

## STATISTICS - ALL RESPONDANTS

Total Participants	30
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Company Age (Years)	Average	Oldest	Youngest
	7.44	50	0.6

No. of Employees	Average	Most	Least
	19.83	240	1

Location (%)	England	97%
	Wales	3%
	Scotland	0%
	N.Ireland	0%

Has A Website?	Yes	90%
	No	10%

Website Management	Externally	32%
	In House	18%
	By Myself	50%

Site Features	Contact Info	About Page	News	Downloads	Forums	Gallery	RSS Feeds	Flash	T&C/Privacy policy	Access Statement
	100%	100%	36%	43%	14%	50%	7%	29%	57%	32%

Heard of the W3C?	Yes	27%
	No	73%

Aware of the DDA?	Yes	77%
	No	23%

Aware of any Website Legislation?	Yes	23%
	No	77%

Aware of Certain Initiatives?	WCAG	WAI	WaSP	Bobby/WebXact	A, AA, AAA	Section 508	PAS78
	No Knowledge	77%	83%	83%	87%	73%	87%
Heard Of It	17%	7%	3%	3%	10%	7%	0%
	Some Knowledge	0%	3%	3%	0%	10%	3%
Familiar	0%	0%	3%	7%	0%	0%	0%
	Very Familiar	7%	7%	7%	3%	7%	3%
No Knowledge	77%	83%	83%	87%	73%	87%	90%
	Limited Knowledge	23%	17%	17%	13%	27%	13%
Familiar	7%	7%	10%	10%	7%	3%	3%

Aware of the term "Website Accessibility"?	Yes	47%
	No	33%
	Unsure	20%

Attitudes	20%	Accessibility is expensive and/or a waste of time as the small number of our customers affected will either not be bothered or will contact us in another way.
	27%	We have no need for extra accessibility. Our customers/visitors are able enough to cope, but we will provide support to them if they ask.
	7%	We actively promote our website accessibility and ensure we provide measures to attract people with access needs, even if we have to pay more to do this.
	23%	We would like to think we are accessible to as many people as possible, but we probably won't be going out of our way or spending more just to attract a handful of customers.
	3%	We meet any suggested standards because we have heard of legal actions against companies that don't conform.
	20%	Other

Are they concerned by legal actions?	Yes	50%
	No	23%
	Unsure	27%

Who should be accountable legally?	Business	33%
	Designer	37%
	Joint	30%

What actions would you take if it became a legal requirement to be accessible? (Multiple selections allowed)	13%	No Actions
	10%	Hire A Consultant
	73%	Ask The Designer
	27%	Order A Redesign
	0%	Close The Site - These laws shouldn't apply to SMEs
	10%	Close The Site - It wouldn't affect our trade