

Read Aloud: Start Early & Keep Going

Percentage of Kids Ages 0-11 Who Are Read Books Aloud 5-7 Days a Week:

52%

Kids Ages
0-2

55%

Kids Ages
3-5

34%

Kids Ages
6-8

17%

Kids Ages
9-11

Among parents of kids ages 0-5

60% RECEIVED ADVICE

that children should be read aloud to from birth

Among kids ages 6-17

83% ENJOY(ED) BEING READ

ALoud TO AT HOME because:

47% Among the lowest-income households

74% Among the highest-income households

78% It's a special time with my parent

65% Reading together is fun

54% It's relaxing to be read to before I go to sleep

Parents of Kids Ages 0-5 Started
Reading Aloud to Their Child:

73% Before age one

30% Before three months old

Among kids ages 6-11 who are no longer read aloud to at home

40% WISH IT HAD CONTINUED

The Kids & Family Reading Report™: Fifth Edition

Results from a nationally representative survey of 2,558 parents and children including 506 parents of children ages 0-5; 1,026 parents of children ages 6-17, plus one child age 6-17 from the same household, conducted August 29, 2014 through September 10, 2014, and managed by YouGov. See the full methodology at scholastic.com/readingreport.

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