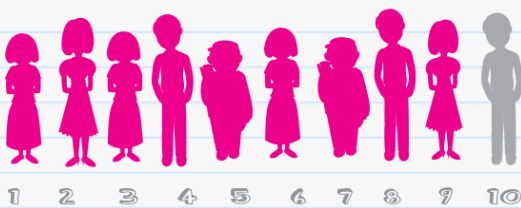


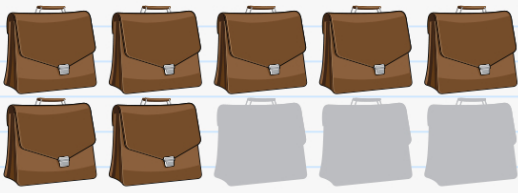
## And So It Is Written

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



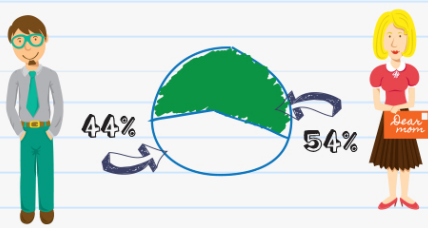
Question: For which of the following reasons, if any, do you think practicing to read and write in cursive is necessary? Data indicates that only 11% responded that they do not think it's necessary to practice reading and writing in cursive, leaving 89% of Americans age 8 & over believing that it is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

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



Question: How much do you agree or disagree with the following statement: Cursive writing is a skill that all workers, no matter their occupation, should know? Data indicates that 70% of U.S. adults and 64% of U.S. kids agree that all workers, no matter their occupation, should know cursive.

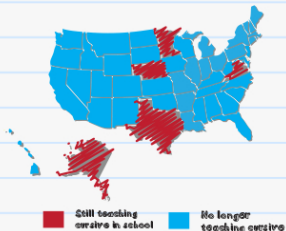
U.S. women in a position to hire are more likely to deem *Cursive* a necessary skill for a job candidate



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



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

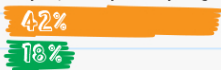
They never learned it in school



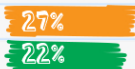
They're less literate than adults who are cursive fluent



They're probably from a younger generation



They're probably more computer savvy



They're not smart



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

Source: USA Gold pencils/Harris Interactive® survey comprised of YouthQuery online omnibus 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.megabrand.com/en/press-releases](http://www.megabrand.com/en/press-releases).

\* Source for Common Core Adoption by U.S. States: [www.corestandards.org/in-the-states](http://www.corestandards.org/in-the-states)