

# YOUR AUDIENCE IS MUCH MORE DIVERSE THAN YOU REALIZE!

Every year, organizations and the communication professionals that work for them inadvertently shut the door in the face of hundreds of thousands of people with disabilities and those who are ageing, adding to the stigma of exclusion, and leaving millions of dollars of potential revenue on the table in the process.

## 27%

Of working-age Americans identified as having one or more disabilities in 2023.

## \$504B

Corresponds to the after-tax disposable income of Americans with disabilities.

## 83.1M

Americans were aged between 50 and 69 in 2022 (which is roughly 25% of the population).

## 52%

Of your working-age audience is potentially disabled, or getting significantly older.

*What are you doing to ensure these Folks also Feel included?*

**ARE YOU REALLY AS INCLUSIVE AS YOU THINK YOU ARE?**

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