SUMMER READING IS IMPORTANT AND FUN

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

80% of kids ages 6–17 agree
96% of parents agree

TOP REASONS AMONG PARENTS:
- It keeps my child’s brain active!
- Reading requires constant practice

TOP REASONS KIDS ENJOY READING IN THE SUMMER

62% of kids agree

- I really enjoy reading books over the summer
- I just enjoy reading
- It’s a fun way to pass the time

KIDS READ AN AVERAGE OF 8 BOOKS OVER THE SUMMER

% of kids who read no books over the summer:

21% low-income families
8% high-income families

HAVE YOU HEARD OF THE SUMMER SLIDE?

ONLY 48% of parents have heard about the summer slide

Among the lowest-income families: 38%
Among the highest-income families: 59%

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

HELP KIDS FIND BOOKS THEY LOVE

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

TOP 3 WAYS PARENTS ENSURE THEIR CHILD READS OVER THE SUMMER

AGES 6–11
- 66% Take kids to the library
- 60% Let kids choose books through the school book fair or reading club
- 56% Take books on trips and vacations

AGES 12–17
- 48% Take kids to the library
- 32% Let kids choose books through the school book fair or reading club
- 35% Take books on trips and vacations

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