



# New findings

## Introduction

BookTrust, Farshore and HarperCollins Children's Books are committed to encouraging and inspiring more children to read. We independently invest in world class research to better understand families' reading habits, behaviours, and the barriers and motivations they face. New research into the reading habits and behaviours of dads finds:

- ★ Only **25% of children and teens read for pleasure 'every day or nearly every day'** (Nielsen BookData's 'Understanding the Children's Book Consumer' 2022)
- ★ Only **one in three children are read a story every day or nearly every day** by their dads (Nielsen BookData's 'Understanding the Children's Book Consumer' 2022)
- ★ **Dads aren't as aware as mums that reading aloud to their children encourages them to read more.** Only 35% of dads are well aware of this, compared to 48% of mums. (Farshore's proprietary data through a collaboration with Nielsen BookData and their 'Understanding the Children's Book Consumer' survey 2022)
- ★ **Few dads were read to when they were children themselves and less than half grew up with positive ideas about reading.** Only 36% of dads were regularly read to when they were children and only 46% grew up with the idea that reading was a fun and enjoyable activity. (Farshore's proprietary data through a collaboration with Nielsen BookData and their 'Understanding the Children's Book Consumer' survey 2022)
- ★ **53% of dads say they prefer making up stories to reading books with their children** (*BookTrust Family Survey 2022*)
- ★ **Dads are twice as likely as mums to lack confidence choosing books their children would like to read** (31% of dads compared with 17% of mums) and **lack confidence in their reading ability** (11% of dads compared with 5% of mums). (*BookTrust Family Survey 2022*)
- ★ **When they do read with their children the majority of dads find it a rewarding and enjoyable experience.** 76% of dads tell us they find reading with their children rewarding and 74% tell us it's an enjoyable experience for them both. (*BookTrust Family Survey 2022*)



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## Dads Make Stories Magic Campaign

In response to this research BookTrust and HarperCollins have come together to launch **Dads Make Stories Magic**, a new campaign that aims to get dads, other male family members and wider role models reading with their children ahead of Father's Day 2023.

Through the campaign, we will be raising awareness of why it's so important to read aloud to children and sharing practical and easy tips and hints that can help dads share books and stories with their children, making storytime a magical... experience for them both.

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## Research methodology

BookTrust is the UK's largest children's reading charity

For its Family Survey 2022, BookTrust surveyed 2,148 parents and carers from low-income backgrounds. 626 respondents (30%) were fathers/ stepfathers.

[www.booktrust.org.uk](http://www.booktrust.org.uk)

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## HarperCollins Children's Books and Farshore are children's imprints at HarperCollins

Farshore collaborated with Nielsen BookData and their 'Understanding the Children's Book Consumer' survey 2022. They surveyed 1555 parents of 0-13s and 445 14-17s. It was a nationally representative sample. 372 respondents were dads (24%).

[www.farshore.co.uk](http://www.farshore.co.uk)

[www.harpercollinschildrensbooks.co.uk](http://www.harpercollinschildrensbooks.co.uk)

