

# Purple Tuesday

Improving the disabled customer experience



## Purple Tuesday Quiz

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1. How many people in the UK are estimated to have a disability?

- A – 7.6 million
- B – 2.3 million
- C – 16 million
- D – 18.5 million

2. When was the first Purple Tuesday held?

- A – 2020
- B – 2019
- C – 2018
- D – 2015

3. Roughly what percentage of the world is disabled?

- A – 40%
- B – 5%
- C – 22%
- D – 17%

4. What is the correct definition of 'disability'?

A – A person's condition with regard to their psychological and emotional well-being

B – A physical or mental condition that limits a person's movements, senses, or activities

C – A condition where an individual is unable to see because of injury, disease, or a congenital condition

D – the condition of lacking the power of hearing or having impaired hearing

5. What percentage of disabled people use a wheelchair?

- A – 8%
- B – 16%
- C – 52%
- D – 25%

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6. What percentage of UK businesses have a targeted plan to access the disability market?

- A – 23%
- B – Over 45%
- C – Less than 10%
- D – 65%

7. What song did the Deaf choir sign to at Purple Tuesday 2022?

- A – Purple Haze
- B – Purple Rain
- C – Let there be hope
- D – Fight Song

8. What is the purpose of Purple Tuesday?

A – For organisations to get involved in and pledge to make a change to make their business more accessible

B – To create a step change improvement in the awareness of the value and needs of disabled customers

C – To help improve the customer experience for disabled people 365 days a year

D – All of the above

9. What is the 'Purple Pound'?

A – The spending power of disabled people and their families

B – £20 notes

C – How much disabled people spend on clothing

D – The costs of living with a disability

The Answers:  
1 = C, 2 = C, 3 = D, 4 = B, 5 = A, 6 = C, 7 = B, 8 = D, 9 = A