

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 24th-28th 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?

Question Type: Single Choice | Total Respondents: 515 |

| | Total 100% (515) | | | | | | | |
|-----|---------------------|-----|------------------------|-----|-------------------------|-----|-------------------------|----|
| | | | 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) | | | | | | | |
|-----|---------------------|-----|------------------------|-----|-------------------------|-----|-------------------------|----|
| | | | 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 |

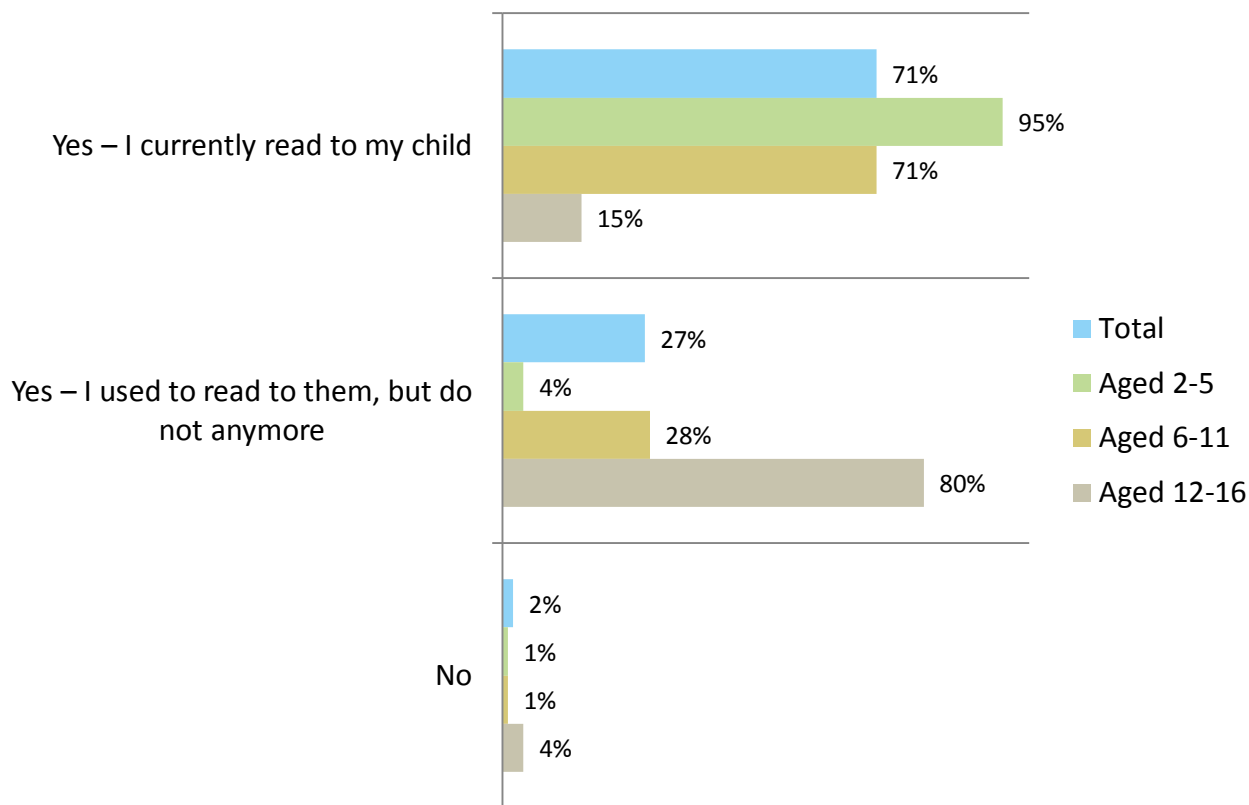
What is the PREFERRED method for your child to access their story books?

Question Type: Single Choice | Total Respondents: 515

| | Total 100% (515) | | | | | | | |
|---|---------------------|-----|------------------------|-----|-------------------------|-----|-------------------------|----|
| | | | 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



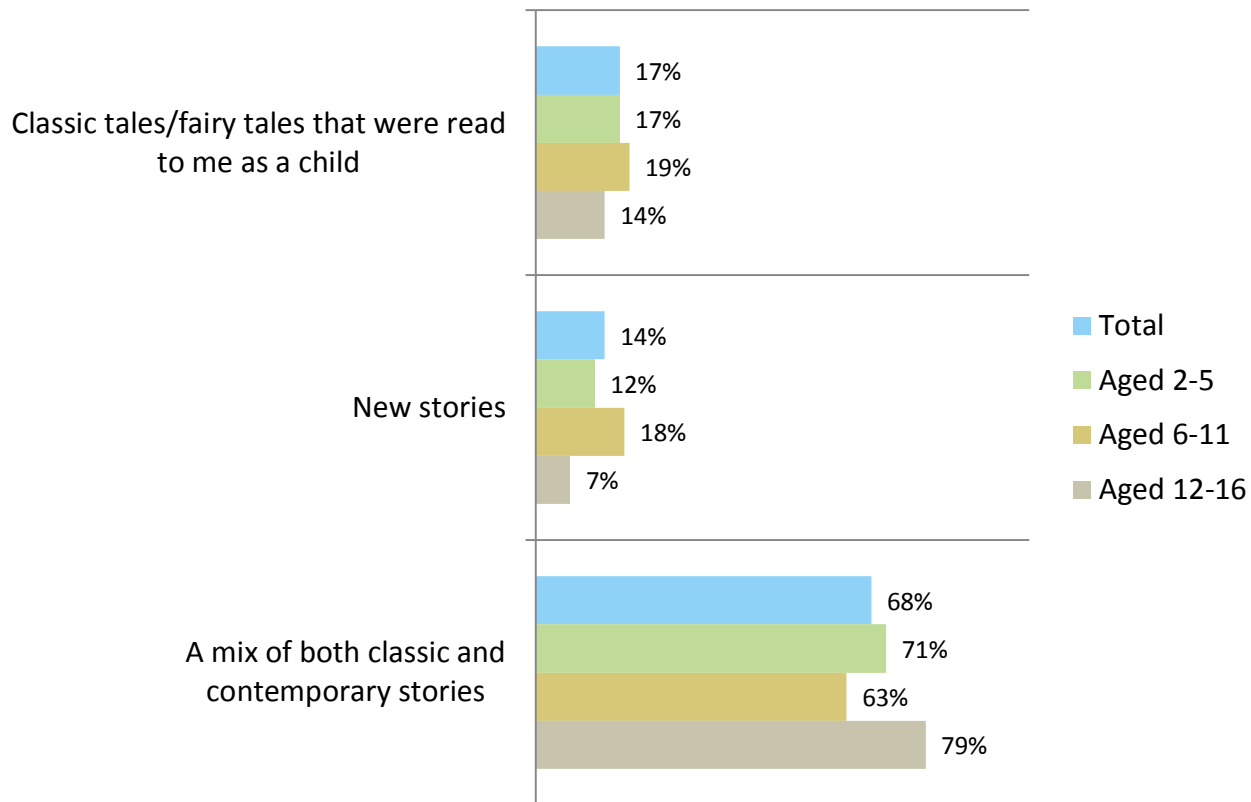
How frequently does someone read to your child?

Question Type: Single Choice | Total Respondents: 506

| | Total 100% (506) | | | | | | | |
|-------------------|---------------------|-----|------------------------|----|-------------------------|----|-------------------------|----|
| | | | 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) | | | | | | | |
|-----------------------------|---------------------|-----|------------------------|----|-------------------------|----|-------------------------|----|
| | | | 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) | | | | | | | |
|---|---------------------|-----|------------------------|----|-------------------------|----|-------------------------|----|
| | | | 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 |