



# Disability Opportunity: an emerging consumer segment and employee base



A workforce that embraces greater diversity in disabilities empowers you to deliver more effective customer experience, be more innovative, and thrive.

## Growing influence in the workforce

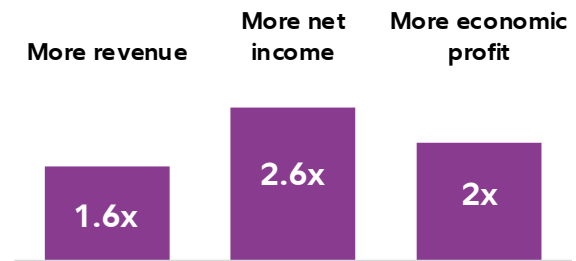
Disability represents over half of net job growth from 2020 through 2023 according to the Progressive Policy Institute.<sup>1</sup>



Several factors have contributed to the increase in employment at large, including the disability community.

- 1 Remote employment removed the commute as a barrier to joining the workforce.
- 2 Advances in assistive technology like AI captioning in virtual meetings
- 3 Growth in neurodiversity hiring programs
- 4 Investments in Digital Accessibility Programs

Some companies are also noting economic benefits from prioritizing disability employment<sup>2</sup>.



Companies prioritizing disability hiring and inclusion report increased innovation, improved customer experience, and benefits to the bottom line.<sup>2</sup>

## When companies hire with disability inclusion in mind:

Products can be designed and developed accessibly and inclusively up front.

Marketing to the disability community is likely to become more authentically inclusive and effective

Your customer experiences can evolve to be more accessible and inclusive to the community, therefore, more useful and delightful

Sources

<sup>1</sup> Progressive Policy Institute Disability and Changes in the Workplace – Progressive Policy Institute

<sup>2</sup> The Disability Inclusion Imperative - Accenture



# Third-largest consumer segment in the US

In addition to being a large qualified talent pool, this population also represents the third-largest consumer segment in the US, preceded by Latinos and African-Americans.<sup>3</sup>

## A disability inclusion perpetual motion machine



**The Americans with Disabilities Act (ADA) passes in 1990.**

One academic generation later the first wave of highly qualified young people with disabilities graduates.

A new pool of workforce talent emerges.

Every year the pool grows – in numbers as more graduate, and in earning power as others advance in their careers.

**They decide to hire more people with disabilities** so they can do those things authentically.

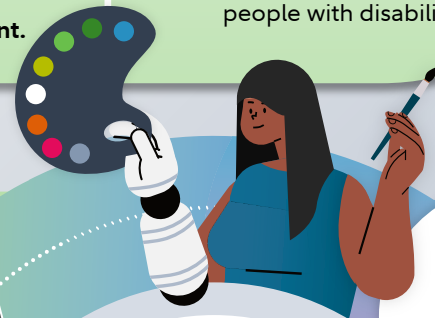
They design, develop, deliver, and market themselves more inclusively to the community.

Companies take notice and start to **prioritize disability as a consumer segment.**

The result is a **rapidly growing consumer segment** of young people with disabilities.

The purchasing power and influence of the disability consumer segment grows further.

**More companies take notice and evolve, and the process continues to build on itself.**



**1**  
Disability community earning power grows.

The result is a **disability inclusion perpetual motion machine!** This phenomenon impacts us all. The only variable is our awareness and actions in response.

**3**  
To develop and design well, companies hire more people with disabilities.

**2**  
More companies evolve offerings to be more disability inclusive.



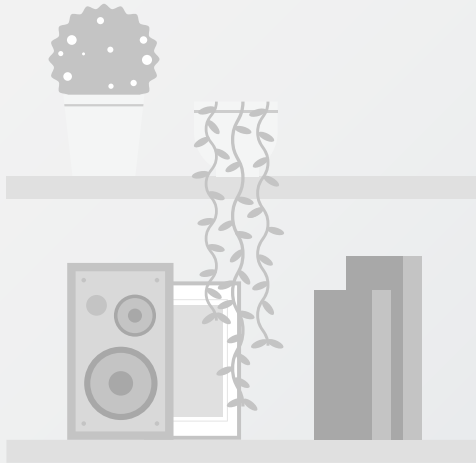
Sources

<sup>3</sup> A Hidden Market - American Institutes of Research

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# How to support disability hiring efforts and ensure that it is a prioritized dimension within your organization's hiring strategy



## TALENT PIPELINES

**Consider** partnering with disability talent pipelines, such as universities dedicated to deaf or blind education and disability job sourcing recruiting organizations.



## FUNCTION/ROLE ASSESSEMENT

**Assess** which functions or roles are ideally suited for disability hiring and which ones are not yet ready. For example, many business support roles leverage productivity tools that are known to be accessible, while some roles use in-house systems that are not yet accessible.

**Leverage your Diversity & Inclusion office and Disability Employee Resource Group** for insight on which roles are ideal.



## ACCESSIBILITY ASSESSMENTS

**Perform** an accessibility assessment of hiring practices including how job requisitions are posted, application submission, interview scheduling and accommodations.

**Expand** the capabilities of your Accommodations office to deliver a broad range of assistive technology and productivity tools. A centralized budget takes away funding concerns for managers and employees alike.



## REMOTE WORK AND FLEXIBILITY

**Support** remote work and flexible strategies to mitigate the challenges of commuting for certain disabilities.

## Committed to helping you support all your employees.

To learn more about the tools and resources that Fidelity has to support your entire workforce reach out to your Fidelity Representative and ask about the Customer Inclusion Team.

