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# NIB Decision-Maker Study

NOVEMBER 2012



OPINION RESEARCH ■ MARKETING RESEARCH ■ STRATEGIC COUNSEL

# Repass & Partners



# PURPOSE & OBJECTIVES

The results of this study will be used to assess attitudes and opinion among decision makers regarding hiring blind and visually impaired individuals for positions within US companies. The information from this research will also be used to develop content for distribution to news media and for the development of presentation material. A draft press release is included in the Appendix of this report, along with the survey questionnaire.

The objectives of the study were to:

- Assess attitudes toward hiring qualified disabled candidates, including blind and visually impaired individuals
- Measure perceptions of work attributes of blind and visually impaired candidates
- Assess likelihood of hiring blind and visually impaired employees
- Identify segments most favorable toward hiring blind and visually impaired employees

# METHODOLOGY

Data collection for this research was conducted between November 12-29, 2012. Computer Assisted Telephone Interviewing (CATI) was used to collect data. Web-based data collection using our secure MindField™ Online Internet platform was also used to collect data from sample respondents who preferred this methodology.

Respondents were recruited and qualified based on their participation in the recruiting and selection of job candidates. Quotas were established in order to assure adequate representation of participants from the Human Resources Department as well as the balance of hiring departments. A total of 401 interviews were completed, including 150 interviews with Human Resources (HR) directors and manager; and 251 interviews among hiring managers within other departments. Quotas were also established for organization size (number of employees) in order to assure representativeness.

Statistical tests of significance were conducted at the 90% confidence interval. At the 90% confidence interval, the overall margin of error for a survey of 401 completed interviews is +/- 4.0 percentage points. As a member of the Council of American Survey Research Organizations (CASRO), surveys and polling conducted by our firm incorporates methods accepted by CASRO and relied upon by media organizations, corporations, and not-for-profit associations for assessing consumer and business audiences.

# STATISTICAL SIGNIFICANCE TESTING

Some of the charts included in this report use color coding to distinguish *statistically significant differences* between values. A green box indicates the associated value is significantly higher than the values in a yellow box. Correspondingly, values associated with a yellow box are significantly higher than values identified by a red box.

Where two or more values are represented by the same color of box (green, yellow or red), the difference between those values is not statistically significant and the values are considered at parity.



# NIB Decision-Maker Study

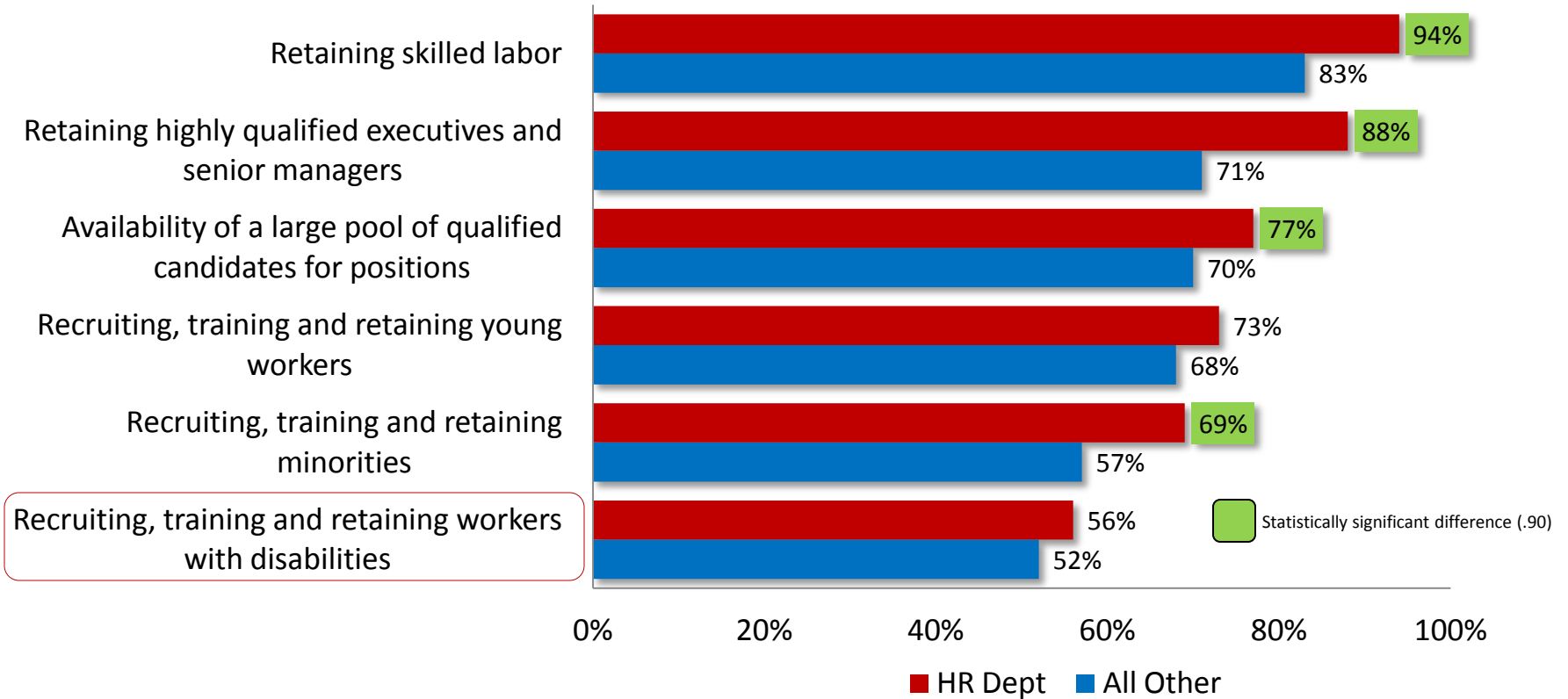
## Detailed Findings



# RETENTION OF SKILLED LABOR, EXECUTIVES AND SENIOR MANAGERS IS A HIGHER PRIORITY THAN RECRUITING, TRAINING AND RETAINING WORKERS WITH DISABILITIES.

How important are each of the following issues for your company? [Extremely important, very important, somewhat important, not too important]

Top-two-box net shown



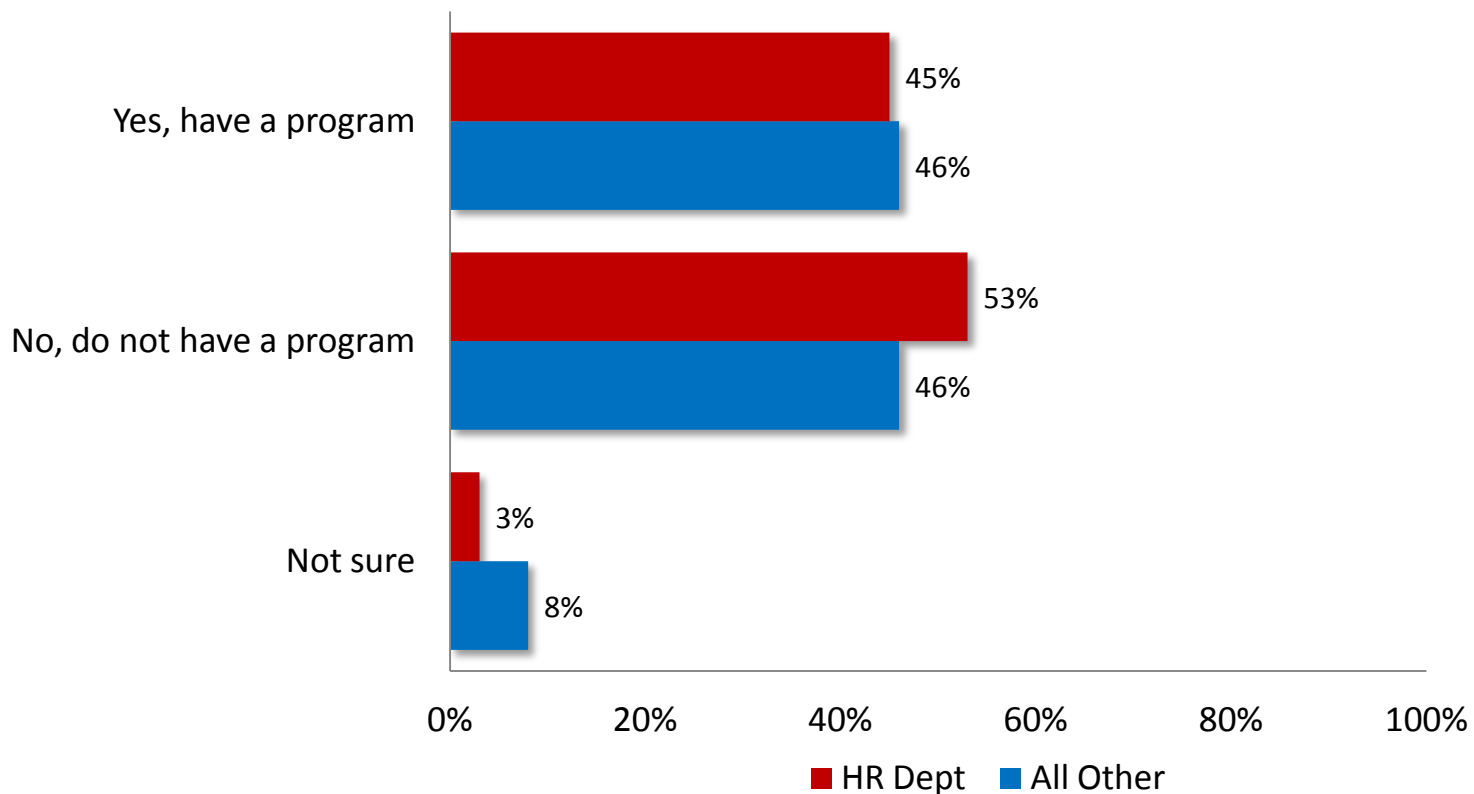
# LARGER EMPLOYERS WITH INFORMATIONAL PROGRAMS TO HELP EMPLOYEES LEARN ABOUT PEOPLE WITH DISABILITIES ARE MORE LIKELY TO RECRUIT, TRAIN AND WORKERS WHO ARE DISABLED.

How important are each of the following issues for your company? [Extremely important, very important, somewhat important, not too important]

Net: Top-Two-Box	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
Retaining skilled labor	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Retaining highly qualified executives and senior managers	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Availability of a large pool of qualified candidates for positions	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Recruiting, training and retaining young workers	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Recruiting, training and retaining minorities	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Recruiting, training and retaining workers with disabilities	Red	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow

# THERE IS A NEAR EVEN SPLIT OF COMPANIES IN THE US THAT HAVE PROGRAMS FOR MANAGERS TO BECOME INFORMED ABOUT PEOPLE WITH DISABILITIES.

*Does your company offer an information or education program to help managers and employees learn to work with people with disabilities, or not?*





# COMPANIES MOST LIKELY TO HAVE INFORMATION PROGRAMS ARE THOSE WITH 500+ EMPLOYEES AND ARE IN THE PRODUCT MANUFACTURING BUSINESS SECTOR.

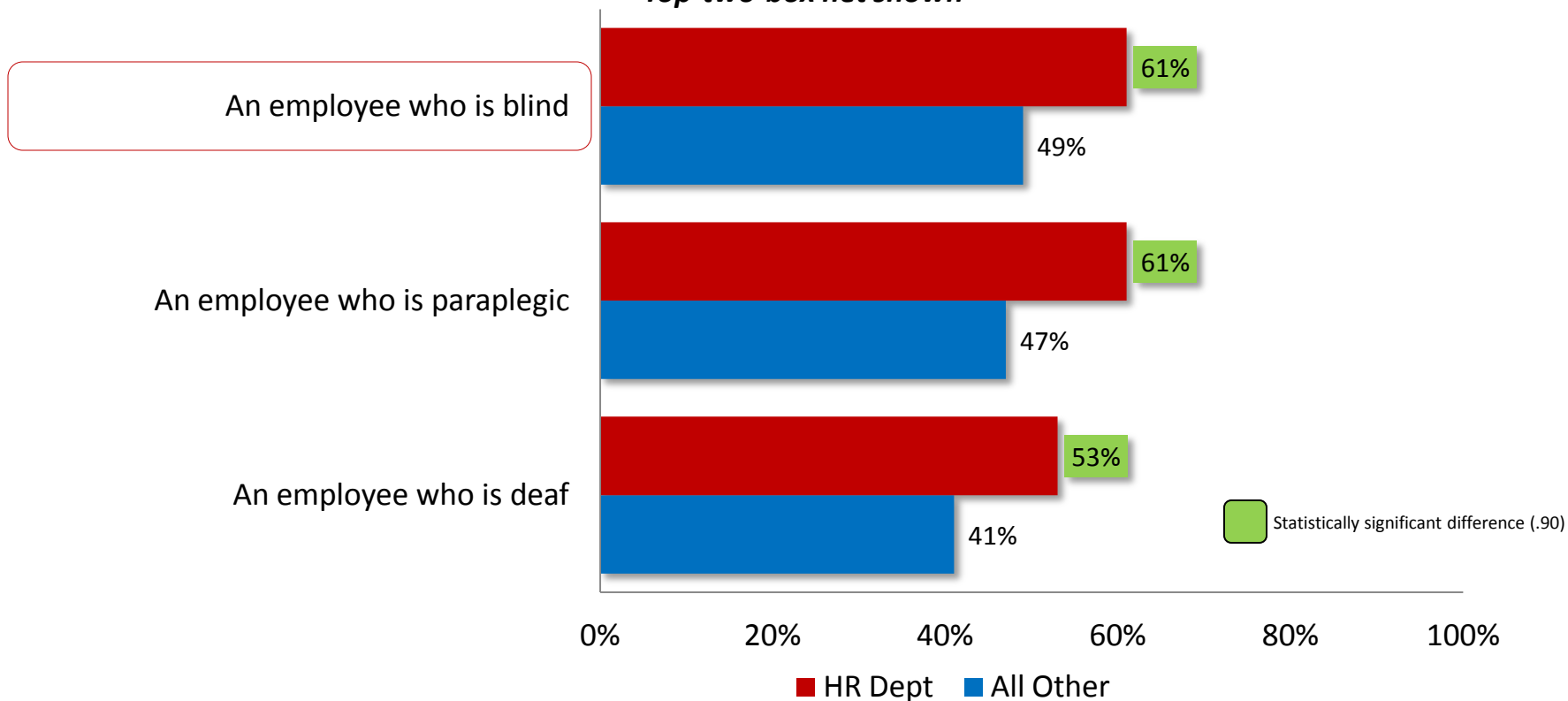
*Does your company offer an information or education program to help managers and employees learn to work with people with disabilities, or not?*

	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
Yes, have a program	Yellow	Green	Green	Green	Grey	Grey	Green	Yellow	Green	Yellow
No, do not have a program	Green	Yellow	Yellow	Red	Grey	Grey	Yellow	Green	Yellow	Green
Not sure	Yellow	Yellow	Yellow	Green	Grey	Grey	Yellow	Green	Yellow	Green

# HR MANAGERS BELIEVE THE COST OF HIRING INDIVIDUALS WHO ARE BLIND, PARAPLEGIC, OR DEAF ARE MORE EXPENSIVE THAN THE COST OF HIRING A NON-DISABLED CANDIDATE.

Based on your experience, how do the related employment costs (including healthcare, workplace accommodations and general management costs) of hiring the following types of individuals compare to the cost of hiring a non-disabled candidate? [Much more expensive, somewhat more expensive, the same, somewhat less expensive much less expensive]

Top-two-box net shown



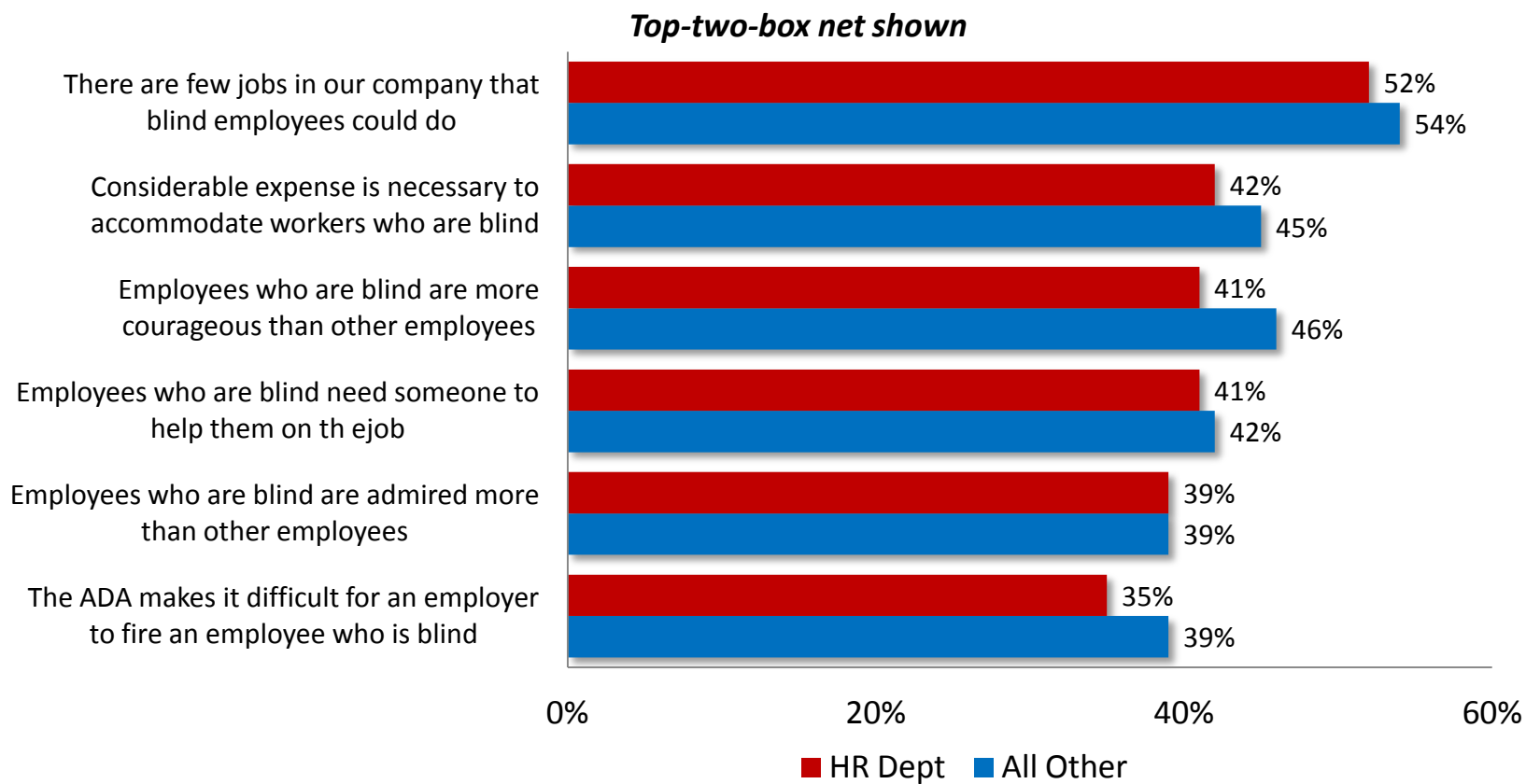
# PERCEPTIONS OF EMPLOYMENT COSTS BY VARIABLES

Based on your experience, how do the related employment costs (including healthcare, workplace accommodations and general management costs) of hiring the following types of individuals compare to the cost of hiring a non-disabled candidate? [Much more expensive, somewhat more expensive, the same, somewhat less expensive much less expensive]

Net: Top-Two-Box	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
An employee who is blind	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
An employee who is paraplegic	Yellow	Green	Green	Yellow	Green	Yellow	Green	Yellow	Green	Yellow
An employee who is deaf	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow

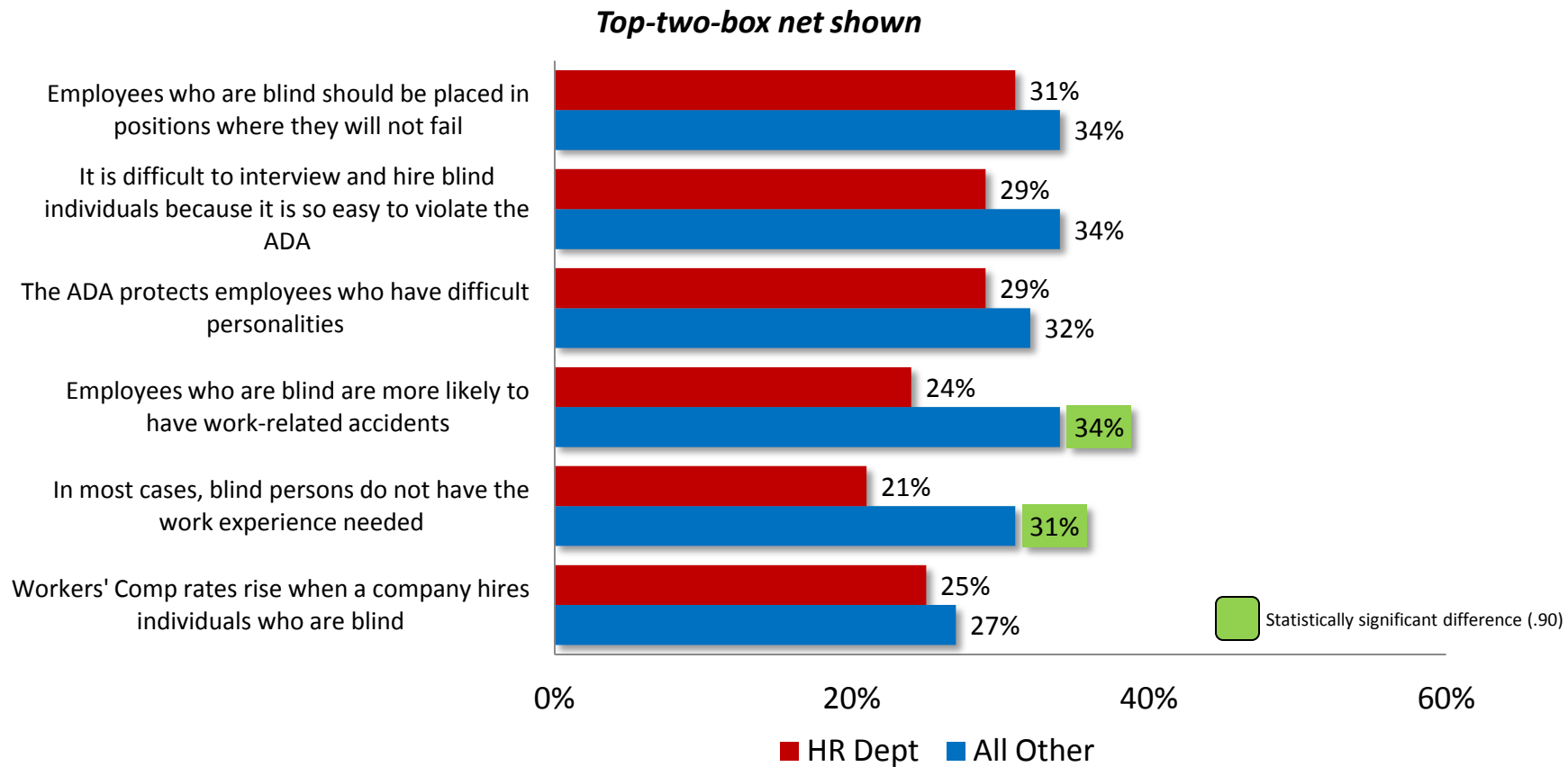
# LONG-STANDING MYTHS ABOUT EMPLOYING PEOPLE WHO ARE BLIND ARE PERVASIVE.

How much do you agree or disagree with the following statements? [Completely agree, somewhat agree, neither agree nor disagree, somewhat disagree, completely disagree]



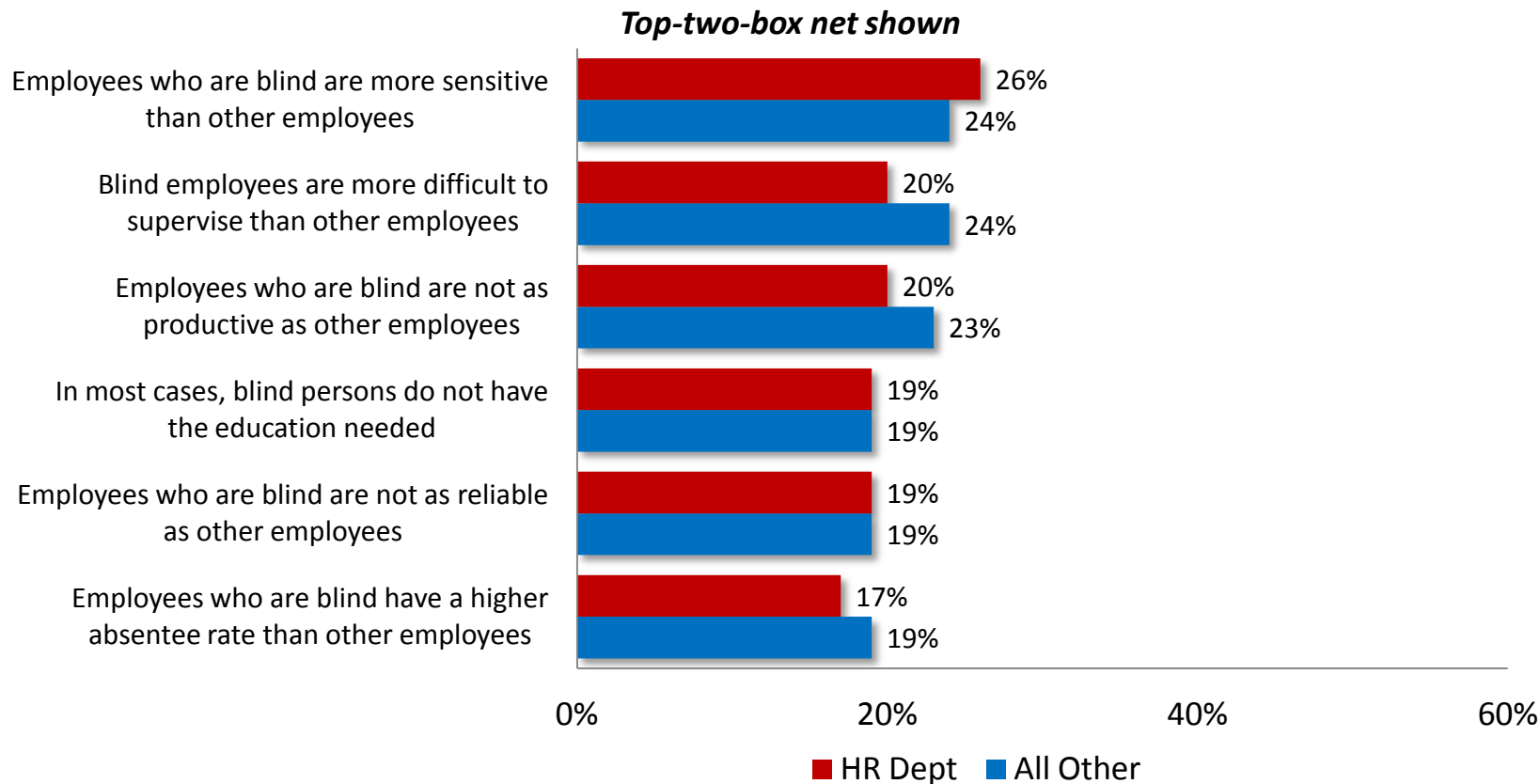
# SOME OF THE MOST BASIC EMPLOYMENT MISCONCEPTIONS ABOUT EMPLOYING BLIND COLLEAGUES REMAIN IN THE WORKPLACE.

How much do you agree or disagree with the following statements? [Completely agree, somewhat agree, neither agree nor disagree, somewhat disagree, completely disagree]



# EVEN THE MOST BIASED STATEMENTS ABOUT PEOPLE WHO ARE BLIND ARE PRESENT AMONG HR PERSONNEL AND HIRING MANAGERS.

How much do you agree or disagree with the following statements? [Completely agree, somewhat agree, neither agree nor disagree, somewhat disagree, completely disagree]



# ATTITUDE BATTERY BY VARIABLES

How much do you agree or disagree with the following statements? [Completely agree, somewhat agree, neither agree nor disagree, somewhat disagree, completely disagree]

Net: Top-Two-Box	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
There are few jobs in our company that blind employees could do	Green	Green	Green	Green	Green	Green	Green	Green	Green	Yellow
Considerable expense is necessary to accommodate workers who are blind	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Employees who are blind are more courageous than other employees	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Employees who are blind need someone to help them on the job	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Employees who are blind are admired more than other employees	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
The ADA makes it difficult for an employer to fire an employee who is blind	Yellow	Yellow	Green	Green	Green	Yellow	Green	Green	Green	Yellow

# ATTITUDE BATTERY BY VARIABLES

How much do you agree or disagree with the following statements? [Completely agree, somewhat agree, neither agree nor disagree, somewhat disagree, completely disagree]

Net: Top-Two-Box	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
Employees who are blind should be placed in positions where they will not fail	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
It is difficult to interview and hire blind individuals because it is so easy to violate the ADA	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
The ADA protects employees who have difficult personalities	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Employees who are blind are more likely to have work-related accidents	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
In most cases, blind persons do not have the work experience needed	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Workers' Comp rates rise when a company hires individuals who are blind	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow



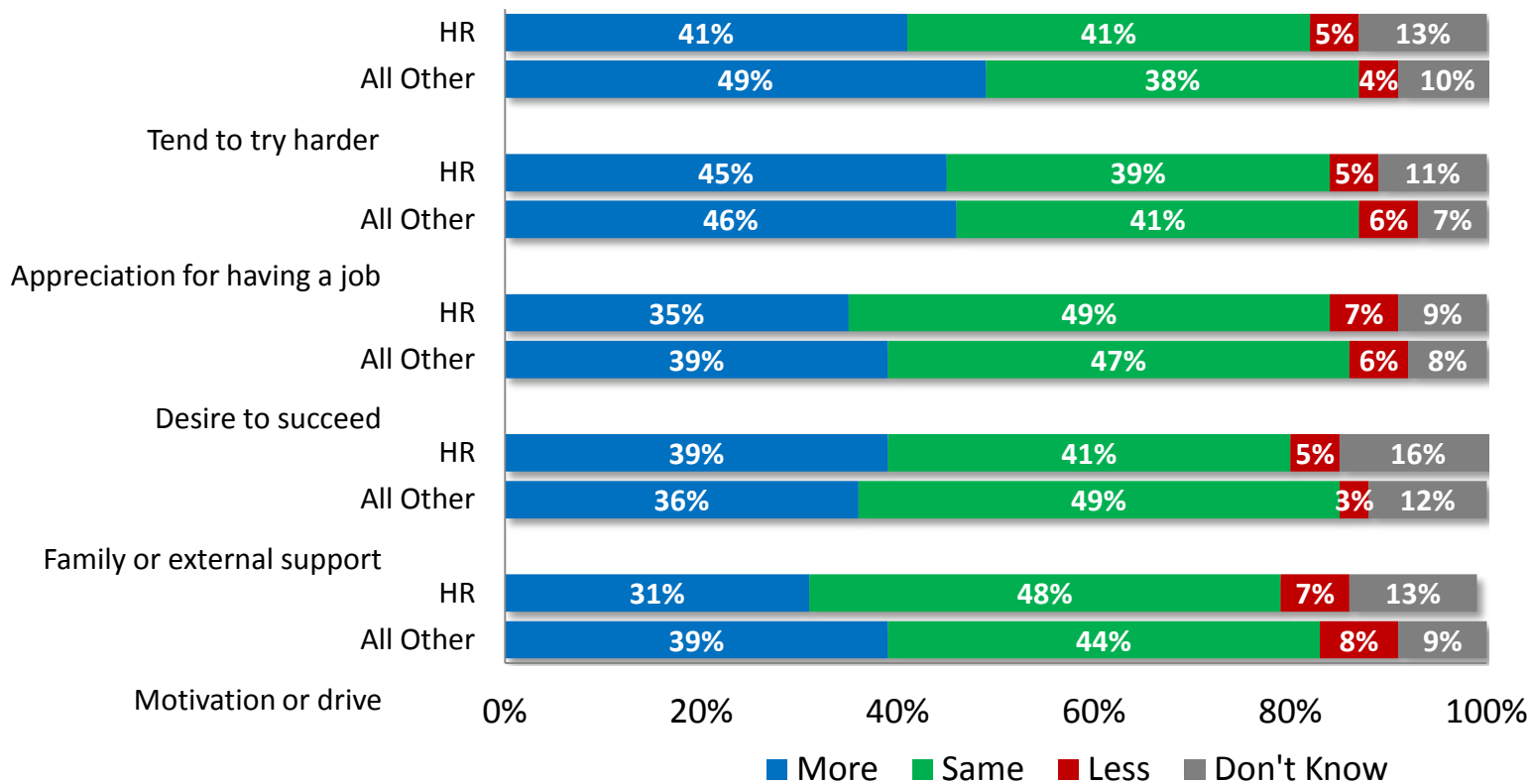
# ATTITUDE BATTERY BY VARIABLES

How much do you agree or disagree with the following statements? [Completely agree, somewhat agree, neither agree nor disagree, somewhat disagree, completely disagree]

Net: Top-Two-Box	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
Employees who are blind are more sensitive than other employees	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Blind employees are more difficult to supervise than other employees	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Employees who are blind are not as productive as other employees	Yellow	Yellow	Green	Green	Green	Yellow	Green	Green	Green	Yellow
In most cases, blind persons do not have the education needed	Red	Yellow	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Employees who are blind are not as reliable as other employees	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Employees who are blind have a higher absentee rate than other employees	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow

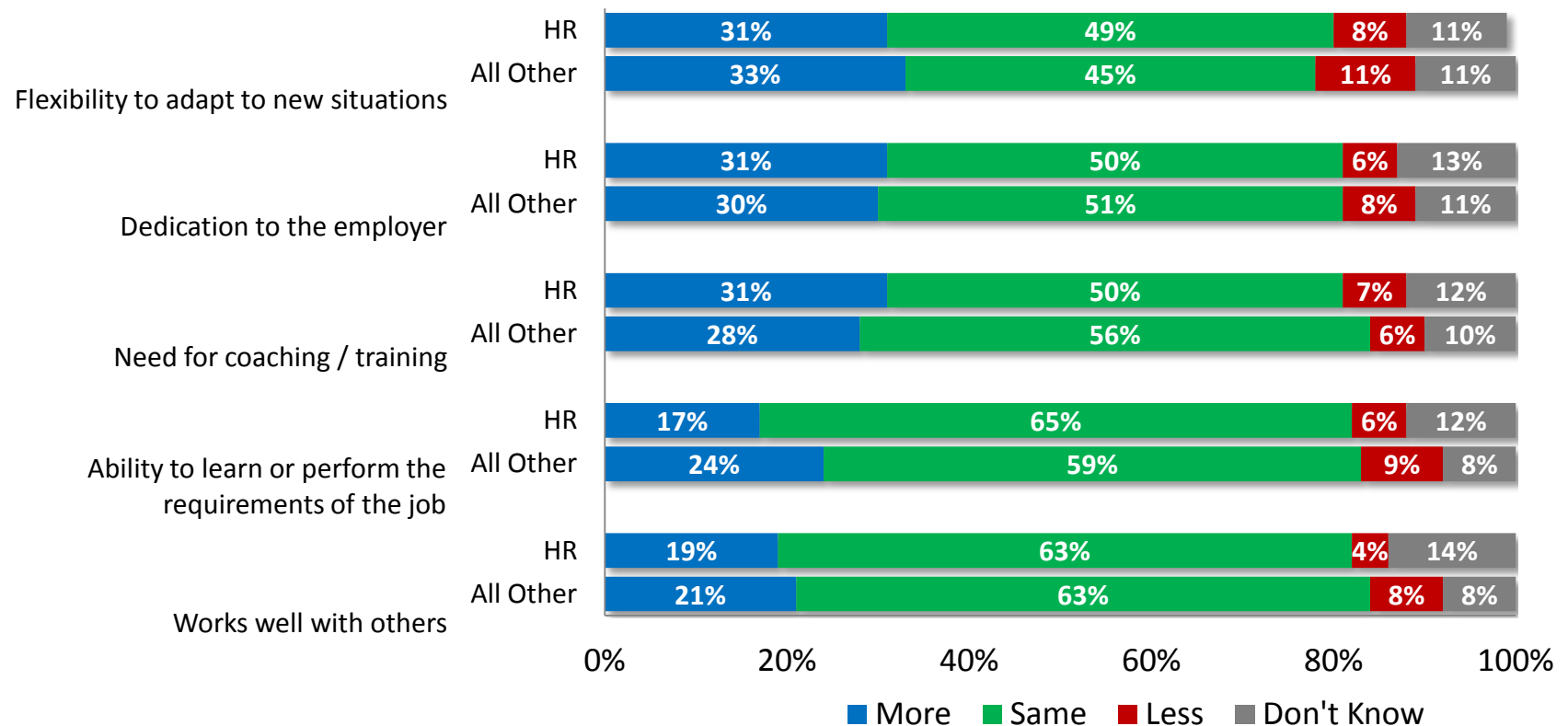
# RESPONDENTS INCLUDED IN THIS STUDY CONSIDER EMPLOYEES WHO ARE BLIND TO POSSESS MORE OF THE CHARACTERISTICS SHOWN HERE THAN OTHER EMPLOYEES.

For each of the following, please indicate if you think employees who are blind have more, less or about the same characteristic compared to other employees.



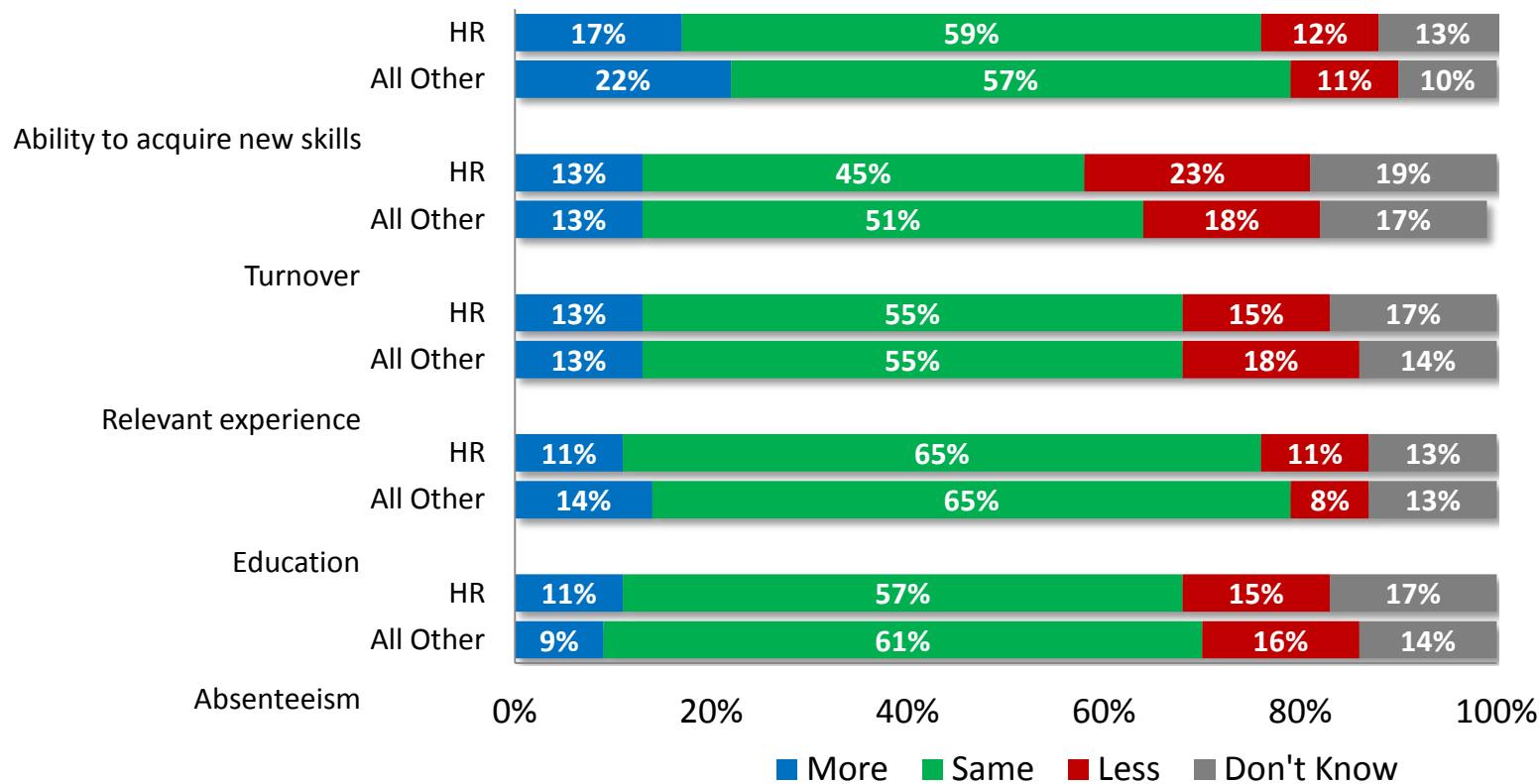
# HIRING MANAGERS AND HR PERSONNEL STRONGLY BELIEVE EMPLOYEES WHO ARE BLIND POSSESS EITHER *MORE OF OR ABOUT THE SAME* EMPLOYMENT-RELATED CHARACTERISTICS.

For each of the following, please indicate if you think employees who are blind have more, less or about the same characteristic compared to other employees.



# RESPONDENTS ARE NOT AS LIKELY TO CONSIDER EMPLOYEES WHO ARE BLIND TO EXHIBIT MORE OF THESE CHARACTERISTICS THAN THOSE ON THE PREVIOUS PAGES.

For each of the following, please indicate if you think employees who are blind have more, less or about the same characteristic compared to other employees.



**LARGER EMPLOYERS, THOSE WITH INFORMATION PROGRAMS, AND THOSE IN THE PRODUCT SECTOR ARE MORE LIKELY TO BELIEVE EMPLOYEES WHO ARE BLIND POSSESS MORE OF THE CHARACTERISTICS LISTED.**

*For each of the following, please indicate if you think employees who are blind have more, less or about the same characteristic compared to other employees.*

Net: Top-Box	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
Tend to try harder	Green	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Appreciation for having a job	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green
Desire to succeed	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green
Family or external support	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Motivation or drive	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Flexibility to adapt to new situations	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Dedication to employer	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Need for coaching / training	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	Yellow

**LARGER EMPLOYERS, THOSE WITH INFORMATION PROGRAMS, AND THOSE IN THE PRODUCT SECTOR ARE MORE LIKELY TO BELIEVE EMPLOYEES WHO ARE BLIND POSSESS MORE OF THE CHARACTERISTICS LISTED.**

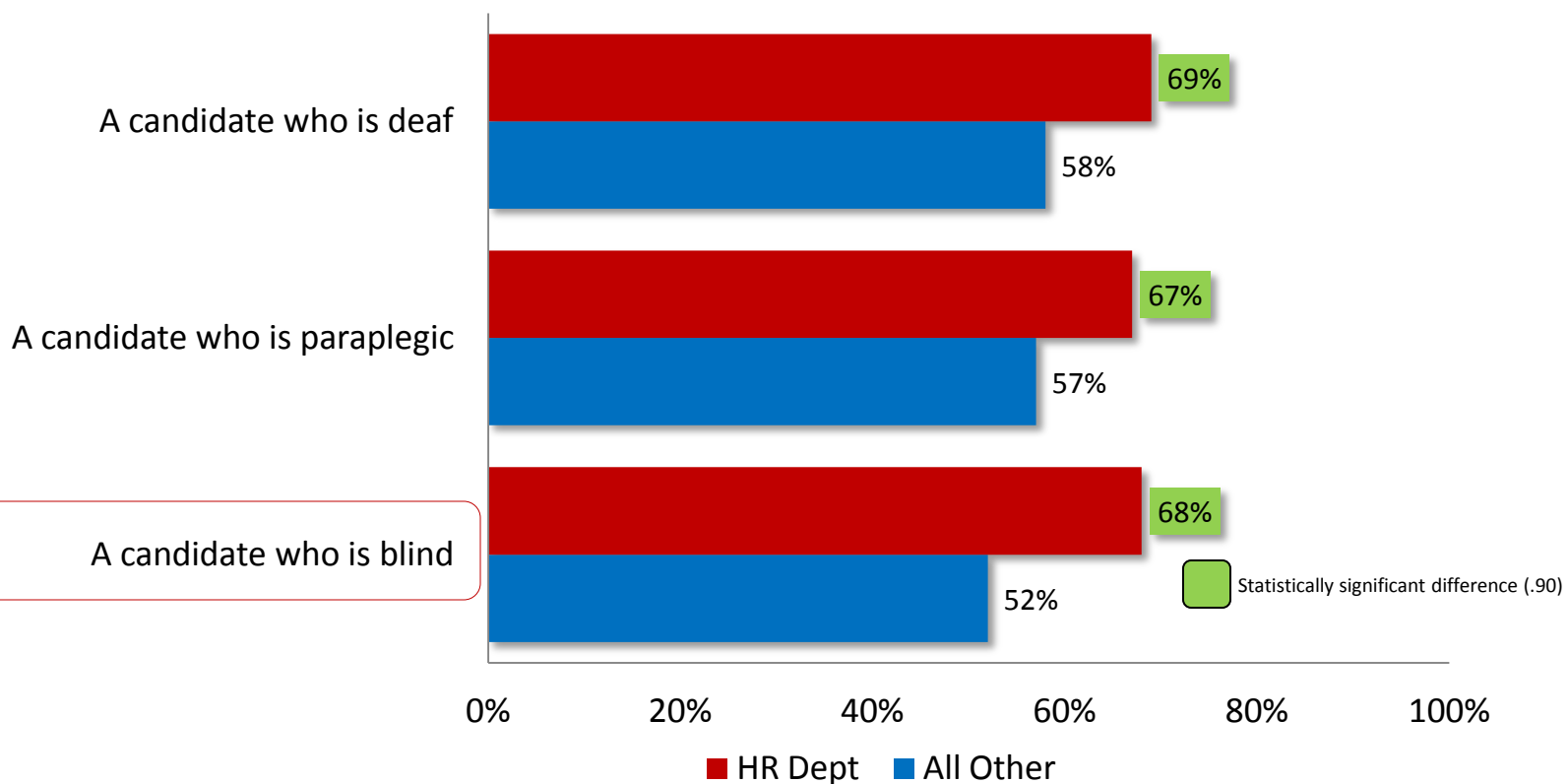
*For each of the following, please indicate if you think employees who are blind have more, less or about the same characteristic compared to other employees.*

Net: Top-Box	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
Ability to learn or perform the requirements of the job	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Works well with others	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Ability to acquire new skills	Yellow	Yellow	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Turnover	Yellow	Green	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Relevant experience	Yellow	Yellow	Green	Green	Green	Yellow	Green	Green	Green	Yellow
Education	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
Absenteeism	Red	Yellow	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow

# APPROXIMATELY EQUAL CONSIDERATION FOR EMPLOYMENT IS GIVEN TO CANDIDATES WHO ARE DEAF, PARAPLEGIC OR BLIND. HR PERSONNEL ARE MORE OPTIMISTIC OF EMPLOYMENT THAN ARE HIRING MANAGERS.

Based on your experience, how likely is it that you will consider hiring the following candidates in the next 24 months for an open position if they are otherwise qualified for employment? [Very likely, somewhat likely, not too likely, not at all likely]

Top-two-box net shown



# LIKELIHOOD OF EMPLOYMENT BY VARIABLES

Based on your experience, how likely is it that you will consider hiring the following candidates in the next 24 months for an open position if they are otherwise qualified for employment? [Very likely, somewhat likely, not too likely, not at all likely]

Net: Top-Two-Box	Number of Employees				Information Program		Personally Know Someone Blind		Nature of Business	
	<500	500-999	1,000-4,999	5,000+	Yes	No	Yes	No	Product	Service
A candidate who is deaf	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
A candidate who is paraplegic	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow
A candidate who is blind	Yellow	Green	Green	Green	Green	Yellow	Green	Yellow	Green	Yellow





# NIB Decision-Maker Study

## Demographics



# NATURE OF BUSINESS

What is the primary nature of the business of your company?

	Respondents		
	Total	Human Resources	All Other Departments
Manufacturing	20%	26%	16%
Health care and social assistance	9%	13%	6%
Retail trade	8%	5%	10%
Professional, scientific and technical services	7%	7%	8%
Educational services	6%	5%	6%
Construction	5%	3%	6%
Information	5%	2%	6%
Arts, entertainment and recreation	5%	1%	7%
Finance and insurance	4%	3%	4%
Other services (except Public Administration)	3%	1%	5%
<p><i>Other mentions (less than 3% each):</i> Transportation &amp; warehousing; Utilities; Wholesale trade; Accommodations &amp; food service; Public administration; Agriculture, forestry, fishing &amp; hunting; Real estate, rental &amp; leasing; Management of companies &amp; enterprises; Mining, quarrying and gas &amp; oil extraction; Administrative support; Waste management; Remediation services</p>			

# GEOGRAPHIC REGIONS

	Respondents		
	Total	Human Resources	All Other Departments
South	37%	37%	38%
Northeast	21%	25%	19%
West	21%	20%	22%
Midwest	20%	17%	22%

# AGE OF RESPONDENT

	Respondents		
	Total	Human Resources	All Other Departments
18-24	3%	1%	4%
25-34	26%	27%	25%
35-44	26%	33%	22%
45-54	24%	18%	28%
55-64	18%	19%	17%
65 and over	4%	1%	5%

# PERSONAL KNOWLEDGE

*Do you personally know anyone who is blind or visually impaired?*

	Respondents		
	Total	Human Resources	All Other Departments
Yes	53%	55%	52%
No	47%	45%	48%

# NATURE OF ASSOCIATION

*How are you associated with a blind or severely visually impaired individual?*

	Respondents		
	Total	Human Resources	All Other Departments
Friend or neighbor	50%	43%	55%
Co-worker	27%	32%	24%
Family member	24%	21%	26%
Member of a religious, civic, social or community organization which you are associated with	20%	24%	17%
Employee of a company where you do business or shop	16%	13%	17%
You, yourself, have a visual impairment	4%	3%	5%
Someone with another relationship	6%	4%	7%
Refused	2%	5%	1%

# GENDER

	Respondents		
	Total	Human Resources	All Other Departments
Male	44%	39%	47%
Female	56%	61%	53%

# JOB TITLE

*Which of the following best describes your job title?*

	Respondents		
	Total	Human Resources	All Other Departments
Manager or equivalent	37%	30%	41%
President or other C-suite level	24%	21%	26%
Director or equivalent	21%	32%	14%
Vice president or equivalent	9%	12%	8%
Other	10%	5%	12%



# DEPARTMENT

*In what area or department of your company do you work?*

	Respondents		
	Total	Human Resources	All Other Departments
Human Resources	37%	100%	--
IT	13%	--	20%
Administration, Finance, Accounting	12%	--	18%
Operations, Engineering	9%	--	14%
Customer Service	5%	--	8%
Manufacturing	5%	--	8%
Support Service	4%	--	7%
Marketing, Advertising, Promotions, Communications, Brand Management	2%	--	3%
Legal	1%	--	2%
Other	13%	--	22%

# NUMBER OF EMPLOYEES

*Across all U.S. locations, approximately how many total employees work for your company?*

	Respondents		
	Total	Human Resources	All Other Departments
Less than 500	32%	20%	39%
500-999	19%	24%	15%
1,000-4,999	30%	38%	25%
5,000 or more	20%	18	21%

# REVENUE

Which of the following best represents your company's revenue for the past fiscal year?

	Respondents		
	Total	Human Resources	All Other Departments
Less than \$10 million	25%	14%	32%
\$10 million to just less than \$50 million	14%	9%	17%
\$50 million to just less than \$100 million	14%	15%	13%
\$100 million to just less than \$500 million	12%	16%	10%
\$500 million to just less than \$1 billion	12%	18%	8%
\$1 billion or more	11%	13%	10%
Don't know	12%	15%	10%



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