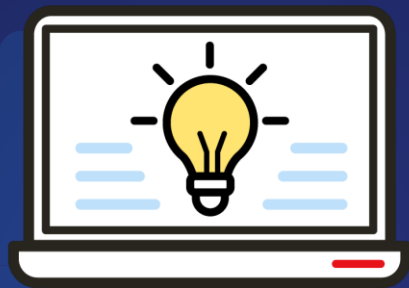


Inclusive Insights

Shaping the Future of
Accessible Research
July 2025



THE **QUIRK'S** EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS



TAMMAN



Imagine Spending \$50,000...

Only to learn 1 in 4 couldn't
even complete your survey

Accessibility isn't just the right thing to
do; it's the smart thing to do.
We are ignoring a \$1.9 trillion market!

What Percentage of Americans Have a Disability?

Take a guess! Raise your hand.

- A. 10-15%
- B. 20-25%
- C. 25-30%
- D. Over 30%

Its Personal

- Would they be able to complete your surveys?
- Accessibility touches all of us

Think of a loved one who's aging. Or a friend or neighbor with dyslexia, migraines, PTSD, or long COVID.

It's About Us, Too

Accessibility isn't about "those people."

It's about us—all of us, aging, getting tired eyes, or dealing with migraines after information overload, and all these great Quirks sessions.

Accessibility is universal design in action

Myth or Fact?

- Accessibility is only for people with permanent disabilities. **Myth**
- Disability is always visible. **Myth**
- Screen readers can read anything. **Myth**
- Accessibility improvements help all users, including those with aging eyes, temporary injuries, and situational constraints. **Fact**

Let's...

Bust these myths together!

Two Lanes Where Accessibility Plays a Role

1. **Screening and recruitment** – our sample
2. **Implementation** – online survey platforms

What is Universal Design?

Universal Design means designing products, services, and environments to be usable by all people, to the greatest extent possible

Universal Design Benefits Everyone

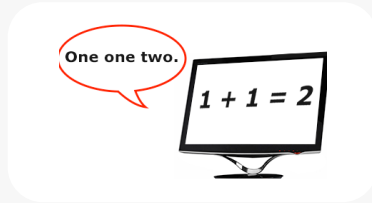
Captions help Deaf users AND, e.g. people in noisy offices.

High color contrast assists low vision users AND, e.g. mobile users in sunlight.

Clear, simple language helps those with cognitive disabilities AND, e.g. everyone during quick scans.

Keyboard navigation benefits assistive tech users AND, e.g. power users.

Screen Reader



What is a screen reader?

A screen reader is a program that reads digital content aloud for users who are blind or have low vision; it can also be helpful for individuals with learning and cognitive disabilities.

It relies on properly structured content to work effectively.



What we tested

A market research questionnaire on a screen reader

Can You Identify the Question and Barrier?

We'll walk through real survey examples and see how they behave with a screen reader.

Try to identify what's missing before the fix is revealed!



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CHAX

< Accessibility for All >



Live Screen Reader Demo

Demonstration of 8-10
survey questions

Challenges in Accessible Survey Design

- Common issues with survey platforms:
 - Dropdown menus with missing labels.
 - Required fields without proper screen reader prompts.
 - Timed responses that do not allow enough time for assistive tech users (and others)

Best Practices

1. Use simple, clear language
2. Ensure proper labeling of form fields and buttons
3. Provide alternatives to drag-and-drop and slider questions
4. Enable keyboard navigation
5. Test surveys with screen readers before launch

Inclusive Recruitment Strategies

- Re-evaluate screening criteria: Avoid unintentionally excluding people with disabilities.
- Ask about assistive technology use in screeners.
- Offer accommodations proactively.
- Ensure surveys work on various devices and assistive tools.

Simple Changes That Make a Big Impact

- Add alt text for images.
- Ensure high color contrast for readability.
- Avoid jargon and overly complex sentence structures.
- Provide captions and transcripts for multimedia content.
- Test, test, test and this includes on screen readers and platforms.

Marketing Researchers Call To Action

Make marketing research accessible not solely due to legal requirements

Accessible research serves as a business advantage

Accessible research incorporates universal design principles that enhance usability and inclusivity for all individuals

Next steps...

- Evaluate your current research methods.
- Implement accessibility best practices.
- Commit to ongoing learning and improvement.

Your 5 Minute Audit with 3 Concise Steps

Open one of your recent surveys or tools on your phone or laptop.

- ✓ Can you tab through everything?
- ✓ Are all images labeled?
- ✓ Do dropdowns or sliders work with assistive tech?

If not, it's time for a fix!

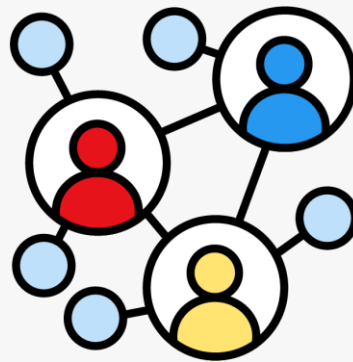
A Selection of Clients and Partners



The Chax Accessibility Team

Nationwide, Durable, and Certified

- 70+ team members in 16 states
- 17 IAAP certifications on team
- On our frontline accessibility team:
 - 6 Accessibility Coaches
 - 12 Digital Document Experts
 - 7 Technology and QA Consultants
 - Vetted Offshore Partners



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Thank You!



Let's keep the conversation going

We are excited to partner on solutions to meet your customers' and prospects' needs

We look forward to an effective knowledge transfer to help your teams create a more accessible digital footprint

Our approach is flexible, adaptable, and as cost-effective as possible

We're here to help!

Scan to visit chaxtc.com/contact
or email slevine@chaxtc.com

