

# Research Target Audience – Frequency of reading bedtime stories

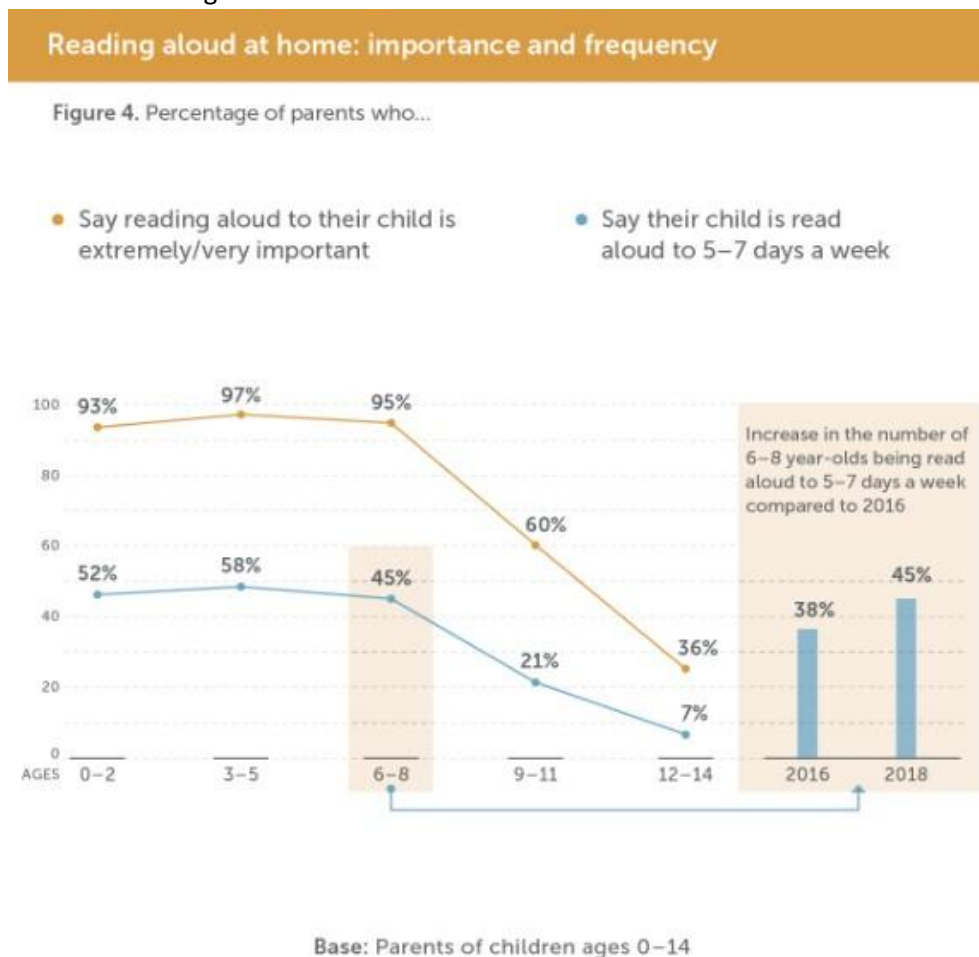
## Introduction

This research study investigates the frequency of bedtime stories read to children across different countries. It also aims to analyze how often parents in various cultures engage in reading as part of their child's bedtime routine. The focus is on identifying factors that will contribute to variations in reading habits.

## Frequency of reading aloud

The Kids & Family Reading Report shows that more parents are starting to read to their kids earlier than before. In 2014 only 30% of parents with children aged five or younger read to them before they turned three months old, but now that number has gone up to 43%. Also by their first birthday, 77% of parents have started reading to their kids.

Overall, Parents and kids really enjoy reading together. More than 80% of them say they love or like read-aloud time. The report also shows that kids aged 6–8 and their parents have grown to love this time more than they did in 2016. Parents and kids both agree that reading aloud is special because it gives them time to be together.



For children ages 0–5, 55% are read to at least five days a week, and 37% are read to every day. Some of these kids, around 52%, are even read to more than once a day. There’s also a rise in the number of kids aged 6–8 being read to, going from 38% in 2016 to 45%.

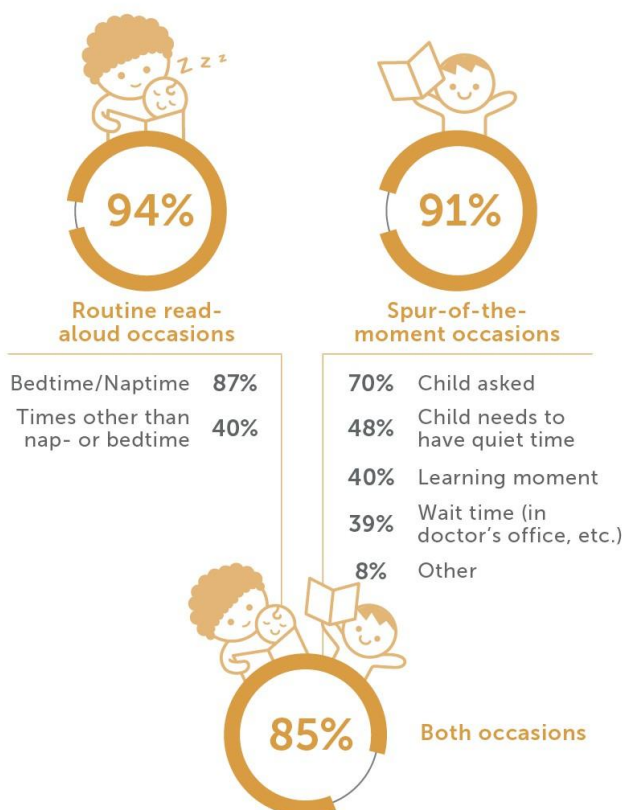
But as kids get older, the amount of read-aloud time drops quickly. Most parents read to their kids 5–7 days a week before they start kindergarten, but after age five, the numbers go down a lot. Parents say this happens because kids start reading on their own. It’s also mentioned that families with lower incomes read aloud less often than those with higher incomes.

## Occasions

Studies say that 94% of parents with kids aged 0–8 include reading aloud as part of a routine, like during bedtime, naptime or even at mealtime and bath time. Another 91% of parents say they read to their kids at random times like when their child is curious or wants to learn something. Most parents, 85% do both routine and impromptu reading. It also mentions that more moms read to their kids than dads (93% vs 79%), but in 66% of cases reading includes more than just the parent and child often with the other parent or siblings joining in.

### Read-Aloud Occasions

Figure 5. Parents’ characterization of when and where read-aloud time takes place



Base: Parents of children ages 0–8 are currently read aloud to

## Conclusion

Reading aloud to kids is something both parents and children really enjoy, as it gives them a chance to spend quality time together. But once kids begin reading on their own, the amount of time spent reading aloud drops significantly. Also, families with lower incomes tend to read aloud less often. These are areas where we could definitely improve to help build more consistent reading habits for all families.

The information from the report is especially valuable for the app I'm developing. Knowing that parents recognize the special bonding time that comes with reading aloud, I can focus on creating features that enhance this experience. Also understanding that read-aloud time drops as children get older will help me design tools to keep older kids engaged and motivated. The app can also help families with less frequent reading habits by offering prompts and tips for incorporating more read-aloud sessions into daily life, whether during routine activities or spontaneous moments of curiosity. By leveraging AI, the app can give parents personalized suggestions and real-time feedback to make reading aloud more fun, effective, and engaging for both kids and adults.

## Appendix

*The Rise of Read-Aloud.* (z.d.). <https://www.scholastic.com/readingreport/rise-of-readaloud.html>