

# 2020 CENTRAL TEXAS READING SURVEY

November 30, 2020



**bookspring**

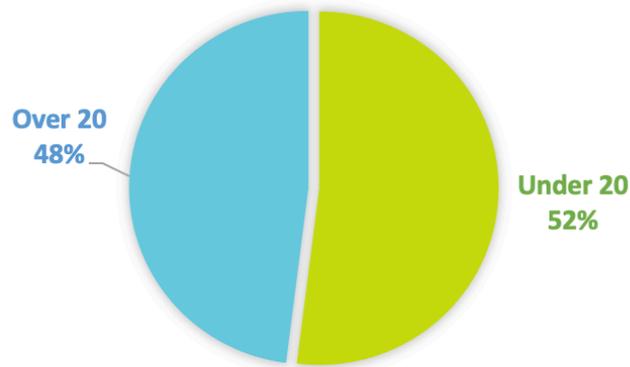
Launching children into a world of reading

# METHODOLOGY

- **Surveyed 600 respondents**
    - Living in Bastrop, Burnett, Caldwell, Hays, Travis, and Williamson Counties
    - Who indicated that they are the parent or frequent caregiver of a child currently under the age of 12
  - **Field Dates: September 8 – September 29, 2020**
  - **Data collected online through Qualtrics panel**
  - **Final results weighted to U.S. Census Bureau, 2011-2015 American Community Survey 5-Year estimates of the presence of children under 18 years of age in households**
  - **Margin of error is +/- 4.00 percentage points for full sample**
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# MAJOR TAKEAWAYS FROM THE 2020 CENTRAL TEXAS READING SURVEY

## HOW MANY CHILDREN'S BOOKS AT HOME?

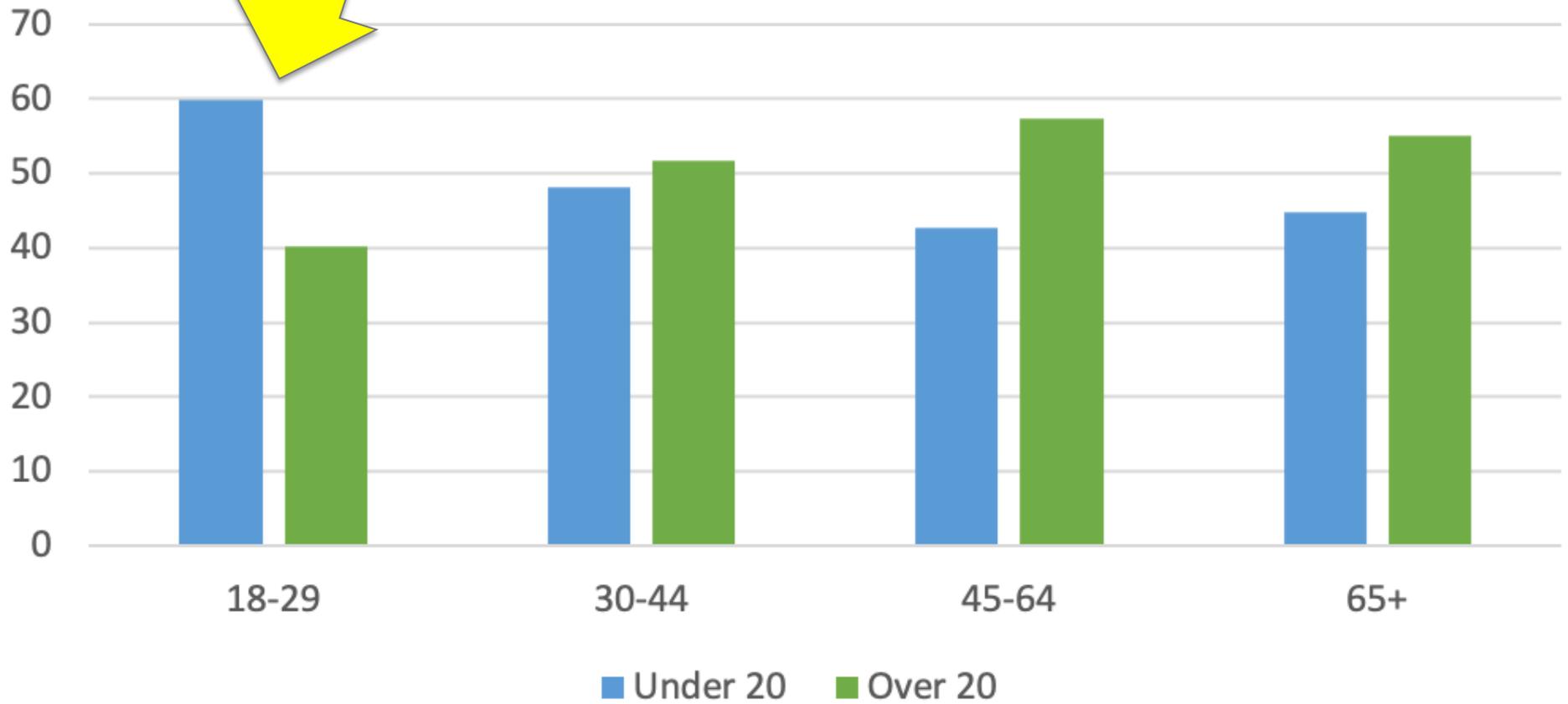
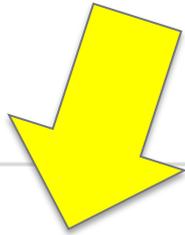


2020 Central Texas Reading Survey  
Representative sample, +/- 4%  
BookSpring

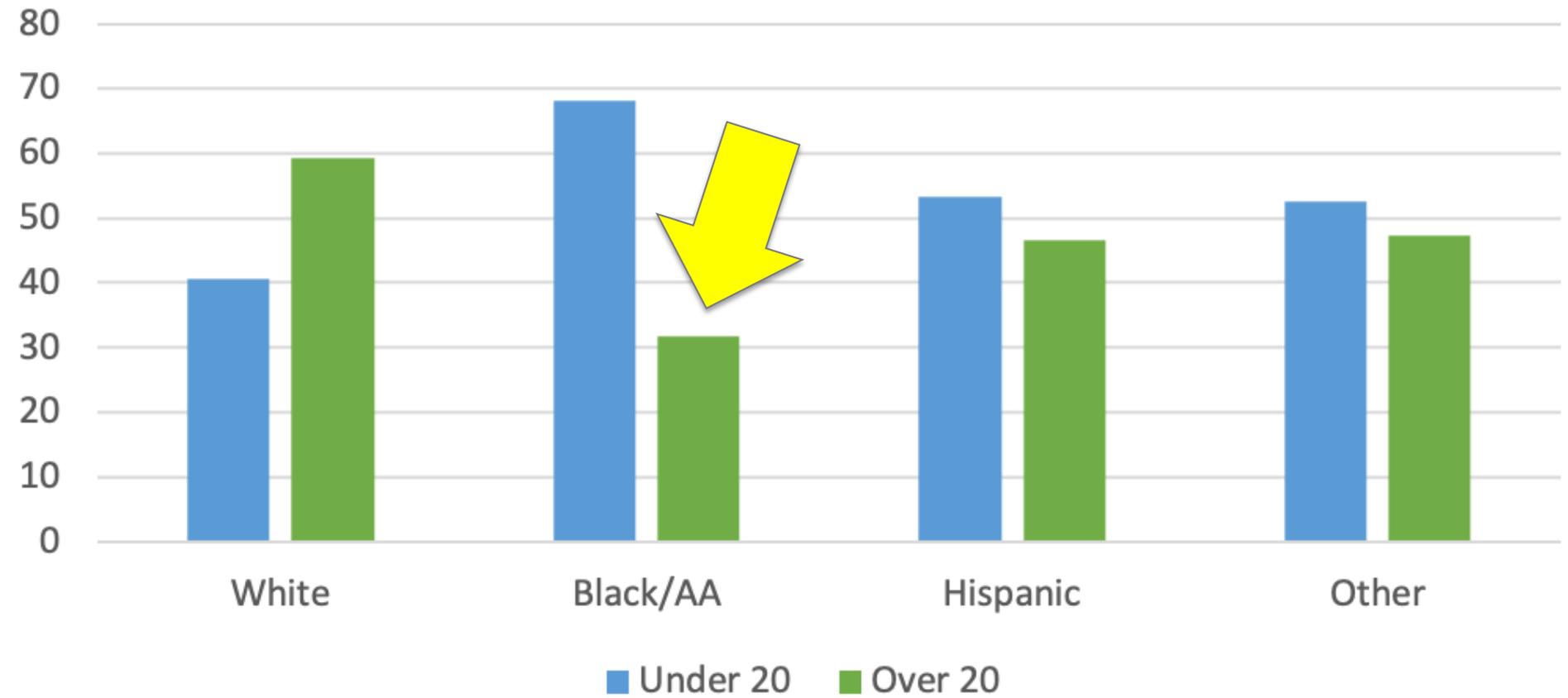
The share of CTX households with children under the age of 12 having fewer than 20 children's books was:

52% in 2020  
46% in 2019  
58% in 2018

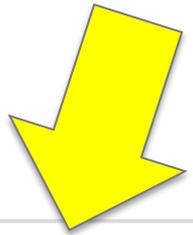
# Children's Books at Home by Caregiver Age



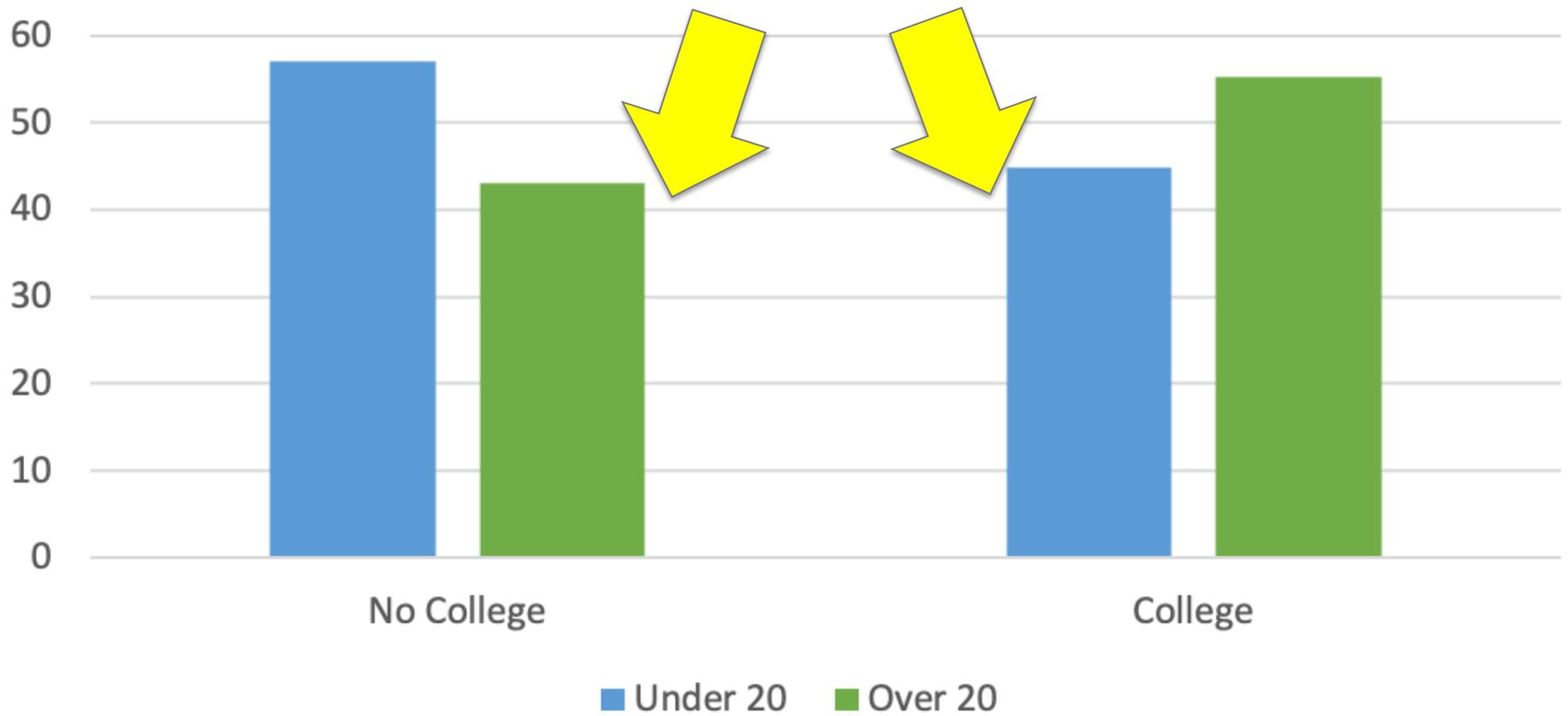
# Children's Books at Home by Caregiver Race



# Children's Books at Home by Household Income



# Children's Books at Home by Education Level



# SUMMARY OF 20 BOOKS

While the number of families reporting 20 books or more at home decreased in 2020 to 48%, it did not drop below 2018 levels.

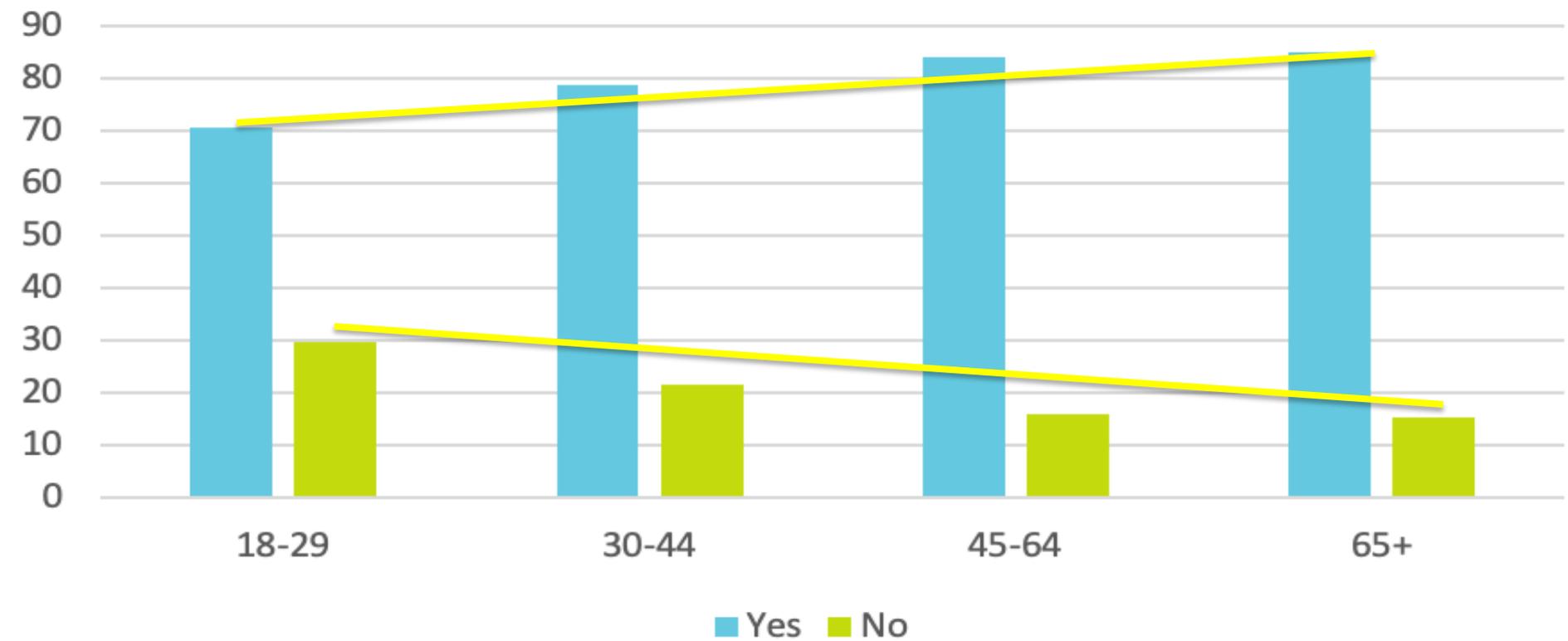
The homes reporting less than 20 books are most often low-income homes (65%), in Black/African American homes (65%), and those with younger caregivers (60%).

While education level of caregivers remains a factor, over 40% of respondents who did not complete college still reported having 20 or more children's books at home. 44% of those who have completed college did not have 20 books at home.

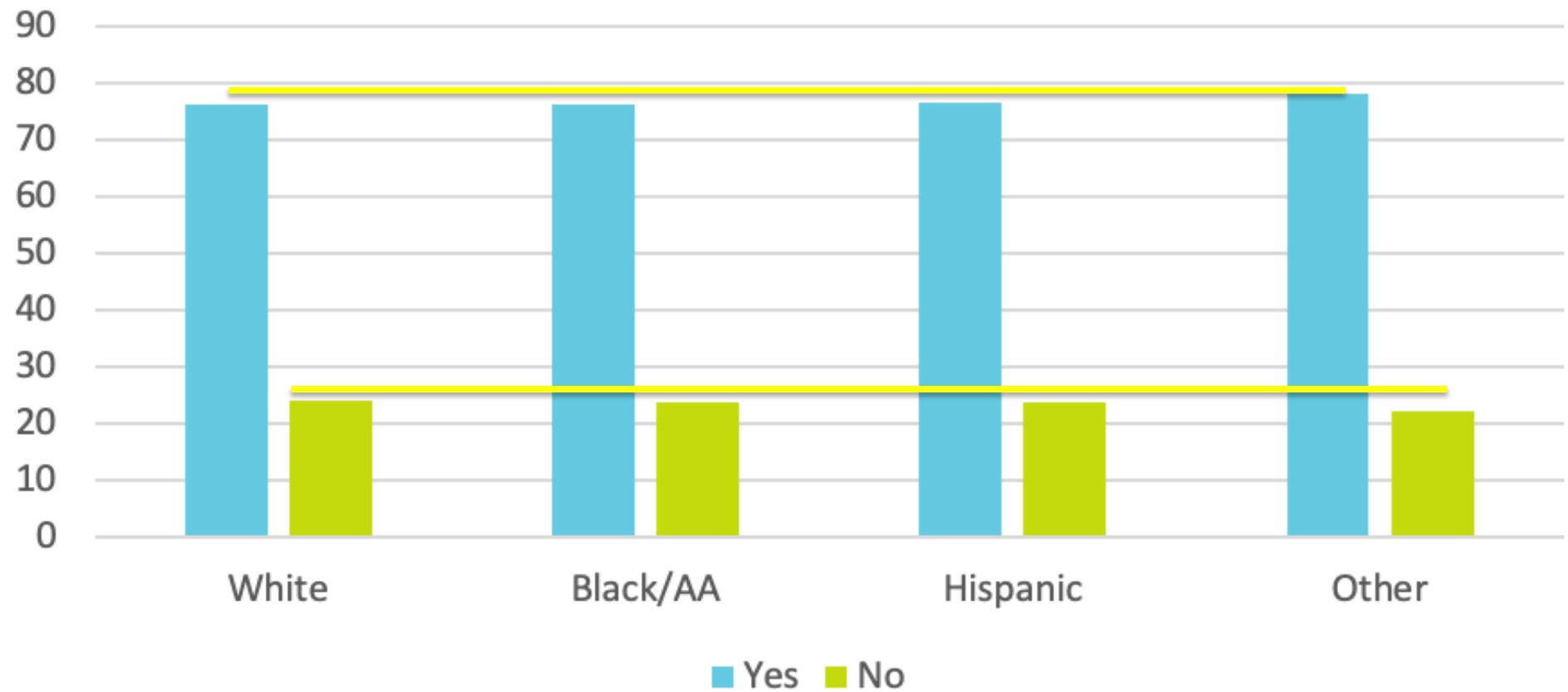
The effects of COVID-19 are an unknown factor.



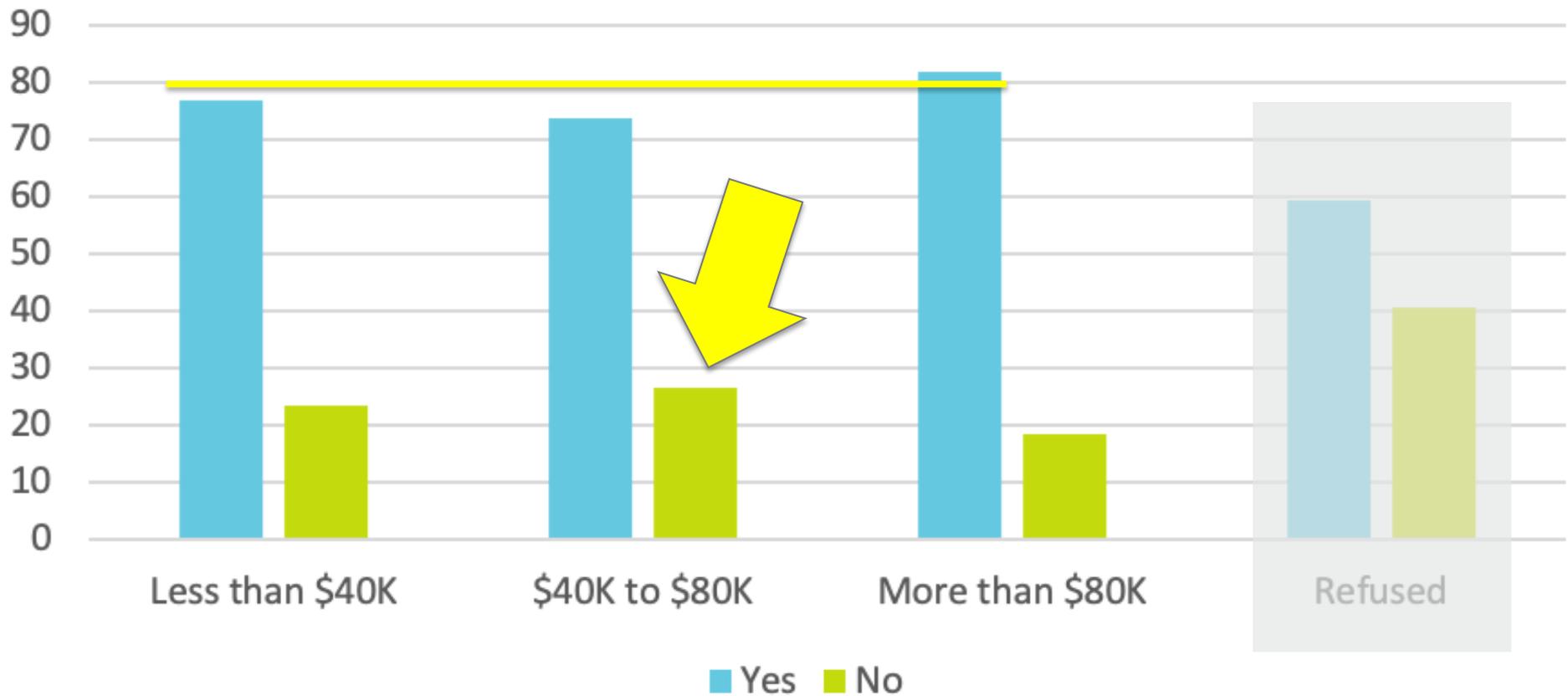
# Children's Reported Digital Reading by Caregiver Age



# Children's Reported Digital Reading by Caregiver Race



# Children's Reported Digital Reading by Household Income



# SUMMARY OF CHILDREN & DIGITAL BOOKS

When asked, “do any of the children whom you care for ever read on a digital device such as a smartphone or a tablet,” some unexpected results were revealed.

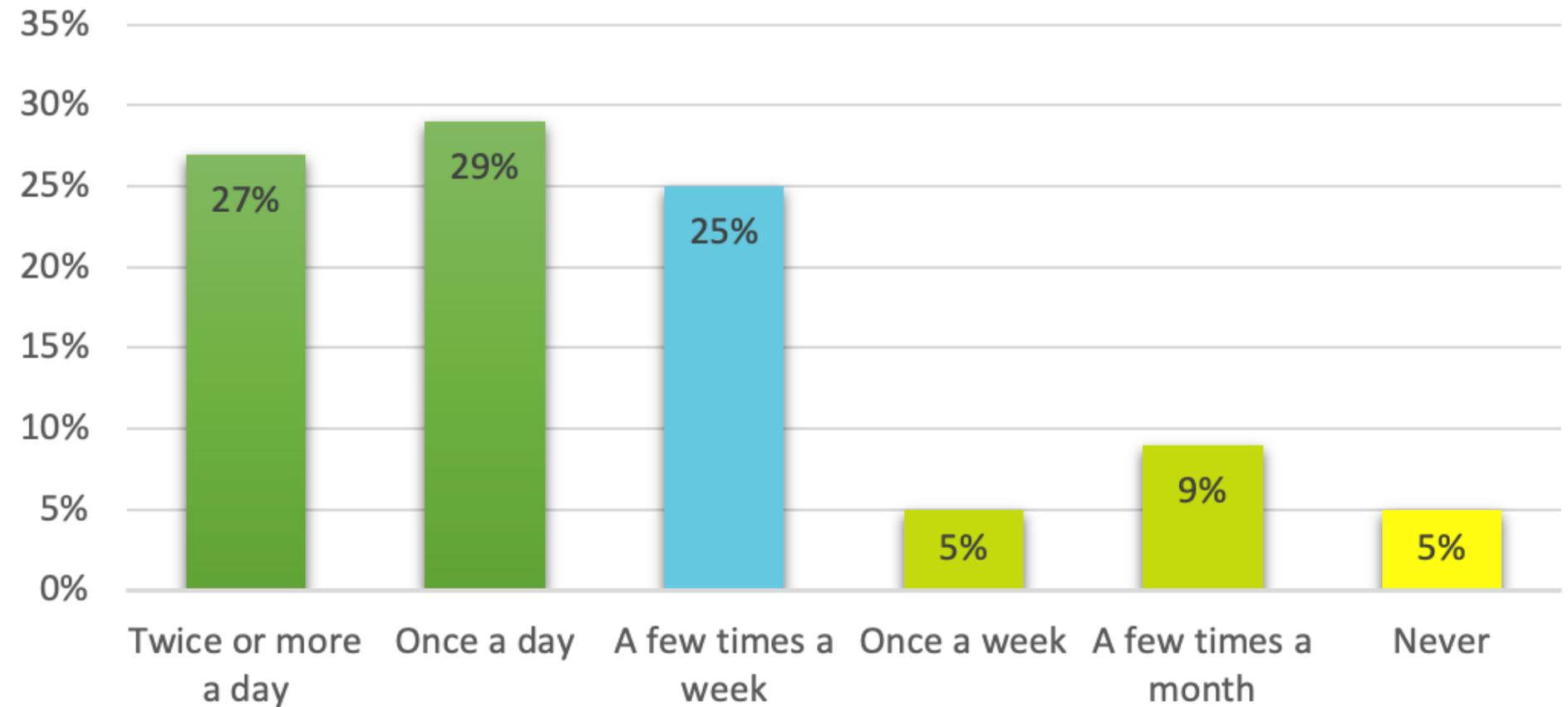
The older the respondent, the more likely they were to report their child used a digital device for reading. Caregivers ages 18-29 were the least likely to answer “yes.” Age of the caregiver was more significant than race or household income.

There was very little difference across the races in this response, with 77% of all caregivers answering “yes” and 23% “no.”

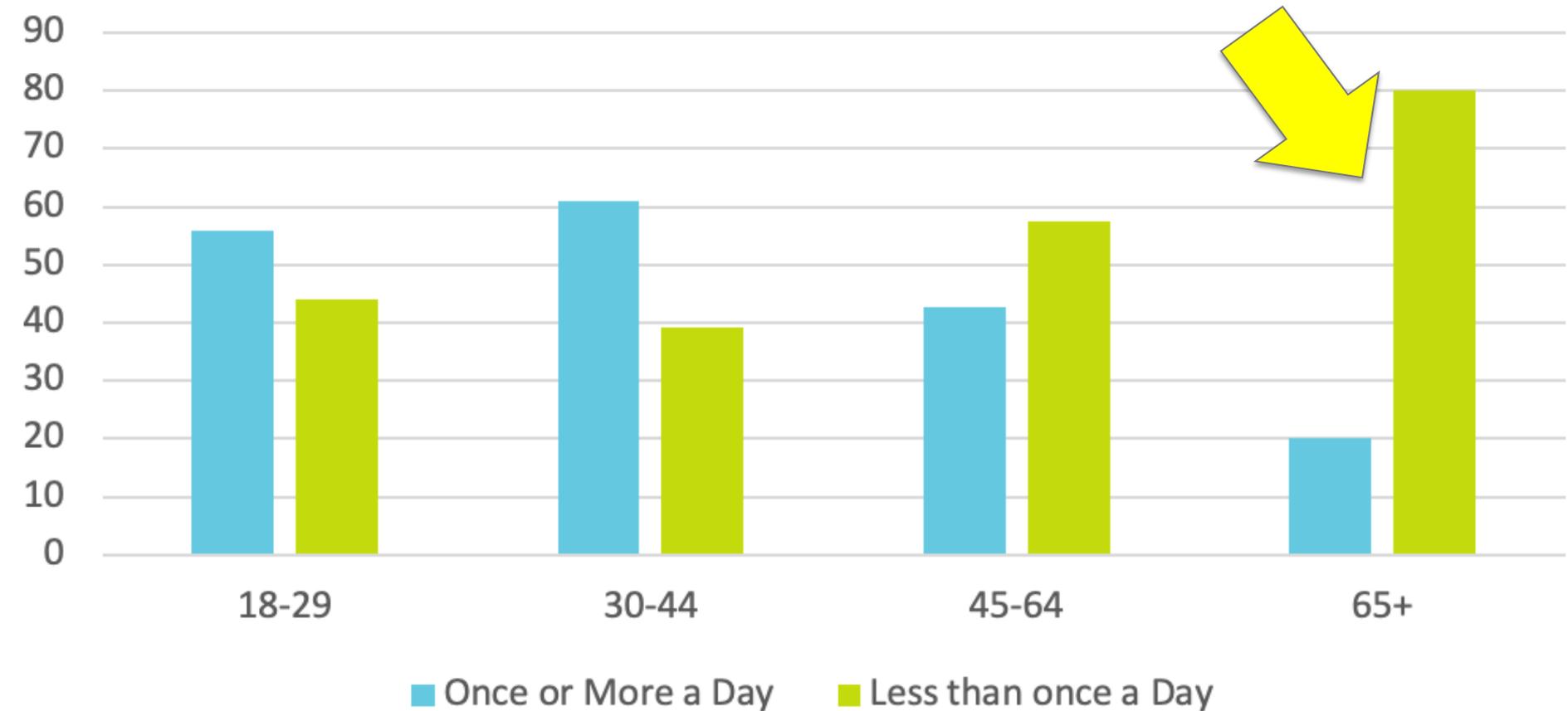
Finally, the results held mostly even with the expected slight increase corresponding with household income, with a similar bump in “no” for households from \$40-\$80K as seen previously.



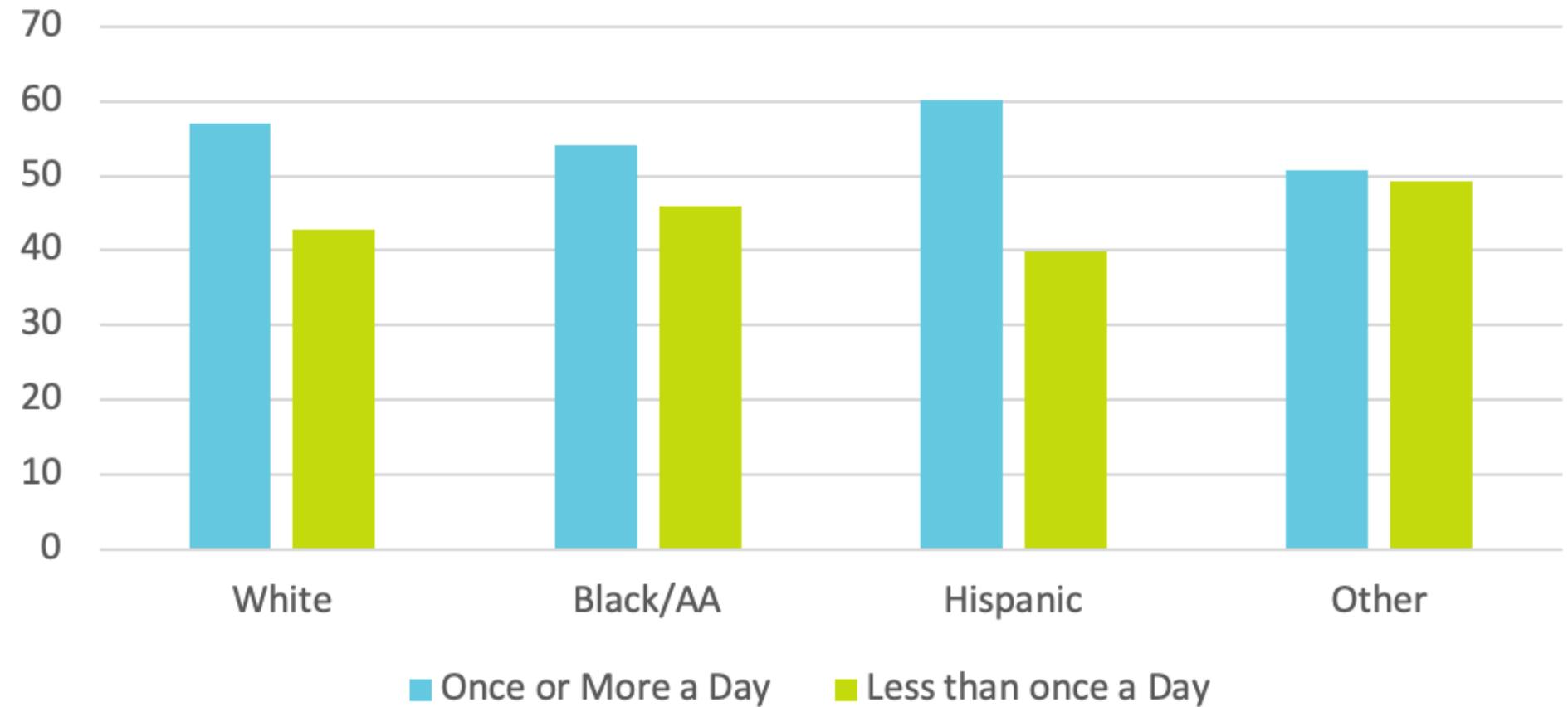
## Q7. How often do you read aloud with a child or children?



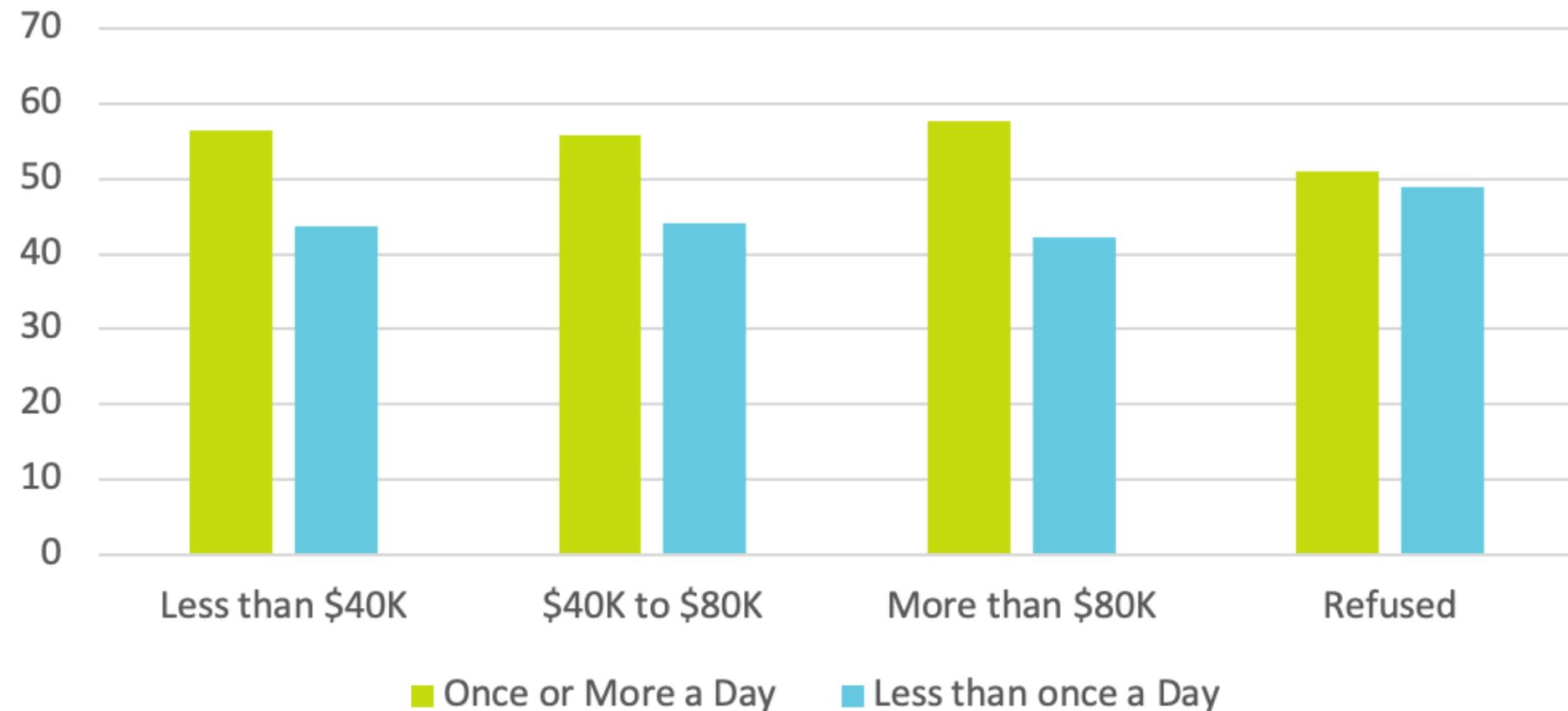
# How Often Do You Read Aloud With a Child by Caregiver Age



# How Often Do You Read Aloud With a Child by Caregiver Race



# How Often Do You Read Aloud With a Child by Household Income



# SUMMARY FREQUENCIES OF READING ALOUD

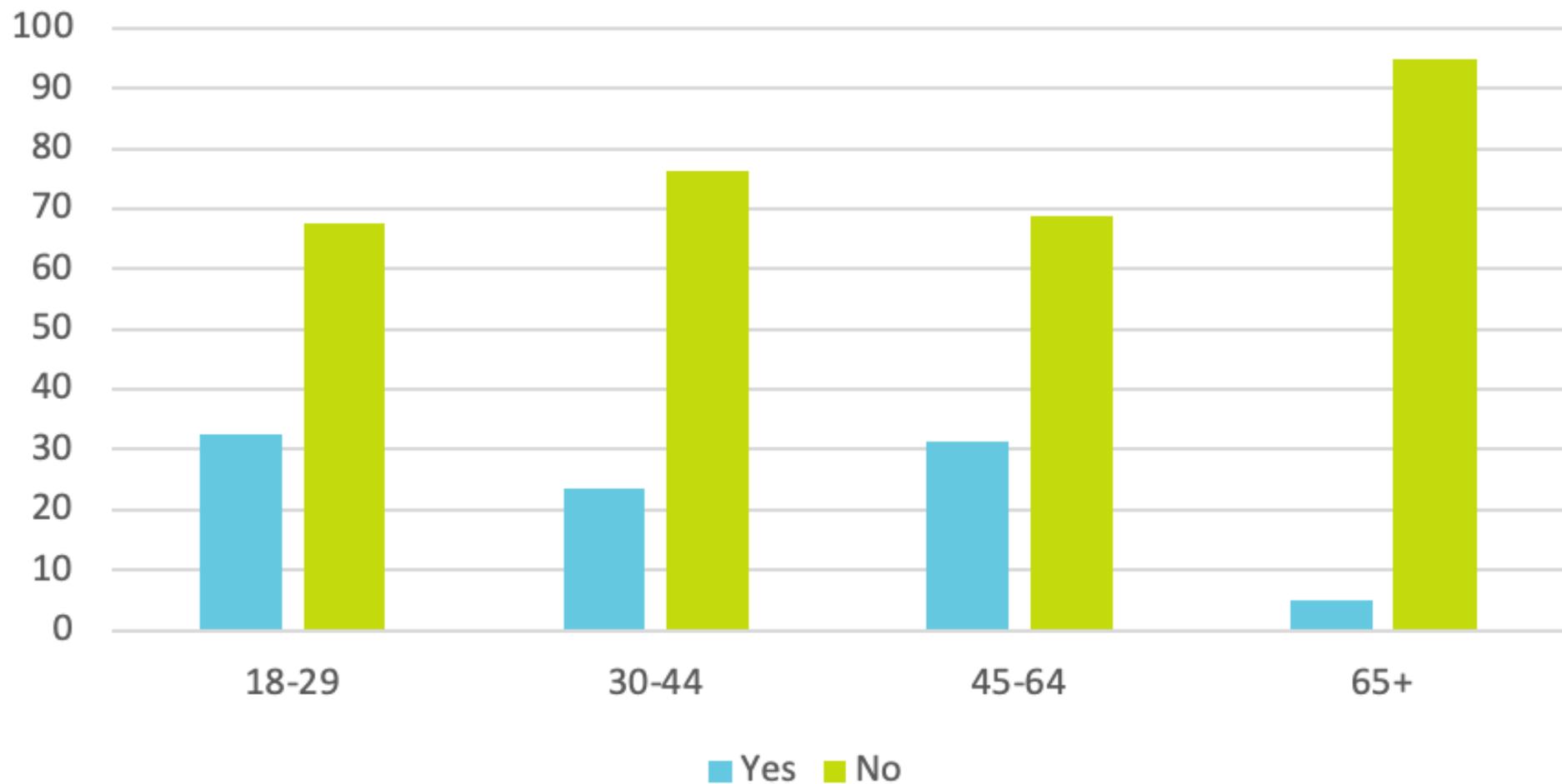
Overall, 56% of caregivers responded that they read aloud with a child once or more each day. 44% said it was less than that, with 5% answering "never." This 5% has remained constant the past three years.

The differences in age, race, and income were not significant, with the exception of a high amount of caregivers over 65 saying that they read less than once a day. This might be due to their status as temporary caregivers, a factor that was not addressed in this survey.

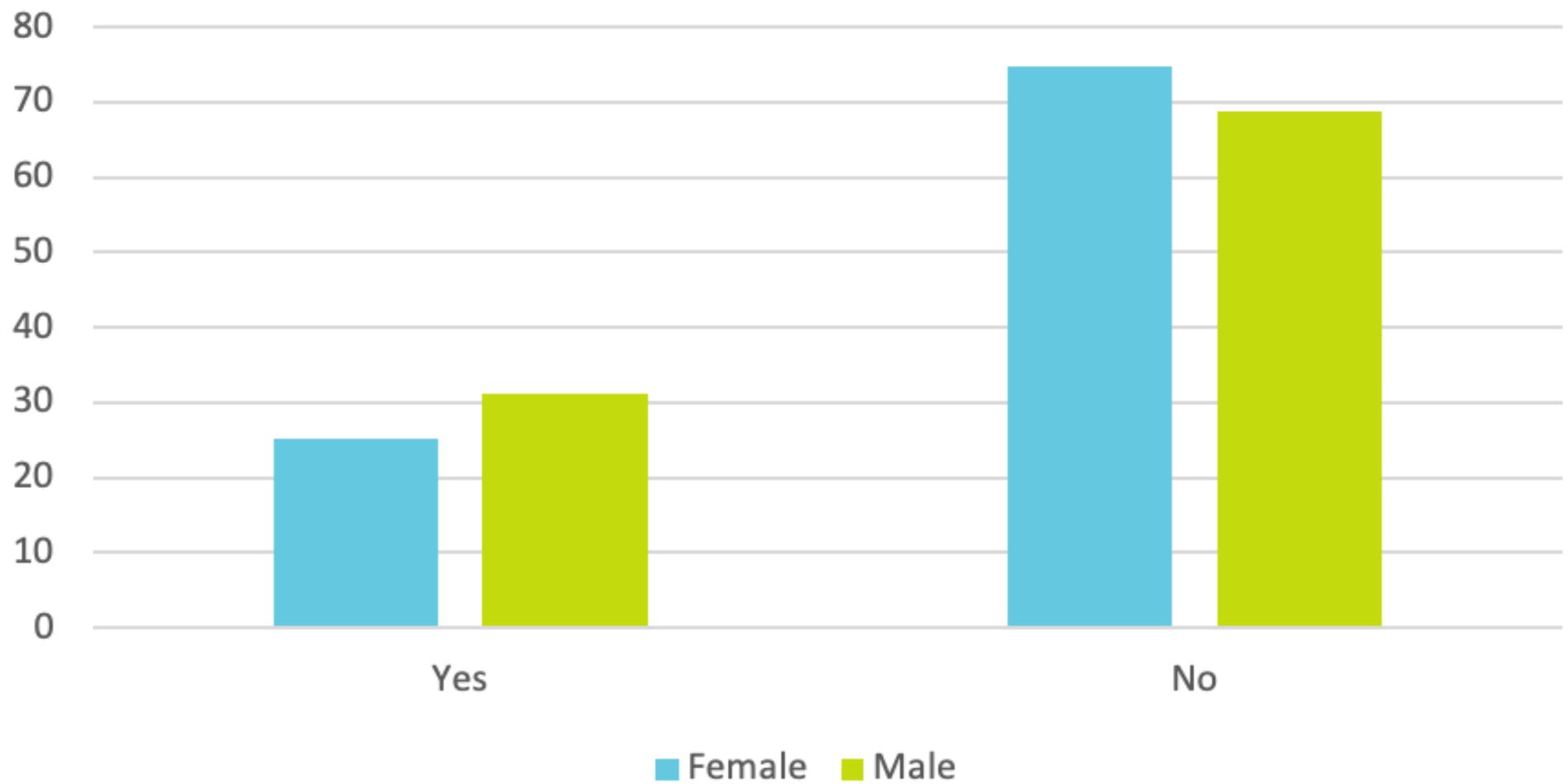
When compared with previous reports, we are seeing a slight positive trend in reported reading aloud, up 1% from 55% in 2019 and 49% in 2018. Again, it's unclear how COVID-19 is impacting this result.



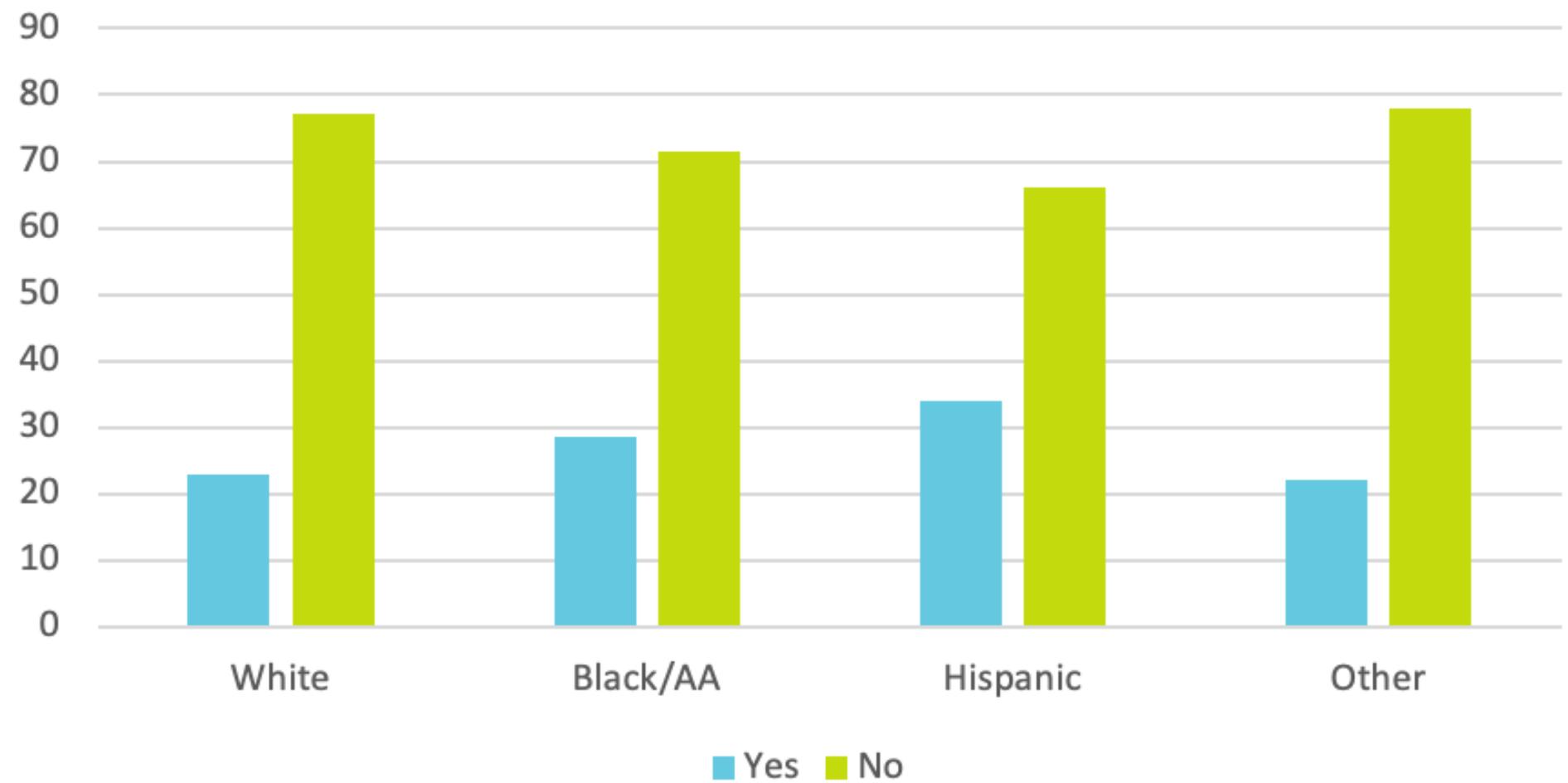
# BookSpring Awareness by Age



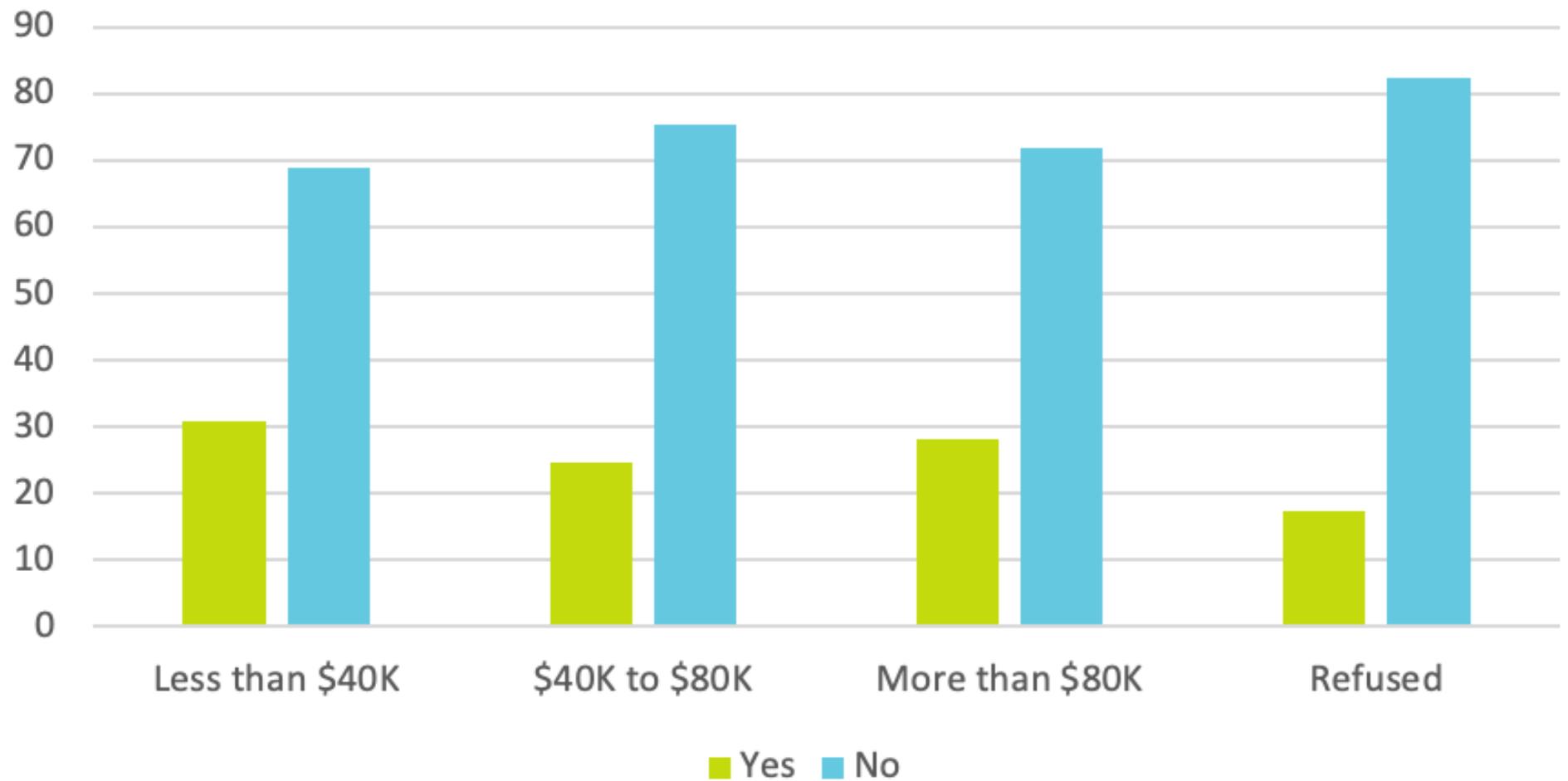
# BookSpring Awareness by Gender



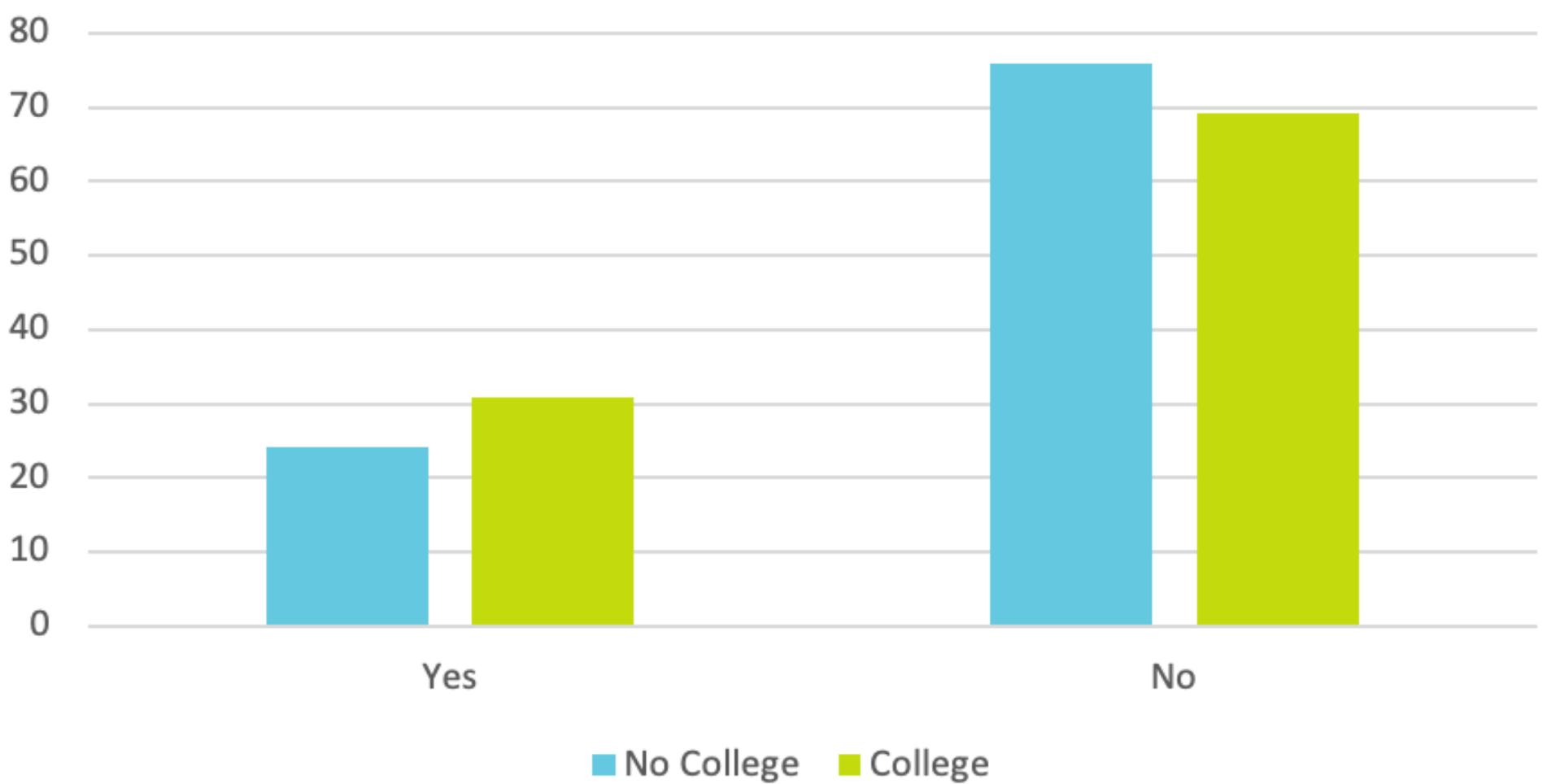
# BookSpring Awareness by Race



# BookSpring Awareness by Income



# BookSpring Awareness by Education



# SUMMARY OF AWARENESS OF BOOKSPRING

Overall, 27% of respondents said that they had heard of BookSpring, which is up from 15% in 2019 and 2018.

Men were slightly more likely to have heard of BookSpring than women, and Hispanic and Black/African American caregivers were more likely than White or Others to have heard of the organization. Households with incomes like than \$40K were slightly more likely to have heard of BookSpring than those over \$80K. BookSpring appears to be better known to the people served than with the general public.

The individual program names Books for Me and Readwell were not significantly known to the community, and our former association with Reach Out and Read and Reading is Fundamental were the least known of the program names offered. This speaks well of BookSpring's efforts to increase public awareness.



# SOME BROAD TAKEAWAYS

While there was a slide in the number of books reported in homes, the difference is within the +/- 4 point margin, and cannot be taken as a notable trend.

Digital devices have become a more central part of children and families reading life, with over 77% reporting children reading on digital devices, up from 67% in 2018.

The public awareness of BookSpring appears to be growing.

For additional information, please see the source data for this and previous years at:

<https://www.bookspring.org/en/central-texas-reading-survey/>



**bookspring**

Launching children into a world of reading

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