

June 2019

# Parental Reading and Singing to California's Young Children – Trends, Predictors, and Association with the *Talk.Read.Sing.*® Campaign

## Appendix

Data Table 1.

*Talk.Read.Sing.* Campaign Awareness Among Parents of Children 0-5 Years Old, California Health Interview Survey 2015-2016

	Weighted frequency	Percentage (95% CI)	OR (95% CI)	p-value	AOR (95% CI)	p-value
<b>Overall</b>						
Has seen messages	2,587,970	86.5% (83.2-89.8)				
Has not seen messages	403,496	13.5% (10.2-16.8)				
<b>Parents who read to their child every day</b>						
Has seen messages	1,683,850	65.1% (59.6-70.6)	1.64 (0.96-2.80)	0.07	1.49 (0.91-2.45)	0.11
Has not seen messages	214,625	53.2% (40.8-65.6)	Reference			
<b>Parents who read to their child 3 days or more per week</b>						
Has seen messages	2,339,189	90.4% (87.2-93.5)	2.89* (1.40-5.98)	<0.01	2.60* (1.32-5.14)	<0.01
Has not seen messages	308,674	76.5% (65.1-87.9)	Reference			
<b>Parents who sing to their child every day</b>						
Has seen messages	1,804,355	69.7% (64.8-74.6)	1.35 (0.77-2.37)	0.29	1.24 (0.72-2.12)	0.44
Has not seen messages	254,397	63.0% (51.3-74.8)	Reference			
<b>Parents who sing to their child 3 days or more per week</b>						
Has seen messages	2,373,681	91.7% (88.9-94.6)	2.30* (1.03-5.13)	0.04	2.06 (0.89-4.79)	0.09
Has not seen messages	334,211	82.8% (72.8-92.9)	Reference			

AOR=Adjusted Odds Ratio, CI=Confidence Interval, OR=Odds Ratio

AOR adjusted for race/ethnicity, birthplace, language, and parent education

\* p-value < 0.05

## Appendix

Data Table 2a.

## Trends in Reading Every Day to Children 0-5 Years Old, California Health Interview Survey 2005-2016

Year	Weighted frequency	Percentage	95% CI
2005	1,992,653	62.8%	(60.8-64.8)
2007	1,931,223	60.1%	(58.2-62.1)
2009	2,116,159	65.0%	(62.6-67.4)
2011	2,030,598	64.1%	(60.7-67.5)
2012	1,889,899	62.6%	(58.4-66.8)
2013	1,803,489	60.2%	(55.0-65.4)
2014	1,859,151	62.5%	(55.4-69.5)
2015	1,922,379	64.1%	(57.3-70.8)
2016	1,874,571	62.9%	(54.6-71.1)

CI=Confidence Interval

## Appendix

Data Table 2b.

## Trends in Reading Three or More Days per Week to Children 0-5 Years Old, California Health Interview Survey 2005-2016

Year	Weighted frequency	Percentage	95% CI
2005	2,748,262	86.6%	(85.1-88.1)
2007	2,750,340	85.7%	(83.9-87.4)
2009	2,884,966	88.6%	(86.7-90.5)
2011	2,760,137	87.1%	(84.9-89.3)
2012	2,588,276	85.7%	(82.2-89.2)
2013	2,592,506	86.5%	(82.5-90.5)
2014	2,672,717	89.8%	(86.5-93.1)
2015	2,676,587	89.2%	(84.8-93.6)
2016	2,619,139	87.8%	(83.1-92.5)

CI=Confidence Interval

## Appendix

Data Table 3a. Trends in Singing Every Day to Children 0-5 Years Old, California Health Interview Survey 2005-2016

Year	Weighted frequency	Percentage	95% CI
2005	2,092,255	65.9%	(64.0-67.8)
2007	2,111,867	65.8%	(64.1-67.4)
2009	2,082,941	64.0%	(61.1-66.9)
2011	2,175,676	68.7%	(65.2-72.2)
2012	2,023,189	67.0%	(62.8-71.2)
2013	1,927,303	64.3%	(59.6-69.0)
2014	1,921,492	64.5%	(58.5-70.6)
2015	2,114,097	70.5%	(64.4-76.5)
2016	2,003,408	67.2%	(60.5-73.8)

CI=Confidence Interval

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Data Table 3b. Trends in Singing Three or More Days per Week to Children 0-5 Years Old, California Health Interview Survey 2005-2016

Year	Weighted frequency	Percentage	95% CI
2005	2,733,993	86.1%	(84.6-87.7)
2007	2,830,329	88.2%	(86.8-89.5)
2009	2,813,253	86.4%	(84.4-88.5)
2011	2,814,010	88.8%	(85.9-91.7)
2012	2,681,930	88.8%	(85.7-92.0)
2013	2,693,564	89.9%	(87.5-92.3)
2014	2,608,891	87.6%	(84.4-90.9)
2015	2,709,472	90.3%	(86.0-94.6)
2016	2,706,312	90.7%	(87.0-94.5)

CI=Confidence Interval