The Business Case for Accessibility (stats)

This document includes statistics from our infographic on The Business Case for Accessibility.

500: The Valuable 500 achieved its aim of 500 CEOs as signatories. The movement aims to get disability recognised at the board level. Founded by Caroline Casey.

$16bn: Estimated design spend could shift to tech vendors and service companies that commit to accessibility (the US and Canada), says Forrester Research.

£17.1bn: Figure represents estimated lost business from the Click-Away Pound, 2019. Based on disabled people abandoning retail websites due to digital barriers.

550bn: Older people will account for 63p in every pound or £550bn by 2040, says the International Longevity Centre (ILC).

$8 trillion: the combined revenue of the members of global movement The Valuable 500.

£249 billion: The spending power of disabled people and their households (or so-called Purple Pound) is estimated to be worth £249 billion per year (UK).

60%: 60% of YouTube videos are watched with subtitles enabled showing how inclusive design features benefit us all.

53%: In 2016, 53% of respondents to the Click-Away pound survey used some form of Assistive Technology (AT). In 2019, 63% of all respondents are using AT. This may be related to the increased use of smartphones with inbuilt AT.