More than 1 in 5 UK customers have digital access needs, and with compelling financial, legal, moral, and usability benefits, accessibility should be on every brand’s radar.

Here are the numbers you need to know:

- **85%** of brands agree: ‘businesses lose out when they don’t cater to digital access needs’.
- **65%** of brands have not tested their sites and apps with customers with access needs.
- **43%** say ‘no clear ownership’ is the biggest barrier to accessibility.
- **44%** say their products will meet technical compliance within the next 12 months.
- **4%** of digital products meet accessibility guidelines.
- **52%** say the biggest driver for digital accessibility is the universal usability benefits.
- **27%** say meeting legal requirements is the biggest driver.
- **16%** say the biggest challenge is the ‘lack of people or skills’.

Brands that aren’t designing inclusive products miss out on a **£274 billion** opportunity. **$6.9 billion** is lost to accessible ecommerce competitors annually.

Great CX for all
We polled 100+ UK professionals working in digital design and development to understand their progress on accessibility. Here’s what we learnt.

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The infographic is informed by Digital accessibility: achieving great CX for all, a report from digital agency Inviqa based on a survey of more than 100 UK professionals working in digital design and development. See also Nucleus Accessibility Research, 2019 and ONS Household Below Average Income Survey, 2017–2018.