

1 inspiration



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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

£249bn

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

14%

Estimated annual growth rate of the purple pound
wearepurple.org.uk, 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 IS A VAST ARRAY OF ADJUSTMENTS RETAILERS CAN MAKE QUICKLY THAT WILL HAVE A SIGNIFICANT IMPACT'

Mike Adams, CEO, Purple



23%

of retailers do not have access for wheelchair users



EXIT

75% of disabled customers reported leaving a shop in 2014 because of poor access or bad service

ONLY 1 IN 10



shops provide a hearing loop for customers who wear hearing aids

Founding organisations



For further information, visit purpletuesday.org.uk



Mike Adams is a member of IoD London