

Survey of Parents of Children Ages 0-12 Toplines



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

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

Yes	100%
No	0%
Totals	100%
Unweighted N	5,000

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

Child selector - 0 to 5 years old	50%
Child selector - 6 to 12 years old	72%
Child selector - 13 to 18 years old	22%
Child selector - 18+ years old	6%
Child selector - Not parent	0%
Unweighted N	5,000

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

1	52%
2	35%
3	9%
4	3%
5 or more	1%
Totals	100%
Unweighted N	5,000

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

Child ages at home - Under 1 year	7%
Child ages at home - 1–2 years	19%
Child ages at home - 3–5 years	36%
Child ages at home - 6–8 years	39%
Child ages at home - 9–12 years	47%
Unweighted N	5,000

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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?

0 (no books)	2%
1–10 books	12%
11–49 books	29%
50–99 books	20%
100–199 books	15%
200 or more books	19%
Don't know	3%
Totals	100%
Unweighted N	5,000

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

0 (no children's books)	1%
1– 10 children's books	26%
11–49 children's books	38%
50–99 children's books	20%
100–199 children's books	11%
200 or more children's books	3%
Don't know	1%
Totals	100%
Unweighted N	4,785

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

Yes, all/most of our children's books belong to my child(ren)	75%
Yes, most books belong to them, but some are shared or borrowed	23%
No, we mostly use library books or borrowed books	1%
Don't know	1%
Totals	100%
Unweighted N	4,708

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

From birth (0–11 months)	58%
As a toddler (1–2 years)	21%
As a preschooler (3–5 years)	16%
In kindergarten or later (6+ years)	5%
My child does not yet own any books	0%

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Don't know	0%
Totals	100%
Unweighted N	4,641

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

Does child use nonphysical books - E-books	36%
Does child use nonphysical books - Audiobooks	20%
Does child use nonphysical books - Reading apps	31%
Does child use nonphysical books - None of the above	47%
Unweighted N	5,000

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?

All or most of them	61%
About half	28%
Less than half	7%
Very few—most are books my child has outgrown	3%
Don't know	1%
Totals	100%
Unweighted N	4,708

11. How much do you agree or disagree with the following statements:

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
Agreement with access statements – The cost of books is a barrier to getting as many children's books as I would like.	15%	36%	29%	19%
Agreement with access statements – I have enough children's books in the language(s) we speak at home.	49%	35%	11%	5%
Agreement with access statements – I have enough children's books that reflect my family's culture, traditions, and/or identity.	30%	45%	20%	5%

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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)?

Yes, weekly or more often	7%
Yes, about once a month	24%
Yes, once or twice in the past 6 months	26%
No, we have not received free books in the past 6 months	40%
Don't know	3%
Totals	100%
Unweighted N	5,000

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

Source of free books - Doctor's office or health clinic	17%
Source of free books - Hospital (at birth or during a hospital stay)	7%
Source of free books - School or childcare/preschool	46%
Source of free books - Public library	27%
Source of free books - By mail (e.g., Dolly Parton's Imagination Library)	31%
Source of free books - Community organization or nonprofit	23%
Source of free books - Church or religious organization	19%
Source of free books - Other	12%
Unweighted N	2,862

14. Which of the following programs that provide free books to children that you have heard of or used?

	Never heard of	Heard of but not used	Have used
Familiarity with free book sources – Dolly Parton's Imagination Library	38%	37%	25%
Familiarity with free book sources – Reach Out and Read	68%	22%	9%
Familiarity with free book sources – Reading Is Fundamental (RIF)	58%	30%	12%
Familiarity with free book sources – Little Free Library	42%	31%	27%
Familiarity with free book sources – First Book	63%	22%	15%
Familiarity with free book sources – Book Harvest	67%	22%	11%

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

Every day	27%
5–6 times a week	17%

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2–4 times a week	25%
About once a week	9%
A few times a month	9%
Rarely or never	12%
Totals	99%
Unweighted N	5,000

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

Less than 5 minutes	2%
5–10 minutes	23%
11–20 minutes	38%
21–30 minutes	25%
More than 30 minutes	11%
Not applicable (I don't read with my child(ren))	0%
Totals	99%
Unweighted N	4,425

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

I don't typically read each day	19%
Less than 10 minutes	10%
10–20 minutes	24%
21–30 minutes	20%
More than 30 minutes	27%
Totals	100%
Unweighted N	5,000

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

Circumstances of reading with child - At bedtime or before naps	85%
Circumstances of reading with child - When my child wakes up	10%
Circumstances of reading with child - At bathtime	10%
Circumstances of reading with child - At meals	8%
Circumstances of reading with child - In the car	11%
Circumstances of reading with child - In waiting rooms or other public spaces	25%
Circumstances of reading with child - At the library	26%
Circumstances of reading with child - Other	12%
Circumstances of reading with child - None of the above	2%
Unweighted N	4,424

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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)

Barriers to reading with child - Lack of time due to work or other responsibilities	39%
Barriers to reading with child - My child won't sit still or has a short attention span	26%
Barriers to reading with child - My child is not interested in books	10%
Barriers to reading with child - I don't have enough children's books in my home	5%
Barriers to reading with child - I don't have books my child is interested in	5%
Barriers to reading with child - I'm not confident in my own reading skills	3%
Barriers to reading with child - Language barriers (books not in my language)	2%
Barriers to reading with child - I'm too tired at the end of the day	28%
Barriers to reading with child - Other	4%
Barriers to reading with child - There is nothing that makes it difficult	30%
Unweighted N	5,000

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

Regular parts of home life with children - We have special places where children's books are kept	57%
Regular parts of home life with children - My child(ren) see adults in our home reading for pleasure	45%
Regular parts of home life with children - We visit the library together	47%
Regular parts of home life with children - We talk about stories, pictures, or characters outside of reading time	60%
Regular parts of home life with children - We sing songs, tell stories, or play word games together	57%
Regular parts of home life with children - None of the above	7%
Unweighted N	5,000

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

Strongly agree	72%
Somewhat agree	26%
Somewhat disagree	2%
Strongly disagree	0%
Totals	100%
Unweighted N	5,000

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

Yes, owning books is important—they become the child's own	51%
It doesn't matter as long as they have books to read	42%
Borrowing is better—more variety, less clutter	3%
Don't know	3%
Totals	99%
Unweighted N	5,000

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?

Yes, they have clear favorites they return to often	40%
Yes, they have some favorites	39%
No	15%
Too young to say / Not applicable	6%
Totals	100%
Unweighted N	5,000

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

Above grade level	38%
At grade level	46%
Below grade level	8%
Don't know	8%
Totals	100%
Unweighted N	4,539

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

Yes, often—they regularly look at or read books independently	46%
Yes, sometimes	39%
Rarely	8%
No	7%
Totals	100%
Unweighted N	5,000