

## **Parent Input Needed for UConn Children's Book Study**

**A team of graduate students at the UConn's Center for Entrepreneurship and Innovation are currently researching how children interact with illustrated books. They are interested in understanding how to create a more enriching experience for children 3-8 years old. The team has created a short survey that should take less than 8 minutes to complete to help them gauge parental motivations when purchasing illustrated children's books. Participants can also opt into a random drawing for a \$25 iTunes gift card. All responses will be kept confidential and a copy of the aggregated results will be sent the Connecticut PTA. Thank you for your assistance.**

**The link to the survey is**

**<http://www.zoomerang.com/Survey/WEB22ATY56VF98>**