

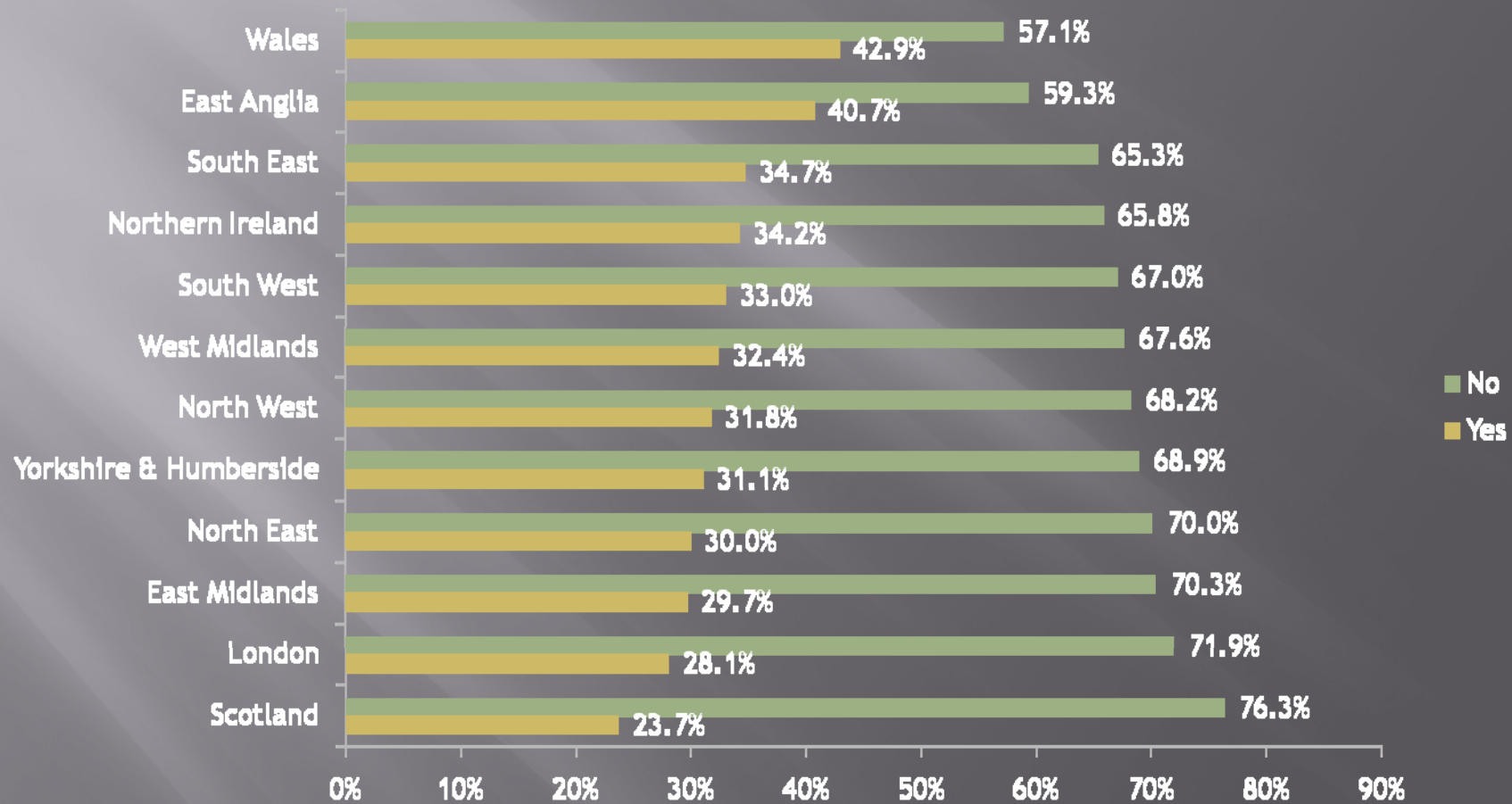
# Spelling Survey UK May 2008



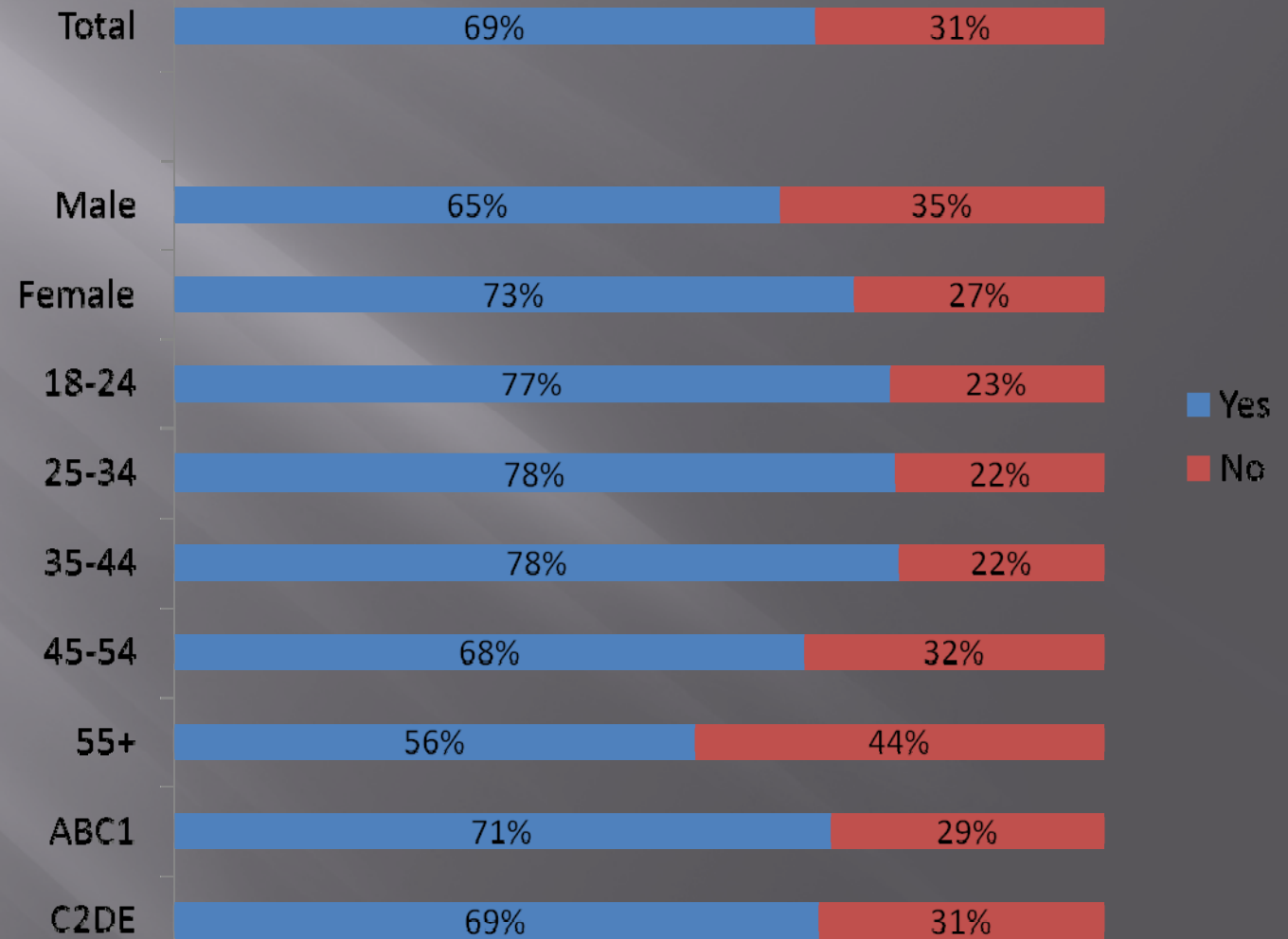
# To Celebrate their 100<sup>th</sup> birthday, the Spelling Society commissioned research to ascertain the current state of spelling in the UK

- The differing results regionally showed a marked ability in spelling across the nation with the North East and North West underperforming in the top five consistently in each test
- **The results show that although only 1 in 3 people initially believed they had a problem spelling, the results proved that over half the population are unable to spell common words like 'embarrassed'**
- 69% of Britons would support updating of the current system.
- **76% of Britons believe that spelling is worse now than it was ten years ago**
- 1 in 3 people aren't confident enough to write an application form without spell-check,

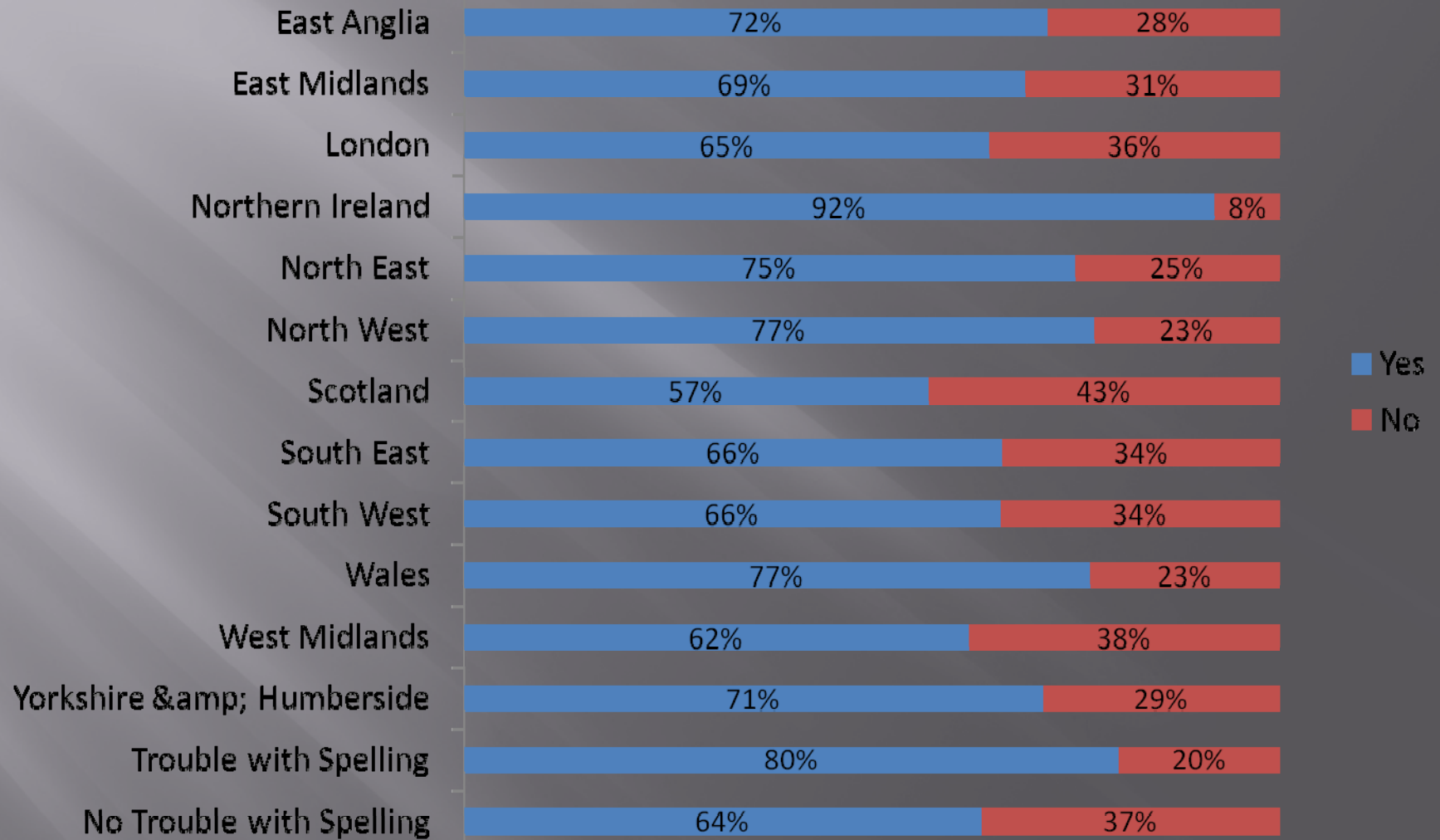
Q. Do you or members of your family have trouble with spelling?



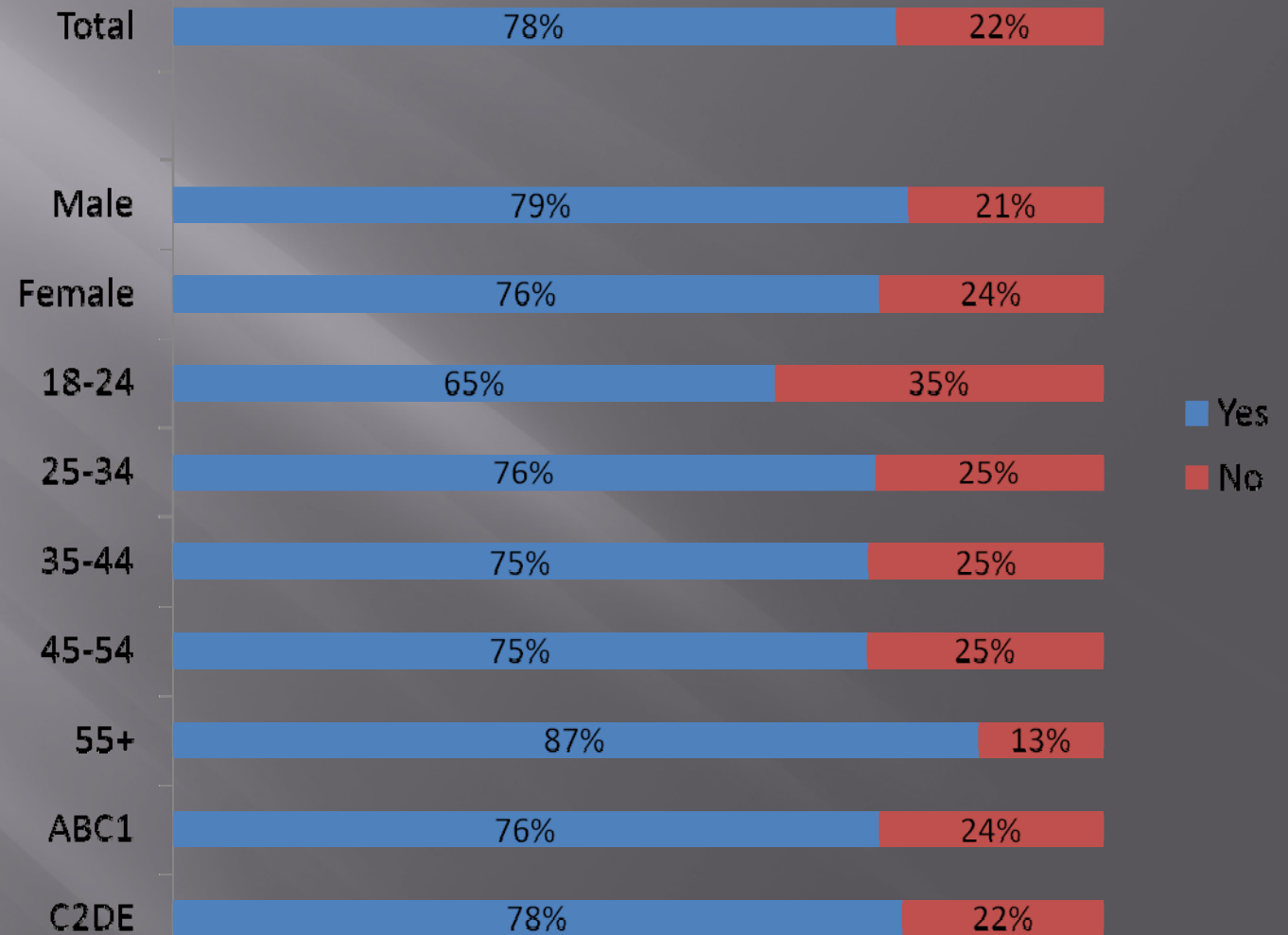
## Q2. Would you support updating one hundred or so words in the English spelling system?



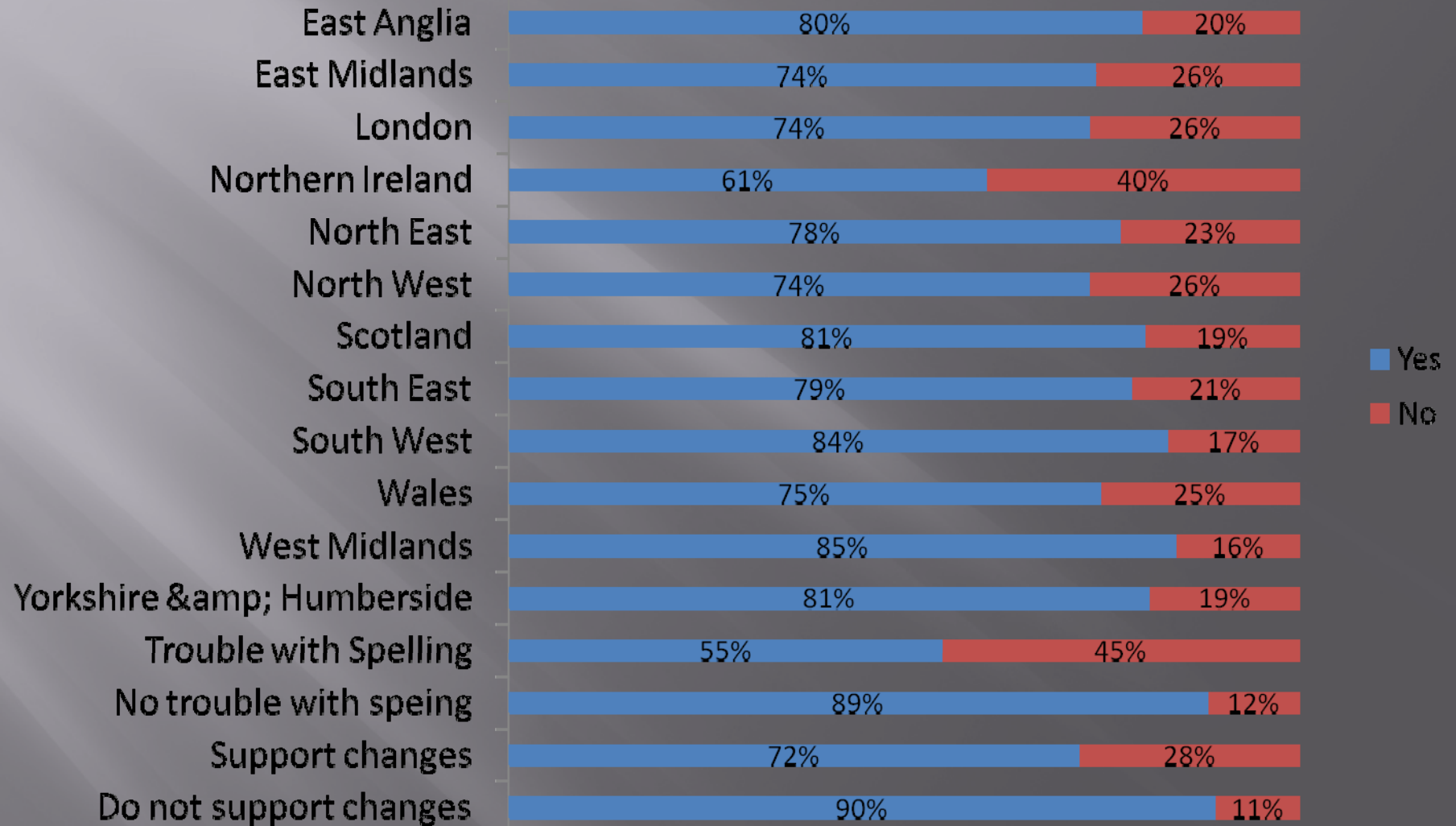
## Q2. Would you support updating one hundred or so words in the English spelling system?



Q3- Are you confident enough to write a job application or write an important letter without the help of spell check or a dictionary



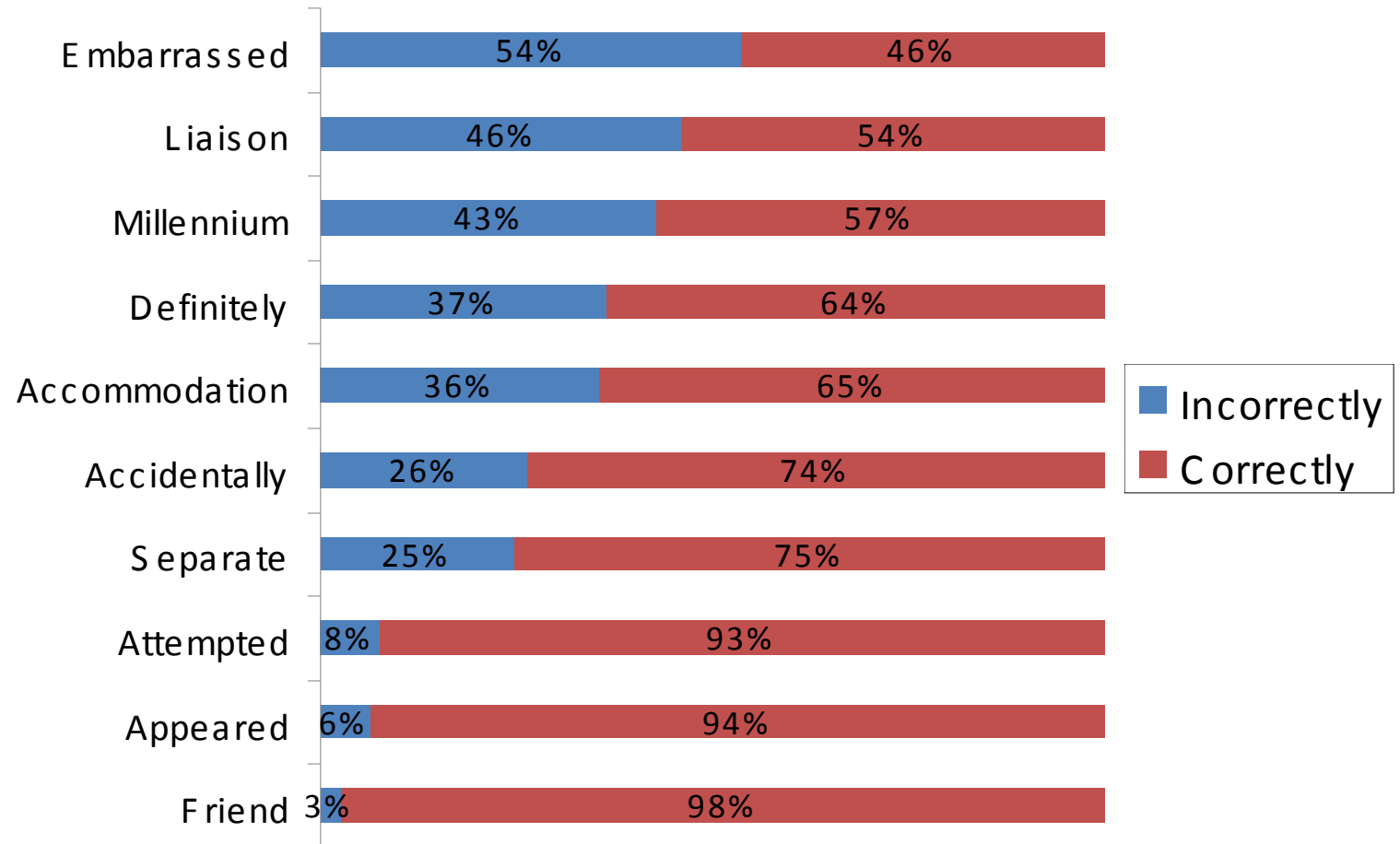
Q3- Are you confident enough to write a job application or write an important letter without the help of spell check or a dictionary



# Word Spelling

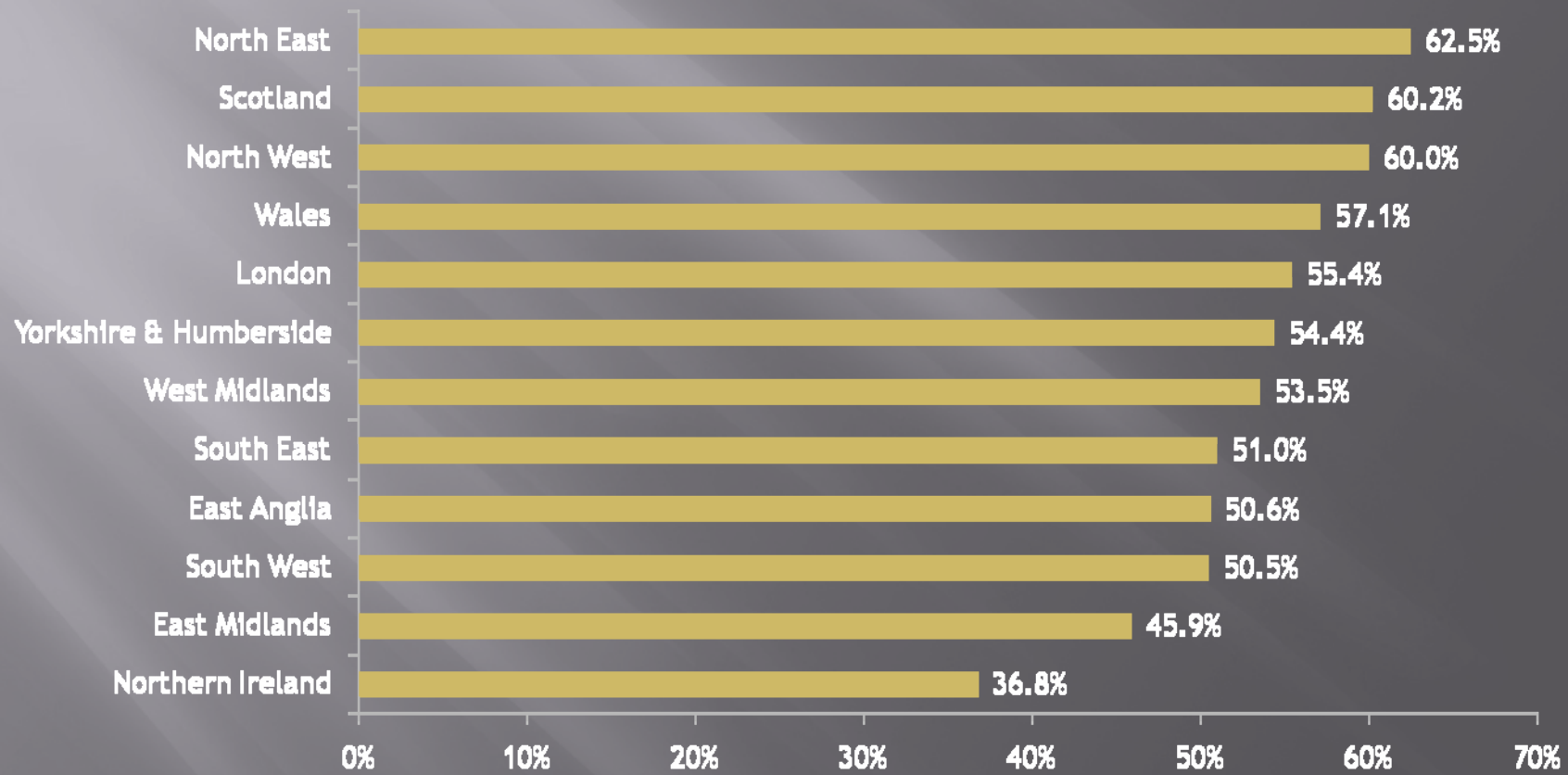
The spelling test:  
Scores: Regionally

Q4. The percentage of people that spelt the word incorrectly and correctly.



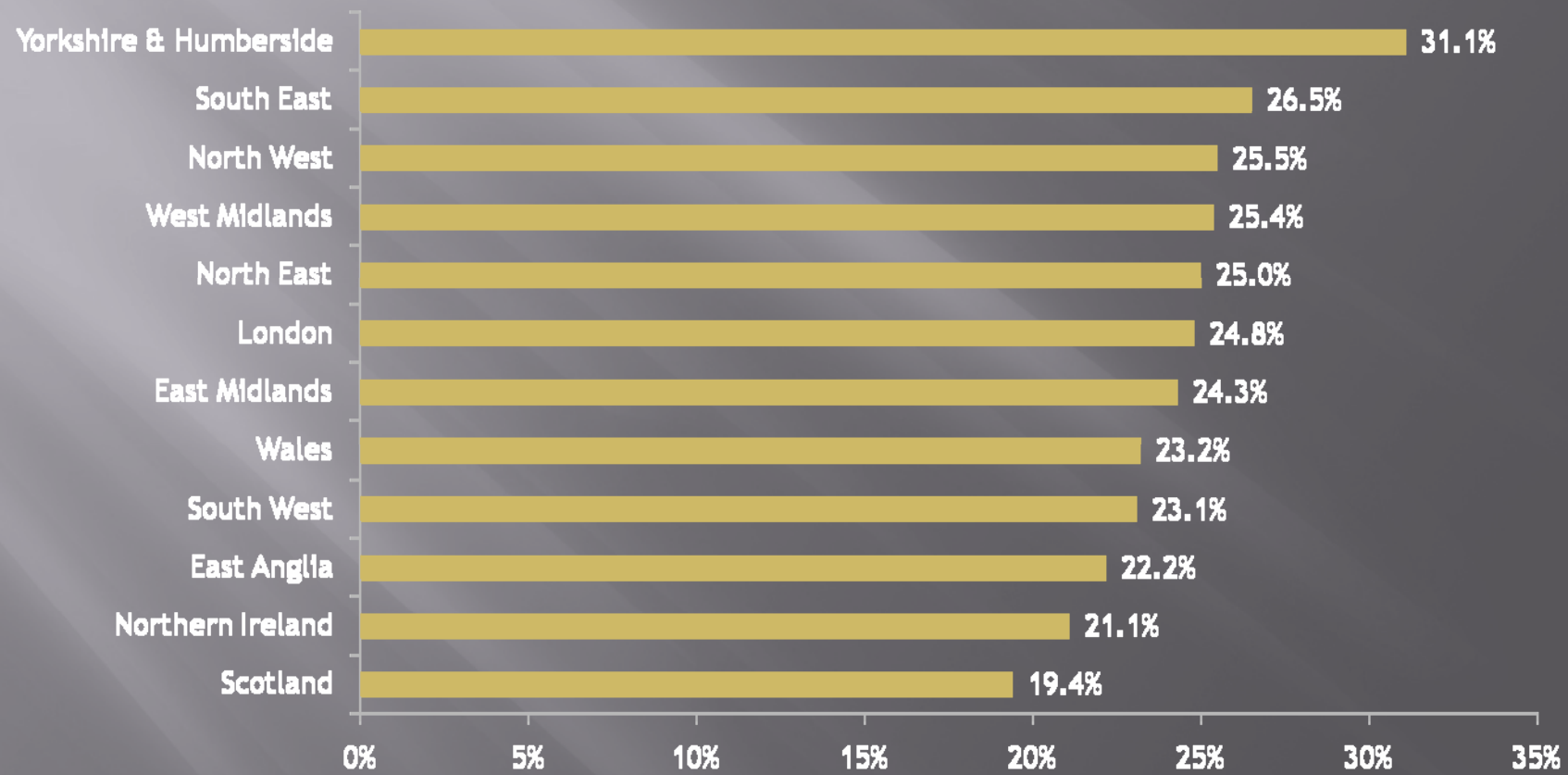
% Scoring Incorrect

### Embarrassed



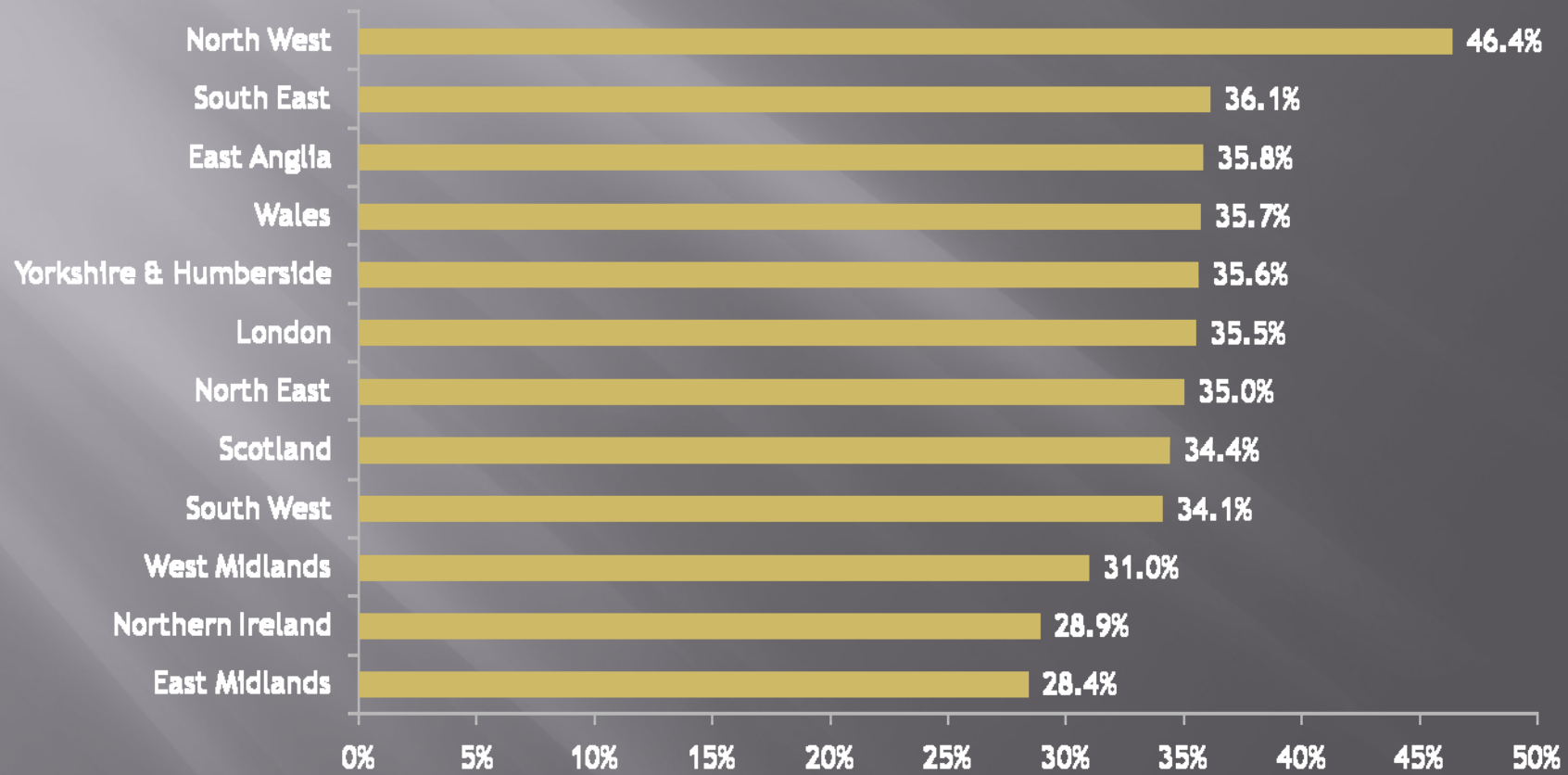
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**Separate**



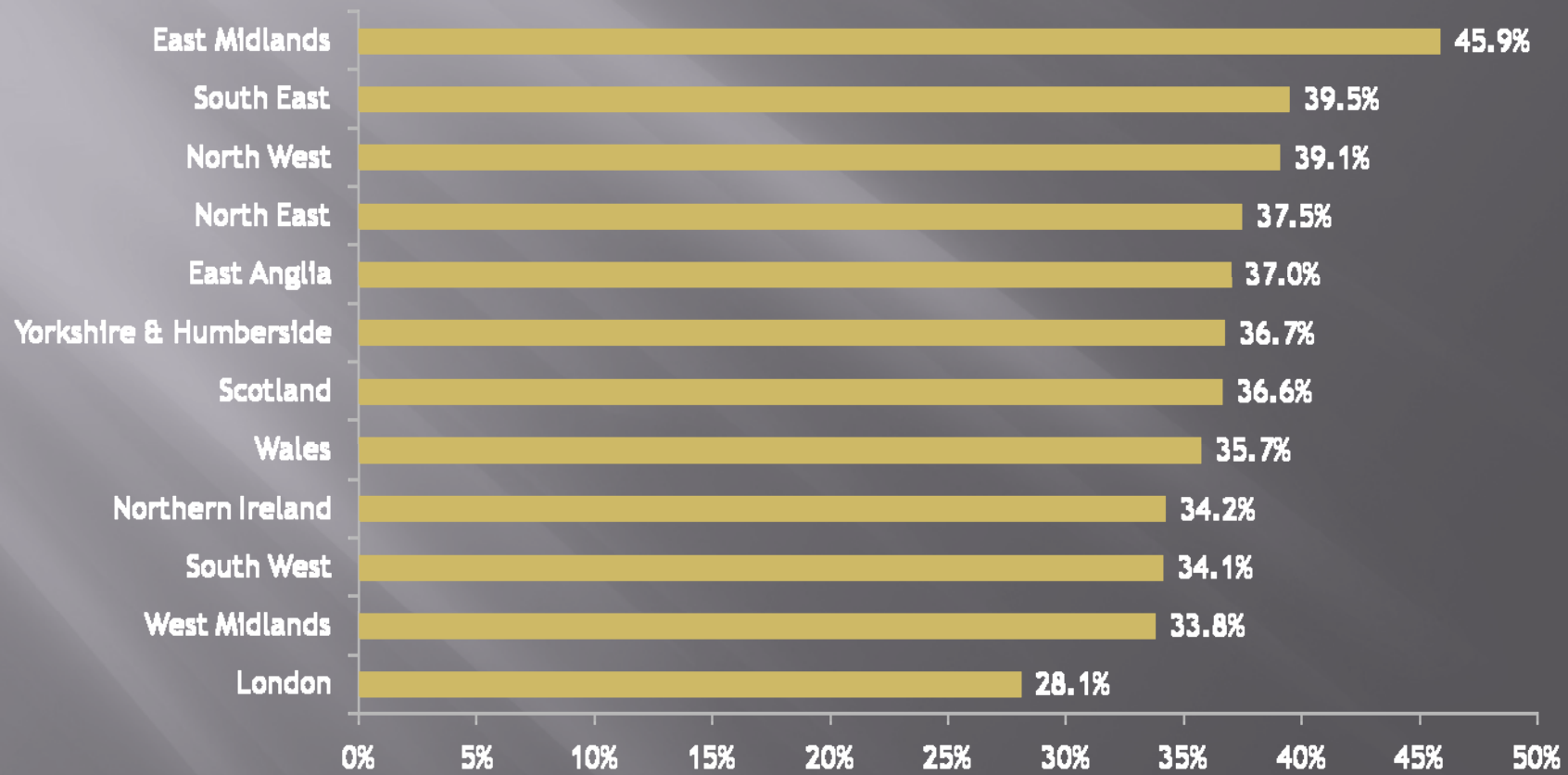
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### Accommodation



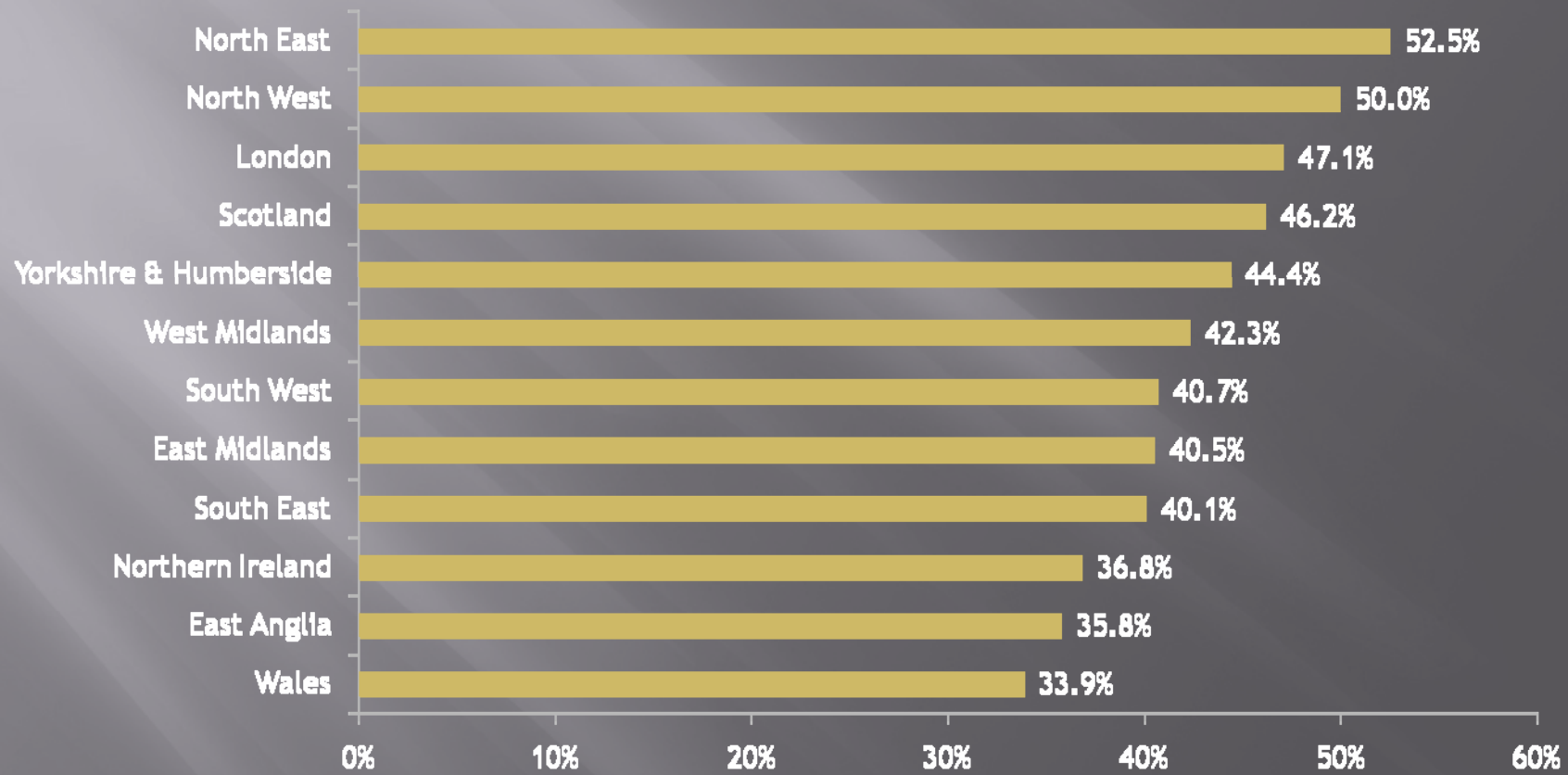
## % Scoring Incorrect

### Definitely



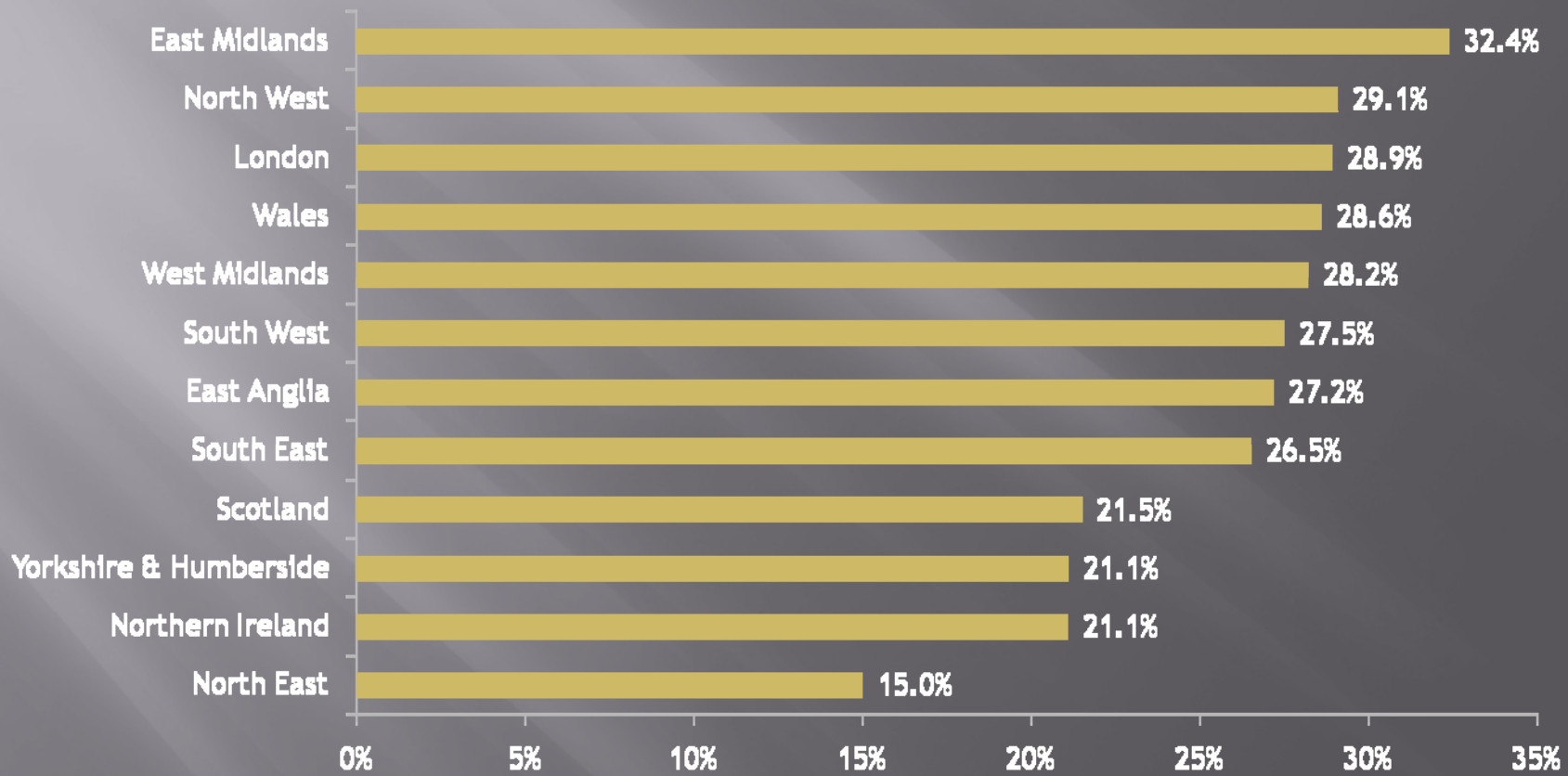
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### Millennium



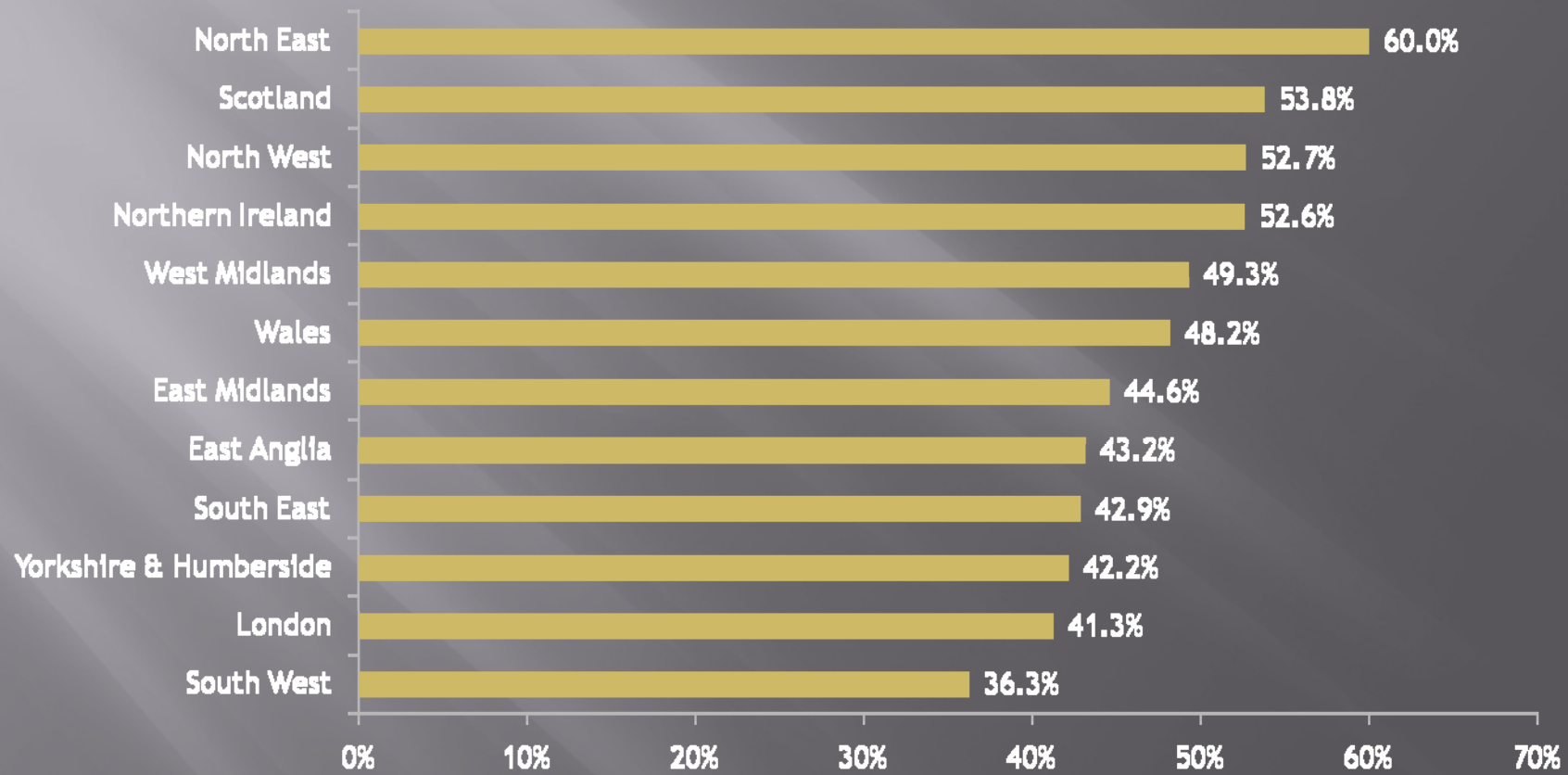
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**Accidentally**



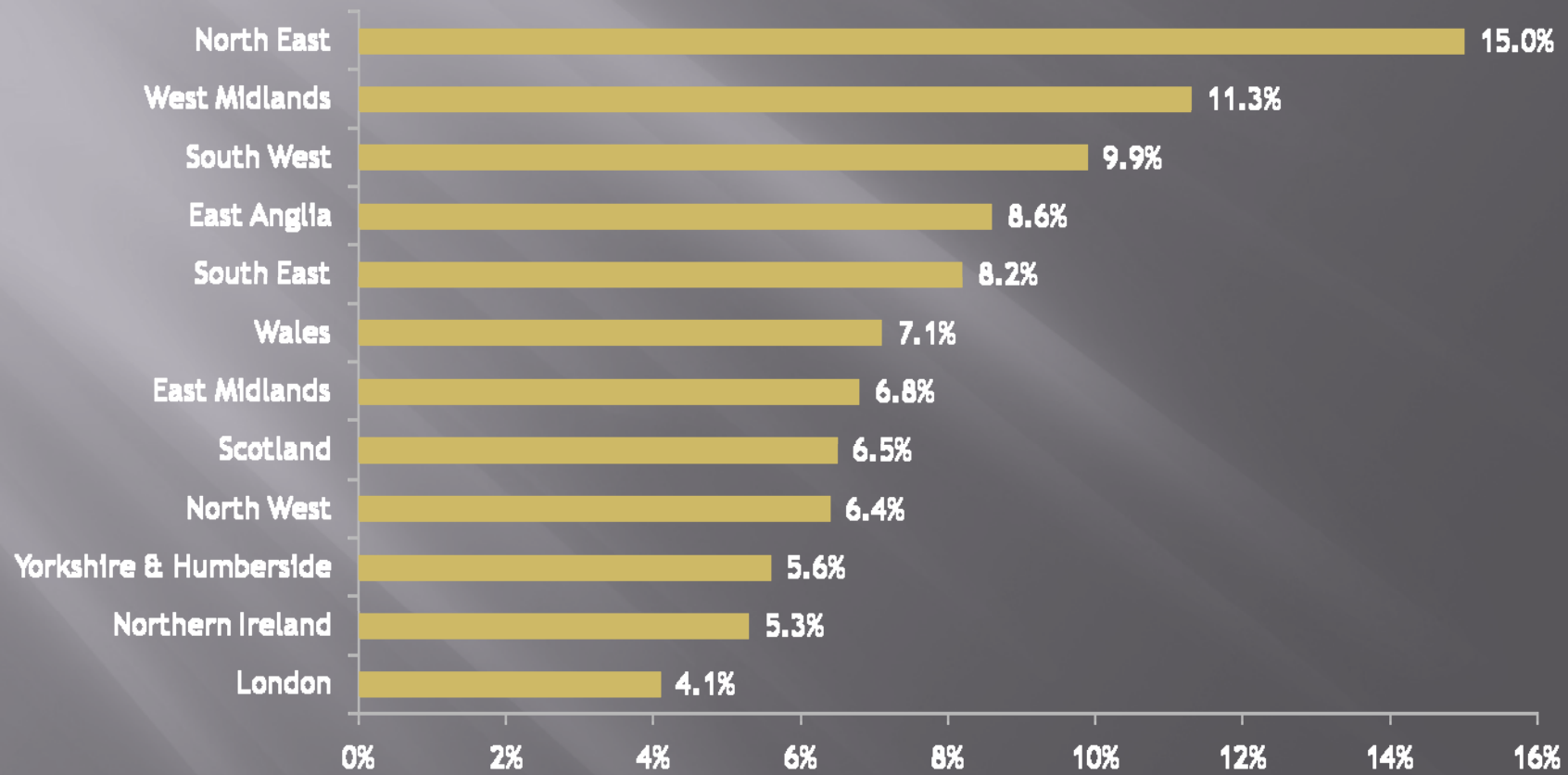
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### Liaison



## % Scoring Incorrect

### Attempted



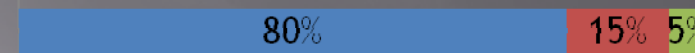
# Responsibility

# Level of Agreement: Attitude Statements

The level of spelling among children aged 5-15 is worse than it was 10 years ago



The level of spelling among adults is worse than it was 10 years ago



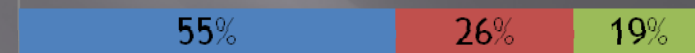
To be able to spell well requires memory rather than logic



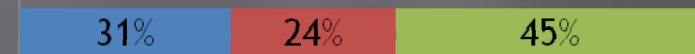
Bad spelling on a job application form is unacceptable



High quality spelling is as much a matter of discipline than education



It's right that your level of intelligence should be judged on your ability to spell



My level of spelling makes me nervous when I'm filling out job applications



■ Agree  
■ Indifferent  
■ Disagree

*The level of spelling among children aged 5-15 is worse than it was 10 years ago*

	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
	76%	79%	74%	61%	71%	74%	82%	84%

*The level of spelling among adults is worse than it was 10 years ago*

	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
	80%	81%	79%	75%	78%	75%	82%	86%

*To be able to spell well requires memory rather than logic*

	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
	63%	63%	64%	55%	56%	65%	64%	69%

*Bad spelling on a job application form is unacceptable*

	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
	86%	86%	86%	84%	84%	89%	88%	87%

*High quality spelling is as much a matter of discipline than education*

	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
	55%	59%	50%	47%	49%	57%	55%	59%

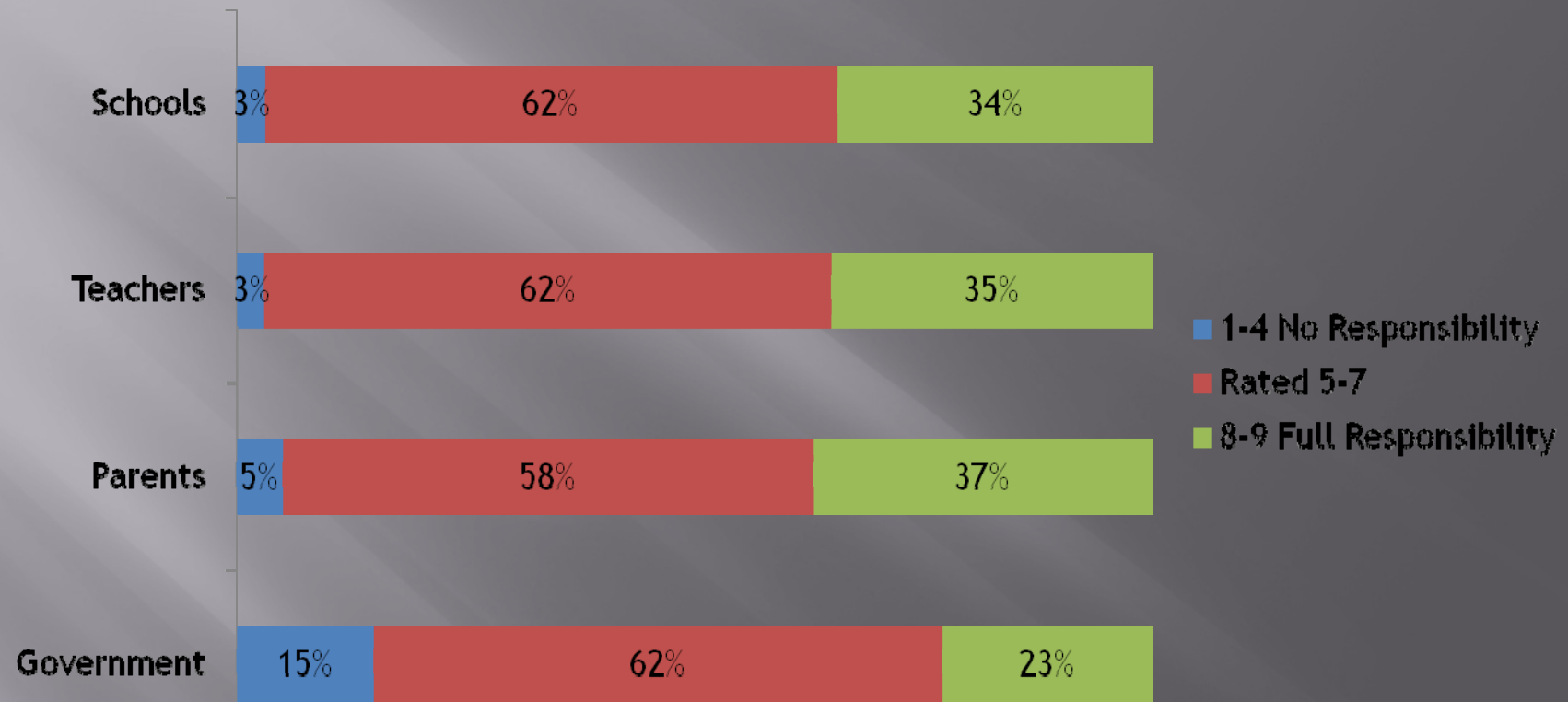
*It's right that your level of intelligence should be judged on your ability to spell*

	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
	31%	35%	26%	28%	31%	29%	28%	35%

*My level of spelling makes me nervous when I'm filling out job application forms*

	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
	20%	21%	19%	25%	19%	26%	24%	14%

# Body Holding Responsibility for Spelling Improvement



# DATA ANALYSIS

The UK Survey was undertaken by ICD Research/ID Factor during the month of April 2008. 1000 UK adults were questioned.

For further information contact:

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