequent readers. Fortunately, the

data in the report can offer guidance on where kids and families get great ideas about books to read for fun.

Literacy empowers children to explore, communicate, debate and think critically. The ability to read widely with curiosity and joy prepares children to become adults who are fully engaged with their world. The *Kids & Family Reading Report* helps us understand how we as adults can support children as they first learn to read, and then love to read. We hope you will find this information valuable. We invite you to join us in our mission to “Open a World of Possible” for every child by sharing the data widely. Let us all be advocates for ensuring that children everywhere have access to the quality books that build a lifetime love of reading and learning.

Sincerely,



**Richard Robinson**

Chairman, President and Chief Executive Officer  
Scholastic Inc.

In fall 2016, Scholastic, in conjunction with YouGov, conducted its biannual survey to explore family attitudes and behaviors around reading books for fun. The key findings of this research, based on a nationally representative sample of 2,718 parents and children, including 632 parents of children ages 0–5; 1,043 parents of children ages 6–17; plus one child age 6–17 from the same household, are as follows:

### WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

- ▶ The average home with children ages 0–17 reports having 104 children's books, however, there are large disparities in the number of books for kids in the home when considering kids' reading frequency and household income:
  - ▶ Children who are frequent readers have 141 children's books in their homes vs. 65 books for kids among infrequent readers' homes.
  - ▶ Households with income less than \$35K only have an average of 69 children's books vs. 127 books for kids in households with income more than \$100K. (Pages 13 & 14)
- ▶ When looking for children's books to read for fun, both kids (37%) and parents (42%) "just want a good story," and a similar percentage want books that make kids laugh. (Page 18)
- ▶ Parents of kids ages 12–17 are more likely than kids to look for characters that reflect diversity in children's books, yet about one in 10 kids ages 12–17 look for characters who are differently-abled (13%), are culturally or ethnically diverse (11%), and who break stereotypes (11%). (Page 20)
- ▶ When asked what diversity in books for children and teens means to them, parents with kids ages 0–17 include "people and experiences different than those of my child" (73%), "various cultures, customs or religions" (68%), "differently-abled people" (51%), "people of color" (47%), and "LGBTQ people" (21%). (Page 21)



## KEY FINDINGS (CONTINUED)

# KEY FINDINGS

### FOCUS ON: Hispanic and African-American Families

- ▶ Hispanic families look for a wider variety of diversity in books for children. For instance, parents of Hispanic children are more likely than parents of non-Hispanic children to look for books with characters who are culturally or ethnically diverse (28% vs. 20%) and Hispanic children ages 12–17 are also more likely than their non-Hispanic peers to look for books that include ethnically diverse storylines, settings or characters (19% vs. 11%). (Pages 22 & 23)
  - ▶ On average, Hispanic families have 91 children’s books in their homes, fewer than the average of all families (104 books).
- ▶ Parents of African-American children are more likely than parents of non-African-American children to include people of color (62% vs. 45%) in their definition of diversity in books, and are more likely to look for books that include culturally or ethnically diverse storylines, setting or characters (37% vs. 24%). (Pages 24 & 25)

- ▶ On average, African-American families have 67 children’s books in their homes, fewer than the average of all families (104 books).

### READING BOOKS FOR FUN

- ▶ The majority of kids ages 6–17 agree “it is very important for their future to be a good reader” (86%) and about six in ten kids love or like reading books for fun (58%), a steady percentage since 2010. (Pages 30 & 36)
- ▶ Parents underestimate the degree to which children have trouble finding books they like. Only 29% of parents agree “my child has trouble finding books he/she likes,” whereas 41% of kids agree this is a challenge—this percentage of kids increases to 57% among infrequent readers vs. 26% of frequent readers. (Pages 37 & 38)
- ▶ Across ages, children turn to teachers or school librarians (51%), and friends, siblings or cousins (50%) to get the best ideas about books to read for fun. Among kids ages 6–11, school book clubs and fairs are also powerful sources of book ideas, as is social media among 12–17 year-olds. (Page 40)

## KEY FINDINGS (CONTINUED)

# KEY FINDINGS

### FOCUS ON: Hispanic and African-American Families

- Young Hispanic children ages 6–11 are more likely than non-Hispanic children to be frequent readers (51% vs. 40%), to find reading to be an important activity (64% vs. 56%), and more likely to enjoy reading books for fun (71% vs. 63%). (Pages 42 & 43)
- African-American children are less likely than non-African-American children to be frequent readers (26% vs. 33%), but they have similar views as non-African-American children on the importance (55% and 55%) and enjoyment of reading books for fun (63% and 58%). (Pages 44 & 45)

### READING ALOUD

- Three-quarters of parents with children ages 0–5 (77%) say they started reading aloud to their child before age one, with 40%—up from 30% in 2014—saying they began when their child was less than three months old. (Page 50)

- The frequency of reading aloud to young children 5–7 days a week has increased since 2014 among parents with kids ages 3–5 (55% to 62%), yet there are still significant drops in frequency after ages 5 and 8. (Pages 52 & 55)
- Kids ages 6–11 and their parents agree that they enjoy read-aloud time with the top reasons being it is a special time together (72% and 77%, respectively) and reading together is fun. (66% and 67%) (Page 57)

### FOCUS ON: Hispanic Families

- Hispanic families are more likely than non-Hispanic families to have heard the advice that children should be read aloud to from birth (65% vs. 57%) but are less likely than their peers to read aloud 5–7 days a week (49% vs. 63%). (Page 58)



## KEY FINDINGS (CONTINUED)

# KEY FINDINGS

### SUMMER READING

- Despite conventional wisdom, six in 10 children ages 6–17 agree “I really enjoy reading books over the summer” (62%), with the main reasons being “I just enjoy reading” and “It’s a fun way to pass the time.” (Pages 64 & 67)
- While parents are more likely to see the value of summer reading, majorities of both kids (80%) and parents (96%) agree that summer reading will help the child during the school year. Parents say that summer reading is important because it keeps their child’s mind active and reading requires practice. (Pages 65 & 66)
- On average, kids read eight books over the summer; however one in five 12–17 year-olds and one in five kids in lower-income families do not read any books at all over the summer. (Page 68)
- Nearly half of all parents with children ages 6–17 (48%) have heard of the summer slide—the loss of academic skills over the school break—with lower-income parents far less likely to have heard of this

(38%). Teachers and schools are the number one source of this information. (Pages 69 & 70)

### FOCUS ON: Hispanic and African-American Families

- Hispanic families are less aware than non-Hispanic families of the summer slide (40% vs. 50%) but among those who have heard of it, Hispanic families are more likely to have learned about the issue from the public library (27% vs. 14%). (Pages 72 & 73)
- African-American families are equally aware of the summer slide (46% and 48%) with their child’s school being a much more common source of information (78% vs. 62%). (Pages 74 & 75)

### FAVORITE CHILDREN’S BOOKS

- Parents say Harry Potter, Dr. Seuss, Diary of a Wimpy Kid, Magic Tree House and the Chronicles of Narnia are the top books or series every child should read, and across ages, kids’ favorite titles are similar. (Pages 78 & 91)

**“We read aloud so that he knows the joy of stories about other places and the information about our world that can be found in books. It’s important that he learn about the world, including all of its diversity. It’s also important for him to develop a creative imagination.”**

—Mother, 5-year-old boy, UT



# WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

## 5 THINGS KIDS & PARENTS WANT IN CHILDREN'S BOOKS

### 1 CHOICE RULES

My favorite books are the ones that I have picked out myself

**89%**

**OF KIDS AGES 6-17**

**AGREE**



### 2 I WANT GOOD STORIES & LAUGHTER

**PARENTS & KIDS**

**SAY**

When choosing a children's book to read for fun, it just has to be a good story

I look for books that make me laugh!



### 3 STRONG CHARACTERS WANTED

Characters who are "smart, brave or strong" or who "face a challenge and overcome it" are the most popular among kids and parents

**SMART**

**BRAVE**

**STRONG**



**FACE A CHALLENGE AND OVERCOME IT!**

## 5 THINGS KIDS & PARENTS WANT IN CHILDREN'S BOOKS

### 4 DIVERSITY IN CHILDREN'S BOOKS GOES BEYOND CULTURE

Parents of kids ages 0–17 say diversity in books for kids and teens includes...

People and experiences different than those of my child

**73%**

Various cultures, customs or religions

**68%**

Differently-abled people (physical, emotional)

**51%**

People of color

**47%**

LGBTQ people

**21%**

### 5 TOP 5 BOOKS OR SERIES

Parents recommend every child should read...



Harry Potter



Dr. Seuss



Diary of a Wimpy Kid



Magic Tree House



The Chronicles of Narnia

## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

On average, kids ages 6–17 report having read 23 books over the past year, yet frequent readers are reading nearly six times the number of books compared with infrequent readers.



**"I like books. I have fun reading and I cannot wait to get new books."**

—7-year-old girl, FL

### CHILDREN'S READING FREQUENCY AND AMOUNT OF BOOKS READ IN THE PAST YEAR

Base: Children Ages 6–17



Frequent readers  
(read books for fun  
5–7 days a week)

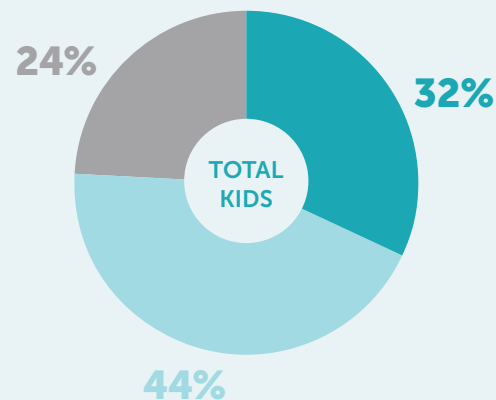


Moderately frequent  
readers (read books for  
fun 1–4 days a week)

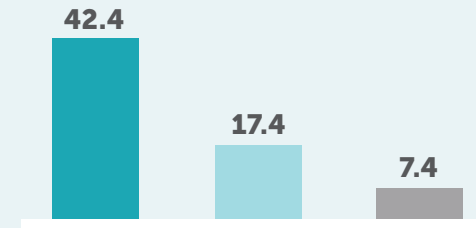


Infrequent readers  
(read books for fun less  
than one day a week)

Kids' Reading Frequency



Number of Books Read by Kids in the Past Year



QK15. About how many books have you read in the past year?

QK6. How many days a week do you read [ADDED FOR AGES 6–8: or look at] books for fun?

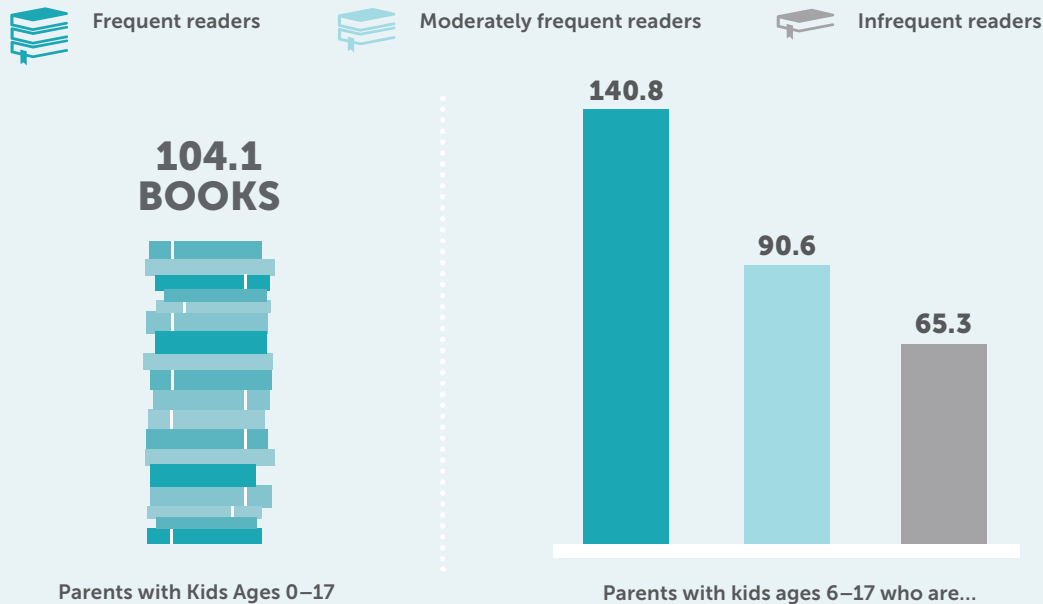


## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

On average, families across America with kids ages 0–17 have 104 children's books in their homes. Kids ages 6–17 who are frequent readers have, on average, 141 children's books in their homes—more than twice as many as kids who are infrequent readers.

### AVERAGE NUMBER OF CHILDREN'S BOOKS IN HOME

Base: Parents with Children Ages 0–17 (Left), Parents with Children Ages 6–17 (Right)



QP31. Some homes have 0 books for kids while others have more than 50 books for kids. About how many books for kids do you have in your home?

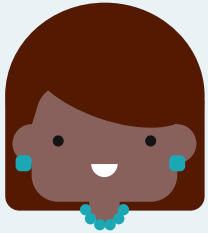
**#1** REASON PARENTS WITH KIDS AGES 0–17 ADD BOOKS TO THEIR CHILD'S COLLECTION:

My child asked for the book



## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

Higher-income families have more children's books in the home on average, with households earning more than \$100K having an average of 127 children's books—nearly twice as many as households earning less than \$35K.



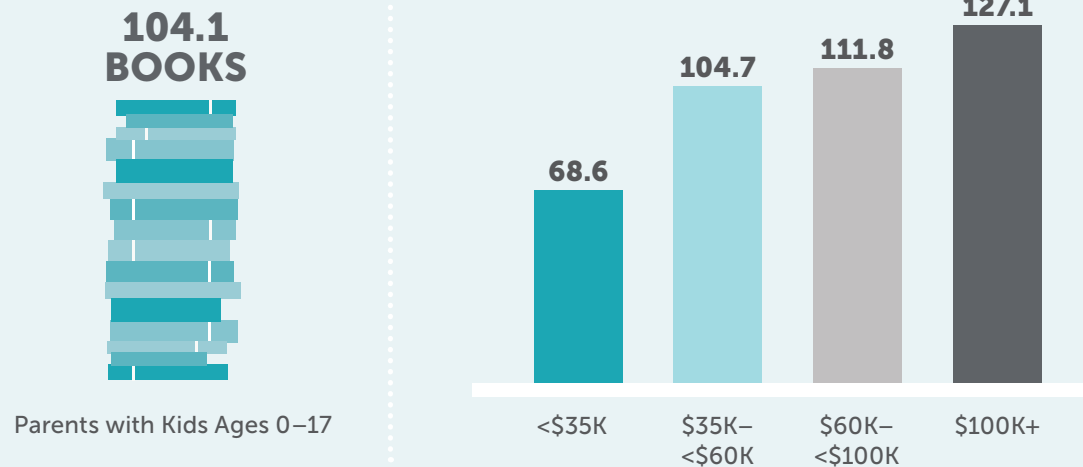
**"Books are always available in every room. Reading is a high priority in our family."**

—Mother,  
3-year-old girl, CA

### AVERAGE NUMBER OF CHILDREN'S BOOKS IN HOME

Base: Parents with Children Ages 0–17

Number of Books in Home by Income



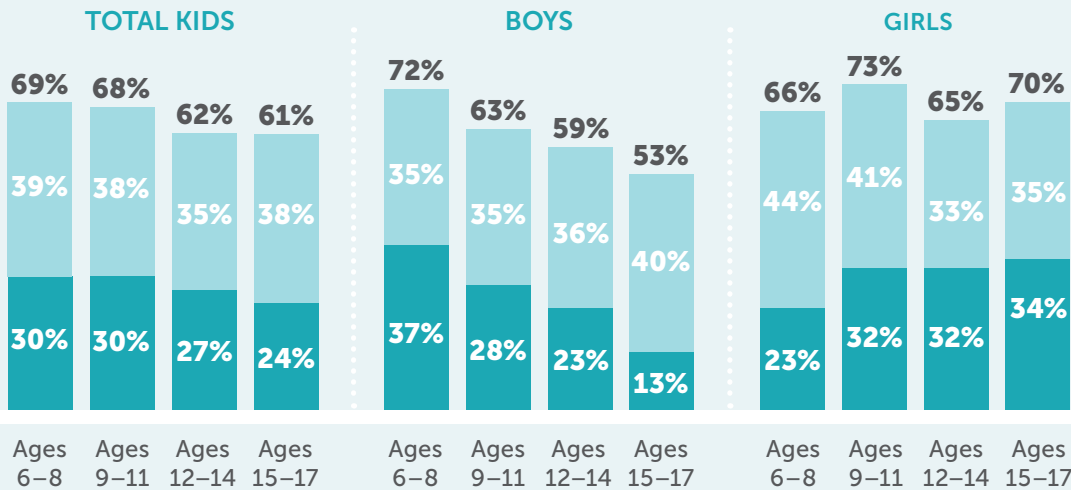
QP31. Some homes have 0 books for kids while others have more than 50 books for kids. About how many books for kids do you have in your home?

## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

Sixty-five percent of kids, consistent with 2014, and with boys less likely to agree than girls, say they will always want to read in print, even though ebooks are available.

### CHILDREN'S AGREEMENT WITH STATEMENT: "I'LL ALWAYS WANT TO READ BOOKS PRINTED ON PAPER EVEN THOUGH THERE ARE EBOOKS AVAILABLE"

Base: Children Ages 6–17



### KIDS AGES 6–17 WHO HAVE READ AN EBOOK IN THE PAST YEAR SAY THEY:

Prefer to read books in print **45%**

Have no preference **38%**

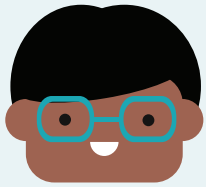
Prefer ebooks **16%**



QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements. NOTE: See Appendix D for full question responses.

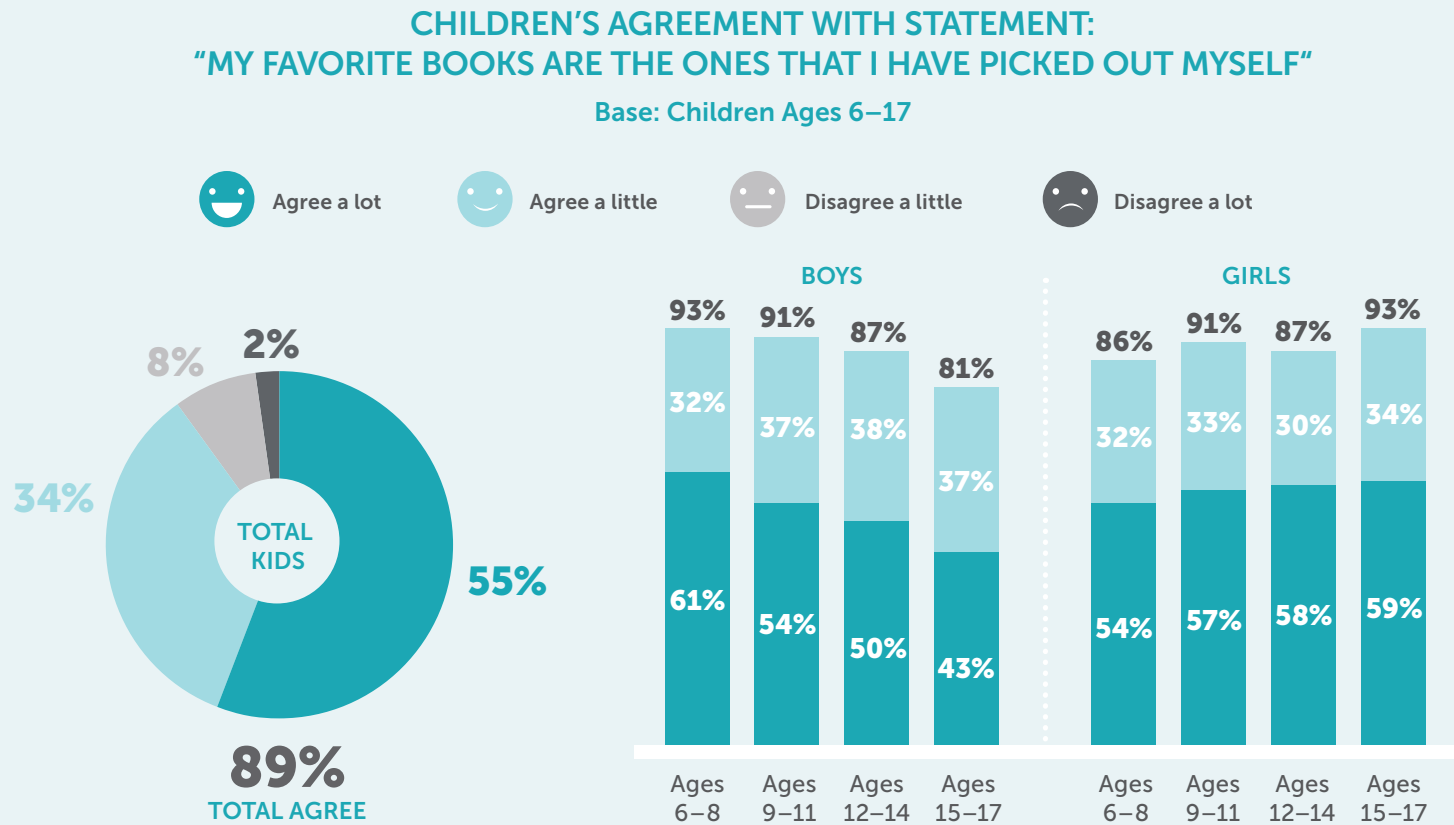
## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

Across gender and age, choice rules. A majority of kids (89%) agree their favorite books are the ones that they have picked out themselves.



**"I like to browse and read all different kinds of books, and I can ask my parents for the books I really want."**

—13-year-old boy, OH

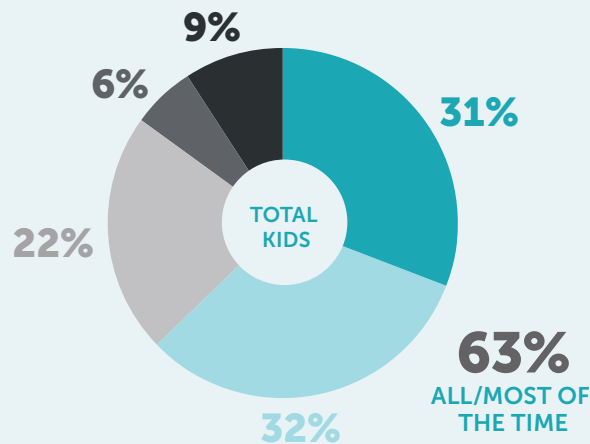
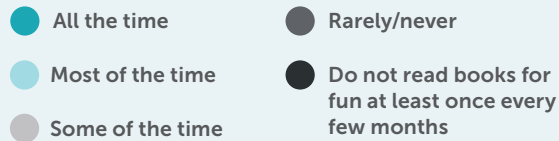


QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.  
 NOTE: See Appendix D for full question responses.

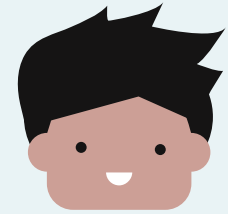
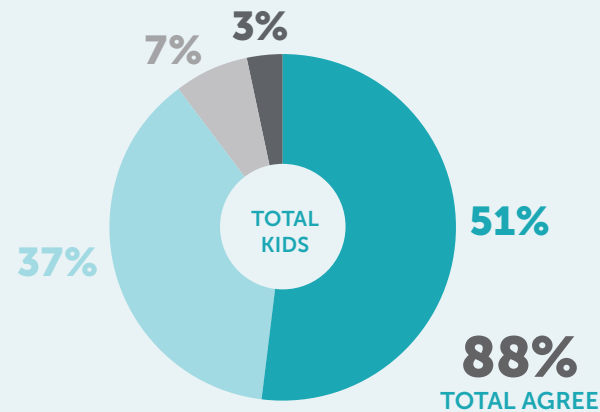
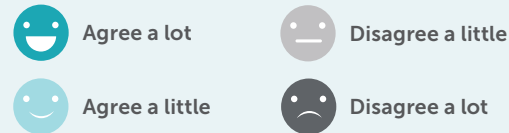
## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

A majority of kids pick out the books they read for fun at least most of the time (63%) and 88% say that they are more likely to finish books that they pick out.

### FREQUENCY WITH WHICH CHILDREN PICK OUT THE BOOKS THEY READ FOR FUN



### CHILDREN'S AGREEMENT WITH STATEMENT: "I AM MORE LIKELY TO FINISH READING A BOOK THAT I HAVE PICKED OUT MYSELF"



**"We go to the library every week and I choose the books I want to read."**

—12-year-old boy, TX

QK9. How often do you choose the books you read for fun [ADDED FOR AGES 6–11: or that are read aloud to you at home]?

This means reading books that are not part of your schoolwork or homework.

QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

NOTE: See Appendix D for full question responses.

## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

**"NO KINDS OF BOOKS  
IN PARTICULAR,  
IT JUST HAS TO BE  
A GOOD STORY"**

**IS THE MOST COMMON  
RESPONSE AMONG KIDS  
AGES 12–17, YET**



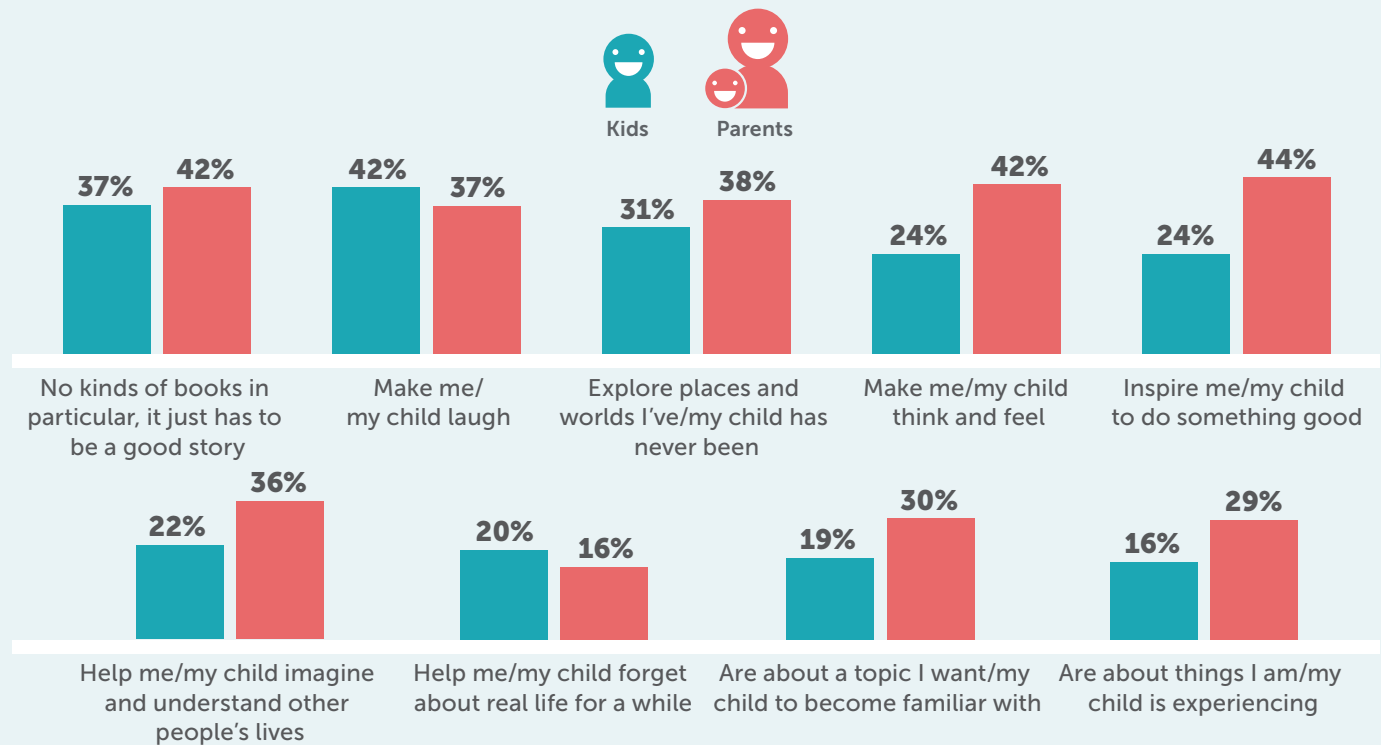
**13% SAY**

**THEY SPECIFICALLY  
LOOK FOR BOOKS THAT  
INCLUDE "CULTURALLY  
OR ETHNICALLY DIVERSE  
STORYLINES, SETTINGS  
OR CHARACTERS."**

About four in 10 kids and parents "just want a good story" when choosing a book for fun, and a similar percentage want books that make kids laugh.

### TYPES OF CHILDREN'S BOOKS KIDS AND PARENTS LOOK FOR WHEN CHOOSING A BOOK FOR FUN

Base: Children Ages 6–17 and Parents with Children Ages 6–17



QK14. What kinds of books do you look for when choosing a book to read for fun?

QP25. What kinds of books do you look for when selecting books for your child? *NOTE: Items asked of all children ages 6–17 are shown.*

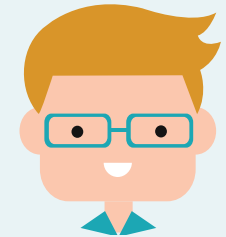
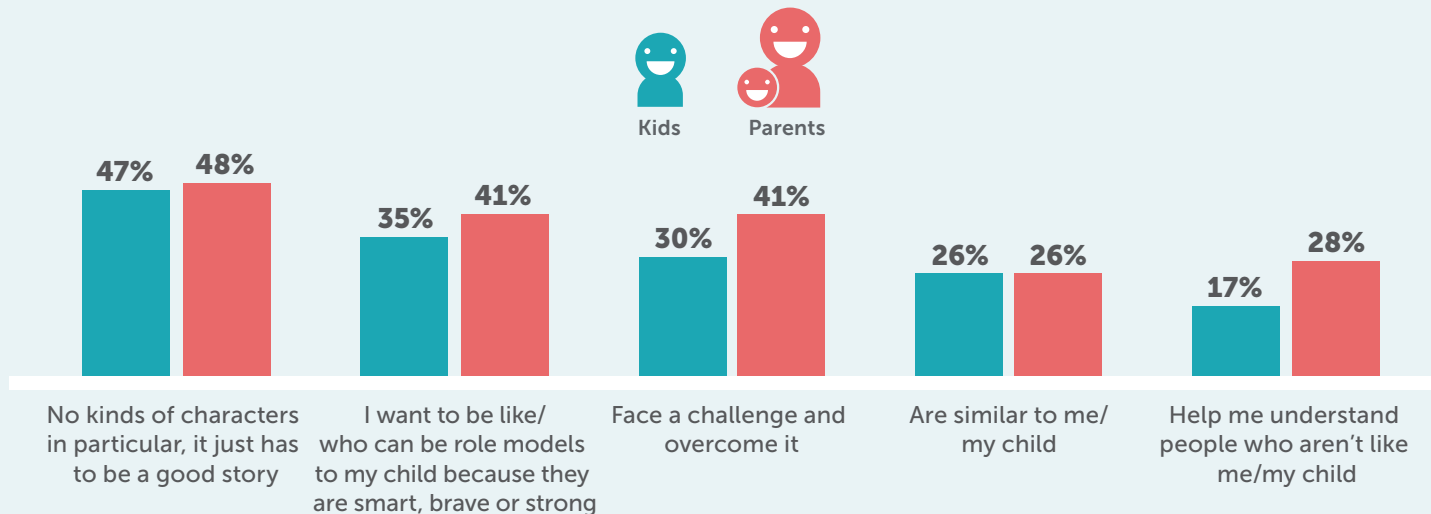


## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

While a good story remains the most important aspect of a book, characters who can be role models or who face challenges and overcome them are also looked for by many parents and kids.

### TYPES OF CHARACTERS IN CHILDREN'S BOOKS KIDS AND PARENTS LOOK FOR WHEN CHOOSING A BOOK FOR FUN

Base: Children Ages 6–17 and Parents with Children Ages 6–17



**“Stories are important. I want my child to have heard stories about love and loss, about victory and defeat, about hard choices, and about all the things that could affect him later in life. I want him to be inspired to be the best he can be.”**

—Father,  
6-year-old boy, IN

QK13. What kinds of characters do you look for in books you want to read for fun?

QP23. What kinds of characters do you look for in books for your child? NOTE: Items asked of all children ages 6–17 are shown.

## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS



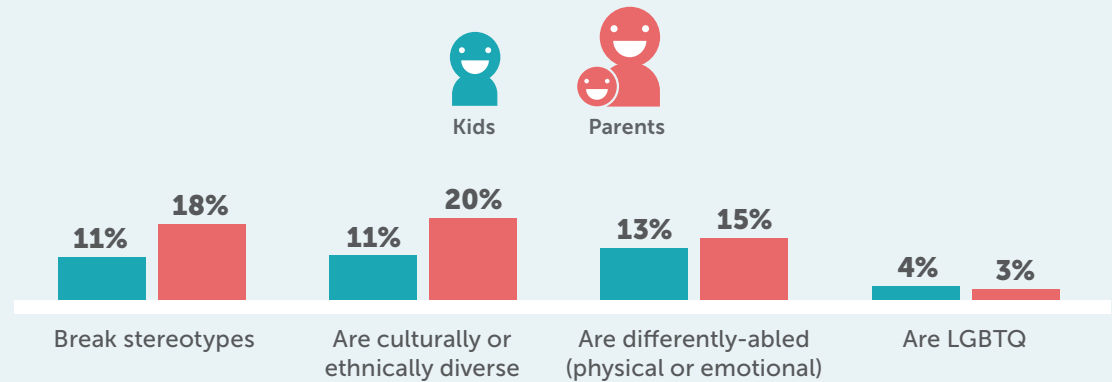
**"I like reading new and interesting stories about different characters."**

—6-year-old boy, MD

Parents are more likely to look for characters that reflect diversity in books for their children, still, some kids ages 12–17 are looking for these characters.

### TYPES OF CHARACTERS IN CHILDREN'S BOOKS KIDS AND PARENTS LOOK FOR WHEN CHOOSING A BOOK FOR FUN

Base: Children Ages 12–17 and Parents with Children Ages 12–17



QK13. What kinds of characters do you look for in books you want to read for fun?  
QP23. What kinds of characters do you look for in books for your child?

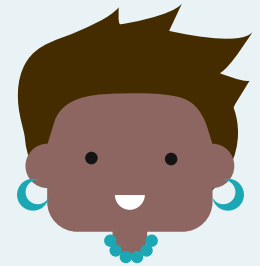
## WHAT KIDS & PARENTS WANT IN CHILDREN'S BOOKS

One-quarter (26%) of parents with kids ages 0–17 also say they look for books that include culturally or ethnically diverse storylines, settings or characters. When asked what diversity in books for children and teens means to them, parents go beyond ethnic diversity.

### WHAT DIVERSITY IN CHILDREN'S BOOKS MEANS TO PARENTS

Base: Parents with Children Ages 0–17

TO ME, DIVERSITY IN BOOKS FOR CHILDREN AND TEENS INCLUDES...	TOTAL PARENTS
people and experiences different than those of my child	73%
various cultures, customs or religions	68%
differently-abled people (physical, emotional)	51%
people of color	47%
LGBTQ people	21%



**"I recommend books that have great stories, are ethnically diverse, teach about history, and other people's struggles."**

—Mother,  
8-year-old boy, MA

# HISPANIC FAMILIES LOOK FOR WIDER DIVERSITY IN CHILDREN'S BOOKS

# FOCUS ON

HISPANIC FAMILIES

## DIVERSITY IN CHILDREN'S BOOKS



**HISPANIC KIDS**

**19%**

**AGES 12-17**

Older Hispanic kids are more likely to want books that include "ethnically diverse storylines, settings or characters"

**40%**

**AGES 6-17**

**47%**

**AGES 6-11**

Hispanic kids, especially ages 6-11, are more likely to want books with characters who they "want to be like because they are smart, brave or strong"



**NON-HISPANIC KIDS**

**11%**

**AGES 12-17**

**33%**

**AGES 6-17**

**37%**

**AGES 6-11**

*In this analysis, Hispanic families are compared with non-Hispanic families and unless otherwise specified, all differences that are highlighted between the groups are statistically significant at the 90% confidence level or higher. The Hispanic families in the survey represent wide geographic and socio-economic diversity, yet it should be noted that the survey was only offered in English. See Appendix C for sample sizes.*

## HISPANIC FAMILIES LOOK FOR WIDER DIVERSITY IN CHILDREN'S BOOKS

PARENTS OF HISPANIC KIDS ARE MORE LIKELY TO SAY THEY WANT BOOKS FOR THEIR CHILDREN WITH CHARACTERS WHO:

HISPANIC

NON-HISPANIC

34%

Help them understand people  
"who aren't like me"

27%

28%

Are culturally or ethnically diverse

20%

22%

Break stereotypes

16%

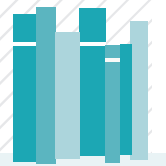
47%

Parents are equally likely to say  
the children's books they look for  
do not need to have any "kind of  
characters in particular, it just has  
to be a good story."

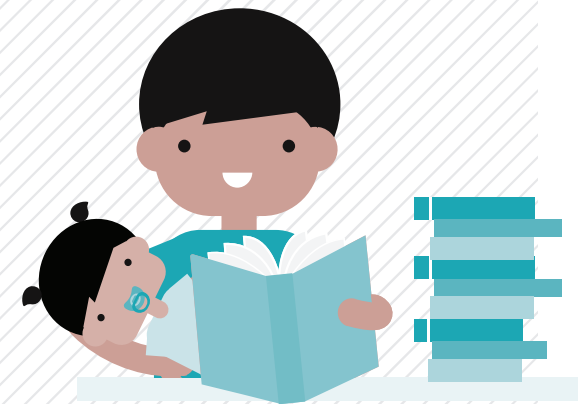
49%

ON AVERAGE HISPANIC FAMILIES HAVE

91  
CHILDREN'S  
BOOKS IN  
THEIR HOME



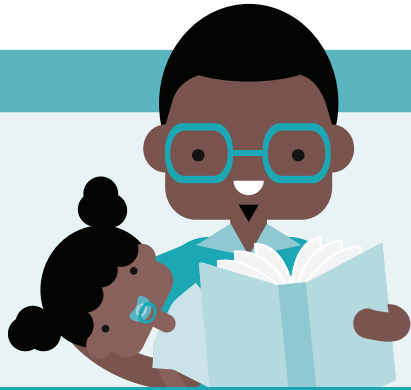
COMPARED TO  
104  
AVERAGE OF  
BOOKS AMONG  
ALL FAMILIES



# PARENTS WITH AFRICAN-AMERICAN CHILDREN HAVE STRONGER PREFERENCES ABOUT THE TYPES OF CHARACTERS THEY WANT IN BOOKS FOR THEIR CHILDREN

## FOCUS ON AFRICAN-AMERICAN FAMILIES

### DIVERSITY IN CHILDREN'S BOOKS



AFRICAN-AMERICAN FAMILIES



NON-AFRICAN-AMERICAN FAMILIES

37%

Parents are more likely to look for culturally or ethnically diverse storylines, settings or characters

24%

62%

Parents are more likely to say diversity in books means the inclusion of people of color

45%

38%

Parents are less likely to say the children's books they look for do not need to have any "kind of characters in particular, it just has to be a good story."

50%

*In this analysis, African-American families are compared with non-African-American families and unless otherwise specified, all differences that are highlighted between the groups are statistically significant at the 90% confidence level or higher. See Appendix C for sample sizes.*



PARENTS WITH AFRICAN-AMERICAN CHILDREN HAVE STRONGER PREFERENCES ABOUT THE TYPES OF CHARACTERS THEY WANT IN BOOKS FOR THEIR CHILDREN



**ON AVERAGE AFRICAN-AMERICAN FAMILIES HAVE**

**67**

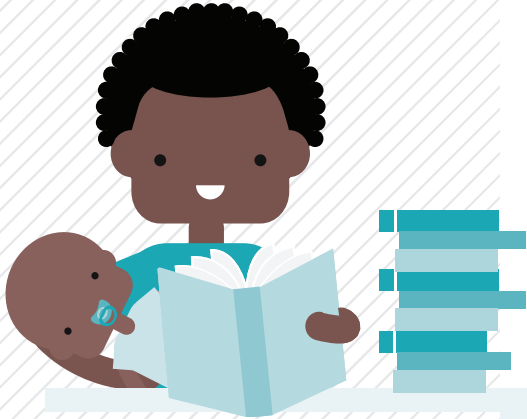
**CHILDREN'S BOOKS IN THEIR HOME**



COMPARED TO

**104**

**AVERAGE OF BOOKS AMONG ALL FAMILIES**



**“Reading makes me feel a sense of doing something positive and at the same time, fun.”**

—15-year-old boy, WY



# READING BOOKS FOR FUN



## WANT KIDS TO READ MORE? HERE'S HOW...

### KIDS KNOW READING IS IMPORTANT AND ENJOY IT

**86%**  
OF KIDS AGES 6-17  
**AGREE**

It is very important  
for my future to be  
a good reader



**58%**  
OF KIDS LOVE OR LIKE

Reading books for fun!

### BUT MANY KIDS HAVE TROUBLE FINDING BOOKS THEY LIKE—AND PARENTS UNDERESTIMATE THE CHALLENGE

**41%**  
OF KIDS

Have trouble finding books they like,  
especially as they get older

**29%**  
OF PARENTS

Say their kids need help finding  
books to read for fun

**57%** OF INFREQUENT  
READERS  
HAVE TROUBLE FINDING BOOKS VS.  
**26%** OF FREQUENT  
READERS

#### STRUGGLE TO FIND BOOKS THEY LIKE



**45%**  
BOYS



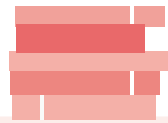
**36%**  
GIRLS

*Frequent readers are defined as children who read books for fun 5-7 days a week, whereas infrequent readers read books for fun less than one day a week.*

## WANT KIDS TO READ MORE? HERE'S HOW...

### HELP KIDS FIND BOOKS THEY LOVE

Where to get the best book ideas



Ask teachers and school librarians! Kids get their best books ideas from them.

**51%**

Encourage kids to talk to peers about books! Kids look to friends, siblings or cousins for ideas.

**50%**

Try out the school book club and book fair with younger readers. Kids ages 6–11 discover new reads this way.

**50%**

Co-navigate social media with teens. Kids ages 15–17 find book suggestions on Facebook, Instagram and more.

**26%**



### BE A READING ROLE MODEL

Parents are kids' #1 source of encouragement to read books for fun **82%**

Followed by teachers & school librarians **67%**



## READING BOOKS FOR FUN

The majority of children ages 6–17 (86%) agree it is very important for their future to be a good reader.

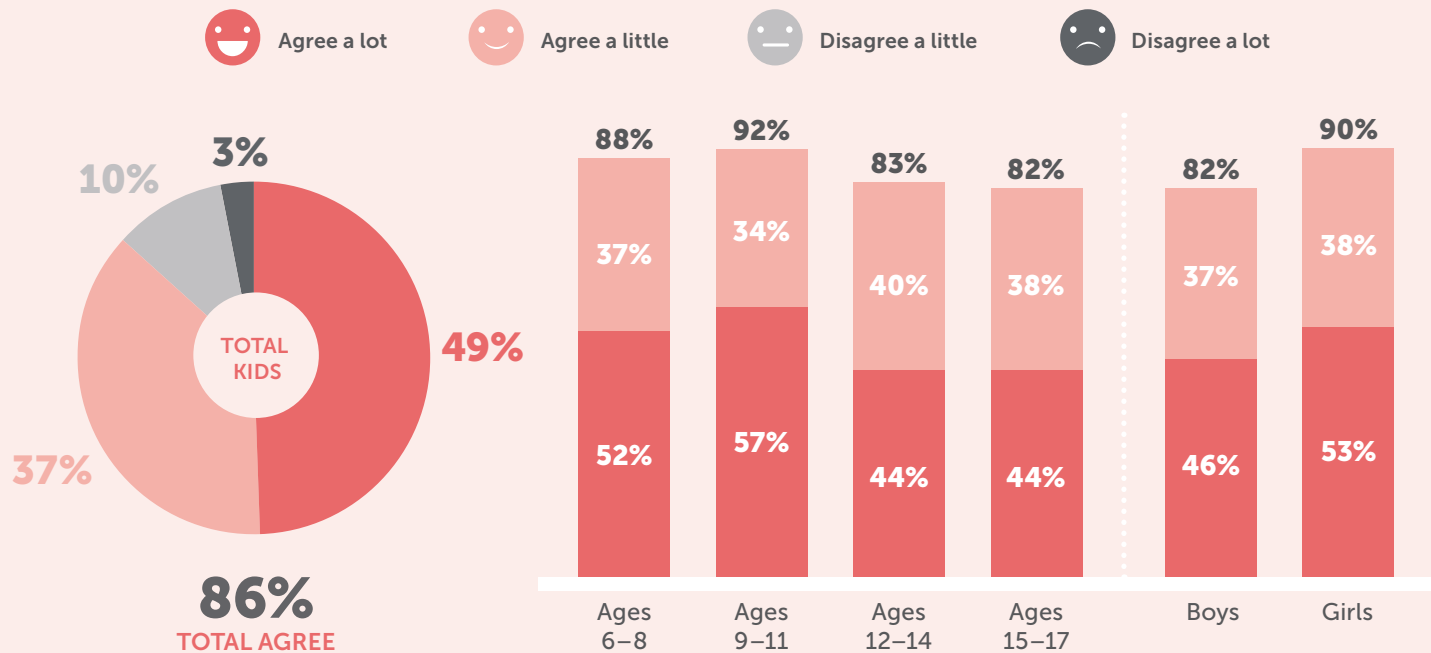


**“Reading keeps me sharp, helps me improve my vocabulary, and prepares me for the future.”**

—17-year-old girl, LA

### CHILDREN’S AGREEMENT WITH STATEMENT: “IT IS VERY IMPORTANT FOR MY FUTURE TO BE A GOOD READER”

Base: Children Ages 6–17



QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.  
NOTE: See Appendix D for full question responses.



## READING BOOKS FOR FUN

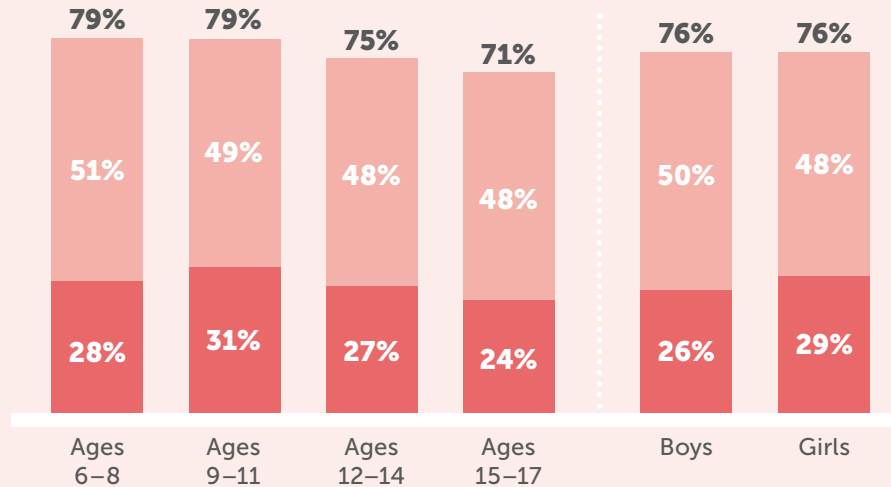
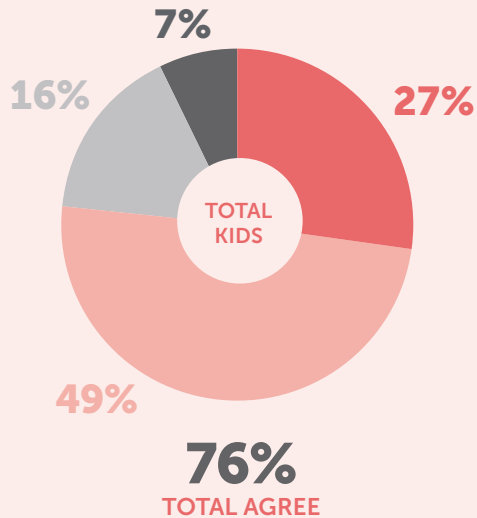
Three-quarters of children (76%) also know they should read more books for fun.

**78%** OF PARENTS WITH KIDS AGES 6-17 **AGREE**

### CHILDREN'S AGREEMENT WITH STATEMENT: "I KNOW I SHOULD READ MORE BOOKS FOR FUN"

Base: Children Ages 6-17

 Agree a lot   
  Agree a little   
  Disagree a little   
  Disagree a lot



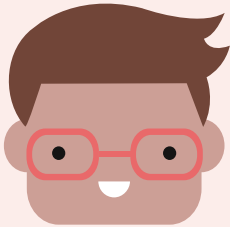
I wish my child would do more things that did not involve screen time.



QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.  
NOTE: See Appendix D for full question responses.

## READING BOOKS FOR FUN

Children's reading frequency is fairly steady since 2010, but does show a slight decline over the years in the percentage of kids who read books for fun 5–7 days a week.

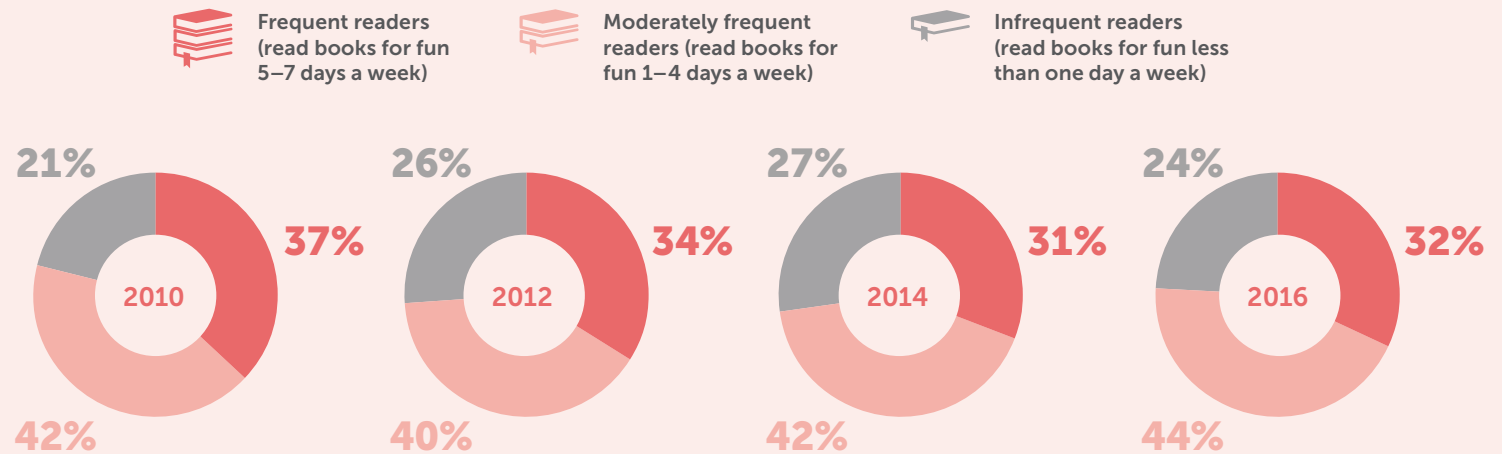


**"I like playing video games, and reading books is hard."**

—15-year-old boy, MN

### FREQUENCY WITH WHICH CHILDREN READ BOOKS FOR FUN

Base: Children Ages 6–17



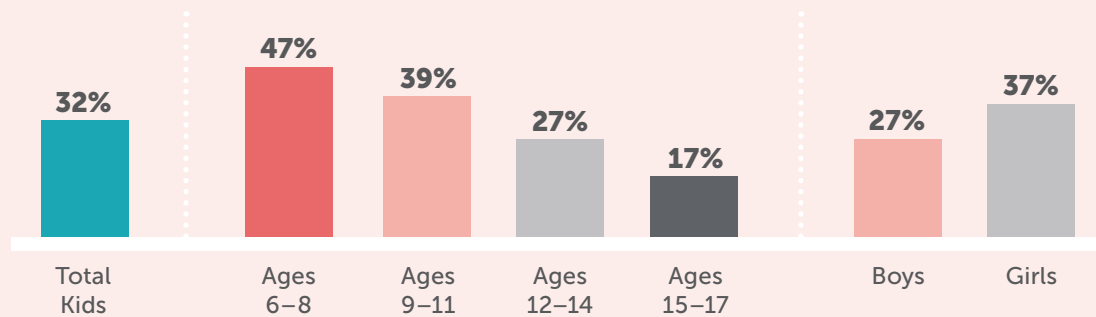
QK6. How many days a week do you read [ADDED FOR AGES 6–8: or look at] books for fun?

## READING BOOKS FOR FUN

Girls are more likely than boys to be frequent readers, as are younger children compared with older children.

### PERCENTAGE OF CHILDREN WHO READ BOOKS FOR FUN 5–7 DAYS A WEEK

Base: Children Ages 6–17



**"I like reading because it gives me something to do, and if it's a good book, I will read it almost every day. And because I just like reading!"**

—11-year-old girl, MA

QK6. How many days a week do you read [ADDED FOR AGES 6–8: or look at] books for fun?  
NOTE: See Appendix D for full question responses.

## READING BOOKS FOR FUN

Compared with 2010, kids are slightly more likely to say reading books for fun is important, while parents are slightly less likely to say so.

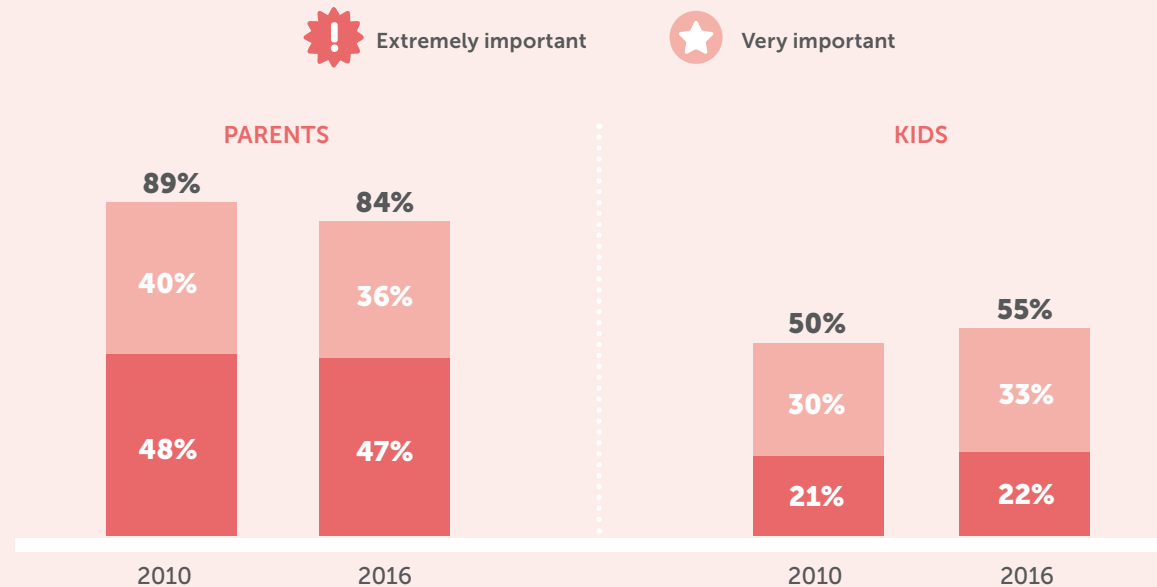


**“I think that continuing to grow a love of reading will help in your future in many ways. It is important to read to expand your vocabulary and knowledge of language.”**

—Mother,  
11-year-old girl, IL

### PARENTS' AND CHILDREN'S VIEWS ON THE IMPORTANCE OF CHILD READING BOOKS FOR FUN

Base: Parents with Children Ages 6–17 (Left) and Children Ages 6–17 (Right)



QP2. As your child grows up, how important is it to you that your child reads books for fun?

QK3. How important is it to you to read [ADDED FOR AGES 6–8: or look at] books for fun?

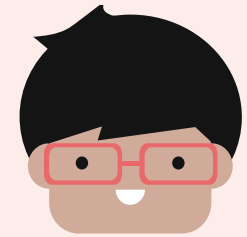
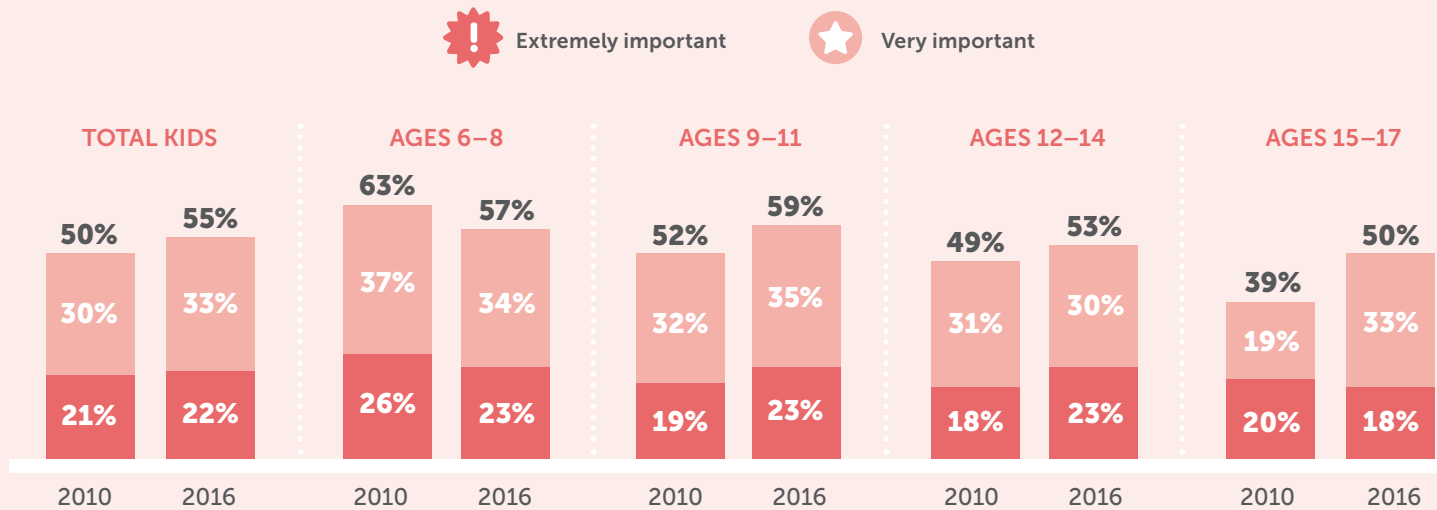
NOTE: See Appendix D for full question responses.

## READING BOOKS FOR FUN

The rise in children's views of reading importance since 2010 is mainly up among 9–17 year-olds.

### CHILDREN'S VIEWS ON THE IMPORTANCE OF READING BOOKS FOR FUN

Base: Children Ages 6–17



**“I like reading because it’s fun and it’s important.”**

—7-year-old boy, CA

QK3. How important is it to you to read [ADDED FOR AGES 6–8: or look at] books for fun? This means reading books that are not part of your schoolwork or homework [ADDED FOR AGES 6–8: and could mean reading by yourself or with someone else]. *NOTE: See Appendix D for full question responses.*

## READING BOOKS FOR FUN

Children's reading enjoyment is also fairly steady since 2010, but down significantly among kids ages 12–14.

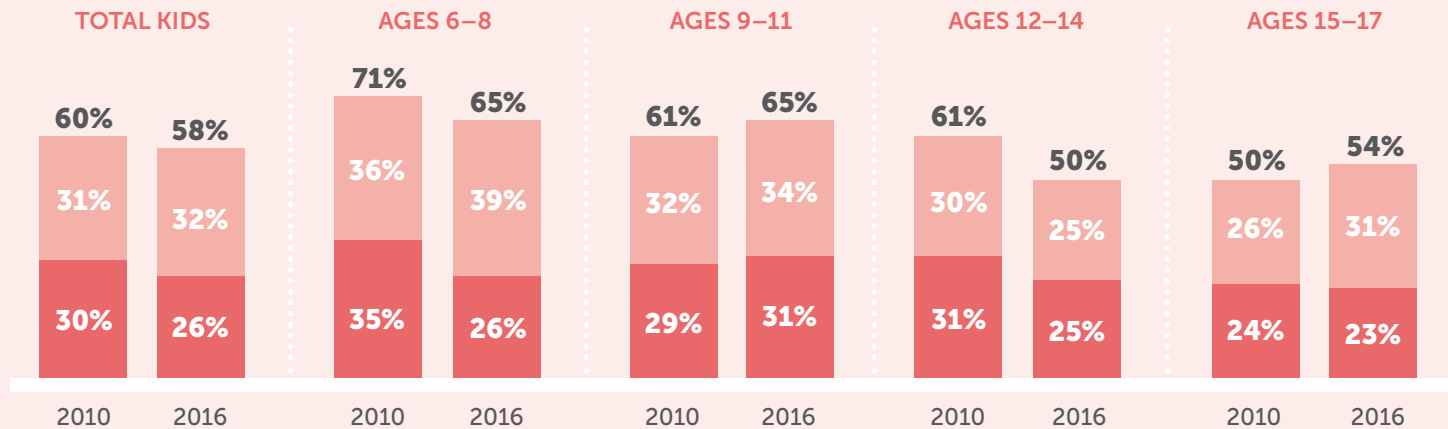


**“Those who say reading is boring simply haven’t found a book they like.”**

—13-year-old girl, CA

### DEGREE TO WHICH CHILDREN ENJOY READING BOOKS FOR FUN

Base: Children Ages 6–17



QK4. How much do you enjoy reading books for fun? NOTE: See Appendix D for full question responses.

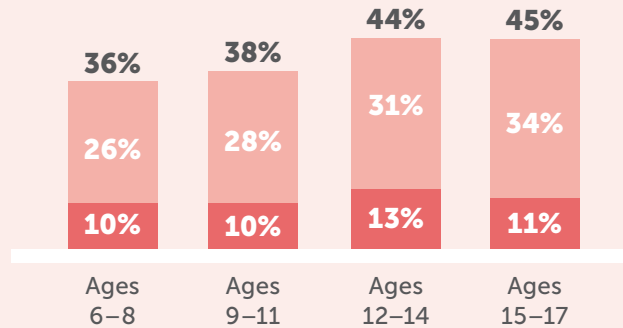
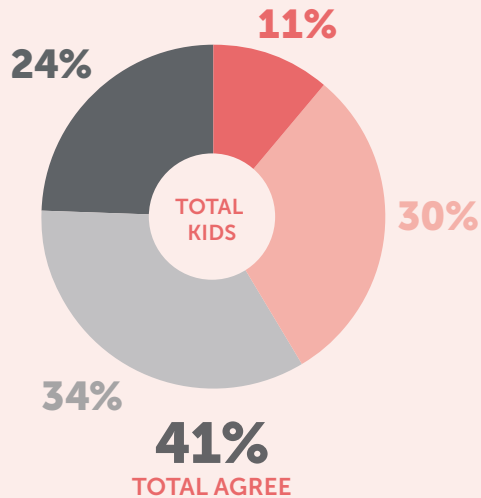
## READING BOOKS FOR FUN

Four in 10 children (41%), increasing with age, say they have trouble finding books they like.

### CHILDREN'S AGREEMENT WITH STATEMENT: "I HAVE TROUBLE FINDING BOOKS THAT I LIKE"

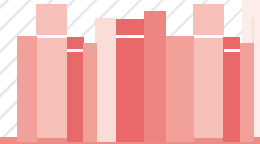
Base: Children Ages 6–17

 Agree a lot   
  Agree a little   
  Disagree a little   
  Disagree a lot



**57%** OF KIDS AGES 6–17 WHO ARE INFREQUENT READERS SAY:

I have trouble finding books I like



COMPARED WITH ONLY **26%** OF FREQUENT READERS



QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements. NOTE: See Appendix D for full question responses.

## READING BOOKS FOR FUN

Parents underestimate the degree to which children have trouble finding books they like.

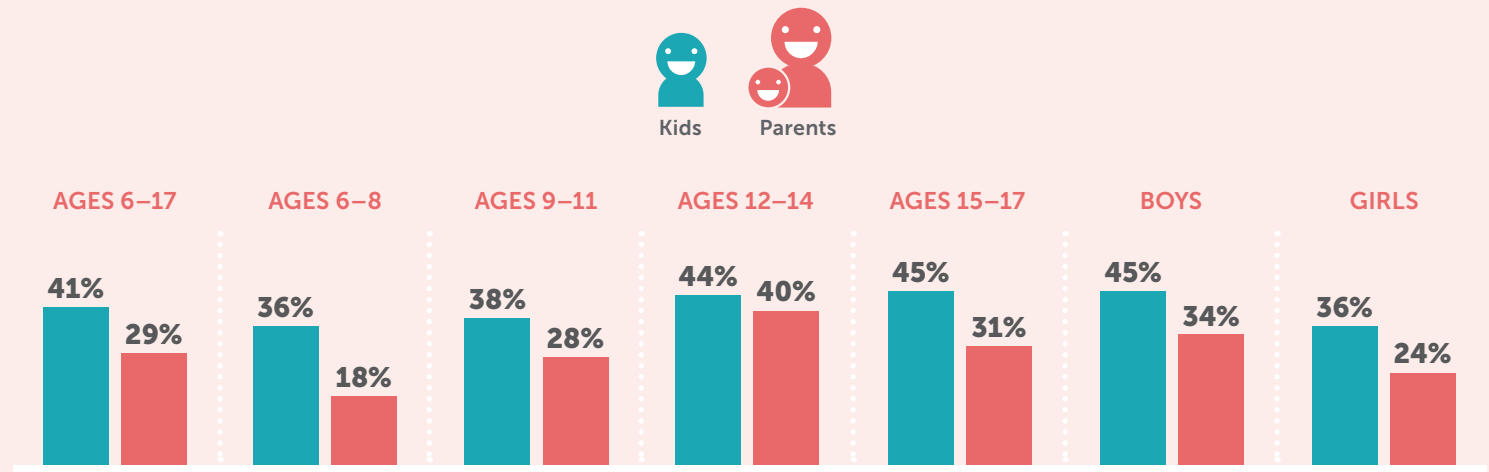


**"I don't like reading because I cannot find the right book for me to read."**

—14-year-old girl, KY

### PARENTS' AND CHILDREN'S AGREEMENT WITH STATEMENTS: "MY CHILD HAS TROUBLE FINDING BOOKS HE/SHE LIKES" "I HAVE TROUBLE FINDING BOOKS THAT I LIKE"

Base: Children Ages 6–17 and Parents with Children Ages 6–17



QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.  
QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.  
NOTE: The data in this chart are the summary of both "Agree a lot" and "Agree a little" among kids, and "Agree strongly" and "Agree somewhat" among parents. See Appendix D for full question responses.

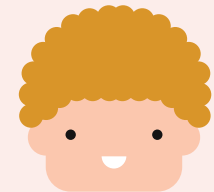
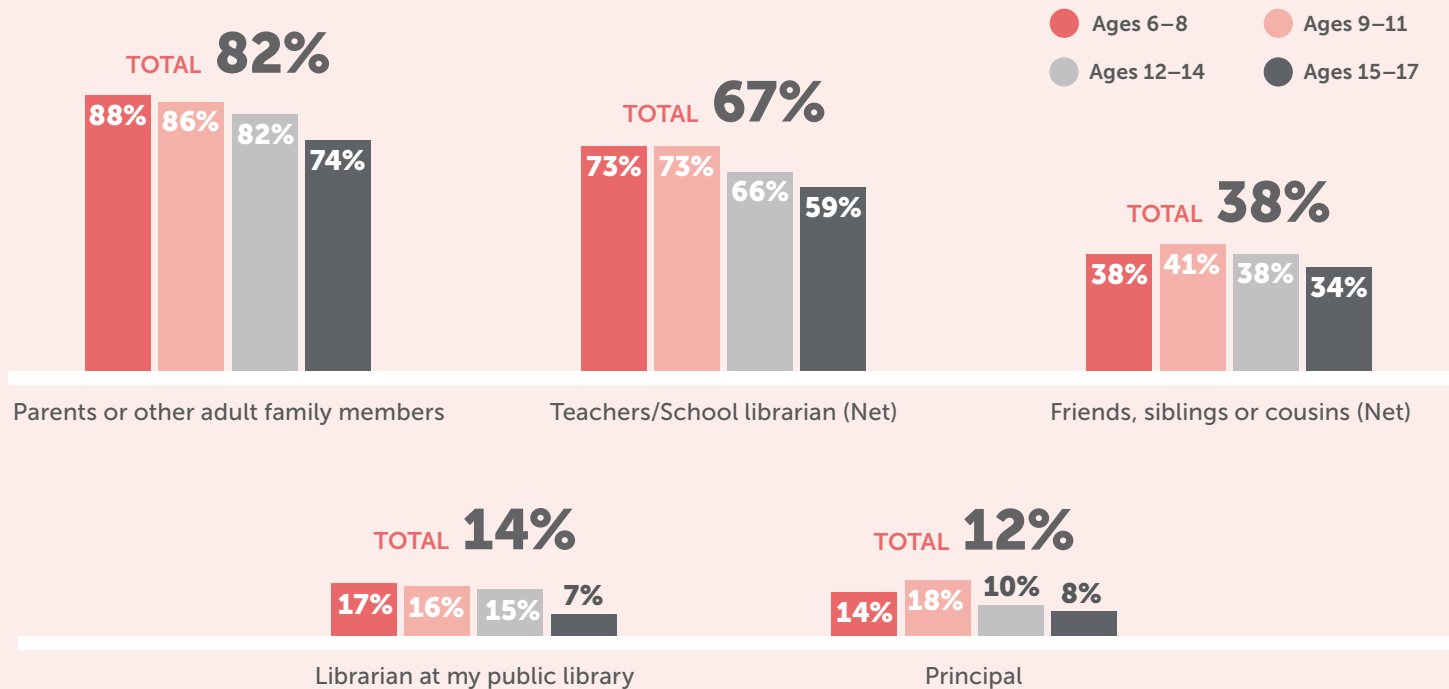


## READING BOOKS FOR FUN

Parents and other adult family members—along with teachers and school librarians—are the top people in children’s lives who encourage them to read books for fun.

### WHO ENCOURAGES CHILD TO READ BOOKS FOR FUN

Base: Children Ages 6–17



**“Mommy is a teacher and she knows a lot about books.”**

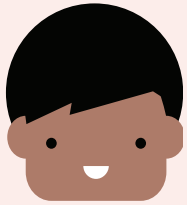
—9-year-old boy, KY

QK19. Which of the following people encourage you to read books for fun?

NOTE: The net items combine “teachers” and “school librarian,” and “brothers, sisters, cousins” and “friends” respectively.

## READING BOOKS FOR FUN

Across ages, children turn to teachers, school librarians, friends, siblings or cousins to get ideas about which books to read for fun, while use of social media increases with age.



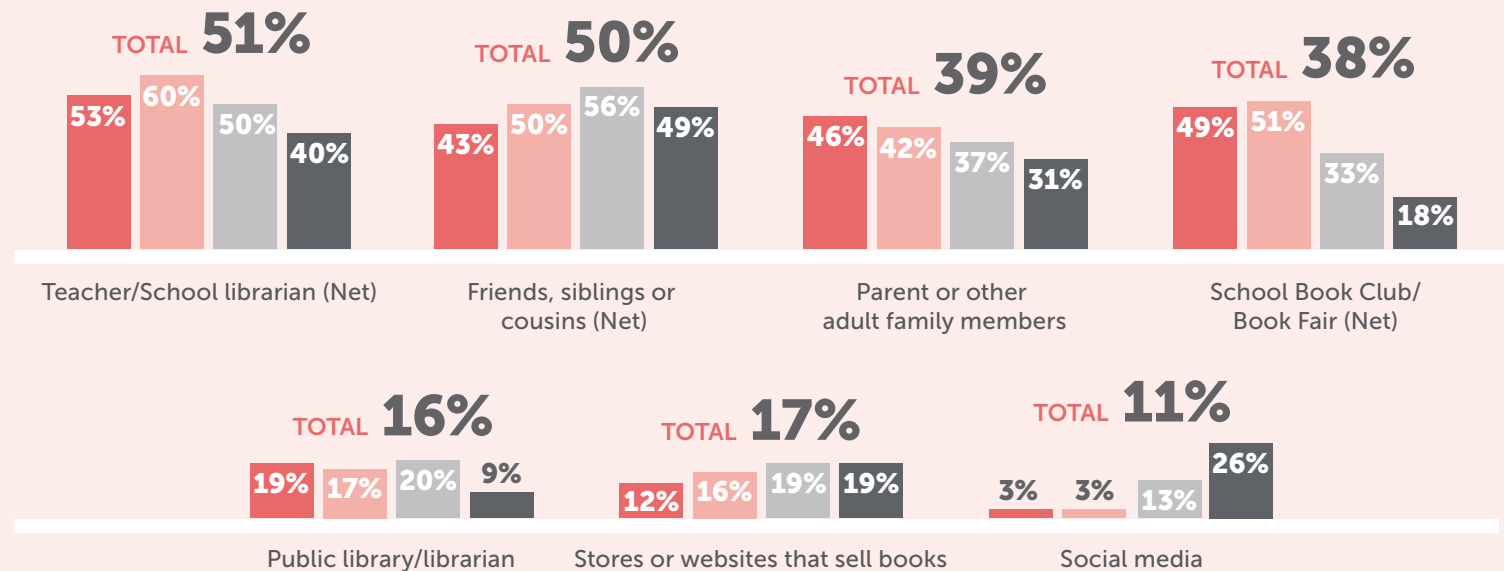
**“We get to see a variety of books at the school library so we can choose books based on our interest.”**

—9-year-old boy, TX

### SOURCES FROM WHICH CHILDREN GET THE BEST IDEAS ABOUT BOOKS TO READ FOR FUN

Base: Children Ages 6–17

● Ages 6–8  
● Ages 9–11  
● Ages 12–14  
● Ages 15–17



QK28. From which of the following do you get the best ideas about books to read for fun? NOTE: The net items combine “teacher” and “school library/librarian,” “brothers, sisters, cousins” and “friends,” and “school book fair” and “book club order form that the teacher sends home” respectively.

## READING BOOKS FOR FUN

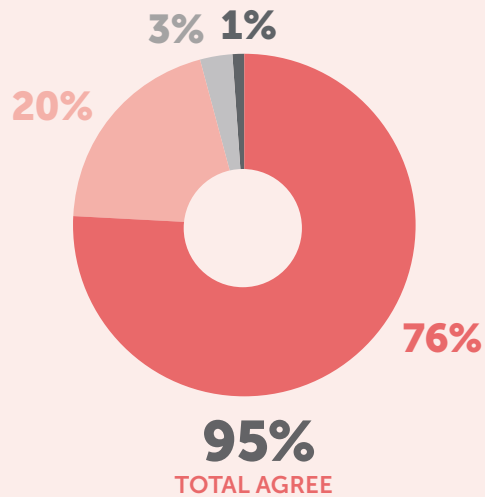
Parents agree every community needs public and school libraries.

### PARENTS' AGREEMENT WITH STATEMENTS

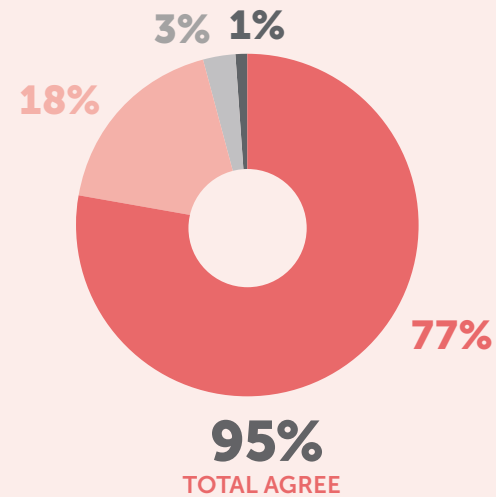
Base: Parents with Children Ages 0–17



"Every community needs to have a public library"



"Every child deserves to have a school library"



**"My kids get so excited about books and trips to the library. I don't ever want that to stop."**

—Mother,  
1-year-old girl, IA

QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements  
NOTE: See Appendix D for full question responses.

# HISPANIC CHILDREN'S VIEWS ON THE IMPORTANCE AND ENJOYMENT OF READING BOOKS FOR FUN

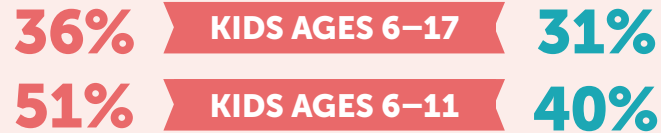
## FOCUS ON HISPANIC FAMILIES

### READING FREQUENCY & ENJOYMENT

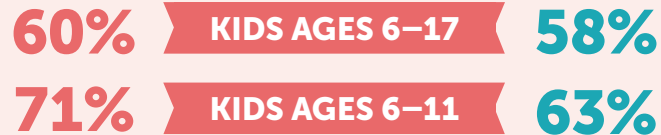


Young Hispanic kids are more likely to be frequent readers and enjoy reading books for fun.

#### Frequent Readers



#### Love or like reading books for fun



Frequent readers are defined as children who read books for fun 5-7 days a week, whereas infrequent readers read books for fun less than one day a week.

# HISPANIC CHILDREN'S VIEWS ON THE IMPORTANCE AND ENJOYMENT OF READING BOOKS FOR FUN

## READING IMPORTANCE

### HISPANIC KIDS



Hispanic kids, especially ages 6–11, are more likely to find reading books for fun important.

### NON-HISPANIC KIDS



Reading books for fun is very or extremely important

60%

AGES 6–17 AGREE

53%

64%

AGES 6–11 AGREE

56%

*In this analysis, Hispanic families are compared with non-Hispanic families and unless otherwise specified, all differences that are highlighted between the groups are statistically significant at the 90% confidence level or higher. The Hispanic families in the survey represent wide geographic and socio-economic diversity, however it should be noted that the survey was only offered in English. See Appendix C for sample sizes.*

# AFRICAN-AMERICAN CHILDREN'S VIEWS ON THE IMPORTANCE AND ENJOYMENT OF READING BOOKS FOR FUN

## FOCUS ON AFRICAN-AMERICAN FAMILIES

### READING FREQUENCY & ENJOYMENT



AFRICAN-AMERICAN KIDS

African-American kids are less likely to be frequent readers but have similar views on the enjoyment of reading books for fun.



NON-AFRICAN-AMERICAN KIDS

### KIDS AGES 6–17

26%

Frequent Readers

33%

63%

Love or like reading books for fun

58%

*Frequent readers are defined as children who read books for fun 5–7 days a week, whereas infrequent readers read books for fun less than one day a week.*

# AFRICAN-AMERICAN CHILDREN'S VIEWS ON THE IMPORTANCE AND ENJOYMENT OF READING BOOKS FOR FUN

## READING IMPORTANCE

### AFRICAN-AMERICAN KIDS



90%

64%

55%

Overall, African-American kids are equally likely to find reading important, with kids ages 6–11 more likely to strongly agree it is important to their futures.

Being a good reader is important to my future

AGES 6–17 AGREE

AGES 6–11 STRONGLY AGREE

Reading books for fun is very or extremely important

### NON-AFRICAN-AMERICAN KIDS



86%

53%

55%

*In this analysis, African-American families are compared with non-African-American families and unless otherwise specified, all differences that are highlighted between the groups are statistically significant at the 90% confidence level or higher. See Appendix C for sample sizes.*

**“I believe it is important time to bond with my child, and many of my own favorite memories from childhood involve my parents reading to me. I love that it also instills a love for books and reading.”**

—Father, 4-year-old boy, MA





**READING  
ALoud**

**3**

# 5 THINGS TO KNOW ABOUT READING ALOUD

## 1 READING ALOUD AT HOME HAPPENS EARLIER & MORE OFTEN

Percentage of parents with kids ages 0–5 reading aloud to their child before 3 months old

**40%**  
2016 vs. **30%**  
2014

Percentage of parents with kids ages 3–5 reading aloud to their child 5–7 days a week

**62%**  
2016 vs. **55%**  
2014



Yet the frequency of reading aloud decreases dramatically after ages 5 and 8

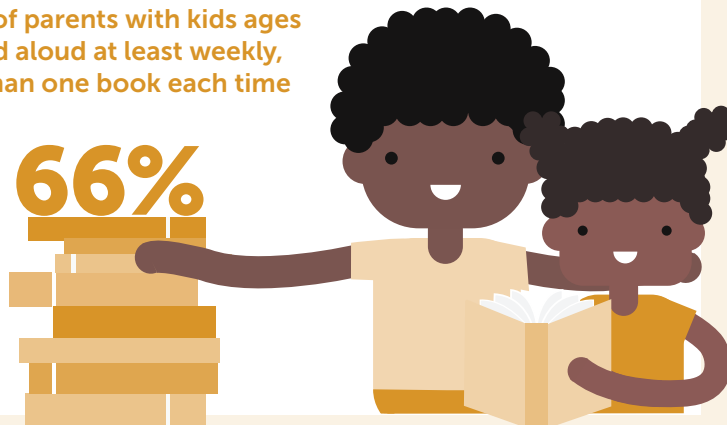
**59%** AGES 0–5 vs. **38%** AGES 6–8 vs. **17%** AGES 9–11



## 2 PARENTS ARE READING SEVERAL BOOKS ALOUD

Percentage of parents with kids ages 0–5 who read aloud at least weekly, read more than one book each time

**66%**



## 3 THE POWER OF CHOICE STARTS EARLY

Percentage of kids who are read aloud to at least weekly and frequently, pick their own books

**54%**  
AGES 0–2

**81%**  
AGES 3–5



## 5 THINGS TO KNOW ABOUT READING ALOUD

### 4 KIDS & PARENTS WHO SHARED READ-ALoud TIME ENJOY IT!

**87%**  
KIDS AGES 6-11 & **82%**  
THEIR PARENTS  
LOVE(D) OR LIKE(D) READ-ALoud TIME

**91%**  
OF PARENTS WITH KIDS AGES 0-5  
ALSO AGREE



### 5 TOP REASONS TO LOVE READ-ALoud TIME



It is a special time together!

**72%**  
KIDS AGES 6-11

**77%**  
OF PARENTS



Reading together is fun!

**66%**  
KIDS AGES 6-11

**67%**  
OF PARENTS

## READING ALOUD

Three-quarters of parents with children ages 0–5 (77%) say they started reading aloud to their child before age one, with 40%—up from 30% in 2014—saying they began when their child was less than three months old.



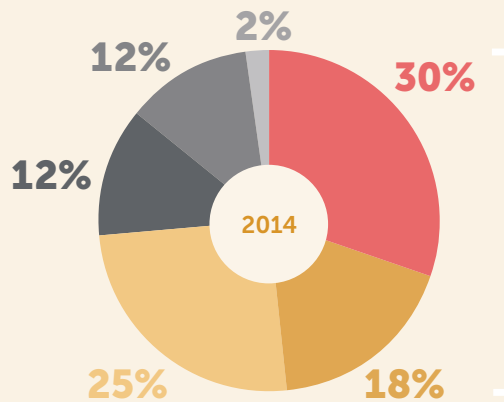
**“I read aloud to my child to help develop her language skills and in hopes to instill a lifelong love of books.”**

—Mother, newborn girl, NC

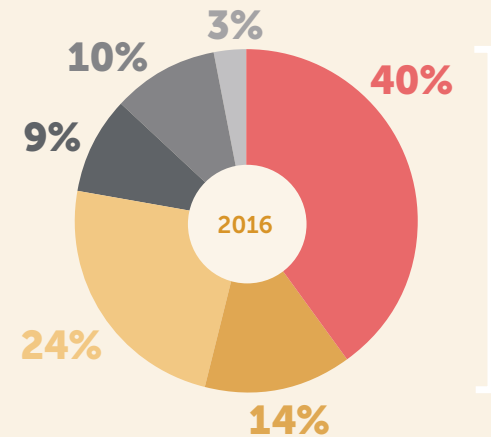
### AGE OF CHILD WHEN READING BOOKS ALOUD AT HOME STARTED

Base: Parents with Children Ages 0–5

- Less than 3 months
- 3 to less than 6 months
- 6 months to less than one year
- One to less than two years
- Two years or older
- Child is/was not read to



**73%**  
Less than one year old



**77%**  
Less than one year old

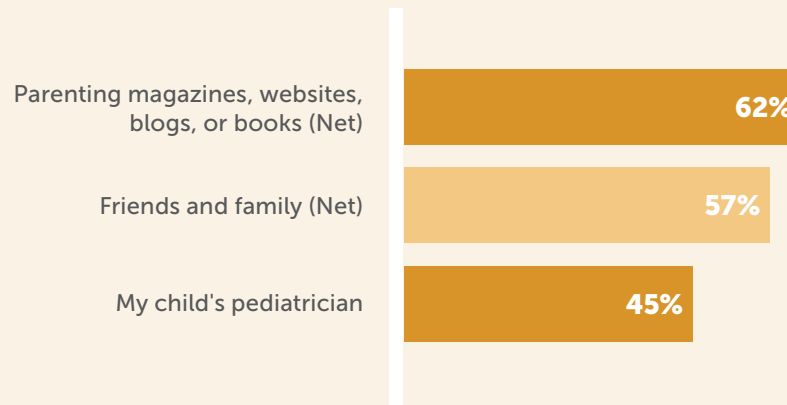
QP12. Thinking back, how old was your child when he/she first started being read books aloud at home by you or another family member?

## READING ALOUD

Among the 59% of parents who received advice that children should be read aloud to from birth, the most common sources of this advice are parenting magazines, websites, blogs or books, followed closely by friends and family.

### SOURCES OF ADVICE THAT CHILDREN SHOULD BE READ ALOUD TO FROM BIRTH

Base: Parents with Children Ages 0–5 Who Received This Advice When Their Child Was a Baby



**“I think reading with my children is important because it gives them more exposure to literacy and to grammar.”**

—Mother, newborn girl, WI

QP22. Which of the following were sources of the advice to read aloud from birth? NOTE: “Friends and family” net item combines four items: “child’s grandparents,” “other parents,” “teachers I know” and “other relatives/friends.”

## READING ALOUD



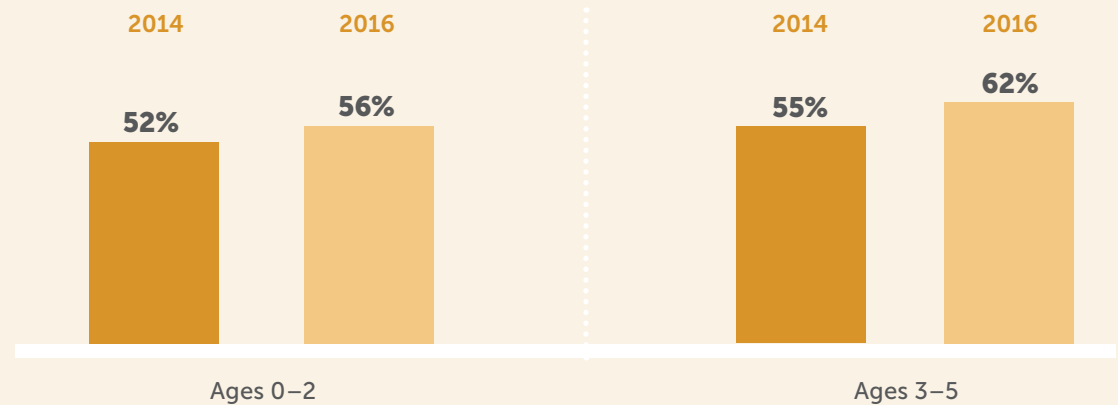
**“I like the togetherness that we have when reading and I believe it will encourage her to have a love for reading.”**

—Mother, 1-year-old girl, MI

The frequency of reading aloud to young children has increased since 2014 among parents with kids ages 3–5.

### PERCENTAGE OF PARENTS WHO SAY THEIR CHILD IS READ BOOKS ALOUD 5–7 DAYS A WEEK

Base: Parents with Children Ages 0–5



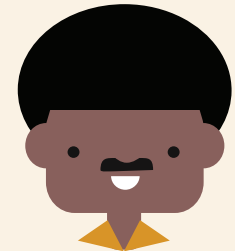
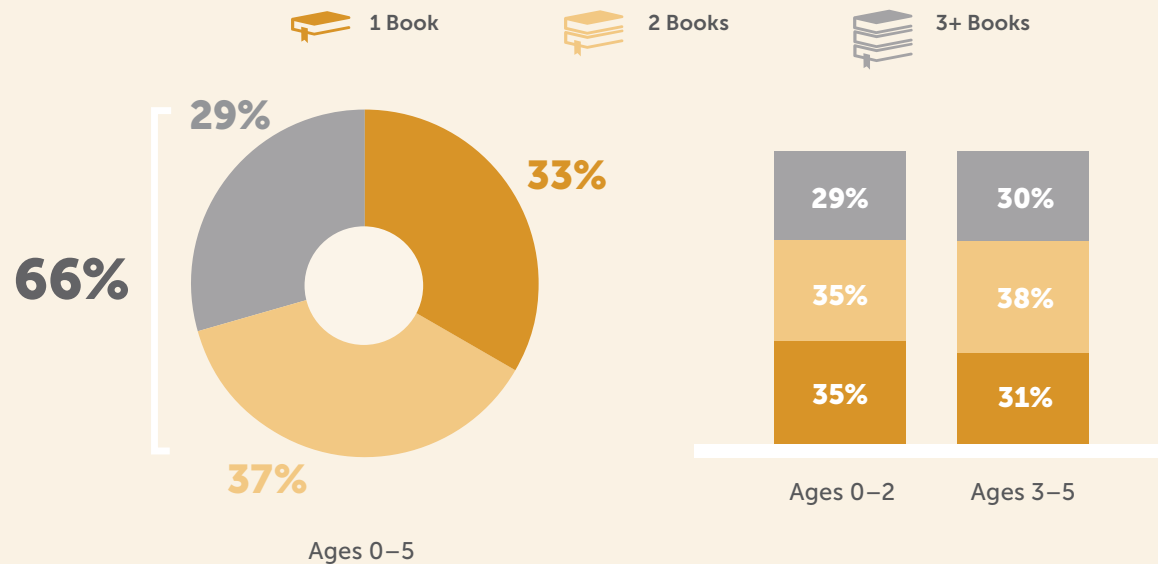
QP7. Overall, considering all the people in your family (including yourself) who read books aloud to your child, how often are books currently read aloud to him/her in your home?

## READING ALOUD

Two in three parents with kids ages 0–5 read more than one book each time they read aloud to their children.

### NUMBER OF BOOKS PARENTS READ ALOUD TO CHILD EACH TIME

Base: Parents with Children Ages 0–5 Who Are Read Aloud to at Home at Least Once a Week



**“I read aloud with my son because I know it’s good for him, and he loves to read together. He loves to pick out books, sit on my lap to read, and then get up and pick up a new book.”**

—Father, 1-year-old boy, WY

QP17. Typically, how many books do you read aloud to your child at one time?



## READING ALOUD

Book choice starts early, with the majority of parents with children ages 3–5 saying their child picks out their own books every or most of the time for read alouds. Just over half of parents with kids ages 0–2 (54%) say the same.

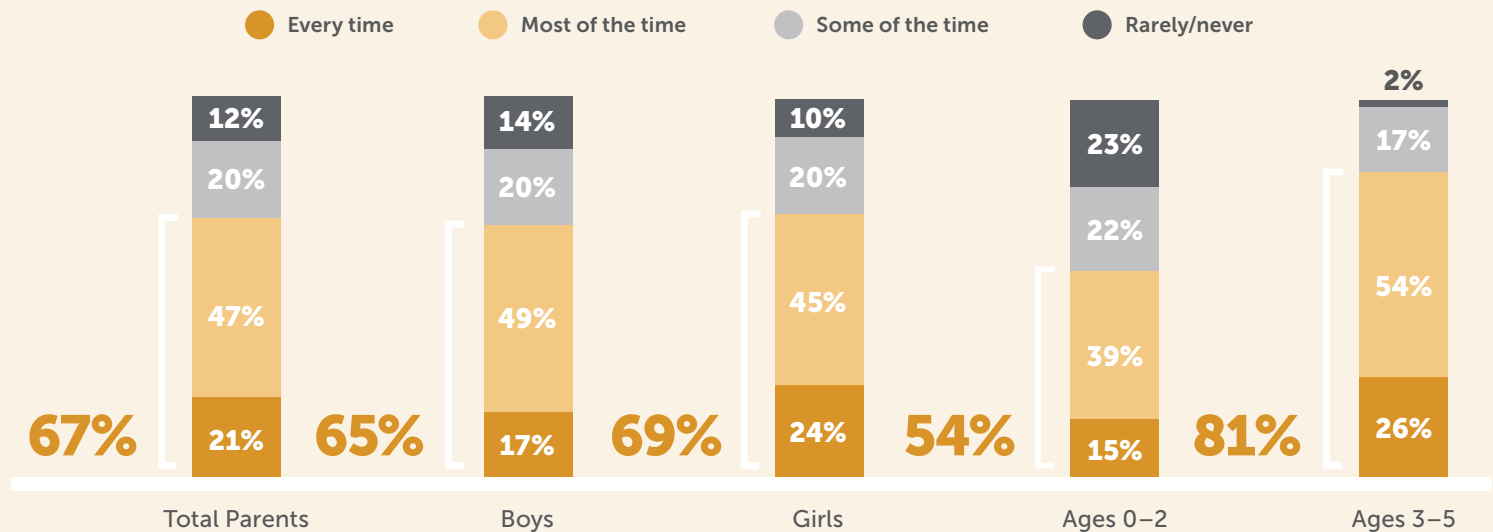


**“Reading is fun. I like to snuggle with mommy and we pick fun books to read.”**

—6-year-old boy, CA

### FREQUENCY WITH WHICH CHILD PICKS OUT THE BOOKS THEY ARE READ ALOUD BY PARENT(S)

Base: Parents with Children Ages 0–5 Who Are Read Aloud to at Home at Least Once a Week



QP16. How often does your child pick out the book you read aloud?

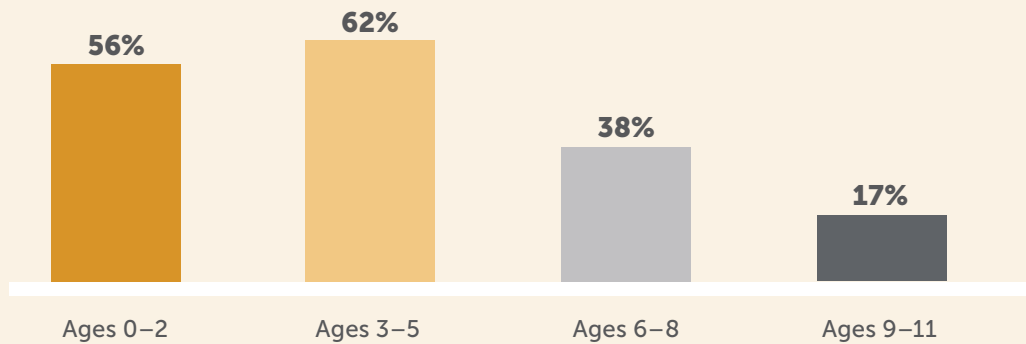


## READING ALOUD

The frequency of reading aloud still drops significantly after age 5 and again after age 8.

### PERCENTAGE OF PARENTS WHO SAY THEIR CHILD IS READ BOOKS ALOUD 5–7 DAYS A WEEK

Base: Parents with Children Ages 0–11



PARENTS WITH KIDS IN EACH AGE GROUP



**“I like it when my mom reads to me. I enjoy the time together and we get to read harder chapter books. I can’t wait to see how the story ends.”**

—8-year-old girl, NY

QP7. Overall, considering all the people in your family (including yourself) who read books aloud to your child, how often are books currently read aloud to him/her in your home?

## READING ALOUD

**91%** OF PARENTS  
WITH KIDS AGES 0-5

WHO CURRENTLY READ  
OR HAVE READ ALOUD TO  
THEIR CHILD SAY THEY

**54%**

**37%**

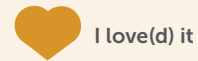
LOVE(D) IT OR LIKE(D) IT A LOT



Parents and kids agree they love read-aloud time.

### DEGREE TO WHICH PARENTS AND CHILDREN ENJOY(ED) READ-ALoud TIME AT HOME

Base: Children Ages 6-11 Who Are or Were Read Books Aloud at Home;  
Parents with Children Ages 6-11 Who Read Books Aloud at Home



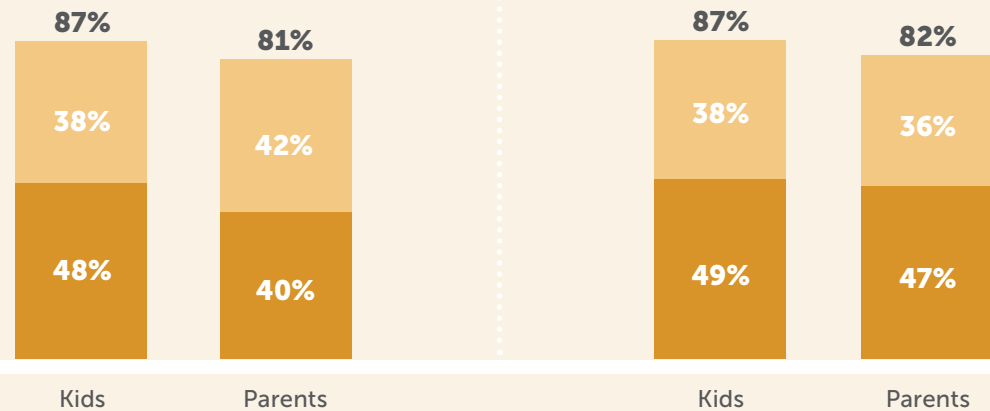
I love(d) it



I like(d) it a lot

AGES 6-8

AGES 9-11



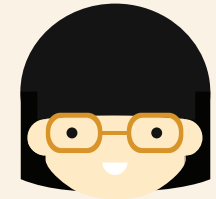
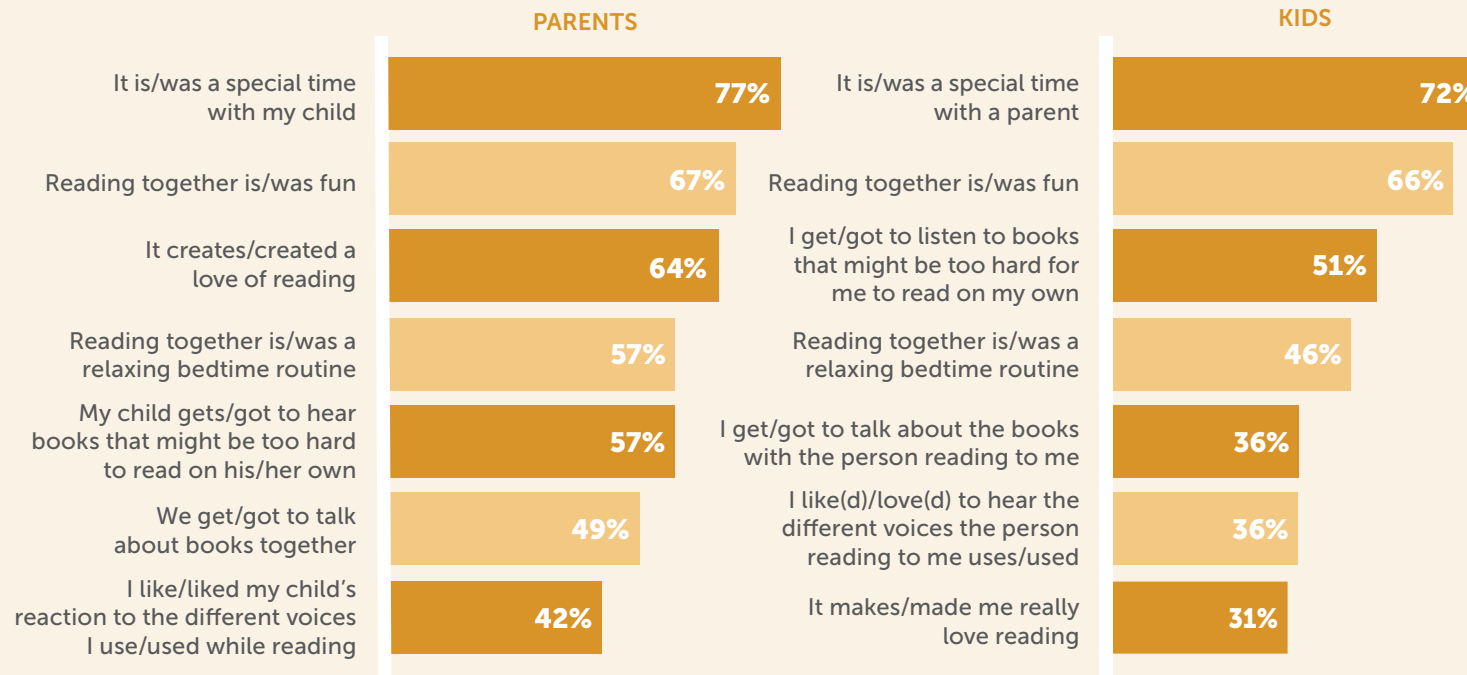
QK21. Do you like it when you are read books aloud at home?  
OR Did you like being read books aloud at home when you were younger?  
QP11. How much do you like reading aloud to your child?

## READING ALOUD

The top reasons parents and children ages 6–11 say they like reading aloud together is that it is a special time with each other and that it's fun.

### PARENTS' AND CHILDREN'S REASONS THEY ENJOY(ED) READING ALOUD

Base: Parents with Children Ages 6–11 (Left) and Children Ages 6–11 (Right) Who Love(d) or Like(d) Being Read to Aloud



**“I have a fun time with my mommy when she reads to me. We talk about the people in the book and it’s fun to look at the pictures.”**

—6-year-old girl, MN

QP14. Which of the following describe reasons you like(d) reading aloud to your child?

QK22. Which of these, if any, are reasons you like(d)/love(d) being read books aloud at home [when you were younger]?

HISPANIC FAMILIES ARE AWARE OF THE IMPORTANCE OF READING ALOUD AT AN EARLY AGE BUT ARE LESS LIKELY TO READ ALOUD AS FREQUENTLY AS THEIR PEERS

# FOCUS ON

HISPANIC FAMILIES

## READING ALOUD AT BIRTH



HISPANIC FAMILIES



NON-HISPANIC FAMILIES

65%

More Hispanic families have heard the advice that children should be read aloud to beginning at birth

57%

49%

Hispanic children ages 0–5 read aloud to 5–7 days a week

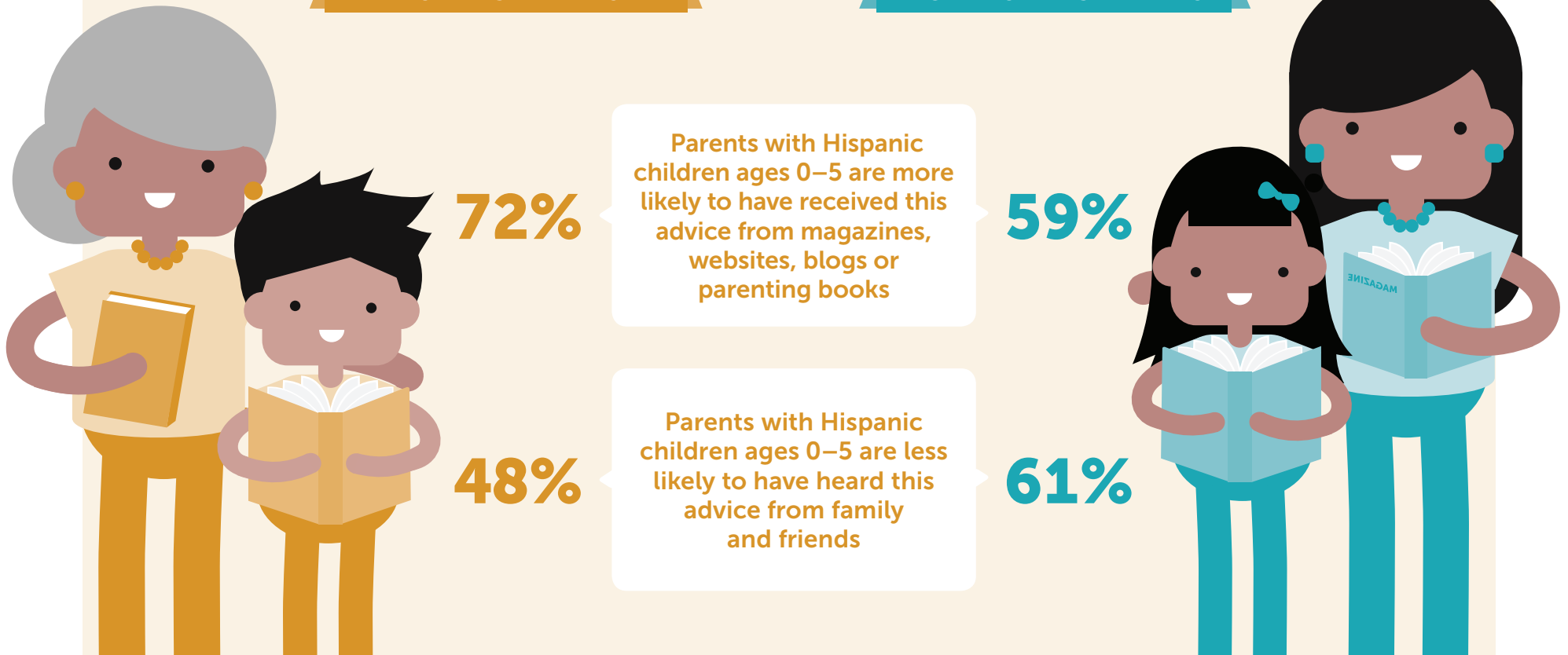
63%

# HISPANIC FAMILIES ARE AWARE OF THE IMPORTANCE OF READING ALOUD AT AN EARLY AGE BUT ARE LESS LIKELY TO READ ALOUD AS FREQUENTLY AS THEIR PEERS

## SOURCES OF ADVICE FOR READING ALOUD FROM BIRTH

### HISPANIC FAMILIES

### NON-HISPANIC FAMILIES



*In this analysis, Hispanic families are compared with non-Hispanic families and unless otherwise specified, all differences that are highlighted between the groups are statistically significant at the 90% confidence level or higher. The Hispanic families in the survey represent wide geographic and socio-economic diversity, yet it should be noted that the survey was only offered in English. See Appendix C for sample sizes.*

**“Reading gives me something to do over the summer while I’m at home during the day with dad. Dad likes to read in the mornings so I’ll get a book, too, and read with him.”**

—8-year-old boy, IN



**SUMMER  
READING**

**4**

## SUMMER READING

### SUMMER READING IS IMPORTANT AND FUN

Reading books during the summer helps kids during the school year!

**80%**

**OF KIDS AGES 6-17**

**AGREE**

**&**

**96%**

**OF PARENTS**

**AGREE**



### TOP REASONS AMONG PARENTS:

It keeps my child's brain active!

Reading requires constant practice

### TOP REASONS KIDS ENJOY READING IN THE SUMMER

**62%** **OF KIDS AGREE**

I really enjoy reading books over the summer

### REASONS WHY

I just enjoy reading

It's a fun way to pass the time



**KIDS READ AN AVERAGE OF 8 BOOKS OVER THE SUMMER**

**% OF KIDS WHO READ NO BOOKS OVER THE SUMMER:**

**21%**

**LOW-INCOME FAMILIES**

**&**

**8%**

**HIGH-INCOME FAMILIES**



## SUMMER READING

### HAVE YOU HEARD OF THE SUMMER SLIDE?

**ONLY 48%**  
OF PARENTS HAVE HEARD ABOUT THE  
**SUMMER SLIDE**

Among the lowest-income families

**38%**

Among the highest-income families

**59%**



Summer slide is the loss of skills during the time when students are not in school



### HELP KIDS FIND BOOKS THEY LOVE

**PARENTS SAY TEACHERS & SCHOOLS ARE THE  
#1 SOURCE OF INFORMATION  
ON THE SUMMER SLIDE**



#### TOP 3 WAYS PARENTS ENSURE THEIR CHILD READS OVER THE SUMMER

AGES  
6-11

AGES  
12-17

**66%**

Take kids to the library

**48%**

**60%**

Let kids choose books through the school book fair or reading club

**32%**

**56%**

Take books on trips and vacations

**35%**

## SUMMER READING

When it comes to children’s views on summer reading, common patterns in reading attitudes persist. Enjoyment of summer reading is highest among younger children and girls, dropping as age increases and among boys.

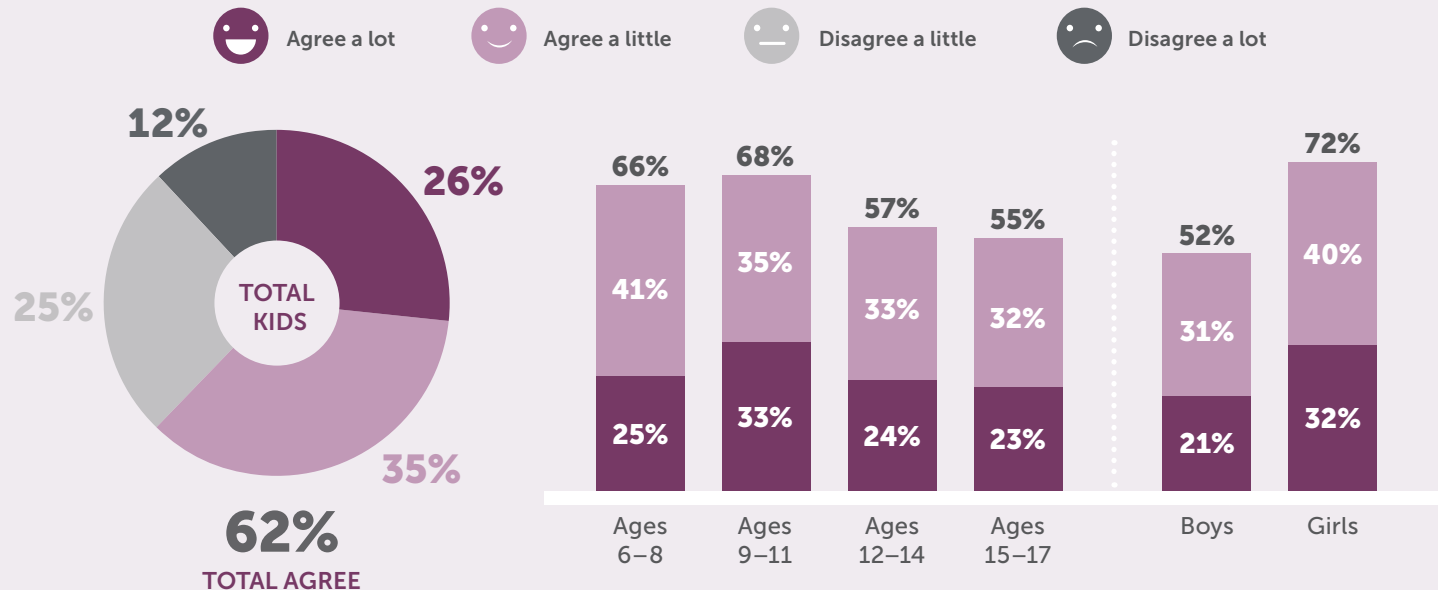


**“Reading is fun. I love exploring other worlds. It is like vacationing in my head.”**

—8-year-old girl, TX

### CHILDREN’S AGREEMENT WITH STATEMENT: “I REALLY ENJOY READING BOOKS OVER THE SUMMER”

Base: Children Ages 6–17



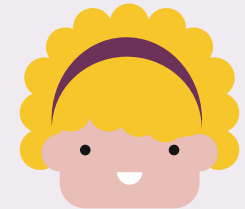
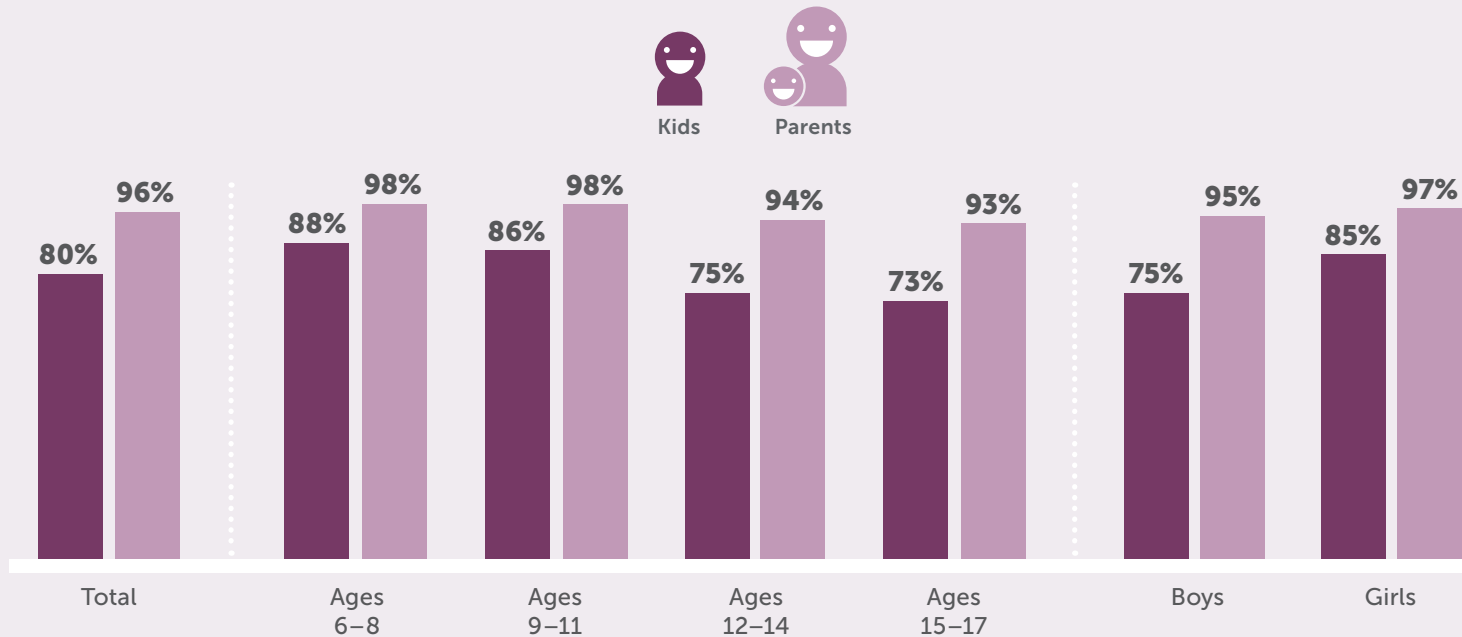
QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.  
NOTE: See Appendix D for full question responses.

## SUMMER READING

Across children's gender and age, parents are more likely to believe in the value of summer reading. The gap in views between parents and kids grows as children's ages increase.

### CHILDREN'S AND PARENTS' AGREEMENT WITH STATEMENT: "READING BOOKS DURING THE SUMMER WILL HELP ME/MY CHILD DURING THE SCHOOL YEAR"

Base: Children Ages 6–17 and Parents with Children Ages 6–17



**"I really liked reading over the summer because now in fifth grade I have seen a change in my writing. I got better."**

—10-year-old girl, TX

QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

NOTE: The data in this chart are the summary of both "Agree a lot" and "Agree a little" among kids, and "Agree strongly" and "Agree somewhat" among parents. See Appendix D for full question responses.

## SUMMER READING

Parents say summer reading helps their child during the school year mainly because it helps keep their kid's brain active and that reading requires constant practice.

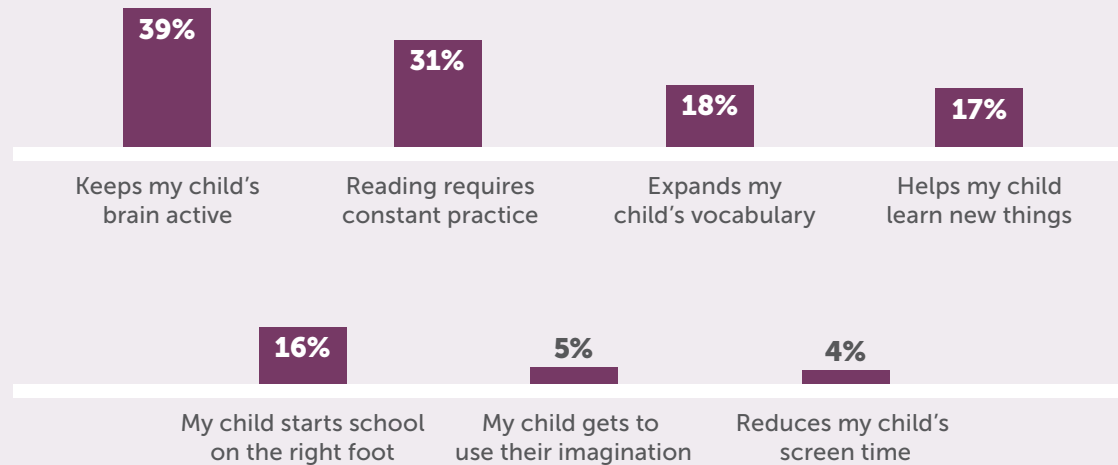


**“Reading books keeps him in practice and helps him to keep learning during the summer.”**

—Father,  
7-year-old boy, MO

### REASONS PARENTS AGREE “READING BOOKS OVER THE SUMMER WILL HELP MY CHILD DURING THE SCHOOL YEAR”

Base: Parents with Children Ages 6–17 Who Agree with Summer Reading Statement



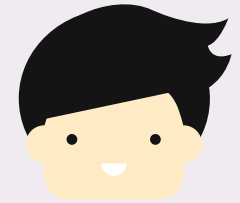
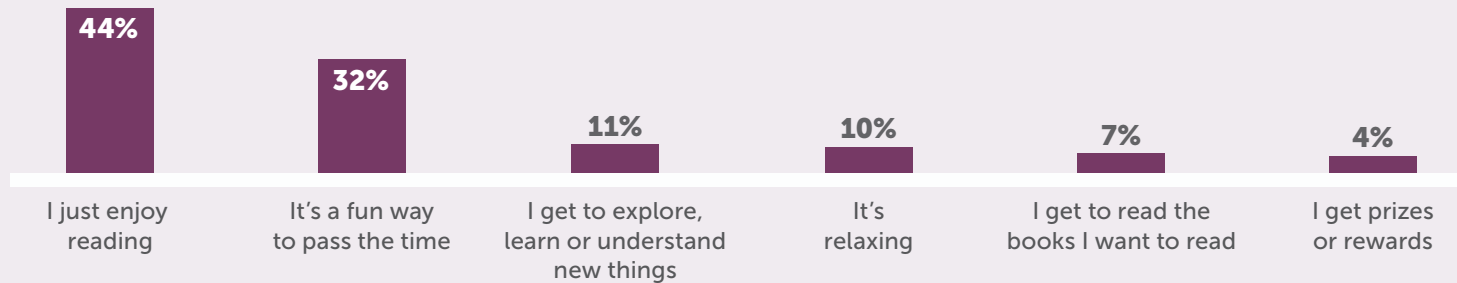
QP37a. Earlier you mentioned that you think reading books over the summer will help your child during the school year. In your own words, why do you think this is the case? *NOTE: Data is among parents who meet the conditions described above, and were randomly selected to answer the question and provided a response. n=421.*

## SUMMER READING

Kids who like reading over the summer say it is because they simply enjoy it and because it's a fun way to pass the time.

### REASONS CHILDREN AGREE "I REALLY ENJOY READING BOOKS OVER THE SUMMER"

Base: Children Ages 6–17 Who Agree with Summer Reading Statement



**"Reading passes the time, and it's a great way to exercise your brain. It's also pretty fun and cool."**

—12-year-old boy,  
TX

K29a. Earlier in the survey you mentioned that you enjoy reading over the summer. Please share with us why that is.

NOTE: Data is among kids who meet the conditions described above, and were randomly selected to answer the question and provided a response. n=219.

## SUMMER READING



**“Usually I prefer playing with friends in the summer and playing games, not reading.”**

—11-year-old girl, WY

On average, kids read 8 books over the summer, but this varies widely by age, with only one in five 12–17 year-olds and one in five kids from lower-income families not reading any books at all.

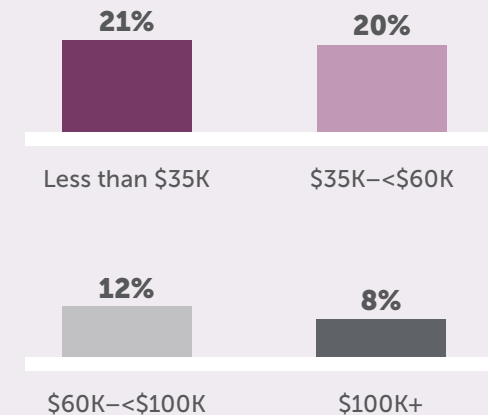
### NUMBER OF BOOKS CHILDREN HAVE READ OVER THE SUMMER

Base: Children Ages 6–17

# OF BOOKS	TOTAL KIDS	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
None	15%	9%	7%	20%	22%
1–2	25%	16%	21%	30%	31%
3–5	25%	21%	26%	26%	27%
6–10	14%	18%	20%	12%	8%
11–15	7%	11%	7%	5%	4%
16–20	4%	7%	6%	2%	1%
21+	9%	16%	12%	5%	2%
<b>Average</b>	<b>8.3</b>	<b>12.99</b>	<b>11.03</b>	<b>5.22</b>	<b>3.85</b>

### PERCENTAGE OF CHILDREN WHO DID NOT READ ANY BOOKS OVER THE SUMMER

Base: Children Ages 6–17



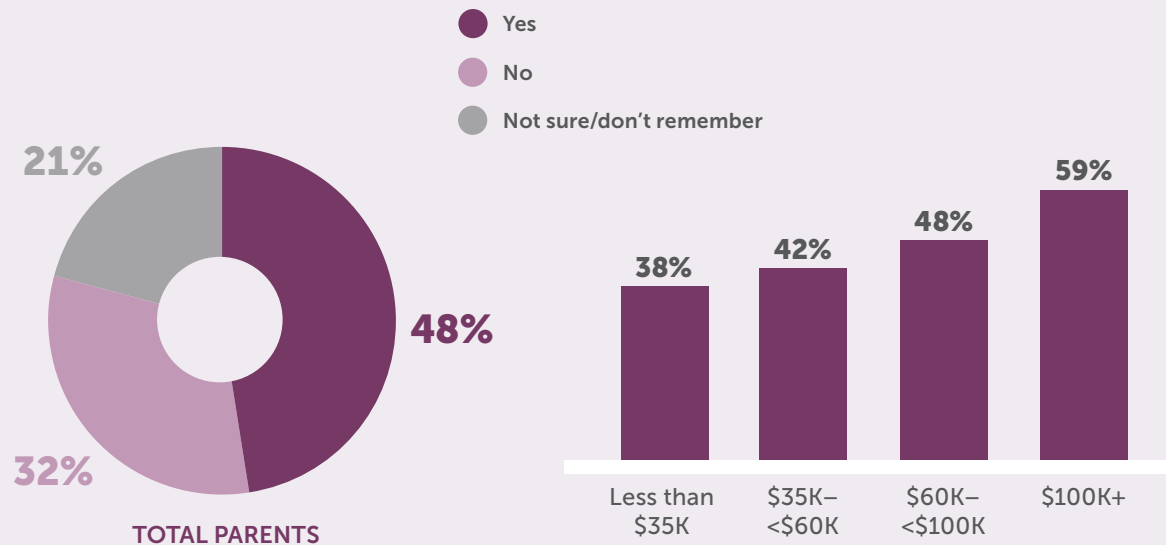
QK17. About how many books have you read over the summer?

## SUMMER READING

Nearly half of parents with children ages 6–17 (48%) have heard of the summer slide—the loss of academic skills over the school break—with lower-income parents far less likely to have heard of this (38%).

### PERCENTAGE OF PARENTS WHO HAVE HEARD, READ OR RECEIVED ADVICE ABOUT THE SUMMER SLIDE

Base: Parents of Children Ages 6–17



**“If children do not read during the summer, it’s going to be hard for them to read during the school year.”**

—Father,  
6-year-old boy, CA

QP29. Have you heard, read or received advice about the summer slide, that is, the loss of skills during the time when students are not in school, as it relates to kids’ reading?

## SUMMER READING

Some sources of information on the summer slide vary by age, but in all cases, teachers and schools are the number one source.

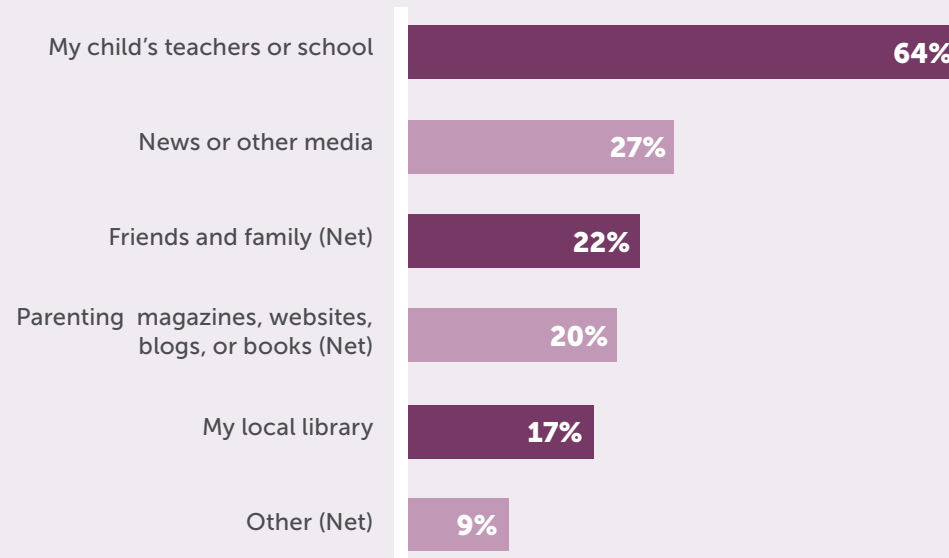


**“I read over the summer so I won’t fall behind in school.”**

—14-year-old girl,  
TX

### SOURCES OF INFORMATION ABOUT THE SUMMER SLIDE

Base: Parents of Children Ages 6–17 Who Have Heard, Read, or Received Advice about the Summer Slide



QP30. Which of the following were sources of information for you about the summer slide? *NOTE: The net items combine “my child’s grandparents,” “other relatives/friends” and “other parents” and “other” and “my child’s pediatrician” respectively. See Appendix D for full question responses.*



## SUMMER READING

Ways parents try to ensure summer reading at home vary dramatically by children's ages, with taking kids to the library as the top response, at 57% among total children ages 6–17.

### WAYS PARENTS ENSURE THEIR CHILD READS BOOKS OVER THE SUMMER

Base: Parents of Children Ages 6–17



Parents with kids ages 6–11



Parents with kids ages 12–17



**“Books are great to go along with fun things they do during the summer and help them to learn more about what they are doing.”**

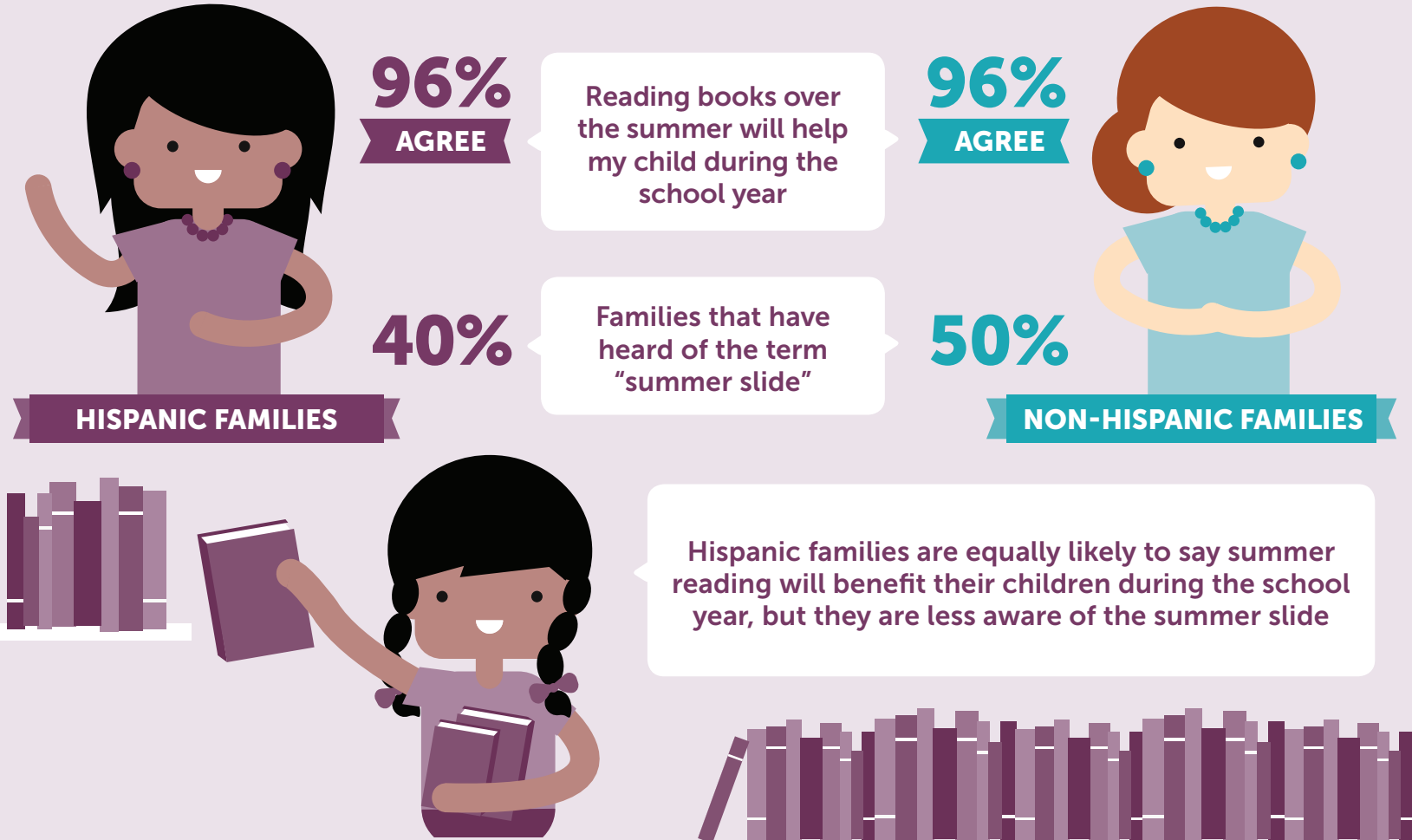
—Mother, 9-year-old girl, WA

QP28. Which of the following, if any, are ways in which you try to ensure your child reads books over the summer?  
 NOTE: The net item is a combination of “Let my child choose books from the school book fair to read over the summer” and “Let my child choose books from an order form that my child’s teacher sends home.”

# FOCUS ON

HISPANIC FAMILIES

## SUMMER SLIDE



SOURCE OF INFORMATION ON THE SUMMER SLIDE

HISPANIC FAMILIES

NON-HISPANIC FAMILIES

27%

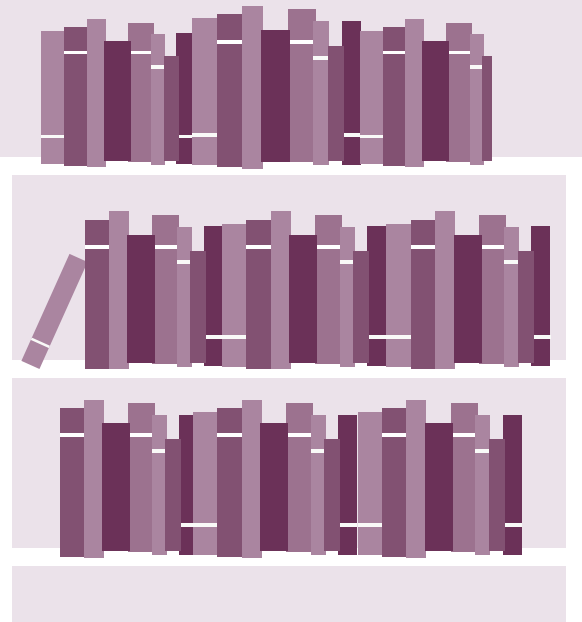
Public library

14%

The **public library** has played a greater role in providing this information to Hispanic families



LIBRARIAN

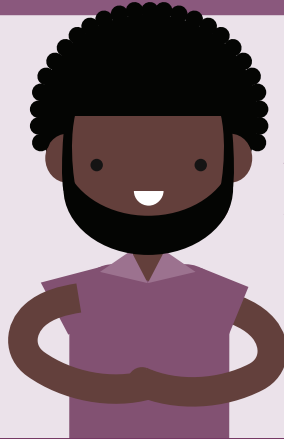


*In this analysis, Hispanic families are compared with non-Hispanic families and unless otherwise specified, all differences that are highlighted between the groups are statistically significant at the 90% confidence level or higher. The Hispanic families in the survey represent wide geographic and socio-economic diversity, yet it should be noted that the survey was only offered in English. See Appendix C for sample sizes.*

# FOCUS ON

AFRICAN-AMERICAN FAMILIES

## SUMMER SLIDE



**98%**  
AGREE

Reading books over the summer will help my child during the school year

**AFRICAN-AMERICAN FAMILIES**

**46%**

Families that have heard of the term "summer slide"

African-American families are equally likely to say summer reading will benefit their children during the school year as well as be aware of the summer slide



**95%**  
AGREE



**NON-AFRICAN-AMERICAN FAMILIES**

**48%**



SOURCE OF INFORMATION ON THE SUMMER SLIDE

AFRICAN-AMERICAN  
FAMILIES

78%

Child's teacher or school

NON-AFRICAN-AMERICAN  
FAMILIES

62%

Among those who have heard of the summer slide, African-American families are much more likely to have heard of this from their child's teacher or school



*In this analysis, African-American families are compared with non-African-American families and unless otherwise specified, all differences that are highlighted between the groups are statistically significant at the 90% confidence level or higher. See Appendix C for sample sizes.*

**“You’re never alone if you have a good book. A good story, fiction or nonfiction, can open up the imagination for problem solving and critical thinking, or just for working through the tough spots in life. A truly good story sucks you in, and opens up a whole new world.”**

—Mother, 7-year-old boy, TX

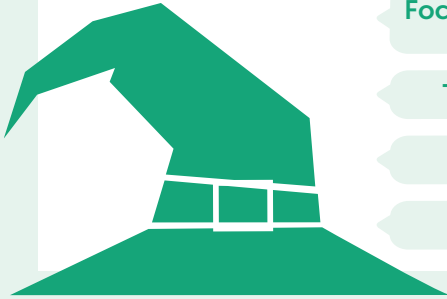


# FAVORITE CHILDREN'S BOOKS



# PARENTS' TOP BOOKS THAT EVERY CHILD SHOULD READ, AND WHY

## HARRY POTTER



Focus on qualities such as friendship, loyalty, and good vs. evil

The series grows with the child

Contemporary literature

Imaginative

## DR. SEUSS



Classic, timeless

Great for building child's vocabulary

Teaches rhyming skills

Spurs the imagination; fun

## DIARY OF A WIMPY KID



Lessons & situations that every child faces

Good, funny entertainment

Relatable characters

## MAGIC TREE HOUSE



Educational

Historical fiction

Imaginative

## THE CHRONICLES OF NARNIA



Nostalgia; Read it as a child

Great life-lessons

Good for adults and kids



## FAVORITE CHILDREN'S BOOKS

TOP BOOKS OR SERIES PARENTS SAY THEY FIND THEMSELVES READING  
OVER AND OVER AGAIN TO THEIR CHILDREN

**Goodnight Moon**  
Clifford the Big Red Dog

**Diary of a Wimpy Kid**

**The Bible**  
Pinkalicious

**Dr. Seuss**

Chicka Chicka Boom Boom  
The Very Hungry Caterpillar

**The Cat in the Hat**

**Green Eggs and Ham** Curious George

Llama Llama Brown Bear, Brown Bear, What Do You See?

**Harry Potter** Pete the Cat

QP15. What book do you find you are reading over and over again?

## FAVORITE CHILDREN'S BOOKS

TOP BOOKS OR SERIES CHILDREN AGES 6–8 SAY ARE THEIR FAVORITE

**Diary of a Wimpy Kid**  
**Magic Tree House** **Pete the Cat** Llama Llama  
**Harry Potter** **Barbie** **Berenstain Bears**  
Dora the Explorer **Dr. Seuss** **Pinkalicious**  
The Bible **Elephant and Piggie**  
Captain Underpants **Junie B. Jones**  
**Geronimo Stilton**

QK11. What book or series would you say is your very favorite? Please type in a title of the book or series.

## FAVORITE CHILDREN'S BOOKS

TOP BOOKS OR SERIES CHILDREN AGES 9–11 SAY ARE THEIR FAVORITE



QK11. What book or series would you say is your very favorite? Please type in a title of the book or series.

## FAVORITE CHILDREN'S BOOKS

TOP BOOKS OR SERIES CHILDREN AGES 12–14 SAY ARE THEIR FAVORITE

**Harry Potter** **The Bible**  
**Diary of a Wimpy Kid**  
**Eragon** **Goosebumps** **Dork Diaries**  
**Fablehaven** **Percy Jackson** **Twilight**  
**Warriors** **The Hunger Games**

QK11. What book or series would you say is your very favorite? Please type in a title of the book or series.

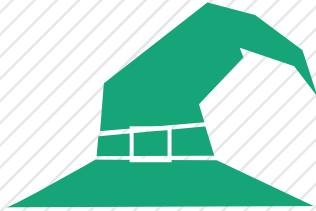
## FAVORITE CHILDREN'S BOOKS

TOP BOOKS OR SERIES CHILDREN AGES 15–17 SAY ARE THEIR FAVORITE

**Divergent**  
**The Hunger Games** **Warriors**  
**Harry Potter** **Percy Jackson**  
**Goosebumps**  
**The Mortal Instruments** **Diary of a Wimpy Kid**  
**Twilight** **The Bible**

QK11. What book or series would you say is your very favorite? Please type in a title of the book or series.

## FAVORITE CHILDREN'S BOOKS



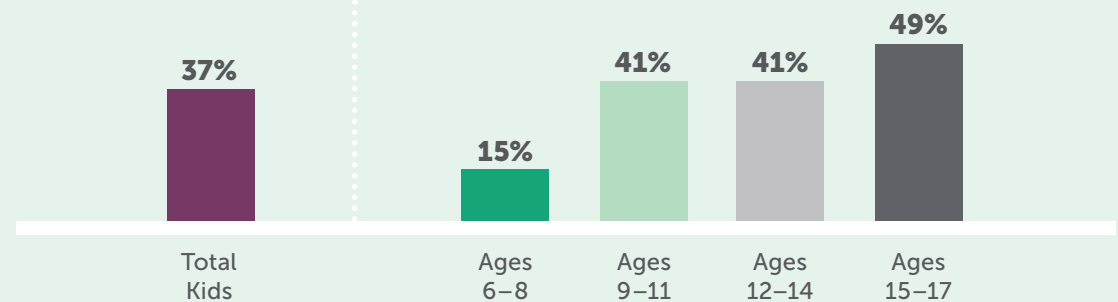
**KIDS WHO HAVE READ HARRY POTTER ARE MORE LIKELY THAN KIDS WHO HAVE NOT READ HARRY POTTER TO WANT BOOKS THAT**



Throughout the age groups, Harry Potter is a favorite series among kids ages 6–17. About four in 10 kids overall have read Harry Potter.

### PERCENTAGE OF KIDS WHO HAVE READ A HARRY POTTER BOOK

Base: Children Ages 6–17



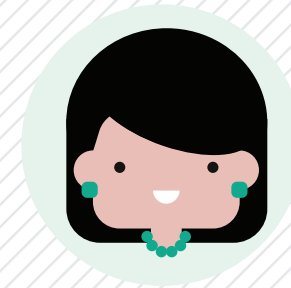
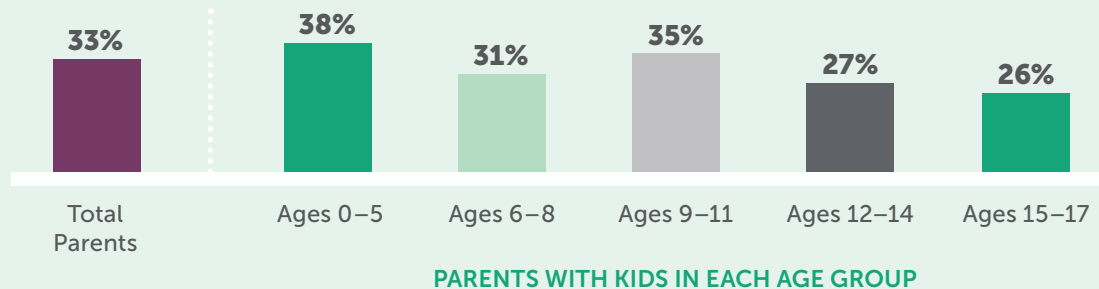
QK32. Which Harry Potter books have you read? NOTE: Summary of "any" is shown.

## FAVORITE CHILDREN'S BOOKS

One-third of parents with kids ages 6–17 have personally read a Harry Potter book. This increases to about four in 10 (38%) among parents with kids ages 0–5.

### PERCENTAGE OF PARENTS WHO HAVE READ A HARRY POTTER BOOK

Base: Parents with Children Ages 0–17



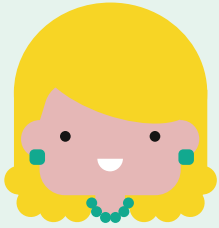
**“The Harry Potter series is popular and fun to read for both adults and children.”**

— Mother, 9-year-old boy, NY

QP39. Which of the following Harry Potter books, if any, have you personally read? NOTE: Summary of “any” is shown.

## FAVORITE CHILDREN'S BOOKS

Millennial parents—those under age 35—are more likely to have read Harry Potter than are other parents.



**“Harry Potter books are easy to read and enjoyable. I grew up with them and am a big “Potterhead.”**

—Mother, newborn boy, UT

### PERCENTAGE OF PARENTS WHO HAVE READ A HARRY POTTER BOOK

Base: Parents with Children Ages 0–17



QP39. Which of the following Harry Potter books, if any, have you personally read? NOTE: Summary of “any” is shown.

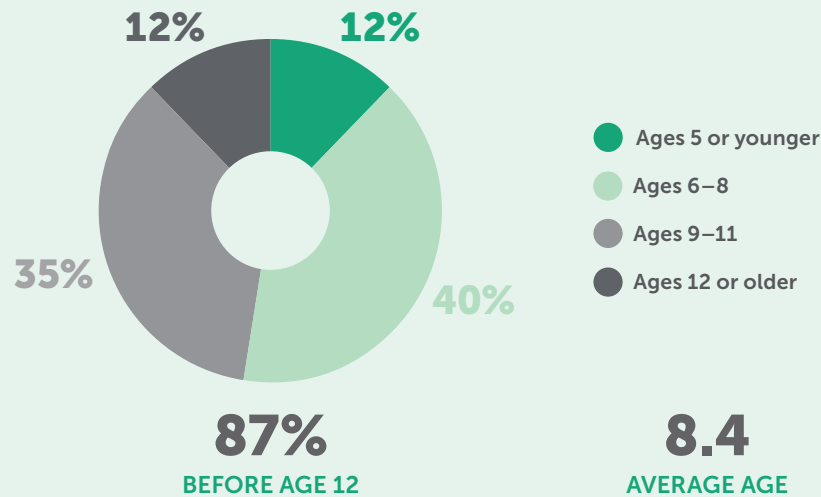


## FAVORITE CHILDREN'S BOOKS

On average, kids first read Harry Potter when they are eight years old. Among kids who have read (or were read aloud) a Harry Potter book, 87% do so before the age of 12.

### AGE FIRST READ HARRY POTTER

Base: Children Ages 6–17 Who Have Read or Were Read Aloud a Harry Potter Book



**“I can’t think of a series that better captures what it means to love, be human, be accepting/tolerant, sacrifice, explore, face adversity, and grow up. As an adult, I love it and re-read it regularly.”**

—Mother, 5-year-old boy, OR

QK34. How old were you when you read your first Harry Potter book or when a Harry Potter book was first read aloud to you?

## FAVORITE CHILDREN'S BOOKS

Eight in ten Harry Potter readers love reading Harry Potter books.

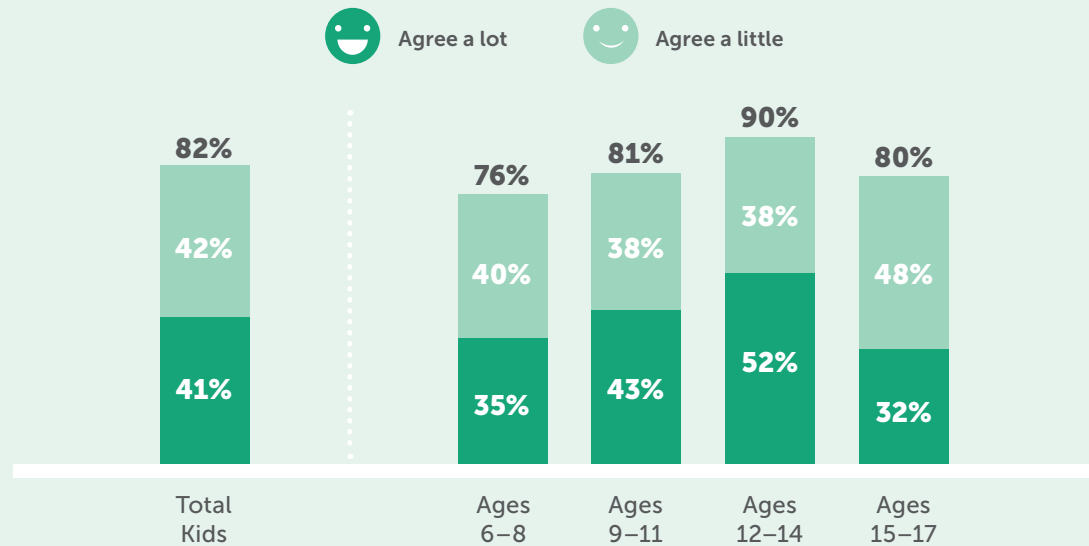


**“Harry Potter is well-written, has strong character development and the story is remarkable.”**

—Mother,  
11-year-old girl, TX

### CHILDREN'S AGREEMENT WITH STATEMENT: “I LOVE READING HARRY POTTER BOOKS”

Base: Children Ages 6–17 Who Have Read or Were Read Aloud a Harry Potter Book



QK36. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with the following statement.  
NOTE: See Appendix D for full question responses.

# FAVORITE CHILDREN'S BOOKS

About one in three Harry Potter readers like re-reading the books and say the books have made them interested in reading other books.

## CHILDREN'S AGREEMENT WITH STATEMENTS

Base: Children Ages 9–17 Who Have Read or Were Read Aloud a Harry Potter Book

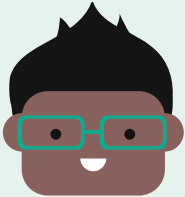
"I like re-reading Harry Potter books"

35%



"Reading Harry Potter made me interested in reading other books"

33%



**"I love the imagination of the author and have always enjoyed reading Harry Potter."**

-15-year-old boy, FL



QK35. Which of the following statements about the Harry Potter books are true for you?

## FAVORITE CHILDREN'S BOOKS









# FOCUS ON

FAVORITE BOOKS BY ETHNICITY

### AFRICAN-AMERICAN KIDS

-  Diary of a Wimpy Kid
-  Harry Potter
-  Dr. Seuss
-  Goosebumps
-  Junie B. Jones
-  Barbie
-  Dork Diaries
-  Twilight
-  Baby-sitters Club
-  Divergent

### HISPANIC KIDS

-  Diary of a Wimpy Kid
-  Harry Potter
-  Junie B. Jones
-  Bible
-  Goosebumps
-  Dr. Seuss
-  Dork Diaries
-  The Hunger Games
-  Percy Jackson
-  Pete the Cat

## FAVORITE CHILDREN'S BOOKS

### TOTAL KIDS



Harry Potter



Diary of a Wimpy Kid



Percy Jackson



Goosebumps



Dork Diaries



The Hunger Games



Junie B. Jones



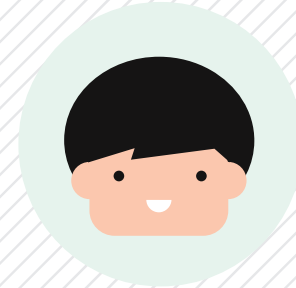
Bible



Dr. Seuss



Magic Tree House



**"I like reading about funny and interesting stories with action and excitement."**

—15-year-old boy, WY

## APPENDIX A: METHODOLOGY

### STUDY METHODOLOGY

- The study was managed by YouGov and was fielded between September 19, 2016 and October 10, 2016. The total sample size of 2,718 parents and children includes:
  - ▶ 632 parents with children ages 0–5,
  - ▶ 1,043 parents with children ages 6–17, plus one child ages 6–17 from the same household.
- Parents of children ages 6–17 completed their survey questions first before passing the survey on to one randomly selected child in the target age range. The survey sample was sourced and recruited by GfK using their nationally representative KnowledgePanel.<sup>®[1]</sup>
- To further ensure proper demographic representation within the sample, final data were weighted according to the following benchmark distributions of children ages 0–17 from the most recent (March 2013) Current Population Survey (CPS) from the U.S. Census Bureau:
  - ▶ Child gender within each of six age groups (0–2, 3–5, 6–8, 9–11, 12–14, 15–17), region, household income, and child race/ethnicity.

<sup>[1]</sup> The survey was conducted using the web-enabled KnowledgePanel<sup>®</sup>, 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<sup>®</sup>. 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 then are sent emails throughout each month inviting them to participate in research.

## APPENDIX A: METHODOLOGY

### ADDITIONAL STUDY METHODOLOGY

- › Some survey language was modified in age-appropriate ways to ensure comprehension among children ages 6–8.
- › Children ages 6–11 were not asked some survey questions that involved more sophisticated thinking than is reasonable to ask 6–11 year-olds.
- › Parents were invited to help young children read the survey but they 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 (98%) of the adults interviewed were the parent or stepparent of the child surveyed. Therefore, throughout this report, we refer to adult respondents as “parents.”
- › Data may not sum to 100% due to rounding.

## APPENDIX B: DEMOGRAPHICS OF THE SAMPLE

### AGE OF CHILD RESPONDENTS

6–8	25%
9–11	25%
12–14	24%
15–17	16%

### GENDER OF CHILD RESPONDENTS

Total Boys	51%
Total Girls	49%

### RACE/ETHNICITY OF CHILD RESPONDENTS

Non-Hispanic White	52%
Hispanic	24%
Non-Hispanic Black	14%
Non-Hispanic, Other	6%
Non-Hispanic, Multiple races	4%

### AGE OF CHILD THAT PARENTS OF CHILDREN 0–5 ANSWERED ABOUT

0–2	50%
3–5	50%

### GENDER OF CHILD THAT PARENTS OF CHILDREN AGES 0–5 ANSWERED ABOUT

Total Boys	51%
Total Girls	49%

### RACE/ETHNICITY OF CHILD THAT PARENTS OF CHILDREN AGES 0–5 ANSWERED ABOUT

Non-Hispanic White	50%
Hispanic	26%
Non-Hispanic Black	13%
Non-Hispanic, Other	6%
Non-Hispanic, Multiple races	5%

### MARITAL STATUS OF PARENT RESPONDENTS

	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Married/Living with Partner (Net)	86%	84%
Married	78%	78%
Living with Partner	8%	6%
Never Married	9%	8%
Widowed/Divorced/Separated	5%	8%

### AGE OF PARENT RESPONDENTS

	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Under age 35	52%	17%
Age 35–44	40%	46%
Age 45–54	6%	30%
Age 55+	2%	6%
Mean	34.6 years	42.1 years



## APPENDIX B: DEMOGRAPHICS OF THE SAMPLE

RELATIONSHIP OF ADULT RESPONDENTS TO CHILD	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Parent (Net)	98%	98%
Mother	54%	51%
Father	44%	44%
Stepmother	0%	2%
Stepfather	0%	1%
Other Guardian (Net)	1%	1%
Total MEN	46%	46%
Total WOMEN	54%	54%

HIGHEST LEVEL OF EDUCATION EARNED BY PARENT RESPONDENTS	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
High school graduate or less (Net)	25%	36%
Less than high school	6%	11%
High school	19%	25%
Some college or more (Net)	76%	65%
Some college	26%	26%
Bachelor's degree+	50%	39%

HOUSEHOLD INCOME	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Less than \$35K	27%	25%
\$35K–\$60K	19%	19%
\$60K–\$100K	26%	25%
\$100K+	28%	31%
Mean	\$74K	\$78K
Median	\$67K	\$67K

RACE/ETHNICITY OF PARENT RESPONDENTS	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Non-Hispanic White	59%	59%
Hispanic	19%	19%
Non-Hispanic Black	14%	13%
Non-Hispanic, Other	7%	6%
Non-Hispanic, Multiple races	1%	3%

## APPENDIX C: SUBGROUP SAMPLE SIZES

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

AGE OF CHILD RESPONDENTS	
Total	1,043
6–8	261
9–11	259
12–14	256
15–17	267

GENDER OF CHILD RESPONDENTS	
Boys Ages 6–17	514
Girls Ages 6–17	529

AGE OF CHILD RESPONDENTS WITHIN GENDER	
Boys Ages 6–8	133
Girls Ages 6–8	128
Boys Ages 9–11	125
Girls Ages 9–11	134
Boys Ages 12–14	124
Girls Ages 12–14	132
Boys Ages 15–17	132
Girls Ages 15–17	135

AGE OF CHILD THAT PARENTS ANSWERED ABOUT	
Parents of Children Ages 0–17	1,675
Parents of Children Ages 0–5	632
Parents of Children Ages 0–2	318
Parents of Children Ages 3–5	314
Parents of Children Ages 6–17	1,043

HOUSEHOLD INCOME	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Less than \$35K	158	251
\$35K–<\$60K	130	196
\$60K–<\$100K	177	277
\$100K+	167	319

## APPENDIX C: SUBGROUP SAMPLE SIZES

### RACE/ETHNICITY OF CHILD AGES 0–17

Hispanic	338
Non-Hispanic	1337
Black	223
Non-Black	1452

### RACE/ETHNICITY OF CHILD WITHIN AGE

	0–5 YEAR-OLDS	6–11 YEAR-OLDS	12–17 YEAR-OLDS
Hispanic	134	110	94
Non-Hispanic	498	410	429
Black	65	79	79
Non-Black	567	441	444

### READING FREQUENCY OF CHILD AGES 6–17

Frequent Readers (read books for fun 5–7 days a week)	328
Moderately Frequent Readers (read books for fun 1–4 days a week)	461
Infrequent Readers (read books for fun less than 1 day a week)	252

### PARENTS WITH CHILDREN WHO ARE (OR WERE) READ ALOUD TO AT HOME

Children ages 0–11	1,121
Children ages 0–5	611
Children ages 6–11	510

### PARENTS WITH CHILDREN AGES 0–5 WHO ARE READ ALOUD TO AT HOME AT LEAST ONCE A WEEK

Children ages 0–5	524
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## APPENDIX D: EXPANDED SURVEY RESPONSES

### PARENTS' SURVEY

#### Parents' Views on the Importance of Their Child Reading Books for Fun

P2—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 PARENTS (0–17)	PARENTS OF KIDS 0–5	PARENTS OF KIDS 6–17	PARENTS OF KIDS 0–2	PARENTS OF KIDS 3–5	PARENTS OF KIDS 6–8	PARENTS OF KIDS 9–11	PARENTS OF KIDS 12–14	PARENTS OF KIDS 15–17
<i>Unweighted Table Base</i>	1675	632	1043	318	314	261	259	256	267
Extremely/Very Important (Net)	88%	94%	84%	93%	96%	93%	90%	78%	75%
Extremely important	55%	67%	47%	65%	70%	58%	53%	46%	33%
Very important	33%	27%	36%	28%	26%	35%	37%	32%	42%
A little important	10%	5%	14%	6%	3%	7%	10%	18%	19%
Not important	2%	1%	3%	1%	1%	-	-	4%	6%
Did not answer	0%	0%	0%	-	0%	0%	-	0%	0%

#### Degree to Which Parents Enjoyed Reading Aloud to Their Child, Among Parents of Children Ages 0–11

P11—How much you like reading aloud to your child?

	TOTAL PARENTS (0–17)	PARENTS OF KIDS 0–5	PARENTS OF KIDS 6–17	PARENTS OF KIDS 0–2	PARENTS OF KIDS 3–5	PARENTS OF KIDS 6–8	PARENTS OF KIDS 9–11	PARENTS OF KIDS 12–14	PARENTS OF KIDS 15–17
<i>Unweighted Table Base</i>	1089	595	494	289	306	252	242	-	-
Love(d) it / Like(d) it a lot (Net)	87%	91%	82%	82%	82%	81%	81%	-	-
I love/loved it	49%	54%	43%	43%	43%	82%	82%	-	-
I like/liked it a lot	38%	37%	39%	39%	39%	43%	43%	-	-
I like/liked it a little	12%	8%	16%	16%	16%	39%	39%	-	-
I don't/didn't like it at all	1%	1%	2%	2%	2%	16%	16%	-	-
Did not answer	0%	0%	0%	0%	0%	2%	2%	-	-

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Agreement with Statement: “My child has trouble finding books he/she likes” Among Parents With Children Ages 6–17

P19—Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

	TOTAL PARENTS (0–17)	PARENTS OF KIDS 0–5	PARENTS OF KIDS 6–17	PARENTS OF KIDS 0–2	PARENTS OF KIDS 3–5	PARENTS OF KIDS 6–8	PARENTS OF KIDS 9–11	PARENTS OF KIDS 12–14	PARENTS OF KIDS 15–17
<i>Unweighted Table Base</i>	1043	-	1043	-	-	261	259	256	267
Agree Strongly/Somewhat (Net)	29%	-	29%	-	-	18%	28%	40%	31%
Agree strongly	8%	-	8%	-	-	4%	9%	8%	11%
Agree somewhat	21%	-	21%	-	-	14%	19%	32%	19%
Disagree somewhat	39%	-	39%	-	-	45%	43%	33%	35%
Disagree strongly	31%	-	31%	-	-	37%	28%	27%	33%
Did not answer	1%	-	1%	-	-	0%	1%	1%	1%

### Agreement with Statement: “Reading books over the summer will help my child during the school year” Among Parents with Children Ages 6–17

P19—Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

	TOTAL PARENTS (0–17)	PARENTS OF KIDS 0–5	PARENTS OF KIDS 6–17	PARENTS OF KIDS 0–2	PARENTS OF KIDS 3–5	PARENTS OF KIDS 6–8	PARENTS OF KIDS 9–11	PARENTS OF KIDS 12–14	PARENTS OF KIDS 15–17
<i>Unweighted Table Base</i>	1043	-	1043	-	-	261	259	256	267
Agree Strongly/Somewhat (Net)	96%	-	96%	-	-	96%	98%	94%	93%
Agree strongly	69%	-	69%	-	-	69%	75%	69%	59%
Agree somewhat	27%	-	27%	-	-	27%	23%	26%	34%
Disagree somewhat	3%	-	3%	-	-	3%	1%	4%	5%
Disagree strongly	1%	-	1%	-	-	1%	0%	2%	1%
Did not answer	1%	-	1%	-	-	1%	1%	0%	1%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Agreement with Statement: “Every community needs to have a public library”

P19—Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

	TOTAL PARENTS (0–17)	PARENTS OF KIDS 0–5	PARENTS OF KIDS 6–17	PARENTS OF KIDS 0–2	PARENTS OF KIDS 3–5	PARENTS OF KIDS 6–8	PARENTS OF KIDS 9–11	PARENTS OF KIDS 12–14	PARENTS OF KIDS 15–17
<i>Unweighted Table Base</i>	1675	632	1043	318	314	261	259	256	267
Agree Strongly/Somewhat (Net)	95%	94%	96%	93%	94%	97%	98%	97%	267
Agree strongly	76%	72%	78%	71%	73%	82%	85%	74%	95%
Agree somewhat	20%	22%	18%	23%	21%	15%	13%	23%	73%
Disagree somewhat	3%	4%	2%	4%	5%	3%	1%	3%	22%
Disagree strongly	1%	1%	1%	2%	0%	0%	1%	0%	2%
Did not answer	1%	1%	1%	1%	1%	0%	1%	0%	1%

### Agreement with Statement: “Every child deserves to have a school library ”

P19—Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

	TOTAL PARENTS (0–17)	PARENTS OF KIDS 0–5	PARENTS OF KIDS 6–17	PARENTS OF KIDS 0–2	PARENTS OF KIDS 3–5	PARENTS OF KIDS 6–8	PARENTS OF KIDS 9–11	PARENTS OF KIDS 12–14	PARENTS OF KIDS 15–17
<i>Unweighted Table Base</i>	1675	632	1043	318	314	261	259	256	267
Agree Strongly/Somewhat (Net)	95%	94%	96%	94%	93%	96%	97%	96%	96%
Agree strongly	77%	75%	78%	73%	76%	79%	83%	77%	77%
Agree somewhat	18%	19%	18%	21%	17%	17%	14%	19%	19%
Disagree somewhat	3%	5%	3%	4%	5%	2%	2%	3%	3%
Disagree strongly	1%	1%	1%	1%	1%	1%	-	1%	1%
Did not answer	1%	1%	1%	1%	1%	1%	1%	0%	0%

## APPENDIX D: EXPANDED SURVEY RESPONSES

**Sources of Advice That Children Should to Read Aloud to from Birth  
Among Parents with Children Ages 0–5 Who Received this Advice When Their Child Was a Baby**  
P22—Which of the following were sources of the advice to read aloud from birth?

	TOTAL PARENTS (0–17)	PARENTS OF KIDS 0–5	PARENTS OF KIDS 6–17	PARENTS OF KIDS 0–2	PARENTS OF KIDS 3–5	PARENTS OF KIDS 6–8	PARENTS OF KIDS 9–11	PARENTS OF KIDS 12–14	PARENTS OF KIDS 15–17
<i>Unweighted Table Base</i>	378	378	-	184	194	-	-	-	-
Family/Friends (Net)	57%	57%	-	58%	56%	-	-	-	-
Other Parents	26%	26%	-	27%	24%	-	-	-	-
Teachers that I know	18%	18%	-	16%	20%	-	-	-	-
My child’s grandparents	29%	29%	-	30%	29%	-	-	-	-
Other relatives/friends	35%	35%	-	35%	36%	-	-	-	-
My child’s pediatrician	45%	45%	-	39%	52%	-	-	-	-
Hospital or delivery staff when my child was born	18%	18%	-	22%	14%	-	-	-	-
Parenting magazines, websites, blogs, or books (Net)	62%	62%	-	61%	64%	-	-	-	-
Parenting magazines, websites or blogs	49%	49%	-	47%	51%	-	-	-	-
Parenting books	42%	42%	-	39%	45%	-	-	-	-
Other (specify)	8%	8%	-	6%	10%	-	-	-	-
Did not answer	1%	1%	-	0%	1%	-	-	-	-

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Sources of Information about the Summer Slide Among Parents With Children Ages 0–5 Who Received Advice About the Summer Slide

P30—Which of the following were sources of information for you about the summer slide?

	TOTAL PARENTS (0–17)	PARENTS OF KIDS 0–5	PARENTS OF KIDS 6–17	PARENTS OF KIDS 0–2	PARENTS OF KIDS 3–5	PARENTS OF KIDS 6–8	PARENTS OF KIDS 9–11	PARENTS OF KIDS 12–14	PARENTS OF KIDS 15–17
<i>Unweighted Table Base</i>	509	-	509	-	-	133	135	123	118
Other parents / Other relatives/ friends (Net)	20%	-	20%	-	-	22%	24%	14%	20%
Other parents	13%	-	13%	-	-	19%	14%	10%	10%
Other relatives/friends	12%	-	12%	-	-	9%	16%	6%	16%
Friends & Family (Net)	22%	-	22%	-	-	25%	26%	16%	21%
Other parents	13%	-	13%	-	-	19%	14%	10%	10%
My child's grandparents	4%	-	4%	-	-	6%	4%	1%	4%
Other relatives/friends	12%	-	12%	-	-	9%	16%	6%	16%
Teacher / School (Net)	64%	-	64%	-	-	66%	70%	58%	61%
My child's teacher	41%	-	41%	-	-	46%	46%	38%	32%
My child's school	47%	-	47%	-	-	46%	53%	40%	47%
My local library	17%	-	17%	-	-	22%	20%	17%	8%
Parenting magazines, websites, blogs, or books (Net)	20%	-	20%	-	-	18%	16%	25%	20%
Parenting magazines, websites or blogs	16%	-	16%	-	-	16%	12%	20%	15%
Parenting books	8%	-	8%	-	-	3%	8%	12%	10%
News or other media	27%	-	27%	-	-	23%	23%	31%	32%
Pediatrician/Other (specify) (Net)	9%	-	9%	-	-	6%	10%	13%	8%
My child's pediatrician	2%	-	2%	-	-	2%	3%	3%	3%
Other (specify)	7%	-	7%	-	-	5%	7%	11%	5%
Did not answer	0%	-	0%	-	-	-	1%	-	-



## APPENDIX D: EXPANDED SURVEY RESPONSES

### CHILDREN'S SURVEY

#### Children's Views on the Importance of Reading Books for Fun

K3—How important is it to you to read books for fun? This means reading books that are not part of your schoolwork or homework.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Extremely/Very Important (Net)	55%	47%	62%	57%	59%	53%	50%
Extremely important	22%	16%	27%	23%	23%	23%	18%
Very important	33%	31%	35%	34%	35%	30%	33%
A little important	32%	35%	29%	36%	35%	29%	29%
Not important	13%	18%	8%	7%	6%	18%	20%
Did not answer	0%	0%	0%	-	1%	-	0%

#### Degree to Which Children Enjoy Reading Books for Fun

K4—How much do you enjoy reading books for fun?

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Love it/Like it a Lot (Net)	58%	49%	68%	65%	65%	50%	54%
I love it	26%	19%	34%	26%	31%	25%	23%
I like it	32%	31%	34%	39%	34%	25%	31%
I like it a little	30%	36%	24%	30%	30%	35%	27%
I don't like it at all	11%	15%	8%	5%	5%	15%	19%
Did not answer	0%	0%	0%	-	1%	-	0%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Frequency with Which Children Read Books for Fun

K6—How many days a week do you read books for fun?

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
<b>Frequent Readers (Net)</b>	<b>32%</b>	<b>27%</b>	<b>37%</b>	<b>47%</b>	<b>39%</b>	<b>27%</b>	<b>17%</b>
7 days a week/every day	14%	13%	15%	20%	16%	15%	6%
5-6 days a week	18%	14%	23%	27%	23%	12%	11%
<b>Moderately Frequent Readers (Net)</b>	<b>44%</b>	<b>44%</b>	<b>44%</b>	<b>42%</b>	<b>43%</b>	<b>45%</b>	<b>45%</b>
3-4 days a week	21%	18%	23%	23%	24%	19%	16%
1-2 days a week	23%	25%	21%	19%	19%	26%	29%
<b>Infrequent Readers (Net)</b>	<b>24%</b>	<b>29%</b>	<b>18%</b>	<b>11%</b>	<b>17%</b>	<b>28%</b>	<b>38%</b>
2-3 times a month	2%	1%	2%	1%	2%	2%	2%
Once a month	2%	2%	2%	1%	3%	2%	2%
Once every few months	11%	13%	9%	4%	10%	15%	16%
Never	9%	13%	6%	4%	4%	10%	18%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Frequency with Which Child Picks Out Books to Read for Fun

K9—How often do you choose the books you read for fun? This means reading books that are not part of your schoolwork or homework.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
All / Most of the time (Net)	63%	57%	69%	66%	69%	58%	59%
All the time	31%	26%	36%	25%	35%	30%	34%
Most of the time	32%	31%	33%	41%	34%	28%	25%
Some of the time	22%	24%	20%	27%	20%	23%	18%
Rarely/never	6%	5%	6%	2%	7%	7%	5%
Do not read books for fun at least once every few months	10%	13%	6%	4%	4%	11%	18%

### Agreement with Statement “I am more likely to finish reading a book that I have picked out myself”

K12—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Agree (Net)	88%	87%	90%	90%	91%	87%	85%
Agree a lot	51%	51%	51%	48%	53%	53%	52%
Agree a little	37%	35%	39%	42%	39%	34%	33%
Disagree (Net)	10%	12%	9%	9%	8%	12%	13%
Disagree a little	7%	8%	6%	6%	6%	8%	8%
Disagree a lot	3%	4%	3%	2%	2%	4%	5%
Did not answer	1%	1%	1%	1%	1%	0%	2%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Agreement with Statement “I know I should read more books for fun”

K12—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Agree (Net)	76%	76%	76%	79%	79%	75%	71%
Agree a lot	27%	26%	29%	28%	31%	27%	24%
Agree a little	49%	50%	48%	51%	49%	48%	48%
Disagree (Net)	23%	23%	22%	20%	20%	24%	26%
Disagree a little	16%	15%	16%	15%	14%	17%	17%
Disagree a lot	7%	8%	6%	6%	6%	7%	9%
Did not answer	1%	1%	1%	1%	1%	0%	2%

### Agreement with Statement “I’ll always want to read books printed on paper even though there are ebooks available”

K12—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Agree (Net)	65%	62%	69%	69%	68%	62%	61%
Agree a lot	28%	25%	30%	30%	30%	27%	24%
Agree a little	37%	36%	38%	39%	38%	35%	38%
Disagree (Net)	34%	37%	31%	30%	31%	37%	37%
Disagree a little	25%	25%	24%	23%	25%	28%	24%
Disagree a lot	9%	12%	6%	7%	6%	9%	13%
Did not answer	1%	2%	1%	1%	1%	0%	2%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Agreement with Statement “I have trouble finding books I like”

K12—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Agree (Net)	41%	45%	36%	36%	38%	44%	45%
Agree a lot	11%	12%	10%	10%	10%	13%	11%
Agree a little	30%	33%	26%	26%	28%	31%	34%
Disagree (Net)	58%	53%	63%	63%	61%	55%	53%
Disagree a little	34%	32%	36%	36%	35%	31%	34%
Disagree a lot	24%	21%	27%	28%	26%	24%	20%
Did not answer	1%	1%	1%	1%	1%	1%	2%

### Agreement with Statement “It is very important for my future to be a good reader”

K12—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Agree (Net)	86%	82%	90%	88%	92%	83%	82%
Agree a lot	49%	46%	53%	52%	57%	44%	44%
Agree a little	37%	37%	38%	37%	34%	40%	38%
Disagree (Net)	12%	16%	9%	10%	7%	16%	16%
Disagree a little	10%	12%	7%	8%	7%	12%	11%
Disagree a lot	3%	4%	2%	2%	1%	4%	5%
Did not answer	1%	2%	1%	1%	1%	1%	2%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Agreement with Statement “My favorite books are the ones I have picked out myself”

K12—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Agree (Net)	89%	88%	89%	90%	91%	87%	87%
Agree a lot	55%	52%	57%	58%	56%	54%	51%
Agree a little	34%	36%	32%	32%	35%	34%	36%
Disagree (Net)	10%	10%	10%	9%	8%	12%	11%
Disagree a little	8%	8%	8%	9%	7%	10%	7%
Disagree a lot	2%	2%	2%	0%	1%	2%	4%
Did not answer	1%	1%	1%	1%	1%	0%	2%

### Agreement with Statement “I really enjoy reading books over the summer”

K12—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Agree (Net)	62%	52%	72%	66%	68%	57%	55%
Agree a lot	26%	21%	32%	25%	33%	24%	23%
Agree a little	35%	31%	40%	41%	35%	33%	32%
Disagree (Net)	37%	47%	28%	33%	31%	42%	43%
Disagree a little	25%	31%	20%	28%	21%	28%	23%
Disagree a lot	12%	16%	8%	6%	9%	14%	19%
Did not answer	1%	1%	1%	1%	1%	1%	2%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Agreement with Statement “Reading books over the summer will help me during the school year”

K12—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Agree (Net)	80%	75%	85%	88%	86%	75%	73%
Agree a lot	36%	30%	41%	37%	46%	32%	28%
Agree a little	45%	45%	44%	51%	40%	44%	45%
Disagree (Net)	19%	23%	14%	12%	13%	24%	25%
Disagree a little	13%	17%	10%	8%	9%	19%	18%
Disagree a lot	5%	6%	4%	4%	4%	6%	7%
Did not answer	1%	1%	1%	1%	1%	0%	2%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Who Encourages Child to Read Books for Fun

K19—Which of the following people encourage you to read books for fun?

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Parent or other adult family members	82%	82%	83%	88%	86%	82%	74%
Friends, siblings or cousins (Net)	38%	35%	41%	38%	41%	38%	34%
Brothers, sisters, cousins	26%	25%	27%	34%	26%	24%	19%
Friends	21%	16%	27%	15%	22%	26%	22%
Teachers / School Librarians (Net)	67%	68%	67%	73%	73%	66%	59%
Teachers	67%	67%	66%	72%	72%	64%	59%
School librarian	32%	29%	34%	43%	41%	26%	16%
Principal	12%	12%	13%	14%	18%	10%	8%
Librarian at my public library	14%	12%	16%	17%	16%	15%	7%
None of these	9%	8%	10%	8%	5%	8%	14%
Did not answer	1%	1%	0%	-	1%	1%	2%



## APPENDIX D: EXPANDED SURVEY RESPONSES

### Degree to Which Children Enjoy(ed) Being Read Books Aloud at Home Among Children Ages 6–11 Who Are or Were Read Books Aloud at Home

K21—Do you like it when you are read books aloud at home? / Did you like being read books aloud at home when you were younger?

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	894	432	462	234	235	204	221
Love(d) it / Like(d) it a lot (Net)	85%	82%	88%	87%	87%	83%	83%
I love(d) it	47%	42%	52%	48%	49%	45%	47%
I like (d) it a lot	38%	40%	36%	38%	38%	38%	36%
I like (d) it a little	13%	17%	9%	12%	12%	15%	13%
I (did)n't like it at all	2%	1%	2%	1%	0%	2%	4%
Did not answer	0%	0%	0%	-	1%	-	0%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Sources from Which Children Get the Best Ideas About Books to Read for Fun

K28—From which of the following do you get the best ideas about books to read for fun?

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	1043	514	529	261	259	256	267
Teacher / School librarian (Net)	51%	49%	52%	53%	60%	50%	40%
School library/librarian	31%	29%	33%	35%	42%	30%	19%
Teacher	38%	37%	39%	38%	47%	37%	33%
Friends, siblings, or cousins (Net)	50%	45%	54%	43%	50%	56%	49%
Brothers, sister, cousins	23%	19%	27%	27%	23%	25%	19%
Friends	39%	36%	43%	27%	39%	48%	43%
Parent or other adult family members	39%	38%	40%	46%	42%	37%	31%
Book Club/Book Fair (Net)	38%	39%	36%	49%	51%	33%	18%
School book fair	31%	32%	29%	41%	41%	26%	15%
Book club order form that the teacher sends home	16%	16%	15%	22%	24%	12%	4%
Stores or websites that sell books	17%	16%	17%	12%	16%	19%	19%
Public library/librarian	16%	16%	17%	19%	17%	20%	9%
Social media (like Facebook, Instagram or Pinterest, blogs, etc.)	11%	9%	14%	3%	3%	13%	26%
None of these	9%	11%	8%	8%	6%	7%	15%
Did not answer	1%	2%	0%	-	2%	1%	2%

## APPENDIX D: EXPANDED SURVEY RESPONSES

### Agreement with Statement: “I Love Reading Harry Potter Books,” Among Children Ages 6–17 Who Have Read or Were Read Aloud a Harry Potter Book

K36—Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with the statement, “I love reading Harry Potter books.”

	TOTAL KIDS (6–17)	BOYS (6–17)	GIRLS (6–17)	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
<i>Unweighted Table Base</i>	382	186	196	42	106	103	131
Agree a Lot/A Little (Net)	82%	82%	83%	76%	81%	90%	80%
Agree a lot	41%	33%	48%	35%	43%	52%	32%
Agree a little	42%	49%	35%	40%	38%	38%	48%
Disagree a little	13%	13%	14%	24%	15%	5%	15%
Disagree a lot	4%	4%	3%	-	4%	5%	4%
Did not answer	0%	1%	-	-	-	-	1%

[scholastic.com/readingreport](https://www.scholastic.com/readingreport)



Parchilitam Kids and Family Reading Report 2017, Emily C. Teresa, Corporate Communications, January 30, 2017.  
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“YOU’RE NEVER ALONE IF YOU HAVE  
A GOOD BOOK. A GOOD STORY, FICTION  
OR NONFICTION, CAN OPEN UP THE  
IMAGINATION FOR PROBLEM SOLVING AND  
CRITICAL THINKING, OR JUST FOR WORKING  
THROUGH THE TOUGH SPOTS IN LIFE. A  
TRULY GOOD STORY SUCKS YOU IN, AND  
OPENS UP A WHOLE NEW WORLD.”

—MOTHER, 7-YEAR-OLD BOY, TX