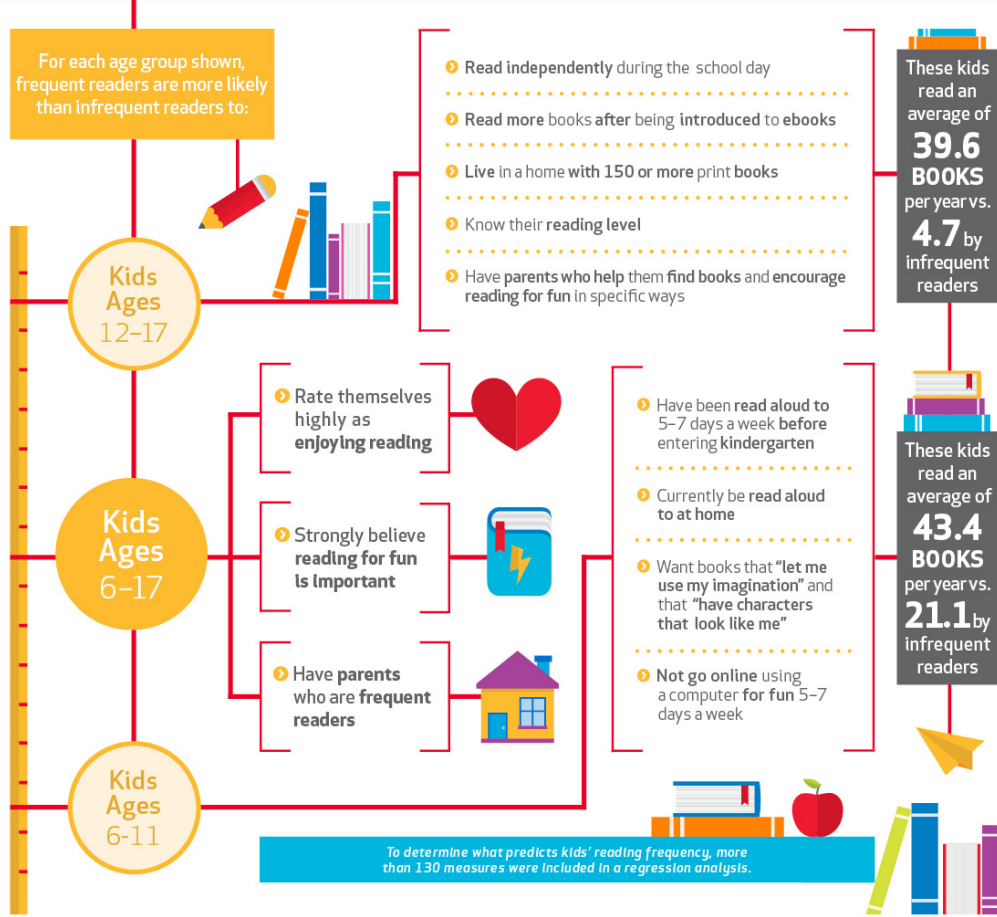


# What Makes Frequent Readers: The Most Powerful Predictors



## The Kids & Family Reading Report™: Fifth Edition

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. Frequent readers are defined as children who read books for fun 5-7 days a week, whereas infrequent readers read books for fun less than one day a week. See the full methodology at [scholastic.com/readingreport](http://scholastic.com/readingreport).

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