

Disability representation still lackluster in marketing

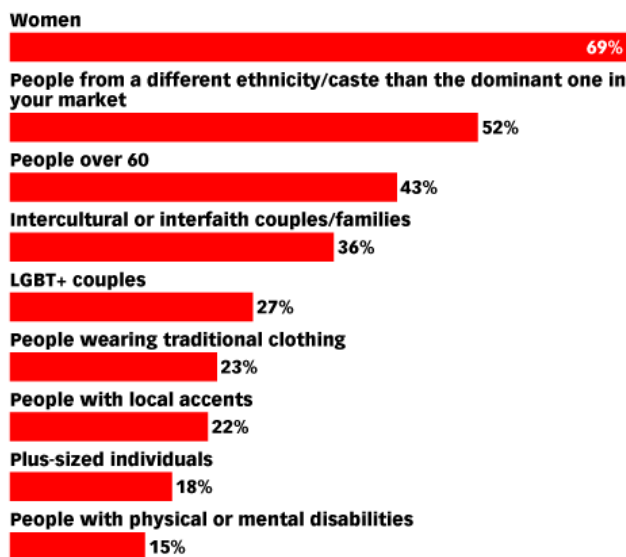
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Insider Intelligence Editors

Many marketers routinely target people with disabilities with “one size fits all” ad campaigns or exclude them altogether.

Which Groups Can Marketers Worldwide Recall Being Represented Positively in Their Recent Campaigns?

% of respondents, Oct 2019



Note: campaigns that ran within the last 6 months
Source: iProspect, "Future Focus 2020," Feb 11, 2020

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An October 2019 survey by iProspect found that just 15% of marketers worldwide recalled people with disabilities being portrayed positively in

their recent campaigns, putting it at the bottom of the list.

US adults with disabilities make up 26% of the population, according to 2018 data from the Centers for Disease Control and Prevention. Their disposable and discretionary income varies by disability type and they often have wide support networks that include family members, friends, caregivers, and allies that influence their purchases. Marketers are missing important opportunities to connect with them.

Read more:

- [Adjusting to a New \(Distributed\) Way of Working](#)
- [Adoption of Communication and Collaboration Tools Has Surged](#)
- [Election Impact: Why the Passing of California's Prop 24 Matters for Marketers and What to Expect in 2021](#)

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