

THEY MAY JUST BE WORDS ON A PAGE YET, WHAT WE READ AS A CHILD HAS A TREMENDOUS IMPACT ON THE ADULT WE BECOME

IKEA Conducts National Survey About the "Power" of Reading in Conjunction with Its Month-Long Store Donation Initiative to Benefit Save the Children's Web of Support Program

According to a national survey of 1,000 respondents conducted by IKEA, the leading home furnishings retailer, how often we were read to as children and the types of books that we read when we were old enough to do so, has a significant impact on our adult lives. The survey found that **respondents who were often read to as a child were more likely to refer to their marriage as adventurous (55%) than those who were not read to frequently (46%).** The respondents that were not often read to were more likely to refer to their marriage as argumentative (30%) compared to respondents that were read to often as a child (21%). Also of interest was that **people who spend the most time with their kids were more likely to have enjoyed autobiographies best, while people who enjoyed adventure books best as a child spend the least amount of time with their children.**

The IKEA survey, which was conducted in conjunction with the launch of a month-long effort (until April 30, 2002) to raise money in support of Save the Children's *Web of Support* program, was created to show how powerful reading as a child can be, and the impact it has on us as adults.

"In our efforts to work together with our shoppers and raise money to benefit thousands of children that Save the Children helps across the country, we were also interested in the direct influence that reading as a child has on us as adults," explained John Zurcher, Social Responsibility Manager, IKEA U.S. "The importance and meaning that books have on our lives, especially as children, is very clear in this survey's data results and further confirms that opening a book can open many doors."

The survey also found that **the respondents who indicated that they had enjoyed reading fairy tales the most were more likely to describe themselves as shy and reserved (34%), while the respondents that enjoyed children classics the most were more likely to describe themselves as witty (38%).** In addition, **people who were not often read to as a child were almost twice as likely to say that their favorite leisure activity is TV compared to people who were often read to as a child (10% v. 6%).**

The survey also found that: **53% of female respondents were read to very often as a child compared to male respondents (42%); those who enjoyed reading educational books the most as a child were more likely to spend their leisure time playing sports (19%) the most; and among respondents**

who enjoyed hip hop and country music the most, they were more likely to have enjoyed reading *Little House Books* best as a child (43% and 42% respectively) -- among a specified list of books. Also, the books accountants enjoyed most to read when children were mysteries and people in the military enjoyed science fiction most.

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DID YOU KNOW THAT...

The History of the Great Outdoors

People who loved to read history books best as a child were the group most likely to say that their favorite outdoor activity is camping (20%).

If You Don't Want to Raise A Couch Potato...

People who loved to read science fiction books best as a child were the group most likely (10%) to say that watching television was their favorite leisure activity. Additionally, people who were not often read to as a child compared to those who were, responded as twice as likely to say that their favorite leisure activity is TV (10% versus 6%).

The Well-Educated Athlete

Oddly, of those people who enjoyed reading educational books best as a child, they were more likely to indicate that they spend their leisure time playing sports (19%) the most.

Knit One, Pearl Two???

Among those whose favorite books were autobiographies, they were most likely to choose sewing as a leisure activity.

The "Beat" Can Depend on a Rabbit or a Spider

Among those who indicated they enjoyed classical music the most were more likely to have read *Alice's Adventures in Wonderland* (67%) as a child. And, among those who enjoy heavy metal the most, enjoyed reading *Charlotte's Web* the most as a child (79%).

Hip Hop Truly Started on the Prairie

Surprisingly, among respondents who enjoyed hip hop and country music the most, they were more likely to have enjoyed reading *Little House Books* best as a child (43% and 42% respectively) -- among a specified list of books.

The Psychological Affects of Storytelling

The respondents who indicated that they had enjoyed reading fairy tales the most were more likely to describe themselves as shy and reserved (50%), while the respondents that enjoyed mysteries the most were more likely to describe themselves as outgoing (77%). The respondents that enjoyed science fiction the

most were more likely to describe themselves as imaginative (90%) and adventurous (71%).

Looking for a Hard Worker? Ask What They Read as a Child!

The group most likely to work more than 60 hours per week: people who loved autobiographies (9%) and history (8%) the most as a child.

If You're Reading To Your Child, Better Start Saving NOW

People who were read to very often as child were more likely to have a college degree (57%) compared to people who have not been read to very often as a child who had a high school degree or less (34%)

The Unexplained

People with a college degree were twice as likely to have enjoyed reading the book, *Encyclopedia Brown*, (20%) best when a child compared to people with a high school degree or less (11%).

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DID YOU KNOW THAT...

The Secret To A Healthy Marriage

Those people who were read to often as a child were more likely to refer to their marriage as adventurous (55%) compared to respondents who were not read to often; on the other hand (43%), people who were not read to as a child often were more likely to refer to their marriage as argumentative (31%) compared to those who were read to often.

Book Smart

Among those who were read to often as a child, were more likely to know that Colin Powell was Secretary of State (69%) compared to those respondents who were not often read to as a child (63%).

Women: The More Well-Read of the Sexes

53% of women were read to often as a child compared to 42% of men.

The Power of Reading

In general, people who were read to more frequently as a child, were:

- More likely to earn over \$50,000.
- More likely to describe themselves as imaginative, witty, adventurous and less likely to use the descriptors shy and reserved.
- More likely to be employed overall and in a professional occupation.

Professionals and the Top Book Categories They Read As A Child

| | |
|----------------|-----------------|
| Teachers: | Autobiographies |
| Accountants: | Mysteries |
| Truck Drivers: | History |

Military:

Science Fiction

Also, people who work in the field of skilled trade/technical were most likely to enjoy reading fairy tales as a child (27%) while senior executives were most likely to have enjoyed reading history books as a child (10%).

Top Books That People Who Spend the Most Time with Their Kids
Read as a Child

1. Autobiographies (23%)
2. Fairy Tales/Children's Classics (tied) (21%)
3. Educational (18%)
4. Mysteries (14%)
5. History (12%)

Top Five Types of Books That Men Enjoyed Reading Best as a Child

1. Adventure (38%)
2. History/Science Fiction (tied) (28%)
3. Children's Classics (27%)
4. Fairy Tales/Mysteries (tied) (19%)
5. Educational (18%)

Top Five Types of Books That Women Enjoyed Reading Best as a Child

1. Children's Classics (44%)
2. Fairy Tales (41%)
3. Mysteries (36%)
4. Adventure (30%)
5. History (16%)

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DID YOU KNOW THAT...

For the following findings, respondents were asked to choose from a list of 11 selected children's books:

Top Five Books Men Enjoyed Reading Best When They Were Between Ages 9-12

1. The Hardy Boys Series (58%)
2. Charlotte's Web (55%)
3. Alice's Adventures in Wonderland (53%)
4. Charlie and the Chocolate Factory (35%)
5. The Nancy Drew Series (28%)

Top Five Books Women Enjoyed Reading Best When They Were Between Ages 9-12

1. Alice's Adventures in Wonderland (70%)

2. The Nancy Drew Series (68%)
3. Charlotte's Web (66%)
4. Little House Books (53%)
5. The Hardy Boys Series (46%)

About IKEA

Since its founding in 1943, IKEA has offered a wide range of home furnishings and accessories of good design and function, at prices so low that the majority of the people can afford them. IKEA is recognized as a socially responsible company, and continuously supports initiatives that benefit causes such as children and the environment. Currently, IKEA has 165 stores in 31 countries, including 15 stores in the United States and nine stores in Canada. To visit the IKEA web site, please go to <http://www.ikea-us.com>.

About Save the Children

Save the Children was founded in the United States in 1932 as a nonprofit child-assistance organization to make lasting positive change in the lives of children in need. Today we work in 19 states across the United States as well as in 47 other countries in the developing world to help children and families improve their health, education and economic opportunities. We also mobilize rapid life-support assistance for children and families caught in the tragedies of natural and man-made disasters. Information concerning Save the Children Federation, Inc., including financial, licensing or charitable purpose(s) may be obtained, without cost, by writing to Save the Children Federation, Inc., Corporate Secretary, 54 Wilton Road, Westport, Connecticut 06880, by calling 1-800-728-3843 or by visiting us at www.savethechildren.org.

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Editor's note: *Between February 21 to 24, 2002, Ipsos U.S. Public Affairs interviewed a representative sample of 1,000 adults nationwide by telephone for IKEA. The margin of error is +/- 3.1%. Sub regions and demographics will have a higher margin of error. For complete detailed tables as referred to in this release, please visit: <http://www.ipsos-reid.com/media/gotous.cfm?id=1476>.*