



UK Customer profile

One in three people are disabled or close to someone who is.

One in seven of the UK population has a hearing impairment.

78% of disabled people acquired their impairment aged of 16 or older.

83% of disabled people have walked away from an inaccessible service provider to take business elsewhere.

3.33 million UK customers are likely to be disabled or close to someone who is.

1.43 million UK customers are likely to have a hearing impairment.

This would mean circa **1.4 million** disabled UK customers became disabled post-16.

Thus **1.49 million** disabled UK customers could walk away from inaccessible service.

Thus, **1.25 million** UK customers are likely to have paid or unpaid caring responsibilities.

Therefore **1 million** UK customers may have dyslexia.

One in eight British adults are carers.

144,000 UK customers may be wheelchair users.

300,000 UK customers may have a visual impairment.

10% of the UK population has dyslexia.

8% of all disabled people in the UK are wheelchair users. **18%** of Sainsbury's UK customer population are likely to have a disability.

3% of the UK population has a visual impairment.

For every 10 million UK customers