



# Committed to INCLUSION

## Spending Power of People with Disabilities



**1 in 5**

people in the United States has some form of disability

*There is a hidden market of consumers with disabilities which can translate into larger profits for businesses of all sizes.*



**\$175 billion**

in discretionary annual spending power of people with disabilities

**4x**

more spending power than tweens (ages 8-14)



**86%**

of people with disabilities would spend more if there were fewer barriers



**20.9 million**

families with at least one family member with a disability who is able to travel, shop and eat out regularly

**75%**

of people with disabilities eat out at least one a week resulting in \$35 billion spent in restaurants a year

**75%**

of people with disabilities walk away from making a purchase because an environment makes it physically unable to do so

**83%**

of people with disabilities limit their shopping to sites they know are accessible

**4** Changes that offer the most benefit

- Better Lighting
- Fewer Stairs
- Less Ambient Noise
- Larger Aisle Ways