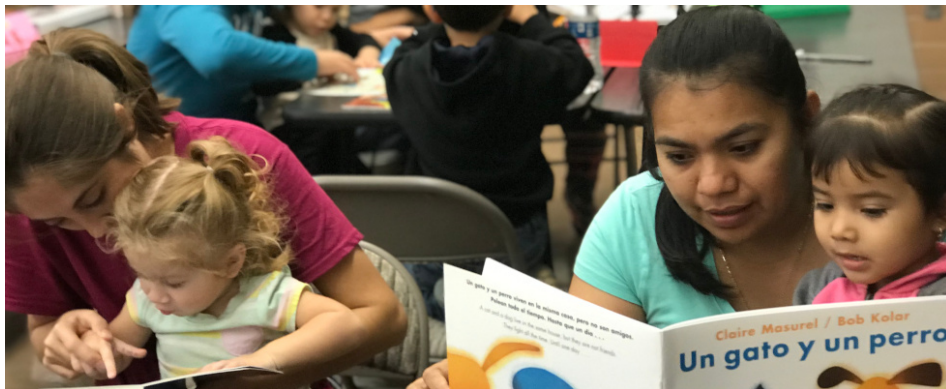




bookspring

The 2019 Central Texas Reading Survey



BookSpring 2019 Central Texas Survey

Q1. We are interested in the reading habits of parents or caregivers of children who are currently under the age of 12 (including parents, grandparents, siblings, close relatives, or frequent in-home caregivers). Does this describe you?

	Percent
Yes	100

Q2. What Central Texas county do you live in?

	Percent
Bastrop	2
Burnett	1
Caldwell	0
Hays	13
Travis	54
Williamson	30

Q3. What are the ages of the child or children under the age of 12 for whom you are a parent, grandparent, sibling, close relative, or frequent in-home caregiver?

Average age of child is 6.21, with a standard deviation of 3.89.

Q3A. Thinking about the child or children for whom you care for, which of the following best describes you?

	Percent
Parent	90
Granparent	0
Sibling	4
Close Relative	0
Frequent in-home caregiver	2
Other (please specify)	3

Q4A. How many children's books do you have at home right now? Please provide us with your best estimate.

	Percent
0	1
1-4	16
5-9	10
10-19	19
20-49	27
More than 50	27

Q4B. How many TOTAL books do you have at home right now? Please provide us with your best estimate.

	Percent
0	1
1-4	7
5-9	9
10-19	14
20-49	18
More than 50	51

Q5. Do any of the children for whom you care for ever read on a digital device such as smartphone or tablet?

	Percent
Yes	63
No	37

Q6. Which of the following best describes the child or children under 12 that you care for?

	Percent
A child or children who can read on their own	38
A child or children who cannot read on their own	38
Both children who can and cannot read on their own	24

Q7. How often do you read aloud with a child or children?

	Percent
Twice or more a day	21
Once a day	34
A few times a week	24
Once a week	5
A few times a month	11
Never	5

Q8. **[ASK IF Q7 DOES NOT EQUAL “Never”]** When you read together with your child or children, do you ever read from a digital device such as smartphone or tablet?

	Percent
Yes	51
No	49

Q9A. [ASK IF RESPONDENT HAS A CHILD WHO CANNOT READ IN Q6]

Now, we are interested in learning more about your thoughts about reading with your child, including print formats and on digital devices like a tablet or a smartphone. Please tell us whether you agree or disagree with the following statements: **[RANDOMIZE A-E]**

A. Reading books aloud to my child is important

	Percent
Agree	98
Disagree	2

B. Reading a book is a good use of my child's time

	Percent
Agree	99
Disagree	1

C. When I do not read a book with my child everyday I feel bad

	Percent
Agree	71
Disagree	29

D. I enjoy reading books together with my child

	Percent
Agree	99
Disagree	1

E. Reading a book aloud with my child is difficult for me

	Percent
Agree	11
Disagree	89

Q9B. [ASK IF RESPONDENT HAS A CHILD WHO CAN READ IN Q6] Now, we are interested in learning more about your thoughts about reading with your child, including print formats and on digital devices like a tablet or a smartphone. Please tell us whether you agree or disagree with the following statements: **[RANDOMIZE A-E]**

A. My child learns new ideas when they read a book

	Percent
Agree	94
Disagree	6

B. My child reads books so others will praise them

	Percent
Agree	32
Disagree	68

C. My child reads books because someone makes them do it

	Percent
Agree	34
Disagree	66

D. My child reads books to be successful

	Percent
Agree	81
Disagree	19

E. Reading books is boring to my child

	Percent
Agree	19
Disagree	81

[RANDOMIZE Q10-Q11]

Q10. How important do you think reading is to your child's educational success?

	Percent
Extremely important	94
Somewhat important	6
Not very important	0
Not at all important	0

Q11A. **[ASK IF RESPONDENT HAS CHILD WHO CAN READ IN Q6]** How much do you think your child enjoys reading?

	Percent
A lot	60
Some	34
Not very much	3
Not at all	3

Q11B. **[ASK IF RESPONDENT HAS A CHILD WHO CANNOT READ IN Q6]** How much do you think your child enjoys being read to?

	Percent
A lot	75
Some	22
Not very much	2
Not at all	1

Q12. Would you say that your child does each of the following more often, less often, or about the same amount of time as reading or being read to? **[RANDOMIZE A-E]**

A. Playing video games

	Percent
More often than reading	31
Less often than reading	57
Don't know/Not sure	12

B. Watching television

	Percent
More often than reading	50
Less often than reading	44
Don't know/Not sure	7

C. Playing outside the house

	Percent
More often than reading	62
Less often than reading	33
Don't know/Not sure	5

D. Doing arts and crafts

	Percent
More often than reading	43
Less often than reading	47
Don't know/Not sure	10

E. Playing on a phone or tablet

	Percent
More often than reading	49
Less often than reading	45
Don't know/Not sure	6

Q13. We are interested in learning more about your general reading habits, including for leisure, work, or school. Please select all the formats you use when you read.

A. *Print books, fiction*

	Percent
Use	80
Don't use	20

B. *Print books, non-fiction*

	Percent
Use	67
Don't use	33

C. *Print newspapers*

	Percent
Use	24
Don't use	76

D. *Print magazines*

	Percent
Use	42
Don't use	58

E. *Information and news on the web*

	Percent
Use	62
Don't use	38

Q13. Continued. . .

F. Entertainment on the web

	Percent
Use	57
Don't use	43

G. Social media messages/chats, text messages, and/or emails

	Percent
Use	64
Don't use	36

H. E-books, fiction

	Percent
Use	44
Don't use	56

I. E-books, non-fiction

	Percent
Use	39
Don't use	61

J. Materials required by a school, any format

	Percent
Use	43
Don't use	57

K. Materials required by your work, any format

	Percent
Use	42
Don't use	58

Q14. Please rank the format that you read most frequently, from 1 being the most frequent to 4 being the least.

A. Reading in print

	Percent
1	42
2	23
3	21
4	14

B. Reading on a computer

	Percent
1	12
2	30
3	30
4	28

C. Reading on my phone

	Percent
1	39
2	28
3	25
4	8

D. Reading from a tablet or e-reader

	Percent
1	8
2	19
3	23
4	50

Q15. How often do you read on your own for. . . [RANDOMIZE A-D]

A. Pleasure

	Percent
Twice or more a day	29
Once a day	21
A few times a week	23
Once a week	8
A few times a month	13
Never	5

B. Work

	Percent
Twice or more a day	36
Once a day	16
A few times a week	15
Once a week	4
A few times a month	10
Never	19

C. School

	Percent
Twice or more a day	16
Once a day	14
A few times a week	12
Once a week	4
A few times a month	6
Never	48

E. Self-Improvement

	Percent
Twice or more a day	21
Once a day	17
A few times a week	24
Once a week	10
A few times a month	18
Never	9

Q16. We are interested in learning more about your interest in reading books of any kind, including print formats and on digital devices like a tablet or a smartphone. Please tell us whether you agree or disagree with the following statements:

A. *I learn new ideas when I read books*

	Percent
Agree	95
Disagree	5

B. *Reading books is a good use of my time*

	Percent
Agree	91
Disagree	9

C. *I read books because someone makes me do it*

	Percent
Agree	15
Disagree	85

E. *I read books to be successful*

	Percent
Agree	77
Disagree	23

F. *The best way to understand the world is to read books*

	Percent
Agree	74
Disagree	26

G. *Reading books is a good investment in my future*

	Percent
Agree	90
Disagree	10

Q17. BookSpring is a local non-profit that provides reading experiences, tools, and books to children and their families so they can develop a desire to read and succeed in school and life. Have you ever heard of BookSpring prior to this survey?

	Percent
Yes	15
No	85

Q18. **[ASK IF RESPONDENT HAS HEARD OF BOOKSPRING IN Q17]** Which, if any, of the following BookSpring programs are you familiar with? Please check all that apply.

A. *Books for Me*

	Percent
Familiar	6
Unfamiliar	94

B. *ReadWe
II*

	Percent
Familiar	4
Unfamiliar	96

C. *Read-A-
Thon*

	Percent
Familiar	5
Unfamiliar	95

D. *Summer
Success*

	Percent
Familiar	5
Unfamiliar	95

Q18. Continued. .

E. ReBook

	Percent
Familiar	2
Unfamiliar	98

*F. 20 Books by
2020*

	Percent
Familiar	4
Unfamiliar	96

*G. Reading Is
Fundamental*

	Percent
Familiar	6
Unfamiliar	94

*H. Reach Out and
Read*

	Percent
Familiar	5
Unfamiliar	95

I. Other

	Percent
Familiar	1
Unfamiliar	99

Almost done. The following questions are for statistical purposes.

AGEG.

	Percent
18-29	32
30-44	49
45-64	18
65+	1

RACE. What is your ethnicity?

	Percent
White	33
Black or African American	17
Hispanic or Latino	32
Other	19

GENDER. What is your gender?

	Percent
Female	80
Male	20

EDUC. What is the highest level of education you have completed?

	Percent
Less than high school	3
High school graduate	18
Some college	29
2 year degree	8
4 year degree	28
Professional degree	13
Doctorate	1

INCOME. What is your estimated annual household income?

	Percent
Less than \$40K	29
\$40K to \$80K	39
More than \$80K	28
Refused	4

HOUSE. How many people are living in your household?

	Percent
1	1
10 or more	0
2	11
3	32
4-6	52
7-9	3

LANG. What is the primary language spoken in your household?

	Percent
English	93
Spanish	5
Arabic	0
Chinese	0
Other (please specify)	2

LANG_BOOKS. What is the primary language of the books in your household?

	Percent
English	97
Spanish	2
Chinese	1
Other (please specify)	0

Methodology

Strategic Research Associates (SRA) surveyed 600 residents living in Bastrop, Burnett, Caldwell, Hays, Travis, and Williamson Counties who indicated that they are the parent or frequent caregiver of a child currently under the age of 12 from August 28 to September 10, 2019. Final results are presented with responses weighted by race to better match the target population according to U.S. Census Bureau, 2011-2015 American Community Survey 5-Year estimates of the presence of children under 18 years of age in households in the aforementioned counties. The margin of error for the full sample is +/- 4.00 percent.

About SRA

The principals at SRA are James Henson, PhD and Joshua Blank, PhD. One or the other has played a primary role in most of the major public statewide polls conducted in Texas since 2007. They are based in Austin, Texas, and can be contacted at SRATEXLLC@gmail.com.