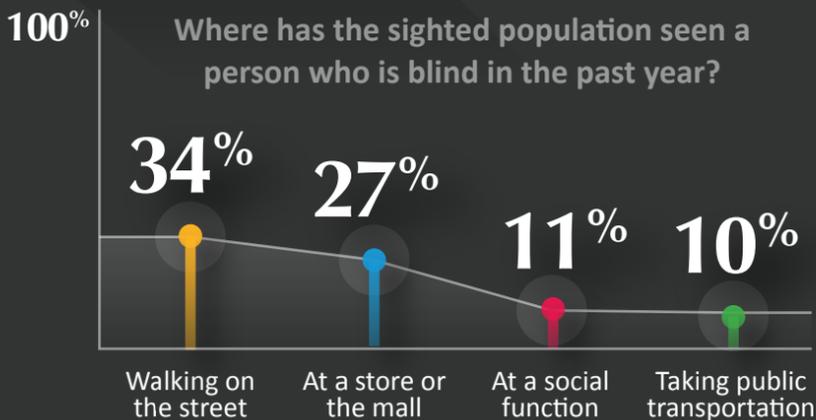


# Change the Way You See

Advances in education and technology have greatly outpaced the lagging perceptions the sighted population holds regarding people who are blind. These misperceptions create four barriers to inclusion: discomfort, pity, fear and stigma. It's time to change the way we see.

## Discomfort

**53%** 53% of sighted people say they are not comfortable around people who are blind. That's because the blind population has been so marginalized we rarely see them.



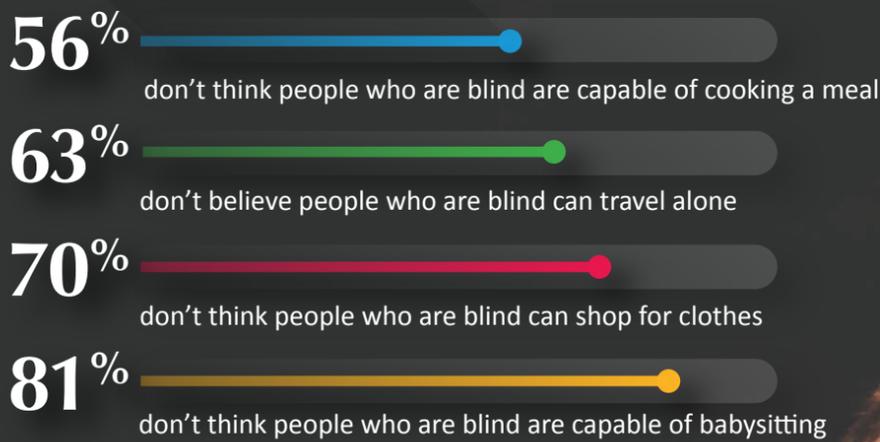
## Stigma

**28%** think a person who is blind can do their job. Stigmas like these shut the door on equal opportunity.



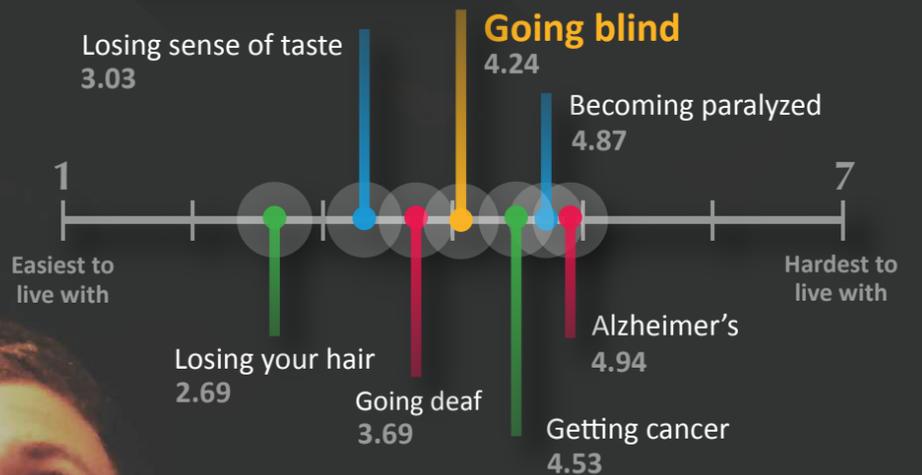
## Pity

**80%** feel sorry for those who are blind. This staggering amount of pity can lead to assumptions that prevent the sighted world from inclusion of the blind community.



## Fear

**74%** don't think they could be happy if they lost their vision. This perspective projects emotions onto a condition the sighted know little about, forming assumptions and creating roadblocks where none may need to exist.



**35%** don't believe their community is inclusive for the blind population, while an additional **38%** do not even know.

Discover simple ways to make a difference at [BlindNewWorld.org](http://BlindNewWorld.org)

Perkins SCHOOL FOR THE BLIND

### Methodology

Research Now conducted a nationwide online panel with a random sample size of 1,000 respondents. The sample included equal representation between males and females with specific quotas on age and geography to achieve a near equal representation from GenZ/Millennials, GenX and Baby Boomers in the Midwest, Northeast, South and West regions of the country. The survey was conducted between Jan. 12 and Jan. 15, 2016. For the purposes of this study, the definition for the term "blind" refers to individuals who are blind or have serious difficulty seeing, even with corrective lenses.