

Imagination Library of
Washington



2025 Parent/Guardian Survey



“YOU CAN NEVER GET ENOUGH
BOOKS
INTO THE HANDS
OF ENOUGH
CHILDREN”

Dolly

June 2025



2025 Statewide Parent/Guardian Survey

Imagination Library of Washington recently conducted their second statewide survey, resulting in 15,640 responses from Washington parents and caregivers who have children currently enrolled in Dolly Parton's Imagination Library. The goal of conducting this survey is to gather meaningful insights into program impact and outcomes, helping to better understand how regular access to books is supporting early literacy development, school readiness, and family engagement across Washington.

Q1: What County do you currently live in?

| | | |
|-----------------------|---------------------------|---------------------------|
| Adams - 39 (0.2%) | Grays Harbor - 145 (0.9%) | Pierce - 1,980 (12.7%) |
| Asotin - 45 (0.3%) | Island - 197 (1.3%) | San Juan - 40 (0.3%) |
| Benton - 418 (2.7%) | Jefferson - 79 (0.5%) | Skagit - 305 (2%) |
| Chelan - 148 (0.9%) | King - 3,351 (21.4%) | Skamania - 13 (0.1%) |
| Clallam - 169 (1.1%) | Kitsap - 763 (4.9%) | Snohomish - 1,916 (12.3%) |
| Clark - 1,149 (7.3%) | Kittitas - 114 (0.7%) | Spokane - 1,106 (7.1%) |
| Columbia - 10 (0.1%) | Klickitat - 34 (0.2%) | Stevens - 101 (0.6%) |
| Cowlitz - 219 (1.4%) | Lewis - 175 (1.1%) | Thurston - 816 (5.2%) |
| Douglas - 104 (0.7%) | Lincoln - 24 (0.2%) | Wahkiakum - 8 (0.1%) |
| Ferry - 8 (0.1%) | Mason - 158 (1%) | Walla Walla - 129 (0.8%) |
| Franklin - 195 (1.2%) | Okanogan - 75 (0.5%) | Whatcom - 715 (4.6%) |
| Garfield - 5 (0%) | Pacific - 45 (0.3%) | Whitman - 123 (0.8%) |
| Grant - 161 (1%) | Pend Oreille - 32 (0.2%) | Yakima - 516 (3.4%) |



“

We love receiving the books each month. The children look forward to reading them and checking the mail box for the delivery. Thank you for offering this program. It has been lovely!

”

Q2: What year was your child born? If you have multiple children, please select all that apply:

| | |
|------|-------|
| 2020 | 21.4% |
| 2021 | 25.4% |
| 2022 | 27.8% |
| 2023 | 26.1% |
| 2024 | 18% |
| 2025 | 3.9% |

Q3: How long has your child(ren) been enrolled in the Imagination Library of Washington? If you have multiple children enrolled, please select all that apply:

| | |
|--|-------|
| Less than 12 months | 22.3% |
| 1-2 years | 53.3% |
| 2-3 years | 23.6% |
| 3-4 years | 7% |
| Enrolled since birth and is graduating/has graduated in 2025 | 4.1% |

Q4: Before joining the Imagination Library, did your child(ren) have access to age-appropriate books at home?

| | |
|-----------|-------|
| Yes, many | 31.9% |
| Yes, some | 58.9% |
| No, none | 8% |
| Unsure | 1.2% |



Q5: Since receiving Imagination Library books, has the frequency of reading at home changed?

| | |
|--|-------|
| Yes, we read a lot more often | 52.1% |
| Yes, we read a bit more often | 23.2% |
| About the same, we already read a lot before | 22.3% |
| No, the frequency of reading has not changed | 1.7% |
| Unsure | 0.7% |

Q6: How often do you read your Imagination Library books compared to others in your home?

| | |
|---|-------|
| Very often | 53.2% |
| Somewhat more often | 23.4% |
| About the same | 20.3% |
| Not as often as other non-Imagination Library books | 1.9% |
| Unsure | 1.2% |

Q7: How would you describe the quality and diversity of the books your child(ren) receive from the Imagination Library?

| | |
|-----------|-------|
| Excellent | 75.8% |
| Good | 20.4% |
| Fair | 2.7% |
| Poor | 0.4% |
| Unsure | 0.8% |

Q8: Has receiving books from the Imagination Library changed your child's interest in books and reading?

| | |
|---|-------|
| Yes, they are more interested in books and reading | 77.6% |
| Yes, they are less interested in books and reading | 1% |
| No, their interest in books and reading is the same | 12.8% |
| Unsure / Too soon to tell | 8.6% |

"Ryker is 4 years old and not only able to read all the books that come in the mail to us but is now learning Spanish as well as English. He has always loved books and is always so excited when a new one comes."



Q9: As a parent/guardian, has your level of confidence in reading with your child changed since participating in the program?

| | |
|---|-------|
| Yes, I feel more confident reading with my child(ren) | 52.7% |
| Somewhat, I feel slightly more confident reading with my child(ren) | 14.2% |
| I feel less confident reading with my child(ren) | 0.2% |
| No, my level of confidence has not changed | 30.4% |
| Unsure | 2.5% |

Q10: Has participating in the Imagination Library helped build a consistent reading routine at home?

| | |
|--------------------------|-------|
| Yes | 64.2% |
| Somewhat | 16.3% |
| We already had a routine | 17.6% |
| No / Unsure | 1.9% |

Q11: Do you believe that participation in Dolly Parton's Imagination Library is helping to prepare your child(ren) for kindergarten?

| | |
|---------------------------|------|
| Yes | 82% |
| Somewhat | 9.3% |
| Unsure / Too soon to tell | 7.7% |
| No | 1% |

Q12: What changes have you noticed in your child(ren) since starting the Imagination Library? Check all that apply.

| | |
|--|-------|
| Increased interest in books | 80.2% |
| Increased interest in reading | 61.3% |
| Increased vocabulary | 55.8% |
| Increased social skills | 28% |
| Increased listening skills | 50% |
| Increased attention span / ability to pay attention longer | 49.2% |
| Too soon to tell, we are recently enrolled | 3.1% |
| Too young to tell | 13.5% |
| No noticeable changes | 3.4% |

Q13: Are other family members benefiting from having Imagination Library books in the home? Select all that may apply:

| | |
|--|-------|
| Yes - older and/or younger siblings | 46.1% |
| Yes - parents / guardians | 52% |
| Yes - other family members living in the home | 11.9% |
| Somewhat / Unsure | 5.1% |
| No one else in the home is benefiting from the Imagination Library | 12.1% |

Imagination Library of Washington, together with Washington's 46 dedicated local program partners, is committed to inspiring a lifelong love of reading and learning in children from the very start. By delivering high-quality, age-appropriate books each month directly to the homes of children from birth to age five, we are helping to build strong literacy foundations, support healthy brain development, and create meaningful moments of connection between children and their caregivers. This collective effort ensures that families across Washington—regardless of income, background, or location—have equitable access to the tools and opportunities every child deserves to learn, grow, and thrive.

