

# The Purple Pound

The Purple Pound refers to the spending power of disabled households. A disabled household, is a household in which at least one of the members has a disability. Organisations are missing out on the business of disabled consumers due to poor accessibility (both physical and digital) and not being disability confident in their customer services approach.

**1 in 5**

More than 1 in 5 potential UK consumers have a disability

**£2 billion**

Businesses lose approximately £2 billion a month by ignoring the needs of disabled people

**73%**

of potential disabled customers experienced barriers on more than a quarter of websites they visited

£

**£16 billion**

Taking averages per head, the online spending power of disabled people is estimated at over £16 billion

## Loss of money for business per month

Type of business	Loss of income
High street shop	£267 million
Restaurant / pub / club	£163 million
Supermarket	£501 million
Energy company	£44 million
Phone / internet provider	£49 million
Transport provider	£42 million
Bank or building society	£935 million



**£17.1 billion**

Estimates show that the 4.3 million disabled online shoppers, who click away from inaccessible websites, have a combined spending power of £17.1 billion in the UK



**14.1 million**

The number of disabled people is increasing: From 11.9 million (2014) to 14.1 million (2019)



**75%**

75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service



**1 in 5**

Nearly 1 in 5 working adults have a disability



**£274 billion**

The spending power of disabled people and their household continues to increase and is currently estimated to be worth £274 billion per year to UK businesses