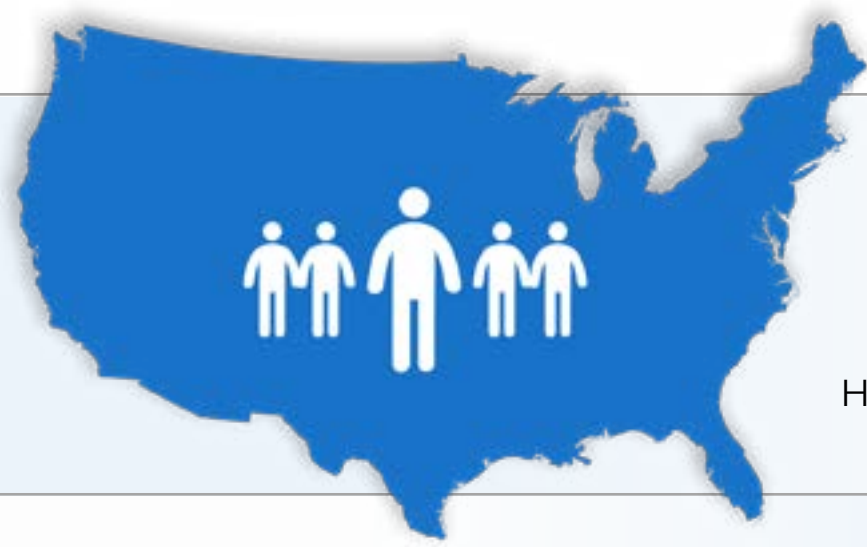


# Buying Habits of People with Disabilities



Today's consumers with disabilities participate fully in society. They are employers and employees, home owners and car owners, spouses and parents, students and retirees. They are working, shopping, banking, vacationing, commuting, paying their bills and accessing a complete range of services in their communities.

## DISABILITY BY THE NUMBERS



ALMOST

**1 in 5**

AMERICANS WITH DISABILITIES IS IN A HOUSEHOLD EARNING MORE THAN \$50,000<sup>1</sup>

**73%**

OF PEOPLE WITH DISABILITIES ARE "HEADS" OF THEIR OWN HOUSEHOLD<sup>2</sup>



HOUSEHOLDS WITH A MEMBER WHO HAS A DISABILITY ARE MORE

**LOYAL TO BRANDS**

THAN OTHER HOUSEHOLDS<sup>3</sup>



## BUYING BEHAVIORS



A survey of shopping and consumption behaviors by people with disabilities asked about their experience accessing product information before making a purchase at a retail store. Only 50-60% of consumers with disabilities were satisfied with their experience.<sup>4</sup>



Over half (54%) of consumers with disabilities would shop more frequently or spend more money in restaurants and stores that have made an effort to be accessible and welcoming to people with disabilities.<sup>5</sup>



58% of consumers with disabilities feel that companies all too often introduce new products or services without any consideration of disability-related needs. This number rises to 80% among people who use wheelchairs or scooters.<sup>6</sup>

## COMMON AMERICANS WITH DISABILITIES ACT (ADA) VIOLATIONS

✗ Lack of maneuvering space around the front door for wheelchair users

✗ Items like utensils or condiments are out of reach

✗ Obstacles stick out into the path of customers who are blind

✗ Public washroom stalls are not wide enough

✗ A fast-food restaurant's line-up area is too narrow for wheelchair users

✗ Fire alarms can only be detected by people who can hear<sup>7</sup>

✗ Inaccessible digital properties



**71% of customers with disabilities** will leave your website once they realize it's difficult to use. The spending power of these customers represents about 10% of total online spending.<sup>8</sup>



**9 out of 10 customers** who encounter accessibility barriers on your website won't take the time to let you know about it.<sup>9</sup>

## THE SOLUTION



Follow the W3C Web Content Accessibility Guidelines (WCAG) 2.0 technical requirements



Feature assistive technology on digital properties for customers who have trouble typing, moving a mouse, gesturing or reading a screen



Have disability-related information posted in a prominent location on the website or mobile app



<sup>1</sup> Kessler Foundation / National Organization on Disability <sup>2</sup> Inclusion Solutions <sup>3</sup> Nielsen <sup>4</sup> Pathway Study <sup>5</sup> Pathway Study <sup>6</sup> Pathway Study <sup>7</sup> U.S. Department of Justice <sup>8</sup> Click-Away Pound survey, U.K. <sup>9</sup> Click-Away Pound survey, U.K.