

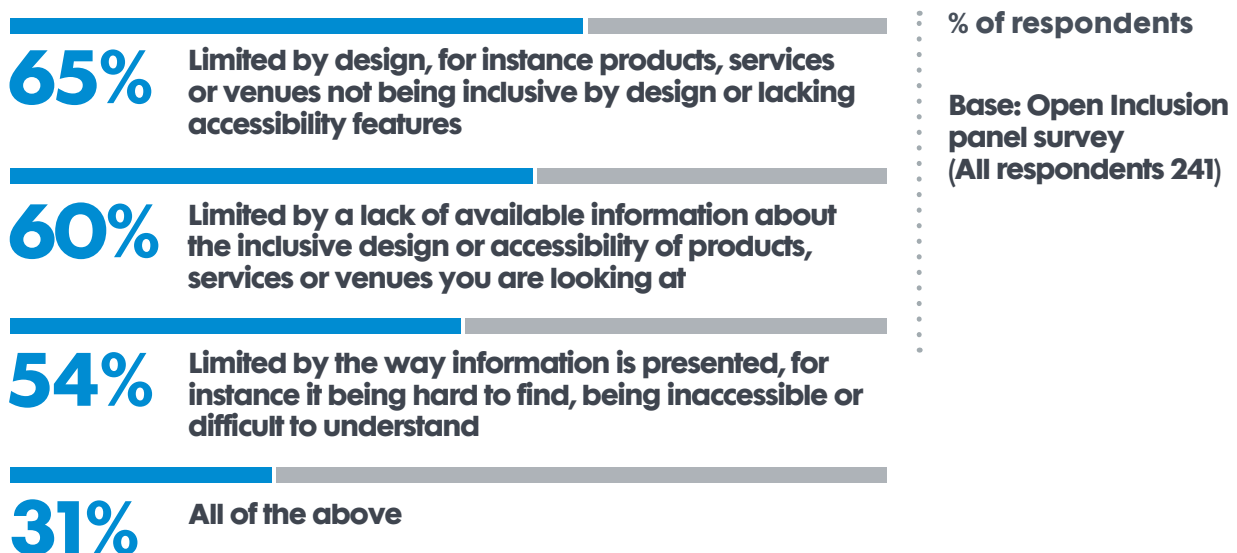
# What disabled consumers choose to buy and why – Key statistics



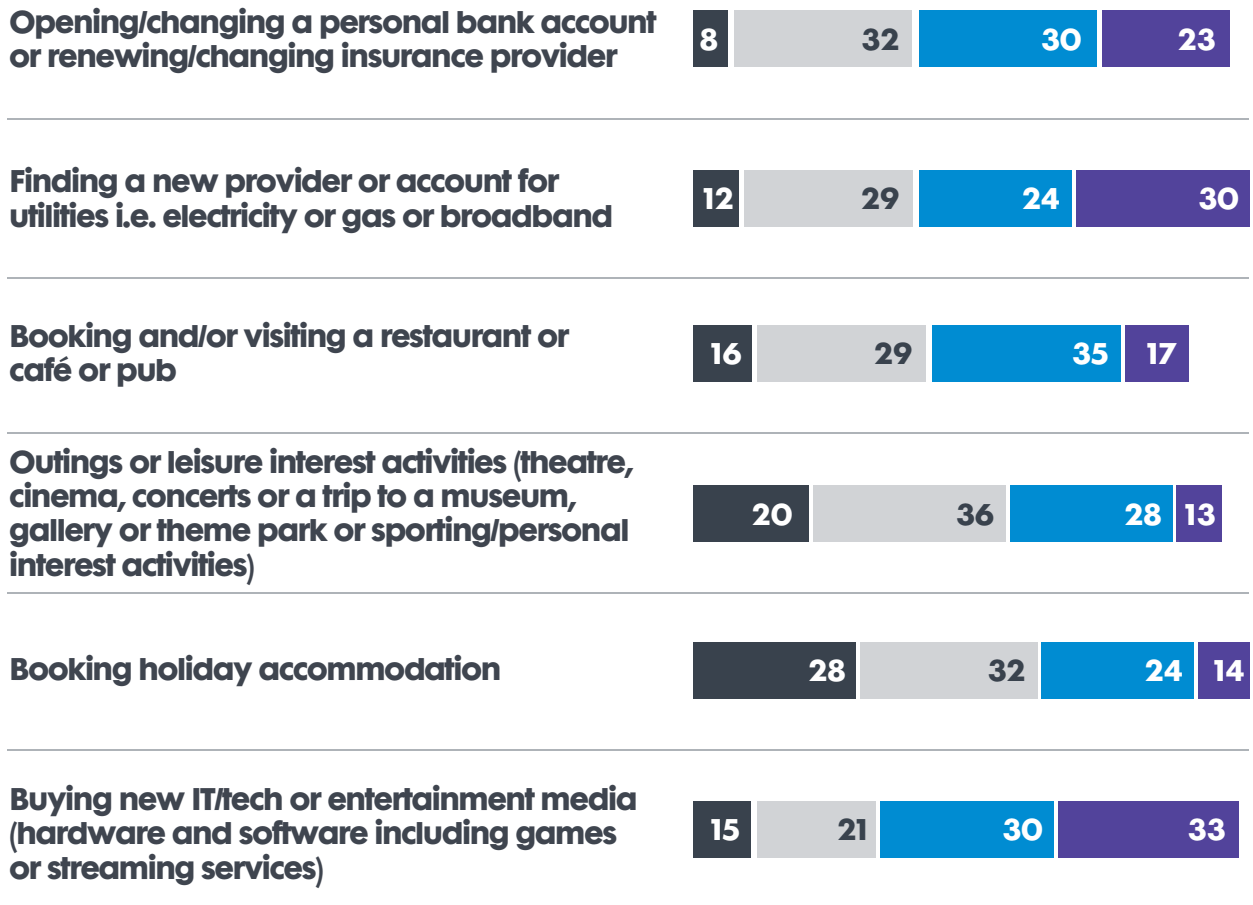
## Who is this for?

'What disabled consumers choose to buy and why' is for everyone involved in improving the experience of disabled consumers whether online, by phone or in-person. The findings will be useful for customer experience managers, customer service personnel, facilities and property managers and also for D&I and HR professionals responsible for attracting and hiring customer-service staff.

### Chart 1: Limitations for disabled customers when considering purchase of products and services



**Chart 2: To what extent, if at all, do you feel that your choice of was limited given your disability or access needs? For example, you had fewer options to choose from than you would have liked.**



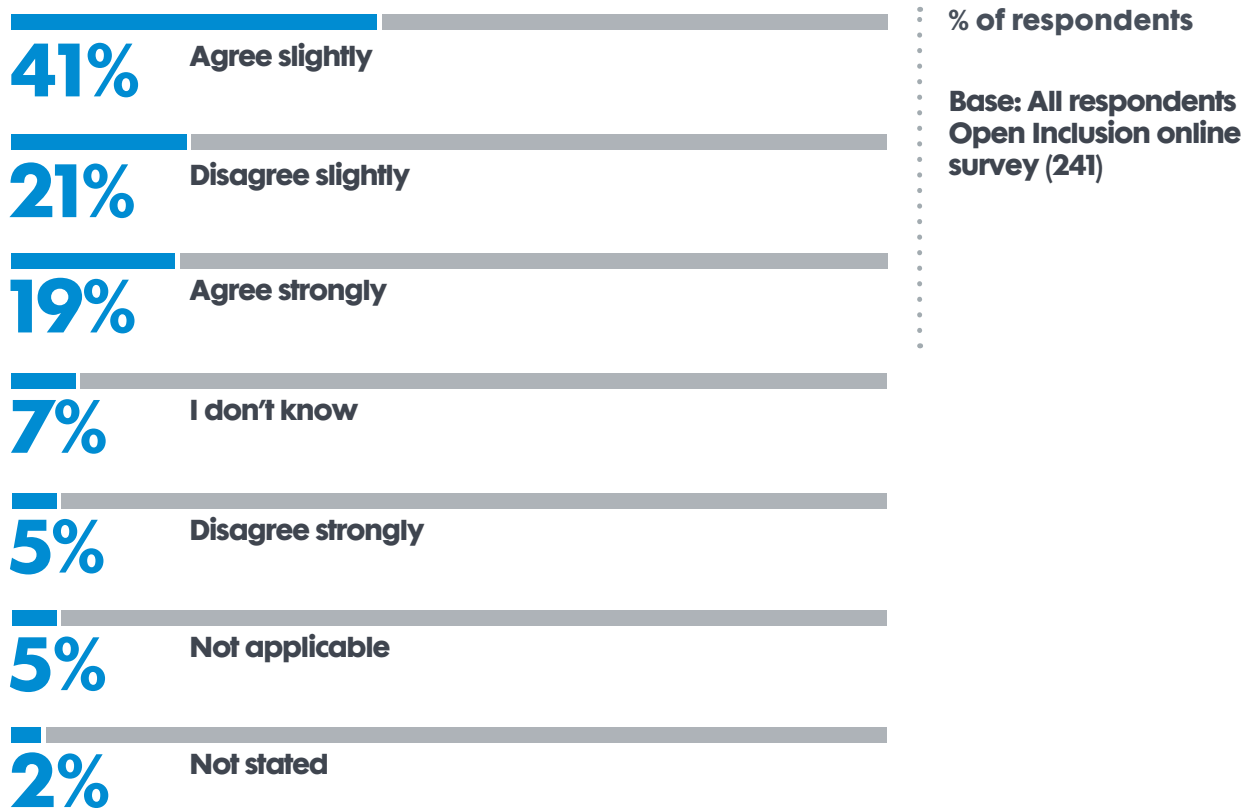
**Key**



% of respondents

Base: Open Inclusion panel survey (All respondents 241, base sizes for each sector vary) don't know and not applicable not included in the chart.

**Chart 3: I feel I am able to request adjustments or identify my preferences and needs when I try to buy a product or service**



**Chart 4: On balance, I am confident explaining my personal needs when talking to a salesperson about a purchase I want to make**



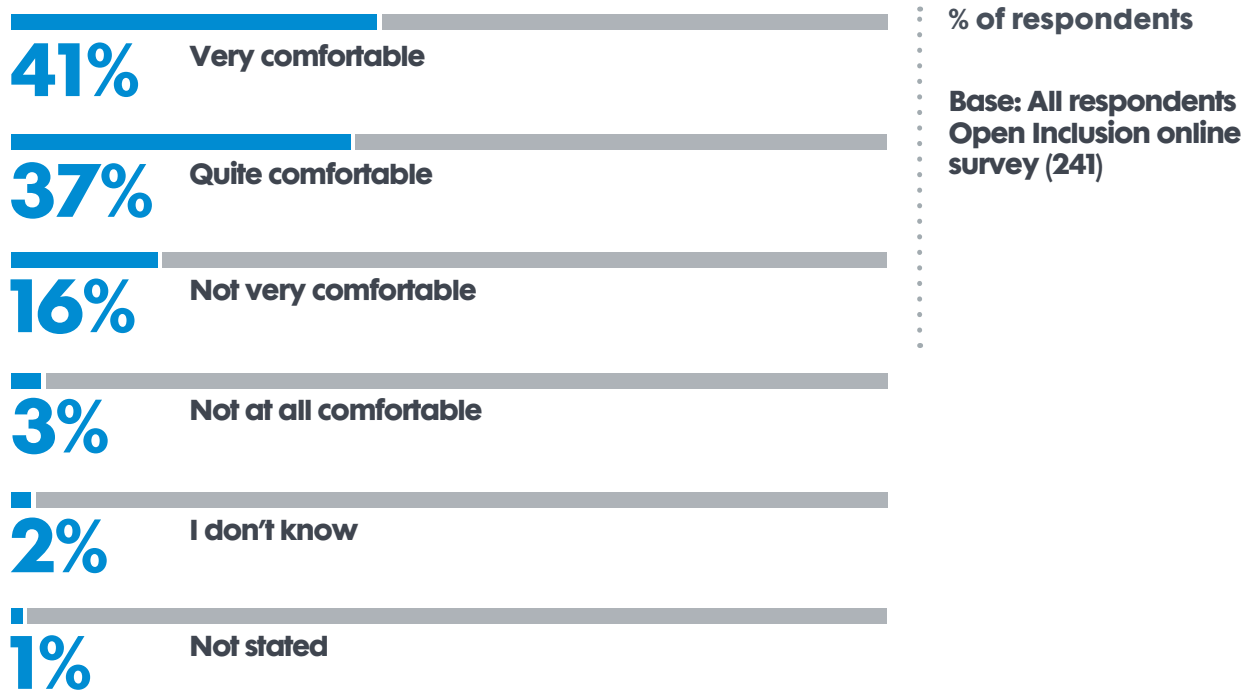
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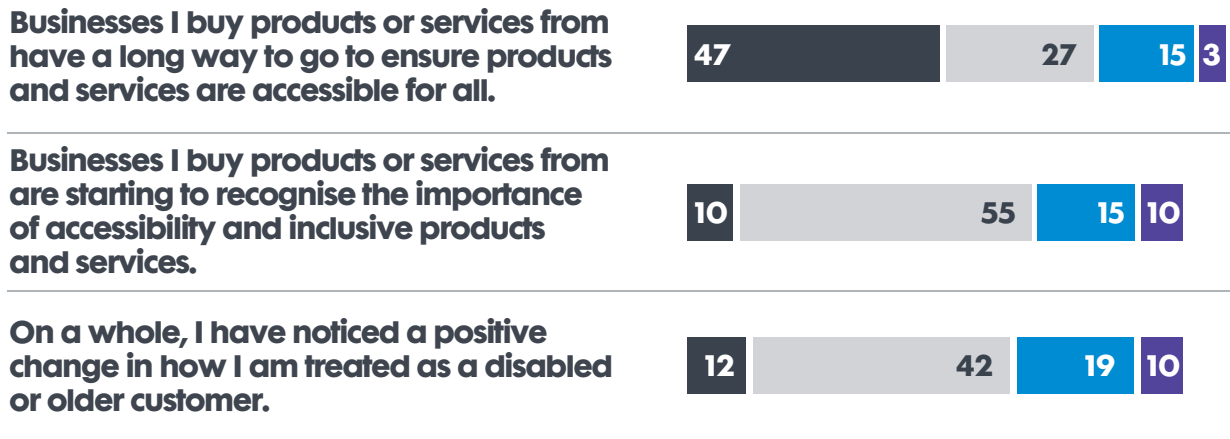
% of respondents

**Base: Ipsos Mori Omnibus Survey 2021 (All respondents 1001) Don't know and not applicable not included in the chart.**

**Chart 5: How comfortable are you about discussing your preferences or needs relating to your disability, access requirements or older age with businesses you are engaging with before buying a product or service?**



## Chart 6: Business response to accessibility of products and service



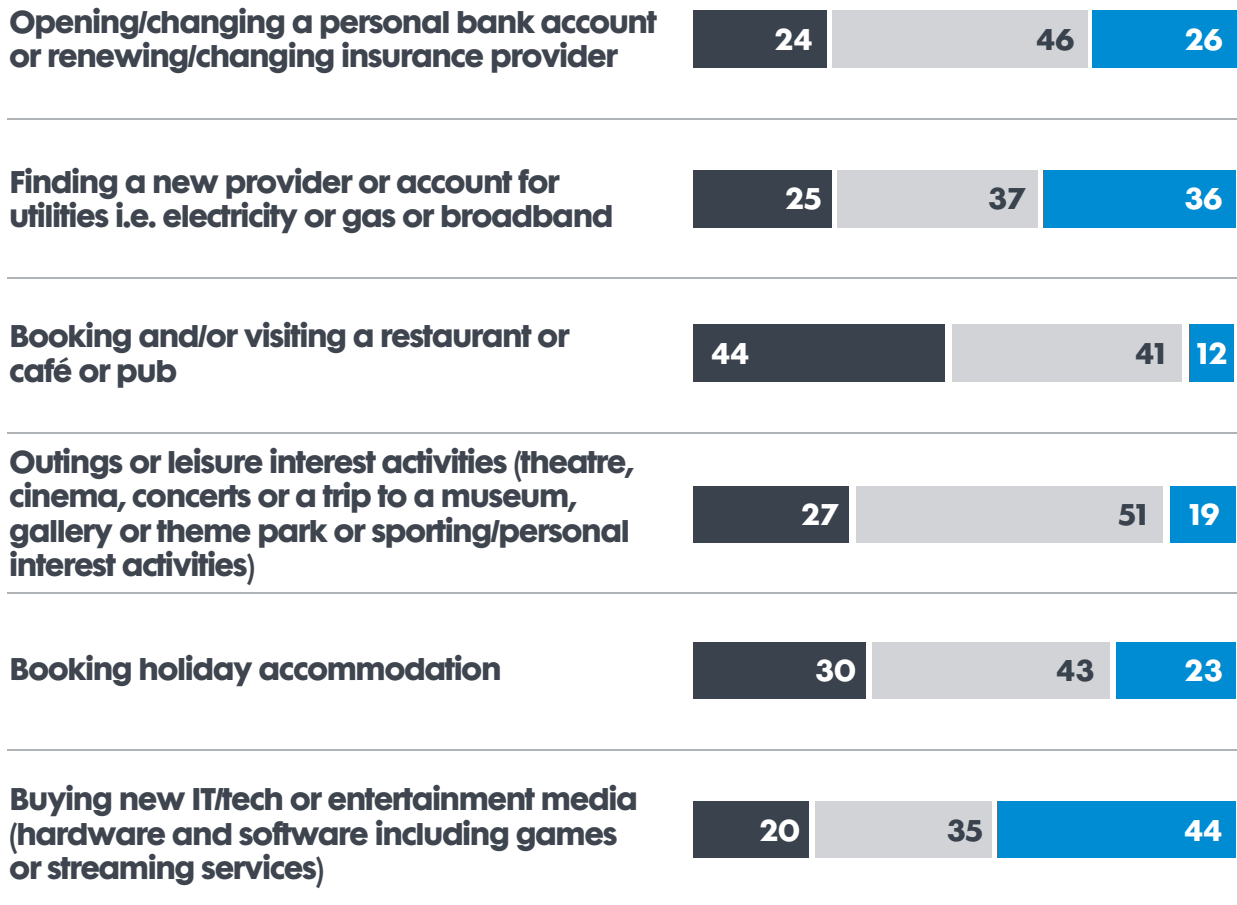
### Key



% of respondents

Base: Open Inclusion panel survey (All respondents 241) don't know and not applicable not included in the chart.

**Chart 7: To what extent, if at all, do you feel that finding specific information about these types of services was more challenging for you given your disability or access needs?**



**Key**



% of respondents

Base: Open Inclusion Panel Survey (All respondents 241, base sizes for each sector vary)

## Chart 8: In general, I feel that business advertises to people like me



### Key



% of respondents

Base: Ipsos Mori Omnibus Survey 2021 (All respondents 1001) Don't know and not applicable not included in the chart.

**Table 1: Most common sources of information mentioned by 20 per cent of respondents or more**

Sector	Source of information used about products and services
Opening/changing a personal bank account or renewing/changing insurance provider	<ul style="list-style-type: none"> <li>Providers own website (60%)</li> <li>Friends and family or colleagues (31%)</li> <li>Looked up information on comparison websites such as Which (31%)</li> <li>Recommendations and reviews from other customers generally (28%)</li> </ul>



Sector	Source of information used about products and services
<p><b>Finding a new provider or account for utilities i.e. electricity or gas or broadband</b></p>	<ul style="list-style-type: none"> <li>● Providers own website (62%)</li> <li>● Looked up information on comparison websites (39%),</li> <li>● Friends and family or colleagues (26%)</li> <li>● Recommendations and reviews from other customers generally (21%)</li> </ul>
<p><b>Booking and/or visiting a restaurant or café or pub</b></p>	<ul style="list-style-type: none"> <li>● Providers own website (72%)</li> <li>● Friends and family or colleagues (45%)</li> <li>● Recommendations and reviews from other customers generally (33%)</li> <li>● Looked up information on comparison websites such as TripAdvisor (21%)</li> </ul>
<p><b>Outings or leisure interest activities (theatre, cinema, concerts or a trip to a museum, gallery or theme park or sporting/personal interest activities)</b></p>	<ul style="list-style-type: none"> <li>● Providers own website (81%)</li> <li>● Friends and family or colleagues (38%)</li> <li>● Recommendations and reviews from other customers or visitors generally (27%)</li> <li>● Recommendations and reviews from disabled customers or visitors specifically (26%)</li> <li>● Other marketing from the venue or attraction such as social media (25%)</li> </ul>

Sector	Source of information used about products and services
<b>Booking holiday accommodation</b>	<ul style="list-style-type: none"> <li>● Providers own website (84%)</li> <li>● Information on comparison websites such as TripAdvisor (31%)</li> <li>● Recommendations and reviews from other customers generally (27%)</li> <li>● Friends and family or colleagues (23%)</li> <li>● Recommendations and reviews from disabled customers specifically (23%)</li> </ul>
<b>Buying new IT/tech or entertainment media (hardware and software including games or streaming services)</b>	<ul style="list-style-type: none"> <li>● Providers own website (74%)</li> <li>● Friends and family or colleagues (39%)</li> <li>● Recommendations and reviews from other customers generally (39%)</li> <li>● Recommendations and reviews from disabled customers specifically (22%)</li> </ul>

## About Business Disability Forum

**Business Disability Forum** is the leading business membership organisation in disability inclusion. We are trusted partners, working with business, Government and disabled people to improve the life experiences of disabled employees and consumers, by removing barriers to inclusion.

Find out more about the benefits of joining us at [businessdisabilityforum.org.uk/membership](https://businessdisabilityforum.org.uk/membership).

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