



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%

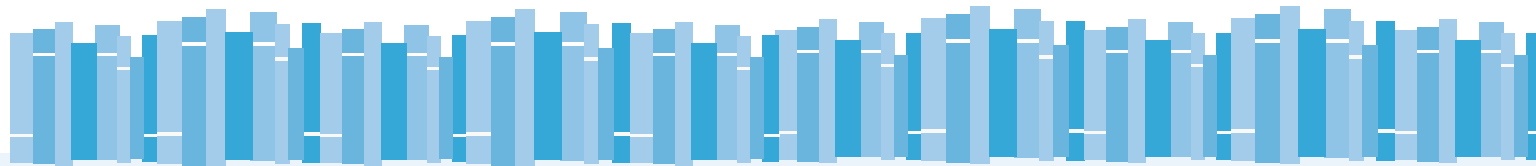
OF KIDS AGES 6-17

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

