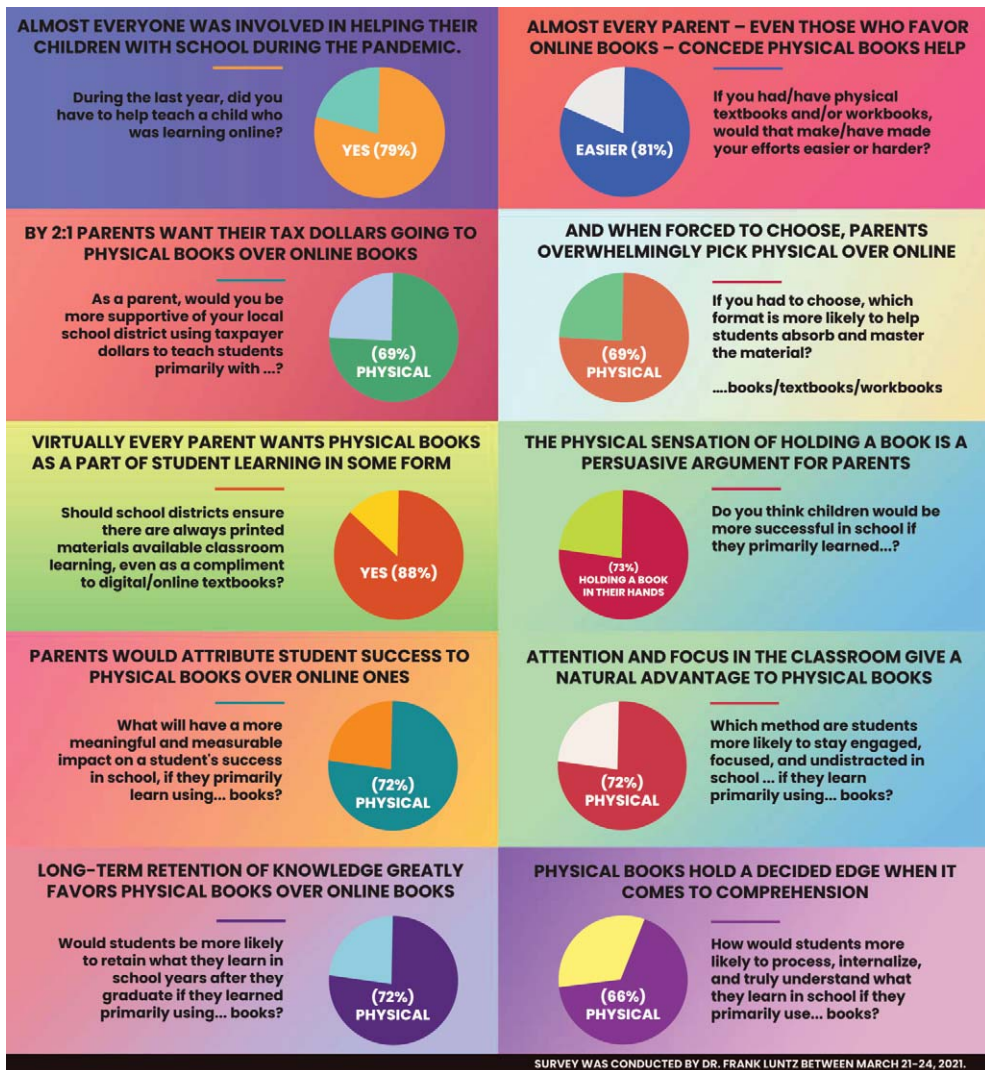


National Poll Shows Overwhelming results...

Parents Prefer Physical Books Over Digital Editions



The Book Manufacturers Institute commissioned renowned pollster Frank Luntz to gain these insights into how parents viewed the effectiveness of various learning materials. More at www.bmibook.com

Last year presented unprecedented challenges for students, teachers and parents. Classroom lessons and home schooling were upended due to Covid.

What Really Matters

While a lot about returning to in-class learning is still to be determined, one thing is clear; when it comes to books, textbooks, and workbooks, parents are united: the physical version matters the most.

Best Way to Learn

In a survey of 1,000 parents of K-12 school children across America, the results could not be more conclusive.

Parents are deeply focused on what their children learn, And, as important, how they learn it. By a 69 % to 31 % margin, parents chose physical over online materials when given the option.

Over 80 % of parents believe physical materials would have made their jobs easier helping their child learn from home, while 71 % are more likely to vote for a school board member who supports students learning via physical materials.

Polarized Views

Schools, students, and learning strategies are pretty polarized at this time.

Varying opinions exist of what needs to happen next.

But when it comes to books and educational components, children's parents are totally united with the physical editions.

Parents are focused on what their children learn...and they think they'll learn more with physical materials.

School decision-makers are most eager to listen to and learn from parents, so it should not be an exceedingly heavy lift to include the physical learning materials in the future of classroom instruction.

Conclusive Results

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

1) Physical books are an impactful motivator for school board elections.

This finding was put 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.

Every subgroup holds similar views.

Essential Tools

2) The most definitive conclusion of all: virtually every parent wants physical materials as a part of student learning.

A massive 85 % of parents want physical books in some form, and 88 % think they are important and essential learning tools.

Once again, every demographic group agrees: printed materials are essential to student learning.

Learning Impact

3) We may live in an online world, but 76 % of parents find physical books extremely 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.

Parents were then asked to choose between physical and online materials.

The answer was clear and overwhelming. Fully 69 % of parents prefer physical materials.

Superior Teaching Tool

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.

Online Frustrations

5) The frustrations with online learning during Covid require a tangible answer as students return to classrooms.

Over 80 % of parents believe physical materials would have made their jobs easier helping their students from home.

Parents are more engaged with their children's education, and they want the help only physical books, textbooks, and workbooks can provide.

Distractions

6) "Distractions," such as surfing the web during instruction, are the greatest drawback of online reading.

It is why parents believe their kids comprehend better using physical materials and prefer that they hold a book rather than use a tablet.

Undeniable Results

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.



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Some of us learn from other people’s mistakes. The rest of us are the other people.



A Texas businessman gently chastised his young son for asking a visitor at a gathering where he was from. “Never ask a man that question, son,” he instructed. “If a man’s from Texas, he’ll tell you. If he’s not, you’ll only embarrass him by asking.”



I figured out the problem with my golf game. I stand too close to the ball after I hit it.



Wedding: A \$25,000 photo opportunity.



Two young men were enjoying a canoe ride when a sudden storm arose. Terrified, one began to pray, “Save us! I’ll give up smoking. I’ll give up drinking.



I’ll give up gambling. I’ll even quit...” “Hold up, Jim,” his friend interrupted. “Don’t give up anything else. I think the storm is breaking.”



If you’re not going to learn from your mistakes, then why bother making them?



When asked about his team’s execution, a college football coach said: “I don’t think we ought to execute them right now. Give them another two weeks and see if they improve.”



Sports: life with the volume turned up.

The father was tucking in his daughter. “Did you remember to say your prayers?”



“Well, I started to, “the little girl replied, “but God probably gets tired of the same prayer over and over, so I told him the story of the Three Bears.”



“All I had to do was keep turning left.”— George Robson, explaining his win in the 1946 Indy 500.



Scientist: someone who believes anything that works must be obsolete.



Soldiers were nervously preparing for battle as their commander said, “Fix your bayonets, men—the fighting will be man-to-man.” “Excuse me, captain, would you mind showing me which is my man?” one private asked meekly. “Perhaps the two of us can come to some kind of arrangement.”



The most frustrating profession in the world? A Chinese dentist: 1.5 billion potential customers, all afraid to open their mouths.



A bad-tempered golfer walked into the Pro Shop one day and plunked down big bucks for a new set of woods. The staff watched to see what would happen after he used them for the first time—many expecting he’d come in and demand his money back. But the next time he came in, he was all smiles. “They’re the best clubs I’ve ever had,” he said. “In fact, I’ve discovered I can throw them at least 40 yards farther than I could my last ones.”

My dog is a sissy. I yelled “Attack!” and he had one.



Two elderly couples were enjoying friendly conversation on the porch when one of the men asked the other, “Fred, how was the memory clinic you went to last month?” “Outstanding,” Fred replied. “They taught us all the latest psychological techniques—visualization, association— it made a huge difference for me.” “Terrific! What was the name of the clinic?” Fred went blank. He thought and thought but couldn’t remember. Then a smile broke across his face, and he asked, “What do you call that flower with the long stem and thorns?” “You mean a rose?” “Yes! That’s it.” He turned to his wife. “Rose, what was the name of that clinic?”



The things that come to those who wait are the things left by those who got there first.



Any nitwit can understand computers, In fact, many do.



A kangaroo kept getting out of his enclosure at the zoo. Knowing that he could hop high, the zoo officials put up a 10-foot fence. The animal was out the next morning. Soon a 20-foot fence was put up. Again, the kangaroo got out. When the fence was 40 feet high, a camel in the next enclosure asked the kangaroo, “How high do you think they’ll go?” The kangaroo said, “About a 1,000 feet, unless somebody locks the gate at night!”



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