

## myths vs facts

myth  
fact**Only a small percentage of the population has a disability.**

15% of the world's population, or approximately 1 billion people, has a disability. The CDC cites 26% of US adults.

myth  
fact**Making my website accessible is costly and time consuming.**

AudioEye has a suite of solutions for every budget, putting you on the path to compliance quickly.

myth  
fact**Other than compliance, there are no other benefits to making a website accessible.**

In addition to performance benefits like SEO, an accessible website increases your potential audience to include people with disabilities, currently estimated at up to 26% of all adults in the U.S.

myth  
fact**Digital accessibility is only needed for those who are blind or who have low vision.**

Accessibility also greatly benefits those who have impaired mobility, are prone to seizures, have a learning or developmental disability, have hearing loss, or who are aging.

myth  
fact**Digital accessibility applies only to websites in the US.**

While the US has one of the strongest legal frameworks around digital accessibility, an increasing number of countries, including Canada, Australia, and the UK, also legislate to protect the rights of users who have a disability.

myth  
fact**Digital accessibility applies only if you also have a brick-and-mortar store.**

According to the ADA Title III, discrimination is prohibited in any "place of public accommodation", legal precedent has firmly established that websites are regarded as places of public accommodation, just as much as physical stores.

myth  
fact**Digital accessibility doesn't apply if you have 15 or fewer employees.**

The reference to "place of public accommodation" in Title III of the ADA makes no special exemptions for small companies. Plaintiffs are claiming Title III violations in their digital accessibility lawsuits.

Source: AudioEye, Inc.