

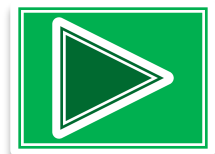


# ***Good Day!***

**This is your 30-Second  
Business Training:**

***Compliance Benefits***

# ***ENJOY***



**Click here to begin**



# What are the benefits of making my business disability friendly?



More than 50 million Americans with disabilities - 18% of our population - are potential customers for businesses of all types across the United States.



Americans with Disabilities have \$175 billion in discretionary spending power, according to the U.S. Department of Labor.



Accessibility attracts not only people with disabilities but also their families and friends.



All of the Above



# True...

This market is growing fast. By the year 2030, 71.5 million Baby Boomers will be over the age of 65 and demanding products, services, and environments that address their age-related physical changes.



There is more to this answer though.  
**Please try again!**

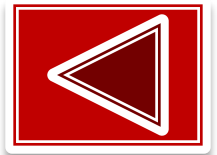


# Almost...

That figure (\$175 billion) is more than twice the spending power of American teenagers and almost 18 times the spending power of the American "tweens" market.



**Please try again!**



# True, but this is only part of the answer....

Accessibility attracts not only people with disabilities but also their families and friends. Like others, these customers often visit stores, restaurants, movie theaters, and other businesses accompanied by family or friends. This expands the potential market exponentially!



**Please try again!**



# CORRECT!



This huge customer market can represent additional business and profit for your enterprise. This web-course was developed by the U.S. Department of Justice to help you learn how to attract and successfully provide your services to this market.



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