



# Introduction to Accessible Surveys

# We offer an accessible survey tool



[Accessible Surveys](#) is an accessible online survey tool.

Making it easier for everyone, including people with disabilities, to participate in surveys.

Helping governments, businesses, academia, and not for profits to conduct better research which counts everyone in.

accessible surveys  
a survey tool for everyone

[Start Free Trial](#) [Contact Us](#)

Making surveys genuinely accessible to all and ensuring every opinion gets counted in.

Accessible Surveys adapts to the individual needs and preference of the diversity of respondents, presenting questions in a range of ways that best suit the person answering the survey.

Accessible Surveys integrates advanced online survey features, with the goal to include every respondent.

# To bridge the disability data gap



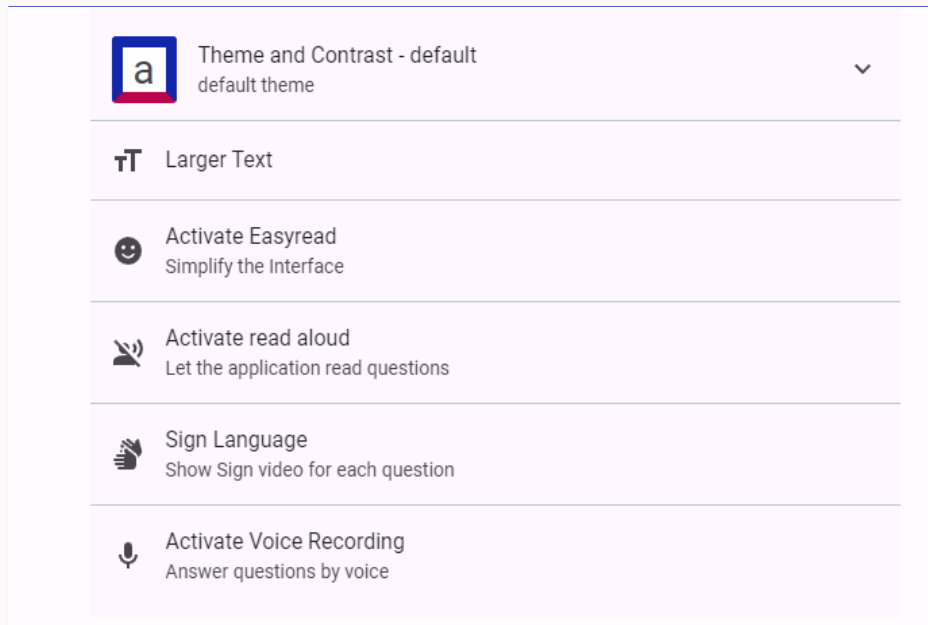
The disability data gap refers to the lack of comprehensive and accurate data on people with disabilities.

This gap prevents a proper understanding of the needs, experiences and priorities of the diversity of people with disabilities.

Useful tools exist for reliable and comparable disability data collection and disaggregation such as the Washington Group Question Sets. However inaccessible survey tools remain an obstacle to get the views of people with disabilities.

This has many implications, ultimately hindering the creation of an inclusive and equitable society.

# By making it easier to participate in surveys



*Image Description: Screenshot of an accessibility menu, showing the accessibility options available on Accessible Surveys*

“This is actually a rare thing, to feel fully heard.”

*Feedback from a survey respondents about their experience of participating in a survey hosted on Accessible Surveys*

# Supporting better research



## Survey Respondents

16% of the world's population, or 1.3 billion people, experience significant disabilities

(World Health Organisation)

## Accessibility Options

- Screen Readers
- Sign Language
- Easy Read
- Questions read aloud
- Voice notes
- Adjust text size
- Adjust colour and contrast

## Survey Builders

- National Government
- Local Government
- Businesses
- Public Sector
- Academia
- Not for profits
- Organisations of Disabled Persons

## Inclusive Research

- Population surveys
- Policy development
- Customer satisfaction
- Employee engagement
- Market research
- Program design
- Monitoring and evaluation
- Academic research



Nothing  
About Us,  
Without Us!

“Nothing about us without us” is a central message of the modern disability rights movement.

Accessible Surveys was created in collaboration with the [International Disability Alliance](#) and its members.

We involve people with disabilities and their organisations as we build, test and develop the platform.

This ensures that our survey tool is accessible to everyone and responds to evolving priorities and technological developments.

# And creating value for our clients



1



## Better research

Collect data that counts everyone in.  
Enabling better informed decisions

2



## Ease of use

Create surveys easily using a simple  
form builder and add accessibility and  
language options

3



## Data Security

We offer the highest standards of data  
security and are GDPR compliant

4



## Customer support

We offer exceptional customer  
support and on-line help



# Product demonstration



# Here are some of our clients



An Roinn Oideachais  
Department of Education



# And this is what they say about us



“

Accessible Surveys has been crucial to IDA's work in reducing the disability data gap.



**Camilla Petzoldt**

**International Disability Alliance**  
Senior Monitoring &  
Evaluation Officer

“

10+ respondents enjoyed the survey process so much, they got in touch to ask how they can be involved in other aspects of the research!



**Dr Rachelle Martin**

**University of Otago**  
Senior Lecturer at  
Rehabilitation  
Teaching & Research Unit

“

Accessible Surveys made developing our surveys a breeze!

Easy to use with full accessibility and logic features.



**Maria Antonella Pereira**

**Centre for Inclusive Policy**  
Policy and Research Associate



We hosted IDA's second Global Survey on participation of Organisations of Disabled Persons (OPDs) in 2021:

- Aimed to capture the views of the diversity of persons with disabilities through their representative organizations, disseminated by the authoritative global network of disability activists (over 1100 members across 180 countries)
- Survey in 11 languages (French, English, Russian, Arabic, Chinese, Spanish, Swahili, Uzbek, Bengali, German and International Sign)

Clear results in terms of higher and more diverse outreach:

- 135% increase in number of responses (from 573 responses to 1341 responses)
- Significant increase in the number of respondents with intellectual disabilities as compared to the previous survey from 1,4% (2018) to 11,9% (2021), and from persons with psychosocial disabilities, from 2,6% (2018) to 7.3% (2021) of total respondents



Dashboard showing location of respondents to IDA's second Global Survey on ODP participation

"Accessible Surveys has been crucial to IDA's work in reducing the disability-data gap by reaching individuals with disabilities who were excluded from traditional online survey platforms that solely focused on visual accessibility."

Senior Data and Accessibility Officer, IDA

# Future Developments



We are constantly developing our service to bridge the disability data gap. Here are 5 ways we are working to further strengthen the platform.

- |    |                                |  |
|----|--------------------------------|--|
| 01 | <b>Accessible forms</b>        | <ul style="list-style-type: none"><li>• Accessible forms which can be built on our platform and embedded within any client website</li></ul>   |
| 02 | <b>Data storage</b>            | <ul style="list-style-type: none"><li>• Clients can choose where data is stored. Easier integration with existing management information systems</li></ul>   |
| 03 | <b>Offline data collection</b> | <ul style="list-style-type: none"><li>• Respondents will be able to complete surveys and forms, even when they are offline</li></ul>   |
| 04 | <b>Data comparability</b>      | <ul style="list-style-type: none"><li>• Templates for widely used questions such as Washington Group Questions, supporting data comparability</li></ul>  |
| 05 | <b>Easy access to help</b>     | <ul style="list-style-type: none"><li>• Deeper integration with Sign Language, Easy Read and translation service providers, making it easier, cheaper and quicker to create accessible forms and surveys</li></ul> |

# Pricing options (USD)



	<b>Starter</b>	<b>Standard</b>	<b>Enterprise</b>	<b>Bespoke</b>
<b>Customer Need</b>	Best for organisations running a single survey each year	Best for organisations running a small number of surveys each year	Best for organisations running a large number of surveys each year	Best for organisations who want a branded platform hosted on their own domain
<b>Price</b>	\$1,250/year	\$2,490/year	\$5,990/year	Bespoke
<b>Surveys</b>	1 survey/year Additional survey: \$1,250	5 surveys/year Additional survey: \$490	Unlimited	Unlimited
<b>Teams</b>	1 team	1 team Additional team: \$1,250	3 teams Additional team: \$1,250	Bespoke
<b>Features</b>	Full survey features Unlimited users Unlimited responses	Plus share resources across surveys	Plus share resources across teams	Bespoke accessible data management platform



Do you  
want to  
know  
more?

Here are some options if you would like some additional information:

- Visit [accessiblesurveys.com](https://accessiblesurveys.com)
- Complete an accessible survey, designed to find out about your [survey habits and experiences](#)
- Book a [free 1 to 1 call](#) to explore the product further
- Contact Jerry Nicholson by emailing [jerry@accessiblesurveys.com](mailto:jerry@accessiblesurveys.com)