



Accessibility - Are You In or Out?

AccessAble UK Survey 2018

Key Findings

www.AccessAble.co.uk



Two thirds of respondents had experienced discrimination due to a lack of accessibility and poor staff awareness.

76% of disabled people would not visit a place if it did not have accessibility information.

77% were forced to leave a venue where accessibility was less than expected.



In the summer of 2018, **845** people responded to the '**Accessibility and You**' survey. This is one of the **largest** and **most comprehensive** accessibility surveys in recent years.

The survey was completed **online** and took, on average, **20 minutes** to complete.

The survey results are both **fascinating** and **shocking**.



Access Begins Online

www.AccessAble.co.uk



4^{out of} 5
people

...check **access information**
before going to a new place.

81%

...of these people will check
the venues own **website** first.

Only...

14%

...find what they need!

And of those that
do find information
via that website...

80%

... of info provided is **inaccurate** leading to
misinterpretation and a **poor experience**, highlighting the
importance of detail and objectivity with access information.

Accessibility Impact

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We are **more likely** to visit if **access information** is available.

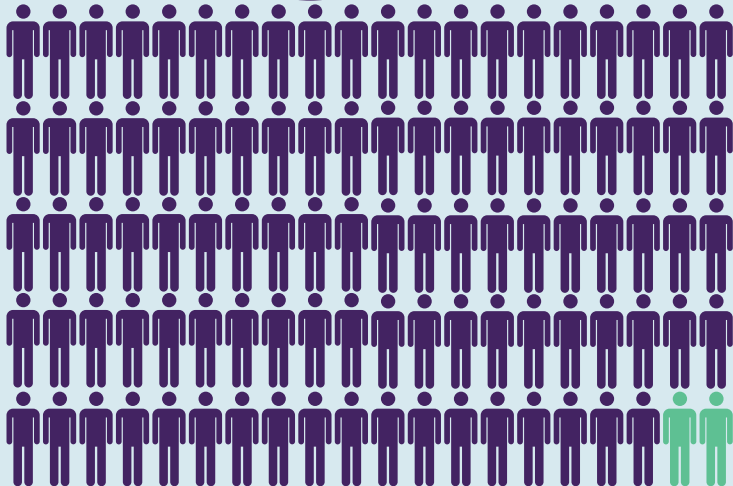
We **would not visit** a place if it **did not have** access information.

We feel **anxious** about **visiting** a place for the **first time**.

76%



98%



9 out of 10



Source – Accessibility and You Survey 2018

Accessibility Experience

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77%

...of disabled people **left places** where accessibility was **not what they expected.**

67%

...of respondents had **experienced discrimination** due to a lack of accessibility.

36%

...had experienced **good staff awareness.**



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It is clear from the **AccessAble 2018 Survey** that **many organisations** are paying lip service to the accessibility needs of around **20 million people** and, at worst, have their heads in the sand over the **potential ROI** of attracting the Purple Pound...

AccessAble is the UK's most popular and trusted source of access information – providing a gateway to a new audience for our partners.

www.AccessAble.co.uk



**+125,000
venues**

Surveyed
(so far...)

Tell me what to
expect and you can
expect me
to come.

**+1.5
million**

Unique
Users

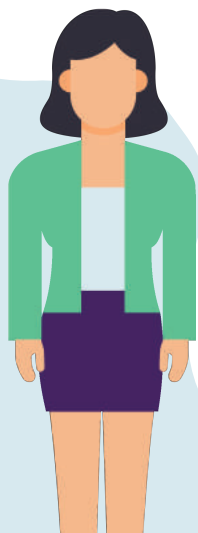
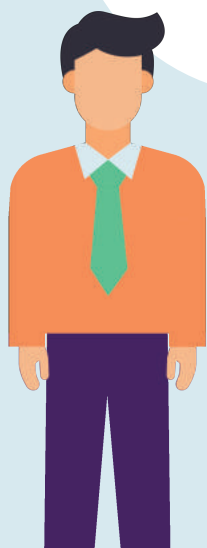


Its 2018, I want
access information
available **24/7**
at my **fingertips**.

**+350
partners**

Public & Private
Sector Clients

If I don't know,
I don't go.





AccessAble is a 'not-for-profit' organisation that takes the chance out of going out. Giving you the **detailed information** you need, to decide if a place is going to be accessible to you.

AccessAble, originally called DisabledGo, was set up in 2000 by **Dr. Gregory Burke** as a result of his own experiences as a wheelchair user and disabled walker.

Our detailed **Accessibility Guides** tell you all about a venue's access. They are **100% facts, figures** and **photographs**. We know everyone's accessibility needs are different, which is why there is clear rationale for providing the detail that people need in order to manage expectations and support greater choice. It's why we send our **trained surveyors** to check out every single place in person and why the information we collect has all been decided by our user community.





If you would like **AccessAble** to assist you in fulfilling your accessibility ambitions, please contact -

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