

Parent-Child Book Reading Has Declined: Findings from a National Survey

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PLA Survey Methodology

- Online survey of parents, internet access provided
- Weighted for response rates based on national population
- About 1000 parents of children ages 3-5 not yet in kindergarten in each survey
- 6 Surveys conducted from Spring 2020 to Fall (December) 2023
- Pre-pandemic comparison data from the National Household Education Survey (NHES) 2019.

Why Shared- Book Reading Matters

- Research finds that shared book reading has positive effects on a wide range of language and literacy skills that support school readiness and early reading success.
- Shared book reading also has been found to positively effect social-emotional development, which is another important influence on school and life success.

Hindman, A. H., Connor, C. M., Jewkes, A. M., & Morrison, F. J. (2008). Untangling the effects of shared book reading: Multiple factors and their associations with preschool literacy outcomes. *Early Childhood Research Quarterly, 23*(3), 330-350.

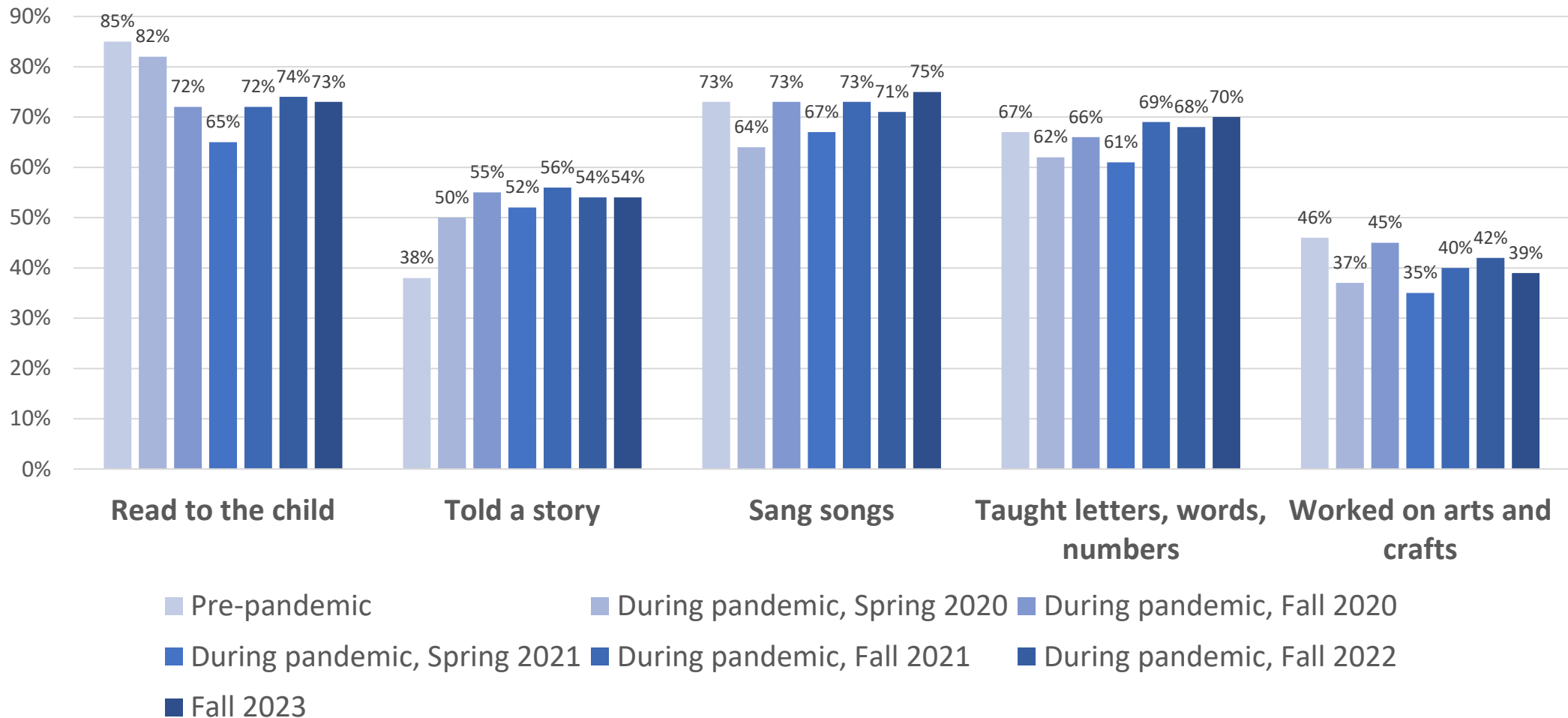
Baker, C. E. (2013). Fathers' and mothers' home literacy involvement and children's cognitive and social emotional development: Implications for family literacy programs. *Applied developmental science, 17*(4), 184-197.

Findings on Parent-Child Reading

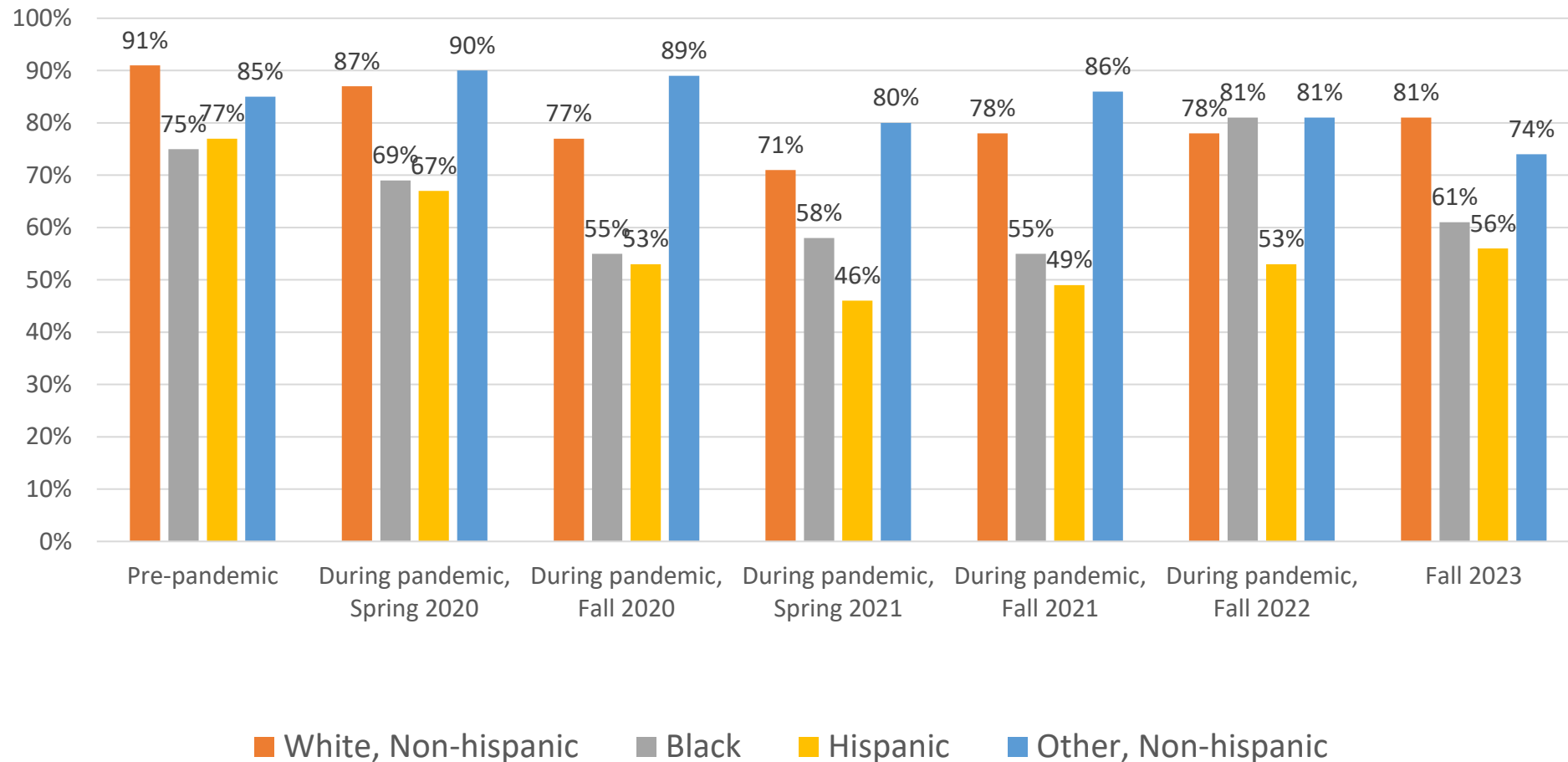


- The frequency of parent-child book reading for young children has declined since the onset of the pandemic and not fully recovered. Declines are present for all ethnic groups with just over half of Hispanic parents (who have the lowest frequency) reading to their young children 3 or more times per week.
- Few parents are dissatisfied with the frequency of reading to their children ages 3-5 but only 37% are very satisfied with it.
- Very few parents report that reading to their children has become more difficult in the last year with more reporting it has become easier.
- The most common challenge to shared book reading reported by parents is being too tired, closely followed by the child won't sit still long enough and the child prefers screen time.
- Findings hold regardless of whether we use NHES 2019 or our survey's Spring 2020 as baseline.

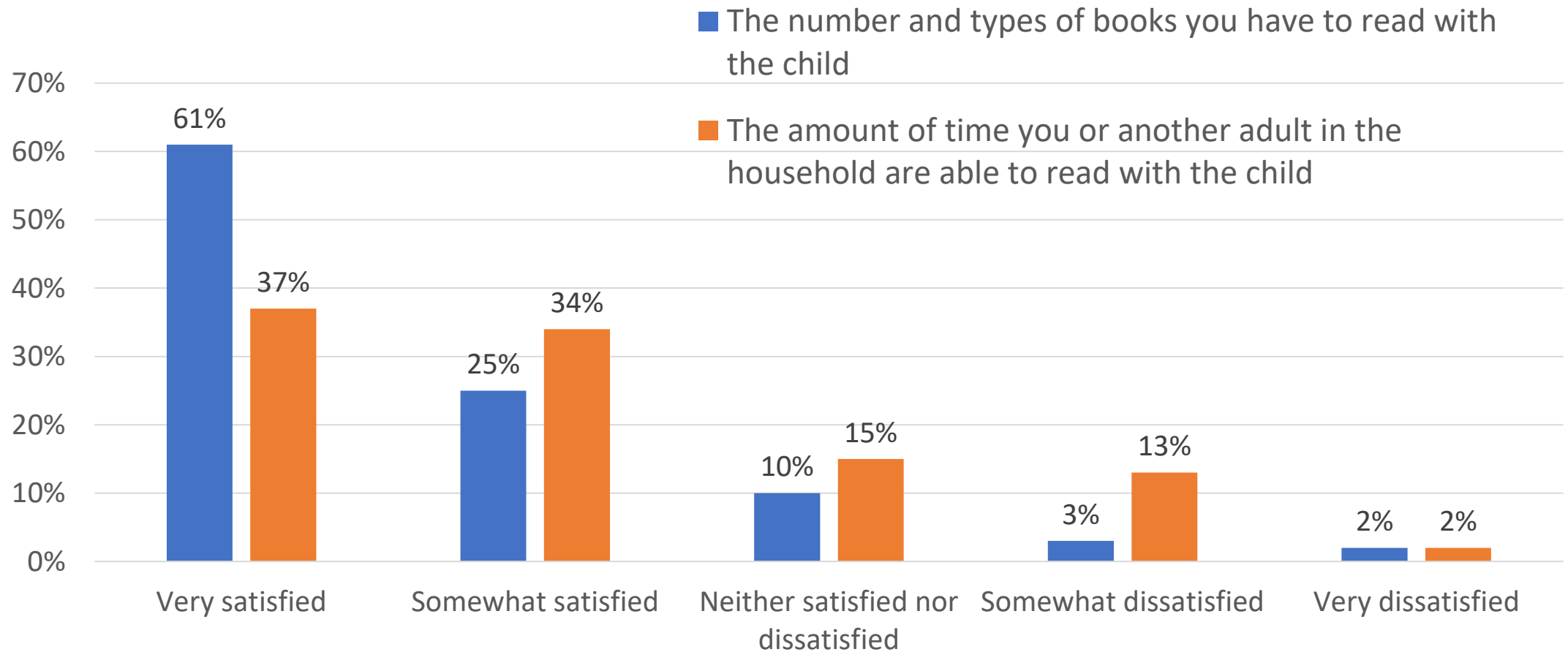
Parent Activities for Early Learning: Pre-Pandemic 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021-2023; Weighted



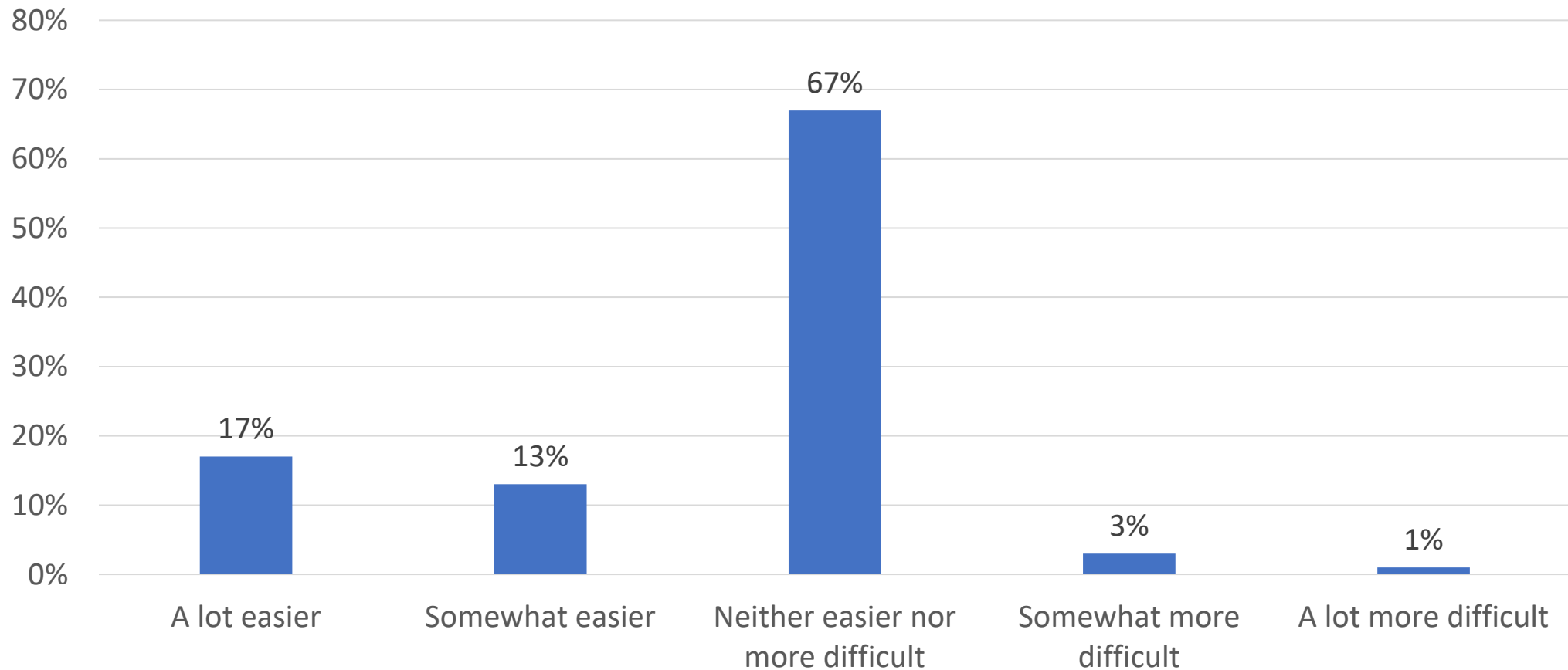
Read to the Child: Pre-Pandemic 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021-2023 by Race/Ethnicity



How Satisfied Are You With:



In the last year, to what extent has it become easier or more difficult for you to buy or borrow books to read with the child?



Challenges to Reading for Pleasure with Children

