

The Great British Press – Fit For Kids?



Covers of the Tabloids young children are most likely to see and read



The Sport sold as a newspaper on the bottom shelf accessible to any child ⁸



Sex Ads in The Star, sold in all supermarkets, newsagents & convenience stores

The Facts

- Children actively encouraged to read newspapers by schools and by educational websites such as the BBC ¹ and Scholastics ²
- 37% of 8-9 year olds read newspapers ³
- 41% of 10-11 year old read newspapers ³
- 48% of older children read newspapers ⁴
- 66% of children say 'newspapers are left lying around the house' ⁵
- 70% of children say they have access to a newspaper ⁶
- 50% of boys say that newspapers are their preferred reading material outside of the class room ⁷

¹ BBC <http://www.bbc.co.uk/bitesize/ks2/english/writing/newspapers/read/1/>

² Scholastics <http://www.scholastic.com/parents/blogs/scholastic-parents-raise-reader/5-reasons-to-read-newspaper-your-kids-today-and-every-day>

³ National Foundation for Educational Research <https://www.nfer.ac.uk/publications/RAQ01/RAQ01.pdf> p5

⁴ Literacy Trust http://www.literacytrust.org.uk/assets/0000/0577/Reading_Connects_Survey_2005.pdf p65-66

⁵ National Foundation for Educational Research <https://www.nfer.ac.uk/publications/PRN01/PRN01.pdf> p44

⁶ Literacy Trust http://www.literacytrust.org.uk/assets/0000/0577/Reading_Connects_Survey_2005.pdf p30

⁷ ibid p33 ⁸ The Sport Analysed: www.notbuyingit.org.uk/SundaySport