Report on **Employers' Attitudes** and Readiness towards **ICT accessibility** with respect to **Employees** and **Customers**

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Building a better working world

17 January 2014

FITA Research Study – Report on Employers' Attitudes and Readiness towards ICT accessibility with respect to Employees and Customers

To the Foundation for Information Technology Accessibility,

In accordance with the terms of our engagement agreement dated 1st July 2013, our work related to Employers' Attitudes and Readiness towards ICT accessibility with respect to Employees and Customers (hereinafter referred to as "the Study"). The letter of engagement was signed following the submission of our proposal to the Foundation for Information Accessibility (hereinafter referred to as "FITA").

We have relied on information provided to us through a survey with local firms from various sectors, and information that was publicly available before 22nd August 2013.

We would like to thank Mr. Stanley M Debono, FITA and Dr. Anne Marie Callus, KNPD for their valuable contribution and co-operation throughout the course of this Study.

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Abbreviations

FITA	Foundation for Information Technology Accessibility
ICT	Information and Communications Technology
KNPD	National Commission Persons with Disability
MITA	Malta Information Technology Agency
NACE	Nomenclature Générale des Activités Économiques dans les Communautés Européennes (French, EU classification system)

Glossary of terms

Accessibility	Any number or group of provisions which enable persons with disabilities to live independently and participate fully in all aspects of life
Alternative keyboards	A type of computer keyboard used to prevent muscle strain, which differs from a standard keyboard in size, layout, shape and/or function
Arm Rests	An ergonomic feature added to chairs, in the form of padded support for the arms
Braille	A system of codes written in raised dots used by the blind or visually impaired to read
Disability	A long-term physical, mental, intellectual or sensory impairment which in interaction with various barriers hinders the full and effective participation of persons with impairments in society on an equal basis with others
E-accessibility	Ensuring that ICT services facilitate ease of use for people with disabilities
Impairment	The loss of psychological, physiological, or anatomical structure or function
Inclusion	Equipping society with mechanisms which accommodate diversity, and facilitate/enable people's active participation in their political, economic and social lives
Intellectual Disability	A significantly reduced ability to understand new or complex information and to learn and apply new skills (impaired intelligence)
Mainstreaming	Placing individuals within groups that presently expose them to the prevalent attitudes, values and practices of a society or major group
Mental Health	A state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community
Overlay Keyboard	A flat grid of unmarked buttons programmed in a manner that recognizes each key, which may consist of words, symbols and/or pictures
Portable Tape Recorder	A mobile audio storage device which allows sounds to be played back after being recorded
Scanner with optical character reader	A scanning device which scans images or documents and then translates them into a machine encoded language
Social Model	A model of disability developed as a reaction against the medical model of disability (which considers the impairment only)
Speech recognition systems	Software which allows commands to be given through speech, especially helpful in times when typing or the use of a keyboard is limited
Touch Screen	A display screen that has a touch-sensitive transparent panel covering the screen, not requiring the use of external hardware such as mouse or keyboard
Tracker Ball	A computer cursor control device that has a moveable ball on top

	that can be rolled to the desired place on the screen
Wrist Support/Rest	A padded feature incorporated in front of the keyboard/mouse to support the wrist

1. Introduction

The Foundation for Information Technology Accessibility (FITA) is the principal advocate and coordinator for making ICT accessible for disabled people in the Maltese Islands. FITA's principle function is to provide support to disabled individuals in overcoming or removing barriers to education and employment through ICT. Through empowerment and social inclusion, disabled persons need to rely less on family and state support. In ensuring that due steps are taken to minimize the digital divide, FITA enables individuals to contribute productively to society and the economy.

FITA assists business entities with the formulation of relevant ICT accessibility policies and initiatives. Close participation implies that such business entities inherently champion the interests and purposes of FITA, through policy changes and the adoption of relevant guidelines. In this respect, FITA is interested in evaluating any existing gaps in e-accessibility in the provision of goods and services by local businesses.

1.1 Study Objectives

The objectives of this study are:

a) To assess employers' attitudes and readiness towards ICT accessibility with respect to employees and customers
b) Assess gaps in e-accessibility in the provision of goods and services
c) To evaluate the information asymmetry between employers and FITA and thereby provide both parties with the necessary knowledge in order to serve individuals with disability better
d) To review the awareness of businesses with regards to FITA and its services.
e) To identify the sectors which require further assistance with regards to the subject matter

1.2 Organization of Study

This report is structured as follows:

- **Chapter 1** provides an introduction to the Study, including the main scope and objectives of this Study
- ***Chapter 2*** sets the background for this Study
- ***Chapter 3*** presents the Study's methodology, namely a survey amongst randomly selected businesses
- ***Chapter 4*** presents the results of the survey
- ***Appendices A and B*** provide additional information on the survey and results

2. Study background and methodology

The following section presents the main methodology adopted for the data gathering aspects of this study. A survey was conducted with a total of 234 randomly-selected, local private sector businesses, covering a number of economic sectors.

The businesses were chosen using a random number generation technique and utilizing various databases. The respondent companies' economic sectors were categorized as per their NACE code. The NACE categories are the industrial classification as developed by EUROSTAT[1]. The main sectorial divisions used are shown in Table 1 below.

Table 1: NACE Codes used

Section	Description
A	Agriculture
C	Manufacturing
G	Wholesale & Retail
F, B	Construction, Mining & Quarrying
H	Transport
I	Tourism
J	Telecommunications & Media
J	ICT
K	Finance & Banking
L	Real Estate
M	Professional, Scientific & Technical Activities
N	Admin & Support Service Activities
P	Education & Training
S	Other Service Activities
Other	Remaining NACE excluding Public Services

2.1 Survey with Businesses

The sample representation was agreed with FITA as outlined in our Proposal dated 26th April 2013. The respondents' economic sectors are highlighted in the following table.

[1] http://ec.europa.eu/competition/mergers/cases/index/nace_all.html

Table 2: Respondents' Economic Sectors

	Total respondents	Percentage of respondents
Agriculture	13	5.56%
Manufacturing	11	4.70%
Wholesale & Retail	64	27.35%
Construction, Mining & Quarrying	14	5.98%
Transport	13	5.56%
Tourism	17	7.26%
Telecommunications & Media	3	1.28%
Finance & Banking	11	4.70%
Real Estate	8	3.42%
ICT	7	2.99%
Professional, Scientific & Technical	31	13.25%
Education & Training	3	1.28%
Admin & Support Service Activities	11	4.70%
Other Service Activities	12	5.13%
Other	16	6.84%

Source: FITA Survey, 2013

2.2 Data gathering techniques

Two hundred and thirty-four (234) interviews were conducted with randomly-selected Maltese private sector firms between 8th July 2013 and 22nd August 2013. 228 interviews were conducted, as per FITA's request, through one-to-one surveys. Additionally 6 businesses participated through Computer-Assisted Telephone Interviews (CATI).

2.3 The Questionnaire

The final version and contents of the questionnaire was discussed and determined with FITA. The questionnaire consisted of a number of close-ended questions and probes the attitudes, awareness and concerns related to e-accessibility.

The contents of the proposed questionnaire were considered by the FITA Secretariat, MITA, FITA Board and representatives of the KNPD and their feedback included in the questionnaire accordingly.

The draft questionnaire was initially pre-tested on a sample of 5 respondents. Small adjustments to the original questionnaire were made on the basis of initial feedback received and in agreement with FITA.

2.4 The Interviewers

The survey was conducted by interviewers who were given a technical briefing by our management team prior to the commencement of the interviews. A member of the FITA Secretariat was also present for this briefing session. The inputting of the quantitative data from the responses was carried out by these trained staff using a spreadsheet specifically prepared by the research team.

3. Questionnaire Results

This section contains an analysis of the responses obtained from the survey. Each question is described and explained, and accompanied by a table and graphs/charts to illustrate the results. Furthermore the tables indicating sectorial responses per question are provided in ***Appendix B***.

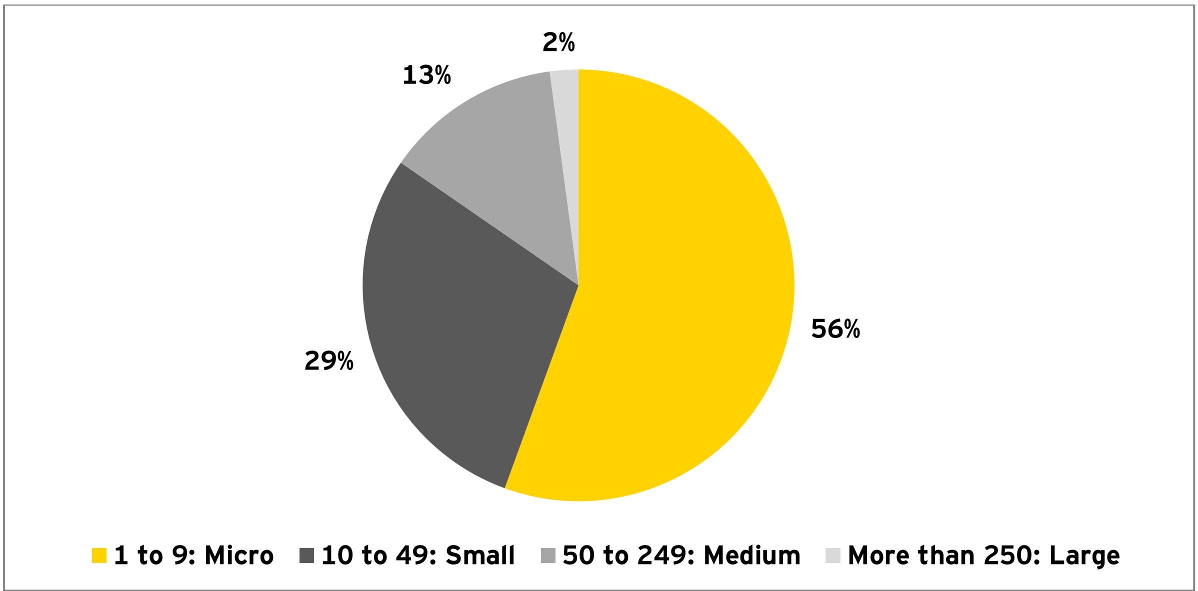
The questionnaire was divided into the following four sections, as outlined below:

- Section 1 – General Characteristics of the firm
- Section 2 – Familiarity with FITA & E-Accessibility Guidelines
- Section 3 - Corporate Policy towards E-Accessibility
- Section 4 - E-Accessibility Technologies

3.1 Section 1 - General Characteristics of the firm

The aim of this section was to determine, through the number of employees, the size of the respondent businesses. As shown below, 56% of the participating firms are classified as 'micro-enterprises' (employing between 1 and 9 workers), with 29% considered to be small (employing between 10 and 49 workers), and a further 13% being categorized as medium firms (employing between 50 and 249 workers). This overall company size distribution is very much a reflection of the nature of Maltese businesses within Malta's economic set-up. Other results can be seen in Figure 1 below.

Figure 1: Size of respondents



Source: FITA Survey, 2013

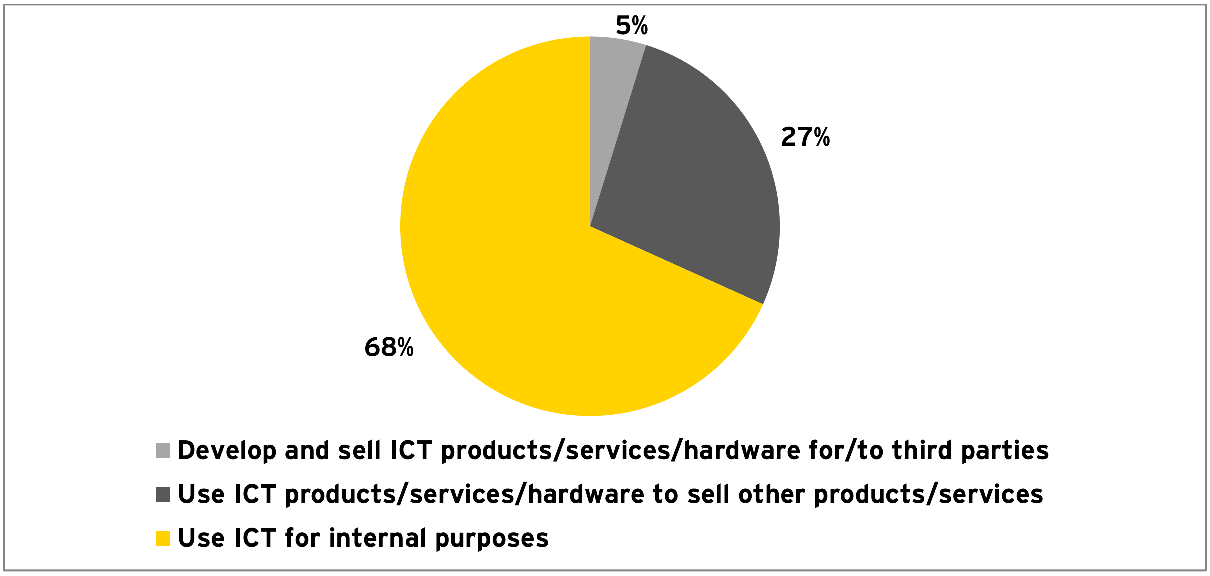
	Total respondents	Percentage of respondents
1 to 9: Micro	130	55.56%
10 to 49: Small	68	29.06%
50 to 249: Medium	31	13.25%
More than 250: Large	5	2.14%

Source: FITA Survey, 2013

Fifty seven per-cent of ICT respondents were small enterprises. The agricultural sector was composed of 46% and 31% micro and small enterprises respectively, with the remaining being medium. The Manufacturing, Finance and Banking, and the Professional, Scientific and Technical categories each comprised of 55% micro-sized companies. Sixty-five percent of tourism respondents are micro enterprises, 24% small enterprises and the remaining being medium sized enterprises.

This section also sought to ascertain the level of ICT involvement in the respondents' production/service process. In this regard, 68% indicated using ICT for internal purposes, with 27% using ICT products/services/hardware to sell other products/services whilst 5% develop and sell ICT products/services/hardware for/to third parties. Multiple responses were possible for this question.

Figure 2: ICT involvement in businesses



Source: FITA Survey, 2013

	Total respondents	Percentage of respondents
Develop and sell ICT products/services/hardware for/to third parties	14	4.78%
Use ICT products/services/hardware to sell other products/services	79	26.96%
Use ICT for internal purposes	200	68.26%

Source: FITA Survey, 2013

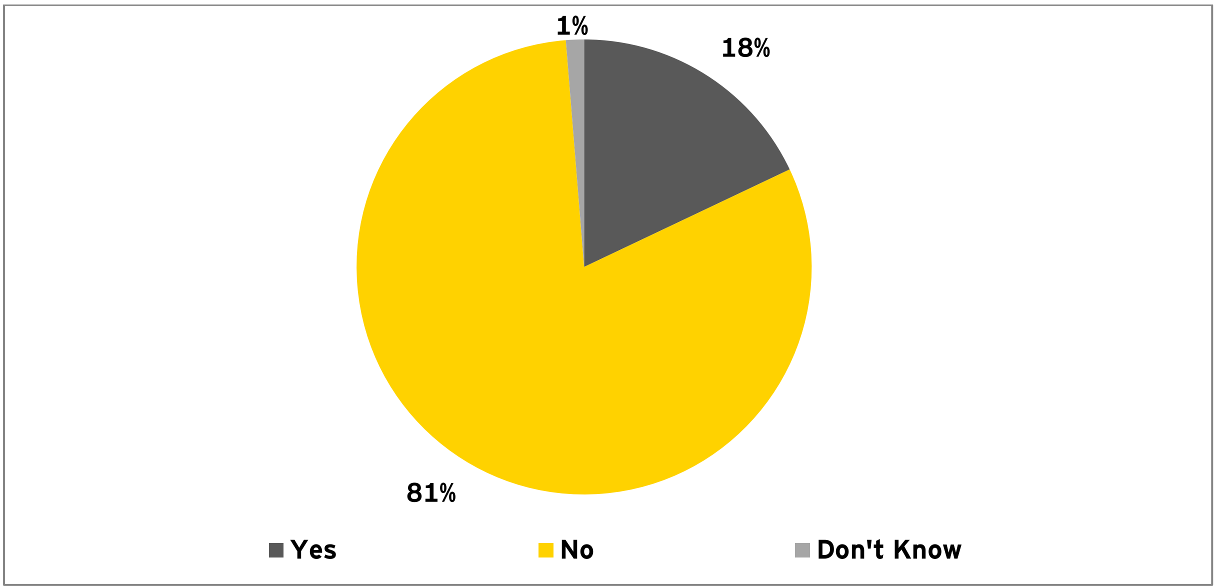
3.2 Section 2 - Familiarity with FITA & E-Accessibility Guidelines

This section assessed how familiar respondents were with FITA and E-Accessibility guidelines. It also tried to determine how such familiarity was achieved.

3.2.1 Familiarity with FITA and its services

This question sought to ascertain respondents' familiarity with FITA and its services. The results show that the prevalent number of respondents, totalling 81%, had no knowledge of FITA prior to participating in the study.

Figure 3: Familiarity with FITA



Source: FITA Survey, 2013

	Total respondents	Percentage of respondents
Yes	42	17.95%
No	189	80.77%
Don't Know	3	1.28%

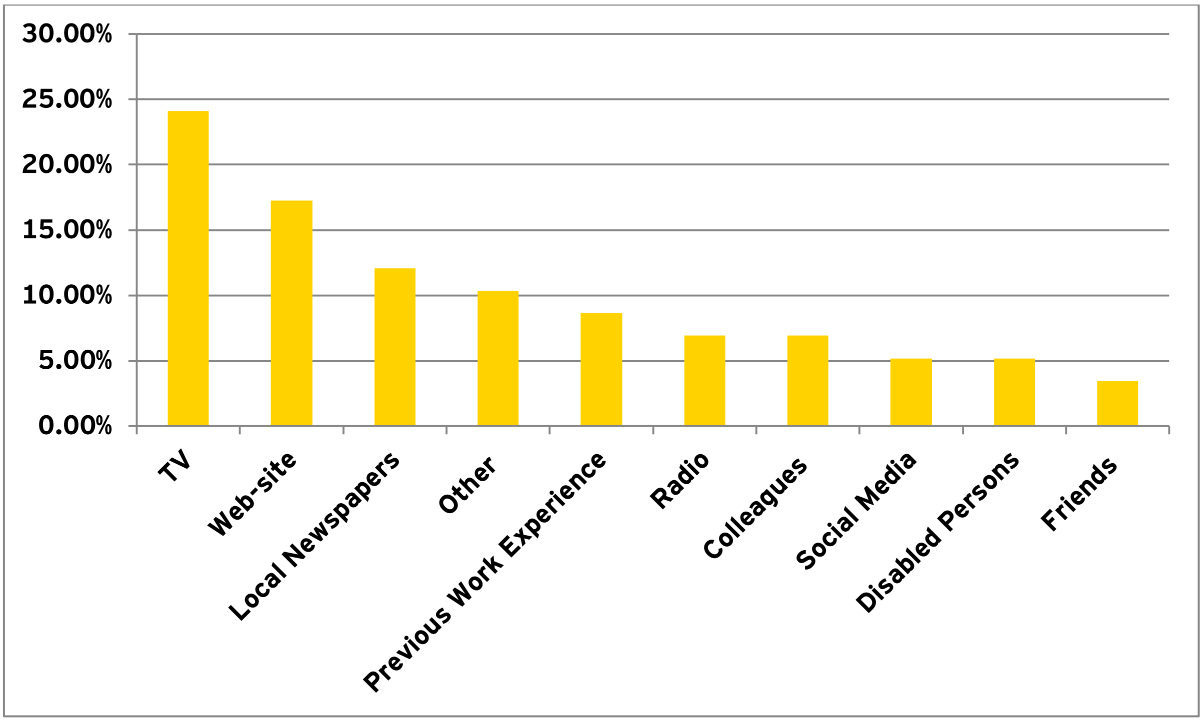
Source: FITA Survey, 2013

The highest recognition rate with regards to FITA was registered by the ICT sector, with 86% of these respondents stating that they knew of FITA prior to being interviewed. This was followed by awareness amongst Real Estate respondents (at 38%), Education & Training (at 33%), Transport (23%) and Construction (21%).

3.2.2 Medium through which businesses got to know about FITA

This question was asked to those who answered positively to the previous question (i.e. those who were aware of FITA before the request to participate in the survey was made). The respondents verified the medium through which they became familiar with the Foundation. More than one answer was possible, with the most common medium identified by respondents being through television at 24%, followed by Web-sites at 17%. Further results can be observed in Figure 4 below.

Figure 4: Medium through which businesses got to know about FITA



Source: FITA Survey, 2013

	Total respondents	Percentage of respondents
TV	14	24.14%
Web-site	10	17.24%
Local Newspapers	7	12.07%
Other	6	10.34%
Previous Work Experience	5	8.62%
Radio	4	6.90%
Colleagues	4	6.90%
Social Media	3	5.17%
Disabled Persons	3	5.17%
Friends	2	3.45%

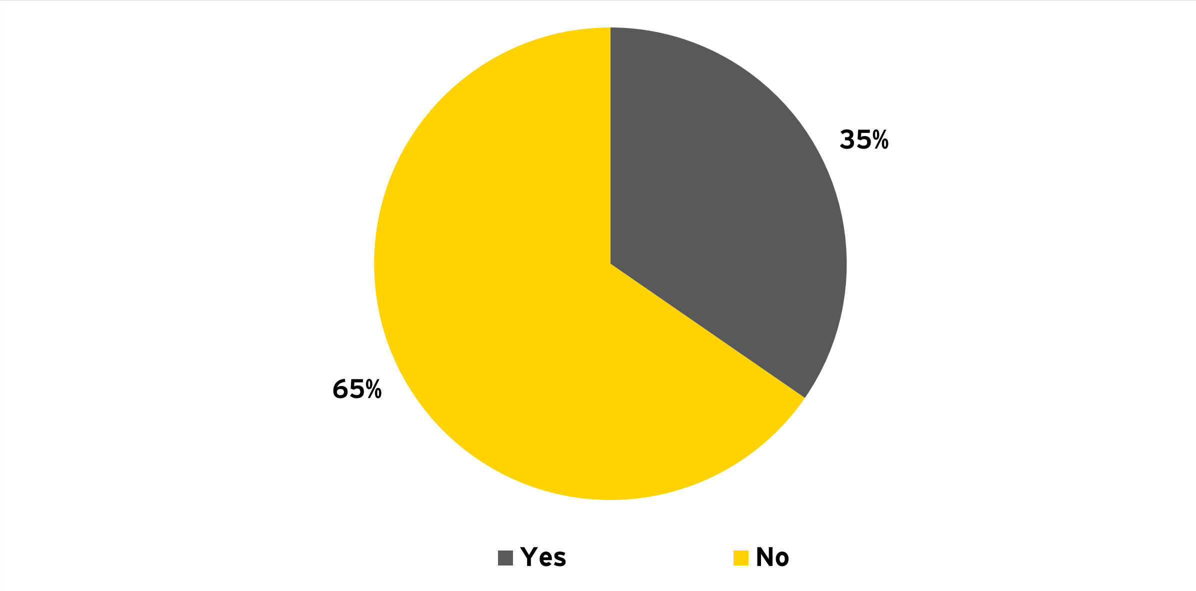
Source: FITA Survey, 2013

Fifty percent of Agriculture, Manufacturing and Other NACE categories responded that they got to know of FITA from television. On the other hand, 50% of Agriculture, Education and Training and Other NACE categories became familiar with FITA from their website.

3.2.3 Awareness of any E-Accessibility guidelines/regulations/practices

All respondents were asked whether they knew about the national and/or European guidelines, regulations and practices, with regards to e-accessibility. Respondents were shown that the question referred to e-accessibility rather than physical accessibility. Most of respondents, 65%, were not aware of such guidelines.

Figure 5: Awareness of e-accessibility guidelines



Source: FITA Survey, 2013

	Total respondents	Percentage of respondents
Yes	81	34.62%
No	153	65.38%

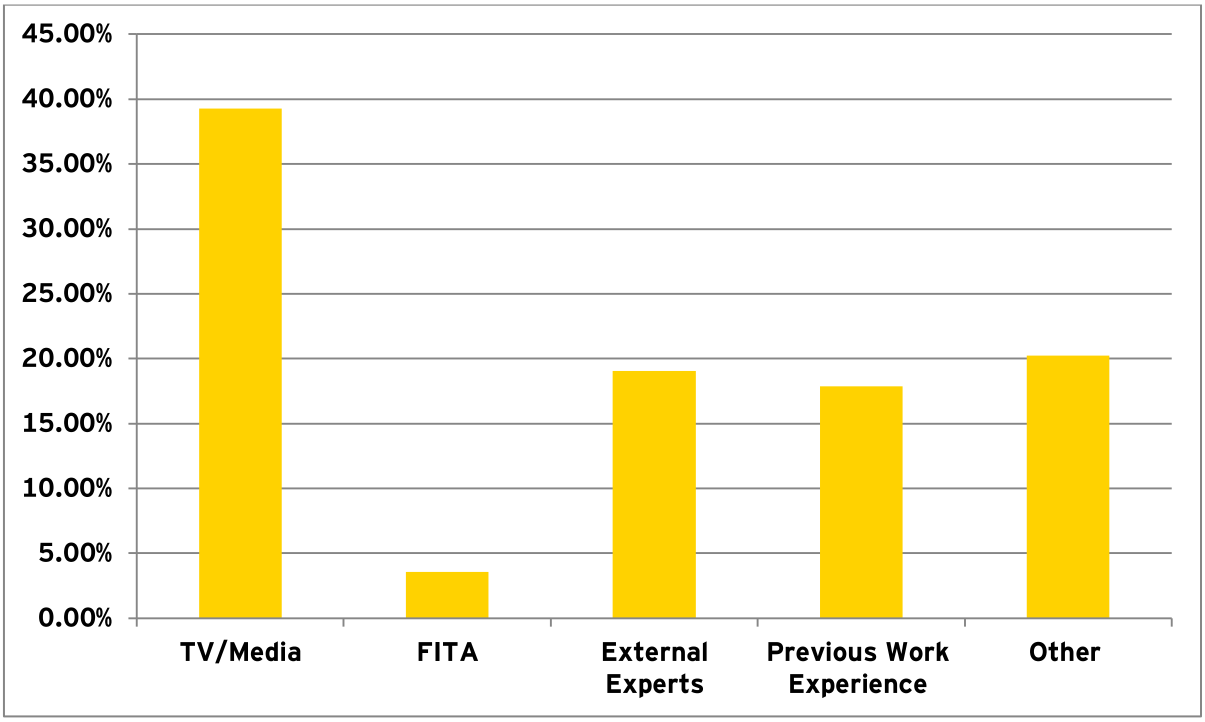
Source: FITA Survey, 2013

All ICT respondents claimed to be aware of E-Accessibility guidelines. Sixty-three percent of Real Estate respondents indicated such awareness, followed by 38% of respondents from the Transport sector. The corresponding figure was 36% (each) for respondents from the Finance and Banking and Wholesale and Retail sectors.

3.2.4 Method of awareness of E-Accessibility guidelines /regulations/practices

Respondents who indicated being aware of e-accessibility guidelines were asked to show their source of information. Respondents could give more than one answer, with TV/Media (39%) prevailing above all options. Further results are shown in Figure 6 hereunder.

Figure 6: Method of awareness of e-accessibility guidelines/practices/regulations



Source: FITA Survey, 2013

	Total respondents	Percentage of respondents
TV/Media	33	39.29%
FITA	3	3.57%
External Experts	16	19.05%
Previous Work Experience	15	17.86%
Other	17	20.24%

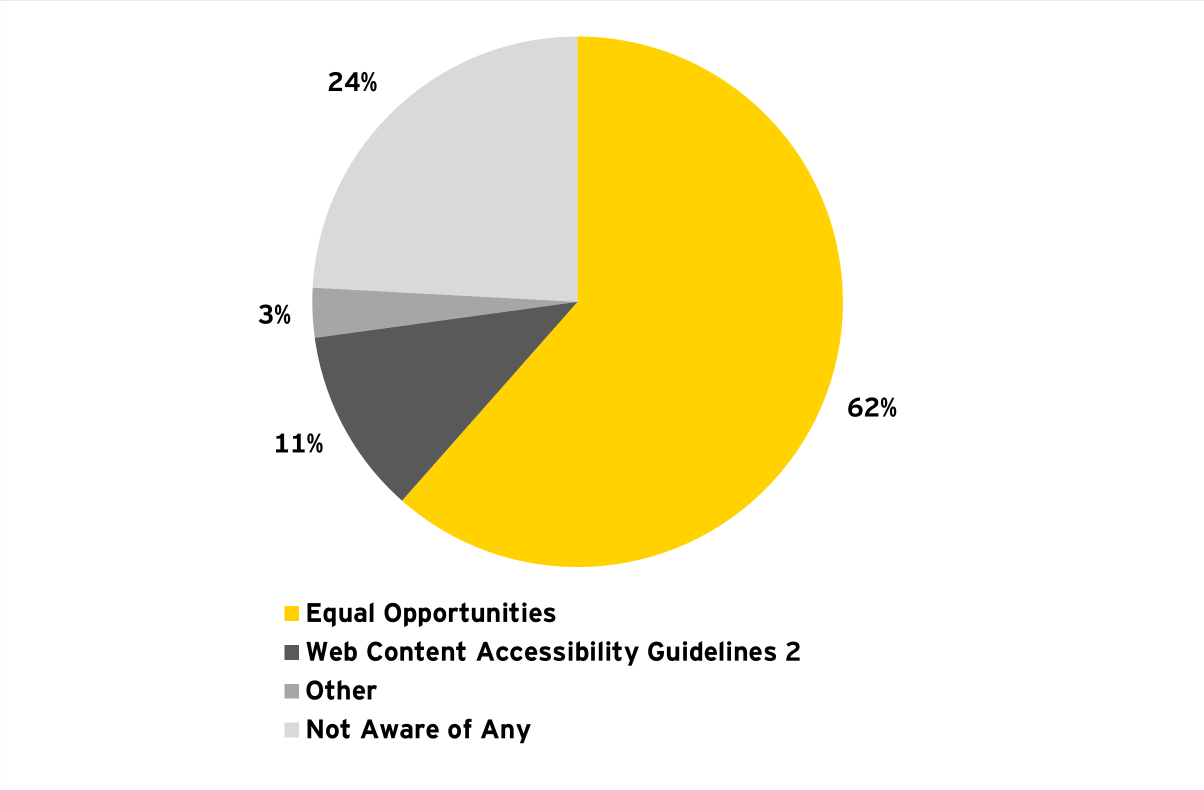
Source: FITA Survey, 2013

3.2.5 Familiarity with particular guidelines/regulations

This question gauged participants' familiarity with the Equal Opportunities Persons with Disability Act (Cap. 413), the Web Content Accessibility Guidelines 2 (WCAG2 endorsed by FITA), and/or any other guidelines, which were not necessarily related to e-accessibility. More than one option could be chosen for this question.

Most respondents (62%) knew about the Equal Opportunities Act whereas 11.32% replied that they were aware of WCAG2 Guidelines. On the other hand, 21% were not aware of any of these (or related) guidelines or regulations. Out of the 3% who knew about regulations other than those provided, 50% affirmed that they were familiar with regulations regarding physical accessibility.

Figure 7: Awareness of guidelines



Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Equal Opportunities	163	61.51%
Web Content Accessibility Guidelines 2	30	11.32%
Other	8	3.02%
Not Aware of Any	64	24.15%

Source: FITA Survey, 2013

3.3 Section 3 - Corporate Policy Towards E-Accessibility

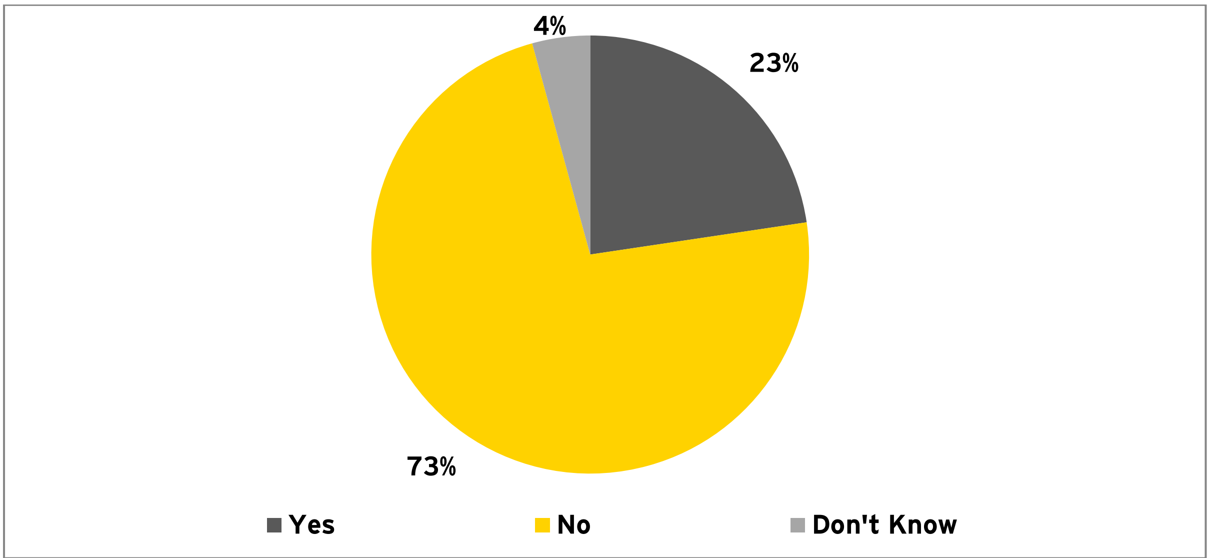
This section discussed the existence and methods of implementation of an e-accessibility-related corporate policy by the respondents. This section also sought to explore possible reasons for the absence of such a policy, employment of personnel with specialized E-Accessibility expertise and also the possibility of introducing products/services with E-Accessibility built-in features.

3.3.1 Existence of a corporate policy towards persons with disability

This question seeks to establish the number of respondents that have written policies and regulations/practices specifically covering persons with disability. These could cover both employees as well as clients with disability. As various respondents required further clarification for this question, reference to the options in Question 7 was made.

Seventy three percent of respondents did not have a corporate policy with respect to persons with a disability. Twenty-three percent did have such a policy, whilst 4% were uncertain in this regard.

Figure 8: Corporate policy towards persons with disability



Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Yes	53	22.65%
No	171	73.08%
Don't Know	10	4.27%

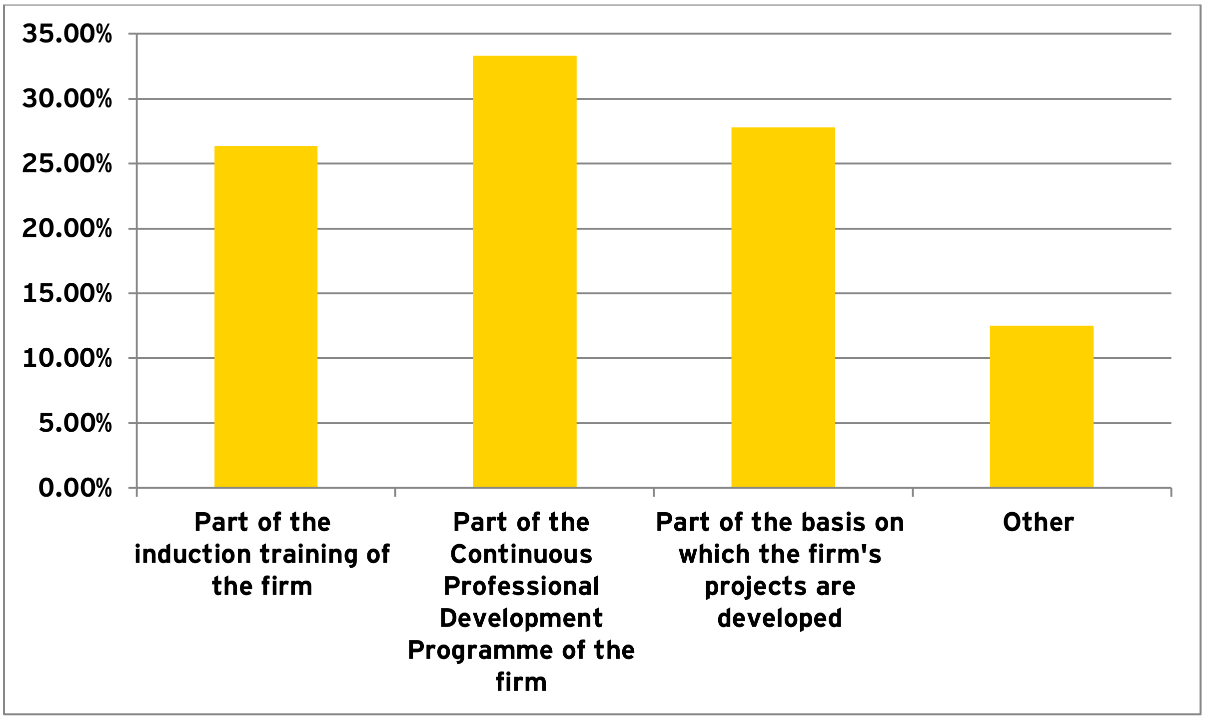
Source: FITA Survey, 2013

Telecommunications and Media was the sector with the highest rates of positive replies for having a corporate policy towards persons with disability (67%). This was followed by Tourism respondents (35%), Education & Training and Other Service Activities (33% each) and ICT (29%).

3.3.2 Method of implementation of policy towards persons with disability

The respondents who have a corporate policy towards persons with disability were asked how these regulations are enforced by their firm and multiple answers were possible. It was established that 26% of these respondents implemented the policy in their induction programmes while training new staff. Thirty three percent included it in their firm's continuous professional development programme, whilst 28% introduced the policy as a foundation on which new assignments are developed. Other options of implementation where provided by 13% of the respondents.

Figure 9: Methods of policy implementation



Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Part of the induction training of the firm	19	26.39%
Part of the Continuous Professional Development Programme of the firm	24	33.33%
Part of the basis on which the firm's projects are developed	20	27.78%
Other	9	12.50%

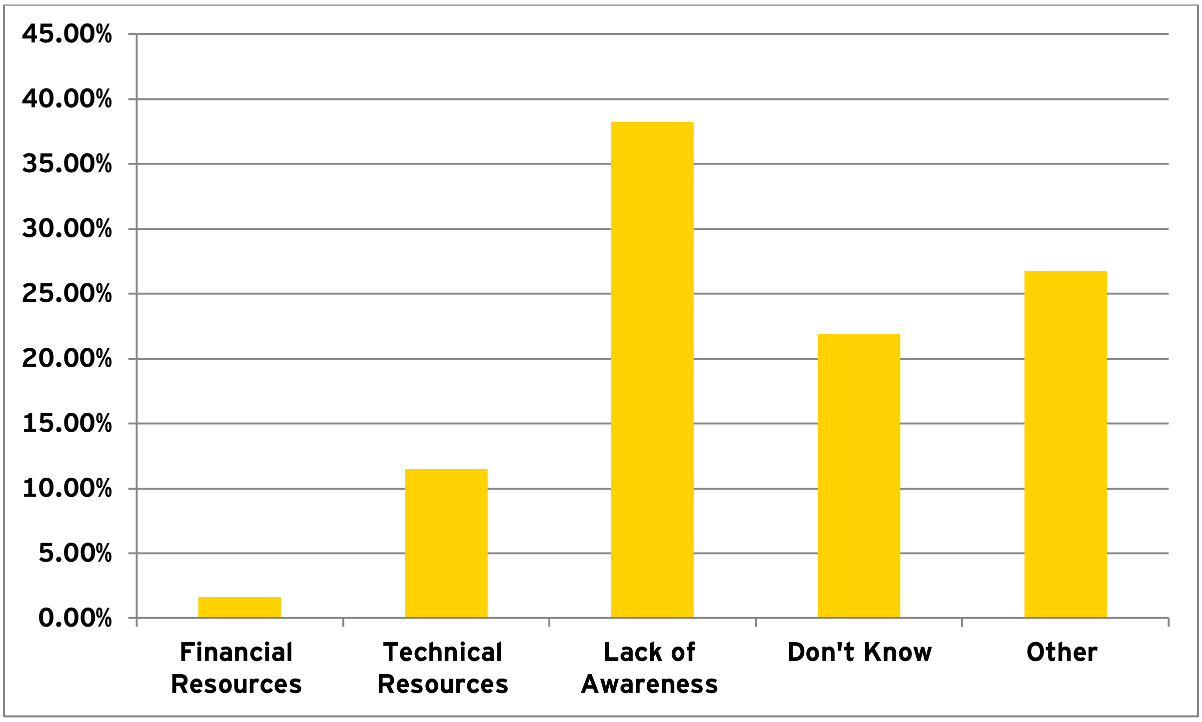
Source: FITA Survey, 2013

3.3.3 Reasons for the absence of a corporate policy towards persons with disability

The respondents who did not have a corporate policy towards persons with disability were asked for the reasons behind this lack of regulations. Two percent of the participants attributed this absence to financial reasons, since they considered it costly to establish such rules. Eleven percent stated that they did not have such a policy due to inadequacies regarding technical resources. Another option chosen by 38% of the respondents was that they lacked awareness in the specific field of disability.

The respondents who did not know the reason behind this absence amounted to 22% of respondents without a corporate policy towards disabled persons. Other specific reasons were provided by 27% of participants. Such reasons included the nature of the company's work made including such a policy unfeasible, and it was not considered necessary for the company's operations, mostly due to the size of the company.

Figure 10: Reasons for absence of company policy on disability



Source: FITA Survey, 2013

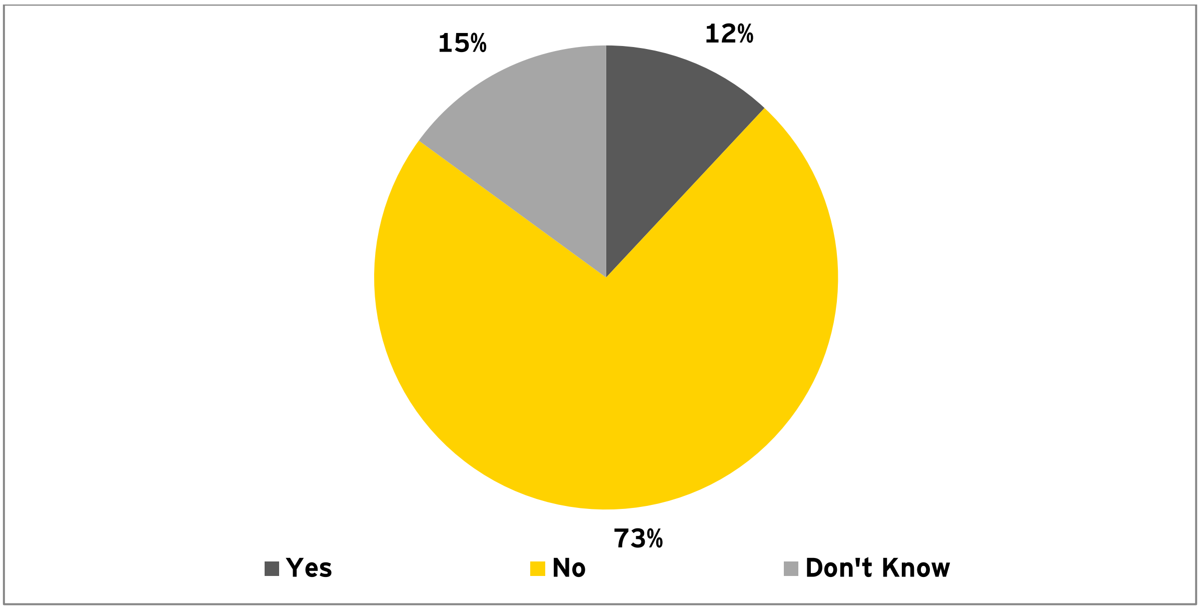
	Total Respondents	Percentage of respondents
Financial Resources	3	1.64%
Technical Resources	21	11.48%
Lack of Awareness	70	38.25%
Don't Know	40	21.86%
Other	49	26.78%

Source: FITA Survey, 2013

3.3.4 Plans to introduce e-accessibility in the firm's corporate policy

In this question the respondents who do not have a disability-related corporate policy were asked whether they had any plans of integrating the concept of e-accessibility in their company rules. Twelve per cent responded in the affirmative and 73% gave a negative answer. The remaining 15% stated that they did not know.

Figure 11: Plans to introduce e-accessibility in the firm's corporate policy



Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Yes	28	11.97%
No	171	73.08%
Don't Know	35	14.96%

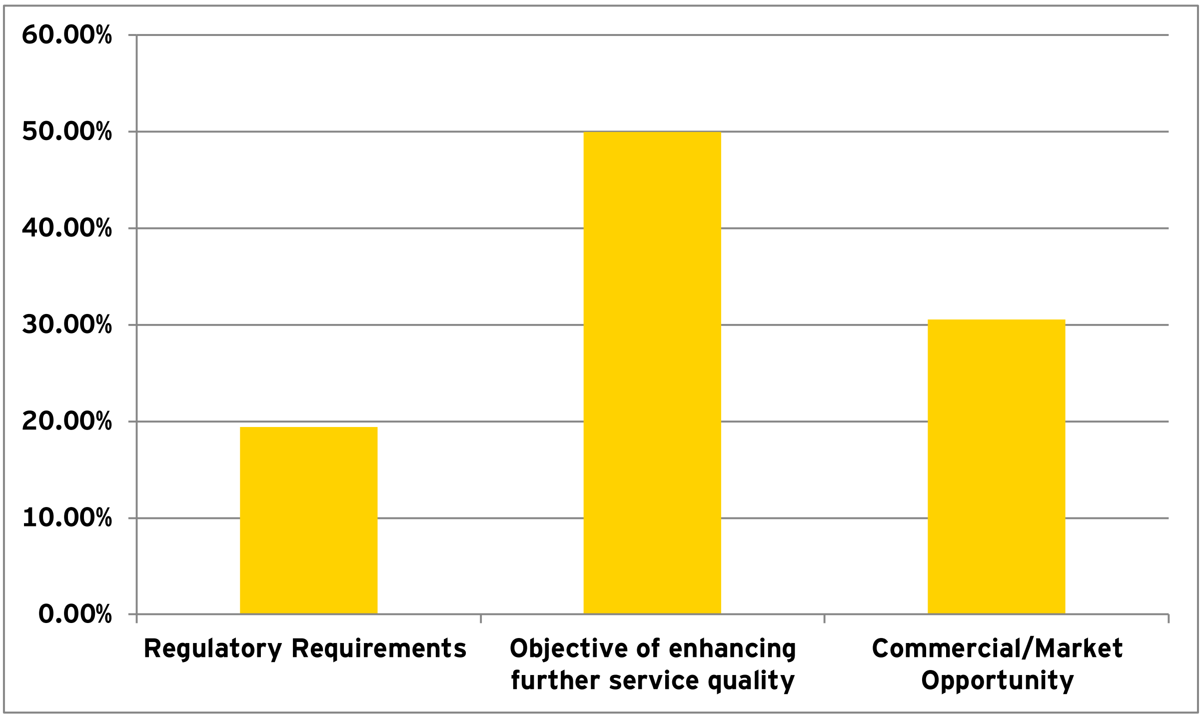
Source: FITA Survey, 2013

In terms of planning to introduce e-accessibility into corporate policy, 67% of Education & Training respondents responded in the affirmative. Real Estate respondents ranked second with 38%, followed by ICT (29%), Finance and Banking (27%), Wholesale and Retail and Other NACE categories (13% each).

3.3.5 Reasons behind the decision to introduce e-Accessibility into corporate policy

Following an affirmative answer in the prior question the respondents were asked about their rationale behind such plans, allowing multiple options as answers. Nineteen per cent assumed that they had to introduce this concept due to regulatory requirements. The majority of respondents, 50%, believed that by doing so they would reach the target of improving their service quality. Another 31% identified a commercial or market opportunity.

Figure 12: Reasons behind the decision to introduce e-Accessibility into corporate policy



Source: FITA Survey, 2013

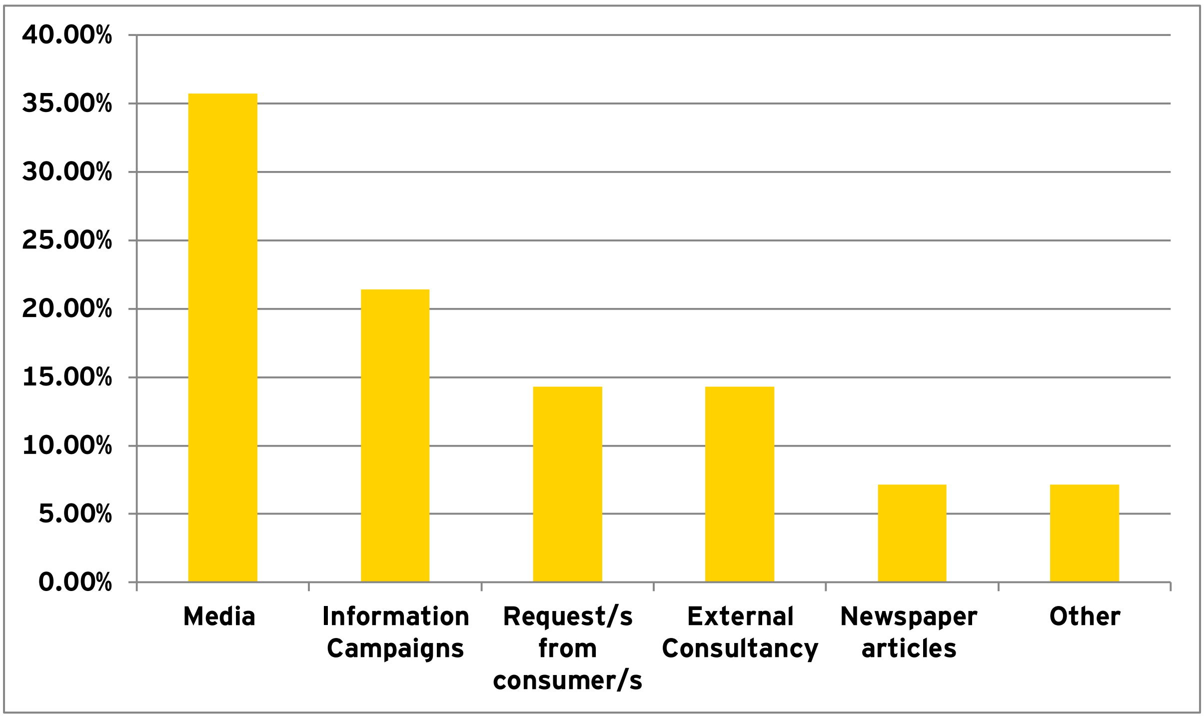
	Total Respondents	Percentage of respondents
Regulatory Requirements	7	19.44%
Objective of enhancing further service quality	18	50.00%
Commercial/Market Opportunity	11	30.56%

Source: FITA Survey, 2013

3.3.5.1 Method of awareness of this commercial/market opportunity

Of the 31% that saw a commercial opportunity in introducing such policies, 14% confirmed that they believed so since they had received prior requests regarding e-accessibility from their clients. Thirty six percent got to know of this possible advantage from the media whilst 21% attributed this knowledge to information campaigns. External consultants influenced 14% of the respondents whilst newspaper articles were chosen by 7%. Other specific sources which made the respondents aware of this opportunity were cited by 7% of the firms, namely the objective of improving the company products' market position.

Figure 13: Method of awareness of this commercial/market opportunity



Source: FITA Survey, 2013

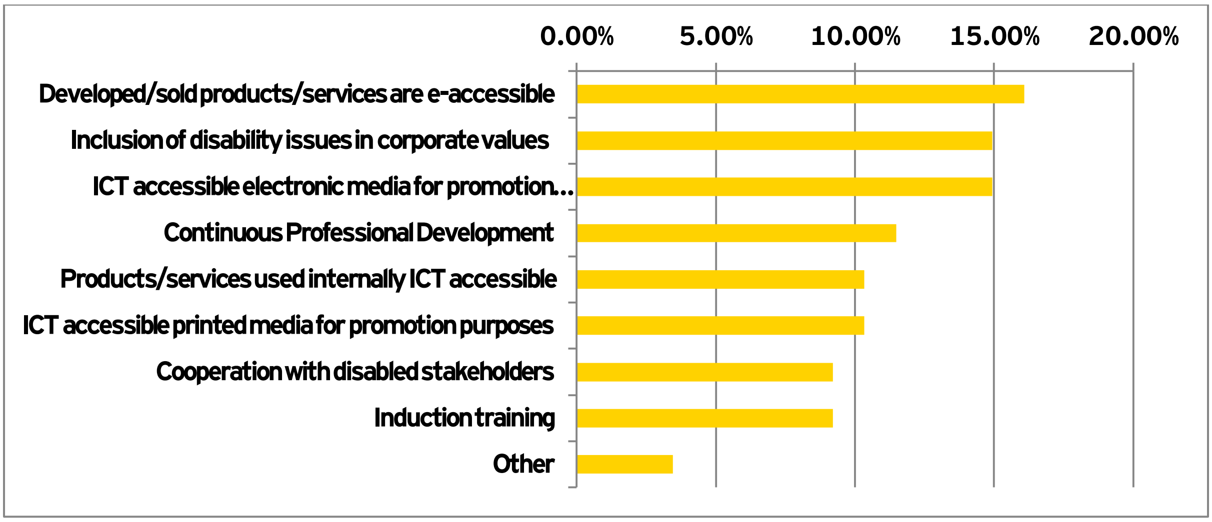
Commercial Market Opportunity	Total Respondents	Percentage of respondents
Media	5	35.71%
Information Campaigns	3	21.43%
Request/s from consumer/s	2	14.29%
External Consultancy	2	14.29%
Newspaper articles	1	7.14%
Other	1	7.14%

Source: FITA Survey, 2013

3.3.6 Method of implementation of the firm's accessibility guidelines within corporate policy

The firms who have e-accessibility guidelines within their policies or which are planning to introduce them were asked this question, to ascertain how policies are implemented or how they will be enforced in the future. More than one option could be chosen. Up to 16% confirmed that any ICT products or services sold are accessible. Following at 15% each, firms stated that they included disability issues in their corporate values and also used electronic media with e-accessibility features in order to promote their products or services. Other options which where pointed out can be observed in the Table below. Other mentions included security reasons and adaptation to all customers' requirements including disabled individuals.

Figure 14: Method of implementation of firm's accessibility guidelines within corporate policy



Source: FITA Survey, 2013

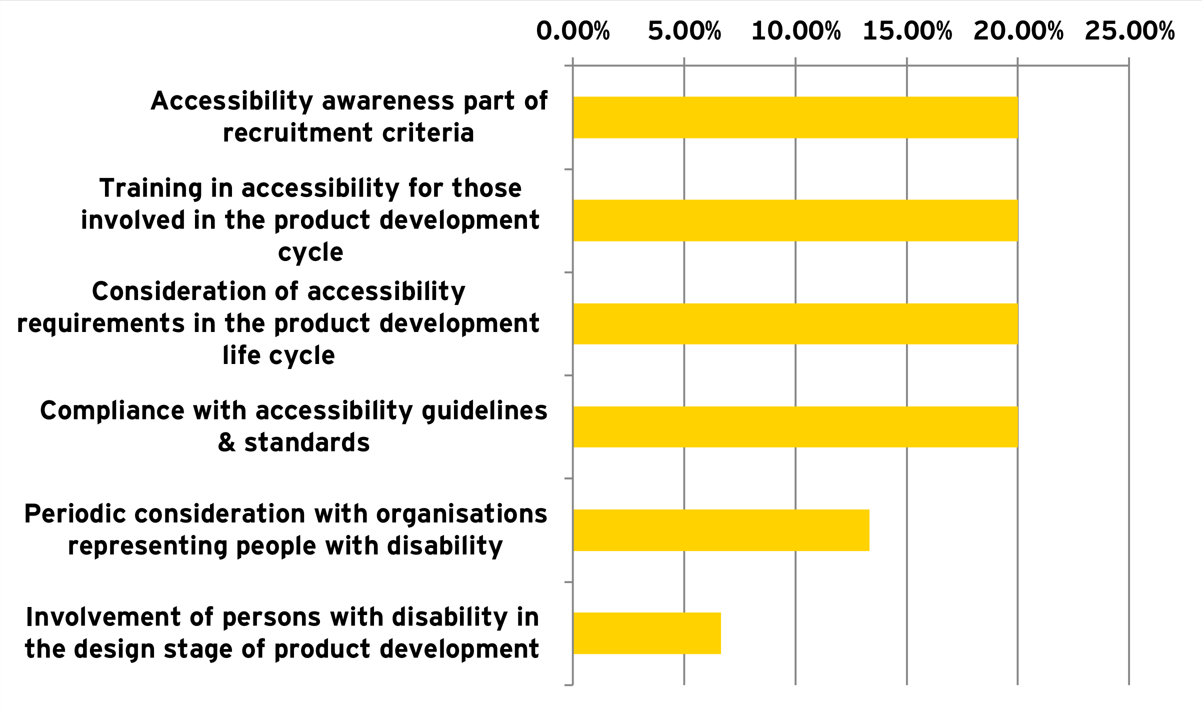
	Total Respondents	Percentage of respondents
Developed/sold products/services are e-accessible	14	16.09%
Inclusion of disability issues in corporate values	13	14.94%
ICT accessible electronic media for promotion purposes	13	14.94%
Continuous Professional Development	10	11.49%
Products/services used internally are ICT accessible	9	10.34%
ICT accessible printed media for promotion purposes	9	10.34%
Cooperation with disabled stakeholders	8	9.20%
Induction training	8	9.20%
Other	3	3.45%

Source: FITA Survey, 2013

3.3.7 Concrete processes which this work involves

This question was only asked to companies operating in the ICT sector (i.e. a total of 15 respondents who fell under this category), in order to assess the procedures followed in integrating e-accessibility in their work. Four processes ranked equally, having a 20% respondent rate each. These were the raising of awareness regarding accessibility as part of the recruitment process, the training of staff involved in the product development cycle, the inclusion of accessibility requirements in the product development life cycle and also complying with accessibility guidelines and standards. Other options followed at lower percentages as shown in the table below.

Figure 15: Work processes



Source: FITA Survey, 2013

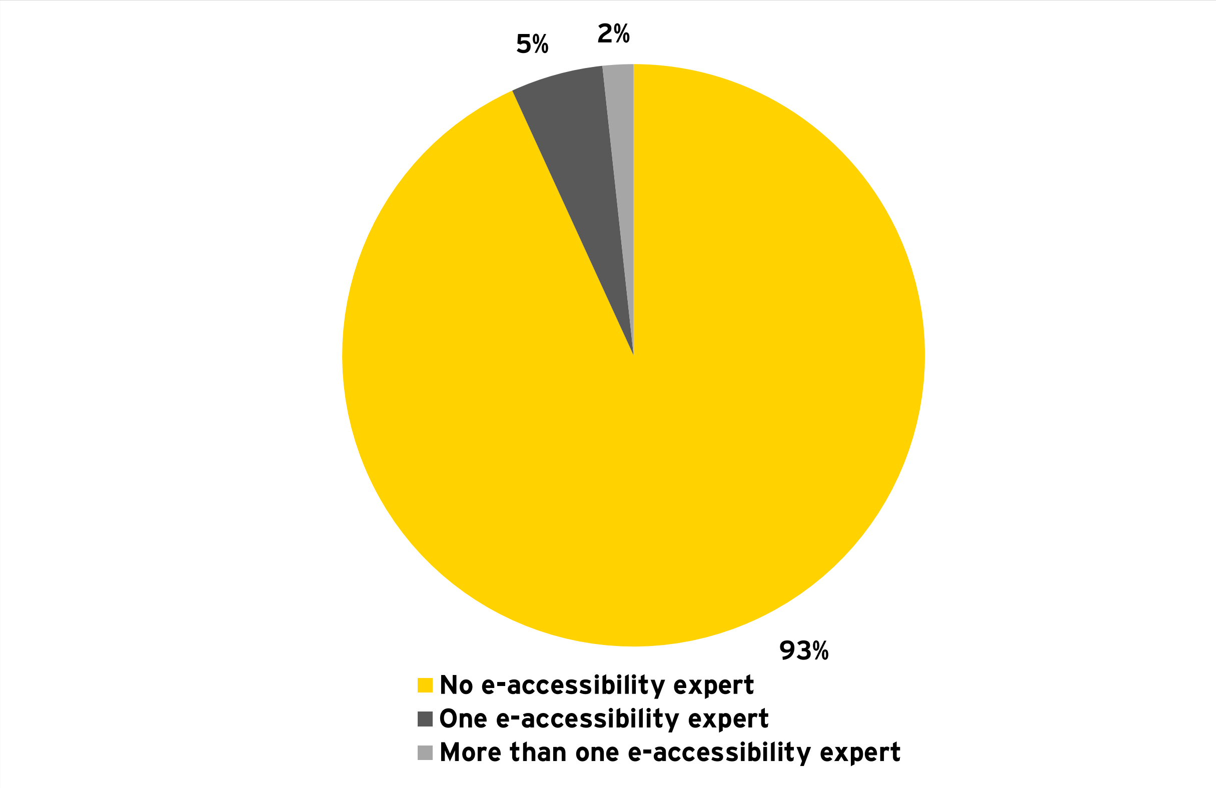
	Total Respondents	Percentage of respondents
Accessibility awareness part of recruitment criteria	3	20.00%
Training in accessibility for those involved in the product development cycle	3	20.00%
Consideration of accessibility requirements in the product development life cycle	3	20.00%
Compliance with accessibility guidelines & standards	3	20.00%
Periodic consideration with organisations representing people with disability	2	13.33%
Involvement of persons with disability in the design stage of product development	1	6.67%

Source: FITA Survey, 2013

3.3.8 Employment of staff with specialized e-accessibility expertise

In this question all the firms surveyed were asked whether any of their staff members was specialized in e-accessibility. A majority of 93% did not have such an employee. On the other hand 5% had one employee with such expertise, whilst a minority of 2% had more than one expert in e-accessibility (no more than 5 experts employed). The companies which indicated having the most e-accessibility experts operated in the Telecommunications and Media and Education and Training sectors, 33% each having one such expert. These were followed by the Real Estate sector, with 25% having one expert. Finance and banking (9%), Administration and Support (9%), Agriculture (8%) and Wholesale and Retail (2%) respondents indicated having more than one E-Accessibility expert.

Figure 16: Staff with specialized e-accessibility expertise



Source: FITA Survey, 2013

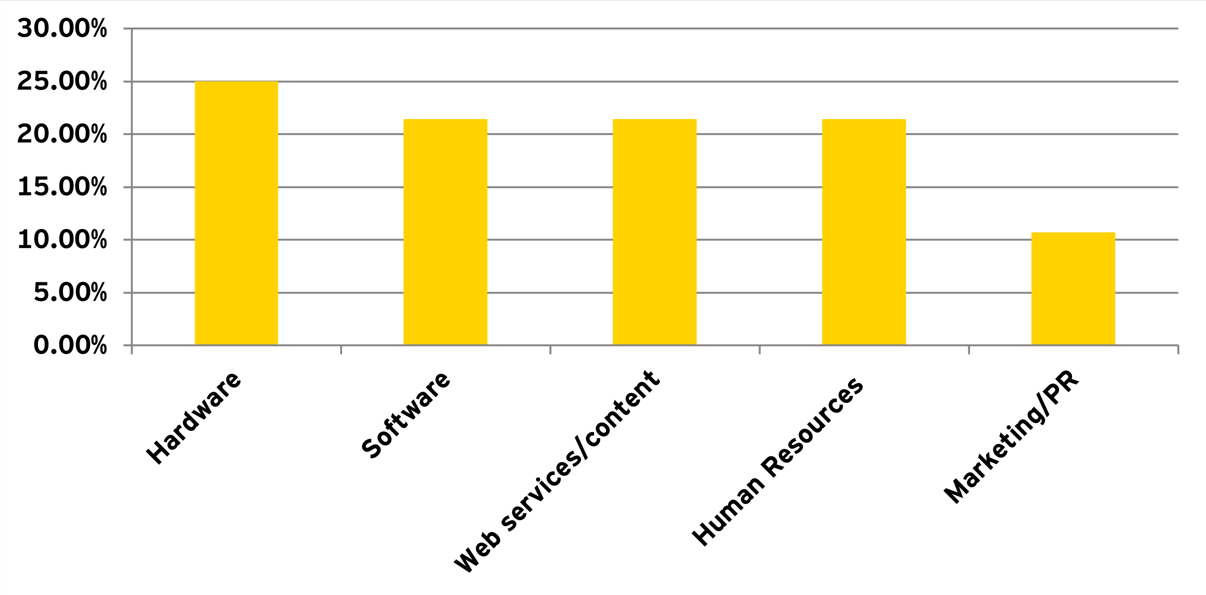
	Total Respondents	Percentage of respondents
No e-accessibility expert	218	93.16%
One e-accessibility expert	12	5.13%
More than one e-accessibility expert	4	1.71%

Source: FITA Survey, 2013

3.3.9 Company's ICT areas and e-Accessibility related expertise

Upon answering positively to the previous question, respondents were asked (multiple answers were possible) the area in which such experts were employed. There was a relatively even spread in responses, with the highest proportion of these experts (at 25%) specialized in hardware. Software, web services and human resources followed, each being chosen by 21% of the firms. Ranking last was the marketing and public relations area with 11% of mentions.

Figure 17: Company's ICT areas and e-accessibility related expertise



Source: FITA Survey, 2013

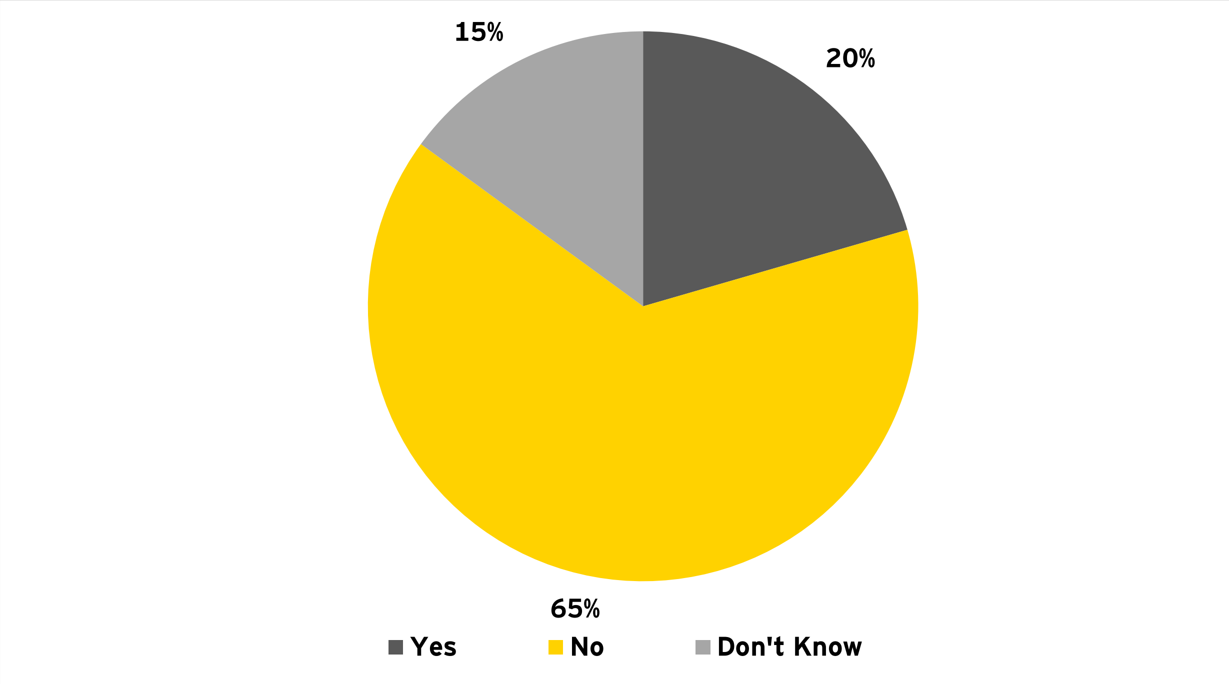
	Total Respondents	Percentage of respondents
Hardware	7	25.00%
Software	6	21.43%
Web services/content	6	21.43%
Human Resources	6	21.43%
Marketing/PR	3	10.71%

Source: FITA Survey, 2013

3.3.10 Company plans to introduce new products/services with e-Accessibility built in features

All those surveyed were asked whether their firm had any current plans of selling new products or services which are endowed with e-accessibility features. Most participants, namely 65%, stated that they had no intention of doing so. Conversely 21% confirmed that their firm planned to introduce such products or services with the remaining 15% not being able to reply to this question as they did not know.

Figure 18: Company plans to introduce new products/services with e-Accessibility features



Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Yes	48	20.51%
No	151	64.53%
Don't Know	35	14.96%

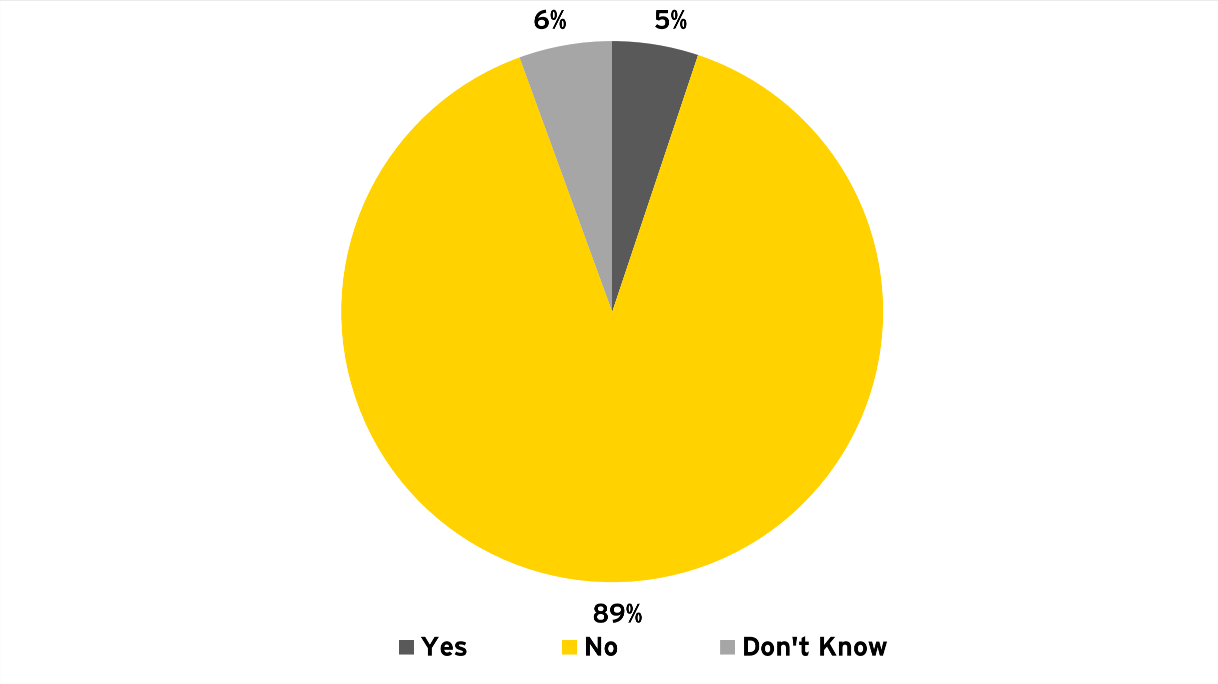
Source: FITA Survey, 2013

Sixty seven percent of respondents from the Education & Training and the Telecommunications and Media sectors stated they had plans to introduce new products/services with E-Accessibility built-in features. The sectors that followed were respondents in the Real Estate (38%), Finance and Banking (36%) and Construction (29%) sectors.

3.3.11 Requesting a Quality Assurance Review on e-Accessibility

This question gives an indication of the number of firms which have tried to ascertain their level of e-accessibility through some form of external quality assurance process/es. This consists primarily of the commissioning of external firms to conduct an analysis of the extent to which the business is e-accessible. A vast majority of 89% of all respondents answered that they have never carried out such a Quality Assurance review, while 5% replied that they did and the remaining 6% did not know whether this process has ever been requested/carried out by their firm.

Figure 19: Quality Assurance Review on e-Accessibility



Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Yes	12	5.13%
No	209	89.32%
Don't Know	13	5.56%

Source: FITA Survey, 2013

Fifteen percent of respondents in the Transport sector claimed to have previously requested a Quality Assurance Review on e-Accessibility, followed by ICT (14%), Real Estate (13%), Wholesale and Retail (9%) and Construction (7%).

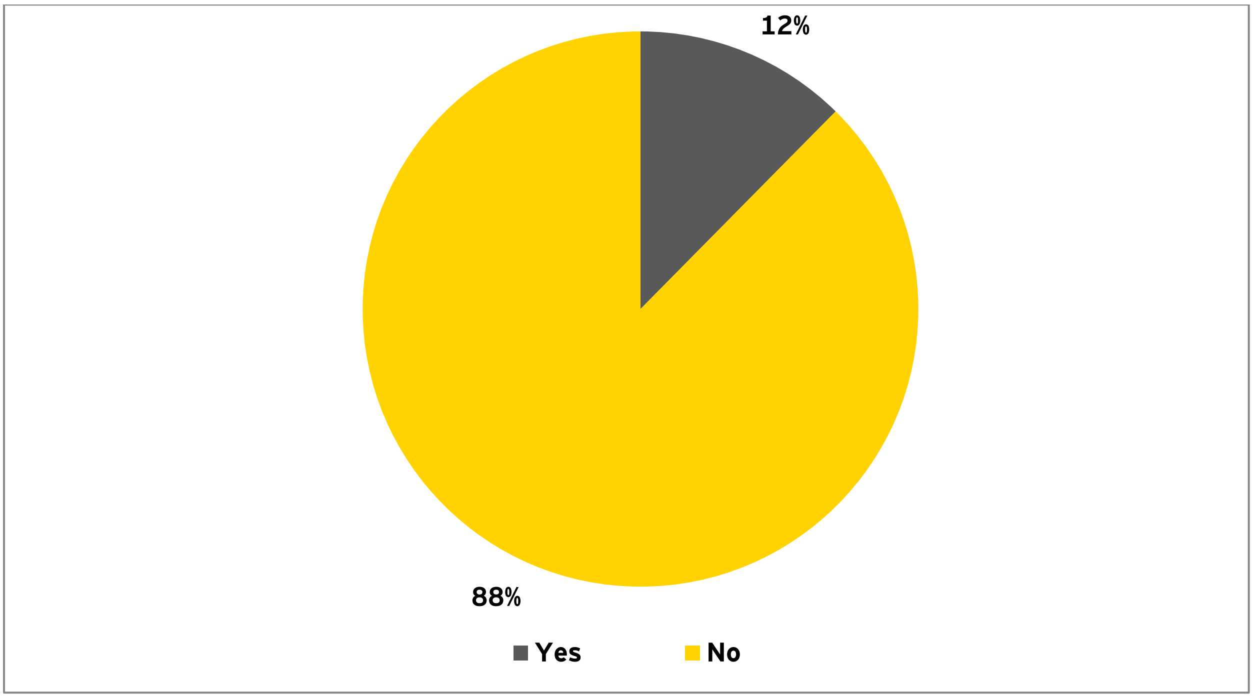
3.4 Section 4 - e-Accessibility Technologies

This section analyzes data gathered on whether respondents have staff members with disability, the types of assistive technologies used for such staff, as well as respondents' level interest in receiving assistance from FITA regarding e-Accessibility. Interviewees were also given the opportunity to pass on any additional comments regarding the subject of the Study.

3.4.1 Employment of staff with disability

This question asked the respondents whether disabled individuals are employed with the company. The results show that 88% do not employ such persons.

Figure 20: Staff with disability



Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Yes	29	12.39%
No	205	87.61%

Source: FITA Survey, 2013

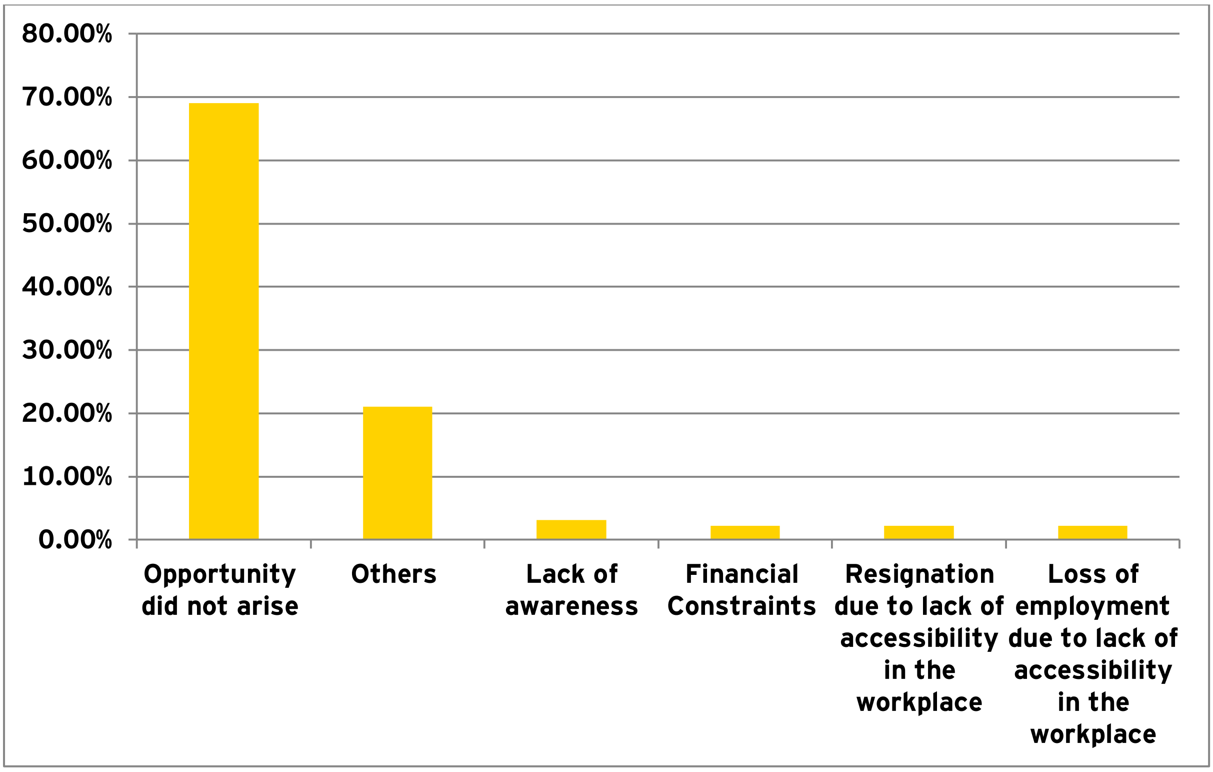
Thirty percent of Transport respondents employed staff with some form of disability, the highest rate amongst interviewed sectors. This was followed by Manufacturing (27%), Agriculture (23%), Professional Scientific and Technical (19%) and Finance and Banking (18%).

3.4.2 Reasons behind this lack of employment of people with disability

Those who answered negatively to the previous question were asked about the cause for this absence/lack of employment. The main reason given was that the opportunity did not arise (69 %). Reasons identified included lack of available vacancies or an absence of such applicants.

Other reasons prompted to respondents which could have been chosen were financial constraints, resignation due to lack of accessibility in the workplace, loss of employment opportunity due to lack of accessibility in the workplace and lack of awareness. Twenty one percent gave other reasons for the shortage, primarily the nature of the job and the size of the firm.

Figure 21: Reasons for lack of employment



Source: FITA Survey, 2013

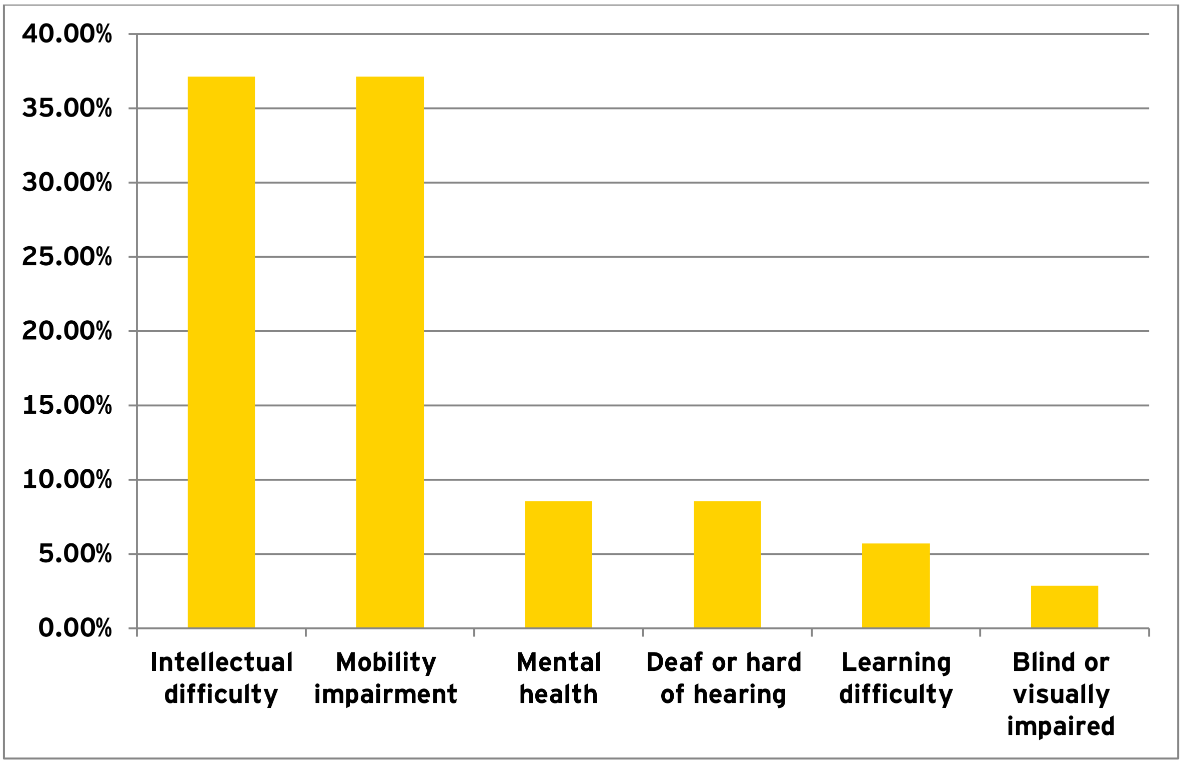
	Total Respondents	Percentage of respondents
Opportunity did not arise	154	69.06%
Others	47	21.08%
Lack of awareness	7	3.14%
Financial Constraints	5	2.24%
Resignation due to lack of accessibility in the workplace	5	2.24%
Loss of employment due to lack of accessibility in the workplace	5	2.24%

Source: FITA Survey, 2013

3.4.3 Type of impairment

This question sought to ascertain the nature of existing employee/s disability/ies. Results show that intellectual difficulty and mobility impairment were the most common responses amongst respondents' employees (37%) with disability. This is followed by mental health (9% of respondents who employ people with disability), deaf or hard of hearing (9%), learning difficulty (6%) and blind/visually impaired (3%).

Figure 22: Type of impairment



Source: FITA Survey, 2013

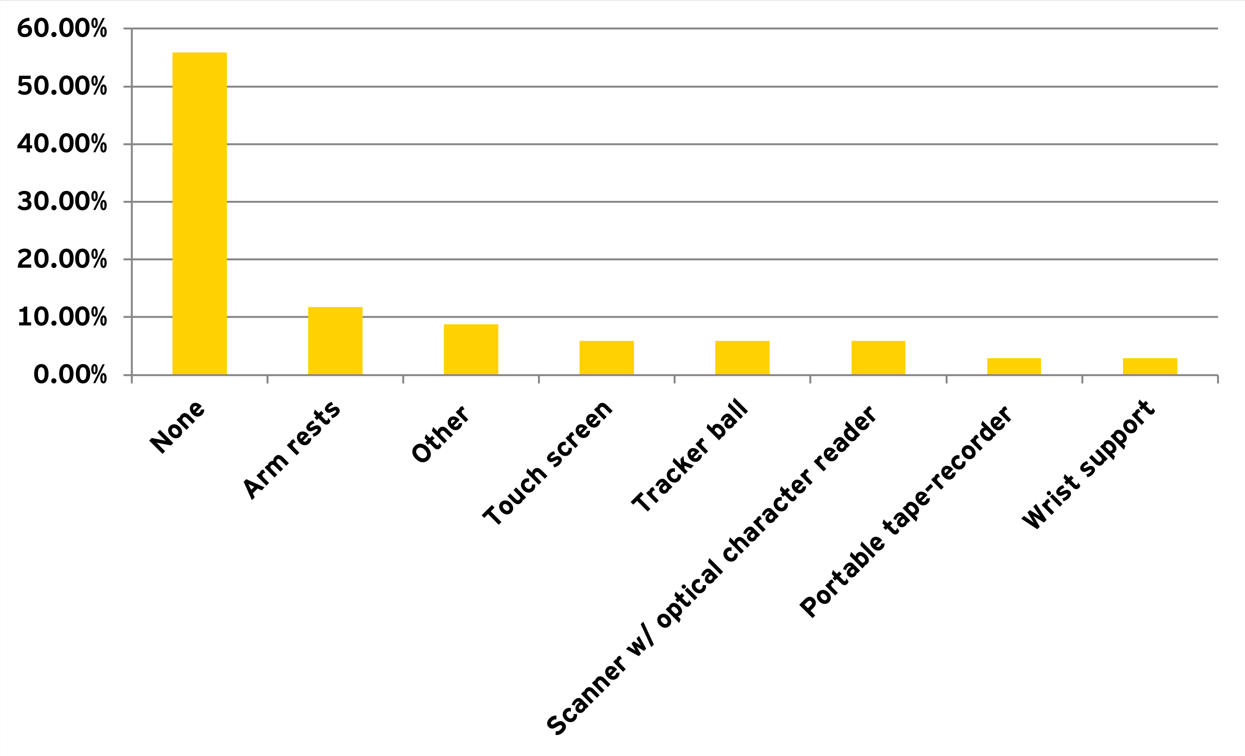
	Total Respondents	Percentage of respondents
Intellectual difficulty	13	37.14%
Mobility impairment	13	37.14%
Mental health	3	8.57%
Deaf or hard of hearing	3	8.57%
Learning difficulty	2	5.71%
Blind or visually impaired	1	2.86%

Source: FITA Survey, 2013

3.4.4 Types of assistive devices used by employees with disability

More than half (56 %) of the participants who employ disabled individuals answered that they do not use any specific assistive devices for these employees. Those that do indicated requiring arm rests (12%), scanner with optical character reader (6%), tracker ball (6%), touch screen (6%) and portable tape-recorder (3%). On the other hand, desktop & laptops with built in accessibility features (such as specific ICT accessible software), alternative keyboards, overlay keyboard, speech recognition systems and Braille were not amongst the options which were chosen in response to this question.

Figure 23: Assistive Devices



Source: FITA Survey, 2013

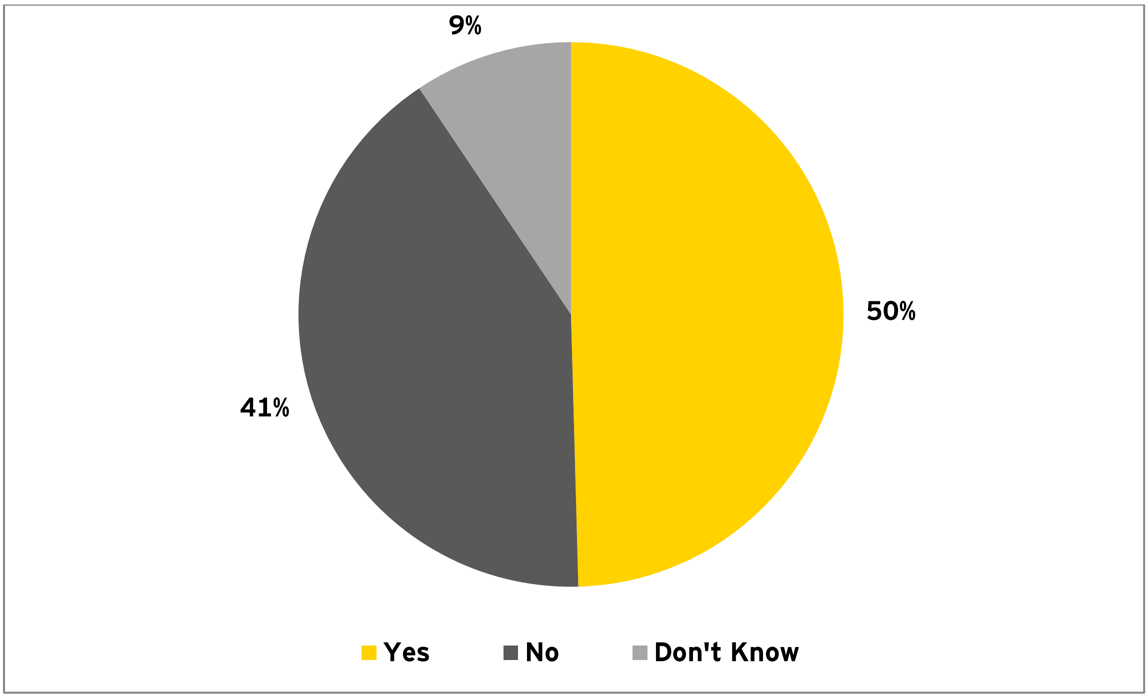
	Total Respondents	Percentage of respondents
None	19	55.88%
Arm rests	4	11.76%
Other	3	8.82%
Touch screen	2	5.88%
Tracker ball	2	5.88%
Scanner w/ optical character reader	2	5.88%
Portable tape-recorder	1	2.94%
Wrist support	1	2.94%

Source: FITA Survey, 2013

3.4.5 Interest in assistance to understand and apply e-accessibility principles to the company

In this question, all respondents were asked if they require any assistance to learn about e-accessibility principles and how they can be applied in the company. For this question, the interviewer explained possible forms of such assistance including financial or technical help. The interviewee was informed that upon giving a positive answer, their company's contact details would be given to FITA, to allow follow up. Fifty percent of the participants required additional help on e-accessibility whilst 41% refused further assistance with the remaining 9% being undecided.

Figure 24: Request for Assistance



Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Yes	116	49.57%
No	96	41.03%
Don't Know	22	9.40%

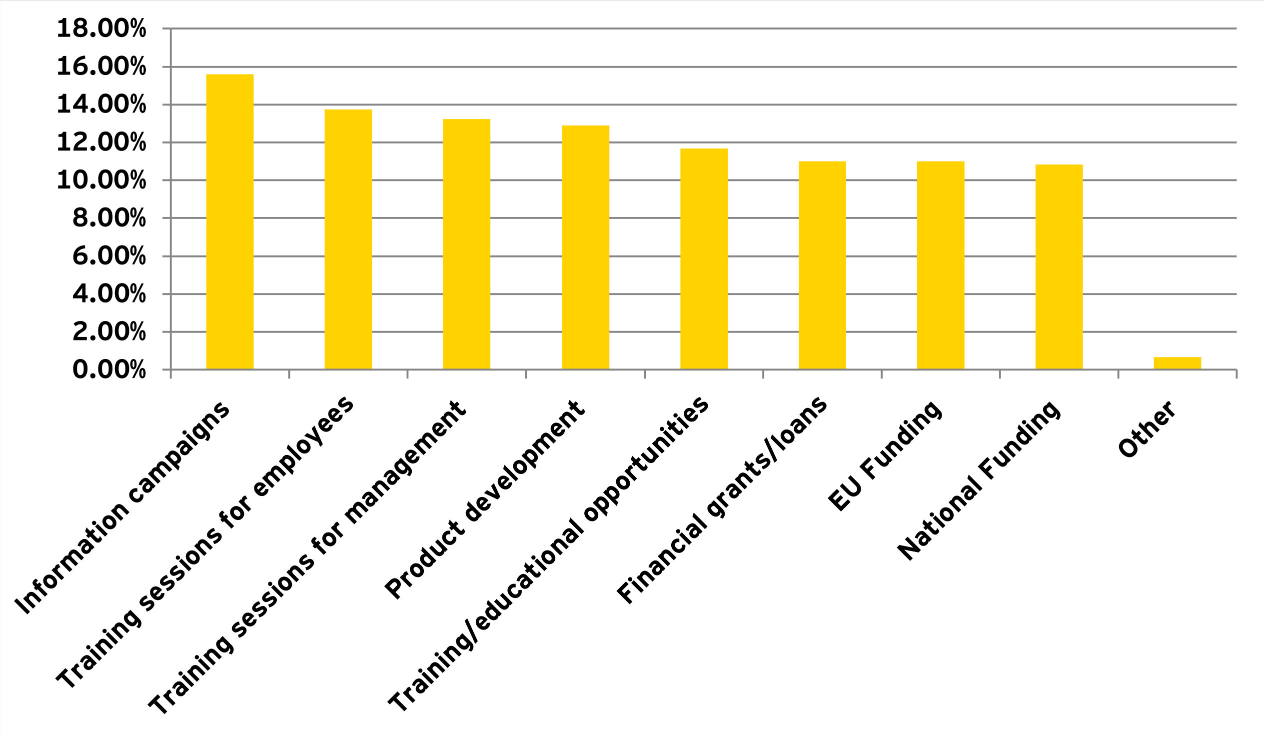
Source: FITA Survey, 2013

All of ICT respondents requested further assistance from FITA. The subsequent sectors to show the greatest willingness for such assistance were in the Tourism field (with 71% indicating their interest), Other NACE categories, (69%), Education and Training (67%) and Real Estate (63%). A full breakdown by sector for this question is depicted in Appendix B.

3.4.6 Type of assistance required

The main headings, i.e. financial assistance and technical assistance, were prompted to the respondents in this question. This was done to gather data on the type of support that businesses would most likely apply for if made available to them. Respondents could also opt to choose all possible (identified) types of assistance, or specify any other aids. The respondents could also point out which type of financial or technical assistance they required. Technical assistance was chosen the most frequently, with information campaigns for the general public being the most frequently cited option with 16% of total mentions. Training sessions for both employees and management followed closely with 14% and 13% respectively. Other results can be observed in the table below.

Figure 25: Type of assistance



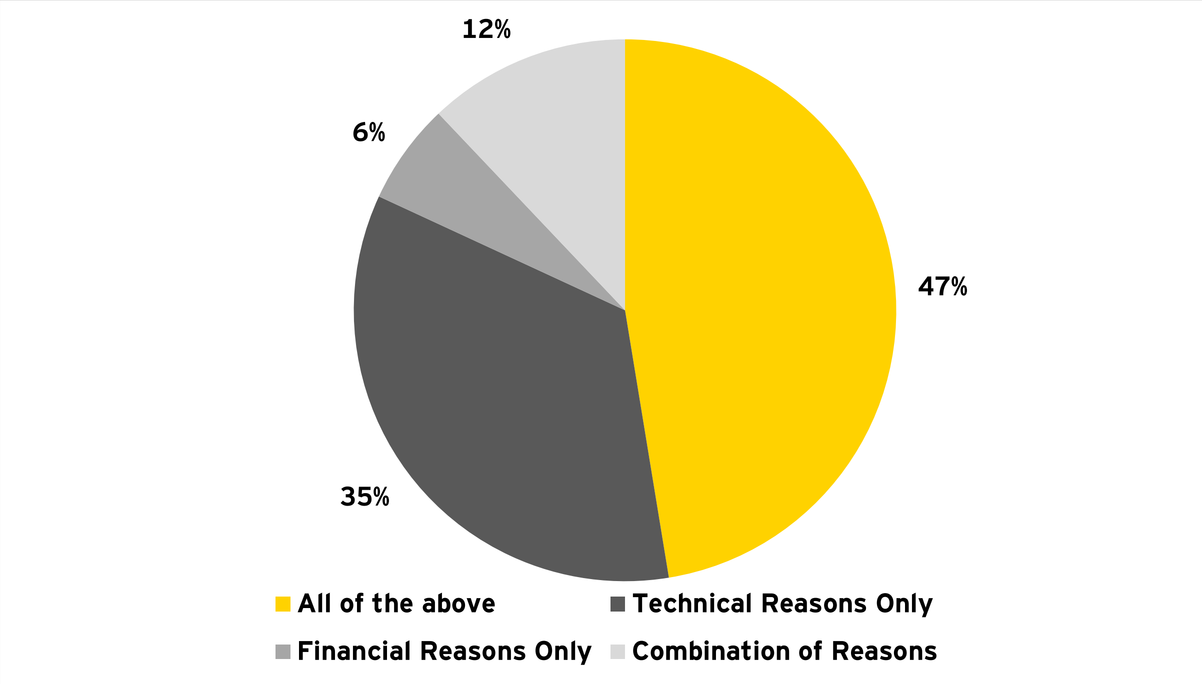
Source: FITA Survey, 2013

	Total Respondents	Percentage of respondents
Information campaigns	92	15.59%
Training sessions for employees	81	13.73%
Training sessions for management	78	13.22%
Product development	76	12.88%
Training/educational opportunities	69	11.69%
Financial grants/loans	65	11.02%
EU Funding	65	11.02%
National Funding	64	10.85%
Other	4	0.68%

Source: FITA Survey, 2013

Forty seven percent of respondents requested all available types of assistance. Thirty four percent requested only technical assistance, 6% requested only financial help whilst 12% responded with a combination of different reasons for requesting assistance.

Figure 26: Choice mixture of type of assistance



Source: FITA Survey, 2013

All of the above	Technical Assistance Only	Financial Assistance Only	Combination of Assistance types	Total Yes (Q21)
55	40	7	14	116
47.41%	34.48%	6.03%	12.07%	100%

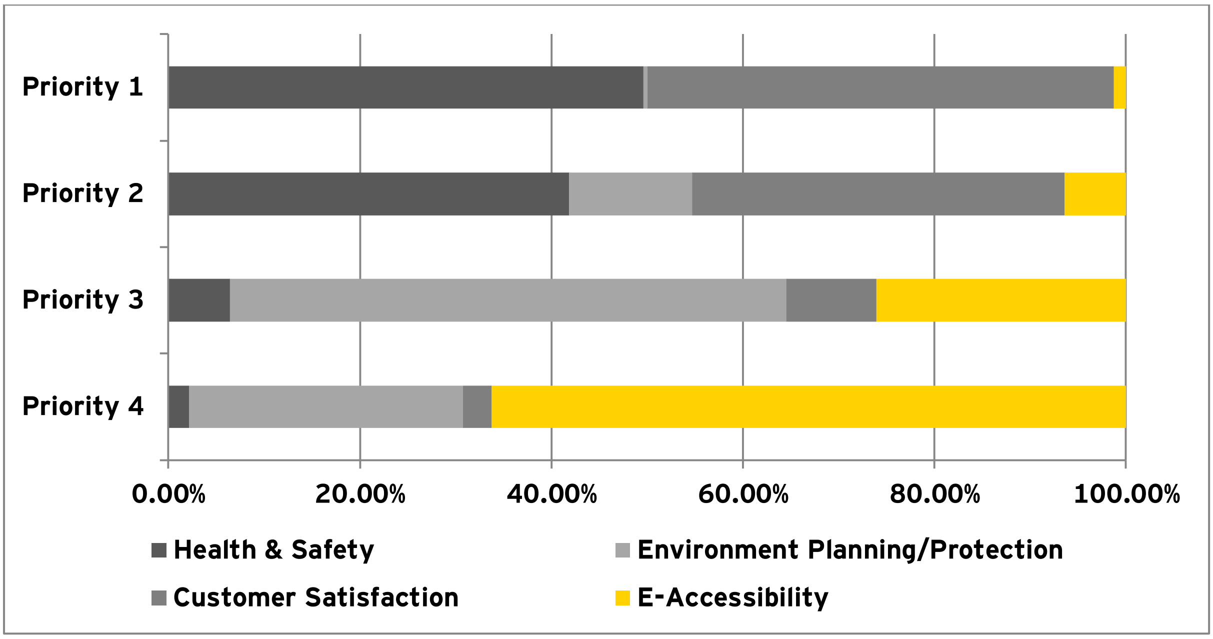
Source: FITA Survey, 2013

3.4.7 Ranking factors by importance to the business

This question asked respondents to rank four areas, namely Health and Safety, Customer Satisfaction, E-accessibility and Environment Planning/Protection, in order of (perceived) importance to the respondent's company. This was done to determine the priorities of local companies whilst measuring the (relative) significance these firms give to e-accessibility when compared to other (policy) areas. During the survey it was emphasized that this question referred to the views of the company in general rather than those of the individual.

As shown in the table below both Health and Safety (ranked first by 50% of respondents) and Customer Satisfaction (ranked first by 49%), were given the highest priorities by respondents as a whole. The Environment Planning/Protection factor was mostly ranked third with 58%. E-accessibility was ranked fourth by 66% of respondents.

Figure 27: Ranking of Policies by order of importance



Source: FITA Survey, 2013

	Health & Safety	Environment Planning/Protection	Customer Satisfaction	E-Accessibility
Priority 1	49.57%	0.43%	48.72%	1.28%
Priority 2	41.88%	12.82%	38.89%	6.41%
Priority 3	6.41%	58.12%	9.40%	26.07%
Priority 4	2.14%	28.63%	2.99%	66.24%

Source: FITA Survey, 2013

4. Conclusion

Through this study, FITA sought to achieve a number of inter-linked objectives.

When assessing employers' attitudes and readiness towards ICT accessibility with respect to employees and customers (Study Objective A), the survey has shown that 35% in total of all respondents were aware of ICT accessibility guidelines, with the ICT sector being the most aware (100%). Tourism and Real Estate respondents followed with 65% and 63% respectively.

Moreover, plans to introduce E-Accessibility in corporate policy for these sectors exist for 29% of ICT respondents, with 12% of Tourism and 38% of Real Estate respondents planning to introduce such E-Accessibility corporate policies. The Education and Training sector was prominent in terms of willingness to introduce such plans in corporate policy (67%). The results also show that to date, very few companies have requested a Quality Assurance Review on E-Accessibility. Out of all the sectors, it seems that Transport sector respondents (have carried out the highest rate of such Quality Assurance Review on E-Accessibility, with 15% of them having already carried out such a review.

Overall, employers' awareness and attitudes towards E-Accessibility may be deemed to be relatively low, and this is further evidenced by 66% of respondents ranking E-Accessibility last when compared to Health and Safety, Customer Satisfaction, and Environment Planning/Protection.

When assessing gaps in e-accessibility in the provision of goods and services (Study Objective B), just over 16% of total respondents indicated that any products and services which are developed and sold are e-accessible. A further 10% indicated that any products and services used internally are e-accessible. Up to 7% of companies indicated having at least one specialized e-accessibility expert employed with them.

Moreover, from the respondents who did not yet feature E-Accessibility in their provided products/services, the Telecommunications and Media, and the Education and Training sectors showed the highest willingness to introduce E-Accessibility features into their products/services (67% from each sector). Aside from these sectors, this rate was no higher than 38% (Real Estate), indicating wide differences in the incorporation of E-Accessibility into the provision of goods and services.

Study Objective C was to evaluate the information asymmetry between employers and FITA and thereby provide both parties with the necessary knowledge in order to better serve individuals with disability. In this regard, it is noted that although legally binding, only just over 11% of respondents indicated being aware of the WCAG2 guidelines, with over 61% indicating being aware of the Equal Opportunities Act. Moreover, and for a variety of reasons, only 12% of respondents claim to employ at least one disabled person. Amongst other realities, this rate of employment will need to increase if individuals with disabilities are to gain more dignified social acceptance.

Employers seem to be aware of lack of information and awareness on e-accessibility and the need to take action on this matter, with just under 50% requesting assistance of one form or another in this respect. It is also noted that most of the 17% of respondents who provided additional comments at the end of their respective interviews proposed that additional information on FITA be made available. This again points to the need for increased information exchange between employers and FITA.

When assessing the awareness of businesses with regards to FITA and its services (Study Objective D), the survey shows that such awareness is relatively low (at 18% of total respondents). Sectors such as Finance and Banking (at 9%), Administration and Support Services (9%), Tourism (12%) and Wholesale and Retail (13%) recorded the lowest levels of recognition of FITA. This all points towards the need for further marketing efforts, potentially focusing resources on these sectors.

On the other hand, the ICT sector showed the highest awareness with regards to FITA (at 86% of sector respondents). This would indicate that collaborative efforts with this sector are more likely to be successful than with others. The sectors which followed in terms of high awareness were Real Estate (at 38% of sectorial respondents), Education & Training (33%), Transport (23%), and Professional Scientific and Technical (23%).

When identifying the sectors which require further assistance on e-accessibility, (Study Objective E), those which requested assistance most were ICT (with all respondents requesting additional assistance), Tourism (with 71% of sectorial respondents doing so), Other NACE (69%), Education and Training (67%) and Real Estate (at 63%). It is encouraging to note that the Tourism sector showed amongst the highest willingness to receive assistance regarding E-Accessibility, considering it was amongst the lowest in terms of FITA recognition (12%). This indicates scope for enhanced relationships and collaboration between FITA and the Tourism industry. Assistance most commonly requested included information campaigns for the general public (16% of respondents), followed by training sessions for employees (14%) and for management (13%).

Finally, whilst 47% indicated an interest in all possible forms of assistance, 34% requested technical assistance only, as opposed to 6% who requested financial assistance only. Many respondents pointed out that limitations in adopting e-accessibility were due to the nature of the job, company operations, the size of the company and further lack of information. This information should be useful for FITA when planning its future targets and actions.

Appendix A - Data Tables

Main NACE Code categories

Section	Description
A	Agriculture
C	Manufacturing
G	Wholesale & Retail
F, B	Construction, Mining & Quarrying
H	Transport
I	Tourism
J	Telecommunications & Media
J	ICT
K	Finance & Banking
L	Real Estate
M	Professional, Scientific & Technical Activities
N	Admin & Support Service Activities
P	Education & Training
S	Other Service Activities
Other	Remaining NACE excluding Public Services

D4 – Size of business respondents by employees

	Total respondents	Percentage of respondents
1 to 9: Micro	130	55.56%
10 to 49: Small	68	29.06%
50 to 249: Medium	31	13.25%
More than 250: Large	5	2.14%

D6 – Respondents' Economic Sectors

	Total respondents	Percentage of respondents
Agriculture	13	5.56%
Manufacturing	11	4.70%
Wholesale & Retail	64	27.35%
Construction, Mining & Quarrying	14	5.98%
Transport	13	5.56%
Tourism	17	7.26%
Telecommunications & Media	3	1.28%
Finance & Banking	11	4.70%
Real Estate	8	3.42%
ICT	7	2.99%
Professional, Scientific & Technical	31	13.25%
Education & Training	3	1.28%
Admin & Support Service Activities	11	4.70%
Other Service Activities	12	5.13%
Other	16	6.84%

D7 – ICT involvement in businesses

	Total respondents	Percentage of respondents
1 - Develop and sell ICT products/services/hardware for/to third parties	14	4.78%
2 - Use ICT products/services/hardware to sell other products/services	79	26.96%
3 - Use ICT for internal purposes	200	68.26%

	Total Respondents	Percentage of respondents
Option 3 only	143	61.11%
Option 2 and 3	49	20.94%
Option 2 only	20	8.55%
None of the above	8	3.42%
All of the above	7	2.99%
Option 1 and 2	3	1.28%
Option 1 only	3	1.28%
Option 1 and 3	1	0.43%

Q1 – Are you familiar with the services of FITA?

	Total respondents	Percentage of respondents
Yes	42	17.95%
No	189	80.77%
Don't Know	3	1.28%

Q2 – Through which medium did you get to know of FITA?

	Total respondents	Percentage of respondents
TV	14	24.14%
Web-site	10	17.24%
Local Newspapers	7	12.07%
Other	6	10.34%
Previous Work Experience	5	8.62%
Radio	4	6.90%
Colleagues	4	6.90%
Social Media	3	5.17%
Disabled Persons	3	5.17%
Friends	2	3.45%

Q3 – Are you aware of any e-accessibility guidelines/practices/regulations?

	Total respondents	Percentage of respondents
Yes	81	34.62%
No	153	65.38%

Q4 – How were you made aware of such e-accessibility guidelines/practices/regulations?

	Total respondents	Percentage of respondents
TV/Media	33	39.29%
FITA	3	3.57%
External Experts	16	19.05%
Previous Work Experience	15	17.86%
Other	17	20.24%

Q5 – Which guidelines are you aware of?

	Total Respondents	Percentage of respondents
Equal Opportunities	163	61.51%
Web Content Accessibility Guidelines 2	30	11.32%
Other	8	3.02%
Not Aware of Any	64	24.15%

Q6 – Does your company have a corporate policy towards persons with disability?

	Total Respondents	Percentage of respondents
Yes	53	22.65%
No	171	73.08%
Don't Know	10	4.27%

Q7 – How is the policy implemented?

	Total Respondents	Percentage of respondents
Part of the induction training of the firm	19	26.39%
Part of the Continuous Professional Development Programme of the firm	24	33.33%
Part of the basis on which the firm's projects are developed	20	27.78%
Other	9	12.50%

Q8 – What is the reason for the absence of such a company policy?

	Total Respondents	Percentage of respondents
Financial Resources	3	1.64%
Technical Resources	21	11.48%
Lack of Awareness	70	38.25%
Don't Know	40	21.86%
Other	49	26.78%

Q9 – Are there any plans to introduce e-accessibility in the firm's corporate policy?

	Total Respondents	Percentage of respondents
Yes	28	11.97%
No	171	73.08%
Don't Know	35	14.96%

Q10 – What are the reasons behind this decision?

	Total Respondents	Percentage of respondents
Regulatory Requirements	7	19.44%
Objective of enhancing further service quality	18	50.00%
Commercial/Market Opportunity	11	30.56%

Q10a – How did you become aware of this commercial/market opportunity?

Commercial Market Opportunity	Total Respondents	Percentage of respondents
Media	5	35.71%
Information Campaigns	3	21.43%
Request/s from consumer/s	2	14.29%
External Consultancy	2	14.29%
Newspaper articles	1	7.14%
Other	1	7.14%

Q11 – In what ways is/will the firm's accessibility guidelines within corporate policy being/will be implemented?

	Total Respondents	Percentage of respondents
Developed/sold products/services are e-accessible	14	16.09%
Inclusion of disability issues in corporate values	13	14.94%
ICT accessible electronic media for promotion purposes	13	14.94%
Continuous Professional Development	10	11.49%
Products/services used internally are ICT accessible	9	10.34%
ICT accessible printed media for promotion purposes	9	10.34%
Cooperation with disabled stakeholders	8	9.20%
Induction training	8	9.20%
Other	3	3.45%

Q12 – What are the concrete processes which this work involves?

	Total Respondents	Percentage of respondents
Accessibility awareness part of recruitment criteria	3	20.00%
Training in accessibility for those involved in the product development cycle	3	20.00%
Consideration of accessibility requirements in the product development life cycle	3	20.00%
Compliance with accessibility guidelines & standards	3	20.00%
Periodic consideration with organisations representing people with disability	2	13.33%
Involvement of persons with disability in the design stage of product development	1	6.67%

Q13 – Does your firm employ staff with specialized e-accessibility expertise?

	Total Respondents	Percentage of respondents
No e-accessibility expert	218	93.16%
One e-accessibility expert	12	5.13%
More than one e-accessibility expert	4	1.71%

Q14 – In which of the following ICT areas does your organization have e-accessibility related expertise?

	Total Respondents	Percentage of respondents
Hardware	7	25.00%
Software	6	21.43%
Web services/content	6	21.43%
Human Resources	6	21.43%
Marketing/PR	3	10.71%

Q15 – Does your company have plans to introduce new products/services with e-accessibility built-in features?

	Total Respondents	Percentage of respondents
Yes	48	20.51%
No	151	64.53%
Don't Know	35	14.96%

Q16 – Quality Assurance Review on E-Accessibility

	Total Respondents	Percentage of respondents
Yes	12	5.13%
No	209	89.32%
Don't Know	13	5.56%

Q17 – Does your firm employ staff with disability?

	Total Respondents	Percentage of respondents
Yes	29	12.39%
No	205	87.61%

Q18 – What are the reasons behind this lack of employment?

	Total Respondents	Percentage of respondents
Opportunity did not arise	154	69.06%
Others	47	21.08%
Lack of awareness	7	3.14%
Financial Constraints	5	2.24%
Resignation due to lack of accessibility in the workplace	5	2.24%
Loss of employment due to lack of accessibility in the workplace	5	2.24%

Q19 – What type of impairment do they have?

	Total Respondents	Percentage of respondents
Intellectual difficulty	13	37.14%
Mobility impairment	13	37.14%
Mental health	3	8.57%
Deaf or hard of hearing	3	8.57%
Learning difficulty	2	5.71%
Blind or visually impaired	1	2.86%

Q20 – What type of assistive devices are used by your employees with disability?

	Total Respondents	Percentage of respondents
None	19	55.88%
Arm rests	4	11.76%
Other	3	8.82%
Touch screen	2	5.88%
Tracker ball	2	5.88%
Scanner w/ optical character reader	2	5.88%
Portable tape-recorder	1	2.94%
Wrist support	1	2.94%

Q21 – Do you require any assistance in understanding and applying ICT-accessibility principles to your company?

	Total Respondents	Percentage of respondents
Yes	116	49.57%
No	96	41.03%
Don't Know	22	9.40%

Q22 – If yes, what type of assistance would you require?

	Total Respondents	Percentage of respondents
Information campaigns	92	15.59%
Training sessions for employees	81	13.73%
Training sessions for management	78	13.22%
Product development	76	12.88%
Training/educational opportunities	69	11.69%
Financial grants/loans	65	11.02%
EU Funding	65	11.02%
National Funding	64	10.85%
Other	4	0.68%

Q22 – Choice mixture of type of assistance

All of the above	Technical Assistance Only	Financial Assistance Only	Combination of Assistance types	Total Yes (Q21)
55	40	7	14	116
47.41%	34.48%	6.03%	12.07%	100%

Q23 – Ranking of factors by order of importance

	Health & Safety	Environment Planning/Protection	Customer Satisfaction	E-Accessibility
Priority 1	49.57%	0.43%	48.72%	1.28%
Priority 2	41.88%	12.82%	38.89%	6.41%
Priority 3	6.41%	58.12%	9.40%	26.07%
Priority 4	2.14%	28.63%	2.99%	66.24%

Appendix B – Sectorial Breakdown

D4 - No. Of employees employed by the firm / D6 - Main Activity of the Company

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
1 to 9: Micro	6 (46.15%)	6 (54.55%)	43 (67.19%)	7 (50%)	6 (46.15%)	11 (64.71%)	1 (33.33%)	6 (54.55%)	3 (37.5%)	2 (28.57%)	17 (54.84%)	0 (0%)	1 (9.09%)	10 (83.33%)	11 (68.75%)
10 to 49: Small	4 (30.77%)	1 (9.09%)	16 (25%)	4 (28.57%)	6 (46.15%)	4 (23.53%)	2 (66.67%)	2 (18.18%)	3 (37.5%)	4 (57.14%)	11 (35.48%)	2 (66.67%)	6 (54.55%)	1 (8.33%)	2 (12.5%)
50 to 249: Medium	3 (23.08%)	3 (27.27%)	5 (7.81%)	1 (7.14%)	0 (0%)	2 (11.76%)	0 (0%)	3 (27.27%)	2 (25%)	1 (14.29%)	3 (9.68%)	1 (33.33%)	3 (27.27%)	1 (8.33%)	3 (18.75%)
More than 250	0 (0%)	1 (9.09%)	0 (0%)	2 (14.29%)	1 (7.69%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (9.09%)	0 (0%)	0 (0%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

D7 - Involvement of ICT in the production process

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Develop and sell ICT products/services/hardware for/to third parties	0 (0%)	0 (0%)	4 (5.48%)	0 (0%)	0 (0%)	0 (0%)	2 (33.33%)	1 (8.33%)	0 (0%)	6 (37.5%)	0 (0%)	0 (0%)	1 (5.56%)	0 (0%)	0 (0%)
Use ICT products/services/hardware to sell other products/services	3 (21.43%)	4 (28.57%)	18 (24.66%)	5 (33.33%)	5 (29.41%)	3 (16.67%)	2 (33.33%)	1 (8.33%)	5 (45.45%)	5 (31.25%)	11 (26.83%)	2 (50%)	7 (38.89%)	2 (14.29%)	6 (30%)
Use ICT for internal purposes only	11 (78.57%)	10 (71.43%)	51 (69.86%)	10 (66.67%)	12 (70.59%)	15 (83.33%)	2 (33.33%)	10 (83.33%)	6 (54.55%)	5 (31.25%)	30 (73.17%)	2 (50%)	10 (55.56%)	12 (85.71%)	14 (70%)
	14	14	73	15	17	18	6	12	11	16	41	4	18	14	20

Q1 - Are you familiar with the services of FITA?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Yes	2 (15.38%)	2 (18.18%)	8 (12.5%)	3 (21.43%)	3 (23.08%)	2 (11.76%)	0 (0%)	1 (9.09%)	3 (37.5%)	6 (85.71%)	7 (22.58%)	1 (33.33%)	1 (9.09%)	2 (16.67%)	1 (6.25%)
No	11 (84.62%)	9 (81.82%)	54 (84.38%)	11 (78.57%)	10 (76.92%)	14 (82.35%)	3 (100%)	10 (90.91%)	5 (62.5%)	1 (14.29%)	24 (77.42%)	2 (66.67%)	10 (90.91%)	10 (83.33%)	15 (93.75%)
Don't Know	0 (0%)	0 (0%)	2 (3.13%)	0 (0%)	0 (0%)	1 (5.88%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

Q2 - Through which medium did you get to know of FITA?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Minining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
TV	1 (50%)	1 (50%)	3 (42.86%)	1 (33.33%)	2 (40%)	1 (33.33%)	0 (0%)	0 (0%)	0 (0%)	1 (12.5%)	2 (12.5%)	0 (0%)	0 (0%)	1 (33.33%)	1 (50%)
Radio	0 (0%)	0 (0%)	1 (14.29%)	1 (33.33%)	0 (0%)	1 (33.33%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (6.25%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Web-site	1 (50%)	0 (0%)	0 (0%)	0 (0%)	1 (20%)	0 (0%)	0 (0%)	0 (0%)	1 (33.33%)	1 (12.5%)	4 (25%)	1 (50%)	0 (0%)	0 (0%)	1 (50%)
Social Media	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (18.75%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Local Newspapers	0 (0%)	0 (0%)	1 (14.29%)	0 (0%)	1 (20%)	1 (33.33%)	0 (0%)	0 (0%)	0 (0%)	1 (12.5%)	2 (12.5%)	1 (50%)	0 (0%)	0 (0%)	0 (0%)
Colleagues	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (20%)	0 (0%)	0 (0%)	0 (0%)	1 (33.33%)	1 (12.5%)	1 (6.25%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Disabled Persons	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (12.5%)	1 (6.25%)	0 (0%)	0 (0%)	1 (33.33%)	0 (0%)
Friends	0 (0%)	0 (0%)	1 (14.29%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0 (0%)
Previous Work Experience	0 (0%)	0 (0%)	0 (0%)	1 (33.33%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	2 (25%)	0 (0%)	0 (0%)	0 (0%)	1 (33.33%)	0 (0%)
Other	0 (0%)	1 (50%)	1 (14.29%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (33.33%)	1 (12.5%)	2 (12.5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	2	2	7	3	5	3	0	1	3	8	16	2	1	3	2

Q3 - Are you aware of any e-accessibility guidelines/practices/regulations?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Yes	2 (15.38%)	1 (9.09%)	23 (35.94%)	2 (14.29%)	5 (38.46%)	11 (64.71%)	1 (33.33%)	4 (36.36%)	5 (62.5%)	7 (100%)	10 (32.26%)	1 (33.33%)	2 (18.18%)	2 (16.67%)	5 (31.25%)
No	11 (84.62%)	10 (90.91%)	41 (64.06%)	12 (85.71%)	8 (61.54%)	6 (35.29%)	2 (66.67%)	7 (63.64%)	3 (37.5%)	0 (0%)	21 (67.74%)	2 (66.67%)	9 (81.82%)	10 (83.33%)	11 (68.75%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

Q6 - Does your company have a corporate policy towards persons with disability?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Yes	1 (7.69%)	1 (9.09%)	15 (23.44%)	0 (0%)	3 (23.08%)	6 (35.29%)	2 (66.67%)	2 (18.18%)	4 (50%)	2 (28.57%)	8 (25.81%)	1 (33.33%)	0 (0%)	4 (33.33%)	4 (25%)
No	11 (84.62%)	10 (90.91%)	45 (70.31%)	13 (92.86%)	9 (69.23%)	10 (58.82%)	1 (33.33%)	9 (81.82%)	4 (50%)	5 (71.43%)	22 (70.97%)	2 (66.67%)	11 (100%)	8 (66.67%)	11 (68.75%)
Don't Know	1 (7.69%)	0 (0%)	4 (6.25%)	1 (7.14%)	1 (7.69%)	1 (5.88%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (3.23%)	0 (0%)	0 (0%)	0 (0%)	1 (6.25%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

Q9 - Are there any plans to introduce e-accessibility in the firm's corporate policy?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Yes	1 (7.69%)	1 (9.09%)	8 (12.5%)	0 (0%)	0 (0%)	2 (11.76%)	0 (0%)	3 (27.27%)	3 (37.5%)	2 (28.57%)	3 (9.68%)	2 (66.67%)	1 (9.09%)	0 (0%)	2 (12.5%)
No	12 (92.31%)	9 (81.82%)	46 (71.88%)	12 (85.71%)	10 (76.92%)	14 (82.35%)	2 (66.67%)	6 (54.55%)	4 (50%)	3 (42.86%)	21 (67.74%)	1 (33.33%)	10 (90.91%)	10 (83.33%)	11 (68.75%)
Don't Know	0 (0%)	1 (9.09%)	10 (15.63%)	2 (14.29%)	3 (23.08%)	1 (5.88%)	1 (33.33%)	2 (18.18%)	1 (12.5%)	2 (28.57%)	7 (22.58%)	0 (0%)	0 (0%)	2 (16.67%)	3 (18.75%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

Q13 - Does your firm employ staff with specialised e-accessibility expertise?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
No e-accessibility expert	12 (92.31%)	11 (100%)	61 (95.31%)	14 (100%)	12 (92.31%)	16 (94.12%)	2 (66.67%)	8 (72.73%)	6 (75%)	7 (100%)	31 (100%)	2 (66.67%)	9 (81.82%)	12 (100%)	15 (93.75%)
One e-accessibility expert	0 (0%)	0 (0%)	2 (3.13%)	0 (0%)	1 (7.69%)	1 (5.88%)	1 (33.33%)	2 (18.18%)	2 (25%)	0 (0%)	0 (0%)	1 (33.33%)	1 (9.09%)	0 (0%)	1 (6.25%)
More than one e-accessibility expert	1 (7.69%)	0 (0%)	1 (1.56%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (9.09%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (9.09%)	0 (0%)	0 (0%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

Q15 - Does your company have plans to introduce new products/services with e-accessibility built-in features?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Yes	1 (7.69%)	1 (9.09%)	15 (23.44%)	4 (28.57%)	2 (15.38%)	4 (23.53%)	2 (66.67%)	4 (36.36%)	3 (37.5%)	1 (14.29%)	3 (9.68%)	2 (66.67%)	1 (9.09%)	3 (25%)	2 (12.5%)
No	11 (84.62%)	8 (72.73%)	42 (65.63%)	9 (64.29%)	9 (69.23%)	11 (64.71%)	0 (0%)	5 (45.45%)	2 (25%)	5 (71.43%)	19 (61.29%)	1 (33.33%)	8 (72.73%)	7 (58.33%)	14 (87.5%)
Don't Know	1 (7.69%)	2 (18.18%)	7 (10.94%)	1 (7.14%)	2 (15.38%)	2 (11.76%)	1 (33.33%)	2 (18.18%)	3 (37.5%)	1 (14.29%)	9 (29.03%)	0 (0%)	2 (18.18%)	2 (16.67%)	0 (0%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

Q16 - Has your firm ever requested a Quality Assurance Review on e-accessibility?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Yes	0 (0%)	0 (0%)	6 (9.38%)	1 (7.14%)	2 (15.38%)	0 (0%)	0 (0%)	0 (0%)	1 (12.5%)	1 (14.29%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (6.25%)
No	13 (100%)	11 (100%)	56 (87.5%)	13 (92.86%)	11 (84.62%)	14 (82.35%)	1 (33.33%)	10 (90.91%)	7 (87.5%)	6 (85.71%)	28 (90.32%)	2 (66.67%)	10 (90.91%)	12 (100%)	15 (93.75%)
Don't Know	0 (0%)	0 (0%)	2 (3.13%)	0 (0%)	0 (0%)	3 (17.65%)	2 (66.67%)	1 (9.09%)	0 (0%)	0 (0%)	3 (9.68%)	1 (33.33%)	1 (9.09%)	0 (0%)	0 (0%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

Q17 - Does your firm employ staff with disability?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Yes	3 (23.08%)	3 (27.27%)	8 (12.5%)	0 (0%)	4 (30.77%)	3 (17.65%)	0 (0%)	2 (18.18%)	0 (0%)	0 (0%)	6 (19.35%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
No	10 (76.92%)	8 (72.73%)	56 (87.5%)	14 (100%)	9 (69.23%)	14 (82.35%)	3 (100%)	9 (81.82%)	8 (100%)	7 (100%)	25 (80.65%)	3 (100%)	11 (100%)	12 (100%)	16 (100%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

Q21 - Do you require any assistance in understanding and applying e-accessibility principles to your company?

	Agriculture	Manufacturing	Wholesale & Retail	Construction, Mining & Quarrying	Transport	Tourism	Telecomms & Media	Finance & Banking	Real Estate	ICT	Professional, Scientific & Technical	Education & Training	Admin & Support	Other Service	Other
Yes	7 (53.85%)	6 (54.55%)	30 (46.88%)	7 (50%)	5 (38.46%)	12 (70.59%)	1 (33.33%)	4 (36.36%)	5 (62.5%)	7 (100%)	12 (38.71%)	2 (66.67%)	4 (36.36%)	3 (25%)	11 (68.75%)
No	6 (46.15%)	5 (45.45%)	27 (42.19%)	6 (42.86%)	6 (46.15%)	4 (23.53%)	2 (66.67%)	4 (36.36%)	3 (37.5%)	0 (0%)	13 (41.94%)	1 (33.33%)	7 (63.64%)	8 (66.67%)	4 (25%)
Don't Know	0 (0%)	0 (0%)	7 (10.94%)	1 (7.14%)	2 (15.38%)	1 (5.88%)	0 (0%)	3 (27.27%)	0 (0%)	0 (0%)	6 (19.35%)	0 (0%)	0 (0%)	1 (8.33%)	1 (6.25%)
	13	11	64	14	13	17	3	11	8	7	31	3	11	12	16

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