

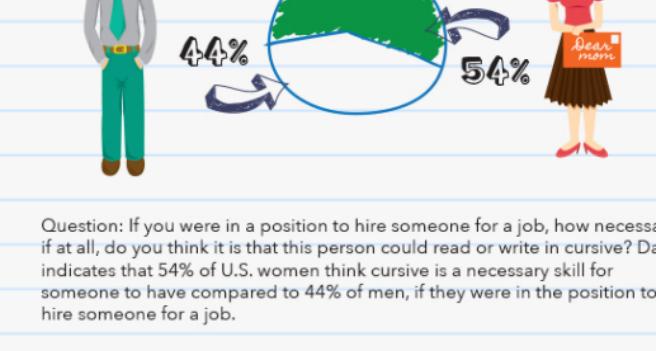
And So It Is Written

NEARLY 9 OUT OF 10 AMERICANS BELIEVE
Cursive HANDWRITING IS A NECESSARY SKILL



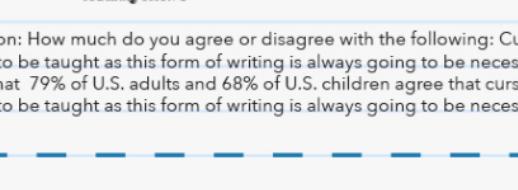
Question: For which of the following reasons, if any, do you think practicing to read and write in cursive is necessary? Data indicates that only 11% responded that they do not think it's necessary to practice reading and writing in cursive, leaving 89% of Americans age 8 & over believing that it is necessary to practice reading and writing in cursive for various reasons.

70% of U.S. adults believe that all workers should know *Cursive*



7 out of 10

U.S. women in a position to hire are more likely to deem *Cursive* a necessary skill for a job candidate



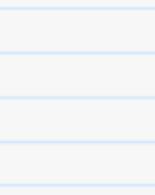
Question: If you were in a position to hire someone for a job, how necessary, if at all, do you think it is that this person could read or write in cursive? Data indicates that 54% of U.S. women think cursive is a necessary skill for someone to have compared to 44% of men, if they were in the position to hire someone for a job.

Even Though 45 out of 50 States No Longer Teach *Cursive* in Schools, Most Americans Still Think It Should Be Taught

Where Cursive Is Taught and Where It Isn't*

Nearly 8 out of 10 U.S. adults and almost 7 out of 10 kids think cursive should still be taught

7 out of 10



Question: How much do you agree or disagree with the following: Cursive writing still needs to be taught as this form of writing is always going to be necessary. Data indicates that 79% of U.S. adults and 68% of U.S. children agree that cursive writing still needs to be taught as this form of writing is always going to be necessary.

What Americans Think About Adults Who Don't Know *Cursive*

They never learned it in school

56%

52%

adults

kids

They're less literate than adults who are cursive fluent

30%

25%

They're probably from a younger generation

42%

18%

They're probably more computer savvy

27%

22%

They're not smart

7%

10%

Question: Which of the following, if any, describe what you think about adults who do not know how to read/write in cursive? Data represents thoughts about adults who cannot read/write in cursive.

Source: USA Gold pencils/Harris Interactive® survey comprised of 1,000 online adults conducted June 13-26, 2013 and QuickQuery® online omnibus conducted June 13-17, 2013.

Full methodology available in MEGA Brands America press release dated 8/6/13, available in the MEGA Brands Press Room at www.megabrandsonline.com/en/press-releases.

* Source for Common Core Adoption by U.S. States: www.corestandards.org/in-the-states