



RiDC Consumer Panel

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

RiDC

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

Company Registered in England: 2669868 Registered Charity
No: 1007726 VAT Registration No: 577 8406 92

Who are we?

The Research Institute for Disabled Consumers (RiDC) is the leading expert in inclusive research involving disabled and older consumers.

We are an independent, national charity with over 50 years' experience in commissioned consumer research and insights in this specialist area.

We have developed a strong track record of providing unique insights and solutions to businesses, government and charities.

We are run by, and for, people with a personal experience of disability.

Our approach

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

By working with disabled and older people, listening to their needs and reflecting real lives in our research, we make sure nobody is excluded.

Our consumer panel

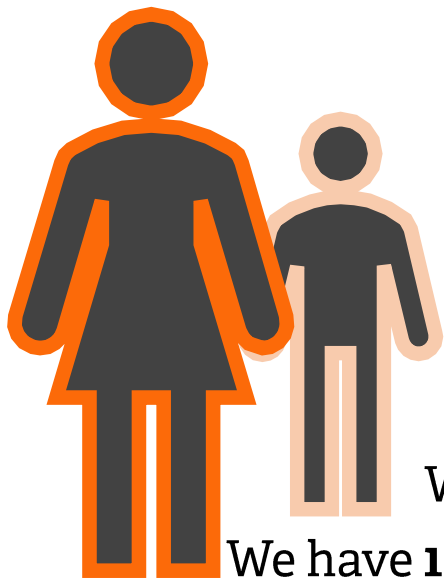
RiDC was one of the first organisations to establish a UK panel of disabled and older consumers. Our panel includes over 2,000 people and is the largest pan-disability panel in the UK.

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

We currently have 2,012 panel members.

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

| | |
|-----------------------|-------------|
| Mobility | 1,610 (80%) |
| Vision | 1,016 (51%) |
| Dexterity | 814 (41%) |
| Hearing | 575 (29%) |
| Cognitive | 317 (16%) |
| Communication | 304 (15%) |
| Non-visible | 291 (15%) |
| Behavioural | 220 (11%) |
| Getting older | 207 (10%) |
| Learning difficulties | 173 (9%) |



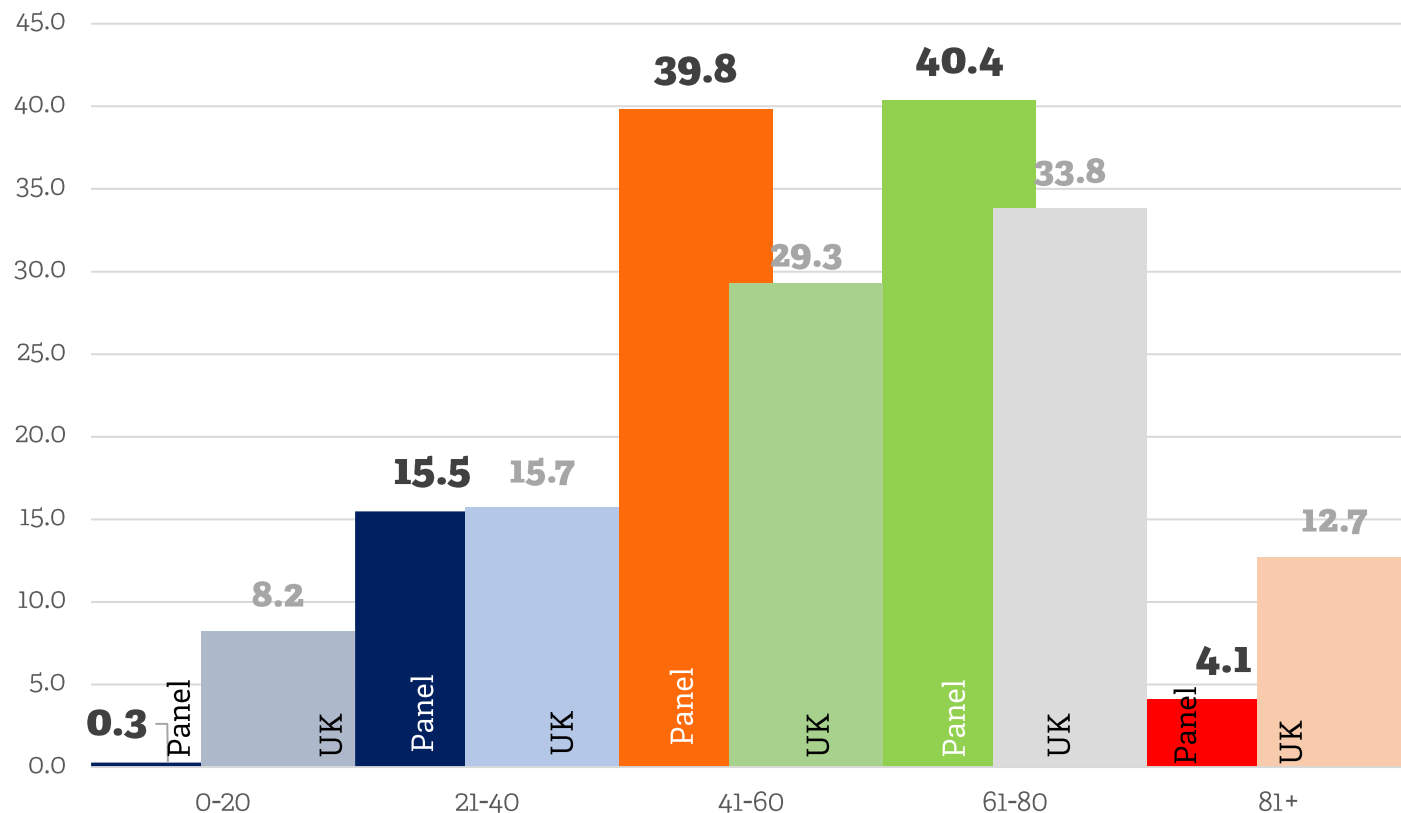
RiDC

We have **814 male** panel members (39%; UK = 45%).

We have **1,167** female panel members (61%; UK = 55%).

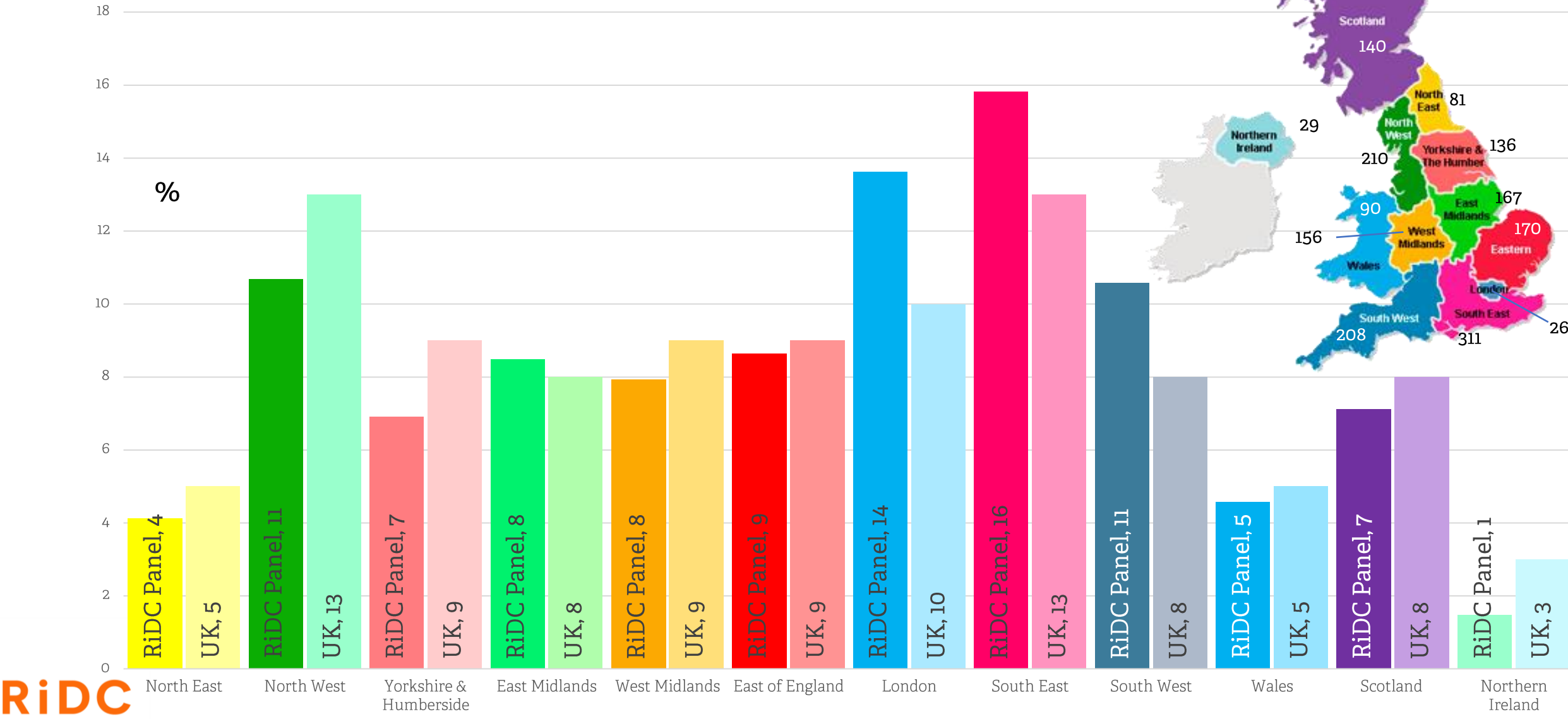
Profile

Age (RiDC panel % compared to UK)



How our panel is distributed across the UK

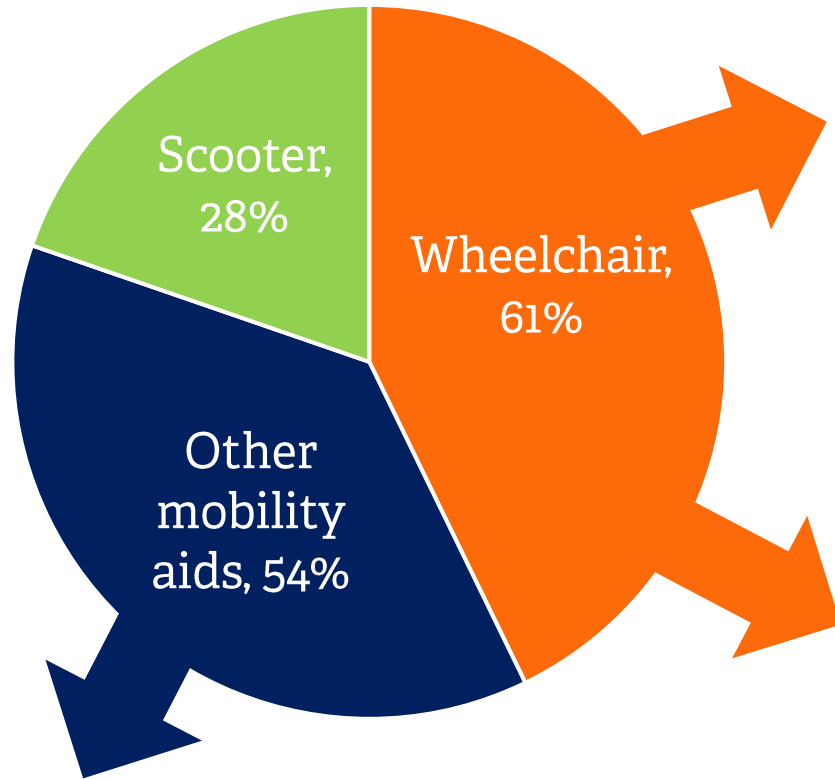
Our panel members are from all four corners of the UK.



Mobility

There are 1,610 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 = 315
- Walking frames = 694
- Assistance dogs = 43

Types of wheelchairs

panel members have :

- Manual = 523
- Powered = 421
- Sports = 26

There are **367 full-time** wheelchair users on the panel. **441 are part-time** wheelchair users.

21 panel members use a **cycle** (e.g a handcycle or tricycle)



Vision

There are 1,016 panel members with a vision impairment.

Quite a large number of this group told us they wear glasses/contact lenses (718; 70%).

Sight aid (n=808)

- Talking book /CD = 175
- Screen reader = 148
- Symbol / long cane = 118
- Magnifying glasses = 289
- Audible/tactile measuring device = 72
- Braille equipment = 47
- Guide dog = 39
- Writing frame = 23

Blind (with residual vision) = 66

Blind (light perception) = 48

Blind (no light perception) = 44

Eyesight getting worse = 154

Partially sighted = 88

Registered blind = 169

Colour blind = 91

- Blue/yellow = 4
- Red/green = 19
- Both or other = 68



Hearing

There are 516 panel members with a hearing impairment.

Type of hearing impairment

- Deaf = 58
- Deaf / blind = 7
- Hard of hearing = 211
- Hearing is getting worse = 218

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%

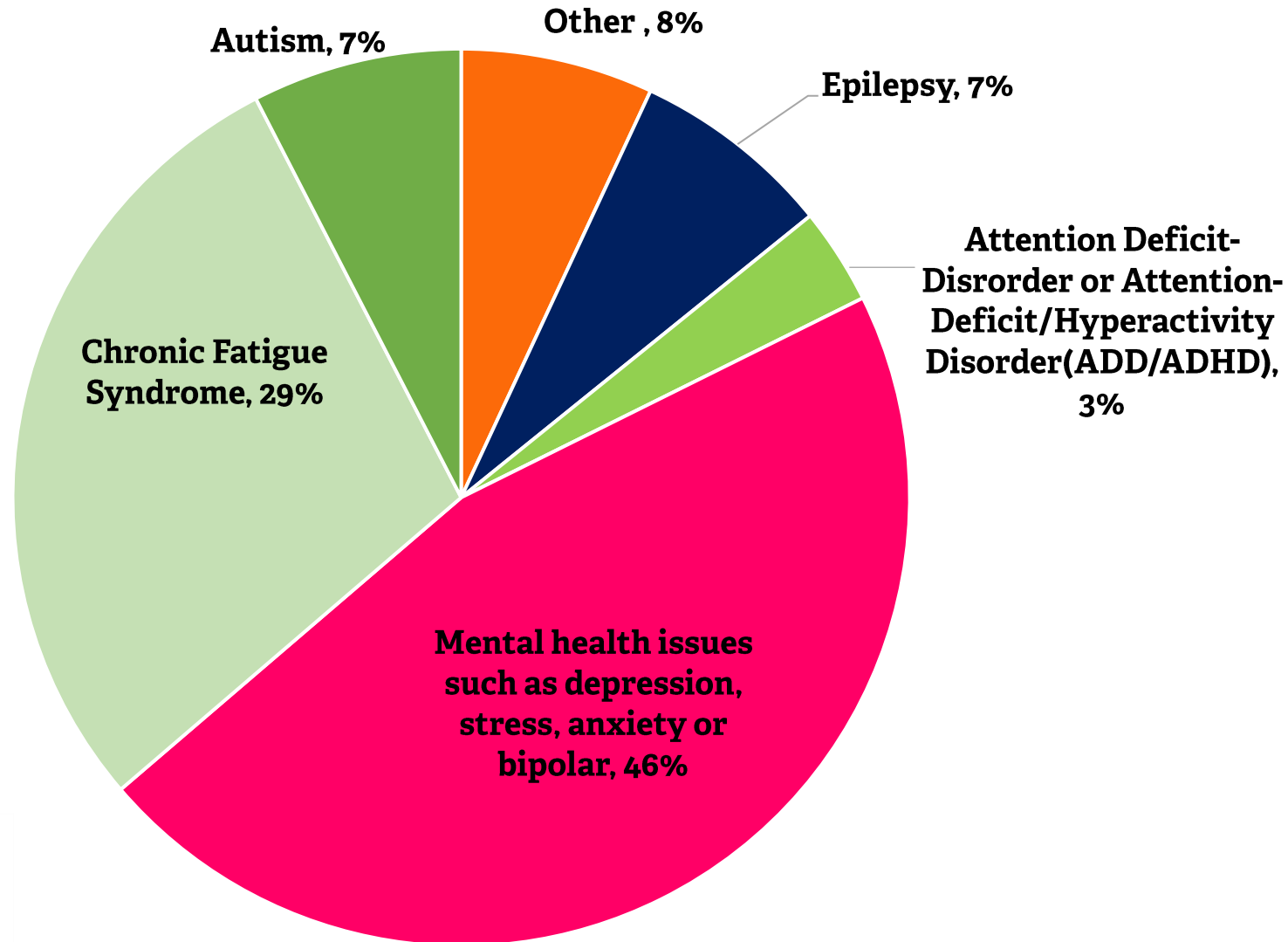
Communication (n=154)

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



Non-visible

There are 291 panel members with a non-visible impairment.



Transport



Bus = 767



Train = 766



Metro/underground = 330



Community transport = 102



Coach = 102



Plane = 135



Taxi = 620



Ferry = 34

1,492 panel members have access to a car

521 people on the panel do not use any form of public transport



Additional information

Demographics

- Ethnicity
- Height
- Health condition(s)

Technology

- Internet access
- Adaptative technology

Research

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

Home

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

