

# Parents Prefer Pages, Survey Finds

Submitted by: Talking Tots

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Talking Tots launches campaign to help parents 'Make the Most of Storytime'

Lytham, 22 October 2013: 70% of parents in the UK who read to their children, still prefer to use books than electronic devices such as Kindles and iPads, according to a survey by Talking Tots, the UK's fastest-growing toddler activity group.

In a survey of 1,500 parents of pre-schoolers, only 5% of parents use a device all of the time, although 24% use occasionally.

"Parents often don't realise how important stories are. Sharing stories with children stimulates their memory, vocabulary, social and emotional skills, giving them a real head start in the classroom," said Lisa Houghton, co-founder of Talking Tots. "A great story is like a rocket engine for your child's imagination – you'll be amazed at the conversations you can have about their favourite characters."

The UK's favourite story is *The Gruffalo*, by Julia Donaldson. The author urges more parents to share their childhood favourites with their own children. She said: "I loved reading bedtime stories with my children, particularly the *Frog and the Toad* stories by Arnold Lobel, which are ideal reading. *Frog and Toad Together* contains a hilarious story about the time Toad makes a list of Things To Do, then refuses to anything at all when the list blows away (he can't chase after it because that wasn't on the list). It's full of witty, inventive ideas for stories; I wish I was like that!"

To help parents make the most of every storytime, Talking Tots has put together a guide for parents with advice on reading to your children and free downloadable games to help stimulate communication and language skills through story telling. Parents can download the games and guide and enter a competition to win a bundle of story books. For more details, see [www.talkingtots.info](http://www.talkingtots.info)

Key Survey Findings:

- 98% of parents read to their children
- 85% encourage their children to join in by turning pages and making noises
- the most popular places for parents to read with their children are tucked up in bed or snuggled on the sofa
- over half of parents like to join in with the fun and act out the characters
- *The Gruffalo*, by Julia Donaldson hit the top spot in the most popular story but was closely followed by *The Very Hungry Caterpillar*, by Eric Carle
- Enid Blyton and Roald Dahl remain firm favourites

About the Survey:

Talking Tots surveyed 1,500 parents of pre-school children in August and September 2013. Full details by age and region are available on request.

Tracey Park and Lisa Houghton are available for interview and can comment on the survey findings as well as providing advice to parents on what makes great story times for toddlers at various stages of development. PHOTOGRAPHY IS ALSO AVAILABLE ON REQUEST.

#### About Talking Tots

Talking Tots is the UK's fastest growing pre-school activity franchise, operating in locations throughout the UK and with more classes launching every month. The company was launched by Tracey Park and Lisa Houghton, paediatric speech and language experts.

Recent government research found that up to 50% of children starting primary school do not have the communication skills needed to learn effectively. Common problems include children not speaking clearly in sentences, struggling to follow directions, and being unable to take turns with other children.

To find a local Talking Tots class, please visit [www.talkingtots.info](http://www.talkingtots.info) or contact Talking Tots on 01253 735 355. For press enquiries, case studies and photography, please contact the Talking Tots press office on [press@talkingtots.info](mailto:press@talkingtots.info)

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