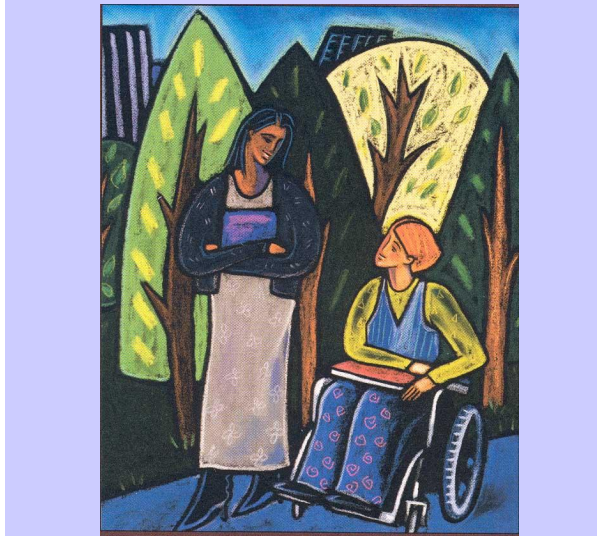


marketresponseinternational



project :: 1776

march 20 :: 2007

Final Report

marketresponseinternational

1962 / 2007

**Minnesota Survey of Attitudes
Regarding Developmental Disabilities**

prepared for:

**Minnesota Governor's Council
on
Developmental Disabilities**

Cosponsors:

**The Arc of Minnesota
The Autism Society of Minnesota
The Minnesota State Council on Disability
Self-Advocates of Minnesota
United Cerebral Palsy of Minnesota**

prepared by:

marketresponseinternational

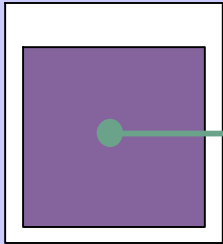
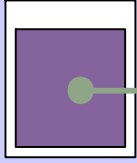


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**1::
project
summary**

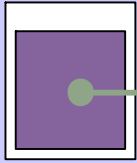


project overview

A survey of the Minnesota general population was conducted in the summer of 1962, to measure awareness and attitudes regarding (developmental disabilities).

The survey was updated and repeated in January 2007 to assess and measure changes during the past 45 years.

Preparation of this report was financed in part by grant number G001MNBS24 from the US Department of Health and Human Services, Administration on Developmental Disabilities, under Public Law 106-402. Content of this report does not necessarily reflect the position or policy of the Administration on Developmental Disabilities or the Minnesota Department of Administration.

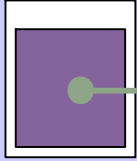


research design

In January 2007, a 20-minute telephone survey was conducted among adults throughout the state of Minnesota.

The final sample, $n=806$, closely corresponded with the Minnesota population, based on income, age and race representation.

Given a sample size of 800, one can say with 95% confidence that the error attributable to sampling could be as much as 3.5% in either direction, on proportional results.

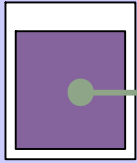


familiarity with developmental disabilities

2007 Survey Introduction, read to all respondents:

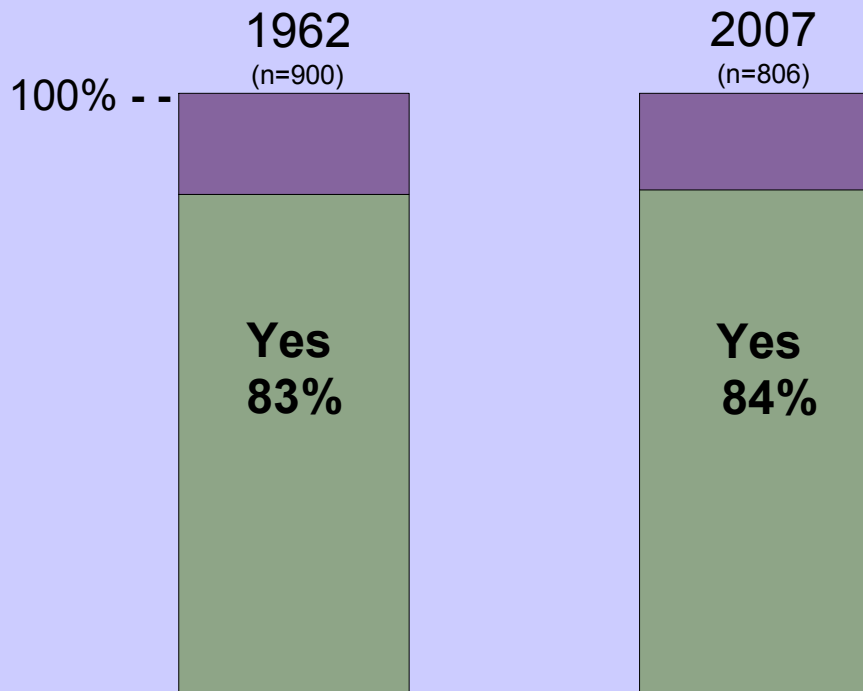
As you may know, one current issue in Minnesota concerns services for people with developmental disabilities. The term “developmental disability” is an umbrella term that includes mental retardation, cerebral palsy, autism and epilepsy. It is a lifelong condition and means that about 1% - 2% of the Minnesota population has significant or severe disabilities.

- 76% of respondents said they were either *very* or *somewhat* familiar with developmental disabilities.

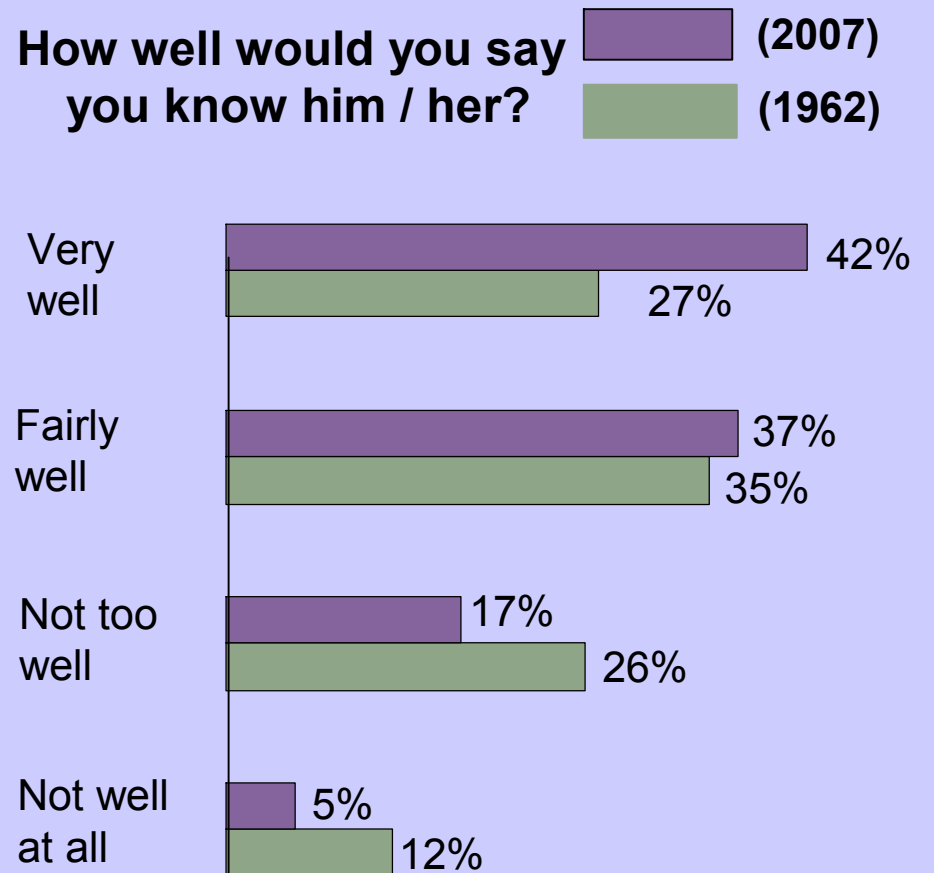


familiarity with developmental disabilities

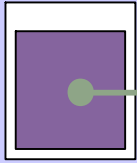
Have you ever known of a person who was thought to have a developmental disability?



How well would you say you know him / her?

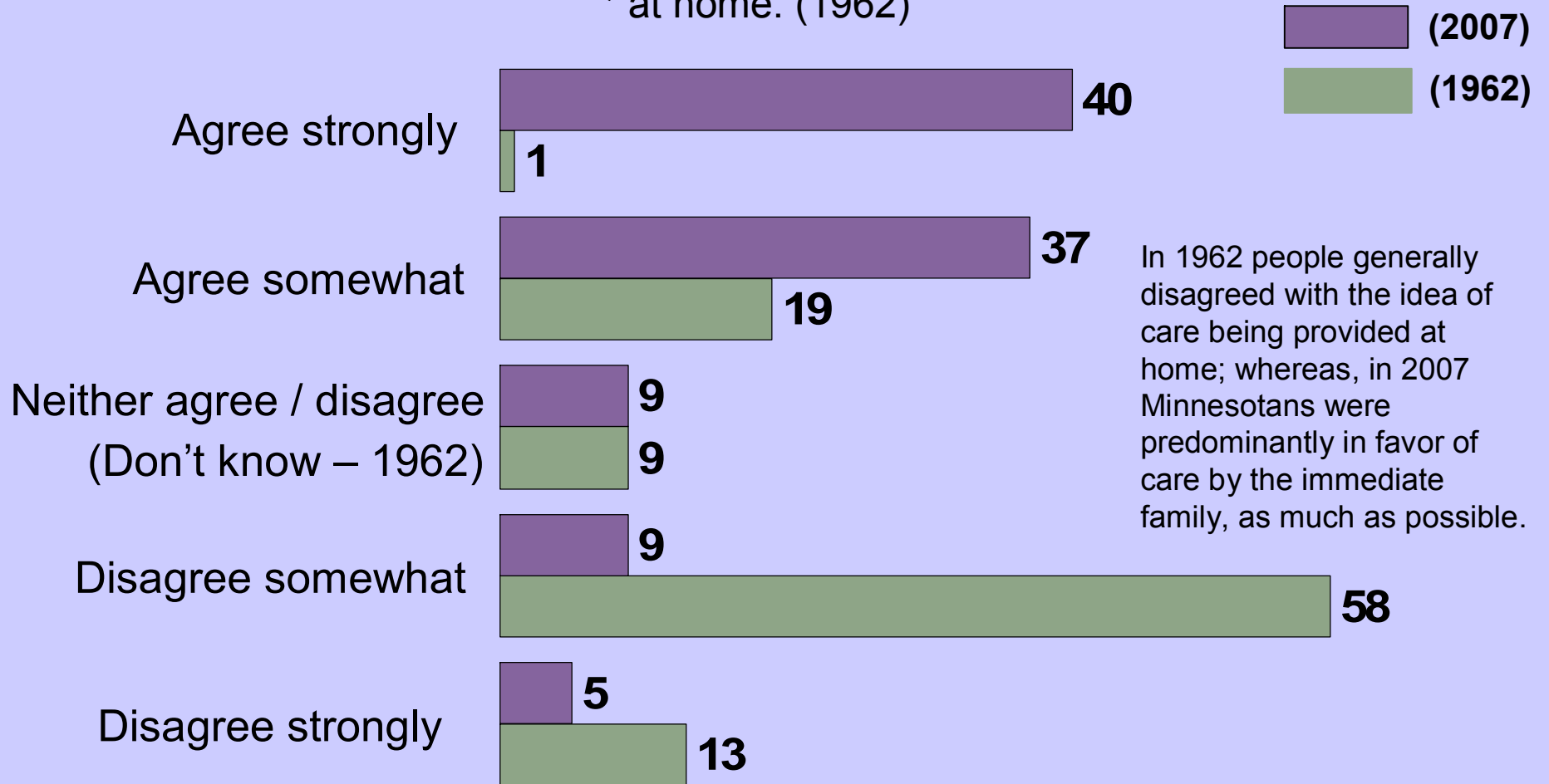


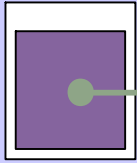
A majority of Minnesotans know someone who has a developmental disability. While this level of awareness has remained unchanged in 45 years, the levels of familiarity with people with developmental disabilities has increased. This is an indication of improvement in integration.



1962 - 2007 perceptions: *People with developmental disabilities...*

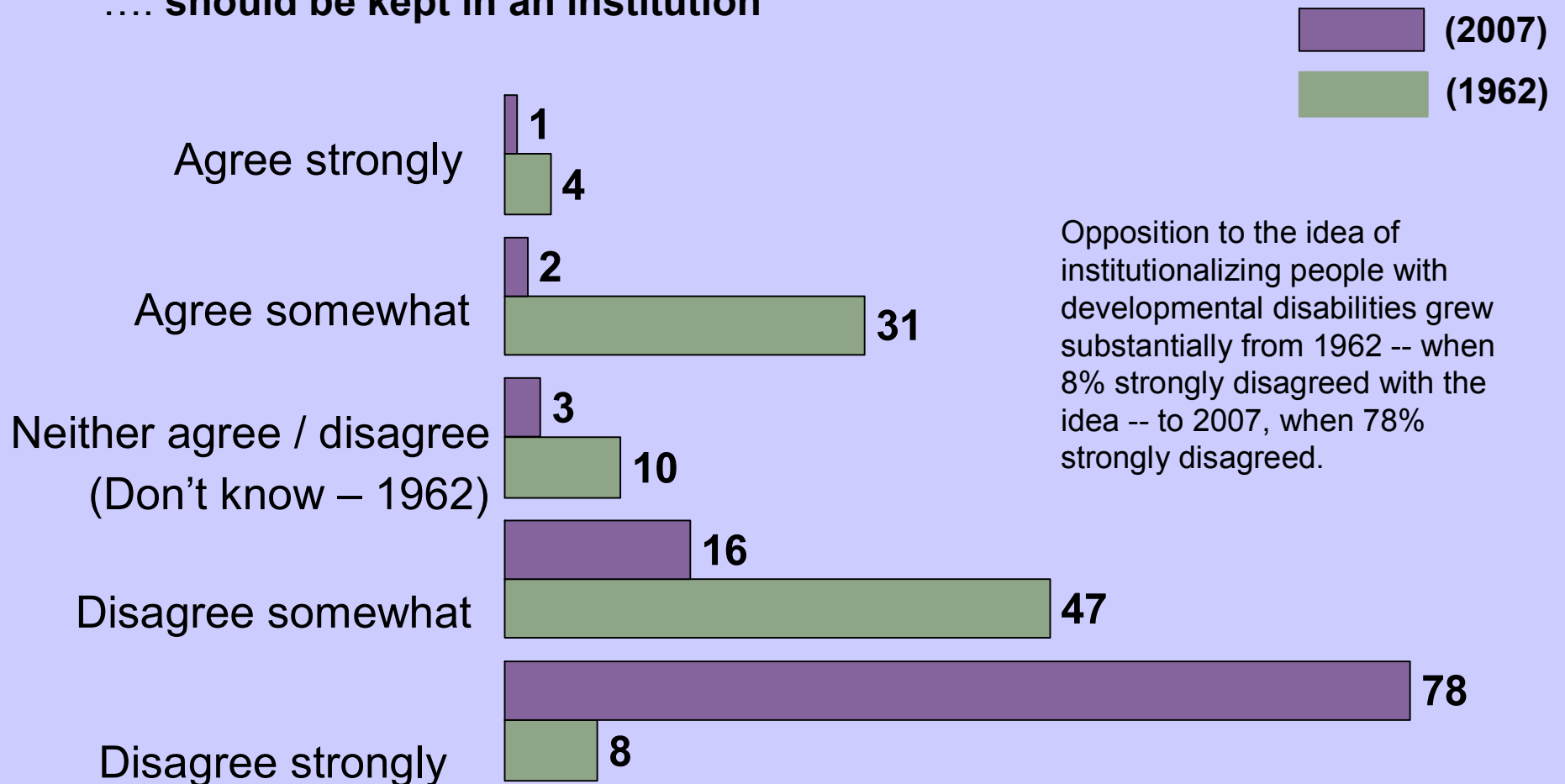
.... **should be cared for** < by the immediate family, as much as possible. (2007)
at home. (1962)

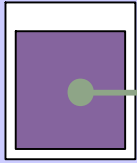




1962 - 2007 perceptions: *People with developmental disabilities...*

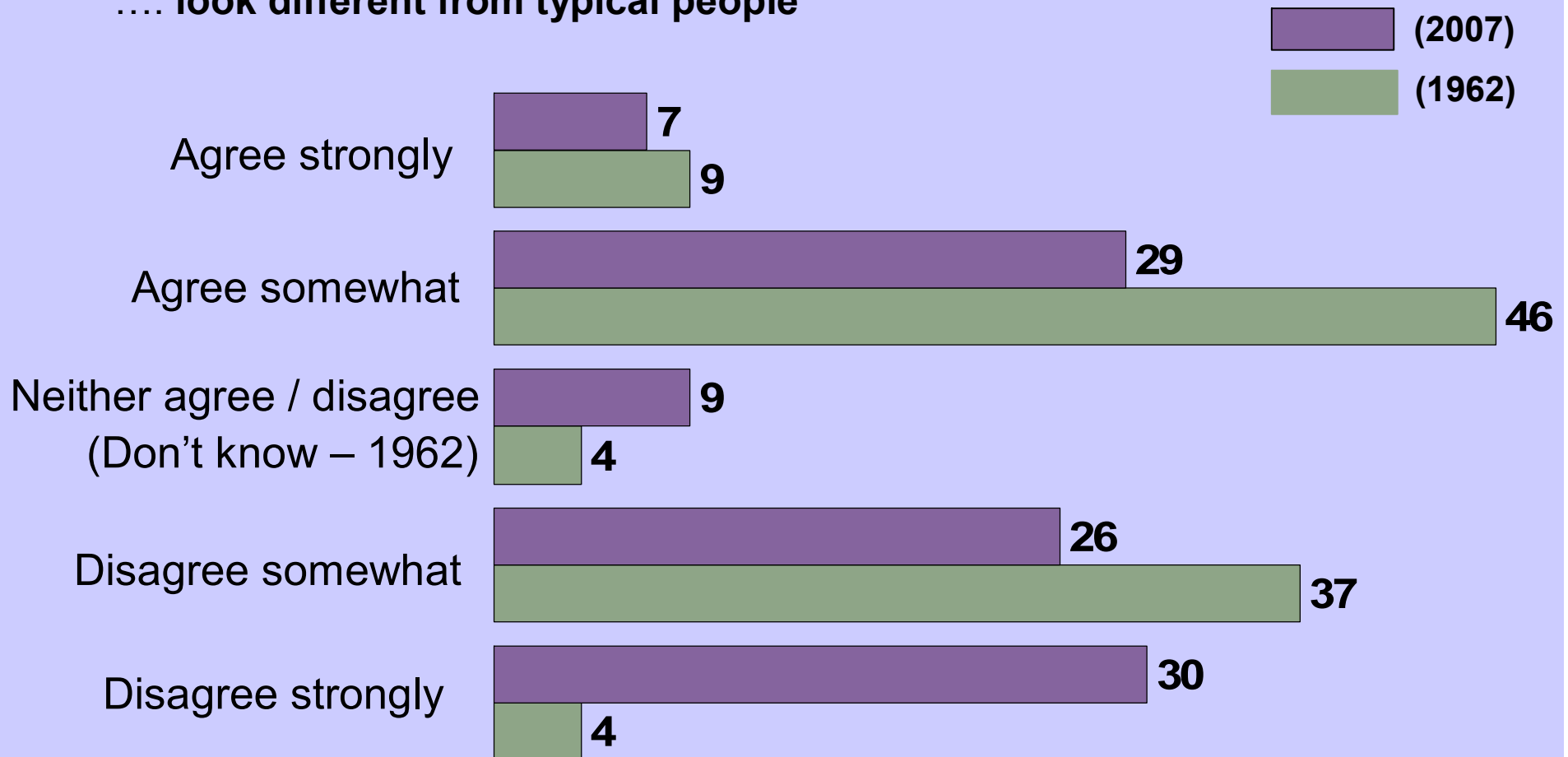
.... should be kept in an institution



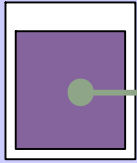


1962 - 2007 perceptions: *People with developmental disabilities...*

.... look different from typical people

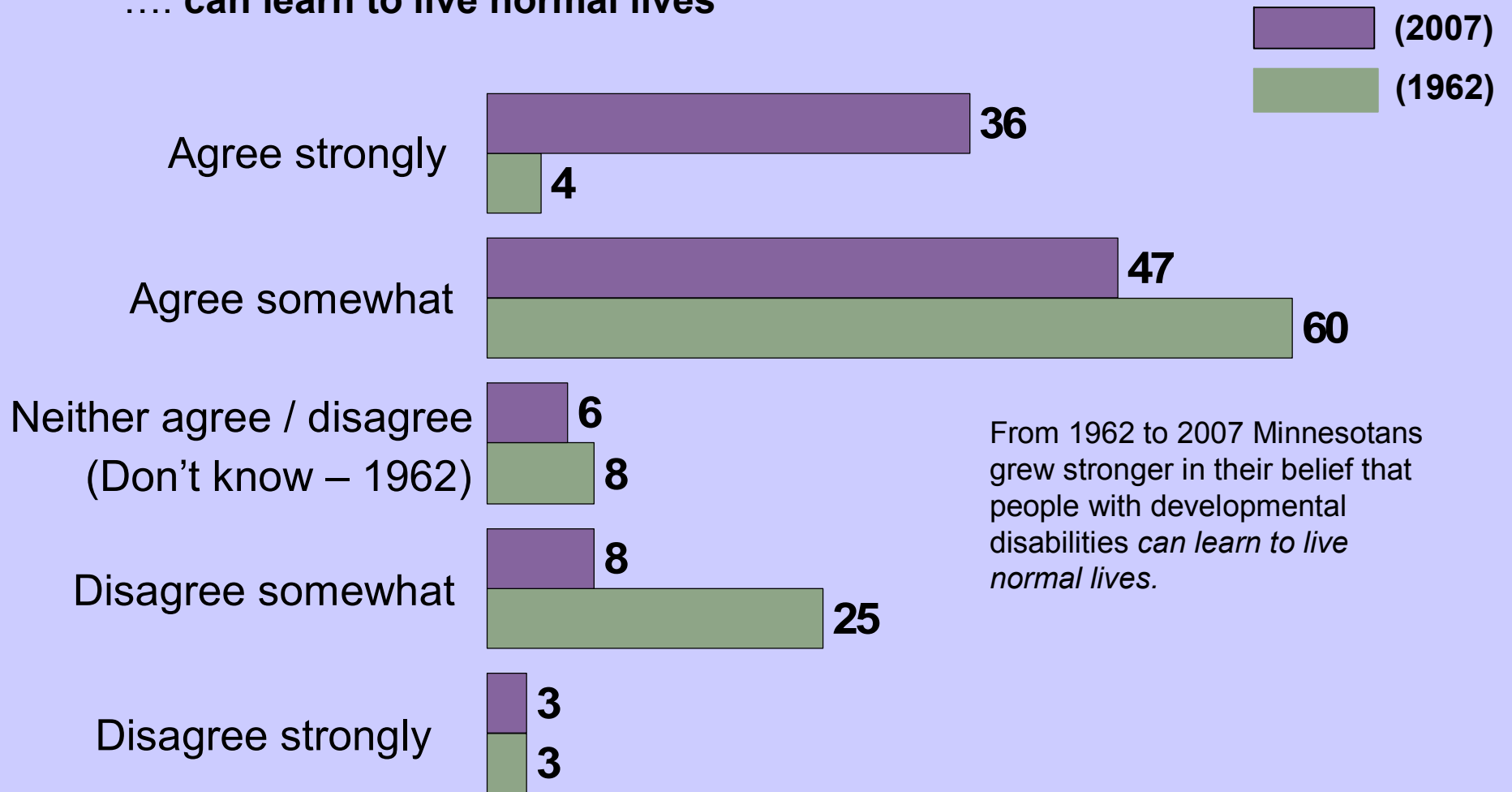


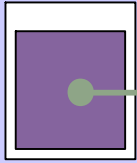
In 2007 Minnesotans were less inclined to think of people with developmental disabilities as *looking different* from others.



1962 - 2007 perceptions: *People with developmental disabilities...*

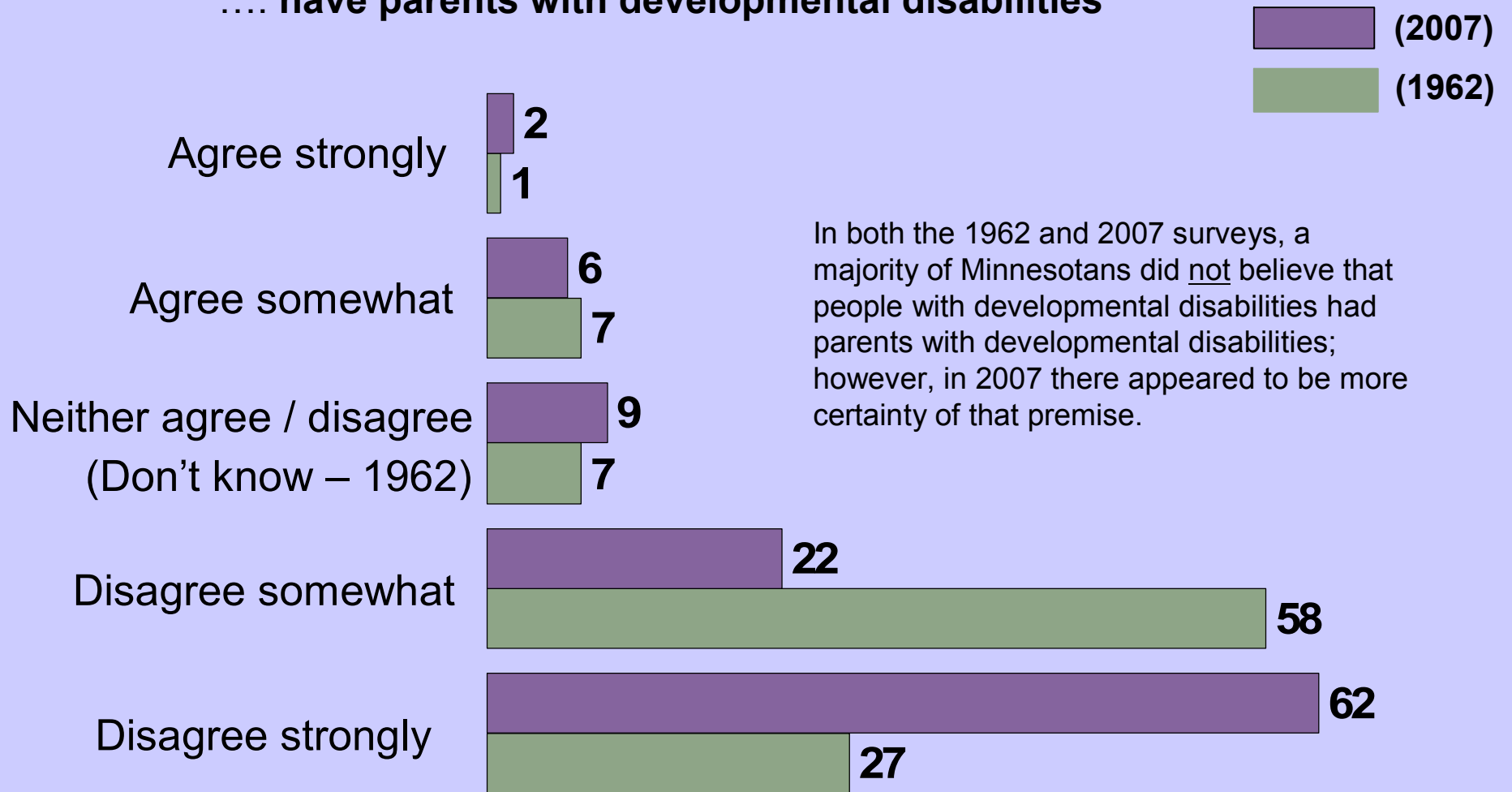
.... can learn to live normal lives

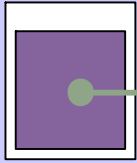




1962 - 2007 perceptions: *People with developmental disabilities...*

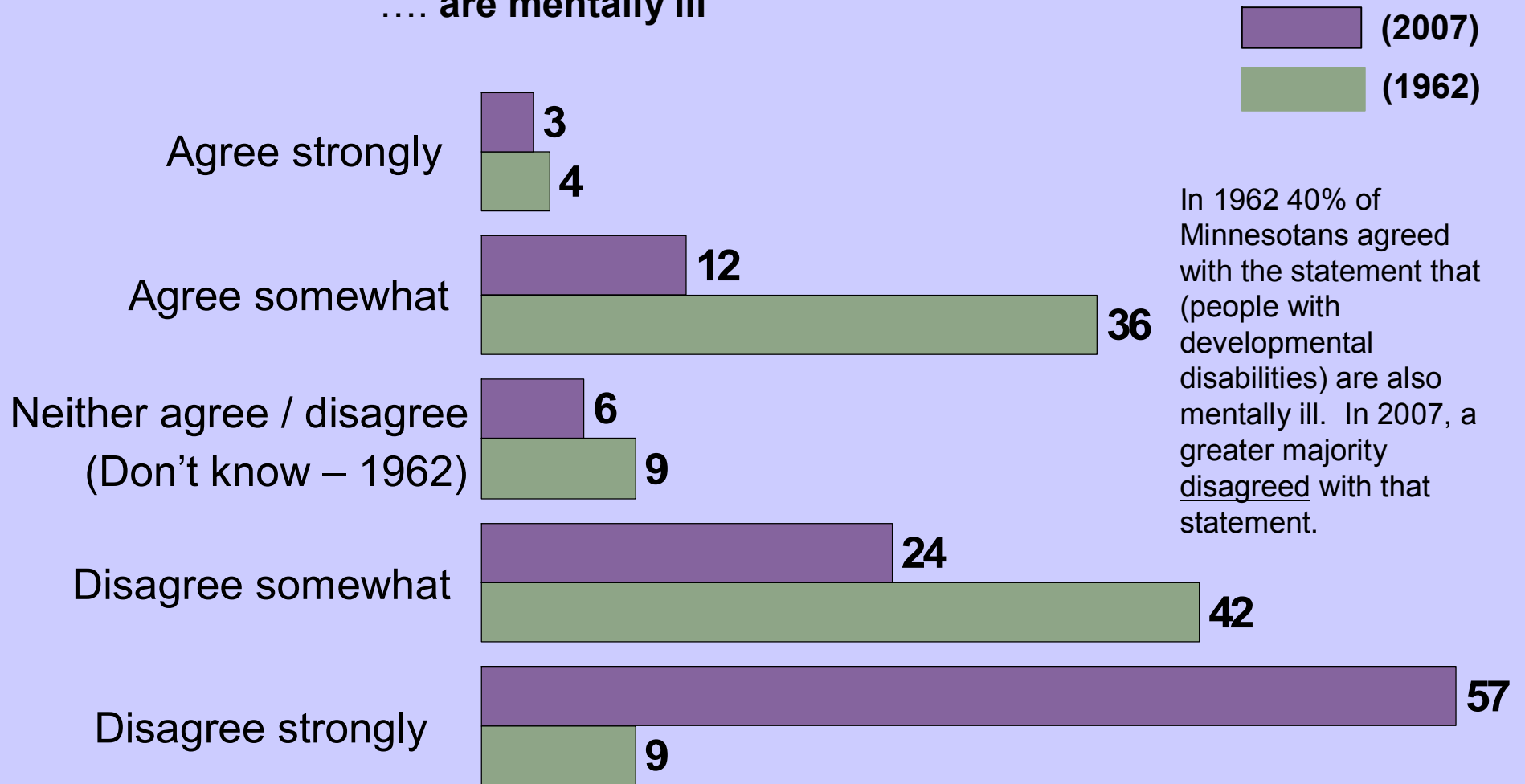
.... have parents with developmental disabilities

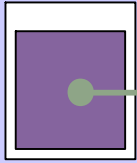




1962 - 2007 perceptions: *People with developmental disabilities...*

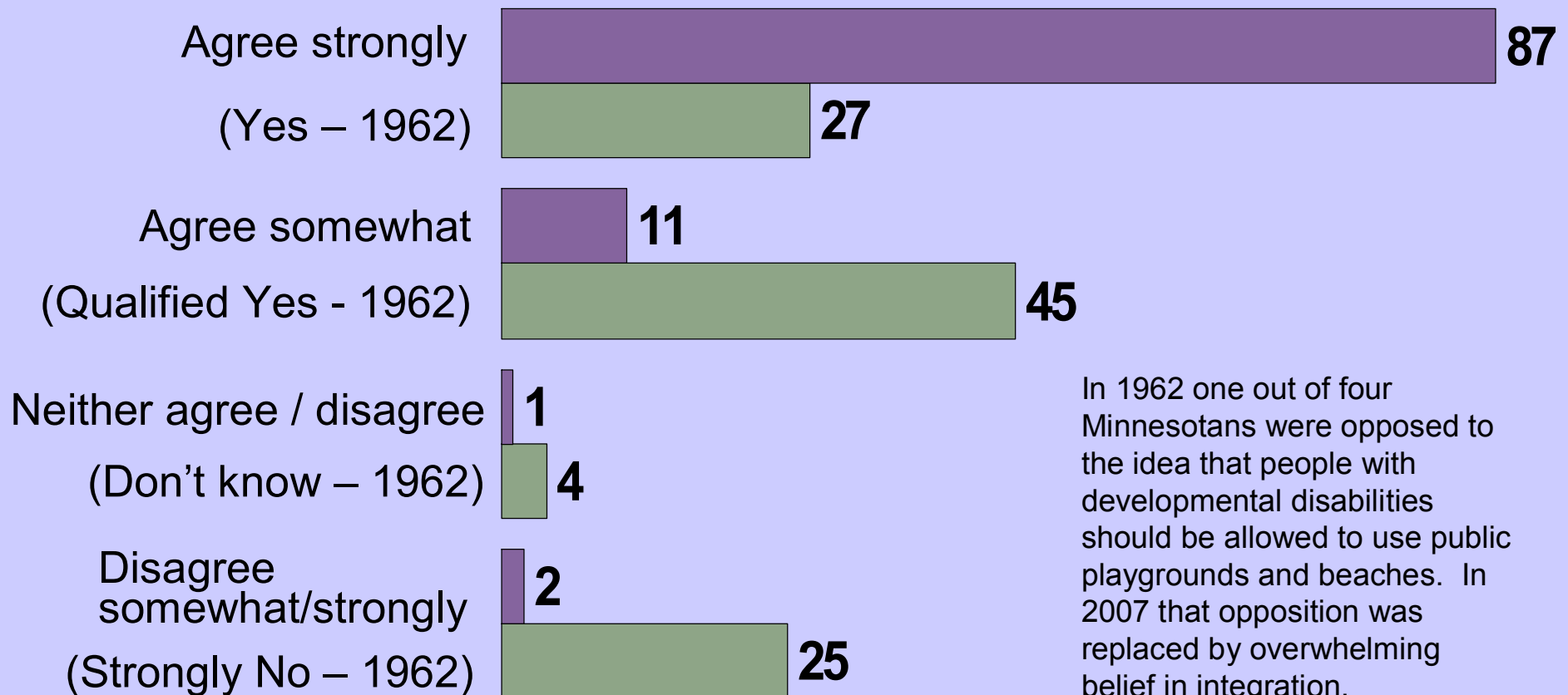
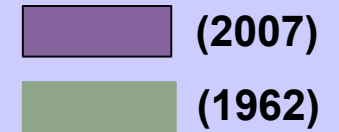
.... are mentally ill



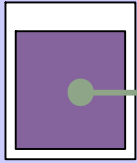


1962 - 2007 integration: *People with developmental disabilities...*

.... should be able to use public playgrounds and beaches

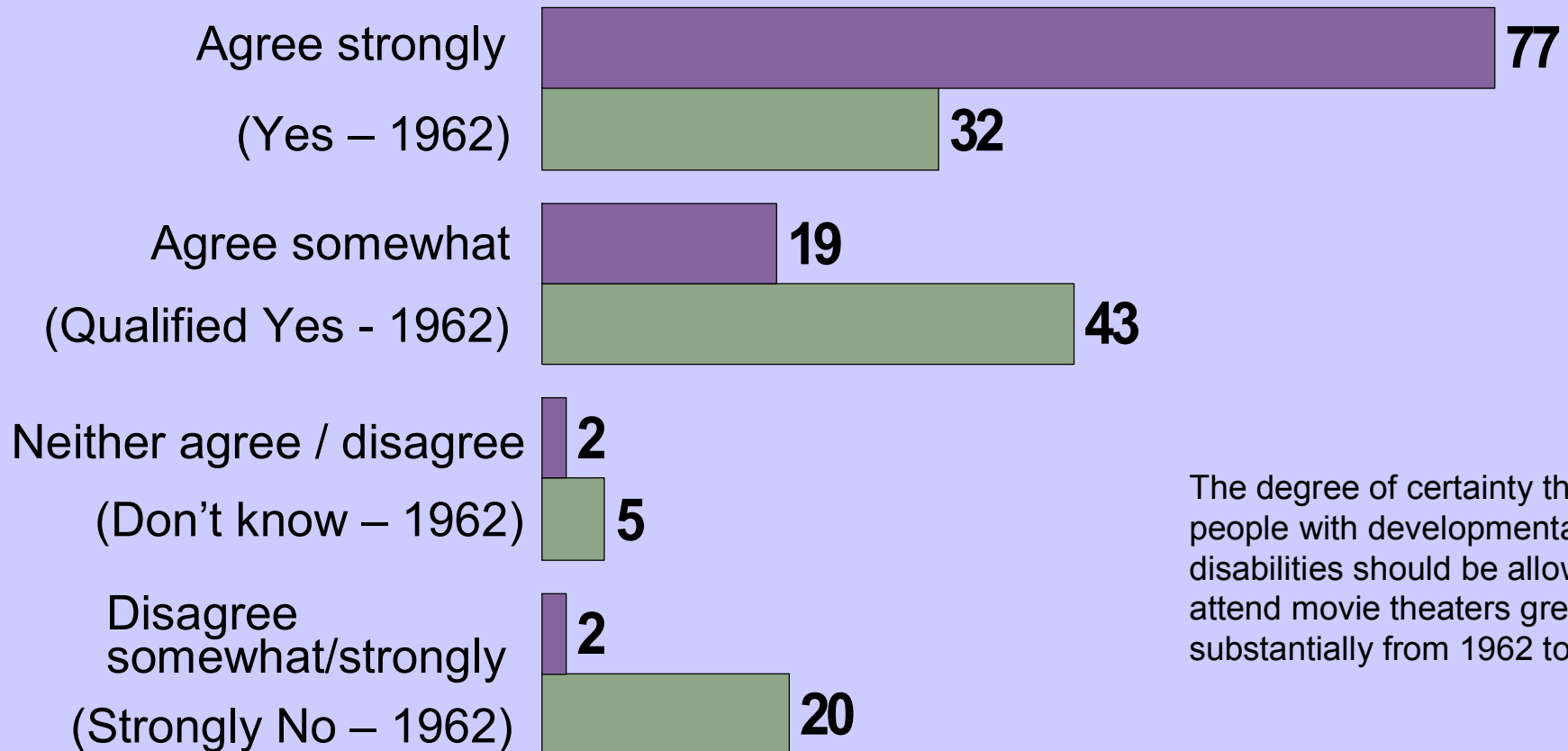
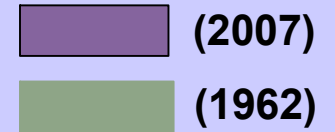


In 1962 one out of four Minnesotans were opposed to the idea that people with developmental disabilities should be allowed to use public playgrounds and beaches. In 2007 that opposition was replaced by overwhelming belief in integration.

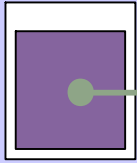


1962 - 2007 integration: *People with developmental disabilities...*

.... should be able to attend movie theaters

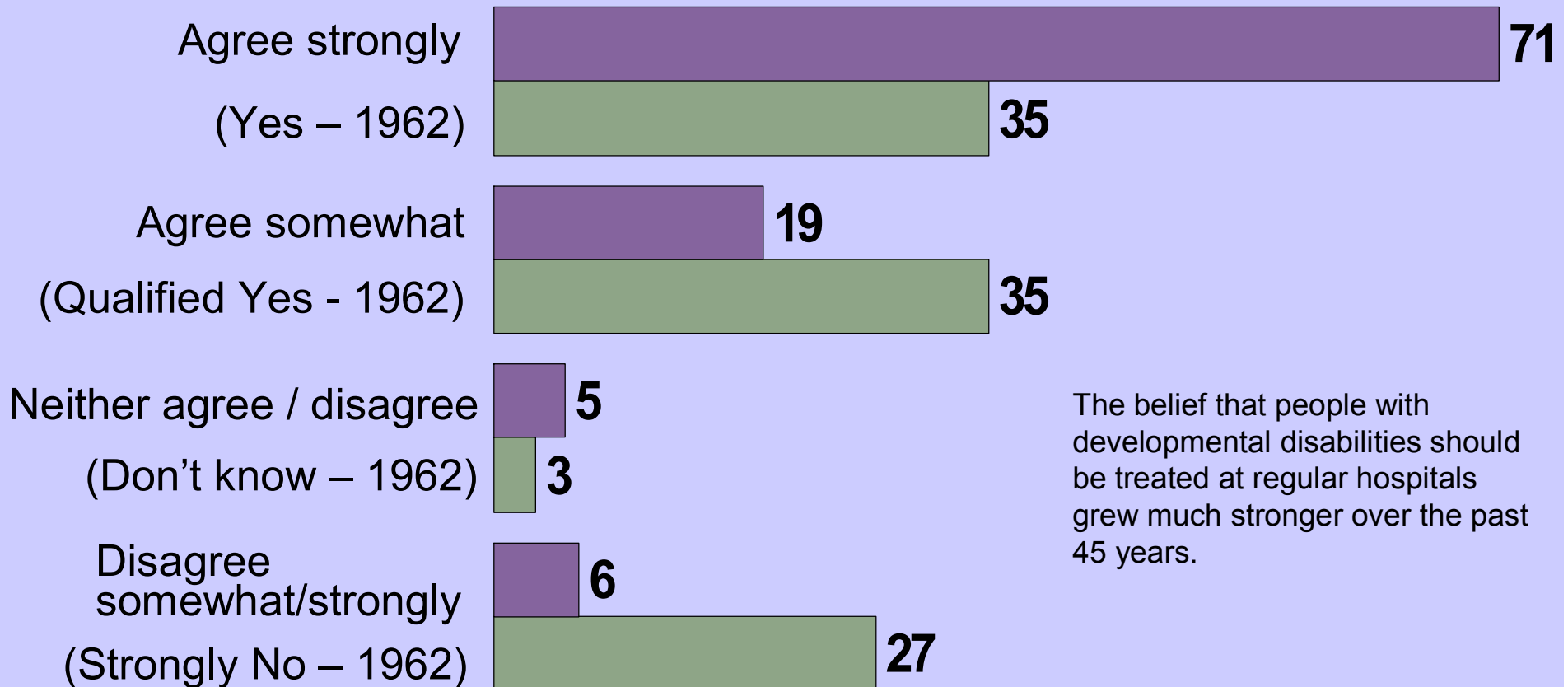
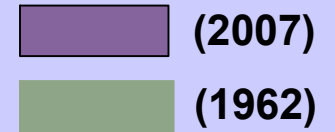


The degree of certainty that people with developmental disabilities should be allowed to attend movie theaters grew substantially from 1962 to 2007.

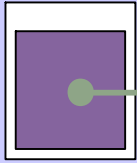


1962 - 2007 integration: *People with developmental disabilities...*

.... should be treated at regular hospitals

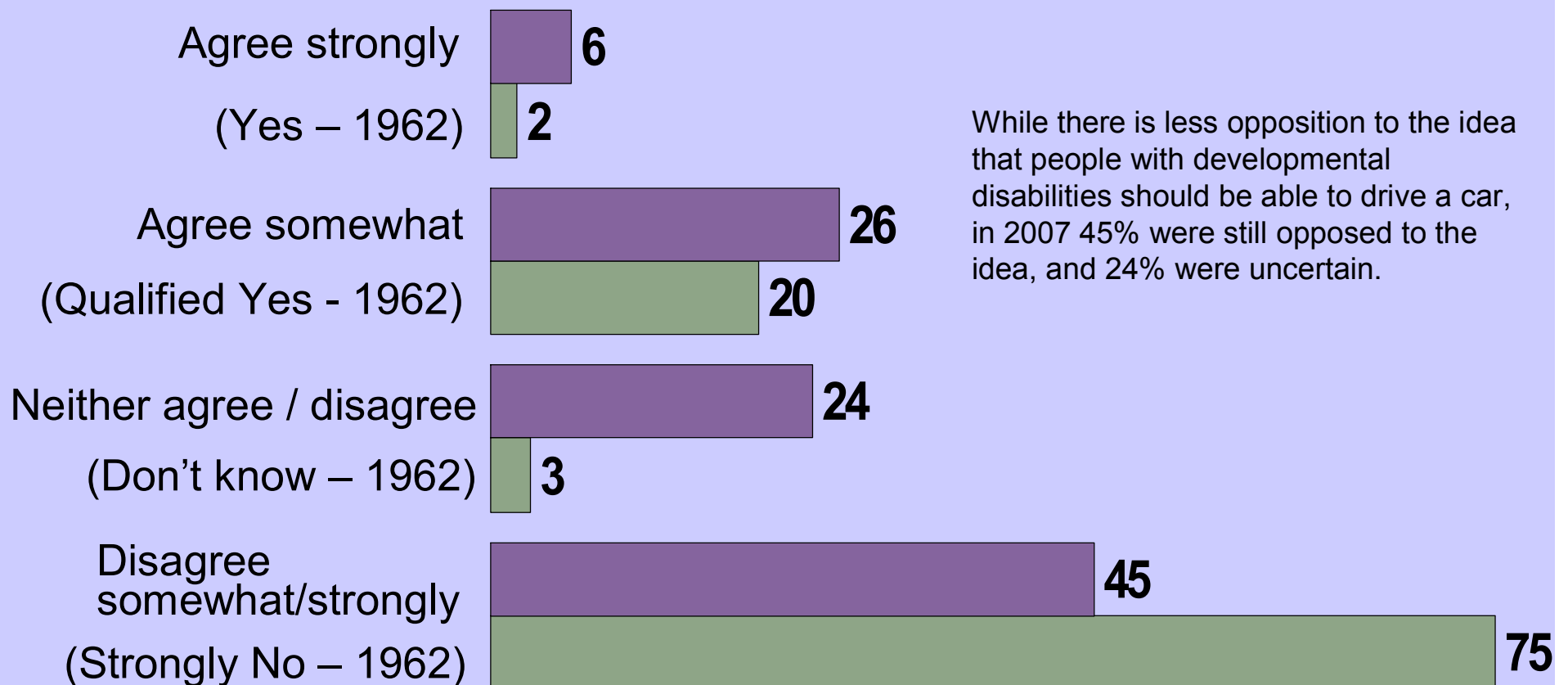
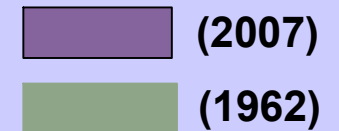


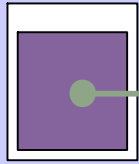
The belief that people with developmental disabilities should be treated at regular hospitals grew much stronger over the past 45 years.



1962 - 2007 independence: *People with developmental disabilities...*

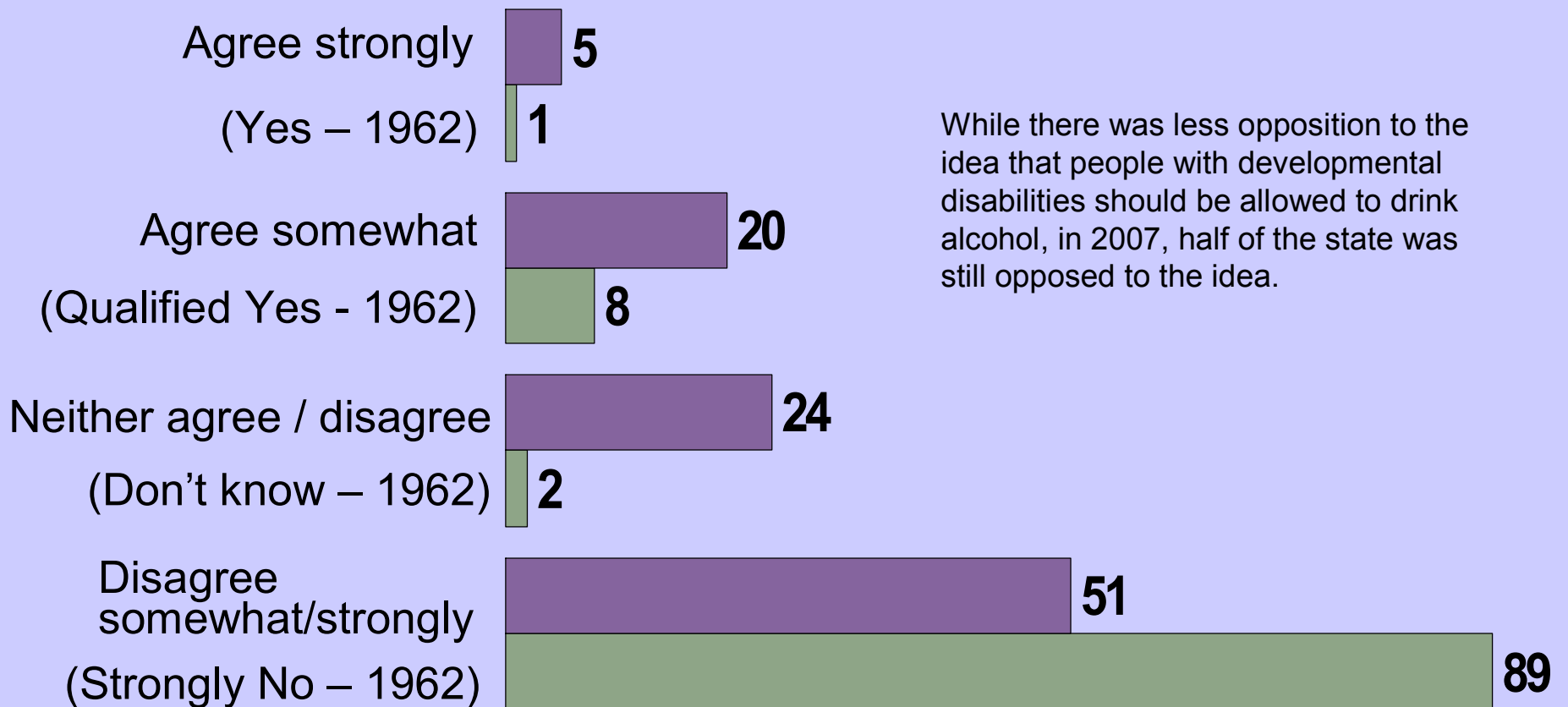
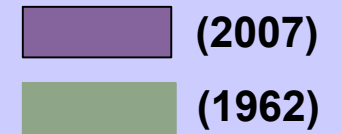
.... should be allowed to drive a car



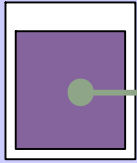


1962 - 2007 self-determination: *People with developmental disabilities...*

.... should be allowed to drink alcohol (liquor - 1962)

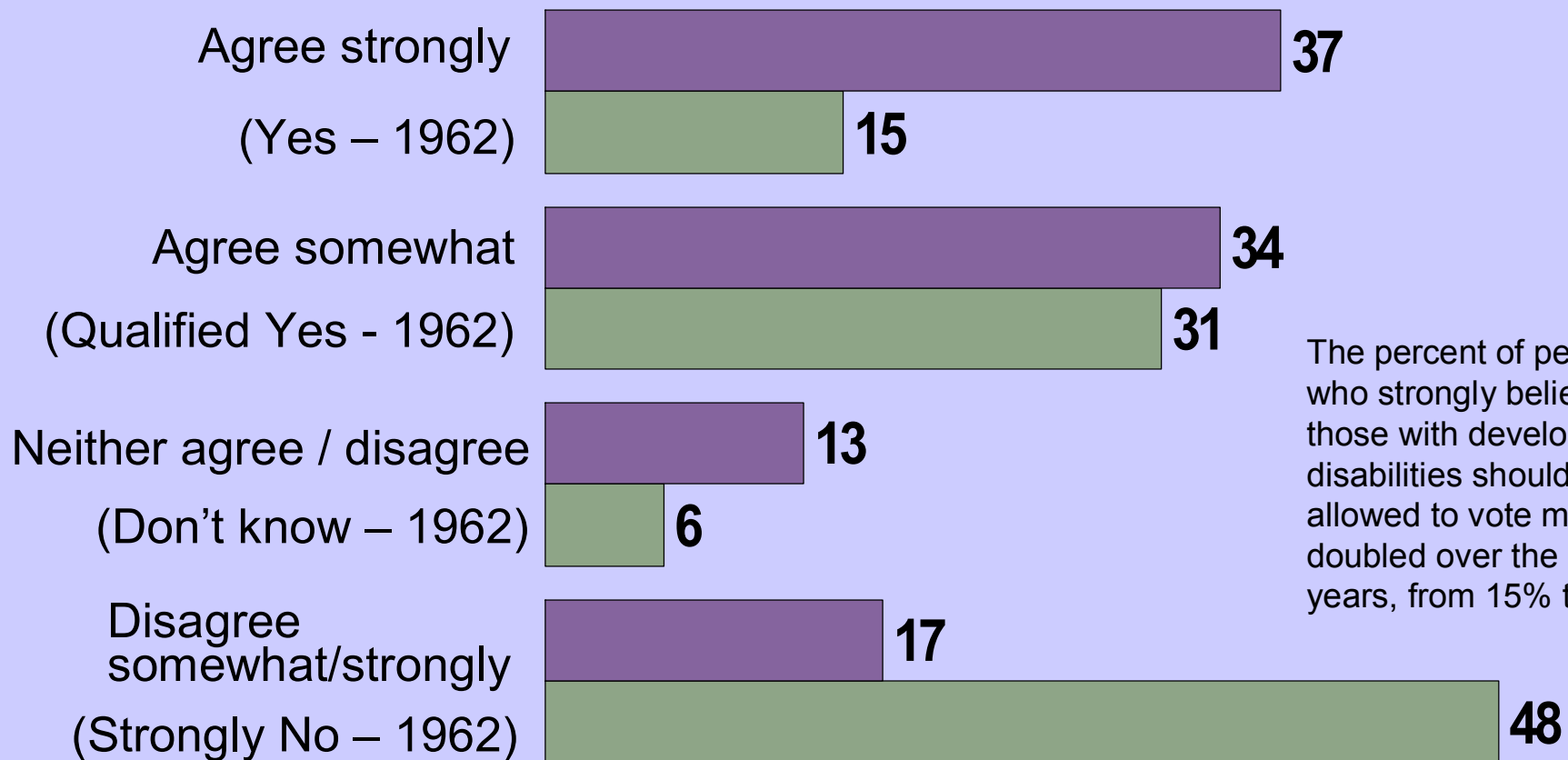
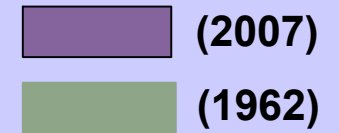


While there was less opposition to the idea that people with developmental disabilities should be allowed to drink alcohol, in 2007, half of the state was still opposed to the idea.

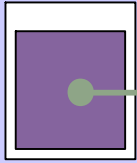


1962 - 2007 self-determination: *People with developmental disabilities...*

.... should be allowed to vote (for president - 1962)

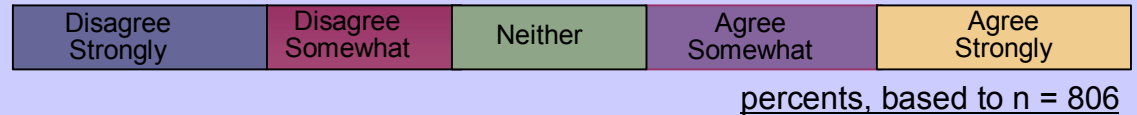


The percent of people who strongly believed that those with developmental disabilities should be allowed to vote more than doubled over the past 45 years, from 15% to 37%.



2007 attitude statements: integration / inclusion

People with developmental disabilities should...



be able to use public playgrounds and beaches



be able to attend movie theaters



be integrated into society as much as possible



be included in public places and social events



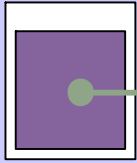
be encouraged to get out and be involved in the community



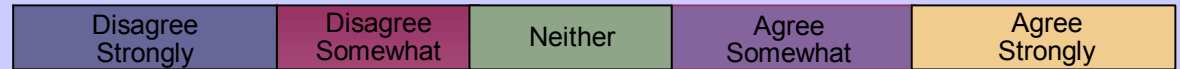
be treated at regular hospitals



There was strong agreement, on specifics - and in general - that people with developmental disabilities should be integrated into society as much as possible.



2007 attitude statements: integration / inclusion



percents, based to n = 806

It's OK to exclude people with developmental disabilities from many public situations; they cannot be expected to fit in



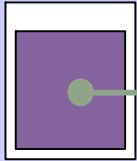
If a person with a developmental disability moved into my neighborhood, I'd be concerned



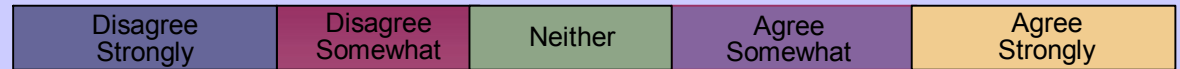
Everyone would be better off if school-aged children with developmental disabilities were taught together in the same classes as other children



Most Minnesotans believe in integration, even when it extends to their own neighborhood; however, there appears to be less agreement about inclusion in the classroom.



2007 attitude statements: productivity



percents, based to n = 806

I have a lot of respect for companies that employ people with developmental disabilities



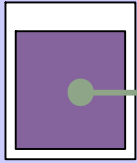
When society helps people with disabilities live to their highest potential, we're all better off



With the right training, most people with developmental disabilities could be very productive workers

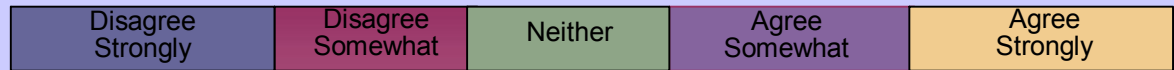


Minnesotans expressed strong support and positive beliefs that “everyone wins” when people with developmental disabilities are trained, hired and given the opportunity to be employed.



2007 attitude statements: independence

People with developmental disabilities should...

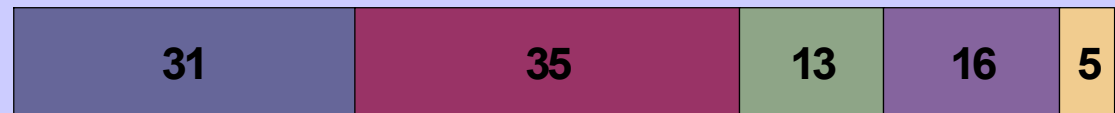


percents, based to n = 806

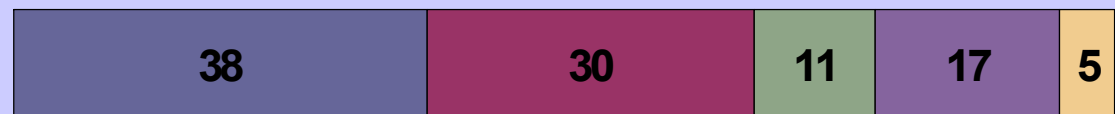
be able to drive a car



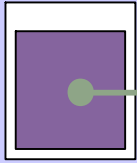
not be allowed to live on their own; they need to be closely monitored



be kept in facilities where they can be provided with the specialized care they need

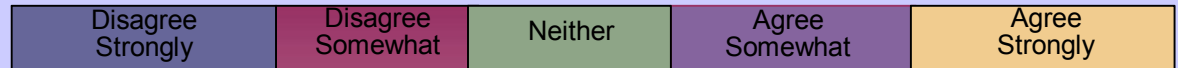


In 2007 45% of Minnesotans did not believe people with developmental disabilities should be allowed to drive a car; and about one in five Minnesotans believed people with developmental disabilities should not be allowed to live on their own.



2007 attitude statements: self-determination

People with developmental disabilities should...

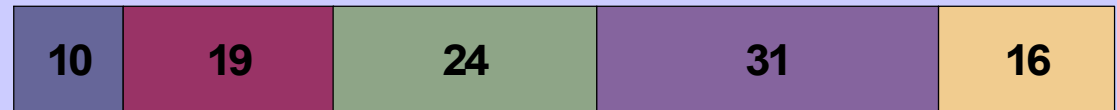


percents, based on n = 806

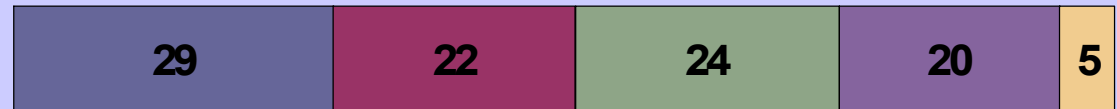
be allowed to vote



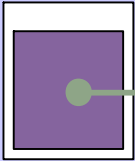
be allowed to have children, just like everyone else



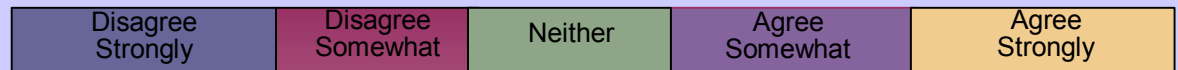
be able to drink alcohol



While most Minnesotans believe people with developmental disabilities should be allowed to vote, 29% believed they should not be allowed to have children, and half of those surveyed believed they should not be allowed to drink alcohol.



2007 attitude statements: self-determination

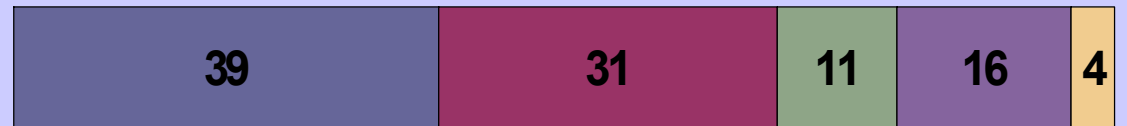


percents, based on n = 806

Most people with developmental disabilities should be kept in institutions



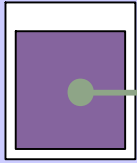
Most people with developmental disabilities are not capable of any real level of self-determination; they need someone else to make most of their daily decisions



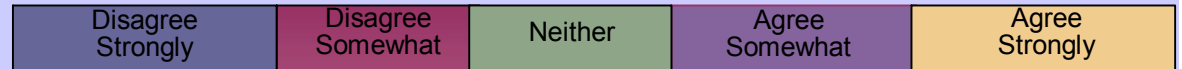
Most people with developmental disabilities can learn to live normal lives



The majority of Minnesotans believe that most people with developmental disabilities are capable of living normal lives, and with real levels of self-determination.



2007 attitude statements: help / assistance



percents, based on n = 806

Most people with developmental disabilities should be cared for by their immediate family, as much as possible



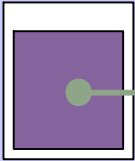
If someone has a child with a developmental disability that's their problem. There's really no reason why the rest of us should have to pay any of the extra costs of raising that child



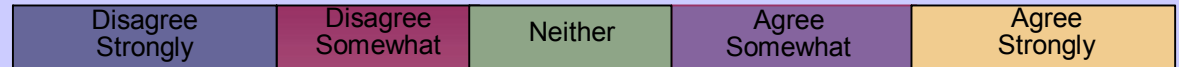
Parents of children with developmental disabilities cannot be expected to provide all necessary services themselves



While most Minnesotans believed that the immediate family is in the best position to provide care for a family member with a developmental disability, there was great support for the idea that the family cannot carry the responsibility alone.



2007 attitude statements: help / assistance

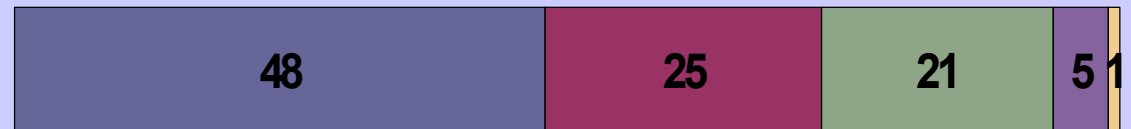


percents, based to n = 806

When someone is born with a severe disability, we shouldn't assist them too much, because ultimately it's survival of the fittest



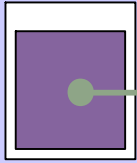
Too much money is being spent on people with developmental disabilities



Society should do everything in its power to help those who are most vulnerable



Minnesotans overwhelmingly rejected the concept of *survival of the fittest*, and were strongly in favor of the idea that society should do everything in its power to help those who are most vulnerable.

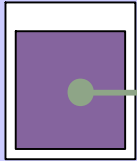


1962 - 2007 awareness of services

As far as you know, what kinds of services are available around here and in the state to help (people with developmental disabilities)?

1962 responses (n = 900)	2007 responses (n = 806)
State institutions/ hospitals. 42%	Special ed./ schools/ education programs. 26%
Special classes (public schools). 24%	Social service/ community, government programs/ etc. 24%
Day schools/ day care. 13%	Group homes/ foster homes/ assisted living. . . 22%
Other state services. 6%	Private services/ religious organizations/ advocacy groups/ charities 18%
Diagnostic centers/ clinics. 5%	Employment/ job training/ job services, occupational training. 14%
Vocational guidance/ workshops. 5%	Insurance/ healthcare/ MinnesotaCare/ Medicare/ medical services. 12%
Private homes (rest/foster). 4%	Don't know/ not aware. 30%
Don't know/ unsure/ not aware 31%	

In 1962 the most top-of-mind service to (people with developmental disabilities) was state institutions/ hospitals, mentioned by four out of ten respondents. However, in 2007 state institutions/ hospitals were rarely if ever mentioned. Thus, there has been a substantial change in perceptions as to the kinds of services that are available in Minnesota to help people with developmental disabilities.

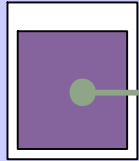


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:

	% agree	% select as most important
Centers where people with developmental disabilities can learn job skills	98	14
Special classes to educate and train people with developmental disabilities	96	16
Assurance of access to quality health care services	96	15
Protection services to prevent abuse of people with developmental disabilities	94	13
Training and counseling services for parents of people with developmental disabilities	94	7
Research to learn about the causes of developmental disabilities	92	10

In 2007, Minnesotans expressed overwhelming support for a wide range of government services to people with developmental disabilities. The services which were most often selected as most important are shown above.

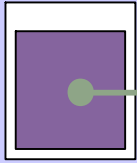


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:

	% agree	% select as most important
Specialized training for people with developmental disabilities, and/or their advocates, on how to exercise rights and speak up for oneself	91	1
Provisions of personal care attendants, who assist people with developmental disabilities, to enable them to live more independently, or as they choose	90	4
On the job assistance, so people with developmental disabilities can work in regular businesses	90	4
Subsidies to families to pay for extra costs of caring for children with developmental disabilities	87	5
Individual teaching assistants who would enable children with developmental disabilities to attend regular public school classes	81	7
Institutions to care for people with developmental disabilities	72	2
Foster homes for children of parents with developmental disabilities	71	1
Subsidies to adults with developmental disabilities so they can purchase their own homes if they choose to	68	1

2:: conclusions



conclusions

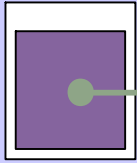
From institutions to integration

Attitudes regarding people with developmental disabilities have changed substantially over the past 45 years. In 2007, Minnesotans in general embraced the ideas of integrating and including people with developmental disabilities into their community and society at large.

Belief in the family

From 1962 to 2007 the majority opinion has shifted from disagreement to agreement, that the best way to care for people with developmental disabilities is through *their immediate family, as much as possible*.

While most Minnesotans believe that the immediate family is in the best position to provide care, there was great support for the idea that the family cannot carry the responsibility alone.

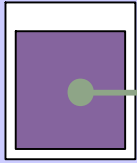


conclusions

Integration benefits everyone

In 2007 Minnesotans embraced the idea that everyone is better off when people with developmental disabilities are integrated into society, and living independent and productive lives as much as possible.

- Over 90% believed that, with the right training, people with developmental disabilities could be very productive workers.
- 85% of respondents strongly agreed that they have a lot of respect for companies that employ people with developmental disabilities.



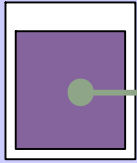
conclusions

Some uncertainties related to independence and self determination

While the majority of Minnesotans believe that most people with developmental disabilities are capable of living normal lives, and with real levels of self determination, uncertainties linger regarding some personal rights and freedoms, such as:

Whether people with developmental disabilities should be allowed . . .

- to have children;
- to drink alcohol;
- to live on their own;
- to drive a car.



conclusions

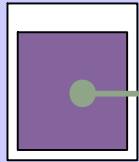
Wide majority support government and taxpayers' services/ support

In 2007 Minnesotans expressed overwhelming support for a wide range of government services for people with developmental disabilities.

- Services often selected as most important were:
 - education, training, job skills;
 - access to quality health care;
 - protection from abuse;
 - training and counseling for parents;
 - advocacy training;
 - research to learn about causes of developmental disabilities.
- Only 6% agreed with the statement that *too much money is being spent on people with developmental disabilities.*

3:: detailed findings

- **project overview**
- familiarity with developmental disabilities
- 2007 attitudes towards government services
- 2007 attitudinal segmentation analysis



background and objectives

background

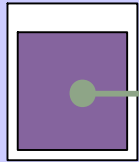
Forty-five years ago, in the summer of 1962, the state of Minnesota commissioned a survey of the state's general population of adults to measure awareness and attitudes regarding developmental disabilities. The purpose of the survey was described as follows in the introductory pages of the study's final report:

To enable the planning and execution of long range community education programs, one recognizes a need for intelligence gathered through research in the field. To determine which actions are required to carry out programs with the greatest economy of effort and the maximum chances for success, it is necessary to discern, first, the nature of information peculiar to various community strata and, second, the variety of attitudes that characterize those strata.
(Statement of the Problem, page 1.)

Years after the study was completed, the disability rights movement has redefined the “disability problem” and has put responsibility on society to change its attitudes and practices to include persons with developmental disabilities, rather than changing this population to fit society.

research objective

The Minnesota Governor's Council on Developmental Disabilities (GCDD) was chartered to help assure that individuals with developmental disabilities receive the necessary support to achieve increased independence, productivity, self-determination, integration and inclusion (IPSII) in the community. The GCDD wanted to repeat the survey conducted 45 years ago, with an updated and enhanced questionnaire, in order to take a new reading of the state population's perceptions of issues related to developmental disabilities, and to surmise the extent to which these perceptions have changed since the 1962 survey was conducted. The new survey was conducted in January of 2007.



research design

survey content

The content of the 2007 survey included, though was not limited to, the subject matter covered in the 1962 study. Some questions were reworded and/or structured differently in the updated instrument, in order to reflect changes in the way our society references issues related to developmental disabilities. Structural changes were needed to ensure that the critical measures are repeatable in future studies, and the survey was conducive to data collection by telephone, as opposed to the door-to-door, in-person method used in 1962.

The survey instrument incorporated a series of questions that measured attitudes and values that are relevant and related to developmental disabilities; such as: societal/personal responsibility, resource distribution/allocation, extent of government involvement, etc. Various multivariate statistical analysis methods were employed with these attitudinal variables in order to uncover distinguishable segments of the Minnesota population, each potentially representing different underlying experiences, perceptions and/or beliefs related to developmental disabilities.

research design

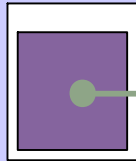
Methodology: Telephone survey, interviewer administered using computer aided telephoning interviewing (CATI).

Sampling Plan: Random digit dial (RDD) lists, matched to represent the geographic dispersion of the state's population across its area codes and telephone exchanges, were used to draw a random representative sample of the state's population. The final sample, n=806, closely corresponded with the Minnesota population based on income, race and age representation.

Qualified

Respondents: Male and female adult heads of households.

Questionnaire: Interviewer administered, 20 minute structured opinion survey, with two open-ended questions.



sample description: respondent profiles

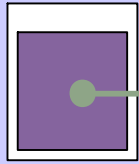
<u>Household</u> <u>Income:</u>	Respondent		<u>Minnesota</u> <u>Population *</u>
	(Base)	Sample (n=806) %	
Less than \$10,000		5	6
\$10,000 - \$14,999		3	5
\$15,000 - \$24,999		9	10
\$25,000 - \$34,999		12	11
\$35,000 - \$49,999		15	16
\$50,000 - \$74,999		24	21
\$75,000 - \$99,999		14	13
\$100,000 - \$149,999		13	12
More than \$150,000		5	5

<u>Race:</u>	Respondent		<u>Minnesota</u> <u>Population *</u>
	(Base)	Sample (n=806) %	
White, Caucasian		88.3	86.3
Black or African American		3.5	4.1
Hispanic		3.1	3.6
Native American		0.2	1.1
Asian / Pacific Islander		1.0	3.4
Other		1.4	1.8
Don't know / Refused		2.5	.-

* MN population parameters from 2005 Census, US Census Bureau

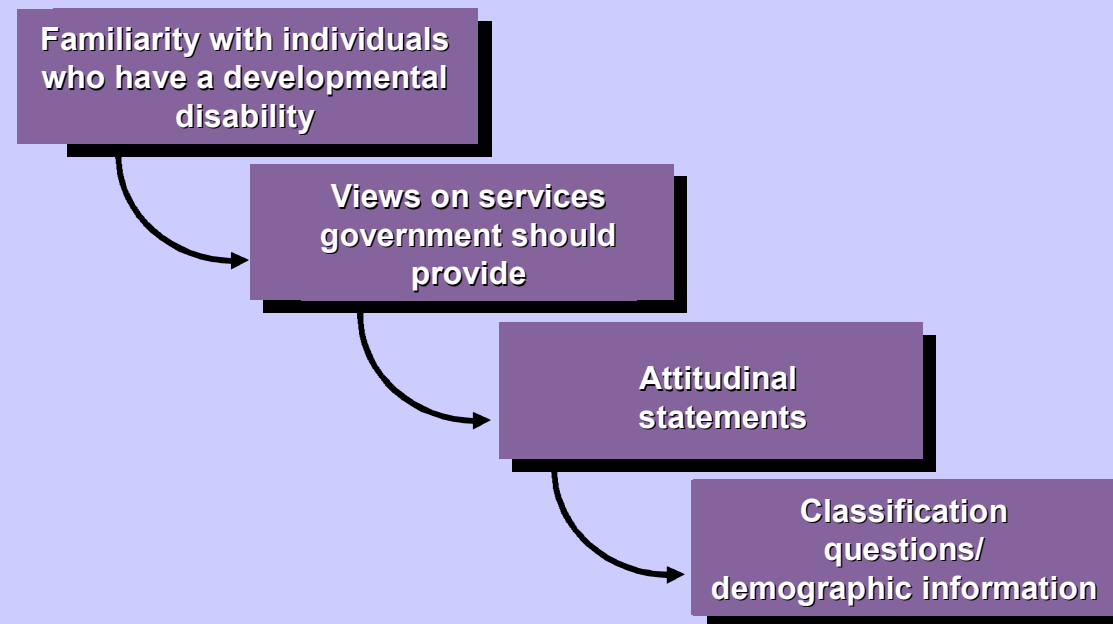
<u>Age:</u>	Respondent		<u>Minnesota</u> <u>Population *</u>
	(Base)	Sample (n=806) %	
≤ 24		4	18
25 - 34		10	16
35 - 44		21	19
45 - 54		26	19
55 - 64		19	12
65 - 74		10	7
75 and older		9	8

The random digit dial (RDD) sample was employed in order to include Minnesota households with either listed or unlisted telephone numbers. The RDD sample was drawn in a way that reflects the distribution of Minnesotans across the state. The process of dialing randomly through this sample of phone numbers, plus a purchased list to insure the adequate inclusion of racial / ethnic minorities, resulted in a survey sample profile that reflects the profile of the state population, as shown on this page.



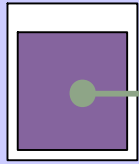
questionnaire design

The interview took approximately 20 minutes to complete; the questionnaire was entirely structured, with two open-ended questions.



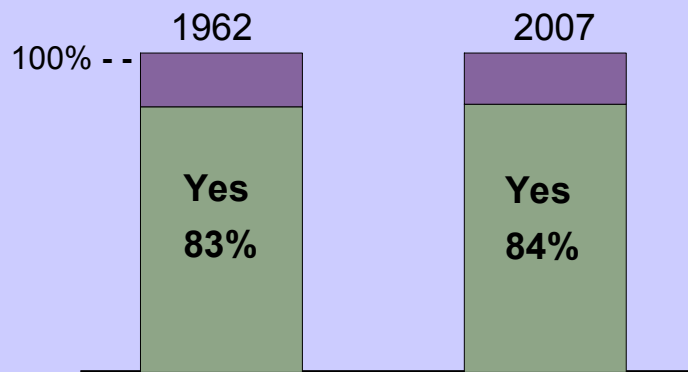
3:: detailed findings

- project overview
- **familiarity with developmental disabilities**
- 2007 attitudes towards government services
- 2007 attitudinal segmentation analysis



familiarity with someone with a developmental disability

Have you ever known of a person who was thought to have a developmental disability?

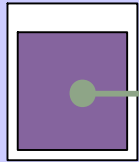


How well known is person with developmental disability

	1962 (747) %	2007 (679) %
base		
Very Well	27	42 ↑
Fairly Well	35	37
Not too well	26 ↑	17
Not well at all	12 ↑	5

There was a significant increase (15%) in the number of Minnesotans who knew someone *very well* with a developmental disability.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



familiarity with someone with a developmental disability

Number of persons with developmental disability known by respondent

base	1962 (747) %	2007 (679) %
One	23	8
Two	18	13
Three	17	11
Four	11	5
Five or more	31	62

Gender of persons with developmental disability known best by respondent

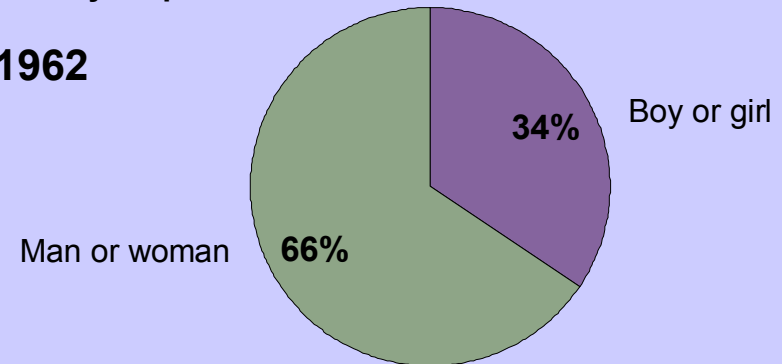
base	1962 (747) %	2007 (679) %
Male	55 ↓	64
Female	43	36 ↓

The number of people knowing five or more people with developmental disabilities increased 100% between 1962 and 2007. There was a significant difference in the gender of the people with a developmental disability known best by the respondent, with more being male in 2007.

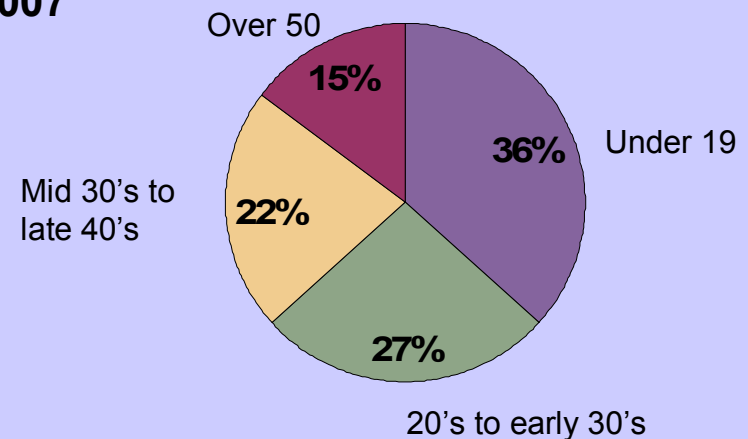
↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level

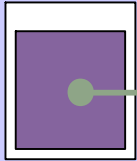
Age of person with developmental disability known best by respondent

1962



2007





familiarity with someone with a developmental disability

	Sample Size	Yes	No
Do you or does anyone else in your household have a physical, mental, sensory or emotional disability?	806	18%	81%

How many people are there in your household with a physical, mental, sensory or emotional disability? (n=143)

One person	80%
Two persons	13%
Three people	6%
Five people	1%
More than five	1%

Do you yourself have any of these disabilities, or is it someone else/ (or others) in your household? (n=143)

Respondent has disability	41%*
Someone else in HH has disability	59%

How old is/are the person/people with any of these disabilities (including the respondent if he/she has a disability)? (n=143)

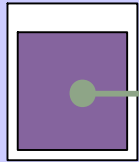
Age	%
Under 15	16
15-19	13
20-24	14
25-34	13
35-44	15
45-54	15
55-64	14
65-74	8
75 & up	9

* Fifty-eight of the total sample of 806 respondents (7.2%) indicated that they themselves had some kind of physical, mental, sensory or emotional disability.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level

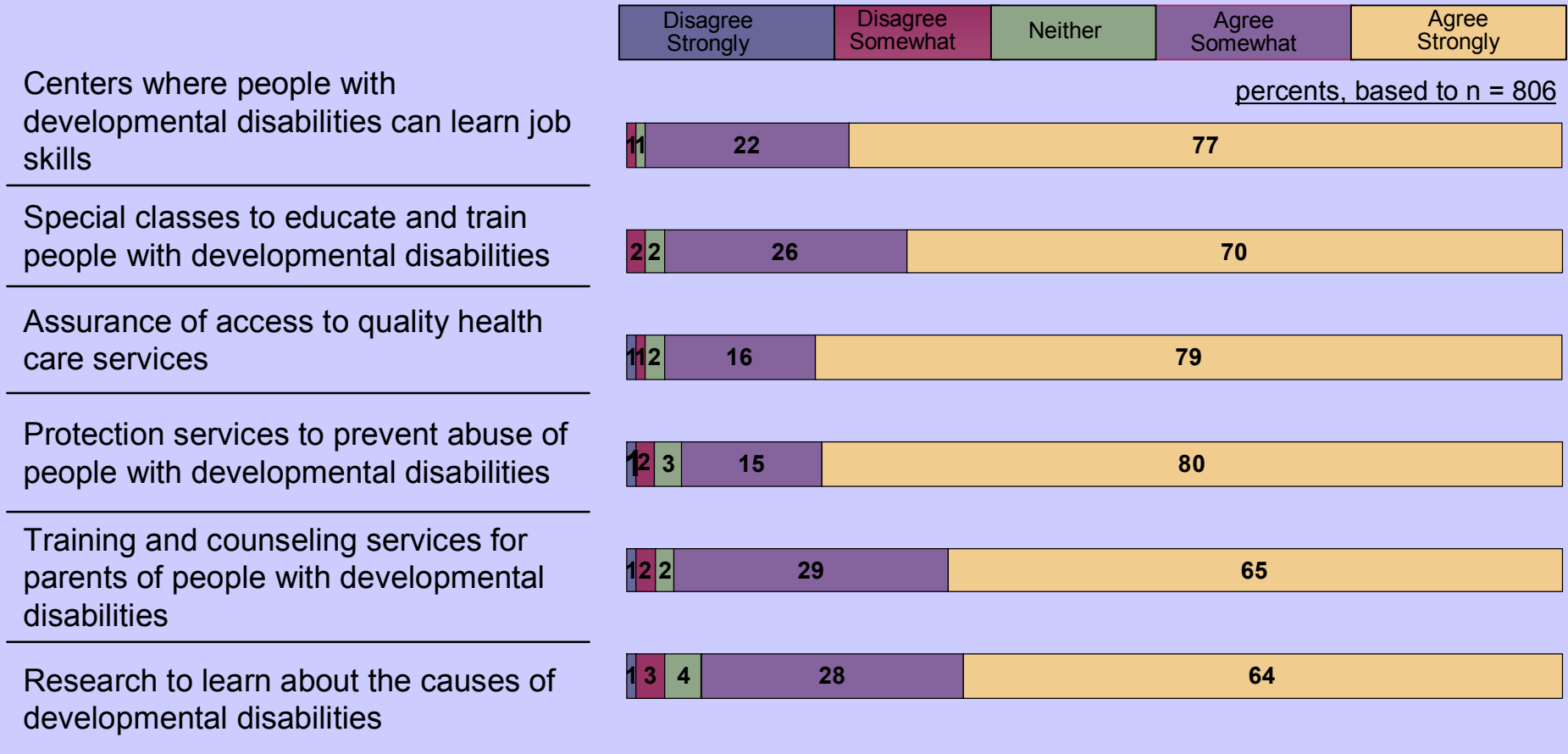
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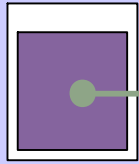


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:

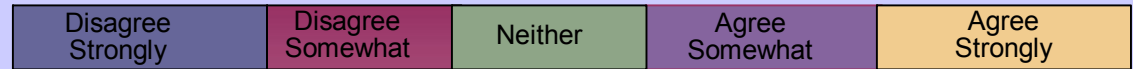


Minnesotans were overwhelmingly supportive of government services, especially those pertaining to education/training, health care, and prevention of abuse.



2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



percents, based on n = 806

Specialized training for people with developmental disabilities, and/or their advocates, on how to exercise rights and speak up for oneself



Provisions of personal care attendants, who assist people with developmental disabilities, to enable them to live more independently, or as they choose



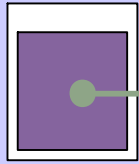
On the job assistance, so people with developmental disabilities can work in regular businesses



Foster homes for children of parents with developmental disabilities

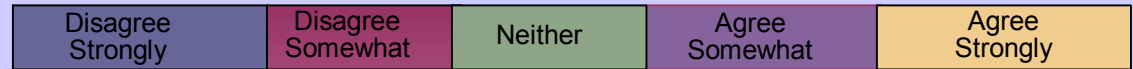


Although support was not as strong as it was for all other government funded services, there was some agreement that children of parents with developmental disabilities should be provided for in foster homes. This sentiment suggests there may be a pervasive belief that people with developmental disabilities are not capable of taking care of children of their own.



2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



percents, based to n = 806

Individual teaching assistants who would enable children with developmental disabilities to attend regular public school classes



Institutions to care for people with developmental disabilities



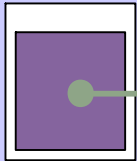
Subsidies to families to pay for extra costs of caring for children with developmental disabilities



Subsidies to adults with developmental disabilities so they can purchase their own homes if they choose to

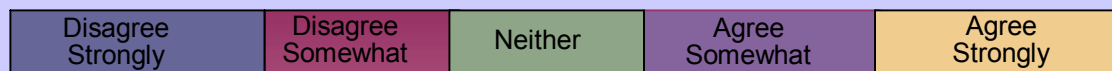


Minnesotans want government services that assist in enhancing the rights and integration/inclusion of people with developmental disabilities, but support drops when it comes to direct subsidies to help people with developmental disabilities purchase their own homes.

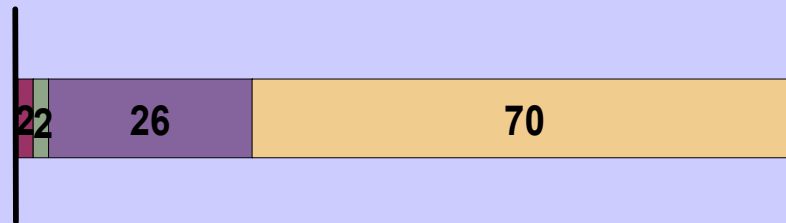


2007 attitudes towards government services

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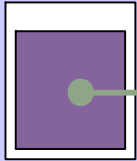
Special classes to educate and train people with developmental disabilities



16% of the 806 respondents selected this service as the most important for government to provide.

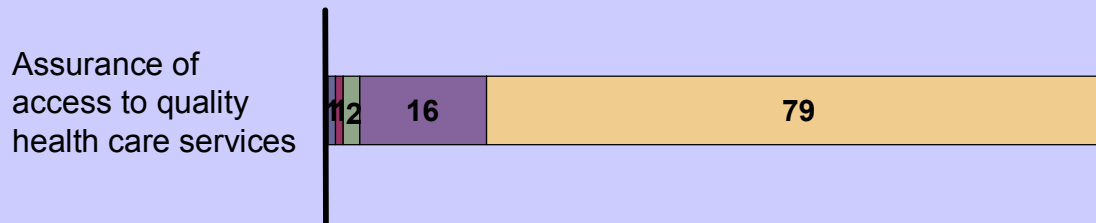
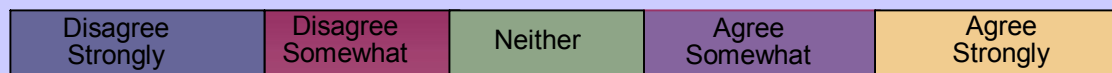
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Self –sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration/ mainstream	91
Education/ education is key/ important	25
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	11



2007 attitudes towards government services

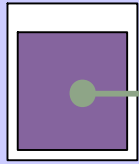
In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



15% of the 806 respondents selected this service as the most important for government to provide.

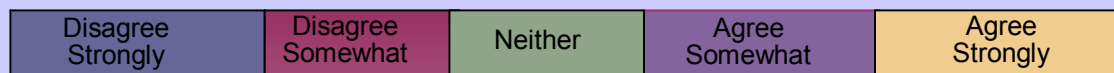
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Health care is important	44
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	36
Costs are too high/ can't afford themselves/ need financial assistance	26

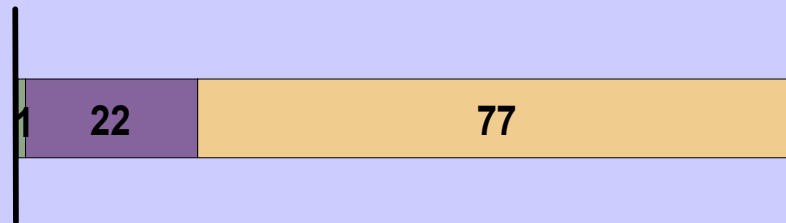


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



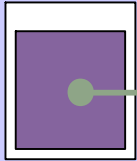
Centers where people with developmental disabilities can learn job skills



14% of the 806 respondents selected this service as the most important for government to provide.

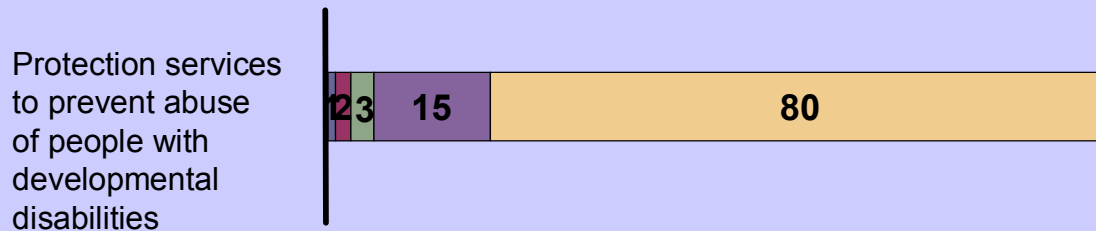
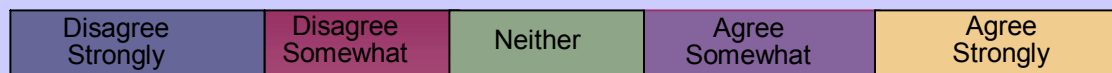
Coded answers to open-ended questions

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of respondents
Self –sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration/ mainstream	100
Education/ education is key/ important	8



2007 attitudes towards government services

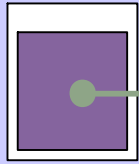
In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



13% of the 806 respondents selected this service as the most important for government to provide.

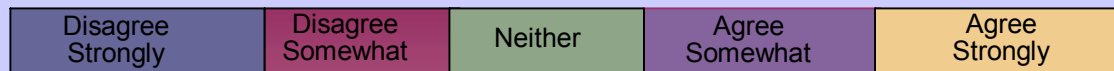
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Need protection/ they're vulnerable/ can't speak for self/ abuse happens	83
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	15

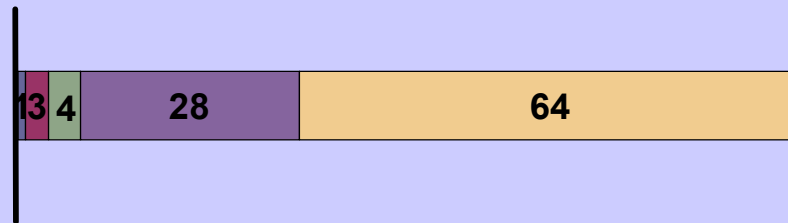


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



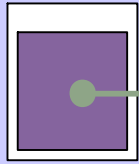
Research to learn about the causes of developmental disabilities



10% of the 806 respondents selected this service as the most important for government to provide.

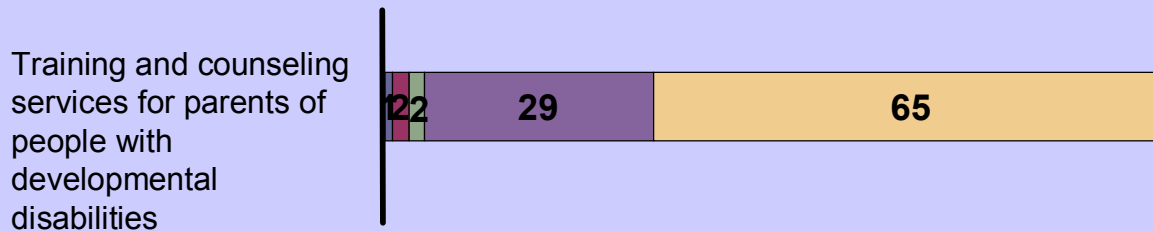
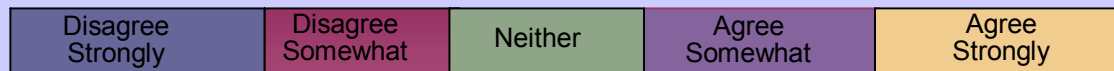
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Research is important to prevent it/ cure it/ treat it	65
Costs are too high/ can't afford themselves/ need financial assistance	4



2007 attitudes towards government services

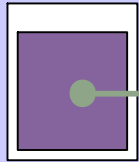
In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



7% of the 806 respondents selected this service as the most important for government to provide.

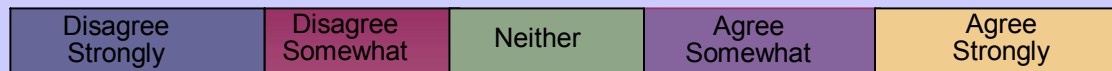
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Families need support/ to help families/ give family knowledge	25
Self-sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration mainstream	18
Education/ education is key/ important	7

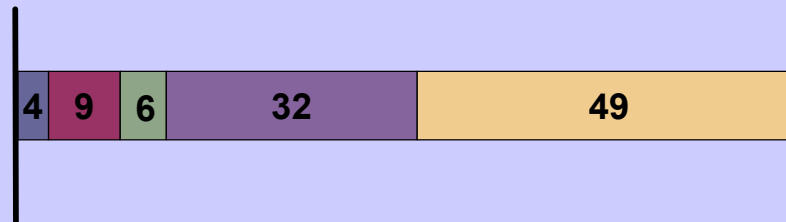


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



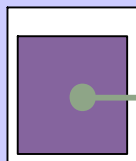
Individual teaching assistants who would enable children with developmental disabilities to attend regular public school classes



7% of the 806 respondents selected this service as the most important for government to provide.

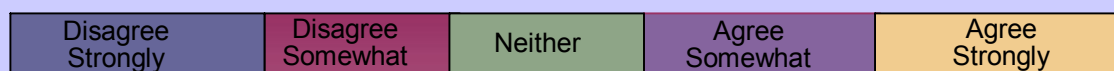
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Self-sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration/ mainstream	27
Education/ education is key/ important	23
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	5

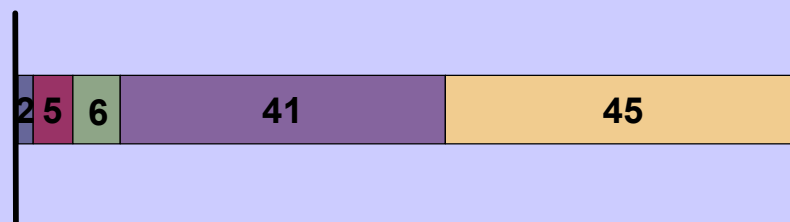


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



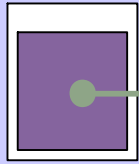
Subsidies to families to pay for extra costs of caring for children with development disabilities



5% of the 806 respondents selected this service as the most important for government to provide.

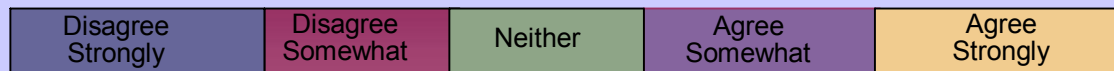
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Families need support/ to help families/ give family knowledge	26
Costs are too high/ can't afford themselves/ need financial assistance	17
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	4

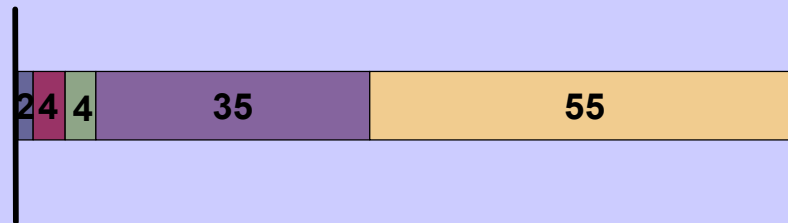


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



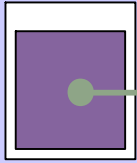
Provision of personal care attendant services, who assist people with developmental disabilities, to enable them to live more independently, or as they choose



4% of the 806 respondents selected this service as the most important for government to provide.

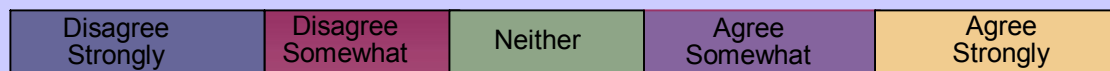
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Self-sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration/ mainstream	14
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	8
Families need support/ to help families/ give family knowledge	5

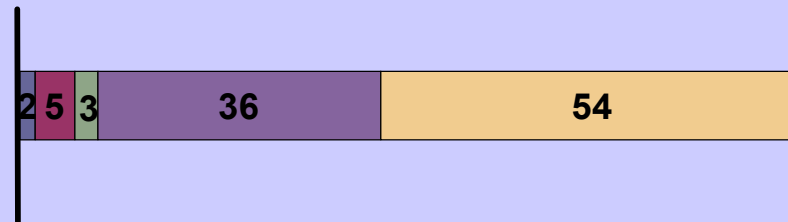


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



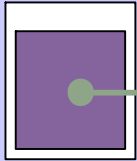
On the job assistance, so people with developmental disabilities can work in regular businesses



4% of the 806 respondents selected this service as the most important for government to provide.

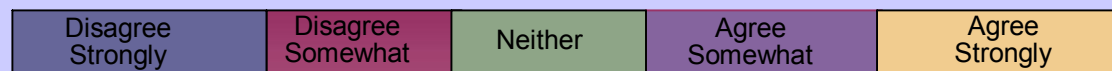
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Self-sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration/ mainstream	28
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	2
Education/ education is key/ important	2

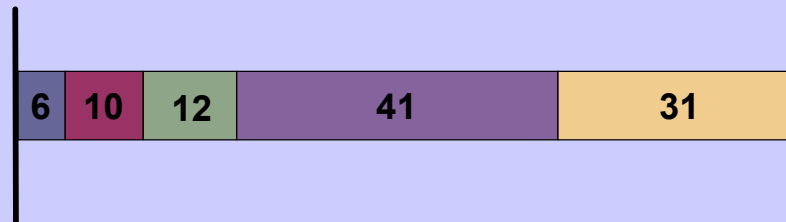


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



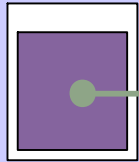
Institutions to care for people with developmental disabilities



2% of the 806 respondents selected this service as the most important for government to provide.

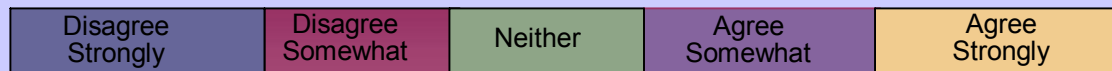
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Families need support/ to help families/ give family knowledge	6
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	3
Self-sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration/ mainstream	3

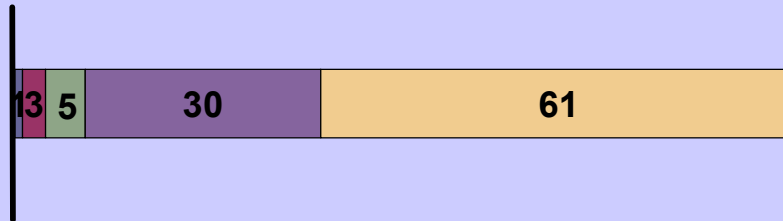


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



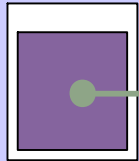
Specialized training for people with developmental disabilities, and/or their advocates, on how to exercise rights and speak up for oneself



1% of the 806 respondents selected this service as the most important for government to provide.

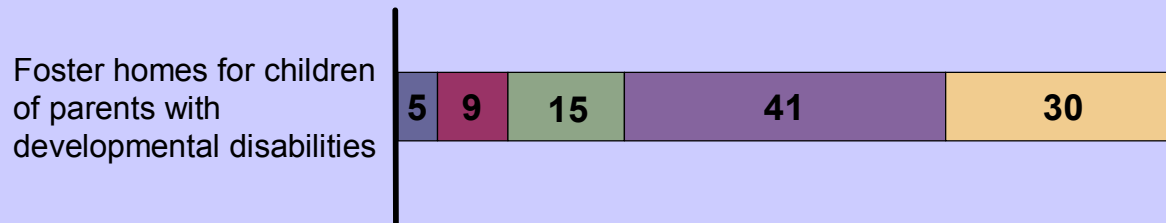
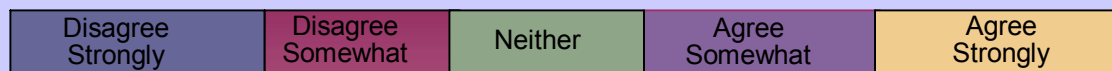
Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Self-sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration/ mainstream	6
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	2
Need protection/ they're vulnerable/ can't speak for self/ abuse happens	2



2007 attitudes towards government services

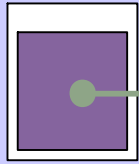
In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



1% of the 806 respondents selected this service as the most important for government to provide.

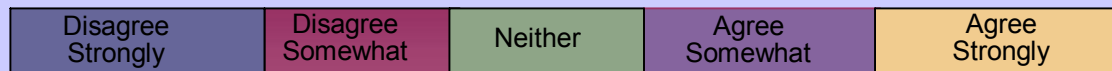
Coded answers to open-ended question:

Why do you believe this is the most important service that government should provide for people with developmental disabilities?	Total number of responses
Families need support/ to help families/ give family knowledge	3
Need protection/ they're vulnerable/ can't speak for self/ abuse happens	3
Basic human rights/ government should provide to all people/ everyone has rights/ deserve it as much as anyone else/ equal rights	2
need specialized care/ specialized education/ need caretakers specially trained/ need more qualified caretakers/ doctors/ teachers	2

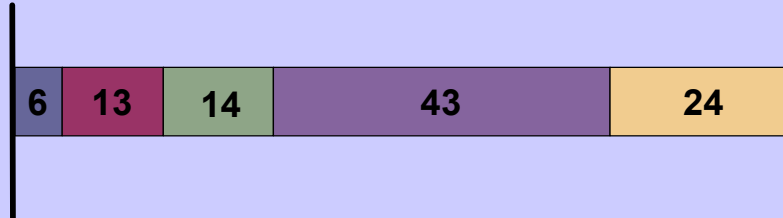


2007 attitudes towards government services

In terms of spending the tax payers' money, please say whether you agree or disagree that it's important for government to provide these services:



Subsidies to adults with developmental disabilities so they can purchase their own homes if they choose to



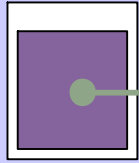
1% of the 806 respondents selected this service as the most important for government to provide.

Coded answers to open-ended question:

<i>Why do you believe this is the most important service that government should provide for people with developmental disabilities?</i>	Total number of responses
Self-sufficiency is goal/ more independence/ take care/ support self/ financial independence/ integration/ mainstream	4
Families need support/ to help families/ give family knowledge	1

3:: detailed findings

- project overview
- familiarity with developmental disabilities
- 2007 attitudes towards government services
- **2007 attitudinal segmentation analysis**



attitudinal segmentation analysis

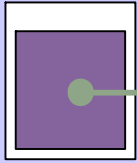
The survey questionnaire included 43 statements reflecting a variety of attitudes related to individuals with developmental disabilities in terms of perceptions, government services, integration, inclusion, productivity, independence, and help / assistance.

The respondents indicated the degree to which they agreed or disagreed with each statement using this scale:

<u>Agree strongly</u>	<u>Agree somewhat</u>	<u>Neither agree nor disagree</u>	<u>Disagree somewhat</u>	<u>Disagree strongly</u>
5	4	3	2	1

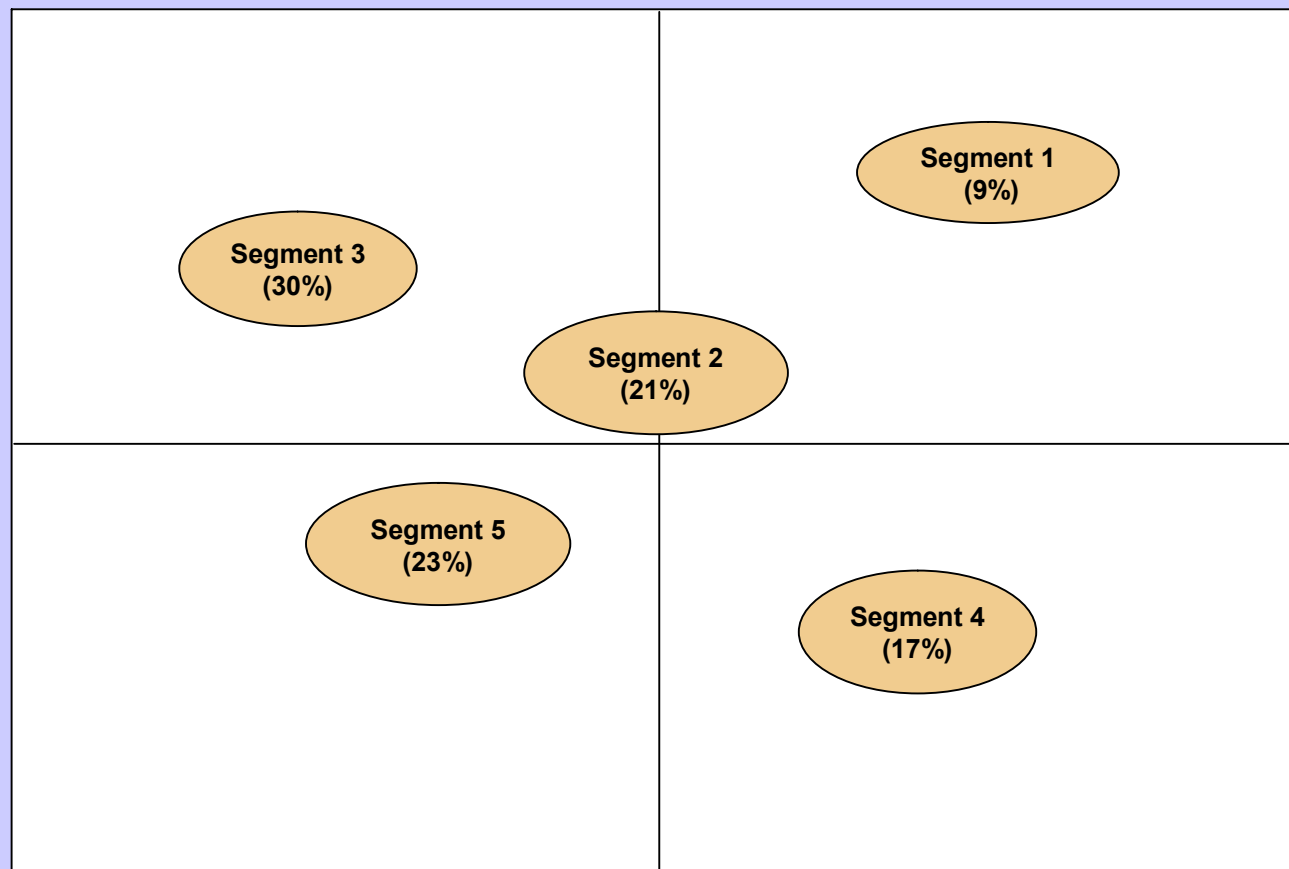
Multivariate statistical analysis methods were used to discern the patterns of answers from like-minded respondents, and five distinct attitudinal segments were revealed. The five segments are described, compared and contrasted on the next several pages, ending with a summary description and naming of each segment.

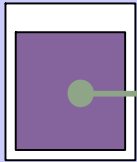
This segmentation technique was based on the Howard-Harris algorithm originally developed by Bell Labs. Essentially, it first divides the respondents into 2 groups such that the differences in the means of the groups were maximized while minimizing the variance within the groups. Then it was repeated for three groups independent of the 2 groups solution (non-hierarchical), and so forth. Once the groups were split, for each solution, for each segment (group) within a solution, that segment's mean for each attribute was compared with the average of the remaining segments and the differences were rank ordered to more easily show the specific variables that best distinguished the group (segment) from all the others. As a final step, the segments were cross-tabbed against other attributes that were not used in the segmentation process.



attitudinal segmentation analysis

The correspondence map below shows the relative sizes and positions of the 5 segments within the **attitudinal landscape**. The positions of the segments, in proximity to each other and along the horizontal and vertical axes, reflect the extent to which the various segments hold similar beliefs. For example, Segment 1 appears to be the most outlying segment, and therefore we expect it will hold beliefs that are most different from all other segments.





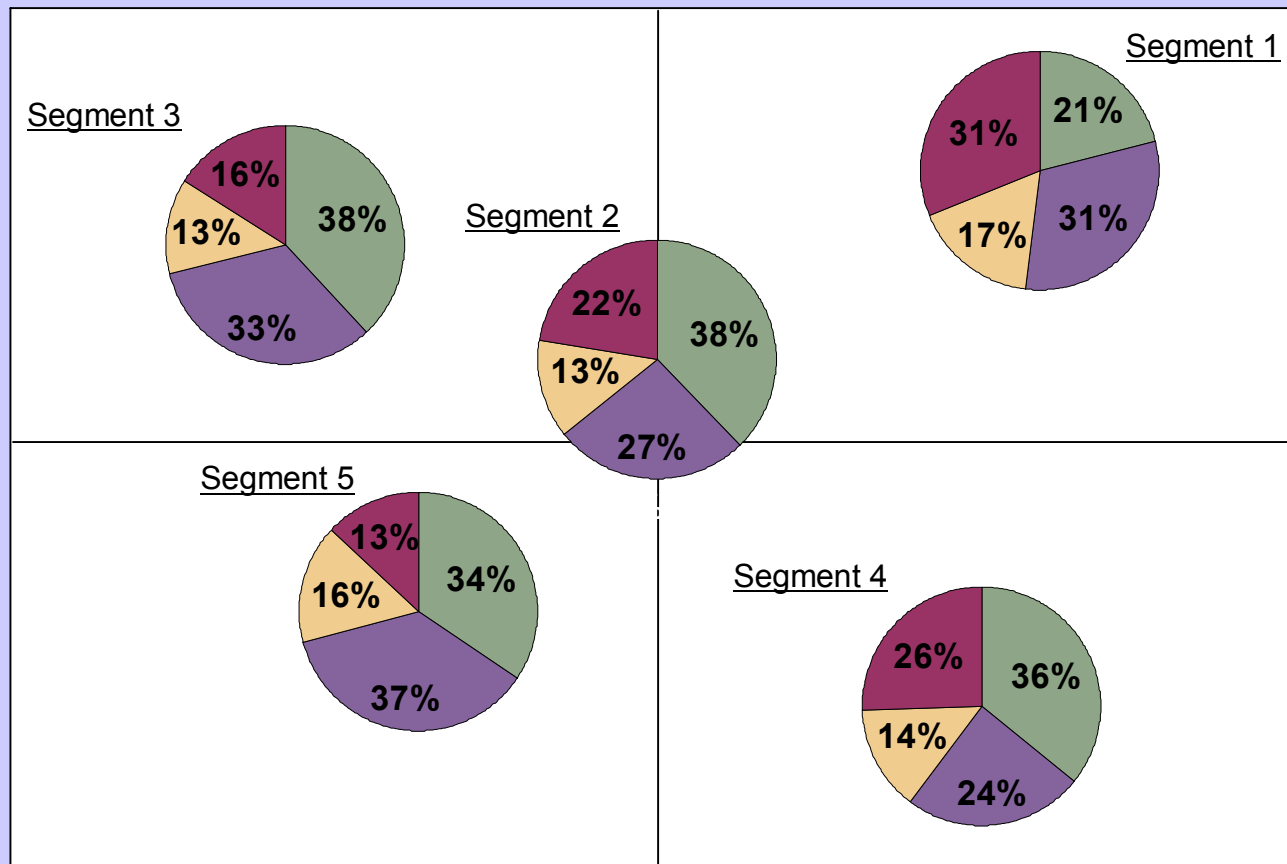
attitudinal segmentation-familiarity with someone with a developmental disability

Know very well

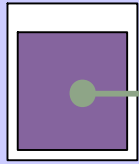
 Know fairly well

 Know, not too well

 Do not know well/ at all



Segment 1 clearly stands out as having the least familiarity with people with developmental disabilities. Approximately half of their respondents (48%) indicated that they were relatively unfamiliar with people with developmental disabilities.



attitudinal segmentation - where they live

Within the Twin Cities



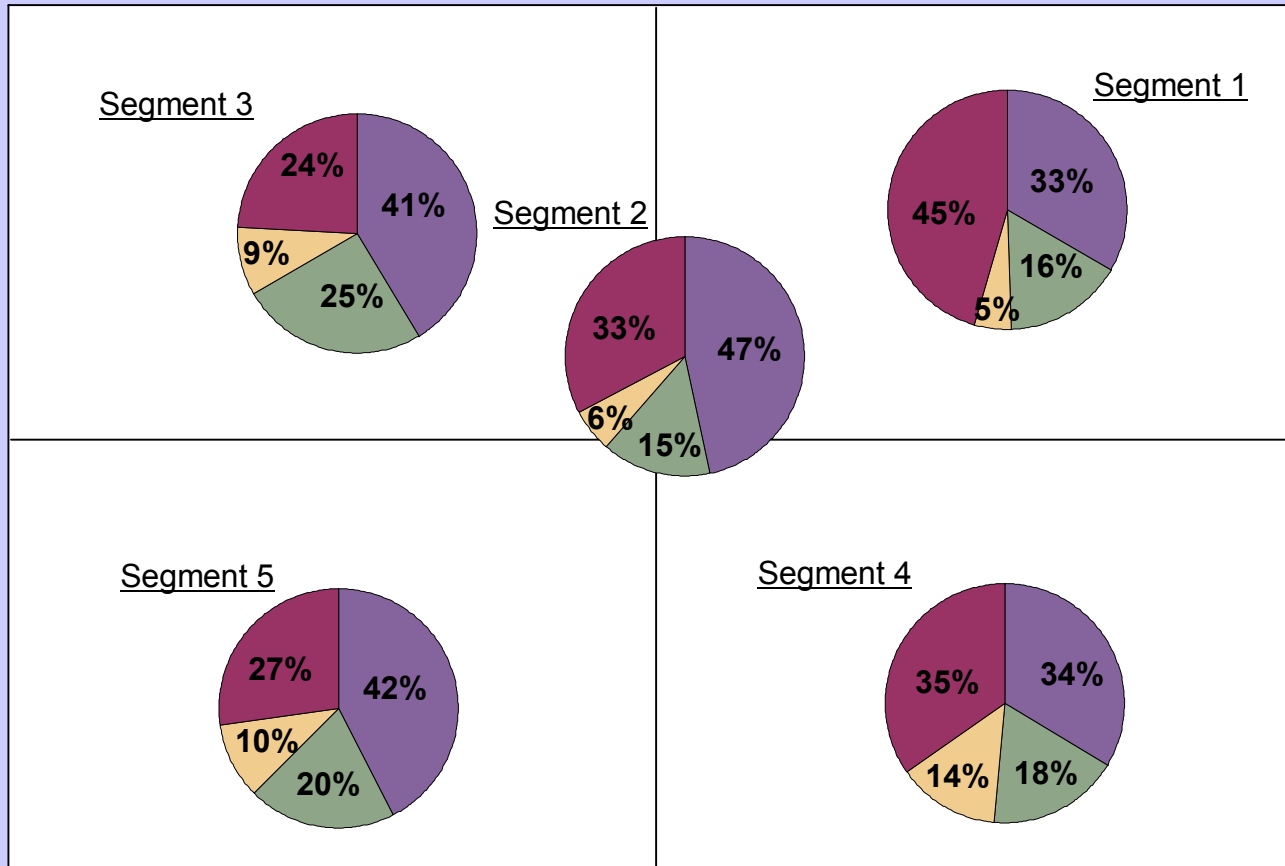
Twin Cities Suburbs



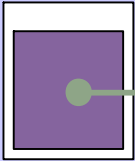
Smaller cities



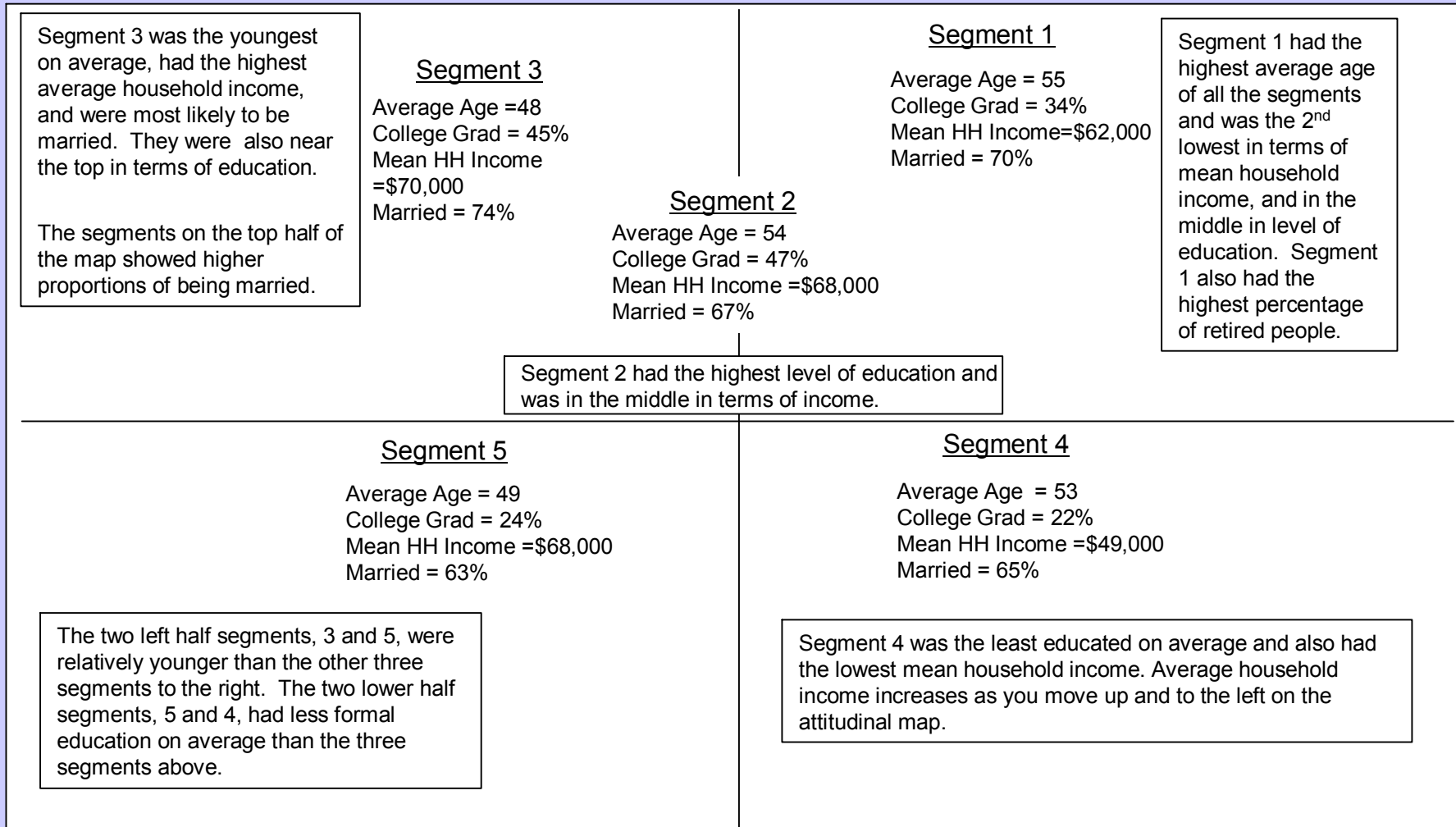
Small towns/rural

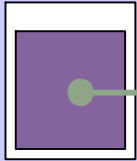


The two segments on the right half of the map, Segments 1 & 4, had relatively higher proportions of people living outside of the Twin Cities metropolitan area. Segment 1 was most differentiated from all others, with 45% of this group living in small towns and rural areas.



attitudinal segmentation analysis- demographic profiles





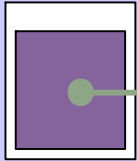
attitudinal segmentation- employment

employment status of respondents

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
Employed full time	43↓	57	58	45↓	59	54
Employed part time	11	9	11	10	16	12
Unemployed, looking for work	4	5	10	10	8	8
Full time student	7	2	3	2	2	3
Retired	35	28	17↓	32	16↓	23

The three older segments, 1, 2, and 4, also had higher proportions of retired workers.

↑↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation –integration / inclusion

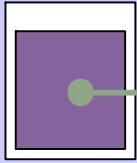
People with developmental disabilities should.....

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
be able to use public playgrounds and beaches	89 ↓	99	100	96	99	98
be able to attend movie theaters	81 ↓	99	99	96	98	97
be integrated into society as much as possible	81 ↓	98	99	99	99	97
be included in public places and social events	79 ↓	98	100	97	98	97
be encouraged to get out and be involved in the community	86 ↓	99	99	97	100	98
be treated at regular hospitals	71 ↓	85	95 ↑	90	93	89

While the majority of all segments of Minnesotans agree with the statements shown above related to integration/inclusion, Segment 1 was not as strong in their convictions as all the rest. In other words, Segment 1 holds a more sizeable minority group within, who do not agree with these aspects of integration/inclusion of people with developmental disabilities.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



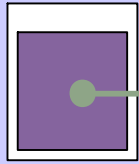
attitudinal segmentation – integration / inclusion

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
It's OK to <u>exclude</u> people with developmental disabilities from many public situations; they cannot be expected to fit in	36 ↑	16	3 ↓	38 ↑	3 ↓	15
If a person with a developmental disability moved into my neighborhood, I'd be concerned	15 ↑	3	1	13 ↑	2	5

Segments 1 and 4 appear to have a higher level of discomfort when it comes to the integration/inclusion of people with developmental disabilities. Over a third of these 2 segments agree that its okay to exclude people with developmental disabilities from many public situations, and about one out of seven would be concerned if a person with a developmental disability moved into their neighborhoods.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation –integration / inclusion

percent who agree, strongly/somewhat

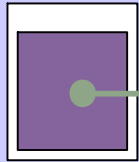
SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%

Everyone would be better off if school-aged children with developmental disabilities were taught together in the same classes as other children	15 ↓	27 ↓	76 ↑	66 ↑	44	51
---	------	------	------	------	----	----

There was a great variety of opinions regarding this issue of whether people with developmental disabilities should be taught in the same classrooms as other children. Segment 3 was the most supportive of inclusion in the classroom, and Segment 1 was the most dissenting. Responses of the other three segments appear to have little to no correlation with their feelings on other aspects of integration/inclusion.

In the case of Segment 2 for example, it could possibly be inferred that their attitude on this issue is not from a discomfort of “being around” people with developmental disabilities, but from the perception that a different approach to education is required for people with developmental disabilities.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



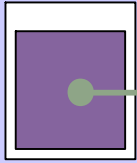
attitudinal segmentation – productivity

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
I have a lot of respect for companies that employ people with developmental disabilities	81 ↓	99	100	99	97	97
When society helps people with disabilities live to their highest potential, we're all better off	81 ↓	97	99	91	98	95
With the right training, most people with developmental disabilities could be very productive workers	61 ↓	90	99 ↑	90	95	91

A clear majority of Minnesotans agreed with the statements related to workplace integration and productivity shown above. However, Segment 1 had the largest minority (one out of five or more) who did not agree with these statements related to integration into the workplace and the potential productivity of people with developmental disabilities.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation - independence

People with developmental disabilities should.....

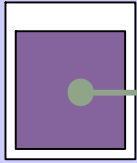
percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
be able to drive a car	13	12	56 ↑	34	23	32
not be allowed to live on their own; they need to be closely monitored	31	16	7	58 ↑	14	21
be kept in facilities where they can be provided with the specialized care they need	33 ↑	14	8	58 ↑	16	22

The majority of Minnesota's adults were against the idea that people with developmental disabilities should be allowed to drive a car; Segments 1 and 2 were particularly strong in their disapproval of this idea.

On the other hand, a clear majority of Minnesota adults believed that people with developmental disabilities should be allowed to live on their own; except in Segment 4, where over half do not believe people with developmental disabilities should be allowed that level of independence.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation – self determination

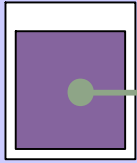
People with developmental disabilities should.....

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
be allowed to vote	31 ↓	54	93 ↑	69	72	70
be allowed to have children, just like everyone else	17 ↓	22 ↓	76 ↑	45	44	47
be able to drink alcohol	18	8	51 ↑	10	19	25

There were substantial differences of opinions between the five segments on these issues related to self determination. Segments 1 and 3 had polar opposite views regarding whether or not people with developmental disabilities should be able to vote or have children. Segments 2 and 4 were the most opposed to the idea that people with developmental disabilities should be allowed to drink alcohol.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation – self determination

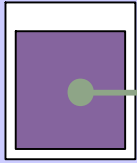
Survey statement:

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
Most people with developmental disabilities should be kept in institutions	7	2	1	7	2	3
Most people with developmental disabilities are <u>not</u> capable of any real level of self-determination; they need someone else to make most of their daily decisions	38 ↑	11	6	57 ↑	10	19
Most people with developmental disabilities can learn to live normal lives	57 ↓	78	93 ↑	77	88	83

While all segments strongly disagreed with the idea that people with developmental disabilities *should be kept in institutions*, Segment 4 clearly stands apart from the others by their belief that most people with developmental disabilities are not capable of any real level of self determination; and over 40% of Segment 1 do not agree that most people with developmental disabilities can learn to live normal lives.

↑↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation – help / assistance

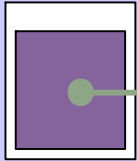
Survey statement:

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
Most people with developmental disabilities should be cared for by their immediate family, as much as possible	67	82	78	89 ↑	68	77
If someone has a child with developmental disability that's their problem. There's really no reason why the rest of us should have to pay any of the extra costs of raising that child	21 ↑	5	3	12 ↑	1	6
Parents of children with developmental disabilities cannot be expected to provide all necessary services themselves	54 ↓	77	88	89	85	82

Segment 1 holds the largest contingent (21%) who believe that parents should be *on their own* if they have a child with a developmental disability. Segment 4, on the other hand, believes most strongly that people with developmental disabilities should be cared for by their immediate family, as much as possible, and that the families cannot be expected to *go it alone*.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation – help / assistance

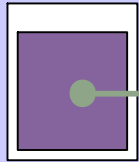
Survey statement:

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
When someone is born with a severe disability, we shouldn't assist them too much, because ultimately it's survival of the fittest	18↑	1	2	12	3	5
Too much money is being spent on people with developmental disabilities	29↑	4	2	7	3	6
Society should do everything in its power to help those who are most vulnerable	68↓	98	98	99	96	95

Segment 1 clearly stands apart from all the others by their belief that society may already be doing more than it should to help people with development disabilities.

↑↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation – other attitudes

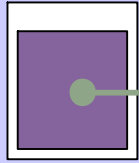
People with developmental disabilities.....

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
look different from typical people	49	15↓	6↓	47	80↑	36
are mentally ill	22	15	3	39↑	8	14
have parents with developmental disabilities	11	5	5	18↑	5	8

Segment 5 clearly stands apart from the others by their pervasive attitude that people with developmental disabilities *look different*. Segment 4’s attitudes towards people with developmental disabilities appear to be driven by misunderstandings of what developmental disabilities are.

↑↓ Indicates statistically significant difference from other values in row at the 90% confidence level



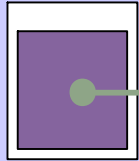
attitudinal segmentation – government services

In terms of spending the taxpayers' money, please say whether you agree or disagree that it's important for government to provide each service.

SEGMENTS base	percent who agree, strongly/somewhat					Total (806)
	1 (72) %	2 (171) %	3 (242) %	4 (137) %	5 (184) %	
Centers where people with developmental disabilities can learn job skills	83 ↓	99	99	100	100	98
Special classes to educate and train people with developmental disabilities	71 ↓	98	99	99	97	96
Assurance of access to quality health care services	75 ↓	94	98	99	99	96
Protection services to prevent abuse of people with developmental disabilities	72 ↓	94	98	98	96	94
Training and counseling services for parents of people with developmental disabilities	63 ↓	97	98	98	97	94
Research to learn about the causes of developmental disabilities	75 ↓	86 ↓	96	96	96	92

Segment 1 was, in general, not as supportive as the others of all government services.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation – government services

In terms of spending the taxpayers' money, please say whether you agree or disagree that it's important for government to provide each service.

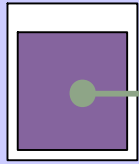
SEGMENTS **percent who agree, strongly/somewhat**

base	1 (72) %	2 (171) %	3 (242) %	4 (137) %	5 (184) %	Total (806) %
------	----------------	-----------------	-----------------	-----------------	-----------------	---------------------

Specialized training for people with developmental disabilities, and/or their advocates, on how to exercise rights and speak up for oneself	57↓	87↓	96	97	96	91
Provisions of personal care attendants, who assist people with developmental disabilities, to enable them to live more independently, or as they choose	54↓	87↓	95	96	97	90
On the job assistance, so people with developmental disabilities can work in regular businesses	44↓	87 ↓	98	97	97	90
Foster homes for children of parents with developmental disabilities	36↓	69	72	84 ↑	76	71

Segment 1's aversion to integration is clearly demonstrated on this page, as they are much less in favor of government services that help people with developmental disabilities to exercise their rights, live independently and work in regular businesses. Segment 4's emphasis on care giving is revealed by their high level of support for foster homes for children of parents with developmental disabilities.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level



attitudinal segmentation– government services

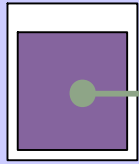
In terms of spending the taxpayers' money, please say whether you agree or disagree that it's important for government to provide each service.

percent who agree, strongly/somewhat

SEGMENTS	1	2	3	4	5	Total
base	(72)	(171)	(242)	(137)	(184)	(806)
	%	%	%	%	%	%
Individual teaching assistants who would enable children with developmental disabilities to attend regular public school classes	22↓	65↓	94	93	93	81
Institutions to care for people with developmental disabilities	60	68	69	88 ↑	71	72
Subsidies to families to pay for extra costs of caring for children with developmental disabilities	36↓	85↓	93	95	93	87
Subsidies to adults with developmental disabilities so they can purchase their own homes if they choose to	18↓	41↓	83	82	81	67

Segment 2's resistance to some aspects of integration/inclusion are revealed here by their lower levels of support for teaching assistants to enable children with development disabilities to attend regular classes, and subsidies enabling adults with developmental disabilities to own their own homes. Segment 1 is clearly against all of these efforts to foster integration/inclusion.

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level

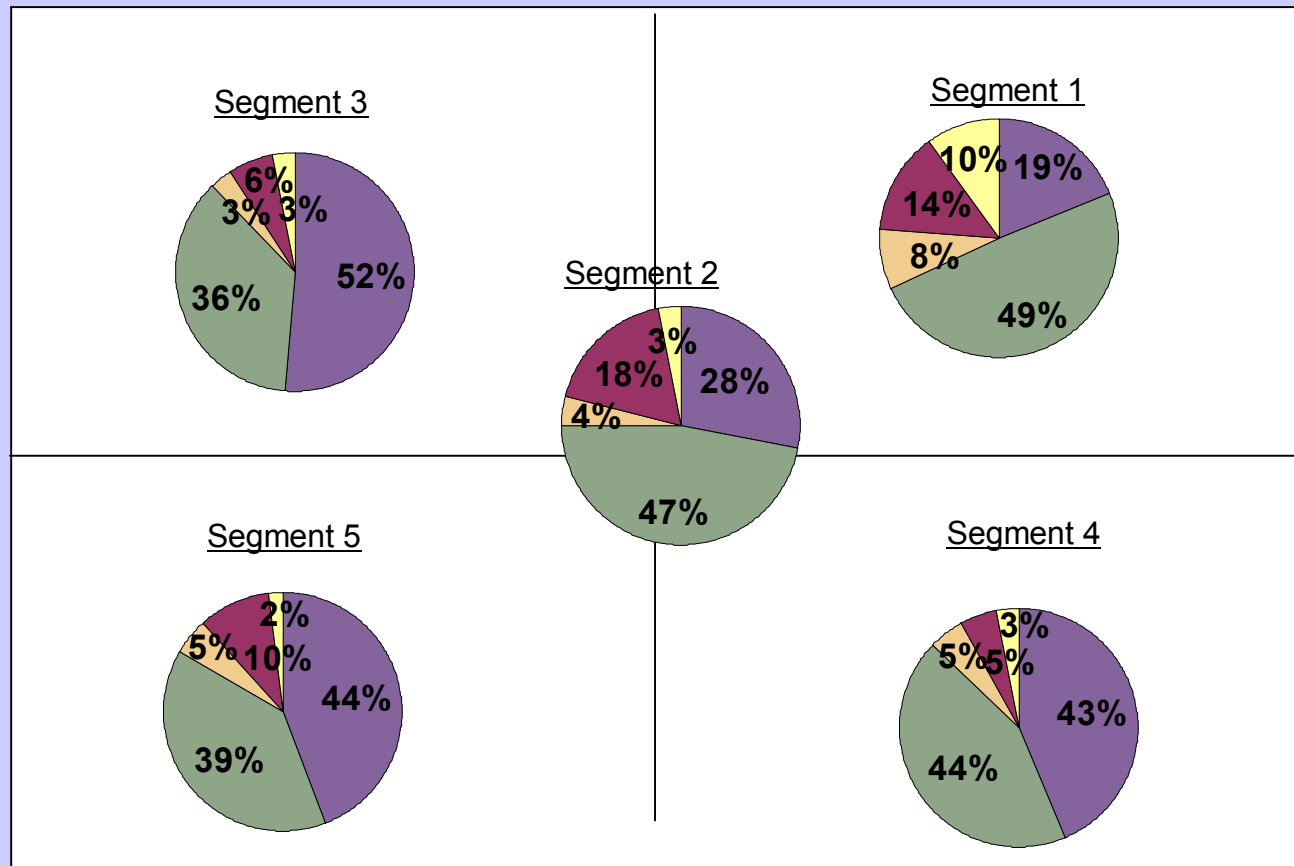


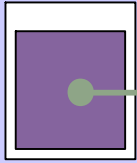
attitudinal segmentation- political parties

Which political party do you believe best represents your views on the role and responsibility of government, and society in general, in helping people with developmental disabilities?

Democrat  Republican  Independence  Other  Don't Know / Refused 

Although the most popular response was to say “don’t know/ refused,” the Democratic party was most often mentioned as representing respondents’ views related to people with developmental disabilities. However, Segments 2 and 1 had the highest number of mentions of other political parties.





segment summary --

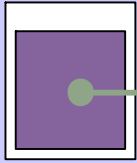
	(1) Segregation

(1) Segregation

The Segregation segment expressed the greatest reluctance towards integration and inclusion of people with developmental disabilities. They had the least amount of awareness and familiarity with people with developmental disabilities, and over one out of three (36%) believed that it was ok to exclude people with developmental disabilities from many public situations. Thirty-nine percent (39%) disagreed with the statement that given the right training people with developmental disabilities could be productive workers; and they were clearly against the idea of including school-aged children with developmental disabilities in the same classes as other children.

Forty-five percent (45%) of the Segregation segment live in small towns or rural areas, more than any other segment; and it had on average the oldest respondents. This segment was generally the most pessimistic as to the prospects for people with developmental disabilities to lead normal lives, and they were less supportive of all government services and assistance for people with developmental disabilities, as compared to all the other segments.

Segregation is the smallest of the five segments, representing 9% of the population of adult Minnesotans.



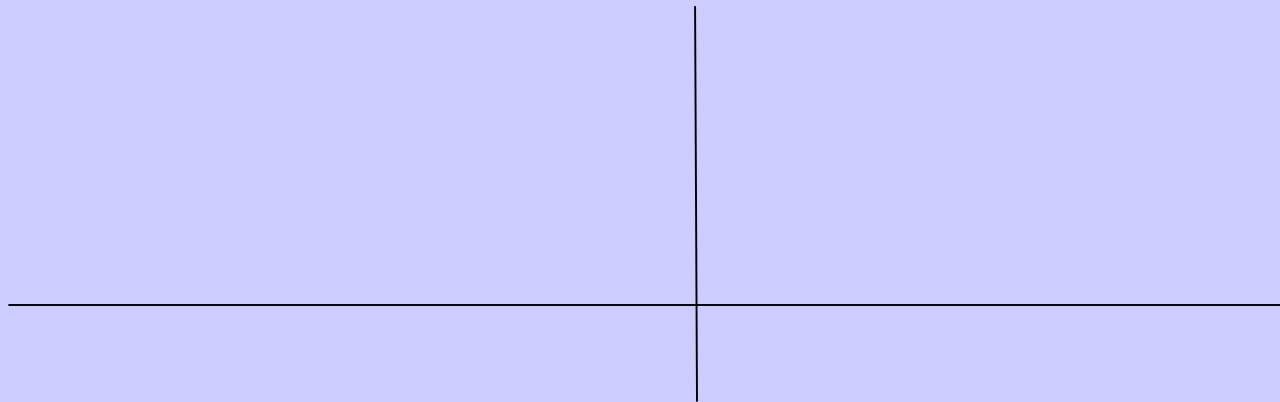
segment summary --

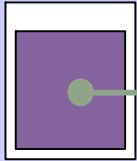
	(2) Limited Inclusion

(2) Limited Inclusion

Limited Inclusion was the most educated segment, on average, and had the highest proportion of Twin Cities suburban residents (47%). They expressed very supportive attitudes related to integration/inclusion, yet there was some evidence of clearly defined limitations. For example, only one out of four agreed with the idea of inclusion in the classroom, and they showed little support for the idea that people with developmental disabilities should be allowed to drive a car, own their own home or have children.

The Limited Inclusion segment represented 21% of the population of Minnesota adults.





segment summary --

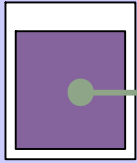
(3) Complete IPSII	

(3) Complete IPSII

Segment 3 encompassed the most enthusiastic supporters of all aspects of integration, productivity, self determination, independence and inclusion (IPSII) for people with developmental disabilities. More than any other segment they believed that people with developmental disabilities can learn to live normal lives; and they were the most in favor of extending all personal rights and freedoms to them, including the right to vote, have children, drink alcohol and drive a car.

Complete IPSII was the youngest segment on average, had the highest average household income, and were most likely to be married. They were also near the top in terms of education.

Complete IPSII was the largest of the five segments, representing 30% of the population of Minnesota adults.



segment summary --

	(4) Compassionate Care-Taking

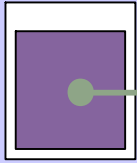
(4) Compassionate Care-Taking

The Compassionate Care-Taking segment was strongly in favor of most aspects of integration for people with developmental disabilities; yet they also tended to believe that it's ok to exclude people with developmental disabilities from many public situations.

The Compassionate Care-Taking segment believed most strongly that people with developmental disabilities should be cared for by their immediate family as much as possible; and, they were also the strongest believers (89%) that the families cannot be expected to provide all necessary services themselves. They believed that society as a whole shares the responsibility, and they were the most enthusiastic supporters of all government services and support for people with developmental disabilities.

However, the Compassionate Care-Taking segment believed that people with developmental disabilities are not capable of any real level of independence or self determination. More than any other segment the majority of Compassionate Care-Taking (58%) believe that people with developmental disabilities should not be allowed to live on their own, and should be kept in facilities where they can be provided with the specialized care they need.

The Compassionate Care-Taking segment represents 17% of Minnesota's adult population.



segment summary --

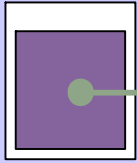
(5) Limited IPSII	

(5) Limited IPSII

Segment 5 was strongly in favor of all aspects of integration/inclusion, very much like the Complete IPSII segment; however, they were not quite as supportive of inclusion in the classroom, and they were a little less confident in the abilities of people with developmental disabilities to live independent, self determined lives. Nevertheless, the Limited IPSII segment was very supportive of all government services and supports for people with developmental disabilities, and overall they appear to have similar awareness, attitudes and beliefs as Segment 3.

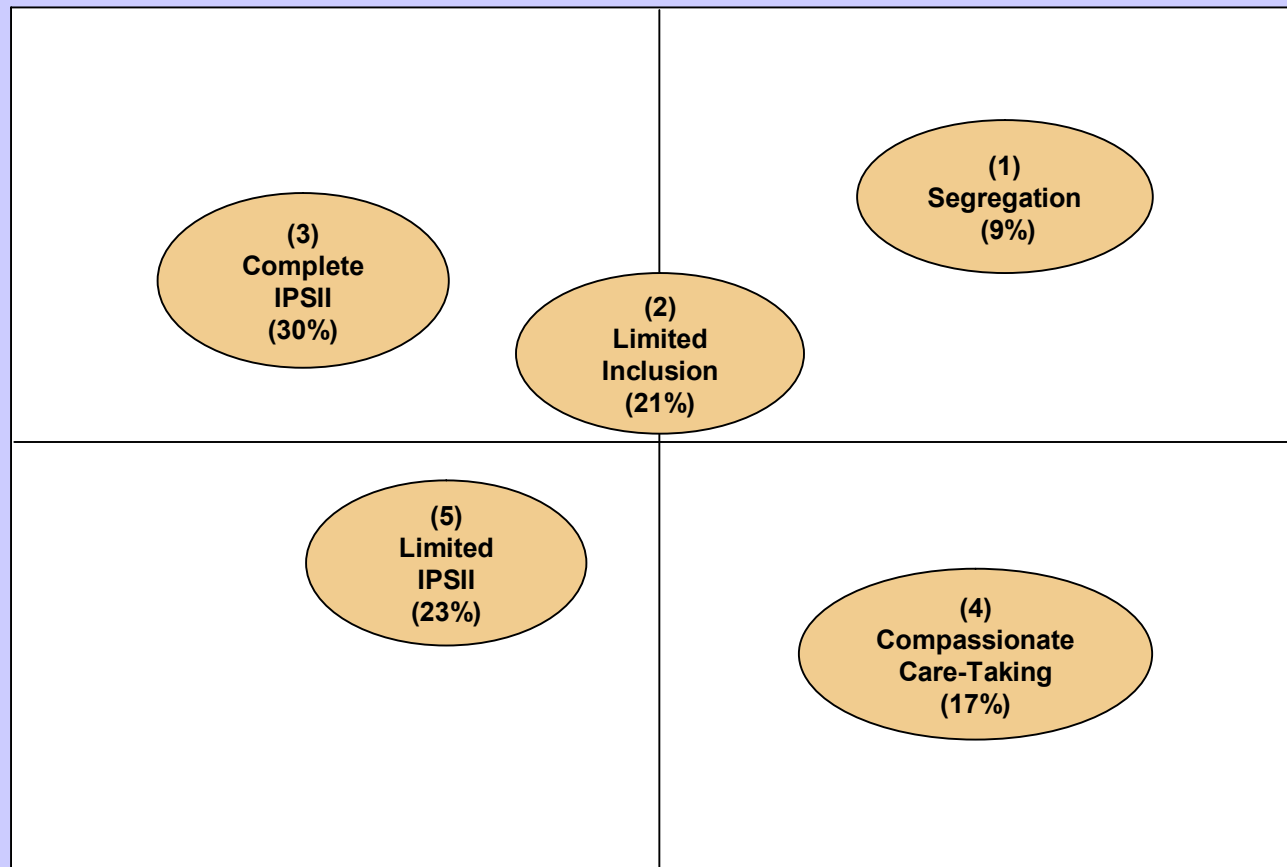
Segment 5, however, held one belief that clearly differentiated them from all other segments: that people with developmental disabilities *look different from typical people*. Eighty percent (80%) of Segment 5 agreed with that statement, compared to only 6% of Segment 3! Perhaps it is this perception of apparent and clear difference between “typical people” and people with developmental disabilities that makes this segment *limited* instead of *complete* in their support and belief in IPSII for people with developmental disabilities.

The Limited IPSII segment represents 23% of the population of Minnesota adults.



attitudinal segmentation analysis

The names, relative sizes and positions of the 5 segments are shown again below within the attitudinal landscape.



The purpose of this analysis was to empower advocacy leaders and policy makers by providing greater insight into how people think about developmental disabilities. These results reveal the kinds of perceptions which persist among various groups within the general population of Minnesota adults. This 5 segment perspective can be used to help guide the development of messages within public education campaigns, so the campaigns can be tailored to specific segments of the general population, which is a more sophisticated method of communicating than what was first envisioned in 1962.