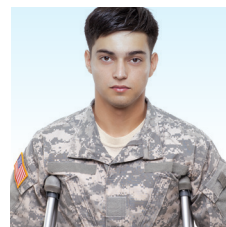
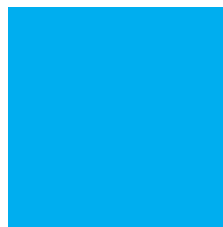


# Marketing Anthropology Project

The study of attitudes, preferences and culture of consumers with disabilities.



## Interested in learning about the “disability market” and what drives consumers with disabilities?

The National Business & Disability Council (NBDC) at The Viscardi Center Marketing Anthropology Project (MAP) guides companies in developing marketing strategies and tactics, as well as creative messaging, that will resonate with people with disabilities – a trending market segment that has tremendous spending power.

### A variety of professionals can benefit from MAP, including:

- ★ Chief Marketing Officers
- ★ Marketing Managers
- ★ Social Media Directors
- ★ Market Researchers/Analysts
- ★ Advertising Agency Representatives

### Companies have already invested in market insights, and they’re doing niche marketing to the following target markets... except one:

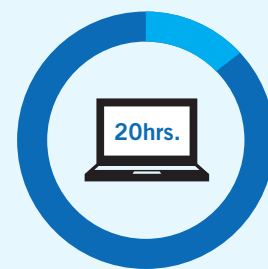
- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Aging Individuals/Seniors | <input checked="" type="checkbox"/> Latinos       |
| <input checked="" type="checkbox"/> LGBT                      | <input checked="" type="checkbox"/> Women         |
| <input checked="" type="checkbox"/> African-Americans         | <input type="checkbox"/> People with Disabilities |
| <input checked="" type="checkbox"/> Asian-Americans           |   |

***Isn't it time that companies checked the last box?  
Please contact NBDC to learn more about MAP!***

**The aggregate income of people with disabilities tops \$1 trillion (USA). This includes \$300 billion in discretionary income.**



Companies marketing to people with disabilities can reach as many as **four** in every **10** consumers.



**Four** out of **10** people with disabilities conduct business and personal activities online, spending an average of 20 hours per week logged on to the Internet. That’s more time on average than non-disabled Web surfers spend online.

\*Source: U.S. Census Bureau



Transforming the lives of people with disabilities

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