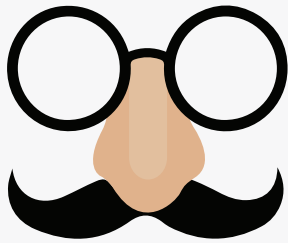


Kids & Family Reading Report™: UNITED KINGDOM

What Kids Want In Books

When Reading for Fun, Kids Ages 6–17 Say
THEY WANT BOOKS THAT:



63%
Make me **laugh**



46% Let me use my **imagination**



41% Tell a **made-up** story



41% Have characters I wish I could be like because they're **smart, strong or brave**



34% Have a **mystery** or **problem** to solve



33% **Teach** me something new



86% of kids ages 6–17 say My **favourite books** are the ones that I have **picked out myself**.

Kids Ages 6-8

Are more likely than older kids to want: books that **teach** them something new

Favourites: *Horrid Henry, Harry Potter, Diary of a Wimpy Kid*

Kids Ages 9-11

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

Favourites: *Horrid Henry, Harry Potter, Skulduggery Pleasant*

Kids Ages 12-14

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

Favourites: *The Hunger Games, Diary of a Wimpy Kid, The Fault in Our Stars*

Kids Ages 15-17

Are more likely than younger kids to want: books that are about **things they experience in their lives**

Favourites: *The Hunger Games, Harry Potter, Twilight*



Results from a nationally representative survey of 1,755 parents and children including 349 parents of children ages 0–5; 703 parents of children ages 6–17, plus one child age 6–17 from the same household, conducted June 3–June 10, 2015 and managed by YouGov. Frequent readers are defined as children who read books for fun 5–7 days a week, compared to infrequent readers who read books for fun less than one day a week. See the full methodology at scholastic.co.uk/readingreport