



The real ROI of digital accessibility

The disability population is larger than you realize



57 million
people in the US have a disability

1 in 4
of today's 20 year olds will become disabled before they retire

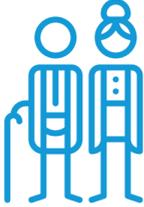


As the population ages, the amount of people with disabilities increases

1 billion
people are affected by disabilities worldwide (that's 15%!)



By 2030
people over age 65 will outnumber children for the first time



Not all disabilities are permanent

-  Injuries from falls or other accidents
-  Decrease of fine motor skills related to aging
-  Cataracts or temporary eye injuries

90%
of your audience with disabilities can't see or hear your social posts



People with disabilities and their friends and families have enormous spending capacity

People with disabilities and their friends and families control over
\$8 trillion
in disposable income globally



In the US, baby boomers control
66%
of the country's disposable income



They are set to inherit
\$15 trillion
in the next 20 years

Customers buy from brands that make them feel included and considered

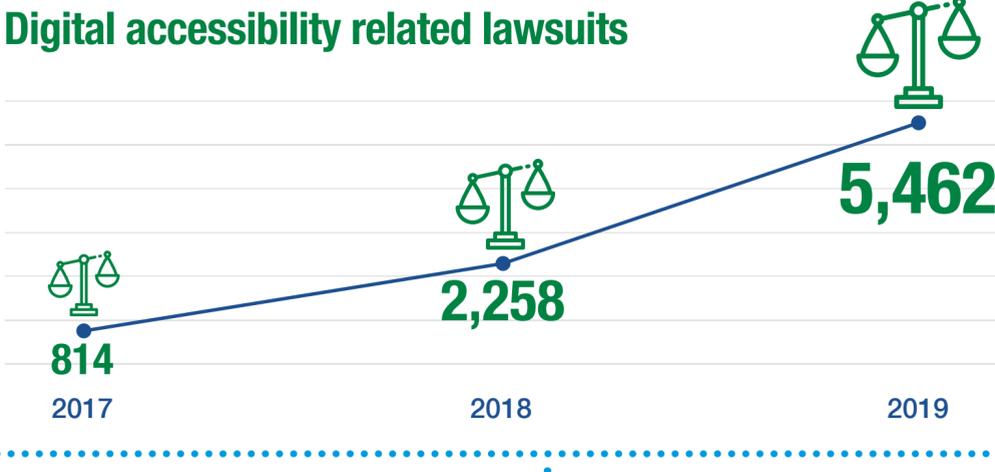
70% of millennials



52% of all US adults online
actively consider company values when making a purchase



Becoming accessible before you're sued is better for your brand and your bottom line



"When we work on making our devices accessible ... I don't consider the bloody ROI ... We want to leave the world better than we found it."



Tim Cook
Apple CEO

- Sued for accessibility**
- BEYONCÉ
 -  Domino's
 -  eharmony
 - NETFLIX
 -  TARGET
 - UNITED 
 - WELLS FARGO
 - Winn✓Dixie

It's more efficient and cheaper to build accessibility into your digital project at the beginning

Payback period

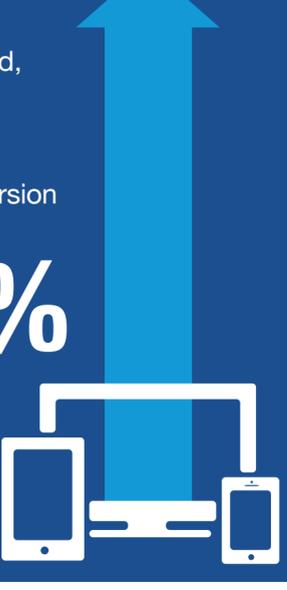
3 years
or less is considered a good ROI

1.4 years
is the average for typical accessibility projects



A well-conceived, frictionless UX design could potentially raise customer conversion rates up to

400%



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Sources: United Nations Development Programme, World Health Organization, United States Census Bureau, Council for Disability Awareness, Institute on Disability/UCED, WebAIM, Return on Disability Group, Nielsen, Forrester Research, ADA Title III, Forbes