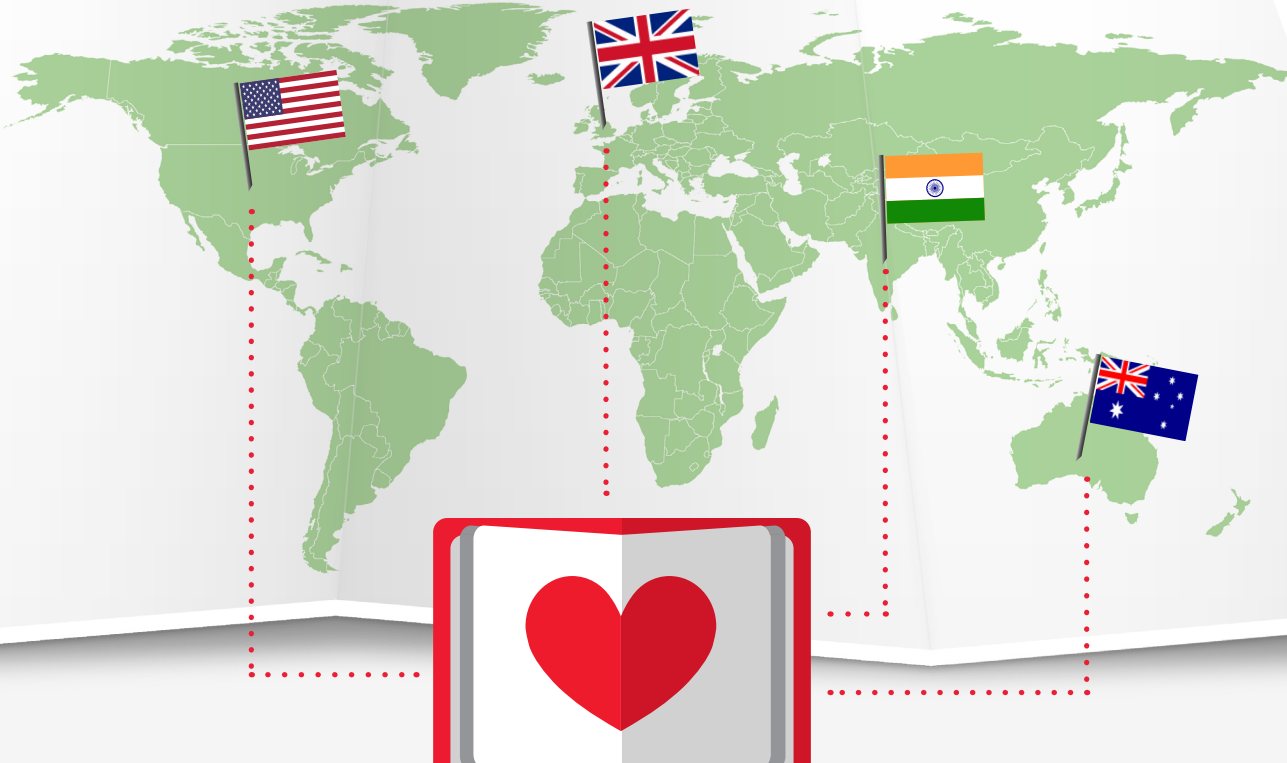


GET KIDS READING

4 Countries, 4 BIG Ideas

We asked kids ages 6–17 in the U.S., U.K., Australia and India about reading.

Here is what we learned...

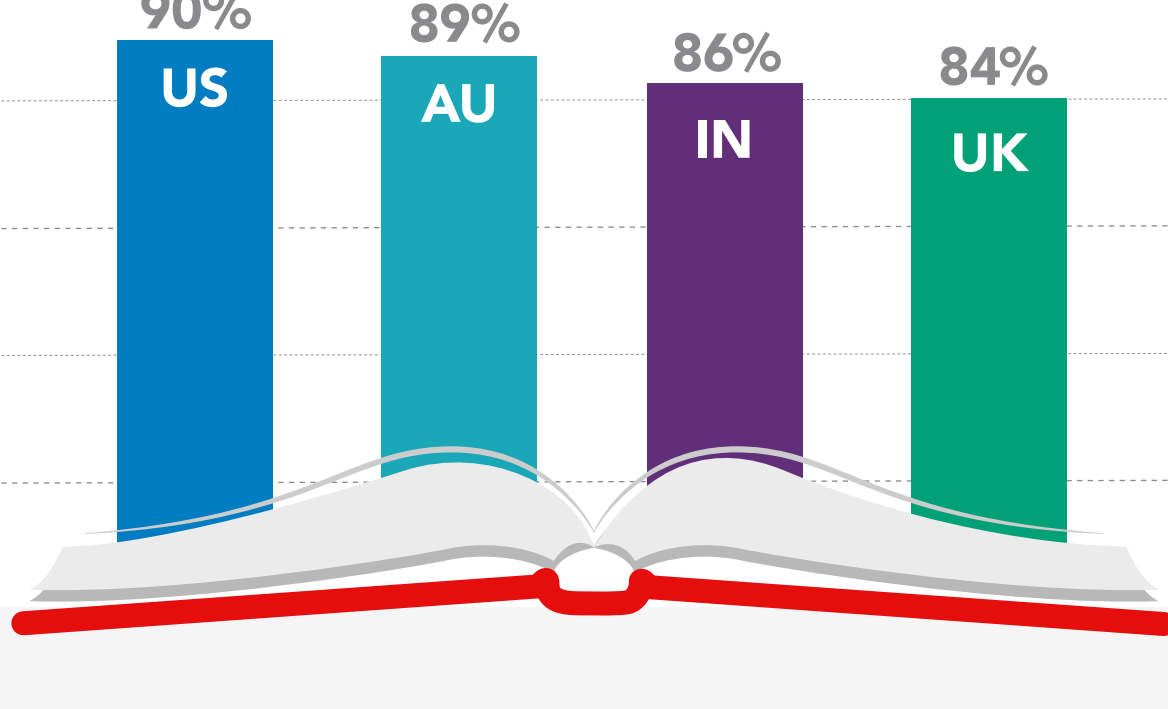


On average, only 1 in 3 kids read books for fun 5–7 days a week.

How can YOU help more kids read more books for fun?

1 IT'S ALL ABOUT CHOICE

About 9 in 10 kids say "I am more likely to finish reading a book that I have picked out myself".

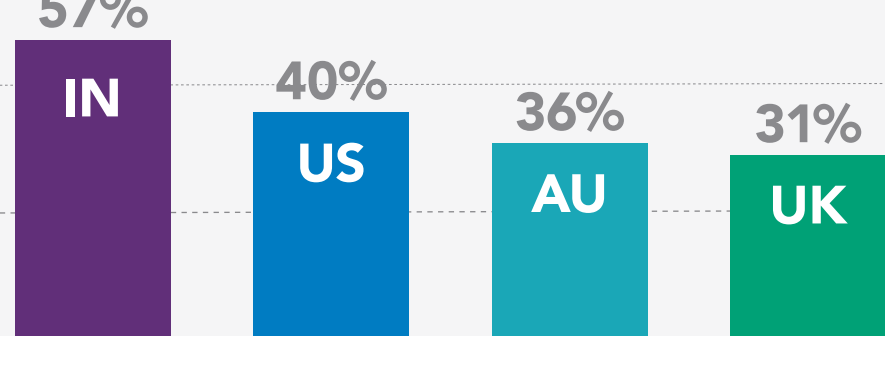


2 READ ALOUD

Nearly 8 in 10 kids love read aloud time!



Parents often stop reading aloud at age 6, but many kids ages 6–11 who were read books aloud to at home wanted reading aloud to continue.



"It's a special time with my parent"

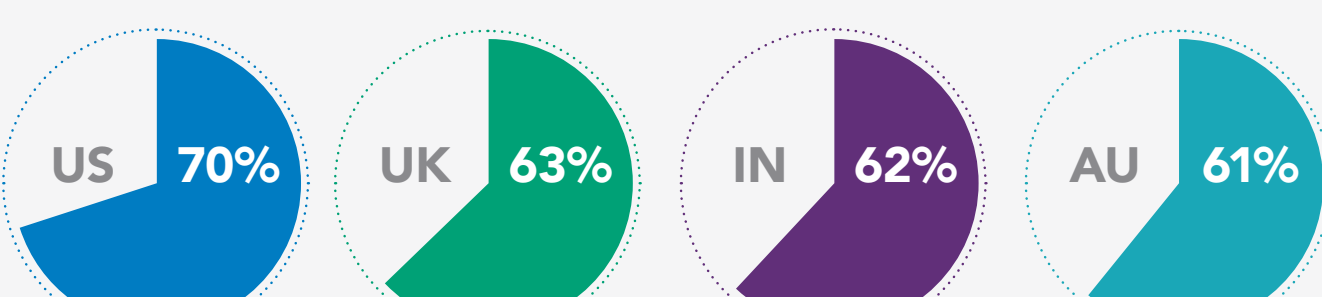
3 BE A READING ROLE MODEL

In each country, a powerful predictor of kids' reading frequency is having a parent who personally reads and/or reads aloud to their child 5–7 days a week.



4 FIND A FUNNY READ

"Make me laugh" is the #1 characteristic kids look for when picking out a book to read for fun!



SCHOLASTIC

Kids & Family Reading Report™

Learn more at scholastic.com/readingreport

#KFRR

Results from representative surveys conducted online and in English, managed by YouGov. In each country, at least 1,000 parents of children ages 0–17 and at least 695 children ages 6–17 were surveyed. For a full, detailed methodology for the U.S., U.K., Australia and India reports visit: www.scholastic.com/readingreport

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