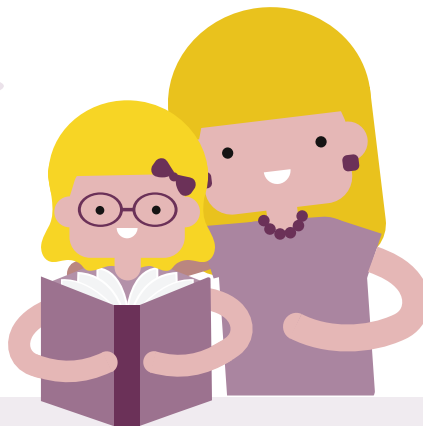


SUMMER READING IS IMPORTANT AND FUN

Reading books during the summer helps kids during the school year!

80% OF KIDS AGES 6-17 **&** **96%** OF PARENTS **AGREE**



TOP REASONS AMONG PARENTS:

It keeps my child's brain active!

Reading requires constant practice

TOP REASONS KIDS ENJOY READING IN THE SUMMER

62% OF KIDS AGREE

I really enjoy reading books over the summer

REASONS WHY

I just enjoy reading

It's a fun way to pass the time



KIDS READ AN AVERAGE OF 8 BOOKS OVER THE SUMMER

% OF KIDS WHO READ NO BOOKS OVER THE SUMMER:

21%

LOW-INCOME FAMILIES

8%

HIGH-INCOME FAMILIES

HAVE YOU HEARD OF THE SUMMER SLIDE?

ONLY 48% OF PARENTS HAVE HEARD ABOUT THE **SUMMER SLIDE**

Among the lowest-income families **38%**

Among the highest-income families **59%**



Summer slide is the loss of skills during the time when students are not in school



HELP KIDS FIND BOOKS THEY LOVE

PARENTS SAY TEACHERS & SCHOOLS ARE THE **#1 SOURCE OF INFORMATION ON THE SUMMER SLIDE**



AGES 6-11

AGES 12-17

TOP 3 WAYS PARENTS ENSURE THEIR CHILD READS OVER THE SUMMER

66% Take kids to the library **48%**

60% Let kids choose books through the school book fair or reading club **32%**

56% Take books on trips and vacations **35%**