REACHING PREVALENT, DIVERSE CONSUMERS WITH DISABILITIES

2016
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>3-4</td>
</tr>
<tr>
<td>SOME INSIGHT INTO DISABILITIES</td>
<td>5</td>
</tr>
<tr>
<td>ABOUT THIS REPORT</td>
<td>6</td>
</tr>
<tr>
<td>ATTRIBUTES OF THE CONSUMER</td>
<td>7</td>
</tr>
<tr>
<td>PREVALENT</td>
<td>8</td>
</tr>
<tr>
<td>DIVERSE</td>
<td>9</td>
</tr>
<tr>
<td>LOYAL</td>
<td>12</td>
</tr>
<tr>
<td>METHODOLOGY</td>
<td>13</td>
</tr>
<tr>
<td>CONTRIBUTORS</td>
<td>14</td>
</tr>
</tbody>
</table>
WHAT DO I NEED TO KNOW ABOUT CONSUMERS WITH DISABILITIES TO HELP ME REACH AND SERVE THEM BETTER?

With the initial idea for identifying consumers with disabilities, there was no clear indication any groundbreaking insights would be discovered. Disabilities span across age, race, and gender so there is reason to believe consumers with disabilities should not differ much from the general population. People with disabilities are not a homogeneous group, as each person has unique skills and abilities which impact their unique desires. Just as ethnic minorities are not one homogeneous group, the same applies to people with disabilities for the same reason.

The results from the first data, however, reveal a consumer segment that does display atypical behavior. Understanding who these consumers are and what drives their behavior will give marketers and advertisers a glimpse of the opportunity with one of the most present and perhaps most overlooked segments of the U.S. consumer.
EXECUTIVE SUMMARY

“Data drives action, and I am thrilled with the release of Nielsen’s first State of the Disabled Consumer Report, which uncovers the buying power of people with disabilities. We believe that investing in this segment of our community as consumers is important—and we will continue to share insights and partner with related organizations.”

*Angela Talton*
*Chief Diversity Officer, Nielsen*

“My family and I know first hand both the joys and challenges of dealing with disability. Fortunately, more companies and brands are working to better understand this growing segment of consumers, and we hope this new report contributes to that understanding.”

*John Burbank*
*President Strategic Initiatives & ADEPT Global Leader Sponsor*
SOME INSIGHT INTO DISABILITY

BENEFITS TO NIELSEN

- Attract candidates who value diversity
- Expand the diversity dividends

NEW PRODUCT POTENTIAL when hiring persons with disabilities
- Stimulate new product and service development through disability-inclusive diverse teams
- Customize products and services to increase profitability

MARKETPLACE VALUE TO NIELSEN

- Reflecting the marketplace to increase market share
- Connecting with a significant market segment
- Increase brand trust

Consumers with disabilities represent a $1 billion market segment
- 19% of the U.S. population had a disability in 2010
- 78% are heads of households
- 48% are principal shoppers
- 58% own their own homes
- 54M Americans with disabilities represent the 3rd largest market

54M Americans with disabilities represent the 3rd largest market behind Baby Boomers and the mature market

Source: U.S. Census Bureau

Source: U.S. Department of Labor

Source: National Survey of Consumer Attitudes towards Companies that Hire People with Disabilities

Source: Market Research.com

Source: Nielsen Company

Copyright © 2016 The Nielsen Company
ABOUT THIS REPORT

Shopping is a part of daily life, but how we shop and what we purchase is not the same. Through the Nielsen’s Omnibus Panel Survey, this report focuses on shopping habits of consumers with disabilities.

This report serves to provide insights on various facets of the consumer with disabilities, a prevalent segment of the U.S. population. Understanding shopping habits of these consumers will enable researchers, marketers, advertisers, and retailers to create opportunities within a segment that is still often not considered, understood, and reached. This report showcases that this is an essential consumer segment to all Consumer Product Good companies.

While disabilities are many and varied, this report focuses on 6 disabilities:

**Physical limitations** (have serious difficulty walking or climbing stairs, lifting or grasping)

**Vision difficulty** (blind or have serious difficulty seeing, even when wearing glasses or contacts)

**Hearing difficulty** (deaf or have serious difficulty hearing even with a hearing aid)

**Independent Living Difficulty** (because of a physical, mental, or emotional problem, have difficulty doing errands alone such as visiting a doctor’s office or shopping)

**Learning Disability** (have difficulty learning at expected level, such as reading, writing, math)

**Intellectual Disability** (autism, down syndrome, or onset prior to 18 years of age had serious difficulty in intellectual functioning and adaptive)

Further detail on the Omnibus Survey conducted and the methodology can be found at the end of this report.

“Serving a customer segment better starts with understanding that customer segment better.”

Nic Covey
VP, Nielsen Ventures & ADEPT Executive Sponsor
ATTRIBUTES OF THE CONSUMER

THREE ATTRIBUTES STAND OUT WITH CONSUMERS IN HOUSEHOLDS WHERE AT LEAST ONE MEMBER IDENTIFIES WITH A DISABILITY. THEY ARE...

...PREVALENT

Seek to know and advocate to consumers with disabilities. More than one in every four households has a person that identifies with one of the six disabilities. They are a major part of the consumer population yet they are underrepresented in the innovation and marketing strategies designed to reach and retain consumers.

...DIVERSE

Embrace the diversity of consumers with disabilities and explore key dimensions of disabilities. The behavior of these consumers is driven by the same things as the rest of the population such as values, life experiences, and attitudes. Disabilities span across age, gender, and ethnicity. However, a person’s disability has an impact on what and how they purchase.

...LOYAL

Consumers with disabilities are higher spenders in many categories despite tending to have lower incomes. A key is identifying what attracts the group to particular brands and categories.
35% of households surveyed had at least one household member that identified with at least one of the six disabilities. This prevalent consumer segment delivers a considerable annual spend. The following charts show how the different disabilities compare in population and how these homes spend compared to the remaining population.

Nearly 4 Million households have a member with an intellectual disability and more than 20 Million households have a member with a physical limitation. Households may have more than one member identifying with a disability, and members themselves may identify with more than one disability, but these numbers still represent a large segment of the total population.
The demographic make up of disabled consumers is diverse when compared to total population and across the disability groups.

**AGE AND ETHNICITY INDEXED TO TOTAL POPULATION WITH ANY DISABILITY**

- Households with learning and intellectual disabilities are younger.
- Households with hearing and physical disabilities are older.
- Vision impaired households over-index with Asians
- Intellectual disability households over-index with African Americans.

As part of the strategic alliance between Nielsen and Special Olympics International (SOI), Nielsen is working with SOI to help better understand the impact of its programs and the influence of people with intellectual disabilities, as well as the attitudes of the general population, by using our data, measurement and analytics capabilities.

**Nielsen Cares**

“People with Intellectual Disabilities being counted begins a path toward inclusion in society. Special Olympics, whose vision is to open hearts and minds and towards people with intellectual disabilities, uses sport to create inclusion. All of us have the ability to change the game and create inclusion in our communities.”

*Kristen Suto Seckler*

*Chief Marketing Officer, Special Olympics*
AMONG 21 MAJOR CATEGORIES, CONSUMERS WITH DISABILITIES ACCOUNT FOR $49.5 BILLION ANNUALLY. THE HIGH SPENDING POWER CONTRIBUTES SIGNIFICANTLY TO THE SUCCESS OF THESE CATEGORIES.

DOLLARS SPENT BY CATEGORY INDEX VS ALL OTHER HOUSEHOLDS

<table>
<thead>
<tr>
<th>OVER INDEXED* vs. Non-Disabled</th>
<th>UNDER INDEXED vs. Non-Disabled</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOBACCO &amp; ACCESSORIES 186</td>
<td>SKIN CARE PREPARATIONS 67</td>
</tr>
<tr>
<td>MEDICATION/REMEDIES 122</td>
<td>BABY FOOD 72</td>
</tr>
<tr>
<td>SUGAR/SUGAR SUBSTITUTES 122</td>
<td>DISPOSABLE DIAPERS 73</td>
</tr>
<tr>
<td>PET FOOD 120</td>
<td>BABY NEEDS 76</td>
</tr>
<tr>
<td>PET CARE 119</td>
<td>COSMETICS 78</td>
</tr>
<tr>
<td>CARBONATED BEVERAGES 119</td>
<td>JUICES &amp; DRINKS (FROZEN) 78</td>
</tr>
<tr>
<td>BREAD &amp; BAKED GOODS 111</td>
<td>SNACKS/SPREADS/DIP-DIARY 79</td>
</tr>
<tr>
<td>CANDY 109</td>
<td>HAIR CARE 80</td>
</tr>
<tr>
<td>PACKAGED MEAT DEPT. 108</td>
<td>NUTS 80</td>
</tr>
<tr>
<td>FROZEN PREPARED FOODS 104</td>
<td></td>
</tr>
<tr>
<td>PAPER PRODUCTS 102</td>
<td></td>
</tr>
</tbody>
</table>

*These 11 categories account for 30% of their total spend with an over-index of 117 vs. consumers without disabilities.

% OF TOTAL DOLLARS SPENT BY CHANNEL INDEX VS ALL OTHER HOUSEHOLDS

![Bar chart showing percentage of total dollars spent by channel index vs. all other households.](chart)
THESE CONSUMERS ARE DIVERSE IN THEIR PURCHASING WHEN COMPARED TO THE TOTAL POPULATION AND ACROSS THE DISABILITY GROUPS.

1. Consumers with a disability—especially those with a learning disability—are more likely to have a cat or dog, and thus, are more likely to buy pet food and pet related products.

2. Households with consumers that have learning and intellectual disabilities over-index in the cereal and frozen snacks categories compared to total population.

3. Consumers with vision impairment are more likely to purchase cosmetics. In fact, they over index to the other disability groups at 121.

4. Consumers with independent living difficulties, hearing difficulties, and physical disabilities skew towards older households and drive an over-index in medication and remedies purchases.

5. Consumers with a disability, driven by two of the ‘older’ disability groups: physical and independent living difficulties are more likely to purchase Tobacco.

6. Similar to other low income households, households with a disabled individual over-index in the carbonated beverages and frozen prepared foods categories.

7. Consumers with a disability are less likely to have children under age 6 compared to non-disabled households, therefore they spend less on baby care products.
Without looking into specific brand loyalty it is still evident that consumers with disabilities display traits of a loyal customer. Despite lower income, consumers with disabilities spend more per trip and shop more often. They are also less likely to be swayed by coupons or deals.

% of Households with a Member that Identifies with a Disability by Income

Over 1 in 2 of low income households are disabled... which is nearly 2.5x higher compared to higher income households.

Average Annual Spend per Shopping Trip and Number of Trips

Consumers with disabilities

+ $

...spend over $1 more per trip

+ 🛒 🛒 🛒 🛒 🛒

...and average 5 more trips per year.

Index Compared to Households without a Disabled Individual

$ Volume on Coupon

89

$ Volume on Deal

88
METHODOLOGY

Nielsen conducted an Omnibus Survey with the Homescan Panel in order to collect the information used in creating this report. Below is a description of what the Omnibus Homescan Survey is and who received the survey to collect insights for consumers with disabilities.

The Omnibus Survey: A brief monthly survey to Homescan panelists that is sent to rotating halves of our online panelists. Each month Nielsen sends the Omnibus survey invitations to half of the Homescan panel, rotating which half receives the survey each month. This ensures plenty of panelists for a standard projection from one month (about 2X what is needed for projection).

The Omnibus Survey is actionable as it enables to define and understand specific consumer groups. It also allows to profile purchase behavior and household demos.

Consumers with Disabilities: The Omnibus Survey with the disability questions was sent to 86,745 panelists.

<table>
<thead>
<tr>
<th>Disability</th>
<th>Ages 0–17</th>
<th>Ages 18–24</th>
<th>Ages 25+</th>
<th>No one in my household experiences this disability</th>
<th>Prefer to not answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Panelists were asked to identify which disability, if any, did they or anyone in their household identify with. The survey focused on 6 disabilities as identified on ‘About this Report’ section. For each disability selected, panelists were also asked to provide the number of household member(s) in each age group who experiences that disability.

By knowing which households had members with disabilities, Nielsen was able to derive the information in this report by tying the survey results to the demographic and purchasing behaviors of that household.
CONTRIBUTORS

Thank you to all who contributed to this report:

- WYATT BREWER
  Data Science Manager

- BRIAN COX
  Data Science Manager

- OLIVIA HU
  Senior Analyst, Innovation Practice

- DIANE SARE
  Program Specialist, Diversity & Inclusion

- ERIONA SHTJEFNI
  Data Science Manager

ADEPT

WHAT IS ABLED & DISABLED EMPLOYEES PARTNERING TOGETHER (ADEPT)?

ADEPT’S goal is to provide guidance that ensures the inclusion of people with differing abilities in all aspects of Nielsen's business and culture with a focus on:

- Awareness and career growth through networking and mentoring
- Business growth by leveraging experience into various Nielsen services
- Diverse associate recruitment, retention and leadership development
- Community engagement and outreach to increase awareness and philanthropy

CONTACT

Please contact your client service representative or email diversity@nielsen.com
ABOUT NIELSEN

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen’s Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed.

The Buy segment offers consumer packaged goods manufacturers and retailers the industry’s only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world’s population.

For more information, visit www.nielsen.com.

Copyright © 2016 The Nielsen Company (US), LLC. All rights reserved. Nielsen and the Nielsen Logo are trademarks or registered trademarks of The Nielsen Company (US), LLC.