

BookTrust Family Survey 2022: Selection of findings



Methodology

- This document presents a selection of findings from the **second wave of the BookTrust Family Survey**, first undertaken in 2021.
 - In line with our [strategy](#), in 2022 we involved **low-income families only**, whereas in 2021 we involved all income groups.
- **Population:** 2,148 parents or carers of children aged 0-7 in low-income families (i.e., those living in relative poverty as defined by Department for Work and Pensions) across England, Wales, Northern Ireland
 - **Method:** Online survey conducted via multiple online research panels
 - **Time:** April - June 2022
 - **Contents:** reading attitudes and behaviours; access, motivators, and barriers to reading; families' lives and activities
 - **Dissemination of findings:** We are publishing a series of themed briefings based on this survey. You can read the first briefing here: [BookTrust \(2023\) Children's reading habits in the early years.](#)

Current reading behaviour

How much are families currently reading?



Reading is prevalent within low-income families and attitudes towards reading are largely positive

77% of families started sharing books with their children before their first birthday

84% of children read or were read to regularly by people in their life (4 days a

Nearly all (95%) parents saw it as important that they read/share stories with their

The majority (68%) perceived their children to like or love reading. This declines from

Current reading behaviour

How does reading behaviour change during childhood?

Daily shared reading peaks between two and four years of age then declines

% of children being read with daily



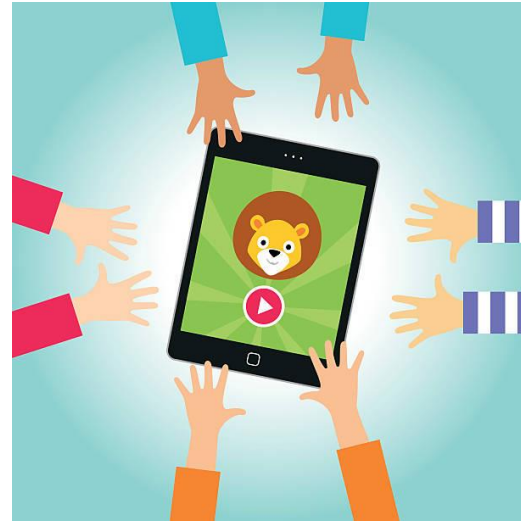
BUT reading is inconsistent throughout early childhood

Daily shared reading reaches its peak when children are aged between two and four and then starts to drop significantly, continuing to decline throughout

Current reading behaviour

Which formats are families using?

Seven in ten (**69%**) families said they watched people reading stories aloud on screen - around half (59%) of 0-12 months, rising to three quarters (fluctuating 73%-75%) between ages 2 and 5



A third of parents (**32%**) said they preferred making up stories or telling stories from memory for their children to reading to them from books

Rising to 53% of fathers!



Bookstart Toddler pack

Current reading behaviour

Who are reading to children?

69% of children aged 0-7 had more than one individual who regularly read with them. 31% of children were missing out



In 37% of families, children experience regular reading with their grandparents

95% of mothers and 67% of fathers engage in regular reading with their children



In 27% of families, children experience regular reading with their siblings, and in 14% of families, with their aunts/uncles

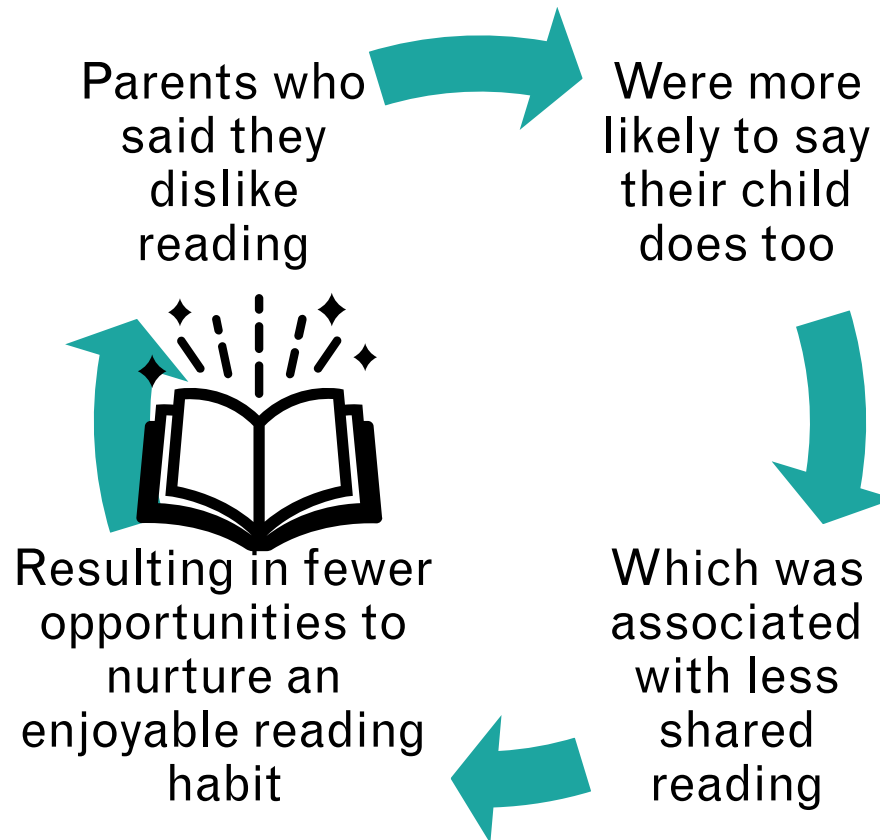


71% of children in school (aged 4-7) experience regular reading with their teachers



Barriers to reading

Role of parental enjoyment



Barriers to reading

What else shapes reading behaviour?

Reading behaviour is affected by family structure, family size and



Children in **single parent families** were less likely to be read to daily, especially when their parent was working full-time.



More shared reading was happening in **larger families**, with siblings playing a key role.



20% of parents and carers say they don't read with their child due

Getting families reading

Access to advice and support is important

There is evidence that:

- earlier support = earlier reading
- more moments of exposure to support = more



82% of mothers who first read to their child **before they were 3 months old** received advice on sharing books and stories with babies **during pregnancy**, compared to 61% of those who first started reading to their child later.



47% of mothers who received advice on sharing books and stories with their baby **at 0-12 months** reported their child being read to daily.

This jumped to 67% among mothers who also had received advice **when they were pregnant**.

Getting families reading

Bookgifting can make a difference

86% of first-time parents said the books included in the pack were the first they

"Bookstart have been a large part of all of my children's upbringing. I have 3 daughters and have received a Bookstart pack at the visit from the health visitor after birth. I love reading, my daughters love reading and Bookstart encourages that from early on because it reminds you of the benefits of reading." (Mum on low income, England)



Parents who received **tips on using the books/contents from the Bookstart Baby pack** were twice as likely than those who were not to strongly agree that the pack **positively changed the ways they shared books, stories and rhymes with their babies** (40% vs. 20%)