

## STATISTICS - RESPONDANTS WITH NO WEB DESIGN BACKGROUND

Total Participants	26
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Company Age (Years)	Average	Oldest	Youngest
	8.12	50	0.6

No. of Employees	Average	Most	Least
	22.38	240	1

Location (%)	England	100%
	Wales	0%
	Scotland	0%
	N.Ireland	0%

Has A Website?	Yes	88%
	No	12%

Website Management	Externally	38%
	In House	17%
	By Myself	46%

Site Features	Contact Info	About Page	News	Downloads	Forums	Gallery	RSS Feeds	Flash	T&C/Privacy policy	Access Statement
	100%	100%	42%	50%	17%	50%	8%	29%	54%	29%

Heard of the W3C?	Yes	19%
	No	81%

Aware of the DDA?	Yes	73%
	No	27%

Aware of any Website Legislation?	Yes	15%
	No	85%

Aware of Certain Initiatives?	WCAG	WAI	WaSP	Bobby/WebXact	A, AA, AAA	Section 508	PAS78
	No Knowledge	85%	92%	92%	96%	81%	96%
Heard Of It	15%	8%	4%	4%	12%	4%	0%
	Some Knowledge	0%	0%	0%	0%	8%	0%
Familiar	0%	0%	0%	0%	0%	0%	0%
	Very Familiar	0%	0%	4%	0%	0%	0%
No Knowledge	85%	92%	92%	96%	81%	96%	100%
	Limited Knowledge	15%	8%	8%	4%	19%	4%
Familiar	0%	0%	4%	0%	0%	0%	0%

Aware of the term "Website Accessibility"?	Yes	38.5%
	No	38.5%
	Unsure	23.1%

Attitudes	23%	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.
	4%	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.
	27%	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.
	4%	We meet any suggested standards because we have heard of legal actions against companies that don't conform.
	15%	Other

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

Who should be accountable legally?	Business	35%
	Designer	38%
	Joint	27%

What actions would you take if it became a legal requirement to be accessible? (Multiple selections allowed)	12%	No Actions
	8%	Hire A Consultant
	81%	Ask The Designer
	23%	Order A Redesign
	0%	Close The Site - These laws shouldn't apply to SMEs
	12%	Close The Site - It wouldn't affect our trade