

## Disability – the facts

How much do you know about the people you are marketing your services to?

- 1. How many people in Australia identify as having a disability or long-term health condition?**
  - A) One in six
  - B) One in eight
  - C) One in twelve
  - D) One in twenty
  
- 2. What percentage of these people have a disability that is invisible, or is not immediately obvious?**
  - A) 60%
  - B) 70%
  - C) 80%
  - D) 90%
  
- 3. What percentage of the Australian population has difficulty reading or interpreting printed information?**
  - A) 22 %
  - B) 33%
  - C) 44%
  - D) 55%
  
- 4. One in how many people with disability say their customer needs often go unmet?**
  - A) One in two
  - B) One in three
  - C) One in four
  - D) One in five