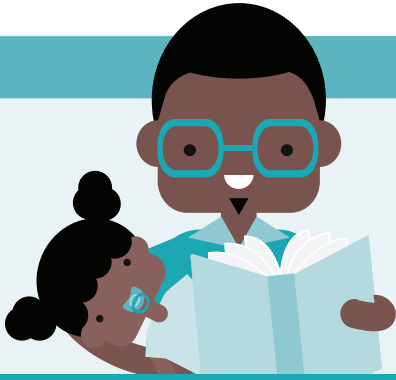


PARENTS WITH AFRICAN-AMERICAN CHILDREN HAVE STRONGER PREFERENCES ABOUT THE TYPES OF CHARACTERS THEY WANT IN BOOKS FOR THEIR CHILDREN

**FOCUS ON**  
AFRICAN-AMERICAN FAMILIES

DIVERSITY IN CHILDREN'S BOOKS



AFRICAN-AMERICAN FAMILIES



NON-AFRICAN-AMERICAN FAMILIES

**37%**

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

**24%**

**62%**

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

**45%**

**38%**

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

**50%**

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

AFRICAN-AMERICAN FAMILIES ARE MORE LIKELY TO SAY THEY WANT BOOKS FOR THEIR CHILDREN WITH CHARACTERS WHO:

AFRICAN-AMERICAN

NON-AFRICAN-AMERICAN

PARENTS

**37%**

Are culturally or ethnically diverse

**20%**

**24%**

Break stereotypes

**16%**

**32%**

Are similar to my child

**24%**

KIDS AGES 12-17

**24%**

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

**15%**

ON AVERAGE AFRICAN-AMERICAN FAMILIES HAVE

**67**  
CHILDREN'S BOOKS IN THEIR HOME



COMPARED TO  
**104**  
AVERAGE OF BOOKS AMONG ALL FAMILIES

