



Spelling Bee Minus USA Spelling Survey Jan 2009

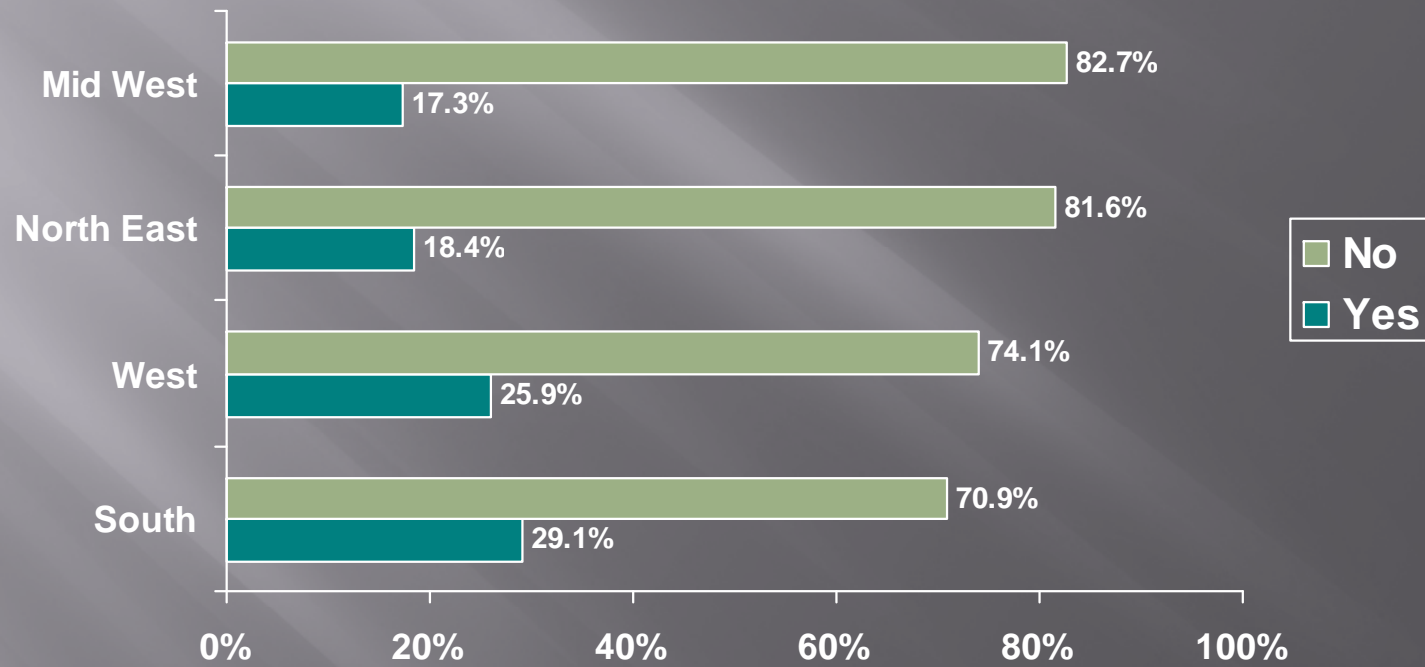
Ipsos MORI



In January 2009, The Spelling Society commissioned research by IPSOS MORI to ascertain the current state of spelling in the USA

- The results showed that although only 1 in 4 people initially believed they had a problem spelling, the results proved that over half the population are unable to spell common words like 'embarrassed'
- **40% of US citizens would support updating of the current system.**
- 63% of US citizens believe that adult spelling is worse now than it was ten years ago
- **60% believe that spelling requires memory rather than logic**
- Men performed consistently worse than women in the spelling test of ten everyday words

SP01: Do you or any member of your family have trouble spelling?



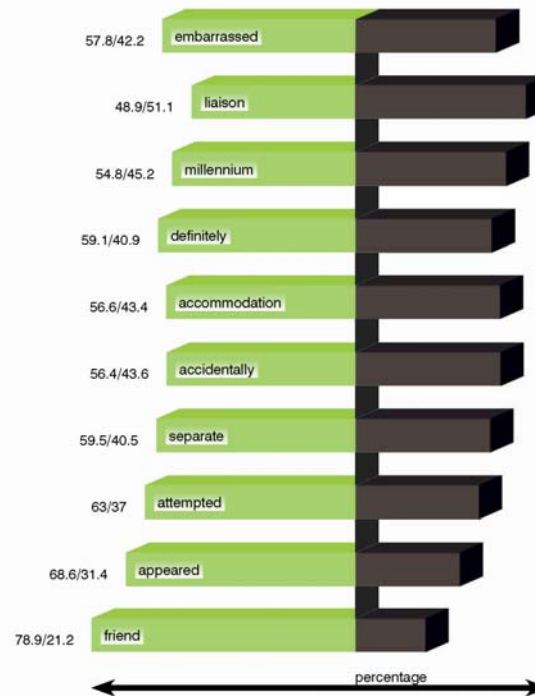
Word Spelling

The spelling test:
with regional breakdowns

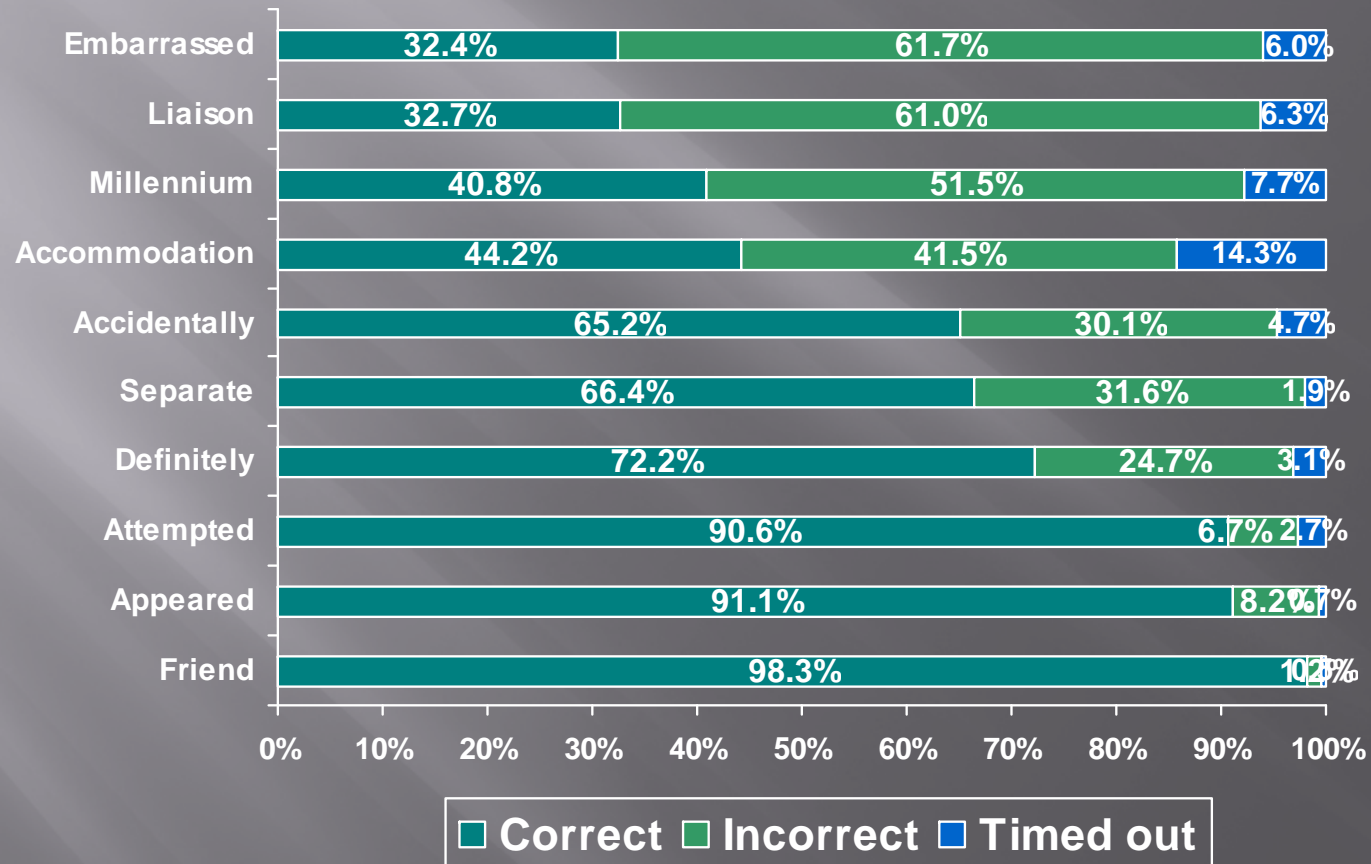
Men versus women

4. Percentage of incorrect answers by gender:

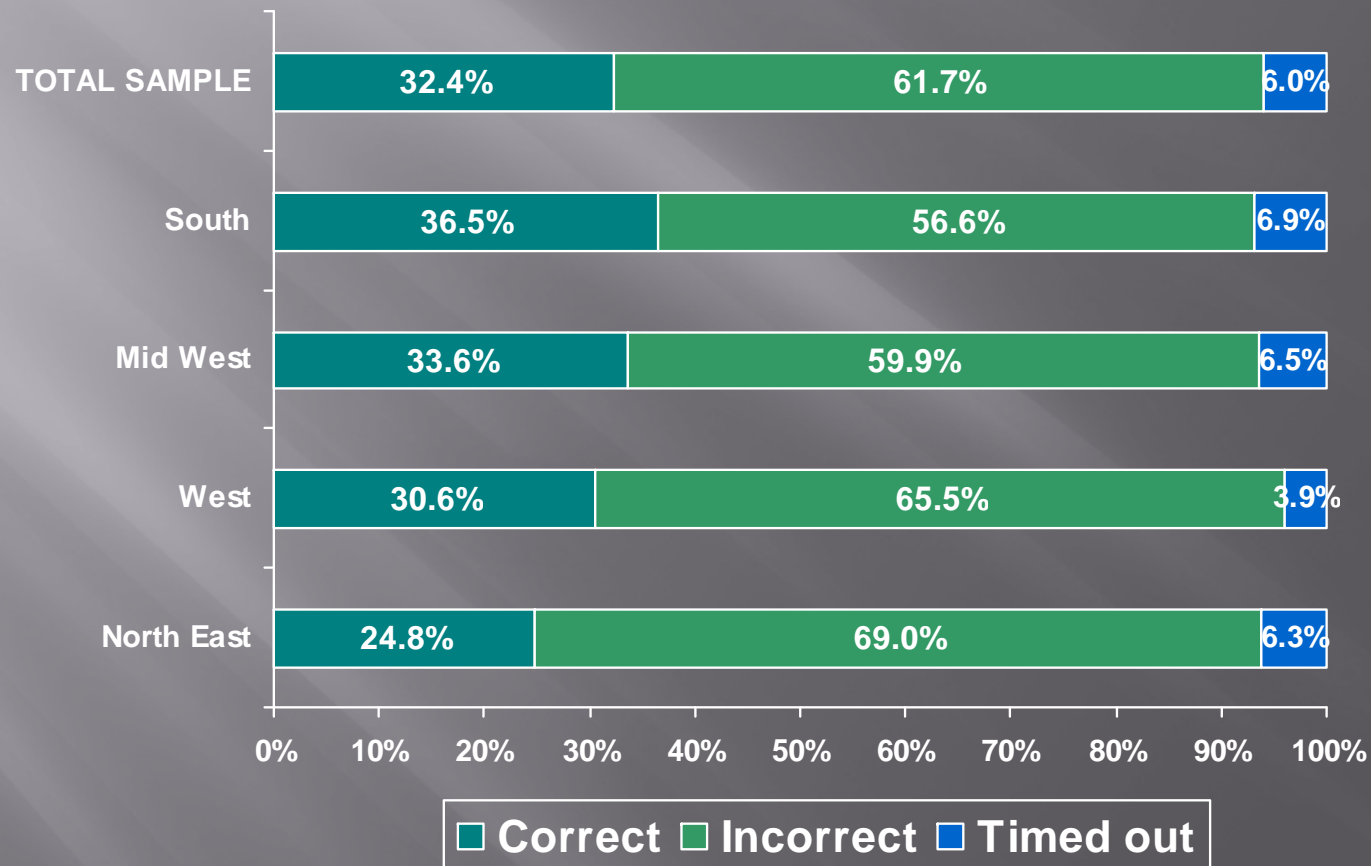
■ men
■ women



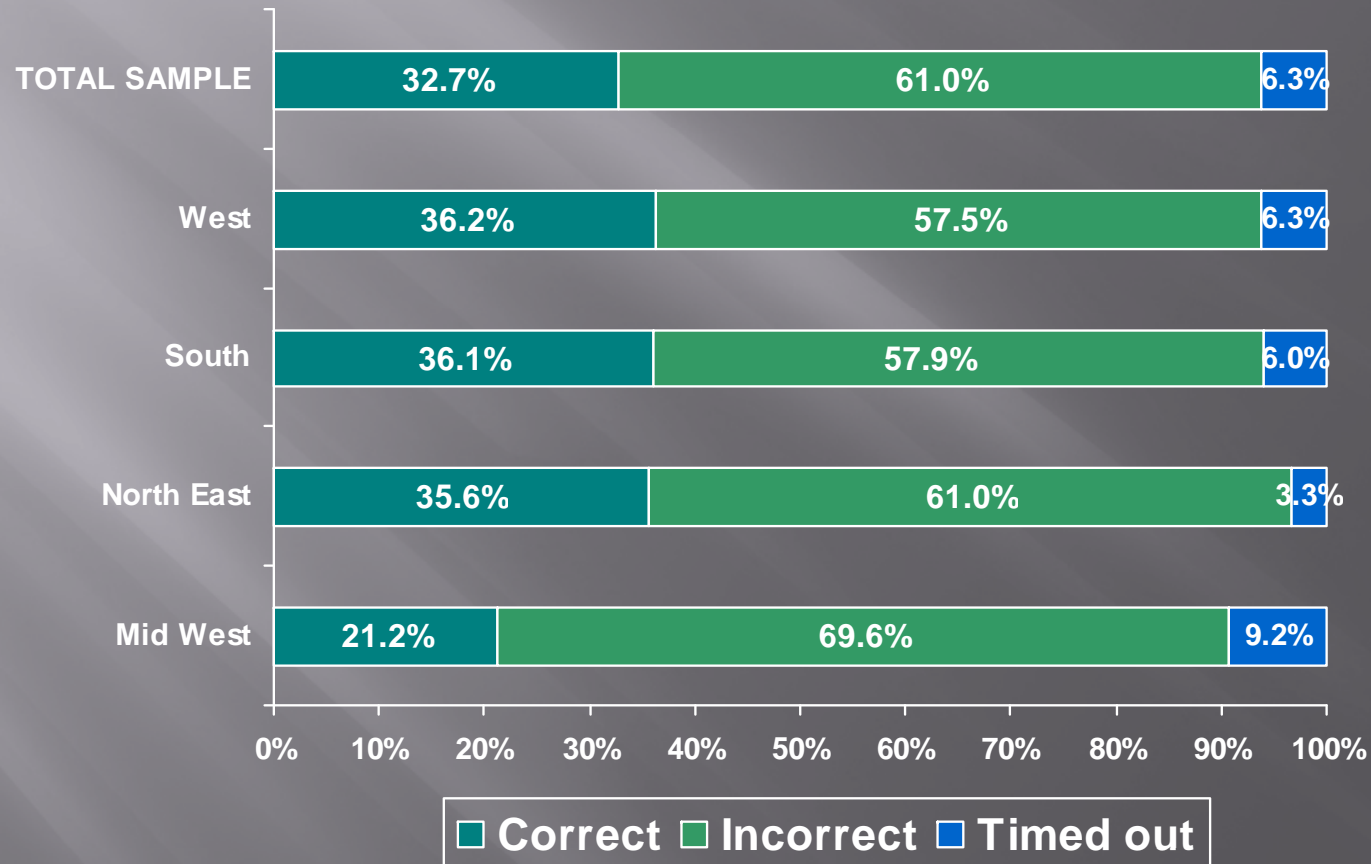
SP03: Percentage of people that spelt the word correctly vs. incorrectly



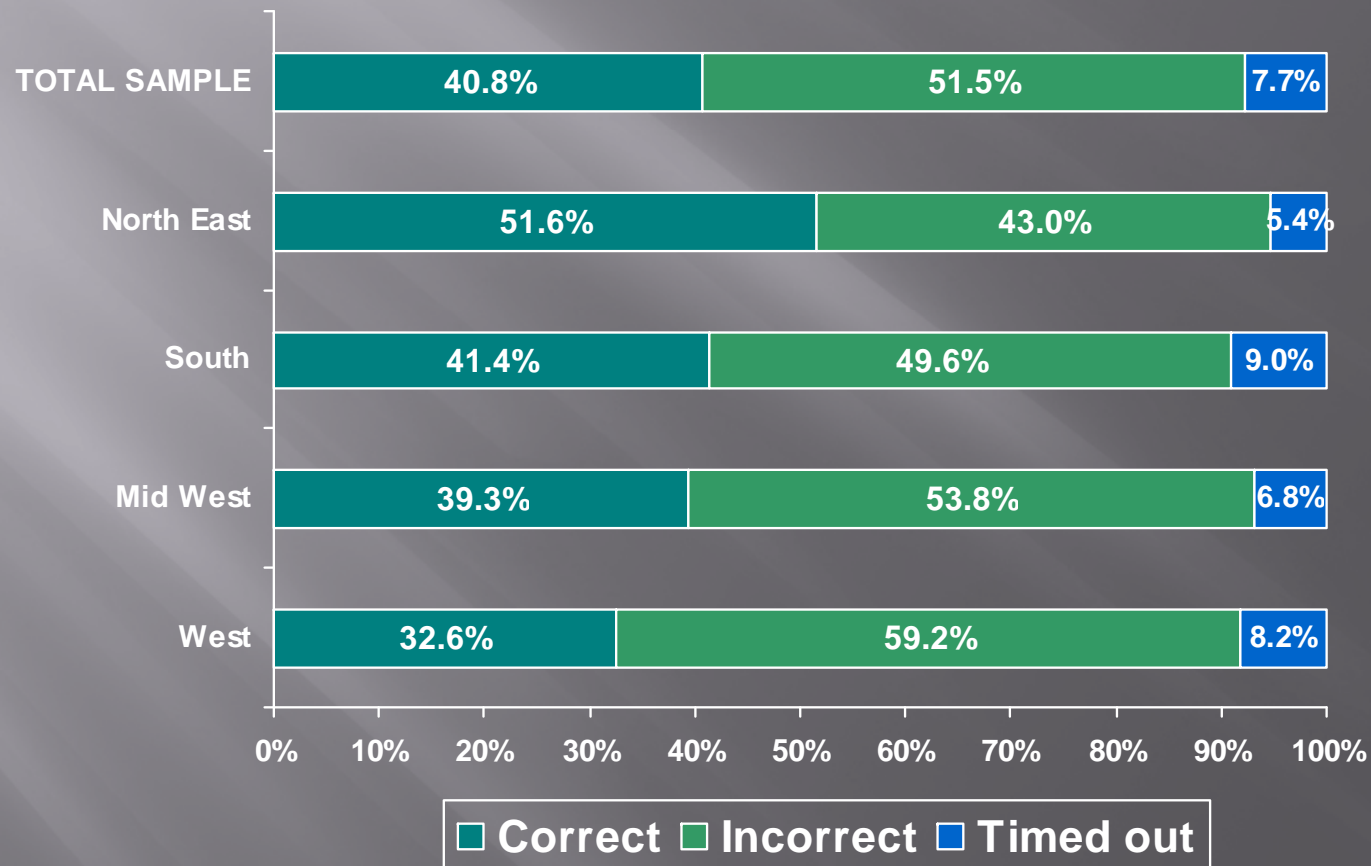
SP03_01: Percentage of people that spelt the word correctly vs. incorrectly - Embarrassed



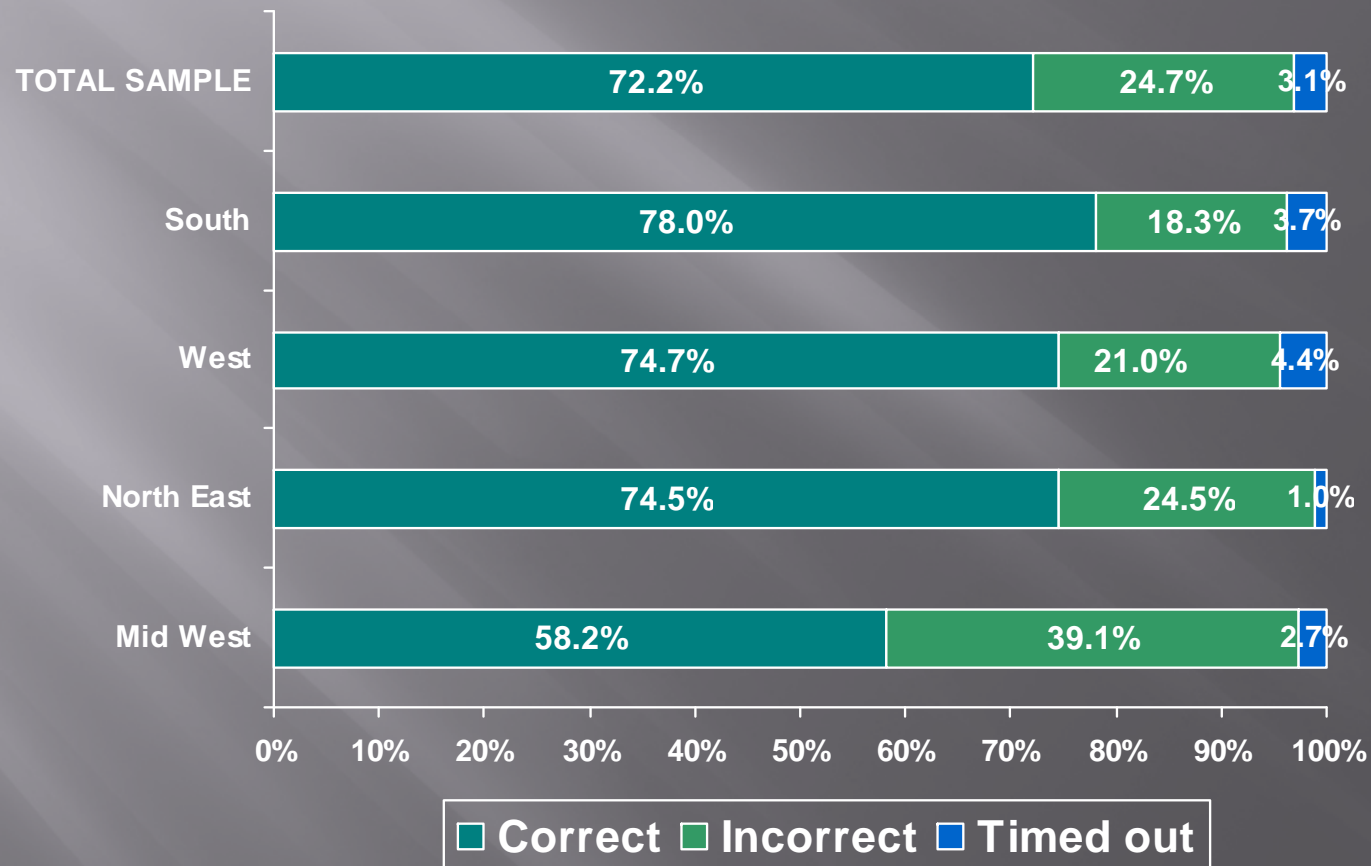
SP03_02: Percentage of people that spelt the word correctly vs. incorrectly - Liaison



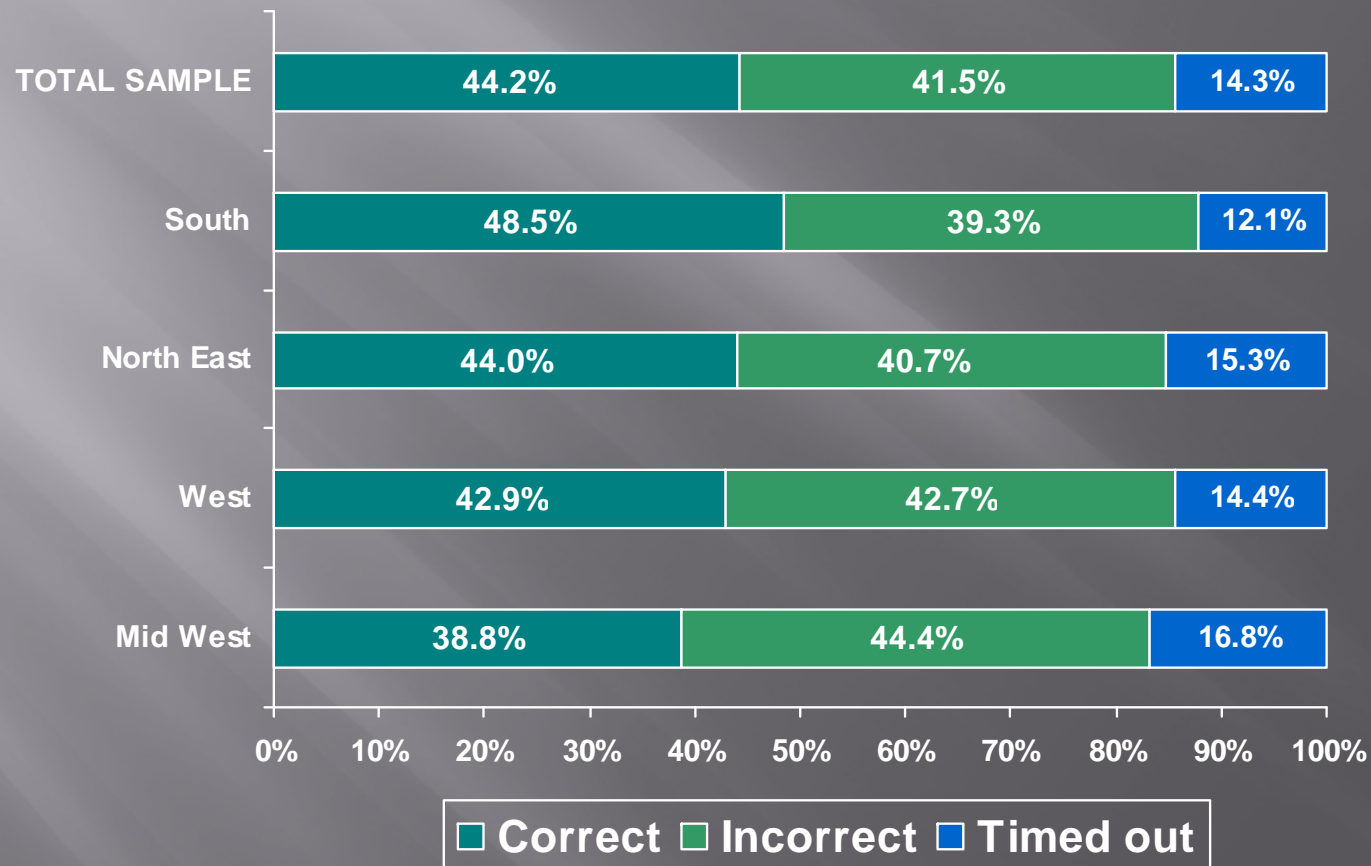
SP03_03: Percentage of people that spelt the word correctly vs. incorrectly - Millennium



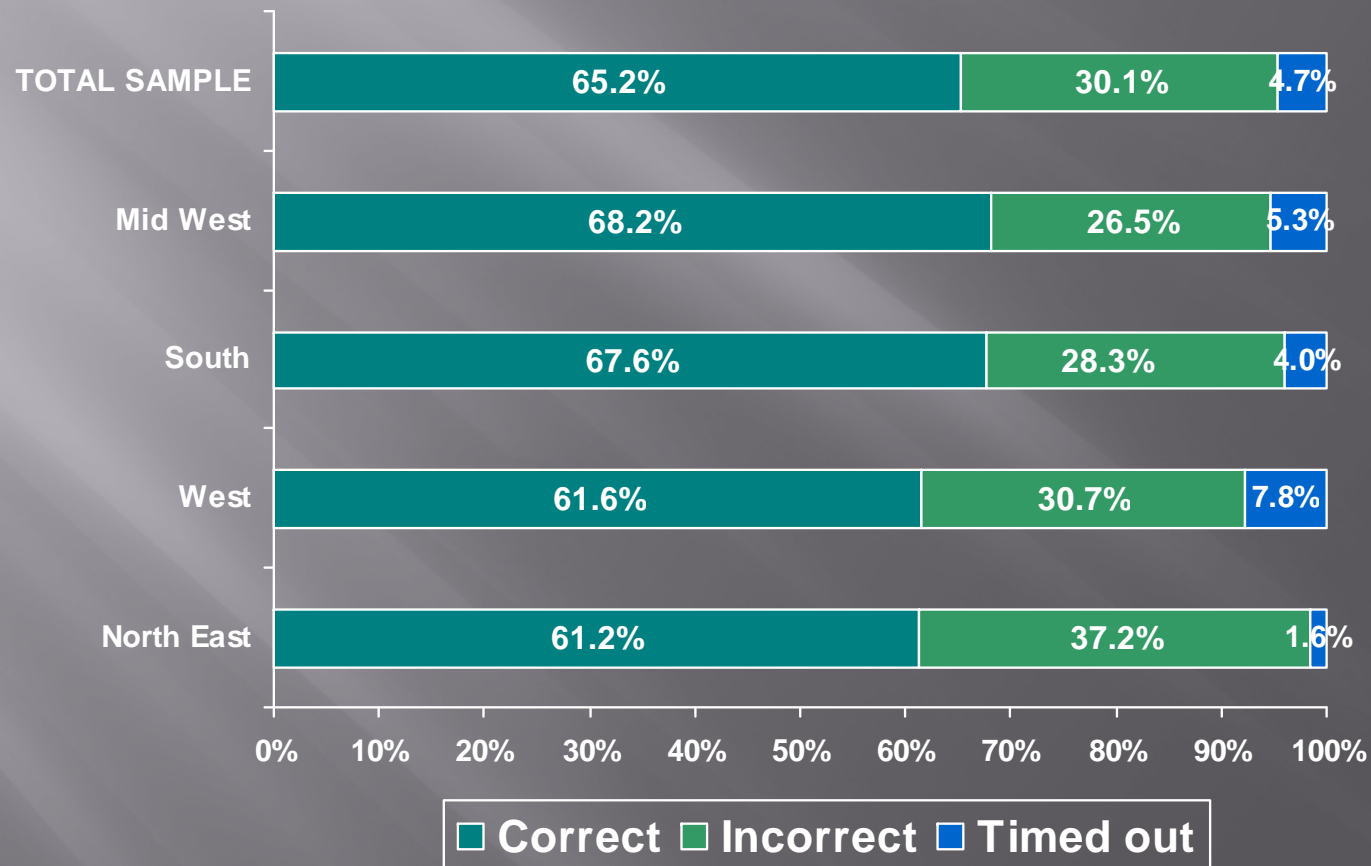
SP03_04: Percentage of people that spelt the word correctly vs. incorrectly - Definitely



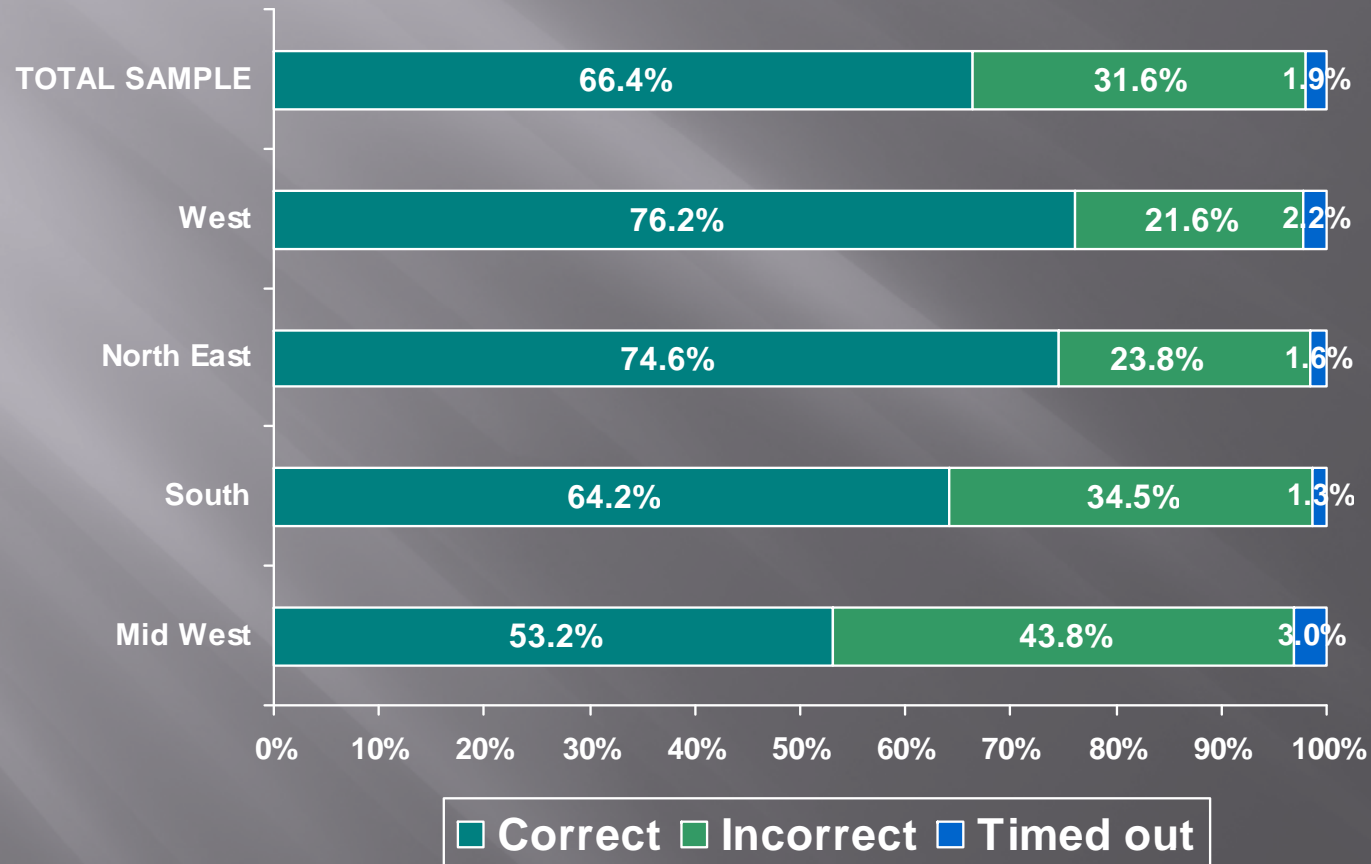
SP03_05: Percentage of people that spelt the word correctly vs. incorrectly - Accommodation



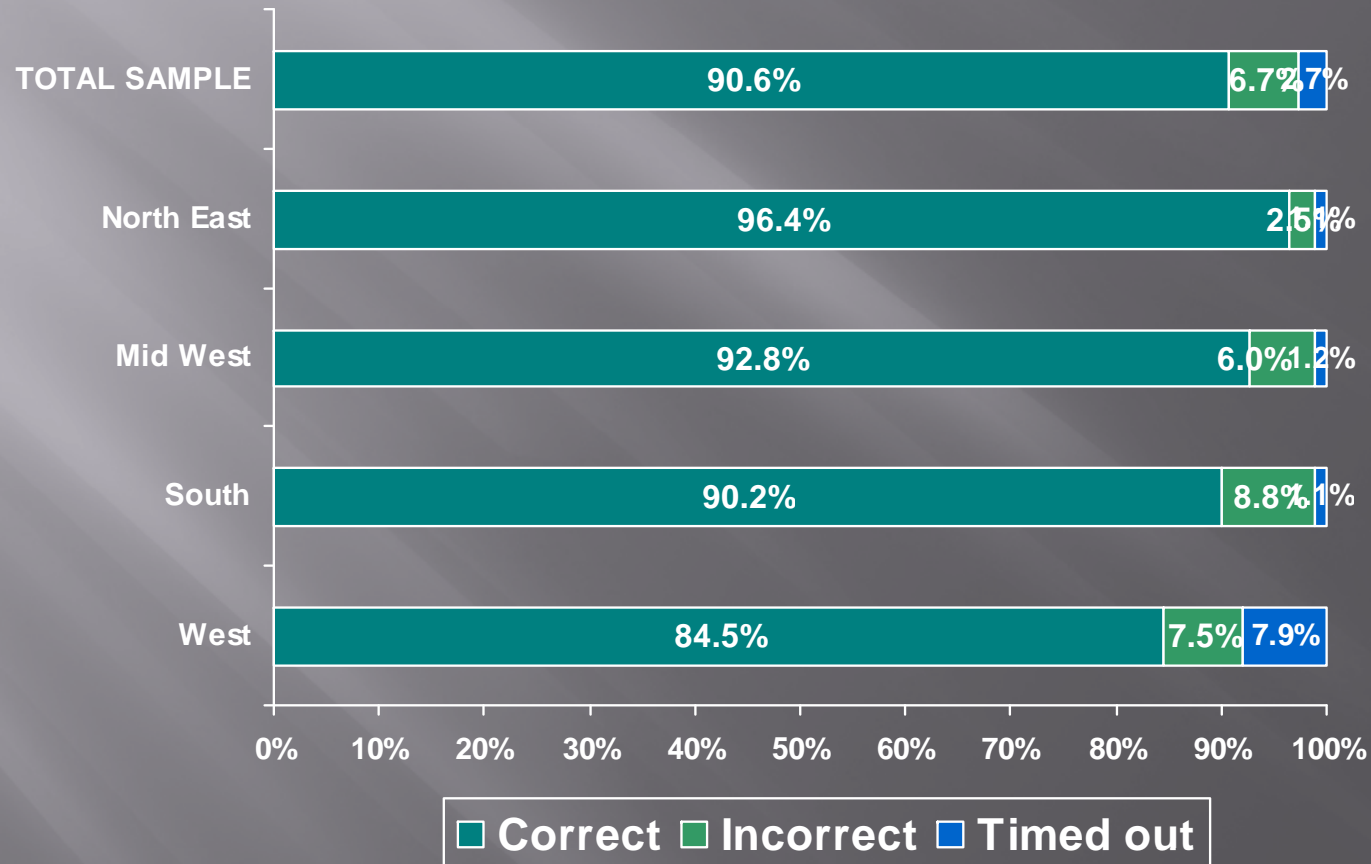
SP03_06: Percentage of people that spelt the word correctly vs. incorrectly - Accidentally



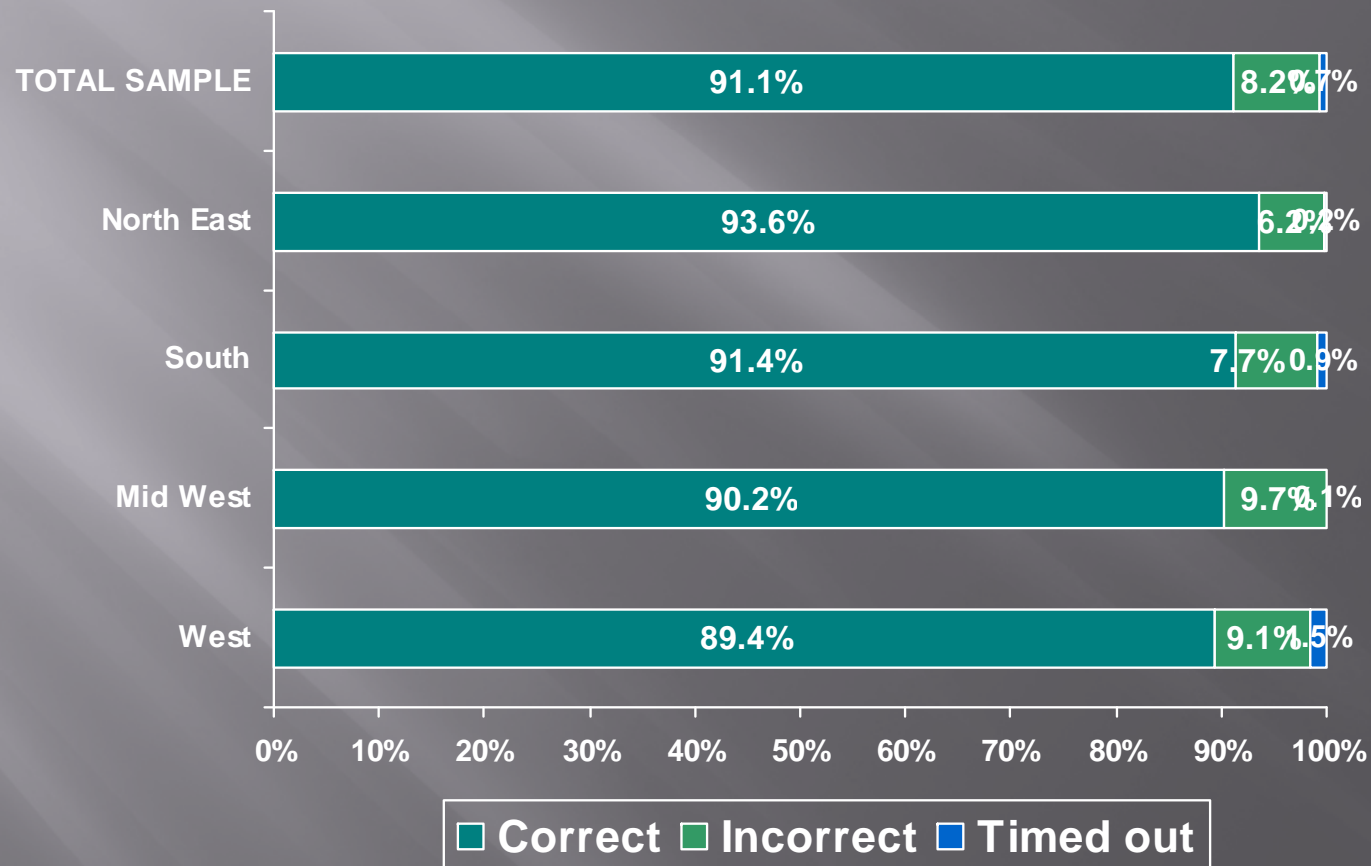
SP03_07: Percentage of people that spelt the word correctly vs. incorrectly -Separate



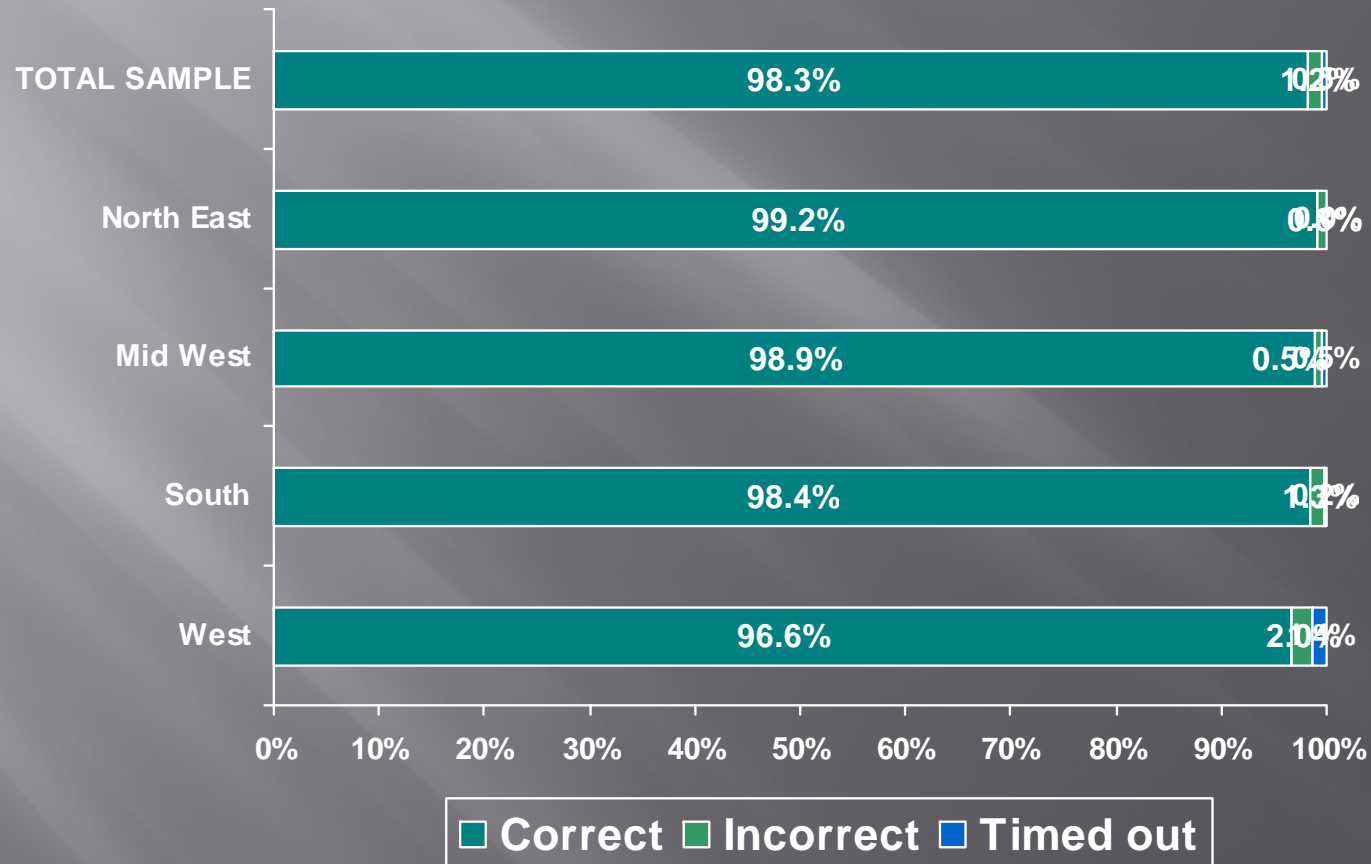
SP03_08: Percentage of people that spelt the word correctly vs. incorrectly - Attempted



SP03_09: Percentage of people that spelt the word correctly vs. incorrectly - Appeared

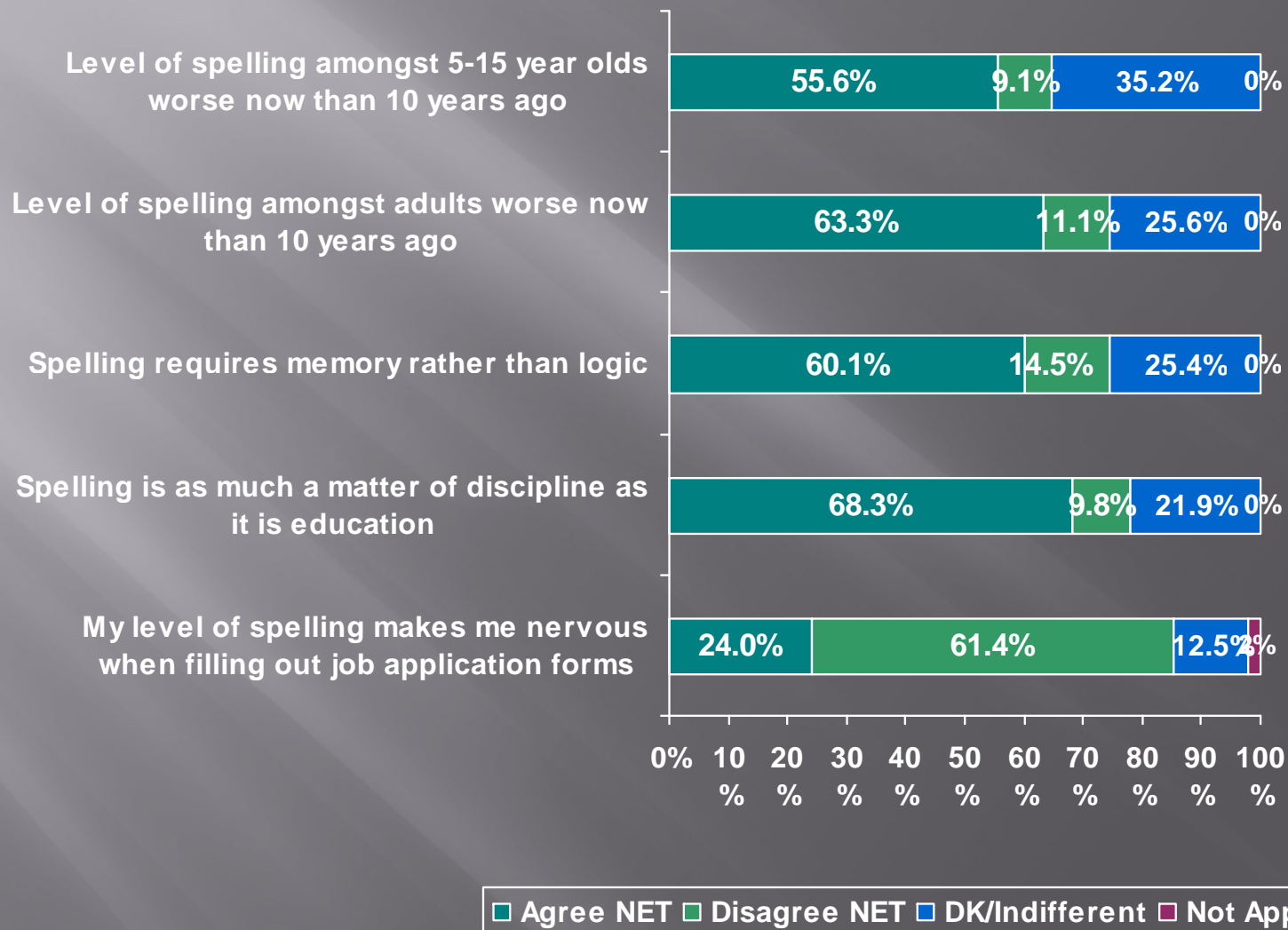


SP03_10: Percentage of people that spelt the word correctly vs. incorrectly - Friend



Worse than it's ever been?
Or simply difficult in the first
place

Level of Agreement: Attitude Statements



Agreement NET Summary

Attitudinal Statements

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

TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
55.6%	53.4%	58%	34.1%	51.4%	62.5%	67.8%	72.4%

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

TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
63.3%	64.7%	61.8%	50.8%	59.2%	68.3%	73.5%	72%

To be able to spell requires memory rather than logic

TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
60.1%	60.7%	59.4%	56.1%	64.2%	58.3%	59.7%	61.8%

Agreement NET Summary

Attitudinal Statements

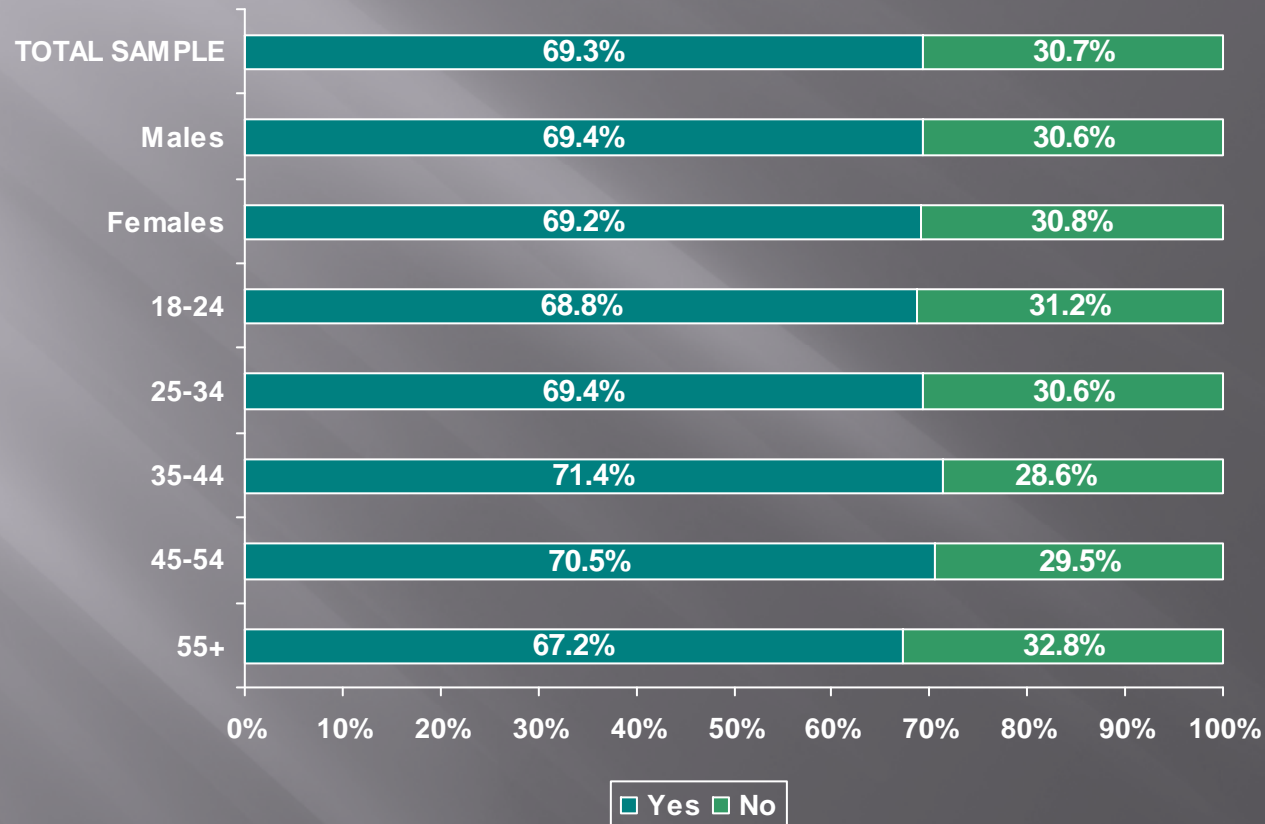
Good spelling is as much a matter of discipline as it is education

TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
68.3%	69.9%	66.5%	54.2%	68.6%	67%	78.5%	79%

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

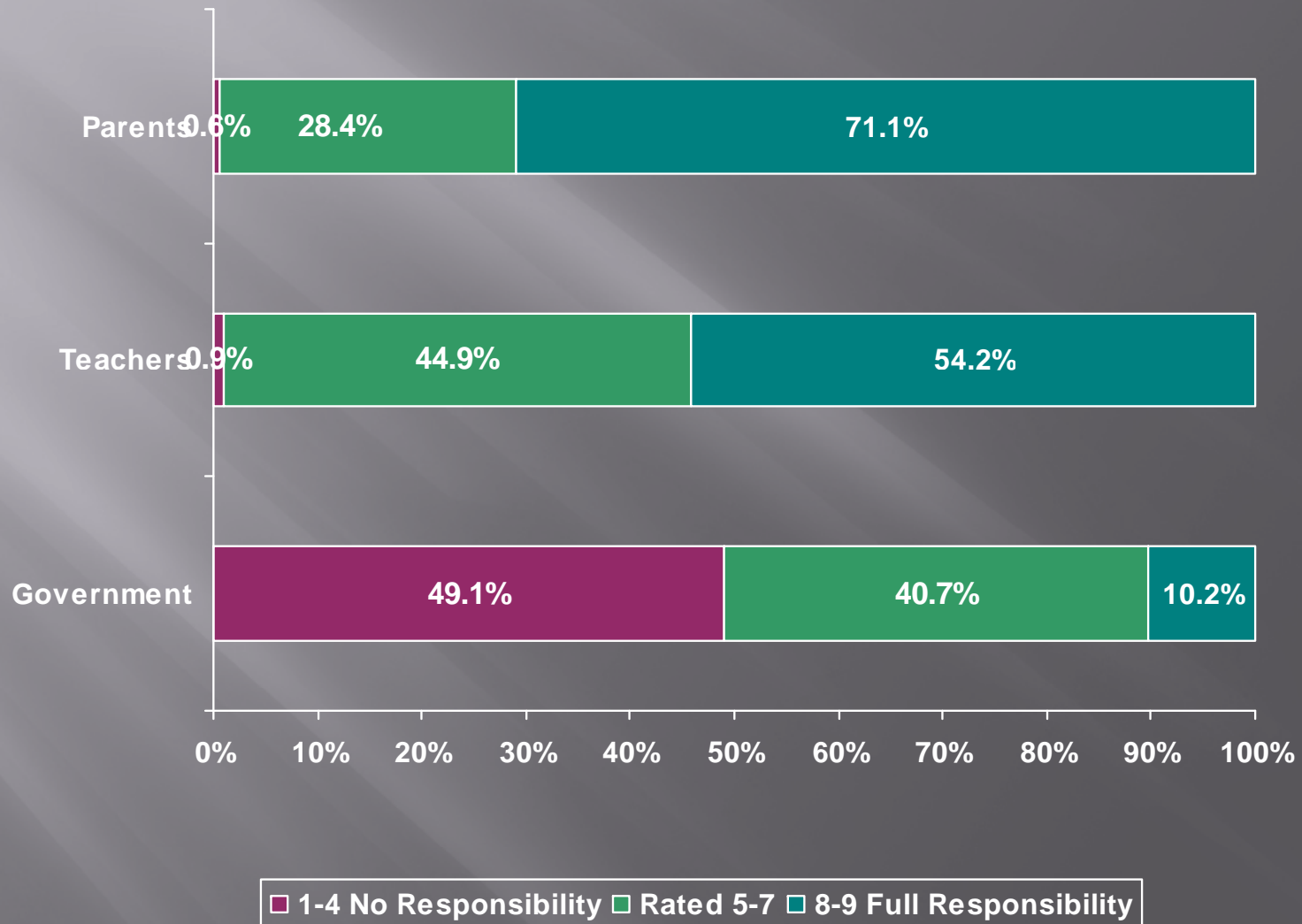
TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+
24%	28.1%	19.3%	25.6%	24.6%	28.3%	18.7%	21.5%

SP07 - Confidence to fill out an important document, such as a job application form or important letter, without referring to a dictionary or spell checker



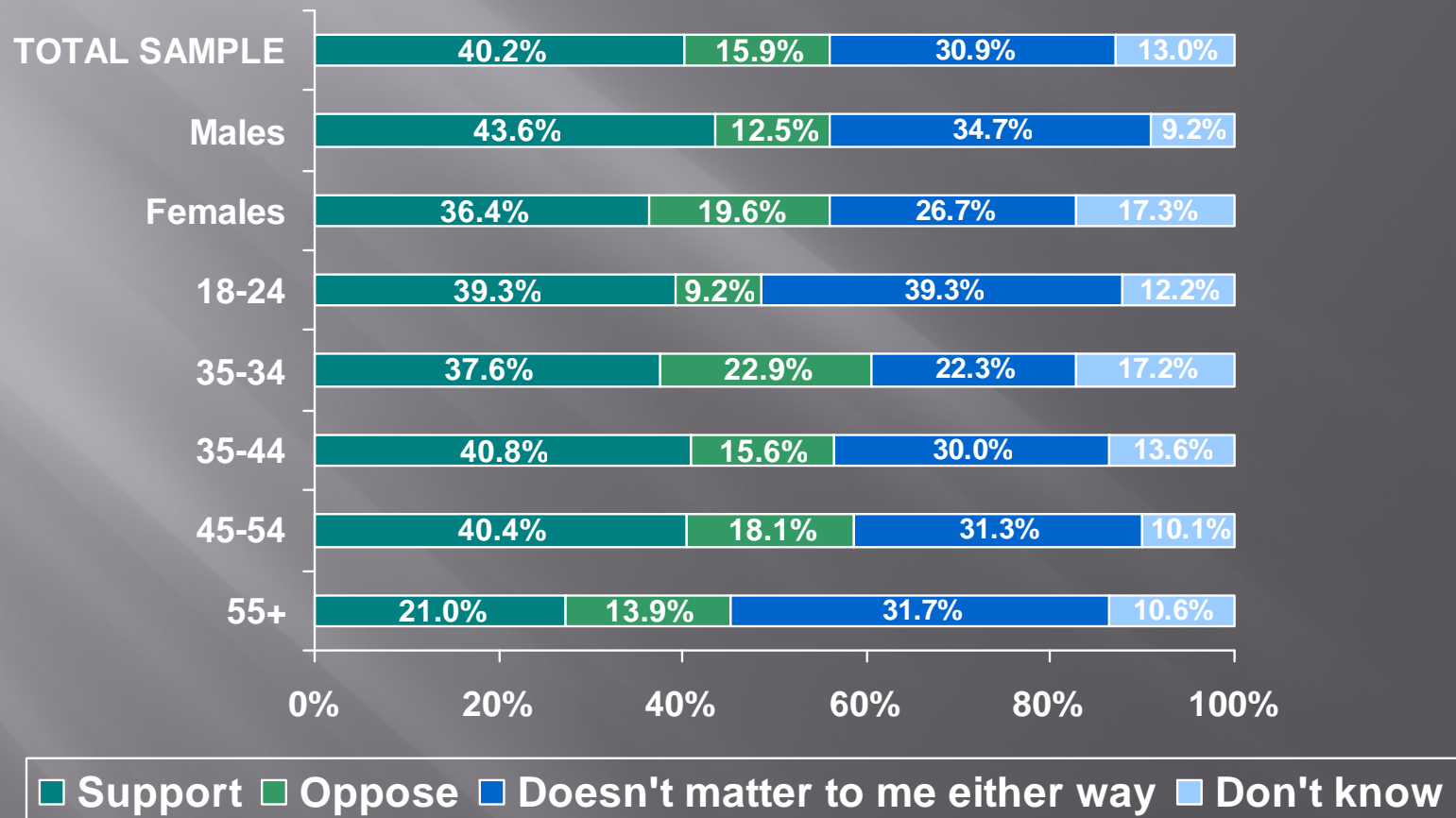
Responsibility

Responsibility for Spelling Improvement

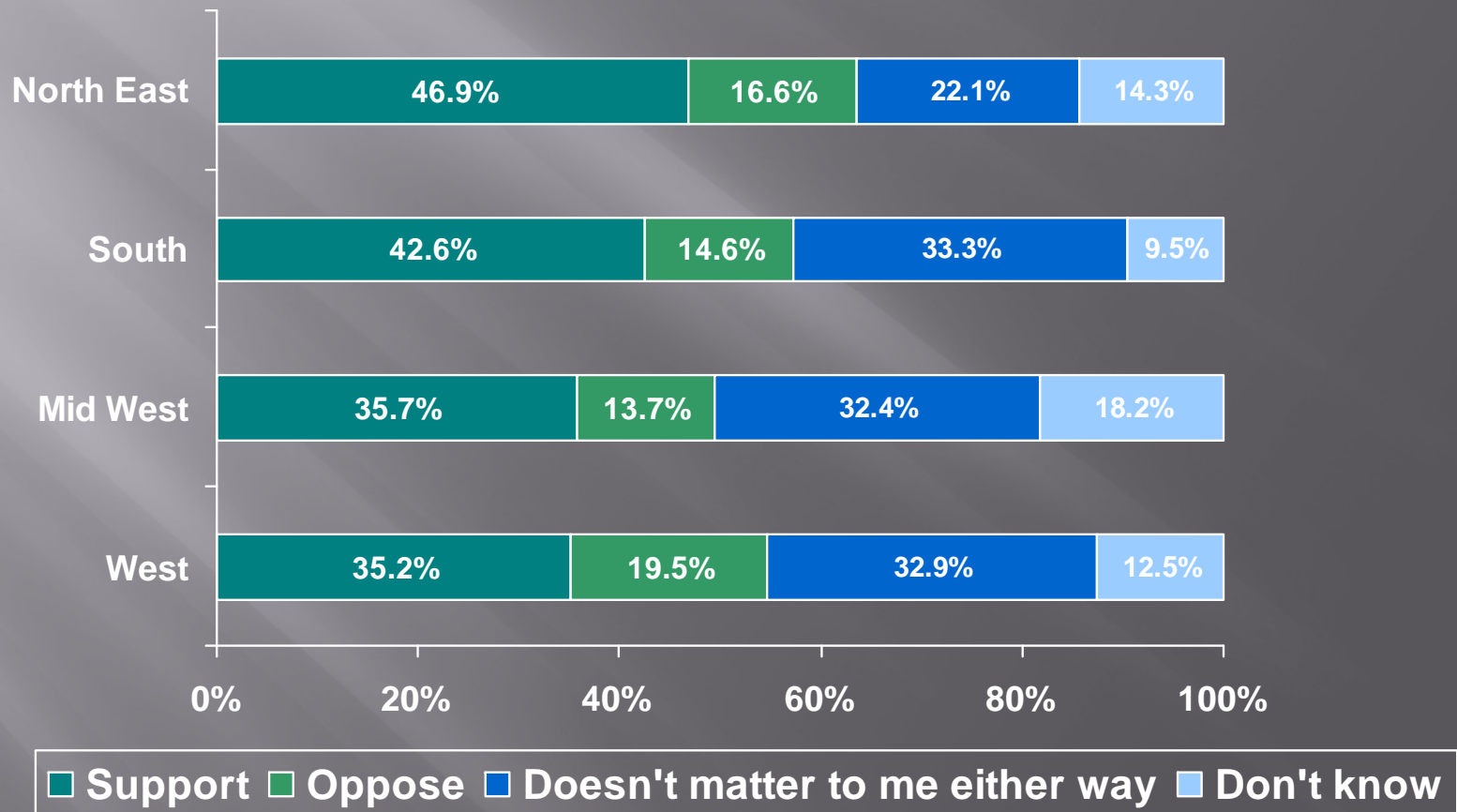


MODERNISATION?

SP02: To what extent would you support or oppose the update of one hundred or so words that typically cause people problems when spelling?



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Survey collated by Ipsos MORI for the Spelling Society

- ▣ The project in the USA was carried out by Ipsos MORI on behalf The Spelling Society between 15th January and 20th January 2009. Data has been weighted to the known population in the USA.

www.spellingsociety.org

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