

marketresponseinternational



project :: 2082 1 december 2010

GCDD 5-Year Plan Research Report:

Survey of Individuals with Developmental Disabilities and Family Members in Minnesota

Presentation of Findings

prepared for:

**Minnesota Governor's Council
on Developmental Disabilities**

prepared by:

marketresponseinternational

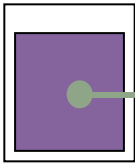
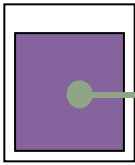


table of contents

1:: project overview	3
2:: executive summary	7
3:: sample profile	12
4:: community & basic needs	18
5:: IPSII	21
6:: budget cuts and critical issues	32
7:: information technology segments	35
8:: appendix	48

marketresponseinternational

1:: project overview



project overview

Background

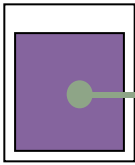
The Minnesota Governor's Council on Developmental Disabilities (GCDD) is a public entity, a division of the Minnesota Department of Administration, not a private sector business. The Council was created by Executive Order under Governor Wendell Anderson's administration in 1971 under provisions of the Developmental Disabilities Assistance and Bill of Rights Act (DD Act) (P.L. 106-402). The DD Act sets out the Council's purpose, the composition of its membership, and responsibilities, including the development of a five year state plan.

Presently, the GCDD has repeated the Quality of Life Assessment Survey (QOLAS), which was initially conducted in 2000 and repeated in 2005. The findings will be used as input for the next 5-Year State Plan for federal fiscal years 2012 - 2016.

Research Objectives

Information was gathered regarding current opinions on:

- The degree to which people with developmental disabilities in Minnesota believe they are independent, productive, integrated and included in the community and have self-determination.
- Impact of PCA budget cuts and service reductions.
- Impact and adoption of technology for individuals with disabilities.



project overview

Methodology

previous studies

- :: In fall of 2010, GCDD commissioned MarketResponse to conduct a study using the 2000/2005 survey as a benchmark. The 2010 survey included content similar to the 2005 study with additional questions to gather new information on topics identified from prior studies or recommended by the GCDD.

contacting respondents

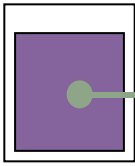
- :: Historically, it has been difficult to survey the population of people with developmental disabilities because the GCDD does not have a list of these individuals, nor can a list be obtained. Therefore, each time we survey this population, we use creative means of reaching the individuals.
- :: GCDD provided a list of graduates of their Partners in Policymaking® program, as well as reached out to current Partners in Policymaking® participants, Arc of Minnesota, the Autism Society of Minnesota, STAR Program, CLUES, On Eagles Wings, Advocating Change Together and other organizations.
- :: GCDD also provided a link to the survey on The Minnesota Governor's Council on Developmental Disabilities website <http://www.mnddc.org/>. An interpreter was contracted to translate surveys which needed to be completed in Spanish.

survey methodology

- :: This survey was administered primarily via Phone-Recruit-to-Internet; paper copies were also available upon request.
- :: The final sample size was n=222. A total of 146 respondents completed the survey on the Internet (66% of the total respondents); 74 completed the survey by mail (33% of the total), and 2 surveys were completed by telephone.

marketresponseinternational

2:: executive summary



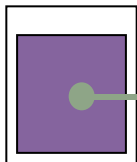
summary of findings

The 14 - 18 age span is particularly challenging for people with developmental disabilities.

- Most likely to indicate that their disability severely impacted their capabilities.
- Most likely to believe their basic needs were not being met (even though they represented the highest income households of all groups).
- Lowest ratings on several aspects of independence, self determination, integration and inclusion.

Low employment rate among adults with developmental disabilities

- 54% of adults, age 19 and older, have a job they get paid for; which is a 46% unemployment rate - worst case.
- 22% volunteer, so 24% neither work nor volunteer.
- Average work week was 17 hours (too few hours for one-third)
- One-out-of-five working adults with developmental disabilities do not believe they are as productive as they could be.



summary of findings

Many are concerned about PCA budget cuts

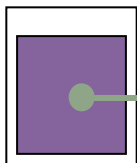
- 42% believe they have been directly impacted.
- Most often mentioned concerns were reductions in PCA hours and services for basic needs.

The top five most important issues facing people with developmental disabilities over the next few years were:

1. Housing
2. Employment
3. Health care
4. Personal care services
5. Education

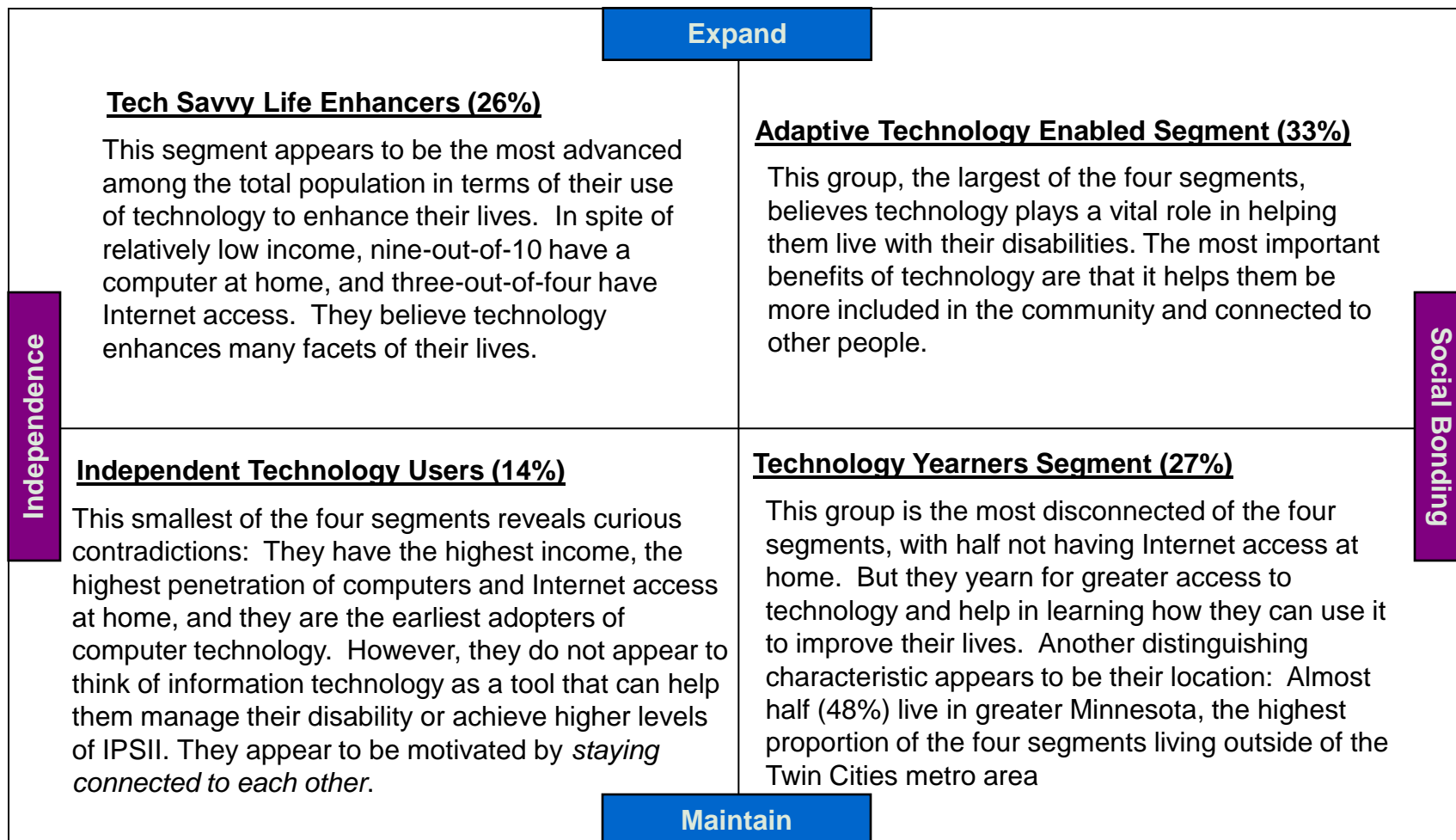
Four segments were identified based on attitudes and use of information technology:

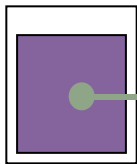
	Size of Dev. Dis. Population
1) Tech Savvy Life Enhancers.	26%
2) Adaptive Technology Enabled.	33%
3) Independent Technology Users.	14%
4) Technology Yearners.	27%



summary of findings

The four attitudinal segments were described within the 2-dimensional motivational map:





conclusions and recommendations

The segmentation analysis, based on attitudes and use of information technology, revealed that different people with developmental disabilities are motivated differently by various aspects of IPSII. For example, some are motivated most by the need for independence or self determination; while others seek greater degrees of integration and inclusion.

The apparent existence of these opposing motivations suggests that the population of people with developmental disabilities is heterogeneous, and various segments of the population may express different needs with respect to products and services from government and/or other organizations.

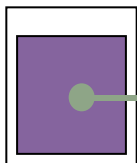
Results from this research study also implied that the teenage years are particularly challenging for people with developmental disabilities, which adds another layer of complexity to this already heterogeneous group of people.

We recommend that we use these insights to enhance our approach to future research studies, by ensuring that we identify and include all relevant segments of the population. Depending on the topical focus of each study, segments could be defined by age, nature and severity of the disability, and/or attitudes and use of information technology, etc.

The over-riding objective for all future studies should be to gain greater insights into the unique needs and perspectives of the various groups within the population; so that ultimately, government services can be efficiently designed for, and targeted to, those who need them most.

marketresponseinternational

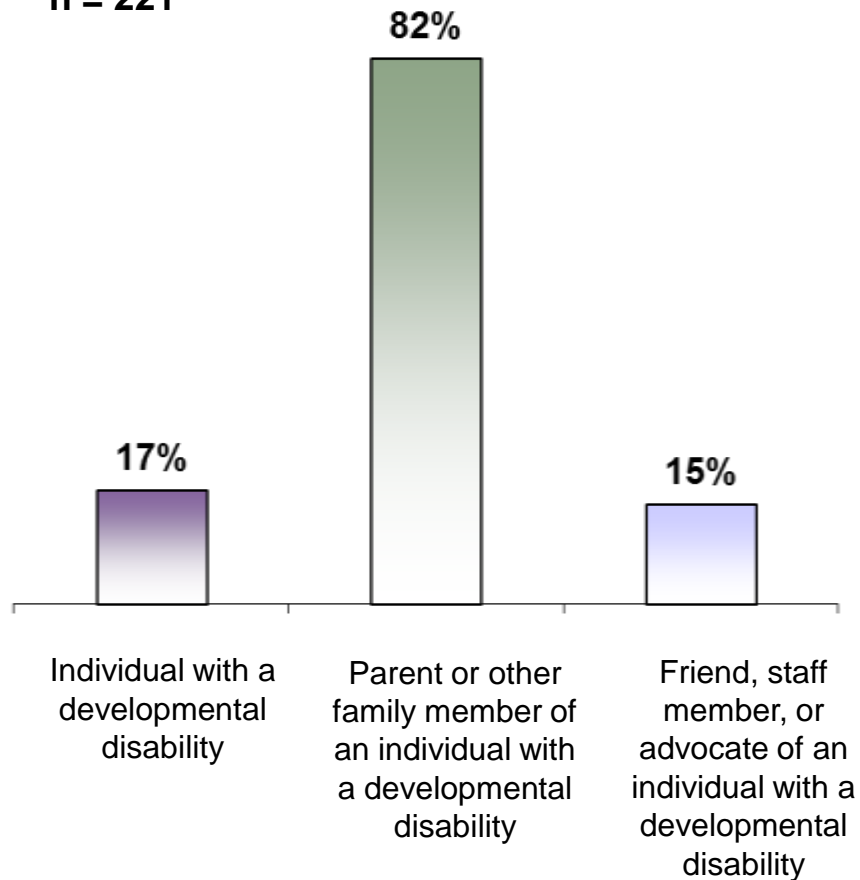
**3::
sample
profile**



sample profile -- respondent/location

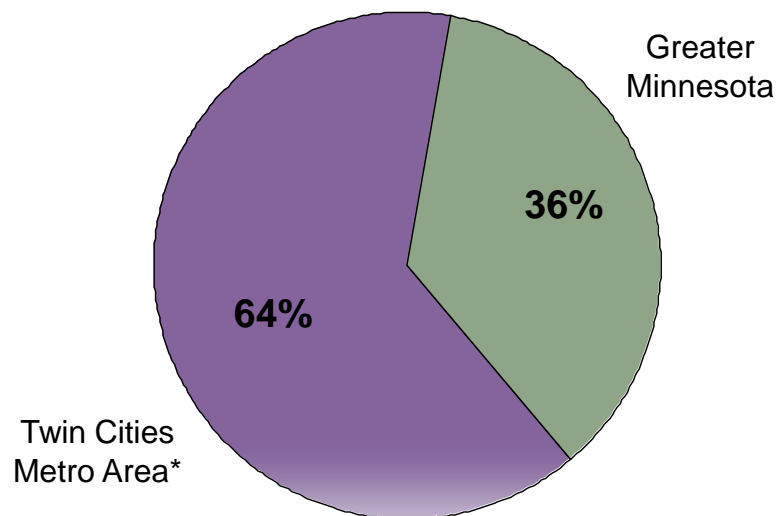
Which of the following statements best describes you?

n = 221



Note: Multiple responses allowed.

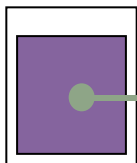
Respondent Zip Codes



According to the year 2000 Minnesota census, 62% of the population lives in the Twin Cities Metro Area.

Respondents were limited to individuals with Minnesota zip codes. There was proportionate representation from both the Twin Cities Metro Area and the rest of the state.

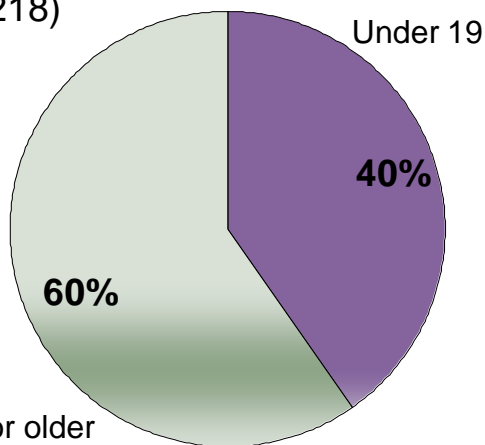
*The Twin Cities Metro Area is defined as the following seven counties: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington.



sample profile -- demographics

Age of individual with a developmental disability:

(n = 218)



<14	26%
14 - 18	14%
19 - 34	41%
35 - 54	13%
55 +	6%

Income of household with an individual with a developmental disability:

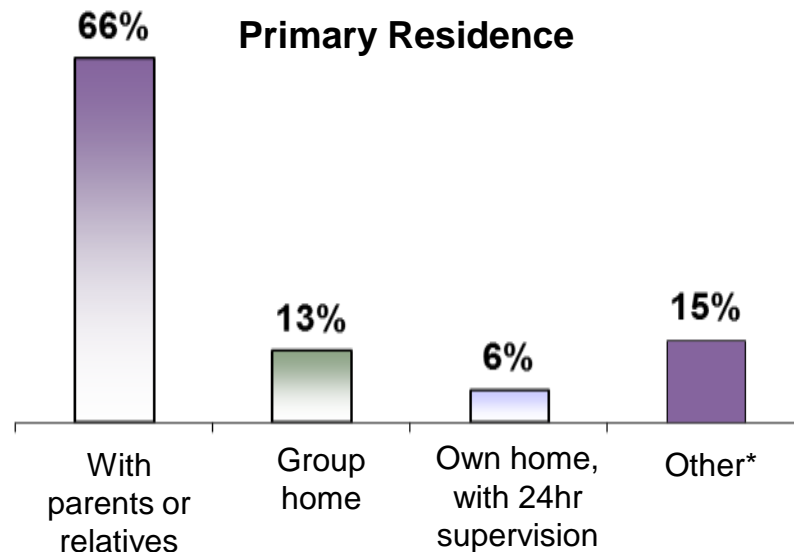
(Base)	Total (222)	< 14 (57)	14-18 (31)	19-34 (90)	35-54 (28)	55+ (12)
< \$10,000	28%	14%↓	13%↓	36%	39%	50%
\$10,000-\$34,999	18%	16%	7%	15%	28%	42%
\$35,000-\$74,999	18%	30%	33%	13%	--	8%
\$75,000 or more	17%	20%	30%↑	16%	8%	--

↑ ↓ Indicates statistically significant difference from other values in row at the 90% confidence level

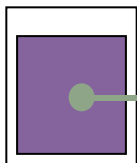
I have lived in Minnesota for:

10 years or less	18%
11-15 years	17%
16-20 years	21%
21-25 years	14%
26-30 years	13%
Over 30 years	17%

Primary Residence



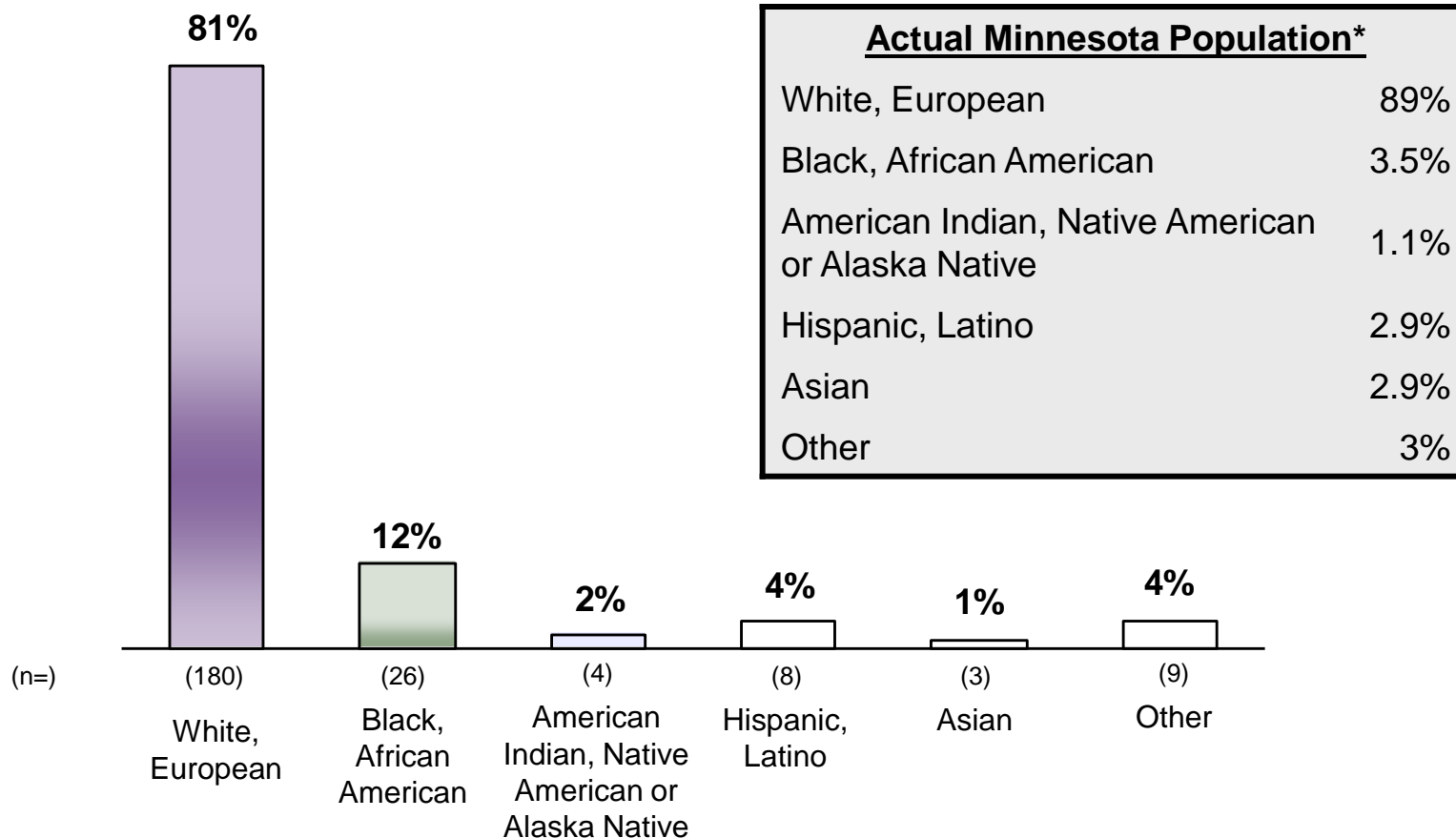
*Other includes: Assisted living, less than 24 hour supervision; nursing home; other.



sample profile -- ethnicity

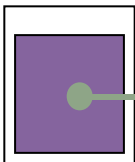
Ethnicity of individual with a developmental disability

n=222



Note: Multiple responses allowed.

*According to 2000 Minnesota Census data.



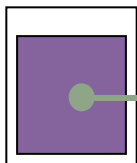
sample profile -- impact of disability

:: Respondents in the 14 -18 age group were more likely than all others to indicate that their disability severely impacted various capabilities. This is the first indication from this research (more to follow) that this age span is particularly challenging for people with developmental disabilities.

At what level does your developmental disability impact your... (Base)	Severely Impacts	Moderately Impacts	Slightly Impacts	Has No Impact	Percent <i>Severely Impacts</i> , by Age of Person with Disability				
	Total (218)				≤14 (57)	14 - 18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
Ability to be economically self-sufficient	67% 19% 10% 5%				60%	87%↑	70%	54%	67%
Ability to live independently	64% 20% 9% 8%				68%	74%	64%	46%↓	58%
Ability to learn	51% 34% 10% 6%				58%	71%↑	46%	37%↓	33%
Ability to take care of yourself	45% 33% 15% 8%				44%	61%↑	45%	29%	50%
Ability to use receptive and expressive language	36% 29% 21% 15%				39%	55%↑	35%	18%	17%
Ability to be mobile	29% 20% 20% 32%				23%	29%	34%	21%	33%

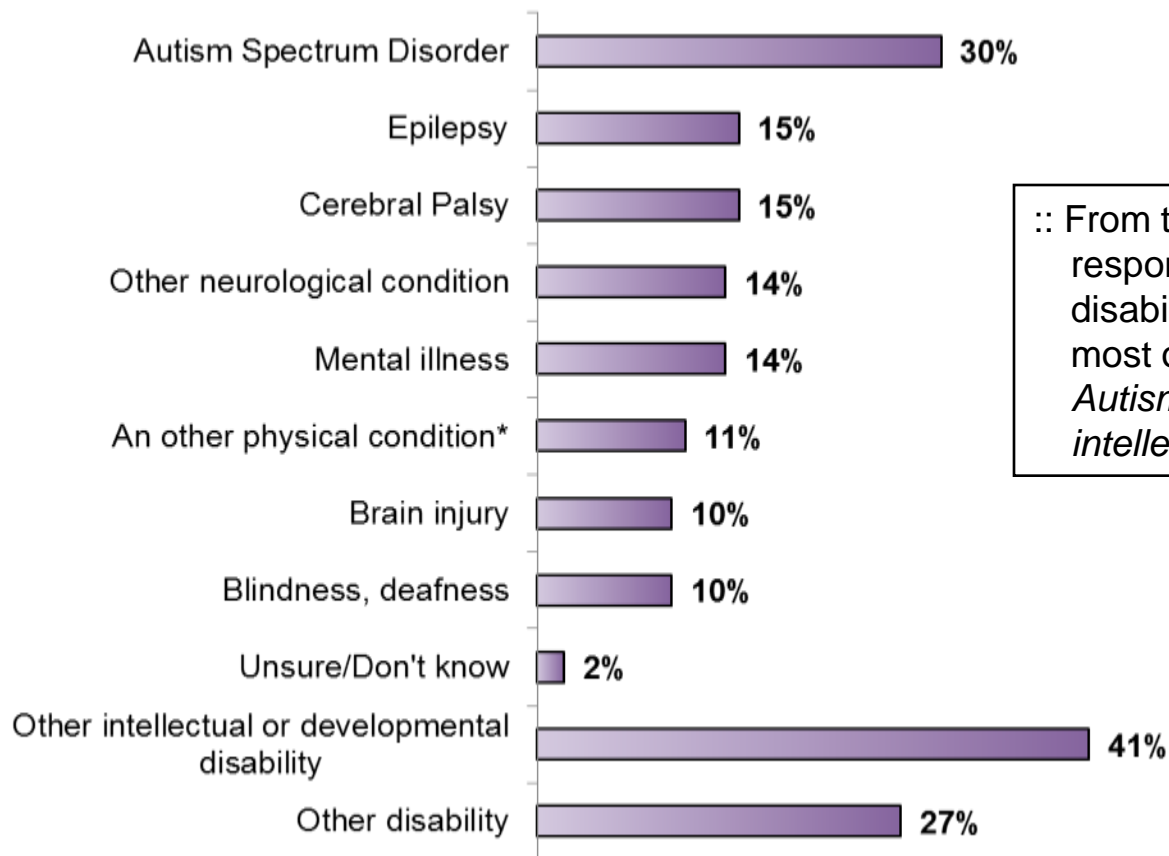


↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level



sample profile -- nature of disability

Which of the following statements best describes the nature of the disability?

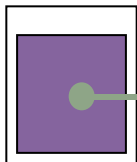


:: From the list shown here many respondents checked more than one disability to describe their condition. The most often selected disabilities were *Autism Spectrum Disorder* and *other intellectual or developmental disability*.

*An other physical condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting or carrying.

marketresponseinternational

**4::
community &
basic needs**

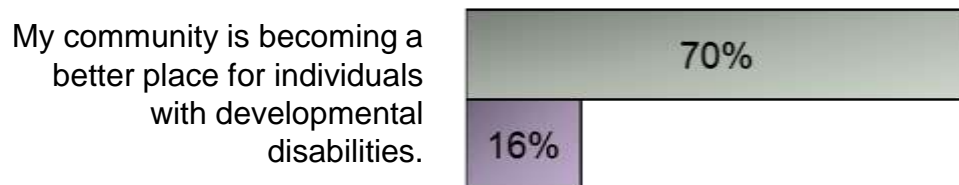
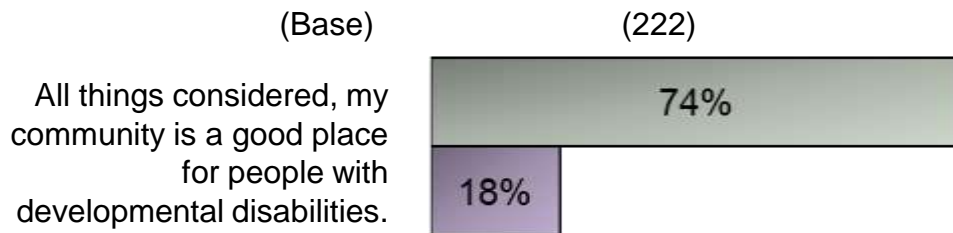


my community

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

:: People with developmental disabilities appear to have better feelings about their communities as they get older.

Percent of respondents who agree or disagree...

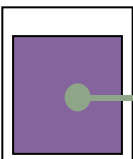


Age of Person with Developmental Disability

<14 (57)	14 - 18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
63% ↓	71%	78%	82%	83%

60% ↓	74%	72%	79%	83%
-------	-----	-----	-----	-----

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level



basic needs

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

:: Even though they report having the highest income, relative to the other age groups (see slide 13), the 14 -18 year old age group was least likely to believe their basic needs were being met.

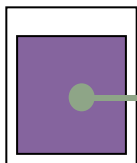
Percent of respondents who agree or disagree... (Base)	Total (n = 221)		Age of Person with Disability Percent who agree				
	Agree	Disagree	<14 (57)	14 - 18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
I feel safe in the neighborhood where I live	88%	6%	75% ↓	77% ↓	98%	89%	100%
I feel comfortable in the building or house where I live, it feels like home	86%	5%	77% ↓	74% ↓	92%	93%	83%
I have access to the healthcare I need	82%	11%	81%	68%	91%	71%	92%
I know what to do if my health or safety is in jeopardy	50%	36%	39%	26% ↓	52%	75%	75%
I have enough money to live on	41%	40%	35%	26% ↓	46%	50%	58%
My future will be secure , even if something happens to my parents/current staff member, friend, or advocate	41%	48%	32%	26%	53%	32%	42%

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level

marketresponseinternational

5::

IPSII



IPSII defined

What is IPSII? -- Independence, Productivity, Self Determination, Integration and Inclusion

As we stated in the background section of this report:

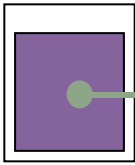
The GCDD's mission is to assure that individuals with developmental disabilities receive the necessary support to achieve increased independence, productivity, self determination, integration and inclusion (IPSII) in the community.

In 2000, this list consisted of only Independence, Productivity, Integration and Inclusion (IPII), i.e. Self Determination was added to the federal law later that year. Since the GCDD was responsible for measuring these results, the best way to determine its success was to ask people directly using qualitative and quantitative methods. Federal law defines these terms; however, they were complex and did not represent the voice of the customer.

Therefore, our first step in 2000, was to interview individuals with developmental disabilities and their families to get an understanding of their situation and what these broader terms, IPII, might mean to them in everyday life. Through these interviews we developed a list of statements to help describe the larger concepts of IPII using the voice of the customer. These statements were then verified in the 2000 study, and reduced to a smaller set of drivers using statistical regression analysis. The smaller set of statements was used for 2005 and 2010 surveys.

Self Determination was added after the 2000 study and we did not have the opportunity to obtain the voice of the customer on this concept. The idea of Self Determination was somewhat overlapping with the original IPII terms. However, we saw it as partly a subset and partly an expansion of the concept of Independence.

We also added a list of “basic needs” statements to the survey. These statements covered aspects of an individual's situation that we felt were not covered by the IPII concepts-such as having enough money to live on.



IPSII defined

What is IPSII? -- Independence, Productivity, Self Determination, Integration and Inclusion

Below is a description of how we defined IPSII for this study:

Independence:

Major aspects

- :: mobility
- :: privacy
- :: information access
- :: housing options (suitable, near family, etc.)
- :: choice of staff / provider

Productivity:

Major aspects

- :: productivity at home v. job / volunteering
- :: responsibility
- :: skill development
- :: recognition

Self Determination:

Major aspects

- :: self expression
- :: control of daily schedule
- :: goal setting / problem solving / decision making
- :: spending money (own, public funding, etc.)
- :: control over where and with whom one lives

Integration:

Major aspects

- :: community resources
- :: support
- :: social opportunities
- :: rights to equality
- :: acceptance

Inclusion:

Major aspects

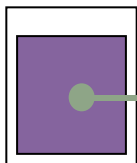
- :: treated with respect / as an equal
- :: develop meaningful relationships

Independence v. Self Determination

These concepts are somewhat overlapping; however, we define Independence as more related to access, privacy and having options; while we see Self Determination as the ability to make one's own decisions.

Integration v. Inclusion

These concepts are somewhat overlapping; however, we define Integration as having the appropriate rights and resources within a community – meaning that the community is structured to support the individual; while we see Inclusion as more of a feeling of how one is treated.



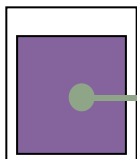
independence

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

:: As expected adults scored higher than younger people on several attributes related to independence. Younger groups scored particularly lower on aspects of privacy.

Percent of respondents who agree or disagree... (base)	Total		Age of Person with Disability Percent who agree				
	Agree (221)	Disagree (221)	<14 (57)	14 - 18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
I can get to where I want to go (even if someone helps me)	82%	9%	77%	61%↓	90%	89%	92%
I can meet with people in private, when I want	56%	16%	26%↓	26%↓	76%	86%	83%
I can be alone and have privacy, when I feel I need it	71%	13%	58%↓	58%↓	78%	86%	83%
Only people who are allowed to know my personal information have access to it	75%	11%	68%↓	65%↓	77%	86%	92%
Finding a suitable housing option for me is possible	51%	23%	39%↓	26%↓	58%	68%	83%↑
I can live near the people who are important to me	67%	15%	61%	55%	72%	68%	75%
I choose the staff who work with me	37%	32%	26%↓	42%	44%	32%	25%
I choose the provider who assists me	43%	21%	32%↓	39%	51%	39%	58%

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level



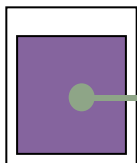
self-determination

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

- :: As expected, adults experienced the highest degree of self-determination, especially those between 35-54. Overall individuals with disabilities felt most in control of their appearance and personal environment, and least in control of public funds.

Percent of respondents who agree or disagree... (base)	Total		Age of Person with Disability Percent who agree				
	Agree (221)	Disagree (221)	<14 (57)	14 - 18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
I can decorate or arrange my living area how I like it (even if someone helps me)	70%	11%	49%↓	65%	82%	79%	75%
I have control over how I present myself, what I wear/hairstyle, etc. (even if someone helps me)	80%	6%	61%↓	74%	88%	89%	100%↑
I have control over my daily schedule	59%	22%	33%↓	42% ↓	69%	89%↑	75%
I can set outcomes (goals) for myself	59%	18%	37%↓	29% ↓	70%	86%	83%
I can decide how I spend my money	56%	18%	32%↓	42% ↓	62%	86% ↑	83%↑
I can make decisions that will affect my future	52%	20%	26%↓	32%↓	62%	75%	75%
I solve my own problems (even if someone helps me)	56%	24%	44%↓	36%↓	58%	86%↑	75%
I can decide how public funds are spent for my services and support	26%	37%	11%↓	26%	31%	46%	25%
I have control over who I live with	39%	26%	14%↓	16%↓	50%	64%	58%

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level



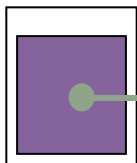
integration

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

:: Age was less of a differentiator for Integration, although older respondents did tend to feel somewhat more comfortable outside of their immediate communities, and felt they had more friends without developmental disabilities. Teenagers tended to feel somewhat less Integrated than younger children.

Percent of respondents who agree or disagree... (base)	Total		Age of Person with Disability Percent who agree				
	Agree (221)	Disagree (221)	<14 (57)	14 - 18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
Resources that I need are available in my community	63%	32%	60%	52%	67%	70%	67%
The personal support that I require is available in my community	66%	24%	56%↓	42%↓	77%	78%	67%
I have opportunities to do things with people my age	61%	33%	61%	55%	58%	74%	75%
My rights to equality are acknowledged by my community	54%	33%	54%	36%	52%	74%↑	67%
I have friends who do not have developmental disabilities	63%	28%	67%	52%	58%	70%	92%↑
I feel comfortable going outside my immediate community	65%	22%	56%	52%	67%	82%↑	83%↑

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level



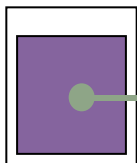
inclusion

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

:: Overall the oldest group (55+) feels the highest levels of Inclusion, compared to the other age groups.

Percent of respondents who agree or disagree... (base)	Total		Age of Person with Disability Percent who agree				
	Agree (221)	Disagree (221)	<14 (57)	14 - 18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
People without a disability treat me as an equal	48%	43%	46%	32%↓	44%	63%	75%↑
People treat me with respect	72%	21%	65%	60%	71%	93%↑	92%↑
I have opportunities to develop meaningful relationships with people who do <u>not</u> have a developmental disability	55%	35%	53%	45%	51%	63%	83%↑
I have opportunities to develop meaningful relationships with people who do have a developmental disability	73%	16%	61%	77%	74%	78%	100%↑

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level

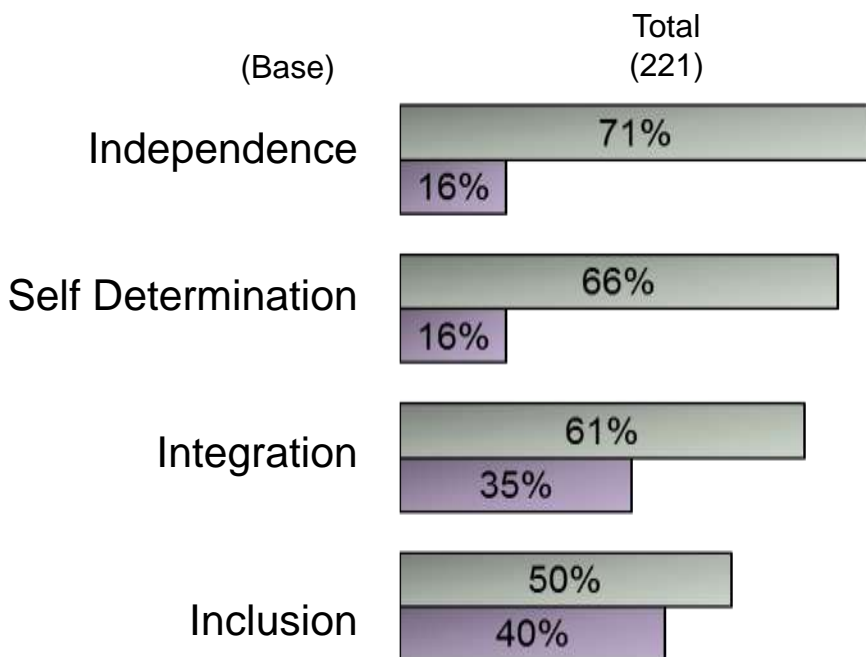


ISII summary -- potential

:: As was the case five years ago, Inclusion is the most difficult of these four dimensions of ISII to achieve for people with developmental disabilities. While there's an understandable relationship between age, and Independence and Self Determination; we see that Integration and Inclusion are most elusive to teenagers, aged 14-18.

I have as much (ISII) as I can have given my disability.

Percent of respondents who agree or disagree...

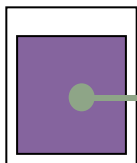


Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

Age of Person with Developmental Disability

<14 (57)	14 -18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
51% ↓	52% ↓	80%	86%	100%
58% ↓	45% ↓	72%	75%	83%
65%	42% ↓	57%	74%	75%
48%	36% ↓	49%	59%	83% ↑

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level

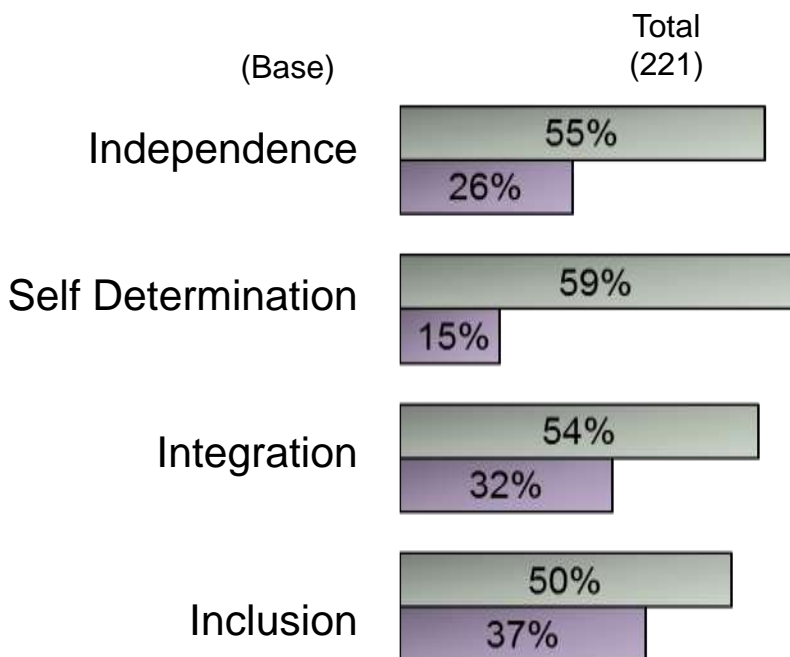


ISII summary -- satisfaction

:: Teenagers 14-18 years old were the least satisfied with their levels of ISII, when compared to all other age groups.

I am satisfied with my level of (ISII).

Percent of respondents who agree or disagree...

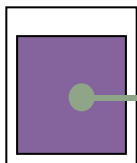


Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

Age of Person with Developmental Disability

<14 (57)	14 - 18 (31)	19 - 34 (90)	35 - 54 (28)	55 + (12)
37 ↓	29 ↓	69	68	75
47 ↓	42 ↓	64	71	83
46 ↓	36 ↓	57	67	83
41 ↓	29 ↓	52	67	83

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level

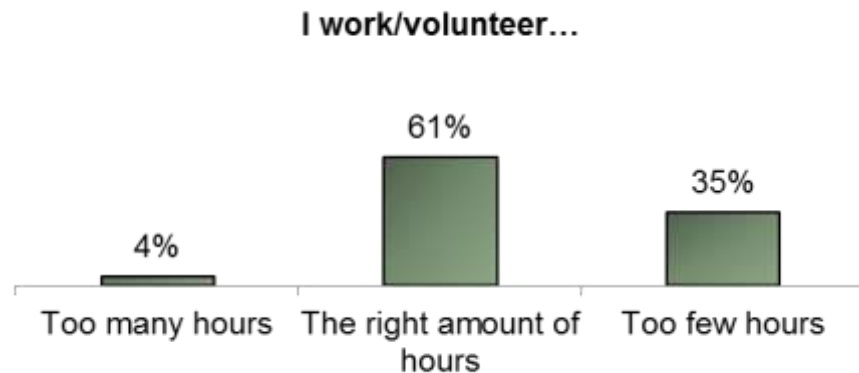


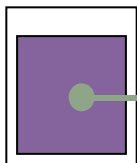
employment/volunteer

:: The unemployment rate among adults with developmental disabilities is about 46% (worst case scenario). Those employed work an average of 17 hours per week, which one-out-of-three indicate to be *too few hours*.

For respondents over 19 years of age, do you work or volunteer outside your home? (Base)	Age of Person with Developmental Disability				
	Adults, age 19 + (130)	Most Employable age 19-54 (118)	19-34 (90)	35-54 (28)	55 + (12)
Yes, I have a job I get paid for	54%	56%	53%	63%	42%
Yes, I volunteer my time	22%	22%	23%	19%	25%
No	24%	23%	24%	19%	33%

IF WORK OR VOLUNTEER OUTSIDE HOME:				
On average, how many hours do you work or volunteer each week? (Base)	Total 19 + (97)	19-34 (67)	35-54 (22)	55 + (8)
Mean hours:	17	17	18	21

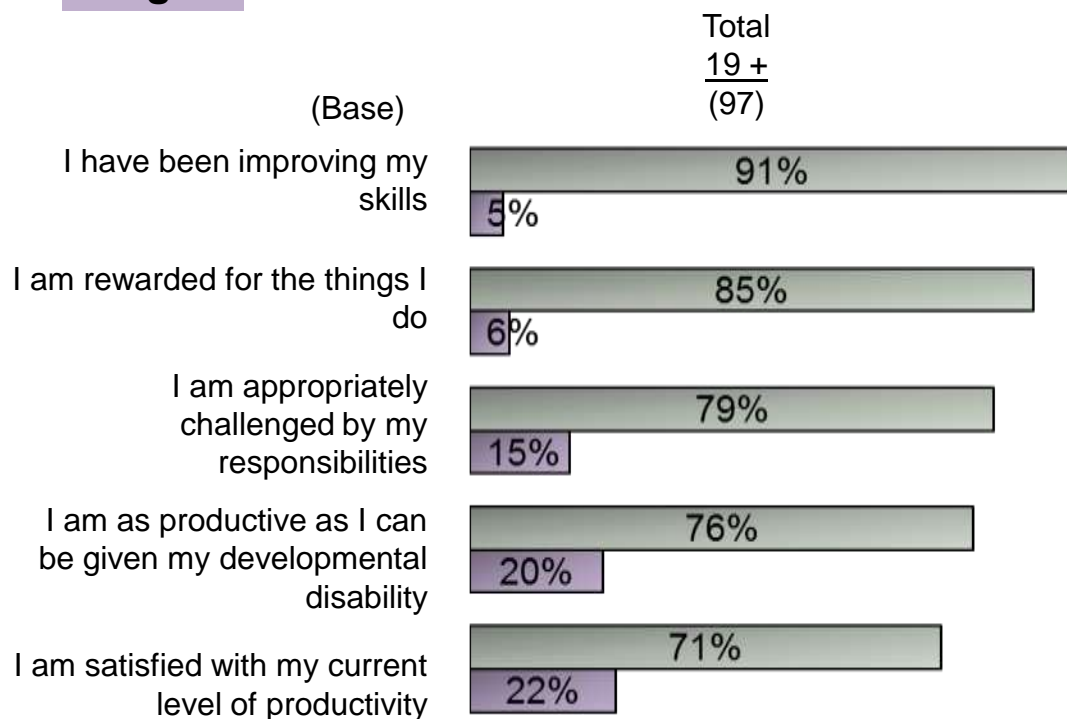




employment/volunteer

:: Approximately one-out-of five working adults with developmental disabilities do not believe they are as productive as they could be given their disability, and they are not satisfied with their current level of productivity. These findings indicate that there may be an opportunity for increased employment and productivity among the population of people with developmental disabilities.

Percent of respondents who agree or disagree...



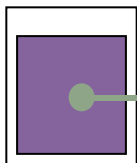
Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

Age of Person with Developmental Disability		
19 - 34 (67)	35 - 54 (22)	55 + (8)
90%	96%	88%
85%	82%	88%
75%	91% ↑	88%
70%	86%	100% ↑
67%	77%	88%

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level

marketresponseinternational

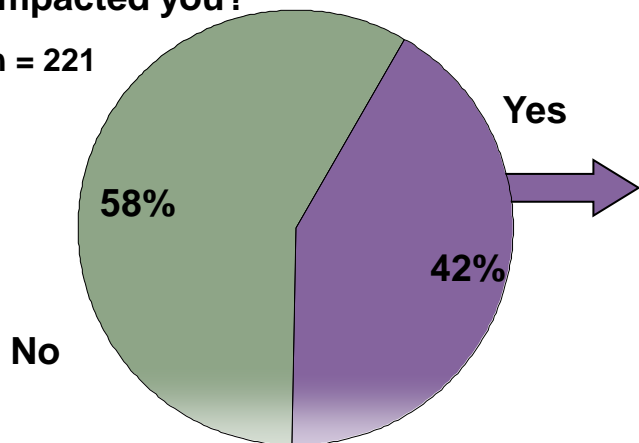
**6::
budget cuts &
critical issues**



PCA services

Have PCA budget cuts and service reductions directly impacted you?

n = 221



Yes

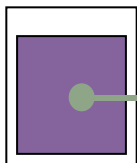
Percent saying Yes	
<14	30% ↓
14-18	58%
19-34	46%
35-54	44%
55+	33%

If YES: In which areas did PCA budget cuts and service reductions affect you? (Check all that apply) n = 92

Social connection	74%
Impacted my family	67%
Independence	64%
Integration	64%
Inclusion	64%
Basic Needs	59%
Productivity *(no difference by employment status)	34%*
Self-determination	29%
Education *(47% for <14 years old)	20%*

If YES: Please describe how you have been impacted? (Open ended response) n = 87

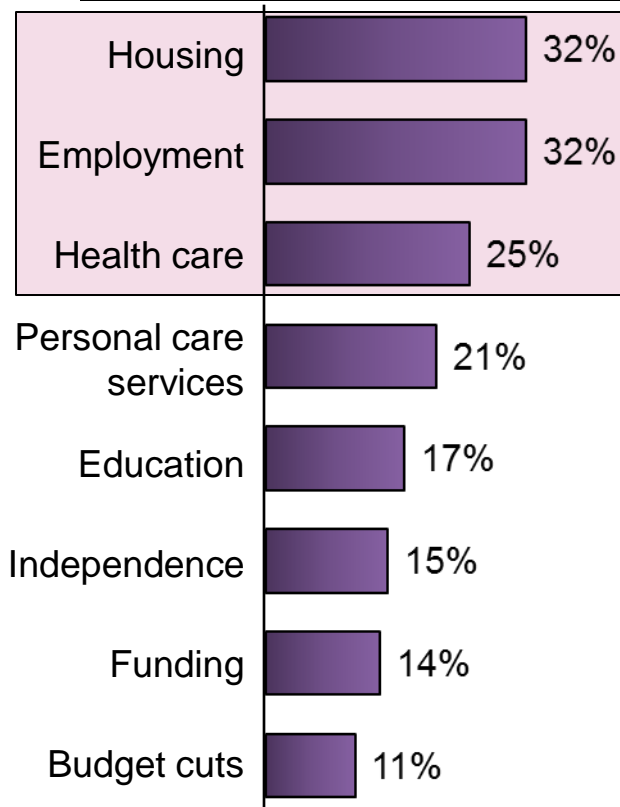
Not enough PCA hours	37%
Unable to receive as many services for basic needs	24%
Can't get out into community	16%
Financial impact on family	10%
Reduction/elimination of waiver/grant	9%
More staff turnover	8%
Difficult to learn to be independent	6%
Parents have to help more	6%
Less able to pursue work options	2%
Unqualified PCA staff	2%
Family has to apply for government programs	2%
Family member has to go back to work to help out	1%
Not getting help in a timely manner/long waits	1%
Lower quality of life	1%



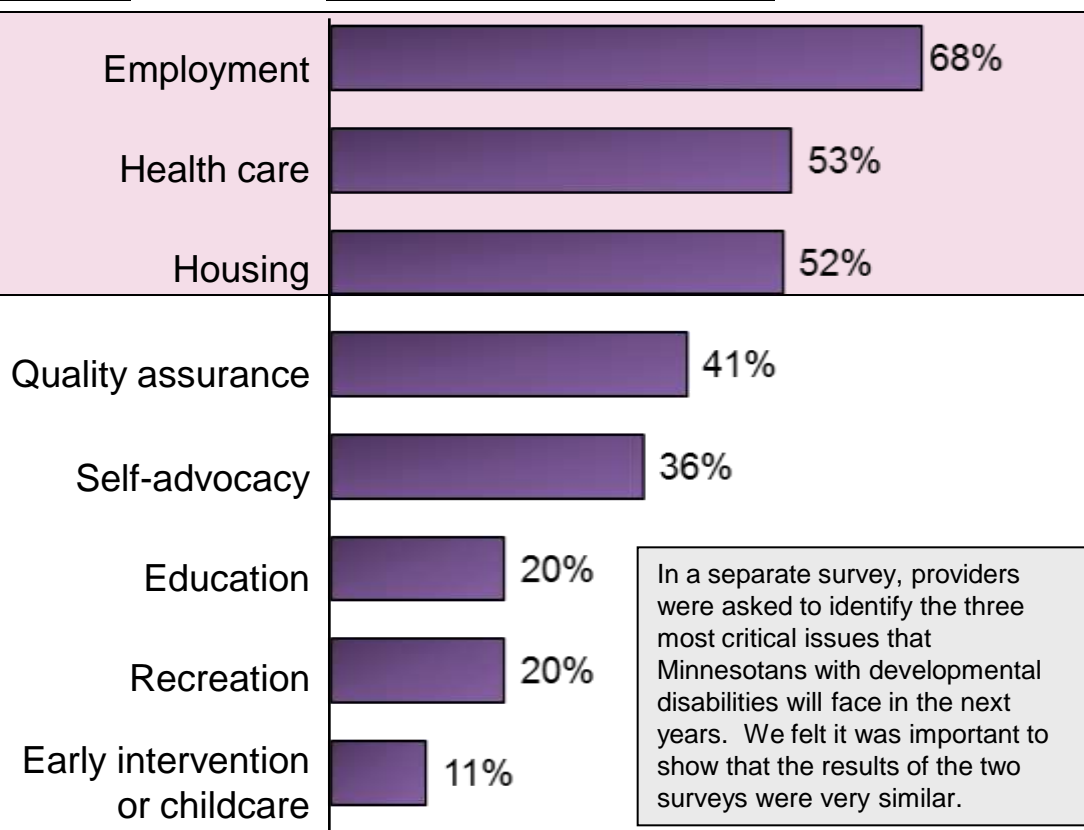
most critical issues

:: In two different surveys, people with developmental disabilities and providers - both groups selected the same top three issues facing Minnesotans with developmental disabilities in the next years - housing, employment and health care.

People with Development Disabilities (n=222)



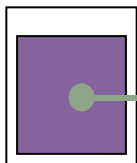
Providers Survey (n = 66)



In a separate survey, providers were asked to identify the three most critical issues that Minnesotans with developmental disabilities will face in the next years. We felt it was important to show that the results of the two surveys were very similar.

marketresponseinternational

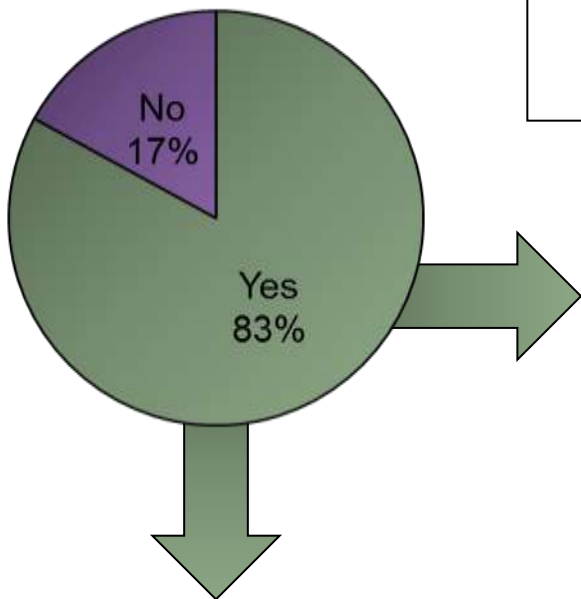
7:: information technology segments



computer and internet access at home

Is there a working computer in your household?

Total sample (n = 222)



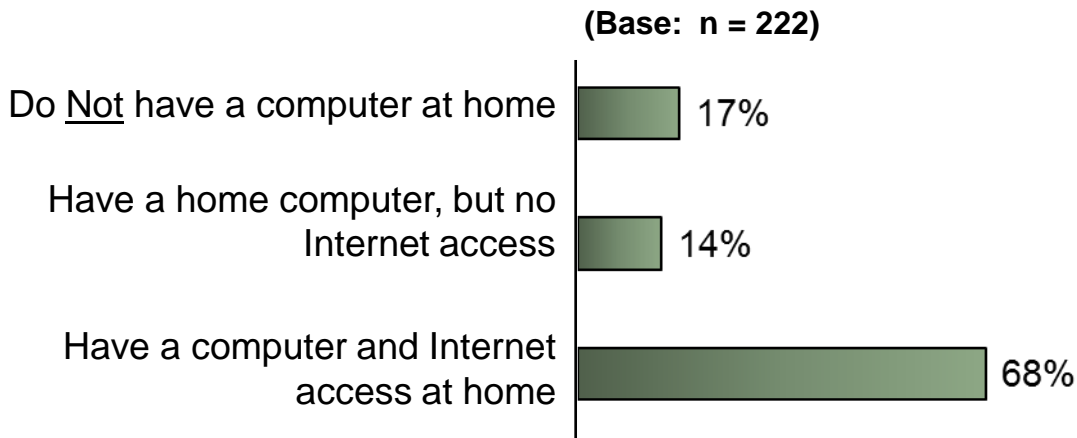
:: While 83% report having a working computer in their household, almost all (97%) of those in the 14 - 18 year age bracket have a home computer. The penetration of having a computer and Internet access at home is about two-thirds of Minnesota households with a family member with a developmental disability. This leaves about 32% of Minnesota households who do not have access to the Internet from a home computer.

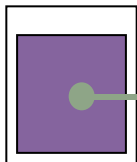
	Age of Person with Developmental Disability					Annual Household Income			
	<14	14 - 18	19 - 34	35 - 54	55 +	<\$10K	\$10-34K	\$35-74K	\$75K+
(Base)	(57)	(31)	(90)	(28)	(12)	(61)	(40)	(39)	(36)
Yes	84%	97%↑	84%	68%	75%	74%↓	78%↓	100%	97%

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level

For how long has there been a working computer in your household? (Base: n = 184)

Less than 1 year.	4
1 - 2 years.	7
3 - 5 years.	17
6 - 10 years.	25
More than 10 years.	47





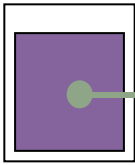
technology segmentation analysis

The survey questionnaire included several statements reflecting a variety of attitudes related to the use of, interest in, and benefits sought from information technologies. The respondents indicated the degree to which they agreed or disagreed with each statement using this scale:

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
1	2	3	4	5

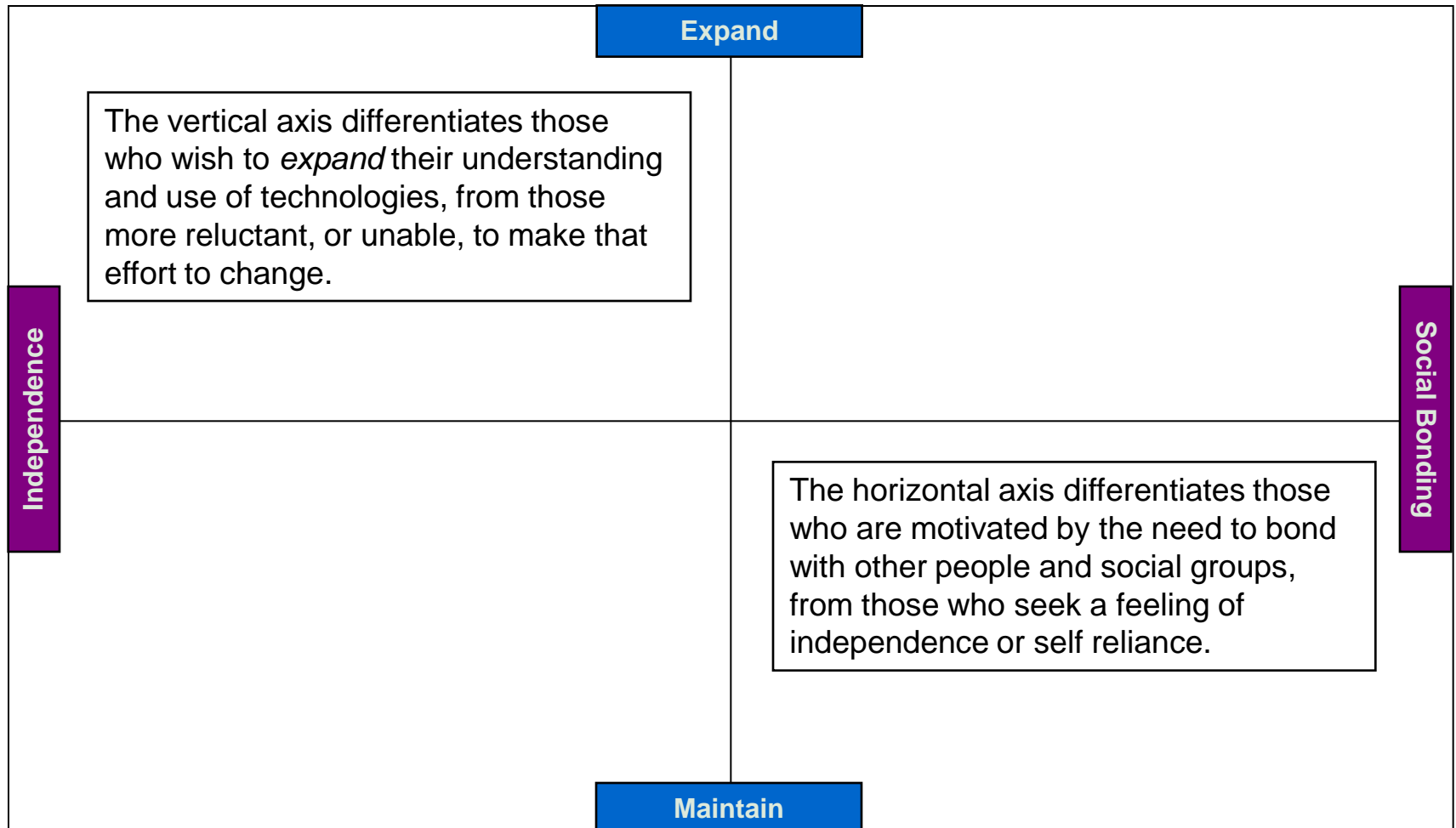
A multivariate statistical analysis procedure was used to group like-minded people together based on consistency of answers across the statements. This analysis uncovered four different attitudinal segments:

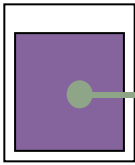
- 1) Tech Savvy Life Enhancers**
- 2) Adaptive Technology Enabled**
- 3) Independent Technology Users**
- 4) Technology Yearners**



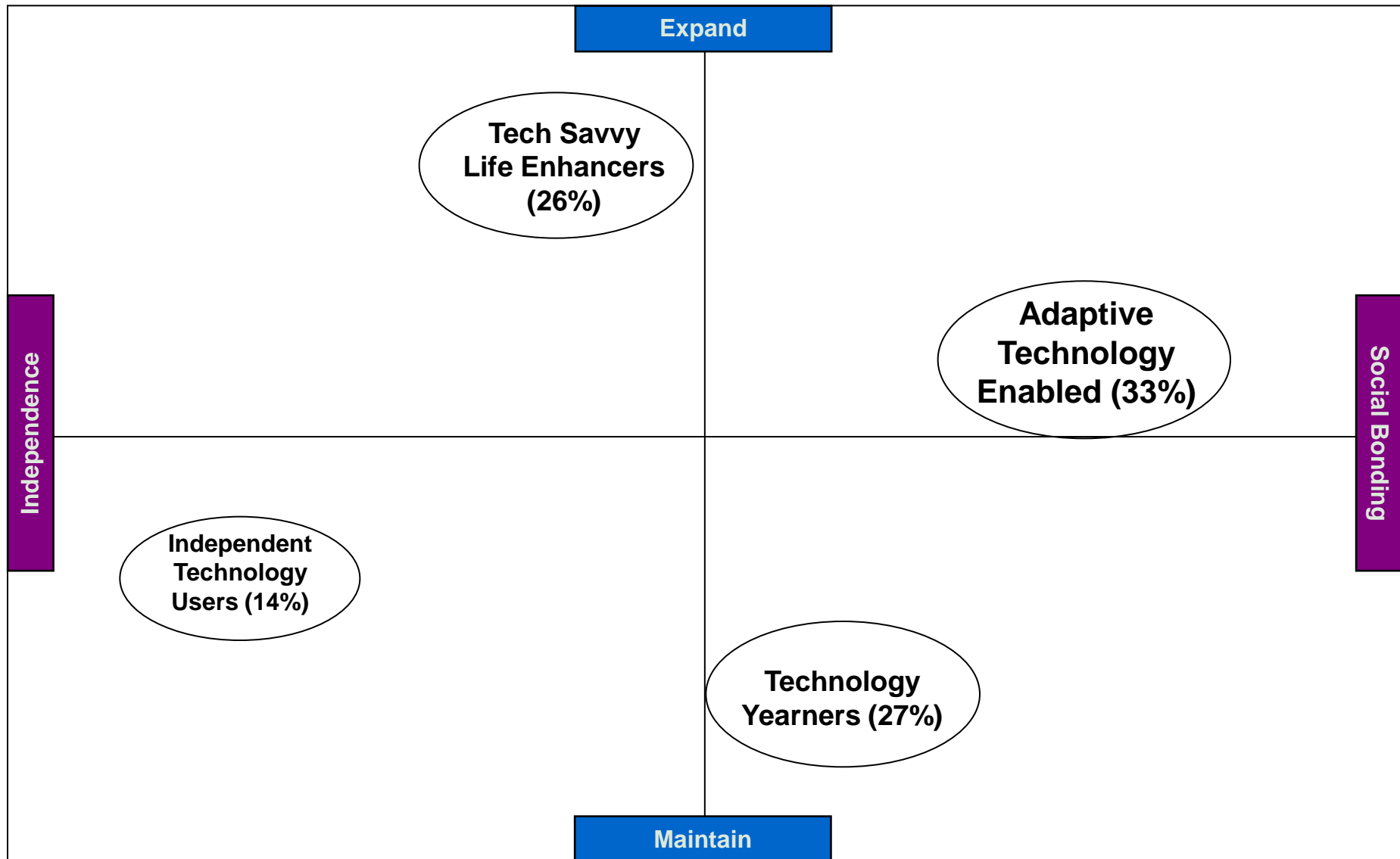
technology segmentation analysis

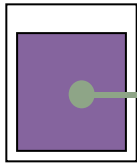
The four attitudinal segments will be displayed within the 2-dimensional motivational map:





four technology segments



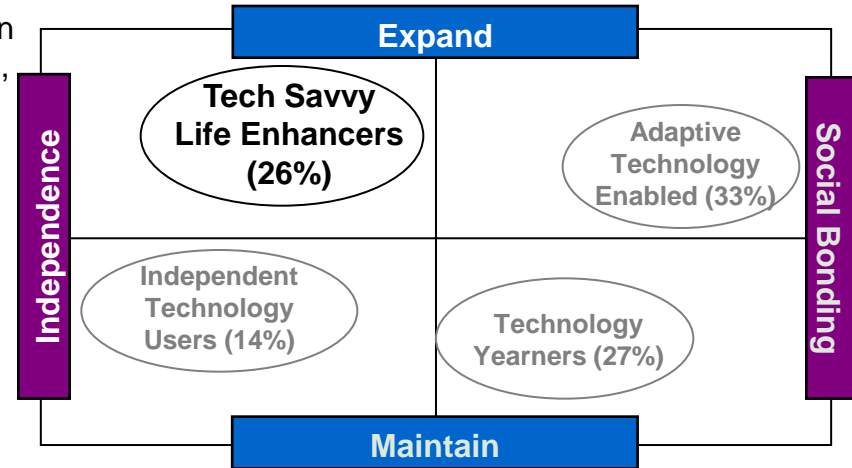
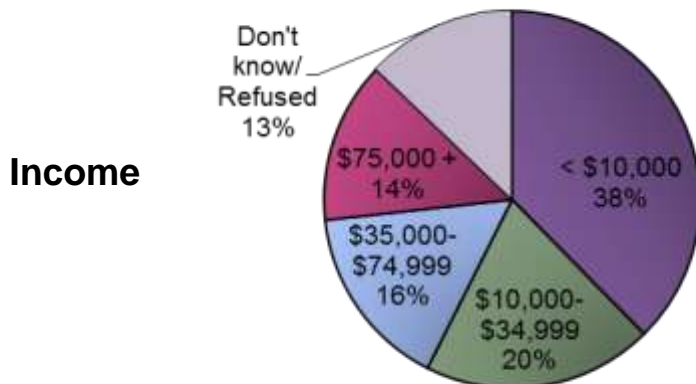


tech savvy life enhancers

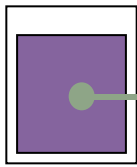
Tech Savvy Life Enhancers (26%)

This segment appears to be the most advanced among the total population, in terms of their use of technology to enhance their lives. In spite of relatively low income, nine-out-of-10 have a computer at home, and three-out-of-four have Internet access. They believe technology enhances many facets of their lives. Their defining attitudes, which they tended to agree with more strongly than all others, were as follows:

- Technology helps me to be more independent and self sufficient.
- I use technology to help me stay more informed about what's happening in the world.
- Technology helps me to be more productive.
- I use technology to express myself and my own creativity.
- Technology helps me to have deeper and more meaningful relationships with other people.
- Technology helps me to be my own advocate.
- I use technology to help me stay on schedule.
- I use the Internet to obtain information about my disability.



✓ Average age of person with dev. dis.	24
(No differences between segments)	
✓ Have a computer at home.	89%
✓ Have Internet access at home.	75%
✓ Have a job they get paid for.	25%
(Lowest of all segments)	
✓ Are Partners in Policymaking graduates	43%
(Second highest of the four segments)	
✓ Live in: Twin Cities metro area.	75%
(Highest of all four segments)	
Greater Minnesota.	25%

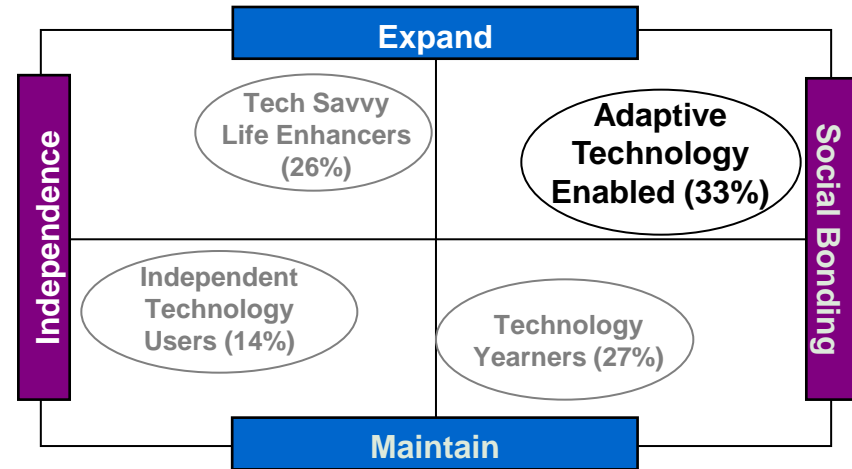
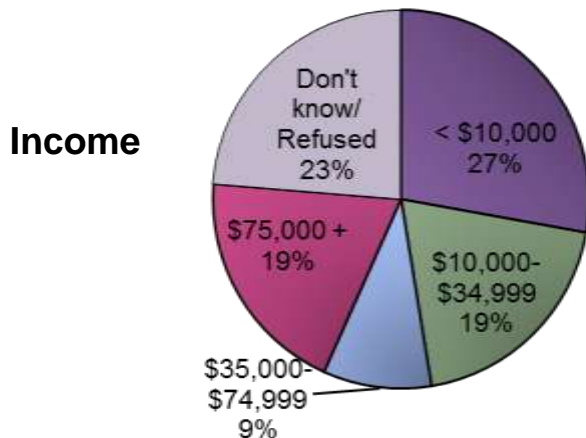


adaptive technology enabled

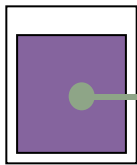
Adaptive Technology Enabled Segment (33%)

This group, the largest of the four segments, believes technology plays a vital role in helping them live with their disabilities. Over half (58%) are Partners in Policymaking graduates (highest of all segments). The most important benefits of technology is that it helps them be more included in the community, and connected to other people. Their defining attitudes, which they tended to agree with more strongly than all others, were as follows:

- Technology plays a vital role in helping me live with my disability.
- I am more included in community activities because of my access to, and use of technology.
- I use technology devices which have been adapted to meet my specific needs.
- Technology helps keep me safe, because I am always connected to someone who can assist.



✓ Average age of person with dev. dis.	24
(No differences between segments)	
✓ Have a computer at home.	81%
✓ Have Internet access at home.	73%
✓ Have a job they get paid for.	38%
✓ Are Partners in Policymaking graduates	58%
(Highest of the four segments)	
✓ Live in: Twin Cities metro area.	67%
Greater Minnesota.	33%



isolated technology users

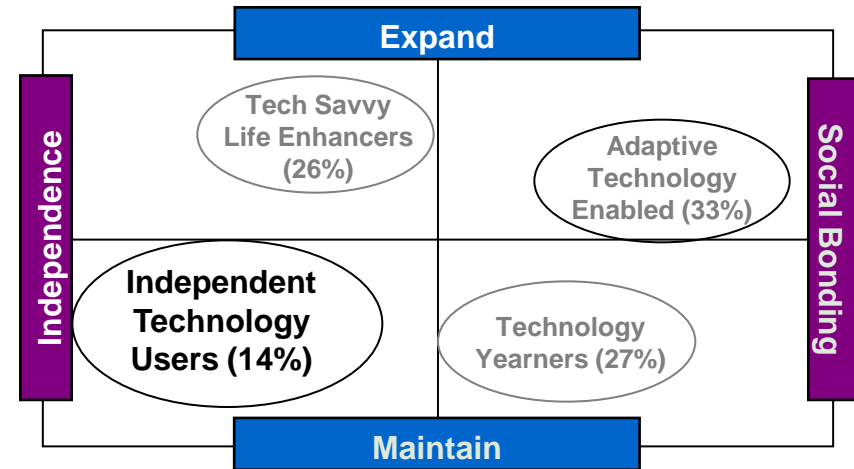
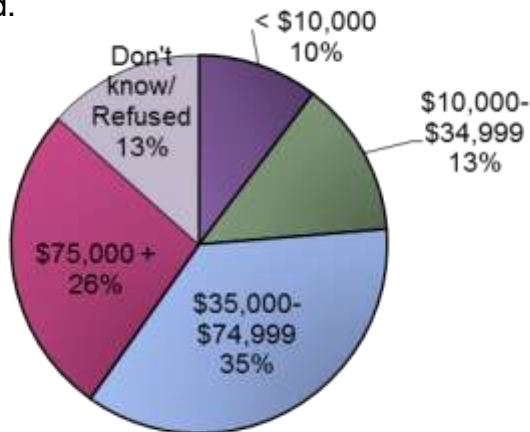
Independent Technology Users Segment (14%)

This smallest of the four segments reveals curious contradictions. They have the highest income, the highest penetration of computers and Internet access at home, and they are the earliest adopters of computer technology. However, they do not appear to think of information technology as a tool that can help them manage their disability or achieve higher levels of IPSII. They appear to be motivated by *staying connected to each other*.

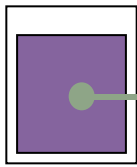
Their defining attitudes, which they tended to agree with more strongly than all others, were as follows:

- Compared to most other households, we are usually one of the first to try new technology devices.
- Our family is more connected to each other because of our use of technology.
- I believe technology has helped us to be more socially connected.

Income
(Highest of all segments)



✓ Average age of person with dev. dis.	23
(No differences between segments)	
✓ Have a computer at home.	97%
(Highest of the four segments)	
✓ Have Internet access at home.	84%
(Highest of the four segments)	
✓ Have a job they get paid for.	36%
✓ Are Partners in Policymaking graduates	36%
✓ Live in: Twin Cities metro area.	61%
Greater Minnesota.	39%



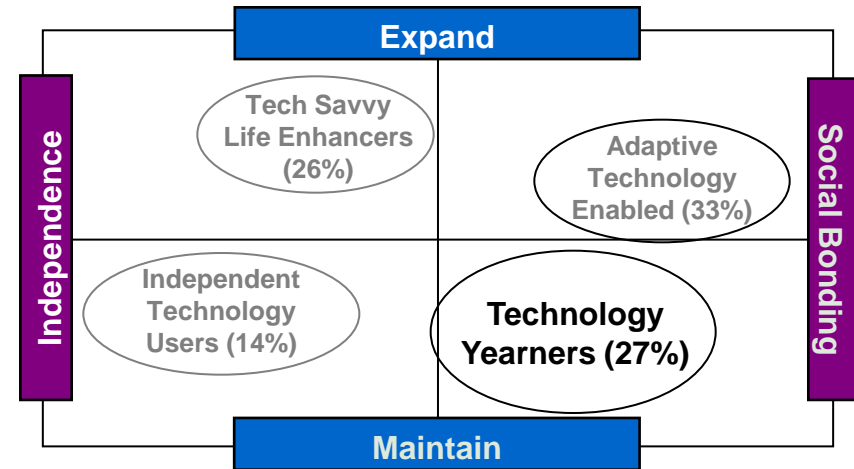
technology yearners

Technology Yearners Segment (27%)

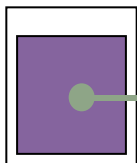
This group is the most disconnected of the four segments, with half not having Internet access at home. But they yearn for greater access to technology and half in learning how they can use it to improve their lives. Another distinguishing characteristic appears to be their location: Almost half of this segment (48%) live in greater Minnesota, the highest proportion of the four segments living outside of the Twin Cities metro area. Their defining attitudes, which they tended to agree with more strongly than all others, were as follows:

- We would use technology a lot more than we do now if it were more affordable.
- It seems that other people are using more technology products than we are.
- We would like to learn more about the ways in which technology devices could help us live better.
- I believe we would be better off if new technology devices were more accessible to us.

Income



✓ Average age of person with dev. dis.	24
(No differences between segments)	
✓ Have a computer at home.	72%
(Lowest of the four segments)	
✓ Have Internet access at home.	50%
(Lowest of the four segments)	
✓ Have a job they get paid for.	34%
✓ Are Partners in Policymaking graduates	26%
(Lowest of the four segments)	
✓ Live in: Twin Cities metro area.	52%
Greater Minnesota.	48%
(Highest of the four segments)	

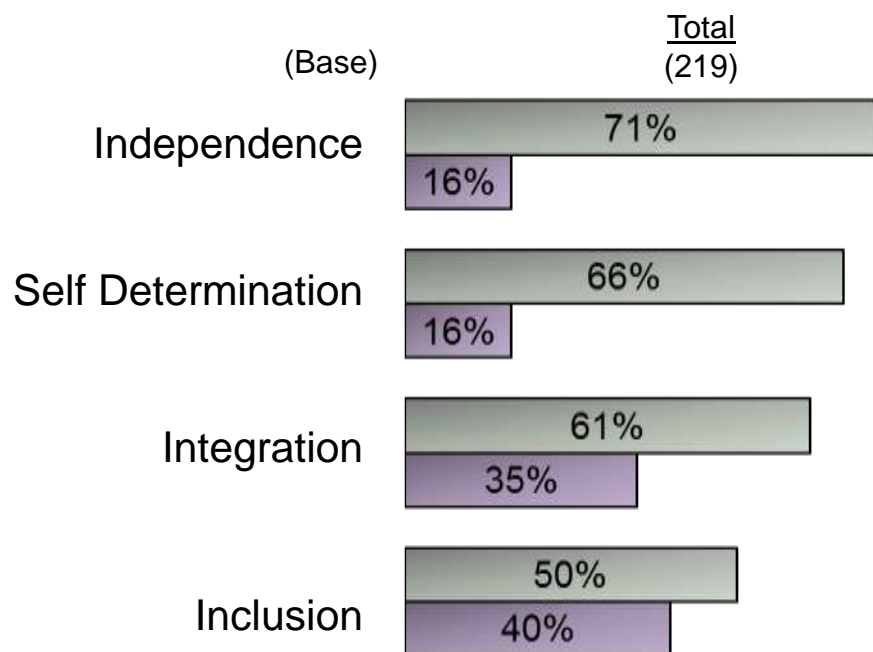


ISII potential – by technology segment

:: The Adaptive Technology Enablers were more likely to believe they have achieved as much ISII as their disabilities would allow, while the Technology Yearners were least likely to believe they have reached their ISII potential, especially regarding Integration and Inclusion. The Adaptive Technology Enablers appear to be further along on Inclusion than all three of the other segments.

I have as much (ISII) as I can have given my disability.

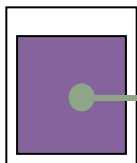
Percent of respondents who agree or disagree...



Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

Technology Segments				
Tech Savvy Life Enhance (56)	Adap. Tech Enabled (74)	Independent Tech Users (31)	Technology Yearners (58)	
68%	74%	74%	66%	
70%	69%	71%	57%	
61%	70% ↑	60%	48% ↓	
48%	60% ↑	47%	41%	

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level



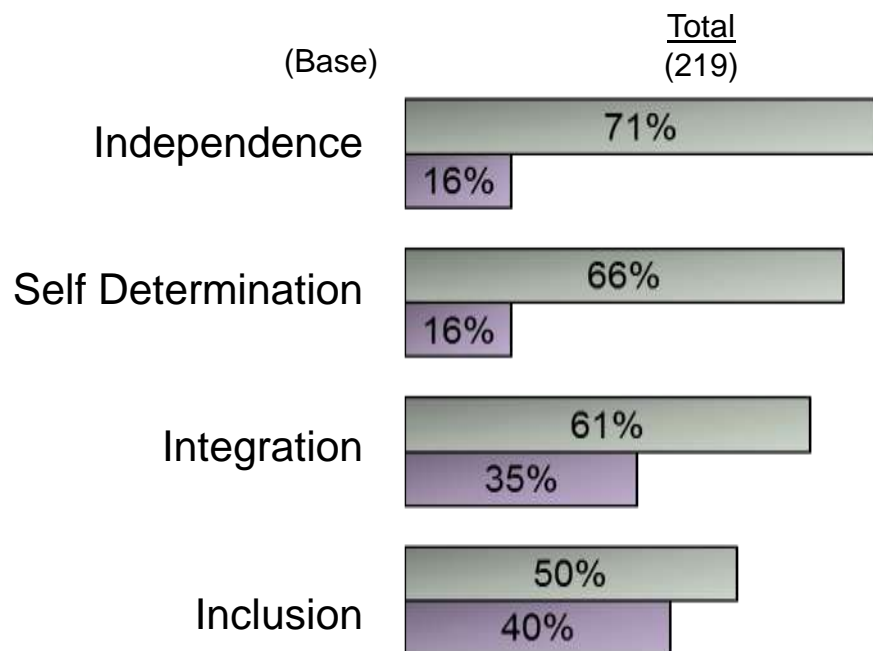
ISII satisfaction – by technology segment

:: The Adaptive Technology Enabled segment was most satisfied, and the Technology Yearners were least satisfied, with their current levels of ISII.

I am satisfied with my level of (ISII).

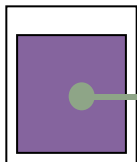
Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

Percent of respondents who agree or disagree...



Technology Segments			
Tech Savvy Life Enhance (56)	Adap. Tech Enabled (74)	Independent Tech Users (31)	Technology Yearners (58)
59%	60%	58%	43%
63%	70% ↑	48% ↓	47% ↓
52%	70% ↑	37%	45%
45% ↓	60% ↑	50%	41% ↓

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level



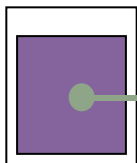
integration

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

:: The Adapted Technology Enabled segment is the most interesting, in terms of its success in achieving higher levels of integration, compared to all other segments. As their name implies, the Isolated Technology Users revealed the lowest levels on attributes several of integration.

Percent of respondents who agree with each statement (base)	Technology Segments			
	Tech Savvy Life Enhance (56)	Adap. Tech Enabled (74)	Independent Tech Users (31)	Technology Yearners (58)
Resources that I need are available in my community	55%	71%	43% ↓	69%
I have opportunities to do things with people my age	54%	73% ↑	37% ↓	64%
My rights to equality are acknowledged by my community	55%	65%	33% ↓	48%
I have friends who do not have developmental disabilities	66%	74%	40% ↓	59%

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level



inclusion

Disagree Strongly	Disagree Somewhat	Neither	Agree Somewhat	Agree Strongly
-------------------	-------------------	---------	----------------	----------------

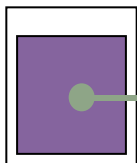
:: The Adapted Technology Enabled segment was also further along on most attributes of Inclusion; whereas, the Isolated Tech Users indicated the lowest levels of Inclusion, compared to all other segments.

Percent of respondents who agree with each statement (base)	Technology Segments			
	Tech Savvy Life Enhance (56)	Adap. Tech Enabled (74)	Independent Tech Users (31)	Technology Yearners (58)
People without a disability treat me as an equal	36%	66% ↑	37%	41%
People treat me with respect	61%	85% ↑	59%	74%
I have opportunities to develop meaningful relationships with people who do <u>not</u> have a developmental disability	48%	69% ↑	37%	52%
I have opportunities to develop meaningful relationships with people who do have a developmental disability	70%	78%	63%	76%

↑ ↓ Indicates statistically significant difference from other values in row at the 95% confidence level

marketresponseinternational

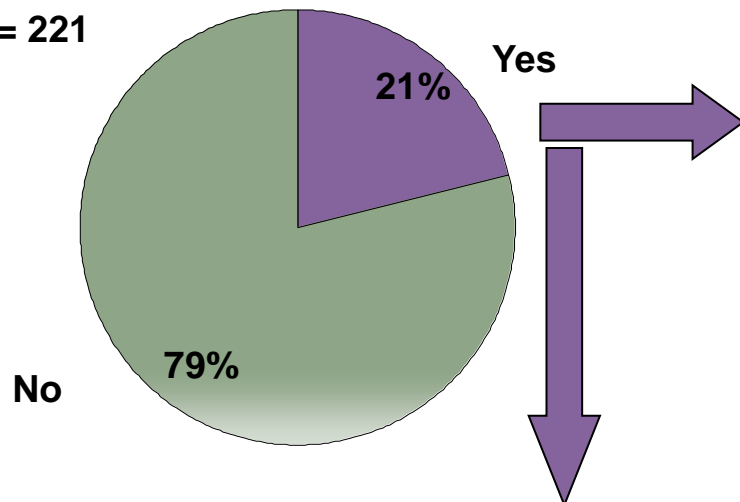
8:: appendix



sample profile

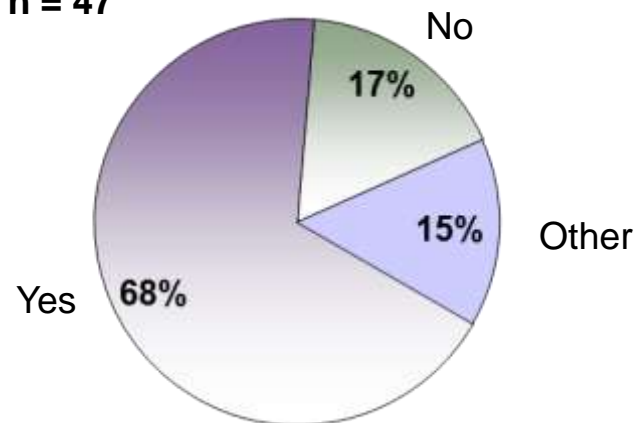
Have you or a family member ever been abused, neglected or exploited?

n = 221



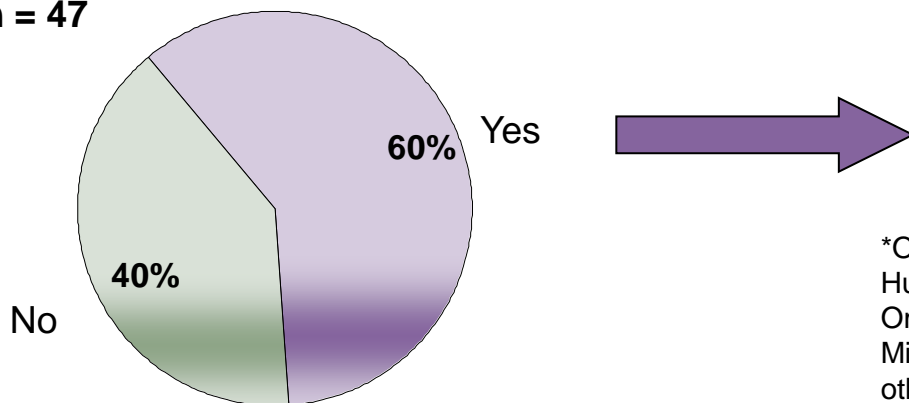
If YES, did someone help?

n = 47



If YES, did you call someone?

n = 47



If YES, who did you call?

n = 28

Family member	22%
Police	22%
Teacher/school staff	17%
Other*	61%

*Other includes: Child protection, hospital staff, Department of Human Services, Social Services/Social worker, Arc, Office of the Ombudsman for Mental Health and Developmental Disabilities, Minnesota Disability Law Center, therapist, 911, abuse advocate, other/miscellaneous.

marketresponseinternational

**The Minnesota Governor's Council on
Developmental Disabilities**

Promoting Independence, Productivity, Self-Determination, Inclusion and Inclusion

Thank you!

MarketResponse International
1304 university ave. ne
suite 304
minneapolis, mn 55413
t:: 612.379.1645
f:: 612.379.1659

web:: www.marketresponse.com

Tom Pearson, Managing Director
t.pearson@marketresponse.com

Susan McCullough, Senior Research Consultant
s.mccullough@marketresponse.com

Derek Pearson, Research Analyst
d.pearson@marketresponse.com