

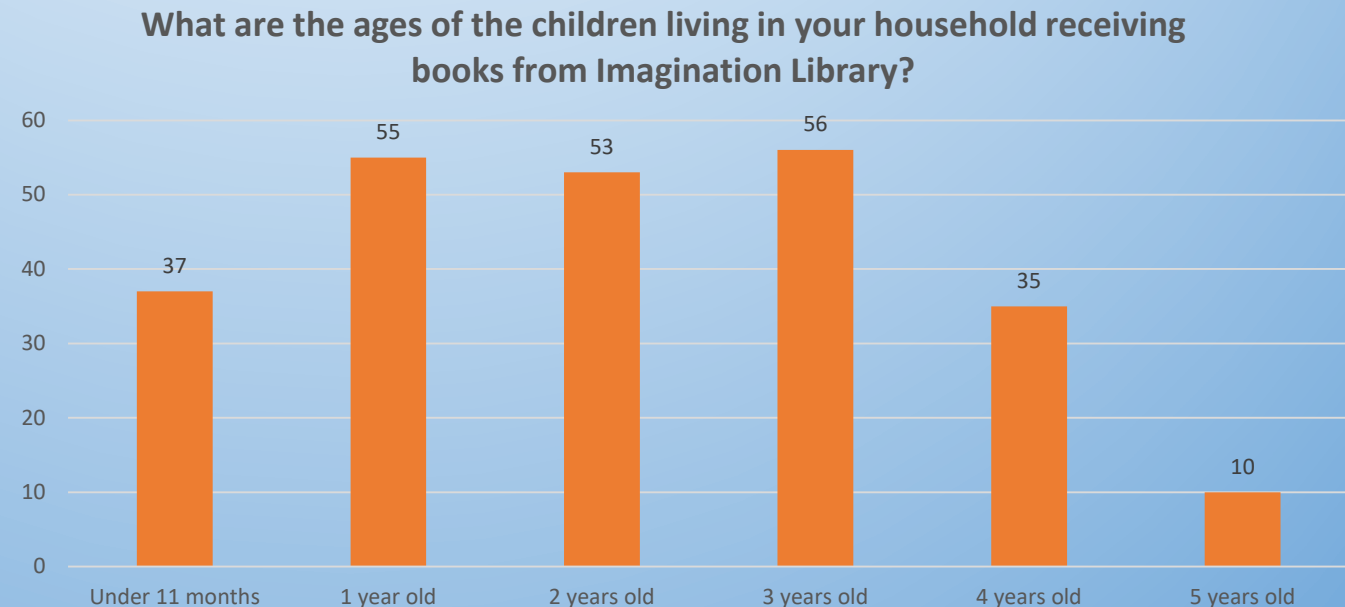


United Way of Northeastern
MN's
**Imagination
Library Survey
Results**

2016

To evaluate Imagination Library, surveys were conducted with parents & Guardians of participating children

192 Surveys were collected from September –November 2016



Imagination Library makes an impact...



- 97.9 % believe Imagination Library has had a positive impact on their families.
- 74 % of parents & guardians feel Imagination Library has helped prepare their child(ren) for Kindergarten.
- **99.5 % of parents & guardians would recommend Imagination Library**
- 98.4 % feel the Imagination Library books are of good quality

Because of Imagination Library...

- 72.4% of parents & guardians read to their children **daily or several times per day**.
- 86.4% of children **look forward** to receiving Imagination Library books in the mail each month.
- 81.25% of children have **increased enthusiasm for books** since receiving Imagination Library books.



Here's what Parents and Guardians had to say...

My child is very articulate for 2 years old. I attribute it to this program!

Amazing quality of books. My kids are thrilled to get them in the mail. Thank you!

The books my child gets in the mail are the only books he gets to keep. I can't afford them otherwise.

We love getting books in the mail each month! Such a great bonding experience!

Every day my kids go look in the mailbox to see if they have new books!

Great program! Super resource for families, especially those who may not have funds to provide books to their children.

Here's what Parents and Guardians had to say...

It's an amazing program. Reading is one of the most fundamentally important skills for everyone. I'm very happy we have this program available in our area.

Thanks for inspiring my family to read.

He couldn't believe people would give him books. He said Mom they must be rich.

I have always been an avid reader, and getting these books in the mail have promoted the same love for books in my 16 month old. We read together several times during the day, and lately he has started sitting for several minutes "reading" to himself. Such an amazing program!!

Importance of Imagination Library...

- 96.4% of parents & guardians report receiving the books has **reminded me how important reading is to my child's development.**
- 82.3% of parents and guardians spend more time reading to their children because of the Imagination Library books.



Reading to my daughter has become such a big part of her bedtime routine. Every night she picks out two books - one for mommy to read and one for daddy to read. She can't go to sleep without reading!

In 2015, United way of Ne MN developed a series of Wild about Reading programs to celebrate the joy of reading and bring the imagination library program to life!



Over 800 children and adults have attended these free family events over the course of three events!

WILD ABOUT READING: AT THE MN DISCOVERY CENTER!



WILD ABOUT READING: ON THE FARM!





Thank you to everyone
who support and
donate to Imagination
Library!