

SIXTH FRAMEWORK PROGRAMME
PRIORITY [#]
[PRIORITY TITLE]



Contract for:

SPECIFIC SUPPORT ACTION

Annex I - "Description of Work"

Project acronym: **SUPPORT-EAM**

Project full title: Supporting the creation of an e-Accessibility Mark

Proposal/Contract no.: IST-2-004754-SSA

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Deliverable No	Deliverable title		Delivery date	Nature	Dissemination level
16	D3.2	Stakeholders' needs for a Quality Mark	6	Report	PU
19	D3.5	Stakeholders' needs for a European Authority	6	Report	PU

PU = Public

Results of the survey
"Stakeholders needs for a European eAccessibility certification and services"

On-line questionnaire proposed from February 14th and March 15th 2005

A contribution to the CEN/ISSS Workshop : Specifications for a complete European certification scheme concerning the delivery of a Quality Mark for Web Content Accessibility

Document prepared by Katholieke Universiteit Leuven, in the frame of the Support-EAM project (Supporting the creation of an e-Accessibility Mark) SPECIFIC SUPPORT ACTION IST-2-004754-SSA

7 april 2005

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1. Result Summary

1.1. Context

From 14 February to 14 March 2005, the Support-EAM proposed to answer a digital questionnaire on wishes and opinions about setting up a quality scheme for accessibility of websites and other possible accompanying services to support e-accessibility in Europe. This questionnaire consisted in 33 questions.

1.2. General result: Validity of the survey

We received nearly 450 answers from which 401 could be considered as valid. The respondents are from more than 20 countries. They represent a great variety of stakeholders with a strong representation of public organisation (153 among 263 non-commercial respondents) and Web sites' owners or Web designers (130 among 148 commercial respondents). Interestingly, 289 respondents say they have a responsibility in the information or in the budget of their organisation's Website, or both.

1.3. Web accessibility concerns: a encouraging picture

The awareness of respondents concerning Web accessibility seems quite good. A vast majority of respondents is aware that "about 10% of the population has a disability that causes them difficulty using websites that are not designed to be accessible (332).

The real situation of Web sites is more tempered. For instance, when asked "Do you think that your website is completely accessible for all, including people with disabilities? " only 172 respondents say "Yes", while 161 say "No" or do not know (36).

Nevertheless, there are some good indications that a significant number of organisations are developing policies for Web accessibility. For instance, 126 respondents declare that their Web site has been evaluated/checked for accessibility by an independent organisation. A majority of respondents (more than 75%) declare that accessibility is part of their organisation's concern or even that "their Web site will be accessible soon" (305). In general respondents seem to be very confident that Design for All offers a solution, agreeing with a statement like " If a website is constructed following general design and code standard principles, this means almost no extra work for the designer" (299). Respondents are almost unanimous to declare that "if it were technically possible, they would be prepared to make their website (more) accessible for people with disabilities and the elderly" (399).

1.4. Technical awareness to be confirmed

Most respondents seem to have a basic knowledge of the techniques underlying e-accessibility. For instance, 273 declare they make sure that they are using valid code; 377 pay attention to clear and consistent navigation; 332 offer text equivalents to your web pages; 231 use the W3C_WCAG guidelines.

But a majority feels that they would you like to have more objective and testable criteria to ascertain/evaluate/test the accessibility of their website (284).

1.5. Readiness to afford the costs of accessibility

The survey brings interesting elements concerning the financial aspects related to a Web accessibility policy. For instance the answers to question 15 (What percentage of the total available budget for design, maintenance, changes, updates and improvements for your website do you actively attribute specifically to the accessibility of your current website?) indicates that only 28% of the respondents declare that they do not spend money for accessibility. But surprisingly a few declare that accessibility represents more than 80% of their costs.

The question 21 was about the willingness to pay for accessibility. The results shows that:

- Slightly less than 50% of the respondents are willing to pay, nevertheless do not give a price suggestion
- Yearly fee suggestions vary from 0 € to 20 000 € with some appearant correlation with the country of the respondents;
- The average estimated value is 2218 €/year which seems to be very much in accordance with the amounts charged for accessibility audits in the different countries.

1.6. Appreciation of a Quality Mark

The answers to question 18 " Do you think that a quality mark can offer a positive contribution to the following issues" shows a very positive opinion of around 75% of the respondents concerning a Quality Mark.

Additionally, 254 respondents estimate that a Quality Mark would promote accessibility (Question 19).

1.7. Conclusions

In spite that some further investigation would be necessary to ascertain some of the answers collected, this survey brings good indications that Web accessibility is raising more and more concrete concerns in Europe. The stakeholders are prepared to examine seriously the different parameters involved in a quality process related to e-accessibility, including the technical and financial ones.

2. Commercial/Non-commercial sector

1.8. Question

1.9.

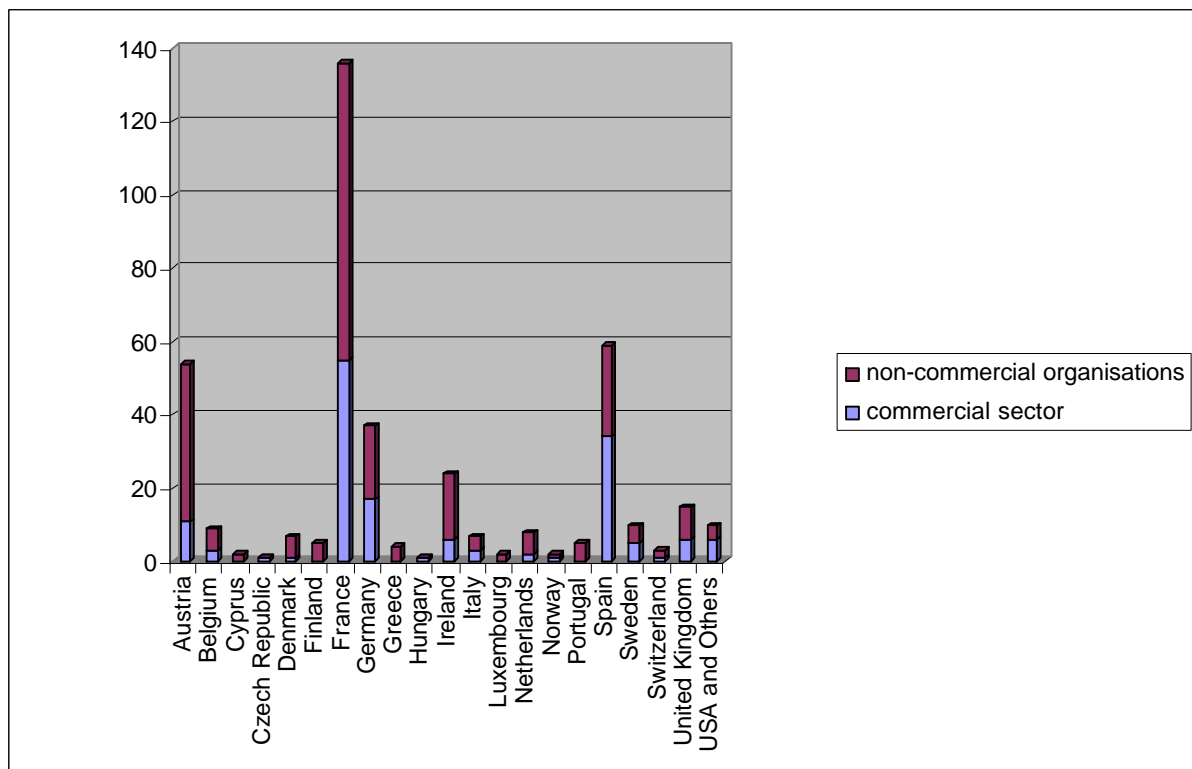
1. To which sector does your organisation belong?

- Commercial sector
 Non-commercial sector

1.10. Numerical result

country	commercial sector	non-commercial organisations	TOTAL
Austria	11	43	54
Belgium	3	6	9
Cyprus	0	2	2
Czech Republic	1	0	1
Denmark	1	6	7
Finland	0	5	5
France	55	81	136
Germany	17	20	37
Greece	0	4	4
Hungary	1	0	1
Ireland	6	18	24
Italy	3	4	7
Luxembourg	0	2	2
Netherlands	2	6	8
Norway	1	1	2
Portugal	0	5	5
Spain	34	25	59
Sweden	5	5	10
Switzerland	1	2	3
United Kingdom	6	9	15
USA and Others	6	4	10
total	153	248	401

1.11. Graphical result



1.12. General comments

We got 153 answers from governmental organisations among 263 non-commercial participants (58 %). This illustrates the increasing concern of the public sector for eAccessibility.

3. Commercial groups: type of organisation

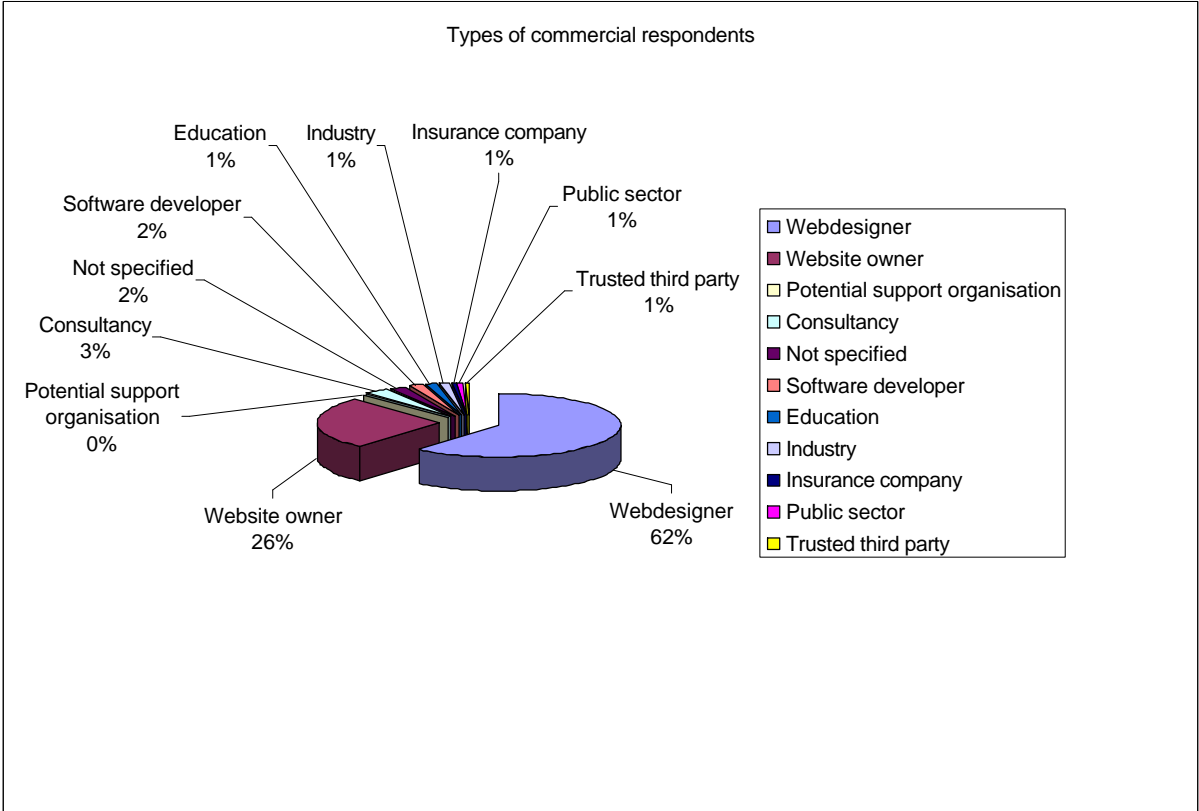
Question

<p>2. Which category is closest to the work of your organisation? (This question is not for non-commercial sector)</p>	<p><input type="checkbox"/> Retail: Your internet site offers information, products or services to end-users</p> <p><input type="checkbox"/> Webdesigner/builder: You design, build or maintain websites for customers</p> <p><input type="checkbox"/> Potential inspection and support organisations for the Quality Mark and services</p> <p><input type="checkbox"/> Others, i.e.:</p> <input style="width: 100%;" type="text"/>
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Numerical results

Webdesigner	91
Website owner	39
Potential support organisation	0
Consultancy	5
Not specified	3
Software developer	3
Education	2
Industry	2
Insurance company	1
Public sector	1
Trusted third party	1
total	148

Graphical results



General Comments

- Website owners and web designers constitute 88% of the commercial respondents. The remaining 12 % consists of many different types of commercial groups.

4. Types of non-commercial organisation

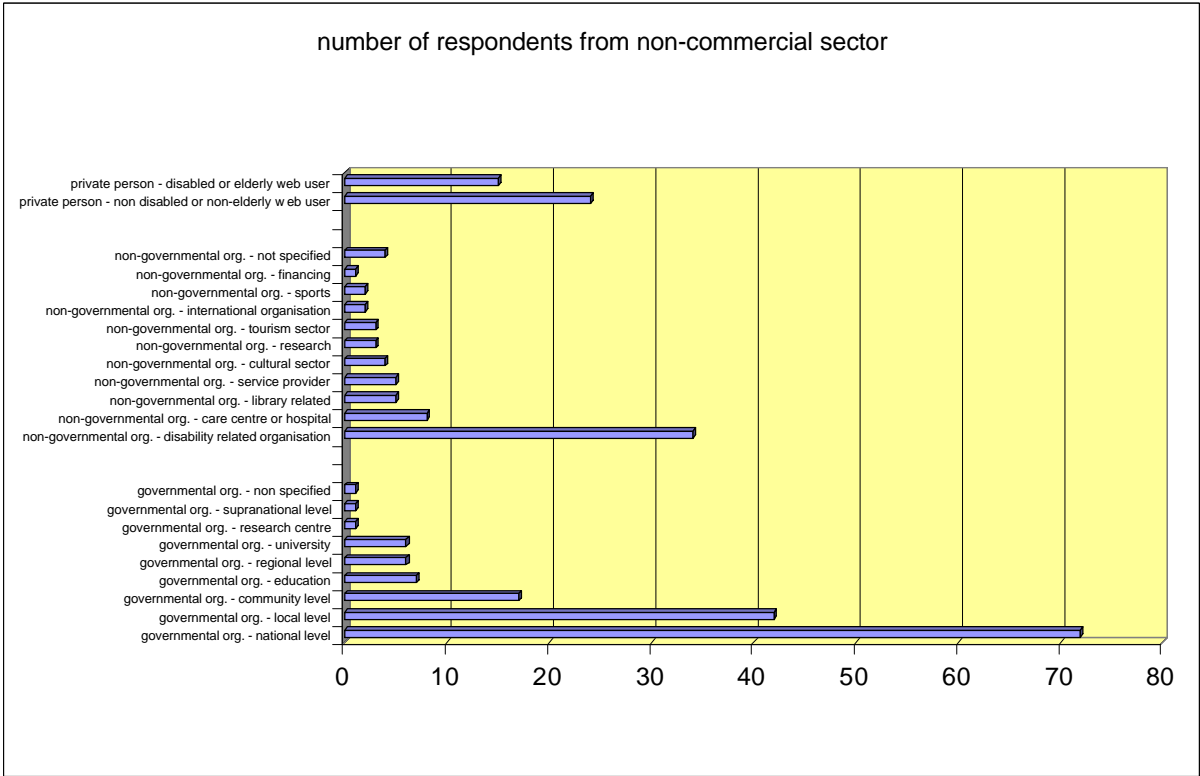
Question

<p>3. Which category best fits your organisation? (if you are a private person answering the questions, please choose from options marked 'general') This question is not for 'commercial sector')</p>	<p>General</p> <p><input type="checkbox"/> disabled or elderly webuser</p> <p><input type="checkbox"/> non-disabled or non-elderly webuser</p> <p>Governmental organisations</p> <p><input type="checkbox"/> National level</p> <p><input type="checkbox"/> Local level</p> <p><input type="checkbox"/> Community level</p> <p><input type="checkbox"/> Others i.e.:</p> <input style="width: 100%;" type="text"/> <p>Non governmental organisations</p> <p><input type="checkbox"/> Disability organisation</p> <p><input type="checkbox"/> Special care centre or hospital</p> <p><input type="checkbox"/> Library related organisation</p> <p><input type="checkbox"/> Others i.e.:</p> <input style="width: 100%;" type="text"/>
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Numerical results

governmental org. - national level	72
governmental org. - local level	42
governmental org. - community level	17
governmental org. - education	7
governmental org. - regional level	6
governmental org. - university	6
governmental org. - research centre	1
governmental org. - supranational level	1
governmental org. - non specified	1
non-governmental org. - disability related organisation	34
non-governmental org. - care centre or hospital	8
non-governmental org. - library related	5
non-governmental org. - service provider	5
non-governmental org. - cultural sector	4
non-governmental org. - research	3
non-governmental org. - tourism sector	3
non-governmental org. - international organisation	2
non-governmental org. - sports	2
non-governmental org. - financing	1
non-governmental org. - not specified	4
private person - non disabled or non-elderly web user	24
private person - disabled or elderly web user	15
total	263

Graphical results



General Comments
Self-explanatory.

5. Who pointed you to this questionnaire?

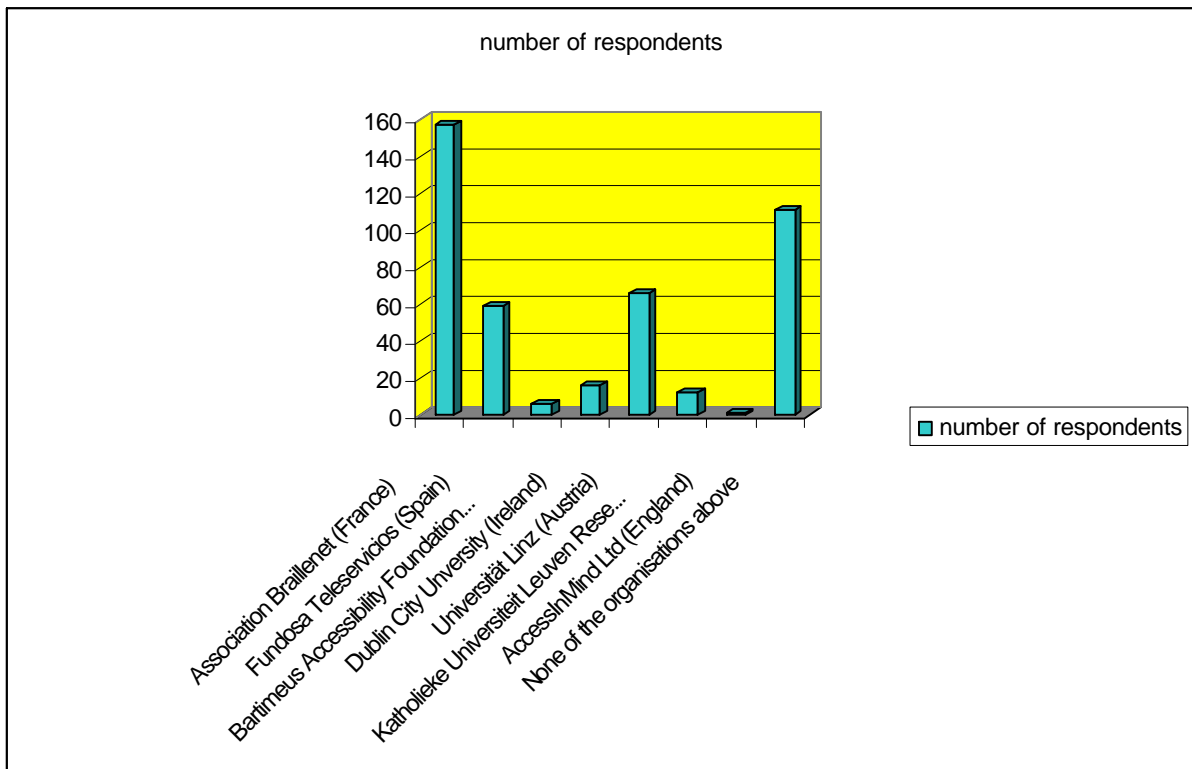
Question

<p>4. Please indicate if one of the following organisations pointed you to this questionnaire? (If there are more than one organisation, please indicate the first one that indicated this questionnaire to you).</p>	<input type="checkbox"/> Association Brailletnet (France) <input type="checkbox"/> Fundosa Teleservicios (Spain) <input type="checkbox"/> Bartiméus Accessibility Foundation (Netherlands) <input type="checkbox"/> Dublin City University (Ireland) <input type="checkbox"/> Universität Linz (Austria) <input type="checkbox"/> Katholieke Universiteit Leuven Research & Development (Belgium) <input type="checkbox"/> AccessInMind Ltd (England) <input type="checkbox"/> Other
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Numerical results

Organisations	Number of respondents
Association Brailletnet (France)	157
Fundosa Teleservicios (Spain)	59
Bartimeus Accessibility Foundation (Netherlands)	6
Dublin City University (Ireland)	16
Universität Linz (Austria)	66
Katholieke Universiteit Leuven Research & Development (Belgium)	12
AccessInMind Ltd (England)	1
None of the organisations above	111
total	428

Graphical results



General comments

About 25% of the respondents were not directly contacted by Support-EAM partners but by other groups (probably in response to the promotion campaign set up by Support-EAM partners).

6. Position of the respondent within his/her organisation

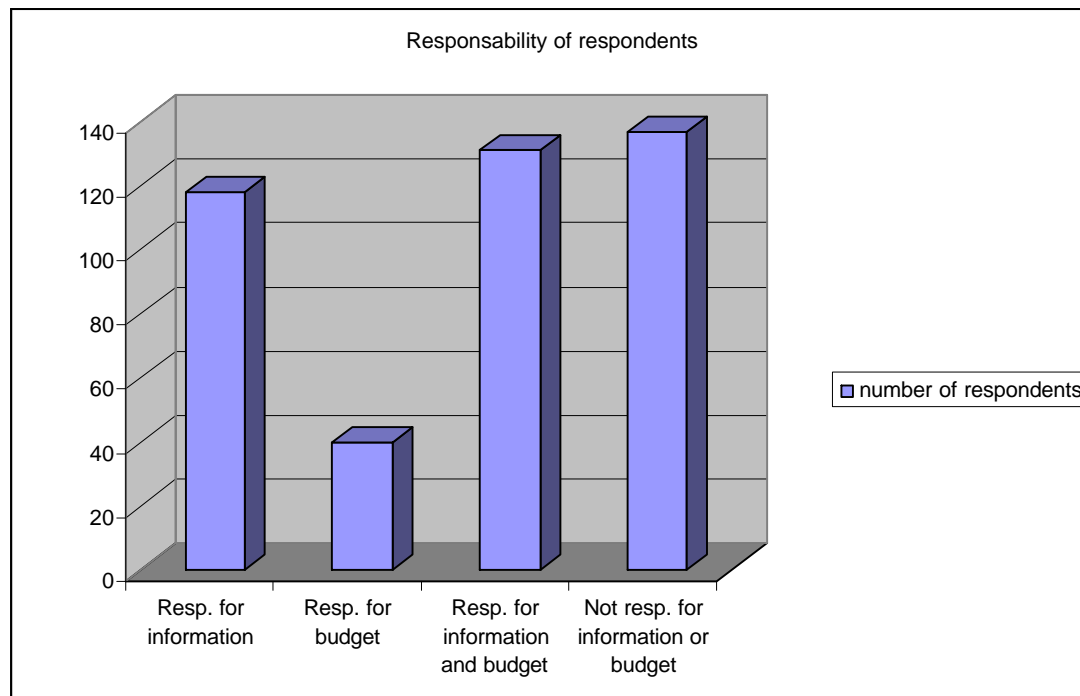
Question

<p>5. Please indicate which of the following propositions would best describe your position within your organisation?</p>	<p><input type="checkbox"/> Within my organisation I am responsible for the information on our website</p> <p><input type="checkbox"/> Within my organisation I am (partly) responsible for the budget of our website</p> <p><input type="checkbox"/> Both propositions as mentioned above are correct</p> <p><input type="checkbox"/> None of the above propositions is correct</p>
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Numerical results

Type of responsibility	number of respondents
Within my organisation I am responsible for the information on our website	118
Within my organisation I am (partly) responsible for the budget of our website	40
Both propositions as mentioned above are correct	131
None of the above propositions are correct	137

Graphical results



General Comments

This result gives a good indication on the validity of the answers.

7. Does your organisation pay attention to accessibility issues?

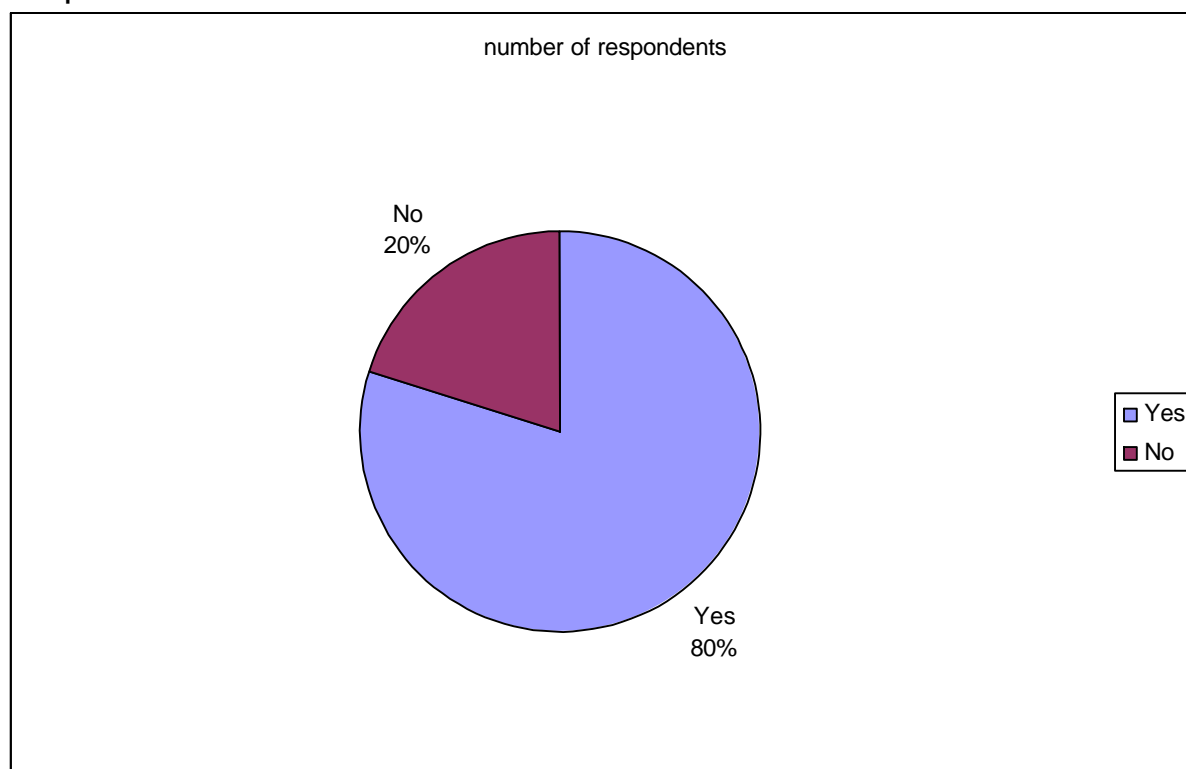
Question

6. Is accessibility described in the policy of your organisation or have you declared that your website will be accessible soon?	<input checked="" type="radio"/> Yes
	<input type="radio"/> No

Numerical results

6. Is accessibility described in the policy of your organisation or have you declared that your website will be accessible soon?	number of respondents
Yes	305
No	77

Graphical results



General comments

The results are an indication for the high level of awareness of the respondents.

8. Has your website been checked for accessibility?

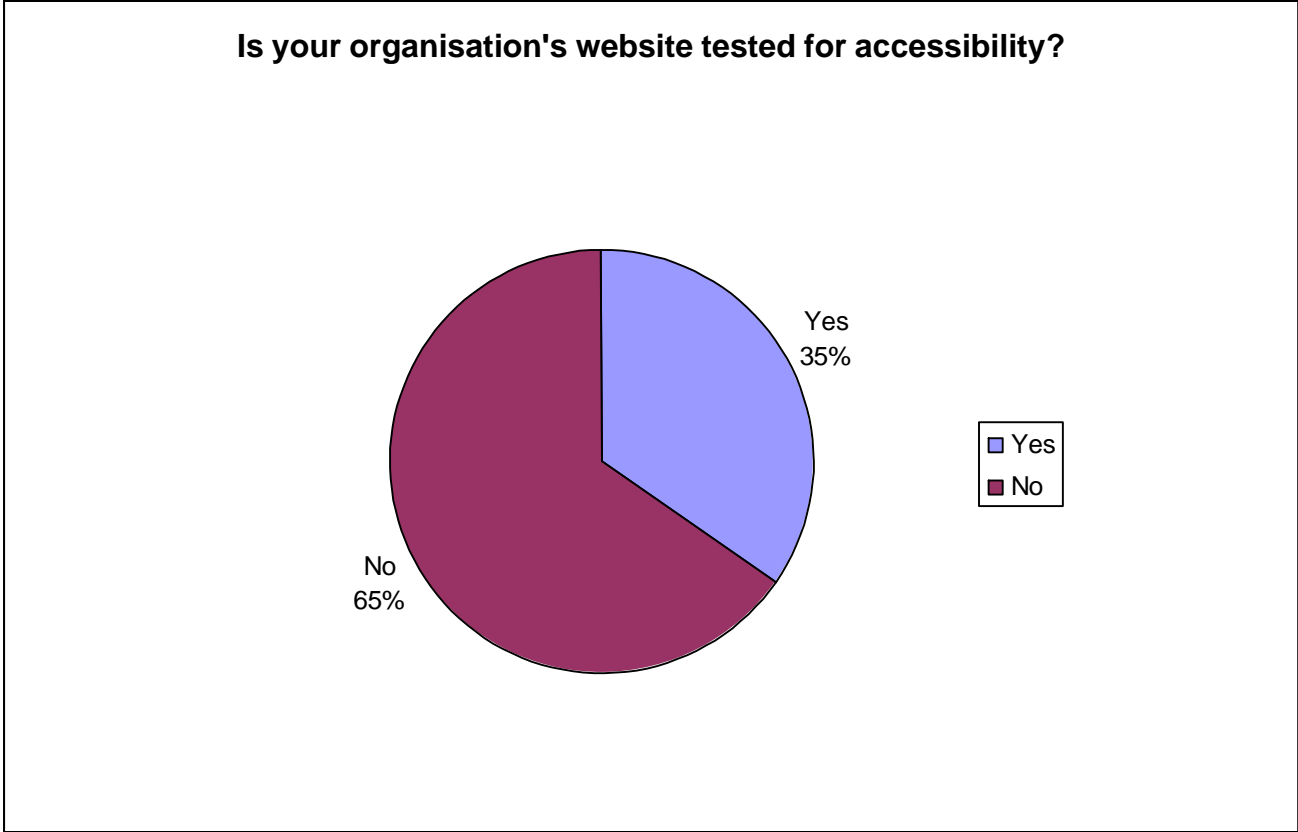
Question

7. Has your website been evaluated/checked for accessibility by an independent evaluation organisation? Yes No

Numerical results

Has your website been evaluated/checked for accessibility by an independent evaluation organisation?	number of respondents
Yes	126
No	237

Graphical results



General comments

Indication that awareness currently seems to be disconnected from concrete actions or policy towards accessibility.

9. Respondents' awareness level for web site accessibility issues

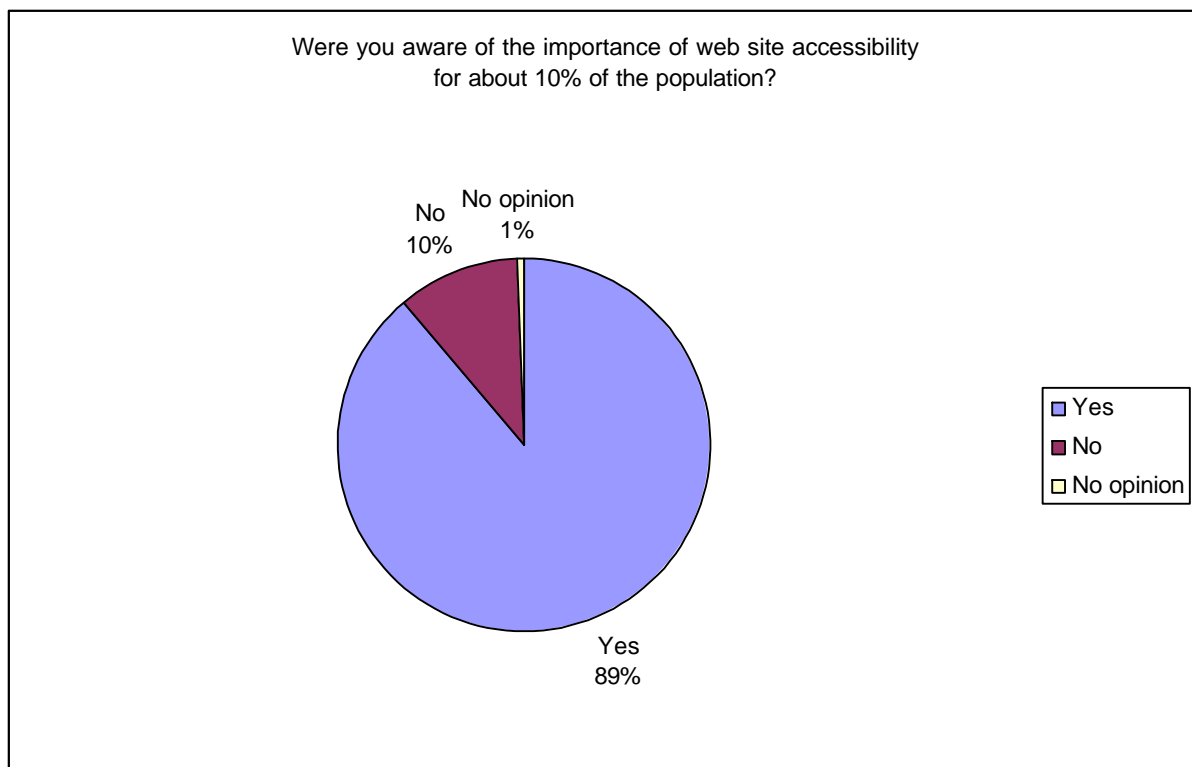
Question

8. About 10% of the population has a disability that causes them difficulty using websites that are not designed to be accessible. Were you aware of this before reading this questionnaire?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
	<input type="checkbox"/> No opinion

Numerical results

8. About 10% of the population has a disability that causes them difficulty using websites that are not designed to be accessible. Were you aware of this before reading this questionnaire?	answers
Yes	332
No	39
No opinion	2

Graphical results



General Comments

An indication on the high level of awareness of the respondents.

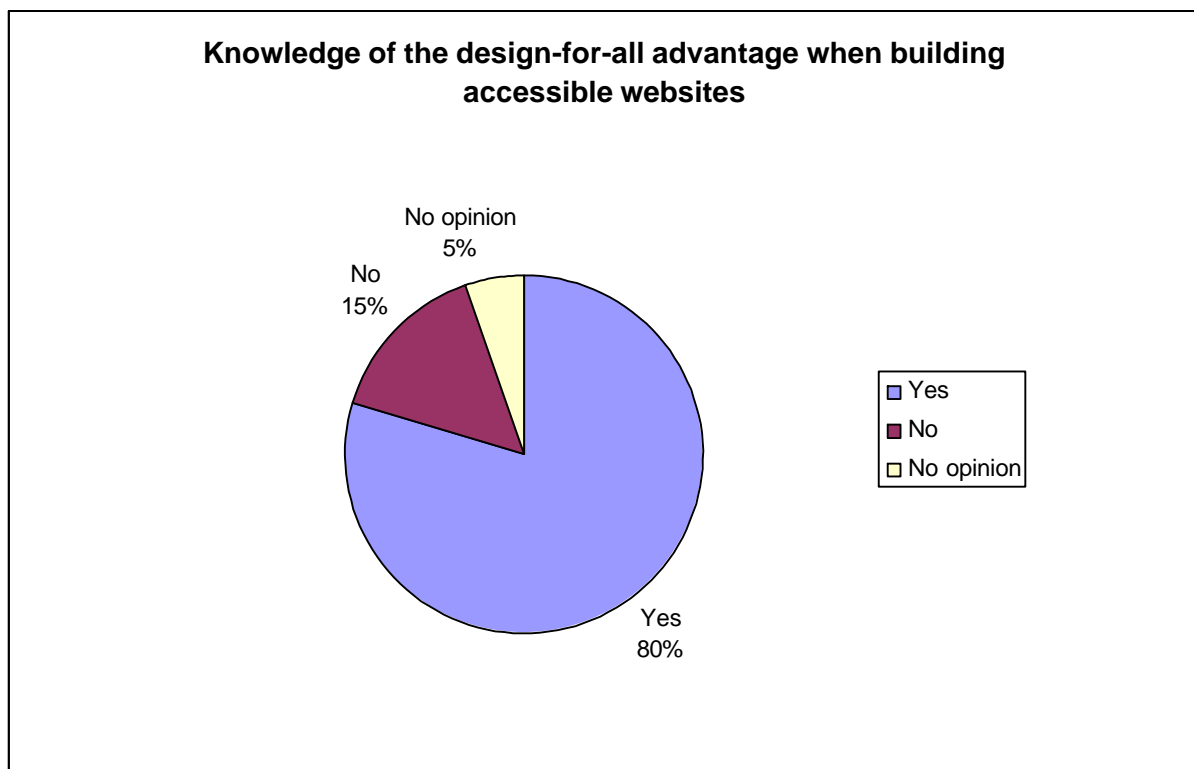
10. Respondents' awareness level of the "design for all" approach to website building

9. Some people with disabilities use special software and equipment to read websites. If your website is constructed following general design and code standard principles, this means almost no extra work for the designer. Were you aware of this?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
	<input type="checkbox"/> No opinion

Numerical results

9. Some people with disabilities use special software and equipment to read websites. If your website is constructed following general design and code standard principles, this means almost no extra work for the designer. Were you aware of this?	answers
Yes	299
No	56
No opinion	20

Graphical results



General comments

An indication on the high level of awareness of the respondents.

11. Respondents' opinions on the accessibility level of their own website

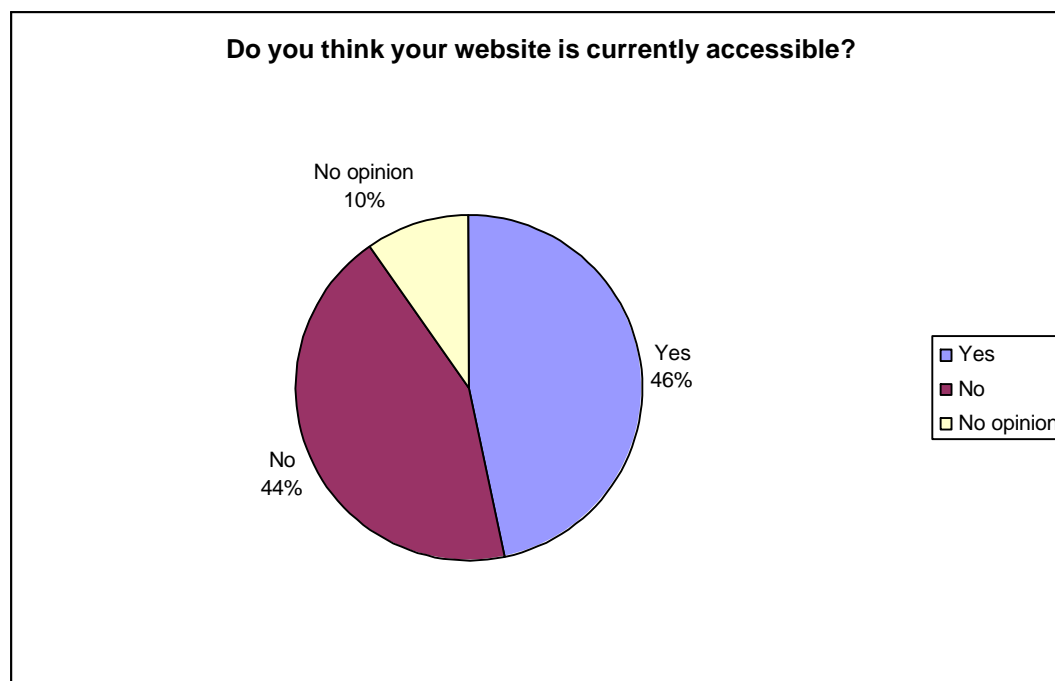
Question

10. If you know that persons with disabilities can only use your website if you use general design and code standard principles. Do you think that your website is completely accessible for all, including people with disabilities?	<input type="radio"/> Yes
	<input type="radio"/> No
	<input type="radio"/> No opinion

Numerical results

10. If you know that persons with disabilities can only use your website if you use general design and code standard principles. Do you think that your website is completely accessible for all, including people with disabilities?	answers
Yes	172
No	161
No opinion	36

Graphical results



General Comments

This seems to contradict other studies concluding that accessibility is very poorly catered for on most websites. This has probably to do with the high level of awareness for accessibility issues of the respondents.

12. Use of widely known techniques for accessible web site building

Question

<p>11. Do you use these widely applied techniques and standards when designing, maintaining, changing or working on changes to your website (for new releases)?</p>	<p>Use of valid code? Use of valid code (test your homepage in validator.w3.org)</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No opinion</p> <p>Clear and consistent navigation.</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No opinion</p> <p>Offering text equivalents? Offering text equivalents for non-text like images and multimedia.</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No opinion</p> <p>Use of the W3C Guidelines? Use of the W3C Web Content Accessibility Guidelines.</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No opinion</p>
---	--

Numerical results

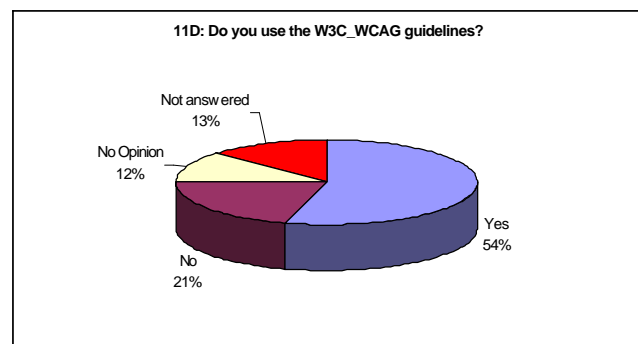
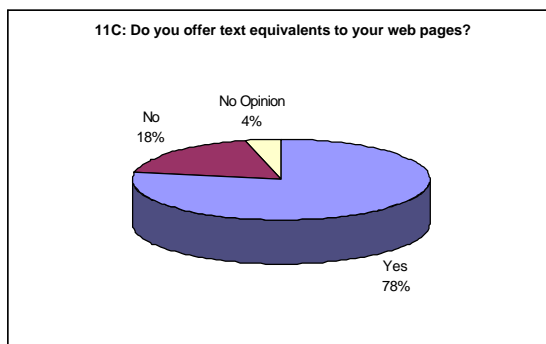
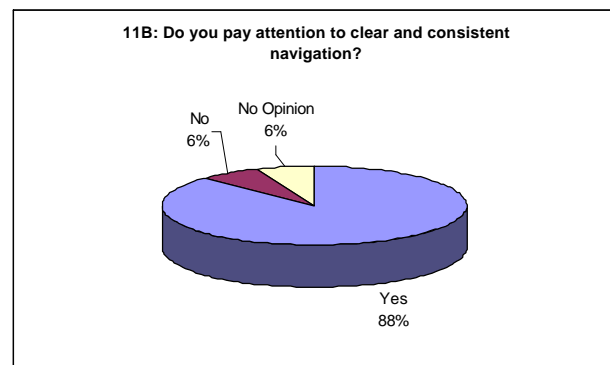
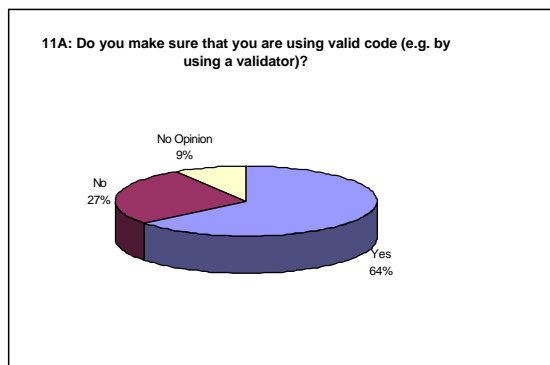
11A: Do you make sure that you are using valid code (e.g. by using a validator)?	Answers
Yes	273
No	115
No Opinion	38

11B: Do you pay attention to clear and consistent navigation?	Answers
Yes	377
No	28
No Opinion	26

11C: Do you offer text equivalents to your web pages?	Answers
Yes	332
No	79
No Opinion	17

11D: Do you use the W3C_WCAG guidelines?	Answers
Yes	231
No	88
No Opinion	51
Not answered	55

Graphical results



General comments

Similar as for question 10.

13. Question 12

Question

12. To advance the accessibility of websites, a number of internationally accepted standards and techniques have been developed. Before answering this questionnaire, were you already familiar with one or more of the following documents or tools?

Web Content Accessibility Guidelines 1.0

Yes

No

W3C-standards

Yes

No

ETSI-standards

Yes

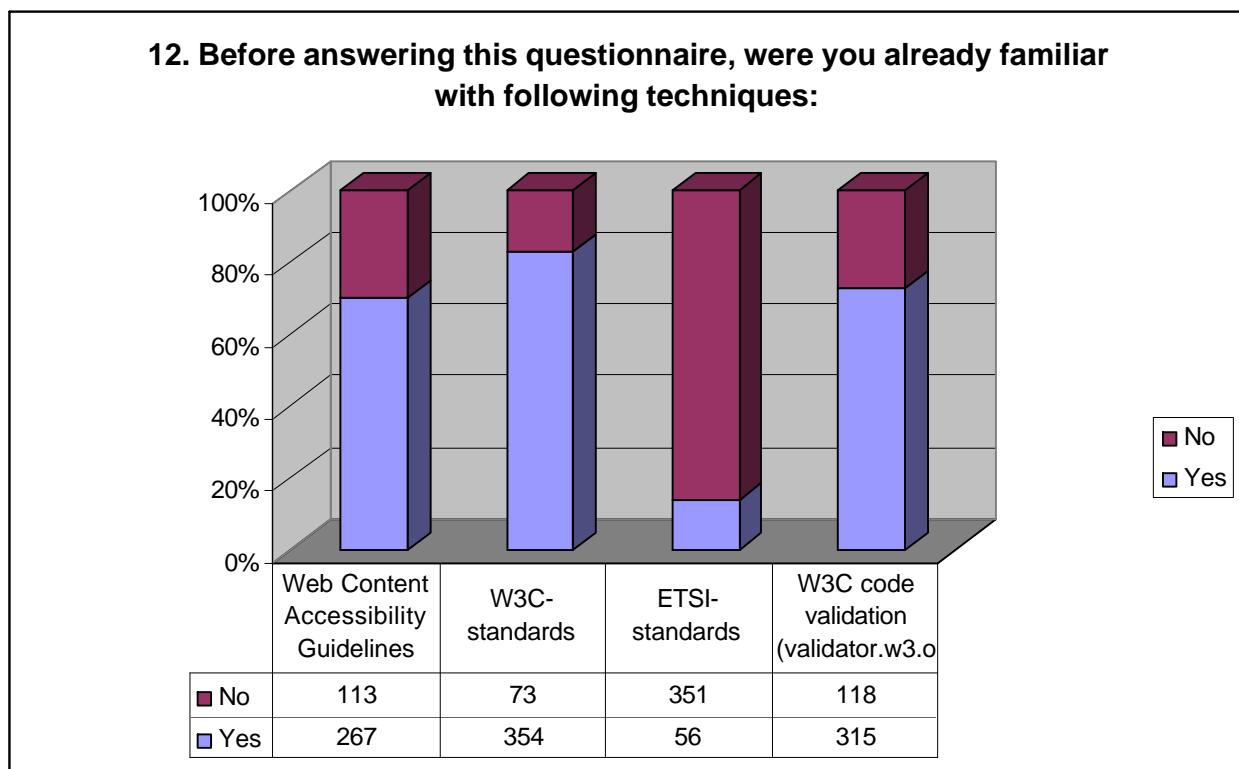
No

W3C code validation (validator.w3.org)

Yes

No

Results



General comments

Respondents to this questionnaire have clearly an above average knowledge of the standards relevant for accessibility.

14. Question 13: Testable criteria

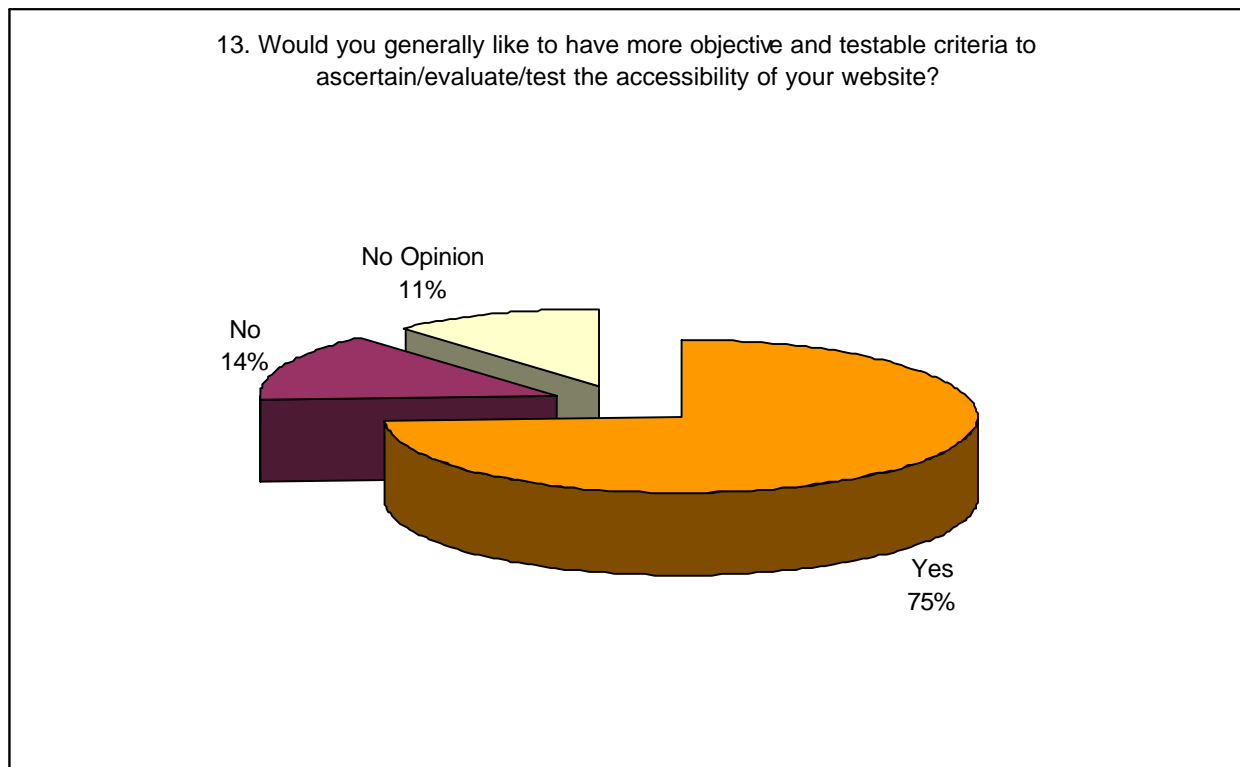
Question

13. The documents and tools in question 12 propose methods and techniques for the design of accessible websites. Would you generally like to have more objective and testable criteria to ascertain/evaluate/test the accessibility of your website?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
	<input type="checkbox"/> No opinion

Numerical results

Question 13	Yes	No	No Opinion
Would you generally like to have more objective and testable criteria to ascertain/evaluate/test the accessibility of your website?	284	55	44

Graphical results



General Comments

Self-explanatory.

15. Question 14

Question

14. Can you indicate the approximate yearly budget that is available for design, maintenance, changes, updates and improvements for your website?	€ <input type="text"/>
---	------------------------

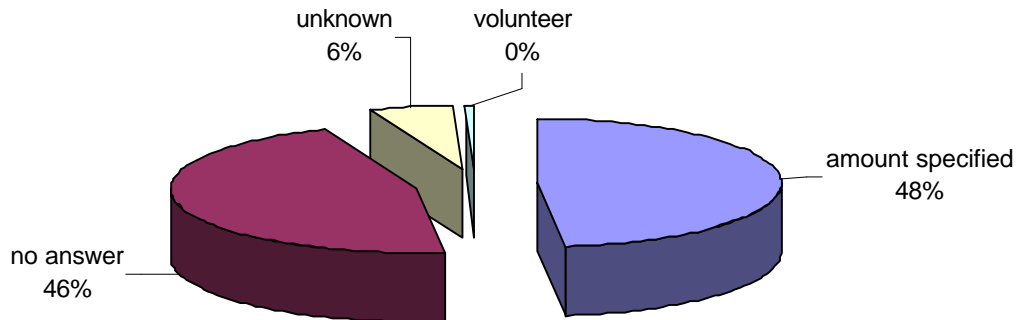
Numerical results

14. Yearly budget available for design, maintenance, changes, updates and improvements of the respondents website. Types of answers:	
amount specified	220
no answer	209
unknown	26
volunteer	2

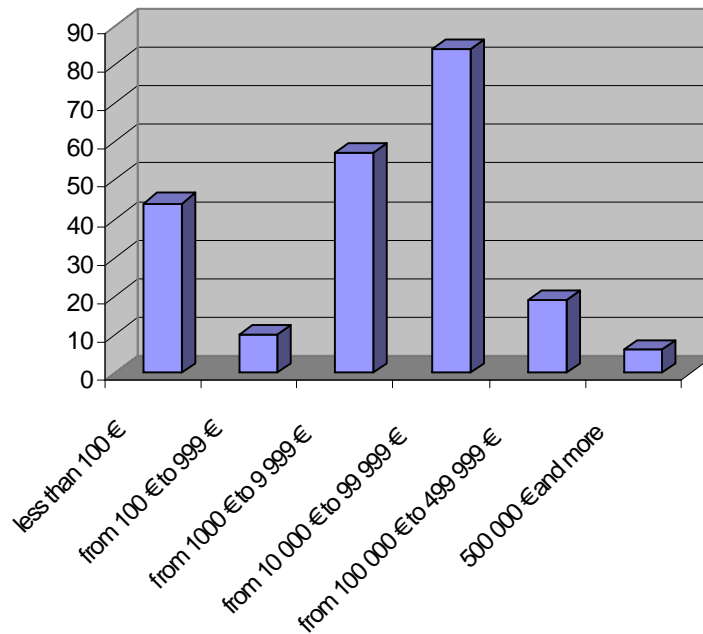
14. Yearly budget available for design, maintenance, changes, updates and improvements of the respondents website. Height of the available budget.	number of respondents
less than 100 €	44
from 100 € to 999 €	10
from 1000 € to 9 999 €	57
from 10 000 € to 99 999 €	84
from 100 000 € to 499 999 €	19
500 000 € and more	6

Graphical results

14. Yearly budget available for design, maintenance, changes, updates and improvements of the respondents website. Types of answers.



14b. Height of available yearly budget. Number of respondents



General comments

Due to the large difference in sizes of the respondents' organisations, it is evident that a wide range of amounts needed for maintaining the website would result. It therefore also does not make sense to calculate an average value.

16. Question 15: budget % for accessibility

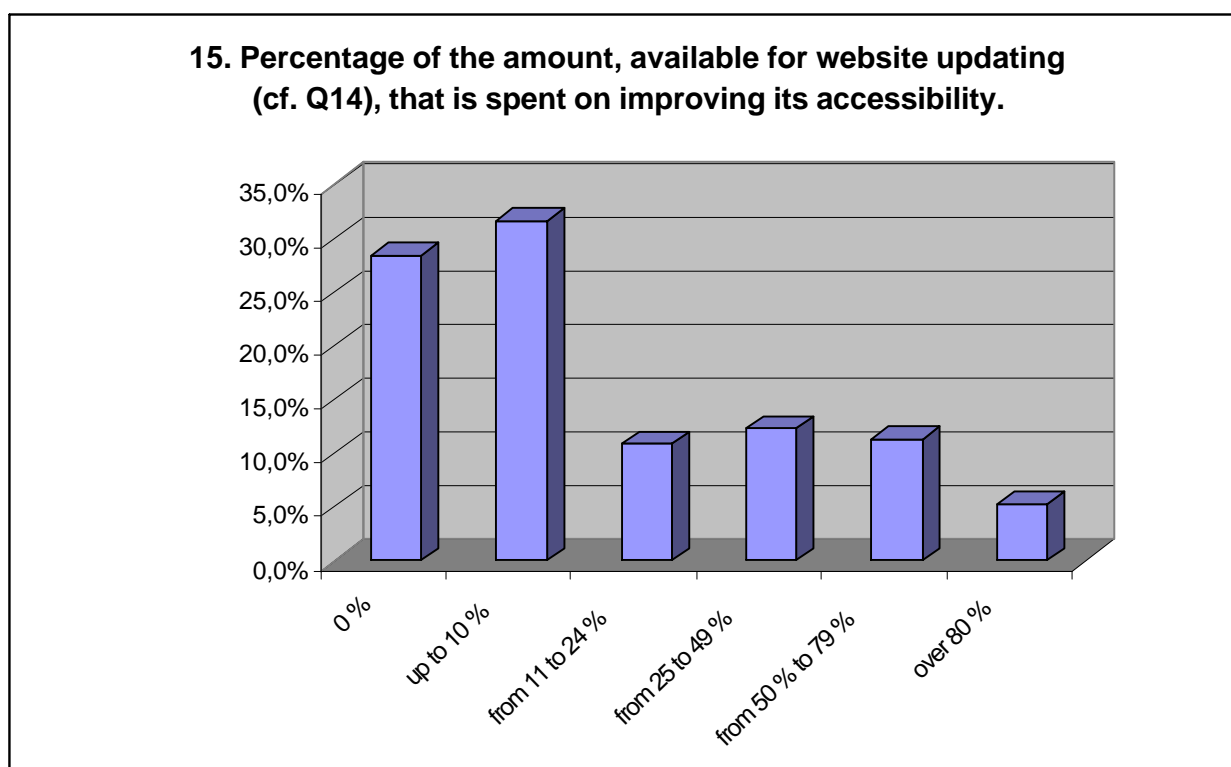
Question

15. What percentage of the total available budget given in question 14 for design, maintenance, changes, updates and improvements for your website do you actively attribute specifically to the accessibility of your current website?	% <input type="text"/>
---	------------------------

Numerical results

15. Percentage of the amount, available for website updating (cf. Q14), that is spent on improving its accessibility.	
0 %	28,4%
up to 10 %	31,8%
from 11 to 24 %	10,9%
from 25 to 49 %	12,3%
from 50 % to 79 %	11,4%
over 80 %	5,2%

Graphical results



General comments

Following earlier questions it is quite evident that some website owners do not spend money on accessibility (0%).

On the contrary, it seems strange that others spend over 80% of their maintenance budget on accessibility.

17. Question 16: Website update frequency

Question

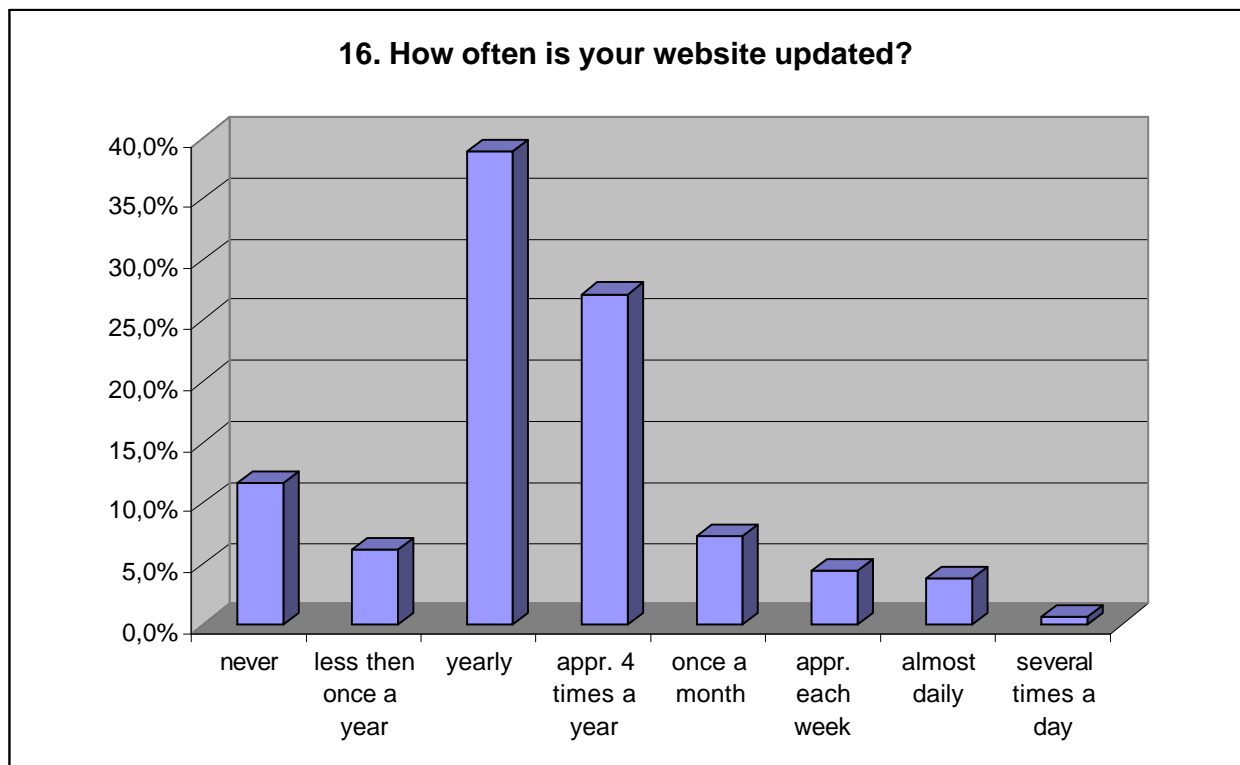
16. The possibility to change the accessibility of your website also depends on the life cycle of your website. How many times per year do you publish new releases of the website? This means adding features or changing the layout.

+/-

Numerical results

16. How often is your website updated?	
never	11,7%
less then once a year	6,2%
yearly	38,8%
app. 4 times a year	27,1%
each month	7,2%
app. each week	4,5%
almost daily	3,8%
several times a day	0,7%

Graphical results



General comments

The most striking result here is that 18% of the websites are only updated less than once a year or even not updated at all !

18. Question 17: Willingness for changes

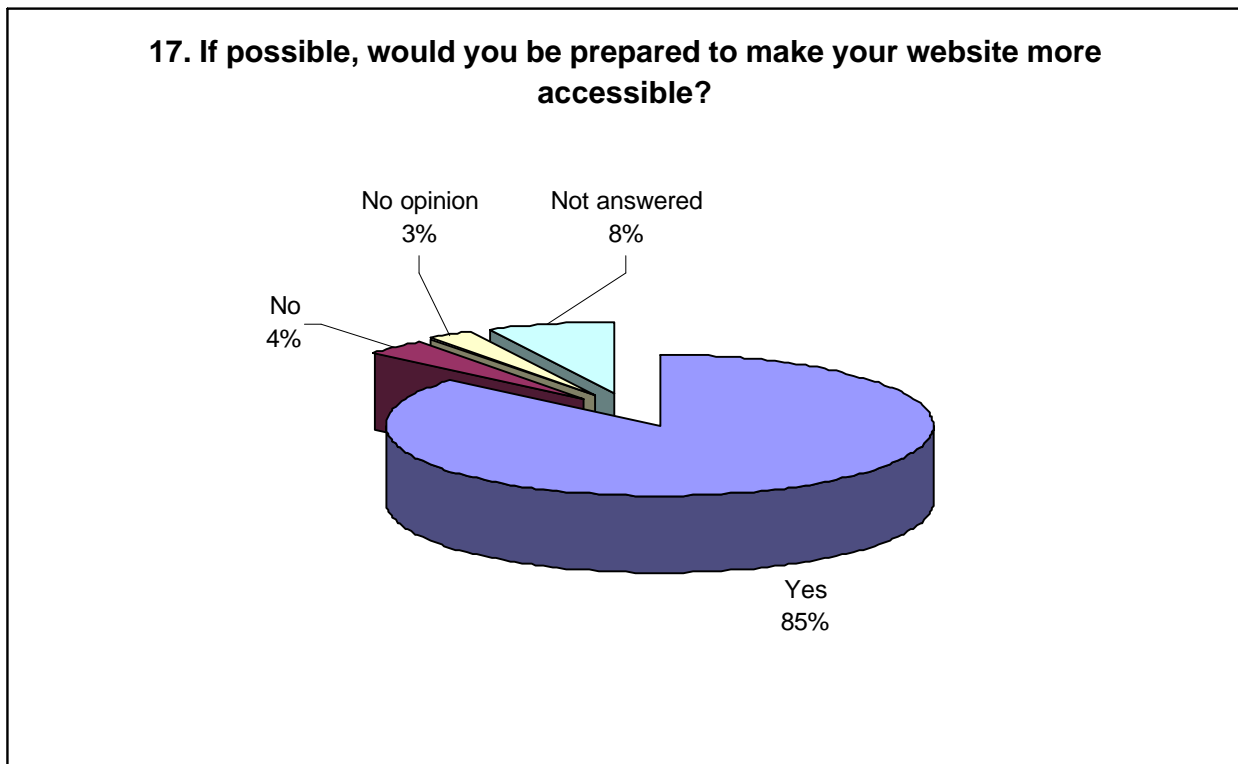
Question

17. If it is technically possible, would you be prepared to make your website (more) accessible for people with disabilities and the elderly?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No, <input type="text" value="because..."/>
	<input type="checkbox"/> No opinion

Numerical results

17. If it is technically possible, would you be prepared to make your website (more) accessible for people with disabilities and the elderly?	
Yes	399
No	17
No opinion	12
Not answered	35

Graphical results



General comments

The respondents are largely willing to make their websites accessible. This result must be used with caution however as, due to the type of groups that invited the respondents to fill in the questionnaire (cf Q4), some bias can be expected.

The respondents that answered “No” to this question gave following explanations:

- Our website is already accessible (5x)
- The WAI guidelines are sufficient
- We're aiming at younger users
- We would do it only for web pages for the general public
- Costs too high
- No reasons specified (7x)

Also some “Yes” respondents gave a comment:

- Our pages are already accessible
- We are making them accessible right now
- We are facing budget limitations

19. Question 18: Side effects of having a quality mark

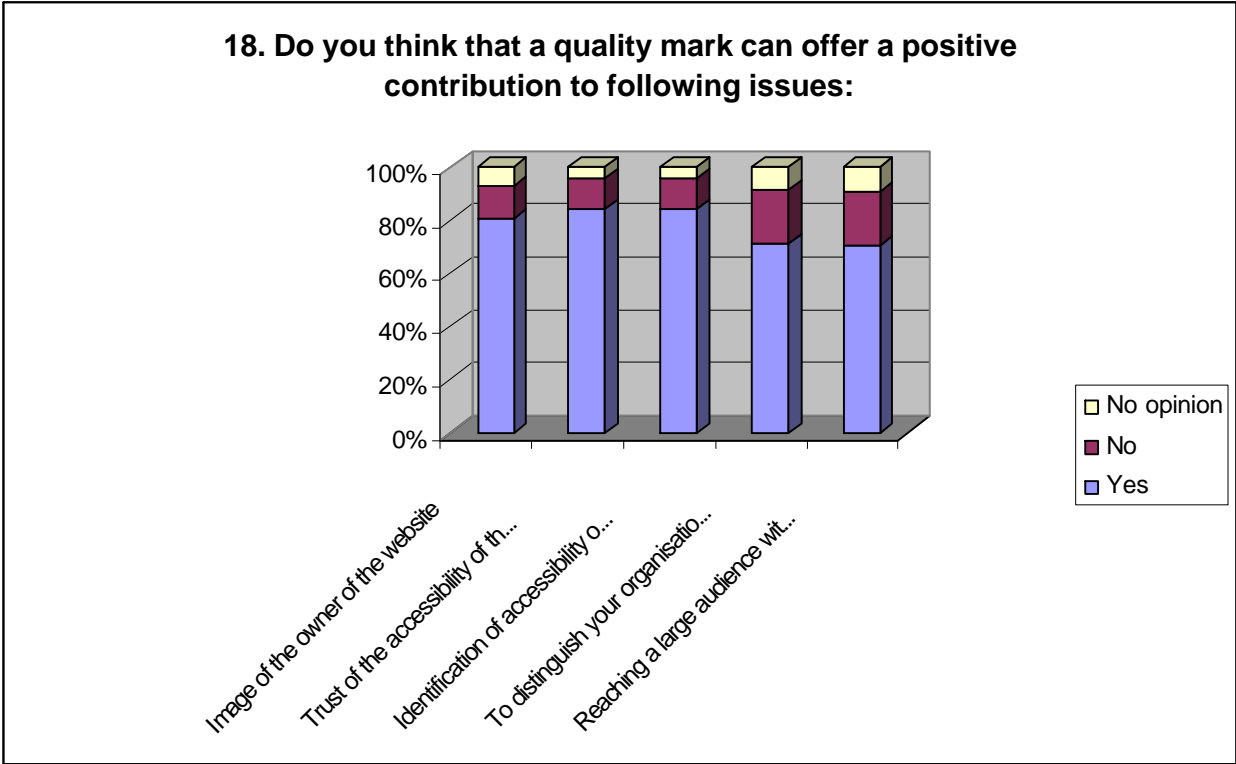
Question

<p>18. Do you think that a quality mark can offer a positive contribution to the following issues:</p>	<p>Image of the owner of the website</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> No opinion</p> <p>Trust of the accessibility of the website</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> No opinion</p> <p>Identification of accessibility of websites</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> No opinion</p> <p>To distinguish your organisation from others?</p> <p>To distinguish your organisation from other organisations/website owners/designers/builders</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> No opinion</p> <p>Larger Audience?</p> <p>With an accessible website you will reach a larger audience, including people with disabilities and therefore increase the Return On Investment.</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> No opinion</p>
--	--

Numerical results

18. Do you think that a quality mark can offer a positive contribution to the following issues:	Yes	No	No opinion
* Image of the owner of the website	310	47	26
* Trust of the accessibility of the website	321	42	17
* Identification of accessibility of websites	361	47	19
* To distinguish your organisation from other organisations/website owners/designers/builders	300	84	37
* Reaching a large audience with an accessible website, including people with disabilities and therefore increase the Return On Investment	303	86	40

Graphical results



General comments

In general most respondents agree that having earned a **quality mark** would benefit their image or even their return on investment positively

20. Question 19: Effects of a Web site quality mark logo

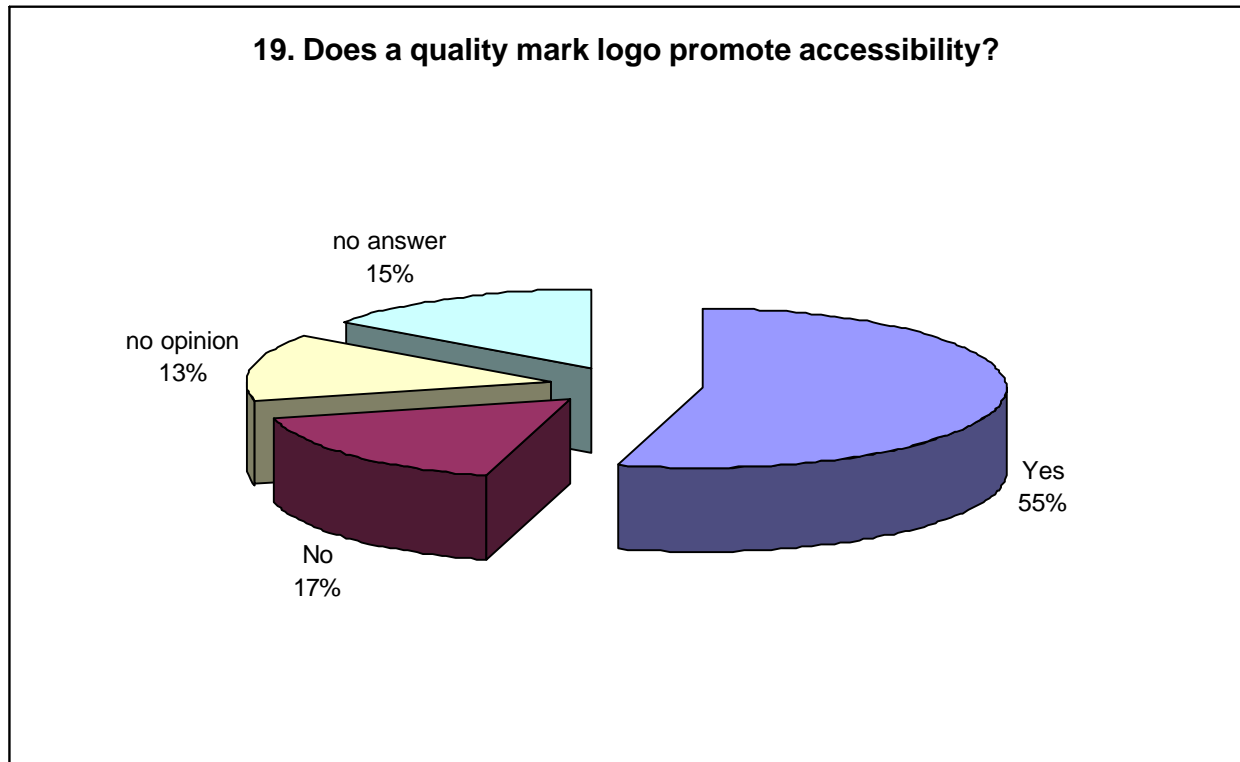
Question

<p>19. A Quality Mark logo indicates that a website complies with objective criteria. Do you think that this would promote accessibility?</p>	<p> <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> No opinion </p> <p>If you answered 'yes', why do you think this is a suitable means?</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> <p>If you answered 'no': why do you think this is not a suitable means and what would be a more suitable approach in your opinion?</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>
---	--

Numerical answers

19. A Quality Mark logo indicates that a website complies with objective criteria. Do you think that this would promote accessibility?	
Yes	254
No	80
no opinion	63
no answer	70

Graphical representation



General Comments

In Q19, respondents also had to give the reason for their Yes/No answers.

This led to a **huge number of opinions** that are copied in their raw form in Appendix I.

A specific study of these answers still needs to be made in order to draw real conclusions from this question.

21. Question 20: Acceptance of evaluation

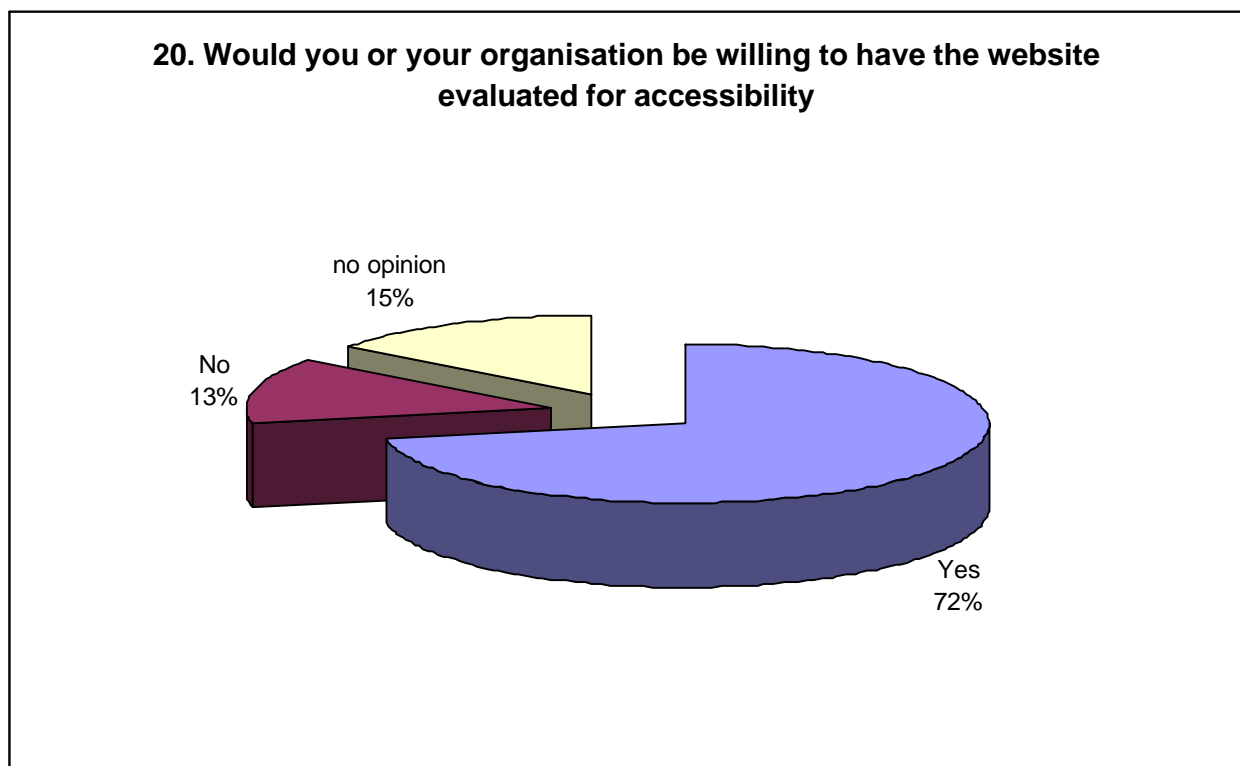
Question

20. The quality mark can be acquired by the owner of a website if he/she has the website evaluated. Would you or your organisation be willing to have the website evaluated for accessibility?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
	<input type="checkbox"/> No opinion

Numerical result

20. The quality mark can be acquired by the owner of a website if he/she has the website evaluated. Would you or your organisation be willing to have the website evaluated for accessibility?	
Yes	263
No	48
no opinion	54

Graphical representation



General comments

About 30% of the respondents has no strong feelings towards accessibility testing. Even 13% is opposed to it. From Q20 no reasons for this refusal can be deduced although many of them are obvious from the answers on question 19.

22. Question 21: Willingness to pay for evaluation

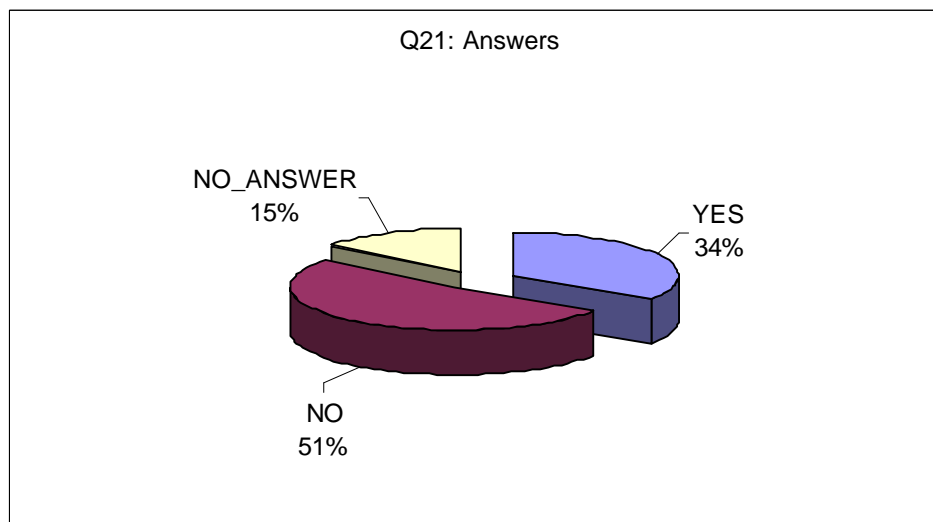
Question

21. Would you be willing to pay for an ongoing evaluation of your website?

Yes €

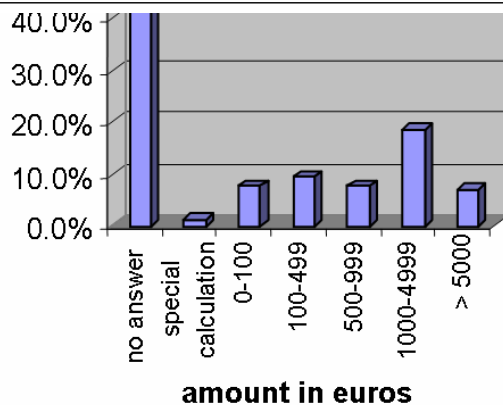
No

Graphical results for Yes/No question



valuation. However willing to pay. necessary to convince

willing to pay



General Comments

- slightly less than 50% of the respondents willing to pay, nevertheless do not give a price suggestion
- yearly fee suggestions vary from 0 € to 20 000 €, highest values are given by Swedish respondents, the lowest by people from France and Austria
- average value is 2218 €/year. This seems to be very much in accordance with the amounts charged for accessibility audits in the different countries.

23. Question 22: Budget for initial accessibility compliance?

Question

22. If your website is not conformant with the criteria, you could make the necessary changes to comply with the standards. Are you prepared to use budget for these changes. If yes, how much budget should organisation be willing to attribute to that (this is mostly a one time job)?	<input type="checkbox"/> Yes € <input type="text"/>
	<input type="checkbox"/> No

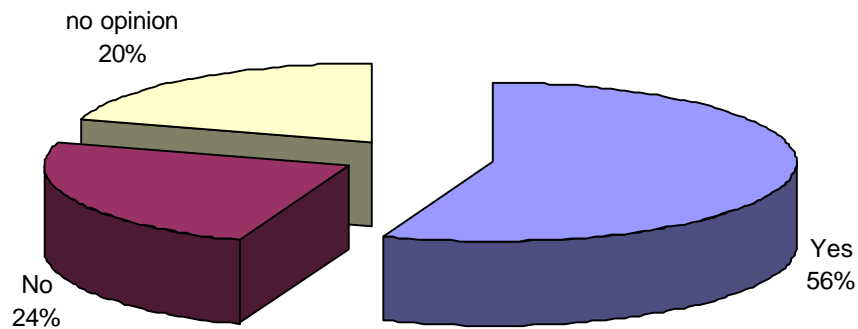
Numerical answers

22. If your website is not conformant with the criteria, you could make the necessary changes to comply with the standards. Are you prepared to use budget for these changes. If yes, how much budget should organisation be willing to attribute to that (this is mostly a one time job)?	
Yes	226
No	97
no opinion	82

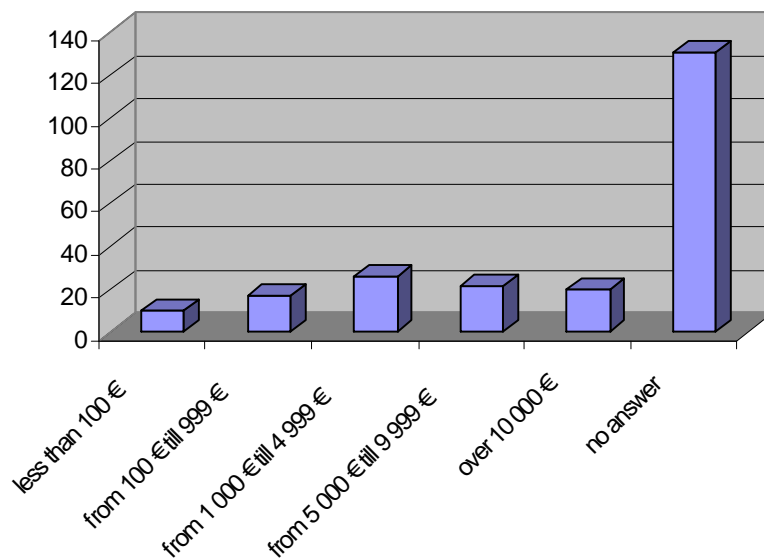
22b. Respondents willing to make the necessary changes to comply with the standards: how much budget would your organisation be willing to attribute to this?	
less than 100 €	10
from 100 € till 999 €	17
from 1 000 € till 4 999 €	26
from 5 000 € till 9 999 €	22
over 10 000 €	20
no answer	131

Graphical representation

22. Are you willing to pay for making your website compliant to accessibility standards?



22b: How much your organisation would be willing to pay for making the website compliant to accessibility standards? (number of respondents)



General comments

In general terms a value between 1 000 and 5 000 euro (average: 3 000 euro) seems acceptable.

24. Question 23: Procurement and accessibility

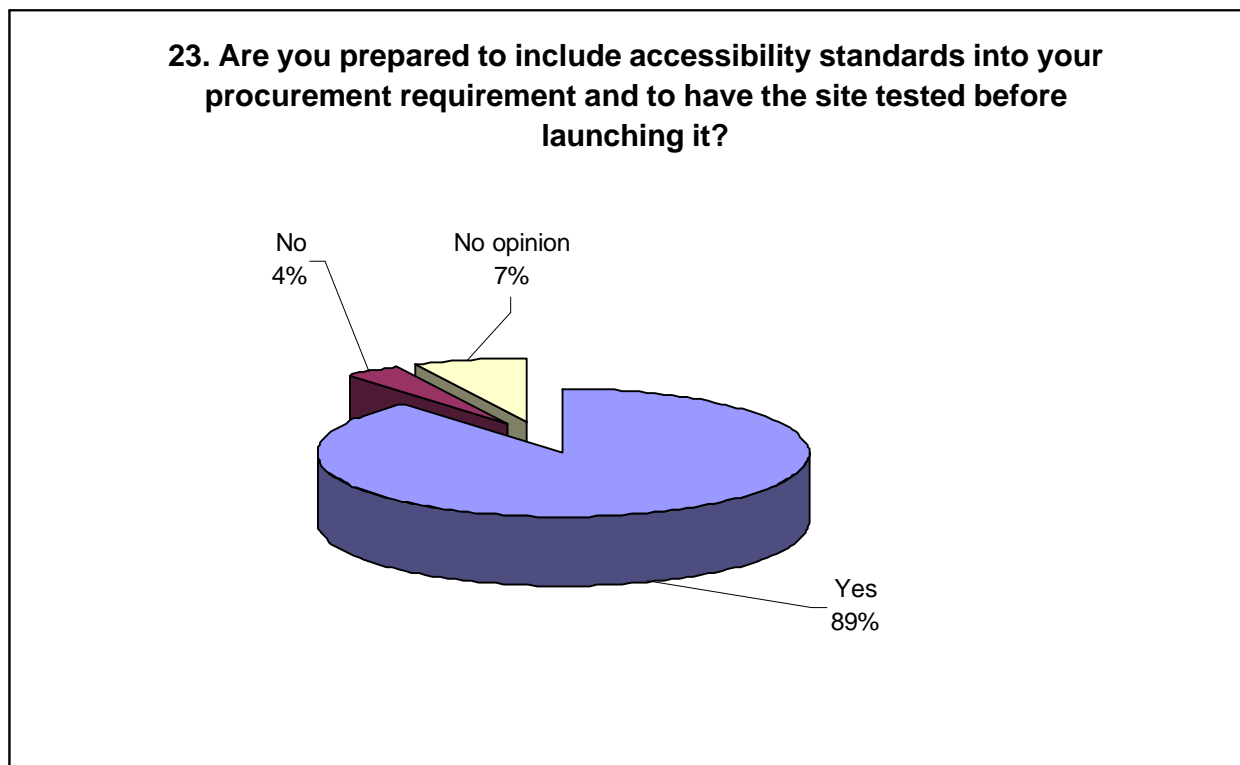
Question

23. If you construct a new website, are you prepared to include accessibility standards into your procurement requirement and also require the website to be tested for conformance with the quality mark standards before the official launch?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
	<input type="checkbox"/> No opinion

Numerical answers

23. If you construct a new website, are you prepared to include accessibility standards into your procurement requirement and also require the website to be tested for conformance with the quality mark standards before the official launch?	
Yes	374
No	16
No opinion	31

Graphical representation



General comments

A very high number is willing to mention accessibility standards in their procurement requirements.

25. Question 24: Accessibility requirements for external companies

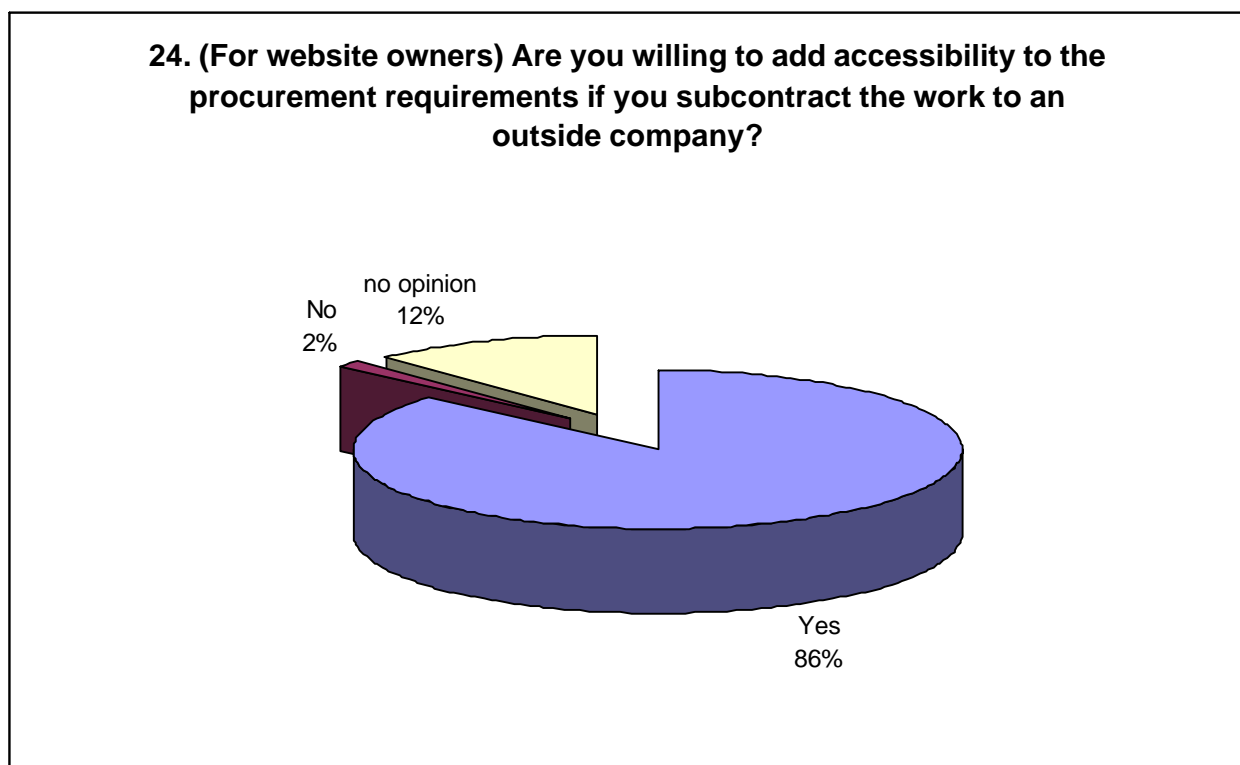
Question

<p>24. Many websites are not designed by the owner of the website but by external experts and companies. If you subcontract the work to a different company, are you prepared to add accessibility to the procurement requirements?</p>	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> No opinion
<p>(This question is not for 'webdesigners and companies' and/or 'website providers' (question 2))</p>	

Numerical answers

<p>24. Many websites are not designed by the owner of the website but by external experts and companies. If you subcontract the work to a different company, are you prepared to add accessibility to the procurement requirements?</p>	
<p>Yes</p>	<p>271</p>
<p>No</p>	<p>5</p>
<p>no opinion</p>	<p>38</p>

Graphical representation



General comments

Cf. previous question

26. Question 25: Quality mark as verification

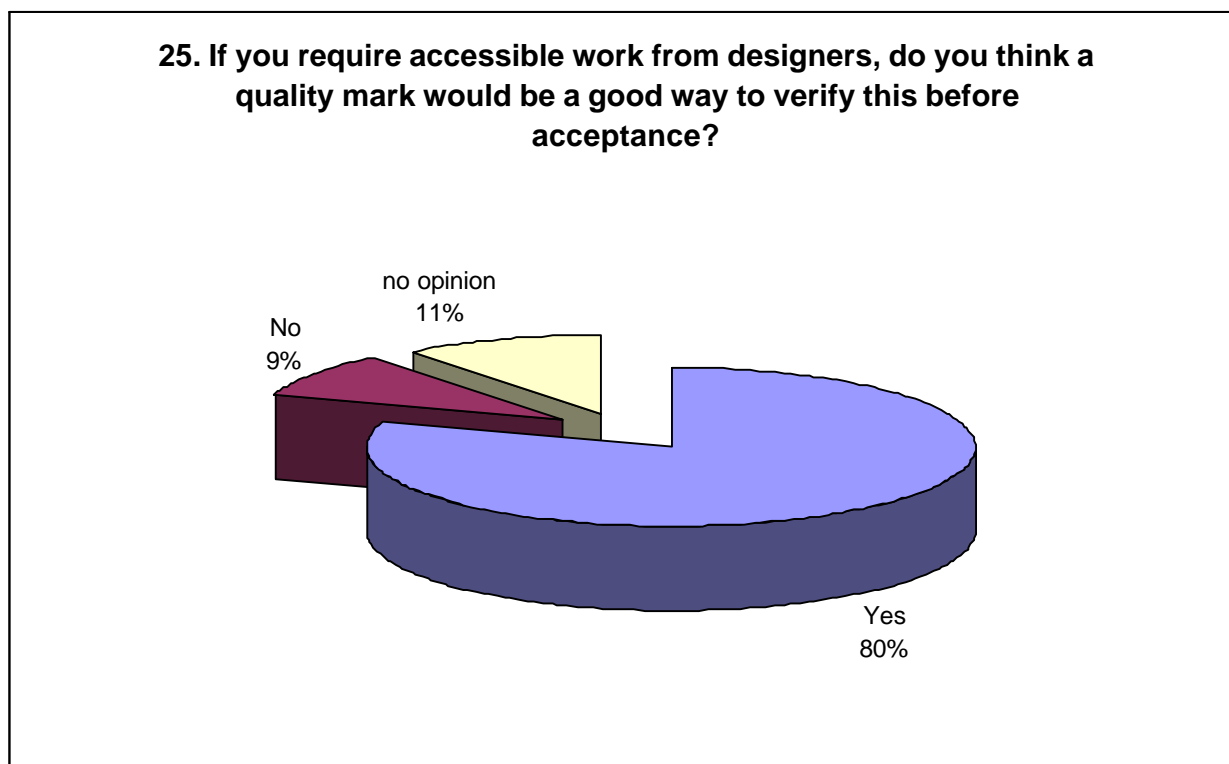
Question

25. If you require accessible work from website designers and builders, do you think a quality mark would be a good way to verify this before acceptance. (This question is not for 'webdesigners and companies' and/or 'website providers' (question 2))	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No opinion
--	--

Numerical answers

25. If you require accessible work from website designers and builders, do you think a quality mark would be a good way to verify this before acceptance.(This question is not for 'webdesigners and companies' and/or 'website providers' (question 2))	
Yes	229
No	26
no opinion	30

Graphical representation



General comments

The unrealistically high number of “yes” answers is probably linked to the overall situation of most respondents to this questionnaire.

27. Question 26: Requirement for accessibility

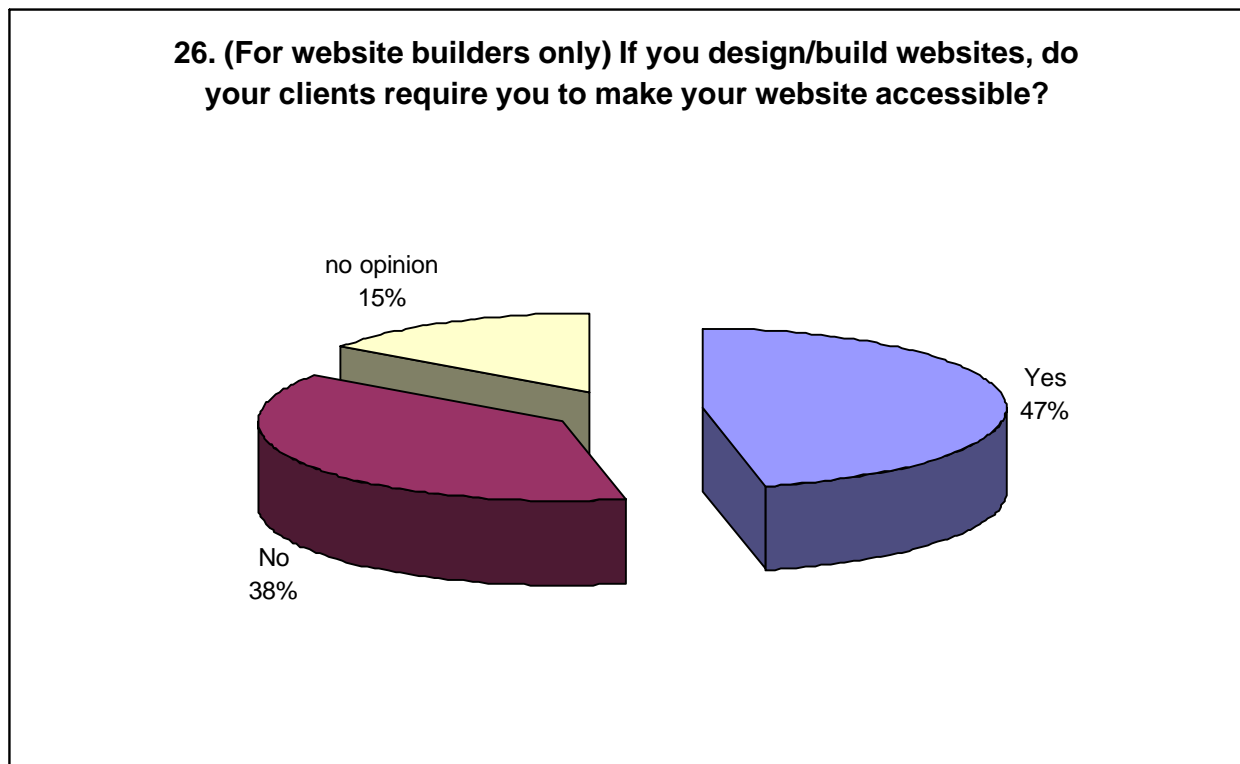
Question

26. If you design and/or build websites and for external clients, do your clients require you to make the website accessible? (This question is not for owners of websites (question 2))	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
	<input type="checkbox"/> No opinion

Numerical answers

26. If you design and/or build websites and for external clients, do your clients require you to make the website accessible? (This question is not for owners of websites (question 2))	
Yes	43
No	35
no opinion	14

Graphical representation



General comments

This is a typical chicken and egg problem: web builders expect web owners to ask for accessibility and web owners are not sufficiently aware of the capacities (in relation to accessibility) of the web builders they have contracted.

28. Question 27: Testing before delivery

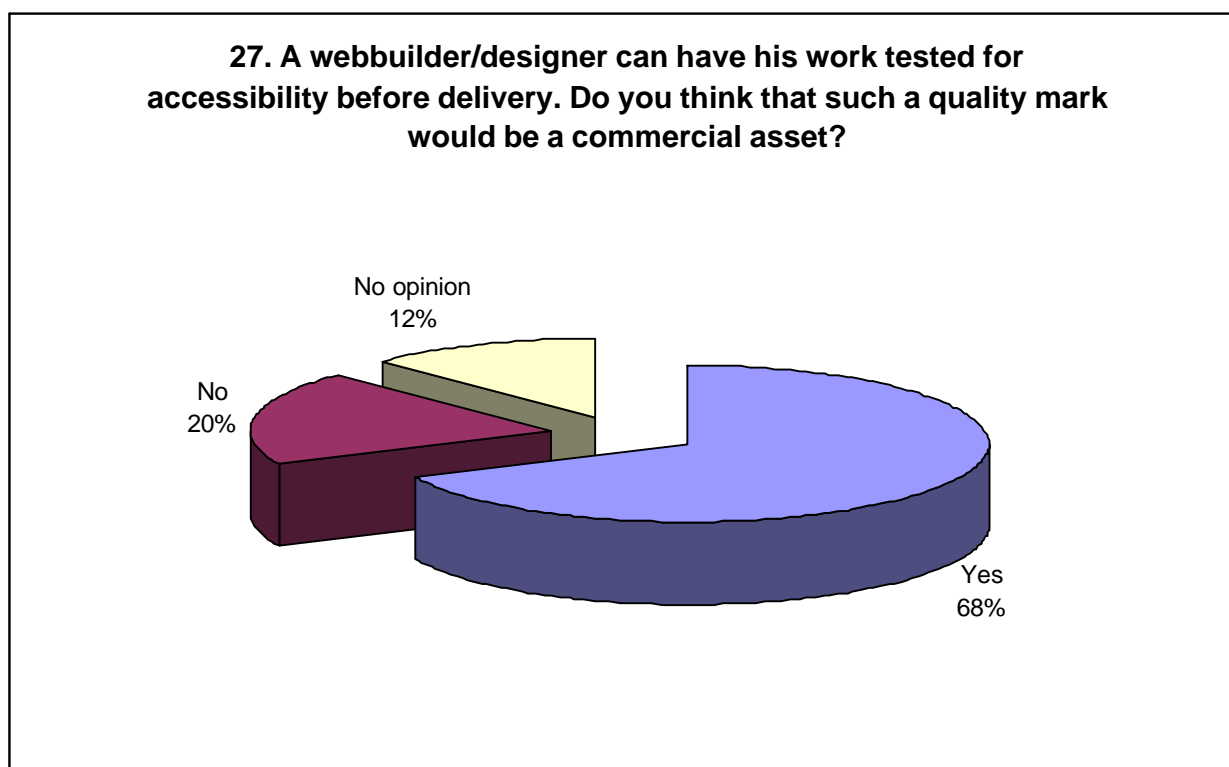
Question

27. A webbuilder/design company can have its work independently tested for accessibility before delivery. As a web design company, do you think that such a quality mark could help you better market the accessibility and quality of you website product? (This question is not for owners of websites (question 2))	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No opinion
---	--

Numerical answers

27. A webbuilder/design company can have its work independently tested for accessibility before delivery. As a webdesign company, do you think that such a quality mark could help you better market the accessibility and quality of you website product? (This question is not for owners of websites (question 2))	
Yes	66
No	19
No opinion	12

Graphical representation



General comments

This results stresses the high importance of the creation of a European wide quality mark

29. Question 28: Stimulating web site owners by web site builders

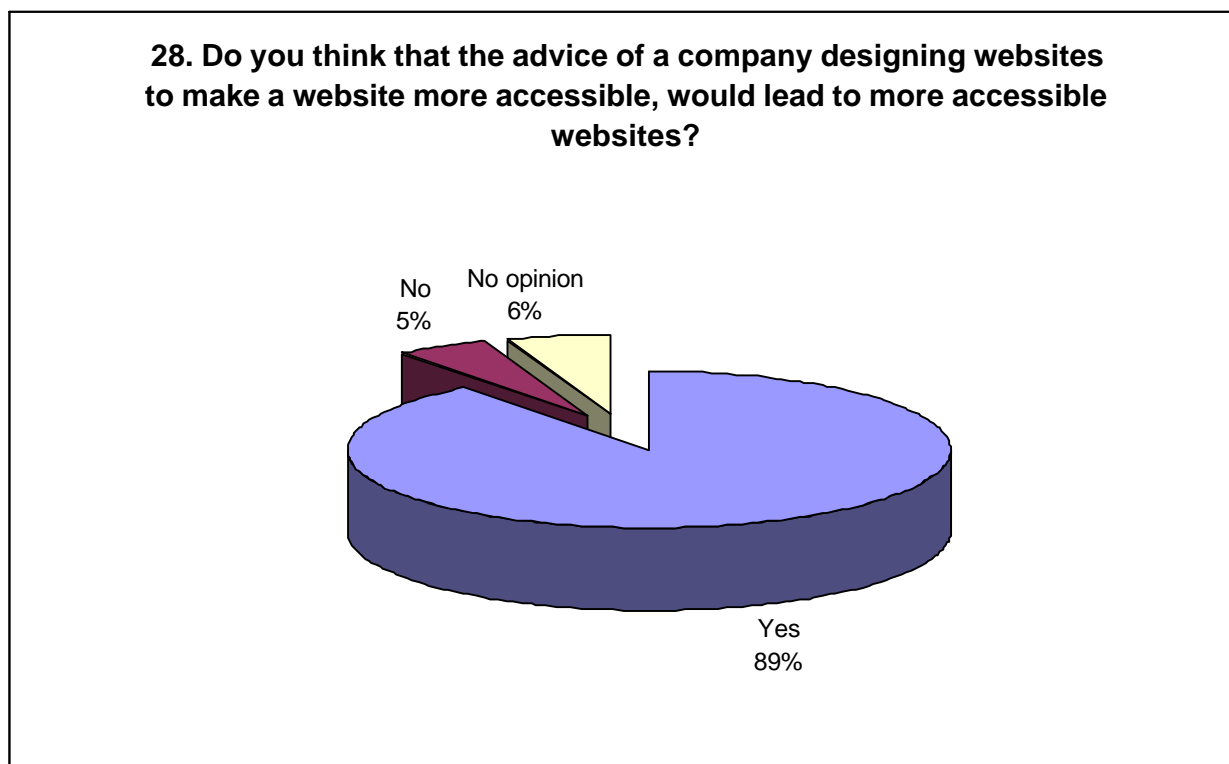
Question

28. Webbuilders and designers could play a role in making the web more accessible by drawing the attention of website owners to accessibility. Do you think that the advice of a company designing or building a website to make the website accessible, will lead to more accessible websites?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> No opinion
---	---

Numerical answers

28. Webbuilders and designers could play a role in making the web more accessible by drawing the attention of website owners to accessibility. Do you think that the advice of a company designing or building a website to make the website accessible, will lead to more accessible websites?	
Yes	367
No	20
No opinion	23

Graphical representation



General comments

Self-explanatory

30. Question 29: Interest for training (general)

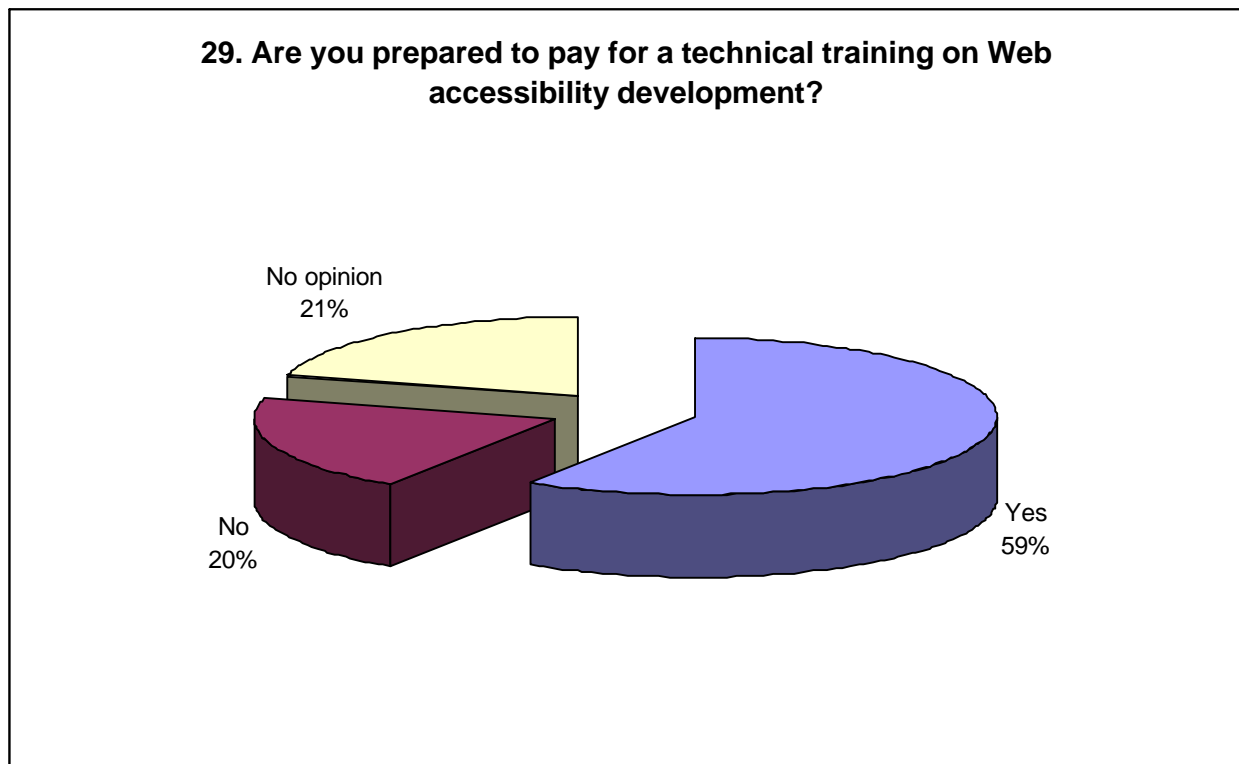
Question

29. If your website is not conformant with the criteria, you could make the necessary changes to comply with the standards. Are you prepared to pay a technical training about Web accessibility development ?	<input type="checkbox"/> Yes
	<input type="checkbox"/> No
	<input type="checkbox"/> No opinion

Numerical result

29. If your website is not conformant with the criteria, you could make the necessary changes to comply with the standards. Are you prepared to pay a technical training about Web accessibility development ?	
Yes	239
No	80
No opinion	84

Graphical result



General comment

None

31. Question 30: Interest for training (web builders)

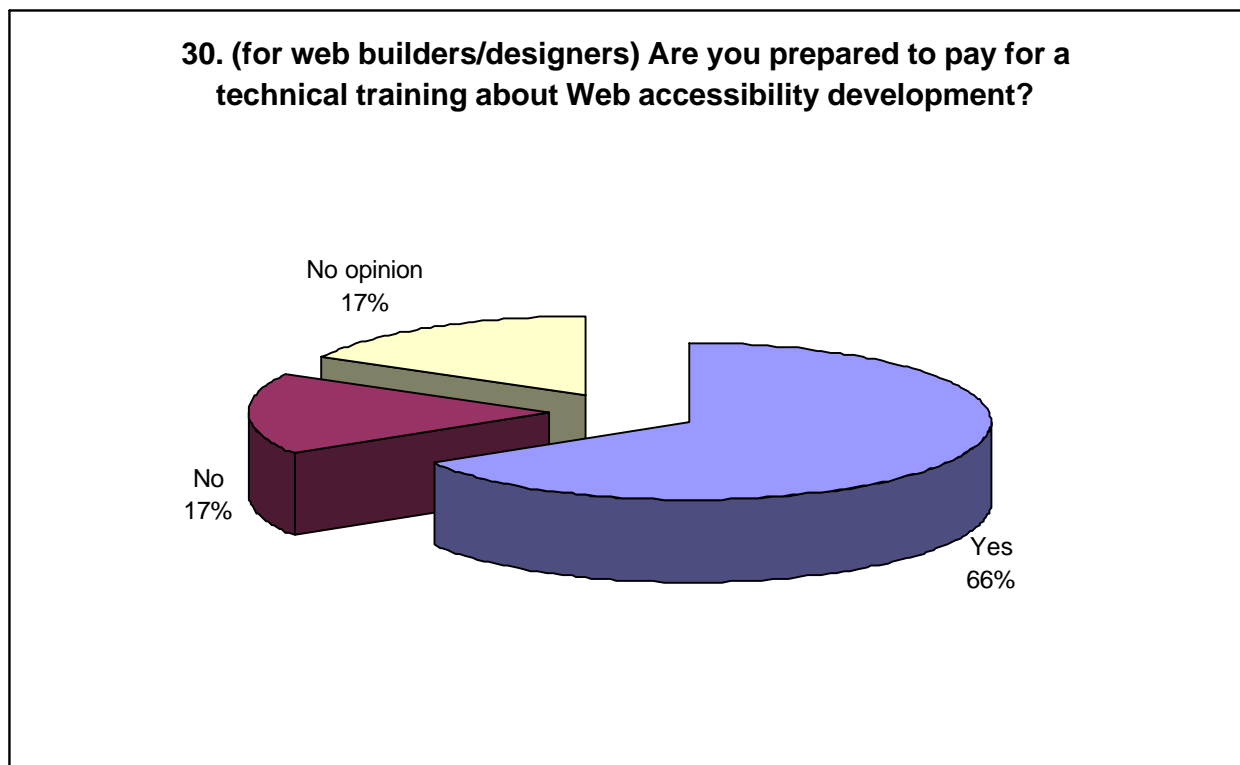
Question

30. Webbuilders and designers could play a role in making the web more accessible by drawing the attention of website owners to accessibility. Are you prepared to pay a technical training about Web accessibility development? (This question is not for owners of websites (question 2))	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No opinion
--	--

Numerical result

30. Webbuilders and designers could play a role in making the web more accessible by drawing the attention of website owners to accessibility. Are you prepared to pay a technical training about Web accessibility development? (This question is not for owners of websites (question 2))	
Yes	74
No	19
No opinion	19

Graphical result



General comments

None

32. Web site owners: services wanted

Question

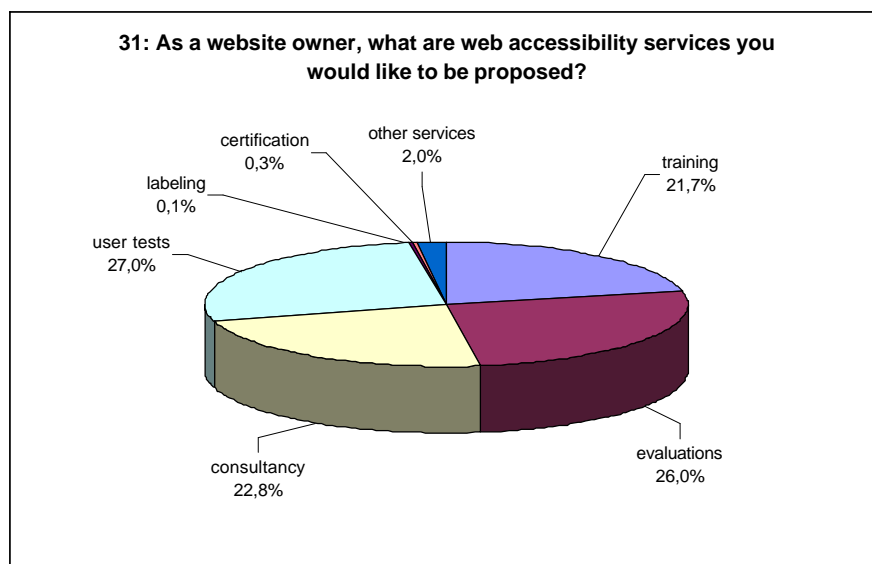
<p>31. As a web site owner, what are web accessibility services you would like to be proposed ?</p> <p>(This question is not for Webbuilders and designers of websites)</p>	<input type="checkbox"/> training <input type="checkbox"/> evaluations <input type="checkbox"/> consultancy <input type="checkbox"/> user tests <input type="checkbox"/> Others i.e.: <input style="width: 100%;" type="text"/>
---	--

Numerical results

As a web site owner, what are web accessibility services you would like to be proposed?	answers
training	160
evaluations	191
consultancy	168
user tests	199
labelling	1
certification	2
others i.e.:	15

Remark: more than one option could be ticked, therefore the total number is higher than the number of respondents.

Graphical results



General comments:

About a dozen extra services, not mentioned in the questionnaire, were suggested. They are:

- Documentation
- Need for an a-political platform for knowledge exchange between service providers, designers and users
- Research and development
- Services should be provided by national organisations to other organisations with lower financial capabilities
- User testing is much more important than criteria building
- Online helpdesk with tools
- If we had a budget for it...
- Software
- Online guides and resources
- Conferences
- Assessment of professionals offering training, consultancy...
- Alt-text generator for images and pictures
- Not specified

This might suggest however that certification is not (yet) a priority for most Web site owners. To be compared with the results of question 32 !

33. Web site builders: services wanted

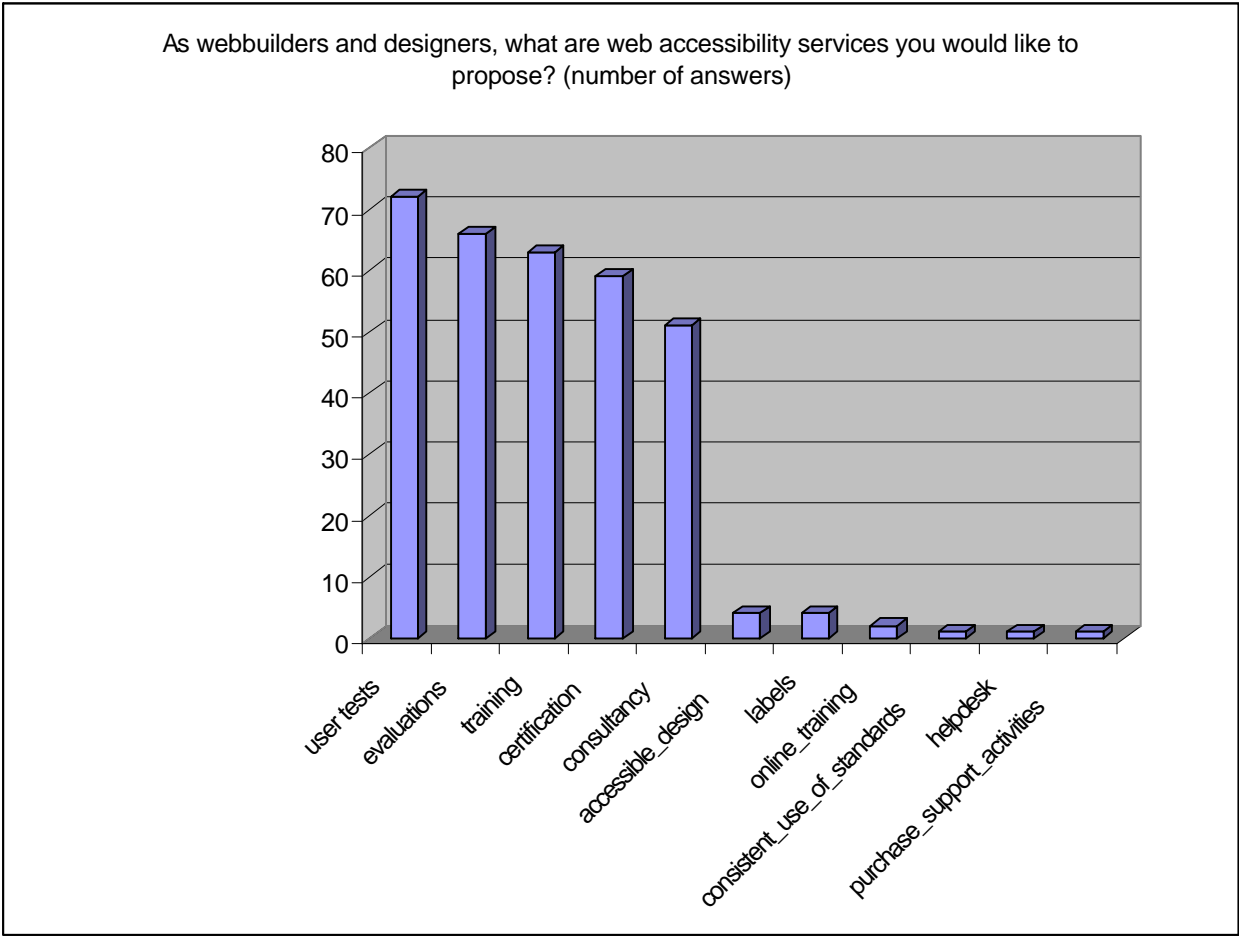
Question

<p>32. As Webbuilders and designers, what are web accessibility services you would like to propose ?</p> <p>(This question is not for owners of websites (question 2))</p>	<input type="checkbox"/> training <input type="checkbox"/> evaluations <input type="checkbox"/> consultancy <input type="checkbox"/> user tests <input type="checkbox"/> certification <input type="checkbox"/> Others i.e.: <input style="width: 100%;" type="text"/>
--	--

Numerical results

As webbuilders, what web accessibility services would you like to propose?	answers	perc.
user tests	72	22,2%
evaluations	66	20,4%
training	63	19,4%
certification	59	18,2%
consultancy	51	15,7%
accessible_design	4	1,2%
labels	4	1,2%
online_training	2	0,6%
consistent_use_of_standards	1	0,3%
helpdesk	1	0,3%
purchase_support_activities	1	0,3%

Graphical results



General comments

For web industry, certification emerges as a real need !

34. Knowledge of web accessibility quality marks

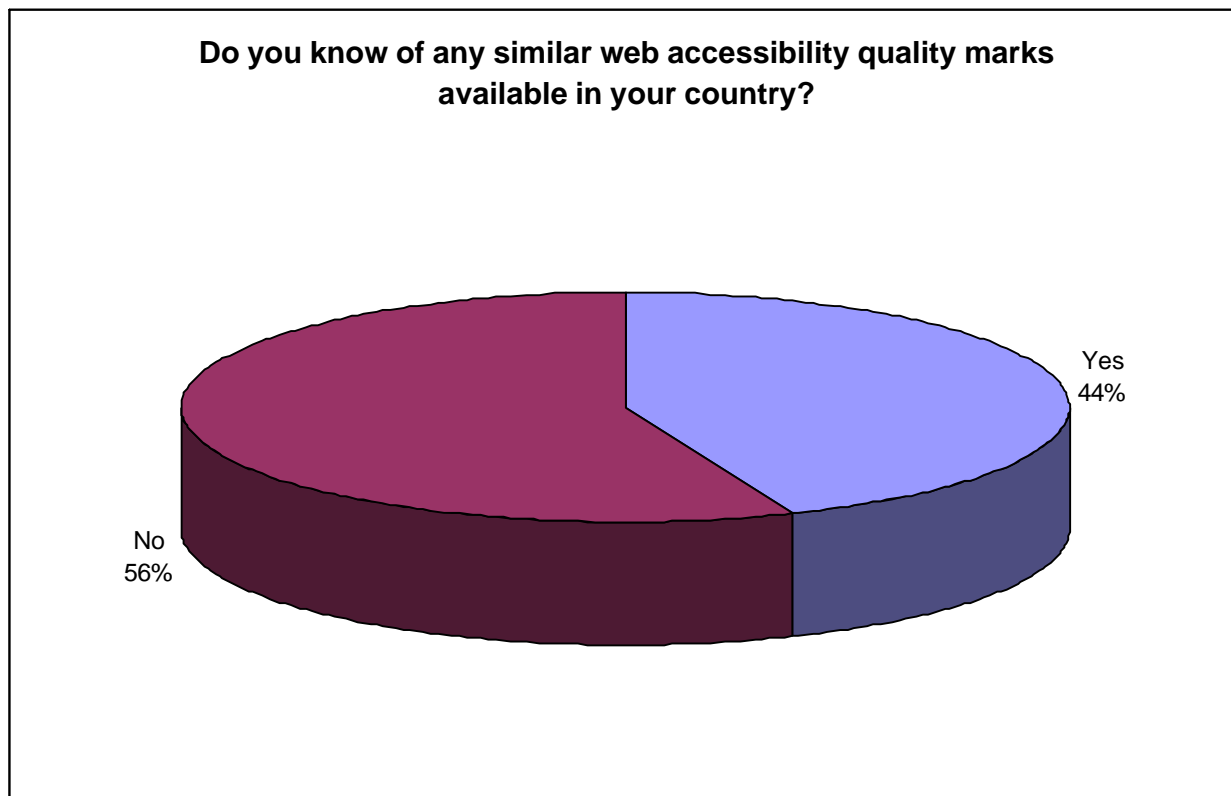
Question

33. Do you know of any similar web accessibility quality marks already available in your country?	<input type="checkbox"/> Yes, please indicate website of the quality mark below
	<input type="checkbox"/> No

Numerical results: Yes/No question

'Do you know of any similar web accessibility quality marks already available in your country?	answers
Yes	178
No	227

Graphical result:



Numerical results:

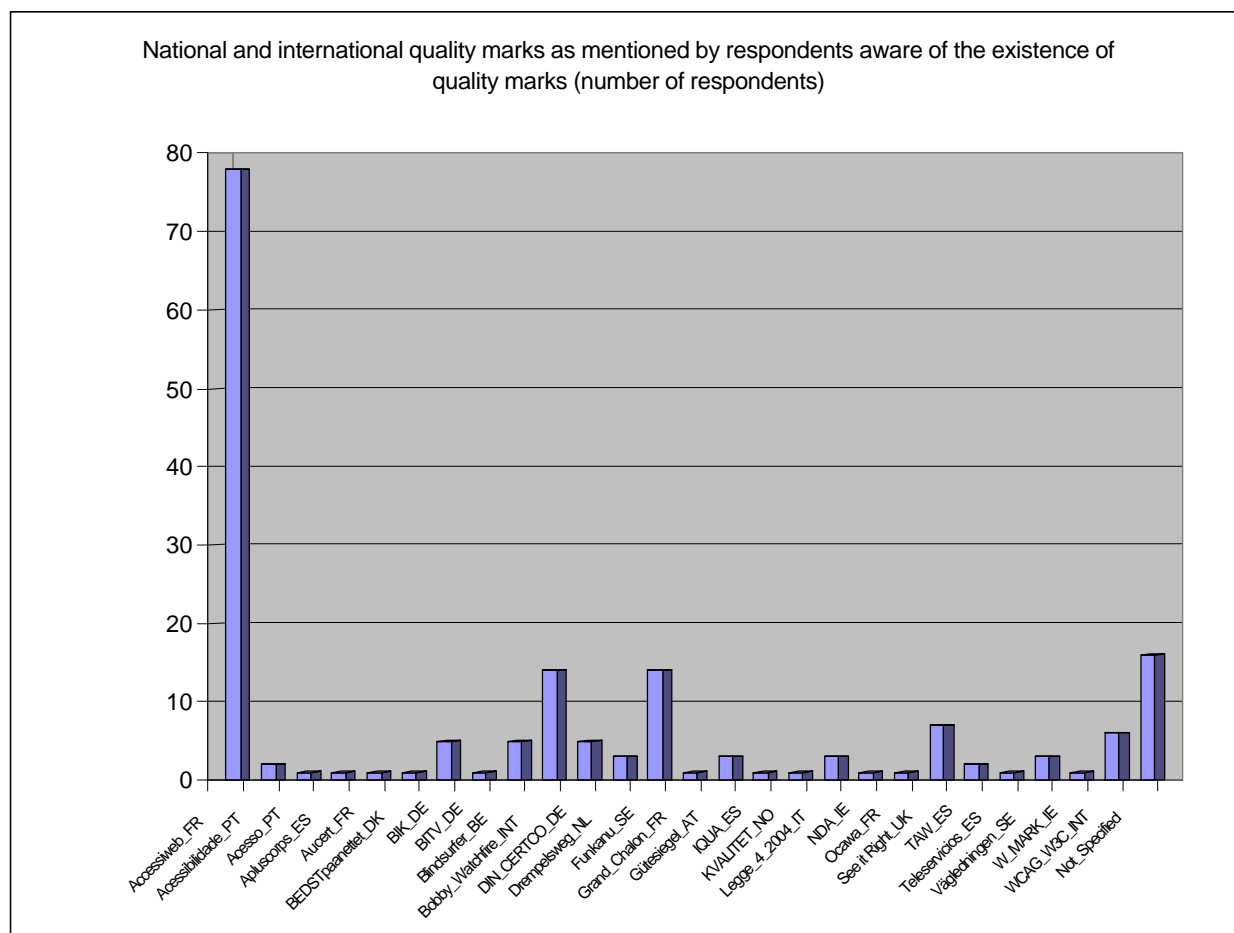
Which quality mark do you know?.

Answers from respondents aware of the existence of a quality mark.

Quality Marks	number
Accessiweb_FR	78
Acessibilidade_PT	2
Acesso_PT	1
Apluscorps_ES	1
Aucert_FR	1
BEDSTpaanettet_DK	1
BIK_DE	5
BITV_DE	1
Blindsurfer_BE	5
Bobby_Watchfire_INT	14
DIN_CERTCO_DE	5
Drempelsweg_NL	3
Funkanu_SE	14

Grand_Chalon_FR	1
Gütesiegel_AT	3
IQUA_ES	1
KVALITET_NO	1
Legge_4_2004_IT	3
NDA_IE	1
Ocawa_FR	1
See it Right_UK	7
TAW_ES	2
Teleservicios_ES	1
Vägledning_SE	3
W_MARK_IE	1
WCAG_W3C_INT	6
Not_Specified	16

Graphical results



Additional info: mentioned quality marks per country

Austria	
Gütesiegel_AT	3
Belgium	
Blindsurfer_BE	5
Denmark	
BEDSTpaanettet_DK	1
France	
Accessiweb_FR	78
Aucert_FR	1
Grand_Chalon_FR	1
Ocawa_FR	1
Germany	
BIK_DE	5
BITV_DE	1
DIN_CERTCO_DE	5
Ireland	
NDA_IE	1
W_MARK_IE	1
Italy	
Legge_4_2004_IT	3

Netherlands	
Drempelsweg_NL	3
Norway	
KVALITET_NO	1
Portugal	
Acessibilidade_PT	2
Acesso_PT	1
Spain	
Apluscorps_ES	1
IQUA_ES	1
TAW_ES	2
Teleservicios_ES	1
Sweden	
Funkanu_SE	14
Vägledningen_SE	3
United Kingdom	
See it Right_UK	7
International	
Bobby_Watchfire_INT	14
WCAG_W3C_INT	6

General comments

- Many respondents **confuse** “guidelines” with quality marks/certification or even with standard tools.
- The quality marks mentioned are typical for their originating countries and are never mentioned by respondents from other countries.
- For some countries only one major national quality mark is given (France, Austria, Belgium, Italy, Netherlands)
- Most countries have two or more quality marks
- In all countries some respondents prefer to point to international initiatives (WCAG , Bobby) instead of national ones
- About 10 % of the respondents aware of the existence of quality marks state that they do NOT believe in the quality or the relevance of testing procedures!

Some of the remarks are:

- There are a huge number of them e.g. Bobby, but they are largely meaningless without user testing (UK)
- The Bobby logo is a sufficient guarantee for web site accessibility (FR)
- WCAG and Bobby are flawed and counterproductive (UK)
- Nothing one shall trust (SE)
- Too many and none is sufficient (FR)(2x)
- There are too many self defined "standards" (UK)
- We use WCAG, NCAM, Bobby but none of these are certified quality marks (USA)

J. Engelen
April 5, 2005

Appendix I

Answers to Question 19:

19. A Quality Mark logo indicates that a website complies with objective criteria. Do you think that this would promote accessibility?

Give the reasons for your Yes/No answer.

A. Respondents answering “Yes” added:

- OUI car cela créera un sentiment de confiance et de qualité et les internautes voudront utiliser uniquement les sites labellisés.
- Raise awareness of accessibility
- Vorbildfunktion - es trägt zur weiteren Thematisierung bei, wodurch weitere Personen / Institutionen / Firmen auf die Problematik aufmerksam werden. Vielleicht löst es hin und wieder auch eine Art "Gru
- weil zusätzlich zu qualitativen Steigerung der Sites wahrscheinlich auch ein "dazugehör"-Effekt bei Web-Entwicklern entstehen wird
- It would encourage the owners to maintain accessibility, and stimulate others to conform to the standards
- es ist ein sichtbarer Hinweis auf Zugänglichkeit
- Ein einheitliches, anerkanntes Gütesiegel kann als "Vorzeigeobjekt" gegenüber PartnerInnen/AuftraggeberInnen/FördergeberInnen dienen. Durch die Erlangung einer Zertifizierung besteht somit ein Untersc
- "X" hat es, also muß ich es auch haben. Sobald ein Gütesiegel einen gewissen Bekanntheitsgrad erreicht, ist seine Beschaffung unumgänglich.
- Nur bedingt, da der Test nur einen Zeitpunkt abbildet.
- Ein Gütesiegel vermittelt, dass die Qualität eines Produkts einem gewissen Standard entspricht. D.h. das Vertrauen in zertifizierte Websites steigt (wie auch die Erwartungshaltung des Benutzers).
- Messbarkeit, Bewertbarkeit
- Hauptsächlich Bewusstseinsbildung der Gesellschaft; Seiten die Accessible sind, sind für nicht Behinderte Personen nicht als solche erkennbar, einheitliches Logo läßt dies auf den ersten Blick erkenne
- Wenn die Wertigkeit des Gütesiegels eine weite Verbreitung findet durchaus.
- ein anerkanntes gütesiegel besitzt werbewert für seine träger
- Hinweis auf Standardisierung, damit auf zumindest Mindestkriterienenerfüllung
- Man kann die Accessibility eindeutig anhand des Gütesiegels nachweisen. Dies könnte in Zukunft auch ein Qualitätskriterium sein.
- Detaillierte objektive Kriterien zur Umsetzung von Accessibility würden die raschere und konsequentere Umsetzung der WAI-Guideline von W3C ermöglichen.
- Einheitlicher Standard
- Rückt die Problematik mehr in die Öffentlichkeit
- ja, wäre ein Anfang
- jedes Gütesiegel erweckt den Anschein von Legalität
- Motivation für Webdesigner u. Eigner
- Ein Gütesiegel zeigt Kompetenz und Wissen
- Par émulation et souci de la concurrence
- Display of a logo of compliance would encourage other government departments to achieve same.
- Ja - unter der Voraussetzung, dass wirklich alle Seiten barrierefrei sind. D.h. einfach nachprüfbar - und das würde vermutlich das Vertrauen fördern.
- Se determinan procedimientos y normas que son de cumplimiento obligado para poder disponer del logotipo, además de revisiones y evaluaciones periódicas que obligan a un mantenimiento adecuado
- Yes, because it is certifiable (unlike the WAI voluntary logos)
- da visibilidad a la accesibilidad
- Wenn das Gütesiegel beworben wird ja, weil es für den "normalen" User ein Bewusstsein für dieses Problem schafft

- Yes, it may encourage other users to use the website.
- Ja, dann Verstöße gegen die Kriterien belegbar sind und einen Handlungsanstoß darstellen (können).
- Objektivere Beurteilung einer Website. Nicht jeder kann sich dann das Qualitätssiegel auf seine Seite einbinden und behaupten, es wäre barrierefrei. Missbrauchsmöglichkeiten von Barrierefreiheits-Logos
In the absence of webmasters etc understanding how people people with disabilities use the web and the issues they encounter, providing objective testable criteria will help web masters/developers to
- A quality mark would probably increase the awareness and willingness to fulfill the guidelines. But it is also very important that there is a follow-up. A web site that is accessible today might not be it later
- Once users understand the purpose of accessibility, they probably will consider quality marked websites as more reliable and "user friendly". Hopefully, this will have the same effect as environmental
- objektiv prüfbare Kriterien entschärfen den Glaubenskrieg, allerdings gibt es viele weiche Faktoren, die von jeder Zielgruppe anders bewertet werden. Eine Anzahl von objektiv prüfbaren Kriterien spric
- Nur wenn das Gütesiegel allgemein bekannt ist, genutzt wird.
- rentrer dans une stratégie de communication cohérente
- to the point
- grenzen in der bewertung von usability sind nicht scharf, ein gütesiegel würde viel zur objektivierung und bewertbarkeit beitragen, sollte allerdings möglichst international/global sein
- Weil man davon ausgehen kann, dass ein solches Siegel nur an Organisationen verliehen wird, die um Accessibility bemüht sind.
- To get responsible managers aware of accesibility requirements and what to look for when chosing development services
- Corresponde à identificação de um nível de qualidade, aspecto intrinsecamente necessario a toda a classificação de qualidade que se deseje realizar de forma rápida. Para atingir uma classificação pres
- Weil dann "Betrüger" auf Seiten der Anbieter/Umsetzer nicht mehr mit Dumpingangeboten "durchkommen" können.
- An accepted certification is surely a good thing, which would enable organisations and web service providers to have some degree of confidence that accessibility was both being considered, and impleme
- Yes but not a simple mark. Something more like P3P would be more adequate (maybe using a solution involving EARL).
- It is a quick way to determine whether a site is likely to be accessible.
- um standard zu gewährleisten
- La existencia de muchas web identificadas como accesibles generaran el interes de las que no lo son.
- por que determina sin subjetividad que se puede acceder a él mediante las distintas herramientas disponibles y se crean criterios claros para los desarrolladores
- tanto la marca como la integración de la marca en entornos de calidad como EFQM
- because it brings something invisible like standard code and so on to the non technicians eyes
- It means that we care with everyone... not just the "normal" people
- oui
- It would certainly demonstrate an awareness of the issues, which is essential in our business
- Others would want to make it accessible as well
- If it really means something; i.e. it is not trivial to achieve, then it can be a selling point, to show that your company cares about people.
- Überprüfung der Standarts und deren Kontrolle
- It would make it visible. But it is not enough, other means are needed also. It is very important that all aspects of accessibility are included in criteria, e.g. what does accessibility mean for different users?
- Aunque no se trate de "seguro de accesibilidad" por lo menos crea conciencia en la población general
- weil eine an einem Teststandard ausgerichtete Bewertung mehr Klarheit schafft
- Hoe vaker je een logo ziet hoe eerder je afvraagt wat het is.
- Unter der Voraussetzung, dass das Gütesiegel einen hohen Bekanntheitsgrad erreicht, kann somit die Problematik ins Blickfeld von bisher nicht betroffenen/interessierten gerückt werden.

- por qué es una forma de promover, si la marca se extiende, una exigencia tanto por parte de los propietarios de los sitios como por parte de los clientes
- Es como el que visita un establecimiento y ve el distintivo de calidad. Este es un distintivo de calidad más en una página WEB.
- Porque el público en general busca la calidad y este Logo puede ser un punto más a tener en cuenta.
- because it would promote accessibility further and would be widely recognised
- Il faut espérer un effet boule de neige ou une reconnaissance publique
- contrainte légale, pression des sociétés concurrentes,...
- oui si le moyen est unique et reconnu
- effet d'entraînement
- En général un label est associé à des normes et cela aide à la mise en place d'un site web accessible.
- propagation de la notion de standard d'écriture des sites
- Les outils de création de sites web proposeront de créer des sites labellisés.
- Diffusion de l'information
- L'émulation et la saine concurrence pousseront les divers éditeurs de sites web à rendre leurs sites (plus) accessibles.
- un label par son affichage sensibilise les utilisateurs il joue aussi sur la confiance
- touchera plus de personnes
- effet de boule de neige : le voisin se distingue en mettant en place une politique d'accessibilité donc je fais comme lui
- L'affichage bien en évidence sur un nombre de sites de plus en plus important peut créer un effet d'entraînement.
- Règles communes et meilleures pratiques.
Industrialisation de solution => réduction de coût de maintenance + mise à niveau facilitée.
- Car c'est aussi un moyen de sensibilisation des webmasters.
- weil man [endlich] einen gemeinsamen Nenner für die Zugänglichkeit von Websites hat, alle gleich messen kann und das Ergebnis auch entsprechend "vermarkten" kann
- Un plus grand nombre d'entreprises souhaiteront pouvoir faire valoir leur éthique en matière d'accessibilité.
Il y a convergence entre l'activité de beaucoup d'entreprises et l'accessibilité
- pour l'image...
- It would promote accessibility through the generation of competitiveness between web site owners. Additionally, awareness about accessibility would be raised
- More truth on the market, more legal certainty for the purchaser. By it a better quality of the pages.
- cela permet de donner une légitimité dans l'action
- If a quality mark is considered best practice, more sites will follow, thus enhancing the volume of accessible sites
- A condition que les audits soient réguliers. Sinon on ne fait que du ponctuel qui ne reflète pas la vraie accessibilité du site à un instant t
- Qualitätssicherung; Ermöglicht Auftraggebern/ Anbietern von Websites die Arbeit von Agenturen unabhängig beurteilen zu lassen.
- Problem: bereits mehrere Siegel vorhanden (Validierung, Bobby, A-prompt,...), aber freiwillig vom Unternehmen setzbar - Angaben werden bisher nicht von unabhängiger Stelle geprüft. Gütesiegel unabhängig
- parce qu'il sera un des piliers d'élaboration des cahiers des charges de sites publics
- Pour une question d'éthique et de conscience, toute personne est tôt ou tard sensible à ça.
- It is clear to everyone that the site is accessible
- because it's a common sign to show compliance with regulations in general
- critères reconnus très largement
- OUI
- The criteria that is necessary to be met to be awarded the quality mark should provide the developer with a definitive test to establish the accessibility of the website. Currently much of the guideline
- Quality marks may mean little to end users currently. There needs to be one set of globally recognised marks supporting one set of standards
- emulation

- assurance de remplir les critères d'accessibilité tant pour les utilisateurs que pour les concepteurs de sites
- le label de qualité permet à chacun d'avoir la même définition de l'accessibilité
- Sería más fácil de identificar por personas discapacitadas
- Beaucoup de gens n'ont pas encore entendu parler d'accessibilité. Si un label apparaît sur des sites de plus en plus nombreux, ceux qui ne l'ont pas encore seront incités à se poser des questions sur l
- It would promote it in the sense that other sites may consider how to obtain such a mark. I'm not sure using an image however is the best approach for accessibility.
- Reconnaissance des critères suivis - Engagement formel - Méthodologie connue
- Siempre los identificadores ayudan al navegante y promueben su retorno.
- un label de qualité permet de garantir un processus de développement adapté et unis entre les prestataires
- Par le jeu de la concurrence.
- Un label de qualité est toujours valorisant pour un site, il offre une meilleure visibilité aux sites web et une garantie de sérieux et de qualité ; tout site cherche toujours plus de visiteurs et de
- Garantie pour l'internaute d'une meilleure accessibilité (lisibilité, facilité de navigation) du site
- Si le label est reconnu, il peut inciter les propriétaires de sites à se mettre en conformité pour améliorer leur image.
- motive les organisations à respecter les normes
- Si cela peut devenir une pratique commune, cela aidera à la diffusion de cette information. Cela pourrait suivre, dans une moindre mesure, la forte utilisation des CSS comparé à la mise en forme incl
- Car cela permettra aux organisations et donc aux sites web d'afficher leur politique d'accessibilité de manière objective
- les handicapés auront une confiance dans ces sites comme les internautes qui vont sur des sites labélisés pour les achats en ligne
- parce que la loi va forcer la validation par "des outils", un label devrait donner une autre dimension plus qualité.
- Si pero solo si sea "de verdad" y no un "logotipo a comprar"....
- Si esa marca de calidad es reconocida (aunque sólo sea de facto) habrá más empresas que se interesarán en conseguirla.
- Tendence à penser que ceux qui ont réalisé le site l'ont fait objectivement et en tenant compte des différentes formes de handicap. idée aussi d'émulation qui va se créer autour de la notion d'accessi
- oui - mais de toute façon la loi nous y obligera (loi sur le handicap)
- Oui par effet "boule de neige" le standard peut s'imposer
- Porque al final sería un "must have" para todos los sitios web de cierta calidad.
- Certification officielle
- Sí, porque al verse dicho logotipo se hace más consciente a los visitantes del hecho de las discapacidades y el uso de tecnologías de accesibilidad
- Porque se elevan los estándares de calidad de la página web y al asociarlo con una marca reconocida se produce un efecto a imitar.
- Question d'image, de mode... un peu comme le "vu à la TV". Voir par exemple les sites taggués de l'icone W3C ou CSS.
- It depends on the process of receiving the quality mark (see RNIB see it right) for how not to do it
- weil ein objektives prüfverfahren dahinterstehen muss
- Rien que pour l'effet du "je veux être à la mode" même si ce n'est pas du tout l'idée qu'il faut en dégager cela pourrait peut être attirer un peu plus de monde vers l'accessibilité et son importance
- Las normas y marcas proporcionan criterios mas objetivos
- Mejora el conocimiento de la accesibilidad y por efecto boomerang
- El reconocimiento de marca de manera instantanea se asocia a calidad y por lo tanto aspectos como la accesibilidad deberán ser inherentes al logo.
- Es una manera de certificar que el sitio es accesible y puede ser reclamo para otros sitios.
- Cela peut en tout cas contribuer à faire savoir au grand public (parmi lequel se trouvent certainement de futurs clients d'agence Web) que le Web peut être utilisable par des personnes handicapées, à
- YES

- Insuffisant, il faut imposer l'accessibilité
- Car l'un des objectifs d'une entreprise possédant un site Web, est de créer du trafic sur son site et d'augmenter sa fréquentation.
- Tout simplement parce que beaucoup de monde ignore ce problème d'accessibilité. Un label qualité aurait déjà la vertu de communiquer sur ce sujet.
- Valeur ajoutée en terme marketing
- Pluralité des terminaux d'accès
- Interopérabilité des navigateurs et des OS
- Oui, à condition de ne pas tomber dans l'excès. Il vaut mieux faire progresser l'ensemble des sites que d'exiger par des critères trop stricts, trop contraignants des modifications coûteuses qui entra
- yes, if it is well understood that "quality" includes accessibility/design for all
- To show quality mark logo allow a better communication of the purpose of eAccessibility.
 - 1- Easier communication for people which work for this communication,
 - 2- Better acceptance of eAccessibility
- site Web accessibles avec un label qualité montre que l'entreprise est sérieuse et qu'elle contribue à l'action sociale...
- We need an international standard.
- beruht auf standardisiertem Test, gibt unabhängige Bewertung
- Sirve de elemento de competitividad entre empresas y/o entidades tanto públicas como privadas.
- It's a very visible means of identifying who is making the appropriate effort and that it is viewed as important by the organisation.
- selo desperta a atenção e obriga a interrogar-se sobre o que significa. Permite também verificar diferentes técnicas de acessibilidade aplicadas em diversos sites.
- Je mehr Webseiten den Richtlinien folgen, je mehr Bewusstsein wird geschaffen. Allerdings müssten diese Richtlinien für GebärdensprachbenutzerInnen gegenüber WAI erweitert werden (Verpflichtung zur Ve
- Un logotipo de Calidad trasmite la objetividad del sitio web y la indiscriminación del público objetivo
- El sello de calidad garantiza accesibilidad en la página web, y por lo tanto, esa marca ayuda al incremento de conciencia sobre la problemática de la accesibilidad.
- Las personas discapacitadas constituyen un mercado relativamente amplio al que debe aspirar cualquier empresa que preste servicios en Internet. Así, las empresas buscarán contar con esa marca de calidad
- Si, en cuanto quien promueve el logotipo realice las adecuadas acciones de promoción y divulgación.
- It will encourage the take up of accessibility
- Permite la comparación fácil entre diferentes sitios que ofrecen lo mismo.
- Efecto llamada para los demás sitios web
- Por que incita a la consecución de estas metas
- Un label de qualité permet de créer une ligne directrice et une émulation autour de l'accessibilité
- An European Quality Mark make it possible to 1)validate in an objective way and 2)benchmark and that create competitions.
- garantie a priori pour internaute qui ne connait pas le site
- por la existencia de un organismos certificador que garantice el verdadero cumplimiento
- Weil es, wenn es bekannt ist, einerseits Vorbildwirkung hat und andererseits Vertrauen bei den Usern erweckt gleich vom Beginn, dass diese Seite zugänglich ist.
- Je reponds au sein des sites d'informations routiere que nous developpons pour nos clients. Il y a claiements des internautes en situation handicap pour lesquels un label donnera de confiance.
- I only think it can improve accessability thinking, if we manage to get some central organisations to construct there pages so that they will get the logo. Minor - and especially organisations and i
- Reconocer páginas webs accesibles puede animar a otros.
- Increase awareness of existence and possibility of accessibility, and indicate that company has considered it important enough to accomplish.
- Vertrauen bildend, Versuche und Frustrationen vermeidend
- Ein Gütesiegelwürde zum einen als "Richtschnur" objektivierbare Anhaltspunkte liefern, zum anderen "Rechtssicherheit" schaffen. Zudem hätte es eine positive Imagewirkung.

- weil klare Richtlinien vorliegen, die erfüllt werden müssen. das erhöht die glaubwürdigkeit.
- PARCE QUE C'EST BIEN
- ist eine übliche Massnahme
- It will not be the main criteria, but will certainly help
- Porque no tenerlo puede ser un handicap
- Se convierte en un medidor de competencias entre compañías que suele estimular a las empresas de la competencia para ofrecer sus servicios con la misma calidad que las compañías certificadas.
- it is independent and objective, controlled this gives trust in the reliability
- because of the image and pr campaign. so even more companies would promote there social commitment
- Cela incitera l'ensemble des sociétés dans un domaine à suivre le mouvement...
- No solo hay que serlo sino también darle visibilidad, esto puede animar a otros o que incluso los visitantes lo exijan.
- The more people know about the advantages of accessible web design, the more it will be taken into respect when creating new or relaunching existing sites.
- it rises awareness
- Prestigio y empresa socialmente responsable
- Facilitaría el acceso a usuarios con discapacidades y mejoraría la imagen de marca comercial de la empresa al contribuir al acceso a discapacitados.
- It is often easier for busy web teams to work with clear, measurable, objective criteria than with "fuzzy" criteria that require expertise and judgement.
- It has proven fairly successful in other fields, like marking products "locally manufactured" or "organic"
- Harmonization of standards appeals to many sectors

A. Respondents answering “No” added:

- Forcing people to do it. Our site is built with ALL browser in mind, but many designers still develop only for IE which is a big problem
- weil es zwar schon gewisse richtlinien gibt diese aber nicht bindend sind
- Auch die WAI-Richtlinien haben das nur in einem SEHR begrenzten Rahmen geschafft.
- "Werden nicht wahr genommen;
- Passen größtenteils nicht zum webdesign!
- Überladung der Seite"
- Cela ne motivera pas forcément les sites internet non concerné par le handicap.
- Gütesiegel sind zustandsorientiert. Barrierefreiheit/Zugänglichkeit/Usability sind prozessorientiert. Missbrauchsmöglichkeiten wären hoch.
- "- Richtlinien veraltet
 - viele Prüfungen sind zu inhaltsabhängig und daher nicht automatisierbar
 - Kostentreiber
 - Innovationsbremse"
- Ein Gütesiegel, für das nicht sehr aufwändige Prüfungen gemacht wurden, gaukelt Accessibility nur vor. Alle bisherigen Ideen in Deutschland für Gütesiegel (DIN CERTCO 2004) hätten für sehr geringfügig
- "es gibt so viele gütesiegel das eins mehr oder weniger nicht auffällt.
- es hilft nur aufklärung. das keine wesentlichen mehrkosten entstehn müßen, aber ein größerer nutzer/kundenkreis erreicht werden"
- "You can not quality-mark a website it self by putting some kind of logo on the web. This is since a website is dynamic. A site that is accessible tonight might not be accessible tomorrow.
- Es gibt bereits zu viele Gütesiegel und vergleichbar beworbene Kennzeichen, als das man diesem vertrauen könnte. Zudem besteht die Gefahr, daß Gütesiegel zu einem "Freifahrtschein" führen könnten für s

- Viel zu aufwendig und daher zu kostenintensive Prüfung. Zertifizierter Status viel zu kurz gültig. Glaubwürdigkeit leidet bei dem geringsten Verstoß. Dieses Geld in Accessibility selbst anzulegen, wär
- Een waarmerk is vaak alleen bekend bij personen die functiebepkeringen hebben. Zij kunnen via een waarmerk snel herkennen of een site toegankelijk is waardoor de bekendheid van de eigen website zal st
- I think there needs to be laws and regulations that enforce accessibility requirements
- Unless the Quality Mark achieves a very high level of recogniton and is supported by respected organisations it will have little impact. Ideally it would be supported by legislation like the Disabilit
- Not all accessibility criteria can be objectively tested. Rather than going for an "accessibility mark" we should design a "W3C standard compliant mark" that includes those accessibility criteria tha
- Im Dschungel der Gütesiegel wird es kaum möglich sein, ein neues ohne dementsprechenden finanziellen Aufwand (Marketing) bekannt zu machen.
- Websites ändern sich zu schnell. Ein Gütesiegel wäre schon am selben Tag veraltet.
- Complains about accessibility will increase because access for all is impossible
- Because meeting a set of criteria or guidelines, such as WCAG1.0 or others, does not necessarily mean that the site is accessible. We should be promoting user-testing, not more standards and criteria
- Real web accessiblity is not about the presence (or not) of a logo. I do not believe that people who may encounter access barriers base their browsing experience on whether or not a site has a logo. T
- Wem bringt das Gütesiegel was außer dem der daran verdient? Ein Gütesiegel dokumentiert nur einen Zustand, Barrierefreiheit ist ein Prozess. Ein Gütesiegel schützt nicht vor Klagen.
- le cadre législatif est plus convaincant
- Cela dépend du processus de labellisation: valideur externe ? Périodicité de la validation ? Quid des critères non automatisables et de leur objectivité ? Etc.
- That will just help users knowing what criteria where used to evaulate accessibility for the concerned website
- That will just help users knowing what criteria where used to evaulate accessibility for the concerned website
- Het toevoegen van een waarmerk betekent niet dat er meer bezoekers op de site komen. Een site zonder waarmerk kan namelijk vele malen toegankelijker zijn dan die met een waarmerk.
- il faudrait en parler directement aux sites concernés
- auto évaluation
- Un label sur un site dynamique et évolutif est illusoire.
- Mayor difusión y sensibilización
- "Dergelijke logo's verduidelijken alleen iets voor iemand die al weet wat het logo betekent.
- Het gaat er juist om mensen te bereiken die niet van toegankelijkheidsrichtlijnen op de hoogte zijn.
- "Bobby Approved" logo already does this, however it is abused. Although technically conformant to the objective technical criteria, most bearers are not in the spirit of it and the sites are actually not accessible
- Je suis contre le principe des labels et des guerres qui s'en suivent mais plus pour la diffusion des normes et du principe de leur application.

- A site may comply with objective criteria to-day but make one change and it may comply no longer.
- No existe una concienciación clara de la problemática.
- Il faudrait créer un point d'entrée unique accessible (portail) orientant les personnes suivant les besoins.
- La manera más adecuada sería que las reglas a cumplir para que, en este caso, un sitio sea accesible, sean OBJETIVAS (considero que la mayoría de las normas WAI son subjetivas)
- Un label de qualité n'intéressera que les sites à plus forte audience; mais l'immense majorité des sites Web, des sites personnels ou des sites de PME, ne verra aucune raison de se sentir concernée pa
- sauf si on travaille avec des handicapés on n'est pas conscient du besoin
- la notoriété vient de la satisfaction des lecteurs , non d'un label
- Judging from the questionnaire, a lot of focus is on validation by the W3C validator. Just because your website validates does not mean it is accessible. I have seen websites which do not validate but that are accessible
- ce n'est pas un label qui changera la façon de penser
- Il n'y en a pas
- Le label ne doit pas primer sur le contenu, la mise en forme du contenu relève d'une simple prise de conscience des webmasters.
- accessibility should not be a badge or logo. We do not need another logo or a quality mark
- WCAG guidelines are flawed so building a kitemark on top of this is flawed. This survey is also flawed in its assumptions.
- I favor measures that force companies to comply to access. standards. The market factors along will take to many time to make a significant impact
- independent users test and top ten compilation each month
- Verpflichtung im Bereich der Verwaltung; uebliche Marktmechanismen im kommerziellen Bereich
- Accessibility criteria, by their very nature, cannot be "objectives"