



# 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.

## 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
- Autism
- Dyslexia
- Loss of motor skills
- Color blindness
- Low vision
- Trembling hands
- Short term memory loss
- Epilepsy
- 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 for 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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