

Survey Responses

Section 1: Personal Information

Where are you currently located?

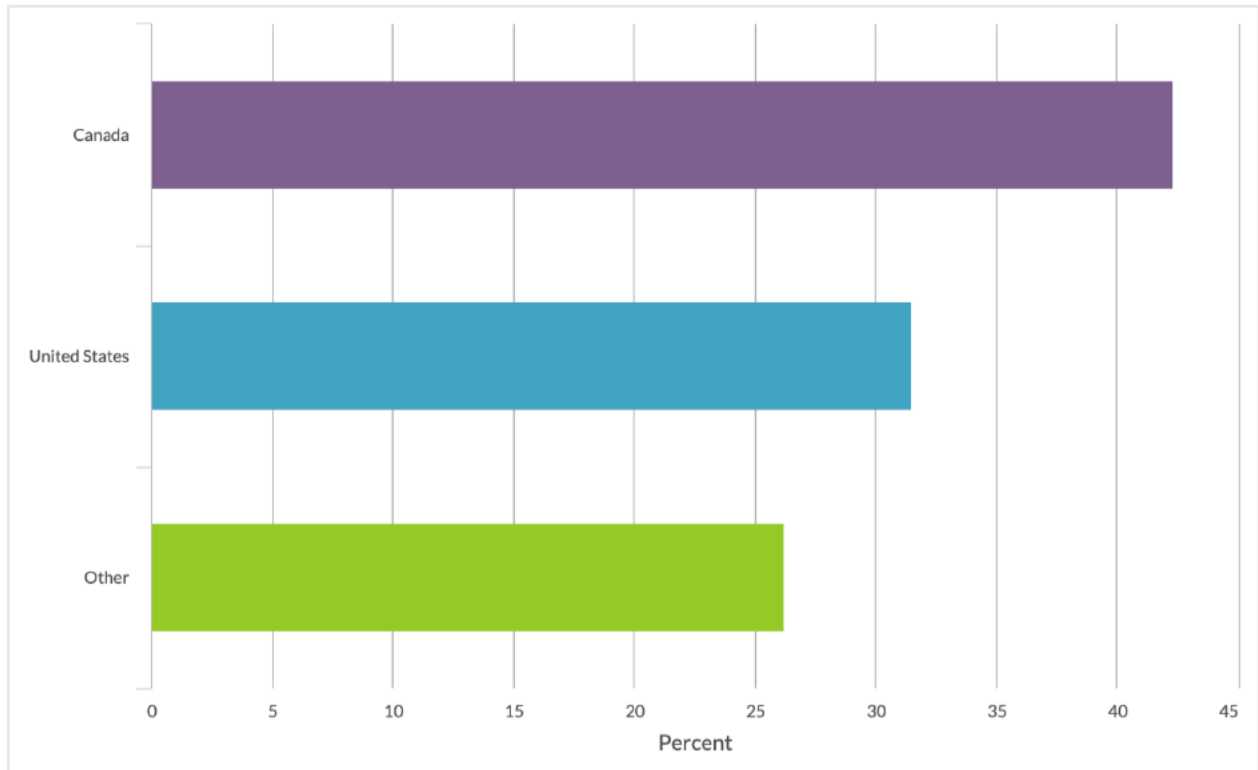


Table 1. Geographic location of participants

Geographic location	n	%
Canada	55	42.3%
United States	41	31.5%
Other	34	26.2%

Which of the following categories best describes the industry you primarily work in?

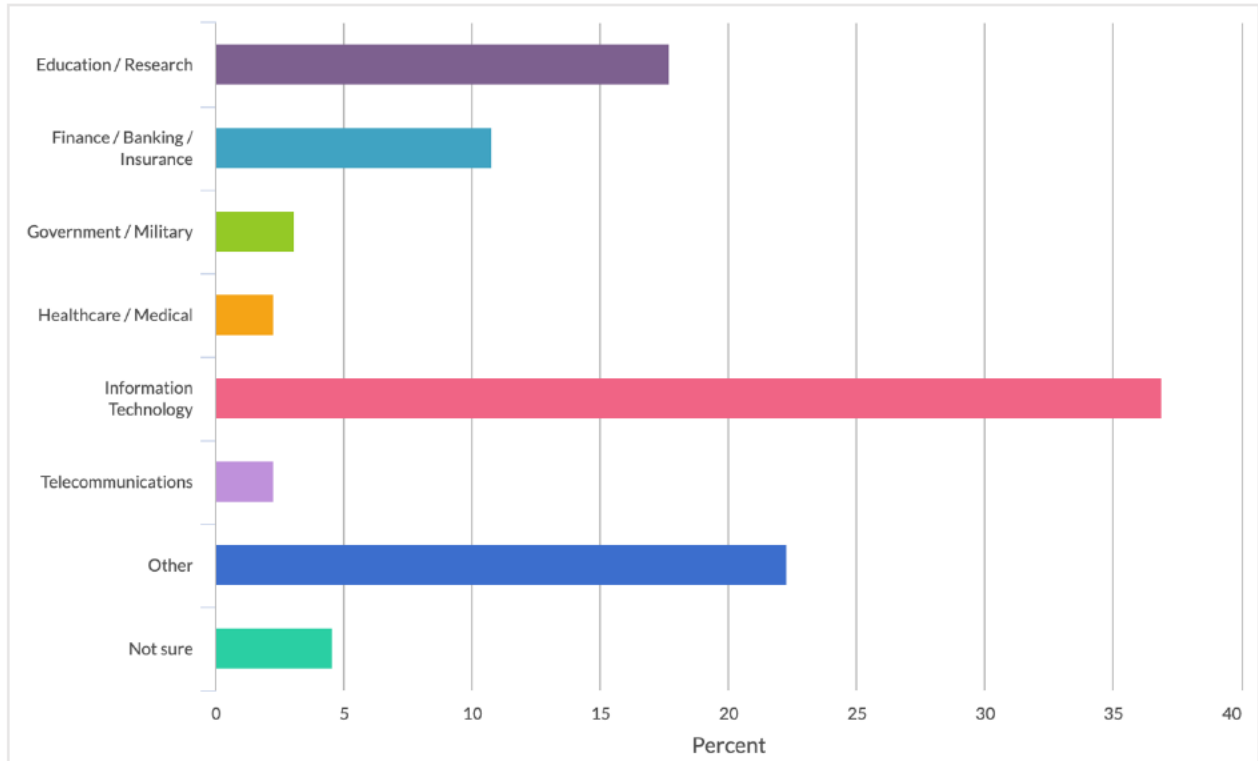


Table 2. Industries participants work in

<i>Industry</i>	<i>n</i>	<i>%</i>
Education / Research	23	17.7%
Finance / Banking / Insurance	14	10.8%
Government / Military	4	3.1%
Healthcare / Medical	3	2.3%
Information Technology	48	36.9%
Telecommunications	3	2.3%
Other	29	22.3%
Not sure	6	4.6%

What is the highest level of education you have completed? (If you're currently enrolled in school, please indicate the highest degree you have received.)

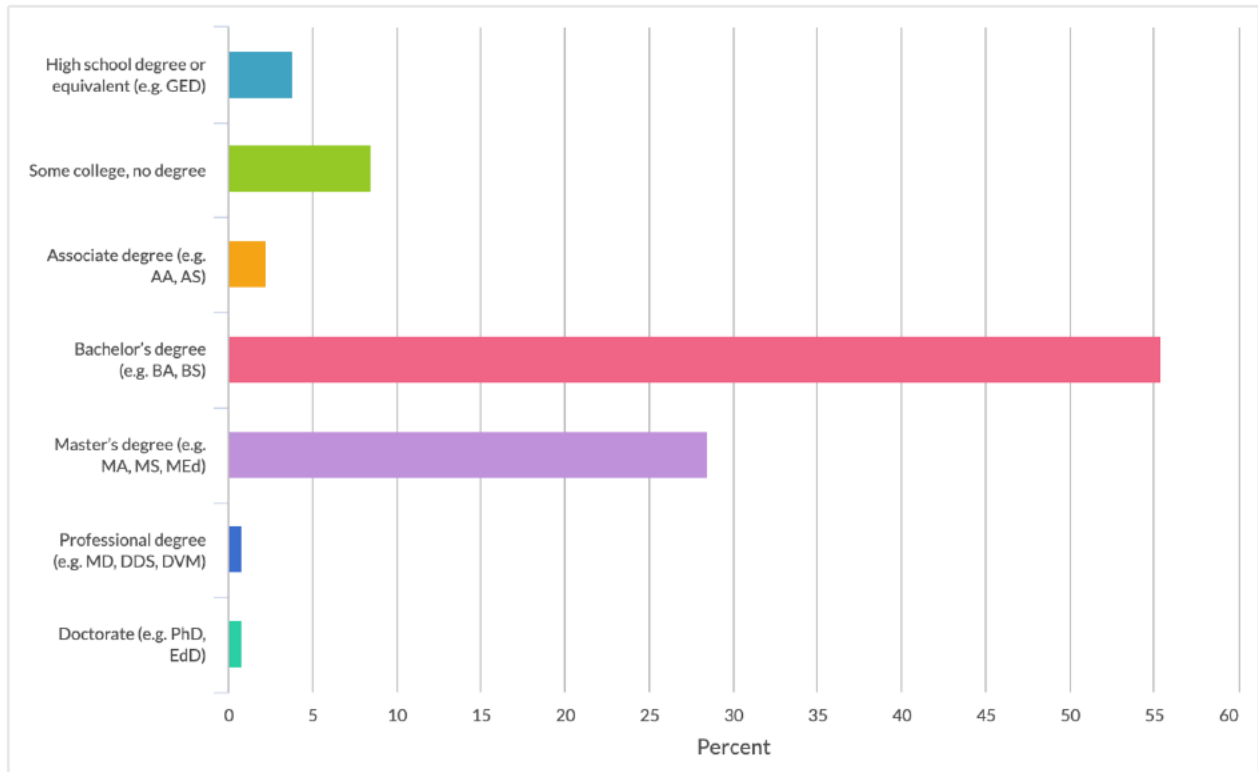


Table 3. Education level of participants

<i>Education level</i>	<i>n</i>	<i>%</i>
High school degree or equivalent (e.g. GED)	5	3.8%
Some college, no degree	11	8.5%
Associate degree (e.g. AA, AS)	3	2.3%
Bachelor's degree (e.g. BA, BS)	72	55.4%
Master's degree (e.g. MA, MS, MEd)	37	28.5%
Professional degree (e.g. MD, DDS, DVM)	1	0.8%
Doctorate (e.g. PhD, EdD)	1	0.8%

Have you received any professional training or education in design, usability, user experience, and/or human-computer interaction?

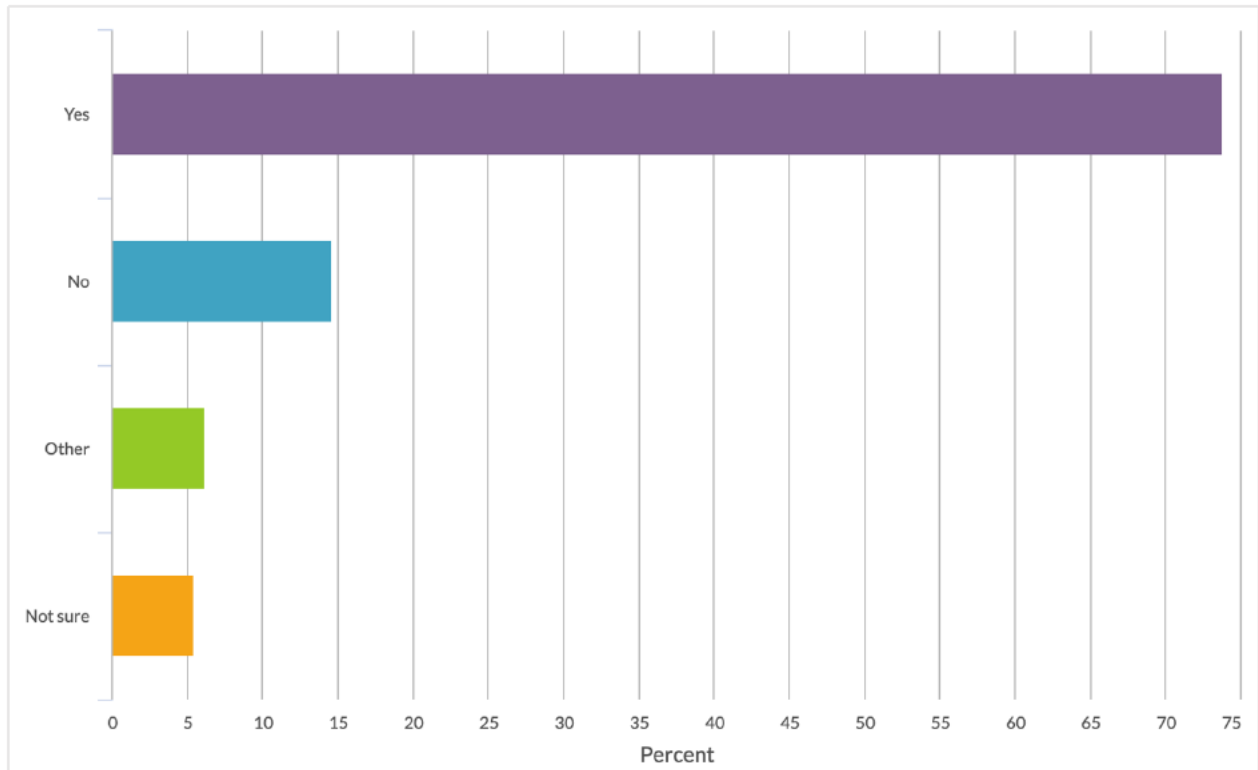


Table 4. Professional education in HCI/UX

<i>Professional education in HCI/UX</i>	<i>n</i>	<i>%</i>
Yes	96	73.8%
No	19	14.6%
Other	8	6.2%
Not sure	7	5.4%

How would you describe your experience in this field? (Please indicate your personal subjective rating of your experience.)

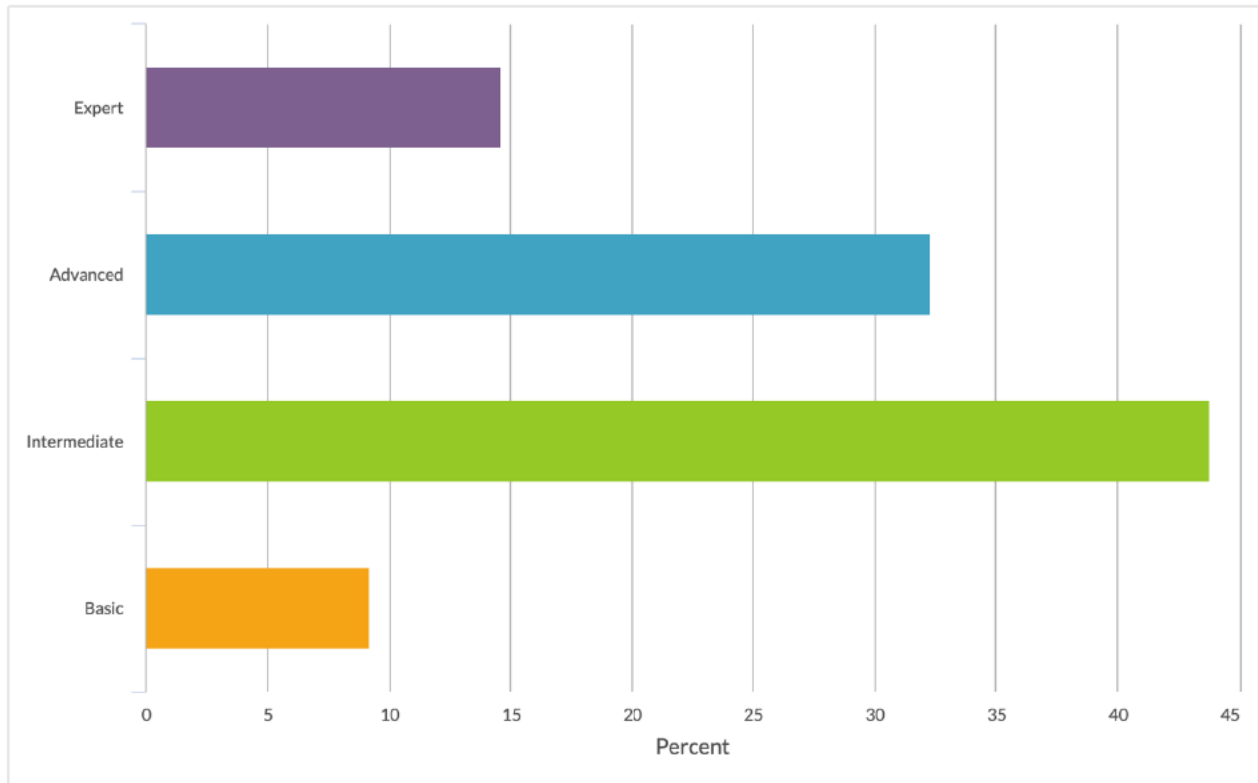


Table 5. Level of experience in HCI/UX

Level of experience	n	%
Expert	19	14.6%
Advanced	42	32.3%
Intermediate	57	43.8%
Basic	12	9.2%

Section 2: General Understanding and Awareness

What kind of professional training or education have you received in web accessibility? (Check all that apply.)

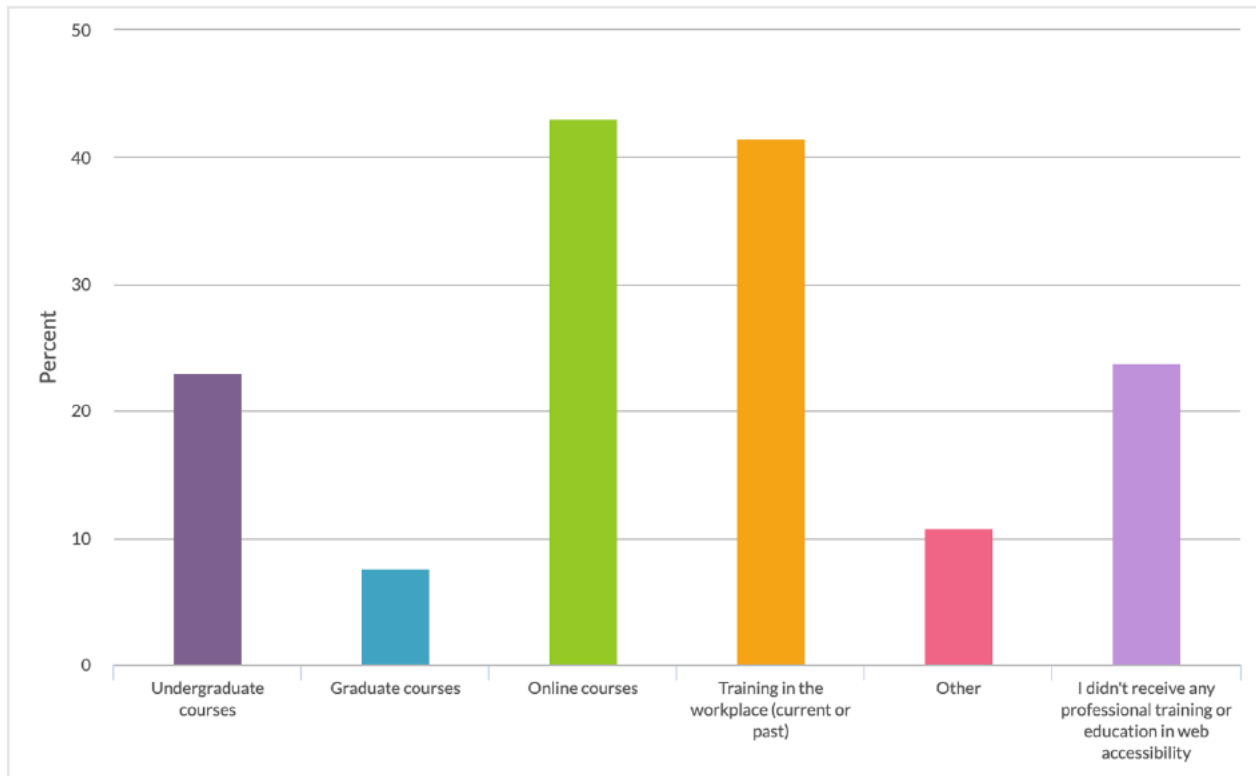


Table 6. Participation in web accessibility training

<i>Web accessibility training and education</i>	<i>n</i>	<i>%</i>
Undergraduate courses	30	23.1%
Graduate courses	10	7.7%
Online courses	56	43.1%
Training in the workplace (current or past)	54	41.5%
Other	14	10.8%
I didn't receive any professional training or education in web accessibility	31	23.8%

Describe your understanding of how seniors use websites.

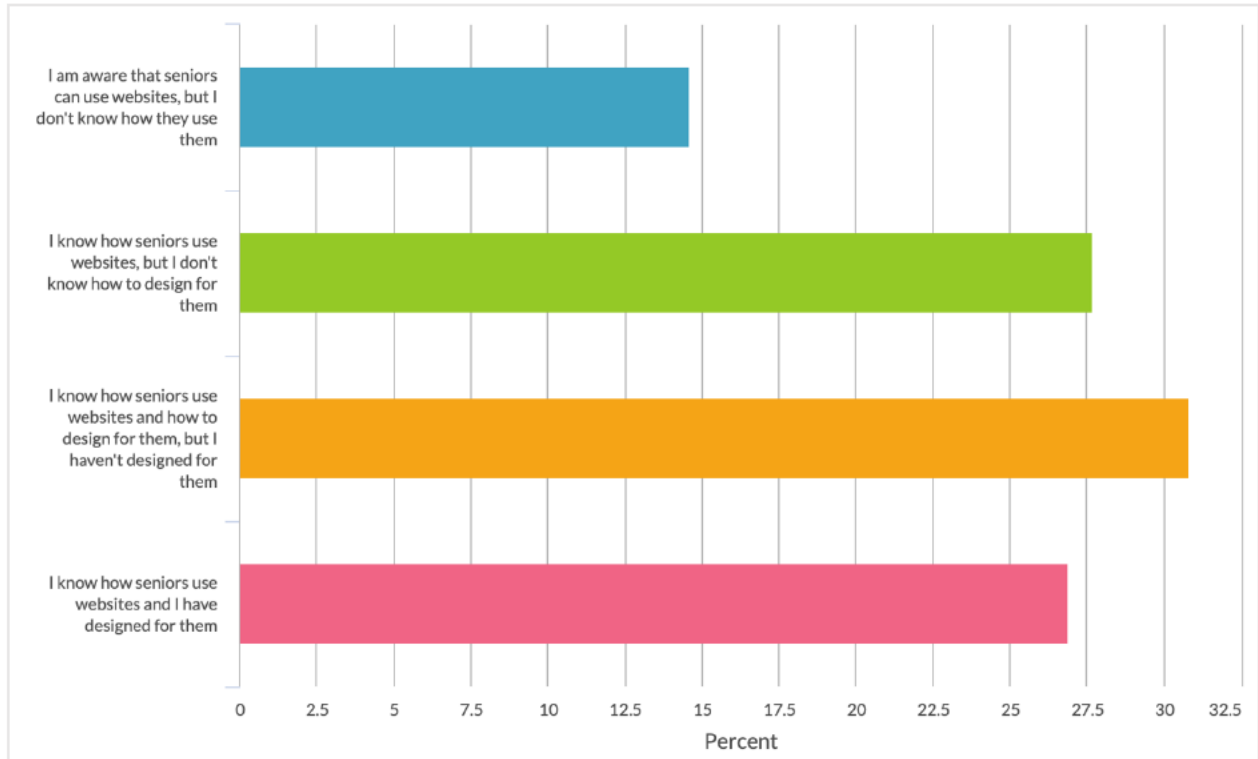


Table 7. Understanding of how seniors use websites

<i>Level of understanding of how seniors use websites</i>	<i>n</i>	<i>%</i>
I am aware that seniors can use websites, but I don't know how they use them	19	14.6%
I know how seniors use websites, but I don't know how to design for them	36	27.7%
I know how seniors use websites and how to design for them, but I haven't designed for them	40	30.8%
I know how seniors use websites and I have designed for them	35	26.9%

Are you familiar with any of the following assistive technologies? (Check all that apply.)

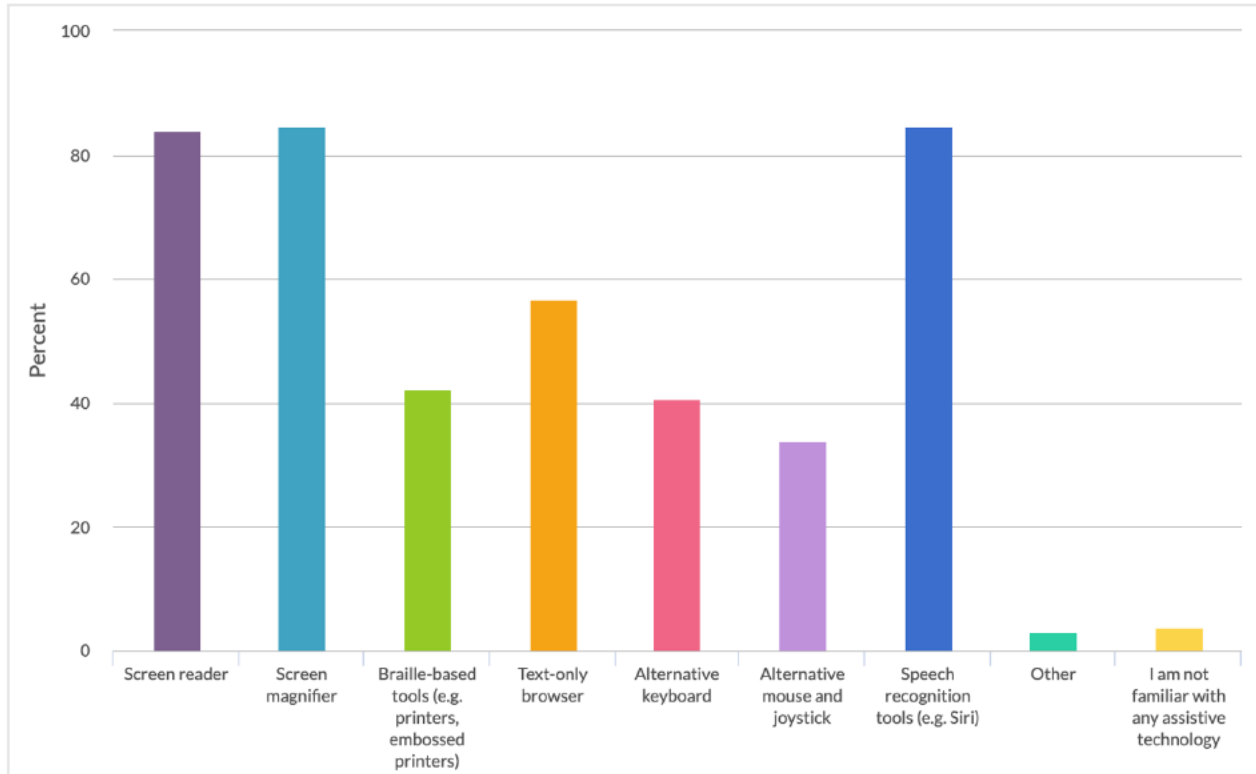


Table 8. Familiarity with assistive technologies

<i>Assistive technologies</i>	<i>n</i>	<i>%</i>
Screen reader	109	83.8%
Screen magnifier	110	84.6%
Braille-based tools (e.g. printers, embossed printers)	55	42.3%
Text-only browser	74	56.9%
Alternative keyboard	53	40.8%
Alternative mouse and joystick	44	33.8%
Speech recognition tools (e.g. Siri)	110	84.6%
Other	4	3.1%
I am not familiar with any assistive technology	5	3.8%

Are you familiar with accessibility legislations, such as Accessibility for Ontarians with Disabilities Act (AODA) by the Ontario government in Canada, Americans with Disability Act (ADA) and Section 508 by the U. S. Federal government, or similar laws from other governments around the world (i.e., England, Australia)?

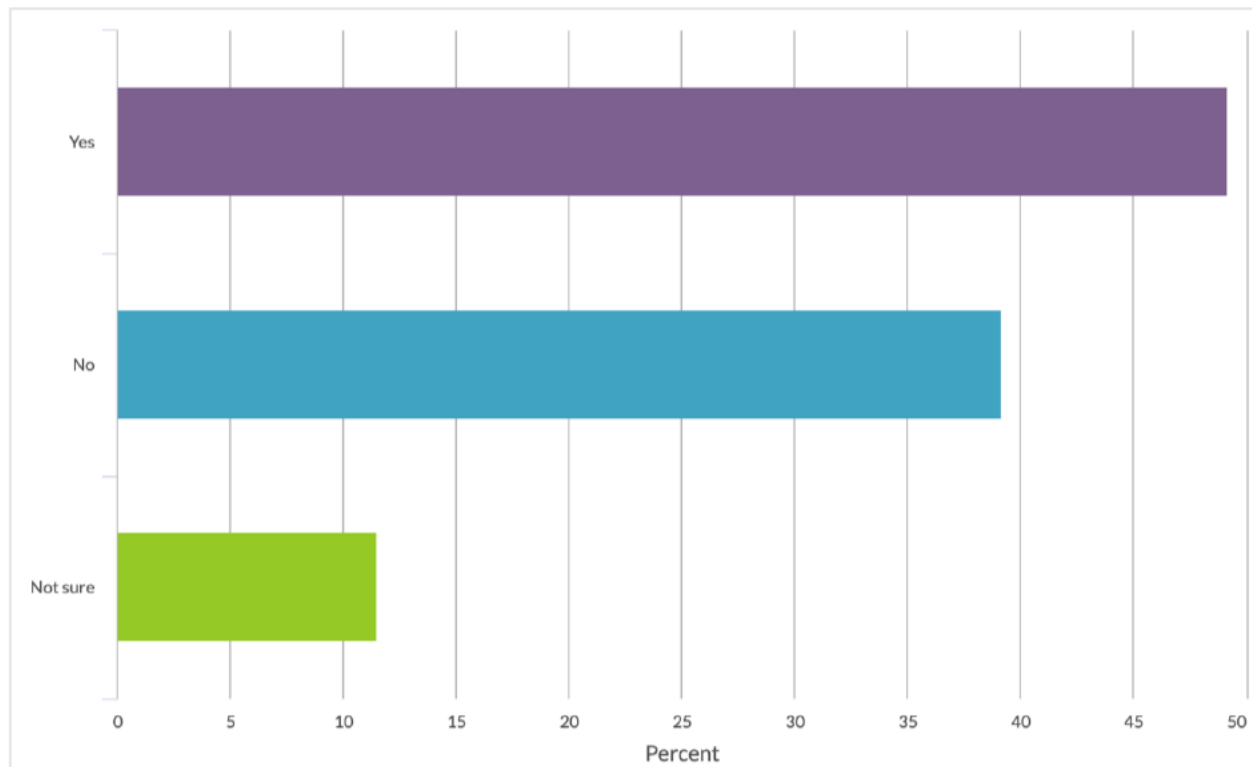


Table 9. Familiarity with accessibility laws

<i>Familiarity with accessibility laws</i>	<i>n</i>	<i>%</i>
Yes	64	49.2%
No	51	39.2%
Not sure	15	11.5%

Describe your level of familiarity with AODA, ADA, Section 508, or with similar laws from other governments.

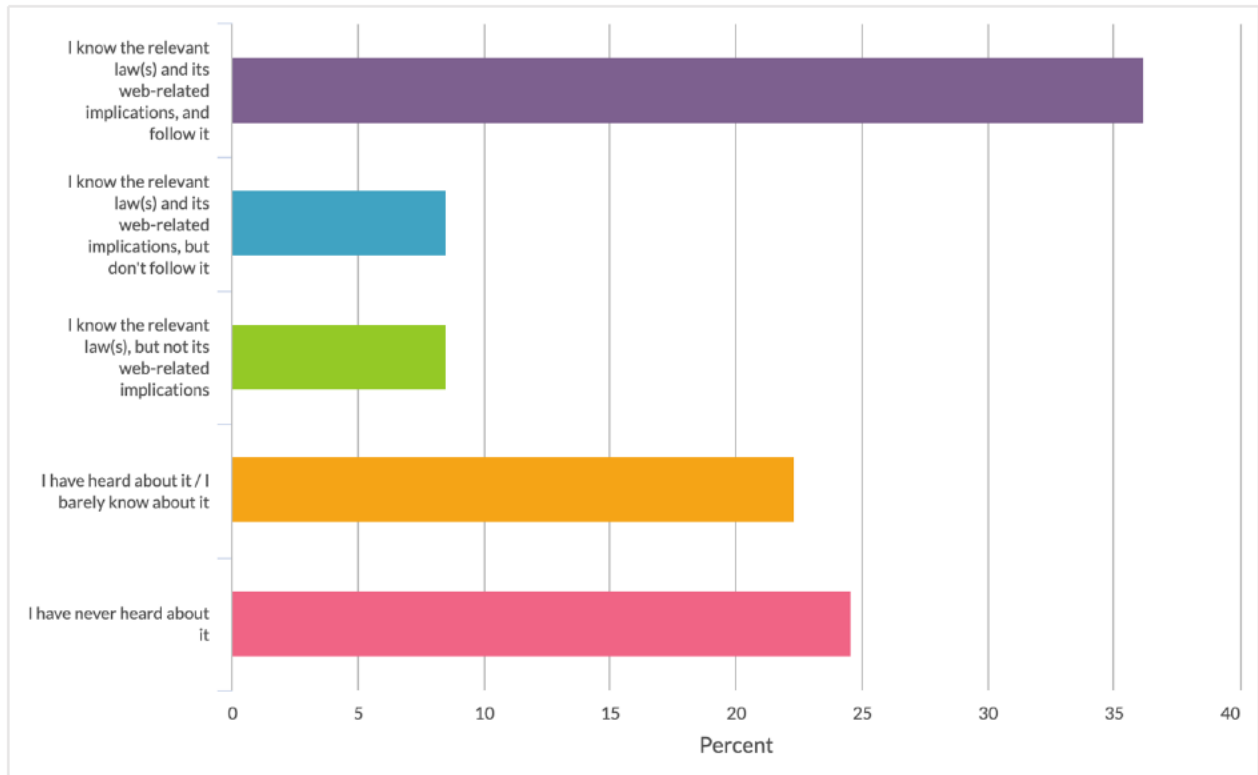


Table 10. Level of familiarity with accessibility laws

<i>Level of familiarity with accessibility laws</i>	<i>n</i>	<i>%</i>
I know the relevant law(s) and its web-related implications, and follow it	47	36.2%
I know the relevant law(s) and its web-related implications, but don't follow it	11	8.5%
I know the relevant law(s), but not its web-related implications	11	8.5%
I have heard about it / I barely know about it	29	22.3%
I have never heard about it	32	24.6%

Are you familiar with any of the following accessibility guidelines from the Web Accessibility Initiative (WAI)? (Check all that apply.)

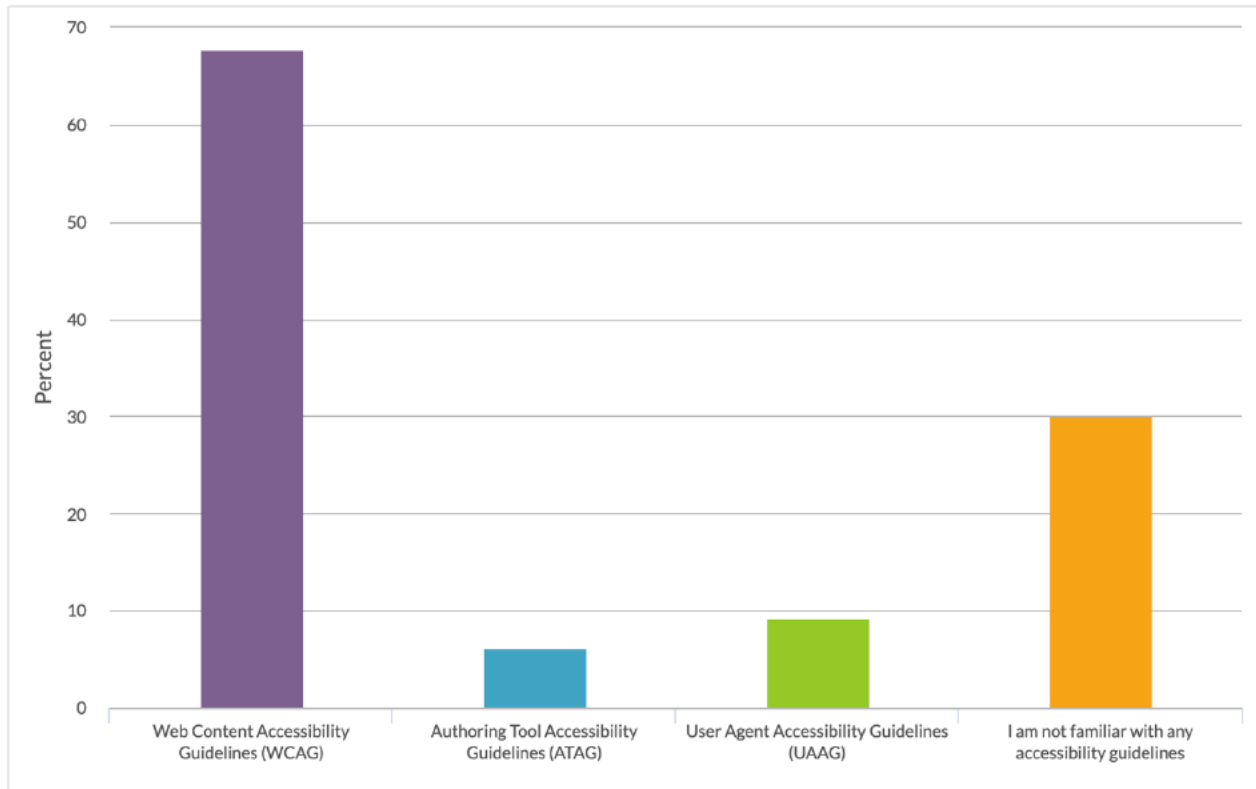


Table 11. Familiarity with accessibility guidelines

<i>Accessibility guidelines</i>	<i>n</i>	<i>%</i>
Web Content Accessibility Guidelines (WCAG)	88	67.7%
Authoring Tool Accessibility Guidelines (ATAG)	8	6.2%
User Agent Accessibility Guidelines (UAAG)	12	9.2%
I am not familiar with any accessibility guidelines	39	30%

Are you familiar with the senior-friendly design guidelines published by the National Institute on Aging and the National Library of Medicine?

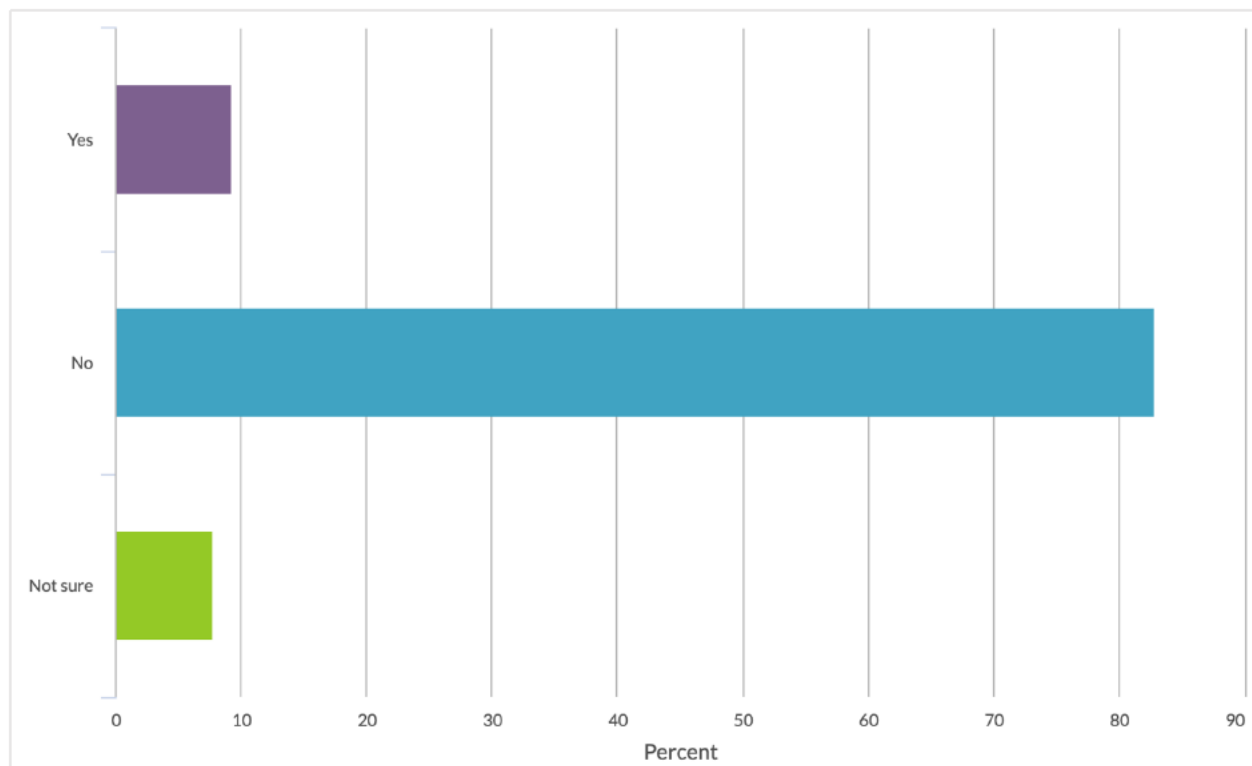


Table 12. Familiarity with senior-friendly design guidelines by NIA and NLM

<i>Familiarity with senior-friendly design guidelines by NIA and NLM</i>	<i>n</i>	<i>%</i>
Yes	12	9.3%
No	107	82.9%
Not sure	10	7.8%

Are you familiar with any other senior-friendly guidelines?

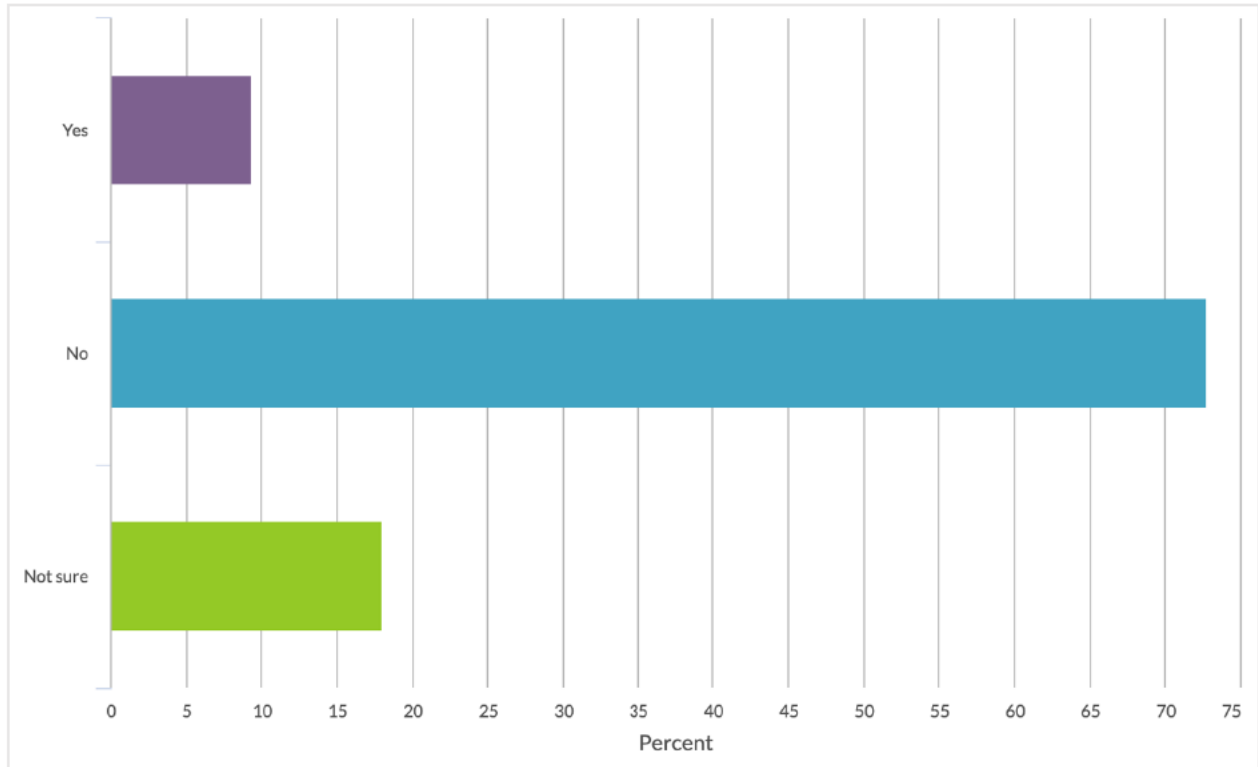


Table 13. Familiarity with other senior-friendly design guidelines

<i>Familiarity with other senior-friendly design guidelines</i>	<i>n</i>	<i>%</i>
Yes	12	9.4%
No	93	72.7%
Not sure	23	18%

Are you aware that there are accessibility tools that can check your website to see if it is accessible, and provide useful feedback?

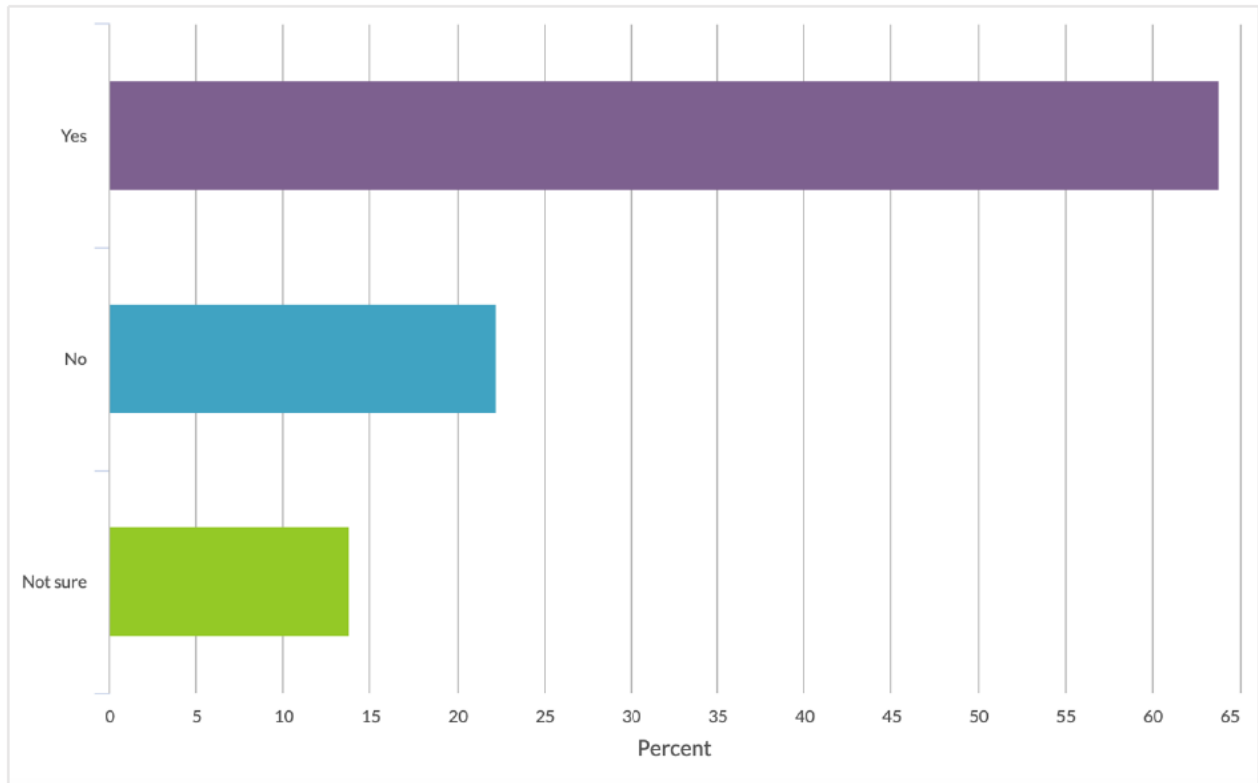


Table 14. Familiarity with accessibility tools

<i>Familiarity with accessibility tools</i>	<i>n</i>	<i>%</i>
Yes	83	63.8%
No	29	22.3%
Not sure	18	13.8%

Section 3: Practical Experiences

Have you ever created a website or app that is accessible for users with visual impairments (blindness, low vision, and/or colour blindness)?

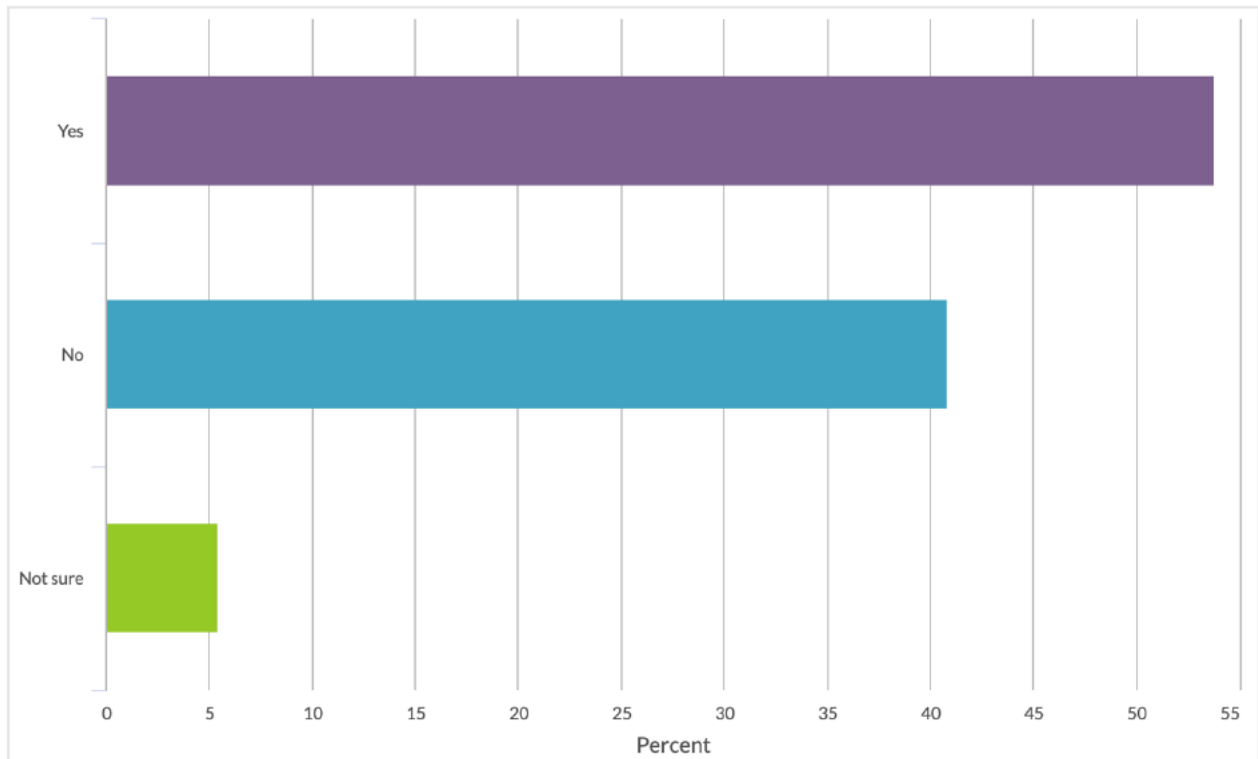


Table 15. Previous experience in designing for users with visual impairments

<i>Previous experience in designing for users with visual impairments</i>	<i>n</i>	<i>%</i>
Yes	70	53.8%
No	53	40.8%
Not sure	7	5.4%

Have you ever created a website or app that is accessible for seniors?

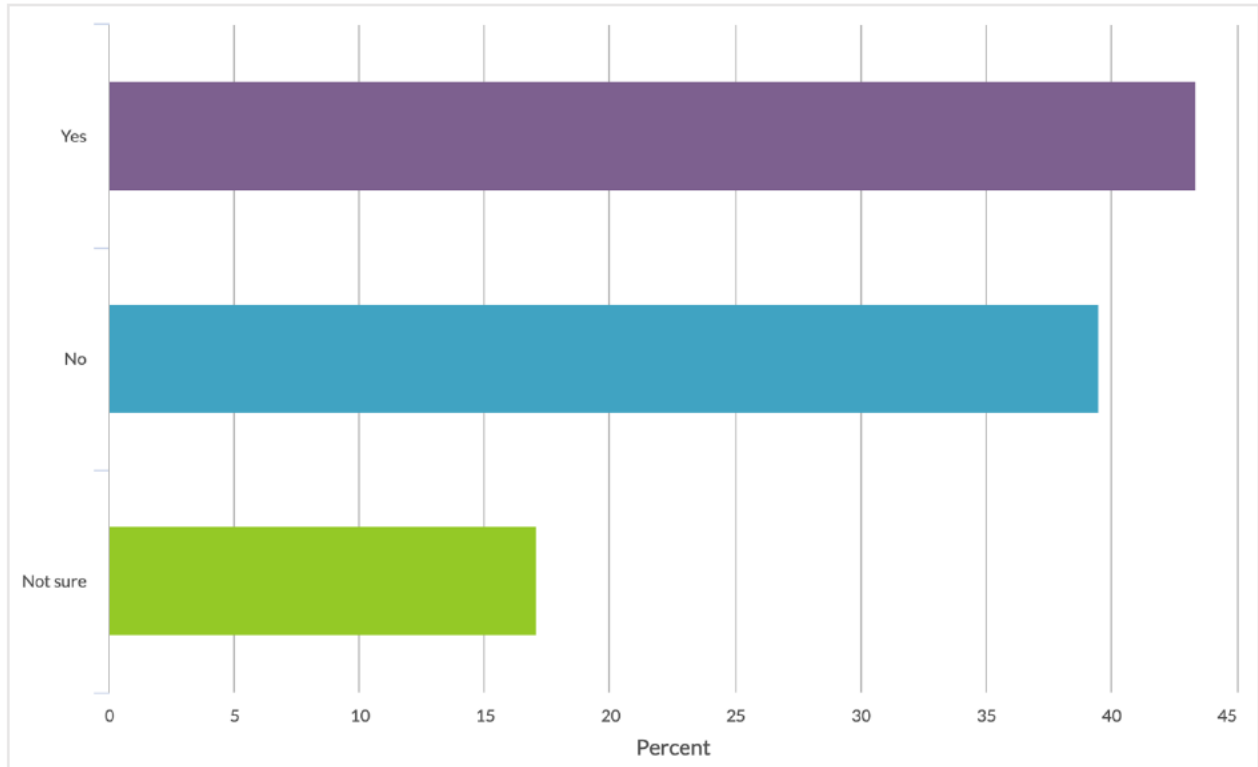


Table 16. Previous experience in designing for senior users

<i>Previous experience in designing for senior users</i>	<i>n</i>	<i>%</i>
Yes	56	43.4%
No	51	39.5%
Not sure	22	17.1%

Do you consider accessibility in the design projects you are involved in?

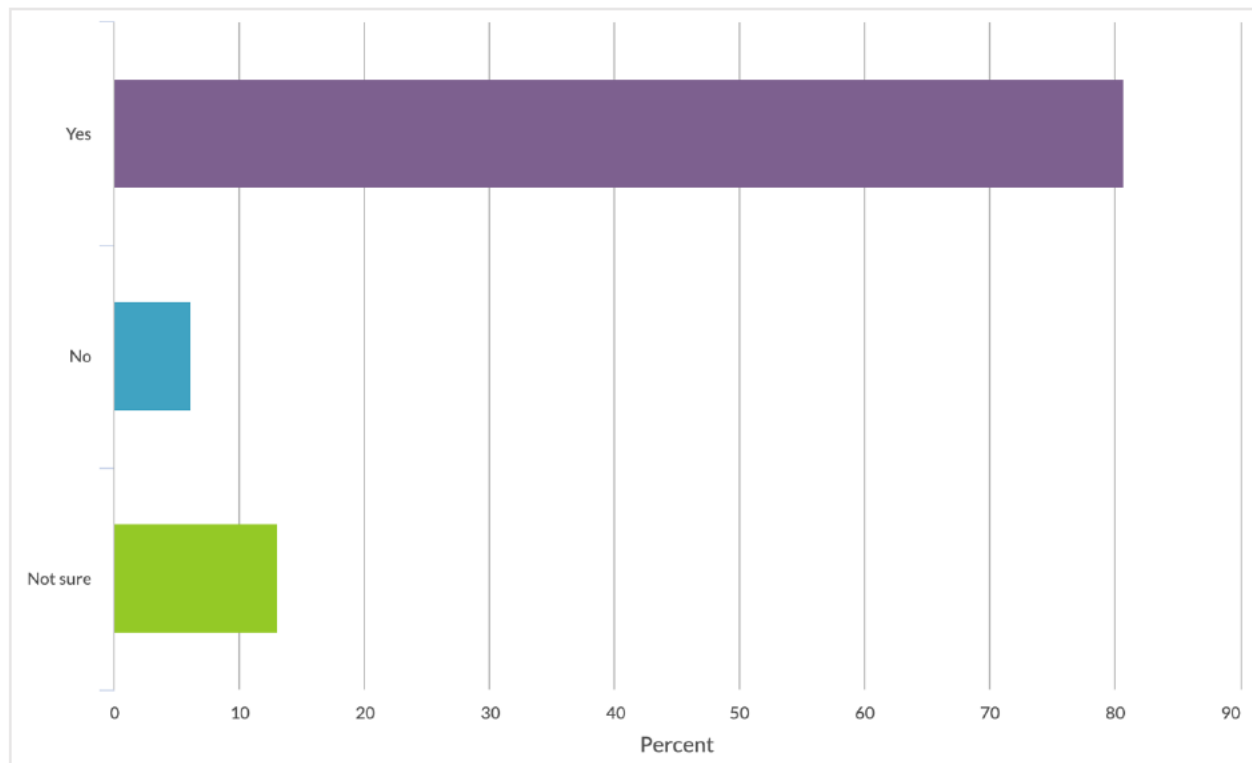


Table 17. Consideration of accessibility in design projects

<i>Consideration of accessibility in design projects</i>	<i>n</i>	<i>%</i>
Yes	105	80.8%
No	8	6.2%
Not sure	17	13.1%

What research methods have you used to ensure your design meets the requirements of users with disabilities? (Check all that apply.)

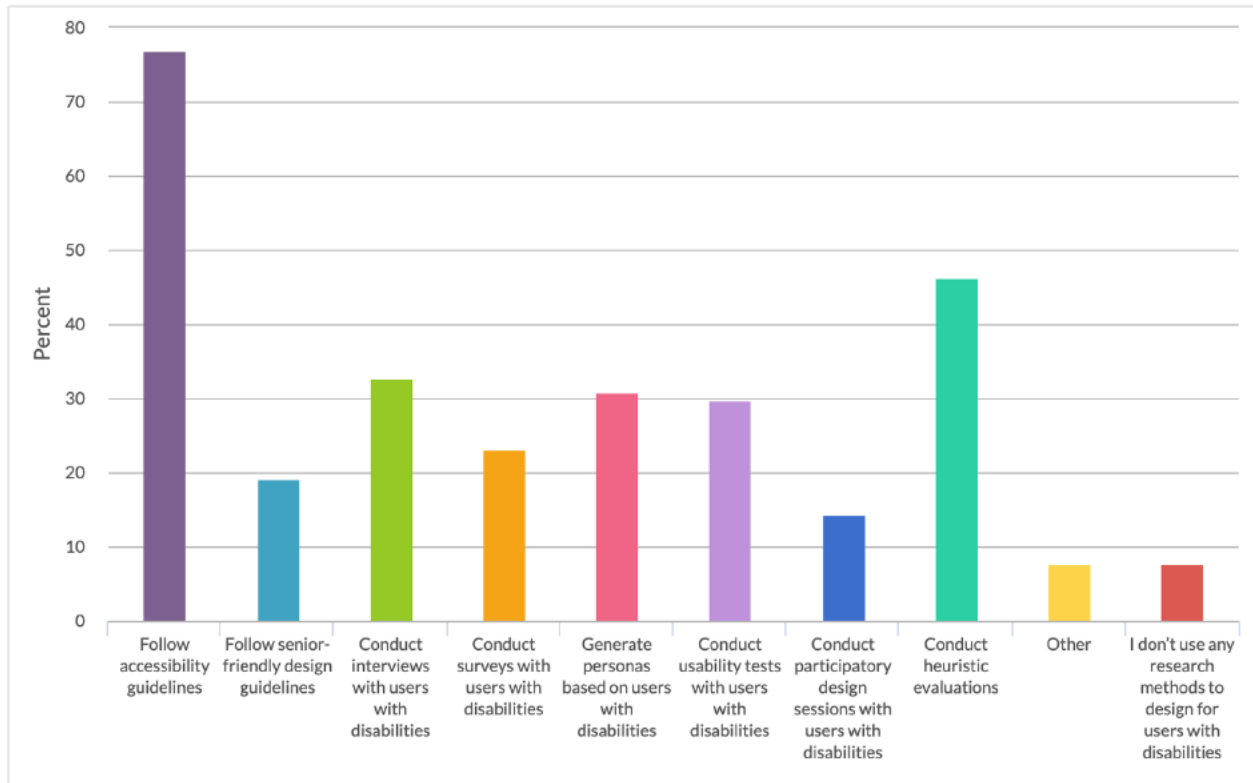


Table 18. Research methods for designing for users with disabilities

<i>Research methods</i>	<i>n</i>	<i>%</i>
Follow accessibility guidelines	80	76.9%
Follow senior-friendly design guidelines	20	19.2%
Conduct interviews with users with disabilities	34	32.7%
Conduct surveys with users with disabilities	24	23.1%
Generate personas based on users with disabilities	32	30.8%
Conduct usability tests with users with disabilities	31	29.8%
Conduct participatory design sessions with users with disabilities	15	14.4%
Conduct heuristic evaluations	48	46.2%
Other	8	7.7%
I don't use any research methods to design for users with disabilities	8	7.7%

What evaluation techniques have you used to test your designs for accessibility? (Check all that apply.)

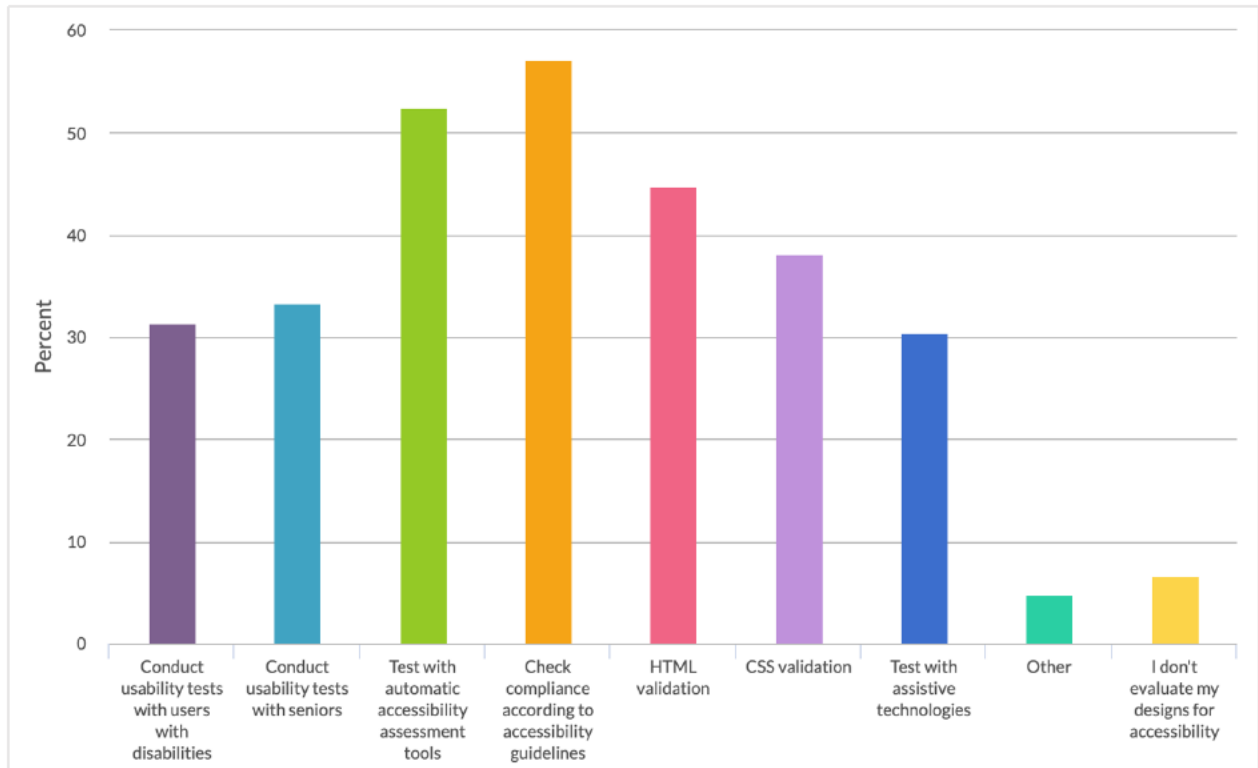


Table 19. Evaluation techniques for designing for users with disabilities

<i>Evaluation techniques</i>	<i>n</i>	<i>%</i>
Conduct usability tests with users with disabilities	33	31.4%
Conduct usability tests with seniors	35	33.3%
Test with automatic accessibility assessment tools	55	52.4%
Check compliance according to accessibility guidelines	60	57.1%
HTML validation	47	44.8%
CSS validation	40	38.1%
Test with assistive technologies	32	30.5%
Other	5	4.8%
I don't evaluate my designs for accessibility	7	6.7%

Do you consider senior-friendliness in the design projects you are involved in?

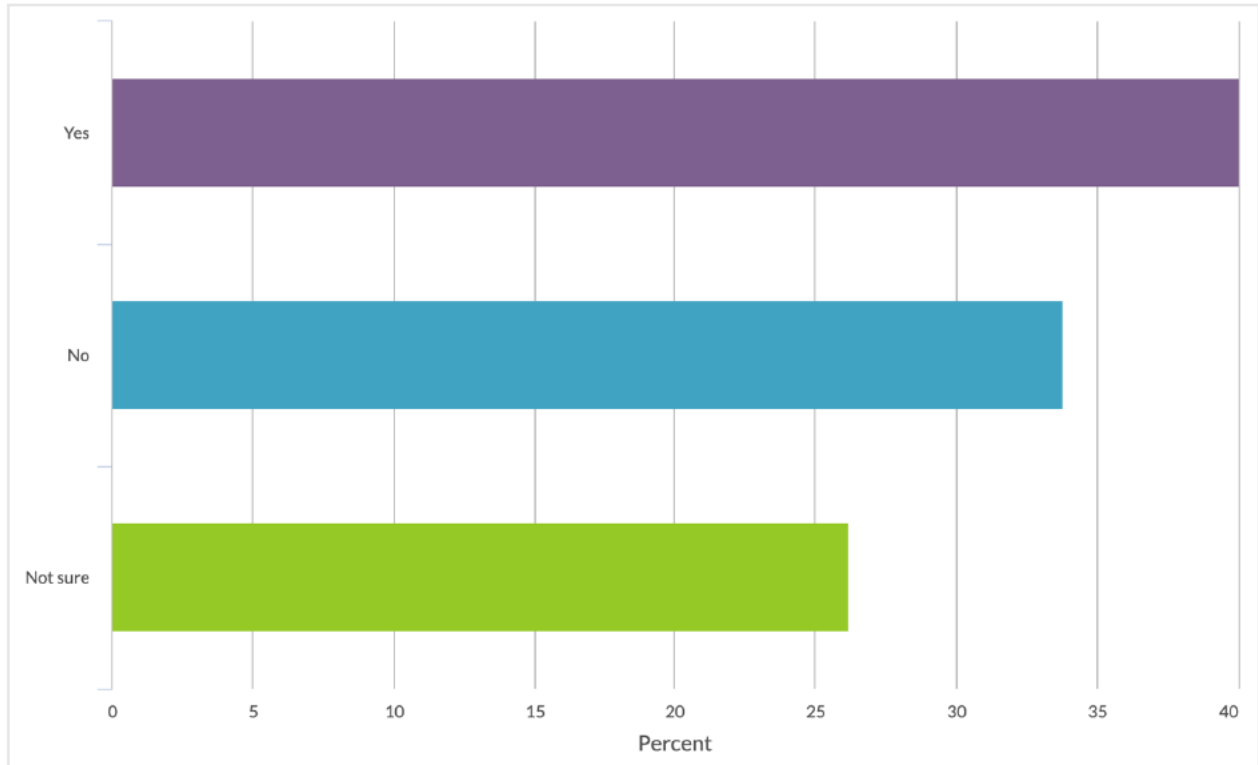


Table 20. Consideration of senior-friendliness in design projects

<i>Consideration of senior-friendliness in design projects</i>	<i>n</i>	<i>%</i>
Yes	52	40%
No	44	33.8%
Not sure	34	26.2%

What research methods have you used to ensure your design meets the requirements of seniors? (Check all that apply.)

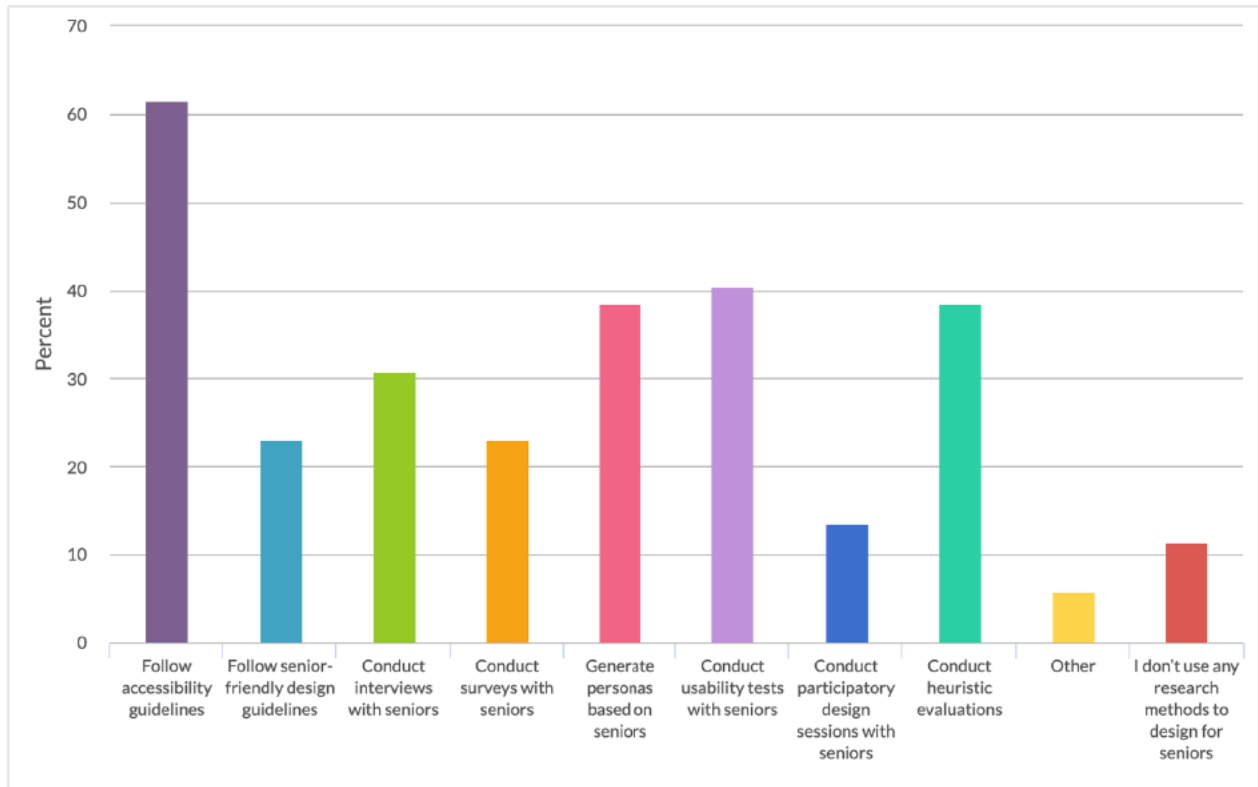


Table 21. Research methods for designing for senior users

<i>Research methods</i>	<i>n</i>	<i>%</i>
Follow accessibility guidelines	32	61.5%
Follow senior-friendly design guidelines	12	23.1%
Conduct interviews with seniors	16	30.8%
Conduct surveys with seniors	12	23.1%
Generate personas based on seniors	20	38.5%
Conduct usability tests with seniors	21	40.4%
Conduct participatory design sessions with seniors	7	13.5%
Conduct heuristic evaluations	20	38.5%
Other	3	5.8%
I don't use any research methods to design for seniors	6	11.5%

What evaluation techniques have you used to test your designs for senior-friendliness? (Check all that apply.)

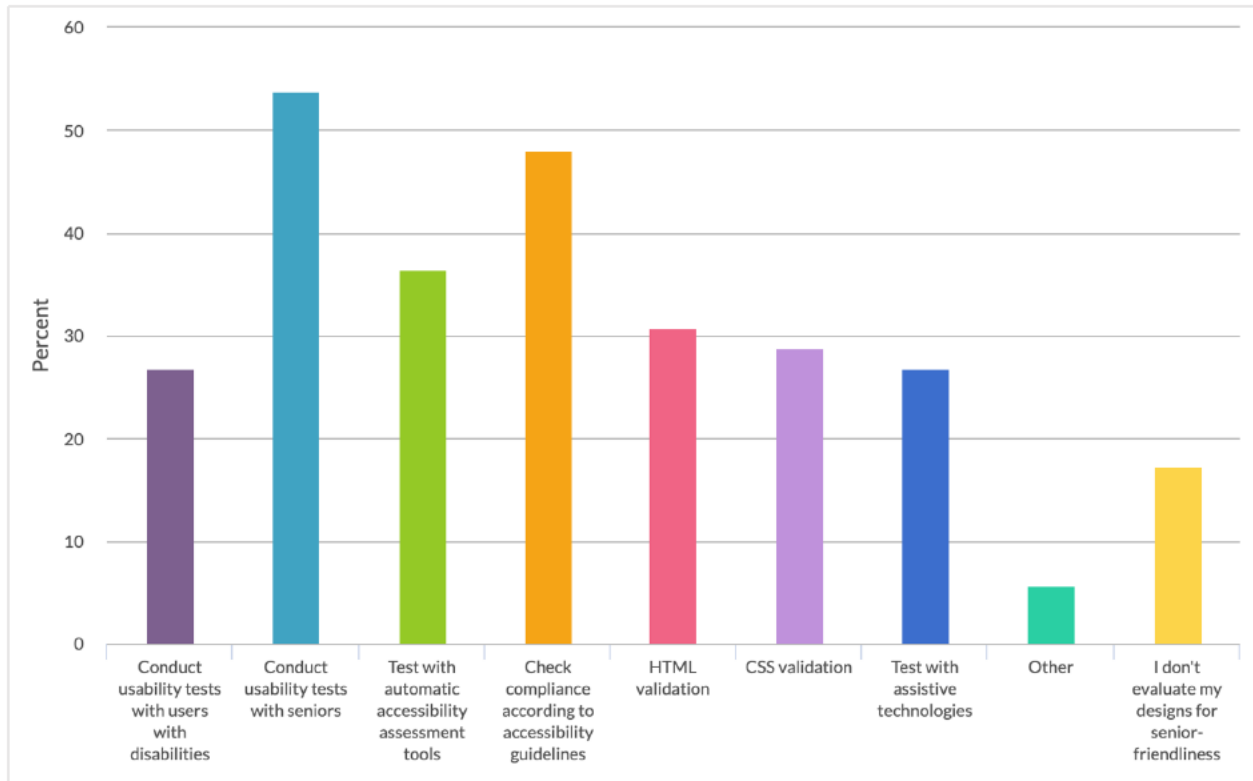


Table 22. Evaluation techniques for designing for senior users

<i>Evaluation techniques</i>	<i>n</i>	<i>%</i>
Conduct usability tests with users with disabilities	14	26.9%
Conduct usability tests with seniors	28	53.8%
Test with automatic accessibility assessment tools	19	36.5%
Check compliance according to accessibility guidelines	25	48.1%
HTML validation	16	30.8%
CSS validation	15	28.8%
Test with assistive technologies	14	26.9%
Other	3	5.8%
I don't evaluate my designs for senior-friendliness	9	17.3%

Section 4: Motivations and Challenges

How is accessibility for seniors perceived in your organization or your independent practice?

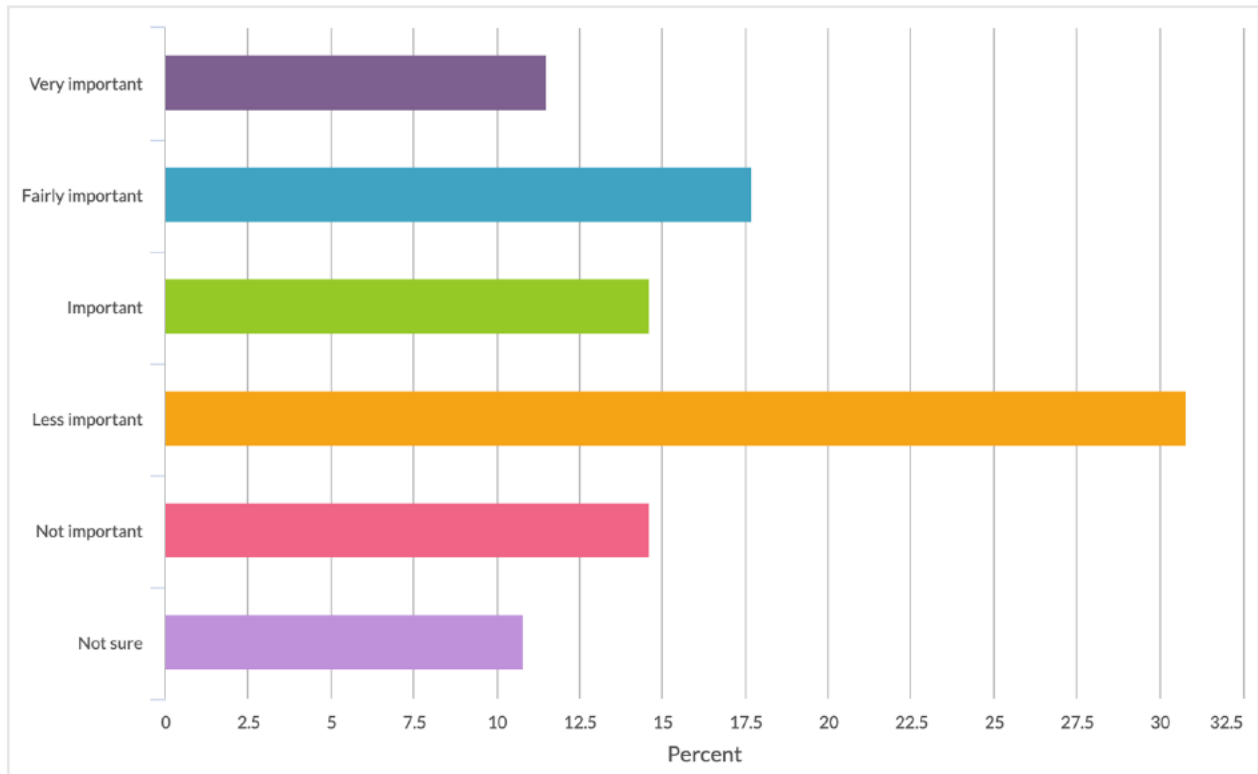


Table 23. Importance of usability for seniors in organizations

<i>Level of importance</i>	<i>n</i>	<i>%</i>
Very important	15	11.5%
Fairly important	23	17.7%
Important	19	14.6%
Less important	40	30.8%
Not important	19	14.6%
Not sure	14	10.8%

What factors would influence your organization or your independent practice to make their designs accessible for seniors? (Check all that apply.)

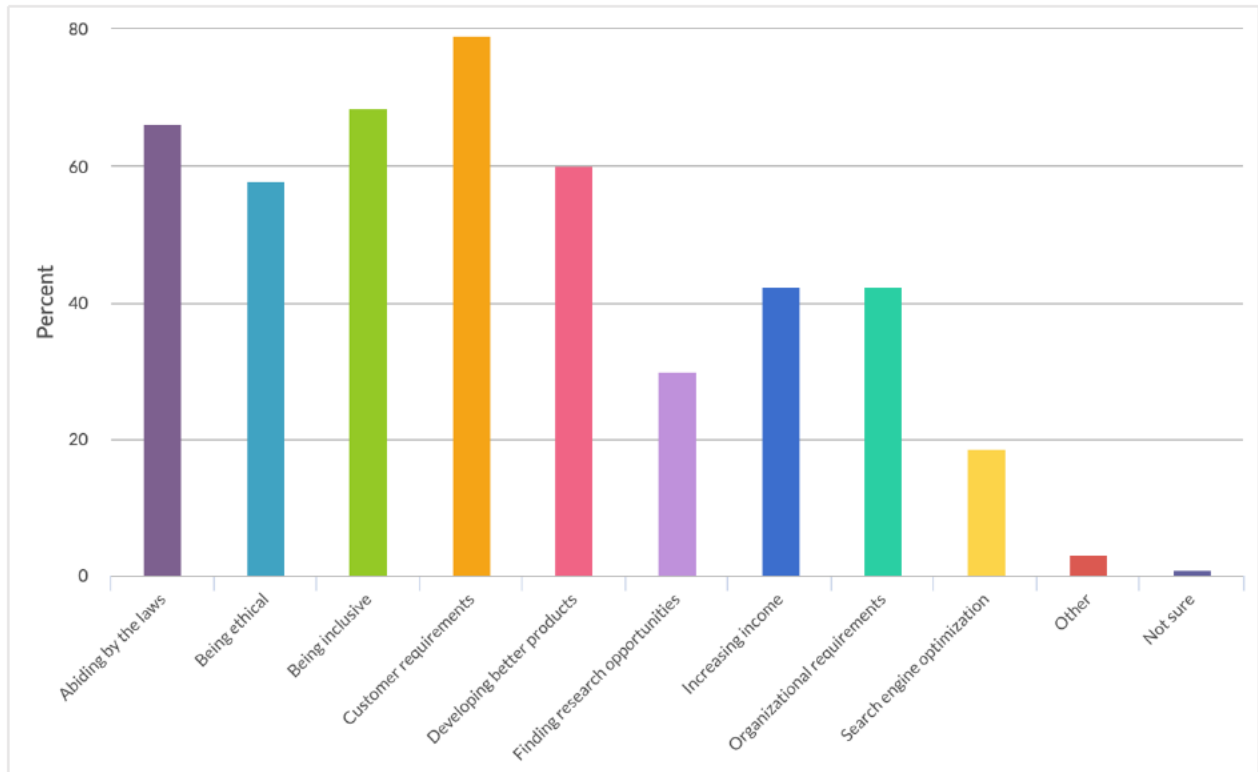


Table 24. Organizational motivations for ensuring usability for seniors

<i>Organizational motivations</i>	<i>n</i>	<i>%</i>
Abiding by the laws	86	66.2%
Being ethical	75	57.7%
Being inclusive	89	68.5%
Customer requirements	103	79.2%
Developing better products	78	60%
Finding research opportunities	39	30%
Increasing income	55	42.3%
Organizational requirements	55	42.3%
Search engine optimization	24	18.5%
Other	4	3.1%
Not sure	1	0.8%

What factors would influence you personally to make your designs accessible for seniors?
(Check all that apply.)

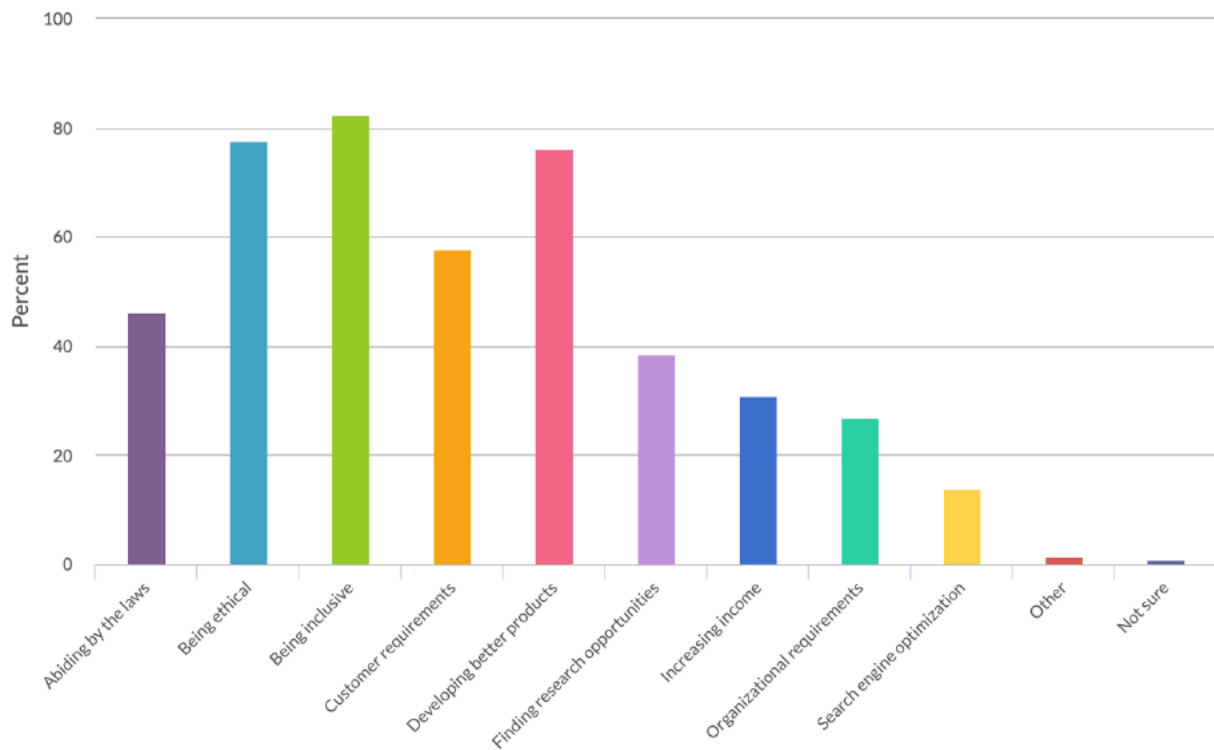


Table 25. Personal motivations for ensuring usability for seniors

<i>Personal motivations</i>	<i>n</i>	<i>%</i>
Abiding by the laws	60	46.2%
Being ethical	101	77.7%
Being inclusive	107	82.3%
Customer requirements	75	57.7%
Developing better products	99	76.2%
Finding research opportunities	50	38.5%
Increasing income	40	30.8%
Organizational requirements	35	26.9%
Search engine optimization	18	13.8%
Other	2	1.5%
Not sure	1	0.8%

What do you think are the challenges of making websites or apps senior-friendly? (Check all that apply.)

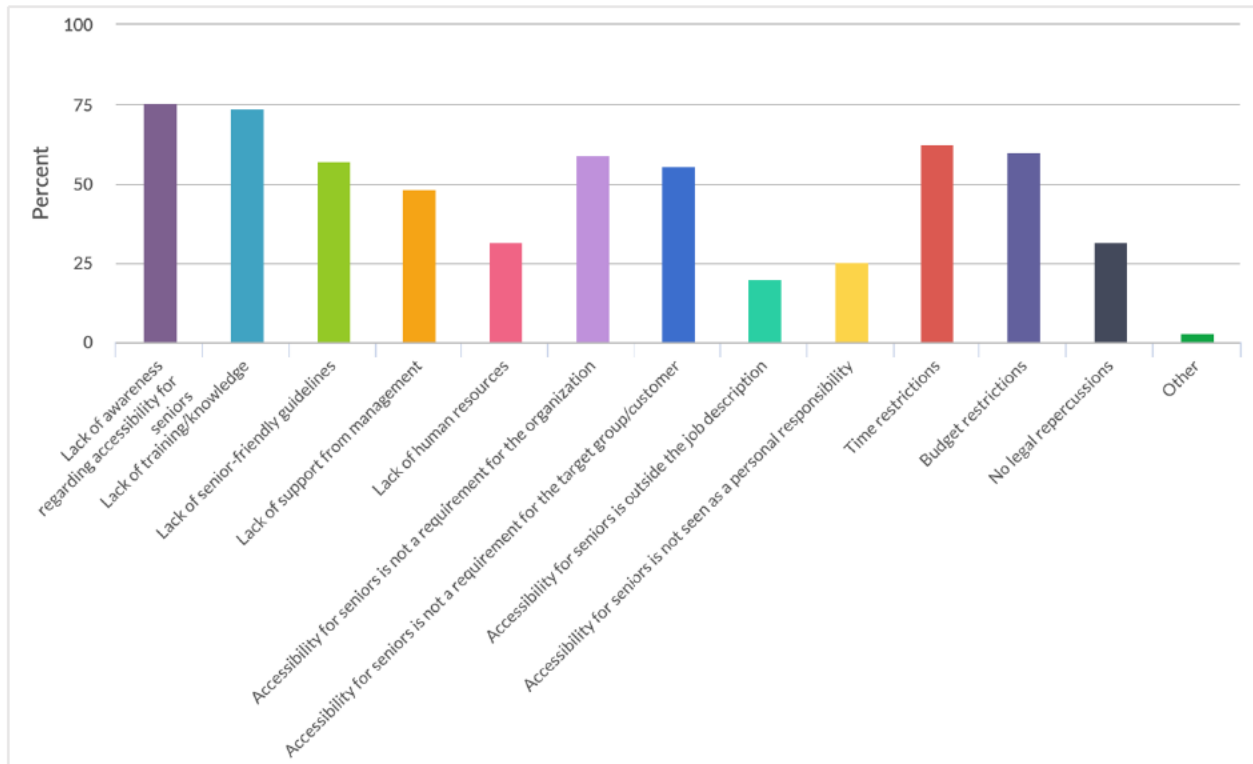


Table 26. Challenges of ensuring usability for seniors

Challenges	<i>n</i>	%
Lack of awareness regarding accessibility for seniors	98	75.4%
Lack of training/knowledge	96	73.8%
Lack of senior-friendly guidelines	74	56.9%
Lack of support from management	63	48.5%
Lack of human resources	41	31.5%
Accessibility for seniors is not a requirement for the organization	77	59.2%
Accessibility for seniors is not a requirement for the target group/customer	72	55.4%
Accessibility for seniors is outside the job description	26	20%
Accessibility for seniors is not seen as a personal responsibility	33	25.4%
Time restrictions	81	62.3%
Budget restrictions	78	60%
No legal repercussions	41	31.5%
Other	4	3.1%