

FOCUS ON

HISPANIC FAMILIES

DIVERSITY IN CHILDREN'S BOOKS



HISPANIC KIDS

19%

AGES 12-17

Older Hispanic kids are more likely to want books that include "ethnically diverse storylines, settings or characters"



NON-HISPANIC KIDS

11%

AGES 12-17

40%

AGES 6-17

47%

AGES 6-11

Hispanic kids, especially ages 6-11, are more likely to want books with characters who they "want to be like because they are smart, brave or strong"

33%

AGES 6-17

37%

AGES 6-11

In this analysis, Hispanic families are compared with non-Hispanic families and unless otherwise specified, all differences that are highlighted between the groups are statistically significant at the 90% confidence level or higher. The Hispanic families in the survey represent wide geographic and socio-economic diversity, yet it should be noted that the survey was only offered in English. See Appendix C for sample sizes.

PARENTS OF HISPANIC KIDS ARE MORE LIKELY TO SAY THEY WANT BOOKS FOR THEIR CHILDREN WITH CHARACTERS WHO:

HISPANIC

NON-HISPANIC

34%

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

27%

28%

Are culturally or ethnically diverse

20%

22%

Break stereotypes

16%

47%

Parents are equally 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."

49%

ON AVERAGE HISPANIC FAMILIES HAVE

91
CHILDREN'S BOOKS IN THEIR HOME



COMPARED TO
104
AVERAGE OF BOOKS AMONG ALL FAMILIES

