

KIDS & FAMILY READING REPORT™

CANADIAN EDITION 



 SCHOLASTIC

YouGov®

“I think it’s important to read both for learning and for fun because it helps to build a better imagination and vocabulary.”

—Father, infant boy, Alberta



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A LETTER FROM THE CO-PRESIDENTS OF SCHOLASTIC CANADA

WELCOME

Scholastic Canada is pleased to share with you the findings from our first *Kids & Family Reading Report™, Canadian Edition*. We are delighted to join several of our international affiliates in an effort to get a better understanding of the reading behaviours and habits of families from around the world. These surveys began 10 years ago, when Scholastic released their initial *Kids & Family Reading Report*. Recently, their 6th edition was published, and last year, the U.K., Australia and India also released their first reports.

As 2017 marks the 60th year that Scholastic Canada has been in business in this country, we felt it was the perfect time to conduct our own study of English- and French-speaking Canadian parents and children to see if our reading habits are that different from the rest of the world. It turns out that Canadian kids and their parents aren't that different in their attitudes about the importance of reading. But we did see some areas where, as a publisher of children's reading materials, we have some work to do. For example, we need to help spread the word about the importance of reading aloud to your children from the time they are born.

Our hope is to use the findings from this study to continue to drive conversations about kids' reading and the power of books, and to help us understand how we all can support children as they begin their reading journey. Perhaps even more importantly, how do we continue to inspire a love of reading as children themselves grow up and face other distractions and choices about how they spend their time.

This landmark research provides both reasons to celebrate, but motivation to work harder to ensure that all children have access to and are able to find books they love every day. While everyone agreed on the



importance of books and reading, almost half the children said they have difficulty finding the books they like, and said they look to school and parents for guidance. In today's busy world filled with competition for parents' and kids' time and attention, many children mentioned that books gave them a chance to relax and use their imaginations. Children over six also said that while they aren't read to at home as much as when they were younger, they would like to be read aloud to more often and looked forward to it as a special time spent with their parents. While the world has changed dramatically in terms of technology and access to it, it seems that children and parents agree: there's nothing like sitting down with a book and leafing through the pages together.

Literacy empowers children to explore, communicate, debate and think critically. We hope you will find this information valuable and join us as we celebrate 60 years of sharing stories with Canadians. We look forward to continuing to foster the magic of reading in children with you.

Sincerely,

Nancy Pearson
Co-President, Scholastic Canada

Anne Browne
Co-President, Scholastic Canada

In early 2017, Scholastic, in conjunction with YouGov, conducted a survey to explore the attitudes and behaviours of English- and French-speaking Canadian children and families around reading books for fun. The key findings of this research, based on a nationally representative sample of 1,939 parents and children, including 371 parents of children ages 0–5; 784 parents of children ages 6–17; plus one child age 6–17 from the same household, are as follows:

THE STATE OF KIDS & READING IN CANADA

- ◀ The majority of children ages 6–17 (86%) are currently reading or have just finished reading a book for fun. One-third of kids (34%) are frequent readers, reading books for fun 5–7 days per week. Girls (38%) are more likely than boys (30%) to be frequent readers. (Pages 12 & 13)
- ◀ Children, particularly those who are frequent readers, gain inspiration (76%) and a sense of accomplishment (90%) from reading. (Page 25)
- ◀ Parents' reading habits play a large role in determining how often kids read: 57% of kids who are frequent readers have parents who read books 5–7 days per week, compared to only 15% of kids who are infrequent readers. (Page 14)
- ◀ As children get older, reading for fun starts to lose out to other activities, with 50% of kids ages 6–8 reading for fun 5–7 days per week, compared to only 25% of 15–17 year-olds. Eighty-four percent of parents of children ages 6–17 would like to see reduced screen time for their kids, more so for parents of infrequent readers (90%). (Pages 13 & 22)



WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

- ◀ On average, families report having 80 books in the home, with frequent readers' homes having 118 books, compared to 61 books in the homes of infrequent readers. (Page 30)
- ◀ Both parents and teachers play a key role in encouraging children to read books for fun and are among the top sources for great book ideas. (Page 37)
- ◀ One in five children and parents look for books with characters that are culturally or ethnically diverse, with 74% of parents identifying diversity in children's books as "people and experiences that are different than those of their child." (Pages 41 & 42)
- ◀ Ninety-four percent of children agree that their favourite books are the ones they picked out themselves, and almost all children (92%) agree that they are more likely to finish a book they picked out. (Page 33)

- ◀ Nearly 50% of kids say they have trouble finding books they like, even though only 36% of parents think their child has that problem. (Page 35)
- ◀ Nearly half of kids ages 6-17 (46%) and their parents (45%) want books that make kids laugh. Parents (41%) and kids (39%) in this age group also look for characters who face a challenge and overcome it when choosing a book to read for fun. (Pages 39 & 40)

READING ALOUD

- ◀ Nine in 10 kids ages 6–11 and their parents say they enjoy/enjoyed read-aloud time, and parents of children ages 0–5 cite reading books aloud, telling stories and talking together as among the most important things parents should do with their children to develop language skills. (Pages 56 & 63)

KEY FINDINGS (CONTINUED)

KEY FINDINGS

- ◀ While more than half of children ages 0–5 are read aloud to 5–7 days per week, the frequency of reading aloud drops significantly after age 5 (41%) and again after age 8 (16%). Fifty-eight percent of kids ages 6–8 say they wanted reading aloud to continue. Among all children who are no longer read aloud to, boys are more likely to say this than girls. (Pages 59 & 62)
- ◀ The top reasons parents and children ages 6–11 say they like reading aloud together are:
 - ◀ It is a special time with my child/parent.
 - ◀ Reading together is fun.
 - ◀ It creates a love for reading. (Page 64)
- ◀ More than half of parents (54%) received advice from parenting resources or friends and family that they should read aloud to their child from birth; yet, only 35% of parents of 0–5 year-olds started

reading to their child before 3 months of age. (Pages 54 & 55)

- ◀ Seven in 10 parents (70%) with children ages 0–5 say they started reading aloud to their child before age 1. (Page 55)

READING IN CANADIAN SCHOOLS

- ◀ Sixty-five percent of kids ages 6–17 have the chance to read independently during the school day with 42% saying, “I wish we would do this more often” and 34% saying, “It’s one of my favourite parts of the school day.” (Pages 70, 72 & 73)
- ◀ Few children read for an hour or more during independent reading time, and more than half (52%) read for less than 20 minutes. (Page 71)
- ◀ Ninety-seven percent of parents agree that every school should have a library. (Page 75)



◀ Kids who read independently at school are more likely to:

- ◀ Find reading books for fun important.
- ◀ Like reading books for fun.
- ◀ Agree books have inspired them to believe in themselves.
- ◀ Read 15 more books on average per year than kids who do not read independently at school. (Page 74)

SUMMER READING

- ◀ Many kids (84%), and even more parents (96%), believe in the value of summer reading and agree that reading books during the summer will help them during the school year. (Page 81)
- ◀ Three in four kids (76%) say they really enjoy reading books in the summertime, but

thirty-four percent of parents say they have to work at encouraging their child to read over the summer. (Page 80 & 82)

- ◀ Parents use many strategies to encourage summer reading, including:
 - ◀ Taking kids to the library.
 - ◀ Taking books along on vacations or road trips.
 - ◀ Stocking up on books for the summer. (Page 83)
- ◀ Only one in three (31%) parents have heard, read or received advice about the summer slide—the loss of skills during the time when students are not in school. (Page 84)
- ◀ Of parents who have heard of the summer slide (31%), 53% heard about it from their child’s teacher or school. (Page 85)

“One of the things I notice as a teacher is that children who read for pleasure tend to be more successful not just in literacy, but in their academic studies as a whole. It doesn’t matter what exactly they read, just that they read, period.”

— Mother, 5-year-old girl, Ontario



THE STATE OF KIDS & READING IN CANADA



THE STATE OF KIDS & READING IN CANADA

THE STATE OF KIDS & READING

On average kids have read **23 books** in the last year

86%

OF KIDS AGES 6–17

are currently reading or have just finished reading a book for fun



READING BOOKS FOR FUN

82%

OF KIDS AGES 6–17

SAY

I know I should read more books for fun

82%

OF PARENTS WITH KIDS AGES 6–17

SAY

I wish my child would read more books for fun



FREQUENCY WITH WHICH CHILDREN READ BOOKS FOR FUN

50%

OF KIDS AGES 6–17

READ BOOKS FOR FUN 1–4 DAYS A WEEK

34%

OF KIDS AGES 6–17

READ BOOKS FOR FUN 5–7 DAYS A WEEK

16%

OF KIDS AGES 6–17

READ BOOKS FOR FUN LESS THAN 1 DAY A WEEK





BENEFITS OF READING ACCORDING TO PARENTS

Developing vocabulary and language skills

78%

Using his/her imagination

71%

Becoming excited about reading

68%

Being successful in school

64%

Spending time away from technology

64%

READING FOR MY FUTURE

91%

OF KIDS AGES 6-17

AGREE

It is very important for my future to be a good reader

97%

OF PARENTS WITH KIDS AGES 6-17

AGREE

It is very important for my child's future to be a good reader



READING BUILDS CONFIDENCE

76%

OF KIDS AGES 6-17 SAY

90%

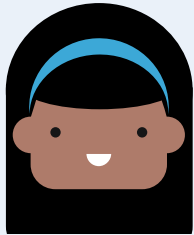
Books I've read have inspired me to really believe in myself



I feel proud and have a sense of accomplishment when I finish reading a book

THE STATE OF KIDS & READING IN CANADA

More than half of children are currently reading a book for fun, and one-third have just finished one. Younger kids are the most likely to currently be reading or have recently read a book for fun.



“I love to read. Books take me into another world.”

—17-year-old girl, Alberta

WHETHER CHILDREN ARE CURRENTLY READING BOOKS FOR FUN

Base: Children Ages 6–17



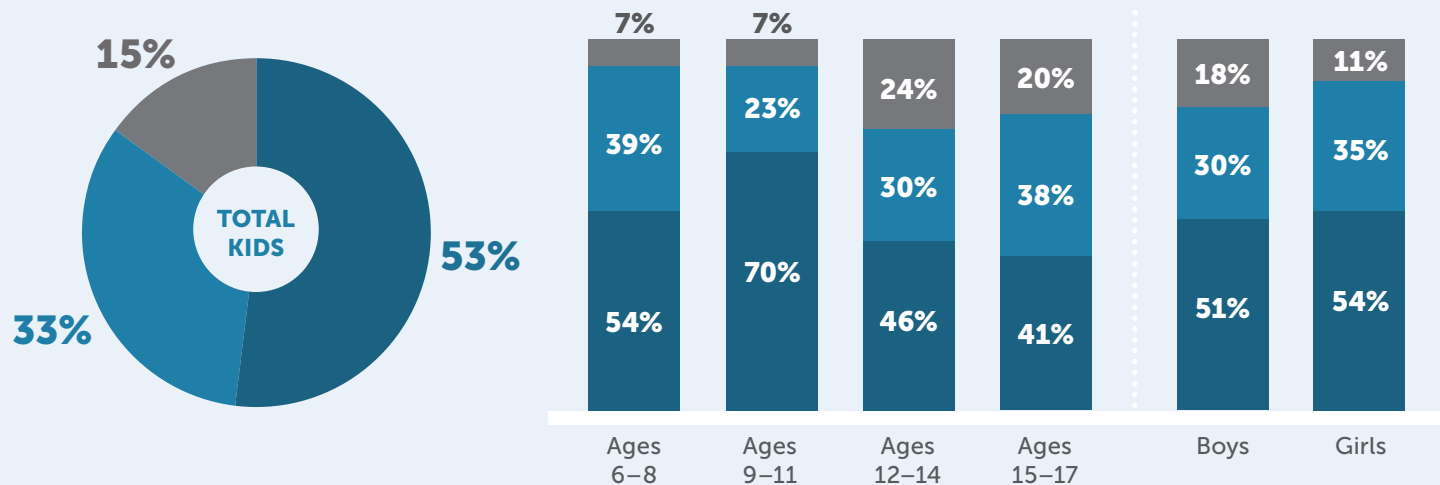
Currently reading a book for fun



Not currently reading a book for fun, but just finished one



Haven't read a book for fun in a while



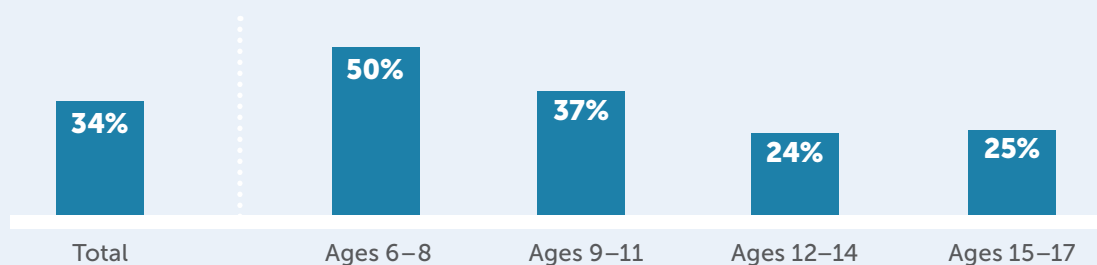
QK10. Which best describes you?



Girls are more likely than boys to be frequent readers, as are young children compared with older children.

PERCENTAGE OF CHILDREN WHO ARE FREQUENT READERS (5-7 DAYS PER WEEK)

Base: Children Ages 6-17



KIDS AGES 6-17 WHO READ BOOKS FOR FUN 5-7 DAYS A WEEK

GIRLS

38%

BOYS

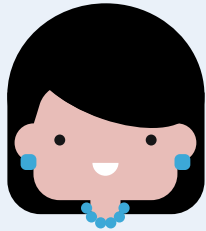
30%



QK6. How many days a week do you read [ADDED FOR AGES 6-8: or look at] books for fun?

THE STATE OF KIDS & READING IN CANADA

Kids who are frequent readers are more likely to have parents who read books 5–7 days per week.

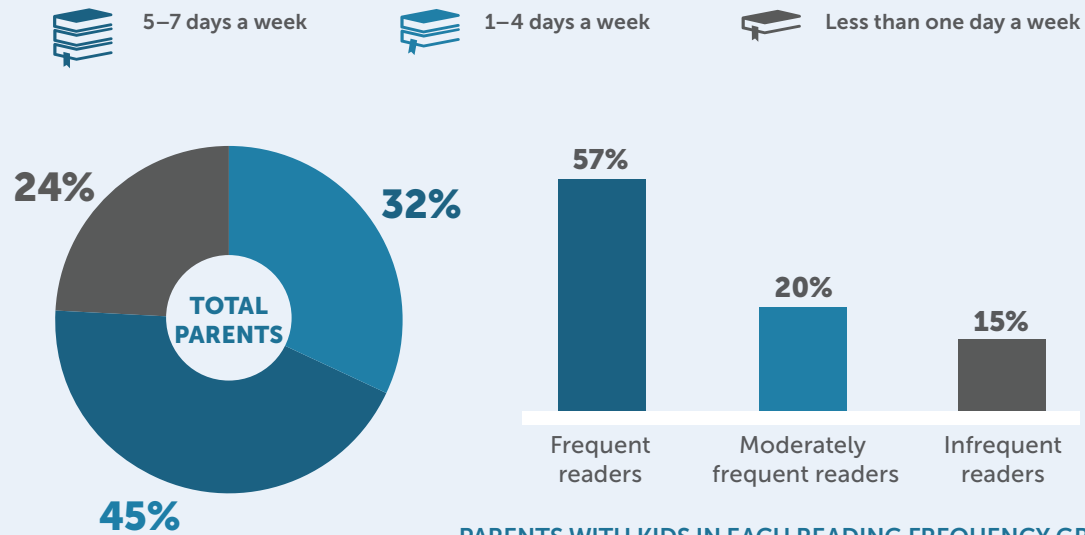


“I had a hard time learning to read as a child, but once I learned, it opened up a whole new world that I loved. I would love for her to have the same enjoyment that I had as a child.”

— Mother, 11-year-old girl, Nova Scotia

FREQUENCY WITH WHICH PARENTS READ BOOKS

Base: Parents with Children Ages 6–17



PARENTS WITH KIDS IN EACH READING FREQUENCY GROUP

QP5. How many days in a typical week do you personally read print books? Please do not count reading to your child.



Kids have read 23 books on average in the last year, with the average decreasing as children grow older.

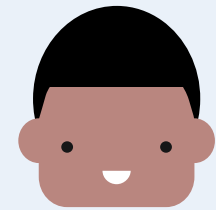
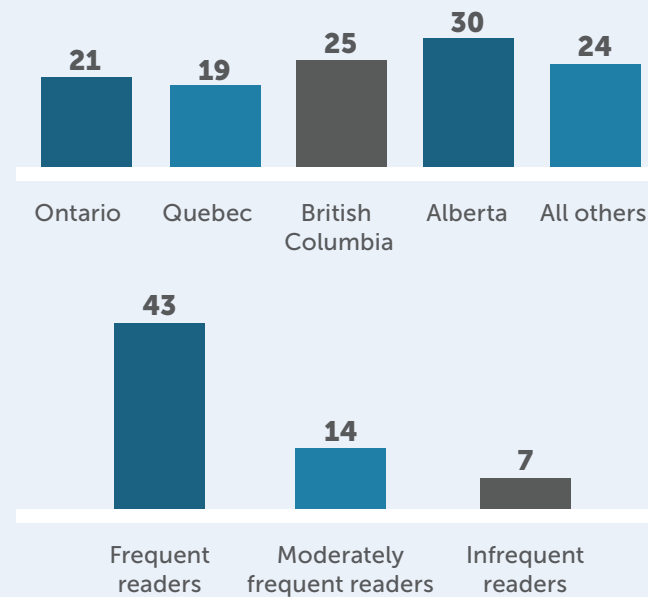
NUMBER OF BOOKS CHILDREN HAVE READ IN PAST YEAR

Base: Children Ages 6–17

Number of Books Read in Past Year

# OF BOOKS	TOTAL KIDS	AGES 6–8	AGES 9–11	AGES 12–14	AGES 15–17
None	2	2	1	3	4
1–9	46	29	39	57	57
10–19	27	29	31	26	21
20–49	13	16	18	8	12
50+	12	25	10	6	6
Average	23	37	23	16	15

Average Number of Books Read in Past Year



“Reading books has changed my life.”

—11-year-old boy, Quebec

THE STATE OF KIDS & READING IN CANADA

62% OF CHILDREN AGES 6–17 **AGREE**

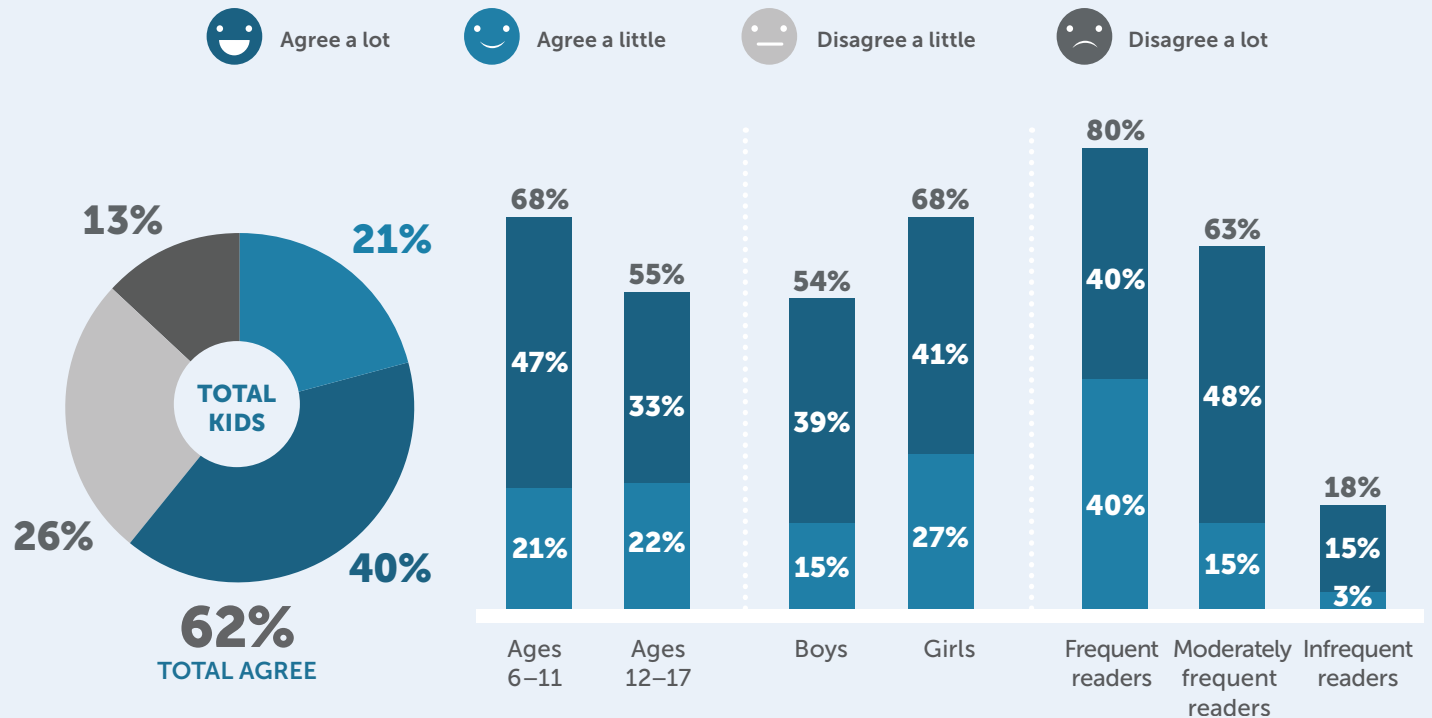
When I have free time, I often choose to read.



Six in 10 kids agree they often choose to read in their free time—this is more common among younger kids, girls and frequent readers.

CHILDREN AGREE WITH STATEMENT: “WHEN I HAVE FREE TIME, I OFTEN CHOOSE TO READ”

Base: Children Ages 6–17



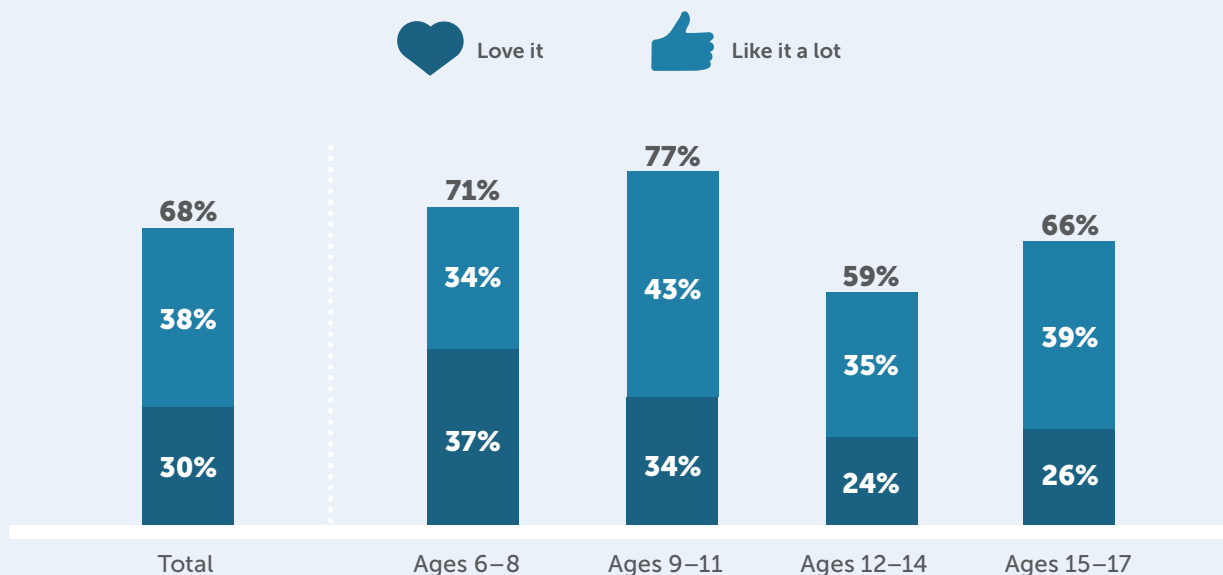
QK12. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.



Seven in 10 children enjoy reading books for fun, with enjoyment highest among kids ages 9–11.

DEGREE TO WHICH CHILDREN ENJOY READING BOOKS FOR FUN

Base: Children Ages 6–17



“I like reading books because in every story there is a different adventure, so I don’t stop reading until I have to go to bed!”

—9-year-old girl, Ontario

THE STATE OF KIDS & READING IN CANADA

TOP 3 REASONS KIDS ENJOY READING BOOKS FOR FUN

18%

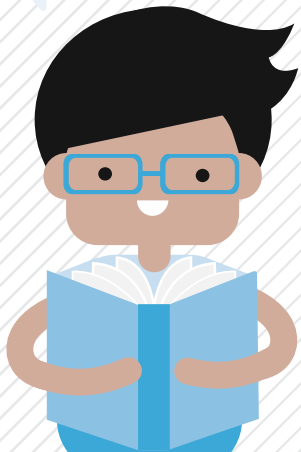
It's fun/entertaining

16%

It helps me learn new things or points of view

12%

I get to use my imagination/go on a fantasy



Kids who enjoy reading most often say it is fun or entertaining and helps them learn new things. Kids who dislike reading most often prefer doing other things.

CHILDREN'S REASONS FOR ENJOYING/NOT ENJOYING READING FOR FUN

Base: Children Ages 6–17



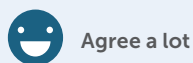
QK29. You mentioned that you [enjoy reading books for fun/don't enjoy reading for fun very much]. Please share with us why that is.



Across ages, eight in 10 children say they know they should read more books for fun; the same percentage of parents wish their child would read more books for fun.

PARENTS AND CHILDREN AGREE WITH STATEMENTS

Base: Parents with Children Ages 6–17



Agree a lot



Agree a little

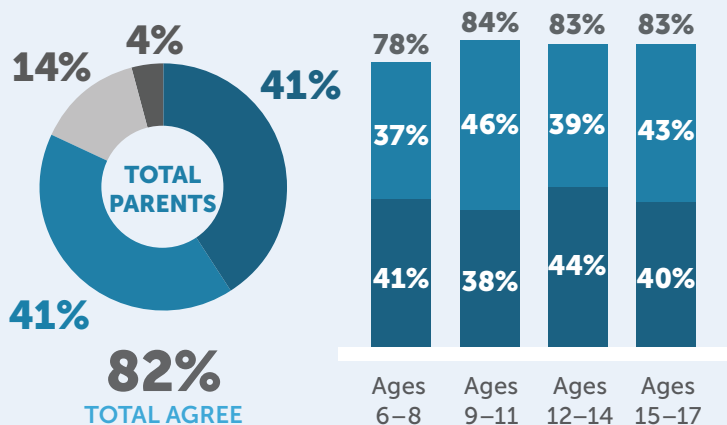


Disagree a little

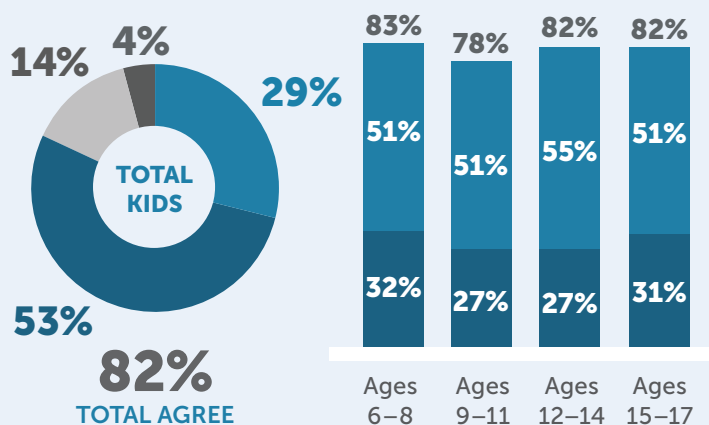


Disagree a lot

“I wish my child would read more books for fun.”



“I know I should read more books for fun.”



“Reading keeps his mind active”

—Father,
9-year-old boy,
New Brunswick

QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.
QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

THE STATE OF KIDS & READING IN CANADA

Keeping their child's brain active and enhancing learning is the most frequently mentioned reason parents think reading books for fun is important for their child.

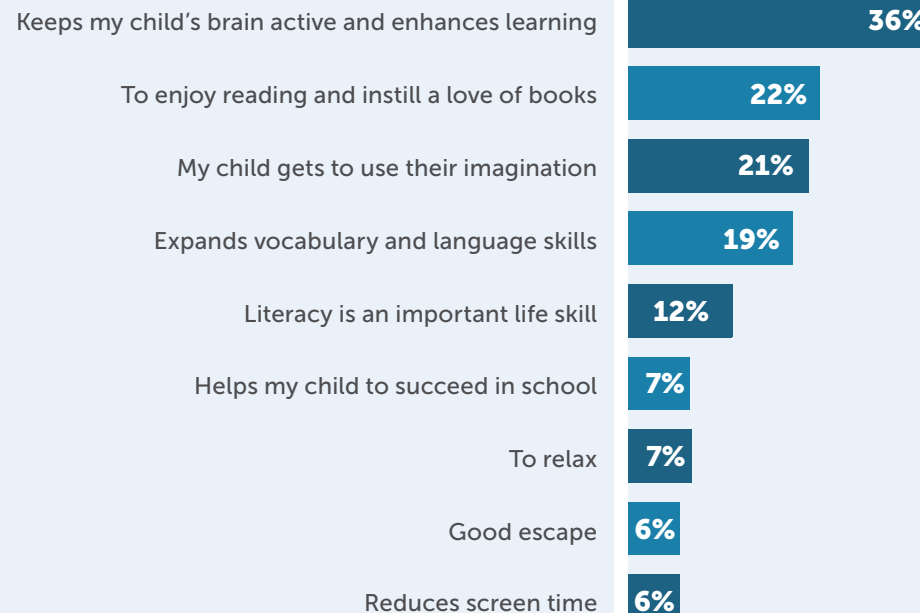


“Reading will expand her knowledge, help her use her imagination and expand her world. Books are the doorway to a completely different world, and it’s very important that she gets to see that world rather than just watching it on TV.”

— Mother, 4-year-old girl,
British Columbia

REASONS PARENTS THINK IT IS IMPORTANT FOR THEIR CHILD TO READ BOOKS FOR FUN

Base: Parents with Children Ages 0–5



QP37. Earlier you mentioned that you think it is extremely important/very important/a little important/not important for your child to read books for fun as he/she grows up. In the space provided, below, please share some reasons why you feel this way.



Older children are more likely to use the internet and technology than to read books for fun.

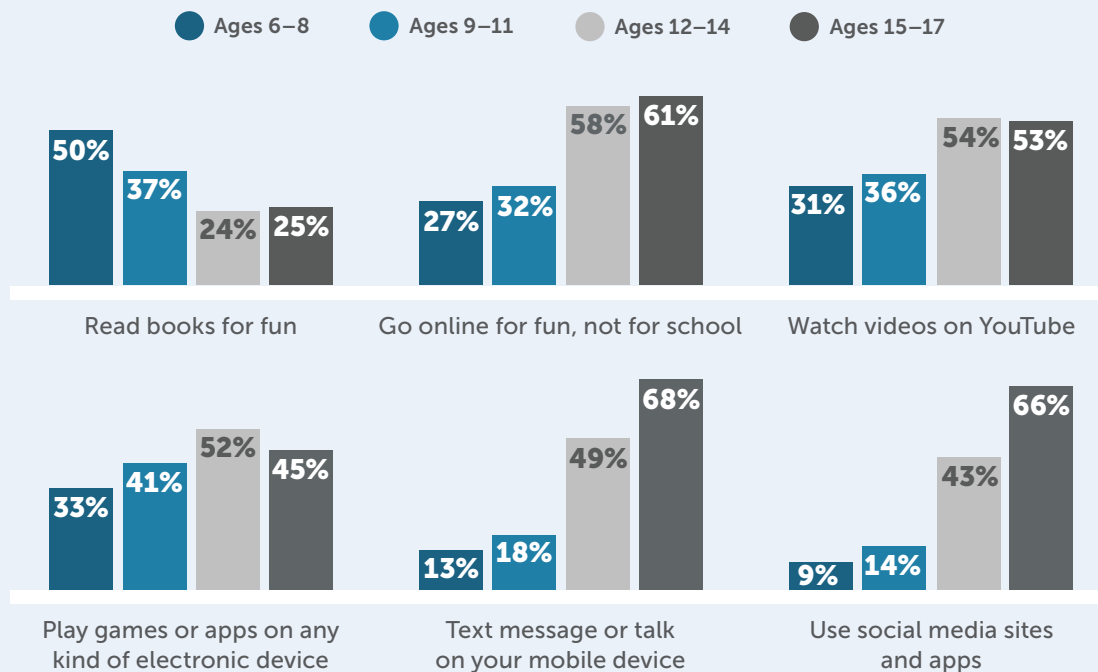


“I just feel these days kids—teens, in my case—are too attached to social media and their phones. Anything that gets them away from that is good, especially reading.”

—Mother,
15-year-old girl, Ontario

PERCENTAGE OF CHILDREN WHO DO ACTIVITIES 5–7 DAYS A WEEK

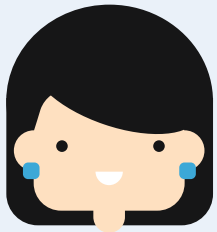
Base: Children Ages 6–17



QK2. Now we'd like to know how many days in a week you do each of these activities.
QK6. How many days a week do you read books for fun?

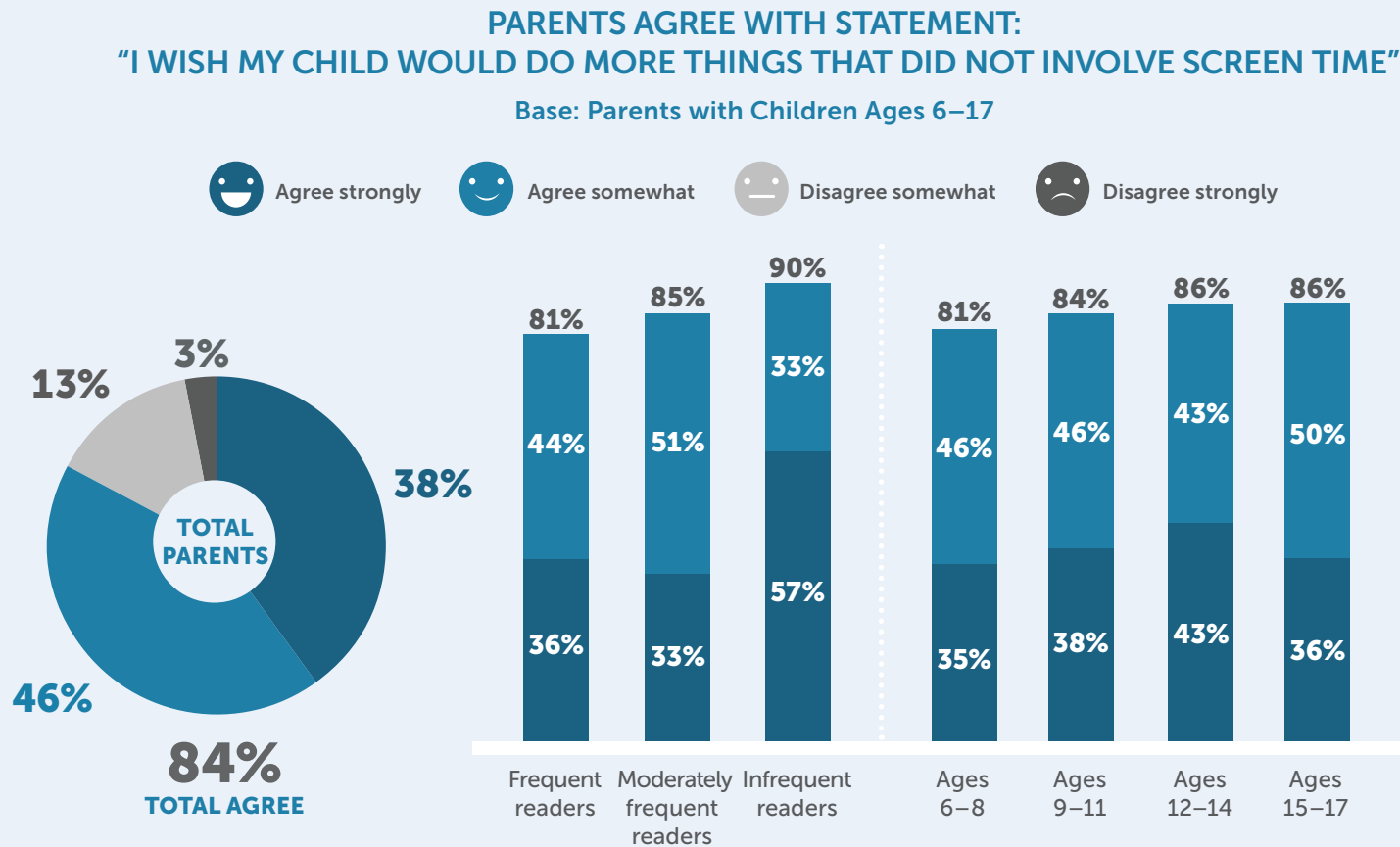
THE STATE OF KIDS & READING IN CANADA

Eight in 10 parents would like to see reduced screen time for their kids, more so for parents of infrequent readers.



“Reading keeps the mind active in a way that is not connected to a screen.”

—Mother, 17-year-old girl, Ontario



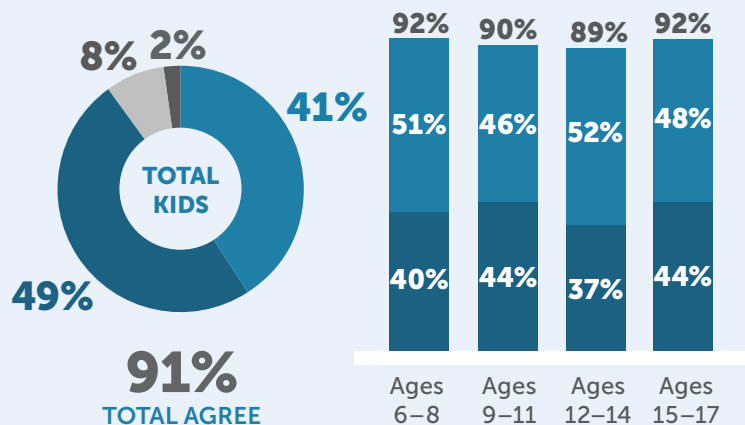
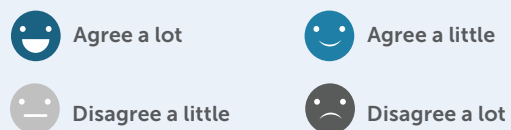
QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.



The majority of kids agree that being a good reader is very important for their future. Virtually all parents agree that being a good reader is important for their child's future.

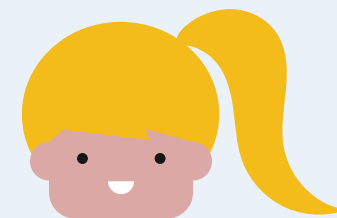
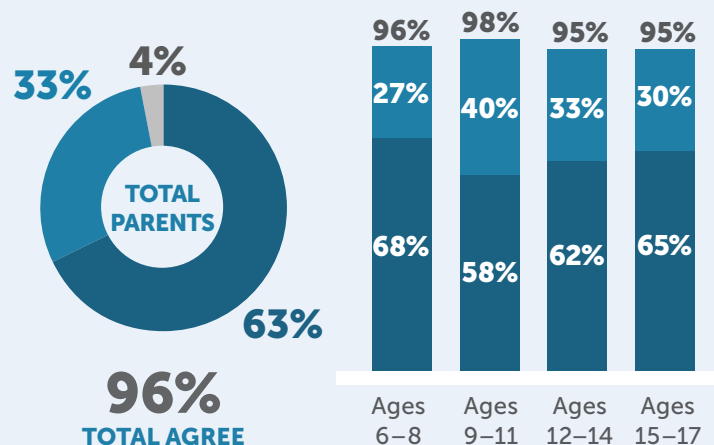
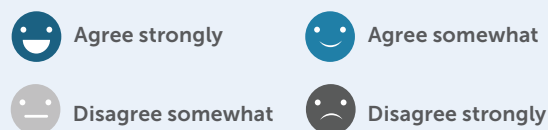
CHILDREN AGREE WITH STATEMENT: "IT IS VERY IMPORTANT FOR MY FUTURE TO BE A GOOD READER"

Base: Children Ages 6–17



PARENTS AGREE WITH STATEMENT: "IT IS VERY IMPORTANT FOR MY CHILD'S FUTURE TO BE A GOOD READER"

Base: Parents with Children Ages 6–17



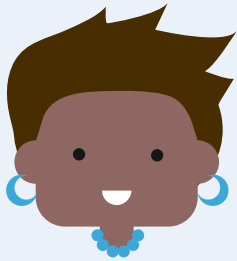
**"It gives me
time to reflect
on what's
going on in
my life."**

—16-year-old girl,
British Columbia

QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.
QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

THE STATE OF KIDS & READING IN CANADA

Among parents, developing vocabulary and language skills and using imagination are the most sought-after benefits of reading.

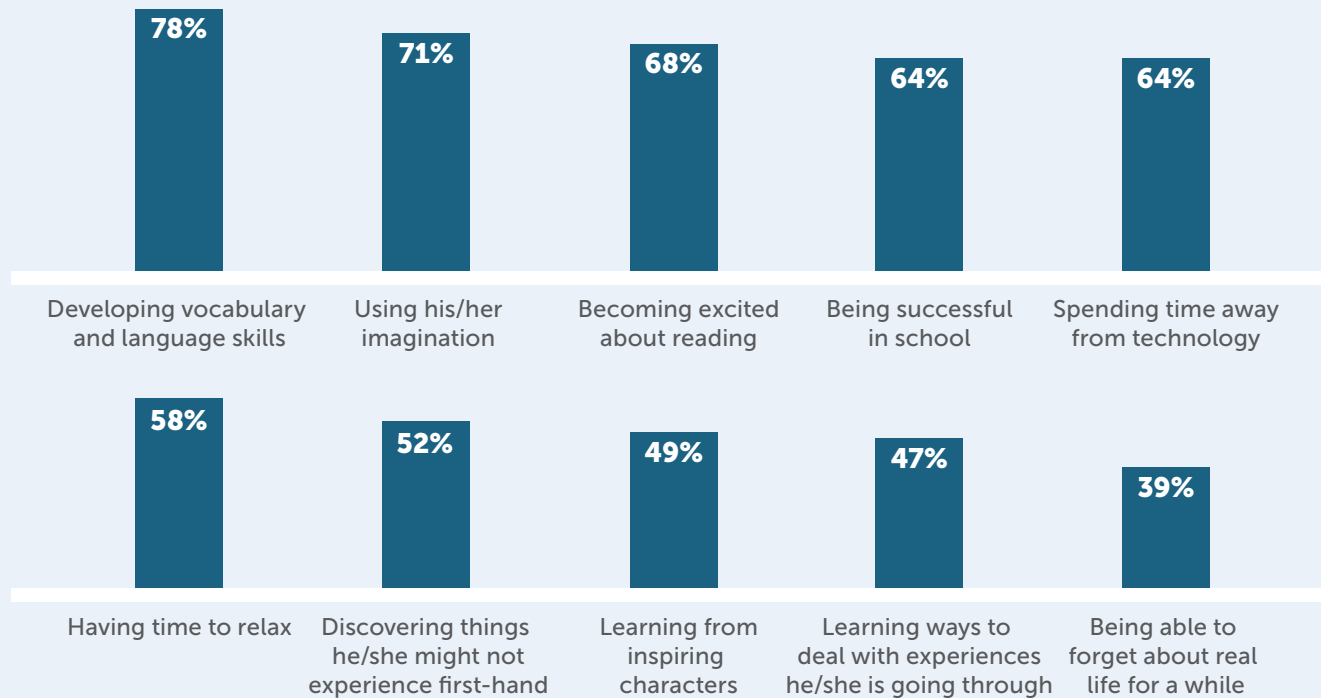


“I feel that a joy of reading will help him go far in life, educationally. It will help him learn about different experiences, places, people and times in the world.”

—Mother, 3-year-old boy, Alberta

DESIRED BENEFITS OF CHILDREN READING FOR FUN

Base: Parents with Children Ages 0–17



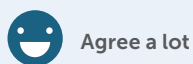
QP4. When you think about the benefits of reading books for fun, which of the following are the top benefits you most want your child to get from reading books for fun [ADDED FOR PARENTS OF KIDS 0–5: as your child grows up]?



Children, particularly those who are frequent readers, gain inspiration and a sense of accomplishment from reading.

CHILDREN AGREE WITH STATEMENTS

Base: Children Ages 6–17



Agree a lot



Agree a little

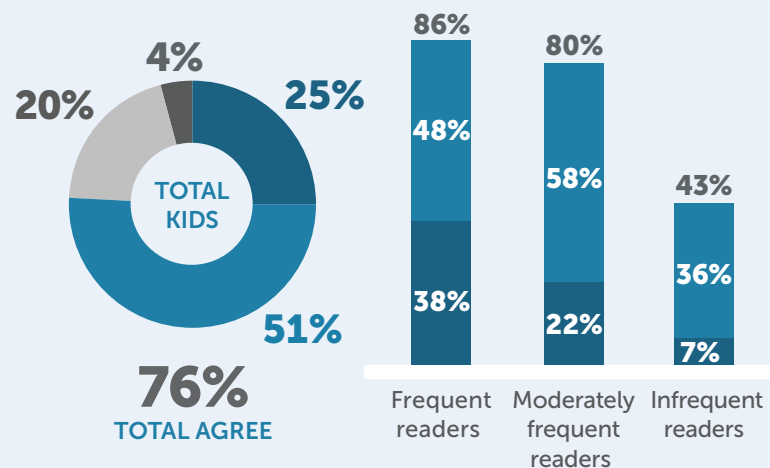


Disagree a little

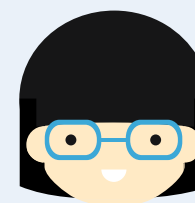
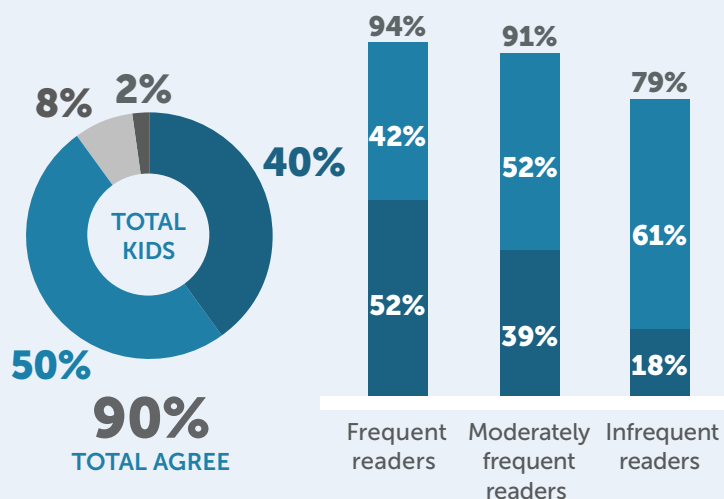


Disagree a lot

“Books I’ve read have inspired me to really believe in myself”



“I feel proud and have a sense of accomplishment when I finish reading a book”



“Some characters in the stories have inspired me to become a better person.”

—13-year-old girl, Ontario

QK12. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

“I want him to be inspired by the characters and have a wonderful go-to hobby that he can do anywhere. Reading inspires a love of learning and research and creativity.”

—Mother, 5-year-old boy, Saskatchewan



WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS



WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

CHOICE RULES

94%
OF KIDS AGES 6–17
AGREE

My favourite books are the ones that I have picked out myself



AVERAGE NUMBER OF CHILDREN'S BOOKS

On average, families report having **80** books in the home

Families with kids ages 6–17 who are frequent readers have **118** books, & families of infrequent readers have **61** books.



KIDS & PARENTS WANT CHARACTERS WHO...

"face a challenge and overcome it" or are "smart, brave or strong" are the most popular among kids and parents.

SMART

BRAVE

STRONG



**FACE A
CHALLENGE
AND
OVERCOME IT!**

KIDS & PARENTS WANT BOOKS THAT...

**make me
laugh.**

**explore
places and
worlds I've
never been.**





BUT MANY KIDS HAVE TROUBLE FINDING BOOKS THEY LIKE—AND PARENTS UNDERESTIMATE THE CHALLENGE

47%
OF KIDS

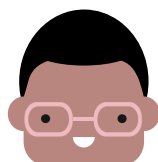
Have trouble finding books they like

36%
OF PARENTS

Say their child has this challenge

69% OF INFREQUENT READERS
HAVE TROUBLE FINDING BOOKS VS.
43% OF FREQUENT READERS

STRUGGLE TO FIND BOOKS THEY LIKE



52%
BOYS



42%
GIRLS

Frequent readers are defined as children who read books for fun 5–7 days a week, whereas infrequent readers read books for fun less than one day a week.

WHEN IT COMES TO DIVERSITY IN CHILDREN'S BOOKS



Parents of kids ages 0–17 say diversity in books for kids and teens includes...

People and experiences different than those of my child

74%

Various cultures, customs or religions

69%

Differently abled people (physical, emotional)

61%

People of colour

55%

LGBTQ people

34%

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS



"I have a bookshelf full of kids' books and magical stories, and I want her to remember these precious moments all her life."

—Mother, 3-year-old girl, Quebec

On average, families report having 80 books in the home, with frequent readers having more books than both moderately frequent and infrequent readers.

AVERAGE NUMBER OF CHILDREN'S BOOKS IN HOME

Base: Parents with Children Ages 0–17 (Left), Parents with Children Ages 6–17 (Right)



Frequent readers



Moderately frequent readers



Infrequent readers

**80.1
BOOKS**



Parents with Kids Ages 6–17 Who Are...

118.0



Frequent readers

68.0



Moderate readers

61.4



Infrequent readers

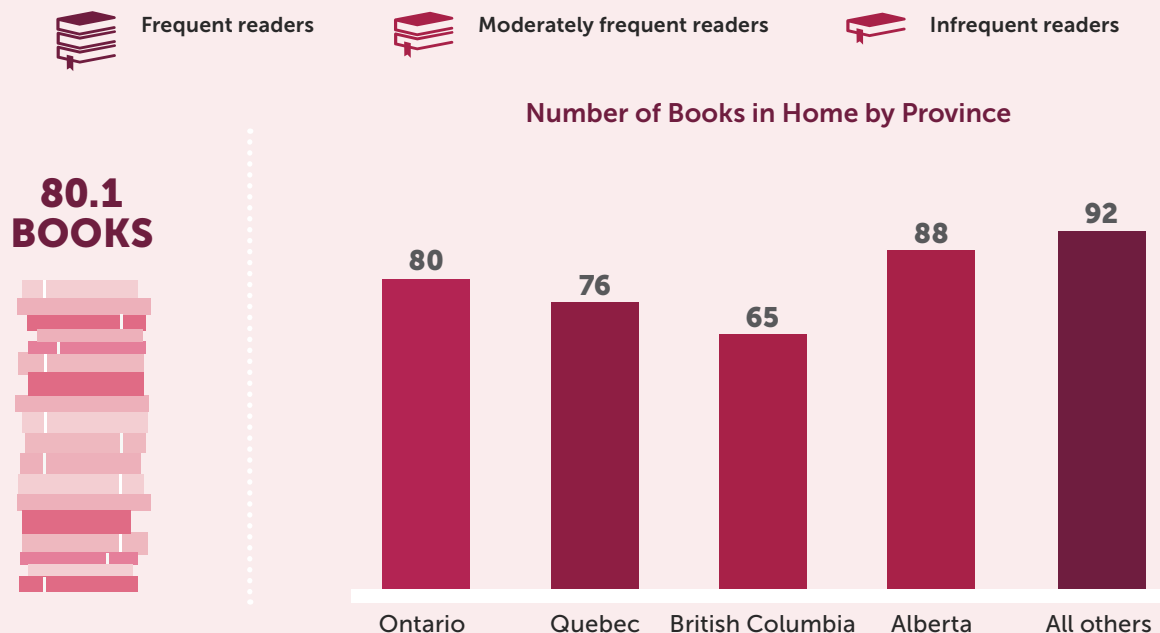
QP31. Some homes have 0 books for kids while others have more than 50 books for kids. About how many books for kids do you have in your home?



Alberta and the smaller provinces tend to have more books in the home.

AVERAGE NUMBER OF CHILDREN'S BOOKS IN HOME

Base: Parents with Children Ages 0–17



“La lecture forge l’imaginaire, permet de se projeter dans une autre vie, permet de comprendre les choses et de voir les autres points de vue.

— Mère, garçon de 1 an, Québec

Reading nourishes imagination, allows you to project yourself into another life and helps you better understand things and see other viewpoints.”

— Mother, 1-year-old boy, Quebec

QP31. Some homes have 0 books for kids while others have more than 50 books for kids. About how many books for kids do you have in your home?

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

REASON FOR ADDING BOOKS TO CHILD'S COLLECTION

My child asked for the book

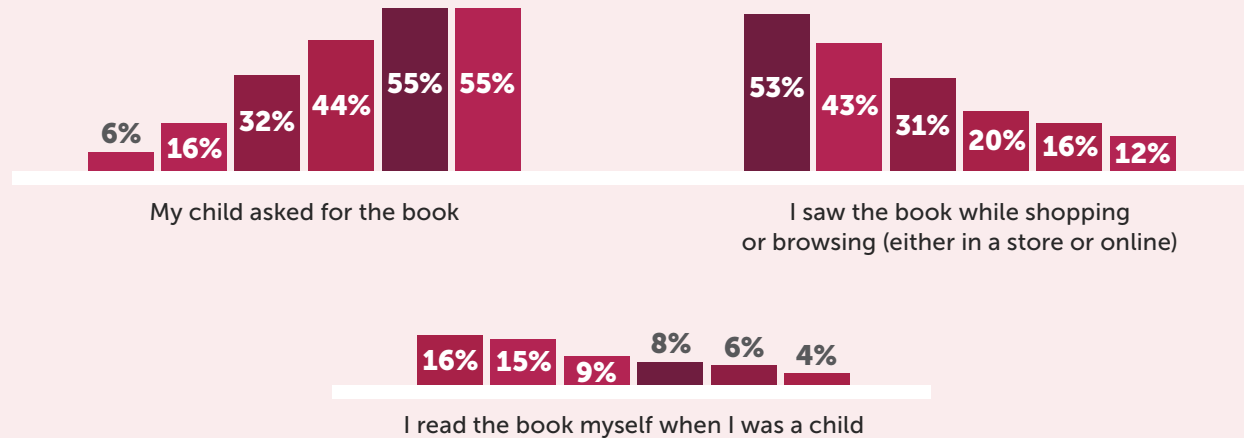


As might be expected, as kids grow older, “on request” becomes a more common reason for parents to add books to kids’ home libraries, and parents purchasing while shopping or browsing decreases with age.

REASONS FOR ADDING BOOKS TO CHILD'S COLLECTION, BY CHILDREN'S AGES

Base: Parents with Children Ages 0–17

● Ages 0–2 ● Ages 3–5 ● Ages 6–8 ● Ages 9–11 ● Ages 12–14 ● Ages 15–17



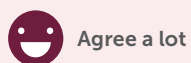
QP34. When you add books to your child’s collection, is it most likely because...
 NOTE: mentions less than 10% across age groups not shown.



Children agree that “My favourite books are the ones that I have picked out myself,” and that they are more likely to finish books they pick out themselves.

CHILDREN AGREE WITH STATEMENTS:

Base: Children Ages 6–17



Agree a lot



Agree a little

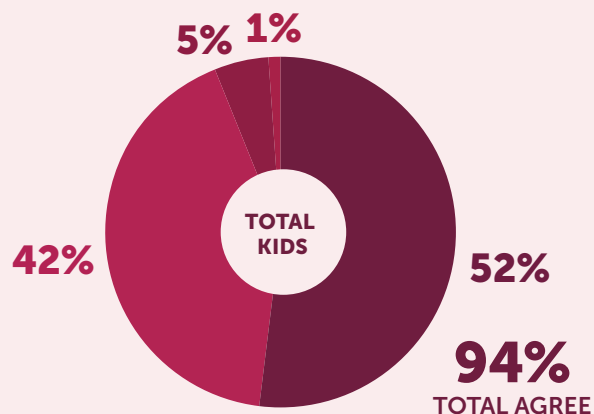


Disagree a little

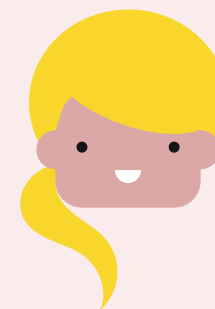
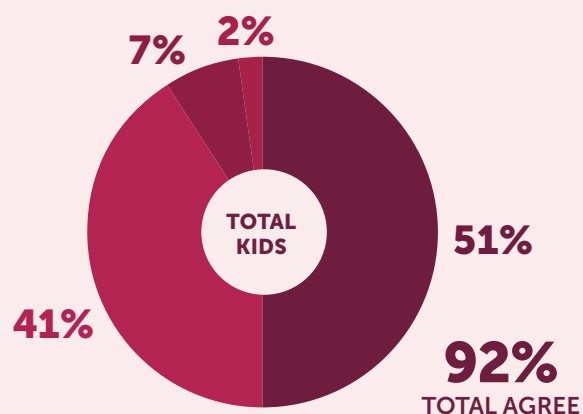


Disagree a lot

“My favourite books are the ones that I have picked out myself”



“I am more likely to finish reading a book that I have picked out myself”



“I enjoy the books I pick, and reading them gives me time to unwind and find new characters to love”

—15-year-old girl, Quebec

QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

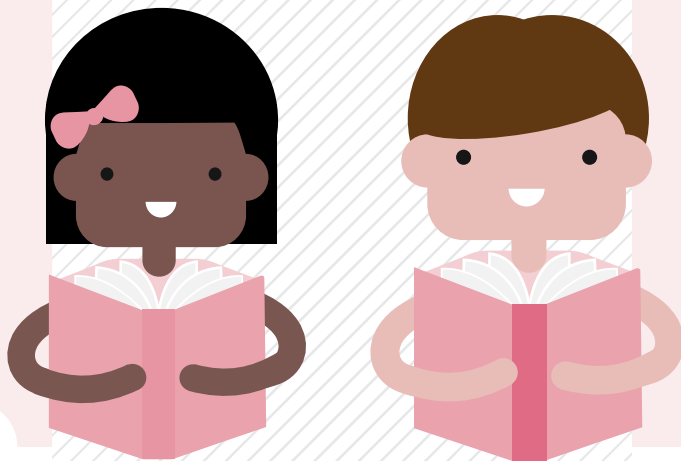
FREQUENCY WITH WHICH CHILDREN CHOOSE THE BOOKS THEY READ FOR FUN

76%

OF CHILDREN

CHOOSE THE BOOKS THEY READ FOR FUN

ALL/MOST OF THE TIME

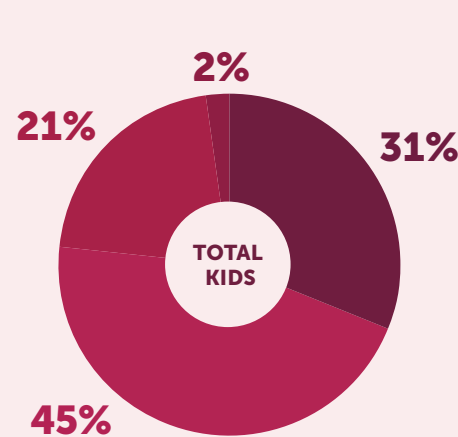


Three-quarters of children choose the books they read for fun all or most of the time, with frequent readers choosing more often.

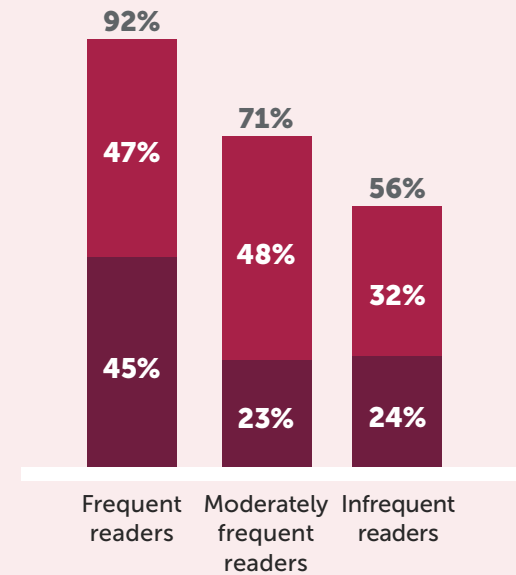
FREQUENCY WITH WHICH CHILDREN CHOOSE THE BOOKS THEY READ FOR FUN

Base: Children Ages 6–17

● All the time ● Most of the time ● Some of the time ● Rarely/Never



76%
ALL/MOST OF THE TIME



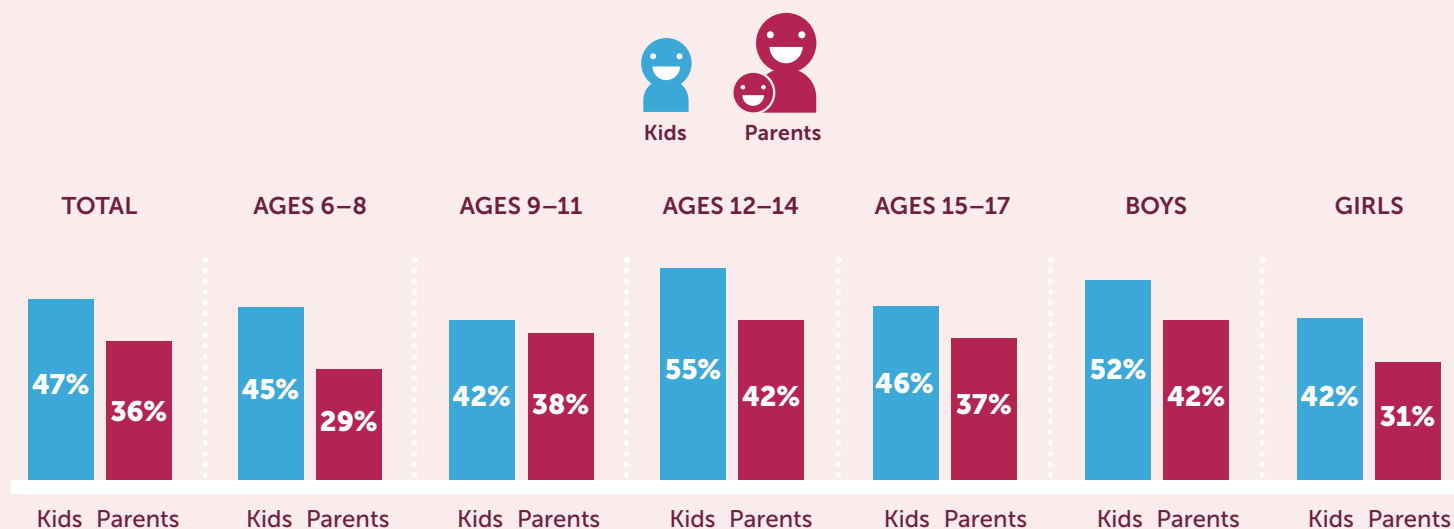
QK9. How often do you choose the books you read for fun? This means reading books that are not part of your school work or homework.



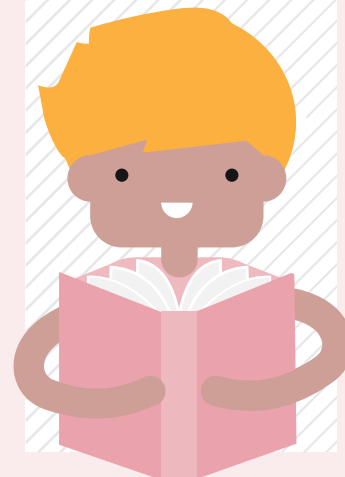
Nearly half of children ages 6–17 have trouble finding books they like. Parents underestimate the degree to which children have trouble finding books they like.

**PARENTS AND CHILDREN AGREE WITH STATEMENTS:
 “MY CHILD HAS TROUBLE FINDING BOOKS HE/SHE LIKES”
 “I HAVE TROUBLE FINDING BOOKS THAT I LIKE”**

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



**BOYS ARE...
 24%
 MORE LIKELY
 THAN GIRLS TO
 HAVE TROUBLE
 FINDING BOOKS
 THEY LIKE**



QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

NOTE: Total agree for parents and kids is shown.

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

Finding books they like is a problem for many children, especially kids ages 12–14.

43%
OF KIDS WHO ARE FREQUENT READERS SAY:
I have trouble finding books that I like

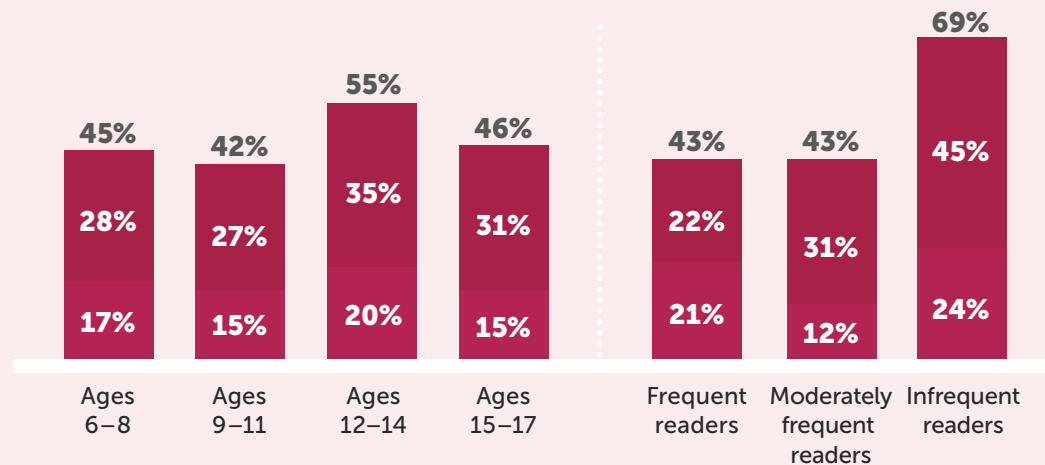
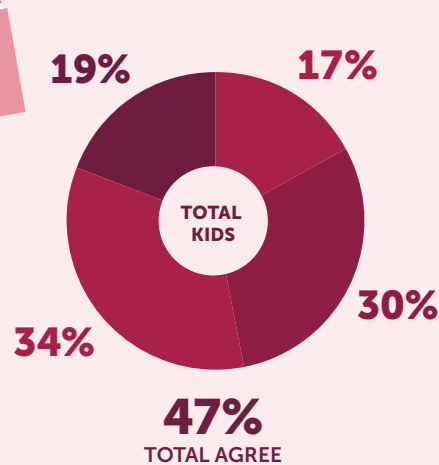


69%
COMPARED WITH OF INFREQUENT READERS

CHILDREN AGREE WITH STATEMENT: "I HAVE TROUBLE FINDING BOOKS THAT I LIKE"

Base: Children Ages 6–17

 Agree a lot
  Agree a little
  Disagree a little
  Disagree a lot



QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

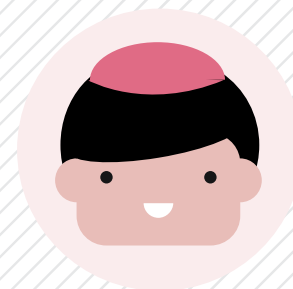
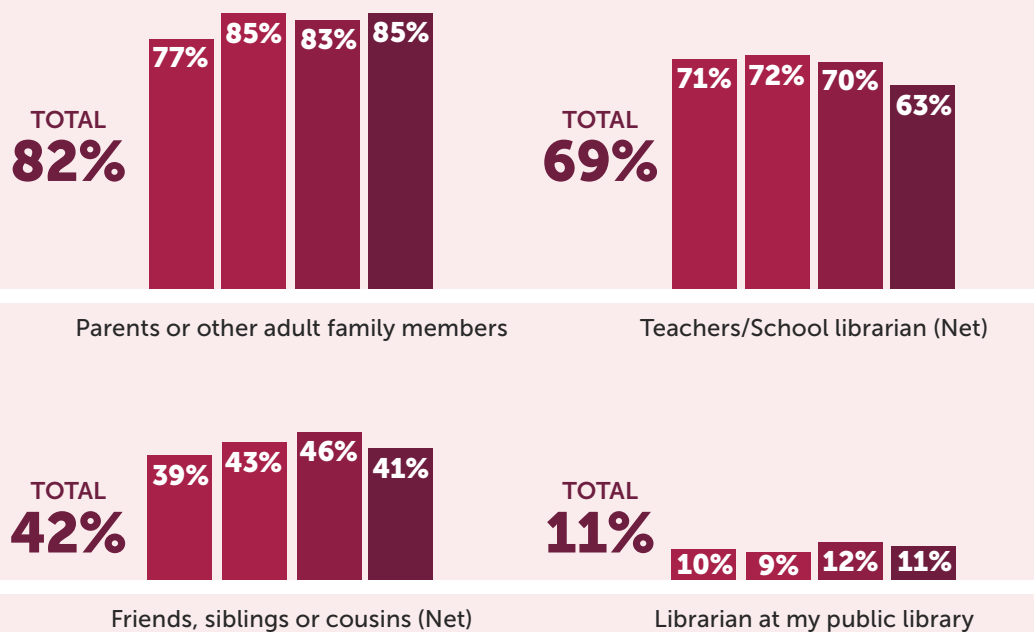


Home and school both play big roles in encouraging children to read books for fun.

WHO ENCOURAGES CHILDREN TO READ BOOKS FOR FUN

Base: Children Ages 6–17

● Ages 6–8 ● Ages 9–11 ● Ages 12–14 ● Ages 15–17



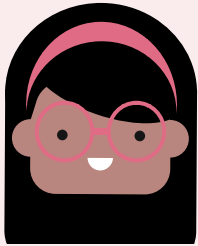
“My dad loves to read too, so we read together.”

—9-year-old boy, Ontario

QK19. Which of the following people encourage you to read books for fun?

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

Home and school play a role in giving children great ideas about which books to read for fun.

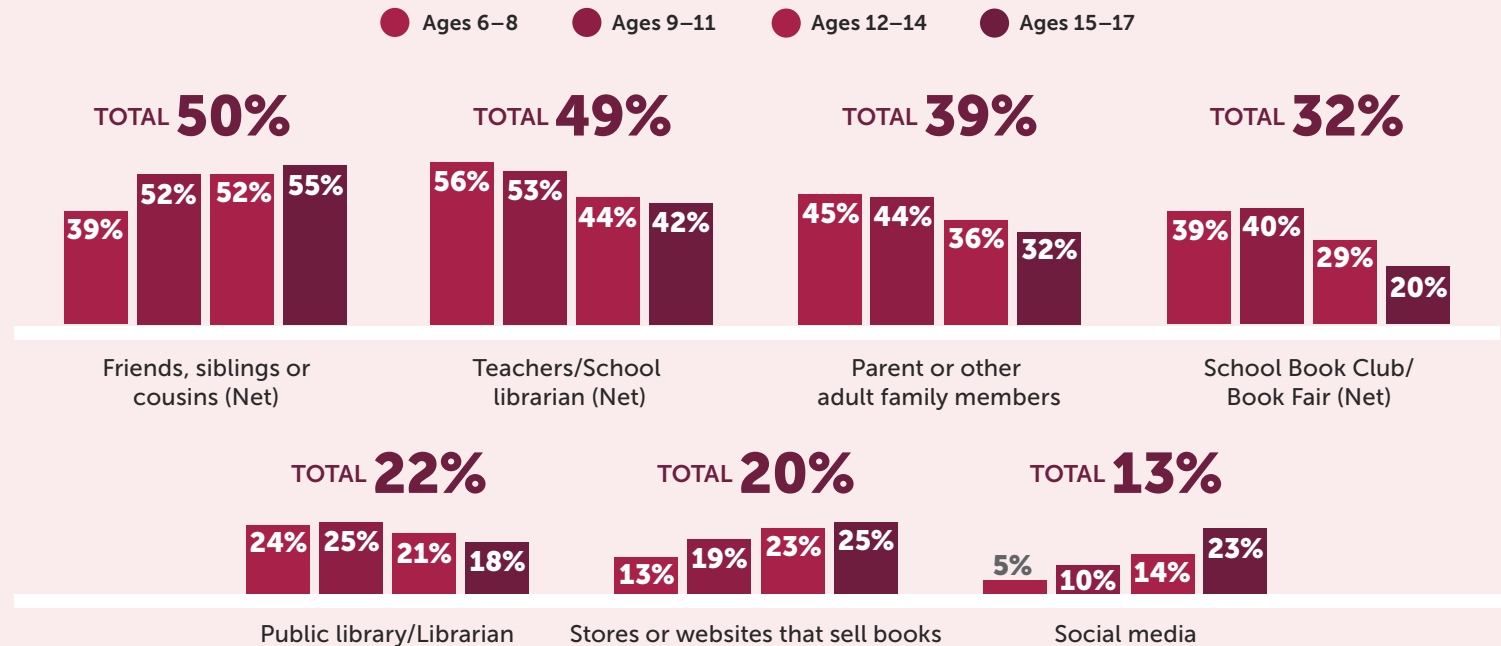


“My friends and I have similar interests and we can talk about the stories and characters.”

—14-year-old girl, Ontario

SOURCES FROM WHICH CHILDREN GET THE BEST IDEAS ABOUT BOOKS TO READ FOR FUN

Base: Children Ages 6–17



QK28. From which of the following do you get the best ideas about books to read for fun?

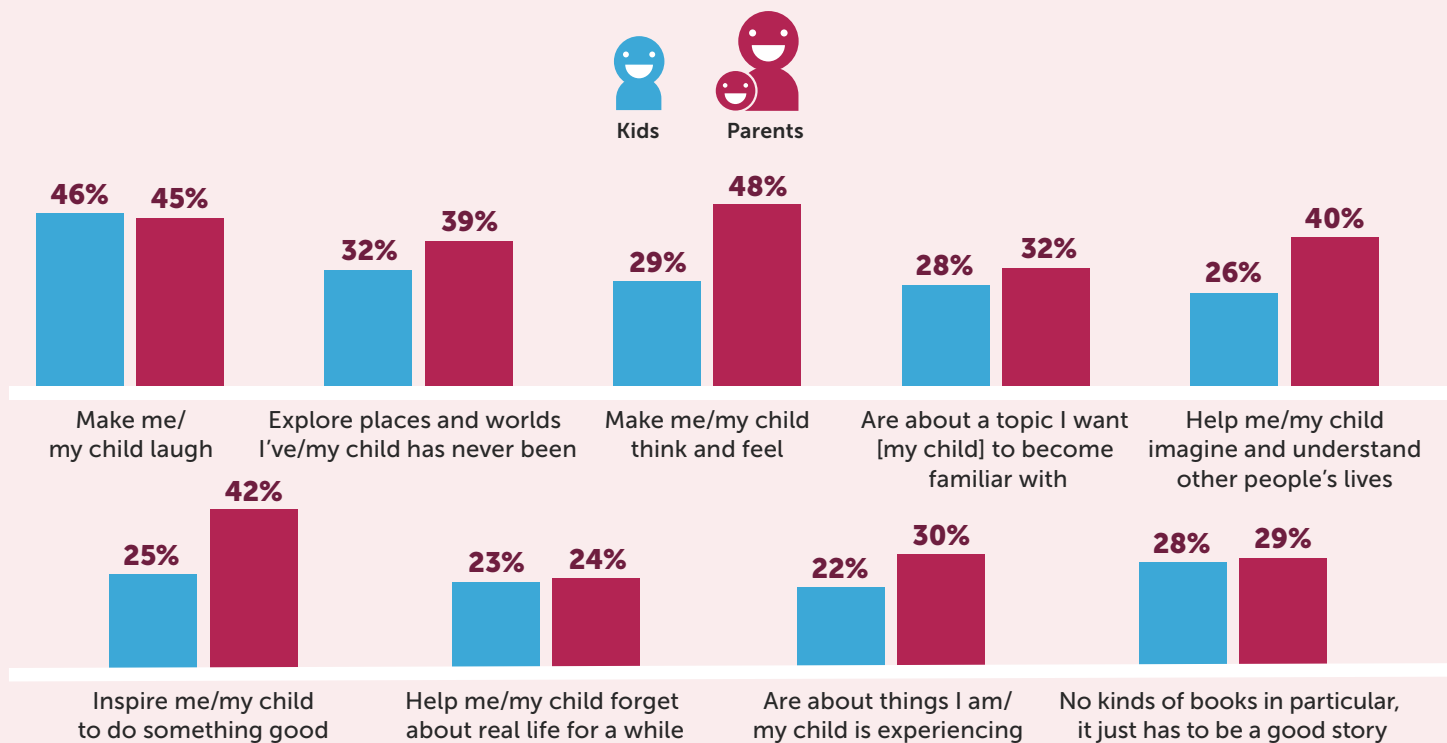
NOTE: The 3rd net combines “school book fair” and “book club order form that the teacher sends home.”



Children and parents both want books that make kids laugh.

TYPES OF CHILDREN'S BOOKS KIDS AND PARENTS LOOK FOR WHEN CHOOSING A BOOK TO READ FOR FUN

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



"I like books that make me laugh."

— 6-year-old girl, British Columbia

QP25. What kinds of books do you look for when selecting books for your child?

QK14. What kinds of books do you look for when choosing a book to read for fun? NOTE: Items asked of all children ages 6–17 are shown.

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

TYPES OF CHARACTERS IN CHILDREN'S BOOKS KIDS AND PARENTS LOOK FOR WHEN CHOOSING A BOOK TO READ FOR FUN

Face a challenge and overcome it

39%

OF KIDS

AGREE

41%

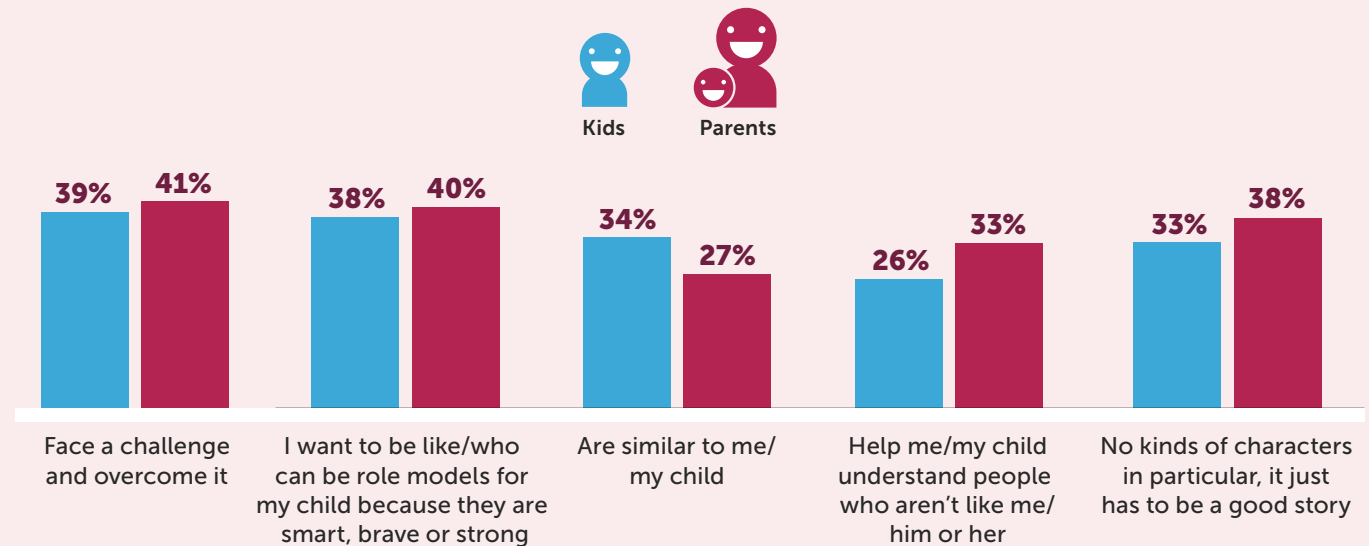
OF PARENTS

AGREE

Aspirational characters are commonly sought.

TYPES OF CHARACTERS IN CHILDREN'S BOOKS KIDS AND PARENTS LOOK FOR WHEN CHOOSING A BOOK TO READ FOR FUN

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



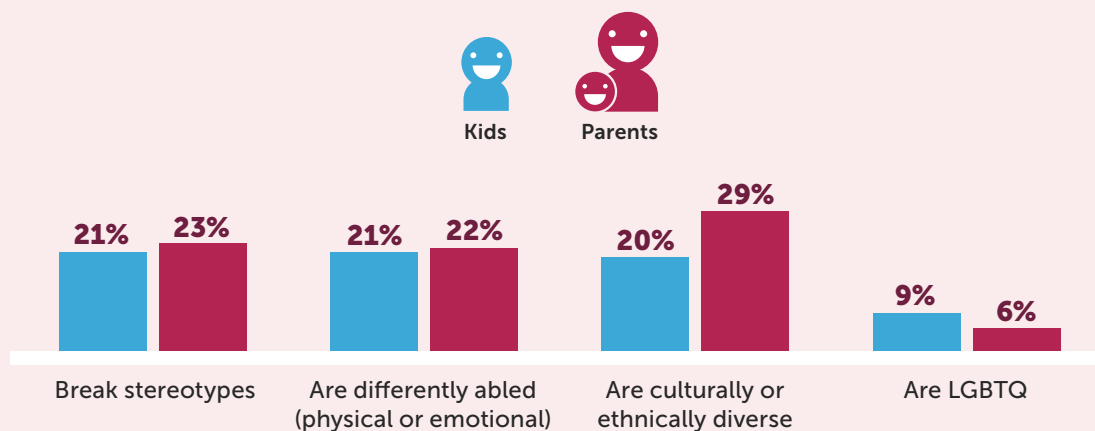
QK13. What kinds of characters do you look for in books you want to read for fun?
 QP23. What kinds of characters do you look for in books for your child?
 NOTE: Items asked of all children ages 6–17 are shown.



One in five children and parents look for characters who are diverse, differently abled or break stereotypes.

TYPES OF CHARACTERS IN CHILDREN'S BOOKS KIDS AND PARENTS LOOK FOR WHEN CHOOSING A BOOK FOR FUN

Base: Children Ages 12–17 and Parents with Children Ages 12–17



“I like fictional characters and fantasy stories”

—16 year-old girl, Quebec

QK13. What kinds of characters do you look for in books you want to read for fun?
QP23. What kinds of characters do you look for in books for your child?

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS



“It is a fun way to explore different places and ideas and learn about more than she would be exposed to if she did not read.”

—Mother, 4-year-old girl,
Ontario

When asked what diversity in books for children and teens means to them, parents go beyond cultural diversity.

WHAT DIVERSITY IN CHILDREN’S BOOKS MEANS TO PARENTS

Base: Parents with Children Ages 0–17

TO ME, DIVERSITY IN BOOKS FOR CHILDREN AND TEENS INCLUDES...	TOTAL PARENTS
People and experiences different than those of my child	74%
Various cultures, customs or religions	69%
Differently abled people (physical, emotional)	61%
People of colour	55%
LGBTQ people	34%

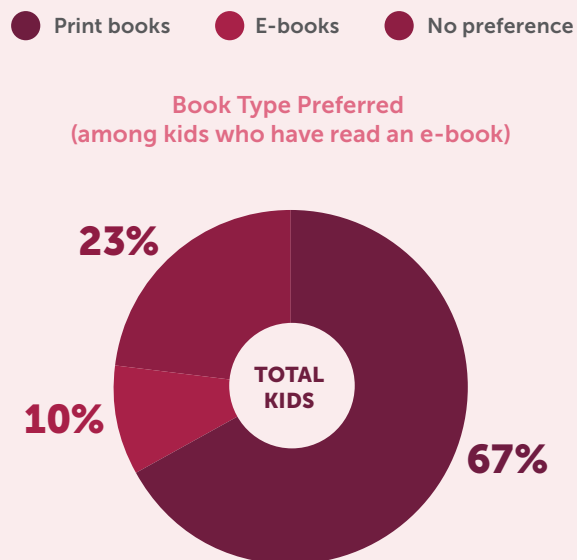
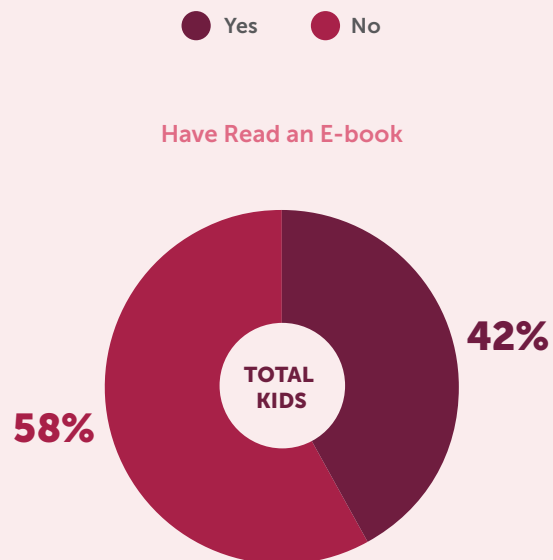
QP26. To me, diversity in books for children and teens includes...



Four in 10 kids have read an e-book, but the preference remains for print books.

CHILDREN'S E-BOOK BEHAVIOURS AND PREFERENCES

Base: Children Ages 6-17



"I like reading books for pleasure."

—16 year-old girl, Quebec

QK5. In the past year, have you read a book on any electronic device like an e-reader, tablet, smart phone, laptop or computer?
QK24. In general, would you rather read...

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

80% OF KIDS AGREE THEY WILL...

always want to read books in print

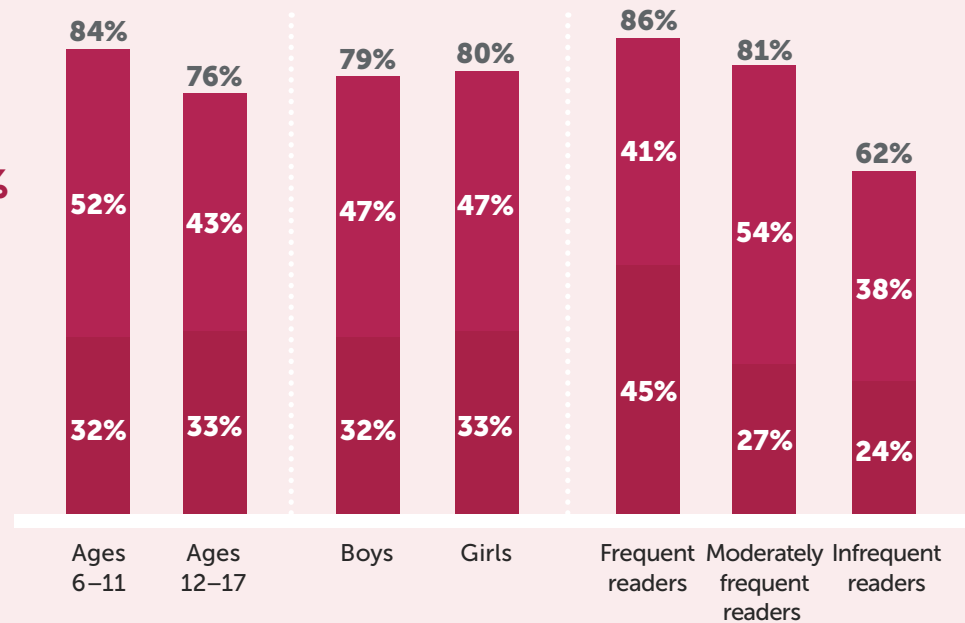
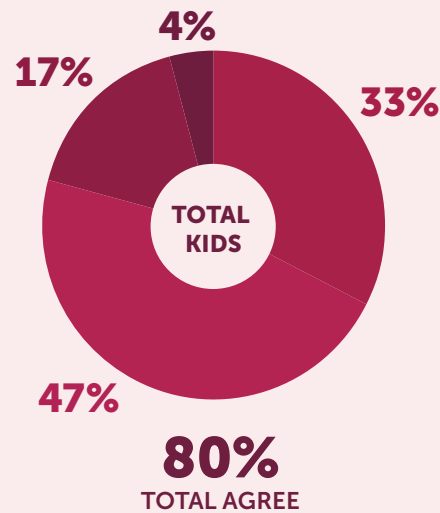


Eight in 10 children will always want to read print books, more so among frequent and moderately frequent readers.

CHILDREN AGREE WITH STATEMENT: "I'LL ALWAYS WANT TO READ BOOKS PRINTED ON PAPER EVEN THOUGH THERE ARE E-BOOKS AVAILABLE"

Base: Children Ages 6–17

Agree a lot
 Agree a little
 Disagree a little
 Disagree a lot



QK12. Please say whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.



BOOK OR SERIES CANADIAN PARENTS RECOMMEND EVERY CHILD SHOULD READ

Magic Tree House Nancy Drew
Geronimo Stilton Dr. Seuss
Harry Potter Little Critter
The Hardy Boys Robert Munsch
The Chronicles of Narnia Goosebumps
Diary of a Wimpy Kid Berenstain Bears Disney

QP35. What book or series would you recommend every child should read?

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

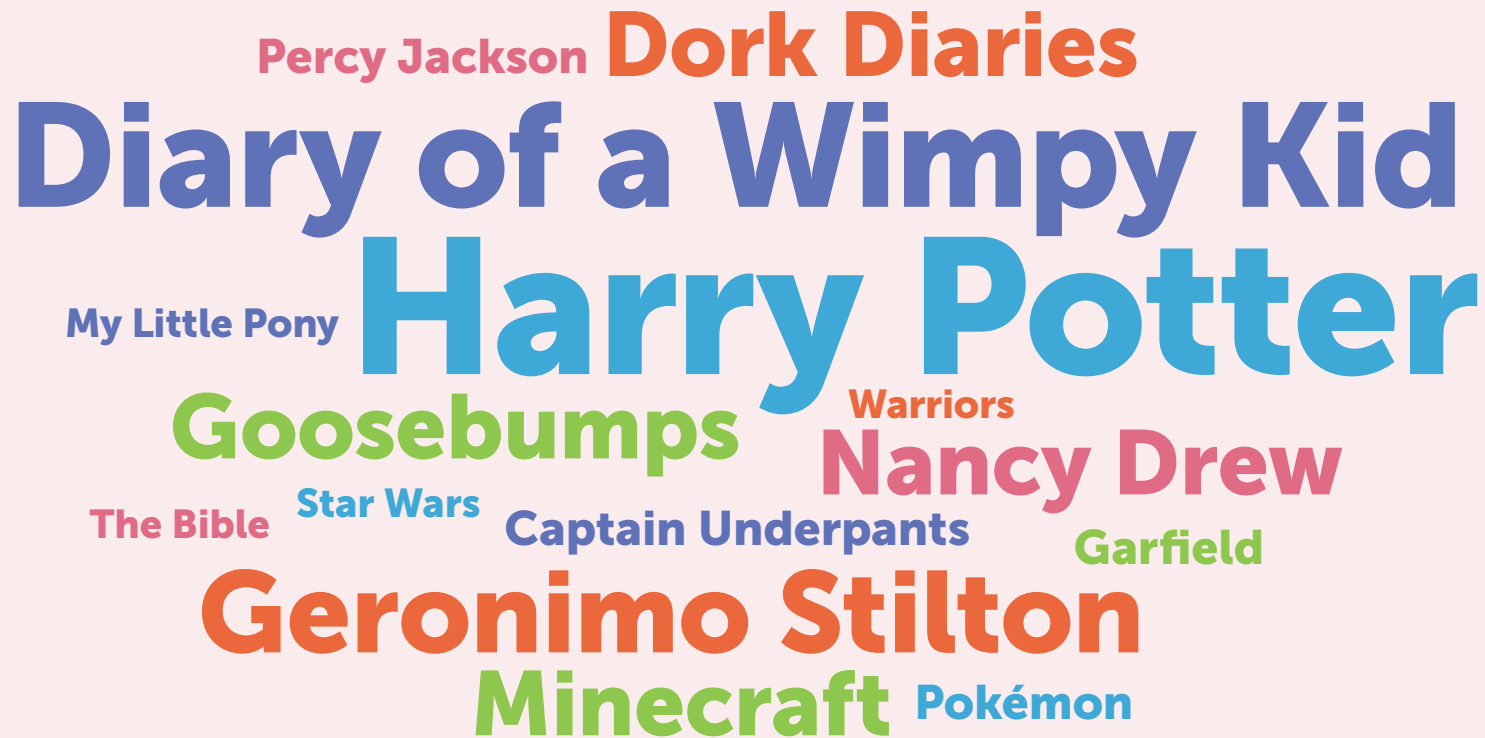
BOOKS OR SERIES CANADIAN KIDS AGES 6–8 SAY ARE THEIR FAVOURITE



QK11. What book or series would you say is your very favourite? Please type in a title of the book or series.



BOOKS OR SERIES CANADIAN KIDS AGES 9–11 SAY ARE THEIR FAVOURITE



QK11. What book or series would you say is your very favourite? Please type in a title of the book or series.

WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

BOOKS OR SERIES CANADIAN KIDS AGES 12–14 SAY ARE THEIR FAVOURITE



QK11. What book or series would you say is your very favourite? Please type in a title of the book or series.



BOOKS OR SERIES CANADIAN KIDS AGES 15–17 SAY ARE THEIR FAVOURITE

The Hobbit **Divergent**
The Hunger Games
Harry Potter **Goosebumps**
Roald Dahl **The Lord of the Rings**
Stephen King **Teen Wolf** **Minecraft**
Percy Jackson
Diary of a Wimpy Kid

QK11. What book or series would you say is your very favourite? Please type in a title of the book or series.

"I read aloud to my child every night and have since she was born. I do so because I am a teacher and I know one of the keys to success is literacy, and the best way to nurture a love of reading is to read books to your child, have your child witness you reading and to have books available in your home."

— Mother, 5-year-old girl, Ontario



**READING
ALOUD**



READING ALOUD

READING ALOUD AT HOME

Percentage of parents with kids ages 0–5 who started reading aloud to their child before

35% **70%**

3 MONTHS OLD

AGE 1

Percentage of parents with kids ages 3–5 reading aloud to their child 5–7 days a week

65%
KIDS AGES 3–5



The frequency of parents reading aloud 5–7 days a week decreases dramatically after ages 5 and 8

41%
KIDS AGES 6–8

16%
KIDS AGES 9–11

58% of kids ages 6–8 want reading aloud to continue



PARENTS ARE READING SEVERAL BOOKS ALOUD

Percentage of parents with kids ages 0–5 who read aloud at least weekly, and who read more than one book each time

61%



THE POWER OF CHOICE

Percentage of kids who are read aloud to at least weekly who pick their own books

73%





KIDS & PARENTS WHO SHARED READ-ALOUD TIME ENJOY IT!

87%
KIDS AGES 6–11 & **86%**
THEIR PARENTS
LOVE(D) OR LIKE(D) READ-ALOUD TIME

90%
OF PARENTS WITH KIDS AGES 0–5
ALSO AGREE



TOP REASON KIDS & PARENTS LOVE READ-ALOUD TIME



It is a special time together!

71%
OF PARENTS WITH
KIDS AGES 6–11

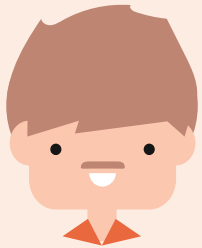


69%
KIDS AGES 6–11



READING ALOUD

Fifty-four percent of parents received advice that children should be read aloud to from birth; parenting resources, such as magazines, and friends and family are common sources of this advice.



“Reading aloud to your child creates a bond and stimulates their mind and imagination.”

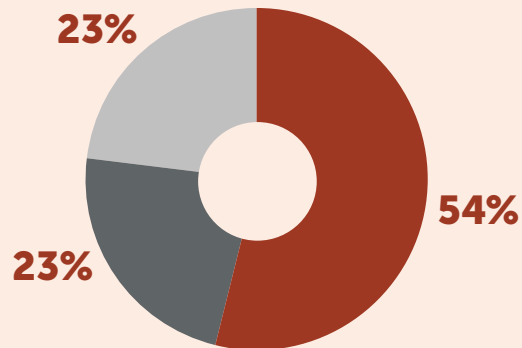
—Father, 2-year-old boy, Prince Edward Island

SOURCES OF ADVICE THAT CHILDREN SHOULD BE READ ALOUD TO FROM BIRTH

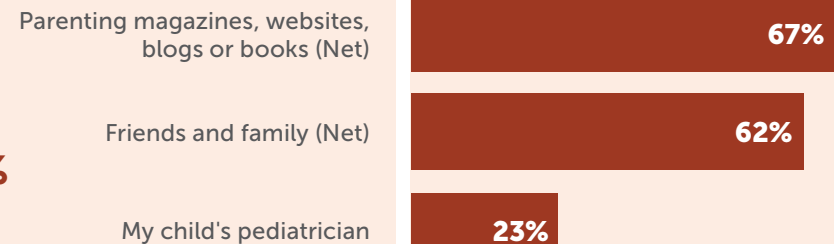
Base: Parents with Children Ages 0–5

Percentage of Parents Who Heard Advice

● Yes ● No ● Not sure/Don't remember



Sources of the Advice



QP21. 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?

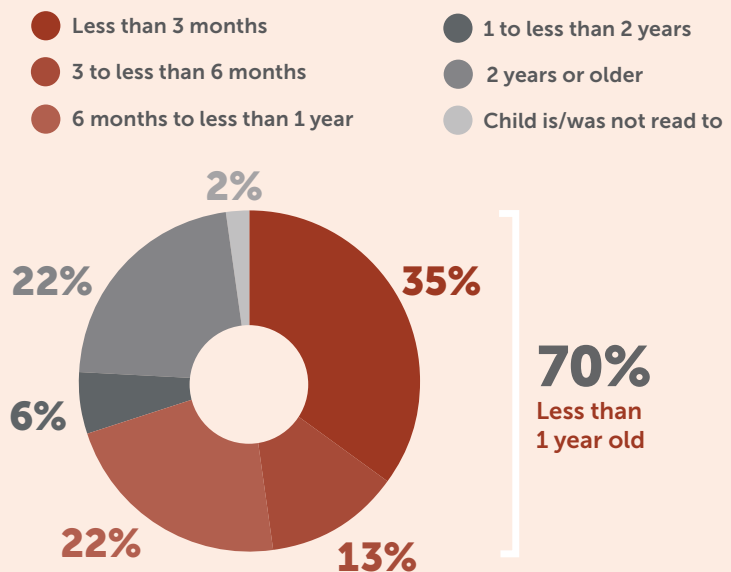
QP22. Which of the following were sources of the advice to read aloud from birth? [Data in chart is among those who received this advice when their child was a baby.] NOTE: "Friends and family" net item combines four items: "child's grandparents," "other parents," "teachers I know" and "other relatives/friends."



Only 35% of parents started reading to their children before 3 months of age.

AGE OF CHILD WHEN READING BOOKS ALOUD AT HOME STARTED

Base: Parents with Children Ages 0–5



QP12. Thinking back, how old was your child when he/she first started being read books aloud at home by you or another family member?



“Il a juste 1 an, mais il est tout content lorsqu’ on lui montre un livre. Il sourit et commence à être attentif.

— Grand-mère, garçon de 1 an, Québec

He’s only 1, but he gets really happy when you show him a book. He smiles and starts to pay attention.”

—Grandmother, 1-year-old boy, Quebec

READING ALOUD

Parents of children ages 0–5 cite reading books aloud, telling stories and talking together as among the most important things parents should do to help their children develop language skills.

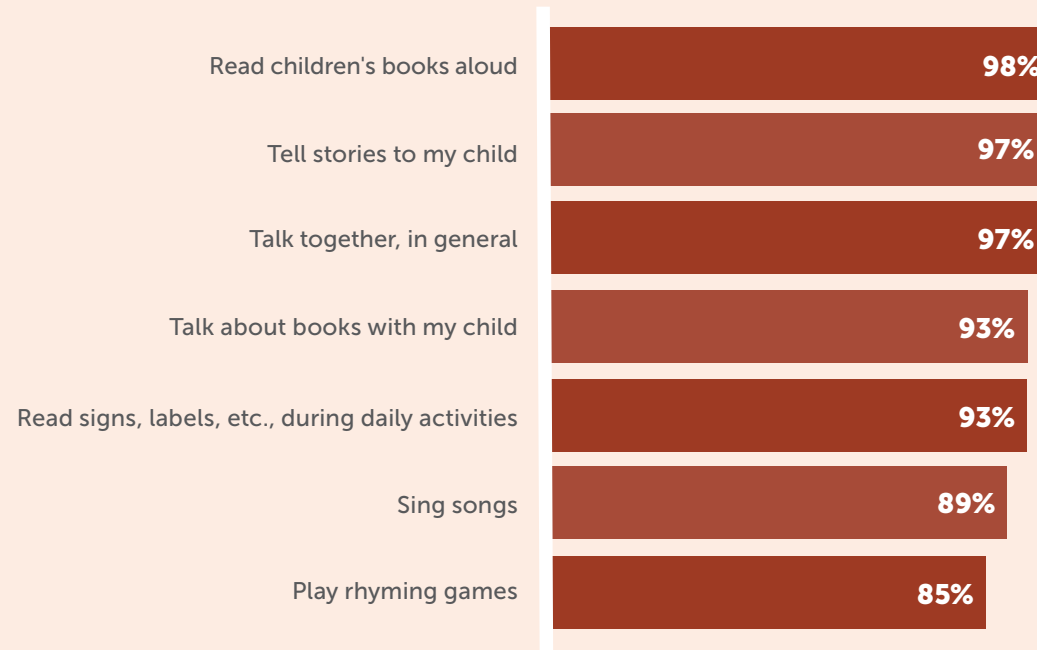


“I read aloud to my child to help his learning, curiosity and communication skills, to spend time bonding while sharing the activity and to emphasize the importance of reading.”

—Father, 5-year-old boy, Quebec

PERCENTAGE OF PARENTS WHO SAY EACH IS EXTREMELY/VERY IMPORTANT IN DEVELOPING CHILDREN’S LANGUAGE SKILLS

Base: Parents with Children Ages 0–5



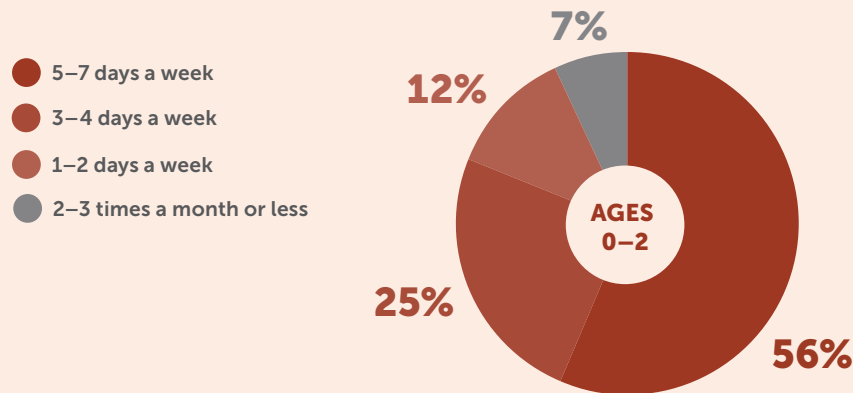
QP3. How important do you think it is to do each of following with your child in order to develop his/her language skills?



More than half of children ages 0–2 are read aloud to 5–7 days per week.

FREQUENCY WITH WHICH PARENTS REPORT THEIR CHILDREN ARE READ TO ALOUD AT HOME

Base: Parents with Children Ages 0–2



“Ça nous permet de passer du temps en famille, de rire et de suivre ensemble la même histoire.

—Père, fille de 2 ans, Québec

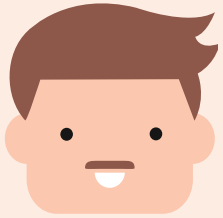
Reading as a family allows us to spend time together, laugh and follow the same story.”

—Father, 2-year-old girl, Quebec

QP7. Overall, considering all the people in your family (including yourself) who read books aloud to your child, how often are books currently read aloud to him/her in your home?

READING ALOUD

Nearly two-thirds of children ages 3–5 are read aloud to 5–7 days per week.

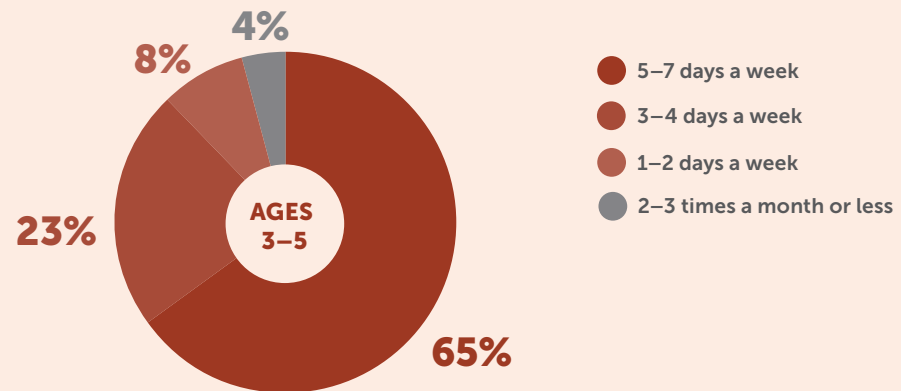


**“Every person
should be read
to at any age”**

— Father, 5 year-old boy,
Quebec

“FREQUENCY WITH WHICH PARENTS REPORT THEIR CHILDREN ARE READ TO ALOUD AT HOME”

Base: Parents with Children Ages 3–5



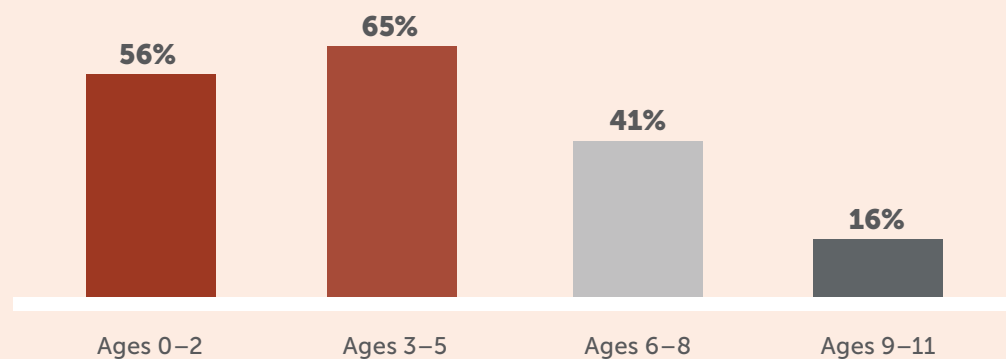
QP7. Overall, considering all the people in your family (including yourself) who read books aloud to your child, how often are books currently read aloud to him/her in your home?



While many parents of children ages 0–5 read to their child 5–7 days a week, the frequency of reading aloud drops significantly after age 5, and again after age 8.

PERCENTAGE OF PARENTS WHO SAY THEIR CHILD IS READ BOOKS ALOUD 5–7 DAYS A WEEK

Base: Parents with Children Ages 0–11



QP7. Overall, considering all the people in your family (including yourself) who read books aloud to your child, how often are books currently read aloud to him/her in your home?

56%
OF FREQUENT READERS
AGES 6–11 ARE READ ALOUD TO
AT HOME 5–7 DAYS A WEEK

COMPARED TO
29%
OF ALL 6–11 YEAR-OLDS



READING ALOUD

Three in five (61%) parents with kids ages 0–5 read more than one book each time they read aloud to their child.

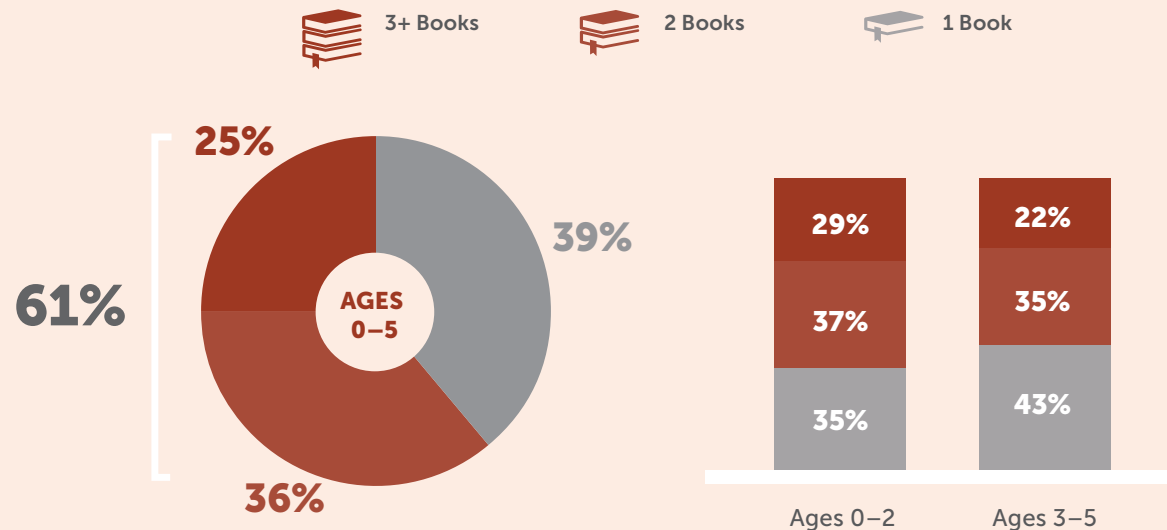


“Reading makes kids more curious and more intelligent, and it’s a great way to spend time together.”

—Mother, 5-year-old boy, Ontario

NUMBER OF BOOKS PARENTS READ ALOUD TO CHILDREN EACH TIME

Base: Parents with Children Ages 0–5 Who Are Read Aloud to at Home at Least Once a Week



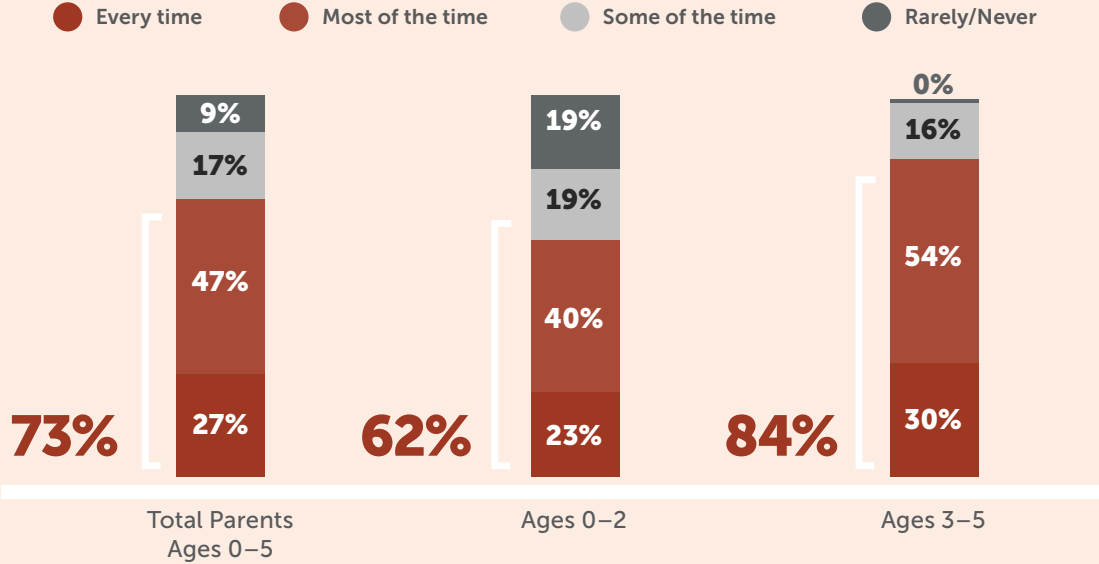
QP17. Typically, how many books do you read aloud to your child at one time?



Book choice starts early, with six in 10 kids under age 2 choosing their own books at least most of the time.

FREQUENCY WITH WHICH CHILDREN PICK OUT THE BOOKS THEY ARE READ ALOUD BY PARENT(S)

Base: Parents with Children Ages 0–5 Who Are Read Aloud to at Home at Least Once a Week



“One of my favourite memories is reading books as a child and going through our library of books with my siblings. We had our favourite stories that we would ask my parents to read us before bed. It’s important I continue this tradition with my children. I grew up with a love for books and hope my kids do, too!”

— Mother, infant girl, Ontario

QP16. How often does your child pick out the book you read aloud?

READING ALOUD

Younger children and boys are more likely to say they wanted reading aloud to continue.

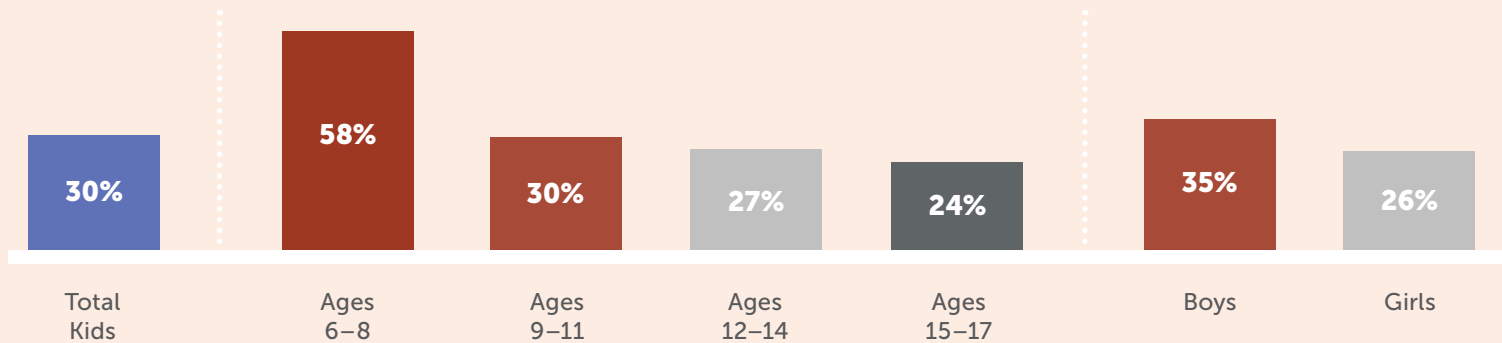


“It was so much fun to be read to. I loved the bond that Mommy and I had.”

—16-year-old boy, Ontario

PERCENTAGE OF CHILDREN WHO SAY THEY “WANTED READING ALOUD TO CONTINUE”

Base: Children Ages 6–17 Who Are No Longer Read Books Aloud at Home



QK23. 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 is among the 52% of children ages 6–17 who say they are no longer read books aloud at home. Small base size (n=48) for children ages 6–8.



Parents and kids agree they love read-aloud time.

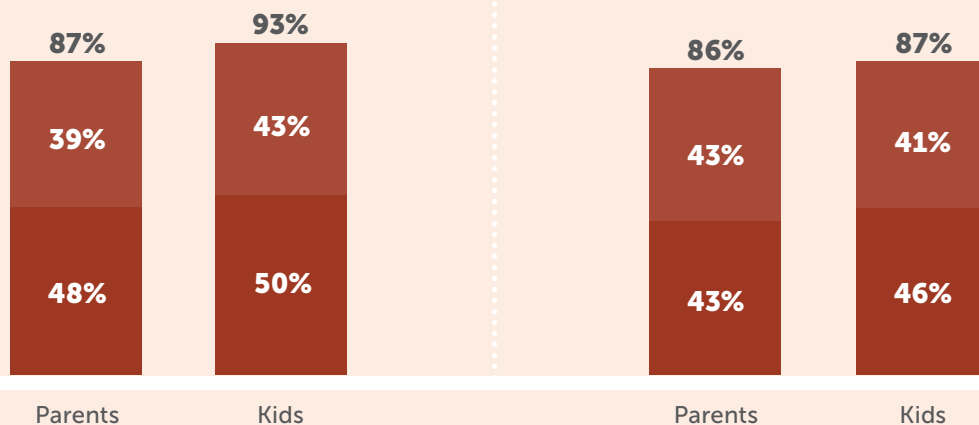
DEGREE TO WHICH PARENTS AND CHILDREN ENJOY(ED) READ-ALOUD TIME AT HOME

Base: Parents with Children Ages 6–11 Who Read Books Aloud at Home and Children Ages 6–11 Who Are or Were Read Books Aloud at Home



AGES 6–8

AGES 9–11



“I liked snuggling in bed with just Mom, and I liked how she read with different voices. It was easier to know what the story was about when someone else read it to me.”

—11-year-old girl,
New Brunswick

QP11. How much do you like reading aloud to your child?
QK21. 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?

READING ALOUD

The top reasons parents and children ages 6–11 say they like reading aloud together are that it is a special time with each other and that it's fun.

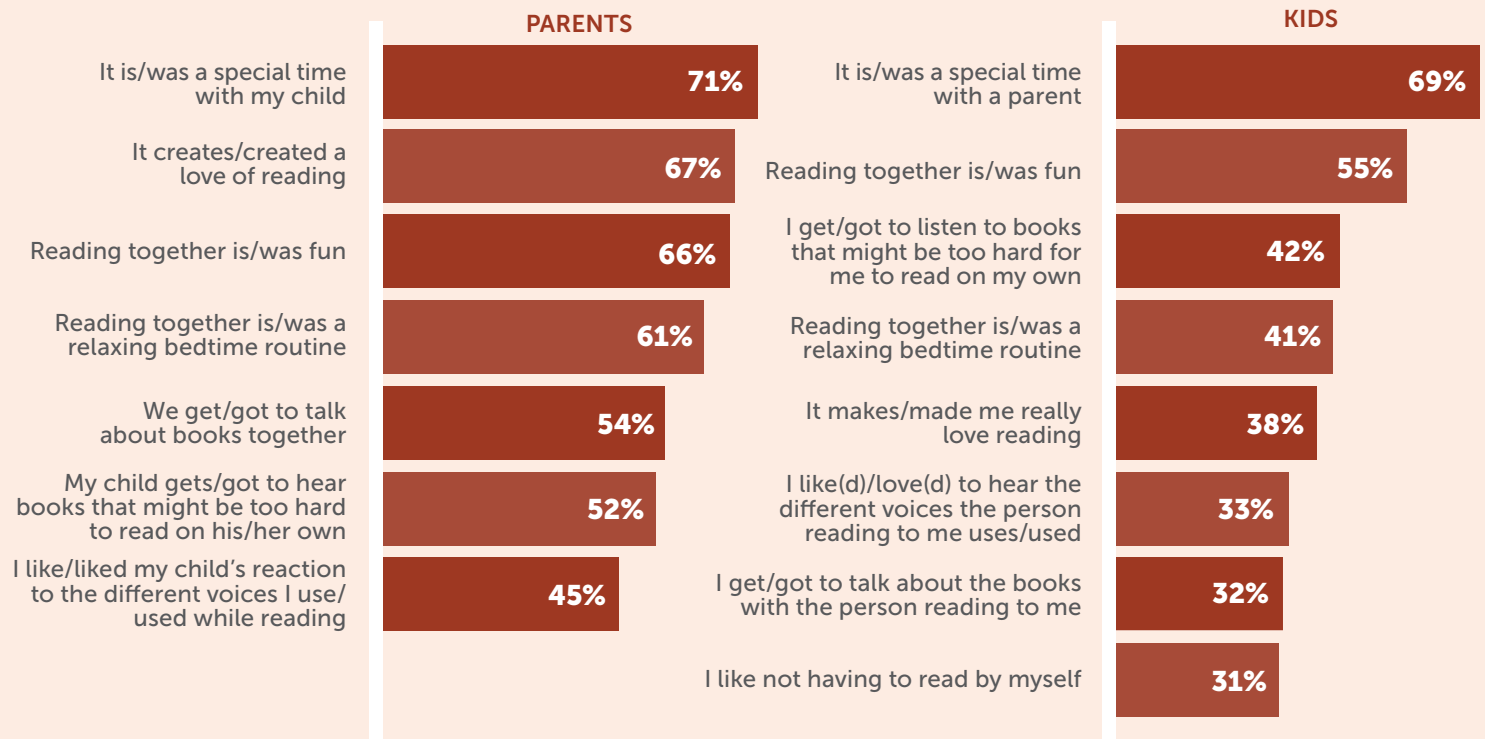


**"It lets
me spend
time with
mommy."**

— 7-year-old girl,
Quebec

PARENTS' AND CHILDREN'S REASONS THEY ENJOY(ED) READING ALOUD

Base: Parents with Children Ages 6–11 (Left) and Children Ages 6–11 (Right) Who Love(d) or Like(d) Being Read to Aloud



QP14. Which of the following describe reasons you like(d) reading aloud to your child?

QK22. Which of these, if any, are reasons you like(d)/love(d) being read books aloud at home [when you were younger]?



BOOKS CANADIAN CHILDREN MOST OFTEN ARE/WERE READ ALOUD OVER AND OVER AGAIN

Caillou **Dr. Seuss** Cinderella
Robert Munsch The Bible
The Gruffalo **Disney Harry Potter**
The Very Hungry Caterpillar
Goodnight Moon **Winnie the Pooh**
Batman

QP15. What is/was the book your child most enjoys/enjoyed being read aloud over and over again?

**“Reading keeps their brains working and exercises their imagination,
which is the key to learning.”**

—Father, 11-year-old boy, Quebec



READING IN CANADIAN SCHOOLS

4

READING IN CANADIAN SCHOOLS

KIDS WHO READ INDEPENDENTLY AT SCHOOL...

ARE MORE LIKELY TO



Find reading important

Enjoy reading

Read more frequently

EVERY CHILD DESERVES A SCHOOL LIBRARY

97%

OF PARENTS OF
KIDS AGES 0–17

AGREE

Every child
deserves a
school library

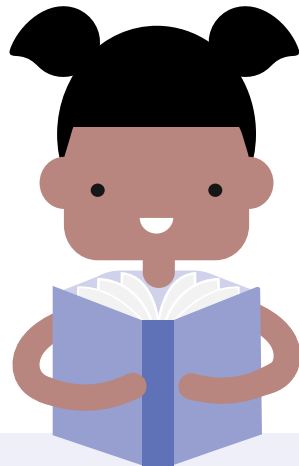


TIME SPENT ON INDEPENDENT READING AT SCHOOL

65%

OF KIDS AGES 6–17

Have the chance to
read independently
during the school day



KIDS WANT MORE TIME FOR INDEPENDENT READING

68%

OF KIDS AGES 6–17 SAY

I wish we would do this
more often

OR

It's one of my favourite
parts of the school day





HELP KIDS FIND BOOKS THEY LOVE

WHERE TO GET THE BEST BOOK IDEAS



Encourage kids to talk to peers about books! Kids look to friends, siblings or cousins for ideas.

50%

Ask teachers and school librarians! Kids look to them for book ideas.

49%

Engage kids around books at home! Parents or other adult family members can be a good source for book ideas.

39%

Try out the school book club and book fair with younger readers. Kids ages 6–11 discover new reads this way.

32%

SUMMER READING IS IMPORTANT AND FUN

BE A READING ROLE MODEL

Parents are kids' #1 source of encouragement to read books for fun **82%**

Followed by teachers & school librarians **69%**



READING IN CANADIAN SCHOOLS

While more than six in 10 children have the chance to read independently during the school day, just 18% say this happens every or almost every school day, and overall opportunity decreases by age.

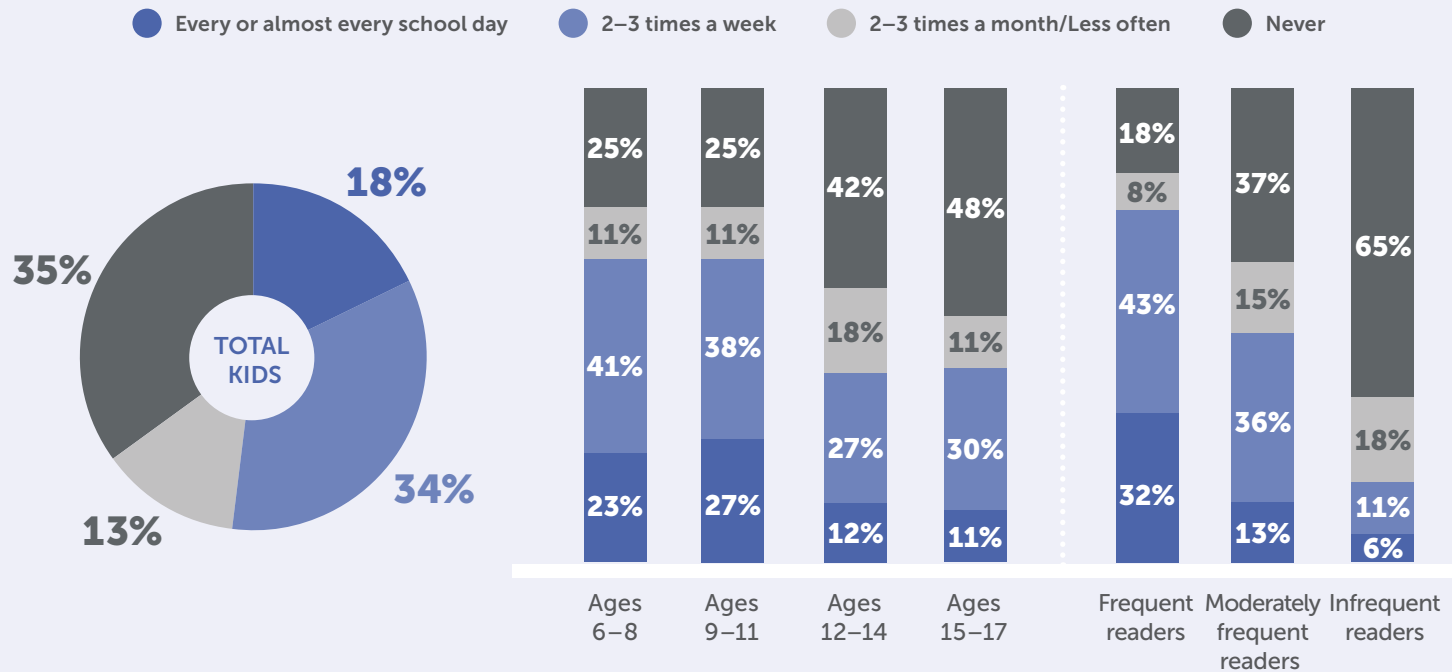


"I like reading all the time."

—12-year-old girl, Saskatchewan

FREQUENCY WITH WHICH CHILDREN READ INDEPENDENTLY IN SCHOOL

Base: Children Ages 6–17



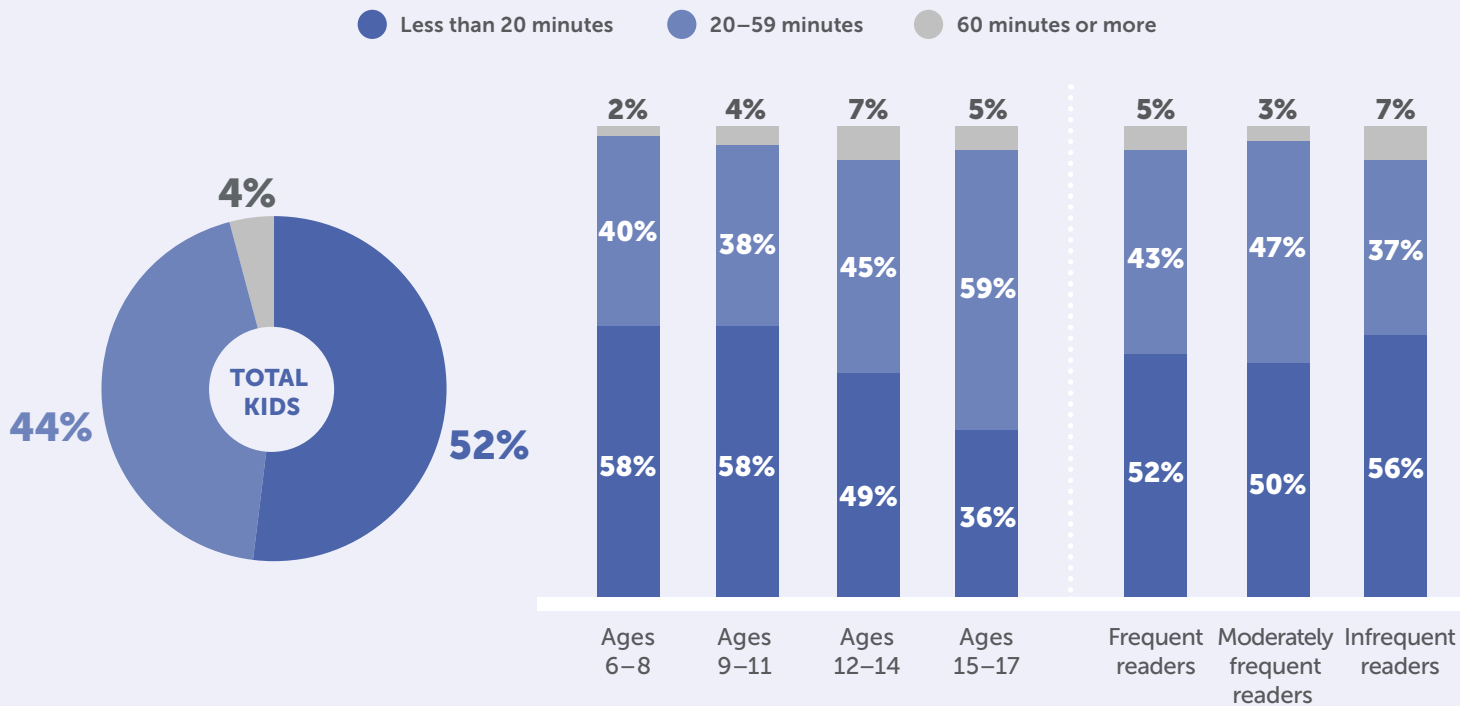
QK26. How often does each situation apply?



Few children read for an hour or more during independent reading; most read for less than 20 minutes.

LENGTH OF TIME CHILDREN SPEND READING BOOKS INDEPENDENTLY

Base: Children Ages 6–17



“It’s the best way to learn, write and understand society.”

—Father, 14-year-old boy, Quebec

QK35. When you read a book of your choice independently at school, for how long do you usually read?

READING IN CANADIAN SCHOOLS



"I love books and I love getting to read all types of stories."

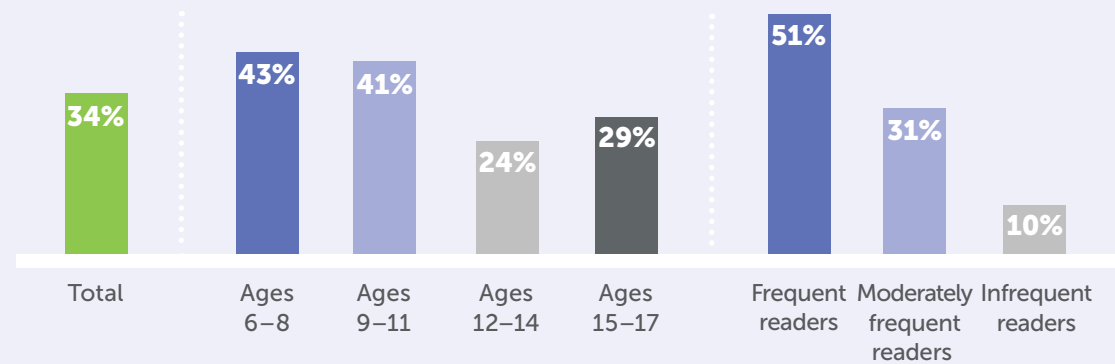
—10-year-old girl, British Columbia

Kids, especially 6–11 year-olds, enjoy independent reading time in school.

CHILDREN'S VIEWPOINT ON READING INDEPENDENTLY AT SCHOOL

Base: Children Ages 6–17

"It's one of my favourite parts of the school day"



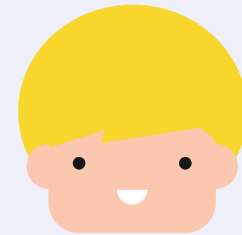
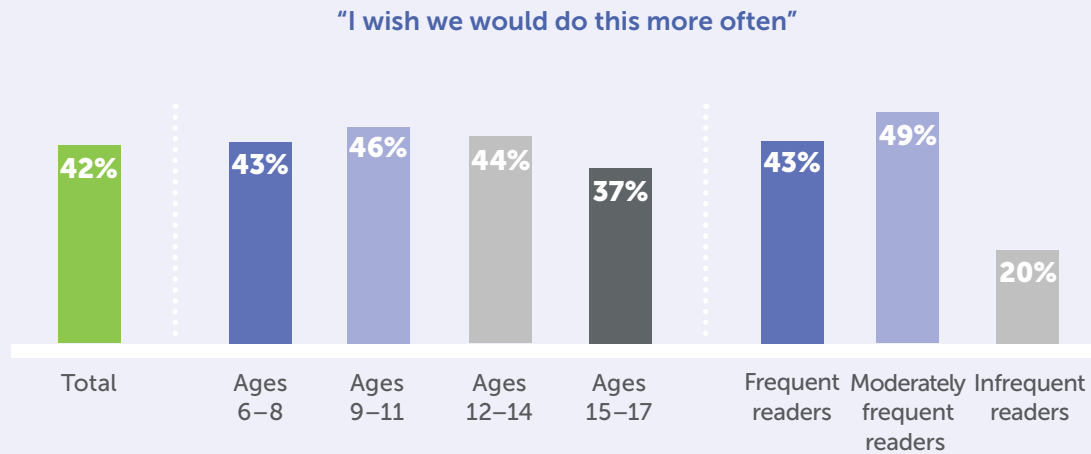
K27. Which of these, if any, describe how you feel about independent reading at school?



Four in 10 kids want more time for independent reading in school.

CHILDREN'S VIEWPOINT ON READING INDEPENDENTLY AT SCHOOL

Base: Children Ages 6–17



"Reading is interesting. I get to learn and understand new things."

—7-year-old boy, Manitoba

K27. Which of these, if any, describe how you feel about independent reading at school?

READING IN CANADIAN SCHOOLS

Kids who read independently at school are more likely to find reading important, enjoy reading and read more frequently.

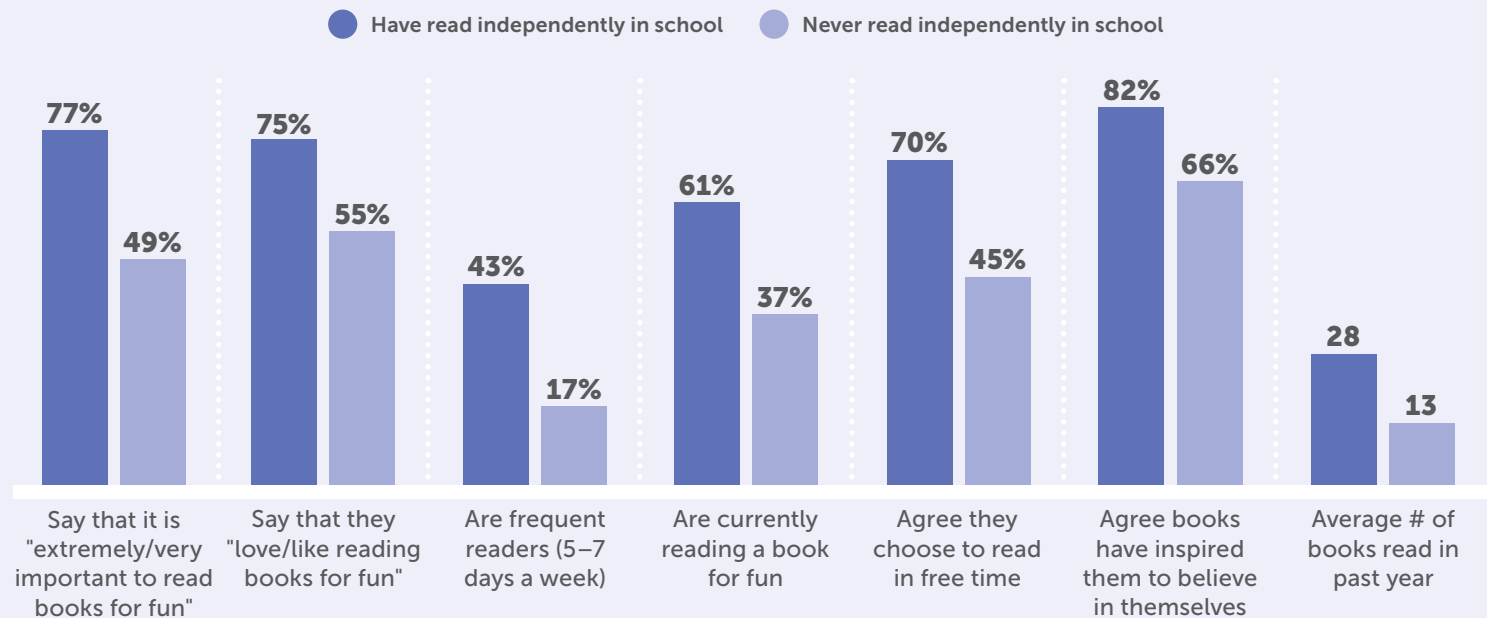


"Reading keeps his vocabulary fresh and his imagination sharp."

—Father, 16-year-old boy, Ontario

CHARACTERISTICS OF CHILDREN WHO READ INDEPENDENTLY AT SCHOOL VS. THOSE WHO DO NOT

Base: Children Ages 6–17



QK25. During the school day, is there a time when you read a book of your choice independently (not including textbooks)?



Parents agree every community needs public libraries.

PARENTS AGREE WITH STATEMENTS:

Base: Parents with Children Ages 0–17



Agree strongly



Agree somewhat

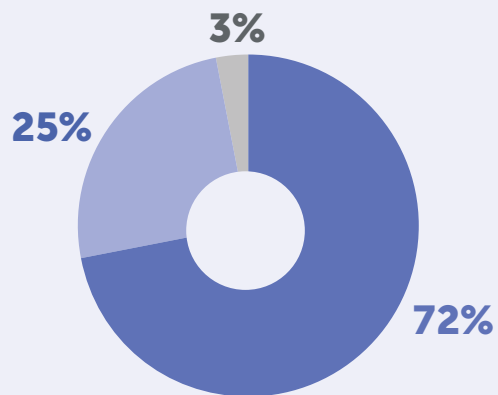


Disagree somewhat



Disagree strongly

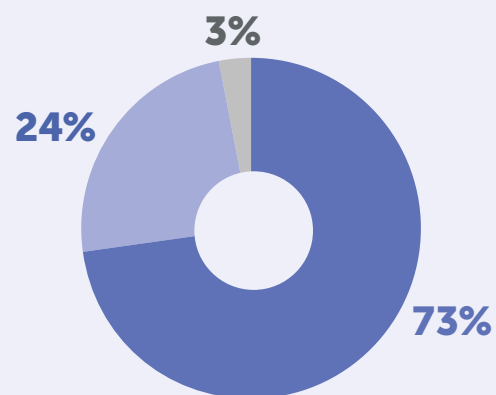
“Every community needs to have a public library”



96%

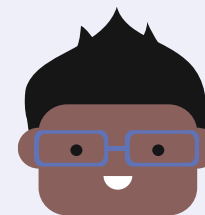
TOTAL AGREE

“Every child deserves to have a school library”



97%

TOTAL AGREE



“I love reading books and going to the library.”

—9-year-old boy,
Ontario

QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

“If the child continues to read outside of school, it’s going to help him improve his vocabulary and his way of expressing himself. If the child practises reading regularly outside of school, he’s going to be ready for the challenges that are waiting for him during the school year. He’s going to feel proud of himself, and he’s going to be at ease when he goes to school.”

—Mother, 6-year-old boy, Ontario



SUMMER READING



SUMMER READING

SUMMER READING IS IMPORTANT AND FUN

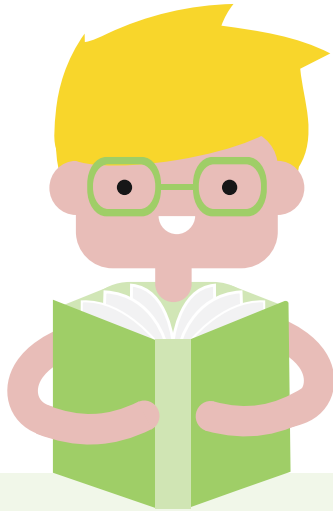
84%
OF KIDS AGES 6–17
AGREE

Reading books during the summer helps kids during the school year!



96%
OF PARENTS
AGREE

KIDS ENJOY READING OVER THE SUMMER



CONTRARY TO POPULAR BELIEF

76%
OF KIDS AGREE

I enjoy reading books over the summer





HAVE YOU HEARD OF THE SUMMER SLIDE?

ONLY 31%
OF PARENTS HAVE HEARD ABOUT THE
SUMMER SLIDE

PARENTS SAY TEACHERS & SCHOOLS ARE THE
**#1 SOURCE OF INFORMATION
ON THE SUMMER SLIDE**



Summer slide is the loss of skills during the time when students are not in school



READING OVER THE SUMMER

TOP WAYS PARENTS ENSURE THEIR CHILD READS OVER THE SUMMER



AGES
6-11

AGES
12-17

58%

Take kids to the library

49%

49%

Take books on trips and vacations

39%

44%

Get books from school book club or book fair (Net)

32%

38%

Find book series so there are multiple books to read

38%

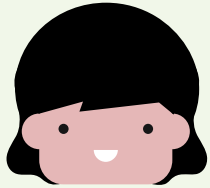
38%

Build reading into child's daily summer routine or schedule

27%

SUMMER READING

Summer reading enjoyment: familiar patterns emerge across age and gender.



“Ça me permet de m'évader de ma routine et si je veux continuer ma lecture tard le soir, par exemple, je peux puisque je suis en vacances.

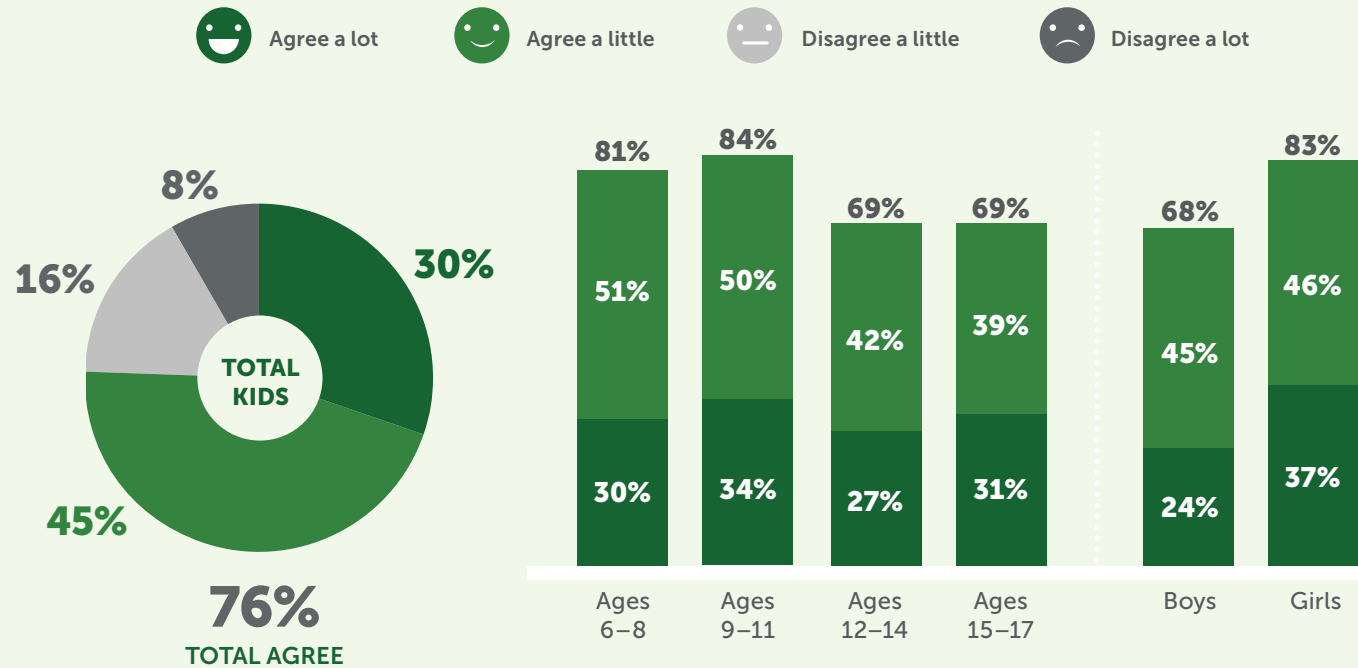
— Fille de 15 ans, Colombie-Britannique

It helps me escape from my routine and if I want to continue reading in the evening, for example, I can because I'm on vacation.”

—15-year-old girl, British Columbia

CHILDREN AGREE WITH STATEMENT: “I REALLY ENJOY READING BOOKS OVER THE SUMMER”

Base: Children Ages 6–17



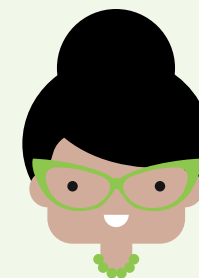
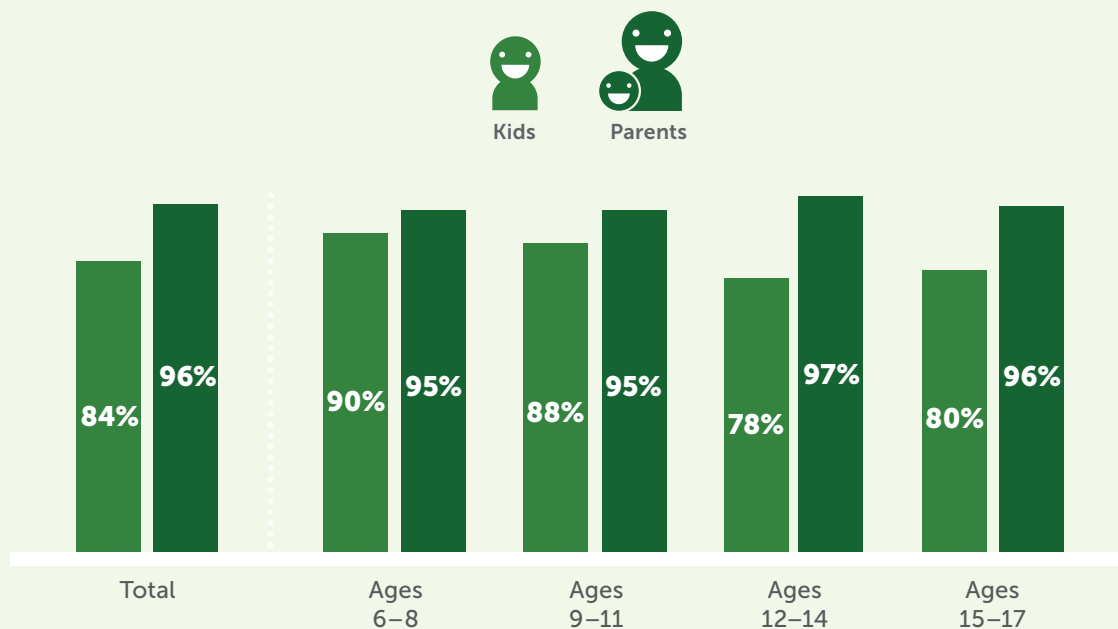
QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.



Many kids—and even more parents—believe in the value of summer reading.

CHILDREN AND PARENTS AGREE WITH STATEMENT: “READING BOOKS DURING THE SUMMER WILL HELP ME/MY CHILD DURING THE SCHOOL YEAR”

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



“It helps him retain what he learned and not forget too much over the long vacation. I also think that the love of reading comes when you find the right kind of book.

—Mother, 13-year-old boy, Quebec

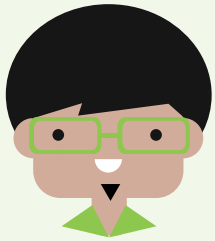
QK12. Please tell me whether you agree a lot, agree a little, disagree a little, or disagree a lot with each of the following statements.

QP19. Please indicate whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each of the following statements.

NOTE: The data in this chart are the summary of Total Agree.

SUMMER READING

And yet, just over half of kids will read during the summer without prompting, while an additional third will read if parents work at it.



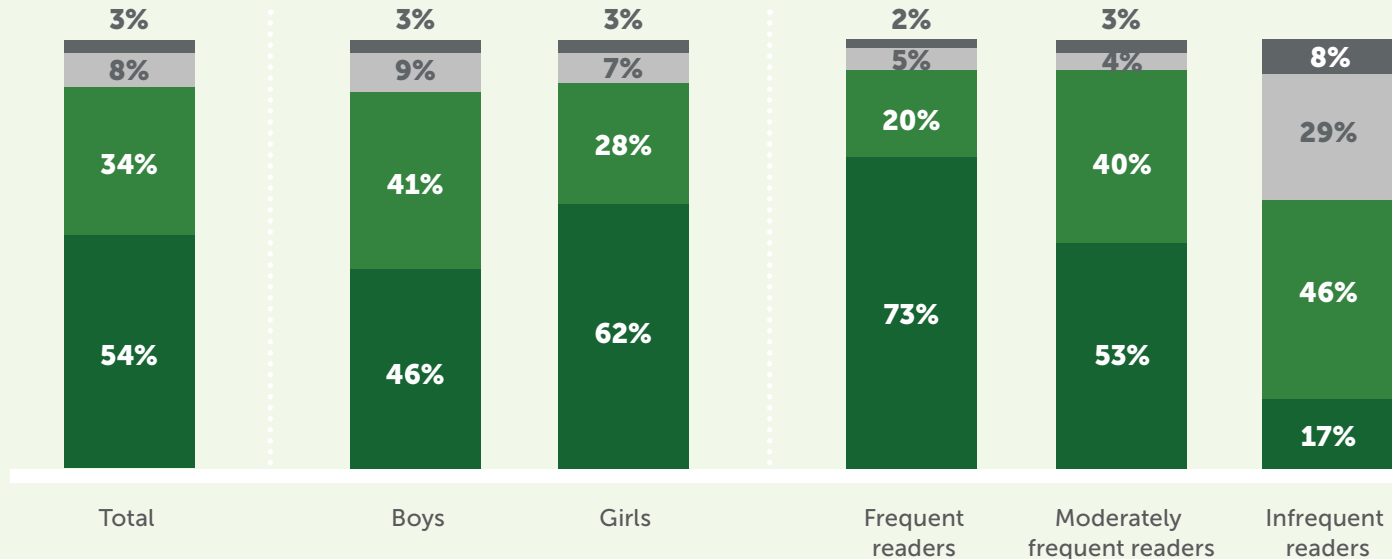
“Reading should be seen as fun, and we read as a family at least three to four times a week to promote this. In the summer we usually try for two to three times per week.”

—Father, 13-year-old girl, British Columbia

PARENTS’ DESCRIPTION OF SUMMER READING EXPERIENCE

Base: Parents with Children Ages 6–17

- My child reads books willingly over the summer with no prompting from me
- I have to work hard to get my child to read books over the summer
- No matter what I do, I can't get my child to read books over the summer
- Making sure my child reads books over the summer is not important to me



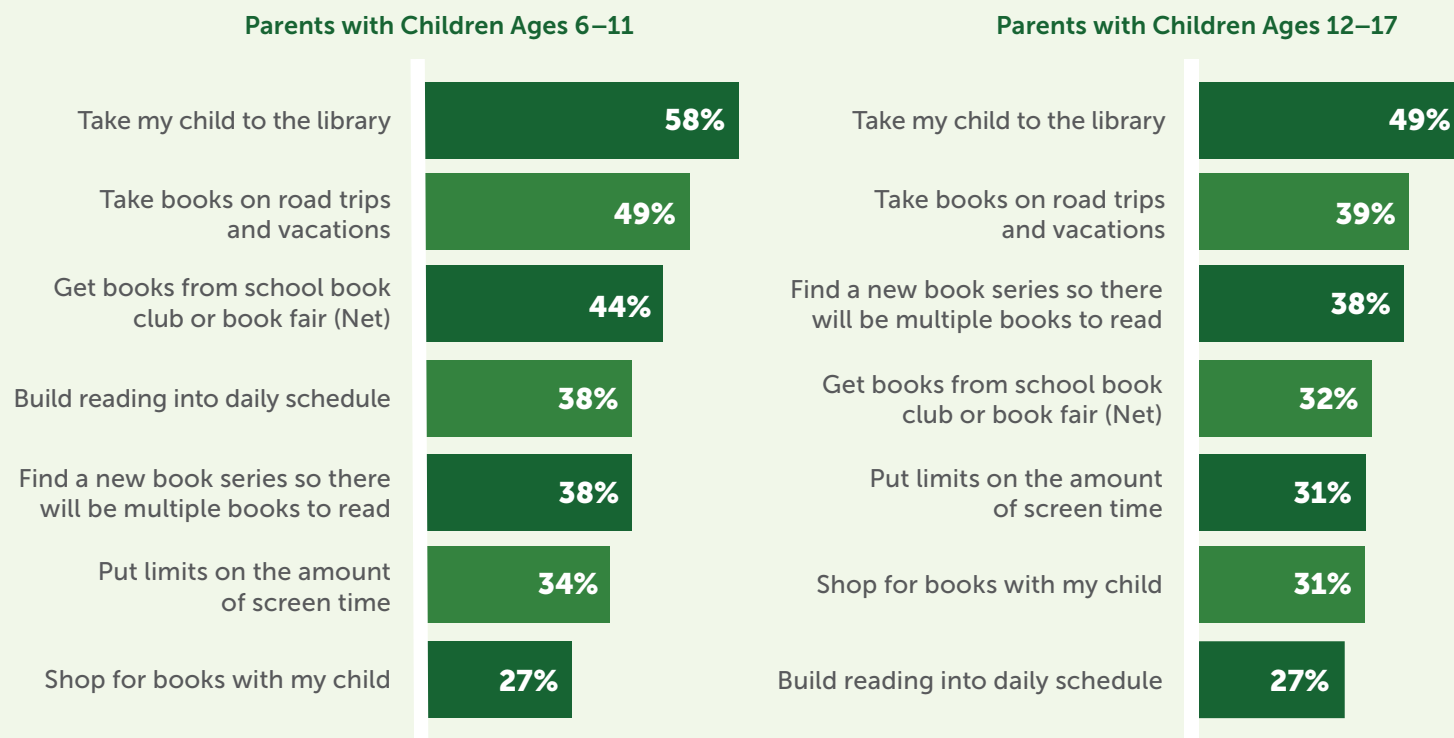
QP27. Which best describes your summer reading experience with your child?



Parents' summer reading strategies vary by age of child.

WAYS PARENTS ENSURE THEIR CHILD READS BOOKS OVER THE SUMMER (TOP 7 ITEMS SHOWN)

Base: Parents with Children Ages 6–17

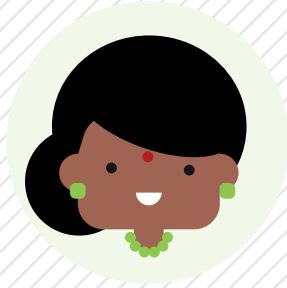


“It keeps the brain active when they are not in school for two months.”

—Mother, 13-year-old girl, British Columbia

QP28. Which of the following, if any, are ways in which you try to ensure your child reads books over the summer?
NOTE: The net item is a combination of “Let my child choose books from the school book fair to read over the summer” and “Let my child choose books from an order form that my child’s teacher sends home.”

SUMMER READING



“Reading over the summer keeps the brain sharp.”

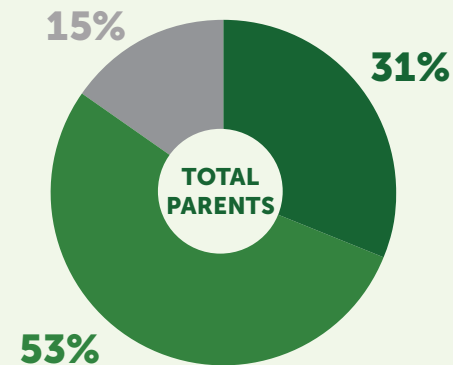
—Mother,
16-year-old girl, Alberta

One in three parents with children ages 6–17 have heard of the summer slide.

PERCENTAGE OF PARENTS WHO HAVE HEARD, READ OR RECEIVED ADVICE ABOUT THE SUMMER SLIDE

Base: Parents with Children Ages 6–17

● Yes ● No ● Not sure/Don't remember



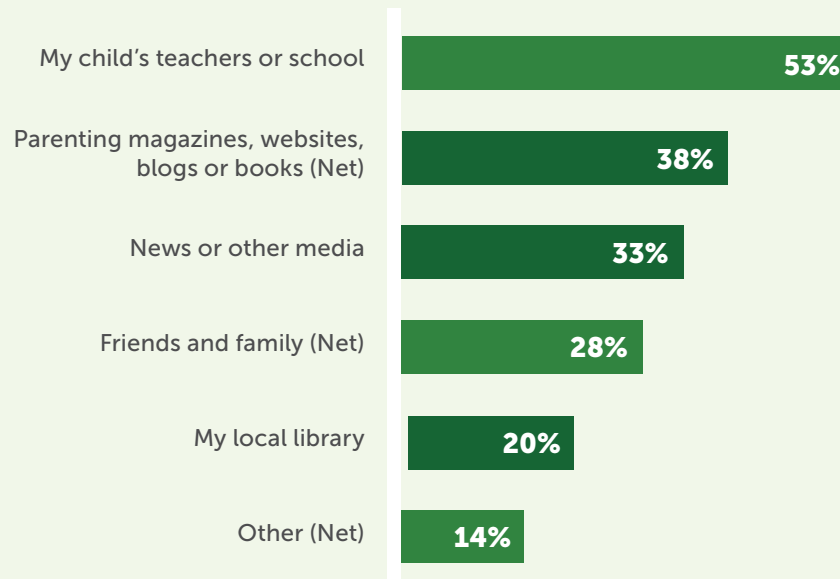
QP29. Have you heard, read or received advice about the summer slide, that is, the loss of skills during the time when students are not in school, as it relates to kids' reading?



Teachers and schools are the number one source for information on the summer slide.

SOURCES OF INFORMATION ABOUT THE SUMMER SLIDE

Base: Parents with Children Ages 6–17



“Reading over the summer months keeps the learning momentum going from previous school year.”

—Father, 10-year old boy, Ontario

QP30. Which of the following were sources of information for you about the summer slide?

NOTE: The “Friends and family” net items combine “my child’s grandparents,” “other relatives/friends” and “other parents”. The “Other” net item combines “other” and “my child’s pediatrician.”

APPENDIX A: METHODOLOGY

METHODOLOGY

- ◀ The study was managed by YouGov and was fielded between January 31 and February 6, 2017. The total sample size of 1,939 parents and children includes:
 - ◀ 371 parents with children ages 0–5,
 - ◀ 784 parents with children ages 6–17,
 - ◀ plus one child ages 6–17 from the same household.
- ◀ Parents of children ages 6–17 completed their survey questions first before passing the survey on to one randomly selected child in the target age range.
- ◀ The survey sample was sourced and recruited by YouGov using their proprietary panel and trusted partners to obtain a nationally representative sample, in accordance with the most recent population parameters available from Statistics Canada.
- ◀ To further ensure proper demographic representation within the sample, final data were weighted according to the benchmark distributions of child gender within each of three age groups (0–5, 6–11 and 12–17), within each region, from the most recent (2011) Statistics Canada Report.



ADDITIONAL STUDY METHODOLOGY

- ◀ Some survey language was modified in age-appropriate ways to ensure comprehension among children ages 6–8.
- ◀ Children ages 6–11 were not asked some survey questions that involved more sophisticated thinking than is reasonable to ask 6–11 year-olds.
- ◀ Parents were invited to help young children read the survey, but they 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 (96%) of the adults interviewed were the parent or stepparent of the child surveyed. Therefore, throughout this report, we refer to adult respondents as “parents.”
- ◀ Data may not sum to 100% due to rounding.
- ◀ Due to the robust nature of the sample, it is safe to assume that any difference of 6–8 points or more between subgroups is statistically significant at the 90% or 95% confidence level.

APPENDIX B: DEMOGRAPHICS OF THE SAMPLE

AGE OF CHILD RESPONDENTS 6–17	
6–8	25%
9–11	25%
12–14	26%
15–17	25%

GENDER OF CHILD RESPONDENTS 6–17	
Total boys	50%
Total girls	50%

AGE OF CHILD THAT PARENTS OF CHILDREN 0–5 ANSWERED ABOUT	
0–2	51%
3–5	49%

GENDER OF CHILD THAT PARENTS OF CHILDREN AGES 0–5 ANSWERED ABOUT	
Total boys	50%
Total girls	50%

MARITAL STATUS OF PARENT RESPONDENTS	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Married or common-law	86%	81%
Widowed	1%	1%
Divorced	3%	5%
Separated	2%	3%
Single, never married	8%	9%

AGE OF PARENT RESPONDENTS	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Under age 35	61%	17%
Age 35–44	31%	44%
Age 45–54	4%	30%
Age 55+	3%	9%
Mean	34.2 years	42.6 years



RELATIONSHIP OF ADULT RESPONDENTS TO CHILD	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Parent (Net)	94%	96%
Mother	62%	55%
Father	30%	38%
Stepmother	2%	2%
Stepfather	1%	2%
Other guardian (Net)	3%	2%
Total MEN	32%	41%
Total WOMEN	68%	59%

HIGHEST LEVEL OF EDUCATION EARNED BY PARENT RESPONDENTS	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
High school graduate or less (Net)	18%	19%
Less than high school	1%	1%
High school	18%	18%
Some college or more (Net)	82%	81%
Some college	26%	29%
Bachelor’s degree+	55%	53%

HOUSEHOLD INCOME	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Less than \$35K	14%	12%
\$35K–<\$60K	24%	22%
\$60K–<\$100K	33%	34%
\$100K+	25%	26%
Mean	\$88K	\$91K
Median	\$80K	\$80K

RACE/ETHNICITY OF PARENT RESPONDENTS	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
White	75%	75%
Asian	17%	15%
Black	4%	4%
First Nations	3%	2%
Other (Net)	4%	6%

APPENDIX B: DEMOGRAPHICS OF THE SAMPLE

PROVINCE LIVED IN	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Newfoundland and Labrador (NL)	2%	2%
Prince Edward Island (PEI)	1%	0%
Nova Scotia (NS)	3%	4%
New Brunswick (NB)	3%	3%
Quebec (QC)	19%	23%
Ontario (ON)	42%	38%
Manitoba (MB)	3%	3%
Saskatchewan (SK)	2%	3%
Alberta (AB)	14%	11%
British Columbia (BC)	10%	14%

URBANICITY	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Rural	23%	19%
Suburban	35%	39%
Urban	42%	43%

PARENT BORN IN CANADA	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Yes	73%	75%
No	27%	25%

YEARS LIVED IN CANADA (AMONG THOSE NOT BORN IN CANADA)	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
0-5 years	45%	12%
5-9 years	17%	22%
10+ years	38%	66%

CHILD BORN IN CANADA	PARENTS OF 0–5 YEAR-OLDS	PARENTS OF 6–17 YEAR-OLDS
Yes	92%	90%
No	8%	10%



LANGUAGE SPOKEN IN HOME	PARENTS OF 0-5 YEAR-OLDS	PARENTS OF 6-17 YEAR-OLDS
English	79%	78%
French	15%	18%
Other	6%	4%

LANGUAGE CHILD READS/SPEAKS	PARENTS OF 0-5 YEAR-OLDS	PARENTS OF 6-17 YEAR-OLDS
Can speak French	25%	41%
Can read French	9%	38%
Can speak English	81%	89%
Can read English	43%	79%
Can speak another language	16%	13%
Can read another language	4%	7%

CHILD HAS EVER BEEN ENROLLED IN FRENCH IMMERSION PROGRAM	PARENTS OF 0-5 YEAR-OLDS	PARENTS OF 6-17 YEAR-OLDS
Yes	15%	26%
No	85%	74%

NOTES



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



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