



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

7 in 10

parents* say their children love or geek out about reading

47%

23%

20%

6%

4%



Reading is my love language!



I geek out about reading!



#willstillreadforpizza



Snooze alert!



This stinks!

* 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.

