



WHAT CANADIAN KIDS & PARENTS WANT IN BOOKS

CHOICE RULES

94%
OF KIDS AGES 6-17
AGREE

My favourite books are the ones that I have picked out myself



AVERAGE NUMBER OF CHILDREN'S BOOKS

On average, families report having **80** books in the home

Families with kids ages 6-17 who are frequent readers have **118** books, & families of infrequent readers have **61** books.



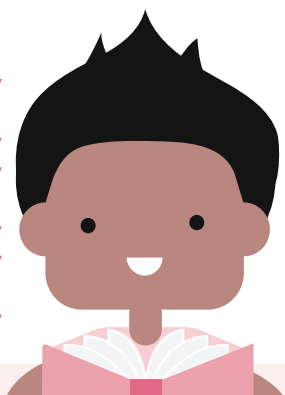
KIDS & PARENTS WANT CHARACTERS WHO...

"face a challenge and overcome it" or are "smart, brave or strong" are the most popular among kids and parents.

SMART

BRAVE

STRONG

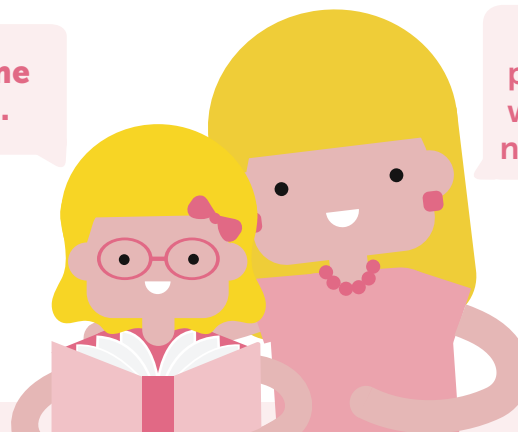


FACE A CHALLENGE AND OVERCOME IT!

KIDS & PARENTS WANT BOOKS THAT...

make me laugh.

explore places and worlds I've never been.



BUT MANY KIDS HAVE TROUBLE FINDING BOOKS THEY LIKE—AND PARENTS UNDERESTIMATE THE CHALLENGE

47%
OF KIDS

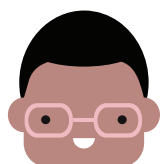
Have trouble finding books they like

36%
OF PARENTS

Say their child has this challenge

69% OF INFREQUENT READERS
HAVE TROUBLE FINDING BOOKS VS.
43% OF FREQUENT READERS

STRUGGLE TO FIND BOOKS THEY LIKE



52%
BOYS



42%
GIRLS

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.

WHEN IT COMES TO DIVERSITY IN CHILDREN'S BOOKS



Parents of kids ages 0-17 say diversity in books for kids and teen includes...

People and experiences different than those of my child

74%

Various cultures, customs or religions

69%

Differently abled people (physical, emotional)

61%

People of colour

55%

LGBTQ people

34%