### Disable Community

#### Getting to Know Them

<table>
<thead>
<tr>
<th>Identity (Rank %)</th>
<th>Concerns (Rank %)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Disabled</strong></td>
<td><strong>Nat Rep</strong></td>
</tr>
<tr>
<td>My Family</td>
<td>1 (63%)</td>
</tr>
<tr>
<td>My Friends</td>
<td>2 (63%)</td>
</tr>
<tr>
<td>My Hobbies</td>
<td>3 (35%)</td>
</tr>
<tr>
<td>My Gender</td>
<td>4 (33%)</td>
</tr>
<tr>
<td>Country Born In</td>
<td>5 (28%)</td>
</tr>
</tbody>
</table>

#### Views on Advertising

- **Representations of diversity in advertising often feel tokenistic**
  - Agree: 45%
  - Disagree: 55%
  - **Disagree: 17%**

- **Brands are only interested in disabled people around certain times of the year**
  - Agree: 31%
  - Disagree: 68%
  - **Disagree: 31%**

- **Advertising doesn't accurately reflect a wide range of people with physical disabilities**
  - Agree: 50%
  - Disagree: 50%
  - **Disagree: 25%**

- **I rarely see people who are physically disabled in adverts**
  - Agree: 46%
  - Disagree: 54%
  - **Disagree: 27%**

**People can tell when not enough research has been done. Advertisers go for people with obvious physical disabilities which feels like a tick boxing exercise. They should include people with other conditions.**

**Purpose is important to me as a disabled person - I need to connect with a brand's ethos. There's no point advertising to me if I feel excluded because of my disability.**

#### Demographic Profile (15+)

- **11.4M Population**
- **21.3% Population**
- **53 Average Age**

#### Brand Purpose

- **I like it when brands/companies take up causes/campaigns**
  - Agree: 47%
  - Disagree: 53%
  - **Disagree: 20%**

- **Well meaning/Doing the right thing**
  - Agree: 46%
  - Disagree: 54%
  - **Box ticking/Profiteering**

#### Cause (Net More Likely to Buy More)

<table>
<thead>
<tr>
<th>CAUSE (Net More Likely to Buy More)</th>
<th>NET% INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting Disability Causes</td>
<td>49%</td>
</tr>
<tr>
<td>Supporting UK Foodbanks</td>
<td>47%</td>
</tr>
<tr>
<td>Supporting Homelessness Issues</td>
<td>46%</td>
</tr>
<tr>
<td>Promoting Workers Rights</td>
<td>45%</td>
</tr>
</tbody>
</table>

#### Common Stereotypes

- Individuals without friendships
- Superheroes or Struggling
- No hidden/invisible illnesses
- Not enough success stories

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*Source: PAMCo 2 2022 | TGI Apr 2022 | Diversity Factor 2022*