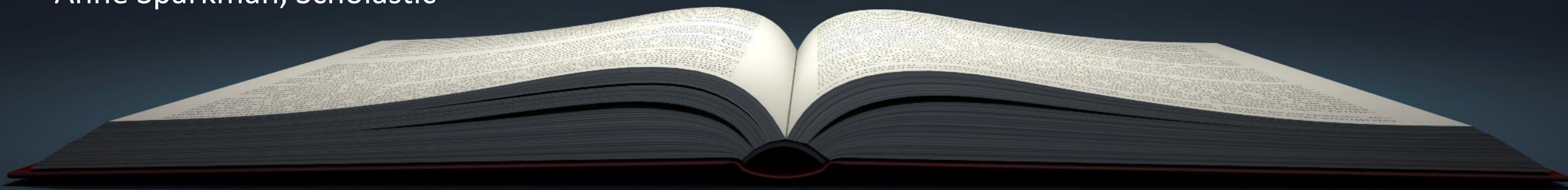
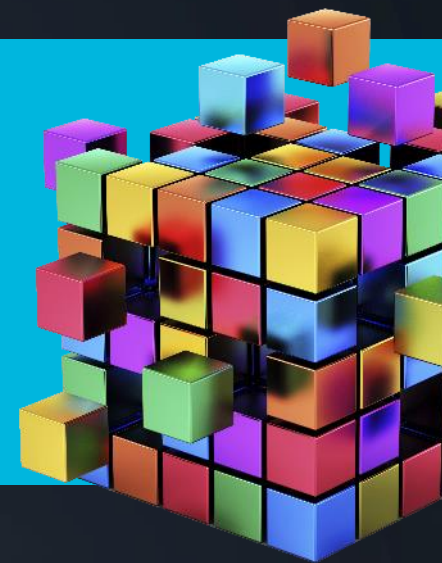




Saying Goodbye to Silos: Maximizing Return on Research Dollars

PRESENTED AT THE QUIRK'S EVENT, FEBRUARY 23, 2015

Kristen Harmeling, YouGov
Anne Sparkman, Scholastic



The background of the slide is a collage of four photographs. The top-left photo shows a close-up of a young girl with long brown hair, looking down and reading a book. The top-right photo shows a smiling man and a young girl looking at a book together. The bottom-left photo shows a group of students in a classroom, with one girl in a yellow shirt writing in a notebook. The bottom-right photo shows a close-up of a girl's face as she thinks, with her hand near her chin.

Content

Introduction to YouGov, Scholastic and the Kids & Family Reading Report

Share key study findings that are leveraged across multiple business units

Wrap up with comments on collaboration and success

INTRODUCTION TO YUGOV

YouGov is a full service research and consulting firm that helps clients make smarter decisions about their markets, customers, products and services.



2000
2007

YUGOV FOUNDED IN UK
ENTERED THE US MARKET

20

NUMBER
OF YUGOV
OFFICES IN
WORLDWIDE

519

NUMBER
OF YUGOV
EMPLOYEES
WORLDWIDE

23

GLOBAL RANK
OF YUGOV
IN AMA GOLD
REPORT



INTRODUCTION TO SCHOLASTIC

AT A GLANCE:

APPROXIMATELY

\$2 billion

in annual revenues

9,500

employees
worldwide



World's largest publisher and distributor of children's books and a leader in educational technology and related services and children's media.

Global reach, serving customers in...



45

LANGUAGES



150

and more than
COUNTRIES

MISSION

The corporate mission of Scholastic is to encourage the intellectual and personal growth of all children, beginning with literacy.



The Kids & Family Reading Report

Since 2006, this bi-annual project has presented children's and parents' attitudes and behaviors around reading books for fun.

8,800
parents & kids
since 2006

4,652 parents | 4,446 kids



5th
Edition



1,026

Parents of Children Ages 6-17, plus one child age 6-17 from HH



506

Parents of Children Ages 0-5



Conducted August 29, 2014 through September 10, 2014

See the full methodology scholastic.com/reading-report.

We've all experienced it or witnessed it:

Silo mentality: A mind-set present in some companies when certain departments or sectors do not wish to share information with others in the same company.

<http://www.businessdictionary.com/definition/silo-mentality.html#ixzz3RYAFNgX7>



Research

Corporate
Communica-
tions

Research

Business
Unit/
Brand
Team

Research

Business
Unit/
Brand
Team

Research

Business
Unit/
Brand
Team

A different scenario is possible—research can forge connections

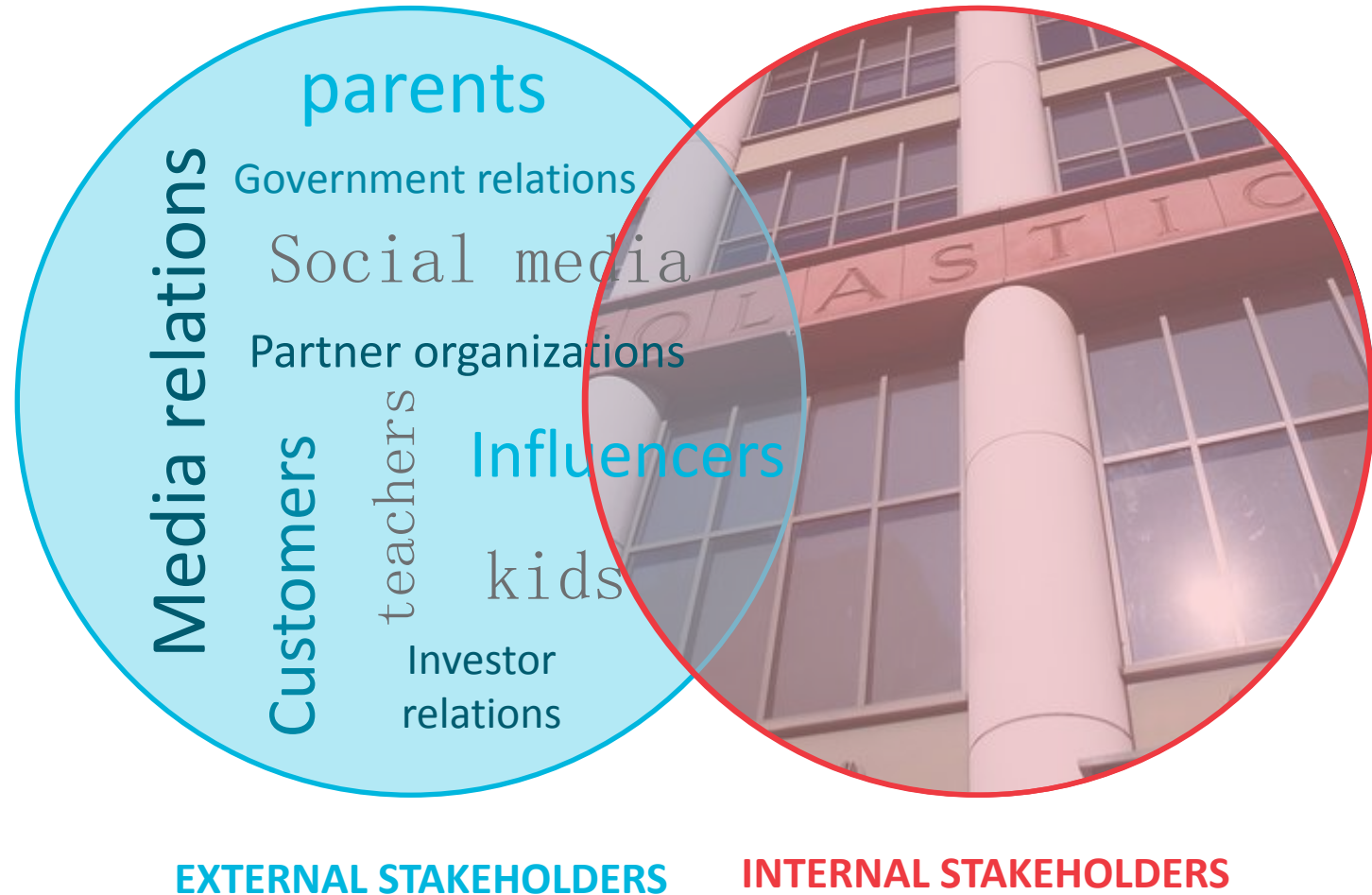
With a focus on inclusion, collaboration and giving voice to internal stakeholders, the role of research can be elevated to enhance corporate reputation, promote corporate vision AND drive growth in business units through information and innovation



Corporate Communications: Shepherd of the Brand

“Corporate communication is “dedicated to the dissemination of information to key constituencies, the execution of corporate strategy and the development of messages for a variety of purposes for inside and outside the organization.”

Financial Times/lexicon



Kids & Family Reading Report, 5th Edition Report Structure:



The State of Kids & Reading



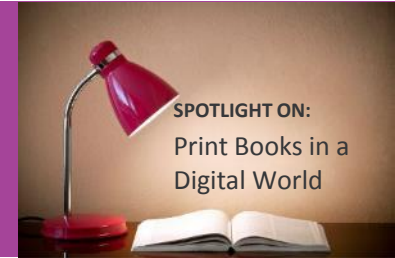
Reading Aloud at Home



Reading in School



What Kids Want in Books





The State of Kids & Reading

*“Reading opens your mind to
all the possibility out there.”*

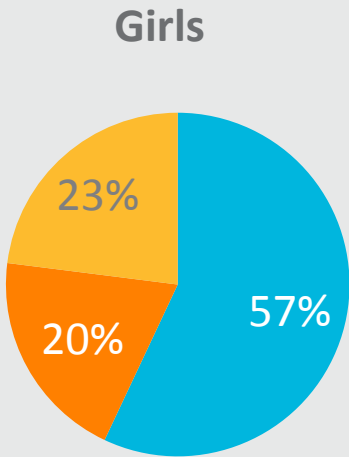
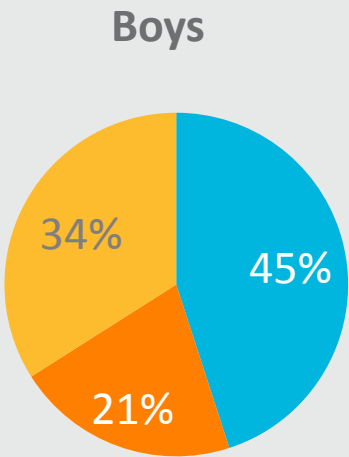
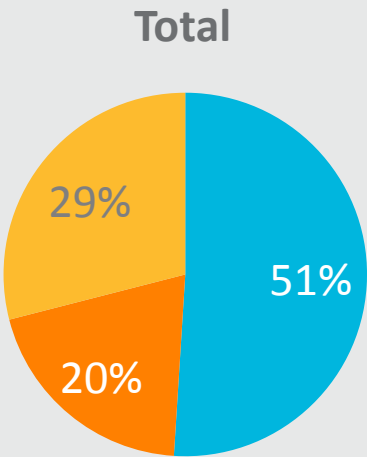
— 9-year-old boy, GA

Most children are currently reading a book for fun or have just finished one



Whether Children Are Currently Reading Books for Fun

- Currently reading a book for fun
- Not currently reading a book for fun, but just finished one
- Haven't read a book for fun in a while



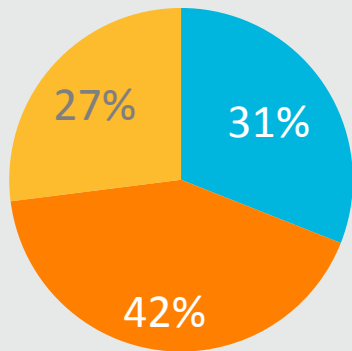
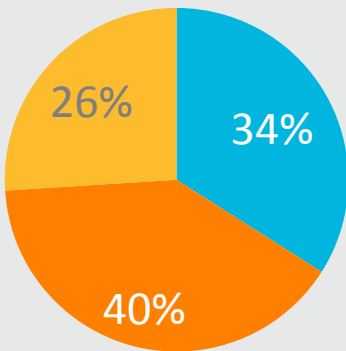
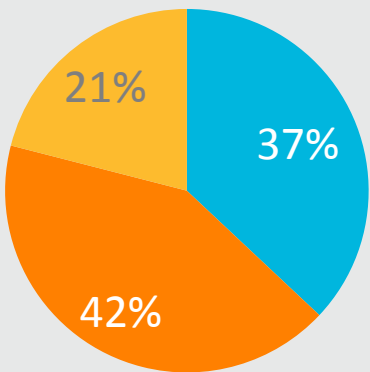
Base: Children Ages 6–17

The percentage of moderately frequent readers has remained consistent; slightly fewer children are now reading books for fun 5–7 days a week



Frequency with Which Children Read Books for Fun

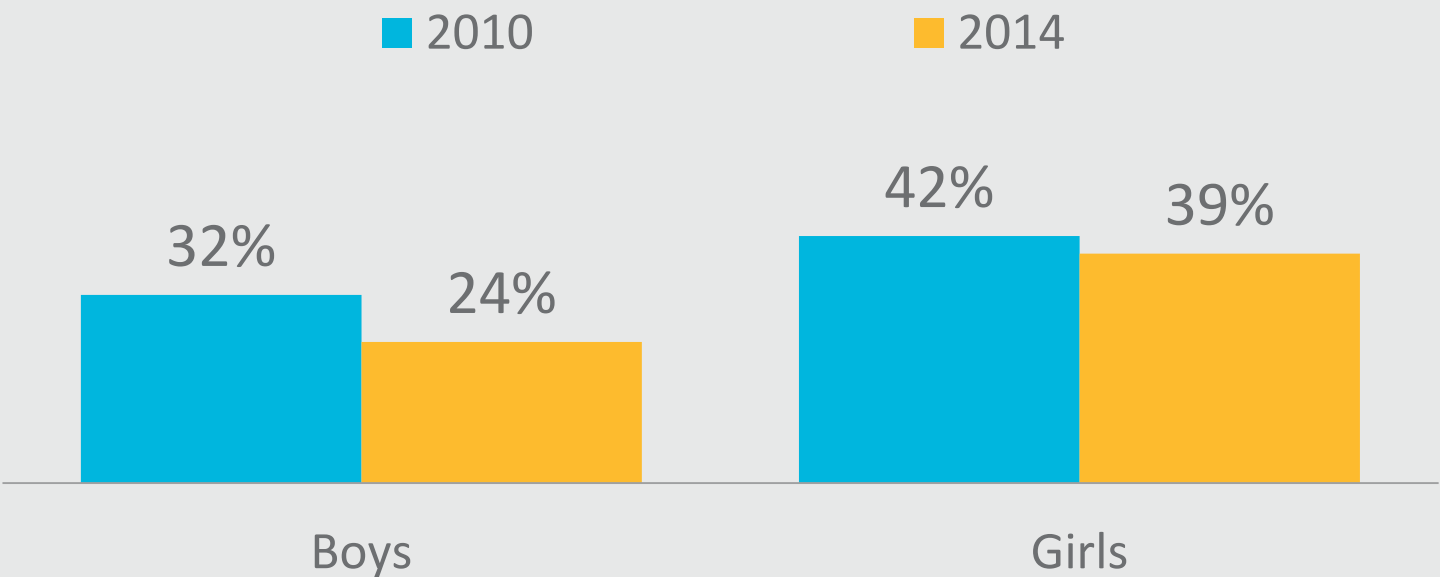
- Frequent readers (read books for fun 5–7 days a week)
- Moderately frequent readers (read books for fun 1–4 days a week)
- Infrequent readers (read books for fun less than one day a week)



Base: Children Ages 6–17

Drop in percentage who are frequent readers is driven by boys...

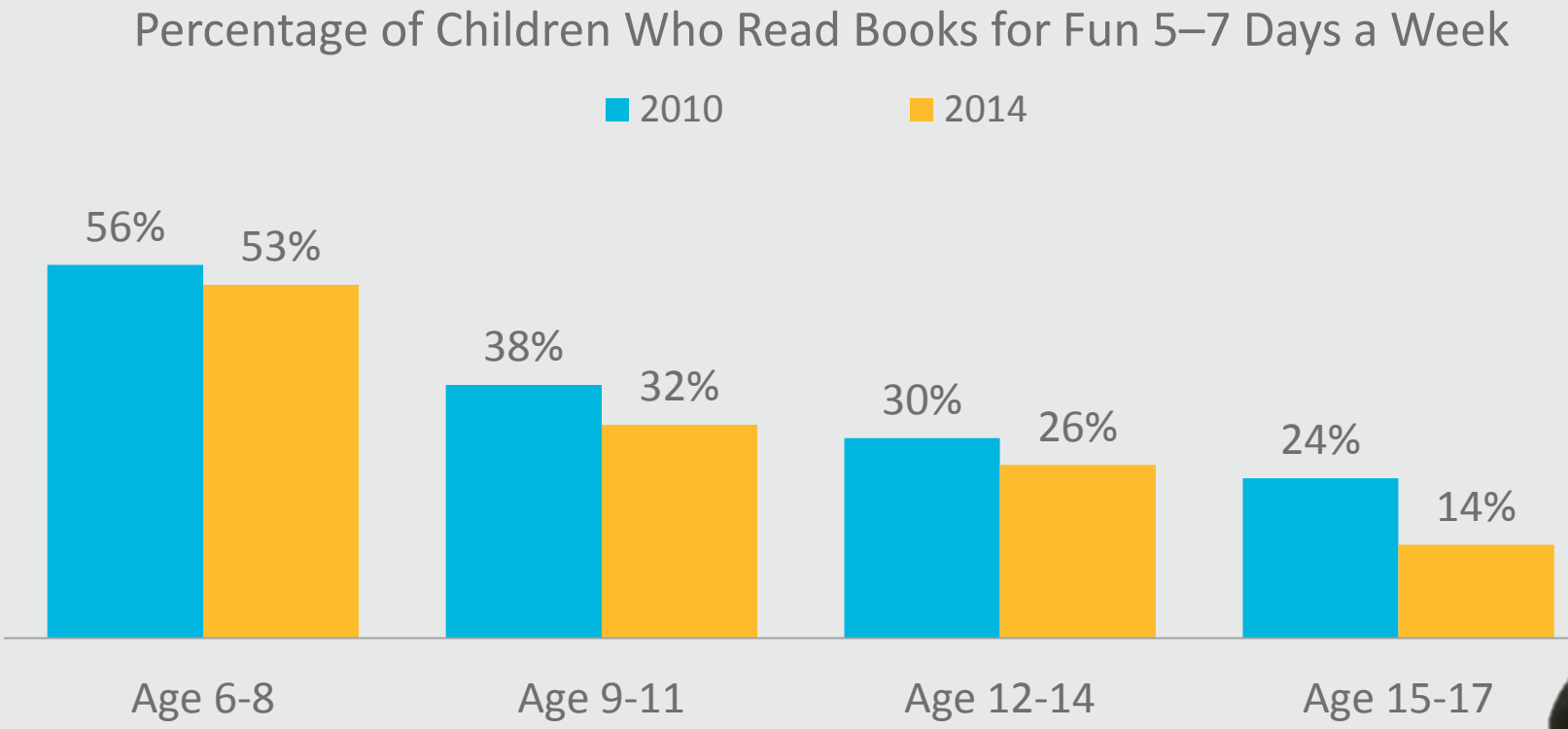
Percentage of Children Who Read Books for Fun 5–7 Days a Week



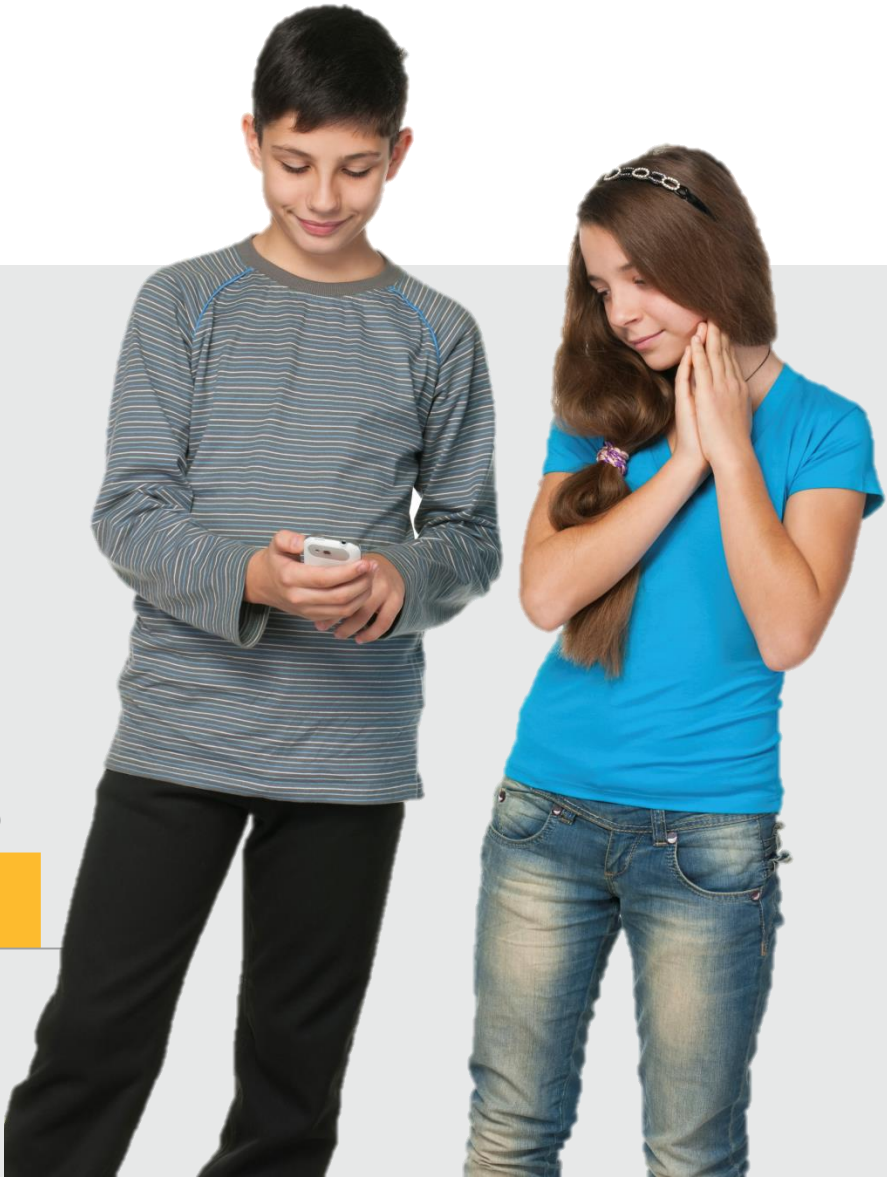
Base: Children Ages 6–17



...and children older than 8

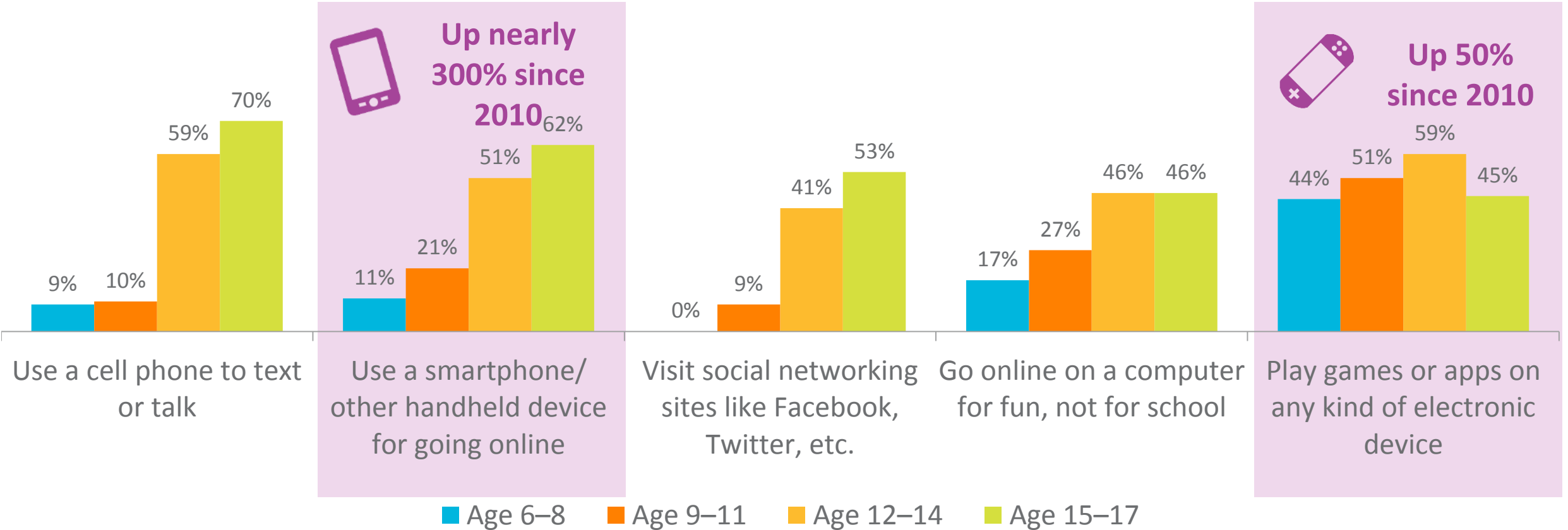


Base: Children Ages 6 - 17



Reading competes with many screen activities

Percentage of Children Who Do Activities 5–7 Days a Week



Base: Children Ages 6-17

Parents' angst:

Parents' Agreement with Statements:



"I wish my child would read more books for fun."

75%



"I wish my child would do more things that did not involve screen time."

71%



The State of Kids & Reading

SPOTLIGHT ON:

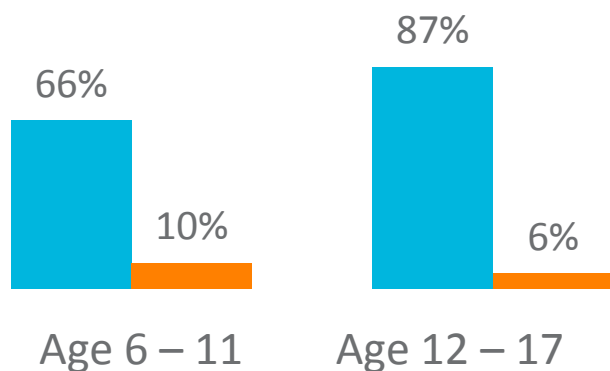
What Makes Frequent Readers



Three dynamics are among the most powerful predictors of reading frequency for children ages 6–17:



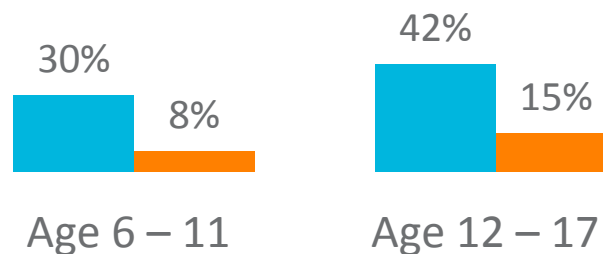
Children's Reading Enjoyment



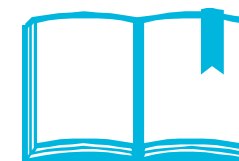
Rate themselves an 8, 9, 10 on a 10-point scale where 10 = "Really enjoy reading"



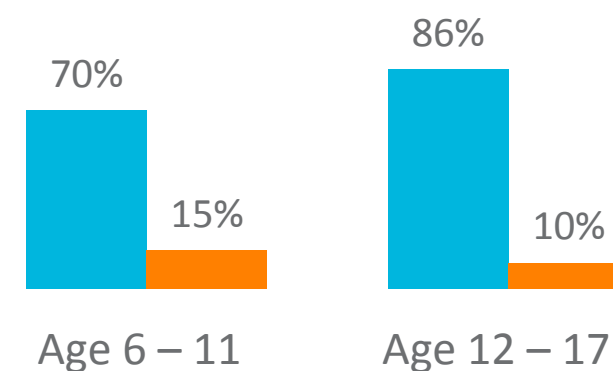
Parents' Reading Frequency



Have parents who are frequent readers (read 5–7 days a week)



Belief that Reading Books for Fun is Important

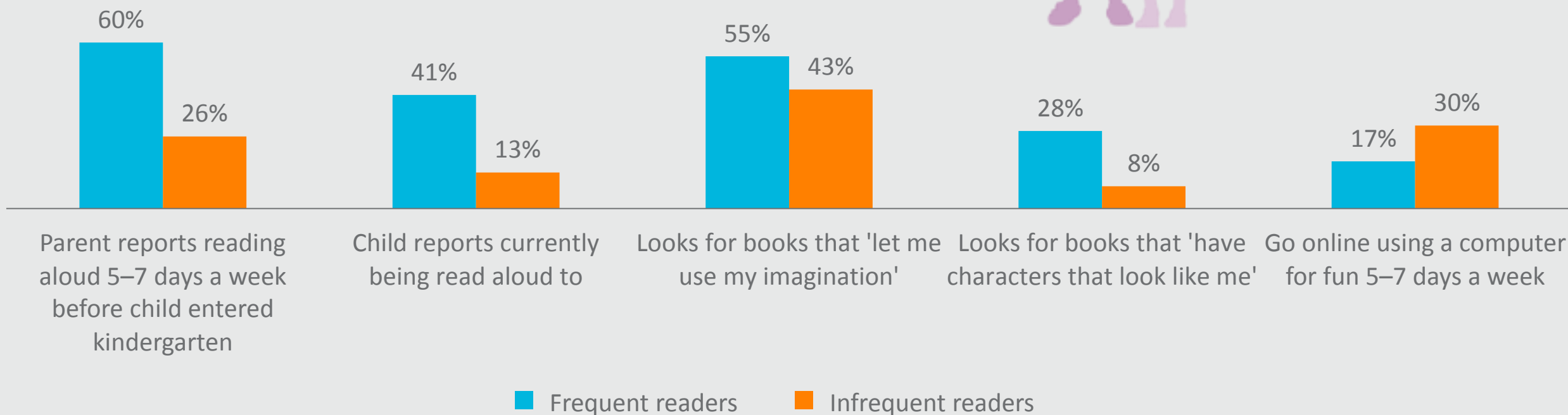


Say reading books for fun is very or extremely important

■ Frequent readers ■ Infrequent readers

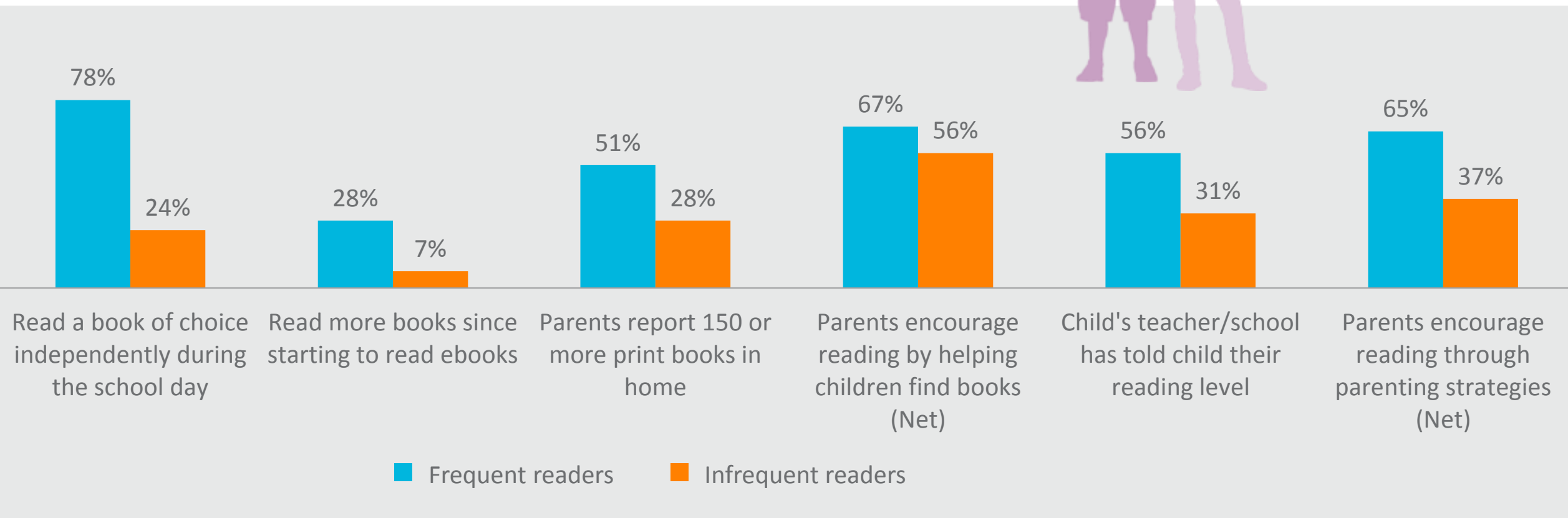
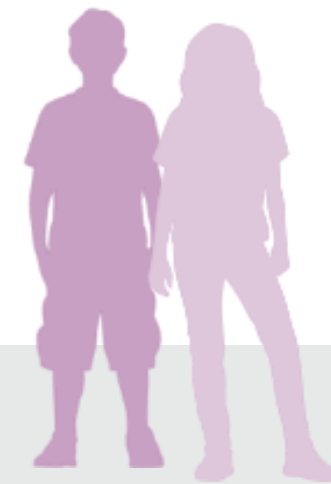


Additional Predictors of Reading Frequency for Kids Ages 6–11





Additional Predictors of Reading Frequency for Kids Ages 12-17

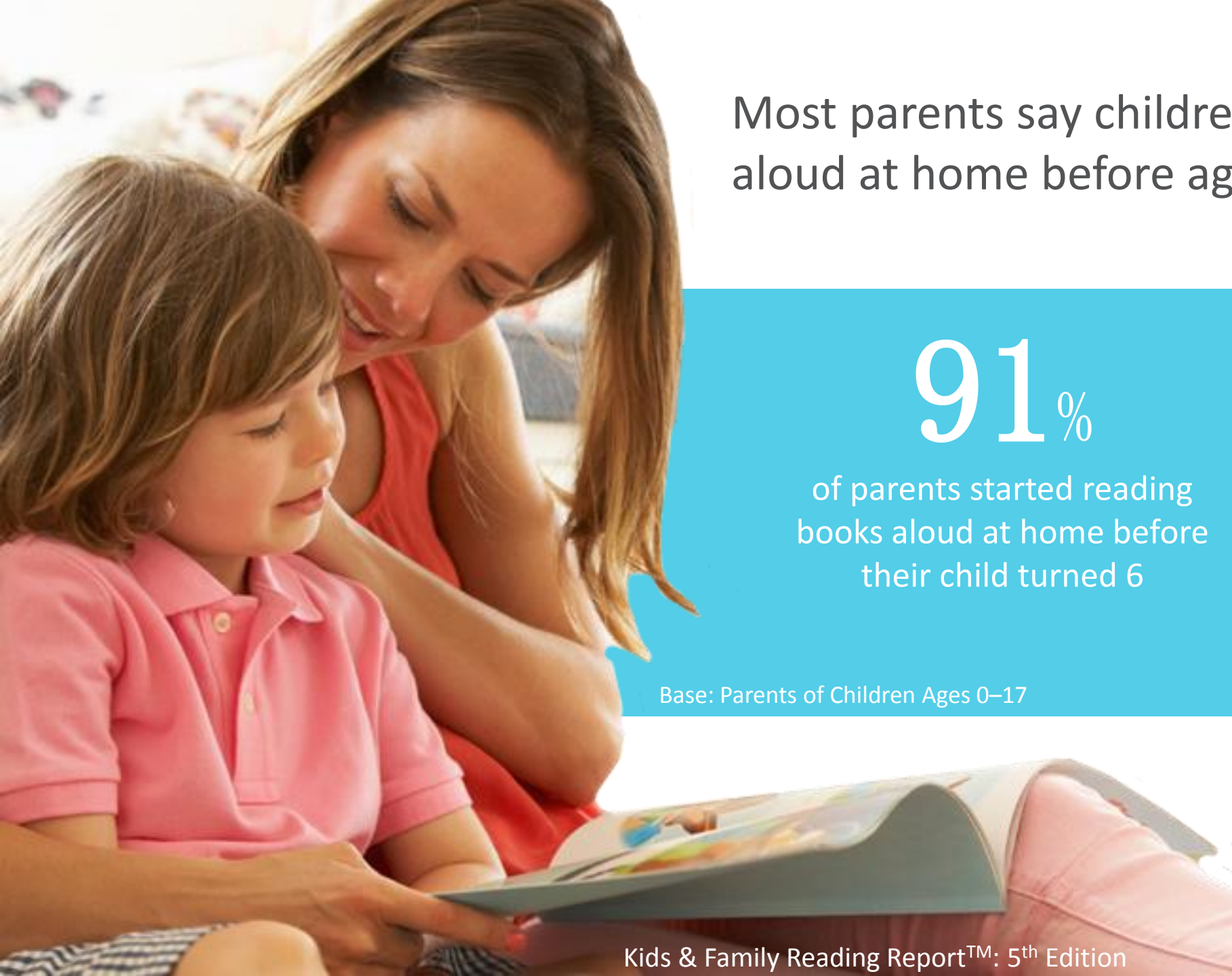


A photograph of a man with short dark hair, wearing a brown jacket over a light blue t-shirt, smiling as he reads a book to two young boys. The boy on the left is looking at the book, while the boy on the right is looking up at the man. The background is a bright, out-of-focus indoor setting.

Reading Aloud at Home

“I like to have the more difficult stories read to me and have them read with different character voices.”

— 10-year-old boy, WA



Most parents say children are read books
aloud at home before age 6...

91%

of parents started reading
books aloud at home before
their child turned 6

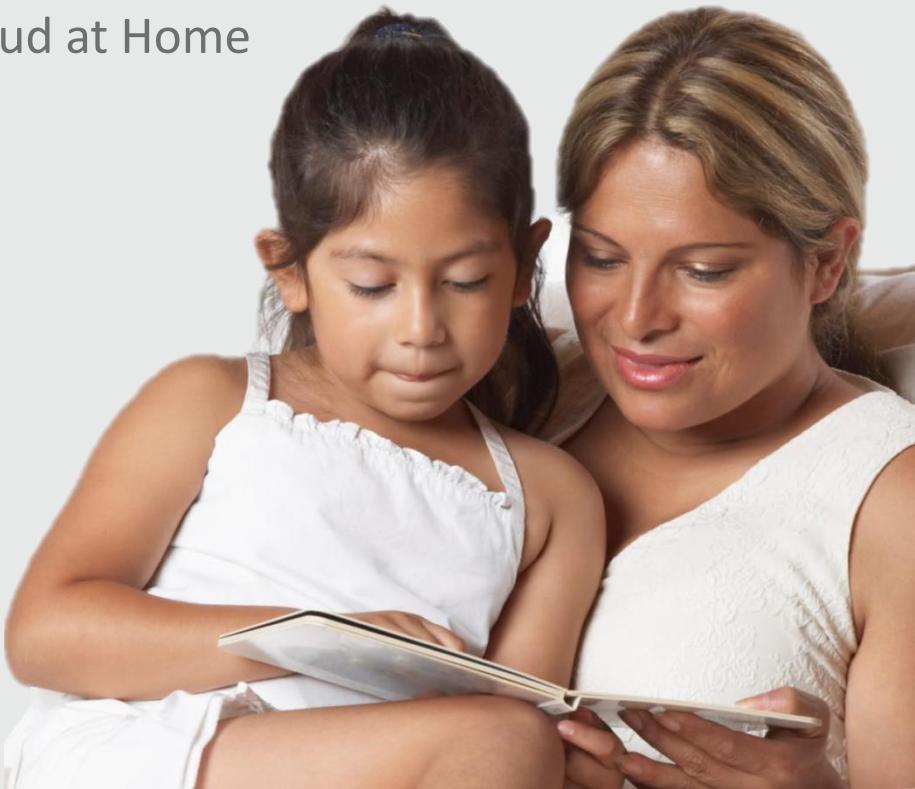
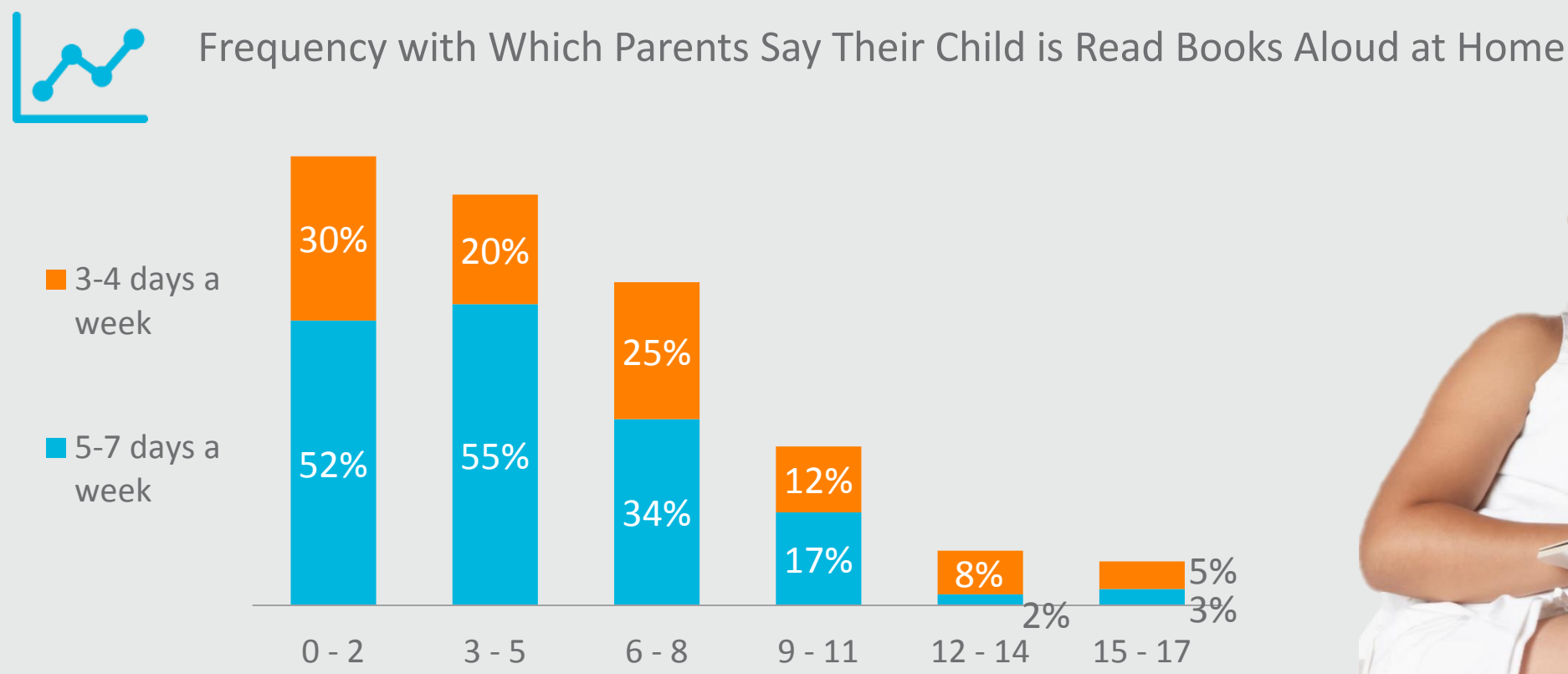
Base: Parents of Children Ages 0–17



506

Parents of Children Ages
0-5 added to this edition
of the research

About half of children ages 0–5 are read to aloud at home 5–7 days a week; this drops after ages 5, 8 and 11



Base: Parents of Children Ages 0–17

Many children ages 6–11 did not want their parents to stop reading aloud

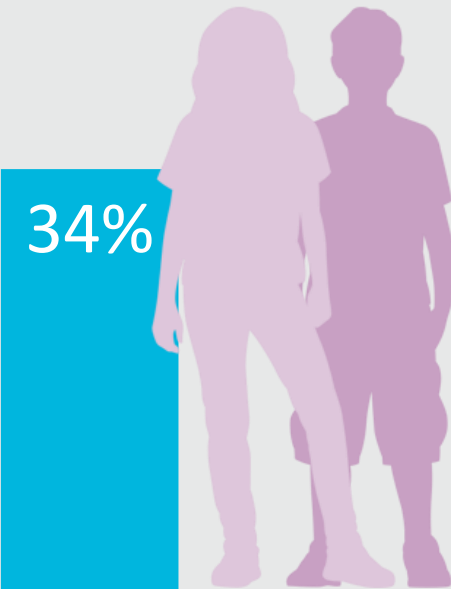
Percentage of Children Who Say They “Wanted Reading Aloud to Continue”



40%



Age 6-8

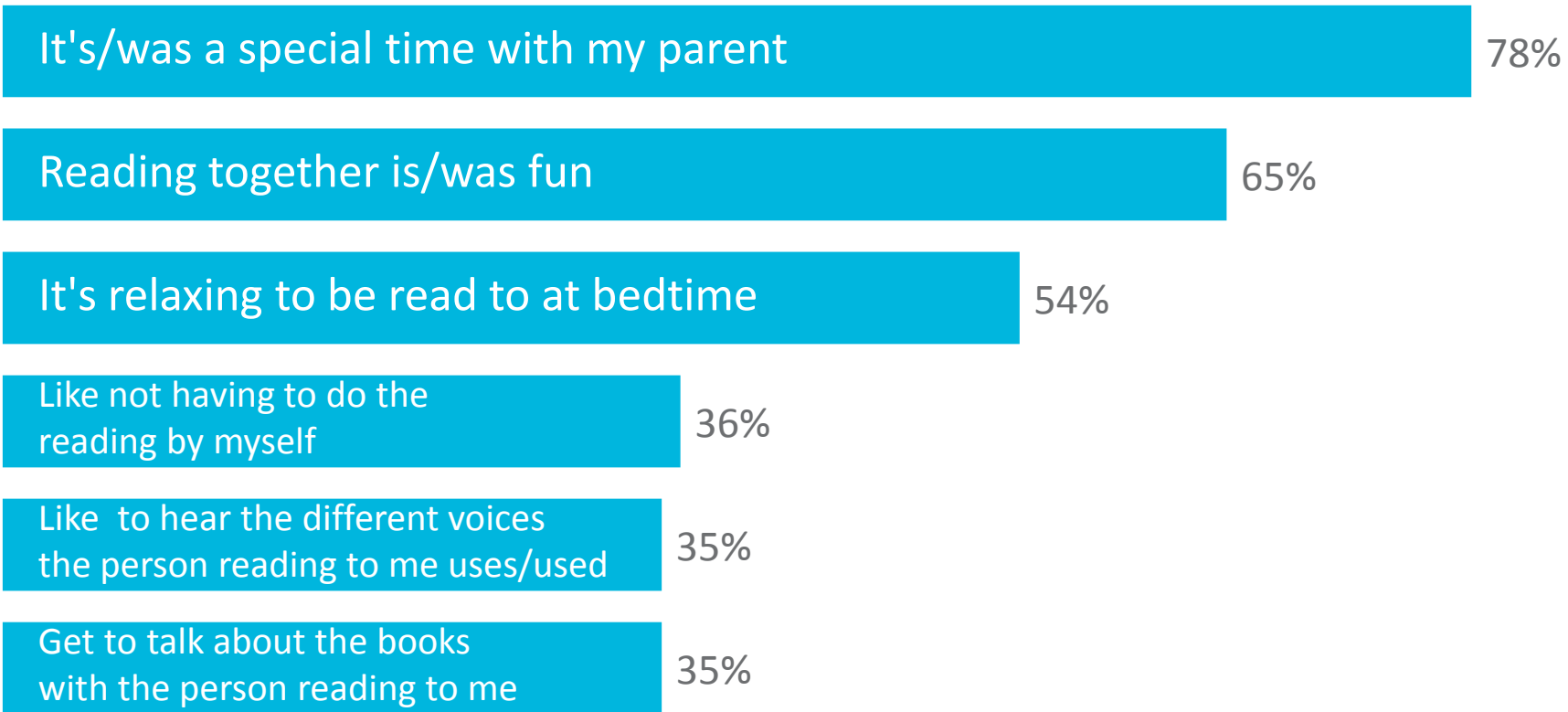


Age 9-11

Base: Children Ages 6–11 Who Were Read Books Aloud at Home
NOTE: Data in chart are among the 41% of kids 6–8 and the 60% of kids 9–11 who say they are no longer read aloud to at home.

Nine in 10 kids loved or liked being read to aloud a lot. Here's Why:

Reasons Kids Like(d) Being Read to Aloud at Home
(Top 3 and Select Items Shown)



Base: Children Ages 6–17 Who Are or Were Read Books Aloud at Home and Love(d) it or Like(d) it a Lot





Reading Aloud at Home

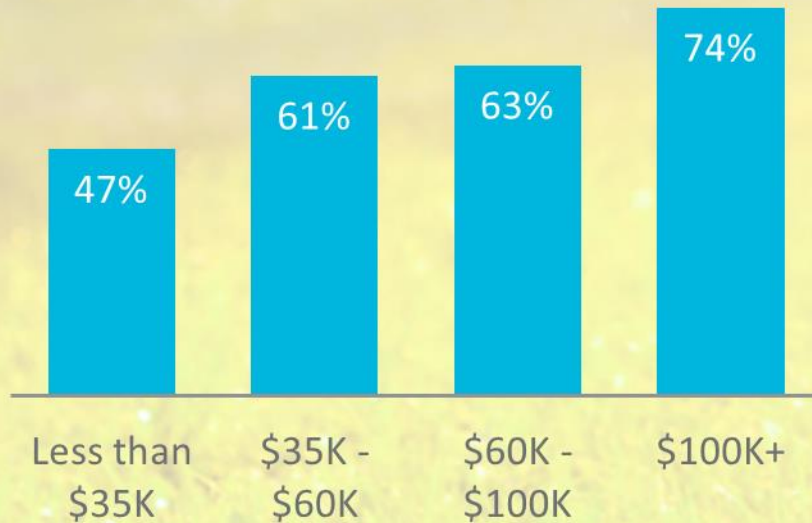
SPOTLIGHT ON:

Reading with Kids from Birth



Six in 10 received advice that children should be read aloud to from birth, yet just under half of parents in lower-income households received this advice

Percentage of Parents Who Received Advice That Children Should Be Read Aloud to from Birth



60%

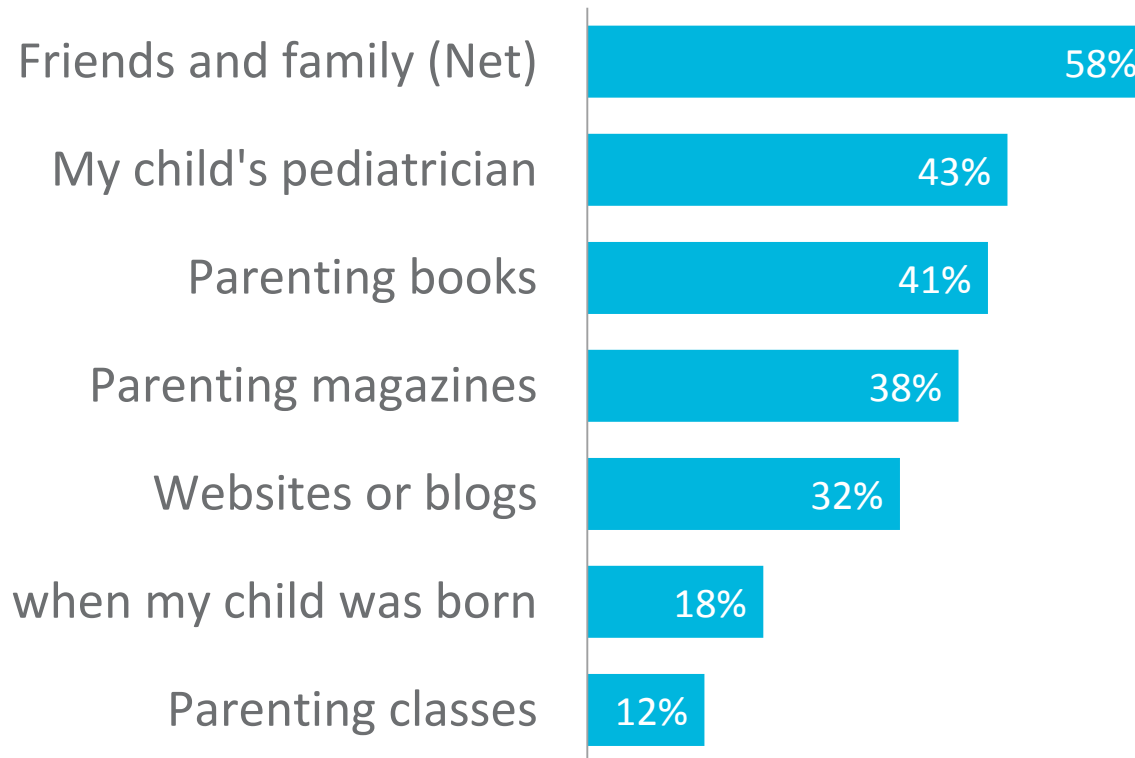
Base: Parents of Children Ages 0–5





Friends and family, followed by pediatricians and parenting books and magazines are most common sources of advice

Sources of Advice That Children Should be Read Aloud to from Birth



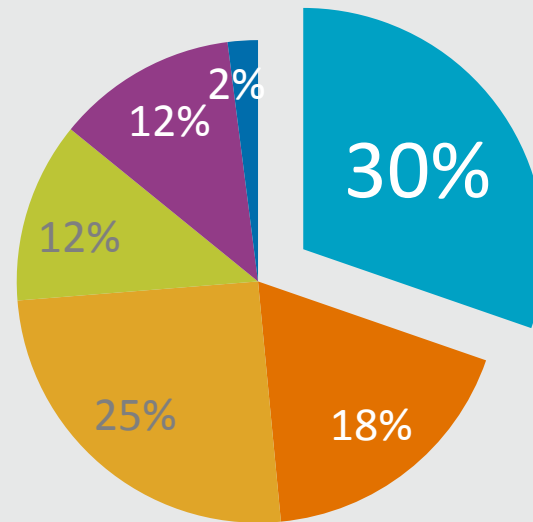
Base: Parents of Children Ages 0–5 Who Received This Advice When Their Child Was a Baby



Most say they started reading aloud to their child before age one, yet only 30% say they began under the age of three months

Age of Child When Reading Books Aloud at Home Started

- Less than 3 months
- 3 to less than 6 months
- 6 months to less than one year
- One to less than two years
- Two years or older
- Child is/was not read to



73%
Less than one
year old

Reading in School

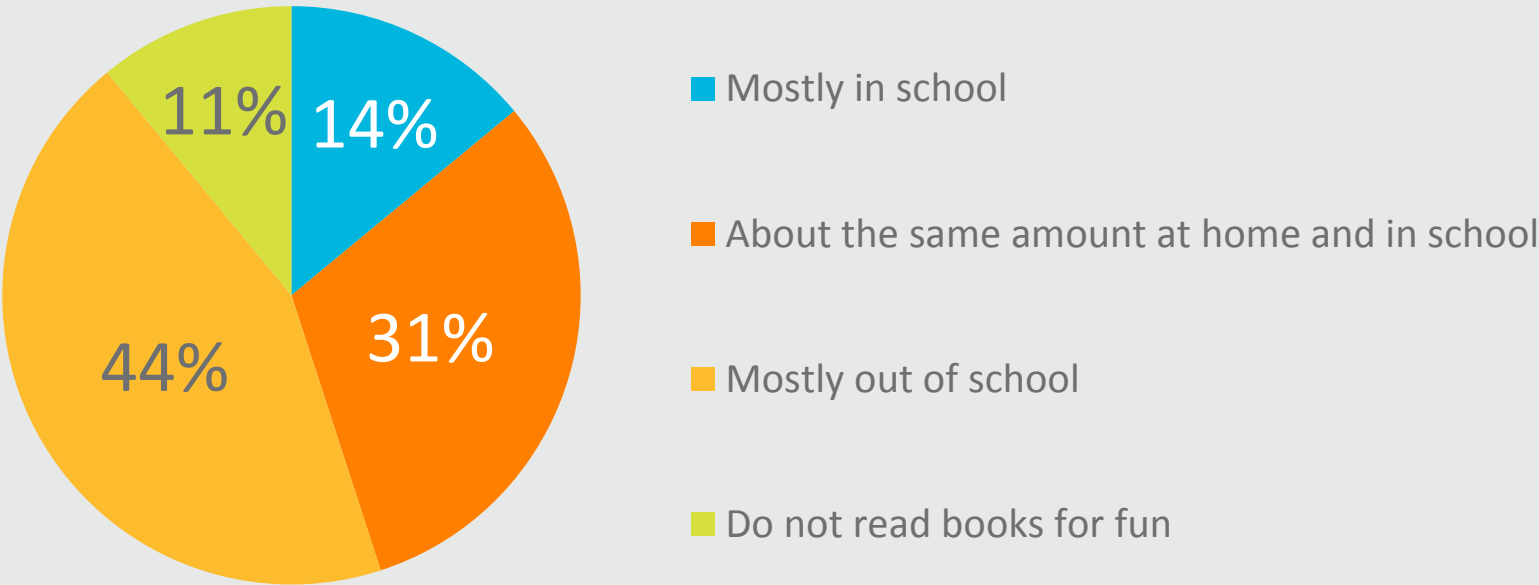
*"I like knowing a lot. Most of my
knowledge is from books."*

— 8-year-old boy, IN

Home is most popular place for reading books for fun, but school plays a big role



Where Children Read Books for Fun



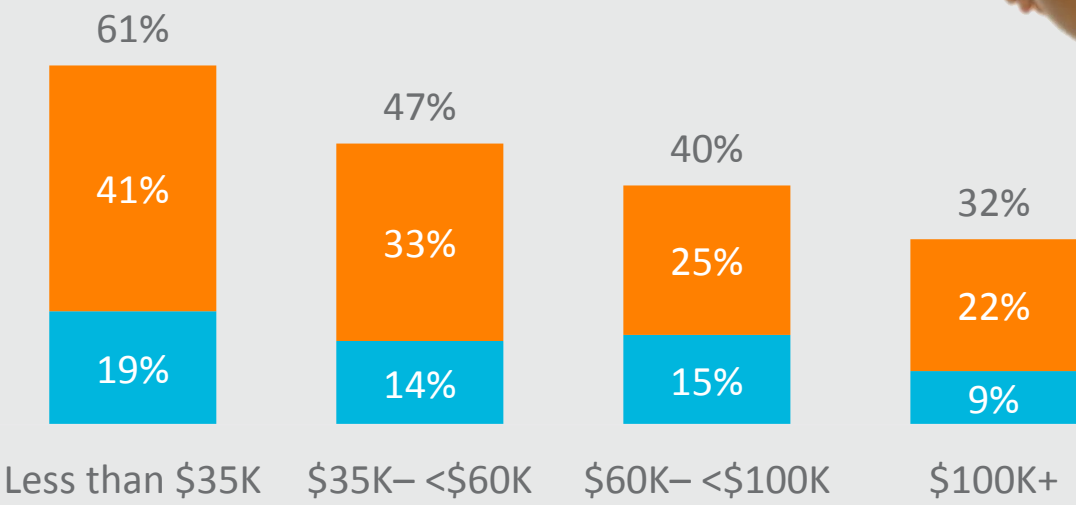
Base: Children Ages 6–17



...especially for children in lower income households

Where Children Read Books for Fun

- About the same amount at home and in school
- Mostly in school

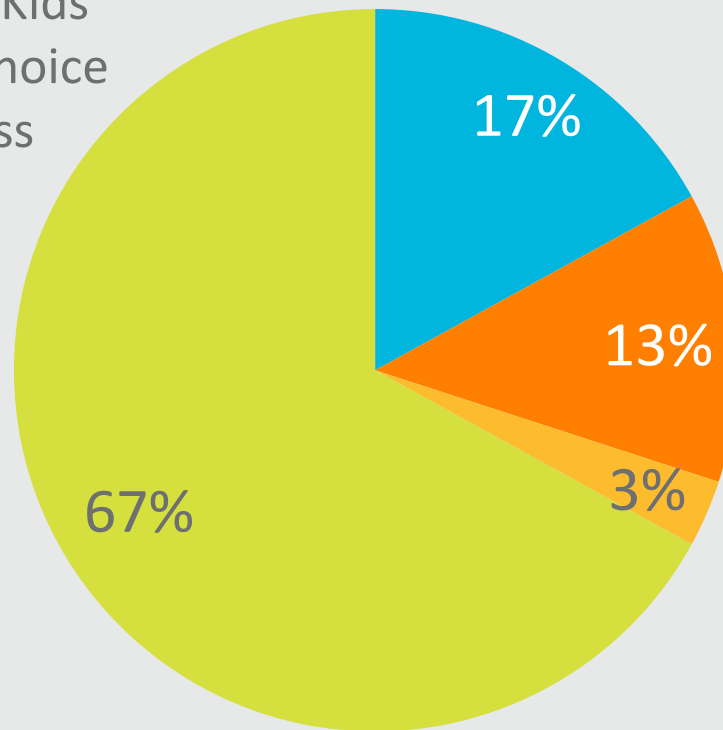




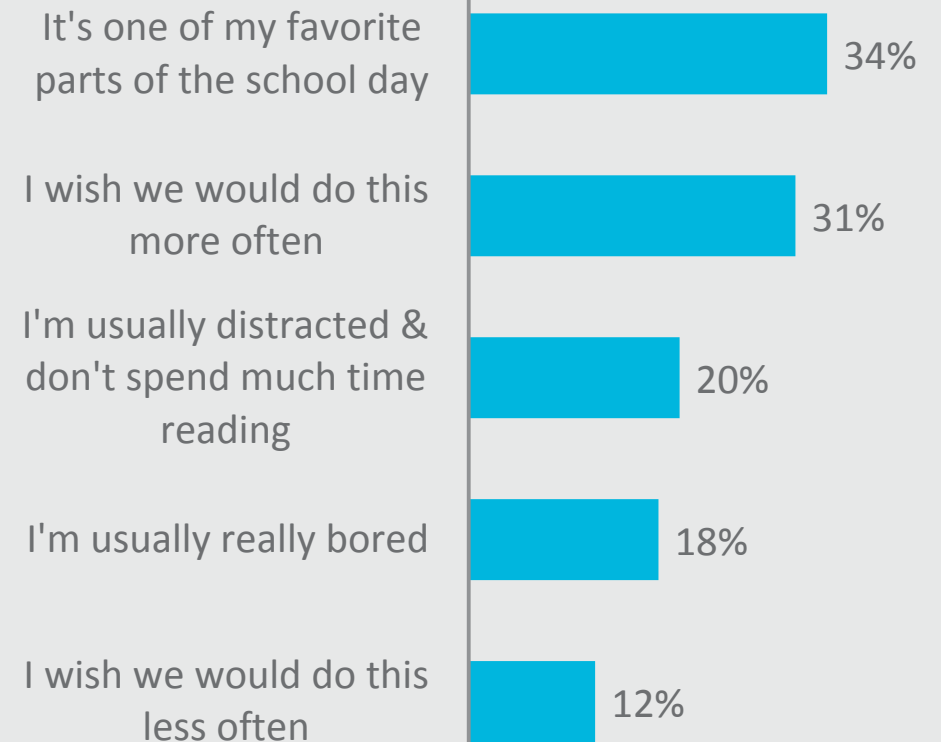
Only three in 10 read as a class 2-3 times a week or more

Frequency with Which Kids Read a Book of Their Choice Independently as a Class

- Every or almost every school day
- 2–3 times a week
- 2–3 times a month or less often
- Never



How Children Feel About Independent Reading Time at School



Base: Children Ages 6–17

Base: Read Independently with Their Class or School at a Certain Time



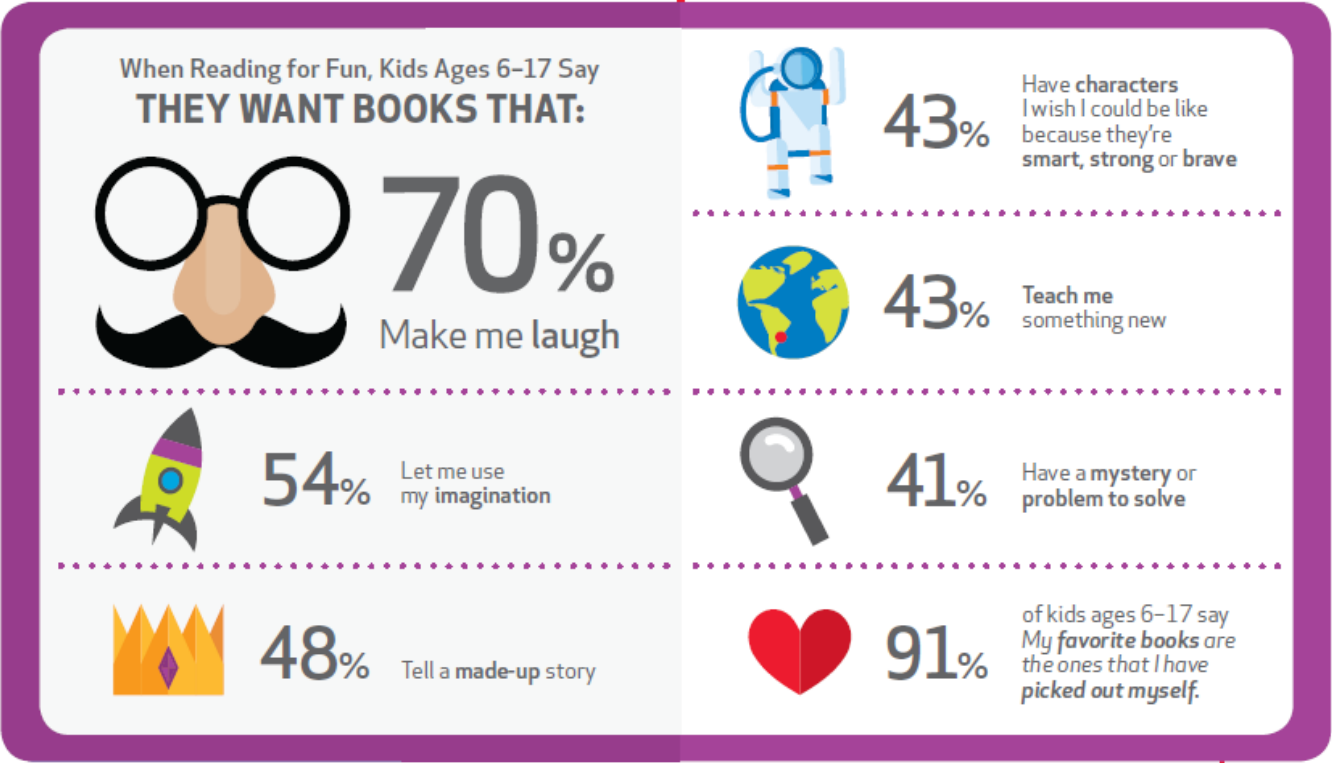
What Kids Want In Books

*“A book needs to have just the right
amount of humor to keep her reading it.”*

— Father, 11-year-old girl, AZ

Infographic and press release in early December

What Kids Want In Books



Kids Ages 6-8

Are more likely than older kids to want: books with **characters** that look like them



Favorites: Junie B. Jones, Dr. Seuss, Magic Tree House

Kids Ages 9-11

Are more likely than younger kids to want: books that have a **mystery or problem** to solve



Favorites: Diary of a Wimpy Kid, Harry Potter, Captain Underpants

Kids Ages 12-14

Are more likely than older kids to want: books with **smart, strong or brave** characters



Favorites: Harry Potter, The Hunger Games, Diary of a Wimpy Kid

Kids Ages 15-17

Are more likely than younger kids to want: books that **let them forget about real life** for a while



Favorites: Harry Potter, Divergent, The Hunger Games



Parenting section of website shows infographic and recommends books based on interest and age

<http://www.scholastic.com/parents/resources/collection/guides-to-reading/what-kids-want-to-read>

70% OF KIDS WANT BOOKS THAT MAKE THEM LAUGH



For Ages 0-2: Great Books for Squishing, Lifting, and Playing



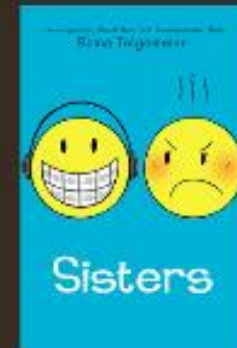
For Ages 3-5: Silly Stories



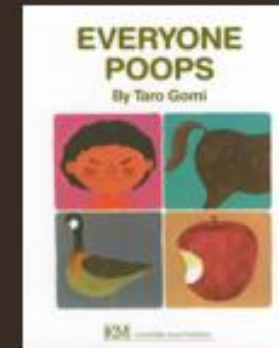
For Ages 6-7: Funny Books for Funny Kids



For Ages 8-10: Books Guaranteed to Make Kids Laugh



For Ages 11-13: Funny Books for Tweens



Blog: The Power of Potty Humor For Ages 3-9

KIDS AND FAMILY READING REPORT | Press Coverage



Study finds reading to Children of all ages grooms them to read more on their own



Study: In-school reading time is key to building love of reading



Fewer children reading for fun, and technology isn't to blame



If we stop telling kids what to read, they might start reading again



Ordinary kids read as infrequently as ordinary adults: Less than 5 books a year



Want your kids to read for fun? Let them see you read for fun



Scholastic's reading report highlights importance of parenting



New study reveals reading aloud to kids does matter



Reading for fun declines as kids grow older



Scholastic's new report examines kids' attitudes on reading



Study: kids reading less.
Here's how you can change
that



Nearly 100 unique headlines to date



New report shows that frequent readers are cultivated at school and home



Reading with your child:
Most parents stop too
soon, kids want more book
time



More than 80 million
impressions on social
media and counting

Comments on collaboration and successfully breaking down silos:



Invite participation across business units when setting project objectives, developing survey content and socializing results



If survey is for public release, give internal stakeholders the inside track before findings are in the public domain; track and share media successes



Ensure internal and external stakeholders have multiple ways of accessing study results – from infographics, to videos, to blogs and media



Invest in internal promotion of project updates and results

CLIENT CHARACTERISTICS for successfully breaking down silos:

Cohesive organizational mission

Spirit of collaboration and trust across
departments and business units

Willingness to go the extra mile to
socialize the findings

RESEARCH FIRM CHARACTERISTICS for successfully breaking down silos

Respect and understanding of corporate
mission, goals and culture

Expressing this understanding in the way
research is conducted

Flexibility and collaboration in reporting

Trust between client and research firm

Thank you.



Questions or comments?

<http://www.scholastic.com/readingreport/>
<https://today.yougov.com/find-solutions/>

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ASparkman@Scholastic.com