Detailed Tables

Using a 5-point scale where 5 means Extremely Important and 1 means Not at all Important, how important are each of the following activities for success in learning to read? MAKING SURE YOUR CHILDREN ARE HAVING FUN AND ENJOYING READING

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Extremely Important	204 90%
4	18 8%
3	3 1%
2	2 1%
Summary	
Top2Box (Important)	223 98%
Low2Box (Not Important)	2 1%
Mean	4.9

Using a 5-point scale where 5 means Extremely Important and 1 means Not at all Important, how important are each of the following activities for success in learning to read? HAVING CHILDREN READ TO YOU

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Extremely Important	192 84%
4	28 12%
3	7 3%
2	1 0
Summary	
Top2Box (Important)	219 97%
Low2Box (Not Important)	1 0
Mean	4.8

Detailed Tables

Using a 5-point scale where 5 means Extremely Important and 1 means Not at all Important, how important are each of the following activities for success in learning to read? READING OUT LOUD TO CHILDREN

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Extremely Important	195
	86%
4	17
	8%
3	11
	5%
2	3
	1%
1 - Not at all Important	1
	0
Summary	
Top2Box (Important)	213
	94%
Low2Box (Not Important)	4
	2%
Mean	4.8

Using a 5-point scale where 5 means Extremely Important and 1 means Not at all Important, how important are each of the following activities for success in learning to read? TALKING ABOUT LETTERS BY NAME AND SOUND

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Extremely Important	183
	81%
4	24
	11%
3	16
	7%
2	3
	1%
1 - Not at all Important	1
	0
Summary	
Top2Box (Important)	208
	91%
Low2Box (Not Important)	4
	2%
Mean	4.7

Detailed Tables

When you read to your children do you use your finger to point to words and pictures on a page to help them follow along?

	Total
Base: Read/have read to children	
Unweighted Base	233
Weighted Base	217
Yes	173
	80%
No	44
	20%

Do you or did you encourage your children to use their fingers to point to words as they read?

	Total
Base: Read/have read to children	
Unweighted Base	233
Weighted Base	217
Yes	141
	65%
No	75
	34%
(DK/NS)	1
	0

Using a 5-point scale where 5 means Extremely Important and 1 means Not at all Important, how important are each of the following activities for success in learning to read? USING YOUR FINGER TO FOLLOW ALONG WITH THE WORDS IN THE BOOK

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Extremely Important	102
	45%
4	55
	24%
3	36
	16%
2	17
	7%
1 - Not at all Important	17
	7%
Summary	
Top2Box (Important)	157
	69%
Low2Box (Not Important)	33
	15%
Mean	3.9

Detailed Tables

Using a 5-point scale where 5 means Extremely Important and 1 means Not at all Important, how important are each of the following activities for success in learning to read? HAVING CHILDREN FOLLOW ALONG WITH THEIR FINGER AS YOU READ TO THEM

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Extremely Important	103
	45%
4	37
	16%
3	54
	24%
2	21
	9%
1 - Not at all Important	13
	6%
Summary	
Top2Box (Important)	140
	62%
Low2Box (Not Important)	33
	15%
Mean	3.9

Using a 5-point scale, where 5 means you strongly agree and 1 means you strongly disagree, please tell me how much you agree or disagree with each of the following statements. USING A FINGER IS A NATURAL AND/OR EFFECTIVE WAY FOR A CHILD TO FOLLOW ALONG IN A BOOK

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Strongly Agree	115
	51%
4	47
	21%
3	44
	20%
2	12
	5%
1 Strongly Disagree	9
	4%
Summary	
Top2Box (Agree)	162
	71%
Low2Box (Disagree)	21
	9%
Mean	4.1

Detailed Tables

Using a 5-point scale, where 5 means you strongly agree and 1 means you strongly disagree, please tell me how much you agree or disagree with each of the following statements. USING A FINGER IS AN AWKWARD OR DIFFICULT WAY FOR A CHILD TO FOLLOW ALONG IN A BOOK

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Strongly Agree	22 9%
4	19 9%
3	45 20%
2	41 18%
1 Strongly Disagree	100 44%
Summary	
Top2Box (Agree)	41 18%
Low2Box (Disagree)	141 62%
Mean	2.2

Using a 5-point scale, where 5 means you strongly agree and 1 means you strongly disagree, please tell me how much you agree or disagree with each of the following statements. USING A POINTER SUCH AS A STYLUS OR PENCIL IS A DISTRACTING WAY FOR A CHILD TO FOLLOW ALONG IN A BOOK

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Strongly Agree	60 26%
4	46 20%
3	38 17%
2	44 19%
1 Strongly Disagree	38 17%
(DK/NS)	1 0
Summary	
Top2Box (Agree)	106 47%
Low2Box (Disagree)	82 36%
Mean	3.2

Detailed Tables

Using a 5-point scale, where 5 means you strongly agree and 1 means you strongly disagree, please tell me how much you agree or disagree with each of the following statements. USING A POINTER SUCH AS A STYLUS OR PENCIL, IS A NATURAL AND/OR EFFECTIVE WAY FOR A CHILD TO FOLLOW ALONG IN A BOOK

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
5 - Strongly Agree	37
	16%
4	33
	14%
3	54
	24%
2	41
	18%
1 Strongly Disagree	61
	27%
(DK/NS)	1
	1%
Summary	
Top2Box (Agree)	70
	31%
Low2Box (Disagree)	102
	45%
Mean	2.7

What is the one thing that has encouraged your children to read? Is it...

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
Being read to	80
	35%
Seeing mother/father read	75
	33%
Having access to books with familiar characters	42
	18%
Seeing an older sibling read	17
	7%
Electronic Learning Aids	8
	3%
Other	4
	2%
(DK/NS)	2
	1%

Detailed Tables

If your [child/children] 12 or younger could pick one favorite character from a book or TV to come to life and read to them, who would it be?

	Total
Base: Have children aged 12 or younger	
Unweighted Base	244
Weighted Base	227
Harry Potter	24
	11%
Winnie the Pooh	20
	9%
Caillou	16
	7%
Arthur	8
	3%
Dora the Explorer	6
	3%
Scooby-Doo	6
	3%
Barney	6
	3%
Spiderman	6
	3%
Blues Clues	6
	3%
Pokemon	5
	2%
Franklin	4
	2%
Power Rangers	4
	2%
Bunny	3
	1%
Dr. Seuss	3
	1%
Sabrina	3
	1%
Cinderella	2
	1%
Sponge Bob	2
	1%
Big Bird	2
	1%
Buzz Lightyear	2
	1%
Clifford	2
	1%
Other	63
	28%
None	2
	1%
(DK/NS)	37
	16%