



Kids & Family Reading Report™
INDIA



YouGov®



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A Letter from Scholastic

The simplest way to make sure that we raise literate children is to teach them to read, and to show them that reading is a pleasurable activity with the ability to “open a world of possible.” With children’s attention spans becoming shorter, combined with an unending information tsunami, the idea that reading is a pleasurable or even a preferred activity is altogether utopian.

Videos, social media and video games have diminished reading time not only at home, but in the school schedule as well. With this in mind, we set out to learn directly from the source—parents and their children—how reading fits into daily lives.

I’m delighted to share with you the *Kids & Family Reading Report™, India Edition*, the first-ever survey of Indian children aged 6–17 and their parents—as well as parents of children aged 0–5—regarding their attitudes and behaviours around reading for pleasure.

We surveyed more than 1,700 parents and kids—representing the country’s English-speaking population with access to the Internet—about topics such as reading aloud, reading independently at school, the predictors of children’s reading frequency, the level of importance that both children and parents place on reading skills, and finally, what children most want in books.

In India we have a rich tradition of storytelling in the family through parents and grand-parents. Reading aloud at home is a wonderful shared experience between a parent and a child. Our survey overwhelmingly confirms that the vast majority of kids who are or were read books at home love being read aloud to or like it a lot, primarily because it’s a special time with their parents.

The report also provides important insight on reading in school. Fifty percent of children aged 6–17 say their class or school has a designated time during the school day to read a book of their choice independently, but few kids have this opportunity frequently. Confirming the importance of this time, children who are given time for independent reading at school are more likely to enjoy reading books for fun, feel it is important, and do so frequently compared with those who are not.

While the debate of print versus ebooks rages on, our study found that more than six in ten children aged 6–17 (64%) have read an ebook, with our oldest children the most likely to have read digitally. Our survey also found that 80% of children aged 6–17 agree they will always want to read print books, even though there are ebooks available.

When it comes to what kids want to read, we learned about the power of choice. Across all ages, an overwhelming majority of children (87%) say they would read more if they could find more books that they like. Further, kids agree that their favourite books—and the ones they are most likely to finish—are the ones they pick out themselves.

Above all, children aged 6–17 want books that make them laugh, and what parents want in books for children is often the same as what kids want for themselves.

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

We hope that you'll share this data and join us in our call to be One Nation Reading Together by supporting reading for pleasure both at school and at home. We all have a part to play in getting every child to read.

Sincerely,

A handwritten signature in black ink, appearing to read 'Neeraj Jain', written in a cursive style.

Neeraj Jain

Managing Director
Scholastic India

Key Findings

In fall 2015, Scholastic, in conjunction with YouGov, conducted a survey to explore family attitudes and behaviours in India around reading books for fun. The key findings of this research are based on a sample of 1,752 parents and children, including 350 parents of children aged 0–5; 701 parents of children aged 6–17; plus one child aged 6–17 from the same household. All data presented in the *Kids & Family Reading Report™, India Edition* represent the country's English-speaking population with access to the Internet.

The State of Kids & Reading

- ▶ More than three-quarters of children aged 6–17 (77%) believe reading books for fun is extremely or very important. (Page 8)
- ▶ Eight in ten children aged 6–17 (81%) say they love reading books for fun or like it a lot, with girls being more likely than boys to say they love reading books for fun. (Pages 9 & 10)
- ▶ One-third of children aged 6–17 (32%) report they are frequent readers, but overall, nine in ten kids (92%) say they read books for fun at least one day a week. (Page 13)
- ▶ Across ages, close to nine in ten children (87%) say they know they should read more books for fun; the same number of parents (86%) wish their child would read more books for fun. (Page 20)
- ▶ As children grow older, reading competes with many screen-related activities and 85% of parents with kids aged 6–17 agree: “I wish my child would do more things that did not involve screentime.” (Pages 14 & 15)
- ▶ Parents and children agree by a wide margin that strong reading skills are among the most important skills children should have. (Page 17)

SPOTLIGHT: What Makes Frequent Readers

- ▶ Frequent readers, those who read books for fun 5–7 days a week, differ substantially from infrequent readers—those who read books for fun less than one day a week. For instance, 89% of frequent readers are currently reading at least one book for fun compared with only 17% of infrequent readers. (Page 24)
- ▶ There are four dynamics that are among the most powerful predictors of reading frequency for children aged 6–17:
 - How often a child is read books aloud
 - A child’s reading enjoyment
 - Parents’ reading frequency
 - A child’s confidence that they do the best job picking out books (Page 21)
- ▶ For children aged 6–11, additional predictors of reading frequency include having frequent opportunities to read a book of their choice independently during the school day, and being read aloud to 5–7 days a week prior to entering playschool. (Page 22)
- ▶ For children aged 12–17, additional predictors of reading frequency include enjoying the books they pick out themselves, and getting opportunities to read books of their choice independently during the school day. (Page 23)

Reading Aloud at Home

- ▶ Eighty-nine percent of parents with children aged 0–17 (89%) agree it is important for their children to be reading books for fun. (Page 26)
- ▶ Parents of children aged 0–5 say developing vocabulary and language skills is the top benefit they want their children to get from reading books for fun. (Page 27)

Key Findings

- ▶ Parents of children aged 0–5 say they primarily started reading aloud to their children because they wanted them to start learning about letters and words, and because they wanted their child to enjoy books. Six in ten parents (60%) say they began reading books aloud to their child when their child was two years or older. (Pages 30 & 32)
- ▶ About half of parents with 0–5 year-olds (52%) received the advice that children should be read books aloud from birth, most commonly from their child’s grand-parents. (Page 31)

SPOTLIGHT: Kids’ Views on Reading Aloud

- ▶ Across all ages, the overwhelming majority of kids (85%) say they love(d) being read books aloud at home or like(d) it a lot—the main reason being because it is a special time with parents. (Pages 34 & 35)
- ▶ Of those children aged 6–11 whose parents no longer read books aloud at home, more than half (57%) did not want their parents to stop. (Page 36)

Reading in School

- ▶ While half of children aged 6–17 (53%) say they read books for fun mostly out of school, one-third (32%) say they read at home and school about equally, and 13% say they read for fun mostly in school. (Page 38)
- ▶ Children aged 6–17 who are given time for independent reading at school are more likely to enjoy reading books for fun, feel it is important, and do it frequently compared with those who are not; this is especially true for older children. (Pages 42 & 43)
- ▶ One-third of children aged 6–17 (33%) say they have the opportunity to read a book of their choice independently as a class, and one-quarter (24%) say they do this as a school, yet these opportunities rarely happen every or almost every school day. (Page 39)

SPOTLIGHT: Sources for Finding Books

- ▶ Libraries, the school book fair and book club flyer, and bookshops are far and away the top sources children aged 6–17 use to find books to read for fun. Parents also frequently turn to the school book fair or book club flyer to find books for their child to read for fun, followed by bookshops and libraries. (Pages 44 & 45)
- ▶ More than eight in ten kids aged 6–17 (82%) cite one of their parents as someone from whom they get ideas about which books to read for fun, while many also turn to teachers, librarians and friends. (Page 46)

What Kids Want in Books

- ▶ Across all ages, an overwhelming majority of kids (87%) say they would read more if they could find more books that they like, and kids of all ages agree that their favourite books—and the ones they are most likely to finish—are the ones they pick out themselves. (Pages 49 & 48)
- ▶ About half of parents of children aged 6–17 (52%) say their child has trouble finding books they like, while three-quarters of parents (75%) say they themselves need help finding books their child likes. (Pages 51 & 52)
- ▶ Above all, children aged 6–17 want books that make them laugh, and what parents want in books for children is often the same as what kids want for themselves. (Pages 54 & 57)

SPOTLIGHT: Print Books in a Digital World

- ▶ More than six in ten children aged 6–17 (64%) have read an ebook; this likelihood increases with age. (Page 61)
- ▶ Eighty percent of children aged 6–17 agree they will always want to read print books, even though there are ebooks available. (Page 64)



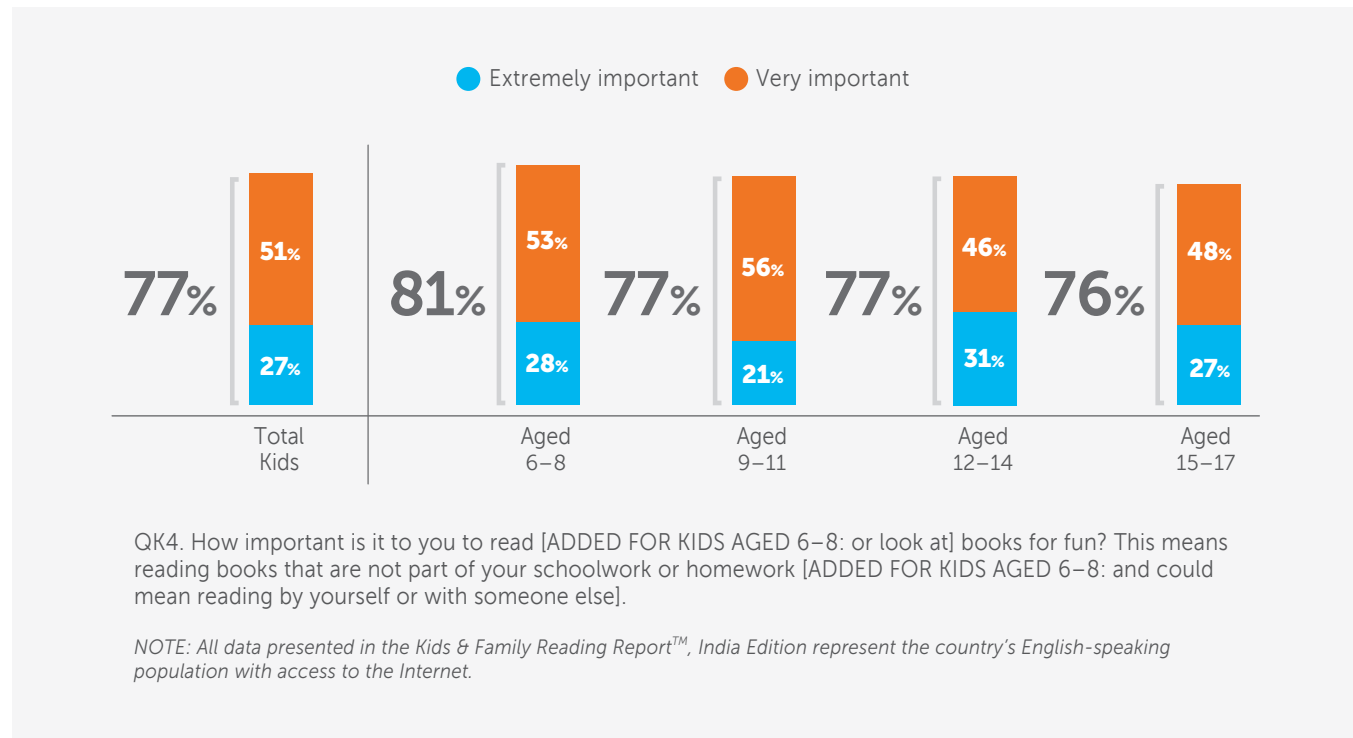
SECTION I:

The State of Kids & Reading

More than three-quarters of children (77%) believe reading books for fun is extremely or very important.

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

Base: Children Aged 6–17



88%

of parents with kids aged 6–17 say

it is **extremely** or **very important** for their children to **read books for fun.**

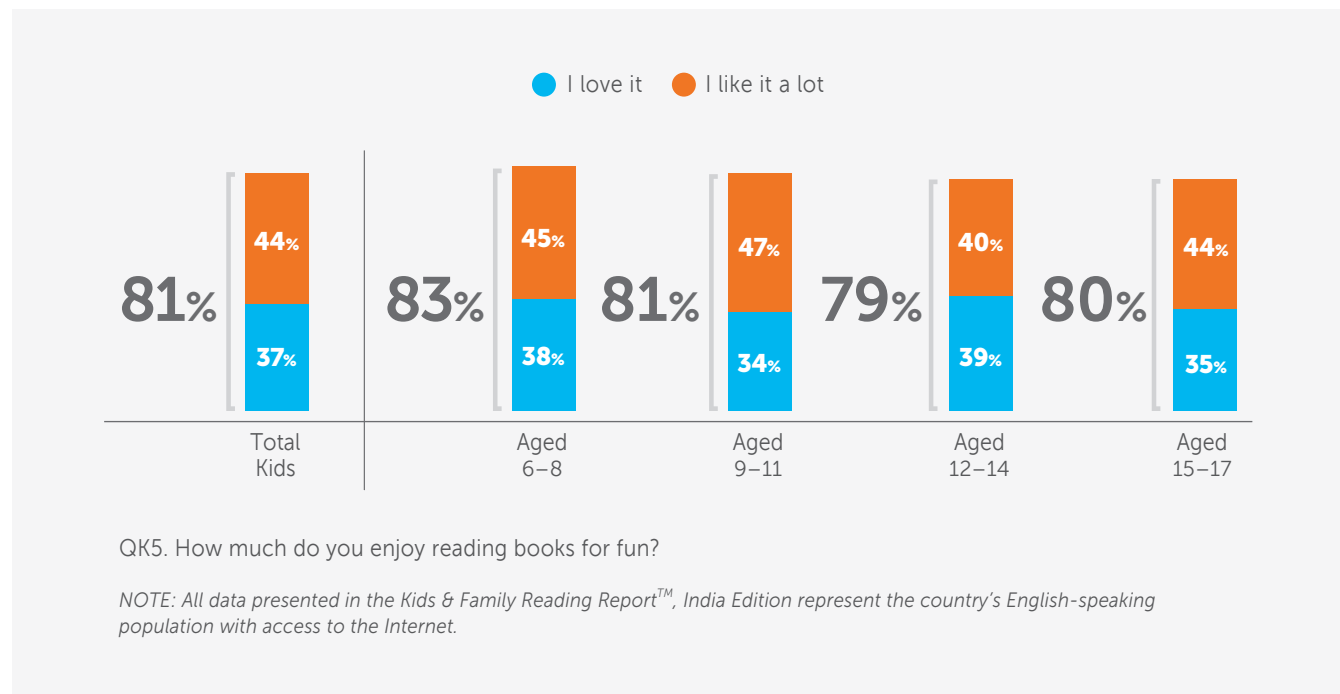
“Books move me into a different world altogether, which makes it interesting and fun to read.”

— 14-year-old boy

Further, eight in ten children (81%) say they love reading books for fun or like it a lot.

Degree to Which Children Enjoy Reading Books for Fun

Base: Children Aged 6–17



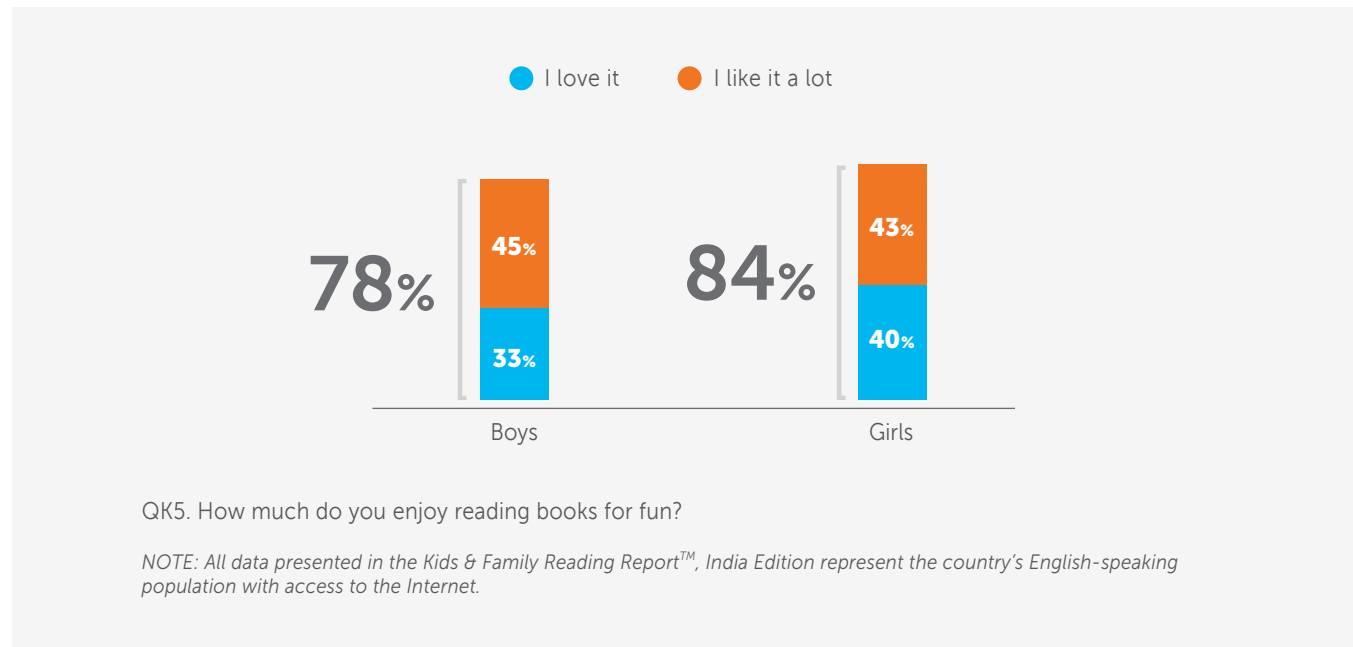
“Reading helps me have different experiences. I start imagining the characters in the story.”

— 11-year-old girl

Girls are more likely than boys to say they love reading books for fun.

Degree to Which Children Enjoy Reading Books for Fun

Base: Children Aged 6–17



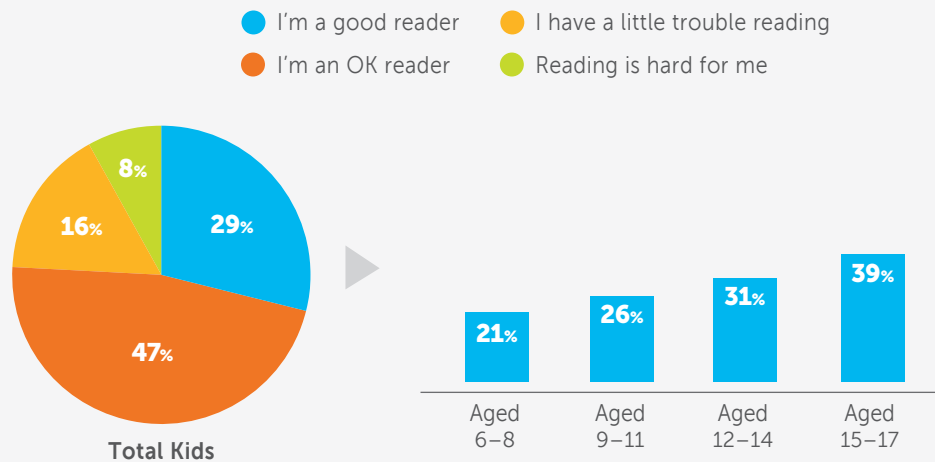
“When I was younger it was difficult for me to read and understand.”

—9-year-old girl

Three in ten children (29%) consider themselves “good” readers and this confidence increases with age.

How Children Feel About Themselves as Readers

Base: Children Aged 6–17



QK37. How do you describe yourself as a reader?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

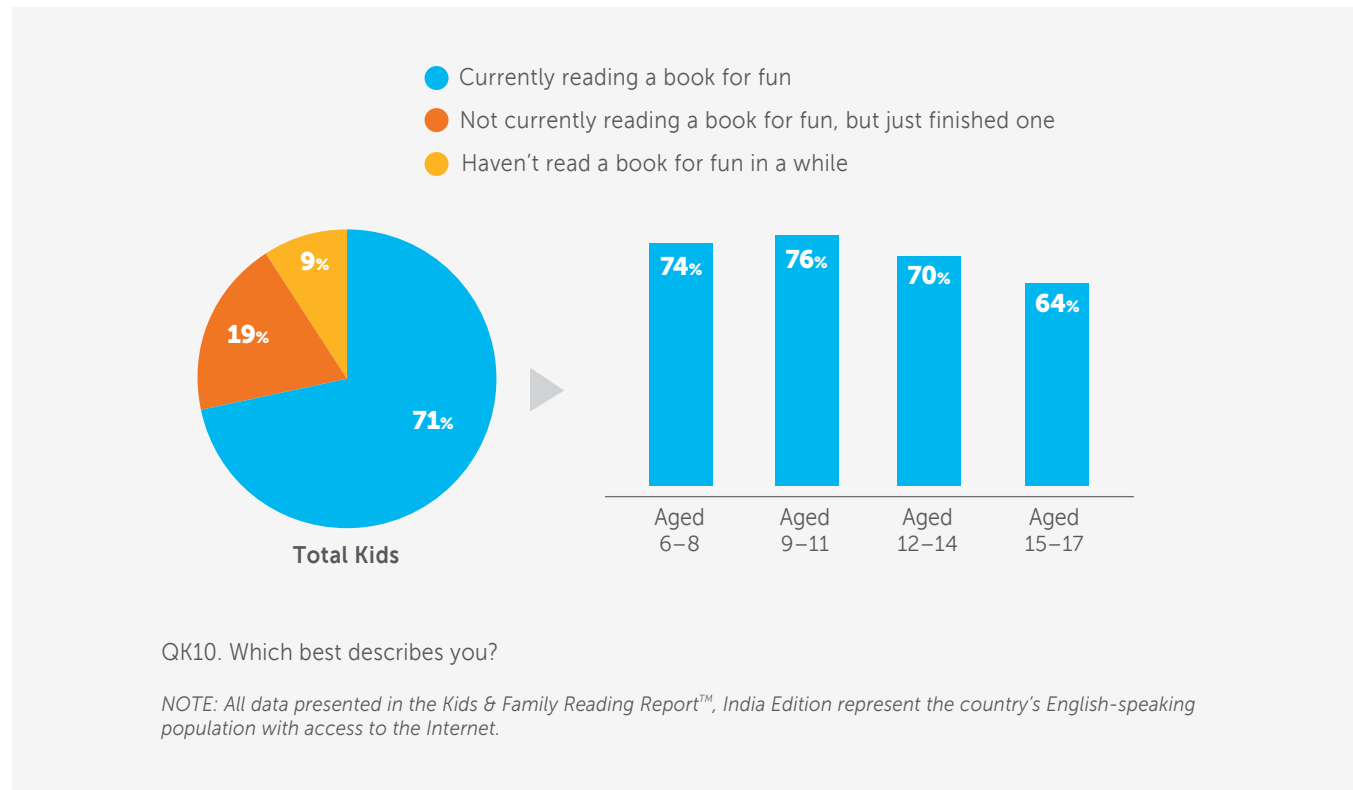
“I exchange books with my friends in order to read more different books.”

— 11-year-old girl

Overall, seven in ten children (71%) say they are currently reading at least one book for fun, with younger kids more likely to say this than older kids.

Whether Children Are Currently Reading Books for Fun

Base: Children Aged 6–17

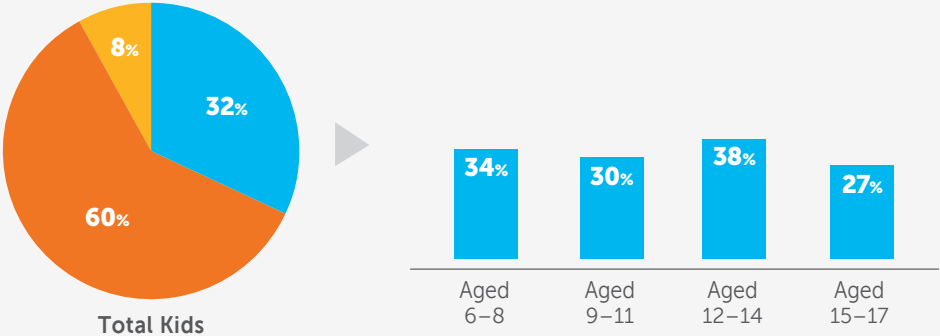


One-third of children (32%) report they are frequent readers, but overall, nine in ten kids (92%) say they read books for fun at least one day a week.

Frequency with Which Children Read Books for Fun

Base: Children Aged 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)



QK7a. How many days a week do you read [ADDED FOR KIDS AGED 6–8: or look at] books for fun?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

31%

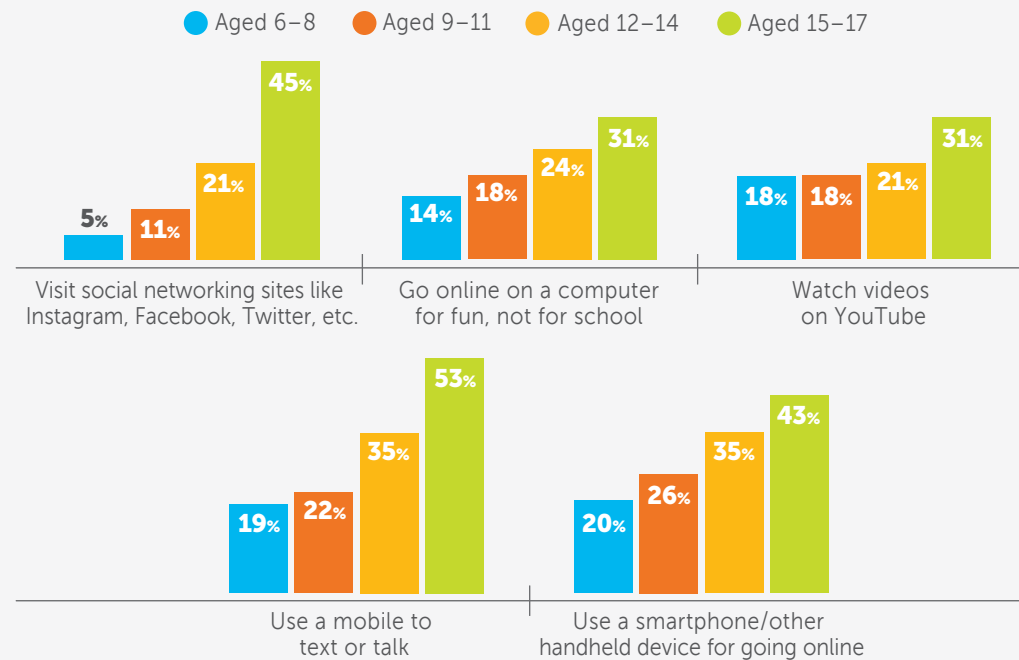
of parents with kids aged 6–17 say

they personally read books for fun 5–7 days a week.

As children grow older, reading competes with many activities, particularly for children aged 15–17.

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

Base: Children Aged 6–17



QK2b. Now we'd like to know how many days in a week you do each of these activities. Please check one box under the column that best describes how often you do each activity in a typical week.

NOTE: Items with key differences shown in chart. All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

55%

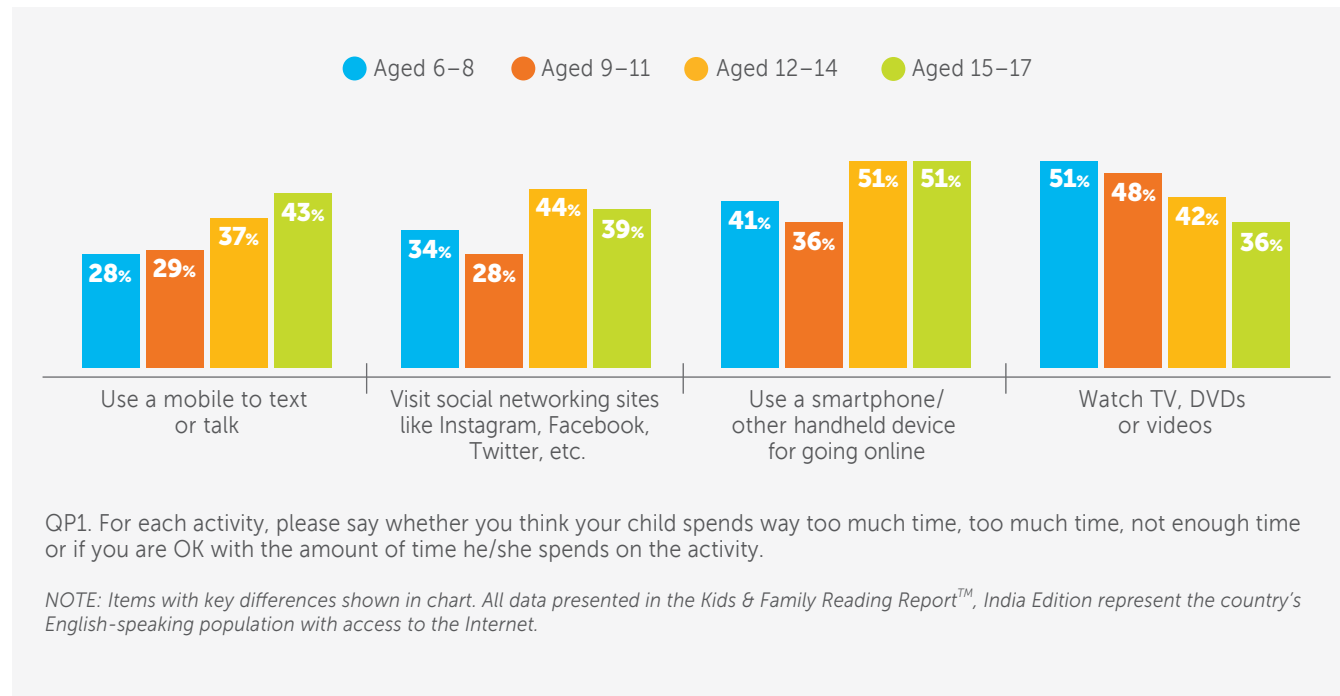
of parents with kids aged 6–17 agree:

“My child would rather be on an electronic device or game system than read books.”

Parents are concerned about the amount of time their children spend on screen-related activities.

Percentage of Parents Who Feel Their Children Spend Too Much Time on Each Activity

Base: Parents of Children Aged 6–17 Who Do Each Activity



85%

of parents with kids aged 6–17 agree:

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

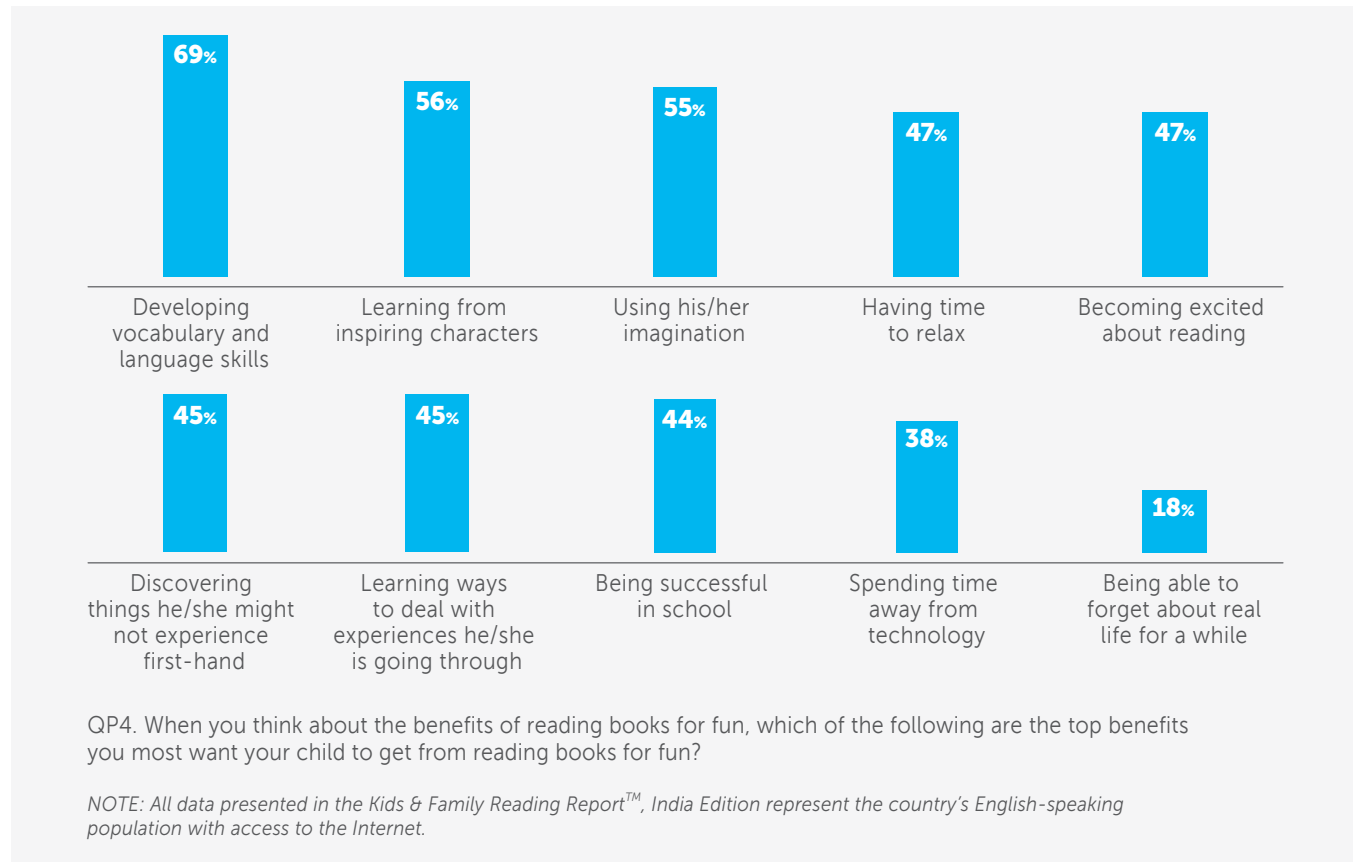
“Her feelings about reading definitely changed when she began to read books for fun. These books led her to read other materials like newspapers and magazines as well.”

— Guardian, 15-year-old girl

Developing vocabulary and language skills is the most important benefit parents want their children to get from reading books for fun.

Benefits Parents Most Want Their Child to Get from Reading Books for Fun

Base: Parents of Children Aged 6–17



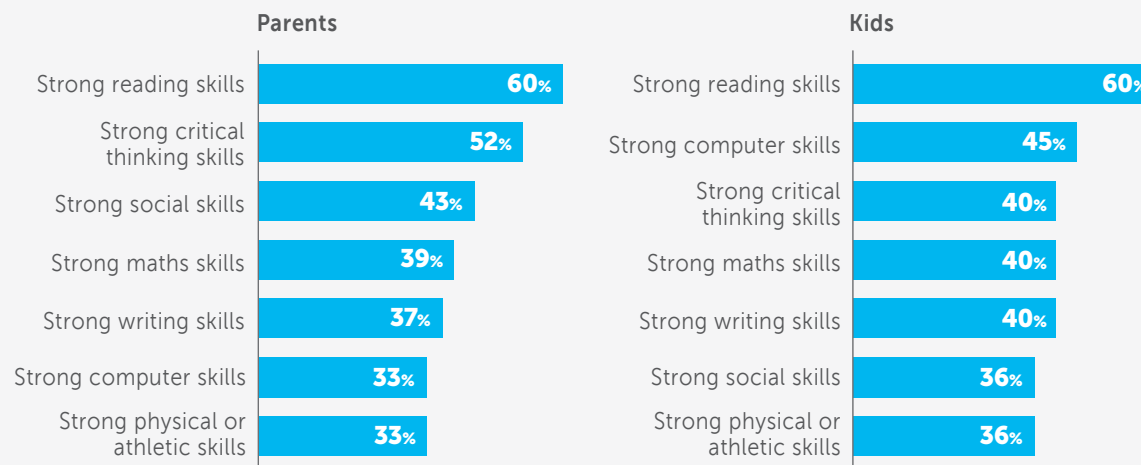
"I feel that reading helps builds a child's personality."

— Mother, 14-year-old boy

Parents and children agree by a wide margin that strong reading skills are among the most important skills children should have.

Parents' and Children's Views on the Three Most Important Skills Kids Should Have

Base: Parents of Children Aged 6–17 (Left) and Children Aged 6–17 (Right)



QP47. In your opinion, of the following list, which three skills are the most important for your child to have?

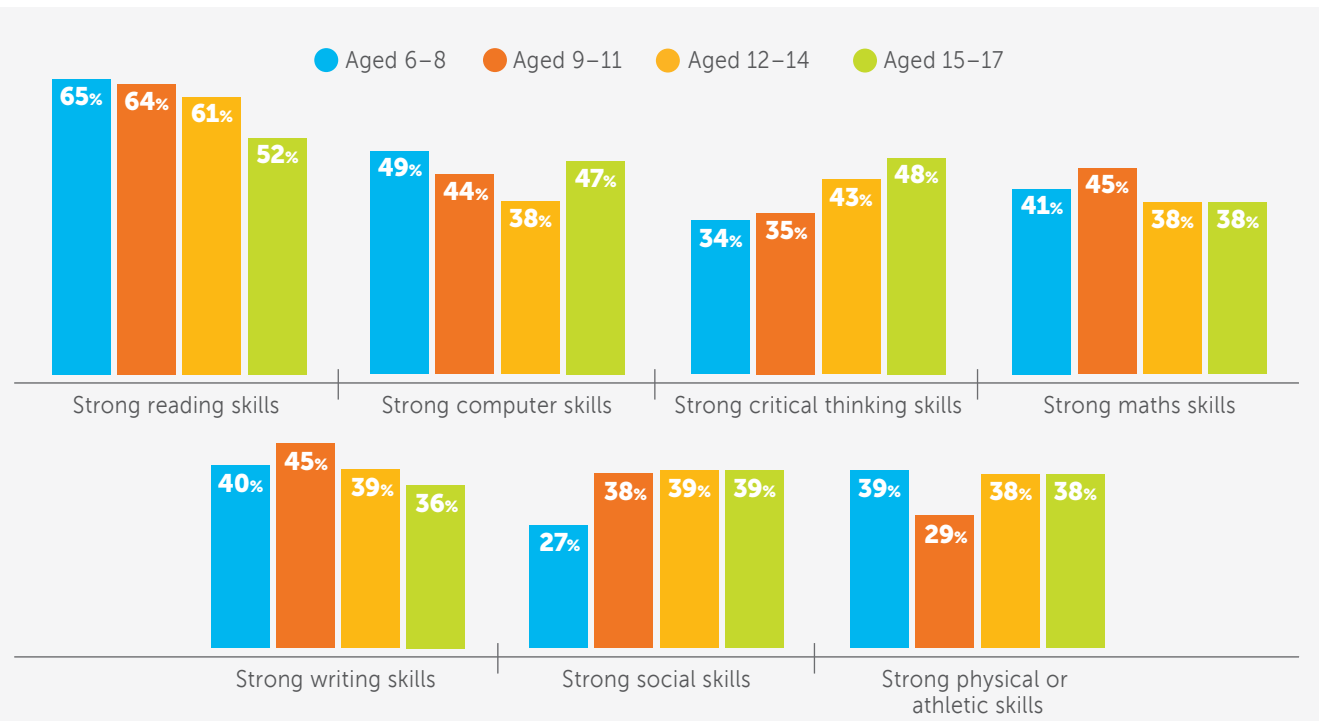
QK13. In your opinion, of the following list, which three skills are the most important for you to have?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

“I like to read books because I enjoy it, and also I get information about different things.”
 — 10-year-old boy

Younger children consider strong reading skills to be the most important by far, but kids aged 15–17 say strong computer skills and critical thinking skills are just as important.

Children’s Views on the Three Most Important Skills Kids Should Have
 Base: Children Aged 6–17



QK13. In your opinion, of the following list, which three skills are the most important for you to have?

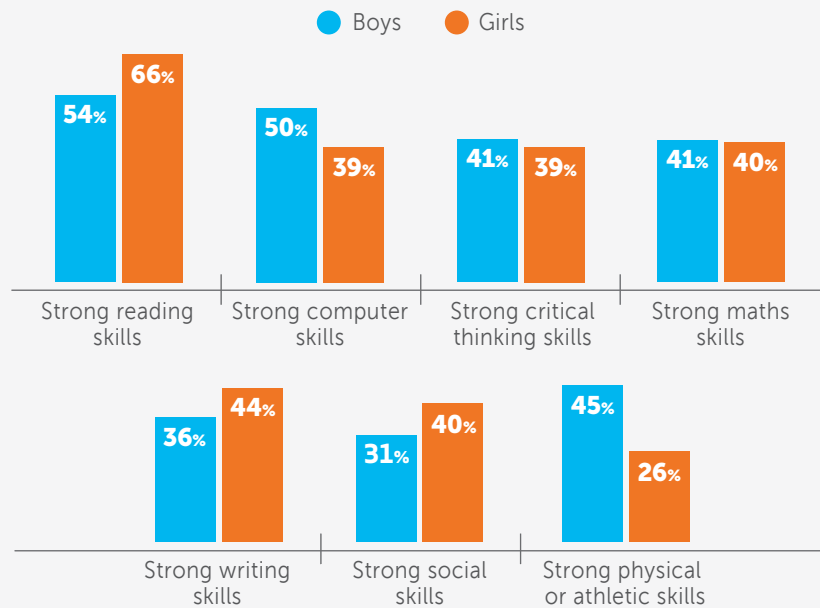
NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

"I enjoy reading on my own. I feel happy when I can read sentences like my mum."

— 6-year-old girl

Girls are more likely than boys to value strong reading skills and social skills, but less likely to value strong computer skills and physical or athletic skills.

Children's Views on the Three Most Important Skills Kids Should Have
Base: Children Aged 6–17



QK13. In your opinion, of the following list, which three skills are the most important for you to have?

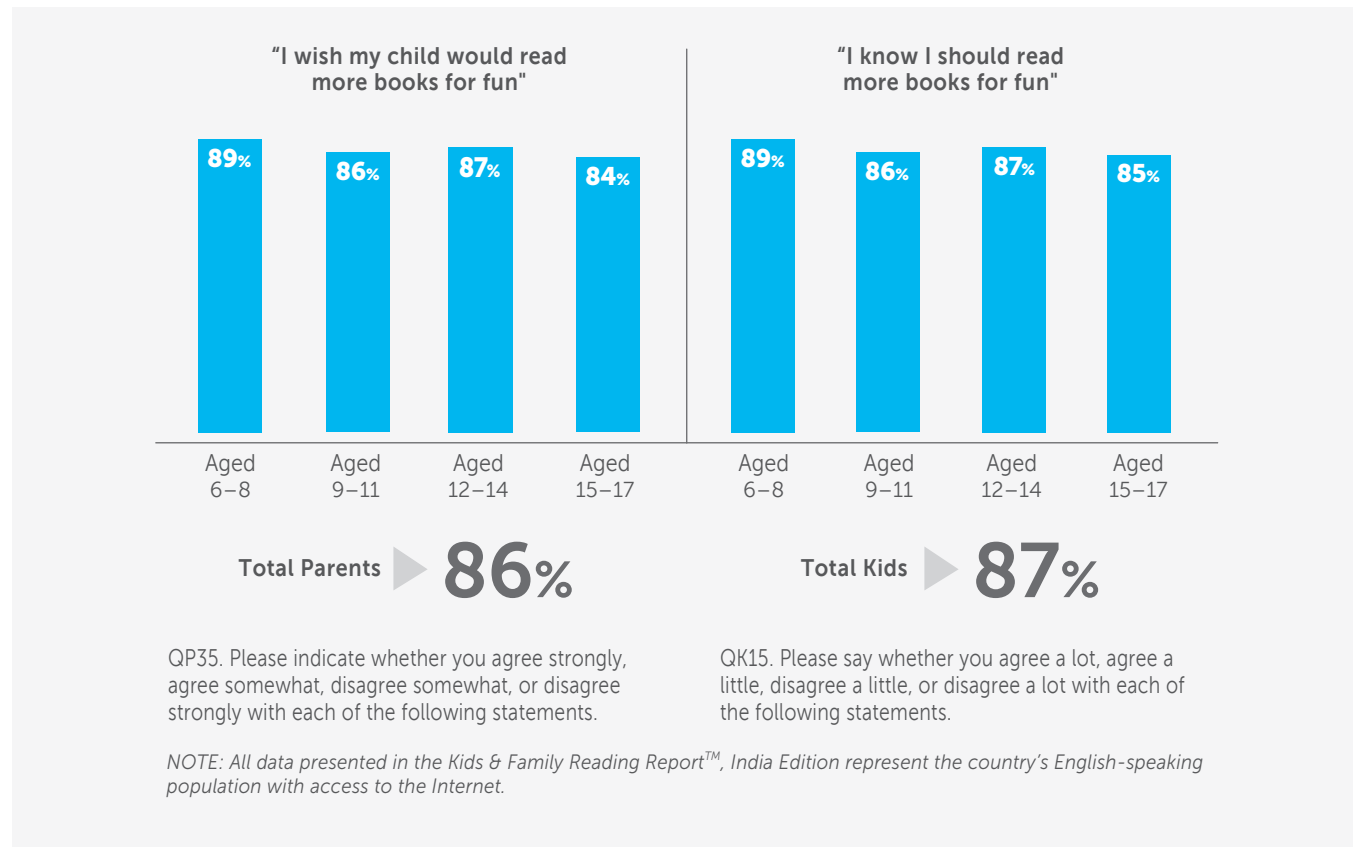
NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

“Reading relaxes his mind, increases the power of his imagination, and teaches him about cultures of the world. Good books have a lasting effect on a young mind.”

— Father, 11-year-old boy

Across ages, close to nine in ten children (87%) say they know they should read more books for fun; the same number of parents (86%) wish their child would read more books for fun.

Parents’ and Children’s Agreement with Statements on Reading Books for Fun Base: Parents of Children Aged 6–17 (Left) and Children Aged 6–17 (Right)



SPOTLIGHT:

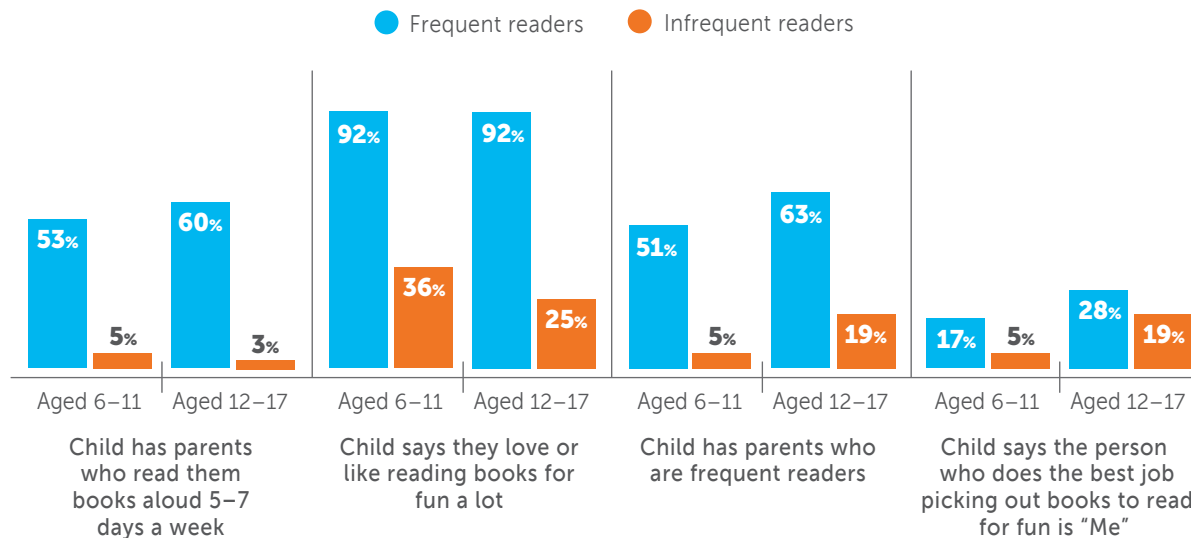
What Makes Frequent Readers

There are four dynamics that are among the most powerful predictors of reading frequency for children aged 6–17.

“I have always felt that—like my dad who loves to read—that same feeling has grown in me.”

— 15-year-old boy

Top Predictors of Reading Frequency
Base: Children Aged 6–17



NOTE: Regression analysis was used to construct two models to predict children’s reading frequency, one each among children aged 6–11 and 12–17. The data shown above are among frequent readers (children who read books for fun 5–7 days a week) and infrequent readers (those who read books for fun less than one day a week). Data in this and the next two charts are generally presented in the order of their importance to the regression model. All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

SPOTLIGHT: What Makes Frequent Readers

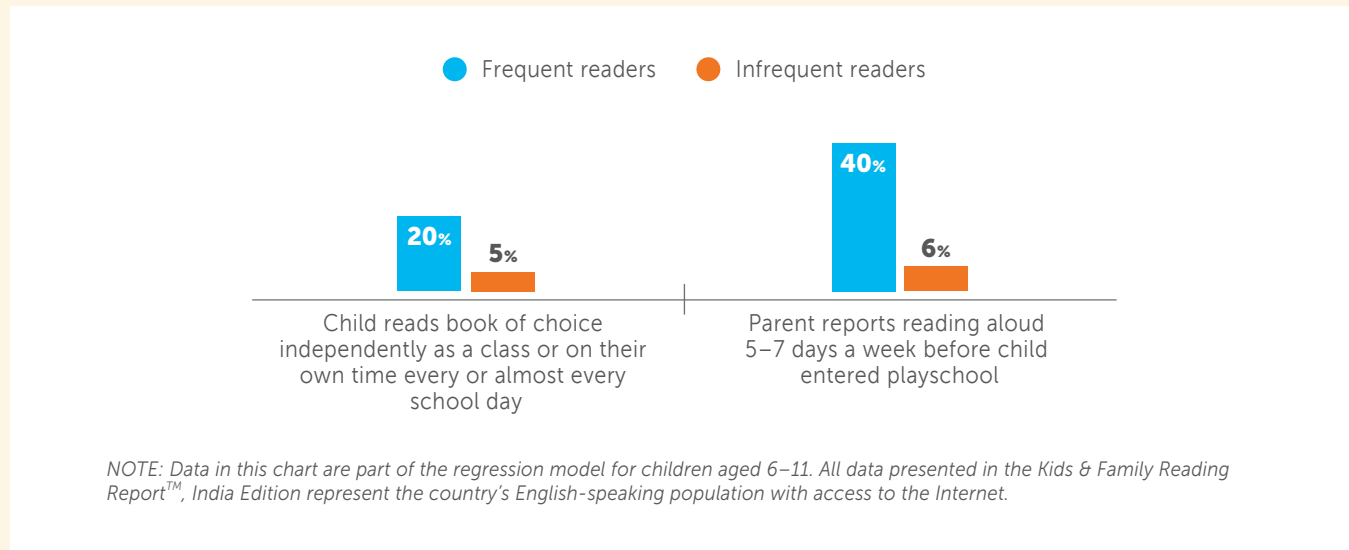
“Our teacher brings lots of books from the school library into our classroom during the reading period, and we are allowed to select books we want to read.”

— 7-year-old boy

For children aged 6–11, additional predictors of reading frequency include having frequent opportunities to read a book of choice independently during the school day and being read aloud to frequently prior to entering playschool.

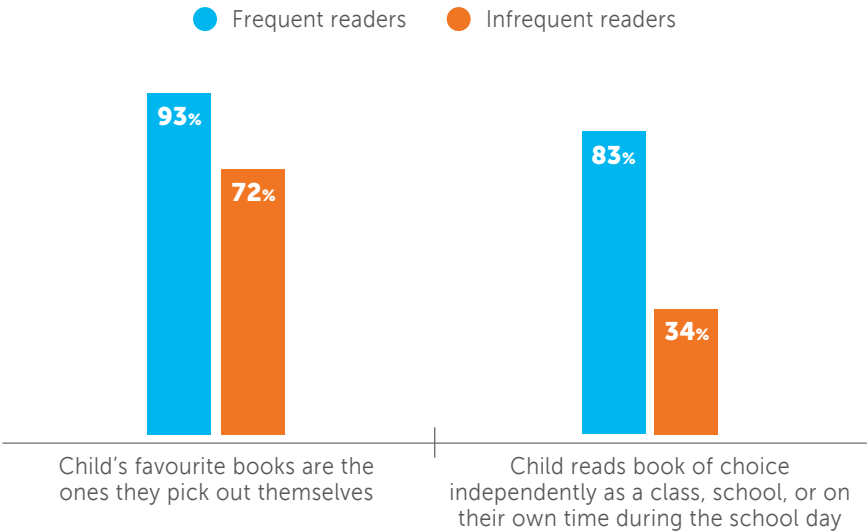
Additional Predictors of Reading Frequency

Base: Children Aged 6–11



For children aged 12–17, additional predictors of reading frequency include enjoying the books they pick out themselves and getting opportunities to read books of their choice independently during the school day.

Additional Predictors of Reading Frequency
Base: Children Aged 12–17



NOTE: Data in this chart are part of the regression model for children aged 12–17. All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

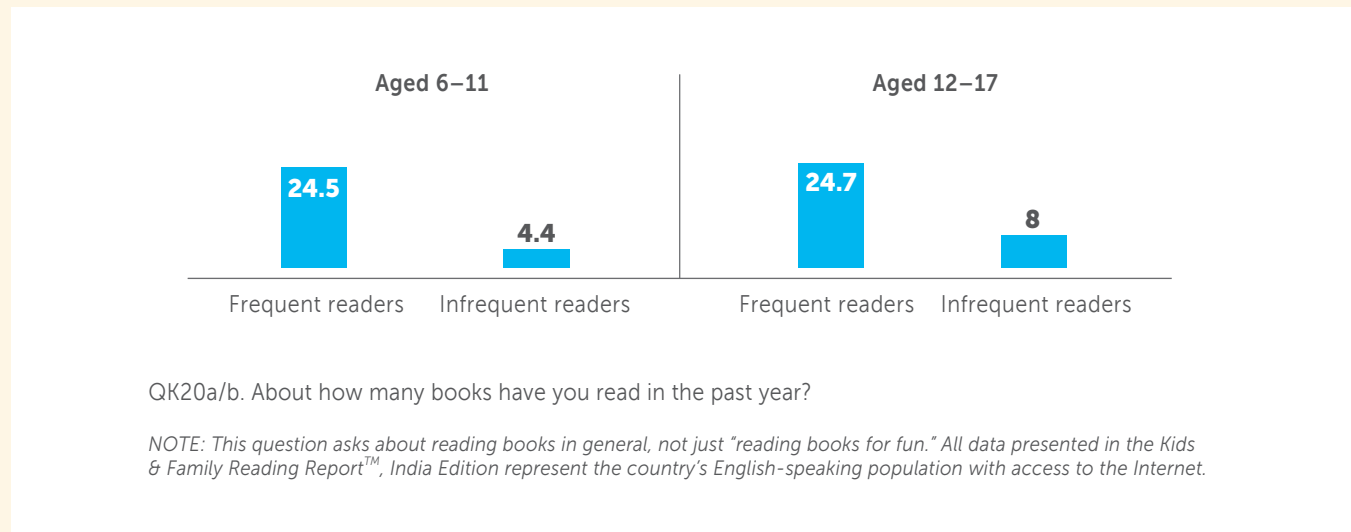
104

is the **average number of print books** frequent readers aged 6–17 have **in their homes**, compared with **50 print books** among infrequent readers.

SPOTLIGHT: What Makes Frequent Readers

The total number of books read annually by frequent readers is dramatically higher than the number read by infrequent readers.

Average Number of Books Children Have Read in the Past Year
Base: Children Aged 6–17



89%

of frequent readers
aged 6–17

are currently **reading
a book for fun**
compared with only **17%**
of infrequent readers.

What Makes Frequent Readers: The Most Powerful Predictors

For each age group shown, frequent readers are more likely than infrequent readers to:

Kids Aged 12–17

- ▶ Say their favourite books are the ones they pick out themselves
- ▶ Read **independently** as a class, school or on their own time during the school day

These kids read an average of **24.7 BOOKS PER YEAR** vs. 8 by infrequent readers

Kids Aged 6–17

- ▶ Have parents who **read them books aloud** 5–7 days a week
- ▶ Love or like **reading books for fun** a lot
- ▶ Have **parents** who are **frequent readers**
- ▶ Say **they do the best job** of picking out books to read for fun

- ▶ Read **independently** as a class or on their own time every or almost every school day
- ▶ Have been read aloud to 5–7 days a week before entering playschool

These kids read an average of **24.5 BOOKS PER YEAR** vs. 4.4 by infrequent readers

Kids Aged 6–11

To determine what predicts kids' reading frequency, more than 130 measures were included in a regression analysis.



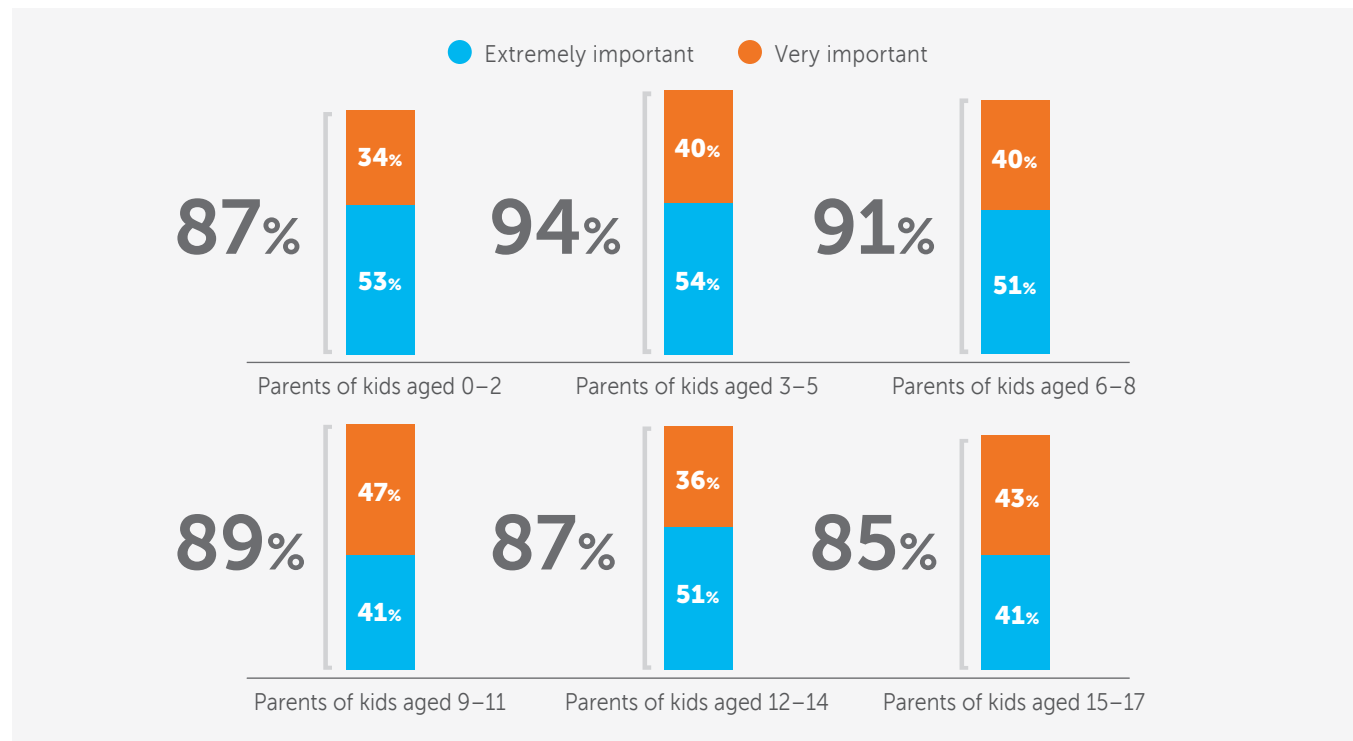
SECTION II:

Reading Aloud at Home

Parents of children aged 0–17 agree it is important for their kids to read books for fun.

Parents' Views on Importance of Child Reading Books for Fun

Base: Parents of Children Aged 0–17



QP3. How important is it to you that your child reads books for fun [ADDED FOR PARENTS OF KIDS AGED 0–5: as your child grows up]?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

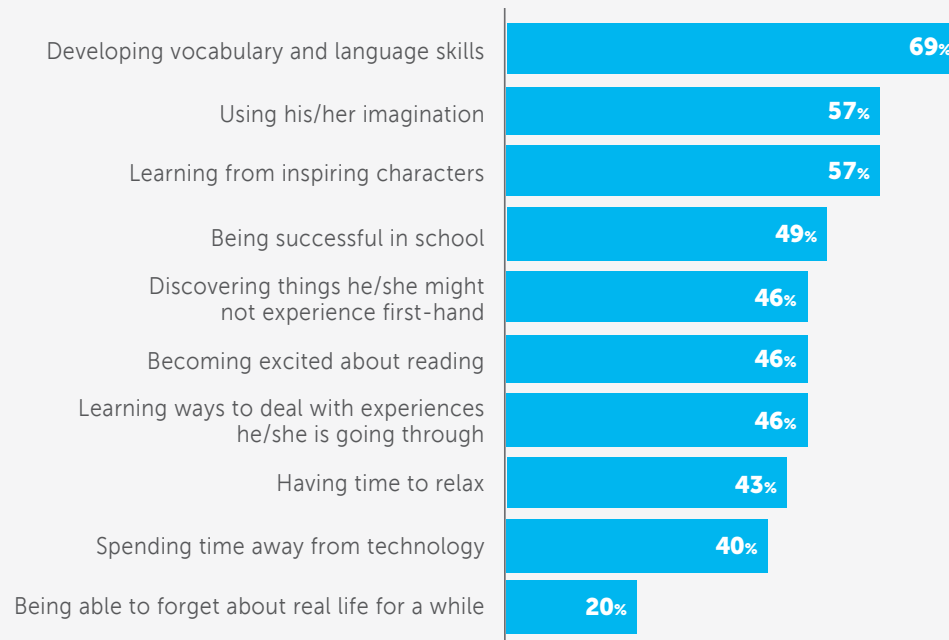
“Reading is a special gift we can give to our child.”

— Father, 4-year-old girl

More than anything else, parents of children aged 0–5 say developing vocabulary and language skills is the top benefit they want their kids to get from reading books for fun.

Percentage of Parents Who Say Each Is a Top Benefit They Want Their Child to Get from Reading Books for Fun

Base: Parents of Children Aged 0–5



QP4. When you think about the benefits of reading books for fun, which of the following are the top benefits you most want your child to get from reading books for fun as your child grows up?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

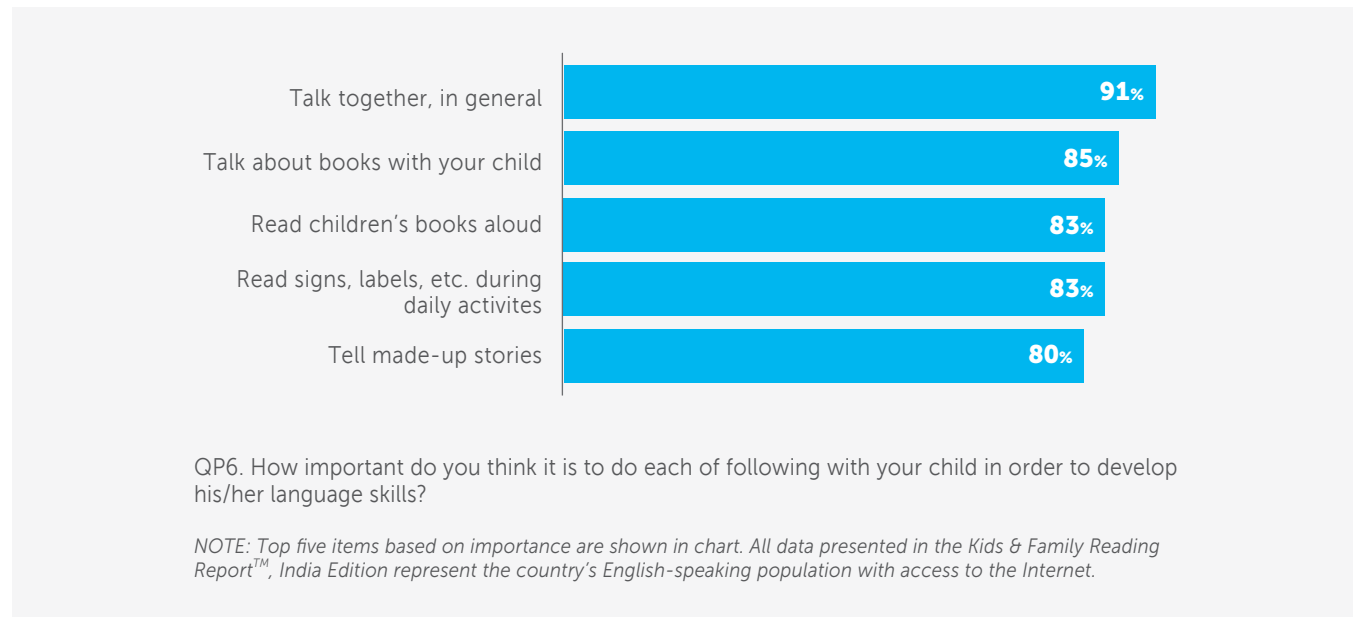
“I advise every parent to help their kids to love reading, because children can learn so much from reading books.”

— Mother, 1-year-old girl

Parents feel that talking with their children, reading aloud, and talking about books are particularly important to developing their child’s vocabulary and language skills.

Percentage of Parents Who Say Each Activity Is Extremely/Very Important in Developing Child’s Language Skills

Base: Parents of Children Aged 0–5



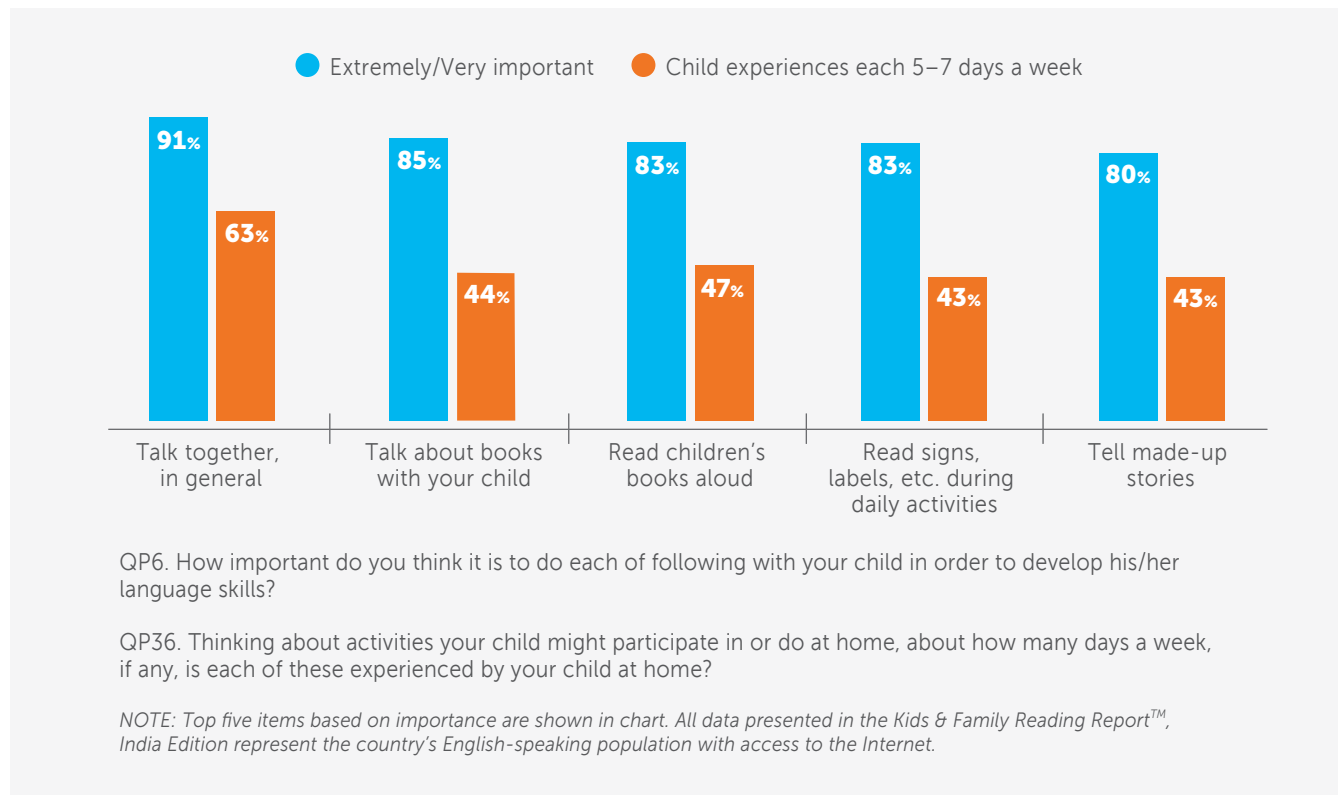
“It is his involvement with the characters that I love the most. He doesn’t forget them easily.”

— Mother, 4-year-old boy

Yet, what parents of children aged 0–5 say is important for early language development isn’t always happening 5–7 days a week.

Comparison of Parents’ Views on the Importance of Activities to Develop Child’s Language Skills and Whether Each Activity Happens at Home 5–7 Days a Week

Base: Parents of Children Aged 0–5



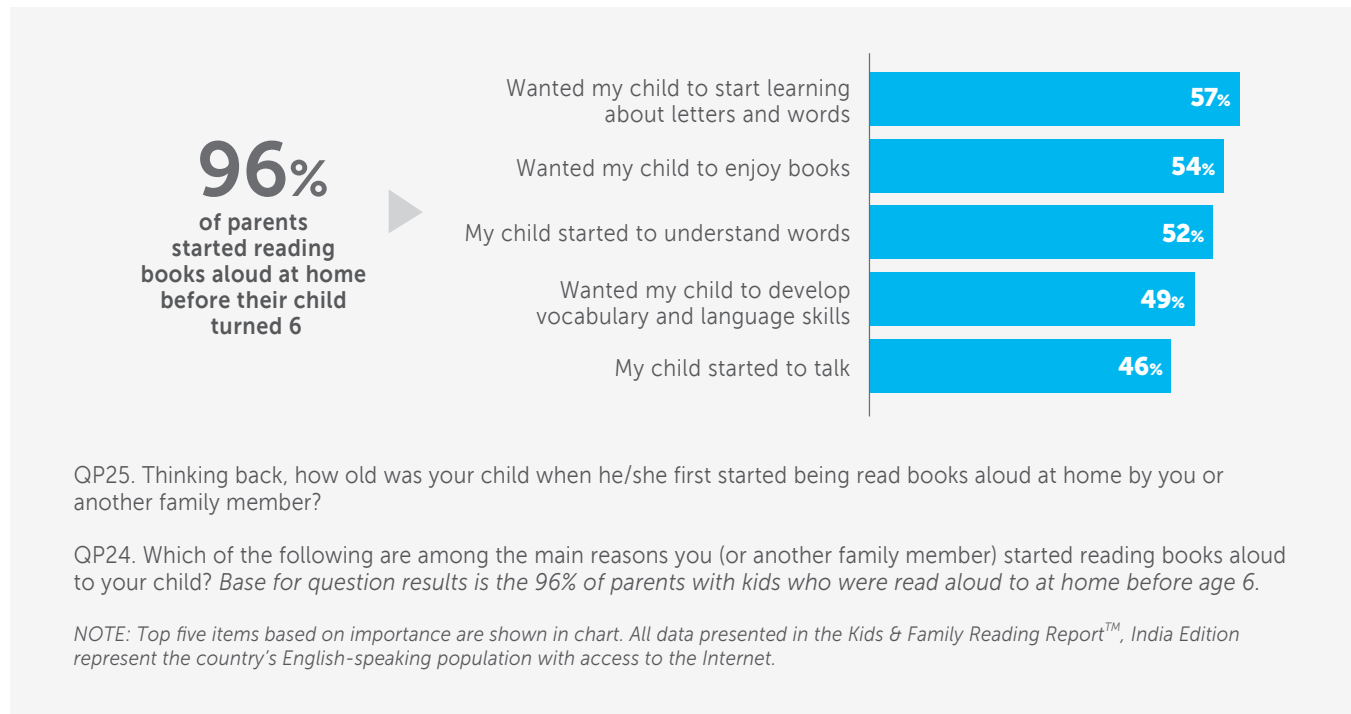
“She enjoys reading together a lot, and I get time to spend with her and listen to her ideas.”

— Mother, 5-year-old girl

Parents of children aged 0–5 say they primarily started reading aloud to their child because they wanted them to start learning about letters and words, and because they wanted their child to enjoy books.

Percentage of Parents Who Say Their Child Was Read Books Aloud at Home Before Age 6 and Reasons Reading Aloud Started

Base: Parents of Children Aged 0–5



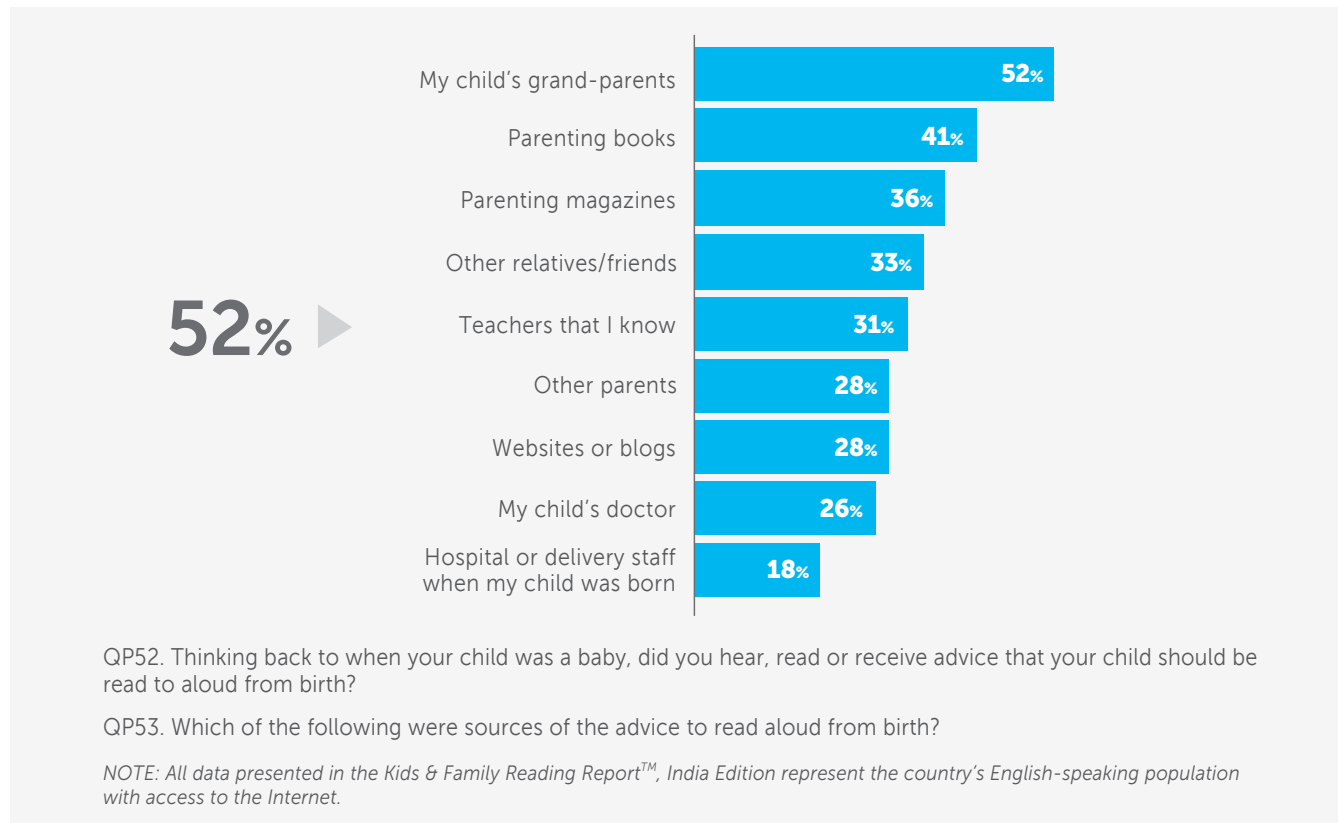
“I got to learn how important it is for parents to raise their child with reading skills.”

— Mother, newborn girl

Half of parents with 0–5 year-olds (52%) received the advice that children should be read books aloud from birth, most commonly from their child’s grand-parents.

Percentage of Parents Who Received Advice That Children Should Be Read Aloud to from Birth and Sources of Advice

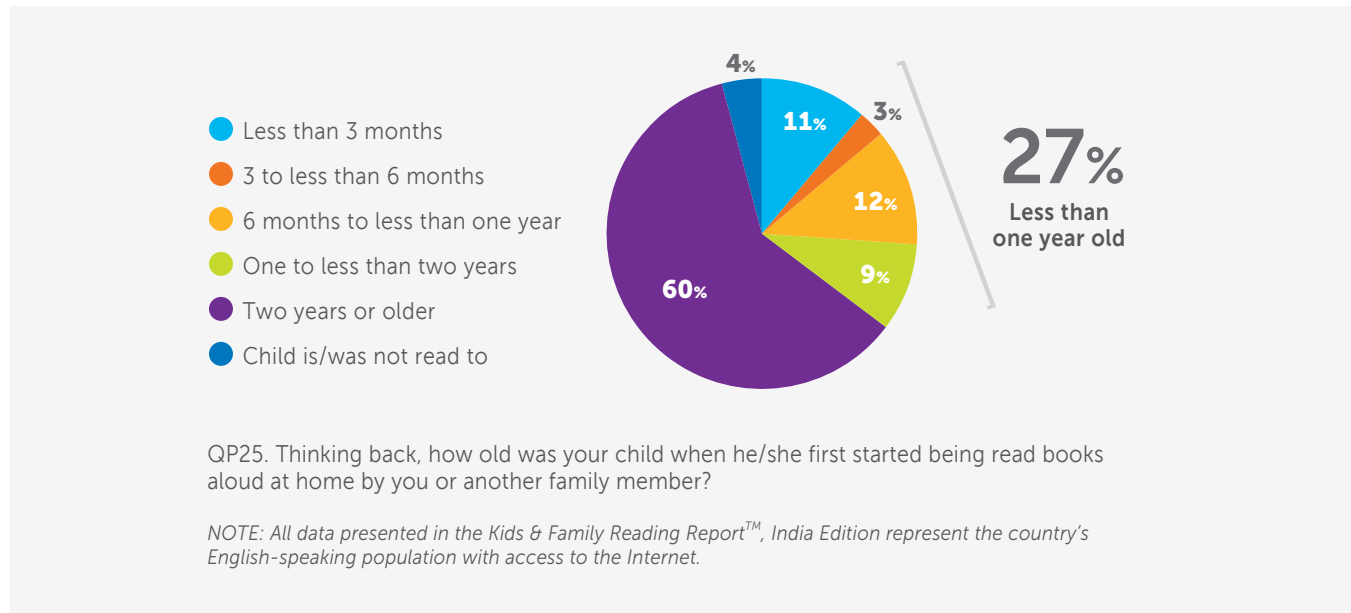
Base: Parents of Children Aged 0–5 Who Received This Advice When Their Child Was a Baby



Yet, just 27% say they started reading aloud before their child was one year old. Six in ten parents of children aged 0–5 (60%) say they began reading books aloud to their child at two years or older.

Age of Child When Reading Books Aloud at Home Started

Base: Parents of Children Aged 0–5



61%

of parents with kids aged 0–5 who read aloud to their children

prefer print books to be read aloud, while 27% prefer ebooks.

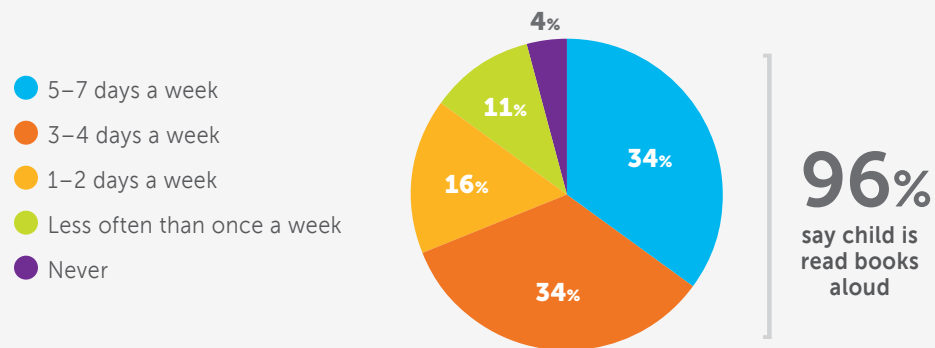
"I love to listen. My mum reads with expressions, which I like."

— 7-year-old girl

Many children aged 0–5 are read books aloud a few days a week, with nearly all kids read to at least occasionally.

Frequency with Which Parents Say Their Child Is Read Books Aloud at Home

Base: Parents of Children Aged 0–5



QP19. 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?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

SPOTLIGHT:

Kids' Views on Reading Aloud

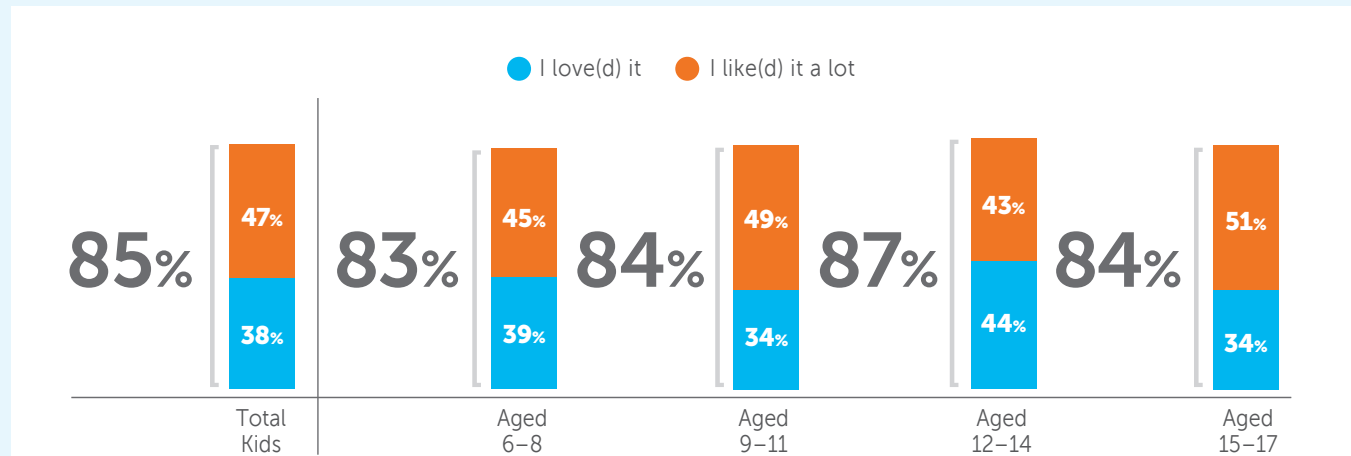
"Somebody reading to me is a good feeling."

— 8-year-old boy

Across all ages, the overwhelming majority of children (85%) say they love(d) being read books aloud at home or like(d) it a lot.

Degree to Which Children Enjoy(ed) Being Read Books Aloud at Home

Base: Children Aged 6–17 Who Are or Were Read Books Aloud at Home



QK25a. 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?

NOTE: Among children aged 6–17, 14% say they like(d) being read to aloud a little; 0% say they do/did not like it at all. All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

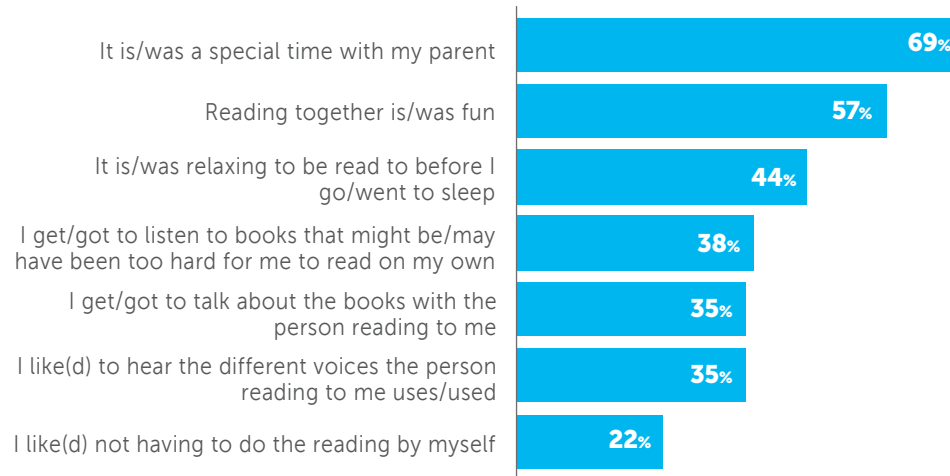
“They act out the characters in the book with different voices.”

— 15-year-old boy

Children most enjoy being read books aloud because it’s a special time with a parent; they also think reading together is fun.

Reasons Children Enjoy(ed) Being Read Aloud to at Home

Base: Children Aged 6–17 Who Are or Were Read Books Aloud at Home and Love(d) or Like(d) it a Lot



QK25b. Which of these, if any, are reasons you like(d) being read aloud to at home?

NOTE: Data in this chart are among the 74% of kids who report they are or were read books aloud at home and who love(d) it, or like(d) it a lot. All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

SPOTLIGHT: Kids' Views on Reading Aloud

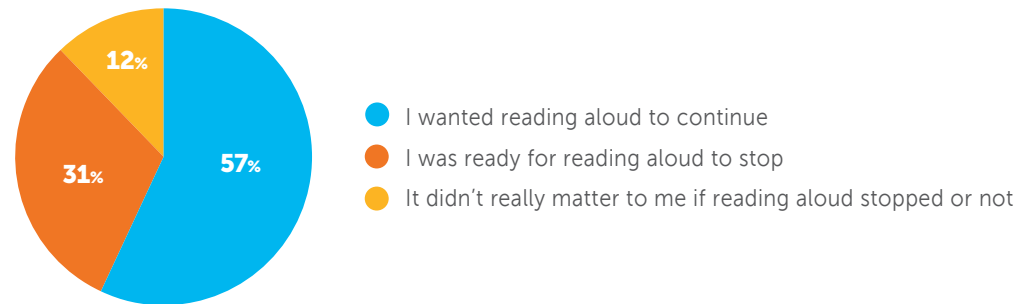
"It is relaxing before going to sleep. It gives me a chance to spend time with my dad."

— 7-year-old boy

More than half of children (57%) aged 6–11 whose parents no longer read books aloud at home did not want their parents to stop.

Whether or Not Children Were Ready for Reading Aloud to Stop

Base: Children Aged 6–11 Who Were Read Books Aloud at Home



QK26. When your parent or family member stopped reading to you, were you ready for it to stop, did you want it to continue or did you not really care either way?

NOTE: Data in this chart are among the 53% of kids aged 6–11 who say they are no longer read books aloud at home. All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

Read Aloud: Start Early & Keep Going

34% of Kids Aged 0–5 Are Read Books Aloud 5–7 Days a Week



Among parents of kids aged 0–5
52% RECEIVED ADVICE
that children should be read aloud to from birth



52% of these parents received this advice from their child's grand-parents



Among kids aged 6–17
85% ENJOY(ED) BEING READ ALOUD TO AT HOME because:

69% It's a **special time** with my parent

57% Reading together is **fun**

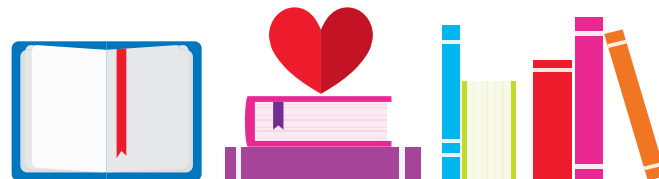
44% It's **relaxing** to be read to before I go to sleep

Parents of Kids Aged 0–5 Started Reading Aloud to Their Child:

60% At two years or older

27% Before age one

11% Before three months old



Among kids aged 6–11 who are no longer read aloud to at home

57% WISH IT HAD CONTINUED



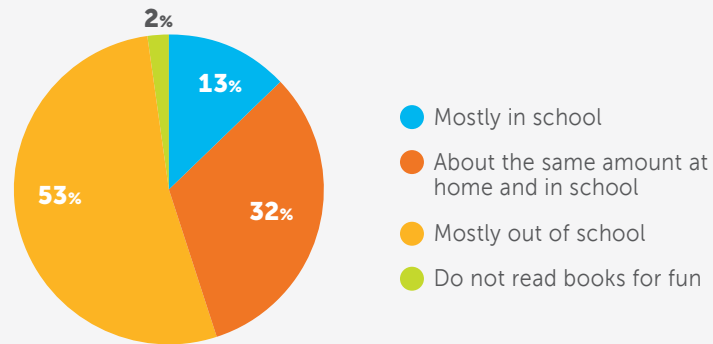
SECTION III:

Reading in School

While half of children (53%) say they read books for fun mostly out of school, one-third (32%) say they read at home and school about equally, and 13% say they read for fun mostly in school.

Where Children Read Books for Fun

Base: Children Aged 6–17



QK9. Where do you read books for fun?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

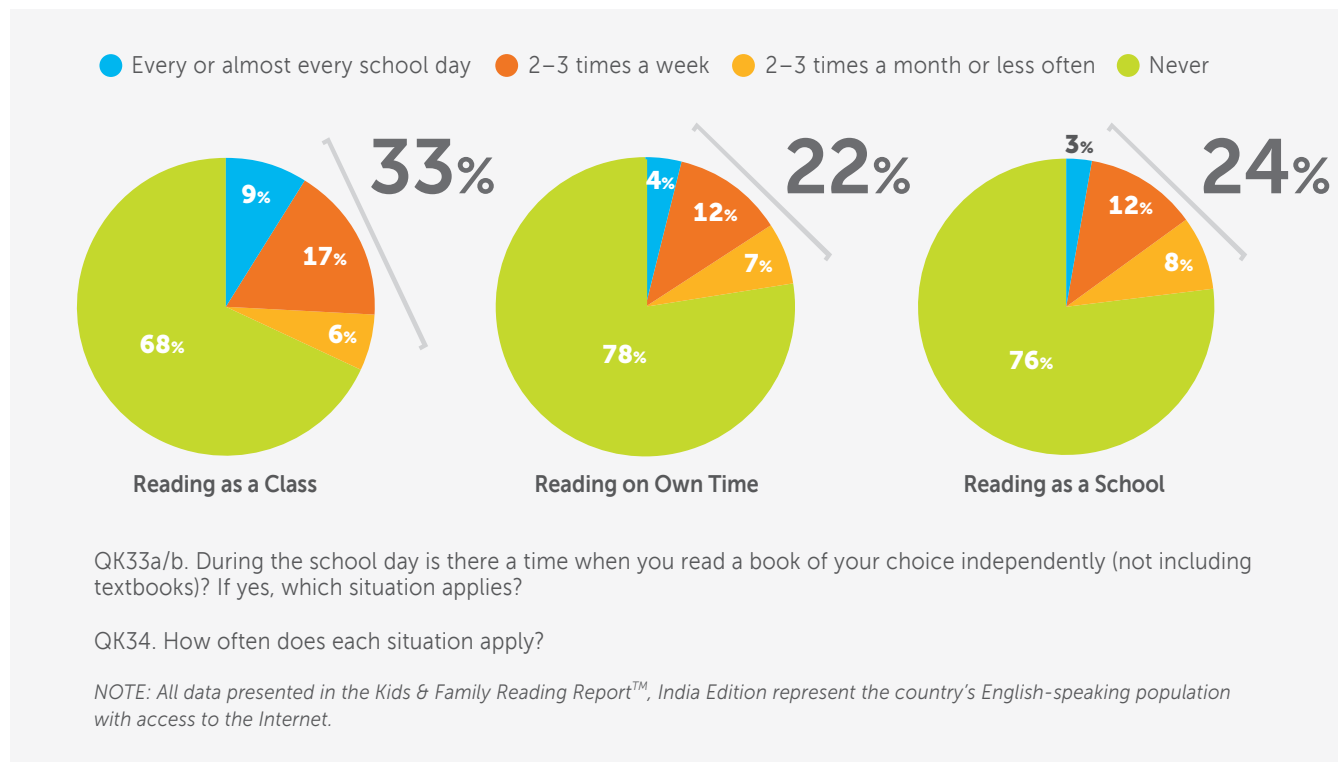
"I enjoy reading at school because reading on my own seems fun to me if the books match my interests."

— 12-year-old girl

One-third of children say they have the opportunity to read a book of their choice independently as a class (33%), and one-quarter say they do this as a school (24%), yet these opportunities rarely happen every or almost every school day.

Frequency with Which Children Read a Book of Their Choice Independently in School as a Class, During Available Free Time and as a School

Base: Children Aged 6–17



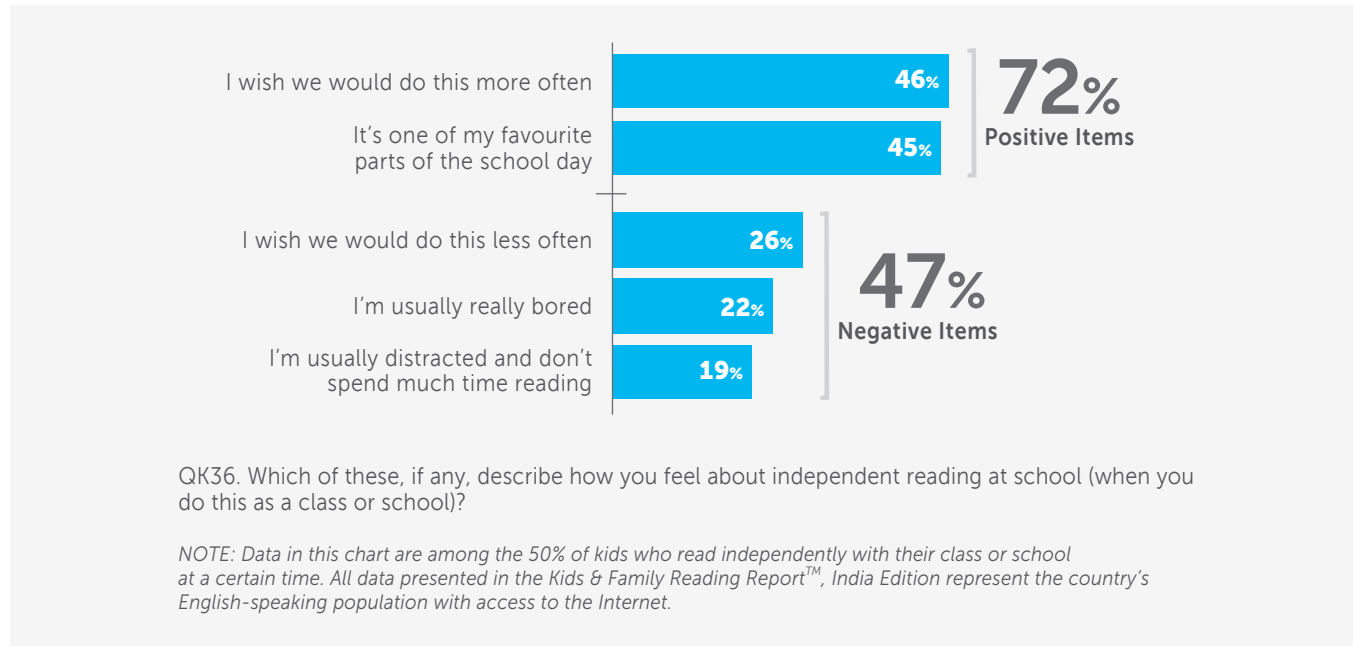
“It is very enjoyable,
and I get to learn lots
of new words.”

— 7-year-old boy

Nearly three-quarters of children (72%) express positive feelings about independent reading time at school, while just under half of kids (47%) express negative feelings. More than four in ten say this time is one of their favourite parts of the school day or that they wish they'd do this more often.

How Children Feel About Independent Reading Time at School

Base: Children Aged 6–17 Who Read Independently
with Their Class or School at a Certain Time



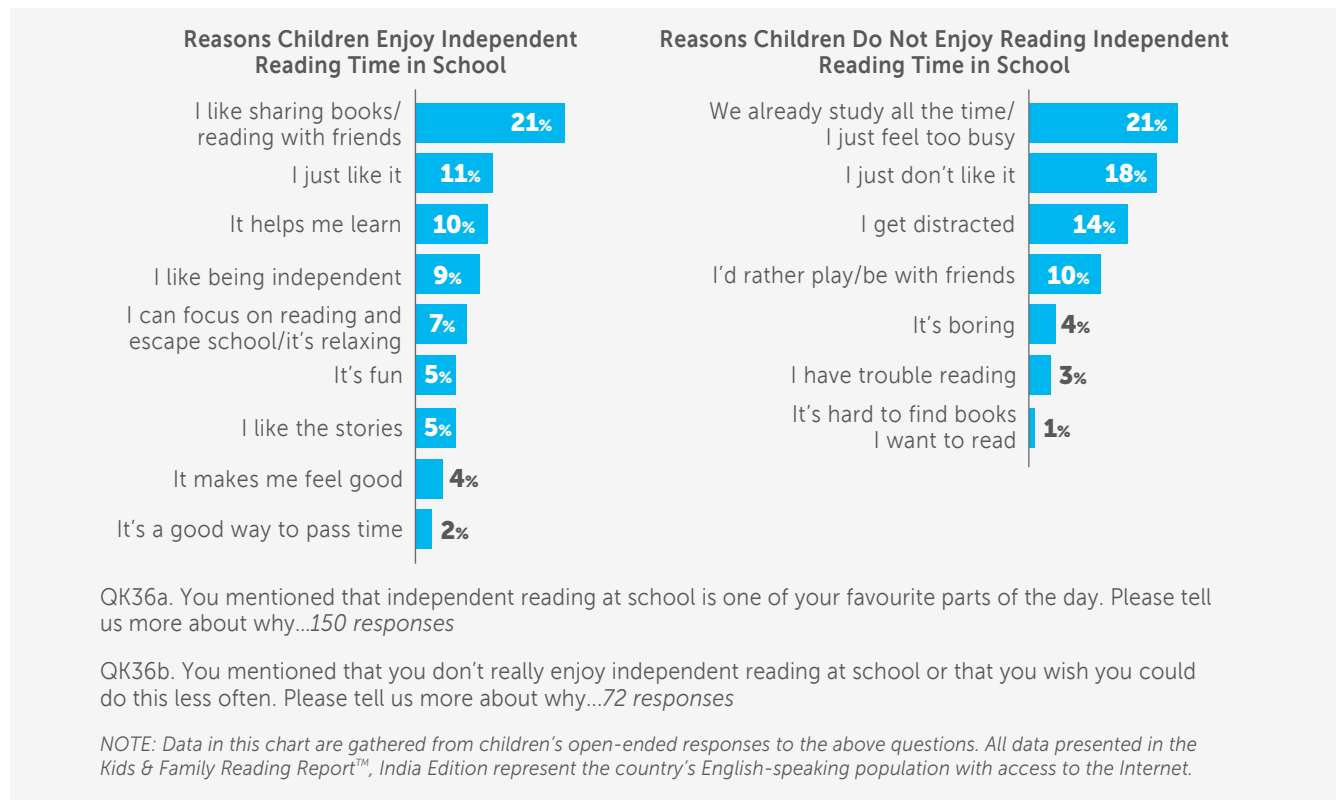
“I share what I read with my friends.”

— 11-year-old boy

When asked for reasons they may enjoy independent reading time in school, children say they like sharing books and reading with friends; when asked why they do not really enjoy this time, kids say they already study all the time and feel too busy.

Reasons Children Do and Do Not Enjoy Independent Reading Time in School

Base: Children Who Say Positive Things About Reading in School and not Negative Things (Left); Children Who Say Negative Things About Reading in School and not Positive Things (Right)



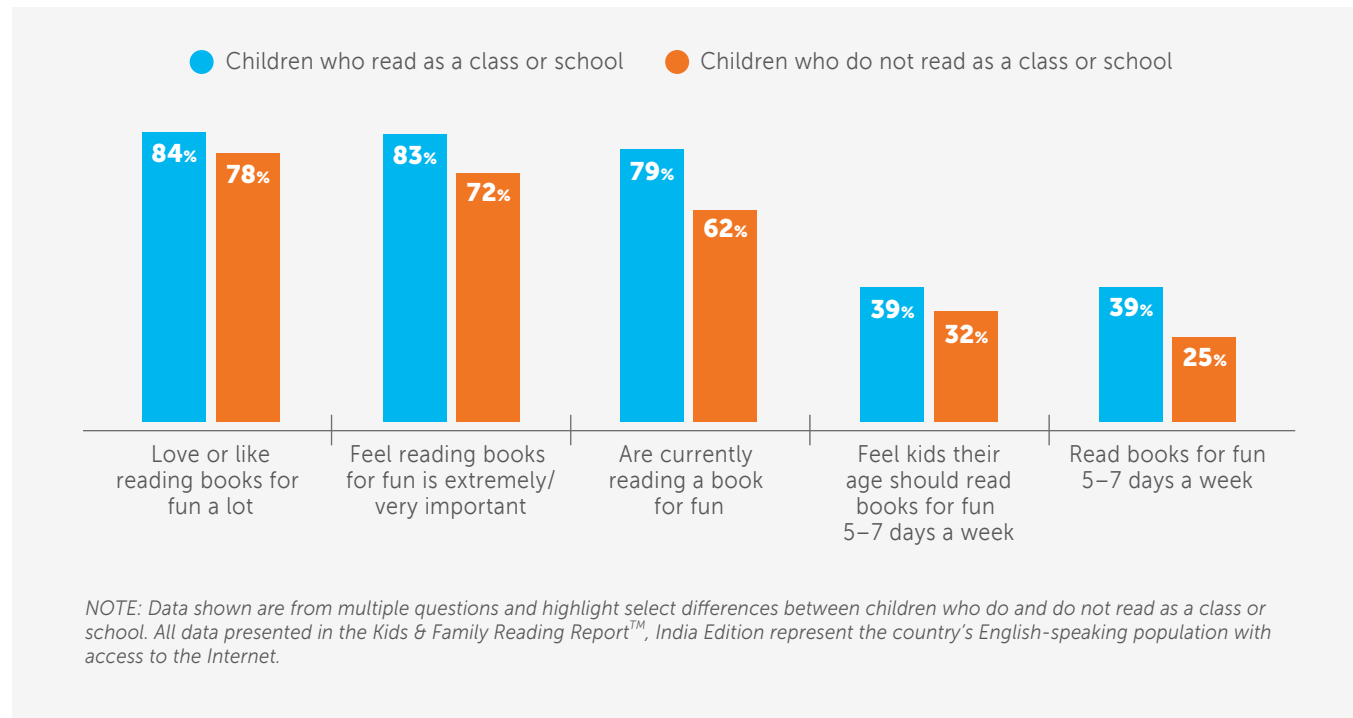
“It is just something when I can be away from my studies and relax, because I need some time to have my mind free from routine.”

— 8-year-old boy

Children who are given time for independent reading at school are more likely to enjoy reading books for fun, feel it is important, and do so frequently compared with those who are not.

Children’s Behaviours and Views on Reading Books for Fun

Base: Children Aged 6–17



“It is something different. I am not forced to read any book prescribed in a syllabus. I read books of my choice.”

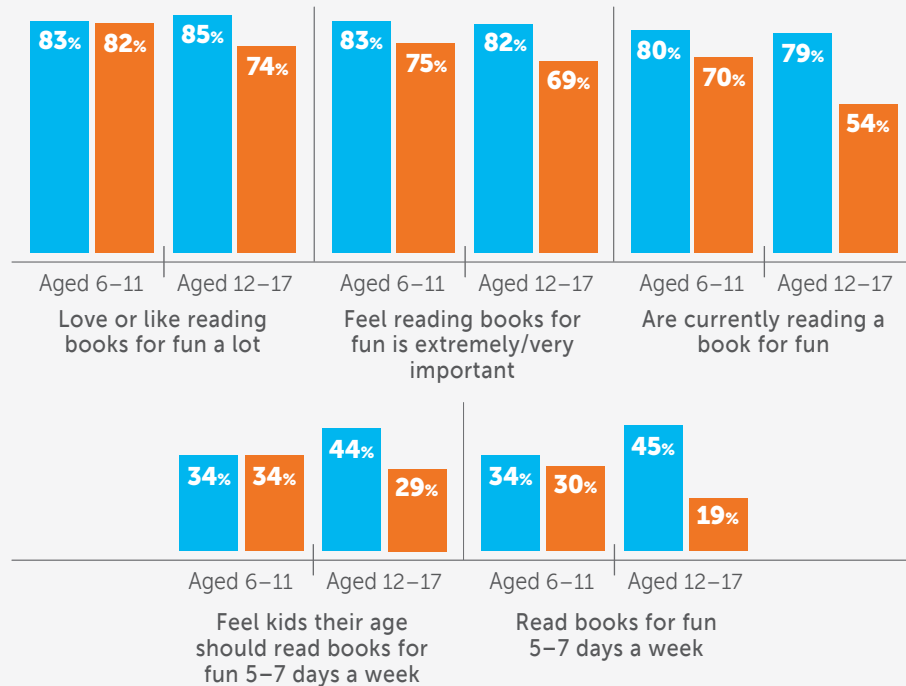
—16-year-old girl

Further, reading in school has a greater impact on the views and behaviours of older children than younger ones.

Children’s Behaviours and Views on Reading Books for Fun

Base: Children Aged 6–17

● Children who read as a class or school ● Children who do not read as a class or school



NOTE: Data in this chart are from multiple questions and highlight select differences between children who do and do not read as a class or school. All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

SPOTLIGHT:

Sources for Finding Books

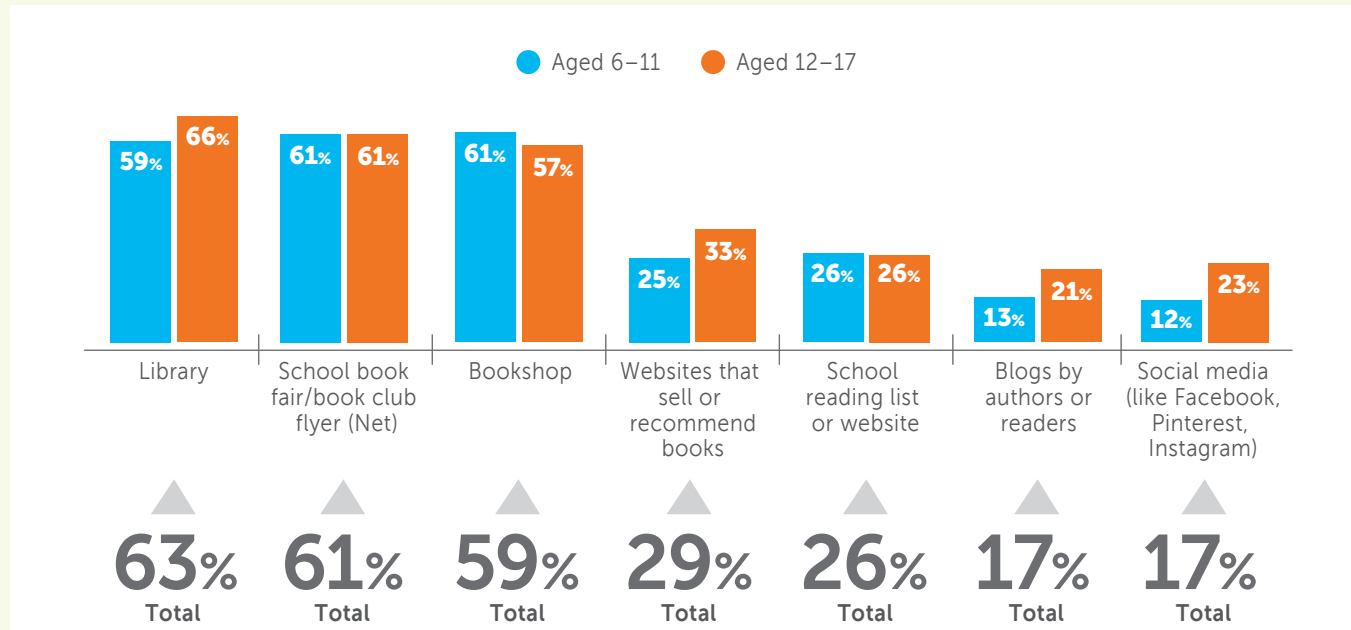
“Books tell me about the world, different people and cultures.”

— 14-year-old boy

Libraries, the school book fair and book club flyer, and bookshops are far and away the top sources children use to find books to read for fun. As kids grow older, they increasingly turn to websites and blogs to get inspiration for reading.

Sources Children Use to Find Books to Read for Fun

Base: Children Aged 6–17



QK44. Which of the following sources do you use to find books to read for fun?

NOTE: The net item combines “school book fair” and “school book club flyer.” Top seven items are shown in chart. All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

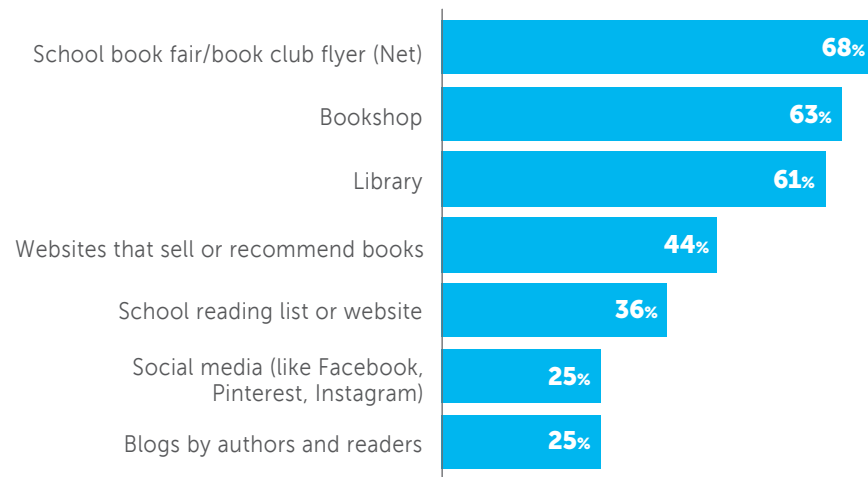
“In the library, I am free to choose any book and start reading.”

— 10-year-old boy

Parents most frequently turn to the school book fair or book club flyer to find books for their child to read for fun, followed by bookshops and libraries.

Sources Parents Use to Help Find Books for Their Child to Read

Base: Parents of Children Aged 6–17



QP44. Which of the following sources do you use to find books for your child to read for fun?

NOTE: The net item combines “school book fair” and “school book club flyer.” All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

SPOTLIGHT: Sources for Finding Books

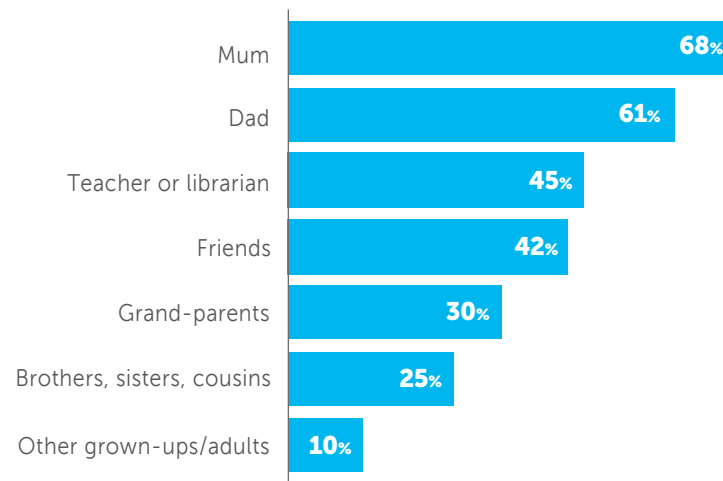
“I believe that she explores herself more when she reads books for fun. Then her imagination meets freedom!”

— Father, 14-year-old girl

Eight in ten children (82%) cite one of their parents as someone from whom they get ideas about which books to read for fun, while many also turn to teachers, librarians, and friends.

People From Whom Children Get Ideas About Which Books to Read for Fun

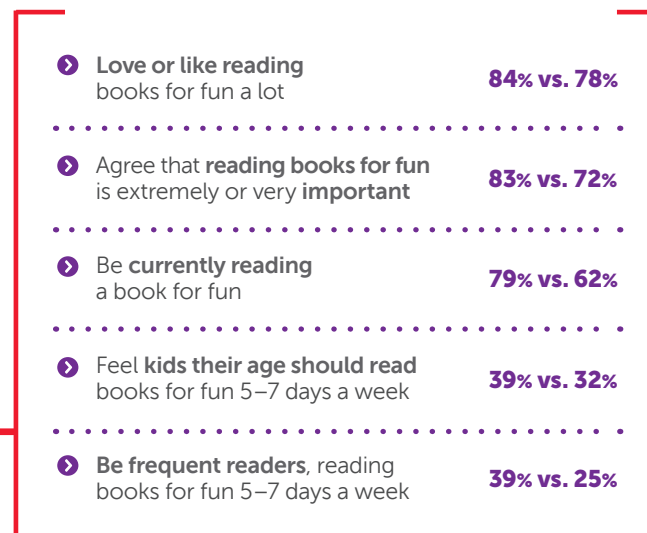
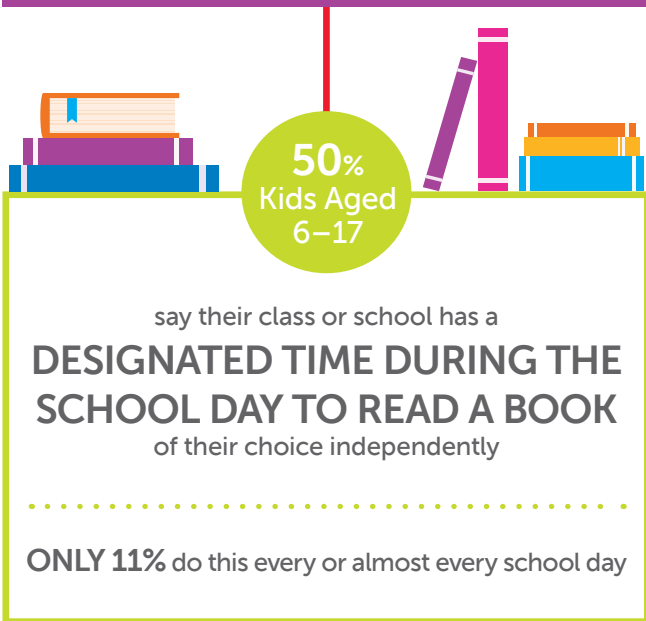
Base: Children Aged 6–17



QK43. Please choose all of the people from whom you get ideas about which books to read for fun.

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

The Power of Independent Reading in School



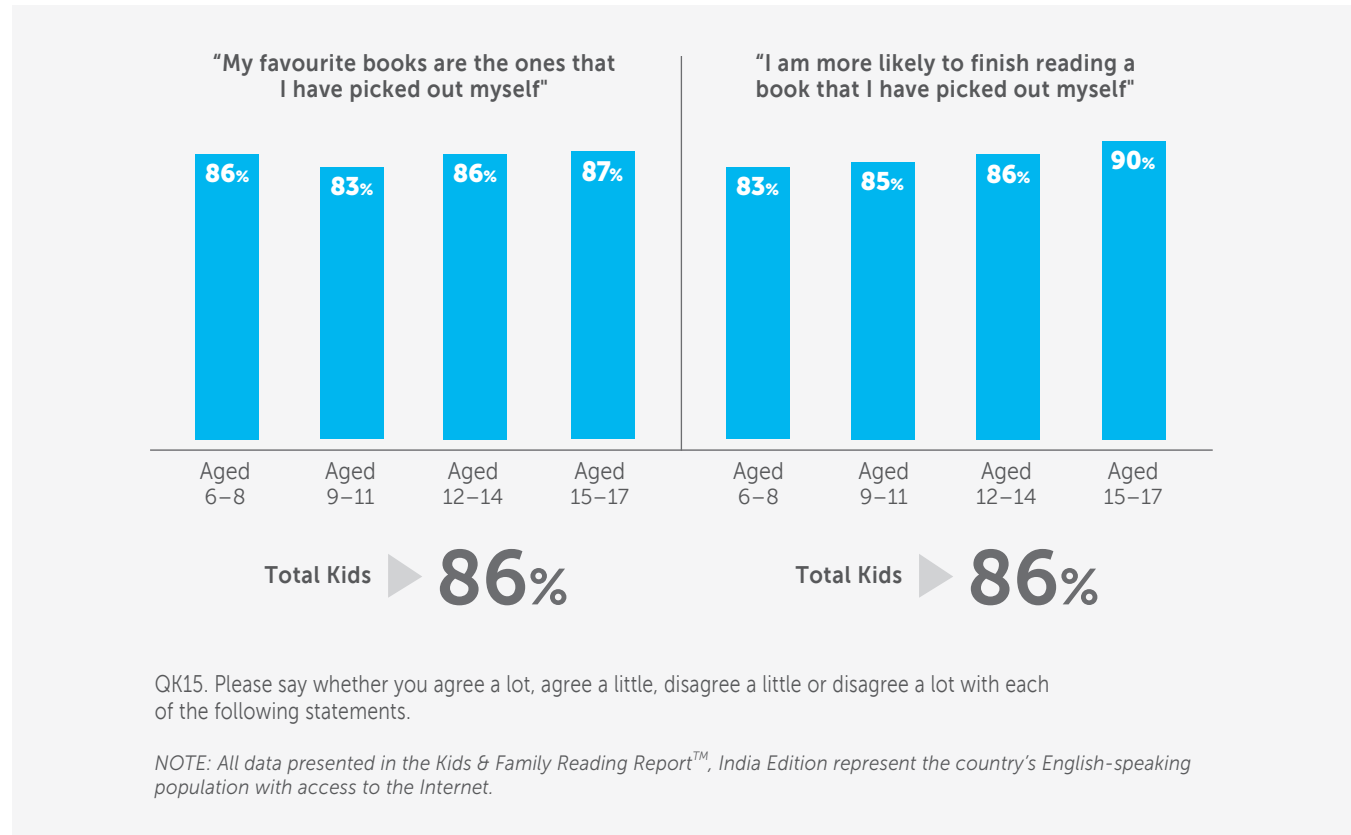
SECTION IV:

What Kids Want in Books

Children's favourite books—and the ones they are most likely to finish—are the ones they pick out themselves.

Children's Agreement with Statements

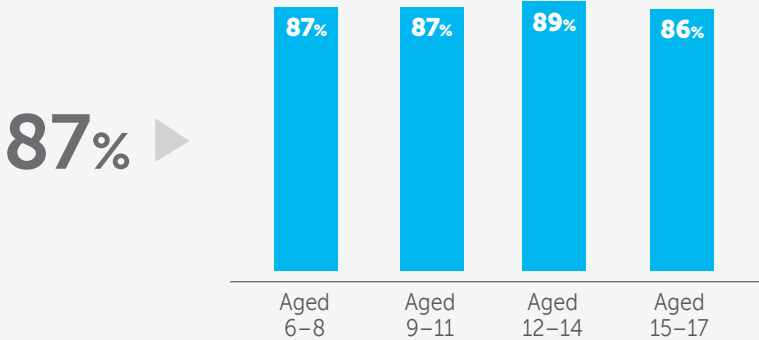
Base: Children Aged 6–17



Across all ages, an overwhelming majority of children (87%) say they would read more if they could find more books that they like.

Children’s Agreement with Statement:
“I would read more if I could find more books that I like.”

Base: Children Aged 6–17



QK15. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

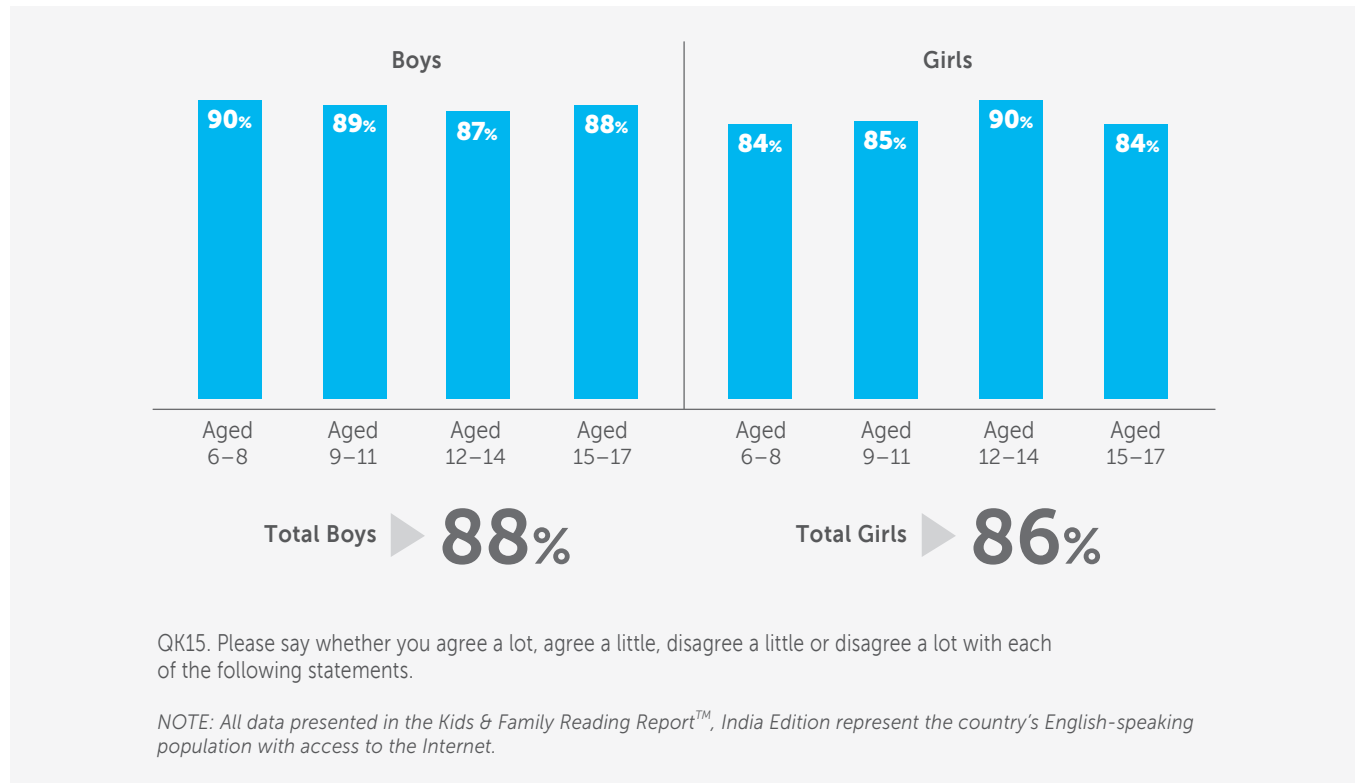
90%
of kids aged 6–17 agree:
“I feel **proud** and
have a **sense of
accomplishment**
when I **finish**
reading a book.”

“I get to learn so many things and after reading can also discuss different things with friends.”
— 11-year-old girl

Boys and girls equally agree that they would read more if they could find books that they like.

Children’s Agreement with Statement:
“I would read more if I could find more books that I like”

Base: Children Aged 6–17



"I feel all parents should take an interest in reading so that children follow suit."

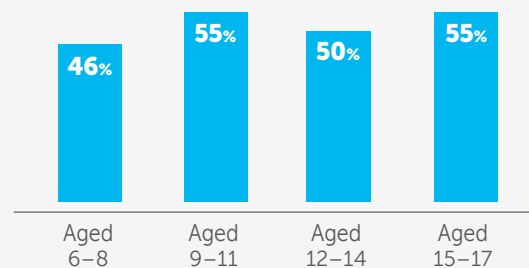
— Father, 9-year-old boy

Meanwhile, about half of parents (52%) say their child has trouble finding books they like.

**Parents' Agreement with Statement:
"My child has trouble finding books he/she likes"**

Base: Parents of Children Aged 6–17

52%



QP35. Please indicate whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each of the following statements.

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

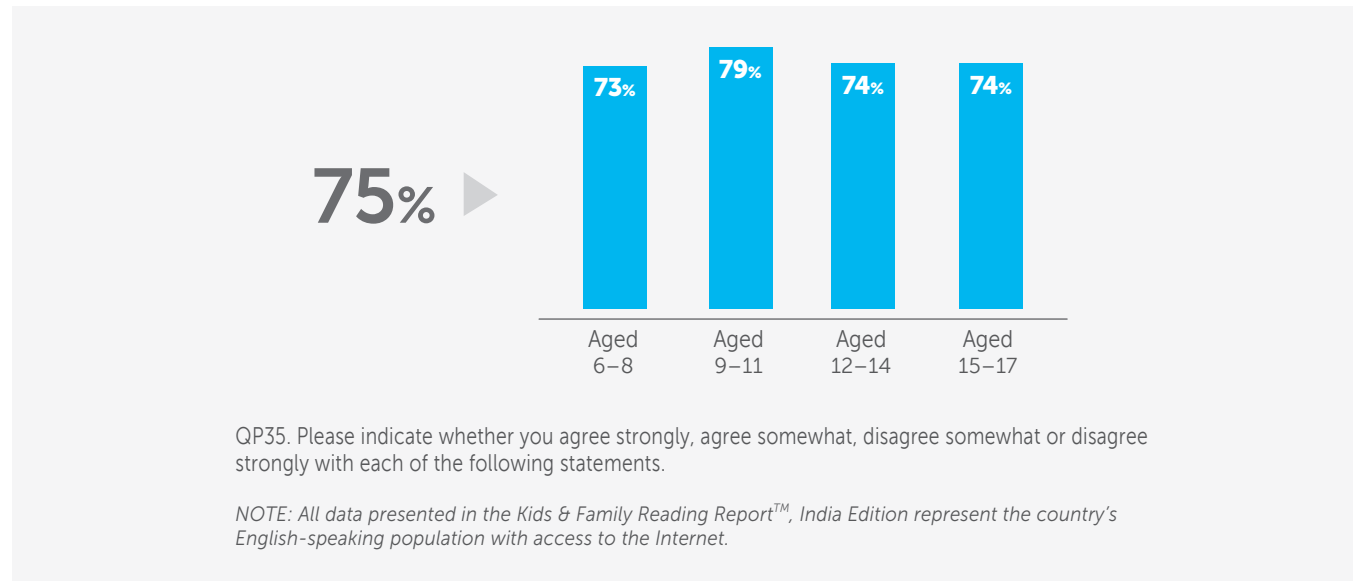
“When reading becomes fun, it will become part of life for my child. Only then will she retain the knowledge in books.”

— Father, 13-year-old girl

Further, three-quarters of parents (75%) say they themselves need help finding books their child likes.

Parents' Agreement with Statement:
“I need help finding books my child likes”

Base: Parents of Children Aged 6–17



“Reading nonfiction teaches me new words, and I also read about some great experiences that inspire me.”

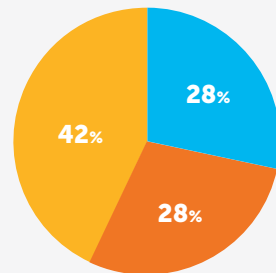
— 12-year-old girl

Children are split as to whether they enjoy series or single books more, but about one-third (35%) prefer fiction to nonfiction.

Types of Books Children Prefer

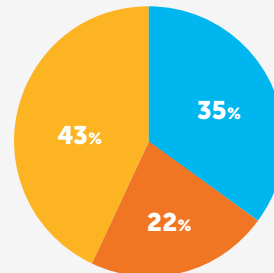
Base: Children Aged 6–17

- Usually part of a series
- Usually not part of a series
- I like both equally



Series vs. Not

- Mostly fiction
- Mostly nonfiction
- I like both equally



Fiction vs. Nonfiction

QK19a/b. Please complete the sentence with the one answer that sounds most like you. The books I enjoy the most are...

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

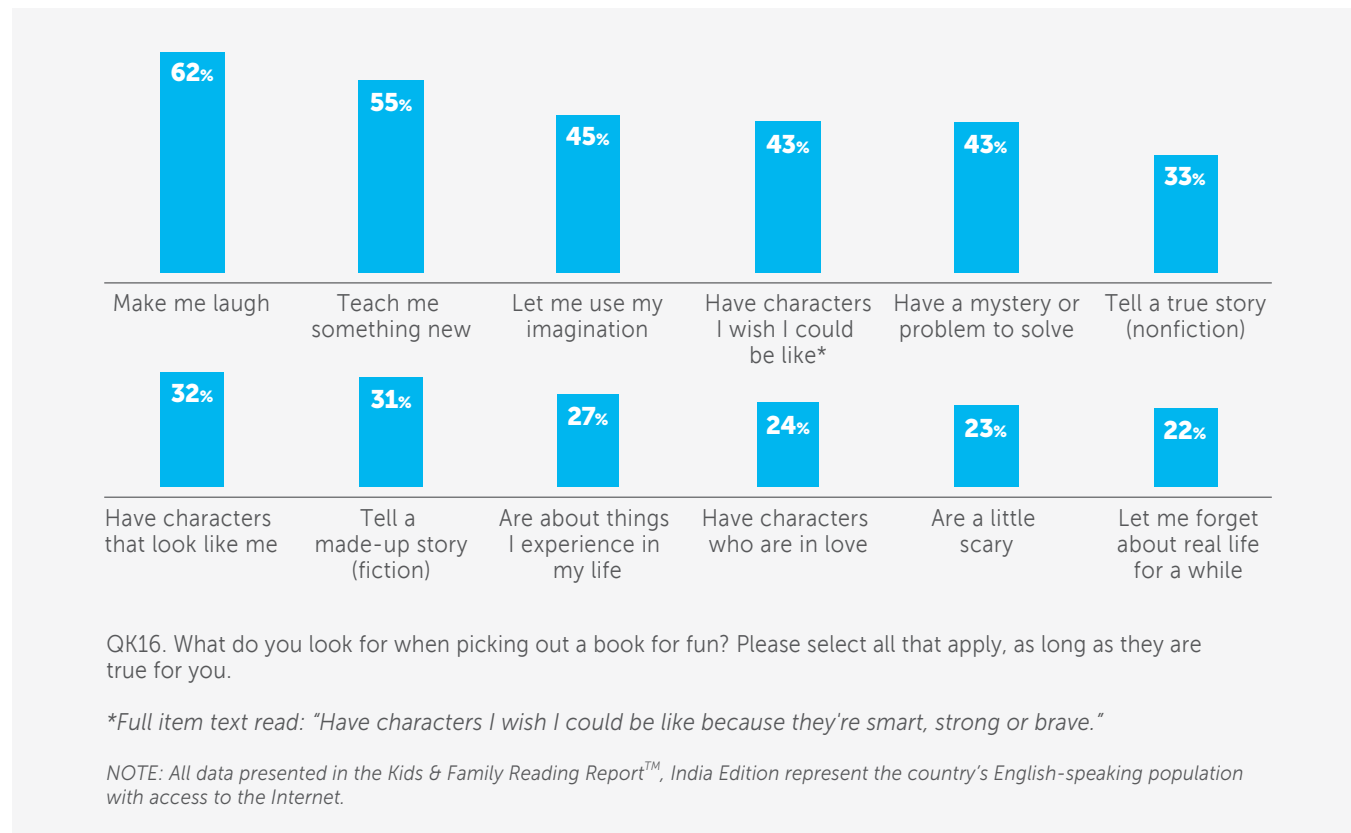
“Reading gives me a sense of relaxation.”

— 14-year-old boy

Above all, children want books that make them laugh.

Things Children Look for When Picking Out a Book to Read for Fun

Base: Children Aged 6–17



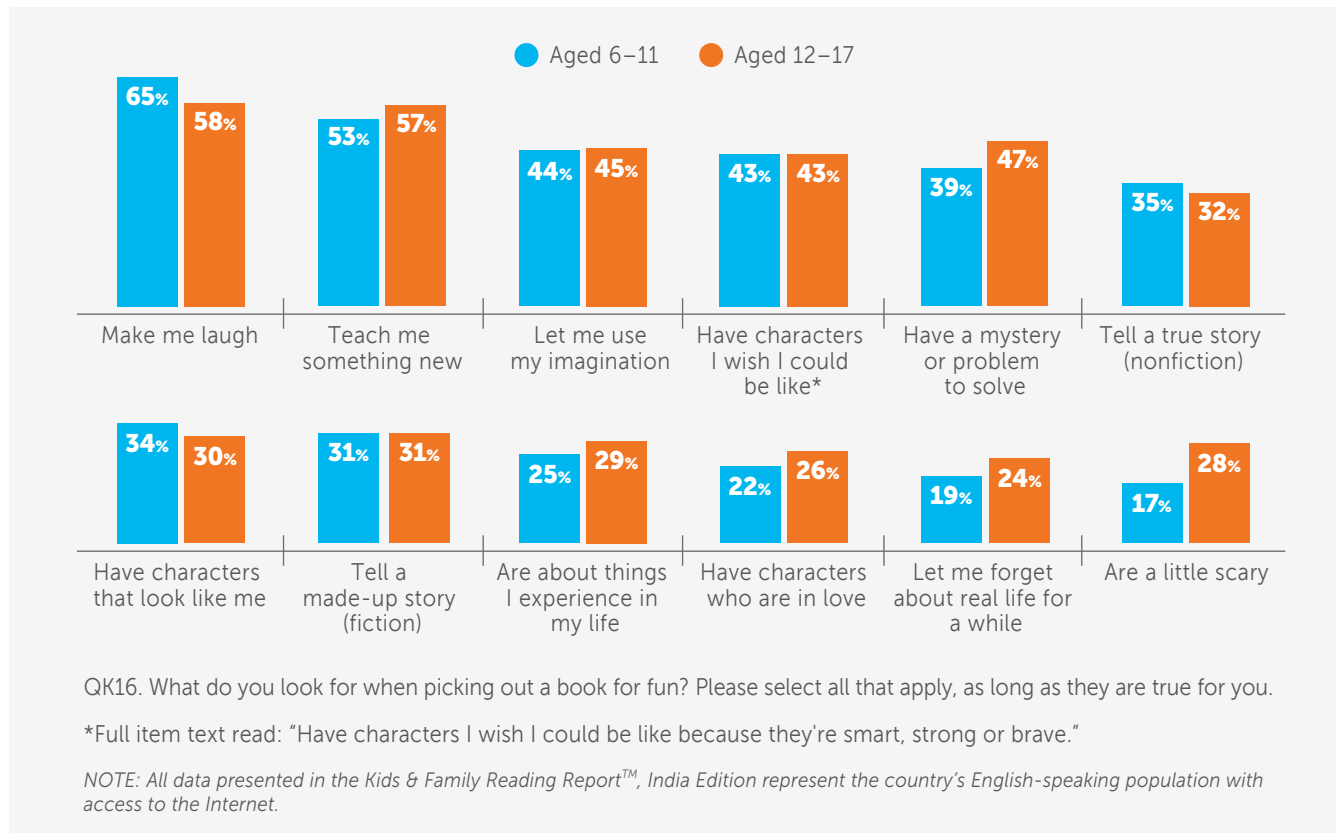
“Reading makes me forget about my life for a while.”

— 17-year-old girl

Older children are more likely than younger kids to want books that have a mystery or problem to solve or are a little scary.

Things Children Look for When Picking Out a Book to Read for Fun

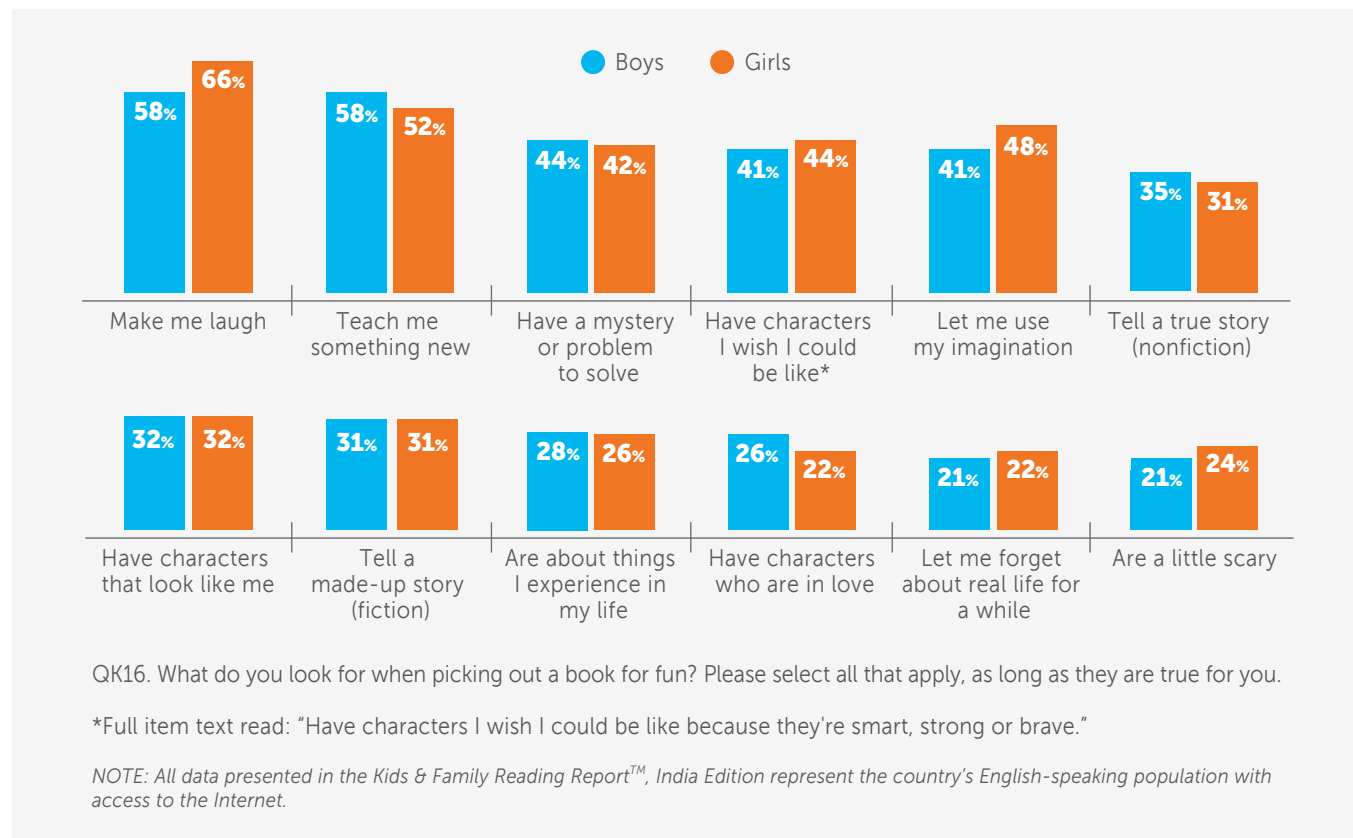
Base: Children Aged 6–17



Girls are more likely than boys to want books that make them laugh and let them use their imaginations; otherwise, boys and girls have very similar taste in books.

Things Children Look for When Picking Out a Book to Read for Fun

Base: Children Aged 6–17



22%

of kids aged 12–17 say the person who does the best job of picking out books to read for fun is "Me," compared with 11% of kids aged 6–11.

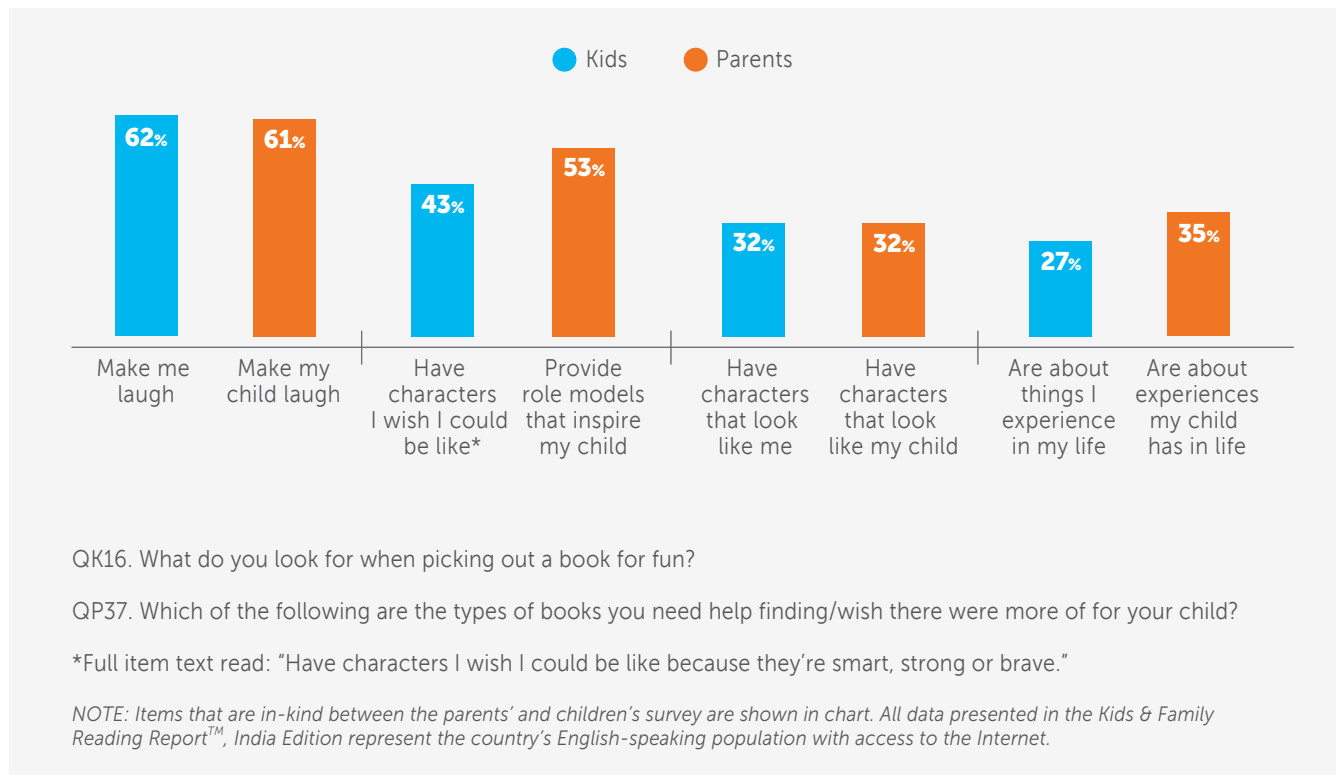
"I love to see my child spending time reading good books."

— Father, 12-year-old girl

What parents want in books for their children is often the same as what kids want for themselves.

Comparison of Things Children Want in Books to Things Parents Want in Books for Their Kids

Base: Children Aged 6–17 and Parents of Children Aged 6–17



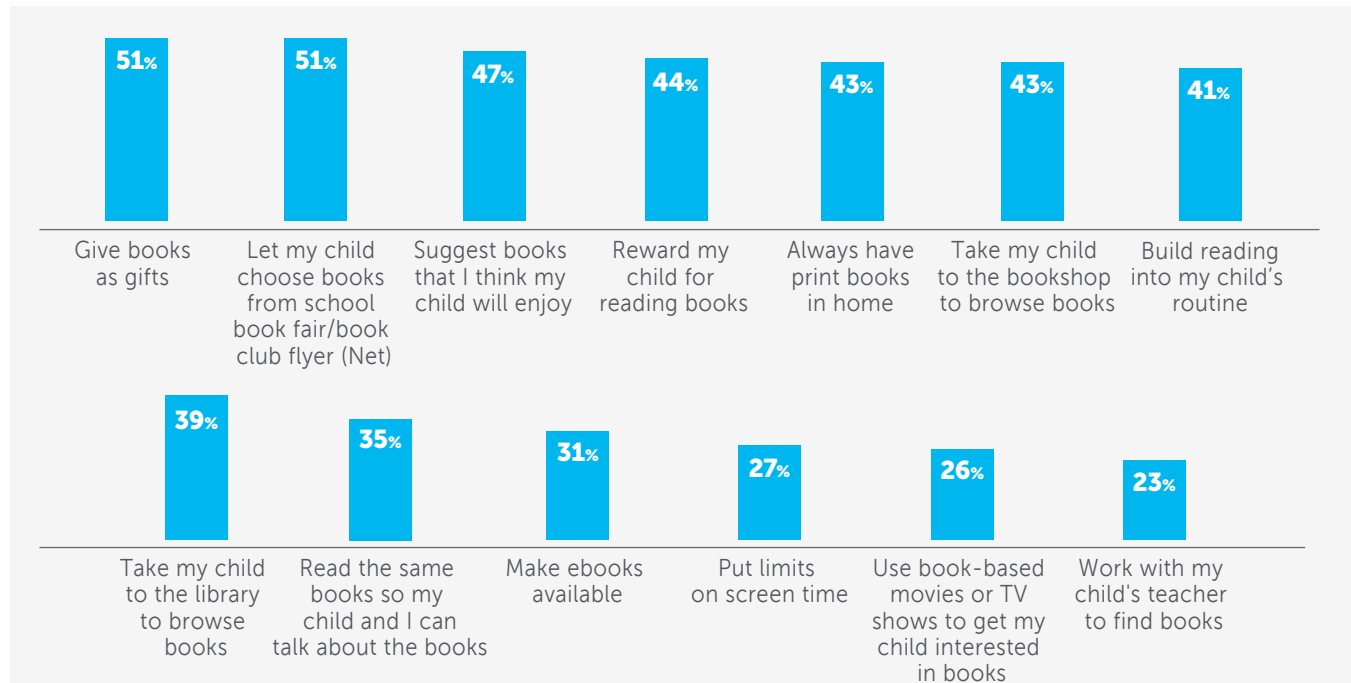
“Getting children to read books is the need of the hour.”

— Father, 8-year-old girl

Parents are most likely to encourage their children to read by giving them books as gifts and letting them choose books from the school book fair or book club flyer.

Things Parents Do to Encourage Their Child to Read Books for Fun

Base: Parents of Children Aged 6–17



QP39. Which of the following do you currently do to encourage your child to read books for fun?

NOTE: The net item combines “school book fair” and “school book club flyer.” All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

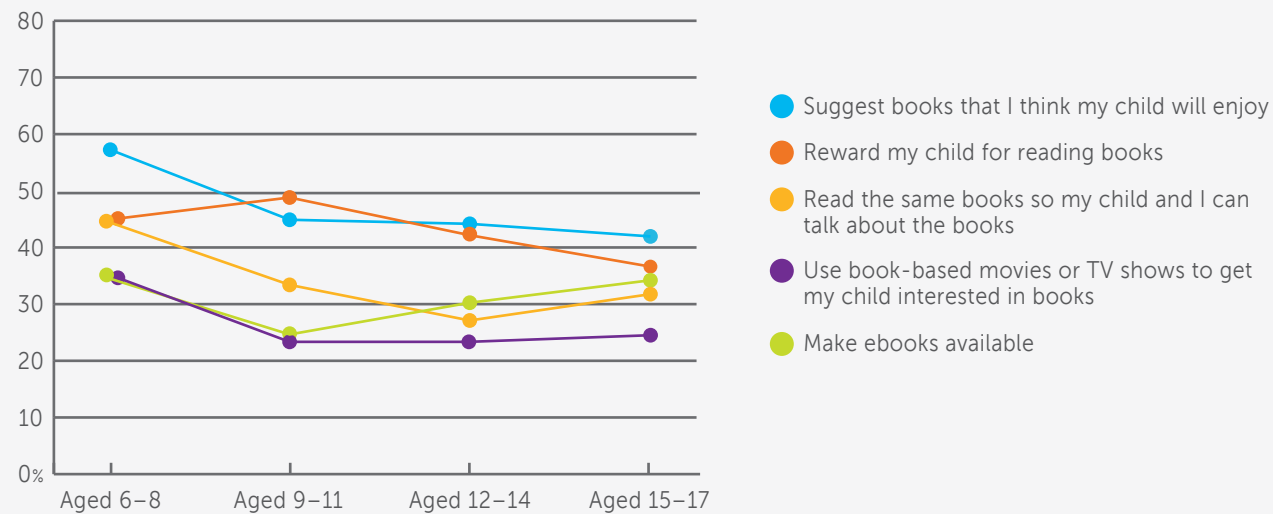
“My child spends more time reading now that she can read herself.”

— Father, 8-year-old girl

Parents’ strategies to encourage reading shift with age.

Things Parents Do to Encourage Their Child to Read Books for Fun

Base: Parents of Children Aged 6–17



QP39. Which of the following do you currently do to encourage your child to read books for fun?

NOTE: Select items shown in chart. All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

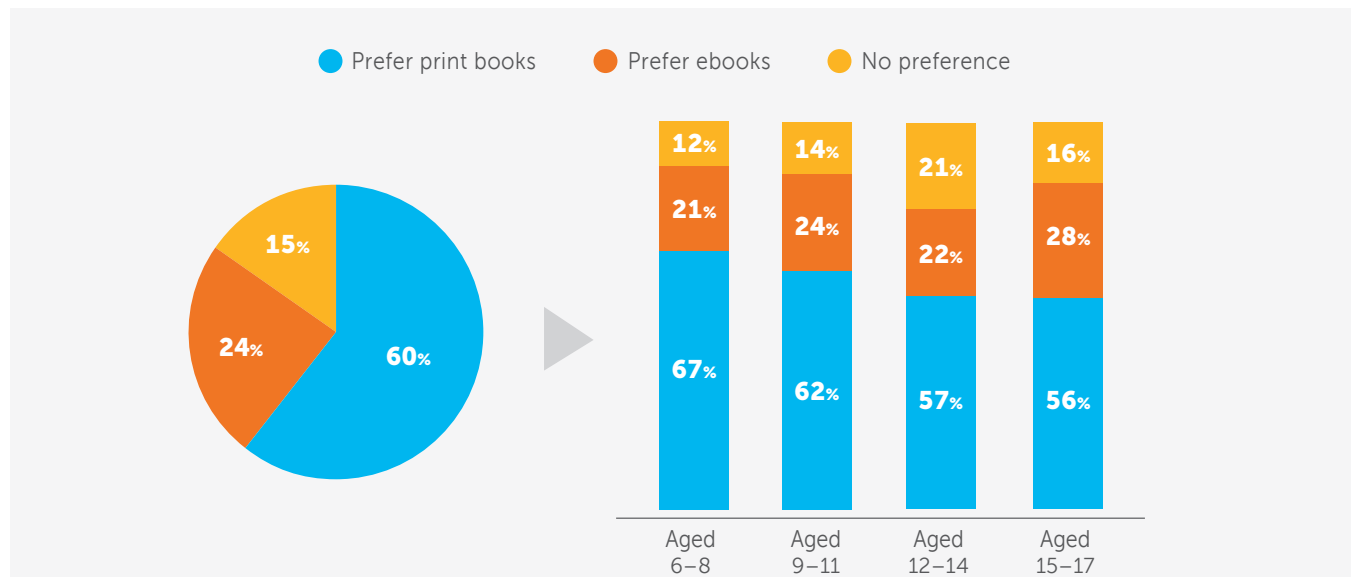
“The more she uses electronic devices, the less she concentrates on reading books. And yet we need a balance of both to survive in this competitive world.”

— Father, 6-year-old girl

Six in ten parents (60%) prefer that their children read print books when reading for fun; this is especially true among parents of children aged 6–8.

Parents’ Book Preferences for Their Child: Print Books vs. eBooks

Base: Parents of Children Aged 6–17



QP16. How would you prefer your child read books for fun?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country’s English-speaking population with access to the Internet.

SPOTLIGHT:

Print Books in a Digital World

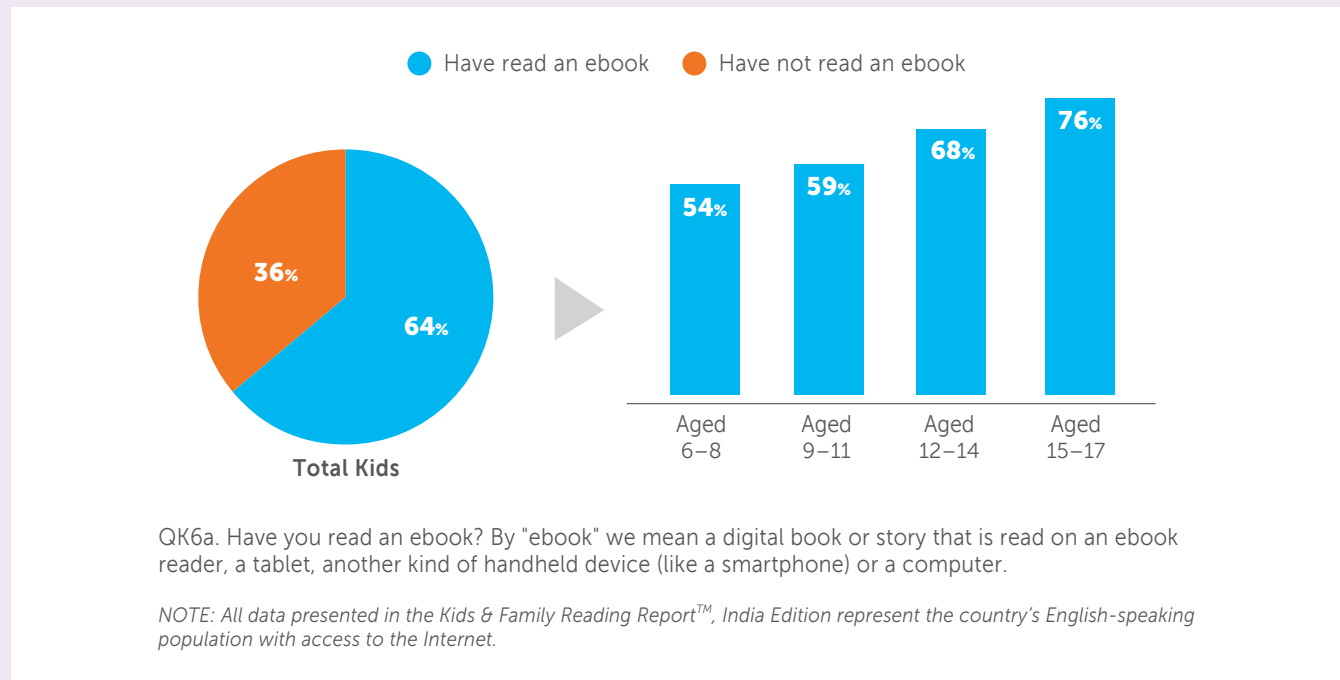
More than six in ten children (64%) have read an ebook; this likelihood increases with age.

“The digital world will open the world to her in terms of reading books.”

— Father, 2-year-old girl

Percentage of Children Who Have Read an eBook

Base: Children Aged 6–17

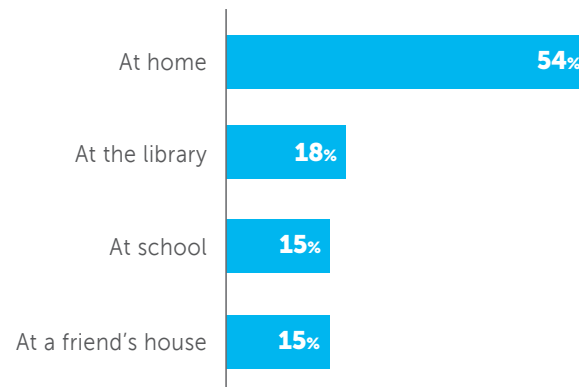


SPOTLIGHT: Print Books in a Digital World

Children are mostly reading ebooks at home.

Places Children Read eBooks

Base: Children Aged 6–17



QK28. When you read ebooks, do you read them...

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

74%

of parents with kids
aged 6–17

have personally
read an ebook.

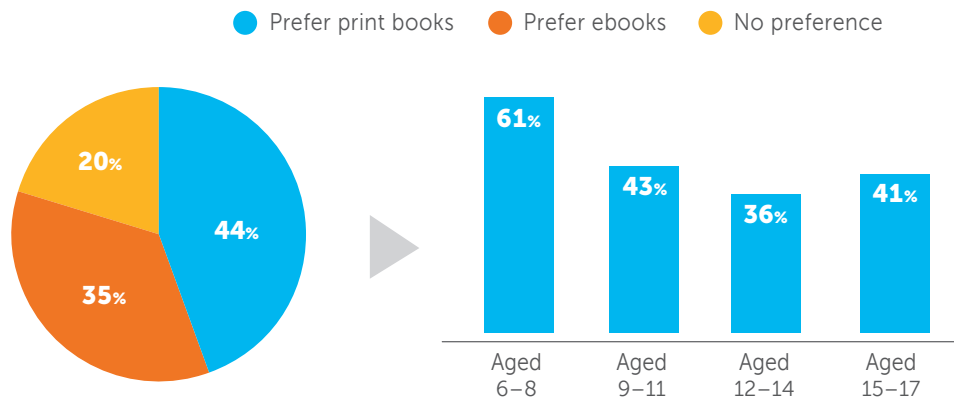
“It gives him a break from real life, plus he gets time away from technology.”

— Guardian, 15-year-old boy

More than four in ten children who have read an ebook (44%) prefer to read print books, with children aged 6–8 being particularly likely to say so.

How Children Prefer to Read Books: Print vs. eBooks

Base: Children Aged 6–17 Who Have Read an eBook



QK29b. In general, would you rather read...

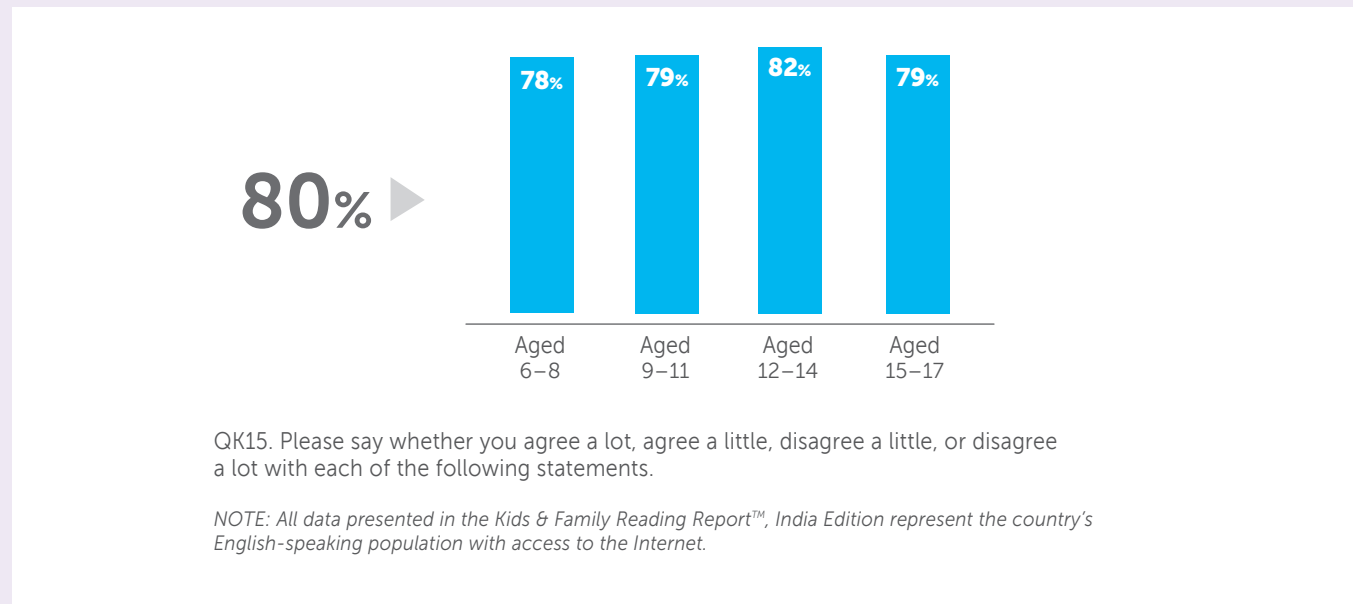
NOTE: Data in this chart are among the 64% of children who have read an ebook. All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

SPOTLIGHT: Print Books in a Digital World

The vast majority of children (80%) agree: they will always want to read print books, even though there are ebooks available.

Children's Agreement with Statement: "I'll always want to read books printed on paper even though there are ebooks available"

Base: Children Aged 6–17



52%

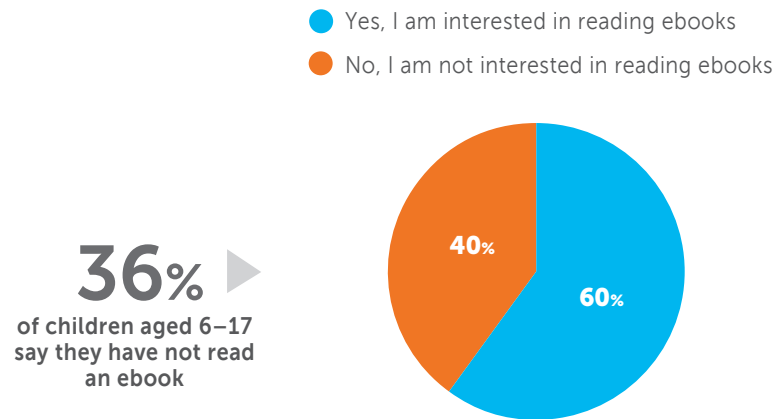
of parents with kids aged 6–17 and who have read an ebook say

that they **prefer print books** for their personal reading.

Among children who have not read an ebook, six in ten (60%) express an interest in reading ebooks.

Interest in Reading eBooks

Base: Children Aged 6–17 Who Have Not Read an eBook



QK6b. Are you interested in reading books [ADDED FOR KIDS AGED 6–8: or stories] on any of the types of electronic devices mentioned in the last question?

NOTE: Data in this chart are among the 36% of kids who have not read an ebook. All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

68%

of kids aged 12–14 who have not read an ebook say

they are **interested** in **reading ebooks**—more so than any other age group.

“I get to spend quality time with her and inspire her love of reading.”

— Mother, 10-year-old girl

Home libraries are composed of far more print books than ebooks. Just about four in ten parents (42%) who say there are print books in the home say these are predominantly books for children; the same applies for ebooks in the home.

Average Number of Print and eBooks in Home

Base: Parents of Children Aged 6–17

89
Print books

15
eBooks

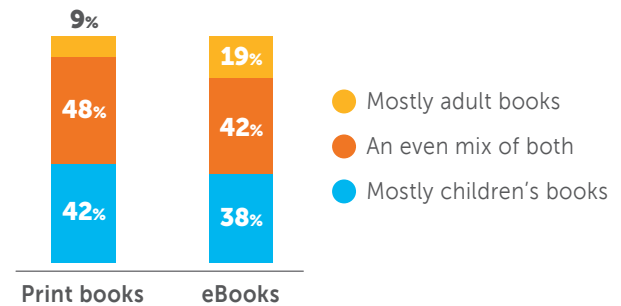
QP54. How many print books are in your home?

QP55. How many ebooks does your family own?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

Percentage of Children's vs. Adult Books in Home

Base: Parents of Children Aged 6–17 Who Say There Are Print Books and eBooks in Their Home



QP56. Which describes your print book collection best?

QP57. Which describes your ebook collection best?

NOTE: All data presented in the Kids & Family Reading Report™, India Edition represent the country's English-speaking population with access to the Internet.

BOOKS OR SERIES 6–8 YEAR-OLD CHILDREN
CONSIDER THEIR VERY FAVOURITE



QK12. What book or series would you say is your very favourite?

BOOKS OR SERIES 9–11 YEAR-OLD CHILDREN CONSIDER THEIR VERY FAVOURITE



QK12. What book or series would you say is your very favourite?

BOOKS OR SERIES 12–14 YEAR-OLD CHILDREN
CONSIDER THEIR VERY FAVOURITE



QK12. What book or series would you say is your very favourite?

BOOKS OR SERIES 15–17 YEAR-OLD CHILDREN
CONSIDER THEIR VERY FAVOURITE



QK12. What book or series would you say is your very favourite?

What Kids Want In Books

When Reading for Fun, Kids Aged 6–17 Say
THEY WANT BOOKS THAT:



62%
Make me **laugh**



55% Teach me something new



45% Let me use my **imagination**



43%

Have **characters** I wish I could be like because they're **smart, strong or brave**



43%

Have a **mystery** or **problem** to solve



33%

Tell a **true** story



86%

of kids aged 6–17 say My **favourite books** are the ones that I have **picked out myself**.

Kids Aged 6–8

Are more likely than older kids to want: books that **make them laugh**

Kids Aged 9–11

Are more likely than younger and older kids to want: books that **tell a true story**

Kids Aged 12–14

Are more likely than kids who are younger to want: books that **are a little scary**

Kids Aged 15–17

Are more likely than younger kids to want: books that let them **forget about real life for a while** and that have **smart, strong or brave characters**

Favourites: *Harry Potter, Tintin, Panchatantra*

Favourites: *Harry Potter, Comics, Geronimo Stilton*

Favourites: *Harry Potter, Geronimo Stilton, Comics*

Favourites: *Harry Potter, Comics, Goosebumps*



APPENDIX A:

Study Methodology

- The study was managed and fielded by YouGov, using their panel of India-based respondents.
- The sample consisted of parents with children aged 6–17 who first completed a series of questions before passing the survey on to one randomly selected child in the target age range. Additionally, a sample of parents of children aged 0–5 completed the parent-focused portion of the survey.
- 701 pairs of children and adults from the same household completed the survey, along with 350 parents of children aged 0–5.
- The survey was fielded between 23 September 2015 and 1 October 2015.
- Final data on household characteristics including parents' gender, region, and income were examined against data about Internet penetration in India generally and were found to align so that no sample balancing was needed. It is important to note that, as with any online survey of the Indian population, only about 27% of the population are considered "Internet users,"* and these users skew wealthier, more male, and more urban than the general population of India.** The data presented in this report should thus be viewed in light of these facts.

*<https://www.techinasia.com/india-move-236-million-mobile-internet-users-2016/>

**<http://www.ibtimes.com/india-have-second-largest-internet-user-base-does-mean-better-access-1726711>

APPENDIX A:

Additional Study Methodology

- Some survey language was modified in age-appropriate ways to ensure comprehension among children aged 6–8.
- Children aged 6–8 were not asked some survey questions also due to comprehension limitations and limitations on the length of a survey appropriate for 6–8 year-olds.
- Parents were invited to help young children read the survey but 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.
- Close to nine in ten (87%) adults interviewed were the parent of the child interviewed. 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		Household Income	Parents of 0–17 Year-Olds
6–8	25%	Less than 3 lakh	14%
9–11	25%	3–5 lakh	21%
12–14	25%	5–8 lakh	26%
15–17	25%	More than 8 lakh	35%
		Prefer not to say	4%
Gender of Child Respondents		Relationship of Adult Respondent to Child	Parents of 0–17 Year-Olds
Boys Aged 6–17	50%	Parent (Net)	87%
Girls Aged 6–17	50%	Mother	39%
		Father	48%
		Other Guardian (Net)	13%

APPENDIX C:

Subgroup Sample Sizes

Age of Child Respondents		Age of Child Respondents within Gender	
Total	701	Boys Aged 6–8	87
6–8	175	Girls Aged 6–8	88
9–11	175	Boys Aged 9–11	87
12–14	175	Girls Aged 9–11	88
15–17	176	Boys Aged 12–14	87
		Girls Aged 12–14	88
Gender of Child Respondents		Boys Aged 15–17	88
Boys Aged 6–17	349	Girls Aged 15–17	88
Girls Aged 6–17	352	Age of Child that Parents Answered About	
		Parents of Children Aged 0–17	1,051
		Parents of Children Aged 0–5	350
		Parents of Children Aged 0–2	175
		Parents of Children Aged 3–5	175
		Parents of Children Aged 6–17	701

APPENDIX C:

Subgroup Sample Sizes (continued)

Reading Frequency of Child Aged 6–17	
Frequent Readers (read books for fun 5–7 days a week)	227
Moderately Frequent Readers (read books for fun 1–4 days a week)	420
Infrequent Readers (read books for fun less than 1 day a week)	54

Reading Frequency of Child Within Age	
Frequent Readers Aged 6–11	113
Infrequent Readers Aged 6–11	22
Frequent Readers Aged 12–17	114
Infrequent Readers Aged 12–17	32

Children Aged 6–17 Who Read Independently with Their Class or School	
Total	353
Boys	183
Girls	170

Children Aged 6–17 Who Have Read an eBook	
Total	450
6–8	94
9–11	104
12–14	119
15–17	133

To view the report online, visit
www.scholastic.co.in/readingreport

