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MEMORANDUM

To: Book Manufacturers Institute
From: Dr. Frank I Luntz
Re: US Parent Survey Key Findings
Date: April 16, 2021

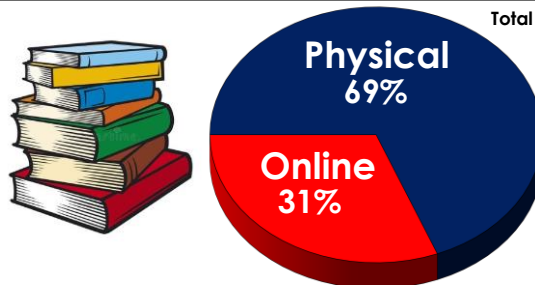
Schools, students, and learning strategies are pretty polarized right now. Everyone has a different opinion of what needs to happen next. **But when it comes to books, textbooks, and workbooks, parents are united: the physical version matters.** Parents are focused on what their children learn... and they think they'll learn more with physical materials. School decision-makers are eager to listen to and learn from parents, so it should not be a heavy lift to include physical learning materials in the future of classroom instruction based on what parents really want for their children post-pandemic.

Our polling was conclusive, so let's get right into the key findings.

- 1) **Physical books are an impactful electoral motivator for school board elections.** We put this finding first because school boards are responsive to parents – and parents want physical reading materials for their children. Fully 71% of parents would be more likely to vote for a school board member who supports students learning with physical materials – a genuine supermajority over the 29% who'd prefer a member who wants online materials. Every single subgroup holds similar views.
- 2) **The most definitive conclusion of all: virtually every parent wants physical materials as a PART of student learning.** A massive – *massive* -- 85% of parents want physical books in some form, and 88% think they are important/essential learning tools. With parents keenly aware of the shortcomings of online learning thanks to the pandemic, this finding is only surprising in its intensity and uniformity. Once again, every demographic and geographic subgroup agrees: printed materials are essential to student learning.
- 3) **You have a measurable edge over online when it comes to learning "impact."** Sure, we may live in an online world, but three-quarters (76%) of parents find physical books 'extremely/very' impactful, compared to 68% for online/digital books. To be clear, that doesn't mean they are *hostile* to digital materials. It does mean that physical books do have an advantage in the eyes of most parents. We then asked parents to choose between physical and online materials. The answer was clear and overwhelming. Fully 69% of parents prefer physical materials, and only 31% choose online materials.

And when forced to choose, parents overwhelmingly pick physical over online

If you had to choose, which format is more likely to help students absorb and master the material?books/textbooks/workbooks



- 4) **In every possible measurement, parents believe the physical book product will outperform online.** From testing results to successful learning, from knowledge retention to focusing on the subject, parents simply believe the physical book is the superior teaching tool.

- 5) **The frustrations with online learning during COVID require a tangible answer as students return to the classrooms.** Over 80% of parents (even 74% of those who typically favor online materials – which is staggering) believe physical materials would have made their jobs easier helping their students from home. And this applies across parents of all backgrounds. Parents are more engaged with their children's education, and they want the help only physical books, textbooks, and workbooks can provide.

- 6) **"Distractions" are the greatest drawback of online reading.** Parents raised distractions that students have with online materials – such as the ease of surfing the web during instruction – as the #1 concern in moving away from physical materials. It is why parents believe their kids will comprehend better using physical materials and why over 70% of parents would prefer their kids holding a book to holding a tablet.

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The results are conclusive, universal, and undeniable. Parents clearly articulate why they believe physical materials will have a more meaningful, measurable, and positive impact on student learning. And with the pandemic having disrupted learning just about everywhere, they are demanding a better learning environment from now on.

The physical sensation of holding a book is a persuasive argument for parents

Do you think children would be more successful in school if they primarily learned...?

