

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.



15 minutes / day
of independent reading can =
1 million+
words in a year.²

"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



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



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



"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

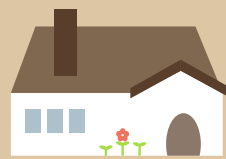
The U.S. Dept. of Education maintains that avid reading promotes:

- ✓ Speech
- ✓ Confidence
- ✓ Memorization

#1 better skills
acquisition



#2 superior
grades



\$\$\$

#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

Browse our books and resources at harpercollinschildrens.com



HarperCollins Children's Books