

Why Reading at a Young Age Matters

The evidence is overwhelming. Introducing a child to reading gives them one of the most important personal habits they'll need to have a successful career and a happy, productive life.

"First, it is difficult to overstate the importance of getting children off to an early successful start in reading."¹

—What Reading Does for the Mind



15 minutes / day of independent reading can =

1 million+ words in a year.²



Children without basic literacy skills when they enter school are **3–4 times** more likely to drop out later.⁵



Reading to a child in an interactive style raises his or her IQ by over **6 points.**³

Daily reading to children puts them almost **1 year** ahead of those who are not being read to.⁴



"For the majority of young people, enthusiastic and habitual reading is the single most predictive personal habit for the ability to achieve desirable life outcomes."⁶

—After School Literacy Brief

The U.S. Dept. of Education maintains that avid reading promotes:

- ✓ Speech
- ✓ Confidence
- ✓ Memorization

#1 better skills acquisition



#2 superior grades



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#3 a desirable life as measured by income, profession, employment⁸

Good readers often have more financially rewarding jobs. They are **2.5x** more likely to earn \$850 or more a week.⁷

Children who read 3,000 words per day will be in the top 2% of standardized tests



Children who read 20 words per day will be in the bottom 2% of standardized tests⁹

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