



...where people with disabilities review businesses and services

FACTS ABOUT CONSUMERS WITH DISABILITIES

- **There are more than 50 million consumers with disabilities in the United States, representing 18 percent of the population.**
- **That's almost 1 in 5 Americans.**
- **Millions of people with disabilities regularly travel, shop and eat out with family and friends.**
- **Discretionary spending power of people with disabilities nationwide is over \$175 billion annually, more than twice the spending power of teenage market.**
- **About 22 million families in the U.S. have at least one family member with a disability, and they vastly increase the size of this consumer group.**
- **The disability market is loyal to businesses with disability-aware customer service and accessibility.**
- **Four out of ten members of the traveling public are made up of Americans with disabilities and their companions**
- **Approximately 4 million people have developmental disabilities nationwide.**
- **People with disabilities make up the fastest growing minority in the country.**
- **The number of adults with disabilities age 65 and over is projected to double by 2030.**

Figures compiled from the U.S. Census Bureau 2002, U.S. Department of Labor, Travel Industry Association survey of Americans with Disabilities, 2004.