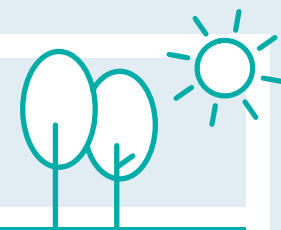


Make the Summer Reading Connection with Families

Children are still playing catch up from the pandemic, making summer reading even more important¹



GIVE FAMILIES MORE INFORMATION



96%
OF PARENTS

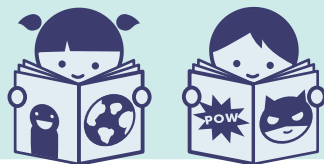
believe that summer reading will be helpful to their child during the school year.

Parents don't know the "why"

Only half of school-age parents (52%) are aware of the well-researched² concept that kids lose valuable academic skills over the course of summer break.

Connect the dots for families

Parents of frequent readers are more likely to be aware of the loss of academic skills connected to summer reading habits than parents of infrequent readers (59% vs. 46%).



SEND HOME BOOKS & RESOURCES

43%
OF KIDS

have fewer than fifty books at home.

41%
OF KIDS

say they get most of the books they read for fun from their school. When schools are closed for the summer, access diminishes.

Three-quarters of parents would find it helpful to have support for skill building around what their child is reading.

► Here's what parents are looking for to support their child's reading:

36% | questions or conversation starters about the reading

35% | a summary of the book or story

31% | recommendations for the best next book

30% | activities that go along with the reading

26% | a list of vocabulary words in the reading

17% | a summary of how the reading helps development

TAP INTO KIDS' INTERESTS FOR SUCCESS

► Let kids choose the books they want to read:

93% of kids say their favorite books are the ones they picked out themselves.

92% of kids say they are more likely to finish reading a book that they have picked out themselves.

► Make time for reading because kids like it:

61% enjoy summer reading, with younger children ages 6-11 more likely to say they enjoy summer reading than older children ages 12-17 (68% vs. 55%).



► Listen to what kids want in books:

58% | Chapter books/novels

56% | Picture books/story books

37% | Graphic novels
Up 15 points since 2018 (22%)

35% | Comic books
Up 5 points since 2018 (30%)

► Host or attend a literacy event:

52% of kids say: "I like going to events that involve reading at my school or in my community."

