‘Over 80% agree that a shop that recognises the Sunflower is helping to make shops more accessible for people with hidden disabilities’

**Question 1**
Do you have a hidden disability?

- Mobility impairment: 19%
- Speech impairment: 3%
- Visual impairment: 4%
- Hearing impairment: 8%
- Asthma, COPD, and other lung conditions: 22%
- Learning difficulties: 8%
- Mental health conditions: 20%
- Chronic illnesses: 13%
- Prefer not to say: 1%

**Question 2**
Are you familiar with the Hidden Disabilities Sunflower?

- Yes: 95%
- No: 5%

**Question 3**
Do you wear the Hidden Disabilities Sunflower?

- Yes: 82%
- No: 18%

**Question 4**
When you visit a shop, what challenges do you face?

- Not being able to stand for long periods of time: 9%
- Finding your way: 15%
- Communicating: 13%
- Using public toilets: 9%
- Paying for items: 18%
- Environment (lights, sounds and smells): 28%

*A survey to 1771 Sunflower wearers in November 2020*
Over 90% are more likely to visit a shop that recognises the Hidden Disabilities Sunflower.

Question 5
Before you visit a shop, do you check whether they recognise the Hidden Disabilities Sunflower?

- Yes - always: 21%
- Yes - sometimes: 49%
- Yes - possibly: 20%
- No - this is not important to me: 30%
- I don't know: 6%

Question 6
If a shop recognises the Hidden Disabilities Sunflower, would you be more likely to visit them?

- Yes: 72%
- Yes - possibly: 20%
- No: 2%
- I don't know: 6%

Question 7
Do you think a shop that recognises the Sunflower is helping to make shops more accessible for people with hidden disabilities?

- Strongly agree: 55%
- Somewhat agree: 26%
- Neither agree nor disagree: 12%
- Somewhat disagree: 5%
- Strongly disagree: 2%
- Neither agree nor disagree: 5%

Question 8
Would you recommend a shop that recognises the Hidden Disabilities Sunflower to others?

- Yes: 95%
- No: 5%

*Making the invisible visible
hiddendisabilitiesstore.com

Sunflower shopping survey

‘Over 90% are more likely to visit a shop that recognises the Hidden Disabilities Sunflower’

A survey to 1771 Sunflower wearers in November 2020
Sunflower shopping survey

‘95% would recommend a shop that recognises the Hidden Disabilities Sunflower to others’

Question 9
What method of transport do you generally use to visit shops?

- Use public transport: 77%
- By car/taxi: 12%
- On foot: 11%

Question 10
If you use a car, is parking close to the location important to you?

- Yes – this is important to me: 62%
- Yes - sometimes: 16%
- No – this is not important to me: 22%

Question 11
If you use public transport, do you check whether they recognise the Sunflower?

- Yes – this is important to me: 30%
- Yes - sometimes: 23%
- No – this is not important to me: 47%

Question 12
Would you recommend a public transport provider that recognises the Hidden Disabilities Sunflower to others?

- Yes: 88%
- No: 12%

* A survey to 1771 Sunflower wearers in November 2020