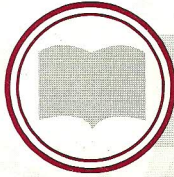


# Reading

is at the



# of education.



"The national average for time spent reading is 12 minutes during the entire school day."

International Reading Association, Institute #6, 2010



The single most important activity for building the knowledge required for eventual success in reading is **reading aloud to children.**



A child spends...

Outside School

7,800 hours (a year)

In School 900 hours (a year)

Which teacher has the **bigger** influence?

**80%** of U.S. families did not buy or read a book last year.

Source: Jerold Jenkins www.JenkinsGroupInc.com



of **4th** graders read something for fun every day.

When you read to a child, you leap into the **rare** words that help most when it's time for school and formal learning.

## Word Gap Entering Kindergarten

Total Words (in millions) heard by child by age 4



## Number of Rare Words Met Per Thousand

Adult to Child	9.0 (Listening)
Prime Time TV	22.7 (Listening)
Children's Book	30.9 (Reading)
Newspaper	68.3 (Reading)