

SPOTLIGHT:

What Makes Frequent Readers

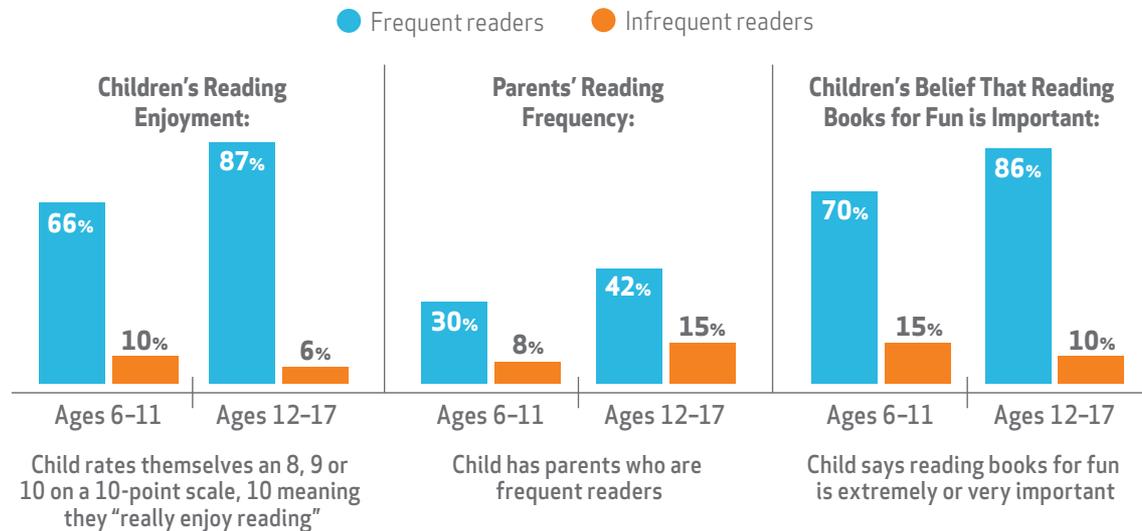
There are three dynamics that are among the most powerful predictors of reading frequency for children ages 6–17.

“If I cannot read, I cannot survive in this world. Everything involves reading.”

—15-year-old girl, IL

Top Predictors of Reading Frequency

Base: Children Ages 6–17



NOTE: More than 130 measures were included in a regression analysis to construct two models to predict kids' reading frequency, one each among kids ages 6–11 and 12–17. The data shown above are among frequent readers (kids who read books for fun 5–7 days a week) and infrequent readers (those who read books for fun less than one day a week). Data on this and the next two pages are generally presented in the order of their importance to the regression model.

SPOTLIGHT: WHAT MAKES FREQUENT READERS

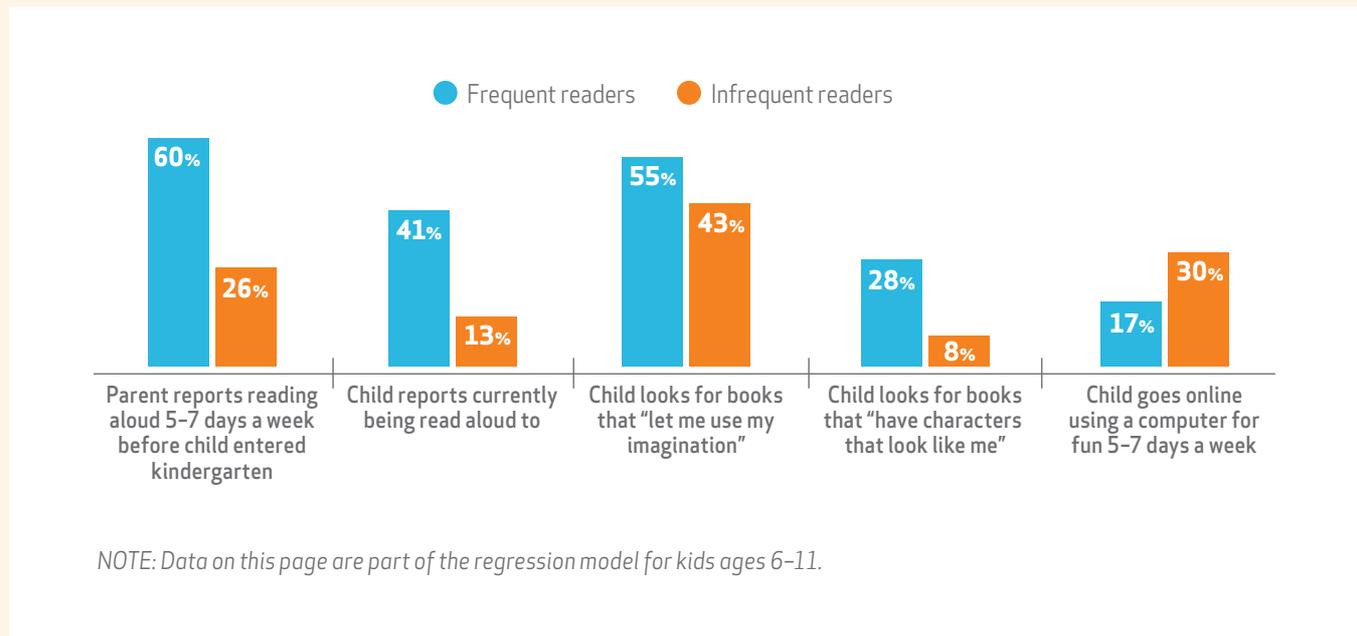
“I like to have the more difficult stories read to me and have them read with different character voices.”

—10-year-old boy, WA

For children ages 6–11, additional factors that predict reading frequency involve reading aloud, specific characteristics kids want in books and spending less time online using a computer.

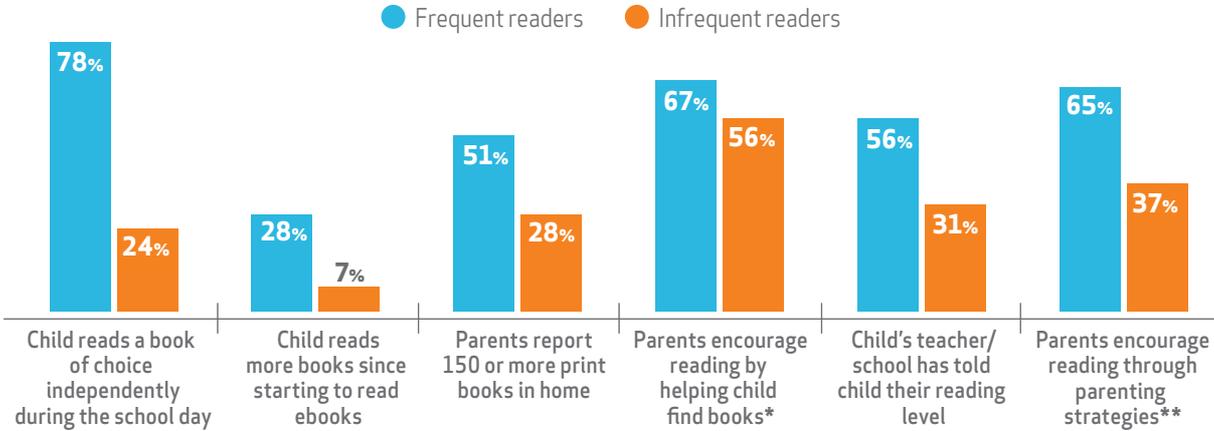
Additional Predictors of Reading Frequency

Base: Children Ages 6–11



For children ages 12-17, the additional factors that predict reading frequency include reading a book of choice independently in school, rereading experiences, a large home library, having been told their reading level and having parents involved in their reading habits.

Additional Predictors of Reading Frequency
 Base: Children Ages 12-17



NOTE: Data on this page are part of the regression model for kids ages 12-17.
 *Helping children find books is a net of "suggest books I think he/she will enjoy," "use movies or TV shows that are based on books to get him/her interested in books" and "work with my child's teacher to find books for him/her."
 **Parenting strategies is a net of "put limits on the amount of screen time my child gets," "build reading into his/her daily routine or schedule," "read the same books as my child so I can talk with him/her about the books" and "reward my child for reading books."

Among frequent readers ages 6-17

205

is the average number of print books in their homes

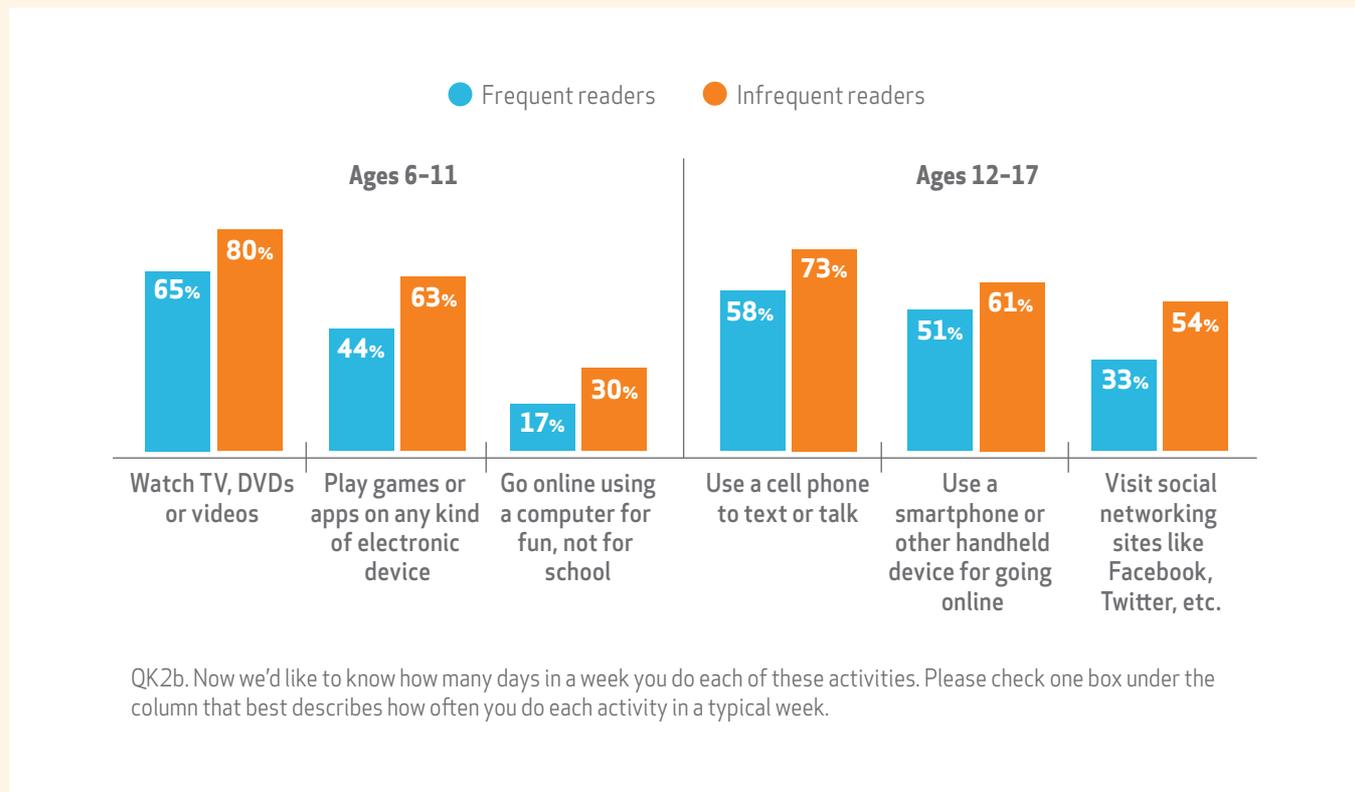
Among infrequent readers 129 is the average.

SPOTLIGHT: WHAT MAKES FREQUENT READERS

Overall, frequent readers are less likely than are infrequent readers to engage in common screen-related activities 5–7 days a week.

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

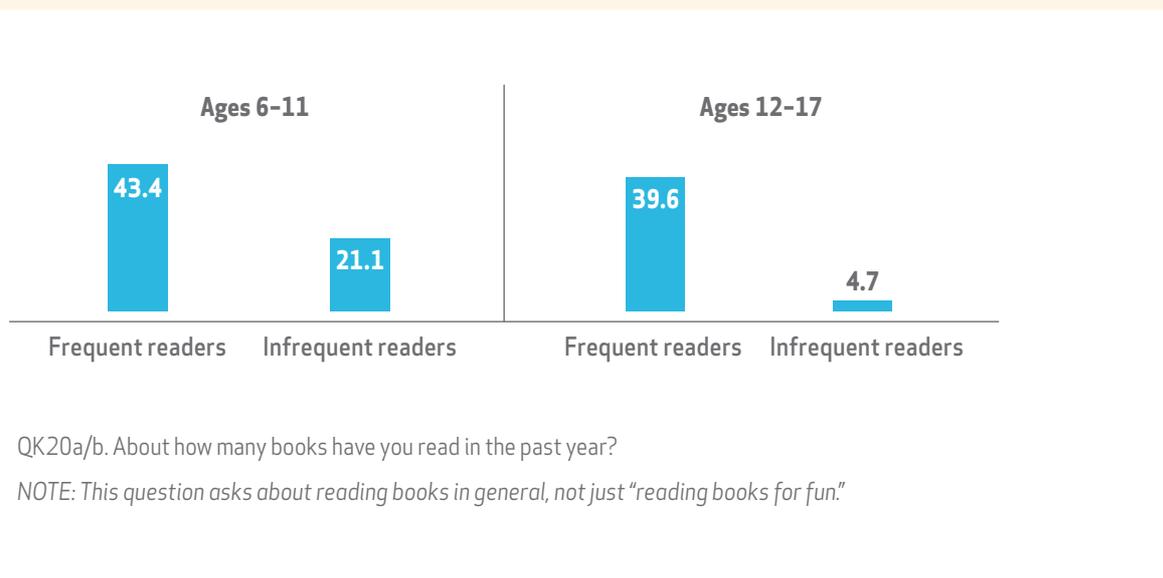
Base: Children Ages 6–17



87%
of parents of infrequent readers ages 6–17 say their child would rather be on an **electronic device** or **game system** than read books, compared to 41% of parents of frequent readers.

The total number of books read annually by frequent readers is significantly higher than the number read by infrequent readers—especially among children ages 12–17.

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



75%
of infrequent readers
ages 6–17 say they
“haven’t read
a book for fun
in a while.”

SPOTLIGHT: WHAT MAKES FREQUENT READERS

Parents of infrequent readers are more likely to say they need help finding books their child will like than are parents of frequent readers.

Parents' Agreement with Statement: "I need help finding books my child likes"

Base: Parents of Children Ages 6-17



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

NOTE: 36% of parents of frequent readers disagree somewhat and 42% disagree strongly. 41% of parents of infrequent readers disagree somewhat and 24% disagree strongly.

66%

of kids who are
infrequent readers agree:

"I would read more
if I could find more
books I like."

What Makes Frequent Readers: The Most Powerful Predictors

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

Kids
Ages
12-17

- Read independently during the school day
- Read more books after being introduced to ebooks
- Live in a home with 150 or more print books
- Know their reading level
- Have parents who help them find books and encourage reading for fun in specific ways (learn how on page 25)

These kids read an average of **39.6 BOOKS** per year vs. **4.7** by infrequent readers

Kids
Ages
6-17

- Rate themselves highly as enjoying reading
- Strongly believe reading for fun is important
- Have parents who are frequent readers



- Have been read aloud to 5-7 days a week before entering kindergarten
- Currently be read aloud to at home
- Want books that "let me use my imagination" and that "have characters that look like me"
- Not go online using a computer for fun 5-7 days a week

These kids read an average of **43.4 BOOKS** per year vs. **21.1** by infrequent readers

Kids
Ages
6-11

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