



SUMMER READING

SUMMER READING IS IMPORTANT AND FUN

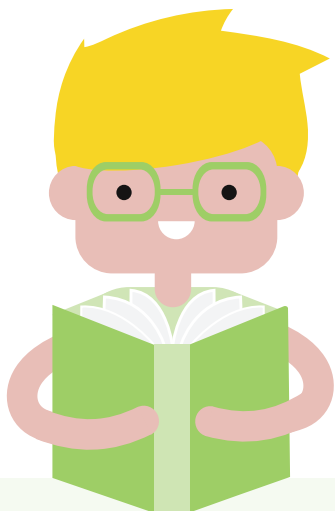
84%
OF KIDS AGES 6-17
AGREE

Reading books during the summer helps kids during the school year!



96%
OF PARENTS
AGREE

KIDS ENJOY READING OVER THE SUMMER



CONTRARY TO POPULAR BELIEF

76%
OF KIDS AGREE

I enjoy reading books over the summer



HAVE YOU HEARD OF THE SUMMER SLIDE?

ONLY 31%
OF PARENTS HAVE HEARD ABOUT THE
SUMMER SLIDE

PARENTS SAY TEACHERS & SCHOOLS ARE THE
**#1 SOURCE OF INFORMATION
ON THE SUMMER SLIDE**



Summer slide is the loss of skills during the time when students are not in school



READING OVER THE SUMMER

TOP WAYS PARENTS ENSURE THEIR CHILD READS OVER THE SUMMER



AGES 6-11

AGES 12-17

- 58%** Take kids to the library **49%**
- 49%** Take books on trips and vacations **39%**
- 44%** Get books from school book club or book fair (net) **32%**
- 38%** Find book series so there are multiple books to read **38%**
- 38%** Build reading into child's daily summer routine or schedule **27%**