

BookSpring 2020 Central Texas Survey

10/5/2020

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	5
Burnett	1
Caldwell	3
Hays	14
Travis	54
Williamson	23

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 6.37, with a standard deviation of 4.02.

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

	Percent
Parent	88
Granparent	0
Sibling	8
Close Relative	0
Frequent in-home caregiver	3
Other (please specify)	2

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

	Percent
0	3
1-4	14
5-9	15
10-19	21
20-49	24
More than 50	25

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	21
More than 50	48

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

Percent	
Yes	77
No	23

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	46
A child or children who cannot read on their own	29
Both children who can and cannot read on their own	25

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

	Percent
Twice or more a day	27
Once a day	29
A few times a week	25
Once a week	5
A few times a month	9
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	63
No	37

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	99
Disagree	1

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

	Percent
Agree	98
Disagree	2

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	97
Disagree	3

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

	Percent
Agree	15
Disagree	85

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	98
Disagree	2

B. *My child reads books so others will praise them*

	Percent
Agree	35
Disagree	65

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

	Percent
Agree	43
Disagree	57

D. *My child reads books to be successful*

	Percent
Agree	79
Disagree	21

E. *Reading books is boring to my child*

	Percent
Agree	22
Disagree	78

[RANDOMIZE Q10-Q11]

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

	Percent
Extremely important	90
Somewhat important	9
Not very important	1
Not at all important	1

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

	Percent
A lot	53
Some	40
Not very much	6
Not at all	0

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	71
Some	26
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	41
Less often than reading	53
Don't know/Not sure	7

B. Watching television

	Percent
More often than reading	57
Less often than reading	38
Don't know/Not sure	6

C. Playing outside the house

	Percent
More often than reading	66
Less often than reading	30
Don't know/Not sure	4

D. Doing arts and crafts

	Percent
More often than reading	50
Less often than reading	45
Don't know/Not sure	5

E. Playing on a phone or tablet

	Percent
More often than reading	53
Less often than reading	43
Don't know/Not sure	4

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	62
Don't use	38

C. Print newspapers

Percent	
Use	20
Don't use	80

D. Print magazines

Percent	
Use	38
Don't use	62

E. Information and news on the web

Percent	
Use	56
Don't use	44

Q13. Continued...

F. Entertainment on the web

	Percent
Use	54
Don't use	46

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

	Percent
Use	65
Don't use	35

H. E-books, fiction

	Percent
Use	55
Don't use	45

I. E-books, non-fiction

	Percent
Use	40
Don't use	60

J. Materials required by a school, any format

	Percent
Use	47
Don't use	53

K. Materials required by your work, any format

	Percent
Use	43
Don't use	57

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	44
2	18
3	22
4	16

B. Reading on a computer

Percent	
1	12
2	37
3	29
4	22

C. Reading on my phone

Percent	
1	34
2	23
3	27
4	16

D. Reading from a tablet or e-reader

Percent	
1	9
2	23
3	22
4	46

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	22
A few times a week	24
Once a week	8
A few times a month	13
Never	5

B. Work

	Percent
Twice or more a day	35
Once a day	16
A few times a week	16
Once a week	6
A few times a month	8
Never	19

C. School

	Percent
Twice or more a day	19
Once a day	15
A few times a week	18
Once a week	7
A few times a month	6
Never	36

E. Self-Improvement

	Percent
Twice or more a day	22
Once a day	17
A few times a week	26
Once a week	9
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	94
Disagree	6

B. Reading books is a good use of my time

	Percent
Agree	95
Disagree	5

C. I read books because someone makes me do it

	Percent
Agree	23
Disagree	77

E. I read books to be successful

	Percent
Agree	80
Disagree	20

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

	Percent
Agree	79
Disagree	21

G. Reading books is a good investment in my future

	Percent
Agree	91
Disagree	9

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	27
No	73

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	11
Unfamiliar	89

B. *ReadWell*

	Percent
Familiar	8
Unfamiliar	92

C. *Read-A-Thon*

	Percent
Familiar	10
Unfamiliar	90

D. *Summer Success*

	Percent
Familiar	9
Unfamiliar	91

Q18. Continued...

E. ReBook

	Percent
Familiar	2
Unfamiliar	98

F. 20 Books by 2020

	Percent
Familiar	8
Unfamiliar	92

G. Reading Is Fundamental

	Percent
Familiar	10
Unfamiliar	90

H. Reach Out and Read

	Percent
Familiar	5
Unfamiliar	95

I. Other

	Percent
Familiar	2
Unfamiliar	98

Almost done. The following questions are for statistical purposes.

AGEG.

	Percent
18-29	34
30-44	53
45-64	11
65+	2

RACE. What is your ethnicity?

	Percent
White	33
Black or African American	16
Hispanic or Latino	32
Other	19

GENDER. What is your gender?

	Percent
Female	67
Male	33

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

	Percent
Less than high school	4
High school graduate	19
Some college	25
2 year degree	7
4 year degree	27
Professional degree	16
Doctorate	2

INCOME. What is your estimated annual household income?

	Percent
Less than \$40K	25
\$40K to \$80K	33
More than \$80K	37
Refused	5

HOUSE. How many people are living in your household?

	Percent
1	4
2	13
3	25
4-6	54
7-9	3
10 or more	0

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

	Percent
English	91
Spanish	7
Arabic	1
Chinese	1
Other (please specify)	1

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

	Percent
English	96
Spanish	3
Chinese	0
Other (please specify)	1

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 September 8 to September 29, 2020 from an online panel provided by Qualtrics. 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.