

Survey of Parents of Children Ages 0-12 Tabs



Sample 5000 US Adults, 18+
Conducted May 07 - June 01, 2026
Margin of Error ±1.6%

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1. Are you the parent or primary caregiver of at least one child age 0–12?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)				Urbanity banner				
	Total	Less than a 4-year college degree		4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Yes	100%	100%		100%	100%	100%	100%	100%	100%
No	0%	0%		0%	0%	0%	0%	0%	0%
Totals	100%	100%		100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,674)		(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Yes	100%	100%	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
No	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Yes	100%	100%	100%
No	0%	0%	0%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

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2. Please indicate if you are a parent or guardian of children in any of the following age ranges (select all that apply):

	Total	Gender banner		Age (Banner)						Race (Banner)			
		Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Child selector - 0 to 5 years old	50%	44%	55%	80%	65%	56%	37%	22%	25%	50%	48%	50%	52%
Child selector - 6 to 12 years old	72%	75%	70%	42%	61%	74%	82%	88%	86%	72%	75%	74%	69%
Child selector - 13 to 18 years old	22%	23%	22%	7%	15%	23%	30%	34%	26%	20%	30%	26%	20%
Child selector - 18+ years old	6%	5%	6%	0%	1%	4%	8%	14%	18%	5%	5%	7%	4%
Child selector - Not parent	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Total	Education (Banner)			Urbanity banner				
		Less than a 4-year college degree	4-year college degree/Postgrad		City	Suburb	Town	Rural	Other
Child selector - 0 to 5 years old	50%	49%	51%		52%	49%	52%	48%	69%
Child selector - 6 to 12 years old	72%	72%	72%		72%	73%	69%	73%	54%
Child selector - 13 to 18 years old	22%	22%	23%		26%	19%	22%	22%	11%
Child selector - 18+ years old	6%	7%	4%		6%	5%	5%	9%	0%
Child selector - Not parent	0%	0%	0%		0%	0%	0%	0%	0%
Unweighted N	(5,000)	(2,674)	(2,326)		(1,778)	(1,904)	(475)	(830)	(13)

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	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Child selector - 0 to 5 years old	50%	53%	44%	50%	51%	50%	51%
Child selector - 6 to 12 years old	72%	72%	73%	70%	72%	72%	72%
Child selector - 13 to 18 years old	22%	23%	21%	23%	21%	21%	24%
Child selector - 18+ years old	6%	5%	6%	7%	7%	6%	5%
Child selector - Not parent	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Child selector - 0 to 5 years old	50%	51%	47%	50%	50%	51%	48%	51%	51%
Child selector - 6 to 12 years old	72%	68%	72%	73%	73%	75%	72%	73%	70%
Child selector - 13 to 18 years old	22%	22%	22%	21%	26%	22%	24%	23%	18%
Child selector - 18+ years old	6%	3%	4%	6%	7%	6%	5%	7%	4%
Child selector - Not parent	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

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	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Child selector - 0 to 5 years old	50%	99%	31%
Child selector - 6 to 12 years old	72%	45%	99%
Child selector - 13 to 18 years old	22%	15%	27%
Child selector - 18+ years old	6%	4%	6%
Child selector - Not parent	0%	0%	0%
Unweighted N	(5,000)	(2,497)	(3,657)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Child selector - 0 to 5 years old	50%	49%	51%	76%	72%	48%	69%	47%	46%	49%
Child selector - 6 to 12 years old	72%	75%	73%	62%	50%	67%	65%	68%	77%	71%
Child selector - 13 to 18 years old	22%	23%	26%	22%	13%	24%	14%	16%	31%	20%
Child selector - 18+ years old	6%	7%	6%	5%	2%	0%	5%	1%	0%	6%
Child selector - Not parent	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

3. How many children ages 0–12 live in your household?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
1	52%	56%	47%	54%	47%	44%	54%	62%	66%	51%	52%	50%	56%
2	35%	33%	36%	32%	34%	41%	33%	31%	24%	36%	31%	34%	32%
3	9%	8%	11%	10%	13%	10%	10%	5%	6%	9%	11%	10%	9%
4	3%	2%	4%	3%	4%	4%	2%	1%	3%	2%	5%	4%	2%
5 or more	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
1	52%		55%	48%	54%	50%	47%	53%
2	35%		30%	40%	34%	36%	36%	30%
3	9%		10%	9%	8%	10%	11%	11%
4	3%		4%	2%	3%	3%	4%	4%
5 or more	1%		1%	1%	1%	1%	2%	2%
Totals	100%		100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)		(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
1	52%	47%	61%	52%	54%	54%	48%
2	35%	39%	27%	28%	28%	33%	41%
3	9%	10%	8%	12%	10%	9%	9%
4	3%	3%	3%	4%	6%	3%	2%

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	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
5 or more	1%	1%	1%	2%	2%	1%	0%
Totals	100%	100%	100%	98%	100%	100%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
1	52%	55%	55%	51%	52%	48%	54%	50%	52%
2	35%	35%	35%	36%	34%	33%	35%	35%	32%
3	9%	7%	7%	10%	10%	11%	7%	11%	11%
4	3%	3%	2%	2%	3%	5%	3%	3%	4%
5 or more	1%	0%	1%	1%	1%	2%	1%	1%	1%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
1	52%	36%	46%
2	35%	43%	36%
3	9%	14%	12%
4	3%	5%	4%
5 or more	1%	2%	2%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

Survey of Parents of Children Ages 0-12 Tabs

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
1	52%	50%	49%	45%	51%	44%	45%	66%	62%	54%
2	35%	34%	39%	23%	39%	47%	40%	23%	36%	32%
3	9%	10%	9%	24%	7%	8%	12%	11%	2%	10%
4	3%	5%	2%	8%	2%	1%	3%	0%	0%	3%
5 or more	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

4. What are the ages of your children? (Select all that apply, considering only your children in the 0 to 12 age range)

	Gender banner		Age (Banner)							Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Child ages at home - Under 1 year	7%	4%	9%	18%	11%	6%	2%	2%	2%	7%	8%	6%	5%
Child ages at home - 1–2 years	19%	17%	21%	37%	26%	20%	11%	8%	9%	19%	17%	18%	21%
Child ages at home - 3–5 years	36%	32%	39%	49%	44%	41%	29%	16%	19%	35%	34%	36%	36%
Child ages at home - 6–8 years	39%	40%	39%	35%	40%	44%	40%	35%	35%	39%	44%	42%	34%
Child ages at home - 9–12 years	47%	48%	45%	14%	35%	46%	59%	66%	65%	46%	46%	49%	44%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Total	Education (Banner)		Urbanity banner				
		Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Child ages at home - Under 1 year	7%	8%	6%	6%	6%	9%	9%	35%
Child ages at home - 1–2 years	19%	19%	19%	18%	18%	24%	21%	0%
Child ages at home - 3–5 years	36%	33%	39%	37%	36%	33%	32%	42%
Child ages at home - 6–8 years	39%	40%	39%	39%	41%	36%	40%	21%
Child ages at home - 9–12 years	47%	46%	47%	44%	47%	47%	49%	50%
Unweighted N	(5,000)	(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

Survey of Parents of Children Ages 0-12 Tabs



	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Child ages at home - Under 1 year	7%	7%	7%	10%	9%	7%	5%
Child ages at home - 1–2 years	19%	21%	16%	22%	18%	19%	19%
Child ages at home - 3–5 years	36%	39%	29%	31%	37%	35%	38%
Child ages at home - 6–8 years	39%	41%	36%	36%	39%	40%	40%
Child ages at home - 9–12 years	47%	46%	48%	49%	47%	45%	46%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Child ages at home - Under 1 year	7%	8%	4%	6%	7%	10%	6%	7%	8%
Child ages at home - 1–2 years	19%	17%	18%	19%	19%	22%	18%	20%	18%
Child ages at home - 3–5 years	36%	37%	34%	35%	37%	37%	35%	36%	35%
Child ages at home - 6–8 years	39%	38%	38%	38%	45%	40%	38%	43%	37%
Child ages at home - 9–12 years	47%	41%	44%	50%	43%	49%	46%	44%	50%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

Survey of Parents of Children Ages 0-12 Tabs



	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Child ages at home - Under 1 year	7%	13%	4%
Child ages at home - 1–2 years	19%	38%	10%
Child ages at home - 3–5 years	36%	70%	24%
Child ages at home - 6–8 years	39%	31%	54%
Child ages at home - 9–12 years	47%	24%	64%
Unweighted N	(5,000)	(2,497)	(3,657)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Child ages at home - Under 1 year	7%	7%	6%	10%	9%	5%	12%	2%	4%	7%
Child ages at home - 1–2 years	19%	21%	17%	24%	37%	20%	27%	18%	18%	18%
Child ages at home - 3–5 years	36%	34%	37%	60%	44%	39%	50%	33%	28%	34%
Child ages at home - 6–8 years	39%	42%	40%	44%	20%	39%	34%	25%	23%	39%
Child ages at home - 9–12 years	47%	50%	47%	34%	36%	43%	39%	43%	61%	45%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

5. The next questions ask about books in your home. Please answer based on physical books (not e-books or audiobooks). Approximately how many TOTAL books (adult and children's books combined) are currently in your home?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
0 (no books)	2%	2%	2%	3%	2%	1%	1%	3%	1%	1%	3%	3%	2%
1–10 books	12%	13%	12%	20%	15%	9%	9%	10%	14%	8%	19%	19%	12%
11–49 books	29%	30%	27%	39%	33%	29%	25%	21%	25%	24%	41%	36%	26%
50–99 books	20%	21%	20%	19%	22%	22%	21%	18%	18%	21%	17%	20%	20%
100–199 books	15%	14%	16%	10%	11%	17%	17%	18%	15%	18%	8%	10%	14%
200 or more books	19%	17%	20%	6%	14%	19%	23%	27%	24%	25%	5%	7%	23%
Don't know	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	6%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	99%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner					
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other	
0 (no books)	2%		3%	1%	3%	1%	3%	1%	9%
1–10 books	12%		16%	6%	16%	8%	13%	13%	32%
11–49 books	29%		35%	20%	35%	26%	24%	26%	8%
50–99 books	20%		20%	21%	19%	21%	21%	20%	17%
100–199 books	15%		11%	20%	12%	17%	15%	16%	24%
200 or more books	19%		10%	30%	11%	23%	22%	22%	10%
Don't know	3%		4%	2%	4%	3%	2%	2%	0%
Totals	100%		99%	100%	100%	99%	100%	100%	100%
Unweighted N	(5,000)		(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

Survey of Parents of Children Ages 0-12 Tabs



	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
0 (no books)	2%	1%	3%	6%	1%	2%	0%
1–10 books	12%	9%	18%	25%	17%	10%	7%
11–49 books	29%	25%	36%	34%	36%	31%	22%
50–99 books	20%	22%	18%	14%	17%	25%	21%
100–199 books	15%	17%	11%	10%	13%	14%	19%
200 or more books	19%	23%	10%	6%	13%	15%	28%
Don't know	3%	3%	3%	5%	3%	3%	2%
Totals	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
0 (no books)	2%	0%	0%	2%	1%	0%	1%	1%	2%
1–10 books	12%	8%	9%	14%	10%	12%	11%	12%	14%
11–49 books	29%	19%	27%	32%	31%	25%	27%	29%	32%
50–99 books	20%	20%	22%	18%	25%	22%	21%	23%	17%
100–199 books	15%	19%	16%	14%	15%	15%	16%	15%	13%
200 or more books	19%	33%	22%	15%	15%	23%	22%	17%	16%
Don't know	3%	1%	3%	4%	2%	3%	2%	3%	6%
Totals	100%	100%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
0 (no books)	2%	2%	1%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
1–10 books	12%	13%	11%
11–49 books	29%	28%	29%
50–99 books	20%	20%	21%
100–199 books	15%	15%	16%
200 or more books	19%	18%	19%
Don't know	3%	3%	3%
Totals	100%	99%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
0 (no books)	2%	1%	2%	0%	0%	1%	2%	0%	0%	2%
1–10 books	12%	11%	15%	4%	8%	6%	12%	18%	20%	11%
11–49 books	29%	28%	33%	20%	26%	25%	45%	26%	27%	27%
50–99 books	20%	22%	19%	16%	7%	27%	10%	28%	39%	20%
100–199 books	15%	15%	14%	16%	29%	12%	15%	16%	0%	16%
200 or more books	19%	20%	12%	35%	29%	27%	14%	12%	6%	21%
Don't know	3%	2%	5%	9%	0%	1%	2%	0%	8%	3%
Totals	100%	99%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

6. Of those, approximately how many are CHILDREN'S books?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
0 (no children's books)	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%
1– 10 children's books	26%	29%	24%	42%	33%	22%	21%	20%	25%	20%	41%	38%	24%
11–49 children's books	38%	39%	37%	40%	39%	40%	37%	35%	39%	36%	43%	43%	38%
50–99 children's books	20%	18%	22%	10%	15%	22%	24%	23%	22%	23%	10%	14%	20%
100–199 children's books	11%	9%	12%	3%	8%	12%	13%	15%	9%	14%	4%	3%	14%
200 or more children's books	3%	3%	4%	1%	2%	3%	4%	6%	3%	5%	0%	1%	2%
Don't know	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%	1%
Totals	100%	100%	100%	99%	98%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(4,785)	(2,075)	(2,710)	(609)	(874)	(1,264)	(998)	(695)	(345)	(2,970)	(523)	(906)	(386)

	Education (Banner)				Urbanity banner				
	Total	Less than a 4-year college degree		4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
0 (no children's books)	1%	1%		1%	1%	1%	1%	0%	0%
1– 10 children's books	26%	32%		18%	36%	20%	23%	23%	53%
11–49 children's books	38%	43%		32%	40%	38%	36%	38%	9%
50–99 children's books	20%	16%		25%	15%	23%	21%	20%	16%
100–199 children's books	11%	6%		17%	5%	13%	13%	14%	19%
200 or more children's books	3%	1%		6%	2%	4%	5%	4%	3%
Don't know	1%	1%		1%	1%	1%	1%	1%	0%
Totals	100%	100%		100%	100%	100%	100%	100%	100%
Unweighted N	(4,785)	(2,527)		(2,258)	(1,681)	(1,830)	(458)	(804)	(12)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
0 (no children's books)	1%	1%	0%	1%	0%	1%	0%
1– 10 children's books	26%	21%	36%	44%	32%	25%	19%
11–49 children's books	38%	37%	40%	36%	43%	43%	34%
50–99 children's books	20%	22%	15%	13%	15%	19%	25%
100–199 children's books	11%	13%	6%	5%	7%	9%	16%
200 or more children's books	3%	4%	1%	1%	1%	2%	6%
Don't know	1%	1%	1%	0%	1%	1%	0%
Totals	100%	99%	99%	100%	99%	100%	100%
Unweighted N	(4,785)	(3,258)	(1,527)	(666)	(608)	(1,585)	(1,763)

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
0 (no children's books)	1%	0%	1%	1%	1%	1%	0%	1%	1%
1– 10 children's books	26%	21%	23%	29%	26%	24%	25%	25%	31%
11–49 children's books	38%	31%	39%	39%	42%	37%	37%	40%	37%
50–99 children's books	20%	26%	19%	19%	18%	21%	21%	19%	19%
100–199 children's books	11%	15%	12%	9%	10%	12%	12%	11%	8%
200 or more children's books	3%	6%	5%	2%	3%	4%	4%	3%	2%
Don't know	1%	1%	1%	1%	0%	1%	1%	1%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(4,785)	(575)	(898)	(1,564)	(843)	(483)	(2,052)	(1,698)	(845)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
0 (no children's books)	1%	1%	0%
1– 10 children's books	26%	27%	25%
11–49 children's books	38%	36%	39%
50–99 children's books	20%	20%	20%
100–199 children's books	11%	11%	11%
200 or more children's books	3%	4%	4%
Don't know	1%	1%	1%
Totals	100%	100%	100%
Unweighted N	(4,785)	(2,384)	(3,502)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
0 (no children's books)	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%
1– 10 children's books	26%	25%	32%	12%	39%	17%	30%	32%	30%	24%
11–49 children's books	38%	38%	40%	34%	24%	41%	45%	50%	53%	37%
50–99 children's books	20%	19%	15%	19%	19%	23%	12%	6%	17%	23%
100–199 children's books	11%	12%	8%	25%	8%	13%	8%	11%	0%	11%
200 or more children's books	3%	4%	2%	10%	7%	4%	3%	1%	0%	4%
Don't know	1%	1%	1%	0%	3%	1%	2%	0%	0%	1%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(4,785)	(1,374)	(1,138)	(57)	(40)	(121)	(64)	(37)	(19)	(1,935)

Survey of Parents of Children Ages 0-12 Tabs

7. \$child_pipe have books that belong specifically to them—books that are theirs to keep?

	Total	Gender banner		Age (Banner)						Race (Banner)			
		Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Yes, all/most of our children's books belong to my child(ren)	75%	72%	78%	78%	77%	72%	76%	73%	79%	75%	78%	76%	74%
Yes, most books belong to them, but some are shared or borrowed	23%	27%	20%	20%	22%	26%	23%	25%	18%	24%	18%	22%	24%
No, we mostly use library books or borrowed books	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	3%	1%	1%
Don't know	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	1%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(4,708)	(2,042)	(2,666)	(590)	(859)	(1,249)	(984)	(686)	(340)	(2,915)	(515)	(896)	(382)

	Total	Education (Banner)		Urbanity banner				
		Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Yes, all/most of our children's books belong to my child(ren)	75%	78%	71%	76%	73%	76%	78%	80%
Yes, most books belong to them, but some are shared or borrowed	23%	20%	28%	23%	26%	22%	20%	20%
No, we mostly use library books or borrowed books	1%	1%	1%	1%	1%	1%	1%	0%
Don't know	1%	1%	0%	0%	0%	1%	1%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%

Survey of Parents of Children Ages 0-12 Tabs

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Unweighted N	(4,708)	(2,484)	(2,224)	(1,652)	(1,802)	(448)	(794)	(12)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Yes, all/most of our children's books belong to my child(ren)	75%	74%	78%	81%	79%	74%	72%
Yes, most books belong to them, but some are shared or borrowed	23%	25%	20%	16%	20%	24%	26%
No, we mostly use library books or borrowed books	1%	1%	1%	1%	0%	1%	1%
Don't know	1%	0%	1%	1%	1%	0%	0%
Totals	100%	100%	100%	99%	100%	99%	99%
Unweighted N	(4,708)	(3,201)	(1,507)	(655)	(596)	(1,556)	(1,745)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Yes, all/most of our children's books belong to my child(ren)	75%	72%	71%	74%	76%	82%	73%	78%	75%
Yes, most books belong to them, but some are shared or borrowed	23%	27%	28%	24%	22%	17%	26%	21%	22%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
No, we mostly use library books or borrowed books	1%	1%	1%	1%	1%	0%	1%	1%	1%
Don't know	1%	0%	0%	1%	1%	1%	0%	0%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(4,708)	(569)	(886)	(1,533)	(834)	(474)	(2,029)	(1,670)	(823)

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Yes, all/most of our children's books belong to my child(ren)	75%	78%	73%
Yes, most books belong to them, but some are shared or borrowed	23%	21%	25%
No, we mostly use library books or borrowed books	1%	1%	1%
Don't know	1%	0%	0%
Totals	100%	100%	99%
Unweighted N	(4,708)	(2,342)	(3,453)

Survey of Parents of Children Ages 0-12 Tabs

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Yes, all/most of our children's books belong to my child(ren)	75%	74%	75%	71%	71%	69%	59%	76%	72%	77%
Yes, most books belong to them, but some are shared or borrowed	23%	24%	23%	28%	27%	30%	34%	21%	17%	22%
No, we mostly use library books or borrowed books	1%	1%	1%	1%	0%	1%	4%	3%	4%	1%
Don't know	1%	0%	0%	0%	2%	0%	3%	0%	7%	0%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(4,708)	(1,354)	(1,110)	(57)	(39)	(118)	(63)	(37)	(19)	(1,911)

Survey of Parents of Children Ages 0-12 Tabs

8. At what age did your \$child_pipe2 child first receive or own books?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
From birth (0–11 months)	58%	43%	71%	52%	55%	61%	62%	59%	40%	65%	41%	43%	63%
As a toddler (1–2 years)	21%	26%	16%	24%	21%	18%	18%	22%	36%	16%	28%	30%	22%
As a preschooler (3–5 years)	16%	24%	9%	20%	18%	15%	14%	15%	17%	14%	24%	22%	11%
In kindergarten or later (6+ years)	5%	6%	3%	3%	5%	5%	5%	3%	4%	4%	7%	5%	3%
My child does not yet own any books	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Don't know	0%	1%	0%	0%	1%	0%	0%	1%	2%	1%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(4,641)	(2,013)	(2,628)	(581)	(854)	(1,229)	(974)	(672)	(331)	(2,885)	(498)	(883)	(375)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
From birth (0–11 months)	58%	53%	64%	42%	65%	69%	67%	88%
As a toddler (1–2 years)	21%	25%	16%	25%	18%	18%	20%	3%
As a preschooler (3–5 years)	16%	16%	16%	25%	13%	7%	9%	9%
In kindergarten or later (6+ years)	5%	5%	3%	7%	3%	5%	3%	0%
My child does not yet own any books	0%	0%	1%	1%	0%	0%	0%	0%
Don't know	0%	1%	0%	0%	0%	1%	1%	0%
Totals	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(4,641)	(2,447)	(2,194)	(1,628)	(1,782)	(441)	(778)	(12)

Survey of Parents of Children Ages 0-12 Tabs



	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
From birth (0–11 months)	58%	60%	54%	52%	53%	55%	63%
As a toddler (1–2 years)	21%	18%	26%	28%	26%	21%	17%
As a preschooler (3–5 years)	16%	17%	14%	15%	15%	18%	16%
In kindergarten or later (6+ years)	5%	4%	5%	5%	5%	6%	3%
My child does not yet own any books	0%	0%	0%	0%	1%	0%	1%
Don't know	0%	0%	1%	0%	0%	0%	0%
Totals	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(4,641)	(3,156)	(1,485)	(639)	(590)	(1,531)	(1,727)

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
From birth (0–11 months)	58%	67%	57%	55%	56%	52%	59%	53%	61%
As a toddler (1–2 years)	21%	16%	20%	23%	19%	25%	18%	24%	22%
As a preschooler (3–5 years)	16%	12%	17%	17%	19%	17%	17%	17%	13%
In kindergarten or later (6+ years)	5%	4%	5%	4%	5%	5%	5%	5%	3%
My child does not yet own any books	0%	0%	0%	1%	0%	0%	0%	0%	1%
Don't know	0%	0%	1%	0%	0%	1%	0%	1%	0%
Totals	100%	99%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(4,641)	(564)	(880)	(1,506)	(818)	(466)	(2,005)	(1,645)	(809)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
From birth (0–11 months)	58%	66%	52%
As a toddler (1–2 years)	21%	19%	22%
As a preschooler (3–5 years)	16%	12%	18%
In kindergarten or later (6+ years)	5%	2%	6%
My child does not yet own any books	0%	1%	0%
Don't know	0%	0%	1%
Totals	100%	100%	99%
Unweighted N	(4,641)	(2,319)	(3,402)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
From birth (0–11 months)	58%	58%	42%	75%	60%	54%	47%	56%	44%	66%
As a toddler (1–2 years)	21%	21%	25%	11%	29%	17%	22%	20%	31%	18%
As a preschooler (3–5 years)	16%	14%	26%	14%	11%	19%	27%	13%	22%	12%
In kindergarten or later (6+ years)	5%	5%	6%	0%	0%	9%	3%	11%	2%	3%
My child does not yet own any books	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
Don't know	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(4,641)	(1,335)	(1,094)	(56)	(38)	(117)	(59)	(36)	(17)	(1,889)

Survey of Parents of Children Ages 0-12 Tabs

9. \$child_pipe regularly use any of the following? (Select all that apply)

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Does child use nonphysical books - E-books	36%	41%	31%	36%	37%	35%	38%	33%	37%	32%	48%	42%	32%
Does child use nonphysical books - Audiobooks	20%	23%	17%	25%	22%	20%	19%	17%	12%	19%	23%	22%	18%
Does child use nonphysical books - Reading apps	31%	33%	29%	37%	30%	31%	32%	29%	19%	27%	44%	36%	27%
Does child use nonphysical books - None of the above	47%	42%	52%	44%	46%	48%	47%	47%	54%	51%	30%	41%	54%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)
	Education (Banner)						Urbanity banner						
	Total	Less than a 4-year college degree			4-year college degree/Postgrad			City	Suburb	Town	Rural	Other	
Does child use nonphysical books - E-books	36%				37%			35%	44%	34%	23%	32%	10%
Does child use nonphysical books - Audiobooks	20%				18%			23%	26%	18%	13%	14%	0%
Does child use nonphysical books - Reading apps	31%				30%			32%	38%	31%	18%	23%	29%

Survey of Parents of Children Ages 0-12 Tabs

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Does child use nonphysical books - None of the above	47%	46%	48%	37%	49%	63%	54%	66%
Unweighted N	(5,000)	(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Does child use nonphysical books - E-books	36%	34%	40%	37%	37%	36%	36%
Does child use nonphysical books - Audiobooks	20%	22%	16%	12%	17%	21%	24%
Does child use nonphysical books - Reading apps	31%	31%	32%	27%	30%	32%	33%
Does child use nonphysical books - None of the above	47%	49%	44%	50%	47%	46%	46%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Does child use nonphysical books - E-books	36%	34%	38%	37%	39%	37%	36%	39%	34%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Does child use nonphysical books - Audiobooks	20%	22%	24%	18%	22%	24%	22%	23%	13%
Does child use nonphysical books - Reading apps	31%	30%	34%	32%	32%	30%	32%	32%	29%
Does child use nonphysical books - None of the above	47%	49%	43%	45%	45%	47%	46%	45%	50%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Does child use nonphysical books - E-books	36%	30%	41%
Does child use nonphysical books - Audiobooks	20%	19%	22%
Does child use nonphysical books - Reading apps	31%	28%	35%
Does child use nonphysical books - None of the above	47%	54%	41%
Unweighted N	(5,000)	(2,497)	(3,657)

Survey of Parents of Children Ages 0-12 Tabs

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Does child use nonphysical books - E-books	36%	38%	45%	29%	15%	33%	40%	26%	46%	31%
Does child use nonphysical books - Audiobooks	20%	22%	26%	14%	35%	18%	29%	15%	25%	15%
Does child use nonphysical books - Reading apps	31%	30%	41%	22%	28%	32%	44%	31%	46%	25%
Does child use nonphysical books - None of the above	47%	44%	38%	54%	49%	51%	46%	60%	24%	54%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

10. Thinking about the children's books currently in your home, how many are appropriate for your child(ren)'s current age and reading level?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
All or most of them	61%	59%	62%	63%	63%	62%	58%	55%	63%	59%	62%	64%	61%
About half	28%	28%	27%	27%	27%	27%	30%	30%	22%	29%	27%	26%	28%
Less than half	7%	8%	7%	6%	7%	6%	9%	8%	9%	8%	7%	7%	5%
Very few—most are books my child has outgrown	3%	3%	2%	1%	2%	3%	2%	5%	5%	2%	3%	2%	4%
Don't know	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%
Totals	100%	99%	99%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(4,708)	(2,042)	(2,666)	(590)	(859)	(1,249)	(984)	(686)	(340)	(2,915)	(515)	(896)	(382)
	Education (Banner)						Urbanity banner						
	Total	Less than a 4-year college degree			4-year college degree/Postgrad			City	Suburb	Town	Rural	Other	
All or most of them	61%				63%			58%	61%	60%	59%	61%	50%
About half	28%				26%			31%	27%	29%	28%	28%	41%
Less than half	7%				7%			7%	8%	7%	8%	6%	0%
Very few—most are books my child has outgrown	3%				2%			3%	3%	2%	3%	3%	0%
Don't know	1%				2%			1%	1%	1%	1%	1%	9%
Totals	100%				100%			100%	100%	99%	99%	99%	100%
Unweighted N	(4,708)				(2,484)			(2,224)	(1,652)	(1,802)	(448)	(794)	(12)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
All or most of them	61%	59%	63%	63%	64%	61%	58%
About half	28%	29%	25%	24%	25%	29%	29%
Less than half	7%	7%	7%	7%	6%	7%	9%
Very few—most are books my child has outgrown	3%	3%	3%	3%	3%	2%	3%
Don't know	1%	1%	2%	2%	1%	1%	1%
Totals	100%	99%	100%	99%	99%	100%	100%
Unweighted N	(4,708)	(3,201)	(1,507)	(655)	(596)	(1,556)	(1,745)

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
All or most of them	61%	56%	56%	62%	60%	67%	59%	62%	62%
About half	28%	32%	32%	27%	28%	24%	30%	28%	26%
Less than half	7%	8%	8%	8%	8%	6%	7%	7%	8%
Very few—most are books my child has outgrown	3%	4%	3%	2%	3%	2%	3%	2%	2%
Don't know	1%	0%	1%	1%	1%	1%	1%	1%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(4,708)	(569)	(886)	(1,533)	(834)	(474)	(2,029)	(1,670)	(823)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
All or most of them	61%	66%	59%
About half	28%	25%	29%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Less than half	7%	6%	8%
Very few—most are books my child has outgrown	3%	1%	3%
Don't know	1%	1%	1%
Totals	100%	99%	100%
Unweighted N	(4,708)	(2,342)	(3,453)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
All or most of them	61%	60%	64%	59%	53%	47%	61%	65%	71%	60%
About half	28%	30%	26%	28%	41%	35%	30%	26%	21%	27%
Less than half	7%	7%	7%	9%	6%	13%	8%	5%	7%	7%
Very few—most are books my child has outgrown	3%	2%	2%	4%	0%	2%	0%	1%	0%	3%
Don't know	1%	1%	1%	0%	0%	2%	1%	3%	0%	2%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(4,708)	(1,354)	(1,110)	(57)	(39)	(118)	(63)	(37)	(19)	(1,911)

Survey of Parents of Children Ages 0-12 Tabs

11A. How much do you agree or disagree with the following statements: — Agreement with access statements – The cost of books is a barrier to getting as many children's books as I would like.

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Strongly agree	15%	14%	17%	18%	17%	14%	17%	13%	16%	13%	15%	21%	15%
Somewhat agree	36%	35%	38%	40%	36%	37%	34%	36%	33%	36%	31%	39%	38%
Somewhat disagree	29%	31%	27%	26%	28%	30%	30%	30%	30%	31%	32%	24%	29%
Strongly disagree	19%	20%	18%	15%	19%	19%	19%	21%	20%	20%	22%	16%	18%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)				Urbanity banner				
	Total	Less than a 4-year college degree		4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Strongly agree	15%	18%		12%	17%	13%	15%	17%	15%
Somewhat agree	36%	39%		33%	35%	36%	39%	39%	37%
Somewhat disagree	29%	27%		32%	29%	31%	27%	27%	30%
Strongly disagree	19%	16%		23%	19%	20%	19%	16%	18%
Totals	99%	100%		100%	100%	100%	100%	99%	100%
Unweighted N	(5,000)	(2,674)		(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Strongly agree	15%	14%	18%	25%	22%	14%	10%
Somewhat agree	36%	34%	40%	40%	39%	40%	31%
Somewhat disagree	29%	31%	26%	23%	25%	29%	33%
Strongly disagree	19%	21%	16%	12%	14%	17%	26%
Totals	99%	100%	100%	100%	100%	100%	100%

Survey of Parents of Children Ages 0-12 Tabs



	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Strongly agree	15%	19%	13%	13%	14%	21%	15%	16%	16%
Somewhat agree	36%	31%	37%	36%	38%	33%	35%	37%	37%
Somewhat disagree	29%	28%	29%	32%	30%	22%	29%	29%	29%
Strongly disagree	19%	22%	21%	18%	17%	23%	21%	18%	18%
Totals	99%	100%	100%	99%	99%	99%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Strongly agree	15%	16%	15%
Somewhat agree	36%	35%	37%
Somewhat disagree	29%	29%	29%
Strongly disagree	19%	20%	18%
Totals	99%	100%	99%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Strongly agree	15%	15%	17%	18%	9%	9%	15%	31%	35%	15%
Somewhat agree	36%	37%	35%	36%	35%	36%	34%	44%	45%	36%

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Somewhat disagree	29%	30%	28%	26%	30%	19%	33%	16%	14%	30%
Strongly disagree	19%	18%	20%	19%	26%	36%	18%	9%	5%	19%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

11B. How much do you agree or disagree with the following statements: — Agreement with access statements – I have enough children’s books in the language(s) we speak at home.

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Strongly agree	49%	47%	52%	48%	49%	50%	52%	47%	47%	52%	50%	43%	47%
Somewhat agree	35%	37%	33%	35%	33%	36%	33%	35%	38%	33%	35%	38%	35%
Somewhat disagree	11%	12%	11%	13%	11%	9%	11%	14%	12%	11%	11%	14%	11%
Strongly disagree	5%	4%	4%	4%	7%	4%	4%	3%	3%	4%	4%	4%	7%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)				Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad		City	Suburb	Town	Rural	Other
Strongly agree	49%		46%		46%	51%	49%	52%	74%
Somewhat agree	35%		36%		32%	35%	34%	35%	14%
Somewhat disagree	11%		12%		10%	10%	11%	9%	12%
Strongly disagree	5%		5%		4%	4%	6%	4%	0%
Totals	100%		99%		100%	100%	100%	100%	100%
Unweighted N	(5,000)		(2,674)		(2,326)	(1,778)	(1,904)	(475)	(830)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Strongly agree	49%	52%	45%	46%	50%	47%	53%
Somewhat agree	35%	33%	37%	35%	34%	36%	34%
Somewhat disagree	11%	11%	12%	13%	10%	12%	10%
Strongly disagree	5%	4%	5%	6%	6%	5%	3%
Totals	100%	100%	99%	100%	100%	100%	100%

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	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Strongly agree	49%	54%	45%	47%	51%	56%	49%	51%	45%
Somewhat agree	35%	30%	39%	36%	34%	31%	35%	34%	37%
Somewhat disagree	11%	8%	12%	13%	11%	10%	11%	11%	12%
Strongly disagree	5%	7%	4%	4%	4%	3%	5%	4%	6%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Strongly agree	49%	52%	49%
Somewhat agree	35%	32%	36%
Somewhat disagree	11%	11%	11%
Strongly disagree	5%	5%	4%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Strongly agree	49%	51%	50%	42%	60%	56%	45%	38%	19%	49%
Somewhat agree	35%	34%	36%	33%	20%	29%	38%	38%	31%	35%

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Somewhat disagree	11%	11%	10%	19%	17%	11%	13%	19%	27%	11%
Strongly disagree	5%	4%	4%	6%	3%	4%	4%	5%	23%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

11C. How much do you agree or disagree with the following statements: — Agreement with access statements – I have enough children’s books that reflect my family’s culture, traditions, and/or identity.

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Strongly agree	30%	31%	30%	29%	32%	33%	29%	28%	28%	34%	30%	25%	26%
Somewhat agree	45%	47%	42%	44%	43%	45%	46%	44%	47%	48%	41%	41%	41%
Somewhat disagree	20%	17%	22%	21%	20%	17%	20%	21%	21%	15%	22%	27%	25%
Strongly disagree	5%	5%	6%	6%	4%	5%	5%	7%	4%	3%	7%	7%	8%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)				Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad		City	Suburb	Town	Rural	Other
Strongly agree	30%		26%		31%	29%	33%	31%	48%
Somewhat agree	45%		45%		44%	42%	48%	36%	47%
Somewhat disagree	20%		22%		16%	20%	19%	22%	18%
Strongly disagree	5%		7%		4%	6%	4%	9%	4%
Totals	100%		100%		99%	100%	100%	100%	100%
Unweighted N	(5,000)		(2,674)		(2,326)	(1,778)	(1,904)	(475)	(830)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Strongly agree	30%	33%	25%	27%	30%	30%	34%
Somewhat agree	45%	45%	44%	40%	40%	46%	46%
Somewhat disagree	20%	17%	24%	24%	25%	19%	16%
Strongly disagree	5%	4%	7%	9%	5%	5%	4%
Totals	100%	99%	100%	100%	100%	100%	100%

Survey of Parents of Children Ages 0-12 Tabs

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Strongly agree	30%	36%	30%	28%	33%	42%	30%	35%	25%
Somewhat agree	45%	39%	44%	48%	46%	41%	44%	46%	46%
Somewhat disagree	20%	19%	19%	20%	17%	15%	20%	16%	23%
Strongly disagree	5%	6%	7%	4%	4%	2%	6%	3%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Strongly agree	30%	31%	31%
Somewhat agree	45%	44%	45%
Somewhat disagree	20%	20%	19%
Strongly disagree	5%	5%	5%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Strongly agree	30%	33%	33%	34%	45%	36%	29%	16%	15%	27%
Somewhat agree	45%	48%	44%	45%	36%	43%	36%	37%	32%	44%

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Somewhat disagree	20%	15%	19%	18%	17%	17%	22%	36%	22%	23%
Strongly disagree	5%	4%	4%	3%	2%	4%	13%	11%	31%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

12. In the past 6 months, have you or your \$child_pipe6 received any FREE children's books (not borrowed from a library, but books to keep)?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Yes, weekly or more often	7%	8%	6%	11%	8%	7%	5%	6%	4%	5%	12%	11%	4%
Yes, about once a month	24%	25%	25%	28%	24%	29%	24%	17%	20%	27%	21%	23%	20%
Yes, once or twice in the past 6 months	26%	25%	26%	25%	27%	27%	27%	21%	23%	26%	22%	24%	28%
No, we have not received free books in the past 6 months	40%	38%	41%	33%	38%	34%	42%	53%	51%	39%	41%	39%	44%
Don't know	3%	4%	2%	3%	3%	3%	2%	3%	2%	3%	4%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Yes, weekly or more often	7%		8%	6%	10%	5%	4%	34%
Yes, about once a month	24%		24%	25%	25%	23%	27%	3%
Yes, once or twice in the past 6 months	26%		24%	28%	24%	28%	23%	30%
No, we have not received free books in the past 6 months	40%		40%	39%	38%	42%	39%	33%
Don't know	3%		4%	2%	3%	2%	5%	0%
Totals	100%		100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)		(2,674)	(2,326)	(1,778)	(1,904)	(475)	(13)

Survey of Parents of Children Ages 0-12 Tabs

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Yes, weekly or more often	7%	6%	8%	10%	7%	8%	6%
Yes, about once a month	24%	26%	23%	23%	25%	25%	26%
Yes, once or twice in the past 6 months	26%	26%	26%	24%	24%	25%	27%
No, we have not received free books in the past 6 months	40%	39%	41%	40%	41%	40%	39%
Don't know	3%	3%	2%	3%	3%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Yes, weekly or more often	7%	7%	5%	6%	9%	12%	6%	9%	5%
Yes, about once a month	24%	26%	29%	22%	26%	27%	24%	27%	22%
Yes, once or twice in the past 6 months	26%	30%	28%	26%	25%	19%	28%	25%	25%
No, we have not received free books in the past 6 months	40%	36%	36%	43%	37%	39%	39%	37%	44%
Don't know	3%	1%	2%	3%	3%	3%	3%	2%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Yes, weekly or more often	7%	8%	7%
Yes, about once a month	24%	31%	22%
Yes, once or twice in the past 6 months	26%	26%	26%
No, we have not received free books in the past 6 months	40%	32%	42%
Don't know	3%	3%	3%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Yes, weekly or more often	7%	5%	11%	0%	4%	11%	10%	12%	11%	6%
Yes, about once a month	24%	26%	25%	17%	24%	37%	32%	17%	5%	23%
Yes, once or twice in the past 6 months	26%	27%	23%	44%	26%	24%	17%	35%	13%	26%
No, we have not received free books in the past 6 months	40%	39%	37%	32%	46%	26%	39%	36%	61%	42%
Don't know	3%	2%	3%	7%	0%	2%	2%	0%	10%	3%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

13. Where did you receive these free books? (Select all that apply)

	Total	Gender banner		Age (Banner)						Race (Banner)			
		Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Source of free books - Doctor's office or health clinic	17%	14%	20%	25%	19%	16%	14%	12%	16%	16%	22%	20%	14%
Source of free books - Hospital (at birth or during a hospital stay)	7%	8%	6%	13%	10%	4%	7%	4%	7%	5%	14%	10%	8%
Source of free books - School or childcare/preschool	46%	49%	43%	48%	42%	44%	49%	46%	59%	43%	53%	52%	44%
Source of free books - Public library	27%	34%	22%	31%	29%	27%	26%	26%	22%	26%	28%	30%	28%
Source of free books - By mail (e.g., Dolly Parton's Imagination Library)	31%	28%	34%	31%	37%	31%	29%	26%	24%	35%	25%	24%	30%
Source of free books - Community organization or nonprofit	23%	27%	20%	25%	30%	20%	22%	22%	24%	19%	31%	31%	24%
Source of free books - Church or religious organization	19%	22%	15%	25%	20%	20%	14%	13%	22%	15%	29%	26%	11%
Source of free books - Other	12%	10%	13%	9%	11%	12%	12%	14%	14%	11%	7%	9%	23%
Unweighted N	(2,862)	(1,256)	(1,606)	(418)	(555)	(840)	(576)	(321)	(152)	(1,748)	(322)	(575)	(217)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Education (Banner)		Urbanity banner				
		Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Source of free books - Doctor's office or health clinic	17%	17%	17%	18%	17%	15%	16%	27%
Source of free books - Hospital (at birth or during a hospital stay)	7%	6%	8%	9%	7%	2%	5%	14%
Source of free books - School or childcare/preschool	46%	47%	44%	48%	45%	43%	45%	31%
Source of free books - Public library	27%	25%	30%	33%	27%	21%	20%	51%
Source of free books - By mail (e.g., Dolly Parton's Imagination Library)	31%	30%	33%	29%	31%	33%	37%	38%
Source of free books - Community organization or nonprofit	23%	23%	24%	29%	22%	19%	17%	0%
Source of free books - Church or religious organization	19%	19%	18%	23%	17%	10%	15%	14%
Source of free books - Other	12%	11%	13%	8%	13%	13%	14%	28%
Unweighted N	(2,862)	(1,468)	(1,394)	(1,080)	(1,058)	(256)	(460)	(8)

Survey of Parents of Children Ages 0-12 Tabs



	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Source of free books - Doctor's office or health clinic	17%	17%	18%	21%	15%	18%	15%
Source of free books - Hospital (at birth or during a hospital stay)	7%	7%	7%	7%	6%	7%	8%
Source of free books - School or childcare/preschool	46%	44%	49%	46%	44%	47%	46%
Source of free books - Public library	27%	28%	26%	25%	29%	28%	28%
Source of free books - By mail (e.g., Dolly Parton's Imagination Library)	31%	33%	27%	25%	29%	33%	33%
Source of free books - Community organization or nonprofit	23%	23%	24%	20%	25%	23%	25%
Source of free books - Church or religious organization	19%	17%	21%	19%	22%	20%	16%
Source of free books - Other	12%	12%	12%	12%	12%	11%	12%
Unweighted N	(2,862)	(1,976)	(886)	(419)	(345)	(950)	(1,054)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Source of free books - Doctor's office or health clinic	17%	19%	15%	19%	16%	16%	17%	18%	16%
Source of free books - Hospital (at birth or during a hospital stay)	7%	7%	5%	7%	7%	13%	7%	8%	5%
Source of free books - School or childcare/preschool	46%	44%	47%	47%	48%	44%	49%	46%	41%
Source of free books - Public library	27%	33%	26%	27%	27%	33%	28%	29%	23%
Source of free books - By mail (e.g., Dolly Parton's Imagination Library)	31%	36%	31%	26%	32%	44%	31%	34%	26%
Source of free books - Community organization or nonprofit	23%	23%	25%	23%	27%	26%	24%	25%	22%
Source of free books - Church or religious organization	19%	12%	17%	18%	23%	28%	16%	23%	16%
Source of free books - Other	12%	13%	11%	11%	11%	10%	11%	10%	16%
Unweighted N	(2,862)	(367)	(572)	(894)	(506)	(297)	(1,233)	(1,046)	(479)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Source of free books - Doctor's office or health clinic	17%	22%	15%
Source of free books - Hospital (at birth or during a hospital stay)	7%	8%	7%
Source of free books - School or childcare/preschool	46%	40%	54%
Source of free books - Public library	27%	25%	30%
Source of free books - By mail (e.g., Dolly Parton's Imagination Library)	31%	39%	27%
Source of free books - Community organization or nonprofit	23%	20%	26%
Source of free books - Church or religious organization	19%	18%	20%
Source of free books - Other	12%	12%	10%
Unweighted N	(2,862)	(1,653)	(2,001)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Source of free books - Doctor's office or health clinic	17%	16%	20%	17%	9%	14%	26%	28%	14%	15%
Source of free books - Hospital (at birth or during a hospital stay)	7%	6%	13%	2%	2%	6%	14%	12%	14%	5%
Source of free books - School or childcare/preschool	46%	43%	52%	42%	39%	36%	48%	46%	55%	45%
Source of free books - Public library	27%	26%	34%	28%	21%	37%	44%	42%	31%	23%
Source of free books - By mail (e.g., Dolly Parton's Imagination Library)	31%	34%	28%	6%	35%	53%	20%	25%	7%	31%
Source of free books - Community organization or nonprofit	23%	24%	34%	19%	24%	25%	19%	45%	19%	16%
Source of free books - Church or religious organization	19%	24%	28%	7%	16%	16%	9%	10%	14%	10%
Source of free books - Other	12%	12%	6%	23%	12%	11%	14%	22%	0%	14%
Unweighted N	(2,862)	(824)	(723)	(39)	(23)	(87)	(41)	(25)	(8)	(1,092)

Survey of Parents of Children Ages 0-12 Tabs

14A. Which of the following programs that provide free books to children that you have heard of or used? — Familiarity with free book sources – Dolly Parton's Imagination Library

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Never heard of	38%	43%	33%	36%	36%	32%	41%	45%	44%	29%	49%	50%	44%
Heard of but not used	37%	35%	39%	39%	35%	40%	36%	34%	40%	40%	35%	32%	36%
Have used	25%	22%	28%	25%	29%	28%	23%	20%	16%	31%	16%	18%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)
	Education (Banner)						Urbanity banner						
	Total	Less than a 4-year college degree			4-year college degree/Postgrad			City	Suburb	Town	Rural	Other	
Never heard of	38%				44%			30%	38%	40%	39%	29%	37%
Heard of but not used	37%				32%			43%	39%	38%	31%	35%	30%
Have used	25%				24%			27%	22%	22%	30%	36%	33%
Totals	100%				100%			100%	99%	100%	100%	100%	100%
Unweighted N	(5,000)				(2,674)			(2,326)	(1,778)	(1,904)	(475)	(830)	(13)
	Marital Status (Banner)			Income (Banner)									
	Total	Married	Not married	Under \$30K/year		\$30K-\$49K/year		\$50K-\$99K/year		\$100K+/year			
Never heard of	38%	33%	47%	48%		45%		35%		32%			
Heard of but not used	37%	40%	32%	30%		31%		38%		41%			
Have used	25%	27%	21%	22%		24%		27%		26%			
Totals	100%	100%	100%	100%		100%		100%		99%			
Unweighted N	(5,000)	(3,390)	(1,610)	(722)		(638)		(1,649)		(1,803)			

Survey of Parents of Children Ages 0-12 Tabs

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Never heard of	38%	22%	33%	42%	38%	31%	35%	35%	45%
Heard of but not used	37%	50%	39%	36%	34%	39%	40%	36%	35%
Have used	25%	28%	28%	22%	28%	30%	25%	29%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Never heard of	38%	34%	39%
Heard of but not used	37%	36%	37%
Have used	25%	30%	24%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Never heard of	38%	33%	38%	52%	34%	35%	51%	49%	42%	40%
Heard of but not used	37%	38%	39%	41%	36%	35%	34%	26%	48%	35%
Have used	25%	29%	23%	7%	30%	30%	15%	25%	10%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

14B. Which of the following programs that provide free books to children that you have heard of or used? — Familiarity with free book sources – Reach Out and Read

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Never heard of	68%	62%	74%	59%	60%	67%	73%	80%	81%	72%	57%	61%	75%
Heard of but not used	22%	26%	19%	28%	26%	24%	19%	16%	15%	20%	30%	26%	18%
Have used	9%	12%	7%	13%	14%	9%	8%	4%	4%	8%	13%	13%	7%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)
	Education (Banner)						Urbanity banner						
	Total	Less than a 4-year college degree			4-year college degree/Postgrad			City	Suburb	Town	Rural	Other	
Never heard of	68%				68%			69%	55%	74%	82%	76%	73%
Heard of but not used	22%				23%			20%	29%	20%	15%	19%	18%
Have used	9%				9%			10%	16%	6%	3%	5%	9%
Totals	99%				100%			99%	100%	100%	100%	100%	100%
Unweighted N	(5,000)				(2,674)			(2,326)	(1,778)	(1,904)	(475)	(830)	(13)
	Marital Status (Banner)			Income (Banner)									
	Total	Married	Not married	Under \$30K/year		\$30K-\$49K/year		\$50K-\$99K/year		\$100K+/year			
Never heard of	68%	68%		69%		69%		75%		65%			68%
Heard of but not used	22%	22%		23%		24%		18%		25%			21%
Have used	9%	10%		8%		7%		7%		10%			11%
Totals	99%	100%		100%		100%		100%		100%			100%
Unweighted N	(5,000)	(3,390)		(1,610)		(722)		(638)		(1,649)			(1,803)

Survey of Parents of Children Ages 0-12 Tabs

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Never heard of	68%	71%	66%	67%	67%	64%	69%	63%	75%
Heard of but not used	22%	19%	24%	24%	24%	22%	22%	24%	20%
Have used	9%	10%	10%	9%	9%	14%	9%	13%	5%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Never heard of	68%	69%	67%
Heard of but not used	22%	21%	23%
Have used	9%	10%	10%
Totals	99%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Never heard of	68%	67%	53%	79%	56%	61%	68%	83%	68%	78%
Heard of but not used	22%	23%	30%	17%	20%	27%	21%	14%	17%	17%
Have used	9%	9%	17%	3%	24%	12%	11%	3%	15%	5%
Totals	99%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

14C. Which of the following programs that provide free books to children that you have heard of or used? — Familiarity with free book sources – Reading Is Fundamental (RIF)

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Never heard of	58%	49%	65%	55%	60%	59%	60%	57%	38%	60%	41%	54%	67%
Heard of but not used	30%	35%	26%	30%	25%	30%	30%	33%	48%	30%	40%	29%	24%
Have used	12%	16%	8%	15%	15%	11%	10%	10%	14%	10%	18%	17%	9%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(4,999)	(2,169)	(2,830)	(647)	(924)	(1,317)	(1,031)	(722)	(358)	(3,079)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Never heard of	58%		58%	57%	45%	61%	70%	66%
Heard of but not used	30%		29%	32%	37%	29%	24%	34%
Have used	12%		12%	11%	18%	10%	5%	0%
Totals	100%		99%	100%	100%	100%	99%	100%
Unweighted N	(4,999)		(2,673)	(2,326)	(1,778)	(1,904)	(475)	(829)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Never heard of	58%	57%	59%	63%	62%	56%	55%
Heard of but not used	30%	31%	29%	26%	29%	31%	31%
Have used	12%	12%	12%	11%	9%	13%	13%
Totals	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(4,999)	(3,389)	(1,610)	(722)	(638)	(1,649)	(1,802)

Survey of Parents of Children Ages 0-12 Tabs



	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Never heard of	58%	55%	54%	58%	55%	54%	56%	55%	64%
Heard of but not used	30%	34%	34%	30%	31%	30%	32%	30%	28%
Have used	12%	11%	12%	12%	14%	15%	12%	15%	8%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(4,999)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,773)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Never heard of	58%	61%	56%
Heard of but not used	30%	26%	31%
Have used	12%	12%	13%
Totals	100%	99%	100%
Unweighted N	(4,999)	(2,497)	(3,656)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Never heard of	58%	55%	44%	74%	59%	58%	55%	65%	71%	66%
Heard of but not used	30%	32%	34%	21%	23%	26%	28%	30%	29%	28%
Have used	12%	13%	22%	5%	18%	16%	16%	5%	0%	6%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(4,999)	(1,422)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

14D. Which of the following programs that provide free books to children that you have heard of or used? — Familiarity with free book sources – Little Free Library

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Never heard of	42%	43%	41%	40%	42%	39%	42%	44%	52%	38%	48%	45%	48%
Heard of but not used	31%	31%	32%	36%	29%	33%	31%	32%	25%	33%	30%	30%	27%
Have used	27%	26%	27%	24%	29%	28%	27%	24%	22%	29%	22%	25%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)				Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad		City	Suburb	Town	Rural	Other
Never heard of	42%		48%		33%	35%	41%	51%	52%
Heard of but not used	31%		29%		35%	34%	33%	26%	28%
Have used	27%		23%		32%	31%	26%	23%	20%
Totals	100%		100%		100%	100%	100%	100%	100%
Unweighted N	(5,000)		(2,674)		(2,326)	(1,778)	(1,904)	(475)	(830)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Never heard of	42%	39%	47%	54%	47%	41%	36%
Heard of but not used	31%	33%	29%	26%	29%	32%	34%
Have used	27%	28%	24%	20%	24%	27%	30%
Totals	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

Survey of Parents of Children Ages 0-12 Tabs

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Never heard of	42%	28%	33%	45%	42%	44%	36%	42%	50%
Heard of but not used	31%	34%	36%	29%	33%	29%	33%	32%	28%
Have used	27%	37%	31%	25%	25%	27%	31%	26%	22%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Never heard of	42%	41%	41%
Heard of but not used	31%	32%	32%
Have used	27%	27%	27%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Never heard of	42%	39%	36%	60%	35%	37%	43%	46%	51%	47%
Heard of but not used	31%	36%	33%	13%	29%	27%	33%	23%	42%	29%
Have used	27%	25%	31%	26%	36%	36%	24%	30%	7%	24%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

14E. Which of the following programs that provide free books to children that you have heard of or used? — Familiarity with free book sources – First Book

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Never heard of	63%	56%	69%	51%	58%	62%	68%	71%	68%	67%	48%	52%	72%
Heard of but not used	22%	27%	17%	28%	25%	22%	19%	18%	19%	21%	30%	27%	13%
Have used	15%	17%	14%	20%	17%	16%	13%	11%	13%	12%	22%	21%	15%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Never heard of	63%		61%	65%	50%	68%	76%	66%
Heard of but not used	22%		23%	21%	27%	21%	15%	34%
Have used	15%		16%	14%	23%	11%	9%	0%
Totals	100%		100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)		(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Never heard of	63%	64%	61%	62%	65%	59%	66%
Heard of but not used	22%	22%	21%	20%	21%	25%	20%
Have used	15%	14%	17%	18%	14%	16%	14%
Totals	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

Survey of Parents of Children Ages 0-12 Tabs

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Never heard of	63%	70%	63%	61%	58%	61%	65%	57%	68%
Heard of but not used	22%	17%	23%	24%	23%	21%	22%	24%	19%
Have used	15%	13%	14%	15%	18%	18%	13%	19%	13%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Never heard of	63%	63%	62%
Heard of but not used	22%	21%	22%
Have used	15%	16%	16%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Never heard of	63%	60%	45%	80%	66%	64%	66%	61%	58%	74%
Heard of but not used	22%	23%	32%	11%	17%	17%	17%	33%	23%	17%
Have used	15%	17%	23%	9%	17%	19%	17%	6%	19%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

14F. Which of the following programs that provide free books to children that you have heard of or used? — Familiarity with free book sources – Book Harvest

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Never heard of	67%	59%	74%	56%	63%	67%	70%	73%	71%	71%	52%	59%	72%
Heard of but not used	22%	26%	19%	28%	23%	22%	21%	19%	19%	20%	33%	23%	19%
Have used	11%	15%	7%	16%	14%	11%	8%	7%	9%	8%	15%	18%	9%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	99%	99%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Never heard of	67%		66%	68%	54%	72%	80%	75%
Heard of but not used	22%		22%	23%	30%	19%	15%	16%
Have used	11%		12%	9%	16%	9%	5%	9%
Totals	100%		100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)		(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Never heard of	67%	67%	66%	67%	68%	63%	68%
Heard of but not used	22%	22%	22%	21%	22%	25%	21%
Have used	11%	11%	12%	11%	10%	12%	11%
Totals	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

Survey of Parents of Children Ages 0-12 Tabs

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Never heard of	67%	71%	66%	65%	61%	65%	68%	61%	71%
Heard of but not used	22%	20%	23%	23%	26%	20%	22%	24%	21%
Have used	11%	9%	11%	11%	13%	15%	10%	14%	7%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	99%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Never heard of	67%	67%	65%
Heard of but not used	22%	22%	23%
Have used	11%	11%	12%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Never heard of	67%	66%	52%	81%	55%	68%	55%	71%	74%	75%
Heard of but not used	22%	24%	29%	10%	36%	19%	25%	19%	16%	18%
Have used	11%	10%	19%	8%	9%	13%	20%	10%	9%	7%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

15. How often do you or another adult in your household read aloud to your child(ren)?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Every day	27%	23%	31%	23%	31%	33%	26%	20%	16%	31%	19%	21%	27%
5–6 times a week	17%	17%	17%	22%	18%	16%	18%	13%	13%	17%	16%	17%	19%
2–4 times a week	25%	27%	23%	32%	28%	26%	22%	20%	25%	24%	28%	28%	23%
About once a week	9%	10%	9%	11%	9%	8%	10%	9%	9%	9%	12%	11%	8%
A few times a month	9%	9%	10%	7%	7%	9%	11%	13%	14%	8%	12%	10%	12%
Rarely or never	12%	14%	10%	5%	7%	8%	13%	24%	23%	11%	13%	13%	10%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Every day	27%		23%	33%	23%	30%	31%	27%
5–6 times a week	17%		17%	17%	17%	17%	14%	18%
2–4 times a week	25%		25%	25%	31%	23%	19%	22%
About once a week	9%		11%	7%	9%	9%	12%	10%
A few times a month	9%		10%	8%	9%	9%	9%	13%
Rarely or never	12%		13%	10%	11%	12%	15%	10%
Totals	99%		99%	100%	100%	100%	100%	100%
Unweighted N	(5,000)		(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Every day	27%	30%	23%	20%	24%	27%	32%
5–6 times a week	17%	17%	17%	16%	16%	18%	16%

Survey of Parents of Children Ages 0-12 Tabs

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
2-4 times a week	25%	25%	25%	23%	29%	26%	24%
About once a week	9%	9%	10%	9%	11%	10%	8%
A few times a month	9%	8%	11%	14%	8%	9%	8%
Rarely or never	12%	11%	14%	18%	11%	10%	11%
Totals	99%	100%	100%	100%	99%	100%	99%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Every day	27%	35%	28%	25%	26%	30%	28%	27%	27%
5-6 times a week	17%	16%	16%	17%	19%	19%	16%	19%	17%
2-4 times a week	25%	21%	26%	27%	25%	27%	25%	27%	22%
About once a week	9%	10%	9%	10%	10%	8%	10%	9%	8%
A few times a month	9%	7%	10%	9%	8%	6%	9%	8%	11%
Rarely or never	12%	11%	11%	12%	11%	10%	12%	10%	14%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Every day	27%	38%	21%
5-6 times a week	17%	19%	17%
2-4 times a week	25%	25%	26%
About once a week	9%	8%	10%
A few times a month	9%	5%	11%

Survey of Parents of Children Ages 0-12 Tabs

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Rarely or never	12%	5%	15%
Totals	99%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Every day	27%	28%	21%	27%	48%	31%	26%	34%	26%	29%
5–6 times a week	17%	19%	19%	26%	22%	21%	16%	12%	21%	14%
2–4 times a week	25%	24%	31%	18%	13%	26%	37%	29%	18%	23%
About once a week	9%	10%	10%	10%	7%	7%	4%	5%	13%	9%
A few times a month	9%	9%	7%	14%	8%	6%	8%	3%	8%	11%
Rarely or never	12%	10%	12%	4%	2%	9%	9%	17%	14%	13%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

16. On days when you read with your child(ren), about how long do you usually spend reading together?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Less than 5 minutes	2%	1%	2%	3%	2%	2%	1%	1%	1%	2%	0%	1%	3%
5–10 minutes	23%	20%	26%	29%	26%	22%	23%	21%	15%	24%	21%	21%	27%
11–20 minutes	38%	38%	38%	36%	36%	40%	39%	40%	32%	39%	36%	35%	41%
21–30 minutes	25%	28%	23%	21%	24%	25%	26%	27%	33%	25%	28%	27%	20%
More than 30 minutes	11%	12%	11%	11%	11%	11%	11%	11%	19%	10%	15%	16%	8%
Not applicable (I don't read with my child(ren))	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(4,425)	(1,887)	(2,538)	(618)	(861)	(1,223)	(893)	(556)	(274)	(2,710)	(500)	(856)	(359)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Less than 5 minutes	2%		2%	1%	1%	4%	2%	0%
5–10 minutes	23%		24%	22%	20%	23%	26%	52%
11–20 minutes	38%		37%	40%	35%	42%	36%	29%
21–30 minutes	25%		26%	24%	29%	24%	24%	3%
More than 30 minutes	11%		11%	12%	15%	10%	9%	16%
Not applicable (I don't read with my child(ren))	0%		0%	0%	0%	0%	0%	0%
Totals	99%		100%	99%	100%	100%	99%	100%
Unweighted N	(4,425)		(2,333)	(2,092)	(1,612)	(1,665)	(404)	(13)

Survey of Parents of Children Ages 0-12 Tabs



	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Less than 5 minutes	2%	1%	2%	3%	2%	1%	1%
5–10 minutes	23%	24%	23%	28%	28%	22%	22%
11–20 minutes	38%	39%	37%	31%	35%	39%	40%
21–30 minutes	25%	24%	26%	25%	26%	26%	25%
More than 30 minutes	11%	11%	12%	13%	8%	11%	12%
Not applicable (I don't read with my child(ren))	0%	0%	0%	0%	0%	0%	0%
Totals	99%	99%	100%	100%	99%	99%	100%
Unweighted N	(4,425)	(3,033)	(1,392)	(611)	(564)	(1,492)	(1,601)

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Less than 5 minutes	2%	1%	1%	2%	1%	1%	1%	1%	2%
5–10 minutes	23%	17%	21%	24%	25%	25%	22%	23%	25%
11–20 minutes	38%	39%	38%	39%	39%	38%	39%	39%	35%
21–30 minutes	25%	28%	27%	24%	25%	25%	26%	26%	25%
More than 30 minutes	11%	15%	12%	11%	10%	11%	12%	11%	12%
Not applicable (I don't read with my child(ren))	0%	0%	0%	0%	0%	0%	0%	0%	1%
Totals	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(4,425)	(511)	(817)	(1,461)	(775)	(453)	(1,857)	(1,597)	(788)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Less than 5 minutes	2%	2%	1%
5–10 minutes	23%	28%	20%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
11–20 minutes	38%	38%	39%
21–30 minutes	25%	22%	28%
More than 30 minutes	11%	9%	12%
Not applicable (I don't read with my child(ren))	0%	0%	0%
Totals	99%	99%	100%
Unweighted N	(4,425)	(2,406)	(3,129)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Less than 5 minutes	2%	1%	1%	4%	0%	0%	4%	12%	0%	2%
5–10 minutes	23%	26%	19%	24%	8%	12%	32%	14%	2%	26%
11–20 minutes	38%	38%	38%	50%	50%	51%	33%	42%	77%	36%
21–30 minutes	25%	24%	27%	10%	23%	21%	17%	30%	21%	26%
More than 30 minutes	11%	10%	15%	10%	19%	15%	14%	2%	0%	10%
Not applicable (I don't read with my child(ren))	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(4,425)	(1,272)	(1,080)	(59)	(39)	(113)	(60)	(33)	(19)	(1,750)

Survey of Parents of Children Ages 0-12 Tabs

17. Outside of looking at social media, how much time do YOU spend reading on a typical day (for work or pleasure)?

	Gender banner		Age (Banner)							Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
I don't typically read each day	19%	17%	22%	22%	21%	20%	17%	19%	22%	19%	20%	19%	22%
Less than 10 minutes	10%	9%	11%	11%	9%	10%	12%	9%	6%	10%	10%	8%	13%
10–20 minutes	24%	26%	21%	27%	26%	23%	24%	20%	18%	24%	23%	23%	24%
21–30 minutes	20%	21%	19%	19%	19%	22%	19%	19%	16%	20%	16%	23%	18%
More than 30 minutes	27%	27%	27%	20%	25%	25%	28%	33%	38%	27%	31%	26%	23%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
I don't typically read each day	19%	23%	15%	16%	20%	24%	22%	8%
Less than 10 minutes	10%	11%	9%	9%	9%	12%	13%	5%
10–20 minutes	24%	24%	23%	23%	24%	25%	24%	24%
21–30 minutes	20%	18%	22%	23%	19%	15%	18%	23%
More than 30 minutes	27%	24%	31%	29%	28%	23%	23%	40%
Totals	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(5,000)	(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
I don't typically read each day	19%	18%	22%	27%	24%	17%	16%

Survey of Parents of Children Ages 0-12 Tabs

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Less than 10 minutes	10%	10%	10%	11%	11%	11%	9%
10–20 minutes	24%	24%	22%	22%	24%	25%	23%
21–30 minutes	20%	21%	18%	18%	18%	21%	20%
More than 30 minutes	27%	27%	27%	22%	23%	26%	32%
Totals	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
I don't typically read each day	19%	16%	16%	20%	19%	18%	18%	18%	22%
Less than 10 minutes	10%	6%	10%	9%	12%	10%	9%	10%	12%
10–20 minutes	24%	22%	20%	25%	24%	26%	23%	26%	22%
21–30 minutes	20%	24%	24%	18%	20%	20%	21%	21%	17%
More than 30 minutes	27%	32%	29%	28%	25%	26%	29%	25%	27%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
I don't typically read each day	19%	21%	18%
Less than 10 minutes	10%	11%	9%
10–20 minutes	24%	25%	23%
21–30 minutes	20%	20%	20%

Survey of Parents of Children Ages 0-12 Tabs

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
More than 30 minutes	27%	23%	30%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
I don't typically read each day	19%	16%	17%	20%	9%	10%	27%	12%	32%	23%
Less than 10 minutes	10%	12%	7%	16%	5%	5%	13%	23%	6%	10%
10–20 minutes	24%	25%	24%	24%	40%	26%	22%	29%	35%	21%
21–30 minutes	20%	20%	23%	7%	23%	26%	17%	13%	17%	18%
More than 30 minutes	27%	27%	28%	33%	23%	33%	21%	22%	10%	27%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

18. If you read with your child(ren), what are the circumstances in which you read together? (Select all that apply)

	Total	Gender banner		Age (Banner)						Race (Banner)			
		Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Circumstances of reading with child - At bedtime or before naps	85%	84%	86%	84%	87%	86%	84%	82%	84%	87%	79%	82%	87%
Circumstances of reading with child - When my child wakes up	10%	11%	10%	17%	11%	10%	8%	7%	5%	9%	15%	11%	11%
Circumstances of reading with child - At bathtime	10%	11%	10%	15%	11%	9%	10%	7%	12%	8%	18%	16%	7%
Circumstances of reading with child - At meals	8%	8%	7%	11%	10%	7%	5%	6%	5%	6%	14%	9%	5%
Circumstances of reading with child - In the car	11%	12%	10%	15%	16%	9%	9%	9%	6%	9%	16%	14%	13%
Circumstances of reading with child - In waiting rooms or other public spaces	25%	22%	27%	27%	28%	24%	23%	23%	23%	25%	27%	23%	25%
Circumstances of reading with child - At the library	26%	27%	26%	29%	28%	27%	26%	22%	20%	24%	30%	31%	29%
Circumstances of reading with child - Other	12%	9%	14%	8%	12%	11%	12%	14%	20%	14%	10%	8%	11%
Circumstances of reading with child - None of the above	2%	3%	1%	1%	2%	1%	2%	3%	3%	1%	1%	2%	3%
Unweighted N	(4,424)	(1,886)	(2,538)	(618)	(861)	(1,222)	(893)	(556)	(274)	(2,709)	(500)	(856)	(359)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Education (Banner)		Urbanity banner				
		Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Circumstances of reading with child - At bedtime or before naps	85%	83%	87%	83%	87%	85%	86%	85%
Circumstances of reading with child - When my child wakes up	10%	9%	11%	15%	8%	7%	7%	15%
Circumstances of reading with child - At bathtime	10%	12%	8%	13%	10%	7%	7%	15%
Circumstances of reading with child - At meals	8%	7%	8%	9%	8%	5%	5%	7%
Circumstances of reading with child - In the car	11%	11%	12%	15%	10%	8%	9%	17%
Circumstances of reading with child - In waiting rooms or other public spaces	25%	24%	25%	27%	23%	24%	24%	50%
Circumstances of reading with child - At the library	26%	25%	28%	30%	26%	25%	21%	43%
Circumstances of reading with child - Other	12%	12%	12%	8%	13%	15%	16%	16%
Circumstances of reading with child - None of the above	2%	2%	1%	2%	1%	3%	2%	5%
Unweighted N	(4,424)	(2,332)	(2,092)	(1,611)	(1,665)	(404)	(731)	(13)

Survey of Parents of Children Ages 0-12 Tabs



	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Circumstances of reading with child - At bedtime or before naps	85%	84%	86%	81%	86%	84%	88%
Circumstances of reading with child - When my child wakes up	10%	12%	7%	9%	9%	10%	12%
Circumstances of reading with child - At bathtime	10%	9%	12%	12%	13%	11%	9%
Circumstances of reading with child - At meals	8%	8%	7%	9%	6%	9%	7%
Circumstances of reading with child - In the car	11%	12%	10%	10%	10%	12%	12%
Circumstances of reading with child - In waiting rooms or other public spaces	25%	24%	27%	25%	27%	24%	25%
Circumstances of reading with child - At the library	26%	27%	25%	25%	25%	26%	27%
Circumstances of reading with child - Other	12%	12%	12%	12%	10%	12%	11%
Circumstances of reading with child - None of the above	2%	2%	2%	4%	2%	1%	1%
Unweighted N	(4,424)	(3,033)	(1,391)	(611)	(564)	(1,491)	(1,601)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Circumstances of reading with child - At bedtime or before naps	85%	89%	85%	85%	85%	80%	87%	83%	85%
Circumstances of reading with child - When my child wakes up	10%	12%	9%	10%	11%	13%	10%	11%	10%
Circumstances of reading with child - At bathtime	10%	9%	10%	11%	10%	14%	11%	11%	10%
Circumstances of reading with child - At meals	8%	9%	9%	7%	7%	11%	8%	8%	6%
Circumstances of reading with child - In the car	11%	14%	10%	11%	11%	13%	11%	13%	8%
Circumstances of reading with child - In waiting rooms or other public spaces	25%	25%	24%	26%	23%	24%	25%	25%	23%
Circumstances of reading with child - At the library	26%	33%	26%	26%	26%	27%	28%	27%	22%
Circumstances of reading with child - Other	12%	12%	11%	9%	13%	14%	11%	12%	15%
Circumstances of reading with child - None of the above	2%	1%	3%	1%	1%	2%	2%	2%	2%
Unweighted N	(4,424)	(511)	(817)	(1,461)	(774)	(453)	(1,857)	(1,596)	(788)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Circumstances of reading with child - At bedtime or before naps	85%	87%	84%
Circumstances of reading with child - When my child wakes up	10%	13%	9%
Circumstances of reading with child - At bathtime	10%	11%	10%
Circumstances of reading with child - At meals	8%	8%	7%
Circumstances of reading with child - In the car	11%	12%	11%
Circumstances of reading with child - In waiting rooms or other public spaces	25%	27%	25%
Circumstances of reading with child - At the library	26%	28%	27%
Circumstances of reading with child - Other	12%	13%	11%
Circumstances of reading with child - None of the above	2%	1%	2%
Unweighted N	(4,424)	(2,406)	(3,128)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Circumstances of reading with child - At bedtime or before naps	85%	85%	81%	82%	86%	85%	72%	82%	88%	88%
Circumstances of reading with child - When my child wakes up	10%	10%	14%	13%	23%	14%	9%	20%	0%	8%
Circumstances of reading with child - At bathtime	10%	11%	14%	13%	6%	10%	7%	22%	0%	8%
Circumstances of reading with child - At meals	8%	7%	11%	3%	6%	11%	7%	24%	13%	5%
Circumstances of reading with child - In the car	11%	13%	13%	5%	13%	8%	7%	13%	17%	9%
Circumstances of reading with child - In waiting rooms or other public spaces	25%	25%	28%	27%	33%	29%	9%	36%	22%	23%
Circumstances of reading with child - At the library	26%	26%	31%	30%	19%	29%	36%	44%	21%	23%
Circumstances of reading with child - Other	12%	15%	7%	11%	9%	9%	15%	5%	0%	12%
Circumstances of reading with child - None of the above	2%	2%	2%	7%	0%	1%	0%	0%	7%	2%
Unweighted N	(4,424)	(1,271)	(1,080)	(59)	(39)	(113)	(60)	(33)	(19)	(1,750)

Survey of Parents of Children Ages 0-12 Tabs

19. What, if anything, makes it difficult for you to read with your child(ren) as often as you would like? (Select all that apply)

	Total	Gender banner		Age (Banner)						Race (Banner)			
		Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Barriers to reading with child - Lack of time due to work or other responsibilities	39%	40%	38%	36%	38%	41%	43%	37%	33%	39%	37%	40%	41%
Barriers to reading with child - My child won't sit still or has a short attention span	26%	24%	28%	34%	29%	27%	21%	21%	29%	28%	22%	25%	24%
Barriers to reading with child - My child is not interested in books	10%	10%	10%	13%	10%	9%	9%	13%	10%	10%	8%	10%	12%
Barriers to reading with child - I don't have enough children's books in my home	5%	5%	5%	6%	7%	4%	4%	4%	4%	4%	6%	7%	5%
Barriers to reading with child - I don't have books my child is interested in	5%	6%	4%	6%	5%	4%	5%	6%	6%	4%	5%	8%	4%
Barriers to reading with child - I'm not confident in my own reading skills	3%	3%	2%	4%	3%	2%	3%	1%	3%	2%	3%	3%	3%
Barriers to reading with child - Language barriers (books not in my language)	2%	2%	2%	5%	2%	2%	2%	2%	1%	2%	4%	3%	2%

Survey of Parents of Children Ages 0-12 Tabs

		Gender banner		Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Barriers to reading with child - I'm too tired at the end of the day	28%	27%	30%	27%	31%	30%	30%	24%	18%	27%	27%	31%	33%
Barriers to reading with child - Other	4%	4%	4%	2%	2%	3%	6%	9%	8%	5%	2%	2%	5%
Barriers to reading with child - There is nothing that makes it difficult	30%	30%	29%	27%	29%	30%	30%	32%	33%	30%	37%	28%	27%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

		Education (Banner)		Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Barriers to reading with child - Lack of time due to work or other responsibilities	39%	38%	42%	40%	39%	40%	39%	34%
Barriers to reading with child - My child won't sit still or has a short attention span	26%	29%	23%	23%	26%	29%	32%	26%
Barriers to reading with child - My child is not interested in books	10%	11%	9%	10%	10%	11%	12%	7%
Barriers to reading with child - I don't have enough children's books in my home	5%	6%	3%	6%	5%	3%	5%	0%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Education (Banner)		Urbanity banner				
		Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Barriers to reading with child - I don't have books my child is interested in	5%	6%	4%	5%	6%	4%	5%	0%
Barriers to reading with child - I'm not confident in my own reading skills	3%	3%	2%	3%	3%	3%	2%	0%
Barriers to reading with child - Language barriers (books not in my language)	2%	2%	2%	3%	2%	2%	2%	0%
Barriers to reading with child - I'm too tired at the end of the day	28%	26%	31%	30%	29%	25%	26%	24%
Barriers to reading with child - Other	4%	4%	5%	3%	5%	5%	5%	7%
Barriers to reading with child - There is nothing that makes it difficult	30%	28%	32%	30%	31%	27%	28%	42%
Unweighted N	(5,000)	(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Barriers to reading with child - Lack of time due to work or other responsibilities	39%	40%	38%	34%	40%	41%	40%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Barriers to reading with child - My child won't sit still or has a short attention span	26%	24%	30%	32%	34%	27%	21%
Barriers to reading with child - My child is not interested in books	10%	9%	12%	12%	11%	11%	9%
Barriers to reading with child - I don't have enough children's books in my home	5%	4%	7%	9%	5%	5%	3%
Barriers to reading with child - I don't have books my child is interested in	5%	4%	7%	5%	7%	6%	4%
Barriers to reading with child - I'm not confident in my own reading skills	3%	3%	3%	3%	2%	3%	2%
Barriers to reading with child - Language barriers (books not in my language)	2%	2%	2%	2%	2%	3%	2%
Barriers to reading with child - I'm too tired at the end of the day	28%	31%	24%	22%	29%	28%	31%
Barriers to reading with child - Other	4%	5%	4%	3%	4%	3%	6%

Survey of Parents of Children Ages 0-12 Tabs

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Barriers to reading with child - There is nothing that makes it difficult	30%	30%	29%	30%	26%	28%	32%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Barriers to reading with child - Lack of time due to work or other responsibilities	39%	36%	43%	40%	39%	39%	40%	41%	37%
Barriers to reading with child - My child won't sit still or has a short attention span	26%	26%	25%	26%	29%	24%	25%	27%	27%
Barriers to reading with child - My child is not interested in books	10%	11%	9%	11%	10%	10%	10%	11%	10%
Barriers to reading with child - I don't have enough children's books in my home	5%	2%	6%	5%	5%	6%	5%	5%	5%
Barriers to reading with child - I don't have books my child is interested in	5%	4%	5%	5%	5%	5%	5%	5%	4%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Barriers to reading with child - I'm not confident in my own reading skills	3%	1%	2%	2%	4%	3%	2%	4%	2%
Barriers to reading with child - Language barriers (books not in my language)	2%	2%	2%	2%	2%	3%	2%	3%	2%
Barriers to reading with child - I'm too tired at the end of the day	28%	28%	32%	28%	31%	25%	30%	30%	25%
Barriers to reading with child - Other	4%	6%	5%	4%	3%	5%	5%	3%	5%
Barriers to reading with child - There is nothing that makes it difficult	30%	35%	28%	30%	27%	31%	31%	28%	30%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Barriers to reading with child - Lack of time due to work or other responsibilities	39%	41%	41%
Barriers to reading with child - My child won't sit still or has a short attention span	26%	31%	24%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Barriers to reading with child - My child is not interested in books	10%	8%	11%
Barriers to reading with child - I don't have enough children's books in my home	5%	6%	5%
Barriers to reading with child - I don't have books my child is interested in	5%	4%	5%
Barriers to reading with child - I'm not confident in my own reading skills	3%	2%	3%
Barriers to reading with child - Language barriers (books not in my language)	2%	3%	2%
Barriers to reading with child - I'm too tired at the end of the day	28%	31%	30%
Barriers to reading with child - Other	4%	2%	5%
Barriers to reading with child - There is nothing that makes it difficult	30%	29%	30%
Unweighted N	(5,000)	(2,497)	(3,657)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Barriers to reading with child - Lack of time due to work or other responsibilities	39%	42%	42%	37%	41%	31%	39%	39%	42%	36%
Barriers to reading with child - My child won't sit still or has a short attention span	26%	26%	23%	25%	16%	19%	22%	23%	13%	29%
Barriers to reading with child - My child is not interested in books	10%	9%	10%	17%	22%	8%	10%	13%	5%	11%
Barriers to reading with child - I don't have enough children's books in my home	5%	4%	5%	2%	2%	1%	10%	14%	6%	6%
Barriers to reading with child - I don't have books my child is interested in	5%	4%	7%	0%	0%	2%	3%	6%	8%	5%
Barriers to reading with child - I'm not confident in my own reading skills	3%	3%	4%	2%	0%	0%	7%	5%	18%	1%
Barriers to reading with child - Language barriers (books not in my language)	2%	2%	5%	0%	3%	2%	3%	16%	0%	1%
Barriers to reading with child - I'm too tired at the end of the day	28%	30%	32%	40%	24%	19%	26%	28%	34%	26%

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Barriers to reading with child - Other	4%	5%	3%	4%	0%	8%	6%	5%	0%	5%
Barriers to reading with child - There is nothing that makes it difficult	30%	28%	30%	32%	40%	45%	26%	22%	42%	30%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs



20. Which of the following are regular parts of your home life? (Select all that apply)

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Regular parts of home life with children - We have special places where children's books are kept	57%	55%	59%	54%	55%	59%	61%	55%	54%	63%	47%	47%	57%
Regular parts of home life with children - My child(ren) see adults in our home reading for pleasure	45%	43%	47%	35%	43%	46%	49%	47%	56%	51%	38%	41%	37%
Regular parts of home life with children - We visit the library together	47%	45%	48%	36%	43%	51%	52%	47%	42%	50%	38%	43%	46%
Regular parts of home life with children - We talk about stories, pictures, or characters outside of reading time	60%	59%	62%	59%	62%	65%	59%	56%	56%	62%	64%	57%	58%
Regular parts of home life with children - We sing songs, tell stories, or play word games together	57%	52%	61%	61%	61%	59%	56%	45%	51%	58%	54%	55%	54%
Regular parts of home life with children - None of the above	7%	8%	6%	6%	7%	5%	5%	11%	11%	6%	8%	8%	8%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Education (Banner)		Urbanity banner				
		Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Regular parts of home life with children - We have special places where children's books are kept	57%	49%	69%	55%	60%	56%	55%	76%
Regular parts of home life with children - My child(ren) see adults in our home reading for pleasure	45%	37%	56%	40%	51%	43%	46%	51%
Regular parts of home life with children - We visit the library together	47%	39%	57%	44%	53%	46%	38%	44%
Regular parts of home life with children - We talk about stories, pictures, or characters outside of reading time	60%	56%	67%	62%	61%	60%	56%	53%
Regular parts of home life with children - We sing songs, tell stories, or play word games together	57%	53%	61%	57%	57%	52%	57%	65%
Regular parts of home life with children - None of the above	7%	9%	4%	6%	6%	9%	10%	0%
Unweighted N	(5,000)	(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Regular parts of home life with children - We have special places where children's books are kept	57%	62%	49%	36%	53%	58%	68%
Regular parts of home life with children - My child(ren) see adults in our home reading for pleasure	45%	49%	39%	31%	40%	46%	53%
Regular parts of home life with children - We visit the library together	47%	50%	41%	34%	38%	46%	55%
Regular parts of home life with children - We talk about stories, pictures, or characters outside of reading time	60%	61%	59%	54%	61%	60%	64%
Regular parts of home life with children - We sing songs, tell stories, or play word games together	57%	59%	53%	48%	52%	58%	60%
Regular parts of home life with children - None of the above	7%	6%	9%	15%	8%	5%	4%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Regular parts of home life with children - We have special places where children's books are kept	57%	68%	62%	55%	58%	59%	61%	59%	52%
Regular parts of home life with children - My child(ren) see adults in our home reading for pleasure	45%	64%	49%	43%	42%	48%	51%	43%	43%
Regular parts of home life with children - We visit the library together	47%	60%	53%	44%	43%	50%	52%	44%	44%
Regular parts of home life with children - We talk about stories, pictures, or characters outside of reading time	60%	70%	62%	58%	59%	63%	64%	60%	57%
Regular parts of home life with children - We sing songs, tell stories, or play word games together	57%	61%	58%	55%	58%	57%	58%	57%	53%
Regular parts of home life with children - None of the above	7%	3%	5%	8%	7%	6%	6%	6%	8%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Regular parts of home life with children - We have special places where children's books are kept	57%	62%	56%
Regular parts of home life with children - My child(ren) see adults in our home reading for pleasure	45%	42%	48%
Regular parts of home life with children - We visit the library together	47%	45%	49%
Regular parts of home life with children - We talk about stories, pictures, or characters outside of reading time	60%	63%	60%
Regular parts of home life with children - We sing songs, tell stories, or play word games together	57%	65%	53%
Regular parts of home life with children - None of the above	7%	6%	7%
Unweighted N	(5,000)	(2,497)	(3,657)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Regular parts of home life with children - We have special places where children's books are kept	57%	61%	53%	71%	73%	73%	57%	54%	52%	56%
Regular parts of home life with children - My child(ren) see adults in our home reading for pleasure	45%	47%	43%	38%	45%	68%	34%	33%	13%	46%
Regular parts of home life with children - We visit the library together	47%	48%	45%	52%	47%	62%	48%	62%	53%	45%
Regular parts of home life with children - We talk about stories, pictures, or characters outside of reading time	60%	64%	60%	58%	68%	69%	63%	48%	69%	58%
Regular parts of home life with children - We sing songs, tell stories, or play word games together	57%	60%	56%	70%	58%	70%	64%	58%	46%	53%
Regular parts of home life with children - None of the above	7%	5%	6%	9%	4%	6%	5%	5%	6%	9%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

21. How much do you agree or disagree with the following statement: "Having books in the home helps children succeed in school."

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Strongly agree	72%	69%	74%	65%	72%	71%	76%	70%	74%	74%	70%	69%	68%
Somewhat agree	26%	29%	24%	31%	26%	27%	22%	27%	25%	24%	29%	29%	28%
Somewhat disagree	2%	2%	2%	3%	2%	1%	2%	2%	1%	1%	1%	1%	4%
Strongly disagree	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)			Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Strongly agree	72%		67%	79%	69%	74%	71%	73%
Somewhat agree	26%		30%	20%	28%	25%	27%	24%
Somewhat disagree	2%		2%	1%	2%	1%	1%	2%
Strongly disagree	0%		1%	0%	1%	0%	0%	0%
Totals	100%		100%	100%	100%	100%	99%	99%
Unweighted N	(5,000)		(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Strongly agree	72%	75%	66%	62%	70%	70%	78%
Somewhat agree	26%	24%	30%	34%	28%	27%	21%
Somewhat disagree	2%	1%	2%	3%	1%	2%	1%
Strongly disagree	0%	0%	1%	1%	1%	0%	0%
Totals	100%	100%	99%	100%	100%	99%	100%

Survey of Parents of Children Ages 0-12 Tabs

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Strongly agree	72%	86%	76%	67%	71%	80%	77%	71%	64%
Somewhat agree	26%	13%	22%	31%	27%	19%	21%	27%	33%
Somewhat disagree	2%	1%	2%	2%	2%	0%	1%	2%	3%
Strongly disagree	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Strongly agree	72%	74%	71%
Somewhat agree	26%	24%	27%
Somewhat disagree	2%	2%	2%
Strongly disagree	0%	0%	0%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Strongly agree	72%	75%	70%	84%	83%	73%	60%	68%	53%	71%
Somewhat agree	26%	24%	27%	14%	17%	24%	37%	29%	47%	27%

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Somewhat disagree	2%	1%	2%	0%	0%	2%	3%	3%	0%	2%
Strongly disagree	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

22. Do you think it matters whether children own books versus borrowing them from the library?

	Total	Gender banner		Age (Banner)						Race (Banner)			
		Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Yes, owning books is important—they become the child's own	51%	56%	47%	57%	55%	50%	50%	46%	52%	51%	53%	54%	47%
It doesn't matter as long as they have books to read	42%	37%	46%	37%	38%	43%	44%	45%	39%	43%	41%	37%	43%
Borrowing is better—more variety, less clutter	3%	4%	3%	2%	4%	3%	3%	4%	6%	3%	2%	4%	7%
Don't know	3%	3%	4%	4%	3%	4%	3%	5%	3%	3%	3%	5%	3%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Total	Education (Banner)		Urbanity banner				
		Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Yes, owning books is important—they become the child’s own	51%	52%	51%	56%	48%	48%	52%	53%
It doesn’t matter as long as they have books to read	42%	40%	44%	36%	46%	47%	41%	26%
Borrowing is better—more variety, less clutter	3%	4%	3%	4%	3%	3%	3%	16%
Don’t know	3%	4%	2%	4%	3%	2%	4%	5%
Totals	99%	100%	100%	100%	100%	100%	100%	100%

Survey of Parents of Children Ages 0-12 Tabs

	Education (Banner)			Urbanity banner					
	Total	Less than a 4-year college degree	4-year college degree/Postgrad	City	Suburb	Town	Rural	Other	
Unweighted N	(5,000)	(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)	(13)	
	Marital Status (Banner)		Income (Banner)						
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year		
Yes, owning books is important—they become the child’s own	51%	51%	51%	50%	51%	53%	51%		
It doesn’t matter as long as they have books to read	42%	42%	41%	39%	42%	41%	44%		
Borrowing is better—more variety, less clutter	3%	3%	4%	4%	4%	3%	3%		
Don’t know	3%	3%	4%	7%	3%	3%	2%		
Totals	99%	99%	100%	100%	100%	100%	100%		
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)		
	Ideology banner					Party ID banner			
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Yes, owning books is important—they become the child’s own	51%	50%	47%	49%	59%	64%	48%	59%	47%
It doesn’t matter as long as they have books to read	42%	45%	46%	45%	35%	30%	47%	35%	43%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Borrowing is better—more variety, less clutter	3%	2%	4%	3%	3%	3%	3%	3%	4%
Don't know	3%	2%	3%	3%	3%	2%	2%	3%	5%
Totals	99%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Yes, owning books is important—they become the child's own	51%	52%	52%
It doesn't matter as long as they have books to read	42%	41%	41%
Borrowing is better—more variety, less clutter	3%	3%	4%
Don't know	3%	4%	3%
Totals	99%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

Survey of Parents of Children Ages 0-12 Tabs

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Yes, owning books is important—they become the child's own	51%	55%	55%	49%	65%	55%	49%	61%	39%	46%
It doesn't matter as long as they have books to read	42%	40%	36%	41%	33%	39%	40%	36%	54%	46%
Borrowing is better—more variety, less clutter	3%	2%	4%	7%	2%	1%	7%	1%	7%	4%
Don't know	3%	2%	4%	2%	0%	5%	4%	2%	0%	4%
Totals	99%	99%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

23. This section asks about your child's relationship with books and reading. If you have multiple children ages 0–12, please answer about your oldest child in that age range. Does your child have a favorite book that they ask to read again and again?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Yes, they have clear favorites they return to often	40%	38%	41%	40%	45%	41%	37%	38%	31%	40%	36%	41%	39%
Yes, they have some favorites	39%	42%	37%	36%	35%	40%	43%	39%	47%	40%	37%	36%	44%
No	15%	15%	16%	11%	13%	14%	17%	21%	20%	15%	20%	16%	12%
Too young to say / Not applicable	6%	5%	6%	13%	7%	5%	3%	2%	2%	5%	7%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)

	Education (Banner)				Urbanity banner				
	Total	Less than a 4-year college degree		4-year college degree/Postgrad	City	Suburb	Town	Rural	Other
Yes, they have clear favorites they return to often	40%			37%	43%	40%	39%	38%	59%
Yes, they have some favorites	39%			37%	42%	39%	42%	37%	19%
No	15%			18%	12%	15%	14%	18%	5%
Too young to say / Not applicable	6%			7%	3%	6%	5%	6%	17%
Totals	100%			99%	100%	100%	100%	99%	100%
Unweighted N	(5,000)			(2,674)	(2,326)	(1,778)	(1,904)	(475)	(830)

Survey of Parents of Children Ages 0-12 Tabs



	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Yes, they have clear favorites they return to often	40%	41%	38%	35%	40%	39%	42%
Yes, they have some favorites	39%	40%	37%	33%	36%	41%	42%
No	15%	14%	18%	24%	17%	13%	13%
Too young to say / Not applicable	6%	5%	7%	8%	7%	6%	3%
Totals	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Ideology banner						Party ID banner		
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Yes, they have clear favorites they return to often	40%	46%	35%	37%	42%	55%	40%	43%	35%
Yes, they have some favorites	39%	39%	43%	42%	40%	31%	41%	37%	41%
No	15%	12%	16%	15%	14%	11%	15%	15%	17%
Too young to say / Not applicable	6%	2%	6%	6%	4%	3%	4%	5%	7%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Yes, they have clear favorites they return to often	40%	43%	38%
Yes, they have some favorites	39%	36%	42%
No	15%	12%	17%
Too young to say / Not applicable	6%	9%	3%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Yes, they have clear favorites they return to often	40%	42%	40%	33%	55%	49%	39%	44%	28%	37%
Yes, they have some favorites	39%	40%	41%	32%	30%	34%	49%	38%	55%	38%
No	15%	13%	13%	23%	5%	13%	10%	12%	17%	18%
Too young to say / Not applicable	6%	4%	6%	12%	9%	4%	2%	6%	0%	6%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)

Survey of Parents of Children Ages 0-12 Tabs

24. Is your child currently reading at, above, or below grade level?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Above grade level	38%	41%	34%	21%	30%	37%	42%	49%	48%	39%	32%	33%	44%
At grade level	46%	46%	47%	54%	50%	48%	46%	37%	37%	46%	53%	50%	34%
Below grade level	8%	7%	9%	12%	10%	7%	6%	9%	11%	8%	7%	9%	9%
Don't know	8%	6%	10%	13%	10%	8%	6%	5%	3%	6%	8%	8%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(4,539)	(2,011)	(2,528)	(485)	(802)	(1,214)	(988)	(706)	(344)	(2,788)	(525)	(873)	(353)

	Education (Banner)				Urbanity banner				
	Total	Less than a 4-year college degree	4-year college degree/Postgrad		City	Suburb	Town	Rural	Other
Above grade level	38%	34%	42%		31%	43%	33%	41%	48%
At grade level	46%	47%	45%		53%	43%	46%	41%	23%
Below grade level	8%	10%	6%		8%	7%	10%	11%	7%
Don't know	8%	8%	7%		7%	7%	11%	7%	22%
Totals	100%	99%	100%		99%	100%	100%	100%	100%
Unweighted N	(4,539)	(2,388)	(2,151)		(1,634)	(1,744)	(417)	(734)	(10)

	Marital Status (Banner)			Income (Banner)			
	Total	Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Above grade level	38%	38%	37%	26%	39%	38%	40%
At grade level	46%	47%	46%	46%	43%	48%	48%
Below grade level	8%	7%	10%	16%	11%	8%	5%
Don't know	8%	8%	7%	12%	7%	6%	7%
Totals	100%	100%	100%	100%	100%	100%	100%

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	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Unweighted N	(4,539)	(3,099)	(1,440)	(627)	(571)	(1,501)	(1,667)

	Ideology banner					Party ID banner			
	Total	Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Above grade level	38%	47%	37%	36%	39%	40%	39%	37%	38%
At grade level	46%	38%	48%	50%	46%	44%	46%	48%	45%
Below grade level	8%	7%	8%	7%	8%	9%	8%	8%	9%
Don't know	8%	8%	6%	7%	6%	7%	7%	7%	8%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(4,539)	(519)	(851)	(1,497)	(804)	(463)	(1,929)	(1,623)	(813)

		Child Ages banner	
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Above grade level	38%	29%	42%
At grade level	46%	47%	48%
Below grade level	8%	9%	7%
Don't know	8%	15%	3%
Totals	100%	100%	100%
Unweighted N	(4,539)	(2,036)	(3,657)

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Above grade level	38%	41%	31%	40%	43%	37%	34%	45%	60%	38%
At grade level	46%	44%	57%	37%	41%	52%	47%	50%	35%	42%

	Religion (Banner)									
	Total	Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Below grade level	8%	8%	7%	9%	16%	4%	10%	2%	4%	9%
Don't know	8%	7%	5%	14%	0%	7%	9%	2%	0%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	99%	99%
Unweighted N	(4,539)	(1,309)	(1,097)	(54)	(31)	(114)	(60)	(33)	(16)	(1,825)

Survey of Parents of Children Ages 0-12 Tabs

25. Does your child look at or read books on their own (not being read to by an adult)?

	Gender banner			Age (Banner)						Race (Banner)			
	Total	Male	Female	18-29	30-34	35-39	40-44	45-54	55+	White	Black	Hispanic	Other race
Yes, often—they regularly look at or read books independently	46%	46%	47%	35%	45%	48%	50%	49%	46%	47%	43%	46%	47%
Yes, sometimes	39%	40%	37%	42%	38%	39%	37%	37%	41%	38%	42%	39%	35%
Rarely	8%	8%	9%	9%	8%	8%	8%	9%	8%	9%	8%	8%	10%
No	7%	6%	7%	14%	9%	5%	4%	5%	5%	6%	7%	7%	8%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(2,169)	(2,831)	(647)	(924)	(1,317)	(1,031)	(723)	(358)	(3,080)	(565)	(953)	(402)
	Education (Banner)						Urbanity banner						
	Total	Less than a 4-year college degree			4-year college degree/Postgrad			City	Suburb	Town	Rural	Other	
Yes, often—they regularly look at or read books independently	46%				43%			50%	45%	48%	43%	47%	48%
Yes, sometimes	39%				39%			38%	39%	39%	38%	36%	25%
Rarely	8%				9%			8%	8%	8%	13%	10%	0%
No	7%				8%			4%	8%	5%	6%	7%	27%
Totals	100%				99%			100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)				(2,674)			(2,326)	(1,778)	(1,904)	(475)	(830)	(13)

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	Total	Marital Status (Banner)		Income (Banner)			
		Married	Not married	Under \$30K/year	\$30K-\$49K/year	\$50K-\$99K/year	\$100K+/year
Yes, often—they regularly look at or read books independently	46%	48%	43%	40%	46%	45%	49%
Yes, sometimes	39%	38%	40%	40%	39%	40%	37%
Rarely	8%	8%	9%	9%	8%	8%	9%
No	7%	6%	7%	11%	7%	7%	5%
Totals	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(5,000)	(3,390)	(1,610)	(722)	(638)	(1,649)	(1,803)

	Total	Ideology banner					Party ID banner		
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Democrat	Republican	Independent
Yes, often—they regularly look at or read books independently	46%	53%	47%	45%	44%	54%	47%	46%	45%
Yes, sometimes	39%	34%	40%	40%	41%	33%	39%	39%	41%
Rarely	8%	8%	8%	8%	10%	7%	8%	9%	7%
No	7%	5%	5%	7%	5%	6%	6%	6%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(5,000)	(584)	(925)	(1,643)	(875)	(500)	(2,109)	(1,774)	(904)

	Child Ages banner		
	Total	Parent of child ages 0-5	Parent of child ages 6-12
Yes, often—they regularly look at or read books independently	46%	42%	51%
Yes, sometimes	39%	38%	39%

Survey of Parents of Children Ages 0-12 Tabs

	Total	Child Ages banner	
		Parent of child ages 0-5	Parent of child ages 6-12
Rarely	8%	9%	7%
No	7%	11%	3%
Totals	100%	100%	100%
Unweighted N	(5,000)	(2,497)	(3,657)

	Total	Religion (Banner)								
		Protestant	Roman Catholic	Mormon	Eastern or Greek Orthodox	Jewish	Muslim	Buddhist	Hindu	No religion
Yes, often—they regularly look at or read books independently	46%	46%	47%	40%	55%	49%	51%	56%	57%	45%
Yes, sometimes	39%	40%	39%	43%	35%	38%	30%	37%	20%	38%
Rarely	8%	8%	8%	7%	3%	5%	11%	2%	10%	9%
No	7%	6%	6%	10%	7%	7%	8%	4%	13%	8%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(5,000)	(1,423)	(1,201)	(62)	(40)	(124)	(68)	(37)	(20)	(2,025)