

A Hidden Market

Disposable income is money available after taxes to spend on essential living expenses; *discretionary income* is money available for nonessential items after taxes and basic living expenses have been met.

Discretionary income
for working-age people with
disabilities is about \$21 billion,
which is greater than that of the
African-American and Hispanic
market segments combined.

People with disabilities are not a solitary market; they are surrounded by family members and friends who also recognize the value in products and services that accommodate all people in society.

People with Disabilities Control \$8 Trillion in Spending

**People with disabilities
(by themselves) in the US alone
control approximately \$645 billion in
disposable income. This amount is
almost triple that controlled by the
US Hispanic community.**

**Add in non-disposable income,
funds belonging to friends and
family that people with disabilities
can influence and globalize that,
and you get \$8 trillion total global
purchasing power.**

**the economic damage is also
the cost of inaccessibility —
because, without accessibility
for people with disabilities,
that \$8 trillion purchasing value
goes to your accessible
competitors.**

The Buying Power Of People With Disabilities

Our study finds that
working-age adults with
disabilities are a large and
relatively untapped market for
businesses in the U.S.

Even with a lower overall income, adults with disabilities, as a group, have a lot of spending power. However, understanding and serving these consumers may require businesses and industries to make changes to some of their practices.

The Spending Power of People with Disabilities Can Expand Your Business

Investment into accessibility is an investment in a multi-billion dollar market, composed of millions of buyers who have a network of millions more.

Disability Inclusion
is **NOT** about ADA
Compliance. It IS
about Creating
EQUITABLE
experiences.

www.globaldisabilityinclusion.com