

Adventures In Reading

Today's Parents Want More Time To Read With Their Kids

(NAPSA)—Many years ago, the German philosopher Karl Kraus (1781-1832) mused, “Where do I find the time for *not* reading so many books?” Today, busy parents might want to borrow a page from Kraus—and find ways to fit important pleasure reading with their families into daily schedules that feel booked solid.

According to a new Gallup survey, conducted on behalf of Hormel® Kid's Kitchen® Microwave Meals, 80 percent of parents of children ages six to 11 read to, or with, their kids at least two or three times per week; in fact, 48 percent of parents report reading to, or with, their children on a daily basis. However, the majority of parents (70 percent) say they'd like to be able to read with their children more than they currently do.

What prevents families from burying their collective noses in books together more often? Contrary to popular perception, it isn't necessarily the contemporary child's fast-paced schedule of school, homework, sports and activities that squeezes pleasure reading out of the picture. According to the survey, 81 percent of parents view their *own* hectic personal schedules as the main barriers to spending time reading with children. Surprisingly, only seven percent of parents identified their children's schedules as the main barrier.

Books Compete with TV and Videogames

Despite the fact that 88 percent of parents surveyed report their child likes to read (and 57 percent rate their child as an “above-average” reader), most parents indicated that their kids spend more time in front of the tube than they do engrossed in tales.

Seventy-five percent of parents estimate that their child spends one to three hours each day watching television or playing videogames; only 27 percent estimate that their child spends one to three hours daily reading for fun. Consequently, 43 percent of parents cite TV and videogames

75%

Percent of parents who say their child spends one to three hours each day watching television or playing video games

27%

Percent of parents who say their child spends one to three hours each day reading for fun



as the main reason their child doesn't read more often for pleasure (25 percent cite activities, such as sports and music lessons; only six percent responded “my child doesn't like to read”).

Kid's Kitchen offers the following tips to help parents find creative ways (and more time) for reading with children:

- **Take books wherever you go.** Keep a supply of books in your car that your child can read while you wait at the doctor's office or stand in line at the store.

- **Tune in to your child.** Rather than listen to the radio while in the car, turn it off and have your child read out loud from his or her favorite book.

- **Make your own chores more fun.** Have your child read aloud to you while you do things around the house, such as washing dishes or folding laundry.

- **Read recipes.** While preparing dinner, have your child read the recipes to you—a fun complement to reading books.

- **Learn together.** When taking a trip or a walk, bring a book about the things you might see along the way (such as bugs or trees) and learn about them together as you go.

- **Be a reader yourself.** Reading is exercise for the mind—and your kids will be more likely to do it if they regularly see *you* enjoying books.

Hormel Kid's Kitchen Microwave Meals are available in 10 varieties. For more information, visit www.hormel.com.