

2016 Reading Aloud Study

What Do Children Want?

Representative survey of children
5 to 10 years of age and their mothers

Focus and design of the 2016 Reading Aloud Study

How well do children like reading aloud?

What do children like/not like about reading aloud?

What do parents need to consider?

What role do people and situations play?

What are we encouraging?

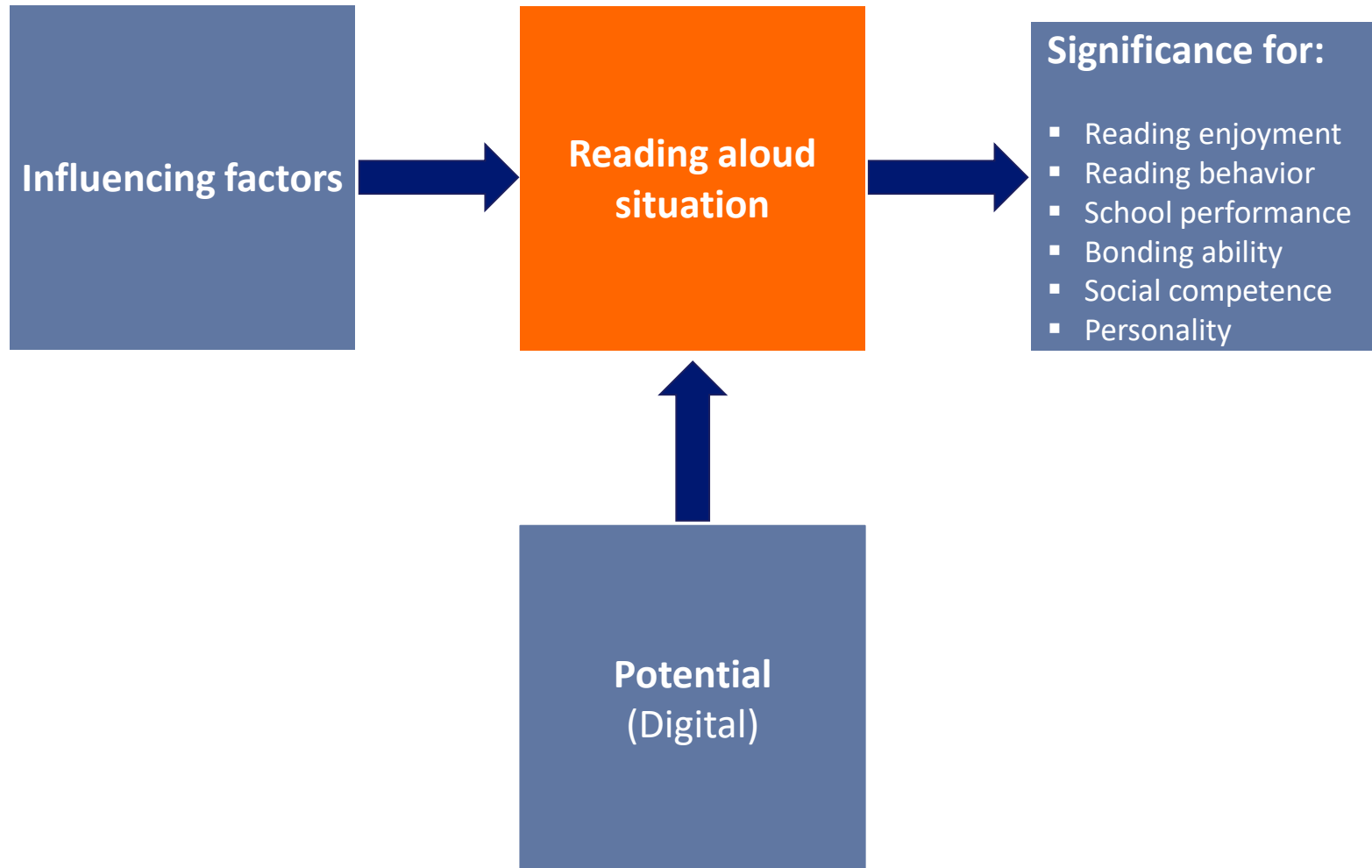
Reading aloud studies

... the **Stiftung Lesen (Reading Foundation)**, the weekly newspaper **DIE ZEIT**, and the **Deutsche Bahn Stiftung (Deutsche Bahn Foundation)** have been investigating ...

... the practice of reading aloud in Germany and its importance for the development of children

- since 2007,
- annually,
- empirically,
- cumulatively, and
- from different perspectives.

Reading aloud studies: Usually an outside look at the reading aloud situation



Source: German Reading Foundation | 2016 Reading Aloud Study

2016 Reading Aloud Study: What does reading aloud mean to children? What do they like?



Source: German Reading Foundation | 2016 Reading Aloud Study

Fact file for 2016 survey: Quantitative survey of children and their mothers



Population:	Children 5 to 10 years of age in private households in Germany (approx. 4.17 million)
Sample:*	521 children from the ages of 5 to 10 years and their mothers
Method:	Standardized, face-to-face survey (personal interviews in the households / CAPI)
Field time:	June 14 to July 8, 2016
Field institute:	Iconkids & Youth, Munich

* The sample represents the population in key sociodemographic characteristics (age, sex, migrant background, education level in household, federal states, size of municipality, and marital status of the mother).

Source: German Reading Foundation | 2016 Reading Aloud Study

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Children love to be read to

Questions asked of the children who are/were read to by parents (n=491): "Do you sometimes not really enjoy being read to? / How often do/did you not really enjoy being read to?" | Numbers given in percent

Percentage of children that ...

**(almost) always enjoys/enjoyed
being read to**

91

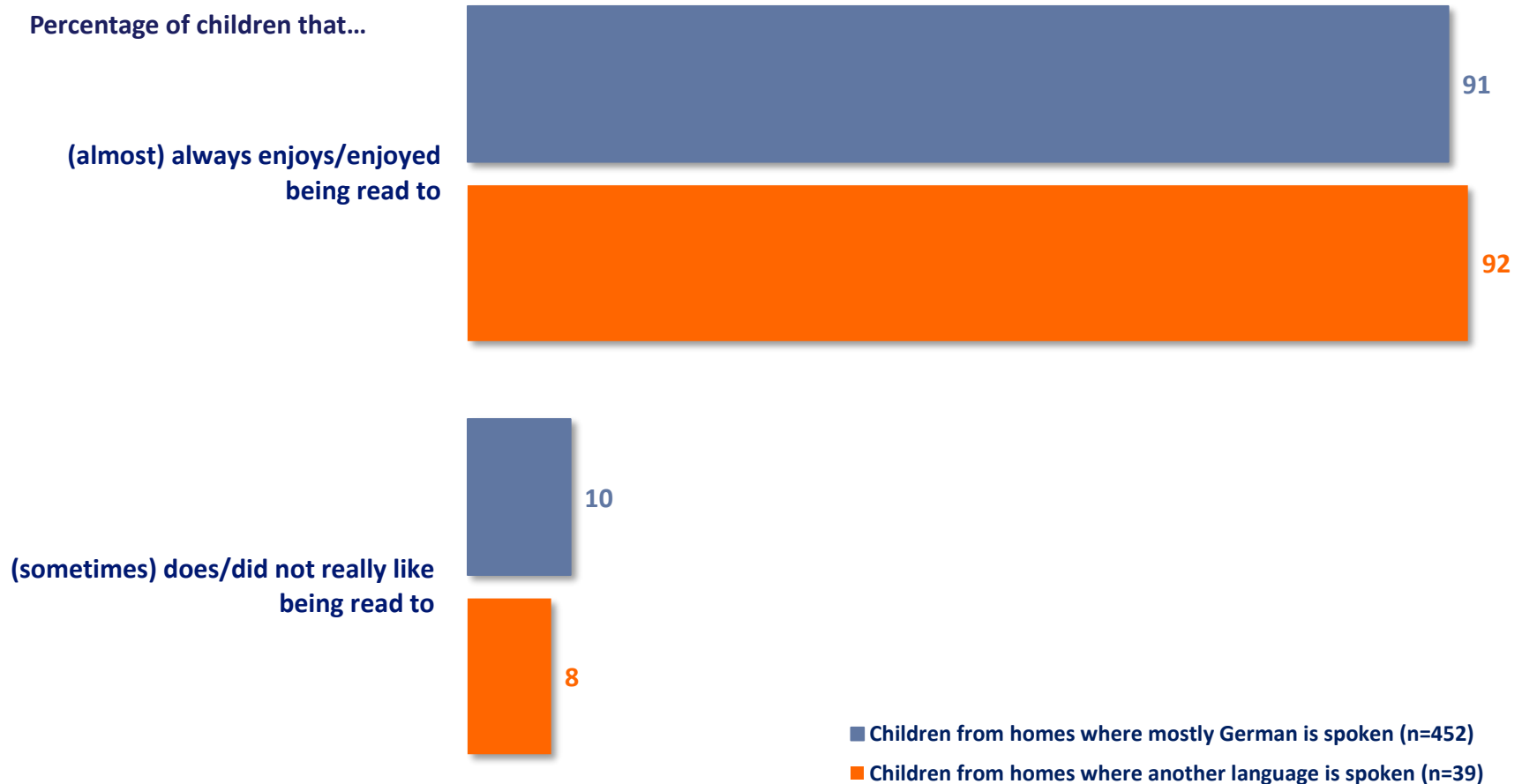
**(sometimes) does/did not really like
being read to**

9

Source: German Reading Foundation | 2016 Reading Aloud Study

Children love being read to regardless of the language

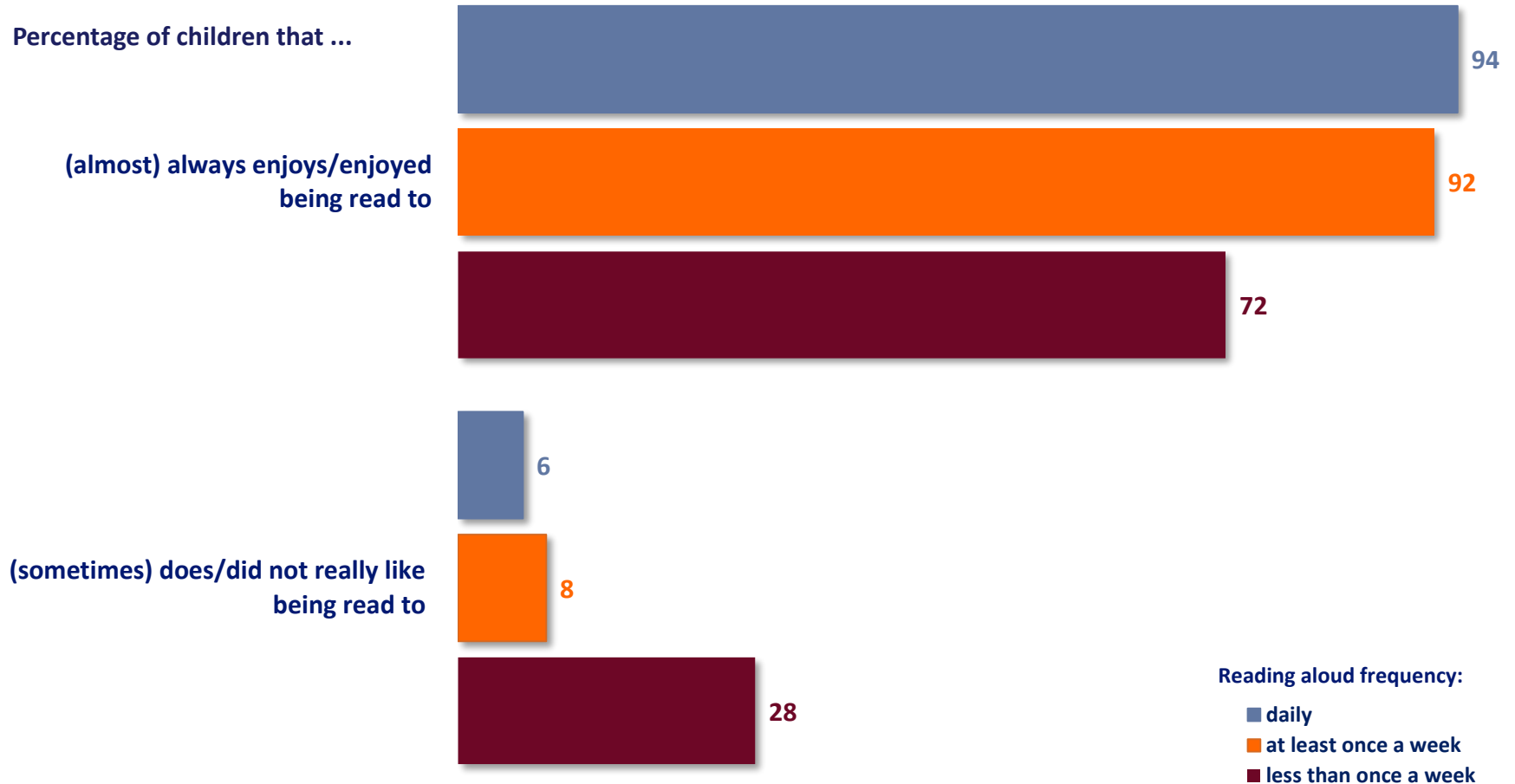
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Source: German Reading Foundation | 2016 Reading Aloud Study

Children love being read to especially when it is done regularly

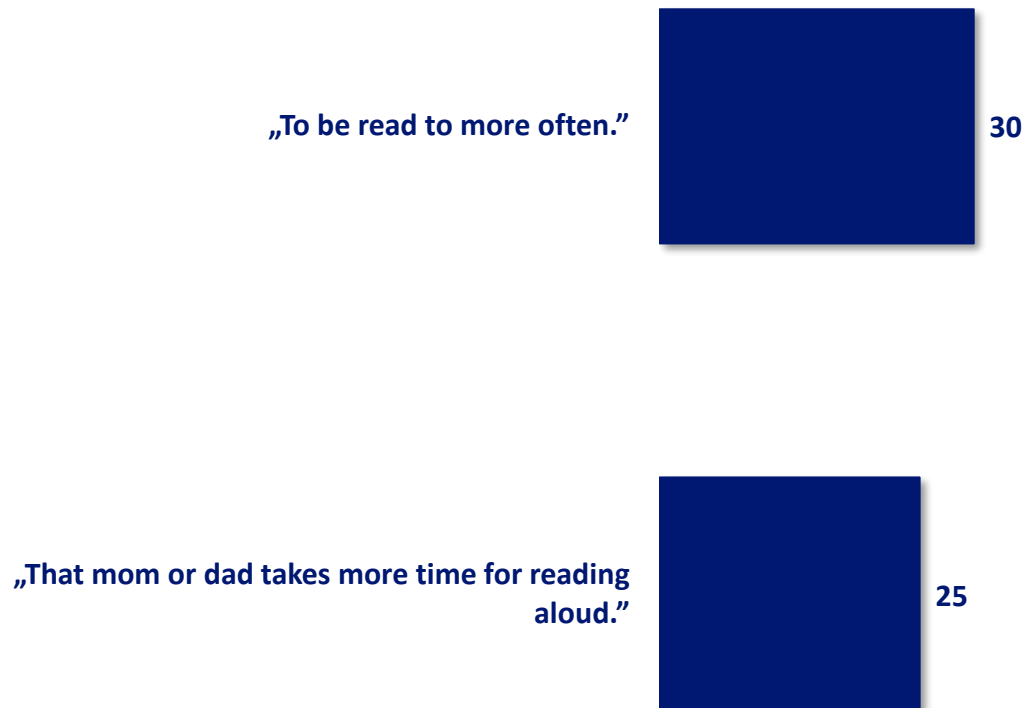
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Source: German Reading Foundation | 2016 Reading Aloud Study

Reading aloud makes children want more - They can never get enough

Question asked of the children whose parents read/have read aloud to them (n=491): "What do you want when being read to? What could be even better about reading aloud?" | Numbers given in percent | Some of the responses



Source: German Reading Foundation | 2016 Reading Aloud Study

➔ **Almost all children like to be read to.
They can't get enough.**

And this is the case regardless of the age, sex, or language spoken at home. The main thing is that children are read to regularly.

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Atmosphere, closeness, and stories make reading aloud attractive

Question asked of the children whose parents read/have read aloud to them (n=491): "What do/did you really like about being read to?" | Numbers given in percent | Some of the responses



Source: German Reading Foundation | 2016 Reading Aloud Study

For children, reading aloud very important

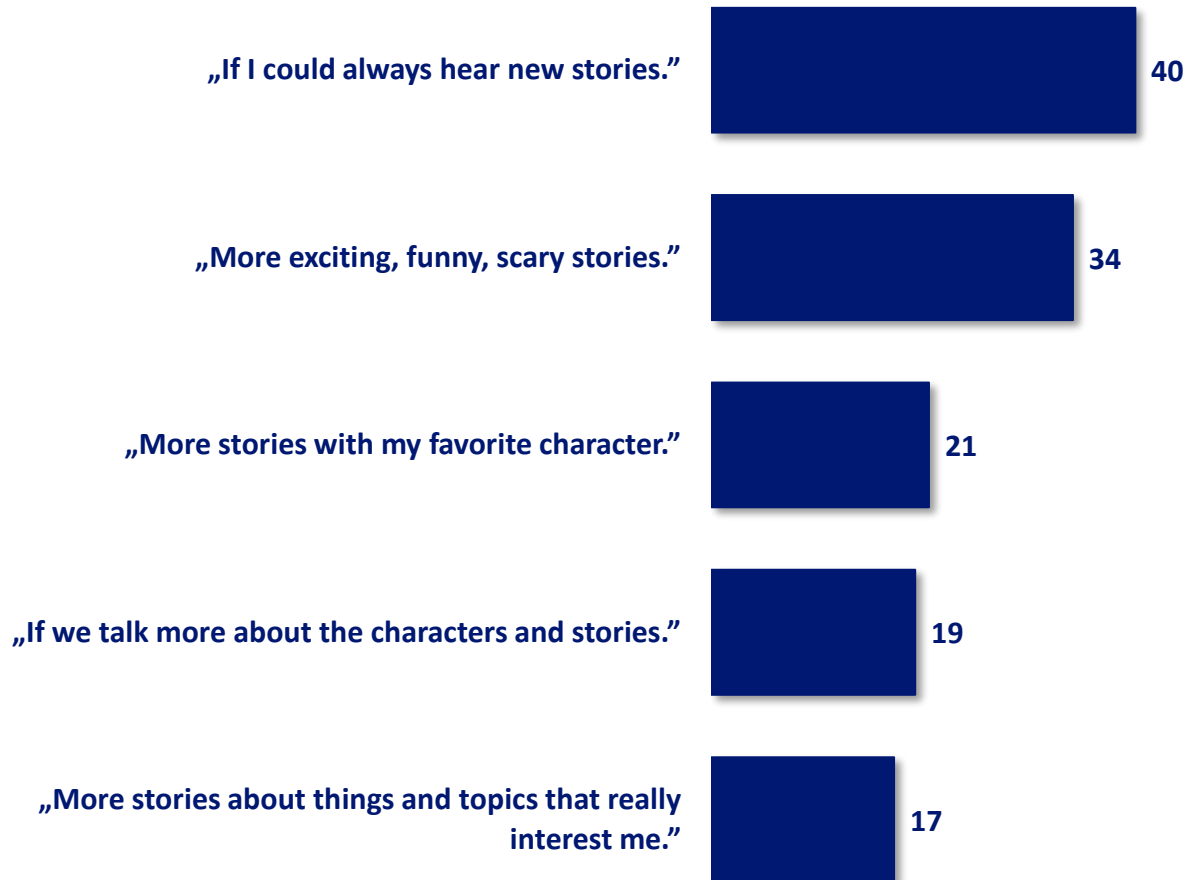
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Source: German Reading Foundation | 2016 Reading Aloud Study

Reading aloud makes children want more – Children want new stories

Question asked of the children whose parents read/have read aloud to them (n=491): “What do you want when being read to? What could be even better about reading aloud?” | Numbers given in percent | Some of the responses



Source: German Reading Foundation | 2016 Reading Aloud Study

Excitement, fun, and characters to identify with make stories great

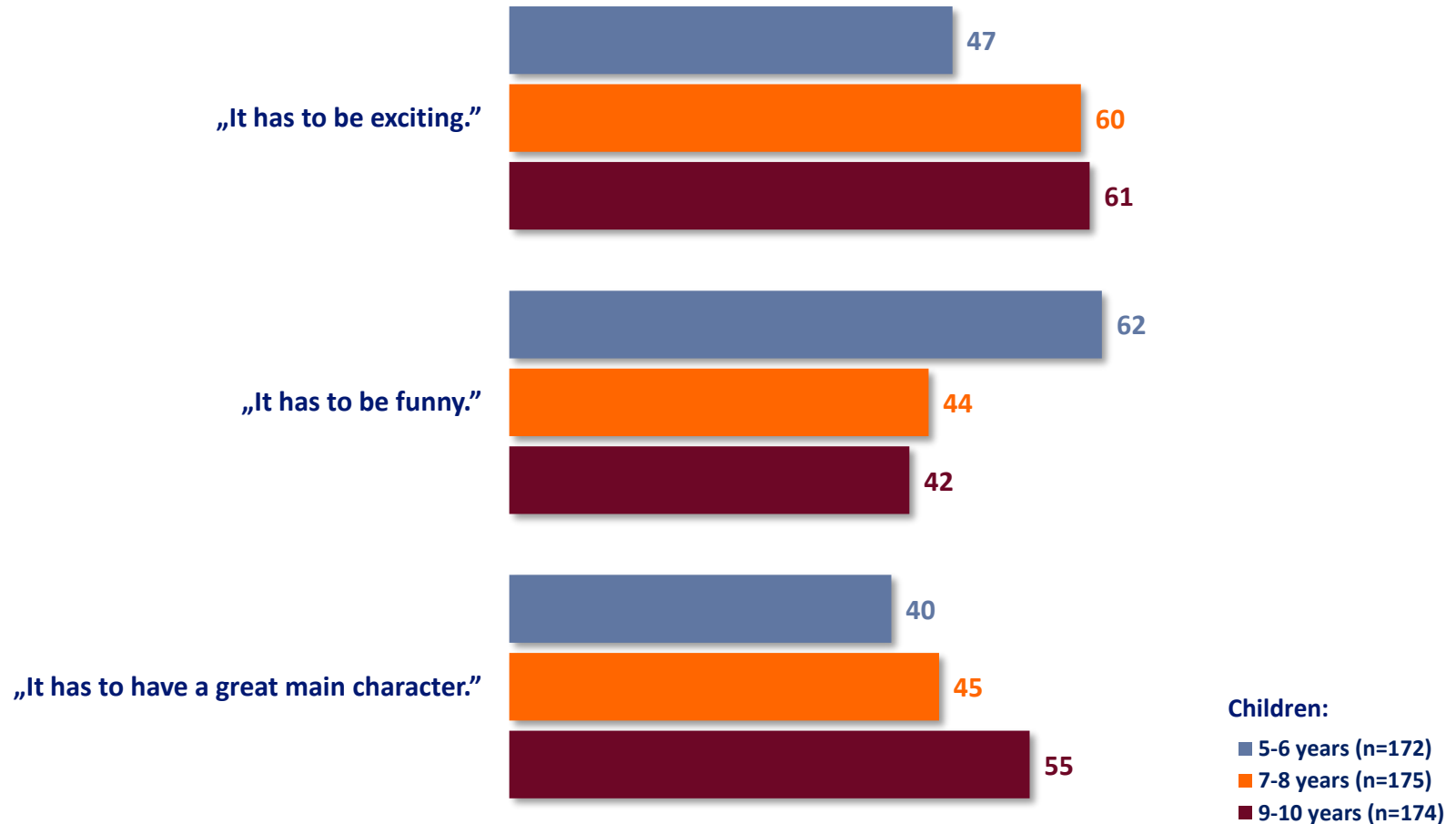
Question asked of the children (n=521): "What makes a story great for you?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

Younger children want to laugh, older children want excitement and interesting characters

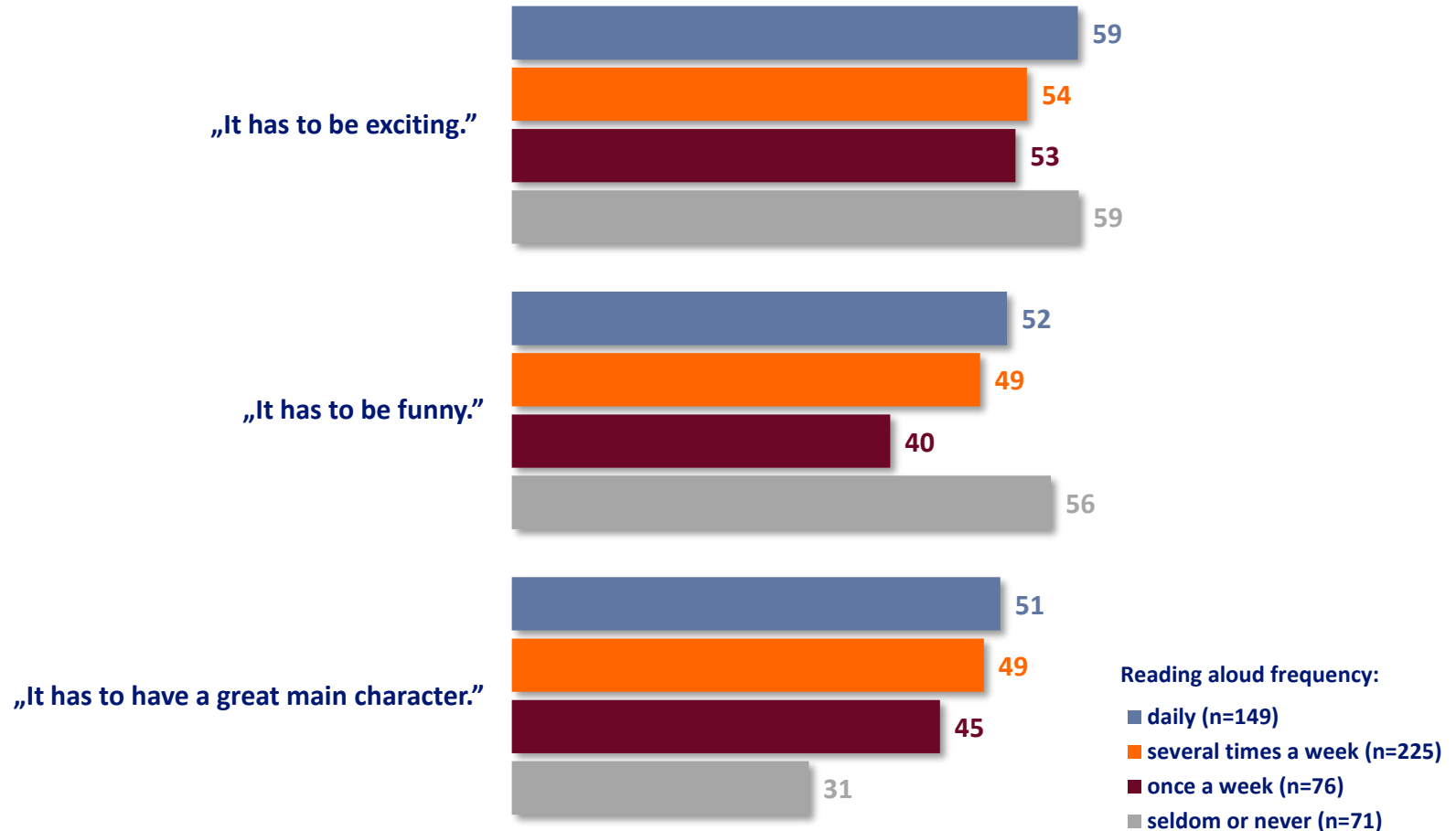
Question asked of the children (n=521): "What makes a story great for you?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

Even children who are not read to very often have specific requests

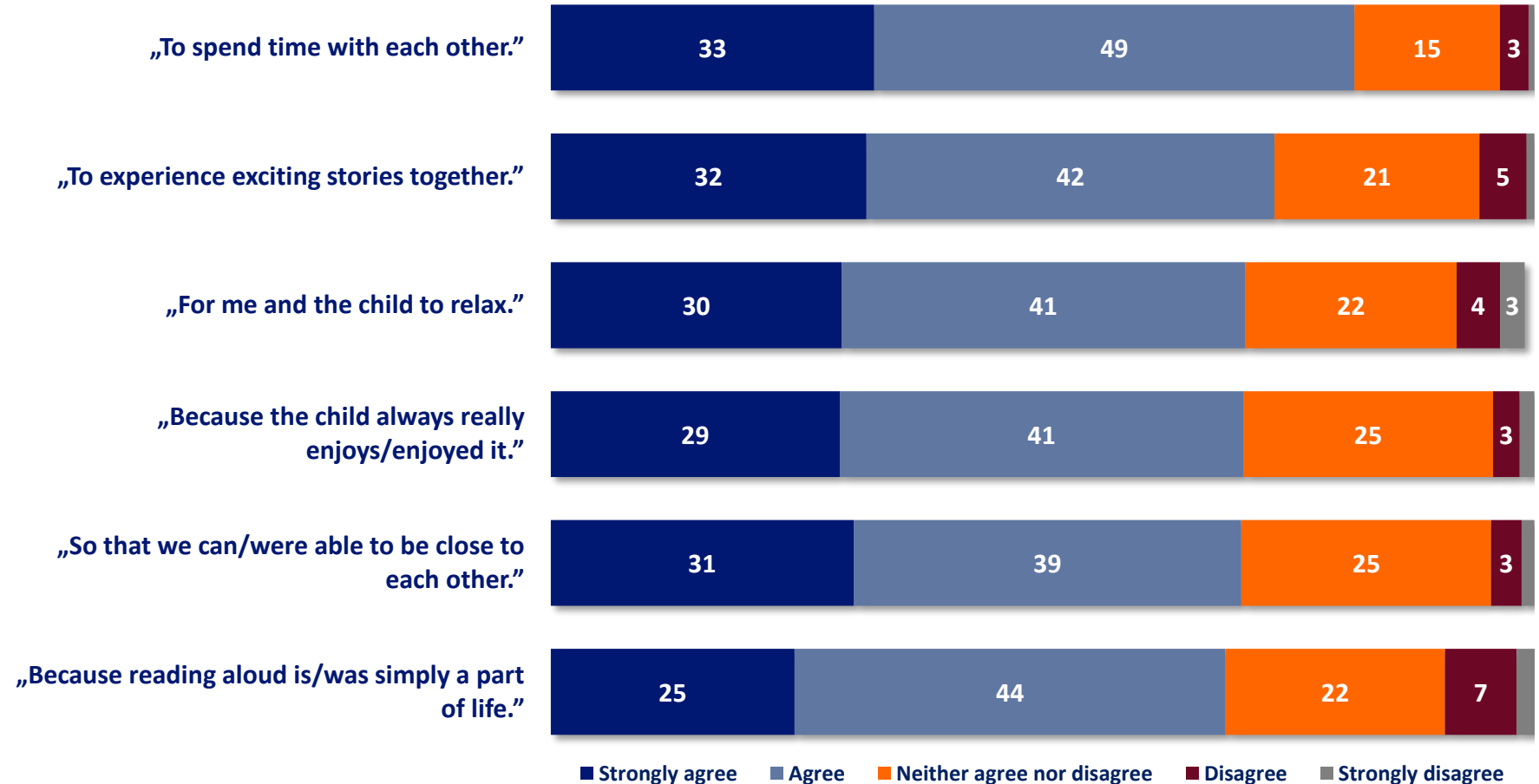
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Source: German Reading Foundation | 2016 Reading Aloud Study

Reasons parents have for reading aloud mirror what children like about being read to

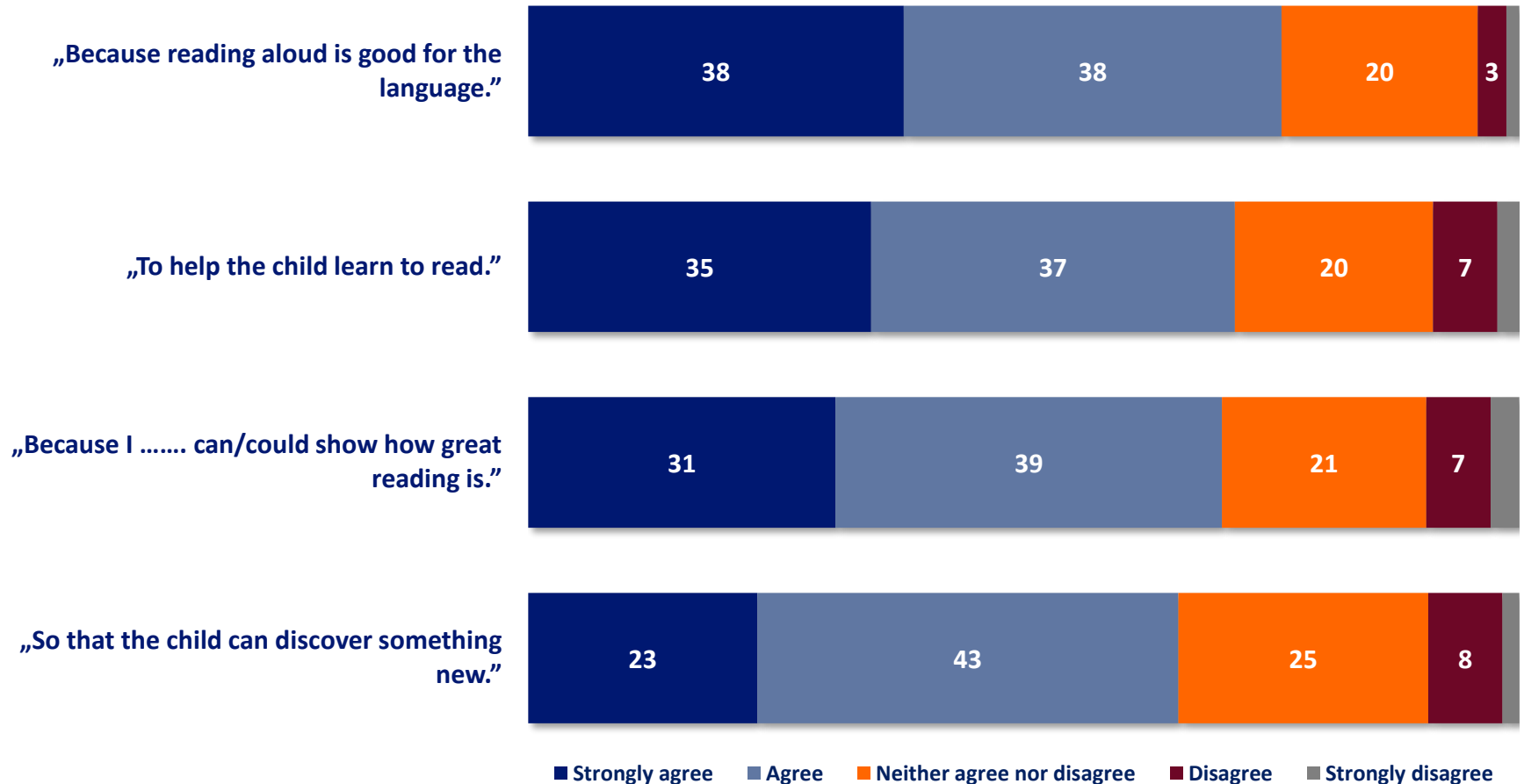
Question asked of the mothers who read/have read aloud to their children (n=480): “Why /do you read/have you read/ to your child?” | Numbers given in percent | Some of the responses



Source: German Reading Foundation | 2016 Reading Aloud Study

Many parents also recognize the benefits of reading aloud

Question asked of the mothers who read/have read aloud to their children (n=480): “Why /do you read/have you read/ to your child?” | Numbers given in percent | Some of the responses

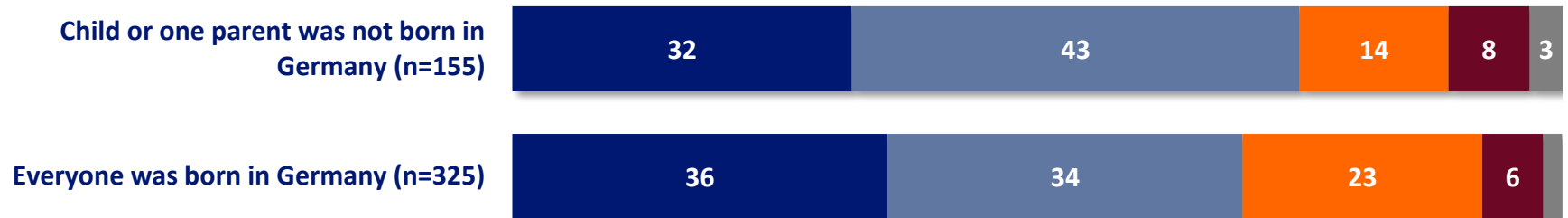


Source: German Reading Foundation | 2016 Reading Aloud Study

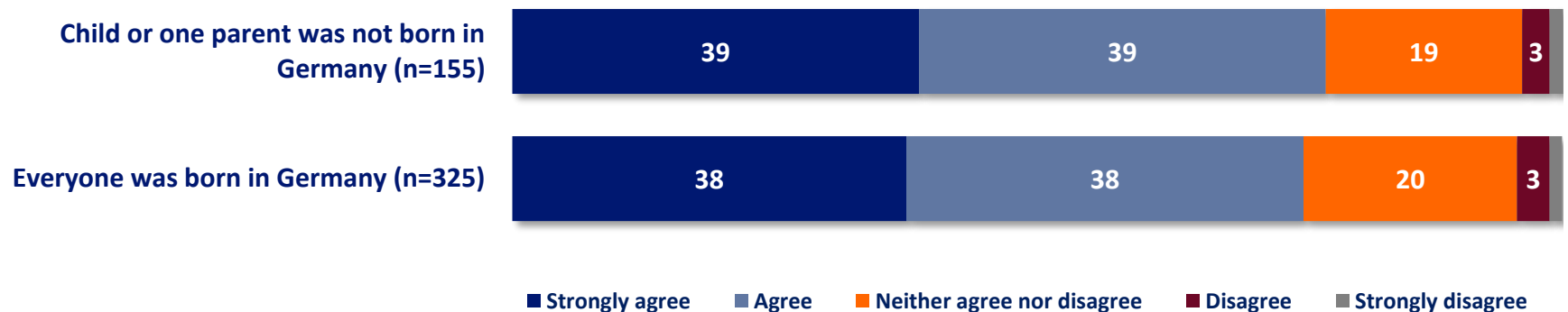
Regardless of their background, parents see the benefits of reading aloud

Question asked of the mothers who read/have read aloud to their children (n=480): “Why /do you read/have you read/ to your child?” | Numbers given in percent | Some of the responses

„To help the child learn to read.“



„Because reading aloud is good for the language.“



Source: German Reading Foundation | 2016 Reading Aloud Study

When is reading aloud not enjoyable?

Question asked of children whose parents read/have read aloud to them and who now and then don't like being read to (n=94): "And why is/was that? What don't/didn't you like?" | Numbers given in percent | Some of the responses: Reasons which were given by more than 10 % of the children



Source: German Reading Foundation | 2016 Reading Aloud Study

➔ What children like best about reading aloud is the **closeness** to their parents and the **atmosphere**.

But the **story** and the **main characters** are just as important.

Focus and design of the 2016 Reading Aloud Study

How well do children like being read to?

What do children like/not like about being read to?

What do parents need to consider?

What role do people and situations play?

What are we encouraging?

The wrong story can spoil reading aloud fun for children

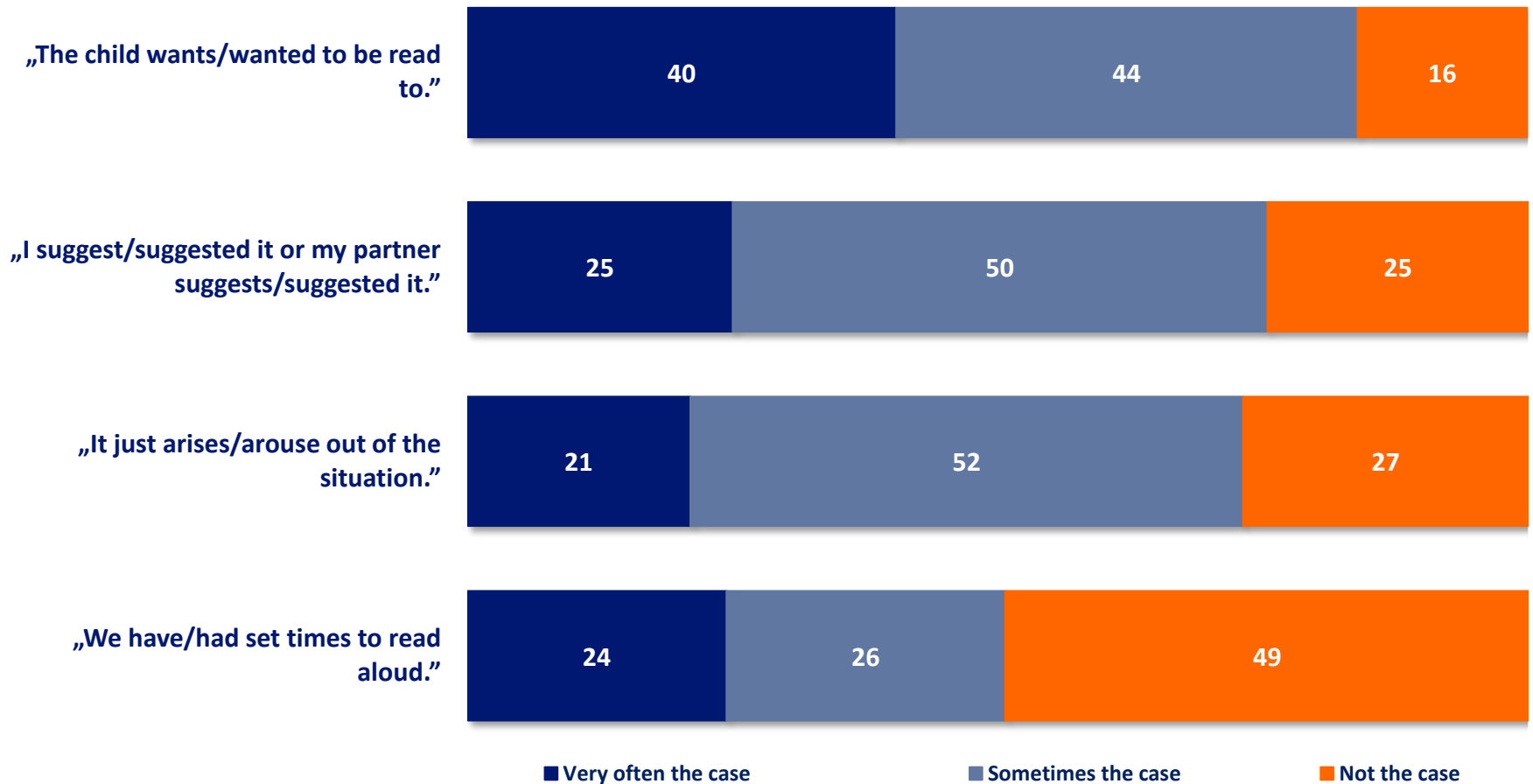
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Source: German Reading Foundation | 2016 Reading Aloud Study

When reading aloud children are the impetus

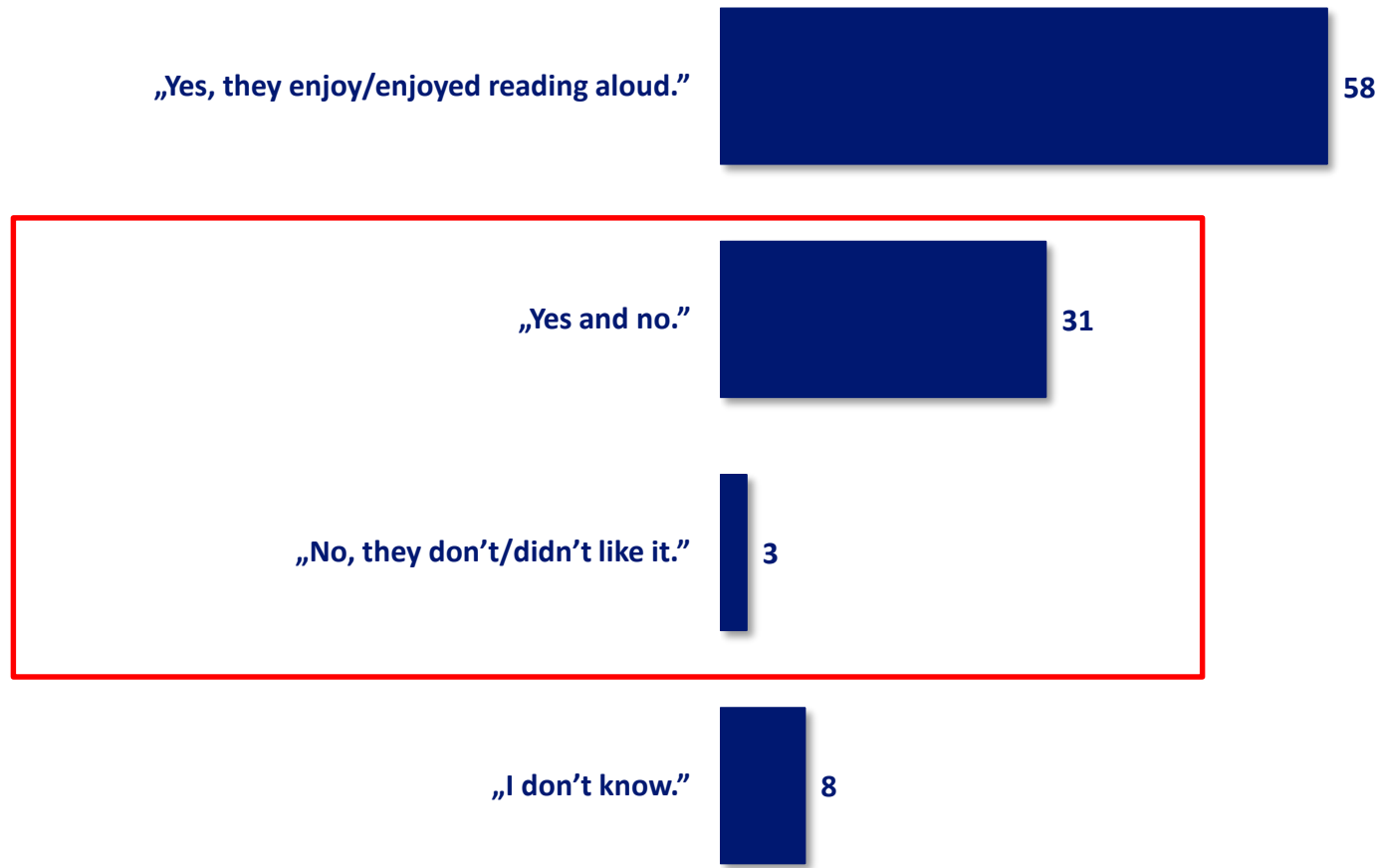
Question asked of the mothers who read/have read aloud (n=480): "Who usually takes/took the initiative if you or your partner read/have read aloud?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

Initiative alone is not enough – Parents’ enjoyment and motivation are important

Question asked of the children (n=471): “Do you think reading aloud is fun for your parents, too?” | Numbers given in percent | Children whose parents read or have read to them

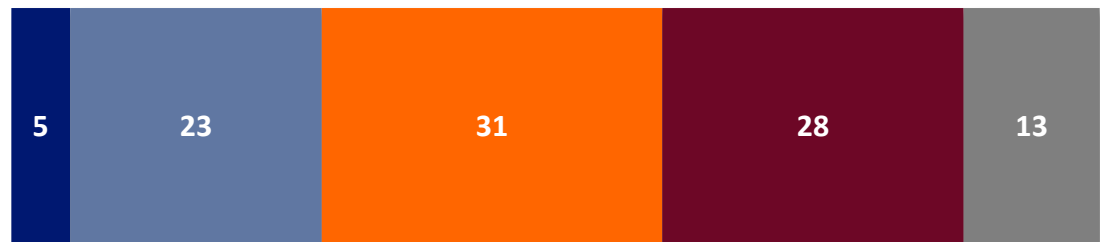


Source: German Reading Foundation | 2016 Reading Aloud Study

Children have good observation skills: Parents admit reading aloud is sometimes tedious

Question asked of the mothers who read or have read to their children (n=480): "Here are a few statements from parents about reading aloud. Do you agree with them?" | Numbers given in percent | Some of the responses

„Sometimes I find it tedious to read aloud.“



„I am often very tired and fall asleep when I am reading aloud.“

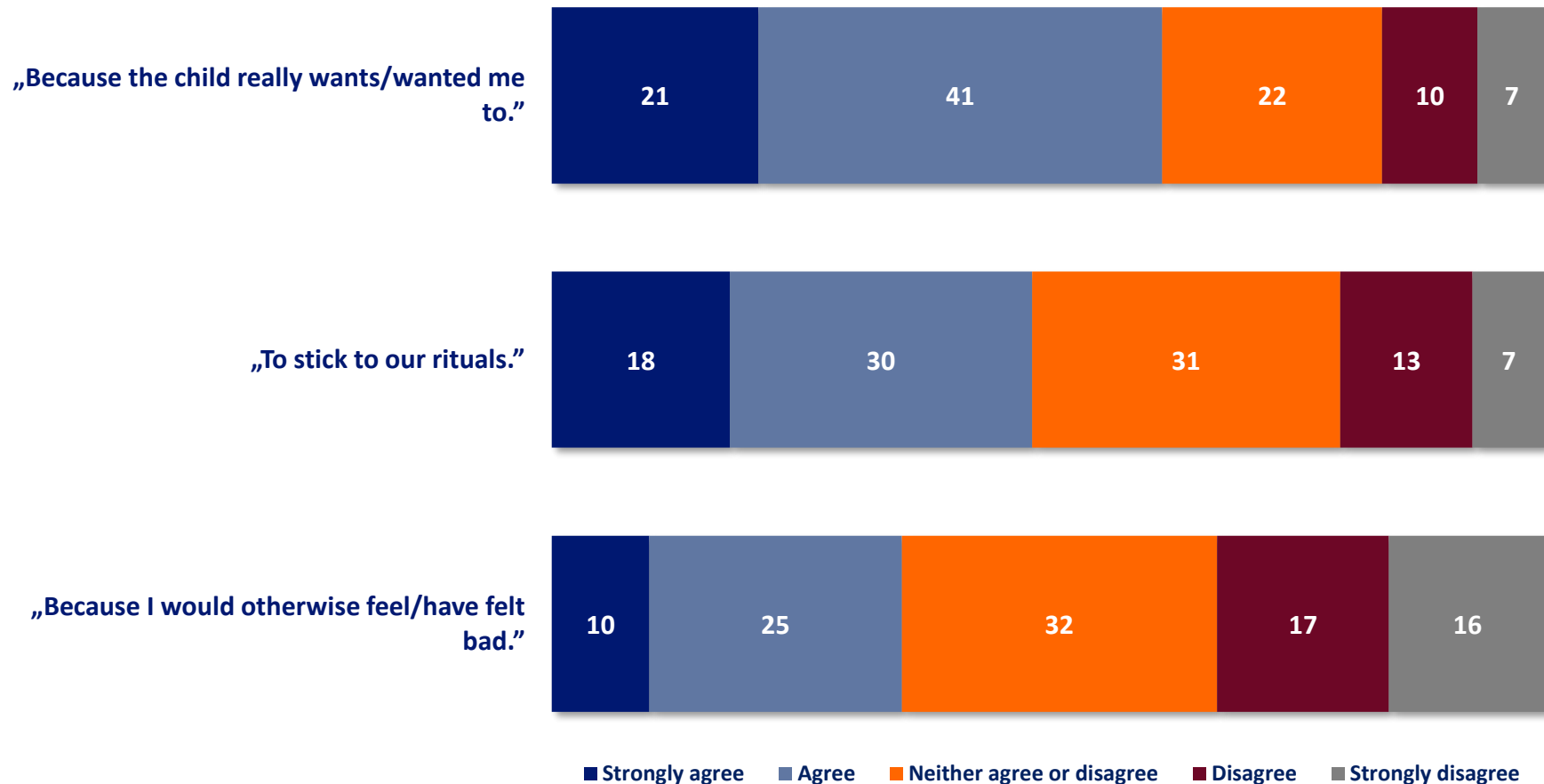


■ Strongly agree ■ Agree ■ Neither agree or disagree ■ Disagree ■ Strongly disagree

Source: German Reading Foundation | 2016 Reading Aloud Study

But many parents nevertheless read aloud and satisfy their children

Question asked of the mothers who read or have read to their children (n=480): "Maybe you know what it's like to not want to read aloud but you do anyways. How is it with you? Why do you read aloud in these moment?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

→ Children want to be read to and often take the initiative.

The key is that parents read with enjoyment and choose the right story because children are very sensitive about this.

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How well do children like being read to?

What do children like/not like about reading aloud?

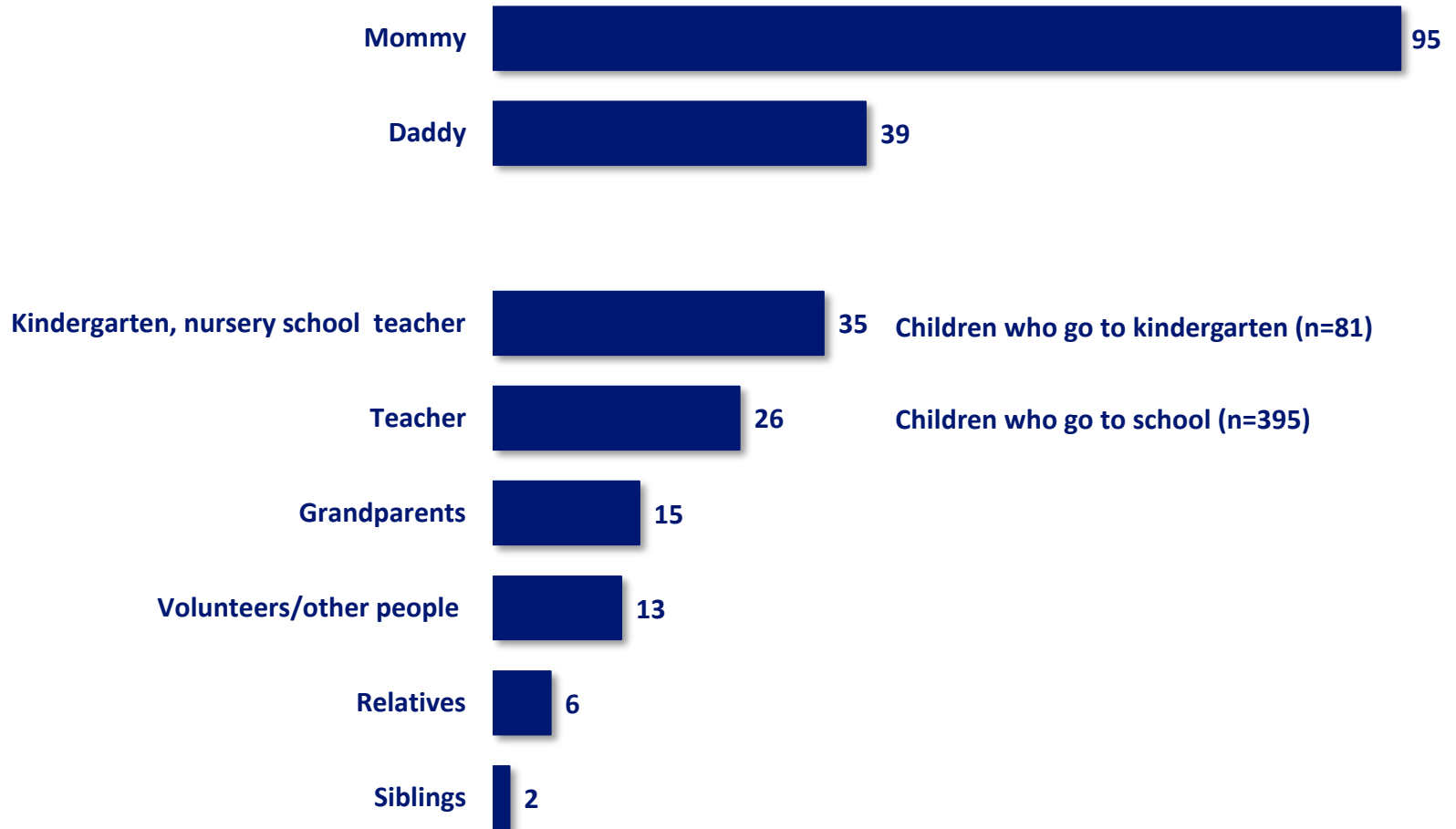
What do parents have to consider?

What role do people and situations play?

What are we encouraging?

Who actually reads to the children?

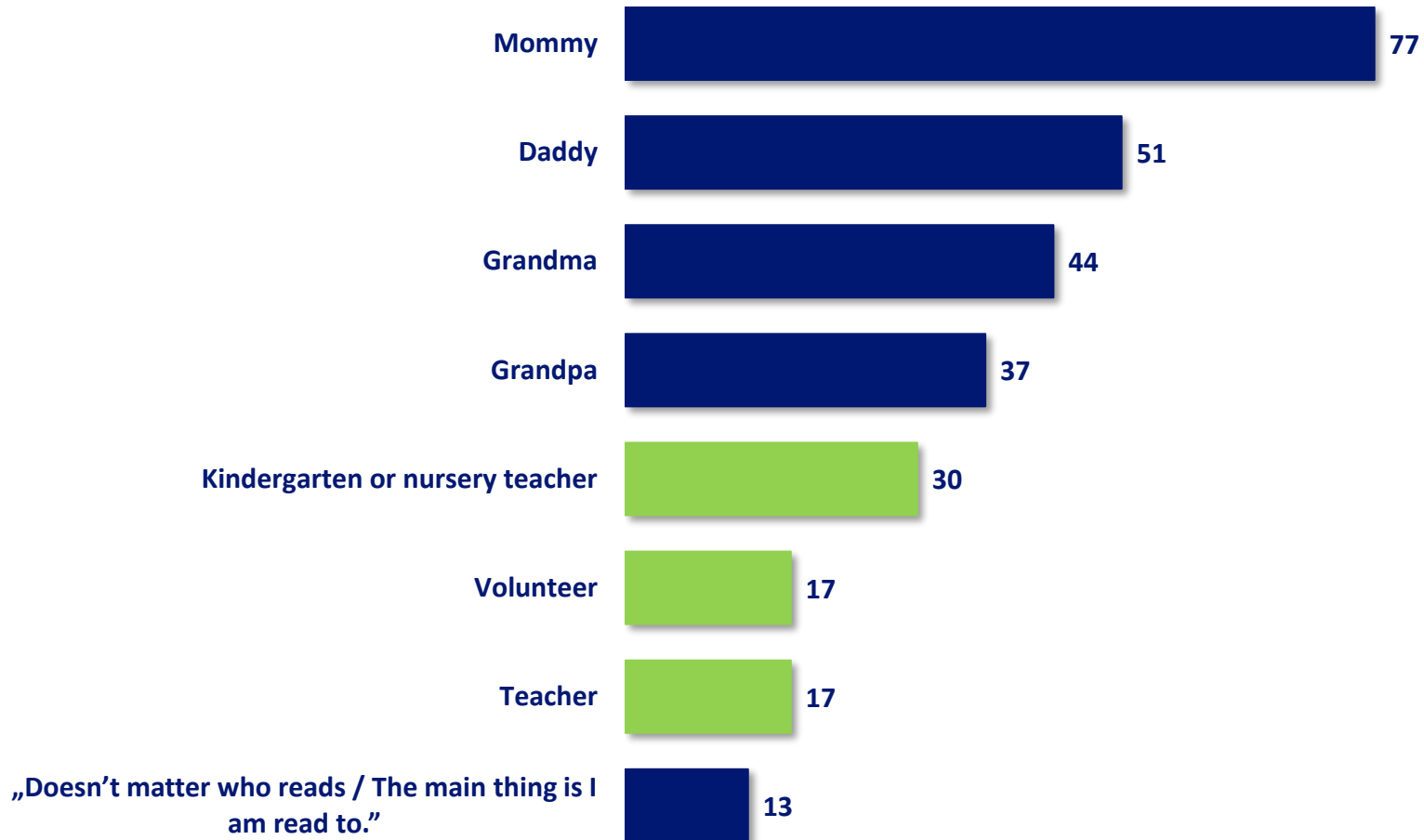
Question asked of the children who are/were read to (n=478): "Who has read to you recently?" | Numbers given in percent | Children who are currently being read to or who are currently not being read to, but who were read to in the past | Responses are grouped



Source: German Reading Foundation | 2016 Reading Aloud Study

Who do children really want to read to them?

Question asked of the children who are/were read to (n=491): "Who do you really want to read to you?" | Numbers given in percent | Children who are currently being read to or who are currently not being read to, but who were read to in the past | Only the named people form the basis | Responses below n=10 were not included



Source: German Reading Foundation | 2016 Reading Aloud Study

Reading aloud outside the family does children good

Question asked of the children who are/were read to outside of the family (n=138): "If someone at nursery school or at school reads to you, things are a little different from home. There are other children around, someone might come in to read whom you don't know, and you often can't choose the story. Other children have told us a little about this. I am going to read to you what they said to us, and you tell me please how it is/was with you." | Numbers given in percent | Some of the responses

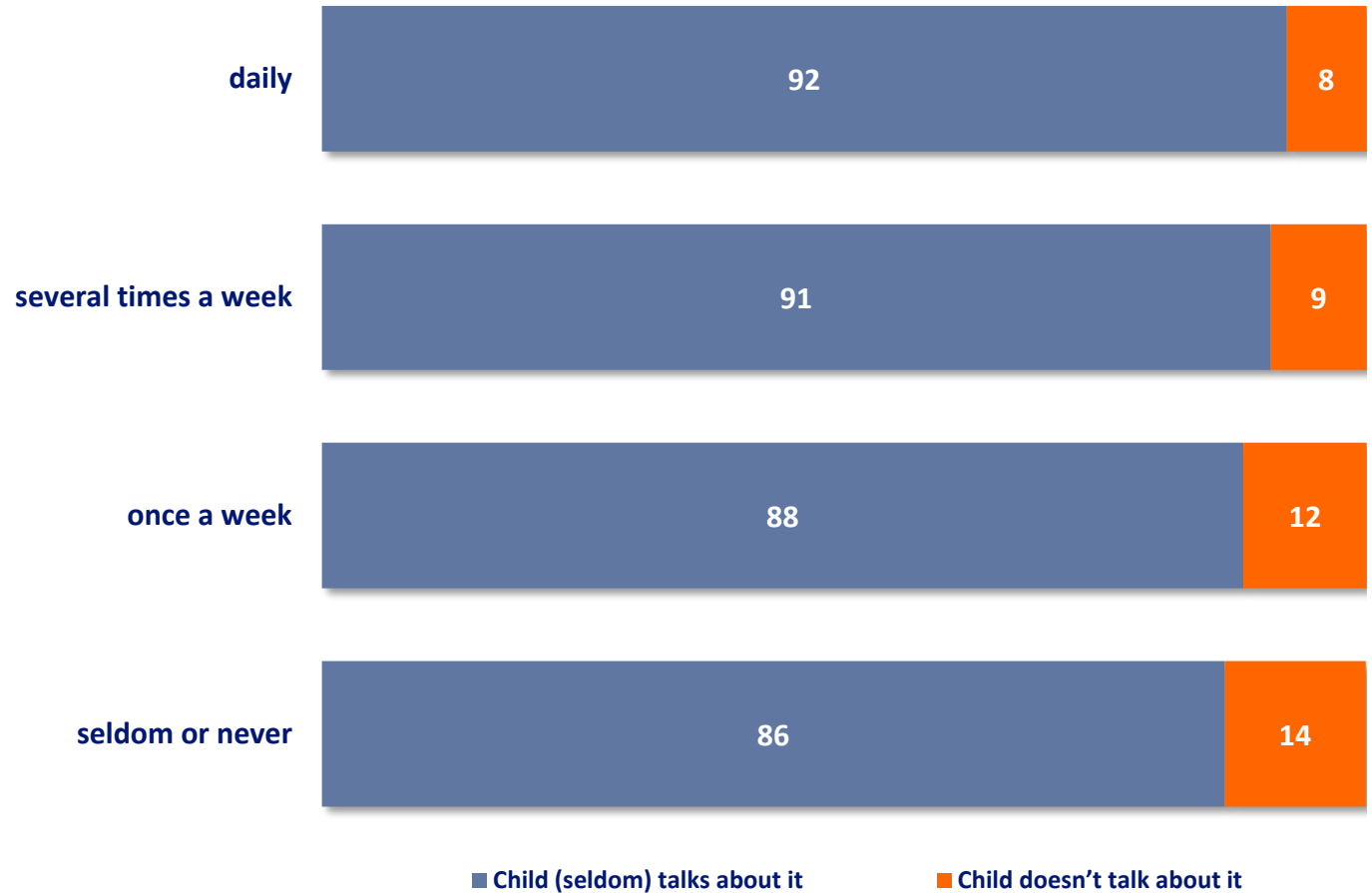


Source: German Reading Foundation | 2016 Reading Aloud Study

Reading aloud at nursery school / school is a topic of conversation at home, even in homes where there is little reading aloud

Question asked of the mothers who know that their child is read to outside of the family (n=334): “Does your child sometimes talk about being read to at locations other than at home such as at nursery school or school?” | Numbers given in percent

Reading aloud frequency :



Source: German Reading Foundation | 2016 Reading Aloud Study

- ➔ **Reading outside the family is also valuable.**
It complements reading aloud in the family, but it can't replace it.
- ➔ Because the **closeness** and **familiarity** with the parents are missing as a key element.

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What do children like/not like about being reading to?

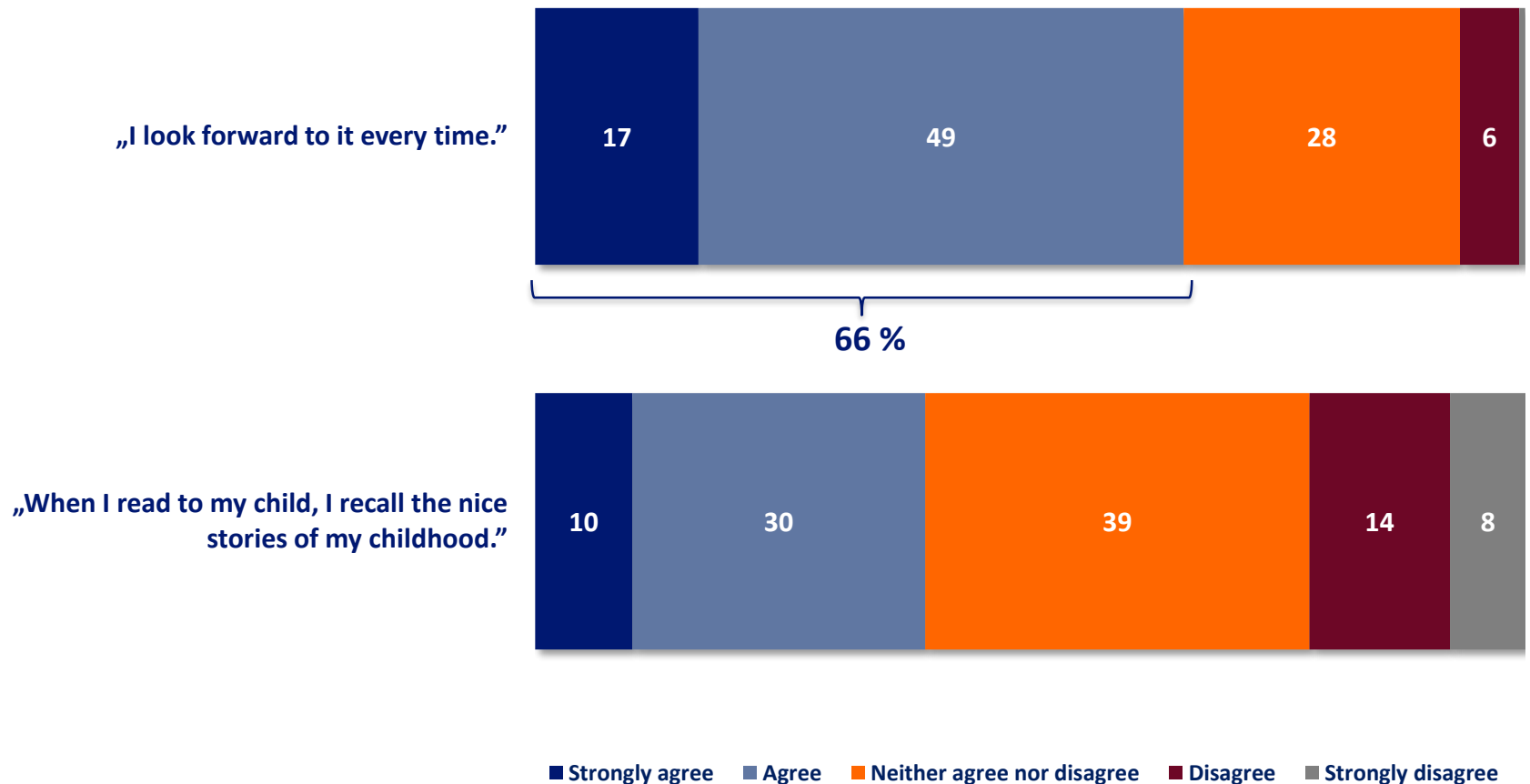
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Reading aloud is fun not only for children, but also for two-thirds of parents

Question asked of the mothers who read/have read to their children (n=480): "Here a few comments from parents about reading aloud. Do you agree?" | Numbers given in percent



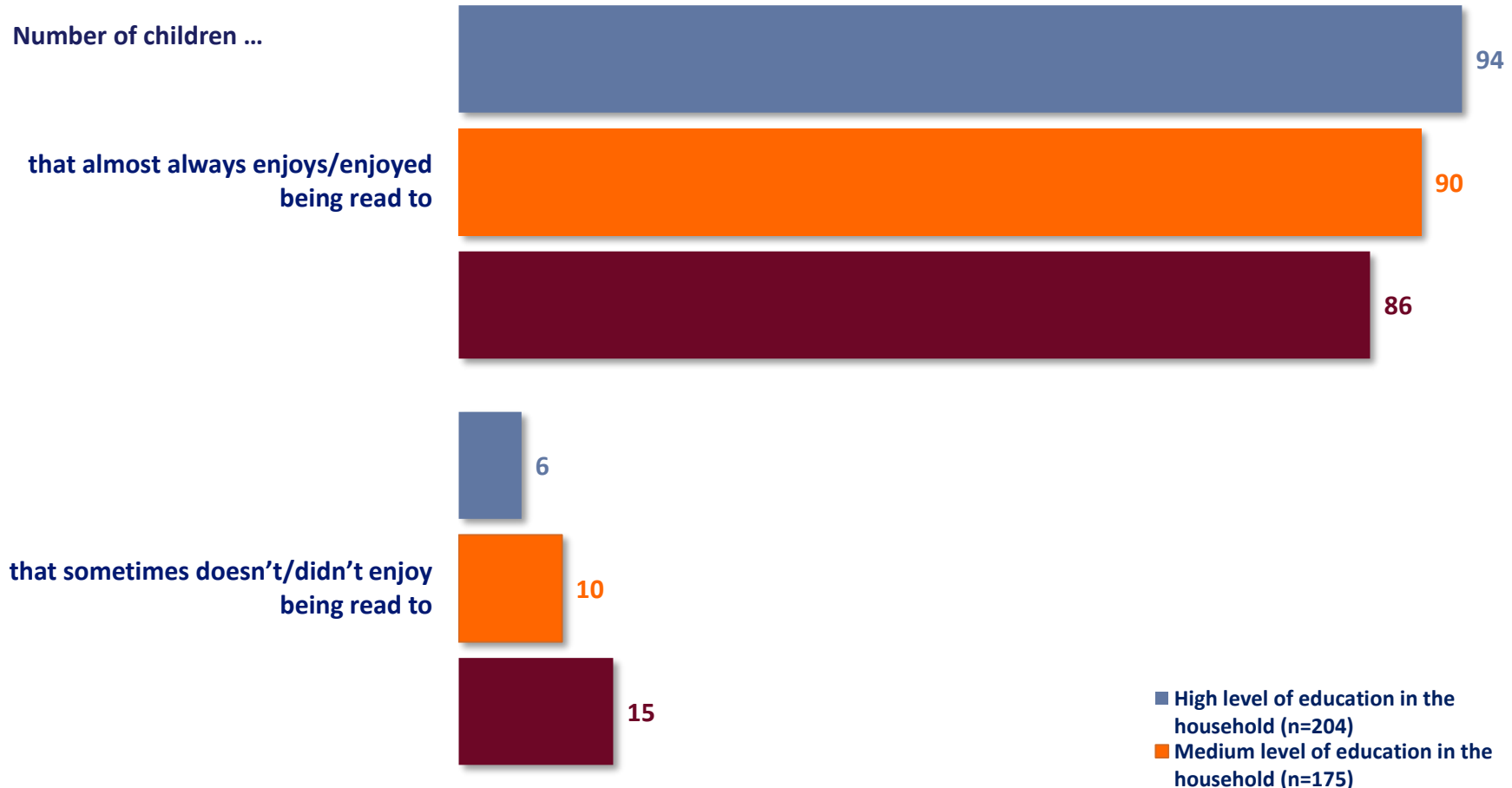
Source: German Reading Foundation | 2016 Reading Aloud Study

➔ Satisfy the wishes of children by reading a good story every day

- Parents and children benefit from reading aloud.
- Reading is the basis for education and access to the world. People who can't read and write have poor prospects in society such as at the grocery store, when dealing with authorities, in the classroom, and on the Internet.
- But reading aloud also has perks for parents. Sixty-six percent say that they usually look forward to reading aloud. They enjoy the time spent together and obviously there are many things parents take away from this experience.
- What's more, parents inject their own positive experiences into the situation which they experienced as children when their parents read to them.
- Positive reinforcement emerges because children whose parents liked to read to them and did so often have fond memories of this later on. The likelihood that they will read to their own children is very high.

Children love being read to even in households with lower levels of education

Questions asked of children whose parents read/have read to them (n=491): "Do you sometimes not really enjoy being read to? / How often do/did you not really enjoy being read to?" | Numbers given in percent



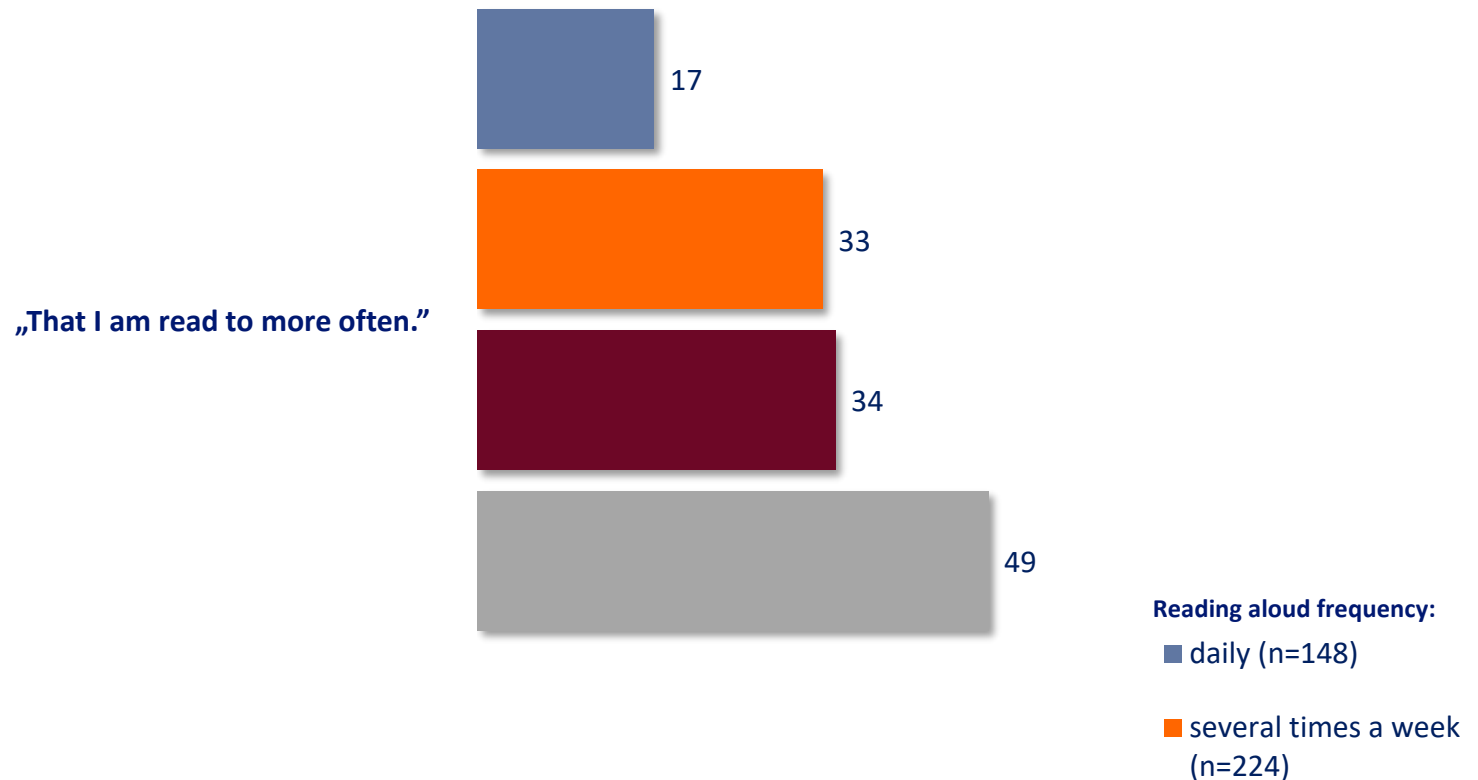
Source: German Reading Foundation | 2016 Reading Aloud Study

→ Let reading aloud become part of daily life for every family

- The reading aloud studies of recent years show that reading aloud is a central component in the development of children and when it comes to their educational opportunities.
- Children who are read to perform better in school later on, love to read and for longer periods.
- The 2016 study shows that almost all children want to be read to, and every parent can fulfill this wish regardless of status and background.
- This means that reading aloud should be there for everyone. It's not a privilege of the educated. More than anything, it takes a little time.

Children who are never or hardly ever read to really wish to be read to

Question asked of children whose parents read/have read to them (n=491): "What do you want when being read to? What could be even better about reading aloud?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

➔ Children have a right to be read to

- **One-third of all parents don't read enough to their children** meaning not several times a week (so 31 percent of parents of children aged 2-8 in the 2014 Reading Aloud Study or 29 percent of parents of children 5-10 years of age who were surveyed in 2016).
- The fact that some children are missing out on the experience does not, however, mean that the children have no desire to be read to. On the contrary, every other child surveyed wants to be read to (more often).
- When parents don't read aloud, it is not just a missing and thereby (unimportant) experience for children, but rather a tremendous shortcoming which children experience as such.
- Reading aloud is an important basic experience for childhood to which all children are entitled. **In other words**, children have a right to be read to.
- Especially children with a shortcoming in reading aloud often bring up the topic in the family if they are read to at nursery school, schools, libraries, and so on.
- With our campaigns, networks, and programs we have to create such experiences and give the children lots of opportunities to direct their wishes to their parents.
- **Together we can reduce the number of parents who don't read enough to 20 percent come 2020 and to 10 percent by 2030.**
- **Only then will nine out of ten children have educational and developmental opportunities to which they are rightfully entitled.**

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