Purple Tuesday

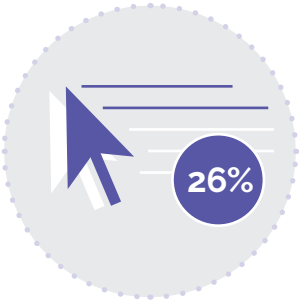
Making the Christmas shopping experience accessible

In the run up to Christmas 2017 Purple undertook a survey with 222 disabled people to gauge their experience of Christmas shopping.

Some key and interesting facts:



Over a third of disabled people primarily shop in store, with less than 20% mostly online



Of those respondents who shop online, over a quarter (26%) say the reason is down to it being easier, quick and more convenient



A blended shopping experience is the preferred method for 36% of people with a clear indication this percentage will continue to rise



11% of people say they 'are not doing Christmas!'



Over 50% of people say they expect to spend circa £200 on presents, with just under 30% being more honest and saying they don't know!



Just under 60% put overcrowding as their biggest concern about Christmas shopping



Over half of the respondents say they have abandoned a purchase due to a poor-quality shopping experience



55% of people say good customer service makes a good shopping experience!

The facts above could easily apply to all shoppers. And that is the core point for retailers.

Treat disabled customers with the same respect, attention and care as you would any customer and you won't go far wrong.

And is it worth it?

The Purple Pound is worth £249 billion a year. Only 10% of businesses have a targeted strategy to access this market, so it provides a huge opportunity

£249 bn

Disabled customers have a higher level of brand loyalty than any other customer group. Hook them in at Christmas and you will hook them in for life!

Research shows companies that make a demonstrable commitment to wider inclusion issues secure the loyalty of all customers. Supporting disabled customers increases the non-disabled consumer base

Top tips

Here are a few key points that disabled customers tell us would make a difference to their Christmas shopping experience:

1. When we come into your shop please approach us and say **'Hello, can I help you?'**. It makes such a difference and combats the key issue around staff swerving a conversation (through a fear of unintentionally offending us with perceived 'incorrect' language and etiquette)
2. Please make some basic changes to your website so it is more accessible. Disabled people increasingly want a blended shopping experience, but find find website navigation a problem. Many issues are very straightforward to rectify – please see the Purple Tuesday guide on web accessibility
3. We understand the importance of Noddy Holder and Wham! at Christmas. We would appreciate more quiet hours. Customers with mental health conditions and anxiety would like the default position to be: **'Hi, if you step over here it is a bit quieter and you can ask me any questions'**. That one sentence might be the difference in someone staying (and purchasing) or leaving
4. We know additional stock is needed at this time of year, but please avoid putting them in the aisles as it restricts wheelchair access
5. Why, at Christmas do all the chairs in the checkout area disappear! After doing our shopping we need to sit down to rest before paying – the queues are extra long
6. Please make sure contactless payment machines can be removed from their cases as they should – so we can pay independently. Sometimes they are placed too high
7. Please ensure accessible toilets are truly accessible, and not full of shop equipment

For further resources please go to **purpletuesday.org.uk**

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