

Click-Away Pound — Disabled Shoppers' Survey Estimating £17.1 Billion Lost to Inaccessible UK Retail Websites

Digital Inclusion · Good practice · United Kingdom

Quality score: 72/100

Evidence strength: Strong

Summary

Two UK surveys (2016, 2019) of disabled online shoppers estimate £11.75bn then £17.1bn of retail spend lost to inaccessible sites, with 69% saying they leave sites they find hard to use.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	0/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-10-23

[Freeney Williams Ltd with Business Disability International](#) — accessed 2026-10-23

[Click-Away Pound survey site](#) — accessed 2026-10-23

[Click-Away Pound 2019 press release](#) — accessed 2026-10-23

[AbilityNet: businesses lose £17 billion](#) — accessed 2026-10-23

[Recite Me: six key points](#) — accessed 2026-10-23

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