

# World Book Day

## General Awareness of World Book Day & Reading Preferences of UK Parents of Children Aged 2-16 Years

*Total Qualifying Respondents: 515*

### **Methodology**

*This study was conducted online by Harris Interactive amongst a sample of 515 UK parents of children aged 2-16 – between 24<sup>th</sup>-28<sup>th</sup> February 2017 using the [Harris 24](#) service.*



# Summary findings

## World Book Day

- 4 out of 5 (81%) of UK parents of children aged 2-16 are aware of World Book Day

## Reading to children:

- While 95% of parents of children aged 2-5 read to their children, less than half (43%) read to them every day!

## Printed Books vs Kindle & Tablet:

- Parents of younger age groups 2-5 (81%) 6-11 (75%) express a preference for printed books alone.
- While two-thirds (66%) of parents of older kids 12-16 also express a preference for printed books, 28% express an interest in both printed books and kindle or tablet versions.

## Purchasing books for children:

- Over half of parents (52%) of 12-16 year olds predominantly purchase books online for their children
- After online purchases, 1 in 4 parents (25%) of 6-11 year olds are most likely to purchase books for their children from chains such as Waterstones / WHSmith - with 23% of parents of 2-5 year olds opting to purchase from Supermarkets

## Library habits:

- 78% of parents with children aged 2-16 have visited the library at least once in the past 12 months (88% of parents with children aged 6-11.)

# It is World Book Day on 2nd March, before today were you aware of this?

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Question Type: Single Choice | Total Respondents: 515 |

	Total 100% (515)		Parents of children...					
			Aged 2-5 100% (229)		Aged 6-11 100% (194)		Aged 12-16 100% (92)	
Yes	81%	415	85%	194	82%	159	67%	62
No	19%	100	15%	35	18%	35	33%	30

# Is your child's school celebrating/participating in World Book Day this year?

Question Type: Single Choice | Total Respondents: 515 |

	Total 100% (515)		Parents of children...					
			Aged 2-5 100% (229)		Aged 6-11 100% (194)		Aged 12-16 100% (92)	
Yes	80%	410	83%	190	89%	172	52%	48
No	20%	105	17%	39	11%	22	48%	44

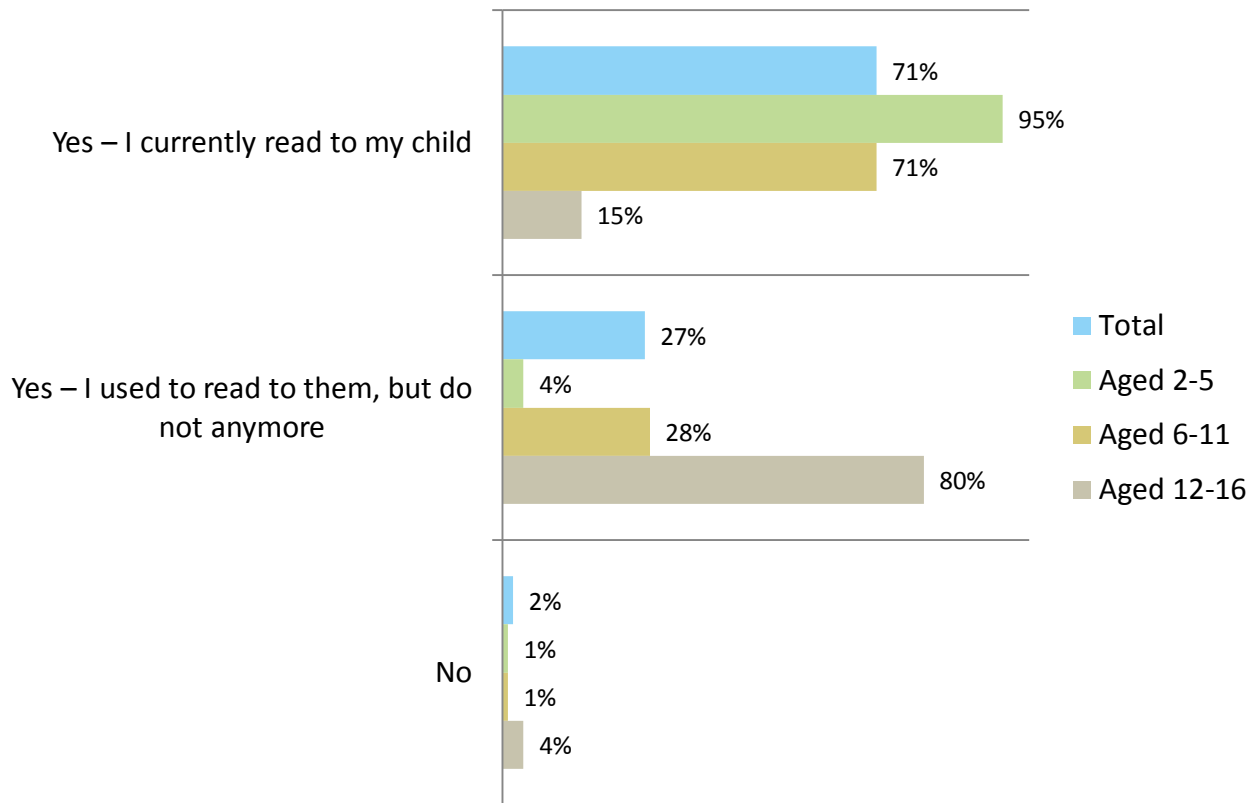
# What is the PREFERRED method for your child to access their story books?

Question Type: Single Choice | Total Respondents: 515

	Total 100% (515)		Parents of children...					
			Aged 2-5 100% (229)		Aged 6-11 100% (194)		Aged 12-16 100% (92)	
Printed books (ie. paperback or hardback)	76%	391	81%	185	75%	145	66%	61
Tablet or Kindle	9%	47	10%	22	10%	20	5%	5
No preference – they prefer both equally	15%	77	10%	22	15%	29	28%	26

# Have you ever / do you currently read to your child?

Question Type: Single Choice | Total Respondents: 515



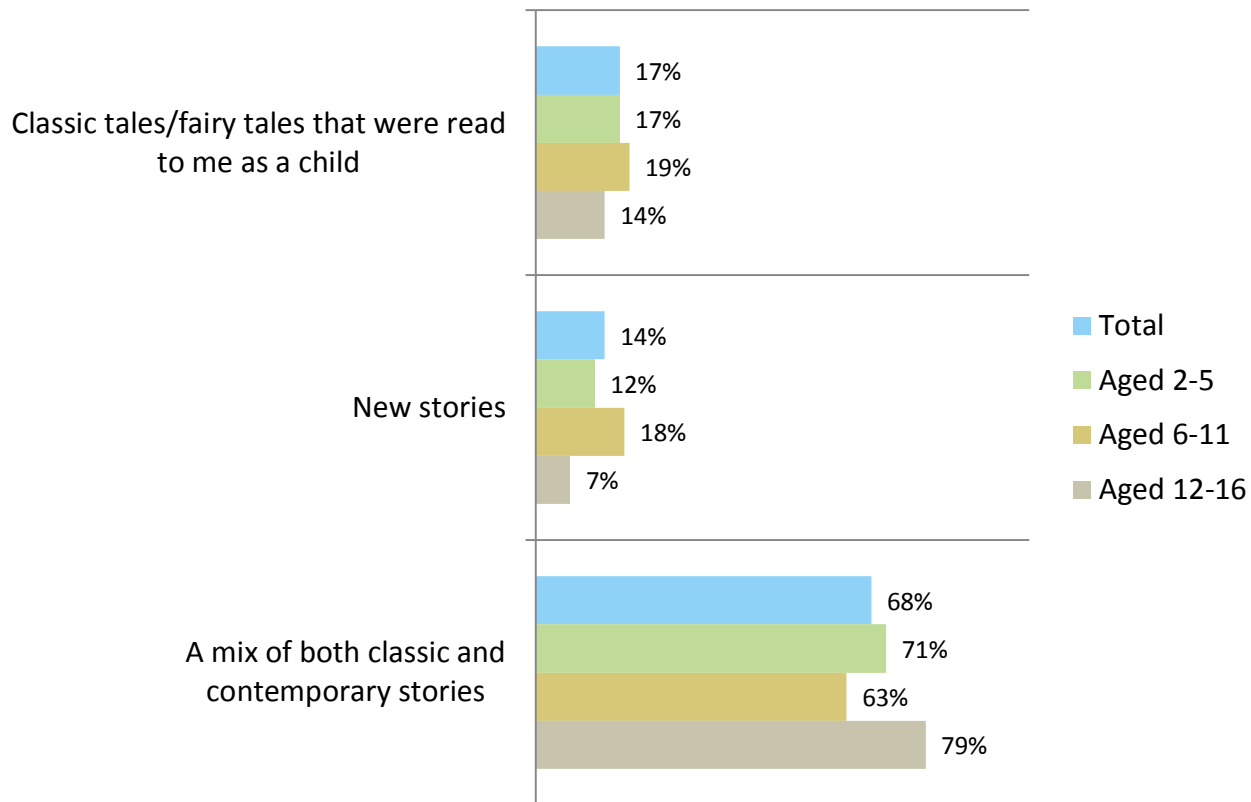
# How frequently does someone read to your child?

Question Type: Single Choice | Total Respondents: 506

	Total 100% (506)		Parents of children...					
			Aged 2-5 100% (226)		Aged 6-11 100% (192)		Aged 12-16 100% (88)	
1 day per week	21%	108	11%	25	16%	31	59%	52
2-3 days per week	31%	155	22%	50	44%	85	23%	20
4-6 days per week	21%	106	24%	54	23%	44	9%	8
Every day	27%	137	43%	97	17%	32	9%	8

# What type of books do you MAINLY read to your child?

Question Type: Single Choice | Total Respondents: 368 |





# How frequently do you visit a library with your children?

Question Type: Single Choice | Total Respondents: 515

	Total 100% (515)		Parents of children...					
			Aged 2-5 100% (229)		Aged 6-11 100% (194)		Aged 12-16 100% (92)	
Never	22%	112	24%	54	15%	29	32%	29
Once every 6 months	15%	76	13%	30	16%	31	16%	15
Once every couple of months	18%	95	19%	43	19%	37	16%	15
Once a month	26%	136	25%	57	28%	55	26%	24
Once a week	16%	80	18%	41	16%	32	8%	7
More than once a week	3%	16	2%	4	5%	10	2%	2

# Where do you MAINLY purchase books for your children?

Question Type: Single Choice | Total Respondents: 515

	Total 100% (515)		Parents of children...					
			Aged 2-5 100% (229)		Aged 6-11 100% (194)		Aged 12-16 100% (92)	
Online e.g. via Amazon / publisher website...	41%	209	38%	87	38%	74	52%	48
Supermarkets	18%	93	23%	52	15%	30	12%	11
Bookstore (Chain) – Waterstones / WHSmith	21%	110	17%	39	26%	51	22%	20
Bookstore (independent)	11%	58	11%	26	12%	23	10%	9
Bookclub	5%	27	6%	13	6%	12	2%	2
Other, please specify	3%	18	5%	12	2%	4	2%	2