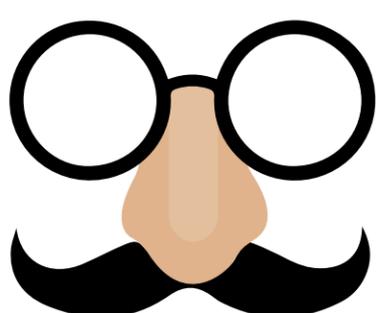


What Kids Want In Books

When Reading for Fun, Kids Ages 6-17 Say They Want Books That:



70%
Make me laugh



54% Let me use my imagination



48% Tell a **made-up** story



43% Have **characters** I wish I could be like because they're **smart, strong** or **brave**



43% Teach me something new



41% Have a **mystery** or **problem to solve**

73% of kids ages 6-17 say
*I would read more
if I could find more books that I like.*

Kids Ages 6-8

Are more likely than older kids to want: books with **characters** that **look like them**

Favorites:
• Junie B. Jones
• Dr. Seuss
• Magic Tree House

Kids Ages 9-11

Are more likely than younger kids to want: books that have a **mystery** or **problem to solve**

Favorites:
• Diary of a Wimpy Kid
• Harry Potter
• Captain Underpants

Kids Ages 12-14

Are more likely than older kids to want: books with **smart, strong** or **brave** characters

Favorites:
• Harry Potter
• The Hunger Games
• Diary of a Wimpy Kid

Kids Ages 15-17

Are more likely than younger kids to want: books that **let them forget about real life** for a while

Favorites:
• Harry Potter
• Divergent
• The Hunger Games



Sneak peek from Kids & Family Reading Report™: Fifth Edition. Full report coming in January 2015.

Results from a nationally representative survey of 1,026 parents of children ages 6-17, plus one child age 6-17 from the same household, conducted August 29, 2014 through September 10, 2014, and managed by YouGov. See the full methodology at scholastic.com/readingreport