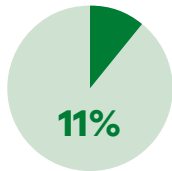


Family Reading Segments

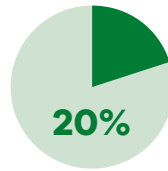
Ages
0-6

Highly Engaged



Early Enthusiasts

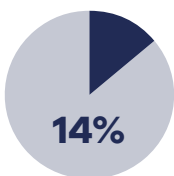
A family of book lovers whose passion for reading is passed from parent to child.



Happy Habituals

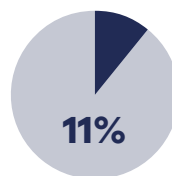
Reading is enjoyed and valued for the chance to spend quality time together.

Engaged



Eager Kids

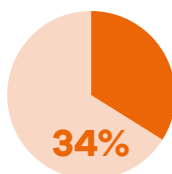
Children are the instigators of shared reading occasions, and parental enjoyment of reading is not as strong.



Goal-Focused Strivers

Parents take the lead on shared reading because they value it as an educational tool to help their child learn and grow.

Somewhat Engaged

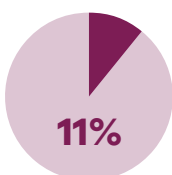


Entertainment Seekers

Parents see the importance of reading, but can struggle with motivation when reading occasions are not as fun as other activities for them and their child.



Not Yet Engaged



Early Familiarity Seekers

Reading occasions are often unsatisfying, and as a result parents struggle to find the motivation to read with their child.



Illustrations © Sophy Henn.

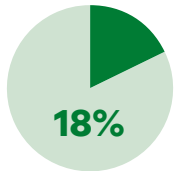
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Family Reading Segments

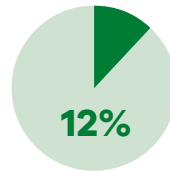
Ages
7-16

Highly Engaged



Enthusiasts

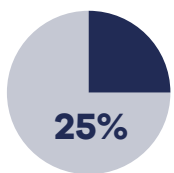
Curious and confident by nature, these families read widely and love sharing and discussing books.



Transitionals

Shared reading occasions have begun to dwindle as these pre-teens become more independent.

Engaged

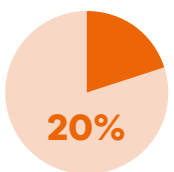


Busy Explorers

Families have positive associations with reading, but hectic schedules and other hobbies mean it's competing for time in their day-to-day life.

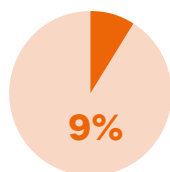


Somewhat Engaged



Routine Followers

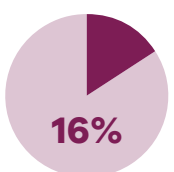
Reading is more of a parent-led routine than an enjoyable activity in the home.



Media Browsers

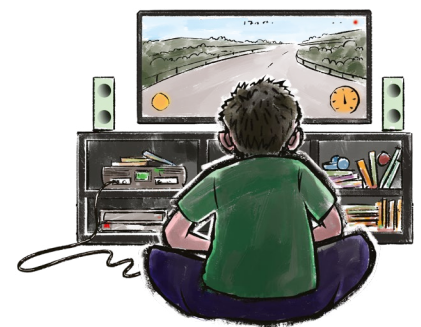
Families lack an internal drive for reading, and for young people it takes a back seat to interest in gaming and social media.

Not Yet Engaged



Familiarity Seekers

Families are not actively engaged with reading, which is seen as a chore, and children are not confident in finding books they can relate to.



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