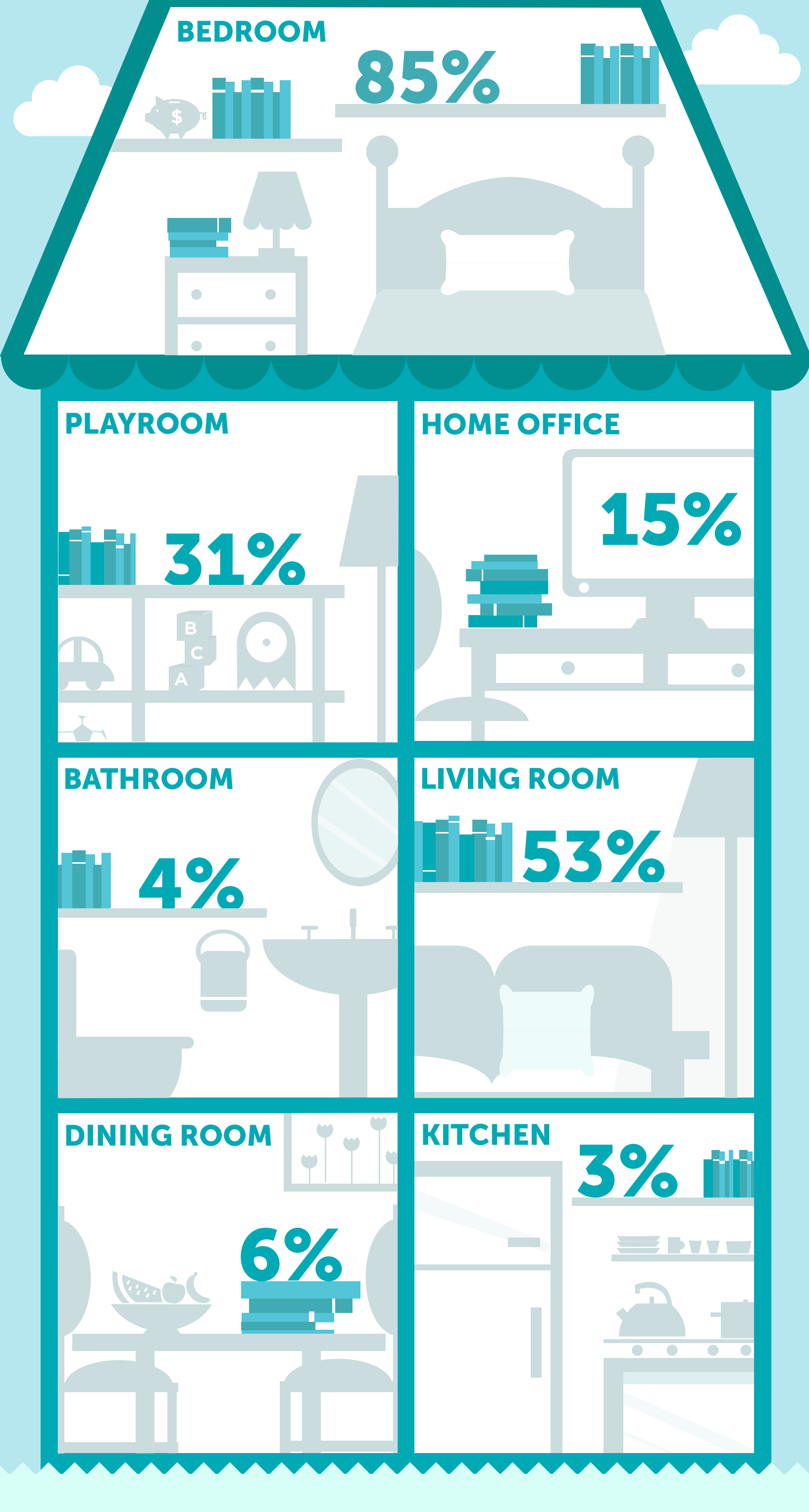


CHILDREN'S BOOKS IN THE HOME EVERY ROOM COUNTS!

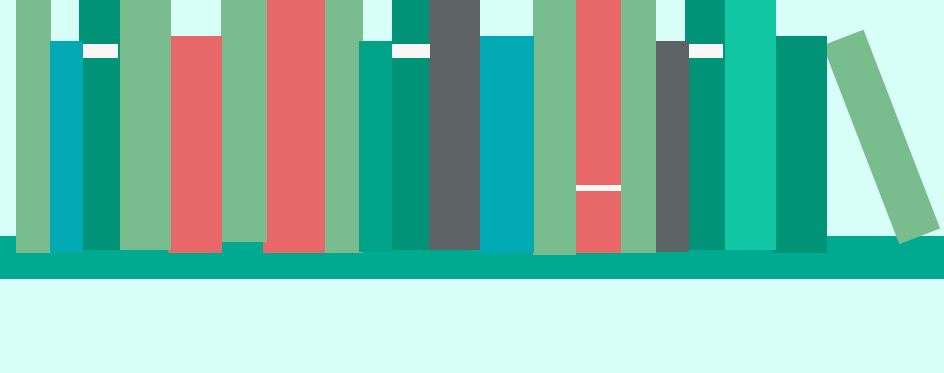
A Sneak Peek at the *Kids & Family Reading Report™*: 6th Edition
Coming January 2017

U.S. PARENTS OF KIDS AGES 0-17 SHARED WHERE CHILDREN'S BOOKS ARE KEPT IN THEIR HOMES

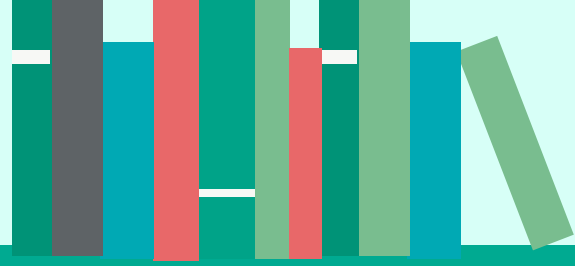


CHILDREN WHO ARE FREQUENT READERS HAVE MORE KIDS BOOKS IN THE HOME

52%
OF FREQUENT READERS HAVE 100+ BOOKS



73%
OF INFREQUENT READERS HAVE FEWER THAN 100 BOOKS



BOOKS & SERIES PARENTS BELIEVE EVERY KID SHOULD READ



HARRY POTTER



DIARY OF A WIMPY KID



THE MAGIC TREE HOUSE



DR. SEUSS

46% OF PARENTS SAY A FAVORITE ACTIVITY IS TO

"READ TOGETHER OR READ ALOUD AS A FAMILY"



**BUILD HOME LIBRARIES
DISCOVER THE POWER & JOY OF READING!**

#KFRR

Kids & Family Reading Report™

To Read The 2014 Report Visit Scholastic.com/readingreport

 **SCHOLASTIC**

Results from a survey of 1,675 parents and children including 632 parents of children ages 0-5; 1,043 parents of children 6-17, plus one child age 6-17 from the same household, sourced from KnowledgePanel®, a GfK probability-based web-enabled panel designed to be representative of the U.S. population. Research was conducted from September 19 through October 10, 2016 and managed by YouGov. Frequent readers are defined as children who read books for fun 5-7 days a week, whereas infrequent readers read books for fun less than one day a week.