

Accessibility Barriers Limit Financial Independence

Just 37% of households with a disability rely on online or mobile banking as their primary method, compared to 62% of households without a disability (National Disability Institute).



Financial institutions are investing heavily in digital banking tools, yet many still overlook the importance of accessibility — making it difficult for people with disabilities to enjoy financial privacy and independence.

As part of our [2025 Digital Accessibility Index](#), we scanned **57,419 pages across 1,529 financial services** websites and found that online banking and financial management platforms present significant accessibility challenges.

BY THE NUMBERS

259.9

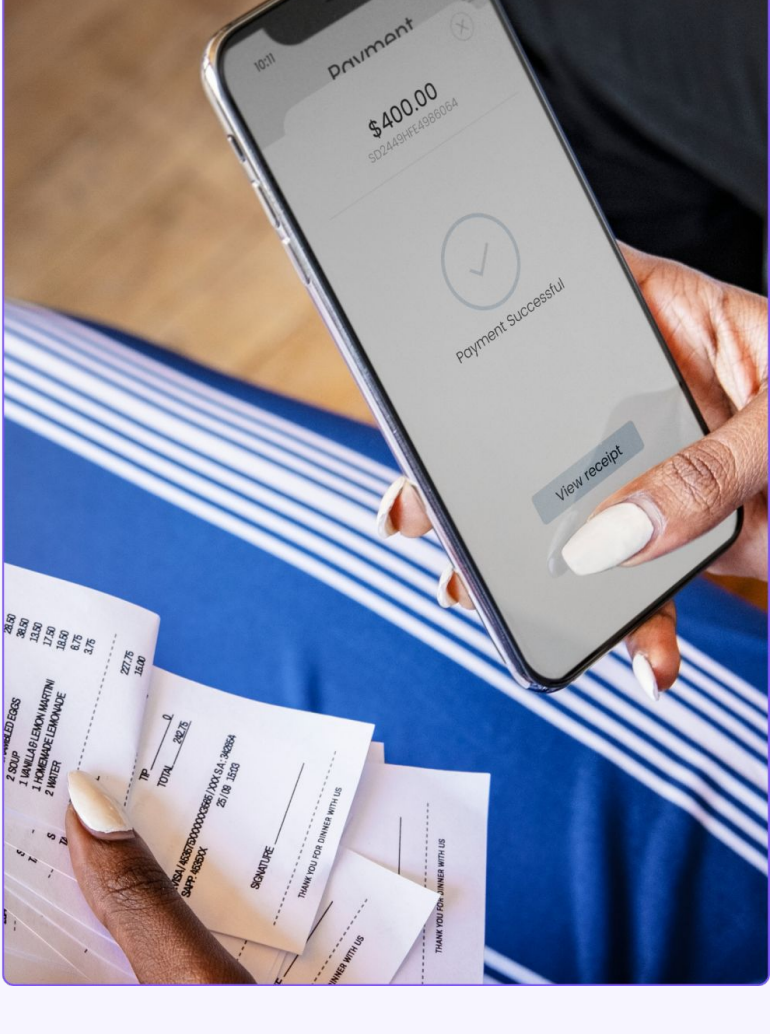
average accessibility issues per page.

74

color contrast violations per page — making it difficult for customers with low vision to navigate sites or review test results.

\$8 trillion

people with disabilities control **\$8 trillion in disposable income**



TOP ISSUES

The Cost of Inaccessible Financial Services

Accessibility barriers make financial management harder than it should be. From vague links to forms that are impossible to complete using a keyboard alone, financial websites present significant challenges for people with disabilities.

“A lot of times, there aren’t any steps to take to [maintain financial privacy]. You just have to accept that you’re about to give it up, because something you need to do isn’t optional.”

CHRIS PREIMAN
INTERNET SECURITY PROFESSIONAL

41%

OF IMAGES HAVE VAGUE OR MISSING IMAGE ALT TEXT

Without accessible descriptions for charts and graphs, people with visual disabilities can struggle to compare loan options, track spending, or review investment trends.

25%

OF FORMS ARE MISSING ACCESSIBLE INSTRUCTIONS FOR EACH INPUT FIELD

When forms aren’t properly labeled, people with visual disabilities may not know what to enter into each field — impacting their ability to sign up for accounts or independently manage their finances.

37%

OF PAGES HAVE KEYBOARD ACCESSIBILITY ISSUES

When menus, buttons, and forms can’t be accessed without a mouse, people with motor disabilities may be unable to complete essential banking tasks, such as transferring funds or adjusting account settings.

80%

OF ALL PAGES HAVE LINKS THAT ARE NOT CLEAR TO ALL USERS

When a link’s purpose isn’t clear, people with visual disabilities may struggle to locate critical services like payment portals, transaction histories, or customer support pages.

“I run into problems all the time trying to transfer funds or make payments. But I rarely reach out to companies. I just cringe thinking about how I’m going to explain it to people. It feels so daunting.”

DAVE CARLSON
AUDIOEYE ALLIANCE MEMBER

LEGAL REQUIREMENTS

Accessibility isn’t just good business; it’s the law

With recent updates to accessibility laws like the **Americans with Disabilities Act** (ADA) and the **European Accessibility Act** (EAA), it’s critical for financial services to understand their digital accessibility requirements.

4605

In 2023, plaintiffs filed 4,605 digital accessibility-related lawsuits in state and federal court — 683 more than in 2022.

Remove digital barriers, improve patient access

At AudioEye, our combination of powerful automation, expert custom testing, and dedicated legal support helps you deliver an accessible experience to every patient.

Check out a [demo of our tools and services](#) or [talk to an expert](#) about your accessibility needs.

▼ 67%

Reduction in valid legal claims, compared to other industry solutions.