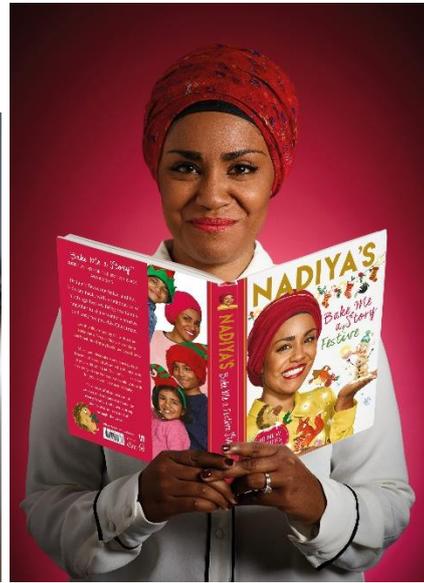


EMBARGOED THURSDAY 7TH DECEMBER 00.01

Children want books about gaming this Christmas, according to new polling from children's reading charity BookTrust



- Books about hobbies three times more popular with children than the classics
- Parents worried children are dismissing books for screen time and gaming
- Chef, presenter and children's author Nadiya Hussain supports BookTrust's Time to Read campaign to get families reading for fun this Christmas!

New pollingⁱ from [BookTrust](#), the UK's largest children's reading charity, shows one fifth of parentsⁱⁱ say they buy their children books for Christmas, but confess their children don't always read them. Over a third of parentsⁱⁱⁱ state the main obstacle they face when getting their children to read is a preference for digital devices and a quarter^{iv} blame their children's love of gaming.

With the festive period fast approaching, giving children books linked to their passions and hobbies is a great way to give them the bug for reading. Over two thirds^v of 6-11-year-olds surveyed said they were likely to read if they got a book about their hobbies. Interestingly, boys were most likely to want to read, if they were given books about their hobbies.^{vi} Books about hobbies were three times more popular^{vii} with children than 'classic' books.^{viii}

This Christmas, as part of the [Time to Read](#) campaign, BookTrust is urging parents to put the fun back into reading by giving books that hold rather than fight for their children's attention. Nearly a quarter of parents^{ix} admit whilst they sometimes buy their children books for Christmas, they often struggle when deciding what books to buy them. When asked what their favourite thing to read about would be, a quarter^x of children said computer/video games.

BookTrust has produced a carefully chosen list of recommendations to help parents find the books that are likely to really engage their children. Themes on this list include gaming and animals, reflecting the other popular activities chosen by children surveyed:

<http://www.booktrust.org.uk/whats-happening/blogs/2017/december/here-are-the-best-books-to-match-your-childs-interests-this-christmas>

Supporting the campaign, chef, presenter and children’s author Nadiya Hussain said:

“I fully back BookTrust’s Time to Read campaign to get families reading together for fun this Christmas. As a mum I understand it can be hard to find books that your kids want to pick up, which is why it’s so important to give them books related to hobbies that they enjoy. Children will eventually find that book they love, and once that love comes, it never goes away.”

Diana Gerald, BookTrust CEO, said: “Our Time to Read campaign is all about putting the fun back into reading and Christmas is the perfect time to do that. Children respond so well to books that reflect their passions so why not try non-fiction to engage reluctant readers. If your child likes LEGO, which was one of the most popular Christmas gifts in our poll^{xi}, get them a book about LEGO or if your child likes baking, share a recipe book with them over the festive break and help get reading back on the Christmas map!”

Taran Matharu, New York Times bestselling children’s author and Wattpad sensation, said:

“Video games, just like novels, are a form of storytelling. Some might say that gamers and readers have a lot more in common than they think – they just prefer different mediums. It’s my belief that the passion for the setting of a favourite game can help get gamers into reading. This new polling from BookTrust shows kids want to read books about things they are interested in, and we need to harness that and make sure those books find their way into reluctant readers’ hands.”

ENDS

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Notes to Editors

The survey, commissioned by OnePoll on behalf of BookTrust polled 1,300 6-11-year-olds and their parents across England, Wales and Northern Ireland.

Additional findings:

- Girls (43%) love reading more than boys (29%). A further 9% of boys said they disliked reading compared to 2% of girls
- Younger children (40%) love reading more than older children (33%)
- Twice as many older children (31%) said their favourite thing to read about would be computer/video games, compared to only 16% of younger children

About Time to Read - BookTrust’s Time to Read campaign champions the value of shared reading, the importance of children’s reading for pleasure, and the impact of both on children’s life chances. Now in its second year, the campaign provides schools and families with the advice and tools to make the most out of time spent reading together.

BookTrust is the UK’s largest children’s reading charity. We work to inspire a love of reading in children because we know that reading can transform lives. Each year we reach **3.4 million children** across the UK with books, resources and support to help develop a love of reading. Every parent receives a BookTrust book in their baby’s first year. Our books

are delivered via health, library, schools and early year's practitioners, and are supported with guidance, advice and resources to encourage the reading habit. Reading for pleasure has a dramatic impact on educational outcomes, well-being and social mobility, and is also a huge pleasure in itself. We are committed to starting children on their reading journey and supporting them throughout. booktrust.org.uk

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- i 1300 6-11- year olds and their parents
 - ii 19.31%
 - iii 37%
 - iv 25.69%
 - v 74.47%
 - vi Boys 29% compared to girls 10%
 - vii 16%
 - viii 4.92%
 - ix 23.23%
 - x 25%
 - xi 39%