

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.

