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MOST IRISH MUMS READ TO THEIR KIDS BEFORE THEY ARE ONE YEAR OLD

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Most Irish Mums (65%) begin reading to their child before he or she is a year old and over a quarter (26%) start reading to their child from birth, according to a Kellogg's Rice Krispies survey released today. 21% of Mums wait until their child is over one year to read them a bedtime story, while 10% wait until they are older than two. 4% of Mums don't read to their child until he or she is older than three years. The survey was released to coincide with the launch of the Kellogg's Rice Krispies Storytime promotion which offers parents the chance to collect 6 free children's books penned by Irish writers and published by O'Brien press. Books can be collected from Hughes & Hughes book stores nationwide.

According to the survey 58% of Irish Mums read bedtime stories to their kids because they enjoy it; 42% do so to improve their children's language skills and 37% to help stimulate their imagination. Mums whose parents read to them as a child are more likely to read to their own children with 53% of them reading to their kids every night and 24% reading to them most nights.

Most Irish mums (71%) read a bedtime story to their kids nearly every night. Almost one third (28%) of Mums read to their kids every night, 30% do so most nights and 13% read to their kids every other night. Only 5% of Mums said that they never read to their children.

Speaking at the launch of the Kellogg's Rice Krispies Storytime promotion RTE presenter Ryan Tubridy said: "I have always thought that books are a passport to other worlds and they're perfect to help grow children's brains - just add words - so the campaign by Kellogg's Rice Krispies makes perfect sense and will hopefully take children away from the screens to a page for a few minutes."

21% of Mums who admit not reading to their children say that their hectic schedule limits the time they have to spend reading bedtime stories while 54% of those surveyed say that age is the reason, believing their child to be either too young (25%) or too old (29%) for bedtime stories.

The survey reveals that Irish Mums' prefer books that their kids enjoy now to old time classics, with The Gruffalo topping the list of Mums favourite children's books. When it comes to authors however, Mums favour the old school variety with Roald Dahl and Enid Blyton topping the list.

Favourite children's books: Favourite children's author:

1. The Gruffalo, 28% 1. Roald Dahl, 38%
2. Charlie and the Chocolate Factory, 14% 2. Enid Blyton, 24%
3. The Cat in the Hat, 11% 3. Dr. Seuss, 10%
4. The Lion, the Witch and the Wardrobe, 10% 4. Julia Donaldson, 8%
5. Alices's Adventures in Wonderland, 9% 5. Beatrix Potter, 7%

Almost three quarters (74%) of Mums read books by Irish authors to their children. Eoin Colfer author of Artemis Fowl tops the poll of favourite Irish authors followed by:

- o Maeve Binchy
- o Marian Keyes
- o Roddy Doyle
- o Cecelia Ahern

Irish Press Releases

Libraries are also a hit with Irish Mums with 71% saying their kids borrow books from their local library. 15% visit their local library every 2-3 months, 34% at least once a month and just under a tenth (9%) at least once a week. 41% of Mums buy books every month while 58% purchase them for birthdays, Christmas and special occasions.

-Ends-

FOR FURTHER INFORMATION:

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Note to Editor:

500 Irish Mums with at least one child under ten years of age were surveyed by Empathy Research between 21st - 25th January 2010.

About Kellogg's Rice Krispies Storytime:

A selection of six books by Irish authors, published by O'Brien Press suitable for children just starting to read to confident readers, is available through the promotion:

1. Mad Grandad and the Mutant River by Oisín McGann
2. Boo and Bear by Enda Wyley
3. Bertie Rooster by Maddie Stewart
4. Epic by Conor Kostick
5. Hazel Wood Girl by Judy May
6. Granny's Teeth by Brianóg Brady Dawson.

Parents simply collect four tokens from special packs of Rice Krispies and redeem the free children's book of their choice from the list above from their local Hughes & Hughes store. Books can also be redeemed by post if a store is not convenient. There are two tokens on the 600g box and one token on the 450g box.