

Survey Finds Americans Realize Value of Common Sense, But Few Seek It Often

Join the Common Sense Community Live or Online

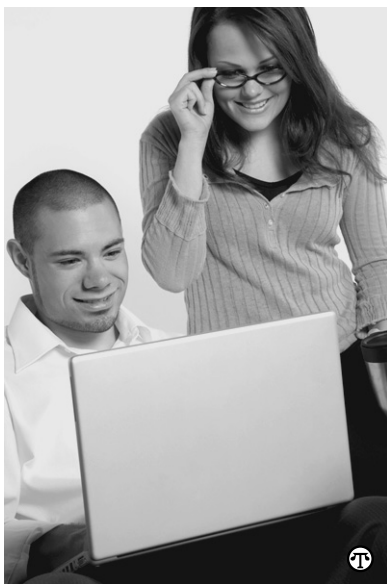
(NAPSA)—Americans recognize the importance of sharing practical advice, yet few seek such common sense very often. A new survey finds that eight of 10 Americans believe exchanging common-sense information makes them smarter and 68 percent believe it makes them more successful. Ninety percent even think children should be taught common sense.

Yet the study commissioned by SCOTT® Tissue and Towels also reveals that just 12 percent seek practical advice more than once a week on what's most challenging for them, and 46 percent look for such counsel less than or only once a month. Indeed, 40 percent of respondents don't consider common sense a life skill that can be learned, and 20 percent simply think people are born with it.

But, one expert on practical intelligence, Robert J. Sternberg, IBM Professor of Psychology and Education and Professor of Management at Yale University, asserts that common sense is a life skill that can be learned and improved, especially by sharing ideas and advice with others. "Sharing common sense makes you smarter in the school of life," he maintains.

While sharing is an important lesson for children, it's also a much-needed skill as an adult. Fifty-nine percent of Americans believe they can improve common sense by sharing it, although 11 percent say they keep information on practical tips to themselves instead of sharing it.

Where do you go to share—and find—common-sense counsel? SCOTT Brand, whose tissues and towels have delivered common-sense value for more than 90 years, is building upon its popular online Common Sense Community. This resource for everyday common-sense tips and information is turning "virtual" into reality.



Beginning May 10, SCOTT Brand will bring its Common Sense Community to life by touring 15 U.S. cities through the fall with the House that Common Sense Built.

The traveling four-room home will bring everyday common-sense counsel to life, acting as a practical "think tank" as it shares and gathers useful common-sense advice from across the nation. The House and the online community offer:

- Timesaving strategies that create room for the things you love
- Easy organizing solutions that take only 10 minutes
- Neat and clean tips that'll save time on big cleaning tasks
- Healthful hints that improve your mind, body and soul.

And if you share your common-sense tips, you will contribute to Habitat for Humanity and its efforts to help improve communities worldwide.

To find out how to join the Common Sense Community online or visit it in person this summer and test your own common-sense sharing ability, visit www.ScottCommonSense.com.