ROUGHLY EDITED TRANSCRIPT

CONFERTEL

RESPECTABILITY 6269048

NEILSEN RESEARCH

NOVEMBER 29, 2017

1:15 P.M.

**Nielsen Research – Reaching Prevalent, Diverse Consumers with Disabilities**

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>> OPERATOR: The conference has now started. This conference is now being recorded.

>> Good afternoon, and welcome to the RespectAbility webinar for November 29th, 2017. My name is Philip Kahn‑Pauli, I'm the policy director for RespectAbility and it's my pleasure to be here with you today, to talk about consumers with disabilities, the economic impact of the one in five Americans who has disabilities and some of the cutting edge research being done by Nielsen around Americans who have disabilities and our spending habits and how we act as consumers.

This is a really interesting topic I came to by way of the US Business Leadership national conference. I attended a seminar about authentic images and I found Nielsen had been doing some really interesting research around the economic impact of disability on households that have disability, people with a wide range of experiences and as they say, more than one in three household has a member that identifies as being a person with a disability. I loved what they wrote, disability spans across, age, race an gender and so there's reason to believe that consumers with disabilities should not differ from the general public. Each has unique skills and abilities that depicts their abilities.

I have the pleasure of being on the webinar today with Jim Jackson from the Nielsen team who will walk us through some slides and, Kim, take it away.

>> KIM JACKSON: Thanks, Philip.

So I'm excited to be here today to talk about the information that Nielsen was able to pull together. Let's see, my system is stuck on the slides. I'm not able to move. But what I wanted to do is just kind of give you some background about myself, and then we can move into talking about the information that Nielsen has been able to pull together.

So one of the things ‑‑ and Virginia, I will ask if you can move the slide forward, as I'm unable to do that.

>> VIRGINIA: We're on slide four now.

>> KIM JACKSON: It's the one with my name, Kim Jackson. I'm not sure why it has frozen on me. We are having technical difficulties. That's the world we live in, everything is technical.

I will go ahead, my name is Kim Jackson, aisle with Nielsen, I'm a senior program manager in our digital engineering group and I manage programs for our digital products and platforms. I'm also the employee resource group leader for our ADEPT which is abled and disabled employees partnering together, southeast region. I have been with Nielsen for 14 years. I do have experience with lean Six Sigma, Scaled Agile and ITIL and I have a bachelor of science in management and organizational leadership and I'm a mentor with big brothers big sisters school to work program, and I volunteer with Suncoast Animal League. So I guess you could say I love people, pets and process. So that's me.

And why I'm here as part of the ADEPT group, we actually worked on this report. I will give you a little background about Nielsen in general, and then I will give you some information related to these reports specifically.

So Nielsen, the science behind what's next. So at Nielsen, what is next isn't a guessing game. So we are in the data business. And what we do is based on science. So we have a whole data science group, who spends a lot of time working through the data and the methodologies and so forth. And we have things that we do worldwide and globally. We are looking at what people buy and watch and so we're always evolving the ways that we measure what we measure, where we measure, and how our insights can help drive profitable growth.

So we are always looking to continue to develop better solutions to meet the needs of the consumers and find out where they are headed next, what is next for our consumers so that different companies tend to help and be prepared for that.

So if we move to the slide on the marketplace, is increasingly complex. So one of the things, as I mentioned earlier, we are in a world of technology. Everything today is technical. The ‑‑ if you looked at the vision or the visual here, this is an actual data plot. These are the world is interconnected. So you have TVs. You have computer, mobile phone, tablet. Every time we are interacting, we are generating thousands of data points. So whether it's ‑‑ you know, we even have appliances that can order ‑‑ put things on your shopping list and things like that. When you think of the Internet of things. So there's just numerous ways that we have data coming through, and so Nielsen tries to take that data and make sense of it, turn it into information.

And so one of the things that we do, you know, just as an example, when you think about the amount of data, you have over 52,000 likes on Facebook happening every second on the Internet. So, you know, when you think of big data, that's it for sure. So what we do at Nielsen, if you move to the next slide, we try to make sense of the consumers' world.

So if ‑‑ what we do is we are thinking about what people buy and watch. But we are also looking at what people listen to, whether it be through iHeart radio or through a radio station. We are also collecting information around that. As well as what they read, what games they may play, and how they communicate.

So we are looking at getting all of this information through computers, TV, social media, as I mentioned radio, print, handheld devices, mobiles, tablets and in store.

So what we do, we take that information and we turn it into insights. All of those thousands and millions of points of data become fuel for growth and help our consumers or our clients to uncover the information they need and deliver against that to predict and determine what is next.

Okay. I'm online now. I rejoined the meeting. Thank you.

All right. So 9 data that we have is deep and far reaching. So as I mentioned, buying and watching. So when we look at our buyer, typically, we are seeing that there are 6.7 billion store transactions each month. We have over 1 million store visits each month. There are tons of things going on from a consumer point of view. Nielsen also has the TV measurement, where we are looking at 1.7 billion viewing records each month. So whenever our household panels, whether it be for television or consumer, they are actually out there, tracking what they are buying, tracking what they are watching or, you know, which it on their mobile device, or on a TV and we're getting all of that data together to provide information. Again, the mobile. We have, you know, over 7 million web events daily for mobile devices.

So mobile measurement has been changing and will continue to change as people rely more on their mobile devices, and less on computers from a personal perspective, myself, I ‑‑ I don't think I look at my computer at home anymore. I do everything on my phone or tablet. I just use my computer for work. So Nielsen is constantly trying to adapt to this global need and provide data in all of these different areas.

And what we do beyond looking at the business aspect on just day to day and our clients, we want to support global communities. So we have areas that we provide information, leverage insights and involvement in our communities, looking at the hunger and nutrition, and are inclusion. Our Nielsen Cares group so through skills based volunteering and projects, powered by our projects we are able to drive information and insights in these areas and help our communities to be more impactful and Nielsen has donated at least $10 million each year of data, products or services through that volunteering, skills‑based volunteering and Nielsen associates can go out and have 24 hours each year for volunteer time.

And the report that I will talk about today actually came from volunteer effort through our ERGs.

So diversity inclusion at Nielsen, while we're not only reaching out into the communities and the marketplace we are also within our company working to ensure we have very good diversity inclusion representation. So over the past year, we have Inc. are ad 32 on Diversity Inc. for the diversity list, and for the second year, we became the best mace to work for disability inclusion, with a score of 90 on the DEI, the Disability Equality Index. So we are very proud of those efforts and our chief diversity officer, Angela Talton was featured in the Diversity Magazine as one of the most powerful women in corporate America. She's really helped to drive the diversity inclusion efforts to where we are really talking about diversity, the variety of skills and experiences but also inclusion is big. Because if you have diversity without inclusion, you are still missing a big component. So we are making sure that we can value and leverage those differences.

One of the ways that we do that, one of our core components, I should say, is our employee resource groups. So as I mentioned, I'm a leader of one of the resource groups and we have nine different groups that are within the US and globally. And one of the efforts there that we have is around volunteer. So as I mentioned, volunteer efforts. We also focus on a few primary pillars, professional development, community outreach, client engagement, education, and recruitment and retention and creating the report is part of our client engagement, as well as community outreach and education.

As we said, there's some general information around disabilities that I will share in a minute about the marketplace but this was really a very innovative direction for us to go and a great opportunity for Nielsen to reach and provide some information about the disability market segment.

So our consumer report, it was employee driven. It was a volunteer effort. So everyone had to do this on top of their regular day‑to‑day. So that's how important it was to our company. This report is free. There will be a link in the actual presentation, I believe, that will be available for you to download and you can access the link on our website. And this report actually, we have led to some revenue. We have Procter & Gamble who actually has purchased data as a result of this report, that they are going to be using in their planning and strategy.

And while I did say it was a volunteer effort and it was driven through our resource group, our executives and leadership actually see the value in these efforts for the disability community. Our president of strategic initiatives and our ADEPT global leader, John Burbank has a member of his family with disability. So he does see that there's a need to have this type of data available and bring a light to this underserved segment.

Philip shared some information at the beginning about the disability market in general, and just to give some more color to that, just to share some information here, you can see that consumers with disabilities represent $1 billion market segment. So there's a lot of money out there that individuals or consumers have to spend including their family and friends, it represents a trillion dollars market. When you think about that and you look at the brand trust side, 92% of Americans, the public view companies that hire people with disabilities more favorably.

When you think about the amount of money that consumers have to spend and the fact that they do favor companies that hire individuals with disability, there's a great connection there that the different companies can make to bring in more consumers based on their own brand image.

Now, in the middle, regarding the market segment, 19% of the US population had a disability, according to the US Census Bureau in 2010. Now of those people with disabilities, 78% were heads of households. So they are making the decisions around the shopping. And so this was a great opportunity for us to really bring some data around that area, as well as you could see 48% are principal shoppers. So even if they are not the head of household, they are maybe the principal shopper. So between those two numbers, it was really a great opportunity to go out and give some data.

And then you can see that Americans with disabilities represent the third largest market behind Baby Boomers and the mature market. That's a lot of people! And we need to ‑‑ in the industry, whether it's what we are doing for programming or for retail and consuming fast‑moving consumer goods and so forth we need to take advantage of that, and recognize the spending power that this market segment has.

So now we're moving into more specifically the report that Nielsen provided. So what we did was a survey. We have a home scan panel, and we conducted a survey with this panel over about a seven and a half week period. We do a rotation of those panelists. We do about half of the panel and as we do the different surveys. So about half of the panel, we had a response rate of 54% or around 47,000 respondents. And Nielsen was able to tie the survey data that we collected to the household data so the demographics, age, incomes and so forth, and to look at purchasing behavior and looking at who these consumers are, where they are shopping and what they are buying.

And so you can see here, as Philip mentioned earlier, more than one in three households survey had one household member that identified with one of the six disabilities that we had asked on the survey.

And those disabilities were: Physical limitations, vision difficulty, hearing difficulty, independent living difficulty, learning disability, or intellectual disability. So these are the areas that we focused on in the survey.

And they were asked if they identified one or more of these disabilities. And what we discovered was that physical limitations is the most prominent. So this was the one that was most common and we saw that intellectual disability being the least common when asked in the household. One thing to note as well, is that survey respondents were asked to indicate if they had ‑‑ you know, as I mentioned more than one disability or identified with more than one, as well as if more than one member of the household identified with a disability.

So it was each individual, did you have more than one, as well as were there multiple individuals in the household? So we tried to get as much data to get the most complete picture as possible. And as I mentioned, you know, here physical limitation being the highest, you will see a possible connection to something later in the slides as well, how that may come into play with where they shop.

So when we think about, you know, a little bit further who these consumers are. So we can say that, yes, they have physical limitation was the highest, but who are they from an age or demographic, ethnicity area?

So one of the data that we did collect in the household had to do with the age groups. So if individuals had disabilities, what age groups do they fall into? Additionally, we already had demographic information related to race, ethnicity and age for each of the households in the panel. So we were able to connect those key points of data and come up with some insights here.

You can see that where households had learning and intellectual disabilities, in general, those tended to be younger. So you will see on the house hold ‑‑ or head of household age groupings at the top, that's the first section above the dotted lines, over to the right under intellectual, they Inc. are ad typically 54 was the oldest group. And there was anywhere under 35 up to 54. However, when you move over and you look at the hearing and the physical disabilities, you will see that those were higher age groups. So these are groupings of above average. So this is more than the average. So the physical went anywhere from 55 to 64 and then the hearing was an older group of 65 plus.

So you can see the span there of the different types of disabilities, excuse me, across the age groups. Additionally, you can see that vision impairment households over index among Asians. So there's a higher than average among Asians. You also see among nonwhite as well. But Asian was even higher there. So that's a call out. Excuse me.

And then also intellectual disability households over index or above average within the African‑American group. So these are all things that were called out for items or groupings that were above average or over index.

So this would be something that our different companies could look at and target some of their products, as we'll see later, we can tell you how some of the products come out that people actually purchase, and so this would help them to target their marketing.

Another area or perspective regarding who this group of consumers are, is that the demographic information in our household panel, as I mentioned, includes income. So with we apply that survey data, we see that households with disabilities are more likely to be low income. So ‑‑ and that over 1 in 2 are of low‑income households are disabilities. And that when you look at the higher end of the income, it's nearly two times higher compared to ‑‑ or excuse me, the low income is nearly two and a half times higher compared to the higher income households. So those making over $100,000 at 21% were less than 20, you have the 58% range. So you definitely see there's quite disparity range between incomes.

So as far as loyalty. So one of the things to think about is that consumers with disabilities actually spend more per trip and shop more often. So they are less likely to be swayed by coupons ordeals. When looking at this segment, we can have a better idea regarding their buying behaviors. The people with disabilities are going to buy what they are going to buy regardless of a coupon or a deal. You can see on the left image here that they total $230 more per year in spend versus nondisabled households or households without disability members.

So they average more, five more trips per year and spend over $1 more per trip. So they are not ‑‑ on the right, you see, they are not hunting for coupons. These individuals are not hunting for deals. They will buy what they want to buy. You know, they won't be swayed that if this store this particular brand, they will get what they want to get ‑‑ to purchase.

And you can see for both of those, it's more than a 10% on this. So 89 being households with disabilities, whereas the gap here is for households without disabilities. That's the comparison.

So up to this point, we have seen, you know, who our individuals are, you know, what they ‑‑ excuse me, who they are demographically from a household income perspective, the types of disables and how when we consider where they are shopping, and we look at, you know, on the previous slide we said that they shop more frequently, they spend more money, and this market also is not swayed by coupons or deals. Now we can see where they shop and it's not really surprising. So when you look at this chart, you see all the way to the right, the warehouse clubs. The warehouse clubs are known for their deals on bulk options. So they also require a certain level of mobility with larger shopping carts. And I hadn't thought about it before, until one of our ADEPT users, Megan was describing her shopping experience, and indicating, you know, I wouldn't shop there because I have limitations. It doesn't make sense for me.

But it does make more sense that our largest segments of consumers here is having physical limitations and that they would not prefer to shop in a store like that, but that shopping in smaller stores would be preferrable. So when we see here the highest being convenience, gas, or dollar stores, we see that these individuals are looking for something that is, you know, consistent, smaller stores, easier to get in and out of, and more convenient packaging. So it's not about having to go more often, because we see that consumers with disabilities prefer to shop more often, but it's that they want something that's going to be most beneficial to their shopping experience. As we see, you know, over there, the warehouse club and even some of the big pet stores and things like that are not necessarily conducive to a great shopping experience.

Additionally, when we dig a little deeper and we look at not only where they buy but what are they buying, what are the types of projects that are purchased by households with disabilities? We discover some things we may not have thought of otherwise. So one of the things when you see consumers disabilities buy more pet foods and related products. This is not necessarily unusual, as when you consider that they are service animals, therapy animals, in addition to companion pets.

Secondly, we see consumers with vision impairment are more likely to buy cosmetics. This is an interesting discovery, and we don't necessarily have any information to explain why, but this was just something that was very interesting that we wanted to bring up. It's not something that we would have thought of. It's being, you know, a typical ‑‑ excuse me, well, known fact.

And then lastly, we can see households with learning and intellectual disabilities buy more cereals and frozen snacks. One ever our other ADEPT leaders that I was talking to who has a child with intellectual disability. Absolutely this makes sense, because it's what's convenient and easy for the family. It's easier to things that are quick and easy to eat, rather than having fresh produce items. You can easily take some of these snacks and use them quite simply.

And so these were some of the interesting things. We also saw overall, that the consumer reports, when you break out the different age groups, one of the items I didn't include in the slide but what was interesting had to do with tobacco and accessories. So we actually saw that some of the older disability groups, such as physical limitation or independent living difficulties were more likely to purchase tobacco. And so we didn't see that in the other groups or in the younger groups as well.

And another item that's ‑‑ you know, would make fairly obvious sense is medications and remedies. That's something that we did see in these groups as well, ranked higher or above average or households with non‑disabilities. Even then we saw that individuals in the independent living, as well as hearing and physical disabilities were the older households and they also drove above average in the medication and remedies area. So even that subset of the disabled households in general.

So this consumer report overall has given us some really great information about who our disabled mark segment is, where they shop and what they buy. And as I mentioned earlier, when I first started, that our ‑‑ we were able to give some revenue out of this, from P & G who purchased some of this data related to disabled consumers so they can drive and make some better strategies and decisions regarding how they are reaching that market.

So one of the things here, this slide, you can actually see this report is available online, on our Nielsen website. It is free. You can go out and download that. You fill out a short piece of information, you know, contact information that you can fill out and then you can download it.

The ‑‑ what we have done to date ‑‑ so we did focus this report primarily on the six disabilities that I indicated earlier. What we are going to try to do over the next year or so is do some additional surveys that look at mental health disabilities, as well as more granular disability. We are planning to have a survey for disabled veterans. We have another ERG that we are working with to collect that data.

So this has been a great opportunity for Nielsen to get engaged in this market and this community and we are hoping that this report, as Philip mentioned, we presented it and shared it with the US BLN. We hope it will bring some more information and really show the different companies and vendors, those people creating products that this is a great untapped market that really we need to look at, and do a better job at serving.

So that is the run through that I have, but I think we might have a couple of questions. I don't know if ‑‑ if you have those, Philip or Virginia, who will be bringing those up.

>> PHILIP PAULI: Well, I have a few questions but I don't want to dominate the floor. You can ask a question by typing it in the chat box or using the Q&A box in the bottom left of your screen. For those of us joining us on the phone, Virginia, can you talk about how they can ask a question?

>> OPERATOR: Participants on the phone can press 7‑pound. That's 7 followed by the pound sign on their telephone keypad to indicate they would like to ask a question. Again, that's 7‑pound on your telephone keypad to ask a question.

>> PHILIP PAULI: Thank you. So we will give folks a moment to do that. In the chat box, Wendy Gower has a couple of questions. First, she was asking do you have a full list of references used in the report, particularly on page 5 which is the big run through of all the key data points? And then secondly, I think this is an interesting question, is there a preference to shop small represented in the report? I think this is an important piece of information for encouraging small businesses to comply with ADA regulations.

>> KIM JACKSON: So with regard to the first question, yes. Each of the items under the marketplace value to Nielsen is represented so one of the first segments we have US Census Bureau, we have the Department of Labor, marketresearch.com and the national survey of consumer attitudes towards companies that hire people with disabilities. So there should be a little source under each of these key areas to provide us with that data.

Okay. And let me look at the second one again. Is the preference to shop small represented in any of your reports?

So with respect ‑‑ this right now is the only report that we have put out regarding the consumers with disabilities, and I think as we talked about, the stores where actual consumers like to shop, the convenience, the gas, the dollar stores, I don't think that we do have a breakout here that would indicate small business versus some of the largers. I think probably some of the convenience gas would be small business owned, as those can be franchise, and then the pure play online is really all online shopping. So some of those as well could be small business owned. I don't have that information, aside from what is presented in this report. There's not a clear and direct tie‑in between these breakouts and small business.

>> PHILIP PAULI: Got you.

It sounds like you have more research in the pipeline and I think that maybe that could be an interesting, you know, avenue to follow in the years ahead.

>> KIM JACKSON: Yeah, absolutely. I have think that's something worth looking into, being able to tie these stores to what types, is it a small business, independent, and so forth.

>> PHILIP PAULI: Virginia, do you have any phone questions for us?

>> VIRGINIA: No phone questions.

>> PHILIP PAULI: All right. Well, I will keep the conversation going for a little bit longer. So I know it was really interesting that the driving force behind this report came from the internal work you have been doing with your employee resource group. So I'm really curious, can you talk to us about ADEPT and how that works, how often you meet, and how some of the conversations you have about disability in the workplace there?

>> KIM JACKSON: Sure. So our employee resource groups, as general ADEPT is the one I'm a lead for. So we have across our organization in the US, as well as globally, we are just starting to add a few. We added an ADEPT region in Mexico. We have got one in Europe and we have some interest now in the Netherlands, but they are employee driven. When everyone joins on their own accord. So we recruit in that, hey, join us. This is great. We want to educate and share and bring information forward. But it is volunteer. Being a leader is volunteer. You do have to go through and interview with executives to make sure that they feel this is someone who is, you know, going to be really behind this, whether it's cause for a particular affinity or not. When I first joined, I said to my colead Diane, I really don't know anything about disability. I want to learn. So I was looking at a leadership opportunity as well. And, you know, since I have joined, I have been doing this for now, this is my third year. It's been an amazing adventure for me, a journey, and I have learned a whole lot.

We meet actually ‑‑ we try to have a regular member meeting quarterly. And then throughout the year, we have different events. So one of the things we have done in this ‑‑ our big month is October, because of national disability employment awareness month. So we actually just finished off several things. We had a mental health panel. So we brought in one person who has ‑‑ is a small business owner, and she does something called consciously coping. We also brought in a health care worker from local hospital to come in and talk about mental health. And we did an event about that, and included it as a webcast as well.

We also bring in a local community, Harbor Side Gallery. They bring in all of their work. Art work is done by people with intellectual disabilities. And we bring them in and do a gallery and a sale. We do a lot of that and education and awareness have done things in the past with our serve group which is our veterans. We do events related to PTSD. So we did posttraumatic dress with that group. We also have done profiles. One the things that I think we encounter and we are still working on is I think a lot of groups do, there's a certain stigma. There's education. There's a lot that you need to do to make people feel more comfortable. Talking about disability. So we did profiles on different individuals and posted those up around our campus and shared them online you know to say, hey, did you know this individual had a disability? And despite their disability, look at what they have done.

One the things we are trying to community, almost getting away from disability and differently abled. We are trying to make our environment inclusive and looking at the ways that we can make sure that people with disabilities are included. We are also starting to kick off, hopefully, in the new year an internship program for individuals with disabilities. We are working with the Florida Chamber Foundation so we can get two internship programs opened for next year.

>> PHILIP PAULI: Wow! Very interesting stuff. I was going to say, I think it's ‑‑ it speaks fundamentally to the value and the impact that getting the right people in the right jobs can bring.

Virginia, do we have any phone questions?

>> VIRGINIA: No phone questions.

>> PHILIP PAULI: Gotcha. We have a couple chat box questions before I get to it. Rochelle is saying, glad to work your work with veterans and PTSD, and are you reaching out to other groups, IE, parents to experienced PTS?

>> KIM JACKSON: Yes, within our organization, wile we partnered with the serve group to put that information out there and draw the awareness, we actually open it up and make it something that it's available to everyone.

So while we may have had some specific veteran materials, we also do have information that is available as well to nonveterans.

And we also look at caregivers as well.

So one the things we have, one of our benefits has to do with support for caregivers, whether it's elder care or children with disabilities and things like that. So we ‑‑ we did, you know, make sure that we do include ‑‑ because we don't ‑‑ you know, a lot of PTSD survivors are not related to a veteran or a military service. So we do make sure that we tried to cover the bases. It just happened that our military veteran group helped us to put on the event and bring out the awareness material.

>> PHILIP PAULI: Gotcha. I was going to say, I was just in an event with Carol Glazer, the president over at the National Organization on Disability and she talked about how her own experiences with trauma really informed the work that she does, and they work on the Diversity Inc. ranking of companies.

And next a question from Jared, are there any breakdowns of the people represented at the resource group, IE, invisible disabilities or psychosocial?

>> KIM JACKSON: One of the things about people with disables, people often don't want to disclose that. So it's not something that the ‑‑ that Nielsen asks for or that we as ADEPT ask when someone joins. So we don't have specific data to say, you know, X percent of members either have a disability or don't, or this is the type of disability that they do have.

We do ‑‑ Nielsen actually does government contract work. So we do have a self‑ID which we have tried to encourage people to go on to our personnel system and actually indicate, yes, I do have a disability. That's all they have to do, but it's anonymous.

Earlier, the kind of stigma, we try not to bring that up. It's up to the individual to let people know that have a disable. I have an invisible disability. One of the programs, because we are unable to take that data and share that data is we did a program this year in our Affinity Month called "My Story." We did #mystory and one of the things we learned about and read about over the course of ADEPT is, that you know, the best way to break down the stigma, to bring the awareness is to have individuals share their own stories.

Now, of the ones we did receive globally, we did have the majority of those were a type of mental health disability. An invisible disability. We had one individual who shared his story, how he goes for dialysis, three times a week and goes for dialysis, and's sitting there with his computer and hooked up to all of these machines. We as a company are unable to do that, so unfortunately I don't have, you know, good numbers for you there, Jared, but, you know, I appreciate the question and I think it is important for us as an organization to know. And the way for us to do that right now is to try to ask people to share their stories.

>> PHILIP PAULI: Gotcha. We have a follow‑up question from Michele about the surveys. How did you find the target groups to survey? Is it also part of the sources listed in the slides of the report? And then she was also curious, are you working with other disability groups, IE, autism, Down's Syndrome, ARC, AARP, as people age and want to age in place?

>> KIM JACKSON: Right. In the report itself, I want to say ‑‑ let me go ‑‑ on page 13, it talks about the methodology. So what we do. So Nielsen has panels where we collect data from households that create, you know, our samples so that we can then project that data against, you know, a total population. But this particular one was our home scan panel, and so that you can see it has some data there. The sample that we surveyed was 86,000 individuals or panelists. Those are households.

And then what we got back, being the almost 47,000. So that is in the page 13 of the report. So hopefully that will kind of helps what our group was.

Now, I don't have ‑‑ of this panel, it's not included in this report, but, you know, what that is made up from a demo or a household income information. So I can't provide that information. But hopefully this will answer that question for you, Rochelle.

The second part. Okay, are we working with different organizations? We actually do have a good relationship with a Special Olympics that was started a few years ago, so that we have a partnership, excuse me, with them, that we have gone on and done various ‑‑ we started out doing a survey at the Special Olympics a few years ago with athletes. So we do data collection there. We are working through that. We are trying to actually create a partnership. They are going to have a national wheelchair games next summer here in Orlando. I say here. I'm in Tampa. It's an hour and a half away. We are trying to work out something with them to have a data collection as part of our Nielsen Cares and community outreach and skill volunteering. So we are working on that.

Aside from, that I can't think of a specific partnership. We do locally work as a mentioned the Harborside Gallery and we work with a couple of employment agencies, you know, service source and, I think it's TBI works. I went blank on the acronym there. But we work with them, as well as the college ‑‑ the local colleges and their disability offices so that we can help with the recruiting there as well.

>> PHILIP PAULI: Totally understood. Rochelle was asking about national Down's Syndrome Congress, and national Down Syndromes association.

Virginia, do we have any phone questions?

>> VIRGINIA: There are no phone questions.

>> PHILIP PAULI: Okay. I want to offer a few reflections and takeaways before we wrap this up. Just, I think it ‑‑ it begs repeating, that you know, one in three households has a household member who identifies having a disability and that represents a significant chunk of the American community across our many different states. To quote again from the.

>> Reporter: , nearly 4 million households have a member with an intellectual disable and more than 20 million have a member with a physical limitation. In looking at future surveys I wonder if there's a way to see multiple people with disabilities living in the same households and if that can look at the intergenerational poverty and disability that we see and experience in our work.

I think it's interesting that vision impairment in households was over indexed with Asians and I wonder if there are cultural components to self‑identification or disability perceptions and likewise, I think it's really interesting that intellectual disable was over indexed among African‑American households.

We have another question from Rochelle. Can we quote your stats when speaking with legislators and policymakers?

>> KIM JACKSON: So the report is public. So, you are welcome to share information that is within that public ‑‑ excuse me, within that report. It is available on our website. So, yes.

>> PHILIP PAULI: Gotcha. Thank you. That was partially why I wanted our long‑term audience to have at this report, is that we had a lot of information which, you know, we hadn't always thought about. Very often, it's easy to say, well, X number of people are living in poverty or X number of people with disabilities don't have jobs. Actually seeing the impact that our community has, I think it's powerful and it's a reminder that even, you know, the people with disabilities experience so many barriers that we have economic leverage in some ways. I thought that was really interesting.

So, again, you can find the report on Nielsen's website. We linked to the PDF in a chat box. I highly encourage you to really parcel through this information and, you know, make use of it where you can. Thank you so much, Kim. Thank you so much for the work you are doing. And thank you to Nielsen for leading on these issues and capturing the talents and the impacts of people with disabilities.

As you can tell from today's topic, we are branching out a little bit from some of the more traditional topics we have done with our webinar series. Next week is going to be some bread and butter RespectAbility employment best practices in terms of disability. I will be joined with disabilities from Disability Solutions who will be talking about their critical work with some really those brand named companies on the forefront of disability and employment, the folks from Disability Solutions Julie Cook and Kevin McCloskey will talk about their works with Staples and Pepsi and what lessons have been learned from their process and work. That's Wednesday, December 6th at 1:30 p.m. eastern. You can RSVP on our website. I highly encourage you to join us for that conversation.

The other webinar we have scheduled for December is actually going to be a little bit different, just like this was different today. So often if you read RespectAbility's materials we talk about young people with disabilities because so many priorities are available there, but as we all know, anyone at any time can join the disability community due to accident, illness or aging. And so the question of return to work, or state work strategies is always very important and just recently the Department of Labor put out an RFP about strategies to keep people in the workplace after they acquire a disability.

And so to kind of speak to that, I'm actually going to be speaking with a medical expert who spent their lives and career working on that gap when people acquire disability or experience illness. Her name is Jennifer Christian MD. She has done a lot of work through Webability and a bunch of other consulting groups to drive conversations around return to work and stay at work strategies. And so it will be a little more open ended and more conversation than your typical webinar but I think it will be ‑‑ it will be a bit different but I think it will be very valuable for everybody's time.

And that wraps up our program for today. Again, this has been Philip Kahn‑Pauli. I hope you sign up and join us for our next webinar. Take care and I hope you join us soon.

(End of session).