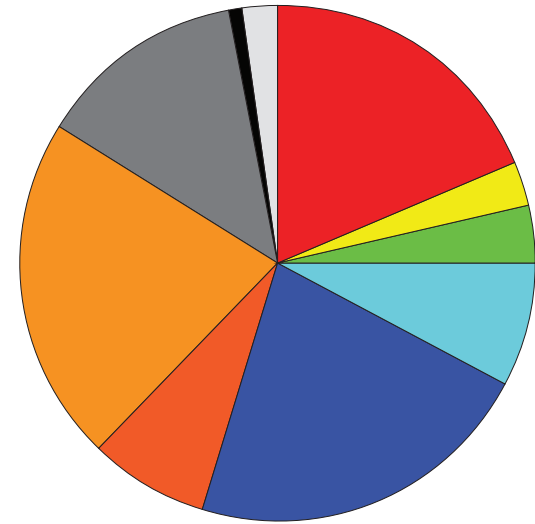


'Over 80% agree that a shop that recognises the Sunflower is helping to make shops more accessible for people with hidden disabilities'

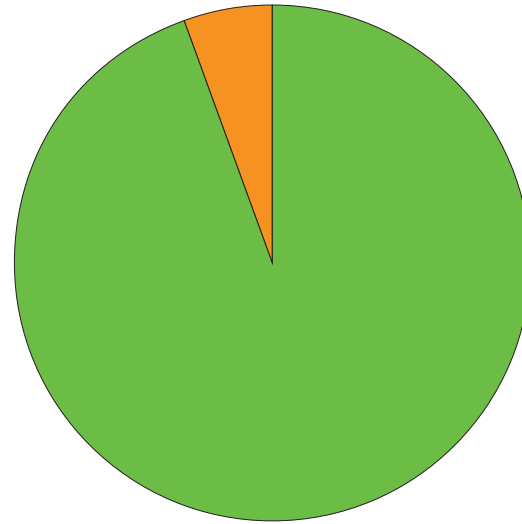
Question 1

Do you have a hidden disability?



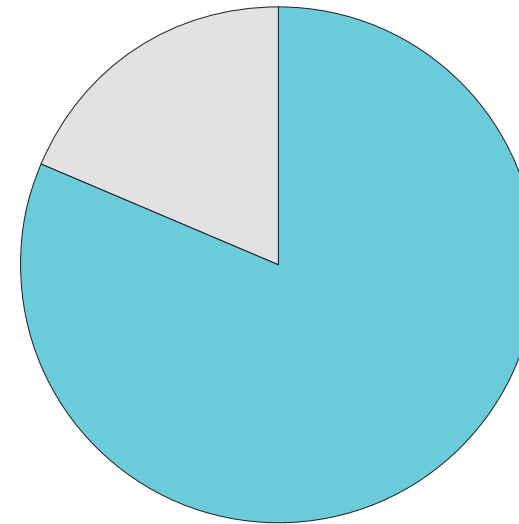
Question 2

Are you familiar with the Hidden Disabilities Sunflower?



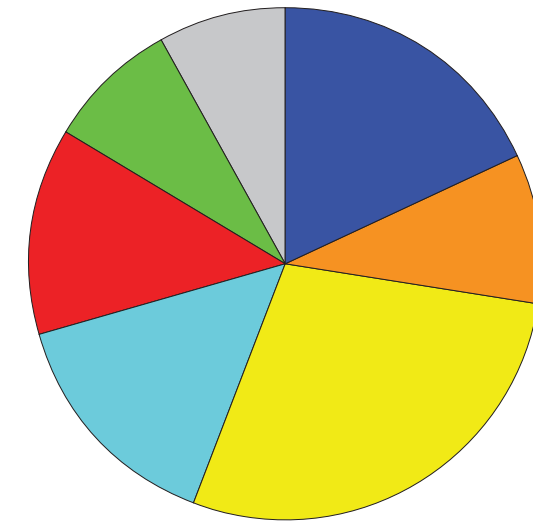
Question 3

Do you wear the Hidden Disabilities Sunflower?



Question 4

When you visit a shop, what challenges do you face?



- 19% Mobility impairment
- 3% Speech impairment
- 4% Visual impairment
- 8% Hearing impairment
- 22% Asthma, COPD, and other lung conditions
- 8% Learning difficulties
- 20% Mental health conditions
- 13% Chronic illnesses
- 1% Prefer not to say
- 2% None of the above
- 95% Yes
- 5% No

- 82% Yes
- 18% No

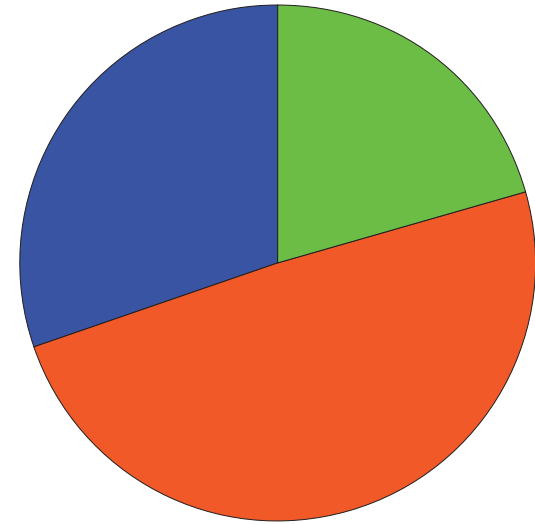
- 9% Finding your way
- 15% Communicating
- 13% Using public toilets
- 9% Paying for items
- 18% Environment (lights, sounds and smells)
- 8% None of the above
- 28% Not being able to stand for long periods of time

*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

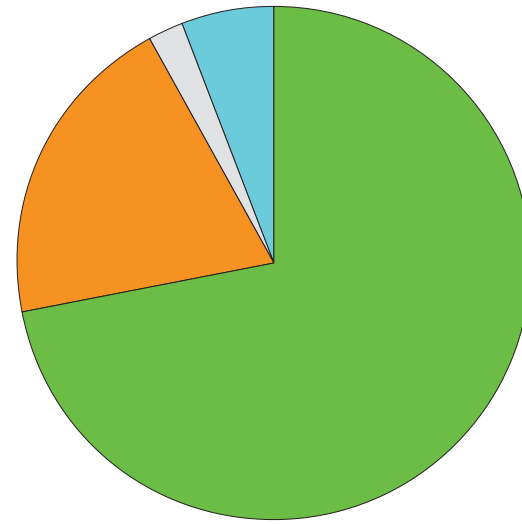
Before you visit a shop, do you check whether they recognise the Hidden Disabilities Sunflower?



- 21% Yes - always
- 49% Yes - sometimes
- 30% No - this is not important to me

Question 6

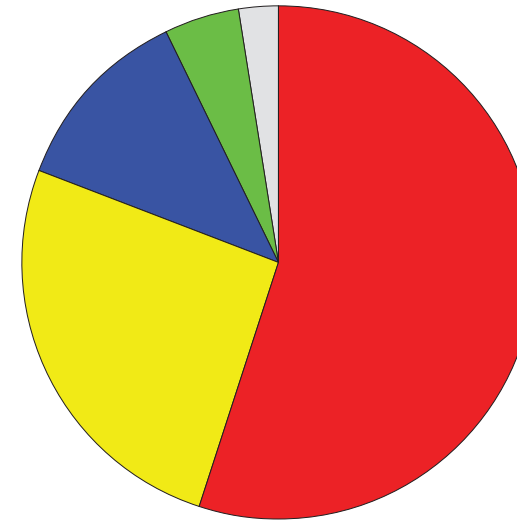
If a shop recognises the Hidden Disabilities Sunflower, would you be more likely to visit them?



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

Question 7

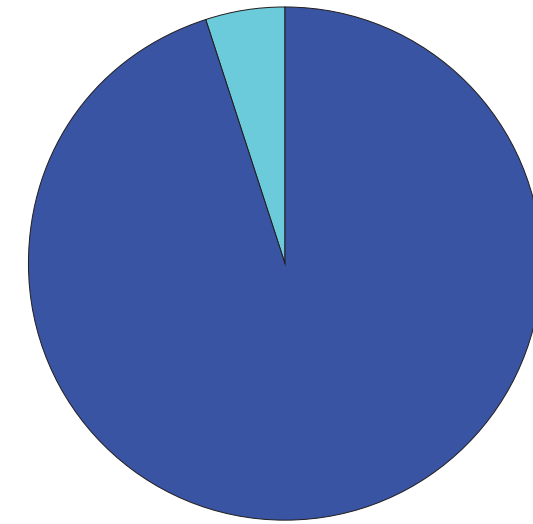
Do you think a shop that recognises the Sunflower is helping to make shops more accessible for people with hidden disabilities?



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

Question 8

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



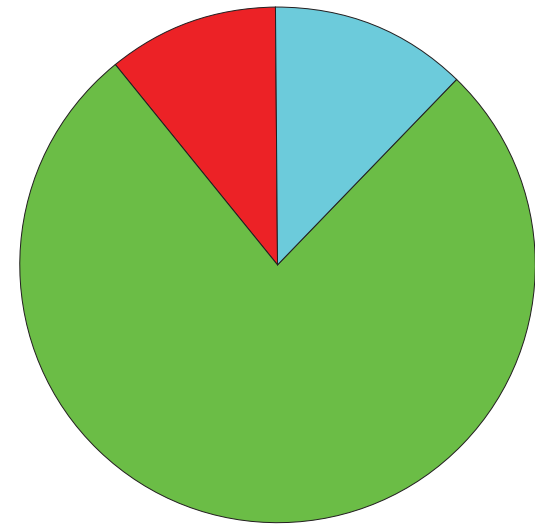
- 95% Yes
- 5% No

*A survey to 1771 Sunflower wearers in November 2020

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

Question 9

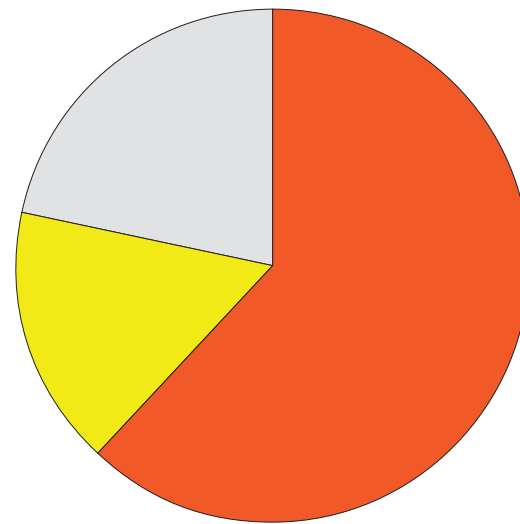
What method of transport do you generally use to visit shops?



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

Question 10

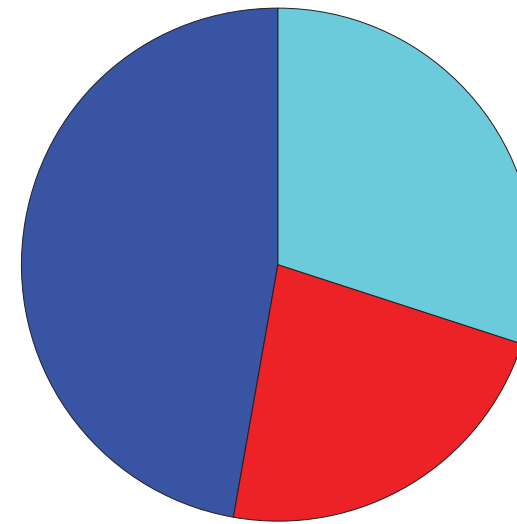
If you use a car, is parking close to the location important to you?



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

Question 11

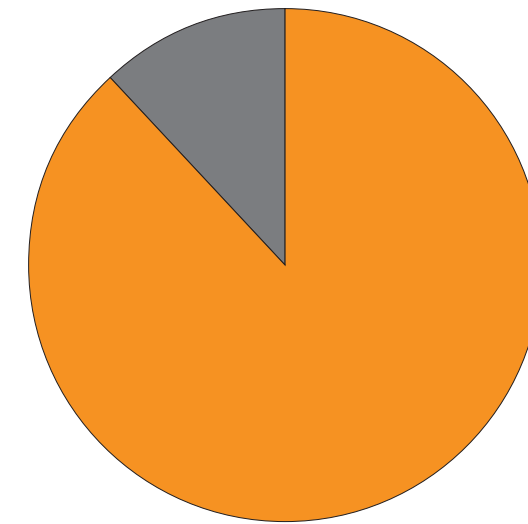
If you use public transport, do you check whether they recognise the Sunflower?



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

Question 12

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



- 88% Yes
- 12% No