

When Reading for Fun, Kids Ages 6-17 Say They Want Books That:



70%
Make me laugh



54% Let me use my imagination



48% Tell a made-up story



43%

Have **characters** I wish I could be like because they're **smart, strong or brave**



43%

Teach me something new



41%

Have a **mystery or problem to solve**

73% of kids ages 6-17 say
I would read more if I could find more books that I like.

Kids Ages 6-8

Are more likely than older kids to want: books with **characters** that look like them

Favorites: *Junie B. Jones, Dr. Seuss, Magic Tree House*

Kids Ages 9-11

Are more likely than younger kids to want: books that have a **mystery or problem to solve**

Favorites: *Diary of a Wimpy Kid, Harry Potter, Captain Underpants*

Kids Ages 12-14

Are more likely than older kids to want: books with **smart, strong or brave characters**

Favorites: *Harry Potter, The Hunger Games, Diary of a Wimpy Kid*

Kids Ages 15-17

Are more likely than younger kids to want: books that let them **forget about real life for a while**

Favorites: *Harry Potter, Divergent, The Hunger Games*



Sneak peek from *Kids & Family Reading Report™: Fifth Edition*

Full report coming in January 2015. See the methodology at scholastic.com/readingreport