

Table Names

Table Filters

<p><b>0001</b> Q2A. In the last 6 months, which, if any, of the following have you seen used to represent disability in content that you may have seen, watched or read (e.g., on TV or a streaming service, social media, newspapers, magazines, websites, posters, adverts, marketing literature, etc.)?</p>	<p>All Adults aged 16-75 in UK</p>
<p><b>0002</b> Q2B. And in the last 6 months, which ONE of the following have seen used most often to represent disability in any content that you may have seen, watched or read (e.g., on TV or a streaming service, social media, newspapers, magazines, websites, posters, adverts, marketing literature, etc.)?</p>	<p>All Adults aged 16-75 in UK</p>
<p><b>0003</b> INTRO_QDISX. Do you accept the collection of your personal health related information?</p>	<p>All Adults aged 16-75 in UK</p>
<p><b>0004</b> QDISX. Do you have any of the following physical or mental health conditions or impairments that have a substantial and long-term adverse effect on your ability to carry out normal day-to-day activities?</p>	<p>All Adults aged 16-75 in UK who consented to the collection of their personal health related information</p>
<p><b>0005</b> Q3A. To what extent do you agree, or disagree, with the following statement: Images of disabled people used in content I have seen, watched or read reflect my experience of my disability or disabilities.</p>	<p>All Adults aged 16-75 in UK who consented to the collection of their personal health related information and say they have a disability</p>
<p><b>0006</b> Q3b. You mentioned that you strongly agree / tend to agree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?</p>	<p>All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and agree with statement</p>
<p><b>0007</b> Q3b. You mentioned that you strongly disagree / tend to disagree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?</p>	<p>All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and disagree with statement</p>
<p><b>0008</b> Sample Profile</p>	<p>All Adults aged 16-75 in UK</p>

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q2A. In the last 6 months, which, if any, of the following have you seen used to represent disability in content that you may have seen, watched or read (e.g., on TV or a streaming service, social media, newspapers, magazines, websites, posters, adverts, marketing literature, etc.)?

All Adults aged 16-75 in UK

	Gender			Age					Region												Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	6777	3260	3456	884	1270	1192	1295	2136	271	747	561	598	494	626	560	913	936	311	510	250	2326	3783
Weighted base	6777	3321	3395	951	1232	1180	1201	2214	266	735	556	593	494	638	565	924	943	312	558	193	2348	3746
Wheelchair or mobility scooter user	1761 26% BEQ	745 22%	995 29% AB	233 25%	276 22%	298 25%	321 27% E	633 29% ADE	73 28%	194 26%	134 24%	146 25%	128 26%	163 26%	169 30% AKQ	242 26%	210 22%	89 29% Q	139 25%	74 38% AUJLMNOPQRS	704 30% AV	953 25%
Blindness / sight loss	1456 21% BEQ	645 19%	794 23% AB	188 20%	220 18%	235 20%	257 21% E	556 25% ADEFG	66 25% QS	167 23% Q	125 23% Q	122 21%	110 22% Q	140 22% Q	132 23% QS	196 21%	164 17%	68 22%	99 18%	66 34% AUJLMNOPQRS	599 26% AV	774 21%
Mental health condition, e.g., bipolar disorder, PTSD, etc.	1335 20% BHSV	570 17%	742 22% AB	249 26% AEFGH	236 19%	230 19%	233 19%	387 17%	62 23% S	140 19%	106 19%	106 18%	85 17%	146 23% LMPS	113 20%	169 18%	190 20%	67 22%	88 16%	63 32% AUJLMNOPQRS	629 27% AV	609 16%
Deafness / hearing loss	1297 19% BEQV	506 15%	772 23% AB	192 20%	206 17%	214 18%	247 21% E	439 20% E	47 18%	136 18%	95 17%	110 19%	91 18%	130 20% Q	115 20% Q	188 20% Q	151 16%	76 24% AKQS	98 17%	62 32% AUJLMNOPQRS	546 23% AV	673 18%
Learning disability, e.g., Down's syndrome, Cerebral Palsy, etc.	1277 19% BESV	488 15%	775 23% AB	198 21% E	203 16%	225 19%	213 18%	438 20% E	48 18%	128 17%	111 20% S	100 17%	101 20% S	139 22% LQS	112 20% S	195 21% QS	158 17%	58 19%	74 13%	53 27% AUJKLOQRS	542 23% AV	661 18%
Memory related, e.g., brain injury, dementia, Alzheimer's disease, etc.	1223 18% BEV	494 15%	712 21% AB	176 19% E	185 15%	188 16%	223 19% E	451 20% AEF	36 14%	130 18%	106 19%	108 18%	93 19%	117 18%	101 18%	179 19% IS	151 16%	71 23% AIQS	82 15%	49 25% AULNOQS	537 23% AV	624 17%
Limb difference, e.g., full or partial limb loss, etc.	1210 18% BDEQ	505 15%	694 20% AB	143 15%	167 14%	203 17% E	237 20% DE	461 21% ADEF	52 19%	128 17%	107 19%	97 16%	85 17%	123 19% Q	105 19%	172 19%	141 15%	67 22% Q	91 16%	41 21% Q	495 21% AV	653 17%
Neuro-diverse related, e.g., dyslexia, ADHD, autism, etc.	987 15% BHV	375 11%	588 17% AB	199 21% AEFGH	175 14%	197 17% AGH	154 13%	262 12%	36 14%	104 14%	78 14%	78 13%	61 12%	110 17% M	87 15%	139 15%	127 13%	48 15%	74 13%	47 24% AUJLMNOPQRS	486 21% AV	435 12%
Speech impairment	617	277	334	115	114	107	107	174	25	55	40	54	33	65	59	92	83	25	45	41	250	320

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q2A. In the last 6 months, which, if any, of the following have you seen used to represent disability in content that you may have seen, watched or read (e.g., on TV or a streaming service, social media, newspapers, magazines, websites, posters, adverts, marketing literature, etc.)?

All Adults aged 16-75 in UK

																					Claimed Disability/Disabilities Yes or No	
	Gender			Age					Region												Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	(U)	(V)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
	9% BH	8%	10%	12% AFGH	9%	9%	9%	8%	9%	8%	7%	9%	7%	10%	10% M	10%	9%	8%	8%	21% AUKLMNOPQRS	11% AV	9%
Facial difference, e.g., cleft lip/palate, facial tumours, extensive scars, etc.	530 8% BV	233 7%	291 9% AB	94 10% AEF	82 7%	80 7%	103 9%	169 8%	20 7%	44 6%	51 9% J	47 8%	31 6%	53 8%	41 7%	65 7%	81 9%	26 8%	42 8%	28 15% AUKLMNOPQRS	254 11% AV	246 7%
Musculoskeletal, e.g., arthritis, osteoporosis or spinal conditions, etc.	502 7% V	244 7%	253 7%	87 9% AEF	79 6%	76 6%	89 7%	170 8%	27 10% S	56 8%	51 9% S	39 7%	34 7%	38 6%	36 6%	73 8%	70 7%	22 7%	29 5%	26 14% AUKLMNOPQRS	269 11% AV	195 5%
Other mobility impairment (i.e., not using a wheelchair or mobility scooter)	482 7% V	225 7%	248 7%	76 8%	87 7%	76 6%	83 7%	159 7%	16 6%	56 8%	50 9% L	30 5%	42 8% L	39 6%	42 7%	66 7%	60 6%	26 8%	35 6%	19 10% L	267 11% AV	182 5%
Skin conditions, e.g., psoriasis, eczema, rosacea or vitiligo, etc.	458 7% BHV	189 6%	260 8% AB	111 12% AEFGH	105 9% AGH	82 7% H	72 6% H	87 4%	14 5%	46 6%	44 8%	38 6%	32 6%	53 8% O	28 5%	62 7%	70 7%	18 6%	35 6%	18 9% O	230 10% AV	182 5%
Energy limiting condition, e.g., chronic fatigue, ME, etc.	396 6% HV	180 5%	211 6%	74 8% AGH	85 7% GH	79 7% H	58 5%	100 5%	21 8% M	37 5%	40 7% M	25 4%	19 4%	40 6%	28 5%	49 5%	70 7% LM	20 6%	30 5%	16 8% LM	222 9% AV	139 4%
Dexterity related, e.g., tremor, grip, hand strength issues related to long term conditions, etc.	333 5% V	157 5%	170 5%	60 6% H	60 5%	59 5%	63 5%	92 4%	10 4%	32 4%	26 5%	28 5%	23 5%	36 6%	19 3%	38 4%	55 6%	15 5%	32 6%	18 9% AIJKLMOP	176 7% AV	138 4%
Other physical impairment	251 4% IV	129 4%	118 3%	34 4%	43 3%	34 3%	47 4%	93 4%	3 1%	28 4%	20 4%	16 3%	18 4%	27 4% I	27 5% I	27 3%	43 5% I	17 5% I	14 3%	10 5% I	125 5% AV	109 3%
Other non-visible disability	245 4% BEV	102 3%	135 4%	52 5% AEGH	30 2%	46 4%	36 3%	81 4%	8 3%	27 4%	21 4%	17 3%	14 3%	19 3%	24 4%	29 3%	41 4%	13 4%	16 3%	15 8% AUKLMNOPQRS	139 6% AV	92 2%
Something else	53 1% V	27 1%	26 1%	13 1% A	10 1%	7 1%	8 1%	14 1%	2 1%	7 1%	2 *	4 1%	3 1%	5 1%	7 1%	5 1%	8 1%	3 1%	3 *	4 2% K	35 2% AV	14 *

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q2A. In the last 6 months, which, if any, of the following have you seen used to represent disability in content that you may have seen, watched or read (e.g., on TV or a streaming service, social media, newspapers, magazines, websites, posters, adverts, marketing literature, etc.)?

All Adults aged 16-75 in UK

	Gender			Age					Region												Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None of these	2181 32% C DOTU	1189 36% AC	983 29% ADGH	255 27% ADGH	449 36% ADGH	415 35% ADH	386 32% D	676 31% D	94 36% OT	250 34% OT	173 31% T	207 35% OPT	153 31% T	209 33% T	155 27% T	271 29% T	348 37% AKMOPT	101 32% T	183 33% T	36 19% T	409 17% T	1496 40% AU
Don't know / Not sure	1146 17% DEQTV	530 16% A	608 18% A	118 12% A	162 13% A	183 16% A	228 19% ADEF	456 21% ADEF	42 16% T	122 17% T	96 17% T	98 16% T	95 19% QT	95 15% T	120 21% ANQT	164 18% QT	128 14% T	54 17% T	115 21% ANQT	16 8% T	400 17% T	581 15% T

Mean number of codes selected for 1-17	4.18 BE	3.80	4.50 AB	3.97	3.80	4.21 E	4.36 E	4.39 ADE	4.38	4.20	4.20	4.06	4.07	4.33	4.30	4.06	4.01	4.62	3.94	4.68 APQS	4.22	4.20
--	------------	------	------------	------	------	-----------	-----------	-------------	------	------	------	------	------	------	------	------	------	------	------	--------------	------	------

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q2B. And in the last 6 months, which ONE of the following have seen used most often to represent disability in any content that you may have seen, watched or read (e.g., on TV or a streaming service, social media, newspapers, magazines, websites, posters, adverts, marketing literature, etc.)?  
All Adults aged 16-75 in UK

	Gender			Age					Region											Claimed Disability/Disabilities Yes or No		
	Total (A)	Man (B)	Woman (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	North East (I)	North West (J)	Yorkshire and Humberside (K)	West Midlands (L)	East Midlands (M)	East of England (N)	South West (O)	South East (P)	Greater London (Q)	Wales (R)	Scotland (S)	Northern Ireland (T)	Yes claimed Disability/Disabilities (U)	No Disability/Disabilities claimed (V)
Unweighted base	3572	1611	1917	547	671	600	663	1091	135	392	296	296	252	335	298	498	478	165	245	182	1558	1784
Weighted base	3435	1593	1798	574	619	577	583	1082	129	360	287	286	246	332	288	488	465	157	259	138	1531	1663
Wheelchair or mobility scooter user	781 23% DU	352 22%	421 23%	102 18%	126 20%	122 21%	132 23%	299 28% ADEFG	30 23%	85 24%	58 20%	58 20%	53 22%	71 21%	76 26%	118 24%	92 20%	37 23%	70 27% Q	33 24%	296 19%	453 27% AU
Mental health condition, e.g., bipolar disorder, PTSD, etc.	429 12% HV	190 12%	231 13%	96 17% AFH	92 15% H	69 12%	74 13% H	98 9% H	25 20% AJKMPOS	39 11%	31 11%	42 15%	26 11%	50 15%	36 13%	50 10%	55 12%	25 16%	29 11%	20 14%	206 13% V	181 11%
Memory related, e.g., brain injury, dementia, Alzheimer's disease, etc.	321 9% F	151 10%	168 9%	41 7%	54 9%	32 6%	63 11% DF	132 12% ADEF	12 9%	42 12% KN	19 7%	39 14% AKNO	24 10%	22 7%	22 7%	48 10%	43 9%	13 8%	25 10%	13 9%	138 9%	175 11% A
Limb difference, e.g., full or partial limb loss, etc.	267 8% DET	124 8%	142 8%	22 4%	35 6%	47 8% D	57 10% DE	107 10% ADE	9 7%	29 8% T	24 8% T	25 9% T	19 8%	35 11% T	25 9% T	32 7%	32 7%	11 7%	21 8%	4 3%	106 7%	150 9% AU
Blindness / sight loss	252 7% DQ	119 7%	132 7%	28 5%	40 7%	43 7%	39 7%	101 9% AD	9 7%	38 11% AMQ	24 8%	18 6%	13 5%	26 8%	27 10% Q	39 8%	22 5%	10 6%	16 6%	9 6%	106 7%	132 8%
Learning disability, e.g., Down's syndrome, Cerebral Palsy, etc.	237 7% H	113 7%	121 7%	50 9% H	51 8% H	46 8% H	36 6% H	55 5% H	7 6%	17 5%	22 8%	17 6%	24 10% J	18 5%	22 8%	35 7%	36 8%	12 8%	18 7%	9 7%	94 6%	128 8%
Neuro-diverse related, e.g., dyslexia, ADHD, autism, etc.	213 6% BHLV	76 5%	128 7% AB	48 8% AH	52 8% AH	56 10% AGH	32 6% H	25 2% H	7 5%	30 8% L	16 5%	9 3%	12 5%	28 8% L	15 5%	33 7%	32 7%	9 6%	13 5%	10 7%	115 7% AV	80 5%
Deafness / hearing loss	191 6% BU	71 4%	117 7% AB	29 5%	32 5%	36 6%	34 6%	59 5%	5 4%	16 5%	16 6%	13 4%	17 7%	20 6%	14 5%	28 6%	24 5%	11 7%	17 7%	9 7%	69 5%	104 6% U
Skin conditions, e.g., psoriasis, eczema, rosacea or vitiligo, etc.	94 3% HOV	48 3%	46 3%	24 4% GH	30 5% AGH	22 4% GH	10 2%	9 1% GH	2 2%	7 2%	12 4% OR	11 4% OR	8 3% O	11 3% O	2 1%	15 3% O	15 3% O	1 * O	5 2% O	5 4% O	56 4% AV	31 2%

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q2B. And in the last 6 months, which ONE of the following have seen used most often to represent disability in any content that you may have seen, watched or read (e.g., on TV or a streaming service, social media, newspapers, magazines, websites, posters, adverts, marketing literature, etc.)?  
All Adults aged 16-75 in UK

																					Claimed Disability/Disabilities Yes or No	
	Gender			Age					Region												Yes claimed Disability/Disabilities (U)	No Disability/Disabilities claimed (V)
	Total (A)	Man (B)	Woman (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	North East (I)	North West (J)	Yorkshire and Humberside (K)	West Midlands (L)	East Midlands (M)	East of England (N)	South West (O)	South East (P)	Greater London (Q)	Wales (R)	Scotland (S)	Northern Ireland (T)		
Facial difference, e.g., cleft lip/palate, facial tumours, extensive scars, etc.	65 2% CFV	41 3% AC	23 1% AEFH	22 4% AEFH	10 2% F	2 * F	15 3% F	15 1% F	2 1% F	5 1% F	5 2% F	8 3% F	4 1% F	2 1% F	7 2% F	7 1% F	13 3% F	2 1% F	7 3% F	5 4% N	39 3% AV	19 1% AV
Musculoskeletal, e.g., arthritis, osteoporosis or spinal conditions, etc.	60 2% CV	38 2% AC	21 1% F	16 3% F	10 2% F	5 1% F	11 2% F	18 2% F	2 1% F	4 1% F	10 3% P	2 1% P	6 2% P	5 2% P	4 1% P	4 1% P	14 3% P	1 * P	3 1% P	5 4% JLPR	37 2% AV	16 1% AV
Energy limiting condition, e.g., chronic fatigue, ME, etc.	55 2% CHV	38 2% AC	17 1% AGH	17 3% AGH	14 2% H	12 2% H	5 1% H	7 1% H	* * H	5 1% H	10 3% AMOT	6 2% AMOT	2 1% AMOT	6 2% AMOT	2 1% AMOT	7 1% AMOT	13 3% AMOT	2 1% AMOT	2 1% AMOT	- - AMOT	39 3% AV	8 * AV
Other mobility impairment (i.e., not using a wheelchair or mobility scooter)	41 1% CV	29 2% AC	12 1% AGH	14 2% AGH	6 1% AGH	9 2% AGH	3 1% AGH	9 1% AGH	1 1% AGH	4 1% AGH	6 2% AGH	1 * AGH	6 2% AGH	3 1% AGH	1 * AGH	7 1% AGH	9 2% AGH	3 2% AGH	1 * AGH	* * AGH	27 2% AV	8 1% AV
Speech impairment	28 1% CV	19 1% AC	10 1% AGH	10 2% AGH	8 1% GH	4 1% GH	1 * GH	4 * GH	3 2% K	3 1% K	* * K	1 * K	2 1% K	2 1% K	1 * K	5 1% K	7 1% K	- - K	3 1% K	1 1% K	12 1% AV	14 1% AV
Dexterity related, e.g., tremor, grip, hand strength issues related to long term conditions, etc.	25 1% HV	14 1% AC	12 1% AGH	10 2% AH	4 1% H	7 1% H	3 1% H	1 * H	- - H	2 1% H	4 1% H	1 * H	5 2% ALO	3 1% ALO	1 * ALO	2 1% ALO	3 1% ALO	- - ALO	2 1% ALO	1 * ALO	20 1% AV	5 * AV
Other physical impairment	24 1% V	13 1% AC	9 1% AGH	6 1% AGH	1 * AGH	5 1% AGH	4 1% AGH	7 1% AGH	1 1% AGH	4 1% AGH	2 1% AGH	1 * AGH	1 * AGH	1 * AGH	4 1% AGH	4 1% AGH	2 * AGH	1 1% AGH	2 1% AGH	- - AGH	20 1% AV	3 * AV
Other non-visible disability	17 1% V	10 1% AC	7 * AGH	5 1% AGH	1 * AGH	1 * AGH	2 * AGH	7 1% AGH	- - AGH	2 * AGH	3 1% AGH	3 1% AGH	- - AGH	- - AGH	3 1% AGH	3 1% AGH	2 * AGH	- - AGH	1 * AGH	2 1% N	11 1% AV	4 * AV
Something else	40 1% CHV	28 2% AC	12 1% AGH	13 2% AH	9 1% H	8 1% H	5 1% H	6 1% H	- - H	3 1% H	3 1% H	- - H	6 2% L	8 2% L	4 1% L	5 1% L	9 2% L	1 * L	3 1% L	- - L	28 2% AV	8 * AV
None of these	64 2% CHV	29 2% AC	35 2% AGH	8 1% AGH	17 3% H	7 1% H	11 2% H	21 2% H	3 2% H	4 1% H	5 2% H	9 3% H	2 1% H	7 2% H	4 2% H	9 2% H	11 2% H	2 1% H	3 1% H	3 2% H	23 1% AV	35 2% AV
Don't know / Not sure	231	92	135	13	25	43	46	104	11	22	17	23	16	13	19	36	30	18	16	9	89	109

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q2B. And in the last 6 months, which ONE of the following have seen used most often to represent disability in any content that you may have seen, watched or read (e.g., on TV or a streaming service, social media, newspapers, magazines, websites, posters, adverts, marketing literature, etc.)?

All Adults aged 16-75 in UK

		Gender			Age					Region											Claimed Disability/Disabilities Yes or No		
											Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
		7%	6%	8%	2%	4%	7%	8%	10%	8%	6%	6%	8%	7%	4%	6%	7%	7%	11%	6%	7%	6%	7%
		DEN					DE	DE	ADE				N						AJN				

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

INTRO\_QDISX. Do you accept the collection of your personal health related information?

All Adults aged 16-75 in UK

	Gender								Age								Region										Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
Unweighted base	6777	3260	3456	884	1270	1192	1295	2136	271	747	561	598	494	626	560	913	936	311	510	250	2326	3783						
Weighted base	6777	3321	3395	951	1232	1180	1201	2214	266	735	556	593	494	638	565	924	943	312	558	193	2348	3746						
Yes, I accept	6456	3131	3275	868	1162	1130	1156	2140	257	706	541	569	474	611	544	866	878	297	524	190	2348	3746						
	95%	94%	96%	91%	94%	96%	96%	97%	97%	96%	97%	96%	96%	96%	96%	94%	93%	95%	94%	99%	100%	100%						
	BDPQ		AB		D	D	DE	ADE		Q	APQS	Q			PQ				APQS	A	A							
No, I do not accept	321	190	120	83	70	49	45	74	9	29	16	24	21	27	21	58	64	15	34	3	-	-						
	5%	6%	4%	9%	6%	4%	4%	3%	3%	4%	3%	4%	4%	4%	4%	6%	7%	5%	6%	1%	-	-						
	CHKTUV	AC		AEFGH	GH											AKOT	AJKLOT		KT									

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)



22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

QDISX. Do you have any of the following physical or mental health conditions or impairments that have a substantial and long-term adverse effect on your ability to carry out normal day-to-day activities?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information

	Total	Gender		Age					Region												Claimed Disability/Disabilities Yes or No	
		Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	6468	3085	3332	814	1198	1137	1250	2069	262	717	543	573	475	595	540	860	874	300	482	247	2326	3783
Weighted base	6456	3131	3275	868	1162	1130	1156	2140	257	706	541	569	474	611	544	866	878	297	524	190	2348	3746
Deafness / hearing loss	287 4% DEFQV	154 5%	130 4%	24 3%	25 2%	27 2%	50 4%	161 8% EFG	12 5%	34 5%	25 5%	32 6% Q	25 5%	30 5%	26 5%	35 4%	26 3%	8 3%	22 4%	12 6% Q	287 12% AV	-
Blindness / sight loss	103 2% CV	60 2%	40 1%	29 3% AEFGH	19 2%	16 1%	13 1%	26 1%	3 1%	11 2%	9 2%	9 2%	11 2%	6 1%	7 1%	15 2%	22 2% T	3 1%	7 1%	-	103 4% AV	-
Speech impairment	69 1% CHV	46 1%	21 1%	22 3% AGH	17 1% H	16 1% H	8 1%	7 * H	1 * H	8 1%	7 1%	8 1%	4 1%	2 * H	5 1%	12 1%	13 2%	1 * H	8 1%	-	69 3% AV	-
Mobility impairment	460 7% DEFV	216 7%	241 7%	27 3%	39 3%	46 4%	91 8% DEF	257 12% ADEF	23 9%	64 9% Q	38 7%	37 6%	28 6%	46 8%	37 7%	62 7%	51 6%	22 7%	37 7%	17 9%	460 20% AV	-
Facial difference	68 1% CHV	49 2%	19 1%	26 3% AFGH	20 2% AGH	10 1% H	6 1%	6 * H	- - H	4 1%	8 2%	3 1%	8 2%	9 1%	3 * H	7 1%	17 2% AIJLO	1 * H	5 1%	3 1%	68 3% AV	-
Limb difference	65 1% CV	47 1%	16 * AC	16 2% AGH	14 1%	8 1%	8 1%	19 1%	- - H	5 1%	7 1%	4 1%	7 1%	6 1%	4 1%	5 1%	17 2% AIP	3 1%	5 1%	2 1%	65 3% AV	-
Skin conditions	431 7% HV	192 6%	234 7%	76 9% AH	98 8% AH	70 6%	75 6%	112 5%	17 6%	44 6%	48 9% OP	42 7%	34 7%	45 7%	26 5%	47 5%	61 7%	21 7%	35 7%	11 6%	431 18% AV	-
Dexterity related	231 4% ENV	121 4%	108 3%	22 2%	22 2%	29 3%	58 5% ADEF	99 5% ADEF	13 5% MN	25 4%	25 5% MN	21 4%	10 2%	12 2%	20 4%	32 4%	26 3%	13 4%	23 4% N	11 6% MN	231 10% AV	-
Musculoskeletal	582 9% BDEFQV	220 7%	359 11% AB	34 4%	44 4%	62 6%	109 9% DEF	333 16% ADEF	30 12% Q	78 11% MQ	60 11% Q	46 8%	34 7%	59 10% Q	53 10% Q	70 8%	51 6%	31 11% Q	47 9%	22 12% Q	582 25% AV	-
Memory related	115	67	43	24	22	17	24	28	-	12	13	12	16	8	7	18	17	4	7	-	115	-

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

QDISX. Do you have any of the following physical or mental health conditions or impairments that have a substantial and long-term adverse effect on your ability to carry out normal day-to-day activities?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information

																					Claimed Disability/Disabilities Yes or No	
	Gender			Age					Region												Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
	2% CITV	2% C	1%	3% AH	2%	2%	2%	1%	-	2%	2% IT	2% IT	3% AIT	1%	1%	2% IT	2% I	1%	1%	-	5% AV	-
Learning disability	78 1% CHMV	50 2% AC	28 1% AB	22 3% AGH	25 2% AGH	16 1% H	10 1% H	6 * H	2 1% H	5 1% M	7 1% M	6 1% M	1 * M	11 2% M	3 1% M	13 1% M	20 2% AJMO	3 1% M	4 1% M	4 2% M	78 3% AV	-
Mental health condition	758 12% BHQV	332 11% AB	414 13% AB	138 16% AGH	173 15% AH	167 15% AH	142 12% H	138 6% H	22 9% H	102 14% AIMQ	62 12% H	68 12% H	46 10% H	77 13% Q	72 13% Q	106 12% Q	78 9% Q	41 14% Q	55 10% Q	29 15% IMQ	758 32% AV	-
Neuro-diverse related	382 6% GHV	174 6% AB	194 6% AB	114 13% AEFGH	93 8% AGH	89 8% AGH	52 5% H	34 2% H	15 6% H	31 4% H	29 5% H	24 4% H	32 7% H	49 8% AULO	26 5% H	62 7% JL	49 6% H	24 8% JL	30 6% H	11 6% H	382 16% AV	-
Energy limiting condition	333 5% BV	133 4% AB	193 6% AB	34 4% AB	56 5% AB	58 5% AB	81 7% ADEH	104 5% ADEH	10 4% ADEH	34 5% ADEH	26 5% ADEH	25 4% ADEH	23 5% ADEH	36 6% ADEH	31 6% ADEH	49 6% ADEH	39 4% ADEH	17 6% ADEH	29 6% ADEH	15 8% ADEH	333 14% AV	-
Other long-standing health conditions or disabilities	545 8% BDEFQV	238 8% AB	301 9% AB	27 3% AB	51 4% AB	68 6% D	125 11% ADEF	275 13% ADEF	27 11% Q	58 8% Q	52 10% Q	42 7% Q	45 10% Q	48 8% Q	56 10% Q	82 10% Q	49 6% Q	25 8% Q	45 9% Q	15 8% Q	545 23% AV	-
No long-standing physical or mental health conditions	3746 58% DU	1857 59% DU	1873 57% DU	428 49% D	667 57% D	688 61% D	703 61% AD	1260 59% D	157 61% D	393 56% D	304 56% D	333 59% D	270 57% D	335 55% D	321 59% D	523 60% D	534 61% N	168 56% D	301 57% D	107 56% D	- - AU	3746 100% AU
Prefer not to say	362 6% HOUV	173 6% HOUV	180 6% HOUV	86 10% AFGH	105 9% AFGH	60 5% H	61 5% H	50 2% H	12 5% H	43 6% H	33 6% H	37 7% OS	24 5% H	32 5% H	19 4% H	39 4% H	78 9% AIMNOPST	19 7% H	19 4% H	7 4% H	- - H	- - H

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C/A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3A. To what extent do you agree, or disagree, with the following statement: Images of disabled people used in content I have seen, watched or read reflect my experience of my disability or disabilities.

All Adults aged 16-75 in UK who consented to the collection of their personal health related information and say they have a disability

	Gender			Age					Region												Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	2326	1077	1224	329	388	373	417	819	89	278	193	190	177	226	203	304	265	113	185	103	2326	-
Weighted base	2348	1101	1222	354	390	383	393	829	88	270	203	199	180	244	203	304	266	110	205	76	2348	-
Strongly agree	138 6% CGHO	98 9% AC	39 3% GH	26 7% GH	45 12% AFGH	20 5% H	13 3% H	34 4% H	7 8% O*	12 4% P	10 5% K	12 6% L	9 5% M	17 7% O	5 2% P	11 4% Q	27 10% AIOP	6 6% R	15 8% S	7 10% OP*	138 6% U	- - V
Tend to agree	408 17% CH	222 20% AC	182 15% GH	87 25% AFGH	84 22% AGH	68 18% H	59 15% H	109 13% H	11 12% *	54 20% P	38 19% K	32 16% L	28 16% M	42 17% N	37 18% O	40 13% P	62 23% AIPS	20 18% R	29 14% S	16 21% T	408 17% U	- - V
Neither agree nor disagree	797 34% DET	363 33% AC	428 35% GH	100 28% AFGH	110 28% AGH	122 32% H	134 34% H	331 40% H	30 34% *	86 32% P	63 31% K	73 37% L	60 33% M	98 40% N	76 37% O	114 38% P	77 29% Q	31 28% R	72 35% S	16 21% T	797 34% U	- - V
Tend to disagree	409 17% H	176 16% AC	225 18% GH	77 22% AGH	72 19% H	75 20% H	56 14% H	128 15% H	10 11% *	47 17% P	41 20% K	30 15% L	31 17% M	35 14% N	27 13% O	61 20% P	44 17% Q	32 29% R	38 18% S	14 18% T	409 17% U	- - V
Strongly disagree	233 10% H	101 9% AC	129 11% GH	32 9% AFGH	39 10% H	47 12% H	47 12% H	67 8% H	12 14% R*	23 8% P	22 11% K	21 11% L	21 12% M	23 9% N	24 12% O	29 10% P	18 7% Q	6 5% R	22 11% S	13 17% T	233 10% U	- - V
Don't know / Not sure	363 15% BDE	142 13% AC	218 18% GH	32 9% AFGH	39 10% H	50 13% H	83 21% H	160 19% H	18 21% *	49 18% P	30 15% K	32 16% L	31 17% M	28 12% N	35 17% O	49 16% P	38 14% Q	15 14% R	29 14% S	10 13% T	363 15% U	- - V

Net: Strongly/Tend to Agree	546 23% CGHP	319 29% AC	222 18% GH	114 32% AFGH	129 33% AFGH	88 23% H	72 18% H	143 17% H	17 20% *	66 24% P	48 24% K	44 22% L	37 20% M	59 24% N	42 20% O	51 17% P	89 33% AIUKLMNOPS	26 24% R	45 22% S	24 31% T	546 23% U	- - V
Net: Strongly/Tend to Disagree	642 27% BH	276 25% AC	354 29% GH	109 31% H	112 29% H	122 32% H	103 26% H	195 24% H	22 25% *	69 26% P	62 31% K	51 25% L	52 29% M	58 24% N	51 25% O	90 30% P	62 23% Q	37 34% R	59 29% S	27 35% T	642 27% U	- - V

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3A. To what extent do you agree, or disagree, with the following statement: Images of disabled people used in content I have seen, watched or read reflect my experience of my disability or disabilities.

All Adults aged 16-75 in UK who consented to the collection of their personal health related information and say they have a disability

	Total	Gender		Age					Region											Claimed Disability/Disabilities Yes or No		
		Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3b. You mentioned that you strongly agree / tend to agree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and agree with statement

																					Claimed Disability/Disabilities Yes or No	
	Gender			Age					Region												Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted base	562	326	231	113	134	96	83	136	21	72	49	40	36	55	43	55	90	28	42	31	562	-
Weighted base	546	319	222	114	129	88	72	143	17	66	48	44	37	59	42	51	89	26	45	24	546	-
<b>POSITIVE / NEUTRAL (NET)</b>	<u>298</u> <u>55%</u> S	<u>169</u> <u>53%</u>	<u>128</u> <u>58%</u>	<u>55</u> <u>48%</u> *	<u>68</u> <u>52%</u>	<u>53</u> <u>60%</u> *	<u>48</u> <u>67%</u> AD*	<u>75</u> <u>52%</u>	<u>9</u> <u>54%</u> **	<u>38</u> <u>58%</u> *	<u>26</u> <u>55%</u> *	<u>30</u> <u>68%</u> 5*	<u>19</u> <u>50%</u> **	<u>29</u> <u>49%</u> *	<u>27</u> <u>64%</u> 5*	<u>31</u> <u>61%</u> 5*	<u>44</u> <u>50%</u> *	<u>10</u> <u>39%</u> **	<u>17</u> <u>38%</u> *	<u>18</u> <u>77%</u> **	<u>298</u> <u>55%</u>	- -
I relate to what I see / for people like me / they reflect my experience / good representation of my current situation / they have similar conditions to my own / they accurately reflect what I'm going through	73 13%	45 14%	29 13%	17 15% *	15 12%	14 16% *	14 19% *	14 10%	4 21% **	9 14% *	6 12% *	5 11% *	1 2% **	10 16% *	6 15% *	6 11% *	12 14% *	5 17% **	8 19% *	3 11% **	73 13%	- -
Good / the best / content / representation is getting better / like it	58 11% H	33 10%	24 11%	8 7% *	20 15% H	15 17% H*	7 10% *	8 5%	1 6% **	4 6% *	4 8% *	6 13% *	4 12% **	6 11% *	4 10% *	10 20% AJ*	8 9% *	1 4% **	4 10% *	5 19% **	58 11%	- -
They use people with autism / disabled people are being portrayed more on TV / TV shows trying to add disabled actors	37 7%	19 6%	17 8%	3 3% *	9 7%	3 3% *	8 11% DF*	14 10% D	2 10% **	6 9% *	4 9% *	1 2% *	1 2% **	3 6% *	3 8% *	8 16% AL*	5 6% *	* 2% **	1 3% *	1 4% **	37 7%	- -
It's reality / realistic representation / they reflect everyday life	36 7%	17 5%	20 9%	9 8% *	7 6%	3 4% *	3 3% *	14 10%	- - **	4 6% *	3 7% *	10 23% AINPOS*	2 6% **	* 1% *	4 9% *	2 4% *	5 6% *	1 5% **	1 3% *	3 12% **	36 7%	- -
It will help hopefully become the norm / normalizes life / disabled people are and can be part of normal life / shows that having a disability doesn't stop you from being part of every day / more acceptable / it makes me feel less isolated with my problems	26 5% DQ	15 5%	11 5%	* * *	6 5%	1 1% *	7 10% ADF*	11 7% D	- - **	6 9% Q*	2 4% *	2 5% *	5 14% **	1 1% *	2 4% *	2 4% *	- - *	2 8% **	1 3% *	3 14% **	26 5%	- -
They are shown in a positive way	19 4%	11 3%	8 4%	4 4%	1 1%	4 5%	1 1%	9 6%	1 6%	2 2%	- -	2 5%	2 5%	- -	3 6%	1 1%	8 9%	1 5%	- -	- -	19 4%	- -

22-087220-44 - 3rd November 2023 - 12th December 2023

## PUBLIC USE

## Changing the Image of Disability

## Adults aged 16-75 in UK

Q3b. You mentioned that you strongly agree / tend to agree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and agree with statement

	Gender								Age								Region										Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
				*		*	*	E	**	*	*	*	**	*	*	*	AKN*	**	*	**								
Informative / awareness / promoting places where viewers can get information or help	18 3%	11 3%	7 3%	5 4% *	2 2%	3 4% *	3 4% *	5 3%	3 15% **	1 2% *	2 5% *	2 6% Q*	2 4% **	2 3%	- - *	* 1% *	- - *	1 3% **	- - *	5 21% **	18 3%	- -						
Shows people with different types of disabilities / showing the issues they face	17 3%	9 3%	7 3%	4 3% *	5 4%	3 3% *	2 3% *	4 2%	- - **	1 2% *	4 9% AP*	1 3% *	1 2% **	2 3%	4 9% AP*	- - *	1 2% *	- - **	1 1% *	2 8% **	17 3%	- -						
I can understand how they feel / I sympathize with the conditions / I can relate to how hard it can be	14 3%	7 2%	7 3%	3 3% *	4 3%	3 4% *	2 2% *	2 2%	1 8% **	2 2% *	3 5% *	2 3% *	- - **	- - *	2 5% *	1 2% *	3 3% *	- - **	1 2% *	- - **	14 3%	- -						
I know disabled people / reflects the lives of friends that have these disabilities	13 2% B	3 1%	10 5% AB	1 1% *	4 3%	1 1% *	2 3% *	4 3%	- - **	1 1% *	3 7% *	- - *	- - **	- - *	1 3% *	- - *	5 6% *	2 8% **	- - *	1 2% **	13 2%	- -						
Helpful / useful / it helps to know that you are not alone	12 2%	6 2%	6 3%	2 2% *	2 1%	5 5% *	1 1% *	3 2%	- - **	3 5% *	1 2% *	2 4% *	- - **	3 5% *	1 1% *	- - *	2 2% *	- - **	1 1% *	- - **	12 2%	- -						
Companies extensively research subjects they will portray	9 2%	3 1%	5 2%	3 3% *	- -	- - *	1 2% *	4 3%	- - **	3 4% *	- - *	- - *	1 4% **	2 4%	* 1% *	- - *	1 1% *	* 2% **	- - *	- - **	9 2%	- -						
It is inclusive / promotes inclusion / reduces stigma around the disability	8 2% B	2 1%	6 3%	- - *	3 3%	5 5% ADH*	1 1% *	- -	- - **	- - *	2 3% *	- - *	2 5% **	- - *	- - *	3 6% A*	2 2% *	- - **	1 1% *	- - **	8 2%	- -						
Adverts for supporting charities / guide dog adverts	4 1%	2 1%	2 1%	- - *	- -	2 2% *	1 1% *	1 *	- - **	- - *	1 1% *	- - *	- - **	2 4% A*	- - *	- - *	1 1% *	- - **	- - *	- - **	4 1%	- -						
Others	24 4%	17 5%	7 3%	8 7% *	3 2%	3 3% *	6 8% *	4 3%	1 4% **	1 2% *	1 2% *	1 2% *	2 6% **	3 5% *	2 5% *	2 5% *	6 6% *	- - **	2 5% *	3 11% **	24 4%	- -						

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3b. You mentioned that you strongly agree / tend to agree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and agree with statement

	Gender								Age								Region								Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
<b>NEGATIVE (NET)</b>	<b>113</b> <b>21%</b>	<b>52</b> <b>16%</b>	<b>59</b> <b>27%</b>	<b>26</b> <b>23%</b>	<b>19</b> <b>14%</b>	<b>15</b> <b>17%</b>	<b>12</b> <b>17%</b>	<b>42</b> <b>29%</b>	<b>4</b> <b>24%</b>	<b>21</b> <b>32%</b>	<b>8</b> <b>17%</b>	<b>6</b> <b>15%</b>	<b>14</b> <b>37%</b>	<b>7</b> <b>12%</b>	<b>8</b> <b>19%</b>	<b>8</b> <b>16%</b>	<b>16</b> <b>18%</b>	<b>7</b> <b>25%</b>	<b>11</b> <b>24%</b>	<b>4</b> <b>15%</b>	<b>113</b> <b>21%</b>	-				
	B		AB	*		*	*	AEF	**	AN*	*	*	**	*	*	*	*	**	*	**						
Not all disabilities can be seen / some long term diseases are hidden (fibromyalgia, ME, CFS, arthritis) / they only push physical ones	24 4% B	7 2% B	17 8% AB	2 2% *	5 4% *	3 3% *	3 4% *	11 8% *	- - **	5 8% N*	3 6% *	2 5% *	2 4% **	- - *	5 12% ANQS*	2 4% *	2 3% *	4 14% **	- - *	- - **	24 4% *	- - *				
Mainly wheelchairs / people on wheelchairs used / always show mobility disability	11 2% B	1 * B	11 5% AB	2 2% *	1 1% *	- - *	- - *	8 5% AF	- - **	2 3% *	2 3% *	- - *	2 6% **	1 2% *	- - *	1 1% *	1 1% *	1 3% **	2 5% *	- - **	11 2% *	- - *				
Ridiculed / poorly treated by society / discrimination	9 2% B	8 2% B	1 * B	2 2% *	1 1% *	2 3% *	1 2% *	2 2% *	1 7% **	1 2% *	1 3% *	- - *	2 6% **	- - *	- - *	- - *	3 3% *	- - **	- - *	- - **	9 2% *	- - *				
Don't agree / dislike it	9 2% B	6 2% B	2 1% B	4 3% *	1 1% *	- - *	1 1% *	3 2% *	- - **	2 3% *	- - *	- - *	2 6% **	2 3% *	- - *	- - *	- - *	- - **	1 3% *	2 7% **	9 2% *	- - *				
Some are not real / not accurate to reality / using those images doesn't give a balanced view of what disability is	8 1% B	6 2% B	3 1% B	5 5% AH*	1 1% *	2 2% *	- - *	- - *	- - **	1 2% *	- - *	- - *	- - **	1 2% *	1 3% *	1 2% *	- - *	- - **	2 4% *	2 6% **	8 1% *	- - *				
I work with adults / kids with disabilities / I used to work in health care	6 1% B	2 1% B	5 2% B	- - *	3 2% *	1 1% *	1 1% *	2 1% *	* 3% **	- - *	- - *	- - *	- - **	1 2% *	1 1% *	1 1% *	3 3% *	- - **	1 1% *	- - **	6 1% *	- - *				
Everyone's different / everyone's experience of their own disability is unique and personal to them	6 1% B	4 1% B	2 1% B	2 2% *	1 1% *	- - *	2 3% H*	- - *	- - **	2 3% *	1 2% *	- - *	- - **	2 3% *	- - *	- - *	1 1% *	- - **	- - *	- - **	6 1% *	- - *				
Until you experience something you can only imagine / judge based on experience	5 1% B	4 1% B	1 1% B	3 2% *	- - *	- - *	2 2% *	1 * *	2 9% **	2 3% *	- - *	- - *	- - **	- - *	- - *	1 2% *	- - *	- - **	1 1% *	- - **	5 1% *	- - *				

22-087220-44 - 3rd November 2023 - 12th December 2023

## PUBLIC USE

## Changing the Image of Disability

## Adults aged 16-75 in UK

Q3b. You mentioned that you strongly agree / tend to agree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and agree with statement

	Gender								Age								Region										Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed						
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)							
Not a clear representation of the difficulties I face day to day / don't show struggles	5 1% B	- - B	4 2% B	2 1% *	1 1% *	- - *	1 1% *	1 1% *	- - **	3 4% A*	- - *	1 2% *	- - **	- - *	- - *	1 2% *	- - *	- - **	- - *	- - **	5 1% *	- - *						
I'm not disabled / I do not have a disability	4 1% *	3 1% *	2 1% *	- - *	- - *	- - *	2 2% *	3 2% *	- - **	- - *	- - *	- - *	2 5% **	- - *	- - *	- - *	1 1% *	- - **	2 5% A*	- - **	4 1% *	- - *						
The disabilities shown tend to be more debilitating than I experience / I suffer from a mild disability / I am not prevented from carrying out normal physical functions	4 1% *	1 * 1%	3 1% *	- - *	1 1% *	- - *	2 3% A*	1 1% *	- - **	1 1% *	- - *	* 1% *	3 9% **	- - *	- - *	- - *	- - *	- - **	- - *	- - **	4 1% *	- - *						
Makes me feel bad / seeing it is horrible	3 1% *	1 * 1%	2 1% *	1 * *	- - *	2 2% *	- - *	1 1% *	- - **	2 2% *	- - *	- - *	- - **	- - *	1 3% *	- - *	- - *	- - **	- - *	* 2% **	3 1% *	- - *						
They are ridiculed / they are never shown in a positive manner / not strengths based	3 1% *	2 1% *	1 1% *	- - *	1 * *	- - *	1 1% *	2 1% *	- - **	3 5% A*	- - *	- - *	- - **	- - *	- - *	- - *	- - *	- - **	- - *	- - **	3 1% *	- - *						
Most mental health issues are not visible (ADHD, PTSD, bipolar, depression etc.)	3 1% *	3 1% *	- - *	- - *	2 2% *	1 1% *	- - *	- - *	- - **	- - *	- - *	- - *	- - **	- - *	- - *	1 2% *	- - *	- - **	2 5% A*	- - **	3 1% *	- - *						
More help should be available in many disabilities	3 1% B	- - B	3 1% B	1 1% *	1 * *	1 1% *	- - *	- - *	- - **	1 1% *	- - *	1 2% *	1 3% **	- - *	- - *	- - *	- - *	- - **	- - *	- - **	3 1% *	- - *						
Others on not realistic	2 * B	- - B	2 1% B	- - *	- - *	- - *	- - *	2 2% *	- - **	- - *	- - *	- - *	- - **	- - *	- - *	1 2% *	1 2% *	- - **	- - *	- - **	2 * *	- - *						
They exaggerate the disabilities a bit more in ads to make it more obvious that someone has a disability	2 * *	1 * *	- - *	- - *	1 1% *	2 2% *	- - *	- - *	1 4% **	- - *	- - *	- - *	1 3% **	- - *	- - *	- - *	- - *	1 3% **	- - *	- - **	2 * *	- - *						



22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3b. You mentioned that you strongly agree / tend to agree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and agree with statement

	Gender			Age					Region												Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Autism is poorly represented	1 *	- -	1 *	1 1% *	- -	- -	- -	- -	- -	- -	1 2% A*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
I don't have those sort of disabilities / not seen anyone with my condition portrayed / they don't often represent the same kind of disability I have	1 *	- -	1 *	- -	- -	- *	- *	1 1% *	- **	- *	- *	- *	- **	- *	- *	- *	1 1% *	- **	- *	- **	1 *	- -
They tend to picture us as recovering well when this is not always the case / it annoys me that mental illness is seen as curable by hugs and a bit of socializing / downplaying our struggles	* *	* *	- -	- *	- -	- *	- *	* *	- **	- *	- *	- *	- **	- *	- *	- *	- *	* 2% **	- *	- **	* *	- -
It doesn't affect me seeing people like this / not relevant / anything I read or see doesn't change my perception	- -	- -	- -	- *	- -	- *	- *	- -	- **	- *	- *	- *	- **	- *	- *	- *	- *	- **	- *	- **	- -	- -
Poor representation for young people	- -	- -	- -	- *	- -	- *	- *	- -	- **	- *	- *	- *	- **	- *	- *	- *	- *	- **	- *	- **	- -	- -
There are hardly any representations of disabled people	- -	- -	- -	- *	- -	- *	- *	- -	- **	- *	- *	- *	- **	- *	- *	- *	- *	- **	- *	- **	- -	- -
Others on poorly represented disabilities	- -	- -	- -	- *	- -	- *	- *	- -	- **	- *	- *	- *	- **	- *	- *	- *	- *	- **	- *	- **	- -	- -
Eczema / psoriasis doesn't tend to be represented in film or TV / skin conditions aren't widely represented in the public domain	- -	- -	- -	- *	- -	- *	- *	- -	- **	- *	- *	- *	- **	- *	- *	- *	- *	- **	- *	- **	- -	- -
Stereotypes / ever more mainstream disabilities shown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3b. You mentioned that you strongly agree / tend to agree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and agree with statement

	Gender			Age					Region												Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I rarely see dyslexic / learning difficulty represented	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	14 3%	7 2%	7 3%	2 2%	1 1%	1 2%	2 2%	8 5%	-	2 4%	1 3%	3 7%	-	-	-	2 3%	4 4%	2 7%	-	-	14 3%	-
Type of disability mentioned (mobility issues, mental health, physical disabilities, asthma, autism, deafness etc.)	68 12%	37 12%	30 14%	8 7%	14 11%	11 12%	11 15%	25 17%	3 15%	7 11%	7 15%	7 17%	* 1%	5 9%	7 16%	2 4%	10 12%	6 24%	11 24% AP*	2 7%	68 12%	-
<b>NOTHING / NO ANSWER / DON'T KNOW (NET)</b>	<b>128</b> <b>23%</b>	<b>86</b> <b>27%</b>	<b>41</b> <b>19%</b>	<b>35</b> <b>31%</b>	<b>40</b> <b>31%</b>	<b>22</b> <b>25%</b>	<b>14</b> <b>20%</b>	<b>17</b> <b>12%</b>	<b>3</b> <b>17%</b>	<b>11</b> <b>17%</b>	<b>10</b> <b>22%</b>	<b>4</b> <b>9%</b>	<b>7</b> <b>18%</b>	<b>22</b> <b>38%</b>	<b>9</b> <b>21%</b>	<b>13</b> <b>26%</b>	<b>28</b> <b>32%</b>	<b>6</b> <b>22%</b>	<b>13</b> <b>30%</b>	<b>2</b> <b>8%</b>	<b>128</b> <b>23%</b>	-
	CHL	AC		H*	AH	H*	*	**	*	*	*	*	**	AJL*	*	*	L*	**	L*	**		-
No answer	70 13% GH	48 15%	21 9%	26 23% AFGH*	26 20% AGH	9 10%	4 5%	6 4%	1 7%	7 10%	6 13%	3 6%	4 12%	12 21%	4 8%	7 13%	16 18%	4 16%	6 13%	1 5%	70 13%	-
Nothing	29 5%	21 7%	8 4%	2 2%	8 6%	6 7%	5 7%	7 5%	* 3%	1 2%	1 1%	1 2%	1 2%	5 8%	5 13% AJK*	5 10%	4 5%	1 4%	4 10%	-	29 5%	-
Don't know	27 5%	16 5%	11 5%	7 7%	5 4%	5 6%	5 8%	3 2%	-	3 5%	4 7%	1 1%	2 5%	5 8%	-	1 3%	8 9%	1 2%	2 5%	1 3%	27 5%	-
Not seen anything	2 *	1 *	1 1%	-	-	2 2% A*	-	-	1 7% **	-	-	-	-	-	-	-	-	-	1 2%	-	2 *	-

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

22-087220-44 - 3rd November 2023 - 12th December 2023

## PUBLIC USE

## Changing the Image of Disability

## Adults aged 16-75 in UK

Q3b. You mentioned that you strongly disagree / tend to disagree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and disagree with statement

	Gender		Age						Region												Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	656	274	371	100	109	116	114	217	22	75	58	52	58	55	56	92	61	38	51	38	656	-
Weighted base	642	276	354	109	112	122	103	195	22	69	62	51	52	58	51	90	62	37	59	27	642	-
<b>POSITIVE / NEUTRAL (NET)</b>	<u>42</u> <u>7%</u>	<u>18</u> <u>7%</u>	<u>23</u> <u>7%</u>	<u>8</u> <u>7%</u>	<u>11</u> <u>10%</u>	<u>6</u> <u>5%</u>	<u>4</u> <u>4%</u>	<u>14</u> <u>7%</u>	- -	<u>4</u> <u>6%</u>	<u>1</u> <u>2%</u>	<u>6</u> <u>12%</u>	<u>3</u> <u>5%</u>	<u>6</u> <u>11%</u>	<u>4</u> <u>7%</u>	<u>7</u> <u>8%</u>	<u>3</u> <u>4%</u>	<u>2</u> <u>6%</u>	<u>4</u> <u>8%</u>	<u>1</u> <u>5%</u>	<u>42</u> <u>7%</u>	- -
Good / the best / content / representation is getting better / like it	13 2%	7 2%	6 2%	1 1%	7 6% AFGH*	1 1%	1 *	3 2%	- -	3 4%	1 2%	1 2%	- -	3 4%	2 3%	2 2%	1 1%	1 3%	- -	- -	13 2%	- -
They use people with autism / disabled people are being portrayed more on TV / TV shows trying to add disabled actors	6 1%	1 *	5 2%	- -	- -	2 2%	- -	4 2%	- -	1 1%	- -	1 3%	- -	1 2%	1 1%	- -	- -	1 3%	1 2%	- -	6 1%	- -
I relate to what I see / for people like me / they reflect my experience / good representation of my current situation / they have similar conditions to my own / they accurately reflect what I'm going through	3 1%	1 *	1 *	2 2%	1 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	2 4% A*	- -	- -	- -	- -	- -	- -	3 1%	- -
Shows people with different types of disabilities / showing the issues they face	3 1%	- -	3 1%	- *	1 1%	2 1%	- *	1 *	- -	- -	- -	- *	- *	- *	- *	2 2% A*	1 2% *	- *	- *	- *	3 1%	- -
It will help hopefully become the norm / normalizes life / disabled people are and can be part of normal life / shows that having a disability doesn't stop you from being part of every day / more acceptable / it makes me feel less isolated with my problems	3 *	3 1%	* *	- -	- -	1 1%	* *	2 1%	- -	- -	- -	- *	- *	- *	- *	- *	- *	- *	2 3% *	1 5% AIP*	3 *	- -
It's reality / realistic representation / they reflect everyday life	2 *	1 *	1 *	1 1%	1 1%	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	1 2%	- -	2 *	- -

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3b. You mentioned that you strongly disagree / tend to disagree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and disagree with statement

	Gender								Age								Region										Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)						
				*	*	*	*		**	*	*	*	*	*	*	*	*	*	*	*								
I know disabled people / reflects the lives of friends that have these disabilities	2 *	- -	2 1%	- *	- *	- *	- *	2 1%	- **	- *	- *	- *	- *	- *	1 2% A*	- *	- *	- *	1 1%	- *	2 *	- -						
Helpful / useful / it helps to know that you are not alone	1 *	- -	1 *	- *	- *	- *	1 1% A*	- -	- **	- *	- *	1 3% A*	- *	- *	- *	- *	- *	- *	- *	- *	1 *	- -						
I can understand how they feel / I sympathize with the conditions / I can relate to how hard it can be	1 *	- -	1 *	- *	- *	- *	1 1% A*	- -	- **	- *	- *	1 3% A*	- *	- *	- *	- *	- *	- *	- *	- *	1 *	- -						
It is inclusive / promotes inclusion / reduces stigma around the disability	1 *	1 *	- -	- *	1 1%	- *	- *	- -	- **	- *	- *	- *	- *	- *	1 2% A*	- *	- *	- *	- *	- *	1 *	- -						
They are shown in a positive way	1 *	- -	1 *	- *	- *	- *	- *	1 *	- **	- *	- *	- *	- *	- *	- *	- *	- *	- *	1 2%	- *	1 *	- -						
Adverts for supporting charities / guide dog adverts	1 *	- -	1 *	- *	- *	- *	- *	1 *	- **	- *	- *	- *	- *	- *	- *	1 1%	- *	- *	- *	- *	1 *	- -						
Companies extensively research subjects they will portray	- -	- -	- -	- *	- *	- *	- *	- -	- **	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- -						
Informative / awareness / promoting places where viewers can get information or help	- -	- -	- -	- *	- *	- *	- *	- -	- **	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- -						
Others	9 1% C	7 3%	2 1%	3 3%	2 1%	1 1%	1 1%	2 1%	- **	1 1%	- *	1 3%	3 5%	1 1%	- *	3 3%	1 1%	- *	- *	- *	9 1%	- -						

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3b. You mentioned that you strongly disagree / tend to disagree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and disagree with statement

																					Claimed Disability/Disabilities Yes or No	
	Gender			Age					Region												Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
<b>NEGATIVE (NET)</b>	510 80%	209 76%	291 82%	81 74%	88 79%	91 75%	88 85%	163 83%	18 83%	56 80%	52 84%	37 73%	41 78%	47 80%	41 80%	67 74%	48 76%	29 79%	52 88%	23 84%	510 80%	-
Not all disabilities can be seen / some long term diseases are hidden (fibromyalgia, ME, CFS, arthritis) / they only push physical ones	174 27% BD	50 18%	122 34% AB	16 15% *	27 24% *	25 21% *	25 25% *	80 41% ADEFG	5 23% **	22 31% *	18 29% *	15 29% *	10 18% *	20 34% *	14 28% *	20 22% *	11 18% *	12 33% *	20 34% *	7 28% *	174 27%	-
I don't have those sort of disabilities / not seen anyone with my condition portrayed / they don't often represent the same kind of disability I have	83 13% B	25 9%	56 16% AB	11 10% *	11 10% *	20 16% *	19 18% *	22 11% *	2 10% **	5 8% *	13 21% JR*	4 8% *	4 8% *	7 13% *	6 12% *	9 10% *	10 15% *	2 4% *	10 18% *	9 35% AILMNOQR*	83 13%	-
Not a clear representation of the difficulties I face day to day / don't show struggles	60 9% H	28 10%	31 9%	8 7% *	17 15% H*	9 8% *	15 14% H*	12 6% *	1 7% **	7 10% *	5 7% *	6 12% *	10 19% AOQ*	9 15% *	2 4% *	7 8% *	3 5% *	2 5% *	8 13% *	1 5% *	60 9%	-
Most mental health issues are not visible (ADHD, PTSD, bipolar, depression etc.)	42 7% H	19 7%	23 6%	7 6% *	10 9% *	11 9% *	8 8% *	7 3% *	1 6% **	1 2% *	6 9% *	3 6% *	6 12% J*	4 8% *	1 3% *	3 4% *	3 5% *	3 9% *	7 11% *	2 8% *	42 7%	-
The disabilities shown tend to be more debilitating than I experience / I suffer from a mild disability / I am not prevented from carrying out normal physical functions	36 6%	15 6%	21 6%	2 2% *	5 4% *	6 5% *	3 3% *	20 10% ADG	2 8% **	3 4% *	2 3% *	1 2% *	3 5% *	- - *	3 6% *	9 10% N*	5 7% *	5 14% AN*	2 3% *	2 7% N*	36 6%	-
Some are not real / not accurate to reality / using those images doesn't give a balanced view of what disability is	31 5% CH	21 8% AC	9 3%	8 8% H*	8 7% H*	7 6% H*	4 4% *	3 2% *	- - **	4 6% *	- - *	2 4% *	1 2% *	7 12% AK*	2 3% *	4 5% *	2 4% *	3 8% K*	4 7% *	1 4% *	31 5%	-
Mainly wheelchairs / people on wheelchairs used / always show mobility disability	30 5% B	5 2%	24 7% AB	3 3% *	6 5% *	2 2% *	4 4% *	15 8% AF	- - **	3 4% *	2 4% *	2 4% *	- - *	5 9% M*	6 11% AMS*	5 5% *	3 6% *	3 7% *	1 1% *	* 1% *	30 5%	-

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3b. You mentioned that you strongly disagree / tend to disagree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and disagree with statement

	Total	Gender		Age					Region												Claimed Disability/Disabilities Yes or No	
		Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
They exaggerate the disabilities a bit more in ads to make it more obvious that someone has a disability	21 3%	6 2%	13 4%	7 7% *	3 3% *	4 3% *	3 3% *	4 2%	- - **	3 4% *	3 4% *	3 7% *	2 4% *	1 2% *	4 7% Q*	3 3% *	- - *	1 2% *	1 1% *	1 4% *	21 3%	- -
Everyone's different / everyone's experience of their own disability is unique and personal to them	18 3%	9 3%	8 2%	9 8% AFGH*	3 2% *	1 1% *	2 2% *	4 2%	2 10% **	5 7% A*	1 2% *	3 5% *	2 3% *	1 3% *	- - *	1 1% *	1 2% *	1 3% *	1 2% *	- - *	18 3%	- -
I'm not disabled / I do not have a disability	17 3%	10 4%	7 2%	1 1% *	1 1% *	5 4% *	1 1% *	9 5%	2 8% **	1 1% *	1 1% *	- - *	- - *	2 4% *	1 2% *	5 5% *	5 8% A*	- - *	1 3% *	- - *	17 3%	- -
Ridiculed / poorly treated by society / discrimination	16 3%	4 2%	12 3%	4 3% *	3 3% *	1 1% *	6 6% AFH*	2 1%	- - **	1 1% *	3 5% *	1 3% *	- - *	2 3% *	2 4% *	4 4% *	1 1% *	- - *	2 3% *	1 3% *	16 3%	- -
Stereotypes / ever more mainstream disabilities shown	16 2%	5 2%	11 3%	6 6% AEG*	1 1% *	4 3% *	1 * *	4 2%	1 5% **	- - *	2 3% *	1 3% *	1 2% *	3 6% *	2 3% *	5 5% *	- - *	- - *	1 1% *	- - *	16 2%	- -
Eczema / psoriasis doesn't tend to be represented in film or TV / skin conditions aren't widely represented in the public domain	13 2%	5 2%	7 2%	5 4% *	4 3% *	3 2% *	* * *	2 1%	1 3% **	2 3% *	1 1% *	- - *	1 2% *	2 4% *	1 2% *	1 1% *	2 3% *	- - *	2 3% *	1 2% *	13 2%	- -
They tend to picture us as recovering well when this is not always the case / it annoys me that mental illness is seen as curable by hugs and a bit of socializing / downplaying our struggles	13 2%	6 2%	6 2%	2 2% *	3 3% *	3 2% *	4 4% *	1 1%	- - **	1 2% *	1 2% *	3 5% *	- - *	1 2% *	1 1% *	2 2% *	1 1% *	1 3% *	3 5% *	- - *	13 2%	- -
They are ridiculed / they are never shown in a positive manner / not strengths based	12 2%	5 2%	6 2%	3 2% *	- - *	2 2% *	4 4% *	4 2%	1 3% **	2 3% *	- - *	1 3% *	2 4% *	1 1% *	1 1% *	1 1% *	1 2% *	1 3% *	2 3% *	- - *	12 2%	- -
Others on poorly represented disabilities	12 2%	2 1%	9 3%	3 2% *	2 2% *	4 3% *	2 2% *	2 1%	- - *	2 3% *	- - *	- - *	- - *	- - *	1 3% *	4 5% *	1 2% *	1 3% *	- - *	2 8% *	12 2%	- -

22-087220-44 - 3rd November 2023 - 12th December 2023

## PUBLIC USE

## Changing the Image of Disability

## Adults aged 16-75 in UK

Q3b. You mentioned that you strongly disagree / tend to disagree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and disagree with statement

																					Claimed Disability/Disabilities Yes or No	
	Gender			Age					Region												Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
	B			*	*	*	*		**	*	*	*	*	*	*	*	*	*	*	AKLMNS*		
Don't agree / dislike it	12 2% CH	10 3% AC	2 1%	3 3% H*	6 5% AGH*	2 2% *	- - *	- - *	2 8% **	- - *	2 3% *	- - *	- - *	2 3% *	- - *	1 1% *	3 5% *	2 5% *	- - *	* 2% *	12 2%	- -
It doesn't affect me seeing people like this / not relevant / anything I read or see doesn't change my perception	10 2%	6 2%	4 1%	3 3% *	3 3% *	- - *	- - *	4 2% *	4 16% **	- - *	3 5% AP*	- - *	1 1% *	- - *	1 1% *	- - *	1 2% *	1 2% *	- - *	- - *	10 2%	- -
There are hardly any representations of disabled people	8 1%	2 1%	6 2%	2 1% *	3 3% *	2 1% *	2 2% *	* * **	- - **	1 1% *	3 4% *	1 1% *	1 2% *	1 1% *	- - *	2 2% *	1 1% *	- - *	- - *	- - *	8 1%	- -
Until you experience something you can only imagine / judge based on experience	7 1%	5 2%	2 *	2 2% *	2 2% *	1 1% *	1 1% *	2 1% **	- - **	- - *	* 1% *	- - *	- - *	- - *	- - *	1 1% *	2 3% *	- - *	4 6% A*	- - *	7 1%	- -
Others on not realistic	7 1%	4 2%	3 1%	* * *	3 2% *	1 1% *	1 1% *	1 1% **	- - **	- - *	- - *	* 1% *	2 3% *	- - *	1 2% *	2 3% *	1 2% *	- - *	- - *	- - *	7 1%	- -
I rarely see dyslexic / learning difficulty represented	6 1%	2 1%	4 1%	3 2% *	- - *	1 1% *	2 2% *	1 * **	- - **	- - *	- - *	- - *	1 2% *	2 4% *	- - *	1 1% *	1 2% *	- - *	- - *	- - *	6 1%	- -
Poor representation for young people	5 1% B	- - 1%	5 1%	1 1% *	1 1% *	- - *	2 2% H*	- - **	- - **	- - *	2 3% *	- - *	- - *	- - *	1 2% *	2 2% *	- - *	- - *	- - *	- - *	5 1%	- -
Autism is poorly represented	4 1% B	- - 1%	3 1%	2 2% *	2 2% *	- - *	- - *	* * **	1 6% **	- - *	- - *	- - *	- - *	- - *	- - *	2 2% *	- - *	- - *	1 2% *	* 1% *	4 1%	- -
Makes me feel bad / seeing it is horrible	4 1% C	4 2% C	- - 1%	1 1% *	- - *	3 2% H*	- - *	- - **	- - **	- - *	2 3% *	3 5% AP*	- - *	- - *	- - *	- - *	- - *	- - *	- - *	- - *	4 1%	- -
I work with adults / kids with disabilities / I used to work in health care	3	1	2	-	*	1	-	2	-	2	-	-	-	-	1	-	-	-	1	-	3	-

22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Q3b. You mentioned that you strongly disagree / tend to disagree that images of disabled people used in content you have seen, watched or read reflect your experience of your disability or disabilities. Could you explain in more detail why you say this?

All Adults aged 16-75 in UK who consented to the collection of their personal health related information, say they have a disability and disagree with statement

	Gender		Age						Region												Claimed Disability/Disabilities Yes or No	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
	1%	*	1%	-	*	1%	-	1%	-	3%	-	-	-	-	1%	-	-	-	1%	-	1%	-
				*	*	*	*	*	**	A*	*	*	*	*	*	*	*	*	*	*	*	*
More help should be available in many disabilities	2	1	1	-	1	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	2	-
	*	*	*	-	1%	1%	-	*	-	-	-	-	-	1%	-	1%	-	-	1%	-	*	-
				*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*
Others	29	10	18	4	6	4	6	9	-	6	3	1	4	2	4	2	4	1	1	1	29	-
	5%	4%	5%	3%	6%	4%	6%	4%	-	9%	6%	2%	8%	4%	7%	2%	6%	3%	2%	2%	5%	-
				*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*
Type of disability mentioned (mobility issues, mental health, physical disabilities, asthma, autism, deafness etc.)	72	26	46	2	10	12	17	32	3	10	7	6	6	2	8	8	4	7	7	5	72	-
	11%	9%	13%	2%	9%	10%	16%	16%	13%	14%	11%	11%	12%	4%	16%	9%	6%	18%	11%	19%	11%	-
	D			*	D*	D*	D*	AD	**	*	*	*	*	*	*	*	*	N*	*	N*	*	*
<b>NOTHING / NO ANSWER / DON'T KNOW (NET)</b>	<b>93</b>	<b>46</b>	<b>46</b>	<b>24</b>	<b>19</b>	<b>25</b>	<b>10</b>	<b>15</b>	<b>4</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>7</b>	<b>16</b>	<b>12</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>93</b>	<b>-</b>
	<b>14%</b>	<b>17%</b>	<b>13%</b>	<b>22%</b>	<b>17%</b>	<b>20%</b>	<b>10%</b>	<b>8%</b>	<b>17%</b>	<b>14%</b>	<b>13%</b>	<b>16%</b>	<b>15%</b>	<b>15%</b>	<b>13%</b>	<b>18%</b>	<b>20%</b>	<b>12%</b>	<b>7%</b>	<b>8%</b>	<b>14%</b>	<b>-</b>
	H			AGH*	H*	GH*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*
Nothing	27	13	14	9	8	5	1	3	-	5	2	-	4	4	1	5	5	-	2	-	27	-
	4%	5%	4%	8%	8%	4%	1%	2%	-	7%	3%	-	7%	7%	1%	5%	8%	-	3%	-	4%	-
	H			GH*	GH*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	22	10	12	9	5	5	1	3	2	-	2	-	2	3	2	6	4	1	2	-	22	-
	3%	4%	3%	8%	4%	4%	1%	2%	7%	-	4%	-	3%	5%	4%	6%	6%	2%	3%	-	3%	-
				AGH*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*
No answer	22	14	7	6	4	5	4	3	2	3	2	6	1	-	1	2	2	1	1	1	22	-
	3%	5%	2%	6%	3%	4%	4%	1%	8%	4%	3%	13%	2%	-	2%	2%	4%	2%	1%	4%	3%	-
	C			*	*	*	*	*	**	*	*	ANPS*	*	*	*	*	*	*	*	*	*	*
Not seen anything	22	9	12	-	2	9	4	6	1	2	2	2	1	2	3	4	1	3	-	1	22	-
	3%	3%	3%	-	2%	8%	4%	3%	3%	3%	4%	3%	2%	3%	6%	4%	2%	8%	-	4%	3%	-
	D			*	*	AD*	D*	*	**	*	*	*	*	*	*	*	*	S*	*	*	*	*

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L/M/N/O/P/Q/R/S/T,A/U/V Minimum Base: 30(\*\*) Small Base: 100(\*)



22-087220-44 - 3rd November 2023 - 12th December 2023

PUBLIC USE

Changing the Image of Disability

Adults aged 16-75 in UK

Sample Profile

All Adults aged 16-75 in UK

	Total	Gender		Age					Region												Claimed Disability/Disabilities Yes or No	
		Man	Woman	16-24	25-34	35-44	45-54	55-75	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Yes claimed Disability/Disabilities	No Disability/Disabilities claimed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted base	6777	3260	3456	884	1270	1192	1295	2136	271	747	561	598	494	626	560	913	936	311	510	250	2326	3783
Weighted Base	6777	3321	3395	951	1232	1180	1201	2214	266	735	556	593	494	638	565	924	943	312	558	193	2348	3746
Man	3321 49% CIKOU	3321 100% AC	- -	476 50%	616 50%	579 49%	585 49%	1065 48%	141 53%	319 43%	246 44%	294 50%	236 48%	302 47%	215 38%	445 48%	543 58% AIKLMNOPRT	145 47% O	340 61% AIKLMNOPRT	96 49% O	1101 47%	1857 50%
Woman	3395 50% BQS	- -	3395 100% AB	456 48%	604 49%	589 50%	605 50%	1141 52%	124 47%	410 56%	302 54%	293 49%	255 52%	329 52%	347 62%	474 51%	388 41%	165 53% QS	214 38% QS	95 49% QS	1222 52% A	1873 50%
	6777	3321	3395	951	1232	1180	1201	2214	266	735	556	593	494	638	565	924	943	312	558	193	2348	3746
16-24	951 14% EFGHIOV	476 14%	456 13%	951 100% AEFGH	- -	- -	- -	- -	18 7%	89 12% I	66 12% I	109 18% AIUKMNORS	59 12% I	84 13% I	62 11%	135 15% I	201 21% AIUKLMNOPRS T	33 10%	69 12% I	25 13% I	354 15% V	428 11%
25-34	1232 18% DFGHMOU	616 19%	604 18%	- -	1232 100% ADFGH	- -	- -	- -	40 15%	117 16%	105 19% MO	115 19% MO	66 13%	127 20% MO	74 13%	159 17%	246 26% AIUKLMNOPRS T	56 18%	92 16%	35 18%	390 17%	667 18%
35-44	1180 17% DEGH	579 17%	589 17%	- -	- -	1180 100% ADEGH	- -	- -	46 17%	109 15%	97 17%	97 16%	100 20% J	113 18%	104 18%	165 18%	160 17%	56 18%	98 18%	36 18%	383 16%	688 18% A
45-54	1201 18% DEFHQ	585 18%	605 18%	- -	- -	- -	1201 100% ADEFH	- -	49 18% Q	151 21% AQ	115 21% Q	104 18% Q	99 20% Q	104 16% Q	113 20% Q	165 18% Q	124 13% Q	56 18% Q	89 16% Q	33 17% Q	393 17% A	703 19% A
55-75	2214 33% DEFG LQ	1065 32%	1141 34%	- -	- -	- -	- -	2214 100% ADEFG	112 42% AKLMNPQ	269 37% ALQ	173 31% Q	169 28% Q	170 34% Q	209 33% Q	212 38% AKLQ	301 33% Q	212 23% Q	111 36% LQ	211 38% AKLQ	65 33% Q	829 35% A	1260 34%
	6777	3321	3395	951	1232	1180	1201	2214	266	735	556	593	494	638	565	924	943	312	558	193	2348	3746
North East	266 4%	141 4%	124 4%	18 2%	40 3%	46 4%	49 4%	112 5%	266 100%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	88 4%	157 4%