

Data from the U.S. Department of Education, National Center for Education Statistics' publication *The Condition of Education 2014* (NCES 2014-083).

The study assessed the literacy & numeracy skills of adults ages 16–65.

- Literacy was defined as the knowledge & skills needed by adults, in life & at work, to use information from various texts (e.g., news stories, editorials, manuals, brochures) in various formats (e.g., texts, maps, tables, charts, forms, time tables).
- The test questions were developed to assess the respondent's ability to: retrieve, compare, integrate & synthesize information from texts & to make inferences, among other skills.
- The population included adults from varied socio-economic status, across gender & educational levels.

Our culture is being inundated with information yet the majority of U.S. adults may have difficulty or cannot properly interpret or correctly understand what they are reading.

This poses a pivotal challenge to professionals whose job it is to effectively convey information using text.]

Yet businesses need to employ these people & sell their products & services to them.