



Hiring People with Disabilities - Good Public Relations or Good Business?

Neil Romano

How do people feel about people with disabilities in the workplace?

- 44% surveyed have a family member with a disability.
- 71% of Americans have worked with a person with a disability.

How do people feel about people with disabilities in the workplace?

- 55% of those who have worked with a person with a disability reported their work to be “very good”.
- 73% of all surveyed have been a customer of a person with a disability.

How do people feel about people with disabilities in the workplace?

- 99% of those who received services from a person with disabilities were either satisfied or very satisfied with the service received.

What information about a company would give you a favorable impression about that company?

1. Offers health insurance.
2. Helped protect the environment.
3. Hired people with disabilities.
4. Donated to disaster relief.

What information about a company would give you a favorable impression about that company?

5. Stopped doing business with countries known to treat workers poorly.
6. Had a diverse ethnic workforce.
7. Supported a cause I care about.
8. Employed people in poorer countries that work for less than Americans.

How do people feel about businesses that employ people with disabilities?

- 90% surveyed believe that businesses that employ people with disabilities:
 1. Help those employees lead more productive lives.
 2. Care about their employees and help them lead better lives.

How do people feel about businesses that employ people with disabilities?

- 88% surveyed would prefer to give their business to a business that employs people with disabilities.