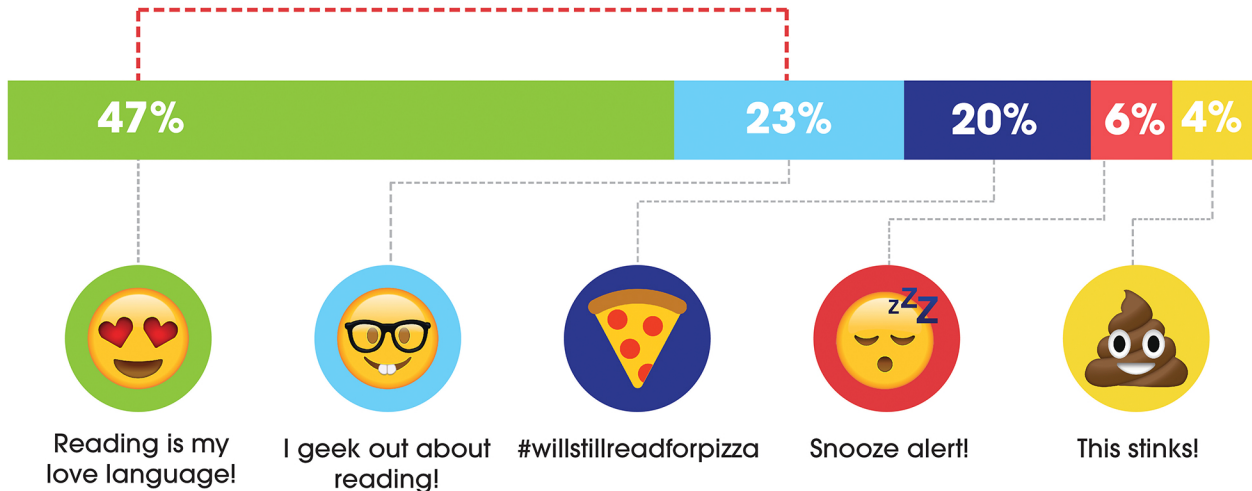




WHICH EMOJI BEST DESCRIBES YOUR CHILDREN'S FEELINGS TOWARD READING?

7 in 10

parents* say their children love or geek out about reading



* The survey was conducted by Toluna from August 16-18, 2017 and based on 2000 responses. The sample was representative of an adult online population, between the ages of 18 and 59, 60% of whom have or had children in the household in the United States.

