

**Level One:
4.7 Million Canadian
Consumers**



ВАХФИПО
 ЧАТОИОЖ: ГАО ЖДТ
 ПХУ **GAS** ИУ ЕПТ НДГ
 ЧЗДО ФЗИУ РТИ
 ГХВФ **IS MIXED** ЧИФЗ

- ◆ These 22% of consumers have very low reading skills.
- ◆ They may recognize only a familiar word or two in a simple text.
- ◆ They may not be able to use printed information to make decisions, such as understanding from a label the correct amount of medicine to give a child.
- ◆ Shopping and other everyday tasks such as paying utility bills can be difficult or impossible.
- ◆ Many use smart ways and excellent memories to cope with life's situations, for example, passing a driver's test.

**Level Two:
Nearly 5.5 Million
Canadian Consumers**



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 WITH ACID

- ◆ These 26% of consumers can only deal with reading material that is written in plain language and is laid out clearly.
- ◆ They find new reading tasks difficult and long paragraphs of solid print discouraging.
- ◆ Many may not be able to fill out a job application form or a bank deposit slip.
- ◆ They believe they can read well but tend not to read unless necessary.

**Levels Three, Four and
Five: 11.3 Million
Canadian Consumers**



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- ◆ These 53% of consumers have sufficient reading and arithmetic skills to meet most everyday demands. However, technical jargon in manuals and documents could frustrate them.
- ◆ These consumers can however:
 - ◆ use the Yellow Pages™
 - ◆ write to a manufacturer for information
 - ◆ understand basic nutrition and health information
- ◆ 33% of all consumers fall into Level Three, a minimum literacy level to understand the information and benefits found in the Canadian marketplace.
- ◆ The remaining 20% of consumers are found in Levels Four and Five and have the skills to understand challenging printed materials.