

Data Appendix

 SCHOLASTIC

KIDS & FAMILY READING REPORT™

7TH EDITION

FINDING THEIR STORY

YouGov

READING TO NAVIGATE THE WORLD

CHILDREN'S READING TRENDS REMAIN FAIRLY STEADY, BUT DISPLAY A DOWNWARD TREND AS KIDS GROW UP

K06/K07 - How many days a week do you read [or look at] books for fun [either on your own or with a family member]? [You can include reading ebooks on an electronic device in your response.]

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Frequent Readers (NET)	-	31%	-	-	55%	35%	24%	11%	26%	37%	-	38%	14%	-	52%	22%
7 days a week/every day	-	16%	-	-	31%	15%	12%	5%	13%	18%	-	20%	6%	-	25%	10%
5-6 days a week	-	16%	-	-	25%	20%	12%	6%	12%	19%	-	18%	7%	-	27%	11%
Moderately Frequent Readers (NET)	-	41%	-	-	37%	45%	44%	38%	41%	41%	-	46%	37%	-	36%	46%
3-4 days a week	-	23%	-	-	22%	28%	27%	17%	23%	24%	-	27%	18%	-	23%	26%
1-2 days a week	-	18%	-	-	15%	17%	17%	21%	19%	17%	-	19%	18%	-	13%	20%
Infrequent Readers (NET)	-	28%	-	-	8%	20%	32%	50%	33%	22%	-	16%	49%	-	12%	32%
2-3 times a month	-	3%	-	-	1%	4%	2%	4%	3%	2%	-	3%	3%	-	1%	4%
Once a month	-	2%	-	-	-	2%	4%	4%	3%	2%	-	1%	5%	-	1%	3%
Once every few months	-	11%	-	-	2%	7%	13%	20%	12%	9%	-	4%	21%	-	5%	13%
Never	-	12%	-	-	5%	7%	12%	22%	15%	9%	-	8%	21%	-	4%	13%
Did not answer	-	0%	-	-	-	-	0%	0%	0%	0%	-	-	0%	-	-	0%

K06/K07 - How many days a week do you read [or look at] books for fun [either on your own or with a family member]? [You can include reading ebooks on an electronic device in your response.]

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Frequent Readers (NET)	-	-	-	-	30%	29%	34%	32%	-	-	-	-	34%	28%	26%	34%	100%	-	-
7 days a week/every day	-	-	-	-	14%	12%	18%	17%	-	-	-	-	18%	13%	8%	21%	50%	-	-
5-6 days a week	-	-	-	-	16%	16%	16%	15%	-	-	-	-	16%	15%	18%	13%	50%	-	-
Moderately Frequent Readers (NET)	-	-	-	-	45%	42%	36%	42%	-	-	-	-	37%	45%	44%	47%	-	100%	-
3-4 days a week	-	-	-	-	25%	25%	20%	24%	-	-	-	-	20%	27%	24%	30%	-	57%	-
1-2 days a week	-	-	-	-	20%	17%	16%	18%	-	-	-	-	17%	19%	20%	16%	-	43%	-
Infrequent Readers (NET)	-	-	-	-	25%	29%	30%	27%	-	-	-	-	29%	27%	30%	20%	-	-	100%
2-3 times a month	-	-	-	-	3%	2%	4%	2%	-	-	-	-	2%	2%	6%	4%	-	-	10%
Once a month	-	-	-	-	2%	4%	3%	2%	-	-	-	-	2%	3%	3%	3%	-	-	9%
Once every few months	-	-	-	-	11%	10%	10%	12%	-	-	-	-	12%	9%	13%	7%	-	-	39%
Never	-	-	-	-	9%	13%	13%	12%	-	-	-	-	13%	13%	8%	6%	-	-	42%
Did not answer	-	-	-	-	-	-	0%	0%	-	-	-	-	0%	-	-	-	-	-	-

READING TO NAVIGATE THE WORLD

CHILDREN'S READING TRENDS REMAIN FAIRLY STEADY, BUT DISPLAY A DOWNWARD TREND AS KIDS GROW UP

K04 - How much do you enjoy reading books for fun?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Love it/Like it a lot (NET)	-	58%	-	-	70%	66%	52%	42%	49%	67%	-	60%	38%	-	77%	58%
I love it	-	29%	-	-	43%	32%	25%	17%	23%	35%	-	31%	15%	-	43%	27%
I like it a lot	-	29%	-	-	27%	35%	27%	26%	25%	32%	-	28%	22%	-	33%	31%
Like it a little/Don't like it at all (NET)	-	42%	-	-	30%	34%	47%	57%	51%	33%	-	40%	62%	-	23%	42%
I like it a little	-	31%	-	-	27%	28%	33%	37%	38%	25%	-	35%	41%	-	20%	30%
I don't like it at all	-	11%	-	-	4%	6%	14%	20%	14%	8%	-	6%	21%	-	4%	12%
Did not answer	-	0%	-	-	-	-	0%	0%	0%	0%	-	-	0%	-	-	0%

K04 - How much do you enjoy reading books for fun?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Love it/Like it a lot (NET)	-	-	-	-	56%	57%	55%	60%	-	-	-	-	56%	54%	61%	71%	88%	65%	13%
I love it	-	-	-	-	28%	29%	29%	30%	-	-	-	-	30%	26%	28%	31%	58%	24%	3%
I like it a lot	-	-	-	-	28%	28%	26%	31%	-	-	-	-	26%	28%	33%	40%	30%	40%	10%
Like it a little/Don't like it at all (NET)	-	-	-	-	44%	43%	45%	39%	-	-	-	-	44%	46%	39%	29%	12%	35%	87%
I like it a little	-	-	-	-	35%	29%	32%	29%	-	-	-	-	30%	35%	33%	23%	10%	33%	52%
I don't like it at all	-	-	-	-	9%	14%	12%	10%	-	-	-	-	13%	11%	6%	6%	2%	2%	35%
Did not answer	-	-	-	-	0%	-	0%	0%	-	-	-	-	0%	-	-	-	0%	-	-

READING TO NAVIGATE THE WORLD

CHILDREN'S READING TRENDS REMAIN FAIRLY STEADY, BUT DISPLAY A DOWNWARD TREND AS KIDS GROW UP

K03 - How important is it to you to read [or look at] books for fun? This means reading books that are not part of your schoolwork or homework [and could mean reading by yourself or with someone else].

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Extremely/Very Important (NET)	-	52%	-	-	63%	60%	49%	36%	44%	60%	-	54%	33%	-	69%	52%
Extremely important	-	21%	-	-	28%	22%	20%	13%	16%	25%	-	21%	11%	-	29%	22%
Very important	-	31%	-	-	35%	37%	30%	23%	28%	35%	-	33%	22%	-	40%	30%
A little important	-	34%	-	-	30%	32%	36%	35%	38%	29%	-	37%	39%	-	26%	32%
Not important	-	15%	-	-	7%	8%	14%	29%	19%	10%	-	10%	27%	-	5%	16%
Did not answer	-	0%	-	-	0%	-	0%	0%	0%	0%	-	-	0%	-	0%	0%

K03 - How important is it to you to read [or look at] books for fun? This means reading books that are not part of your schoolwork or homework [and could mean reading by yourself or with someone else].

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Extremely/Very Important (NET)	-	-	-	-	56%	47%	48%	53%	-	-	-	-	49%	49%	59%	63%	80%	56%	13%
Extremely important	-	-	-	-	23%	15%	20%	22%	-	-	-	-	19%	20%	25%	24%	43%	15%	3%
Very important	-	-	-	-	33%	32%	29%	31%	-	-	-	-	29%	29%	34%	40%	37%	41%	10%
A little important	-	-	-	-	32%	38%	34%	32%	-	-	-	-	33%	39%	29%	31%	18%	38%	45%
Not important	-	-	-	-	12%	15%	17%	14%	-	-	-	-	18%	12%	12%	5%	2%	6%	42%
Did not answer	-	-	-	-	0%	-	1%	0%	-	-	-	-	0%	0%	-	-	0%	-	0%

READING TO NAVIGATE THE WORLD

THE "DECLINE BY NINE"

K06/K07 - How many days a week do you read [or look at] books for fun [either on your own or with a family member]? [You can include reading ebooks on an electronic device in your response.]

Among total children 6-17	Child Age											
	6	7	8	9	10	11	12	13	14	15	16	17
<i>Unweighted Table Base</i>	86	96	93	71	81	89	84	84	94	74	87	101
Frequent Readers (NET)	64%	47%	57%	35%	36%	34%	25%	29%	18%	13%	10%	11%
7 days a week/every day	36%	28%	28%	18%	12%	15%	13%	15%	7%	4%	3%	8%
5-6 days a week	28%	18%	28%	17%	23%	19%	12%	14%	10%	9%	7%	3%
Moderately Frequent Readers (NET)	28%	41%	41%	42%	43%	50%	45%	36%	51%	41%	35%	39%
3-4 days a week	16%	28%	20%	28%	24%	32%	32%	26%	23%	21%	13%	17%
1-2 days a week	11%	12%	20%	14%	19%	17%	13%	10%	28%	20%	22%	22%
Infrequent Readers (NET)	8%	13%	3%	23%	22%	16%	29%	34%	31%	46%	54%	50%
2-3 times a month	3%	1%	-	9%	2%	1%	5%	1%	2%	3%	6%	2%
Once a month	-	-	-	2%	3%	1%	5%	3%	4%	3%	2%	6%
Once every few months	1%	3%	2%	8%	9%	5%	8%	19%	13%	24%	17%	20%
Never	5%	9%	1%	4%	8%	9%	12%	12%	12%	16%	28%	22%
Did not answer	-	-	-	-	-	-	1%	-	-	-	1%	-

K04 - How much do you enjoy reading books for fun?

Among total children 6-17	Child Age											
	6	7	8	9	10	11	12	13	14	15	16	17
<i>Unweighted Table Base</i>	86	96	93	71	81	89	84	84	94	74	87	101
Love it/Like it a lot (NET)	72%	64%	73%	71%	67%	63%	47%	55%	55%	45%	36%	46%
I love it	48%	41%	40%	28%	36%	31%	20%	27%	29%	19%	9%	22%
I like it a lot	25%	23%	33%	43%	31%	31%	27%	28%	26%	27%	27%	24%
I like it a little	22%	32%	25%	25%	26%	32%	40%	24%	33%	34%	45%	34%
I don't like it at all	5%	3%	2%	4%	7%	5%	11%	20%	12%	20%	19%	20%
Did not answer	-	-	-	-	-	-	1%	-	-	1%	1%	-

K03 - How important is it to you to read [or look at] books for fun? This means reading books that are not part of your schoolwork or homework [and could mean reading by yourself or with someone else].

Among total children 6-17	Child Age											
	6	7	8	9	10	11	12	13	14	15	16	17
<i>Unweighted Table Base</i>	86	96	93	71	81	89	84	84	94	74	87	101
Extremely/Very Important (NET)	72%	53%	65%	57%	59%	62%	46%	51%	51%	41%	29%	38%
Extremely important	38%	22%	25%	19%	20%	27%	22%	18%	19%	15%	9%	15%
Very important	34%	30%	40%	38%	39%	35%	24%	33%	32%	26%	20%	22%
A little important	21%	41%	28%	38%	33%	26%	40%	30%	39%	36%	37%	33%
Not important	7%	6%	7%	4%	8%	11%	14%	19%	10%	22%	34%	29%
Did not answer	-	1%	-	-	-	-	1%	-	-	1%	1%	-

READING TO NAVIGATE THE WORLD

THE "DECLINE BY NINE"

K12 - I know I should read more books for fun - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	76%	-	-	75%	82%	73%	72%	75%	76%	-	80%	71%	-	78%	74%
Agree a lot	-	32%	-	-	31%	40%	28%	29%	31%	33%	-	33%	29%	-	38%	29%
Agree a little	-	44%	-	-	45%	42%	45%	43%	44%	42%	-	46%	43%	-	40%	45%
Disagree a little	-	16%	-	-	17%	12%	19%	18%	16%	16%	-	14%	19%	-	14%	18%
Disagree a lot	-	6%	-	-	5%	6%	7%	7%	5%	7%	-	4%	7%	-	7%	7%
Did not answer	-	2%	-	-	2%	0%	1%	4%	3%	1%	-	2%	3%	-	0%	2%

K12 - I know I should read more books for fun - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	81%	77%	76%	72%	-	-	-	-	72%	78%	81%	78%	69%	80%	76%
Agree a lot	-	-	-	-	36%	34%	30%	30%	-	-	-	-	28%	39%	37%	28%	36%	31%	30%
Agree a little	-	-	-	-	45%	42%	45%	42%	-	-	-	-	44%	40%	44%	50%	33%	49%	47%
Disagree a little	-	-	-	-	11%	15%	15%	21%	-	-	-	-	19%	15%	8%	15%	20%	15%	14%
Disagree a lot	-	-	-	-	4%	7%	7%	7%	-	-	-	-	7%	5%	5%	7%	9%	3%	8%
Did not answer	-	-	-	-	3%	2%	2%	1%	-	-	-	-	2%	1%	6%	-	2%	2%	1%

READING TO NAVIGATE THE WORLD

KIDS WANT BOOKS THAT ENTERTAIN, BUT ALSO THOSE THAT HELP THEM MAKE SENSE OF THEIR WORLD

K14 - What kinds of books do you look for when choosing a book to read for fun?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
make me laugh	-	52%	-	-	61%	62%	52%	34%	55%	49%	-	63%	47%	-	60%	39%
make me think and feel	-	25%	-	-	23%	24%	29%	23%	21%	28%	-	22%	20%	-	25%	31%
are about things I am experiencing	-	19%	-	-	19%	20%	19%	16%	16%	21%	-	17%	16%	-	23%	19%
help me forget about real life for a while	-	23%	-	-	15%	22%	31%	26%	17%	30%	-	13%	20%	-	24%	36%
explore places and worlds I've never been	-	40%	-	-	38%	40%	45%	35%	41%	38%	-	41%	40%	-	37%	39%
inspire me to do something good	-	22%	-	-	20%	28%	23%	18%	19%	26%	-	20%	17%	-	28%	24%
help me imagine and understand other people's lives	-	25%	-	-	20%	29%	26%	24%	22%	28%	-	25%	19%	-	25%	32%
are about a topic I want to become familiar with	-	26%	-	-	23%	30%	29%	22%	27%	25%	-	27%	27%	-	25%	24%
Age 9-17: include culturally or ethnically diverse storylines, settings or characters	-	16%	-	-	-	13%	19%	17%	14%	19%	-	15%	14%	-	12%	22%
No kinds of books in particular, it	-	20%	-	-	18%	18%	22%	23%	20%	21%	-	16%	24%	-	20%	22%
Did not answer	-	2%	-	-	1%	1%	0%	4%	2%	1%	-	1%	3%	-	1%	2%

READING TO NAVIGATE THE WORLD

KIDS WANT BOOKS THAT ENTERTAIN, BUT ALSO THOSE THAT HELP THEM MAKE SENSE OF THEIR WORLD

K14 - What kinds of books do you look for when choosing a book to read for fun?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
make me laugh	-	-	-	-	53%	58%	51%	50%	-	-	-	-	51%	56%	47%	53%	54%	58%	42%
make me think and feel	-	-	-	-	30%	21%	22%	25%	-	-	-	-	21%	28%	25%	34%	26%	30%	15%
are about things I am experiencing	-	-	-	-	20%	14%	18%	20%	-	-	-	-	20%	19%	17%	15%	21%	19%	15%
help me forget about real life for a while	-	-	-	-	28%	21%	21%	23%	-	-	-	-	24%	23%	18%	27%	26%	25%	19%
explore places and worlds I've never been	-	-	-	-	33%	44%	37%	43%	-	-	-	-	41%	40%	35%	37%	42%	45%	29%
inspire me to do something good	-	-	-	-	25%	22%	24%	19%	-	-	-	-	20%	24%	24%	23%	24%	28%	11%
help me imagine and understand other people's lives	-	-	-	-	27%	22%	23%	26%	-	-	-	-	21%	31%	23%	31%	28%	28%	16%
are about a topic I want to become familiar with	-	-	-	-	27%	25%	23%	27%	-	-	-	-	26%	32%	15%	23%	28%	26%	23%
Age 9-17: include culturally or ethnically diverse storylines, settings or characters	-	-	-	-	19%	12%	13%	19%	-	-	-	-	9%	19%	30%	26%	22%	20%	8%
No kinds of books in particular, it just has to be a good story	-	-	-	-	16%	20%	23%	22%	-	-	-	-	23%	18%	14%	22%	21%	15%	29%
Did not answer	-	-	-	-	1%	3%	2%	1%	-	-	-	-	2%	1%	3%	-	2%	1%	2%

READING TO NAVIGATE THE WORLD

READING HELPS KIDS IN REAL LIFE

K14bNEW_7ED - There have been times when a book has helped me get through a difficult time - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	53%	-	-	54%	50%	58%	49%	46%	60%	-	48%	44%	-	57%	62%
Agree a lot	-	15%	-	-	12%	17%	15%	16%	13%	17%	-	17%	10%	-	13%	22%
Agree a little	-	38%	-	-	42%	33%	43%	33%	33%	42%	-	31%	35%	-	44%	41%
Disagree a little	-	29%	-	-	29%	31%	25%	29%	31%	27%	-	32%	30%	-	28%	25%
Disagree a lot	-	17%	-	-	14%	18%	16%	18%	21%	12%	-	18%	23%	-	14%	11%
Did not answer	-	2%	-	-	2%	1%	1%	4%	3%	2%	-	3%	3%	-	1%	2%

K14bNEW_7ED - There have been times when a book has helped me get through a difficult time - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	58%	57%	50%	49%	-	-	-	-	49%	56%	54%	60%	61%	58%	36%
Agree a lot	-	-	-	-	22%	15%	16%	10%	-	-	-	-	11%	19%	26%	14%	21%	15%	8%
Agree a little	-	-	-	-	35%	42%	34%	39%	-	-	-	-	39%	37%	28%	46%	40%	42%	28%
Disagree a little	-	-	-	-	27%	26%	28%	31%	-	-	-	-	29%	31%	24%	26%	25%	28%	34%
Disagree a lot	-	-	-	-	13%	13%	20%	18%	-	-	-	-	19%	12%	18%	13%	11%	13%	28%
Did not answer	-	-	-	-	2%	5%	2%	1%	-	-	-	-	3%	1%	4%	-	2%	2%	2%

READING TO NAVIGATE THE WORLD

READING HELPS KIDS IN REAL LIFE

K14bNEW_7ED - Reading about [things that are happening in the world / current events] makes it easier to talk about or understand them - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	73%	-	-	70%	71%	77%	73%	71%	74%	-	71%	71%	-	70%	79%
Agree a lot	-	20%	-	-	19%	21%	24%	18%	21%	20%	-	19%	22%	-	20%	20%
Agree a little	-	52%	-	-	52%	50%	53%	55%	51%	54%	-	52%	49%	-	50%	58%
Disagree a little	-	16%	-	-	18%	19%	15%	14%	17%	16%	-	18%	16%	-	19%	13%
Disagree a lot	-	9%	-	-	9%	9%	7%	9%	9%	8%	-	8%	10%	-	10%	6%
Did not answer	-	2%	-	-	3%	1%	2%	4%	3%	2%	-	3%	3%	-	1%	2%

K14bNEW_7ED - Reading about [things that are happening in the world / current events] makes it easier to talk about or understand them - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	73%	72%	73%	73%	-	-	-	-	69%	79%	76%	76%	75%	75%	68%
Agree a lot	-	-	-	-	25%	18%	19%	20%	-	-	-	-	16%	26%	30%	17%	29%	18%	15%
Agree a little	-	-	-	-	48%	54%	54%	53%	-	-	-	-	53%	52%	46%	59%	46%	57%	53%
Disagree a little	-	-	-	-	17%	13%	16%	18%	-	-	-	-	19%	14%	14%	15%	15%	18%	15%
Disagree a lot	-	-	-	-	8%	10%	9%	8%	-	-	-	-	10%	7%	7%	7%	8%	5%	14%
Did not answer	-	-	-	-	2%	5%	2%	1%	-	-	-	-	3%	1%	4%	1%	2%	2%	2%

K14bNEW_7ED - Reading fiction and nonfiction is a way to help me understand the world - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	74%	-	-	77%	75%	74%	68%	71%	76%	-	77%	66%	-	76%	77%
Agree a lot	-	25%	-	-	28%	28%	24%	19%	22%	28%	-	26%	18%	-	30%	26%
Agree a little	-	49%	-	-	50%	47%	50%	49%	49%	49%	-	51%	48%	-	46%	51%
Disagree a little	-	19%	-	-	15%	21%	19%	20%	19%	18%	-	17%	22%	-	20%	16%
Disagree a lot	-	5%	-	-	4%	3%	6%	9%	6%	4%	-	3%	9%	-	3%	5%
Did not answer	-	2%	-	-	3%	1%	2%	4%	3%	2%	-	3%	3%	-	1%	2%

READING TO NAVIGATE THE WORLD

READING HELPS KIDS IN REAL LIFE

K14bNEW_7ED - Reading fiction and nonfiction is a way to help me understand the world - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	77%	69%	71%	75%	-	-	-	-	70%	75%	80%	79%	80%	77%	62%
Agree a lot	-	-	-	-	37%	21%	20%	22%	-	-	-	-	20%	30%	32%	22%	36%	24%	13%
Agree a little	-	-	-	-	40%	48%	51%	53%	-	-	-	-	49%	45%	48%	57%	44%	53%	48%
Disagree a little	-	-	-	-	17%	20%	19%	19%	-	-	-	-	22%	16%	14%	16%	15%	17%	25%
Disagree a lot	-	-	-	-	4%	6%	7%	5%	-	-	-	-	6%	7%	2%	5%	3%	4%	10%
Did not answer	-	-	-	-	2%	4%	3%	2%	-	-	-	-	3%	2%	4%	-	2%	2%	3%

P24NEW_7ED - There have been times when a book helped my child get through a difficult time - Please indicate how much do you agree or disagree with the following statements?

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Agree (NET)	47%	55%	43%	51%	60%	54%	54%	53%	49%	57%	43%	55%	48%	51%	59%	60%
Agree strongly	11%	13%	10%	12%	11%	15%	14%	11%	12%	13%	12%	13%	11%	10%	12%	15%
Agree somewhat	36%	43%	33%	39%	49%	39%	39%	42%	37%	44%	31%	42%	37%	40%	46%	45%
Disagree somewhat	36%	34%	37%	35%	30%	35%	33%	38%	39%	31%	40%	34%	42%	32%	31%	29%
Disagree strongly	13%	8%	16%	10%	7%	8%	11%	7%	10%	10%	14%	8%	9%	12%	8%	9%
Did not answer	4%	2%	5%	4%	3%	3%	2%	1%	3%	3%	3%	3%	2%	5%	2%	1%

P24NEW_7ED - There have been times when a book helped my child get through a difficult time - Please indicate how much do you agree or disagree with the following statements?

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Agree (NET)	55%	52%	43%	41%	65%	62%	54%	47%	46%	46%	50%	51%	51%	59%	63%	61%	57%	60%	47%
Agree strongly	21%	9%	7%	9%	19%	12%	12%	10%	7%	14%	21%	10%	10%	17%	18%	11%	14%	15%	7%
Agree somewhat	34%	43%	36%	32%	47%	50%	42%	37%	38%	32%	29%	41%	41%	42%	45%	50%	42%	44%	40%
Disagree somewhat	28%	34%	37%	42%	26%	26%	37%	42%	40%	36%	23%	35%	39%	33%	23%	26%	33%	30%	41%
Disagree strongly	12%	13%	14%	13%	7%	9%	6%	10%	13%	12%	17%	9%	8%	8%	12%	10%	8%	8%	10%
Did not answer	5%	1%	6%	4%	2%	4%	2%	1%	2%	5%	10%	5%	3%	1%	2%	3%	2%	3%	1%

READING TO NAVIGATE THE WORLD

READING HELPS KIDS IN REAL LIFE

P24NEW_7ED - Reading fiction and nonfiction is important for my child to better understand the world - Please indicate how much do you agree or disagree with the following statements?

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Agree (NET)	85%	88%	83%	86%	89%	94%	86%	83%	88%	86%	85%	93%	86%	84%	89%	83%
Agree strongly	33%	37%	29%	37%	41%	44%	35%	29%	36%	35%	34%	42%	33%	32%	43%	31%
Agree somewhat	51%	51%	54%	49%	48%	49%	51%	54%	52%	50%	51%	51%	53%	52%	46%	52%
Disagree somewhat	11%	10%	13%	9%	8%	4%	11%	15%	9%	11%	12%	3%	12%	10%	9%	14%
Disagree strongly	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%
Did not answer	3%	2%	3%	4%	3%	2%	1%	1%	2%	2%	2%	3%	1%	5%	1%	1%

P24NEW_7ED - Reading fiction and nonfiction is important for my child to better understand the world - Please indicate how much do you agree or disagree with the following statements?

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Agree (NET)	85%	91%	78%	86%	86%	82%	89%	91%	85%	86%	82%	84%	87%	86%	91%	91%	88%	89%	85%
Agree strongly	36%	23%	32%	39%	37%	38%	34%	39%	35%	25%	39%	37%	36%	39%	42%	33%	47%	34%	30%
Agree somewhat	48%	68%	46%	47%	49%	44%	55%	52%	50%	62%	42%	47%	51%	47%	49%	58%	41%	55%	55%
Disagree somewhat	11%	7%	13%	12%	12%	14%	9%	6%	13%	7%	8%	13%	10%	13%	5%	9%	9%	8%	12%
Disagree strongly	-	1%	3%	0%	1%	-	0%	1%	1%	2%	-	-	1%	1%	1%	1%	1%	0%	2%
Did not answer	4%	1%	6%	2%	1%	4%	2%	1%	1%	4%	10%	2%	2%	1%	4%	-	2%	2%	1%

READING TO NAVIGATE THE WORLD

PARENTS SEE THAT BOOKS CAN HELP CHILDREN NAVIGATE THEIR WORLDS

P25 - What kinds of books do you look for when selecting books for your child?

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
...make my child laugh	59%	47%	54%	65%	64%	54%	42%	30%	51%	52%	59%	61%	34%	60%	58%	38%
...make my child think and feel	56%	51%	53%	59%	63%	62%	46%	35%	52%	53%	56%	62%	40%	56%	63%	41%
...are about things my child is experiencing	49%	38%	44%	54%	50%	45%	34%	25%	40%	44%	47%	47%	26%	51%	48%	32%
...help my child forget about real life for a while	13%	18%	12%	14%	21%	19%	18%	16%	16%	18%	12%	21%	13%	13%	18%	21%
...explore places and worlds my child has never been	50%	46%	41%	60%	55%	52%	45%	32%	48%	47%	50%	54%	38%	51%	53%	39%
...inspire my child to do something good	52%	48%	45%	58%	55%	56%	46%	36%	48%	51%	50%	55%	38%	54%	56%	43%
...include culturally or ethnically diverse storylines, settings or characters	36%	31%	35%	37%	35%	36%	30%	26%	32%	34%	37%	33%	26%	35%	37%	29%
...are about a topic I want my child to become familiar with	47%	38%	40%	54%	49%	45%	35%	23%	41%	40%	45%	50%	29%	49%	44%	28%
...help my child imagine and understand other people's lives	50%	48%	44%	55%	56%	54%	47%	35%	47%	50%	49%	55%	38%	50%	55%	44%
No kinds of books in particular, it	15%	21%	18%	13%	10%	16%	24%	34%	21%	18%	16%	14%	33%	15%	13%	26%
Did not answer	3%	1%	2%	3%	1%	1%	2%	2%	1%	2%	2%	1%	1%	3%	1%	3%

READING TO NAVIGATE THE WORLD

PARENTS SEE THAT BOOKS CAN HELP CHILDREN NAVIGATE THEIR WORLDS

P25 - What kinds of books do you look for when selecting books for your child?

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
...make my child laugh	54%	62%	61%	61%	53%	51%	47%	43%	65%	57%	45%	61%	46%	49%	51%	45%	56%	49%	36%
...make my child think and feel	54%	61%	50%	59%	54%	51%	48%	52%	60%	54%	41%	62%	49%	53%	53%	56%	60%	53%	38%
...are about things my child is experiencing	37%	61%	46%	53%	41%	38%	35%	38%	53%	45%	37%	58%	35%	39%	46%	41%	47%	40%	26%
...help my child forget about real life for a while	11%	19%	12%	10%	21%	20%	19%	16%	14%	10%	12%	15%	20%	20%	13%	16%	24%	17%	15%
...explore places and worlds my child has never been	44%	51%	51%	54%	43%	45%	51%	45%	53%	48%	47%	51%	43%	51%	47%	46%	58%	46%	33%
...inspire my child to do something good	48%	55%	48%	56%	54%	48%	44%	47%	54%	48%	48%	54%	44%	53%	53%	51%	56%	52%	33%
...include culturally or ethnically diverse storylines, settings or characters	40%	38%	31%	35%	33%	36%	31%	28%	29%	36%	53%	45%	24%	35%	54%	31%	40%	31%	22%
...are about a topic I want my child to become familiar with	35%	47%	48%	55%	41%	38%	35%	37%	55%	37%	38%	47%	37%	37%	43%	39%	47%	39%	26%
...help my child imagine and understand other people's lives	45%	49%	51%	52%	50%	40%	49%	50%	54%	51%	31%	49%	44%	54%	52%	46%	58%	49%	36%
No kinds of books in particular, it just has to be a good story	12%	13%	16%	19%	17%	22%	20%	25%	16%	18%	13%	12%	26%	19%	11%	18%	13%	19%	34%
Did not answer	3%	1%	5%	1%	2%	2%	2%	1%	2%	1%	9%	2%	2%	2%	2%	-	3%	0%	1%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

DIVERSITY IN CHILDREN'S BOOKS HAS A HIGHLY-INCLUSIVE MEANING

P26 - To me, diversity in books for children and teens includes...

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
...people and experiences different than those of my child	63%	66%	61%	66%	64%	71%	68%	62%	65%	66%	64%	67%	65%	63%	68%	66%
...various cultures, customs or religions	64%	68%	62%	66%	69%	74%	69%	59%	66%	67%	62%	70%	66%	66%	73%	61%
...people of color	54%	46%	51%	56%	53%	52%	45%	35%	46%	51%	51%	52%	36%	57%	53%	44%
...differently-abled people (physical, emotional)	54%	49%	52%	56%	51%	55%	49%	40%	49%	52%	53%	52%	42%	55%	54%	47%
...LGBTQ people	22%	21%	23%	22%	23%	21%	22%	18%	20%	23%	21%	20%	18%	24%	23%	21%
...various settings and living situations	67%	63%	64%	71%	64%	67%	66%	56%	63%	66%	68%	65%	58%	67%	67%	64%
...Other (specify) [textbox]	2%	4%	1%	3%	6%	4%	3%	4%	4%	3%	2%	6%	4%	2%	4%	3%
Did not answer	5%	4%	6%	3%	3%	3%	3%	6%	4%	4%	5%	3%	5%	4%	3%	4%

P26 - To me, diversity in books for children and teens includes...

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
...people and experiences different than those of my child	57%	60%	66%	68%	57%	66%	67%	72%	73%	53%	56%	55%	71%	63%	65%	54%	71%	63%	66%
...various cultures, customs or religions	54%	62%	65%	72%	64%	71%	61%	72%	68%	64%	51%	63%	66%	69%	68%	69%	70%	68%	64%
...people of color	49%	54%	53%	58%	44%	49%	40%	50%	55%	55%	51%	48%	43%	48%	56%	44%	48%	50%	37%
...differently-abled people (physical, emotional)	54%	54%	49%	57%	43%	54%	45%	52%	59%	54%	42%	42%	50%	48%	44%	50%	54%	49%	42%
...LGBTQ people	16%	19%	20%	31%	17%	19%	18%	26%	27%	20%	10%	22%	24%	21%	9%	19%	23%	21%	17%
...various settings and living situations	69%	65%	62%	73%	59%	59%	60%	69%	73%	61%	61%	68%	65%	62%	57%	61%	67%	64%	58%
...Other (specify) [textbox]	1%	0%	4%	2%	4%	8%	2%	4%	3%	2%	-	1%	2%	7%	4%	6%	4%	3%	6%
Did not answer	6%	2%	7%	4%	4%	5%	4%	3%	4%	6%	7%	2%	4%	4%	3%	5%	3%	4%	4%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

DIVERSITY IN CHILDREN'S BOOKS HAS A HIGHLY-INCLUSIVE MEANING

K13b - Please finish this sentence by selecting all that apply. To me, diversity in books means that a book includes... (Children 9-17 only)

Among children 9-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	765	-	-	-	241	262	262	379	384	-	117	262	-	124	260
...people and experiences different than mine	-	54%	-	-	-	52%	61%	48%	53%	54%	-	50%	55%	-	53%	54%
...various cultures, customs or religions	-	49%	-	-	-	45%	46%	55%	48%	51%	-	42%	50%	-	48%	52%
...people of color	-	31%	-	-	-	22%	39%	32%	28%	35%	-	17%	33%	-	28%	38%
...differently-abled people (physical, emotional)	-	32%	-	-	-	28%	37%	30%	28%	36%	-	27%	29%	-	30%	39%
...LGBTQ people	-	17%	-	-	-	10%	22%	19%	14%	20%	-	7%	17%	-	12%	24%
...various settings and living situations	-	48%	-	-	-	44%	49%	49%	48%	48%	-	46%	49%	-	43%	50%
...other	-	4%	-	-	-	6%	5%	3%	6%	3%	-	8%	5%	-	3%	2%
Did not answer	-	4%	-	-	-	4%	3%	6%	4%	5%	-	2%	4%	-	6%	5%

K13b - Please finish this sentence by selecting all that apply. To me, diversity in books means that a book includes... (Children 9-17 only)

Among children 9-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	151	111	189	314	-	-	-	-	424	186	77	78	174	320	269
...people and experiences different than mine	-	-	-	-	59%	52%	47%	55%	-	-	-	-	54%	53%	52%	55%	57%	56%	49%
...various cultures, customs or religions	-	-	-	-	45%	55%	48%	49%	-	-	-	-	49%	46%	53%	55%	46%	51%	49%
...people of color	-	-	-	-	30%	30%	29%	33%	-	-	-	-	30%	32%	34%	32%	36%	33%	26%
...differently-abled people (physical, emotional)	-	-	-	-	35%	24%	35%	33%	-	-	-	-	29%	37%	27%	38%	34%	36%	26%
...LGBTQ people	-	-	-	-	17%	12%	18%	19%	-	-	-	-	19%	18%	10%	13%	18%	19%	15%
...various settings and living situations	-	-	-	-	43%	40%	54%	50%	-	-	-	-	47%	54%	39%	47%	52%	49%	43%
...other	-	-	-	-	4%	3%	7%	4%	-	-	-	-	4%	6%	4%	5%	6%	1%	8%
Did not answer	-	-	-	-	5%	7%	5%	3%	-	-	-	-	6%	3%	5%	1%	4%	5%	4%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

DIVERSITY IN CHILDREN'S BOOKS HAS A HIGHLY-INCLUSIVE MEANING

P26bNEW_7ED - Thinking about the books your child [experiences / reads], how important is it to you that the books include diversity?

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Extremely/Very Important (NET)	59%	58%	60%	58%	62%	58%	53%	59%	58%	59%	57%	62%	54%	60%	58%	58%
Extremely important	22%	19%	23%	21%	21%	20%	20%	16%	21%	19%	20%	24%	18%	24%	16%	18%
Very important	37%	39%	37%	36%	41%	38%	33%	43%	37%	39%	37%	38%	36%	36%	41%	39%
Not very important	30%	31%	28%	31%	29%	31%	34%	30%	31%	31%	31%	28%	32%	28%	32%	32%
Not important at all	8%	10%	8%	9%	8%	10%	12%	9%	9%	9%	8%	9%	11%	9%	9%	9%
Did not answer	3%	1%	4%	3%	1%	1%	2%	2%	2%	2%	3%	1%	2%	3%	2%	1%

P26bNEW_7ED - Thinking about the books your child [experiences / reads], how important is it to you that the books include diversity?

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Extremely/Very Important (NET)	57%	67%	55%	58%	65%	58%	58%	53%	51%	58%	78%	71%	47%	66%	85%	57%	59%	60%	54%
Extremely important	21%	28%	22%	19%	27%	23%	18%	14%	13%	21%	45%	38%	10%	24%	46%	16%	20%	22%	13%
Very important	36%	40%	33%	39%	39%	36%	40%	39%	38%	37%	34%	33%	36%	42%	39%	41%	38%	38%	40%
Not very important	28%	26%	31%	32%	24%	31%	32%	35%	37%	29%	12%	23%	40%	24%	13%	29%	31%	31%	32%
Not important at all	8%	6%	11%	8%	9%	9%	7%	12%	11%	10%	-	4%	12%	8%	1%	11%	9%	8%	13%
Did not answer	7%	1%	3%	2%	2%	2%	2%	1%	2%	3%	10%	2%	1%	2%	1%	2%	1%	1%	2%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

DIVERSITY IN CHILDREN'S BOOKS HAS A HIGHLY-INCLUSIVE MEANING

K13CNEW_7ED - How important is it to you that the books you read include diversity?

Among children 9-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	765	-	-	-	241	262	262	379	384	-	117	262	-	124	260
Extremely/Very important (NET)	-	38%	-	-	-	40%	44%	32%	32%	45%	-	35%	31%	-	44%	46%
Extremely important	-	9%	-	-	-	10%	9%	9%	8%	11%	-	11%	6%	-	9%	11%
Very important	-	29%	-	-	-	30%	35%	23%	24%	35%	-	24%	24%	-	35%	34%
Not very/Not important at all	-	60%	-	-	-	58%	56%	66%	67%	53%	-	63%	69%	-	54%	53%
Not very important	-	39%	-	-	-	40%	36%	41%	41%	37%	-	41%	42%	-	40%	36%
Not important at all	-	21%	-	-	-	18%	20%	25%	26%	16%	-	22%	27%	-	14%	17%
Did not answer	-	1%	-	-	-	2%	1%	1%	1%	2%	-	2%	1%	-	2%	1%

K13CNEW_7ED - How important is it to you that the books you read include diversity?

Among children 9-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	151	111	189	314	-	-	-	-	424	186	77	78	174	320	269
Extremely/Very important (NET)	-	-	-	-	43%	37%	40%	35%	-	-	-	-	27%	50%	57%	41%	50%	45%	23%
Extremely important	-	-	-	-	15%	11%	8%	5%	-	-	-	-	4%	15%	17%	9%	14%	10%	5%
Very important	-	-	-	-	28%	27%	32%	30%	-	-	-	-	23%	34%	40%	32%	36%	35%	18%
Not very/Not important at all	-	-	-	-	56%	61%	57%	64%	-	-	-	-	71%	49%	42%	59%	48%	54%	76%
Not very important	-	-	-	-	36%	40%	38%	42%	-	-	-	-	44%	32%	32%	46%	33%	40%	43%
Not important at all	-	-	-	-	20%	21%	19%	23%	-	-	-	-	27%	18%	10%	14%	15%	14%	33%
Did not answer	-	-	-	-	1%	2%	3%	0%	-	-	-	-	2%	1%	2%	-	2%	1%	1%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

MANY FAMILIES WANT MORE BOOKS TO INCLUDE DIVERSITY

P24NEW_7ED_11 - I wish there were more books available that include diversity for children my child's age - Please indicate how much do you agree or disagree with the following statements?

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Agree (NET)	47%	52%	49%	46%	53%	56%	49%	49%	53%	48%	50%	55%	54%	45%	53%	45%
Agree strongly	14%	15%	14%	14%	11%	20%	13%	15%	15%	14%	17%	16%	13%	11%	15%	15%
Agree somewhat	33%	37%	34%	32%	42%	35%	36%	34%	37%	34%	32%	39%	40%	34%	38%	30%
Disagree somewhat	39%	36%	38%	41%	35%	33%	37%	37%	35%	39%	37%	34%	33%	42%	34%	41%
Disagree strongly	10%	11%	10%	10%	10%	10%	12%	12%	10%	11%	11%	8%	12%	8%	12%	12%
Did not answer	4%	2%	3%	4%	3%	1%	2%	2%	2%	3%	3%	3%	1%	5%	1%	2%

P24NEW_7ED_11 - I wish there were more books available that include diversity for children my child's age - Please indicate how much do you agree or disagree with the following statements?

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Agree (NET)	56%	52%	37%	47%	64%	52%	52%	44%	38%	46%	70%	64%	39%	64%	75%	55%	45%	57%	51%
Agree strongly	28%	7%	8%	14%	23%	18%	14%	8%	8%	12%	39%	16%	9%	18%	32%	12%	13%	17%	13%
Agree somewhat	28%	46%	28%	33%	41%	34%	37%	36%	30%	34%	31%	48%	30%	46%	43%	43%	32%	40%	38%
Disagree somewhat	34%	36%	46%	40%	26%	32%	38%	42%	46%	42%	19%	31%	45%	28%	17%	32%	42%	32%	34%
Disagree strongly	5%	11%	11%	10%	9%	11%	9%	14%	15%	7%	-	3%	14%	8%	5%	12%	11%	9%	13%
Did not answer	5%	1%	6%	2%	1%	4%	2%	1%	1%	5%	10%	2%	3%	0%	2%	-	2%	2%	1%

K14bNEW_7ED - I wish there were more books available that include diversity for me to read - How much do you agree or disagree with the following statements?

Among children 9-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	765	-	-	-	241	262	262	379	384	-	117	262	-	124	260
Agree (NET)	-	45%	-	-	-	49%	46%	40%	37%	54%	-	43%	33%	-	56%	53%
Agree a lot	-	12%	-	-	-	14%	13%	10%	11%	14%	-	14%	9%	-	15%	14%
Agree a little	-	33%	-	-	-	35%	34%	30%	26%	40%	-	30%	24%	-	41%	39%
Disagree a little	-	35%	-	-	-	33%	36%	37%	40%	30%	-	39%	41%	-	26%	31%
Disagree a lot	-	17%	-	-	-	16%	15%	19%	20%	14%	-	17%	22%	-	16%	13%
Did not answer	-	3%	-	-	-	2%	2%	4%	3%	3%	-	1%	4%	-	3%	3%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

MANY FAMILIES WANT MORE BOOKS TO INCLUDE DIVERSITY

K14bNEW_7ED - I wish there were more books available that include diversity for me to read - How much do you agree or disagree with the following statements?

Among children 9-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	151	111	189	314	-	-	-	-	424	186	77	78	174	320	269
Agree (NET)	-	-	-	-	52%	52%	46%	38%	-	-	-	-	32%	57%	66%	51%	50%	55%	30%
Agree a lot	-	-	-	-	20%	15%	10%	8%	-	-	-	-	6%	21%	17%	14%	16%	16%	5%
Agree a little	-	-	-	-	32%	37%	36%	29%	-	-	-	-	26%	36%	49%	37%	34%	39%	25%
Disagree a little	-	-	-	-	34%	26%	35%	40%	-	-	-	-	42%	28%	20%	40%	32%	32%	41%
Disagree a lot	-	-	-	-	12%	15%	17%	21%	-	-	-	-	22%	14%	11%	8%	16%	10%	27%
Did not answer	-	-	-	-	2%	7%	2%	2%	-	-	-	-	4%	1%	3%	1%	2%	3%	2%

P19aNEW_7ED - Which of the following types of books do you most prefer [your child] reads for fun? You can select more than one.

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Graphic novels	9%	23%	9%	8%	18%	28%	24%	22%	20%	17%	9%	26%	25%	9%	20%	22%
Comic books	12%	22%	11%	13%	24%	28%	20%	17%	25%	13%	11%	35%	27%	13%	16%	9%
Chapter books/novels	20%	76%	17%	23%	61%	79%	84%	80%	55%	62%	18%	66%	79%	22%	74%	86%
Picture books	82%	24%	82%	81%	57%	24%	10%	6%	42%	43%	81%	40%	8%	82%	41%	8%
Story books	75%	53%	67%	82%	80%	62%	39%	33%	61%	60%	73%	70%	39%	76%	71%	32%
Magazines	10%	18%	7%	13%	11%	18%	21%	21%	16%	15%	9%	17%	22%	11%	12%	20%
Newspapers	7%	14%	8%	6%	8%	12%	18%	19%	14%	10%	7%	13%	21%	7%	7%	16%
None of these	1%	3%	2%	0%	2%	1%	3%	5%	2%	2%	1%	2%	4%	1%	1%	4%
Did not answer	2%	1%	2%	2%	0%	0%	0%	1%	1%	1%	2%	0%	-	2%	0%	2%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

MANY FAMILIES WANT MORE BOOKS TO INCLUDE DIVERSITY

P19aNEW_7ED - Which of the following types of books do you most prefer [your child] reads for fun? You can select more than one.

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Graphic novels	8%	7%	7%	11%	23%	21%	22%	25%	8%	8%	5%	20%	24%	23%	22%	24%	25%	22%	24%
Comic books	11%	11%	18%	8%	32%	19%	17%	20%	9%	18%	10%	17%	20%	23%	30%	20%	20%	24%	22%
Chapter books/novels	18%	16%	21%	23%	68%	79%	77%	80%	20%	18%	11%	34%	80%	76%	63%	76%	78%	75%	76%
Picture books	78%	85%	79%	85%	33%	26%	21%	19%	85%	83%	66%	82%	22%	26%	32%	18%	33%	24%	14%
Story books	71%	76%	73%	78%	63%	59%	45%	50%	79%	70%	68%	72%	49%	58%	58%	58%	61%	58%	38%
Magazines	7%	5%	14%	12%	21%	13%	17%	20%	9%	11%	7%	16%	16%	16%	25%	22%	19%	17%	18%
Newspapers	11%	7%	6%	5%	17%	12%	9%	18%	3%	6%	20%	11%	12%	14%	20%	20%	15%	13%	16%
None of these	2%	1%	1%	1%	2%	1%	4%	2%	1%	3%	-	1%	3%	1%	2%	5%	1%	2%	6%
Did not answer	3%	0%	4%	1%	0%	1%	1%	0%	1%	1%	9%	2%	1%	0%	1%	-	1%	0%	-

P24NEW_7ED - It is important to me that my child experiences books with characters that look like [him/her] - Please indicate how much do you agree or disagree with the following statements?

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Agree (NET)	48%	45%	51%	45%	44%	43%	46%	45%	46%	46%	45%	45%	47%	52%	43%	44%
Agree strongly	16%	13%	17%	15%	9%	15%	13%	13%	13%	14%	14%	11%	14%	18%	13%	12%
Agree somewhat	33%	32%	34%	31%	35%	28%	33%	32%	33%	32%	31%	34%	33%	34%	29%	32%
Disagree somewhat	35%	35%	33%	37%	37%	36%	32%	35%	36%	34%	37%	37%	33%	32%	36%	34%
Disagree strongly	14%	19%	13%	14%	16%	19%	22%	19%	17%	18%	15%	15%	19%	12%	19%	21%
Did not answer	3%	2%	3%	4%	3%	2%	1%	1%	2%	2%	2%	3%	1%	5%	2%	1%

P24NEW_7ED - It is important to me that my child experiences books with characters that look like [him/her] - Please indicate how much do you agree or disagree with the following statements?

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Agree (NET)	50%	54%	41%	50%	55%	39%	42%	43%	38%	44%	76%	69%	30%	55%	75%	49%	40%	46%	49%
Agree strongly	22%	15%	12%	15%	19%	12%	14%	8%	9%	11%	48%	16%	7%	17%	30%	9%	13%	12%	12%
Agree somewhat	28%	39%	29%	35%	36%	26%	28%	35%	29%	33%	28%	53%	24%	38%	45%	41%	27%	33%	36%
Disagree somewhat	33%	31%	35%	38%	26%	42%	38%	36%	45%	35%	10%	22%	45%	30%	13%	29%	38%	34%	33%
Disagree strongly	13%	15%	17%	10%	18%	16%	18%	20%	16%	17%	3%	7%	23%	14%	10%	21%	20%	18%	18%
Did not answer	4%	1%	6%	2%	1%	4%	2%	1%	1%	4%	10%	2%	2%	1%	2%	-	2%	2%	1%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

MANY FAMILIES WANT MORE BOOKS TO INCLUDE DIVERSITY

K12aNEW_7ED - When it comes to reading for fun, which of the following do you like the most? You can select more than one.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Graphic novels	-	22%	-	-	13%	27%	27%	21%	24%	21%	-	22%	25%	-	19%	23%
Comic books	-	30%	-	-	28%	37%	31%	23%	41%	18%	-	45%	38%	-	20%	16%
Chapter books/Novels	-	61%	-	-	44%	72%	69%	57%	53%	68%	-	54%	53%	-	62%	73%
Picture books	-	29%	-	-	63%	31%	16%	9%	27%	31%	-	42%	13%	-	52%	11%
Story books	-	42%	-	-	59%	47%	35%	27%	40%	44%	-	49%	30%	-	58%	31%
Magazines	-	15%	-	-	9%	12%	19%	19%	16%	14%	-	12%	19%	-	10%	19%
Newspapers	-	4%	-	-	4%	2%	5%	4%	4%	3%	-	4%	5%	-	2%	4%
None of these	-	4%	-	-	1%	2%	4%	9%	5%	3%	-	2%	8%	-	1%	6%
Did not answer	-	1%	-	-	2%	1%	0%	2%	2%	1%	-	2%	2%	-	1%	1%

K12aNEW_7ED - When it comes to reading for fun, which of the following do you like the most? You can select more than one.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Graphic novels	-	-	-	-	18%	17%	22%	27%	-	-	-	-	23%	26%	17%	17%	24%	23%	19%
Comic books	-	-	-	-	39%	24%	32%	25%	-	-	-	-	27%	34%	33%	29%	31%	30%	29%
Chapter books/Novels	-	-	-	-	49%	58%	62%	68%	-	-	-	-	65%	60%	43%	61%	67%	65%	47%
Picture books	-	-	-	-	41%	31%	28%	23%	-	-	-	-	26%	32%	37%	28%	40%	30%	17%
Story books	-	-	-	-	50%	42%	37%	40%	-	-	-	-	37%	47%	43%	53%	50%	49%	23%
Magazines	-	-	-	-	19%	16%	13%	13%	-	-	-	-	16%	12%	22%	8%	13%	12%	21%
Newspapers	-	-	-	-	6%	3%	2%	4%	-	-	-	-	3%	3%	5%	4%	5%	2%	4%
None of these	-	-	-	-	4%	5%	5%	3%	-	-	-	-	4%	6%	2%	4%	1%	1%	12%
Did not answer	-	-	-	-	1%	1%	2%	1%	-	-	-	-	1%	1%	4%	-	2%	0%	2%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

MANY FAMILIES WANT MORE BOOKS TO INCLUDE DIVERSITY

K14bNEW_7ED - It is easy for me to find books that include characters that look like me - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	54%	-	-	63%	58%	52%	45%	51%	58%	-	58%	44%	-	64%	52%
Agree a lot	-	17%	-	-	26%	17%	15%	9%	15%	18%	-	19%	12%	-	24%	12%
Agree a little	-	38%	-	-	38%	41%	37%	36%	35%	40%	-	38%	33%	-	41%	40%
Disagree a little	-	29%	-	-	24%	31%	32%	31%	32%	27%	-	30%	33%	-	24%	30%
Disagree a lot	-	14%	-	-	10%	10%	15%	20%	14%	13%	-	9%	19%	-	10%	16%
Did not answer	-	3%	-	-	3%	1%	2%	4%	3%	2%	-	3%	4%	-	1%	3%

K14bNEW_7ED - It is easy for me to find books that include characters that look like me - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	52%	49%	54%	58%	-	-	-	-	55%	51%	57%	54%	61%	59%	42%
Agree a lot	-	-	-	-	18%	17%	15%	17%	-	-	-	-	16%	17%	20%	17%	26%	15%	8%
Agree a little	-	-	-	-	34%	32%	40%	41%	-	-	-	-	40%	34%	37%	38%	35%	43%	33%
Disagree a little	-	-	-	-	31%	35%	27%	27%	-	-	-	-	29%	33%	22%	33%	25%	30%	33%
Disagree a lot	-	-	-	-	14%	12%	16%	13%	-	-	-	-	13%	14%	17%	11%	12%	9%	22%
Did not answer	-	-	-	-	3%	4%	3%	2%	-	-	-	-	3%	2%	4%	2%	2%	2%	3%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

KIDS SEEK OUT AND LEARN FROM CHARACTERS

K13 - What kinds of characters do you look for in books you want to read for fun?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
I want to be like because they are smart, brave or strong	-	36%	-	-	46%	40%	34%	23%	33%	39%	-	42%	23%	-	43%	34%
are similar to me	-	27%	-	-	29%	31%	30%	20%	26%	28%	-	28%	25%	-	33%	24%
help me understand people who aren't like me	-	16%	-	-	16%	17%	20%	12%	12%	20%	-	13%	12%	-	20%	20%
face a challenge and overcome it	-	30%	-	-	26%	31%	36%	27%	28%	32%	-	27%	29%	-	29%	35%
Age 9-17: break stereotypes	-	12%	-	-	-	10%	15%	12%	10%	15%	-	13%	8%	-	7%	19%
Age 9-17: are LGBTQ	-	3%	-	-	-	2%	6%	2%	2%	5%	-	2%	2%	-	3%	6%
Age 9-17: are culturally or ethnically diverse	-	13%	-	-	-	11%	14%	13%	12%	14%	-	13%	11%	-	8%	17%
Age 9-17: are differently-abled (physical or emotional)	-	12%	-	-	-	11%	14%	10%	9%	14%	-	10%	9%	-	12%	16%
No kinds of characters in	-	41%	-	-	35%	42%	39%	48%	44%	38%	-	40%	48%	-	36%	40%
Did not answer	-	2%	-	-	2%	1%	1%	4%	3%	2%	-	2%	3%	-	1%	2%

K13 - What kinds of characters do you look for in books you want to read for fun?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
I want to be like because they are smart, brave or strong	-	-	-	-	38%	33%	36%	35%	-	-	-	-	35%	36%	35%	40%	44%	38%	23%
are similar to me	-	-	-	-	29%	26%	27%	27%	-	-	-	-	27%	29%	30%	21%	27%	32%	21%
help me understand people who aren't like me	-	-	-	-	20%	16%	14%	15%	-	-	-	-	13%	20%	19%	17%	22%	16%	9%
face a challenge and overcome it	-	-	-	-	30%	25%	30%	32%	-	-	-	-	29%	30%	25%	39%	31%	34%	23%
Age 9-17: break stereotypes	-	-	-	-	13%	11%	13%	12%	-	-	-	-	9%	18%	10%	16%	14%	15%	8%
Age 9-17: are LGBTQ	-	-	-	-	5%	2%	4%	3%	-	-	-	-	3%	5%	1%	4%	8%	3%	1%
Age 9-17: are culturally or ethnically diverse	-	-	-	-	16%	7%	14%	12%	-	-	-	-	7%	16%	24%	18%	15%	16%	7%
Age 9-17: are differently-abled (physical or emotional)	-	-	-	-	14%	6%	11%	13%	-	-	-	-	9%	16%	12%	14%	20%	13%	5%
No kinds of characters in	-	-	-	-	37%	42%	42%	42%	-	-	-	-	44%	41%	32%	39%	36%	36%	53%
Did not answer	-	-	-	-	2%	3%	3%	1%	-	-	-	-	2%	2%	5%	-	2%	2%	3%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

KIDS SEEK OUT AND LEARN FROM CHARACTERS

P23 - What kinds of characters do you look for in books for your child? Characters who...

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
...can be role models to my child by being smart, brave or strong	51%	50%	48%	55%	56%	57%	52%	35%	49%	51%	51%	56%	41%	52%	57%	46%
...are similar to my child	35%	27%	37%	34%	34%	34%	24%	17%	29%	31%	36%	33%	18%	35%	35%	24%
...help my child understand people who aren't like him or her	37%	37%	33%	41%	36%	44%	38%	31%	36%	38%	36%	40%	33%	39%	40%	36%
...face a challenge and overcome it	45%	47%	41%	48%	49%	53%	50%	37%	49%	44%	47%	55%	44%	42%	47%	42%
...break stereotypes	28%	24%	26%	29%	22%	28%	26%	21%	24%	27%	25%	27%	20%	30%	24%	27%
...are LGBTQ	5%	6%	5%	4%	7%	8%	5%	3%	5%	6%	4%	7%	3%	6%	8%	5%
...are culturally or ethnically diverse	31%	29%	31%	31%	31%	34%	27%	26%	30%	30%	29%	37%	24%	33%	28%	29%
...are differently-abled (physical or emotional)	24%	23%	22%	26%	25%	28%	23%	17%	24%	23%	22%	29%	19%	25%	24%	21%
No kinds of characters in particular, it just has to be a good story	31%	32%	33%	29%	29%	27%	33%	40%	31%	33%	29%	26%	38%	33%	31%	36%
Did not answer	4%	2%	4%	3%	1%	2%	2%	4%	3%	2%	4%	2%	2%	3%	1%	3%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

KIDS SEEK OUT AND LEARN FROM CHARACTERS

P23 - What kinds of characters do you look for in books for your child? Characters who...

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
...can be role models to my child by being smart, brave or strong	44%	52%	46%	62%	50%	54%	48%	49%	53%	46%	41%	69%	48%	50%	57%	52%	52%	53%	43%
...are similar to my child	29%	43%	30%	40%	35%	32%	20%	25%	36%	30%	40%	40%	24%	28%	42%	21%	31%	28%	22%
...help my child understand people who aren't like him or her	36%	37%	33%	42%	46%	35%	34%	35%	39%	24%	50%	46%	33%	41%	47%	36%	40%	38%	33%
...face a challenge and overcome it	44%	43%	39%	50%	44%	47%	47%	49%	49%	33%	48%	51%	45%	50%	53%	45%	49%	52%	38%
...break stereotypes	30%	31%	23%	28%	23%	24%	26%	24%	25%	19%	45%	37%	20%	27%	34%	25%	27%	26%	19%
...are LGBTQ	0%	7%	4%	7%	7%	5%	5%	6%	5%	4%	2%	9%	6%	7%	4%	4%	11%	3%	3%
...are culturally or ethnically diverse	25%	31%	29%	36%	35%	32%	26%	28%	25%	26%	46%	50%	22%	36%	47%	30%	31%	34%	22%
...are differently-abled (physical or emotional)	18%	31%	21%	26%	28%	22%	17%	25%	25%	20%	23%	29%	20%	25%	31%	26%	28%	24%	16%
No kinds of characters in particular, it just has to be a good story	25%	33%	37%	28%	27%	34%	31%	36%	33%	40%	10%	24%	38%	29%	14%	36%	31%	29%	39%
Did not answer	7%	2%	4%	3%	2%	2%	2%	1%	2%	3%	10%	3%	3%	2%	1%	-	2%	1%	4%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

KIDS SEEK OUT AND LEARN FROM CHARACTERS

K14CNEW_7ED - Is there a character or real-life person you admired or learned a life lesson from once you read their story?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Yes	-	42%	-	-	49%	41%	39%	40%	41%	43%	-	42%	40%	-	48%	39%
No	-	56%	-	-	49%	58%	60%	58%	58%	55%	-	56%	59%	-	51%	59%
Did not answer	-	1%	-	-	2%	1%	1%	2%	1%	2%	-	2%	1%	-	2%	2%

K14CNEW_7ED - Is there a character or real-life person you admired or learned a life lesson from once you read their story?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Yes	-	-	-	-	43%	42%	39%	44%	-	-	-	-	40%	42%	50%	43%	53%	42%	30%
No	-	-	-	-	57%	55%	59%	56%	-	-	-	-	58%	58%	47%	57%	44%	57%	69%
Did not answer	-	-	-	-	1%	3%	2%	1%	-	-	-	-	2%	1%	3%	-	3%	1%	1%

K14DNEW_7ED - Who is that character or person? (Fiction vs. Nonfiction classification)

Among children who said there was a character/real person they admired/learned from after reading their story	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	383	-	-	120	85	85	93	171	211	-	85	86	-	120	91
Fiction	-	40%	-	-	53%	36%	35%	33%	35%	44%	-	43%	28%	-	47%	40%
Nonfiction	-	41%	-	-	34%	43%	40%	45%	45%	36%	-	39%	50%	-	38%	35%
Real person, not based on book	-	6%	-	-	3%	5%	8%	9%	6%	6%	-	5%	7%	-	4%	10%
Unknown/Other	-	14%	-	-	10%	15%	17%	13%	14%	13%	-	13%	15%	-	11%	15%

K14DNEW_7ED - Who is that character or person? (Fiction vs. Nonfiction classification)

Among children who said there was a character/real person they admired/learned from after reading their story	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	80	52	87	164	-	-	-	-	214	93	42	34	162	145	76
Fiction	-	-	-	-	44%	26%	49%	37%	-	-	-	-	38%	39%	49%	33%	39%	42%	37%
Nonfiction	-	-	-	-	29%	49%	38%	46%	-	-	-	-	46%	41%	29%	35%	38%	39%	49%
Real person, not based on book	-	-	-	-	8%	11%	5%	4%	-	-	-	-	6%	6%	8%	5%	4%	8%	8%
Unknown/Other	-	-	-	-	20%	14%	8%	13%	-	-	-	-	10%	14%	13%	27%	19%	11%	7%

Data in gray font is among a small base. Interpret with caution.

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

PARENTS KNOW THAT CHARACTERS BUILD CHARACTER

P01c1NEW_7ED Top 3 - Which of the following qualities do you most want your child to develop? Please select up to three.

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Kindness	30%	28%	29%	31%	26%	29%	32%	25%	28%	30%	29%	27%	27%	31%	29%	29%
Honesty	47%	49%	47%	47%	43%	51%	52%	50%	49%	48%	46%	52%	49%	49%	41%	53%
Respectfulness	41%	40%	38%	45%	43%	39%	39%	40%	42%	39%	42%	44%	40%	40%	38%	39%
Plays/works well with others	16%	7%	18%	14%	14%	7%	6%	3%	11%	9%	17%	11%	5%	15%	10%	4%
Empathy	18%	13%	17%	19%	16%	12%	11%	13%	16%	14%	18%	17%	13%	18%	11%	12%
Resilience	13%	13%	15%	12%	12%	15%	11%	13%	11%	15%	10%	11%	13%	17%	17%	11%
Courage	12%	15%	11%	14%	12%	17%	16%	13%	14%	14%	13%	12%	17%	11%	18%	13%
Self-confidence	52%	53%	52%	52%	56%	53%	56%	48%	49%	57%	51%	51%	47%	54%	58%	58%
Responsibility	40%	58%	40%	41%	54%	54%	61%	64%	54%	51%	42%	54%	64%	39%	54%	60%
Curiosity	11%	6%	14%	9%	9%	6%	5%	4%	8%	8%	12%	7%	5%	12%	8%	5%
Did not answer	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%

P01c1NEW_7ED Top 3 - Which of the following qualities do you most want your child to develop? Please select up to three.

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Kindness	25%	30%	27%	36%	19%	30%	31%	31%	35%	26%	16%	35%	33%	24%	13%	33%	31%	26%	28%
Honesty	53%	56%	53%	31%	56%	56%	45%	44%	48%	52%	42%	39%	49%	47%	57%	42%	45%	50%	52%
Respectfulness	50%	43%	42%	32%	51%	44%	40%	31%	40%	47%	45%	29%	37%	42%	44%	45%	38%	41%	43%
Plays/works well with others	18%	15%	13%	17%	8%	7%	6%	8%	16%	16%	13%	18%	8%	7%	7%	5%	7%	9%	6%
Empathy	14%	19%	22%	17%	8%	14%	12%	17%	23%	14%	11%	15%	15%	13%	6%	14%	17%	11%	12%
Resilience	8%	11%	10%	21%	5%	7%	12%	21%	15%	9%	11%	19%	14%	12%	11%	15%	15%	13%	11%
Courage	12%	8%	13%	14%	16%	17%	12%	15%	12%	14%	7%	16%	11%	20%	18%	16%	15%	16%	13%
Self-confidence	50%	47%	46%	62%	54%	46%	53%	56%	46%	55%	59%	65%	54%	53%	57%	42%	51%	55%	53%
Responsibility	35%	44%	43%	41%	58%	59%	58%	58%	42%	42%	33%	39%	56%	61%	57%	64%	53%	58%	64%
Curiosity	10%	12%	12%	12%	4%	4%	5%	10%	11%	10%	13%	18%	6%	7%	5%	9%	9%	5%	5%
Did not answer	-	-	3%	1%	0%	1%	1%	0%	0%	-	5%	-	1%	-	2%	1%	1%	0%	0%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

PARENTS KNOW THAT CHARACTERS BUILD CHARACTER

P01c2NEW_7ED Top 3 - As a parent today, which of these do you think are among the three most challenging qualities for parents to help their children develop?

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Kindness	18%	15%	14%	21%	15%	16%	13%	16%	15%	16%	17%	13%	16%	18%	18%	13%
Honesty	29%	28%	25%	33%	25%	25%	31%	30%	27%	29%	31%	23%	28%	28%	27%	32%
Respectfulness	38%	36%	35%	40%	34%	35%	35%	41%	36%	38%	36%	35%	37%	41%	33%	40%
Plays/works well with others	20%	13%	22%	18%	10%	15%	14%	13%	17%	14%	20%	16%	16%	20%	10%	11%
Empathy	26%	27%	27%	25%	28%	29%	27%	24%	29%	24%	27%	32%	29%	25%	25%	22%
Resilience	22%	26%	22%	21%	30%	26%	22%	25%	26%	23%	24%	30%	23%	20%	26%	24%
Courage	22%	25%	21%	23%	28%	27%	25%	19%	22%	26%	19%	25%	21%	25%	30%	24%
Self-confidence	40%	49%	47%	33%	46%	50%	52%	49%	45%	48%	42%	45%	47%	38%	51%	54%
Responsibility	48%	52%	45%	50%	52%	52%	54%	51%	52%	49%	47%	54%	56%	49%	50%	49%
Curiosity	35%	37%	32%	37%	36%	36%	38%	37%	39%	33%	36%	41%	40%	34%	32%	34%
Did not answer	2%	1%	2%	2%	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	-	1%

P01c2NEW_7ED Top 3 - As a parent today, which of these do you think are among the three most challenging qualities for parents to help their children develop?

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Kindness	22%	15%	18%	16%	19%	13%	12%	15%	18%	16%	20%	14%	14%	18%	12%	15%	14%	18%	12%
Honesty	31%	32%	32%	24%	33%	24%	34%	22%	29%	39%	20%	19%	26%	29%	30%	30%	25%	30%	26%
Respectfulness	48%	37%	31%	37%	37%	36%	39%	34%	38%	48%	24%	30%	38%	35%	32%	36%	30%	40%	37%
Plays/works well with others	25%	16%	20%	19%	16%	13%	13%	12%	19%	11%	32%	32%	12%	15%	16%	11%	13%	15%	12%
Empathy	25%	23%	31%	25%	21%	29%	26%	30%	27%	26%	21%	26%	28%	27%	23%	27%	28%	25%	28%
Resilience	12%	20%	22%	30%	16%	29%	26%	31%	26%	17%	13%	25%	27%	25%	18%	32%	30%	24%	24%
Courage	18%	25%	21%	24%	23%	29%	23%	25%	18%	24%	33%	21%	22%	25%	34%	25%	27%	24%	23%
Self-confidence	40%	44%	33%	42%	51%	45%	54%	48%	42%	31%	45%	42%	48%	50%	54%	47%	49%	47%	54%
Responsibility	45%	49%	52%	45%	54%	57%	48%	52%	52%	48%	28%	52%	53%	55%	47%	51%	50%	53%	54%
Curiosity	34%	40%	35%	31%	42%	36%	34%	36%	37%	38%	18%	34%	36%	37%	34%	40%	35%	36%	39%
Did not answer	4%	0%	3%	1%	0%	1%	2%	1%	1%	2%	8%	-	1%	0%	1%	1%	1%	0%	1%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

PARENTS KNOW THAT CHARACTERS BUILD CHARACTER

P26aNEW_7ED - Do you believe that characters in books can help your child develop qualities like [Insert P01c1NEW_7ED answer]?

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Agree (NET)	94%	95%	93%	95%	97%	97%	93%	95%	95%	95%	94%	96%	95%	95%	98%	93%
Agree strongly	46%	42%	43%	48%	42%	51%	41%	35%	45%	42%	48%	49%	38%	44%	44%	39%
Agree somewhat	48%	53%	50%	47%	55%	46%	52%	59%	50%	53%	47%	47%	57%	51%	54%	54%
Disagree somewhat	2%	3%	3%	2%	2%	2%	5%	4%	3%	3%	3%	3%	4%	2%	2%	5%
Disagree strongly	0%	0%	0%	-	-	-	1%	0%	0%	0%	0%	-	-	-	-	1%
Did not answer	3%	1%	3%	3%	1%	1%	1%	1%	2%	2%	2%	1%	2%	3%	0%	1%

P26aNEW_7ED - Do you believe that characters in books can help your child develop qualities like [Insert P01c1NEW_7ED answer]?

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Agree (NET)	92%	99%	93%	94%	96%	95%	95%	96%	95%	96%	90%	96%	94%	96%	97%	97%	94%	97%	95%
Agree strongly	39%	45%	47%	50%	49%	41%	39%	41%	47%	41%	40%	58%	40%	46%	49%	37%	45%	43%	39%
Agree somewhat	54%	53%	46%	43%	47%	53%	55%	55%	47%	55%	50%	38%	55%	49%	48%	59%	49%	54%	56%
Disagree somewhat	2%	0%	3%	3%	3%	4%	4%	3%	4%	0%	3%	2%	4%	2%	2%	3%	4%	2%	4%
Disagree strongly	-	-	-	1%	0%	-	0%	0%	-	1%	-	-	0%	0%	-	-	-	-	1%
Did not answer	6%	1%	3%	2%	0%	2%	2%	1%	2%	3%	7%	2%	1%	1%	2%	1%	2%	1%	0%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

FREQUENT READERS WANT EVEN MORE FROM BOOKS AND CHARACTERS

K14bNEW_7ED - Reading about [things that are happening in the world / current events] makes it easier to talk about or understand them - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	73%	-	-	70%	71%	77%	73%	71%	74%	-	71%	71%	-	70%	79%
Agree a lot	-	20%	-	-	19%	21%	24%	18%	21%	20%	-	19%	22%	-	20%	20%
Agree a little	-	52%	-	-	52%	50%	53%	55%	51%	54%	-	52%	49%	-	50%	58%
Disagree a little	-	16%	-	-	18%	19%	15%	14%	17%	16%	-	18%	16%	-	19%	13%
Disagree a lot	-	9%	-	-	9%	9%	7%	9%	9%	8%	-	8%	10%	-	10%	6%
Did not answer	-	2%	-	-	3%	1%	2%	4%	3%	2%	-	3%	3%	-	1%	2%

K14bNEW_7ED - Reading about [things that are happening in the world / current events] makes it easier to talk about or understand them - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	73%	72%	73%	73%	-	-	-	-	69%	79%	76%	76%	75%	75%	68%
Agree a lot	-	-	-	-	25%	18%	19%	20%	-	-	-	-	16%	26%	30%	17%	29%	18%	15%
Agree a little	-	-	-	-	48%	54%	54%	53%	-	-	-	-	53%	52%	46%	59%	46%	57%	53%
Disagree a little	-	-	-	-	17%	13%	16%	18%	-	-	-	-	19%	14%	14%	15%	15%	18%	15%
Disagree a lot	-	-	-	-	8%	10%	9%	8%	-	-	-	-	10%	7%	7%	7%	8%	5%	14%
Did not answer	-	-	-	-	2%	5%	2%	1%	-	-	-	-	3%	1%	4%	1%	2%	2%	2%

K14bNEW_7ED - Reading fiction and nonfiction is a way to help me understand the world - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	74%	-	-	77%	75%	74%	68%	71%	76%	-	77%	66%	-	76%	77%
Agree a lot	-	25%	-	-	28%	28%	24%	19%	22%	28%	-	26%	18%	-	30%	26%
Agree a little	-	49%	-	-	50%	47%	50%	49%	49%	49%	-	51%	48%	-	46%	51%
Disagree a little	-	19%	-	-	15%	21%	19%	20%	19%	18%	-	17%	22%	-	20%	16%
Disagree a lot	-	5%	-	-	4%	3%	6%	9%	6%	4%	-	3%	9%	-	3%	5%
Did not answer	-	2%	-	-	3%	1%	2%	4%	3%	2%	-	3%	3%	-	1%	2%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

FREQUENT READERS WANT EVEN MORE FROM BOOKS AND CHARACTERS

K14bNEW_7ED - Reading fiction and nonfiction is a way to help me understand the world - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	77%	69%	71%	75%	-	-	-	-	70%	75%	80%	79%	80%	77%	62%
Agree a lot	-	-	-	-	37%	21%	20%	22%	-	-	-	-	20%	30%	32%	22%	36%	24%	13%
Agree a little	-	-	-	-	40%	48%	51%	53%	-	-	-	-	49%	45%	48%	57%	44%	53%	48%
Disagree a little	-	-	-	-	17%	20%	19%	19%	-	-	-	-	22%	16%	14%	16%	15%	17%	25%
Disagree a lot	-	-	-	-	4%	6%	7%	5%	-	-	-	-	6%	7%	2%	5%	3%	4%	10%
Did not answer	-	-	-	-	2%	4%	3%	2%	-	-	-	-	3%	2%	4%	-	2%	2%	3%

K13 - What kinds of characters do you look for in books you want to read for fun?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
I want to be like because they are smart, brave or strong	-	36%	-	-	46%	40%	34%	23%	33%	39%	-	42%	23%	-	43%	34%
are similar to me	-	27%	-	-	29%	31%	30%	20%	26%	28%	-	28%	25%	-	33%	24%
help me understand people who aren't like me	-	16%	-	-	16%	17%	20%	12%	12%	20%	-	13%	12%	-	20%	20%
face a challenge and overcome it	-	30%	-	-	26%	31%	36%	27%	28%	32%	-	27%	29%	-	29%	35%
Age 9-17: break stereotypes	-	12%	-	-	-	10%	15%	12%	10%	15%	-	13%	8%	-	7%	19%
Age 9-17: are LGBTQ	-	3%	-	-	-	2%	6%	2%	2%	5%	-	2%	2%	-	3%	6%
Age 9-17: are culturally or ethnically diverse	-	13%	-	-	-	11%	14%	13%	12%	14%	-	13%	11%	-	8%	17%
Age 9-17: are differently-abled (physical or emotional)	-	12%	-	-	-	11%	14%	10%	9%	14%	-	10%	9%	-	12%	16%
No kinds of characters in	-	41%	-	-	35%	42%	39%	48%	44%	38%	-	40%	48%	-	36%	40%
Did not answer	-	2%	-	-	2%	1%	1%	4%	3%	2%	-	2%	3%	-	1%	2%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

FREQUENT READERS WANT EVEN MORE FROM BOOKS AND CHARACTERS

K13 - What kinds of characters do you look for in books you want to read for fun?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
I want to be like because they are smart, brave or strong	-	-	-	-	38%	33%	36%	35%	-	-	-	-	35%	36%	35%	40%	44%	38%	23%
are similar to me	-	-	-	-	29%	26%	27%	27%	-	-	-	-	27%	29%	30%	21%	27%	32%	21%
help me understand people who aren't like me	-	-	-	-	20%	16%	14%	15%	-	-	-	-	13%	20%	19%	17%	22%	16%	9%
face a challenge and overcome it	-	-	-	-	30%	25%	30%	32%	-	-	-	-	29%	30%	25%	39%	31%	34%	23%
Age 9-17: break stereotypes	-	-	-	-	13%	11%	13%	12%	-	-	-	-	9%	18%	10%	16%	14%	15%	8%
Age 9-17: are LGBTQ	-	-	-	-	5%	2%	4%	3%	-	-	-	-	3%	5%	1%	4%	8%	3%	1%
Age 9-17: are culturally or ethnically diverse	-	-	-	-	16%	7%	14%	12%	-	-	-	-	7%	16%	24%	18%	15%	16%	7%
Age 9-17: are differently-abled (physical or emotional)	-	-	-	-	14%	6%	11%	13%	-	-	-	-	9%	16%	12%	14%	20%	13%	5%
No kinds of characters in	-	-	-	-	37%	42%	42%	42%	-	-	-	-	44%	41%	32%	39%	36%	36%	53%
Did not answer	-	-	-	-	2%	3%	3%	1%	-	-	-	-	2%	2%	5%	-	2%	2%	3%

K14CNEW_7ED - Is there a character or real-life person you admired or learned a life lesson from once you read their story?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Yes	-	42%	-	-	49%	41%	39%	40%	41%	43%	-	42%	40%	-	48%	39%
No	-	56%	-	-	49%	58%	60%	58%	58%	55%	-	56%	59%	-	51%	59%
Did not answer	-	1%	-	-	2%	1%	1%	2%	1%	2%	-	2%	1%	-	2%	2%

BOOKS & CHARACTERS TO REFLECT OUR DIVERSE WORLD

FREQUENT READERS WANT EVEN MORE FROM BOOKS AND CHARACTERS

K14CNEW_7ED - Is there a character or real-life person you admired or learned a life lesson from once you read their story?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Yes	-	-	-	-	43%	42%	39%	44%	-	-	-	-	40%	42%	50%	43%	53%	42%	30%
No	-	-	-	-	57%	55%	59%	56%	-	-	-	-	58%	58%	47%	57%	44%	57%	69%
Did not answer	-	-	-	-	1%	3%	2%	1%	-	-	-	-	2%	1%	3%	-	3%	1%	1%

K14bNEW_7ED - There have been times when a book has helped me get through a difficult time - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	53%	-	-	54%	50%	58%	49%	46%	60%	-	48%	44%	-	57%	62%
Agree a lot	-	15%	-	-	12%	17%	15%	16%	13%	17%	-	17%	10%	-	13%	22%
Agree a little	-	38%	-	-	42%	33%	43%	33%	33%	42%	-	31%	35%	-	44%	41%
Disagree a little	-	29%	-	-	29%	31%	25%	29%	31%	27%	-	32%	30%	-	28%	25%
Disagree a lot	-	17%	-	-	14%	18%	16%	18%	21%	12%	-	18%	23%	-	14%	11%
Did not answer	-	2%	-	-	2%	1%	1%	4%	3%	2%	-	3%	3%	-	1%	2%

K14bNEW_7ED - There have been times when a book has helped me get through a difficult time - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	58%	57%	50%	49%	-	-	-	-	49%	56%	54%	60%	61%	58%	36%
Agree a lot	-	-	-	-	22%	15%	16%	10%	-	-	-	-	11%	19%	26%	14%	21%	15%	8%
Agree a little	-	-	-	-	35%	42%	34%	39%	-	-	-	-	39%	37%	28%	46%	40%	42%	28%
Disagree a little	-	-	-	-	27%	26%	28%	31%	-	-	-	-	29%	31%	24%	26%	25%	28%	34%
Disagree a lot	-	-	-	-	13%	13%	20%	18%	-	-	-	-	19%	12%	18%	13%	11%	13%	28%
Did not answer	-	-	-	-	2%	5%	2%	1%	-	-	-	-	3%	1%	4%	-	2%	2%	2%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

KIDS NEED HELP FINDING BOOKS

K12 I have trouble finding books I like - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	42%	-	-	34%	48%	41%	46%	47%	37%	-	43%	51%	-	39%	36%
Agree a lot	-	14%	-	-	8%	19%	14%	15%	16%	12%	-	14%	17%	-	14%	11%
Agree a little	-	28%	-	-	26%	29%	26%	32%	31%	25%	-	29%	33%	-	25%	25%
Disagree a little	-	36%	-	-	36%	31%	39%	37%	34%	38%	-	35%	33%	-	33%	43%
Disagree a lot	-	20%	-	-	26%	21%	20%	14%	17%	23%	-	20%	15%	-	27%	19%
Did not answer	-	2%	-	-	3%	0%	1%	2%	2%	1%	-	2%	2%	-	1%	1%

K12 I have trouble finding books I like - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	42%	46%	42%	42%	-	-	-	-	43%	46%	40%	34%	32%	40%	59%
Agree a lot	-	-	-	-	14%	20%	12%	12%	-	-	-	-	14%	17%	13%	9%	9%	11%	24%
Agree a little	-	-	-	-	28%	25%	29%	29%	-	-	-	-	29%	29%	28%	25%	23%	29%	34%
Disagree a little	-	-	-	-	37%	34%	37%	35%	-	-	-	-	36%	33%	35%	41%	36%	40%	29%
Disagree a lot	-	-	-	-	20%	19%	18%	22%	-	-	-	-	19%	21%	22%	23%	30%	19%	11%
Did not answer	-	-	-	-	1%	1%	3%	1%	-	-	-	-	2%	0%	3%	2%	2%	2%	1%

K12 I have trouble finding books I like - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	Child Age											
	6	7	8	9	10	11	12	13	14	15	16	17
<i>Unweighted Table Base</i>	86	96	93	71	81	89	84	84	94	74	87	101
Agree (NET)	27%	34%	41%	51%	49%	44%	41%	43%	38%	41%	56%	43%
Agree a lot	5%	10%	9%	23%	17%	17%	13%	16%	13%	16%	15%	13%
Agree a little	21%	23%	32%	27%	32%	26%	27%	27%	25%	25%	41%	29%
Disagree a little	28%	44%	35%	28%	30%	36%	35%	48%	32%	41%	30%	40%
Disagree a lot	43%	17%	23%	21%	21%	20%	22%	8%	29%	15%	11%	17%
Did not answer	3%	6%	1%	-	-	1%	2%	-	1%	3%	4%	1%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

KIDS NEED HELP FINDING BOOKS

P19 - My child has trouble finding books [he likes / she likes/ they like] - Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

Among parents of 6-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	28%	-	-	19%	26%	35%	33%	35%	22%	-	25%	44%	-	19%	24%
Agree strongly	-	7%	-	-	3%	5%	12%	9%	8%	7%	Boys	Boys	Boys	Girls	Girls	Girls
Agree somewhat	-	21%	-	-	16%	21%	23%	24%	27%	15%	-	22%	32%	-	15%	14%
Disagree somewhat	-	35%	-	-	32%	38%	33%	36%	33%	36%	-	34%	32%	-	36%	37%
Disagree strongly	-	36%	-	-	48%	35%	32%	30%	31%	41%	-	39%	24%	-	44%	38%
Did not answer	-	1%	-	-	1%	1%	1%	1%	1%	1%	-	2%	1%	-	1%	1%

P19 - My child has trouble finding books [he likes / she likes/ they like] - Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

Among parents of 6-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	25%	36%	28%	27%	-	-	-	-	28%	31%	24%	29%	18%	26%	43%
Agree strongly	-	-	-	-	3%	11%	6%	8%	-	-	-	-	7%	9%	4%	7%	4%	6%	12%
Agree somewhat	-	-	-	-	22%	26%	21%	18%	-	-	-	-	21%	22%	20%	22%	14%	20%	31%
Disagree somewhat	-	-	-	-	31%	37%	38%	33%	-	-	-	-	36%	31%	32%	41%	34%	35%	36%
Disagree strongly	-	-	-	-	43%	25%	32%	39%	-	-	-	-	35%	38%	43%	30%	47%	38%	21%
Did not answer	-	-	-	-	0%	1%	2%	1%	-	-	-	-	2%	0%	1%	-	1%	0%	1%

P19 - My child has trouble finding books [he likes / she likes/ they like] - Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

Among parents of 6-17 year olds	Child Age											
	6	7	8	9	10	11	12	13	14	15	16	17
<i>Unweighted Table Base</i>	86	96	93	71	81	89	84	84	94	74	87	101
Agree (NET)	12%	13%	30%	23%	27%	26%	35%	43%	27%	35%	36%	27%
Agree strongly	3%	1%	4%	1%	5%	9%	8%	16%	12%	10%	7%	9%
Agree somewhat	8%	12%	27%	23%	22%	18%	27%	27%	15%	25%	29%	18%
Disagree somewhat	28%	37%	29%	49%	30%	35%	38%	24%	36%	31%	36%	42%
Disagree strongly	59%	47%	40%	28%	42%	36%	26%	33%	36%	33%	27%	31%
Did not answer	1%	3%	-	-	1%	3%	1%	-	1%	2%	1%	-

ACCESS MATTERS: READING ROLE MODELS & BOOKS

FREQUENT READERS HAVE MORE READING ROLE MODELS

P02 - [As your child grows up, how/ How] important is it to you that [Child Name] reads books for fun? By this we mean reading books that are not part of [his/her] schoolwork or homework and could mean reading on [his/her] own or with someone else.

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Extremely / Very important (NET)	93%	86%	91%	94%	94%	92%	83%	75%	86%	90%	89%	92%	76%	97%	93%	81%
Extremely important	63%	48%	61%	64%	61%	58%	44%	31%	51%	55%	56%	58%	39%	70%	61%	36%
Very important	30%	37%	30%	30%	33%	34%	39%	43%	35%	35%	33%	35%	37%	27%	32%	45%
A little / Not important	7%	14%	8%	6%	6%	8%	17%	25%	14%	10%	11%	8%	23%	3%	7%	19%
A little important	7%	12%	7%	6%	6%	7%	15%	21%	13%	8%	10%	8%	21%	3%	5%	15%
Not important	0%	2%	1%	-	0%	1%	2%	4%	1%	2%	1%	-	2%	0%	1%	4%
Did not answer	0%	0%	0%	-	-	-	0%	0%	0%	0%	-	-	0%	-	-	0%

P02 - [As your child grows up, how/ How] important is it to you that [Child Name] reads books for fun? By this we mean reading books that are not part of [his/her] schoolwork or homework and could mean reading on [his/her] own or with someone else.

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Extremely / Very important (NET)	90%	94%	94%	93%	85%	83%	85%	88%	91%	91%	97%	98%	84%	83%	95%	91%	95%	90%	70%
Extremely important	52%	67%	64%	67%	50%	43%	47%	51%	58%	60%	79%	68%	47%	50%	53%	46%	70%	47%	27%
Very important	38%	27%	30%	26%	35%	40%	38%	37%	33%	30%	18%	30%	37%	33%	42%	45%	25%	43%	42%
A little / Not important	10%	6%	5%	7%	15%	17%	14%	12%	8%	9%	3%	2%	16%	17%	5%	9%	5%	10%	30%
A little important	10%	6%	5%	6%	12%	16%	14%	10%	8%	8%	3%	2%	14%	15%	3%	9%	5%	9%	25%
Not important	-	0%	-	1%	3%	1%	1%	2%	0%	1%	-	-	2%	2%	2%	-	-	1%	5%
Did not answer	-	-	1%	-	0%	-	0%	-	0%	-	-	-	0%	-	-	-	0%	-	-

ACCESS MATTERS: READING ROLE MODELS & BOOKS

FREQUENT READERS HAVE MORE READING ROLE MODELS

P05 - How many days in a typical week do you personally read print books [or ebooks]? Please do not count reading to your child.

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
Frequent Reader (NET)	26%	23%	23%	29%	27%	24%	21%	21%	24%	24%	23%	28%	21%	28%	23%	21%
7 days a week/every day	16%	14%	14%	19%	16%	14%	13%	12%	15%	15%	16%	17%	10%	17%	12%	15%
5-6 days a week	9%	9%	9%	10%	11%	10%	7%	9%	10%	9%	7%	11%	11%	11%	10%	6%
Moderate Reader (NET)	32%	36%	33%	32%	35%	38%	37%	34%	35%	34%	34%	34%	37%	31%	39%	33%
3-4 days a week	12%	14%	11%	13%	14%	14%	18%	11%	14%	13%	11%	14%	17%	13%	14%	12%
1-2 days a week	20%	21%	22%	19%	20%	24%	18%	22%	21%	21%	22%	20%	20%	18%	25%	21%
Less than one day a week	42%	41%	45%	39%	39%	37%	43%	45%	41%	42%	43%	38%	43%	41%	38%	46%
Did not answer	-	0%	-	-	-	-	-	0%	-	0%	-	-	-	-	-	0%

P05 - How many days in a typical week do you personally read print books [or ebooks]? Please do not count reading to your child.

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
Frequent Reader (NET)	23%	38%	21%	23%	16%	23%	21%	29%	29%	22%	28%	18%	26%	19%	18%	26%	39%	16%	16%
7 days a week/every day	18%	23%	12%	15%	9%	15%	13%	16%	18%	16%	18%	11%	17%	9%	8%	16%	24%	10%	8%
5-6 days a week	5%	15%	9%	8%	7%	8%	8%	13%	11%	6%	10%	7%	9%	10%	9%	10%	15%	6%	8%
Moderate Reader (NET)	36%	28%	30%	34%	46%	26%	33%	36%	32%	35%	25%	35%	32%	38%	47%	35%	33%	46%	23%
3-4 days a week	7%	13%	10%	17%	18%	7%	12%	17%	12%	12%	6%	21%	12%	16%	20%	13%	17%	17%	8%
1-2 days a week	29%	15%	21%	16%	28%	19%	21%	19%	20%	23%	19%	14%	20%	21%	27%	21%	16%	30%	15%
Less than one day a week	41%	34%	49%	43%	38%	51%	46%	35%	39%	43%	47%	47%	42%	43%	35%	40%	28%	38%	61%
Did not answer	-	-	-	-	-	-	-	0%	-	-	-	-	0%	-	-	-	-	-	-

K04bNEW_7ED - Overall, how many people in your life enjoy reading?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Nearly everyone / A lot of people	-	62%	-	-	77%	66%	56%	48%	60%	63%	-	70%	50%	-	73%	54%
Nearly everyone	-	15%	-	-	24%	18%	11%	7%	14%	15%	-	20%	8%	-	22%	9%
A lot of people	-	47%	-	-	53%	48%	45%	41%	46%	48%	-	50%	42%	-	52%	45%
Not very many/Hardly any	-	38%	-	-	22%	34%	43%	51%	39%	36%	-	30%	49%	-	26%	45%
Not very many people	-	32%	-	-	19%	31%	36%	41%	34%	30%	-	26%	42%	-	24%	35%
Hardly any	-	6%	-	-	3%	3%	7%	10%	5%	6%	-	3%	6%	-	2%	10%
Did not answer	-	1%	-	-	1%	0%	1%	1%	1%	1%	-	1%	1%	-	0%	1%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

FREQUENT READERS HAVE MORE READING ROLE MODELS

K04bNEW_7ED - Overall, how many people in your life enjoy reading?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Nearly everyone / A lot of people	-	-	-	-	55%	56%	59%	70%	-	-	-	-	63%	51%	66%	72%	82%	65%	34%
Nearly everyone	-	-	-	-	14%	15%	11%	17%	-	-	-	-	15%	9%	20%	19%	26%	14%	3%
A lot of people	-	-	-	-	41%	41%	48%	53%	-	-	-	-	48%	42%	47%	53%	57%	51%	31%
Not very many / Hardly any	-	-	-	-	45%	43%	39%	30%	-	-	-	-	36%	49%	31%	27%	16%	35%	66%
Not very many people	-	-	-	-	37%	39%	33%	25%	-	-	-	-	31%	40%	27%	22%	15%	32%	50%
Hardly any	-	-	-	-	8%	4%	7%	5%	-	-	-	-	5%	9%	4%	5%	1%	3%	16%
Did not answer	-	-	-	-	0%	1%	2%	0%	-	-	-	-	1%	0%	3%	1%	2%	0%	0%

K04aNEW_7ED - Which of the following people in your life, if any, enjoy reading?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
My mom	-	77%	-	-	82%	80%	75%	73%	78%	77%	-	82%	73%	-	80%	75%
My dad	-	40%	-	-	50%	43%	38%	30%	41%	39%	-	47%	36%	-	45%	32%
My sibling(s)	-	42%	-	-	46%	46%	43%	32%	44%	40%	-	42%	46%	-	50%	29%
Other family members	-	33%	-	-	34%	30%	35%	33%	33%	34%	-	32%	34%	-	33%	35%
One or more of my teachers	-	28%	-	-	31%	33%	30%	20%	27%	30%	-	30%	24%	-	34%	26%
A close friend	-	21%	-	-	19%	28%	21%	15%	16%	25%	-	21%	12%	-	27%	24%
None of these people enjoy	-	4%	-	-	3%	3%	3%	7%	3%	5%	-	2%	3%	-	4%	6%
Did not answer	-	1%	-	-	1%	0%	0%	1%	1%	1%	-	1%	1%	-	0%	1%

K04aNEW_7ED - Which of the following people in your life, if any, enjoy reading?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
My mom	-	-	-	-	79%	80%	74%	77%	-	-	-	-	79%	73%	78%	76%	87%	80%	63%
My dad	-	-	-	-	28%	35%	34%	54%	-	-	-	-	43%	37%	30%	45%	56%	39%	25%
My sibling(s)	-	-	-	-	39%	47%	42%	41%	-	-	-	-	41%	42%	43%	44%	55%	39%	31%
Other family members	-	-	-	-	30%	33%	33%	35%	-	-	-	-	37%	24%	30%	40%	41%	31%	27%
One or more of my teachers	-	-	-	-	27%	19%	28%	33%	-	-	-	-	30%	24%	27%	31%	35%	29%	20%
A close friend	-	-	-	-	20%	19%	20%	23%	-	-	-	-	22%	19%	22%	20%	29%	22%	10%
None of these people enjoy	-	-	-	-	4%	3%	6%	3%	-	-	-	-	4%	5%	3%	5%	0%	1%	12%
Did not answer	-	-	-	-	1%	1%	2%	0%	-	-	-	-	1%	0%	2%	-	1%	0%	1%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

FREQUENT READERS HAVE MORE READING ROLE MODELS

K19 - Which of the following people encourage you to read books for fun?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Parent or guardian	-	82%	-	-	84%	83%	83%	77%	82%	81%	-	85%	79%	-	82%	81%
Brothers, sisters, cousins	-	21%	-	-	26%	22%	17%	20%	22%	20%	-	25%	18%	-	22%	18%
Other adult family members (NET)	-	23%	-	-	29%	25%	18%	19%	23%	23%	-	29%	17%	-	26%	21%
Grandparents	-	19%	-	-	26%	22%	15%	14%	20%	19%	-	25%	14%	-	23%	15%
Aunt or Uncle	-	11%	-	-	15%	15%	7%	7%	12%	10%	-	18%	5%	-	11%	10%
Other Adult family member	-	1%	-	-	1%	1%	1%	2%	1%	2%	-	2%	1%	-	1%	2%
Friends	-	20%	-	-	21%	24%	19%	15%	15%	25%	-	21%	8%	-	24%	27%
Teachers	-	67%	-	-	67%	69%	72%	60%	68%	65%	-	69%	68%	-	67%	63%
Principal	-	12%	-	-	17%	15%	12%	7%	12%	13%	-	14%	9%	-	17%	9%
School librarian	-	28%	-	-	38%	30%	29%	16%	29%	28%	-	35%	23%	-	34%	22%
Librarian at my public library	-	16%	-	-	21%	17%	17%	10%	14%	18%	-	18%	10%	-	20%	16%
None of these	-	7%	-	-	6%	7%	4%	12%	7%	7%	-	5%	9%	-	7%	7%
Did not answer	-	1%	-	-	2%	-	1%	2%	1%	1%	-	2%	1%	-	-	2%

K19 - Which of the following people encourage you to read books for fun?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Parent or guardian	-	-	-	-	81%	77%	80%	85%	-	-	-	-	81%	86%	75%	81%	84%	85%	74%
Brothers, sisters, cousins	-	-	-	-	24%	25%	22%	17%	-	-	-	-	20%	22%	22%	23%	29%	21%	12%
Other adult family members (NET)	-	-	-	-	26%	24%	18%	24%	-	-	-	-	24%	22%	23%	20%	29%	25%	13%
Grandparents	-	-	-	-	20%	22%	14%	21%	-	-	-	-	20%	19%	16%	20%	26%	20%	10%
Aunt or Uncle	-	-	-	-	14%	12%	7%	11%	-	-	-	-	10%	13%	14%	6%	18%	10%	4%
Other Adult family member	-	-	-	-	3%	0%	2%	1%	-	-	-	-	2%	1%	1%	-	2%	1%	1%
Friends	-	-	-	-	23%	20%	21%	18%	-	-	-	-	17%	18%	22%	34%	25%	24%	8%
Teachers	-	-	-	-	63%	65%	66%	70%	-	-	-	-	67%	69%	63%	68%	73%	65%	63%
Principal	-	-	-	-	14%	9%	11%	14%	-	-	-	-	12%	12%	17%	10%	17%	12%	8%
School librarian	-	-	-	-	23%	26%	26%	34%	-	-	-	-	30%	28%	25%	24%	37%	29%	18%
Librarian at my public library	-	-	-	-	20%	12%	15%	16%	-	-	-	-	16%	15%	20%	12%	24%	16%	7%
None of these	-	-	-	-	6%	10%	7%	6%	-	-	-	-	8%	6%	8%	7%	3%	6%	14%
Did not answer	-	-	-	-	0%	2%	2%	1%	-	-	-	-	1%	1%	1%	-	1%	1%	1%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

FREQUENT READERS HAVE GREATER ACCESS TO BOOKS AT HOME

P31/32 Number of books in home

Among total parents of 0-17 year olds	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	678	1040	313	365	275	241	262	262	862	851	353	247	262	322	269	260
None	1%	2%	2%	0%	0%	2%	1%	3%	2%	1%	2%	1%	2%	0%	1%	2%
1-9	7%	5%	10%	4%	2%	4%	6%	6%	6%	5%	8%	4%	5%	6%	2%	8%
10-49	32%	31%	38%	27%	24%	28%	33%	39%	32%	31%	29%	29%	37%	36%	23%	34%
50-99	27%	27%	25%	29%	28%	31%	26%	24%	27%	27%	31%	26%	25%	24%	33%	25%
100-149	15%	14%	13%	17%	17%	15%	12%	12%	14%	15%	14%	15%	12%	15%	17%	13%
150-299	11%	13%	7%	15%	18%	14%	13%	8%	12%	13%	9%	14%	12%	13%	17%	9%
300-499	3%	5%	2%	3%	7%	4%	5%	4%	5%	4%	4%	5%	5%	2%	6%	4%
500+	1%	2%	0%	2%	2%	1%	3%	2%	2%	2%	1%	3%	2%	1%	-	4%
Did not answer	3%	1%	3%	3%	1%	1%	1%	1%	2%	2%	3%	2%	0%	3%	1%	1%
Mean	87.8	102.5	71.3	104.0	122.6	96.4	104.6	87.5	97.4	98.3	88.2	111.3	92.4	87.3	107.3	99.7
Standard deviation	85.7	104.2	70.2	95.8	107.0	86.8	113.9	104.1	101.3	96.6	88.4	113.7	98.3	83.1	79.1	119.8

P31/32 Number of books in home

Among total parents of 0-17 year olds	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	109	118	203	248	206	161	261	412	450	113	49	66	596	244	100	100	339	410	289
None	3%	-	1%	1%	2%	2%	3%	0%	1%	2%	-	2%	1%	1%	2%	4%	0%	1%	4%
1-9	12%	8%	3%	6%	6%	9%	4%	2%	4%	5%	16%	14%	3%	6%	9%	3%	3%	5%	6%
10-49	47%	41%	30%	18%	44%	37%	32%	20%	27%	43%	37%	28%	25%	40%	45%	21%	17%	36%	39%
50-99	20%	25%	25%	35%	26%	23%	28%	30%	31%	21%	28%	25%	27%	28%	22%	34%	27%	27%	27%
100-149	7%	11%	19%	20%	12%	10%	12%	19%	18%	15%	7%	11%	16%	12%	10%	16%	19%	13%	11%
150-299	7%	12%	12%	12%	7%	11%	14%	17%	14%	8%	3%	14%	17%	10%	8%	9%	18%	12%	9%
300-499	1%	1%	4%	5%	4%	6%	3%	7%	4%	1%	2%	3%	6%	3%	4%	6%	10%	3%	2%
500+	-	1%	2%	1%	-	2%	3%	3%	1%	2%	-	-	3%	0%	-	4%	4%	2%	1%
Did not answer	4%	1%	3%	2%	0%	0%	1%	2%	1%	3%	7%	2%	1%	0%	1%	3%	1%	1%	1%
Mean	55.9	79.9	104.4	101.9	73.1	94.5	101.5	125.4	101.2	81.0	56.8	79.8	119.7	79.0	72.0	115.2	139.27	93.97	74.06
Standard deviation	55.3	86.3	100.3	82.5	69.3	107.9	111.8	110.1	87.1	94.5	54.9	74.4	115.0	75.7	73.5	121.7	120.52	99.02	76.99

ACCESS MATTERS: READING ROLE MODELS & BOOKS

CLASSROOM & SCHOOL LIBRARIES NEED MORE BOOKS KIDS WANT

K24aNEW_7ED - Does your school or classroom have a library you can read in or borrow books from? By library we mean either an organized school library, or even just a selection of books that are available.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Yes, my classroom has a library (or selection of books)	-	43%	-	-	53%	60%	36%	24%	43%	43%	-	59%	28%	-	55%	31%
Yes, my school has a library	-	70%	-	-	65%	63%	75%	76%	68%	72%	-	59%	77%	-	69%	74%
No, I don't have a school or	-	10%	-	-	11%	10%	8%	10%	10%	10%	-	12%	8%	-	9%	10%
Did not answer	-	2%	-	-	3%	1%	1%	2%	2%	2%	-	2%	1%	-	2%	2%

K24aNEW_7ED - Does your school or classroom have a library you can read in or borrow books from? By library we mean either an organized school library, or even just a selection of books that are available.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Yes, my classroom has a library (or selection of books)	-	-	-	-	40%	36%	40%	51%	-	-	-	-	43%	46%	36%	43%	57%	44%	26%
Yes, my school has a library	-	-	-	-	66%	68%	74%	70%	-	-	-	-	71%	68%	68%	71%	68%	68%	75%
No, I don't have a school or	-	-	-	-	11%	15%	8%	7%	-	-	-	-	9%	9%	11%	9%	8%	9%	12%
Did not answer	-	-	-	-	2%	2%	2%	2%	-	-	-	-	2%	-	5%	-	2%	1%	2%

K24cNEW_7ED - Does your classroom library have enough of the types of books you like to read?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Yes	-	33%	-	-	47%	45%	25%	16%	34%	32%	-	49%	18%	-	43%	22%
No	-	10%	-	-	5%	15%	10%	8%	9%	10%	-	9%	9%	-	12%	9%
Did not answer	-	0%	-	-	0%	-	1%	-	1%	-	-	0%	1%	-	-	-

ACCESS MATTERS: READING ROLE MODELS & BOOKS

CLASSROOM & SCHOOL LIBRARIES NEED MORE BOOKS KIDS WANT

K24cNEW_7ED - Does your classroom library have enough of the types of books you like to read?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Yes	-	-	-	-	34%	27%	31%	37%	-	-	-	-	31%	38%	32%	32%	44%	34%	19%
No	-	-	-	-	5%	7%	9%	14%	-	-	-	-	12%	8%	4%	11%	12%	9%	7%
Did not answer	-	-	-	-	0%	1%	-	-	-	-	-	-	-	1%	1%	-	0%	0%	-

K14 - What kinds of books do you look for when choosing a book to read for fun?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
make me laugh	-	52%	-	-	61%	62%	52%	34%	55%	49%	-	63%	47%	-	60%	39%
make me think and feel	-	25%	-	-	23%	24%	29%	23%	21%	28%	-	22%	20%	-	25%	31%
are about things I am experiencing	-	19%	-	-	19%	20%	19%	16%	16%	21%	-	17%	16%	-	23%	19%
help me forget about real life for a while	-	23%	-	-	15%	22%	31%	26%	17%	30%	-	13%	20%	-	24%	36%
explore places and worlds I've never been	-	40%	-	-	38%	40%	45%	35%	41%	38%	-	41%	40%	-	37%	39%
inspire me to do something good	-	22%	-	-	20%	28%	23%	18%	19%	26%	-	20%	17%	-	28%	24%
help me imagine and understand other people's lives	-	25%	-	-	20%	29%	26%	24%	22%	28%	-	25%	19%	-	25%	32%
are about a topic I want to become familiar with	-	26%	-	-	23%	30%	29%	22%	27%	25%	-	27%	27%	-	25%	24%
Age 9-17: include culturally or ethnically diverse storylines, settings or characters	-	16%	-	-	-	13%	19%	17%	14%	19%	-	15%	14%	-	12%	22%
No kinds of books in particular, it	-	20%	-	-	18%	18%	22%	23%	20%	21%	-	16%	24%	-	20%	22%
Did not answer	-	2%	-	-	1%	1%	0%	4%	2%	1%	-	1%	3%	-	1%	2%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

CLASSROOM & SCHOOL LIBRARIES NEED MORE BOOKS KIDS WANT

K14 - What kinds of books do you look for when choosing a book to read for fun?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
make me laugh	-	-	-	-	53%	58%	51%	50%	-	-	-	-	51%	56%	47%	53%	54%	58%	42%
make me think and feel	-	-	-	-	30%	21%	22%	25%	-	-	-	-	21%	28%	25%	34%	26%	30%	15%
are about things I am experiencing	-	-	-	-	20%	14%	18%	20%	-	-	-	-	20%	19%	17%	15%	21%	19%	15%
help me forget about real life for a while	-	-	-	-	28%	21%	21%	23%	-	-	-	-	24%	23%	18%	27%	26%	25%	19%
explore places and worlds I've never been	-	-	-	-	33%	44%	37%	43%	-	-	-	-	41%	40%	35%	37%	42%	45%	29%
inspire me to do something good	-	-	-	-	25%	22%	24%	19%	-	-	-	-	20%	24%	24%	23%	24%	28%	11%
help me imagine and understand other people's lives	-	-	-	-	27%	22%	23%	26%	-	-	-	-	21%	31%	23%	31%	28%	28%	16%
are about a topic I want to become familiar with	-	-	-	-	27%	25%	23%	27%	-	-	-	-	26%	32%	15%	23%	28%	26%	23%
Age 9-17: include culturally or ethnically diverse storylines, settings or characters	-	-	-	-	19%	12%	13%	19%	-	-	-	-	9%	19%	30%	26%	22%	20%	8%
No kinds of books in particular, it	-	-	-	-	16%	20%	23%	22%	-	-	-	-	23%	18%	14%	22%	21%	15%	29%
Did not answer	-	-	-	-	1%	3%	2%	1%	-	-	-	-	2%	1%	3%	-	2%	1%	2%

K24bNEW_7ED - Does your school library have enough of the types of books you like to read?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Yes	-	56%	-	-	58%	55%	57%	56%	55%	59%	-	53%	56%	-	60%	57%
No	-	13%	-	-	6%	8%	18%	19%	13%	13%	-	5%	21%	-	9%	16%
Did not answer	-	0%	-	-	0%	0%	-	1%	0%	1%	-	0%	0%	-	0%	1%

K24bNEW_7ED - Does your school library have enough of the types of books you like to read?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Yes	-	-	-	-	57%	54%	60%	55%	-	-	-	-	58%	54%	58%	52%	55%	57%	58%
No	-	-	-	-	9%	12%	15%	15%	-	-	-	-	13%	13%	9%	19%	12%	11%	16%
Did not answer	-	-	-	-	1%	1%	-	0%	-	-	-	-	0%	1%	1%	-	1%	0%	0%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

CLASSROOM & SCHOOL LIBRARIES NEED MORE BOOKS KIDS WANT

K29aNEW_7ED Where do you get most of the books you read for fun?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
The library we have in my classroom	-	12%	-	-	22%	19%	7%	1%	13%	11%	-	22%	4%	-	19%	3%
School library (including other schools in district)	-	37%	-	-	39%	51%	36%	22%	37%	37%	-	45%	29%	-	44%	29%
Public library	-	50%	-	-	41%	55%	56%	49%	46%	54%	-	44%	48%	-	52%	56%
Books we already had at home	-	35%	-	-	52%	39%	24%	24%	36%	33%	-	45%	27%	-	45%	22%
Borrowed from a friend/family member	-	13%	-	-	11%	12%	13%	17%	14%	13%	-	14%	13%	-	9%	17%
Book Clubs/Fairs (NET)	-	28%	-	-	37%	36%	31%	11%	27%	30%	-	36%	19%	-	37%	23%
Purchased at a school book fair	-	23%	-	-	29%	29%	28%	9%	23%	24%	-	29%	16%	-	29%	20%
Purchased from an order form that my teacher sent home	-	10%	-	-	14%	16%	8%	4%	10%	10%	-	16%	5%	-	14%	7%
Purchased from a retail store	-	29%	-	-	25%	24%	31%	36%	28%	31%	-	26%	30%	-	24%	37%
Purchased online	-	22%	-	-	19%	27%	23%	20%	22%	22%	-	23%	21%	-	22%	22%
Other	-	4%	-	-	3%	4%	2%	5%	3%	4%	-	4%	3%	-	3%	5%
Did not answer	-	2%	-	-	2%	1%	1%	4%	2%	1%	-	2%	3%	-	1%	2%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

CLASSROOM & SCHOOL LIBRARIES NEED MORE BOOKS KIDS WANT

K29aNEW_7ED Where do you get most of the books you read for fun?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
The library we have in my classroom	-	-	-	-	14%	10%	11%	13%	-	-	-	-	11%	14%	11%	12%	19%	12%	5%
School library (including other schools in district)	-	-	-	-	36%	34%	37%	39%	-	-	-	-	35%	38%	33%	46%	42%	37%	31%
Public library	-	-	-	-	53%	51%	53%	46%	-	-	-	-	47%	51%	55%	59%	55%	50%	45%
Books we already had at home	-	-	-	-	35%	37%	34%	34%	-	-	-	-	36%	33%	30%	39%	44%	35%	23%
Borrowed from a friend/family member	-	-	-	-	19%	10%	10%	14%	-	-	-	-	12%	13%	18%	12%	13%	16%	9%
Book Clubs/Fairs (NET)	-	-	-	-	38%	27%	22%	27%	-	-	-	-	26%	32%	32%	26%	38%	29%	17%
Purchased at a school book fair	-	-	-	-	31%	20%	20%	22%	-	-	-	-	21%	29%	26%	18%	32%	23%	14%
Purchased from an order form that my teacher sent home	-	-	-	-	14%	11%	7%	10%	-	-	-	-	9%	10%	11%	17%	14%	11%	5%
Purchased from a retail store	-	-	-	-	32%	26%	26%	31%	-	-	-	-	28%	32%	29%	26%	33%	32%	22%
Purchased online	-	-	-	-	17%	17%	23%	27%	-	-	-	-	20%	22%	26%	26%	29%	20%	17%
Other	-	-	-	-	4%	2%	2%	5%	-	-	-	-	5%	3%	2%	2%	4%	3%	5%
Did not answer	-	-	-	-	1%	3%	2%	1%	-	-	-	-	2%	1%	2%	-	1%	1%	3%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

ACCESS INCLUDES A VARIETY OF GENRES AND FORMATS IN BOOK SELECTION

K12aNEW_7ED - When it comes to reading for fun, which of the following do you like the most? You can select more than one.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Graphic novels	-	22%	-	-	13%	27%	27%	21%	24%	21%	-	22%	25%	-	19%	23%
Comic books	-	30%	-	-	28%	37%	31%	23%	41%	18%	-	45%	38%	-	20%	16%
Chapter books/Novels	-	61%	-	-	44%	72%	69%	57%	53%	68%	-	54%	53%	-	62%	73%
Picture books	-	29%	-	-	63%	31%	16%	9%	27%	31%	-	42%	13%	-	52%	11%
Story books	-	42%	-	-	59%	47%	35%	27%	40%	44%	-	49%	30%	-	58%	31%
Magazines	-	15%	-	-	9%	12%	19%	19%	16%	14%	-	12%	19%	-	10%	19%
Newspapers	-	4%	-	-	4%	2%	5%	4%	4%	3%	-	4%	5%	-	2%	4%
None of these	-	4%	-	-	1%	2%	4%	9%	5%	3%	-	2%	8%	-	1%	6%
Did not answer	-	1%	-	-	2%	1%	0%	2%	2%	1%	-	2%	2%	-	1%	1%

K12aNEW_7ED - When it comes to reading for fun, which of the following do you like the most? You can select more than one.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Graphic novels	-	-	-	-	18%	17%	22%	27%	-	-	-	-	23%	26%	17%	17%	24%	23%	19%
Comic books	-	-	-	-	39%	24%	32%	25%	-	-	-	-	27%	34%	33%	29%	31%	30%	29%
Chapter books/Novels	-	-	-	-	49%	58%	62%	68%	-	-	-	-	65%	60%	43%	61%	67%	65%	47%
Picture books	-	-	-	-	41%	31%	28%	23%	-	-	-	-	26%	32%	37%	28%	40%	30%	17%
Story books	-	-	-	-	50%	42%	37%	40%	-	-	-	-	37%	47%	43%	53%	50%	49%	23%
Magazines	-	-	-	-	19%	16%	13%	13%	-	-	-	-	16%	12%	22%	8%	13%	12%	21%
Newspapers	-	-	-	-	6%	3%	2%	4%	-	-	-	-	3%	3%	5%	4%	5%	2%	4%
None of these	-	-	-	-	4%	5%	5%	3%	-	-	-	-	4%	6%	2%	4%	1%	1%	12%
Did not answer	-	-	-	-	1%	1%	2%	1%	-	-	-	-	1%	1%	4%	-	2%	0%	2%

K12aNEW_7ED - When it comes to reading for fun, which of the following do you like the most? You can select more than one.

Among total children 6-17	Child Age											
	6	7	8	9	10	11	12	13	14	15	16	17
<i>Unweighted Table Base</i>	86	96	93	71	81	89	84	84	94	74	87	101
Graphic novels	9%	9%	20%	28%	31%	23%	35%	17%	30%	16%	23%	23%
Comic books	25%	25%	34%	42%	35%	34%	40%	29%	24%	22%	23%	24%
Chapter books/Novels	29%	45%	54%	71%	67%	77%	66%	62%	79%	65%	52%	57%
Picture books	71%	62%	59%	41%	37%	17%	25%	12%	10%	9%	8%	9%
Story books	67%	64%	48%	46%	46%	50%	35%	42%	28%	29%	28%	25%
Magazines	8%	15%	5%	6%	15%	14%	14%	26%	17%	28%	14%	17%
Newspapers	4%	3%	5%	2%	3%	-	3%	6%	7%	3%	3%	6%
None of these	1%	1%	1%	3%	3%	1%	4%	6%	3%	2%	15%	10%
Did not answer	1%	3%	1%	-	-	2%	1%	-	-	2%	3%	2%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

ACCESS INCLUDES A VARIETY OF GENRES AND FORMATS IN BOOK SELECTION

K12 - I'll always want to read books printed on paper even though there are ebooks available - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	69%	-	-	73%	75%	66%	61%	63%	75%	-	71%	55%	-	77%	72%
Agree a lot	-	32%	-	-	30%	40%	29%	28%	26%	38%	-	26%	25%	-	45%	31%
Agree a little	-	37%	-	-	42%	35%	37%	33%	37%	37%	-	45%	29%	-	32%	41%
Disagree a little	-	22%	-	-	20%	19%	23%	25%	26%	17%	-	22%	30%	-	17%	17%
Disagree a lot	-	8%	-	-	6%	5%	9%	12%	9%	7%	-	6%	13%	-	5%	9%
Did not answer	-	2%	-	-	2%	0%	2%	2%	2%	1%	-	2%	2%	-	0%	1%

K12 - I'll always want to read books printed on paper even though there are ebooks available - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	66%	72%	70%	67%	-	-	-	-	66%	70%	71%	77%	77%	71%	56%
Agree a lot	-	-	-	-	36%	36%	34%	26%	-	-	-	-	30%	35%	33%	31%	43%	32%	19%
Agree a little	-	-	-	-	31%	36%	36%	42%	-	-	-	-	36%	35%	39%	46%	34%	39%	36%
Disagree a little	-	-	-	-	23%	19%	21%	23%	-	-	-	-	22%	24%	19%	17%	17%	23%	25%
Disagree a lot	-	-	-	-	9%	8%	7%	8%	-	-	-	-	10%	6%	7%	5%	4%	4%	18%
Did not answer	-	-	-	-	2%	1%	2%	1%	-	-	-	-	2%	1%	3%	1%	1%	1%	1%

K14bNEW_7ED - Technology makes it easier for me to find books I like - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	71%	-	-	62%	69%	77%	75%	70%	72%	-	64%	75%	-	67%	77%
Agree a lot	-	27%	-	-	18%	28%	35%	27%	26%	28%	-	24%	28%	-	23%	33%
Agree a little	-	44%	-	-	44%	41%	42%	48%	44%	44%	-	40%	47%	-	44%	44%
Disagree a little	-	19%	-	-	26%	19%	16%	13%	19%	19%	-	25%	13%	-	20%	17%
Disagree a lot	-	8%	-	-	8%	10%	6%	9%	9%	8%	-	8%	9%	-	11%	5%
Did not answer	-	3%	-	-	3%	2%	2%	4%	3%	2%	-	3%	3%	-	2%	2%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

ACCESS INCLUDES A VARIETY OF GENRES AND FORMATS IN BOOK SELECTION

K14bNEW_7ED - Technology makes it easier for me to find books I like - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	73%	71%	68%	71%	-	-	-	-	66%	75%	76%	77%	69%	75%	67%
Agree a lot	-	-	-	-	35%	27%	25%	24%	-	-	-	-	20%	31%	42%	32%	31%	28%	21%
Agree a little	-	-	-	-	38%	44%	43%	47%	-	-	-	-	46%	44%	33%	44%	38%	46%	46%
Disagree a little	-	-	-	-	17%	19%	19%	19%	-	-	-	-	21%	15%	16%	19%	19%	18%	19%
Disagree a lot	-	-	-	-	8%	5%	10%	8%	-	-	-	-	10%	8%	5%	5%	10%	6%	11%
Did not answer	-	-	-	-	2%	5%	3%	1%	-	-	-	-	3%	2%	4%	-	2%	2%	3%

K14bNEW_7ED - Listening to audio books has encouraged me to read more - How much do you agree or disagree with the following statements?

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	167	-	-	54	35	41	37	73	94	-	39	34	-	50	44
Agree (NET)	-	70%	-	-	82%	71%	65%	59%	74%	67%	-	85%	58%	-	69%	65%
Agree a lot	-	23%	-	-	19%	22%	28%	23%	21%	24%	-	19%	25%	-	21%	27%
Agree a little	-	47%	-	-	63%	48%	37%	35%	53%	43%	-	66%	33%	-	47%	38%
Disagree a little	-	22%	-	-	10%	27%	23%	30%	24%	20%	-	13%	39%	-	22%	18%
Disagree a lot	-	8%	-	-	6%	2%	12%	12%	1%	13%	-	-	3%	-	9%	17%
Did not answer	-	0%	-	-	1%	-	-	-	1%	-	-	1%	-	-	-	-

K14bNEW_7ED - Listening to audio books has encouraged me to read more - How much do you agree or disagree with the following statements?

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	41	23	37	66	-	-	-	-	83	37	23	24	71	74	22
Agree (NET)	-	-	-	-	81%	Insufficient base size	56%	64%	-	-	-	-	60%	82%	Insufficient base size	Insufficient base size	69%	69%	Insufficient base size
Agree a lot	-	-	-	-	40%		16%	12%	-	-	-	-	20%	22%			21%	24%	
Agree a little	-	-	-	-	41%		40%	52%	-	-	-	-	40%	60%			48%	45%	
Disagree a little	-	-	-	-	19%		35%	21%	-	-	-	-	27%	15%			19%	25%	
Disagree a lot	-	-	-	-	-		9%	13%	-	-	-	-	12%	3%			11%	6%	
Did not answer	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	1%	-	-

Data in gray font is among a small base. Interpret with caution.

ACCESS MATTERS: READING ROLE MODELS & BOOKS

WHEN KIDS CHOOSE, KIDS READ

K12 - My favorite books are the ones I have picked out myself - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	89%	-	-	88%	92%	89%	88%	88%	90%	-	90%	87%	-	90%	90%
Agree a lot	-	50%	-	-	51%	60%	46%	42%	49%	51%	-	56%	42%	-	55%	46%
Agree a little	-	40%	-	-	37%	32%	43%	46%	39%	40%	-	34%	45%	-	34%	45%
Disagree a little	-	8%	-	-	9%	6%	9%	7%	8%	7%	-	6%	10%	-	8%	6%
Disagree a lot	-	2%	-	-	1%	2%	2%	2%	2%	2%	-	1%	2%	-	1%	2%
Did not answer	-	1%	-	-	2%	0%	1%	2%	2%	1%	-	2%	2%	-	0%	1%

K12 - My favorite books are the ones I have picked out myself - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	90%	86%	90%	89%	-	-	-	-	88%	90%	90%	92%	90%	91%	85%
Agree a lot	-	-	-	-	50%	46%	54%	49%	-	-	-	-	48%	56%	47%	49%	55%	52%	40%
Agree a little	-	-	-	-	40%	41%	37%	40%	-	-	-	-	40%	34%	43%	43%	35%	39%	45%
Disagree a little	-	-	-	-	6%	9%	7%	8%	-	-	-	-	8%	7%	5%	7%	8%	7%	8%
Disagree a lot	-	-	-	-	2%	3%	1%	2%	-	-	-	-	2%	2%	1%	1%	1%	1%	5%
Did not answer	-	-	-	-	2%	1%	2%	1%	-	-	-	-	2%	0%	4%	-	2%	1%	1%

K12 - I am more likely to finish reading a book that I have picked out myself - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	88%	-	-	87%	90%	90%	85%	87%	89%	-	87%	87%	-	89%	89%
Agree a lot	-	50%	-	-	46%	60%	48%	47%	45%	55%	-	50%	40%	-	56%	55%
Agree a little	-	38%	-	-	40%	30%	42%	39%	42%	33%	-	37%	47%	-	33%	34%
Disagree a little	-	8%	-	-	9%	6%	7%	10%	8%	7%	-	7%	9%	-	7%	8%
Disagree a lot	-	2%	-	-	2%	3%	2%	2%	3%	2%	-	3%	2%	-	2%	2%
Did not answer	-	2%	-	-	2%	1%	1%	2%	2%	2%	-	2%	2%	-	2%	1%

ACCESS MATTERS: READING ROLE MODELS & BOOKS

WHEN KIDS CHOOSE, KIDS READ

K12 - I am more likely to finish reading a book that I have picked out myself - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	88%	88%	89%	88%	-	-	-	-	89%	85%	88%	91%	89%	90%	84%
Agree a lot	-	-	-	-	49%	49%	53%	50%	-	-	-	-	48%	55%	51%	47%	58%	55%	34%
Agree a little	-	-	-	-	39%	38%	36%	38%	-	-	-	-	41%	30%	36%	44%	31%	35%	50%
Disagree a little	-	-	-	-	8%	7%	8%	8%	-	-	-	-	6%	12%	6%	9%	7%	8%	9%
Disagree a lot	-	-	-	-	2%	3%	1%	3%	-	-	-	-	3%	2%	1%	-	3%	1%	5%
Did not answer	-	-	-	-	2%	1%	2%	1%	-	-	-	-	2%	0%	5%	-	2%	1%	2%

K12 - I feel proud and have a sense of accomplishment when I finish reading a book - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	Child Age		Child Age						Child Gender		Child Gender by Age					
	Total 0-5	Total 6-17	0-2	3-5	6-8	9-11	12-14	15-17	Boys	Girls	Boys 0-5	Boys 6-11	Boys 12-17	Girls 0-5	Girls 6-11	Girls 12-17
<i>Unweighted Table Base</i>	-	1040	-	-	275	241	262	262	509	529	-	247	262	-	269	260
Agree (NET)	-	82%	-	-	87%	91%	81%	71%	77%	88%	-	85%	68%	-	93%	83%
Agree a lot	-	43%	-	-	47%	54%	38%	33%	36%	50%	-	43%	30%	-	59%	41%
Agree a little	-	39%	-	-	39%	37%	43%	38%	40%	38%	-	43%	38%	-	34%	43%
Disagree a little	-	12%	-	-	9%	7%	12%	20%	15%	9%	-	10%	20%	-	6%	12%
Disagree a lot	-	4%	-	-	1%	1%	6%	7%	6%	2%	-	2%	10%	-	0%	3%
Did not answer	-	2%	-	-	3%	0%	1%	3%	2%	1%	-	2%	2%	-	1%	2%

K12 - I feel proud and have a sense of accomplishment when I finish reading a book - Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Among total children 6-17	HHI Among 0-5				HHI Among 6-17				Ethnicity Among 0-5				Ethnicity Among 6-17				Reading Frequency 6-17		
	<35K	35-60K	60-100K	100K+	<35K	35-60K	60-100K	100K+	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	White, Non-Hispanic	Hispanic	Black, Non-Hispanic	Asian/multiple races	Frequent Readers	Moderately Frequent Readers	Infrequent Readers
<i>Unweighted Table Base</i>	-	-	-	-	206	161	261	412	-	-	-	-	596	244	100	100	339	410	289
Agree (NET)	-	-	-	-	84%	83%	84%	80%	-	-	-	-	80%	85%	86%	82%	90%	89%	63%
Agree a lot	-	-	-	-	52%	44%	42%	37%	-	-	-	-	37%	51%	48%	43%	57%	46%	23%
Agree a little	-	-	-	-	32%	39%	42%	43%	-	-	-	-	43%	34%	37%	39%	33%	44%	40%
Disagree a little	-	-	-	-	10%	11%	13%	14%	-	-	-	-	14%	10%	8%	14%	7%	8%	24%
Disagree a lot	-	-	-	-	4%	5%	2%	5%	-	-	-	-	4%	4%	2%	2%	1%	1%	11%
Did not answer	-	-	-	-	2%	1%	2%	2%	-	-	-	-	2%	1%	4%	1%	2%	2%	1%

[scholastic.com/readingreport](https://www.scholastic.com/readingreport)