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Awareness, Attitudes and Impact of the Americans with Disabilities Act Among Minnesota Businesses

A Qualitative and Quantitative Research Study

prepared for:

Minnesota Governor's Council on Developmental Disabilities

prepared by:

marketresponseinternational

Project #2039; Report Date 4/6/10

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A::

project overview

project overview

The Americans with Disabilities Act will be 20 years old on July 26, 2010.

The ADA is divided into 5 titles:		
Title I	Employment	Business must provide reasonable accommodations to protect the rights of individuals with disabilities in all aspects of employment.
Title II	Public Service	State and local government instrumentalities, The National Railroad Passenger Corporation, and other commuter authorities, cannot deny services to people with disabilities. Also, public transportation systems must be accessible to individuals with disabilities.
Title III	Public Accommodations	All new construction and modifications must be accessible to individuals with disabilities. For existing facilities barriers to services must be removed if readily achievable. Public accommodations include facilities such as restaurants, hotels, grocery stores, retail stores, etc.
Title IV	Telecommunications	Companies offering telephone service to the general public must have telephone relay service to individuals who use telecommunication devices for the deaf (TTYs) or similar devices.
Title V	Miscellaneous	Includes a provision prohibiting either A) coercing or threatening, B) retaliating against people with disabilities or those attempting to aid people with disabilities in asserting their rights under the ADA.

The focus of this project is on Title III.

project overview

How far have we come with the ADA (Title III) in Minnesota after 20 years?

- To what extent are Minnesota businesses aware of, and comply with the requirements of the ADA?
- What has been the impact of the ADA on...
  - Minnesota businesses?
  - Minnesota society at large?
- To what extent has the ADA impacted the way Minnesota businesses think and act regarding people with disabilities?

research design -- qualitative exploration

This research consisted of 2 phases

<u>Phase 1: Exploration -- in-depth interviews, by telephone and in person with:</u>

- 5 commercial construction contractors
  - 2 located in Twin Cities
  - 3 located out-state (Owatonna, St. Cloud, Hibbing)

- 4 architecture firms
  - 3 located in the Twin Cities
  - 1 located out-state (Rochester)

- Minnesota Department of Labor and Industry (responsible for promulgating the State Building Code)

- 1 small business involved in ADA compliant construction project

research design – survey of MN businesses

Phase 2: Survey Parameters:

- List of selected businesses qualified by Standard Industrial Classifiication (SIC) code
- Random selection of businesses across state of Minnesota
- 15 minute telephone interview
- Range of business sizes included

		Number of employees (FTE)			
	Total	1 - 3	4 - 14	15 - 39	40 +
Sample size	**500**	202	180	80	38
Percent of total sample	**100%**	40%	36%	16%	8%

The survey was designed to measure awareness, attitudes and impact of the ADA among for-profit businesses in Minnesota that cater to the public.

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B:: Phase 1:

exploratory interviews

phase 1: exploratory interviews

The purpose of this qualitative research was to gain an understanding of awareness, attitudes and perceived impact of the ADA, among the commercial builders in Minnesota.

- When (and how) did architects and commercial builders first become aware of the ADA?
- How do they feel about the ADA then and now?
- What has been the impact of the ADA on their design and building projects?
- What training, education, information materials regarding ADA do they have access to; and are they adequate?
- What is their perception of the role and actions of local building inspectors?
- Who do they believe is ultimately responsible for implementing the ADA?

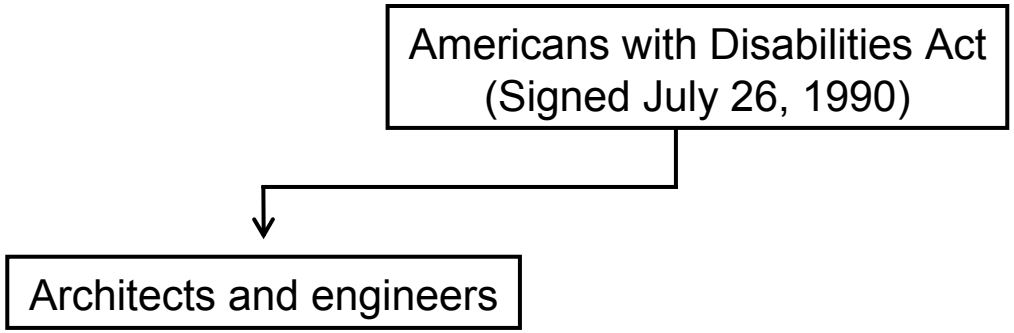
responsibility for ADA implementation

Americans with Disabilities Act
(Signed July 26, 1990)

MN state government

- State of Minnesota accessibility provisions of the State Building Code were first created in 1975.
- ADA provisions were first incorporated into the State Building Code in 1996.
- By 1999, the Minnesota Building Code incorporated all accessibility provisions of the Federal ADA Accessibility Guidelines (ADAAG); net result: a 10-fold increase in the volume of Minnesota's accessibility provisions.
- Minnesota is 1 of 20 states that have statewide mandated accessibility provisions.
- New construction or remodeling triggers the need for compliance with the accessibility provisions.

responsibility for ADA implementation



Architects need to be knowledgeable about ADA in order to get licensed

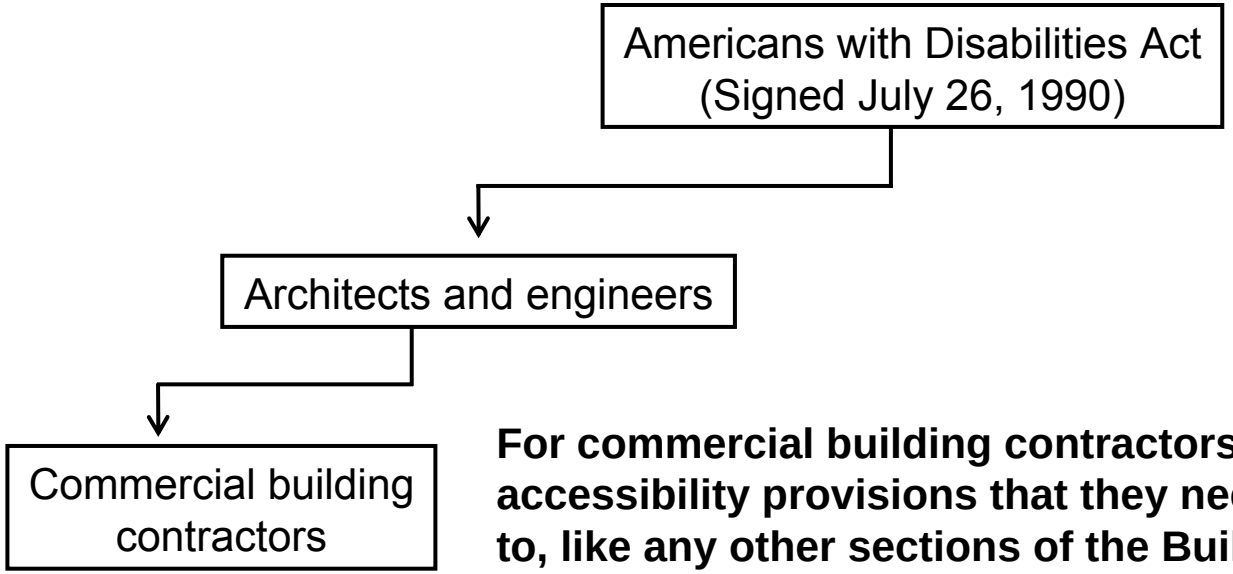
I first learned about the ADA in architectural school; it was introduced as important design criteria, affecting building programming and how people move through space. They put us (students) in wheelchairs and we had to navigate through the environment for a day.

The ADA seemed reasonable to me when I first learned about it. It represented societal change that was necessary; it's an equality issue and quality of life issue.

It's nice that architects have the muscle of the ADA behind them, because if we just told the (building) owners they should do something because it's good, they may not listen to us. We use our client relations skills to make them understand it's a requirement.

We as architects are ultimately responsible for making sure the standards and requirements of the ADA are being met.

responsibility for ADA implementation



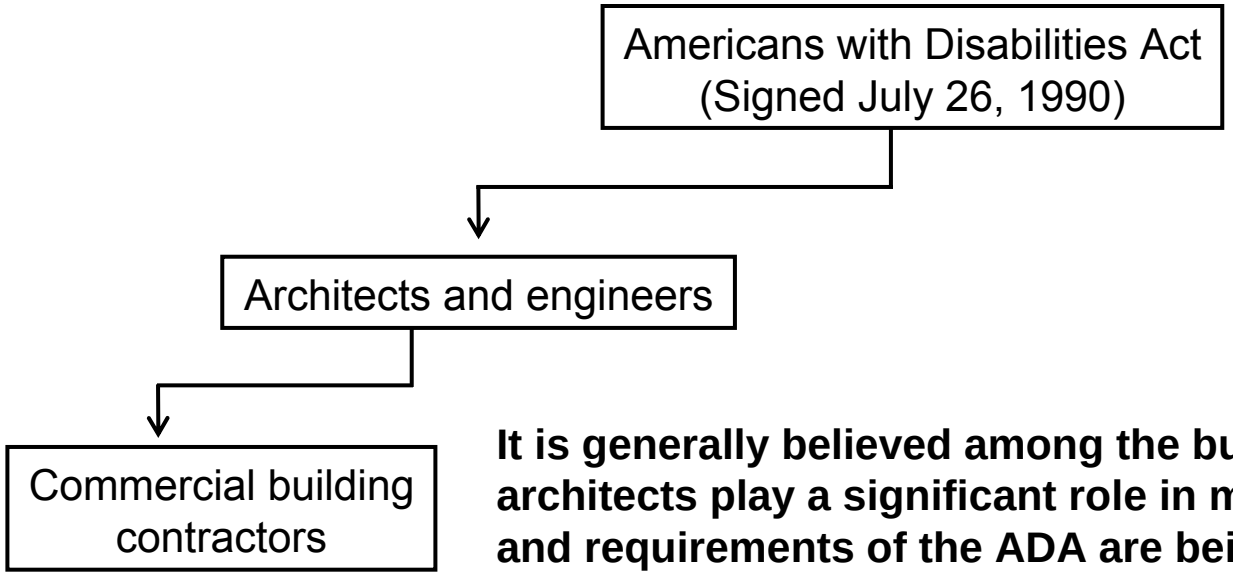
For commercial building contractors the ADA is embodied in accessibility provisions that they need to be aware of and adhere to, like any other sections of the Building Code.

When I think of the ADA I think of clearances, accessibility... it's a way of life in the industry.

The intent of the ADA is to provide people with disabilities the same advantages as people without disabilities. I've got no problem with the ADA, but it does add costs to our projects.

I'm good with (the ADA); it's about accessibility provisions, nothing negative or positive, just a reality. And depending on how you look at it, it can be good for other people (without disabilities) to have larger restroom stalls, slopes on the side walks, curb ramps, and so forth.

responsibility for ADA implementation

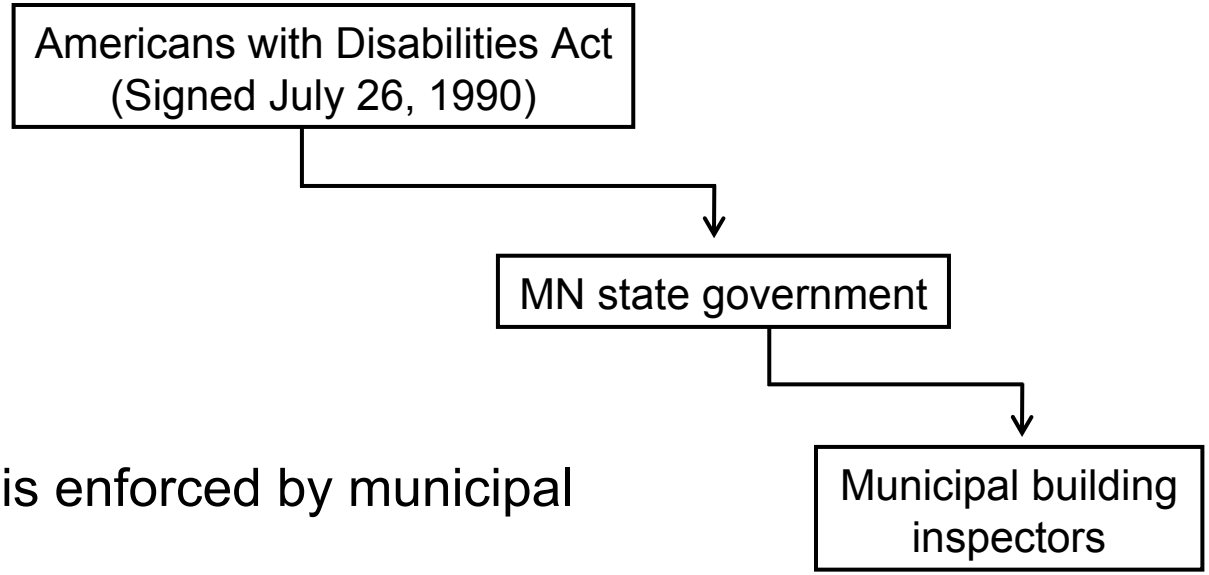


It is generally believed among the building profession that architects play a significant role in making sure the standards and requirements of the ADA are being met.

There are federal and state regulations, but ultimately it's the responsibility of the architect; so when we (contractors) build it, none of the codes are missed.

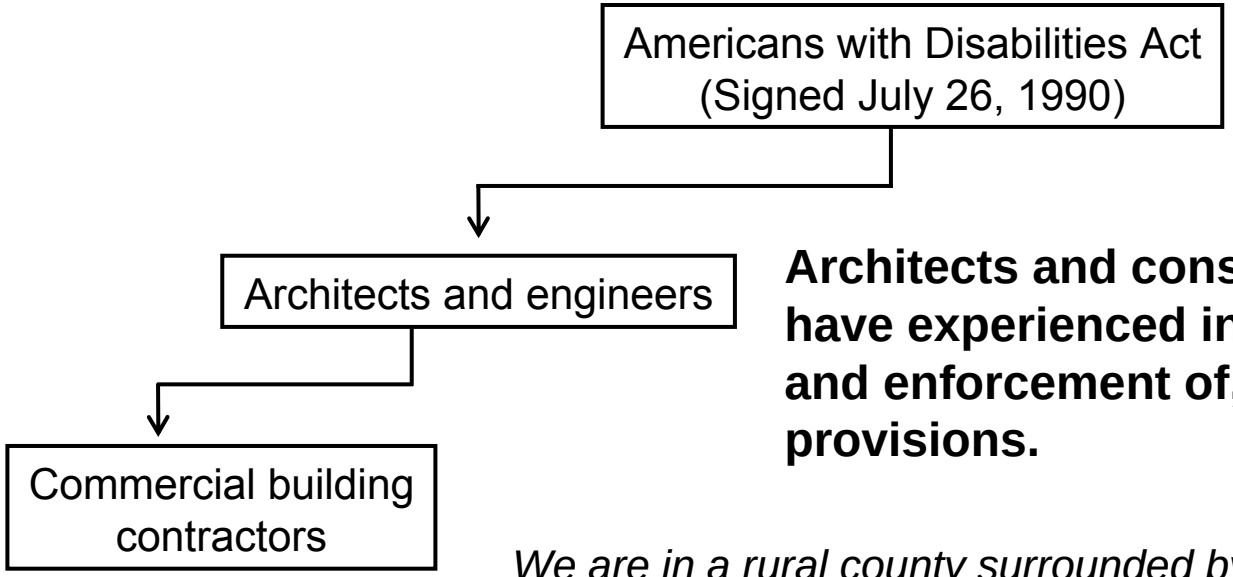
It starts with an architect, and they are AIA (American Institute of Architects), which means they should already know the codes in and out. The building inspector has several other things to do, so I don't think they know the codes inside and out. They rely on architects and engineers to know everything, and they sign the drawings.

responsibility for ADA implementation



- The Building Code is enforced by municipal building inspectors.
- All cities and towns across the state are mandated to adopt and enforce the state's accessibility provisions within the Building Code.
- However, state officials believe accessibility provisions are not enforced in parts of Greater Minnesota.

responsibility for ADA implementation



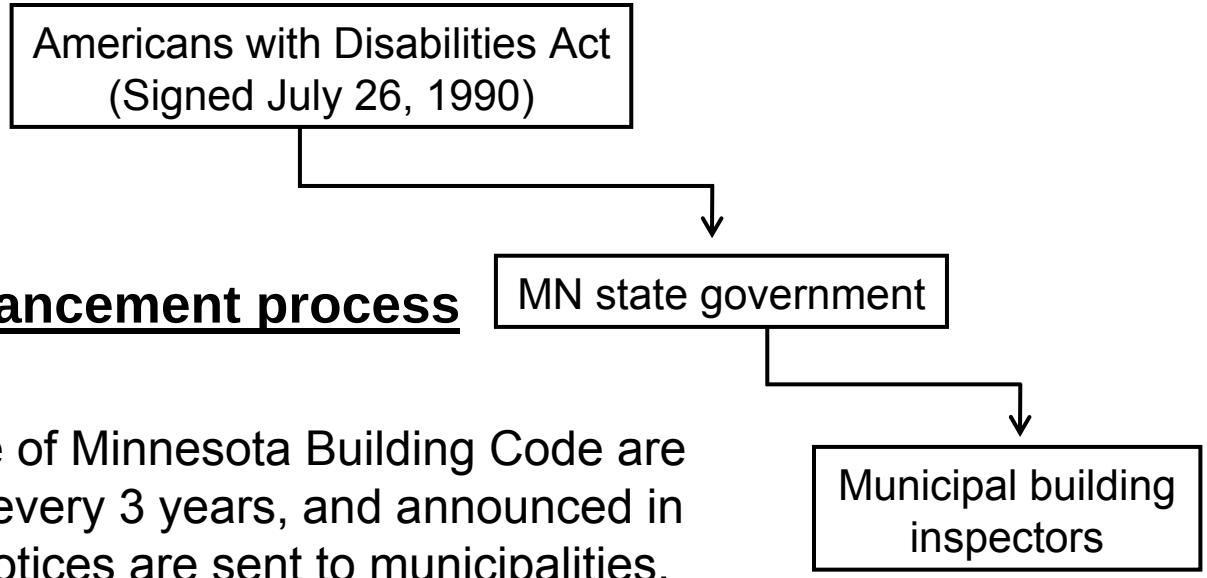
Architects and construction contractors have experienced inconsistent attention to, and enforcement of, accessibility provisions.

We are in a rural county surrounded by very rural counties; some of them do not have a local building official.

I know of several places where (the Building Code) is loosely applied; ADA is probably not enforced in some rural towns. I'd like to see more consistency across jurisdictions.

Inspectors are not all created equal (regarding ADA enforcement). Some rely on architects; some (especially in small towns) wear many hats and do not go in-depth with their inspections. But awareness of ADA is out there.

responsibility for ADA implementation



State Building Code enhancement process

- Changes to the State of Minnesota Building Code are (typically) published every 3 years, and announced in the State Register; notices are sent to municipalities, architecture and construction industry associations, etc.

- New accessibility provisions may trigger training seminars, primarily designed for local inspectors.

- Budget limitations have inhibited the code revision and training process recently. The next review cycle is due in 2012.

perceptions of ADA impact in MN

Implementation of the ADA, and acceptance of it, have evolved over time.*

At first it was just bathrooms, but now it's swimming pools, public transportation, work stations for (people with disabilities)... 100% of commercial buildings are reviewed for ADA.

I don't think it was heavily enforced early on; buildings built 15 to 20 years ago are lacking the requirements that they should have.

Some owners of buildings may have negative opinions (towards ADA requirements); it costs them money. But negative attitudes are getting less and less. I saw (more resistance) when I was younger, but now that I'm in my forties, the ADA requirements are just standard.

I would like to say (the ADA standards) are fully implemented 100% in Minnesota, but that's not going to be the case, because buildings from the 1930s and 40s are still the way they were. I assume the reason for that is because there are no (people with disabilities) working there.

*Quotes from architects and general contractors

building owners' reactions to ADA varied

Architects and commercial builders have experienced both positive and negative reactions to ADA requirements among their clients, the building owners.

It varies from owner to owner: Sophisticated owners accept it; small business owners see it as a burden. Ultimately, we (architects) are advocates for the owner, and they make the final decisions in the end. We will make it clear to them if they're in violation (of ADA requirements), we will get them to put it in writing that we told them and they refused.

Any business that deals with the public has been impacted by the ADA. Lawsuits hit hotels quite a bit.

Some Ma and Pa businesses don't see revenue from ADA compliance, like for example some women's clothing stores. The way the clothing racks are set up and so close together, they are not wheelchair compatible. Some of those businesses won't change until they're compelled.

Some business owners may have some negative feelings if they feel forced to comply, when they don't see themselves dealing with those conditions.

ADA ultimate goals -- integration and inclusion

The ultimate goals of the ADA were expressed by some respondents as the achievement of <u>integrated accessibility</u> and complete <u>inclusion</u> of people with disabilities in the *experiences* of physical structures.

<u>Seamless Integration</u>

Older historic buildings, like the Minnesota State Capitol, have a grand staircase leading up to the front entrance. A person in a wheelchair can't participate in the experience of the grand entrance.

New buildings won't have steps like that; but with good design you can replicate that grand entrance look and experience in other ways, and make it accessible to everyone. And a good design is seamless; you wouldn't even notice that it's accessible.

ADA ultimate goals -- integration and inclusion

Design Tension and Inclusion

There is a tension that happens early in the design of a building, where a lot of attention, budget and finish work goes into the entry or main area, and then a separate (accessible) entrance is put at a secondary location. Yet the intent of the ADA is for universal enjoyment of the building and the way the building is experienced.

Like in the new Guthrie there is the largest escalator in North America; it's a real dramatic experience going up that escalator to the theater, but if you're in a wheelchair you have to take a different path. They solved the physical problem, it's accommodating, but people with disabilities are not included in that part of the Guthrie experience.

Important information found on Guthrie website:

The Guthrie strives to make its facility and performances accessible to all patrons. For questions and ticket information or if you need assistance, please call …

If you have specific program questions or need an accommodation not mentioned below, please contact the Accessibility Office by phone at …

Access programs at the Guthrie are sponsored by Xcel Energy Foundation with additional support from Think Community Bank.

ADA ultimate goals -- integration and inclusion

Herzl Camp Example: MN organization with summer camp in Wisconsin, rebuilding their 80 year old buildings. Camp will be completely accessible, ADA compliant. The path down to the lakefront was particularly challenging.

Tram system rejected: *My daughter would feel singled out, different from the other campers.*

Alternative design: An inclusive experience

This represents one design considered but is not the final design selected for lakeshore access.

Being ADA compliant means everyone is welcome.

When I start to think about the inclusion issue, it all makes sense to me.

(Quotes from the Chair of the Building Committee)

qualitative summary

Adoption of Federal ADA Accessibility Guidelines into the State of Minnesota Building Code was completed in 1999, nine years after passage of the Act.

- *A 10-fold expansion* of The Minnesota Building Code accessibility provisions.
- New construction or remodeling triggers accessibility provisions compliance.

Architects play a significant role in making sure the standards and requirements of the ADA are being met.

- ADA is part of an architect's education
- Knowledge of ADA is required for licensing
- Seamless integrated design of accommodations is the goal

For commercial building contractors the ADA is embodied in the accessibility provisions. Like any other part of the Building Code it is an accepted part of their business.

qualitative summary

Minnesota is one of 20 states with mandated accessibility provisions for all cities and towns across the state.

- However, some state officials and commercial builders believe there are some inconsistencies in enforcement in greater Minnesota.

Three year cycle is typical for changes, enhancements to the Building Code.

- Budget limitations have inhibited the Building Code revision and training process recently. The next review cycle is due in 2012.

Implementation of the ADA, and acceptance of it, have evolved over time.

- Some building owners resist, due to increased costs; however, industry professionals believe negative attitudes have been waning over time.

- The importance of ADA compliance, and the concept of inclusion, have been adopted by some building/property owners.

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C::

Phase 2: survey

- **respondent profile**
- accommodations
- awareness, impact of ADA

survey of MN businesses

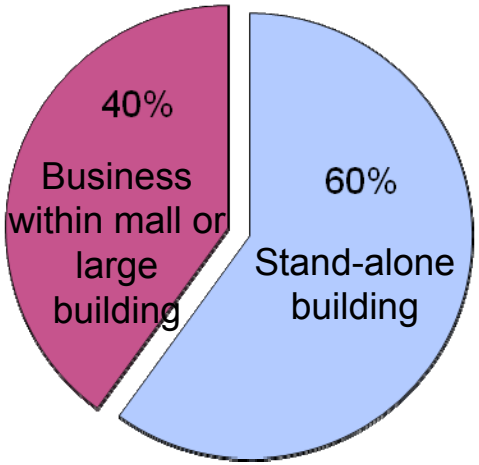
Public accommodations businesses included in the survey

		Business Location			
	Total	Twin Cities	TC Suburbs	Small City	Small Town/Rural
Retail store/service (general category)	184	50	85	13	36
Restaurants	133	36	60	13	24
Hair salon/barber shops	41	9	17	5	10
Hotel/motels	33	3	14	5	11
Convenience stores	28	8	11	2	7
Banks	21	7	8	1	5
Grocery stores	21	6	10	1	4
Vehicle dealerships (cars, rec. veh, farm)	20	2	8	2	8
Gas stations	12	2	4	2	4
Funeral homes	4	1	2	--	1
Movie theaters	3	1	--	--	2
Total sample (n)	**500**	**125**	**219**	**44**	**112**
Percent of total sample	**100%**	**25%**	**44%**	**9%**	**22%**

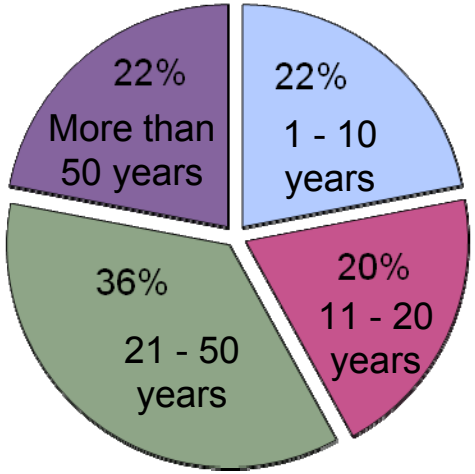
building, location and ownership parameters

The random sample of business resulted in a good mix by type of location, age of building and geographic location. About half of the respondents were building owners, half were lease holders.

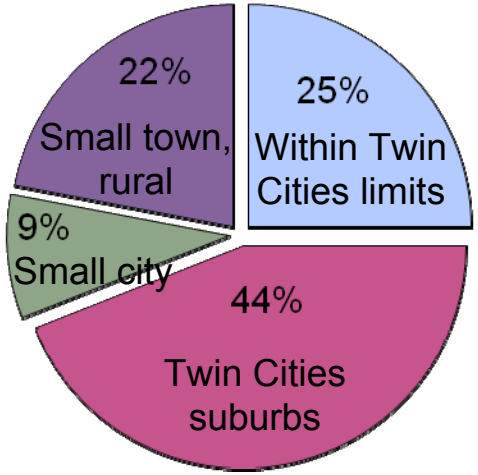
Type of location



Age of building



Geographic location



* To qualify, the business' main entrance had to open to the exterior.

(Base: n = 500)

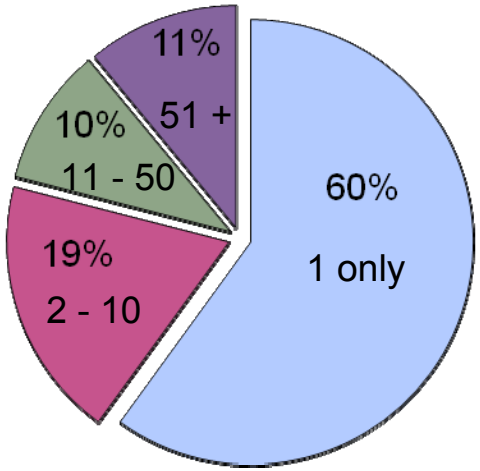
Building / Space Ownership

46% Own	54% Lease

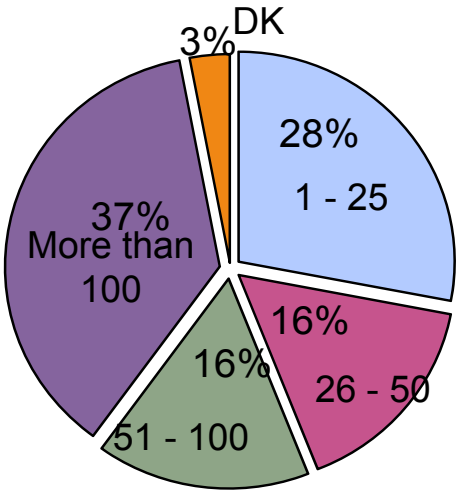
business size parameters

While 60% of the businesses have one location only, the sample appears to represent small and larger companies based on number of locations, daily customer volume and annual revenue.

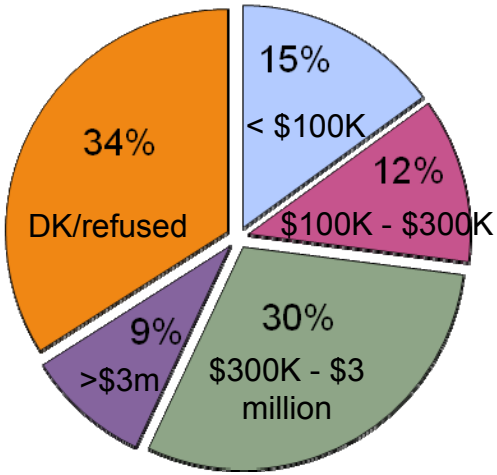
Number of Retail/Public Locations in Minnesota*



Number of Customer Visits in a Typical Day



Total Annual Revenue



* All questionnaire responses were based on one primary business location.

Note: DK = don't know

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C::

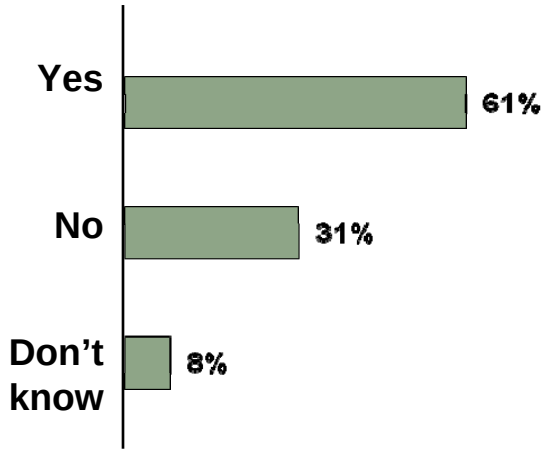
Phase 2: survey

- respondent profile
- **accommodations**
- awareness, impact of ADA

building/property accommodations

Six out of ten respondents report that their building or property was originally designed or later remodeled for greater accessibility. Accessibility features were less prevalent in older buildings; and more prevalent among businesses with high daily customer traffic.

Are there any aspects of the interior or exterior or surrounding property that were either originally designed or later remodeled to make your business more accessible to people with disabilities? (Q2)



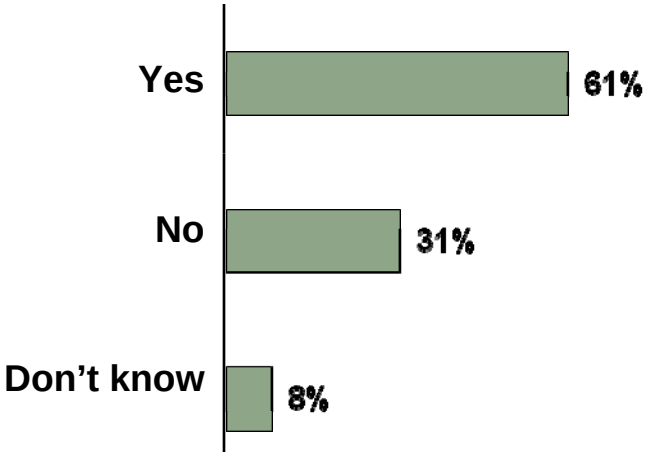
	Total	Age of building in years				Number of daily customers	
		1 - 10	11 - 20	21 - 50	> 50	1 - 100	101 +
(Base: n)	(500)	(110)	(99)	(180)	(111)	(299)	(186)
Yes	61%	66%	73% ↑	57%	51% ↓	56%	68% ↑
No	31%	27%	18%	34%	41%	36%	23%
Don't know	8%	7%	9%	9%	7%	8%	9%

↓↑ Indicates statistically significant differences at the 95% confidence level.

location/revenue

Smaller companies, in terms of annual revenue, were less likely to have accommodations in their building or property than higher revenue companies. There were no significant differences by location.

Are there any aspects of the interior or exterior or surrounding property that were either originally designed or later remodeled to make your business more accessible to people with disabilities? (Q2)



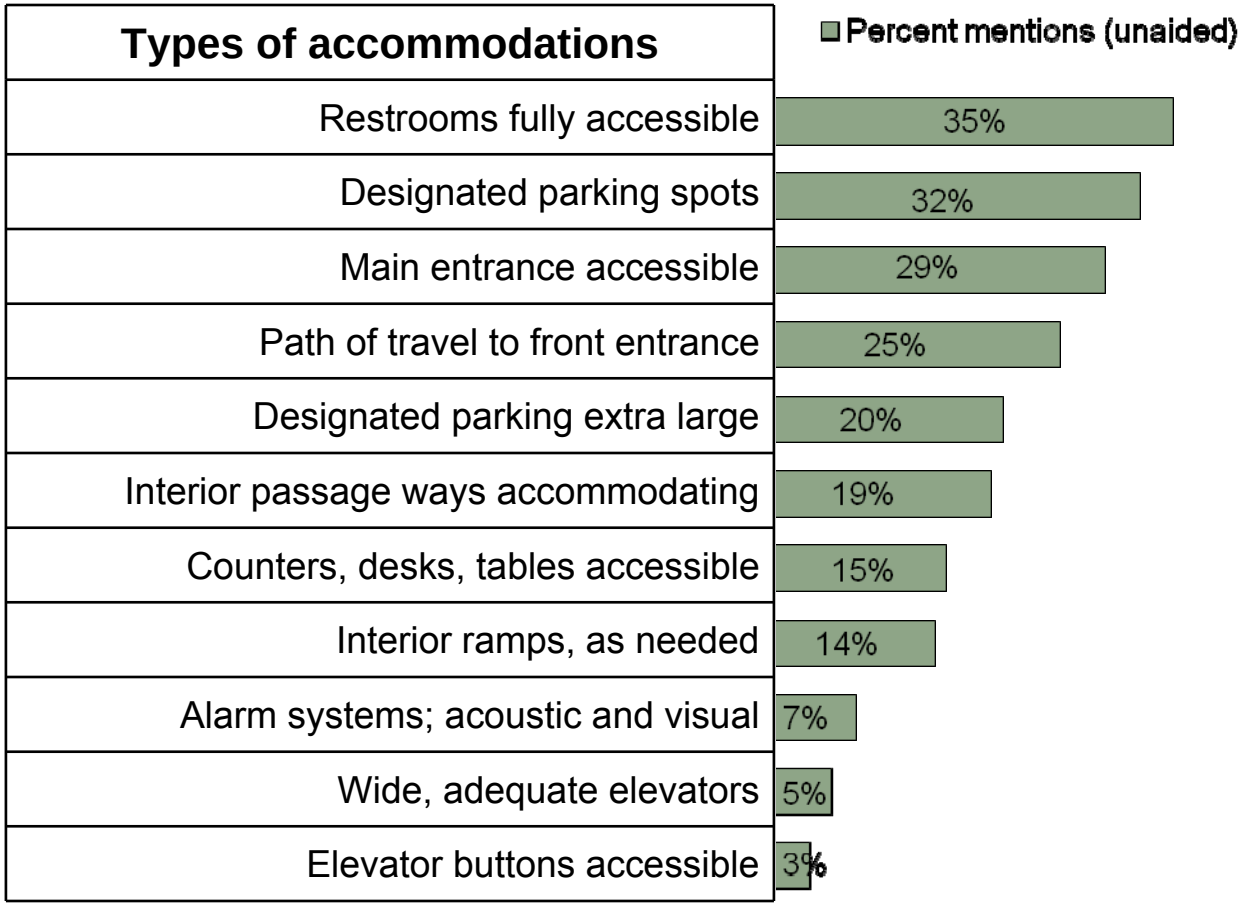
	Total	Location				Annual Revenue		
		TC city	TC suburb	Small city	Small Town/Rural	<300K	300K - 3M	3M +
(Base: n)	(500)	(125)	(219)	(44)	(112)	(139)	(148)	(45)
Yes	61%	54%	64%	61%	62%	48%↓	68%	78%
No	31%	38%	27%	25%	33%	42%	23%	16%
Don't know	8%	8%	9%	14%	5%	10%	10%	7%

↓↑ Indicates statistically significant differences at the 95% confidence level.

accommodations, unaided

When asked about accommodations, most Minnesota business managers think of restrooms, designated parking spots and the main entrance to their business.

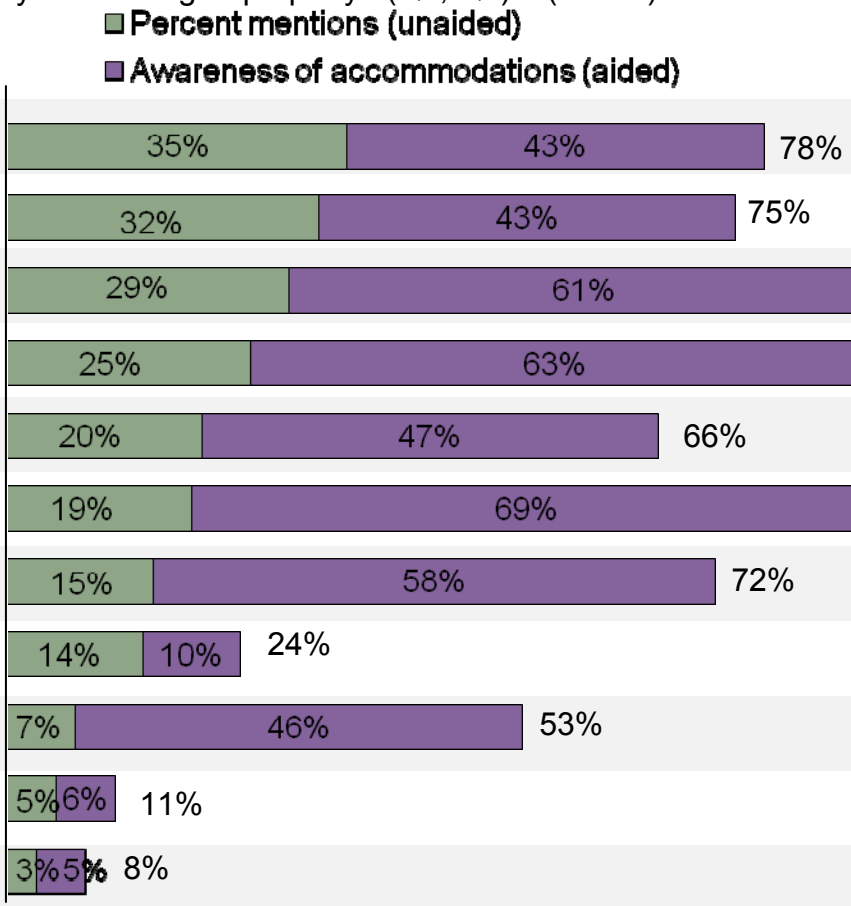
What are all of those accommodations in your building or property? (Q3, Q4) (n=500)



accommodations

On average, approximately 75% of Minnesota business managers believe their businesses, buildings/property are accommodating to people with disabilities.

What are all of those accommodations in your building or property? (Q3, Q4) (n=500)



	Not Applicable	Net Accomm.
Restrooms fully accessible	10%	87%
Designated parking spots	3%	78%
Main entrance accessible	--	90%
Path of travel to front entrance	1%	89%
Designated parking extra large	6%	70%
Interior passage ways accommodating	--	88%
Counters, desks, tables accessible	--	72%
Interior ramps, as needed	63%	64%
Alarm systems; acoustic and visual	11%	60%
Wide, adequate elevators	84%	68%
Elevator buttons accessible	86%	59%

AVERAGE ACCOMMODATIONS INDEX. 75%

accommodations

Older buildings have the lowest percentages of accommodations.

NET ACCOMMODATIONS:
Percent accommodations made where applicable.

	Age of building in years				
	Total	1 - 10	11 - 20	21 - 50	More than 50
(Base: n)	(500)	(110)	(99)	(180)	(111)
Restrooms fully accessible	87%	96%	97%	86% ↓	70% ↓
Designated parking spots	78%	88%	89%	80% ↓	51% ↓
Main entrance accessible	90%	95%	97%	92%	76% ↓
Path of travel to front entrance	89%	97%	95%	89% ↓	76% ↓
Designated parking extra large	70%	84%	81%	68% ↓	48% ↓
Interior passage ways accommodating	88%	95%	98%	87% ↓	77% ↓
Counters, desks, tables accessible	72%	88% ↑	77%	67% ↓	62% ↓
Interior ramps, as needed	64%	68%	82%	68%	44% ↓
Alarm systems: Acoustic and visual	60%	72% ↑	60%	59%	47% ↓
Wide, adequate elevators	68%	84%	63%	64%	56% ↓
Elevator buttons accessible	59%	73%	50%	63%	40% ↓
AVE. ACCOMMODATIONS INDEX	**75%**	**85%**	**81%**	**75%**	**59%**

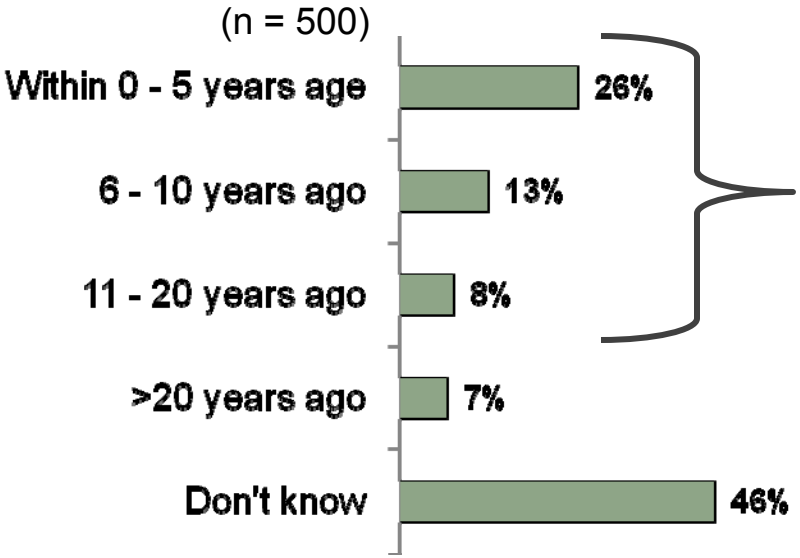
↓↑ Indicates statistically significant differences at the 95% confidence level.

building/property accommodations

Almost half of the respondents (47%) reported construction in their building or property within the past 20 years resulting in new accommodations. And while most (around 60%) said they wanted to make their businesses more accessible, in about half of the projects the accommodations may not have been the primary reason for the construction or remodeling. Only 1% of the accommodation projects were initiated with a threat of a lawsuit by a person or persons with disabilities.

When was the most recent construction or remodeling project resulting in any accommodation? (Q6)

Most recent accommodation/construction



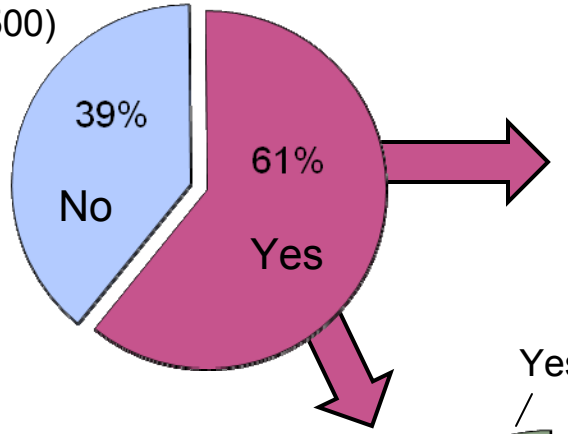
Reasons for physical accommodations (Q7): (Base: n)	**Total** (233)
We wanted to make our business more accessible to potential new customers with disabilities	61%
We wanted to make our business more accessible to current customers with disabilities	60%
We firmly believed that it was the socially responsible thing to do	59%
We thought it was good public relations for our business	59%
We were doing other work on our building and had to include these accommodations in order to adhere to the Building Code	52%
We wanted to make our business more accessible to employees with disabilities	41%
We were being threatened with a lawsuit by a person or persons with disabilities, who claimed we were legally bound to make accommodations for them	1%

accessibility of websites

Businesses' virtual spaces lag far behind physical spaces, when it comes to adoption of accessibility features for people with disabilities.

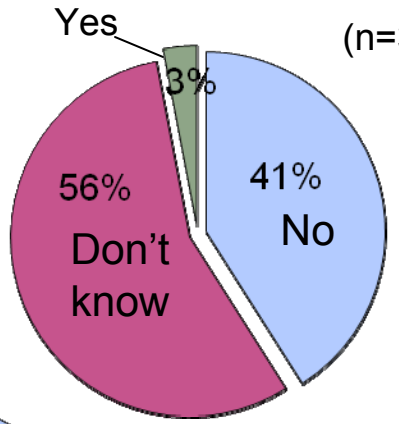
Does your business have a website? (Q9)

(n=500)



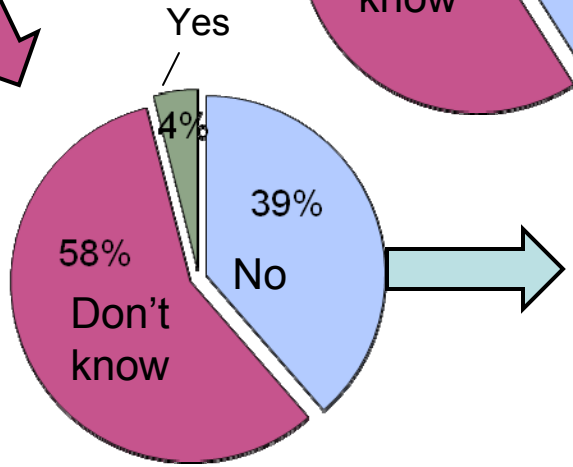
Has your website ever been tested/checked for accessibility features, for people with vision loss, loss of hearing or cognitive disabilities? (Q10)

(n=305)



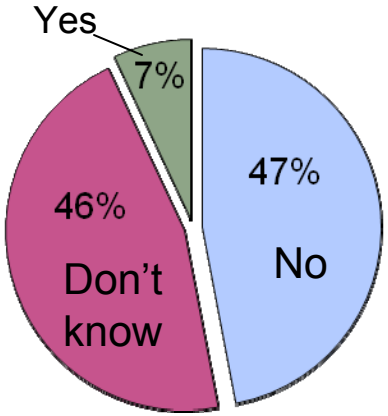
Does it have any accessibility features? (Q11)

(n=305)



Has the idea of making your website accessible to people with disabilities ever been discussed (Q13)

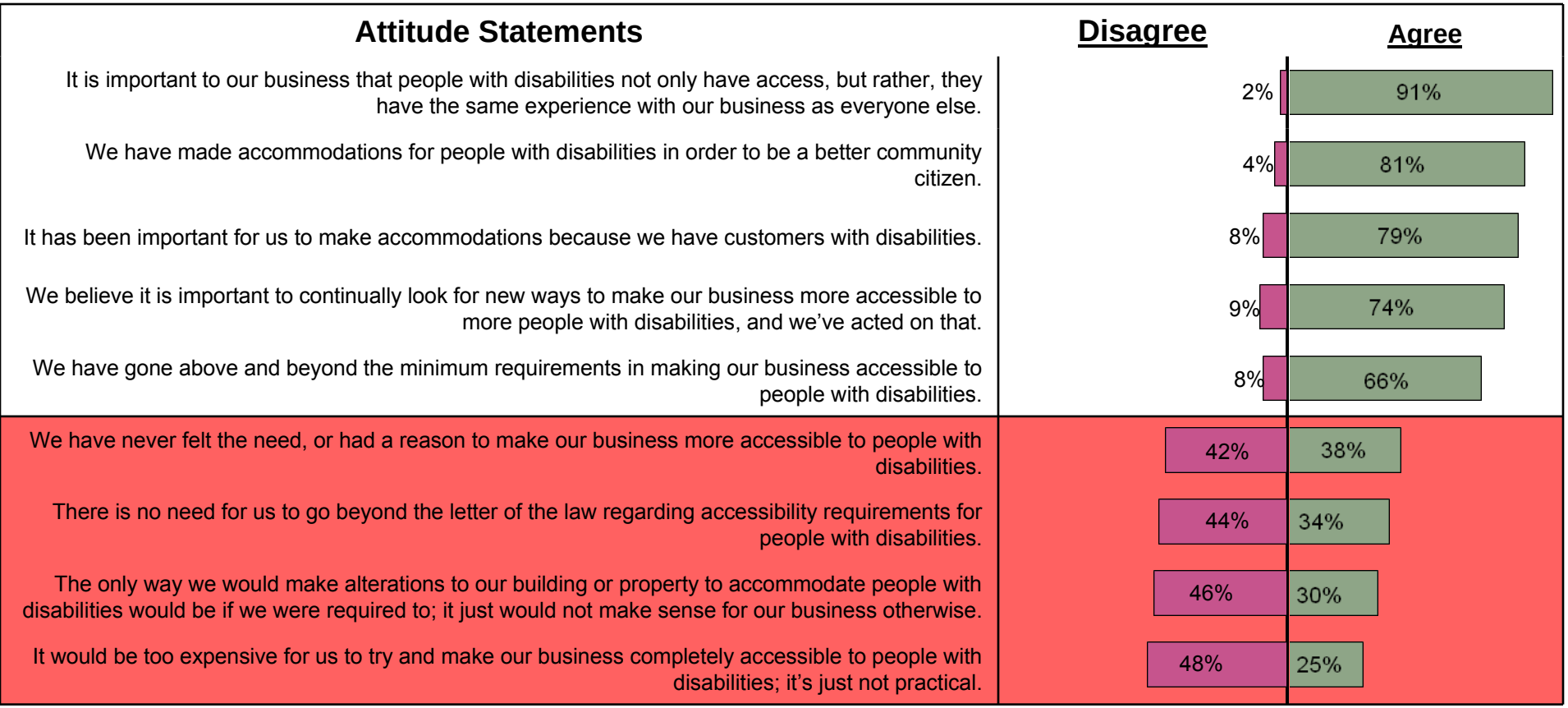
(n=294)



attitudes toward accessibility/accommodations

While a majority of respondents tend to agree with positive statements regarding accommodations, some resistance to making accommodations was also expressed.

Please indicate whether you agree or disagree with each of the following statements. (Q15)



attitudinal segments

The Inclusion segment agreed most strongly with all of the more positive attitudinal statements related to accessibility and inclusion for people with disabilities.

AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY
5	4	3	2	1

Attitude Statements (Base)	Attitudinal Segments (mean ratings) Inclusion (176)	Compliance (200)	Avoidance (124)
It is important to our business that people with disabilities not only have access, but rather, they have the same experience with our business as everyone else.	4.9 ↑	4.8	4.1 ↓
We have made accommodations for people with disabilities in order to be a better community citizen.	4.8 ↑	4.5	3.6 ↓
It has been important for us to make accommodations because we have customers with disabilities.	4.8 ↑	4.6	3.0 ↓
We believe it is important to continually look for new ways to make our business more accessible to more people with disabilities, and we've acted on that.	4.7 ↑	4.2	3.2 ↓
We have gone above and beyond the minimum requirements in making our business accessible to people with disabilities.	4.4 ↑	4.0	3.3 ↓

↓↑ Indicates statistically significant differences at the 95% confidence level.

attitudinal segments

The Inclusion segment disagreed with all of the more negative attitudinal statements regarding making their business more accessible to people with disabilities.

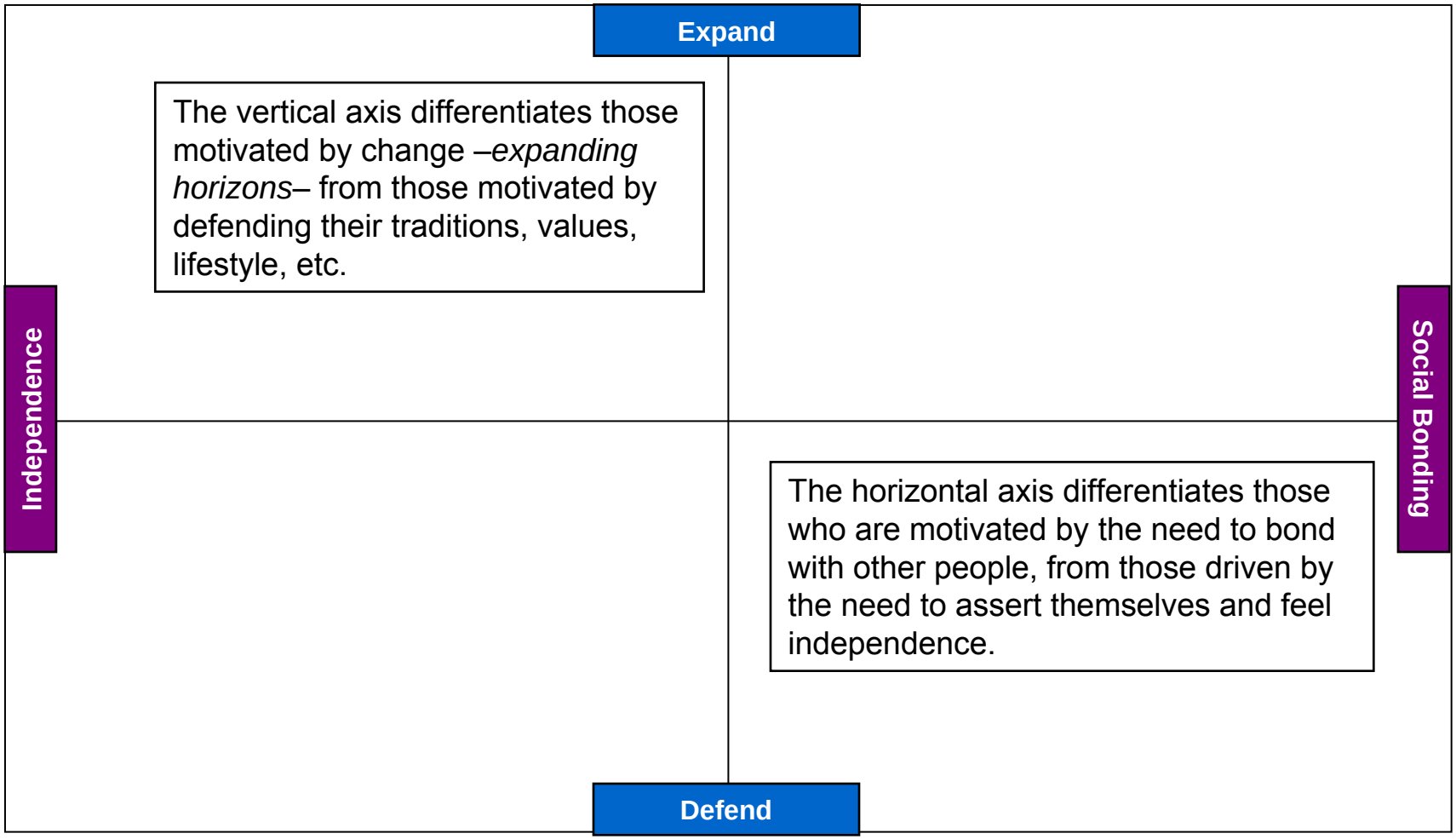
AGREE STRONGLY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE STRONGLY
5	4	3	2	1

Attitude Statements	Attitudinal Segments (mean ratings)		
	Inclusion (176)	**Compliance** (200)	**Avoidance** (124)
We have never felt the need, or had a reason to make our business more accessible to people with disabilities	1.8 ↓	3.4	3.7 ↑
There is no need for us to go beyond the letter of the law regarding accessibility requirements for people with disabilities.	1.5 ↓	3.4	3.6
The only way we would make alterations to our building or property to accommodate people with disabilities would be if we were required to; it just would not make sense for our business otherwise.	1.5 ↓	3.2	3.8 ↑
It would be too expensive for us to try and make our business completely accessible to people with disabilities; it's just not practical.	1.6 ↓	2.8	3.7 ↑

↓↑ Indicates statistically significant differences at the 95% confidence level.

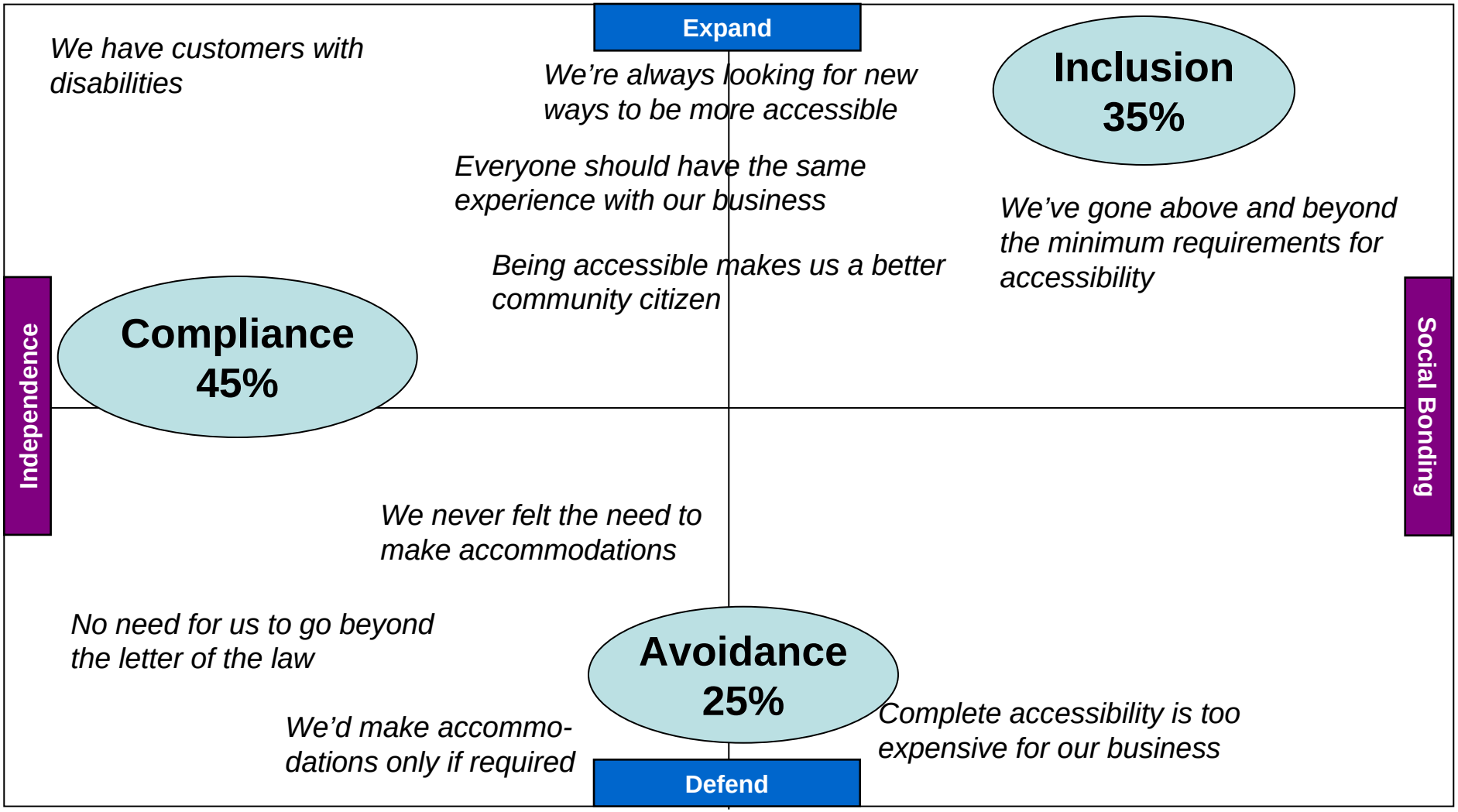
motivational map

The three attitudinal segments will be displayed within the 2-dimensional motivational map:



motivational map

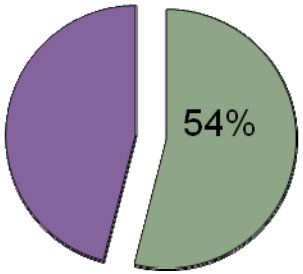
The relationships between attitudinal statements and segments are displayed within the motivational map.

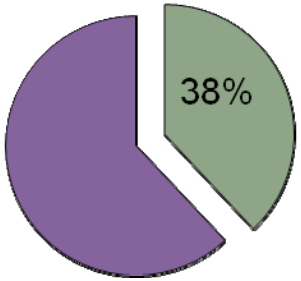


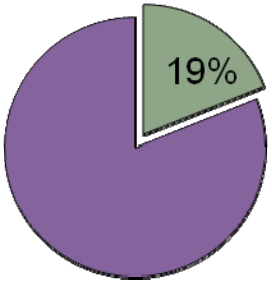
attitudinal segments

The Inclusion segment was most likely to have had enhanced accommodations within the past 10 years, and more likely to do more within the next 5 years, compared to the other 2 segments.

	Inclusions (176)	Compliance (200)	Avoidance (124)
Building/Property has accessibility features (Q2)……..... Construction has been done within the past 10 years resulting in enhanced accommodations.	75% ↑	60%	42% ↓







Likelihood of business making new enhanced accommodations within the next 5 years (Base)	Inclusion (176)	Compliance (200)	Avoidance (124)
Definitely	18% ↑	9%	5%
Probably	31% ↑	16%	8% ↓
Might/might not	30%	33%	30%
Probably not	14% ↓	30%	39%
Definitely not	3%	7%	16% ↑

↓↑ Indicates statistically significant differences at the 95% confidence level.

attitudinal segments

The Avoidance segment was more likely than the other two segments to include smaller revenue companies, with fewer employees and customers, operating out of older buildings.

Business Parameters* (Base)	Total (500)	Inclusion (176)	Compliance (200)	Avoidance (124)
Average age of building (Q30)	37 years	28 years	36 years	53 years
Number of employees (FTE) (Q32)	17	17	23	7 ↓
Daily customer traffic (median) (Q33)	70	125	63	30
Business Total Annual Revenue (Q39) (Base)	(332)	(113)	(136)	(83)
Less than $300,000	42%	35%	36%	61% ↑
$300,000 to $999,999	28%	29%	32%	18% ↓
$1,000,000 or more	30%	36%	32%	20%

*NOTE: There was no statistically significant relationship between segment membership and geographic location.

↓↑ Indicates statistically significant differences at the 95% confidence level.

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Phase 2: survey

- respondent profile
- accommodations
- **awareness, impact of ADA**

awareness/familiarity of ADA

While awareness of the ADA is relatively high (82%) familiarity with the Act is relatively low; only 25% of all respondents are aware that the Act was passed 20 years ago.

Have you ever heard of the Americans with Disabilities Act? (Q15) (n = 500)

How familiar are you with the Americans with Disabilities Act, including its overall objective and its specific aspects? (Q16) (n = 410)	**Very Familiar 11%**	**Somewhat Familiar 48%**	**Not at all familiar 41%**

Approximately how many years ago was the ADA passed? (Q17)	(45)	(365)	Total aware (410)
(Base)			
Less than 10 years ago	4%	9%	8%
About 15 years ago	31%	23%	24%
About 20 years ago	44% ↑	28%	30%
25 or more years ago	7%	14%	13%
Don't know, no idea	13%	26% ↑	25%

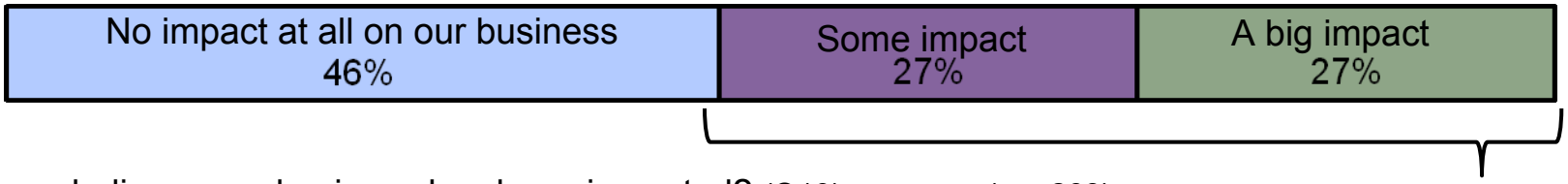
↑↓ Indicates statistically significant differences at the 95% confidence level.

impact of ADA

All respondents were read this statement:

THE AMERICANS WITH DISABILITIES ACT was passed by Congress 20 years ago in 1990, and was described as, "Wide ranging legislation intended to make American society more accessible to people with disabilities." One part of the Act related to public accommodations states that all new construction and modifications must be accessible. . .

Thinking about businesses like yours, 20 years ago as compared to today, do you believe the Americans with Disabilities Act has had. . . (Q18) (n = 500)

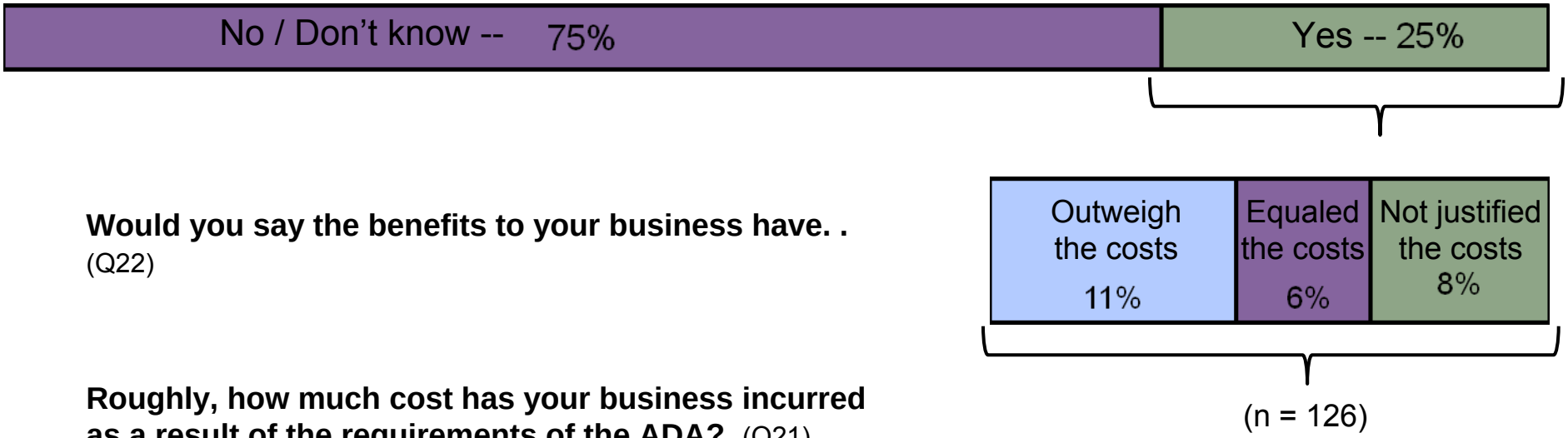


How do you believe your business has been impacted? (Q19) (n = 268)

	Percent Mentions
NET: POSITIVE IMPACTS	**77%**
Our business has increased because we're more accessible/accommodating.	52%
Increased awareness of needs of people with disabilities.	16%
Better, easier access benefits people with disabilities.	15%
Feels good; it's a good thing; the right thing to do.	6%
NET: NEGATIVE IMPACTS	**21%**
We had to make changes to comply with the law.	13%
Increased our costs.	6%
Challenging for small business; affected business negatively, etc.	2%

impact of ADA

Do you believe your business has incurred any costs that were the result of requirements specified by the Americans with Disabilities Act? (Q20)



Would you say the benefits to your business have. . (Q22)

Roughly, how much cost has your business incurred as a result of the requirements of the ADA? (Q21)

Less than $5,000.	37%
$5,000 to $9,999.	18%
$10,000 to $19,000.	12%
$20,000 to $49,999.	8%
$50,000 or more.	6%
Don't know.	20%

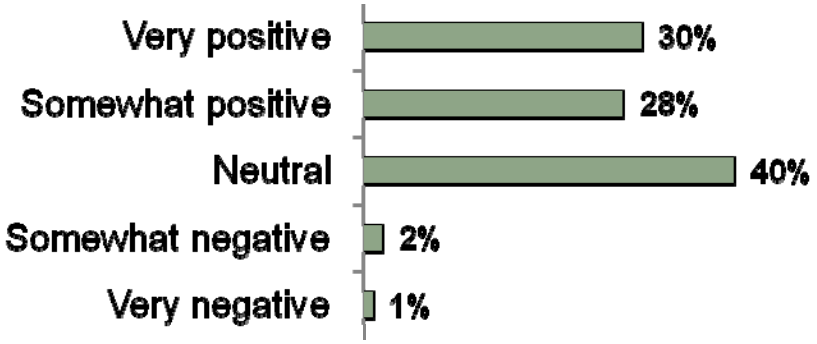
ADA impact

A majority of respondents feel the ADA has had a positive effect on their business and general community.

All things considered, how do you feel about the Americans with Disabilities Act, in terms of the effects it has had. . . . .

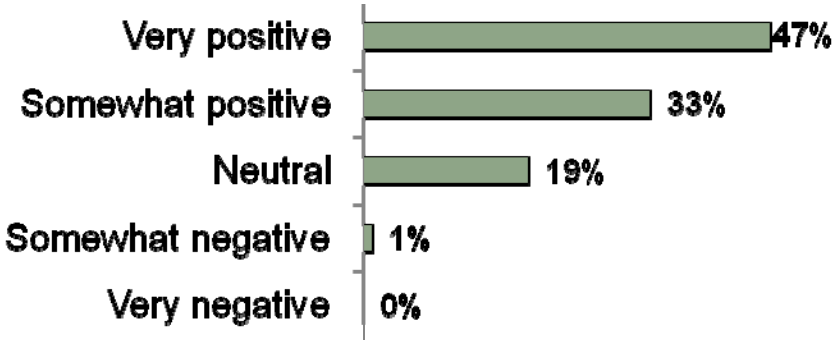
On your business (Q27)

(n = 500)



On your general community as a whole (Q28)

(n = 500)

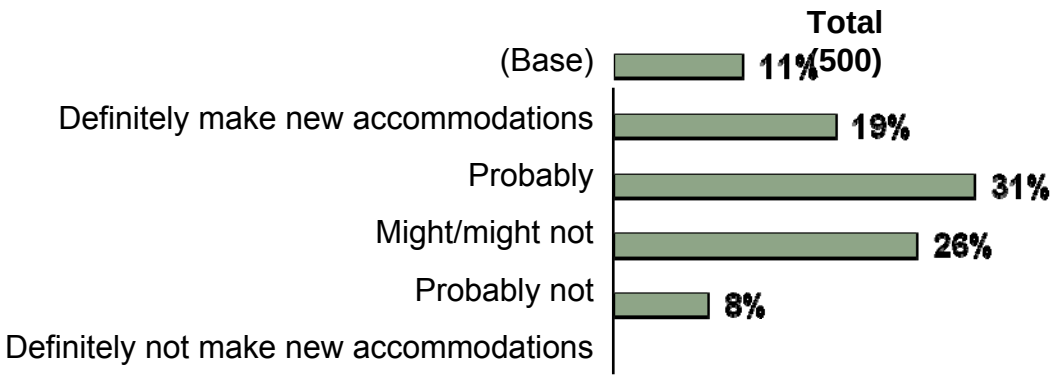


↑↓ Indicates statistically significant differences at the 95% confidence level.

ADA impact

Those with more positive attitudes towards ADA's affect on their business are more likely, compared to those with less positive attitudes, to enhance the accommodations of their business within the next 5 years.

In the next 5 years, what is the likelihood that your business will make any enhancements or new accommodations, making your business more accessible to people with disabilities:
Will your business. . .



Attitudes about ADA's effect on their business:

	Very positive	Somewhat positive	Neutral	Somewhat/very negative
(Base)	(152) ↑	(138)	(198)	(12)
Definitely make new accommodations	22% ↑	12%	3%	8%
Probably	24%	19%	16%	8%
Might/might not	27% ↓	32%	41%	1%
Probably not	15%	26%	35%	25%
Definitely not make new accommodations	7%	4%	10%	50%

↑↓ Indicates statistically significant differences at the 95% confidence level.

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quantitative summary

quantitative summary

Six out of ten respondents report that their building or property was originally designed or later remodeled for greater accessibility.

- Accessibility features were less prevalent in older buildings; and more prevalent among businesses with high daily customer traffic.
- Smaller companies were less likely to have accommodations in their building or property than larger companies.

On average, approximately 75% of Minnesota business managers believe their businesses' buildings/ property are accommodating to people with disabilities.

- Perceived percentages of accommodations was highest (85%-90%) for:
  - Main entrances to businesses
  - Restrooms
  - Path of travel from parking
  - interior passageways
- Penetration of accommodations was lowest (60%-70%) for:
  - Alarm systems
  - Interior ramps
  - Elevators
  - Checkout counters, desks, tables
  - Extra large designated parking spots

quantitative summary

Businesses' virtual spaces (websites) lag far behind physical spaces, when it comes to adoption of accessibility features for people with disabilities.

- Only 4% of websites have accessibility features.
- Only 7% of businesses with websites have discussed the idea of making their website more accessible to people with disabilities.

A majority of respondents tend to agree with positive statements regarding accommodations. . .

- 3 out of 4 believe it is important for them to continually look for new ways to make their business more accessible to more people with disabilities;

However, some resistance to making accommodations was also expressed:

- 3 out of 10 said it would not make sense to make alterations to their business or property to accommodate people with disabilities;
- 1 in 4 said it would be too expensive and not practical to try and make their business completely accessible to people with disabilities.

quantitative summary

While awareness of the ADA is relatively high (82%) familiarity is relatively low.

- Only 25% of all respondents are aware that the Act was passed 20 years ago.

About half of the respondents believe the ADA has impacted their business.

- 58% said the ADA has had a positive impact on their business:
  - *Our business has increased because we are more accessible*
  - *Increased awareness of needs of people with disabilities*
  - *Better, easier access benefits people with disabilities*
- Only 3% said the ADA has had a negative impact on their business:
  - *We had to make changes to comply with the law*
  - *Increased our costs; affected business negatively, etc.*

25% of the respondents believe their business has incurred costs as a result of the ADA;

- 2/3 believe the benefits to their business have outweighed or equaled the costs.

30% of all respondents believe that within the next 5 years their business will definitely or probably make enhancements or new accommodations, making their business more accessible to people with disabilities.

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Thank you!

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