

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

- 1 Read independently during the school day
- 2 Read more books after being introduced to ebooks
- 3 Live in a home with 150 or more print books
- 4 Know their reading level
- 5 Have parents who help them find books and encourage reading for fun in specific ways

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

Kids
Ages
6-17

1 Rate themselves highly as enjoying reading



2 Strongly believe reading for fun is important



3 Have parents who are frequent readers



1 Have been read aloud to 5-7 days a week before entering kindergarten

2 Currently be read aloud to at home

3 Want books that "let me use my imagination" and that "have characters that look like me"

4 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.

The Kids & Family Reading Report™: Fifth Edition

Results from a nationally representative survey of 1,026 parents of children ages 6-17, plus one child age 6-17 from the same household, conducted August 29, 2014 through September 10, 2014, and managed by YouGov. Frequent readers are defined as children who read books for fun 5-7 days a week, whereas infrequent readers read books for fun less than one day a week. See the full methodology at scholastic.com/readingreport.