

# HIRING PEOPLE WITH DISABILITIES MAKES \$EN\$E FOR BUSINESS!



**84% of businesses report having difficulty hiring staff...**

Lexington Herald Leader, May 23, 2017

## A READY AND ABLE WORKFORCE

**At least 32% of Kentuckians with disabilities  
want a job.**

Kentucky National Core Indicators, 2016



## ON WHOM YOU CAN DEPEND

**The turnover rate for people with disabilities is 8%,  
compared with 45% for other workers.**

Washington Mutual, 2003

## FOR A VERY REASONABLE INVESTMENT

**Employers see a \$28.69 average return, for every dollar  
invested in accommodation**

APSE, 2017



## WITH HUGE POTENTIAL

**Customers with disabilities and their families,  
friends, and associates represent a  
\$3 TRILLION market segment**

Siperstein, Romano, Mohler & Parker; 2005.



## TO IMPROVE THE COMPANY'S BOTTOM-LINE

**87% of customers say they would prefer to shop  
at businesses that hire people with disabilities.**

Siperstein, Romano, Mohler & Parker; 2005.

