

Americans living with a disability are a valuable market



Representing more than \$220 billion in discretionary spending.

- As 70 million Baby Boomers age, they will grow the senior market already worth more than \$400 billion
- 25% of your customers have a disability or a close friend or family member with a disability
- The disability market has twice the spending power of the teen market

Be A BluePath Member –complete a Quick Look Survey and learn how to provide an affordable user-friendly environment

Be A PathFinder –post reviews about your favorite accessible businesses. Learn about businesses that are committed to improving access and serving customers with disabilities.

Register now at
www.blue-path.org

