



Accessibility features improve the customer experience!

“The challenges that exist for consumers with disabilities have become opportunities for businesses to serve them.”¹

¹ Overton, C., Shaewitz, D., Smith, D., Yin, M. (2018). *A hidden market: The purchasing power of working-age adults with disabilities*. American Institutes for Research.

² Ibid.

Shopping and Customer Service

The Americans with Disabilities Act (ADA) applies to retail stores like supermarkets and pharmacies—the ADA calls them *places of public accommodation*. Read below to avoid common misunderstandings about what the ADA requires.

Working-age people with disabilities have an after-tax disposable income of about \$490 billion. This is similar to other significant market segments, such as African Americans (\$501 billion) and Hispanics (\$582 billion).² Given the spending power of people with disabilities, many retailers improve accessibility not just because of the law but also because it makes good business sense.

MYTH

Stores must offer wheelchairs and/or motorized carts to patrons.

FACT

Stores needn't provide personal devices and services. This includes wheelchairs, motorized carts, eyeglasses, and hearing aids.

TAKEAWAY

Although providing wheelchairs is not required, it is a way to attract shoppers with disabilities who have money to spend!

MYTH

Older stores are “grandfathered” from access requirements.

FACT

The ADA’s readily achievable barrier removal standard requires stores built prior to 1993 to remove access barriers if the difficulty or expense is not too much.

TAKEAWAY

Stores built before 1993 must remove barriers if it is readily achievable. Also, improving access creates loyal customers!

MYTH

If access to a store on the second floor is not readily achievable, such as with an elevator, the store needn't accommodate customers.

FACT

The store should find another way that is accessible. Examples include offering a website, home delivery, and curbside service.

TAKEAWAY

It’s time to get creative about other ways to provide goods and services. Good customer service leads to repeat shoppers!