

**Angus Reid Institute/Rick Hansen Foundation Partnership 2016:  
Awareness, perceptions and attitudes regarding disability and accessibility**

[N] = new survey questions for 2016

All other questions are from the 2015 ARI/RHF survey

For this survey, we're asking Canadians for their views on some different issues here in Canada.

**Built Environment**

Let's begin with a few questions about architecture and design.

[N] 1. Suppose a new public building (such as a library, school, community centre, etc.) were being built in your community. How important would it be to you, personally, that this new building be...

[ROWS – RANDOMIZE]

Energy efficient

Made of environmentally sustainable materials

Accessible to people with physical disabilities

Affordable to the taxpayer

Family-friendly (i.e. change-tables in washrooms, parking for people with children, etc.)

Trans-inclusive (i.e. gender-neutral washrooms)

Architecturally interesting and attractive

[COLUMNS]

Not important at all

Not that important

Moderately important

Very important

[N] 2. And, which two from this list do you consider **most important** for new public buildings?

[KEEP SAME RANDOMIZATION]

Energy efficient

Made of environmentally sustainable materials

Accessible to people with physical disabilities

Affordable to the taxpayer

Family-friendly (i.e. change-tables in washrooms, parking for people with children, etc.)

Trans-inclusive (i.e. gender-neutral washrooms)

Architecturally interesting and attractive

[N] 3. LEED is short for "Leadership in Energy and Environmental Design". It is a series of standards and practices for maximizing the energy-efficiency and environmental sustainability of buildings. Buildings that meet these high standards are awarded varying levels of "LEED Certification" (gold/silver/etc.).

LEED is not a government program. Buildings that participate in it do so voluntarily. The program is designed to be an incentive for building owners to increase their use of “green” building practices.

How familiar would you say you are with the LEED program? Would you say you:

- Are quite familiar with LEED
- Know a little bit about it
- Have only heard the name
- Have never heard of it until now

[N] 4. One idea that has been suggested is to have a program similar to LEED that would rate buildings on their accessibility for people with physical disabilities. Those buildings would be awarded varying levels of certification (gold/silver/etc.) for meeting or exceeding accessibility standards.

Such a program would exist in addition to current building codes related to accessibility. Participation would be voluntary. The program would be designed as an incentive for building owners to increase the accessibility of their spaces.

What are your views on such a program? Would you say a “LEED for accessibility” would be:

- Definitely worthwhile
- Probably worthwhile
- Probably not worthwhile
- Definitely not worthwhile

### **Personal Experience**

Changing topics slightly...

5. Do you have what you consider to be a “physical disability”? Let’s include here any significant mobility problems, whether experienced from birth or related to aging or injury, hearing or visual impairment, or anything else like this.

- Yes, I have a physical disability
- No, I do not have a physical disability
- I have mobility or other physical, vision or hearing challenges, but don't consider myself to have a disability

6. And, do any of your family or close friends have a physical disability?

- Yes, a physical disability
- No, do not
- Mobility/physical challenges, but don't consider it a disability

[ASK Q7 IF "YES" DISABILITY OR CHALLENGE AT Q5:]

[N]7. Thinking about your own physical challenges or disability, what kind of an impact would you say this has on your own life and day-to-day activities? Would you say it has:

Minimal impact – I do basically everything I want to without much trouble

Moderate impact – I live comfortably, but some activities are a challenge

Major impact – many day-to-day activities are a challenge for me

[IF YES AT Q5, ASK Q8, ALL OTHERS SKIP TO Q9 INTRO SCREEN]

8. What kind of mobility or other physical, vision, or hearing challenge(s) do you have?

(Please try to choose the option(s) that are closest to the type of challenge(s) you have, even if not an exact fit.)

[KEEP THIS ORDER]

Difficulty walking

Require a walker/cane/scooter

Require a wheelchair

Difficulty hearing /hard of hearing

Deaf

Visually impaired

Blind

Arthritis

Chronic pain or illness

Other (Please specify:)

### **Overall Barriers**

[INTRO SCREEN]

We want to get people's views on the different barriers that might face people with physical disabilities.

Now, when we refer to "**people with physical disabilities**" let's consider this broadly, and as including, for example, someone who is blind, hearing impaired, or who uses a wheelchair or has a significant mobility issue, and any other types of physical disability.

By "**barriers**", we're referring broadly to anything that might be in the way or prevent someone's full participation in life.

9. Below is a list of different barriers that people with physical disabilities might face. In your opinion, to what extent is there room for improvement regarding each of the following different possible barriers facing people with physical disabilities in Canada today?

[ROWS - RANDOMIZE]

Accessibility of public places

Equal access to health care

Educational opportunities

Employment opportunities

Housing

Transportation

Discrimination towards people with disabilities

Lack of understanding of the needs of people with disabilities

Lack of understanding/belief in the potential of people with disabilities

[COLUMNS]

[Left side] Very little room for improvement

A bit of room

Some room

A lot of room

[Right side] Huge room for improvement

### **Perceptions of Accessibility**

10. Thinking about your own community where you live, for each of the following different situations, please indicate how accessible you think that situation ***currently is*** for people with physical disabilities in your community.

Let's use a scale of 1 to 10 where 1 means "Not at all accessible" and 10 means "Completely accessible to everyone regardless of physical disability". Of course, you can choose any number in between that best expresses your view.

[RANDOMIZE ROWS]

Being able to attend special events

Getting into public buildings such as hospitals and libraries

Getting into restaurants, shops and other private businesses

Using public washroom facilities

Getting to and from different places in town

Opportunities for sport/recreation

Access to schools and other education facilities

[ALWAYS PLACE LAST IN SERIES]

Your own community's overall accessibility

1 – Not at all accessible

2

3

4

5

6

7

8

9

10 – Completely accessible to everyone

11. And, how accessible do you think each of these same situations ***should be*** for people with physical disabilities?

Let's use a scale of 1 to 10 where 1 means "not at all accessible" and 10 means "completely accessible to everyone regardless of physical disability". Of course, you can choose any number in between that best expresses your view.

[KEEP SAME RANDOMIZATION FROM Q9]

Being able to attend special events

Getting into public buildings such as hospitals and libraries

Getting into restaurants, shops and other private businesses

Using public washroom facilities

Getting to and from different places in town

Opportunities for sport/recreation

Access to schools and other education facilities

[ALWAYS PLACE LAST IN SERIES]

Your own community's overall accessibility

1 – Not at all accessible

2

3

4

5

6

7

8

9

10 – Completely accessible to everyone

[N] 12. Past research has shown a significant gap between how accessible Canadians think their communities ***should be*** and how accessible they think their communities ***actually are***.

What do you think are the ***main reasons*** for this gap? Please choose up to two from the list that follows, or write in your own.

[RANDOMIZE]

Too expensive

Older buildings/hard to renovate

Not enough demand/need for accessibility

Not a priority in Canada

Governments don't enforce

Builders don't make it a priority

Accessibility not fully understood

[ANCHORED] Other (Please specify)

13. Thinking of public spaces in general in Canada today – such as these ones we’ve been considering, what is your overall view about the level of accessibility that should exist for people with physical disabilities? Would you say the goal should be:

Universal accessibility for everyone whenever this is possible  
 Access should be a priority, but with cost feasibility in mind  
 Consider access issues, but not a priority  
 Do what is easily possible, and that’s all that should be expected

[N] 14. In the last six months, have you noticed any places in your local community that you thought would be particularly difficult for a person with a mobility challenge or other physical disability to navigate?

No, haven’t noticed any  
 Yes, one place  
 Yes, a few places  
 Yes, I notice them all the time

### **Attitudes**

15. Here are some statements people might make about the issues we’ve been talking about in this survey. For each one, please indicate whether you agree or disagree, strongly or moderately.

[ROWS – RANDOMIZE]

Accessibility for people with physical disabilities is a basic human right, not a privilege

Making places accessible and barrier-free for people with physical disabilities is a nice idea, but not worth the cost

Canada should be a world leader in ensuring universal access to public places

As a society, it should be a high priority to do whatever we can to ensure everyone can fully participate, regardless of whether or not they have a physical disability

It’s understandable that employers feel it is risky to hire people with physical disabilities

It’s a waste not to recognize and promote the potential of people with physical disabilities

I never notice any disabled people actually using the disabled washroom or ramps, etc.

There is a lot of prejudice towards people with physical disabilities

I rarely think about people with physical disabilities in my day-to-day life

I feel well-informed about the challenges people with physical disabilities face

[COLUMNS:]

Strongly Disagree

Disagree

Agree

Strongly Agree

[N] 16. Regardless of whether you agree or disagree with the statement, “It’s understandable that employers feel it is risky to hire people with physical disabilities,” many people do feel this way.

Please review the list below and select up to two main reasons you think some employers might feel it could be risky to hire people with physical disabilities.

[RANDOMIZE]

Expensive to make workplace accessible

Many employers have no experience working with them

Employee may take more sick days

Employee may not fit in

Some tasks may be too difficult

Employee may work slower

[ANCHORED] Other (Please specify)

[N] 17. Some companies make it a priority to recruit and hire people with physical disabilities. Suppose you knew of such a business near you. Would this have any impact on your dealings with that business?

No, not something I would think about

Would make me feel better about them, but would not change my habits

Yes, I would try to give them more of my business

### **RHF Questions**

[The RHF-focused questions will be presented as a separate and distinct section of the survey.]

Changing our focus now...

18. Have you heard of the Rick Hansen Foundation?

Yes

No

Not sure

[ALL THOSE WHO SAY YES, HAVE HEARD OF RHF]

19. What do you think the Rick Hansen Foundation’s primary mandate is?

(Please select up to two from the list below.)

[RANDOMIZE]

Fundraising for spinal cord injury research  
 Advocacy for people with spinal cord injuries  
 Advocacy for people with all types of physical disabilities  
 To provide education and motivational speakers  
 To raise awareness of the potential of people with disabilities  
 To remove barriers for people with physical disabilities  
 [ANCHORED]Other (Please specify)  
 [ANCHORED]Not really sure

[Q20 – Q23 ARE TRACKING FROM 2014 RHF BRANDING SURVEY]

20. Have you seen, heard or read anything recently about Rick Hansen and/or the Rick Hansen Foundation?

Yes  
 No

[IF YES to Q20, ASK Q21 and Q22.]

21. What have you seen, heard or read? Please describe briefly here. (open-ended)

22. How do you feel about what you have seen, heard or read recently about Rick Hansen and/or the Rick Hansen Foundation? Would you say you feel:

Very positive  
 Positive  
 Neutral  
 Negative  
 Very negative

[ASK ALL]

23. What is your overall opinion of the Rick Hansen Foundation and what it does?

Very positive  
 Positive  
 Neutral  
 Negative  
 Very negative

### **Socio-Demographic and Other Information**

24. Have you ever been responsible – either alone or as part of a group – for making a decision about who to hire for a job?

Yes, currently responsible for hiring decisions

Yes, have made hiring decisions in the past

No, have never been involved in a hiring decision

Plus, all the standards: Region, Age, Gender, Education, HH Income, Working status