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## Key Economic Reasons to include People with Disabilities in your Workforce:

1. Nearly 30% of homes have at least one person with a disability (ODEP statistics)
2. The Disability Network is a trillion dollar market nationally: a multi-million dollar market in Florida – discretionary dollars. (US Census)
3. People with Disabilities are the third largest market – second only to the aging segment and baby-boomers. (marketresearch.com)
4. 73% of people with disabilities are heads of their households.
5. 58% own their own homes.
6. 48% are principle shoppers for their families  
(4, 5, 6 are statistics from earnworks.com)
7. People with disabilities are more likely to return as customers to businesses that make accommodations for access (auto-entry doors, Braille menus, space between displays to allow a wheelchair or person with a walker to get through, good customer service sensitive to special needs, etc.) Once satisfied they tend to remain loyal, and serve as a source of great word-of-mouth advertising.
8. The best way to make sure the basic “shopping” needs of People with disabilities is satisfied is to have employees with disabilities on staff, to advise and help in planning, as well as become a communication channel to the disability market.
9. Family, friends and other supporters of people with disabilities often prefer to “shop” at those businesses that are known and visibly promote inclusion and diversity.

*“... All participants responded positively towards companies that are socially responsible, including 92% of consumers who felt more favorable toward those that hire individuals with disabilities. The participants also had strong positive beliefs about the value and benefits of hiring people with disabilities, with 87% specifically agreeing that they would **prefer to give their business to companies that hire individuals with disabilities.**” (University of Mass. Research with N=803, national study, participants randomly selected. 2006)*

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