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% in 2016 vs. 30% in 2014

- Percentage of parents with kids ages 3–5 reading aloud to their child 5–7 days a week:
  - 62% in 2016 vs. 55% in 2014

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

- 59% of ages 0–5 vs. 38% of ages 6–8 vs. 17% of 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% of ages 0–2
  - 81% of ages 3–5

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

- 87% of kids ages 6–11 and 82% of 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% of kids ages 6–11

- Reading together is fun!
  - 66% of kids ages 6–11

- 77% of parents

- 67% of parents

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