5 THINGS KIDS & PARENTS WANT IN CHILDREN’S BOOKS

1. Choice Rules
   - My favorite books are the ones that I have picked out myself
   - 89% of kids ages 6–17 agree

2. I Want Good Stories & Laughter
   - When choosing a children’s book to read for fun, it just has to be a good story
   - I look for books that make me laugh!

3. Strong Characters Wanted
   - Characters who are “smart, brave or strong” or who “face a challenge and overcome it” are the most popular among kids and parents

4. Diversity in Children’s Books Goes Beyond Culture
   - Parents of kids ages 0–17 say diversity in books for kids and teens includes...
     - People and experiences different than those of my child: 73%
     - Various cultures, customs or religions: 68%
     - Differently-abled people (physical, emotional): 51%
     - People of color: 47%
     - LGBTQ people: 21%

5. Top 5 Books or Series
   - Parents recommend every child should read...
     - Harry Potter
     - Dr. Seuss
     - Diary of a Wimpy Kid
     - Magic Tree House
     - The Chronicles of Narnia

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