

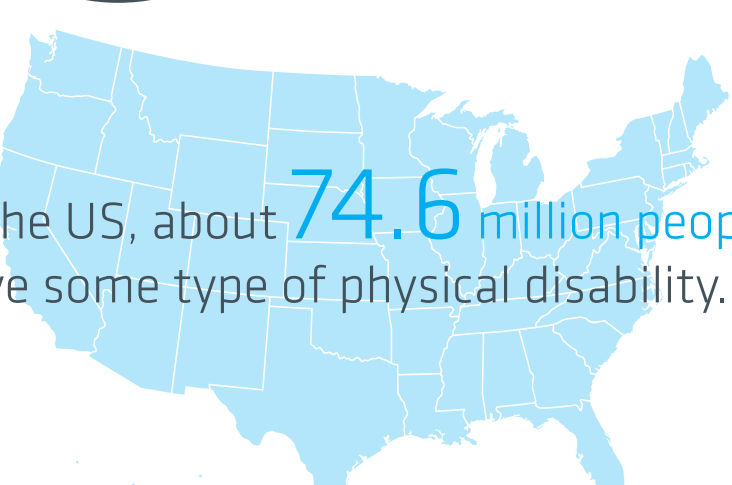
How to make the Internet an experience accessible to everybody

Disability affects millions of families worldwide.



15% of the world's population, or estimated 1 billion people, live with disabilities. As the population ages this figure is expected to increase.

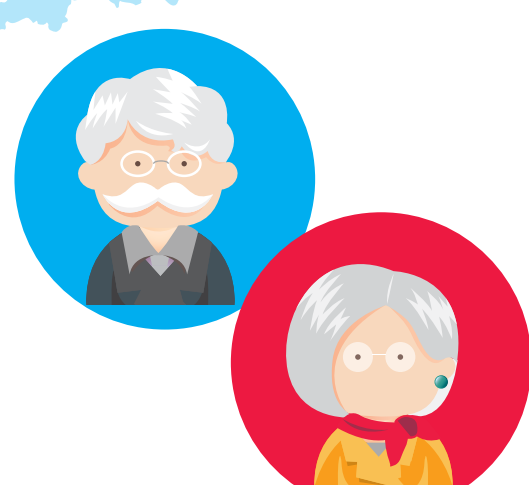
In the US, about 74.6 million people have some type of physical disability.



There are over 11 million people with a limiting long term illness, impairment or disability in the UK.



Of today's 20 year-olds, just over 1 in 4 will become disabled before they retire.



How common are specific disabilities?



Vision difficulty (partial or total)

285 million people worldwide

8.1 million in the US

2 million in the UK



Hearing difficulty

360 million people worldwide

35 million in the US

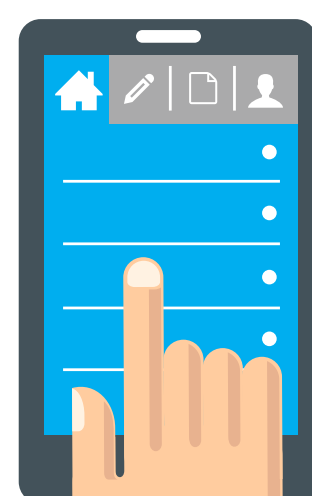
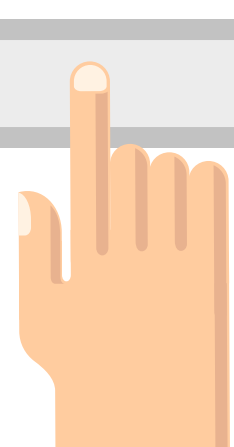
10 million in the UK



By ignoring web accessibility guidelines you could be excluding a large slice of the population from using your online service.

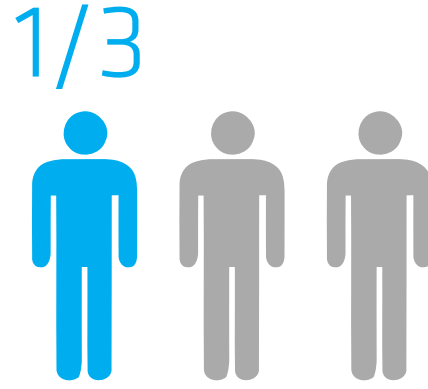
38%

of Americans with disabilities surf the web.



Almost 20% of them say that their disability makes web browsing challenging

Assistive technology is vital to more than 1/3 of people with disabilities being able to take care of themselves at home.



An estimated 9 out of 10 public and commercial websites are not accessible.



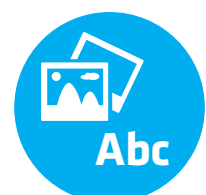
Tips for brands to ensure Web Accessibility (according to WCAG2.0 guidelines)



Use text whenever possible



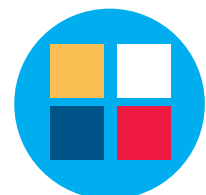
Make sure links are clearly recognizable



Provide text alternatives for all non-text content



Design accessible form controls



Don't rely on color alone: users may not be able to distinguish colors



Pay attention to form validation

“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.”

—Tim Barnes Lee, W3C Director and Creator of the World Wide Web



Usablenet supports Global Accessibility Awareness Day (GAAD) May 21st, 2015 - globalaccessibilityawarenessday.org

Visit our website www.usablenet.com and follow us on Twitter @Usablenet.

Sources

1. World Health Organization
2. Annual Disability Status Report
3. Family Resources Survey 2011/12
4. Pew Internet
5. FightForSight
6. EBU
7. WCAG2.0 guidelines
8. Action on hearing loss

