

Website Accessibility Quick Facts



WOW Facts



25%

of the world population has a disability

1 billion

people worldwide have a disability



25%

of the US population has a disability

61 million

people in the U.S. have a disability

Spending Power



\$7 Trillion

of people with disabilities worldwide



\$9 trillion

of older Americans many of whom struggle to use the web because of trembling hands, low vision, memory loss, etc.



\$645 million

disposable income of people with disabilities in the U.S.

Which Websites are Required to Be Accessible?

All

3 Industries Most Sued for Lack of Website Accessibility



Finance



Ecommerce



Hospitality

Benefits of Web Accessibility

- ✓ Avoid predatory ADA lawsuits
- ✓ Increase market share by 25%
- ✓ Boost SEO
- ✓ Create a better user experience for ALL site visitors
- ✓ Uplevel your DEI (diversity, equity & inclusion) and CSR (corporate social responsibility) efforts overnight
- ✓ Show you care about your guest's experience



Access Design Studio Services



FIX

We FIX your current site to make it ADA compliant/accessible



BUILD

We design and BUILD a new accessible, ADA compliant website for you



SHOW

We SHOW your development team how to make your site ADA compliant

We offer a complimentary video accessibility review of your website.

We also offer a phased approach to website accessibility where we rank the accessibility issues from the most critical to least critical and develop a phased plan to address them.

Access Design Studio offers concierge-level service and provides stress-free solutions

Website accessibility means that everyone, regardless of their ability, can use the web as it is meant to be used.

Millenials



30% of professional millennials have a disability



U.S. Spending Power of millennials-- \$420 Million



By 2030, the collective annual income of millennials worldwide is expected to exceed \$4 trillion.

Who Benefits

Most people think of accessibility as helping people who are blind, deaf, or in a wheelchair. It also helps people who have:

- ADHD
- Dyslexia
- Color blindness
- Trembling hands
- Epilepsy
- Autism
- Loss of motor skills
- Low vision
- Short term memory loss
- And so many other common impairments

What About Accessibility Toolbars (aka Overlays)?

Toolbars use AI (Artificial Intelligence) which can **only address 30% of accessibility issues.**

"We are fully aware of the concerns regarding false advertising and deceptive marketing issues by some overlay vendors and the dangers that they may present." -- IAAP (International Association of Accessibility Professionals

Many businesses install these toolbars and believe they are accessible...until they get sued.

And what businesses don't know is some of these toolbars actually make it **worse** for people with disabilities.



Tax Credits

U.S. companies implementing web accessibility can get up to \$5,000 tax credits per Title 26, Internal Revenue Code, Section 44



Revenue and Profitability Increase After Launching an ADA Compliant Website

- Reverie Retreat **increased bookings 50%** in the first year
- Legal & General achieved **100% ROI within 12 months**.
- Tesco's online sales **increased from \$70M in 2000 to \$318M million in 2001**
- **45% increase in online sales** within 1 year for Mitsukoshi

Online Traffic and Engagement Increases



- NHS saw a **173% increase** in website traffic from 15,000 to 26,000 daily users to their new website
- **30% increase** in traffic from Google after CNET.com added transcripts to their site
- Discovery digital networks added captions to their videos and saw a **7.32% increase** in views
- Reverie Retreat's site visits **quadrupled** within 6 months of launching their ADA compliant site



What Are the Standards for Website Accessibility?

WEBSITE CONTENT ACCESSIBILITY GUIDELINES 2.1 (WCAG 2.1)



Web Accessibility Lawsuits



From 2016 to 2020, the number of lawsuits related to digital accessibility increased by more than 1,100%.

- Each lawsuit at a minimum will cost the company **\$25,000**
- National Federation of the Blind vs. Target: Target paid **\$6M damages**
- Davis vs. Bag'n Baggage: Bag'n Baggage paid **over \$100,000** in legal fees
- National Association of the Deaf v. Netflix: Netflix paid **\$40,000** execution fund **\$755,000** legal fees
- Gil v. Winn-Dixie: Winn-Dixie paid **\$105,000** in legal fees

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