



Kids & Family Reading Report™

5th Edition



YouGov®



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Key Findings

In fall 2014, Scholastic, in conjunction with YouGov, conducted a 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 2,558 parents and children, including 506 parents of children ages 0–5; 1,026 parents of children ages 6–17; plus one child age 6–17 from the same household, are as follows:

The State of Kids & Reading

- ▶ Half of all children ages 6–17 (51%) are currently reading a book for fun and another one in five (20%) just finished one. (Page 8)
- ▶ Both parents of children ages 6–17 (71%) and kids (54%) rank strong reading skills as the most important skill a child should have. Yet while 86% of parents say reading books for fun is extremely or very important, only 46% of kids say the same. (Pages 9 & 10)
- ▶ Three-quarters of parents with children ages 6–17 (75%) agree “I wish my child would read more books for fun,” and 71% agree “I wish my child would do more things that did not involve screen time.” (Pages 10 & 15)

Spotlight: What Makes Frequent Readers

- ▶ Frequent readers, defined as children who read books for fun 5–7 days a week, differ substantially in a number of ways from infrequent readers—those who read books for fun less than one day a week. For instance, 97% of frequent readers ages 6–17 say they are currently reading a book for fun or have just finished one, while 75% of infrequent readers say they haven’t read a book for fun in a while. (Pages 12 and 27)

- Children ages 6–11 who are frequent readers read an average of 43.4 books per year, whereas infrequent readers in this age group read only 21.1 books annually. An even more profound difference occurs among children ages 12–17, with frequent readers reading 39.6 books annually and infrequent readers reading only 4.7 books per year. (Page 27)
- There are several predictors that children ages 6–17 will be frequent readers. Three dynamics among the most powerful predictors are:
 - being more likely to rate themselves as “really enjoying reading”
 - a strong belief that reading for fun is important and
 - having parents who are frequent readers. (Page 23)
- Additional factors that predict children ages 6–11 will be frequent readers include reading aloud early and often, specific characteristics kids want in books and spending less time online using a computer. (Page 24)
- Additional factors that predict children ages 12–17 will be frequent readers include reading a book of choice independently in school, ereading experiences, a large home library, having been told their reading level and having parents involved in their reading habits. (Page 25)

Key Findings (continued)

Reading Aloud at Home

- More than half of children ages 0–5 (54%) are read aloud to at home 5–7 days a week. This declines to only one in three kids ages 6–8 (34%) and to one in six kids ages 9–11 (17%); four in 10 children ages 6–11 who were read books aloud at home (40%) say they wished their parents had continued reading aloud to them. (Pages 31 & 33)
- When it comes to being read aloud to at home, more than eight in 10 children (83%) across age groups say they love(d) or like(d) it a lot—the main reason being it was a special time with parents. (Pages 34 & 35)

Spotlight: Reading with Kids from Birth

- Nearly three-quarters of parents with children ages 0–5 (73%) say they started reading aloud to their child before age one, yet only 30% say they began before the age of three months. (Page 42)
- Six in 10 parents with children ages 0–5 (60%) have received advice that children should be read aloud to from birth; however, just under half of parents in the lowest-income households (47%) received this advice vs. 74% in the highest-income households. (Page 40)

Reading in School

- One third of children ages 6–17 (33%) say their class has a designated time during the school day to read a book of choice independently, but only 17% do this every or almost every school day. (Page 47)
- Half of children ages 6–17 who read independently as a class or school (52%) say it's one of their favorite parts of the day or wish it would happen more often. (Page 49)

- ▶ School plays a bigger role in reading books for fun among children in lower-income homes. Sixty-one percent of children ages 6–17 from the lowest-income homes say they read for fun mostly in school or equally at school and at home, while 32% of kids ages 6–17 from the highest-income homes say the same. (Page 45)

What Kids Want in Books

- ▶ Ninety-one percent of children ages 6–17 say “my favorite books are the ones that I have picked out myself.” (Page 56)
- ▶ The majority of kids ages 6–17 (70%) say they want books that “make me laugh.” Kids also want books that “let me use my imagination” (54%), “tell a made-up story” (48%), “have characters I wish I could be like because they’re smart, strong or brave” (43%), “teach me something new” (43%) and “have a mystery or a problem to solve” (41%). (Page 57)

Spotlight: Print Books in a Digital World

- ▶ While the percentage of children who have read an ebook has increased across all age groups since 2010 (25% vs. 61%), the majority of children who have read an ebook say most of the books they read are in print (77%). (Pages 65 & 67)
- ▶ Nearly two-thirds of children (65%)—up from 2012 (60%)—agree that they’ll always want to read books in print even through there are ebooks available. (Page 68)



SECTION I:

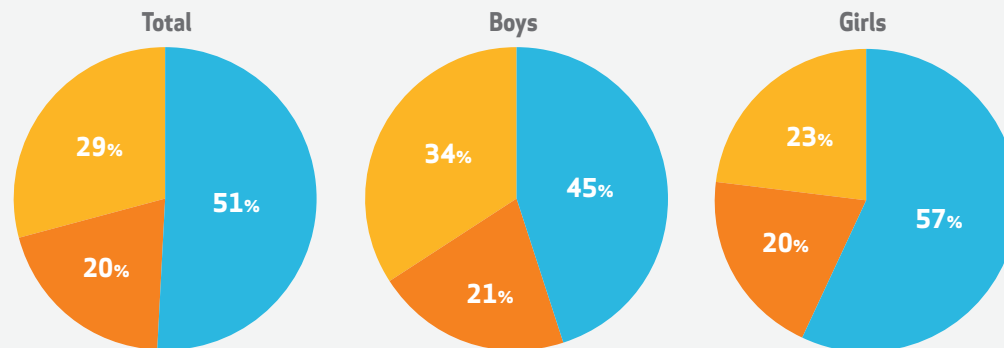
The State of Kids & Reading

Half of children ages 6–17 (51%) are currently reading a book for fun and another one in five (20%) just finished one.

Whether Children Are Currently Reading Books for Fun

Base: Children Ages 6–17

- Currently reading a book for fun
- Not currently reading a book for fun, but just finished one
- Haven't read a book for fun in a while



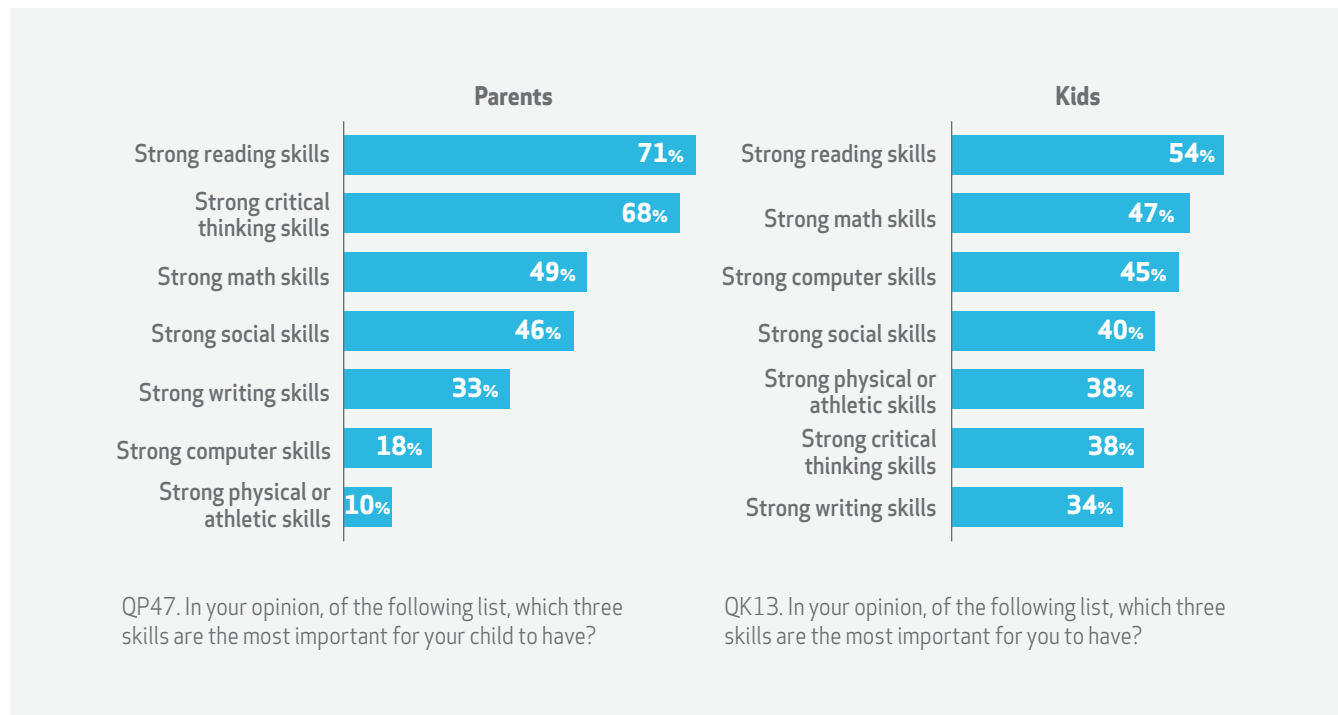
QK10. Which best describes you?

“Reading opens
your mind to all the
possibility out there.”

—9-year-old boy, GA

Both children and parents say strong reading skills are among the most important skills children should have, though fewer kids than parents say this.

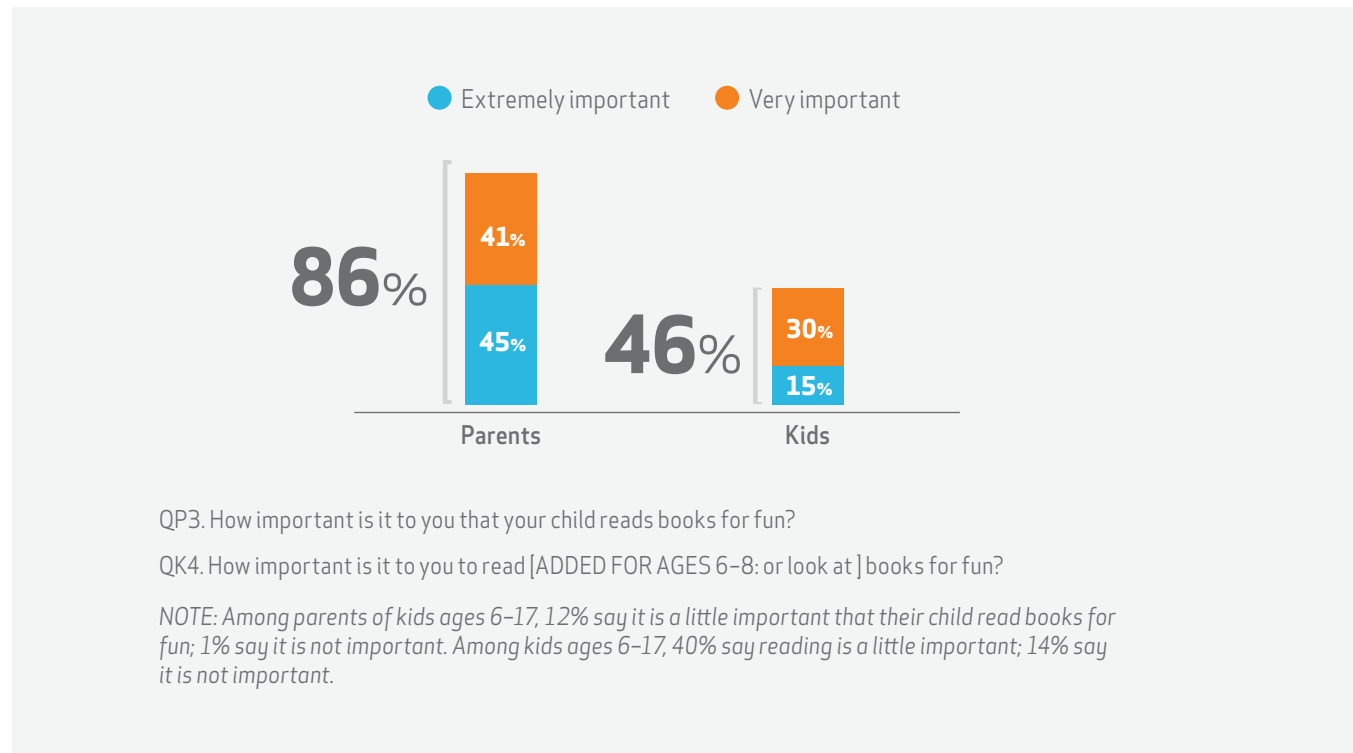
Parents’ and Children’s Views on the Three Most Important Skills Kids Should Have
Base: Parents of Children Ages 6-17 (Left) and Children Ages 6-17 (Right)



While almost nine in 10 parents of children ages 6–17 (86%) say it is extremely or very important for their child to read books for fun, less than half of kids (46%) say the same.

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

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



75%

of parents with kids ages 6–17 agree:

“I wish my child would read more books for fun.”

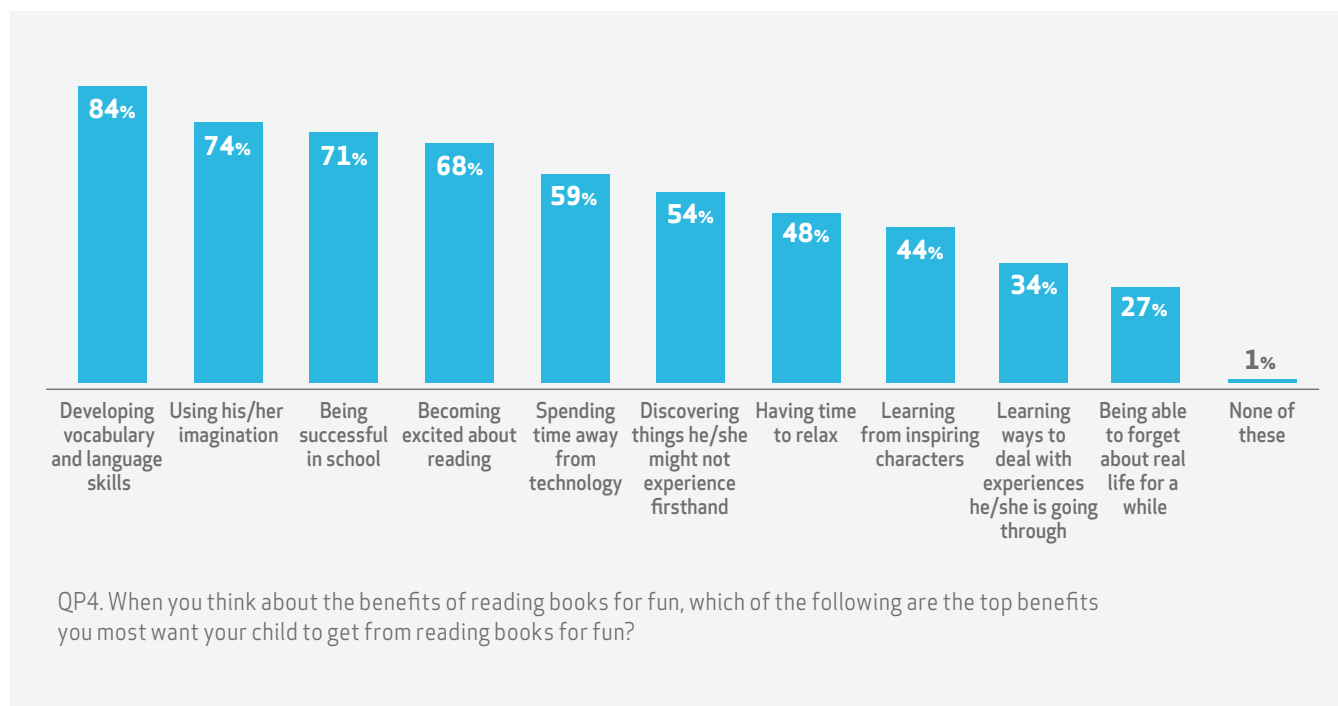
Parents identify many benefits they want their children to get from reading books for fun.

“It’s extremely important for me to be able to find books that my child can relate to and empower her to be strong.”

— Mother, 6-year-old girl, NY

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

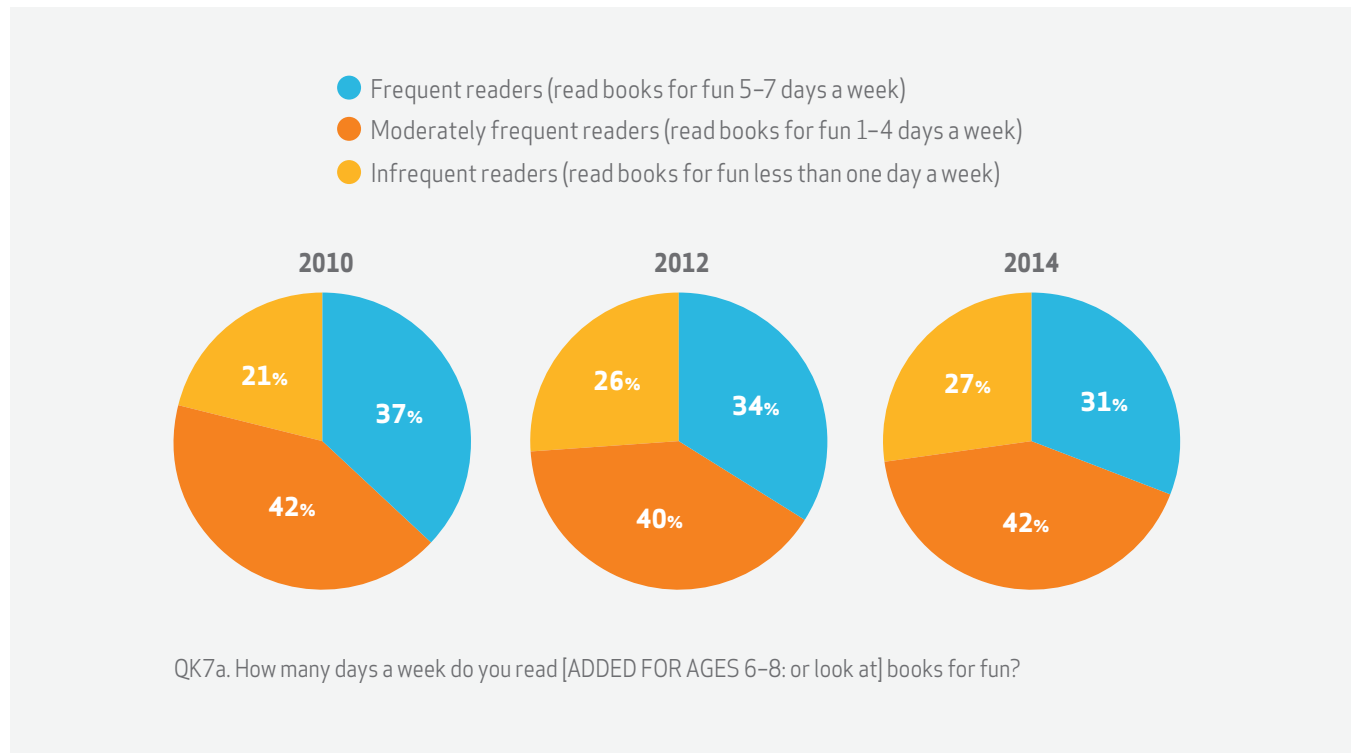
Base: Parents of Children Ages 6–17



The percentage of moderately frequent readers has remained consistent over the years, while slightly fewer children are now reading books for fun 5-7 days a week.

Frequency with Which Children Read Books for Fun

Base: Children Ages 6-17



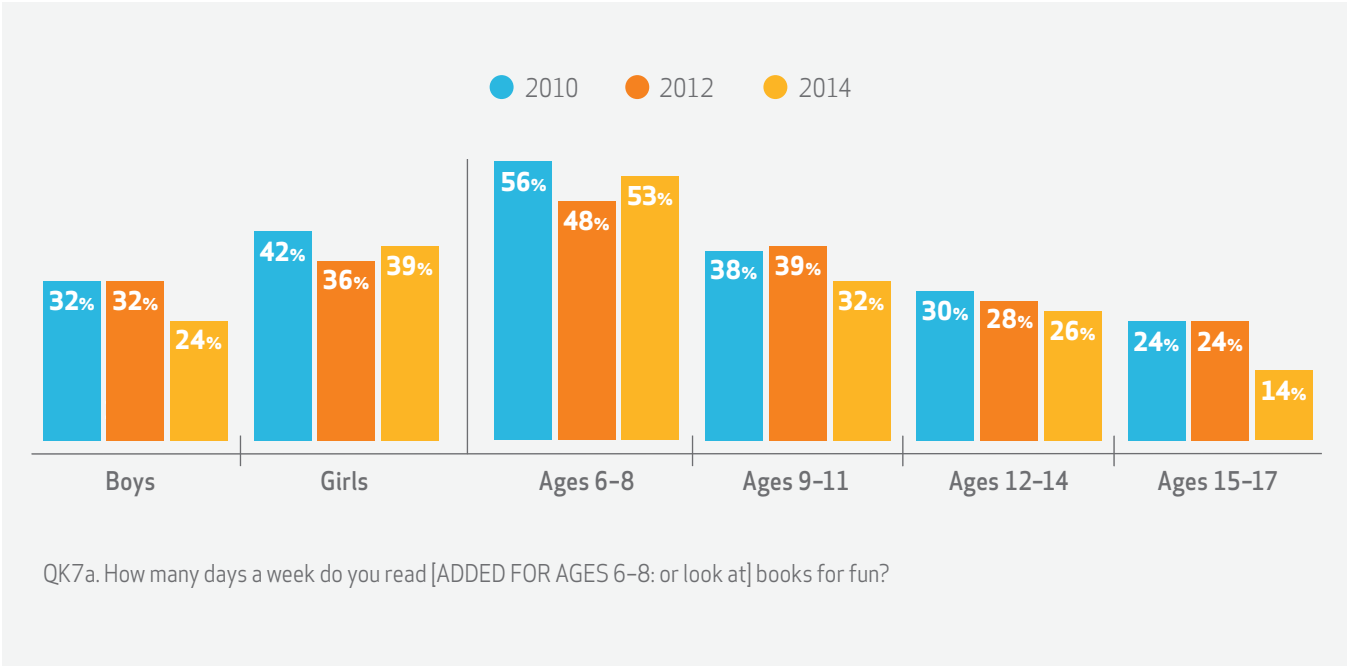
97%

of frequent readers ages 6-17 are

currently **reading a book for fun (82%)** or have **just finished one (15%)**.

Although reading frequency among girls and children ages 6–8 is similar to 2010, reading frequency has dropped among boys and kids older than age 8.

Percentage of Children Who Read Books for Fun 5–7 Days a Week
 Base: Children Ages 6–17



21%

of parents with kids ages 6-17 say they personally read books for fun 5-7 days a week. This is down from 28% in 2010 and 30% in 2012.

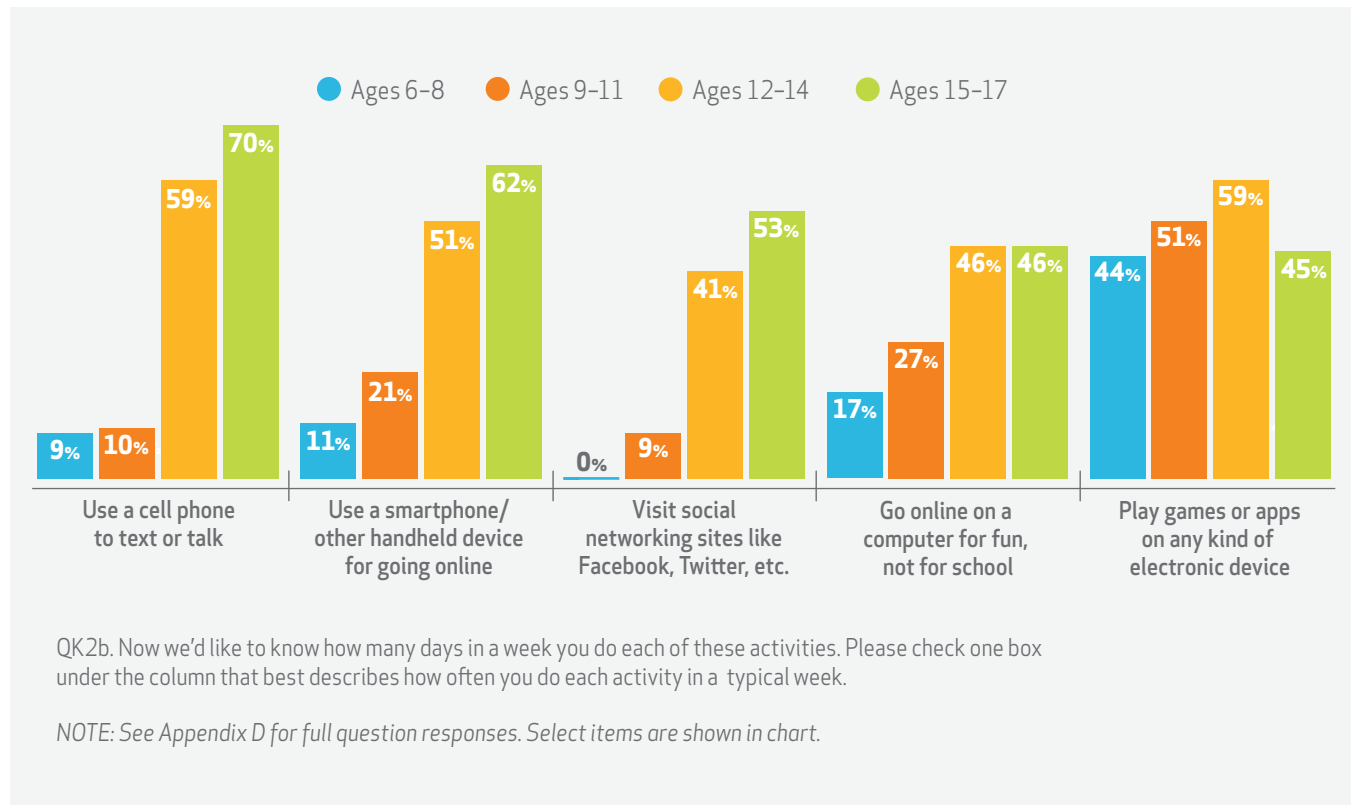
“When my son was younger, he really wanted to read more than anybody else at school. As he got older, more things entered his life and took him away from reading.”

—Mother, 13-year-old boy, NJ

As children grow older, reading competes with many activities.

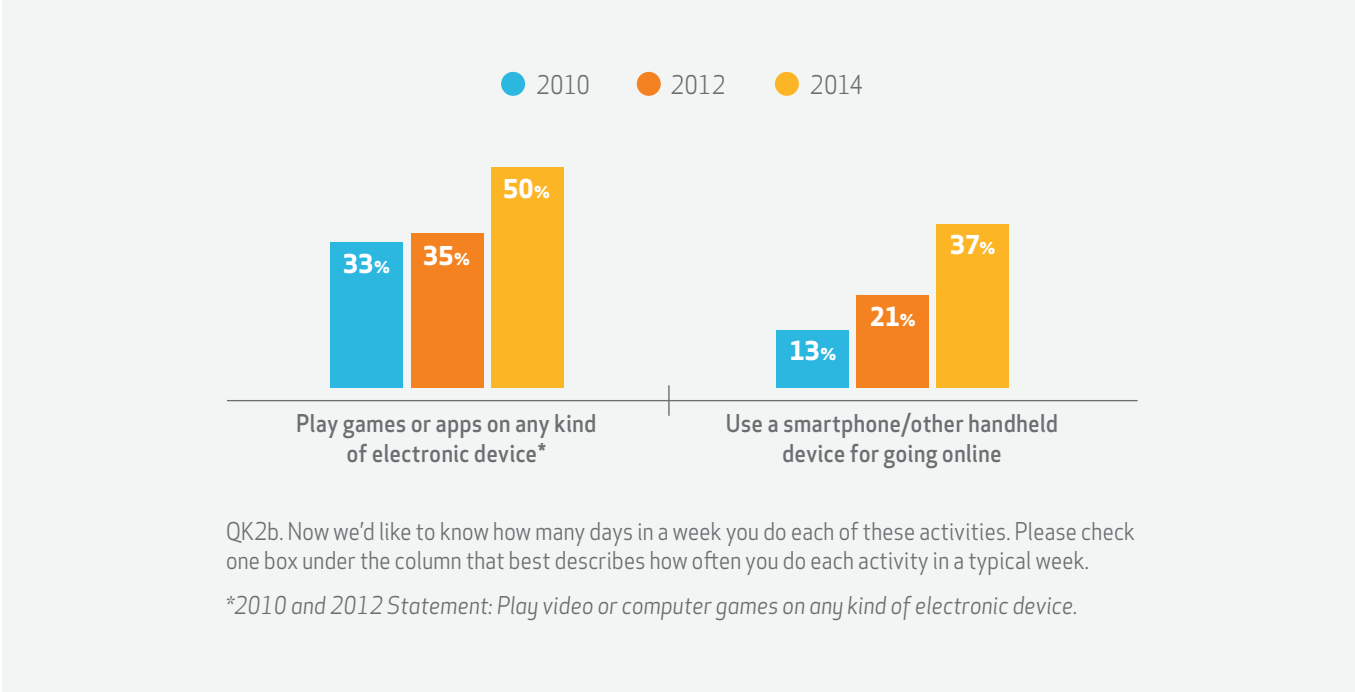
Percentage of Children Who Do Activities 5-7 Days a Week

Base: Children Ages 6-17



More children are playing games or apps and more are using a smartphone or other handheld device for going online 5-7 days a week than in years past.

Percentage of Children Who Do Activities 5-7 Days a Week
Base: Children Ages 6-17



71%

of parents with kids ages 6-17 agree:

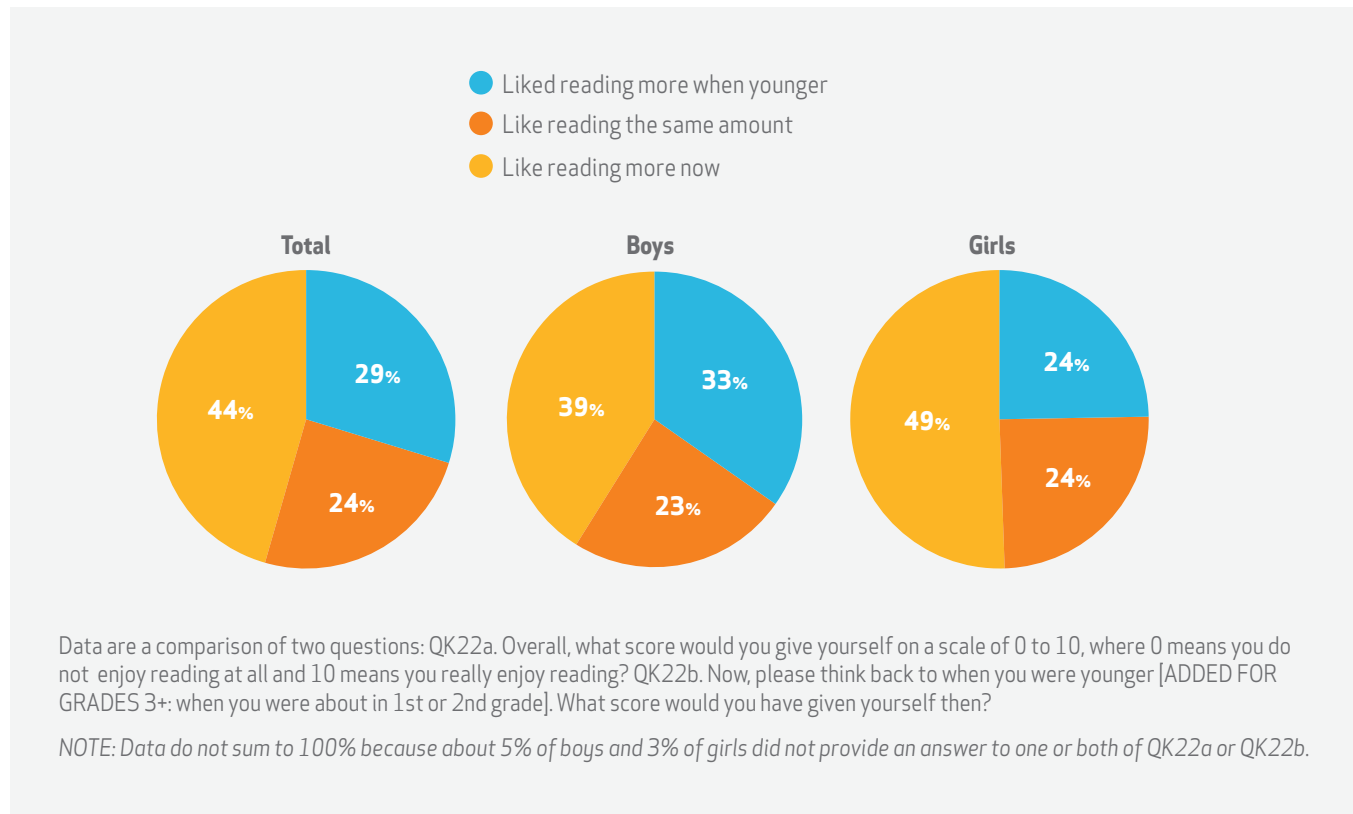
"I wish my child would **do more things** that did **not involve screen time.**"

“When you’re younger, you don’t realize how much there is out there to read.”

—10-year-old boy, NJ

While more than four in 10 children (44%) like reading more now that they are older, nearly three in 10 (29%)—especially boys—liked reading more when they were younger.

Comparison of How Much Children Enjoy Reading Now to When They Were Younger Base: Children Ages 6–17



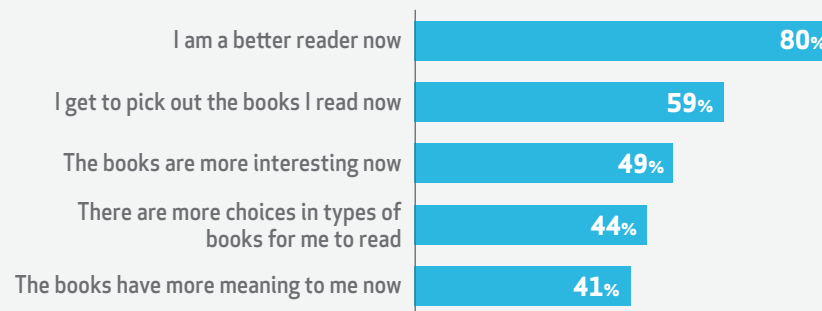
“My reading skills have improved so much from last year. I love reading.”

—9-year-old girl, AL

Among children who like reading more now, the most common reason they give is that they are now better readers.

Reasons Children Enjoy Reading More Now Compared to When They Were Younger

Base: Children Ages 6–17 Who Like Reading More Now



QK23a. What are some of the reasons that you enjoy reading more now compared to when you were younger?

NOTE: Data in this chart are among the 44% of kids who enjoy reading more now compared to when they were younger. See Appendix D for full question responses. Top five items are shown in chart.

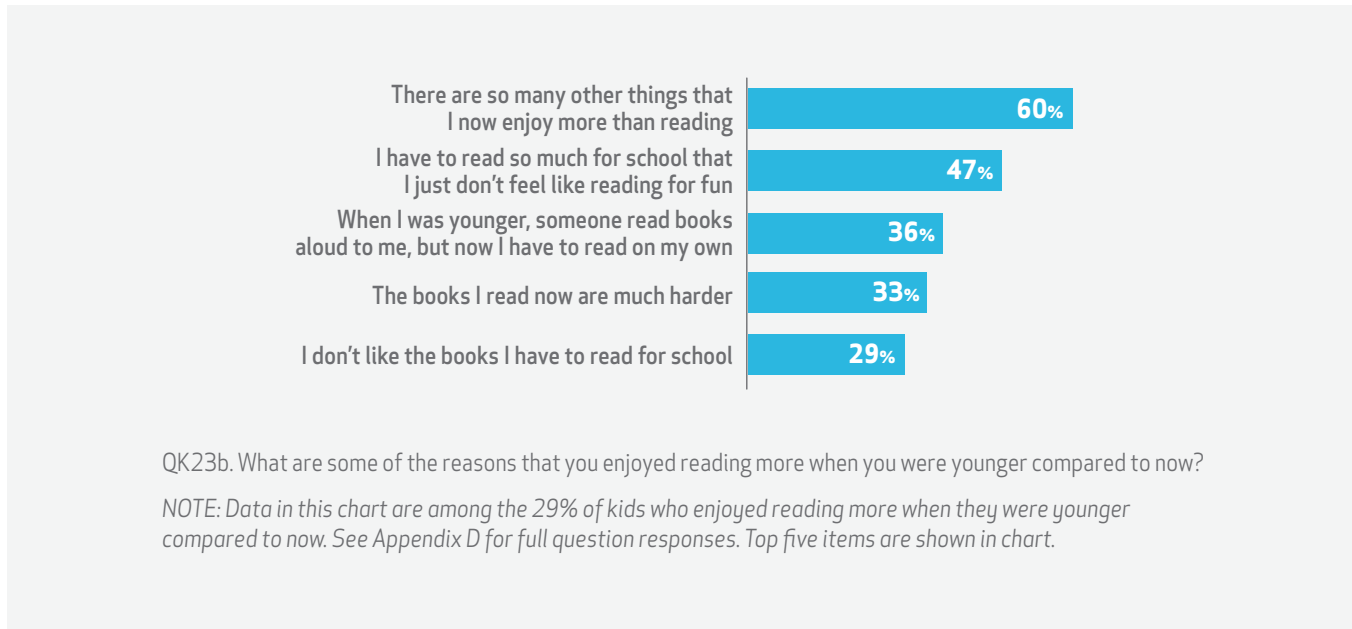
“I do like reading, but it’s not at the top of things I like to do.”

—12-year-old boy, NJ

Among children who liked reading more when they were younger, the most common reason they give is that there are now many other things they enjoy more than reading.

Reasons Children Enjoyed Reading More When Younger Compared to Now

Base: Children Ages 6–17 Who Enjoyed Reading More When They Were Younger

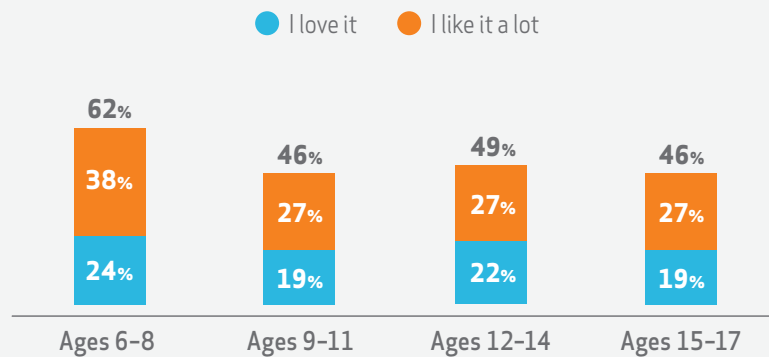


“It is hard to find books I like.”

—15-year-old boy, NY

Reading enjoyment declines sharply after age 8.

Degree to Which Children Enjoy Reading Books for Fun
Base: Children Ages 6-17



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

NOTE: See Appendix D for full question responses.

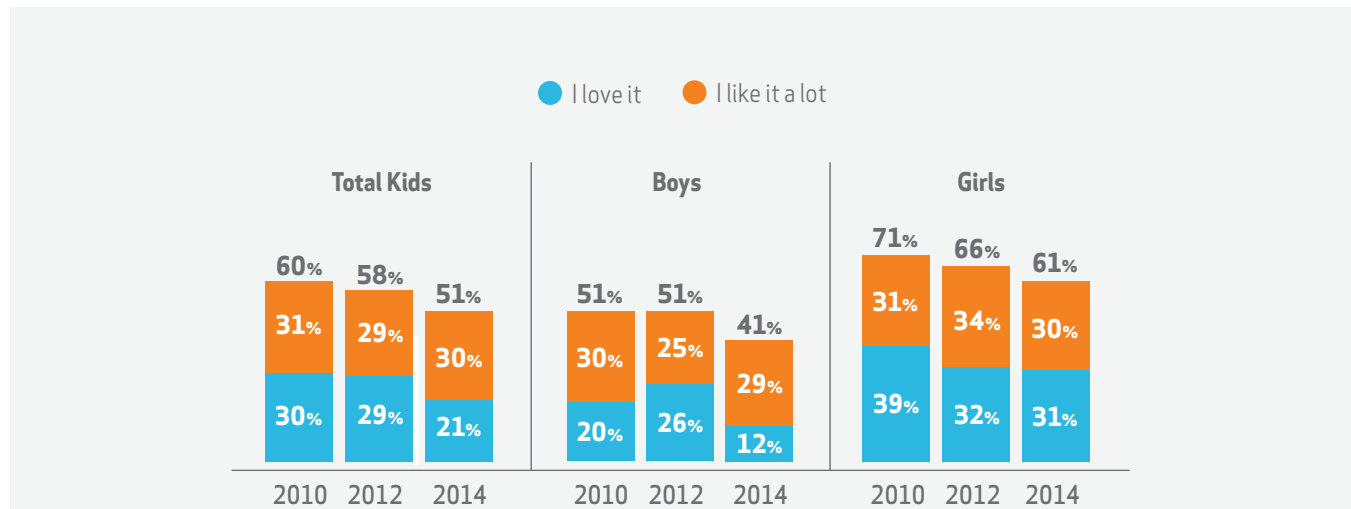
“Reading gives me a chance to use my imagination and ask questions.”

—9-year-old boy, LA

While half of all children ages 6–17 (51%) love or like reading books for fun a lot, this percentage has declined since 2010.

Degree to Which Children Enjoy Reading Books for Fun

Base: Children Ages 6–17

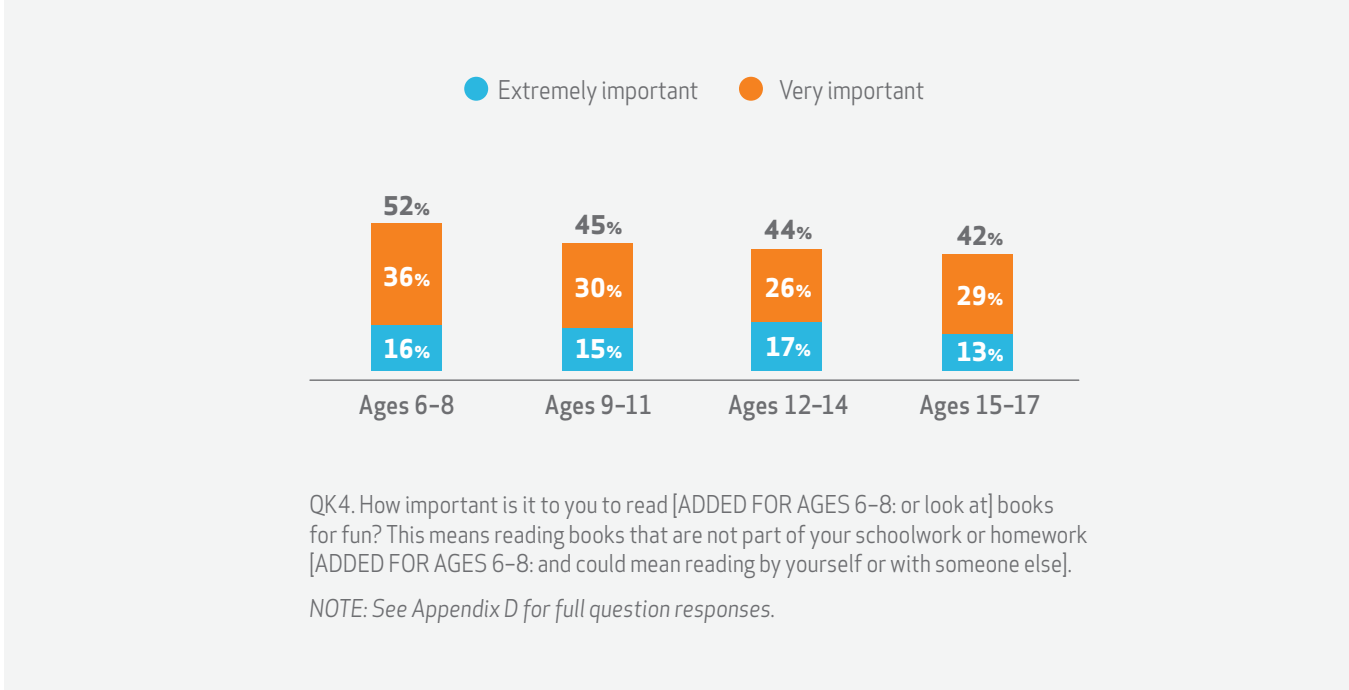


QK5. How much do you enjoy reading books for fun?

NOTE: Among kids ages 6–17 in 2014, 37% say they like reading a little; 12% say they do not like it at all.

The percentage of children who say reading books for fun is extremely or very important drops after age 8.

Children’s Views on the Importance of Reading Books for Fun Base: Children Ages 6–17



“In second and third grade, I read above my grade level and I felt really proud of that. But then the books got bigger and bigger, and it got more intimidating.”

—11-year-old girl, NJ

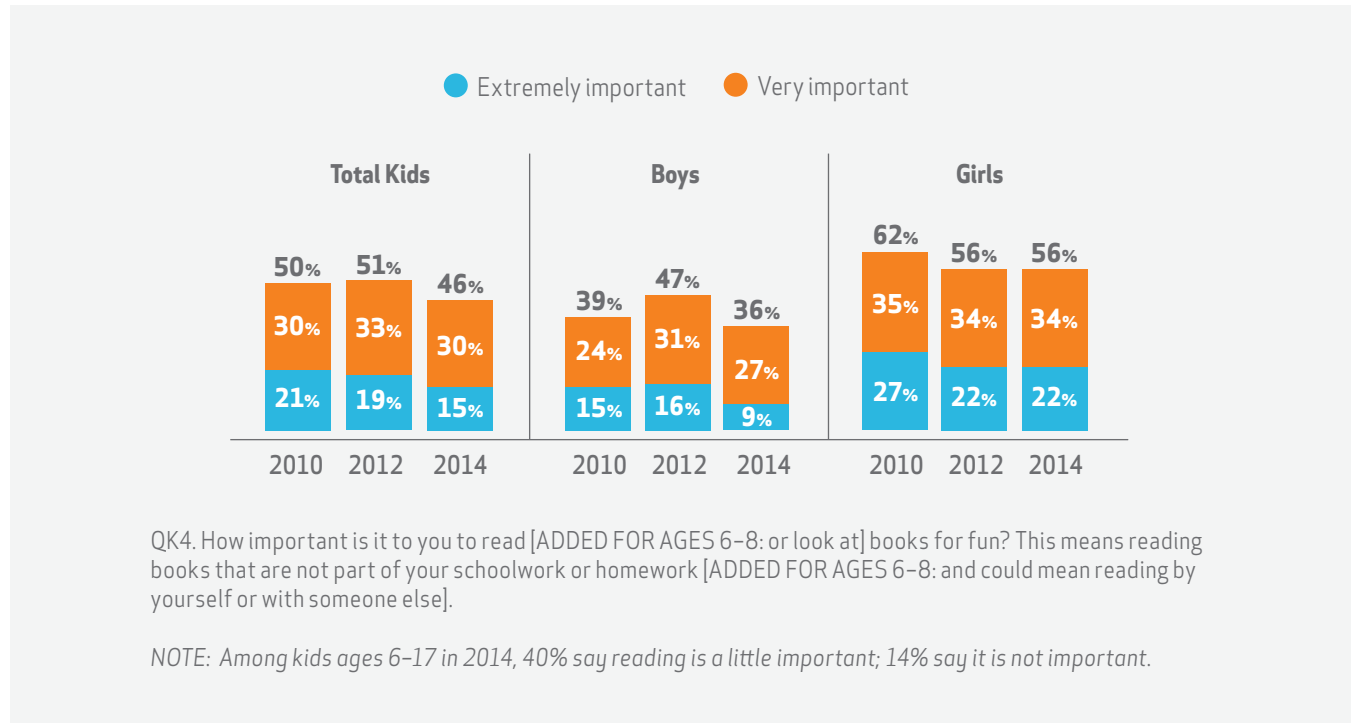
“There are things to read every day everywhere.”

—13-year-old girl, MN

Girls are more likely than are boys to say reading books for fun is extremely or very important, although boys and girls are less likely to say this compared to years past.

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

Base: Children Ages 6–17



SPOTLIGHT:

What Makes Frequent Readers

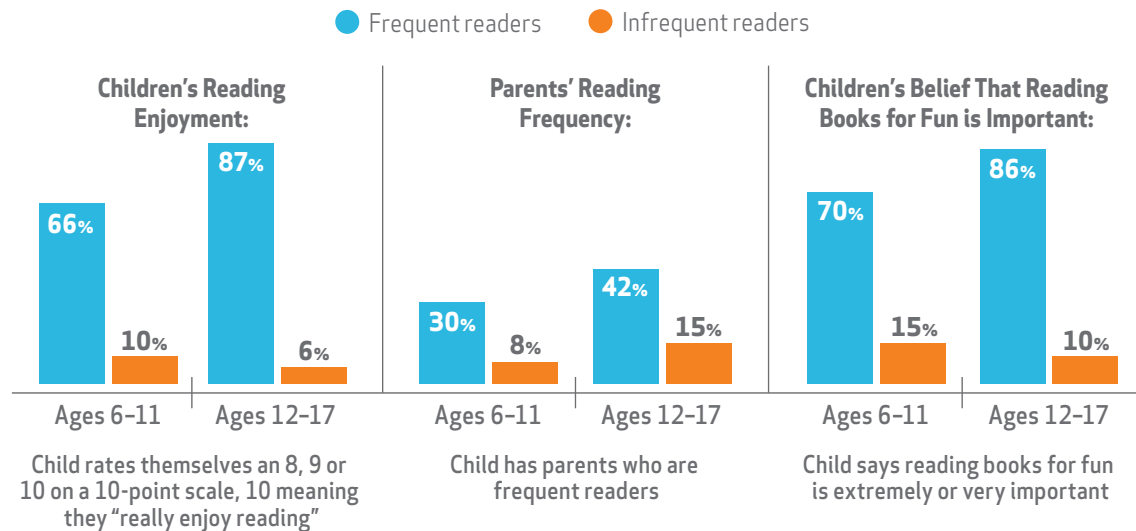
There are three dynamics that are among the most powerful predictors of reading frequency for children ages 6–17.

“If I cannot read, I cannot survive in this world. Everything involves reading.”

—15-year-old girl, IL

Top Predictors of Reading Frequency

Base: Children Ages 6–17



NOTE: More than 130 measures were included in a regression analysis to construct two models to predict kids' reading frequency, one each among kids ages 6–11 and 12–17. The data shown above are among frequent readers (kids 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 on this and the next two pages are generally presented in the order of their importance to the regression model.

SPOTLIGHT: WHAT MAKES FREQUENT READERS

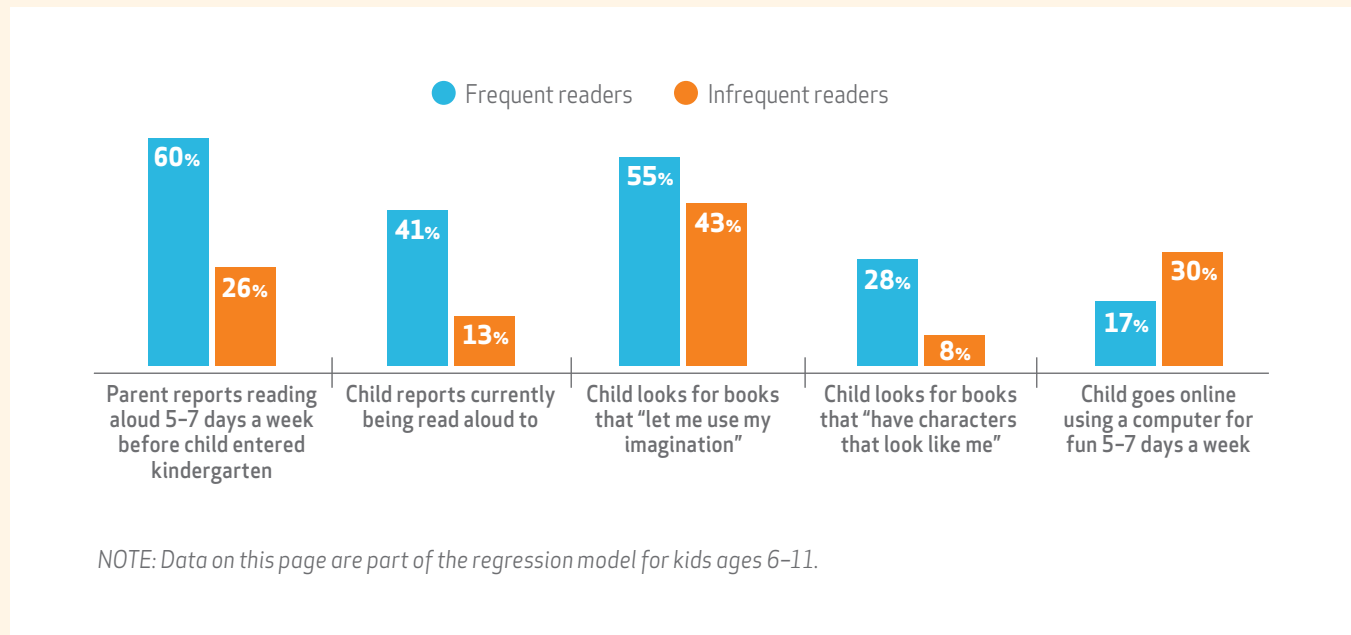
“I like to have the more difficult stories read to me and have them read with different character voices.”

—10-year-old boy, WA

For children ages 6–11, additional factors that predict reading frequency involve reading aloud, specific characteristics kids want in books and spending less time online using a computer.

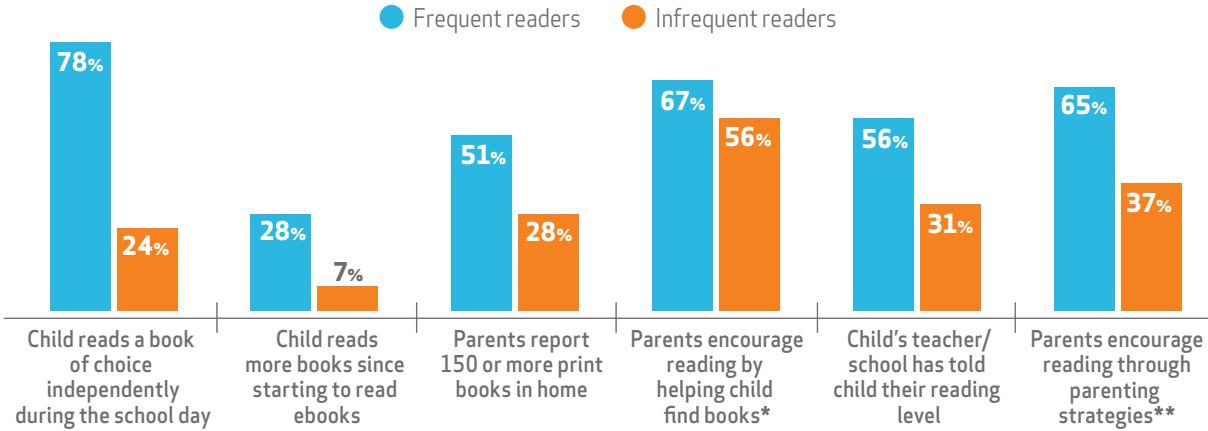
Additional Predictors of Reading Frequency

Base: Children Ages 6–11



For children ages 12-17, the additional factors that predict reading frequency include reading a book of choice independently in school, rereading experiences, a large home library, having been told their reading level and having parents involved in their reading habits.

Additional Predictors of Reading Frequency
 Base: Children Ages 12-17



NOTE: Data on this page are part of the regression model for kids ages 12-17.
 *Helping children find books is a net of "suggest books I think he/she will enjoy," "use movies or TV shows that are based on books to get him/her interested in books" and "work with my child's teacher to find books for him/her."
 **Parenting strategies is a net of "put limits on the amount of screen time my child gets," "build reading into his/her daily routine or schedule," "read the same books as my child so I can talk with him/her about the books" and "reward my child for reading books."

Among frequent readers ages 6-17

205

is the average number of print books in their homes

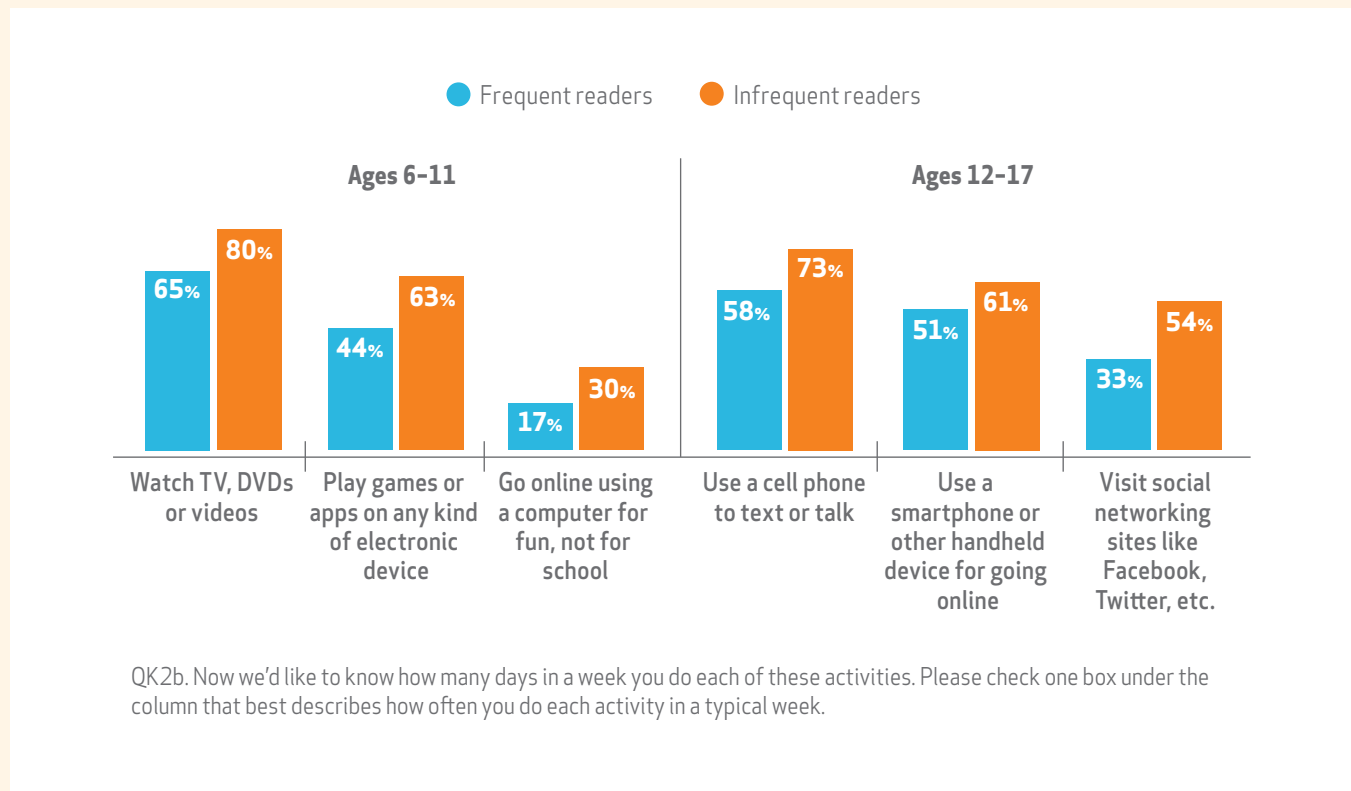
Among infrequent readers 192 is the average.

SPOTLIGHT: WHAT MAKES FREQUENT READERS

Overall, frequent readers are less likely than are infrequent readers to engage in common screen-related activities 5–7 days a week.

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

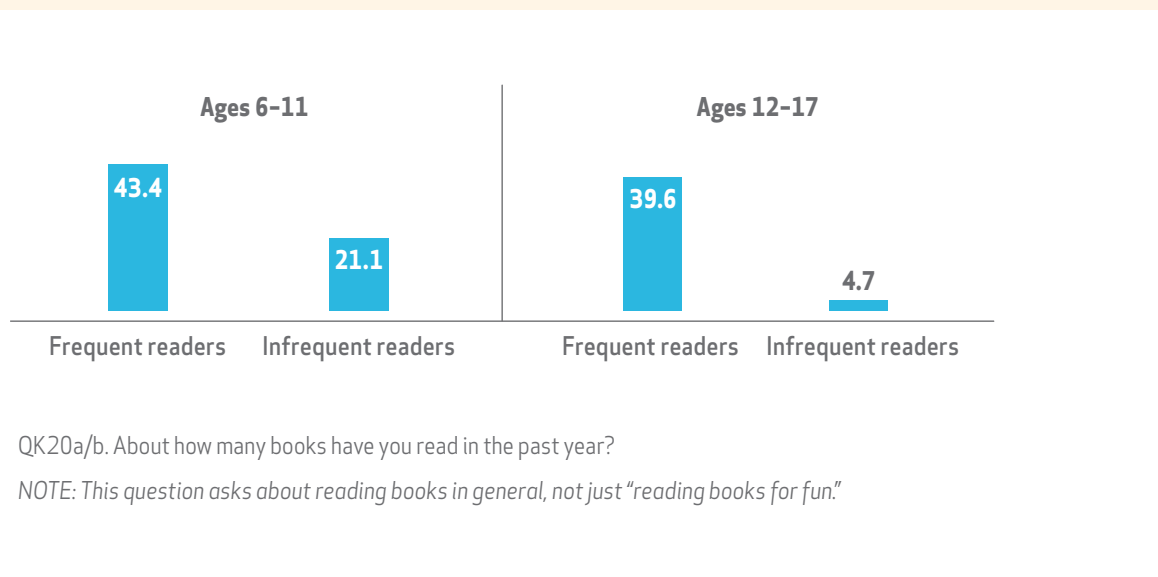
Base: Children Ages 6–17



87%
of parents of infrequent readers ages 6–17 say their child would rather be on an **electronic device** or **game system** than read books, compared to 41% of parents of frequent readers.

The total number of books read annually by frequent readers is significantly higher than the number read by infrequent readers—especially among children ages 12–17.

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



75%
of infrequent readers
ages 6–17 say they
“haven’t read
a book for fun
in a while.”

SPOTLIGHT: WHAT MAKES FREQUENT READERS

Parents of infrequent readers are more likely to say they need help finding books their child will like than are parents of frequent readers.

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

Base: Parents of Children Ages 6-17



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

NOTE: 36% of parents of frequent readers disagree somewhat and 42% disagree strongly. 41% of parents of infrequent readers disagree somewhat and 24% disagree strongly.

66%

of kids who are
infrequent readers agree:

**"I would read more
if I could find more
books I like."**

What Makes Frequent Readers: The Most Powerful Predictors

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

Kids
Ages
12-17

- ▶ Read independently during the school day
- ▶ Read more books after being introduced to ebooks
- ▶ Live in a home with 150 or more print books
- ▶ Know their reading level
- ▶ Have parents who help them find books and encourage reading for fun in specific ways (learn how on page 25)

These kids read an average of **39.6 BOOKS** per year vs. **4.7** by infrequent readers

Kids
Ages
6-17

▶ Rate themselves highly as enjoying reading



▶ Strongly believe reading for fun is important



▶ Have parents who are frequent readers



- ▶ Have been read aloud to 5-7 days a week before entering kindergarten
- ▶ Currently be read aloud to at home
- ▶ Want books that "let me use my imagination" and that "have characters that look like me"
- ▶ Not go online using a computer for fun 5-7 days a week

These kids read an average of **43.4 BOOKS** per year vs. **21.1** by infrequent readers

Kids
Ages
6-11

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



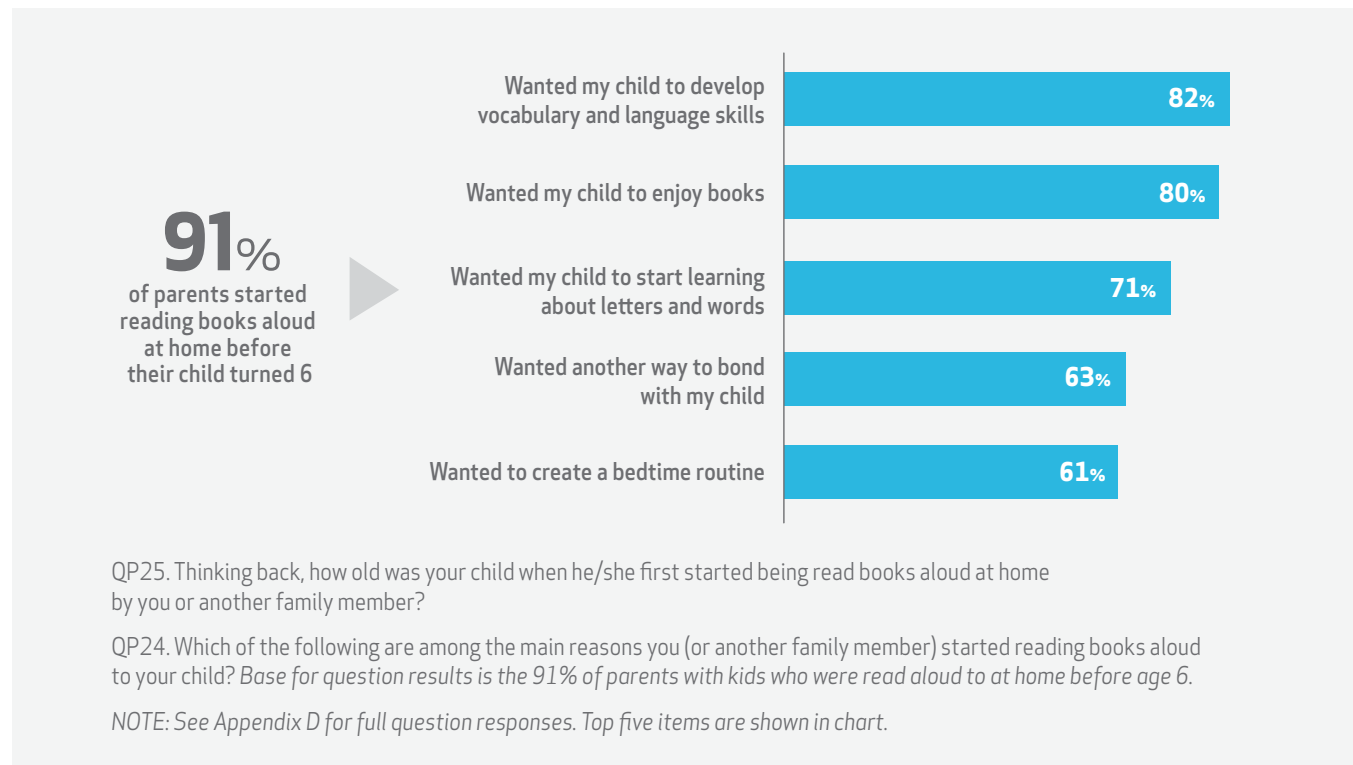
SECTION II:

Reading Aloud at Home

Nine in 10 parents (91%) say their children are read books aloud at home before age 6, primarily to develop their child's vocabulary and language skills and to foster reading enjoyment.

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 Ages 0-17



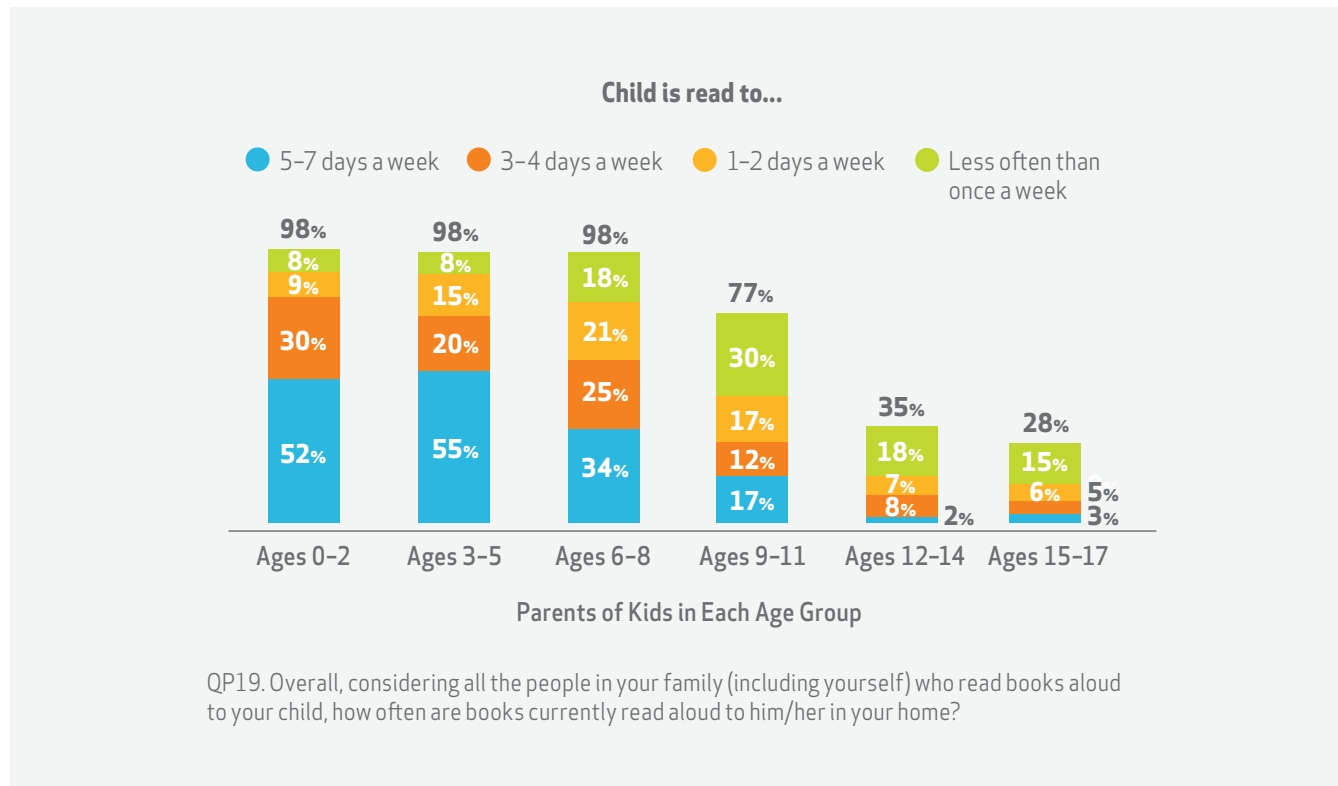
More than half of children ages 0–5 (54%) are read aloud to at home 5–7 days a week. This declines to only one in three kids ages 6–8 (34%) and to one in six kids ages 9–11 (17%).

“My mom doesn’t read to me anymore, but when she reads to my little brother, sometimes I read alongside because I like the books.”

—9-year-old boy, NJ

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

Base: Parents of Children Ages 0–17



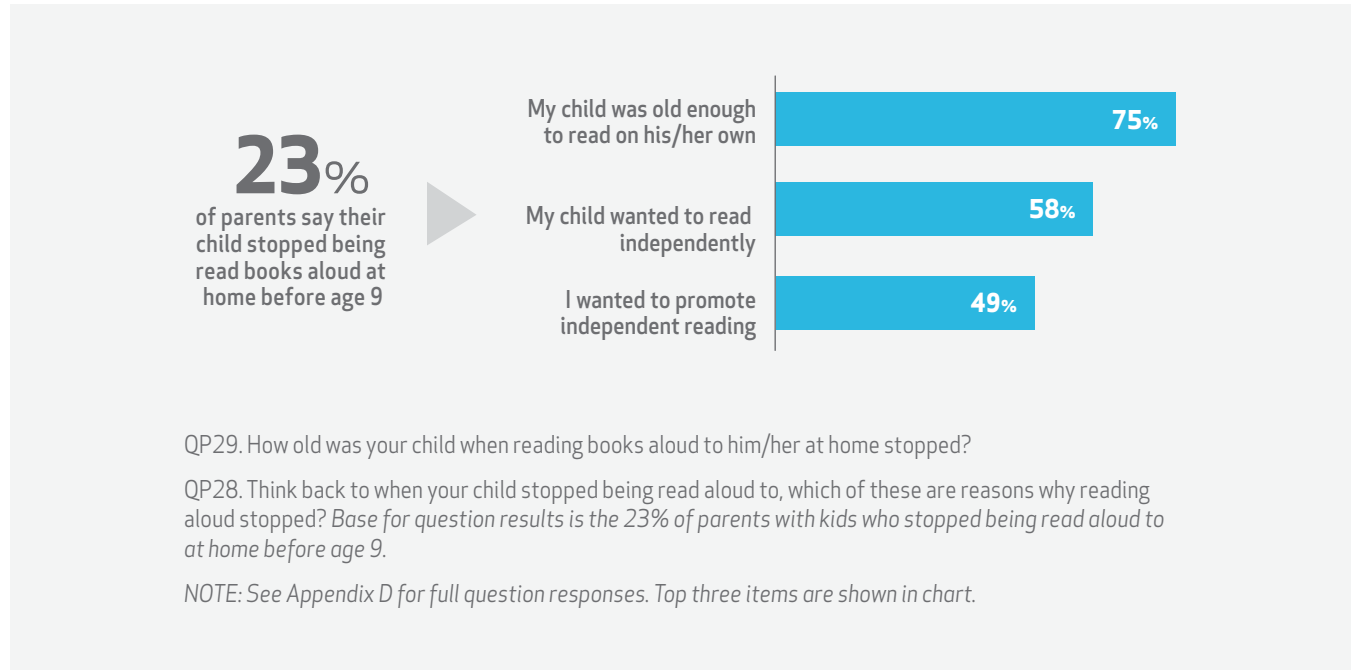
“My mom would read to me every night. It was our special time and it inspired me to want to read on my own.”

—15-year-old boy, FL

Nearly one in four parents of children ages 6–17 (23%) stopped reading aloud to their children before age 9, most often citing reasons related to their child reading independently.

Percentage of Parents Who Say Their Child Stopped Being Read Books Aloud at Home Before Age 9 and Reasons Reading Aloud Stopped

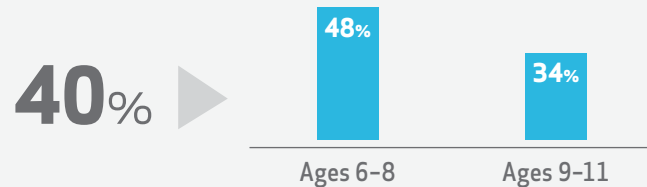
Base: Parents of Children Ages 6–17



Yet many children ages 6–11 (40%) did not want their parents to stop reading aloud to them.

Percentage of Children Who Say They “Wanted Reading Aloud to Continue”

Base: Children Ages 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 50% of children ages 6–11 (41% ages 6–8, 60% ages 9–11) who say they are no longer read books aloud at home. See Appendix D for full question responses.

“It was nice to be close to my mom or dad when they read to me. It made me want to know what was to come. I still listen when they read to my little brothers.”

—14-year-old girl, FL

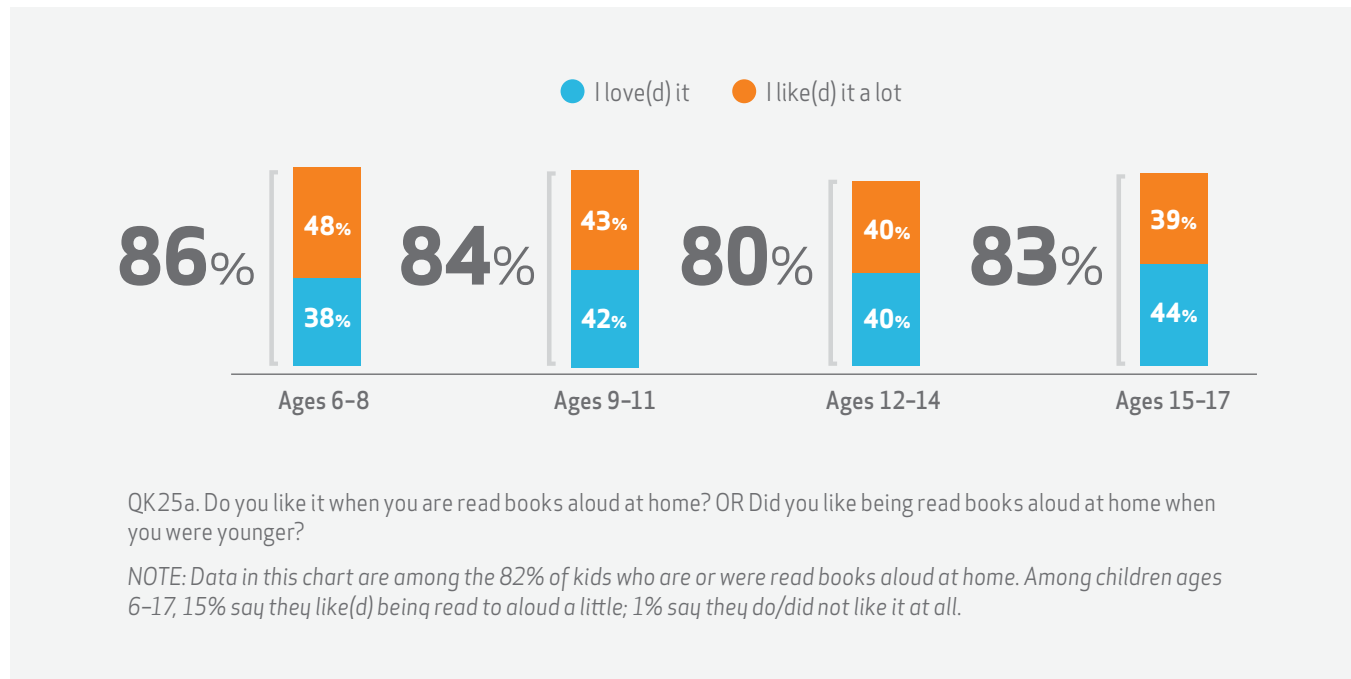
“I liked it when my parents read to me because they always were very animated for all the characters. It made me like books. When I started reading they let me read to them and we enjoyed it a lot.”

—16-year-old girl, RI

When it comes to being read aloud to at home, eight in 10 children (83%) say they love(d) or like(d) it a lot.

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

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



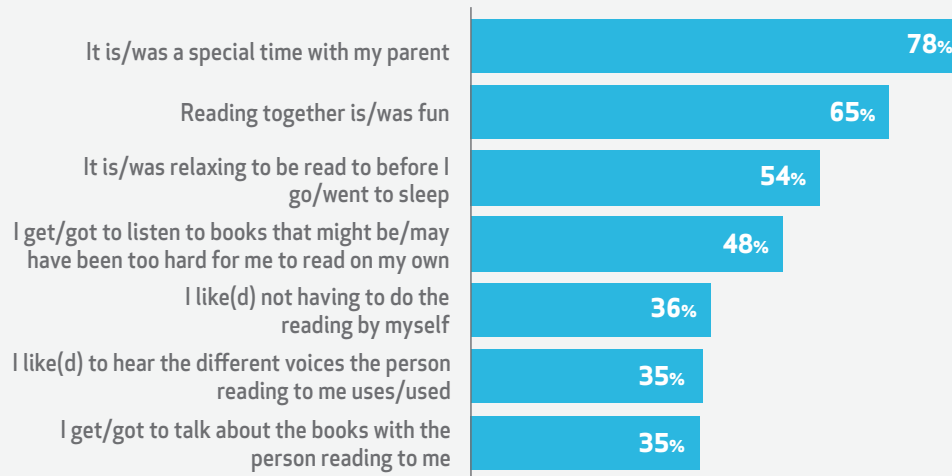
“It is fun to listen to the story. I like spending that time with my parents.”

—8-year-old boy, MN

The top reason children say they enjoy being read aloud to is that it’s a special time with their parents.

Reasons Children Like(d) Being Read Aloud to at Home

Base: Children Ages 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 68% of kids who are or were read books aloud at home and love(d) or like(d) it a lot. See Appendix D for full question responses.

“I want my daughter to love books not only because they’re educational, but because they encourage imagination and bring you to places you may never have been.”

— Mother, 4-year-old girl, NJ

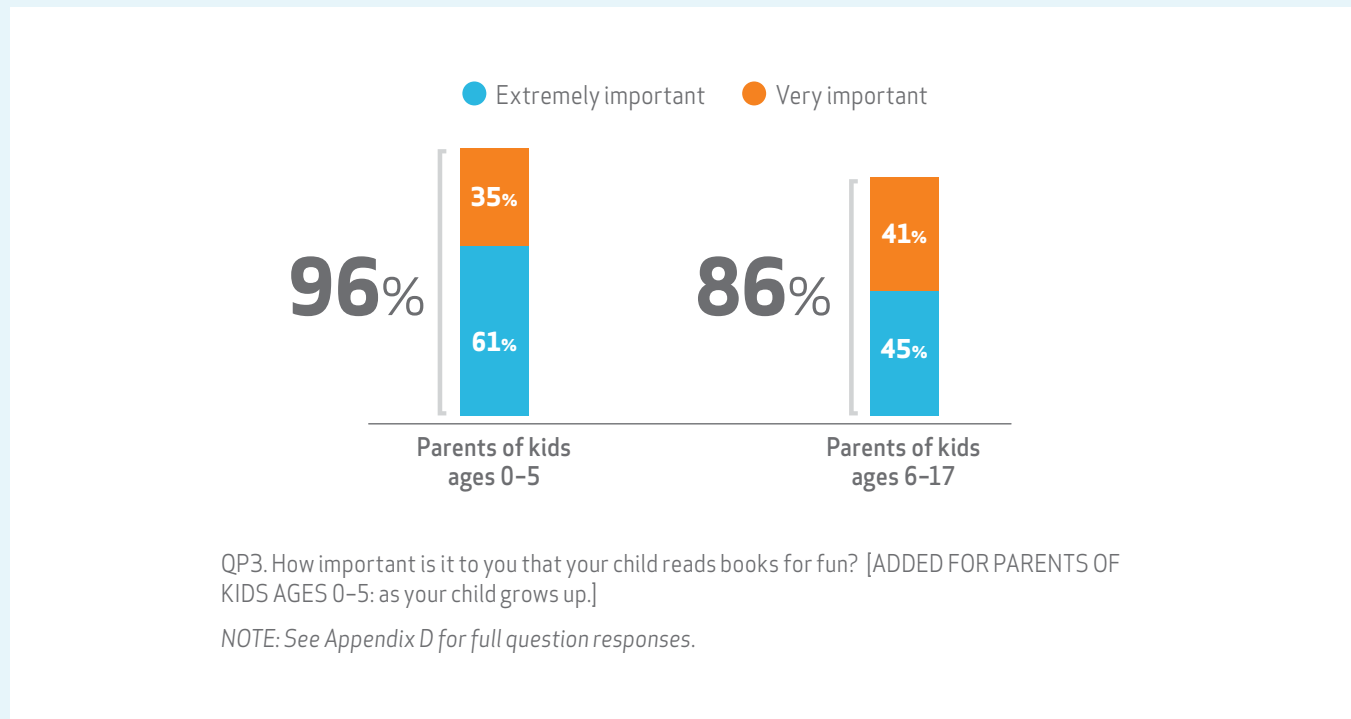
SPOTLIGHT:

Reading with Kids from Birth

Parents of children ages 0–5 are even more likely than parents of older kids to say that it is important for their kids to read books for fun.

Parents’ Views on the Importance of Child Reading Books for Fun

Base: Parents of Children Ages 0–17



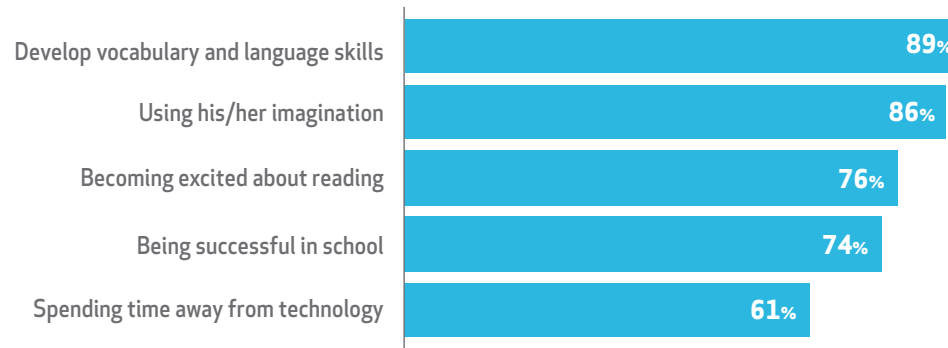
Parents of children ages 0–5 say developing language and vocabulary skills and using their imagination are the top benefits they want their kids to gain from reading books for fun.

“I care about him reading and learning. Any way he can do that is great.”

—Father, 3-year-old boy, TX

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 Ages 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: See Appendix D for full question responses. Top five items are shown in chart.

SPOTLIGHT: READING WITH KIDS FROM BIRTH

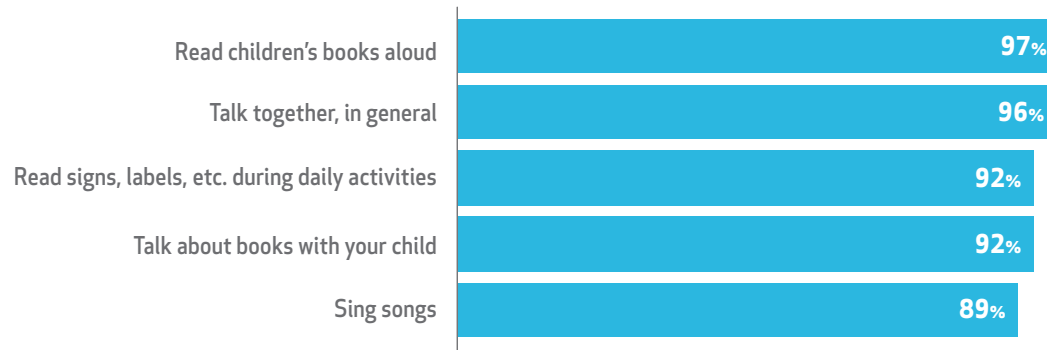
“Reading aloud is part of our bedtime routine and we have lots of print books.”

—Mother, 5-year-old girl, TX

To develop language skills, parents cite reading books aloud and talking together as among the most important things parents should do with their children.

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

Base: Parents of Children Ages 0–5



QP6. How important do you think it is to do each of following with your child in order to develop his/her language skills?

NOTE: See Appendix D for full question responses. Top five items are shown in chart.

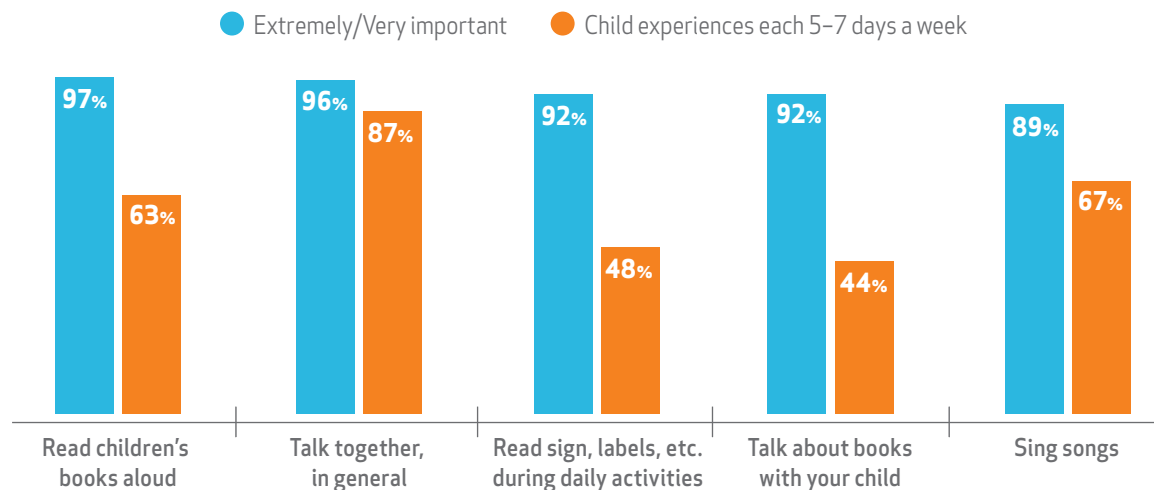
“I like him to be able to hold the book and look through it on his own.”

—Father, 3-year-old boy, TN

Yet what parents of children ages 0–5 say is important for early language development, such as reading aloud, 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 Ages 0–5



QP6. How important do you think it is to do each of following with your child in order to develop his/her language skills?

QP36. Thinking about activities your child might participate in or do at home, about how many days a week, if any, is each of these experienced by your child at home?

NOTE: See Appendix D for full question responses. Top five items based on importance are shown in chart.

SPOTLIGHT: READING WITH KIDS FROM BIRTH

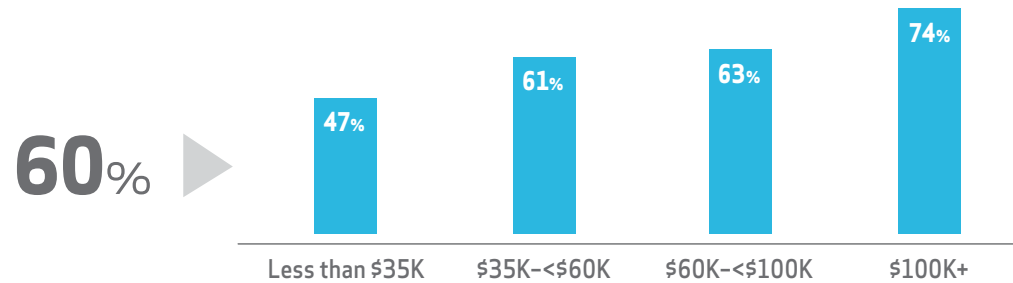
“My mother read to me from even before I was born. She told me. We read together at least an hour a day until I was a teen.”

—16-year-old boy, VA

Six in 10 parents of children ages 0–5 (60%) received advice that children should be read aloud to from birth, yet just under half of parents in lower-income households (47%) received this advice.

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

Base: Parents of Children Ages 0–5



QP52. Thinking back to when your child was a baby, did you hear, read or receive advice that your child should be read aloud to from birth?

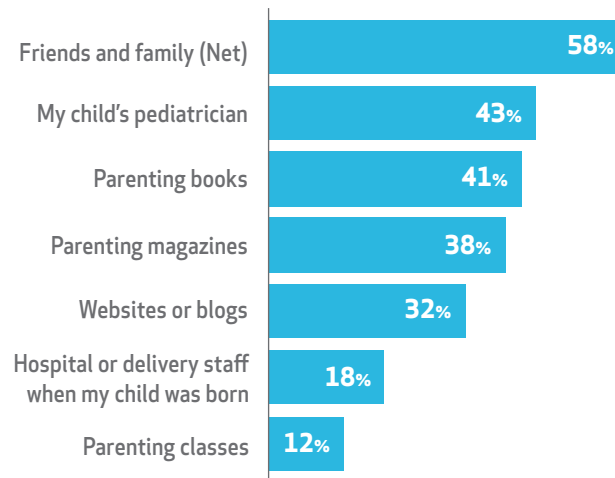
“When I was little I loved sitting with my mom and having time together—even when my siblings sat with us and listened. My mom read to us every day.”

—16-year-old girl, CO

Among parents who received advice that children should be read aloud to from birth, the most common sources of this advice are friends and family, followed by pediatricians, then parenting books and magazines.

Sources of Advice That Children Should Be Read Aloud to from Birth

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



QP53. Which of the following were sources of the advice to read aloud from birth?

NOTE: Data in this chart are among the 60% of parents of children ages 0–5 who received advice to read aloud from birth when their child was a baby. The net item combines four items: "child's grandparents," "other parents," "teachers I know" and "other relatives/friends." See Appendix D for full question responses.

SPOTLIGHT: READING WITH KIDS FROM BIRTH

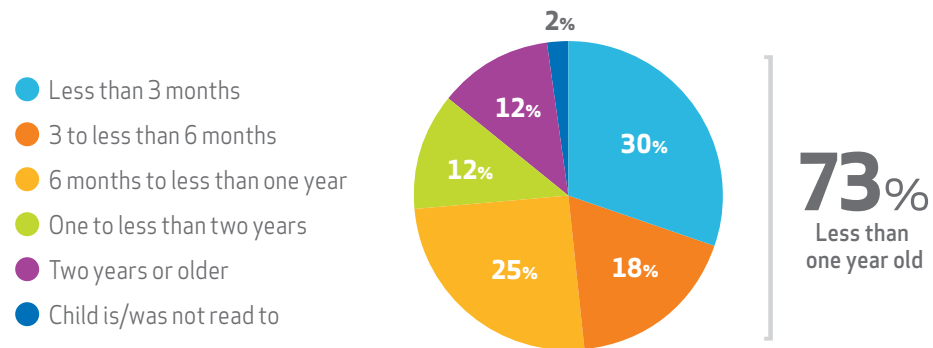
“I liked being read aloud to because I enjoyed hearing my mom read to me using different voices. It was part of my bedtime routine for a long time.”

—12-year-old girl, NY

While nearly three-quarters of parents of children ages 0–5 (73%) say they started reading aloud to their child before age one, only 30% say they began before the age of three months.

Age of Child When Reading Books Aloud at Home Started

Base: Parents of Children Ages 0–5



QP25. Thinking back, how old was your child when he/she first started being read books aloud at home by you or another family member?

Read Aloud: Start Early & Keep Going

Percentage of Kids Ages 0-11 Who Are Read Books Aloud 5-7 Days a Week:

52%
Kids Ages
0-2

55%
Kids Ages
3-5

34%
Kids Ages
6-8

17%
Kids Ages
9-11

Among parents of kids ages 0-5
60% RECEIVED ADVICE
that children should be read aloud to from birth

Among kids ages 6-17
**83% ENJOY(ED) BEING READ
ALoud TO AT HOME** because:

47% Among the lowest-income households

74% Among the highest-income households

78% It's a special time with my parent

65% Reading together is fun

54% It's relaxing to be read to before I go to sleep

Parents of Kids Ages 0-5 Started
Reading Aloud to Their Child:

73% Before age one

30% Before three months old

Among kids ages 6-11 who are no longer read aloud to at home

40% WISH IT HAD CONTINUED



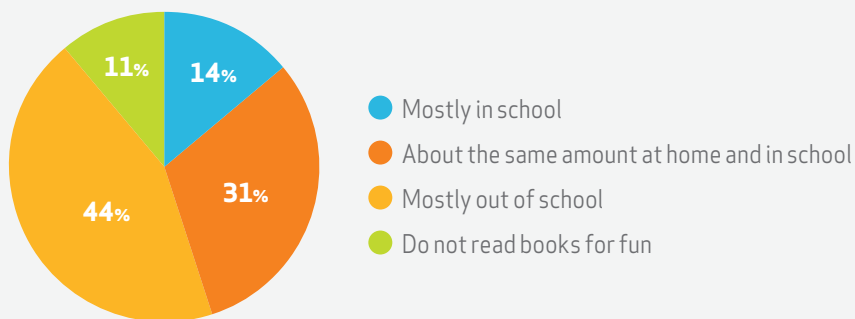
SECTION III:

Reading in School

While 44% of children say they read books for fun mostly out of school, nearly one-third (31%) say they read at home and school about equally, and 14% say they read for fun mostly in school.

Where Children Read Books for Fun

Base: Children Ages 6-17



QK9. Where do you read books for fun?

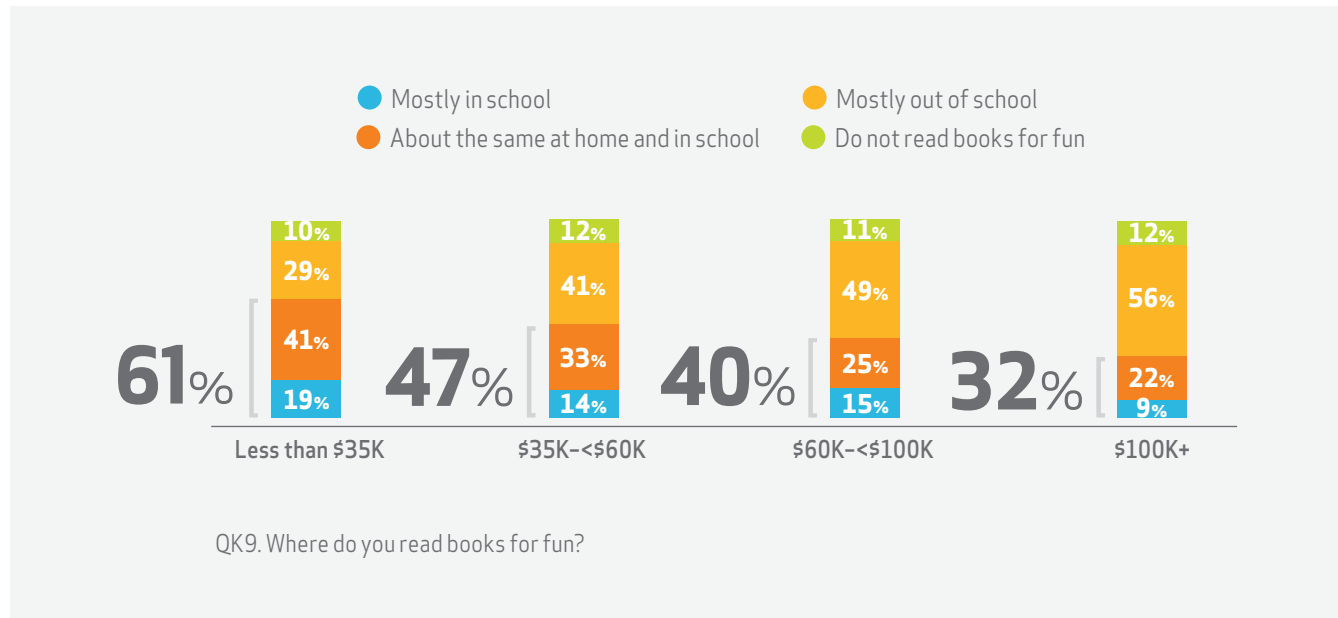
“Reading helps me explore the world without leaving home.”

—7-year-old girl, SC

Children in lower-income households are more likely to read books for fun in school and far less likely to read books outside of school than are children in higher-income households.

Where Children Read Books for Fun

Base: Children Ages 6-17



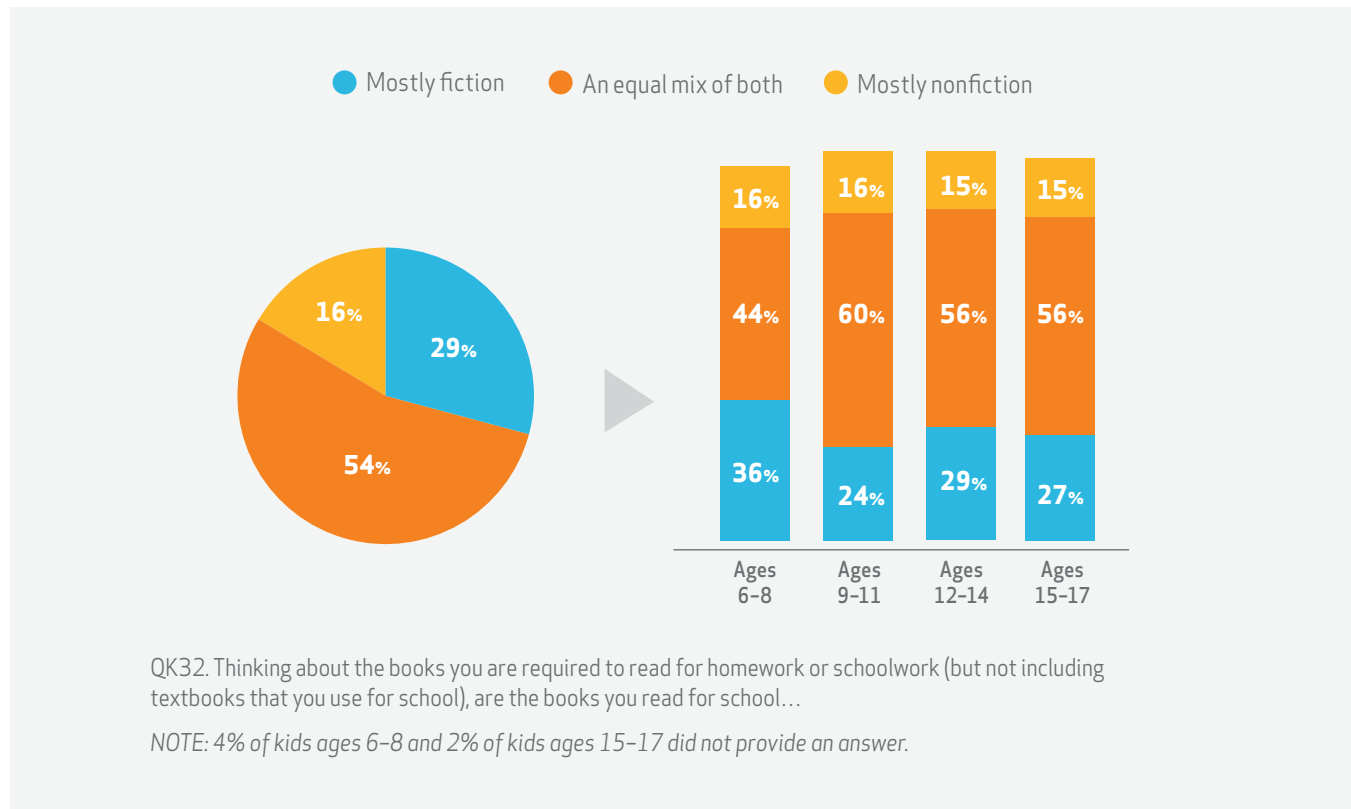
“I like knowing a lot.
Most of my knowledge
is from books.”

—8-year-old boy, IN

More than half of children (54%)—especially those ages 9–11—say the books they read as part of schoolwork are an equal mix of fiction and nonfiction. Kids ages 6–8 are more likely to say they read mostly fiction.

Types of Books Children Read for School

Base: Children Ages 6–17



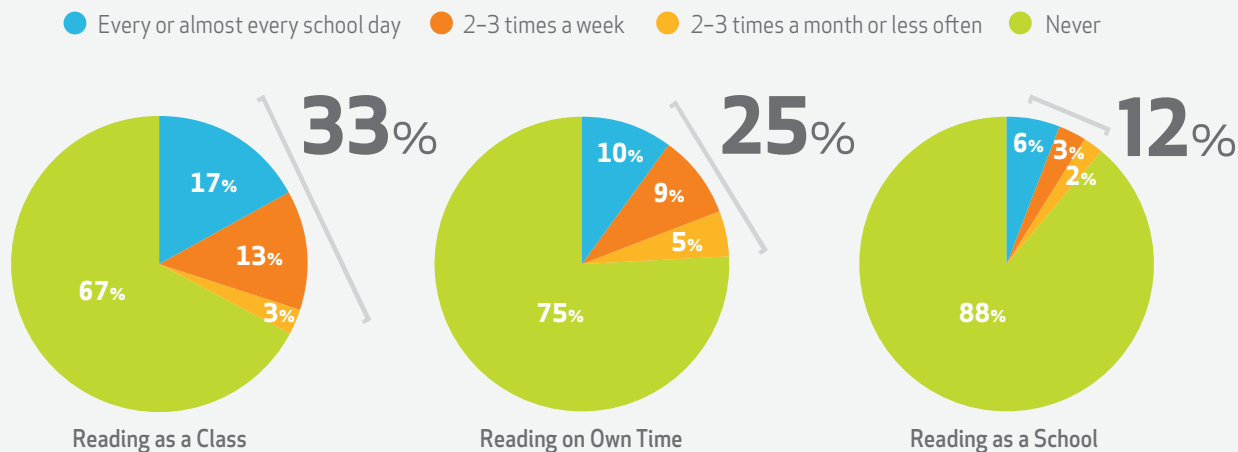
Some children have opportunities to read a book of their choice independently during the school day, yet these experiences rarely happen every or almost every school day.

“Reading skills are very important because everything that you have to do in or out of school is all related to your ability to read.”

—15-year-old girl, MI

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 Ages 6–17



QK33a/b. During the school day is there a time when you read a book of your choice independently (not including textbooks)? If yes, which situation applies?

QK34. How often does each situation apply?

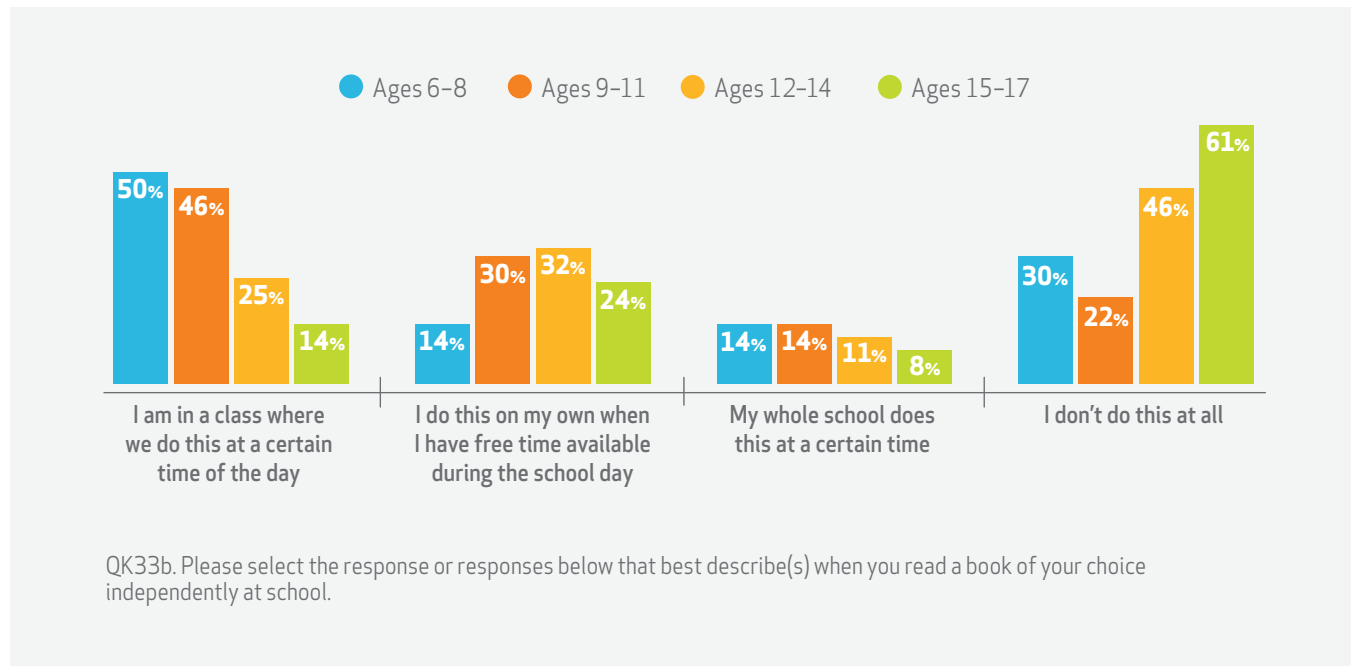
“There aren’t a lot of books that interest me, but when I find one that does, I never want to put it down.”

—12-year-old boy, NJ

Younger children are most likely to read a book of their choice independently as a class, while older children are most likely to read on their own when they have free time available.

Percentage of Children Who Read a Book of Their Choice Independently Each Way in School

Base: Children Ages 6–17



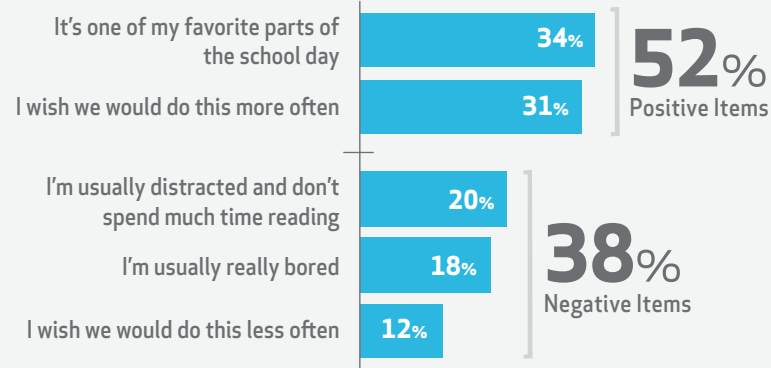
“Reading is a gift.
Why shouldn’t you
do it? I find it fun
and informative.”

—14-year-old girl, NC

Overall, children who read independently with their class or school feel more positively (52%) than negatively (38%) about this experience and say that it is one of their favorite parts of the school day or that they wish they could do this more often.

How Children Feel About Independent Reading Time at School

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



QK36. Which of these, if any, describe how you feel about independent reading at school (when you do this as a class or school)?

NOTE: Data in this chart are among the 42% of kids who read independently with their class or school at a certain time. See Appendix D for full question responses. Select items are shown in chart.

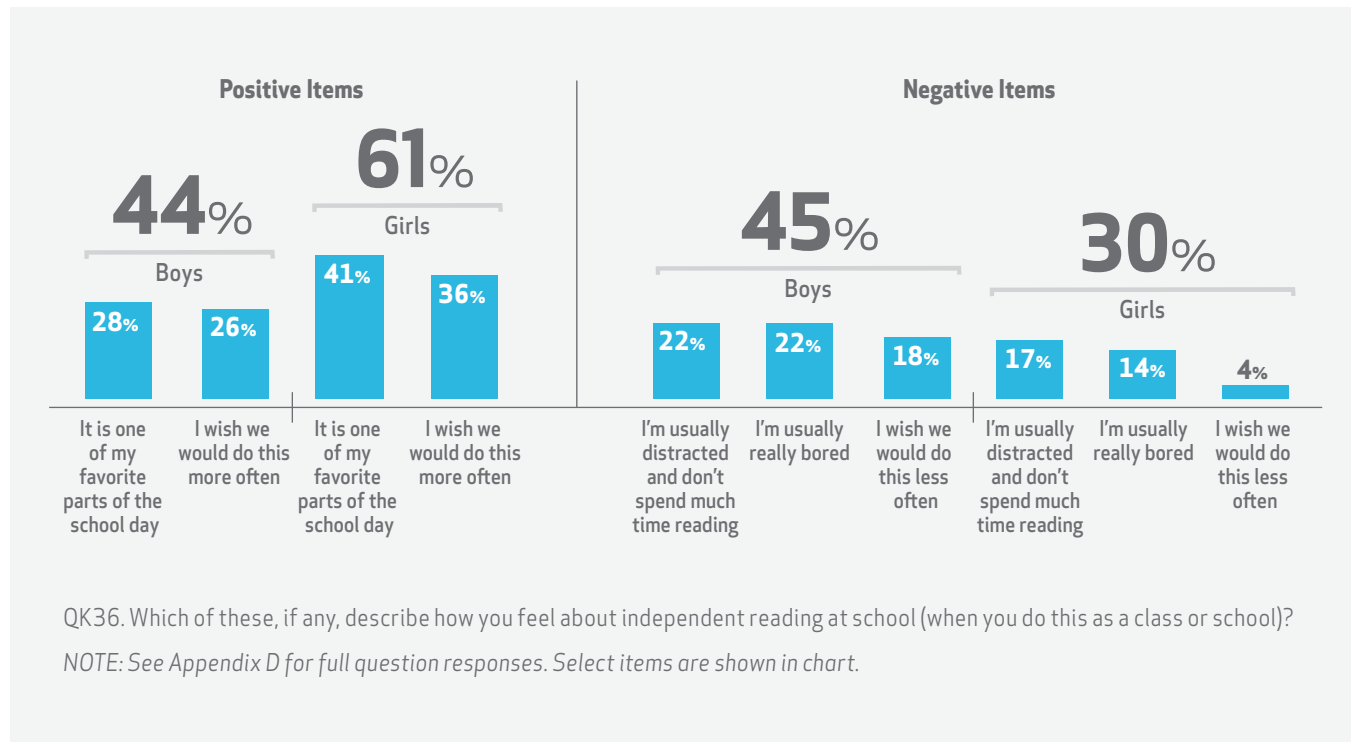
“I like to be able to read at my own pace.”

—11-year-old girl, TX

Girls are much more likely to enjoy independent reading at school; 61% of girls cited positive views compared to 44% of boys.

How Children Feel About Independent Reading Time at School

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



QK36. Which of these, if any, describe how you feel about independent reading at school (when you do this as a class or school)?

NOTE: See Appendix D for full question responses. Select items are shown in chart.

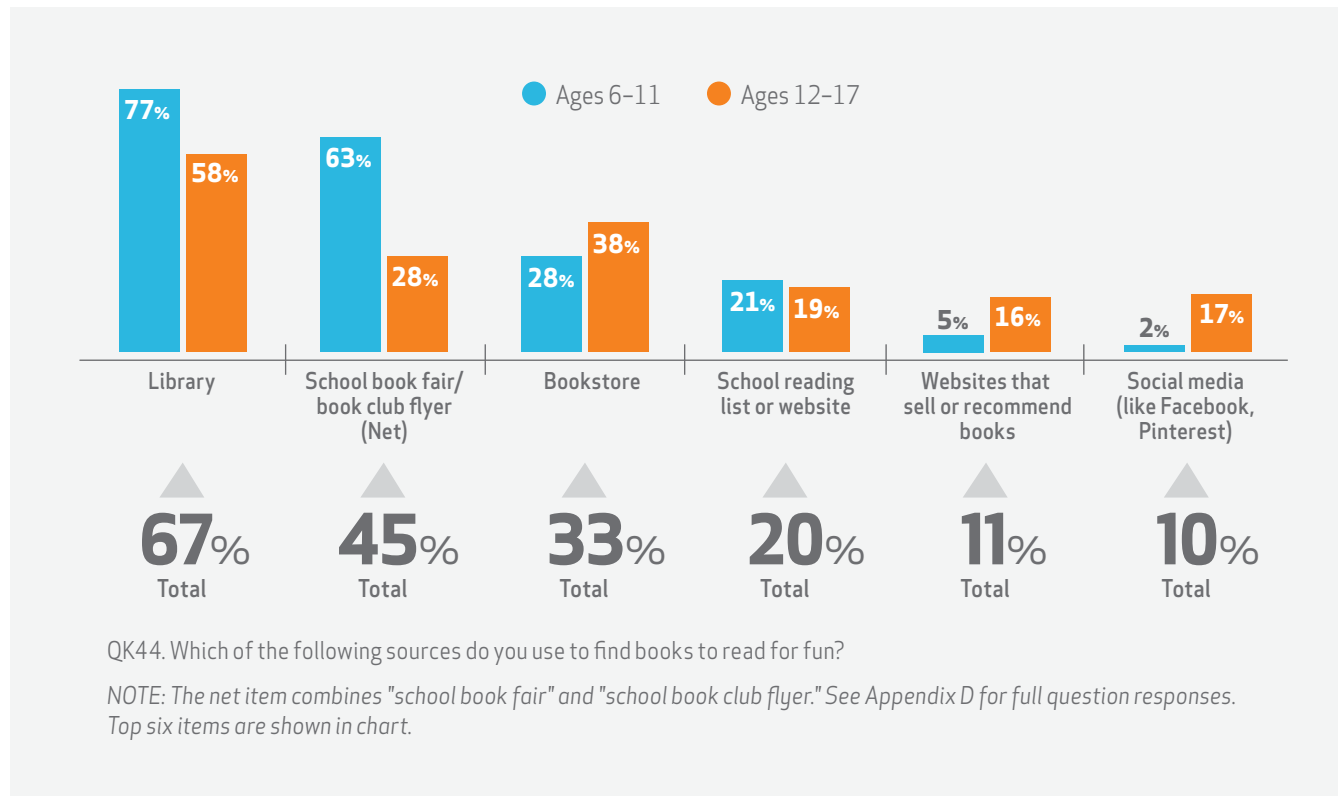
“We go to library and pick out books together to read.”

—Mother, 10-year-old girl, GA

Libraries, school book fairs and book clubs, and bookstores are the leading sources for children ages 6–17 to find books to read for fun.

Sources Children Use to Find Books to Read for Fun

Base: Children Ages 6–17



SPOTLIGHT:

Kids' Use of Their Reading Level

Half of children in grades 1-12 (51%) have been told their reading level in either the current or prior school year and 90% of these kids have used their reading level to pick out books.

"If you can read well, you can learn anything."

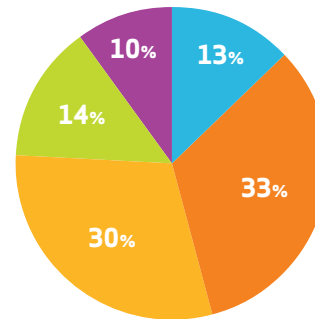
—14-year-old girl, CA

Percentage of Children Who Have Been Told Their Reading Level and Frequency with Which They Use Their Reading Level to Pick Books

Base: Children in Grades 1-12

● All of the time ● Most of the time ● Some of the time ● Not that often ● Never

51%
of kids in grades 1-12
have been told their level
this or last year



QK39a. In this or the past school year, has your school or teacher told you your reading level?

QK40. When you pick out books to read for fun, how often, if at all, do you use your reading level to pick out books? Base for question results is the 51% of kids in grades 1-12 who have been told their reading level this year or last year.

NOTE: In QK39a, 29% of kids responded that they were not told their reading level; 18% responded they were not sure.

“Reading can help me expand my vocabulary. I also think reading helps improve my writing skills.”

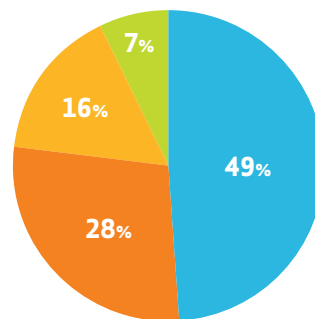
—14-year-old boy, DE

When kids use their reading level to pick books, about half (49%) say they pick books above and below their reading level in equal measure; 28% usually pick books above their reading level, while 7% usually pick below-level books.

How Children Use Their Reading Level to Choose Books

Base: Children in Grades 1–12 Who Have Been Told Their Reading Level and Have Used It to Pick Books

- Pick a pretty equal mix of books that are above and below my reading level
- Usually pick books that are above my reading level
- Only pick books that are on my reading level
- Usually pick books that are below my reading level



QK42a. When you use your reading level to pick out books, which best describes the books you choose?

NOTE: Data in this chart are among the 46% of kids who have been told their reading level and have used it to pick books.

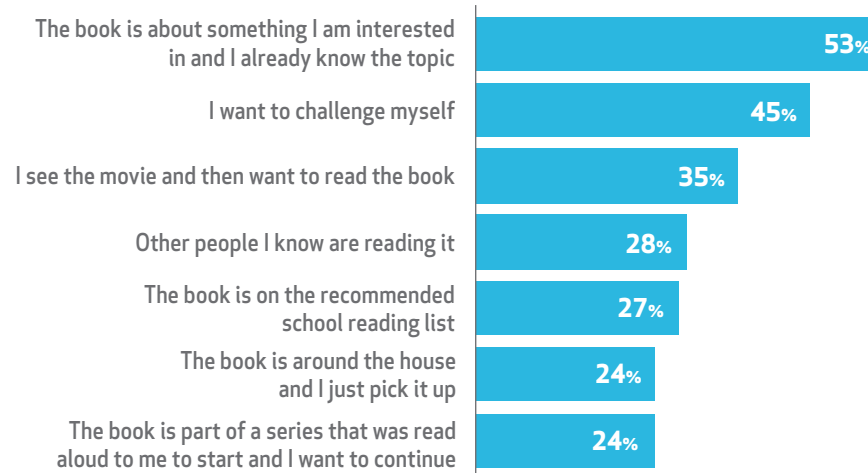
SPOTLIGHT: KIDS' USE OF THEIR READING LEVEL

"I tend to read books above my grade level. I always have."

—14-year-old girl, KY

The most common reasons children in grades 4–12 choose books above their reading level are to read about topics they know a lot about and to challenge themselves.

Children's Reasons for Choosing Books Above Reading Level
Base: Children in Grades 4–12 Who Choose Books Above Their Reading Level



QK42c. Which of the following, if any, are reasons you choose books that are above your reading level?

NOTE: Data in this chart are among the 36% of kids in grades 4–12 who have been told their reading level, have used it to pick books and have chosen books above their reading level. Question not asked of kids ages 6–8.

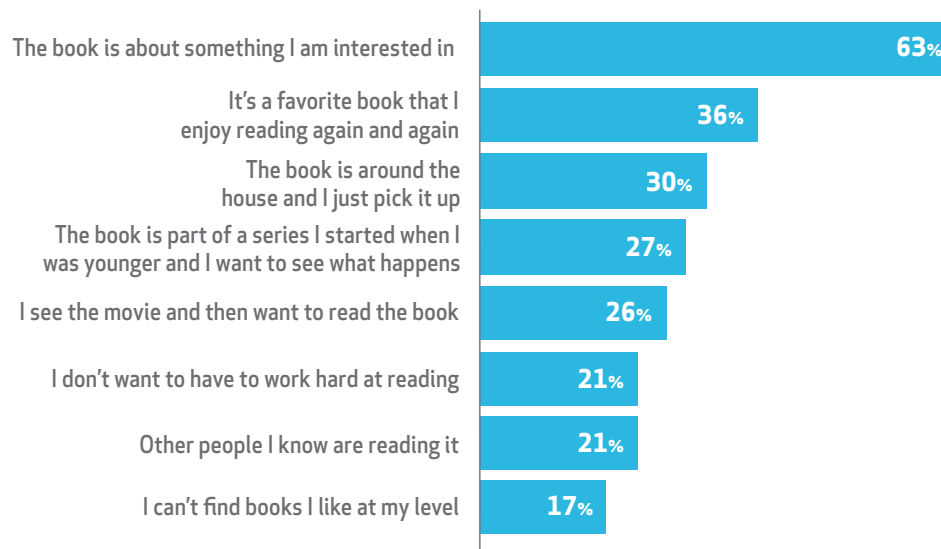
The most common reasons children in grades 4–12 choose books below their reading level are to read about topics that interest them and to re-read favorite books.

“I’ve always read, but I didn’t always like the specific books as much. Now I’ve found books that I really, really like, and I read them over and over again.”

—10-year-old girl, NJ

Children’s Reasons for Choosing Books Below Reading Level

Base: Children in Grades 4–12 Who Choose Books Below Their Reading Level



QK42b. Which of the following, if any, are reasons you choose books that are below your reading level?

NOTE: Data in this chart are among the 25% of kids in grades 4–12 who have been told their reading level, have used it to pick books and have chosen books below their reading level. Question not asked of kids ages 6–8.



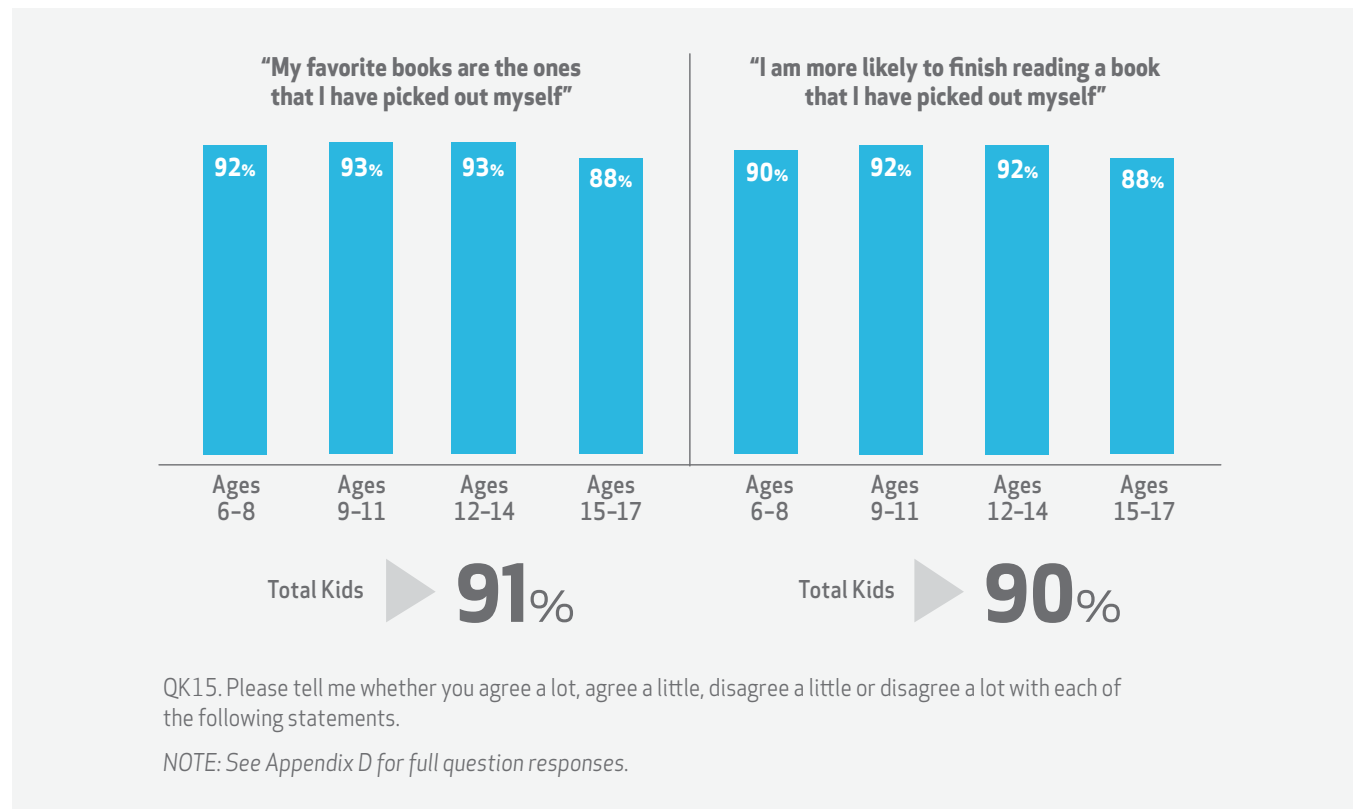
SECTION IV:

What Kids Want in Books

Children across age groups overwhelmingly agree that their favorite books—and the ones they are most likely to finish—are the ones they pick out themselves.

Children's Agreement with Statements

Base: Children Ages 6-17



52%

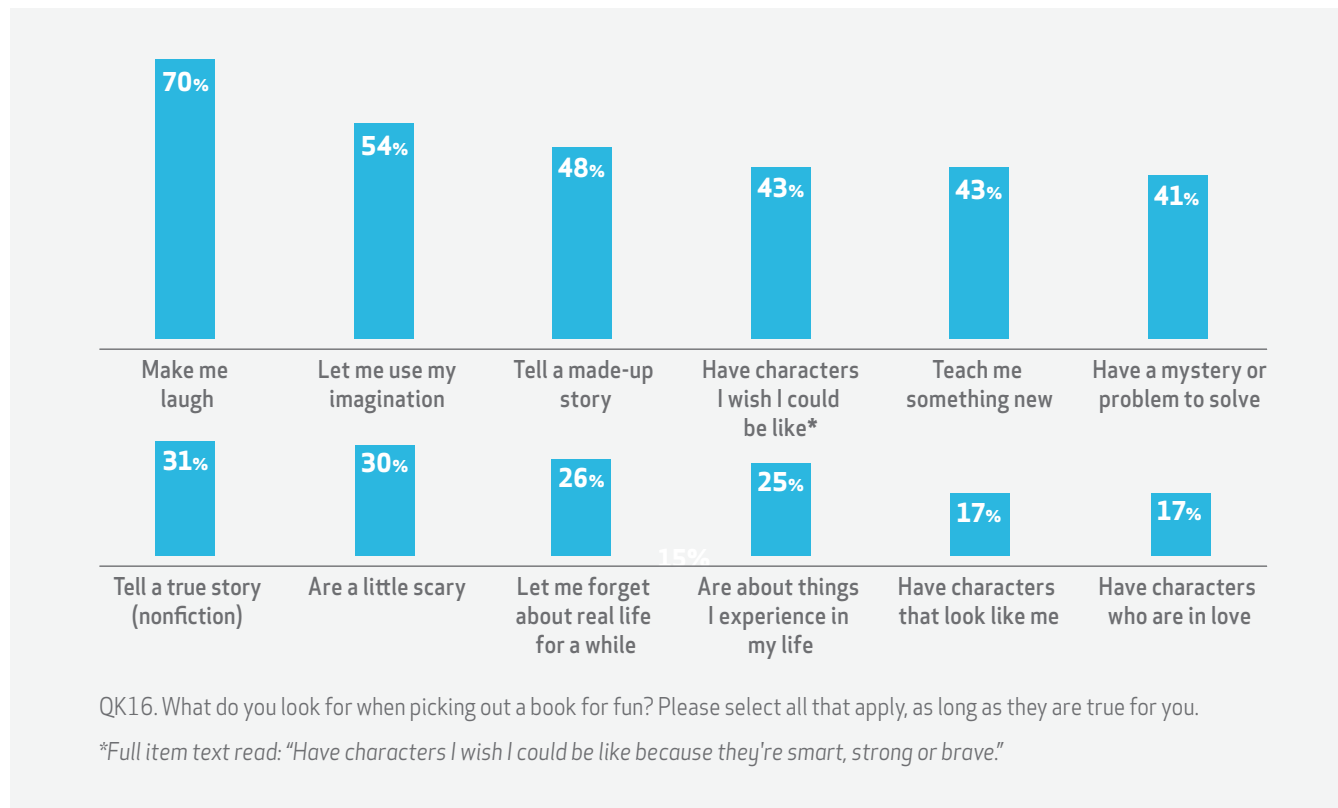
of kids ages 6-17 say

the person who
does the best job
of **picking out**
books to read for
fun is **"Me."**

Above all, children want books that make them laugh.

Things Children Look for When Picking Out Books to Read for Fun

Base: Children Ages 6-17



86%

of kids ages 6-17 agree:

"I feel **proud** and have a **sense of accomplishment** when I **finish** reading a book."

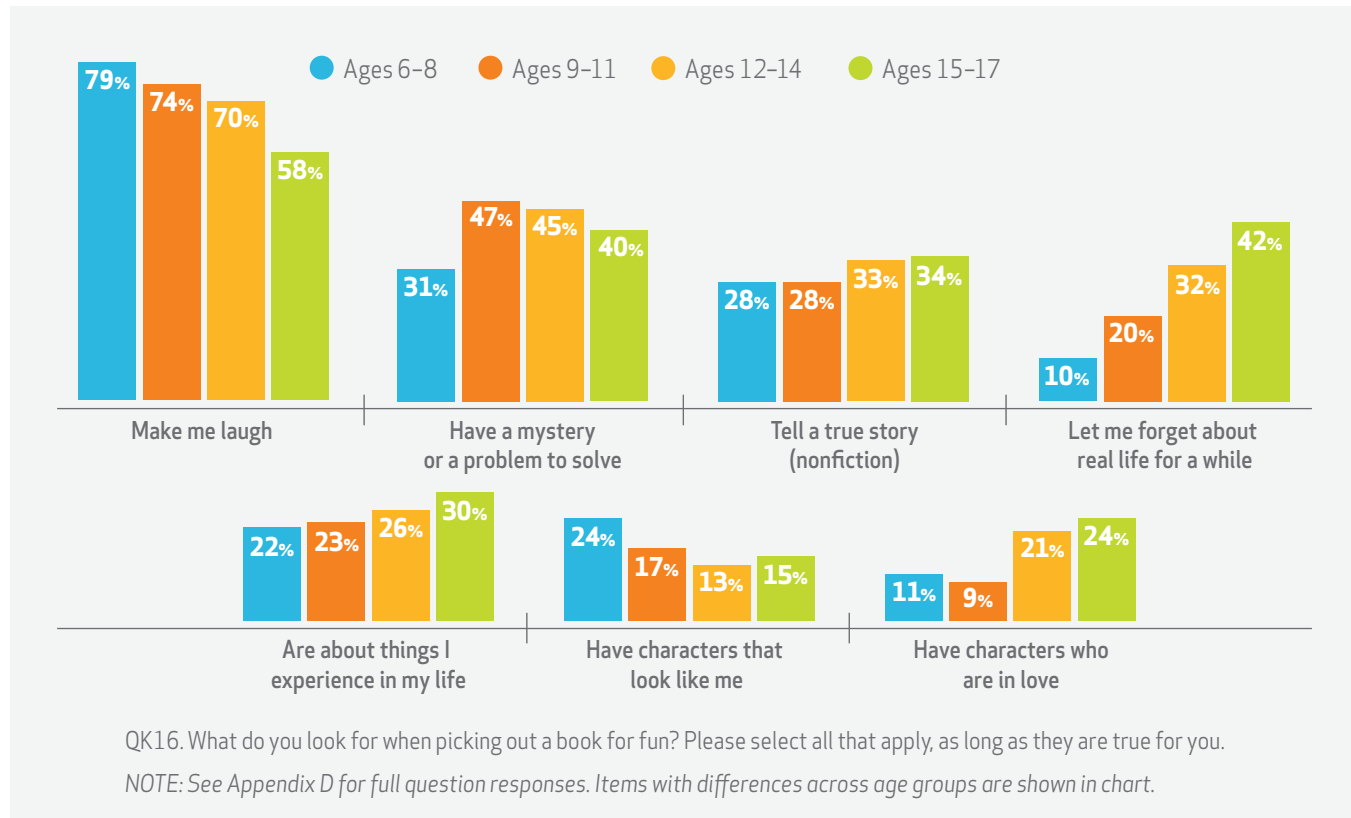
“Reading gives you an escape from real life.”

—15-year-old girl, IL

What children want in books varies by age.

Things Children Look for When Picking Out Books to Read for Fun

Base: Children Ages 6–17



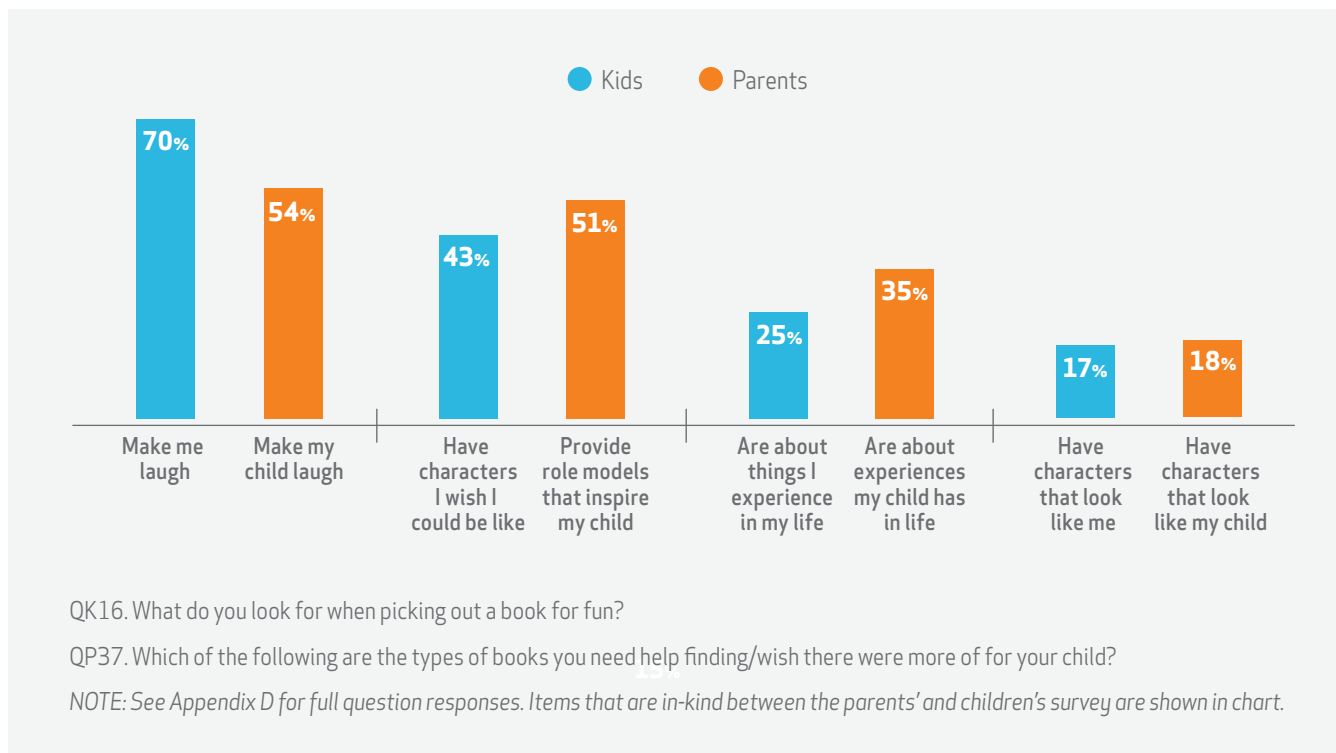
Parents often want the same things in books for their children as kids want for themselves.

“A book needs to have just the right amount of humor to keep her reading it.”

—Father, 11-year-old girl, AZ

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

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

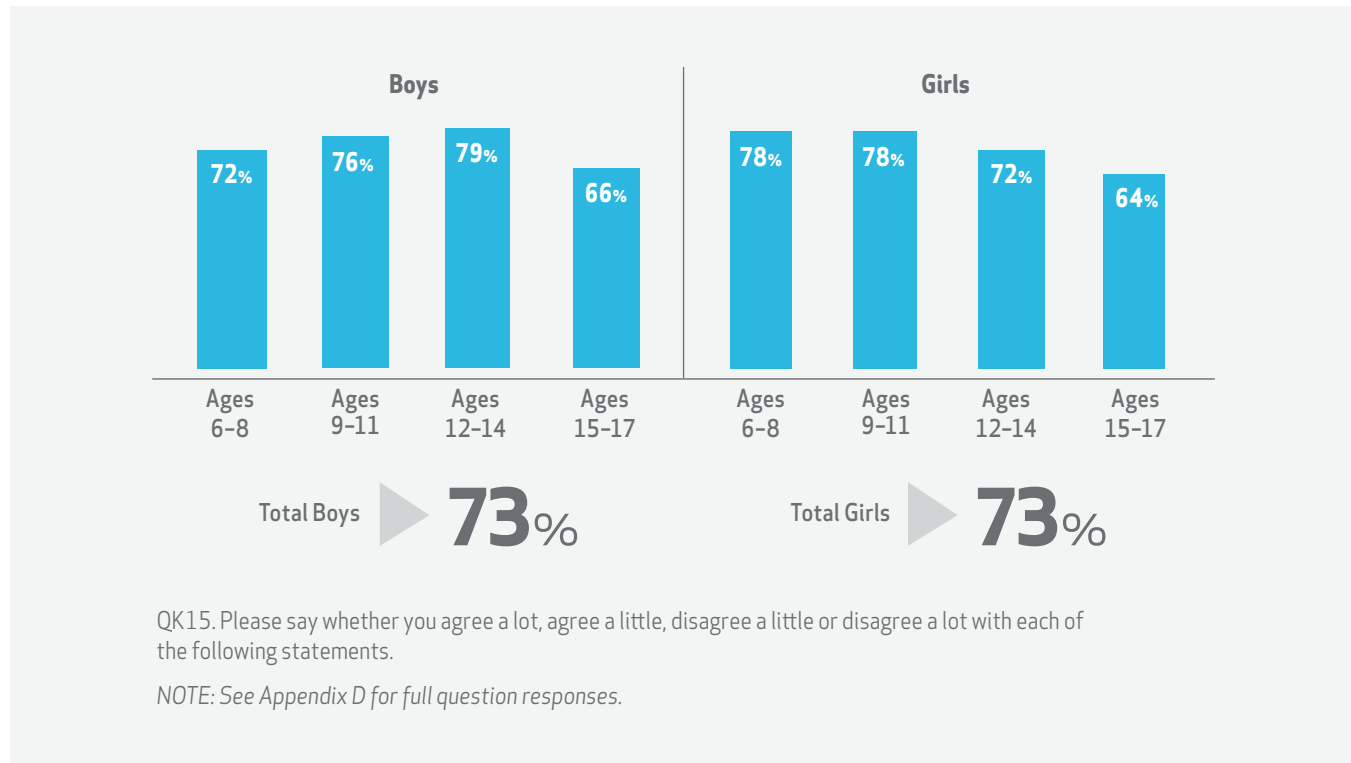


“I wish there were more books available with characters and role models who experience things he is going through in his life.”

—Mother, 11-year-old boy, IL

Nearly three-quarters of both boys and girls (73%) say they would read more if they could find more books they like.

Children’s Agreement with Statement:
“I would read more if I could find more books that I like”
Base: Children Ages 6–17



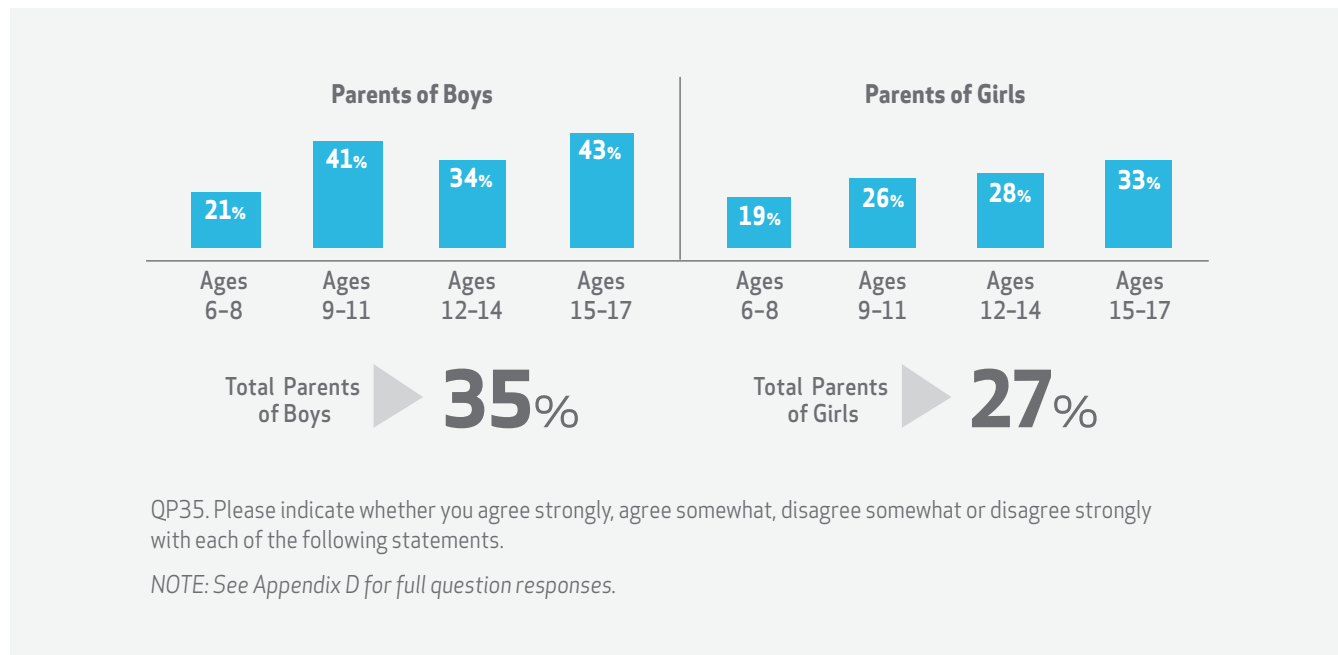
Three in 10 parents (31%)—especially parents of boys—agree that their child has trouble finding books he or she likes.

“I have trouble finding books that hold his interest from start to finish.”

—Mother, 10-year-old boy, TX

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

Base: Parents of Children Ages 6-17



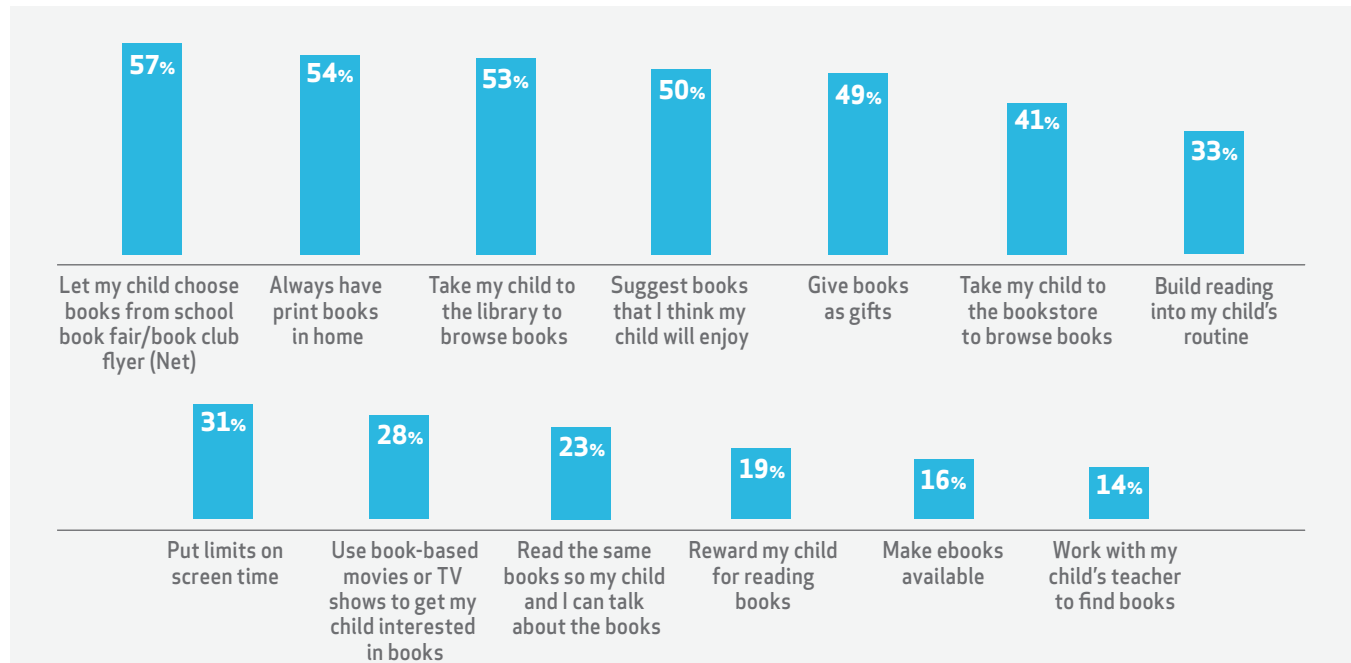
“We enjoy going to the library or bookstore for books as well as purchasing books for his ereader.”

—Mother, 8-year-old boy, TX

Many of the activities parents engage in to encourage their children to read books for fun center on providing choice and access to books.

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

Base: Parents of Children Ages 6–17



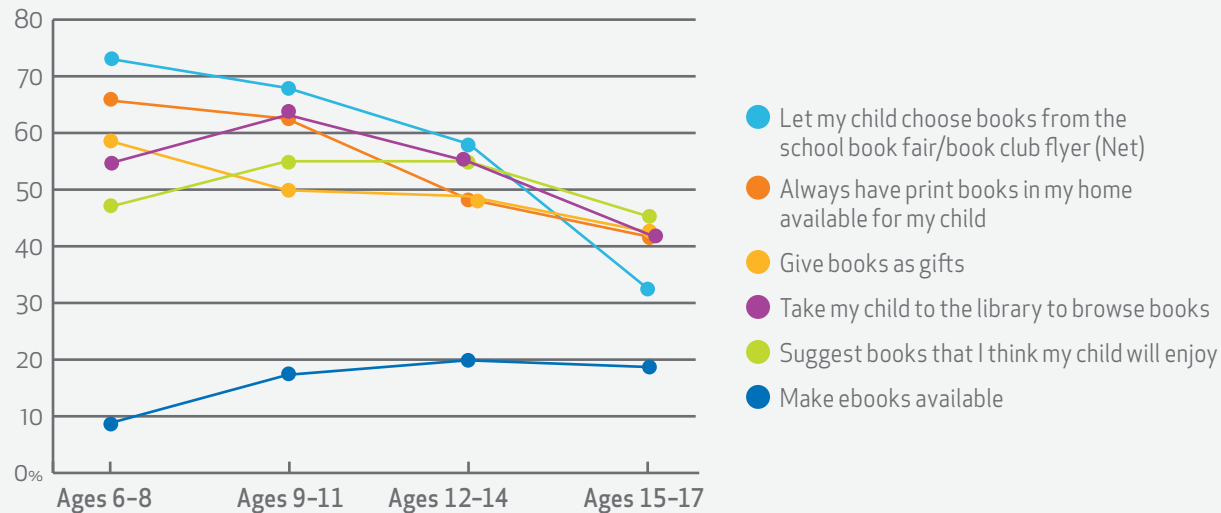
QP39. Which of the following do you currently do to encourage your child to read books for fun?

NOTE: The Net item combines “school book fair” and “school book club flyer.” See Appendix D for full question responses.

As children grow older, parents are less likely to engage in activities to encourage reading, but more likely to make ebooks available.

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

Base: Parents of Children Ages 6-17



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

NOTE: Top five and select item are shown in chart.

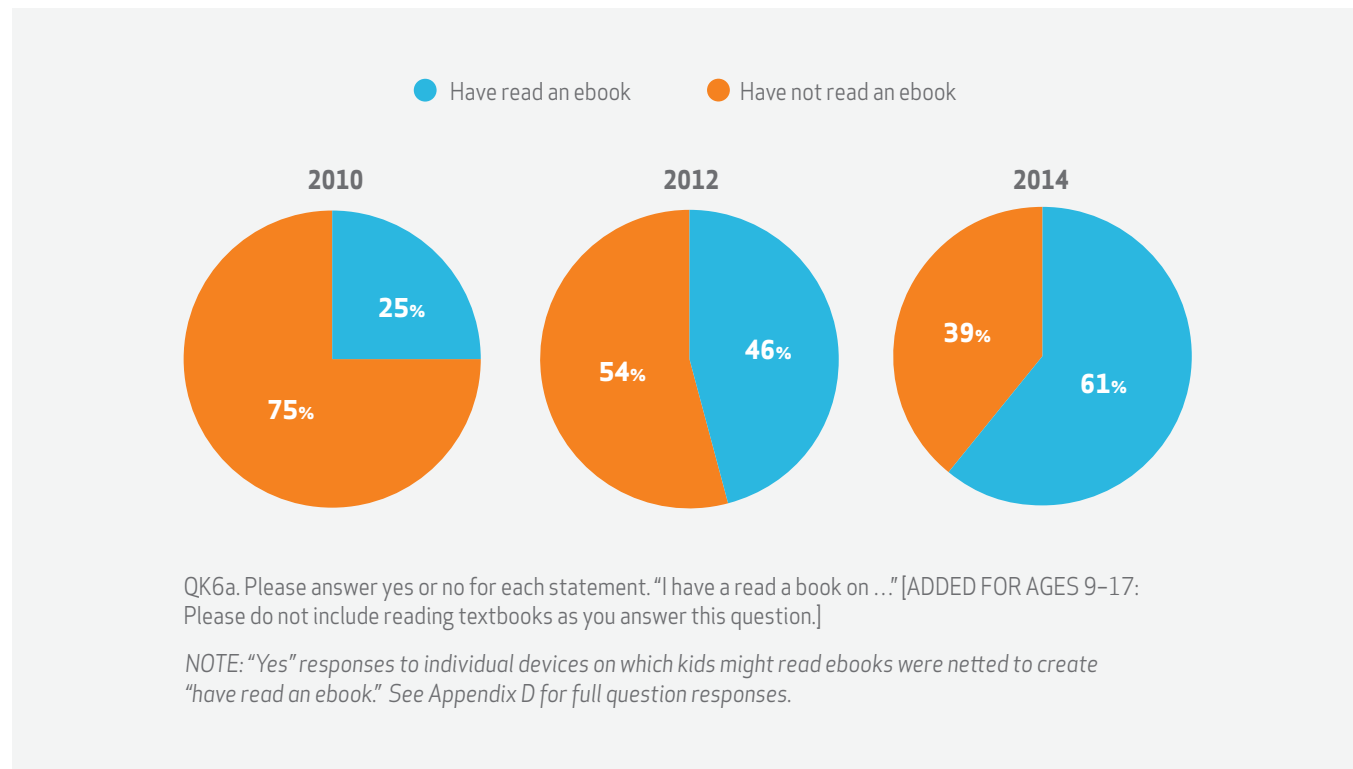
“In the past my child has preferred the physical book; however, he is becoming more interested in technology so ebooks have become more appealing to him as of late.”

—Father, 7-year-old boy, WV

The percentage of children who have read an ebook has increased steadily since 2010.

Percentage of Children Who Have Read an eBook

Base: Children Ages 6-17



45%

of parents with kids
ages 6-17

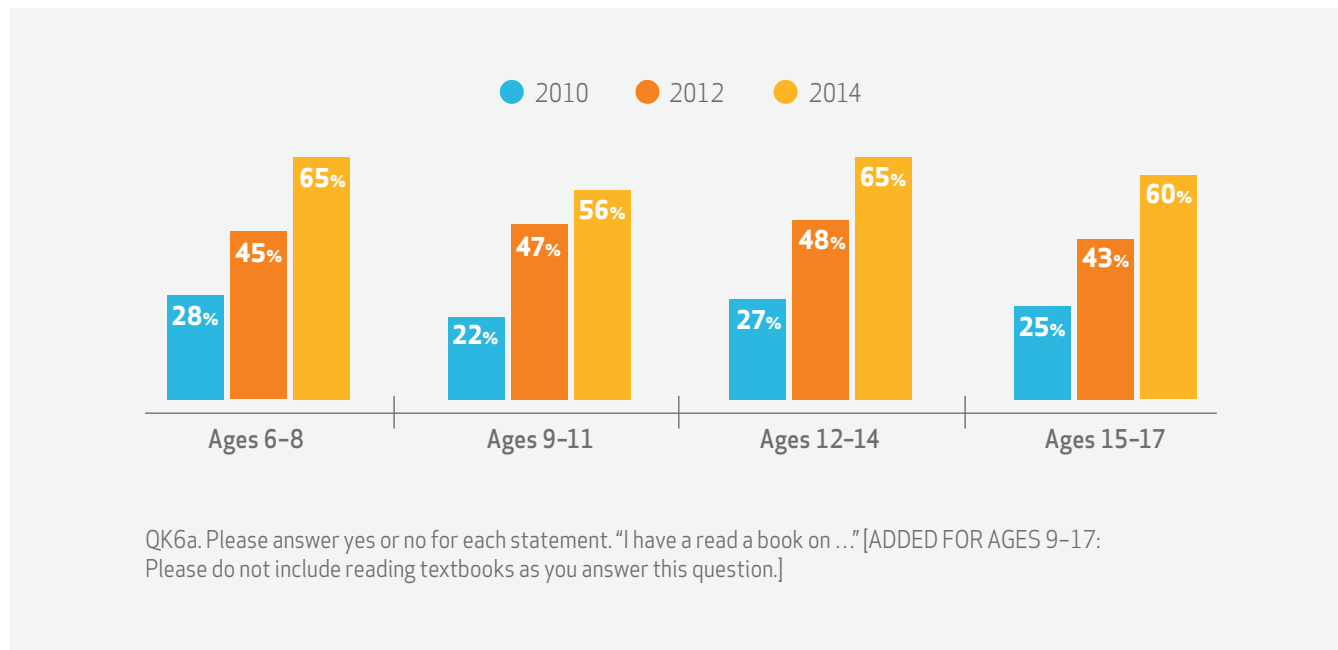
have personally
read an ebook

This is up from
14% in 2010.

The percentage of children who have read an ebook has increased across all age groups.

Percentage of Children Who Have Read an eBook

Base: Children Ages 6-17



50%

of kids ages 6-17 who have read an ebook agree:

"I enjoy reading books more now that I read ebooks."

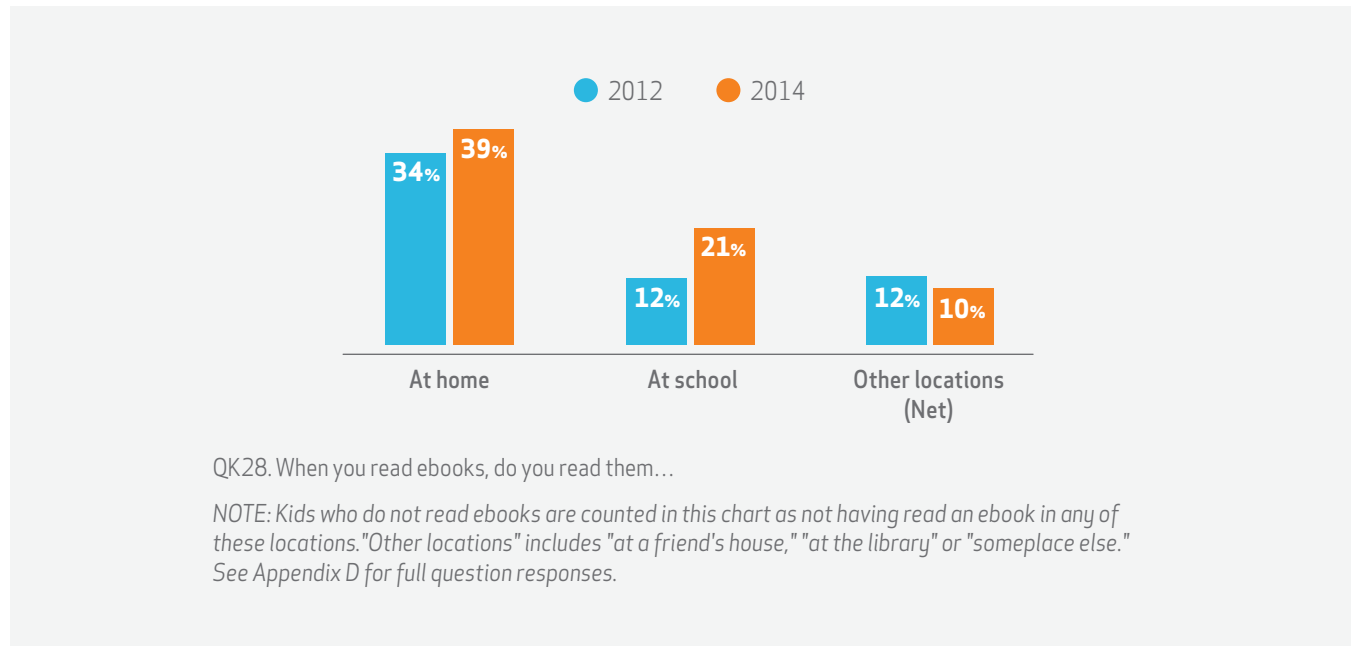
“Because she will have to be used to seeing things digitally in today’s world, I feel it’s important that she is exposed to all methods of reading.”

—Father, 8-year-old girl, PA

While home is the most common place for reading ebooks, the percentage of kids who read ebooks at school has nearly doubled since 2012.

Percentage of Children Who Read eBooks at Home, School or Elsewhere

Base: Children Ages 6–17



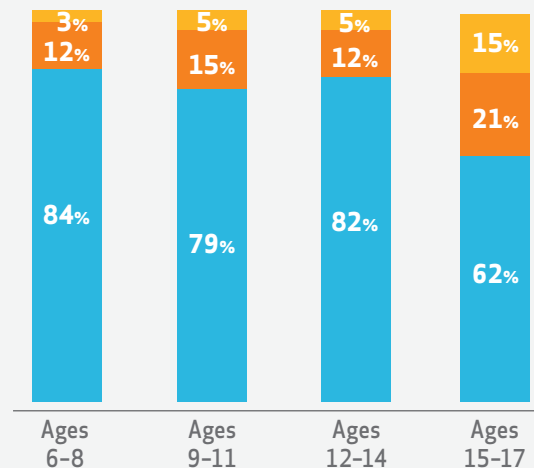
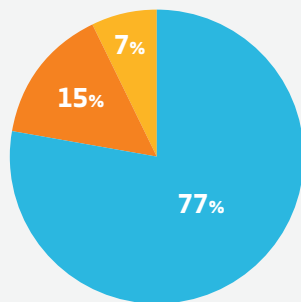
Yet the majority of children who have read an ebook (77%) say most of the books they read are in print.

“As long as there is a good book to read, it doesn’t matter if it is print or an ebook.”

—Mother, 6-year-old girl, CA

How Children Read Books for Fun Base: Children Ages 6–17 Who Have Read an eBook

● Most of them are print books ● About half are ebooks and half are print books ● Most of them are ebooks



QK29a. Which of the following best describes the books you read for fun?

NOTE: Data in these charts are among the 61% of children who have read an ebook.

SPOTLIGHT:

Print Books in a Digital World

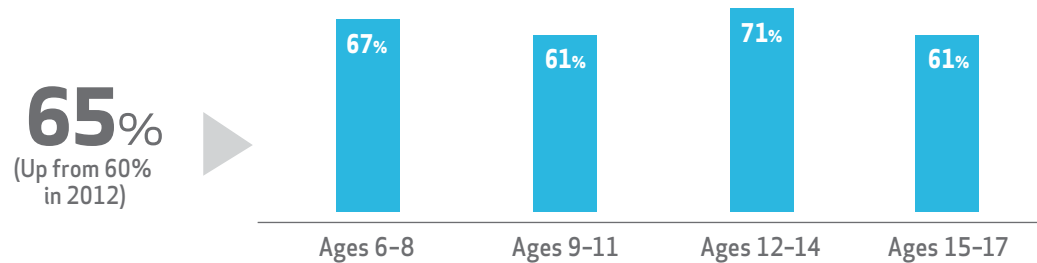
“I always assumed that my daughter would like ebooks better because she’s always on her tablet, but she still prefers print.”

—Mother, 9-year-old girl, NJ

Nearly two-thirds of children (65%)—up from 2012 (60%)—agree that they’ll 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 Ages 6–17



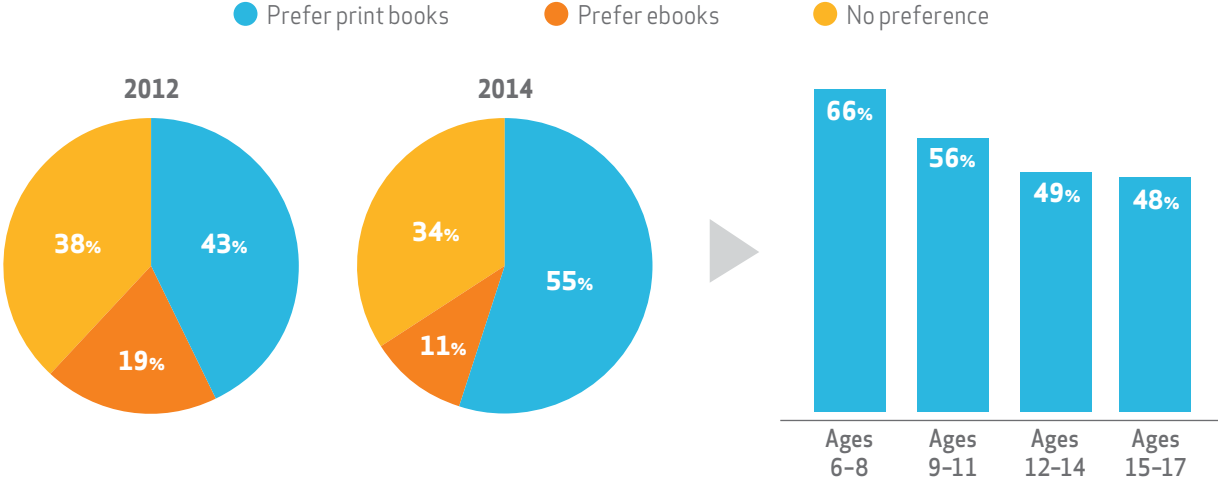
QK15. Please tell me whether you agree a lot, agree a little, disagree a little or disagree a lot with each of the following statements.

NOTE: See Appendix D for full question responses.

Compared to 2012, children who have read an ebook—especially younger kids—are more likely to say they prefer reading print books and are less likely to say they prefer reading ebooks.

How Children Prefer to Read Books: Print vs. eBooks

Base: Children Ages 6-17 Who Have Read an eBook



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

NOTE: Data in these charts are among the 61% of children who have read an ebook.

53%

of parents with kids ages 6-17 and who have read an ebook say

they personally **prefer** to read books in **print**.

This is up from **48%** in 2012.

SPOTLIGHT: PRINT BOOKS IN A DIGITAL WORLD

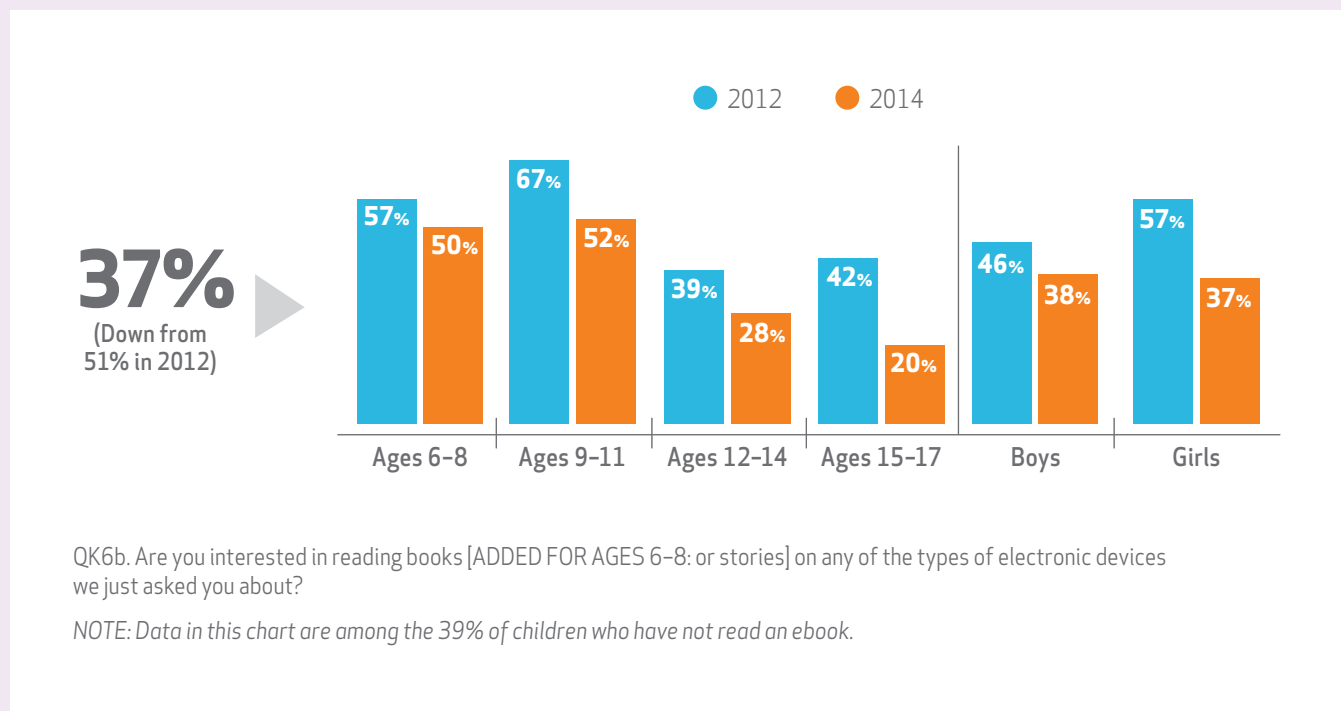
“Turning physical pages kept my son more engaged.”

—Mother, 10-year-old boy, FL

Among children who have not read an ebook, interest in ereading has dropped significantly since 2012.

Percentage of Children Who Are Interested in Reading eBooks

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



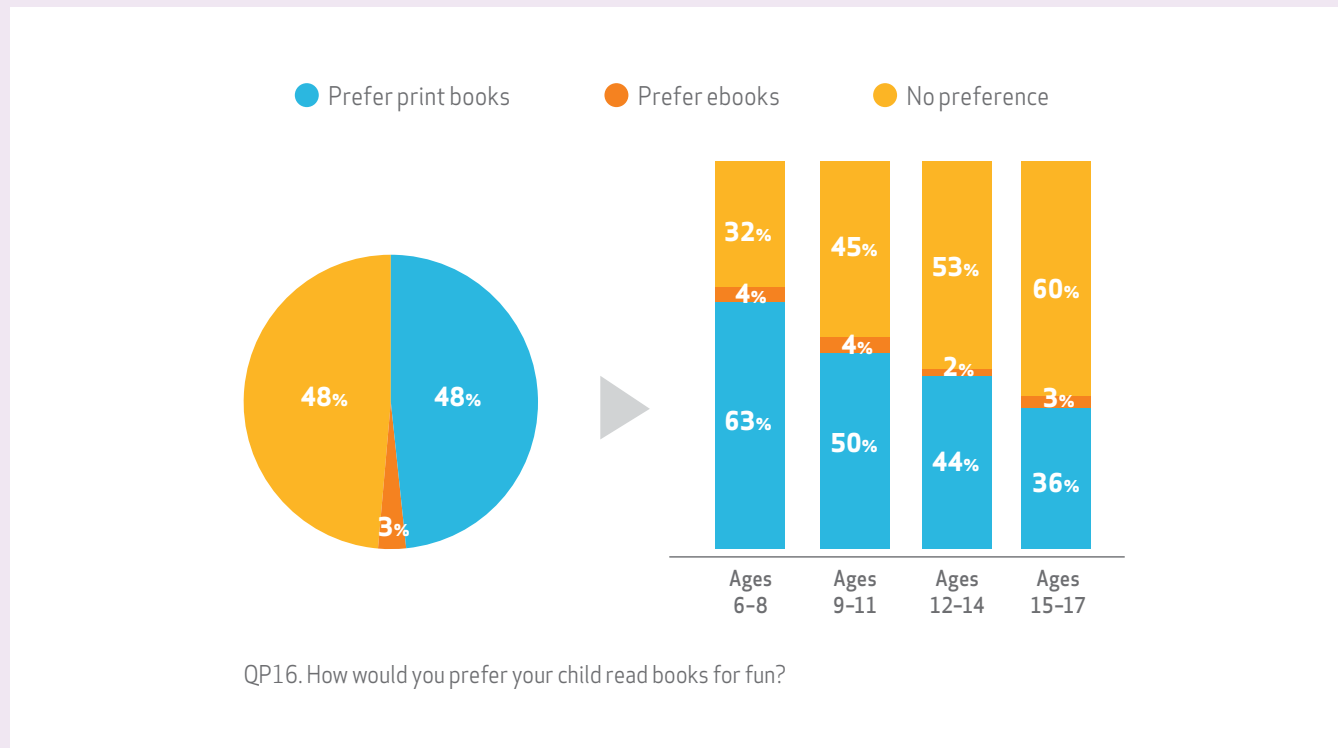
"I just want him to enjoy the book regardless of what format it is in."

—Mother, 10-year-old boy, NC

When it comes to reading books for fun, nearly half of all parents (48%)—especially parents of younger children—prefer their child read print books over ebooks, while the same percentage of parents does not have a preference. This remains consistent with parents' views in 2012.

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

Base: Parents of Children Ages 6-17



SPOTLIGHT: PRINT BOOKS IN A DIGITAL WORLD

“Having a bookcase is a good reminder to pick up a book and read.”

—Mother, 11-year-old girl, NJ

Home libraries are comprised predominantly of print books, many of which are children’s books. In homes with ebooks, six in 10 (59%) parents say the ebook collection is mostly books for adults.

Average Number of Print and eBooks in Home

Base: Parents of Children Ages 6–17

158

Print books

39

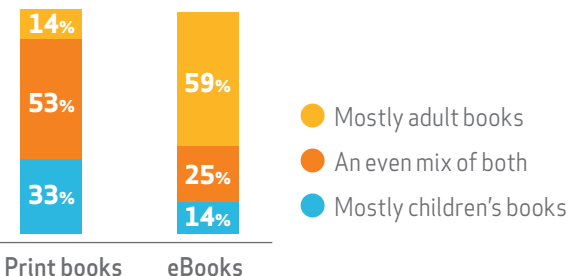
eBooks

QP54. How many print books are in your home?

QP55. How many ebooks does your family own?

Percentage of Children’s vs. Adult Books in Home

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



QP56. Which describes your print book collection best?

Base for question results is the 98% who have print books in their home.

QP57. Which describes your ebook collection best?

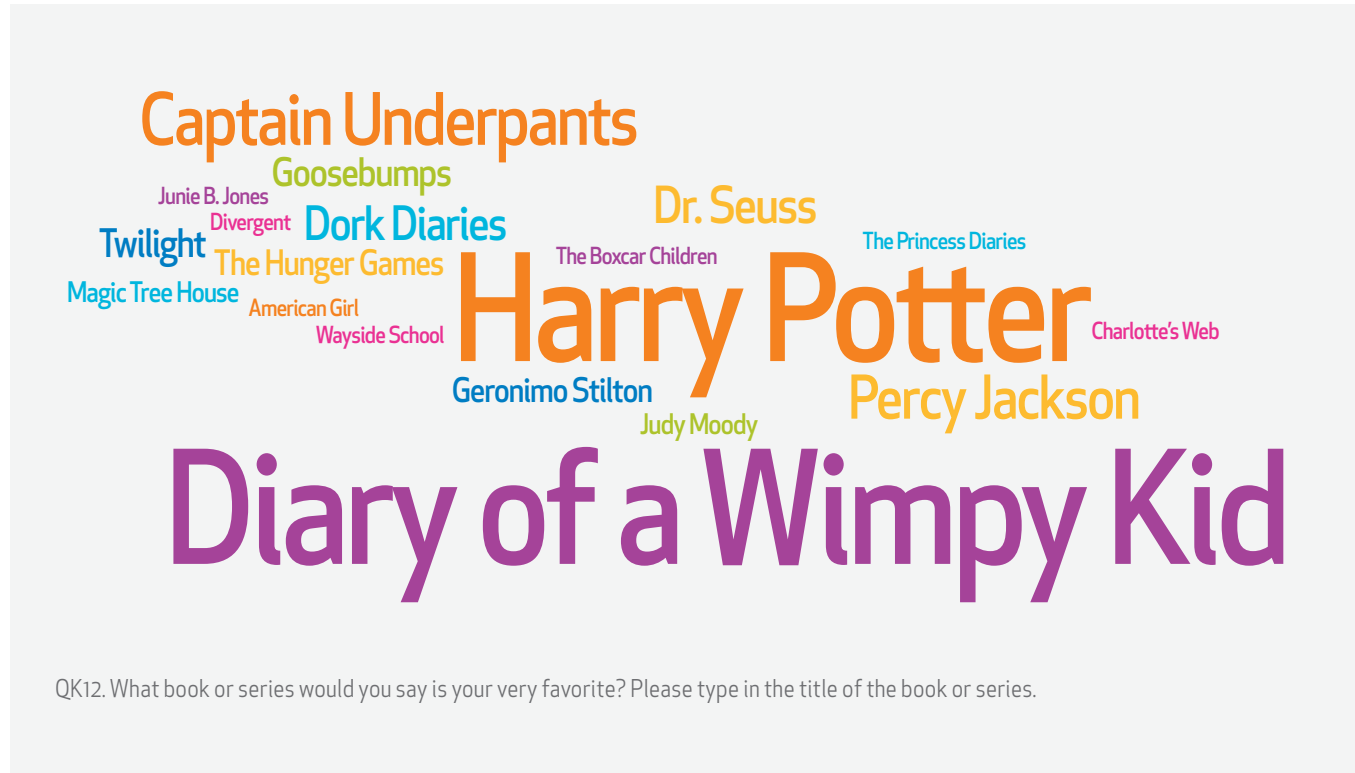
Base for question results is the 52% who have ebooks in their home.

FAVORITE BOOKS OR SERIES OF CHILDREN AGES 6-8



QK12. What book or series would you say is your very favorite? Please type in the title of the book or series.

FAVORITE BOOKS OR SERIES OF CHILDREN AGES 9-11



FAVORITE BOOKS OR SERIES OF CHILDREN AGES 12-14

A word cloud of popular children's books and series for ages 12-14. The words are arranged in a roughly rectangular shape, with 'Harry Potter' and 'The Hunger Games' being the largest. Other prominent titles include 'Percy Jackson', 'Diary of a Wimpy Kid', 'The Fault in Our Stars', and 'Divergent'. Smaller titles include 'Fable Haven', 'Eragon', 'The Chronicles of Narnia', 'Artemis Fowl', 'Twilight', and 'The Heroes of Olympus'. The colors of the text vary, including shades of purple, green, blue, orange, and pink.

Divergent
The Fault in Our Stars
Fable Haven
Percy Jackson
Diary of A Wimpy Kid
Eragon
The Chronicles of Narnia
The Hunger Games
Twilight
Artemis Fowl
The Heroes of Olympus
Harry Potter

QK12. What book or series would you say is your very favorite? Please type in the title of the book or series.

FAVORITE BOOKS OR SERIES OF CHILDREN AGES 15-17

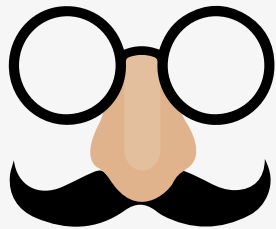
A word cloud of favorite books for children ages 15-17. The words are arranged in a cluster, with 'Harry Potter' being the largest and most prominent. Other visible titles include 'The Hunger Games', 'Divergent', 'The Fault in Our Stars', 'The Lord of the Rings', 'Twilight', 'Percy Jackson', and 'The Hardy Boys'. The colors of the text vary, including shades of blue, orange, purple, and green.

The Hardy Boys
The Hunger Games
Twilight
Percy Jackson
Divergent
Harry Potter
The Lord of the Rings
The Fault in Our Stars

QK12. What book or series would you say is your very favorite? Please type in the title of the book or series.

What Kids Want In Books

When Reading for Fun, Kids Ages 6-17 Say
THEY WANT BOOKS THAT:



70%
Make me laugh



54% Let me use my imagination



48% Tell a made-up story



43% Have characters I wish I could be like because they're smart, strong or brave



43% Teach me something new



41% Have a mystery or problem to solve



91% of kids ages 6-17 say My favorite books are the ones that I have picked out myself.

Kids Ages 6-8

Are more likely than older kids to want: books with **characters** that look like them



Favorites: Junie B. Jones, Dr. Seuss, Magic Tree House

Kids Ages 9-11

Are more likely than younger kids to want: books that have a **mystery** or **problem** to solve

Favorites: Diary of a Wimpy Kid, Harry Potter, Captain Underpants

Kids Ages 12-14

Are more likely than older kids to want: books with **smart, strong** or **brave** characters

Favorites: Harry Potter, The Hunger Games, Diary of a Wimpy Kid

Kids Ages 15-17

Are more likely than younger kids to want: books that **let them forget about real life** for a while

Favorites: Harry Potter, Divergent, The Hunger Games



Appendix A:

Methodology

STUDY METHODOLOGY

- The study was managed by YouGov, the same team and company that fielded the third and fourth editions of the *Kids & Family Reading Report*, and was fielded between August 29, 2014 and September 10, 2014. The total sample size of 2,558 parents and children includes:
 - 506 parents of children ages 0–5.
 - 1,026 parents of 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[®]^[1].
- 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.

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

Appendix A:

Methodology (continued)

ADDITIONAL STUDY METHODOLOGY

- Some survey language was modified in age-appropriate ways to ensure comprehension among children ages 6–8.
- Children ages 6–8 were not asked some survey questions due to comprehension limitations and limitations on the length of a survey appropriate for 6–8-year-olds.
- Parents were invited to help young children read the survey but were asked to allow children to independently answer all questions. At the end of the survey, children were asked to record the degree to which a parent helped them with the survey. Consistent with prior research, an analysis comparing the responses of children with and without parental involvement showed no significant differences.
- Virtually all (98%) of the adults interviewed were the parent or stepparent of the child interviewed. Therefore, throughout this report, we refer to adult respondents as “parents.”

Appendix B:

Demographics of the Sample

Age of Child Respondents

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

Gender of Child Respondents

Boys Ages 6-17	51%
Girls Ages 6-17	49%

Race/Ethnicity of Child Respondents

Non-Hispanic White	54%
Hispanic	23%
Non-Hispanic Black	14%
Non-Hispanic, Other	6%
Non-Hispanic, Multiple races	3%

Age of Child that Parents of Children Ages 0-5 Answered About

0-2	49%
3-5	51%

Gender of Child that Parents of Children Ages 0-5 Answered About

Boys Ages 0-5	51%
Girls Ages 0-5	49%

Race/Ethnicity of Child that Parents of Children Ages 0-5 Answered About

Non-Hispanic White	51%
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)	88%	85%
Married	76%	79%
Living with Partner	11%	7%
Never Married	8%	7%
Widowed/Divorced/Separated	4%	8%

Age of Parent Respondents

	Parents of 0-5 Year-Olds	Parents of 6-17 Year-Olds
Under 35	61%	23%
35-44	32%	48%
45-54	4%	24%
55+	3%	5%
Mean	33	41

Appendix B:

Demographics of the Sample (continued)

Relationship of Adult Respondents to Child	Parents of 0-5 Year-Olds	Parents of 6-17 Year-Olds	Household Income	Kids/Parents of 0-5 Year-Olds	Kids/Parents of 6-17 Year-Olds
Parent (Net)	98%	98%	Less than \$35K	31%	27%
Mother	53%	52%	\$35K- <\$60K	20%	20%
Father	45%	42%	\$60K- <\$100K	27%	27%
Stepmother	0%	1%	\$100K+	22%	26%
Stepfather	0%	4%	Mean	\$71K	\$79K
Other Guardian (Net)	2%	2%	Median	\$67K	\$67K
Total MEN	45%	46%			
Total WOMEN	55%	54%			

Highest Level of Education Earned by Parent Respondents	Parents of 0-5 Year-Olds	Parents of 6-17 Year-Olds	Race/Ethnicity of Parent Respondents	Kids/Parents of 0-5 Year-Olds	Kids/Parents of 6-17 Year-Olds
High school graduate or less (Net)	31%	42%	Non-Hispanic White	61%	60%
Less than high school	7%	15%	Hispanic	19%	19%
High school	24%	27%	Non-Hispanic Black	11%	13%
Some college or more (Net)	69%	58%	Non-Hispanic, Other	7%	5%
Some college	26%	26%	Non-Hispanic, Multiple races	2%	3%
Bachelor's degree+	43%	32%			

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	1,026
6-8	255
9-11	257
12-14	255
15-17	259

Gender of Child Respondents

Boys Ages 6-17	516
Girls Ages 6-17	510

Age of Child Respondents within Gender

Boys Ages 6-8	128
Girls Ages 6-8	127
Boys Ages 9-11	128
Girls Ages 9-11	129
Boys Ages 12-14	130
Girls Ages 12-14	125
Boys Ages 15-17	130
Girls Ages 15-17	129

Age of Child that Parents Answered About

Parents of Children Ages 0-17	1,532
Parents of Children Ages 0-5	506
Parents of Children Ages 0-2	254
Parents of Children Ages 3-5	252
Parents of Children Ages 6-17	1,026

Household Income

Kids/Parents of 0-5 Year-Olds Kids/Parents of 0-5 Year-Olds

Less than \$35K	107	197
\$35K- <\$60K	115	195
\$60K- <\$100K	148	321
\$100K+	136	312

Appendix C:

Subgroup Sample Sizes (continued)

Reading Frequency of Child Ages 6-17

Frequent Readers (read books for fun 5-7 days a week)	341
Moderately Frequent Readers (read books for fun 1-4 days a week)	419
Infrequent Readers (read books for fun less than 1 day a week)	266

Reading Frequency of Child Within Age

Frequent Readers Ages 6-11	233
Infrequent Readers Ages 6-11	63
Frequent Readers Ages 12-17	108
Infrequent Readers Ages 12-17	203

Children Ages 6-17 Who Read Independently with Their Class or School

Total	446
Boys	230
Girls	216

Children Ages 6-17 Who Have Read an eBook

Total	641
6-8	170
9-11	150
12-14	169
15-17	152

Appendix D:

Parent Survey

This appendix shows the full question responses for select questions from the parents' and kids' surveys, as noted throughout the report.

PARENTS' VIEWS ON THE IMPORTANCE OF THEIR CHILD READING BOOKS FOR FUN									
QP3. How important is it to you that your child reads books for fun (as your child grows up)? 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	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>Base: Total</i>	1532	506	1026	254	252	255	257	255	259
Extremely/Very important (Net)	90	96	86	97	96	94	93	84	75
Extremely important	50	61	45	66	55	50	55	40	35
Very important	39	35	41	30	40	44	38	44	39
A little important	9	3	12	3	3	6	7	14	22
Not important	1	1	1	0	1	-	-	2	3

Appendix D:

TOP BENEFITS PARENTS MOST WANT THEIR CHILD TO GET FROM READING BOOKS FOR FUN									
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)?	Total Parents	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>Base: Total</i>	1532	506	1026	254	252	255	257	255	259
Developing vocabulary and language skills	86	89	84	90	87	84	88	82	82
Using his/her imagination	78	86	74	85	87	81	76	70	69
Being successful in school	72	74	71	76	72	75	76	69	65
Becoming excited about reading	71	76	68	71	82	75	73	64	61
Spending time away from technology	60	61	59	61	61	58	59	62	58
Discovering things he/she might not experience firsthand	55	57	54	58	57	52	54	55	56
Having time to relax	49	51	48	52	50	44	46	51	52
Learning from inspiring characters	46	52	44	48	56	43	47	49	36
Learning ways to deal with experiences he/she is going through	38	44	34	45	43	30	33	38	36
Being able to forget about real life for a while	28	30	27	29	31	21	21	32	35
None of these	1	1	1	3	0	1	1	0	1

Appendix D:

PERCENTAGE OF PARENTS OF PRESCHOOLERS WHO SAY EACH IS EXTREMELY/VERY IMPORTANT TO DO WITH THEIR CHILD IN ORDER TO DEVELOP CHILD'S LANGUAGE SKILLS									
QP6. How important do you think it is to do each of following with your child in order to develop his/her language skills?	Total Parents	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>Base: Parents of Children Ages 0-5</i>	506	506	-	254	252	-	-	-	-
Read children's books aloud	97	97	-	97	98	-	-	-	-
Talk together, in general	96	96	-	95	97	-	-	-	-
Read signs, labels, etc. during daily activities	92	92	-	91	94	-	-	-	-
Talk about books with your child	92	92	-	91	93	-	-	-	-
Sing songs	89	89	-	91	87	-	-	-	-
Play rhyming games	87	87	-	88	85	-	-	-	-
Use flash cards with letters, words and images	80	80	-	79	81	-	-	-	-
Use interactive print books (i.e. touch, feel, sound features)	77	77	-	81	74	-	-	-	-
Tell made-up stories	76	76	-	73	79	-	-	-	-
Read books or other materials aloud that you would normally read for yourself	74	74	-	74	74	-	-	-	-
Use educational apps	54	54	-	52	57	-	-	-	-
Use electronic educational toys and games	54	54	-	54	54	-	-	-	-
Watch TV shows or videos made for children your child's age	53	53	-	51	55	-	-	-	-
Use interactive ebooks on a digital device	49	49	-	46	52	-	-	-	-

Appendix D:

REASONS CHILDREN ARE READ BOOKS ALOUD									
QP24. Which of the following are among the main reasons you (or another family member) started reading books aloud to your child?	Total Parents	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>Base: Parents of Children Who Are (or Were) Read Books Aloud at Home Before Age 6</i>	1410	494	916	246	248	241	233	220	222
Wanted my child to develop vocabulary and language skills	82	80	84	78	81	83	84	84	85
Wanted my child to enjoy books	80	77	82	75	79	82	78	81	86
Wanted my child to start learning about letters and words	71	64	75	63	66	74	77	70	77
Wanted another way to bond with my child	63	64	63	60	68	59	60	67	66
Wanted to create a bedtime routine	61	60	62	54	65	60	59	63	66
My child started to understand words	51	46	54	44	47	49	53	54	63
My child started to talk	33	29	35	25	33	32	35	33	40
Older children in my home were being read to, so my child was included	32	40	28	43	37	25	35	28	22

Appendix D:

REASONS WHY PARENTS STOPPED READING ALOUD TO THEIR CHILD									
QP28. Thinking back to when your child stopped being read aloud to, which of these are reasons why reading aloud stopped?	Total Parents	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>Base: Parents of Children Who Stopped Being Read Books Aloud at Home Before Age 9</i>	251	-	251	-	-	*	43	98	105
He/She was old enough to read on his/her own	75	-	75	-	-	*	82	73	75
He/She wanted to read independently	58	-	58	-	-	*	53	62	59
I wanted to promote independent reading	49	-	49	-	-	*	44	54	49
He/She went to elementary school and he/she is read to aloud there	24	-	24	-	-	*	33	20	27
He/She went to preschool or daycare and he/she is read to aloud there	12	-	12	-	-	*	8	11	16
Not enough time in the day	9	-	9	-	-	*	2	12	8
He/She wouldn't sit still	6	-	6	-	-	*	2	7	6
He/She was no longer interested in books	5	-	5	-	-	*	2	5	6

*Base size too small to show percentages.

Appendix D:

AGREEMENT WITH STATEMENT: MY CHILD HAS TROUBLE FINDING BOOKS HE/SHE LIKES									
QP35. Please indicate whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each of the following statements.	Total Parents	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>Base: Parents of Children Ages 6-17</i>	1026	-	1026	-	-	255	257	255	259
Agree (Net)	31	-	31	-	-	20	34	31	38
Agree strongly	7	-	7	-	-	4	9	8	7
Agree somewhat	24	-	24	-	-	16	25	23	31
Disagree somewhat	39	-	39	-	-	43	37	37	38
Disagree strongly	30	-	30	-	-	37	29	31	23

Appendix D:

ACTIVITIES PRESCHOOLERS DO AT HOME 5-7 DAYS EACH WEEK									
QP36. Thinking about activities your child might participate in or do at home, about how many days a week, if any, is each of these experienced by your child at home?	Total Parents	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>Base: Parents of Children Ages 0-5</i>	506	506	-	254	252	-	-	-	-
Talking together, in general	87	87	-	87	87	-	-	-	-
Singing songs or listening to others sing	67	67	-	71	63	-	-	-	-
Being read children's books aloud	63	63	-	63	62	-	-	-	-
Watching TV shows or videos made for children my child's age	56	56	-	52	59	-	-	-	-
Being read signs, labels, etc. during daily activities	48	48	-	47	48	-	-	-	-
Talking about books	44	44	-	41	47	-	-	-	-
Using electronic educational toys and games	26	26	-	26	25	-	-	-	-
Using interactive print books (that is, books with touch, feel, or sound features)	26	26	-	33	19	-	-	-	-
Listening to made-up stories told by adults	25	25	-	25	26	-	-	-	-
Playing rhyming games	24	24	-	25	23	-	-	-	-
Using educational apps	23	23	-	19	26	-	-	-	-
Being read books or other material aloud that adults would normally read for themselves	22	22	-	24	20	-	-	-	-
Using flash cards with letters, words and images	19	19	-	13	25	-	-	-	-
Using interactive ebooks on a digital device	10	10	-	11	9	-	-	-	-

Appendix D:

TYPES OF BOOKS PARENTS NEED HELP FINDING OR WISH THERE WERE MORE OF FOR THEIR CHILD									
QP37. Which of the following are the types of books you need help finding/ wish there were more of for your child?	Total Parents	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>Base: Total</i>	1532	506	1026	254	252	255	257	255	259
Address the stages my child is going through (like not hitting, potty training, etc.) (Base: Parents of Preschoolers)	44	44	-	41	47	-	-	-	-
Help my child learn to read (Base: Parents of Children Ages 0-8)	56	59	51	58	60	51	-	-	-
Are about the things my child likes to do	51	48	53	39	55	53	54	50	55
Have characters with a personality that he/she can relate to	49	41	53	33	49	53	52	54	52
Provide role models that inspire my child	48	41	51	35	47	42	54	57	50
Can help my child through some of the social and emotional situations and physical changes kids his/her age go through (bullying, puberty, divorce, etc.)	37	30	40	24	35	38	41	42	42
Are about experiences that my child has in his/her life	35	35	35	28	42	30	35	35	41
Make my child laugh	56	61	54	59	63	60	48	51	58
Are easy enough, yet the topic is of interest	38	48	33	39	58	41	33	29	28
Match his/her reading level	44	43	45	37	49	54	50	41	34
Is challenging enough, yet the topic is appropriate	50	31	59	26	36	59	61	59	56
Have characters that look like my child	21	27	18	25	28	21	19	20	14
None of these	8	11	6	14	9	4	6	10	5
Did not answer	1	1	1	1	2	-	0	-	2

Appendix D:

THINGS PARENTS DO TO ENCOURAGE THEIR CHILD TO READ BOOKS FOR FUN									
QP39. Which of the following do you currently do to encourage your child to read books for fun?	Total Parents	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>Base: Total</i>	1532	506	1026	254	252	255	257	255	259
Always have print books in my home available for him/her	57	65	54	58	72	66	61	47	40
Give books to him/her as gifts	53	59	49	51	66	59	50	49	41
Take my child to the library to browse and explore books	51	48	53	39	56	55	63	52	42
Let my child choose books from school book fair/school book club flyer (Net)	48	28	57	15	39	73	68	58	33
Let him/her choose books from the school book fair	42	22	52	11	33	66	60	53	29
Let him/her order books from a school book club flyer that his/her teacher sends home	30	18	36	9	27	47	46	36	14
Suggest books that I think he/she will enjoy	46	37	50	24	49	47	54	54	45
Build reading into his/her daily routine or schedule	40	55	33	46	63	49	48	26	13
Take my child to a bookstore to browse and explore books	38	31	41	19	42	39	36	44	45
Put limits on the amount of screen time my child gets	32	35	31	25	44	32	45	30	19
Use movies or TV shows that are based on books to get him/her interested in books	26	22	28	18	26	24	31	33	26
Read the same books as my child so I can talk with him/her about the books	24	24	23	18	30	26	21	23	24
Reward my child for reading books	20	22	19	16	27	29	21	18	9
Make ebooks available	14	9	16	9	9	9	17	20	19

Appendix D:

(CONTINUED) THINGS PARENTS DO TO ENCOURAGE THEIR CHILD TO READ BOOKS FOR FUN									
QP39. Which of the following do you currently do to encourage your child to read books for fun?	Total Parents	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
Work with my child's teacher to find books for him/her	12	9	14	3	15	21	18	10	6
None of these	7	9	7	15	4	3	3	6	14
Did not answer	1	0	1	0	1	1	-	0	2
SOURCES OF ADVICE REGARDING READING ALOUD TO CHILDREN FROM BIRTH									
QP53. Which of the following were sources of the advice to read aloud from birth?	Total Parents	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>Base: Parents of Children Ages 0-5 Who Received This Advice When Their Child Was a Baby</i>	317	317	-	162	155	-	-	-	-
Friends and family (Net)	58	58	-	54	62	-	-	-	-
Other relatives/friends	35	35	-	25	44	-	-	-	-
My child's grandparents	30	30	-	27	32	-	-	-	-
Other parents	27	27	-	29	25	-	-	-	-
Teachers that I know	13	13	-	12	13	-	-	-	-
My child's pediatrician	43	43	-	46	41	-	-	-	-
Parenting books	41	41	-	44	38	-	-	-	-
Parenting magazines	38	38	-	31	45	-	-	-	-
Websites or blogs	32	32	-	31	33	-	-	-	-
Hospital or delivery staff when my child was born	18	18	-	22	14	-	-	-	-
Parenting classes	12	12	-	8	16	-	-	-	-
Other	5	5	-	6	4	-	-	-	-
Did not answer	1	1	-	-	1	-	-	-	-

Appendix D:

Kid Survey

ACTIVITIES IN WHICH CHILDREN PARTICIPATE 5-7 DAYS A WEEK							
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.	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Watch TV, DVDs or videos	65	63	68	73	64	65	59
Play games or apps on any kind of electronic device	50	57	42	44	51	59	45
Use a cell phone to text or talk	38	32	44	9	10	59	70
Use a smartphone or other handheld device for going online	37	35	39	11	21	51	62
Go online using a computer for fun, not for school	34	33	36	17	27	46	46
Visit social networking sites like Facebook, Twitter, etc.	26	20	33	0	9	41	53
CHILDREN'S VIEWS ON THE IMPORTANCE OF READING BOOKS FOR FUN							
QK4. 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).	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Extremely/Very important (Net)	46	36	56	52	45	44	42
Extremely important	15	9	22	16	15	17	13
Very important	30	27	34	36	30	26	29
A little important	40	45	35	39	45	40	38
Not important	14	19	9	9	10	16	20

Appendix D:

HOW MUCH CHILDREN ENJOY READING BOOKS FOR FUN							
QK5. How much do you enjoy reading books for fun?	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Love it/Like it a lot (Net)	51	41	61	62	46	49	46
I love it	21	12	31	24	19	22	19
I like it a lot	30	29	30	38	27	27	27
I like it a little	37	43	31	32	42	38	36
I don't like it at all	12	17	8	5	12	13	18
WAYS CHILDREN READ EBOOKS							
QK6a. Please answer yes or no for each statement.	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Read ebooks (Net)	61	56	67	65	56	65	60
Tablet/eReader (Subnet)	43	36	51	37	47	47	42
I have read an ebook on an iPad or other tablet	35	30	42	34	38	37	33
I have read an ebook on an electronic device made just for reading ebooks	21	18	24	14	21	28	20
I have read an ebook on a desktop computer	17	17	16	26	13	18	9
I have read an ebook on a laptop computer	18	16	20	19	14	19	19
I have read an ebook on a smartphone	16	13	19	16	10	19	19
I have read an ebook on an iPod Touch or Samsung Player (a multi-media handheld device)	9	7	10	6	9	11	8
I have read an ebook on a learning tablet	13	12	14	27	12	7	5
I have read an ebook on a handheld game system	6	5	7	7	4	5	7
Do not read ebooks	39	44	33	35	44	35	40

Appendix D:

AGREEMENT WITH STATEMENT: I AM MORE LIKELY TO FINISH READING A BOOK THAT I HAVE PICKED OUT MYSELF							
QK15. 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	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Agree (Net)	90	89	92	90	92	92	88
Agree a lot	54	51	58	57	56	60	45
Agree a little	36	38	33	33	35	32	42
Disagree a little	6	7	5	7	7	6	4
Disagree a lot	3	4	2	2	2	2	7
Did not answer	1	0	1	1	-	0	1
AGREEMENT WITH STATEMENT: I'LL ALWAYS WANT TO READ BOOKS PRINTED ON PAPER EVEN THOUGH THERE ARE EBOOKS AVAILABLE							
QK15. 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	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Agree (Net)	65	66	64	67	61	71	61
Agree a lot	28	26	31	31	25	35	22
Agree a little	37	41	33	36	36	36	39
Disagree a little	25	24	27	25	29	20	26
Disagree a lot	9	9	9	7	9	8	13
Did not answer	1	0	1	1	0	0	1

Appendix D:

AGREEMENT WITH STATEMENT: I WOULD READ MORE IF I COULD FIND MORE BOOKS THAT I LIKE							
QK15. 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	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Agree (Net)	73	73	73	75	77	76	65
Agree a lot	32	32	33	39	39	33	20
Agree a little	41	41	40	37	37	43	45
Disagree a little	20	19	20	17	18	19	25
Disagree a lot	6	6	6	7	4	4	9
Did not answer	1	1	0	0	0	1	1
AGREEMENT WITH STATEMENT: MY FAVORITE BOOKS ARE THE ONES I HAVE PICKED OUT MYSELF							
QK15. 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	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Agree (Net)	91	91	92	92	93	93	88
Agree a lot	60	59	60	61	63	66	49
Agree a little	32	32	32	31	31	27	39
Disagree a little	6	6	6	7	6	4	8
Disagree a lot	2	3	1	2	1	1	4
Did not answer	1	1	0	0	-	1	1

Appendix D:

THINGS CHILDREN LOOK FOR WHEN PICKING OUT A BOOK TO READ FOR FUN							
QK16. What do you look for when picking out a book to read for fun? Please select all that apply, as long as they are true for you. I look for books that...	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Make me laugh	70	66	74	79	74	70	58
Let me use my imagination	54	50	57	52	56	55	51
Tell a made-up story (fiction)	48	48	49	47	51	50	45
Have characters I wish I could be like because they're smart, strong or brave	43	41	46	45	45	46	37
Teach me something new	43	41	44	44	47	40	40
Have a mystery or problem to solve	41	38	45	31	47	45	40
Tell a true story (nonfiction)	31	26	36	28	28	33	34
Are a little scary	30	30	30	28	32	29	31
Let me forget about real life for a while	26	22	31	10	20	32	42
Are about things I experience in my life	25	21	30	22	23	26	30
Have characters that look like me	17	15	20	24	17	13	15
Have characters who are in love	17	7	27	11	9	21	24
Did not answer	1	2	1	1	-	1	3

Appendix D:

REASONS CHILDREN ENJOY READING MORE NOW COMPARED TO WHEN THEY WERE YOUNGER							
QK23a. What are some of the reasons that you enjoy reading more now compared to when you were younger?	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Children Ages 6-17 Who Liked Reading More When They Were Younger Compared to Now</i>	447	204	243	122	126	107	92
I am a better reader now	80	79	82	80	78	80	84
I get to pick out the books I read now	59	59	59	63	59	61	50
The books are more interesting now	49	44	53	40	52	54	51
There are more choices in types of books for me to read	44	44	44	34	41	59	44
The books have more meaning to me now	41	37	45	28	37	51	54
I found a series that I like	34	33	34	16	43	42	36
The books are funnier and more entertaining	33	33	34	30	43	34	25
I found an author that I like	21	19	24	9	25	32	22
I like the books I have to read for school	20	19	20	34	17	14	10

Appendix D:

REASONS CHILDREN ENJOYED READING MORE WHEN YOUNGER COMPARED TO NOW							
QK23b. What are some of the reasons that you enjoyed reading more when you were younger compared to now?	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Children Ages 6-17 Who Liked Reading More When They Were Younger Compared to Now</i>	290	166	124	41	68	73	108
There are so many other things that I now enjoy more than reading	60	60	59	57	61	64	58
I have to read so much for school that I just don't feel like reading for fun	47	46	48	42	41	55	46
When I was younger, someone read books aloud to me but now I have to read on my own	36	34	40	35	37	38	35
The books I read now are much harder	33	33	33	42	38	42	20
I don't like the books I have to read for school	29	33	23	7	14	37	41
The books aren't as funny and entertaining	19	22	15	22	16	25	16
I can't find books I like now	18	19	16	16	22	17	17
I liked the books I had to read for school	15	13	18	13	20	20	10
Did not answer	1	1	2	4	-	-	1

Appendix D:

REASONS KIDS LIKE(D) BEING READ ALOUD TO AT HOME							
QK25b. Which of these, if any, are reasons you like/were reasons you liked being read aloud to at home?	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Children Who Were Read Books Aloud at Home and Who Love(d) or Like(d) It a Lot</i>	723	349	374	195	181	167	180
It is/was a special time with my parent	78	76	79	79	75	81	75
Reading together is/was fun	65	63	68	64	66	65	67
It is/was relaxing to be read to before I go/went to sleep	54	50	57	47	56	57	56
I get/got to listen to books that might be/may have been too hard for me to read on my own	48	44	51	58	47	41	44
I like(d) not having to do the reading by myself	36	40	31	43	42	29	29
I like(d) to hear the different voices the person reading to me uses/used	35	37	34	31	37	42	34
I get/got to talk about the books with the person reading to me	35	31	39	36	37	30	37
None of these are true for me	1	1	1	-	3	-	-
WHETHER OR NOT CHILDREN WERE READY FOR READING ALOUD TO STOP							
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?	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Children Who Were Read Books Aloud at Home When They Were Younger</i>	633	319	314	102	157	183	191
I was ready for reading aloud to stop	33	34	32	18	22	43	42
I wanted reading aloud to continue	26	24	28	48	34	18	14
It didn't really matter to me if reading aloud stopped or not	41	42	39	34	44	39	43
Did not answer	0	0	1	0	-	0	1

Appendix D:

PLACES CHILDREN READ EBOOKS							
QK28. When you read ebooks, do you read them...	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
At home	39	34	45	30	39	43	44
At school	21	20	22	26	16	24	17
Other locations (Net)	10	10	11	11	9	15	7
At the library	5	4	5	4	5	6	4
At a friend's house	3	3	3	2	2	5	3
Someplace else	3	3	4	4	4	5	1
Did not answer	4	3	4	6	1	2	5
Have not read an ebook	39	44	33	35	44	35	40

Appendix D:

HOW CHILDREN FEEL ABOUT INDEPENDENT READING TIME AT SCHOOL							
QK36. Which of these, if any, describe how you feel about independent reading at school (when you do this as a class or school)?	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Children Who Read Independently with Their Whole Class or Whole School at a Certain Time</i>	446	230	216	164	148	83	51
Feel positively about independent reading time (Net)	52	44	61	54	53	50	50
It's one of my favorite parts of the school day	34	28	41	39	30	32	34
I wish we would do this more often	31	26	36	27	37	29	30
Feel negatively about independent reading time (Net)	38	45	30	35	39	43	34
I'm usually distracted and don't spend much time reading	20	22	17	21	19	20	17
I'm usually really bored	18	22	14	17	16	18	25
I wish we would do this less often	12	18	4	9	12	13	16
It's hard for me to find books I want to read	21	24	17	20	21	23	20
Other	2	1	3	1	2	3	3
Did not answer	1	2	1	1	2	1	1

Appendix D:

SOURCES CHILDREN USE TO FIND BOOKS TO READ FOR FUN							
QK44. Which of the following sources do you use to find books to read for fun?	Total Kids	Boys	Girls	Ages 6-8	Ages 9-11	Ages 12-14	Ages 15-17
<i>Base: Total</i>	1026	516	510	255	257	255	259
Library	67	66	68	77	77	61	54
School book fair/school book club flyer (Net)	45	44	47	68	59	36	20
School book fair	42	42	43	61	57	36	18
School book club flyer that the teacher sends home	21	22	21	37	29	15	6
Bookstore	33	29	36	26	30	38	37
School reading list or school website	20	18	22	18	24	19	18
Websites that sell or recommend books	11	9	12	3	6	17	15
Social media (like Facebook, Pinterest)	10	7	13	1	2	17	17
Blogs by authors or readers	3	2	5	2	1	6	5
Other	6	4	7	3	6	7	7
None of these	9	11	8	6	4	11	16
Did not answer	2	2	1	2	0	1	4

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