

Family reading habits and the impact of Bookstart

Part One: Nationwide survey of parents of under 5s

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Background

Booktrust commissioned Free Thought Research to undertake research amongst parents and carers across England with children under the age of 5 in order to establish the impact of its Bookstart bags on shared reading behaviours and the role of books in the home.

The research ran from November 2013 to March 2014 and comprised two strands of activity:

1. Nationwide survey targeting parents with children of all ages under 5
2. Focus groups with parents of differently aged children under 5

Part One: National survey of parents and carers

A nationally representative survey was conducted in November and December 2013 amongst over 1,200 recipients of Bookstart Baby and Bookstart Treasure packs. Further shorter survey responses were also received from 844 parents not in receipt of the pack or that did not recall if they had received it.

Multiple recruitment channels ensured representation of traditionally 'hard to reach' audiences whilst both opt-in and more proactive recruitment ensured representation of parents with lower engagement with either Booktrust or reading generally.

Part Two: Depth discussions with parents and carers

Eight focus groups targeting parents of children aged 3-6 months, 6-12 months, 12-24 months and 36-48 months respectively were held nationwide. Two-hour discussions afforded exploration of motivations for reading, the role of books in the home and the impact of Bookstart Baby and Bookstart Treasure.

Groups were recruited amongst local parent networks, permitting some socio-economic targeting, representation of fathers and inclusion of both working and non-working mothers.

This report details quantitative findings arising from Part One of this research. A separate report details findings from Part Two.

A separate Executive Summary summarising findings from both pieces of activity has also been produced.

Survey objectives

- To achieve a minimum 1,000 responses from parents/carers about the Bookstart packs that they have received:
 - 50:50 Bookstart Baby and Bookstart Treasure pack recipients
 - 20% of sample to be male

Required outputs

To generate feedback on the Bookstart programme:

- Information on whether parents have used the Bookstart pack
- Views on whether Bookstart has increased parental knowledge of how to read with their baby/toddler
- Views about whether Bookstart Treasure has improved the home/setting relationship around books and reading for pleasure
- Views on quality of service, quality of the resources, quality of the books
- Numbers of respondents reading books with their child, joining the library or spending quality time with their child as a result of the packs
- Frequency of reading with their child and number of books in the home
- Information about what motivates respondents to read with their child and what the barriers are to reading, or reading more frequently.

Methodology

A nationwide survey of parent recipients of the Bookstart Baby and Bookstart Treasure packs was conducted during November and December 2013.

Four discrete on and offline recruitment channels were employed in order to ensure engagement with hard to reach audiences, wide geographic representation and involvement of fathers:

- Online survey to mothers on the Bounty database
- Online survey to fathers identified via magazine subscription databases
- Paper survey distributed via Early Years settings
- Paper survey distributed via Health Visitors.

Further details of these channels are included within the Appendix.

Considerations

Targeting

Bookstart Baby and Bookstart Treasure are distributed to children between the ages of 0-12 months and 3-4 years respectively. However the exact age at which a child receives a bag and the manner of distribution varies nationwide, due to Bookstart's reliance on local delivery partners.

For this reason recruitment efforts sought to target parents of children of various ages within and either side of, these age bands. In this way sufficient volume of responses from parents that had received their pack recently or longer ago could be guaranteed.

A variety of recruitment techniques were employed to support representation from all cohorts:

- All socio-economic groups
- All ages of children represented
- All levels of engagement in books
- All family / home settings
- Typical 'non-responders'
- Both those with and without internet

Survey design

The survey was designed to maximise response levels and inclusivity. Accessible, relevant language was used to ensure usability and to reflect Booktrust's ethos, whilst questions were designed to be of relevance to both parents, whether the primary or secondary carer. Images were used wherever possible.

In addition selected questions were designed to dovetail with another Bookstart survey taking place simultaneously, whilst new Bookstart Treasure pack designs demanded use of old and new imagery in order to prompt recall.

For maximum response quality the survey was limited in length to 24 questions, with all responses being recorded entirely anonymously. Respondents were separately invited to complete their personal details in order to be entered into a voluntary prize draw or to indicate interest in further Booktrust research.

Survey distribution

Both paper-based and online surveying methods were employed, with a uniform survey design across both channels.

Invitations to participate in the online survey were emailed to selected parents from within the Bounty lifestyle database and a further marketing lifestyle database. These channels permitted targeting by age of child, region and socio-economic group.

Offline surveys were distributed and facilitated by staff in Early Years settings attached to primary schools and by Health Visitors, each with responsibility for delivering a certain volume amongst their audience and for targeting 'hard to reach' parents in particular. Coordinating staff were selected for their work within communities with typically lower income levels and / or children eligible for free school meals.

Third-party distributors worked closely with researchers to develop an approach that would ensure quality responses without bias. Staff received a briefing sheet and tools to facilitate effective collection and return of surveys.

Survey strengths

The varied approaches taken to recruitment ensured regional, socio-economic and pack representation, with the anticipated skew towards Bookstart Baby respondents also being achieved. Direct targeting of fathers via lifestyle database lists ensured their representation within the base.

Hard to reach audiences e.g. EAL families and very low income families were directly targeted via Health Visitors and Early Years settings, with recruitment suppressed amongst audiences impacted by additional literacy interventions to avoid potential bias (e.g. Bookstart Corner).

Mobile phone compatible survey software was employed throughout and survey translations were offered to EAL families / others to maximise response rates.

Relationships and anecdotal feedback from EY settings and HV supported some contextual understanding of results.

Survey weaknesses

The self-selecting nature of all recruitment channels does imply likely skew towards 'responsive' parents, though Health Visitors in particular were charged with addressing this issue.

There was potential for respondents completing the survey in their child's Early Years setting to exaggerate their reading claims, as they may have felt that they would be judged on their responses as reading with children is known to be desirable behaviour. However this was addressed via anonymous surveying and self completion.

Respondent base

Respondent base by source and pack type

Bookstart Baby	Total
Bounty	771
Early Years setting	8
Health visitors	137
Dads	66
Total Bookstart Baby	982

Bookstart Treasure pack	Total
Bounty	193
Early Years setting	178
Health visitors	0
Dads	87
Total Bookstart Treasure	458

Neither pack / Not sure	Total
Bounty	616
Early Years setting	27
Health visitors	0
Dads	285
Total Neither / Not sure	928

Total all responses	Total
Bounty	1580
Early Years setting	146
Health visitors	98
Dads	438
Total	2262

Fig 1. Survey sample (all responders, by source)

Split by pack type	Total	% split
Bookstart Baby	982	41%
Bookstart Treasure	458	19%
Has received neither pack / not sure	928	39%
Total	2368	100%

Fig 2. Survey sample (all responders)

41% of all survey respondents had received only the Bookstart Baby pack whilst 19% had received either only the Bookstart Treasure pack or the Bookstart Baby and the Bookstart Treasure pack.

39% of respondents were unable to recall receipt of the pack or had children in the correct age bracket for Bookstart Baby but were yet to receive their pack.

Gender split

Respondent base by gender

Split by gender	Total	% split
Male	438	20%
Female	1773	80%
Total	2211	100%

Fig 3. Universe of survey responders. Base: 2211

20% of the total responder base is male, with 35% of this group recalling their child receiving a Bookstart pack. In contrast, 61% of females completing the survey recalled receiving the pack.

Approximately 200 male pack recipients were sought in total, though only 153 pack recipients were achieved. Men appear highly inclined to share their views on reading in the home, though their awareness / recall of Booktrust packs is lower than that of women.

Family make-up

Family make-up including families with multiple children (all respondents)

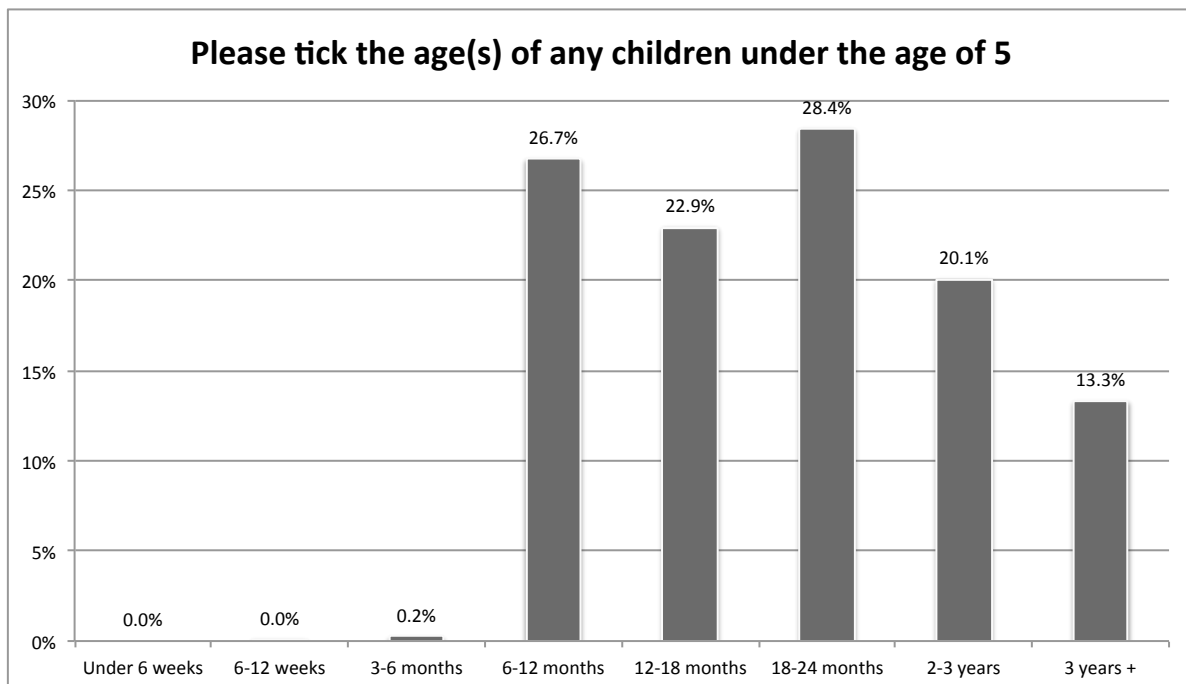


Fig. 4. Universe of survey responders. Base: 2044

Families were asked the age(s) of all children in the household under the age of 5:

- ❖ 27% have a child aged under 12 months
- ❖ 23% have a child aged 12-18 months
- ❖ 28% have a child aged 18-24 months
- ❖ 20% have a child aged 2-3 years
- ❖ 13% have a child aged 3 years+

The Bounty database is skewed towards parents of younger children but recruitment actively sought to drive responses from parents with children up to age 5.

Socio-economic and geographical representation

Socio-economic representation	
AB	28%
C1C2	50%
DE	22%

Regional breakdown	
London	18%
South East	19%
South West	10%
North West	13%
North East	15%
Midlands	25%

Fig 5. Universe of pack recipients. Base: 2,105.

The overarching survey database (and sub-set of pack recipients) broadly reflects the desired representative socio- economic mix (25% AB, 50% C1C2, 25% DE). Definitions of social grade and population % splits are detailed in Appendix 2.

Regional results broadly reflect census data though with a skew towards the south of England. As per the 2011 census the South West and North East represent the smallest audiences.

2011 Census Data

London	16%
South East	17%
South West	10%
North West	24%
North East	14%
Midlands	19%

Source: ONS

Part One: Reading frequency & the role of books in the home

How parents enjoy spending time with their child

Preferred parent and child shared activities (all respondents)

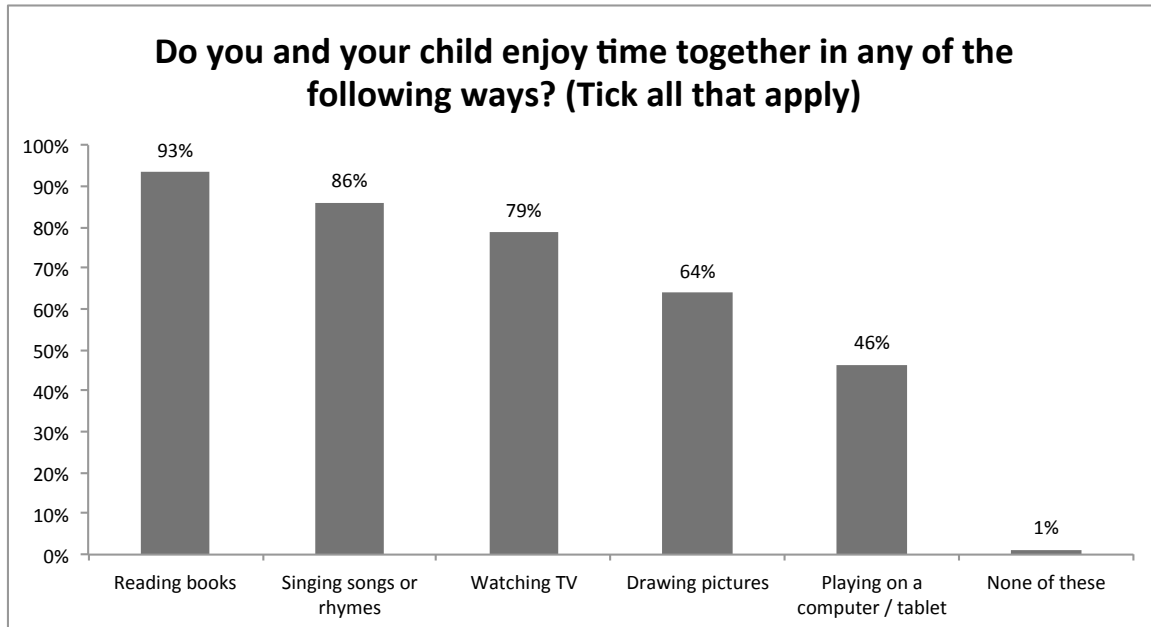


Fig. 6. Universe of respondents. Base: 2,138

98% of parents were able to tick at least one of the options indicating how they enjoyed spending time together with their child. Options included both 'passive' time spent together and more proactive entertainment.

Reading books scored more highly than any other option, with 93% of parents saying they enjoy time together with their child in this way. Note that the question does not ask frequency or length of time spent together on this activity.

Preferred parent and child shared activities (mothers versus fathers)

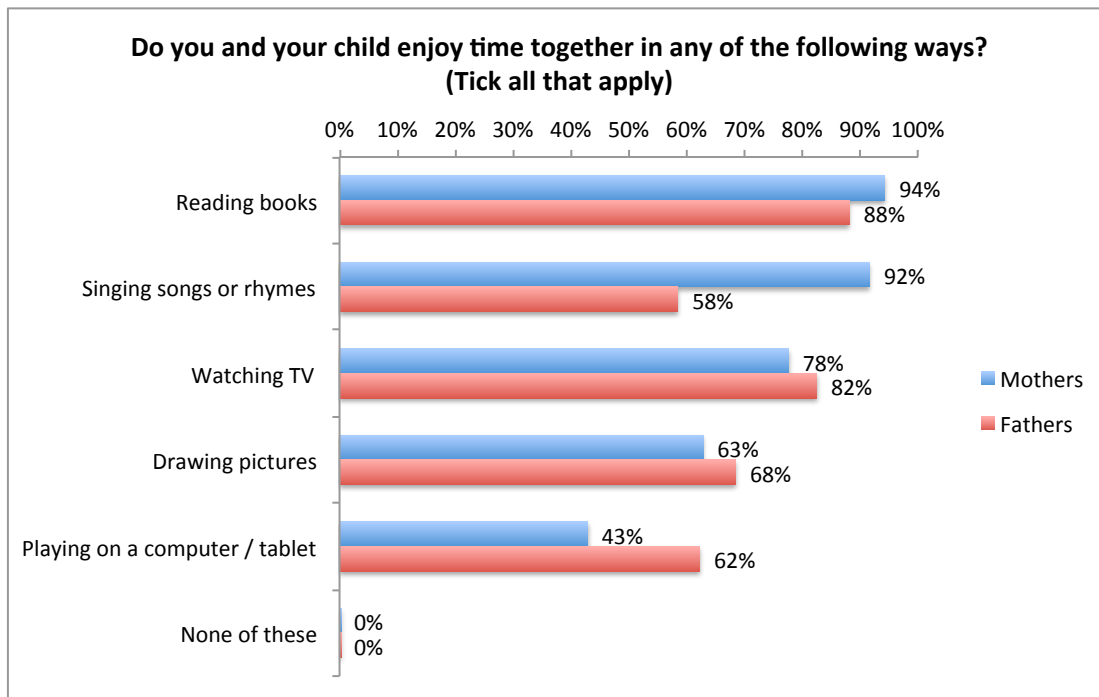


Fig 7. Universe of respondents. Base: 2139

How fathers like to share time with their children does not differ greatly from mothers, with reading books still the most popular shared activity.

However watching television is the next most popular activity for fathers (82%), whilst only 58% sing songs or rhymes with their child compared with 92% of mothers.

Fathers are more likely to play on a computer or tablet with their child. 62% do this compared with only 43% of mothers.

Preferred parent and child shared activities (by socio-economic group)

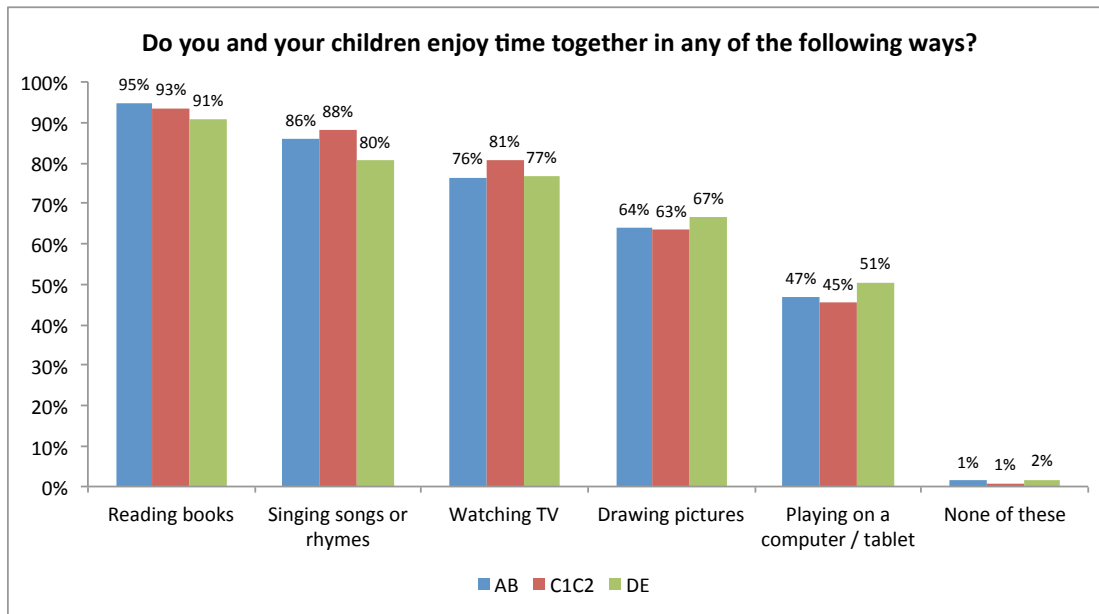


Fig. 8. Universe of respondents. Base: 2022

Responses to the same questions are largely consistent across all socio-economic groups.

Parental perceptions of their children’s responses to books

Parents’ perceptions of their child’s response to books (all respondents)

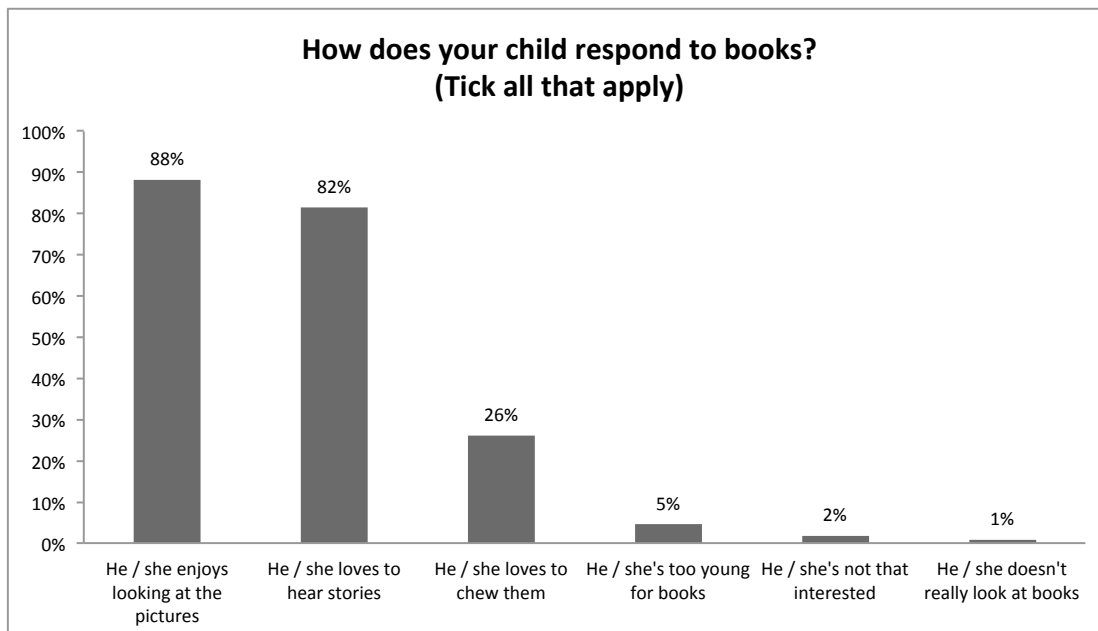


Fig. 9. Universe of parents. Base: 2,105

Parents are overwhelmingly positive when asked to reflect on their child’s response to books. 82% of parents confirm that their child enjoys listening to the stories, whilst 88% of children love looking at pictures.

Parents’ perceptions of their child’s response to books (by age of child)

How does your child respond to books? (Tick all that apply)	He / she enjoys looking at the pictures	He / she loves to hear stories	He / she loves to chew them	He / she's not that interested	He / she's too young for books	He / she doesn't really look at books
6-12 months	84%	60%	49%	1%	5%	0%
12-18 months	89%	77%	30%	2%	4%	1%
18 months+	88%	88%	11%	1%	1%	0%
3 years +	86%	89%	4%	2%	0%	2%

Fig. 10. Universe of parents with children in the respective age-ranges. Base 638.

Unsurprisingly enjoyment of hearing stories increases with age, though enjoyment of pictures remains constant across the spectrum of ages targeted. Very low numbers of parents in any age-group claim that their child doesn’t really look at books, the greatest incidence of this being amongst children aged 3+ (2%). This is perhaps influenced by children selecting their own entertainment.

Also of interest are those parents who perceive their child to be ‘too young’ for books. Only 5% of parents with 6-12 month old babies and 4% of parents with 12-18 month olds perceive their child to be too young for books, a stark contrast with the 60%+ of parents who perceive that their 6-12 month olds ‘love to hear stories’.

Perceptions of ‘book readiness’ emerged within the qualitative research, with some parents recalling receipt of their Bookstart pack as a ‘green light’ for reading with their child, and others recalling feeling ‘silly’ for reading with a young baby who they believed was deriving little value.

Parental reading frequency

Parent / child reading frequency (all respondents)

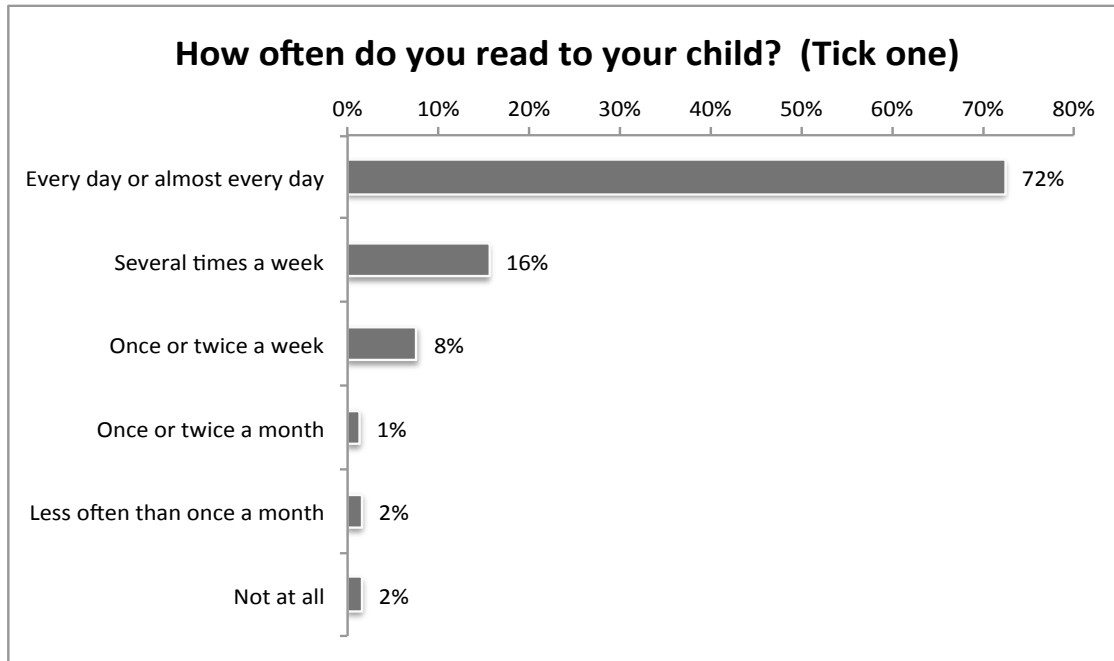


Fig. 11. Universe of responders. Base: 2,099

73% of parents claim to read with or to their child 'every day or almost every day', with a further 16% doing so 'several times a week'.

Parent / child reading frequency (mothers versus fathers)

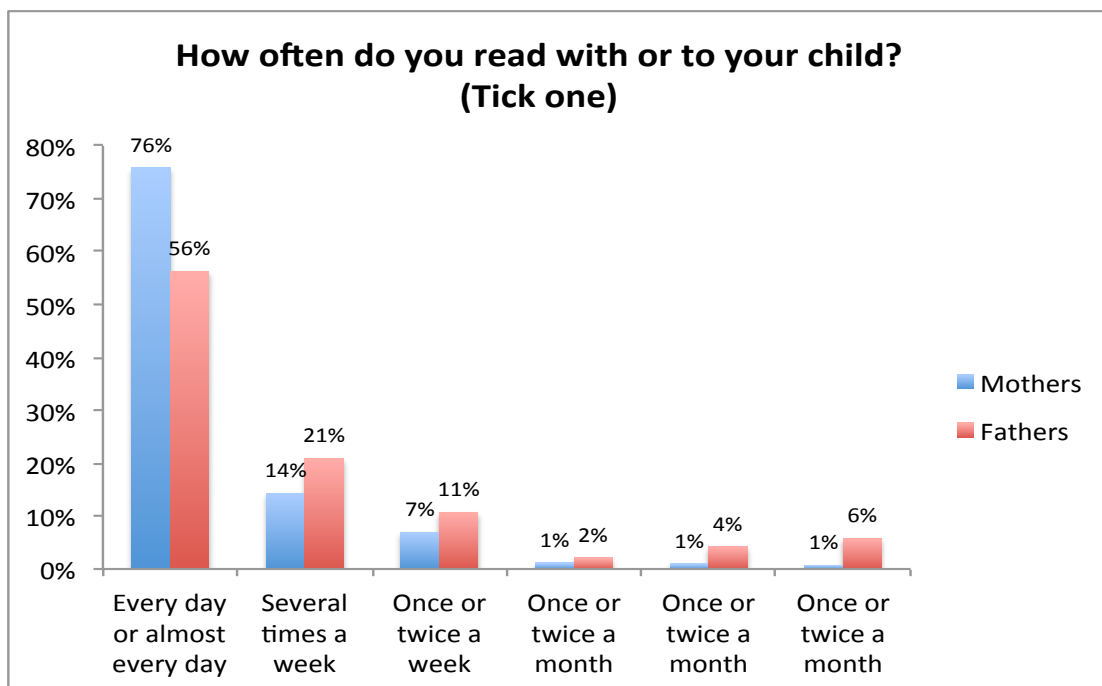


Fig. 12. Universe of female vs. male respondents. Base: 2087

Reading frequency amongst fathers is lower than that of their partners. 56% of fathers read every day or almost every day, compared to 76% of mothers. Fathers are more likely to read on a less frequent basis (several times a week or once or twice a week).

Parent / child reading frequency (All respondents: Bookstart recipients and non-recipients by socio-economic group)

	AB	C1C2	DE
Every day or almost every day	75%	72%	62%
Several times a week	15%	15%	19%
Once or twice a week	5%	7%	12%
Once or twice a month	1%	1%	2%
Less often than once a month	0%	1%	1%
Not at all	2%	1%	2%

Fig. 13. Universe of responders with known socio-economic status. Base: 2021

Reading frequency differs between socio-economic groups. Frequency diminishes with household income, with 75% of AB responders claiming to read ‘every day or almost every day’ versus 62% of DE responders. However it should still be noted that over 81% of DE responders claim to read either ‘several times a week’ or ‘every day / almost every day’.

The following table considers reading frequency amongst Bookstart Baby and Bookstart Treasure recipients (by socio-economic group).

Parent / child reading frequency (Bookstart recipients by socio economic group)

	AB	C1C2	DE
Every day or almost every day	84%	79%	70%
Several times a week	12%	14%	16%
Once or twice a week	2%	5%	11%
Once or twice a month	1%	1%	2%
Less often than once a month	0%	0%	1%
Not at all	0%	0%	0%

Fig. 14. Baby or Treasure recipient reading frequency by socio- economic group. Base: 1,211

Stated reading frequency is higher amongst recipients of either the Bookstart Baby or Bookstart Treasure packs. 84% of AB responders that have received a Baby or Treasure pack claim to read every day or almost every day compared with 75% of all AB responders 70% of DE responders that have received a pack claim to read every day or almost every day compared with 62% of all DE responders

Though the volumes claiming to read only infrequently with their children are very low amongst all responders, they have reduced further amongst recipients of a Bookstart pack.

1% of DE responders that have received a Bookstart pack state that they read less often than once a month or not at all. This is one third of the equivalent data-set amongst all DE responders (3% reading less often than once a month or not at all).

Parent / child reading frequency (by age of child)

	Less than 12 months	12-18 months	18 months +	1-2 years	2-3 years	3 years +
Every day or almost every day	63%	55%	80%	74%	71%	63%
Several times a week	8%	23%	13%	21%	22%	22%
Once or twice a week	24%	16%	7%	5%	7%	10%
Once or twice a month	0%	2%	0%	0%	0%	1%
Less often than once a month	0%	2%	0%	0%	0%	1%
Not at all	6%	2%	0%	0%	0%	2%

Fig. 15. Universe of online survey responders with children over 6 months. Base: 632¹

Exploring reading frequency by age of child, slightly different patterns emerge. Reading frequency appears to peak at about 18 months old, with 80% of parents reading every day or almost every day. Reading frequency remains high for the next 18 months however after the age of three reading frequency appears to diminish, with just 63% of children being read to every day or almost every day.

¹ There is a small degree of overlap between the 18 months+ age range and older age ranges of children represented in the table above, arising due to inconsistencies in age profiling within one of the survey routes employed.

Motivations for shared reading

Parental reasons for reading with their child (all respondents)

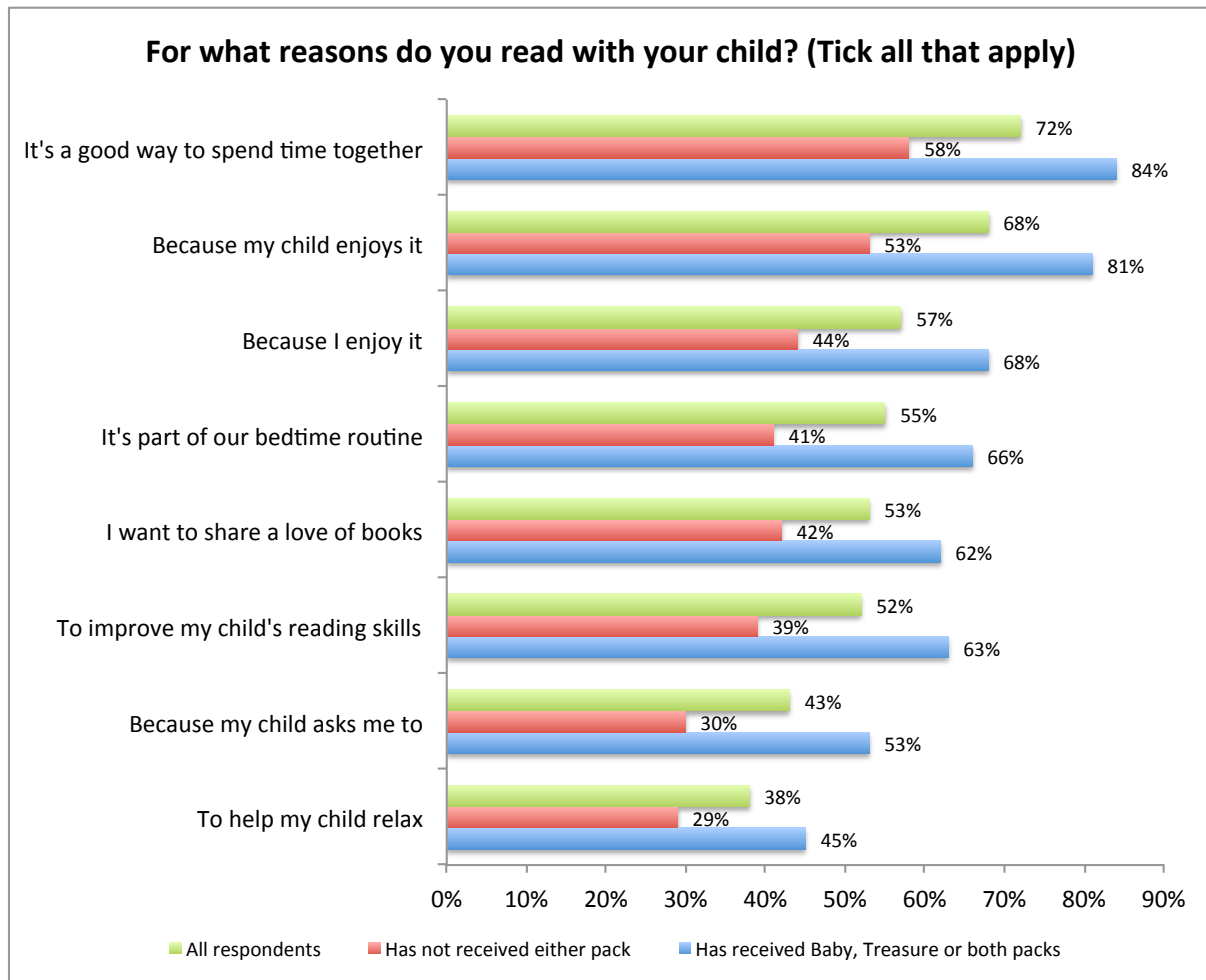


Fig. 16. Universe of respondents. Base: 2,070

Respondents ticked multiple reasons for reading with their child, indicating interest in this topic.

Universe of responders

Reading is viewed as a pleasurable activity; whilst 55% of all responders state that it is part of the bedtime routine and 52% that it is attainment-led, 72% state that it is simply a 'good way to spend time together'.

The child's enjoyment is also a primary motivator: 68% of parents read with their child because their 'child enjoys it'.

Bookstart pack recipients versus non pack recipients

These patterns are mirrored but marked differences are seen when comparing Bookstart pack recipients' motivations against the motivations of non pack recipients. 84% of pack recipients view reading as a good way of spending time together with their child, versus

58% of non pack recipients. And 81% of Bookstart recipients read because their child enjoys it, versus 53% of non pack recipients.

Parental reasons for reading with their child (mothers versus fathers)

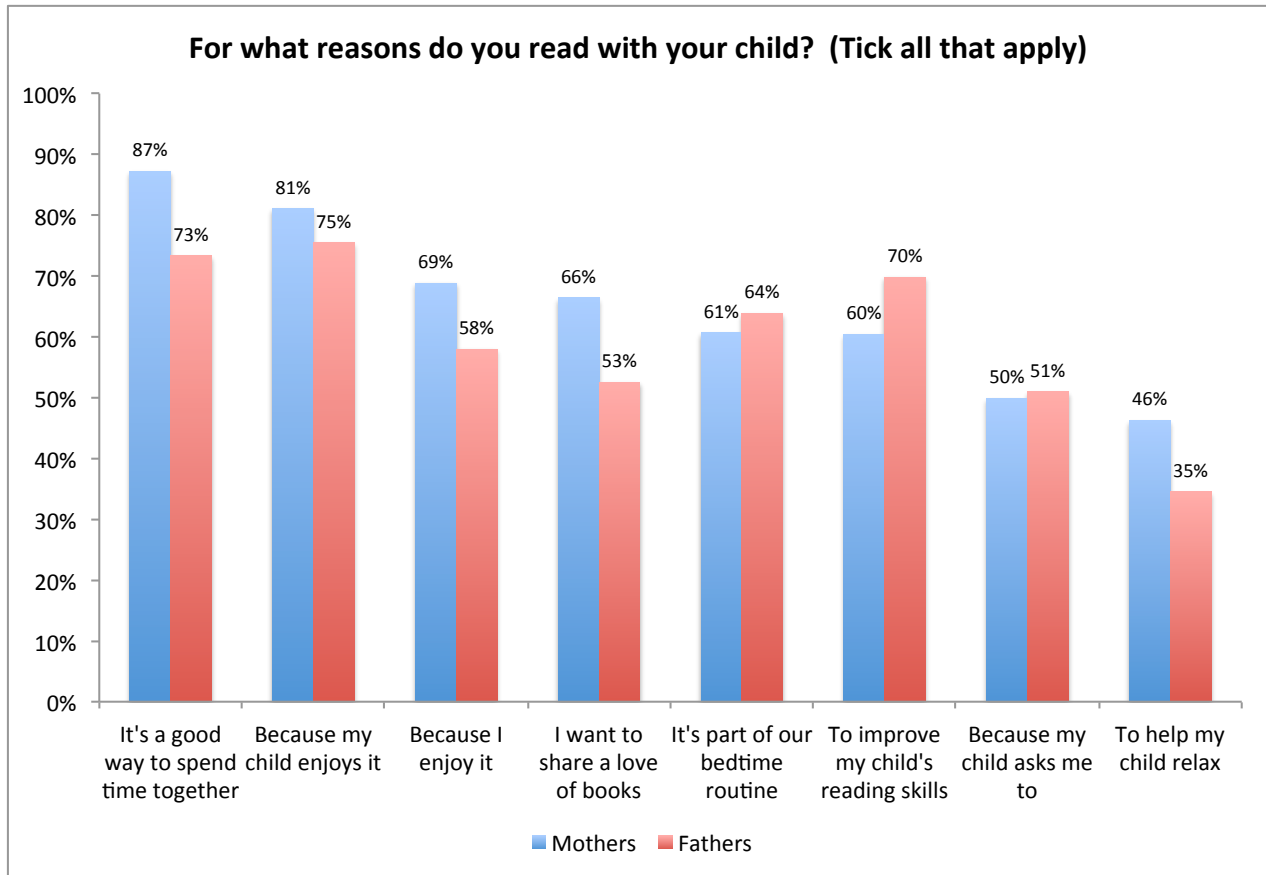


Fig. 17. Universe of female versus male respondents. Base: 2091

Men appear to place slightly more importance on reading skills (70% of fathers versus 60% of mothers) than on sharing a love of books (53% of fathers versus 66% of mothers). However their child’s enjoyment and reading being a good way to spend time together are primary motivators for this audience, as they are for mothers.

Parental reasons for reading with their child (by age of child)

	Less than 12 months	12-18 months	18 months +	1-2 years	2-3 years	3 years +
It's a good way to spend time together	18%	17%	19%	14%	16%	15%
It's part of our bedtime routine	15%	11%	10%	14%	14%	14%
To help my child relax	10%	8%	5%	7%	9%	7%
Because I enjoy it	14%	12%	19%	13%	11%	12%
Because my child enjoys it	13%	15%	14%	17%	14%	16%
I want to share a love of book...	10%	14%	12%	11%	11%	10%
To improve my child's reading skills	12%	12%	14%	14%	14%	15%
Because my child asks me to	8%	11%	7%	9%	12%	12%

Fig. 18. Universe of online survey respondents. Base: 638²

The above table details the reason(s) parents read with their children at different ages. Note that parents were invited to answer this question on behalf of *all* their children under the age of 5.

Parental motivations change according to a child's age. Shared reading plays a more important role in helping children under the age of 12 months to relax than it does with older children. Parents of older children are more motivated than parents of younger children by their child's reaction to books, whilst interest in developing their child's reading skills does not arise until c.18 months+.

² There is a small degree of overlap between the 18 months+ age range and older age ranges of children represented in the table above, arising due to inconsistencies in age profiling within one of the survey routes employed.

Parental reasons for reading with their child (by socio-economic group)

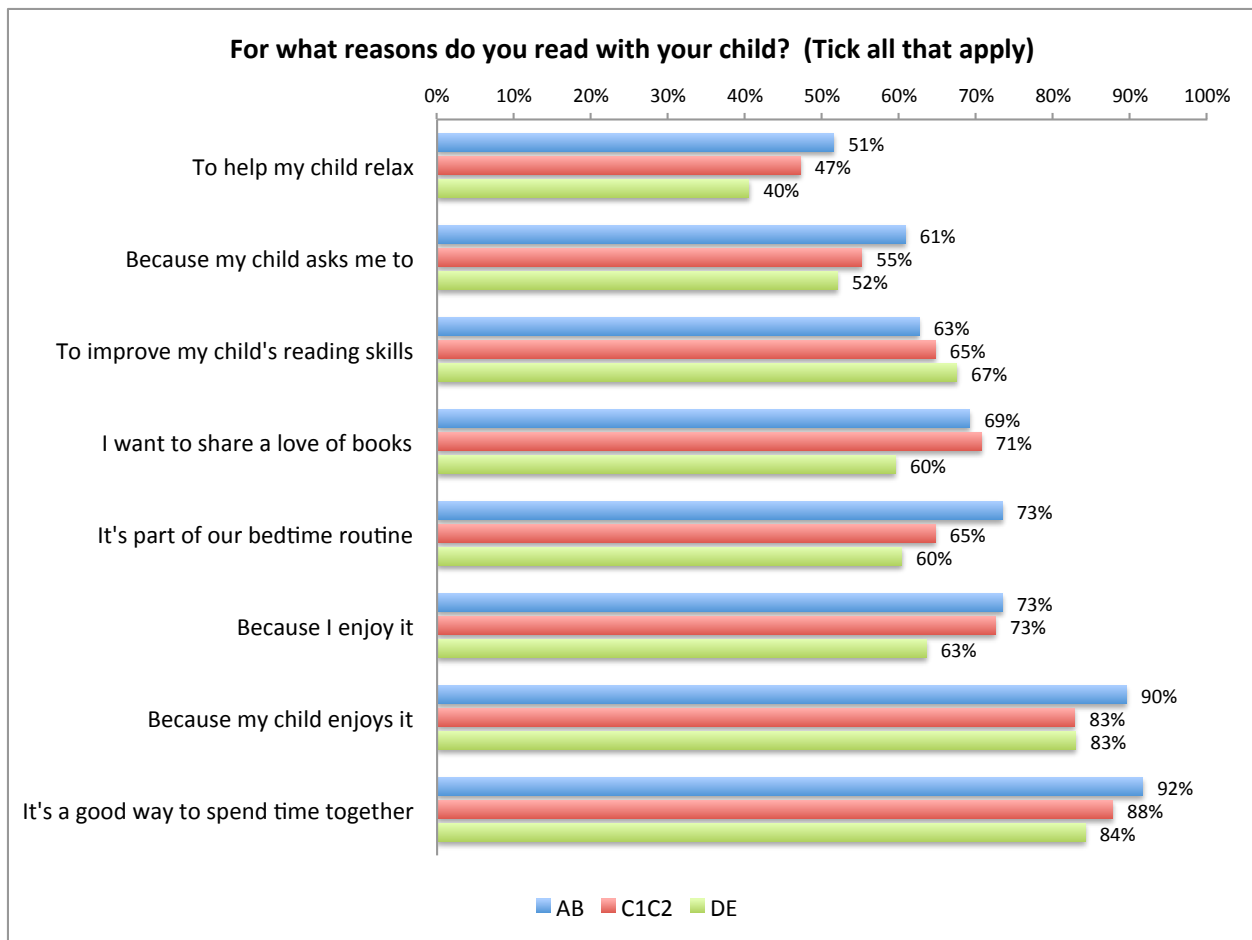


Fig 19. Bookstart pack recipients: by socio-economic group. Base: 1,237

The above chart shows Bookstart pack recipients' motivations for reading, analysed by socio-economic status. There are few differences between the motivations of respondents in differing socio-economic groups, though a couple of points worth noting:

- The chart indicates greater interest in reading for the adult's own pleasure in AB and C1C2 households compared to families in DE households whilst there is greater interest in supporting their child's reading skills amongst DE households than in others
- DE respondents are *less* likely to read with or to their child because they enjoy it or because they want to share a love of books but are *more* likely to want to improve their child's reading skills. Those respondents from DE households generally selected fewer motivations for reading with / to their child. They appear less likely to be influenced by their child and appear less likely to include reading as part of a bedtime routine.

Barriers to shared reading

Parental barriers to reading more with their child (all respondents)

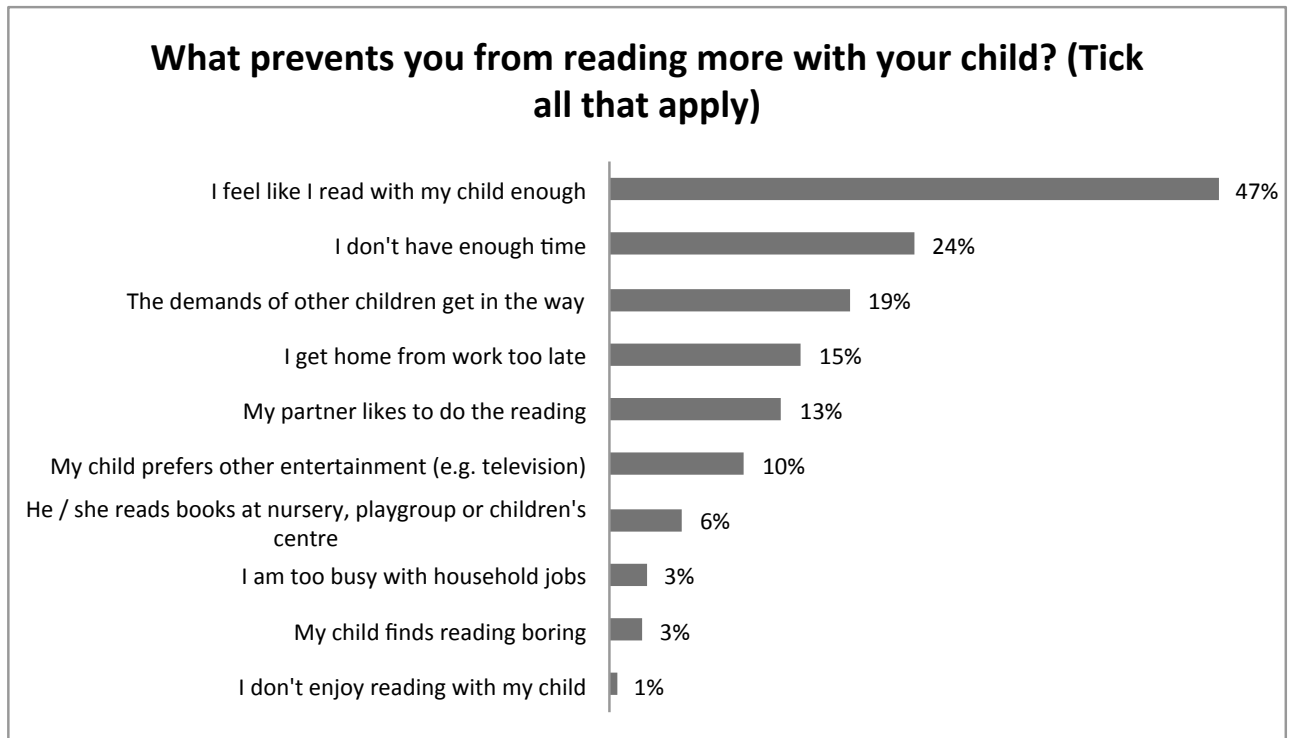


Fig. 20. Universe of respondents. Base: 1,792

47% of respondents feel that they read with their child enough. Most commonly ticked reasons for not reading more are time (24%), the demands of other children (19%) and work commitments (15%).

Parental barriers to reading more with their child (by socio-economic group)

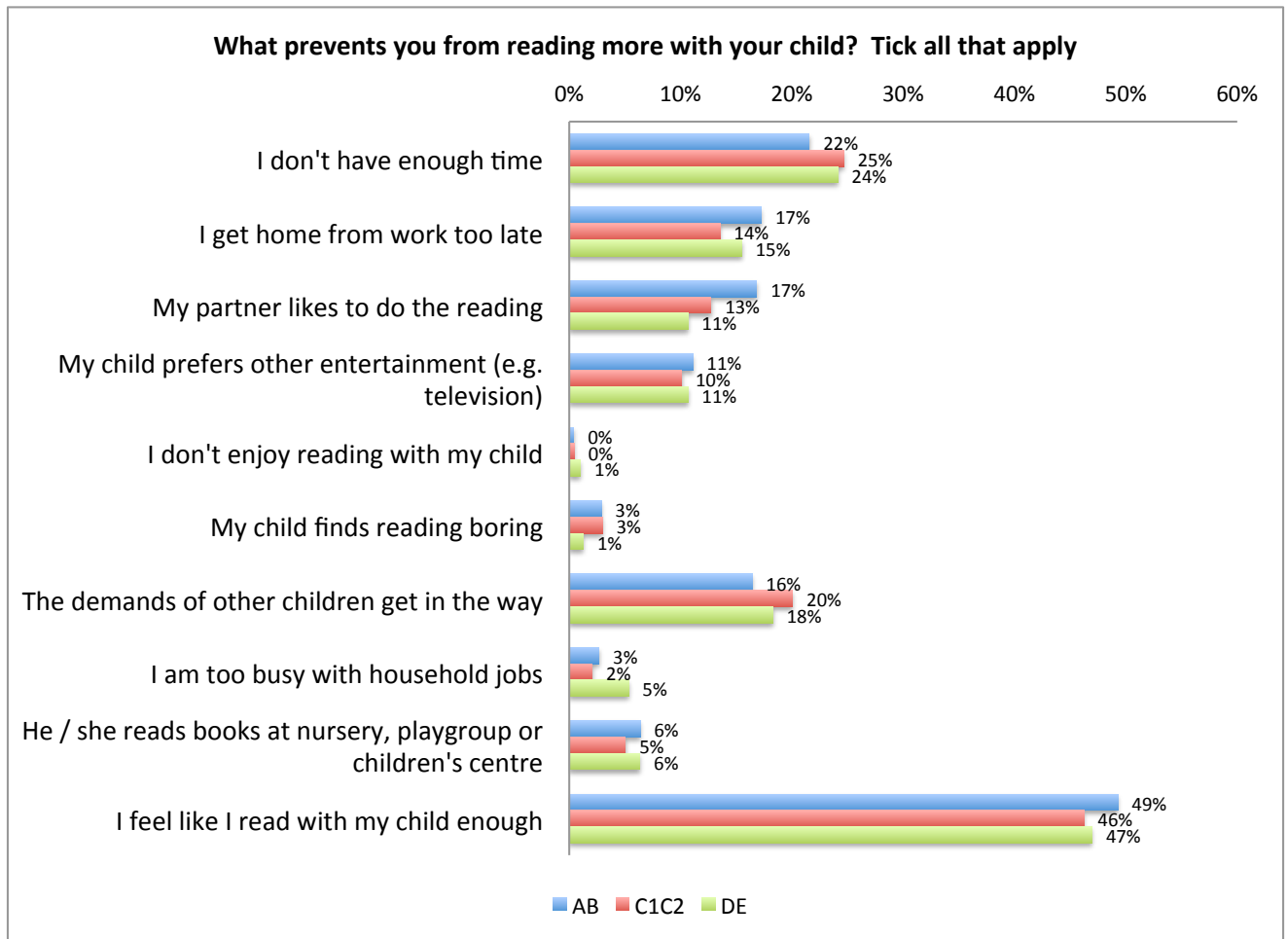


Fig. 21. Universe of respondents by socio-economic group. Base: 1,753

Similar patterns emerge when the same dataset is analysed by socio-economic group. However a few small differences are worth noting:

- Those in groups C1C2 and DE are more likely to view lack of time as a barrier to reading but are less likely to be impacted by work commitments. The demands of other children may be the cause of this diminished available time, as C1C2 and DE respondents are both also more likely to note the impact of siblings on their ability to read with their child
- Child interest in other forms of entertainment and propensity to find reading 'boring' appear to have similar influence in all households.

Part Two: Responses to the Bookstart Baby and Treasure Packs

Receipt of Bookstart Baby and Bookstart Treasure packs (all respondents)

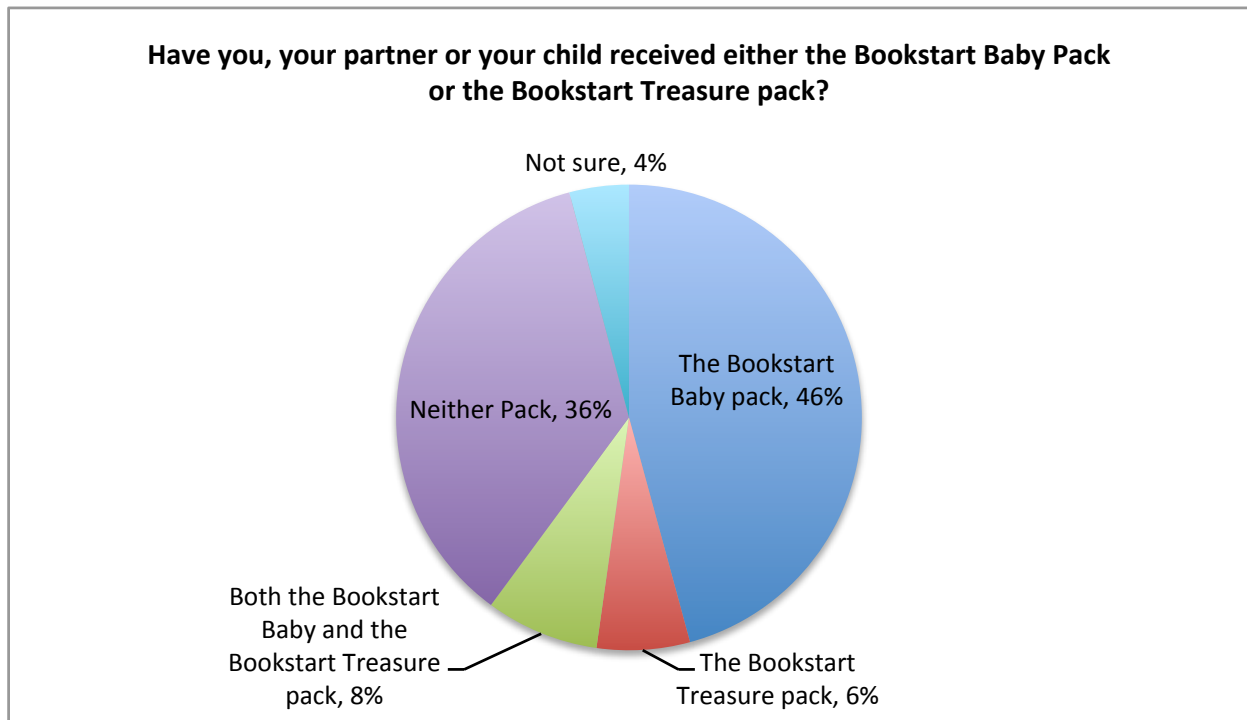


Fig. 22. Universe of respondents. Base: 2060

8% of the 2,000+ survey respondents that completed this question recalled receipt of both the Bookstart Baby and Bookstart Treasure packs. Those that recalled receipt of both were subsequently prompted to ask questions about the Bookstart Treasure pack, as most recently received. Those that recalled neither or were not sure, were not asked the rest of the survey questions, so the remaining analysis reported focuses just on those who remember receiving the packs.



Bookstart Baby Pack

Survey respondents were asked whether they recalled receipt of a Bookstart Baby pack, Bookstart Treasure pack or both (using images to prompt recall). Those that recalled just receipt of Bookstart Baby answered the following series of tailored questions.

Length of time since receipt of Bookstart Baby pack (all recipients)

	Roughly how long ago did your family receive the Bookstart Baby pack?
In the last month	10%
One to six months ago	0%
Seven to twelve months ago	0%
Longer than a year	75%
Can't remember	15%

Fig. 23. Universe of Bookstart Baby pack recipients. Base: 530

The relatively long time for many since receipt of the pack (75% received longer than a year ago) is of particular note when viewed in the context of frequency of use of Bookstart Baby books (see table below).

Frequency of use of Bookstart Baby books (all recipients)

	How often do you look at the Bookstart books with your child?
Often	34%
Sometimes	47%
Rarely	13%
Never	3%
Don't know	3%

Fig. 24. Universe of Bookstart Baby recipients. Base: 963

81% of pack recipients look at the Bookstart books with their child either 'sometimes' or 'often'. This figure is high, and particularly so given that 75% of respondents to this question received their pack longer than 12 months prior to completing the survey. Only 10% of respondents received their pack within the month prior to completing the survey.

Action on receipt of pack (all Bookstart Baby recipients)

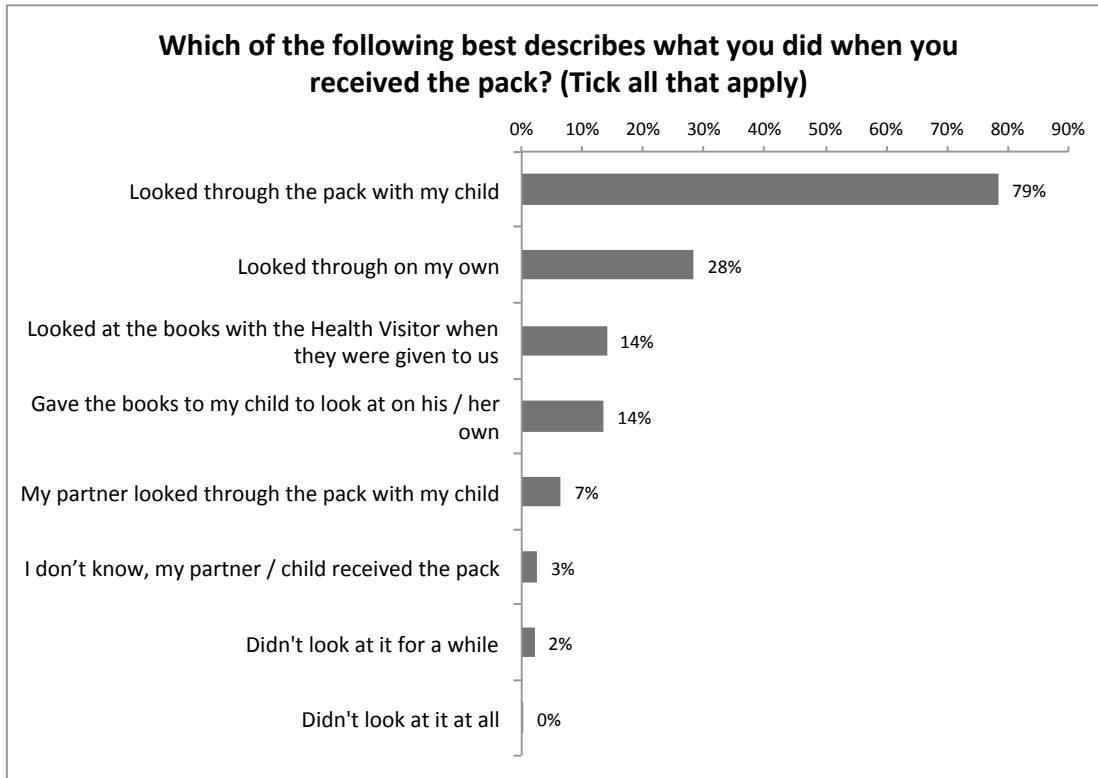


Fig. 25. Universe of Bookstart Baby pack recipients. Base: 967

Over 95% of Bookstart Baby packs were opened and looked through on receipt, either with the targeted child, by the recipient on his / her own or by a partner. This is despite only 52% of pack recipients strongly agreeing or agreeing 'that it was explained well by the person that gave it to them and only 14% looking through the pack with their Health Visitor. This could imply a number of things including strong brand awareness or high impact / interesting bag design.

Bookstart books are certainly getting into children's hands. A vast majority of respondents (79%) looked through the pack with their child on receipt with a further 14% giving the pack to their child to look through.

Perception of Bookstart Baby and point of distribution (all recipients)

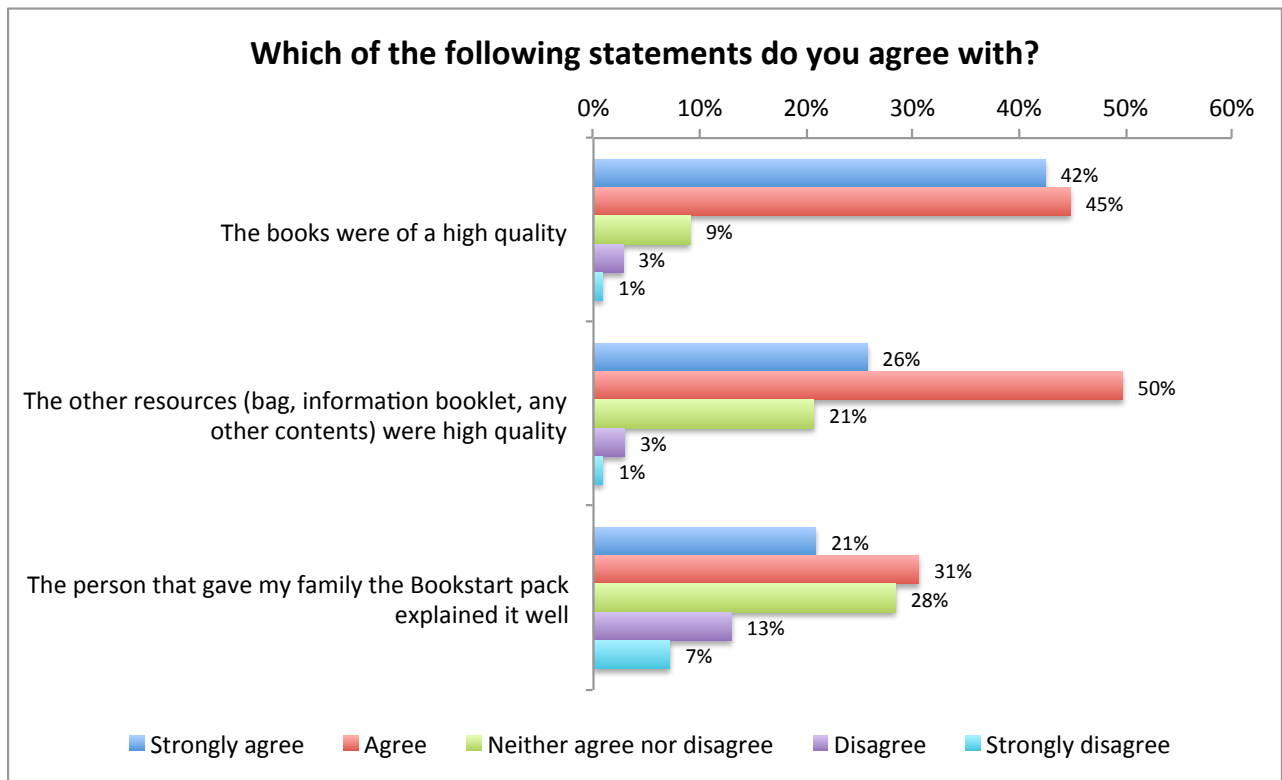


Fig. 26. Universe of Bookstart Baby recipients. Base: 1,268

Survey respondents were asked about their perceptions of the pack and experiences on receipt, with some positive results arising. 87% of Bookstart Baby pack recipients agree or strongly agree that the books were of a high quality, including 42% who strongly agree.

76% of recipients agree or strongly agree that the other resources were high quality including 26% who strongly agree.

However a less clear picture emerges of the quality of the interaction between the person distributing the pack and the recipient. The quality of the experience is likely to be localised with some local authorities following best practice and others not. It is worth noting that recipients do recall the interaction, with 20% disagreeing or strongly disagreeing that the pack was explained well to them, and 52% agreeing or strongly agreeing.

Bookstart Baby parent leaflet recall and perceived value (all recipients)

A booklet for parents and carers comes inside each bag. Do you remember receiving it?	
Yes	61%
No	26%
Don't know	13%

Fig. 27. Universe of Bookstart Baby recipients. Base: 972

Bookstart Baby pack recipients were asked whether they recalled the parent booklet inserted in the bag, with the question text accompanied by images of the two most recent parent booklets. Despite this, recall was relatively low at only 61%.

How useful did you find the booklet?	
Very useful	19%
Quite useful	63%
Not very useful	16%
Not at all useful	1%
I didn't read it	1%

Fig. 28. Universe of Bookstart Baby recipients that recall the parent booklet. Base: 591

The parent booklet scores relatively well with 82% finding it ‘quite useful’ or ‘very useful’, however there is some room for improvement. 63% found it ‘quite useful’ and almost 16% found it ‘not very useful’.



Bookstart Treasure

Parents that recalled receipt of a Bookstart Baby *and* Bookstart Treasure pack or just the Bookstart Treasure pack answered the following series of tailored questions about the Bookstart Treasure pack.

Length of time since receipt of Bookstart Treasure (all recipients)

	Roughly how long ago did your family receive the Bookstart Treasure pack?
In the last month	9%
One to six months ago	25%
Seven to twelve months ago	16%
Longer than a year	37%
Can't remember	12%

Fig. 29. Universe of Bookstart Treasure recipients. Base: 337

Respondents to this question reflected a broad array of time frames over which they'd received the Bookstart Treasure pack. Due to the fact that Bookstart distribution varies across the country it is not possible to infer much from this data, though it does indicate recency of exposure. 50% of respondents had received the pack within the past year, including 9% within the past month, whilst 37% received theirs more than a year ago.

Frequency of use of Bookstart Treasure books (all recipients)

	How often do you look at the Bookstart Treasure books with your child?
Often	36%
Sometimes	49%
Rarely	11%
Never	2%
Don't know	2%

Fig. 30. Universe of Bookstart Treasure recipients. Base: 337

There are no marked differences between socio-economic groups in terms of their propensity to look at the Bookstart Treasure books.

Action on receipt of pack (all recipients)

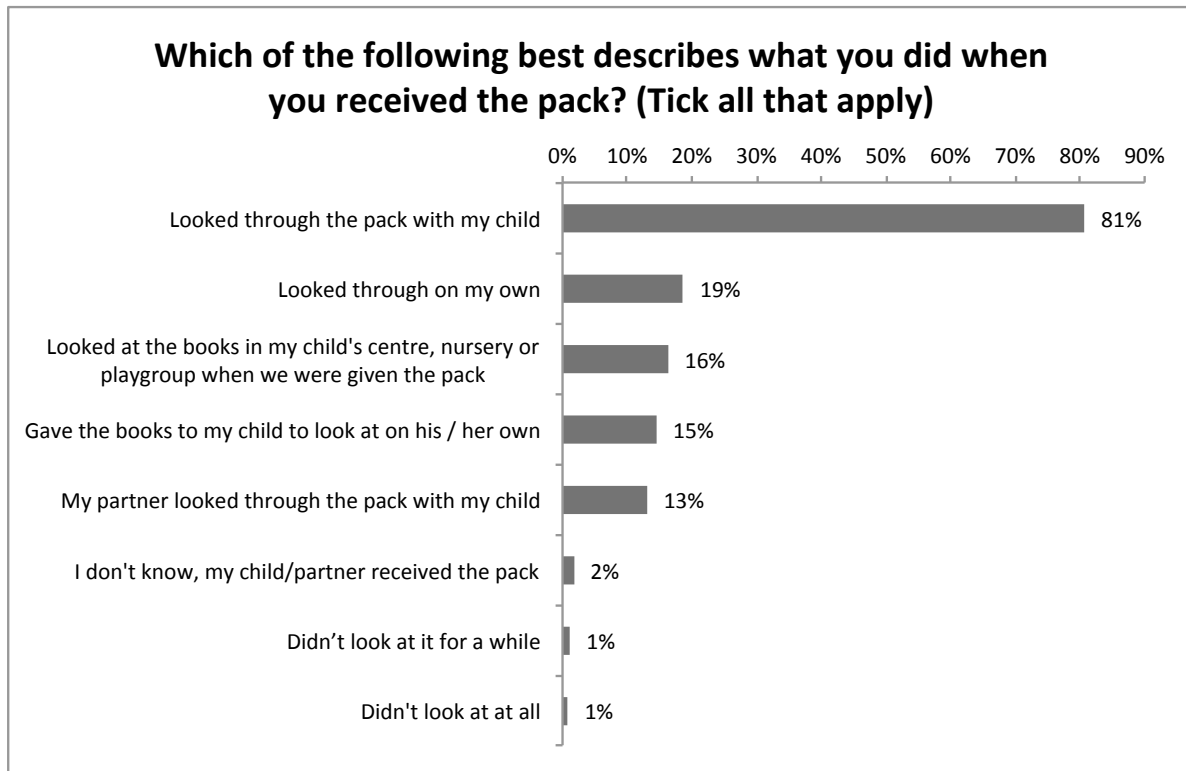


Fig. 31. Universe of Bookstart Treasure recipients. Base: 337

Bookstart Treasure recipients are slightly more likely (16% versus 14%) to look at the books at the point of distribution (in an early years setting) than Bookstart Baby recipients (with the Health Visitor). This is likely to be due to Health Visitor time pressures and the interest engendered by the pack being given out directly to children. It is interesting that despite the older ages of their children, Bookstart Treasure recipients are no more likely than Bookstart Baby recipients to give their child the books to look at on their own.

Partners appear to have a greater involvement / be given more access to the Bookstart Treasure pack compared to the Bookstart Baby pack. Whereas 28% of Bookstart Baby recipients looked through the pack on their own, only 19% of Bookstart Treasure recipients do so. And while only 7% of Bookstart Baby respondents' partners looked through the pack, this increases to 13% of Bookstart Treasure partners. These figures may be due to increased shared childcare or due to increased engagement in books and reading at home.

Action on receipt of pack (mothers versus fathers)

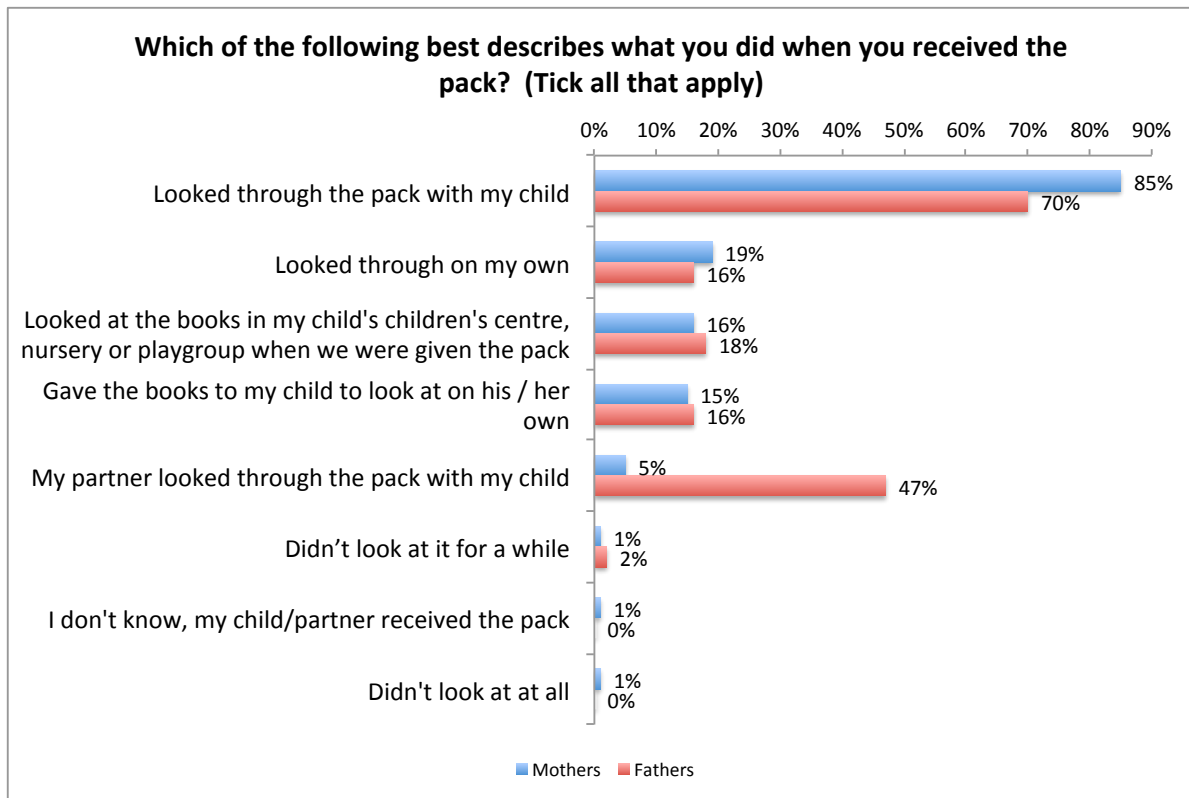


Fig. 32. Universe of Bookstart Treasure recipients. Base: 337

Analysis of the same data by gender reveals some marked differences. Women are more likely than men to look through the pack with their child on receipt (85% versus 70%), probably a reflection of mothers being more commonly the primary carer and present at point of distribution.

However more interesting is that over 47% of male respondents state that their partner looked through the pack with their child. It would be useful to consider how this might be addressed, with both partners being given a role in sharing the pack's content with their child.

Action on receipt of pack (by socio-economic group)

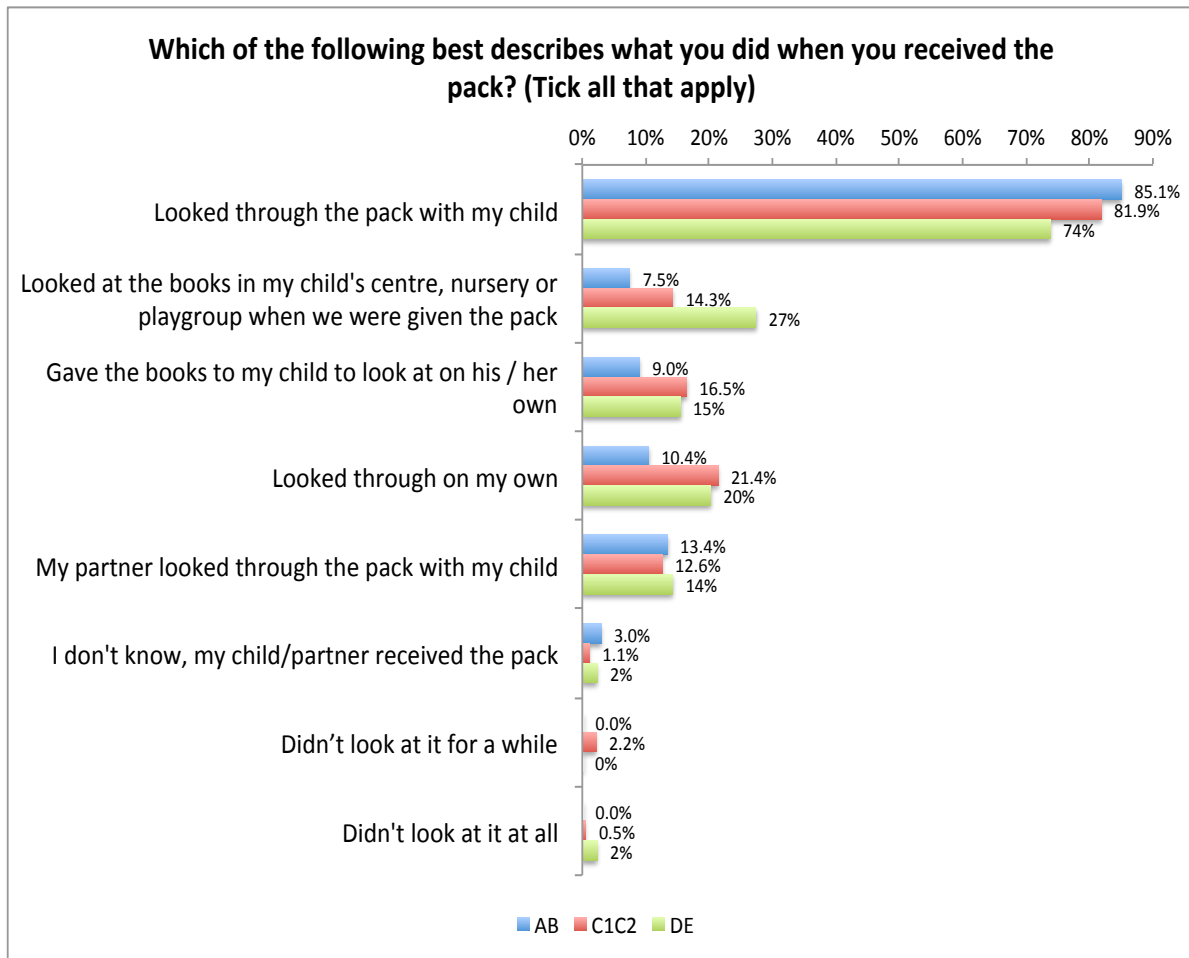


Fig. 33. Universe of Bookstart Treasure recipients. Base: 337

Some marked differences arise when data is analysed by socio-economic group. Those in DE households are almost 3 times more likely than those in AB households to look at the books in their child's children's centre, nursery or playgroup. C1C2 and DE parents are considerably more likely than AB parents to look through the Bookstart Treasure pack on their own on receipt.

The inverse is true, though not as marked. AB parents are more likely than C1C2 or DE parents to look through the bag with their child. However the role of partners does not appear to be influenced by socio-economic group.

Perception of Bookstart Treasure and point of distribution (all recipients)

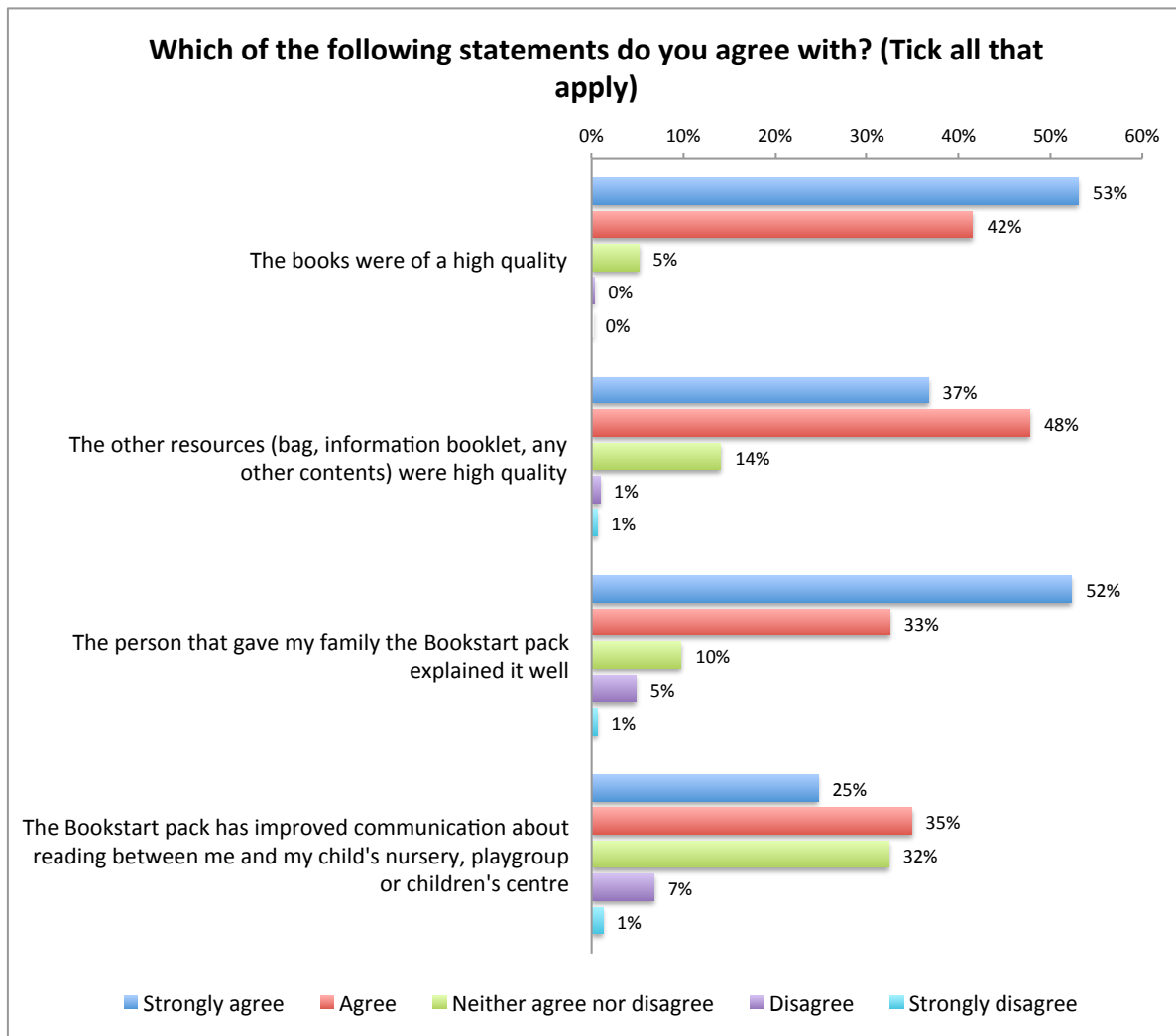


Fig. 34. Universe of Bookstart Treasure recipients. Base: 366

As with the Bookstart Baby pack, Q16 yields some very positive feedback for Bookstart Treasure. The books are almost universally appreciated; 95% of respondents strongly agree or agree that they are of a high quality including 53% who strongly agree and 42% who agree. This is higher than an equivalent figure of 87% for Bookstart Baby.

85% of respondents agree or strongly agree that the other resources are high quality. This figure is also higher than the equivalent score for Bookstart Baby (76%).

Response to the final question is also positive, though less so. 60% of respondents strongly agree or agree that that the pack has improved communication about reading between themselves and their child's setting, including 25% who strongly agree and 35% who agree with this sentiment.

Impact of Bookstart Treasure on communication between parent and their child's nursery, playgroup or children's centre (all recipients)

The Bookstart pack has improved communication about reading between me and my child's nursery, playgroup or children's centre	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	Total
AB	27%	25%	33%	7%	3%	4%	100%
C1C2	22%	33%	38%	7%	0%	1%	100%
DE	29%	44%	20%	5%	2%	0%	100%
Total	24%	34%	32%	7%	1%	1%	100%

Fig. 35. Universe of Bookstart Treasure recipients. Base: 337

When analysed by socio-economic group, the positive impact of pack distribution on communication between DE responders and their nursery setting is marked: 73% of DEs agree or strongly agree that the pack has improved communication. This compares with 52% of those from AB households and 55% of those from C1C2 households.

Bookstart Treasure parent leaflet recall and perceived value (all recipients)

	A booklet for parents and carers comes inside each Bookstart Treasure bag. Do you remember which one you received?
Share the Fun booklet	8%
Treasure booklet	77%
Neither booklet	7%
Don't know	8%

Fig. 36. Universe of Bookstart Treasure recipients. Base: 337

'The current 'Share the Fun' booklet began replacing 'Treasure Book of Ideas' between September- October 2013. Both booklets offer parents accessible information on the benefits of shared reading and tips on suitable titles.

Respondents to the paper-based questionnaire were shown two images but only one tick-box to indicate recognition of either. These responses have all been allocated to the Treasure booklet. Recall rates are encouraging, with 85% of pack recipients recalling one or other of the designs.

	How useful did you find the booklet?
Very useful	26%
Quite useful	64%
Not very useful	9%
Not at all useful	1%
I didn't read it	0%

Fig. 37. Pack recipients that recall the parent booklet. Base: 72

The Treasure parent booklet is well received, with 90% of those that recall seeing it, finding it 'very useful' or 'quite useful'.

However there may be scope for improvement, with 64% of respondents indicating the booklet is 'quite useful', and 10% indicating that it was 'not very useful' or 'not at all useful'. Sample sizes of Treasure recipients that chose to answer Q19 are too small to warrant useful analysis by gender, socio economic group or age of child.

Part Three: Evaluating the Impact of Bookstart

All parents that recalled receipt of one or other of the packs answered the following generic questions.

Impact of receipt of Bookstart Baby or Treasure on library membership (all recipients)

	Since you took part in the Bookstart programme have you joined the library for yourself or your child? (Tick one)
Yes, for first time	20%
No, I was already a member before Bookstart	54%
No, not done this	24%
Can't remember	1%

Fig. 38. Universe of Bookstart recipients. Base: 1,201

20% of Bookstart pack recipients have joined the library for themselves or their child for the first time since receiving their pack.

Impact of receipt of Bookstart Baby or Treasure on library membership (by age of child)

Since you took part in the Bookstart programme have you joined the library for yourself or your child? (Tick one)	Less than 12 months	12-18 months	18 months-2 years	2-3 years	3 years +
Yes, for the first time	36%	25%	33%	37%	23%
No, I was already a member before Bookstart	64%	30%	56%	46%	57%
No, not done this	0%	35%	11%	15%	16%
Can't remember / Not sure	0%	10%	0%	2%	5%

Fig. 39. Universe of online Bookstart pack recipients. Base: 251

The above table details library membership by age of child. 36% of parents with children under 12 months have joined the library themselves or on behalf of their child since receipt of their Bookstart pack. 64% of children under 12 months were members of a library already.

However respondents were not asked at which age their child joined the library. The data indicates that over 36% of respondents that received a Bookstart pack had joined the library on behalf of their child by the time he / she was 12 months old. Some correlation might be drawn between joining date and the distribution age bands of Bookstart Baby and Bookstart Treasure.

23% of pack recipients overall are yet to join a library, a high figure considering the popularity of reading with / to their child (93% of all respondents state that they enjoy spending time reading with their child aged 0-5). There are a few minor differences in

behaviour when analysed by socio-economic group. Each group demonstrated similar levels of library membership prior to receiving their pack (c. 50%). However 27% of AB respondents have joined the library for the first time since receiving their pack, versus only 19% of DE respondents.

Influence of Bookstart Baby and Treasure packs

Impact on parental knowledge about how to read with their child (all recipients)

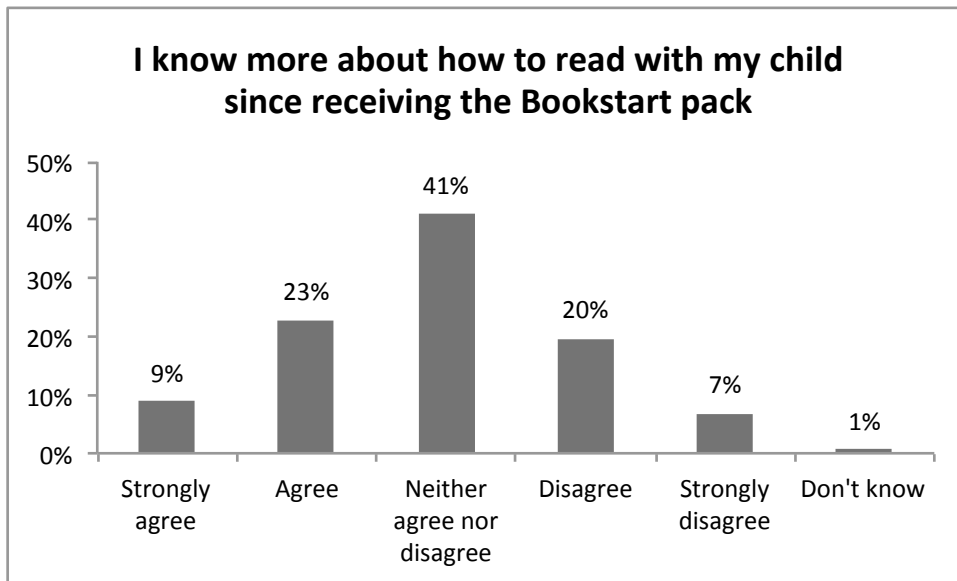


Fig. 40. Universe of Bookstart recipients. Base: 1,246

Impact on parental knowledge about how to read with their child (by socio economic group)

I know more about how to read with my child since receiving the Bookstart pack				
	AB	C1C2	DE	Total
Strongly agree	6%	9%	12%	9%
Agree	20%	23%	26%	23%
Neither agree nor disagree	43%	40%	42%	41%
Disagree	22%	20%	16%	20%
Strongly disagree	8%	8%	4%	7%
Don't know	1%	1%	0%	1%
Total	100%	100%	100%	100%

Fig. 41. Universe of Bookstart recipients. Base: 1,246

Bookstart packs have had a positive impact on large numbers of pack recipients but have not had a significant impact on the knowledge of the majority. 32% of pack recipients strongly agree or agree with the statement 'I know more about how to read with my child since receiving the Bookstart pack'. However 27% of recipients strongly disagree or disagree with the statement, whilst 41% neither agree nor disagree.

Greater impact can be seen on looking at DE respondents in isolation: 38% of this audience strongly agree or agree with the statement 'I know more about how to read with my child since receiving the Bookstart pack' compared to 26% of AB households and 32% of C1C2 households.

Impact on parental confidence about reading with their child (all recipients)

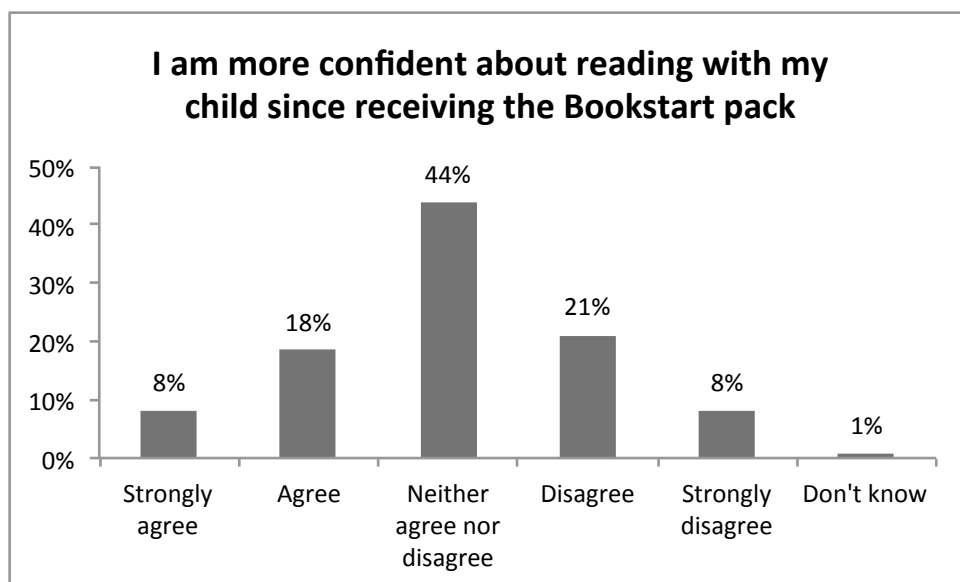


Fig. 42. Universe of Bookstart recipients. Base: 1,192

Impact on parental confidence about reading with their child (by socio demographic)

I am more confident about reading with my child since receiving the Bookstart pack				
	AB	C1C2	DE	Total
Strongly agree	6%	8%	10%	8%
Agree	17%	18%	22%	18%
Neither agree nor disagree	45%	43%	45%	44%
Disagree	23%	22%	17%	21%
Strongly disagree	9%	9%	5%	8%
Don't know	1%	1%	0%	1%
Total	100%	100%	100%	100%

Fig. 43. Universe of Bookstart recipients. Base: 1,192

Bookstart has not had large impact on the reading confidence of pack recipients overall: 26% of all respondents strongly agree or agree with this statement.

However it appears to have had a stronger impact on the confidence of respondents from DE households: 32% of DE respondents strongly agree or agree that they are more confident about reading with their child since receiving the Bookstart pack, compared to 23% of AB respondents and 26% of C1C2 respondents

Impact on parent and child quality time spent together (all recipients)

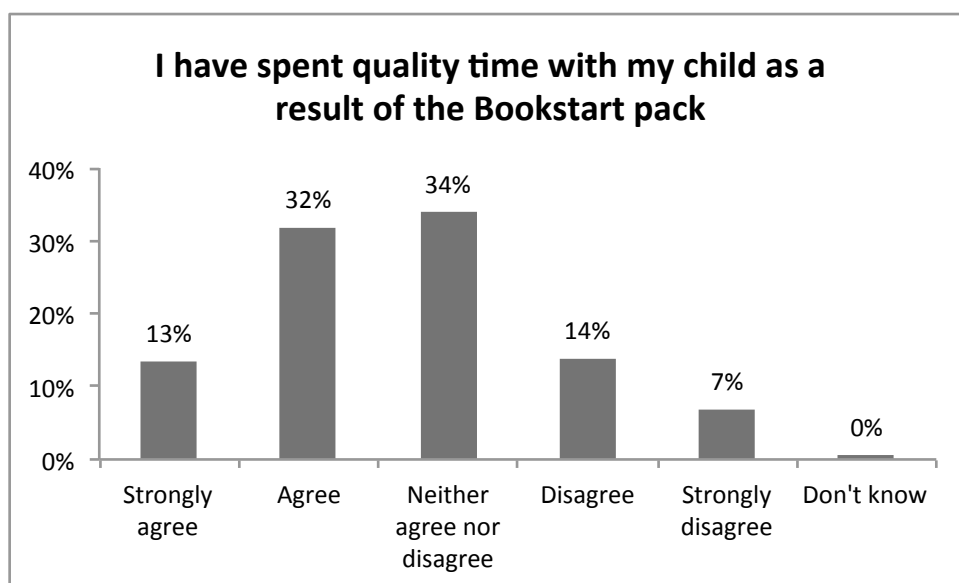


Fig. 44. Universe of Bookstart recipients. Base: 1,238

Impact on parent and child quality time spent together (by socio-economic group)

I have spent quality time with my child as a result of the Bookstart pack				
	AB	C1C2	DE	Total
Strongly agree	11%	14%	15%	13%
Agree	31%	30%	37%	32%
Neither agree nor disagree	34%	35%	33%	34%
Disagree	17%	14%	9%	14%
Strongly disagree	8%	7%	6%	7%
Don't know	0%	0%	0%	0%
Total	100%	100%	100%	100%

Fig. 47. Universe of Bookstart recipients. Base: 1,238.

45% of all pack recipients agree or strongly agree with the statement 'I have spent quality time with my child as a result of the Bookstart pack'. This response is most marked amongst respondents from DE households (52%).

Impact on the frequency with which parents read with their child (all recipients)

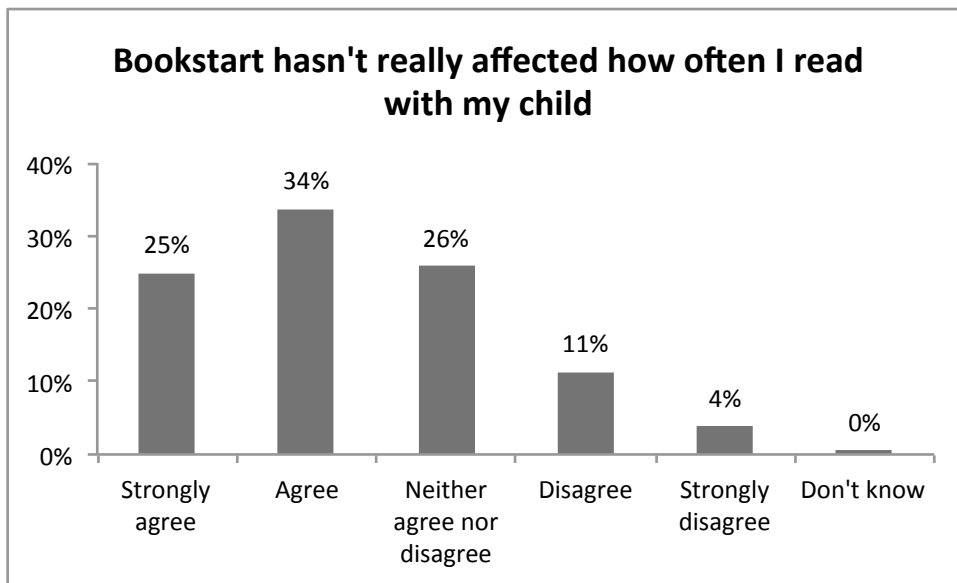


Fig. 48. Universe of Bookstart recipients. Base: 1,227

Impact on the frequency with which parents read with their child (by socio-economic group)

Bookstart hasn't really affected how often I read with my child				
	AB	C1C2	DE	Total
Strongly agree	29%	25%	20%	25%
Agree	35%	35%	30%	34%
Neither agree nor disagree	21%	25%	34%	26%
Disagree	11%	11%	11%	11%
Strongly disagree	5%	3%	5%	4%
Don't know	1%	0%	0%	0%
Total	100%	100%	100%	100%

Fig. 49. Universe of Bookstart recipients. Base: 1,227

59% of all Bookstart recipients strongly agree or agree with the statement 'Bookstart hasn't really affected how often I read with my child'. DE respondents are less inclined to strongly agree or agree with this statement (50%) than AB respondents (64%) or C1C2 respondents (60%).

Extent to which Bookstart books have inspired parents (all respondents)

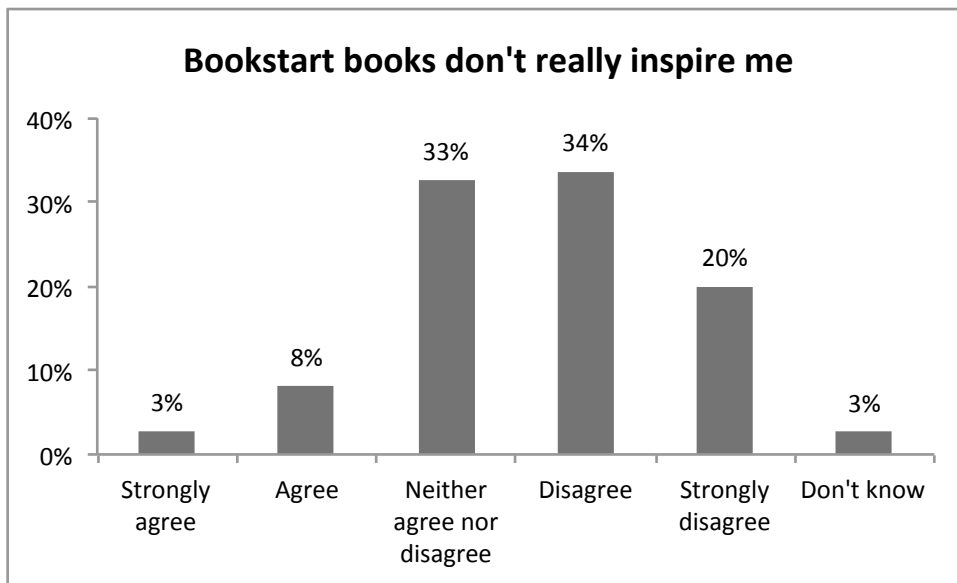


Fig. 50. Universe of Bookstart recipients. Base: 1,197

Extent to which Bookstart books have inspired parents (by socio demographic)

Bookstart books don't really inspire me				
	AB	C1C2	DE	Total
Strongly agree	2%	3%	3%	3%
Agree	9%	8%	7%	8%
Neither agree nor disagree	36%	30%	36%	33%
Disagree	34%	35%	33%	34%
Strongly disagree	16%	21%	20%	20%
Don't know	3%	3%	2%	3%
Total	100%	100%	100%	100%

Fig. 51. Universe of Bookstart recipients. Base: 1,197

The wording of this question appears to have confused some respondents due to the use of double negatives when disagreeing or strongly disagreeing with the overarching statement. This is evidenced by some contradiction in individual respondent answers, with some respondents strongly agreeing that Bookstart books do not really inspire them despite having indicated high levels of satisfaction with the contents of the pack earlier in the survey.

However given that misunderstanding of the question is likely to suppress positive scoring for Bookstart (i.e. misunderstandings are likely to increase the numbers of those respondents that strongly agree with the statement), the existing result of 54% respondents strongly disagreeing or disagreeing with the statement 'Bookstart books don't really inspire me' is very positive, implying high satisfaction levels with the contents of each bag.

Conclusion

Attitudes towards shared reading

Respondents' sustained engagement with the questions in this survey revealed genuine parental interest in the subject of reading with their children. This was backed up by their responses, and then again by the qualitative outputs from this research.

Shared reading is part of their child's entertainment repertoire for over 93% of parents, more popular than any other activity. Propensity to read diminishes slightly with age, but unlike watching television, playing with a tablet or drawing (which has little shared appeal amongst parents of young babies) and singing songs (which lessens in appeal amongst parents of older toddlers), it remains a consistent element of children's childhood.

In terms of children's interest in books, 88% of parents state that their child enjoys looking at the pictures and 82% state that their child enjoys listening to the stories. Though these figures fluctuate according to the age of the child, with interest in stories increasing with age, these high responses indicate that parents embrace both the narrative and image-led aspects of reading. A very small percentage (5%) of parents with 6-12 month old babies perceive their children to be too young to enjoy books.

Reading frequency data is also positive: 72% of respondents claim to read to their child every day or almost every day, and though this figure drops to 62% of respondents from DE households, 81% of the parents in these DE households read at least several times a week.

Reading frequency appears to peak at about 18 months, with 80% of these parents reading every day or almost every day. However after the age of three, reading frequency appears to diminish, with just 63% of children being read to every day or almost every day.

Stated reading frequency is generally higher amongst recipients of either the Bookstart Baby or Bookstart Treasure packs. 84% of AB responders that have received a Baby or Treasure pack read with their child every day or almost every day compared to 75% of all AB responders. 70% of DE responders that have received a pack read every day or almost every day compared to 62% of all DE responders.

Recipients of Bookstart Baby or Bookstart Treasure packs each demonstrate a higher number of different *reasons* for reading, and higher *uptake* of each reason than non pack recipients. 84% of pack recipients view reading as a good way of spending time together with their child, versus 58% of non pack recipients. And 81% of Bookstart recipients read because their child enjoys it, versus 53% of non pack recipients.

Bedtime routine is the fourth most popular reason for shared reading amongst both pack recipients. It is a slightly greater driver for reading amongst recipients of the Bookstart pack than amongst all respondents generally: 66% of recipients read at bedtime compared to 41% of non pack recipients.

There was honesty about reasons for not reading more with their child, though 47% of parents feel that they read with their child enough. Most commonly ticked reasons for not reading more are lack of time (24%), the demands of other children (19%) and work commitments (15%). Those in groups C1C2 and DE are more likely to view lack of time as a barrier to reading but are less likely to be impacted by work commitments.

Response to Bookstart Baby

95% of Bookstart Baby packs were opened and looked through on receipt, either with the targeted child, by the recipient on his / her own or by a partner. A vast majority of respondents (79%) looked through the pack with their child on receipt with a further 14% giving the pack to their child to look through.

When asked their perceptions of the bag and its contents, 87% of Bookstart Baby pack recipients strongly agree or agree that the books were of a high quality. 81% of pack recipients look at the Bookstart books with their child either 'sometimes' or 'often', a very high figure given that 75% of respondents had received their pack more than 12 months prior to completing the survey.

However a less clear picture emerges of the quality of the interaction between the person distributing the pack and the recipient. 20% of respondents disagree or strongly disagree that the pack was explained well to them, suggesting that there is scope for improvement around messaging on distribution.

61% of parents recall the parent leaflet, with 19% of these finding it 'very useful' and 63% finding it 'quite useful'. Again, this implies an opportunity to make the role of the booklet more central to the pack. However, it is worth noting that the booklet has recently been redesigned and only a relatively small proportion of respondents had received the newer version.

Response to Bookstart Treasure

81% of Bookstart Treasure recipients looked through the pack with their child on receipt. This is a high figure particularly given the nature of distribution: straight into children's hands. Bookstart Treasure recipients are slightly more likely (16% versus 14%) to look at the books at the point of distribution (in an early years setting) than Bookstart Baby recipients, again probably due to the nature of distribution and the older ages of the children involved.

Some marked differences arise when data is analysed by socio-economic group. Those in DE households are almost 3 times more likely than those in AB households to look at the books in their child's children's centre, nursery or playgroup. Parents in C1C2 and DE households are almost twice as likely to look through the Bookstart Treasure pack on their own (17%) than parents in AB households (9%).

It was interesting to note that over 47% of male respondents state that their partner looked through the Bookstart Treasure pack with their child. It would be useful to consider

how this might be addressed, with both partners being given a role in sharing the pack's content with their child.

Bookstart Treasure books are of extremely high perceived quality. 95% of respondents strongly agree or agree that they are of a high quality (compared to 87% equivalent percentage for Bookstart Baby books). They are looked at frequently by recipients: 85% of respondents look at Bookstart Treasure books 'often' or 'sometimes' with their child.

There is probably scope to leverage the impact of Bookstart Treasure at point of distribution, with 60% of respondents strongly agreeing or agreeing that the pack has improved communication about reading between themselves and their child's setting. However over 73% of respondents from DE households strongly agree or agree that the pack has improved communication, compared with 52% of those from AB households and 55% of those from C1C2 households.

Recall of the parent booklet appears to be higher than the equivalent in Bookstart Baby, with 77% recalling the Treasure booklet. 90% found the booklet very useful or quite useful, though there is scope for improvement with 10% of respondents finding it 'not very useful' or 'not at all useful'.

The impact of Bookstart

24% of Bookstart pack recipients have joined the library for themselves or their child for the first time since receiving their pack, with 76% of Bookstart pack recipients overall being members of a library.

Bookstart packs have had a very positive impact on large numbers of pack recipients. 32% of pack recipients strongly agree or agree that they know more about how to read with their child since receipt. 26% of all recipients strongly agree or agree that they feel more confident about reading with their child since receiving their pack, whilst 45% of all recipients strongly agree or agree that they have spent quality time with their child as a result of receiving their pack.

The impact of Bookstart is most marked when data from families from DE households is investigated. 38% of this audience strongly agree or agree with the statement 'I know more about how to read with my child since receiving the Bookstart pack' compared to 26% of AB households and 32% of C1C2 households.

Similarly 32% of DE respondents strongly agree or agree that they feel more confident reading with their child compared to 23% of AB respondents and 26% of C1C2 respondents. And 52% of families from DE households have spent quality time with their child as a result of receiving the pack compared with 45% of all respondents.

Bookstart Baby and Bookstart Treasure are highly impactful and memorable initiatives which support and motivate parents to read with their children more often. The books in each pack are highly regarded by parents and together with the supporting materials successfully build parent confidence and knowledge within the context of increased quality

time. The impact of each pack can be increased further still through enhanced communications at point of distribution and more impactful parent-facing materials.

Appendix 1

Detailed methodology

Respondents were targeted via four strands of activity, delivered simultaneously:

1. Via the Bounty lifestyle database
 - Online survey despatched to the Bounty database, which collects family data shortly after the birth of a child and encourages ongoing (opted in) interaction
 - Bookstart-branded mail despatched by Bounty
 - Bounty uses its own survey software, necessitating subsequent merging with other response files
2. Via a consumer lifestyle database
 - Bookstart-branded email despatched by lifestyle database owner to 200k male householders with 1+ children under the age of 5
 - Data sourced from magazine subscription services (i.e. known responders)
 - Full regional and socio-demographic representation within targeted database
 - Survey invitation contained embedded links to discrete survey hosted by Free Thought Research
 - Free Thought Research uses licensed survey software (Smart Survey)
 - Respondents incentivized with £100 Amazon vouchers (prize draw has now been drawn and awarded)
3. Via Early Years settings
 - 150 paper-based surveys despatched to over 20 Early Years settings nationwide with SAE for returns
 - Each nursery committing to gather between 5-15 completed surveys
 - Respondents receive a £3.00 supermarket voucher in lieu of their time
 - Surveys completed anonymously; respondents asked to complete postcode details on an accompanying incentive record sheet which numerically links postcode and completed questionnaire (permitting postcode profiling)
 - Nurseries encouraged to target families in receipt of a Bookstart Baby or Bookstart Treasure pack and to support those with poor literacy / EAL
4. Via Health Visitors and Community Practice Nurses
 - 100 paper-based surveys despatched to 15 Health Visitors nationwide with SAE for returns
 - Each Health Visitor committing to gather between 5-15 completed surveys
 - Respondents receive a £3.00 supermarket voucher in lieu of their time
 - Surveys completed anonymously; respondents asked to complete postcode details on an accompanying incentive record sheet which numerically links postcode and completed questionnaire (permitting postcode profiling)
 - Health Visitors encouraged to conduct surveys within the course of their normal work, where possible targeting otherwise 'hard to reach' families or those with poor literacy / EAL

Appendix 2

Social grades of household chief income earner: definitions and population split

Grade	Social class	Chief income earner's occupation	% Population
A	Upper middle class	Higher managerial, administrative or professional	4%
B	Middle class	Intermediate managerial, administrative or professional	23%
C1	Lower middle class	Supervisory or clerical and junior managerial, administrative or professional	29%
C2	Skilled working class	Skilled manual workers	21%
D	Working class	Semi and unskilled manual workers	15%
E	Non working	Casual or lowest grade workers, pensioners, and others who depend on the welfare state for their income,	8%

Source: NRS 2008 (unweighted sample 37,359, estimated population 15+ (000s) 49,077)

Appendix 3

Wherever relevant analysis has been conducted amongst Bookstart Baby or Bookstart Treasure recipients, given the quite different perspectives of parents with children aged under c. 18 months and children aged 3-4 years.

Aggregated data for some of these questions follows for reference. These comprise some of the required key performance indicators Booktrust seeks to gather on a regular basis.

1. Percentage of parents reporting increased knowledge of how to read / share books with their baby / toddler after receiving the Bookstart Baby / Treasure pack

All pack recipients

Q. Which of the following statements do you agree with?

Q.1. I know more about how to read with my child since receiving the Bookstart pack

9% of Bookstart Baby and Treasure recipients Strongly Agree with this statement

23% of Bookstart Baby and Treasure recipients Agree with this statement

41% of Bookstart Baby and Treasure recipients Neither Agree Nor Disagree

20% of Bookstart Baby and Treasure recipients Disagree with this statement

7% of Bookstart Baby and Treasure recipients Strongly Disagree with this statement

1% of Bookstart Baby and Treasure recipients Don't Know

32% of Bookstart Baby and Treasure recipients know more about how to read with their child since receiving the Bookstart pack

Base: 1246 respondents

Bookstart Baby pack recipients

Q. Which of the following statements do you agree with?

Q.1. I know more about how to read with my child since receiving the Bookstart pack

7% of Bookstart Baby recipients Strongly Agree with this statement

20% of Bookstart Baby recipients Agree with this statement

43% of Bookstart Baby recipients Neither Agree Nor Disagree

21% of Bookstart Baby recipients Disagree with this statement

8% of Bookstart Baby recipients Strongly Disagree with this statement

1% of Bookstart Baby recipients Don't Know

27% of Bookstart Baby recipients know more about how to read with their child since receiving the Bookstart pack

Base: 891 respondents

Bookstart Treasure pack recipients

Q. Which of the following statements do you agree with?

Q.1. I know more about how to read with my child since receiving the Bookstart pack

15% of Bookstart Treasure recipients Strongly Agree with this statement

31% of Bookstart Treasure recipients Agree with this statement

34% of Bookstart Treasure recipients Neither Agree Nor Disagree

16% of Bookstart Treasure recipients Disagree with this statement

4% of Bookstart Treasure recipients Strongly Disagree with this statement

0% of Bookstart Treasure recipients Don't Know

46% of Bookstart Treasure recipients know more about how to read with their child since receiving the Bookstart pack

Base: 300 respondents

2. Impact on home / setting relationship re. books and reading for pleasure amongst parents of 3-4 year olds

Q. Which of the following statements do you agree with?

Q.4. *The Bookstart pack has improved communication about reading between me and my child's nursery, playgroup or children's centre*

25% Bookstart Treasure recipients Strongly Agree with this statement

35% Bookstart Treasure recipients Agree with this statement

60% of parents of 3-4 year olds report an increase in how positive the home/setting relationship is around books and reading for pleasure

Base: 366 respondents

3. Percentage of parents (overall) showing quality of service

Q. Which of the following statements do you agree with?

Q.3. *The person that gave my family the Bookstart pack explained it well*

21% Bookstart Baby recipients Strongly Agree with this statement

31% Bookstart Baby recipients Agree with this statement

52% Bookstart Baby recipients feel that the pack was explained well

52% Bookstart Treasure recipients Strongly Agree with this statement

33% Bookstart Treasure recipients Agree with this statement

85% Bookstart Treasure recipients feel that the pack was explained well

Percentage average

Overall 68% of Bookstart Baby and Treasure recipients feel that the person that gave their family the pack explained it well

Base: 1268 respondents

4. Percentage of parents (overall) pleased with the quality of the resources

Q. Which of the following statements do you agree with?

Q.2. *The other resources (bag, information booklet, other) were high quality*

26% Bookstart Baby recipients Strongly Agree with this statement

50% Bookstart Baby recipients Agree with this statement

76% Bookstart Baby recipients feel the other resources were high quality

37% Bookstart Treasure recipients Strongly Agree with this statement

48% Bookstart Treasure recipients Agree with this statement

85% Bookstart Treasure recipients feel the other resources were high quality

Percentage average

Overall 80% of Bookstart Baby and Treasure recipients are pleased with the quality of the resources

Base: 1254 respondents

5. Percentage of parents (overall) reporting books of high quality

Q. Which of the following statements do you agree with?

Q.1. The books were of a high quality

42% Bookstart Baby recipients Strongly Agree with this statement

45% Bookstart Baby recipients Agree with this statement

87% Bookstart Baby recipients feel that the books were of a high quality

53% Bookstart Treasure recipients Strongly Agree with this statement

42% Bookstart Treasure recipients Agree with this statement

95% Bookstart Treasure recipients feel that the books were of a high quality

Percentage average

Overall 91% of Bookstart Baby and Treasure recipients report books of high quality

Base: 1282 respondents

6. Percentage of parents (overall) reading books with their child as a result of receiving the packs

Q. Which of the following statements do you agree with?

Q.4. Bookstart hasn't really affected how often I read with my child

11% Bookstart Baby and Treasure recipients Disagree with this statement

4% Bookstart Baby and Treasure recipients Strongly Disagree with this statement

15% Bookstart Baby and Treasure recipients feel that Bookstart *hasn't* really affected how often they read with their child

Base: 1227 respondents

Q11a. How often do you look at the Bookstart Baby books with your child?

34% said that they often look at their Bookstart books

47% said that they sometimes look at their Bookstart books

13% said that they rarely look at their Bookstart books

Base: 907 Bookstart Baby pack recipients

Q11b. How often do you look at the Bookstart Treasure books with your child?

36% said that they often look at their Bookstart books
49% said that they sometimes look at their Bookstart books
11% said that they rarely look at their Bookstart books

Base: 319 Bookstart Treasure pack recipients

Q.3. I have spent quality time with my child as a result of the Bookstart pack

13% Bookstart Baby and Treasure recipients Strongly Agree with this statement
32% Bookstart Baby and Treasure recipients Agree with this statement

45% Bookstart Baby and Treasure recipients feel that they have spent quality time with their child as a result of the Bookstart pack

Base: 1268 respondents

7. Percentage of parents (overall) joining the library as a result of the packs

Q. Since you took part in the Bookstart programme have you joined the library for yourself or your child?

20% Bookstart Baby and Treasure recipients have joined the library for the first time
54% Bookstart Baby and Treasure recipients were already a member before Bookstart
24% Bookstart Baby and Treasure recipients have not joined the library
1% Bookstart Baby and Treasure recipients can't remember

20% of Bookstart pack recipients have joined the library for the first time since receiving their Bookstart pack

Base: 1201 respondents

Q. Since you took part in the Bookstart programme have you joined the library for yourself or your child?

45% Bookstart Baby and Treasure recipients were not already a member of the library before receipt of their Bookstart pack
47% of recipients that were not already members of the library have joined since receipt of their Bookstart pack

47% of Bookstart pack recipients that were not already members of the library have joined since receiving their Bookstart pack

Base: 1201 respondents

8. Percentage of parents (overall) that have spent quality time with their child as a result of the packs

Q. Which of the following statements do you agree with?

Q.3. I have spent quality time with my child as a result of the Bookstart pack

13% of Bookstart Baby and Treasure recipients Strongly Agree with this statement

32% of Bookstart Baby and Treasure recipients Agree with this statement

34% of Bookstart Baby and Treasure recipients Neither Agree Nor Disagree with this statement

14% of Bookstart Baby and Treasure recipients Disagree with this statement

7% of Bookstart Baby and Treasure recipients Strongly Disagree with this statement

1% of Bookstart Baby and Treasure recipients Don't Know

45% of Bookstart Baby and Treasure recipients Agree or Strongly Agree that they have spent quality time with their child as a result of the packs

Base: 1238 respondents

9. Percentage of pack recipients (overall) that do not read their Bookstart Baby or Treasure books that indicate they have joined the library *or* spent quality time with their child since receipt of their pack

- 95% of pack recipients read their Bookstart Baby or Treasure books Often, Sometimes or Rarely with their child
- 1% of recipients that do not read their books have joined the library for the first time since receipt of their pack
- 0.3% of recipients that have do not read their books or that have not joined the library have spent quality time with their child since receiving their pack

96.3% of Bookstart Baby and Treasure recipients either read their Bookstart Baby and Treasure books Often, Sometimes or Rarely OR have joined the library since receiving their pack OR have spent quality time with their child since receiving the pack

Base: 1245 respondents