

Ikea North America: Save the Children Study

detailed tables

1. How often did you read or were read to as a child?

		DESCRIBE SELF							OCCUPATION						EDUCATION		
	Total	Out-going	Shy/ resrv'd	Conf- ident	Trend- setter	Witty	Adven- turous	Imagin- ative	Profes- sional	Senior Exec/ Mgr	Clerica l/ Admin	Sales/ Servic es	Skilled trade/ Tech occ.	Blue- collar / Laborer	HS or less	Some College	College Degree
Base: All respondents Weighted	1000	739	432	882	214	691	631	809	194	73	71	84	118	56	294	345	353
	1000	737	449	875	217	690	634	806	184	63	74	93	123	61	310	363	319
Very often	473	359	190	414	100	346	307	402	110	31	35	35	57	17	105	185	181
	47%	49%	42%	47%	46%	50%	48%	50%	60%	50%	47%	37%	47%	27%	34%	51%	57%
Somewhat Often	254	184	112	227	67	180	179	202	52	16	19	35	31	16	88	92	72
	25%	25%	25%	26%	31%	26%	28%	25%	28%	26%	26%	37%	26%	27%	28%	25%	23%
Not Too Often	201	144	111	173	39	125	112	149	14	13	16	19	31	18	82	62	54
	20%	20%	25%	20%	18%	18%	18%	18%	8%	20%	22%	20%	25%	29%	26%	17%	17%
Not at all	59	41	30	50	11	33	31	44	6	2	3	5	3	9	31	19	9
	6%	6%	7%	6%	5%	5%	5%	5%	3%	3%	4%	5%	3%	15%	10%	5%	3%
(DK/NS)	12	9	7	12	1	6	6	10	1	1	1	0	0	1	5	4	3
	1%	1%	1%	1%	0	1%	1%	1%	1%	1%	1%	-	-	2%	2%	1%	1%
Top2Box (Often)	727	543	302	641	167	527	486	603	162	48	55	69	89	33	192	277	253
	73%	74%	67%	73%	77%	76%	77%	75%	88%	76%	73%	74%	72%	54%	62%	77%	79%
Low2Box (Not often)	260	185	141	223	49	157	142	193	20	15	19	24	34	27	113	81	63
	26%	25%	31%	25%	23%	23%	22%	24%	11%	23%	25%	26%	28%	44%	36%	22%	20%

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2. How often did you read or were read to as a child?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L
Overlap formulae used.

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	500	500	255	413	323	214	297	389	196	234	354	216
Weighted	1000	480	520	318	398	274	296	267	340	196	234	354	216
Very often	473 47%	200 42%	273 53% A	142 45%	185 47%	142 52%	122 41%	120 45%	178 52% F	91 46%	117 50%	155 44%	110 51%
Somewhat Often	254 25%	137 29%	117 22% B	100 31% E	103 26% E	49 18%	76 26%	73 27%	80 24%	56 28% J	47 20%	100 28% J	52 24%
Not Too Often	201 20%	109 23%	92 18%	56 18%	85 21%	57 21%	71 24%	54 20%	66 19%	40 20%	51 22%	71 20%	40 19%
Not at all	59 6%	28 6%	31 6%	18 6%	23 6%	17 6%	22 7%	18 7%	13 4%	8 4%	17 7%	22 6%	12 5%
(DK/NS)	12 1%	5 1%	7 1%	1 0	2 0	9 3% CD	5 2%	2 1%	3 1%	2 1%	3 1%	6 2%	2 1%
Top2Box (Often)	727 73%	337 70%	390 75%	242 76%	288 72%	192 70%	198 67%	193 72%	259 76% F	147 75%	164 70%	254 72%	163 75%
Low2Box (Not often)	260 26%	137 29%	123 24%	75 23%	109 27%	74 27%	93 31% H	72 27%	79 23%	47 24%	68 29%	93 26%	52 24%

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detailed tables

3. What type or types of books did you like best as a child? Would you describe them as...?

	DESCRIBE SELF								OCCUPATION					
	Total	Out-going	Shy/ resrv'd	Conf- ident	Trend- setter	Witty	Adven- turous	Imagin- ative	Profes- sional	Senior Exec/ Mgr	Clerica I/ Admin	Sales/ Servic es	Skilled trade/ Tech occ.	Blue- collar / Laborer
Base: All respondents Weighted	1000	739	432	882	214	691	631	809	194	73	71	84	118	56
	1000	737	449	875	217	690	634	806	184	63	74	93	123	61
Children's classics	359 36%	252 34%	161 36%	315 36%	71 33%	260 38%	216 34%	299 37%	75 41%	15 24%	30 40%	39 42%	36 29%	12 20%
Adventure stories	340 34%	254 34%	151 34%	298 34%	73 34%	245 35%	232 37%	293 36%	67 37%	25 39%	19 26%	27 29%	48 39%	15 25%
Fairy Tales	306 31%	223 30%	154 34%	255 29%	65 30%	208 30%	177 28%	246 31%	52 28%	16 25%	29 39%	23 24%	29 24%	14 23%
Mysteries	280 28%	215 29%	123 27%	247 28%	48 22%	190 28%	180 28%	223 28%	52 28%	18 28%	24 33%	25 27%	28 23%	8 13%
History books	216 22%	153 21%	98 22%	191 22%	53 25%	158 23%	137 22%	188 23%	34 18%	19 30%	7 9%	14 15%	28 23%	10 17%
Science Fiction books	188 19%	130 18%	89 20%	173 20%	43 20%	137 20%	133 21%	169 21%	39 21%	12 19%	6 8%	14 15%	35 29%	21 34%
Educational books	163 16%	120 16%	80 18%	147 17%	40 18%	115 17%	106 17%	141 18%	33 18%	11 18%	8 11%	8 8%	21 17%	7 12%
Autobiographies	122 12%	90 12%	52 12%	105 12%	24 11%	86 12%	76 12%	99 12%	19 10%	9 15%	8 11%	6 6%	14 11%	3 4%
Other	33 3%	25 3%	12 3%	28 3%	5 2%	23 3%	21 3%	24 3%	8 5%	3 5%	2 3%	1 1%	6 5%	2 3%
Did not read as a child	13 1%	11 1%	5 1%	12 1%	5 2%	9 1%	10 2%	11 1%	1 0	1 1%	0 -	2 2%	0 -	2 3%
(DK/NS)	13 1%	11 1%	7 2%	11 1%	2 1%	6 1%	8 1%	8 1%	0 -	0 -	1 1%	1 1%	1 1%	2 3%

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4. What type or types of books did you like best as a child? Would you describe them as...?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L
Overlap formulae used.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	500	500	255	413	323	214	297	389	196	234	354	216
Weighted	1000	480	520	318	398	274	296	267	340	196	234	354	216
Children's classics	359 36%	129 27%	229 44%	112 35%	134 34%	108 39%	110 37%	101 38%	108 32%	76 39%	71 30%	119 34%	92 43%
Adventure stories	340 34%	182 38%	158 30%	100 31%	130 33%	109 40%	92 31%	88 33%	124 37%	72 37%	73 31%	111 31%	84 39%
Fairy Tales	306 31%	93 19%	213 41%	89 28%	109 27%	104 38%	90 30%	96 36%	90 27%	54 28%	74 31%	106 30%	72 33%
Mysteries	280 28%	92 19%	189 36%	89 28%	111 28%	78 28%	86 29%	71 27%	90 27%	57 29%	57 24%	107 30%	59 28%
History books	216 22%	134 28%	82 16%	42 13%	90 23%	83 30%	64 22%	56 21%	72 21%	40 20%	43 18%	83 23%	51 24%
Science Fiction books	188 19%	133 28%	55 11%	73 23%	80 20%	34 13%	58 20%	53 20%	57 17%	38 19%	39 17%	71 20%	41 19%
Educational books	163 16%	84 18%	79 15%	43 13%	60 15%	58 21%	46 15%	42 16%	56 16%	32 16%	34 14%	65 18%	33 15%
Autobiographies	122 12%	48 10%	74 14%	19 6%	46 12%	57 21%	30 10%	34 13%	45 13%	22 11%	22 9%	45 13%	33 15%
Other	33 3%	21 4%	12 2%	12 4%	11 3%	9 3%	11 4%	9 3%	8 2%	7 3%	10 4%	12 3%	4 2%
Did not read as a child	13 1%	11 2%	3 1%	5 1%	3 1%	6 2%	9 3%	1 0	3 1%	1 0	2 1%	7 2%	3 1%
(DK/NS)	13 1%	7 2%	5 1%	0 -	5 1%	8 3%	7 2%	2 1%	3 1%	1 0	4 2%	5 2%	2 1%

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5. Who is the current secretary of state? Is it...?

		FREQUENCY READ TO AS CHILD	
	Total	Vry/Smwt often	Not often/at all
Base: All respondents	1000	725	261
Weighted	1000	727	260
Colin Powell	674 67%	501 69%	165 63%
Donald Rumsfeld	176 18%	128 18%	47 18%
Condoleezza Rice	81 8%	58 8%	22 8%
Harrison Ford	6 1%	5 1%	1 0
(DK/NS)	62 6%	34 5%	26 10%

detailed tables

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detailed tables

6. What is your favorite leisure activity?

	Total	FREQUENCY READ TO AS CHILD		BEST LIKED BOOKS AS CHILD							
		Vry/Smwt often	Not often/at all	Mysteries	Adven - ture	Autobio- graphies	Fairy Tales	Educa- tional	History	Chldm's classics	Science Fiction
Base: All respondents	1000	725	261	277	348	133	311	169	228	354	183
Weighted	1000	727	260	280	340	122	306	163	216	359	188
Reading	244	194	49	89	97	47	100	59	65	121	42
	24%	27%	19%	32%	29%	38%	33%	36%	30%	34%	22%
Outdoors (Camping, Fishing)	131	99	32	32	49	13	30	13	44	46	23
	13%	14%	12%	11%	14%	10%	10%	8%	20%	13%	12%
Sports	100	76	24	28	46	9	27	27	24	32	26
	10%	10%	9%	10%	14%	8%	9%	17%	11%	9%	14%
Watching TV	70	45	25	12	26	6	19	13	15	27	18
	7%	6%	10%	4%	8%	5%	6%	8%	7%	8%	10%
Golfing	61	41	18	12	26	6	13	10	17	15	11
	6%	6%	7%	4%	8%	5%	4%	6%	8%	4%	6%
Computer Games/Internet	54	42	11	15	18	3	15	14	13	20	20
	5%	6%	4%	5%	5%	3%	5%	9%	6%	6%	10%
Arts & Crafts	50	32	18	20	19	10	25	10	11	19	7
	5%	4%	7%	7%	6%	8%	8%	6%	5%	5%	4%
Gardening	48	33	14	15	15	8	20	15	13	25	10
	5%	5%	6%	6%	5%	6%	7%	9%	6%	7%	5%
Movies	46	33	11	15	15	6	13	7	6	18	9
	5%	5%	4%	5%	4%	5%	4%	4%	3%	5%	5%
Working Out/Exercising	43	30	12	12	12	4	15	4	9	16	6
	4%	4%	5%	4%	4%	3%	5%	3%	4%	5%	3%
Fishing	29	18	11	4	6	2	8	3	8	6	5
	3%	2%	4%	1%	2%	1%	2%	2%	4%	2%	3%
Spending Time With Family	28	23	4	6	9	3	10	5	5	14	5
	3%	3%	2%	2%	3%	2%	3%	3%	2%	4%	3%
Music	27	20	7	9	13	5	9	10	6	16	6
	3%	3%	3%	3%	4%	4%	3%	6%	3%	4%	3%
Travel	24	20	3	8	13	4	15	9	4	19	5
	2%	3%	1%	3%	4%	3%	5%	6%	2%	5%	2%
Sewing	23	18	5	9	7	6	10	3	5	11	4
	2%	2%	2%	3%	2%	5%	3%	2%	2%	3%	2%
Socializing	22	18	4	6	6	1	4	5	1	8	7
	2%	2%	2%	2%	2%	1%	1%	3%	1%	2%	4%
Driving/ Riding a motorcycle	19	8	11	5	2	4	3	3	8	3	7
	2%	1%	4%	2%	0	3%	1%	2%	4%	1%	4%
Shopping	14	10	4	9	7	3	4	3	1	5	1
	1%	1%	2%	3%	2%	2%	1%	2%	1%	1%	0
Cooking	14	11	2	5	5	3	6	4	6	10	1
	1%	1%	1%	2%	2%	3%	2%	3%	3%	3%	1%

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6. What is your favorite leisure activity?

	Total	FREQUENCY READ TO AS CHILD		BEST LIKED BOOKS AS CHILD							
		Vry/Smwt often	Not often/at all	Mysteries	Adven - ture	Autobio- graphsies	Fairy Tales	Educa- tional	History	Chldm's classics	Science Fiction
Walking	13 1%	11 1%	2 1%	3 1%	2 0	4 3%	4 1%	2 1%	2 1%	3 1%	3 2%
Playing a musical instrument	12 1%	10 1%	2 1%	3 1%	6 2%	3 2%	1 0	4 3%	4 2%	4 1%	6 3%
Listening to music	12 1%	10 1%	2 1%	2 1%	6 2%	1 1%	4 1%	4 3%	1 0	3 1%	3 1%
Self Improvement (Exercise)	11 1%	9 1%	2 1%	4 1%	2 1%	1 1%	3 1%	4 2%	2 1%	2 1%	1 0
Skiing	10 1%	9 1%	1 0	3 1%	3 1%	1 1%	5 2%	3 2%	3 2%	6 2%	4 2%
Swimming	9 1%	8 1%	1 0	5 2%	4 1%	1 0	3 1%	2 1%	2 1%	4 1%	2 1%
Biking	9 1%	4 1%	4 2%	2 1%	1 0	1 1%	2 1%	0 -	0 -	0 -	4 2%
Woodworking	7 1%	3 0	4 2%	1 0	4 1%	3 3%	4 1%	2 1%	5 2%	4 1%	1 1%
Collecting	7 1%	4 1%	3 1%	2 1%	2 1%	1 1%	1 0	0 -	1 0	5 1%	1 0
Dining	6 1%	5 1%	1 0	3 1%	5 2%	2 1%	3 1%	1 0	2 1%	2 1%	1 0
Organizing/redecorating your home	6 1%	4 1%	1 1%	2 1%	3 1%	0 -	3 1%	0 -	0 -	3 1%	1 1%
Visiting Museums	5 0	4 0	1 0	3 1%	3 1%	1 1%	3 1%	1 1%	2 1%	4 1%	2 1%
Photography	5 0	3 0	2 1%	1 0	3 1%	1 1%	4 1%	2 1%	3 1%	4 1%	2 1%
Attending live music performances	3 0	3 0	1 0	0 -	2 0	0 -	1 0	1 1%	1 0	3 1%	0 -
Theatre	2 0	2 0	1 0	1 1%	2 0	0 -	1 0	0 -	0 -	1 0	0 -
Antique Shopping	2 0	2 0	0 -	2 1%	1 0	0 -	0 -	0 -	0 -	0 -	0 -
Other	70 7%	51 7%	19 7%	16 6%	22 7%	10 8%	18 6%	9 5%	15 7%	18 5%	13 7%
None	4 0	1 0	2 1%	0 -	0 -	0 -	2 1%	1 1%	1 1%	1 0	0 -
(DK/NS)	14 1%	6 1%	6 2%	3 1%	5 1%	0 -	5 1%	1 1%	2 1%	0 -	0 -

Ikea North America: Save the Children Study

YES SUMMARY TABLE

7. Would you describe yourself as

	Total	BEST LIKED BOOKS AS CHILD							
		Mysteries	Adven - ture	Autobio- ographies	Fairy Tales	Educa- tional	History	Chldrn's classics	Science Fiction
Base: All respondents Weighted	1000	277	348	133	311	169	228	354	183
	1000	280	340	122	306	163	216	359	188
Confident	875	247	298	105	255	147	191	315	173
	87%	88%	88%	86%	83%	90%	88%	88%	92%
Imaginative	806	223	293	99	246	141	188	299	169
	81%	80%	86%	81%	80%	86%	87%	83%	90%
Outgoing	737	215	254	90	223	120	153	252	130
	74%	77%	75%	74%	73%	73%	71%	70%	69%
Witty	690	190	245	86	208	115	158	260	137
	69%	68%	72%	70%	68%	71%	73%	72%	73%
Adventurous	634	180	232	76	177	106	137	216	133
	63%	64%	68%	62%	58%	65%	63%	60%	71%
Shy or reserved	449	123	151	52	154	80	98	161	89
	45%	44%	44%	43%	50%	49%	45%	45%	47%
A trendsetter	217	48	73	24	65	40	53	71	43
	22%	17%	22%	20%	21%	25%	25%	20%	23%

detailed tables

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detailed tables

YES SUMMARY TABLE

8. Which of the following books did you read when you were 9 to 12, that is when you were in the 5th to 8th grade?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L
Overlap formulae used.

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	500	500	255	413	323	214	297	389	196	234	354	216
Weighted	1000	480	520	318	398	274	296	267	340	196	234	354	216
Alice's Adventures in Wonderland by Lewis Carroll	620	254	366	166	245	203	190	158	211	113	130	239	138
	62%	53%	70% A	52%	61% C	74% CD	64%	59%	62%	58%	56%	68% IJ	64%
Charlotte's Web by E.B. White	607	265	342	260	253	91	189	160	218	110	143	211	142
	61%	55%	66% A	82% DE	64% E	33%	64%	60%	64%	56%	61%	60%	66%
The Hardy Boys Series	518	278	240	139	225	149	147	134	190	98	123	191	106
	52%	58% B	46%	44%	57% C	54% C	50%	50%	56%	50%	52%	54%	49%
The Nancy Drew Series	490	134	355	134	205	145	146	133	166	93	116	170	110
	49%	28%	68% A	42%	51% C	53% C	49%	50%	49%	47%	50%	48%	51%
Little House Books by Laura Ingalls Wilder	374	101	273	124	145	100	124	107	115	73	92	130	79
	37%	21%	53% A	39%	36%	36%	42%	40%	34%	37%	39%	37%	36%
Charlie and The Chocolate Factory by Roald Dahl	348	158	190	184	118	43	116	92	118	63	72	130	82
	35%	33%	37%	58% DE	30% E	16%	39%	34%	35%	32%	31%	37%	38%
Stuart Little by E.B. White	220	89	131	86	96	34	72	53	79	48	35	80	57
	22%	19%	25% A	27% E	24% E	13%	24%	20%	23%	24% J	15%	23% J	26% J
James and the Giant Peach by Roald Dahl	191	100	91	116	51	23	77	47	55	33	40	65	53
	19%	21%	18%	36% DE	13%	8%	26% GH	17%	16%	17%	17%	18%	24%
Ramona the Pest by Beverly Cleary	182	48	134	121	41	21	63	51	59	34	44	66	38
	18%	10%	26% A	38% DE	10%	8%	21%	19%	17%	18%	19%	19%	18%
Encyclopedia Brown by Donald J Sobol	158	81	77	89	55	13	39	46	56	28	33	61	36
	16%	17%	15%	28% DE	14% E	5%	13%	17%	16%	14%	14%	17%	16%
Tales of a Fourth Grade Nothing by Judy Blume	154	46	107	112	27	13	44	50	51	26	41	42	44
	15%	10%	21% A	35% DE	7%	5%	15%	19%	15%	13%	18%	12%	20% K

YES SUMMARY TABLE

9. Which of the following books did you read when you were 9 to 12, that is when you were in the 5th to 8th grade?

	Total	TYPE OF MUSIC ENJOY									EDUCATION		
		Classi -cal	Heavy Metal	Blues/ Jazz	Coun - try	Alter- native	Pop	Heavy Metal	Blues/ Jazz	Coun - try	HS or Less	Some College	College Degree
Base: All respondents Weighted	1000	629	631	259	574	421	614	186	625	546	294	345	353
	1000	610	645	295	564	458	616	207	619	534	310	363	319
Alice's Adventures in Wonderland by Lewis Carroll	620	409	383	188	367	288	385	116	395	334	195	225	194
	62%	67%	59%	64%	65%	63%	62%	56%	64%	63%	63%	62%	61%
Charlotte's Web by E.B. White	607	349	446	227	338	326	407	163	380	312	189	234	182
	61%	57%	69%	77%	60%	71%	66%	79%	61%	58%	61%	65%	57%
The Hardy Boys Series	518	324	325	135	286	239	315	94	325	285	147	193	174
	52%	53%	50%	46%	51%	52%	51%	46%	52%	53%	47%	53%	55%
The Nancy Drew Series	490	324	307	142	282	226	328	74	311	272	141	182	164
	49%	53%	48%	48%	50%	49%	53%	36%	50%	51%	45%	50%	51%
Little House Books by Laura Ingalls Wilder	374	231	241	126	206	179	243	67	226	226	108	150	111
	37%	38%	37%	43%	37%	39%	40%	33%	37%	42%	35%	41%	35%
Charlie and The Chocolate Factory by Roald Dahl	348	207	253	158	190	204	239	92	218	165	108	133	104
	35%	34%	39%	54%	34%	45%	39%	44%	35%	31%	35%	37%	32%
Stuart Little by E.B. White	220	141	169	85	127	129	152	54	141	110	52	90	76
	22%	23%	26%	29%	22%	28%	25%	26%	23%	21%	17%	25%	24%
James and the Giant Peach by Roald Dahl	191	110	137	101	108	119	130	52	115	85	70	76	45
	19%	18%	21%	34%	19%	26%	21%	25%	19%	16%	22%	21%	14%
Ramona the Pest by Beverly Cleary	182	102	138	87	102	122	133	52	111	88	46	80	57
	18%	17%	21%	30%	18%	27%	22%	25%	18%	16%	15%	22%	18%
Encyclopedia Brown by Donald J Sobol	158	101	116	66	95	93	111	35	99	69	33	59	64
	16%	17%	18%	22%	17%	20%	18%	17%	16%	13%	11%	16%	20%
Tales of a Fourth Grade Nothing by Judy Blume	154	77	121	70	87	95	115	47	88	68	33	64	55
	15%	13%	19%	24%	15%	21%	19%	23%	14%	13%	11%	18%	17%

10. What is your current occupation?

	Total	BEST LIKED BOOKS AS CHILD							
		Mysteries	Adven - ture	Autobio- graphies	Fairy Tales	Educa- tional	History	Chldrn's classics	Science Fiction
Base: Work full/part time Weighted	647	164	219	71	181	97	128	219	127
	650	167	217	64	176	93	120	224	133
MISCELLANEOUS (Net)	426	117	146	41	123	70	79	161	91
	66%	70%	67%	64%	70%	75%	66%	72%	69%
--Teacher/ Instructor/ Professor/ Education	65	20	22	12	26	10	10	29	7
	10%	12%	10%	18%	15%	11%	8%	13%	5%
--Sales	42	11	18	4	11	6	9	15	10
	6%	6%	8%	7%	6%	7%	8%	7%	7%
--Manager	36	10	11	5	9	8	10	13	8
	6%	6%	5%	8%	5%	9%	8%	6%	6%
--Software/ Netware Development	22	3	8	2	5	5	4	8	9
	3%	2%	4%	3%	3%	5%	3%	4%	7%
--Student	17	7	8	0	4	6	3	13	4
	3%	4%	4%	-	2%	7%	2%	6%	3%
--Engineer	15	1	9	1	2	2	2	2	5
	2%	1%	4%	1%	1%	2%	2%	1%	4%
--Self-employed (unspecified)	13	1	4	0	4	1	1	1	0
	2%	1%	2%	-	2%	1%	1%	0	-
--Government employee (unspecified)	13	6	4	0	4	1	1	3	0
	2%	4%	2%	-	2%	1%	0	1%	-
--Administrative assistant	13	6	4	2	2	1	0	7	1
	2%	3%	2%	3%	1%	1%	-	3%	1%
--Lawyer/ Attorney	12	4	6	2	5	3	5	8	2
	2%	2%	3%	4%	3%	3%	4%	3%	1%
--Secretary	12	7	0	2	4	2	2	4	0
	2%	4%	-	3%	3%	2%	1%	2%	-
--Cook/ Chef	10	1	3	1	1	0	1	5	2
	2%	1%	1%	1%	0	-	1%	2%	1%
--Cashier	10	4	1	1	2	0	1	4	2
	1%	2%	0	2%	1%	-	1%	2%	2%
--Security Services	9	3	5	1	1	1	4	3	5
	1%	2%	2%	2%	1%	1%	3%	1%	4%
--Consultant	8	2	3	1	1	1	4	2	2
	1%	1%	1%	1%	0	1%	3%	1%	2%
--Entertainment	7	4	5	3	3	1	2	3	2
	1%	2%	2%	4%	1%	1%	1%	2%	1%
--Electrician	7	0	3	0	3	1	0	0	3
	1%	-	1%	-	2%	1%	-	-	2%
--Esthetician/ Hairstylist	7	0	2	1	5	0	1	3	1
	1%	-	1%	1%	3%	-	1%	1%	1%

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10. What is your current occupation?

detailed tables

	Total	BEST LIKED BOOKS AS CHILD							
		Mysteries	Adven - ture	Autobio- ographies	Fairy Tales	Educa- tional	History	Chldrn's classics	Science Fiction
--Military	5 1%	0 -	3 1%	0 -	0 -	0 -	1 1%	0 -	4 3%
--Self-Employed/ CEO/ President (all other mentions)	5 1%	2 1%	2 1%	0 -	0 -	0 -	1 1%	1 0	1 1%
--Research (all mentions)	5 1%	3 2%	2 1%	1 1%	2 1%	1 1%	1 1%	3 1%	2 1%
--Minister/ clergy	4 1%	2 1%	1 0	1 1%	0 -	0 -	0 -	3 1%	1 1%
--Social worker	3 1%	0 -	1 0	0 -	1 1%	1 1%	0 -	2 1%	2 1%
--Painter	3 0	1 0	0 -	0 -	2 1%	1 1%	1 1%	1 0	0 -
--Other miscellaneous mentions	85 13%	21 13%	23 11%	2 4%	25 14%	19 20%	17 14%	28 12%	20 15%
LABORER (Net)	115 18%	22 13%	39 18%	11 18%	21 12%	11 12%	27 22%	24 11%	30 23%
--Construction	18 3%	3 1%	9 4%	3 4%	3 2%	3 3%	3 3%	2 1%	6 4%
--Factory worker	14 2%	1 1%	4 2%	2 3%	2 1%	1 1%	1 1%	3 1%	3 2%
--Laborer/ Technician (unsp)	9 1%	2 1%	5 2%	2 3%	1 1%	0 -	2 2%	2 1%	4 3%
--Truck driver	9 1%	2 1%	2 1%	0 -	1 1%	0 -	3 3%	2 1%	2 1%
--Waiter/ Waitress	9 1%	4 3%	1 0	0 -	1 0	0 -	2 1%	1 1%	2 1%
--Maintenance/ Repair	7 1%	0 -	4 2%	1 1%	1 0	1 1%	2 1%	2 1%	1 1%
--Custodian/ Janitor	7 1%	1 1%	0 -	0 -	0 -	1 2%	1 1%	2 1%	1 1%
--Machinist/ Equipment Operator	6 1%	0 -	3 1%	2 3%	2 1%	0 -	2 1%	1 1%	1 1%
--Landscape	3 0	0 -	1 1%	0 -	0 -	0 -	1 1%	1 1%	0 -
--Aircraft Mechanic/ Techniician	3 0	1 0	2 1%	0 -	1 1%	1 1%	1 1%	0 -	0 -
--Mechanic (unsp)	3 0	1 0	0 -	0 -	0 -	1 1%	1 1%	0 -	2 1%
--Other laborer mentions	29 4%	7 4%	9 4%	2 3%	9 5%	3 3%	8 6%	6 3%	9 7%
MEDICAL INDUSTRY (Net)	71 11%	20 12%	24 11%	9 13%	21 12%	10 11%	9 8%	28 12%	8 6%

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10. What is your current occupation?

detailed tables

	Total	BEST LIKED BOOKS AS CHILD							
		Mysteries	Adven - ture	Autobio- graphies	Fairy Tales	Educa- tional	History	Chldrn's classics	Science Fiction
--Nurse/ Registered nurse	21 3%	4 3%	7 3%	2 3%	4 2%	3 3%	4 3%	9 4%	4 3%
--Medical assistant	14 2%	5 3%	5 2%	2 3%	7 4%	4 4%	0 -	6 3%	2 1%
--Medical field (unsp)	7 1%	3 2%	5 2%	2 3%	4 2%	0 -	0 -	4 2%	0 -
--Homecare Worker	4 1%	3 2%	1 1%	0 -	0 -	0 -	1 1%	1 0	0 -
--Medical Administration	4 1%	0 -	2 1%	0 -	0 -	0 -	2 1%	2 1%	0 -
--Doctor	4 1%	1 1%	3 1%	2 3%	1 1%	0 -	1 1%	2 1%	1 1%
--Mental Health Professional	3 1%	1 1%	0 -	0 -	1 0	0 -	0 -	2 1%	0 -
--Medical/ Lab Technician	3 0	0 -	0 -	0 -	1 1%	2 2%	0 -	0 -	0 -
--Other medical industry mentions	12 2%	3 2%	2 1%	2 3%	3 2%	2 2%	2 1%	2 1%	2 1%
FINANCIAL INDUSTRY (Net)	32 5%	9 6%	8 4%	3 5%	7 4%	2 3%	4 4%	11 5%	2 1%
--Accountant/ CPA	11 2%	5 3%	1 0	0 -	2 1%	0 -	1 1%	3 1%	0 -
--Insurance agent	8 1%	1 1%	3 1%	1 1%	3 2%	1 1%	1 1%	3 2%	1 1%
--Loan officer	3 0	0 -	2 1%	0 -	0 -	1 1%	0 -	0 -	0 -
--Financial analyst	2 0	1 0	1 0	1 1%	0 -	1 1%	1 1%	1 0	1 1%
--Other financial industry mentions	9 1%	2 1%	2 1%	2 3%	1 1%	0 -	2 2%	4 2%	0 -
(DK/NS)	6 1%	0 -	0 -	0 -	3 2%	0 -	1 1%	1 0	1 1%

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detailed tables

11. We would also like to have just a general idea of what type of occupation you have. Which one of the following best describes your current job?

	Total	FREQUENCY READ TO AS CHILD		BEST LIKED BOOKS AS CHILD							
		Vry/Smwt often	Not often/at all	Mysteries	Adven - ture	Autobio- graphsies	Fairy Tales	Educa- tional	History	Chldm's classics	Science Fiction
Base: Work full/part time Weighted	647	490	151	164	219	71	181	97	128	219	127
	650	492	154	167	217	64	176	93	120	224	133
Professional such as a doctor, lawyer, engineer or accountant	184	162	20	52	67	19	52	33	34	75	39
	28%	33%	13%	31%	31%	30%	29%	35%	28%	34%	30%
A skilled trade or technical occupation	123	89	34	28	48	14	29	21	28	36	35
	19%	18%	22%	17%	22%	22%	17%	23%	23%	16%	27%
Sales or services such as retail, restaurants, hairdressers or bus drivers	93	69	24	25	27	6	23	8	14	39	14
	14%	14%	16%	15%	12%	9%	13%	8%	12%	17%	10%
Clerical or administrative	74	55	19	24	19	8	29	8	7	30	6
	11%	11%	12%	15%	9%	13%	17%	9%	6%	13%	5%
Senior Executive or Manager	63	48	15	18	25	9	16	11	19	15	12
	10%	10%	10%	11%	11%	14%	9%	12%	16%	7%	9%
Blue-collar work or laborer	61	33	27	8	15	3	14	7	10	12	21
	9%	7%	17%	5%	7%	4%	8%	8%	9%	6%	16%
Farming or fishing	4	3	1	0	2	0	1	0	2	0	0
	1%	1%	1%	-	1%	-	1%	-	2%	-	-
Other	43	28	14	9	14	5	10	5	6	15	6
	7%	6%	9%	6%	6%	8%	6%	5%	5%	7%	4%
(DK/NS)	5	5	0	3	0	0	2	0	0	2	0
	1%	1%	-	2%	-	-	1%	-	-	1%	-

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12. How many hours would you say you spend with this child/these children on an average day?

detailed tables

	Total	BEST LIKED BOOKS AS CHILD							
		Mysteries	Adven - ture	Autobio- graphies	Fairy Tales	Educa- tional	History	Chldrn's classics	Science Fiction
Base: Have children under 18	337	89	100	31	86	42	68	112	64
Weighted	352	96	101	33	92	44	68	119	68
NONE	17 5%	1 1%	2 2%	1 2%	6 6%	2 4%	5 7%	6 5%	3 5%
Less than one hour	6 2%	2 2%	3 3%	1 3%	2 2%	1 2%	2 2%	2 2%	2 3%
1 to 2 hours	29 8%	5 6%	11 11%	3 8%	10 10%	4 9%	10 14%	10 9%	5 8%
3 hours	37 11%	6 6%	14 13%	0 -	4 4%	8 18%	5 7%	8 7%	12 18%
4 hours	44 12%	9 10%	9 9%	4 13%	7 8%	6 13%	14 20%	9 8%	11 16%
5 hours	37 11%	13 14%	13 13%	4 12%	9 10%	3 6%	3 4%	10 8%	5 7%
6 hours	55 16%	15 16%	16 16%	4 11%	17 19%	7 16%	12 17%	18 15%	8 12%
7 to 8 hours	50 14%	18 19%	14 14%	5 15%	9 10%	0 -	6 9%	17 14%	7 10%
9 to 12 hours	32 9%	12 12%	9 8%	4 12%	8 9%	6 14%	5 7%	11 10%	8 12%
More than 12 hours	39 11%	14 14%	8 8%	7 23%	19 21%	8 18%	8 12%	25 21%	7 10%
(DK/NS)	5 1%	1 1%	2 2%	0 -	1 1%	0 -	0 -	2 2%	0 -
Mean	6.9	8.0	6.3	8.8	8.3	7.3	6.5	8.4	6.4
Median	5.0	5.7	4.8	6.0	5.5	4.8	4.0	5.7	4.2

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13. How many hours a week do you work? Would you say...?

detailed tables

	Total	FREQUENCY READ TO AS CHILD		BEST LIKED BOOKS AS CHILD							
		Vry/Smwt often	Not often/at all	Mysteries	Adven - ture	Autobio- graphies	Fairy Tales	Educa- tional	History	Chldm's classics	Science Fiction
Base: Work full/part time Weighted	647	490	151	164	219	71	181	97	128	219	127
	650	492	154	167	217	64	176	93	120	224	133
Less than 20 hours	38 6%	31 6%	8 5%	15 9%	9 4%	3 4%	10 6%	4 4%	7 6%	15 7%	7 6%
20 to less than 30 hours	63 10%	50 10%	13 9%	20 12%	32 15%	4 6%	14 8%	10 10%	6 5%	24 11%	9 7%
30 to less than 40 hours	138 21%	102 21%	35 23%	31 18%	39 18%	13 20%	45 25%	18 19%	20 16%	59 26%	20 15%
40 to less than 50 hours	304 47%	230 47%	72 47%	71 43%	105 48%	34 52%	83 47%	52 56%	60 50%	96 43%	66 50%
50 to less than 60 hours	72 11%	54 11%	18 11%	19 11%	20 9%	4 6%	14 8%	5 5%	16 14%	20 9%	24 18%
More than 60 hours per week	29 4%	22 4%	7 4%	9 5%	9 4%	6 9%	7 4%	4 4%	10 8%	8 4%	4 3%
(DK/NS)	6 1%	4 1%	2 1%	3 2%	3 1%	1 2%	4 2%	1 2%	1 1%	2 1%	2 2%

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YES SUMMARY TABLE

14. How would you define your relationship with your spouse?

		FREQUENCY READ TO AS CHILD	
	Total	Vry/Smw often	Not often/at all
Base: Married respondents	573	404	159
Weighted	530	375	147
Loving	496 94%	350 93%	139 95%
Open or a friendship	478 90%	340 91%	133 91%
Romantic	409 77%	293 78%	110 75%
Adventurous	280 53%	208 55%	68 46%
Hot and Cold	184 35%	123 33%	59 40%
Argumentative	125 24%	80 21%	44 30%
None of the above	12 2%	9 2%	3 2%

detailed tables