

RiDC Consumer Panel

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www.ridc.org.uk/our-consumer-panel

RiDC

[Meet Michelle, a RiDC panel member](#)

About us

We always start from the perspective of disabled and older people.

RiDC believes that by working with disabled and older people, listening to their needs and reflecting their lives in our research, we make sure nobody is excluded or left behind.

RiDC has developed a UK wide pan-disability consumer panel of over 1,650 disabled and older people. The panel members are the experts on the ground and are core to all our work. As a result of our approach, we have developed a strong track record of providing unique insights informed directly by disabled and older people.

We are a national research charity that is led by disabled people, which is important to us and the work we do.

Our panel

At the core of all our research is the 1,650 disabled and older people who make up our research panel.

These individuals have signed to use their knowledge and experiences to help improve access and inclusion for everyone.

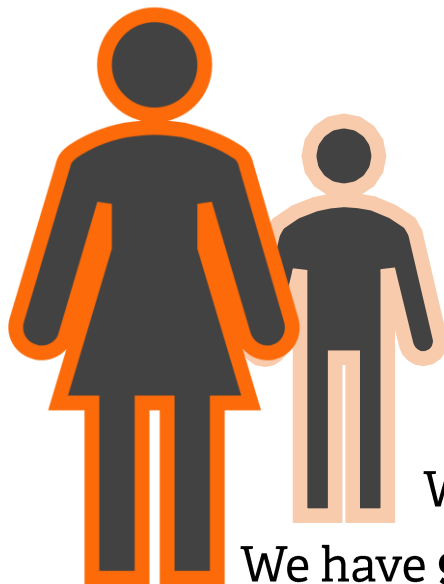
The RiDC pan-disability panel is one of the largest in the UK. It offers tremendous advantages in terms of conducting user research.

[Click here](#) to meet some of our panel member

We currently have 1,656 panel members.

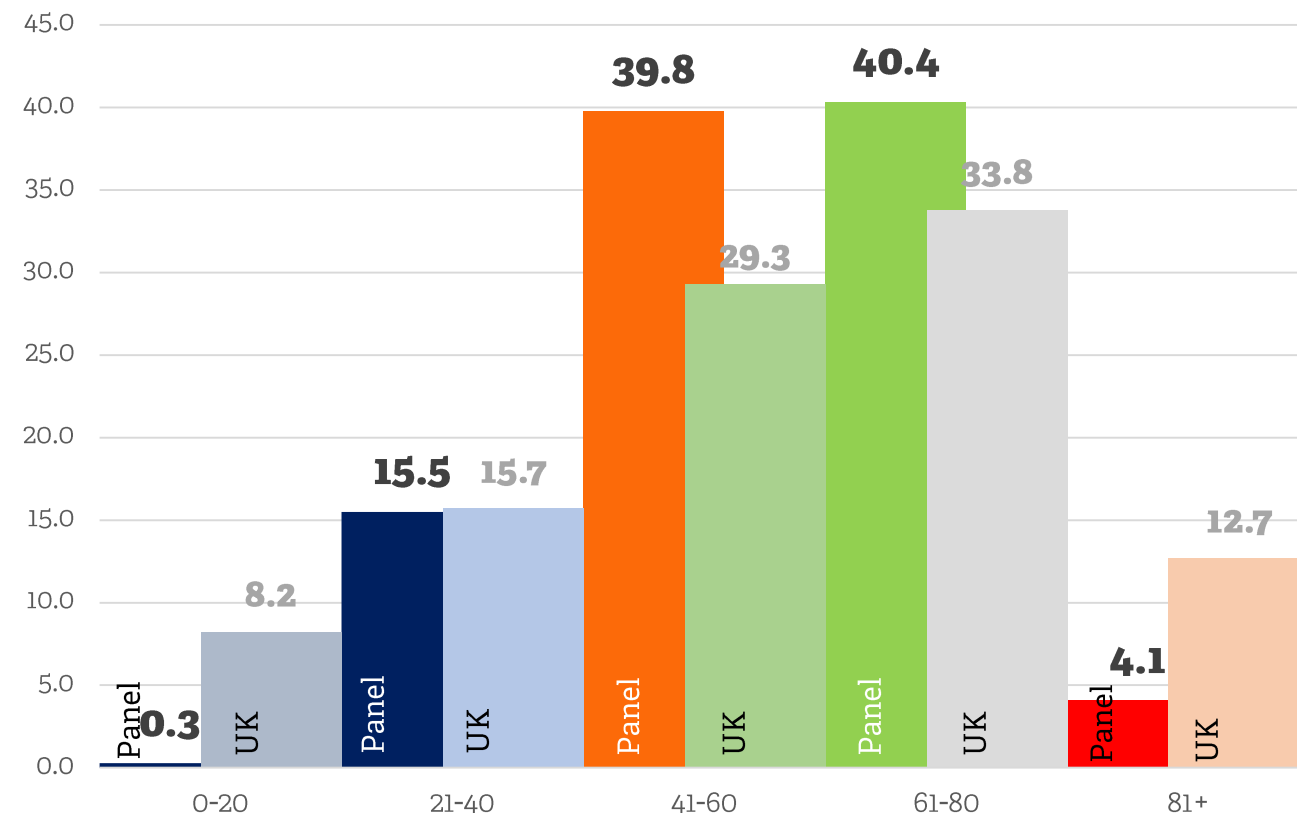
In terms of different types of impairment, the panel is made up as follows:

Mobility impairment	1,278 (77%)
Visual impairment	984 (59%)
Dexterity issues	673 (40%)
Hearing impairment	516 (31%)
Communication	248 (15%)
Cognitive impairment	267 (16%)
Behavioural issues	191 (12%)
Learning difficulties	147 (9%)
Non-visible	149 (9%)
Getting older	165 (10%)



We have **668 male** panel members (41%; UK = 45%).
We have **963 female** panel members (59%; UK = 55%).

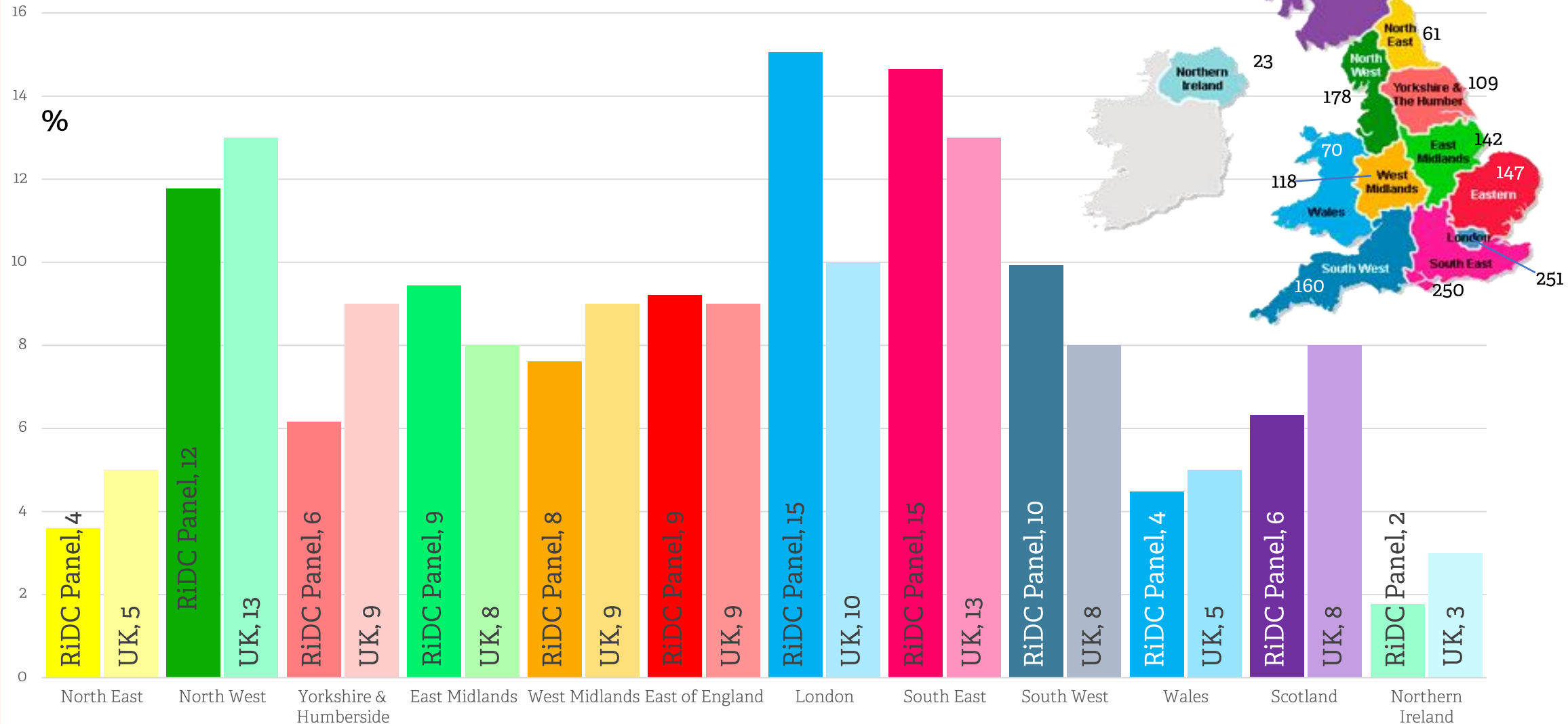
Age (RiDC panel % compared to UK)



How our panel is distributed across the UK

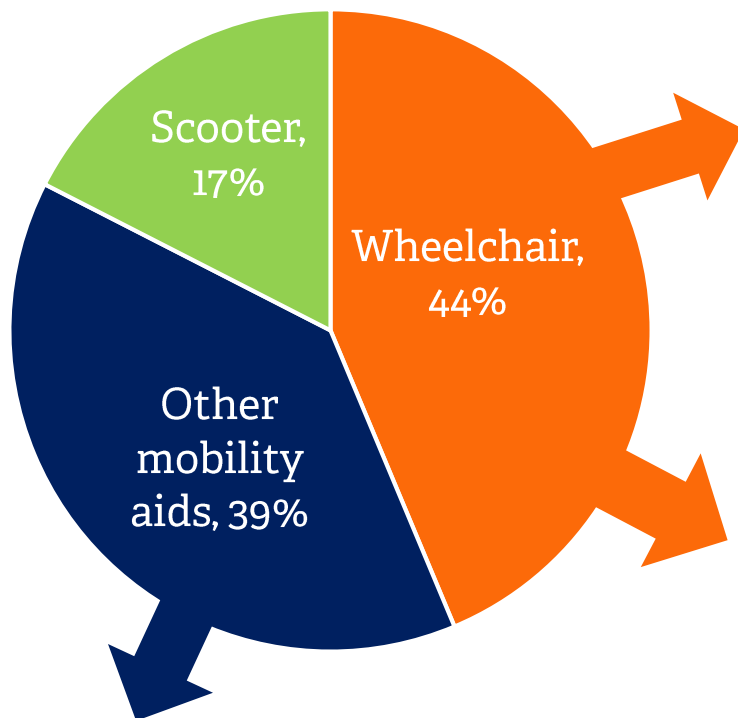
Our panel members are from all four corners of the UK.

UK wide panel



There are 1,278 panel members with a mobility impairment.

We ask panel members to provide a bit more detail on what types of mobility aids they use (if any).



Types of **mobility aids** panel members have are:

- Crutches = 196
- Walking frames = 158
- Assistance dogs = 30

Types of wheelchairs panel members have :

- Manual = 366
- Powered = 269
- Sports = 17

There are **224 full-time** wheelchair users on the panel. **281 are part-time** wheelchair users.



There are 984 panel members with a visual impairment.

Quite a large number of this group told us they wear glasses/contact lenses (619; 64%).

Sight aid (n=808)

- Talking book /CD = 171
- Screen reader = 127
- Symbol / long cane = 118
- Magnifying glasses = 85
- Audible/tactile measuring device = 69
- Braille equipment = 46
- Guide dog = 35
- Writing frame = 23

Blind (with residual vision) = 52
Blind (light perception) = 38
Blind (no light perception) = 37

Eyesight getting worse = 51
Partially sighted = 42

Registered blind = 147
Colour blind = 82

- Blue/yellow = 2
- Red/green = 16
- Both or other = 63



There are 516 panel members with a hearing impairment.

Type of hearing impairment

- Deaf = 42 (8%)
- Deaf / blind = 7 (1%)
- Hard of hearing = 335 (65%)
- Hearing is getting worse = 160 (31%)

Types of aids (n=542)

Hearing aid = 46%
Adaptor for TV = 8%
Flashing light/alarm/phone = 22%
Hearing dog = 3%
Amplifier for phone = 11%
Other = 10%

Communication (n=154)

Finger spelling = 8%
BSL = 10%
Lip reading = 52%
Other = 30%





Bus = 51%



Train = 50%



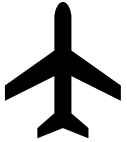
Metro/underground = 23%



Community transport = 7%



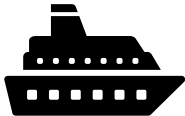
Coach = 7%



Plane = 6%



Taxi = 41%



Ferry = 2%

23% of the panel do not use any form of public transport



Demographics

- Ethnicity
- Height
- Health condition(s)

Technology

- Internet access
- Adaptative technology

Travel

- Access to car
- Car adaptations

Home

- Type
- Accessibility
- Adaptations
- Assistive furniture
- Bathroom features

Research

- Research preferences (i.e. mystery shopping, surveys, workshops, etc)
- Distance willing to travel
- Method of contact



Omnibus

Regular survey conducted on behalf of different organisations at the same time. Each pay to join the survey and add their own questions.

Cap on overall questions - maximum of 25 (for example, 1-5 per organisation)

Offers a great compromise between speed, price and sample representatives ideal to test consumer insights.

Full service

- Survey design, advice on accessibility and full excel data table (includes demographic data)

Rate

- £150 setup; £200 per question
- Expected response rate >500*. Survey open for 5 days (one reminder)

***Our online surveys are averaging a response rate of 54%**

Quick access

You might have a survey ready to go but you need access to a panel of disabled people. RiDC can help

Full service

- Feedback on survey, questions loaded onto Qualtrics and sent to panel. Anonymized data tables shared with client

Rate

- £1,000 to £2,000 depending on length, complexity of survey, and number of reminders. For a series of surveys we can discuss this rate
- Expected response rate >500

Bespoke

We can offer a full survey design (including accessible language) and analysis service. We will work with you to understand your needs and what you what to uncover. We will provide detailed analysis in whatever format is most relevant for you

Rate

- Average costs range between £4,000 and £7,000. The panel size can be boosted through a third party

