



Meet the Billion

15% of the global population¹ have a disability – that’s an estimated 1 billion people. Unlock the power of inclusive advertising and connect your business with new, valuable audiences through discovery.



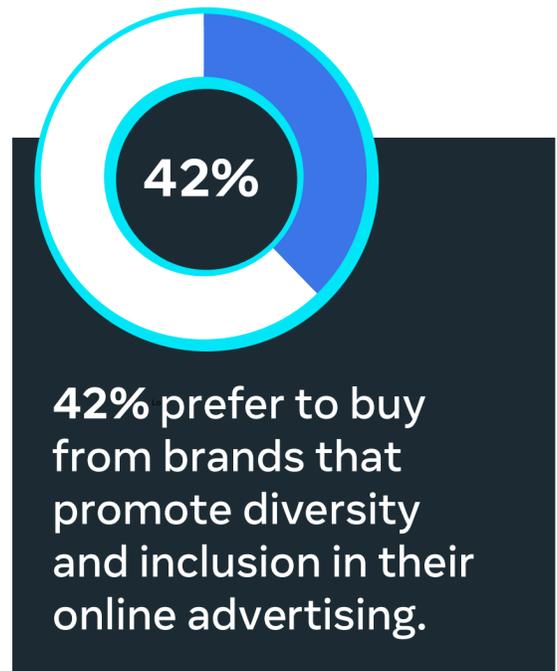
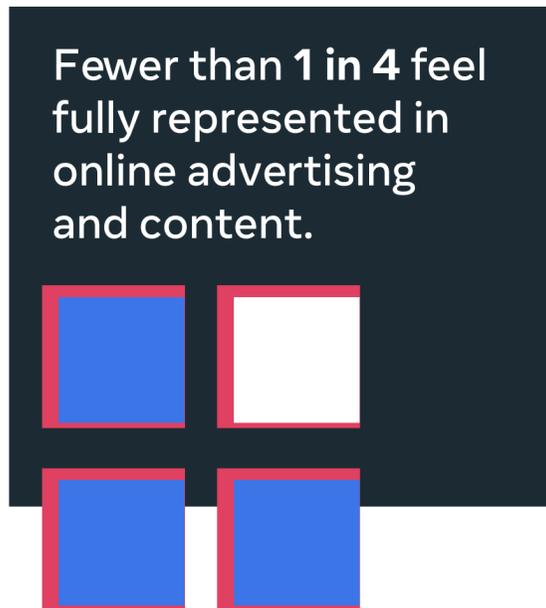
Representation affects so many people’s lives, on all different levels. It’s more than just an ad, representation means so much to so many people.

Clara Holmes, Content Creator, [@rollinfunky](#)

**WE BELIEVE
THAT TO LEARN,
WE MUST LISTEN.**

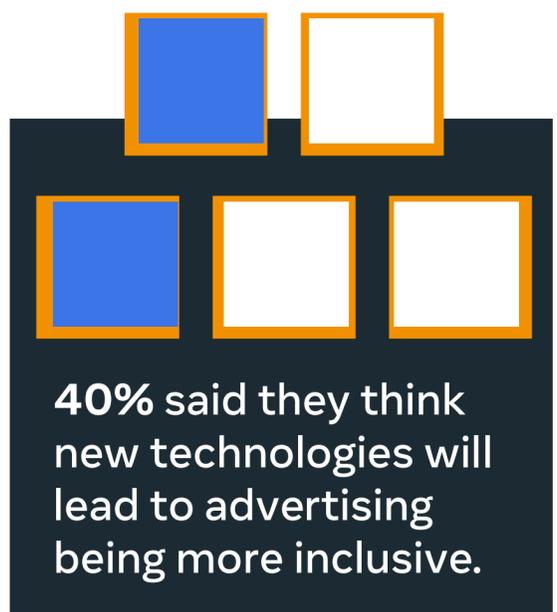
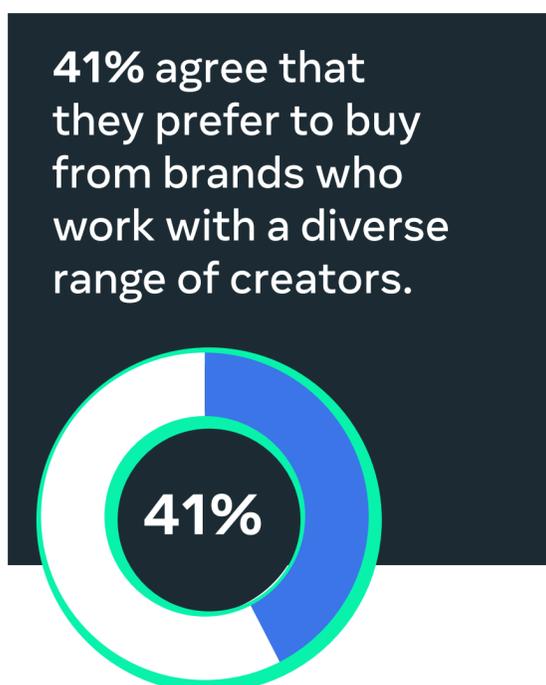
Research with YouGov revealed insights that can help businesses better understand disabled audiences and improve inclusivity within advertising for all.

AMONG DISABLED AUDIENCES FROM THE EMEA REGION, WE FOUND:



Inclusion shouldn't be something that serves as a box ticking exercise. Acknowledging that there is a wealth of diverse experiences out there and that people from different identities deserve to see content that was created with them in mind.

Jameisha Prescod, Content Creator, [@youlookokaytome](#)



Contact your Meta for Business representative to learn how to unlock the power of inclusive advertising and find out more about how diversity unlocks discovery.

