

# PEMCO Northwest Poll – Youth Literacy

## To what degree to you agree with the following statements?

Strong reading skills are critical to the future success of children.

Total 834		by metro 834		
statement	2025	statement	Portland Metro	Seattle Metro
strongly agree	70%	strongly agree	70%	70%
somewhat agree	23%	somewhat agree	22%	23%
somewhat disagree	3%	somewhat disagree	4%	3%
strongly disagree	3%	strongly disagree	4%	3%
Sum	100%	Sum	100%	100%

Listening to audiobooks is a valid form of reading.

Total 834		by metro 834		
statement	2025	statement	Portland Metro	Seattle Metro
strongly agree	28%	strongly agree	29%	27%
somewhat agree	42%	somewhat agree	40%	44%
somewhat disagree	19%	somewhat disagree	20%	18%
strongly disagree	11%	strongly disagree	11%	12%
Sum	100%	Sum	100%	100%

I read or listen to books now more than I did when I was a kid.

Total 834		by metro 834		
statement	2025	statement	Portland Metro	Seattle Metro
strongly agree	27%	strongly agree	24%	29%
somewhat agree	28%	somewhat agree	27%	29%
somewhat disagree	24%	somewhat disagree	24%	23%
strongly disagree	21%	strongly disagree	25%	19%
Sum	100%	Sum	100%	100%

## PEMCO Northwest Poll – Youth Literacy

Reading is a priority for me.

Total 834

statement	2025
strongly agree	33%
somewhat agree	41%
somewhat disagree	17%
strongly disagree	10%
Sum	100%

by metro 834

statement	Portland Metro	Seattle Metro
strongly agree	33%	33%
somewhat agree	39%	43%
somewhat disagree	20%	14%
strongly disagree	9%	11%
Sum	100%	100%

I wish I had more time to read.

Total 834

statement	2025
strongly agree	38%
somewhat agree	41%
somewhat disagree	11%
strongly disagree	10%
Sum	100%

by metro 834

statement	Portland Metro	Seattle Metro
strongly agree	39%	38%
somewhat agree	40%	42%
somewhat disagree	12%	11%
strongly disagree	10%	10%
Sum	100%	100%

Which of the following are reasons you don't read more?

Total 606 >

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reason	2025
other activities	45%
prefer other forms of entertainment	20%
work	14%
trouble focusing while reading	7%
my kids' activities	6%
trouble finding interesting books	5%
too expensive	2%
reading does not interest me	1%
Sum	100%

by metro 606

reason	Portland Metro	Seattle Metro
other activities	43%	47%
prefer other forms of entertainment	21%	20%
work	14%	14%
trouble focusing while reading	6%	8%
my kids' activities	7%	6%
trouble finding interesting books	6%	4%
too expensive	2%	2%
reading does not interest me	1%	0%
Sum	100%	100%

## PEMCO Northwest Poll – Youth Literacy

Which reading format(s) do you believe support reading skill development?

**Total** 823 \*\*\*

format	2025	Count
physical books	79%	647
e-books	9%	72
it depends	9%	75
audiobooks	4%	29
Sum	100%	823

**by metro** 823

format	Portland Metro	Seattle Metro
physical books	79%	78%
e-books	9%	8%
it depends	8%	10%
audiobooks	4%	3%
Sum	100%	100%

How often do you read or listen to books for pleasure?

**Total** 834

frequency	2025
a few times/month	20%
a few times/week	32%
daily	25%
rarely/never	23%
Sum	100%

**by metro** 834

frequency	Portland Metro	Seattle Metro
a few times/month	20%	20%
a few times/week	31%	33%
daily	24%	25%
rarely/never	25%	21%
Sum	100%	100%

Why aren't more kids reading for fun?

**Total** 834

reason	2025
TV or devices	36%
video games	23%
no adult encouragement	17%
extracurricular activities	11%
no interesting books	8%
access to books	4%
Sum	100%

**by metro** 834

reason	Portland Metro	Seattle Metro
TV or devices	34%	39%
video games	23%	23%
no adult encouragement	19%	16%
extracurricular activities	11%	10%
no interesting books	8%	8%
access to books	6%	3%
Sum	100%	100%



# PEMCO Northwest Poll – Youth Literacy

I believe kids would read more if...

Total 834	
motivator	2025
role models read	26%
reading games/challenges	25%
free to choose interests	19%
preferred format	14%
access to books	12%
"other"	4%
Sum	100%

by metro 834	
motivator	Portland MetroSeattle Metro
role models read	27%25%
reading games/challenges	24%26%
free to choose interests	19%19%
preferred format	15%14%
access to books	12%11%
"other"	4%5%
Sum	100%100%

## Does your child’s school do the following?

Mandatory reading during the summer

Total 469	
action	2025
Yes	65%
No	35%
Sum	100%

by metro 469	
action	Portland MetroSeattle Metro
Yes	65%64%
No	35%36%
Sum	100%100%

Mandatory reading during the school year

Total 508	
action	2025
Yes	86%
No	14%
Sum	100%

by metro 508	
action	Portland MetroSeattle Metro
Yes	85%87%
No	15%13%
Sum	100%100%



# PEMCO Northwest Poll – Youth Literacy

Set time aside during the school day for reading

Total 463	
action	2025
Yes	78%
No	22%
Sum	100%

by metro 463		
action	Portland Metro	Seattle Metro
Yes	75%	80%
No	25%	20%
Sum	100%	100%

## To what extent do you agree or disagree with the following statements?

My child reads at or above their grade level

Total 811	
agreement	2025
strongly agree	33%
somewhat agree	39%
somewhat disagree	15%
strongly disagree	13%
Sum	100%

by metro 811		
agreement	Portland Metro	Seattle Metro
strongly agree	37%	30%
somewhat agree	37%	40%
somewhat disagree	15%	15%
strongly disagree	12%	14%
Sum	100%	100%

My child is interested in reading

Total 811	
agreement	2025
strongly agree	32%
somewhat agree	40%
somewhat disagree	13%
strongly disagree	15%
Sum	100%

by metro 811		
agreement	Portland Metro	Seattle Metro
strongly agree	31%	32%
somewhat agree	39%	41%
somewhat disagree	15%	12%
strongly disagree	15%	15%
Sum	100%	100%



## PEMCO Northwest Poll – Youth Literacy

I am concerned that the COVID-19 pandemic caused my child to lose valuable learning time

Total 811

agreement	2025
strongly agree	27%
somewhat agree	35%
somewhat disagree	17%
strongly disagree	21%
Sum	100%

by metro 811

agreement	Portland Metro	Seattle Metro
strongly agree	28%	26%
somewhat agree	33%	36%
somewhat disagree	17%	17%
strongly disagree	22%	21%
Sum	100%	100%

I use books to help bond with my child

Total 811

agreement	2025
strongly agree	31%
somewhat agree	42%
somewhat disagree	13%
strongly disagree	14%
Sum	100%

by metro 811

agreement	Portland Metro	Seattle Metro
strongly agree	30%	32%
somewhat agree	41%	43%
somewhat disagree	15%	11%
strongly disagree	14%	14%
Sum	100%	100%

My child chooses to read for pleasure (not just for school)

Total 811

agreement	2025
strongly agree	28%
somewhat agree	38%
somewhat disagree	17%
strongly disagree	16%
Sum	100%

by metro 811

agreement	Portland Metro	Seattle Metro
strongly agree	27%	29%
somewhat agree	38%	38%
somewhat disagree	18%	17%
strongly disagree	17%	16%
Sum	100%	100%

PEMCO Mutual Insurance commissioned this independent survey, conducted by Qualtrics, to explore Washington and Oregon residents' attitudes toward current Northwest issues. The study included 436 respondents from the Seattle metro area (King, Snohomish, and Pierce counties) and 398 respondents from the Portland metro area (Multnomah, Marion, Clackamas, and Washington counties). The results have a margin of error of  $\pm 5\%$  at a 95% confidence level. In other words, if the survey were conducted 100 times, the findings would fall within that margin of error in 95 of those instances.