

5 THINGS TO KNOW ABOUT READING ALOUD

1 READING ALOUD AT HOME HAPPENS EARLIER & MORE OFTEN

Percentage of parents with kids ages 0–5 reading aloud to their child before 3 months old

40% vs. **30%**
2016 vs. 2014

Percentage of parents with kids ages 3–5 reading aloud to their child 5–7 days a week

62% vs. **55%**
2016 vs. 2014



Yet the frequency of reading aloud decreases dramatically after ages 5 and 8

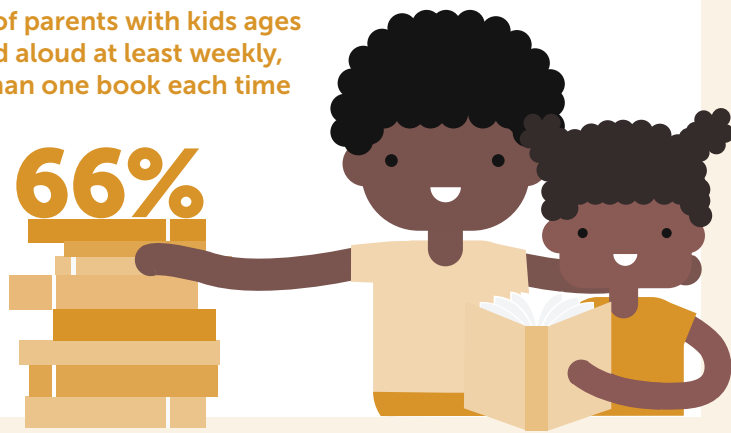
59% vs. **38%** vs. **17%**
AGES 0–5 vs. AGES 6–8 vs. AGES 9–11



2 PARENTS ARE READING SEVERAL BOOKS ALOUD

Percentage of parents with kids ages 0–5 who read aloud at least weekly, read more than one book each time

66%



3 THE POWER OF CHOICE STARTS EARLY

Percentage of kids who are read aloud to at least weekly and frequently, pick their own books

54%
AGES 0–2

81%
AGES 3–5



4 KIDS & PARENTS WHO SHARED READ-ALoud TIME ENJOY IT!

87% KIDS AGES 6–11 & **82%** THEIR PARENTS
LOVE(D) OR LIKE(D) READ-ALoud TIME

91%
OF PARENTS WITH KIDS AGES 0–5
ALSO AGREE



5 TOP REASONS TO LOVE READ-ALoud TIME

It is a special time together!

72%
KIDS AGES 6–11

77%
OF PARENTS



Reading together is fun!

66%
KIDS AGES 6–11

67%
OF PARENTS