



National Campaign Survey

Read Aloud 15 MINUTES/ASHA Popular Technology Survey Report

April 10, 2018



YouGov[®]

Report Organization

1 Background, Methodology and Sample Characteristics

2 Executive Summary

3 Detailed Findings: Families, Technology & Reading

Study Background:

In 2013, Read Aloud 15 MINUTES launched a 10-year National Campaign to make reading aloud every day for at least 15 minutes, from birth, the national caregiving standard. Through three campaign pulses each year, Read Aloud 15 MINUTES and its diverse network of national and grassroots partners in all 50 states reach millions of parents with messages that stress the importance of daily reading aloud to promote healthy brain development, close language gaps, build literacy skills, foster social-emotional growth and ultimately prepare children to succeed in the transition from home to school to career.

With popular technology a near-ubiquitous part of life today, Read Aloud 15 MINUTES and the American Speech-Language-Hearing Association (ASHA) sought to understand its impact on conversation, human interaction, and reading in homes with children ages 0-8. Whether and how popular technology use impacts the ability and opportunity to communicate is a focus of ASHA's Healthy Communication & Popular Technology Initiative (www.communicationandtech.org). ASHA is the national professional, scientific, and credentialing association for 198,000 members and affiliates who are audiologists; speech-language pathologists; speech, language, and hearing scientists; audiology and speech-language pathology support personnel; and students. Audiologists specialize in preventing and assessing hearing and balance disorders as well as providing audiologic treatment, including hearing aids. Speech-language pathologists identify, assess, and treat speech and language problems, including swallowing disorders.

Questions related to the above, and presented in this document, were a part of a larger survey that was undertaken to gauge the current state of American families' efforts to read aloud, their understanding of brain development and the central role reading aloud can play.



Study qualifications include:

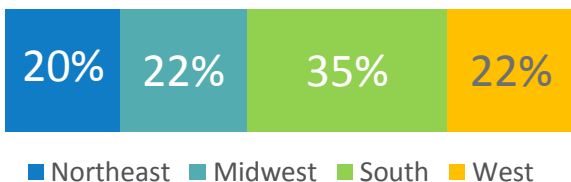
Parents who:

- Have a child in the household between the ages of 0 and 8
- Are between the ages of 18 and 65

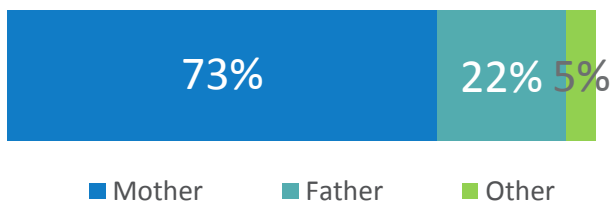
Sample (n=1,022) was constructed and balanced to be representative of the population of parents with children between the ages of 0 and 8

Sample Characteristics (n=1,022): Demographics

Region

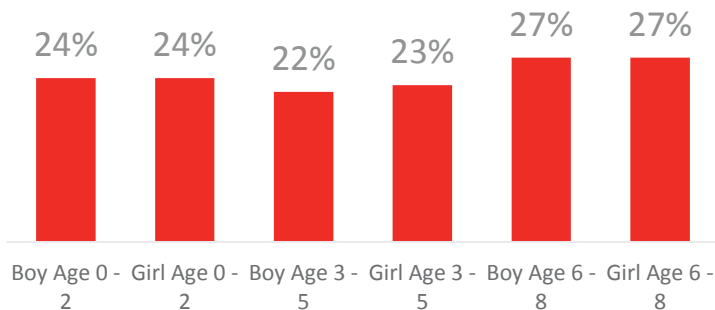


Respondent Relation to Child

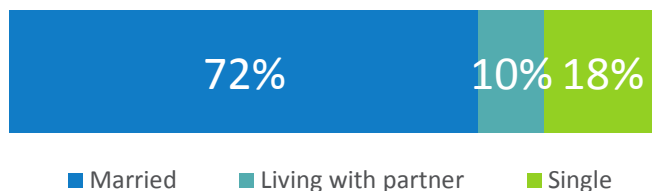


Children in Household

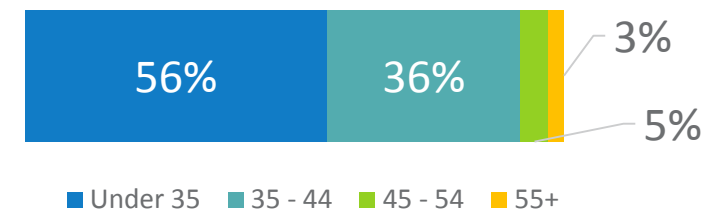
Average Number of Children: 1.74



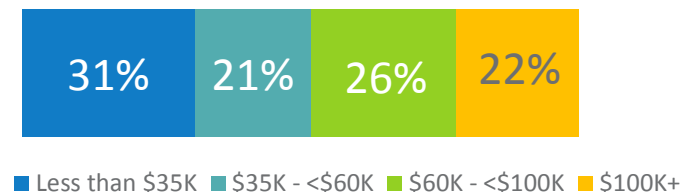
Marital Status



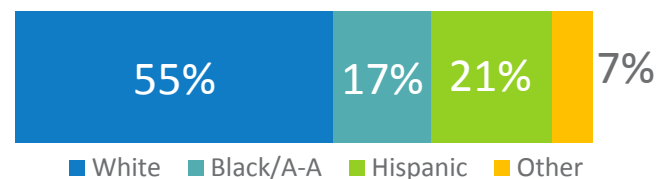
Parent Age



Household Income



Parent Ethnicity



There are estimated to be 36,178,312 children ages 0-8 in the United States.

AGE 0-2: 11,957,307

AGE 3-5: 12,002,245

AGE 6-8: 12,218,760

DEVICE USAGE IN HOMES WITH CHILDREN AGES 0-8

- Technology is extremely common in households with children ages 0-8. For example: over eight in ten children are in households with smartphones, TVs and computers; 70% are in households with tablets; and 55% are in households with video game systems.
- Children over the age of two are more likely than those age two and younger to be watching television, using tablets, playing on computer or video game systems, and more. Compared to 2016, more children ages 3-5 are watching TV (66% in 2016, compared to 74% this year). However, the percentage of children ages 6-8 watching TV has dropped (79% in 2016, compared to 69% this year).
- Specifically:
 - 38% of children ages 0-2 and 39% of children ages 3-5 use a smartphone, as do 45% of children ages 6-8.
 - 27% of children 3-5 and 45% of 6-8 year olds use a gaming system connected to a television
- With the exception of tablets, by the time children are age 6, boys are more likely than girls to be using all electronic devices, especially video game systems connected to a TV and handheld gaming systems.

PARENTS' OPINION ON AMOUNT OF TIME CHILD SPENDS ON ACTIVITIES

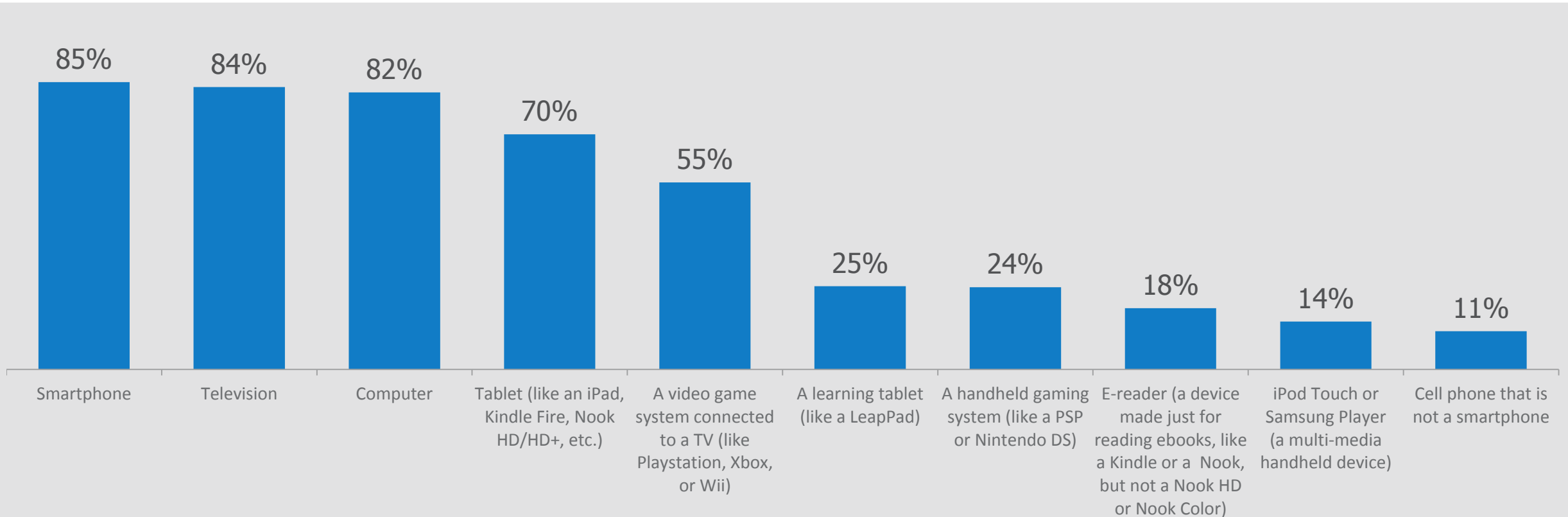
- One in three parents say their child does not spend enough time being read aloud to and the same percent say this about independent reading/looking through books on their own. At the same time, 36% say their child spends too much time watching TV and three in ten say the same of using tablets, smartphones and other handheld devices.
- Parents of boys ages 6-8 are more likely than parents of girls ages 6-8 to say they would read aloud to their child if they could find more books they both liked to read (61% vs. 47%), it is easier to find toys than books (55% vs. 46%) and it is easier to find video games than books (50% vs. 39%).
- Parents often feel that device use takes away from reading time. About half say this is true of their own, personal reading time, and 34% say this in regards to their children's reading time.
- Similarly, 43% of parents feel devices are a barrier to conversation and interaction. Many parents (54%) say they sometimes (or more often) ask their child to put down their device in order to increase parent/child interaction. And 41% say their child sometimes (or more often) has asked *them* to put down *their* device to increase interaction.
- Under the umbrella of a larger survey of these same parents, 87% of parents say that being talked to and having verbal interactions and conversations with others is important to early brain development. More than a quarter (26%) say they have had concerns about their child's ability to communicate and of these parents, 62% have sought an evaluation from an audiologist or speech-language pathologist.

FAMILIES, TECHNOLOGY & READING



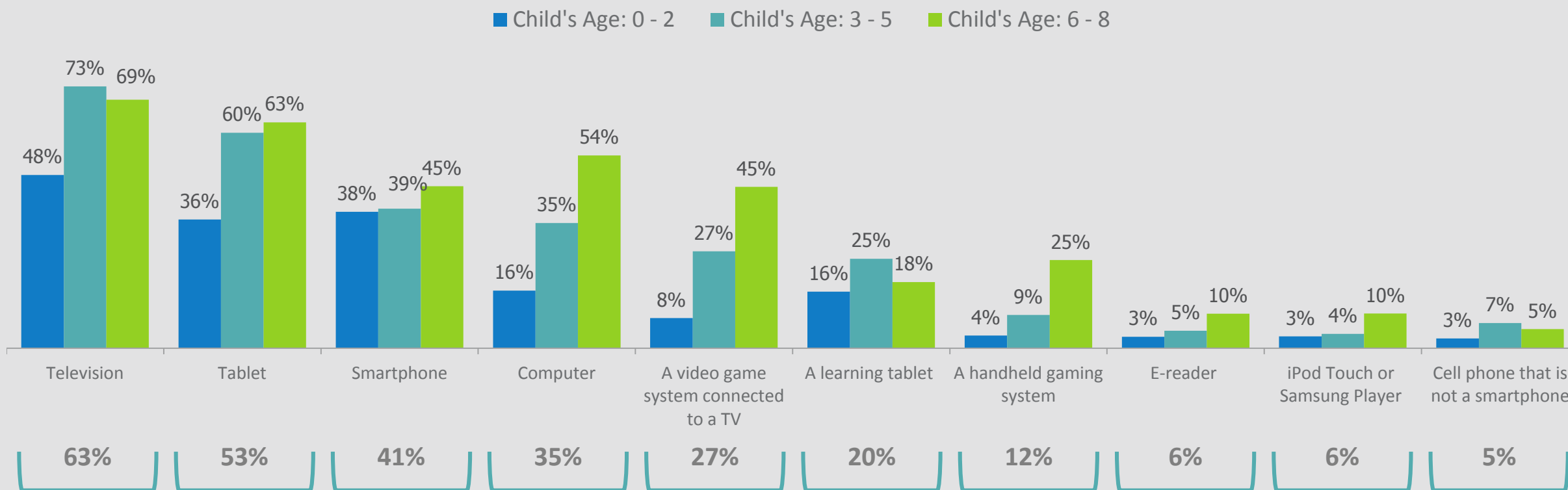
Technology is extremely common in households with children ages 0-8; over eight in ten children are in households with smartphones, TVs and computers; 70% are in households with tablets; and 55% are in households with video game systems.

DEVICES HAVE IN HOME



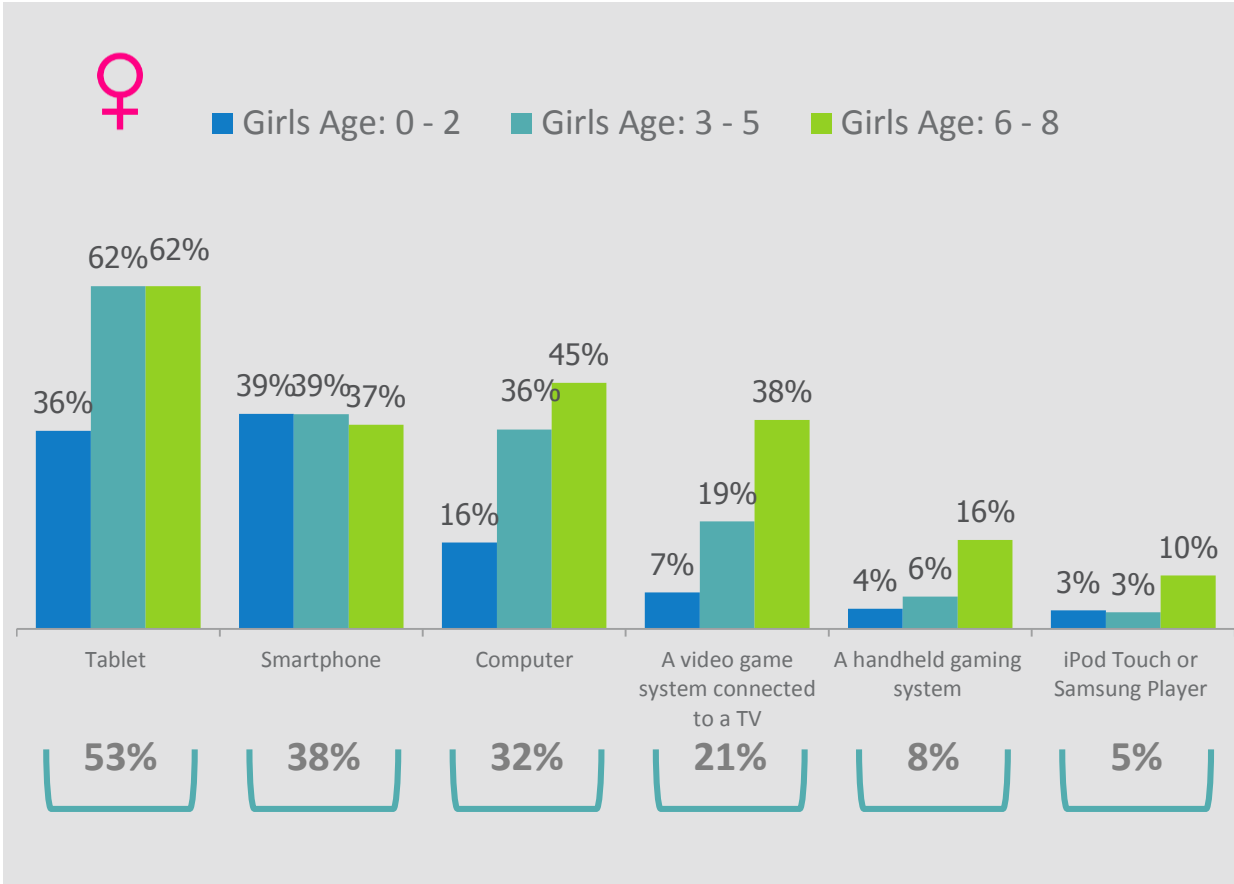
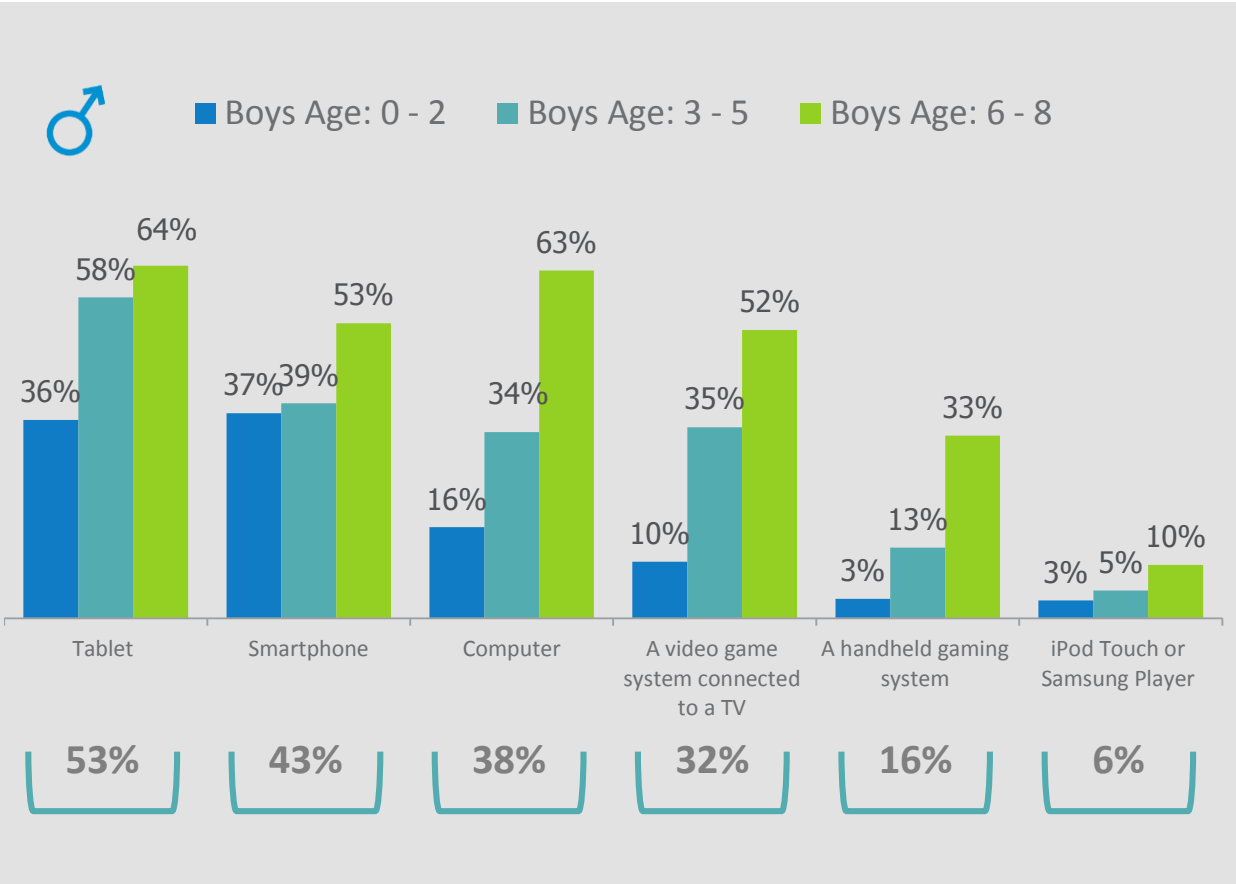
Children over the age of two are more likely than those age two and younger to be watching television, using tablets, playing on computer or video game systems, and more. Compared to 2016, more children ages 3-5 are watching TV (66% in 2016, compared to 73% this year). However, the percentage of children ages 6-8 watching TV has dropped (79% in 2016, compared to 69% this year).

DEVICES CHILDREN USE AT HOME



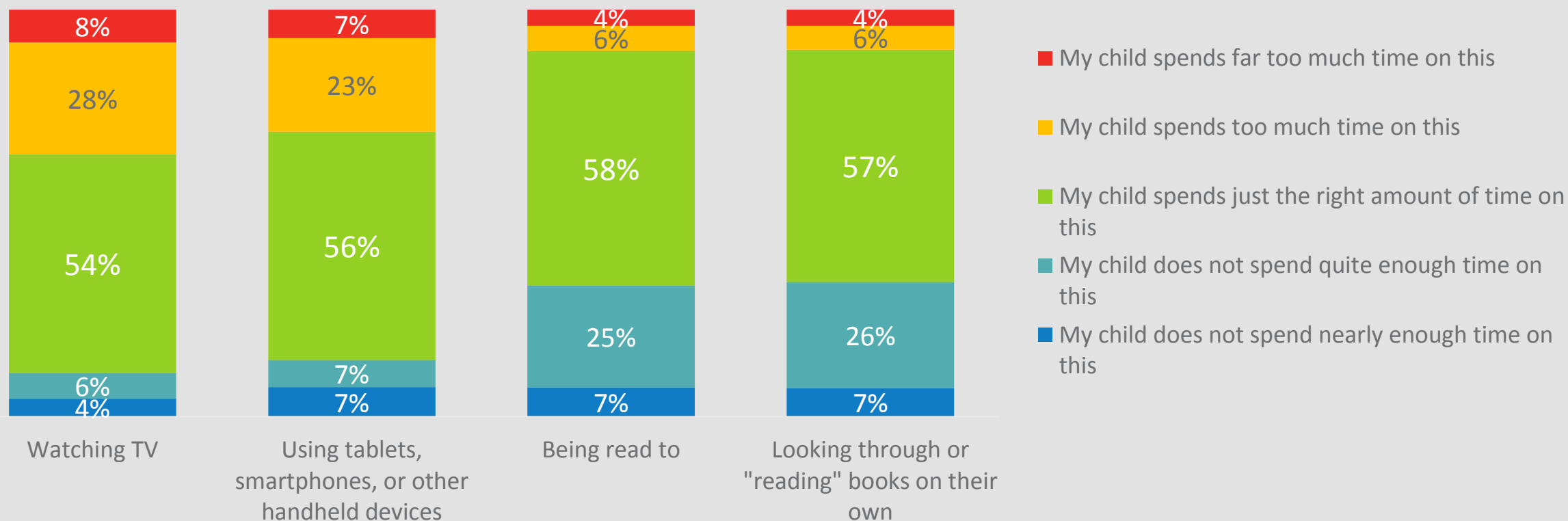
With the exception of tablets, by the time children are age 6, boys are more likely than girls to be using all electronic devices, especially video game systems connected to a TV and handheld gaming systems.

DEVICES CHILDREN USE AT HOME



One in three parents say their child does not spend enough time being read aloud to and the same percent say this about independent reading/looking through books on their own. At the same time, 36% say their child spends too much time watching TV and three in ten say the same of using tablets, smartphones and other handheld devices.

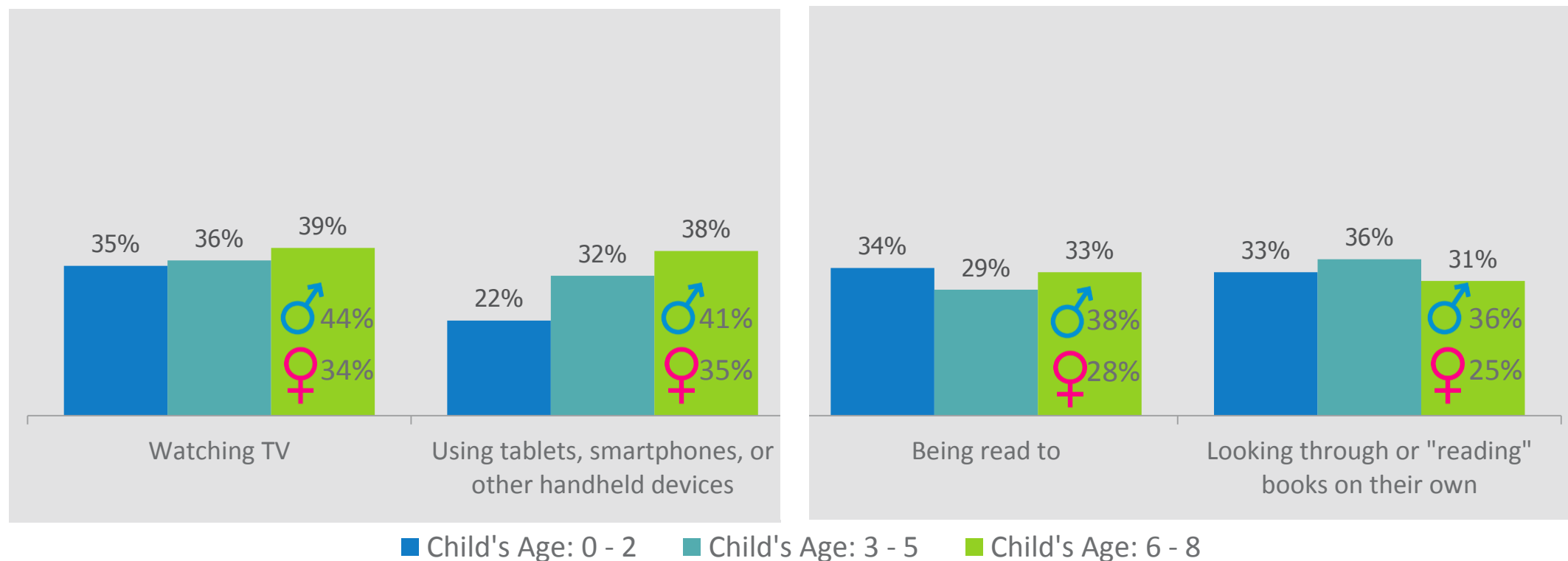
PARENTS' OPINION OF AMOUNT OF TIME THEIR CHILD SPENDS ON EACH ACTIVITY



About as many parents think their child spends “too much time” using devices and watching TV as feel their children spend “not enough time” reading or being read aloud to. Parents of boys are more likely to say their child spends “too much time” with device activities and “not enough time” on reading activities.

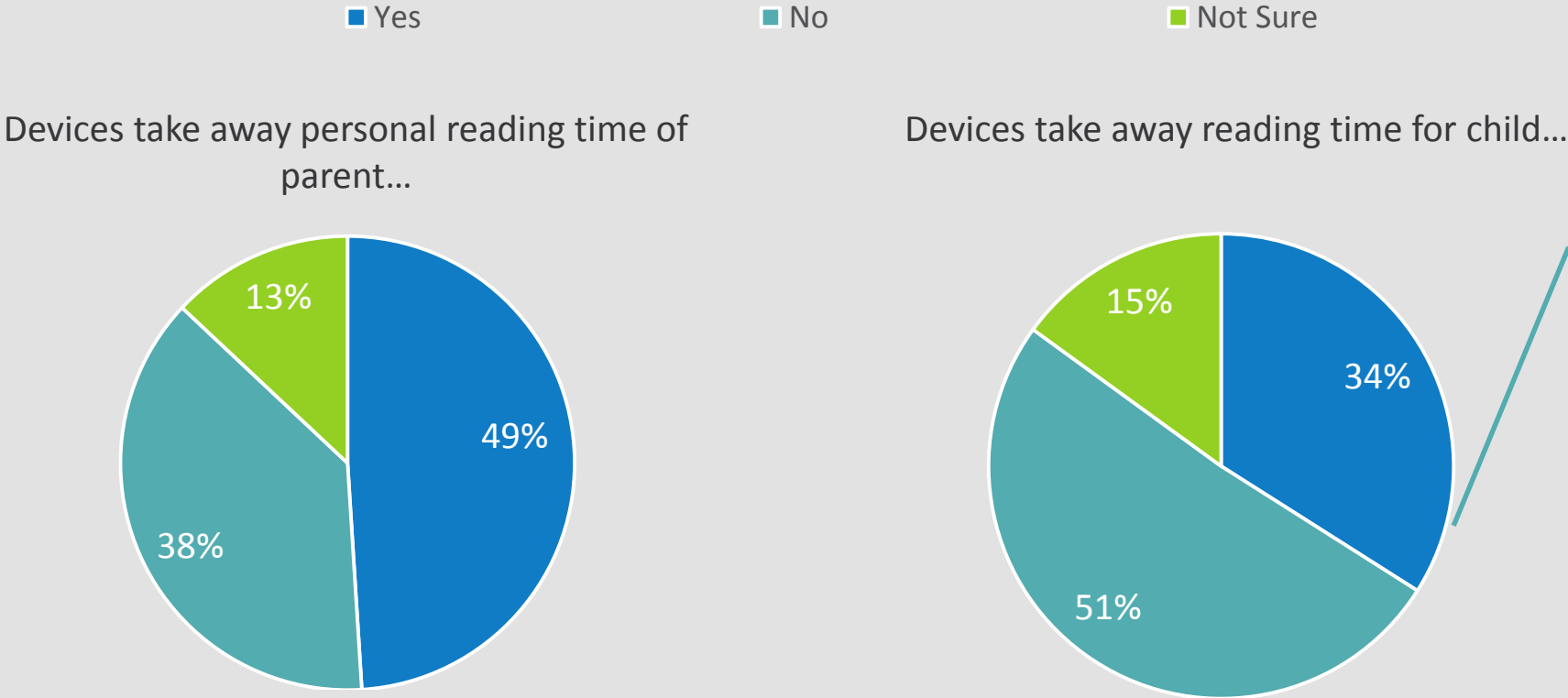
PERCENTAGE OF PARENTS WHO SAY THEIR CHILD SPENDS “TOO MUCH TIME” WITH DEVICE ACTIVITIES

PERCENTAGE OF PARENTS WHO SAY THEIR CHILD SPENDS “NOT ENOUGH TIME” ON READING ACTIVITIES



Parents often feel that device use takes away from reading time. About half say this is true of their own reading time, with 34% saying this is the case for their children.

DEVICE IMPACT ON PARENT AND CHILD READING TIMES

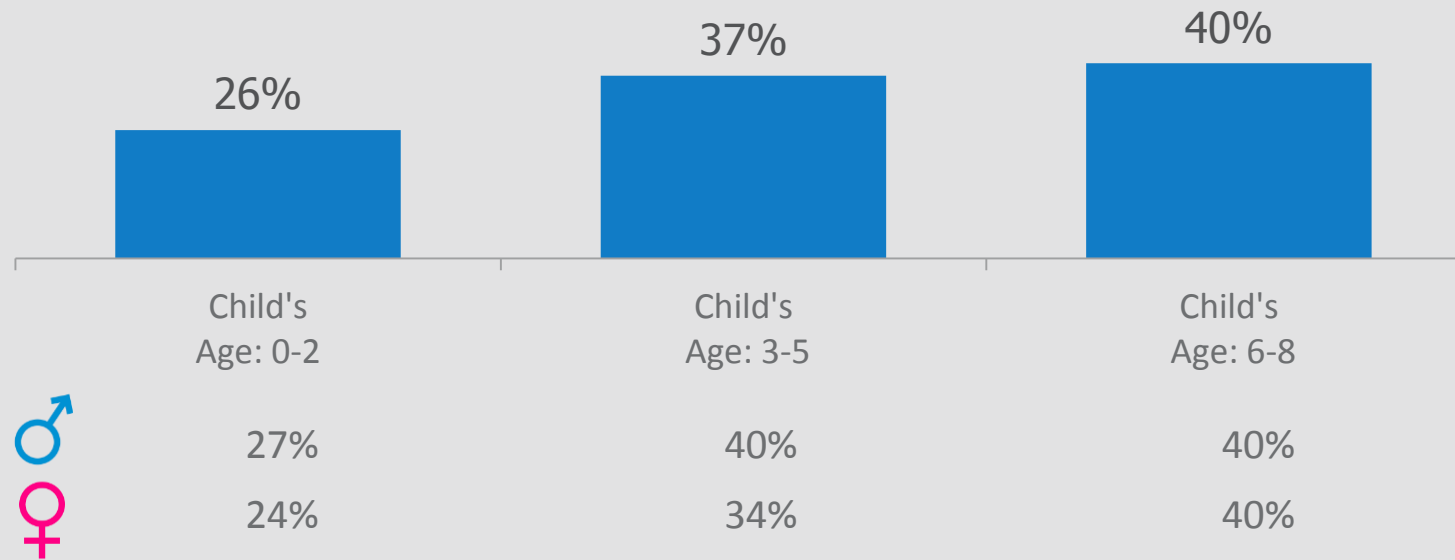


26% say this is true for their child age 0-2. This increases to 37% and 40% among parents with children ages 3-5 and 6-8, respectively.

Q34. Do you feel your device use takes away from the amount of reading you would personally otherwise do (not counting reading books to your child)?
Q35. Do you feel your [INSERT AGE] [son/daughter]'s device use takes away from the amount of reading, either on their own or with you, that [he/she] would otherwise do?

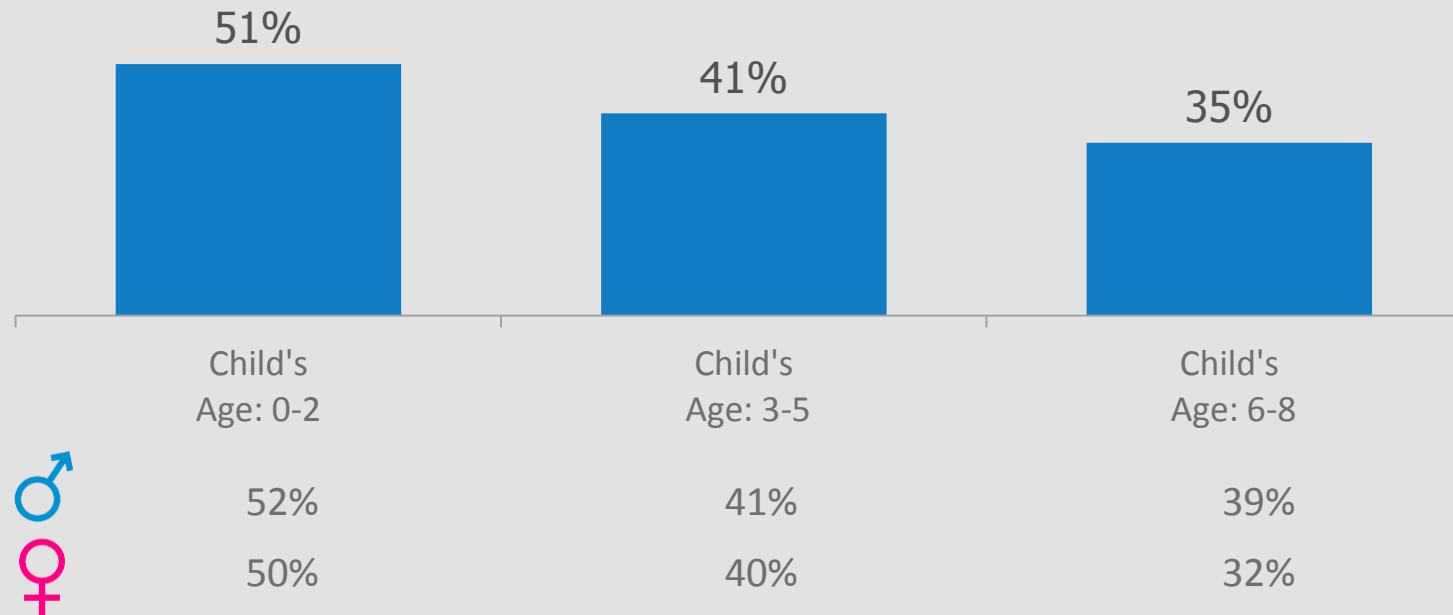
The percentage who say devices take away reading time for their child increases from 26% among parents with children ages 0-2 to 40% among parents of children ages 6-8.

PERCENTAGE OF PARENTS WHO SAY DEVICES TAKE AWAY READING TIME FOR CHILD



Overall, 42% of parents with children ages 0-8 say their child is read to everyday. While 49% of parents with children ages 0-2 say they read aloud to their child every day, this decreases to 43% for children ages 3-5 and 34% for children ages 6-8.

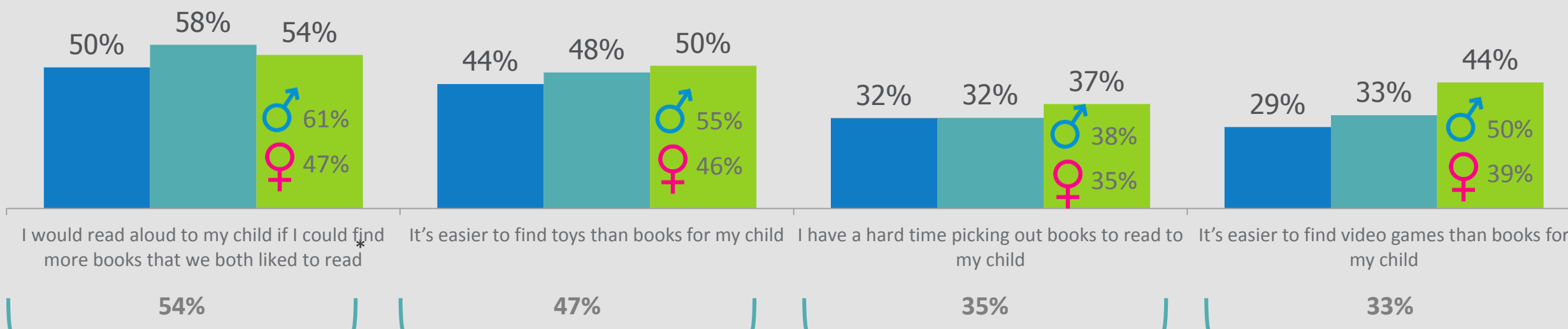
PERCENTAGE OF PARENTS WHO SAY CHILD IS CURRENTLY READ ALOUD TO EVERY DAY



For many parents, difficulty in finding books to read to their child creates a barrier to read-aloud time. Parents of boys ages 6-8 are more likely than parents of girls ages 6-8 to say they would read aloud to their child if they could find more books they both liked to read (61% vs. 47%), it's easier to find toys than books (55% vs. 46%) and it is easier to find video games than books (50% vs. 39%).

PERCENTAGE OF PARENTS WHO STRONGLY AGREE/AGREE WITH STATEMENTS ABOUT FINDING BOOKS TO READ ALOUD TO CHILDREN

■ Child's Age: 0 – 2 ■ Child's Age: 3 – 5 ■ Child's Age: 6 – 8

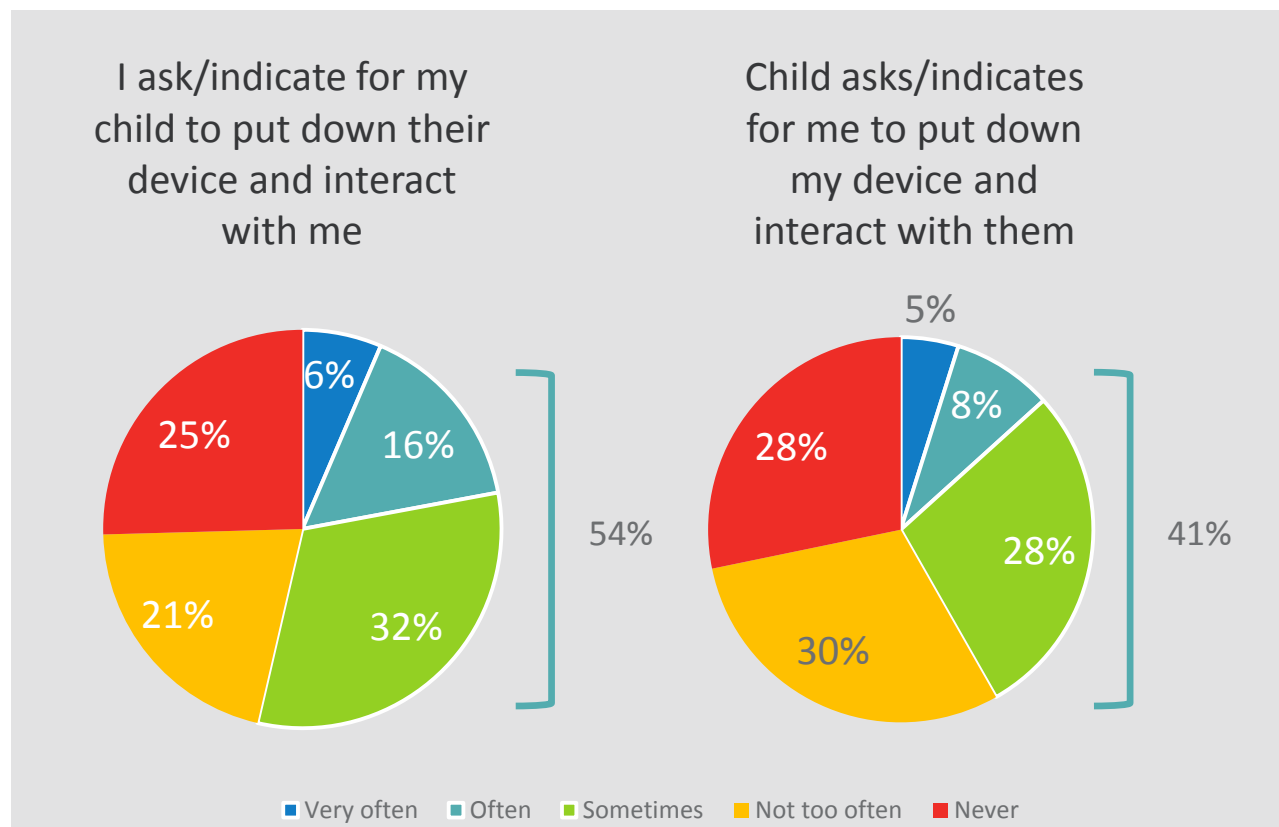
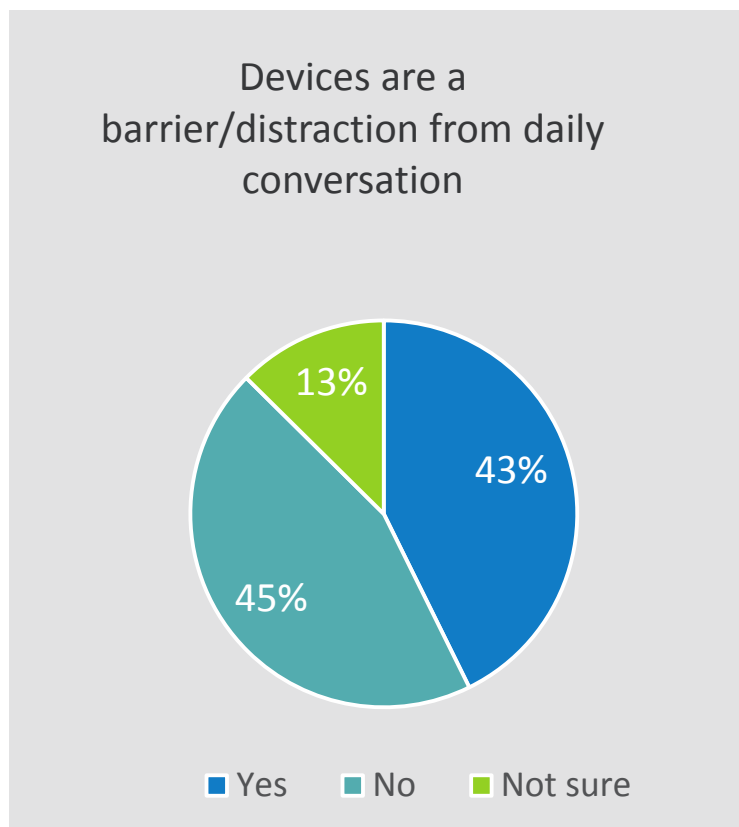


Q37. TOP 2 BOX AGREE STRONGLY/AGREE - Please use the scale below to indicate how much you agree or disagree with each of the following statements.

*Among parents with children who are read books aloud at home

Similarly, 43% of parents feel devices are a barrier to conversation and interaction. Many parents (54%) say they sometimes (or more often) ask their child to put down their device in order to increase parent/child interaction. And 41% say their child sometimes (or more often) has asked *them* to put down *their* device to increase interaction.

VIEWS ON DEVICES AND THEIR IMPACT ON CONVERSATION AND INTERACTION

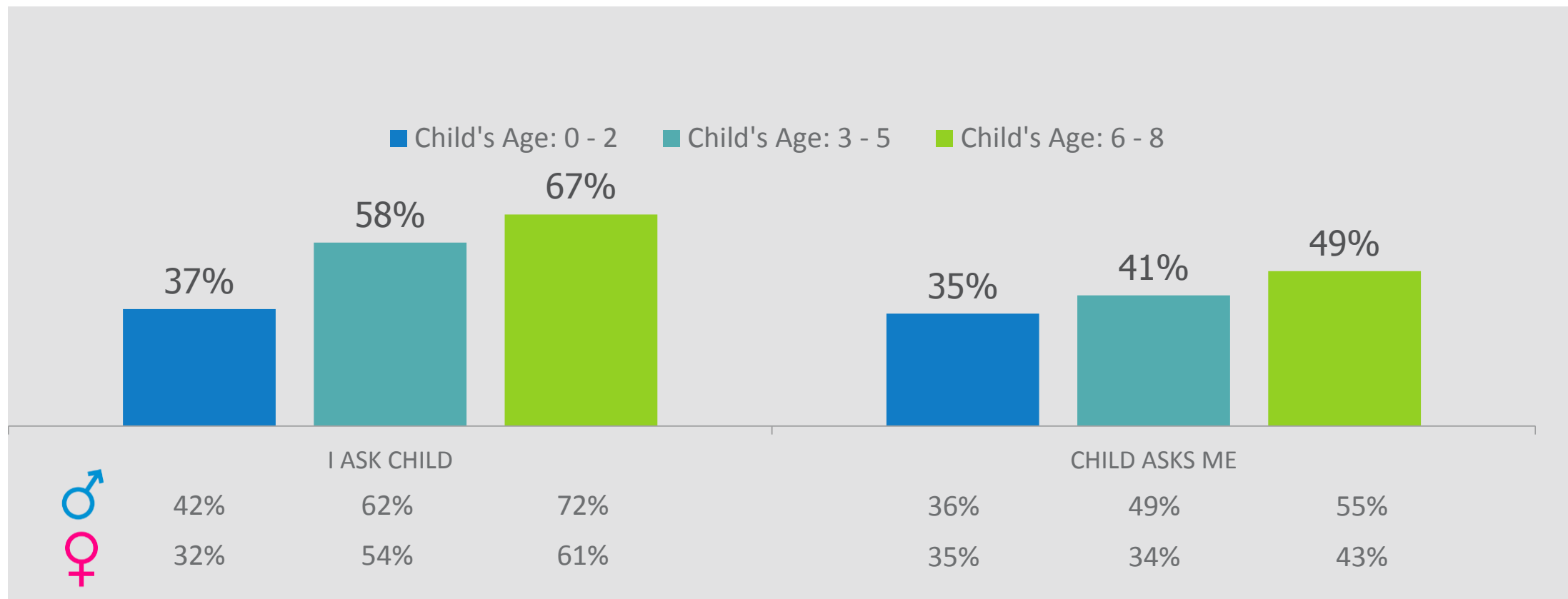


Q36. How often does your [INSERT AGE] [son/daughter] ask [SHOW IF CHILD < 2:/indicate for] you to put down a device to talk or interact with them?

Q37. How often do you ask your [INSERT AGE] [son/daughter] to put down a device to talk or interact with you?

The older a child becomes, the more likely it is that parents will ask him or her to put down a device in order to increase parent/child interaction. Similarly, as children grow older, they are more likely to ask the same of a parent. And, across all age groups, boys are more likely to be asked to put down their device than girls.

PERCENTAGE OF PARENTS WHO SAY THEY OR CHILD ASKS THE OTHER TO PUT DOWN A DEVICE TO INTERACT AT LEAST SOMETIMES



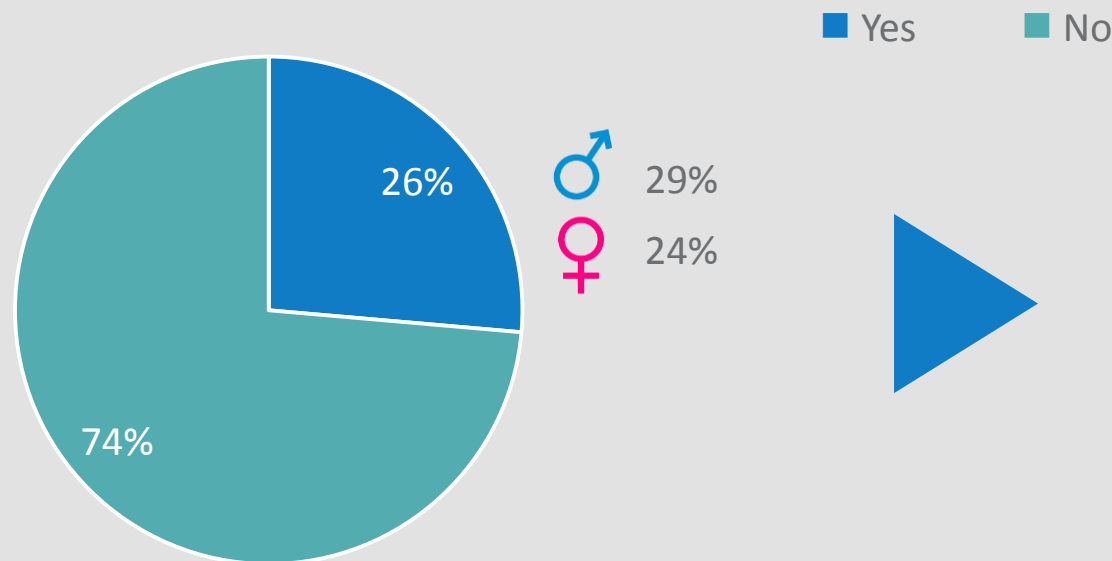
Q36. How often does your [INSERT AGE] [son/daughter] ask [SHOW IF CHILD < 2:/indicate for] you to put down a device to talk or interact with them?

Q37. How often do you ask your [INSERT AGE] [son/daughter] to put down a device to talk or interact with you?

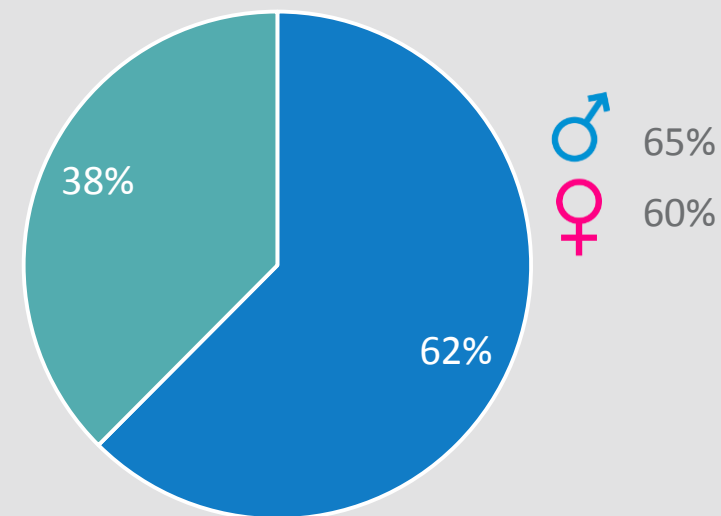
As noted, 87% of parents say that being talked to and having verbal interactions and conversations with others is important to early brain development. More than a quarter (26%) say they have had concerns about their child's ability to communicate and of these parents, 62% have sought an evaluation from an audiologist or speech-language pathologist.

PARENTS' COMMUNICATION CONCERNS

Have you ever had concern about your child's ability to communicate



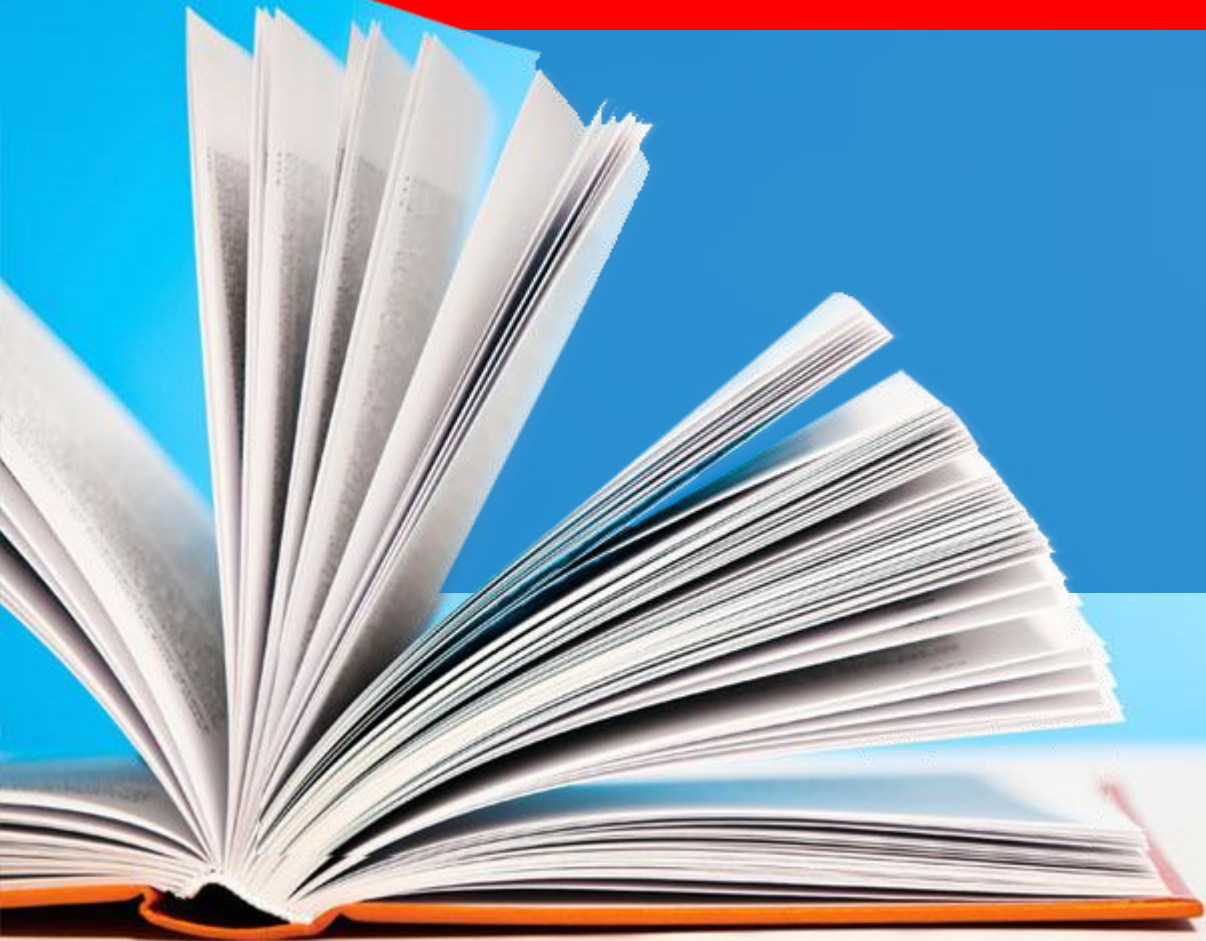
Have you ever sought an evaluation from an audiologist/language pathologist



Q38. Do you feel device use (by you OR your child) is a barrier to or distraction from opportunities for daily conversation with each other?

Q39. Have you ever had concerns about your [INSERT AGE] [son/daughter]'s ability to communicate (e.g., talk, converse, understand language, hear, etc.)? BASE: ALL PARENTS

Q40. Have you ever sought a professional evaluation from an audiologist or speech-language pathologist? BASE: EVER BEEN CONCERNED



Questions and Comments?

Kristen.Harmeling@YouGov.com

Jill.Kennelly@YouGov.com