



Attitudes to Digital Accessibility 2025

Results from a Global Survey of Accessibility Professionals and their allies

Published November 2025

PART ONE: Key Findings

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KEY FINDINGS 2025

High self-belief vs low organisational confidence

This year's Attitudes Survey explores how confident individuals feel about their understanding of digital accessibility - both personally and within their organisations.

While over 70% of respondents rated themselves as 'extremely' or 'quite' confident, only around 26% believed their organisation shared that same level of confidence.

This marks a notable drop in personal confidence from 2024, with more respondents shifting to 'somewhat confident'.

This significant confidence gap between individuals and organisations offers fresh insight into how internal perceptions of accessibility expertise are evolving.

We also wanted to know how well organisations are embedding accessibility into business – and as usual we can see that this remains a significant challenge, for all sorts of reasons.

The advent of the EAA may shift the priorities towards accessibility in the medium term, but it hasn't had a dramatic effect yet. Although legal risks remain the highest motivator, so perhaps that will change once we see some high-profile cases.

A big thank you to everyone who completed the survey. We hope the insights shared here guide you in identifying practical steps to overcome your own barriers.

Mark Walker

Head of Marketing and Portfolio, AbilityNet

71%

of respondents felt
confident in their own
digital accessibility
knowledge

VS

26%

who believe the same
for their organisation

KEY FINDINGS 2025

Individuals are confident

Individuals are overwhelmingly confident with their digital accessibility knowledge, but do not believe their organisations have the same confidence.

- Over 7 in 10 of respondents were either extremely or quite confident in their own accessibility expertise
- This compared to just over 1 in 4 who believe the same for their organisation.

Organisations don't value digital accessibility

Digital accessibility continues to be deprioritised.

For 1 in 2 respondents, competing priorities is a barrier to delivering digital accessibility.

Overwhelmingly, respondents are telling us that organisations do not understand and therefore do not value or prioritise digital accessibility work.

Senior roles perceive digital accessibility as a higher priority for leadership than less senior roles.

- Non-managerial roles and managers mostly think digital accessibility is 'neither high nor low priority' for leadership.
- Whereas senior leaders, executives, and board members mostly think digital accessibility is a 'high priority'.

KEY FINDINGS 2025

Legal requirements are the priority

Meeting legal requirements remains the most significant motivator for delivering digital accessibility at 73% (72% in 2024).

Inclusivity and improving client experience were the next most significant motivators.

73%

said that meeting legal requirements is the most significant motivator for delivering digital accessibility in 2025, up 1% up from 2024

45%

said nothing had changed at their organisation since the EAA took effect

But the European Accessibility Act (EAA) has had limited impact

For those who know the EAA affected them, when asked what impact the implementation had, the most popular response at 45% was 'nothing has changed'.

The other potential positive impacts were much lower in response rate.

This is despite 78% preparing for the implementation in some way.

However, there were some positive yet limited actions to EAA noted:

“Nothing really changed other than a push to fix more defects and make improvements to our customer contact process. And we added Accessibility Statements to our products.”

Head of Accessibility

KEY FINDINGS 2025

Work needed to embed accessibility

Digital accessibility is still not being embedded enough into work streams, processes, and company cultures. The report shows that 55% of respondents have accessibility embedded into the development process – which is positive. However, lack of knowledge on delivering digital accessibility was the third biggest barrier to delivery and embedding digital inclusion was a leading wish for respondents when asked what would improve accessibility within their organisation.

To download the full version of this report in Word, please visit:

<https://abilitynet.org.uk/Attitudes>

45%

still need to embed digital accessibility into their processes



KEY FINDINGS 2025

Comparisons 2024/2025

Although the EAA and AI have impacted digital accessibility, organisations are not keeping up and there continues to be room for improvement.

Individual confidence levels are lower in 2025

- In 2024 82% of 2024 respondents felt either 'quite' or 'extremely' confident about their work being valued.
- In 2025 that was 70% - a 12 percent drop.

Digital accessibility is a higher priority for leadership

- In 2024 33% told us it was a priority
- In 2025 that number is 38%.

Increases in spending less likely in the coming year

- In 2024, 32% of respondents expected spending to increase in their organisation.
- This has dropped to 26% in 2025.

Barriers to delivering digital accessibility have shifted.

- In 2024, the leading barrier was 'lack of internal skills or experience at 55%.

- In 2025, this dropped to 45% and 'Competing priorities' is the leading barrier in 2025, at 53%.

'Meeting legal requirements' 'remains the leading motivator

- In 2024 72% gave that answer.
- In 2025 it was 73% of respondents.

Mandatory, and onboarding training is still needed to improve awareness and knowledge of digital accessibility.

- This has remained consistent across 2024 and 2025.
- In 2024 29% told us there is general training in digital accessibility for all staff.
- In 2025 this had increased to 35%

Carrying out user research and surveys have both seen an increase of at least five percentile points from 2024 to 2025.

- User testing with disabled people has remained the same at 36%.

Views from the community

Financial sector

"Despite strong individual confidence and commercial motivation, digital accessibility remains a low strategic priority for leadership in the financial sector.

It's a striking paradox: 82% of accessibility professionals in finance feel confident in their understanding of accessibility, yet 0% believe their leadership sees it as a high priority.

Still, financial services are ahead in many ways, reporting more defined roles, documented policies, and readiness for regulations like the European Accessibility Act. They're also more likely to invest in accessibility and offer professional development.

This suggests leadership prioritisation has occurred, but may now be shifting from prioritisation to operationalisation. We should be proud of the progress... accessibility is happening, consistently and at scale.

To sustain this momentum, renewed executive focus is essential. Strategic ownership can embed accessibility deeply, driving better outcomes for customers and influencing other sectors.

Let's recognise the progress, and keep pushing for more."



Brian Grellmann

**User Experience Research
& Accessibility Lead |
User Centred Design |
Accessibility Champion**

Aviva

Views from the community

Financial sector

"I'm proud to represent a sector that recognises the commercial value of accessibility. Confidence is rising, roles are growing, and technology innovation offers huge opportunities.

The data shows a wide variety of views on the impact of AI and ongoing concerns that accessibility can be overlooked.

Equipping people with the right skills through training remains a pressing need that we must keep driving in education, and leadership prioritisation continues to be inconsistent, with over half of finance respondents rating it low.

This is progress, let's keep momentum, and wouldn't it be amazing if next year accessibility is reported as central to the innovation surrounding us?"



Becks Brindley

**Disability, Access
Ambassador for Banking
and Digital Accessibility
Lead**

NatWest

Views from the community

Higher and Further Education

"The survey results point to some real and sustained progress in the sector, and our aim is to build on that to effectively and consistently meet the needs of disabled students. The Disabled Student Commitment is an important opportunity for the sector to engage with our students and shape our provisions together to meet the needs of disabled students.

It is encouraging to see the sustained elevation of confidence in colleagues understanding of digital accessibility. We need to build on this to collaboratively develop our organisational resources and understanding through the excellent communities of practice emerging in the sector. The sector has made meaningful and consistent progress in developing our digital accessibility provisions in a complex and challenging landscape sector wide.

Working together to build our digital accessibility infrastructure, culture and practice will be key to the sector improving the lived experience of our students."



Andrew Billington

Head of Learning Support

Edge Hill University

How to build a successful career in Accessibility

“As the 2025 results show regarding accessibility as a profession, building a career in digital accessibility is all about continuous learning, support, and community.

Like many of the respondents to the survey also note, training and free resources have helped me grow, too, but having managers and leaders who truly value accessibility makes the biggest difference.

A positive firm culture where accessibility is a shared responsibility, not just a specialist task, creates space for real progress. Mentors have played a key role, offering guidance and encouragement along the way.

Getting certified and joining professional groups has connected me with others who share the same passion. Personal motivation and lived experience also matter—sometimes it’s your own drive or perspective that pushes you forward.

The accessibility community is welcoming and always ready to share knowledge and support. Together, we’re making digital inclusion a reality for everyone, and I’m proud to be part of this journey.”



Alladin Elteira

**Accessibility, Vulnerable
Customer Strategy, Anti-Bias
and Discrimination Lead**

**Chase UK and J.P. Morgan
Personal Investing**

Wouldn't be amazing if...

Based on our findings it's clear that to make a bigger long-term impact, digital accessibility needs to be better embedded into organisations.

We asked the people taking the survey to complete the sentence 'Wouldn't it be amazing if...' in relation to making accessibility improvements at their organisations.

The 277 responses highlight four key themes to effectively embed digital accessibility:

1. Senior leadership needs to understand, support and advocate for digital accessibility delivery
2. Organisations need to value and prioritise digital accessibility;
3. Accessibility training needs to be mandatory, continuous and embedded into induction; and
4. Accessibility needs to be properly funded with appropriate resources allocated.

Improving digital accessibility requires greater awareness and understanding, leading to embedded practices and an inclusive culture. Senior management involvement is seen as the key driver of this change.



What steps will your organisation take to prioritise and embed digital accessibility?

The time to act is now!

PART TWO: Unpacking the findings

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Methodology

Data was collected via an online survey available online between 17 July and 12 September 2025.

Who completed the survey?

Role seniority: 47% non-managerial, 23% manager level, 11% senior leaders, 4% C-suite executives and 2% board members/trustees. Other roles included graduates and entry level.

Job functions: 54% of respondents noted digital accessibility is central to their role, 38% said it is part of their role, and 7% that it is not part of their role.

Sectors: Higher or further education (17%), Information and Communications (13%), and Government or Public Administration (16%). Between 5-12% of respondents were each from Financial Services, Health and Social Care, and Charities, and smaller numbers covered other sectors.

Access full survey methodology information:

www.abilitynet.org.uk/Attitudes2025-Methodology

Download the full version of this report in Word:

www.abilitynet.org.uk/Attitudes

507

respondents
worldwide
provided
feedback

Confidence fluctuations by role

A new question added to the 2025 survey asked respondents to assess how confident they believe their organisation is in understanding digital accessibility. Individual confidence asked respondents to self-evaluate, whereas organisational confidence asked them to externally evaluate. Both questions are purely attitudinal but shine a light on how organisations are being perceived by their own staff.

There was a significant confidence gap between individuals and organisations.

Over a third of respondents (35%) felt their organisation was not confident in their understanding of digital accessibility. This drops significantly to only 6% for individuals.

Individuals, however, felt much more confident in their own understanding of digital accessibility, compared to their organisations. Although a drop from 2024, 71% respondents still felt they were confident in their understanding of digital accessibility. This drops to 26% for opinions of organisational understanding.

The more senior respondents were, the more they felt their organisation was confident in its understanding of digital accessibility. 71% of executive-level respondents felt their organisation was 'extremely' or 'quite confident' in its understanding of digital accessibility. This dropped to 34% for senior leaders, 21% for managers, and 21% for non-managerial roles.

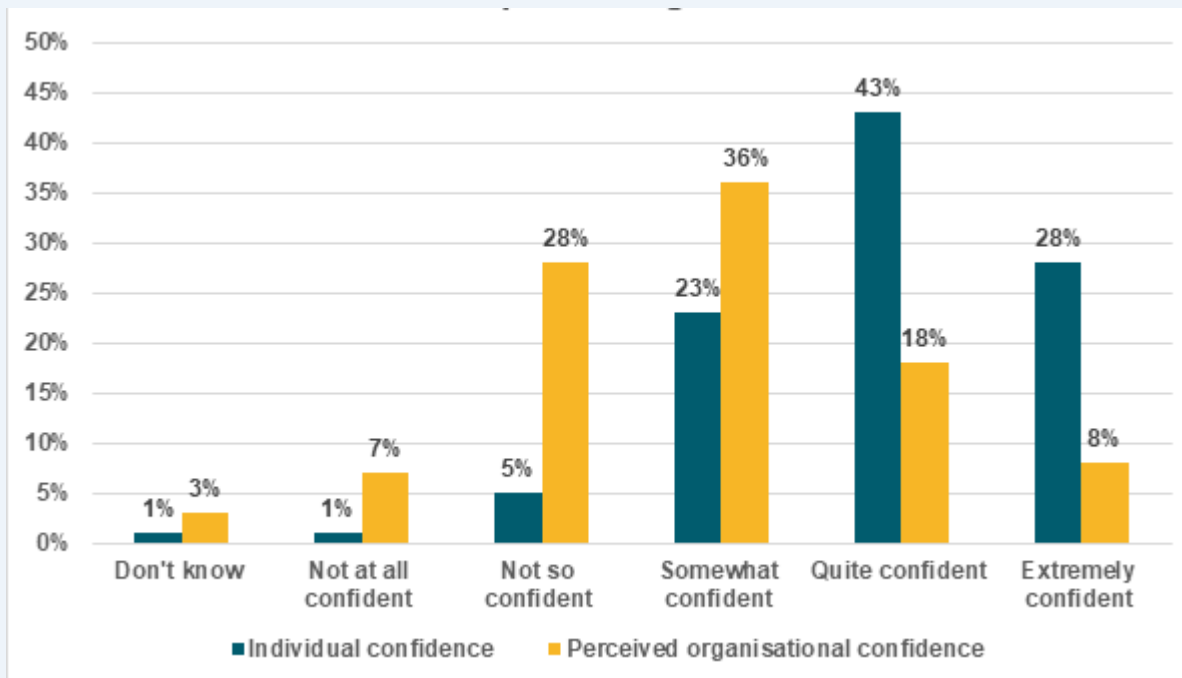
The responses highlight a dissonance between role levels about organisational confidence.

See figures 1 and 2 on the next pages for further detail.



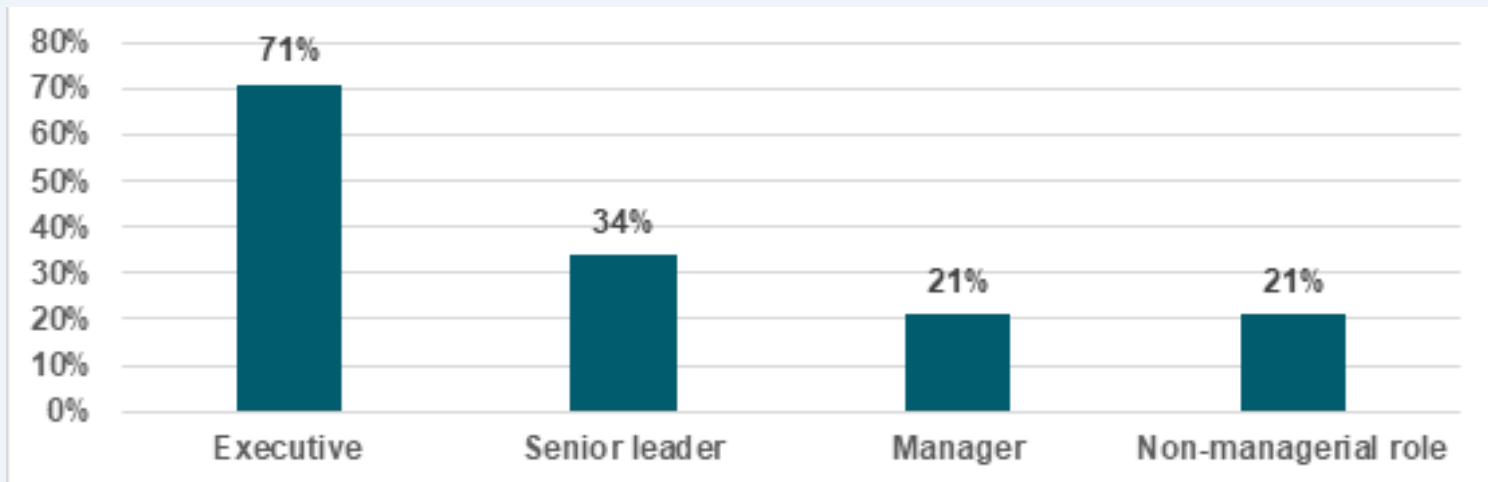
Significant confidence gap between individuals and organisations

Figure 1 shows illuminating results from 2025: a 45% percentile point drop in digital accessibility confidence from individuals to organisations.



Significant confidence gap between individuals and organisations

Figure 2 outlines the percentage of respondents who think their organisation is 'extremely' or 'quite' confident in its understanding of digital accessibility, by role level. It highlights how perception of organisational confidence drops as the level of seniority lowers.



Leadership views on priorities

Prioritising digital accessibility has levelled out – with responses remaining consistent with 2024. Other priorities impact digital accessibility delivery, and respondents generally feel there is a lack of priority and value put on digital accessibility.

59% of respondents told us their organisation had increased its focus on digital accessibility in the past year. A further 31% told us that the focus stayed the same, and 6% told us there was a decreased focus. The remaining respondents didn't know.

Respondents felt digital accessibility is a similar priority for leadership in 2025 as it was in 2024. 32% of respondents felt that digital accessibility was a 'neither high nor low' priority relative to other activities.

Just over 1 in 4 respondents felt digital accessibility was a 'high priority' for their leadership, and 12% felt it was a 'very high priority'.

Leaders felt digital accessibility was a priority more so than managers and non-managerial respondents. 94% of executive respondents felt digital accessibility was either a 'very high' or 'high' priority for leadership. This drops to 54% for senior leaders, 32% for managers, and 31% for non-managerial roles.

Respondents mostly expected their organisation to keep its digital accessibility spending the same next year (42%)

32%

of respondents felt that digital accessibility was a 'neither high nor low' priority for their leadership relative to other activities



European Accessibility Act (EAA)

For those who know the EAA affected them, when asked what impact the implementation had, the most common response at 45% was 'nothing has changed'. The other potential positive impacts received a much lower response rate.

Preparation was relatively high, with 78% preparing in some way, but impact was low. Similarly, 73% of respondents told us meeting legal requirements was a leading motivation to deliver digital accessibility, but the impact of the EAA implementation suggests the act fell flat.

This could imply that the EAA is not currently an effective enough piece of legislation, or that the enforcement of the act is not clear enough to appropriately motivate. It could be that, as a newly enforced act without the creation of practical examples through case law, the EAA is currently not effective. At the time of the survey the EAA has only been in force for 1-3 months, and there is no case law to set precedent that would help clarify the practical requirements of the act.

Responses from next year's 2026 will hopefully illuminate how effective the EAA with case law to contextualise its practical applications

It isn't all negative, as 28% of respondents told us that accessibility is prioritised more than before, and 20% felt that the EAA deadline has led to leadership buy-in to accessibility. Despite this, comments painted a picture of limited change:

“It has made compliance aware to the organisation, but they want to do the bare minimum rather than what is best for all users”. - Frontend Engineer

45%

say nothing has changed at their organisation since the European Accessibility Act took effect



What motivates organisations to improve accessibility?

Respondents outlined their most significant motivations for delivering digital accessibility – they could tick more than one option. Two new options took leading spots, whilst other motivators dropped in favour compared to 2024.

Meeting legal requirements remained the leading motivation in delivering digital accessibility, for 73% of respondents. This is a 0.5 percentile point increase from 2024.

The second and third leading motivations were new to 2025.

‘Inclusivity - it’s the right thing to do’ was the second leading motivator for 71% of respondents. This option was added in 2025, after some ‘other’ comments from 2024 suggesting inclusivity was a key motivator. We cannot therefore compare the change in ‘inclusivity’ as a motivator. Although it is promising that over 7 in 10 respondents perceive inclusivity as a leading motivator, the previous lack of data on this makes it difficult to know if inclusivity really is the second most significant motivator, or if it is a smaller, but more pervasive, motivator.

Improving client experience was the third leading motivator, for just over half of respondents (54%). Again, this was a new option for 2025, based on ‘other’ comments on the 2024 survey.

Attracting and retaining talent has seen the biggest drop as a motivator for delivering digital accessibility in 2025. Only 16% of respondents said this was a significant motivator, compared to 27% of respondents in 2024 (11 percentile point drop).

73%

cited meeting legal requirements as the leading motivating factor for delivering digital accessibility



Competing priorities are barriers to progress

We asked respondents to share what were the most significant barriers to delivering digital accessibility in their organisations. 1 in 2 of respondents (53%) told us ‘other priorities are seen as more important’, making it the most significant barrier to delivering digital accessibility.

The second most prevalent barrier to delivering digital accessibility was a lack of knowledge about delivering digital accessibility, with half of respondents telling us so. This was a new option for 2025, so there is no comparative data with previous years.

Lack of internal skills or experience was close behind, with 45% of respondents finding this a barrier. However, although still high in 2025, lack of internal skills or experience was the leading barrier in 2024, at 55% of respondents.

This could indicate an improvement in internal skills or experience, potentially fuelled by the EAA deadline.

42% of respondents told us that a lack of awareness of digital accessibility was a significant barrier. Across the survey, there was a clear theme that lack of understanding led to lack of value placed on the importance of accessibility.

Over a third of respondents (35%) told us that a lack of understanding of a business case or benefits of digital accessibility was a significant barrier.

53%

note that ‘other priorities are seen as more important’, making it the most prominent barrier to delivering digital accessibility

Artificial Intelligence (AI)

Attitudes towards AI have not altered hugely since 2024.

This year we asked open ended opinions on AI – the digital accessibility challenges that AI has helped solve, and the ones it has created. For some AI was a huge enabler for digital accessibility delivery, and for others AI created challenges. More respondents told us about challenges AI had caused, than AI supporting to overcome challenges.

Respondents felt AI can support with digital accessibility, with a higher focus on alternative text, but that it created challenges around security, bias, and needing human expertise. This was similar to the 2024 responses.

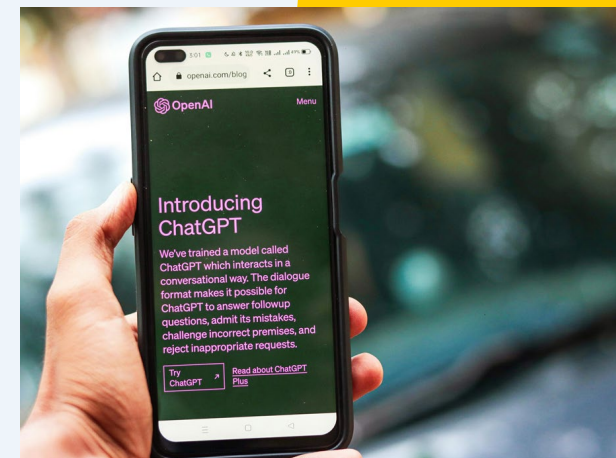
In 2025, AI supported respondents to create accessible content, check accessibility, and gain knowledge about accessibility. Interestingly, these three enablers, were also the three biggest challenges AI created.

142 respondents gave us examples of problems AI had caused, including that AI creates inaccessible content, needs human intervention to ensure accessibility, and provides inaccurate information, especially around digital accessibility.

One response summed up the top challenges raised by respondents:

“My organisation is actively using AI to get rid of people, including reducing the team I had for remediation; people think AI can just do things, including write alt.text and captions, but the quality is poor and they no longer have a human in the loop to check it.”

52%
of respondents are not using AI to address accessibility issues



Embedding accessibility as part of strategy

In 2024 we asked whether respondents had a digital accessibility roadmap or action plan, of which 41% did. To widen this, we asked about strategies and policies in 2025 – therefore, the data is not comparable.

In 2025 over half of respondents told us that accessibility is embedded in development processes. More than half of respondents (52%) reported their organisation had a documented accessibility strategy or policy.

However, comments throughout the survey paint a different picture. The current landscape is therefore split and lack of senior buy-in, lack of budget, and competing priorities all impact the extent to which digital accessibility is successfully embedded.

Support or training provided on accessibility was the most common approach – with 64% of respondents. But a quarter said this is not provided, and 10% didn't know.

Accessibility embedded into development processes was an approach taken by 55% of respondents. Although it is promising that over half of respondents' organisations are doing this, embedding accessibility was still a top need communicated by respondents.

Similarly, 53% of respondents say their organisation considers accessibility in product planning.

The least common approach was accessibility-related KPIs, with only 22% of respondents telling us their organisation uses them. A further 56% told us they didn't, and the remaining 22% didn't know.

52%

reported that their organisation has an accessibility strategy or policy



Spending on digital accessibility

Similar to 2024, responses in 2025 noted the need for resources. This was mentioned in terms of budget, dedicated teams and roles, and time.

Limited or no budget was the second most significant barrier to delivering digital accessibility, with half of respondents telling us so (50%).

When asked what would make delivering digital accessibility easier, budget was the second most common answer. It was referred to more generally, but also to be used to fund audits, training, software, and accreditation.

To quote a Project Officer: “Money. Having funds dedicated for this would support more training, more staff in the accessibility team, more events and promotion.”

Many linked a budget to senior buy-in and organisational prioritisation.

For example, an Accessibility Standards Manager answered, “Accessibility being seen as higher priority and funding allocated” and a Head of Technology “our Senior Management team took digital accessibility seriously and invested in this area to move things forward.”

Only 13% of respondents reported they had a specific budget for accessibility training, but this shows a rise since 2024, when the figure was 10%.



Increased understanding through training

Throughout the survey, training, and budget for training, was highlighted as a need. But 60% (244) noted they attend free webinars, meetups and networking events, compared with 57% in 2024.

Prioritising and valuing digital accessibility were often linked to understanding the importance of it – indicating an awareness gap.

Lack of awareness of digital accessibility was a barrier for 42% of respondents.

31 respondents specifically noted accessibility training and 12 wanted improved awareness.

Training is a reoccurring need expressed by respondents from year to year. Training was the leading accessibility approach respondents reported their organisations undertook, with 64% of respondents telling us so.

Despite this, there was clearly a strong need for more or better training. Some comments reference training more generally, but many were specific; citing that training should be mandatory, better quality, embedded into onboarding processes, catered to specific roles, and focus on embedding a culture that cares about digital accessibility.

Training for new starters linked to a minor theme of ‘accessibility embedded into onboarding’. Respondents mostly referred to training, but they did also more generally want accessibility awareness embedded into induction processes.



Careers in Digital Accessibility

New to 2025, we asked respondents what has been most valuable to enable them to progress into a career in digital accessibility. Responses suggest picture that training, senior support and accreditations are essential. For those that lack this support individual commitment is one of the key drivers to digital accessibility.

Over half of respondents told us their organisation helps individuals to develop the skills they need to deliver digital accessibility. 16% strongly agreed, and 36% slightly agreed. 19% neither agreed nor disagreed and 28% disagreed.

Attending free webinars, meetups and networking events were the leading learning and development opportunities, with 6 in 10 respondents telling us some of the key drivers to digital accessibility.

9% of respondents told us no learning opportunities were provided. This remained consistent with 2024.

Of 180 respondents training, management support, and accreditations were the top three enablers respondents felt were most valuable to progress into a digital accessibility career.

Emphasis was put on access to training, webinars and courses, having the time to undertake those learning opportunities, support from direct managers and senior leaders, and access to professional groups and accreditations.

Common, but less cited answers included having lived experience of a disability, being self-motivated, and previous career experience bringing strengths to the role.

52%

said their organisation helps individuals develop digital accessibility skills



“Wouldn’t it be amazing if...?”

We asked respondents to complete this sentence for their organisation to describe the best way of making accessibility improvements at their workplace. Over half of the overall survey respondents answered the question (277 of 507). Five themes emerged:

1. senior buy-in
2. accessibility is valued and prioritised
3. accessibility is embedded into work streams
4. accessibility training
5. budget for accessibility work

Overall, the responses paint a picture of digital accessibility as being de-prioritised across organisations, with the solution portrayed as needing better awareness and understanding, leading to embedded practices and a culture of inclusivity. This change was mostly understood as a senior management responsibility – input at this level was portrayed as a key enabler to change.

In 2026, leaders need to engage with digital accessibility work, to further embed it throughout the organisation, prioritising it in the process.



“Wouldn’t it be amazing if...?”

“If accessibility became the invisible thread running through everything we design and deliver.”

“If accessibility wasn't a badge but part of the rich fabric of life and business”

“If everyone's job description included a statement about accessibility; everyone's appraisal had an accessibility objective; and accessibility training were mandatory”

“All senior leaders had to undertake proper and robust accessibility understanding training”

Identify your accessibility gaps and take action

Have you downloaded the AbilityNet Digital Accessibility Maturity Model?

Our annual survey provides a snapshot of the accessibility community, revealing common challenges organisations face. However, priorities vary, and each organisation encounters unique hurdles in developing its accessibility programme.

Understand how well your organisation is doing with digital accessibility by using our Digital Accessibility Maturity Model (DAMM). It uses a tried and tested approach to create a roadmap for your accessibility strategy, including:

- where you are now;
- where you want to get to; and
- achievable actions to make progress.

Free Maturity Model download

You can download the toolkit for free from our website to use it yourself.

AbilityNet can also help you complete the process.

- Download your free toolkit at www.abilitynet.org.uk/DAMM
- Contact us: www.abilitynet.org.uk/speak-our-experts



"The AbilityNet Digital Accessibility Maturity Model (DAMM) helped us to understand our baseline, and benefit from AbilityNet's guidance to take action.

The DAMM enabled us to build a long-term digital compliance and governance programme, with accessibility at the core"

Mimouna Mahdaoui

Senior Manager – Accessibility

The Stepstone Group

AbilityNet is your trusted Accessibility partner

Use AbilityNet's expert knowledge and resources to embed digital accessibility as business-as-usual. Our structured approach will build your in-house expertise, help you meet legal standards and boost your brand, all while delivering your organisational goals.

AbilityNet is a pioneering UK charity with more than 25 years of global leadership in digital accessibility. Trusted by major brands, governments, charities, and small businesses, we deliver expert audits, consultancy, training, and strategy that go beyond compliance - helping you create inclusive, user-friendly digital experiences.

Our team combines deep technical knowledge with lived experience of disability, offering real-world insights and practical solutions. We help you embed accessibility into everyday business, to ensure your digital services are legally compliant and user-friendly, driving cultural change and measurable impact.

Let's work together to build a more inclusive digital world. Talk to our experts about your needs today!

Find out how we have worked with clients to build their accessibility maturity, drive measurable impact meet the needs of their users and future customers.

Read more at [abilitynet.org.uk/CaseStudies](https://www.abilitynet.org.uk/CaseStudies)

Speak to our experts

Website: www.abilitynet.org.uk/accessibility

Call: +44 (0)1926 562 672

Email: sales@abilitynet.org.uk



AbilityNet is a Charity, registered in England and Wales, registration number 1067673, and in Scotland registration number SC039866.

Table 1: Has your organisation increased its focus on digital accessibility in the past year?

Response	Percentage (%)	Number of responses (total 460)
Yes	59	270
No – it's about the same	31	142
No – there is a decreased focus	6	26
I don't know	5	22

Table 2: Do you expect your organisation will increase its spending on digital accessibility in the next year?

Response	Percentage (%)	Number of responses (total 423)
Yes	26	108
No – it will stay the same	42	176
No – it will decrease	9	36
I don't know	24	103

Table 3: What has been the impact of the EAA deadline on your organisation?

(Excluding 'my organisation will not be affected' and 'I am unsure' about the EAA)

Response	Percentage (%)	Response number (total 181)
None of the above	7	13
Increased confidence about digital accessibility	14.92%	27
Accessibility is a more widespread responsibility	23.76%	43
Leadership buy-in to accessibility	20.44%	37
Embedded accessibility into procurement, development, and QA processes	13.26%	24
Improved usability for all users, not just those with disabilities	17.68%	32
Digital accessibility is priorities more than before	27.62%	50
There has been more innovation in produce and service development	3.87%	7
Reduced duplication of effort across markets	2.76%	5
Streamlined compliance processes	6.63%	12
Entered new markets	3.87%	7
Won contracts	5.52%	10
Nothing has changed	44.75%	81