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## Penguin Research into Reading Habits

18 June 2003

In a recent survey of reading habits carried out by book publisher Penguin, it has emerged that -

### **Those who read more are better in bed...**

- Girls read five times as many books as their boyfriends, but find men who read more attractive than those who don't.
- 78% of people surveyed think people who read a lot are better in bed.
- 83% of men surveyed admit that the toilet is their favourite place to read.
- Almost a quarter of those surveyed admit they prefer to read a good book than have sex.

### **... Are we turning into worse spellers?**

- 88% of job applicants disqualify themselves by the end of the first page of their CV owing to grammatical errors and spelling mistakes
- Children are turning into tabloid spellers. They can't spell Parliament, Europe or mystique but can spell Beckham, Mis-teeq and matrix.

### **Nurses read more than doctors...!**

- Taxi drivers read more than teachers, who in turn, read more than accountants or lawyers.
- Nurses read 5 times more books a year than doctors.
- On average, secretaries read 10 times more books a year than chief executives.

Penguin is launching a new brand advertising campaign on Monday 23 June 2003, which aims to get the nation to **READ MORE**. Scheduled to coincide with prime summer reading promotions on the high street and bookshop support for the BBC's Big Read Top 100 which features forty-five Penguin titles, the campaign will reinforce Penguin's position as the number one brand in books.

The aim of the advertising is to launch a new line or slogan. "Read More" is a call to action - for book lovers and reluctant readers alike, a recommendation, an exhortation or even a rebuke, and it claims reading – its pleasures and its benefits – for Penguin.

Look out for the huge posters in the London Underground and the ads in the national press and help-yourself to the riches of reading this summer.

**If you would like to run a competition for readers/listeners using the information on this press release then please call Sarah Plant on 020 7010 3257.**

**Penguin is offering ten of its top summer selling paperbacks to each publication or programme as prizes.**

**Suggested questions might be:**

**Q: George Orwell has two novels in the BBC's top 100 best loved novels: 1984 and Animal farm. What was his real name?**

**A: Eric Arthur Blair**

**Q: "Your mother will never see you again if you do not marry Mr Collins, and I never will if you do". In which Jane Austen novel does this line appear?**

**A: Pride and Prejudice**

**Q: Which is the best-selling book of all time?**

**A: The Bible**

**For further literary quizzes check out the classics trivia page at <http://uk.penguinclassics.com>**

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