



## Family Reading Experience

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## How to Support a Child's Interest in Reading

In the U.S., one-third of all public school fourth graders score below basic reading levels and nearly half of all parents express concern that their children do not read enough for fun. While these figures are staggering, the solution is simple. Studies show that when parents read with their children and provide access to books, children read more and classroom scores rise significantly. National PTA and Kindle are working together to help families get more involved in their children's reading and enhance their emerging interest in books. Visit [PTA.org/FamilyReading](http://PTA.org/FamilyReading) and [Amazon.com/Kindleforkids](http://Amazon.com/Kindleforkids) to support a child's interest in reading.

# 61%

of low-income families in the US have no age appropriate books in their homes for children.<sup>i</sup>

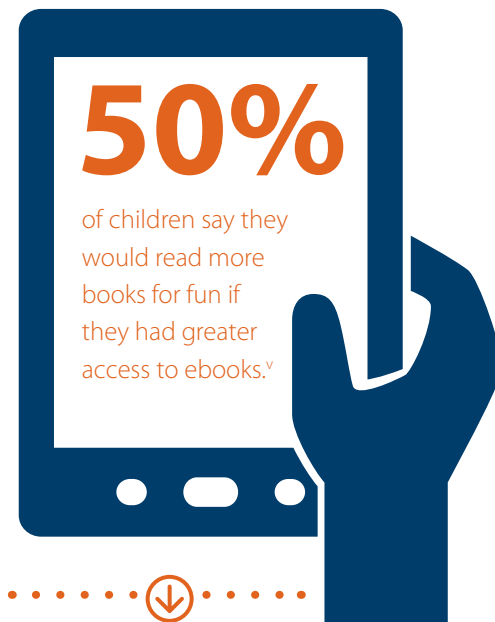
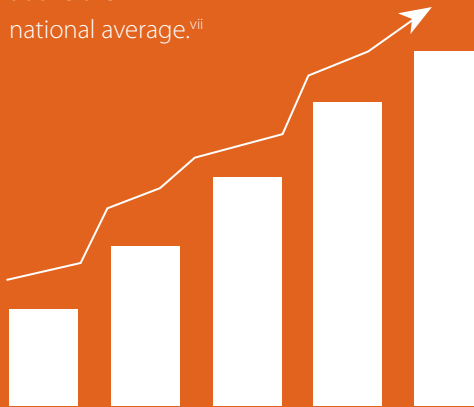


# 40%

Nearly of parents say their child does not spend enough time reading for fun.<sup>iii</sup>



Where parent engagement is high, classrooms score **28 points** above the national average.<sup>vii</sup>



People with e-readers read **8** books more per year, on average, than those without an e-reader.<sup>vi</sup>



<sup>i</sup> Reading is Fundamental, October 2012

<sup>ii</sup> Scholastic: New Study on Kids' Reading in the Digital Age: The Number of Kids Reading eBook Has Nearly Doubled Since 2010

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<sup>vi</sup> "The Rise of E-Reading", Pew Internet & America Life Project, April 2012.

<sup>vii</sup> National Education Association, 2009