

Adult Learning

Adults, statistically retain:

- ✓ 10% of what they read
- ✓ 20% of what they hear
- ✓ 30% of what they see
- ✓ 50% of what they see and hear
- ✓ 70% of what they say or discuss with others
- ✓ 80% of what they experience personally
- ✓ 90% of what they say and do



Source: Glaser, R. (1983, June). Education and Thinking: The Role of Knowledge. Technical Report No. PDS-6. Pittsburgh, PA: University of Pittsburgh, Learning and Development Center.