

Making Life Easier

Exploring The Origins Of Good Old-Fashioned Common Sense

(NAPSA)—Some say that a life without common sense would be uncommonly difficult. In fact, a recent study found that 94 percent of Americans say that having common sense makes life easier.

But what is common sense? While we tend to recognize it when we see it, it can be difficult to define. For the past few years the Scott Tissue and Towels has consulted Americans to explore the concept of common sense, and recently conducted a survey to learn more.

What they found is that common sense is woven into just about every aspect of life, and having common sense can actually improve one's life. For example:

- 84 percent of Americans say that common sense directly impacts parenting;
- 81 percent of Americans believe common sense knowledge affects both their work and social life;
- 78 percent of Americans say that common sense has an impact on their managing of finances; and
- 72 percent of Americans say that common sense affects their health and physical well-being.

These statistics show that common sense means different things to different people, but the majority of respondents agree that the resource of generational common sense is invaluable and stays alive by getting passed through the generations, thanks to mom.

Responses to the survey demonstrate that mom is the key to passing on common sense:



According to a recent study, 72 percent of Americans say that common sense affects their health and physical well-being.

- 98 percent of moms plan to share common sense tips they have received from their families on to their children and loved ones;
- 81 percent of Americans say their mom played a role in developing their common sense wisdom;
- 53 percent of respondents identify mom as the number one influencer of common sense.

“The Scott Brand has provided common sense solutions and products for more than a century,” says Mwanza Lumumba, associate brand manager. “It’s important to us to ensure that common sense stays alive, and that people continue to pass it along to those who matter most.”

Visit www.ScottCommonSense.com for further common sense tips and advice.