

5 THINGS KIDS & PARENTS WANT IN CHILDREN'S BOOKS

1 CHOICE RULES

My favorite books are the ones that I have picked out myself

89%
OF KIDS AGES 6-17
AGREE



2 I WANT GOOD STORIES & LAUGHTER

PARENTS & KIDS SAY

When choosing a children's book to read for fun, it just has to be a good story

I look for books that make me laugh!



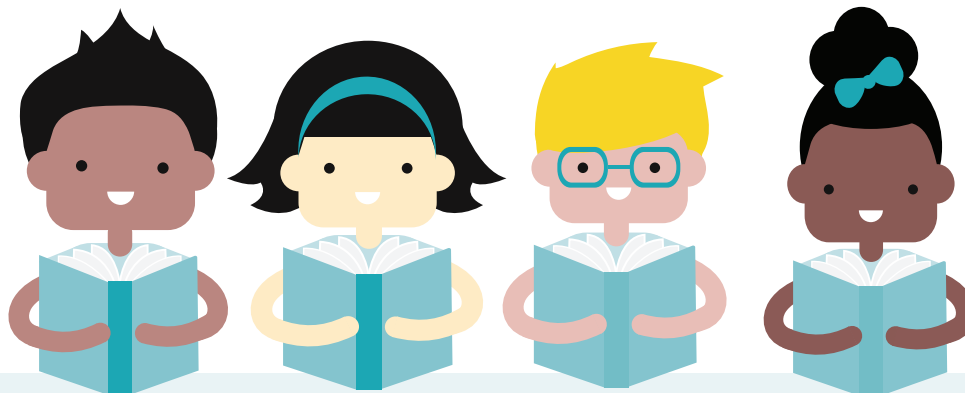
3 STRONG CHARACTERS WANTED

Characters who are "smart, brave or strong" or who "face a challenge and overcome it" are the most popular among kids and parents

SMART

BRAVE

STRONG



FACE A CHALLENGE AND OVERCOME IT!

4 DIVERSITY IN CHILDREN'S BOOKS GOES BEYOND CULTURE

Parents of kids ages 0-17 say diversity in books for kids and teens includes...

People and experiences different than those of my child

73%

Various cultures, customs or religions

68%

Differently-abled people (physical, emotional)

51%

People of color

47%

LGBTQ people

21%

5 TOP 5 BOOKS OR SERIES

Parents recommend every child should read...



Harry Potter



Dr. Seuss



Diary of a Wimpy Kid



Magic Tree House



The Chronicles of Narnia