



PARENT SURVEY 2020

The parent survey was emailed to all families with an email address listed in the Book Order System in May 2020. There were 1,929 responses.

MOST POPULAR IMAGINATION LIBRARY BOOKS 2019-2020

Parents were asked to select three of their child's favourite books from those received during 2019 and 2020. Different quantities of each title are mailed and we have taken that into account when analysing the survey results.

WHY WERE THEY FAVOURITES?

The most popular books all have a heavy focus on animals and parents often gave this as the reason for picking the books.

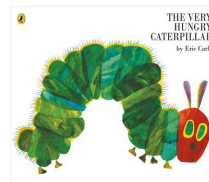
The comments highlighted that children love songs, rhymes and any elements such as flaps to lift and textures to touch such as the wool in Baa Baa Black Sheep. They liked the opportunities for counting in most of these books and the fun elements such as the cheeky monkey in Quiet Day in the Jungle and comical drawings of the dogs' situations in 100 Dogs.

Many parents commented that they would not have chosen some of the books themselves, and were pleasantly surprised by these titles.

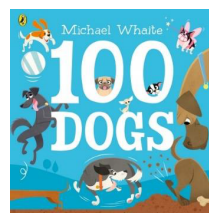
TOP FIVE BOOKS



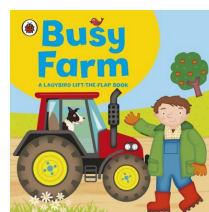
The most popular book, selected by 252 respondents, was traditional animal rhymes, Baa Baa Black Sheep
13,082 copies mailed



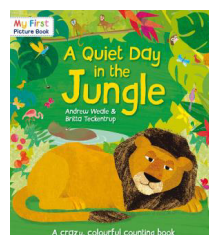
Second was The Very Hungry Caterpillar. This was a special 50th anniversary addition with an introduction by Eric Carle and Dolly Parton.
17,523 copies mailed



Third most popular was 100 Dogs by Micheal White. This Group 4 title was selected by 190 parents.
12,044 copies mailed



Busy Farm, a lift the flap board book, came fourth and was selected by 213 respondents.
16,665 copies mailed



In fifth place, A Quiet Day in the Jungle was selected by 196 people, the colourful counting chart was particularly popular.
16,816 copies mailed

LESS POPULAR TITLES

We asked if there were any books that did not go down well with families. All of these titles also received votes as the most popular for some families too, demonstrating what a tricky task our Book Selection Committee has.

Rosie's Walk was the least popular because of the muted colours and lack of words. The Book Selection Committee picked the book partially for those reasons - the different colour palette and the opportunity to encourage conversation and talk as the book progresses.

The other least popular titles were 123 In The Night Garden (don't watch it, don't like the characters, nonsense words), Pete's A Pizza (child not understanding or interested, issues with the story), Do Dare Duck (doesn't make sense, difficult to read) and Hair Love (couldn't relate, didn't like story).

Are the books age appropriate?

97% replied yes
1% answered too old
2% answered too young

Are you pleased with the diversity of characters and themes within the books?

98% replied yes
2% answered no

DIVERSITY

Our Book Selection Committee takes great care to include titles that represent diversity in terms of ethnicity, disability, relationships and family composition. We encourage Penguin Random House to present the committee with titles that offer this diversity but appreciate that in publishing generally this is an issue; our expectations are that we have more choice each year.

Of the comments regarding diversity, respondents wanted to see more ethnically diverse characters, more female leads and representations of disability. Hair Love received many positive comments (brilliant, refreshing, more like this) despite appearing in the least popular list.

FAMILY COMMENTS

It's absolutely brilliant. The variety of themes - shapes, numbers, letters, colours, books with rhymes, textures, flaps and songs brings so much variety to reading and I know these books have helped my daughter's language skills significantly. It's a wonderful scheme and I'd never have had half the ideas for themes to introduce her to without it.

The variety of books that we may not have ordinarily bought. My daughter has a much more diverse bookcase than if we had been buying all her books ourselves. Many of these books have become her favourites!

A new book once a month is a wonderful gift. She is now excited when they land through the door. And there's always a new story, and often one I wouldn't choose but which is excellent for her development. Thank you!

New books all the time and often the ones you wouldn't expect turn out the best.