

# Learner Retention




*A learner retains*

of what he **HEARS**  10%

of what she **READS**  20%

of what he **SEES**  50%

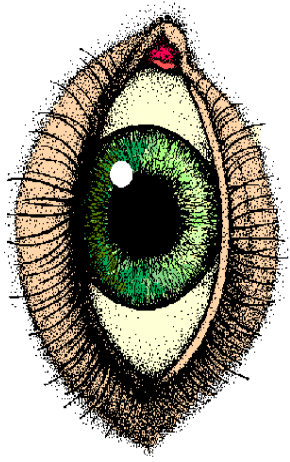
of what she **DOES**  90%

# Learner Retention Rates

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	<i>After 3 hours</i>	<i>After 3 days</i>
<b>Hearing only</b>	<b>70%</b>	<b>10%</b>
<b>Seeing only</b>	<b>72%</b>	<b>20%</b>
<b>Hearing &amp; Seeing</b>	<b>85%</b>	<b>65%</b>
<b>Doing</b>	<b>95%</b>	<b>90%</b>

