



Every child. Every parent. Every day.

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**Read Aloud Survey: Many Parents Don't Heed Critical Advice**

Despite widespread agreement among parents that reading aloud has an “extremely positive” impact on brain development, a new survey conducted by YouGov for the non-profit Read Aloud 15 MINUTES also found that fewer than half of parents (46%) read aloud with their children every day, and only 34% do so for at least 15 minutes.

Even among those who do read aloud daily, few begin from birth — as recommended by the American Academy of Pediatrics. And while six in 10 (62%) parents have received the advice to read aloud to their children 15 minutes every day starting from birth, only 8% actually do.

“Read Aloud 15 MINUTES believes that when these numbers change — when daily reading aloud, from birth, becomes the national caregiving standard — we will see a drastic change in school readiness,” says the non-profit’s President and Co-Founder, Dr. Candace Kendle.

Other key findings:

- *Technology may serve as a distraction from reading aloud.* Over half of parents (65%) say their child watches TV or uses a tablet (54%) at home, and four in ten parents say their child spends too much time with TV, and a third say the same of devices. Meanwhile, 41% of parents say their child doesn’t spend enough time being read to.
- *There are barriers around time and materials.* Nearly 40 percent of parents who don’t read aloud say they “can’t find the time in the day.” Four in ten parents also say it’s easier to find video games than books for their child, and half feel books for children their child’s age are too expensive.
- *Parents’ “vision” of reading aloud may be preventing them from making it a habit.* One third of parents who don’t read aloud report that their child “won’t sit long enough” to be read aloud to, and very few parents take advantage of times beyond bedtime, such as during play or during bath time, to read aloud.

Read Aloud 15 MINUTES’ 10-year National Campaign aims to change these behaviors, in part by aiding parents’ understanding of early brain development. “We think if parents truly grasped the amazing, and finite, window they have to shape their child’s brain for the better through 15 minutes of daily reading aloud from birth, they would do it,” Kendle says.

The new Read Aloud survey is part of March Read Aloud Month. The campaign brings together a diverse coalition of partners — from corporations such as UPS and Home Depot, to educational giants such as SUNY and the University of North Carolina, to more than 10,000 grassroots partners in all 50 states — to reach a broad audience of millions.

To learn more or to participate in March Read Aloud Month, visit [ReadAloud.org](http://ReadAloud.org).

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