

26.05 ——— 2023

Online Accessibility

A collaborative survey between the **Malta Chamber of SMEs**
and the **Commission For The Rights Of Persons with Disability**.
Part of an EU-funded project.

Application Form: ESF.04.159 - 'Leading and Delivering Dialogue Effectively, Representatively (LADDER)'



01

What do you understand by the term *accessibility*?

Giving **equal access to everyone** regardless of disability, age or gender

40%

Gaining **access** to something

24%

The practice of **making information**, activities, and/or environments sensible, meaningful, and **usable for as many people as possible**

23%

Issues related to **physical mobility**, and making one's physical access possible

9%

Issues related to **visual impairment** and making one's visual experience easier and more possible

3%

Enabling access through assistance

Don't know

02

What do you understand by the term *web accessibility*?

Allows **everyone**, including people with disabilities, to perceive, understand, navigate and interact with the Internet

44%

Website that is accessible to the **visually impaired and deaf people**

2%

Giving out information in the **most interactive way possible**

8%

All of the above

42%

Don't know

2%

Other

2%

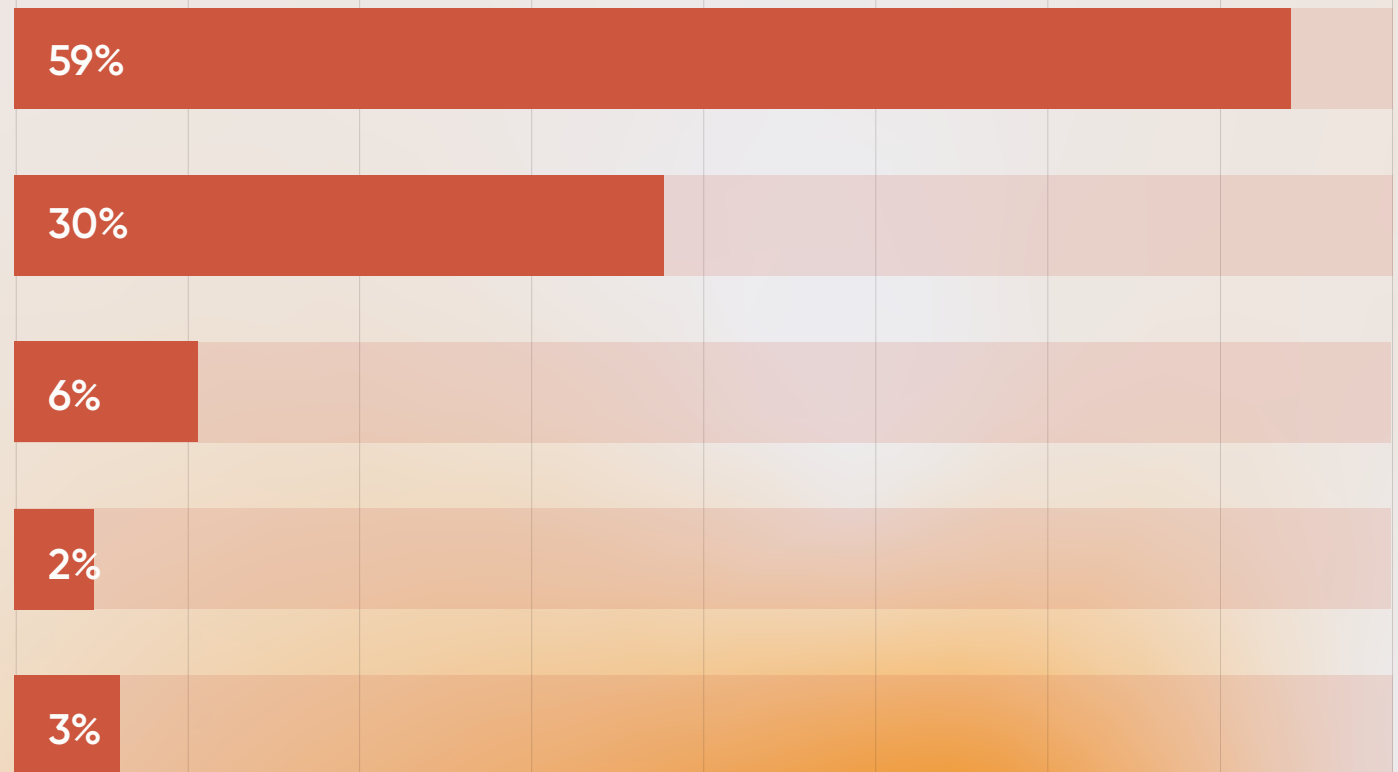
03

How important do you think considering *accessibility for a website* is?

5 Extremely Important

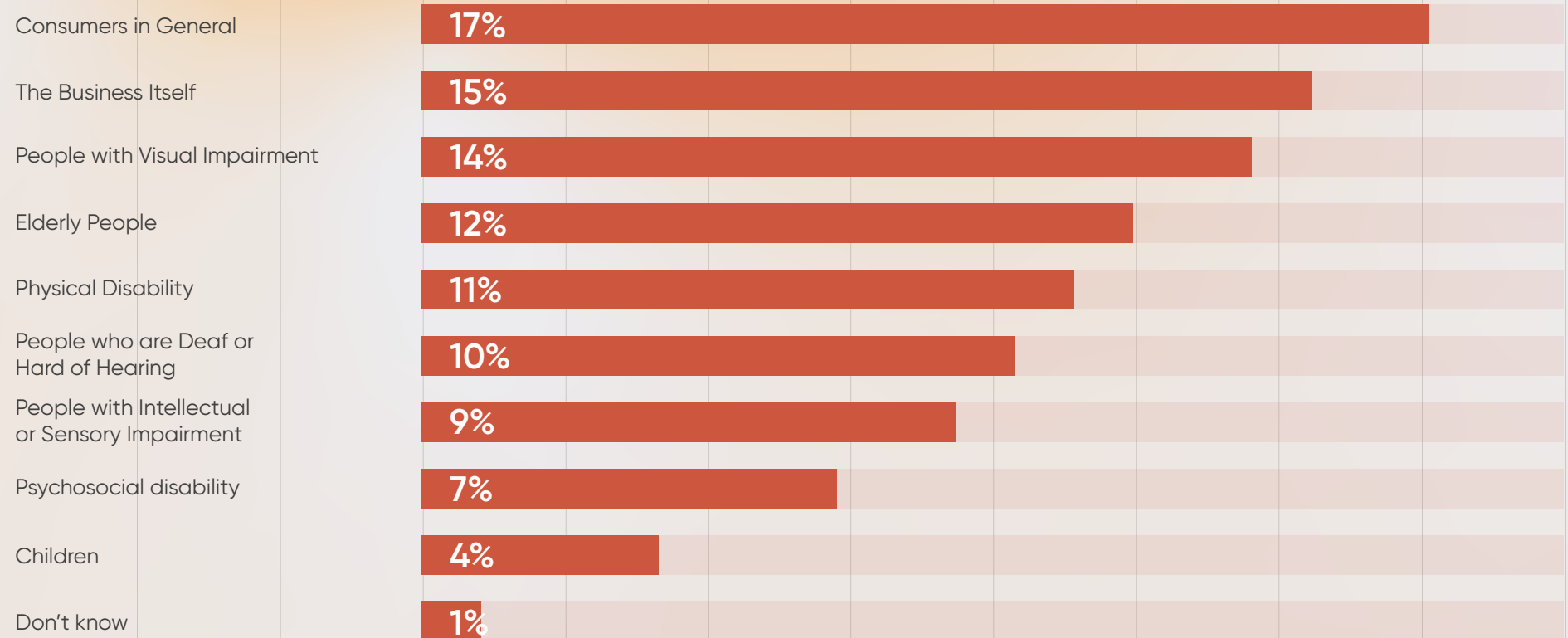


1 Not Important



04

Who do you think might benefit from having a more-accessible website?



Respondents could select all options that apply.

05

Did you ever come across the *Web Accessibility Directive*?

95% — No

Most respondents have never heard of the Web Accessibility Directive (Directive (EU) 2016/2102)

5% — Yes

If You've Heard of It, What Do You Know About It?

- Making Europe fit for the digital age by providing website owners, designers, and developers to with information and guidelines to better understand what is normally required to meet the W3 WCAG criteria and make digital media (not just web sites) accessible to all.
- Common accessibility for all people on all online platforms such as social media and mobile applications.
- EU legislation to set out accessibility standards and enforce them.
- Researched it when designing websites.

If You've Heard of It, What Do You Know About It?

- The Web Accessibility Directive is a legislation in the European Union that mandates public sector websites and mobile applications to become more accessible to individuals with disabilities. Its purpose is to guarantee that everyone can use and access online information and services provided by public sector organizations, regardless of their abilities. This requires designing websites and apps to make them easier for people with disabilities to use, which may involve provided alternative text for images, captions for videos, and keyboard navigation options.
 - UX (user experience) UI (user interface) web design
- That websites are required to have a number of features that would enable the widest accessibility to the said website to enable its best use possible to all spectrum of audience.

06

Does Your Business Have a Website?

82% — Yes

Most respondents have a website.

18% — No

07

Have you ever considered accessibility on a website or been spoken to about it?

77% — No

Accessibility on the web is still lacking in Malta.

23% — Yes

08

Do You Consider Your Website to be Accessible?

51% — Unsure

36% — Yes

13% — No

09

Did You Confirm That Your Website Meets Accessibility Standards?

*This question was asked to whoever responded **Yes/Unsure** in Question 8.*

77% — No

23% — Yes

10

Who Conducted/Provided This Check/Certification?

This question was asked to whoever responded Yes in the previous question.

50%

Web Developer

50%

In-House

0%

FITA

0%

Other

11

Did You Ever Consider Upgrading Your Website to be More Accessible?

This question was asked to whoever responded No to Question 9.

50% — Yes

50% — No

12

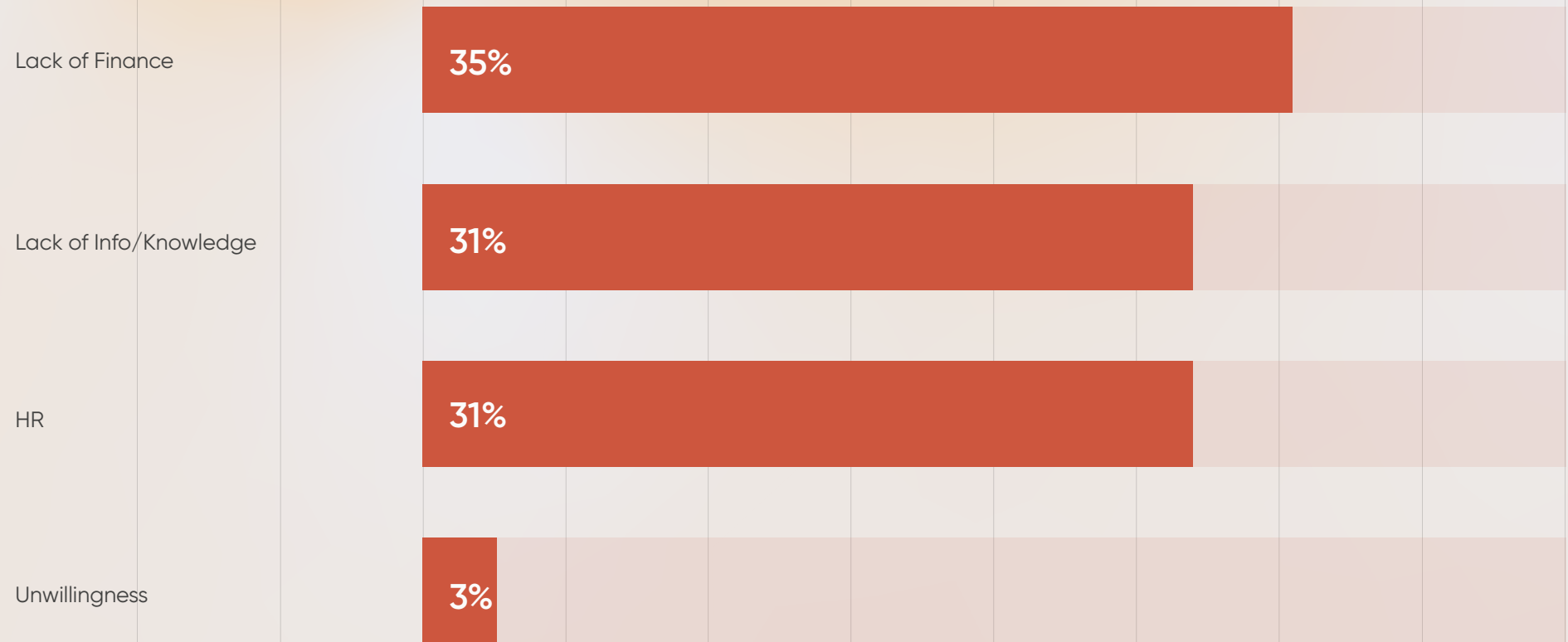
Would you consider making use of a *government scheme* to make your website more accessible?

95% — Yes

5% — No

13

What do you think is the biggest burden for a business in upgrading the website to be more accessible?



Respondents could select all options that apply.

LADDER Research Recommendations

- Revise the Web Content Accessibility Guidelines to be more user-friendly.
- Further collaboration between the government and stakeholders to organize outreach activities aimed at educating the business community about Web Content Accessibility.
- A quality mark acknowledging and rewarding businesses that have achieved web accessibility.
- Additional initiatives and financial assistance should be introduced to assist businesses in meeting the requirements of existing laws regarding accessible website content.
- A Help Desk for businesses seeking to improve the accessibility of their websites.
- Compilation of a list of service providers, through FITA or other, that can effectively aid in the process of enhancing website accessibility.

Thank You for Attending

Online Accessibility Survey Results ————— 26.05 ————— 2023



Operational Programme II - European Structural and Investment Funds 2014-2020
"Investing in human capital to create more opportunities and promote the wellbeing of society"
Project part-financed by the European Social Fund
Co-financing rate: 80% European Union Funds; 20% National Funds

