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Table 1-1
Parent Gender and Age
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Gender																								
Female	478	106	70	103	200	309	163	6	312	166	292	124	77	47	6	96	118	89	57	70	109	222	169	77
	76%	84%	70%	69%	79%	79%	70%	83%	74%	79%	83%	61%	63%	58%	83%	87%	67%	75%	71%	73%	86%	77%	73%	83%
		CD			D	G					LMN				n	QR					ST			w
Male	152	21	30	47	55	81	70	1	109	43	60	81	46	34	1	15	57	30	23	26	17	67	62	16
	24%	16%	30%	31%	21%	21%	30%	17%	26%	21%	17%	39%	37%	42%	17%	13%	33%	25%	29%	27%	14%	23%	27%	17%
			B	BE			F					K	K	Ko			P	P	U	U			x	
Age																								
18-24 years	6	1	1	1	2	3	3		5	1	3	3	2	1		1	1	1	3	2		1	4	
	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	2%	1%		1%	1%	1%	3%	2%			2%	
							h				o								u				x	
25-29 years	39	17	7	10	5	31	7	1	17	22	23	11	11		1	3	10	2	2	5	8	20	13	3
	6%	14%	7%	6%	2%	8%	3%	17%	4%	11%	6%	5%	9%		17%	3%	5%	2%	2%	5%	6%	7%	6%	4%
		dE	e	e		G				I	N		N				r							
30-34 years	115	27	27	25	36	83	31	1	65	50	67	41	23	18	1	24	19	18	13	10	16	59	37	16
	18%	21%	27%	17%	14%	21%	13%	17%	15%	24%	19%	20%	19%	22%	17%	21%	11%	16%	16%	11%	13%	20%	16%	17%
			dE			G				I						Q								
35-39 years	161	41	33	33	53	114	45	2	88	73	96	41	27	14	2	26	34	26	11	20	29	83	54	22
	26%	33%	33%	22%	21%	29%	19%	28%	21%	35%	27%	20%	22%	17%	28%	24%	19%	22%	14%	21%	23%	29%	23%	24%
		dE	dE			G				I	IN										s			
40-44 years	180	30	21	44	86	103	76	1	135	45	101	57	31	26	1	28	62	40	25	32	48	81	70	24
	29%	24%	21%	29%	34%	26%	33%	19%	32%	22%	29%	28%	25%	32%	19%	25%	35%	34%	32%	33%	38%	28%	31%	25%
					BC		f		J								p							
45-49 years	91	8	7	29	48	41	50	1	78	13	43	36	20	16	1	19	36	22	20	16	19	34	33	22
	15%	6%	7%	19%	19%	10%	21%	19%	19%	6%	12%	18%	16%	20%	19%	17%	20%	18%	25%	16%	15%	12%	14%	23%
				BC	BC		F		J			k							u					Vw
50-54 years	24	2	3	4	15	10	14		19	5	15	7	2	5		6	8	5	4	7	6	10	13	1
	4%	2%	3%	3%	6%	3%	6%		5%	2%	4%	3%	2%	6%		6%	5%	4%	5%	7%	4%	3%	6%	1%
					B	H	fH				O			O									X	
55-59 years	12			4	8	5	8		12		3	8	7	1		3	5	4	2	5	1	1	6	5
	2%			3%	3%	1%	3%		3%		1%	4%	6%	2%		3%	3%	3%	3%	5%	1%		3%	5%
				bc	BC	H	H		J			K	KO							u			v	V
60+ years	1				1		1		1		1					1							1	
																1%								
Average Age	39.2	36.3	37.0	39.8	41.2	38.1	41.2	37.0	40.5	36.7	38.8	39.8	39.4	40.5	37.0	40.3	40.9	40.8	40.6	41.1	40.2	38.4	39.9	40.7
				BC	BCD		Fh		J					K									V	V
Net: 18-34 years	160	46	36	36	43	117	40	2	87	74	93	55	37	18	2	28	30	21	17	17	23	80	54	20
	25%	36%	36%	24%	17%	30%	17%	34%	21%	35%	26%	27%	30%	23%	34%	25%	17%	18%	22%	18%	19%	28%	23%	21%
		DE	dE			G				I														
Net: 35-44 years	341	71	54	77	140	217	121	3	223	118	198	98	58	41	3	54	95	67	36	52	77	164	124	46
	54%	56%	54%	51%	55%	56%	52%	47%	53%	56%	56%	48%	47%	50%	47%	49%	55%	56%	46%	54%	62%	57%	54%	49%
											Im										S			
Net: 45+ years	129	9	10	37	72	56	71	1	111	18	61	51	29	22	1	29	49	30	26	27	25	46	53	28
	20%	7%	10%	25%	28%	14%	31%	19%	26%	9%	17%	25%	23%	28%	19%	26%	28%	26%	32%	28%	20%	16%	23%	30%
				BC	BC		F		J			K		k					U				v	V

Table 2-1
Province
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
British Columbia	56	8	15	18	15	35	19	1	37	19	25	21	12	9	1	10	14	10	8	12	10	32	17	2
	9%	6%	15%	12%	6%	9%	8%	17%	9%	9%	7%	10%	10%	11%	17%	9%	8%	8%	10%	13%	8%	11%	8%	2%
			bE	e																		X	X	
Alberta	61	14	13	12	23	37	22	1	35	25	32	22	17	5	1	12	11	12	8	8	8	23	27	9
	10%	11%	13%	8%	9%	10%	9%	19%	8%	12%	9%	11%	14%	7%	19%	10%	6%	10%	9%	9%	6%	8%	12%	9%
Saskatchewan	22	6	2	3	12	14	9		16	7	14	7	5	2		6	6	3	4	1	7	9	7	6
	4%	4%	2%	2%	5%	4%	4%		4%	3%	4%	4%	4%	2%		5%	3%	3%	5%	1%	5%	3%	3%	6%
						H	H				O		O						t		T			
Manitoba	19	4	3	6	8	8	12		14	5	9	9	5	4		3	4	5	3	3	3	10	4	4
	3%	3%	3%	4%	3%	2%	5%		3%	2%	2%	5%	4%	5%		3%	2%	5%	3%	3%	3%	3%	2%	4%
						H	fH				O		O	o										
Ontario	269	43	42	58	127	174	95	1	192	77	159	71	39	32	1	59	81	45	33	45	60	103	107	53
	43%	34%	42%	39%	50%	45%	41%	9%	46%	37%	45%	35%	32%	39%	9%	53%	47%	38%	42%	46%	48%	36%	46%	56%
					BD	H	H		J		LMO		O	O		R							V	V
Quebec	156	43	19	42	52	93	61	3	96	60	83	63	38	25	3	13	48	33	21	22	22	92	51	11
	25%	34%	19%	28%	20%	24%	26%	45%	23%	29%	24%	31%	31%	30%	45%	12%	27%	28%	26%	23%	17%	32%	22%	12%
		CE		e								k					P	P				WX	X	
New Brunswick	13	5	1	3	3	9	4		6	6	7	4	1	3		1	1	4	1	1	4	6	7	
	2%	4%	1%	2%	1%	2%	2%		1%	3%	2%	2%	1%	3%		1%		4%	2%	1%	3%	2%	3%	
						H	H				O							q				X	X	
Prince Edward Island	1				1	1	1		1		1	1	1			1		1		1				1
					1%								1%			1%		1%		1%				1%
Nova Scotia	24	2	5	6	10	15	8	1	16	7	15	5	4	1	1	6	7	3	1	3	8	12	5	6
	4%	2%	5%	4%	4%	4%	3%	9%	4%	4%	4%	3%	3%	2%	9%	5%	4%	3%	1%	3%	6%	4%	2%	6%
																					S			
Newfoundland & Labrador	9	2		2	4	5	3		6	2	7	1	1	1		1	3	2	1	1	3	1	6	2
	1%	2%		1%	2%	1%	1%		1%	1%	2%	1%	1%	1%		1%	2%	2%	2%	1%	2%		3%	2%
					C	H	h				O												V	

Table 3-1
Region
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
West	158	31	33	38	57	95	61	3	102	56	79	60	40	20	3	30	35	30	22	24	28	75	55	20
	25%	24%	33%	25%	22%	24%	26%	36%	24%	27%	23%	29%	32%	25%	36%	27%	20%	25%	28%	25%	23%	26%	24%	22%
			e									k	k											
- British Columbia	56	8	15	18	15	35	19	1	37	19	25	21	12	9	1	10	14	10	8	12	10	32	17	2
	9%	6%	15%	12%	6%	9%	8%	17%	9%	9%	7%	10%	10%	11%	17%	9%	8%	8%	10%	13%	8%	11%	8%	2%
			bE	e																		X	X	
- Prairies	102	23	18	20	42	59	42	1	65	37	54	39	27	11	1	20	21	21	14	12	18	42	38	18
	16%	18%	18%	13%	16%	15%	18%	19%	16%	18%	16%	19%	22%	14%	19%	18%	12%	17%	18%	12%	14%	15%	16%	20%
Ontario	269	43	42	58	127	174	95	1	192	77	159	71	39	32	1	59	81	45	33	45	60	103	107	53
	43%	34%	42%	39%	50%	45%	41%	9%	46%	37%	45%	35%	32%	39%	9%	53%	47%	38%	42%	46%	48%	36%	46%	56%
					BD	H	H		J		LMO		O	O		R							V	V
Quebec	156	43	19	42	52	93	61	3	96	60	83	63	38	25	3	13	48	33	21	22	22	92	51	11
	25%	34%	19%	28%	20%	24%	26%	45%	23%	29%	24%	31%	31%	30%	45%	12%	27%	28%	26%	23%	17%	32%	22%	12%
		CE		e								k					P	P				WX	X	
Atlantic	46	10	6	11	19	29	16	1	30	16	30	11	7	5	1	9	11	10	3	6	15	19	18	9
	7%	8%	6%	7%	7%	8%	7%	9%	7%	8%	8%	5%	5%	6%	9%	8%	6%	9%	4%	6%	12%	7%	8%	10%
																					S			

Table 4-1
S1 - Child between 2 and 14
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
1	264	47	35	67	116	153	108	3	189	74	151	86	58	28	3	48	77	57	39	43	55	109	110	38
	42%	37%	35%	45%	46%	39%	46%	36%	45%	35%	43%	42%	47%	35%	36%	44%	44%	48%	49%	44%	44%	38%	48%	40%
					c		f		J														V	
2	269	48	48	63	110	164	101	4	181	88	145	89	47	43	4	45	78	50	27	42	53	130	93	38
	43%	38%	48%	42%	43%	42%	43%	55%	43%	42%	41%	44%	38%	53%	55%	41%	44%	42%	33%	43%	42%	45%	40%	41%
														kM										
3	66	22	12	12	21	47	18	1	33	34	40	18	11	7	1	11	14	7	9	7	11	37	18	11
	10%	17%	12%	8%	8%	12%	8%	9%	8%	16%	12%	9%	9%	8%	9%	10%	8%	6%	12%	7%	9%	13%	8%	12%
		DE				g				I												w		
4	23	9	4	5	6	18	5		12	11	10	9	6	3		5	4	1	3	3	4	12	5	5
	4%	7%	4%	3%	2%	5%	2%		3%	5%	3%	4%	5%	3%		4%	2%	1%	4%	4%	3%	4%	2%	5%
		e				gH	H				O		O											
5+	8	1	1	3	3	7	1		6	2	5	2	1	1		1	1	3	1	1	3	1	5	2
	1%	1%	1%	2%	1%	2%			1%	1%	1%	1%	1%	1%		1%	1%	2%	2%	1%	2%		2%	2%
						gH					O													
Average #	1.8	2.0	1.9	1.8	1.7	1.9	1.7	1.7	1.7	1.9	1.8	1.8	1.8	1.8	1.7	1.8	1.7	1.7	1.8	1.7	1.8	1.8	1.7	1.9
		dE	e			G				I												w		
Net: 2+	366	80	65	83	138	237	125	5	231	135	200	118	66	53	5	62	97	62	41	54	71	180	121	56
	58%	63%	65%	55%	54%	61%	54%	64%	55%	65%	57%	58%	53%	65%	64%	56%	56%	52%	51%	56%	56%	62%	52%	60%
			e			g				I												W		
Net: 3+	97	32	17	20	29	72	24	1	50	47	55	29	19	10	1	17	20	11	14	12	18	50	28	18
	15%	25%	17%	13%	11%	19%	10%	9%	12%	22%	16%	14%	15%	12%	9%	16%	11%	10%	18%	12%	14%	17%	12%	19%
		DE				G				I														

Table 5-1
S2a,b - Age of Children
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
0	16	4	3	2	8	9	6	1	10	6	9	4	3	1	1	4	5	1	2	5	1	8	5	3
	3%	3%	3%	1%	3%	2%	3%	19%	2%	3%	3%	2%	2%	2%	19%	4%	3%	1%	3%	5%	1%	3%	2%	3%
																	r			u				
1	11	5	1	4	1	9	2		5	6	6	4	3	1		1	4	1	3	1	2	6	5	1
	2%	4%	1%	3%	1%	2%	1%		1%	3%	2%	2%	3%	2%		1%	2%	1%	3%	1%	2%	2%	2%	1%
		e				H					O		o											
2	72	38	14	13	8	65	6	1	21	51	41	18	15	3	1	7	10	4	3	5	9	43	23	5
	11%	30%	14%	8%	3%	17%	3%	17%	5%	24%	12%	9%	12%	3%	17%	6%	6%	3%	3%	5%	7%	15%	10%	5%
		CDE	E	E		G				I	N		N									X		
3	82	38	21	8	15	72	10		22	59	53	19	11	8		10	5	8	2	1	10	50	18	13
	13%	30%	21%	5%	6%	19%	4%		5%	28%	15%	9%	9%	10%		9%	3%	7%	3%	1%	8%	17%	8%	14%
		DE	DE			GH	H			I	LMO		O	O		q					sT	W		
4	83	44	23	6	10	69	14	1	25	58	51	22	14	8	1	7	7	3	6	3	4	52	18	5
	13%	35%	23%	4%	4%	18%	6%	17%	6%	28%	15%	11%	11%	10%	17%	6%	4%	2%	7%	3%	3%	18%	8%	6%
		cDE	DE			G				I												WX		
5	87	23	36	14	14	69	17	1	31	56	54	20	9	11	1	10	9	8	4	9	12	48	25	11
	14%	19%	36%	9%	5%	18%	7%	17%	7%	26%	15%	10%	7%	14%	17%	9%	5%	7%	5%	9%	10%	17%	11%	11%
		DE	BDE			G				I	lM											w		
6	102	21	23	35	22	83	18		61	41	53	37	28	9		22	23	12	11	10	22	46	41	10
	16%	17%	23%	23%	9%	21%	8%		14%	19%	15%	18%	23%	11%		20%	13%	11%	14%	11%	18%	16%	18%	11%
		E	E	E		GH	H				O		kNO	O		r							x	
7	110	16	14	37	42	76	33		81	29	50	44	24	20		23	33	23	8	21	31	50	40	18
	17%	13%	14%	25%	17%	20%	14%		19%	14%	14%	21%	20%	24%		21%	19%	19%	10%	21%	24%	17%	17%	19%
				Bce		gH	H				O	K	O	kO						S	S			
8	125	11	14	39	60	78	46	1	103	21	69	40	19	21	1	28	45	26	9	19	47	53	44	23
	20%	9%	14%	26%	24%	20%	20%	9%	25%	10%	20%	19%	16%	25%	9%	25%	26%	22%	11%	20%	37%	18%	19%	24%
				BC	Bc				J											s	ST			
9	75	12	6	17	39	39	35	1	57	17	38	27	15	12	1	15	28	13	13	14	17	30	33	10
	12%	10%	6%	11%	15%	10%	15%	9%	14%	8%	11%	13%	12%	14%	9%	14%	16%	11%	16%	15%	14%	10%	14%	11%
					C		f		j															
10	94	9	6	30	48	50	44		79	15	48	36	22	14		18	34	25	18	25	19	38	33	21
	15%	7%	6%	20%	19%	13%	19%		19%	7%	14%	17%	18%	17%		17%	20%	21%	22%	25%	15%	13%	14%	23%
				BC	BC	H	FH		J		O		O	O						u				v
11	72	5	8	16	44	27	43	2	60	12	39	26	18	7	2	10	28	21	15	15	12	31	27	14
	11%	4%	8%	10%	17%	7%	18%	28%	14%	6%	11%	13%	15%	9%	28%	9%	16%	18%	19%	15%	9%	11%	12%	15%
				B	BCd		F		J								p	P	u					
12	71	9	6	13	43	29	42	1	58	13	38	26	15	11	1	14	24	18	17	18	11	29	24	15
	11%	7%	6%	9%	17%	7%	18%	9%	14%	6%	11%	12%	12%	13%	9%	13%	14%	15%	21%	18%	9%	10%	11%	16%
					BCD		F		J										U	U				
13	111	6	9	24	72	40	68	3	97	15	61	38	18	20	3	26	40	30	29	23	20	41	48	22
	18%	5%	9%	16%	28%	10%	29%	47%	23%	7%	17%	19%	14%	25%	47%	23%	23%	25%	36%	24%	16%	14%	21%	23%
				B	BCD		F	F	J					m	km				tU				v	v
Net: Age Under 2	28	9	4	6	10	18	8	1	15	12	15	9	6	3	1	5	9	1	5	6	3	15	10	3
	4%	7%	4%	4%	4%	5%	4%	19%	4%	6%	4%	4%	5%	3%	19%	4%	5%	1%	6%	6%	2%	5%	4%	4%
																	R							
Net: Age 2 to 5	271	120	77	35	38	231	37	2	85	186	165	71	44	27	2	27	29	18	13	15	30	156	73	30
	43%	95%	77%	24%	15%	59%	16%	34%	20%	89%	47%	35%	36%	33%	34%	24%	17%	15%	16%	15%	24%	54%	32%	33%
		CDE	DE	E		G				I	LMN					r						WX		
Net: Age 6 to 8	311	44	48	105	115	218	92	1	228	83	157	114	66	48	1	65	99	56	27	48	90	137	119	47
	49%	35%	48%	70%	45%	56%	40%	9%	54%	40%	45%	56%	54%	59%	9%	59%	56%	47%	34%	49%	72%	48%	52%	50%
			b	BCE	b	GH	H		J		O	K	O	KO		r				S	ST			
Net: Age 9 to 13	328	30	28	76	194	144	180	5	274	54	177	116	69	47	5	70	121	80	68	72	64	130	129	65
	52%	24%	28%	51%	76%	37%	77%	66%	65%	26%	50%	57%	56%	58%	66%	63%	69%	67%	85%	74%	51%	45%	56%	70%
				BC	BCD		F	f	J										tU	U			V	VW

Table 6-1
Child Selection: Child Age (Selected to interview)
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
2	47	37	7	2		44	1	1	4	43	30	10	10		1	1		1			1	30	14	2
	7%	29%	7%	2%		11%	1%	17%	1%	21%	8%	5%	8%		17%	1%		1%			1%	10%	6%	3%
		CDE	dE			G				I	N		N									wX		
3	53	36	14	4		53			4	49	38	9	5	4		1		2				38	11	4
	8%	28%	14%	2%		14%			1%	23%	11%	4%	4%	5%		1%		2%				13%	5%	4%
		CDE	DE	e		GH				I	LMNO		O	o								WX		
4	53	32	20	1		46	6	1	9	44	31	16	12	4	1		1		4	1		34	10	1
	8%	25%	20%	1%		12%	3%	17%	2%	21%	9%	8%	10%	5%	17%		1%		5%	1%		12%	4%	1%
		DE	DE			G				I									U			WX		
5	55	15	31	9	1	52	4		12	43	31	15	5	10		5	2	2	1	2	7	32	17	4
	9%	12%	31%	6%		13%	2%		3%	21%	9%	7%	4%	12%		4%	1%	2%	2%	3%	6%	11%	7%	4%
		E	BDE	E		GH	H			I	MO		O	mO							s	X		
6	64	3	20	31	11	55	10		43	21	32	27	20	7		17	17	8	7	7	17	29	29	4
	10%	2%	20%	21%	4%	14%	4%		10%	10%	9%	13%	16%	9%		15%	10%	7%	9%	7%	13%	10%	13%	5%
			BE	BE		GH	H				O		kO	O		r						X	X	
7	73	3	3	34	34	49	24		67	6	32	28	15	13		18	31	18	6	15	29	29	29	14
	12%	2%	3%	22%	13%	13%	10%		16%	3%	9%	14%	12%	15%		16%	18%	15%	7%	16%	23%	10%	13%	15%
				BCE	BC	H	H		J		O		O	O						s	S			
8	77		4	28	45	45	32		76	1	43	27	10	17		17	38	18	4	14	34	28	29	17
	12%		4%	19%	18%	11%	14%		18%	1%	12%	13%	8%	21%		15%	22%	15%	5%	14%	27%	10%	13%	18%
			b	BC	BC	H	H		J		O		O	MO						S	ST			v
9	35			8	27	10	24	1	35		21	11	9	2	1	11	15	9	10	8	10	10	20	5
	6%			5%	11%	3%	10%	9%	8%		6%	6%	8%	2%	9%	10%	8%	8%	13%	8%	8%	4%	9%	5%
				BC	BCd		F		J				n										V	
10	45	1		11	32	14	31		44	1	26	16	10	5		11	18	16	9	15	7	16	18	11
	7%	1%		8%	13%	3%	13%		10%		7%	8%	8%	7%		10%	10%	13%	12%	15%	6%	5%	8%	12%
				BC	BC	H	FH		J		O		O	O						U				v
11	43			8	35	7	34	2	43		21	18	11	7	2	7	18	18	11	11	9	16	16	11
	7%			5%	14%	2%	14%	28%	10%		6%	9%	9%	8%	28%	7%	10%	15%	14%	11%	7%	6%	7%	12%
				BC	BCD		F	f	J									P	u					
12	36	1	1	5	28	7	28	1	34	1	18	15	9	6	1	8	15	11	11	8	4	12	15	8
	6%	1%	1%	4%	11%	2%	12%	9%	8%	1%	5%	7%	7%	7%	9%	7%	8%	9%	14%	8%	3%	4%	6%	9%
				b	BCD		F		J										U					
13	49		1	8	41	9	39	1	49		28	15	7	7	1	14	20	14	16	15	7	14	22	13
	8%		1%	5%	16%	2%	17%	19%	12%		8%	7%	6%	9%	19%	13%	12%	12%	19%	15%	5%	5%	9%	14%
				BC	BCD		F		J										U	U			v	V
Average Age	7.2	3.4	4.8	7.7	9.8	5.7	9.8	8.5	8.9	3.9	7.1	7.7	7.4	8.1	8.5	8.7	9.1	9.2	9.9	9.4	8.1	6.3	7.8	8.9
			B	BC	BCD		F	F	J			K		K					U	U			V	VW
Net: Age 2 to 5	208	119	71	16	1	194	11	2	28	180	129	49	32	17	2	7	4	6	5	4	9	134	52	11
	33%	94%	71%	11%		50%	5%	34%	7%	86%	37%	24%	26%	21%	34%	7%	2%	5%	6%	4%	7%	46%	22%	12%
		CDE	DE	E		G		g		I	LMN					q						WX	X	
Net: Age 6 to 8	214	6	27	92	90	148	66		186	28	108	81	45	36		52	85	45	17	36	80	87	88	35
	34%	4%	27%	62%	35%	38%	28%		44%	13%	31%	40%	36%	45%		47%	49%	38%	21%	38%	64%	30%	38%	38%
			B	BCE	B	GH	H		J		O	K	O	KO			r			S	ST		v	
Net: Age 9 to 13	208	1	2	41	163	47	156	5	206	2	114	74	47	28	5	51	86	68	58	57	37	68	91	47
	33%	1%	2%	28%	64%	12%	67%	66%	49%	1%	32%	36%	38%	34%	66%	46%	49%	57%	73%	59%	30%	24%	39%	51%
				BC	BCD		F	F	J						Kn				TU	U			V	Vw

Table 7-1

P1 - Summary: Parent: freqency per publication

Based on total parents

	Books	Newspapers	Magazines	Blogs
Total Actual	630	630	630	630
Total Weighted	630	630	630	630
Every day (or almost) (30x)	194	133	32	73
	31%	21%	5%	12%
Several times per week (10x)	136	106	94	125
	22%	17%	15%	20%
Several times per month (3x)	136	132	161	125
	22%	21%	25%	20%
Less often (1x)	133	181	274	188
	21%	29%	43%	30%
Never (0x)	31	78	69	119
	5%	12%	11%	19%
Average # times a month	12.3	8.9	4.2	6.4

Table 8-1
P1 - Summary Several times a week or more [Ranked]: Parent: freqency per publication
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Books	330	61	62	81	126	227	101	2	215	115	192	94	59	36	2	76	77	55	40	56	76	131	134	58
	52%	48%	62%	54%	50%	58%	44%	27%	51%	55%	55%	46%	48%	44%	27%	69%	44%	47%	50%	58%	60%	45%	58%	63%
			be			GH					lno					QR							V	V
Newspapers	239	45	45	58	91	150	87	2	158	81	111	98	56	42	2	41	67	41	32	49	43	88	106	36
	38%	36%	45%	39%	36%	38%	38%	27%	38%	39%	31%	48%	45%	51%	27%	37%	38%	35%	40%	51%	35%	31%	46%	38%
												K	K	K						U			V	
Blogs	198	37	35	43	84	126	71	2	136	63	109	60	33	27	2	46	51	31	33	37	39	72	83	35
	31%	29%	35%	29%	33%	32%	30%	27%	32%	30%	31%	29%	27%	33%	27%	41%	29%	26%	41%	39%	31%	25%	36%	37%
																QR							V	V
Magazines	126	19	25	36	46	88	37	1	89	37	53	48	26	21	1	27	37	19	27	22	29	44	52	22
	20%	15%	25%	24%	18%	23%	16%	17%	21%	18%	15%	23%	21%	26%	17%	25%	21%	16%	34%	23%	23%	15%	23%	24%
			b	b		G						K		K		r			u				V	v

Table 9-1
P1 - Summary Several times a month or more [Ranked]: Parent: freqency per publication
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Books	466	91	85	105	186	304	159	3	304	163	264	147	93	53	3	88	119	83	61	76	100	202	177	74
	74%	72%	85%	70%	73%	78%	68%	36%	72%	78%	75%	72%	76%	65%	36%	80%	68%	70%	76%	78%	80%	70%	77%	80%
			BDE			GH	h				O		O	o		Q								v
Newspapers	371	79	67	88	138	237	132	2	238	133	193	132	79	53	2	63	97	66	51	64	68	157	149	53
	59%	62%	67%	59%	54%	61%	57%	27%	57%	64%	55%	65%	64%	66%	27%	57%	55%	56%	64%	66%	54%	54%	65%	57%
			E			H	h				o	K	kO	kO						u			V	
Blogs	323	67	55	77	124	215	107	2	213	111	190	94	55	39	2	61	92	48	44	53	71	130	130	52
	51%	53%	55%	51%	49%	55%	46%	27%	51%	53%	54%	46%	44%	48%	27%	56%	52%	41%	55%	55%	57%	45%	56%	55%
						Gh					lmo					R	R						V	v
Magazines	287	57	49	73	109	185	99	3	194	93	145	99	60	38	3	53	79	49	45	52	59	113	115	46
	46%	45%	49%	49%	43%	47%	43%	36%	46%	44%	41%	48%	49%	47%	36%	48%	45%	41%	56%	54%	47%	39%	50%	49%
																							V	v

Table 10-1
P1 - Parent: freqency per publication
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Books																								
Every day (or almost) (30x)	194	40	33	48	74	143	51	1	124	70	124	42	31	11	1	55	40	27	26	26	50	67	85	41
	31%	31%	33%	32%	29%	37%	22%	9%	30%	33%	35%	21%	25%	13%	9%	50%	23%	23%	32%	27%	40%	23%	37%	44%
						GH					LMNO		N			QR					T		V	V
Several times per week (10x)	136	22	29	33	52	84	50	1	91	45	68	52	27	25	1	21	36	29	14	30	26	64	49	18
	22%	17%	29%	22%	21%	22%	22%	17%	22%	22%	19%	25%	22%	30%	17%	19%	21%	24%	18%	31%	21%	22%	21%	19%
			b											k						Su				
Several times per month (3x)	136	30	23	23	60	77	58	1	88	48	72	52	35	18	1	12	42	28	21	20	24	71	43	16
	22%	24%	23%	16%	23%	20%	25%	9%	21%	23%	20%	26%	28%	22%	9%	11%	24%	24%	26%	20%	19%	25%	19%	17%
					d								o				P	P						
Less often (1x)	133	32	13	36	53	72	58	3	92	41	72	47	23	23	3	17	45	27	16	18	23	70	43	16
	21%	25%	13%	24%	21%	19%	25%	36%	22%	19%	20%	23%	19%	29%	36%	15%	26%	23%	19%	18%	18%	24%	19%	17%
		C		C	c		f										P							
Never (0x)	31	4	3	9	16	13	16	2	24	6	16	12	7	5	2	6	11	8	3	3	3	17	11	3
	5%	3%	3%	6%	6%	3%	7%	28%	6%	3%	5%	6%	6%	6%	28%	5%	6%	7%	4%	4%	2%	6%	5%	3%
							f																	
Average # times a month	12.3	12.1	13.6	12.6	11.7	13.9	9.7	5.2	11.9	13.1	13.3	9.7	10.9	8.0	5.2	17.3	10.0	10.1	12.4	11.9	14.8	10.1	13.9	15.7
						GH					LmNo		n			QR					t		V	V
Newspapers																								
Every day (or almost) (30x)	133	24	20	34	55	84	50		93	41	60	55	34	21		28	40	21	21	34	22	55	56	19
	21%	19%	20%	23%	22%	21%	21%		22%	19%	17%	27%	27%	26%		26%	23%	17%	26%	35%	18%	19%	24%	20%
						H	H				O	K	KO	O						U				
Several times per week (10x)	106	21	24	24	36	66	38	2	65	40	50	43	22	21	2	13	27	20	11	15	21	34	50	17
	17%	17%	24%	16%	14%	17%	16%	27%	16%	19%	14%	21%	18%	26%	27%	12%	16%	17%	14%	16%	17%	12%	22%	18%
			e									k		K									V	
Several times per month (3x)	132	34	22	30	46	87	45		80	52	82	34	23	11		21	30	25	18	15	25	69	43	17
	21%	27%	22%	20%	18%	22%	19%		19%	25%	23%	17%	18%	14%		19%	17%	21%	23%	15%	20%	24%	19%	18%
		e				H	H				INO		O	O										
Less often (1x)	181	32	25	45	79	105	72	4	128	53	113	47	30	17	4	30	60	34	22	23	41	87	60	31
	29%	25%	25%	30%	31%	27%	31%	55%	31%	25%	32%	23%	24%	21%	55%	27%	34%	29%	28%	23%	33%	30%	26%	33%
											Lmn				mn									
Never (0x)	78	15	8	16	38	48	29	1	54	23	46	26	15	11	1	18	18	18	7	10	16	46	22	10
	12%	12%	8%	11%	15%	12%	12%	19%	13%	11%	13%	13%	12%	13%	19%	16%	11%	15%	8%	11%	13%	16%	10%	10%
					C																	W		
Average # times a month	8.9	8.5	9.5	9.3	8.8	9.1	8.9	3.2	9.0	8.8	7.6	10.9	10.8	10.9	3.2	9.7	9.2	7.9	10.3	12.7	7.9	7.8	10.2	8.8
						H	H				O	K	KO	KO						U			V	
Magazines																								
Every day (or almost) (30x)	32	5	6	9	12	24	9		24	9	8	14	9	5		10	7	3	10	8	6	10	11	9
	5%	4%	6%	6%	5%	6%	4%		6%	4%	2%	7%	7%	7%		9%	4%	3%	12%	9%	4%	3%	5%	9%
						H	H				O	K	kO	O		R			U					v
Several times per week (10x)	94	14	19	27	34	65	28	1	66	28	45	33	17	16	1	17	29	15	17	14	23	35	41	14
	15%	11%	19%	18%	13%	17%	12%	17%	16%	13%	13%	16%	14%	20%	17%	15%	17%	13%	21%	15%	19%	12%	18%	15%
																							v	
Several times per month (3x)	161	38	24	37	62	97	63	1	105	56	91	51	34	17	1	26	42	31	18	30	31	69	62	24
	25%	30%	24%	24%	24%	25%	27%	19%	25%	27%	26%	25%	28%	21%	19%	23%	24%	26%	22%	31%	24%	24%	27%	25%
Less often (1x)	274	58	44	60	112	168	103	3	175	99	176	72	44	28	3	45	74	52	28	31	56	134	95	41
	43%	46%	44%	40%	44%	43%	44%	45%	42%	47%	50%	35%	36%	35%	45%	41%	43%	44%	36%	32%	45%	46%	41%	43%
											LMN										t			
Never (0x)	69	12	7	17	34	37	31	1	51	18	31	34	19	15	1	12	21	18	7	13	10	42	21	7
	11%	9%	7%	11%	13%	10%	13%	19%	12%	9%	9%	17%	16%	18%	19%	11%	12%	15%	9%	13%	8%	14%	9%	7%
					c							K	k	k								wX		
Average # times a month	4.2	3.6	4.9	4.7	4.0	4.7	3.6	2.7	4.4	3.8	3.3	4.8	4.7	4.9	2.7	5.4	4.1	3.4	6.9	5.3	4.4	3.4	4.4	5.5
						gh						K	k	k		R			U				v	V
Blogs																								
Every day (or almost) (30x)	73	17	14	15	28	48	24	1	48	25	39	22	14	8	1	14	18	10	11	16	13	24	32	12
	12%	13%	14%	10%	11%	12%	10%	9%	11%	12%	11%	11%	11%	10%	9%	13%	10%	9%	13%	16%	10%	8%	14%	13%
																							V	
Several times per week (10x)	125	20	21	28	56	77	47	1	88	37	70	38	19	19	1	31	33	20	22	22	26	49	50	22
	20%	16%	21%	19%	22%	20%	20%	17%	21%	18%	20%	18%	15%	23%	17%	28%	19%	17%	28%	22%	21%	17%	22%	24%
																qR								
Several times per month (3x)	125	31	20	34	40	89	36		77	48	81	35	22	13		16	41	18	11	16	32	58	47	17
	20%	24%	20%	23%	16%	23%	15%		18%	23%	23%	17%	18%	16%		14%	24%	15%	14%	16%	26%	20%	21%	18%
		e				GH	H				lO		O	O			pr				St			
Less often (1x)	188	43	27	41	77	113	72	3	122	66	108	57	40	17	3	26	51	41	21	32	32	90	68	26
	30%	34%	27%	27%	30%	29%	31%	36%	29%	31%	31%	28%	33%	21%	36%	24%	29%	35%	26%	33%	26%	31%	30%	27%
											n		n					p						
Never (0x)	119	16	18	31	53	62	54	3	85	33	53	53	28	25	3	23	32	29	15	12	22	68	33	16
	19%	13%	18%	21%	21%	16%	23%	38%	20%	16%	15%	26%	23%	31%	38%	20%	18%	25%	19%	13%	17%	24%	14%	17%
				b	b		F					K	k	K								W		
Average # times a month	6.4	6.6	7.1	5.8	6.3	6.7	5.9	4.9	6.3	6.4	6.4	5.8	5.8	5.9	4.9	7.4	5.9	5.1	7.5	7.9	6.2	5.0	7.3	7.2
																R							V	v

Table 11-1

P2 - Summary: Parent: format per publication

Based on total who read each type of publication several times a month or more

	Books	Newspapers	Magazines	Blogs
Total Actual	461	367	289	318
Total Weighted	466	371	287	323
Paper hard-copy	392	221	211	23
	84%	59%	74%	7%
Smartphone	94	163	74	213
	20%	44%	26%	66%
Electronic reader (eg. e-readers like Kindle, Kobo	93	26	33	25
etc)	20%	7%	11%	8%
Tablet	88	105	68	116
	19%	28%	24%	36%
Audio	69	13	11	20
	15%	3%	4%	6%
Computer	61	161	77	189
	13%	43%	27%	58%
Other	3	1	3	1
	1%		1%	

Table 12-1
P2 - Summary: Parent: format per publication
Based on total who read each type of publication several times a month or more

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Books																								
Base: Read this publication type several times a month or more	466	91	85	105	186	304	159	3	304	163	264	147	93	53	3	88	119	83	61	76	100	202	177	74
Paper hard-copy	392	80	72	79	161	257	134	1	247	144	226	118	80	38	1	74	97	68	40	66	88	168	145	71
	84%	88%	85%	76%	86%	84%	84%	26%	82%	89%	86%	80%	85%	72%	26%	84%	82%	82%	66%	87%	88%	83%	82%	95%
		D			D	H	H			i	NO		nO							S	S			VW
Smartphone	94	16	19	21	38	63	30		61	33	53	22	14	8		22	22	14	11	18	24	24	45	22
	20%	18%	22%	20%	20%	21%	19%		20%	20%	20%	15%	15%	15%		25%	18%	17%	18%	23%	24%	12%	25%	30%
						H	H				O		O	O									V	V
Electronic reader (eg. e-readers like Kindle, Kobo etc)	93	16	16	20	42	60	32	1	62	31	49	29	23	6	1	23	24	14	11	13	24	38	37	17
	20%	18%	19%	19%	22%	20%	20%	26%	21%	19%	19%	20%	24%	11%	26%	26%	21%	16%	18%	17%	24%	19%	21%	23%
													N											
Tablet	88	14	13	22	40	57	30	1	65	24	44	33	21	12	1	20	27	14	12	16	26	28	38	18
	19%	15%	16%	21%	21%	19%	19%	48%	21%	14%	17%	22%	22%	22%	48%	23%	22%	17%	20%	22%	26%	14%	22%	25%
									j														v	v
Audio	69	10	11	16	32	40	28	1	49	20	37	22	9	14	1	16	25	7	8	13	15	17	34	17
	15%	11%	13%	15%	17%	13%	18%	26%	16%	12%	14%	15%	9%	26%	26%	18%	21%	8%	13%	17%	15%	9%	19%	22%
														kM		r	R						V	V
Computer	61	9	11	14	28	35	27		46	15	26	25	12	13		19	10	13	11	13	15	19	25	13
	13%	10%	13%	13%	15%	11%	17%		15%	9%	10%	17%	13%	24%		22%	8%	16%	18%	17%	15%	9%	14%	17%
						H	H		j		O	k	O	KO		Q								
Other	3			1	3	3	1		3		1	1		1		3	1		1		3	1		3
	1%			1%	2%	1%			1%		1%			1%		3%	1%		1%		3%			4%
					bc				j															w
Newspapers																								
Base: Read this publication type several times a month or more	371	79	67	88	138	237	132	2	238	133	193	132	79	53	2	63	97	66	51	64	68	157	149	53
Paper hard-copy	221	48	33	50	89	142	78	1	141	79	109	77	44	32	1	43	62	34	26	39	43	94	88	36
	59%	61%	49%	57%	65%	60%	59%	35%	60%	59%	57%	58%	56%	61%	35%	69%	64%	52%	52%	62%	63%	60%	59%	68%
					c											R								
Smartphone	163	32	32	31	69	108	55		103	60	88	51	37	14		28	47	25	24	29	33	58	69	33
	44%	41%	48%	35%	50%	46%	42%		43%	45%	46%	38%	47%	26%		45%	48%	37%	47%	46%	48%	37%	46%	62%
					D	H	H				NO		NO	O										VW
Computer	161	30	26	31	74	94	67		111	50	81	60	38	22		31	50	25	20	29	37	55	73	28
	43%	38%	39%	35%	54%	40%	51%		47%	38%	42%	46%	49%	41%		49%	51%	37%	40%	45%	54%	35%	49%	52%
					BcD	H	FH				O		O	O			r						V	V
Tablet	105	25	19	22	39	65	39	1	64	41	46	43	32	11	1	16	29	16	16	18	16	42	37	23
	28%	32%	29%	25%	28%	27%	30%	65%	27%	31%	24%	32%	40%	21%	65%	25%	30%	24%	31%	29%	23%	27%	25%	42%
													KN											VW
Electronic reader (eg. e-readers like Kindle, Kobo etc)	26	4	10	4	7	16	9		15	10	10	13	8	5		5	5	2	5	5	3	5	9	7
	7%	5%	15%	5%	5%	7%	7%		6%	8%	5%	10%	10%	9%		8%	5%	3%	9%	8%	5%	3%	6%	14%
			bde			H	H				O		O	O										V
Audio	13	1	4	2	6	5	8		11	2	4	7	3	3		5	2	1	4	3	1	3	3	4
	3%	1%	6%	2%	4%	2%	6%		4%	1%	2%	5%	4%	6%		8%	2%	2%	8%	5%	2%	2%	2%	8%
					b	H	fH		j		o		o	o										
Other	1				1	1			1							1					1			1
					1%	1%			1%							2%					2%			3%
Magazines																								
Base: Read this publication type several times a month or more	287	57	49	73	109	185	99	3	194	93	145	99	60	38	3	53	79	49	45	52	59	113	115	46
Paper hard-copy	211	41	35	53	82	141	68	1	139	72	119	58	39	19	1	38	63	35	25	39	47	80	89	38
	74%	72%	72%	73%	75%	76%	69%	52%	72%	78%	82%	59%	65%	51%	52%	71%	79%	71%	56%	74%	79%	70%	78%	84%
											LMN									s	S			v
Computer	77	14	13	20	30	48	29		53	24	34	32	18	14		18	22	10	14	15	14	26	35	14
	27%	24%	27%	28%	28%	26%	29%		27%	26%	23%	32%	30%	35%		34%	28%	21%	32%	29%	23%	23%	30%	30%
						H	H				O		O	O										
Smartphone	74	16	17	14	27	53	22		45	29	35	24	18	6		14	20	7	11	14	14	23	31	17
	26%	28%	35%	19%	25%	28%	22%		23%	31%	24%	24%	29%	16%		26%	26%	15%	26%	28%	23%	20%	27%	37%
			d			H	H				O		O	O										V
Tablet	68	20	10	13	25	47	20	1	39	28	30	26	16	10	1	12	18	8	10	13	12	26	25	16
	24%	35%	21%	17%	23%	25%	20%	48%	20%	31%	21%	26%	27%	25%	48%	23%	22%	17%	21%	25%	20%	23%	22%	34%
		D								i														
Electronic reader (eg. e-readers like Kindle, Kobo etc)	33	7	10	6	10	23	10		18	15	15	14	9	5		6	6	4	5	5	5	9	16	6
	11%	13%	20%	8%	9%	12%	10%		9%	16%	10%	15%	15%	14%		10%	8%	8%	11%	9%	8%	8%	14%	12%
						H	H				O		O	O										
Audio	11	2	4	3	2	8	3		7	4	2	5	4	1		2	3		4	1	1	3	4	2
	4%	4%	8%	4%	2%	4%	3%		4%	4%	1%	5%	7%	2%		4%	3%		9%	1%	2%	2%	3%	5%
						H	h						O						t					
Other	3	1		1	1	3			2	1		1		1		1	1		1		1	2		1
	1%	2%		1%	1%	2%			1%	1%		1%		2%		3%	1%		2%		2%	2%		3%
						gh																		
Blogs																								
Base: Read this publication type several times a month or more	323	67	55	77	124	215	107	2	213	111	190	94	55	39	2	61	92	48	44	53	71	130	130	52
Smartphone	213	46	35	42	90	140	72	1	136	76	130	53	37	16	1	38	64	29	28	33	50	84	85	39
	66%	69%	64%	54%	72%	65%	67%	35%	64%	69%	68%	57%	68%	40%	35%	61%	70%	61%	65%	63%	70%	64%	66%	75%
		d			D						IN		N											
Computer	189	34	33	40	81	124	65		126	63	117	54	29	25		42	51	29	23	30	46	71	83	31
	58%	51%	60%	53%	65%	58%	61%		59%	57%	61%	57%	53%	63%		69%	55%	60%	52%	56%	64%	54%	64%	59%
					bd	H	H				O		O	O										
Tablet	116	23	18	19	55	74	41	1	78	38	64	39	27	12	1	22	36	17	17	22	25	39	45	29
	36%	35%	33%	25%	44%	35%	38%	65%	36%	35%	33%	42%	49%	31%	65%	35%	39%	35%	40%	41%	36%	30%	35%	55%
					D								Kn											VW
Electronic reader (eg. e-readers like Kindle, Kobo etc)	25	3	6	4	12	12	12		20	5	6	13	7	7		8	6	2	6	7	3	5	7	8
	8%	4%	11%	5%	9%	6%	11%		9%	4%	3%	14%	12%	17%		12%	7%	4%	14%	13%	5%	4%	6%	16%
						H	H				O	K	kO	KO										Vw
Paper hard-copy	23		6	9	7	14	8		19	4	7	11	6	5		7	8	1	8	6	4	7	7	6
	7%		12%	12%	6%	7%	8%		9%	3%	4%	12%	11%	13%		11%	9%	3%	18%	11%	6%	5%	5%	12%
			B	B	B	H	H		j		O	K	O	O		r			u					
Audio	20	5	4	4	8	12	8		13	8	8	6	5	1		6	3	2	4	6	3	5	10	4
	6%	7%	7%	5%	6%	6%	8%		6%	7%	4%	6%	10%	2%		10%	4%	4%	9%	10%	4%	4%	8%	8%
						H	H				O		nO											
Other	1				1	1			1							1					1			1
					1%	1%			1%							2%					2%			3%

Table 131
Reading Conversations by Kids
Based on total 400 test books

	Total Actual	Total Adjusted	Net: 1 or less	Net: 2 to 3	Net: 4 to 6	Net: 10 to 29	Net: 30+	Net: 100+	Average #	Median #	Average # excluding outliers 200+	Net: 3 or less	Net: 4 to 12	Net: Over 12	Full distribution...
Total	400	400	69	125	157	81	131	20	13.6	6.0	13.6	205	182	156	20%
Not yet learned	56	100	20	31	25	21	21	1	22.2	15.0	22.2	51	46	31	8%
Skip/Don't recognize	9	15	9	6	2	0	0	0	0.0	0.0	0.0	15	9	6	2%
Basic text reader	131	218	24	58	62	36	38	1	15.0	7.0	15.0	82	96	62	16%
Producer reader	237	394	14	67	95	59	59	2	11.3	5.0	11.3	81	154	95	24%
Yes, currently not any more	233	387	5	26	56	66	54	2	14.2	8.0	14.2	31	110	56	14%
Reading now: has never stood	27	45	6	2	2	4	11	1	31.1	15.0	31.1	8	13	13	3%
Confident reading independently	49	81	24	14	10	10	13	1	7.4	4.9	7.4	38	23	10	2%
Is head stood	126	209	126	26	5	2	1	1	1.0	0.0	1.0	126	31	5	1%
0-12 months	115	191	115	55	49	26	26	1	3.0	1.0	3.0	170	76	26	7%
13 mo-1	133	221	22	86	24	15	14	1	2.7	1.0	2.7	108	39	15	4%
1 mo-2 yr	135	224	11	96	14	14	14	1	2.9	1.0	2.9	107	28	14	4%
Child age: started reading about	15	25	11	4	1	1	1	1	1.0	0.0	1.0	16	2	1	1%
Over 2 yr	14	23	14	4	1	1	1	1	1.0	0.0	1.0	18	2	1	1%
Never read	0	0	0	0	0	0	0	0	0.0	0.0	0.0	0	0	0	0%
Enthusiastic	113	187	69	47	24	12	13	1	7.4	3.0	7.4	94	37	12	3%
Moderate	158	262	15	49	49	24	24	1	13.0	5.0	13.0	64	98	24	6%
Reluctant	127	211	15	29	84	45	38	2	15.1	5.0	15.1	44	167	85	21%
Under 10	97	161	11	15	11	10	14	1	8.9	4.0	8.9	26	36	14	3%
10 to 29	169	281	10	74	58	27	34	1	10.8	7.0	10.8	84	119	61	15%
30+	134	222	10	36	88	47	47	1	18.7	10.0	18.7	46	135	48	12%
Child knew phonemic reading	Up to 3	3 to 7	Over 7												
	134	224	38	74	62	31	31	1	14.7	7.0	14.7	96	93	32	8%
	136	227	98	38	1	1	1	1	2.8	1.0	2.8	99	2	1	1%
	130	217	31	92	54	23	23	1	12.6	5.0	12.6	123	77	24	6%
	100	167	2	2	96	69	30	1	17.9	10.0	17.9	4	165	99	25%
	100	167	2	2	96	69	30	1	17.9	10.0	17.9	4	165	99	25%
	31	52	31	21	1	1	1	1	4.9	2.0	4.9	52	2	1	1%
	31	52	31	21	1	1	1	1	4.9	2.0	4.9	52	2	1	1%
	2	3	2	1	1	1	1	1	2.0	1.0	2.0	3	1	1	1%
	2	3	2	1	1	1	1	1	2.0	1.0	2.0	3	1	1	1%
	11	18	11	7	1	1	1	1	4.3	2.0	4.3	18	2	1	1%
	27	45	27	16	1	1	1	1	3.9	2.0	3.9	44	2	1	1%
	32	53	32	19	1	1	1	1	3.9	2.0	3.9	51	2	1	1%
	306	509	306	96	54	23	23	1	12.6	5.0	12.6	605	77	24	6%
	306	509	306	96	54	23	23	1	12.6	5.0	12.6	605	77	24	6%
	69	115	69	46	1	1	1	1	2.6	1.0	2.6	114	2	1	1%
	69	115	69	46	1	1	1	1	2.6	1.0	2.6	114	2	1	1%
	37	61	37	24	1	1	1	1	2.7	1.0	2.7	60	2	1	1%
	37	61	37	24	1	1	1	1	2.7	1.0	2.7	60	2	1	1%
	126	209	126	82	1	1	1	1	2.0	1.0	2.0	208	2	1	1%
	126	209	126	82	1	1	1	1	2.0	1.0	2.0	208	2	1	1%
	1	2	1	1	1	1	1	1	4.0	2.0	4.0	2

Table 1
Page 1-5

Table 1-1
P5: Parents: # Books (<12M (read at least several times per month))
Based on total kids who read books at least several times per month

	Total	Kid's age: Years learned	Child reading ability: Recognize	Basic text	Proficient reader	Adult Reading aloud: Yes, currently	Not any more	Never read aloud	Child reading: Independent reader	Is Read Aloud	Child age started reading aloud: 0 - 12 months	13 mo - 13 mo - 2 yrs	Over 2 yrs	Never read aloud	Child type of reader: Enthusiastic	Moderate	Reluctant	Child Books (<12M): Under 10	10 to 29	30+	Child hr gender reading: Up to 3	>3 to 7	Over 7
Total Actual	466	71	63	83	211	261	109	3	330	110	259	147	53	3	64	119	83	71	67	95	100	177	92
Total Weighted	466	71	63	83	211	261	109	3	330	110	259	147	53	3	64	119	83	71	67	95	100	177	92
Net: 1-or less	91	15	15	19	50	70	21	1	79	12	64	19	8	1	11	28	15	15	16	20	22	35	14
	22%	22%	23%	23%	24%	27%	20%	33%	24%	11%	25%	13%	15%	33%	17%	23%	18%	22%	24%	21%	22%	20%	15%
Net: 2-or less	138	20	20	25	84	94	34	1	92	46	72	33	13	1	19%	38	20	33	36	25	56	53	28
	29%	28%	31%	30%	40%	36%	31%	33%	28%	42%	28%	22%	24%	Kim		32%	24%	46%	54%	26%	56%	30%	30%
Net: 4 to 9	153	26	24	34	61	101	51	1	96	57	93	54	14	1	20%	49	33	28	27	32	32	63	32
	33%	36%	38%	41%	29%	39%	47%	33%	29%	52%	36%	37%	26%			41%	40%	40%	40%	34%	32%	36%	35%
Net: 10-to-29	156	21	14	18	54	74	32	1	79	31	74	39	9	1	7	24	24	15	14	29	29	45	17
	34%	30%	22%	22%	26%	28%	29%	33%	24%	28%	29%	26%	17%		11%	20%	29%	21%	21%	31%	29%	26%	19%
Net: 30+	11	2	1	4	3	5	3		7	4	6	5	1		7	3	1	1	1	3	3	5	2
	2%	3%	1%	4%	1%	2%	2%		2%	3%	2%	3%	2%		11%	3%	1%	1%	1%	3%	3%	3%	2%
Average #	20.2	27.4	27.3	24.8	19.0	14.8	31.0	30.0	24.2	24.8	19.0	14.8	12.0	10.5	14.6	14.8	40.1	18.0	19.3	18.3	29.7	32.0
Median #	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	6.0	10.5	6.0	10.0	15.0	5.0	10.1	12.7	14.0	14.0
Average # excluding outliers 200+	17.0	17.0	14.8	13.8	13.8	13.8	19.8	10.0	17.3	19.8	14.8	14.8	12.0	10.5	14.6	14.8	26.3	12.8			24.5	15.8
Net: 3-or less	229	35	39	44	134	164	65	2	171	58	136	52	22	2	30	67	98	37	38	45	56	88	46
	49%	49%	62%	53%	64%	63%	60%	66%	52%	53%	52%	35%	42%	Kim	47%	56%	118%	52%	57%	47%	56%	50%	50%
Net: 4 to 12	309	46	38	52	95	155	67	2	158	76	123	95	31	1	34	52	35	34	29	50	44	89	46
	66%	65%	60%	63%	45%	59%	61%	66%	48%	69%	47%	65%	58%		53%	44%	42%	48%	43%	53%	44%	50%	50%
Net: Over 12	157	25	24	31	116	106	51	1	171	34	136	52	22	1	30	67	63	37	38	50	56	89	46
	34%	35%	38%	37%	55%	41%	47%	33%	52%	31%	53%	35%	42%		47%	56%	75%	52%	57%	53%	56%	50%	50%
Edit distribution																							
0	1			1		1			1			1											
	5%			1%		1%			1%			1%											
1	10	4	3	2	1	6	4		5	5	6	3	1	1	1	1	1	5	3	1	1	2	1
	2%	4%	4%	2%	1%	2%	4%		2%	3%	2%	2%	2%		2%	1%	1%	7%	4%	1%	1%	1%	1%
2	26	6	8	5	7	18	7		15	11	14	10	4	1	4	5	3	7	3	1	3	5	3
	6%	7%	10%	6%	4%	6%	6%		5%	7%	5%	7%	8%	48%	6%	4%	4%	11%	4%	1%	3%	3%	3%
3	50	10	5	10	18	20	13	1	39	11	24	16	7	1	2	12	10	2	8	5	6	12	5
	11%	14%	6%	12%	17%	13%	12%	20%	12%	7%	9%	11%	13%	20%	3%	10%	12%	3%	12%	5%	6%	7%	5%
4	36	9	8	9	18	19	17		19	17	13	15	4		1	5	3	1	7	1	2	4	2
	7%	9%	8%	9%	8%	7%	15%		6%	11%	5%	10%	7%		1%	4%	4%	1%	10%	1%	2%	2%	2%
5	34	7	5	5	17	14	17		22	12	12	11	3		1	5	3	2	1	1	1	4	2
	7%	7%	5%	5%	8%	5%	15%		7%	8%	5%	7%	5%		1%	4%	4%	3%	1%	1%	1%	2%	2%
6	44	7	12	12	21	24	12		35	9	29	13	2		5	9	2	7	2	1	2	6	3
	9%	9%	17%	13%	12%	14%	11%		11%	6%	11%	9%	4%		8%	7%	2%	10%	3%	1%	2%	3%	3%
7	43	3	8	6	24	24	9		35	8	31	12	2		5	9	2	3	2	1	2	5	2
	9%	4%	12%	7%	11%	9%	8%		11%	7%	12%	8%	4%		8%	7%	2%	4%	3%	1%	2%	3%	2%
8	31	1	2	2	8	12	6		19	3	16	11	3		1	4	2	1	2	1	1	2	1
	7%	1%	3%	2%	4%	5%	6%		6%	1%	6%	8%	6%		2%	3%	2%	1%	3%	1%	1%	1%	1%
9	24	2	1	1	8	9	4		12	1	9	6	2		1	4	1	1	1	1	1	2	1
	5%	3%	1%	1%	4%	3%	4%		4%	1%	3%	4%	4%		2%	3%	1%	1%	1%	1%	1%	1%	1%
10	30	1	1	1	8	7	4		12	1	9	6	2		1	3	1	1	1	1	1	2	1
	6%	1%	1%	1%	4%	3%	4%		4%	1%	3%	4%	4%		2%	3%	1%	1%	1%	1%	1%	1%	1%
11	22	1		1	5	5	3		8	1	6	5	1		1	3	1	1	1	1	1	1	1
	4%	1%		1%	2%	2%	3%		3%	1%	2%	3%	1%		2%	3%	1%	1%	1%	1%	1%	1%	1%
12	17				5	5	2		6	1	4	3	1		1	1	1	1	1	1	1	1	1
	3%				2%	2%	2%		2%	1%	2%	2%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%
13	7	1	1	1	2	2	1		3		2	1											
	1%	1%	1%	1%	1%	1%	1%		1%		1%	1%											
14	5				1	1	1		2		1	1											
	1%				1%	1%	1%		1%		1%	1%											
15	13	2		1	3	3	2		5	1	3	2											
	3%	3%		1%	2%	1%	2%		2%	1%	1%	1%											
16	1																						
	1%																						
17	1																						
	1%																						
18	1																						
	1%																						
19	1																						
	1%																						
20	34	7	8	5	8	8	5		13	2	8	5	3		1	3	2	1	1	1	1	2	1
	7%	8%	6%	5%	4%	3%	5%		4%	2%	3%	3%	6%		2%	3%	2%	1%	1%	1%	1%	1%	1%
24	26	5		1	7	6	2		8	1	6	5	1		1	2	1	1	1	1	1	1	1
	5%	6%		1%	3%	2%	1%		3%	1%	2%	3%	1%		2%	2%	1%	1%	1%	1%	1%	1%	1%
25	15	1		2	5	5	3		8	1	6	4	1		1	3	1	1	1	1	1	1	1
	3%	1%		2%	2%	2%	3%		3%	1%	2%	3%	1%		1%	3%	1%	1%	1%	1%	1%	1%	1%
26	7	2		1	2	2	1		3		2	1											
	1%	3%		1%	1%	1%	1%		1%		1%	1%											
27	1																						
	1%																						
28	1																						
	1%																						
29	1																						
	1%																						
30	1																						
	1%																						
40	7	1	1	1	5	5	3		5	2	4	3	1		1	3	1	1	1	1	1	1	1
	2%	1%	1%	1%	1%	1%	2%		2%	2%	1%	2%	1%		1%	3%	1%	1%	1%	1%	1%	1%	1%
42	1				1	1			1		1												
	1%				1%	1%			1%		1%												
48	5	1		1	3	3	2		5	1	3	1											
	1%	1%		1%	1%	1%	2%		1%	1%	1%	1%											
50	10	4	2	2	6	6	2		8	1	8	1											
	2%	4%	3%	2%	2%	2%	1%	20%	2%	1%	3%	1%		20%									
52	1																						
	1%																						
55	1																						
	1%																						
58	1																						
	1%																						
60	3	1		1	1	1			1		3												
	1%	1%		1%	1%	1%			1%		1%												
67	1																						
	1%																						
70	2	1			2	2			1		1												
	1%	1%			1%	1%			1%		1%												
75	1				1	1			1		1												
	1%				1%	1%			1%		1%												
80	3	1		1	1	1			1		1												
	1%	1%		1%	1%	1%			1%		1%												
100	14	5		1	8	8	1		12		12	1											
	3%	5%		1%	4%	4%	1%		4%		4%	1%											
120	12	2			7	7	1		8		8	1											
	3%	1%			3%	3%	1%		2%		2%	1%											
150	1				1	1			1		1												
	1%				1%	1%			1%		1%												
200	1				1	1			1		1												
	1%				1%	1%			1%		1%												
250	1				1	1			1		1												
	1%				1%	1%			1%		1%												
260	1																						
	1%																						
300	2				1	1			1		1												
	1%				1%	1%			1%		1%												
350	1																						
	1%																						
365	1				1	1			1		1												
	1%				1%	1%			1%		1%												
380	1																						
	1%																						
400	1				1	1			1		1												
	1%				1%	1%			1%		1%												
500	1																						
	1%																						

Significance Tests at 95% (Capitals) and 90% (Lower case): B/C/D/E, F/G/H, I/J, K/M/N/O, P/Q/R, S/T/U, V/W/X

Date: 7/19/2019

Table 16.1
F9 - Parents: average reading time/week
Based on total who read books

		Child reading alone				Child reading aloud				Child reading				Child high-context reading aloud				Child type of name				Child #Books in Case				Child U/L general reading			
	Total	Not yet (reading)	Starting to read (n=)	Basic level	Proficient reader	Only currently read aloud	Used to/ but not as much	Has never read aloud	Independent reading	0 Read aloud	1 Read aloud	2 Read aloud	3 Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Neutral name	Orthodoxic	Moderate	Reluctant	Under 10	10 to 25	30+	Up to 5	6 to 7	Over 7
	1%	2%	7%	21%	29%	2%	5%	16%	5%	0%	1%	2%	3%	2%	3%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Total w/ral	100	100	78	151	197	111	267	9	152	164	112	100	116	112	100	116	75	8	113	178	117	92	149	113	159	158	150
Total Weighted	596	113	97	141	190	177	217	5	196	203	115	155	114	77	5	165	144	110	76	91	132	172	210	131	172	210	192
Bldg Lang Exp Children Ho comparison -
None	12	8	6	7	12	19	11	1	20	11	19	6	3	2	0	5	6	10	2	4	5	17	11	3
	1%	1%	6%	5%	6%	5%	5%	27%	5%	6%	4%	3%	3%	3%	27%	3%	1%	9%	2%	4%	4%	3%	5%	2%
Under 1 hour / week	10	20	4	10	30	35	24	1	38	22	31	23	10	13	1	12	15	8	6	5	10	34	15	8
	10%	17%	4%	7%	15%	19%	11%	12%	19%	11%	9%	15%	9%	17%	12%	7%	10%	7%	8%	3%	8%	19%	7%	4%
1 - 3 hours / week	109	34	34	51	77	124	74	2	132	67	105	79	49	35	2	80	66	42	28	32	39	58	77	15
	18%	30%	35%	37%	39%	70%	34%	37%	67%	33%	91%	51%	42%	46%	37%	48%	46%	38%	37%	34%	30%	34%	37%	7%
Over 3 to 5 hours / week	55	21	17	20	42	42	30		60	36	53	34	9	9		21	24	7	14	18	19	9	34	13
	17%	19%	17%	14%	22%	17%	14%		31%	18%	46%	22%	8%	12%		13%	17%	6%	18%	20%	14%	5%	16%	6%
Over 5 to 7 hours / week	30	15	14	22	20	52	28		51	27	50	15	12	7		14	23	14	11	14	10	28	34	10
	13%	12%	15%	16%	11%	14%	13%		14%	13%	15%	10%	10%	9%		13%	16%	13%	15%	16%	10%	16%	16%	5%
Over 7 to 14 hours / week	46	14	19	17	36	19	29		54	30	35	19	11	8		25	17	13	16	16	25	19	26	26
	15%	11%	20%	12%	16%	10%	13%		15%	15%	16%	10%	10%	10%		14%	10%	12%	15%	17%	21%	12%	12%	10%
More than 14 hours per week	45	7	3	15	45	25	15	1	29	16	12	12	5	7	1	18	11	6	2	5	11	9	18	12
	7%	6%	3%	10%	5%	7%	6%	13%	7%	5%	7%	6%	5%	9%	13%	10%	7%	7%	4%	6%	8%	2%	8%	13%
Not Up to 3	295	69	56	89	155	178	108	4	190	100	155	108	61	46	4	91	89	49	39	41	49	118	107	31
	49%	52%	46%	48%	49%	47%	50%	87%	48%	49%	46%	56%	53%	60%	87%	55%	53%	51%	48%	44%	39%	58%	46%	25%
Not >3 to 7	181	58	31	42	71	114	58		119	62	155	56	28	16		35	49	21	27	31	29	76	74	28
	30%	51%	31%	30%	35%	64%	27%		60%	31%	134%	36%	25%	35%		21%	34%	20%	35%	34%	23%	44%	34%	22%
Not Over 7	127	21	22	31	32	85	41	1	86	41	77	32	17	15		35	28	21	13	21	37	41	44	49
	21%	17%	23%	22%	17%	23%	19%	12%	22%	20%	67%	16%	15%	19%	13%	21%	19%	17%	17%	22%	30%	23%	20%	39%
Average #	5.4	5.2	5.0	6.1	5.2	5.5	5.2	3.3	5.5	5.2	5.5	4.8	4.3	5.6	3.3	5.4	5.2	5.0	4.6	5.7	6.2	4.3	5.5	6.3
Median #	3.5	3.0	4.0	3.0	3.5	3.5	3.1	0.0	3.5	3.0	3.5	3.0	3.0	3.5	0.0	3.0	3.0	3.0	3.1	3.1	4.0	2.3	3.5	5.0
Average # excluding outliers over 40 hours a week	5.1	4.5	5.0	5.6	5.1	5.0	4.8	3.3	5.2	4.8	5.4	4.4	4.3	4.6	3.3	4.5	4.7	4.8	4.6	5.5	6.2	4.0	5.4	5.6
Bldg Lang Exp Children Ho -
Not Under 1 Hrs a week	167	38	23	42	64	101	62	4	111	56	90	40	33	27	4	24	43	30	14	22	28	94	50	17
	28%	35%	24%	30%	27%	27%	28%	74%	28%	27%	27%	31%	28%	35%	74%	23%	27%	24%	19%	25%	22%	55%	23%	19%
Not 1.5 hours to under 6 hours a week	155	15	25	15	82	94	59	1	98	55	82	55	16	22	1	35	49	31	26	25	24	56	62	31
	26%	27%	25%	21%	43%	25%	27%	13%	25%	27%	24%	30%	31%	29%	13%	21%	30%	25%	34%	27%	20%	33%	29%	14%
Not 6 hours to under 8 hours a week	160	21	29	30	80	105	37		105	57	94	46	30	15		50	44	32	29	29	17	54	38	35
	27%	27%	30%	26%	27%	28%	25%		27%	28%	28%	24%	26%	20%		31%	27%	25%	37%	28%	16%	31%	18%	16%
Not 8 hours or more a week	117	18	20	30	49	77	39	1	82	35	70	29	17	12	1	35	28	20	12	20	24	35	42	27
	20%	15%	20%	21%	25%	20%	18%	13%	21%	17%	21%	15%	14%	16%	13%	21%	17%	16%	15%	22%	20%	20%	19%	12%
Not Over 40 hours a week	5	1		1		2	1		2	1	1	1		1		1	1		1		1		1	1
	1%	1%		1%		1%	1%		1%	1%		1%		1%		1%	1%		1%		1%		1%	1%
Not Under 2	189	40	28	44	72	110	79	4	121	63	96	48	37	31	4	26	48	41	18	24	29	103	58	18
	31%	35%	29%	31%	36%	29%	32%	74%	31%	31%	29%	35%	32%	40%	74%	25%	29%	34%	24%	26%	24%	60%	28%	10%
Not 2 to <5	175	38	29	38	70	107	68		114	61	90	47	44	24		39	58	31	31	27	30	87	70	22
	29%	33%	29%	27%	35%	28%	31%	13%	29%	30%	27%	33%	38%	31%	13%	38%	35%	26%	41%	29%	25%	51%	32%	12%
Not 5 or more	245	44	40	59	97	160	79	1	161	80	149	50	35	22	1	40	59	49	27	42	43	69	92	139
	40%	36%	41%	42%	49%	42%	37%	13%	41%	39%	44%	30%	30%	29%	13%	37%	36%	39%	29%	45%	32%	39%	42%	77%
											LANG					GI								
000.0	32	4	4	7	17	19	11	2	20	11	19	6	3	2	2	6	6	10	2	4	5	17	11	3
	5%	3%	6%	5%	9%	5%	5%	37%	5%	6%	6%	3%	3%	3%	37%	3%	3%	8%	2%	4%	3%	6%	5%	3%
000.1	1				1		1		1		1			1				1				1		1
	1%	1%			1%		1%		1%		1%			1%				1%				1%		1%
000.2	7	1			5	6	1		7	3	7	1	1	2		1	1	1	1	1		4	1	1
	1%	1%			3%	1%	1%		1%	2%	1%	1%	1%	3%		1%		1%	1%	1%		2%	1%	1%
000.3	10	2		3	4	9	10	1	11	2	10	4	2	2	1	3	5	2	2	2	2	7	7	2
	1%	2%		2%	2%	2%	4%	13%	3%	2%	3%	2%	2%	3%	13%	1%	3%	2%	3%	2%	1%	2%	3%	1%
000.4	1			1	1		1		1		1	1	1	1		1		1						
							1%							1%				1%						
000.5	28	10	4	5	10	20	7		15	13	12	10	4	8		5	7	7	2	2	2	20	3	4
	5%	8%	4%	3%	5%	4%	3%		4%	6%	3%	6%	3%	11%		3%	4%	2%	3%	2%	1%	8%	1%	2%
000.6	4	1		1	2	3	1		3	1	2	2	2	1		1		1	1				1	1
	1%	1%		1%	1%	1%			1%	1%	1%	1%	2%					1%	1%				1%	1%
001.0	19	9	12	21	21	40	23	1	45	19	37	25	16	5	1	7	19	14	4	10	13	38	22	6
	13%	7%	13%	15%	10%	12%	11%	24%	11%	9%	11%	13%	14%	11%	24%	7%	13%	14%	5%	11%	11%	16%	10%	3%
001.1	1				1		1		1		1					1								1
																1%								1%
001.2	1	1	1	1	1	1	1		1	1	1	1	1	1		1	1	1	1	1		1	1	
	1%	1%	2%	1%		1%	1%		1%	1%	1%	2%	2%	1%		1%	1%	1%	1%	1%		1%	1%	
001.3	1	1		1		1	1		1	1	1	1	1	1		1	1	1	1	1		1	1	1
	1%	1%		1%		1%	1%		1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		1%	1%	1%
001.5	10	2	1	2		8	2		8	2	8	2	2	4		2	3	4	3		1	4	2	4
	1%	2%	1%	1%		1%	1%		1%	1%	2%	1%	2%	4%		2%	2%	4%	3%		1%	1%	1%	1%
001.8	1				1		1		1			1		1										
					1%		1%					1%		2%										
002.0	41	11	7	13	14	30	14		36	18	22	17	11	5		1	16	8	3	4	7	26	15	
	7%	9%	7%	8%	6%	8%	6%		7%	9%	6%	9%	10%	7%		1%	10%	7%	10%	4%	6%	10%	7%	
002.1	1		1	1		1	1		1		1	1	1	1				1	1				1	
			1%			1%					1%	1%		1%				1%					1%	
002.2	1				1		1		1		1							1		1			1	
					1%		1%											1%		1%			1%	
002.3	2	2	1	1		2	1		1	2	1	2	1	1			2		2				2	
	1%	2%	1%			1%				2%		1%	1%	1%			1%		2%				1%	
002.5	11	2		3	3	7	6		10	1	7	3	3	2		3	6	2	1	3	2	3	4	
	1%	1%		1%	1%	1%	1%		1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	
002.7	1				1	1			1		1					1								
					1%	1%										1%								
002.8	1				1		1		1			1	1				1		1				1	
													1%						1%					
003.0	45	7	6	8	19	23	16	1	27	12	24	15	9	6	1	5	14	9	6	8	8	18	18	2
	7%	6%	6%	5%	8%	6%	7%	12%	7%	6%	7%	8%	7%	8%	12%	3%	8%	8%	8%	9%	7%	7%	8%	1%
003.1	1	1		1		1	1		1		1	1	1				1		1				1	
		1%		1%			1%		1%			1%	1%				1%		1%				1%	
003.2	1				1		1		1		1									1				
																				1%				
003.3	5			2	1	1	2		4			1	1	2	1				1	1		1	2	
	1%			1%			1%		1%			1%	1%	2%	1%				1%	1%			1%	
003.5	20	6	3	3	8	12	8		12	8	11	5	4	2		4	3	3		3	2	10	7	4
	3%	5%	3%	2%	3%	3%	4%		3%	4%	3%	3%	3%	2%		4%	3%	2%		5%	2%	4%	3%	4%
003.8	1		1		1	2	1		1		1	1	1	1		1				1		1		
			1%			1%					1%			1%		1%						1%		
004.0	26	5	4	3	13	10	16		20	4	14	11	4	3		4	5	5	1	3	5	13	9	3
	4%	4%	4%	2%	6%	3%	7%		5%	3%	4%	5%	3%	4%		4%	5%	4%	1%	4%	4%	6%	5%	2%
004.1	1			1		1	1		1		1	1	1	1										
														1%										
004.2	1				1		1		1							1				1				
					1%											1%				1%				
004.3	1			1					1			1					1	1					1	
				1%								1%					1%	1%					1%	
004.5	6	2	1	1	1	8	1		2	2	2	1	1	2		1	1				2	4	2	
	2%	2%	1%	1%		1%				2%	1%	1%	1%	2%		1%	1%				2%	2%	1%	
004.8	1			1					1			1	1				1			1			1	
				1%								1%	1%				1%			1%			1%	
005.0	15	4	4	6	15	24	10		21	13	12	7	1	1		11	6	2	3	3	8	13	10	1
	2%	3%	3%	2%	8%	3%	4%		3%	3%	2%	4%	1%	1%		3%	4%	2%	2%	3%	2%	3%	3%	1%
005.1	1		2	1		1	1		1		1	1		1			1		1			1		
			1%	1%			1%					1%		1%			1%		1%			1%		
005.2	1				1	1			1			1		1										
														1%										
005.3	4	2		1		4			1		1	1	1	1			1					4		
	1%	2%		1%		1%						1%	1%	1%			1%					1%		
005.5	7	1	4		1	6	1		2		2	1	1	2			1		1	1		4		
	1%	1%	4%		1%	1%	1%		1%		1%	1%	1%	1%			1%		1%	1%		1%	1%	
005.6	2	1			1	1	1		1		1	1	1				1			1			1	
		1%					1%					1%	1%							1%			1%	
005.8	1		1			1					1													
			1%																					
006.0	18	4	2	4	11	11	7		12	6	12	3	2	3		6	3	3	4	3	2	9	11	2
	3%	3%	2%	3%	6%	2%	3%		3%	3%	3%	2%	2%	4%		3%	2%	3%	3%	3%	1%	3%	3%	1%
006.1	1			1		1	1		1			1	1				1						1	
				1%			1%					1%	1%				1%						1%	
006.4	1		1			1				1		1	1										1	
			1%							1%		1%	1%										1%	
006.5	6		1		5	2	2		3	1	4					1	1	1	1	1		1	1	3
	1%		1%		1%	1%	1%		1%	1%	1%					1%	1%	1%	1%	1%		1%	1%	1%
006.7	1				1		1		1		1						1		1					
					1%												1%		1%					
007.0	19	4	2	11	17	21	14		19	8	14	1	3			8	10	1	3	9	5	12	8	3
	3%	3%	2%	8%	7%	3%	4%		3%	4%	2%	1%	3%			2%	3%	1%	3%	10%	3%	3%	3%	1%
007.3	9	2	1	1	6	8	3		5	4	4	1	1	3		4		1	1	1	2	5	3	3
	1%	2%	1%	1%	3%	1%	1%		1%	2%	1%			3%		2%		1%	1%	1%	2%	1%	1%	1%
007.8	1		1			1						1										1		
			1%									1%										1%		
008.0	9	4		3	2	6	3		5	4	2	1		1		2	3	1		1	2	5	2	2
	2%	3%		2%	1%	1%	2%		1%	2%	2%			1%		2%	2%	1%		1%	2%	3%	1%	2%
008.1	1	1			1	1	1		1		1		1				1		1			1		
		1%			1%		1%				1%		1%				1%		1%			1%		
008.2	1	1				1				1													1	
		1%								1%													1%	
008.5	3			1	2	3	1		3		1					3	1			1	2		3	
	1%			1%	1%	1%	1%		1%							1%	1%			1%	1%		1%	1%
008.8	1				1		1		1							1				1			1	
					1%											1%				1%				1%
009.0	3		1		2	1	1		1		1	1		1			1			1		1		
			1%		1%		1%					1%		2%			1%			1%				1%
009.5	1		1			1						1		1									1	
			1%									1%		2%									1%	
010.0	33	1	9	9	14	20	13		24	9	21	6	3	2		6	6	7	6	8	11	8	9	15
	6%	1%	9%	7%	7%	6%	6%		6%	4%	7%	4%	3%	2%		3%	4%	5%	3%	4%	8%	2%	4%	1%
			1	1		1	1				1	1	1	1										1
010.2	2		1			1			1		1	1	1			1			1				1	
			1%			1%			1%		1%	1%	1%			1%			1%				1%	
010.5	11	2	3	3	3	8	6		8	6	6	2	2			3	3			3	2	6	3	2
	2%	2%	3%	2%	2%	2%	3%		2%	3%	2%	1%	2%			1%	2%			3%	2%	1%	1%	1%
010.8	1			1		1					1	1						1						
				1%		1%					1%	1%						1%						
011.0	1				1	1			1		1					1					1		1	
					1%	1%										1%					1%		1%	
012.0	5	2	1		1	4	1		1	4	1					1	1		1			1	1	1
	1%	2%	1%		1%	1%				2%	1%					1%			1%			1%	1%	1%
012.5	1					1			1								1			1		1		
						1%											1%			1%				
014.0	2				2	1	2		1	2	2	1	1					1	1	1		1	1	2
	1%				1%		1%		1%		1%	1%	1%					1%	1%	1%				1%
015.0	3	2			3	4	3		3	3	3	1	1			2	1				2		2	2
	1%	2%			1%	1%	1%		1%	2%	1%	1%	1%			2%					2%		2%	2%
015.5	1			1		1	1		1		1	1	1			1				1			1	
				1%		1%	1%				1%	1%	1%			1%				1%			1%	
016.1	1	1			1	1			1		1					1								
		1%			1%	1%					1%					1%								
016.5	1					1			1			1												
						1%						1%												
018.0	1			1			1		1			1		1										1
				1%			1%					1%		1%										1%
020.0	8			4	3	4	4	1	8		4	2	2		1	4	3		1	2	1		4	3
	1%			3%	2%	1%	1%	13%	1%		1%	2%	2%		13%	1%	2%		1%	2%	1%		2%	2%
020.2	1		1			1				1	1												1	
			1%							1%													1%	
020.5	1			1		1			1			1		1			1		1					
												1%		1%										
021.0	1				1		1		1			1	1				1			1				1
													1%							1%				1%
021.1	1			1			1		1			1		1					1				1	
														1%						1%				1%
023.0	1			1		1			1		1						1						1	
				1%							1%						1%						1%	
025.0	1				1				1		1					1							1	
					1%						1%					1%							1%	
030.0	6			3	3	3	3		6		3	1	1			1	1	1		1		2	1	
	1%			1%	1%	1%	1%		1%		1%		1%			1%	1%	1%		2%		1%		
030.5	1					1			1		1													
						1%					1%													
040.0	4	2			3	2	1		1	2	1	2		2		1				1	2	3		1
	1%	2%			1%	1%	1%			2%		1%		2%		1%				1%	2%	1%		1%
040.2	1				1	1			1			1						1		1			1	
					1%													1%		1%				
040.5	1			1			1		1					1								1		
				1%			1%							1%								1%		
072.0	1	1				1				1														1
		1%								1%														1%
Tot distribution																								

Table 16.1
F9 - Parents: average reading time/week (read at least several times per month)
Based on total who read books at least several times per month

	Total	Child reading-pleasure: not yet	Starting to recognize	Basic text	Proficient reader	Adult Reading-aloud: Until 1yr ago	Until 5yr ago	Has never	Child reading: Independent	Read aloud	0-12 months	13 mos - 2 yrs	2 yrs - 3 yrs	Over 3 yrs	Read aloud: Never	Child type of name: Orthodoxic	Moderate	Reluctant	Child ID: Under 10	10 to 20	30+	Child Lit-general reading: Up to 5	6 to 7	Over 7
	1N	2N	3N	4N	5N	1N	2N	3N	1N	2N	1N	2N	3N	4N	5N	1N	2N	3N	1N	2N	3N	1N	2N	3N
Total w/ual	401	74	18	98	131	261	137	3	150	151	210	149	44	55	3	94	151	46	22	67	61	186	182	42
Total Weighted	444	91	85	135	146	304	139	1	164	162	244	147	51	53	1	98	119	41	61	76	130	202	177	7
Bdg-Load for Children for comparison -																								
None	1			1 1%		1			1			1 1%	1 1%				1 1%			1 2%		1 1%		
Under 1 hour / week	21	9	2	4	6	17	4		10	11	12	8	4	4		4	13	4	3		3	13	6	3
	5%	9%	3%	3%	4%	5%	2%		6%	7%	4%	5%	9%	7%		5%	11%	9%	5%		5%	7%	3%	43%
		0				0	0		0	0	0	0	0	0			0		0		0			
1 - 3 hours / week	152	34	31	21	31	98	54	2	96	56	89	54	10	7	2	16	41	15	7	25	5	83	57	8
	35%	37%	36%	15%	21%	32%	39%	74%	58%	35%	36%	36%	20%	13%	74%	16%	34%	36%	35%	33%	23%	41%	32%	114%
																	0					0	0	
Over 3 to 5 hours / week	96	18	15	18	40	57	37		63	31	48	30	25	9		20	35	12	11	16	10	40	32	15
	20%	20%	18%	13%	27%	19%	26%		39%	19%	17%	21%	49%	17%		21%	29%	29%	18%	21%	16%	19%	18%	204%
		0				0	0				0		0	0								0	0	
Over 5 to 7 hours / week	75	14	14	21	27	48	27		50	25	44	17	11	7		14	19	14	11	12	12	26	38	3
	16%	15%	17%	20%	14%	16%	17%		30%	16%	18%	12%	21%	13%		14%	16%	17%	19%	16%	17%	13%	22%	12%
						0	0				0		0	0									0	
Over 7 to 14 hours / week	46	14	19	15	8	34	28		34	30	35	19	11	8		24	17	5	10	16	14	31	25	28
	18%	15%	23%	15%	20%	13%	17%		19%	19%	21%	13%	10%	15%		17%	14%	15%	16%	21%	24%	15%	14%	67%
						0	0				0		0	0		0								
More than 14 hours per week	46	6	3	13	25	29	12	1	27	9	22	9	5	4	1	12	15	6	2	5	11	6	18	12
	8%	7%	3%	12%	8%	8%	7%	25%	9%	5%	8%	6%	6%	8%	25%	12%	8%	6%	4%	7%	11%	3%	10%	10%
																							0	
Not Up to 3	175	38	20	26	47	117	56	2	107	67	94	46	21	15	2	32	68	25	13	20	20	97	67	11
	37%	42%	23%	20%	35%	38%	41%	74%	65%	41%	36%	45%	44%	47%	74%	33%	40%	41%	37%	34%	28%	48%	36%	14%
						0	0				0		0	0			0					0	0	
Not >3 to 7	165	33	25	40	47	105	60		113	58	92	51	25	16		30	45	20	20	20	26	88	71	29
	36%	36%	29%	30%	35%	35%	43%		69%	36%	38%	35%	49%	30%		30%	37%	49%	33%	26%	20%	44%	40%	414%
						0	0				0		0	0										
Not Over 7	121	20	22	28	32	82	39		83	39	77	29	17	12		34	27	20	12	21	31	27	43	40
	26%	22%	26%	21%	24%	27%	28%	50%	51%	24%	31%	20%	33%	22%	50%	35%	23%	49%	20%	28%	24%	13%	24%	571%
											0					0								
Average #	4.3	4.1	5.3	7.0	4.3	4.4	4.1	4.5	4.5	5.3	4.6	5.1	5.0	5.3	4.5	7.5	5.9	4.4	5.3	4.7	7.3	4.8	4.6	10.0
											0					0								0
Median #	4.5	4.0	4.5	5.0	5.0	4.8	4.0	5.0	4.5	5.0	5.0	5.5	5.5	5.0	5.0	6.0	6.0	4.5	6.0	5.0	8.0	5.5	5.0	7.5
Average # excluding outliers over 40 hours / week	4.1	3.2	5.6	7.0	4.2	4.0	4.1	4.5	4.4	5.4	4.3	5.1	5.0	5.3	4.5	7.5	5.9	4.1	5.3	4.4	7.3	4.8	4.4	8.0
											0					0								0
Bdg-Load for Web distribution among Parents -																								
Not Under 1 Hrs / week	47	15	12	19	3	48	18	1	42	25	37	26	14	9	1	10	14	16	8	8	32	41	19	1
	14%	16%	14%	18%	11%	16%	11%	48%	14%	16%	14%	18%	19%	16%	48%	12%	12%	19%	12%	10%	12%	20%	11%	7%
						0	0				0											0		
Not 1-5 hours to under 6 hours / week	114	30	25	24	36	84	30	1	83	31	71	30	10	10	1	16	19	17	14	16	21	49	53	4
	29%	33%	29%	23%	30%	28%	31%	26%	27%	31%	27%	34%	33%	37%	26%	16%	32%	32%	29%	31%	21%	24%	30%	11%
						0	0				0						0					0	0	
Not 6 hours to under 8 hours / week	150	29	28	35	40	98	55		100	52	96	44	19	10		34	40	15	21	24	25	52	65	36
	33%	32%	33%	34%	32%	32%	34%		33%	32%	33%	30%	31%	29%		38%	33%	25%	41%	32%	25%	30%	36%	32%
						0	0				0		0	0										
Not 8 hours or more a week	115	17	20	27	49	75	37		78	38	70	28	17	9	1	30	27	10	11	20	33	31	41	19
	24%	19%	23%	26%	39%	25%	23%	26%	26%	23%	24%	19%	38%	16%	26%	31%	22%	22%	18%	27%	53%	16%	23%	136%
											0					0								0
Not Over 40 hours a week	2	1			1	2			1	1	1								1				1	
	1%	1%			1%	1%			1%	1%	1%								1%				1%	
Not Under 2	71	17	17	20	17	57	23	1	48	23	41	23	21	12	1	12	17	19	10	9	53	48	21	3
	17%	19%	20%	15%	11%	19%	16%	48%	32%	20%	16%	15%	42%	22%	48%	13%	14%	22%	17%	12%	42%	23%	14%	4%
											0											0		
Not 2 to <5	159	33	29	30	30	96	61	1	102	56	81	40	18	22	1	18	49	25	24	26	27	80	63	19
	34%	36%	34%	23%	20%	32%	38%	26%	34%	34%	33%	41%	41%	40%	26%	21%	41%	54%	40%	35%	27%	39%	35%	136%
											0											0	0	
Not 5 or more	229	41	39	55	94	152	75	1	151	74	142	56	17	20	1	58	52	6	26	40	60	77	109	39
	49%	45%	46%	52%	59%	50%	47%	26%	50%	46%	54%	37%	37%	37%	26%	60%	45%	14%	43%	53%	60%	37%	50%	596%
											0N					0N						0	0	0N
000.0	1			1 1%		1			1			1 1%	1 1%				1 1%			1 2%		1 1%		
000.1																								
000.2	2 1%	2 3%				2 1%				2 2%		2 2%	1 1%	1 2%								2 1%		
000.3	4 1%	1 1%		2 2%	1	3 1%	1 1%		3 1%	1 1%	1 1%					2 2%		1 2%	1 1%		1 1%	3 1%	3 2%	
000.4	1				1	1	1		1			1	1 1%				1 1%					1		
000.5	11 3%	4 4%	2 4%	2 2%	3 2%	9 3%	2 1%		5 2%	6 3%	7 3%	3 2%	1 2%	2 4%		2 2%	3 2%		2 3%		2 3%	8 4%	1 1%	2 3%
000.6	1 0%	1 1%			1 1%	1 0%			2 1%	1 1%	1 0%	2 1%	2 2%				1 1%		1 3%				1 1%	1 1%
001.0	26 8%	4 7%	8 9%	8 6%	14 7%	25 8%	10 4%	1 48%	23 8%	12 8%	23 9%	11 8%	8 9%	3 6%	1 48%	5 5%	6 5%	12 14%	2 3%	4 4%	8 8%	21 10%	12 7%	3 4%
																		0N				0		
001.1																								
001.2	1 1%		2 2%	2 2%		2 1%	3 2%		3 1%	1 1%	2 1%	3 3%	1 1%				1 2%	1 1%	1 1%	2 2%		3 1%	1 1%	
001.3	3 1%			1 1%	1	1 1%	2 1%		2 1%			2 2%	1 1%	1 1%		1 2%	1 1%	1 1%	1 2%	1 2%		3 2%		
001.5	15 4%	2 3%	5 6%	5 3%	3	9 3%	6 3%		7 2%	8 5%	4 2%	5 4%	3 7%	2 4%		1 2%	1 1%	3 6%	1 2%	3 5%	1 2%	5 3%	6 4%	1 3%
001.6	1				1 1%	1 0%			1 1%		1 0		1 1%	1 2%										
002.0	15 7%	3 9%	7 8%	4 6%	1 4%	12 8%	4 4%		14 7%	15 9%	14 7%	11 8%	7 8%	4 8%		1 2%	11 9%	4 7%	3 5%	4 5%	5 5%	21 12%	9 5%	
						0					0		0	0								0		
002.1	1		1 1%		1	2 1%			1	1 1%	1	1 1%		1 2%			1 1%		1 1%			1 1%		
002.2	1			1 1%	1 1%		1 1%		1				1 1%				1 1%			1 2%		1 1%		
002.3	3 1%	2 3%	1 1%	1 1%		2 1%	1 1%		1	2 2%	1	2 1%	1 1%	1 1%					2 1%	1 1%		2 1%	1 1%	
002.5	12 3%	2 5%	1 3%	3 3%	4 3%	9 3%	4 3%		10 3%	2 2%	7 3%	3 3%	3 7%	2 4%		1 2%	1 1%	3 6%	2 3%	3 5%	2 2%	3 1%	8 5%	1 2%
						0	0				0											0		
002.6	1				1 1%	1 0%	1 1%					1 1%		1 2%			1 1%							
002.7	1				1 1%	1			1			1 1%				1 2%					1 1%			1 2%
002.8	1				1		1		1				1	1 1%			1 1%			1 2%			1	
003.0	28 7%	7 8%	6 7%	7 7%	10 10%	23 7%	15 9%	1 26%	26 9%	12 8%	24 9%	14 10%	8 9%	6 14%	1 26%	4 5%	13 11%	8 19%	3 5%	8 10%	8 8%	17 8%	18 10%	2 7%
003.1	2	1 2%		1 1%	1 1%	1	1 1%		2 1%		1	1 1%	1 2%				1 2%		1 2%			1 1%	1 1%	
003.2	1				1		1		1		1											1		
003.3	5 1%			2 2%	1 1%	1	2 1%		4 1%		1	1 1%	1 2%	1 1%			1 1%		1 2%	1 1%		1 1%	2 1%	
003.5	20 4%	5 5%	3 3%	3 3%	9 4%	11 4%	7 5%		11 4%	8 5%	10 4%	5 4%	3 4%	2 4%		3 4%	5 4%			4 5%	2 3%	11 5%	7 4%	2 2%
						0	0				0		0	0						0		0		
003.6	1		1 1%			1 1%			1 1%		1 1%			1 1%								1 1%		
004.0	29 5%	4 4%	4 4%	3 3%	10 8%	9 3%	15 10%		16 6%	9 3%	13 5%	10 7%	7 8%	3 5%		5 1%	4 2%	5 4%	1 11%	4 4%	5 5%	12 6%	9 5%	1 2%
						0	0				0		0	0								0		
004.1	1			1 1%		1			1			1		1 1%									1 1%	
004.2	1				1		1		1		1													1 1%
004.3	1			1 1%		1			1			1 1%	1 1%				1 1%			1 2%			1 1%	
004.5	8 2%	2 2%	1 1%	1 1%	1	8 3%	1		3 1%	2 1%	2 1%	2 1%	1 1%	2 4%		1 1%	1 1%				2 3%	8 4%	2 1%	2 3%
004.6	1			1 1%		1 0%			1			1 1%	1 1%				1 1%		1 2%				1 1%	
005.0	100 8%	7 8%	2 2%	6 1%	23 8%	21 7%	8 3%		20 7%	10 6%	19 7%	7 5%	7 7%	1 1%		10 12%	8 1%	2 2%	1 1%	7 9%	9 8%	12 6%	3 2%	19 68%
						0	0				0N			0D										0N
005.1	4 1%		2 2%	1 1%		3 1%	1 0%		4 1%		1	1 1%	1 2%	1 2%			1 1%		1 2%		1 2%	1 1%		
005.2	1				1	1			1			1		1 1%			1 1%		1 2%			1		
005.3	1	1 1%				1				1 1%	1											1 1%		
005.5	7 1%	1 1%	4 4%	1 1%	1 1%	6 2%	1		2 1%	5 3%	4 2%	1 1%	1 1%	1 1%			1 1%	1 1%	1 1%	1 1%	1 1%	4 2%	3 2%	
005.6	2	1 1%		1 1%		1	1 1%		1	1 1%	1	1 1%	1 2%				1 1%		1 1%			1 1%	1 1%	
005.0	1		1 1%			1				1 1%	1											1 1%		
006.0	18 4%	4 6%	2 3%	4 3%	8 5%	11 4%	7 5%		12 4%	6 4%	12 4%	3 2%	2 2%	2 3%		6 5%	3 3%	3 7%	4 7%	3 4%	2 2%	8 4%	11 6%	2 7%
						0	0				0			0								0		
006.1	1			1 1%			1 0%		1			1 1%		1 3%			1 1%					1 1%		
006.4	1		1 1%			1				1 1%		1 1%	1 1%										1 1%	
006.5	3 1%		1 1%		2 1%	1	2 1%		2 1%	1 1%	2 1%					1 1%	1 1%	1 1%	1 1%	1 1%		1	2 1%	1 1%
006.7	1				1		1		1		1						1 1%		1 1%			1		
007.0	35 8%	4 7%	2 2%	11 11%	16 9	21 7%	12 8%		17 6%	8 5%	15 5%	7 5%	5 5%			8 9%	9 8%	10 17%	3 1%	8 10%	11 11%	12 8%	17 10%	4 7%
				1	1	0	0				0N0		0D											
007.1	9 2%	2 3%	1 2%	1 1%	5 2%	4 1%	3 1%		5 2%	4 2%	4 1%	3 2%		3 5%		4 5%		1 2%	1 2%	1 2%	3 2%	5 2%	3 2%	2 40%
007.8	1		1 1%			1				1 1%		1 1%										1 1%		
008.0	8 2%	4 4%		2 2%	2 1%	4 1%	3 2%		4 1%	3 2%	4 2%	1		1 1%		1 1%	3 2%	1 1%		1 2%	2 2%	4 2%	2 1%	1 0%
008.1	1				1	1	1		1		1		1	1 1%			1 1%		1 1%			1		
008.2	1	1 1%				1				1 1%	1											1 1%		
008.5	3 1%			1 1%	2 1%	1 1%	1 1%		3 1%		1 1%					1 1%	1 1%			1 2%			3 1%	2 1%
008.6	1				1		1		1							1 1%				1 2%			1 1%	
009.0	3 1%		1 2%		1	1	1 1%		1	1 1%		1 1%		1 3%			1 1%			1 2%		1 1%		1 2%
009.5	1		1 2%			1				1 1%		1 1%		1 3%									1 1%	
010.0	32 7%	1 1%	5 11%	7 5	15 8%	20 7%	12 8%		23 8%	9 5%	19 6%	8 6%	5 6%	1 2%		6 11%	5 1%	3	5 9%	6 9%	10 10%	11 6%	9 5%	13 14%
			0	0		0	0				0D		0										0	0N
010.2	2		1 2%			1	1		1	1 1%		1 1%	1 2%			1 2%			1 1%				1 1%	1 1%
010.5	11 3%	2 3%	2 2%	3 3%	3 2%	8 3%	3 2%		8 2%	3 2%	6 2%	2 1%	2 2%			3 2%	3 1%			3 3%		6 2%	1 1%	3 3%
010.6	1			1 1%		1				1 1%		1 1%	1 2%				1 2%							1 1%
011.0	1				1 1%	1			1		1					1 2%					1 1%		1 1%	
012.0	5 1%	2 3%	1 1%		1 1%	4 1%	1		1	4 2%	1 2%					1 1%	1 1%		1 1%		1 1%	1 1%	1 1%	1 1%
012.5	1				1	1			1		1						1 1%			1 1%		1		
014.0	2 1%				2 1%	1	2 1%		2 1%		1 1%	1 1%	1 1%						2 3%	1 1%		1	1	2 1%
015.0	5 1%	2 3%			3 1%	4 1%	1 0%		3 1%	2 1%	3 1%	1 1%	1 1%			2 2%	1 1%				2 3%	3 1%	2 1%	2 3%
015.5	1			1 1%		1	1		1		1	1	1 1%			1 1%		1 1%		1 1%			1	1 1%
016.1	3 1%	1 1%			2 1%	3 1%			1	1 1%	3 1%					1 2%							1 1%	
016.5	1				1	1			1			1		1 2%										
018.0	1			1 1%			1 0%		1			1 1%		1 3%				1 1%						1 1%
020.0	8 2%			4 9	3 1%	4 1%	4 2%	1 20%	8 2%		4 1%	2 1%	2 2%		1 20%	1 2%	4 3%	2 2%	1 3%	2 2%	1 1%	1	4 2%	3 8%
020.2	1		1 2%			1				1 1%		1 1%											1 1%	
020.5	1			1 1%		1			1			1		1 1%			1 1%		1 1%			1		
021.0	1				1		1		1			1	1 1%				1 1%			1 1%				1 1%
021.1	1			1 1%			1		1			1		1 1%					1 2%	1 1%				1 1%
023.0	1			1 1%		1			1		1 1%						1 1%				1 1%		1 1%	
025.0	1				1 1%		1 1%		1		1 1%					1 2%							1 1%	
030.0	6 1%			3 6	1	3 1%	1		3 1%		3 1%	1	1 1%			1 2%	1 1%	2		3 3%		3 1%		2 3%
030.1	1				1	1			1		1 1%												1 1%	
030.5	1			1 1%		1			1			1		1 1%			1 1%		1 1%			1		
031.0	1				1		1		1			1	1 1%				1 1%			1 2%				1 1%
031.1	1			1 1%			1		1			1		1 1%					1 2%	1 1%				1 1%
033.0	1			1 1%		1			1		1 1%						1 1%				1 1%		1 1%	
035.0	1				1 1%		1 1%		1		1 1%						1 1%				1 1%		1 1%	
040.0	3 1%	1 1%			1	1	1 1%		1	1 1%	1	1		1 1%		1 1%			1 2%		1 1%	2 1%		1 1%
040.2	1				1	1			1									1 2%		1 2%			1	
040.5																								
073.0	1	1 1%				1				1 1%														1 2%
Tot distribution -																								

Table 17-1
P5 - Parent: types of books (all)
Based on total who read books

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	596	100	78	131	287	323	267	6	432	164	333	196	120	76	6	113	178	127	97	109	116	254	228	100
Total Weighted	599	123	97	141	239	377	217	5	396	203	335	193	116	77	5	105	164	110	76	93	123	272	220	91
Fiction	341	67	64	70	141	218	122	1	220	121	205	90	58	32	1	69	91	50	35	52	77	139	130	62
	57%	54%	65%	50%	59%	58%	56%	13%	55%	60%	61%	47%	50%	42%	13%	66%	56%	46%	46%	55%	62%	51%	59%	69%
			D		d	H	H				LMNO		O	o		R					S		v	V
Romance	242	50	40	60	92	159	80	2	157	85	136	73	49	24	2	47	61	44	32	30	58	105	96	35
	40%	40%	41%	42%	39%	42%	37%	37%	40%	42%	41%	38%	42%	31%	37%	45%	37%	40%	41%	32%	48%	39%	44%	39%
																					T			
Hobbies (cookbooks, photography, quilting etc.)	237	49	37	57	93	154	82	1	156	81	141	58	36	22	1	48	66	36	27	37	59	98	85	48
	40%	40%	38%	41%	39%	41%	38%	13%	39%	40%	42%	30%	31%	28%	13%	46%	40%	33%	35%	40%	48%	36%	39%	53%
						h	h				LMNO					R					s			VW
Sci-Fi / Fantasy	206	32	39	58	76	130	77		140	66	122	60	41	19		40	60	35	29	30	49	83	85	33
	34%	26%	41%	41%	32%	34%	35%		35%	33%	36%	31%	35%	25%		38%	37%	31%	38%	32%	40%	30%	39%	36%
			B	Be		H	H				nO		O	O									v	
Self-Improvement	202	43	29	44	87	127	75		136	67	113	56	40	16		41	58	31	24	29	56	80	74	43
	34%	35%	30%	31%	36%	34%	35%		34%	33%	34%	29%	34%	21%		39%	36%	29%	31%	31%	46%	29%	34%	47%
						H	H				NO		nO	O							ST			VW
Biographies & Memoirs	198	39	34	44	81	136	62		128	70	129	40	26	13		43	55	27	26	28	49	71	78	45
	33%	32%	35%	31%	34%	36%	29%		32%	34%	39%	21%	23%	18%		41%	33%	24%	34%	30%	40%	26%	35%	50%
						gH	H				LMNO		O	O		R	r						V	VW
History	164	27	26	44	67	108	55		114	50	93	49	36	13		39	47	25	17	27	45	57	67	37
	27%	22%	27%	31%	28%	29%	25%		29%	24%	28%	25%	31%	17%		37%	29%	23%	22%	29%	37%	21%	30%	40%
						H	H				NO		NO	O		R					S		V	Vw
Travel	107	18	19	25	45	70	35	1	72	35	52	35	18	17	1	24	28	18	15	19	24	37	43	24
	18%	15%	19%	18%	19%	19%	16%	24%	18%	17%	15%	18%	15%	22%	24%	23%	17%	16%	20%	21%	20%	14%	20%	27%
																								V
Graphic Novels / Comics / Manga	99	17	19	23	40	66	33	1	68	31	55	32	22	11	1	23	26	14	15	19	24	35	40	19
	17%	14%	19%	16%	17%	17%	15%	13%	17%	15%	16%	17%	19%	14%	13%	22%	16%	13%	19%	20%	19%	13%	18%	21%
																r								
Business	79	12	11	24	32	57	22		57	22	36	30	15	15		17	26	13	14	15	16	23	39	16
	13%	10%	11%	17%	14%	15%	10%		14%	11%	11%	15%	13%	19%		16%	16%	12%	18%	16%	13%	8%	18%	18%
						gH	H				O		O	O									V	V
Philosophy	72	16	12	14	30	47	24		46	25	39	19	8	11		21	12	12	11	9	17	25	29	16
	12%	13%	12%	10%	13%	13%	11%		12%	12%	12%	10%	7%	14%		20%	7%	11%	15%	10%	14%	9%	13%	17%
						H	H				O		O	O		Qr								v
Poetry	40	11	6	7	16	26	14		25	15	22	12	7	5		12	9	2	6	6	8	14	17	7
	7%	9%	7%	5%	7%	7%	7%		6%	7%	7%	6%	6%	6%		11%	6%	2%	8%	7%	6%	5%	8%	8%
						H	H				O		O	O		R	r							
Other	104	23	12	26	42	74	29	1	69	35	63	27	14	14	1	21	30	18	6	17	24	46	38	19
	17%	19%	12%	19%	18%	20%	13%	26%	17%	17%	19%	14%	12%	18%	26%	20%	18%	16%	8%	18%	20%	17%	17%	21%
						G					m									S	S			

Table 18-1
P5 - Parent: types of books (read at least several times/month)
Based on total who read books at least several times per month

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	74	68	98	221	261	197	3	330	131	259	149	94	55	3	94	131	94	77	87	95	186	182	82
Total Weighted	466	91	85	105	186	304	159	3	304	163	264	147	93	53	3	88	119	83	61	76	100	202	177	74
Fiction	294	56	60	56	122	192	101	1	185	109	179	72	51	22	1	63	72	42	31	44	70	115	113	59
	63%	61%	71%	53%	66%	63%	63%	26%	61%	67%	68%	49%	55%	41%	26%	72%	61%	51%	51%	58%	70%	57%	64%	79%
			D		d						LMN					R					S			VW
Romance	194	43	35	41	75	131	62	1	119	75	108	59	43	16	1	41	44	30	24	26	47	81	77	32
	42%	48%	41%	39%	40%	43%	39%	26%	39%	46%	41%	40%	46%	31%	26%	47%	37%	36%	39%	34%	47%	40%	44%	43%
													n											
Hobbies (cookbooks, photography, quilting etc.)	190	38	30	43	79	126	63		126	64	115	46	29	17		43	52	28	23	32	50	73	70	42
	41%	42%	35%	41%	42%	42%	40%		42%	39%	43%	31%	31%	32%		49%	43%	33%	38%	43%	50%	36%	40%	57%
						H	H				LMO		O	O		R								VW
Sci-Fi / Fantasy	176	31	32	46	67	113	64		119	58	106	49	34	15		34	48	31	24	27	44	70	72	29
	38%	34%	38%	44%	36%	37%	40%		39%	35%	40%	33%	36%	28%		39%	40%	38%	39%	36%	44%	35%	41%	39%
						H	H				nO		O	O										
Biographies & Memoirs	166	33	32	35	67	116	50		104	62	108	33	22	11		41	42	18	21	25	41	58	66	40
	36%	36%	38%	33%	36%	38%	32%		34%	38%	41%	23%	24%	20%		46%	36%	22%	34%	33%	41%	29%	37%	54%
						H	H				LMNO		O	O		R	R						v	VW
Self-Improvement	163	34	26	36	67	106	57		107	56	96	41	31	10		36	43	24	20	23	45	60	63	35
	35%	37%	31%	34%	36%	35%	36%		35%	34%	36%	28%	33%	19%		40%	36%	29%	33%	30%	45%	30%	36%	48%
						H	H				lNO		nO	O							T			Vw
History	148	25	25	39	59	101	47		101	47	86	41	30	12		35	41	23	13	25	43	49	63	33
	32%	28%	29%	37%	32%	33%	29%		33%	29%	33%	28%	32%	22%		40%	34%	27%	21%	34%	43%	24%	35%	45%
						H	H				nO		O	O		r				s	S		V	V
Travel	92	18	17	17	40	63	28	1	59	33	48	28	14	14	1	21	23	13	13	17	20	28	38	23
	20%	20%	20%	16%	21%	21%	18%	48%	19%	20%	18%	19%	15%	26%	48%	24%	19%	15%	22%	22%	20%	14%	22%	31%
																							v	V
Graphic Novels / Comics / Manga	88	17	17	18	36	58	30	1	59	29	50	27	19	8	1	21	21	12	13	18	20	29	36	18
	19%	19%	19%	17%	19%	19%	19%	26%	20%	18%	19%	18%	20%	15%	26%	24%	18%	15%	22%	24%	20%	14%	20%	24%
																								v
Business	68	11	11	18	29	49	19		48	21	31	27	14	13		14	22	11	13	13	15	19	34	15
	15%	12%	13%	17%	16%	16%	12%		16%	13%	12%	18%	15%	25%		15%	18%	13%	21%	17%	15%	9%	19%	20%
						H	H				O	k	O	KO									V	V
Philosophy	62	15	12	10	25	42	20		38	24	33	18	8	10		16	9	10	9	8	14	23	24	12
	13%	16%	14%	10%	13%	14%	12%		12%	15%	12%	12%	9%	19%		18%	8%	12%	15%	11%	14%	11%	14%	17%
						H	H				O		O	O		Q								
Poetry	36	11	5	5	14	23	13		22	14	18	12	7	5		10	8	2	6	6	6	12	14	7
	8%	12%	6%	5%	8%	8%	8%		7%	8%	7%	8%	7%	9%		12%	6%	2%	10%	8%	6%	6%	8%	10%
						H	H				O		O	O		R								
Other	82	17	11	19	35	60	21	1	55	27	54	17	10	7	1	17	23	14	6	12	23	33	32	17
	18%	19%	13%	19%	19%	20%	13%	26%	18%	17%	20%	12%	11%	13%	26%	20%	19%	17%	10%	16%	23%	16%	18%	22%
						g					LM										S			

Table 19-1
P6 - Parent: reasons read books (all)
Based on total who read books

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	596	100	78	131	287	323	267	6	432	164	333	196	120	76	6	113	178	127	97	109	116	254	228	100
Total Weighted	599	123	97	141	239	377	217	5	396	203	335	193	116	77	5	105	164	110	76	93	123	272	220	91
Escape from routine	272	43	40	75	114	170	101	1	191	81	165	78	56	22	1	59	84	45	38	48	59	110	105	55
	45%	35%	41%	53%	48%	45%	47%	26%	48%	40%	49%	40%	48%	28%	26%	56%	51%	41%	50%	52%	48%	40%	48%	61%
				Bc	B				j		IN		N			R	r							VW
Relief from stress	311	59	55	78	119	196	112	3	205	106	178	93	54	39	3	64	84	49	46	51	60	132	115	55
	52%	48%	57%	55%	50%	52%	52%	50%	52%	52%	53%	48%	46%	52%	50%	61%	51%	45%	60%	54%	49%	49%	52%	61%
																R								v
Educate myself	318	57	48	77	136	206	112	1	221	97	175	98	62	36	1	69	90	54	37	53	77	132	115	63
	53%	47%	49%	55%	57%	55%	51%	13%	56%	48%	52%	51%	53%	47%	13%	66%	55%	49%	48%	57%	63%	49%	52%	70%
					b	H	H		j		O		O	O		qR					S			VW
Entertain	418	84	71	100	163	272	143	3	267	150	248	123	79	44	3	78	112	71	51	57	94	190	166	57
	70%	69%	73%	71%	68%	72%	66%	50%	67%	74%	74%	64%	68%	58%	50%	75%	69%	65%	66%	61%	76%	70%	75%	63%
											LN										T		X	
Motivate myself	158	31	30	33	64	102	55		103	54	82	49	31	19		41	33	23	19	24	36	58	56	37
	26%	25%	31%	23%	27%	27%	25%		26%	27%	25%	25%	26%	24%		39%	20%	20%	25%	26%	29%	21%	25%	41%
						H	H				O		O	O		QR								VW
Generate new ideas	176	34	30	33	79	125	50	1	116	60	95	50	35	15	1	44	42	25	16	28	47	64	69	39
	29%	27%	31%	23%	33%	33%	23%	13%	29%	30%	28%	26%	30%	19%	13%	42%	26%	23%	21%	30%	38%	23%	31%	44%
					D	G							n			QR					S		v	VW
Discipline	62	11	12	12	28	41	22		43	20	28	25	15	10		18	16	6	12	10	10	19	29	12
	10%	9%	12%	9%	12%	11%	10%		11%	10%	8%	13%	13%	13%		18%	10%	5%	16%	10%	8%	7%	13%	13%
						H	H				O		O	O		qR			u				V	
Mental stimulation	271	52	53	59	107	180	91	1	169	102	157	80	55	25	1	55	77	34	32	38	60	111	104	53
	45%	42%	55%	42%	45%	48%	42%	13%	43%	50%	47%	41%	47%	33%	13%	52%	47%	31%	42%	41%	48%	41%	47%	58%
			d			H	h				NO		nO			R	R							Vw
Other	25	8		6	10	16	8	1	17	8	14	6	4	2	1	7	6	3	1	3	8	12	9	4
	4%	7%		4%	4%	4%	4%	13%	4%	4%	4%	3%	3%	3%	13%	7%	4%	3%	2%	3%	7%	4%	4%	5%
		C		C	C																s			
Net: Escapism (escape, relief, entertain)	531	106	88	125	212	340	187	4	348	183	305	163	97	66	4	100	145	91	68	78	114	237	199	84
	89%	87%	91%	89%	89%	90%	86%	87%	88%	90%	91%	84%	83%	87%	87%	95%	89%	83%	88%	84%	93%	87%	90%	93%
											LM					QR					T			
Net: Self Improvement (all other items, excl "Other")	457	86	76	111	185	292	163	2	307	150	252	149	91	59	2	89	132	75	58	71	104	196	170	80
	76%	70%	78%	79%	77%	77%	75%	39%	78%	74%	75%	77%	78%	77%	39%	84%	80%	68%	76%	76%	84%	72%	77%	88%
						h	h				o		o	o		R	R							VW

Table 20-1
P6 - Parent: reasons read books (read at least several times/month)
Based on total who read books at least several times per month

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	74	68	98	221	261	197	3	330	131	259	149	94	55	3	94	131	94	77	87	95	186	182	82
Total Weighted	466	91	85	105	186	304	159	3	304	163	264	147	93	53	3	88	119	83	61	76	100	202	177	74
Entertain	344	70	62	75	137	226	116	2	217	127	210	96	66	30	2	67	88	57	42	50	79	149	139	51
	74%	77%	73%	71%	74%	74%	73%	74%	71%	78%	80%	66%	70%	57%	74%	76%	74%	68%	69%	67%	79%	74%	78%	68%
											LN										t			
Relief from stress	271	53	54	61	104	173	97	1	172	99	161	76	46	30	1	58	67	40	39	45	53	114	99	51
	58%	58%	63%	58%	56%	57%	61%	52%	57%	61%	61%	52%	49%	56%	52%	65%	56%	48%	63%	59%	53%	56%	56%	68%
											lm					R								vw
Educate myself	258	48	42	58	110	173	84	1	175	83	149	74	49	25	1	61	67	41	31	45	64	101	99	52
	55%	52%	49%	56%	59%	57%	53%	26%	58%	51%	57%	51%	53%	48%	26%	69%	56%	49%	51%	60%	64%	50%	56%	69%
																qR								VW
Mental stimulation	233	44	47	47	95	156	77	1	144	89	138	65	46	19	1	50	63	29	26	34	53	95	90	47
	50%	49%	55%	45%	51%	51%	48%	26%	47%	55%	52%	45%	49%	36%	26%	57%	53%	34%	43%	45%	53%	47%	51%	63%
											N					R	R							Vw
Escape from routine	224	37	35	57	94	144	78	1	153	71	141	60	46	14	1	50	64	37	30	44	52	90	86	47
	48%	41%	41%	55%	51%	47%	49%	52%	50%	44%	54%	41%	49%	26%	52%	57%	54%	44%	49%	58%	52%	45%	48%	63%
				bc							LN		N			r								VW
Generate new ideas	147	30	27	25	66	109	39		94	54	79	45	31	14		41	30	21	13	22	40	57	57	31
	32%	33%	31%	24%	36%	36%	24%		31%	33%	30%	31%	33%	27%		46%	25%	25%	22%	29%	40%	28%	32%	42%
					D	GH	H				O		O	O		QR					S			V
Motivate myself	132	26	26	26	54	88	44		86	46	70	41	26	15		37	24	19	17	20	30	48	48	31
	28%	29%	31%	25%	29%	29%	28%		28%	28%	26%	28%	28%	29%		42%	20%	23%	27%	27%	30%	24%	27%	41%
						H	H				O		O	O		QR								VW
Discipline	55	9	12	10	25	35	20		37	18	25	24	14	10		16	14	6	10	9	8	16	26	10
	12%	9%	14%	9%	14%	11%	13%		12%	11%	10%	16%	15%	18%		18%	11%	7%	16%	12%	8%	8%	15%	14%
						H	H				O	k	O	O		R							v	
Other	16	5		5	6	13	3		11	5	10	3	3			6	4	1	1		7	6	6	3
	3%	5%		5%	3%	4%	2%		4%	3%	4%	2%	3%			6%	3%	2%	2%		7%	3%	4%	5%
		C		C	C	H	h				NO										T			
Net: Escapism (escape, relief, entertain)	426	83	78	91	174	278	146	3	273	153	250	124	78	46	3	84	110	70	53	67	95	183	162	72
	91%	92%	92%	87%	93%	91%	91%	100%	90%	94%	95%	84%	84%	86%	100%	95%	92%	84%	88%	88%	95%	91%	92%	97%
					d			FG			LMn				KMN	R	r							Vw
Net: Self Improvement (all other items, excl "Other")	368	69	66	84	149	241	126	1	244	124	209	114	73	41	1	79	96	58	51	58	85	149	142	67
	79%	76%	78%	80%	80%	79%	79%	26%	80%	76%	79%	78%	78%	78%	26%	89%	81%	70%	83%	77%	85%	74%	80%	90%
						H	H				O		o	o		R	r							VW

Table 21-1
P7 - Parent: MAIN reason read books (all)
Based on total who read books

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	596	100	78	131	287	323	267	6	432	164	333	196	120	76	6	113	178	127	97	109	116	254	228	100
Total Weighted	599	123	97	141	239	377	217	5	396	203	335	193	116	77	5	105	164	110	76	93	123	272	220	91
Escape from routine	70	12	7	21	29	43	27		53	17	45	20	12	8		16	18	16	13	9	13	27	30	11
	12%	10%	8%	15%	12%	11%	12%		13%	8%	13%	10%	10%	11%		16%	11%	14%	18%	10%	11%	10%	14%	12%
						H	H		j		O		O	O										
Relief from stress	75	18	16	18	23	43	30	3	46	30	39	26	16	10	3	12	13	15	11	17	8	28	26	17
	13%	15%	17%	12%	10%	11%	14%	50%	12%	15%	12%	13%	14%	13%	50%	12%	8%	13%	14%	18%	7%	10%	12%	18%
								fg							kmn				u	U				v
Educate myself	103	20	16	25	42	68	35		72	31	48	42	26	16		17	25	25	15	18	23	42	40	16
	17%	16%	17%	18%	17%	18%	16%		18%	15%	14%	22%	22%	21%		16%	16%	22%	20%	19%	18%	15%	18%	18%
						H	H				O	K	kO	O										
Entertain	232	54	42	46	90	153	78	1	139	93	138	66	43	23	1	36	60	40	22	31	49	122	75	31
	39%	44%	43%	33%	38%	41%	36%	24%	35%	46%	41%	34%	37%	30%	24%	34%	37%	36%	29%	33%	40%	45%	34%	35%
		d								l	n											Wx		
Motivate myself	18	2	4	3	8	10	7		13	5	9	6	2	4		3	5	3	6	4	1	11	3	2
	3%	2%	4%	2%	3%	3%	3%		3%	2%	3%	3%	2%	6%		3%	3%	2%	8%	4%	1%	4%	2%	2%
						H	H				O			O					U	u				
Generate new ideas	20	4	4	6	7	12	7	1	12	7	11	7	3	3	1	1	8	4	1	4	5	12	7	1
	3%	3%	4%	4%	3%	3%	3%	13%	3%	4%	3%	3%	3%	4%	13%	1%	5%	4%	2%	4%	4%	4%	3%	2%
																	P							
Discipline	4			1	3	1	3		4		1	2	1	1		1	1	1	1	1			3	1
	1%			1%	1%		1%		1%			1%	1%	2%		1%	1%	1%	2%	1%			1%	2%
					bc		h		j															
Mental stimulation	58	6	8	16	28	36	22		44	14	33	19	11	8		12	28	3	5	7	19	21	28	8
	10%	5%	8%	11%	12%	10%	10%		11%	7%	10%	10%	9%	11%		11%	17%	3%	6%	8%	15%	8%	13%	9%
					B	H	H		j		O		O	O		R	R				S		v	
Other	19	6		5	9	10	8	1	14	6	12	5	3	2	1	5	5	3	1	3	5	9	7	3
	3%	5%		3%	4%	3%	4%	13%	3%	3%	3%	2%	2%	3%	13%	5%	3%	3%	2%	3%	4%	3%	3%	3%
		C		C	C																			
Net: Escapism (escape, relief, entertain)	377	84	66	85	142	238	135	4	237	140	221	112	71	41	4	65	91	71	47	56	71	177	131	59
	63%	69%	67%	60%	60%	63%	62%	74%	60%	69%	66%	58%	61%	53%	74%	62%	56%	64%	61%	60%	58%	65%	60%	65%
		e								l	ln													
Net: Self Improvement (all other items, excl "Other")	203	32	32	51	88	128	74	1	145	58	102	76	43	34	1	35	68	36	28	34	47	86	82	29
	34%	27%	33%	36%	37%	34%	34%	13%	37%	28%	31%	40%	37%	44%	13%	33%	41%	33%	37%	37%	38%	32%	37%	32%
					b				j			K		Ko										

Table 22-1
P7 - Parent: MAIN reason read books (read at least several times/month)
Based on total who read books at least several times per month

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total (A)	Not yet learned (B)	Starting to recognize (C)	Basic text (D)	Proficient reader (E)	Yes, currently (F)	Used to/ but not any more (G)	Has never read aloud (H)	Independent reader (I)	Is Read aloud (J)	0 - 12 months (K)	13 mo + (L)	13 mo - 2 yo (M)	Over 2 yo (N)	Never read aloud (O)	Enthusiastic (P)	Moderate (Q)	Reluctant (R)	Under 10 (S)	10 to 29 (T)	30+ (U)	Up to 3 (V)	>3 to 7 (W)	Over 7 (X)
Total Actual	461	74	68	98	221	261	197	3	330	131	259	149	94	55	3	94	131	94	77	87	95	186	182	82
Total Weighted	466	91	85	105	186	304	159	3	304	163	264	147	93	53	3	88	119	83	61	76	100	202	177	74
Entertain	191	43	36	36	76	129	61	1	115	76	116	51	34	17	1	29	52	31	18	28	45	97	63	29
	41%	47%	42%	35%	41%	42%	38%	48%	38%	47%	44%	35%	37%	32%	48%	33%	44%	37%	29%	37%	45%	48%	35%	39%
										i	I										S	W		
Educate myself	73	12	15	16	29	51	22		49	24	35	32	20	12		14	14	17	13	14	14	26	34	9
	16%	14%	18%	16%	16%	17%	14%		16%	15%	13%	22%	21%	22%		16%	12%	21%	21%	19%	14%	13%	19%	13%
						H	H				O	K	kO	O										
Relief from stress	63	14	16	14	19	36	25	1	37	26	33	21	14	7	1	12	9	12	7	13	7	21	23	15
	14%	15%	19%	14%	10%	12%	16%	52%	12%	16%	12%	14%	15%	13%	52%	13%	8%	15%	11%	18%	7%	11%	13%	20%
			e																	U				v
Mental stimulation	50	5	7	13	25	30	21		39	11	29	16	10	7		11	24	3	5	7	15	19	23	8
	11%	6%	8%	12%	14%	10%	13%		13%	7%	11%	11%	10%	13%		12%	20%	4%	8%	9%	15%	9%	13%	11%
					B	H	H		j		O		O	O		r	R							
Escape from routine	49	10	6	13	20	33	15		34	15	32	12	9	3		13	9	11	10	8	10	18	21	8
	10%	11%	7%	13%	11%	11%	10%		11%	9%	12%	8%	9%	6%		15%	7%	13%	17%	10%	10%	9%	12%	11%
						H	H				O		O	o										
Generate new ideas	14	4	2	3	4	8	6		8	6	6	6	3	3		1	3	3	1	3	3	10	3	1
	3%	4%	3%	3%	2%	3%	3%		3%	4%	2%	4%	3%	5%		1%	3%	4%	1%	4%	3%	5%	1%	2%
						H	H				O		o									w		
Motivate myself	12	1	2	3	5	8	5		10	2	5	5	2	3		3	3	2	5	3	1	7	3	1
	3%	1%	3%	3%	3%	3%	3%		3%	2%	2%	4%	2%	6%		4%	3%	2%	8%	4%	1%	4%	2%	1%
						H	H				O			o					U					
Discipline	3			1	2	1	2		3			2	1	1		1	1	1	1				2	1
	1%			1%	1%		1%		1%			1%	1%	3%		2%	1%	2%	2%				1%	2%
									j															
Other	11	2		3	5	7	3		8	2	7	1	1			4	3	1	1		4	4	5	2
	2%	3%		3%	3%	2%	2%		3%	2%	3%	1%	1%			5%	2%	2%	2%		4%	2%	3%	3%
				c	C	H	h				NO										t			
Net: Escapism (escape, relief, entertain)	302	66	58	64	115	198	101	3	186	116	181	84	57	27	3	54	71	54	35	49	62	136	107	52
	65%	73%	68%	61%	62%	65%	64%	100%	61%	72%	69%	57%	61%	51%	100%	61%	59%	65%	57%	65%	62%	68%	60%	69%
		e						FG		I	LN				KMN									
Net: Self Improvement (all other items, excl	153	22	27	38	66	99	55		109	44	76	61	35	26		31	46	28	25	27	33	62	65	21
"Other")	33%	25%	32%	36%	36%	32%	34%		36%	27%	29%	42%	38%	49%		35%	38%	33%	41%	35%	33%	31%	37%	28%
					b	H	H		j		O	K	O	KO										

Table 23-1
C1 - Child: reading ability
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Has not yet learned to read	126	126				121	4	1	5	121	80	34	22	11	1				3			90	25	6
	20%	100%				31%	2%	17%	1%	58%	23%	16%	18%	14%	17%				3%			31%	11%	7%
		CDE				G				I	In								tu			WX		
Is just starting to recognize written words	100		100			88	12		12	88	62	26	16	10					4	4		55	32	1
	16%		100%			23%	5%		3%	42%	18%	13%	13%	12%					5%	4%		19%	14%	1%
			BDE			GH	H			I	O		O	O					U	U		X	X	
Is able to read basic text	150			150		102	46	2	150		63	71	38	33	2	24	67	59	27	25	45	68	63	18
	24%			100%		26%	20%	27%	36%		18%	35%	31%	40%	27%	21%	38%	50%	34%	26%	36%	24%	27%	20%
				BCE		g			J			K	K	K			P	PQ						
Is a proficient reader	254				254	79	172	4	254		147	74	47	28	4	87	108	59	46	68	81	76	111	68
	40%				100%	20%	74%	56%	60%		42%	36%	38%	34%	56%	79%	62%	50%	58%	70%	64%	26%	48%	73%
					BCD		F	F	J							QR	R			s			V	VW
Net: just starting to read/ Able to read basic text	250		100	150		190	57	2	161	88	124	97	54	43	2	24	67	59	31	29	45	123	96	19
	40%		100%	100%		49%	25%	27%	38%	42%	35%	47%	44%	52%	27%	21%	38%	50%	39%	30%	36%	43%	41%	21%
			BE	BE		G						K		K			P	PQ				X	X	
Net: NOT a proficient reader	376	126	100	150		311	61	3	166	210	204	130	76	54	3	24	67	59	34	29	45	213	120	26
	60%	100%	100%	100%		80%	26%	44%	40%	100%	58%	64%	62%	66%	44%	21%	38%	50%	42%	30%	36%	74%	52%	27%
		E	E	E		GH				I							P	PQ	t			WX	X	
Net: Not an independent reader (items 1,2)	226	126	100			210	15	1	17	210	142	59	38	21	1				6	4		145	57	7
	36%	100%	100%			54%	7%	17%	4%	100%	40%	29%	31%	26%	17%				8%	4%		50%	25%	8%
		DE	DE			GH				I	LmNo								U	U		WX	X	
Net: An independent reader (items 3,4)	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
	64%			100%	100%	46%	93%	83%	96%		60%	71%	69%	74%	83%	100%	100%	100%	92%	96%	100%	50%	75%	92%
				BC	BC		F	F	J			K	k	K	k						ST		V	VW

Table 24-1
C2 - Child: Adult reading aloud
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total (A)	Not yet learned (B)	Starting to recognize (C)	Basic text (D)	Proficient reader (E)	Yes, currently (F)	Used to/ but not any more (G)	Has never read aloud (H)	Independent reader (I)	Is Read aloud (J)	0 - 12 months (K)	13 mo + (L)	13 mo - 2 yo (M)	Over 2 yo (N)	Never read aloud (O)	Enthusiastic (P)	Moderate (Q)	Reluctant (R)	Under 10 (S)	10 to 29 (T)	30+ (U)	Up to 3 (V)	>3 to 7 (W)	Over 7 (X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Currently reads aloud to this child	390	121	88	102	79	390			180	210	231	107	65	42		59	80	42	27	28	81	203	143	44
	62%	96%	88%	68%	31%	100%			43%	100%	66%	52%	52%	51%		53%	46%	35%	34%	29%	65%	70%	62%	47%
		cDE	DE	E		GH				I	LMNO		O	O		R	r				ST	wX	X	
Used to read aloud to this child but doesn't any more	233	4	12	46	172		233		233		120	98	59	39		51	92	74	50	68	44	82	87	48
	37%	3%	12%	31%	67%		100%		55%		34%	48%	48%	49%		46%	53%	63%	63%	70%	35%	28%	38%	52%
			B	BC	BCD		FH		J		O	K	KO	KO				Pq	U	U			V	VW
Has never read aloud to this child	7	1		2	4			7	7						7	1	3	3	3	1	1	4	1	1
	1%	1%		1%	2%			100%	2%						100%	1%	2%	2%	3%	1%	1%	1%	1%	1%
					C			FG	J						KMN									
Net: Read aloud or used to read aload	623	125	100	148	250	390	233		413	210	351	205	123	81		110	172	116	77	96	125	285	230	93
	99%	99%	100%	99%	98%	100%	100%		98%	100%	100%	100%	100%	100%		99%	98%	98%	97%	99%	99%	99%	99%	99%
			E			H	H			I	O		O	O										
Net: Not currently reading aloud	240	5	12	48	176		233	7	240		120	98	59	39	7	52	95	77	52	69	45	86	88	49
	38%	4%	12%	32%	69%		100%	100%	57%		34%	48%	48%	49%	100%	47%	54%	65%	66%	71%	35%	30%	38%	53%
			b	BC	BCD		F	F	J			K	K	K	KMN			Pq	U	U			v	VW
Net: Independent reader: NOT (C1 not an independent reader AND C2 Parent Currently reads aloud)	420	5	12	150	254	180	233	7	420		215	154	90	65	7	110	175	118	80	97	126	144	174	86
	67%	4%	12%	100%	100%	46%	100%	100%	100%		61%	75%	73%	80%	100%	100%	100%	100%	100%	100%	100%	50%	75%	92%
			b	BC	BC		F	F	J			K	K	K	KMN								V	VW
Net: Reads aloud: C1 not an independent reader AND C2 Parent Currently reads aloud)	210	121	88			210				210	136	50	34	16								145	57	7
	33%	96%	88%			54%				100%	39%	25%	27%	20%								50%	25%	8%
		cDE	DE			GH				I	LMNO		O	O								WX	X	

Table 25-1
C3 - Child: age started reading aloud
Based on total parents who read aloud or used to read aloud

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	621	102	80	138	301	334	287		452	169	351	208	127	81		118	187	134	99	112	118	267	238	103
Total Weighted	623	125	100	148	250	390	233		413	210	351	205	123	81		110	172	116	77	96	125	285	230	93
While expecting	67	11	12	14	29	53	14		43	24						22	15	7	7	11	20	29	18	20
	11%	9%	12%	10%	12%	14%	6%		10%	11%						20%	9%	6%	9%	11%	16%	10%	8%	21%
						G										QR								VW
0 to 12 months	351	80	62	63	147	231	120		215	136	351					67	89	54	33	50	80	158	137	50
	56%	64%	62%	42%	59%	59%	52%		52%	65%	100%					61%	51%	47%	42%	52%	64%	55%	60%	54%
		D	D		D	g				I	LMN					R					St			
13 to 18 months	67	16	3	21	27	35	32		48	19		67	67			8	24	17	15	8	11	26	31	9
	11%	13%	3%	14%	11%	9%	14%		12%	9%		33%	54%			7%	14%	14%	19%	8%	9%	9%	14%	10%
		C		C	C		f					K	KN				p	p	TU					
19 months to 2 years old	57	6	13	17	20	30	27		42	15		57	57			4	17	16	8	12	4	27	19	6
	9%	5%	13%	12%	8%	8%	12%		10%	7%		28%	46%			4%	10%	14%	10%	13%	3%	10%	8%	7%
			b	b								K	KN				P	P	u	U				
over 2 to 3 years old	43	8	6	14	14	21	22		31	12		43		43		3	15	11	7	5	3	26	13	1
	7%	6%	6%	10%	6%	5%	9%		8%	6%		21%		53%		3%	9%	9%	9%	6%	3%	9%	6%	1%
							f					K		KM			P	P	u			X	X	
over 3 to 5 years old	24	3	3	8	9	12	12		19	5		24		24		3	8	6	3	6	4	11	7	4
	4%	3%	3%	6%	4%	3%	5%		5%	2%		12%		29%		3%	4%	5%	4%	6%	3%	4%	3%	4%
												K		KM										
over 5 to 9 years old	14			10	4	8	6		14			14		14		3	5	6	5	3	1	8	5	1
	2%			7%	2%	2%	3%		3%			7%		18%		3%	3%	5%	7%	3%	1%	3%	2%	1%
				BCE	BC				J			K		KM					U					
Older than 9 years																								
Net: Expecting or Up to 12 months	418	92	74	77	176	283	135		259	159	351					89	103	61	39	61	101	187	155	70
	67%	73%	74%	52%	70%	73%	58%		63%	76%	100%					81%	60%	52%	51%	64%	81%	65%	68%	76%
		D	D		D	G				I	LMN					QR				s	ST			v
Net: 13 months to 2 years	123	22	16	38	47	65	59		90	34		123	123			12	41	32	23	21	15	53	50	16
	20%	18%	16%	26%	19%	17%	25%		22%	16%		60%	100%			11%	24%	28%	30%	21%	12%	19%	22%	17%
				c			F					K	KN				P	P	U	u				
Net: Over 2 years	81	11	10	33	28	42	39		65	16		81		81		10	28	23	15	14	9	45	25	7
	13%	9%	10%	22%	11%	11%	17%		16%	8%		40%		100%		9%	16%	20%	19%	15%	7%	16%	11%	7%
				BCE			F		J			K		KM			p	P	U	u		wX		
Net: 13 months plus	205	34	26	71	74	107	98		154	50		205	123	81		21	69	55	38	35	24	99	74	22
	33%	27%	26%	48%	30%	27%	42%		37%	24%		100%	100%	100%		19%	40%	48%	49%	36%	19%	35%	32%	24%
				BCE			F		J			K	K	K			P	P	tU	U		x		

Table 26-1
C4 - Child: age stopped reading aloud
Based on total parents who no longer read aloud

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	287	3	10	50	224		287		287		156	113	71	42		67	111	96	69	83	51	100	111	63
Total Weighted	233	4	12	46	172		233		233		120	98	59	39		51	92	74	50	68	44	82	87	48
Under 1 year old	3		1		2		3		3		3						1	1	1	1		1	1	
	1%		11%		1%		1%		1%		3%						1%	1%	3%	1%		1%	2%	
											LMN													
Over 1 to 3 years old	11	2	5	1	3		11		11		6	5	4	1		1	1	2	2	3		1	2	
	5%	64%	44%	1%	2%		5%		5%		5%	5%	7%	4%		1%	1%	3%	4%	5%		2%	2%	
		DE	DE																	u				
Over 3 to 5 years	84	1	3	27	53		84		84		34	46	26	19		17	42	22	13	21	23	31	32	17
	36%	36%	23%	59%	31%		36%		36%		28%	46%	45%	49%		33%	45%	30%	26%	32%	52%	38%	36%	36%
				CE								K	K	K			R				ST			
Over 5 to 9 years	95		1	11	82		95		95		53	36	25	11		25	34	34	26	28	11	35	38	20
	41%		12%	24%	48%		41%		41%		44%	36%	43%	27%		49%	37%	46%	51%	41%	26%	43%	44%	41%
				B	BCD						N								U	u				
Older than 9 years	37			6	31		37		37		24	9	3	5		9	15	14	8	12	9	12	14	11
	16%			13%	18%		16%		16%		20%	9%	6%	14%		17%	16%	18%	16%	18%	22%	15%	16%	24%
				BC	BC						LM													
Not sure	3		1	1			3		3			3		3				1		3		1		
	1%		11%	3%			1%		1%			3%		7%				2%		4%		2%		
Net: Up to 3 years old	14	2	6	1	5		14		14		9	5	4	1		1	2	3	3	4		2	3	
	6%	64%	55%	1%	3%		6%		6%		7%	5%	7%	4%		1%	2%	4%	7%	6%		2%	4%	
		DE	DE																U	U			X	
Net: Up to 5 years old	99	4	9	28	58		99		99		43	51	30	21		17	44	25	16	25	23	33	35	17
	42%	100%	78%	60%	34%		42%		42%		36%	52%	52%	52%		34%	47%	33%	32%	37%	52%	41%	40%	36%
		DE	E	E								K	K	k			pr				S			
Net: Up to 9 years old	193	4	10	38	140		193		193		96	87	55	31		42	77	59	42	53	34	68	74	37
	83%	100%	89%	84%	82%		83%		83%		80%	88%	94%	80%		83%	84%	80%	84%	78%	78%	83%	84%	76%
		DE										k	KN											

Table 27-1
C5 - Child: Reasons to stop reading aloud
Based on total parents who no longer read aloud

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total (A)	Not yet learned (B)	Starting to recognize (C)	Basic text (D)	Proficient reader (E)	Yes, currently (F)	Used to/ but not any more (G)	Has never read aloud (H)	Independent reader (I)	Is Read aloud (J)	0 - 12 months (K)	13 mo + (L)	13 mo - 2 yo (M)	Over 2 yo (N)	Never read aloud (O)	Enthusiastic (P)	Moderate (Q)	Reluctant (R)	Under 10 (S)	10 to 29 (T)	30+ (U)	Up to 3 (V)	>3 to 7 (W)	Over 7 (X)
Total Actual	287	3	10	50	224		287		287		156	113	71	42		67	111	96	69	83	51	100	111	63
Total Weighted	233	4	12	46	172		233		233		120	98	59	39		51	92	74	50	68	44	82	87	48
Because child began to read independently	169	1	2	29	137		169		169		91	66	43	23		46	71	49	35	51	36	56	69	41
	73%	36%	17%	63%	80%		73%		73%		76%	68%	73%	59%		89%	77%	66%	69%	75%	81%	68%	79%	85%
				C	CD						n					QR							v	V
To encourage child to develop independent reading skills	97		2	26	69		97		97		49	45	30	15		22	42	31	19	28	16	35	37	23
	42%		21%	56%	40%		42%		42%		41%	46%	50%	39%		43%	45%	42%	38%	41%	37%	43%	42%	48%
				BCe	B																			
Child lost interest in reading with me / others	59	2	4	12	42		59		59		37	17	10	7		10	18	25	16	18	10	27	16	11
	26%	64%	33%	25%	24%		26%		26%		31%	17%	17%	17%		20%	19%	34%	32%	26%	23%	32%	18%	23%
											LMn							pQ				W		
I was too busy to read with child	23		3	7	13		23		23		11	10	7	3		3	8	9	6	4	3	7	11	2
	10%		27%	15%	8%		10%		10%		9%	10%	11%	8%		5%	9%	12%	12%	6%	8%	8%	12%	4%
			b	B	B																		x	
Child was too busy to read with me / others	21	1	5	2	13		21		21		10	11	6	5		3	7	5	5	4	3	7	3	5
	9%	32%	39%	4%	8%		9%		9%		8%	11%	10%	12%		5%	7%	7%	9%	6%	8%	8%	4%	10%
			DE																					
Someone else in the household took over reading with child	16		5	3	8		16		16		5	11	4	7		3	8	1	3	6		4	5	2
	7%		43%	8%	4%		7%		7%		4%	11%	7%	17%		5%	8%	1%	6%	9%		5%	6%	4%
			BDE	b	B							K		K			R		U	U				
Other reasons	6			1	5		6		6		4	1	1	1		2	3	1	1	3	2	1	3	2
	3%			1%	3%		3%		3%		3%	1%	1%	2%		4%	4%	1%	1%	4%	5%	2%	3%	4%
					BC																			

Table 28-1
C6 - Child: types of publication read to child
Based on total parents of child whose child does not read and someone currentlly reads to child

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total (A)	Not yet learned (B)	Starting to recognize (C)	Basic text (D)	Proficient reader (E)	Yes, currently (F)	Used to/ but not any more (G)	Has never read aloud (H)	Independent reader (I)	Is Read aloud (J)	0 - 12 months (K)	13 mo + (L)	13 mo - 2 yo (M)	Over 2 yo (N)	Never read aloud (O)	Enthusiastic (P)	Moderate (Q)	Reluctant (R)	Under 10 (S)	10 to 29 (T)	30+ (U)	Up to 3 (V)	>3 to 7 (W)	Over 7 (X)
Total Actual	169	99	70			169				169	109	41	27	14								117	46	6
Total Weighted	210	121	88			210				210	136	50	34	16								145	57	7
Story books	154	91	63			154				154	100	35	22	13								104	46	5
	74%	75%	71%			74%				74%	74%	70%	67%	77%								71%	80%	67%
Picture books	170	104	66			170				170	112	39	26	13								116	46	7
	81%	86%	74%			81%				81%	83%	77%	77%	77%								80%	81%	100%
		c																						VW
Chapter books	22	8	14			22				22	11	4	2	1								11	9	2
	10%	6%	16%			10%				10%	8%	8%	7%	9%								7%	15%	33%
			b																					
Board books	105	59	45			105				105	77	15	12	2								64	36	5
	50%	49%	51%			50%				50%	57%	30%	37%	15%								44%	63%	67%
											LmN												V	
Graphic Novels / Comics / Manga	13	6	6			13				13	10	1		1								9	4	
	6%	5%	7%			6%				6%	8%	2%		7%								6%	6%	
											M											X	x	
Non-fiction (fun facts, science, sports, world records, etc)	29	15	14			29				29	14	5	4	1								17	12	
	14%	12%	16%			14%				14%	10%	10%	11%	7%								11%	22%	
																						X	X	
Hobbies (craft, activities, etc)	15	10	5			15				15	8	5	4	1								9	5	1
	7%	8%	6%			7%				7%	6%	10%	11%	9%								6%	9%	17%
Biographies & Memoirs for kids / teens	9	5	4			9				9	4	2	1	1								3	5	1
	4%	4%	4%			4%				4%	3%	5%	4%	7%								2%	9%	17%
Books in a language other than [pipe: C6pipe2]	25	16	9			25				25	16	4	4									17	7	1
	12%	13%	10%			12%				12%	12%	7%	11%									11%	13%	17%
											N		n											
Teens / Young Adult titles	4	2	1			4				4	3											3	1	
	2%	2%	2%			2%				2%	2%											2%	2%	
Other	8	6	1			8				8	8											2	5	
	4%	5%	2%			4%				4%	6%											2%	9%	
											LMN												X	

Table 29-1

C7 - Summary: Child: frequency per publication

Based on total parents of children who are at least basic readers

	Books [Fiction or non-fiction]	Comic books	Textbooks	Newspaper	Magazines	Blogs
Total Actual	447	447	447	447	447	447
Total Weighted	404	404	404	404	404	404
Every day (or almost) (30x)	147	46	78	10	9	14
	36%	11%	19%	2%	2%	4%
Several times per week (10x)	132	97	91	21	31	26
	33%	24%	22%	5%	8%	6%
Several times per month (3x)	62	89	63	32	76	35
	15%	22%	16%	8%	19%	9%
Less often (1x)	45	107	91	85	141	71
	11%	27%	22%	21%	35%	18%
Never (0x)	18	64	81	256	147	258
	5%	16%	20%	63%	36%	64%
Average # times a month	14.7	6.8	8.8	1.7	2.3	2.1

Table 30-1
C7 - Summary Several times a week or more [Ranked]: Child: frequency per publication
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
Books [Fiction or non-fiction]	278			99	179	141	137	1	278		159	86	49	38	1	96	121	61	40	70	107	83	122	73
	69%			67%	70%	78%	63%	11%	69%		76%	59%	57%	62%	11%	87%	69%	52%	55%	76%	85%	58%	70%	85%
						GH	H				LMnO		O	O		QR	R			S	S		V	VW
Textbooks	169			49	120	70	96	3	169		83	62	33	29	3	51	79	40	32	51	45	42	79	48
	42%			33%	47%	39%	44%	55%	42%		40%	43%	39%	48%	55%	46%	45%	33%	43%	54%	36%	29%	45%	56%
					D											r	R			U			V	V
Comic books	144			57	87	78	65	1	144		63	56	31	25	1	52	60	31	28	42	46	38	67	38
	36%			38%	34%	43%	30%	11%	36%		30%	38%	37%	41%	11%	47%	34%	26%	39%	46%	37%	27%	39%	44%
						GH							O	O		QR							V	V
Blogs	40			12	28	18	22	1	40		14	16	8	7	1	16	18	7	14	12	8	8	18	14
	10%			8%	11%	10%	10%	11%	10%		7%	11%	10%	12%	11%	14%	10%	6%	19%	12%	7%	6%	11%	16%
																R			U					V
Magazines	40			16	24	25	14		40		15	13	7	5		21	13	6	10	8	12	8	16	16
	10%			10%	9%	14%	7%		10%		7%	9%	9%	9%		19%	7%	5%	14%	9%	9%	5%	9%	19%
						GH	H				O		O	O		QR								VW
Newspaper	31			15	16	18	12	1	31		5	16	8	8	1	14	12	5	8	9	7	9	16	6
	8%			10%	6%	10%	5%	21%	8%		2%	11%	10%	12%	21%	12%	7%	4%	11%	10%	5%	6%	9%	6%
												K	K	K		R								

Table 31-1
C7 - Summary Several times a month or more [Ranked]: Child: frequency per publication
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
Books [Fiction or non-fiction]	341			118	223	160	176	4	341		190	110	66	44	4	101	154	85	58	88	118	109	148	83
	84%			79%	88%	89%	81%	66%	84%		91%	76%	78%	73%	66%	92%	88%	72%	80%	95%	94%	76%	85%	97%
					D	G					LMN					R	R			S	S		V	VW
Comic books	233			91	142	113	118	2	233		114	86	50	36	2	68	105	61	43	63	71	76	104	53
	58%			61%	56%	62%	54%	32%	58%		54%	59%	59%	60%	32%	61%	60%	51%	58%	68%	56%	53%	60%	62%
						h														u				
Textbooks	232			73	159	94	134	4	232		111	89	51	38	4	66	109	57	47	66	61	69	104	58
	57%			49%	63%	52%	62%	66%	57%		53%	62%	60%	64%	66%	59%	63%	48%	64%	71%	49%	48%	60%	68%
					D		f									r	R		U	U			V	V
Magazines	115			43	72	53	60	3	115		55	36	20	16	3	42	46	27	28	30	32	34	49	32
	29%			29%	29%	29%	28%	43%	29%		26%	25%	24%	26%	43%	38%	26%	23%	38%	32%	25%	24%	28%	37%
																QR			u					V
Blogs	75			22	53	29	45	1	75		31	29	17	12	1	22	41	12	24	25	11	19	34	22
	19%			15%	21%	16%	21%	23%	19%		15%	20%	20%	20%	23%	20%	23%	10%	32%	26%	9%	13%	20%	25%
																R	R		U	U				V
Newspaper	63			30	33	36	26	1	63		17	29	15	14	1	23	29	11	17	18	14	18	30	15
	16%			20%	13%	20%	12%	21%	16%		8%	20%	18%	24%	21%	21%	16%	10%	23%	19%	11%	12%	17%	18%
				e		G						K	K	K		R	r		U					

Table 32-1
C7 - Child: frequency per publication
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
Books [Fiction or non-fiction]																								
Every day (or almost) (30x)	147			50	96	85	62		147		86	37	21	17		63	59	25	19	32	73	31	60	55
	36%			34%	38%	47%	28%		36%		41%	26%	24%	28%		57%	34%	21%	26%	35%	58%	22%	34%	65%
						GH	H				LMnO		O	O		QR	R				ST		V	VW
Several times per week (10x)	132			49	83	56	75	1	132		73	49	28	21	1	33	63	36	21	38	34	52	62	18
	33%			33%	32%	31%	34%	11%	33%		35%	34%	33%	35%	11%	30%	36%	31%	29%	41%	27%	36%	36%	21%
							h				o		o	o						sU		X	X	
Several times per month (3x)	62			18	44	19	40	3	62		31	24	18	6	3	5	33	24	18	18	12	26	26	10
	15%			12%	17%	11%	18%	55%	15%		15%	16%	21%	10%	55%	5%	19%	20%	25%	19%	9%	18%	15%	12%
							F	FG					n		KmN		P	P	U	U				
Less often (1x)	45			21	24	12	31	1	45		14	25	14	11	1	4	17	23	15	5	7	22	20	2
	11%			14%	9%	7%	14%	23%	11%		7%	18%	17%	18%	23%	4%	10%	20%	20%	5%	6%	16%	12%	2%
							F					K	K	K			P	PQ	TU			X	X	
Never (0x)	18			11	8	8	10	1	18		5	10	4	6	1	5	3	10				12	6	1
	5%			7%	3%	4%	4%	11%	5%		3%	7%	5%	9%	11%	4%	2%	8%				8%	3%	1%
				e								k						Q				wX		
Average # times a month	14.7			13.9	15.2	17.6	12.6	3.0	14.7		16.3	11.7	11.4	12.3	3.0	20.3	14.3	10.2	11.7	15.1	20.5	10.8	14.5	21.8
						GH	H				LMNO		O	O		QR	R			S	ST		V	VW
Comic books																								
Every day (or almost) (30x)	46			15	32	23	23		46		21	16	9	7		26	16	5	6	17	14	9	22	16
	11%			10%	12%	13%	11%		11%		10%	11%	10%	11%		23%	9%	4%	8%	18%	11%	6%	13%	18%
						H	H				O		O	O		QR	r			S			V	V
Several times per week (10x)	97			42	55	55	41	1	97		42	40	23	18	1	27	44	27	23	26	32	30	45	23
	24%			28%	22%	31%	19%	11%	24%		20%	28%	27%	29%	11%	24%	25%	23%	31%	28%	26%	21%	26%	26%
						G																		
Several times per month (3x)	89			35	55	34	54	1	89		51	30	19	12	1	15	45	29	14	21	24	38	37	15
	22%			23%	22%	19%	25%	21%	22%		24%	21%	22%	19%	21%	14%	26%	25%	19%	22%	19%	26%	21%	17%
																	P	P						
Less often (1x)	107			30	77	40	65	2	107		65	36	21	15	2	29	42	37	19	22	33	40	50	17
	27%			20%	30%	22%	30%	34%	27%		31%	25%	24%	25%	34%	26%	24%	31%	26%	24%	26%	28%	29%	20%
					D																			
Never (0x)	64			28	36	27	34	2	64		31	23	14	9	2	14	28	21	12	8	22	28	20	16
	16%			19%	14%	15%	16%	34%	16%		15%	16%	17%	15%	34%	13%	16%	18%	16%	8%	17%	20%	11%	18%
																					T	W		
Average # times a month	6.8			6.7	6.8	7.7	6.1	2.1	6.8		6.0	6.9	6.6	7.2	2.1	10.0	6.3	4.5	6.4	9.0	6.7	4.9	7.3	8.8
						H	H				O		O	O		QR	R			Su			V	V
Textbooks																								
Every day (or almost) (30x)	78			20	58	36	41	1	78		36	32	19	13	1	30	32	17	10	18	24	14	41	24
	19%			13%	23%	20%	19%	23%	19%		17%	22%	22%	22%	23%	27%	18%	14%	14%	20%	19%	10%	23%	28%
					D											R							V	V
Several times per week (10x)	91			29	62	34	55	2	91		46	31	15	16	2	21	46	23	22	32	21	29	38	24
	22%			19%	24%	19%	25%	32%	22%		22%	21%	17%	26%	32%	19%	27%	19%	30%	35%	17%	20%	22%	28%
																			U	U				
Several times per month (3x)	63			24	39	25	38	1	63		29	27	18	9	1	15	31	18	15	16	16	27	26	10
	16%			16%	15%	14%	17%	11%	16%		14%	19%	21%	16%	11%	13%	18%	15%	20%	17%	12%	19%	15%	12%
Less often (1x)	91			37	53	41	49	1	91		52	33	19	14	1	21	37	32	16	16	33	31	44	15
	22%			25%	21%	23%	23%	11%	22%		25%	23%	23%	23%	11%	19%	21%	27%	21%	18%	26%	22%	25%	17%
Never (0x)	81			39	42	46	34	1	81		46	23	14	8	1	24	28	29	11	10	32	43	25	13
	20%			26%	16%	25%	16%	23%	20%		22%	16%	17%	13%	23%	22%	16%	25%	15%	11%	25%	30%	15%	15%
				E		G												q			sT	WX		
Average # times a month	8.8			6.7	10.0	8.5	8.9	10.5	8.8		8.1	9.4	9.2	9.8	10.5	10.5	8.9	6.8	8.0	10.1	8.1	5.6	9.9	11.7
					D											R	r						V	V
Newspaper																								
Every day (or almost) (30x)	10			3	6	7	3		10		1	3	1	2		6	3	1	2	4	3	3	3	3
	2%			2%	2%	4%	1%		2%		1%	2%	2%	3%		6%	2%	1%	3%	4%	2%	2%	2%	3%
						H	h									qR								
Several times per week (10x)	21			12	10	11	9	1	21		3	12	7	5	1	8	10	4	6	5	4	5	13	3
	5%			8%	4%	6%	4%	21%	5%		2%	9%	8%	9%	21%	7%	5%	3%	8%	5%	3%	4%	7%	3%
												K	K	k										
Several times per month (3x)	32			15	17	18	14		32		12	13	7	7		9	16	7	9	9	7	9	14	10
	8%			10%	7%	10%	7%		8%		6%	9%	8%	11%		8%	9%	6%	12%	10%	5%	6%	8%	11%
						H	H				O		O	O										
Less often (1x)	85			23	61	39	46	1	85		50	25	14	12	1	27	33	25	20	21	28	25	38	22
	21%			16%	24%	21%	21%	11%	21%		24%	17%	16%	19%	11%	24%	19%	21%	27%	22%	22%	17%	22%	26%
					D																			
Never (0x)	256			96	160	106	146	4	256		143	91	56	34	4	61	113	82	37	55	84	101	106	48
	63%			64%	63%	59%	67%	68%	63%		68%	62%	66%	57%	68%	55%	65%	70%	50%	59%	67%	70%	61%	56%
							f											P			S	wX		
Average # times a month	1.7			1.9	1.6	2.3	1.2	2.2	1.7		0.8	2.0	1.7	2.5	2.2	2.9	1.5	0.9	2.3	2.4	1.4	1.4	1.8	1.9
						g						K		K		qR								
Magazines																								
Every day (or almost) (30x)	9			4	5	7	2		9			4	1	3		7	2		3	3	3	3	3	3
	2%			3%	2%	4%	1%		2%			3%	1%	6%		6%	1%		4%	4%	2%	2%	2%	3%
						gH						K		ko		QR								
Several times per week (10x)	31			12	19	18	12		31		15	9	7	2		14	11	6	7	5	9	5	12	14
	8%			8%	8%	10%	6%		8%		7%	6%	8%	3%		12%	6%	5%	10%	5%	7%	3%	7%	16%
						H	H				O		O			qr								VW
Several times per month (3x)	76			27	48	27	46	3	76		40	23	13	10	3	22	33	21	18	22	20	27	34	16
	19%			18%	19%	15%	21%	43%	19%		19%	16%	15%	17%	43%	20%	19%	18%	24%	24%	16%	18%	19%	18%
Less often (1x)	141			45	95	57	82	1	141		86	41	23	18	1	40	64	37	26	28	49	45	61	35
	35%			30%	38%	32%	38%	23%	35%		41%	28%	27%	29%	23%	36%	37%	31%	36%	30%	39%	32%	35%	40%
											LMn													
Never (0x)	147			61	86	70	75	2	147		68	68	41	27	2	29	65	54	19	35	45	64	64	19
	36%			41%	34%	39%	35%	34%	36%		32%	47%	49%	45%	34%	26%	37%	46%	26%	38%	36%	45%	37%	22%
												K	K				P	P		s		X	X	
Average # times a month	2.3			2.4	2.3	2.9	1.9	1.5	2.3		1.7	2.2	1.8	2.8	1.5	4.1	1.9	1.4	3.2	2.6	2.2	1.8	2.2	3.5
						gH										QR								VW
Blogs																								
Every day (or almost) (30x)	14			3	12	6	7	1	14		3	4	3	1	1	6	4	4	3	6	4	4	5	5
	4%			2%	5%	3%	3%	11%	4%		2%	3%	3%	2%	11%	6%	2%	3%	4%	7%	3%	3%	3%	6%
Several times per week (10x)	26			10	16	12	14		26		11	12	5	6		10	14	3	12	5	4	4	13	9
	6%			6%	6%	6%	7%		6%		5%	8%	6%	10%		9%	8%	2%	16%	6%	3%	3%	7%	10%
						H	H				O		O	O		R	R		TU				v	V
Several times per month (3x)	35			10	25	11	23	1	35		17	14	9	5	1	6	23	6	9	13	3	11	16	8
	9%			6%	10%	6%	11%	11%	9%		8%	9%	10%	8%	11%	5%	13%	5%	13%	14%	2%	7%	9%	9%
							f										PR		U	U				
Less often (1x)	71			16	55	26	43	2	71		45	19	12	8	2	26	26	19	18	16	23	22	31	18
	18%			11%	22%	14%	20%	32%	18%		21%	13%	14%	12%	32%	24%	15%	16%	24%	18%	18%	15%	18%	21%
					D						Lmn					q								
Never (0x)	258			112	146	126	129	3	258		133	97	56	41	3	62	108	87	32	52	92	103	109	46
	64%			75%	58%	70%	59%	45%	64%		64%	67%	66%	67%	45%	56%	62%	74%	44%	56%	73%	71%	62%	54%
				E		G												PQ		s	ST	wX		
Average # times a month	2.1			1.5	2.5	2.0	2.2	4.1	2.1		1.5	2.1	2.0	2.1	4.1	3.0	2.0	1.6	3.3	3.2	1.6	1.5	2.1	3.2
					d														U	u				v

Table 33-1

C8 - Summary: Child: format per publication

Based on total parents of children who are at least basic readers who reads each type of publication several times a month or more

	Books [Fiction or non-fiction]	Comic books	Textbooks	Newspaper	Magazines	Blogs
Total Actual	375	259	272	71	131	94
Total Weighted	341	233	232	63	115	75
Paper hard-copy	308	199	204	35	93	17
	90%	86%	88%	56%	80%	22%
Electronic reader (eg. e-readers like Kindle, Kobo etc)	9	6	11	5	6	4
	3%	3%	5%	8%	5%	5%
Audio	9	4	4	2		1
	3%	2%	2%	3%		2%
Computer	8	12	6	9	6	17
	2%	5%	3%	15%	5%	23%
Tablet	5	8	4	5	9	17
	1%	3%	2%	9%	8%	22%
Smartphone	3	4	1	5	1	18
	1%	2%	1%	8%	1%	25%
Other			1	1	1	1
			1%	1%	1%	1%

Table 34-1
C8 - Summary: Child: format per publication
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
Books [Fiction or non-fiction]																								
Base: who are at least basic readers who reads each type of publication several times a month or more	341			118	223	160	176	4	341		190	110	66	44	4	101	154	85	58	88	118	109	148	83
Paper hard-copy	308			101	207	142	163	3	308		180	92	58	34	3	92	139	77	50	79	113	96	133	79
	90%			85%	93%	89%	92%	69%	90%		95%	83%	88%	77%	69%	91%	90%	91%	85%	90%	96%	87%	90%	95%
					D						LN										S			v
Electronic reader (eg. e-readers like Kindle, Kobo etc)	9			4	5	5	4		9		4	5	3	2		3	4	1	1	2	1	2	5	1
	3%			3%	2%	3%	2%		3%		2%	4%	4%	5%		3%	3%	2%	1%	2%	1%	2%	4%	2%
						H	H				O		o											
Audio	9			5	4	6	3		9		1	6	2	4		2	5	1	4	3	1	6	1	1
	3%			4%	2%	4%	2%		3%		1%	5%	3%	9%		2%	3%	2%	7%	4%	1%	5%	1%	2%
						H	h					K		kO					u			w		
Computer	8			5	3	3	3	1	8		3	4		4	1	3		5	1	1	2	3	3	1
	2%			4%	1%	2%	2%	31%	2%		1%	4%		9%	31%	3%		5%	2%	2%	2%	3%	2%	2%
														kM		q		Q						
Tablet	5			1	3	1	3		5		2	1	1			1	3	1		2	1	3	2	
	1%			1%	2%	1%	2%		1%		1%	1%	1%			1%	2%	1%		2%	1%	2%	1%	
							H																	
Smartphone	3			3		3			3			3	3				3		3				3	
	1%			2%		2%			1%			3%	4%				2%		5%				2%	
												k	kno				pr		tu				vx	
Other																								
Comic books																								
Base: who are at least basic readers who reads each type of publication several times a month or more	233			91	142	113	118	2	233		114	86	50	36	2	68	105	61	43	63	71	76	104	53
Paper hard-copy	199			72	127	92	107		199		105	68	43	25		61	91	47	34	57	63	62	86	51
	86%			79%	90%	82%	90%		86%		92%	78%	86%	68%		90%	87%	78%	79%	91%	90%	82%	83%	96%
					D	H	FH				LNO		nO	O		r		s		s				YW
Computer	12			6	6	7	5		12		3	7	3	4		4	3	4	2	2	3	4	7	1
	5%			7%	4%	6%	4%		5%		3%	8%	6%	11%		6%	3%	7%	5%	3%	5%	5%	7%	1%
						H	H				o		o	O									x	
Tablet	8			4	4	4	4		8		2	5	3	1		2	3	3	2	1	3	4	3	1
	3%			4%	3%	4%	3%		3%		2%	6%	7%	4%		3%	3%	5%	5%	1%	4%	5%	3%	1%
						h	H						o											
Electronic reader (eg. e-readers like Kindle, Kobo etc)	6			5	1	3	1	1	6		1	4	1	3	1		3	3	1	1		4	2	
	3%			6%		3%	1%	65%	3%		1%	5%	1%	9%	65%		3%	5%	3%	1%		5%	2%	
				E				fg				k		k	km			p				x		
Audio	4			2	2	4			4		1	3		3		1	2	1	1	1	1	1	3	
	2%			2%	1%	4%			2%		1%	3%		8%		1%	2%	2%	3%	2%	2%	1%	3%	
						gh								mo									x	
Smartphone	4			2	2	2	1	1	4		1				1		2	2	2	1		1	2	1
	2%			2%	1%	2%	1%	35%	2%		1%				35%		2%	3%	5%	1%		2%	2%	1%
Other																								
Textbooks																								
Base: who are at least basic readers who reads each type of publication several times a month or more	232			73	159	94	134	4	232		111	89	51	38	4	66	109	57	47	66	61	69	104	58
Paper hard-copy	204			58	146	79	122	3	204		104	73	44	28	3	59	96	50	37	61	54	58	92	55
	88%			80%	92%	84%	91%	69%	88%		93%	81%	87%	73%	69%	90%	88%	87%	80%	92%	88%	83%	88%	94%
					D						LN									s				V
Electronic reader (eg. e-readers like Kindle, Kobo etc)	11			7	3	6	3	1	11		1	8	3	6	1	1	7	3	3	2	1	4	4	2
	5%			10%	2%	6%	3%	31%	5%		1%	9%	5%	14%	31%	1%	6%	6%	7%	3%	2%	6%	4%	4%
				E								K		K			p							
Computer	6			4	2	3	3		6		2	4	3	1		3	2	1	3	1	2	1	3	1
	3%			6%	1%	4%	2%		3%		2%	5%	5%	4%		4%	2%	2%	6%	1%	3%	2%	3%	2%
						h	h						o											
Audio	4			1	3	3	1		4		1	3		3			3	1	1	1	2	1	3	
	2%			2%	2%	4%	1%		2%		1%	3%		7%			3%	2%	1%	2%	3%	2%	3%	
						h								mo			p						x	
Tablet	4			1	3	1	3		4		3	1	1	1		2	1	1	2	1	1	2	2	
	2%			1%	2%	1%	3%		2%		2%	2%	1%	2%		3%	1%	2%	4%	2%	1%	3%	2%	
							H				o													
Smartphone	1			1		1			1							1					1	1		
	1%			2%		1%			1%							2%					2%	2%		
Other	1				1		1		1		1	1	1				1		1			1		
	1%				1%		1%		1%		1%	1%	1%				1%		1%			2%		
Newspaper																								
Base: who are at least basic readers who reads each type of publication several times a month or more	63			30	33	36	26	1	63		17	29	15	14	1	23	29	11	17	18	14	18	30	15
Paper hard-copy	35			15	21	21	14		35		12	13	9	4		13	18	4	5	11	8	7	21	7
	56%			48%	63%	58%	55%		56%		72%	45%	59%	29%		58%	62%	36%	32%	61%	61%	39%	71%	46%
						H	H				INO		nO	O						s			V	
Computer	9			5	5	4	5		9		1	8	2	6		2	6	1	4	3	3	4	3	3
	15%			15%	15%	11%	21%		15%		8%	27%	13%	43%		9%	21%	12%	23%	15%	20%	22%	9%	18%
						h	H					k		KmO										
Tablet	5			2	3	2	3		5		3	3	1	1		2	1	3	1	1	1	3	1	1
	9%			7%	10%	6%	13%		9%		16%	9%	9%	9%		9%	2%	24%	8%	8%	10%	16%	4%	9%
							H				o							q						
Electronic reader (eg. e-readers like Kindle, Kobo etc)	5			4	1	3	1	1	5			2	1	1	1	2	1	2	1	2		3	1	1
	8%			13%	4%	8%	5%	100%	8%			7%	5%	9%	100%	9%	5%	17%	4%	12%		19%	4%	4%
								FG							KMN									
Smartphone	5			4	1	3	1		5			3	2	1		2	2	1	5				3	2
	8%			14%	2%	10%	5%		8%			9%	14%	5%		9%	7%	6%	29%				9%	14%
						h						k							TU				v	
Audio	2				2	2			2			1		1		1	1		1		1	1		1
	3%				6%	6%			3%			2%		5%		6%	2%		4%		10%	4%		9%
Other	1			1		1			1		1							1		1			1	
	1%			2%		2%			1%		4%							6%		4%			2%	
Magazines																								
Base: who are at least basic readers who reads each type of publication several times a month or more	115			43	72	53	60	3	115		55	36	20	16	3	42	46	27	28	30	32	34	49	32
Paper hard-copy	93			28	65	39	52	1	93		49	25	15	10	1	36	38	19	19	23	29	24	40	29
	80%			64%	90%	74%	86%	52%	80%		88%	68%	73%	61%	52%	84%	82%	70%	68%	77%	92%	71%	81%	89%
					D						LN										S			v
Tablet	9			7	2	5	4		9		1	6	3	3		2	4	3	3	2	2	5	2	1
	8%			16%	3%	9%	7%		8%		2%	17%	13%	22%		5%	9%	10%	10%	7%	6%	16%	4%	4%
				E		H	H					K	o	kO								w		
Computer	6			3	3	4	2		6		3	2	1	1		3	2	1	3	2	1	3	3	1
	5%			7%	5%	8%	3%		5%		5%	6%	7%	4%		6%	5%	5%	12%	7%	2%	8%	6%	2%
						h					o								u					
Electronic reader (eg. e-readers like Kindle, Kobo etc)	6			5	1	3	1	1	6		1	3	1	1	1	1	2	3	2	2		1	3	1
	5%			11%	2%	6%	2%	48%	5%		3%	7%	7%	9%	48%	3%	4%	10%	7%	7%		4%	7%	4%
				e															u					
Smartphone	1			1		1			1			1		1		1			1				1	
	1%			2%		1%			1%			2%		4%		2%			2%				1%	
Audio																								
Other	1			1	1	1	1		1		1							1		1		1	1	
	1%			2%	1%	1%	1%		1%		2%							5%		2%		2%	1%	
Blogs																								
Base: who are at least basic readers who reads each type of publication several times a month or more	75			22	53	29	45	1	75		31	29	17	12	1	22	41	12	24	25	11	19	34	22
Smartphone	18			4	14	2	15	1	18		10	5	2	3	1	4	13	1	9	6	1	3	7	8
	25%			19%	27%	7%	33%	100%	25%		30%	16%	12%	22%	100%	19%	32%	11%	37%	22%	12%	18%	22%	34%
							F	FG			m				KMN		r		u					
Computer	17			1	16	5	12		17		8	5	3	2		6	7	4	3	7	1	4	10	3
	23%			6%	29%	17%	27%		23%		26%	16%	16%	17%		28%	17%	33%	14%	31%	12%	22%	30%	12%
					D	H	H				O		o										x	
Tablet	17			5	11	6	11		17		7	8	7	1		4	10	3	6	7	2	4	7	6
	22%			24%	22%	21%	24%		22%		24%	28%	40%	11%		19%	25%	22%	25%	30%	18%	21%	20%	28%
						H	H				O		NO											
Paper hard-copy	17			8	8	12	5		17		4	8	3	4		6	9	1	4	1	6	7	4	6
	22%			38%	16%	41%	11%		22%		13%	26%	20%	33%		28%	22%	11%	17%	3%	57%	36%	12%	25%
				e		GH	H				O		O	O					t		ST	W		
Electronic reader (eg. e-readers like Kindle, Kobo etc)	4			2	2	3	1		4		2	2	1	1		1	1	2	1	3			4	
	5%			9%	4%	12%	2%		5%		7%	7%	4%	11%		3%	3%	17%	3%	11%			12%	
						h														u			VX	
Audio	1			1	1	1	1		1			1	1	1		1	1		1	1			1	
	2%			3%	1%	2%	2%		2%			5%	4%	6%		3%	2%		3%	3%			4%	
Other	1				1		1		1			1	1					1				1		
	1%				1%		2%		1%			2%	4%					6%				4%		

Table 35-1
C9a - Child: average reading time/week (all school+pleasure)
Based on total parents excluding those whose children have not learned to read and parent does not read to this child aloud

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	616	99	70	140	307	334	274	8	447	169	346	200	123	77	8	119	191	137	97	110	119	272	240	104
Total Weighted	613	121	88	150	254	390	217	6	404	210	345	195	119	77	6	110	175	118	73	93	126	289	231	93
None																								
Under 1 hour / week	77	36	13	13	16	60	17	1	29	49	36	39	21	18	1	5	8	15	8	8	3	77		
	13%	30%	15%	9%	6%	15%	8%	11%	7%	23%	11%	20%	18%	23%	11%	5%	5%	13%	11%	9%	3%	27%		
		CDE	e			G				I		K	k	K				PQ	U	u		WX		
1 - 3 hours / week	212	55	42	55	60	143	65	3	115	96	121	60	32	28	3	12	58	46	24	25	27	212		
	35%	45%	47%	37%	24%	37%	30%	55%	29%	46%	35%	31%	27%	36%	55%	10%	33%	39%	32%	27%	21%	73%		
		E	E	E		g				I							P	P	u			WX		
Over 3 to 5 hours / week	146	18	23	45	60	98	48	1	105	41	87	46	31	15	1	23	48	34	25	15	34		146	
	24%	15%	26%	30%	24%	25%	22%	11%	26%	20%	25%	23%	26%	19%	11%	21%	27%	28%	33%	16%	27%		63%	
				B	b				j										T		t		VX	
Over 5 to 7 hours / week	85	6	10	19	51	45	40	1	69	16	50	29	19	10	1	23	33	13	6	23	25		85	
	14%	5%	11%	12%	20%	12%	18%	11%	17%	8%	15%	15%	16%	13%	11%	21%	19%	11%	8%	25%	20%		37%	
				B	Bcd		F		J							R	r			S	S		VX	
Over 7 to 14 hours / week	67	4		15	49	31	35	1	63	4	34	18	11	6	1	29	26	8	10	16	27			67
	11%	3%		10%	19%	8%	16%	11%	16%	2%	10%	9%	10%	8%	11%	26%	15%	7%	14%	17%	22%			72%
		c		BC	BCD		F		J							QR	R							VW
More than 14 hours per week (18x)	26	2	1	3	19	13	13		23	4	16	5	4	1		18	2	3	1	6	9			26
	4%	2%	1%	2%	8%	3%	6%		6%	2%	5%	2%	3%	1%		16%	1%	2%	1%	7%	7%			28%
					BCD	H	H		J		NO		o			QR				S	S			VW
Average # hours	4.5	2.6	3.0	4.2	6.0	4.0	5.4	3.5	5.3	2.8	4.5	3.9	4.3	3.4	3.5	8.0	4.7	3.8	4.2	5.7	6.3	1.6	4.7	12.6
				BC	BCD		F		J		N					QR	R			S	S		V	VW

Table 36-1
C9b - Child: average reading time/week (pleasure)
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
None	14			6	8	3	10		14		9	5	4	1		1	3	10		2	6	12	1	
	3%			4%	3%	2%	5%		3%		4%	3%	5%	1%		1%	2%	8%		2%	4%	9%	1%	
						h	H				O		O					PQ			S	WX		
Under 1 hour / week	86			44	42	35	47	3	86		39	34	16	18	3	6	34	46	22	17	21	60	23	3
	21%			29%	17%	20%	22%	57%	21%		19%	24%	19%	30%	57%	5%	19%	39%	30%	18%	17%	42%	13%	3%
				E				Fg							KM		P	PQ	tU			WX	X	
1 - 3 hours / week	140			53	86	69	70	1	140		74	55	33	22	1	26	70	44	26	25	39	66	62	12
	35%			36%	34%	38%	32%	11%	35%		35%	38%	39%	37%	11%	24%	40%	37%	36%	27%	31%	46%	36%	14%
						H	h				O		O	o			P	P				wX	X	
Over 3 to 5 hours / week	85			34	52	42	41	2	85		50	25	16	9	2	24	50	12	16	20	31	4	60	21
	21%			22%	20%	23%	19%	32%	21%		24%	17%	18%	16%	32%	21%	29%	10%	22%	22%	24%	3%	34%	25%
																R	R						V	V
Over 5 to 7 hours / week	46			9	37	19	27		46		23	17	9	7		28	14	5	5	18	19	1	27	17
	11%			6%	15%	10%	13%		11%		11%	11%	11%	12%		25%	8%	4%	7%	20%	15%	1%	16%	20%
					D	H	H				O		O	O		QR				S	s		V	V
Over 7 to 14 hours / week	23			2	21	8	14		23		8	7	5	2		17	4	1	3	7	9		1	22
	6%			1%	8%	5%	7%		6%		4%	5%	6%	3%		16%	2%	1%	4%	8%	7%			25%
					D	H	H				O		O			QR								VW
More than 14 hours per week (18x)	10			1	9	3	7		10		8	2	1	1		9	1	1	1	3	2			10
	3%			1%	3%	2%	3%		3%		4%	1%	2%	1%		8%		1%	1%	4%	2%			12%
					d	h	H				O					QR								VW
Average # hours	3.4			2.4	3.9	3.2	3.5	1.8	3.4		3.4	3.0	3.2	2.8	1.8	5.9	2.8	1.8	2.8	4.2	3.6	1.3	3.1	7.3
					D	H	H				O		O			QR	R			S	s		V	VW
Net: Up to 3	239			104	136	108	128	4	239		121	94	54	41	4	33	106	100	48	43	65	138	86	15
	59%			69%	53%	60%	59%	68%	59%		58%	65%	63%	67%	68%	30%	61%	84%	66%	47%	52%	96%	50%	18%
				E													P	PQ	TU			WX	X	
Net: >3 to 7	131			43	89	61	69	2	131		73	42	25	17	2	51	64	17	22	39	49	6	87	39
	33%			28%	35%	34%	32%	32%	33%		35%	29%	29%	28%	32%	46%	36%	14%	30%	42%	39%	4%	50%	45%
																R	R			s			V	V
Net: Over 7	33			3	29	12	21		33		15	10	7	3		26	5	2	3	11	11		1	32
	8%			2%	12%	6%	10%		8%		7%	7%	8%	5%		24%	3%	2%	5%	12%	9%			37%
					D	H	H				O		O			QR				s				VW

Table 37-1
C10 - Child: change in amount of reading vs year ago
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
Increased	205			90	115	116	88	1	205		110	64	38	26	1	79	95	31	35	44	84	60	85	60
	51%			60%	45%	64%	40%	23%	51%		52%	44%	44%	44%	23%	71%	55%	27%	47%	47%	67%	42%	49%	70%
				E		GH					o					QR	R				ST			VW
Decreased	46			13	33	10	34	2	46		25	16	8	9	2	3	15	28	11	15	10	23	20	3
	11%			9%	13%	6%	16%	32%	11%		12%	11%	9%	14%	32%	3%	9%	23%	16%	16%	8%	16%	12%	3%
							F										P	PQ		u		X	X	
Stayed the same	152			47	106	54	96	3	152		75	65	40	25	3	29	65	59	27	34	31	61	68	23
	38%			31%	42%	30%	44%	45%	38%		36%	45%	47%	42%	45%	26%	37%	50%	37%	37%	25%	42%	39%	27%
					D		F					k	k				p	PQ	u	u		X	X	

Table 38-1
C11 - Child: reasons for reading more
Based on total parents of of children who are at least basic readers whose child increased reading outside the school in P12M

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	211			79	132	105	104	2	211		114	66	40	26	2	80	99	32	43	51	76	57	90	64
Total Weighted	205			90	115	116	88	1	205		110	64	38	26	1	79	95	31	35	44	84	60	85	60
Reading skills improved	150			73	77	94	56		150		82	46	27	19		60	72	18	20	30	70	41	59	49
	73%			81%	67%	81%	63%		73%		75%	72%	71%	74%		77%	75%	57%	57%	67%	83%	69%	69%	82%
				E		GH	H				O		O	O		r	r				St			w
Developed new interests	101			33	69	54	47	1	101		52	30	18	12	1	44	42	15	16	26	43	24	41	36
	49%			36%	60%	46%	54%	50%	49%		47%	47%	47%	47%	50%	56%	44%	48%	45%	59%	51%	40%	48%	60%
					D																			V
Has more access to books	58			22	36	28	30		58		24	23	16	7		32	20	6	7	12	27	11	28	20
	28%			24%	32%	24%	34%		28%		22%	36%	42%	26%		41%	21%	20%	22%	28%	32%	18%	32%	33%
						H	H				O	k	KO	O		QR							v	v
Told to read more by parents or teachers	57			33	24	38	19		57		21	24	15	10		18	25	14	15	12	21	23	19	15
	28%			36%	21%	32%	22%		28%		19%	38%	39%	37%		23%	26%	45%	44%	27%	25%	38%	23%	24%
				E		H	H				O	K	KO	kO				Pq	u			w		
Inspired by others to read more	52			16	36	29	22	1	52		30	13	7	6	1	29	18	5	9	10	23	13	19	20
	25%			18%	31%	25%	25%	50%	25%		27%	20%	18%	24%	50%	37%	19%	15%	26%	23%	27%	22%	22%	33%
					D											QR								
Has more free time	22			8	14	12	10		22		7	9	5	4		12	9	1	7	6	5	6	6	10
	11%			8%	12%	11%	11%		11%		6%	15%	14%	16%		15%	10%	2%	21%	14%	6%	10%	7%	16%
						H	H				O		O	O		R	r		U					
Lost interest in other pursuits	4			2	2	3	1		4		1	2	1	1		1	3		3		1	1	2	1
	2%			2%	2%	3%	1%		2%		1%	3%	2%	5%		2%	3%		10%		1%	2%	2%	1%
						h													Tu					
Other	10			2	8	5	5		10		8					6	3	1	1	3	5	1	6	3
	5%			2%	7%	4%	5%		5%		7%					7%	3%	4%	4%	6%	6%	1%	6%	6%
						H	H				LMNO												v	

Table 39-1
C12 - Child: reasons for reading less
Based on total parents of of children who are at least basic readers whose child decreased reading outside the school in P12M

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	58			14	44	9	47	2	58		31	20	9	11	2	5	20	33	17	18	10	28	26	4
Total Weighted	46			13	33	10	34	2	46		25	16	8	9	2	3	15	28	11	15	10	23	20	3
Distractions increased (e.g. electronics, friends)	32			8	25	7	24	2	32		19	10	3	7	2	1	12	19	9	11	7	18	12	3
	70%			63%	74%	67%	70%	100%	70%		78%	62%	45%	77%	100%	40%	82%	68%	76%	73%	67%	77%	60%	100%
								fG			m				KM		p							VW
Has developed other interests	18			3	16	3	15	1	18		9	7	5	2	1	1	6	12	5	5	4	7	10	2
	40%			21%	47%	26%	44%	35%	40%		38%	42%	63%	23%	35%	20%	41%	42%	41%	36%	40%	29%	47%	75%
					d								n											v
Has less free time	10			3	7	3	7	1	10		7	1		1	1	2	3	5	3	5	1	4	4	2
	22%			22%	22%	26%	20%	35%	22%		30%	4%		8%	35%	60%	18%	20%	24%	32%	13%	18%	20%	75%
											LMn					qr								VW
Doesn't think it is cool any more	4			3	1	1	3		4		2	2	1	1				4	1		2	4		
	9%			22%	4%	13%	8%		9%		8%	12%	18%	8%				15%	12%		20%	18%		
							h											PQ				WX		
Influence of others	2				2		2		2		1	1		1			1	1	1	1	1	1	1	
	4%				6%		6%		4%		5%	4%		8%			9%	2%	6%	5%	7%	6%	3%	
							fh																	
Has less access to books	1			1	1		1		1			1		1				1	1			1		
	3%			5%	2%		4%		3%			8%		16%				5%	12%			6%		
Other	5			2	3	1	3		5		3	1	1			1	1	3	1	1	1	2	3	
	10%			16%	8%	13%	10%		10%		11%	9%	19%			20%	5%	12%	6%	5%	13%	9%	14%	
							H				no												x	

Table 40-1
C13 - Child: expected change in amount of reading next 12 months
Based on total parents of of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
Increased	218			101	117	125	91	2	218		115	71	43	28	2	77	94	47	34	49	85	71	93	54
	54%			68%	46%	69%	42%	32%	54%		55%	49%	51%	47%	32%	70%	54%	40%	46%	52%	68%	50%	53%	63%
				E		GH										QR	R				ST			v
Decreased	17			7	10	3	13		17		10	7	1	5		1	10	7	6	4	3	10	5	2
	4%			4%	4%	2%	6%		4%		5%	5%	2%	9%		1%	5%	6%	8%	4%	3%	7%	3%	2%
						h	FH				O			mO			P	P	u					
Stayed the same	169			41	127	52	113	4	169		85	67	40	27	4	33	71	65	33	40	37	63	76	30
	42%			28%	50%	29%	52%	68%	42%		41%	46%	48%	44%	68%	30%	41%	55%	45%	43%	29%	44%	44%	35%
					D		F	F									p	PQ	U	U				

Table 41-1
C14 - Child typology
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
10 - Enthusiastic Reader	76			12	63	43	33		76		43	15	8	7		76			5	18	36	10	34	32
	19%			8%	25%	24%	15%		19%		21%	10%	10%	11%		68%			7%	19%	29%	7%	19%	37%
					D	GH	H				LMnO		O	O		QR				S	St		V	VW
9	35			11	24	16	18	1	35		24	6	3	3	1	35			5	8	15	7	13	15
	9%			7%	9%	9%	8%	11%	9%		11%	4%	4%	4%	11%	32%			7%	9%	12%	5%	7%	18%
											LMn					QR								VW
8	86			25	61	35	51	1	86		46	33	20	12	1		86		15	28	23	29	40	18
	21%			17%	24%	19%	23%	11%	21%		22%	23%	24%	21%	11%		49%		20%	30%	18%	20%	23%	21%
					d												PR			U				
7	89			41	47	45	42	2	89		43	36	21	15	2		89		23	16	24	37	41	10
	22%			28%	19%	25%	19%	34%	22%		20%	25%	24%	25%	34%		51%		31%	18%	19%	26%	24%	12%
				E													PR		Tu			X	X	
6	48			22	27	16	31	1	48		21	23	12	12	1			48	8	12	12	19	23	7
	12%			15%	10%	9%	14%	21%	12%		10%	16%	14%	19%	21%			41%	11%	13%	9%	13%	13%	8%
							f					k		k				PQ						
5	30			16	14	14	16		30		10	17	9	8				30	2	7	6	21	7	2
	7%			10%	6%	8%	8%		7%		5%	12%	11%	13%				25%	3%	7%	5%	15%	4%	2%
						H	H				O	K	O	kO				PQ				WX		
4	14			6	7	6	7		14		8	5	3	2				14	5	3	4	3	9	1
	3%			4%	3%	3%	3%		3%		4%	4%	4%	3%				11%	7%	3%	3%	2%	5%	2%
						H	H				O		o					PQ					vx	
3	13			5	7	3	9	1	13		7	5	4	1	1			13	5	1	2	8	4	1
	3%			4%	3%	2%	4%	11%	3%		3%	3%	5%	1%	11%			11%	6%	1%	2%	6%	2%	1%
							f											PQ	tu			X		
2	8			7	1	3	4	1	8		4	3	3		1			8	3		1	5	3	
	2%			5%	1%	2%	2%	11%	2%		2%	2%	4%		11%			7%	4%		1%	4%	2%	
				E							N		n					PQ	t			X	x	
1 - Reluctant Reader	5			3	2		5		5		4	1	1	1				5	2		1	5	1	
	1%			2%	1%		3%		1%		2%	1%	1%	1%				5%	3%		1%	3%		
							FH				O							PQ				wX		
Average	7.3			6.6	7.7	7.6	7.0	6.1	7.3		7.4	6.8	6.7	7.0	6.1	9.7	7.5	4.7	6.6	7.6	7.8	6.4	7.4	8.5
					D	GH					LM					QR	R			S	S		V	VW
Net: Top 2 Box	110			24	87	59	51	1	110		67	21	12	10	1	110			11	26	52	17	47	47
	27%			16%	34%	33%	23%	11%	27%		32%	15%	14%	16%	11%	100%			15%	28%	41%	12%	27%	55%
					D	gh					LMNo					QR				S	ST		V	VW
Net: Top 3 Box	197			49	148	94	102	1	197		113	54	32	22	1	110	86		26	54	74	46	86	65
	49%			33%	58%	52%	47%	23%	49%		54%	37%	38%	37%	23%	100%	49%		35%	58%	59%	32%	50%	75%
					D	h					LMNO					QR	R			S	S		V	VW
Net: Midddle 3 Box	167			79	88	74	90	3	167		73	76	41	35	3		89	78	33	35	42	77	71	19
	41%			53%	35%	41%	41%	55%	41%		35%	53%	49%	58%	55%		51%	66%	45%	38%	34%	54%	41%	22%
				E								K	K	K			P	PQ				WX	X	
Net: Bottom 4 Box	40			22	18	12	26	1	40		23	15	12	3	1			40	15	4	9	21	17	2
	10%			15%	7%	7%	12%	23%	10%		11%	10%	14%	5%	23%			34%	20%	4%	7%	15%	10%	2%
				E			f						n					PQ	TU			X	X	
Net: Bottom 2 Box	14			10	3	3	10	1	14		8	5	4	1	1			14	5		3	10	3	
	3%			7%	1%	2%	4%	11%	3%		4%	3%	5%	1%	11%			12%	7%		2%	7%	2%	
				E														PQ	T			WX	x	
Net: Top 5 Box	334			112	222	154	175	5	334		176	113	64	49	5	110	175	48	56	82	110	102	150	82
	83%			75%	87%	86%	80%	77%	83%		84%	78%	76%	81%	77%	100%	100%	41%	77%	88%	88%	71%	86%	95%
					D											R	R			S	S		V	VW
Net: Bottom 5 Box	70			37	33	26	43	1	70		33	32	21	11	1			70	17	11	15	42	24	4
	17%			25%	13%	14%	20%	23%	17%		16%	22%	24%	19%	23%			59%	23%	12%	12%	29%	14%	5%
				E														PQ	TU			WX	X	
Net: Top 2 Box	110			24	87	59	51	1	110		67	21	12	10	1	110			11	26	52	17	47	47
	27%			16%	34%	33%	23%	11%	27%		32%	15%	14%	16%	11%	100%			15%	28%	41%	12%	27%	55%
					D	gh					LMNo					QR				S	ST		V	VW
Net: Midddle 2 Box	175			67	108	80	92	3	175		89	69	41	28	3		175		37	45	47	66	81	28
	43%			45%	42%	44%	42%	45%	43%		42%	47%	48%	46%	45%		100%		51%	48%	37%	46%	46%	33%
																	PR		u			X	X	
Net: Bottom 6 Box	118			59	59	42	74	3	118		54	55	32	23	3			118	25	22	27	61	46	11
	29%			40%	23%	23%	34%	43%	29%		26%	38%	38%	38%	43%			100%	34%	24%	22%	42%	27%	13%
				E			F					K	K	k				PQ	U			WX	X	

Table 42-1
C15 - Child: Barriers for reading more
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
Too distracted by electronics	165			59	106	66	97	1	165		90	59	41	18	1	25	77	62	35	41	48	61	67	36
	41%			39%	42%	37%	45%	23%	41%		43%	41%	48%	30%	23%	23%	44%	52%	48%	44%	38%	42%	39%	42%
											n		N				P	P						
This child has other interests just as important as reading	94			29	65	42	52		94		50	29	16	13		24	51	19	18	22	35	26	35	32
	23%			19%	26%	23%	24%		23%		24%	20%	18%	22%		21%	29%	16%	25%	24%	28%	18%	20%	37%
						H	H				O		O	O			R							VW
Child's attention span is too short	88			44	44	43	43	1	88		44	35	21	14	1	9	36	42	17	18	31	38	32	18
	22%			29%	17%	24%	20%	23%	22%		21%	24%	25%	23%	23%	8%	20%	36%	23%	19%	25%	27%	18%	21%
				E													P	PQ				w		
This child finds reading too boring	75			30	44	25	48	1	75		39	30	19	11	1	1	16	57	20	17	17	38	31	6
	18%			20%	17%	14%	22%	23%	18%		19%	21%	23%	18%	23%	1%	9%	48%	28%	18%	13%	26%	18%	7%
							F										P	PQ	U			wX	X	
There is little time left after this child gets home from school	73			27	45	35	38		73		44	20	11	9		26	31	15	12	11	32	21	33	18
	18%			18%	18%	19%	17%		18%		21%	14%	13%	15%		24%	18%	13%	17%	12%	26%	15%	19%	21%
						H	H				lmO		O	O		R					T			
This child reads enough as it is	70			14	56	37	34		70		35	23	15	8		39	26	5	6	12	34	13	30	27
	17%			10%	22%	20%	15%		17%		17%	16%	18%	13%		35%	15%	5%	8%	13%	27%	9%	17%	32%
					D	H	H				O		O	O		QR	R				ST		V	VW
Lack of a reading routine	65			28	36	25	39	1	65		31	27	15	12	1	3	29	33	20	13	17	31	23	11
	16%			19%	14%	14%	18%	23%	16%		15%	18%	18%	19%	23%	3%	16%	28%	28%	14%	13%	22%	13%	13%
																	P	PQ	TU			Wx		
Extra-curricular activities take over this child's schedule	62			17	45	23	37	1	62		36	17	11	6	1	16	28	18	14	12	26	22	27	12
	15%			11%	18%	13%	17%	23%	15%		17%	12%	13%	10%	23%	14%	16%	15%	19%	12%	20%	15%	16%	14%
					d																			
This child needs one-on-one reading guidance	48			40	8	36	12	1	48		21	21	10	12	1	5	16	27	10	7	16	22	20	6
	12%			27%	3%	20%	5%	11%	12%		10%	15%	11%	19%	11%	4%	9%	22%	14%	7%	13%	15%	11%	7%
				E		G											p	PQ				x		
Books are expensive	40			11	29	14	25	1	40		20	12	7	5	1	18	17	5	5	8	16	8	20	12
	10%			7%	11%	8%	11%	11%	10%		10%	8%	8%	8%	11%	17%	9%	4%	7%	9%	13%	5%	11%	14%
																qR	r						V	V
There is simply no time	38			13	25	16	21	1	38		22	11	8	3	1	10	17	10	10	6	14	11	15	12
	9%			8%	10%	9%	10%	11%	9%		11%	8%	9%	6%	11%	9%	10%	9%	13%	7%	11%	8%	9%	14%
Too young to read independently	32			28	4	25	6	2	32		12	11	6	5	2	6	18	9	2	3	17	15	14	4
	8%			19%	2%	14%	3%	32%	8%		6%	8%	7%	8%	32%	5%	10%	7%	3%	4%	14%	10%	8%	5%
				E		G		g													ST			
We haven't found subjects that interest this child	29			11	17	14	14	1	29		12	14	9	5	1	3	10	16	9	3	8	13	14	2
	7%			8%	7%	8%	6%	11%	7%		6%	9%	10%	8%	11%	2%	6%	13%	12%	4%	6%	9%	8%	2%
																		PQ	T			X	X	
Lack of interesting reading material at home	26			7	19	10	16	1	26		16	10	5	5	1	5	13	7	5	10	8	11	10	5
	6%			5%	8%	5%	7%	11%	6%		8%	7%	6%	8%	11%	5%	7%	6%	7%	11%	7%	8%	6%	5%
Limited resources at school	22			8	14	8	14	1	22		8	11	6	6	1	6	8	9	6	6	3	10	10	2
	5%			6%	5%	4%	6%	11%	5%		4%	8%	6%	9%	11%	5%	4%	8%	8%	6%	3%	7%	6%	2%
																			u					
Difficulty accessing reading materials	12			7	5	6	6		12		3	8	4	4		1	8	3	7	1	2	4	6	2
	3%			4%	2%	3%	3%		3%		2%	6%	5%	7%		1%	5%	2%	9%	1%	2%	3%	4%	2%
						H	H				o	k	O	O			p		TU					
Lack of a place to read	6			3	3	3	2		6		2	2		2			2	3	1	3		1	3	1
	1%			2%	1%	2%	1%		1%		1%	1%		3%			1%	3%	1%	4%		1%	2%	2%
						h												p		u				
Other reason	32			14	19	17	16		32		20	9	7	3		14	8	10	2	7	7	8	19	6
	8%			9%	7%	9%	7%		8%		10%	7%	8%	4%		13%	5%	8%	3%	8%	5%	5%	11%	6%
						H	H				O		O			Q							v	
Net: Child lacks interest/distracted/has other interests (5 items)	266			98	168	110	154	2	266		139	97	61	36	2	45	121	100	56	63	80	108	105	53
	66%			66%	66%	61%	71%	34%	66%		67%	67%	72%	60%	34%	40%	69%	85%	76%	67%	64%	75%	60%	62%
							fH				o		O				P	PQ	u			WX		
Net: No time (2 items)	92			33	59	41	50	1	92		55	25	14	12	1	29	43	20	18	16	35	28	42	22
	23%			22%	23%	23%	23%	11%	23%		26%	18%	16%	19%	11%	26%	24%	17%	25%	17%	28%	20%	24%	25%
											LM					r					t			
Net: Lack of material/resources/ Expensive (4 items)	87			29	58	34	51	2	87		41	35	18	17	2	26	42	19	21	22	27	28	40	20
	22%			20%	23%	19%	24%	34%	22%		20%	24%	21%	28%	34%	23%	24%	16%	29%	24%	21%	19%	23%	23%
																	r							

Table 43-1
C16 - Child: Motivations for reading more
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
Receiving a series of books, that draws them in to read the next one	144			36	108	63	79	1	144		94	34	23	12	1	46	62	36	16	34	62	35	63	45
	36%			24%	42%	35%	36%	23%	36%		45%	23%	27%	19%	23%	42%	35%	30%	22%	37%	49%	25%	36%	53%
					D						LMN					r				S	St		V	VW
Having a set reading routine	134			62	72	71	62	2	134		64	52	32	20	2	29	54	52	21	34	42	56	53	26
	33%			41%	28%	39%	28%	34%	33%		31%	36%	38%	33%	34%	26%	31%	44%	29%	37%	33%	39%	30%	30%
				E		G												PQ						
Visiting the library	133			49	84	68	65		133		73	42	21	21		46	56	31	21	32	43	43	58	32
	33%			33%	33%	38%	30%		33%		35%	29%	25%	34%		42%	32%	26%	29%	34%	34%	30%	33%	37%
						H	H				mO		O	O		R								
Books centered around my child's interests (TV characters, computer games, movies, hobbies, sports etc)	133			49	85	56	75	3	133		80	43	30	13	3	31	63	39	27	29	44	44	57	32
	33%			33%	33%	31%	34%	43%	33%		38%	29%	35%	22%	43%	28%	36%	33%	36%	31%	35%	31%	33%	37%
											lN		n											
Receiving books as a gift	133			46	87	66	66	1	133		66	51	31	20	1	48	51	34	18	38	45	37	57	39
	33%			31%	34%	36%	30%	23%	33%		31%	35%	36%	33%	23%	44%	29%	29%	25%	41%	36%	26%	33%	45%
																QR				S	s			Vw
Picking out titles on their own	131			46	85	66	63	2	131		68	44	31	13	2	41	61	30	27	22	46	33	55	44
	33%			31%	33%	37%	29%	34%	33%		33%	30%	36%	22%	34%	37%	35%	25%	37%	23%	37%	23%	32%	51%
											n		n			r	r		T		T		v	VW
Visiting a bookstore	101			34	66	50	51		101		54	32	18	14		39	43	19	20	28	34	20	43	37
	25%			23%	26%	28%	23%		25%		26%	22%	22%	23%		35%	25%	16%	28%	30%	27%	14%	25%	44%
						H	H				O		O	O		qR	r						V	VW
Age appropriate book clubs (outside the school)	91			33	58	44	46		91		49	27	15	12		35	34	22	14	24	32	25	34	31
	22%			22%	23%	25%	21%		22%		24%	19%	18%	20%		31%	20%	18%	19%	26%	26%	17%	20%	37%
						H	H				O		O	O		QR								VW
Modeled behaviour from other siblings, friends, family members	79			29	51	38	42		79		43	29	16	14		21	33	25	18	18	26	25	34	21
	20%			19%	20%	21%	19%		20%		21%	20%	18%	23%		19%	19%	21%	25%	19%	20%	17%	20%	24%
						H	H				O		O	O										
Gamification / Unweighted Reading Challenges	59			21	38	25	33	1	59		30	20	14	5	1	16	25	18	11	13	20	19	27	14
	15%			14%	15%	14%	15%	23%	15%		14%	14%	17%	9%	23%	14%	15%	15%	15%	14%	16%	13%	15%	16%
Having a special reading location	58			24	34	36	22		58		26	21	10	12		21	23	15	12	14	17	16	25	17
	14%			16%	13%	20%	10%		14%		13%	15%	11%	19%		19%	13%	13%	16%	15%	13%	11%	14%	20%
						GH	H				O		O	O										v
Participating in book ambassador programs by kids for kids	50			13	36	29	21		50		28	12	9	3		17	21	11	4	13	22	12	19	19
	12%			9%	14%	16%	9%		12%		13%	8%	11%	5%		15%	12%	10%	6%	14%	17%	8%	11%	22%
						gH	H				NO		O	o						s	S			VW
Other	28			10	18	15	13		28		16	6	5	1		14	6	9	3	3	12	5	15	8
	7%			6%	7%	8%	6%		7%		8%	4%	6%	2%		13%	3%	7%	5%	3%	10%	4%	9%	9%
						H	H				NO		O			Q					T		v	

Table 44-1
C17 - Child: Influence on reading experience
Based on total parents of children who are at least basic readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447			140	307	165	274	8	447		237	159	96	63	8	119	191	137	97	110	119	155	194	98
Total Weighted	404			150	254	180	217	6	404		209	145	85	60	6	110	175	118	73	93	126	144	174	86
owns books	271			90	182	125	144	3	271		162	77	53	23	3	86	124	62	45	59	102	77	125	69
	67%			60%	72%	69%	66%	45%	67%		77%	53%	63%	39%	45%	78%	71%	52%	62%	63%	81%	54%	72%	80%
					D						LMNo		N			R	R				ST		V	V
is happy to get books as gifts	211			67	144	103	106	1	211		129	54	34	20	1	83	93	34	29	52	84	53	99	59
	52%			45%	57%	57%	49%	23%	52%		62%	37%	40%	33%	23%	75%	53%	29%	40%	56%	67%	37%	57%	69%
					D	H	h				LMNO					QR	R			S	S		V	VW
is developing the skills to read	154			90	64	90	62	2	154		84	52	33	19	2	41	75	38	22	34	58	43	73	37
	38%			60%	25%	50%	29%	34%	38%		40%	36%	39%	31%	34%	37%	43%	32%	30%	37%	46%	30%	42%	44%
				E		G											r				S		V	V
asks to visit library	152			52	99	84	68		152		88	41	30	11		65	64	23	19	32	68	37	71	43
	38%			35%	39%	47%	31%		38%		42%	28%	35%	18%		59%	36%	19%	26%	35%	54%	26%	41%	50%
						GH	H				LNO		NO	O		QR	R				ST		V	V
lives in a household where everyone reads on a regular basis	140			46	94	71	69	1	140		87	31	24	8	1	61	57	23	18	29	64	33	69	39
	35%			31%	37%	39%	32%	21%	35%		42%	22%	28%	12%	21%	55%	32%	19%	25%	32%	51%	23%	39%	46%
											LMN		N			QR	R				ST		V	V
needs constant encouragement to read	101			41	60	35	65	1	101		47	47	24	23	1	4	38	58	28	23	24	52	40	9
	25%			27%	23%	19%	30%	11%	25%		22%	32%	28%	38%	11%	4%	22%	49%	39%	24%	19%	36%	23%	10%
							F					K		Ko			P	PQ	TU			WX	X	
participates in book challenges	54			14	40	29	25		54		34	14	10	3		21	26	7	7	10	29	10	24	20
	13%			10%	16%	16%	12%		13%		16%	9%	12%	6%		19%	15%	6%	9%	11%	23%	7%	14%	23%
					d	H	H				lNO		O	o		R	R				ST		V	Vw
is part of a "by kids for kids" book ambassador program	13			7	6	5	8		13		2	10	2	8		3	9	1	4	2	1	4	4	5
	3%			5%	2%	3%	4%		3%		1%	7%	2%	14%		2%	5%	1%	6%	2%	1%	3%	2%	6%
						H	H					K		KMO			R		u					
None of the above	19			5	14	8	10	1	19		6	9	5	5	1	3	7	9	2	3	1	16	2	1
	5%			3%	5%	4%	5%	11%	5%		3%	6%	6%	8%	11%	3%	4%	8%	3%	3%	1%	11%	1%	2%
																		p				WX		

Table 45-1
J1 - Child: expected reading behaviour over summer
Based on total parents of independent readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	4	10	140	307	165	287	9	461		242	167	100	67	9	119	191	137	102	113	119	155	194	98
Total Weighted	420	5	12	150	254	180	233	7	420		215	154	90	65	7	110	175	118	80	97	126	144	174	86
Read more than during the school year	129	1	5	41	82	56	72	1	129		59	53	28	25	1	49	50	23	28	37	37	36	50	37
	31%	24%	46%	27%	32%	31%	31%	17%	31%		27%	34%	31%	38%	17%	45%	29%	19%	35%	38%	29%	25%	29%	43%
																QR	r							VW
Read less than during the school year	145	3	4	60	78	54	88	3	145		72	57	35	22	3	14	59	65	32	28	40	57	55	26
	35%	52%	38%	40%	31%	30%	38%	45%	35%		33%	37%	39%	34%	45%	13%	34%	55%	41%	29%	32%	39%	32%	30%
				e			f										P	PQ	t					
Read the same as during the school year	146	1	2	48	95	71	73	3	146		85	45	27	18	3	47	65	31	20	32	49	51	69	23
	35%	24%	17%	32%	37%	39%	31%	38%	35%		39%	29%	30%	27%	38%	43%	37%	26%	25%	33%	39%	36%	39%	27%
					c						Ln					R	R				S		X	

Table 46-1
J2 - Child: concerns with loosing reading skills over summer
Based on total parents of independent readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	4	10	140	307	165	287	9	461		242	167	100	67	9	119	191	137	102	113	119	155	194	98
Total Weighted	420	5	12	150	254	180	233	7	420		215	154	90	65	7	110	175	118	80	97	126	144	174	86
Net: Concerned	155	3	9	78	66	73	80	3	155		63	76	38	38	3	18	58	67	39	34	43	66	56	22
	37%	52%	77%	52%	26%	40%	34%	36%	37%		29%	49%	43%	59%	36%	17%	33%	57%	48%	35%	34%	46%	32%	26%
			dE	E								K	K	Km			P	PQ	tU			WX		
Very concerned 4x	47		1	27	18	19	26	1	47		15	27	12	14	1	8	14	22	10	14	14	21	18	7
	11%		12%	18%	7%	11%	11%	17%	11%		7%	17%	14%	22%	17%	7%	8%	19%	12%	14%	11%	14%	10%	8%
				BE	B							K	k	K				PQ						
Somewhat concerned 3x	109	3	8	51	47	54	54	1	109		48	50	26	24	1	10	44	45	29	20	29	45	38	15
	26%	52%	65%	34%	19%	30%	23%	19%	26%		22%	32%	29%	37%	19%	9%	25%	38%	36%	21%	23%	31%	22%	18%
			dE	E								K		K			P	PQ	TU			wX		
Not very concerned 2x	137	2	3	47	84	46	88	3	137		77	49	33	16	3	22	74	35	30	31	32	48	60	23
	33%	48%	23%	32%	33%	25%	38%	45%	33%		36%	31%	37%	24%	45%	20%	42%	30%	37%	32%	25%	34%	35%	27%
							F				n						PR	p	u					
Not at all concerned 1x	128			24	104	62	65	1	128		75	29	19	11	1	70	42	16	11	32	51	30	58	41
	31%			16%	41%	34%	28%	19%	31%		35%	19%	21%	17%	19%	63%	24%	14%	14%	33%	40%	21%	33%	48%
				BC	BCD						LMN					QR	R			S	S		V	VW
Net: Not concerned	265	2	3	72	188	107	153	5	265		153	78	51	27	5	92	116	52	41	63	83	78	118	64
	63%	48%	23%	48%	74%	60%	66%	64%	63%		71%	51%	57%	41%	64%	83%	67%	43%	52%	65%	66%	54%	68%	74%
				c	CD						LMN		n			QR	R			s	S		V	V
Average	2.2	2.5	2.9	2.5	1.9	2.2	2.2	2.3	2.2		2.0	2.5	2.4	2.6	2.3	1.6	2.2	2.6	2.5	2.2	2.0	2.4	2.1	1.9
			dE	E								K	K	Km			P	PQ	TU			WX	x	

Table 47-1
J3 - Reasons for being concerned
Based on total parents of independent readers concerned with reading skills over summer

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	163	2	8	77	76	69	91	3	163		66	82	41	41	3	19	62	72	46	35	39	66	64	23
Total Weighted	155	3	9	78	66	73	80	3	155		63	76	38	38	3	18	58	67	39	34	43	66	56	22
Child will be frustrated when school starts	57		3	28	25	31	25	1	57		28	21	15	6	1	8	17	29	10	12	23	23	19	11
	36%		37%	36%	38%	42%	31%	52%	36%		45%	27%	39%	16%	52%	41%	29%	43%	26%	34%	55%	35%	34%	50%
			b	B	B						LN		N								St			
Child will lose opportunities	44	3	1	23	17	21	22	1	44		14	23	12	11	1	5	21	15	9	11	8	23	12	6
	29%	100%	14%	30%	26%	28%	28%	48%	29%		22%	31%	32%	29%	48%	26%	36%	22%	25%	32%	19%	34%	21%	28%
		CDE																						
School environment is very competitive	44		3	25	16	22	22		44		11	31	14	17		8	21	12	16	7	12	14	23	4
	28%		35%	32%	25%	30%	28%		28%		18%	41%	37%	45%		41%	36%	18%	42%	22%	29%	22%	40%	19%
			b	B	B	H	H				O	K	KO	KO		r	R		t				VX	
My child already is having a tough time at school	37		2	25	10	18	18	1	37		18	16	6	10	1	3	9	23	10	5	9	16	14	4
	24%		28%	32%	15%	25%	23%	26%	24%		28%	22%	16%	27%	26%	18%	15%	34%	26%	14%	22%	25%	26%	19%
				BE	B													Q						
Other	12			6	5	5	7		12		8	4	1	3		1	6	5	2	2	6	9	2	1
	7%			8%	8%	7%	8%		7%		12%	5%	4%	7%		4%	11%	7%	5%	6%	15%	14%	3%	3%
				BC	BC	H	H				O											Wx		

Table 48-1
J4 - Reasons for not being concerned
Based on total parents of independent readers NOT concerned with reading skills over summer

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	298	2	2	63	231	96	196	6	298		176	85	59	26	6	100	129	65	56	78	80	89	130	75
Total Weighted	265	2	3	72	188	107	153	5	265		153	78	51	27	5	92	116	52	41	63	83	78	118	64
My child will continue to read throughout the summer	176	1		48	126	76	97	3	176		110	43	32	10	3	74	80	20	21	46	63	38	82	54
	66%	50%		67%	67%	71%	63%	59%	66%		72%	55%	63%	39%	59%	81%	69%	39%	51%	73%	77%	49%	70%	84%
				C	C						LN		n			qR	R			S	S		V	VW
I will keep working with child through the summer	69	1		30	38	42	27		69		40	20	12	8		24	31	12	7	17	27	20	31	17
	26%	50%		42%	20%	39%	17%		26%		26%	26%	24%	28%		27%	27%	24%	16%	27%	33%	25%	26%	26%
				CE	C	GH	H				O		O	O							S			
Don't really think there is a serious loss	64			15	49	21	42	1	64		44	14	10	4	1	19	29	16	11	19	15	21	29	14
	24%			21%	26%	19%	28%	29%	24%		29%	17%	19%	15%	29%	21%	25%	31%	26%	31%	18%	27%	24%	22%
				BC	BC						l									u				
Summer break is too short to cause any impact on academic skills	51		1	15	35	18	33	1	51		33	16	11	5	1	13	25	11	7	13	12	18	20	11
	19%		47%	21%	18%	17%	21%	15%	19%		21%	21%	21%	20%	15%	15%	22%	21%	16%	20%	14%	23%	17%	18%
				B	B																			
There are other relevant skills to be learned over the summer break	46			12	34	12	34		46		27	14	8	6		8	22	16	7	9	14	12	25	10
	17%			17%	18%	11%	22%		17%		18%	18%	16%	23%		9%	19%	32%	18%	14%	17%	15%	21%	15%
				BC	BC	H	FH				O		O	O			P	Pq						
Some loss is normal and expected	35		1	13	20	11	23	1	35		17	13	8	5	1	3	17	13	8	5	10	10	16	7
	13%		53%	18%	11%	10%	15%	15%	13%		11%	17%	16%	18%	15%	4%	15%	25%	20%	9%	12%	13%	14%	11%
				B	B												P	P	t					
Child will be enrolled in summer activities to keep up reading	26			6	21	17	10		26		11	9	4	5		11	12	3	1	3	15	6	10	10
	10%			8%	11%	16%	6%		10%		8%	11%	8%	18%		12%	11%	5%	3%	4%	18%	8%	9%	16%
				BC	BC	GH	H				O		O	O							ST			
Summer is a time for children to take a break from reading	25			6	19	6	19		25		13	11	5	6		4	15	6	5	5	8	10	9	6
	10%			9%	10%	6%	13%		10%		9%	14%	9%	23%		4%	13%	12%	13%	8%	9%	12%	8%	10%
				BC	BC	H	fH				O		O	O			P							
Child can catch up in the first weeks of school	19	2		6	11	5	13	1	19		11	5	3	1	1	2	10	5	5	3	5	3	10	3
	7%	100%		8%	6%	5%	8%	27%	7%		7%	6%	7%	5%	27%	2%	8%	11%	13%	4%	6%	4%	9%	5%
		CDE		C	C												P	P						
Other children will experience the same loss in skills	12			5	8	4	8		12		7	4	2	2			8	4	2	3	3	6	4	2
	5%			7%	4%	4%	5%		5%		4%	5%	4%	8%			7%	8%	5%	4%	3%	8%	3%	3%
				BC	BC	h	H				O						P	P						

Table 49-1
J5 - Awareness of summer slide
Based on total parents of independent readers

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	4	10	140	307	165	287	9	461		242	167	100	67	9	119	191	137	102	113	119	155	194	98
Total Weighted	420	5	12	150	254	180	233	7	420		215	154	90	65	7	110	175	118	80	97	126	144	174	86
Yes, I've heard this term	102	1	5	36	59	52	48	2	102		51	31	19	12	2	31	42	22	24	28	33	37	36	23
	24%	24%	46%	24%	23%	29%	21%	27%	24%		24%	20%	21%	19%	27%	28%	24%	19%	30%	29%	27%	25%	21%	26%
						g																		
I might have heard it, not sure	76	1	5	37	32	38	38		76		31	41	24	17		14	33	22	18	13	26	21	34	15
	18%	28%	44%	25%	13%	21%	16%		18%		14%	26%	26%	26%		13%	19%	19%	22%	13%	21%	14%	19%	17%
			e	E		H	H				O	K	KO	kO										
No, I haven't heard this term	243	2	1	76	163	91	147	5	243		133	83	47	36	5	66	99	74	38	56	66	87	104	48
	58%	48%	11%	51%	64%	50%	63%	73%	58%		62%	54%	53%	55%	73%	59%	57%	62%	47%	58%	53%	60%	60%	56%
				C	CD		F																	

Table 1
Page 3-4

Table 1
B1. Child 8 books P13A read independently
Based on total patterns in independent reader, who also read books

	Total	Kid's age: Age they learned (#)	Child reading ability: Recognize	Basic text	Proficient reader	Adult Reading aloud: Yes, currently not any more	Adult read aloud (%)	Child reading: Independent reader	Child reading: Is Read aloud (#)	Child age started reading aloud: 0- 12 months	13 mo - 1 yr	1 yr - 2 yrs	Over 2 yrs	Never read aloud (%)	Child type of reader: Enthusiastic	Moderate	Reluctant	Child Ebooks P13A: Under 10	10 to 29	30+	Child hr gender reading: Up to 3	>3 to 7	Over 7
Total	483	8	13	133	281	153	257	188	418	232	137	95	58	5	102	152	183	37	100	101	124	124	235
Total Actual	383	5	12	169	234	200	200	188	383	200	145	79	58	5	102	152	103	76	95	121	124	124	235
Total Weighted	5	5	4	33	58	39	61	49	96	46	33	19	14	3	25	38	31	7	23	37	29	29	57
Net: Under 10	20%	12%	33%	20%	15%	16%	37%	26%	25%	20%	23%	24%	24%	37%	25%	25%	27%	10%	24%	31%	24%	24%	24%
Net: 10 to 29	93		4	17%	66	65	61	67	126	72	49	26	14	1	44	64	21			37	32	37	57
	24%		8	8	28%	31%	30%	36%	32%	36%	32%	32%	24%	13%	27%	42%	20%			30%	25%	30%	24%
Net: 30+	123			50	78	71	61	61	123	72	45	26	14		33	45	26			101	29	36	36
	32%			30%	33%	36%	30%	32%	32%	36%	31%	32%	24%		32%	30%	25%			83%	23%	29%	15%
Net: 10 to 99	216			67	144	136	122	128	216	144	94	52	28		77	106	47			138	61	66	93
	56%			40%	61%	68%	61%	68%	56%	72%	65%	66%	48%		75%	70%	46%			114%	49%	53%	39%
Net: 100+	51			16	34	29	22	23	51	28	17	11	6		17	15	19			17	11	11	20
	13%			10%	14%	15%	11%	12%	13%	14%	12%	14%	10%		17%	10%	18%			14%	9%	9%	8%
Don't Know	17			4	13	6	11	10	17	6	3	1	1		1	1	1			17	1	1	3
	4%			2%	5%	3%	5%	5%	4%	3%	2%	1%	2%		1%	1%	1%			14%	1%	1%	1%
Average #	90	2	4	26	56	34	56	52	90	54	36	24	12		24	37	29			35	26	36	50
	24.2	4.3	10.7	19.6	24.1	17.0	28.0	27.6	27.3	27.0	24.9	24.9	20.7		23.5	24.3	28.3			29.1	21.0	29.0	21.3
Median #	57.5	3.0	8.5	24.0	48.5	40.0	50.0	48.0	48.0	50.0	40.0	20.0	14.0		20.0	40.0	20.0			60.0	32.3	24.0	40.0
Average # excluding outliers Over 100	20.0	4.3	10.7	63.3	48.1	79.5	29.9	34.0	51.5	25.6	61.2	100	27.2	34.0	40.0	83.7	46.0	15.0	28.3	100.0	32.3	51.5	84.9
Full distribution...	51.5				48.1	79.5	29.9	34.0	51.5	25.6	61.2	100	27.2	34.0	40.0	83.7	46.0	15.0	28.3	100.0	32.3	51.5	84.9
0		24%									MIN					QR	M					V	MM
1	1		1		1			24%	1	1		1		24%	1			1	1	1	1		
																		1%	1%				
2	1					1			1	2					1	1		2%	1%				
					1					1%					1%	1%							
3	7		12	5	7	6	7		12	10	7	5	5		6	6	5	12	12		6	6	6
	2%		3%	3%	3%	3%	3%		3%	7%	5%	6%	9%		5%	4%	5%	15%	15%		4%	4%	3%
4	19		8	8	11	8	11		19	13	6	3	3		3	3	4	8	8		3	3	8
	5%		2%	5%	4%	4%	4%		5%	9%	4%	2%	3%		3%	2%	4%	10%	8%		2%	2%	8%
5	12		13%	3	9	3	9		12	8	4	3			3	2	4	13	12		1	1	8
	3%			2%	3%	2%	3%		3%	6%	3%	2%			2%	1%	2%	13%	12%		1%	1%	3%
6	18		1	9	9	9	9	13%	18	9	9	5	4		5	4	5	7	15		5	5	13
	5%		12%	3%	3%	4%	4%		5%	6%	6%	5%	4%		5%	3%	5%	9%	15%		3%	3%	13%
7	8			8	8	8	8		8	5	3	2	2		2	2	2	8	8		2	2	5
	2%			2%	3%	3%	3%		2%	3%	2%	2%	3%		2%	2%	3%	10%	8%		2%	2%	3%
8	1		1	1	1	1	1	1	1	1	1	1			1	1	1	1	1		1	1	1
		28%		1%	1%	1%	1%	1%	1%	1%	1%	1%			1%	1%	1%	1%	1%		1%	1%	1%
9	2				2	2	2		2	2	1	1			1		1		2				2
	1%				1%	1%	1%		1%	1%	1%	1%			1%		1%		2%				2%
10	23		1	8	14	17	17	1	23	23	10	5	5	3	10	10	9	23	23		8	8	15
	6%		12%	6%	4%	8%	8%	1%	6%	8%	5%	6%	9%	13%	9%	7%	9%	23%	23%		7%	7%	6%
11	1			1	1	1	1		1	1	1	1			1	1	1	1	1		1	1	1
						1%	1%			1%	1%	1%			1%	1%	1%	1%	1%		1%	1%	1%
12	13		1	6	7	6	7		13	12	6	2	2		2	2	2	2	10		2	2	9
	3%		12%	3%	2%	3%	2%		3%	3%	2%	2%	3%		2%	1%	1%	5%	10%		1%	1%	2%
13	1			1	1	1	1		1	1	1				1	1			1				1
				1%	1%	1%	1%		1%	1%	1%				1%	1%			1%				1%
14	1				1	1	1		1	1	1				1	1			1		1	1	
					1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	
15	11		1	9	10	9	10		11	8	3	1			2	3	3		11		3	3	8
	3%		12%	4%	4%	4%	4%		3%	4%	2%	1%			2%	3%	3%		12%		3%	3%	8%
16	1			1	1	1	1		1	1	1				1	1			1		1	1	1
				1%	1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	1%
17	2			2	2	2	2		2	2	1	1			1	1	1		2		1	1	2
	1%			1%	1%	1%	1%		1%	1%	1%	1%			1%	1%	1%		2%		1%	1%	2%
18	1				1	1	1		1	1	1				1	1			1		1	1	1
					1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	1%
19	1			1	1	1	1		1	1	1				1	1			1		1	1	1
				1%	1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	1%
20	22			9	13	9	13		22	10	9	3			3	6	6		22		6	6	16
	5%			3%	5%	3%	5%		5%	5%	6%	3%			3%	4%	6%		22%		5%	5%	16%
21	10			5	5	5	5		10	5	5	1			1	2	2		10		2	2	8
	2%			2%	2%	2%	2%		2%	2%	3%	1%			1%	2%	2%		10%		2%	2%	8%
22	1				1	1	1		1	1	1				1	1			1		1	1	1
					1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	1%
23	1			1	1	1	1		1	1	1				1	1			1		1	1	1
				1%	1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	1%
24	3			3	3	3	3		3	3	1				1	2	1		3		1	1	2
	1%			1%	1%	1%	1%		1%	1%	1%				1%	2%	1%		3%		1%	1%	2%
25	8			5	8	5	8		8	4	3	1			2	3	2		8		2	2	6
	2%			2%	3%	2%	3%		2%	2%	2%	1%			1%	2%	1%		8%		1%	1%	4%
26	1			1	1	1	1		1	1									1				
				1%	1%	1%	1%		1%	1%									1%				
27	1				1	1	1		1	1	1				1	1			1		1	1	1
					1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	1%
28	1				1	1	1		1	1	1				1	1			1		1	1	1
					1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	1%
29	1				1	1	1		1	1							1		1				1
					1%	1%	1%		1%	1%							1%		1%				1%
30	3			3	3	3	3		3	3	1				1	1	1		3		1	1	2
	1%			1%	1%	1%	1%		1%	1%	1%				1%	1%	1%		3%		1%	1%	2%
31	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
32	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
33	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
34	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
35	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
36	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
37	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
38	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
39	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
40	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
41	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
42	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
43	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
44	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
45	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
46	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
47	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
48	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
49	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
50	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
52	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
55	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
60	2				2	2	2		2	2									2				2
	1%				1%	1%	1%		1%	1%									2%				2%
65	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
70	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
80	2				2	2	2		2	2									2				2
	1%				1%	1%	1%		1%	1%									2%				2%
100	21				9	12	9		21	10	9	2			2	6	3		10		7	6	15
	5%				3%	6%	5%		5%	5%	6%	2%			2%	4%	3%		10%		6%	5%	15%
105	1				1	1	1		1	1	1					1			1		1	1	1
					1%	1%	1%		1%	1%	1%					1%			1%		1%	1%	1%
120	5				5	5	5		5	3	2				1	2	2		5		2	2	3
	1%				2%	2%	2%		1%	1%	2%				1%	2%	2%		5%		2%	2%	3%
122	1				1	1	1		1	1	1				1	1			1		1	1	1
					1%	1%	1%		1%	1%	1%				1%	1%			1%		1%	1%	1%
150	3				2	3	2		3	2	1				1	1	1		3		1	1	2
	1%				1%	2%	1%		1%	1%	1%				1%	1%	1%		3%		1%	1%	2%
200	3				3	3	3		3	3	1				1	1	1		2		1	1	2
	1%				1%	1%	1%		1%	1%	1%				1%	1%	1%		2%		1%	1%	2%
250	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
260	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
300	7				6	7	6		7	5	1				1	1			5		1	1	5
	2%				2%	2%	2%		1%	1%	1%				1%	1%			5%		1%	1%	2%
350	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
400	3				3	3	3		3	3									3				3
	1%				1%	1%	1%		1%	1%									2%				2%
500	2				2	2	2		2	2									2				2
	1%				1%	1%	1%		1%	1%									2%				2%
600	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
800	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%
999	1				1	1	1		1	1									1				1
					1%	1%	1%		1%	1%									1%				1%

Significance Tests at 95% (Capitals) and 90% (Lower case): B(C)(D)E, F(G)H, I(J), K(M)N(O), P(Q)R, S(T)U, V(W)X

Table 51-1
B3 - Child: Summary: # books expected for summer - (among all)
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Don't Know # of books	108	11	8	25	63	48	57	2	92	15	49	46	26	20	2	17	35	36	10	9	8	48	41	14
	17%	9%	8%	17%	25%	12%	25%	28%	22%	7%	14%	23%	21%	24%	28%	15%	20%	30%	13%	9%	7%	16%	18%	15%
Average #, for those who gave # of books																								
Average Token: Total average	45.0	39.1	33.8	63.1	42.2	51.2	33.8	14.2	48.9	38.4	45.6	30.7	38.0	19.2	14.2	68.6	43.6	41.5	6.1	17.7	108.0	37.2	44.8	74.7
				bC		G			j		lN					Qr				S	ST			VW
Average Token: Were already in your home	20.9	24.7	21.9	26.2	14.8	27.0	9.6	0.4	18.7	24.7	21.9	12.7	14.5	9.9	0.4	26.4	18.3	12.8	2.7	6.0	40.0	18.3	20.8	31.9
		E	E	e		GH	H			i	LMNO		O	O		R				S	ST			Vw
Average Token: Were borrowed from the library	14.7	8.3	6.6	23.3	16.8	13.3	17.5	13.2	18.8	7.8	14.2	13.2	17.8	5.9	13.2	23.5	14.2	23.5	1.8	6.5	42.6	13.2	14.2	22.0
				bC	BC				J		N					q				S	ST			w
Average Token: Were borrowed from others	3.1	1.2	0.8	8.1	2.1	4.1	1.3		4.3	1.0	4.0	1.6	1.9	1.2		4.7	5.7	2.0	0.5	1.4	10.3	1.6	3.4	7.3
				BCE	C	G			J		lN									S	ST			V
Average Token: Were gifts or bought from a store	6.3	5.0	4.5	5.5	8.5	6.8	5.4	0.7	7.1	4.9	5.4	3.2	3.8	2.3	0.7	13.9	5.4	3.1	1.1	3.8	15.0	4.1	6.3	13.6
					BC	H	H		j		LMNO		nO			QR				S	ST			VW
Volumetric Percentage, for those who gave # of books																								
Base: Total Volumns number of books across all parents	23521	4506	3100	7843	8072	17519	5928	73	16049	7472	13758	4871	3684	1187	73	6405	6089	3421	422	1562	12651	8995	8492	5899
Were already in your home	10936	2844	2008	3257	2826	9248	1685	2	6136	4800	6611	2011	1403	608	2	2469	2557	1057	186	532	4688	4423	3944	2516
	46%	63%	65%	42%	35%	53%	28%	3%	38%	64%	48%	41%	38%	51%	3%	39%	42%	31%	44%	34%	37%	49%	46%	43%
Were borrowed from the library	7672	955	602	2895	3221	4535	3068	68	6159	1513	4291	2096	1729	366	68	2192	1982	1941	125	568	4996	3190	2703	1735
	33%	21%	19%	37%	40%	26%	52%	93%	38%	20%	31%	43%	47%	31%	93%	34%	33%	57%	30%	36%	39%	35%	32%	29%
Were borrowed from others	1619	134	76	1008	401	1396	223		1420	199	1217	262	188	74		443	801	165	37	123	1209	390	641	578
	7%	3%	2%	13%	5%	8%	4%		9%	3%	9%	5%	5%	6%		7%	13%	5%	9%	8%	10%	4%	8%	10%
Were gifts or bought from a store	3295	574	414	682	1624	2340	951	3	2335	960	1639	503	364	139	3	1301	748	258	74	339	1758	992	1204	1070
	14%	13%	13%	9%	20%	13%	16%	5%	15%	13%	12%	10%	10%	12%	5%	20%	12%	8%	18%	22%	14%	11%	14%	18%
Incidence (1+ books)																								
Total number of books across types	519	114	92	124	189	342	173	4	325	195	302	157	95	62	4	93	139	81	67	88	117	241	189	78
	82%	90%	92%	83%	74%	88%	74%	55%	77%	93%	86%	77%	77%	76%	55%	85%	80%	69%	84%	91%	93%	83%	82%	84%
		E	dE	E		Gh				I	LMno					R	R				S			
Were already in your home	491	114	90	121	165	336	153	2	296	195	288	146	91	55	2	87	127	72	59	76	112	231	175	75
	78%	90%	90%	81%	65%	86%	66%	27%	70%	93%	82%	71%	74%	67%	27%	79%	73%	60%	74%	78%	90%	80%	76%	80%
		DE	dE	E		GH	H			I	LmNO		O	O		R	R				ST			
Were borrowed from the library	378	66	62	94	156	239	137	2	261	117	216	110	66	45	2	80	112	59	46	71	108	156	149	62
	60%	52%	62%	63%	61%	61%	59%	28%	62%	56%	62%	54%	53%	55%	28%	72%	64%	50%	58%	73%	86%	54%	65%	66%
				b		H	h				lO					R	R			S	ST		V	V
Were borrowed from others	115	22	20	31	42	75	39		76	39	62	35	20	15		31	26	15	13	23	34	40	45	27
	18%	18%	20%	21%	16%	19%	17%		18%	19%	18%	17%	16%	19%		28%	15%	13%	16%	24%	27%	14%	19%	28%
						H	H				O		O	O		QR					s			Vw
Were gifts or bought from a store	349	73	72	70	133	243	106	1	209	140	213	90	60	30	1	76	92	35	29	59	90	142	136	66
	55%	58%	72%	47%	52%	62%	46%	9%	50%	67%	61%	44%	49%	37%	9%	69%	53%	29%	36%	61%	72%	49%	59%	71%
		d	BDE			GH	H			I	LMNO		O	O		QR	R			S	S		V	VW

Table 52-1
B3 - Child: Summary: # books expected for summer (among those who know)
Based on total parents who provided a number of books (excludes those who said "Don't Know" in B3 or provided zero books to all 4 categories)

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	512	94	73	116	229	292	214	6	355	157	294	160	97	63	6	101	153	91	88	100	112	220	195	87
Total Weighted	522	115	92	124	191	342	175	5	328	195	302	159	97	62	5	93	140	82	70	88	117	242	190	79
Average #, for those who gave # of books																								
Average Token: Total average	45.0	39.1	33.8	63.1	42.2	51.2	33.8	14.2	48.9	38.4	45.6	30.7	38.0	19.2	14.2	68.6	43.6	41.5	6.1	17.7	108.0	37.2	44.8	74.7
				bC		G			j		IN					Qr				S	ST			VW
Average Token: Were already in your home	20.9	24.7	21.9	26.2	14.8	27.0	9.6	0.4	18.7	24.7	21.9	12.7	14.5	9.9	0.4	26.4	18.3	12.8	2.7	6.0	40.0	18.3	20.8	31.9
		E	E	e		GH	H			i	LMNO		O	O		R				S	ST			Vw
Average Token: Were borrowed from the library	14.7	8.3	6.6	23.3	16.8	13.3	17.5	13.2	18.8	7.8	14.2	13.2	17.8	5.9	13.2	23.5	14.2	23.5	1.8	6.5	42.6	13.2	14.2	22.0
				bC	BC				J		N					q				S	ST			w
Average Token: Were borrowed from others	3.1	1.2	0.8	8.1	2.1	4.1	1.3		4.3	1.0	4.0	1.6	1.9	1.2		4.7	5.7	2.0	0.5	1.4	10.3	1.6	3.4	7.3
				BCE	C	G			J		IN									S	ST			V
Average Token: Were gifts or bought from a store	6.3	5.0	4.5	5.5	8.5	6.8	5.4	0.7	7.1	4.9	5.4	3.2	3.8	2.3	0.7	13.9	5.4	3.1	1.1	3.8	15.0	4.1	6.3	13.6
					BC	H	H		j		LMNO		nO			QR				S	ST			VW
Volumetric Percentage, for those who gave # of books																								
Base: Total Volumne number of books across all parents	23521	4506	3100	7843	8072	17519	5928	73	16049	7472	13758	4871	3684	1187	73	6405	6089	3421	422	1562	12651	8995	8492	5899
Were already in your home	10936	2844	2008	3257	2826	9248	1685	2	6136	4800	6611	2011	1403	608	2	2469	2557	1057	186	532	4688	4423	3944	2516
	46%	63%	65%	42%	35%	53%	28%	3%	38%	64%	48%	41%	38%	51%	3%	39%	42%	31%	44%	34%	37%	49%	46%	43%
Were borrowed from the library	7672	955	602	2895	3221	4535	3068	68	6159	1513	4291	2096	1729	366	68	2192	1982	1941	125	568	4996	3190	2703	1735
	33%	21%	19%	37%	40%	26%	52%	93%	38%	20%	31%	43%	47%	31%	93%	34%	33%	57%	30%	36%	39%	35%	32%	29%
Were borrowed from others	1619	134	76	1008	401	1396	223		1420	199	1217	262	188	74		443	801	165	37	123	1209	390	641	578
	7%	3%	2%	13%	5%	8%	4%		9%	3%	9%	5%	5%	6%		7%	13%	5%	9%	8%	10%	4%	8%	10%
Were gifts or bought from a store	3295	574	414	682	1624	2340	951	3	2335	960	1639	503	364	139	3	1301	748	258	74	339	1758	992	1204	1070
	14%	13%	13%	9%	20%	13%	16%	5%	15%	13%	12%	10%	10%	12%	5%	20%	12%	8%	18%	22%	14%	11%	14%	18%
Incidence (1+ books)																								
Total number of books across types	519	114	92	124	189	342	173	4	325	195	302	157	95	62	4	93	139	81	67	88	117	241	189	78
	99%	99%	100%	100%	99%	100%	99%	76%	99%	100%	100%	99%	98%	100%	76%	100%	100%	98%	96%	100%	100%	100%	100%	99%
										i										s	s			
Were already in your home	491	114	90	121	165	336	153	2	296	195	288	146	91	55	2	87	127	72	59	76	112	231	175	75
	94%	99%	98%	97%	86%	98%	87%	37%	90%	100%	95%	92%	94%	89%	37%	93%	91%	87%	85%	86%	96%	95%	92%	95%
		E	E	E		GH	H			I	O		O	O							ST			
Were borrowed from the library	378	66	62	94	156	239	137	2	261	117	216	110	66	45	2	80	112	59	46	71	108	156	149	62
	72%	57%	68%	76%	82%	70%	78%	39%	80%	60%	72%	70%	68%	72%	39%	85%	80%	71%	66%	81%	92%	65%	79%	78%
				B	BC		Fh		J							R				S	ST		V	V
Were borrowed from others	115	22	20	31	42	75	39		76	39	62	35	20	15		31	26	15	13	23	34	40	45	27
	22%	19%	22%	25%	22%	22%	22%		23%	20%	21%	22%	21%	25%		34%	19%	18%	18%	26%	29%	17%	24%	34%
						H	H				O		O	O		QR							v	V
Were gifts or bought from a store	349	73	72	70	133	243	106	1	209	140	213	90	60	30	1	76	92	35	29	59	90	142	136	66
	67%	64%	79%	57%	70%	71%	60%	13%	64%	72%	71%	57%	62%	48%	13%	82%	66%	42%	42%	67%	77%	59%	72%	84%
			BD		D	GH	H			i	LNO		O	O		QR	R			S	S		V	VW

Table 1
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Table 1
B1: Child if books reserved for summer - total and per type (among those who know)
Based on total patrons who provided a number of books per type (excluding those who don't know" or B1 or provided zero books in all categories)

	Total learned	Child reading alone	Child reading aloud	Adult reading aloud	Adult reading aloud	Child reading	Child reading	Child reading	Child reading	Never read	Child type of reader			Child Ebooks (+1)M				Child hr gender reading			
		Basic text recognition	Productive reader	Yes, currently not any more	Yes, currently not any more	Without reader	Without reader	Is Read Aloud	0 - 12 months	13 mo - 2 yo	3 yo - 5 yo	Over 2 yo	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 1	>1 to 7	Over 7
Total	532	91	53	282	282	250	5	355	157	284	160	63	5	193	91	83	100	117	220	150	160
Total Actual	532	91	53	282	282	250	5	355	157	284	160	63	5	193	91	83	100	117	220	150	160
Total Weighted	115	9	10	89	89	175	4	328	10	159	59	19	4	93	82	70	15	35	102	50	63
Distribution of books across types 0 - 4	4	0	10%	27	28	69	8%	49	10	22	30	17	80%	48	90%	84%	15%	30%	46%	33%	39%
5 - 9	34	2	15%	22	22	30	1	49	5	74	30	8	1	45	7	7	2	24	27	17	21
	34	2	15%	22	22	30	1	49	5	74	30	8	1	45	7	7	2	24	27	17	21
10 - 14	14	1	11%	10	10	12	1	14	1	14	11	1	1	14	5	5	1	7	13	5	6
	14	1	11%	10	10	12	1	14	1	14	11	1	1	14	5	5	1	7	13	5	6
15 - 19	24	2	17%	14	14	17	1	24	1	24	17	1	1	24	6	6	1	7	16	6	8
	24	2	17%	14	14	17	1	24	1	24	17	1	1	24	6	6	1	7	16	6	8
20 - 29	25	2	17%	16	16	126	1	25	1	25	126	1	1	25	6	6	1	7	16	6	8
	25	2	17%	16	16	126	1	25	1	25	126	1	1	25	6	6	1	7	16	6	8
30 - 49	18	1	13%	10	10	12	1	18	1	18	12	1	1	18	5	5	1	6	12	5	6
	18	1	13%	10	10	12	1	18	1	18	12	1	1	18	5	5	1	6	12	5	6
50 - 99	26	2	18%	16	16	126	1	26	1	26	126	1	1	26	6	6	1	7	16	6	8
	26	2	18%	16	16	126	1	26	1	26	126	1	1	26	6	6	1	7	16	6	8
100+	14	1	10%	9	9	11	1	14	1	14	11	1	1	14	5	5	1	6	12	5	6
	14	1	10%	9	9	11	1	14	1	14	11	1	1	14	5	5	1	6	12	5	6
300+	7			4	4	5		7		7	5			7	2	2		3	5	2	3
	7			4	4	5		7		7	5			7	2	2		3	5	2	3
Average #	33.8	64.1	42.2	51.2	51.2	33.8	14.2	49.9	38.4	49.9	30.7	19.2	14.2	46.6	38.0	43.5	17.7	37.2	44.8	32.5	34.7
Median #	24.0	20.0	20.0	20.0	20.0	24.0	1.0	24.0	20.0	24.0	10.0	10.0	1.0	24.0	13.0	12.0	15.0	20.0	27.0	20.0	20.0
Average # excluding outliers over 500	38.4	38.1	40.3	38.3	38.3	38.4	14.2	38.4	38.4	38.4	22.1	19.2	14.2	40.0	31.0	43.6	15.0	31.5	37.6	29.0	32.0
Net: 0 - 9	35	2	17%	23	23	30	1	49	5	74	30	8	1	45	7	7	2	24	27	17	21
	35	2	17%	23	23	30	1	49	5	74	30	8	1	45	7	7	2	24	27	17	21
Net: 10 - 39	26	2	18%	16	16	126	1	26	1	26	126	1	1	26	6	6	1	7	16	6	8
	26	2	18%	16	16	126	1	26	1	26	126	1	1	26	6	6	1	7	16	6	8
Net: 50+	21	1	15%	13	13	17	1	21	1	21	17	1	1	21	5	5	1	6	13	5	6
	21	1	15%	13	13	17	1	21	1	21	17	1	1	21	5	5	1	6	13	5	6
Where already in your home	80	16	14%	33	33	20	1	57	1	57	20	1	1	57	12	12	1	19	22	12	14
	80	16	14%	33	33	20	1	57	1	57	20	1	1	57	12	12	1	19	22	12	14
0 - 4	154	13	12%	42	42	44	1	154	1	154	44	1	1	154	50	50	1	50	50	50	50
	154	13	12%	42	42	44	1	154	1	154	44	1	1	154	50	50	1	50	50	50	50
5 - 9	85	19	16%	15	15	53	1	85	1	85	53	1	1	85	8	8	1	34	34	34	34
	85	19	16%	15	15	53	1	85	1	85	53	1	1	85	8	8	1	34	34	34	34
10 - 14	83	20	17%	14	14	55	1	83	1	83	55	1	1	83	9	9	1	33	33	33	33
	83	20	17%	14	14	55	1	83	1	83	55	1	1	83	9	9	1	33	33	33	33
15 - 19	18	9	7%	6	6	12	1	18	1	18	12	1	1	18	3	3	1	7	11	3	4
	18	9	7%	6	6	12	1	18	1	18	12	1	1	18	3	3	1	7	11	3	4
20 - 29	36	20	16%	11	11	16	1	36	1	36	16	1	1	36	6	6	1	13	16	6	8
	36	20	16%	11	11	16	1	36	1	36	16	1	1	36	6	6	1	13	16	6	8
30 - 49	7	4	3%	2	2	5	1	7	1	7	5	1	1	7	1	1	1	3	4	1	2
	7	4	3%	2	2	5	1	7	1	7	5	1	1	7	1	1	1	3	4	1	2
50 - 99	11	8	6%	4	4	14	1	11	1	11	14	1	1	11	2	2	1	5	6	2	3
	11	8	6%	4	4	14	1	11	1	11	14	1	1	11	2	2	1	5	6	2	3
100+	7	1	1%	1	1	9	1	7	1	7	9	1	1	7	1	1	1	2	4	1	2
	7	1	1%	1	1	9	1	7	1	7	9	1	1	7	1	1	1	2	4	1	2
300+	2			1	1	1		2		2	1			2	1	1		1	1	1	1
	2			1	1	1		2		2	1			2	1	1		1	1	1	1
Average #	8.3	6.6	13.3	17.5	17.5	8.8	13.2	17.8	13.2	17.8	5.9	13.2	13.2	23.5	5.9	17.8	13.2	13.2	14.2	14.2	14.2
Median #	2.0	2.0	7.0	10.0	10.0	5.0	7.0	10.0	7.0	10.0	2.0	7.0	7.0	10.0	2.0	10.0	7.0	10.0	10.0	10.0	10.0
Average # excluding outliers over 500	8.3	6.6	12.2	12.2	12.2	8.3	7.0	12.2	12.2	12.2	5.9	12.2	12.2	12.2	5.9	12.2	12.2	12.2	12.2	12.2	12.2
Where borrowed from others	407	103	85	172	172	298	5	354	147	269	89	58	5	354	58	43%	5	89	147	89	89
0 - 4	89%	89%	91%	96%	96%	87%	100%	93%	93%	89%	92%	94%	100%		94%		100%	92%	92%	92%	92%
5 - 9	10	2	2%	2	2	10	1	10	1	10	1	1	1	10	1	1	1	1	1	1	1
	10	2	2%	2	2	10	1	10	1	10	1	1	1	10	1	1	1	1	1	1	1
10 - 14	6	1	1%	1	1	6	1	6	1	6	6	1	1	6	1	1	1	1	1	1	1
	6	1	1%	1	1	6	1	6	1	6	6	1	1	6	1	1	1	1	1	1	1
15 - 19	2			2	2	2		2		2	2			2				2	2	2	2
	2			2	2	2		2		2	2			2				2	2	2	2
20 - 29	3	1	1%	1	1	3	1	3	1	3	3	1	1	3	1	1	1	3	3	3	3
	3	1	1%	1	1	3	1	3	1	3	3	1	1	3	1	1	1	3	3	3	3
30 - 49	2	2	2%	1	1	2	1	2	1	2	2	1	1	2	1	1	1	2	2	2	2
	2	2	2%	1	1	2	1	2	1	2	2	1	1	2	1	1	1	2	2	2	2
50 - 99	1			1	1	1		1		1	1			1				1	1	1	1
	1			1	1	1		1		1	1			1				1	1	1	1
100+	1	1	1%	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	1	1	1%	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
300+																					
Average #	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9
Median #	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Average # excluding outliers over 500	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9
Where gifts of books from a sitter	0																				
0 - 4	62%	70%	60%	74%	74%	62%	0%	71%	71%	71%	62%	71%	0%	71%	71%	71%	0%	71%	71%	71%	71%
5 - 9	22	32	35%	32	32	22	1	32	1	32	22	1	1	32	1	1	1	32	32	32	32
	22	32	35%	32	32	22	1	32	1	32	22	1	1	32	1	1	1	32	32	32	32
10 - 14	10	8	9%	8	8	10	1	10	1	10	10	1	1	10	1	1	1	10	10	10	10
	10	8	9%	8	8	10	1	10	1	10	10	1	1	10	1	1	1	10	10	10	10
15 - 19	27	14	14%	14	14	27	1	27	1	27	27	1	1	27	1	1	1	27	27	27	27
	27	14	14%	14	14	27	1	27	1	27	27	1	1	27	1	1	1	27	27	27	27
20 - 29	39	17	15%	17	17	39	1	39	1	39	39	1	1	39	1	1	1	39	39	39	39
	39	17	15%	17	17	39	1	39	1	39	39	1	1	39	1	1	1	39	39	39	39
30 - 49	14	5	4%	5	5	14	1	14	1	14	14	1	1	14	1	1	1	14	14	14	14
	14	5	4%	5	5	14	1	14	1	14	14	1	1	14	1	1	1	14	14	14	14
50 - 99	2	1	1%	1	1	2	1	2	1	2	2	1	1	2	1	1	1	2	2	2	2
	2	1	1%	1	1	2	1	2	1	2	2	1	1	2	1	1	1	2	2	2	2
100+																					
Average #	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Median #	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Average # excluding outliers over 500	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

Table 54-1
B4 - Source for book reference
Based on total parents of children who read books

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	427			129	298	158	262	7	427		230	149	92	57	7	115	187	125	97	110	119	141	189	97
Total Weighted	386			139	247	172	208	5	386		204	136	81	55	5	106	171	109	73	93	126	132	168	85
Library	214			76	138	106	108	1	214		126	62	36	26	1	68	94	53	29	51	83	62	99	54
	56%			55%	56%	61%	52%	13%	56%		62%	46%	45%	47%	13%	64%	55%	49%	40%	55%	66%	47%	59%	63%
						gH	H				LMnO		O	O		R				S	S		V	V
Family members	90			39	51	42	47	1	90		42	34	19	15	1	30	42	18	12	21	33	25	45	20
	23%			28%	21%	24%	23%	13%	23%		21%	25%	24%	27%	13%	28%	24%	17%	17%	22%	26%	19%	26%	23%
																R								
Your friends	67			25	42	29	38		67		42	16	10	6		22	27	18	14	15	24	21	32	14
	17%			18%	17%	17%	18%		17%		21%	12%	12%	11%		21%	16%	16%	19%	16%	19%	16%	19%	16%
						H	H				LmnO		O	O										
Bookstore (physical)	150			54	96	70	79	1	150		80	47	30	17	1	49	69	32	25	38	57	37	66	47
	39%			39%	39%	40%	38%	23%	39%		39%	34%	37%	30%	23%	46%	40%	30%	34%	41%	45%	28%	39%	55%
																R	r						v	VW
Bookstore (online)	100			35	65	46	54		100		53	29	19	10		41	36	22	12	23	51	25	40	35
	26%			25%	26%	27%	26%		26%		26%	22%	24%	19%		39%	21%	20%	17%	24%	41%	19%	24%	42%
						H	H				O		O	O		QR					ST			VW
Internet search engine	100			34	66	52	48		100		61	24	16	8		26	49	25	18	27	37	30	39	31
	26%			24%	27%	30%	23%		26%		30%	18%	20%	14%		25%	28%	23%	24%	29%	29%	23%	23%	36%
						H	H				LmNO		O	O										VW
Parenting magazines	26			9	17	15	11		26		11	6	4	2		13	10	3	5	6	13	6	7	13
	7%			6%	7%	9%	5%		7%		5%	5%	5%	4%		13%	6%	3%	6%	7%	10%	5%	4%	15%
						H	H				O		O			qR								VW
Parenting blogs or online groups	37			16	20	22	14	1	37		19	11	7	4	1	9	18	9	13	6	9	14	16	6
	9%			12%	8%	13%	7%	13%	9%		9%	8%	9%	7%	13%	9%	11%	8%	18%	7%	8%	11%	10%	7%
						g													TU					
Subscription package	20			12	8	10	10	1	20		12	5	4	1	1	4	13	3	6	3	7	6	9	6
	5%			9%	3%	6%	5%	13%	5%		6%	4%	5%	1%	13%	4%	8%	3%	8%	4%	6%	4%	5%	6%
				e							N						R							
Other parents	43			16	27	28	15		43		29	7	5	2		16	19	8	8	7	21	12	19	12
	11%			11%	11%	16%	7%		11%		14%	5%	6%	4%		15%	11%	7%	10%	7%	16%	9%	11%	14%
						GH	H				LMNO		O			r					T			
Your child's school staff	76			34	42	38	38		76		38	28	18	10		22	37	17	14	15	32	25	33	18
	20%			25%	17%	22%	18%		20%		19%	21%	23%	18%		21%	22%	16%	18%	16%	25%	19%	20%	21%
				e		H	H				O		O	O										
Materials received through your child's school	114			51	63	62	52		114		56	38	21	16		38	49	27	17	19	55	34	50	29
	30%			37%	25%	36%	25%		30%		28%	28%	26%	30%		36%	29%	25%	23%	20%	44%	26%	30%	34%
				E		GH	H				O		O	O		r					ST			
Your child's friends	54			16	38	20	32	2	54		34	14	11	3	2	21	19	14	11	12	21	10	28	17
	14%			11%	16%	12%	15%	38%	14%		17%	11%	14%	6%	38%	20%	11%	13%	15%	13%	17%	7%	17%	19%
											N					q							V	V
Your child's request	231			72	159	105	125	1	231		142	57	42	14	1	77	95	59	39	52	93	65	103	64
	60%			52%	65%	61%	60%	26%	60%		70%	42%	52%	26%	26%	73%	55%	54%	53%	56%	74%	49%	61%	75%
					D	H	H				LMNO		N			QR					ST		V	VW
Daycare	2			2		2			2							2					1	1	1	
	1%			2%		1%			1%							2%					1%	1%	1%	
Early year centres or community centres																								
Other	9			1	8	4	4	1	9		3	3	1	2	1	1	4	3	1	2	3	3	4	2
	2%				3%	2%	2%	13%	2%		1%	2%	1%	4%	13%	1%	2%	3%	2%	2%	3%	2%	2%	2%
					D																			
Net: All parent items (items 1-10 in questionnaire list)	325			119	206	148	174	3	325		174	112	64	48	3	92	147	86	61	79	108	106	144	75
	84%			86%	83%	86%	84%	49%	84%		85%	83%	80%	88%	49%	87%	86%	79%	83%	85%	86%	80%	85%	88%
						h	h				o			o										
Subnet: Family/Friends	254			95	159	120	133	1	254		143	81	43	38	1	75	118	61	35	63	90	80	114	59
	66%			68%	64%	70%	64%	26%	66%		70%	60%	53%	69%	26%	71%	69%	56%	48%	68%	71%	61%	68%	70%
						H	H				lMO			mO		R	R			S	S			
Subnet: Bookstore (physical or online)	180			65	115	82	96	1	180		98	55	36	19	1	62	77	40	31	45	70	47	78	54
	47%			47%	46%	48%	46%	23%	47%		48%	40%	44%	35%	23%	59%	45%	37%	42%	48%	56%	36%	46%	63%
											n					QR					S		v	VW
Subnet: Parenting magazines or blogs/online	61			24	37	35	25	1	61		30	17	11	6	1	22	27	12	17	12	22	19	22	19
	16%			17%	15%	20%	12%	13%	16%		15%	12%	13%	11%	13%	21%	16%	11%	23%	13%	18%	15%	13%	22%
						G										R			t					w
Net: Items geared to 3-4 year olds	288			99	189	136	150	3	288		162	88	58	29	3	86	125	78	54	64	109	90	130	68
	75%			72%	76%	79%	72%	51%	75%		79%	65%	72%	54%	51%	81%	73%	72%	73%	69%	87%	68%	77%	79%
											LN		N								ST		v	v
Net: Items geared to Under 3 year olds	11			3	8	7	4	1	11		3	3	1	2	1	4	4	3	1	2	5	4	5	2
	3%			2%	3%	4%	2%	13%	3%		1%	2%	1%	4%	13%	4%	2%	3%	2%	2%	4%	3%	3%	2%

Table 55-1
K1 - Daycare
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Yes	107	64	33	10		98	7	1	16	91	69	23	12	11	1	4	2	4	2	2	4	78	22	1
	17%	51%	33%	7%		25%	3%	17%	4%	43%	20%	11%	10%	14%	17%	3%	1%	3%	3%	3%	3%	27%	10%	1%
		CDE	DE	E		G				I	LM											WX	X	
No	101	55	38	6	1	96	4	1	12	89	60	26	20	6	1	4	1	2	2	1	5	57	30	10
	16%	44%	38%	4%		25%	2%	17%	3%	42%	17%	13%	16%	8%	17%	3%	1%	2%	3%	1%	4%	20%	13%	11%
		DE	DE	E		G				I	N		n									WX		

Table 56-1
K2 - Child bilingual reader
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
English	496	85	81	112	218	304	187	5	345	151	279	150	94	56	5	99	140	91	64	80	106	206	190	85
	79%	67%	81%	75%	86%	78%	80%	73%	82%	72%	79%	73%	76%	69%	73%	90%	80%	77%	80%	82%	84%	71%	82%	91%
			B		BD				J		n					QR							V	VW
French	234	51	22	62	100	133	98	3	163	72	138	77	45	32	3	40	73	48	31	33	49	119	89	25
	37%	40%	22%	41%	39%	34%	42%	45%	39%	34%	39%	38%	37%	39%	45%	36%	42%	41%	39%	34%	39%	41%	38%	27%
		C		C	C		F															X	x	
Other	33	9	4	4	15	24	8		19	13	14	13	4	8		6	7	6	3	4	8	15	16	2
	5%	7%	4%	3%	6%	6%	4%		5%	6%	4%	6%	4%	10%		6%	4%	5%	3%	4%	7%	5%	7%	2%
						H	H				O		O	kmO									X	
Net: French or Other	254	57	26	63	109	150	101	3	173	81	145	86	47	39	3	43	77	51	32	36	53	128	97	27
	40%	45%	26%	42%	43%	38%	43%	45%	41%	39%	41%	42%	38%	47%	45%	39%	44%	43%	41%	37%	42%	44%	42%	29%
		C		C	C																	X	X	
Net: French or Other AND NOT English	134	41	19	38	36	86	46	2	75	59	72	55	30	25	2	12	35	27	16	17	20	83	41	8
	21%	33%	19%	25%	14%	22%	20%	27%	18%	28%	21%	27%	24%	31%	27%	10%	20%	23%	20%	18%	16%	29%	18%	9%
		CE		E						I				k			P	P				WX	X	
Net: Bilingual English and French	106	11	5	24	66	52	52	1	89	16	67	26	15	11	1	30	39	21	16	16	31	38	51	17
	17%	9%	5%	16%	26%	13%	23%	19%	21%	8%	19%	13%	12%	14%	19%	27%	22%	18%	20%	16%	25%	13%	22%	18%
				bC	BCD		F		J		lm												V	
Net: Bi/Multilingual any combination of languages	124	19	8	25	72	68	55	1	98	26	74	34	20	14	1	32	42	24	17	19	33	48	57	19
	20%	15%	8%	17%	28%	17%	24%	19%	23%	13%	21%	16%	16%	17%	19%	29%	24%	20%	21%	20%	26%	17%	25%	21%
				C	BCD		f		J														V	

Table 57-1
K3 - Child reader in other language
Based on total parents whose child reads in a language other than English or French

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total (A)	Not yet learned (B)	Starting to recognize (C)	Basic text (D)	Proficient reader (E)	Yes, currently (F)	Used to/ but not any more (G)	Has never read aloud (H)	Independent reader (I)	Is Read aloud (J)	0 - 12 months (K)	13 mo + (L)	13 mo - 2 yo (M)	Over 2 yo (N)	Never read aloud (O)	Enthusiastic (P)	Moderate (Q)	Reluctant (R)	Under 10 (S)	10 to 29 (T)	30+ (U)	Up to 3 (V)	>3 to 7 (W)	Over 7 (X)
Total Actual	33	8	3	4	18	23	10		22	11	14	13	4	9		6	9	7	4	6	8	13	18	2
Total Weighted	33	9	4	4	15	24	8		19	13	14	13	4	8		6	7	6	3	4	8	15	16	2
1 language	6	5	1		1	6			1	6	1	4	2	1			1		1			5	2	
	20%	48%	32%		4%	26%			4%	43%	9%	30%	56%	16%			10%		25%			31%	12%	
		DE				G				I			k									X		
2 languages	15	5	3	1	6	13	2		8	8	6	7	2	5		3	3	1	1	3	3	8	5	1
	46%	52%	68%	33%	41%	54%	25%		39%	57%	41%	53%	44%	58%		56%	50%	11%	25%	67%	42%	55%	35%	67%
																	r							
3 languages	9			3	6	3	6		9		6	2		2		1	2	6	1	1	3	2	6	1
	27%			67%	41%	14%	67%		46%		45%	16%		25%		22%	31%	89%	25%	33%	41%	14%	40%	33%
				BC	BC		F		J		M							PQ						
4 languages	2				2	1	1		2		1					1	1		1		1		2	
	6%				14%	6%	8%		11%		5%					22%	10%		25%		17%		13%	
Average # language	2.2	1.5	1.7	2.7	2.6	2.0	2.8		2.6	1.6	2.5	1.9	1.4	2.1		2.7	2.4	2.9	2.5	2.3	2.8	1.8	2.5	2.3
				BC	Bc		F		J		LM												V	

Table 58-1
K2/K3 - Child reader total languages
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
1 language	503	107	91	124	180	320	178	6	321	182	277	168	104	65	6	77	133	95	63	78	91	239	173	74
	80%	85%	91%	83%	71%	82%	76%	81%	76%	87%	79%	82%	84%	80%	81%	70%	76%	80%	79%	80%	73%	83%	75%	79%
		E	dE	E		g				I								p				W		
2 languages	104	14	8	21	61	55	47	1	82	22	62	30	18	12	1	28	36	18	15	15	28	41	46	17
	16%	11%	8%	14%	24%	14%	20%	19%	19%	10%	18%	15%	14%	15%	19%	26%	21%	15%	18%	15%	22%	14%	20%	18%
					BCD		f		J							R								
3 languages	12	5	1	1	5	10	2		6	6	6	4	2	2		2	3	1	1	3	2	7	4	1
	2%	4%	1%	1%	2%	3%	1%		1%	3%	2%	2%	2%	2%		2%	2%	1%	1%	3%	2%	2%	2%	2%
						H					O													
4 languages	2				2	1	1		2		1	1		1				2		1			1	1
					1%									1%				2%		1%			1%	1%
5 languages	7			3	4	2	5		7		5	1		1		1	2	3	1	1	3	2	5	
	1%			2%	2%	1%	2%		2%		1%	1%		2%		1%	1%	3%	1%	1%	3%	1%	2%	
					BC		H		J		MO												X	
6 languages	2				2	1	1		2		1					1	1		1		1		2	
					1%											1%			1%		1%		1%	
Average # language	1.3	1.2	1.1	1.2	1.4	1.2	1.3	1.2	1.3	1.2	1.3	1.2	1.2	1.3	1.2	1.4	1.3	1.3	1.3	1.3	1.4	1.2	1.4	1.2
				C	BCD				J		m												Vx	
Net: 2+ languages	127	19	9	25	74	70	55	1	99	28	74	36	20	17	1	33	42	24	17	19	34	50	58	19
	20%	15%	9%	17%	29%	18%	24%	19%	24%	13%	21%	18%	16%	20%	19%	30%	24%	20%	21%	20%	27%	17%	25%	21%
				c	BCD		f		J							r							V	
Net: 3+ languages	23	5	1	4	13	15	8		17	6	12	6	2	4		5	6	6	2	4	7	9	12	2
	4%	4%	1%	3%	5%	4%	4%		4%	3%	4%	3%	2%	5%		4%	4%	5%	3%	4%	5%	3%	5%	2%
					C	H	H				O			o										

Table 59-1
K4 - Child gender identification
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Female	330	57	53	83	137	205	119	5	228	101	191	95	63	32	5	68	93	59	42	55	74	147	122	52
	52%	45%	53%	55%	54%	53%	51%	73%	54%	48%	54%	46%	51%	39%	73%	62%	53%	50%	53%	56%	59%	51%	53%	56%
											IN				N	r								
Male	296	68	46	67	115	181	113	2	190	106	158	109	60	49	2	41	82	59	38	42	50	141	107	40
	47%	54%	46%	45%	45%	46%	48%	27%	45%	51%	45%	53%	49%	61%	27%	37%	47%	50%	47%	44%	40%	49%	46%	43%
												k		KO				p						
Prefers to self-describe	3	1			1	3			1	1	1					1					1	1		1
		1%			1%	1%				1%						1%					1%			2%
Prefer not to say	2		1		1	1	1		1	1	1	1	1					1					2	
			1%							1%			1%					1%					1%	
Net: Not Male or Female	5	1	1		2	4	1		2	2	2	1	1			1		1			1	1	2	1
	1%	1%	1%		1%	1%				1%	1%		1%			1%		1%			1%		1%	2%
						h																		

Table 60-1
D1 - Parent bilingua reader
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
English	553	105	93	125	229	344	204	5	369	183	317	165	102	63	5	105	152	97	65	87	115	237	213	87
	88%	83%	93%	84%	90%	88%	87%	73%	88%	87%	90%	81%	83%	78%	73%	95%	87%	82%	81%	90%	91%	82%	92%	93%
			BD		bd						LmN					QR				s	S		V	V
French	211	53	26	53	78	124	84	3	133	78	115	76	48	27	3	27	63	41	27	29	37	120	69	19
	33%	42%	26%	35%	31%	32%	36%	45%	32%	37%	33%	37%	39%	34%	45%	24%	36%	35%	34%	30%	29%	42%	30%	20%
		CE															P	p				WX	x	
Other	46	10	5	10	22	25	22		33	14	24	14	10	5		12	11	9	3	10	14	20	21	5
	7%	8%	5%	6%	9%	6%	9%		8%	7%	7%	7%	8%	6%		10%	6%	8%	3%	10%	12%	7%	9%	5%
						H	H				O		O	O						s	S			
Net: French or Other	240	61	29	58	92	140	97	3	153	86	129	85	53	32	3	35	69	46	28	34	47	131	81	24
	38%	48%	29%	39%	36%	36%	42%	45%	36%	41%	37%	42%	43%	39%	45%	31%	40%	39%	36%	35%	37%	45%	35%	25%
		CE																				WX	x	
Net: French or Other AND NOT English	77	21	7	24	25	46	29	2	51	27	34	40	21	18	2	5	23	22	15	10	11	52	18	7
	12%	17%	7%	16%	10%	12%	13%	27%	12%	13%	10%	19%	17%	22%	27%	5%	13%	18%	19%	10%	9%	18%	8%	7%
		Ce		Ce								K	k	K			P	P	tU			WX		
Net: Bilingual English and French	134	32	20	28	54	78	55	1	83	51	81	37	27	10	1	21	41	20	13	19	26	69	52	12
	21%	25%	20%	19%	21%	20%	23%	19%	20%	24%	23%	18%	22%	12%	19%	19%	23%	17%	16%	20%	21%	24%	23%	13%
											N		n									X	X	
Net: Bi/Multilingual any combination of languages	162	40	22	34	67	93	67	1	102	60	94	46	32	14	1	29	47	25	14	24	36	80	64	17
	26%	31%	22%	22%	26%	24%	29%	19%	24%	29%	27%	22%	26%	17%	19%	27%	27%	21%	17%	25%	28%	28%	28%	18%
											n										S	x	x	

Table 61-1
D2 - Parent reader in other language
Based on total parents who read in a language other than English or French

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total (A)	Not yet learned (B)	Starting to recognize (C)	Basic text (D)	Proficient reader (E)	Yes, currently (F)	Used to/ but not any more (G)	Has never read aloud (H)	Independent reader (I)	Is Read aloud (J)	0 - 12 months (K)	13 mo + (L)	13 mo - 2 yo (M)	Over 2 yo (N)	Never read aloud (O)	Enthusiastic (P)	Moderate (Q)	Reluctant (R)	Under 10 (S)	10 to 29 (T)	30+ (U)	Up to 3 (V)	>3 to 7 (W)	Over 7 (X)
Total Actual	48	8	4	8	28	22	26		37	11	25	15	9	6		13	13	10	4	12	15	17	25	5
Total Weighted	46	10	5	10	22	25	22		33	14	24	14	10	5		12	11	9	3	10	14	20	21	5
1 language	1				1		1		1								1			1			1	
	1%				3%		3%		2%								6%			7%			3%	
2 languages	18	6	1	3	7	10	7		11	6	9	7	3	4		4	2	4	1	2	6	6	8	3
	38%	61%	24%	29%	34%	42%	34%		35%	44%	36%	52%	36%	85%		36%	18%	46%	25%	21%	43%	32%	36%	55%
														KM										
3 languages	20	1	4	5	10	9	11		15	5	12	4	3	1		5	6	4	1	6	6	11	9	1
	43%	14%	76%	57%	44%	37%	51%		46%	38%	47%	29%	36%	15%		40%	56%	46%	50%	65%	38%	55%	41%	14%
			B	b	b						n											x		
4 languages	5	2		1	1	4	1		3	2	4	1	1				2	1	1	1	1	2	3	
	11%	25%		15%	6%	16%	6%		8%	18%	16%	9%	13%				19%	8%	25%	7%	10%	13%	13%	
											N												x	
Average # language	2.9	2.6	2.8	2.9	3.0	2.9	2.8		2.9	2.7	2.8	2.8	3.1	2.1		3.3	2.9	2.6	3.0	2.7	3.0	2.8	2.8	3.3
											N		N											

Table 62-1
D1/D2 - Parent reader total languages
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
1 language	467	87	78	116	187	296	165	6	317	150	257	158	91	67	6	81	128	94	66	73	90	209	166	76
	74%	69%	78%	78%	73%	76%	71%	81%	75%	71%	73%	77%	74%	82%	81%	73%	73%	79%	82%	75%	72%	72%	72%	82%
														k					u					vw
2 languages	117	30	17	24	46	69	46	1	71	46	70	32	22	10	1	18	37	16	11	15	21	60	44	12
	19%	24%	17%	16%	18%	18%	20%	19%	17%	22%	20%	16%	18%	12%	19%	16%	21%	13%	14%	16%	17%	21%	19%	13%
											n						r					x		
3 languages	18	6	1	3	8	11	7		12	6	9	8	3	5		4	3	4	1	2	6	6	8	3
	3%	5%	1%	2%	3%	3%	3%		3%	3%	3%	4%	3%	6%		4%	2%	3%	2%	2%	5%	2%	4%	3%
						H	H				O		o	O										
4 languages	9	1	1	3	3	4	5		6	3	5	1	1			3	3	1		2	2	5	3	1
	1%	1%	1%	2%	1%	1%	2%		1%	1%	1%	1%	1%			2%	2%	1%		2%	2%	2%	1%	1%
						h	H				NO													
5 languages	11		3	3	5	5	6		8	3	7	2	2			2	3	3	1	4	3	6	5	
	2%		3%	2%	2%	1%	3%		2%	1%	2%	1%	2%			2%	2%	3%	1%	4%	3%	2%	2%	
					B	h	H				NO											X	X	
6 languages	5	2		1	1	4	1		3	2	4	1	1				2	1	1	1	1	2	3	
	1%	2%		1%	1%	1%	1%		1%	1%	1%	1%	1%				1%	1%	1%	1%	1%	1%	1%	
						h					no													
7 languages	3				3	1	1		3			1	1			3					1		1	1
					1%		1%		1%			1%	1%			3%					1%		1%	2%
					bcd				j							qr								
Average # language	1.4	1.5	1.3	1.4	1.5	1.4	1.5	1.2	1.4	1.4	1.4	1.4	1.5	1.2	1.2	1.5	1.4	1.4	1.3	1.5	1.5	1.4	1.5	1.3
							h				N		n								S		x	
Net: 2+ languages	163	40	22	34	68	94	67	1	103	60	94	47	32	15	1	29	47	25	14	24	36	80	65	17
	26%	31%	22%	22%	27%	24%	29%	19%	25%	29%	27%	23%	26%	18%	19%	27%	27%	21%	18%	25%	28%	28%	28%	18%
											n										s	x	x	
Net: 3+ languages	46	10	5	10	21	25	21		32	14	24	14	10	5		12	10	9	3	9	14	20	20	5
	7%	8%	5%	6%	8%	6%	9%		8%	7%	7%	7%	8%	6%		10%	6%	8%	3%	9%	12%	7%	9%	5%
						H	H				O		O	O						s	S			

Table 63-1
D3 - Parent in continuing studies
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Yes	60	10	5	21	24	33	26	1	48	12	28	24	13	11	1	14	19	12	14	10	11	28	14	16
	10%	8%	5%	14%	9%	8%	11%	19%	11%	6%	8%	12%	10%	14%	19%	13%	11%	10%	17%	11%	9%	10%	6%	17%
				C					J										u					W
No	570	116	95	128	230	357	207	6	373	197	323	181	111	70	6	96	156	107	66	87	115	261	217	78
	90%	92%	95%	86%	91%	92%	89%	81%	89%	94%	92%	88%	90%	86%	81%	87%	89%	90%	83%	89%	91%	90%	94%	83%
			D							I											s		X	

Table 64-1
D4 - Parent gender identification
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Female	478	106	70	103	200	309	163	6	312	166	292	124	77	47	6	96	118	89	57	70	109	222	169	77
	76%	84%	70%	69%	79%	79%	70%	83%	74%	79%	83%	61%	63%	58%	83%	87%	67%	75%	71%	73%	86%	77%	73%	83%
		CD			D	G					LMN				n	QR					ST			w
Male	152	21	30	47	55	81	70	1	109	43	60	81	46	34	1	15	57	30	23	26	17	67	62	16
	24%	16%	30%	31%	21%	21%	30%	17%	26%	21%	17%	39%	37%	42%	17%	13%	33%	25%	29%	27%	14%	23%	27%	17%
			B	BE			F					K	K	Ko			P	P	U	U			x	
Prefers to self-describe																								
Prefer not to say																								
Net: Not Male or Female																								

Table 65-1
D5 - Parent Education
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Some High School or less	13	2	1	5	5	7	5	1	10	4	7	5	2	3	1	3	5	2	3	2	1	9	1	3
	2%	2%	1%	3%	2%	2%	2%	9%	2%	2%	2%	2%	2%	3%	9%	2%	3%	2%	4%	2%	1%	3%	1%	4%
																						W		
High School Graduate	92	15	14	30	33	57	32	3	63	29	52	30	19	11	3	12	29	22	16	12	15	50	30	12
	15%	12%	14%	20%	13%	15%	14%	36%	15%	14%	15%	15%	16%	13%	36%	10%	17%	19%	20%	12%	12%	17%	13%	13%
				be														p						
Some College or University	98	16	16	21	45	58	39	1	68	30	55	28	14	14	1	20	20	26	12	11	23	46	36	14
	16%	13%	16%	14%	18%	15%	17%	19%	16%	14%	16%	14%	11%	18%	19%	18%	12%	22%	15%	11%	18%	16%	16%	15%
																		Q						
College or University Graduate	346	80	50	83	133	218	126	2	229	117	199	114	76	39	2	59	102	55	39	55	74	156	133	44
	55%	63%	50%	56%	52%	56%	54%	27%	54%	56%	57%	56%	61%	48%	27%	53%	59%	46%	49%	56%	59%	54%	58%	47%
		ce				h	h				o		nO				R						x	
Post-Graduate Work	76	14	18	10	34	48	27	1	46	30	37	24	11	13	1	14	18	12	8	18	11	28	28	18
	12%	11%	18%	7%	14%	12%	12%	9%	11%	14%	10%	12%	9%	16%	9%	13%	10%	10%	10%	18%	9%	10%	12%	20%
			D		D															U				V
Prefer not to say answer	5		1		4	1	3		5		1	3	1	2		3		1	1		1	1	2	1
	1%		1%		2%		1%		1%			2%	1%	3%		2%		1%	1%		1%		1%	1%
					BD		h		J															
Net: Some college/univ. or less	203	33	31	56	83	123	76	5	140	63	114	63	35	28	5	35	55	50	32	25	39	105	68	30
	32%	26%	31%	38%	33%	31%	33%	64%	33%	30%	33%	31%	29%	34%	64%	31%	31%	42%	40%	25%	31%	36%	29%	32%
				b				fg							kMn			pq	T					
Net: Colege/Univ. grad	346	80	50	83	133	218	126	2	229	117	199	114	76	39	2	59	102	55	39	55	74	156	133	44
	55%	63%	50%	56%	52%	56%	54%	27%	54%	56%	57%	56%	61%	48%	27%	53%	59%	46%	49%	56%	59%	54%	58%	47%
		ce				h	h				o		nO				R						x	
Net: Grad or Post Grad	76	14	18	10	34	48	27	1	46	30	37	24	11	13	1	14	18	12	8	18	11	28	28	18
	12%	11%	18%	7%	14%	12%	12%	9%	11%	14%	10%	12%	9%	16%	9%	13%	10%	10%	10%	18%	9%	10%	12%	20%
			D		D															U				V

Table 66-1
D6 - HH Income
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Less than $24,999	33	6	4	12	11	24	8	1	25	8	20	8	5	3	1	6	8	9	5	3	8	15	14	3
	5%	4%	4%	8%	4%	6%	3%	9%	6%	4%	6%	4%	4%	3%	9%	6%	4%	8%	6%	3%	7%	5%	6%	3%
$25,000-$49,999	117	19	12	38	48	75	41	1	86	31	64	41	21	20	1	27	36	23	18	17	26	54	44	19
	19%	15%	12%	25%	19%	19%	18%	19%	20%	15%	18%	20%	17%	24%	19%	24%	21%	20%	22%	18%	21%	19%	19%	20%
				bC					j															
$50,000-$74,999	105	21	14	31	38	63	40	3	71	34	52	41	25	17	3	16	32	21	16	13	19	56	35	13
	17%	17%	14%	21%	15%	16%	17%	38%	17%	16%	15%	20%	20%	21%	38%	15%	18%	18%	21%	13%	15%	19%	15%	14%
$75,000-$99,999	123	33	22	24	44	75	47	1	73	50	74	38	18	20	1	15	31	22	17	16	19	64	42	12
	19%	26%	22%	16%	17%	19%	20%	17%	17%	24%	21%	19%	15%	25%	17%	14%	18%	18%	21%	16%	15%	22%	18%	13%
		de								i				m								X		
$100,000-$149,999	131	27	28	30	46	86	44	1	80	51	75	37	30	7	1	19	29	29	12	18	27	57	50	20
	21%	22%	28%	20%	18%	22%	19%	17%	19%	24%	21%	18%	24%	8%	17%	17%	16%	24%	15%	18%	22%	20%	22%	21%
			e								N		N											
$150,000-$199,999	43	9	6	4	24	22	21		30	13	23	15	8	7		11	14	3	5	13	6	15	17	10
	7%	7%	6%	3%	9%	6%	9%		7%	6%	6%	8%	7%	9%		10%	8%	2%	7%	14%	4%	5%	7%	10%
					D	H	H				O		O	O		R	R			U				
$200,000-$249,999	12	2	4	2	4	5	7		9	4	5	5	1	4		1	3	2	2	5	2	6	3	1
	2%	2%	4%	1%	2%	1%	3%		2%	2%	1%	3%	1%	5%		1%	2%	2%	2%	5%	2%	2%	1%	1%
						H	H				O			o										
$250,000 or more	10		1	1	7	8	2		8	1	4	1	1			5	2	1	1	2	3	3	2	4
	2%		1%	1%	3%	2%	1%		2%	1%	1%	1%	1%			4%	1%	1%	2%	2%	3%	1%	1%	5%
					B	H					no													
Prefer not to answer	57	9	10	7	31	33	24		39	17	34	17	14	4		10	20	8	3	11	15	20	24	12
	9%	7%	10%	5%	12%	8%	10%		9%	8%	10%	8%	11%	5%		9%	11%	7%	4%	11%	12%	7%	10%	12%
Net: Less than $50k	150	25	16	50	59	99	49	2	111	39	84	49	27	22	2	33	44	33	22	20	35	69	58	22
	24%	20%	16%	33%	23%	25%	21%	28%	26%	19%	24%	24%	22%	27%	28%	30%	25%	27%	28%	21%	28%	24%	25%	23%
				BCE					J															
Net: $50k to under $100k	228	55	36	55	82	138	86	4	144	84	126	80	42	37	4	31	63	43	33	29	38	119	77	25
	36%	43%	36%	37%	32%	35%	37%	55%	34%	40%	36%	39%	34%	46%	55%	28%	36%	36%	41%	30%	30%	41%	33%	27%
		e																	tu			wX		
Net: $100k plus	196	38	38	37	81	121	74	1	127	69	107	59	41	18	1	36	48	35	21	37	39	81	72	35
	31%	30%	38%	25%	32%	31%	32%	17%	30%	33%	30%	29%	33%	22%	17%	33%	27%	29%	26%	39%	31%	28%	31%	37%
			D										n							s				

Table 67-1
D7 - Parent Employment
Based on total parents

		Child reading ability				Adult Reading aloud			Child reading		Child Age started reading aloud					Child type of reader			Child #Books P12M			Child h/w general reading		
	Total	Not yet learned	Starting to recognize	Basic text	Proficient reader	Yes, currently	Used to/ but not any more	Has never read aloud	Independent reader	Is Read aloud	0 - 12 months	13 mo +	13 mo - 2 yo	Over 2 yo	Never read aloud	Enthusiastic	Moderate	Reluctant	Under 10	10 to 29	30+	Up to 3	>3 to 7	Over 7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	103	80	140	307	334	287	9	461	169	351	208	127	81	9	119	191	137	102	113	119	272	240	104
Total Weighted	630	126	100	150	254	390	233	7	420	210	351	205	123	81	7	110	175	118	80	97	126	289	231	93
Employed - full-time	369	67	63	87	152	213	151	5	252	117	196	128	84	45	5	54	115	71	55	68	53	170	137	49
	59%	53%	63%	58%	60%	55%	65%	72%	60%	56%	56%	63%	68%	55%	72%	49%	66%	60%	69%	70%	43%	59%	59%	53%
							F						Kn				P	p	U	U				
Employed - part-time	85	14	14	23	35	54	31		60	25	51	26	11	15		15	25	18	11	7	29	40	32	11
	14%	11%	14%	15%	14%	14%	13%		14%	12%	15%	13%	9%	18%		13%	14%	15%	14%	7%	23%	14%	14%	11%
						H	H				mO		O	mO							sT			
Self-Employed - full-time	15	2	1	3	8	9	7		11	4	8	5	1	4		3	5	4	3	2	2	8	6	1
	2%	2%	1%	2%	3%	2%	3%		3%	2%	2%	3%	1%	5%		2%	3%	3%	4%	2%	2%	3%	3%	1%
						H	H				O			o										
Self-Employed - part-time	11	2		1	8	5	5		8	2	6	3	3			3	4	1		3	4	1	2	7
	2%	2%			3%	1%	2%		2%	1%	2%	2%	3%			3%	2%	1%		3%	3%		1%	8%
					CD	H	H				NO		no							s	s			VW
Retired	5			1	3	1	3		5		1	1		1		3		1	1		3		1	3
	1%			1%	1%		1%		1%			1%		2%		3%		1%	1%		2%		1%	4%
					bc		H		J							q								v
Student - full-time	3			1	2	1	1		3		2	1		1		1		1		1	1	1	1	1
					1%		1%		1%		1%			1%		1%		1%		1%	1%			2%
Student - part-time	2	1		1		1	1		1	1	1	1		1				1			1	1	1	
		1%								1%				1%				1%			1%			
Military	3	1			1	2	1		1	1	1	1		1		1					1	1	1	1
		1%			1%					1%				1%		1%					1%			1%
Full-time parent, homemaker	113	35	15	28	35	89	23	1	63	51	74	28	18	10	1	26	21	16	7	11	28	58	39	15
	18%	28%	15%	18%	14%	23%	10%	19%	15%	24%	21%	13%	14%	12%	19%	23%	12%	14%	9%	11%	23%	20%	17%	17%
		CdE				G				I	Lmn					Qr					ST			
Not currently employed	19	3	4	6	7	12	7	1	14	6	7	9	5	4	1	3	5	5	2	6	1	8	7	3
	3%	2%	4%	4%	3%	3%	3%	9%	3%	3%	2%	5%	4%	5%	9%	2%	3%	4%	3%	6%	1%	3%	3%	3%
																				u				
Prefer not to answer	5		2		3	3	2		3	2	4	1	1			1	1	1	1		1		4	1
	1%		2%		1%	1%	1%		1%	1%	1%	1%	1%			1%		1%	1%		1%		2%	1%
					bd						no												v	
Net: Employed	480	85	79	114	203	281	195	5	332	149	262	163	99	64	5	75	149	93	69	80	89	220	177	68
	76%	68%	79%	76%	80%	72%	84%	72%	79%	71%	75%	80%	80%	78%	72%	67%	85%	79%	86%	82%	71%	76%	77%	73%
			b		B		F		J								P	p	U	U				
- Net: Full-time	385	69	64	90	160	221	158	5	264	121	204	134	85	49	5	56	120	75	58	70	55	178	143	50
	61%	55%	64%	60%	63%	57%	68%	72%	63%	58%	58%	65%	69%	60%	72%	51%	69%	63%	73%	72%	44%	62%	62%	54%
							F						K				P	p	U	U				
- Net: Part-time	96	16	14	23	42	59	37		68	28	57	29	14	15		18	29	19	11	10	33	42	34	18
	15%	13%	14%	16%	17%	15%	16%		16%	13%	16%	14%	11%	18%		16%	17%	16%	14%	10%	27%	14%	15%	19%
						H	H				O		O	O							ST			
Net: Other	144	41	19	36	49	106	36	2	86	59	86	40	23	18	2	35	25	25	10	17	36	69	50	24
	23%	32%	19%	24%	19%	27%	15%	28%	20%	28%	24%	20%	18%	22%	28%	31%	15%	21%	13%	18%	29%	24%	22%	25%
		CE				G				i						Qr					St			