



READING ALOUD

READING ALOUD AT HOME

Percentage of parents with kids ages 0–5 who started reading aloud to their child before

35% **70%**

3 MONTHS OLD **AGE 1**

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

65%
KIDS AGES 3–5



The frequency of parents reading aloud 5–7 days a week decreases dramatically after ages 5 and 8

41%
KIDS AGES 6–8

16%
KIDS AGES 9–11

58% of kids ages 6–8 want reading aloud to continue



PARENTS ARE READING SEVERAL BOOKS ALOUD

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

61%



THE POWER OF CHOICE

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

73%



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

87% **86%**
KIDS AGES 6–11 & **THEIR PARENTS**
LOVE(D) OR LIKE(D) READ-ALoud TIME

90%
OF PARENTS WITH KIDS AGES 0–5
ALSO AGREE



TOP REASON KIDS & PARENTS LOVE READ-ALoud TIME

It is a special time together!

71%
OF PARENTS WITH
KIDS AGES 6–11

69%
KIDS AGES 6–11

