

## The Return on Investment of Disability Inclusion

### Untapped Market

- What is the third largest market segment in the United States? It's not a particular race, gender, or age group; It's people with disabilities. There are 57 million Americans with disabilities or 1-out-of-5 Americans. (EARN, Market Research.com & the U.S. Census)
- Americans with disabilities surpass Hispanics, African Americans and Asian Americans, as well as Generation X and teens (U.S. Census).
- More than 1 in 3 American households surveyed had at least one member who identified as having a disability (Nielsen 2016).
- Globally there are over 1 billion individuals with disabilities, representing 15% of the world's population (United Nations Enable).
- Consumers with disabilities are a major part of the consumer population, yet they are underrepresented in the innovation and marketing strategies designed to reach and retain consumers (Nielsen 2016).

### Spending Power

- Consumers with disabilities represent a \$1 billion market segment in the U.S. (U.S. Census).
- When you factor in their families, friends and associates, individuals with disabilities represent a \$1 trillion market segment (U.S. Department of Labor).
- The total after-tax disposable income for working-age people with disabilities is about \$490 billion, which is similar to that of other significant market segments, such as African Americans and Hispanics (American Institutes for Research).

### Brand Loyalty

- Consumers with disabilities display traits of a loyal customer. Despite lower incomes, shoppers with disabilities spend more per trip and shop more often (Nielsen 2016).
- 92% of the American public view companies that hire people with disabilities more favorably and 87% of American consumers say they would prefer to give their business to companies that employ individuals with disabilities (Journal of Vocational Rehabilitation, Survey of Consumer Attitudes).

### Innovation

- To tap into the disability market, individuals with disabilities should be represented in your workforce, especially in leadership roles where they can impact strategy and decision-making. Employees with disabilities can help your business understand and meet the needs of this expanding customer base and provide the innovative thinking required for a 21st century competitive edge.
- Companies like Procter & Gamble, Microsoft and Boston Scientific are leveraging the knowledge and experience of employees with disabilities to guide product development, packaging and global markets.
- Studies have also shown that employees with disabilities stay at their jobs longer, improve productivity and morale, enhance problem-solving and create a more diverse workplace, representative of the third largest market segment.