

## Exercise Four

### The Business Case for Looking After the Disabled Customer

1	What percentage of disabled customers took their custom elsewhere to more accessible competitor?	%
2	On average, how many customers out of 5 are likely to be disabled?	/ 5
3	How many disabled people comprise the UK consumer market?	Million
4	What is the worth of the disabled consumer market per annum?	£ Billion
5	What percentage of 50-65 year olds have a disability?	%
6	What percentage of disabled people are wheelchair users?	%
7	What percentage of disabled people choose businesses where they receive good service?	%
8	What percentage of disabled customers do not complain about poor service that they have received?	%
9	What percentage of disabled people in the UK use the Internet to find information on goods and services?	%