

WANT KIDS TO READ MORE? HERE'S HOW...

KIDS KNOW READING IS IMPORTANT AND ENJOY IT

86%
OF KIDS AGES 6–17
AGREE

It is very important for my future to be a good reader



58%
OF KIDS LOVE OR LIKE

Reading books for fun!

BUT MANY KIDS HAVE TROUBLE FINDING BOOKS THEY LIKE—AND PARENTS UNDERESTIMATE THE CHALLENGE

41%
OF KIDS

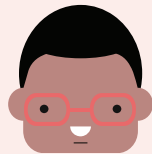
Have trouble finding books they like, especially as they get older

29%
OF PARENTS

Say their kids need help finding books to read for fun

57% OF INFREQUENT READERS
HAVE TROUBLE FINDING BOOKS VS.
26% OF FREQUENT READERS

STRUGGLE TO FIND BOOKS THEY LIKE



45%
BOYS

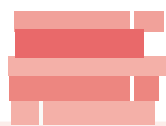


36%
GIRLS

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.

HELP KIDS FIND BOOKS THEY LOVE

Where to get the best book ideas



Ask teachers and school librarians! Kids get their best books ideas from them.

51%

Encourage kids to talk to peers about books! Kids look to friends, siblings or cousins for ideas.

50%

Try out the school book club and book fair with younger readers. Kids ages 6–11 discover new reads this way.

50%

Co-navigate social media with teens. Kids ages 15–17 find book suggestions on Facebook, Instagram and more.

26%



BE A READING ROLE MODEL

Parents are kids' #1 source of encouragement to read books for fun **82%**

Followed by teachers & school librarians **67%**

