



Kids & Family Reading Report™

UNITED KINGDOM

 SCHOLASTIC

YouGov®



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A Letter from Scholastic

We've all seen the headlines: children in the UK show little interest in reading books for fun and would rather spend time playing video games or watching videos—all leading to diminished reading time overall, something also being seen during school schedules. With that in mind, we wanted to find out just how children and their parents really feel about books and reading. We went directly to the source and I'm delighted to share with you the Kids & Family Reading Report,[™] a survey of UK children ages 6–17 and their parents—as well as of parents of children ages 0–5—regarding their attitudes and behaviours around reading for pleasure.

The report sheds light on topics such as reading aloud, reading independently at school, the predictors of children's reading frequency, the level of importance that both children and parents place on reading skills, and finally, what children most want in books.

We have long considered reading aloud at home a wonderful shared experience between a parent and a child. Our survey confirms that the vast majority of kids who are or were read books at home love being read aloud to or like it a lot, with 68% saying this is because it's a special time with their parents. However, the research also highlighted that about one in five parents stopped reading aloud to their children before the age of 9, while 37% of children ages 6–8 whose parents no longer read books aloud at home did not want their parents to stop.

The study also found children who read independently with their class or school feel positively about the experience and wish they could do it more often. However, whilst some children have opportunities to read a book of their choice independently during the school day, 66% of kids ages 6–17 report that they never do this as a class. Children younger than 12 are most likely to read a book of their choice as a class but as they age, opportunities diminish quickly. Among children ages 12–14, over half (54%) say they never have an opportunity during the school day as a class, school, or on their own time to read independently; this rises to 70% for kids ages 15–17.

In addition to enjoying the experience, our survey confirmed that children who read independently at school are more likely to enjoy reading for pleasure, say that reading books for pleasure is important, and be frequent readers.

Throughout the survey, frequent readers are defined as children who read books for pleasure five or more days a week, compared to infrequent readers, who read less than one day a week. One-third of children told us that they were frequent

readers, with 6–8 year-olds the most likely to fall into this category. Children who are frequent readers are more likely to enjoy reading, strongly believe that reading for fun is important, and have parents who are frequent readers and who encourage their children’s reading through a variety of strategies.

After the age of 8, reading frequency declines rapidly among kids as other activities compete for attention. Still, half of children consider reading skills, along with computer skills, as among the most important they should have. Parents are even more likely to perceive strong reading skills as an important skill for their children to have, rating them almost as highly as strong social skills.

Within the report, we see how important parent engagement is to encourage children to read, with parents’ reading behaviour found to be a predictor of a child’s reading frequency. In addition, parents of children ages 6–17 revealed that they are most likely to encourage their kids to read by giving them books as gifts; however, one-third of parents say they need help finding books that their child likes.

When it comes to what kids want to read, overwhelmingly boys and girls ages 6–17 agree that they want books that make them laugh (63%), and self-selection is a powerful motivator with more than eight in 10 kids saying that their favourite books—and the ones they are most likely to finish—are the ones that “I have picked out myself.”

We hope that you’ll share this data and join us in support of reading for pleasure both at school and at home. We all have a part to play in getting every child reading—Scholastic UK is encouraging all schools to sign up to our Reading Charter to put reading at the heart of school life—we hope you’ll ensure that your school is signed up at www.scholastic.co.uk/readingcharter and support us in making sure that every child has the opportunity to read more, understand more and read joyfully.

Sincerely,

A handwritten signature in black ink that reads "Catherine Bell". The signature is written in a cursive, flowing style.

Catherine Bell

Co-group M.D. Scholastic UK

Key Findings

In summer 2015, Scholastic, in conjunction with YouGov, conducted a survey to explore family attitudes and behaviours in the United Kingdom around reading books for fun. The key findings of this research, based on a nationally representative sample of 1,755 parents and children, including 349 parents of children ages 0–5; 703 parents of children ages 6–17; plus one child age 6–17 from the same household, follow:

The State of Kids & Reading

- One-third of children ages 6–17 (34%) report they are frequent readers, reading books for fun 5–7 days a week. Kids ages 6–8 are the most likely to be frequent readers (54%) in comparison with 17% of kids ages 15–17. (Page 8)
- While 58% of children love reading books for fun or like it a lot, reading enjoyment drops significantly after ages 8 and 11. Similarly, 51% of children say reading books for fun is extremely or very important, yet this too declines after ages 8 and 11. (Pages 9 & 10)
- As children grow older, reading competes with many screen-related activities. For example, when it comes to using a smartphone or other handheld device for going online, less than one-third of kids younger than 12 report doing so 5–7 days a week. This increases to 62% of kids ages 12–14 and then again to 80% of kids ages 15–17. A similar pattern is seen among kids' use of mobiles to text or talk. (Page 11)
- Nearly nine in 10 parents of children ages 6–17 (88%) say it is extremely or very important that their children read books for fun and 75% agree: "I wish my child would do more things that did not involve screen time." (Pages 10 & 12)
- Across ages, seven in 10 children (71%) say they know they should read more books for fun; the same percentage of parents (71%) wish their child would read more books for fun. (Page 15)

SPOTLIGHT: What Makes Frequent Readers

- Frequent readers differ substantially from infrequent readers—those who read books for fun less than one day a week. For instance, 92% of frequent readers are currently reading at least one book for fun while 75% of infrequent readers “haven’t read a book for fun in a while.” (Page 20)
- There are four dynamics that are among the most powerful predictors of reading frequency for children ages 6–17:
 - A child’s belief that reading books for fun is important
 - A child’s reading enjoyment
 - Parents’ reading frequency
 - Parental involvement in their child’s reading habits (Page 16)
- Additional predictors of reading frequency for children ages 6–11 include how often they were read to before Reception, whether they are currently read books aloud, and less time spent online using a smartphone. (Page 17)
- For children ages 12–17, additional predictors of reading frequency include having opportunities to read a book of their choice independently at school, finding books on a school reading list or on blogs, and spending less time watching TV and visiting social networking sites. (Page 18)

Key Findings

Reading Aloud at Home

- More than three-quarters of children ages 0–5 (77%) are read aloud to at home 5–7 days a week. This declines to fewer than four in 10 kids ages 6–8 (37%), and one in five kids ages 9–11 (20%). (Page 27)
- Across all ages, the overwhelming majority of kids who are or were read books aloud (83%) say they love(d) being read books aloud at home or like(d) it a lot—the top reason being it’s a special time with their parents. (Pages 22 & 23)
- Overall, nine in 10 parents (89%) say their children are read books aloud at home before age 6, primarily to encourage reading enjoyment and foster development of language skills. (Page 25)

SPOTLIGHT: Reading with Kids from Birth

- Three-quarters of parents of children ages 0–5 (75%) say they started reading aloud to their child before age one, yet only 33% say they began before the age of three months. (Page 28)
- Less than half of parents of children ages 0–5 (41%) received the advice that children should be read aloud to from birth, with parents from the lowest-income households more likely to receive this advice than parents from higher-income households. (Page 29)
- Among parents who received advice that children should be read aloud to from birth, the most common sources of this advice include Bookstart, friends and family. (Page 30)

Reading in School

- More than one-third of children (35%) say their class has a designated time during the school day to read a book of their choice independently, yet only 14% have this time every or almost every school day. (Page 39)
- Overall, children who read independently with their class or school feel positive (56%) about this experience, saying they wish they could do this more often or that it is one of their favourite parts of the day. (Page 41)

- › Children who are given time for independent reading at school are more likely than kids without this time to be reading currently and frequently, more likely to say reading books for fun is important, and more likely to enjoy reading. (Page 43)

SPOTLIGHT: Sources for Finding Books

- › Libraries and school book fairs and book club flyers, along with bookshops, are the leading sources children ages 6–11 use to find books to read for fun. While libraries and bookshops remain popular, online sources become more common as kids grow older. (Page 44)

What Kids Want in Books

- › Across all ages, a majority of kids (68%) say they would read more if they could find more books they like, and nearly four in 10 parents (38%) agree that their child has trouble finding books he or she likes. (Pages 48 & 54)
- › More than eight in 10 children agree their favourite books—and the ones they are most likely to finish—are the ones they pick out themselves. (Page 49)
- › Above all, children want books that make them laugh (63%), and parents often want the same things in books for their children as kids want for themselves. (Pages 50 & 53)

SPOTLIGHT: Print Books in a Digital World

- › More than four in 10 children ages 6–17 (43%) have read an ebook. (Page 59)
- › A majority of children who read ebooks (56%) say that most of the books they read for fun are in print, but three in 10 (30%) kids read half ebooks and half print books. (Page 60)
- › Sixty-eight percent (68%) of children agree they will always want to read print books, even though there are ebooks available. (Page 62)



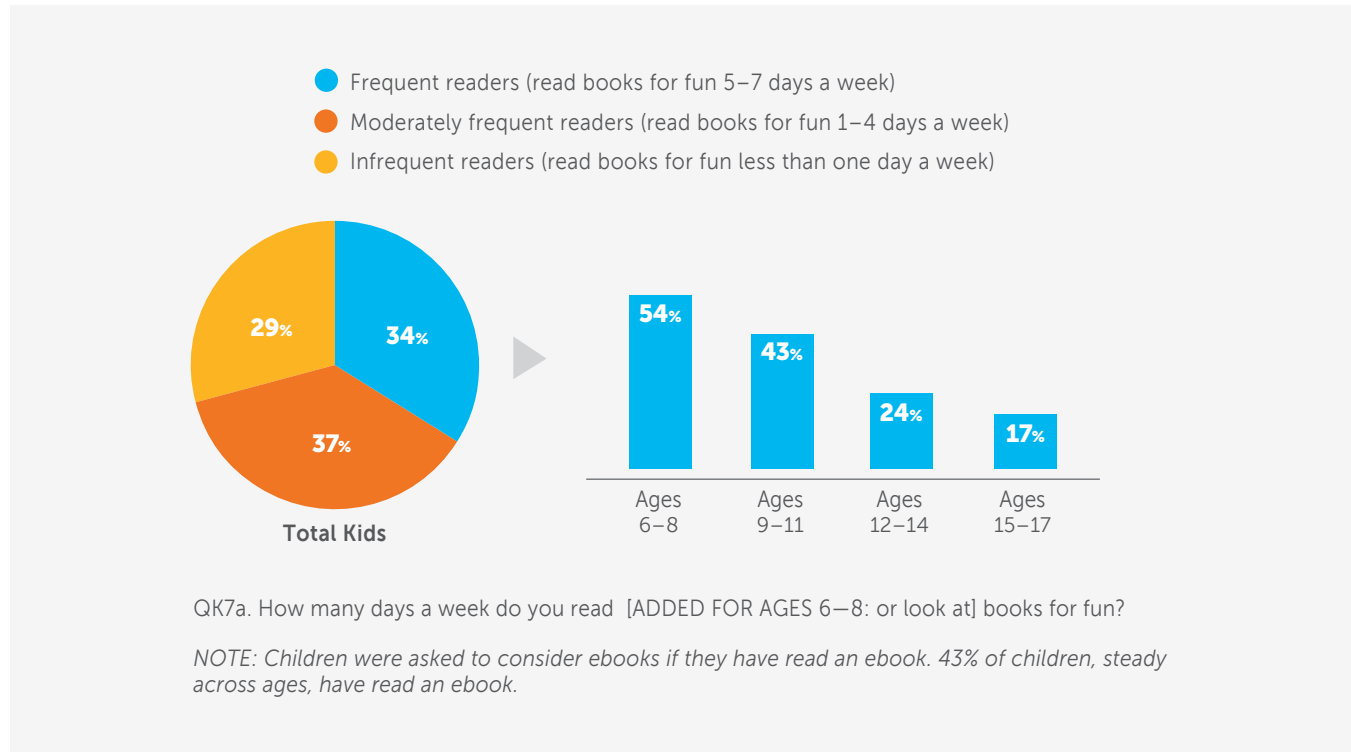
SECTION I:

The State of Kids & Reading

One third of children (34%) report they are frequent readers. Kids ages 6–8 are the most likely to be frequent readers (54%) while only 17% of kids ages 15–17 say they read books for fun 5–7 days a week.

Frequency with Which Children Read Books for Fun

Base: Children Ages 6–17



41%

of girls read books for fun 5–7 days a week, compared with 27% of boys.

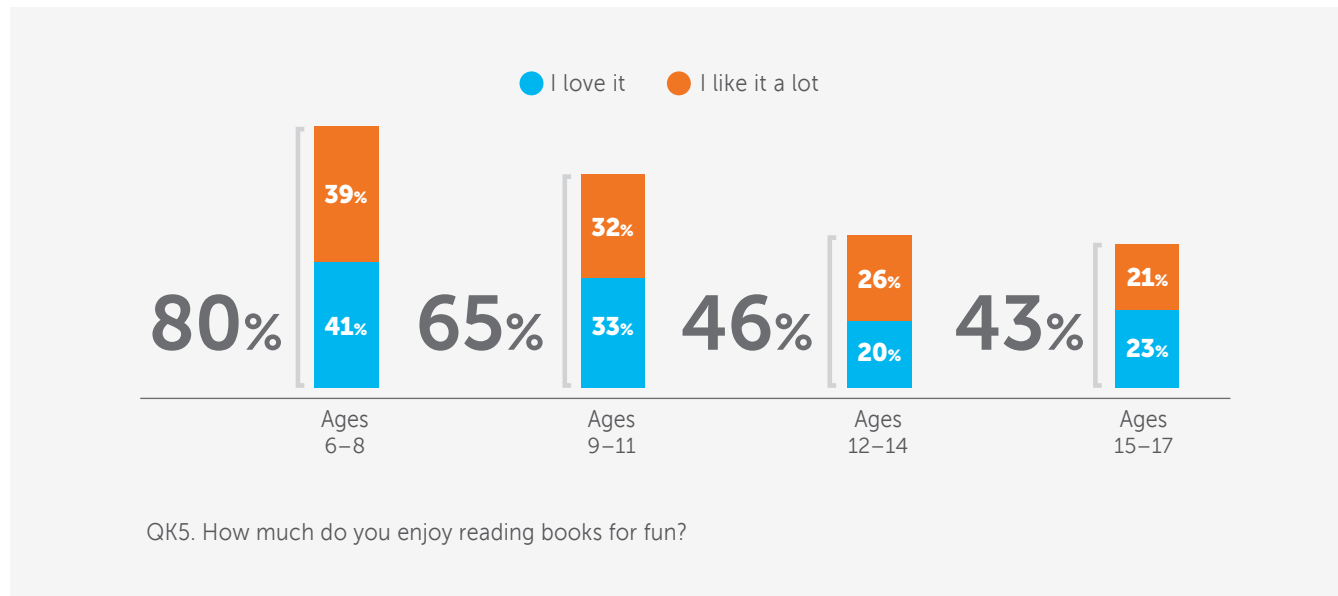
“Reading takes you away from real life for a bit. I just love it.”

—15-year-old girl, Yorkshire

While 58% of children love reading books for fun or like it a lot, reading enjoyment drops significantly after ages 8 and 11.

Degree to Which Children Enjoy Reading Books for Fun

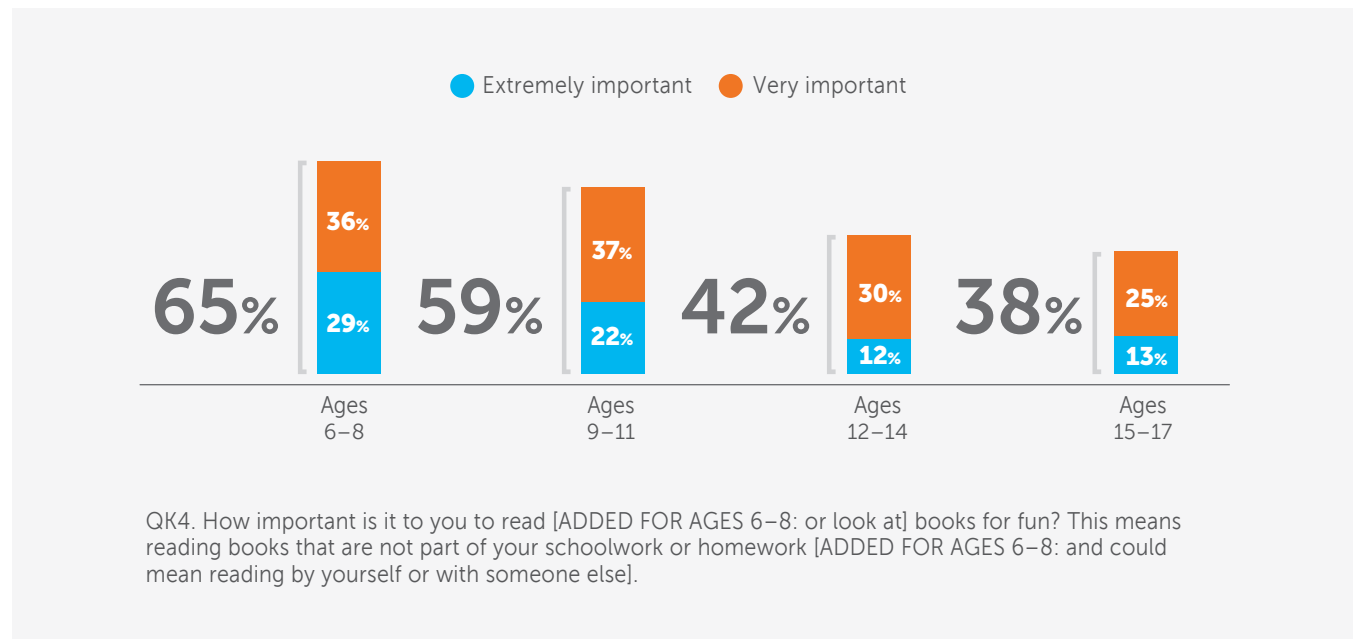
Base: Children Ages 6–17



Similarly, 51% of children say reading books for fun is extremely or very important, yet this too declines after ages 8 and 11.

Children's Views on the Importance of Reading Books for Fun

Base: Children Ages 6–17



88%

of parents with kids
ages 6–17 say

it is **extremely** or
very important
that their children **read**
books for fun.

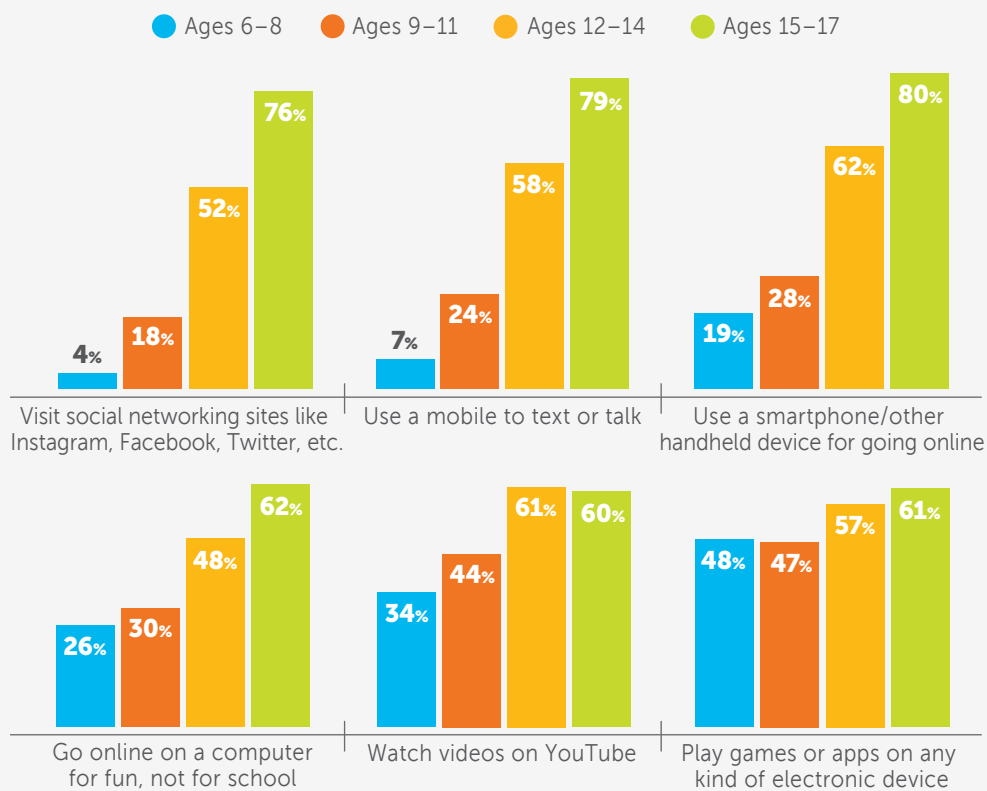
“She is 17 now and does occasionally read, but it doesn’t seem fun for her anymore.”

— Stepmother, 17-year-old girl, North West

As children grow older, reading competes with many activities.

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

Base: Children Ages 6–17



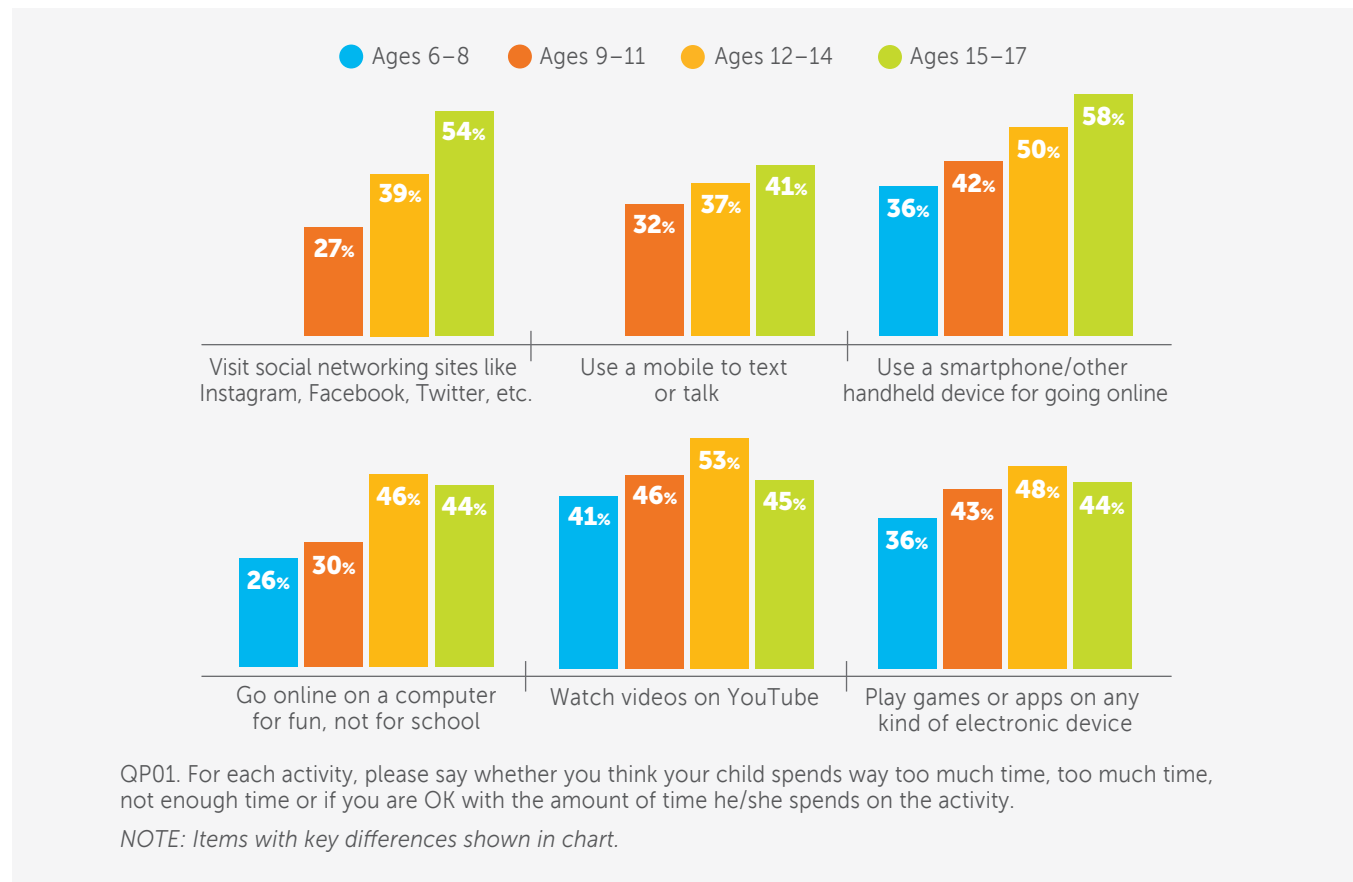
QK2b. Now we’d like to know how many days in a week you do each of these activities. Please check one box under the column that best describes how often you do each activity in a typical week.

NOTE: Items with key differences shown in chart.

Parents are concerned about the amount of time their children spend on screen-related activities.

Percentage of Parents Who Feel Their Children Spend Too Much Time on Each Activity

Base: Parents of Children Ages 6–17 Who Do Each Activity



75%

of parents with kids ages 6–17 agree:

“I wish my child would do **more things** that did **not involve screen time.**”

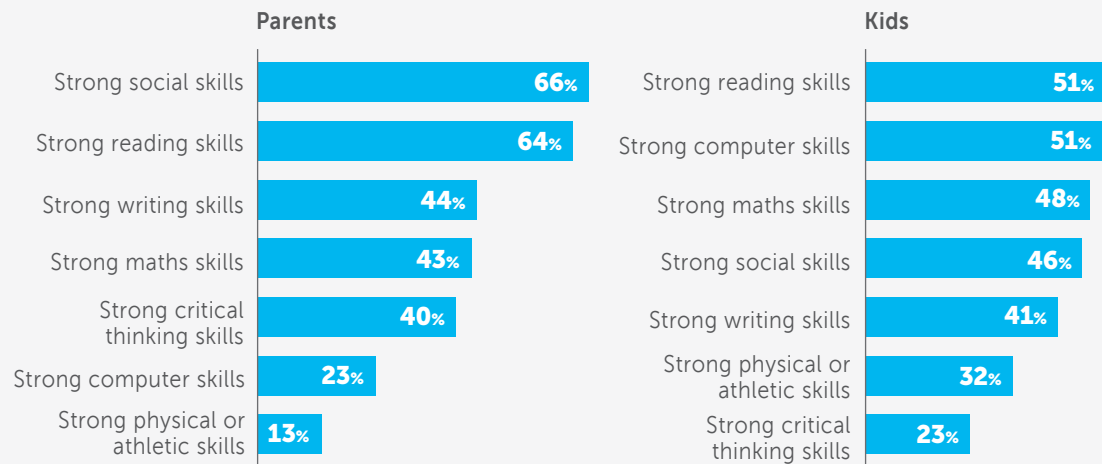
“Reading is one of the greatest gifts you can give a child. With that skill, the world is opened for them.”

— Father, 14-year-old boy, South East

Parents perceive strong social and reading skills as among the most important skills for their children to have. Though valued by fewer kids than parents, reading skills—along with computer skills—are still seen as important among kids.

Parents’ and Children’s Views on the Three Most Important Skills Children Should Have

Base: Parents of Children Ages 6–17 (Left) and Children Ages 6–17 (Right)



QP47. In your opinion, of the following list, which three skills are the most important for your child to have?

QK13. In your opinion, of the following list, which three skills are the most important for you to have?

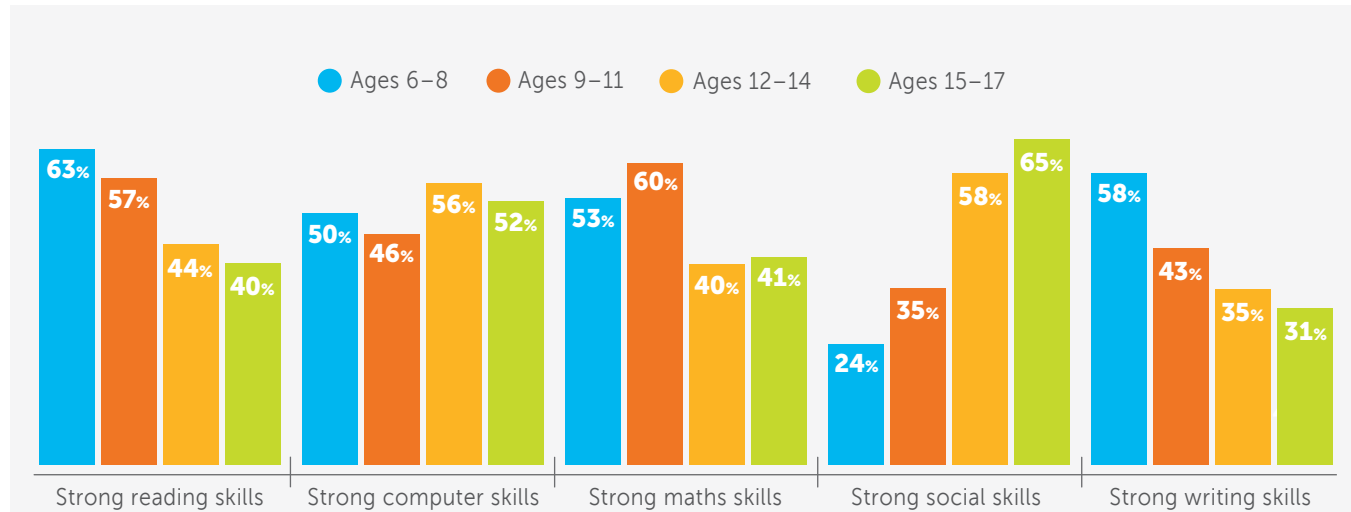
“There’s not much you can do if you can’t read well, is there?”

—7-year-old boy, North East

The percentage of children who say strong reading skills are among the most important skills they should have decreases with age. In comparison, the percentage that say strong social skills are important increases.

Children’s Views on the Three Most Important Skills Children Should Have

Base: Children Ages 6–17



QK13. In your opinion, of the following list, which three skills are the most important for you to have?

NOTE: Top five items shown.

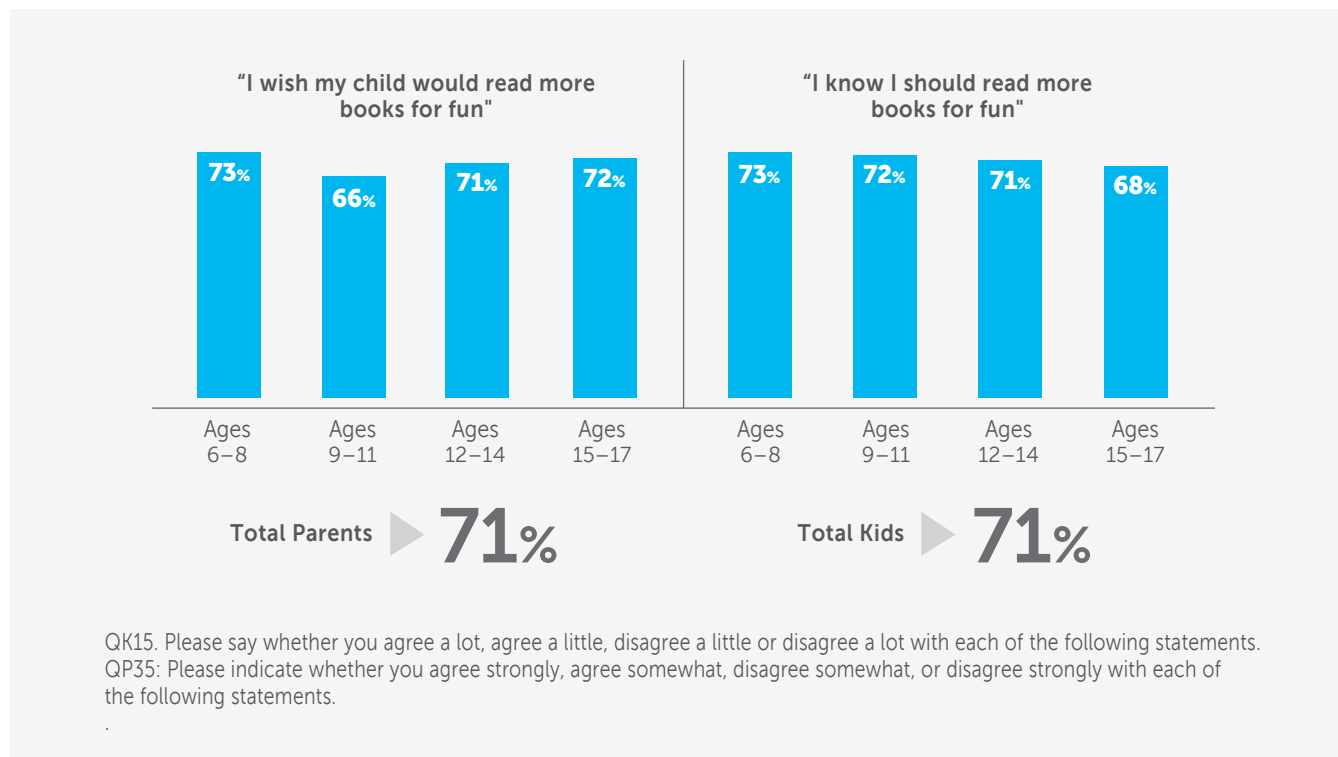
“Because it’s not only fun, it’s good education.”

— 8-year-old girl, Yorkshire and the Humber

Across ages, seven in 10 children (71%) say they know they should read more books for fun; the same percentage of parents (71%) agree they wish their child would read more books for fun.

Parents’ and Children’s Agreement with Statements on Reading More Books for Fun

Base: Parents of Children Ages 6–17 (Left) and Children Ages 6–17 (Right)



SPOTLIGHT:

What Makes Frequent Readers

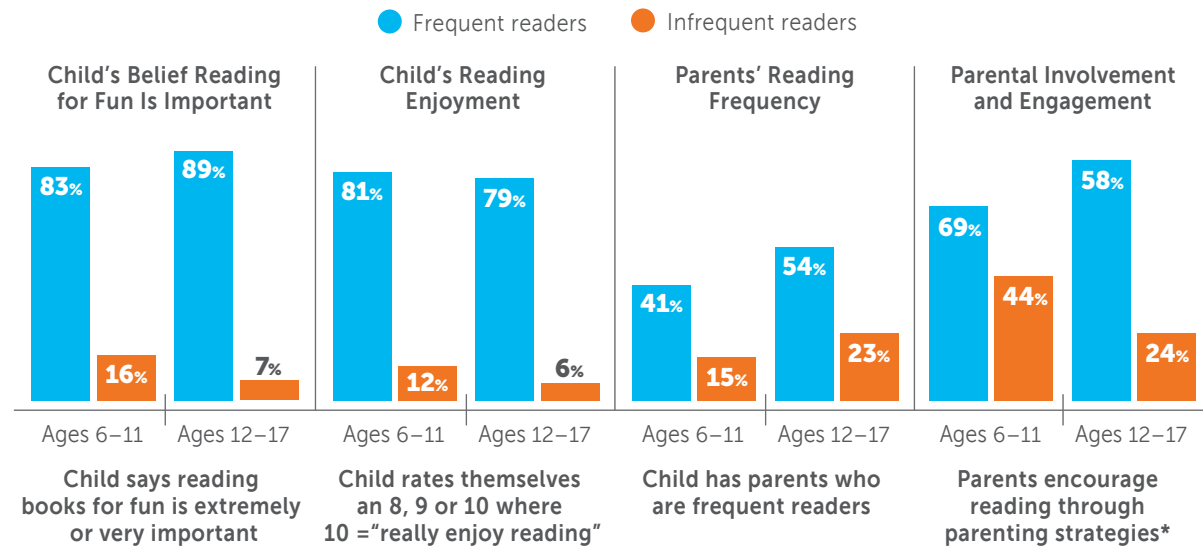
“I can finish a book in two days, and when I start a book, I can’t stop!”

—9-year-old girl, Greater London

There are four dynamics that are among the most powerful predictors of reading frequency for children ages 6–17.

Top Predictors of Reading Frequency

Base: Children Ages 6–17



NOTE: Regression analysis was used to construct two models to predict children’s reading frequency, one each among children ages 6–11 and 12–17. The data shown above are among frequent readers (children who read books for fun 5–7 days a week) and infrequent readers (those who read books for fun less than one day a week). Data on this and the next two pages are generally presented in the order of their importance to the regression model.

*“Parenting strategies” is a net of “put limits on the amount of screen time my child gets,” “build reading into his/her daily routine or schedule,” “read the same books as my child so I can talk with him/her about the books,” and “reward my child for reading books.”

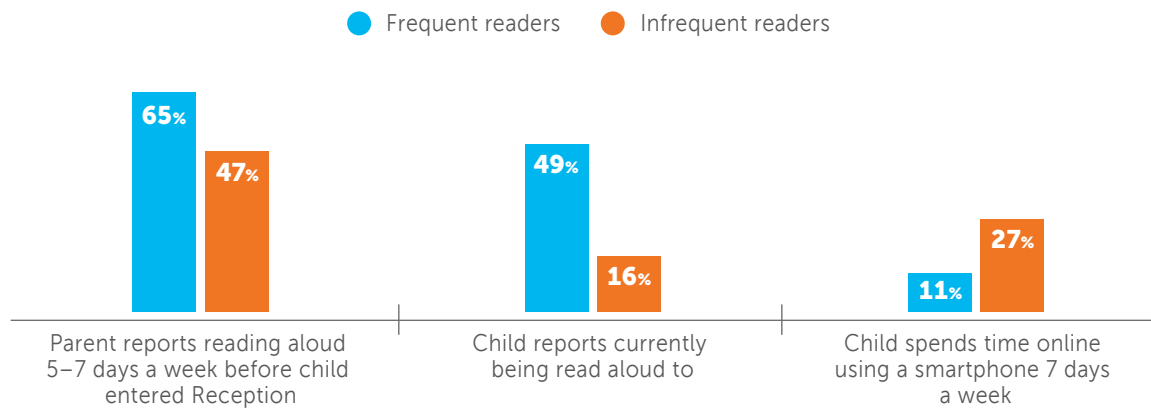
"I like being read aloud to because books can be tricky."

—10-year-old girl, Scotland

Additional predictors of reading frequency for children ages 6–11 include how often they were read to before reception, whether they are currently read books aloud, and spending less time online using a smartphone.'

Additional Predictors of Reading Frequency

Base: Children Ages 6–11



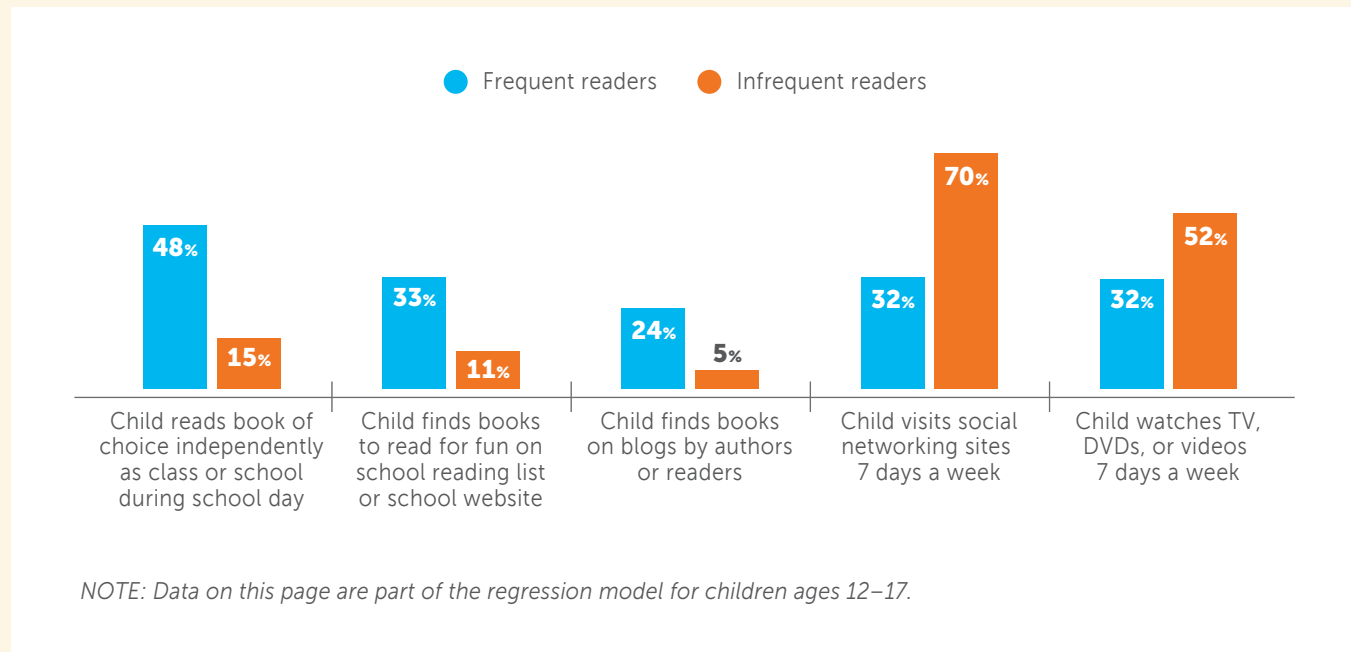
NOTE: Data on this page are part of the regression model for children ages 6–11.

SPOTLIGHT: What Makes Frequent Readers

For children ages 12–17, additional predictors of reading frequency include having opportunities to read a book of their choice independently at school, finding books on a school reading list or on blogs, and spending less time watching TV and visiting social networking sites.

Additional Predictors of Reading Frequency

Base: Children Ages 12–17



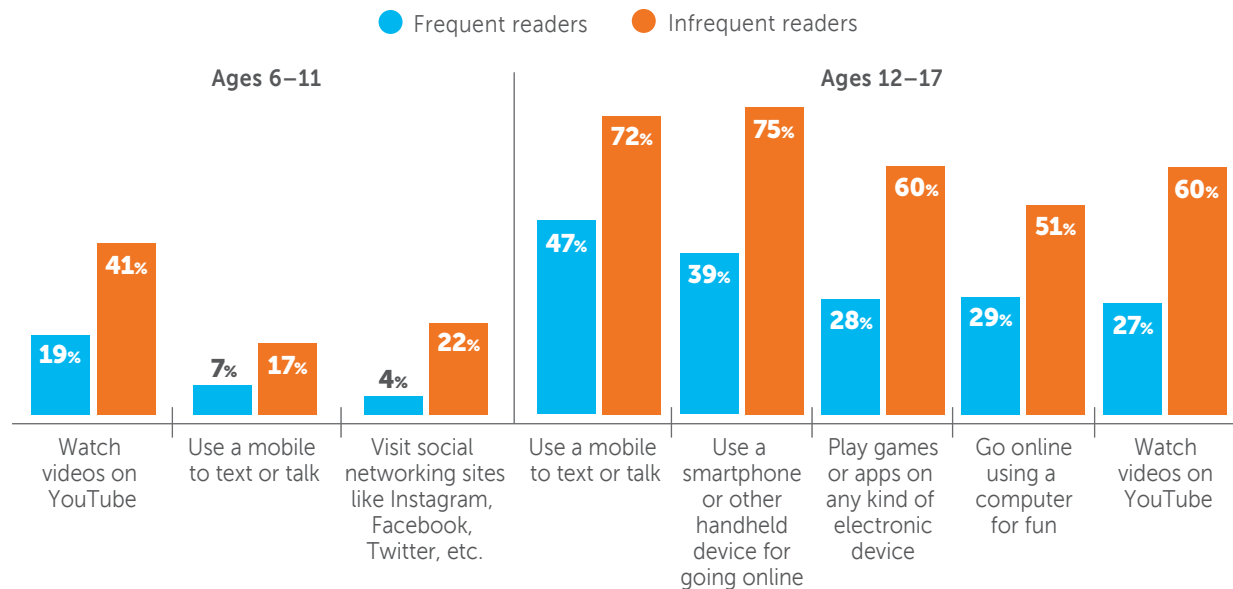
185

is the average number of print books frequent readers ages 6–17 have in their homes, compared with 111 print books among infrequent readers.

Overall, frequent readers are less likely than infrequent readers to engage seven days a week in all common screen-related activities asked about in the survey.

Percentage of Children Who Do Activities Seven Days a Week

Base: Children Ages 6–17



QK2b. 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.

NOTE: Select items shown.

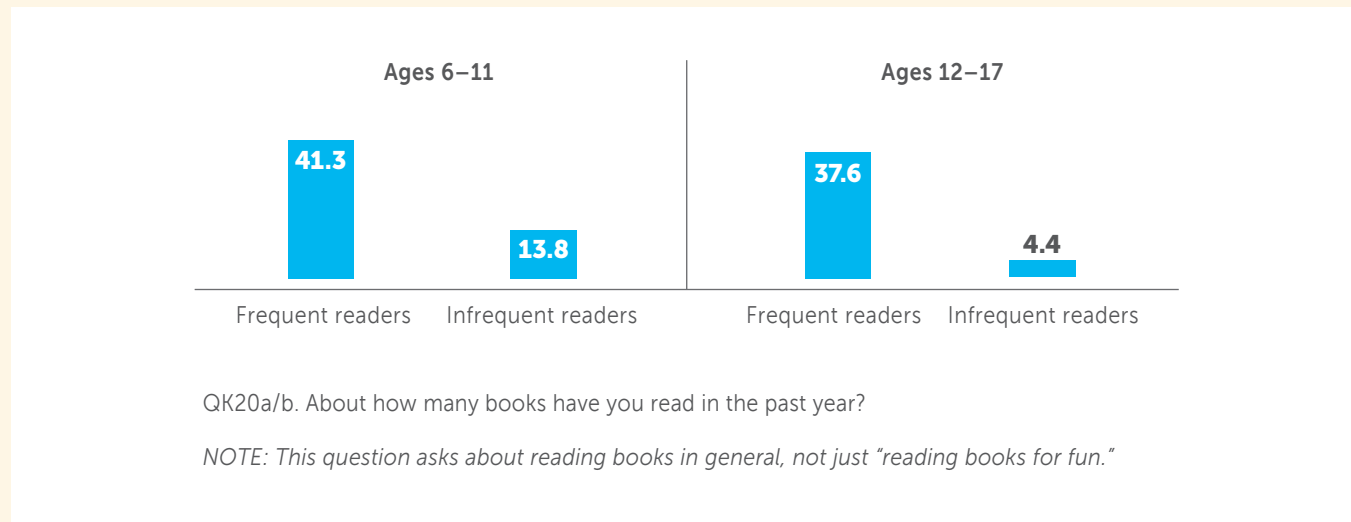
92%

of parents of infrequent readers ages 6–17 say their child would rather use an **electronic device or game system** than read books, compared with **37%** of parents of frequent readers.

SPOTLIGHT: What Makes Frequent Readers

The total number of books read annually by frequent readers is dramatically higher than the number read by infrequent readers. This is especially true among 12–17 year-olds, with frequent readers reading 8.5 times more books than do infrequent readers.

Average Number of Books Children Have Read in the Past Year
Base: Children Ages 6–17



75%

of infrequent readers
ages 6–17

"haven't read a book
for fun in a while,"
while 92% of frequent
readers are currently
reading at least one
book for fun.

What Makes Frequent Readers: The Most Powerful Predictors

For each age group shown, frequent readers are more likely than infrequent readers to:

Kids
Ages
12-17

- Read **independently** as a class or school during the school day
- Find books to read for fun on **school reading list** or **school website**
- Find books to read for fun on **blogs by authors or readers**
- Spend **less time on social networking sites**
- Spend **less time watching TV, DVDs, or videos**

These kids read an average of
37.6
BOOKS
per year vs.
4.4 by
infrequent
readers

Kids
Ages
6-17

- Rate themselves highly as **enjoying reading**
- Strongly believe **reading for fun is important**
- Have **parents** who are **frequent readers**
- Have parents who **limit screen time** and **encourage reading for fun** in specific ways



- Have been **read aloud** to 5-7 days a week **before entering Reception**
- Currently be **read aloud** to **at home**
- Spend **less time online** using a smartphone

These kids read an average of
41.3
BOOKS
per year vs.
13.8 by
infrequent
readers

Kids
Ages
6-11

To determine what predicts kids' reading frequency, more than 130 measures were included in a regression analysis.



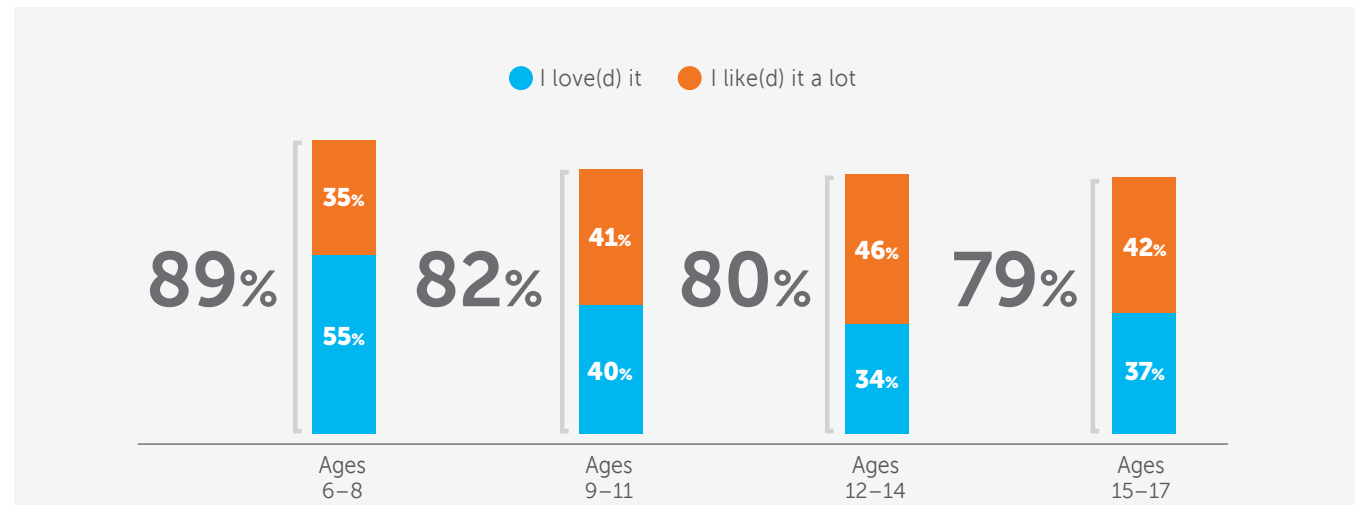
SECTION II:

Reading Aloud at Home

Across all ages, the overwhelming majority of kids say they love(d) being read books aloud at home or like(d) it a lot.

Degree to Which Children Enjoy(ed) Being Read Books Aloud at Home

Base: Children Ages 6–17 Who Are or Were Read Books Aloud at Home



QK25a. Do you like it when you are read books aloud at home? OR Did you like being read books aloud at home when you were younger?

NOTE: Data in this chart are among the 90% of kids who are or were read books aloud at home. Among children ages 6–17, 16% say they like(d) being read to aloud a little; 2% say they do/did not like it at all.

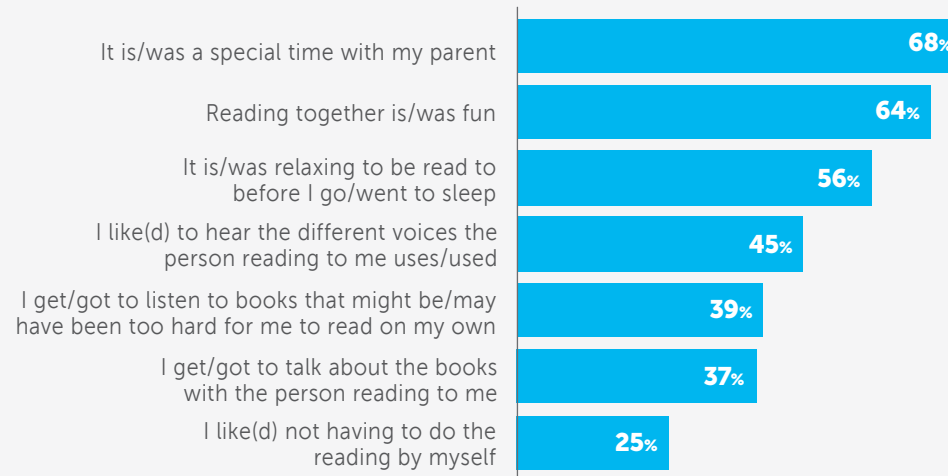
“It makes me feel happy and close to my mummy when she reads to me.”

— 6-year-old boy, East of England

The top reason children say they enjoy being read aloud to is because it’s a special time with their parents.

Reasons Kids Like(d) Being Read to Aloud at Home

Base: Children Ages 6–17 Who Are or Were Read Books Aloud at Home and Love(d) it or Like(d) it a Lot



QK25b. Which of these, if any, are reasons you like(d) being read aloud to at home?

NOTE: Data in this chart are among the 74% of kids who report they are or were read books aloud at home and who love(d) it, or like(d) it a lot.

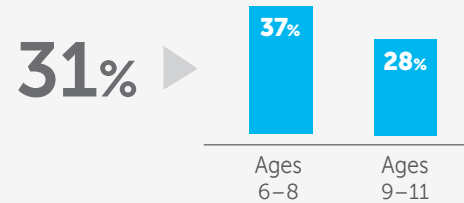
“My mum and dad brought the books to life for me.”

— 8-year-old girl, Greater London

Among kids ages 6–11 whose parents no longer read books aloud at home, nearly one-third (31%) did not want their parents to stop.

Percentage of Children Who Say They “Wanted Reading Aloud to Continue”

Base: Children Ages 6–11 Who Were Read Books Aloud at Home



QK26. When your parent or family member stopped reading to you, were you ready for it to stop, did you want it to continue or did you not really care either way?

NOTE: Data in this chart are among the 50% of kids ages 6–11 (36% ages 6–8, 64% ages 9–11) who say they are no longer read books aloud at home.

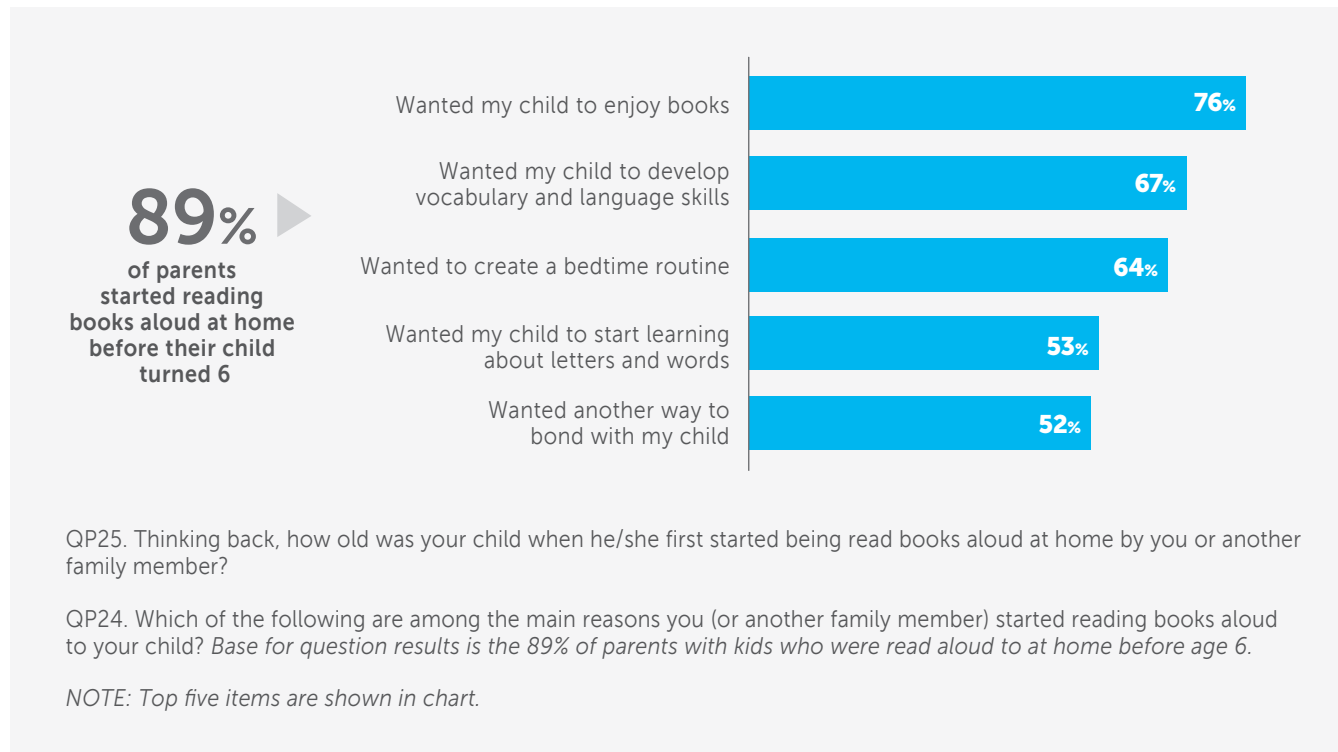
“Books help with language development and reading aloud is a quiet bonding time.”

— Mother, 3-year-old boy, East of England

Overall, nine in 10 parents (89%) say their children are read books aloud at home before age 6, primarily to encourage reading enjoyment and foster development of language skills.

Percentage of Parents Who Say Their Child Was Read Books Aloud at Home Before Age 6 and Reasons Reading Aloud Started

Base: Parents of Children Ages 0–17



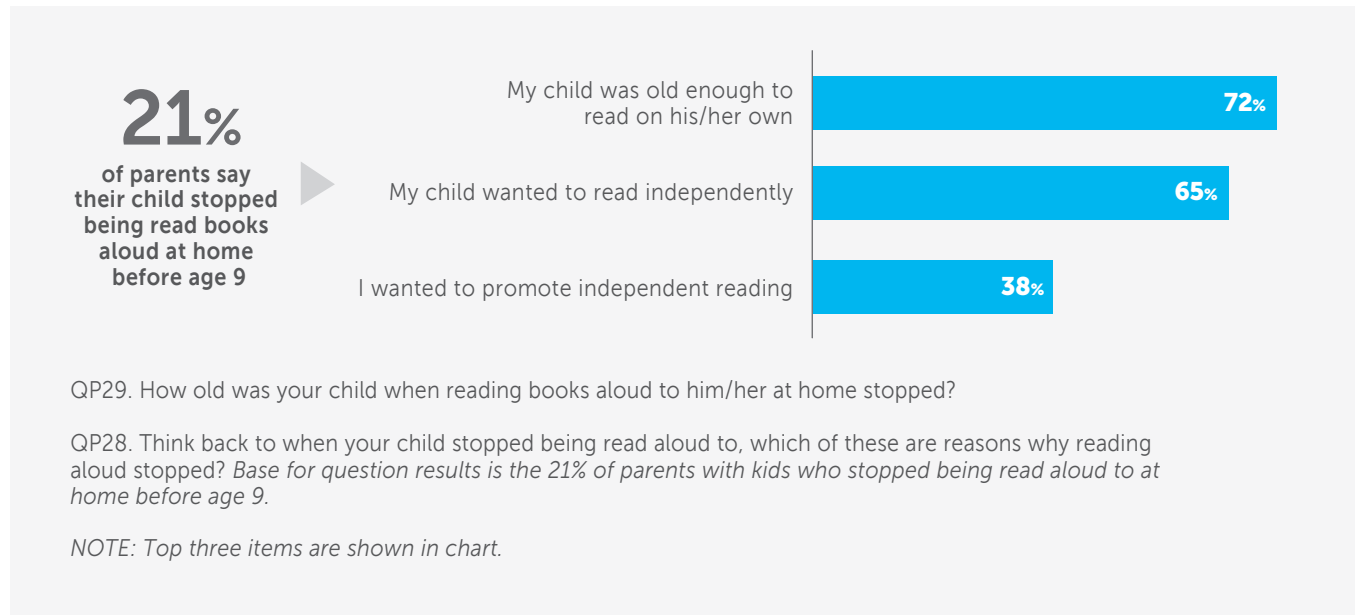
“Reading time was comforting when I didn’t know how to read.”

— 8-year-old girl, Greater London

About one in five parents of children ages 6–17 (21%) stopped reading aloud to their children before age 9, most often citing reasons related to their child being able to read independently.

Percentage of Parents Who Say Their Child Stopped Being Read Books Aloud at Home Before Age 9 and Reasons Reading Aloud Stopped

Base: Parents of Children Ages 6–17



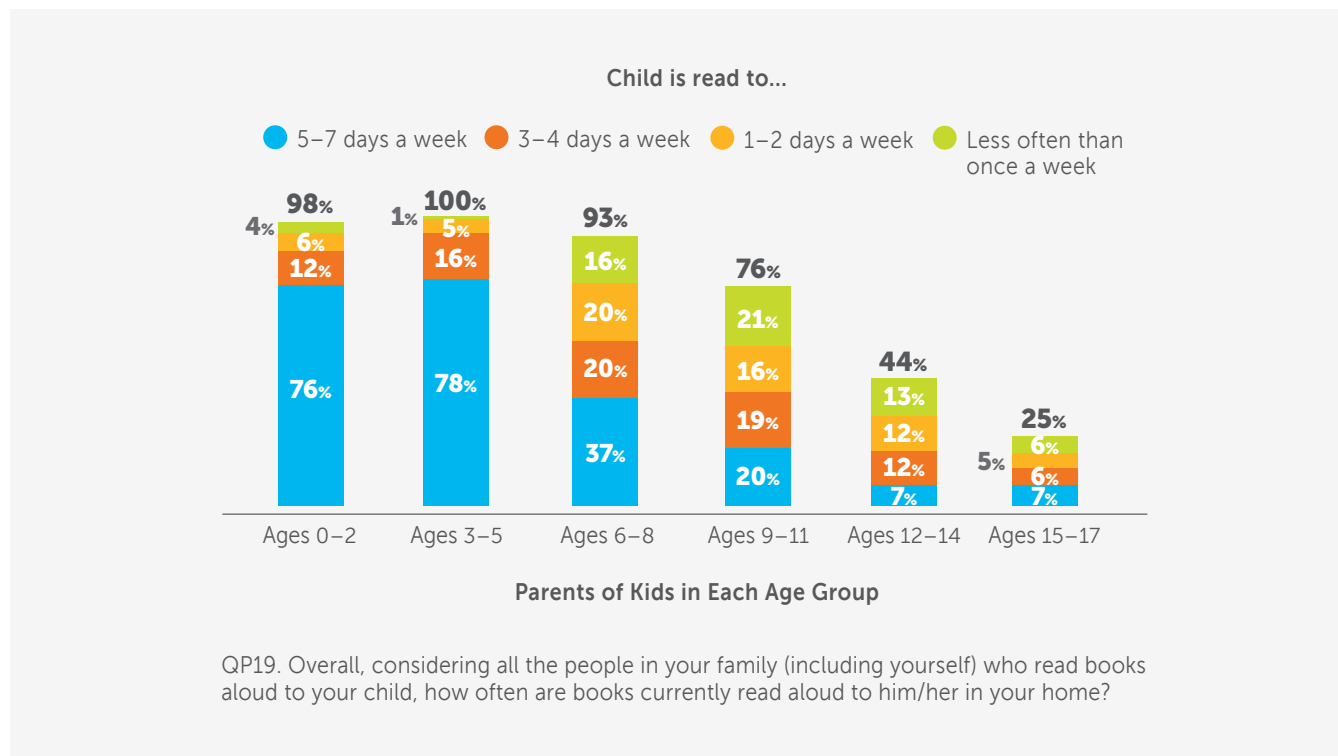
“She squeals and laughs when being read to.”

— Father, 2-year-old girl, Scotland

More than three-quarters of children ages 0–5 (77%) are read aloud to at home 5–7 days a week. This declines to fewer than four in 10 kids ages 6–8 (37%), and one in five kids ages 9–11 (20%).

Frequency with Which Parents Say Their Child is Read Books Aloud at Home

Base: Parents of Children Ages 0–17



SPOTLIGHT:

Reading with Kids from Birth

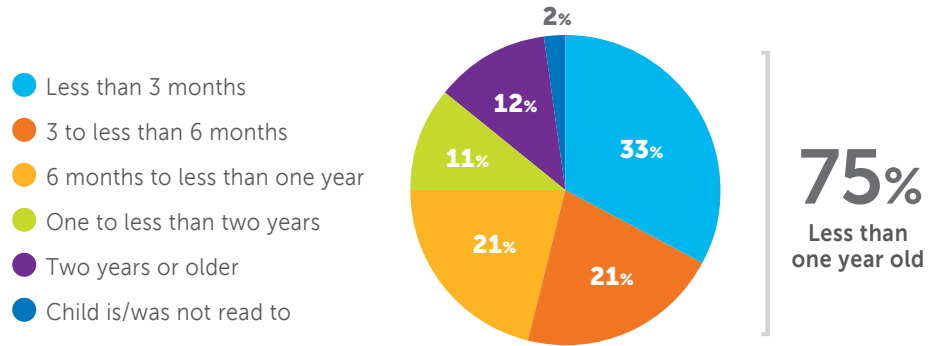
Three-quarters of parents of children ages 0–5 (75%) say they started reading aloud to their child before age one, yet only 33% say they began before the age of three months.

“I have read to my children pretty much from birth, and they love to choose a book for me to read to them.”

— Mother, 4-year-old boy,
East Midlands

Age of Child When Reading Books Aloud at Home Started

Base: Parents of Children Ages 0–5



QP25. Thinking back, how old was your child when he/she first started being read books aloud at home by you or another family member?

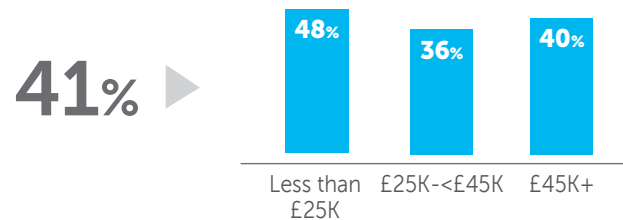
“Some of my favourite childhood memories are of being lost in a book. I’d like her to have that joy.”

— Mother, 5-year-old girl, Scotland

Less than half of parents of children ages 0–5 (41%) received the advice that children should be read aloud to from birth, with parents from the lowest-income households more likely to receive this advice than parents from higher-income households.

Percentage of Parents Who Received Advice That Children Should Be Read Aloud to from Birth

Base: Children Ages 0–5



QP52. Thinking back to when your child was a baby, did you hear, read or receive advice that your child should be read aloud to from birth?

SPOTLIGHT: Reading with Kids from Birth

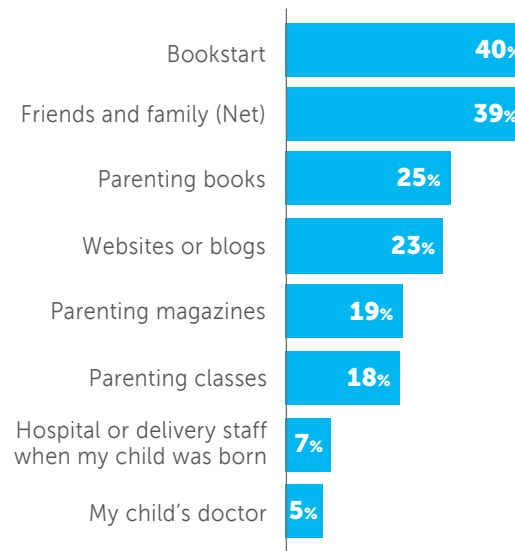
“I loved the time we spent curled up reading and laughing and learning to read!”

— 13-year-old girl, Yorkshire and the Humber

Among parents who received advice that children should be read aloud to from birth, the most common sources of this advice include Bookstart, friends and family.

Sources of Advice That Children Should be Read Aloud to from Birth

Base: Parents of Children Ages 0–5 Who Received This Advice When Their Child Was a Baby



QP53. Which of the following were sources of the advice to read aloud from birth?

NOTE: Data in this chart are among the 41% of parents of children ages 0–5 who received advice to read aloud from birth when their child was a baby. The net item combines four items: “child’s grandparents,” “other parents,” “teachers I know” and “other relatives/friends.”

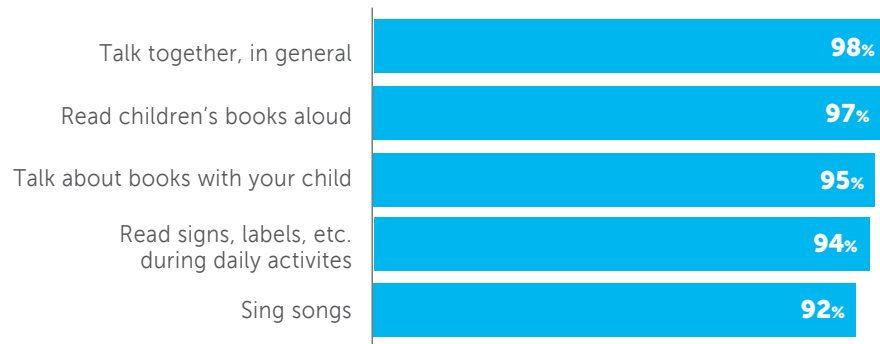
“I think reading out loud is good so you can improve your reading and spelling.”

—9-year-old boy, South East

Parents say that reading books aloud to children is a top way to develop a child’s language skills. Talking—both in general and about books—along with building reading into daily routines, and singing, are also among the top five activities parents think kids should experience for language development.

Percentage of Parents Who Say Each is Extremely/Very Important in Developing Child’s Language Skills (Top 5 Activities Are Shown)

Base: Parents of Children Ages 0–5



QP6. How important do you think it is to do each of following with your child in order to develop his/her language skills?

NOTE: Top five items are shown in chart.

SPOTLIGHT: Reading with Kids from Birth

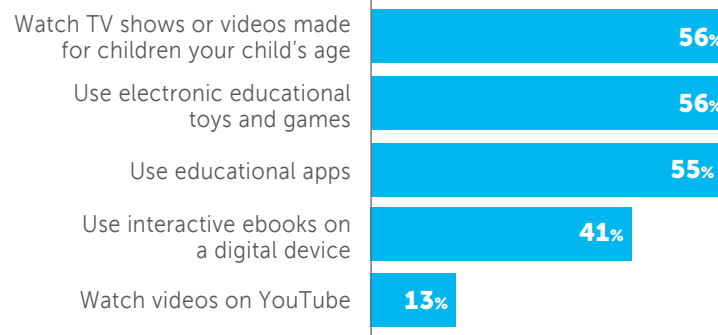
“Being read to got me into loving books.”

— 15-year-old girl, South West

Other activities, like watching TV, videos on YouTube, or using digital devices and apps are deemed as far less important in developing language skills.

Percentage of Parents Who Say Each is Extremely/Very Important in Developing Child’s Language Skills (Top 5 Activities Are Shown)

Base: Parents of Children Ages 0–5



QP6. How important do you think it is to do each of following with your child in order to develop his/her language skills?

NOTE: Bottom five items are shown in chart.

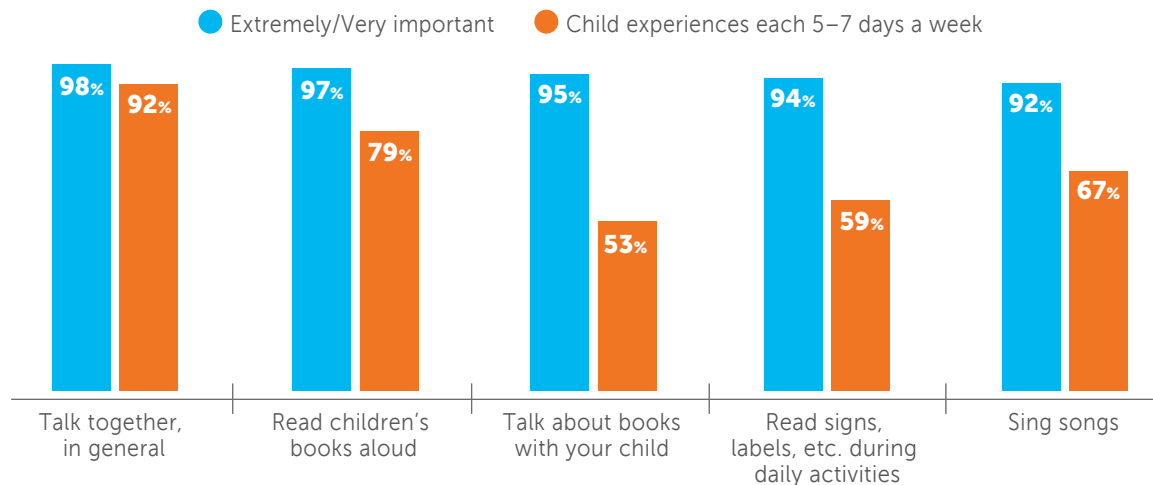
“It was a nice time when we were read to. And I could learn the words, too.”

— 14-year-old boy, North East

Of the activities cited by parents as the most important to develop their child’s language skills, in many cases these experiences are not happening 5–7 days a week.

Comparison of Parents’ Views on the Importance of Activities to Develop Child’s Language Skills and Whether Each Activity Happens at Home 5–7 Days a Week

Base: Parents of Children Ages 0–5



QP6. How important do you think it is to do each of following with your child in order to develop his/her language skills?
QP36. Thinking about activities your child might participate in or do at home, about how many days a week, if any, is each of these experienced by your child at home?

NOTE: Top five items based on importance are shown in chart.

SPOTLIGHT: Reading with Kids from Birth

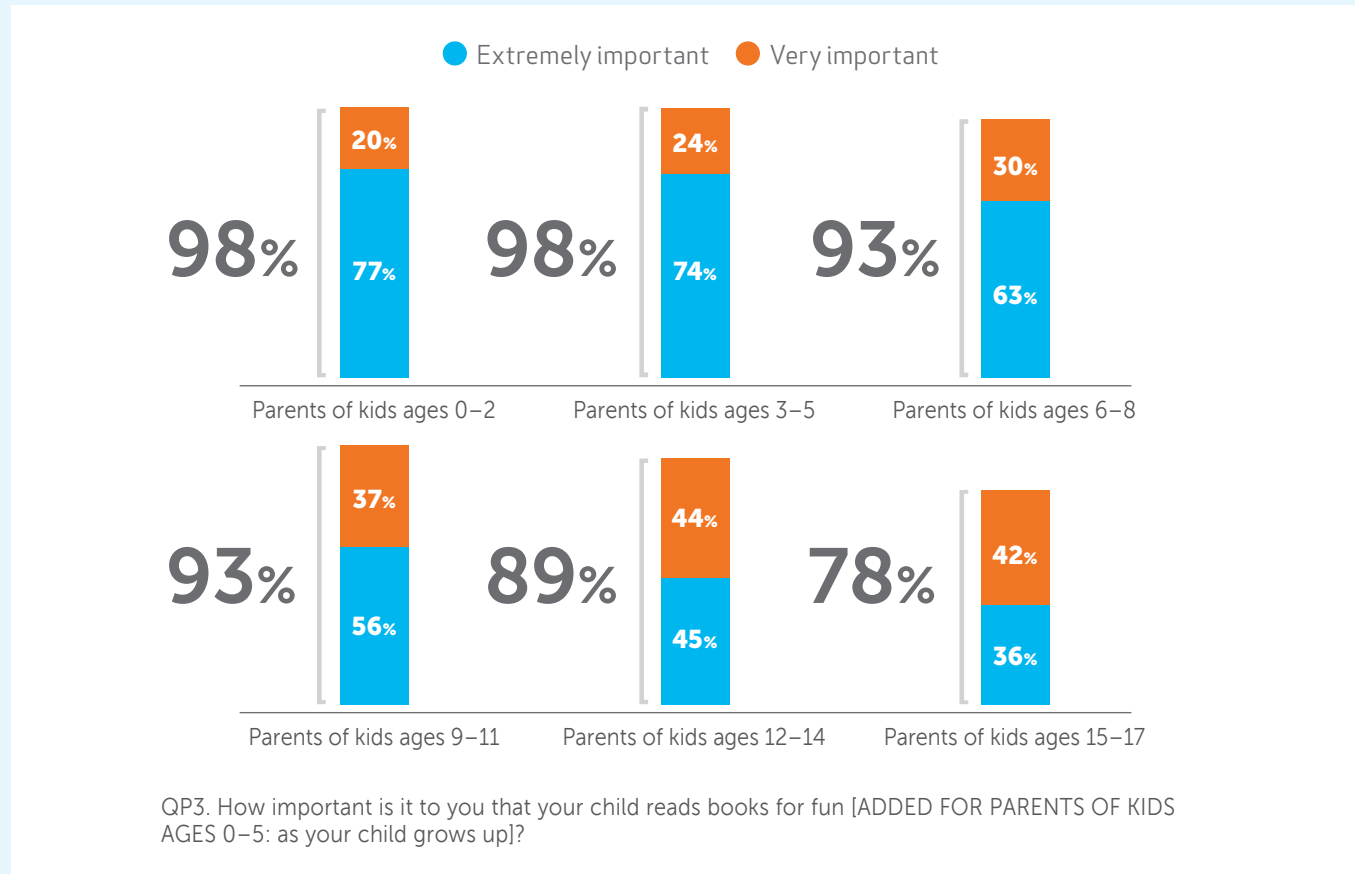
"It's fun and chills me out."

— 8-year-old boy, North West

Still, parents of children ages 0–5 are the most likely to say it is important for their kids to read books for fun; 98% agree, compared with 88% of parents of kids ages 6–17.

Parents' Views on Importance of Child Reading Books for Fun

Base: Parents of Children Ages 0–17



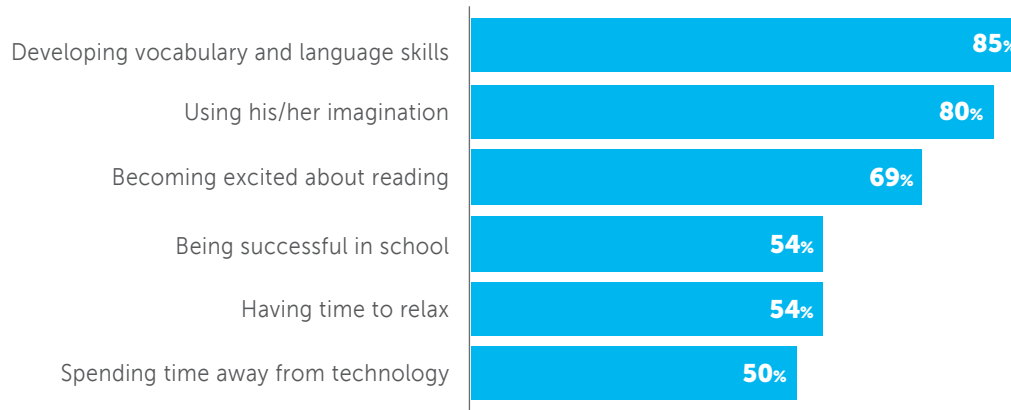
**“It felt so warm, so
spirit-rising!”**

— 11-year-old boy, Yorkshire
and the Humber

Parents of children ages 0–5 say developing vocabulary and language skills and using their imagination are the top benefits they want their kids to gain from reading books for fun. Half of parents (50%) say that spending time away from technology is a top benefit.

Percentage of Parents Who Say Each is a Top Benefit They Want Their Child to Get From Reading Books for Fun

Base: Parents of Children Ages 0–5



QP4. When you think about the benefits of reading books for fun, which of the following are the top benefits you most want your child to get from reading books for fun as your child grows up?

NOTE: Top six items are shown in chart.

SPOTLIGHT: Reading with Kids from Birth

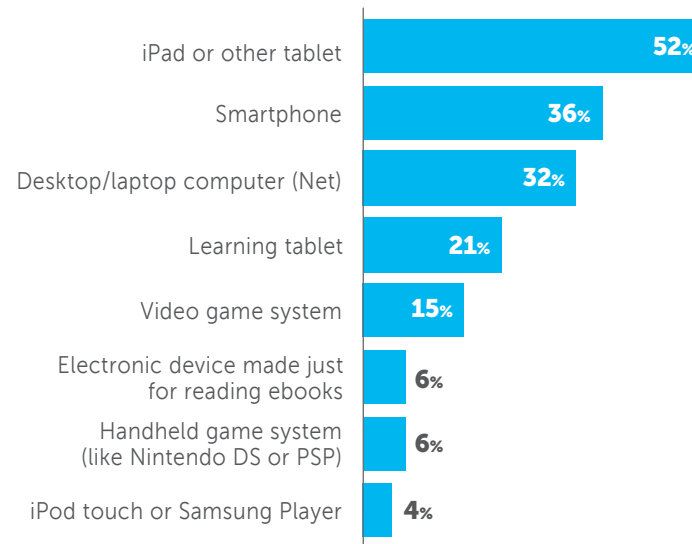
“I think as he gets older, he will find electronic devices detract from his reading time.”

— Mother, 5-year-old boy, South East

Books in the home compete with the electronic devices accessible to and used by many children ages 0-5.

Percentage of Parents Who Report Their Child Uses Each Device at Home

Base: Parents of Children Ages 0–5



QP8. Which of the following devices, if any, does your child use in your home?

Read Aloud: Start Early & Keep Going

Percentage of Kids Ages 0–11 Who Are Read Books Aloud 5–7 Days a Week:

76%
Kids Ages
0–2

78%
Kids Ages
3–5

37%
Kids Ages
6–8

20%
Kids Ages
9–11

Among parents of kids ages 0–5
41% RECEIVED ADVICE
that children should be read aloud to from birth

Among kids ages 6–17
**83% ENJOY(ED) BEING READ
ALoud TO AT HOME** because:

48% Among the **lowest-income households**

40% Among the **highest-income households**

68% It's a **special time** with my parent

64% Reading together is **fun**

56% It's **relaxing** to be read to before I go to sleep

Parents of Kids Ages 0–5 Started
Reading Aloud to Their Child:

75% Before **age one**

33% Before **three months old**

Among kids ages 6–8 who are
no longer read aloud to at home

37% WISH IT HAD CONTINUED



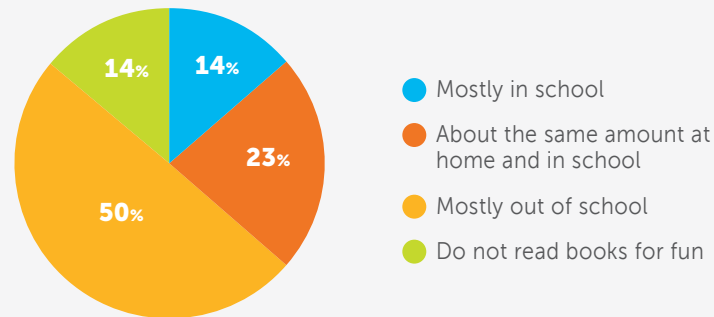
SECTION III:

Reading in School

While half of children (50%) say they read books for fun mostly out of school, nearly one-quarter (23%) say they read at home and school about equally, and 14% say they read for fun mostly in school.

Where Children Read Books for Fun

Base: Children Ages 6–17

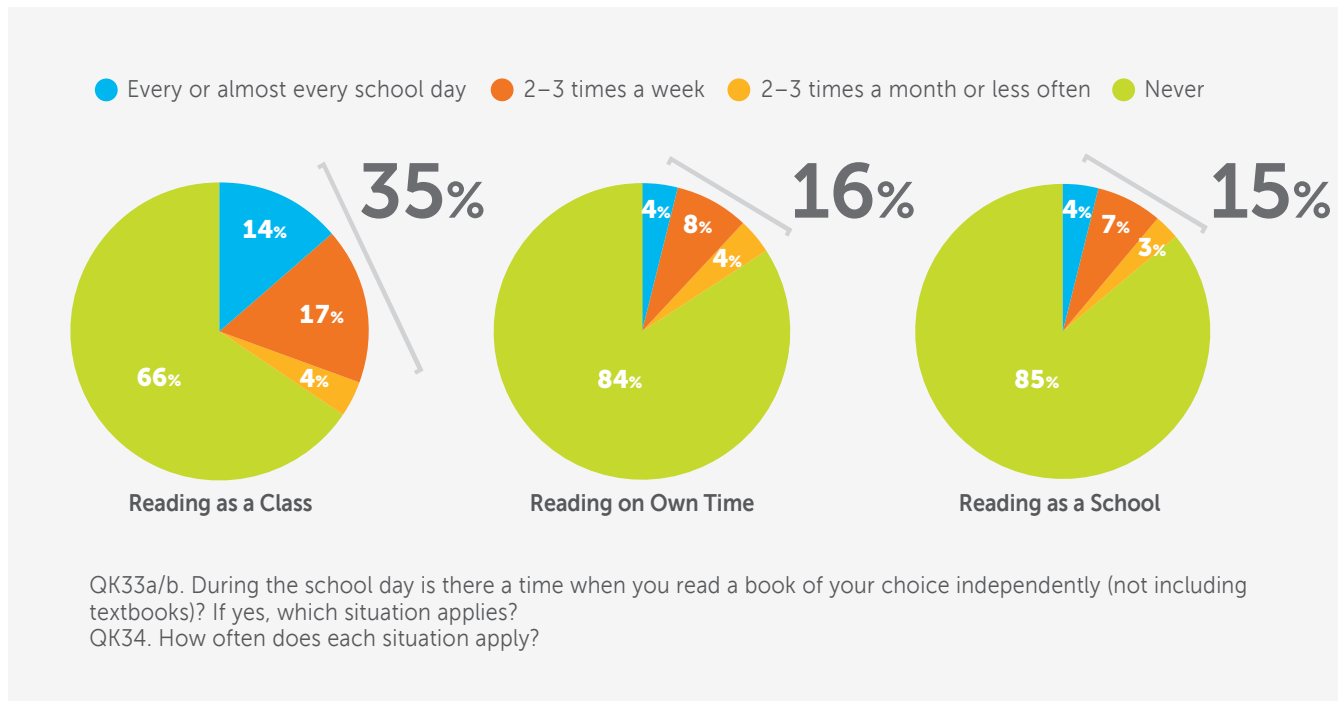


QK9. Where do you read books for fun?

“I love reading because it makes me feel really clever.”
 —7-year-old girl, Greater London

Some children have opportunities to read a book of their choice independently during the school day, yet these experiences rarely happen every or almost every school day.

Frequency with Which Children Read a Book of Their Choice Independently in School as a Class, During Available Free Time and as a School
 Base: Children Ages 6–17



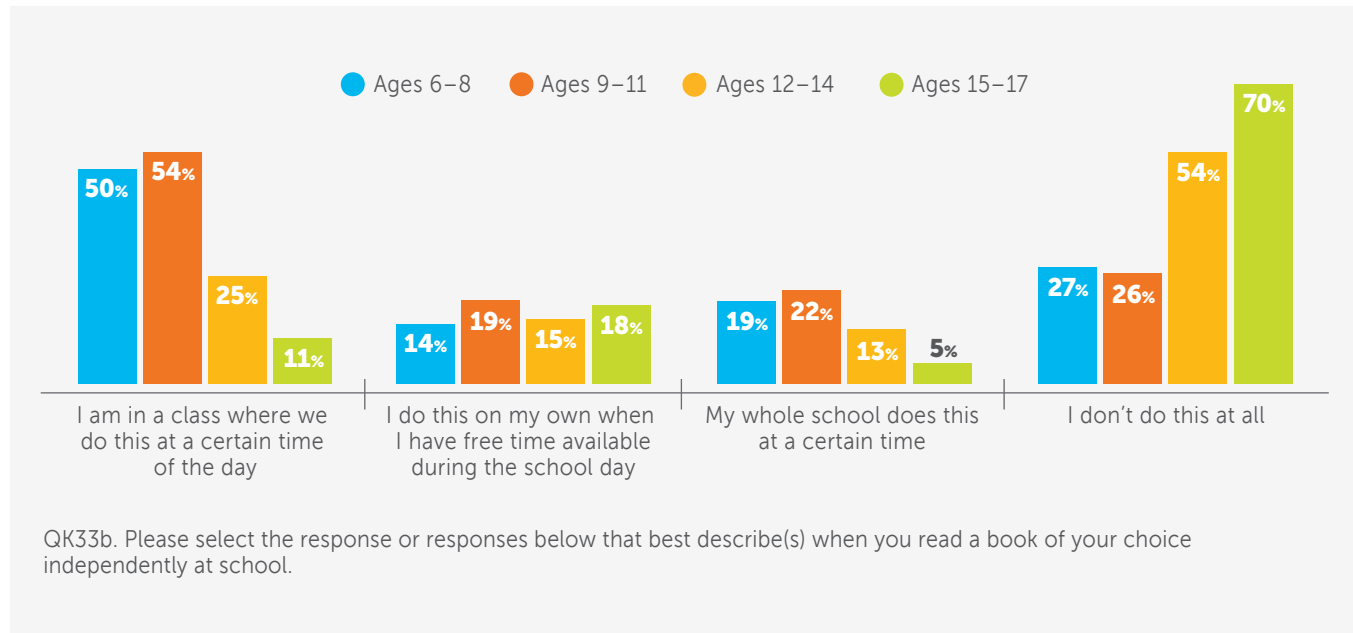
“He reads less for pleasure at the moment, but I think that is because he has a lot more homework.”

— Mother, 15-year-old boy, North West

Children under age 12 are most likely to read a book of their choice as a class, while children age 12 and older are the least likely to have time for independent reading at school.

Percentage of Children Who Read a Book of Their Choice Independently Each Way in School

Base: Children Ages 6–17



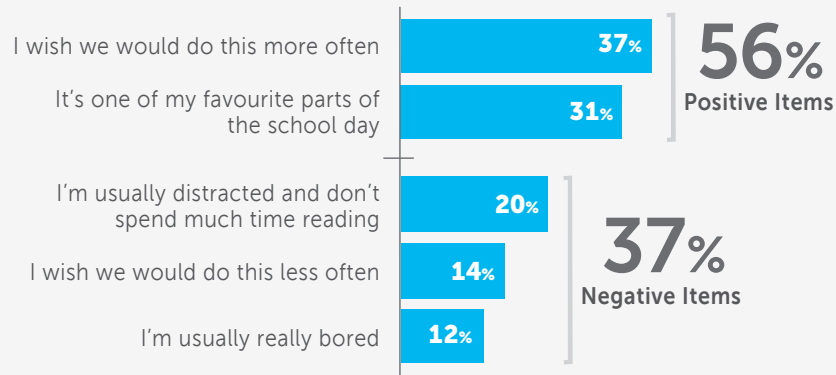
“Reading fills your brain with all the imagination you need, and you can never get bored when you are using your imagination.”

—9-year-old boy, North West

Overall, children who read independently with their class or school feel more positively (56%) than negatively (37%) about this experience, and say that they wish they could do this more often.

How Children Feel About Independent Reading Time at School

Base: Children Ages 6–17 Who Read Independently with Their Class or School at a Certain Time



QK36. Which of these, if any, describe how you feel about independent reading at school (when you do this as a class or school)?

NOTE: Data in this chart are among the 45% of kids who read independently with their class or school at a certain time.

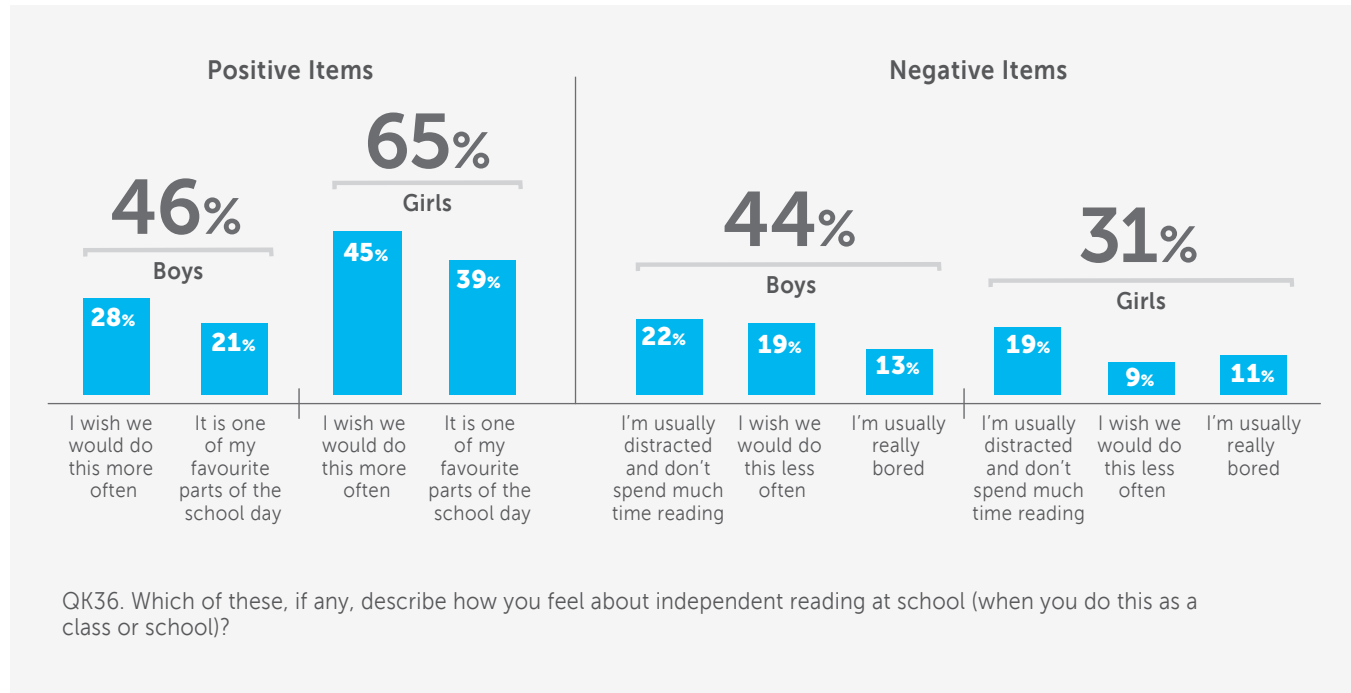
“I love reading because I learn new things.”

— 6-year-old girl, North West

Girls are much more likely to enjoy independent reading at school; 65% of girls cited positive views compared with 46% of boys.

How Children Feel About Independent Reading Time at School

Base: Children Ages 6–17 Who Read Independently with Their Class or School at a Certain Time



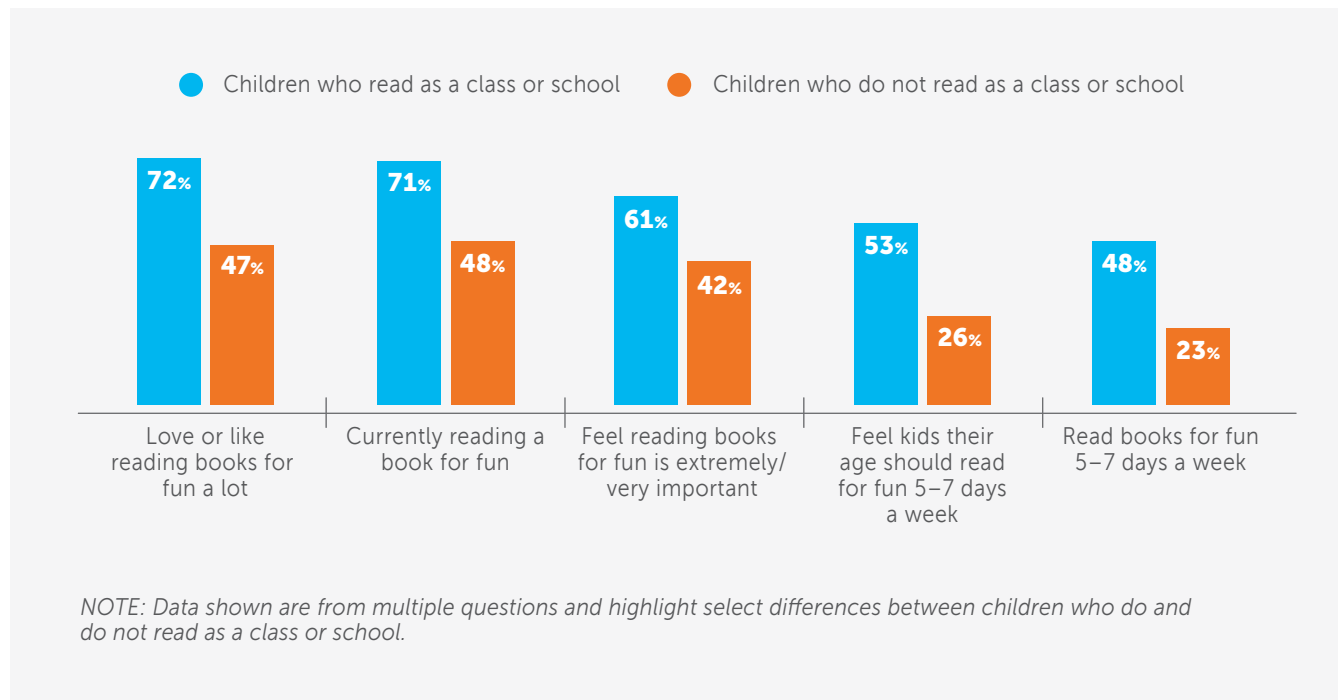
“I like to read because you can be taken to other places without having to move!”

— 14-year-old girl,
East of England

Children who are given time for independent reading at school are more likely than those who are not to be reading currently and frequently, more likely to say reading books for fun is important, and more likely to enjoy reading.

Children’s Behaviors and Views on Reading Books for Fun

Base: Children Ages 6–17



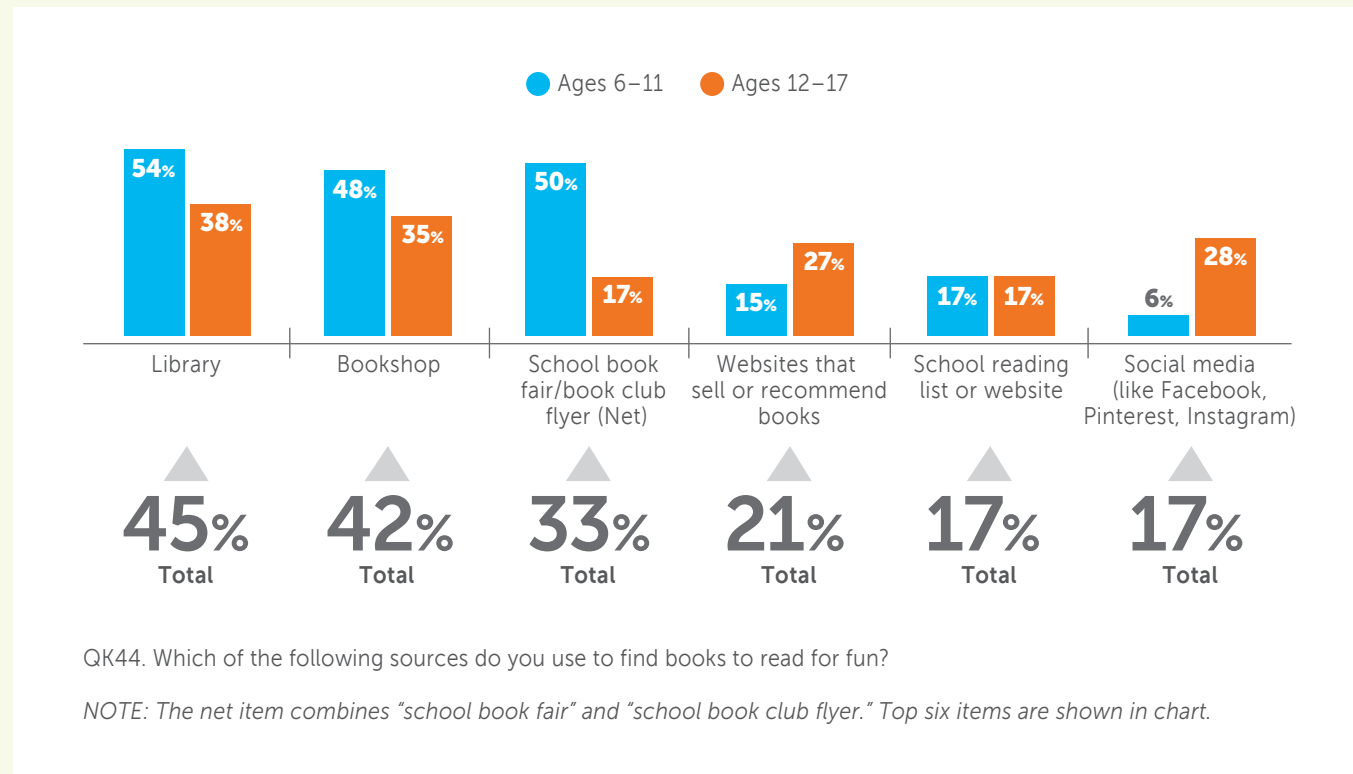
SPOTLIGHT:

Sources for Finding Books

Libraries and school book fairs and book club flyers along with bookshops are the leading sources children ages 6–11 use to find books to read for fun. While libraries and bookshops remain key sources, online sources become more common as kids grow older.

Sources Children Use to Find Books to Read for Fun

Base: Children Ages 6–17



21%

of girls use social media to find books to read for fun, compared with just 12% of boys.

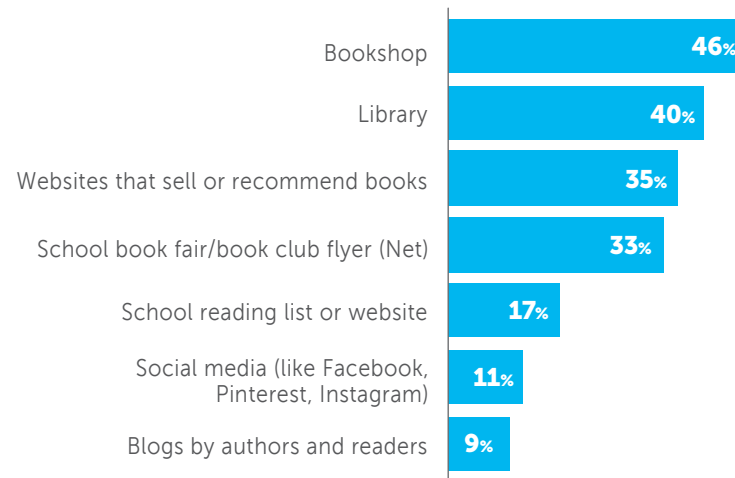
“We have found the library is the best way of sharing books with our children.”

— Mother, 4-year-old boy, South East

Similarly, bookshops and libraries are the most common sources parents use when looking for books for their child to read for fun.

Sources Parents Use to Help Find Book for Their Child to Read

Base: Parents of Children Ages 6–17



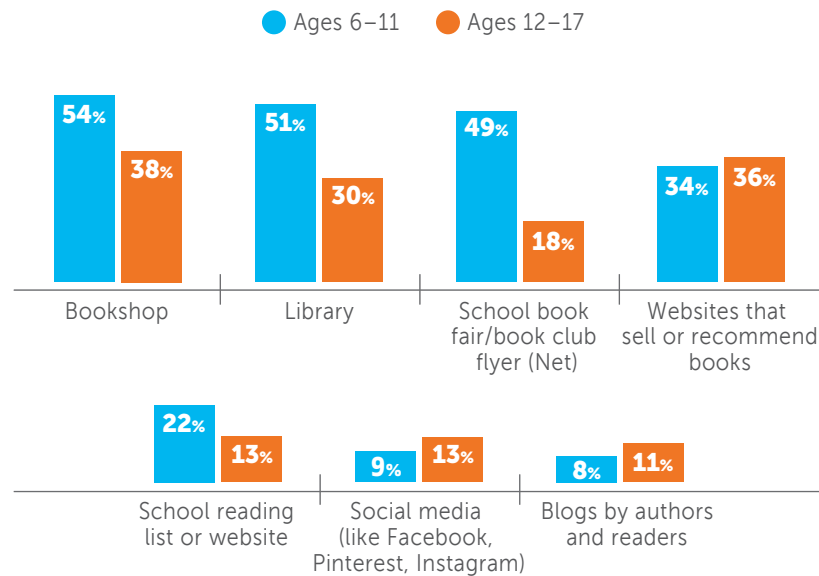
QP44. Which of the following sources do you use to find books for your child to read for fun?

SPOTLIGHT: Sources for Finding Books

Parents of children under 12 are the most likely to use libraries, bookshops, and school book fairs and book club flyers to find books for their children to read for fun.

Sources Parents Use to Help Find Book for Their Child to Read

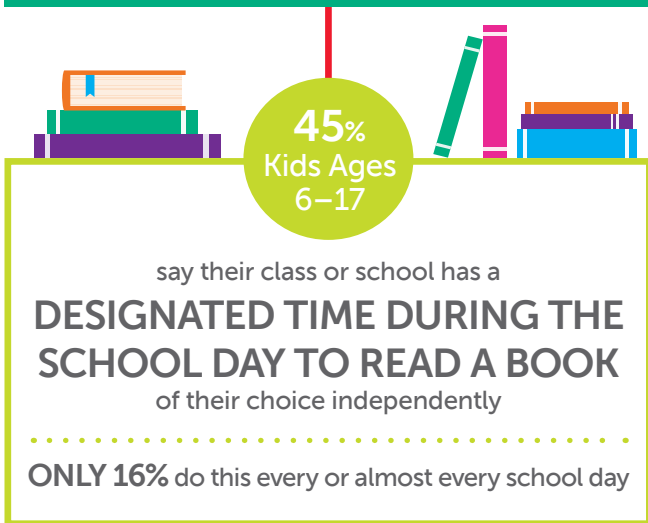
Base: Parents of Children Ages 6–17



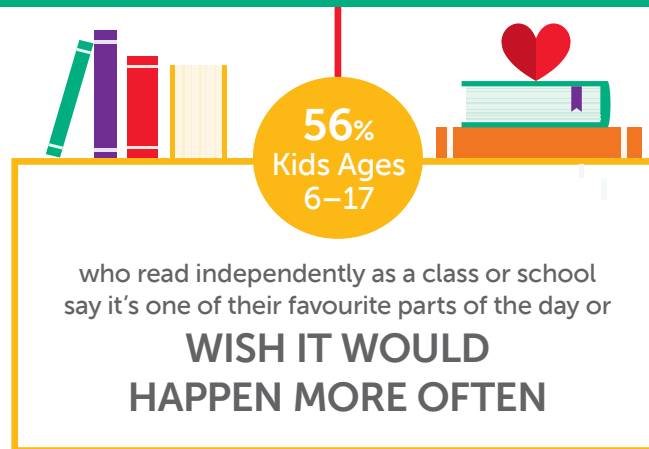
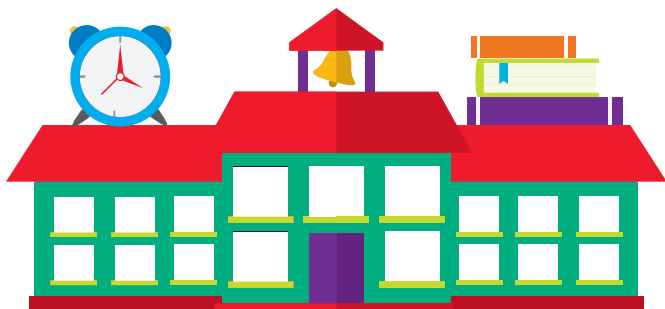
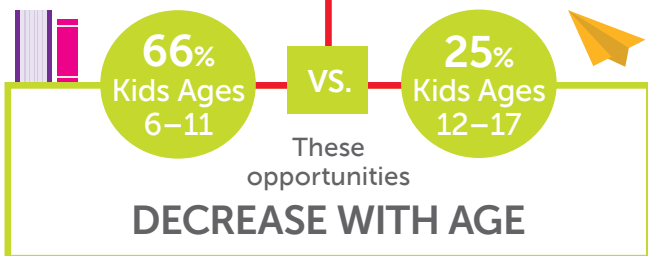
QP44. Which of the following sources do you use to find books for your child to read for fun?

49%
of kids ages 6–17 say
the person who
**does the best
job of picking
out books** to read
for fun is "Me."

The Power of Independent Reading In School



% of kids with opportunities to read **independently** as a **class or school** during the school day



Children who are given time for independent reading at school are more likely than those who are not to:

▶ Love or like reading books for fun a lot	72% vs. 47%
▶ Be currently reading a book for fun	71% vs. 48%
▶ Agree that reading books for fun is extremely or very important	61% vs. 42%
▶ Feel kids their age should read books for fun 5-7 days a week	53% vs. 26%
▶ Be frequent readers, reading books for fun 5-7 days a week	48% vs. 23%



SECTION IV:

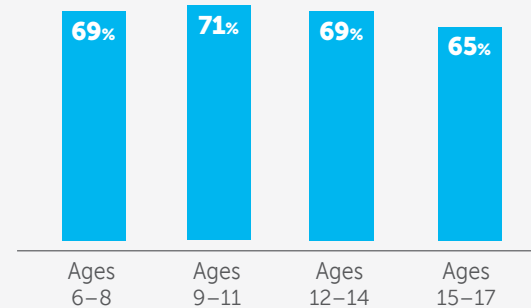
What Kids Want in Books

Across all ages, a majority of kids say they would read more if they could find more books they like.

Children's Agreement with Statement: "I would read more if I could find more books that I like"

Base: Children Ages 6–17

68% ▶

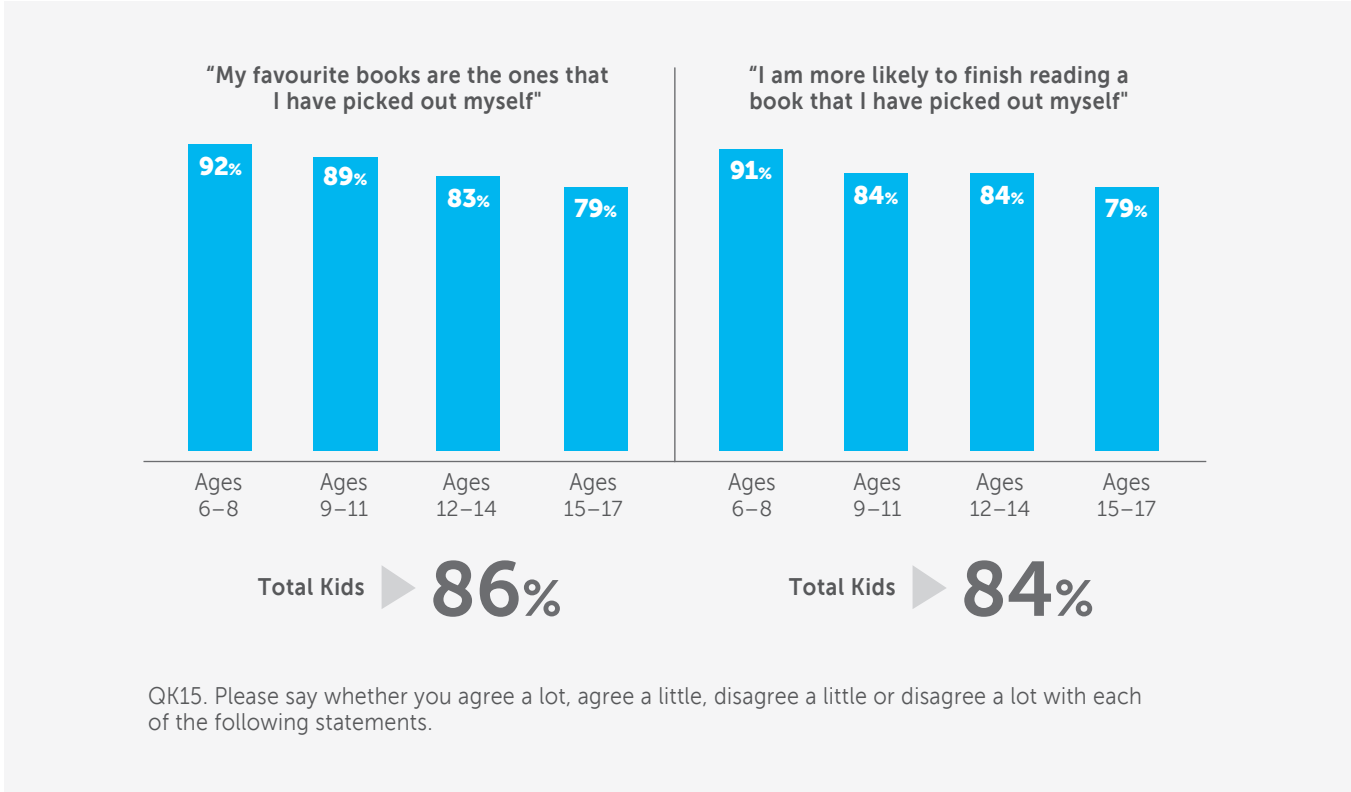


QK15. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

Children of all age groups agree: their favourite books—and the ones they are most likely to finish—are the ones they pick out themselves. say this.

Children’s Agreement with Statements

Base: Children Ages 6–17



81%

of kids ages 6–17 agree:
 “I feel **proud** and
 have a **sense of
 accomplishment**
 when I **finish
 reading** a book.”

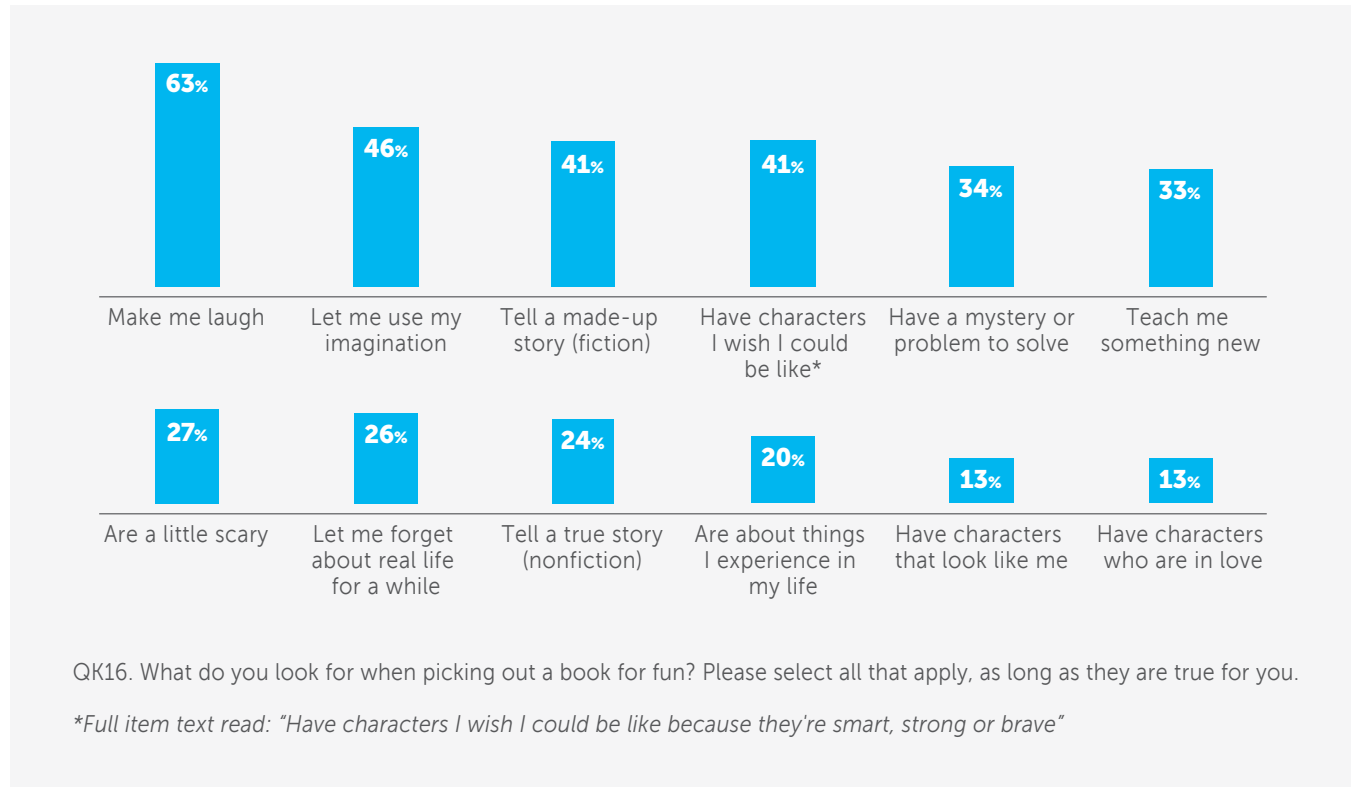
“I like reading because books are funny and I like the way the characters behave.”

— 6-year-old boy, Wales

Above all, children want books that make them laugh.

Things Children Look For When Picking Out a Book to Read for Fun

Base: Children Ages 6–17



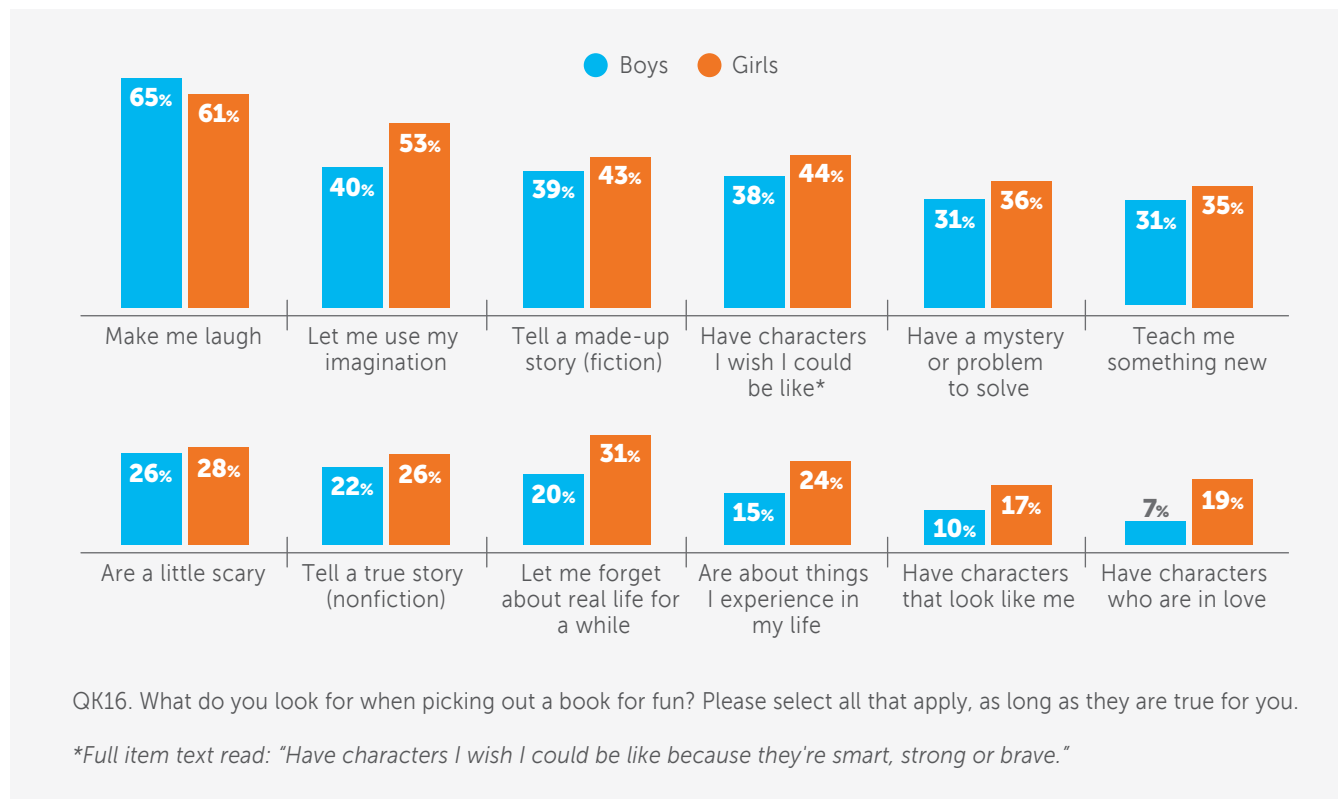
“I like reading books a lot because I can get away from reality for a while and enjoy myself. This is also why I like fiction best.”

—12-year-old girl, West Midlands

Boys and girls agree that they want books that make them laugh, but girls are more likely to want books about things they experience, have characters they wish they could be like, let them forget about real life, and let them use their imaginations.

Things Children Look For When Picking Out a Book to Read for Fun

Base: Children Ages 6–17



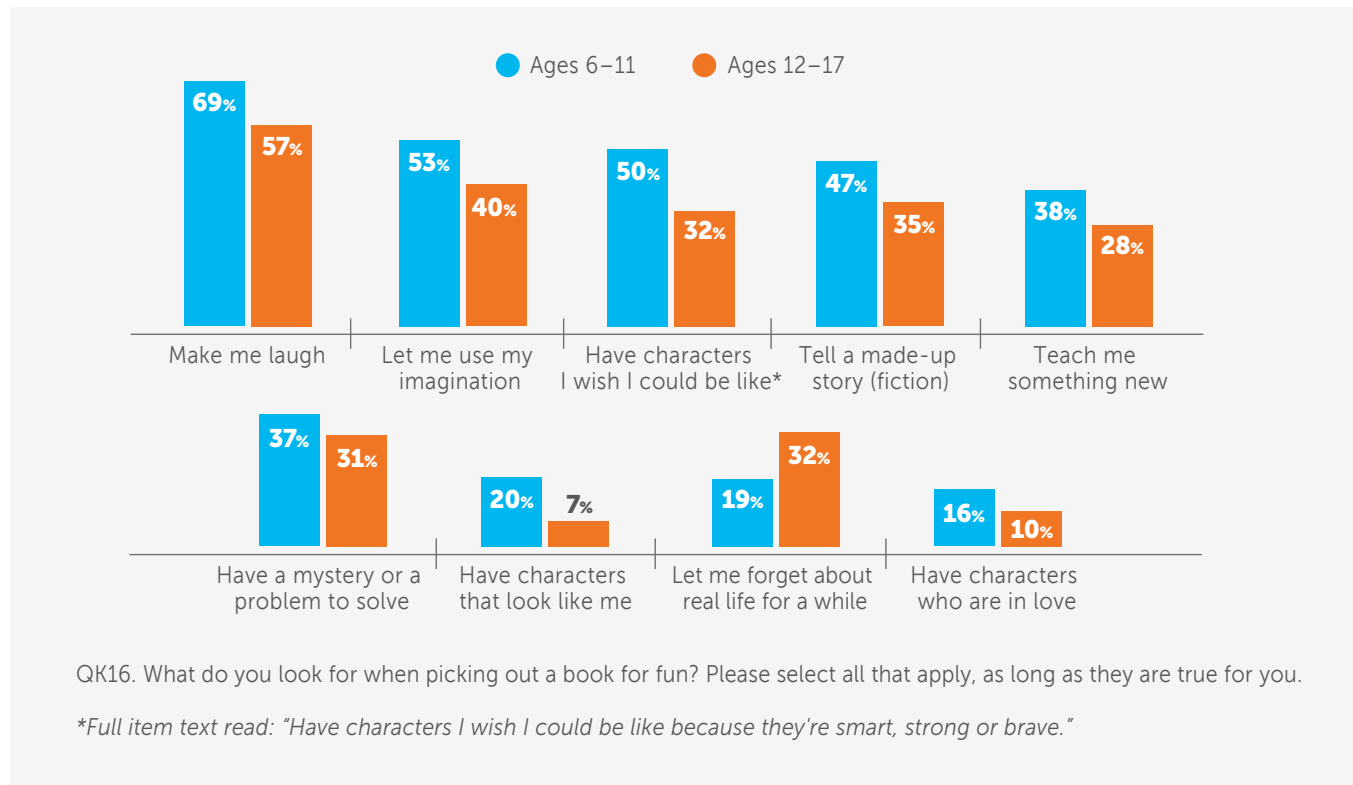
“Reading makes me use my imagination and can take me to a completely different world that I’ve never been to before.”

— 10-year-old boy, North East

What children want in books varies by age, with younger kids more likely to want to books that let them use their imagination, have character role models, and are fiction or teach them something new. When selecting books, older kids are the most likely to want to forget about real life for a while.

Things Children Look for When Picking Out a Book to Read for Fun

Base: Children Ages 6–17



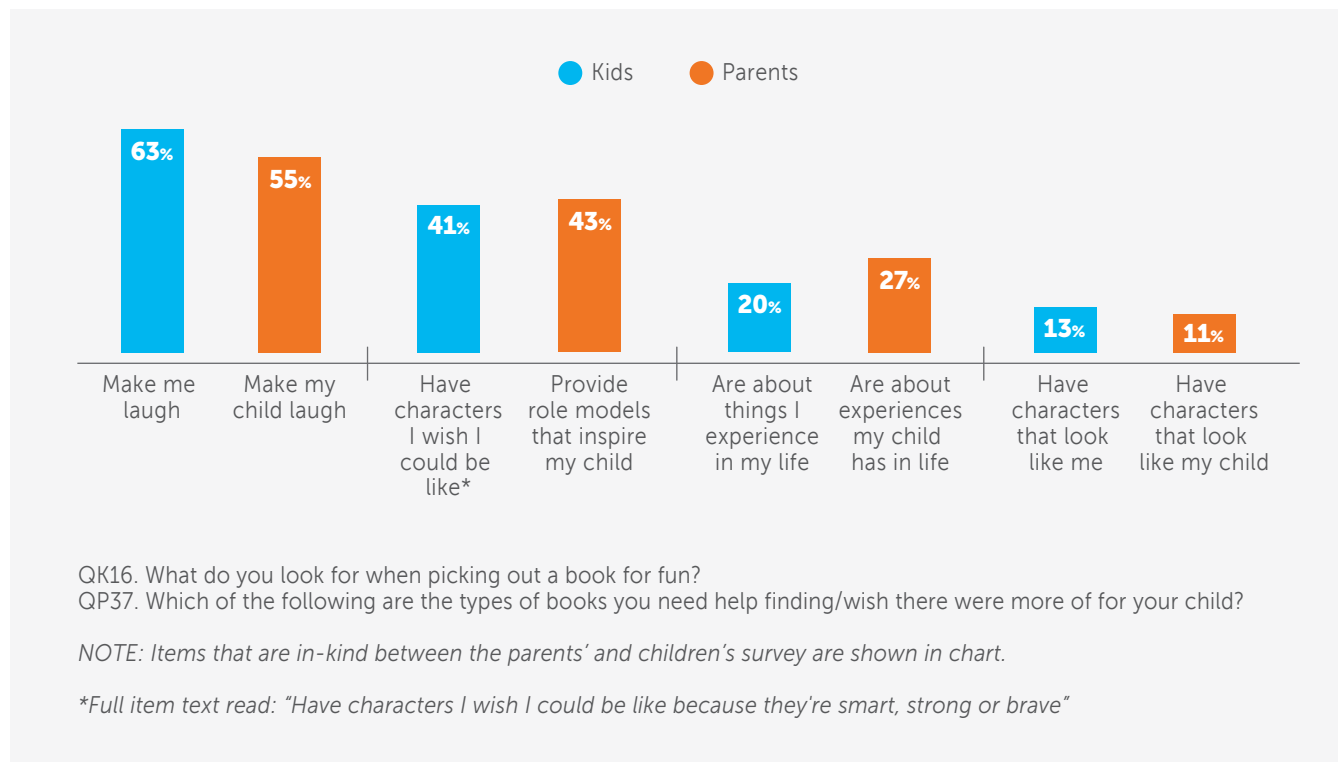
“Reading is very important—even just to make her laugh.”

— Mother, 4-year-old girl, Greater London

Parents often want the same things in books for their children as kids want for themselves.

Comparison of Things Children Want in Books to Things Parents Want in Books for Their Kids

Base: Children Ages 6–17 and Parents of Children Ages 6–17



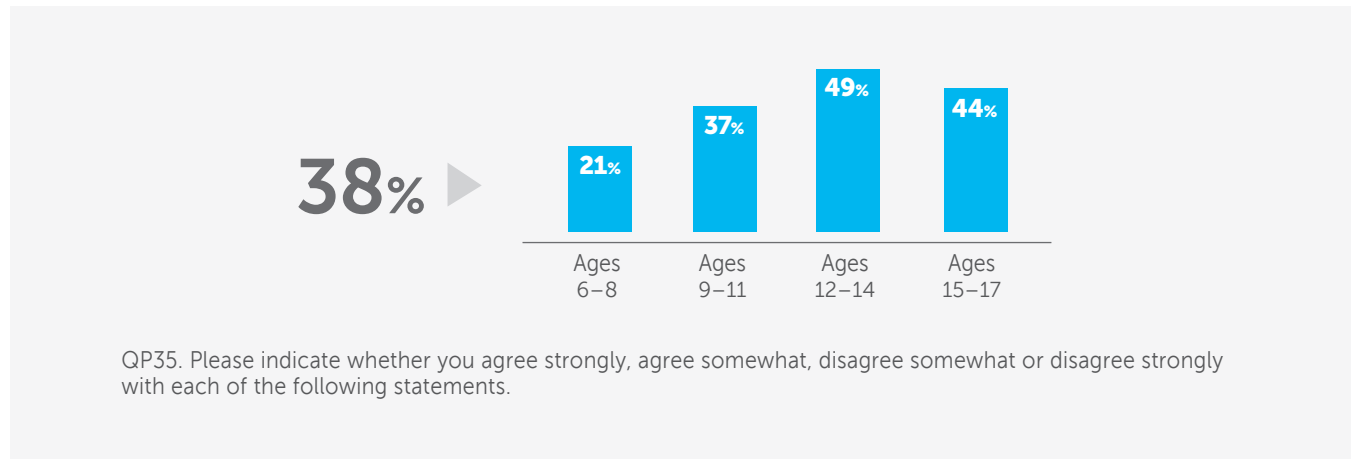
**“If she enjoys reading,
she is more likely
to continue.”**

— Mother, 8-year-old girl,
North West

Nearly four in 10 parents (38%) agree that their child has trouble finding books he or she likes, especially as their child grows older.

**Parents’ Agreement with Statement:
“My child has trouble finding books he/she likes”**

Base: Children Ages 6–17



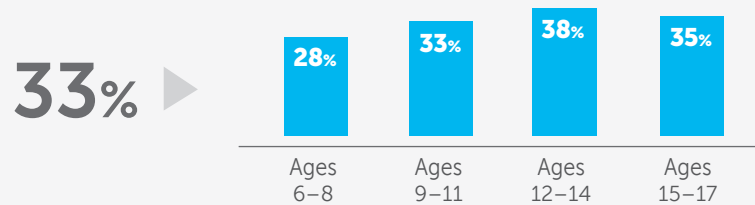
“It’s difficult to find books that keep them interested as they get older.”

— Mother, 14-year-old girl, West Midlands

Overall, one-third of parents (33%) agree they need help finding books their child likes, with parents of kids ages 12–14 feeling this the most strongly.

**Parents’ Agreement with Statement:
“I need help finding books my child likes”**

Base: Parents of Children Ages 6–17



QP35. Please indicate whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each of the following statements.

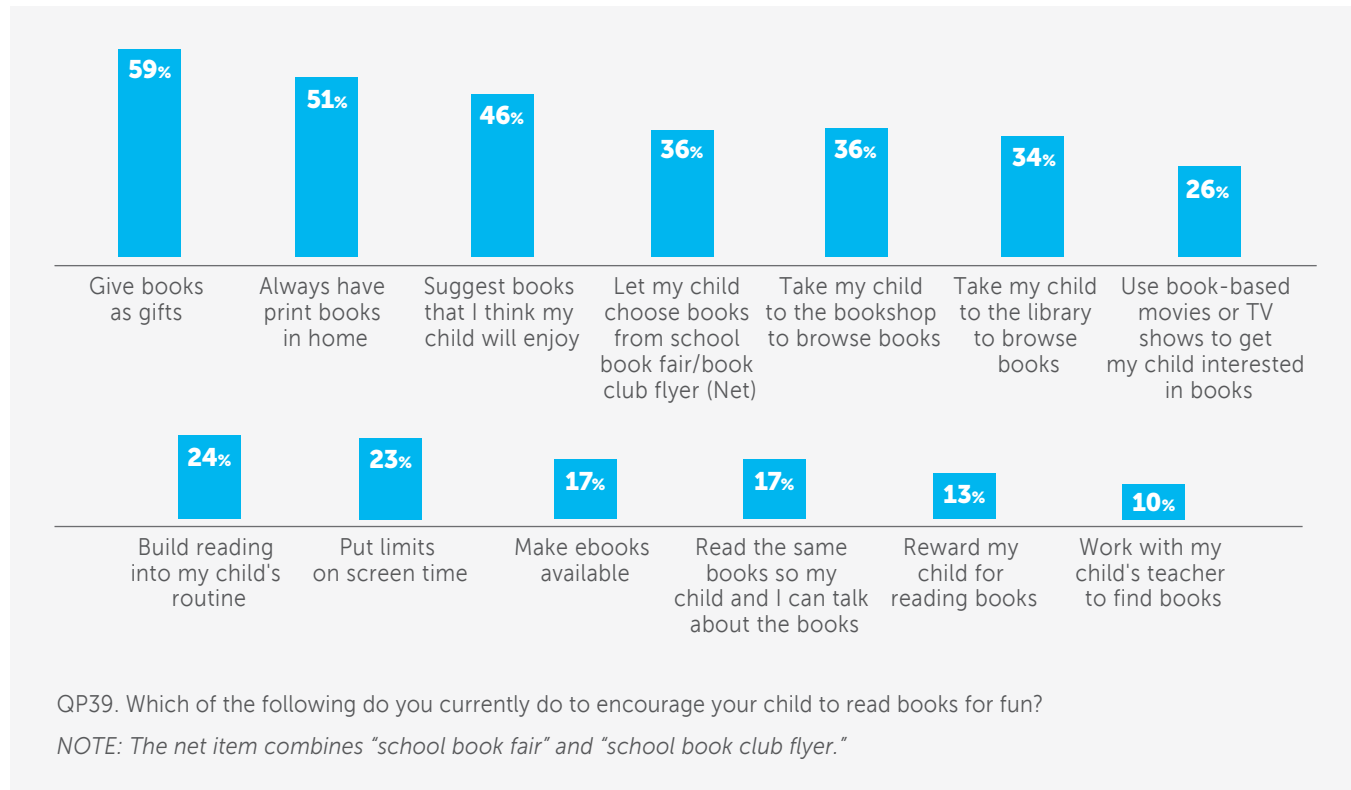
“I try to give books I enjoyed when I was younger.”

— Mother, 7-year-old girl, Scotland

Parents are most likely to encourage their child to read by making sure print books are always accessible, suggesting books their child will enjoy, and letting their child choose and browse books.

Things Parents Do to Encourage Their Child to Read Books for Fun

Base: Parents of Children Ages 6–17



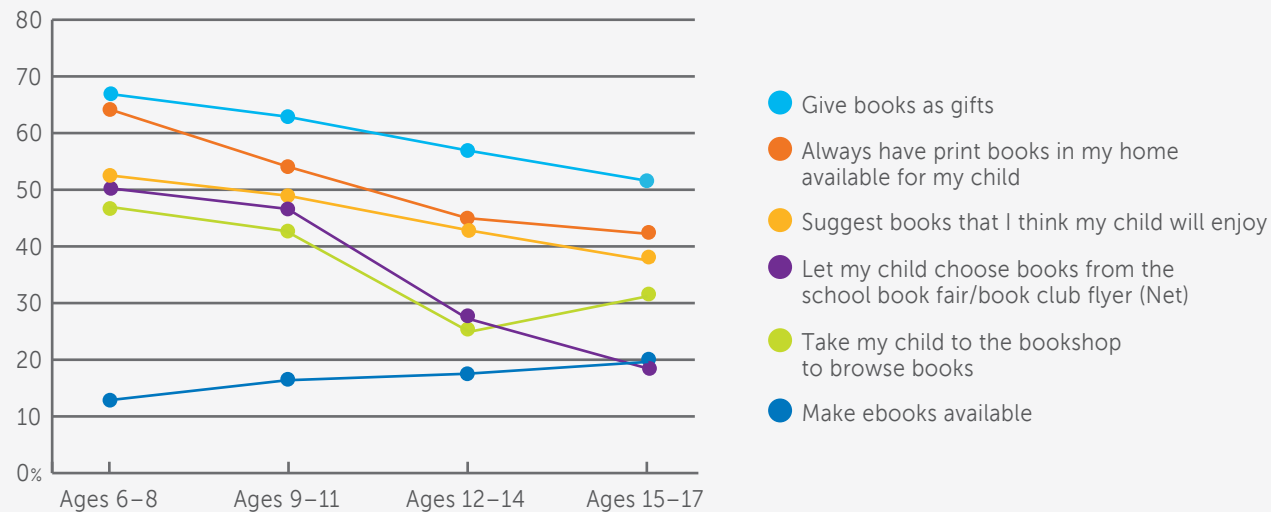
“I think electronic and digital devices encourage him to read more, as they allow reading to be more interactive, modern and fun for kids.”

— Mother, 12-year-old boy, North West

As children grow older, parents are less likely to engage in activities that encourage reading overall, but more likely to make ebooks available.

Things Parents Do to Encourage Their Child to Read Books for Fun

Base: Parents of Children Ages 6–17



QP39. Which of the following do you currently do to encourage your child to read books for fun?

NOTE: Select items shown in chart.

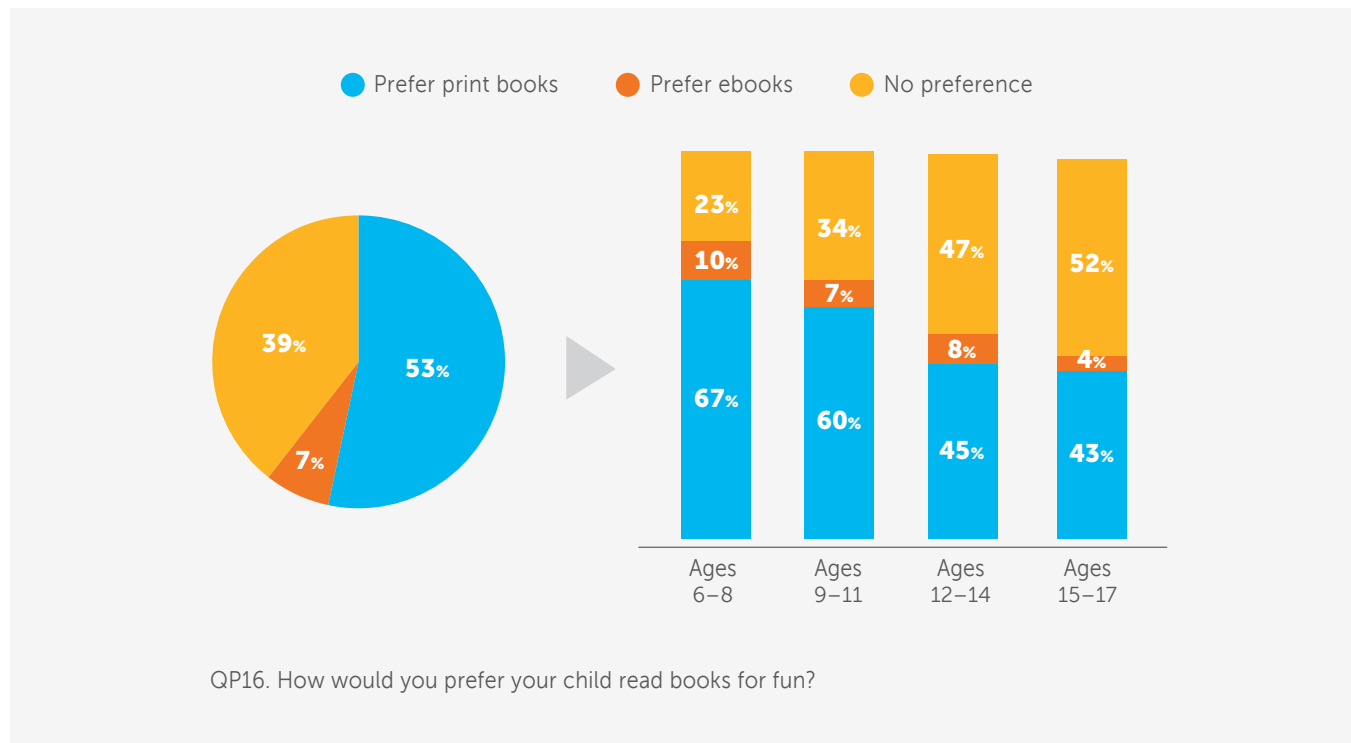
“Although he mainly reads—or is read—print books, I expect that the vast majority of his reading will eventually be on electronic devices.”

— Father, 5-year-old boy, South East

Parents of older children are more likely to say they do not have a preference as to whether their kids read books for fun in print vs. ebooks. However, about two in three parents (67%) of kids ages 6–11 prefer that their children read in print.

Parents’ Book Preferences for Their Child: Print Books vs. eBooks

Base: Parents of Children Ages 6–17



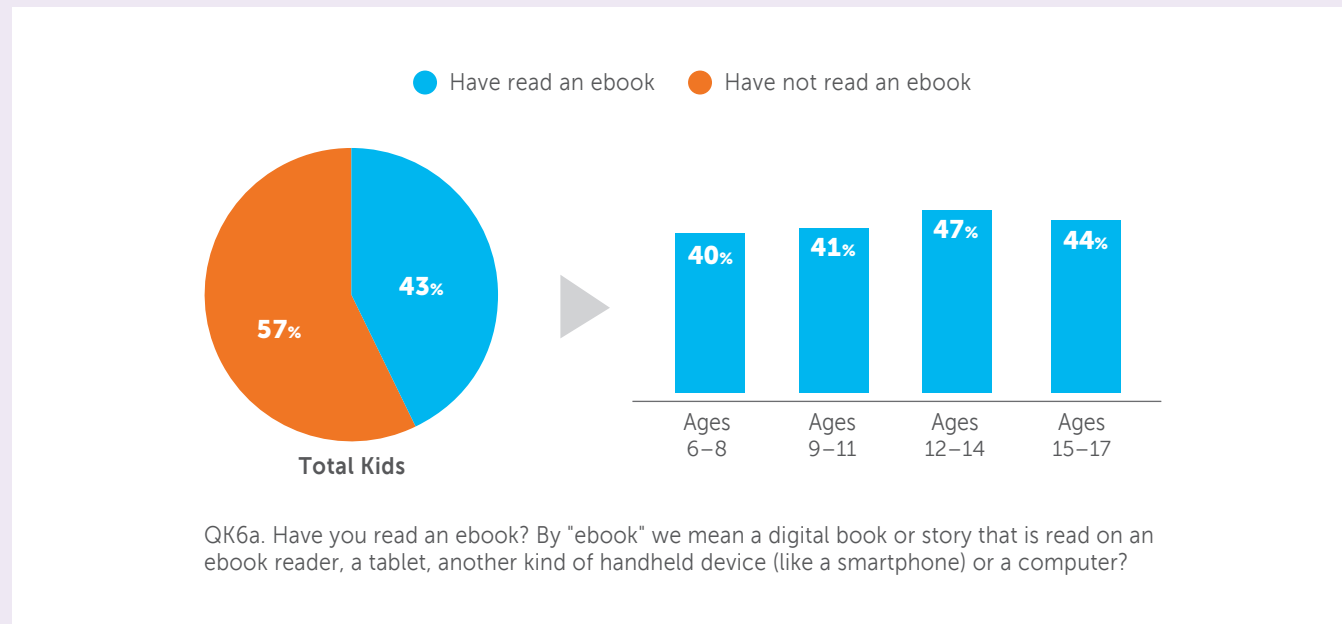
SPOTLIGHT:

Print Books in a Digital World

More than four in 10 children (43%) have read an ebook; this percentage does not vary significantly by age.

Percentage of Children Who Have Read an eBook

Base: Children Ages 6–17



57%

of parents with kids
ages 6–17

have personally
read an ebook.

SPOTLIGHT: Print Books in a Digital World

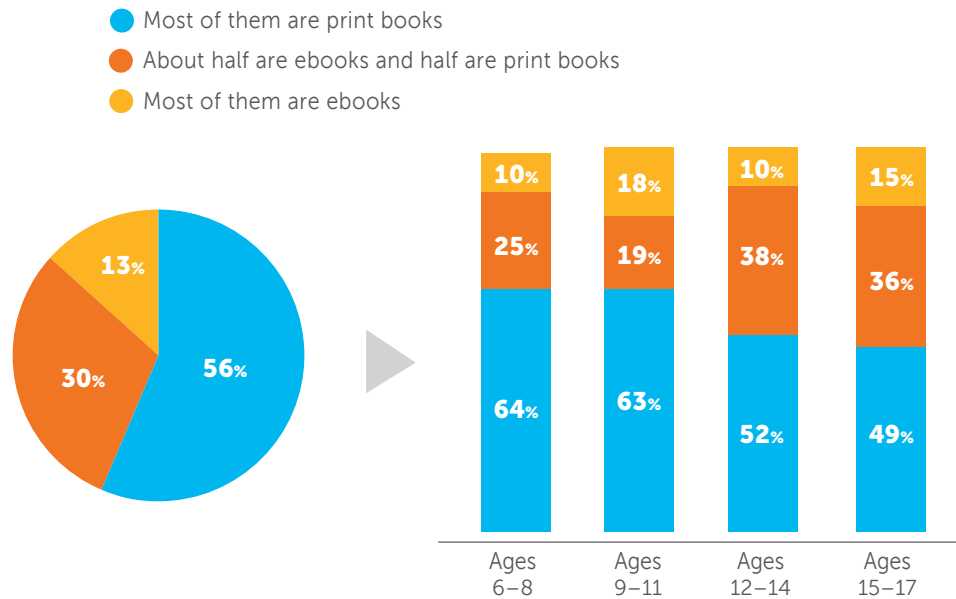
“She reads as she wants, when she wants, however she wants.”

— Father, 15-year-old girl, Scotland

A majority of children who read ebooks (56%) say that most of the books they read for fun are in print, but three in 10 (30%) kids read half ebooks and half print books.

How Children Read Books for Fun

Base: Children Ages 6–17 Who Have Read an eBook



QK29a. Which of the following best describes the books you read for fun?

NOTE: Data in these charts are among the 43% of children who have read an ebook.

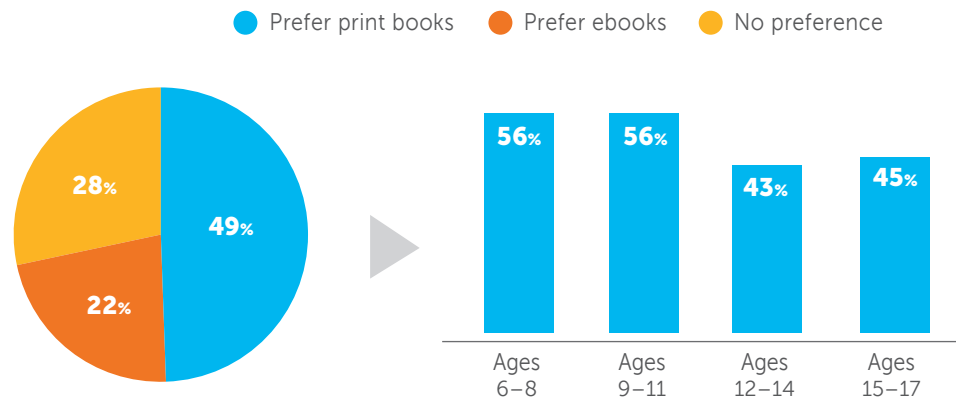
“It’s nice that she can take a break from electronic devices to take the time to read an actual print book.”

— Mother, 6-year-old girl, Northern Ireland

Nearly half of children who have read ebooks (49%) prefer to read print books, with children under age 12 being more likely to say so than those 12 and older.

How Children Prefer to Read Books: Print vs. eBooks

Base: Children Ages 6–17 Who Have Read an eBook



QK29b. In general, would you rather read...

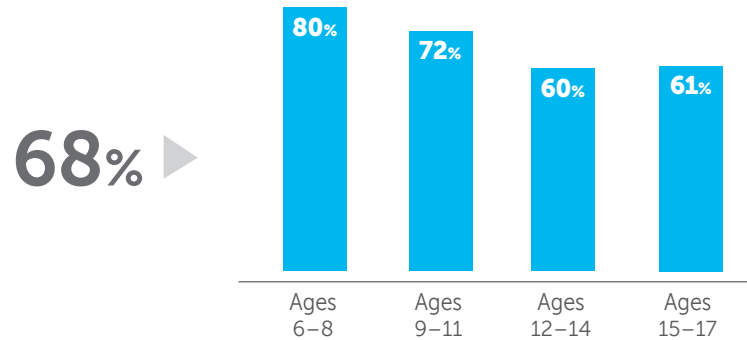
NOTE: Data in these charts are among the 43% of children who have read an ebook.

SPOTLIGHT: Print Books in a Digital World

Children agree they will always want to read print books, even though there are ebooks available.

Children's Agreement with Statement: "I'll always want to read books printed on paper even though there are ebooks available"

Base: Children Ages 6–17



QK15. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

55%

of parents with kids ages 6–17 and who have read an ebook say

that they **prefer print books** for their personal reading.

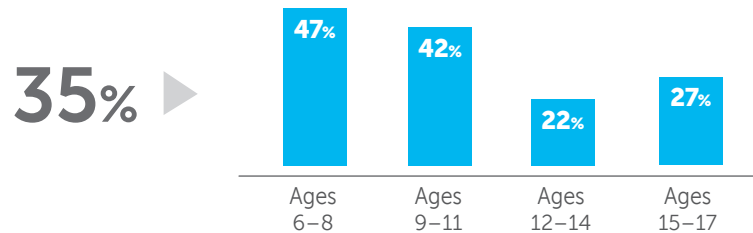
“eBooks don’t hold his attention anywhere near as much as a real book.”

— Mother, 10-year-old boy, Yorkshire and the Humber

Among children who have not read an ebook, more than one-third (35%) express interest in reading an ebook, with younger children being more interested than older children.

Interest in Reading eBooks

Base: Children Ages 6–17 Who Have Not Read an eBook



QK6b. Are you interested in reading books [ADDED FOR AGES 6–8: or stories] on any of the types of electronic devices mentioned in the last question?

NOTE: Data in this chart are among the 57% of kids who have not read an ebook.

SPOTLIGHT: Print Books in a Digital World

“Reading is dreaming
with open eyes.”

— 17-year-old girl, South East

Home libraries are predominantly composed of print books, many of which are children’s books. In homes with ebooks, six in 10 parents (60%) say the ebook collection is mostly books for adults.

Average Number of Print and eBooks in Home

Base: Parents of Children Ages 6–17

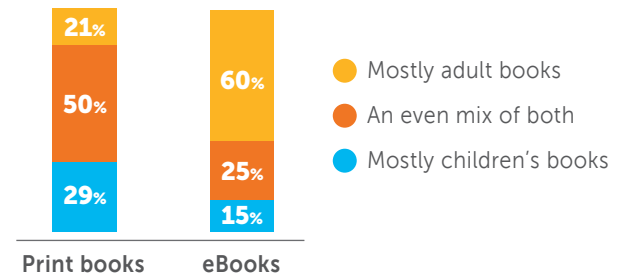
140 Print books
59 eBooks

QP54. How many print books are in your home?
(number ranges provided)

QP55. How many ebooks does your family own?
(number ranges provided)

Percentage of Children’s vs. Adult Books in Home

Base: Parents of Children Ages 6–17 Who Say There Are Print Books and eBooks in Their Home



QP56. Which describes your print book collection best?

QP57. Which describes your ebook collection best?

BOOKS OR SERIES 6–8 YEAR-OLD CHILDREN
CONSIDER THEIR VERY FAVOURITE



QK12. What book or series would you say is your very favourite?

BOOKS OR SERIES 9–11 YEAR-OLD CHILDREN
CONSIDER THEIR VERY FAVOURITE

A word cloud of children's books and authors. The words are arranged in a roughly circular pattern. The largest words are 'Diary of a Wimpy Kid' in purple and 'Harry Potter' in orange. Other prominent words include 'David Walliams' in blue, 'Roald Dahl' in green, 'Percy Jackson' in pink, and 'Horrid Henry' in yellow. Smaller words include 'Jacqueline Wilson', 'Skullduggery Pleasant', and 'Hunger Games'.

Horrid Henry
Jacqueline Wilson Percy Jackson
David Walliams
Skullduggery Pleasant Roald Dahl Hunger Games
Diary of a Wimpy Kid
Harry Potter

QK12. What book or series would you say is your very favourite?

BOOKS OR SERIES 12–14 YEAR-OLD CHILDREN
CONSIDER THEIR VERY FAVOURITE



QK12. What book or series would you say is your very favourite?

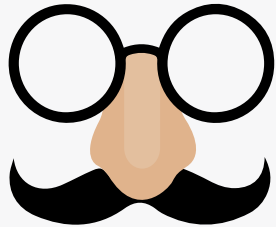
BOOKS OR SERIES 15–17 YEAR-OLD CHILDREN
CONSIDER THEIR VERY FAVOURITE

Harry Potter
Twilight
The Fault in Our Stars
Of Mice and Men
The Maze Runner
The Hunger Games
The Mortal Instruments

QK12. What book or series would you say is your very favourite?

What Kids Want In Books

When Reading for Fun, Kids Ages 6–17 Say
THEY WANT BOOKS THAT:



63%
Make me laugh



46% Let me use my imagination



41% Tell a made-up story



41% Have characters I wish I could be like because they're smart, strong or brave



34% Have a mystery or problem to solve



33% Teach me something new



86% of kids ages 6–17 say My favourite books are the ones that I have picked out myself.

Kids Ages 6-8

Are more likely than older kids to want: books that **teach them something new**

Favourites: *Horrid Henry, Harry Potter, Diary of a Wimpy Kid*

Kids Ages 9-11

Are more likely than older kids to want: books that have **characters that look like them**

Favourites: *Horrid Henry, Harry Potter, Skulduggery Pleasant*

Kids Ages 12-14

Are more likely than older kids to want: books that let them **forget about real life for a while**

Favourites: *The Hunger Games, Diary of a Wimpy Kid, The Fault in Our Stars*

Kids Ages 15-17

Are more likely than younger kids to want: books that are about **things they experience in their lives**

Favourites: *The Hunger Games, Harry Potter, Twilight*



APPENDIX A:

Methodology

- The study was managed and fielded by YouGov, using their panel of United Kingdom-based respondents.
- The sample consisted of parents of children ages 6–17 who first completed a series of questions before passing the survey on to one randomly selected child in the target age range. Additionally, a sample of parents of children ages 0–5 completed the parent-focused portion of the survey.
- 703 pairs of children and adults from the same household completed the survey, along with 349 parents of children ages 0–5.
- The survey was fielded between June 3, 2015 and June 10, 2015.
- Final data on children’s age, gender and ethnicity, as well as household characteristics (including region and income) were examined against data from the Office of National Statistics. Sample balancing was applied to adjust household income in order to further enhance sample representativeness.

APPENDIX A:

Additional Study Methodology

- Some survey language was modified in age-appropriate ways to ensure comprehension among children ages 6–8.
- Children ages 6–8 were not asked some survey questions also 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 (98%) adults interviewed were the parent or stepparent of the child interviewed. Therefore, throughout this report, we refer to adult respondents as “parents.”
- Data may not sum to 100% due to rounding.

APPENDIX B:

Demographics of the Sample

Age of Child Respondents

6–8	24%
9–11	24%
12–14	25%
15–17	26%

Gender of Child Respondents

Boys Ages 6–17	49%
Girls Ages 6–17	51%

Race/Ethnicity of Child Respondents

White	88%
Black/African/Black-British/Caribbean	2%
Mixed Multiple/Ethnic British	5%
Asian/Asian-British	4%
Other	2%

Household Income Kids/Parents of 0–17 Year-Olds

Less than £25,000	35%
£25,000 to £45,000	31%
£45,000+	24%
Prefer not to say	10%
Median	£40K

Relationship of Adult Respondent to Child Parents of 0–17 Year-Olds

Parent (Net)	98%
Mother	65%
Father	28%
Stepmother	3%
Stepfather	3%
Other Guardian (Net)	1%

APPENDIX C:

Subgroup Sample Sizes

Age of Child Respondents		Age of Child Respondents within Gender	
Total	703	Boys Ages 6–8	87
6–8	176	Girls Ages 6–8	89
9–11	175	Boys Ages 9–11	87
12–14	175	Girls Ages 9–11	88
15–17	177	Boys Ages 12–14	87
		Girls Ages 12–14	88
		Boys Ages 15–17	89
		Girls Ages 15–17	88
Gender of Child Respondents		Age of Child that Parents Answered About	
Boys Ages 6–17	350	Parents of Children Ages 0–17	1,052
Girls Ages 6–17	353	Parents of Children Ages 0–5	349
		Parents of Children Ages 0–2	174
		Parents of Children Ages 3–5	175
		Parents of Children Ages 6–17	703

APPENDIX C:

Subgroup Sample Sizes (continued)

Reading Frequency of Child Ages 6–17

Frequent Readers (read books for fun 5–7 days a week)	241
Moderately Frequent Readers (read books for fun 1–4 days a week)	255
Infrequent Readers (read books for fun less than 1 day a week)	207

Reading Frequency of Child Within Age

Frequent Readers Ages 6–11	168
Infrequent Readers Ages 6–11	45
Frequent Readers Ages 12–17	73
Infrequent Readers Ages 12–17	162

Children Ages 6–17 Who Read Independently with Their Class or School

Total	326
Boys	157
Girls	169

Children Ages 6–17 Who Have Read an eBook

Total	292
6–8	66
9–11	70
12–14	80
15–17	76

To view the report online, visit
www.scholastic.co.uk/readingreport

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