nspiration



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Purple Tuesday is the UK's first accessible shopping day. Retailers are urged to improve the experience they offer disabled consumers and so tap into a hugely valuable revenue stream

Estimated annual growth rate of the purple pound wearepurple.org.uk, 2018



The annual spending power of disabled people and their families - the purple pound UK government, 2018



£11.75bn

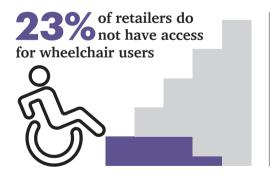
Income lost by British retailers in 2016 owing to the inaccessibility of their websites and apps

The Click-Away Pound Report

"THERE IMPACT'

Mike Adams, CEO, Purple





of disabled customers reported leaving a shop in 2014 because of poor access or bad service

shops provide a hearing loop for customers

who wear hearing aids

Founding organisations









THE CROWN ESTATE



For further information, visit purpletuesday.org.uk

