



Kids & Family Reading Report™

4th Edition



Harrison Group
a YouGov Company



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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 ages 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 long, sweeping underline.

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.

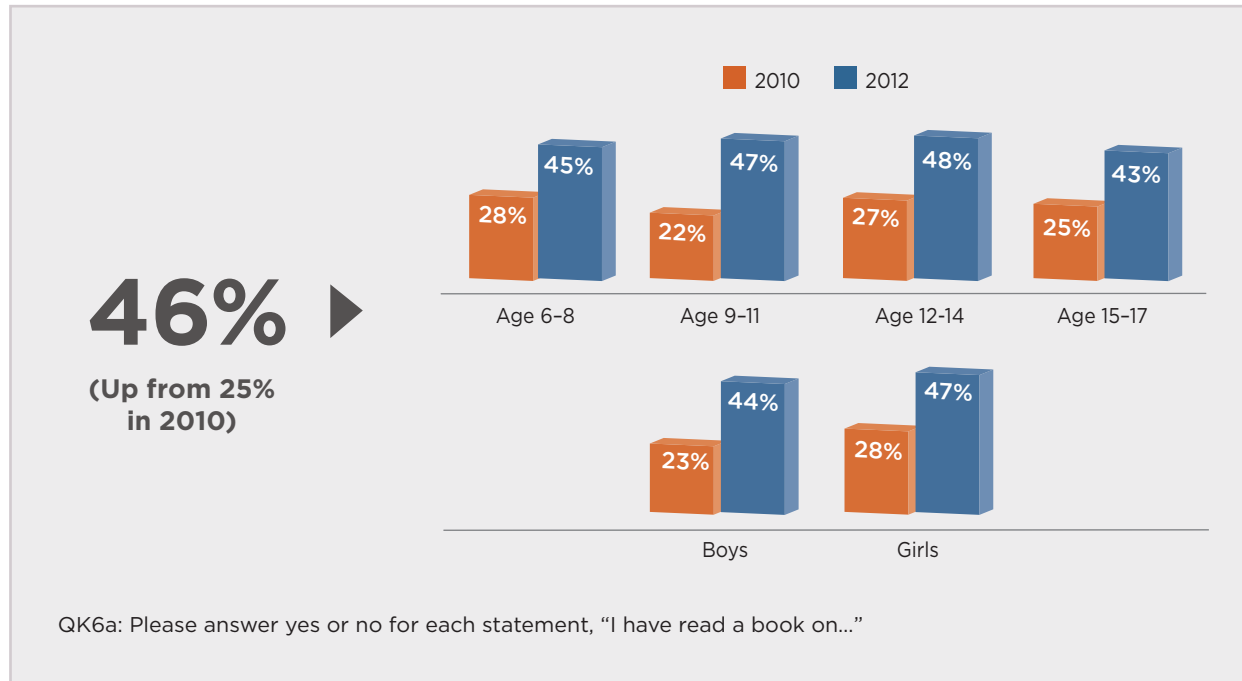
“It’s cool to read on an ereader.”

— 11 year-old boy,
New Jersey

“eBooks are awesome.”

—13 year-old girl,
Michigan

% of Children Who Have Read an eBook



Among Parents:

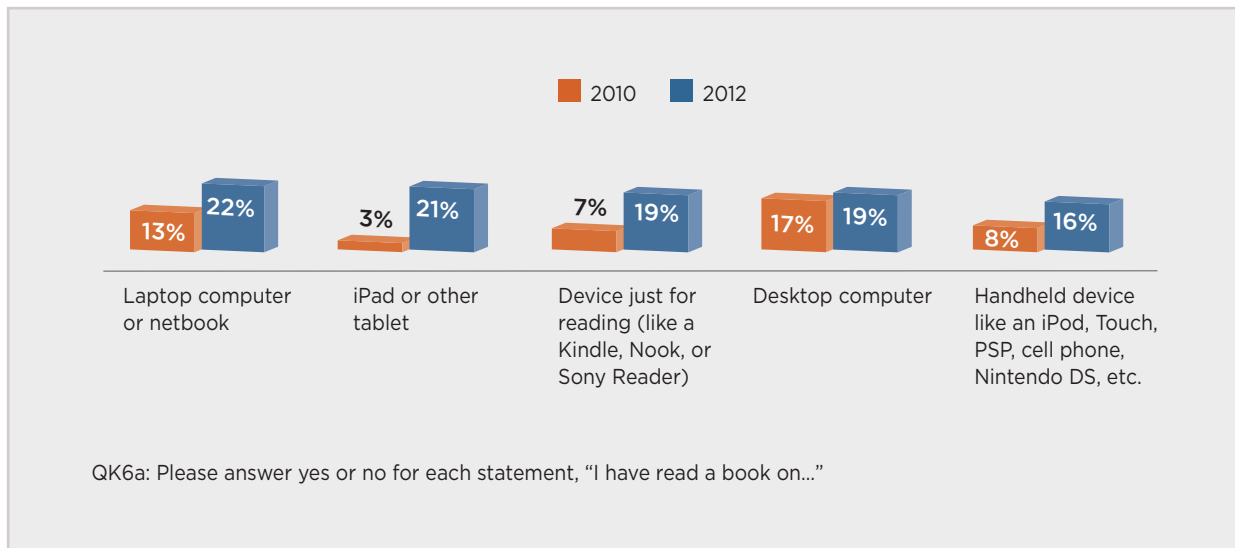
41% have read an ebook, up from 14% in 2010.

“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

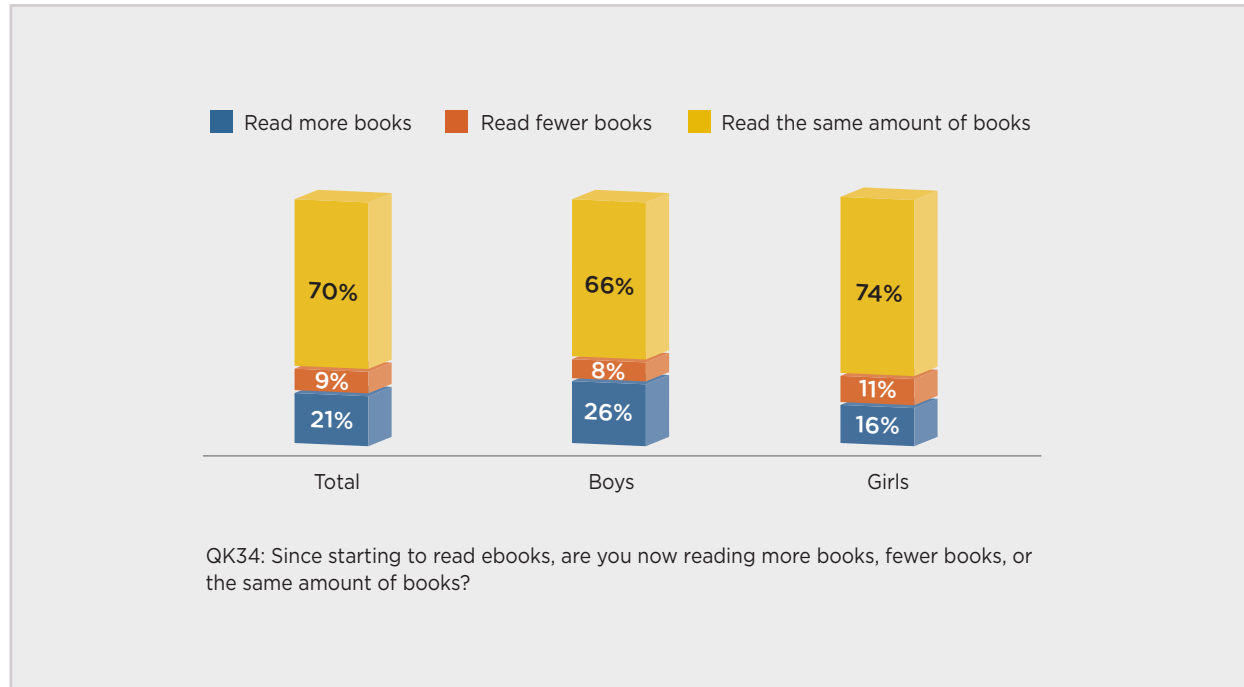
“When I am done with a book I can get another one in minutes.”

— 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:

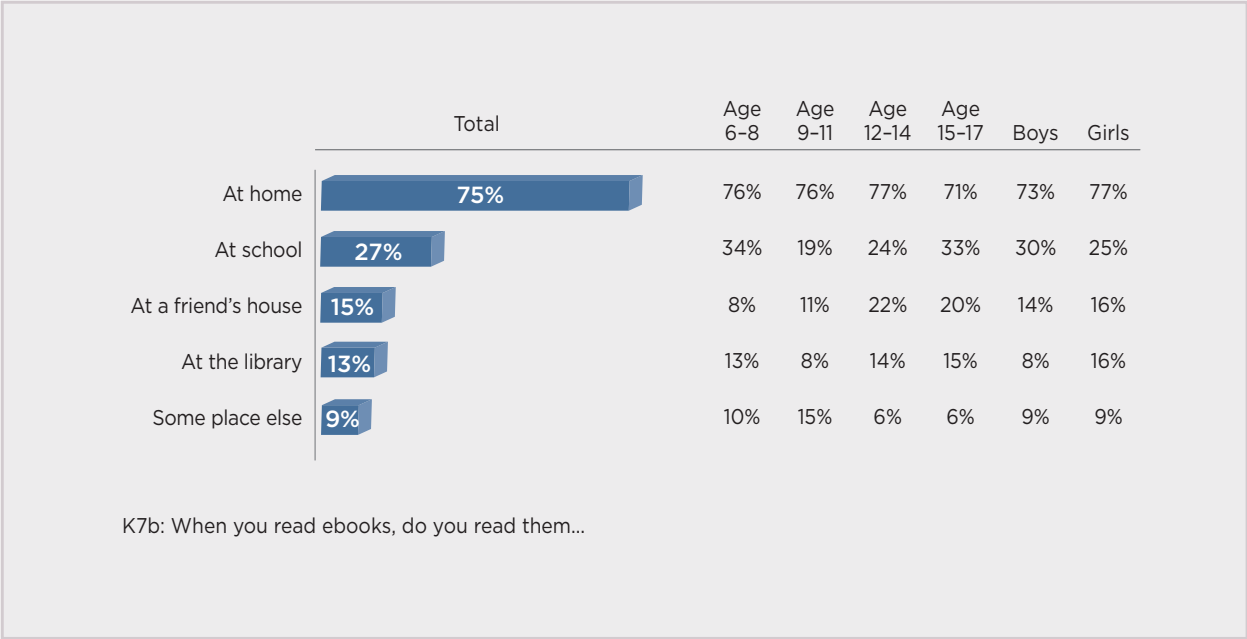
31% who have read an ebook say they personally read more now.

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

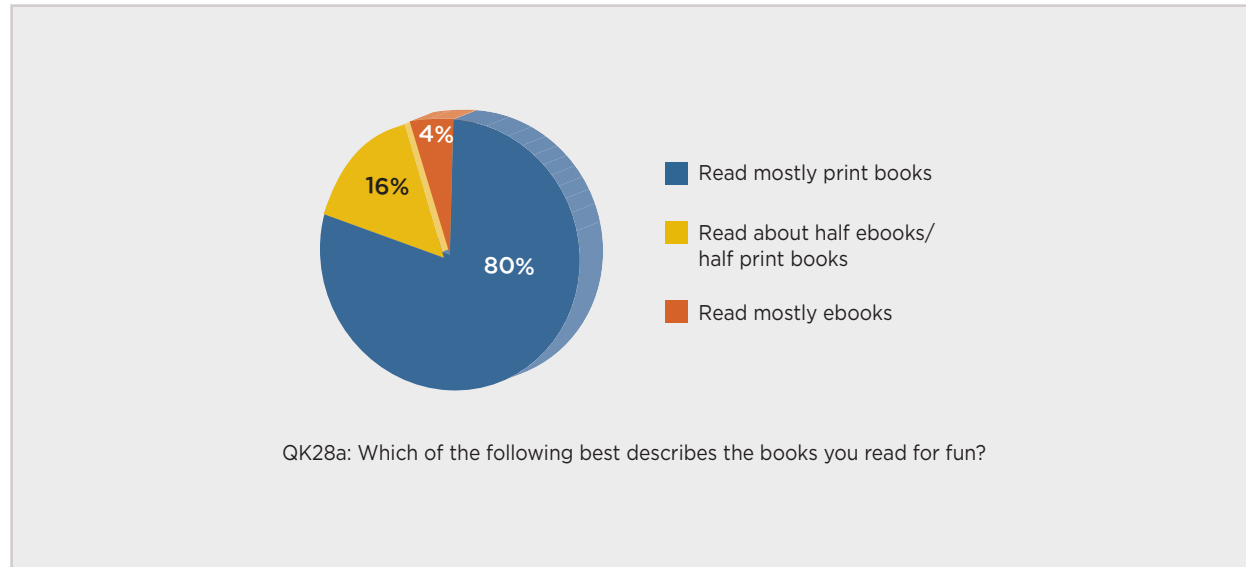
“I like to collect them and share them with friends.”

—17 year-old girl, Maryland

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

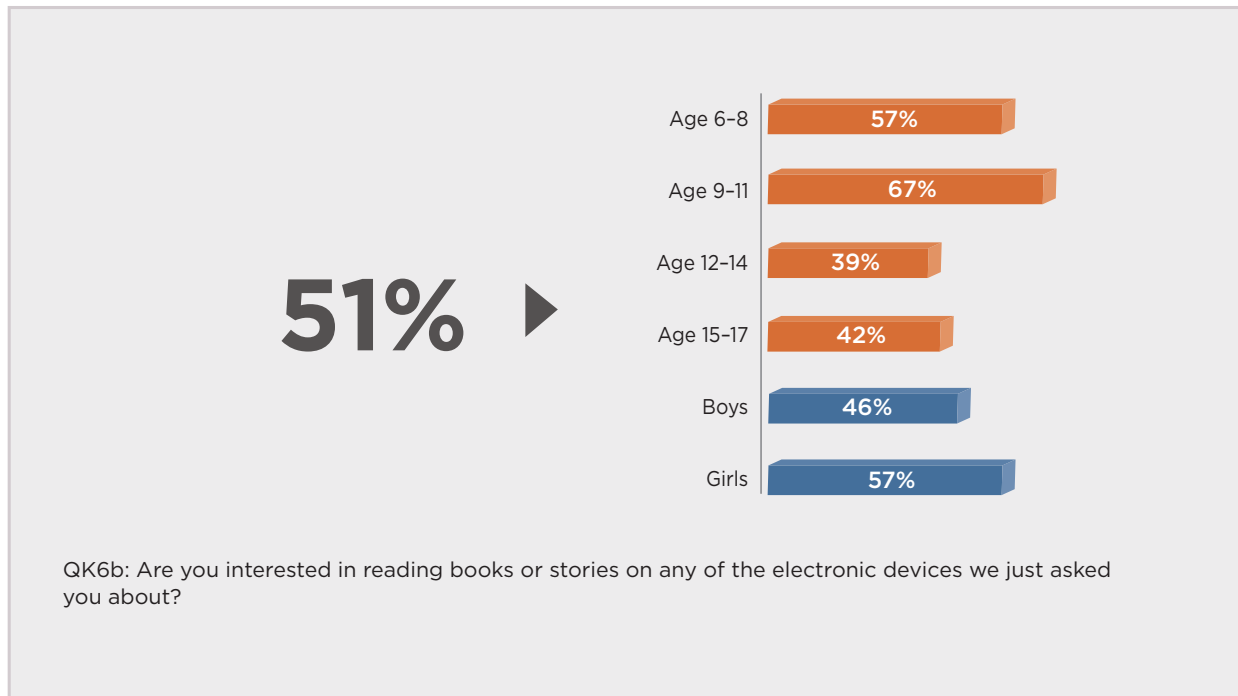
Format of Books Children Read for Fun

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.

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



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

—13 year-old boy,
California

“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.”

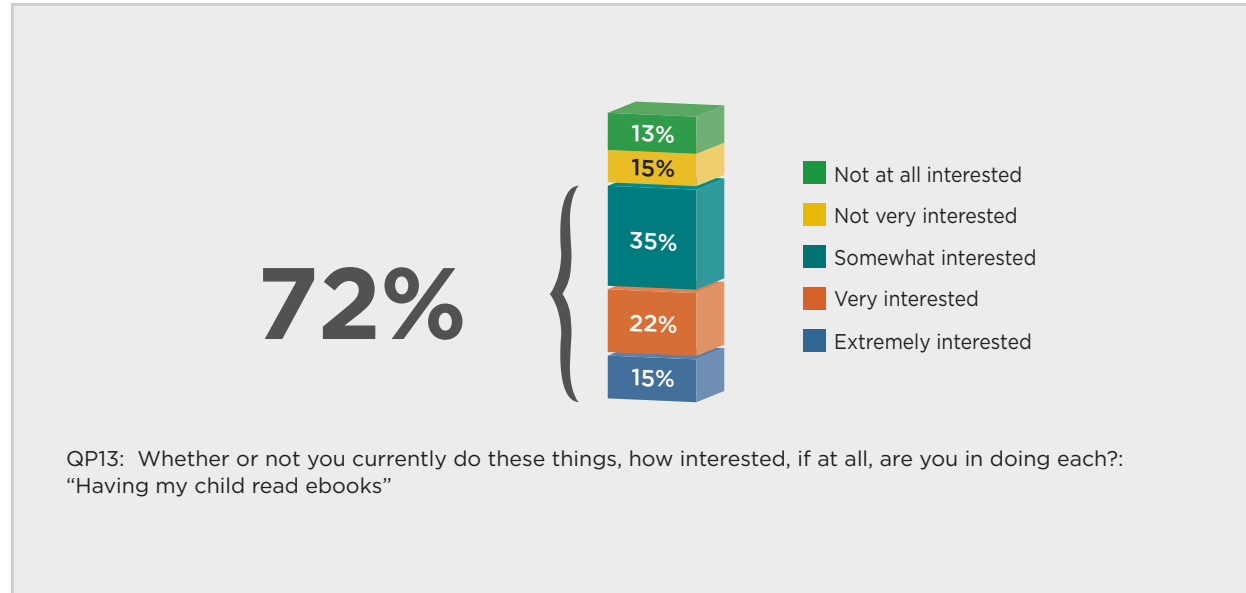
— Mother, 6 year-old boy, Georgia

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

— Father, 9 year-old girl, California

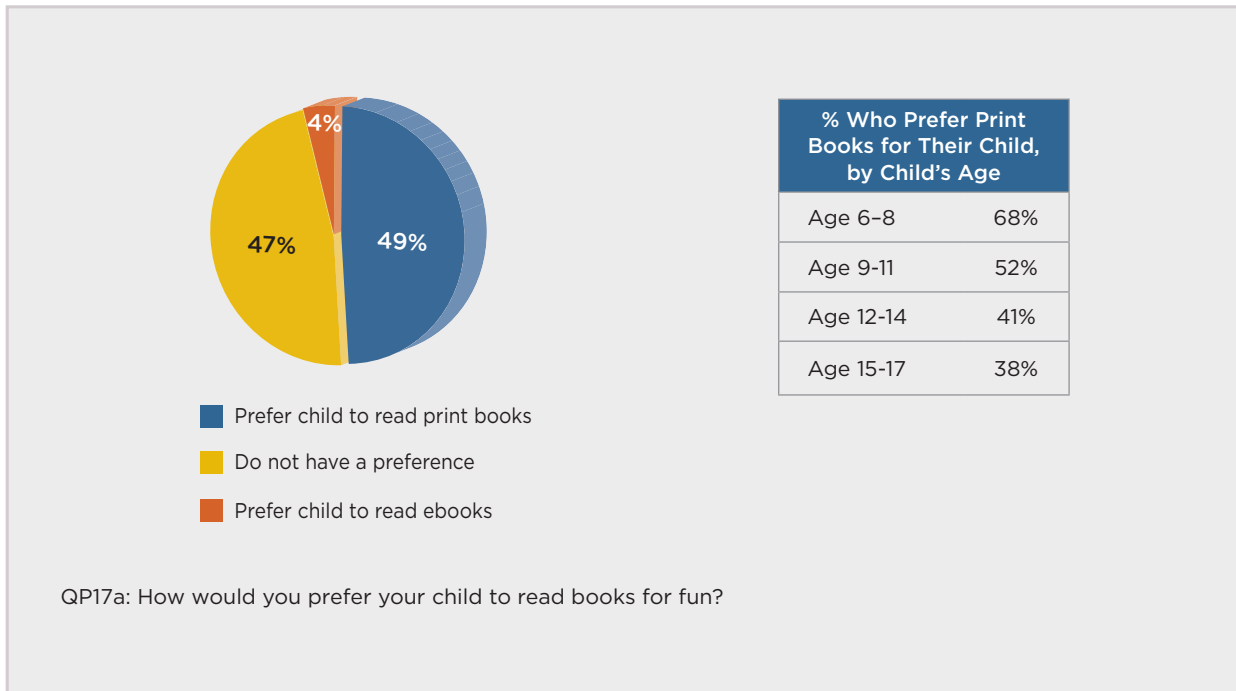
Seventy-two percent of parents are at least somewhat interested in having their child read ebooks.

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

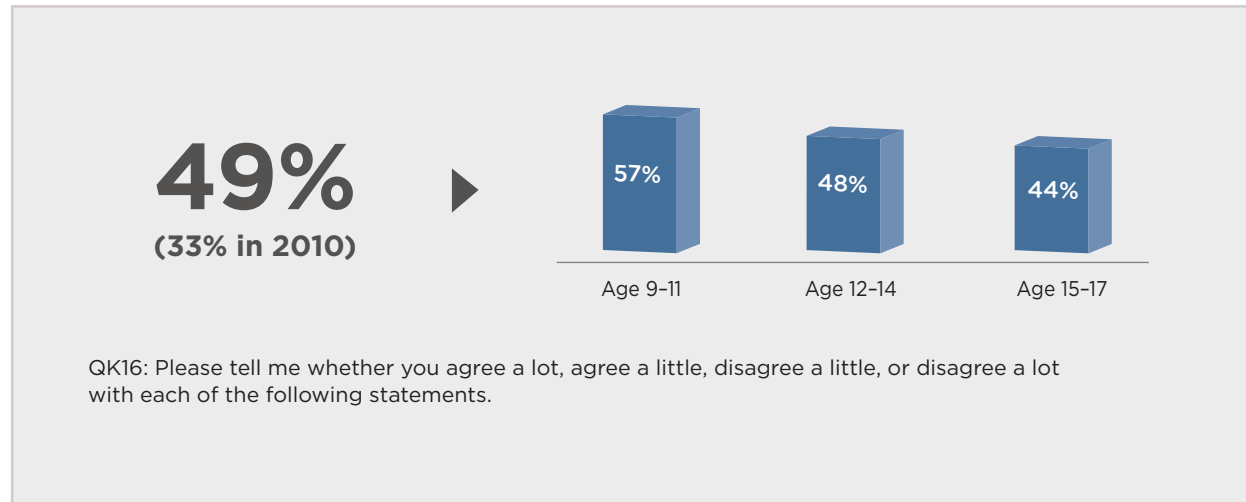
“I would like to get an ebook reader so I will want to read more books.”

— 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.

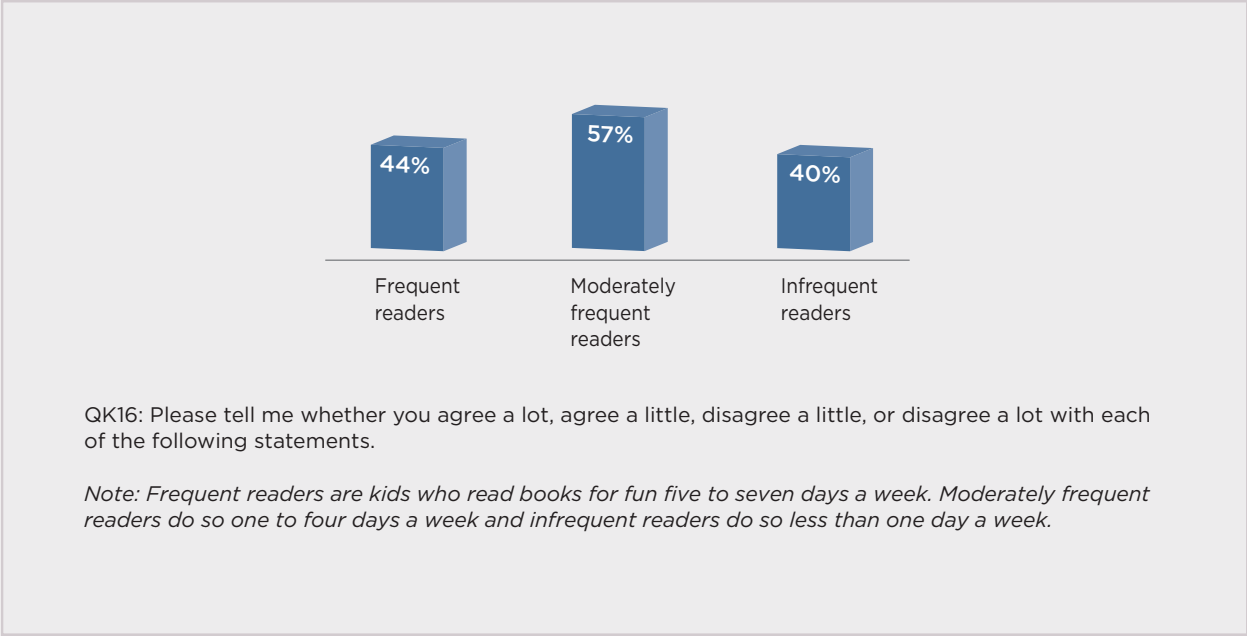
Among Children Age 9-17



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.

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

**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 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

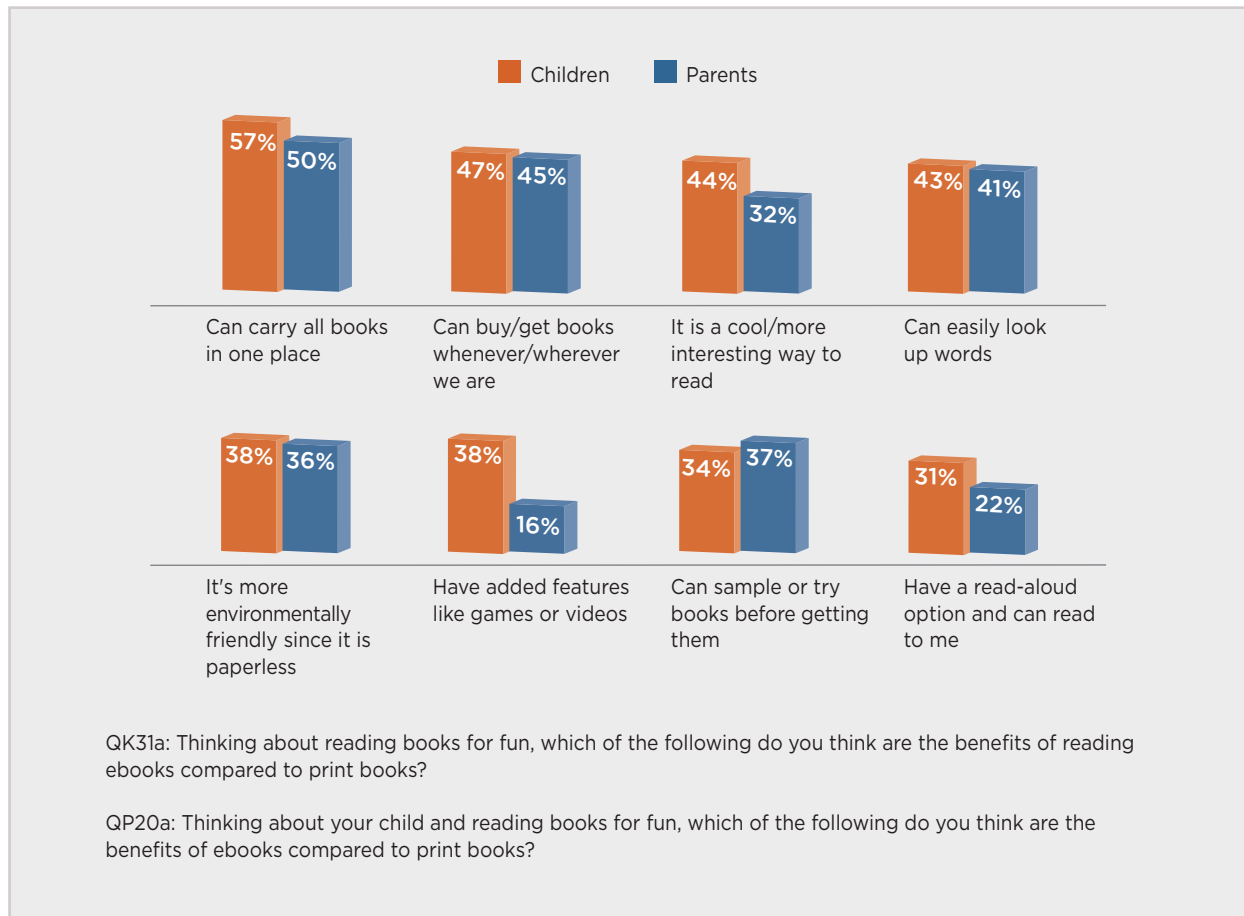
“eBooks are more readily available for download and it’s easier than going to the bookstore.”

— 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



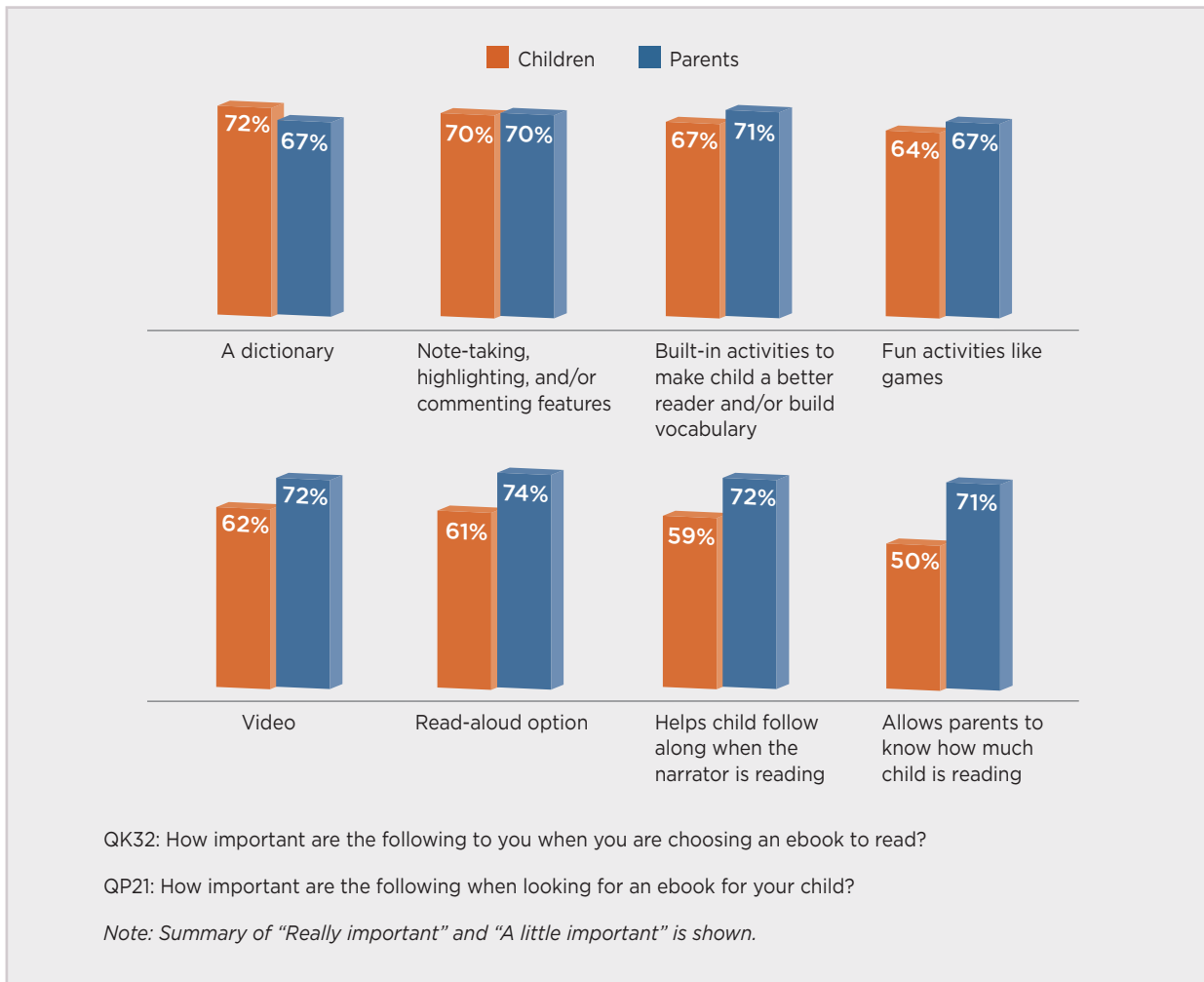
When choosing a children’s book, most kids and parents say interactive features are important.

“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

Attributes of eBooks for Children that Are Important

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

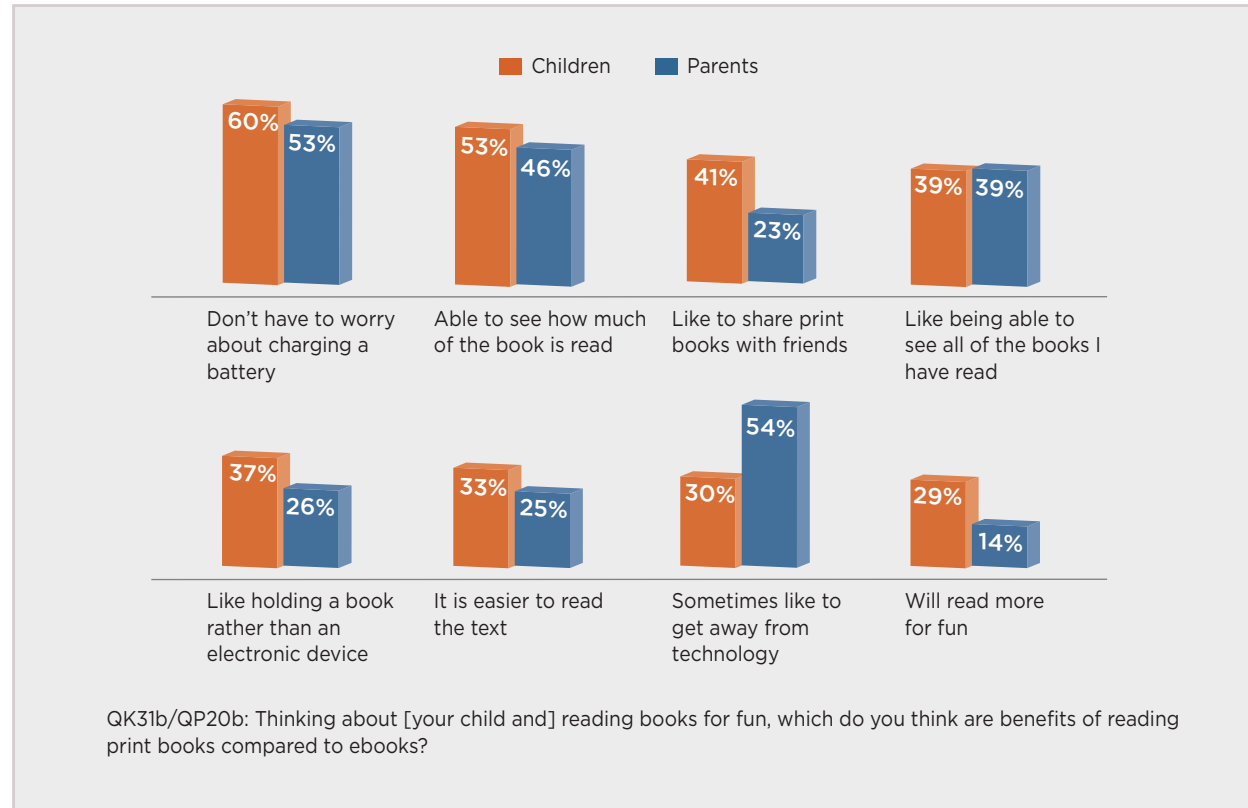
“There’s nothing like reading a book and turning the pages and books require no batteries.”

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



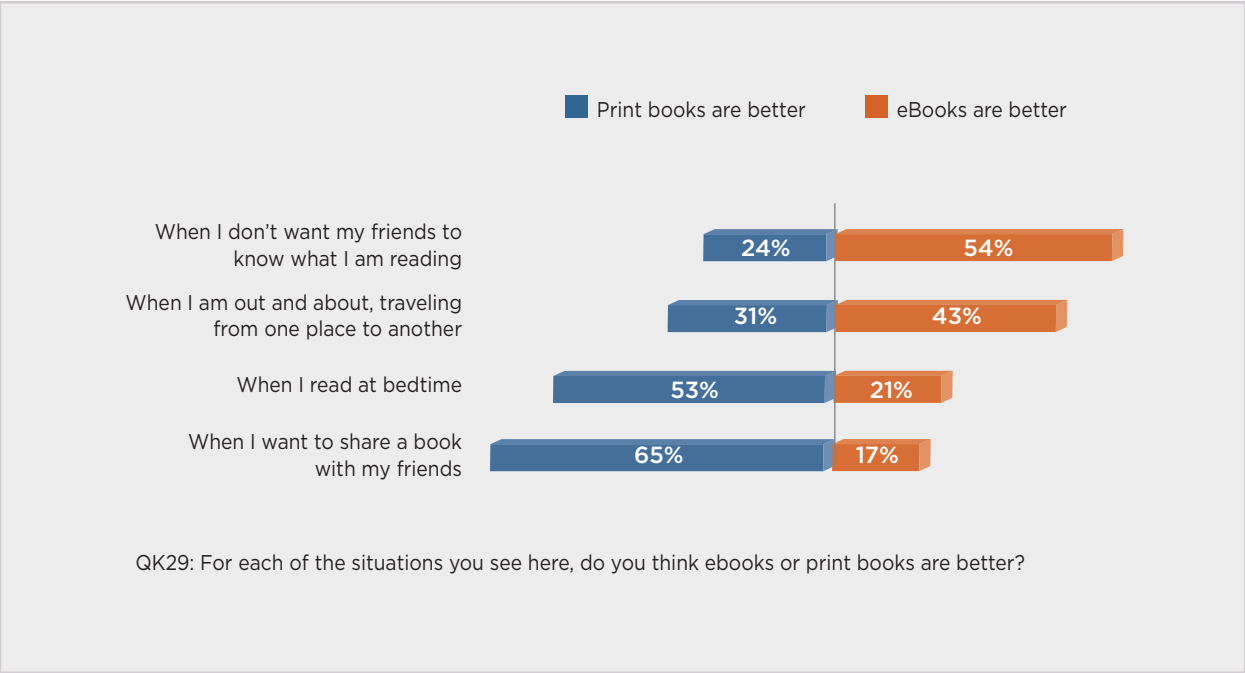
Among Parents:

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

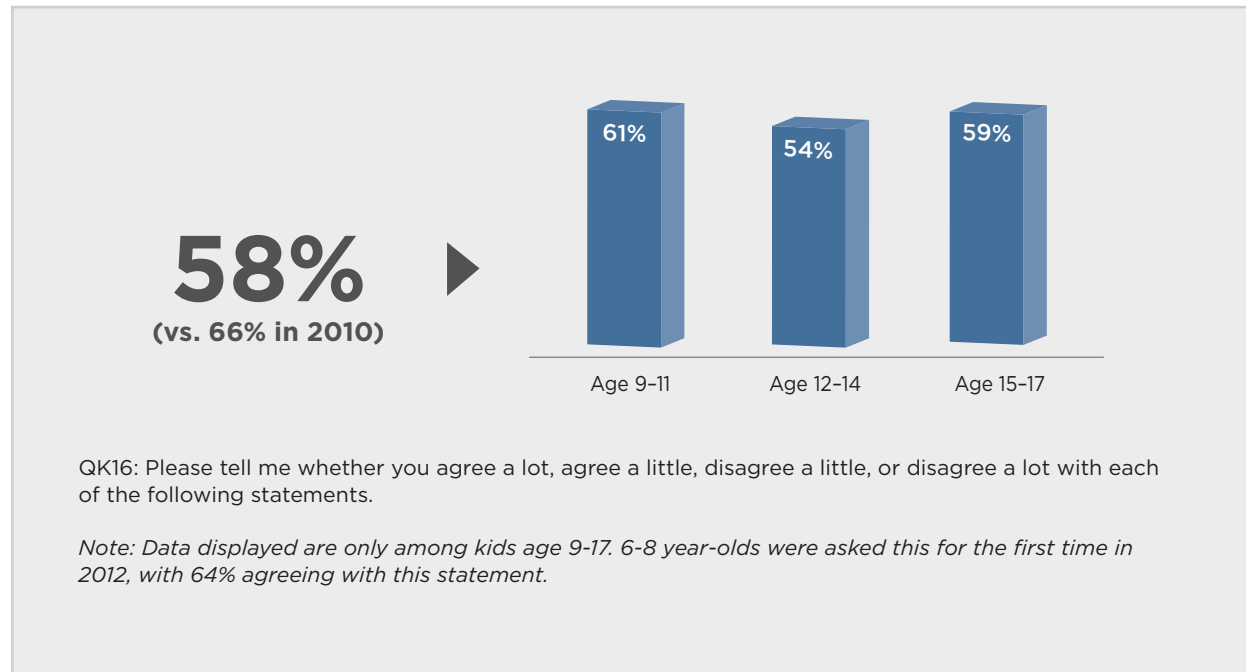
“I hope that ebooks will not completely replace print books.”

—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

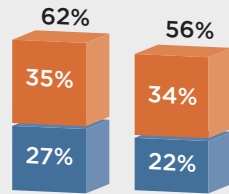
Importance, enjoyment, and frequency of reading books for fun has decreased among girls since 2010.

“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

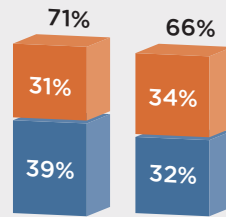


Girls 2010 Girls 2012

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

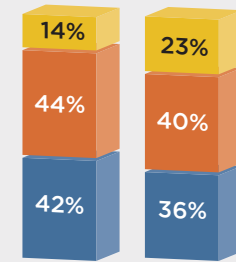


Girls 2010 Girls 2012

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



Girls 2010 Girls 2012

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

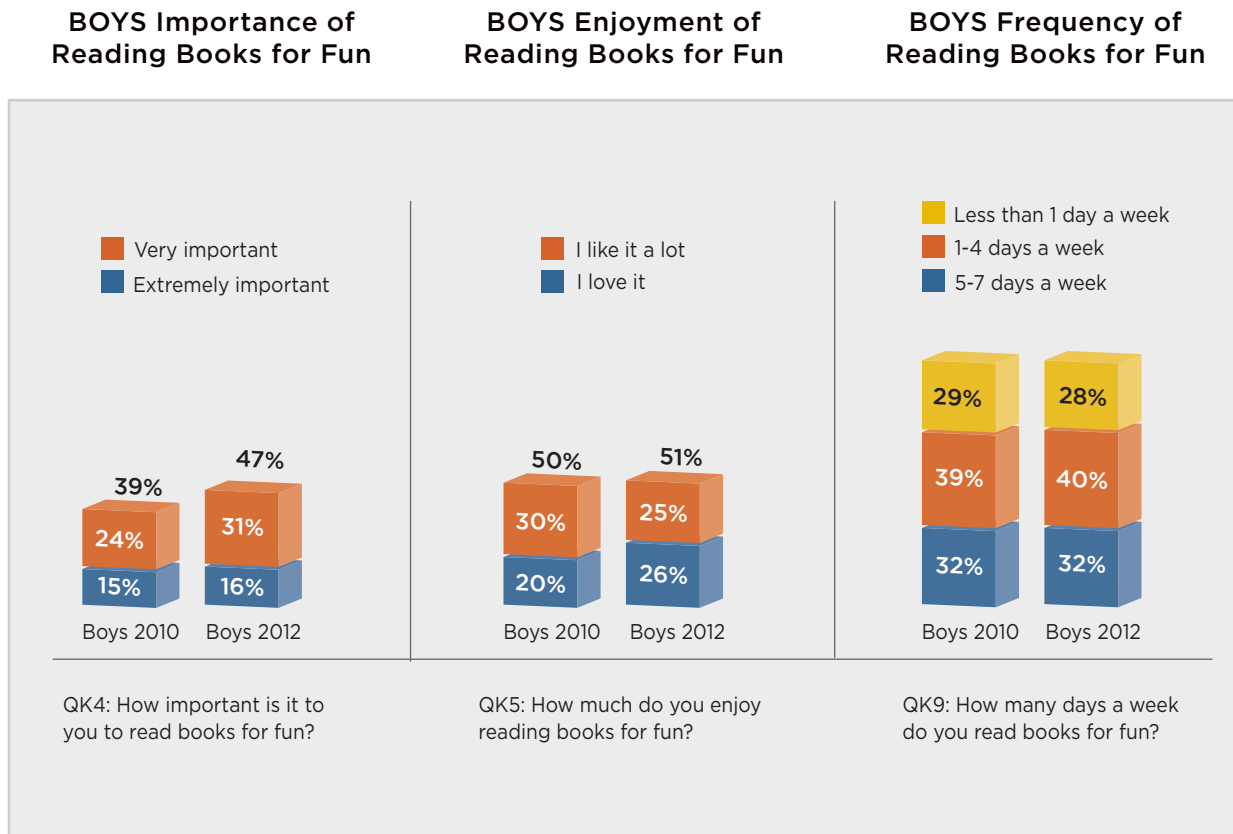
“I think reading has really helped me be a better writer.”

— 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.”

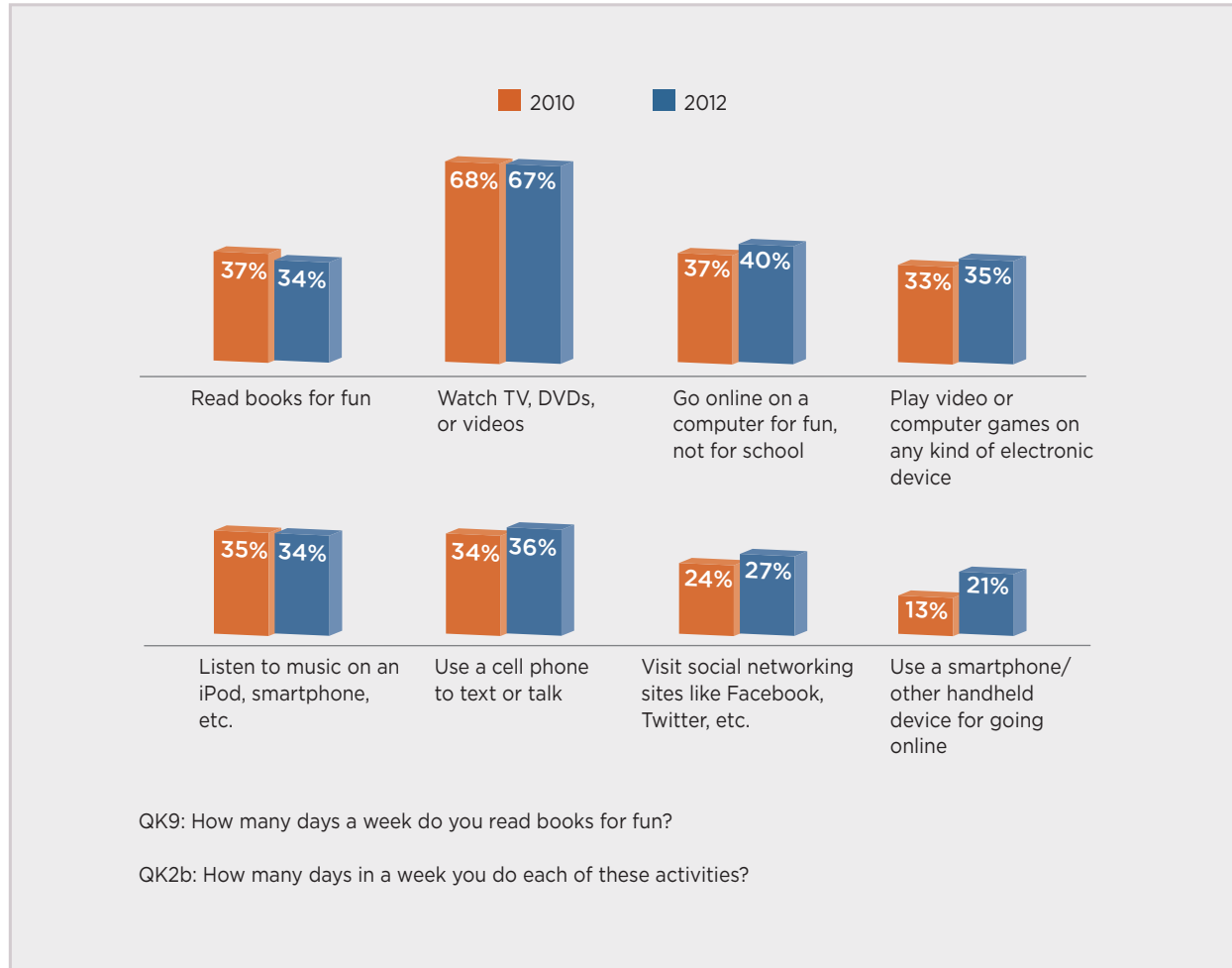
— 15 year-old boy, California

“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

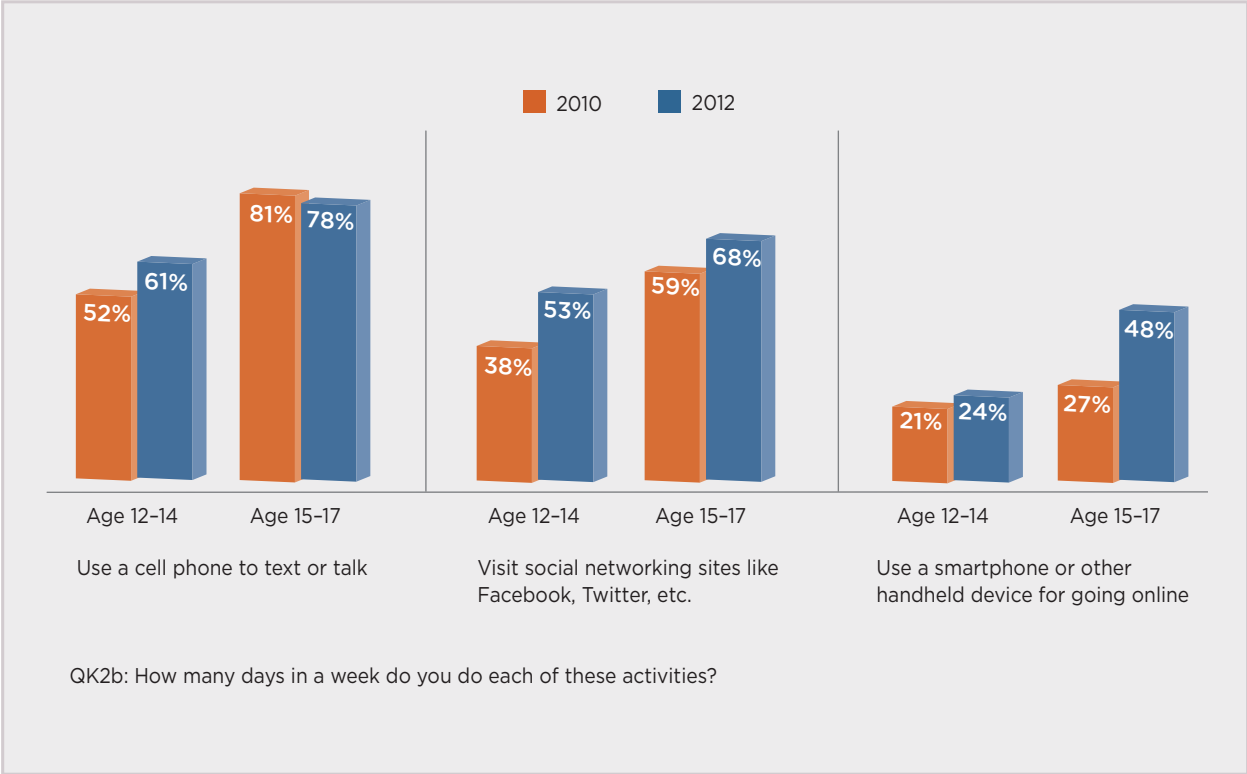
Reading for fun continues to compete with many other activities with few differences since 2010 in how children spend their time.

% 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.”

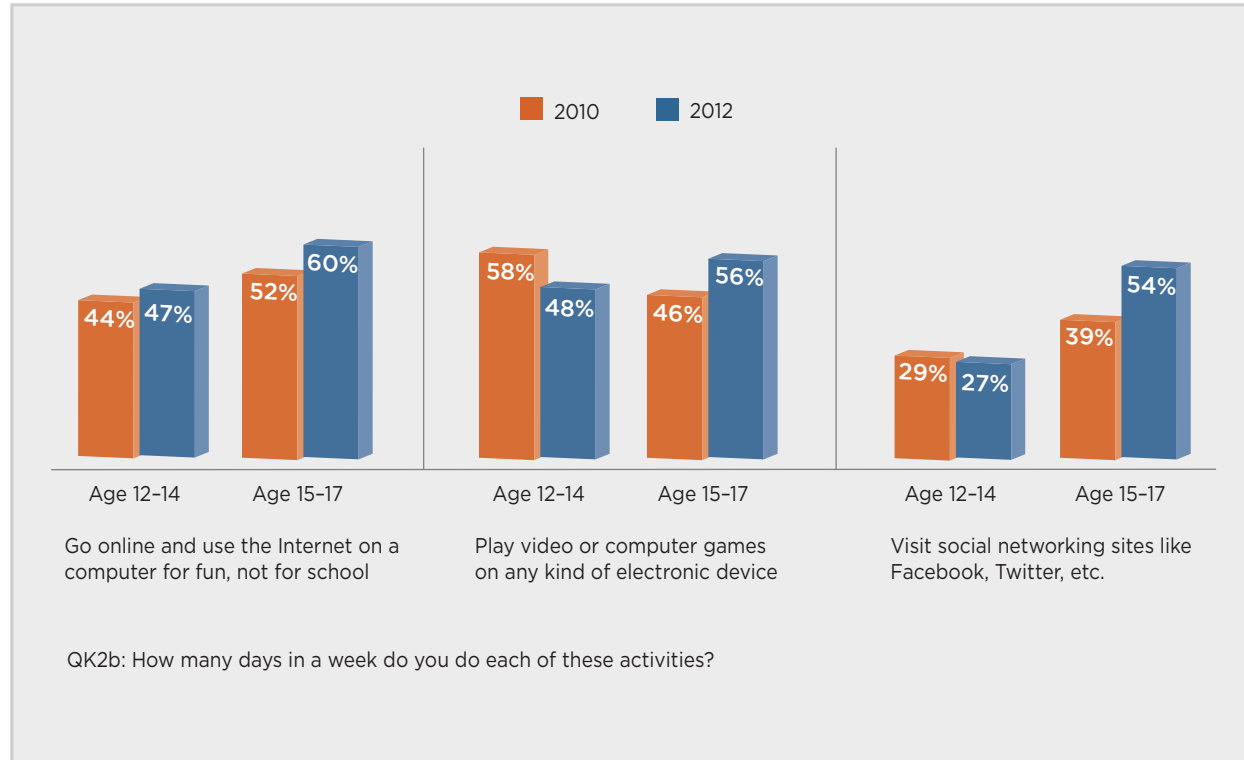
—16 year-old girl, West Virginia

“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.

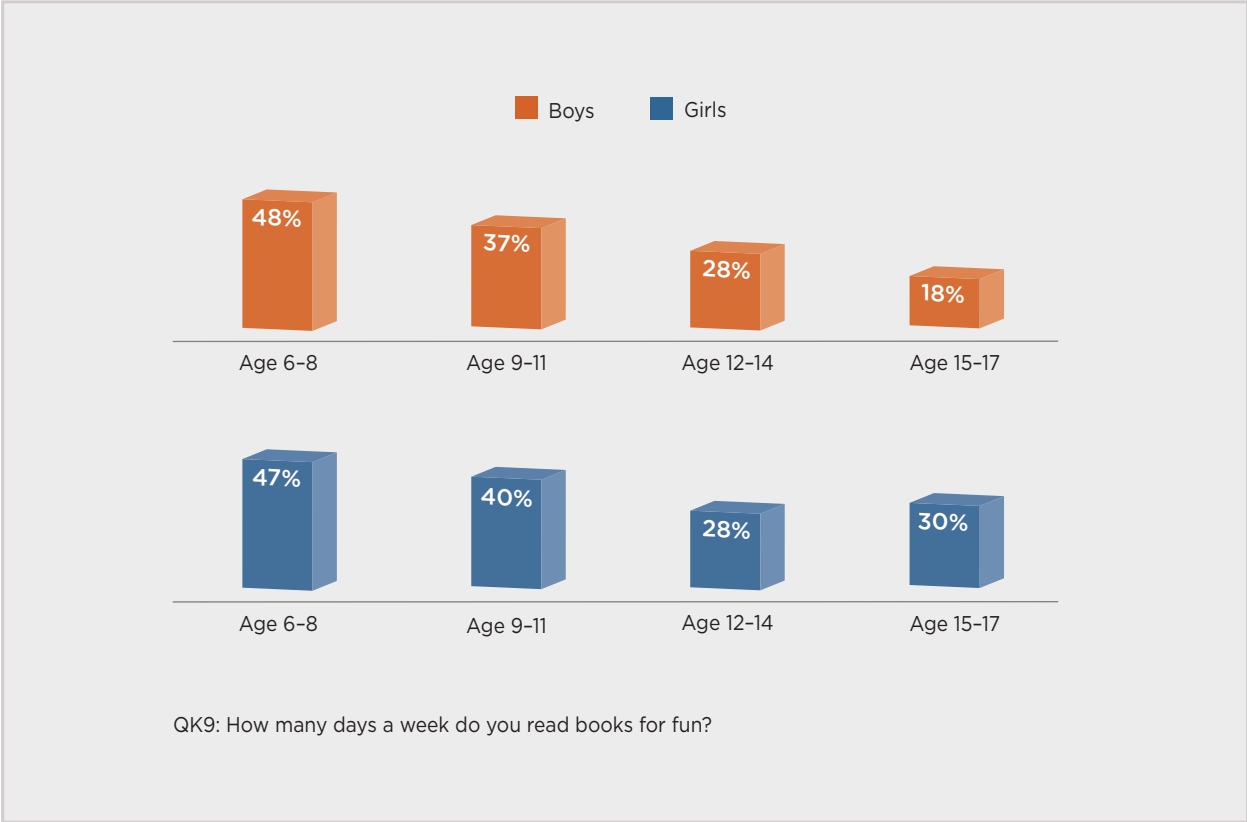
% of BOYS Who Do Activities 5-7 Days a Week



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.”

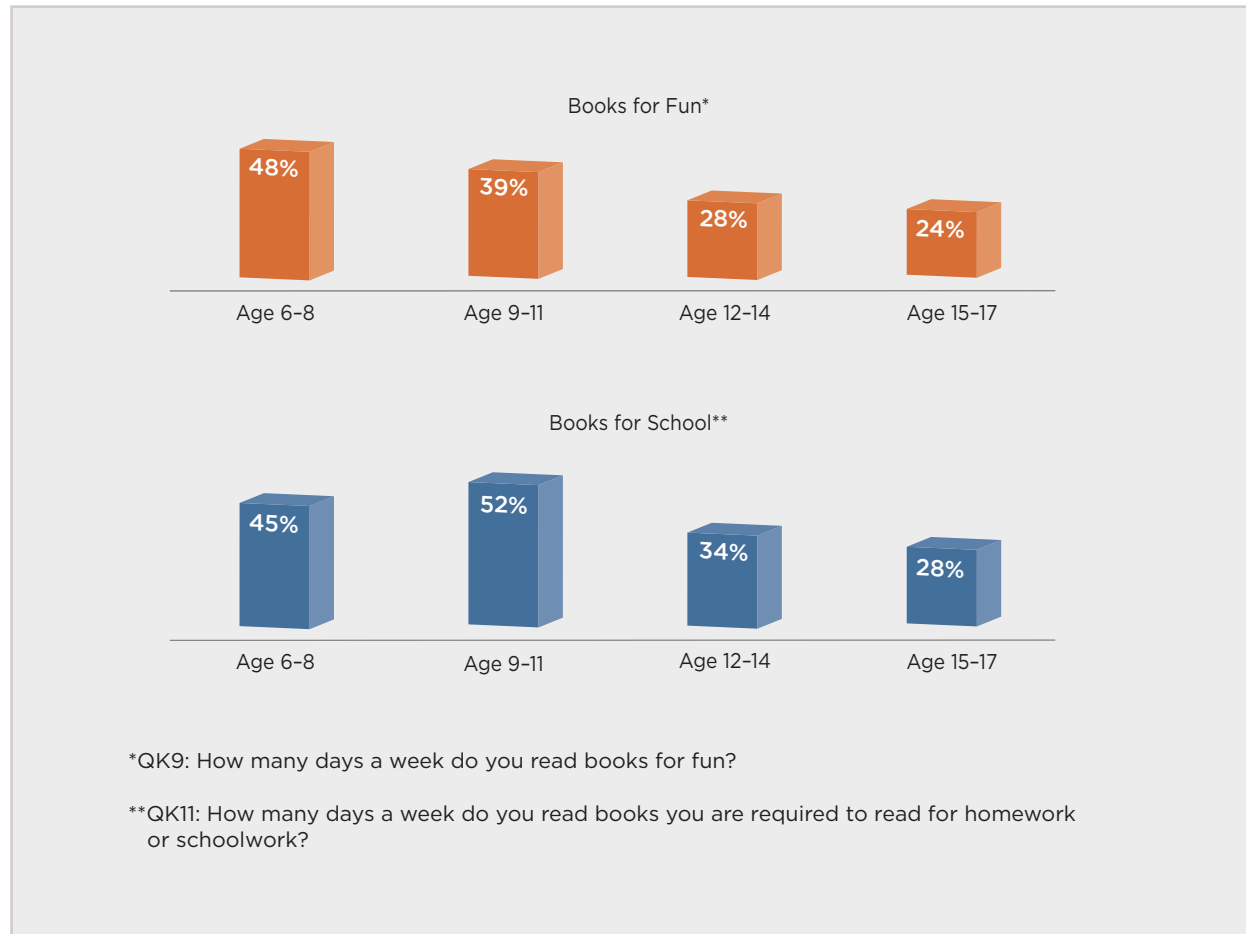
—15 year-old girl,
Pennsylvania

“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



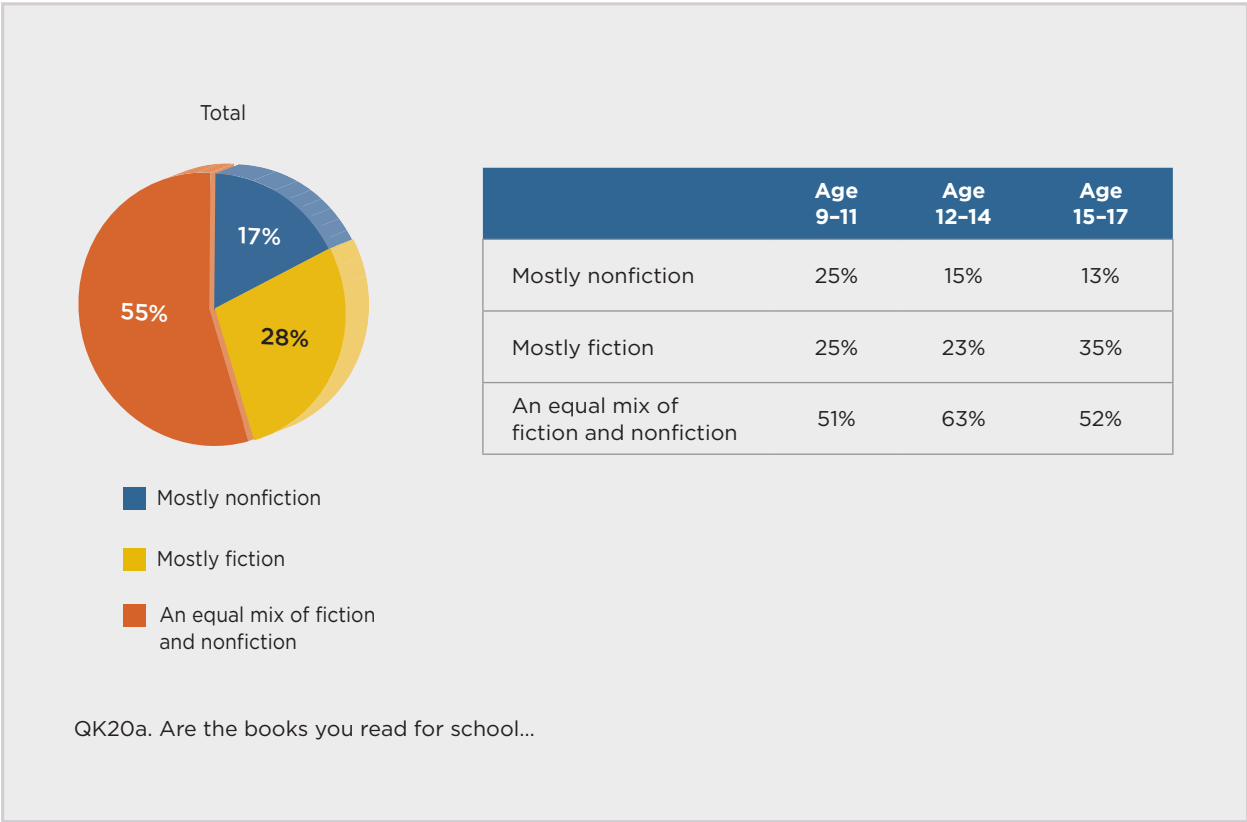
Slightly more than half of all kids say the books they read for school are an equal mix of fiction and nonfiction.

“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

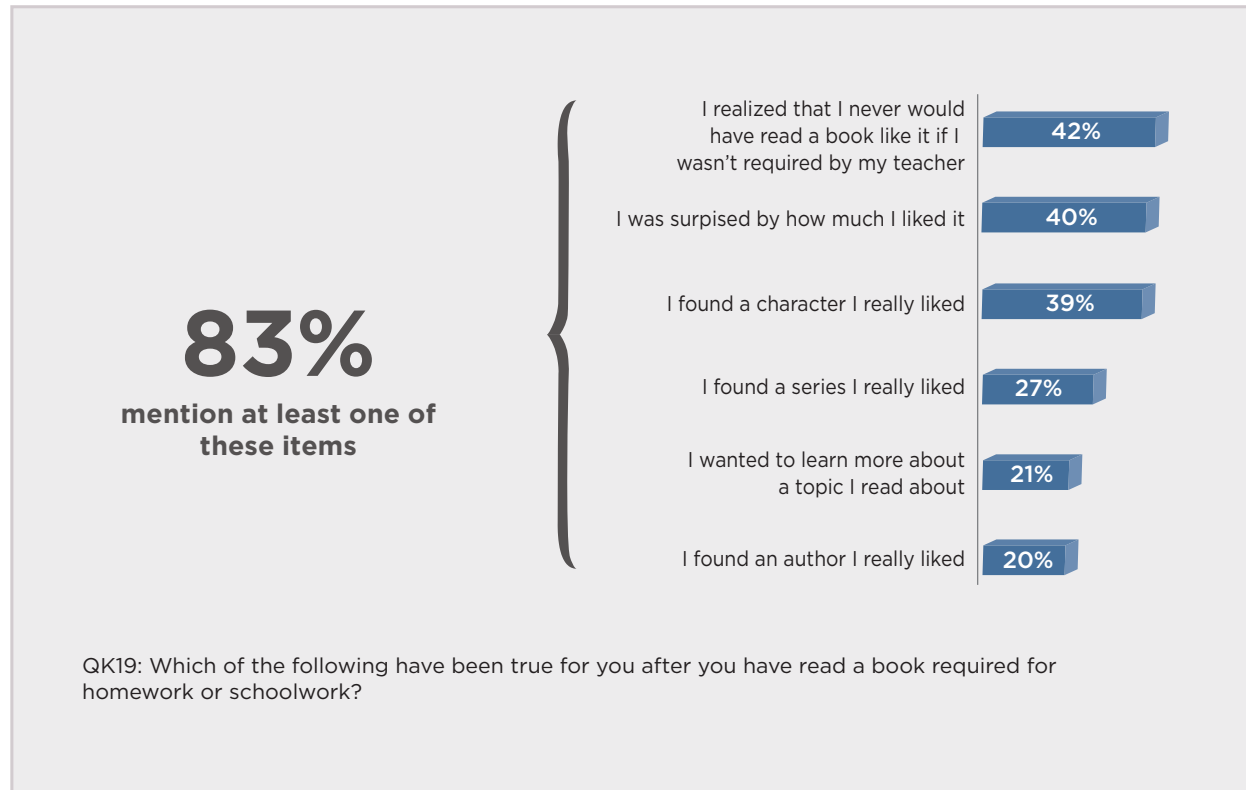
“I love reading. It opens the mind to a whole new world.”

—17 year-old boy, Wisconsin

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

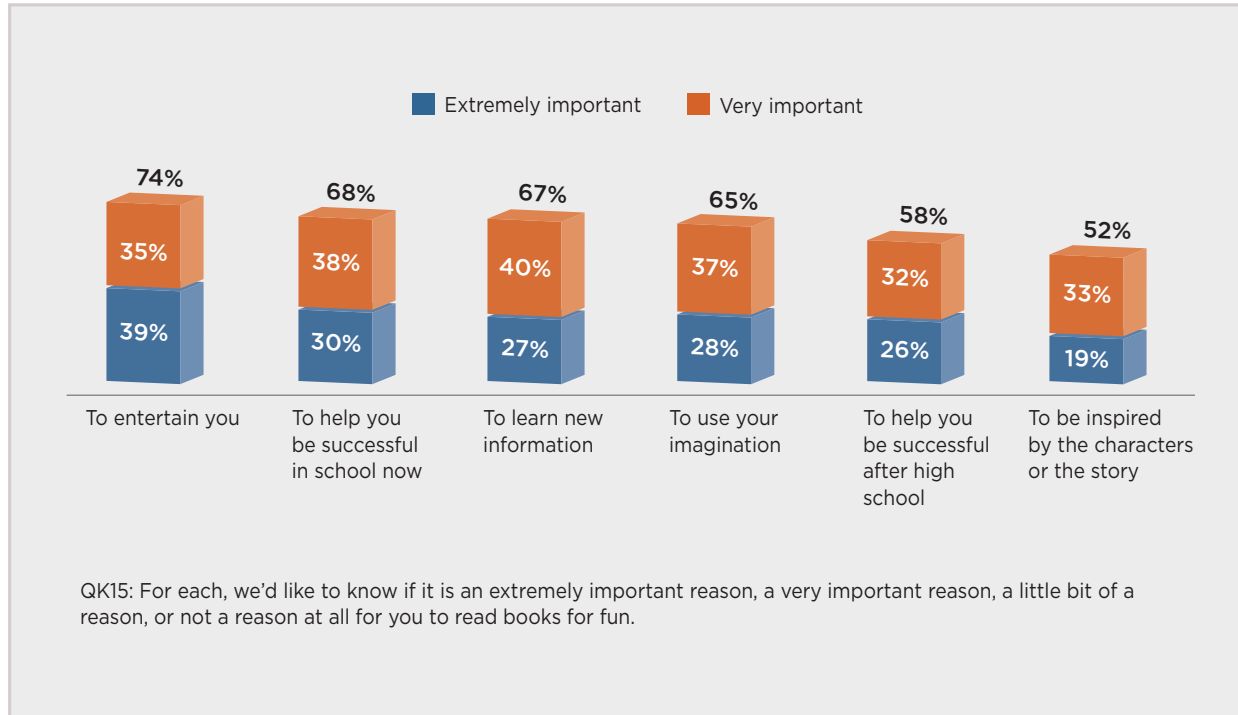
Positive Outcomes of Reading a Book Required for School

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

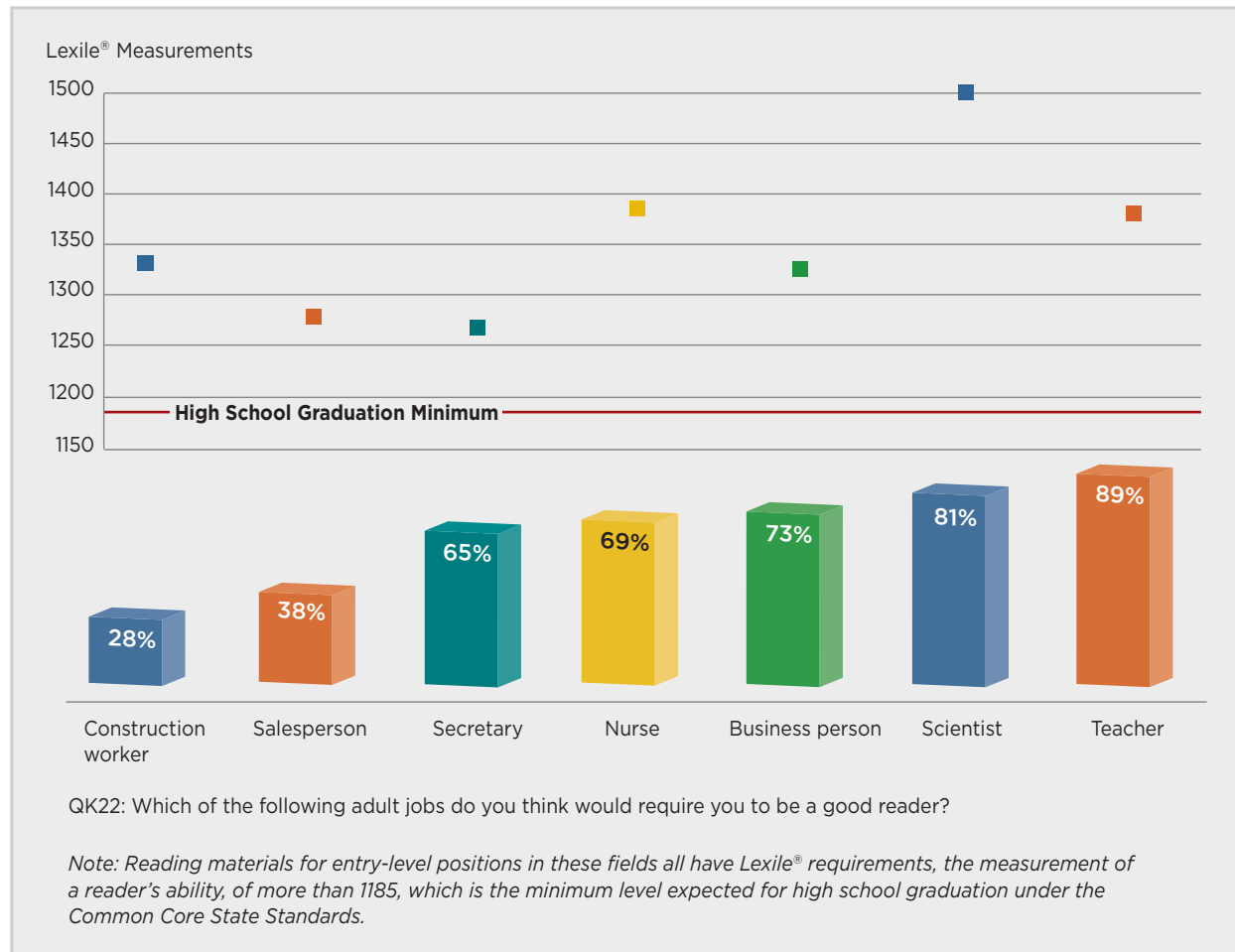
“I know how important it is to read so you can get a good paying job.”

— 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





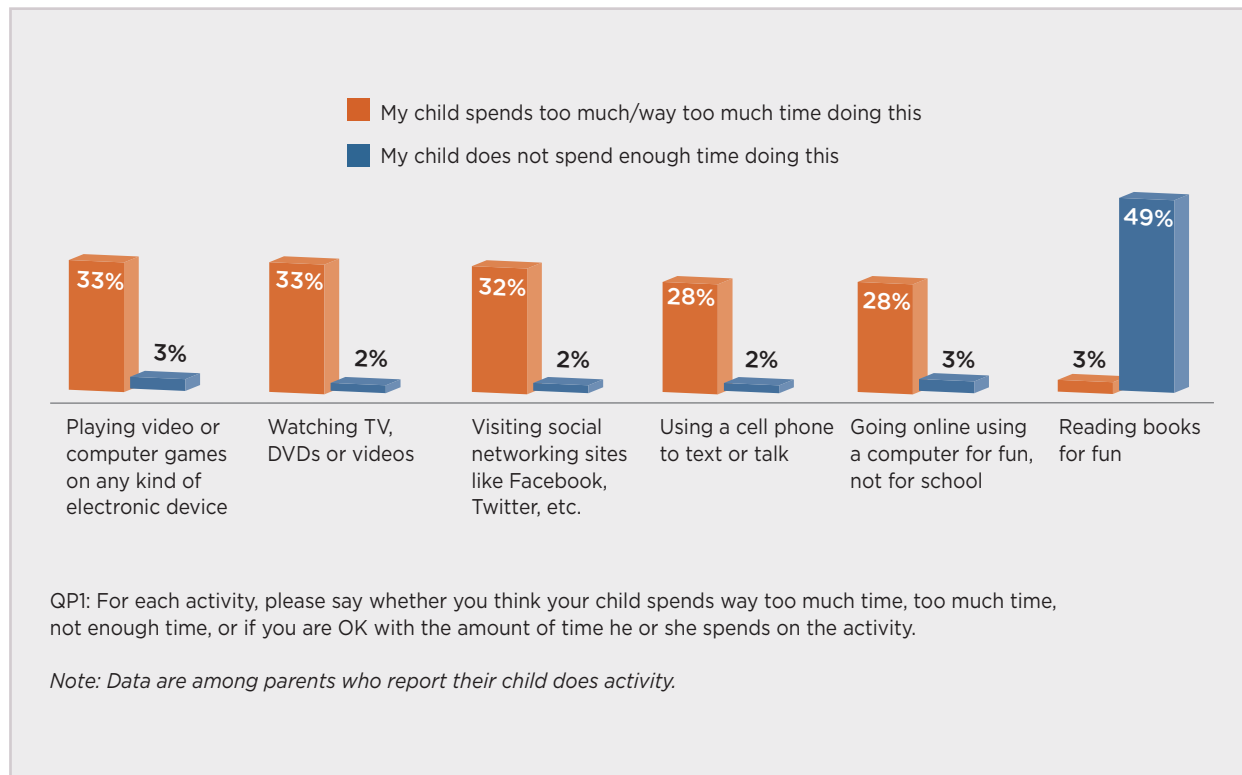


Section III:

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



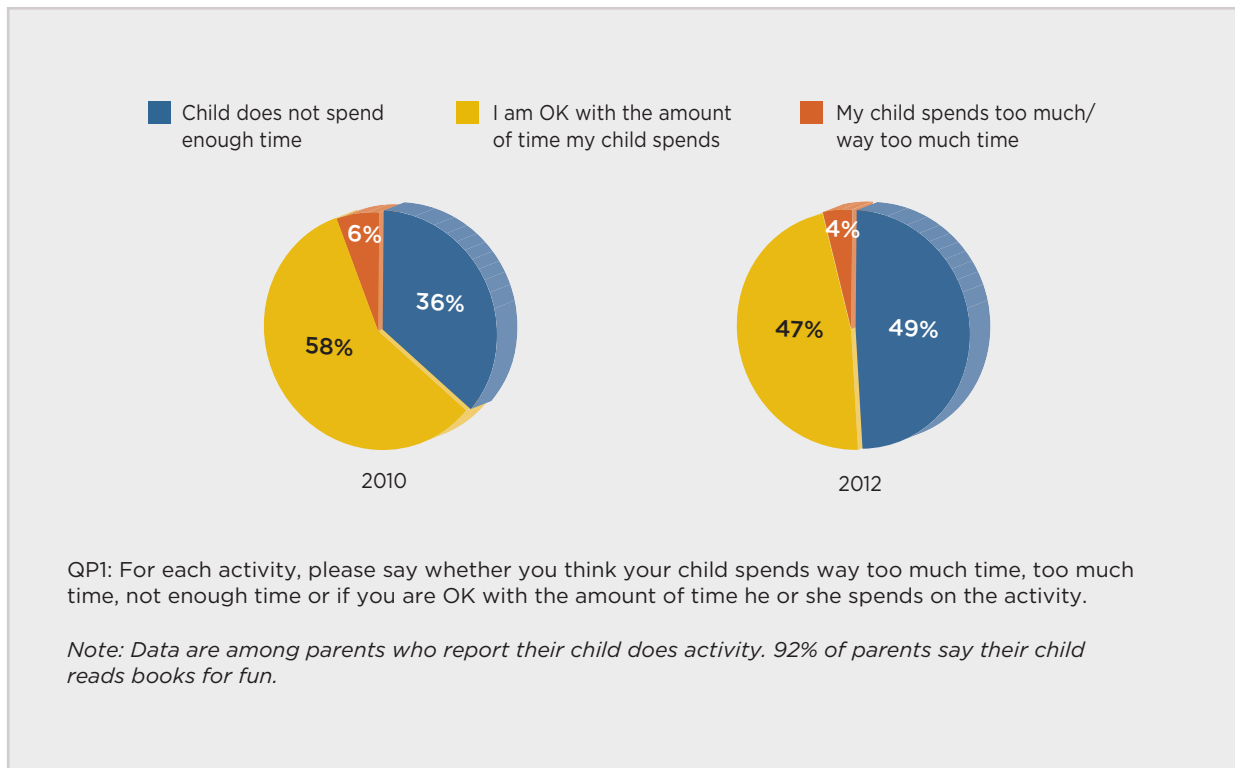
“I am not a big fan of technology and she spends so much time on the computer and on her phone, I would rather she read.”

— 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.”

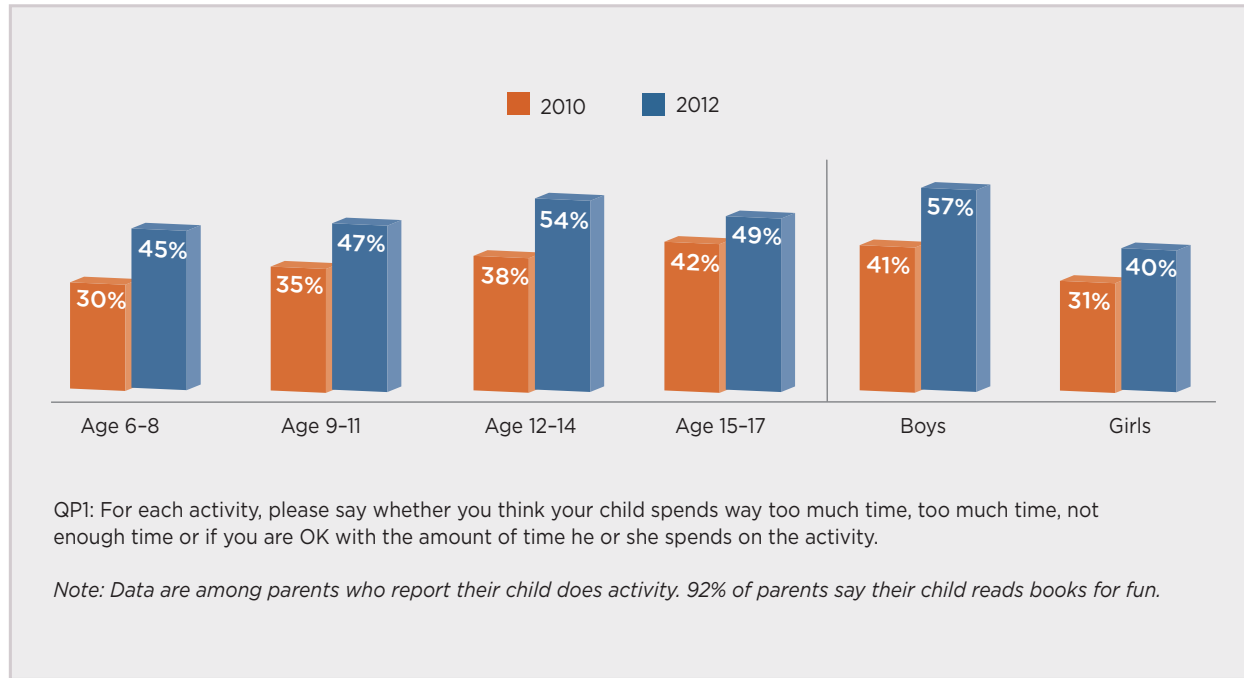
— Mother, 13 year-old boy, Wisconsin

“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

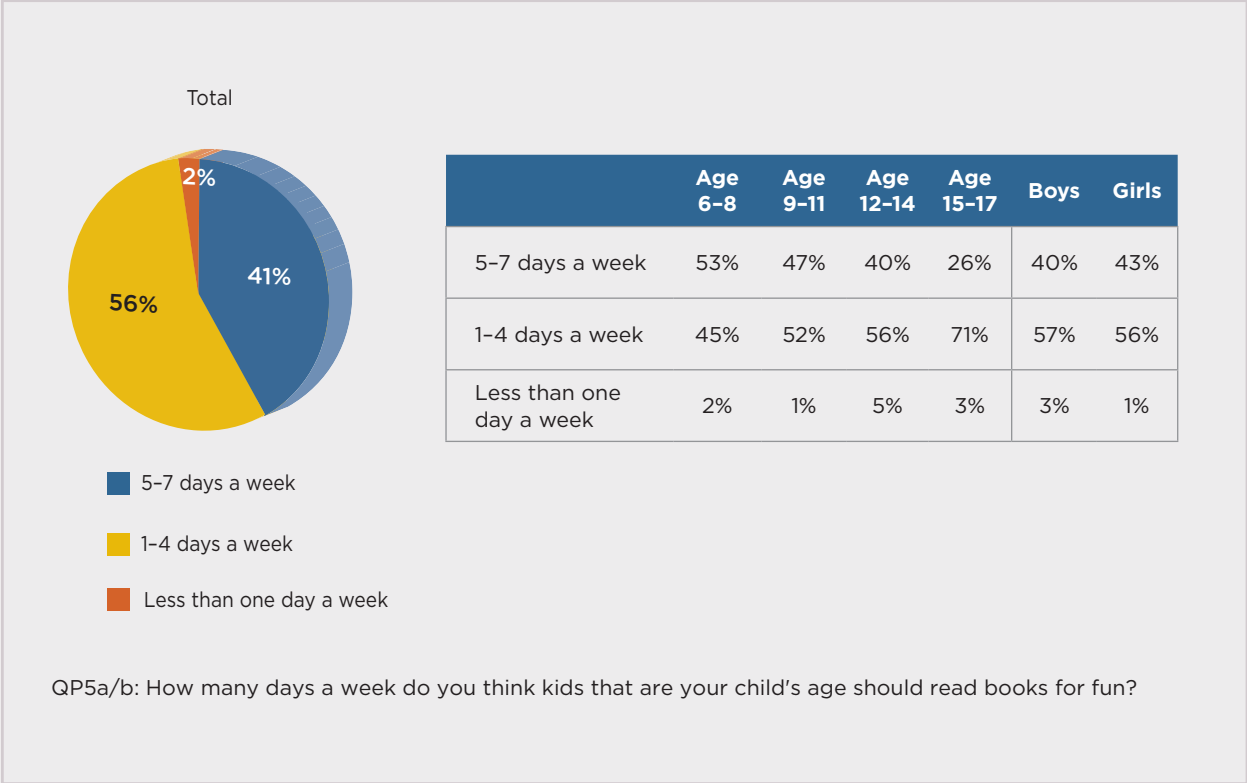


About four in ten parents feel kids their child’s age should read books for fun at least five days a week.

“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.”

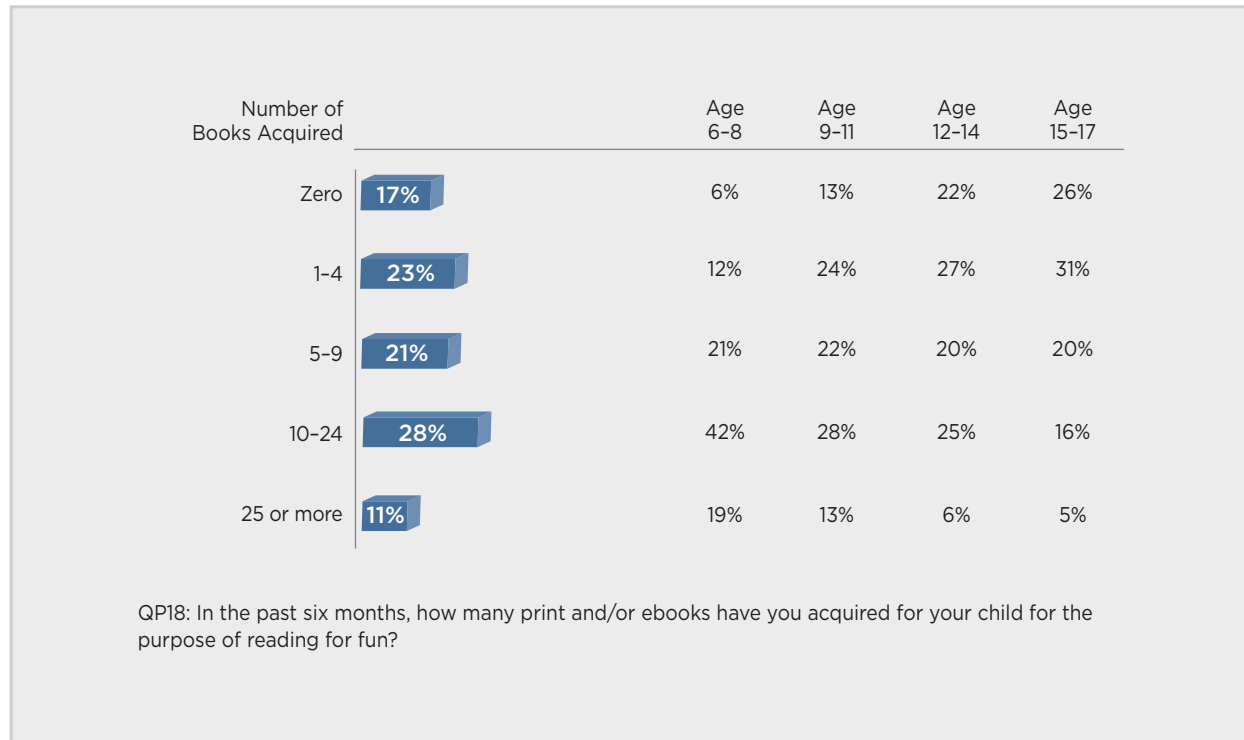
—Mother, 6 year-old girl, Pennsylvania

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

—Father, 11 year-old girl, California

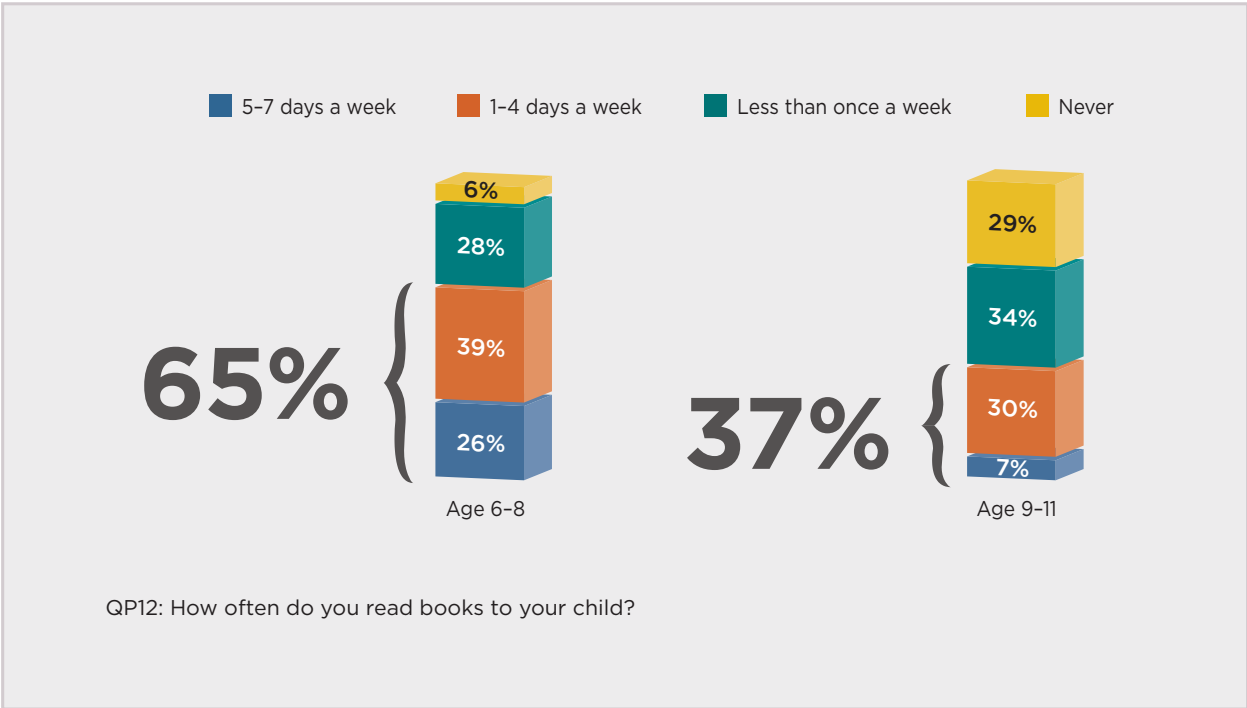
Eighty-three percent of parents have acquired books for their child in the past six months (13 books on average). This is higher for younger children compared to older children.

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.”

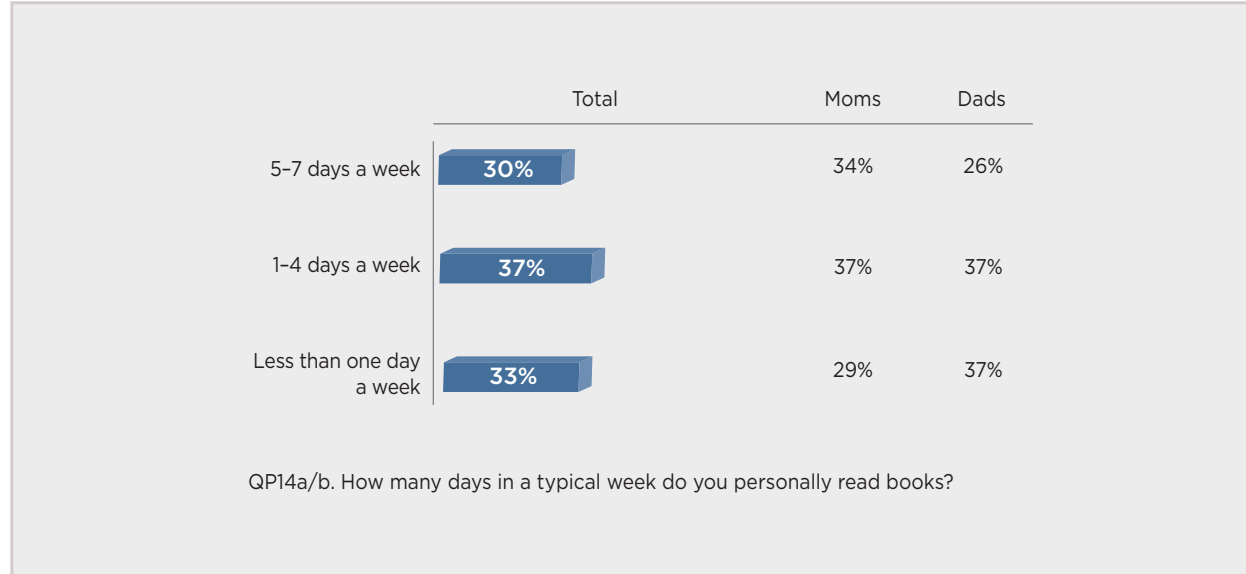
— 16 year-old girl, Wisconsin

“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

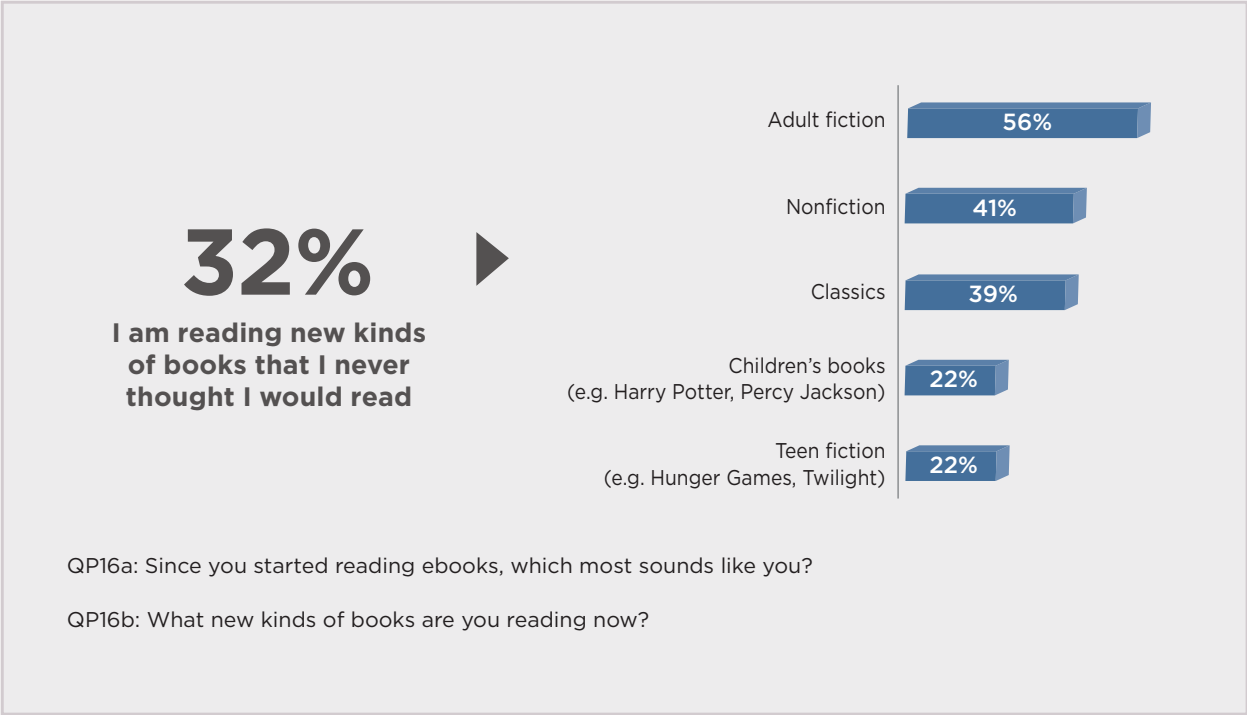


Thirty-two percent of parents who have read an ebook say they now read new kinds of books, including books for children and teens.

“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.”

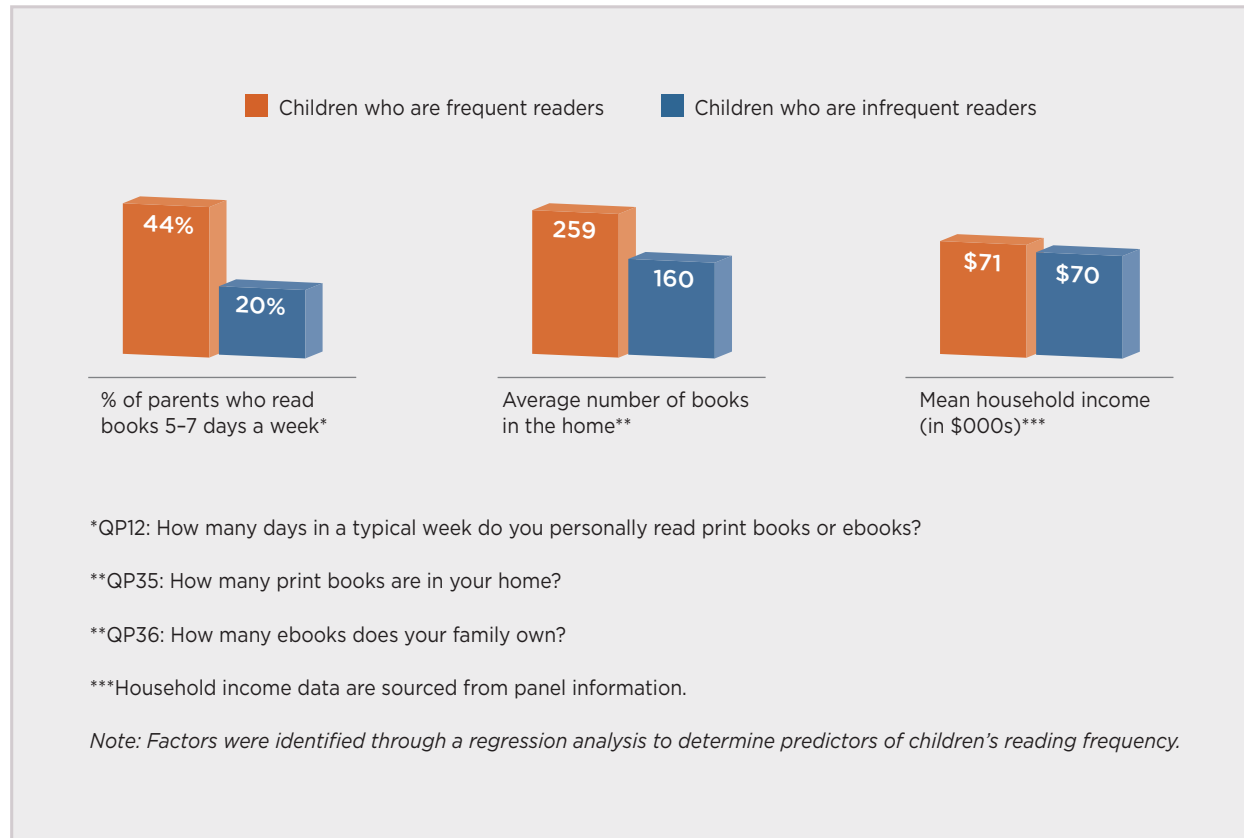
— Father, 15 year-old boy, Illinois

“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

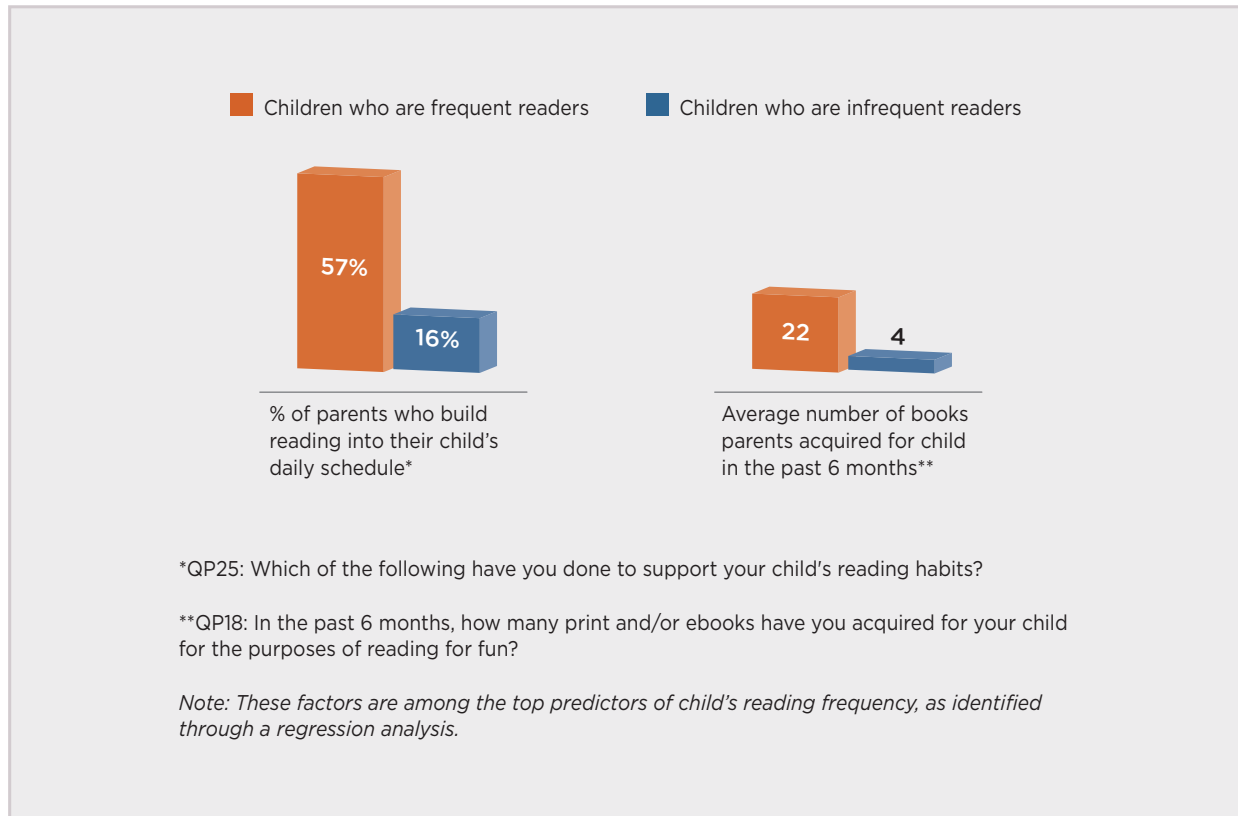


Building reading into kids' daily schedules and regularly bringing books into the home positively impact kids' reading frequency.

“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.”

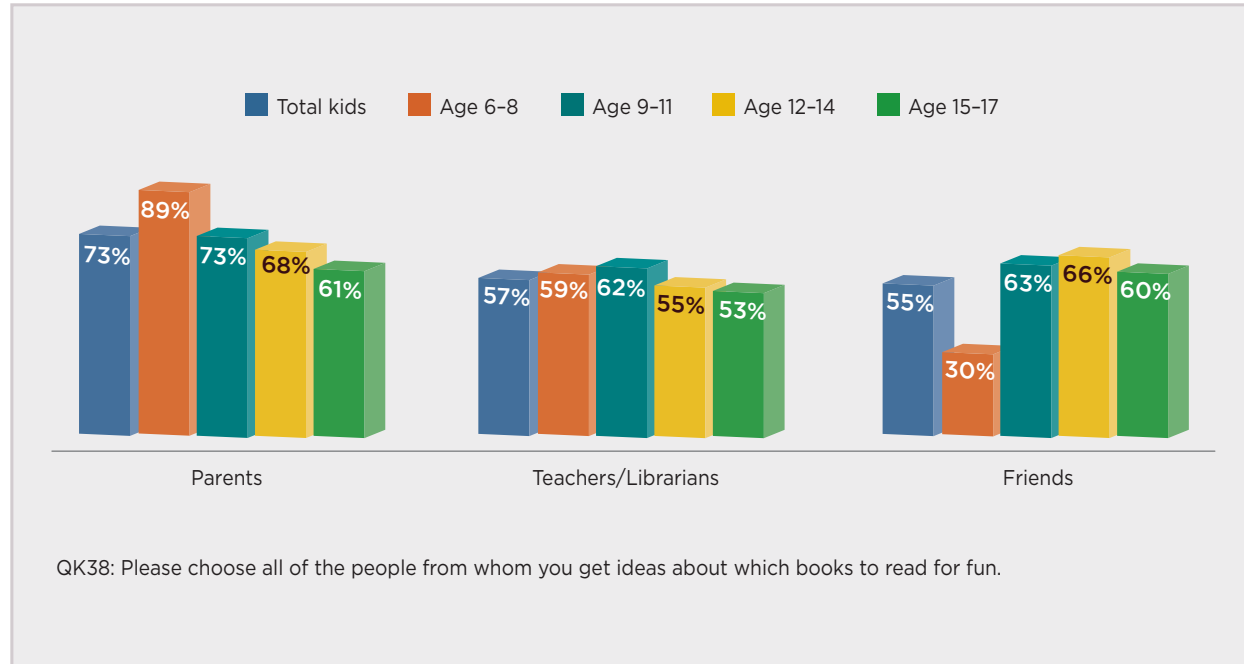
—9 year-old girl, Virginia

“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

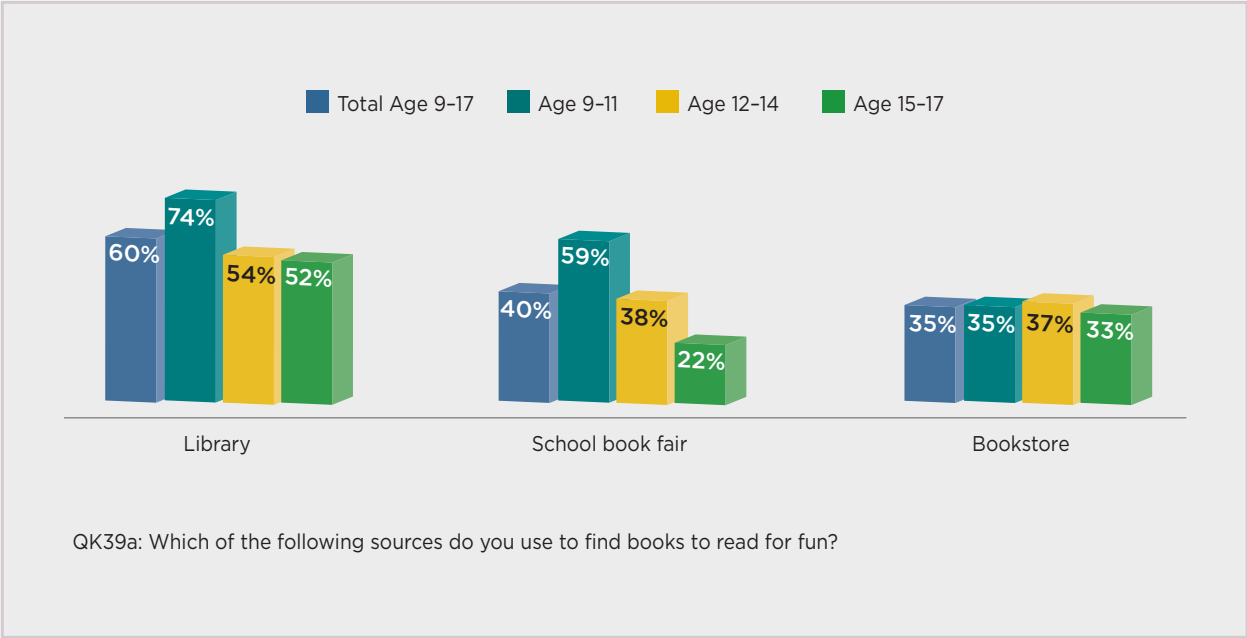
Parents are a key source of ideas for finding books to read, particularly for young children.

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.”

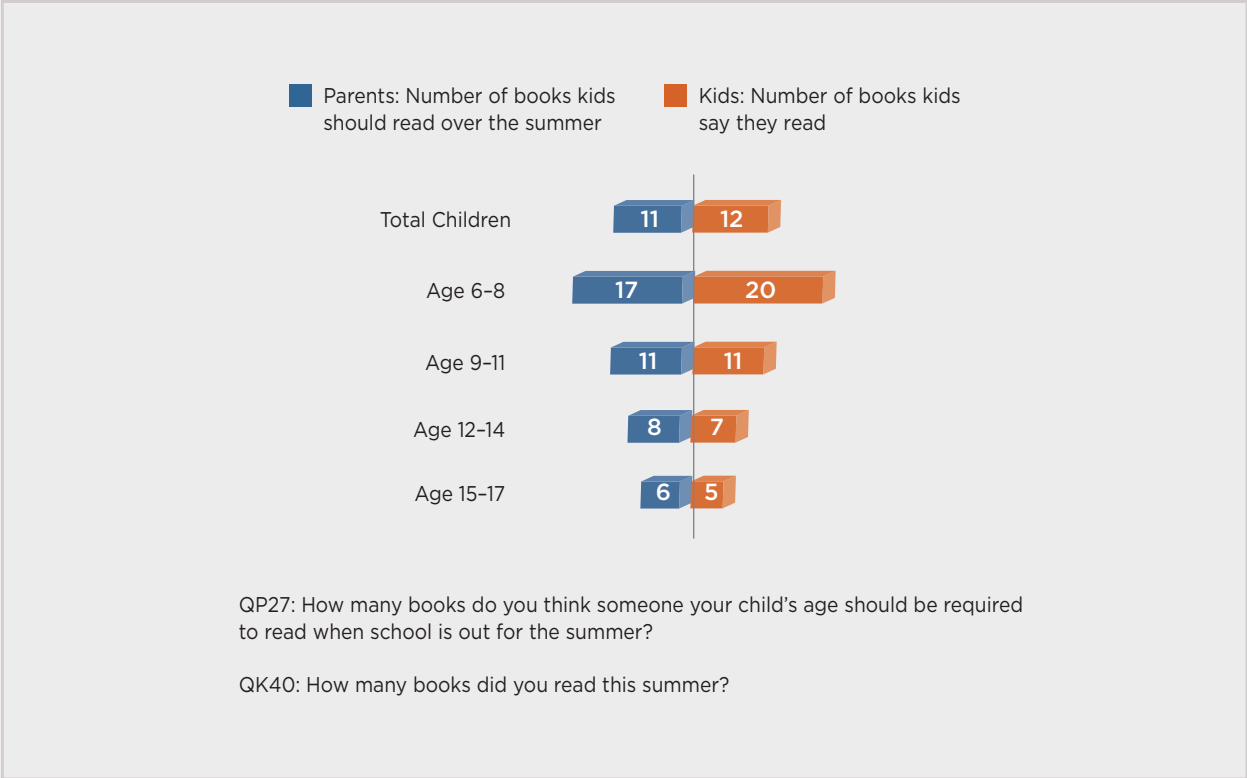
— Mother, 14 year-old girl, Montana

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



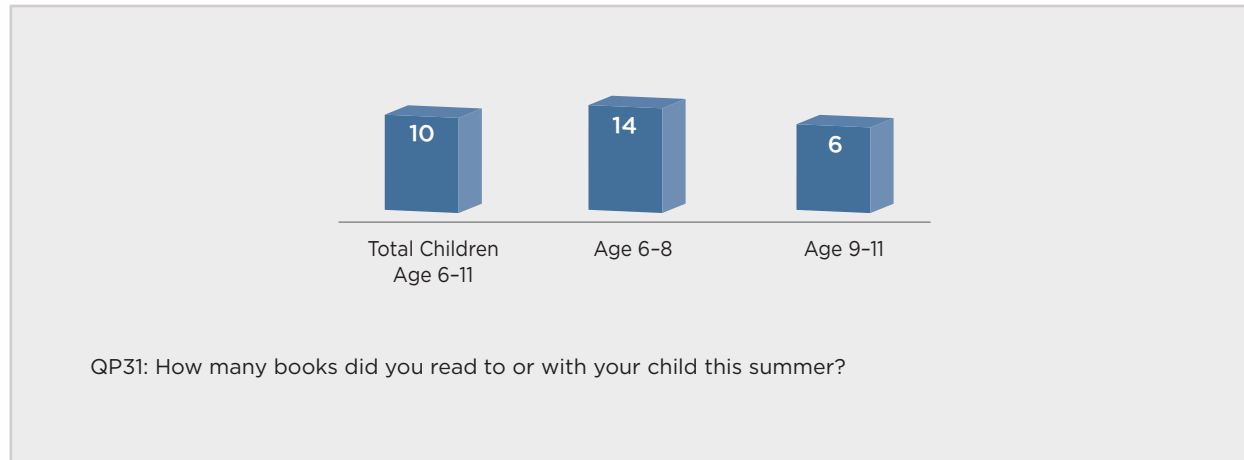
“They lose so much of what they learned over the long break. Reading will help them improve their fluency and skills.”

— 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.

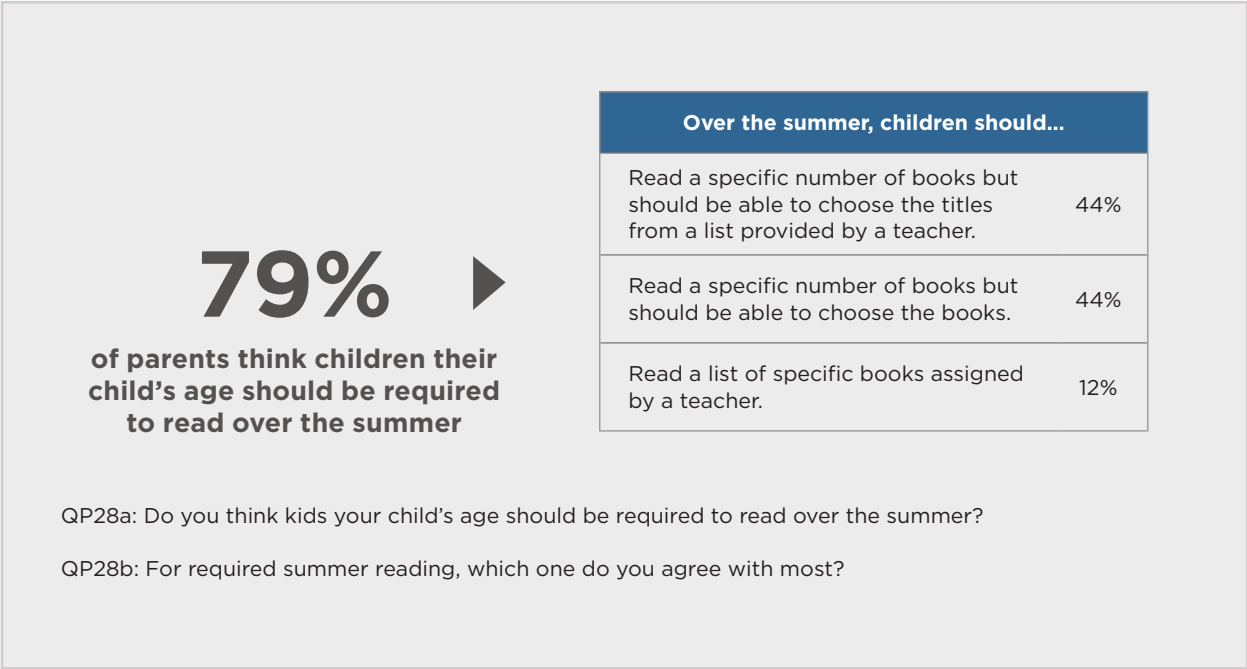
Average Number of Books Parents Read to or with Their Child

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.”

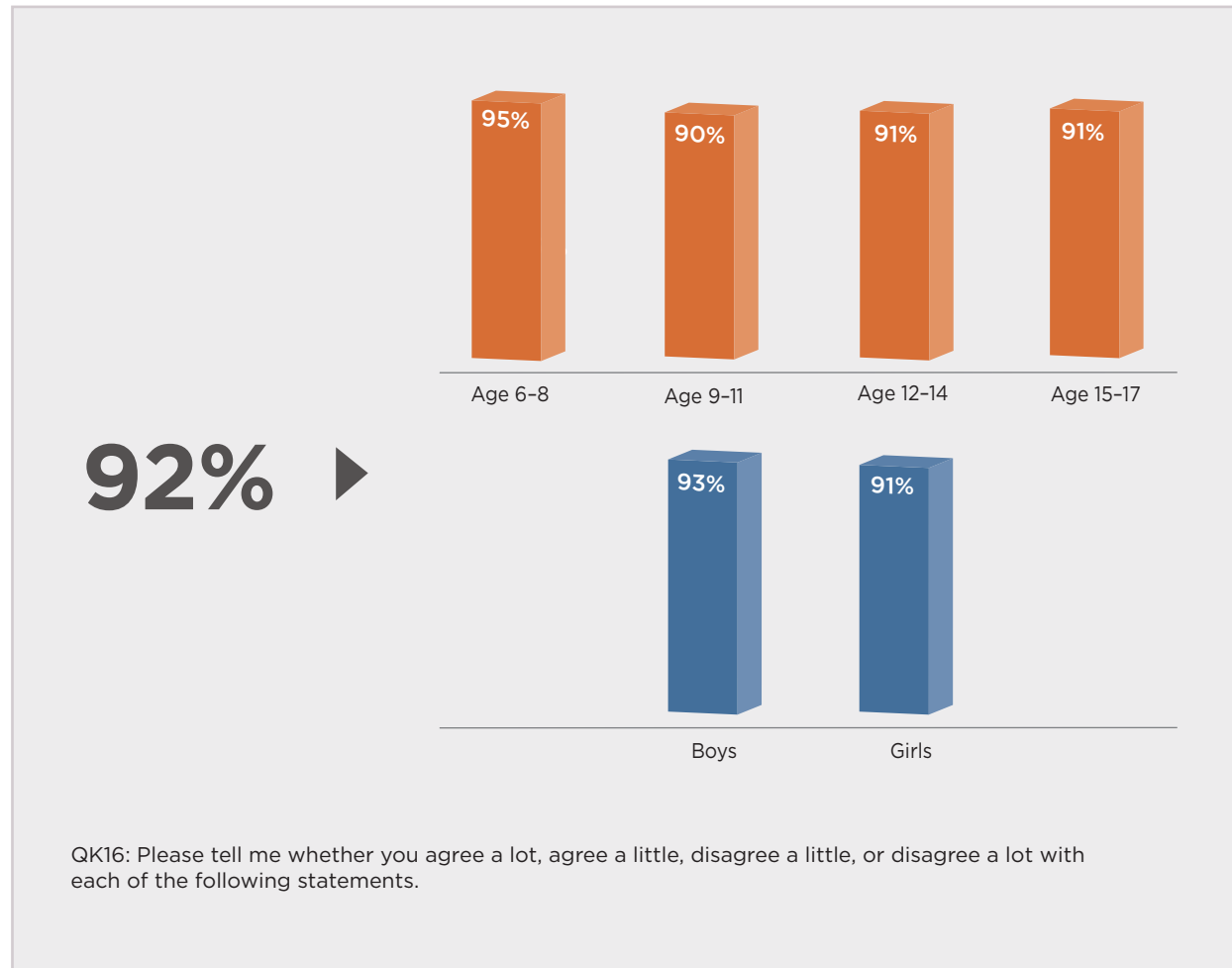
— 17 year-old girl, Pennsylvania

“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.**

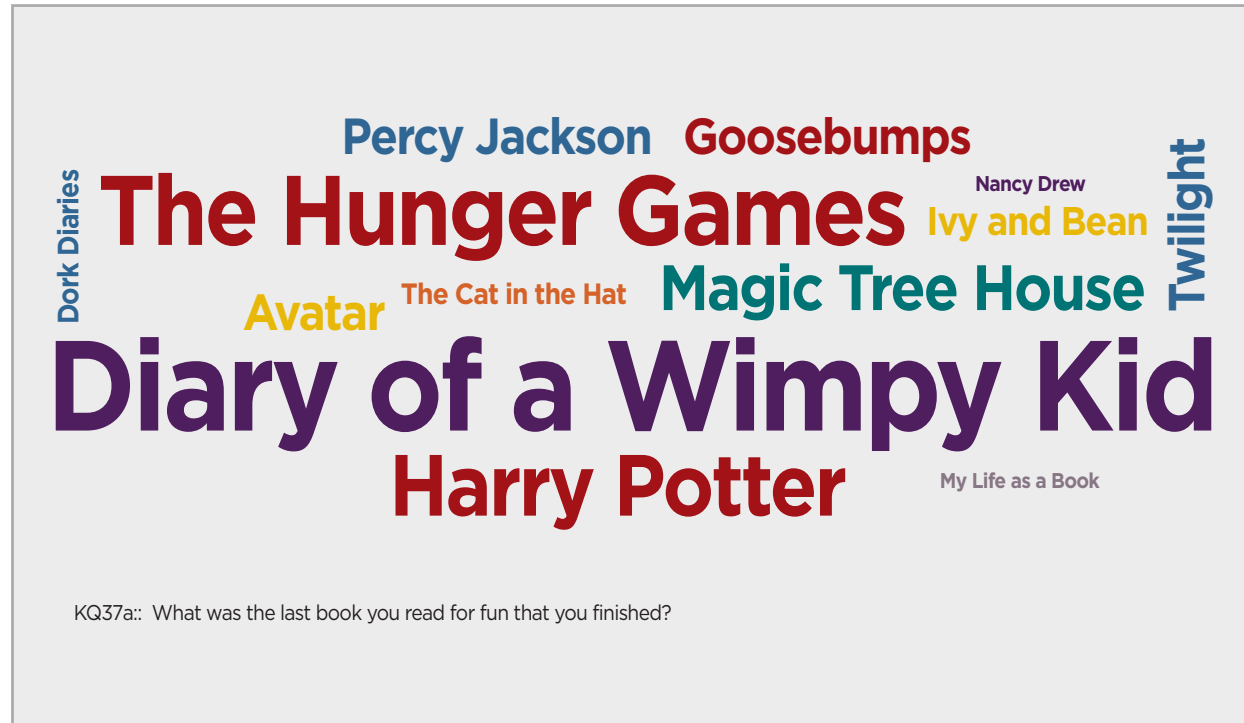


Last Book Read for Fun Among Children Age 6-8

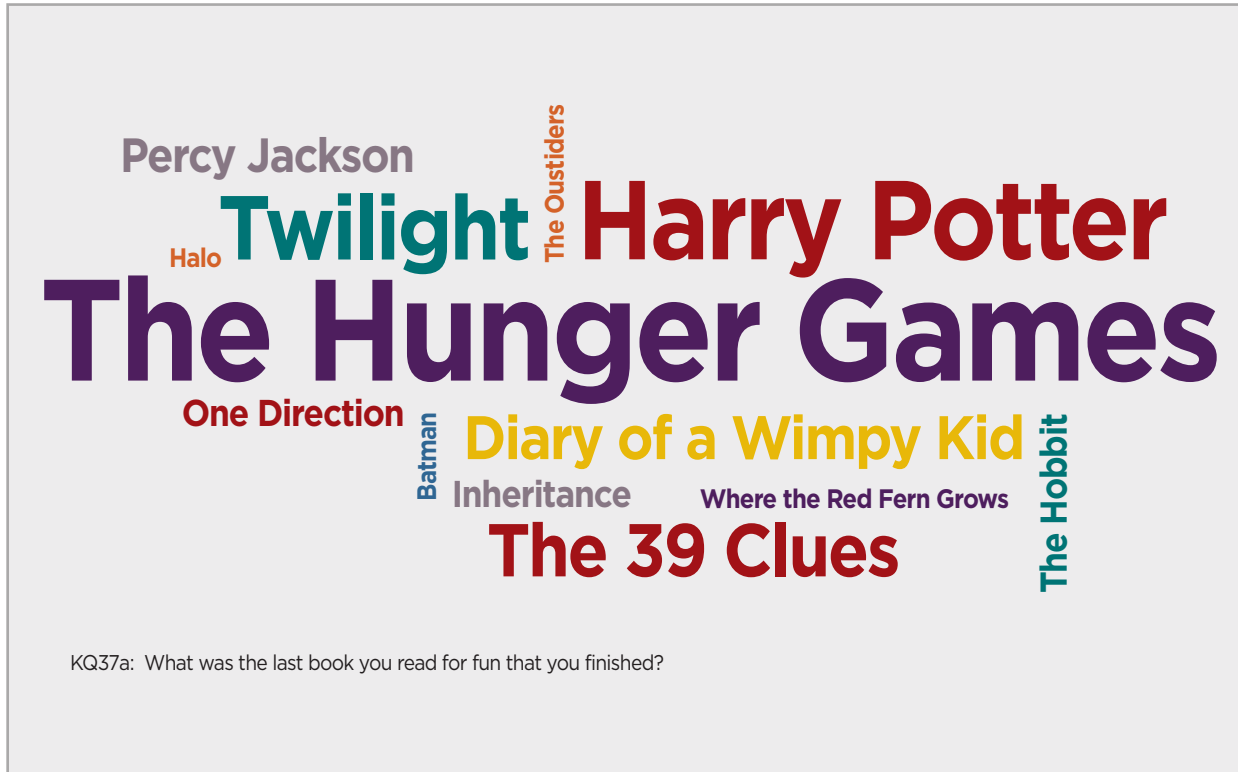


QK37a: What was the last book you read for fun that you finished?

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

To view the full appendix, visit
www.scholastic.com/readingreport

www.scholastic.com

