

America's Disability Market at a Glance

Marketing to people with disabilities, their families, and friends presents significant growth opportunities for companies. This snapshot of the disability market is compiled from several sources, many of which have been analyzing the disability community for over a decade. This overview of the data illustrates marketing trends and key insights about the buying power of people with disabilities (PWDs). With all of the information available today and with the right marketing tactics the business case for smart companies is clear.



- Over one in five Americans, approximately 54 million, people have a disability making it the largest minority group in the nation.
- 30% of the nation's 69.6 million families have at least one member with a disability.
- Between 1990 and 2000, there was a 25% increase in the number of Americans with disabilities.
- 50% of Americans 65 years and older have a disability.
- 25% of all customers have a disability, or a close friend or relative who has a disability.
- 61% of people with disabilities are of working age, between 16 and 64 years old.
- 8.3% of US children and teenagers — 5.2 million, have a physical or mental disability. This reflects a sharp growth in the population of young Americans with disabilities over the past decade.
- People with disabilities are coalescing as an economic and social power. In 1994, for the first time, a majority of people with disabilities said they felt a strong sense of identity with other people with disabilities.

Sources: U.S. Census Bureau, 2000;
The National Organization on Disability/Harris Interactive - Survey of Americans with Disabilities, 2004.

“People with Disabilities Have \$220 Billion in Discretionary Spending Power”

Source: Diversity, Inc, 2001.

Key Consumer Traits of People with Disabilities

- Assistive Technology plays a critical role in the lives of people with disabilities. Without assistive technology, 77% of PWDs would be unable to: “take care of themselves, hold meaningful employment or leave their home to attend social gatherings.”
- 72% of PWDs are likely to upgrade a product to the latest model.
- 62% of PWDs say they are likely to do business with companies that have a commitment to diversity and equal treatment of employees.
- Urban areas of the U.S. have a higher concentration of people with disabilities –The top five cities where people with disabilities live (in descending order) (1) Detroit, Michigan, (2) Baltimore, Maryland, (3) Miami, Florida, (4) Newark, New Jersey and (5) Buffalo, New York.
- The disability community is comprised of individual groups, each with unique health care and quality of life challenges.

Sources: U.S. Census Bureau, 2000; Witeck-Combs Communications/Harris Interactive, 2005; The National Organization on Disability/Harris Interactive - Survey of Americans with Disabilities, 2004.



Witeck-Combs

Communications is a premier strategic public relations and marketing communications firm with unmatched expertise in the people with disabilities community.

For the past 13 years, Witeck-Combs Communications has pioneered communications and marketing consulting in the people with disabilities market for brand leaders and advocates, helping executives develop a productive balance between addressing the needs of their business and recognizing opportunities in the marketplace.

It is no longer possible or prudent for a leading corporation to ignore disability issues or opportunities in today's marketplace.

Witeck-Combs Communications' dedicated communications and marketing team successfully captures and sustains the attention of consumers, policy-makers, community-leaders, healthcare providers and the public in the disability and health arenas.

By expertly building and enhancing the marketing communications capacity of corporate and nonprofit clients alike, we have earned a valued reputation for a comprehensive and results-driven quality of service.

For more information, contact:

Colleen Dermody
202-887-0500 x18
cdermody@witeckcombs.com

America's Disability Market at a Glance

Influences on the Buying Behavior of People with Disabilities

- Three-quarters (73%) of people with disabilities are heads of household.
- 77% have no children in the household (boosting their discretionary income and free time for travel and leisure activities.)
- Individuals with disabilities exhibit strong brand loyalty toward products affiliated with disability-related causes. In order to tap into this brand loyalty, there must be a logical relationship between the company, its values, customer, community, employee and the cause.

Sources: *Within Our Reach: Findings and Recommendations of the National Task Force on Technology and Disability, 2000*; *Simmons Market Research Bureau, 2000.*

Home Life for People with Disabilities

- Nearly half (48%) of all people with disabilities are the principal shoppers in their household.
- 46% of people with disabilities are married.
- 58% own their own homes.
- 9.4% of the 1.6 million full-time freshmen enrolled at 3,100 institutions of higher education in the United States in 1998, reported living with some kind of disability

Source: *Simmons Market Research Bureau, 2000.*

Entertainment /Travel Habits of People with Disabilities

- \$13.6 billion spent on 31.7 million trips each year by people with disabilities.
- \$3.3 billion spent by travelers with disabilities each year in the airline industry.
- \$4.2 billion spent by travelers with disabilities each year in the lodging industry.
- \$27 billion per year could be spent by people with disabilities if certain needs were met.
- 12% increase in revenues in the hotel and hospitality industry, attributed, in part, to consumers with disabilities.
- Four out of ten members of the traveling public are made up of Americans with disabilities and their companions.

Sources: *Travel Industry Association of America/Harris Interactive/Open Doors/Society for Accessible Travel and Hospitality Survey, 2002*; *The National Organization on Disability/Harris Interactive - Survey of Americans with Disabilities, 2004.*

Projected Growth of Disability Segment

- In the next 10 years, the number of Americans over 50 will increase by 40%.
- Between 2000 and 2030, the numbers of Americans over age 65 will more than double, from 34.8 million to more than 70.3 million.
- Americans 50 and older represent 25% of the population, but control 50% of the nation's buying power and 75% of its assets, representing \$150 billion in annual discretionary income, and billions more for necessities like housing and food.
- About 30% of all Americans become disabled prior to retirement age.
- More than 7 out of every 10 Americans will acquire some sort of disability by the time they reach the age of 75.

Sources: *U.S. Census Bureau, 2000*; *Patricia Dig: America's Largest Untapped Market; Fortune Magazine, March 2, 1998*; *U.S. Social Security Administration: The Work Site, 2004.*