YouGov Survey: Children's Books

YouGov

Sample   1034 U.S. adult citizens
Conducted   June 17 - 20, 2025
Margin of Error ±4.2%

1. Have you ever been the parent or guardian of any children under the age of 18?

Yes	50%
No	50%

2. Are you the parent or guardian of any children under the age of 10?

Yes	17%
No	83%

3. Do you have any grandchildren under the age of 10?

Yes	17%
No	83%

4. Have you ever had any grandchildren under the age of 10?

Yes	26%
No	74%

5. How important do you think it is for books to be read to children?

Very important	85%
Somewhat important	11%
Not very important	1%
Not at all important	0%
Not sure	3%

6. How do you feel about reading books out loud to children?

Love it	53%
Like it	25%
Neutral	14%
Dislike it	2%
Hate it	1%
Not sure	5%

7. How often in your life have you read books out loud to children?

Very often	30%
Somewhat often	21%
Occasionally	30%
Never	16%
Don't know	3%

8. As best as you can recall, how often were you read to when you were a child?

Very often	25%
Somewhat often	26%
Occasionally	28%
Never	13%
Don't know	8%

9. How often in the past year have you read books out loud to children?

Very often	14%
Somewhat often	13%
Occasionally	24%
Never	47%
Don't know	2%

10. Which children have you read books out loud to on a regular basis? Select all that apply.

My own children	45%
My grandchildren	20%
My siblings	7%
Relatives other than my children or grandchildren	18%
Other children	25%
None	13%

11. When reading to children, how much do you enjoy reading ...?
Among people who have ever read books out loud to children

	Love them	Like them	Neutral	Dislike them	Hate them	Not sure
Picture books	50%	34%	14%	1%	0%	2%
Rhyming books	37%	38%	19%	3%	1%	2%
Chapter books	27%	32%	30%	6%	1%	4%

12. Which topics do you particularly enjoy when reading children's books? Select all that apply.

Animals	71%
Adventure	62%
Children	51%
Families	50%
Farms	44%
Dinosaurs	39%
Fantastic creatures	38%
Ordinary life	37%
Feelings	37%
History	37%
Wilderness	33%
Space	31%
Transportation	18%
Cities	17%
None of these	5%

13. How do you feel about the following characteristics of children's books?
Among people who have ever read books out loud to children

	Very important	Somewhat important	Not very important	Not at all important	Not sure
Enjoyable to read out loud	64%	30%	2%	1%	3%
Interesting pictures	57%	35%	5%	1%	3%
An educational message	51%	38%	7%	1%	3%
Humor	42%	46%	8%	1%	3%
Not very long	29%	46%	17%	3%	5%
You know it from your own childhood	24%	41%	22%	10%	4%
Parts of it are aimed at adults	11%	27%	40%	16%	7%

14. When reading out loud to children, do you perform different voices for different characters?
Among people who have ever read books out loud to children

Always	18%
Usually	27%
Sometimes	36%
Rarely	8%
Never	8%
Not sure	3%

15. When reading out loud to children, would you prefer to read...?
Among people who have ever read books out loud to children

Books you're familiar with	48%
Books that are new to you	26%
Not sure	26%

YouGov Survey: Children's Books

16. When reading out loud to children, have you found that children usually would prefer you read. . . ?

Among people who have ever read books out loud to children

Books they're familiar with 51%
Books that are new to them 27%
Not sure 23%

Interviewing Dates	June 17 - 20, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.013, with a mean of one and a standard deviation of 0.943.
Number of respondents	1034
Margin of error	$\pm$ 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

1. Ever Had Children Under the Age of 18
Have you ever been the parent or guardian of any children under the age of 18?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	44%	56%	22%	55%	57%	62%	49%	47%	55%	*
No	50%	56%	44%	78%	45%	43%	38%	51%	53%	45%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,033)	(475)	(558)	(236)	(249)	(325)	(223)	(689)	(130)	(143)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	50%	49%	46%	57%	54%	61%	44%	56%	62%	47%	43%	53%	54%
No	50%	51%	54%	43%	46%	39%	56%	44%	38%	53%	57%	47%	46%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,033)	(371)	(400)	(262)	(455)	(345)	(388)	(287)	(252)	(203)	(207)	(405)	(218)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

2. Children Under 10

Are you the parent or guardian of any children under the age of 10?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	15%	18%	19%	43%	7%	0%	15%	19%	28%	*
No	83%	85%	82%	81%	57%	93%	100%	85%	81%	72%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,033)	(474)	(559)	(235)	(249)	(326)	(223)	(689)	(130)	(143)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	17%	21%	14%	16%	19%	15%	10%	20%	30%	12%	12%	17%	24%
No	83%	79%	86%	84%	81%	85%	90%	80%	70%	88%	88%	83%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,033)	(370)	(400)	(263)	(455)	(344)	(388)	(287)	(252)	(203)	(208)	(404)	(218)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

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3. Grandchildren Under 10
Do you have any grandchildren under the age of 10?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	15%	18%	1%	5%	28%	27%	18%	14%	8%	*
No	83%	85%	82%	99%	95%	72%	73%	82%	86%	92%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,033)	(475)	(558)	(236)	(249)	(325)	(223)	(689)	(130)	(143)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	17%	15%	14%	20%	17%	23%	16%	19%	16%	16%	18%	17%	16%
No	83%	85%	86%	80%	83%	77%	84%	81%	84%	84%	82%	83%	84%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,033)	(371)	(400)	(262)	(455)	(345)	(388)	(287)	(252)	(203)	(207)	(405)	(218)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

4. Ever Had Grandchildren Under the Age of 10
Have you ever had any grandchildren under the age of 10?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	21%	31%	3%	6%	33%	61%	28%	21%	15%	*
No	74%	79%	69%	97%	94%	67%	39%	72%	79%	85%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,031)	(475)	(556)	(236)	(247)	(325)	(223)	(687)	(130)	(143)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	26%	24%	21%	34%	29%	35%	27%	28%	24%	26%	30%	27%	21%
No	74%	76%	79%	66%	71%	65%	73%	72%	76%	74%	70%	73%	79%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,031)	(371)	(400)	(260)	(454)	(344)	(388)	(286)	(251)	(203)	(207)	(404)	(217)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

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5. Importance of Reading to Kids
How important do you think it is for books to be read to children?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	85%	79%	89%	72%	76%	94%	93%	87%	77%	78%	*
Somewhat important	11%	15%	7%	17%	20%	4%	6%	10%	12%	20%	*
Not very important	1%	1%	1%	3%	1%	0%	0%	1%	4%	0%	*
Not at all important	0%	0%	0%	1%	0%	1%	0%	0%	2%	0%	*
Not sure	3%	4%	2%	7%	2%	2%	1%	2%	5%	2%	*
Totals	100%	99%	99%	100%	99%	101%	100%	100%	100%	100%	*
Unweighted N	(1,034)	(475)	(559)	(236)	(249)	(326)	(223)	(689)	(130)	(144)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	85%	81%	84%	89%	88%	90%	84%	80%	90%	81%	85%	87%	83%
Somewhat important	11%	16%	11%	7%	9%	10%	10%	16%	9%	14%	10%	10%	12%
Not very important	1%	2%	1%	1%	2%	0%	1%	2%	0%	0%	2%	0%	2%
Not at all important	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Not sure	3%	0%	5%	3%	1%	0%	4%	1%	0%	5%	2%	3%	3%
Totals	100%	100%	101%	100%	101%	100%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,034)	(371)	(400)	(263)	(455)	(345)	(388)	(288)	(252)	(203)	(208)	(405)	(218)

5

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

6. Feelings About Reading Out Loud to Children
How do you feel about reading books out loud to children?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	53%	45%	61%	39%	52%	62%	55%	53%	53%	48%	*
Like it	25%	28%	22%	28%	24%	24%	25%	27%	20%	24%	*
Neutral	14%	16%	12%	15%	16%	11%	16%	15%	14%	16%	*
Dislike it	2%	2%	1%	4%	3%	1%	0%	2%	3%	2%	*
Hate it	1%	2%	0%	2%	0%	1%	0%	1%	0%	4%	*
Not sure	5%	6%	3%	12%	5%	1%	3%	3%	9%	7%	*
Totals	100%	99%	99%	100%	100%	100%	99%	101%	99%	101%	*
Unweighted N	(1,032)	(473)	(559)	(235)	(248)	(326)	(223)	(688)	(130)	(143)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	53%	59%	50%	52%	62%	55%	54%	51%	61%	46%	53%	58%	50%
Like it	25%	22%	26%	27%	23%	27%	21%	31%	25%	29%	19%	24%	31%
Neutral	14%	14%	14%	15%	11%	14%	16%	9%	13%	16%	19%	13%	12%
Dislike it	2%	2%	2%	1%	2%	1%	3%	1%	0%	2%	2%	1%	2%
Hate it	1%	0%	2%	1%	0%	1%	1%	2%	0%	1%	0%	2%	0%
Not sure	5%	4%	6%	4%	2%	2%	5%	6%	0%	5%	7%	3%	5%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	99%	100%	101%	100%
Unweighted N	(1,032)	(370)	(399)	(263)	(455)	(345)	(386)	(288)	(252)	(202)	(208)	(404)	(218)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

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7. Frequency Reading to Kids
How often in your life have you read books out loud to children?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	30%	21%	39%	15%	29%	39%	33%	32%	23%	26%	*
Somewhat often	21%	17%	24%	15%	21%	25%	19%	20%	16%	20%	*
Occasionally	30%	35%	26%	36%	30%	22%	37%	32%	29%	32%	*
Never	16%	26%	7%	29%	16%	12%	10%	14%	26%	19%	*
Don't know	3%	2%	3%	4%	4%	2%	1%	2%	5%	4%	*
Totals	100%	101%	99%	99%	100%	100%	100%	100%	99%	101%	*
Unweighted N	(1,034)	(475)	(559)	(236)	(249)	(326)	(223)	(689)	(130)	(144)	(71)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very often	30%	35%	23%	35%	34%	39%	26%	30%	41%	22%	33%	32%	31%
Somewhat often	21%	21%	22%	19%	23%	20%	21%	24%	21%	16%	16%	23%	25%
Occasionally	30%	28%	31%	32%	31%	30%	30%	33%	30%	37%	31%	28%	29%
Never	16%	15%	20%	12%	10%	8%	20%	13%	7%	22%	18%	15%	13%
Don't know	3%	2%	4%	2%	2%	2%	3%	0%	1%	2%	3%	3%	2%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(1,034)	(371)	(400)	(263)	(455)	(345)	(388)	(288)	(252)	(203)	(208)	(405)	(218)

8. Frequency Read to as Child
As best as you can recall, how often were you read to when you were a child?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	25%	22%	27%	31%	28%	23%	18%	28%	17%	23%	*
Somewhat often	26%	28%	24%	28%	30%	25%	21%	26%	17%	25%	*
Occasionally	28%	31%	26%	30%	27%	30%	27%	26%	45%	28%	*
Never	13%	13%	13%	6%	9%	16%	21%	12%	16%	16%	*
Don't know	8%	6%	10%	5%	7%	7%	13%	8%	5%	8%	*
Totals	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	*
Unweighted N	(1,033)	(474)	(559)	(236)	(249)	(326)	(222)	(688)	(130)	(144)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very often	25%	31%	20%	24%	33%	24%	18%	24%	35%	21%	26%	26%	25%
Somewhat often	26%	31%	23%	25%	23%	28%	24%	30%	30%	26%	23%	23%	34%
Occasionally	28%	23%	32%	29%	21%	28%	29%	30%	24%	26%	32%	30%	23%
Never	13%	10%	15%	14%	14%	12%	18%	11%	7%	17%	13%	14%	8%
Don't know	8%	5%	10%	7%	9%	7%	10%	5%	4%	9%	6%	7%	10%
Totals	100%	100%	100%	99%	100%	99%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,033)	(370)	(400)	(263)	(454)	(345)	(388)	(288)	(251)	(203)	(208)	(404)	(218)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

YouGov

9. Frequency Reading to Kids in Past Year
How often in the past year have you read books out loud to children?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	14%	10%	17%	19%	27%	11%	3%	13%	18%	24%	*
Somewhat often	13%	13%	12%	18%	23%	8%	6%	13%	9%	16%	*
Occasionally	24%	27%	23%	30%	22%	25%	21%	22%	32%	32%	*
Never	47%	49%	46%	32%	27%	54%	69%	51%	37%	26%	*
Don't know	2%	1%	2%	2%	2%	2%	1%	1%	4%	2%	*
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(876)	(376)	(500)	(180)	(209)	(282)	(205)	(593)	(103)	(120)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very often	14%	17%	11%	15%	16%	14%	11%	13%	19%	9%	13%	16%	15%
Somewhat often	13%	17%	9%	13%	11%	14%	8%	15%	19%	12%	8%	13%	16%
Occasionally	24%	25%	24%	24%	22%	23%	23%	25%	28%	23%	25%	24%	25%
Never	47%	40%	53%	48%	48%	48%	56%	46%	35%	55%	50%	46%	43%
Don't know	2%	1%	3%	1%	3%	1%	2%	1%	0%	1%	2%	2%	1%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	98%	101%	100%
Unweighted N	(876)	(314)	(329)	(233)	(393)	(307)	(312)	(259)	(232)	(169)	(177)	(340)	(190)

10. Who Read To
Which children have you read books out loud to on a regular basis? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
My own children	45%	44%	46%	29%	60%	42%	45%	43%	49%	47%	*
My grandchildren	20%	16%	24%	0%	1%	29%	41%	20%	21%	12%	*
My siblings	7%	6%	7%	19%	4%	4%	5%	5%	8%	13%	*
Relatives other than my children or grandchildren	18%	20%	17%	24%	24%	19%	9%	18%	18%	28%	*
Other children	25%	19%	30%	29%	24%	25%	24%	28%	21%	19%	*
None	13%	17%	10%	9%	9%	14%	19%	14%	15%	6%	*
Unweighted N	(878)	(376)	(502)	(180)	(210)	(283)	(205)	(595)	(103)	(120)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
My own children	45%	45%	42%	49%	48%	48%	38%	47%	56%	45%	37%	47%	50%
My grandchildren	20%	20%	17%	24%	20%	24%	22%	20%	16%	20%	28%	21%	12%
My siblings	7%	9%	7%	4%	8%	5%	7%	8%	6%	8%	11%	5%	5%
Relatives other than my children or grandchildren	18%	23%	19%	14%	22%	17%	21%	14%	22%	15%	22%	15%	23%
Other children	25%	28%	24%	23%	29%	24%	24%	23%	28%	23%	23%	24%	31%
None	13%	10%	13%	16%	11%	15%	16%	12%	9%	15%	13%	15%	9%
Unweighted N	(878)	(315)	(329)	(234)	(394)	(308)	(312)	(260)	(232)	(170)	(177)	(341)	(190)

11A. Enjoyment of Reading Book Types Out Loud — Picture books
When reading to children, how much do you enjoy reading ...?
Among people who have ever read books out loud to children

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love them	50%	39%	57%	50%	49%	50%	49%	46%	60%	55%	*
Like them	34%	39%	31%	30%	38%	34%	33%	35%	27%	36%	*
Neutral	14%	18%	10%	16%	11%	13%	15%	17%	3%	7%	*
Dislike them	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	*
Hate them	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	*
Not sure	2%	2%	1%	3%	1%	1%	2%	1%	7%	1%	*
Totals	101%	99%	100%	100%	100%	100%	100%	100%	99%	99%	*
Unweighted N	(875)	(375)	(500)	(180)	(209)	(283)	(203)	(593)	(103)	(120)	(59)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love them	50%	56%	45%	48%	57%	49%	47%	48%	56%	52%	47%	50%	49%
Like them	34%	33%	37%	33%	28%	34%	36%	35%	32%	32%	28%	39%	34%
Neutral	14%	9%	14%	17%	12%	16%	15%	14%	12%	15%	21%	9%	14%
Dislike them	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%	1%	0%
Hate them	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Not sure	2%	1%	2%	1%	2%	1%	1%	2%	0%	1%	3%	1%	2%
Totals	101%	100%	100%	100%	100%	101%	101%	100%	100%	100%	101%	101%	99%
Unweighted N	(875)	(314)	(327)	(234)	(393)	(308)	(311)	(259)	(231)	(170)	(177)	(340)	(188)

11B. Enjoyment of Reading Book Types Out Loud — Rhyming books

When reading to children, how much do you enjoy reading ...?

Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love them	37%	30%	43%	32%	39%	39%	36%	35%	48%	44%	*
Like them	38%	42%	35%	31%	40%	41%	36%	38%	37%	30%	*
Neutral	19%	20%	17%	32%	12%	15%	21%	21%	10%	16%	*
Dislike them	3%	4%	2%	3%	5%	2%	3%	3%	2%	6%	*
Hate them	1%	1%	0%	0%	2%	1%	0%	1%	0%	0%	*
Not sure	2%	2%	2%	2%	2%	2%	3%	2%	2%	4%	*
Totals	100%	99%	99%	100%	100%	100%	99%	100%	99%	100%	*
Unweighted N	(873)	(374)	(499)	(180)	(209)	(281)	(203)	(593)	(102)	(120)	(58)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love them	37%	49%	33%	31%	47%	36%	35%	39%	38%	36%	34%	39%	38%
Like them	38%	35%	36%	43%	33%	38%	38%	38%	41%	41%	32%	39%	40%
Neutral	19%	13%	25%	17%	15%	18%	21%	16%	16%	16%	28%	17%	15%
Dislike them	3%	3%	2%	5%	3%	4%	3%	5%	3%	5%	4%	3%	3%
Hate them	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%
Not sure	2%	1%	3%	3%	2%	2%	2%	1%	2%	1%	1%	2%	4%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	99%	101%	101%
Unweighted N	(873)	(315)	(326)	(232)	(392)	(307)	(309)	(259)	(231)	(170)	(177)	(337)	(189)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

11C. Enjoyment of Reading Book Types Out Loud — Chapter books
When reading to children, how much do you enjoy reading ...?
Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love them	27%	24%	29%	22%	29%	30%	26%	27%	27%	36%	*
Like them	32%	36%	29%	24%	29%	38%	31%	32%	35%	27%	*
Neutral	30%	31%	29%	34%	32%	23%	35%	34%	16%	21%	*
Dislike them	6%	5%	7%	12%	7%	5%	2%	4%	9%	9%	*
Hate them	1%	1%	1%	5%	1%	1%	0%	1%	5%	1%	*
Not sure	4%	3%	5%	3%	3%	3%	6%	3%	9%	5%	*
Totals	100%	100%	100%	100%	101%	100%	100%	101%	101%	99%	*
Unweighted N	(874)	(374)	(500)	(180)	(209)	(282)	(203)	(593)	(102)	(120)	(59)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love them	27%	39%	22%	22%	36%	27%	27%	24%	32%	28%	26%	25%	30%
Like them	32%	33%	36%	27%	33%	30%	28%	33%	37%	34%	24%	36%	30%
Neutral	30%	20%	30%	39%	23%	35%	34%	32%	24%	31%	40%	27%	25%
Dislike them	6%	5%	7%	5%	3%	4%	6%	6%	6%	6%	5%	5%	9%
Hate them	1%	0%	2%	2%	1%	0%	1%	3%	0%	0%	1%	2%	2%
Not sure	4%	3%	3%	5%	5%	4%	4%	2%	2%	1%	3%	5%	4%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(874)	(314)	(327)	(233)	(392)	(307)	(310)	(259)	(231)	(170)	(177)	(338)	(189)

12. Topics of Children's Books

Which topics do you particularly enjoy when reading children's books? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Animals	71%	71%	71%	68%	67%	68%	81%	73%	66%	71%	*
Adventure	62%	61%	62%	64%	59%	63%	60%	61%	60%	66%	*
Children	51%	40%	59%	44%	54%	51%	51%	50%	54%	58%	*
Families	50%	42%	56%	49%	52%	50%	48%	50%	58%	46%	*
Farms	44%	43%	44%	42%	38%	42%	52%	46%	27%	41%	*
Dinosaurs	39%	43%	36%	40%	35%	42%	38%	40%	33%	43%	*
Fantastic creatures	38%	37%	39%	40%	38%	45%	28%	40%	36%	35%	*
Ordinary life	37%	33%	41%	30%	36%	39%	42%	41%	35%	27%	*
Feelings	37%	23%	48%	44%	40%	37%	30%	36%	54%	36%	*
History	37%	41%	34%	28%	38%	38%	41%	38%	45%	31%	*
Wilderness	33%	34%	32%	28%	31%	38%	33%	37%	19%	27%	*
Space	31%	38%	25%	36%	29%	33%	27%	31%	31%	37%	*
Transportation	18%	19%	18%	19%	17%	21%	17%	18%	21%	19%	*
Cities	17%	17%	17%	14%	22%	18%	14%	15%	28%	21%	*
None of these	5%	6%	3%	6%	2%	4%	6%	4%	8%	4%	*
Unweighted N	(878)	(376)	(502)	(180)	(210)	(283)	(205)	(595)	(103)	(120)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Animals	71%	66%	72%	75%	74%	77%	69%	67%	77%	71%	67%	72%	73%
Adventure	62%	59%	66%	60%	65%	62%	65%	52%	69%	51%	63%	63%	65%
Children	51%	56%	45%	52%	58%	48%	49%	55%	48%	44%	46%	51%	57%
Families	50%	51%	47%	52%	55%	53%	45%	48%	60%	39%	49%	53%	53%
Farms	44%	38%	39%	54%	41%	49%	41%	43%	46%	40%	42%	44%	48%

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Dinosaurs	39%	35%	42%	40%	40%	43%	39%	36%	43%	34%	41%	38%	43%
Fantastic creatures	38%	42%	41%	32%	44%	38%	37%	35%	47%	41%	39%	30%	50%
Ordinary life	37%	44%	34%	34%	47%	37%	33%	35%	46%	36%	38%	39%	35%
Feelings	37%	53%	36%	24%	50%	28%	39%	34%	40%	27%	38%	40%	38%
History	37%	43%	34%	34%	48%	41%	33%	32%	47%	43%	33%	34%	41%
Wilderness	33%	33%	34%	33%	39%	38%	34%	26%	38%	29%	32%	33%	38%
Space	31%	33%	31%	29%	39%	29%	29%	28%	36%	29%	25%	27%	46%
Transportation	18%	21%	18%	16%	23%	19%	16%	20%	19%	18%	17%	20%	18%
Cities	17%	26%	15%	11%	26%	16%	16%	15%	21%	18%	16%	16%	19%
None of these	5%	2%	5%	6%	3%	4%	6%	4%	1%	2%	9%	4%	3%
Unweighted N	(878)	(315)	(329)	(234)	(394)	(308)	(312)	(260)	(232)	(170)	(177)	(341)	(190)

13A. Enjoyment of Book Qualities — Enjoyable to read out loud
How do you feel about the following characteristics of children's books?

Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	64%	57%	69%	53%	62%	68%	67%	61%	74%	69%	*
Somewhat important	30%	34%	27%	36%	32%	28%	25%	32%	16%	29%	*
Not very important	2%	2%	2%	4%	2%	2%	2%	2%	4%	1%	*
Not at all important	1%	2%	1%	5%	0%	1%	0%	1%	5%	0%	*
Not sure	3%	5%	2%	2%	4%	1%	6%	4%	2%	0%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	99%	*
Unweighted N	(877)	(375)	(502)	(180)	(210)	(282)	(205)	(595)	(102)	(120)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	64%	66%	59%	67%	68%	65%	64%	61%	65%	69%	60%	64%	63%
Somewhat important	30%	28%	34%	26%	26%	30%	26%	34%	31%	24%	31%	29%	33%
Not very important	2%	3%	2%	1%	2%	1%	2%	2%	2%	2%	3%	2%	0%
Not at all important	1%	2%	0%	2%	2%	1%	2%	2%	0%	3%	2%	1%	0%
Not sure	3%	1%	4%	4%	2%	2%	5%	2%	2%	1%	4%	3%	3%
Totals	100%	100%	99%	100%	100%	99%	99%	101%	100%	99%	100%	99%	99%
Unweighted N	(877)	(315)	(328)	(234)	(393)	(308)	(312)	(259)	(232)	(170)	(177)	(340)	(190)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

13B. Enjoyment of Book Qualities — Interesting pictures
How do you feel about the following characteristics of children's books?

Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	57%	50%	62%	56%	55%	55%	61%	55%	67%	64%	*
Somewhat important	35%	39%	32%	31%	35%	40%	31%	36%	23%	30%	*
Not very important	5%	6%	4%	7%	7%	4%	2%	5%	7%	4%	*
Not at all important	1%	2%	0%	2%	1%	1%	0%	1%	1%	0%	*
Not sure	3%	4%	2%	4%	3%	1%	6%	3%	2%	2%	*
Totals	101%	101%	100%	100%	101%	101%	100%	100%	100%	100%	*
Unweighted N	(878)	(376)	(502)	(180)	(210)	(283)	(205)	(595)	(103)	(120)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	57%	68%	44%	60%	67%	56%	54%	53%	65%	61%	55%	55%	59%
Somewhat important	35%	26%	45%	33%	26%	39%	37%	39%	26%	34%	36%	37%	31%
Not very important	5%	4%	7%	3%	4%	4%	4%	5%	6%	3%	3%	6%	6%
Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%
Not sure	3%	1%	4%	3%	2%	1%	5%	1%	2%	2%	5%	2%	3%
Totals	101%	100%	101%	100%	100%	101%	101%	99%	99%	100%	101%	101%	100%
Unweighted N	(878)	(315)	(329)	(234)	(394)	(308)	(312)	(260)	(232)	(170)	(177)	(341)	(190)

13C. Enjoyment of Book Qualities — An educational message
How do you feel about the following characteristics of children's books?
Among people who have ever read books out loud to children

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	51%	48%	53%	52%	53%	54%	44%	46%	71%	66%	*
Somewhat important	38%	39%	38%	38%	38%	38%	39%	41%	19%	31%	*
Not very important	7%	8%	5%	6%	5%	6%	9%	8%	4%	1%	*
Not at all important	1%	1%	1%	0%	1%	2%	1%	1%	4%	0%	*
Not sure	3%	4%	3%	3%	3%	0%	7%	4%	2%	2%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(876)	(375)	(501)	(180)	(210)	(282)	(204)	(594)	(102)	(120)	(60)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	51%	56%	48%	48%	57%	47%	53%	47%	50%	39%	47%	56%	52%
Somewhat important	38%	35%	42%	38%	33%	42%	35%	43%	39%	51%	33%	36%	39%
Not very important	7%	6%	5%	9%	7%	9%	4%	8%	9%	7%	12%	4%	5%
Not at all important	1%	2%	1%	0%	1%	1%	2%	1%	1%	1%	3%	1%	0%
Not sure	3%	1%	4%	5%	2%	2%	6%	1%	2%	2%	5%	3%	4%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(876)	(315)	(327)	(234)	(393)	(307)	(312)	(259)	(231)	(170)	(176)	(340)	(190)

13D. Enjoyment of Book Qualities — Humor

How do you feel about the following characteristics of children's books?

Among people who have ever read books out loud to children

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	42%	43%	42%	40%	39%	41%	48%	38%	58%	55%	*
Somewhat important	46%	43%	48%	43%	45%	50%	42%	49%	28%	40%	*
Not very important	8%	10%	6%	11%	12%	6%	4%	9%	6%	4%	*
Not at all important	1%	2%	1%	3%	1%	2%	0%	1%	5%	0%	*
Not sure	3%	3%	3%	3%	3%	1%	6%	4%	3%	1%	*
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(877)	(375)	(502)	(180)	(210)	(282)	(205)	(595)	(102)	(120)	(60)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	42%	51%	37%	40%	49%	44%	43%	34%	48%	40%	41%	40%	49%
Somewhat important	46%	39%	51%	46%	40%	46%	46%	51%	40%	48%	46%	50%	37%
Not very important	8%	7%	7%	9%	7%	8%	6%	11%	9%	9%	6%	7%	9%
Not at all important	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	3%	1%	0%
Not sure	3%	1%	4%	4%	3%	1%	5%	2%	2%	1%	5%	2%	4%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%	99%
Unweighted N	(877)	(315)	(328)	(234)	(393)	(308)	(312)	(259)	(232)	(170)	(177)	(340)	(190)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

13E. Enjoyment of Book Qualities — Not very long
How do you feel about the following characteristics of children's books?
Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	29%	25%	32%	26%	34%	24%	33%	26%	38%	41%	*
Somewhat important	46%	47%	45%	45%	37%	54%	45%	50%	40%	32%	*
Not very important	17%	19%	15%	22%	19%	16%	13%	17%	10%	18%	*
Not at all important	3%	2%	3%	1%	6%	2%	1%	3%	5%	1%	*
Not sure	5%	7%	4%	6%	5%	3%	8%	5%	7%	7%	*
Totals	100%	100%	99%	100%	101%	99%	100%	101%	100%	99%	*
Unweighted N	(873)	(373)	(500)	(178)	(209)	(282)	(204)	(594)	(100)	(119)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	29%	25%	24%	37%	29%	33%	29%	28%	30%	44%	23%	28%	27%
Somewhat important	46%	46%	48%	45%	45%	46%	47%	45%	45%	32%	48%	54%	41%
Not very important	17%	20%	20%	10%	19%	15%	15%	20%	17%	12%	19%	13%	24%
Not at all important	3%	4%	2%	2%	3%	2%	2%	2%	4%	7%	4%	1%	3%
Not sure	5%	4%	6%	6%	5%	4%	7%	4%	3%	4%	6%	5%	5%
Totals	100%	99%	100%	100%	101%	100%	100%	99%	99%	99%	100%	101%	100%
Unweighted N	(873)	(312)	(327)	(234)	(390)	(308)	(310)	(258)	(231)	(169)	(176)	(338)	(190)

13F. Enjoyment of Book Qualities — You know it from your own childhood
How do you feel about the following characteristics of children's books?
Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	24%	24%	24%	26%	33%	19%	21%	20%	37%	36%	*
Somewhat important	41%	38%	43%	35%	37%	44%	45%	42%	41%	34%	*
Not very important	22%	26%	19%	24%	19%	23%	21%	24%	11%	14%	*
Not at all important	10%	9%	11%	11%	10%	12%	6%	10%	10%	12%	*
Not sure	4%	4%	4%	4%	1%	3%	8%	4%	1%	4%	*
Totals	101%	101%	101%	100%	100%	101%	101%	100%	100%	100%	*
Unweighted N	(877)	(375)	(502)	(180)	(210)	(282)	(205)	(595)	(102)	(120)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	24%	28%	18%	26%	27%	23%	29%	21%	20%	24%	21%	26%	23%
Somewhat important	41%	43%	40%	40%	39%	42%	40%	45%	39%	45%	38%	39%	45%
Not very important	22%	19%	25%	21%	21%	23%	15%	21%	30%	15%	25%	23%	21%
Not at all important	10%	9%	12%	8%	11%	11%	9%	11%	9%	14%	10%	10%	7%
Not sure	4%	1%	5%	4%	3%	2%	7%	2%	1%	2%	5%	3%	5%
Totals	101%	100%	100%	99%	101%	101%	100%	100%	99%	100%	99%	101%	101%
Unweighted N	(877)	(315)	(328)	(234)	(393)	(308)	(312)	(259)	(232)	(170)	(177)	(340)	(190)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

13G. Enjoyment of Book Qualities — Parts of it are aimed at adults
How do you feel about the following characteristics of children's books?

Among people who have ever read books out loud to children

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	11%	10%	11%	15%	19%	9%	3%	8%	22%	19%	*
Somewhat important	27%	30%	25%	30%	27%	28%	24%	30%	15%	25%	*
Not very important	40%	38%	41%	41%	33%	40%	45%	38%	39%	37%	*
Not at all important	16%	15%	16%	11%	16%	16%	17%	16%	15%	15%	*
Not sure	7%	6%	7%	3%	5%	7%	11%	7%	9%	4%	*
Totals	101%	99%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(877)	(375)	(502)	(180)	(210)	(282)	(205)	(595)	(102)	(120)	(60)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	11%	18%	5%	12%	16%	11%	10%	12%	13%	11%	8%	13%	11%
Somewhat important	27%	29%	23%	30%	27%	28%	27%	25%	31%	26%	27%	29%	24%
Not very important	40%	38%	49%	32%	37%	38%	37%	46%	34%	47%	37%	36%	43%
Not at all important	16%	12%	16%	18%	14%	17%	16%	14%	17%	9%	16%	18%	15%
Not sure	7%	4%	7%	9%	6%	7%	10%	3%	5%	7%	11%	4%	7%
Totals	101%	101%	100%	101%	100%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(877)	(315)	(328)	(234)	(393)	(308)	(312)	(259)	(232)	(170)	(177)	(340)	(190)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

14. Performing Character Voices
When reading out loud to children, do you perform different voices for different characters?

Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	18%	17%	20%	16%	22%	18%	17%	16%	24%	25%	*
Usually	27%	31%	25%	28%	30%	26%	25%	27%	24%	27%	*
Sometimes	36%	33%	38%	33%	36%	37%	37%	38%	27%	39%	*
Rarely	8%	9%	7%	6%	5%	11%	8%	8%	12%	3%	*
Never	8%	8%	8%	16%	6%	6%	6%	9%	9%	4%	*
Not sure	3%	3%	2%	1%	1%	1%	7%	3%	3%	1%	*
Totals	100%	101%	100%	100%	100%	99%	100%	101%	99%	99%	*
Unweighted N	(878)	(376)	(502)	(180)	(210)	(283)	(205)	(595)	(103)	(120)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	18%	22%	17%	17%	22%	20%	17%	17%	21%	17%	18%	19%	19%
Usually	27%	27%	29%	26%	31%	27%	23%	27%	37%	18%	26%	26%	36%
Sometimes	36%	39%	35%	35%	32%	35%	37%	36%	33%	46%	29%	37%	35%
Rarely	8%	7%	8%	8%	8%	9%	8%	9%	7%	11%	9%	8%	5%
Never	8%	5%	9%	9%	5%	7%	10%	10%	2%	5%	12%	8%	5%
Not sure	3%	0%	3%	4%	2%	2%	4%	0%	0%	3%	7%	1%	0%
Totals	100%	100%	101%	99%	100%	100%	99%	99%	100%	100%	101%	99%	100%
Unweighted N	(878)	(315)	(329)	(234)	(394)	(308)	(312)	(260)	(232)	(170)	(177)	(341)	(190)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

15. Preference for New or Familiar Books

When reading out loud to children, would you prefer to read. . . ?

Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Books you're familiar with	48%	48%	48%	47%	55%	44%	48%	47%	51%	54%	*
Books that are new to you	26%	23%	28%	31%	28%	28%	18%	25%	29%	26%	*
Not sure	26%	28%	24%	23%	17%	29%	34%	29%	20%	20%	*
Totals	100%	99%	100%	101%	100%	101%	100%	101%	100%	100%	*
Unweighted N	(876)	(375)	(501)	(179)	(209)	(283)	(205)	(594)	(103)	(119)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Books you're familiar with	48%	50%	38%	57%	45%	54%	49%	47%	50%	55%	45%	48%	48%
Books that are new to you	26%	31%	29%	18%	28%	21%	26%	26%	29%	15%	25%	25%	35%
Not sure	26%	19%	32%	25%	27%	25%	25%	28%	21%	30%	30%	27%	18%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(876)	(315)	(329)	(232)	(393)	(307)	(312)	(260)	(231)	(170)	(177)	(339)	(190)

16. Children's Preference for New or Familiar Books

When reading out loud to children, have you found that children usually would prefer you read. . . ?

Among people who have ever read books out loud to children

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Books they're familiar with	51%	54%	48%	40%	55%	57%	44%	51%	60%	41%	∗
Books that are new to them	27%	25%	28%	37%	32%	18%	26%	24%	28%	38%	∗
Not sure	23%	22%	24%	23%	13%	24%	30%	25%	12%	21%	∗
Totals	101%	101%	100%	100%	100%	99%	100%	100%	100%	100%	∗
Unweighted N	(876)	(375)	(501)	(179)	(210)	(283)	(204)	(594)	(103)	(119)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Books they're familiar with	51%	56%	43%	53%	51%	52%	44%	54%	61%	50%	53%	50%	49%
Books that are new to them	27%	25%	29%	25%	25%	26%	30%	25%	23%	25%	18%	27%	34%
Not sure	23%	19%	28%	21%	24%	22%	26%	21%	17%	25%	29%	22%	17%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(876)	(314)	(328)	(234)	(392)	(308)	(312)	(260)	(230)	(170)	(177)	(339)	(190)

YouGov Survey: Children's Books
June 17 - 20, 2025 - 1034 U.S. adult citizens

YouGov

Interviewing Dates	June 17 - 20, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.013, with a mean of one and a standard deviation of 0.943.
Number of respondents	1034
Margin of error	$\pm$ 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.