

# Accessibility Smart: Make It Your Business

## REFLECT THE MARKETS YOU SERVE

The Ontario marketplace is becoming more diverse and businesses need to reflect the customers they serve to better understand them and fill their needs. By creating an inclusive and supportive work environment for people with disabilities, employers can reach into different segments of the community and appeal to a wider customer base.

Many businesses understand that being responsive to changing demographics and societal values is a business imperative and a competitive advantage.

1 in 5

Ontarians have a disability

\$25

billion

Consumer spending base of people with disabilities

\$9.6

billion

New retail spending from improved accessibility

70%

Of disabilities are invisible

> 2%

Of people use a scooter or wheelchair as their primary mode of transportation

\$1.6

billion

New tourism spending from improved accessibility

## ACCESSIBILITY IS GOOD FOR BUSINESS

Demonstrating a commitment to accessibility through your business practices—such as hiring people with disabilities—sends a message to your customers, employees, and the wider community that your business is open to all. This helps improve your brand image and business reputation, and increases customer loyalty.

87%

Of survey respondents said they agreed or strongly agreed that they would prefer to give their business to companies that employ people with disabilities.

83%

Of survey respondents agreed or strongly agreed that employing people with disabilities showed customers that businesses care about all workers.

## PEOPLE WITH DISABILITIES MAKE GREAT EMPLOYEES

86%

Scored above average for attendance

90%

Scored average or above average for performance

97%

Scored average or above average on job safety

Competition for talent can be intense for small business owners who may not be able to offer the same salaries and benefits as their larger competitors. Being able to attract, hire, and retain employees with disabilities opens up a whole new talent pool from which to draw.

77%

Of small business owners who have hired people with a disability said these employees either met or exceeded their expectations.

50%

Of people with disabilities have post-secondary education

## Companies That Invest In Accessible Employment Practices Report.....

A+

- Better job retention
- Higher attendance
- Lower turnover
- Enhanced job performance and work quality
- Better safety records
- Stronger competitive capabilities
- Greater customer loyalty

- ❖ Hiring employees who have a disability does not adversely affect an employer's WSIB premiums.
- ❖ Over two-thirds of job accommodations cost less than \$500.
- ❖ Less than 4% of people who have a disability require any physical accommodations at all.
- ❖ People with disabilities are less likely to miss work.
- ❖ Workers with a disability were 5 times less likely to change their job or leave.

Become an accessibility smart business!

Businesses cannot market effectively to customers with disabilities if they don't recognize, and truly understand, their needs.

Learn how to become an accessibility smart business.

Visit:

[OBIAA.com/Accessibility](http://OBIAA.com/Accessibility)

