

DISABLED COMMUNITY

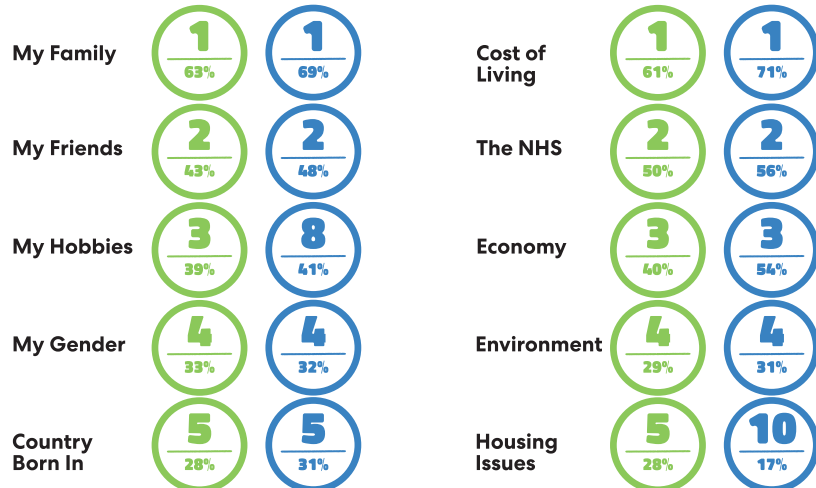


GETTING TO KNOW THEM

● DISABLED ● NAT REP

IDENTITY (RANK / %)

CONCERNS (RANK / %)



VIEWS ON ADVERTISING



Representations of diversity in advertising often feel tokenistic
Disagree: 17%



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



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



I rarely see people who are physically disabled in adverts
Disagree: 27%

"Disabled isn't a dirty word, people aren't ashamed of it. Abilities and achievements are down to personality and support system. Don't assume people can do more based on whether they are disabled or not."

"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."

These findings will never be representative of the full range of nuances that exist within the Disabled community.

Before embarking on any campaign featuring the community we recommend

DEMOGRAPHIC PROFILE (15+)

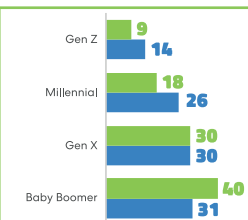
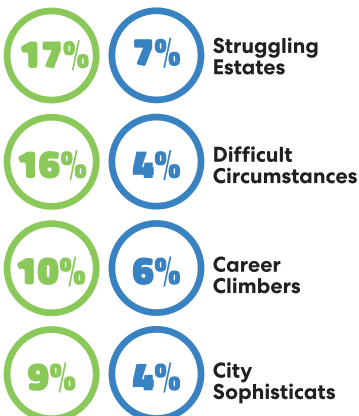
11.4M
Population

21.3
% Population

53
Average age

TOP ACORN GROUPS

● DISABLED ● NAT REP



BRAND PURPOSE



I like it when brands/ companies take up causes/ campaigns
Disagree: 20%



Well meaning/ Doing the right thing



Box ticking/ Profiteering

CAUSE (NET MORE LIKELY TO BUY MORE)

NET% INDEX

Supporting Disability Causes	49%	105
Supporting UK Foodbanks	47%	92
Supporting Homelessness Issues	46%	102
Promoting Workers Rights	45%	94

COMMON STEREOTYPES

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

ASK
REAL
PEOPLE

ADDRESS
CREATIVE
PROCESS

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

