

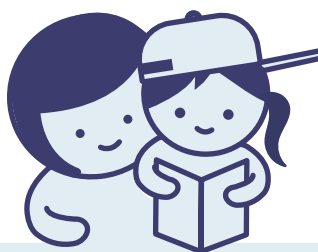
# MAKE SUMMER READING A PRIORITY

## WHY IT MATTERS



**96%**  
OF EDUCATORS AGREE

that providing year-round access to books at home is important to enhancing student achievement



**94%**  
OF PARENTS AGREE

that reading books over the summer will help their child during the school year

## THE BENEFITS OF READING

### ACCORDING TO EDUCATORS...

#### Top academic benefits:

**89%** | Builds reading comprehension

**88%** | Builds academic vocabulary

**88%** | Builds reading fluency

#### Top social-emotional benefits:

**83%** | Helps students understand people that are different than them

**81%** | Helps students develop empathy

**81%** | Helps students see themselves in characters and stories

### ACCORDING TO PARENTS AND KIDS...

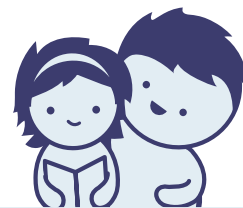
**55%** OF PARENTS



**53%** OF KIDS

say there have been times when a book helped them/their child get through a difficult time

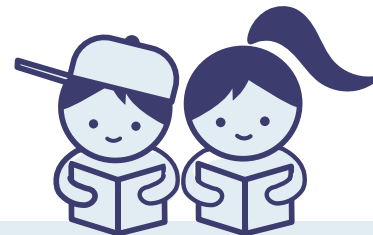
**95%** OF PARENTS



say they believe that characters in books can help their child develop the kinds of qualities they value and want to see

**74%** OF KIDS SAY

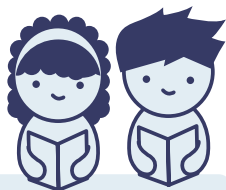
that reading fiction and nonfiction helps them understand the world



## ENCOURAGE SUMMER READING

### WHEN KIDS CHOOSE, THEY READ

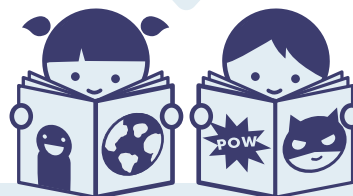
**89%**  
OF KIDS AGREE



My favorite books are the ones that I have picked out myself

### ALL FORMATS MATTER!

Graphic novels and comic books are nearly equally as popular among frequent and infrequent readers



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