



The Power of Reading

## Give your Boys the Power of Reading Some key facts

### Data about boys and reading

- 41% of boys think reading is boring  
*PIRLS (Progress in International Literacy Study) 2006 Report*
- In the 2008 Key Stage 2 SATs, the number of girls achieving Level 4 in English was 85%; the number of boys was just 76% *National Assessment Agency*
- The total resulting costs to the public purse . . . arising from failure to learn to read in the primary years are estimated at £2.05 billion a year  
*The long term costs of literacy difficulties, KPMG Foundation, Dec 2006*
- Research in to boys' and girls' motivation shows that differences appear at a very early age *Teaching and Learning Review, Dec 2006*
- 24% of nine-year-old boys said they did not like reading at home, compared with 18% of girls *Clarkson and Betts, National Foundation for Education Research (NFER) (2008)*
- 45% of girls reported that they read for enjoyment for more than 30 minutes each day compared to 30% of boys (*DFES, Department for Education and Skills, 2007*)

### Oxford University Press can reverse this trend and fill boys with enthusiasm for reading

- OUP is launching a campaign to **Let's Get Boys Reading**. With special events and in-service training for teachers, web resources, and a whole new range of especially developed books and CD-ROMs – **Project X**
- **Project X** is the first reading scheme built from research into what makes boys want to read. Publication: January 2009
- Boys are turning to computer games. **Project X** uses the very things that attract boys to computer games to draw them back into reading:
  - 3D digital artwork
  - contemporary characters
  - exciting action-packed adventures
- **Project X** is based on standards-raising successful teaching strategies developed in many *Raising Boys Achievement* local authorities. (In Essex RBA schools: level 4 attainment rose from 55% to 82% - Girls rose by 16%; Boys by 36)
- Extensively trialled in schools to ensure success in the classroom



For more information please do contact me:  
Sophie Quarterman, Senior Campaign Manager, Education Division, Oxford University Press, Great Clarendon Street, Oxford, OX2 6DP  
Tel: 01865 354962 Fax: 01865 353339 Email: [sophie.quarterman@oup.com](mailto:sophie.quarterman@oup.com)