



Kids & Family Reading Report™

4th Edition





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A Letter from the CEO of Scholastic

We are pleased to share with you the findings of the **Kids & Family Reading Report, 4th Edition**, Scholastic's biannual study of children's and parents' attitudes and behaviors about reading. Much has changed since the first Kids & Family Reading Report was issued in 2006, but literacy remains *the* critical skill needed for school success.

Today's children are growing up in a world full of digital information, which makes it even more important for them to know how to analyze, interpret and understand complex texts, to separate fact from opinion, and to develop a deep respect for logical thinking. This edition of the Kids & Family Reading Report takes a closer look at the ways in which the increasingly popular use of digital devices, both at home and in the classroom, impacts children's and parents' reading behaviors. **We found that the percent of children who have read an ebook has almost doubled since 2010 (25% vs. 46%).**

Yet we also heard parents' concern that digital devices are distracting children from reading. **Among parents of children in every age group, nearly half feel their children do not spend enough time reading books for fun**—the kind of reading practice that is critical for children to build stamina, fluency, vocabulary and comprehension.

Our challenge is to harness the power of technology and kids' interest in ebooks to build better readers, and clearly the opportunity is there. **Of the children who have read an ebook, one in five says they are reading more books for fun—especially boys, who tend to be less frequent readers than girls. In addition, almost half of all children age 6 to 17 say they would read more books for fun if they had greater access to ebooks.**

Whether children read print books or ebooks, the more children read, the better readers they become, and the better readers they become, the more they enjoy reading. But reading practice cannot only occur in the classroom; children need access to books and time to read at home every day. **The Kids & Family Reading Report found that having reading role-model parents or a large book collection at home has a greater impact on kids' reading frequency than does household income.**

Furthermore, every child should be able to choose and own the books they want to read, for that choice builds literacy confidence—the ability to read, write, and speak about what they know, how they feel, and who they are. **We found that the power of choice is of utmost importance: nine out of ten kids are more likely to finish a book they choose themselves.**

The formula for every child to become a successful reader is simple: have books available at home at all times and be a reading role model; allow children to read the books they choose to read; and set aside time – 20 minutes or more each day – to read books for fun. With these practices, any child will not only become a fluent, skilled reader, but will also develop a love of books and reading that will last a lifetime.

We hope you will find this report useful and that you will share the data to build a powerful national movement that supports every child's right to read for a better life. We also hope you will join our global literacy campaign, **Read Every Day. Lead a Better Life.** at www.scholastic.com/readeveryday.

January, 2013

Sincerely,

A handwritten signature in black ink that reads "Richard Robinson". The signature is written in a cursive style with a large initial "R" and a small dot above the "i" in "Robinson".

Richard Robinson
Chairman, President and Chief Executive Officer
Scholastic Inc.

Key Findings

In fall 2012, Scholastic, in conjunction with Harrison Group, conducted a survey to examine family attitudes and behaviors regarding reading. The key findings of this research, based on a nationally representative sample of 1,074 children age 6-17 and their parents (2,148 total respondents), are as follows:

Kids, Families and eBooks

- The percent of children who have read an ebook has almost doubled since 2010 (25% vs. 46%). (Page 6)
- Among children who have read an ebook, one in five says he/she is reading more books for fun; boys are more likely to agree than girls (26% vs. 16%). (Page 8)
- Half of children age 9-17 say they would read more books for fun if they had greater access to ebooks – a 50% increase since 2010. (Page 14)
- Seventy-five percent of kids who have read an ebook are reading ebooks at home, with about one in four reading them at school. (Page 9)
- Seventy-two percent of parents are interested in having their child read ebooks. (Page 12)
- Eighty percent of kids who read ebooks still read books for fun primarily in print. (Page 10)
- Kids say that ebooks are better than print books when they do not want their friends to know what they are reading, and when they are out and about/traveling; print is better for sharing with friends and reading at bedtime. (Page 19)
- Fifty-eight percent of kids age 9-17 say they will always want to read books printed on paper even though there are ebooks available – a slight decrease from 2010 (66%). (Page 20)

Kids' Reading Frequency and Attitudes toward Reading

- Among girls, there has been a decline since 2010 in frequent readers (42% vs. 36%), reading enjoyment (71% vs. 66%), and the importance of reading books for fun (62% vs. 56%). (Page 22)
- Compared to 2010, boys are more likely to think reading books for fun is important (39% in 2010 vs. 47% in 2012), but they still lag girls on this measure (47% for boys in 2012 vs. 56% for girls in 2012). (Page 23)
- Frequency of reading books for fun is significantly lower for kids age 12-17 than for children age 6-11; frequency of reading books for school is also lower for kids age 12-17 than for kids age 6-11. (Page 28)

Parents' Role in Kids' Reading Practice

- About half of parents (49%) feel their children do not spend enough time reading books for fun, while the vast majority of parents think their children spend too much time playing video games or visiting social networking sites. (Page 34)
- The percentage of parents who say their child does not spend enough time reading for fun has increased since 2010 across all age groups of children (36% in 2010 to 49% in 2012). (Pages 35 and 36)
- Having reading role-model parents or a large book collection at home has more of an impact on kids' reading frequency than does household income. (Page 42)
- Building reading into kids' schedules and regularly bringing additional books into the home for children positively impact kids' reading frequency. (Page 43)



Section I:

Kids, Families and eBooks

The percent of children who have read an ebook has almost doubled since 2010.

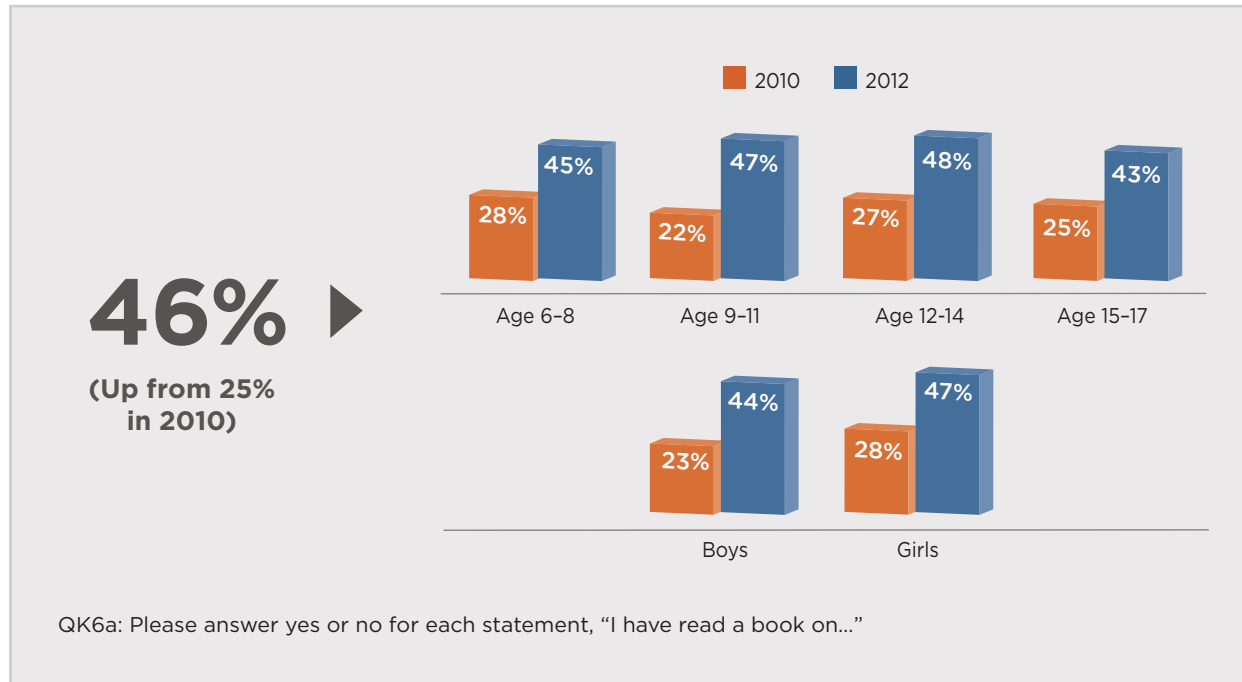
“It’s cool to read on an ereader.”

— 11 year-old boy,
New Jersey

“eBooks are awesome.”

—13 year-old girl,
Michigan

% of Children Who Have Read an eBook



Among Parents:

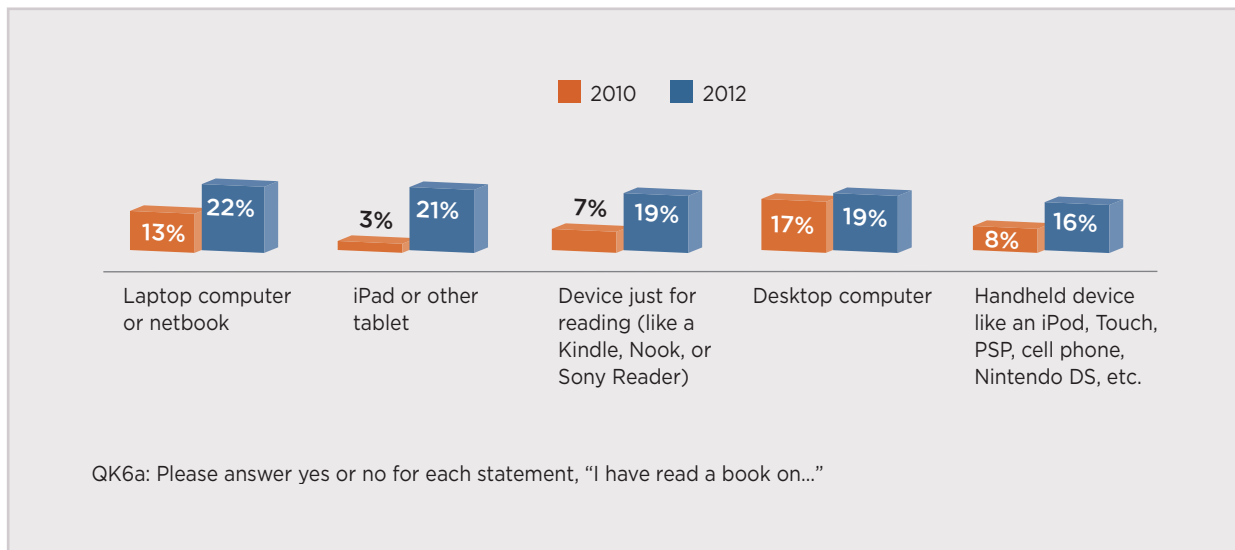
41% have read an ebook, up from 14% in 2010.

“My ereader is easy to carry in my backpack wherever I go.”

— 16 year-old girl,
Wisconsin

Since 2010, children’s ereading has increased significantly on all devices, other than desktop computers.

% of Children Who Have Read an eBook on Each Device



“It’s more fun, may cost less, and will help the environment.”

— 10 year-old boy, Texas

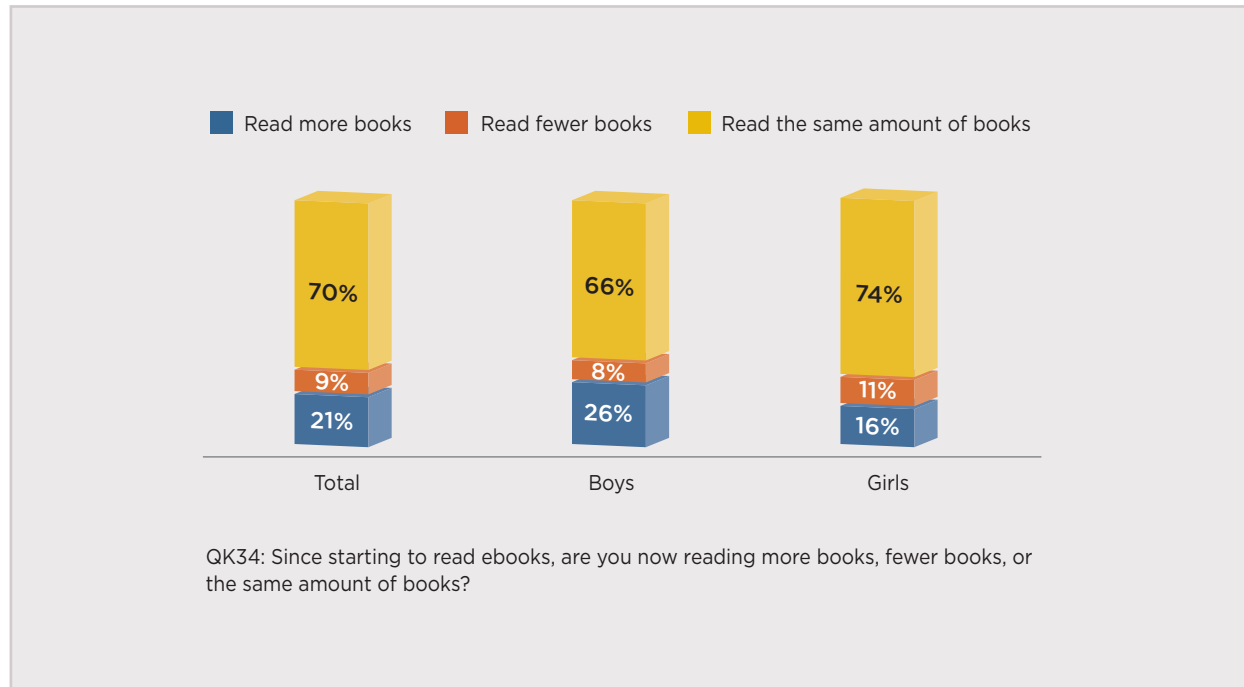
“When I am done with a book I can get another one in minutes.”

— 10 year-old girl, Ohio

Among kids who have read an ebook, one in five says he/she is reading more books for fun, especially boys.

Impact of eReading on Number of Books Read

Among Children Who Have Read an eBook



Among Parents:

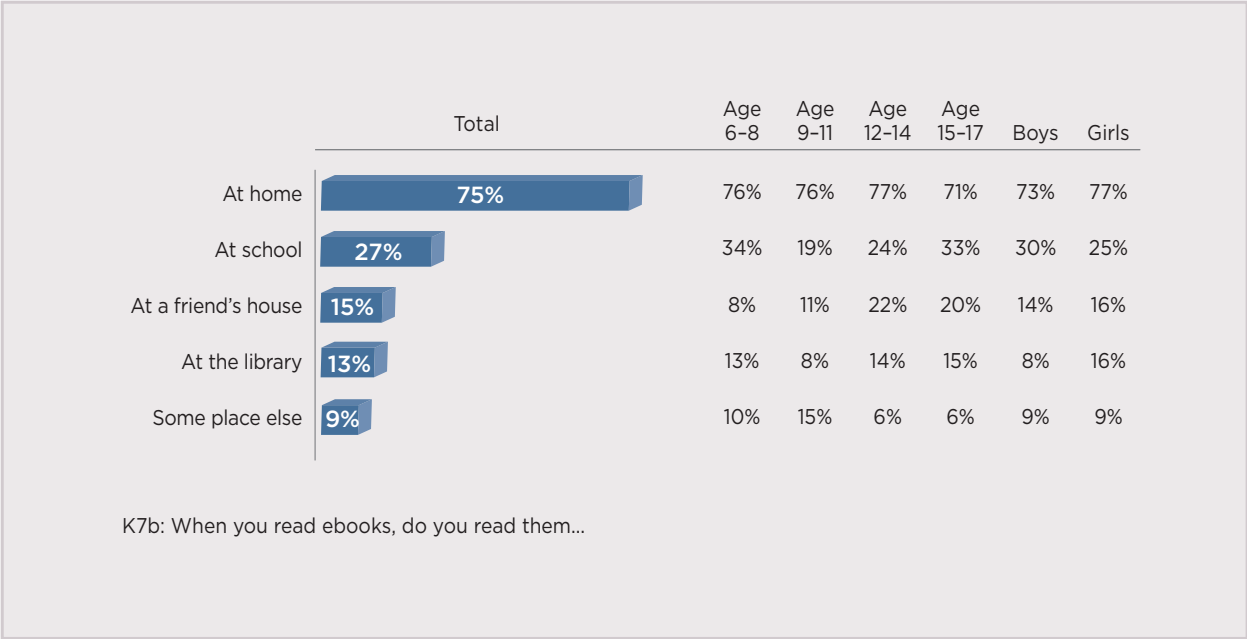
31% who have read an ebook say they personally read more now.

Most kids read ebooks at home, with about one in four reading ebooks at school.

“I like to read ebooks in bed in the dark before falling asleep.”

—11 year-old girl, Georgia

Places Where Children Read eBooks Among Children Who Have Read an eBook



“I like the feel of the book in my hand. Books are cozy like a friend.”

—13 year-old girl, Georgia

“Books in print you keep forever.”

—15 year-old girl, Ohio

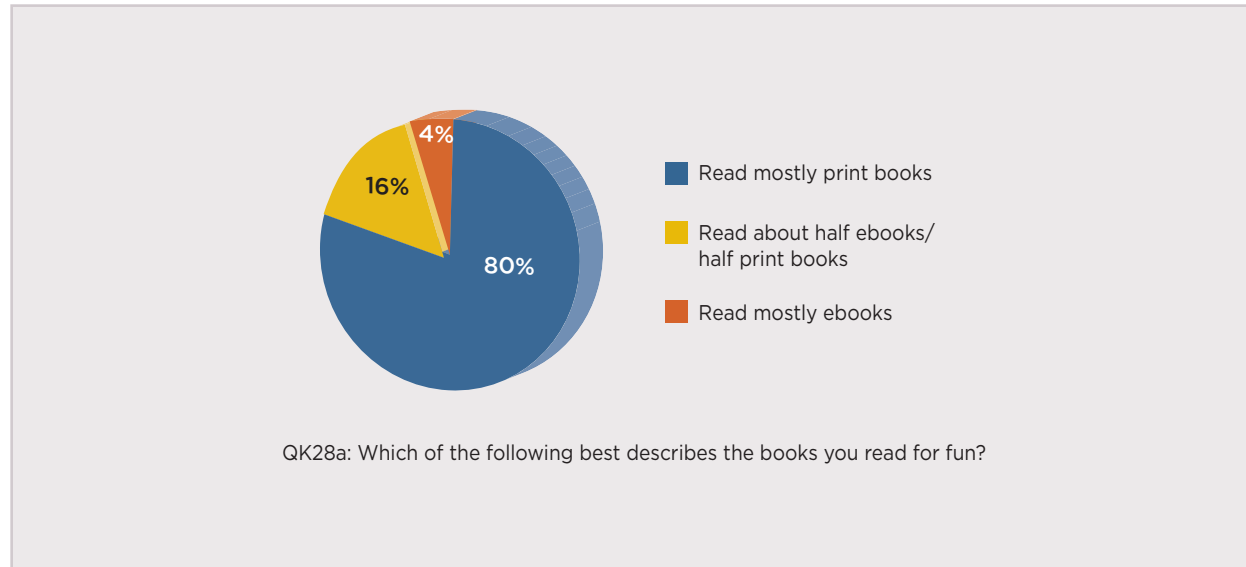
“I like to collect them and share them with friends.”

—17 year-old girl, Maryland

Kids who read ebooks still read books for fun primarily in print.

Format of Books Children Read for Fun

Among Children Who Have Read an eBook

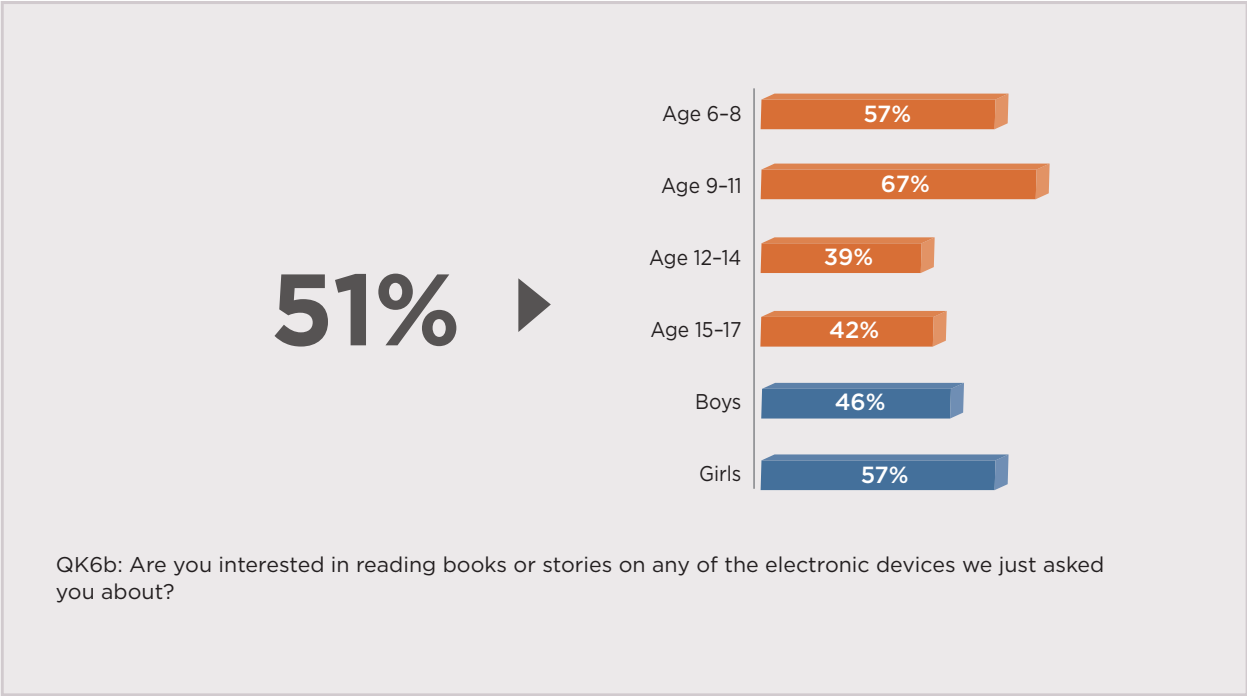


Half of kids who have not read an ebook are interested in doing so, particularly younger kids and girls.

“I’m not sure how much I would like to read ebooks, but do want to try it!”

—13 year-old boy, California

% of Children Who Are Interested in Reading eBooks Among Children Who Have Not Read an eBook



“I don’t have ebooks, but they sound fun.”

—10 year-old girl, Pennsylvania

“As long as he is reading that is what is important. If he prefers ebooks that is fine with me. I think more kids will be reading ebooks and he should be comfortable with both.”

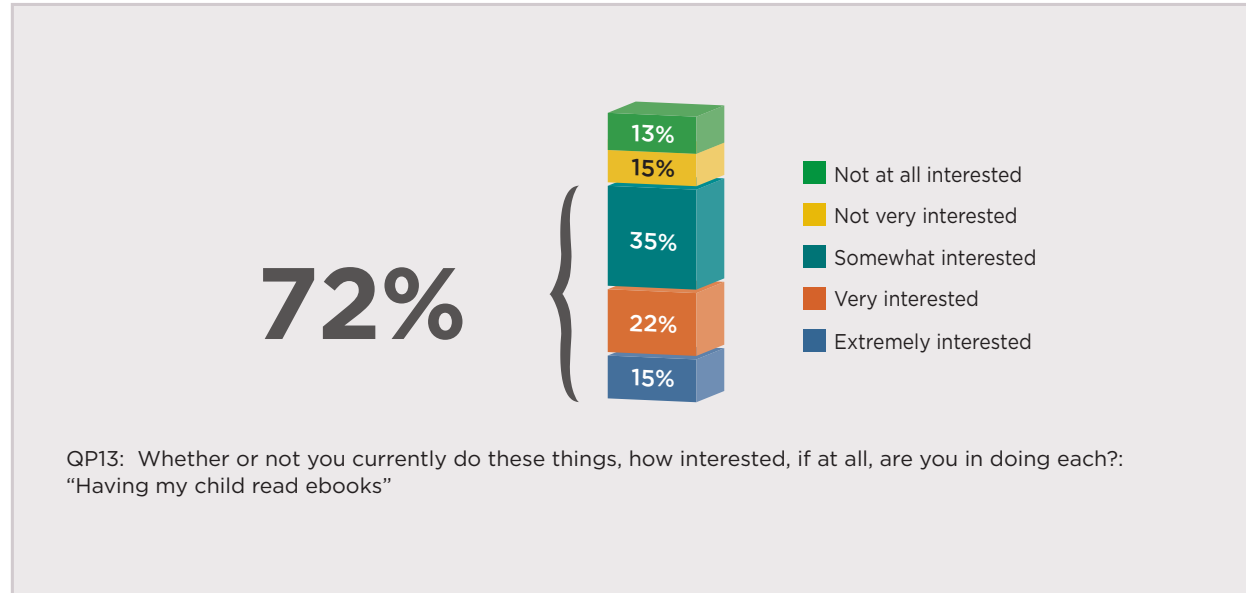
— Mother, 6 year-old boy, Georgia

“I feel that she would enjoy reading more books if she had an electronic device to use.”

— Father, 9 year-old girl, California

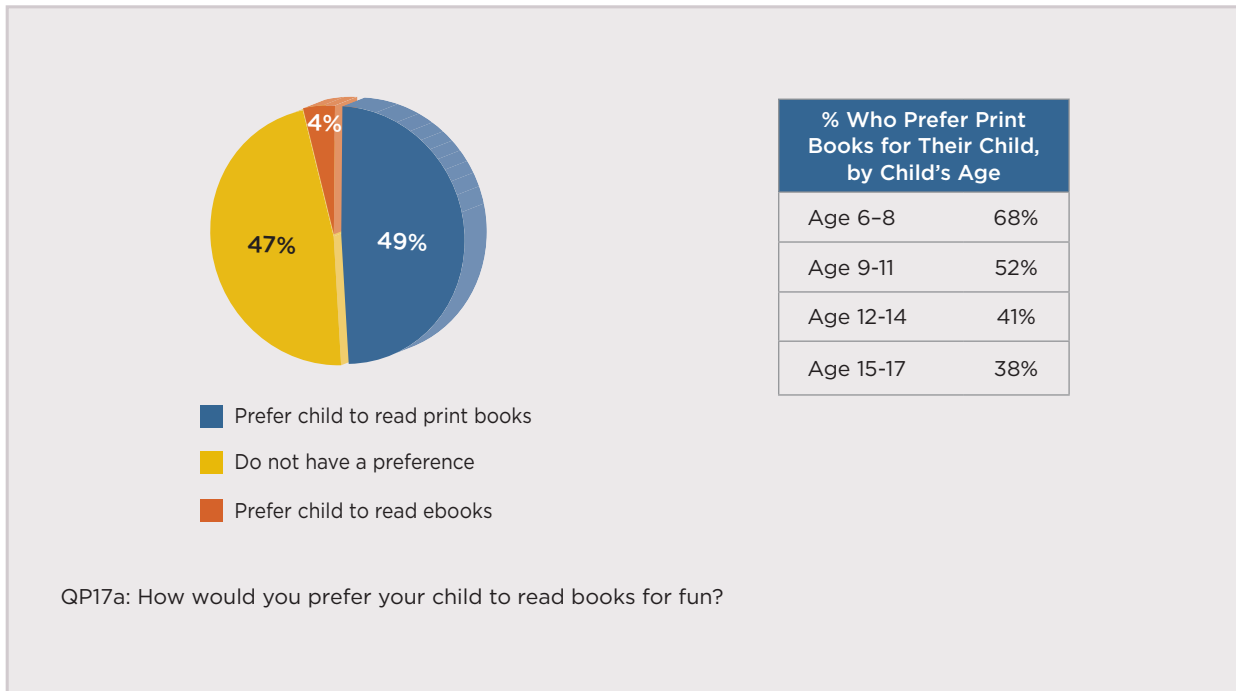
Seventy-two percent of parents are at least somewhat interested in having their child read ebooks.

Parents' Interest in Child Reading eBooks



Nearly half of parents do not have a preference for ebooks versus print books for their child, although print is preferred by 68% of parents with younger children.

Parents’ Book Preferences for Their Child—eBook or Print



“Reading is evolving. I love print books and generally prefer them but I see the utility of an ereader. I think she will discover on her own how she prefers to read.”

— Father, 6 year-old girl, Oregon

“She is just learning to read and tracking is important for her. It’s easier for her to track in print books for now.”

—Mother, 6 year-old girl, Utah

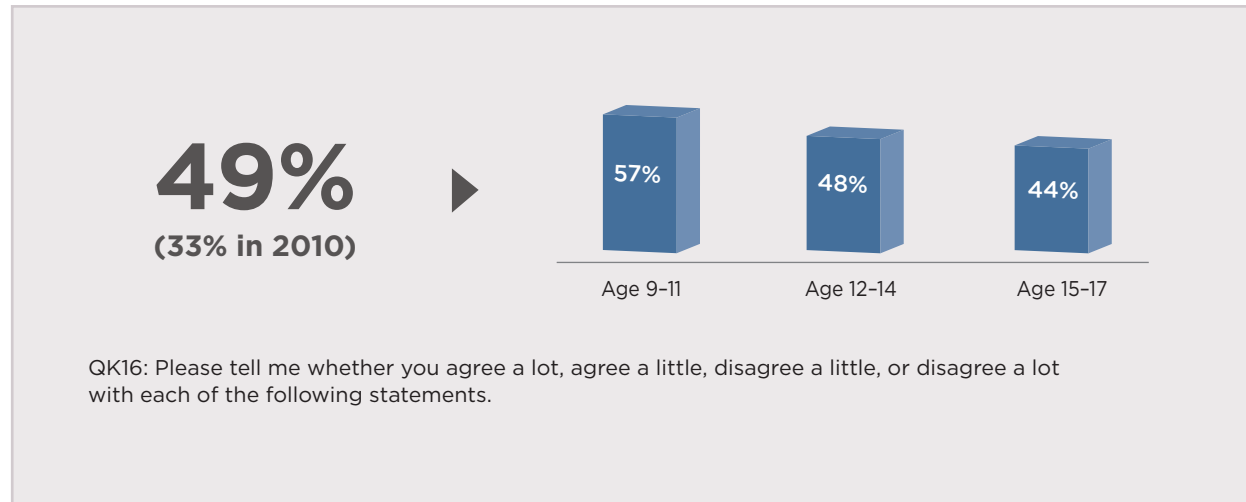
“I would like to get an ebook reader so I will want to read more books.”

— 16 year-old boy, Ohio

Half of children age 9-17 say they would read more books for fun if they had greater access to ebooks – a 50% increase since 2010.

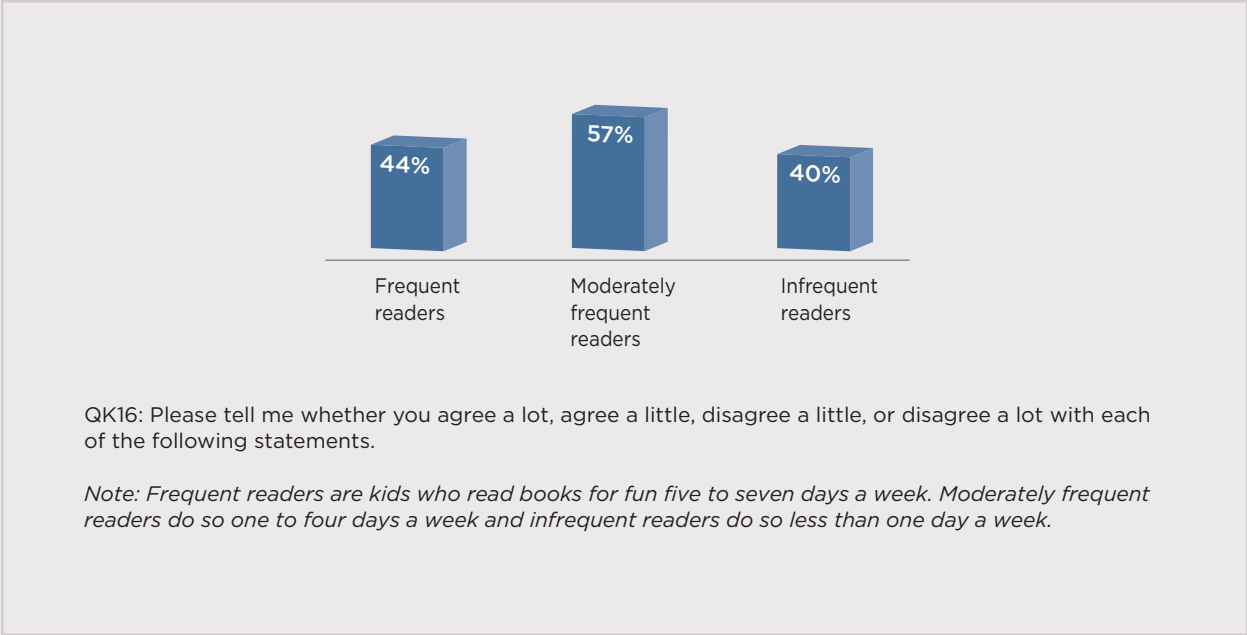
Children’s Agreement to Statement: I’d read more books for fun if I had greater access to ebooks.

Among Children Age 9-17



Of the kids who do not read ebooks, moderately frequent readers are the most likely to say they would read more books for fun if they had greater access to ebooks.

**Children’s Agreement to Statement:
I’d read more books for fun if I had greater access to ebooks.**
Among Children Who Have Not Read an eBook



“I’m a better reader, and I have more access to better books.”
—12 year-old boy, Pennsylvania

“I read more because I have an ereader.”
—14 year-old girl, Georgia

“I have all of them with me wherever I go so if I finish one I can start on another right away.”

— 14 year-old girl, Georgia

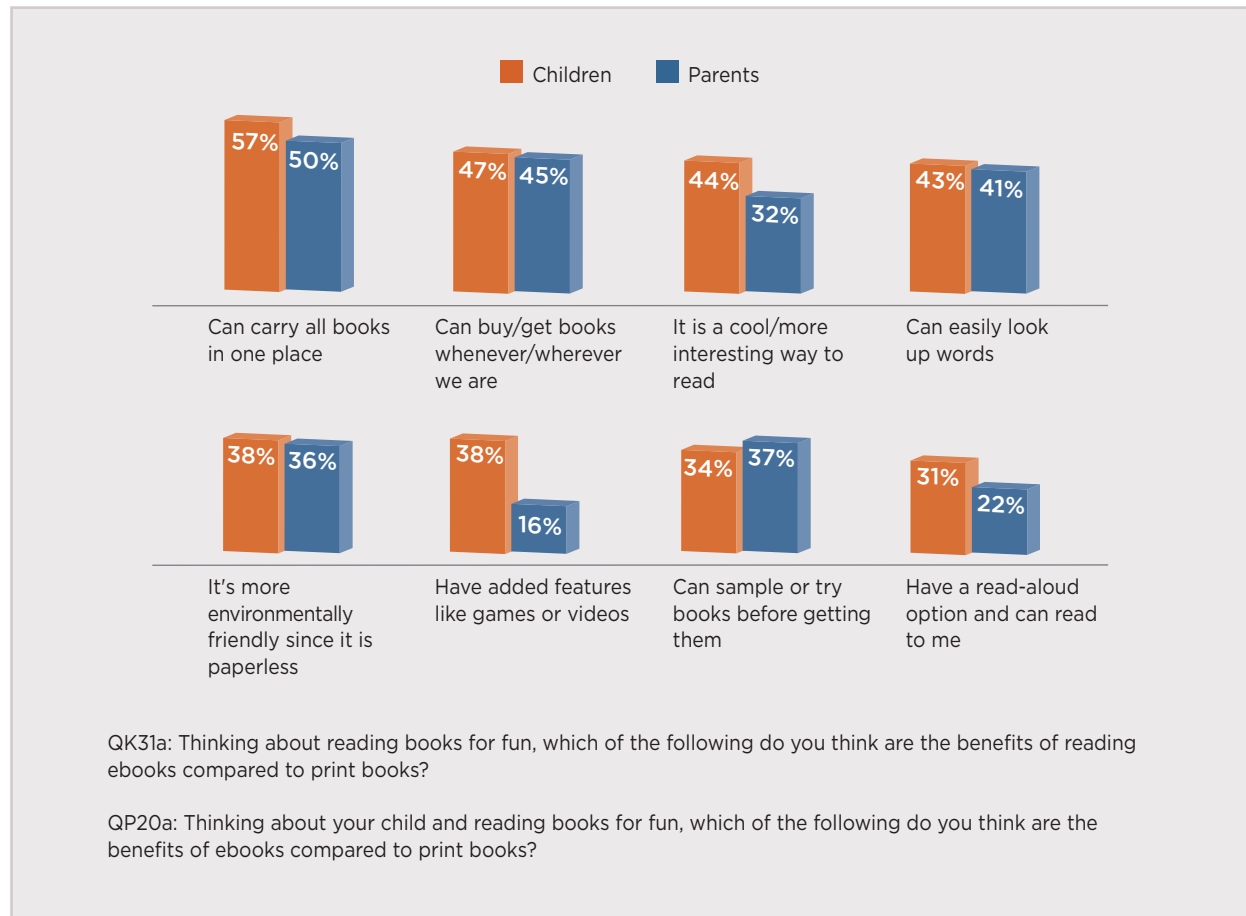
“eBooks are more readily available for download and it’s easier than going to the bookstore.”

— Father, 15 year-old boy, Illinois

Children and parents identify convenience as the top benefit of ebooks over print books for children.

Benefits of Children Reading eBooks

Among Children Who Have Read an eBook/Parents with Children Who Have Read an eBook



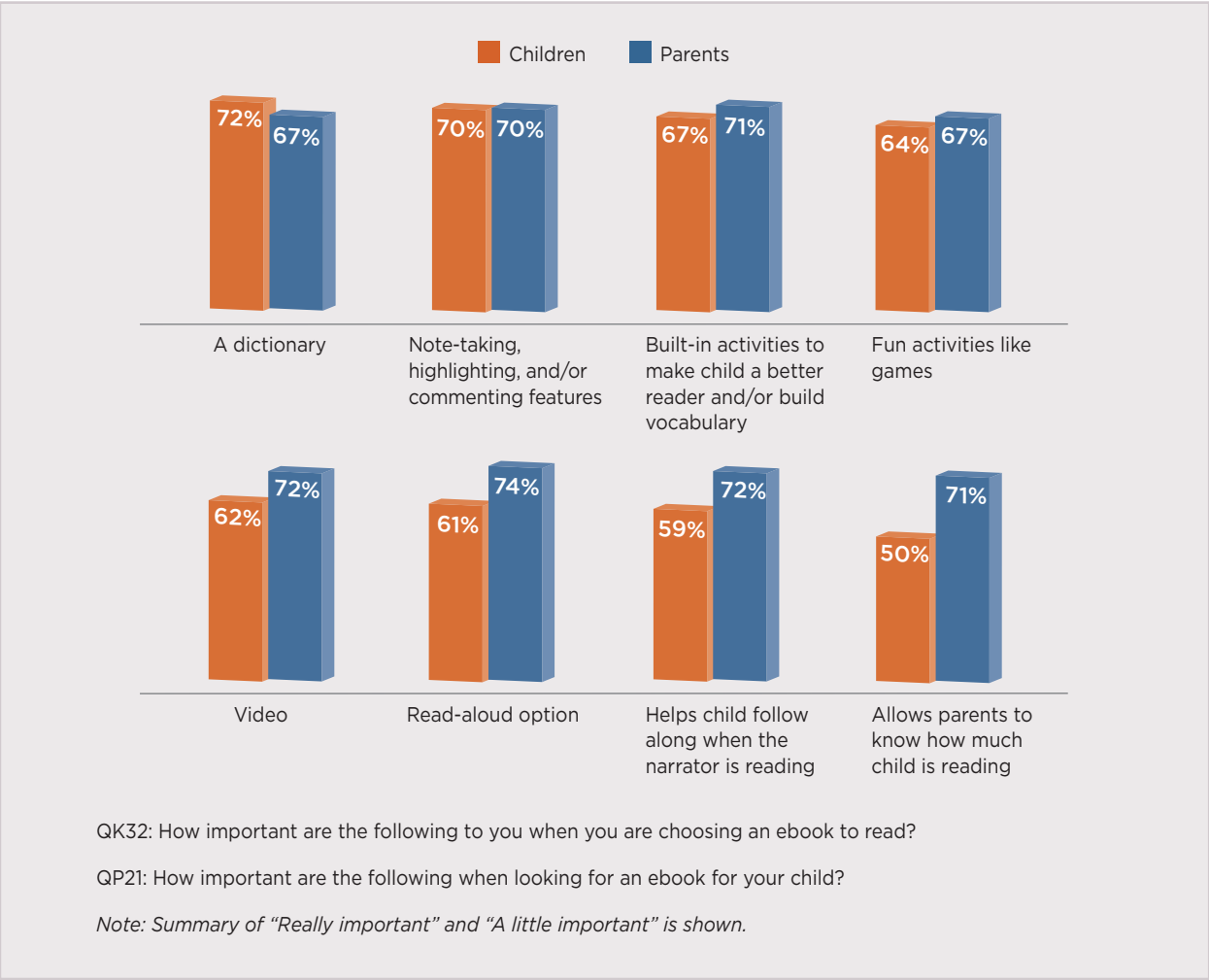
When choosing a children’s book, most kids and parents say interactive features are important.

“You can tap on a word to see what it means and you can make the words big or small.”

— 9 year-old girl, Virginia

Important Attributes of eBooks for Children

Among Children Who Have Read an eBook/Parents with Children Who Have Read an eBook



“My son has many print books, but he really enjoys ebooks because some have the option of being read to him.”

— Mother, 12 year-old boy, Pennsylvania

“I like having the page numbers and being able to feel the book in your hands, see how far you’ve gotten, and turn the pages.”

—14 year-old girl, Florida

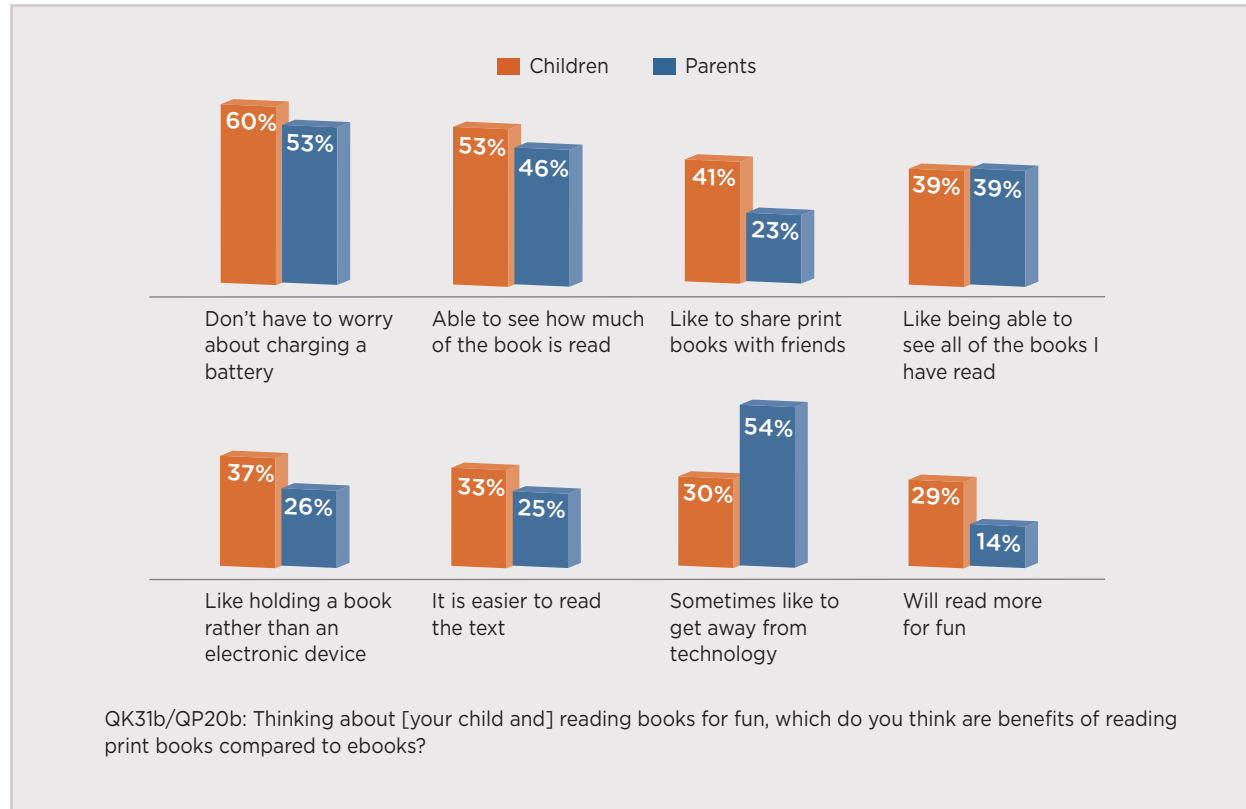
“There’s nothing like reading a book and turning the pages and books require no batteries.”

Mother, 10 year-old girl, Massachusetts

Children and parents say the top benefits of print books for kids are not having to charge a battery and being able to see how much they read.

Benefits of Children Reading Print Books

Among Children Who Have Read an eBook/Parents with Children Who Have Read an eBook



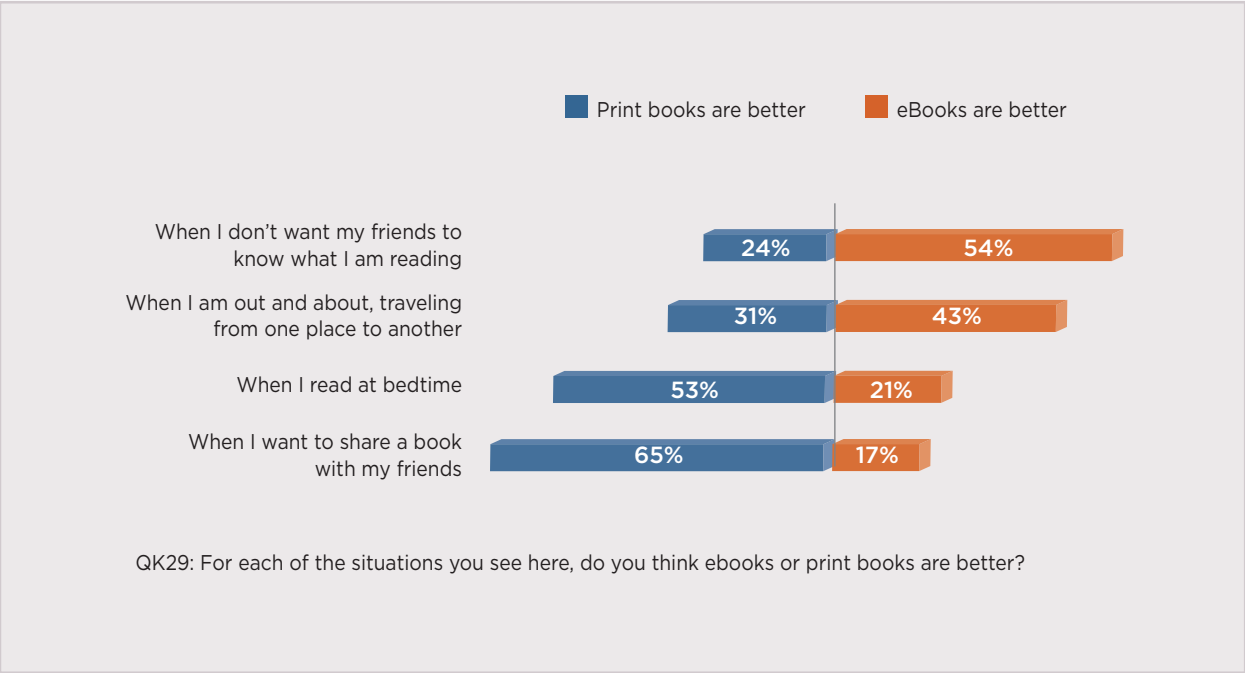
Among Parents:

54% say a benefit of print books over ebooks is to give their child time away from technology.

Kids say that ebooks are better than print books when they do not want their friends to know what they are reading and when traveling; print is better for sharing with friends and for reading at bedtime.

“I like to book swap with my friends.”
— 7 year-old boy,
North Carolina

Situations in Which Children Say eBooks or Print Books Are Better
Among Children Who Have Read an eBook



“eBooks are fun to read anywhere.”
— 9 year-old girl,
California

“There’s something about having the book in your hand that you can’t replace with an ebook.”

—17 year-old boy,
Wisconsin

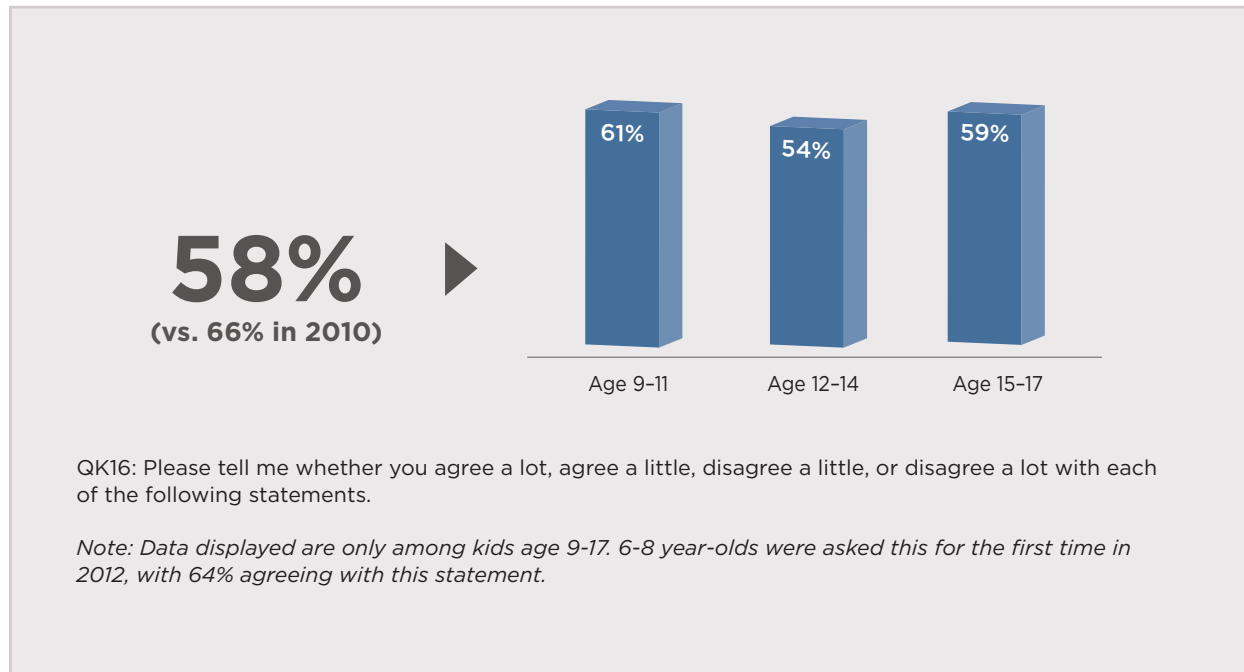
“I hope that ebooks will not completely replace print books.”

—16 year-old girl,
North Carolina

Fifty-eight percent of kids age 9-17 say they will always want to read books printed on paper even though there are ebooks available.

**Children’s Agreement to Statement:
I’ll always want to read books printed on paper even though
there are ebooks available.**

Among Children Age 9-17







Section II:

Kids' Reading Attitudes and Behaviors

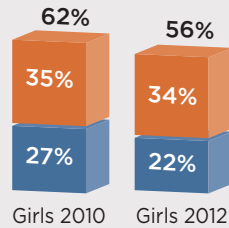
Importance, enjoyment, and frequency of reading books for fun has decreased among girls since 2010.

“I am busy in high school and just can't find the time to sit down and read a good book.”

— 16 year-old girl, Pennsylvania

GIRLS Importance of Reading Books for Fun

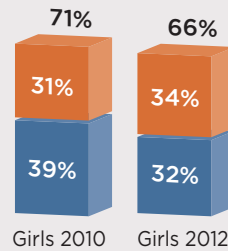
Very important
Extremely important



QK4: How important is it to you to read books for fun?

GIRLS Enjoyment of Reading Books for Fun

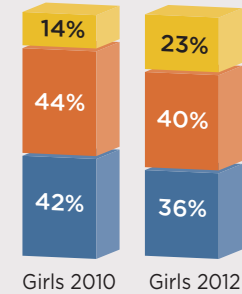
I like it a lot
I love it



QK5: How much do you enjoy reading books for fun?

GIRLS Frequency of Reading Books for Fun

Less than 1 day a week
1-4 days a week
5-7 days a week



QK9: How many days a week do you read books for fun?

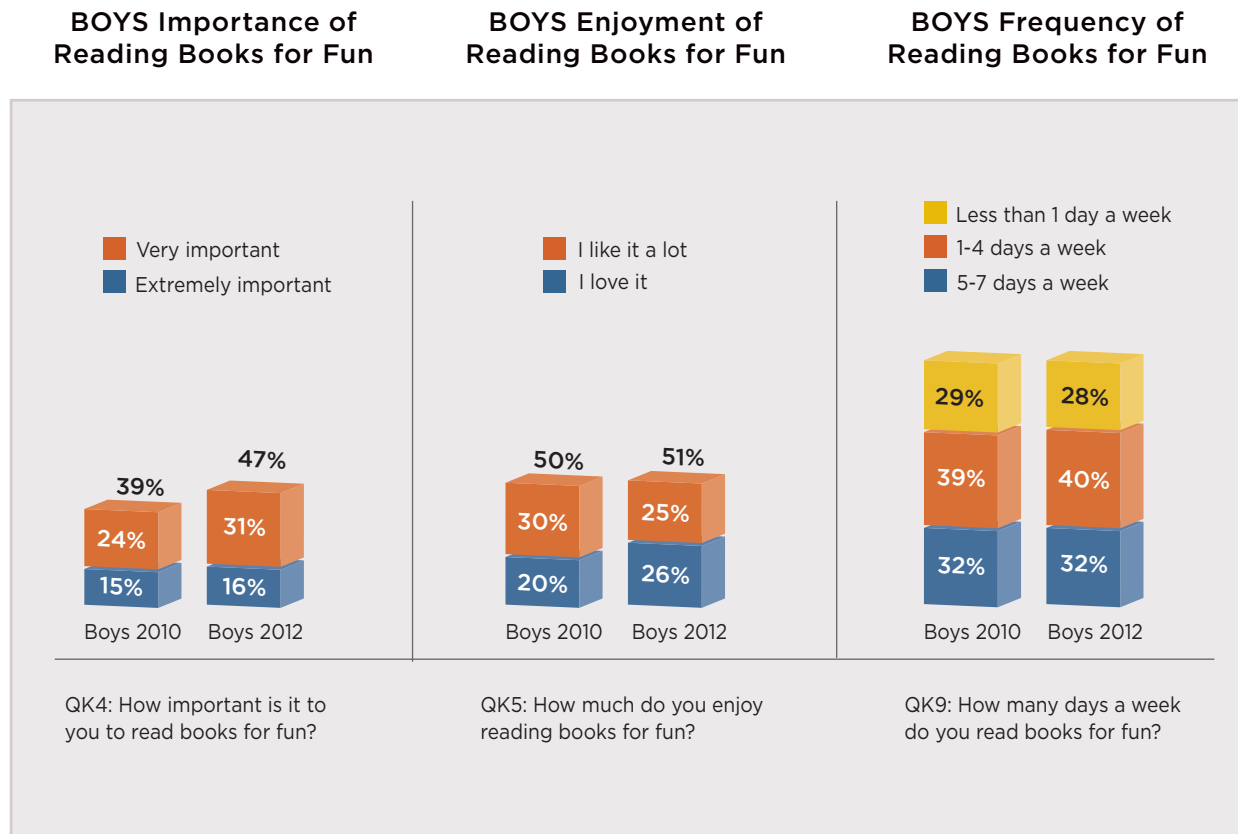
“I think reading has really helped me be a better writer.”

— 15 year-old boy, Illinois

Boys, on the other hand, are more likely (compared to 2010) to think reading books for fun is important and are more likely to say they love reading books for fun.

“Sometimes it helps my vocabulary. After all, I am the best speller in my grade.”

— 13 year-old boy, Texas



“I watched The Hunger Games movie and it made me want to read the series, because I want to know what the characters are thinking.”

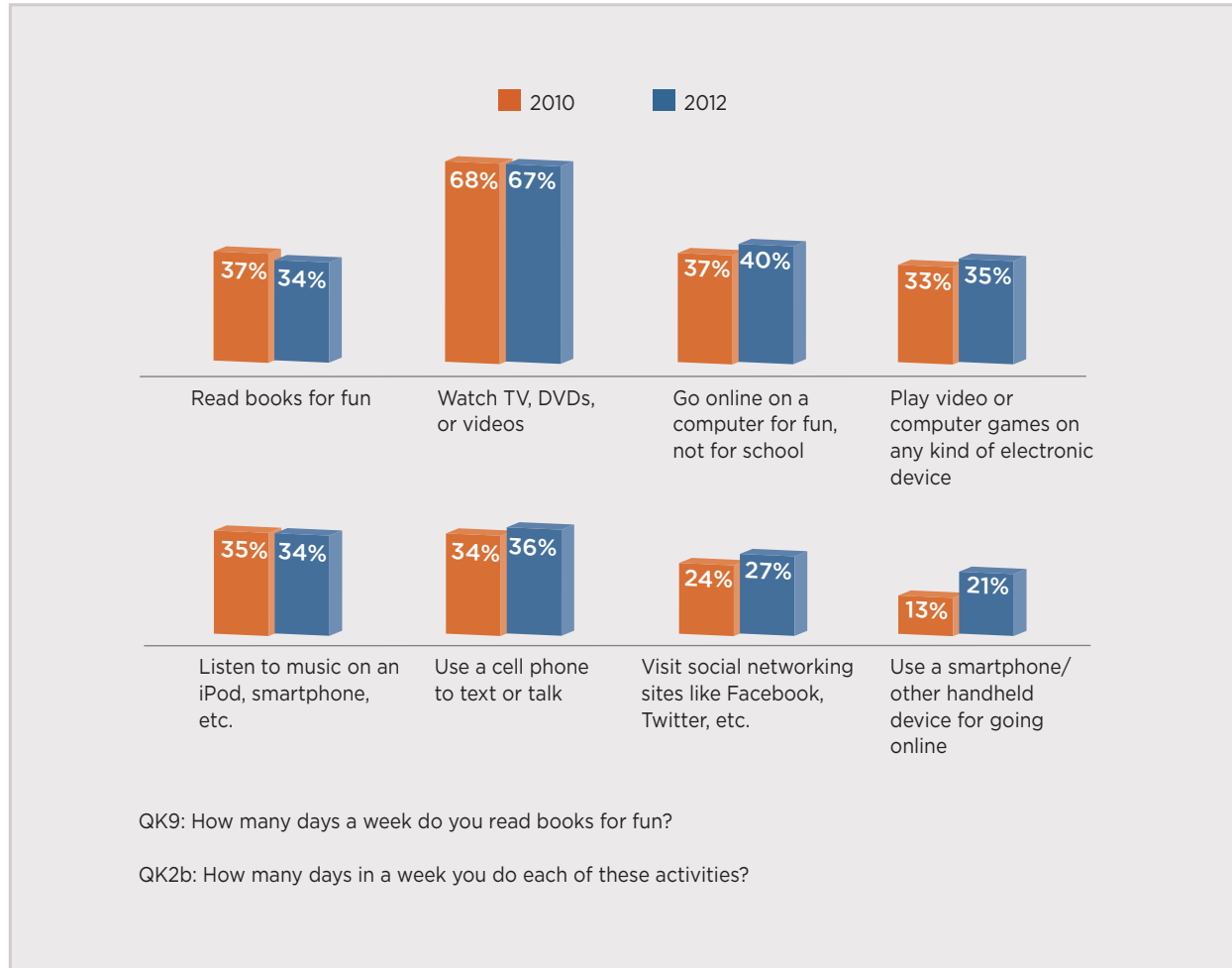
— 15 year-old boy, California

“I am too busy texting and using social media.”
—14 year-old girl, Florida

“I read less because now I’m online more playing games.”
—16 year-old boy, Nevada

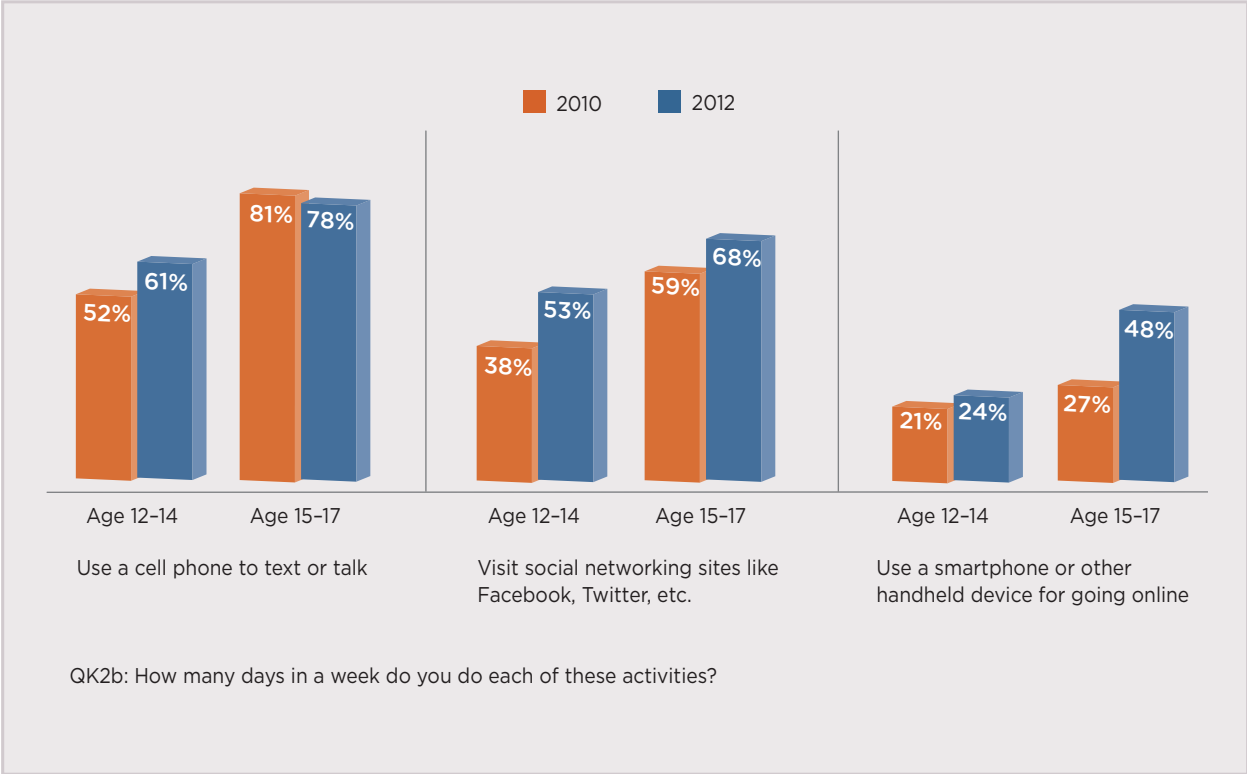
Reading for fun continues to compete with many other activities with few differences since 2010 in how children spend their time.

% of Children Who Do Activities 5–7 Days a Week



Compared to 2010, more girls age 12-17 are connecting through technology 5-7 days a week.

% of GIRLS Who Do Activities 5-7 Days a Week



“When I was younger I did not have a cell phone to text my friends or go on social networking sites, so I read more for entertainment.”

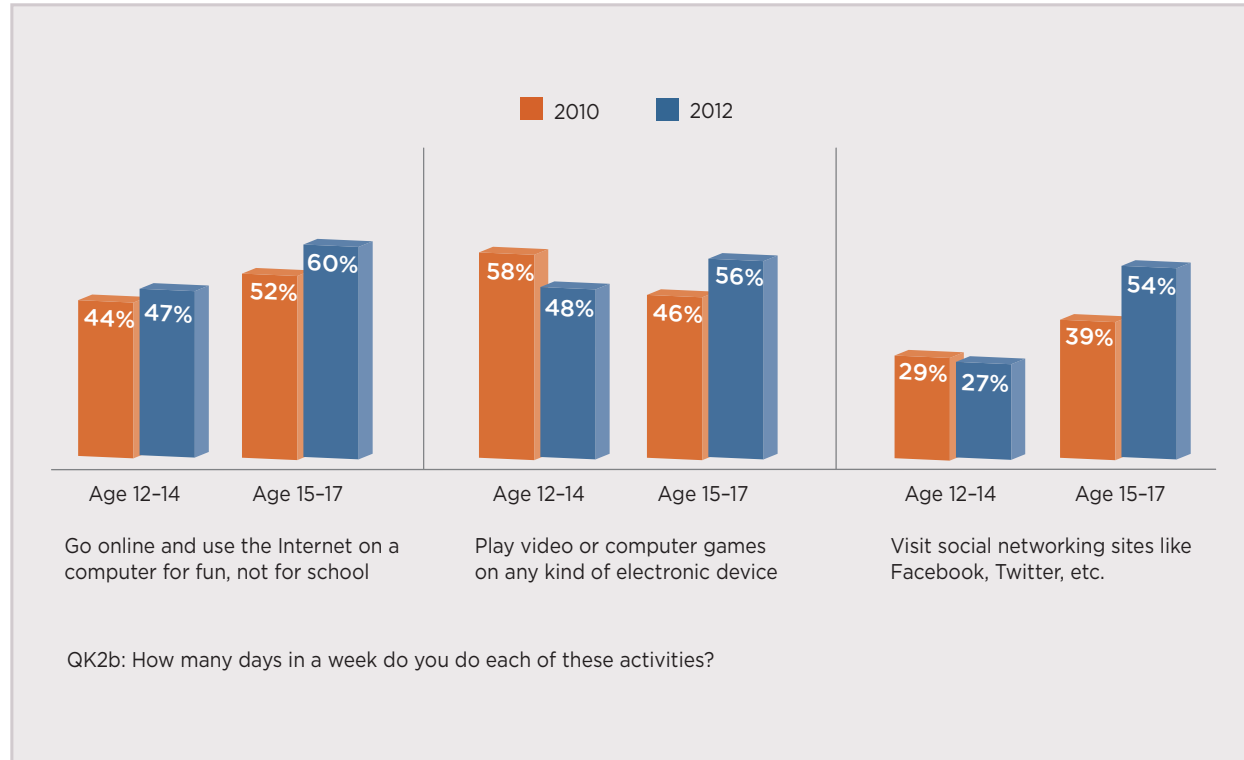
—16 year-old girl, West Virginia

“I read less because I prefer going on Facebook and other websites.”

—15 year-old boy, Illinois

Compared to 2010, fewer boys age 12-14 are playing video games, while more boys age 15-17 are going online via computer, visiting social networking sites, and playing video games 5-7 days a week.

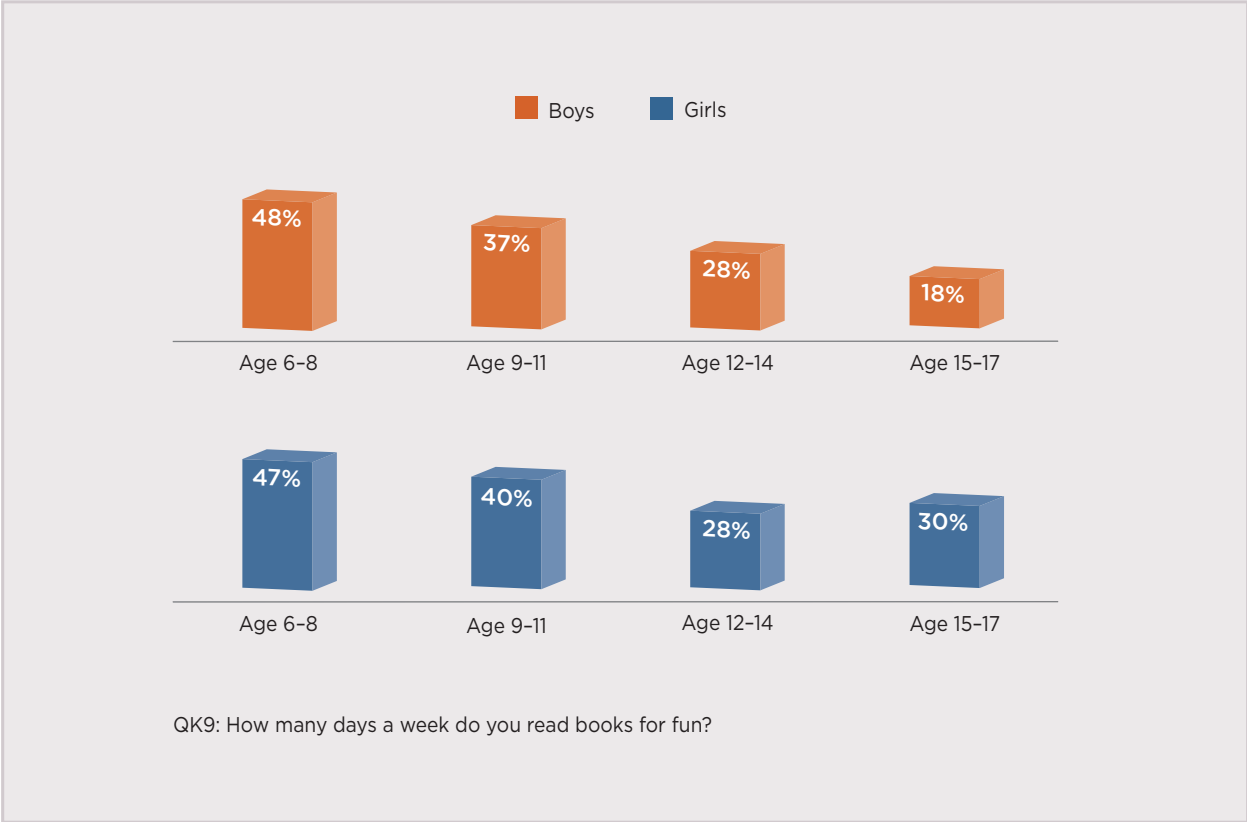
% of BOYS Who Do Activities 5-7 Days a Week



The percentage of boys who read 5-7 days a week drops at every age, whereas girls level off in their teens.

“I’m too busy in high school with extracurricular activities and volunteering.”
— 16 year-old boy, California

% of Children Who Read Books for Fun 5-7 Days a Week



“It’s easier to find fun kids’ books than it is to find a book for fun when you are a teenager.”

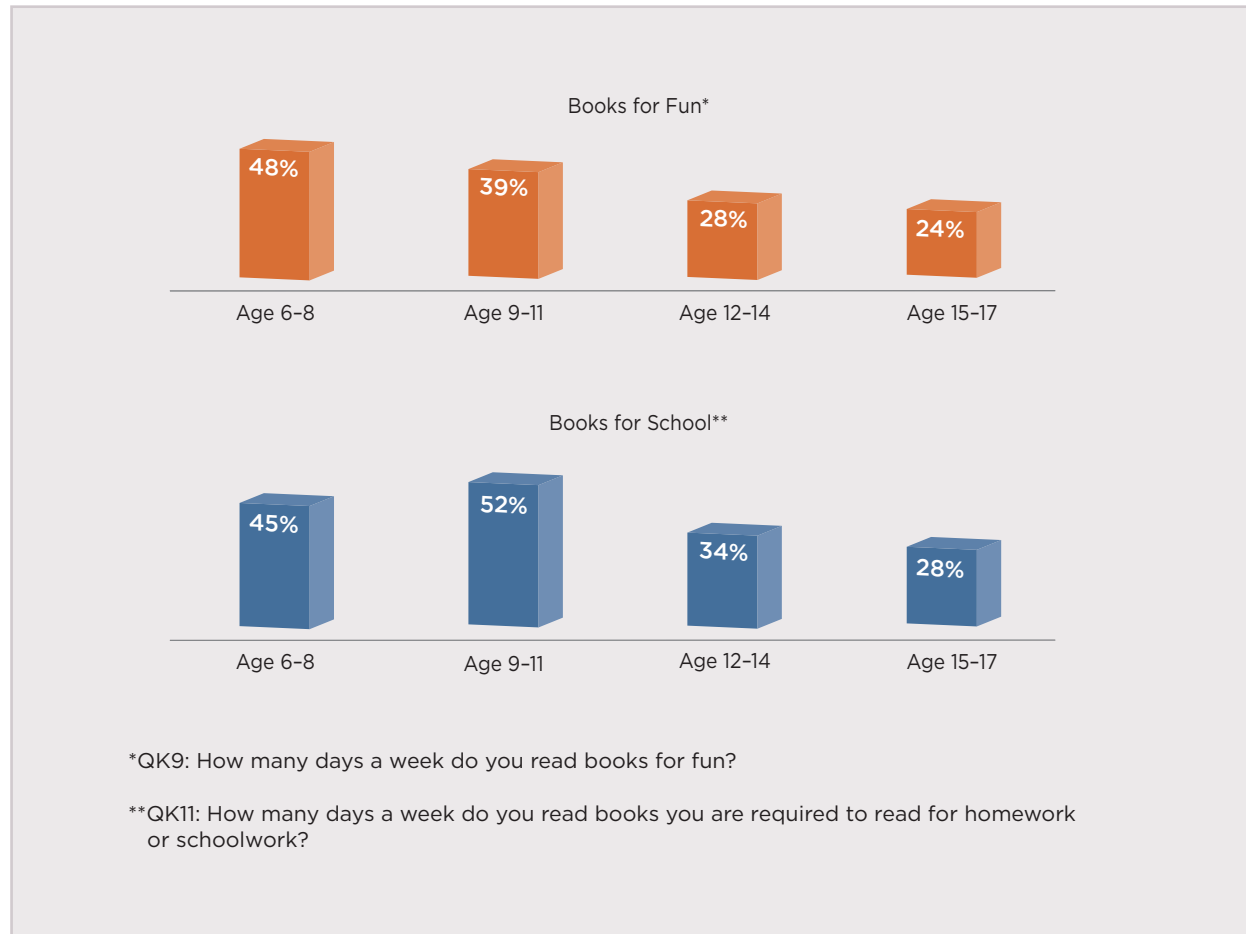
—15 year-old girl,
Pennsylvania

“I read less. My mom made me read when I was younger.”

—15 year-old girl,
Kentucky

Young children age 6-11 are more likely to read books for fun and for school 5-7 days a week than are older children age 12-17.

% of Children Who Read Books for Fun and Books for School 5-7 Days a Week



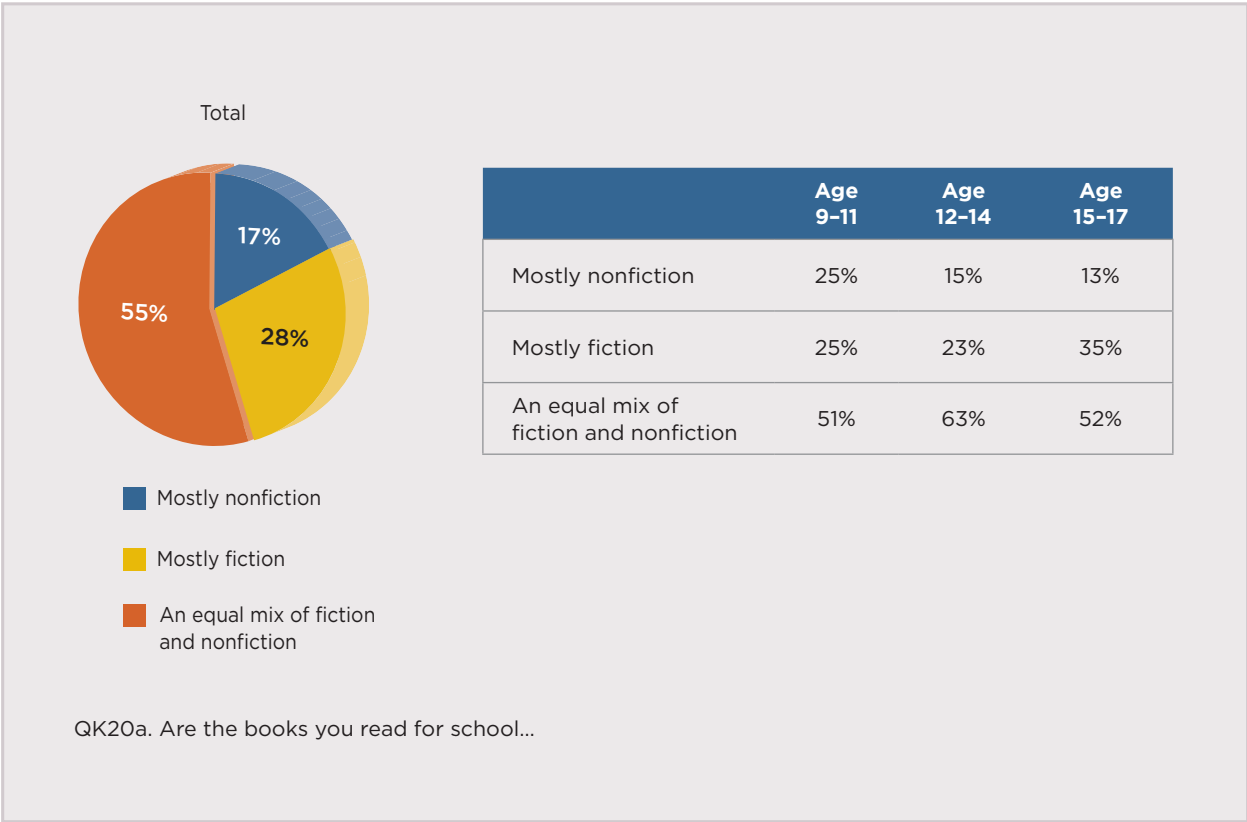
Slightly more than half of all kids say the books they read for school are an equal mix of fiction and nonfiction.

“My favorite books are about sharks and whales, and lots of animal books.”

—7 year-old boy, Idaho

Description of the Books Children Read for School

Among 9–17 Year-Olds Who Read for School



“Well, nonfiction does really help you but fiction is the most fun topic, especially mystery and horror.”

—9 year-old girl, New York

“I found out that books can really change the way you think about things.”

—13 year-old girl, Virginia

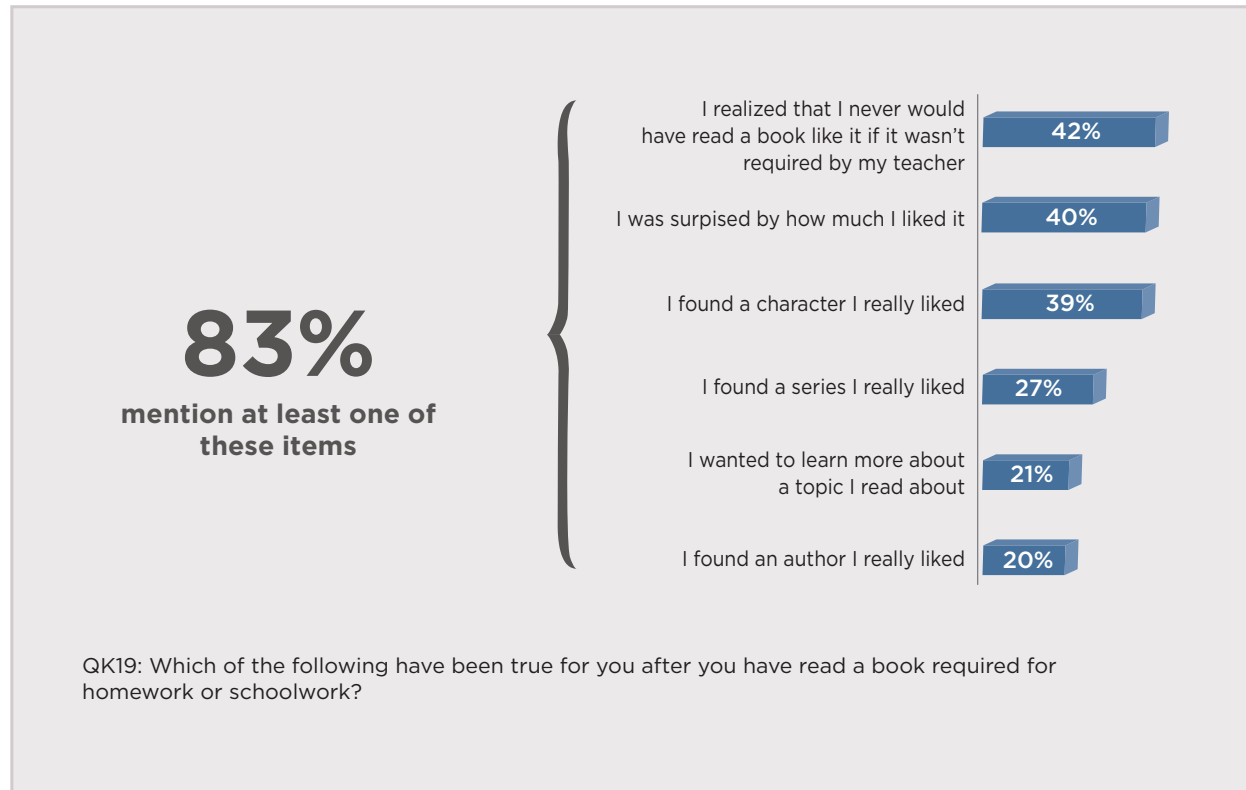
“I love reading. It opens the mind to a whole new world.”

—17 year-old boy, Wisconsin

Books required for school can introduce kids to new reading experiences.

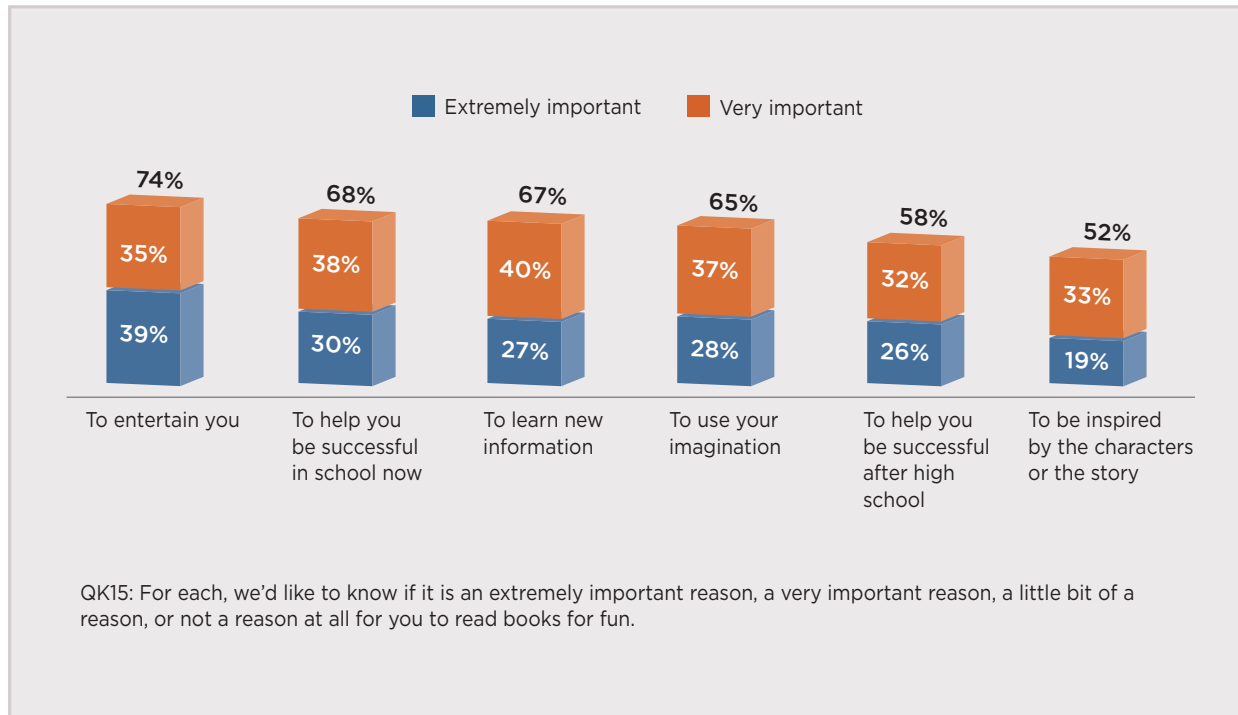
Positive Outcomes of Reading a Book Required for School

Among Children Age 9-17 Who Read for School



Kids list many reasons to read for fun, such as entertainment, success in school, and learning new information.

Reasons to Read Books for Fun



“My mom said that I should read a lot to help with my spelling and vocabulary. I didn’t really think so but now I think it is working.”

— 12 year-old girl,
New York

“Reading is fun when it’s about something I like to learn about.”

— 9 year-old girl,
North Carolina

“Now I want to read things about my future career in computers.”

— 16 year-old boy,
New Jersey

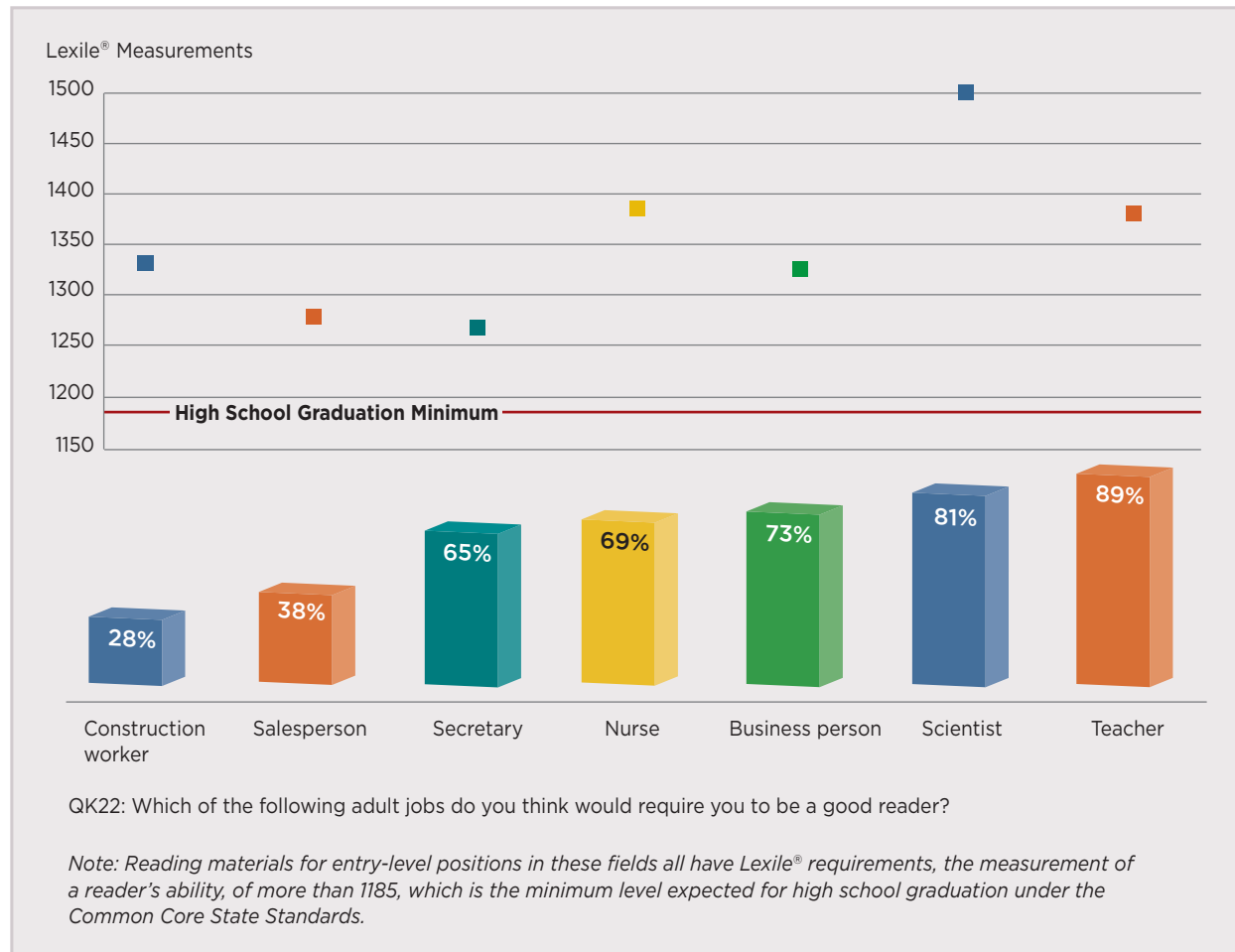
“I know how important it is to read so you can get a good paying job.”

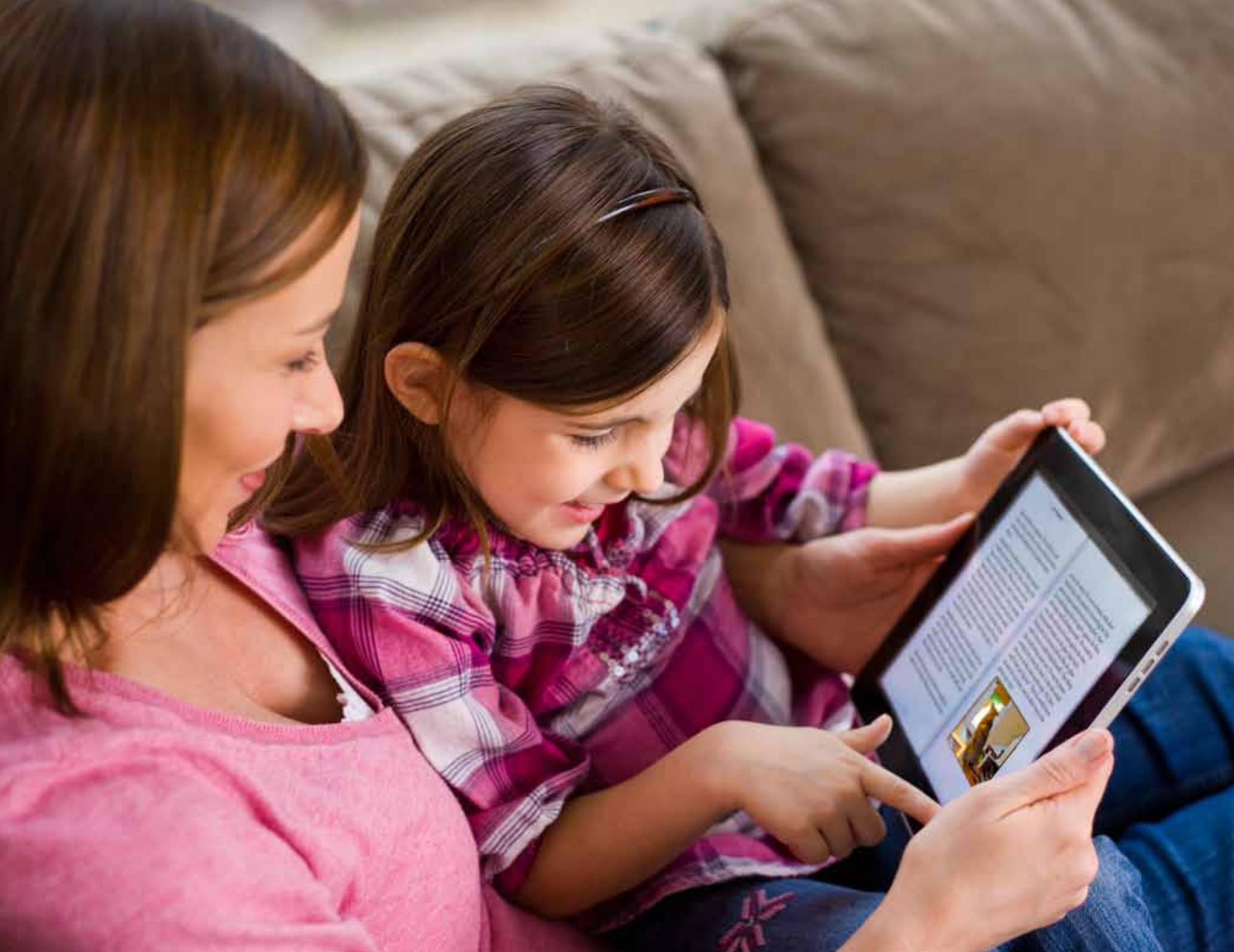
— 16 year-old girl,
New York

Despite nearly six in ten kids saying reading books for fun helps them be successful after high school, few understand the importance of reading for jobs such as construction workers and salespeople.

Adult Jobs That Children Say Would Require a Person to Be a Good Reader, Paired with Estimated On-the-Job Lexile® Requirements

Among Children Age 9-17





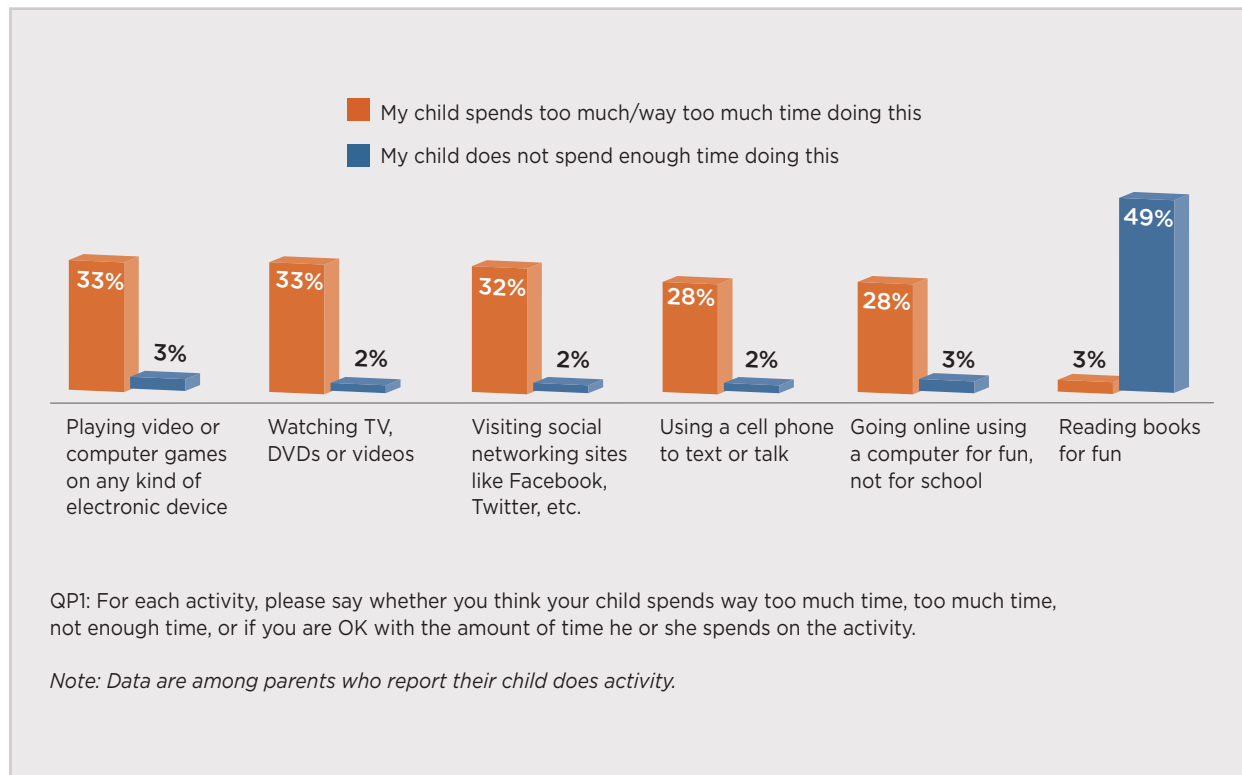


Section III:

Parents' Views on Reading

About half of parents feel their children do not spend enough time reading books for fun.

Parents' Views on Amount of Time Their Child Spends on Activities



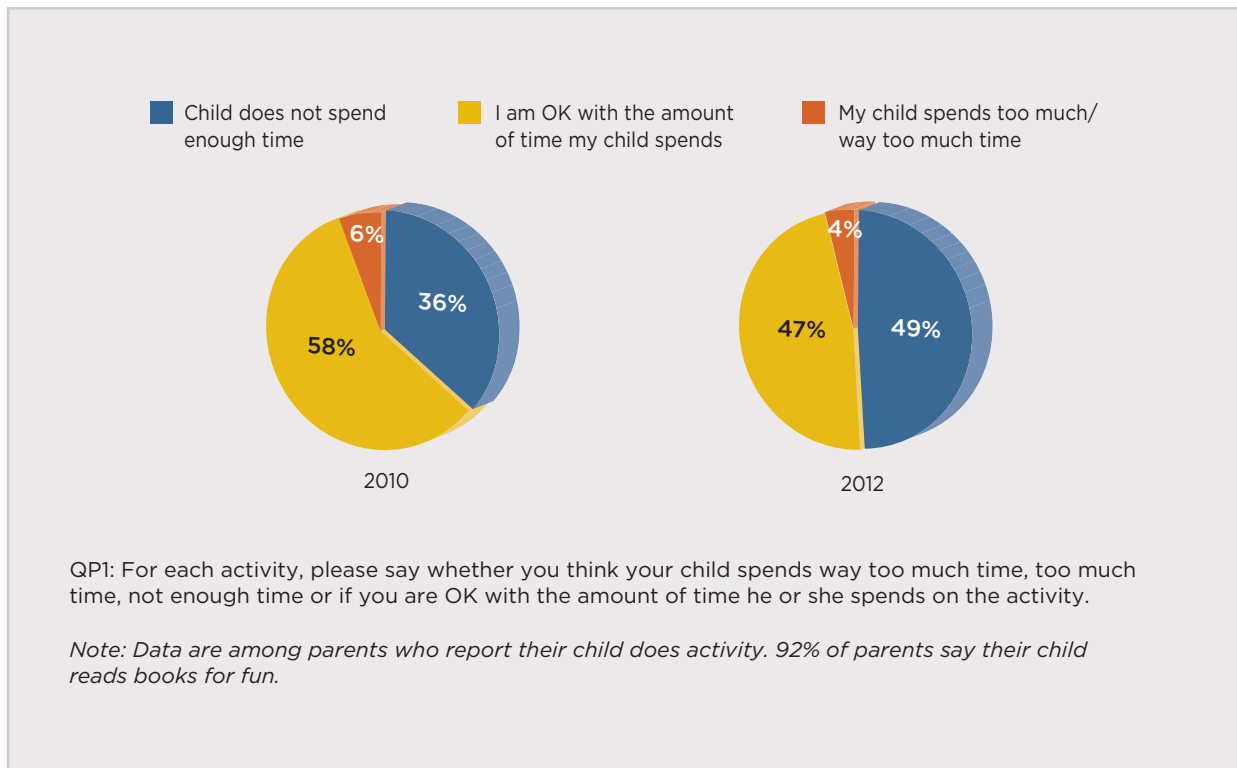
“I am not a big fan of technology and she spends so much time on the computer and on her phone, I would rather she read.”

— Mother, 16 year-old girl, Pennsylvania

“I think all kids should read more whether in print or on an ereader.”
— Stepfather, 16 year-old girl, California

The percentage of parents who say their child does not spend enough time reading for fun has increased since 2010 (49% vs. 36%).

Parents' Views on the Amount of Time Child Spends Reading Books for Fun



“I just want him to get back to reading more. It doesn’t matter to me what form the books are in.”

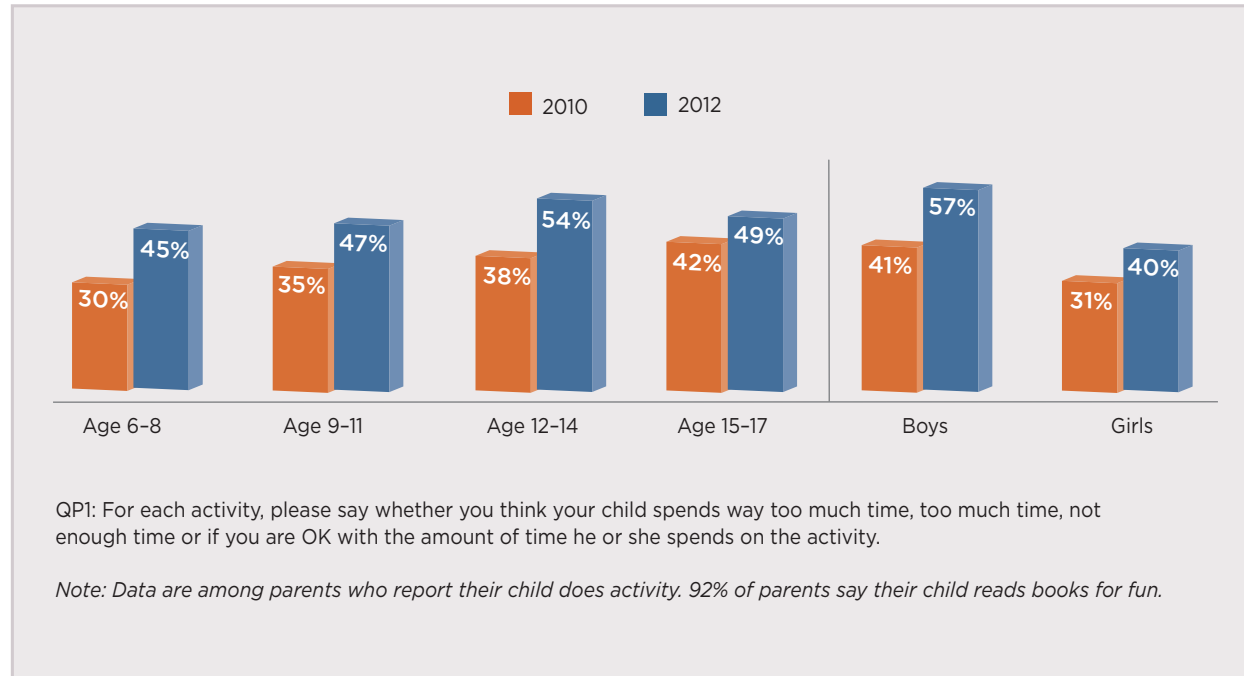
— Mother, 13 year-old boy, Wisconsin

“I want him to read what he enjoys so he is more likely to read more often.”

— Mother, 16 year-old boy, California

Concern over time spent reading for fun has increased among parents of children in every age group.

% of Parents Who Say Their Child Does Not Spend Enough Time Reading Books for Fun

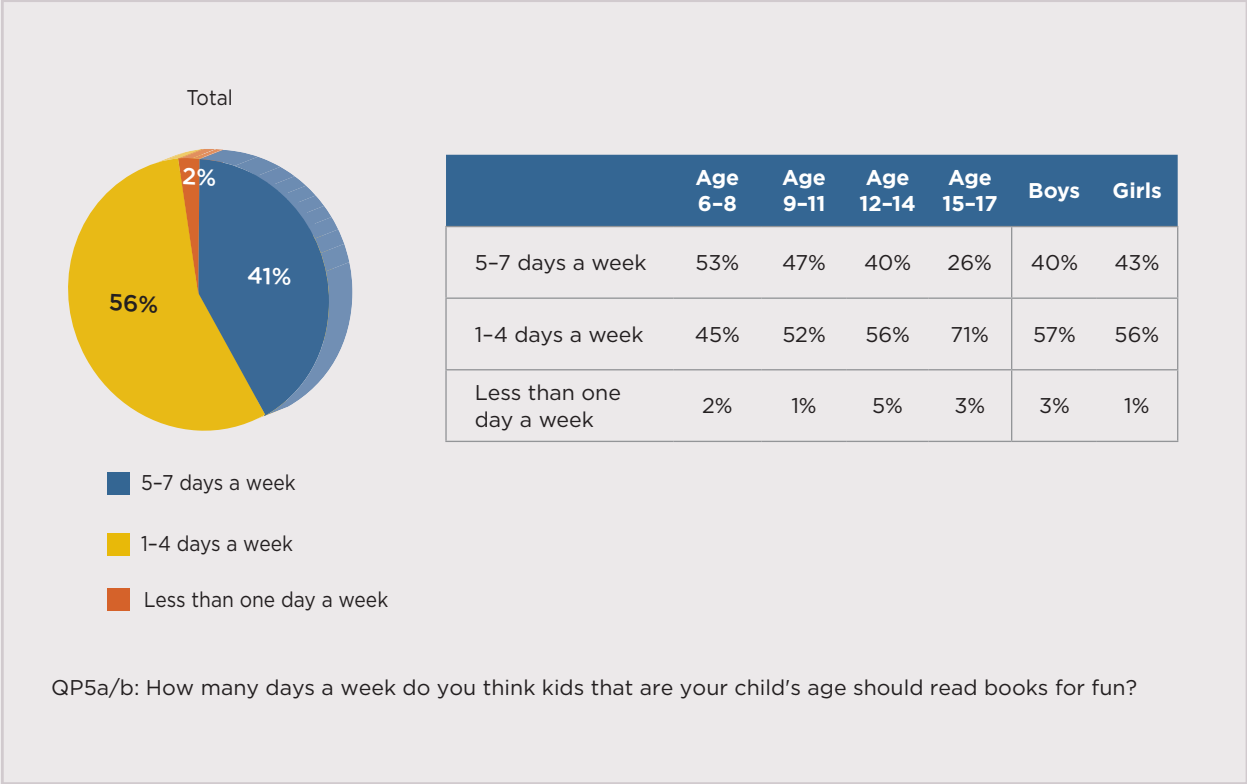


About four in ten parents feel kids their child’s age should read books for fun at least five days a week.

“I think kids my child’s age should read at least 20 minutes a night, four or five times a week.”

—Father, 8 year-old boy, New York

Parents’ Views on How Often Kids Should Read Books for Fun



“We get books from the library every week.”

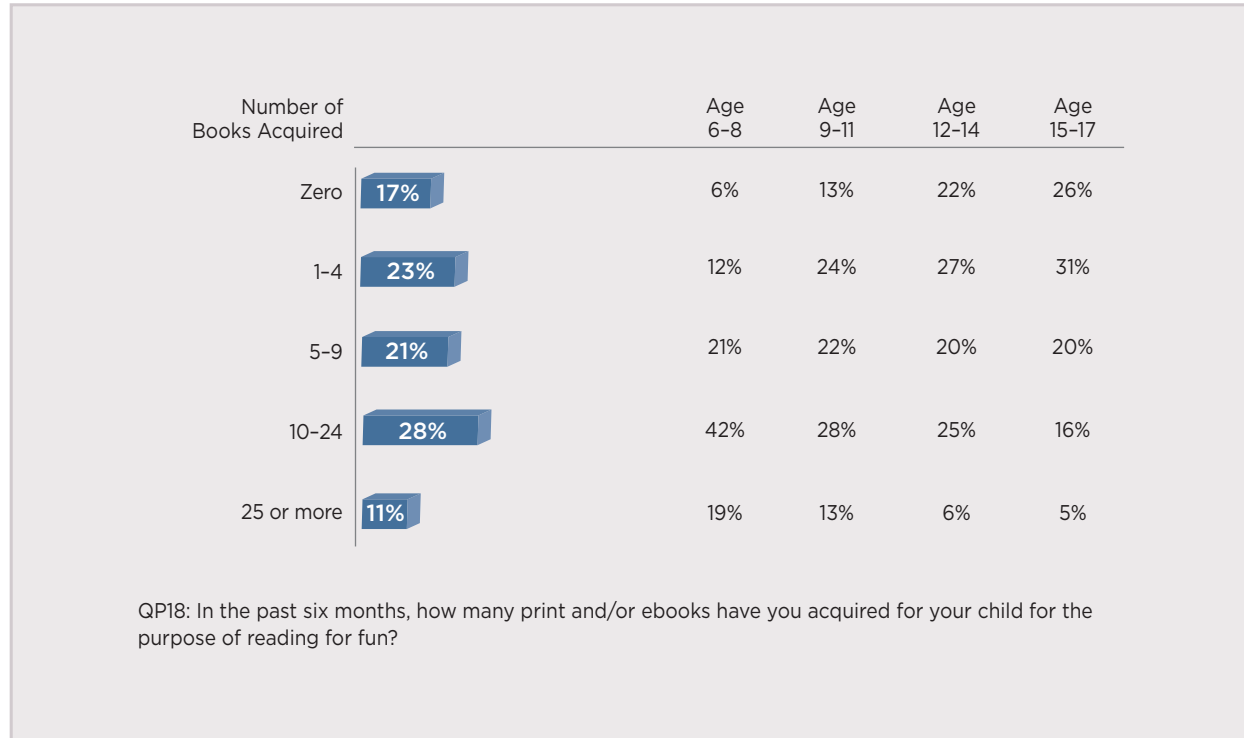
—Mother, 6 year-old girl, Pennsylvania

“We always order books through the school book club.”

—Father, 11 year-old girl, California

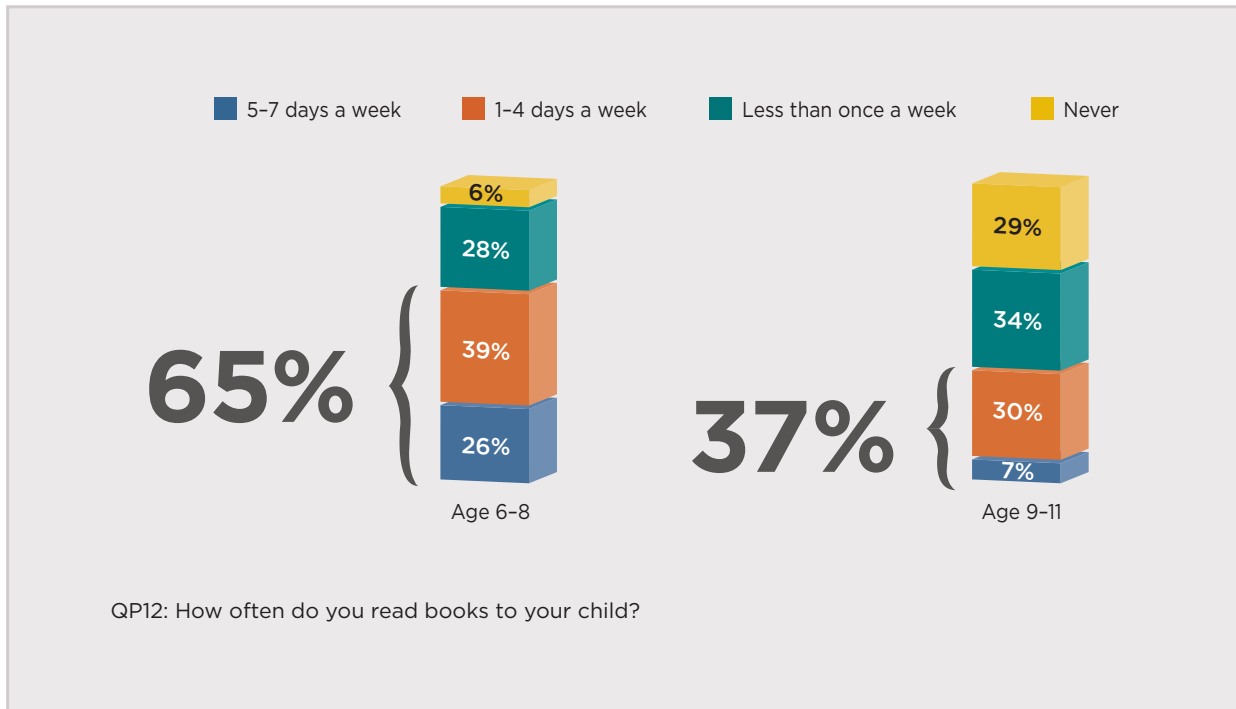
Eighty-three percent of parents have acquired books for their child in the past six months (13 books on average). This is higher for younger children compared to older children.

Number of Books Acquired for Child in Past Six Months



Sixty-five percent of parents of 6–8 year-olds read to their child at least weekly. This drops to 37% of parents with 9–11 year-olds.

Number of Days per Week Parents Read to Their Child



“I read less now. My mom used to read to me. Now I have to read myself, and I don’t like reading.”

— 14 year-old boy, Wisconsin

“My mom read to me when I was little. We still talk about books we are reading.”

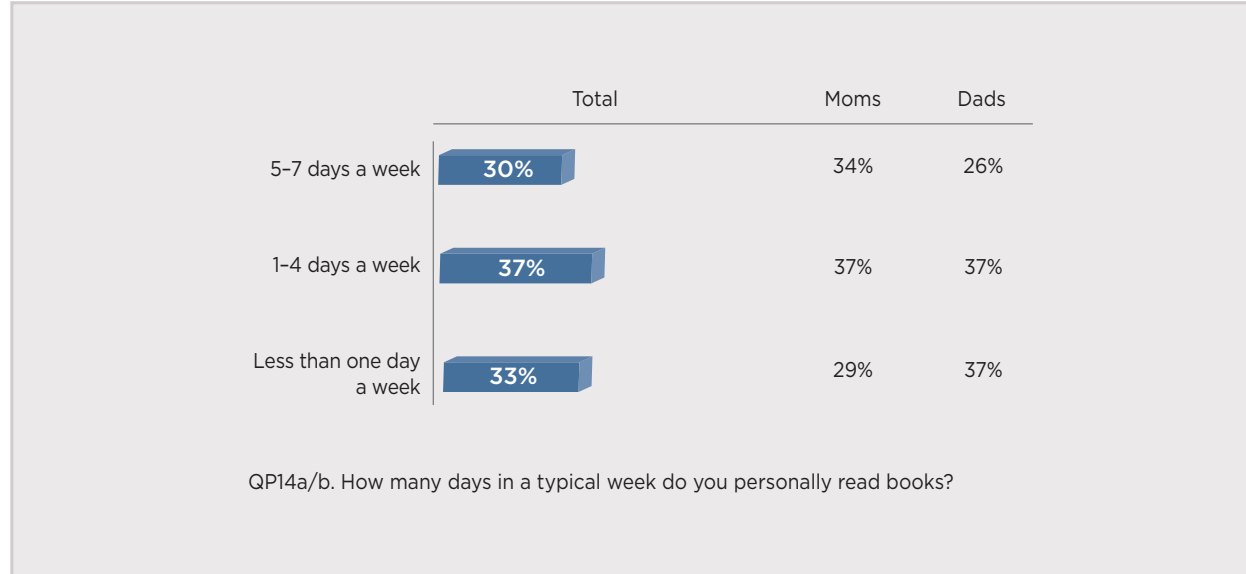
— 16 year-old girl, Wisconsin

“I’m an avid reader and I believe it keeps your mind sharp, plus it’s amazing how engaging and entertaining a great book can be.”

— Mother, 16 year-old girl,
New York

Three in ten parents read books 5-7 days a week; moms are more likely to do so than are dads.

How Often Parents Read Books

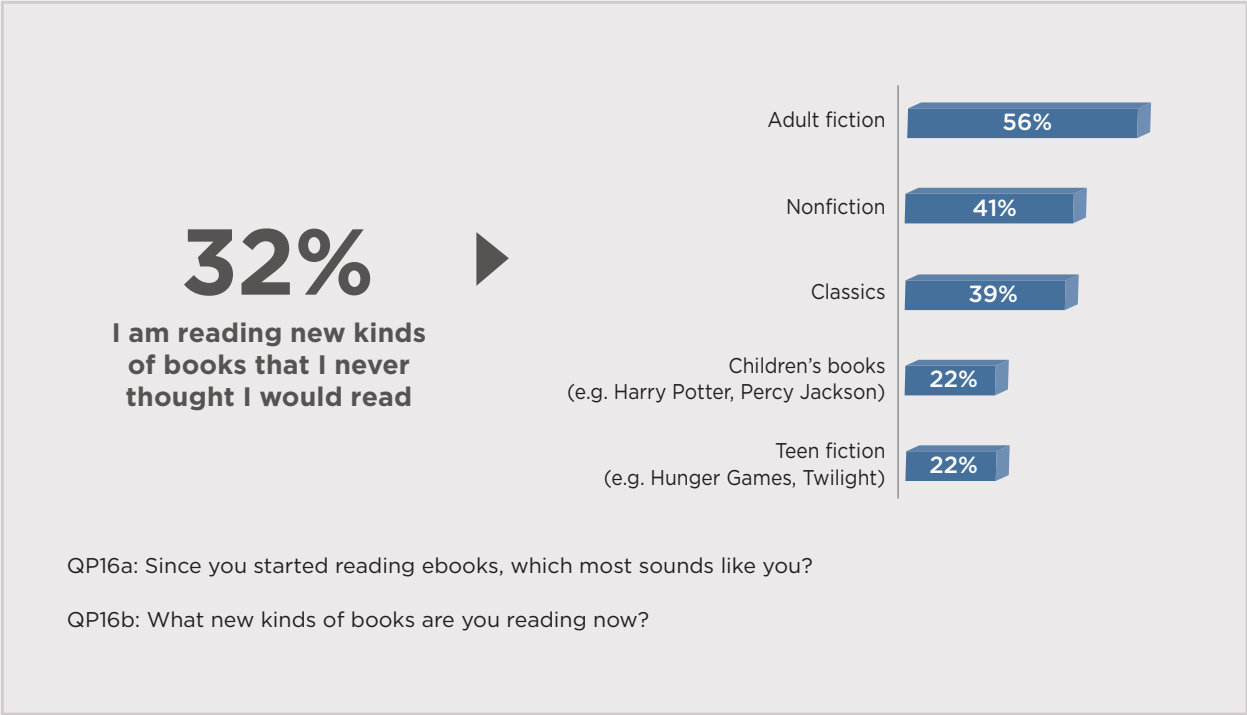


Thirty-two percent of parents who have read an ebook say they now read new kinds of books, including books for children and teens.

“I have immediate access to the new books I want.”

—Stepmother, 16 year-old girl, Florida

Impact of eReading on Kinds of Books Parents Are Reading
Among Parents Who Have Read an eBook



“I think if you lead by example, they will follow.”

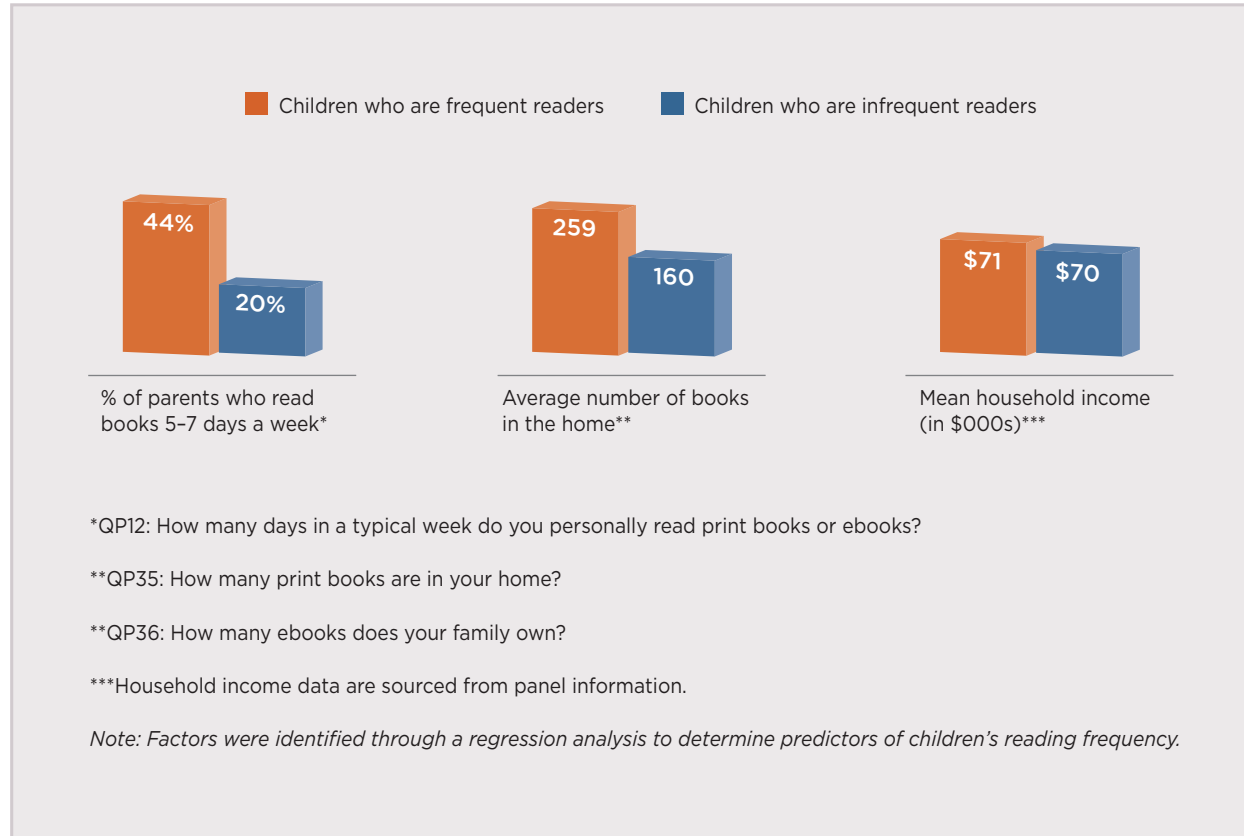
— Father, 15 year-old boy, Illinois

“I see my mom and dad always reading and they don’t have to, so I figure it’s a good thing.”

— 12 year-old girl, New York

Having reading role-model parents or a large book collection at home has a greater impact on kids’ reading frequency than does household income.

Factors Related to Children’s Reading Frequency

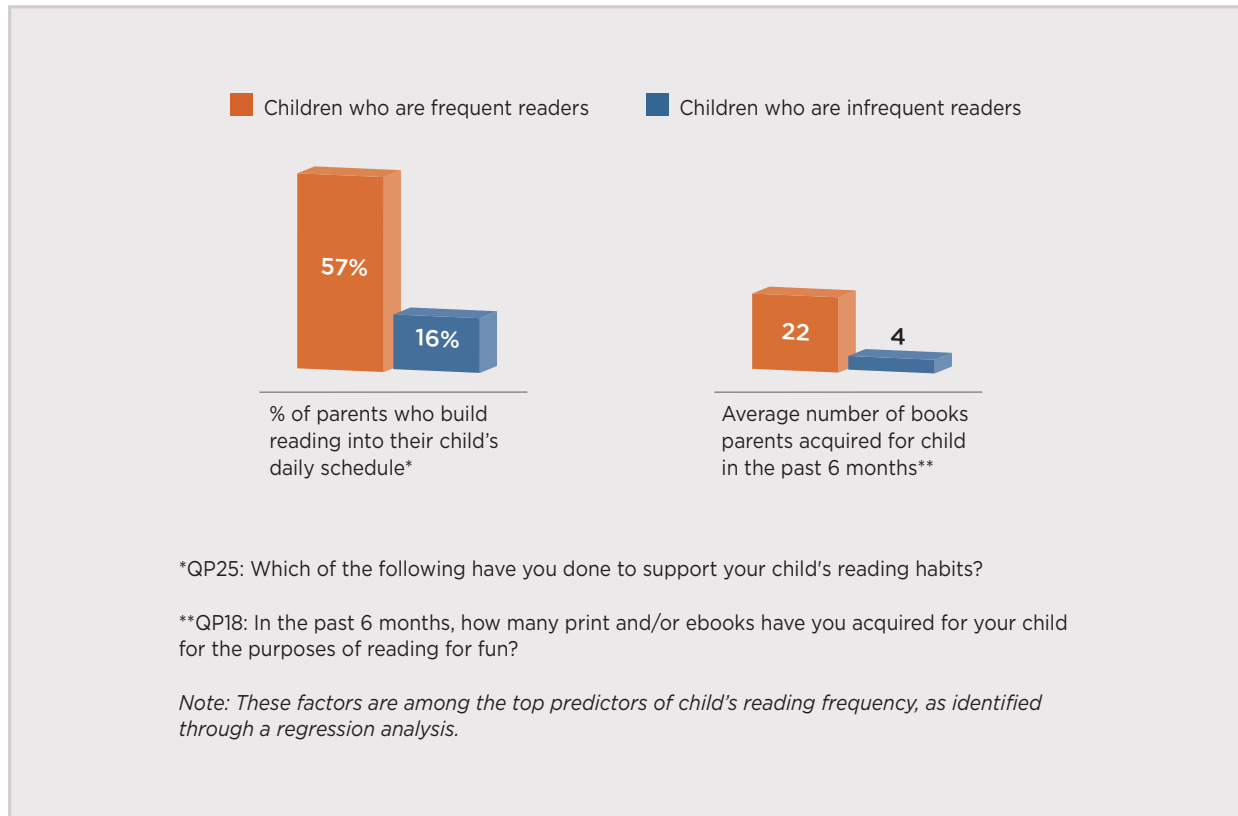


Building reading into kids' daily schedules and regularly bringing books into the home positively impact kids' reading frequency.

“My mom taught me to always have a book going.”

— 14 year-old girl, Florida

Parent Factors that Impact Child's Reading Frequency



“We buy books evenly throughout the year. We do not need a special time to buy books because they are meant to be read year-round.”

— Mother, 8 year-old girl, California

“I like going to the library with my mom to pick out books.”

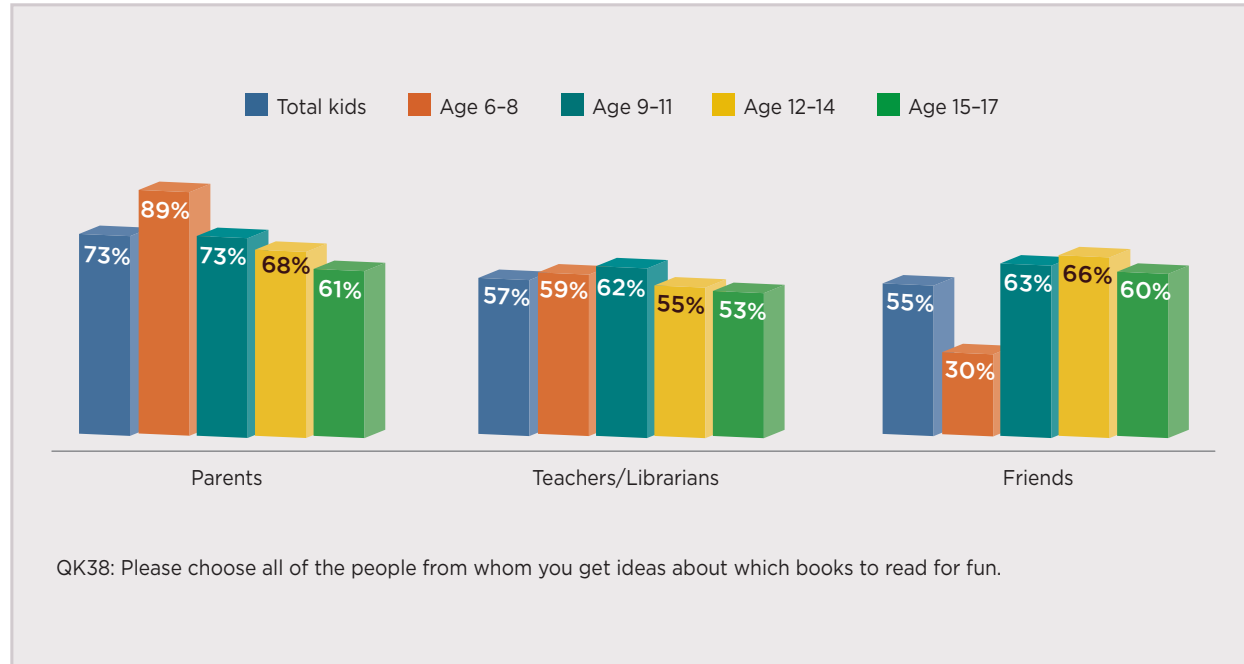
—9 year-old girl, Virginia

“I like to go with my mom to the bookstore. We pick out books and read some of the books together.”

—13 year-old boy, Wisconsin

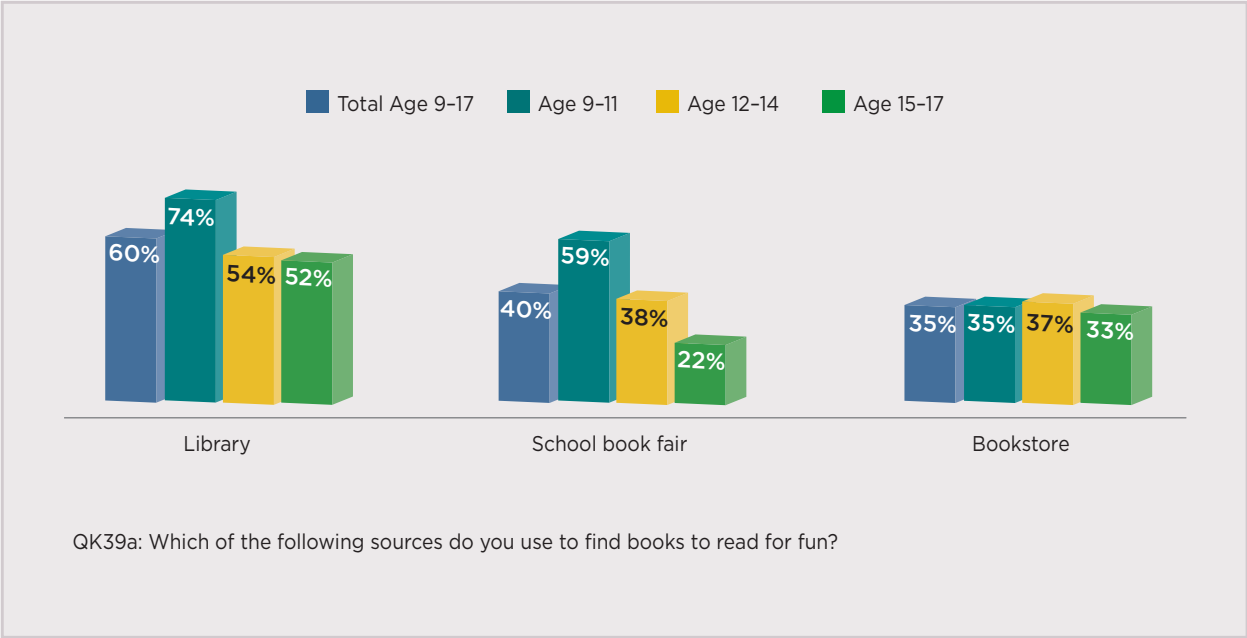
Parents are a key source of ideas for finding books to read, particularly for young children.

People from Whom Children Get Ideas about Books to Read for Fun



Further, kids – especially younger kids – rely on the library, school book fairs, and bookstores to find books to read for fun.

Sources Children Use to Find Books for Fun
Among Children Age 9-17



“We visit the public library one to three times a week. All my children love to read. We enjoy sharing with each other what we’re currently reading.”

— Mother, 15 year-old boy, Alabama



Section IV:

Summer Reading

Nearly all parents think children should read books over the summer and most kids do.



Among Parents:

99% think children their child's age should read over the summer.



Among Children:

86% say they read a book (or books) over the summer.

“It helps them maintain the reading level that they have acquired through the school year, and to improve that level for the next year.”

— Father, 6 year-old boy, Michigan

“Reading helps you learn in all aspects of life and all classes you take in high school or college. Good reading skills make a difference even in math and science classes. Reading in the summer keeps your mind alive and your brain cells active more than any other activity.”

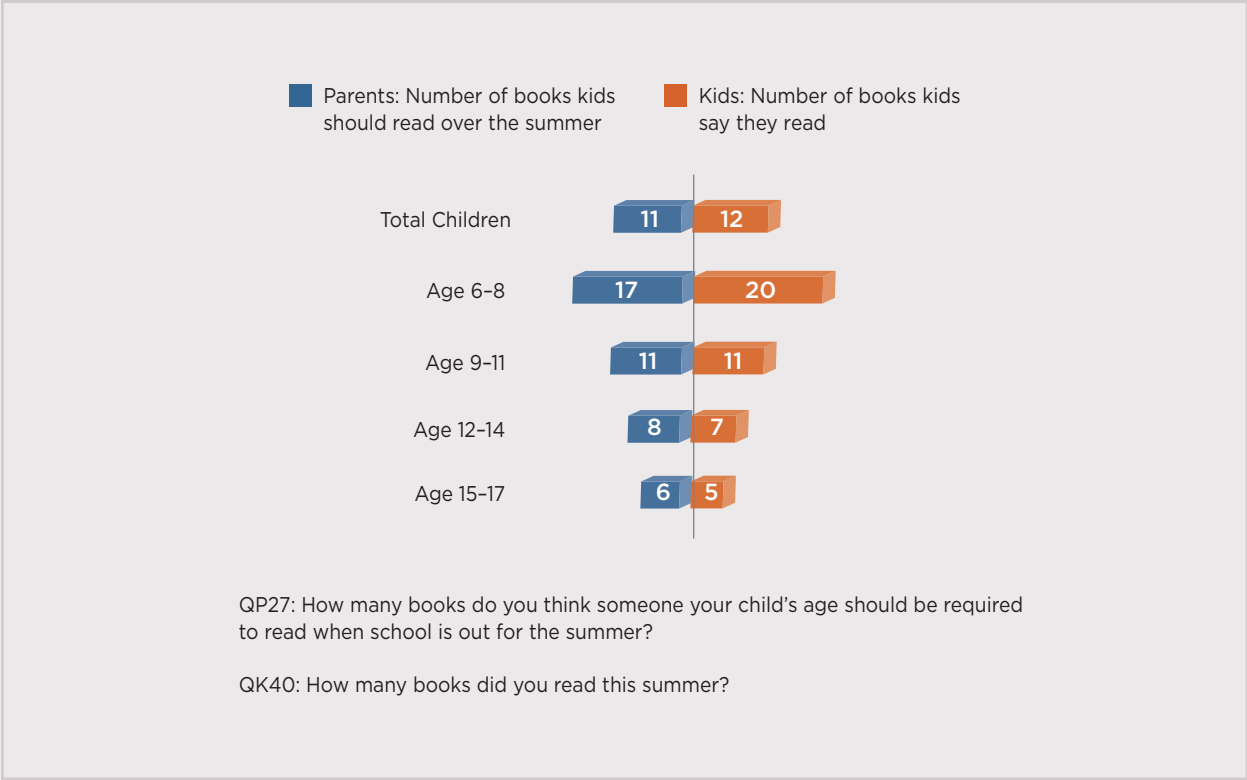
— Mother, 14 year-old girl, Montana

On average, kids are meeting parents' expectations for summer reading.

“I think it is important that children use their brain over the summer months. (I do not think texting counts.)”

— Father, 13 year-old girl, Wisconsin

Average Number of Books Parents Think Children Should Read over the Summer and Average Number of Books Kids Read



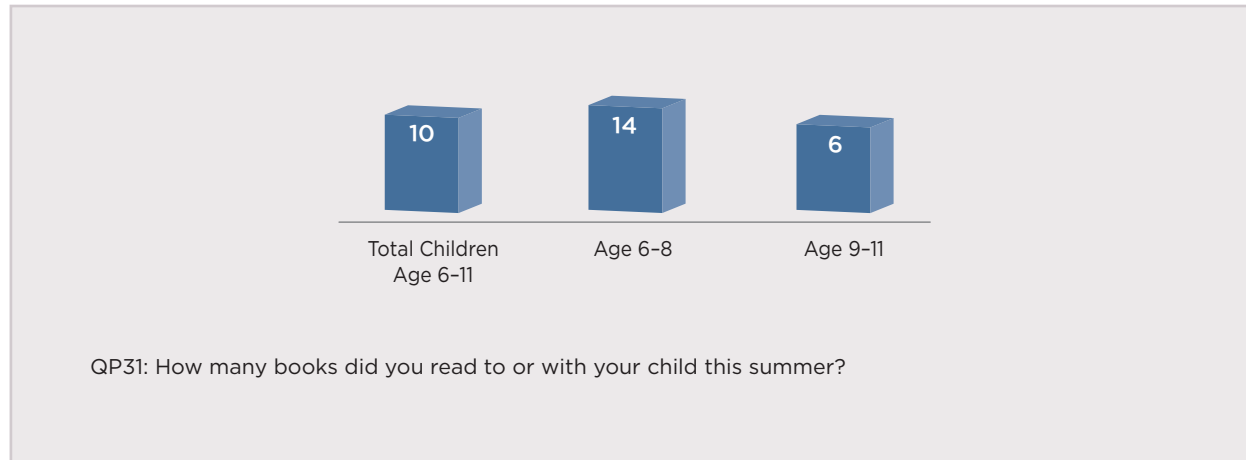
“They lose so much of what they learned over the long break. Reading will help them improve their fluency and skills.”

— Mother, 6 year-old boy,
New Hampshire

Parents of young children (age 6–11) read approximately 10 books to or with their child over the summer.

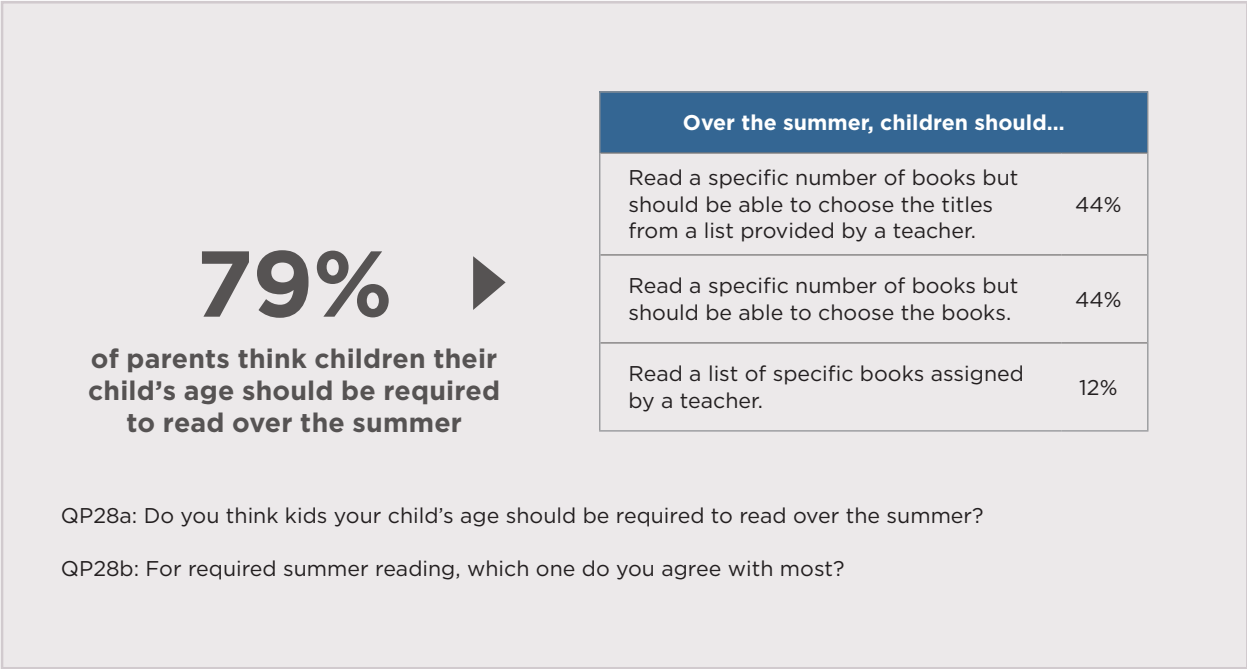
Average Number of Books Parents Read to or with Their Child

Among Parents with a Child Age 6–11



Most parents believe children should be required to read over the summer but be able to choose what they read.

Parents' Views on Required Reading over the Summer for Children Their Child's Age



“I wish our teachers would let us pick our own reading in the summer.”

— 15 year-old girl, Alabama

“Summer reading allows for my daughter to control what she reads and what interests her.”

— Mother, 14 year-old girl, Florida

“I read more when I feel like I have more freedom to choose what I want to read.”

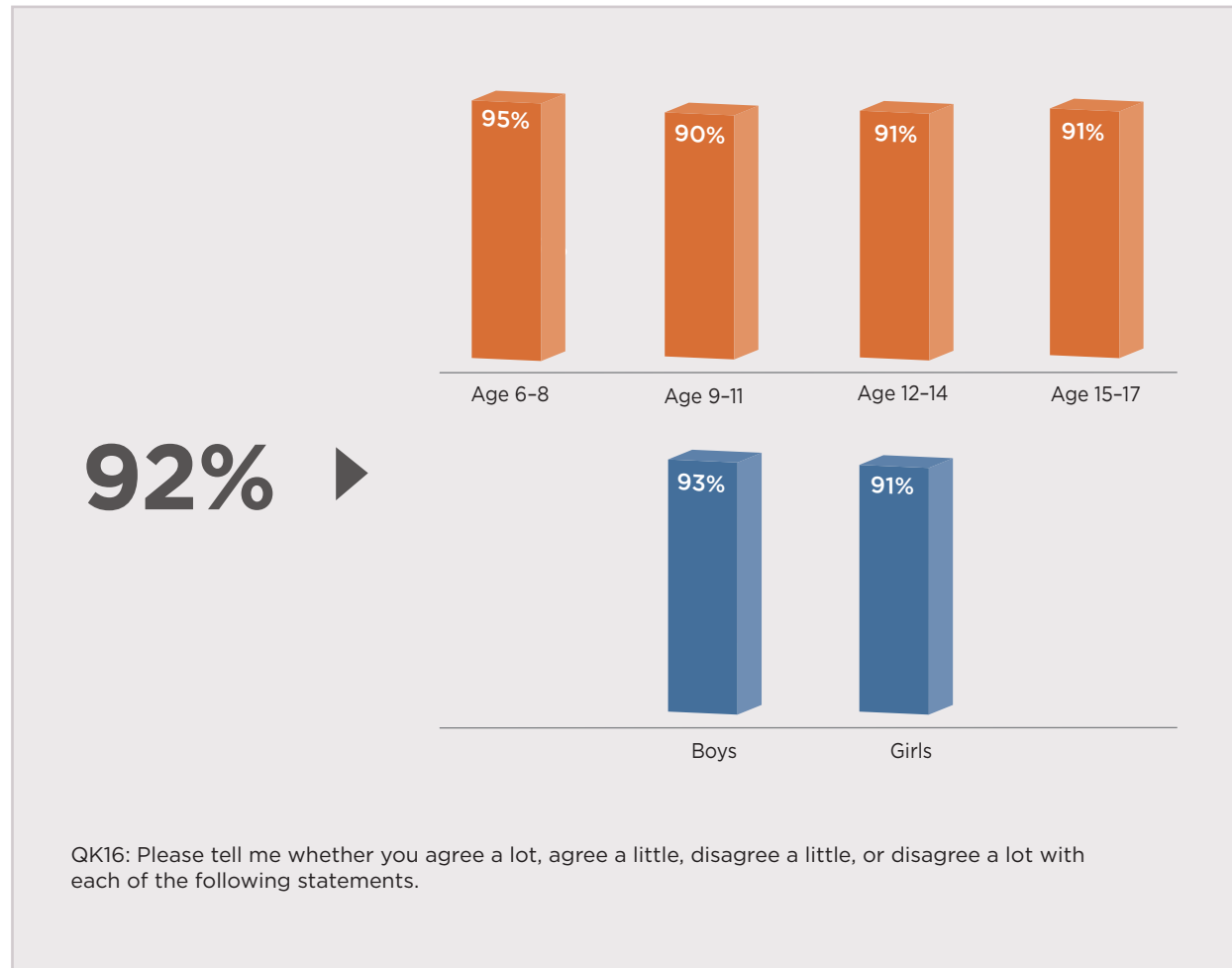
— 17 year-old girl, Pennsylvania

“I like picking out books that interest me.”

— 12 year-old boy, Texas

Ninety-two percent of kids say they are more likely to finish a book they choose themselves.

**Children’s Agreement to Statement:
I am more likely to finish reading a book that I have picked out myself.**

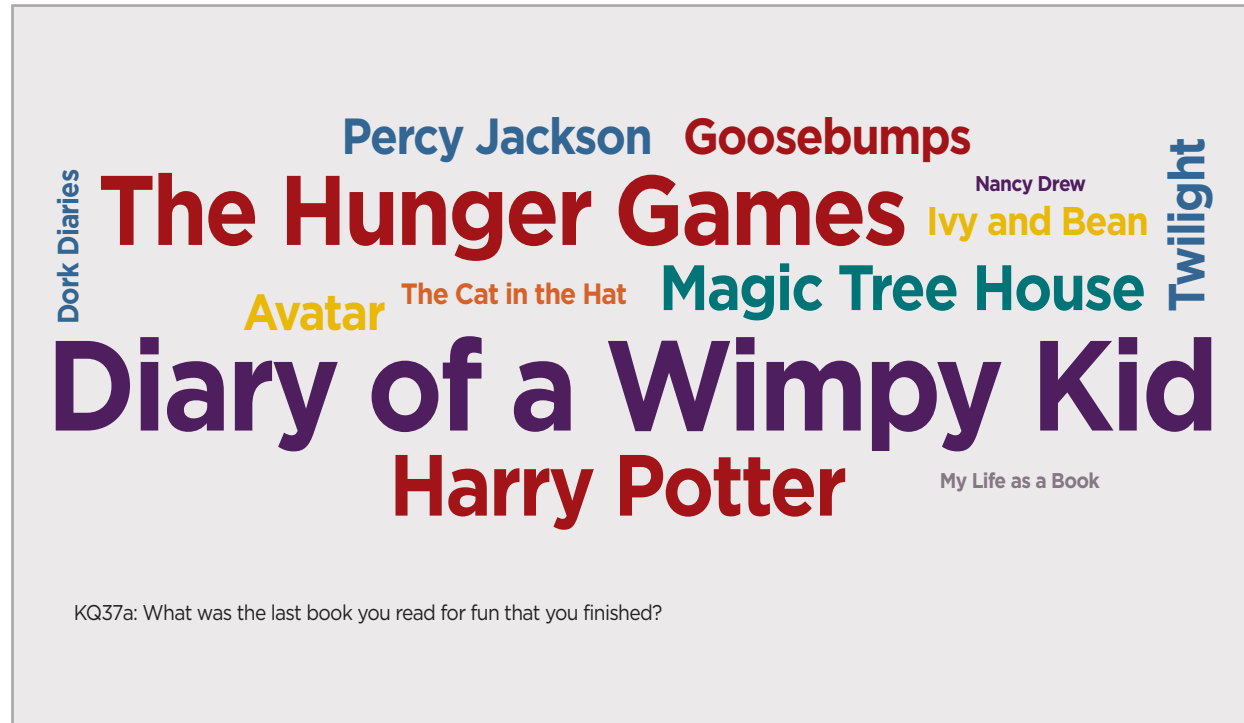


Last Book Read for Fun Among Children Age 6-8

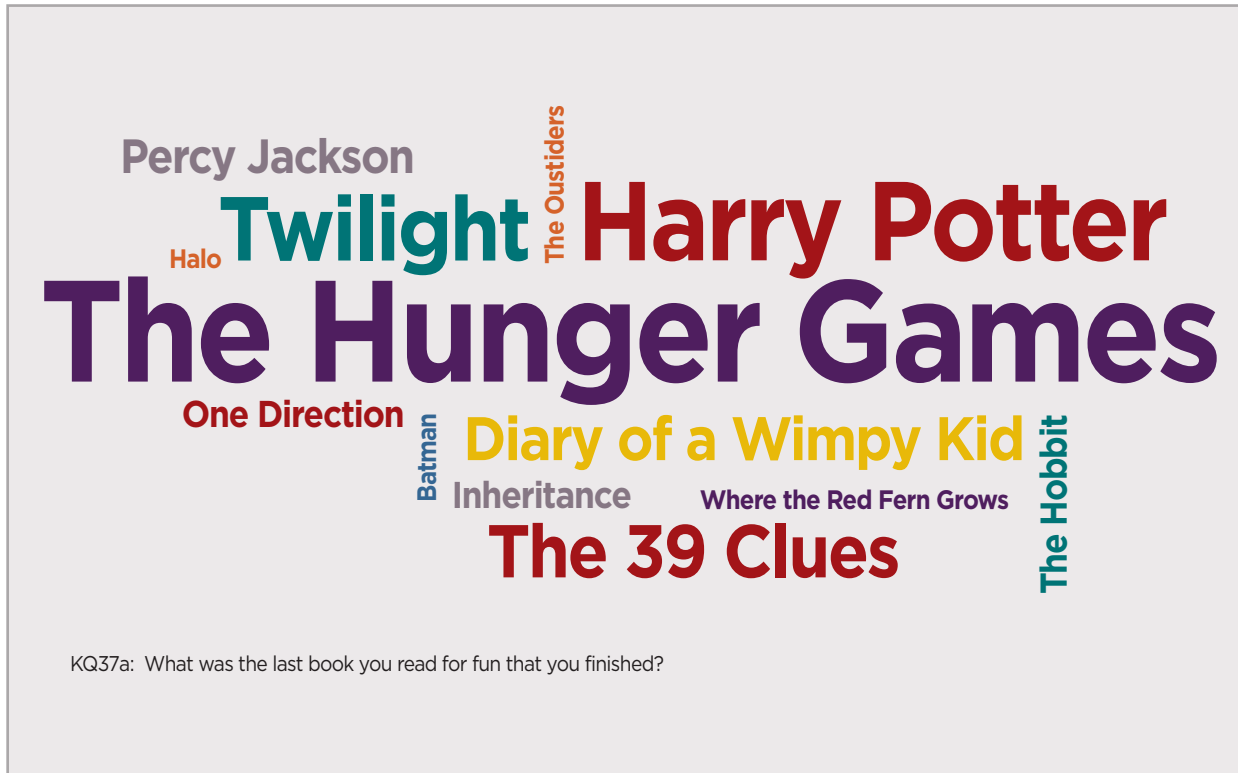


QK37a: What was the last book you read for fun that you finished?

Last Book Read for Fun Among Children Age 9-11



Last Book Read for Fun Among Children Age 12-17



APPENDIX A:

Methodology

STUDY METHODOLOGY

- The study was managed by Harrison Group, a YouGov Company. Survey data were collected by GfK and the source of the survey sample was GfK's nationally representative KnowledgePanel[®]^[1].
- The sample consisted of parents of children age 6-17 who first completed a battery of questions before passing the survey on to one randomly-sampled child in the target age range in that household.
- 1,074 pairs of children and adults completed the survey for a total sample size of 2,148.
- The survey was fielded between August 29, 2012 and September 10, 2012.
- Final data were weighted to ensure proper demographic representation within the sample on the following dimensions:
 - Child gender within each of four age groups (6-8, 9-11, 12-14, 15-17), region, household income, and child race/ethnicity.
 - Information for these weights was obtained from the U.S. Census Bureau.

^[1] The survey was conducted using the web-enabled KnowledgePanel[®], a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel[®]. For those who agree to participate but do not already have Internet access, GfK provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and are then sent emails throughout each month inviting them to participate in research.

APPENDIX A:

Methodology (continued)

ADDITIONAL STUDY METHODOLOGY

- Some survey language was modified in age-appropriate ways to ensure comprehension among children age 6–8.
- Children age 6–8 were not asked some survey questions due to comprehension limitations and limitations on the length of a survey appropriate for 6–8 year-olds.
- Parents were invited to help young children read the survey but were asked to allow children to independently answer all questions. At the end of the survey, children were asked to record the degree to which a parent helped them with the survey. Consistent with prior research, an analysis comparing the responses of children with and without parental involvement showed no significant differences.
- Virtually all (99%) of the adults interviewed were the parent or stepparent of the child interviewed. Therefore, throughout this report, we refer to adult respondents as “parent.”
- Data may not sum to 100% due to rounding.

APPENDIX B:

Demographics of the Sample

Child's Age

| | |
|-------|-----|
| 6-8 | 25% |
| 9-11 | 24% |
| 12-14 | 25% |
| 15-17 | 26% |

Child's Gender

| | |
|-------------|-----|
| Total Boys | 51% |
| Total Girls | 49% |

Parent Respondent's Marital Status

| | |
|-----------------------------------|-----|
| Married/Living with Partner (Net) | 83% |
| Married | 75% |
| Living with Partner | 7% |
| Never Married | 6% |
| Widowed/Divorced/Separated (Net) | 12% |

Child's Race/Ethnicity

| | |
|------------------------------|-----|
| Non-Hispanic White | 55% |
| Hispanic | 23% |
| Non-Hispanic Black | 14% |
| Non-Hispanic, Other | 6% |
| Non-Hispanic, Multiple Races | 4% |

Adult Respondent's Relationship to Child Respondent

| | |
|----------------------|-----|
| Parent (Net) | 93% |
| Mother | 52% |
| Father | 41% |
| Stepmother | 2% |
| Stepfather | 4% |
| Other Guardian (Net) | 1% |
| Total Men | 46% |
| Total Women | 54% |

APPENDIX B:

Demographics of the Sample (continued)

Parent's Highest Level of Education Completed

| | |
|------------------------------------|-----|
| High School Graduate or Less (Net) | 35% |
| Less than High School | 8% |
| High School | 27% |
| Some College or More (Net) | 64% |
| Some College | 30% |
| Bachelor's Degree+ | 34% |

Household Income

| | |
|------------------------|-------|
| Less than \$25,000 | 19% |
| \$25,000 to \$49,999 | 22% |
| \$50,000 to \$74,999 | 18% |
| \$75,000 or More (Net) | 40% |
| Mean | \$70K |
| Median | \$55K |

Parent's Age

| | |
|--------------|-----|
| Under Age 35 | 24% |
| Age 35-44 | 43% |
| Age 45-54 | 29% |
| Age 55+ | 6% |
| Mean | 41 |

Parent's Race/Ethnicity

| | |
|------------------------------|-----|
| Non-Hispanic White | 61% |
| Hispanic | 18% |
| Non-Hispanic Black | 14% |
| Non-Hispanic, Other | 4% |
| Non-Hispanic, Multiple Races | 3% |

APPENDIX C:

Subgroup Sample Sizes

This appendix shows the unweighted sample sizes of the main subgroups analyzed in this study.

Child's Age

| | |
|----------------|-------|
| Total Children | 1,074 |
| 6-8 | 281 |
| 9-11 | 252 |
| 12-14 | 248 |
| 15-17 | 293 |

Child's Gender

| | |
|-------------|-----|
| Total Boys | 522 |
| Total Girls | 552 |

Parent's Gender

| | |
|---------------|-------|
| Total Parents | 1,074 |
| Total Men | 524 |
| Total Women | 550 |

Child's Age within Gender

| | |
|-----------------|-----|
| Boys Age 6-8 | 140 |
| Boys Age 9-11 | 120 |
| Boys Age 12-14 | 122 |
| Boys Age 15-17 | 140 |
| Girls Age 6-8 | 141 |
| Girls Age 9-11 | 132 |
| Girls Age 12-14 | 126 |
| Girls Age 15-17 | 153 |

APPENDIX C:

Subgroup Sample Sizes (continued)

This appendix shows the unweighted sample sizes of the main subgroups analyzed in this study.

| Children's Reading Frequency | | Children Who Have Read an eBook | |
|--|-----|---------------------------------|-----|
| Frequent Readers (read books for fun 5-7 days a week) | 382 | Total Children | 500 |
| | | 6-8 | 132 |
| | | 9-11 | 125 |
| Moderately Frequent Readers (read books for fun 1-4 days a week) | 407 | 12-14 | 120 |
| | | 15-17 | 123 |
| | | Boys | 230 |
| Infrequent Readers (read books for fun less than one day a week) | 282 | Girls | 270 |

APPENDIX D:

Parent Survey

| P1. Our first question asks you how you feel about some of the activities your child might do. For each activity, please say whether you think your child spends way too much time, too much time, not enough time or if you are OK with the amount of time he/she spends on the activity. | Total |
|---|--------------|
| Summary of CHILD DOES ACTIVITY Base: Total Respondents | 1,074 |
| Watching TV, DVDs, or videos | 98% |
| Reading books for fun | 92% |
| Playing video or computer games on any kind of electronic device | 90% |
| Going online using a computer for fun, not for school | 88% |
| Listening to music on an iPod, smartphone, or other digital device | 75% |
| Using a cell phone to text or talk | 55% |
| Using a smartphone or other handheld device for going online | 48% |
| Visiting social networking sites like Facebook, Twitter, etc. | 44% |
| SCALE POINTS: My child spends way too much time on this My child spends too much time on this My child does not spend enough time on this I am OK with the amount of time my child spends on this My child doesn't do this | |
| P1. Our first question asks you how you feel about some of the activities your child might do. For each activity, please say whether you think your child spends way too much time, too much time, not enough time or if you are OK with the amount of time he/she spends on the activity. | Total |
| Summary of CHILD SPENDS WAY TOO MUCH/TOO MUCH TIME DOING ACTIVITY Bases Vary: Based on Child Does Activity | |
| Playing video or computer games on any kind of electronic device | 33% |
| Watching TV, DVDs, or videos | 33% |

APPENDIX D:

| | |
|---|-----|
| (continued) Visiting social networking sites like Facebook, Twitter, etc. | 32% |
| Using a smartphone or other handheld device for going online | 30% |
| Using a cell phone to text or talk | 28% |
| Going online using a computer for fun, not for school | 28% |
| Listening to music on an iPod, smartphone, or other digital device | 20% |
| Reading books for fun | 3% |
| P1. Our first question asks you how you feel about some of the activities your child might do. For each activity, please say whether you think your child spends way too much time, too much time, not enough time or if you are OK with the amount of time he/she spends on the activity. | |
| Summary of CHILD SPENDS WAY TOO MUCH TIME DOING ACTIVITY | |
| Bases Vary: Based on Child Does Activity | |
| Playing video or computer games on any kind of electronic device | 11% |
| Using a cell phone to text or talk | 10% |
| Visiting social networking sites like Facebook, Twitter, etc. | 9% |
| Going online using a computer for fun, not for school | 8% |
| Using a smartphone or other handheld device for going online | 7% |
| Watching TV, DVDs, or videos | 6% |
| Listening to music on an iPod, smartphone, or other digital device | 3% |
| Reading books for fun | 1% |

APPENDIX D:

| P1. Our first question asks you how you feel about some of the activities your child might do. For each activity, please say whether you think your child spends way too much time, too much time, not enough time or if you are OK with the amount of time he/she spends on the activity. | Total |
|--|--------------|
| Summary of CHILD DOES NOT SPEND ENOUGH TIME DOING ACTIVITY Bases Vary: Based on Child Does Activity | |
| Reading books for fun | 49% |
| Using a smartphone or other handheld device for going online | 3% |
| Going online using a computer for fun, not for school | 3% |
| Playing video or computer games on any kind of electronic device | 3% |
| Listening to music on an iPod, smartphone, or other digital device | 3% |
| Visiting social networking sites like Facebook, Twitter, etc. | 2% |
| Using a cell phone to text or talk | 2% |
| Watching TV, DVDs, or videos | 2% |
| | |
| P2. Which of these things do you personally think counts as reading? | Total |
| Base: Total Respondents | 1,074 |
| Any (Net) | 55% |
| Looking for and finding information online | 43% |
| Looking through words and pictures in a comic book | 31% |
| Emailing back and forth with someone | 14% |
| Looking through postings or comments on social networking sites like Facebook | 8% |
| Texting back and forth with friends | 6% |
| None of the above | 45% |

APPENDIX D:

| P3. How important is it to you that your child 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. | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Extremely/Very important (Net) | 90% |
| Extremely important | 49% |
| Very important | 41% |
| A little important | 9% |
| Not important | 1% |
| | |
| P4. Which of these best describes your child as a reader? | Total |
| Base: Total Respondents | 1,074 |
| My child is a great reader | 42% |
| My child is a good reader | 37% |
| My child is an OK reader | 17% |
| My child is not a good reader | 4% |
| | |
| P5a/b. How many days a week do you think kids your child's age should read books for fun? | Total |
| Base: Total Respondents | 1,074 |
| 5-7 days a week (Net) | 41% |
| 7 days a week | 18% |
| 5-6 days a week | 24% |
| 1-4 days a week (Net) | 56% |

APPENDIX D:

| | |
|---|-----------------------|
| (continued) 3-4 days a week | 38% |
| 1-2 days a week | 19% |
| 2-3 times a month or less (Net) | 2% |
| 2-3 times a month | 1% |
| Once a month | 1% |
| Once every few months | * |
| Never | 1% |
| <p>P6. The next question asks about some reasons that kids might read books for fun. For each, I'd like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for your child to read books for fun. Remember, when we say "read books for fun" we mean reading books that are not part of schoolwork or homework.</p> | |
| <p>Summary of EXTREMELY IMPORTANT Base: Total Respondents</p> | Total 1,074 |
| To help your child be successful in school now | 51% |
| To help your child be successful after high school | 49% |
| For your child to learn new information | 46% |
| For your child to use his/her imagination | 44% |
| To entertain your child | 31% |
| For your child to be inspired by the characters or the story | 25% |
| <p>SCALE POINTS: Extremely important reason to read books for fun Very important reason to read books for fun A little bit of a reason to read books for fun Not a reason at all to read books for fun</p> | |

APPENDIX D:

| P6. The next question asks about some reasons that kids might read books for fun. For each, I'd like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for your child to read books for fun. Remember, when we say "read books for fun" we mean reading books that are not part of schoolwork or homework. | Total |
|--|--------------|
| Summary of EXTREMELY/VERY IMPORTANT Base: Total Respondents | 1,074 |
| For your child to use his/her imagination | 89% |
| To help your child be successful in school now | 89% |
| For your child to learn new information | 89% |
| To help your child be successful after high school | 86% |
| To entertain your child | 80% |
| For your child to be inspired by the characters or the story | 74% |
| | |
| P7. When it comes to the reading your child does for fun, which of the following situations, if any, apply during the school year and/or over the summer when school is out? | Total |
| Summary of APPLIES DURING SCHOOL YEAR Base: Total Respondents | 1,074 |
| Do any (Net) | 65% |
| My child keeps track on his/her own | 35% |
| My child's teacher asks me to keep track | 34% |
| I track my child's reading manually on paper | 29% |
| My child's teacher or librarian keeps track | 29% |
| I track my child's reading using an online program | 12% |
| I track my child's reading using the device on which he/she ereads | 10% |
| I track my child's reading using an ereading app | 8% |
| None of these | 35% |

APPENDIX D:

| P7. When it comes to the reading your child does for fun, which of the following situations, if any, apply during the school year and/or over the summer when school is out? | Total |
|---|--------------|
| Summary of APPLIES DURING SUMMER Base: Total Respondents | 1,074 |
| Do any (Net) | 44% |
| My child keeps track on his/her own | 29% |
| I track my child's reading manually on paper | 18% |
| My child's teacher asks me to keep track | 10% |
| I track my child's reading using an online program | 7% |
| I track my child's reading using the device on which he/she ereads | 6% |
| I track my child's reading using an ereading app | 6% |
| My child's teacher or librarian keeps track | 6% |
| None of these | 56% |
| | |
| P7. When it comes to the reading your child does for fun, which of the following situations, if any, apply during the school year and/or over the summer when school is out? | Total |
| Summary of APPLIES DURING SCHOOL YEAR OR SUMMER Base: Total Respondents | 1,074 |
| Do Any (Net) | 67% |
| My child keeps track on his/her own | 46% |
| My child's teacher asks me to keep track | 36% |
| I track my child's reading manually on paper | 35% |
| My child's teacher or librarian keeps track | 32% |
| I track my child's reading using an online program | 16% |
| I track my child's reading using the device on which he/she ereads | 13% |
| I track my child's reading using an ereading app | 12% |
| None of these | 33% |

APPENDIX D:

| P8. Which of the following devices, if any, are in your home? | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Any (Net) | 98% |
| Laptop computer or netbook | 80% |
| Desktop computer | 70% |
| Handheld device like a smartphone, iPod touch, or other handheld device | 67% |
| Tablet/eReader (Subnet) | 47% |
| iPad or other tablet (like a Kindle Fire, Samsung Galaxy, or Nook Color) | 37% |
| Electronic device made just for reading ebooks (that is, a device like a Kindle, Nook, or Sony Reader) | 22% |
| None of these | 2% |
| | |
| P9. Have you read an ebook? By “ebook” we mean a digital book that is typically purchased and downloaded from the Internet that can be read on a computer, a handheld device, an ebook reader, or a tablet. | Total |
| Base: Total Respondents | 1,074 |
| Yes | 41% |
| No | 59% |
| | |
| P10. On which of the following do you read ebooks? | Total |
| Base: Have Read an eBook | 413 |
| Handheld device (Net) | 86% |
| iPad or other tablet (like a Kindle Fire, Samsung Galaxy, or Nook Color) | 45% |
| Electronic device made just for reading ebooks (that is, a device like a Kindle, Nook, or Sony Reader) | 36% |
| Handheld device like a smartphone, iPod touch, or other handheld device | 27% |
| Desktop/Laptop (Net) | 28% |
| Laptop computer or netbook | 20% |
| Desktop computer | 14% |

APPENDIX D:

| P11a. How do you prefer to read books for fun? | Total |
|---|--------------|
| Base: Have Read an eBook | 413 |
| Read print books | 48% |
| Read ebooks | 16% |
| No preference | 36% |
| | |
| P12a/b. How often do you read books to your child? (Please think about ebooks and print books when answering this question.) | Total |
| Base: Total Respondents | 1,074 |
| 5-7 days a week (Net) | 12% |
| 7 days a week | 6% |
| 5-6 days a week | 6% |
| 1-4 days a week (Net) | 23% |
| 3-4 days a week | 13% |
| 1-2 days a week | 10% |
| Less than one day a week/never (Net) | 24% |
| 2-3 times a month | 5% |
| Once a month | 5% |
| Once every few months | 14% |
| Never | 41% |

APPENDIX D:

| P12c. Which of the following applies to you and your child? | Total |
|--|--------------|
| Base: Read to Child | 609 |
| Read ebooks to child (Net) | 22% |
| Read ebooks on tablet/ereader (Subnet) | 10% |
| I read to my child on an iPad or other tablet (like a Kindle Fire, Samsung Galaxy, or Nook Color) | 7% |
| I read to my child on an electronic device made just for reading ebooks (that is, a device like a Kindle, Nook, or Sony Reader) | 4% |
| I read to my child on a laptop computer or netbook | 7% |
| I read to my child on a handheld device (like a smartphone, iPod touch, or other handheld device) | 6% |
| I read to my child on a desktop computer | 6% |
| I read print books to my child | 94% |
| | |
| P13. Whether or not you currently do these things, how interested, if at all, are you in doing each?: Reading ebooks myself | Total |
| Base: Total Respondents | 1,074 |
| Extremely/Very interested (Net) | 35% |
| Extremely interested | 18% |
| Very interested | 17% |
| Somewhat interested | 29% |
| Not very/Not at all interested (Net) | 36% |
| Not very interested | 18% |
| Not at all interested | 18% |

APPENDIX D:

| P13. Whether or not you currently do these things, how interested, if at all, are you in doing each?: Reading ebooks to my child | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Extremely/Very interested (Net) | 15% |
| Extremely interested | 5% |
| Very interested | 10% |
| Somewhat interested | 27% |
| Not Very/Not at all interested (Net) | 58% |
| Not very interested | 27% |
| Not at all interested | 32% |
| | |
| P13. Whether or not you currently do these things, how interested, if at all, are you in doing each?: Having my child read ebooks | Total |
| Base: Total Respondents | 1,074 |
| Extremely/Very interested (Net) | 37% |
| Extremely interested | 15% |
| Very interested | 22% |
| Somewhat interested | 35% |
| Not very/Not at all interested (Net) | 28% |
| Not very interested | 15% |
| Not at all interested | 13% |

APPENDIX D:

| P14a/b. How many days in a typical week do you personally read print books or ebooks? Please do not count reading to your child. | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Frequent readers (Net) | 30% |
| 7 days a week | 15% |
| 5-6 days a week | 15% |
| Moderately frequent readers (Net) | 37% |
| 3-4 days a week | 18% |
| 1-2 days a week | 19% |
| Infrequent readers (Net) | 33% |
| 2-3 times a month | 3% |
| Once a month | 2% |
| Once every few months | 14% |
| Never | 13% |
| | |
| P15a. Since you started reading ebooks, are you reading more books, fewer books, or the same amount of books? (Please think about ebooks and print books when answering this question.) | Total |
| Base: Have Read an eBook | 413 |
| More | 31% |
| Fewer | 6% |
| The same | 62% |

APPENDIX D:

| P15b. Since you started reading ebooks, are you reading more books, fewer books, or the same amount of books to your child? (Please think about ebooks and print books when answering this question.) | Total |
|--|--------------|
| Base: Have Read an eBook and Child is Under Age 12 | 218 |
| More | 9% |
| Fewer | 5% |
| The same | 86% |
| | |
| P16a. Since you started reading ebooks, which statement sounds most like you? | Total |
| Base: Have Read an eBook | 413 |
| I am reading new kinds of books that I never thought I would read | 32% |
| I am reading the same kinds of books I used to read | 68% |
| | |
| P16b. What new kind of books are you reading now? | Total |
| Base: Read Additional Kinds of Books Since Starting to eRead | 126 |
| Adult fiction | 56% |
| Nonfiction | 41% |
| Classics | 39% |
| Children's books (e.g. Harry Potter, Percy Jackson) | 22% |
| Teen fiction (e.g. Hunger Games, Twilight) | 22% |
| Other | 12% |
| | |
| P17. How would you prefer your child read books for fun? | Total |
| Base: Total Respondents | 1,074 |
| Print books | 49% |
| eBooks | 4% |
| No preference | 47% |

APPENDIX D:

| P18. In the past 6 months, how many print books have you acquired for your child for the purpose of reading for fun? | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| Zero | 18% |
| 1-4 | 27% |
| 5-9 | 18% |
| 10-24 | 27% |
| 25 or more | 10% |
| Mean including zero | 11.9 |
| Median including zero | 5 |
| | |
| Mean not including zero | 14.6 |
| Median not including zero | 6 |
| | |
| P18. In the past 6 months, how many ebooks have you acquired for your child for the purpose of reading for fun? | Total |
| Base: Total Respondents | 1,074 |
| Zero | 74% |
| 1-4 | 17% |
| 5-9 | 4% |
| 10-24 | 3% |
| 25 or more | 1% |
| Mean including zero | 1.7 |
| Median including zero | 0 |
| | |
| Mean not including zero | 6.6 |
| Median not including zero | 3 |

APPENDIX D:

| P18. In the past 6 months, how many print and/or ebooks have you acquired for your child for the purpose of reading for fun? | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| Zero | 17% |
| 1-4 | 23% |
| 5-9 | 21% |
| 10-24 | 28% |
| 25 or more | 11% |
| Mean including zero | 13.3 |
| Median including zero | 6 |
| | |
| Mean not including zero | 16.1 |
| Median not including zero | 8 |
| | |
| P18. In the past 6 months, how many ebooks have you acquired for your child for the purpose of reading for fun? | Total |
| Base: Child Has Read an eBook | 500 |
| Zero | 53% |
| 1-4 | 29% |
| 5-9 | 9% |
| 10-24 | 6% |
| 25 or more | 3% |
| Mean including zero | 3.2 |
| Median including zero | 0 |
| | |
| Mean not including zero | 6.9 |
| Median not including zero | 3 |

APPENDIX D:

| P19. What time of year do you purchase the most books (either print books or ebooks) for your child to read for fun? | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| During the school year | 37% |
| When school is out for the summer | 24% |
| During the holiday season | 15% |
| For child's birthday | 6% |
| Other | 18% |
| | |
| P20a. Thinking about your child and reading books for fun, which of the following do you think are the benefits of reading ebooks compared to books printed on paper? | Total |
| Base: Total Respondents | 1,074 |
| Any (Net) | 81% |
| My child can carry all his/her books in one place | 42% |
| I can buy or access books for my child whenever and wherever we are | 37% |
| My child can easily look up the definition of words | 33% |
| It is more environmentally friendly since it is paperless | 30% |
| My child can sample books before buying them | 28% |
| It is a cool/more interesting way to read | 27% |
| eBooks cost less | 22% |
| My child will read more for fun | 22% |
| Some ebooks have a read-aloud option and will read to my child | 17% |
| It is easier to find recommendations for books my child might like | 14% |
| Some ebooks have added features like games or videos | 14% |
| It is better for reading at bedtime | 11% |
| There is no bookstore close to where I live but I can easily order books online | 11% |

APPENDIX D:

| | |
|--|--------------|
| (continued) It is easier to read the text | 9% |
| Other | 2% |
| None of the above | 19% |
| | |
| P20a. Thinking about your child and reading books for fun, which of the following do you think are the benefits of reading eBooks compared to books printed on paper? | Total |
| Base: Child Has Read an eBook | 500 |
| Any (Net) | 90% |
| My child can carry all his/her books in one place | 50% |
| I can buy or access books for my child whenever and wherever we are | 45% |
| My child can easily look up the definition of words | 41% |
| My child can sample books before buying them | 37% |
| It is more environmentally friendly since it is paperless | 36% |
| It is a cool/more interesting way to read | 32% |
| eBooks cost less | 31% |
| My child will read more for fun | 25% |
| Some eBooks have a read-aloud option and will read to my child | 22% |
| It is easier to find recommendations for books my child might like | 19% |
| There is no bookstore close to where I live but I can easily order books online | 16% |
| Some eBooks have added features like games or videos | 16% |
| It is better for reading at bedtime | 15% |
| It is easier to read the text | 11% |
| Other | 2% |
| None of the above | 10% |

APPENDIX D:

| P20a. Thinking about your child and reading books for fun, which of the following do you think are the benefits of reading ebooks compared to books printed on paper? | Total |
|--|--------------|
| Base: Child Has Not Read an eBook | 574 |
| Any (Net) | 73% |
| My child can carry all his/her books in one place | 35% |
| I can buy or access books for my child whenever and wherever we are | 29% |
| My child can easily look up the definition of words | 25% |
| It is more environmentally friendly since it is paperless | 25% |
| It is a cool/more interesting way to read | 22% |
| My child can sample books before buying them | 20% |
| My child will read more for fun | 18% |
| eBooks cost less | 15% |
| Some ebooks have a read-aloud option and will read to my child | 13% |
| Some ebooks have added features like games or videos | 11% |
| It is easier to find recommendations for books my child might like | 11% |
| It is better for reading at bedtime | 8% |
| It is easier to read the text | 7% |
| There is no bookstore close to where I live but I can easily order books online | 7% |
| Other | 2% |
| None of the above | 27% |

APPENDIX D:

| P20b. Still thinking about your child and reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks? | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| Any (Net) | 90% |
| I like my child to get away from technology sometimes | 55% |
| My child doesn't have to worry about charging a battery | 50% |
| My child likes to be able to see how much of the book he/she has read | 44% |
| My child likes being able to physically see all the books he/she has read | 38% |
| It is better for reading at bedtime | 30% |
| It is easier to read the text | 27% |
| My child likes holding a book rather than an electronic device | 26% |
| My child likes to share print books with friends | 22% |
| Print books cost less | 19% |
| My child will read more for fun | 17% |
| Other | 4% |
| None of the above | 10% |
| | |
| P20b. Still thinking about your child and reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks? | Total |
| Base: Child Has Read an eBook | 500 |
| Any (Net) | 93% |
| I like my child to get away from technology sometimes | 54% |
| My child doesn't have to worry about charging a battery | 53% |
| My child likes to be able to see how much of the book he/she has read | 46% |
| My child likes being able to physically see all the books he/she has read | 39% |
| It is better for reading at bedtime | 29% |

APPENDIX D:

| | |
|---|--------------|
| (continued) My child likes holding a book rather than an electronic device | 26% |
| It is easier to read the text | 25% |
| My child likes to share print books with friends | 23% |
| Print books cost less | 18% |
| My child will read more for fun | 14% |
| Other | 5% |
| None of the above | 7% |
| | |
| P20b. Still thinking about your child and reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks? | Total |
| Base: Child Has Not Read an eBook | 574 |
| Any (Net) | 88% |
| I like my child to get away from technology sometimes | 55% |
| My child doesn't have to worry about charging a battery | 48% |
| My child likes to be able to see how much of the book he/she has read | 42% |
| My child likes being able to physically see all the books he/she has read | 38% |
| It is better for reading at bedtime | 31% |
| It is easier to read the text | 28% |
| My child likes holding a book rather than an electronic device | 26% |
| My child likes to share print books with friends | 22% |
| My child will read more for fun | 20% |
| Print books cost less | 19% |
| Other | 4% |
| None of the above | 12% |

APPENDIX D:

| P21. How important are the following to you when looking for an ebook for your child? | Total |
|---|-------|
| Summary of EXTREMELY IMPORTANT Base: Child Has Read an eBook | 500 |
| The ebook has a read-aloud option | 36% |
| The ebook helps my child follow along when the narrator is reading | 35% |
| The ebook has video | 34% |
| The ebook has fun activities like games | 31% |
| The ebook app or device allows me to monitor/track my child's reading | 30% |
| The ebook has built-in activities to make my child a better reader and/or build his/her vocabulary | 28% |
| The ebook has a dictionary | 28% |
| The ebook has note-taking, highlighting and/or commenting features | 28% |
| SCALE POINTS: Extremely important Very important Somewhat important Not very important Not at all important | |
| | |
| P21. How important are the following to you when looking for an ebook for your child? | Total |
| Summary of EXTREMELY/VERY IMPORTANT Base: Child Has Read an eBook | 500 |
| The ebook has a read-aloud option | 74% |
| The ebook helps my child follow along when the narrator is reading | 72% |
| The ebook has video | 72% |
| The ebook app or device allows me to monitor/track my child's reading | 71% |
| The ebook has built-in activities to make my child a better reader and/or build his/her vocabulary | 70% |

APPENDIX D:

| | |
|---|--------------|
| (continued) The ebook has note-taking, highlighting and/or commenting features | 70% |
| The ebook has a dictionary | 67% |
| The ebook has fun activities like games | 67% |
| | |
| P22. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements: My child does not read books for fun as often as I did when I was his/her age. | Total |
| Base: Total Respondents | 1,074 |
| Agree (Net) | 46% |
| Agree strongly | 18% |
| Agree somewhat | 28% |
| Disagree (Net) | 54% |
| Disagree somewhat | 26% |
| Disagree strongly | 27% |
| | |
| P22. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements: My child too frequently quits reading a book before finishing it. | Total |
| Base: Total Respondents | 1,074 |
| Agree (Net) | 35% |
| Agree strongly | 7% |
| Agree somewhat | 28% |
| Disagree (Net) | 65% |
| Disagree somewhat | 30% |
| Disagree strongly | 36% |

APPENDIX D:

| P22. Please indicate whether you agree strongly, agree somewhat, disagree strongly, or disagree somewhat with each of the following statements: My child has trouble finding books he/she likes. | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Agree (Net) | 34% |
| Agree strongly | 8% |
| Agree somewhat | 26% |
| Disagree (Net) | 66% |
| Disagree somewhat | 35% |
| Disagree strongly | 31% |
| | |
| P23. Please let us know, in your opinion, if each item listed below is either: 1) important to you and you think your child gets the right amount of it, 2) important to you and you think your child does not get enough of it, or 3) if it is not important to you. | Total |
| Summary of MY CHILD GETS THE RIGHT AMOUNT | |
| Base: Total Respondents | 1,074 |
| Using his/her imagination | 70% |
| Expressing himself/herself in creative ways | 70% |
| Independently finding and learning about topics that interest him/her | 62% |
| Reading books for fun | 53% |
| Experiencing classic or award-winning literature | 35% |
| SCALE POINTS: This is important to me and my child gets the right amount This is important to me and my child does not get enough This is not important to me | |

APPENDIX D:

| | |
|---|--------------|
| P23. Please let us know, in your opinion, if each item listed below is either: 1) important to you and you think your child gets the right amount of it, 2) important to you and you think your child does not get enough of it, or 3) if it is not important to you. | Total |
| Summary of THIS IS IMPORTANT AND MY CHILD DOES NOT GET ENOUGH Base: Total Respondents | 1,074 |
| Experiencing classic or award-winning literature | 43% |
| Reading books for fun | 42% |
| Independently finding and learning about topics that interest him/her | 36% |
| Expressing himself/herself in creative ways | 27% |
| Using his/her imagination | 26% |
| | |
| P24. Now we would like to know about the books your child is required to read for school. For each reason, we would like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for your child to read the books that are required for school. Remember, when we say “the books that are required for school,” we do not mean textbooks. | Total |
| Summary of EXTREMELY IMPORTANT Base: Total Respondents | 1,074 |
| To help my child be successful in school now | 59% |
| To help my child be successful after high school | 53% |
| For my child to learn new information | 53% |
| For my child to use his/her imagination | 37% |
| For my child to be inspired by the characters or the story | 30% |
| To entertain my child | 24% |
| SCALE POINTS: Extremely important reason to read required books Very important reason to read required books A little bit of a reason to read required books Not a reason at all to read required books | |

APPENDIX D:

| P24. Now we would like to know about the books your child is required to read for school. For each reason, we would like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for your child to read the books that are required for school. Remember, when we say “the books that are required for school,” we do not mean textbooks. | Total |
|---|--------------|
| Summary of EXTREMELY/VERY IMPORTANT Base: Total Respondents | 1,074 |
| To help my child be successful in school now | 94% |
| For my child to learn new information | 94% |
| To help my child be successful after high school | 90% |
| For my child to use his/her imagination | 84% |
| For my child to be inspired by the characters or the story | 70% |
| To entertain my child | 64% |
| | |
| P25. Which of the following have you done to support your child’s reading habits? | Total |
| Base: Total Respondents | 1,074 |
| Any (Net) | 93% |
| Give books to my child as gifts | 67% |
| Always have a wide variety of books in my home available for my child | 55% |
| Put limits on the amount of time my child can spend watching TV, playing video games, or using the computer | 46% |
| Build reading into my child’s daily routine or schedule | 38% |
| Read the same books as my child so I can talk with him/her about the books | 31% |
| Use movies or TV shows that are based on books to get my child interested in those books | 29% |
| Look for information about books so I can suggest titles that I think my child will enjoy | 29% |
| Reward my child for reading books | 29% |

APPENDIX D:

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|---|--------------|
| (continued) Make sure my child does reading-related activities or games on a computer | 22% |
| Make sure my child uses or plays with educational/word-related board games, word blocks, etc. | 22% |
| Encourage my child to go online and explore a book's/author's website | 15% |
| Encourage my child to read ebooks on a device we already have | 13% |
| Have my child participate in book clubs or other reading groups that meet in person | 11% |
| Bought a device specifically to encourage my child to read ebooks | 9% |
| Look for ebooks with interactive features | 5% |
| Other | 4% |
| None of these | 7% |
| | |
| P26. What source are you most likely to turn to to find the right book for your child? | Total |
| Base: Total Respondents | 1,074 |
| Any (Net) | 89% |
| Barnes & Noble | 41% |
| Amazon | 38% |
| Scholastic | 33% |
| Disney | 12% |
| iTunes | 5% |
| Other | 18% |
| None of the above | 11% |

APPENDIX D:

| P27. How many books do you think kids your child's age should read when school is out during the summer? | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| Zero | 1% |
| One or more (Net) | 99% |
| 1-2 books | 10% |
| 3-4 | 26% |
| 5-6 | 24% |
| 7-9 | 5% |
| 10-14 | 17% |
| 15-19 | 3% |
| 20 or more | 14% |
| Mean including zero | 10.5 |
| Median including zero | 6 |
| | |
| Mean not including zero | 10.6 |
| Median not including zero | 6 |
| | |
| P28a. Do you think kids your child's age should be required to read over the summer? | Total |
| Base: Total Respondents | 1,074 |
| Yes | 79% |
| No | 21% |

APPENDIX D:

| P28b. For required summer reading, which do you agree with most? | Total |
|--|--------------|
| Base: Think Kids Should Be Required to Read Over the Summer | 822 |
| My child should be required to read a list of specific books assigned by a teacher | 12% |
| My child should be required to read a specific number of books but should be able to choose the titles from a list provided by a teacher | 44% |
| My child should be required to read a specific number of books but should be able to choose any title of his/her choice | 44% |
| | |
| P29a/b. Was your child required to read books over the summer? | Total |
| Base: Total Respondents | 1,074 |
| Yes, child was required to read (Net) | 30% |
| Required to read 1-4 books | 15% |
| Required to read 5-9 books | 1% |
| Required to read 10+ books | 2% |
| No specific amount, my child was just required to read | 10% |
| Not sure of the amount my child was required to read | 1% |
| No, child was not required to read | 65% |
| | |
| P31. How many books did you read to or with your child this summer? | Total |
| Base: Child is Under Age 12 | 533 |
| Did not read to child over the summer | 26% |
| Read to child over the summer (Net) | 74% |
| 1-2 books | 21% |
| 3-4 | 11% |
| 5-9 | 12% |
| 10-14 | 11% |

APPENDIX D:

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|--|--------------|
| (continued) 15–19 | 4% |
| 20 or more | 16% |
| Mean including zero | 10.2 |
| Median including zero | 3 |
| | |
| Mean not including zero | 13.8 |
| Median not including zero | 5 |
| | |
| P32. Do you think that reading books over the summer can help your child be better prepared for the school year? | Total |
| Base: Total Respondents | 1,074 |
| Yes (Net) | 92% |
| Yes, it will help my child be much more prepared | 62% |
| Yes, it will help my child be more prepared | 30% |
| No, it will not help my child be more prepared | 4% |
| I don't know | 4% |
| | |
| P32. Now thinking about if you have ever done the following, for each row please check the items that apply to you: Read The Hunger Games trilogy | Total |
| Base: Total Respondents | 1,074 |
| Read at least one book in series (Net) | 20% |
| Read print book | 17% |
| Read ebook | 5% |
| Did not read any books in series | 80% |

APPENDIX D:

| P32. Now thinking about if you have ever done the following, for each row please check the items that apply to you: Read The Harry Potter series | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| Read at least one book in series (Net) | 30% |
| Read print book | 29% |
| Read ebook | 2% |
| Did not read any books in series | 70% |
| | |
| P32. Now thinking about if you have ever done the following, for each row please check the items that apply to you: Read The Twilight series | Total |
| Base: Total Respondents | 1,074 |
| Read at least one book in series (Net) | 23% |
| Read print book | 21% |
| Read ebook | 2% |
| Did not read any books in series | 77% |
| | |
| P32. Now thinking about if you have ever done the following, for each row please check the items that apply to you: Read The Hobbit/The Lord of the Rings series | Total |
| Base: Total Respondents | 1,074 |
| Read at least one book in series (Net) | 29% |
| Read print book | 28% |
| Read ebook | 1% |
| Did not read any books in series | 71% |

APPENDIX D:

| P33/34. Which of the following have you done with your child in the past week? How many print and/or ebooks have you read with your child in the past week? | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Watched TV | 82% |
| Ate dinner together as a family | 94% |
| Read a book together (Net) | 29% |
| 1-2 books | 16% |
| 3-4 | 6% |
| 5-9 | 3% |
| 10 or more | 2% |
| Refused | 2% |
| Mean including zero | 1 |
| Median including zero | 0 |
| | |
| Mean not including zero | 3.9 |
| Median not including zero | 2 |
| | |
| P35. How many print books are in your home? | Total |
| Base: Total Respondents | 1,074 |
| Zero | * |
| Any (Net) | 100% |
| 1-49 books | 30% |
| 50-149 | 33% |
| 150-299 | 18% |
| 300-499 | 8% |
| 500 or more books | 11% |
| Mean | 173.6 |

APPENDIX D:

| P36. How many ebooks does your family own? | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Zero | 54% |
| Any (Net) | 46% |
| 1-49 ebooks | 36% |
| 50-149 | 7% |
| 150-299 | 2% |
| 300-499 | 1% |
| 500 or more ebooks | 1% |
| Mean | 29.3 |
| | |
| P37. Which describes your print book collection best? | Total |
| Base: Have Print Books in Home | 1,057 |
| Mostly children's books | 31% |
| Mostly adult books | 17% |
| An even mix of both | 52% |
| | |
| P38. Which describes your ebook collection best? | Total |
| Base: Have eBooks in Home | 509 |
| Mostly children's books | 13% |
| Mostly adult books | 59% |
| An even mix of both | 28% |
| | |
| P39. And finally, has your child started school for the year? | Total |
| Base: Total Respondents | 1,074 |
| Yes | 86% |
| No | 14% |

APPENDIX D:

Kid Survey

| K1. The first question is very easy: What grade are you in now? If you haven't started school yet, please say the grade you will be in. | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Kindergarten | 2% |
| 1st grade | 9% |
| 2nd grade | 7% |
| 3rd grade | 8% |
| 4th grade | 10% |
| 5th grade | 8% |
| 6th grade | 8% |
| 7th grade | 7% |
| 8th grade | 9% |
| 9th grade | 10% |
| 10th grade | 8% |
| 11th grade | 10% |
| 12th grade | 6% |
| | |
| K2a. Which of the things listed below do you do? | Total |
| Base: Total Respondents | 1,074 |
| Any (Net) | 100% |
| Watch TV, DVDs, or videos | 90% |
| Play video or computer games on any kind of electronic device | 78% |
| Go online and use the Internet on a computer for fun, not for school | 73% |
| Listen to music on an iPod, smartphone, or other similar device | 63% |
| Use a cell phone to text or talk | 51% |

APPENDIX D:

| | |
|---|--------------|
| (continued) Visit social networking sites like Facebook, Twitter, etc. | 39% |
| Use a smartphone or other handheld device for going online | 32% |
| None | 0% |
| | |
| K2b. Now we'd like to know how many days a week you do each of these activities. Please check one box under the column that best describes how often you do each activity in a typical week. | Total |
| Summary of 5-7 DAYS A WEEK Base: Total Respondents | 1,074 |
| Watch TV, DVDs, or videos | 67% |
| Go online and use the Internet on a computer for fun, not for school | 40% |
| Use a cell phone to text or talk | 36% |
| Play video or computer games on any kind of electronic device | 35% |
| Listen to music on an iPod, smartphone, or other similar device | 34% |
| Visit social networking sites like Facebook, Twitter, etc. | 27% |
| Use a smartphone or other handheld device for going online | 21% |
| SCALE POINTS: 7 days a week 5-6 days a week 3-4 days a week 1-2 days a week Less than one day a week/zero | |

APPENDIX D:

| K2b. Now we'd like to know how many days in a week you do each of these activities. Please check one box under the column that best describes how often you do each activity in a typical week. | Total |
|---|--------------|
| Summary of 3-7 DAYS A WEEK | 1,074 |
| Base: Total Respondents | |
| Watch TV, DVDs, or videos | 80% |
| Play video or computer games on any kind of electronic device | 56% |
| Go online and use the Internet on a computer for fun, not for school | 54% |
| Listen to music on an iPod, smartphone, or other similar device | 48% |
| Use a cell phone to text or talk | 43% |
| Visit social networking sites like Facebook, Twitter, etc. | 32% |
| Use a smartphone or other handheld device for going online | 26% |
| | |
| K4. 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. | Total |
| Base: Total Respondents | 1,074 |
| Extremely/Very important (Net) | 51% |
| Extremely important | 19% |
| Very important | 33% |
| A little important | 36% |
| Not important | 12% |
| | |
| K5. How much do you enjoy reading books for fun? | Total |
| Base: Total Respondents | 1,074 |
| Love it/Like it a lot (Net) | 58% |
| I love it | 29% |
| I like it a lot | 29% |
| I like it a little | 33% |
| I don't like it at all | 8% |

APPENDIX D:

| K6a. Please answer yes or no for each statement. Please do not include reading textbooks as you answer this question. | Total |
|--|--------------|
| Summary of YES | 1,074 |
| Base: Total Respondents | |
| Have Read an eBook (Net) | 46% |
| Desktop/Laptop (Subnet) | 29% |
| I have read a book on a laptop computer or netbook | 22% |
| I have read a book on a desktop computer (a computer that stays in one place and can't move from room to room) | 19% |
| Tablet/eReader (Subnet) | 28% |
| I have read a book on an iPad, other tablet like a Kindle Fire, Samsung Galaxy or Nook Color | 21% |
| I have read a book on an electronic device made just for reading ebooks (that is, a device like a Kindle, Nook or Sony Reader) | 19% |
| I have read a book on a handheld device like an iPod touch, PSP, smartphone, Nintendo DS, or other handheld device (Subnet) | 16% |
| Have not read an ebook | 54% |
| | |
| K6b. Are you interested in reading books or stories on any of the electronic devices we just asked you about? | Total |
| Base: Have Not Read an eBook | 574 |
| Yes | 51% |
| No | 49% |

APPENDIX D:

| K7a. Which apps do you use when you read ebooks on an electronic device? (Note: if you touch or click an icon before you start reading an ebook, you are using an app!) | Total |
|--|--------------|
| Base: Have Read an eBook on Any Device, Not Including a Dedicated eReader | 453 |
| Have Read an eBook (Net) | 45% |
| Nook app | 8% |
| Storia app | 2% |
| Kindle app | 24% |
| iBooks app | 13% |
| An app other than these | 4% |
| Don't know | 26% |
| None of these | 29% |
| | |
| K7b. When you read ebooks, do you read them... | Total |
| Base: Have Read an eBook | 500 |
| At home | 75% |
| At school | 27% |
| At a friend's house | 15% |
| At the library | 13% |
| At a community organization (Boys & Girls Club, YMCA, etc.) | 1% |
| Some place else | 9% |

APPENDIX D:

| K9a/b. 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 in your response. | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| Frequent readers (Net) | 34% |
| 7 days a week | 16% |
| 5-6 days a week | 19% |
| Moderately frequent readers (Net) | 40% |
| 3-4 days a week | 21% |
| 1-2 days a week | 19% |
| Infrequent readers (Net) | 26% |
| 2-3 times a month | 3% |
| Once a month | 3% |
| Once every few months | 11% |
| Never | 9% |
| | |
| K10. Each time you read a book for fun, for how long do you usually read? | Total |
| Base: Age 9-17 and Read Books for Fun 5-7 Days a Week | 227 |
| Less than 20 minutes | 11% |
| 20 minutes or more | 89% |

APPENDIX D:

| K11a/b. How many days a week do you read books you are required to read for homework or schoolwork (but not including textbooks that you use for school)? You can include reading ebooks in your response. | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| 5-7 days a week (Net) | 40% |
| 7 days a week | 9% |
| 5-6 days a week | 31% |
| 1-4 days a week (Net) | 45% |
| 3-4 days a week | 25% |
| 1-2 days a week | 20% |
| Less than one day a week/Never (Net) | 15% |
| 2-3 times a month | 2% |
| Once a month | 2% |
| Once every few months | 6% |
| Never | 4% |
| | |
| K12. Each time you read a book required for school, for how long do you usually read? | Total |
| Base: Age 9-17 and Read Books Required for School 5-7 Days a Week | 278 |
| Less than 20 minutes | 17% |
| 20 minutes or more | 83% |

APPENDIX D:

| K14. Which of these things do you think counts as reading? | Total |
|--|--------------|
| Base: Age 9-17 | 793 |
| Any (Net) | 68% |
| Looking for and finding information online | 54% |
| Looking through words and pictures in a comic book | 38% |
| Emailing back and forth with someone | 27% |
| Looking through postings or comments on social networking sites like Facebook, Twitter, etc. | 25% |
| Texting back and forth with friends | 22% |
| None of the above | 32% |
| | |
| K15. The next question asks about some reasons that kids your age might read books for fun. For each, we'd like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for you to read books for fun. | Total |
| Summary of EXTREMELY IMPORTANT REASON | |
| Base: Total Respondents | 1,074 |
| To entertain you | 39% |
| To help you be successful in school now | 30% |
| To use your imagination | 28% |
| To learn new information | 27% |
| To help you be successful after high school | 26% |
| To be inspired by the characters or the story | 19% |
| SCALE POINTS: | |
| Extremely important reason to read books for fun | |
| Very important reason to read books for fun | |
| A little bit of a reason to read books for fun | |
| Not a reason at all to read books for fun | |

APPENDIX D:

| | |
|--|--------------|
| K15. The next question asks about some reasons that kids your age might read books for fun. For each, we'd like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for you to read books for fun. | Total |
| Summary of EXTREMELY/VERY IMPORTANT REASON | 1,074 |
| Base: Total Respondents | |
| To entertain you | 73% |
| To help you be successful in school now | 68% |
| To learn new information | 67% |
| To use your imagination | 66% |
| To help you be successful after high school | 58% |
| To be inspired by the characters or the story | 52% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I am more likely to finish reading a book that I have picked out myself. | Total |
| Base: Total Respondents | 1,074 |
| Agree (Net) | 92% |
| Agree a lot | 60% |
| Agree a little | 32% |
| Disagree (Net) | 8% |
| Disagree a little | 6% |
| Disagree a lot | 2% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'll always want to read books printed on paper even though there are ebooks available. | Total |
| Base: Total Respondents | 1,074 |
| Agree (Net) | 60% |

APPENDIX D:

| | |
|---|--------------|
| (continued) Agree a lot | 27% |
| Agree a little | 33% |
| Disagree (Net) | 40% |
| Disagree a little | 28% |
| Disagree a lot | 12% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'll always want to read books printed on paper even though there are ebooks available. | Total |
| Base: Have Read an eBook | 500 |
| Agree (Net) | 59% |
| Agree a lot | 26% |
| Agree a little | 33% |
| Disagree (Net) | 41% |
| Disagree a little | 29% |
| Disagree a lot | 12% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'll always want to read books printed on paper even though there are ebooks available. | Total |
| Base: Have Not Read an eBook | 574 |
| Agree (Net) | 61% |
| Agree a lot | 28% |
| Agree a little | 33% |
| Disagree (Net) | 39% |
| Disagree a little | 26% |
| Disagree a lot | 13% |

APPENDIX D:

| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I know I should read more books for fun. | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Agree (Net) | 78% |
| Agree a lot | 33% |
| Agree a little | 45% |
| Disagree (Net) | 22% |
| Disagree a little | 15% |
| Disagree a lot | 7% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'd read more books for fun if I had greater access to ebooks that I could read on an electronic device. | Total |
| Base: Total Respondents | 1,074 |
| Agree (Net) | 51% |
| Agree a lot | 17% |
| Agree a little | 34% |
| Disagree (Net) | 49% |
| Disagree a little | 27% |
| Disagree a lot | 22% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'd read more books for fun if I had greater access to ebooks that I could read on an electronic device. | Total |
| Base: Have Read an eBook | 500 |
| Agree (Net) | 56% |

APPENDIX D:

| | |
|--|--------------|
| (continued) Agree a lot | 24% |
| Agree a little | 32% |
| Disagree (Net) | 44% |
| Disagree a little | 29% |
| Disagree a lot | 16% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I'd read more books for fun if I had greater access to eBooks that I could read on an electronic device. | Total |
| Base: Have Not Read an eBook | 574 |
| Agree (Net) | 48% |
| Agree a lot | 12% |
| Agree a little | 36% |
| Disagree (Net) | 52% |
| Disagree a little | 25% |
| Disagree a lot | 27% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I would read more if I could find more books that I like. | Total |
| Base: Total Respondents | 1,074 |
| Agree (Net) | 77% |
| Agree a lot | 37% |
| Agree a little | 40% |
| Disagree (Net) | 23% |
| Disagree a little | 15% |
| Disagree a lot | 8% |

APPENDIX D:

| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: My favorite books are the ones I have picked out myself. | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Agree (Net) | 93% |
| Agree a lot | 63% |
| Agree a little | 30% |
| Disagree (Net) | 7% |
| Disagree a little | 5% |
| Disagree a lot | 2% |
| | |
| K16. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements: I enjoy reading books more now that I read ebooks. | Total |
| Base: Have Read an eBook | 500 |
| Agree (Net) | 51% |
| Agree a lot | 15% |
| Agree a little | 36% |
| Disagree (Net) | 49% |
| Disagree a little | 32% |
| Disagree a lot | 17% |
| | |
| K17a. What kinds of books do you read for fun? | Total |
| Base: Age 9-17 | 793 |
| Action & Adventure | 56% |
| Teen Fiction | 46% |
| Mystery & Suspense | 45% |

APPENDIX D:

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|---|--------------|
| (continued) Humor | 43% |
| Sci-Fi & Fantasy | 36% |
| Comic Books & Graphic Novels | 28% |
| Horror & Supernatural | 27% |
| Science & Nature | 21% |
| Sports & Hobbies | 20% |
| Classics | 19% |
| Biography & History | 17% |
| Other | 8% |
| | |
| K17b. Which kind of book is your favorite kind when reading for fun? | Total |
| Base: Age 9-17 | 793 |
| Teen Fiction | 20% |
| Action & Adventure | 14% |
| Humor | 13% |
| Mystery & Suspense | 12% |
| Sci-Fi & Fantasy | 11% |
| Sports & Hobbies | 7% |
| Comic Books & Graphic Novels | 7% |
| Horror & Supernatural | 6% |
| Science & Nature | 4% |
| Classics | 2% |
| Biography & History | 2% |
| Other | 4% |

APPENDIX D:

| K17c. Are the books you read for fun... | Total |
|--|--------------|
| Base: Read Books for Fun | 921 |
| Mostly nonfiction | 12% |
| Mostly fiction | 53% |
| An equal mix of fiction and nonfiction | 34% |
| | |
| K18a. Do you like the books you have to read for school? | Total |
| Base: Age 6-8 and Read Books Required for School | 250 |
| Yes | 88% |
| No | 12% |
| | |
| K18b. Which of the following choices best describes how you feel about the books you have to read for homework or schoolwork? (Remember, we do not mean textbooks.) | Total |
| Base: Age 9-17 and Read Books Required for School | 772 |
| Like or enjoy all/most (Net) | 46% |
| I like or enjoy all of the books | 9% |
| I like or enjoy most of the books | 37% |
| I like or enjoy about half of the books and dislike the other half | 35% |
| Dislike all/most (Net) | 18% |
| I dislike most of the books | 16% |
| I dislike all of the books | 2% |

APPENDIX D:

| K19. Which of the following have been true for you after you have read a book required for schoolwork or homework? (Again, we do not mean textbooks.) | Total |
|--|--------------|
| Base: Age 9-17 and Read Books Required for School | 772 |
| Positive (Net) | 83% |
| Found new character/author/series that I really liked (Subnet) | 52% |
| I found a character that I really liked | 39% |
| I found a series that I really liked | 27% |
| I found an author that I really liked | 20% |
| I realized that I never would have read a book like it if it wasn't required by my teacher | 42% |
| I was surprised by how much I liked it | 40% |
| I wanted to learn more about a topic I read about | 21% |
| Negative (Net) | 41% |
| I was bored because I did not like the book | 37% |
| I was frustrated because it was too hard for me to read | 12% |
| None of these | 5% |
| | |
| K20a. Are the books you read for school... (Remember, we don't mean textbooks.) | Total |
| Base: Age 9-17 and Read Books for School | 772 |
| Mostly nonfiction | 17% |
| Mostly fiction | 28% |
| An equal mix of fiction and nonfiction | 55% |

APPENDIX D:

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|---|--------------|
| <p>K21. The next question is similar to one we asked earlier about reading books for fun. Now we would like to know about the books you have to read for school. For each reason, we would like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for you to read the books that are required for school.</p> | Total |
| <p>Summary of EXTREMELY IMPORTANT REASON Base: Age 9-17 and Read Books for School</p> | 772 |
| <p>To help you be successful in school now</p> | 39% |
| <p>To learn new information</p> | 35% |
| <p>To help you be successful after high school</p> | 33% |
| <p>To entertain you</p> | 25% |
| <p>To use your imagination</p> | 21% |
| <p>To be inspired by the characters or the story</p> | 19% |
| <p>SCALE POINTS: Extremely important reason to read required books Very important reason to read required books A little bit of a reason to read required books Not a reason at all to read required books</p> | |
| | |
| <p>K21. The next question is similar to one we asked earlier about reading books for fun. Now we would like to know about the books you have to read for school. For each reason, we would like to know if it is an extremely important reason, a very important reason, a little bit of a reason or not a reason at all for you to read the books that are required for school.</p> | Total |
| <p>Summary of EXTREMELY/VERY IMPORTANT REASON Base: Age 9-17 and Read Books for School</p> | 772 |
| <p>To help you be successful in school now</p> | 78% |
| <p>To learn new information</p> | 72% |

APPENDIX D:

| | |
|---|--------------|
| (continued) To help you be successful after high school | 68% |
| To use your imagination | 60% |
| To entertain you | 55% |
| To be inspired by the characters or the story | 48% |
| | |
| K22. Which of the following adult jobs do you think would require you to be a good reader? You can choose as many as you like, as long as your answers are true! | Total |
| Base: Age 9-17 | 793 |
| Teacher | 89% |
| Doctor | 83% |
| Scientist | 81% |
| Business person | 73% |
| Nurse | 69% |
| Actor | 68% |
| Engineer | 67% |
| Secretary | 65% |
| App or video game developer | 49% |
| Salesperson | 38% |
| Mechanic | 34% |
| Construction worker | 28% |
| Fast-food manager | 22% |

APPENDIX D:

| K26a/b/c. Please complete the sentence with the one answer that sounds most like you. | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| The books I enjoy most: | |
| are usually part of a series | 30% |
| are usually not part of a series | 21% |
| I like both equally | 48% |
| | |
| Thinking of books that are also movies: | |
| I like to read the book after seeing the movie | 12% |
| I like to read the book before seeing the movie | 33% |
| it doesn't matter which I do first | 54% |
| | |
| I like books: | |
| with pictures | 30% |
| with no pictures | 19% |
| I like both equally | 50% |
| | |
| K27a. Which best describes you now compared to when you were younger and in elementary school? | Total |
| Base: Age 12-17 | 541 |
| I read books for fun more now | 26% |
| I read books for fun less now | 41% |
| I read books for fun the same amount now | 34% |

APPENDIX D:

| K28a. Which of the following best describes the books you read for fun? | Total |
|--|--------------|
| Base: Have Read an eBook | 500 |
| Most of them are ebooks | 4% |
| About half are ebooks and half are print books | 16% |
| Most of them are print books | 80% |
| | |
| K28b. In general, would you rather read... | Total |
| Base: Total Respondents | 1,074 |
| Among total kids | |
| eBooks | 14% |
| Print books | 50% |
| No preference | 36% |
| | |
| Among kids who have read an ebook | |
| eBooks | 19% |
| Print books | 43% |
| No preference | 38% |
| | |
| Among kids who have not read an ebook | |
| eBooks | 10% |
| Print books | 55% |
| No preference | 35% |

APPENDIX D:

| K29. For each of the situations you see here, do you think ebooks or print books are better? | Total |
|---|--------------|
| Summary of eBooks ARE BETTER | |
| Base: Have Read an eBook | 500 |
| When I don't want my friends to know what I am reading | 54% |
| When I am out and about, traveling from one place to another | 43% |
| When I need or want to take notes/highlight the book I'm reading | 28% |
| When I read at bedtime | 21% |
| When I want to share a book with my friends | 17% |
| When I read a book for fun | 16% |
| When I read a book that has been assigned by a teacher or my school | 10% |
| | |
| K29. For each of the situations you see here, do you think ebooks or print books are better? | Total |
| Summary PRINT BOOKS ARE BETTER | |
| Base: Have Read an eBook | 500 |
| When I want to share a book with my friends | 65% |
| When I read a book that has been assigned by a teacher or my school | 62% |
| When I read at bedtime | 53% |
| When I need or want to take notes/highlight the book I'm reading | 49% |
| When I read a book for fun | 47% |
| When I am out and about, traveling from one place to another | 31% |
| When I don't want my friends to know what I am reading | 24% |
| | |
| K29. For each of the situations you see here, do you think ebooks or print books are better? | Total |
| Summary PRINT BOOKS AND eBooks ARE EQUAL | |
| Base: Have Read an eBook | 500 |
| When I read a book for fun | 35% |

APPENDIX D:

| | |
|--|--------------|
| (continued) When I read a book that has been assigned by a teacher or my school | 26% |
| When I read at bedtime | 25% |
| When I am out and about, traveling from one place to another | 24% |
| When I need or want to take notes/highlight the book I'm reading | 20% |
| When I don't want my friends to know what I am reading | 20% |
| When I want to share a book with my friends | 16% |
| | |
| K31a. Thinking about reading books for fun, which of the following do you think are the benefits of reading ebooks compared to print books? | Total |
| Base: Age 9-17 | 793 |
| Any (Net) | 82% |
| I can carry all my books in one place | 52% |
| I (or a parent) can buy or get books whenever and wherever we are | 40% |
| It is a cool/more interesting way to read | 36% |
| I can easily look up words | 36% |
| It's more environmentally friendly since it is paperless | 36% |
| Some ebooks have added features like games or videos | 32% |
| I can sample or try books before getting them | 31% |
| It is easier to find recommendations for books I might like | 23% |
| Some ebooks have a read-aloud option and can read to me | 22% |
| I will read more for fun | 22% |
| It is easier to read the text | 15% |
| Other | 2% |
| None of the above | 18% |

APPENDIX D:

| K31a. Thinking about reading books for fun, which of the following do you think are the benefits of reading ebooks compared to print books? | Total |
|--|--------------|
| Base: Age 9-17 and Have Read an eBook | 368 |
| Any (Net) | 90% |
| I can carry all my books in one place | 62% |
| I (or a parent) can buy or get books whenever and wherever we are | 53% |
| I can easily look up words | 49% |
| It is a cool/more interesting way to read | 45% |
| It's more environmentally friendly since it is paperless | 43% |
| I can sample or try books before getting them | 39% |
| Some ebooks have added features like games or videos | 38% |
| It is easier to find recommendations for books I might like | 33% |
| I will read more for fun | 29% |
| Some ebooks have a read-aloud option and can read to me | 27% |
| It is easier to read the text | 23% |
| Other | 1% |
| None of the above | 10% |
| | |
| K31a. Thinking about reading books for fun, which of the following do you think are the benefits of reading ebooks compared to print books? | Total |
| Base: Age 9-17 and Do Not Read eBooks | 425 |
| Any (Net) | 75% |
| I can carry all my books in one place | 44% |
| I (or a parent) can buy or get books whenever and wherever we are | 29% |
| It's more environmentally friendly since it is paperless | 29% |
| It is a cool/more interesting way to read | 29% |

APPENDIX D:

| | |
|--|--------------|
| (continued) Some ebooks have added features like games or videos | 26% |
| I can easily look up words | 25% |
| I can sample or try books before getting them | 24% |
| Some ebooks have a read-aloud option and can read to me | 18% |
| I will read more for fun | 16% |
| It is easier to find recommendations for books I might like | 14% |
| It is easier to read the text | 8% |
| Other | 3% |
| None of the above | 25% |
| | |
| K31a. Thinking about reading books for fun, which of the following do you think are the benefits of reading ebooks compared to print books? | Total |
| Base: Age 6-17 and Have Read an eBook | 500 |
| Any (Net) | 90% |
| I can carry all my books in one place | 57% |
| I (or a parent) can buy or get books whenever and wherever we are | 47% |
| It is a cool/more interesting way to read | 44% |
| I can easily look up words | 43% |
| It's more environmentally friendly since it is paperless | 38% |
| Some ebooks have added features like games or videos | 38% |
| I can sample or try books before getting them | 34% |
| Some ebooks have a read-aloud option and can read to me | 31% |
| I will read more for fun | 30% |
| It is easier to find recommendations for books I might like | 27% |
| It is easier to read the text | 21% |
| Other | 1% |
| None of the above | 10% |

APPENDIX D:

| K31b. Still thinking about reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks? | Total |
|--|--------------|
| Base: Age 9-17 | 793 |
| Any (Net) | 87% |
| I don't have to worry about charging a battery | 56% |
| I like to be able to see how much of the book I have read | 55% |
| I like being able to see all the books I have read | 37% |
| I like to share print books with friends | 36% |
| I like holding a book rather than an electronic device | 36% |
| It is easier to read the text | 31% |
| I sometimes like to get away from technology | 31% |
| I will read more for fun | 27% |
| Other | 3% |
| None of the above | 13% |
| | |
| K31b. Still thinking about reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks? | Total |
| Base: Age 9-17 and Have Read an eBook | 368 |
| Any (Net) | 94% |
| I don't have to worry about charging a battery | 67% |
| I like to be able to see how much of the book I have read | 56% |
| I like to share print books with friends | 43% |
| I like being able to see all the books I have read | 41% |

APPENDIX D:

| | |
|--|--------------|
| (continued) I like holding a book rather than an electronic device | 38% |
| I sometimes like to get away from technology | 35% |
| It is easier to read the text | 35% |
| I will read more for fun | 32% |
| Other | 2% |
| None of the above | 6% |
| | |
| K31b. Still thinking about reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks? | Total |
| Base: Age 9-17 and Do Not Read eBooks | 425 |
| Any (Net) | 81% |
| I like to be able to see how much of the book I have read | 53% |
| I don't have to worry about charging a battery | 46% |
| I like holding a book rather than an electronic device | 34% |
| I like being able to see all the books I have read | 33% |
| I like to share print books with friends | 31% |
| It is easier to read the text | 27% |
| I sometimes like to get away from technology | 27% |
| I will read more for fun | 22% |
| Other | 3% |
| None of the above | 19% |

APPENDIX D:

| K31b. Still thinking about reading books for fun, which of the following do you think are the benefits of reading print books compared to ebooks? | Total |
|--|--------------|
| Base: Age 6-17 and Have Read an eBook | 500 |
| Any (Net) | 93% |
| I don't have to worry about charging a battery | 60% |
| I like to be able to see how much of the book I have read | 53% |
| I like to share print books with friends | 41% |
| I like being able to see all the books I have read | 39% |
| I like holding a book rather than an electronic device | 37% |
| It is easier to read the text | 33% |
| I sometimes like to get away from technology | 30% |
| I will read more for fun | 29% |
| Other | 3% |
| None of the above | 7% |
| | |
| K32. How important are the following to you when choosing an ebook to read? | Total |
| Summary of REALLY IMPORTANT | |
| Base: Total Respondents | 1,074 |
| The ebook has fun activities like games | 30% |
| The ebook has a dictionary | 25% |
| The ebook has built-in activities to make me a better reader and/or build my vocabulary | 25% |
| The ebook has video | 24% |
| The ebook has a read-aloud option/it can read to me | 24% |
| The ebook has note-taking, highlighting, and/or commenting features | 22% |
| The ebook helps me follow along when the narrator is reading | 20% |

APPENDIX D:

| | |
|---|--------------|
| (continued) The ebook, app, or device allows a parent to know how much I am reading | 14% |
| SCALE POINTS: | |
| Really important | |
| A little important | |
| Not important | |
| | |
| K32. How important are the following to you when choosing an ebook to read? | Total |
| Summary of REALLY/A LITTLE IMPORTANT | |
| Base: Total Respondents | 1,074 |
| The ebook has a dictionary | 68% |
| The ebook has fun activities like games | 64% |
| The ebook has built-in activities to make me a better reader and/or build my vocabulary | 63% |
| The ebook has note-taking, highlighting, and/or commenting features | 63% |
| The ebook has video | 61% |
| The ebook has a read-aloud option/it can read to me | 58% |
| The ebook helps me follow along when the narrator is reading | 56% |
| The ebook, app, or device allows a parent to know how much I am reading | 48% |
| | |
| K32. How important are the following to you when choosing an ebook to read? | Total |
| Summary of REALLY IMPORTANT | |
| Base: Have Read an eBook | 500 |
| The ebook has fun activities like games | 30% |
| The ebook has a dictionary | 30% |
| The ebook has note-taking, highlighting, and/or commenting features | 30% |
| The ebook has built-in activities to make me a better reader and/or build my vocabulary | 28% |
| The ebook has a read-aloud option/it can read to me | 27% |
| The ebook helps me follow along when the narrator is reading | 24% |
| The ebook has video | 24% |
| The ebook, app, or device allows a parent to know how much I am reading | 15% |

APPENDIX D:

| K32. How important are the following to you when choosing an ebook to read? | Total |
|---|--------------|
| Summary of REALLY/A LITTLE IMPORTANT | |
| Base: Have Read an eBook | 500 |
| The ebook has a dictionary | 72% |
| The ebook has note-taking, highlighting, and/or commenting features | 70% |
| The ebook has built-in activities to make me a better reader and/or build my vocabulary | 67% |
| The ebook has fun activities like games | 64% |
| The ebook has video | 62% |
| The ebook has a read-aloud option/it can read to me | 61% |
| The ebook helps me follow along when the narrator is reading | 59% |
| The ebook, app, or device allows a parent to know how much I am reading | 50% |
| | |
| K32. How important are the following to you when choosing an ebook to read? | Total |
| Summary of REALLY IMPORTANT | |
| Base: Have Not Read an eBook | 574 |
| The ebook has fun activities like games | 29% |
| The ebook has video | 24% |
| The ebook has built-in activities to make me a better reader and/or build my vocabulary | 22% |
| The ebook has a read-aloud option/it can read to me | 21% |
| The ebook has a dictionary | 21% |
| The ebook has note-taking, highlighting, and/or commenting features | 16% |
| The ebook helps me follow along when the narrator is reading | 16% |
| The ebook, app, or device allows a parent to know how much I am reading | 13% |

APPENDIX D:

| K32. How important are the following to you when choosing an ebook to read? | Total |
|--|--------------|
| Summary of REALLY/A LITTLE IMPORTANT | |
| Base: Have Not Read an eBook | 574 |
| The ebook has a dictionary | 64% |
| The ebook has fun activities like games | 64% |
| The ebook has built-in activities to make me a better reader and/or build my vocabulary | 60% |
| The ebook has video | 60% |
| The ebook has note-taking, highlighting, and/or commenting features | 58% |
| The ebook has a read-aloud option/it can read to me | 56% |
| The ebook helps me follow along when the narrator is reading | 54% |
| The ebook, app, or device allows a parent to know how much I am reading | 45% |
| | |
| K33. Which of the following is true for you? | Total |
| Base: Have Read an eBook | 500 |
| I am more likely to finish an ebook than a print book | 14% |
| I am more likely to finish a print book than an ebook | 34% |
| I am equally likely to finish a print book and an ebook | 52% |
| | |
| K34. Since starting to read ebooks, are you now reading more books, fewer books, or the same amount of books? (Please think about ebooks and print books when answering this question.) | Total |
| Base: Have Read an eBook | 500 |
| More books | 21% |
| Fewer books | 9% |
| The same amount of books | 70% |

APPENDIX D:

| K36. Which of the following is true for you when it comes to reading ebooks compared to print books? | Total |
|--|--------------|
| Base: Age 9-17 and Have Read an eBook | 368 |
| Any (Net) | 40% |
| I read more, but for shorter amounts of time | 18% |
| I multi-task more | 17% |
| My friends and I talk more about the books we read | 14% |
| I share more books with my friends | 11% |
| None of these are true for me | 60% |
| | |
| K37b. Was the last book you read a print book or an ebook? | Total |
| Base: Mentioned a Book Title Read for Fun | 845 |
| Print | 94% |
| eBook | 6% |
| | |
| K38. Please choose all of the people from whom you get ideas about which books to read for fun. Like we've mentioned before, this means books that are not part of your schoolwork or homework. | Total |
| Base: Total Respondents | 1,074 |
| Any (Net) | 93% |
| Mom/Dad (Subnet) | 73% |
| Mom | 67% |
| Dad | 42% |
| Teacher or librarian | 57% |
| Friends | 55% |
| Brothers, sisters, cousins | 32% |
| Grandparents | 18% |
| Other grown-ups/adults | 13% |
| None of these | 7% |

APPENDIX D:

| K39a. Which of the following sources do you use to find books to read for fun? | Total |
|--|-------|
| Base: Age 9-17 | 793 |
| Any (Net) | 86% |
| School/Library (Subnet) | 76% |
| Library | 60% |
| School book fair | 40% |
| School reading list | 23% |
| School book club flyer | 13% |
| School website | 10% |
| Bookstore | 35% |
| Book websites (Subnet) | 14% |
| Websites that sell or recommend books | 12% |
| Tumblr | 3% |
| Goodreads | 2% |
| Social networking sites (Subnet) | 12% |
| Facebook | 11% |
| Twitter | 1% |
| Pinterest | 1% |
| Reader or author blogs (Subnet) | 5% |
| Blogs by authors | 3% |
| Blogs by readers | 2% |
| Other | 6% |
| None of these | 14% |

APPENDIX D:

| K39b. Which one of the following sources is the most helpful in finding books to read for fun? | Total |
|---|--------------|
| Base: Age 9-17 | 793 |
| Any (Net) | 82% |
| School/Library (Subnet) | 58% |
| Library | 39% |
| School book fair | 12% |
| School reading list | 4% |
| School book club flyer | 2% |
| School website | 1% |
| Bookstore | 11% |
| Book websites (Subnet) | 6% |
| Websites that sell or recommend books | 5% |
| Tumblr | 1% |
| Goodreads | 1% |
| Social networking sites (Subnet) | 3% |
| Facebook | 2% |
| Twitter | * |
| Pinterest | * |
| Reader or author blogs (Subnet) | 1% |
| Blogs by authors | * |
| Blogs by readers | * |
| Other | 4% |
| None of these | 15% |

APPENDIX D:

| K39b. Which one of the following sources is the most helpful in finding books to read for fun? | Total |
|---|--------------|
| Base: Age 9-17 and Use Any Source for Finding Books to Read for Fun | 662 |
| Any (Net) | 97% |
| School/Library (Subnet) | 68% |
| Library | 46% |
| School book fair | 14% |
| School reading list | 5% |
| School book club flyer | 3% |
| School website | 1% |
| Bookstore | 13% |
| Book websites (Subnet) | 7% |
| Websites that sell or recommend books | 5% |
| Tumblr | 1% |
| Goodreads | 1% |
| Social networking sites (Subnet) | 3% |
| Facebook | 2% |
| Twitter | * |
| Pinterest | * |
| Reader or author blogs (Subnet) | 1% |
| Blogs by authors | 1% |
| Blogs by readers | * |
| Other | 5% |
| None of these | 2% |

APPENDIX D:

| K39c. Has watching a movie or a TV show interested you in reading the book it's based on? | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| Yes | 61% |
| No | 39% |
| | |
| K40. How many books did you read this summer? | Total |
| Base: Total Respondents | 1,074 |
| Zero | 14% |
| One or More (Net) | 86% |
| 1-3 books (Subnet) | 33% |
| 1 | 11% |
| 2 | 13% |
| 3 | 9% |
| 4 or more (Subnet) | 53% |
| 4-6 | 15% |
| 7-9 | 8% |
| 10-14 | 10% |
| 15-19 | 5% |
| 20 or more | 15% |
| Mean including zero | 10.7 |
| Median including zero | 4 |
| | |
| Mean not including zero | 12.5 |
| Median not including zero | 5 |

APPENDIX D:

| K41. And how many of the books you read this summer did you have to read for school? | Total |
|--|-------|
| Base: Read Books Over the Summer | 902 |
| Zero | 68% |
| One or more (Net) | 32% |
| 1-3 books (Subnet) | 24% |
| 1 | 9% |
| 2 | 11% |
| 3 | 4% |
| 4 or more (Subnet) | 9% |
| 4-6 | 5% |
| 7-9 | * |
| 10-14 | 2% |
| 15-19 | * |
| 20 or more | 2% |
| Mean including zero | 1.7 |
| Median including zero | 0 |
| | |
| Mean not including zero | 5.4 |
| Median not including zero | 2 |

APPENDIX D:

| K41. And how many of the books you read this summer did you have to read for school? | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| None | 72% |
| One or more (Net) | 28% |
| 1-3 (Subnet) | 20% |
| 1 | 8% |
| 2 | 10% |
| 3 | 3% |
| 4 or more (Subnet) | 7% |
| 4-6 | 4% |
| 7-9 | * |
| 10-14 | 1% |
| 15-19 | * |
| 20 or more | 2% |
| Mean including zero | 1.5 |
| Median including zero | 0 |
| | |
| Mean not including zero | 5.4 |
| Median not including zero | 2 |

APPENDIX D:

| K42a. Were you part of a summer reading program? | Total |
|---|--------------|
| Base: Total Respondents | 1,074 |
| Yes (Net) | 27% |
| Yes, through my library | 17% |
| Yes, through my school | 10% |
| Yes, through another program | 2% |
| Yes, through an online program | 1% |
| Yes, through a summer camp | 1% |
| No, I was not part of any summer reading program | 73% |
| | |
| K43. Do you think that reading books over the summer can help you be better prepared for the school year? | Total |
| Base: Total Respondents | 1,074 |
| Yes (Net) | 71% |
| Yes, it will help make me much more prepared | 35% |
| Yes, it will help make me more prepared | 37% |
| No, it will not help make me more prepared | 7% |
| I don't know | 22% |
| | |
| K43. Do you think that reading books over the summer can help you be better prepared for this school year? | Total |
| Base: Read Books Over the Summer | 902 |
| Yes (Net) | 75% |
| Yes, it will help make me much more prepared | 38% |
| Yes, it will help make me more prepared | 37% |
| No, it will not help make me more prepared | 6% |
| I don't know | 18% |

APPENDIX D:

| K43. Do you think that reading books over the summer can help you be better prepared for the school year? | Total |
|--|--------------|
| Base: Did Not Read Books Over the Summer | 152 |
| Yes (Net) | 48% |
| Yes, it will help make me much more prepared | 13% |
| Yes, it will help make me more prepared | 35% |
| No, it will not help make me more prepared | 13% |
| I don't know | 38% |
| | |
| K44. For each row, please check the items that apply to you: Read The Hunger Games trilogy | Total |
| Base: Age 12-17 | 541 |
| Read at least one book in series (Net) | 51% |
| I read this as a print book | 44% |
| I read this as an ebook | 8% |
| I did not read this | 49% |
| | |
| K44. For each row, please check the items that apply to you: Read the Harry Potter series | Total |
| Base: Total Respondents | 1,074 |
| Read at least one book in series (Net) | 39% |
| I read this as a print book | 37% |
| I read this as an ebook | 3% |
| I did not read this | 61% |

APPENDIX D:

| K44. For each row, please check the items that apply to you: Read The Harry Potter series | Total |
|---|--------------|
| Base: Age 9-17 | 793 |
| Read at least one book in series (Net) | 49% |
| I read this as a print book | 46% |
| I read this as an ebook | 3% |
| I did not read this | 51% |
| | |
| K44. For each row, please check the items that apply to you: Read The Diary of a Wimpy Kid books | Total |
| Base: Total Respondents | 1,074 |
| Read at least one book in series (Net) | 57% |
| I read this as a print book | 55% |
| I read this as an ebook | 3% |
| I did not read this | 43% |
| | |
| K44. For each row, please check the items that apply to you: Read The Diary of a Wimpy Kid books | Total |
| Base: Age 6-11 | 533 |
| Read at least one book in series (Net) | 58% |
| I read this as a print book | 58% |
| I read this as an ebook | 1% |
| I did not read this | 42% |

APPENDIX D:

| K44. Book series: For each row, please check the items that apply to you: Read The Twilight series | Total |
|---|--------------|
| Base: Age 12-17 | 541 |
| Read at least one book in series (Net) | 37% |
| I read this as a print book | 34% |
| I read this as an ebook | 4% |
| I did not read this | 63% |
| | |
| K44. For each row, please check the items that apply to you: Read The Magic Tree House series | Total |
| Base: Total Respondents | 1,074 |
| Read at least one book in series (Net) | 43% |
| I read this as a print book | 42% |
| I read this as an ebook | 2% |
| I did not read this | 57% |
| | |
| K44. For each row, please check the items that apply to you: Read The Magic Tree House series | Total |
| Base: Age 6-11 | 533 |
| Read at least one book in series (Net) | 41% |
| I read this as a print book | 41% |
| I read this as an ebook | 1% |
| I did not read this | 59% |

APPENDIX D:

| K45. Which of these best describes you as a reader? | Total |
|--|--------------|
| Base: Total Respondents | 1,074 |
| I am a great reader | 40% |
| I am a good reader | 37% |
| I am an OK reader | 19% |
| I am not a good reader | 4% |
| | |
| K46a/b. Did an adult sit with you and help you with this survey? Please pick the one statement that best describes how involved an adult was while you were participating in this survey. | Total |
| Base: Total Respondents | 1,074 |
| Yes (Net) | 38% |
| An adult helped me understand a lot of the questions and answers | 11% |
| An adult helped me understand some of the questions and answers | 17% |
| An adult helped me read the survey but did not help me understand anything | 5% |
| An adult was with me but did not read anything or help in any way | 4% |
| Refused | * |
| No | 62% |

