



In partnership with

crownpeak

5 Key Findings from The State of Website Accessibility 2024.

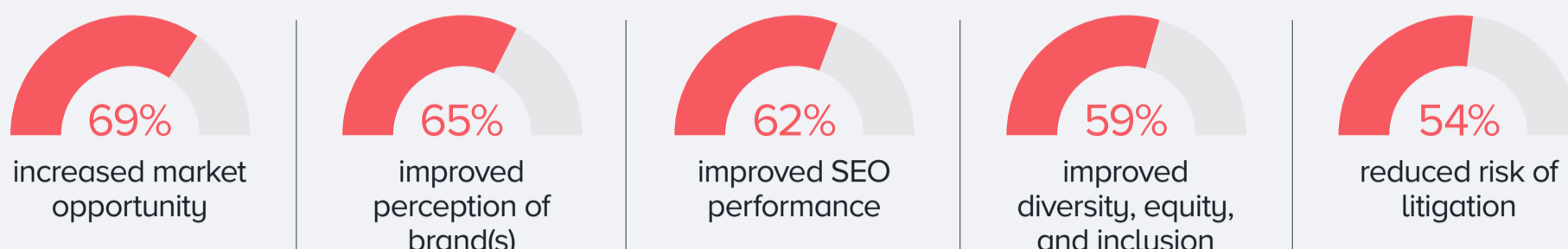
Crownpeak commissioned London Research to carry out a global survey to explore the drivers of investment in web accessibility, accessibility maturity in the market, and how businesses can overcome challenges through investment.*

1

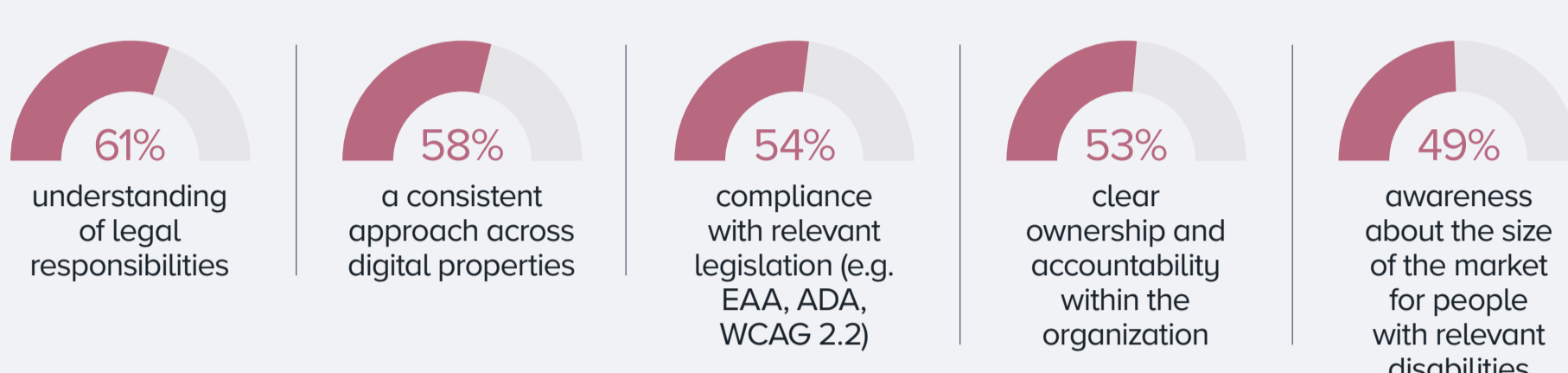
Businesses looking to improve the accessibility of their websites are motivated more by the potential commercial benefits than by the threat of legal action.

Despite this, businesses are more likely to have an advanced understanding of their legal obligations than the size of the website accessibility commercial opportunity.

Proportion of respondents describing as 'major drivers' of website accessibility



Proportion of respondents describing website accessibility maturity as 'advanced'

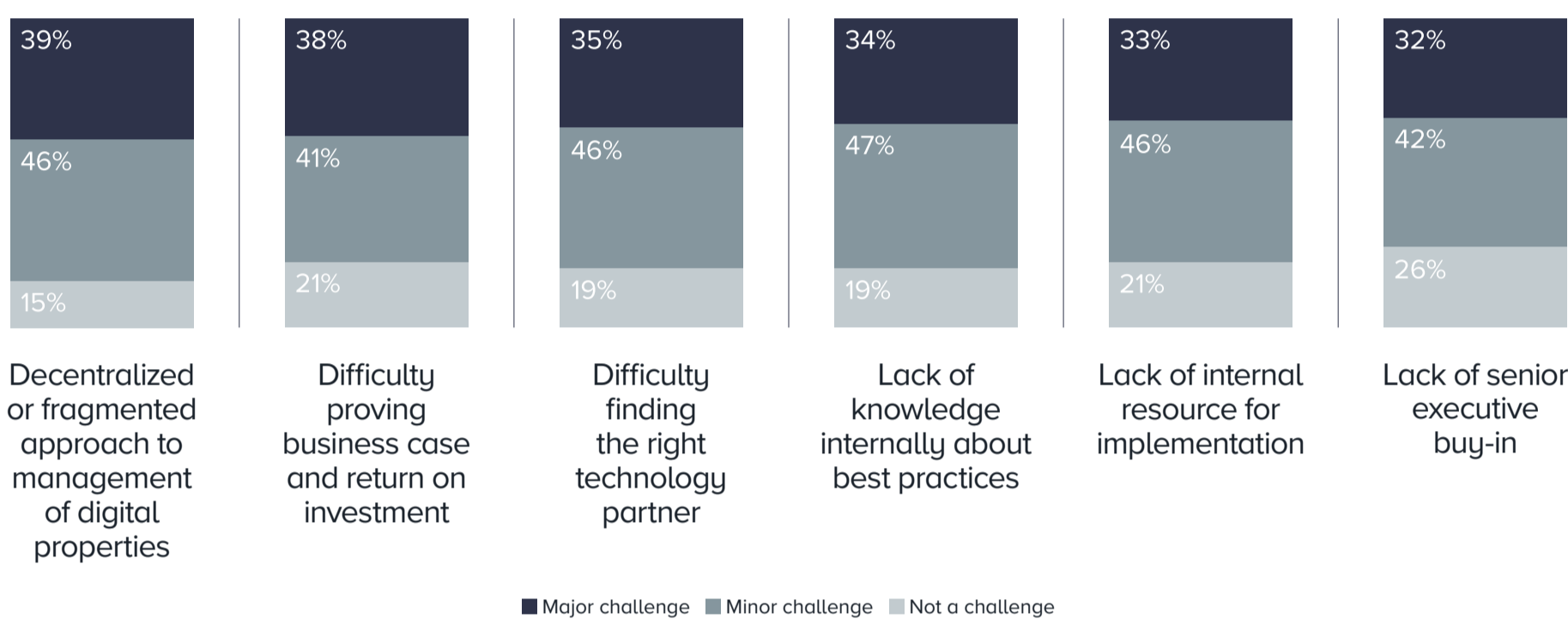


2

A range of challenges prevent companies from having more accessible digital properties.

A decentralized or fragmented approach to the management of digital properties tops the list as the biggest barrier, with 39% of respondents ranking it as a major challenge.

What are the main challenges preventing you from having more accessible digital properties?

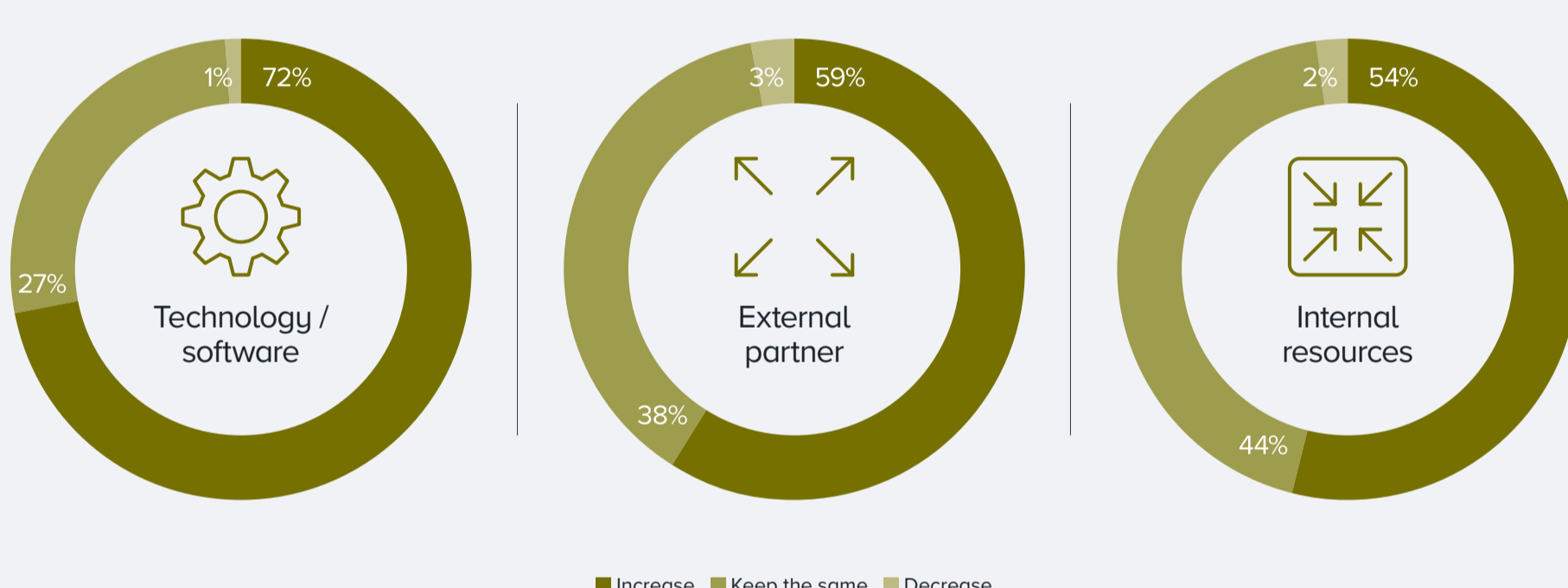


3

The majority of companies are committed to increasing their investment in accessibility in the next 12 months.

Website accessibility technology is the area where organizations are most likely to be boosting their levels of spending.

Are you planning to increase or decrease your investment in accessibility in the next 12 months?

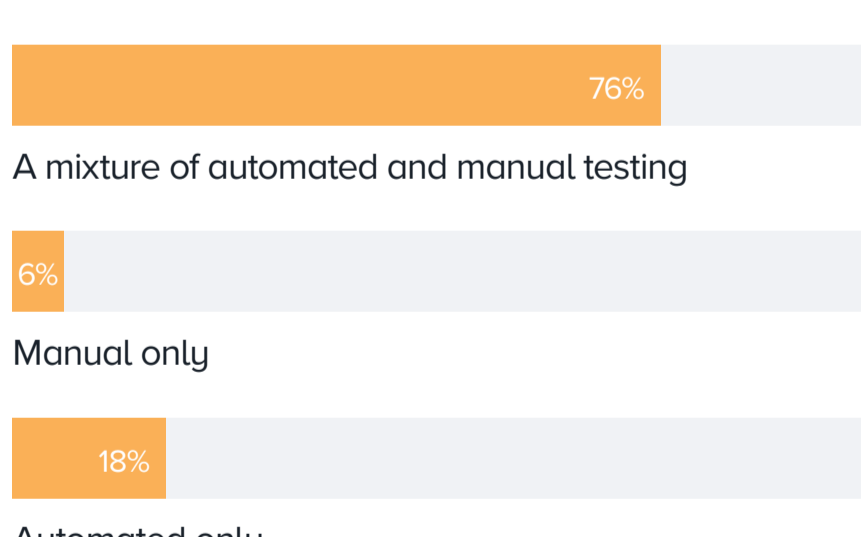


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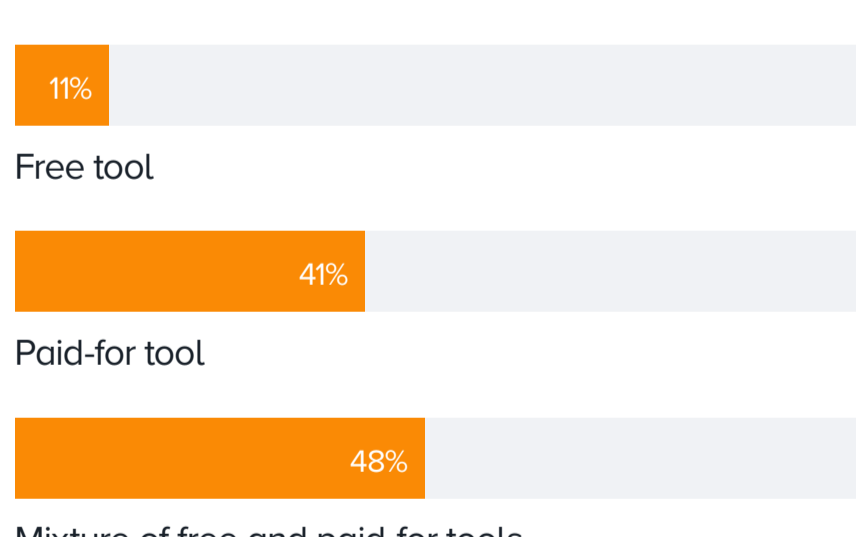
Most companies use a mixture of automated and manual accessibility testing.

And just under half of companies use both free and paid-for tools.

How would you describe your approach to accessibility testing?



Do you use free or paid-for testing tools for accessibility?



5

Organizations recognize the benefits of working with an accessibility or digital quality management supplier or vendor.

Access to solutions, know-how, and legal expertise are all seen as significant advantages of working with an accessibility partner.

Proportion of respondents describing as a major benefit

