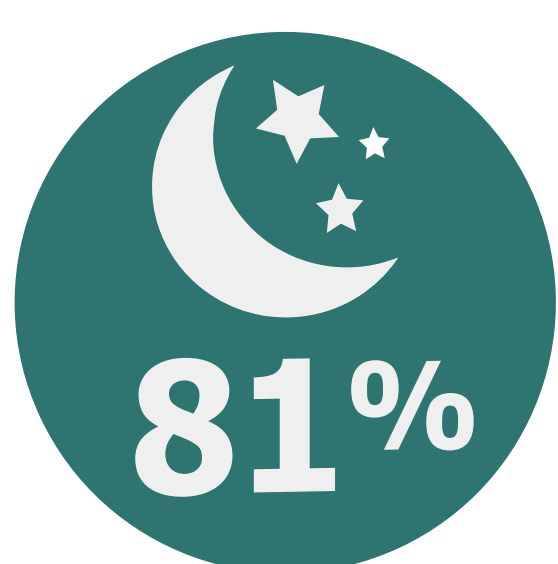


# KIDS & READING



BEDTIME



AFTER SCHOOL



WEEKEND



VACATION



BREAKFAST TIME



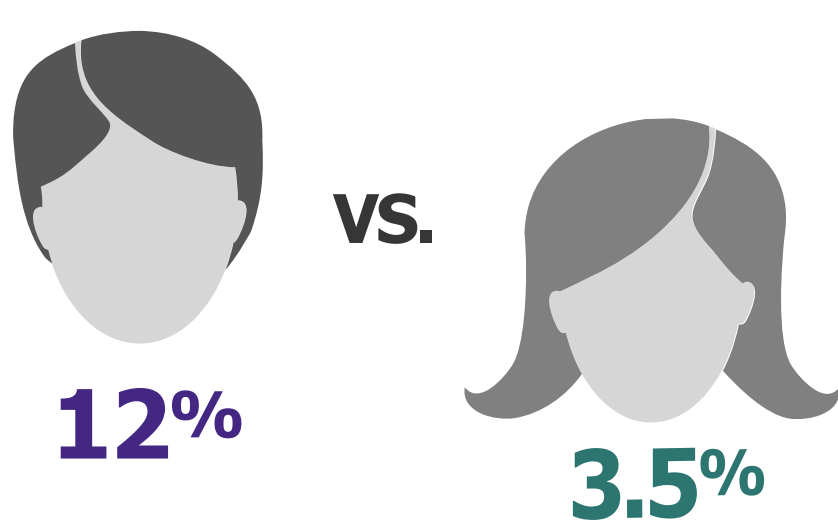
DINNER TIME

## WHEN we read to kids

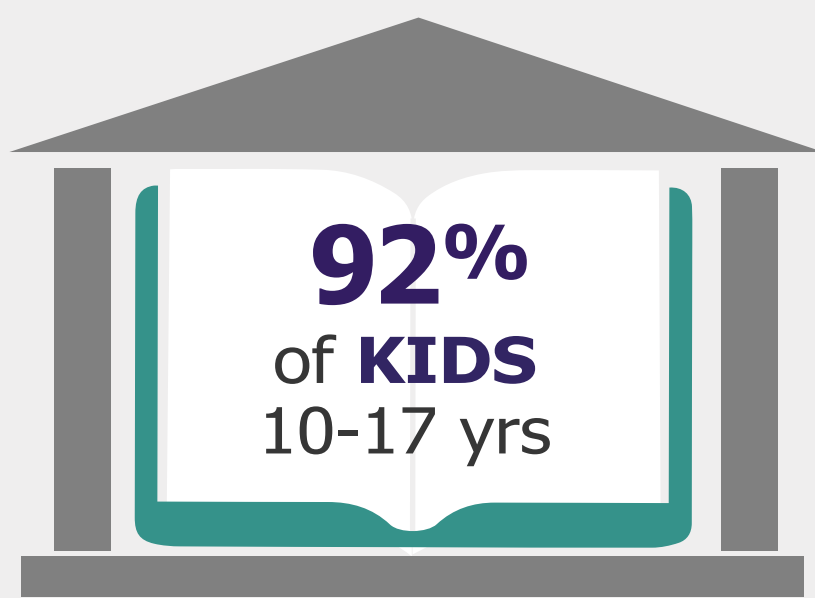
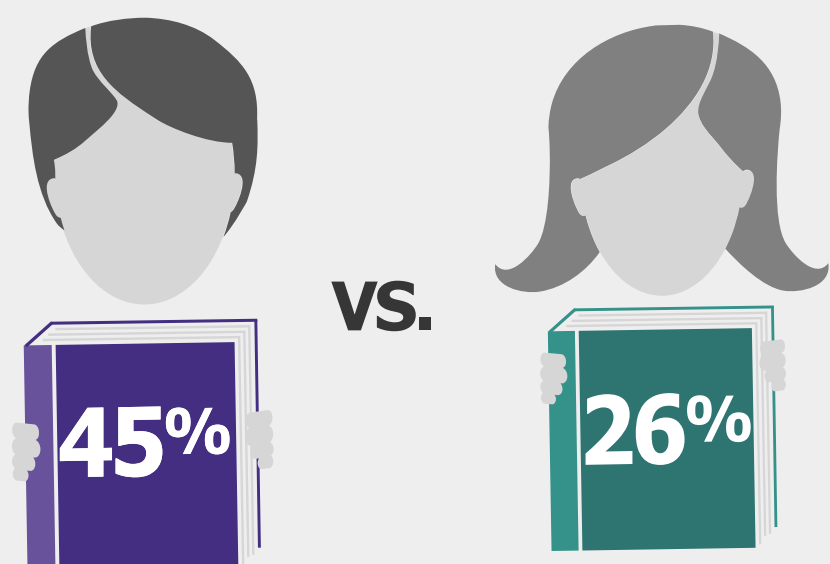
More **WOMEN** read to kids than **MEN**



More **MEN** than **WOMEN NEVER** read to kids



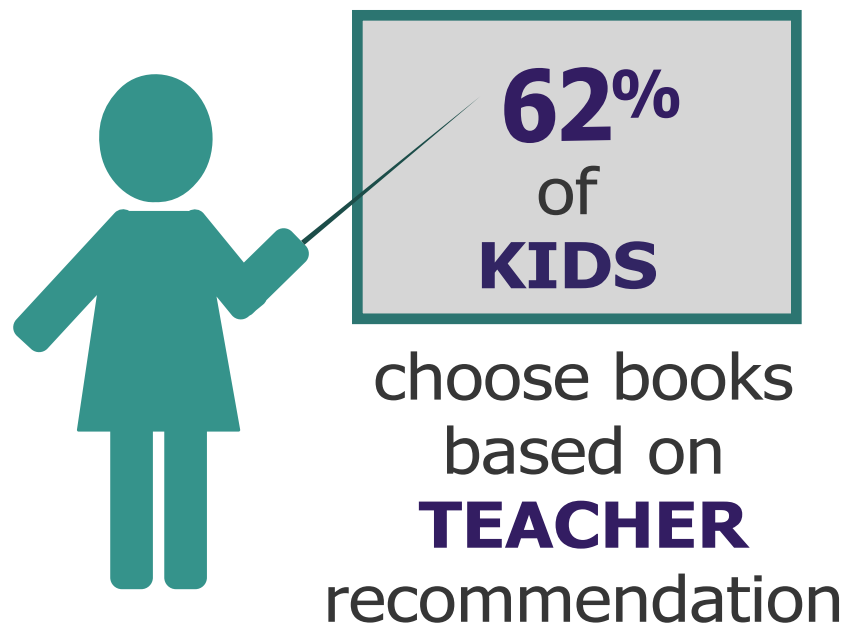
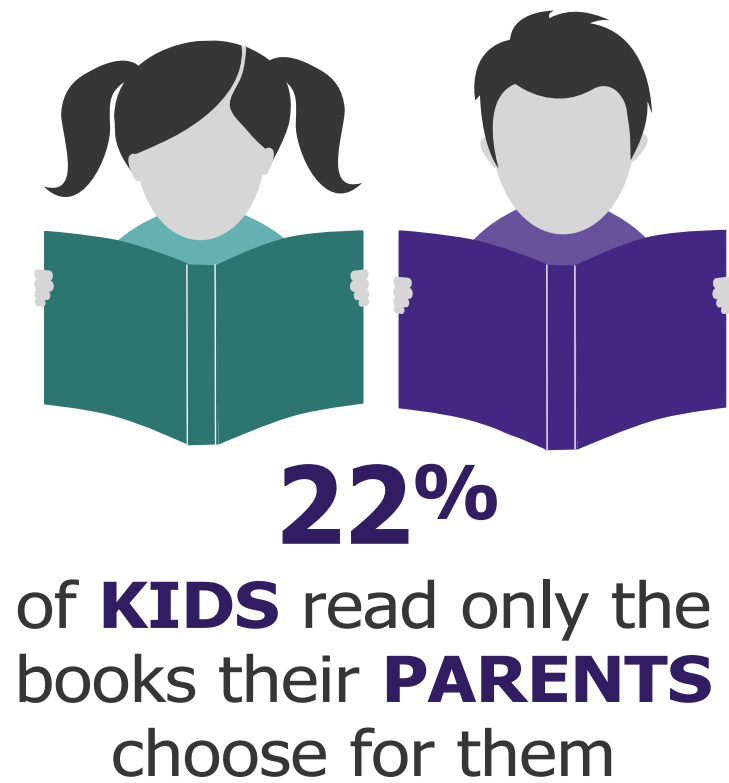
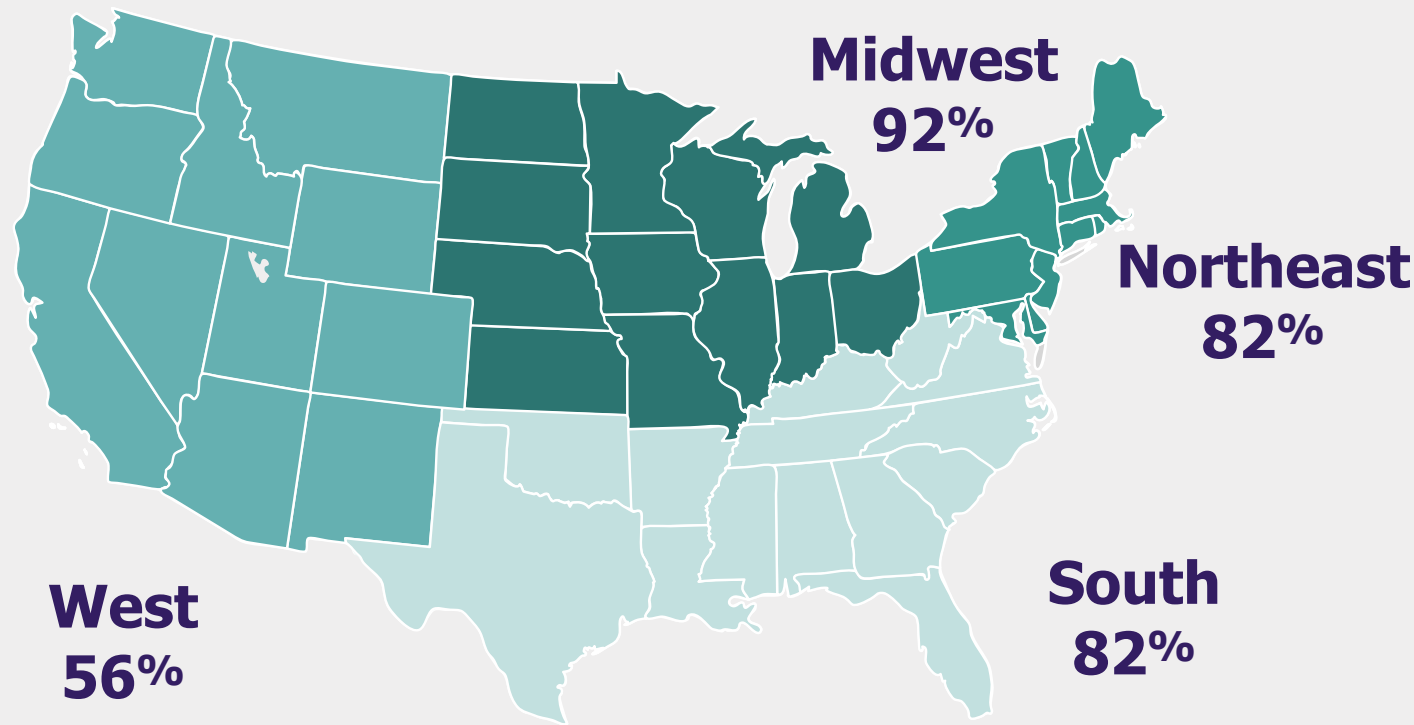
More **MEN** than **WOMEN** prefer **NEW** books for kids



use the **LIBRARY**

## BUY vs. BORROW books

Kids who use the **SCHOOL LIBRARY** (by region)



## HOW we choose

How **PARENTS** choose books for **KIDS <10**



FRIENDS/FAMILY



SHOW/MOVIE BASED ON BOOK



TEACHER/LIBRARIAN



BOOK REVIEWS



LET KIDS DECIDE