Accessibility Evaluation Report:

IBISWorld

May 19, 2025

Conducted by: Accessiblü, LLC

For: Library Accessibility Network (LAA)

Prepared by:
Accessiblü, LLC
882 Pompton Ave, STE A-2
Cedar Grove, NJ 07009
hey@accessiblu.com

Primary Contact:
Jeff Rodgers, MS Ed
Director of Digital Accessibility
Accessiblü
jeff@accessiblu.com

Table of Contents

IBISWorld: Summary of Accessibility Findings

Accessiblü conducted a **high-level accessibility evaluation** of the IBISWorld learning platform to assess its usability for individuals with disabilities. The review was conducted using the JAWS and NVDA screen readers, keyboard-only navigation, and manual inspection for conformance to select WCAG 2.2 AA success criteria.

Key Findings

The IBISWorld platform presents significant accessibility barriers that may severely impact users with disabilities. Some critical issues exist that may prevent keyboard-only users and screen reader users from accessing core functionality. The platform's navigation menus cannot be accessed via keyboard, search functionality is compromised by improper ARIA implementation, and data visualizations lack appropriate alternative text or accessible formats.

While the platform demonstrates some positive accessibility features, such as proper use of heading structures in certain areas and keyboard accessibility for some interactive elements, these are overshadowed by fundamental barriers. The inability to expand navigation menus, missing alternative text for images, and improper focus management create an extremely frustrating experience for users with disabilities.

Addressing these concerns would significantly improve access for persons with disabilities and ensure equal access to the valuable industry research and data that IBISWorld provides.

Top 3 Issues Identified

1. **Keyboard Traps and Inaccessible Navigation Menus**
   a. Issue: All main navigation buttons (Industries, Products, Resources) cannot be expanded using keyboard, preventing access to site navigation
   b. Impact: Keyboard-only users and screen reader users are unable to navigate the site or access any content beyond the homepage.
   c. WCAG Success Criteria: 2.1.1 Keyboard (A), 2.1.2 No Keyboard Trap (A)
2. **Missing or Incorrect ARIA Implementation**
   a. The search field is announced as "edit combo collapsed" instead of a proper search input, and autocomplete results are not properly announced.

b. Screen reader users cannot understand the purpose of form controls or receive feedback about dynamic content changes.
c. WCAG Success Criteria: 4.1.2 Name, Role, Value (A), 4.1.3 Status Messages (AA)

3. **Inaccessible Data Visualizations and Charts**
   a. Issue: Charts lack meaningful alternative text and the "view graph as data table" option is not keyboard accessible, leaving no way to access the data.
   b. Impact: Users who cannot see visual information are completely excluded from understanding key industry data and trends.
   c. WCAG Success Criteria: 1.1.1 Non-text Content (A), 2.1.1 Keyboard (A)

Disabilities Impacted

Blind and Low-Vision Users

- **Issues:** Missing alternative text, inaccessible navigation menus, improper ARIA implementation, charts without accessible alternatives, and focus management issues.
- **Impact:** Screen reader users are unable to navigate the site, comprehend page content, or access critical industry data. The platform is essentially unusable for blind users.

Users with Motor Disabilities

- **Issues:** Navigation menus are not keyboard accessible, interactive elements are not in tab order, focus is lost after certain actions, and download functionality is inaccessible.
- **Impact:** Keyboard-only users are unable to access any content beyond the homepage because they cannot expand navigation menus. Core functionality is completely inaccessible.

Neurodiverse Users

- **Issues:** Inconsistent interaction patterns, missing visual labels, complex data presentations without alternatives, unpredictable focus behavior.
- **Impact:** The lack of consistent patterns and clear feedback creates cognitive overload. Users cannot develop a reliable mental model of how the interface works.

Page-Specific Findings and Impact Analysis

This section outlines the accessibility findings related to Page and WCAG violations, detailing their impact on users.

IBIS World Main Landing Page

Issue	WCAG Success Criteria	Description	Example
Missing Alt Text	**1.1.1 Non-text Content (A)**	Company logos and images lack alternative text	"No description available. Graphic" announced for all trending company images
Missing Heading Structure	**1.3.1 Info and Relationships (A)**	No H1 or H2 headings on homepage	Page starts with H3 "Trending" and H4 headings, violating proper hierarchy
Inaccessible Navigation	**2.1.1 Keyboard (A)**	Main navigation buttons cannot be expanded via keyboard	Industries, Products, and Resources buttons announce as "collapsed" but spacebar/enter do not expand them
Improper ARIA Usage	**4.1.2 Name, Role, Value (A)**	Content incorrectly marked as tab panel when no tabs exist	"Trending tab panel 72221" announced but no actual tab interface present

Impact Summary:

The homepage is effectively a dead-end for users with disabilities. The inability to expand navigation menus means that keyboard and screen reader users cannot access any content beyond what is immediately conveyed. The improper heading structure and ARIA implementation create confusion about page organization and functionality.

Accessibl**ü**

882 Pompton Ave. STE A-2
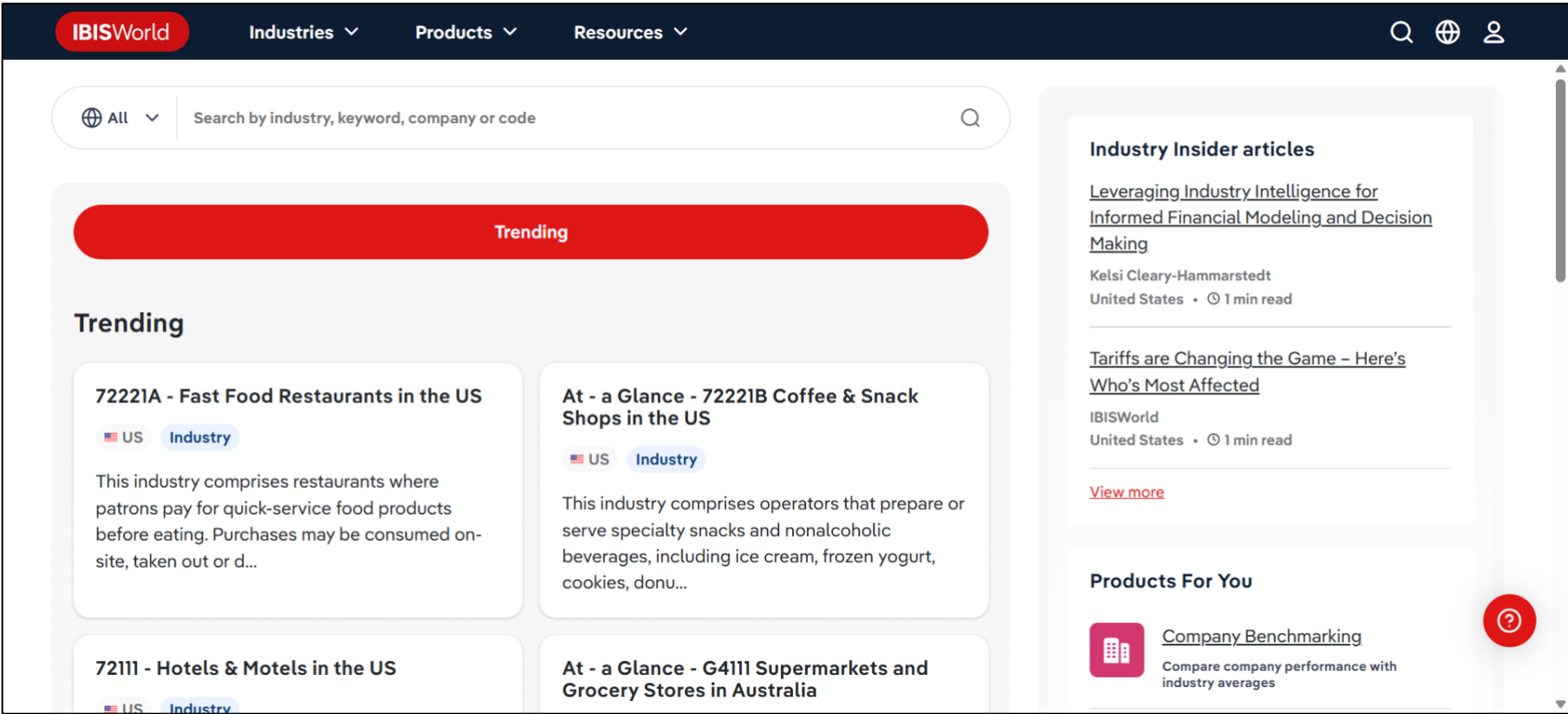Cedar Grove NJ, 07009

IBISWorld Main Landing Page Screenshot

Figure 1. The IBISWorld homepage features a search interface and trending industry reports, but the navigation menus are not keyboard accessible.

IBISWorld Search Results Page

Issue	WCAG Success Criteria	Description	Example
Missing Filter Access	**2.1.1 Keyboard (A)**	"All filters" button not in tab order	Filter functionality completely inaccessible to keyboard users
Unlabeled Search Field	**3.3.2 Labels or Instructions (A)**	Search field lacks visible label	Field only has placeholder text "Search by industry, keyword, company or code"
Improper Form Control	**4.1.2 Name, Role, Value (A)**	Search field announced as collapsed combo box	"edit combo collapsed blank" instead of search field
Inaccessible Autocomplete	**4.1.3 Status Messages (AA)**	Search suggestions not announced to screen readers	"Coal Mining in the US" appears but is only announced as "blank link"

Impact Summary:

The search functionality, which is critical for finding industry reports, is severely compromised. Screen reader users receive incorrect information about form controls, and keyboard users are unable to access filtering options. The autocomplete feature provides no accessible feedback, making efficient searching impossible.
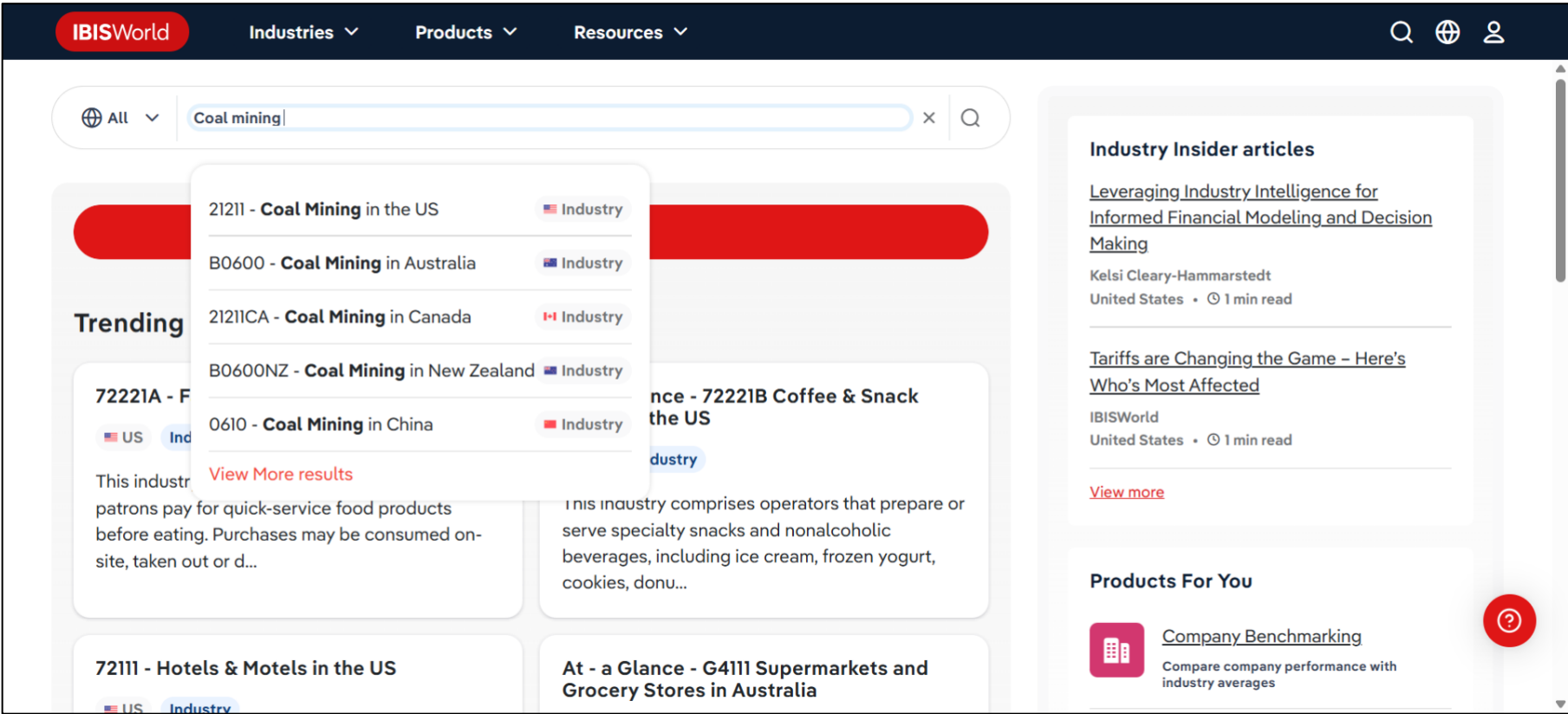
IBISWorld Search Results Page Screenshot

Figure 2. Example of IBISWorld's search functionality demonstrating the autocomplete feature for industry search of "coal mining.".

IBISWorld Industry Report Page

Issue	WCAG Success Criteria	Description	Example
Inaccessible Charts	**1.1.1 Non-text Content (A)**	Charts lack alt text and data table option not functional	"bituminous coal 0 coal mining in the US graphic" provides no meaningful information
Missing Table Headers	**1.3.1 Info and Relationships (A)**	Data tables lack proper scope attributes	Revenue table columns show "activate to sort" instead of column names
Non-functional Controls	**2.1.1 Keyboard (A)**	Download and full-screen options are not keyboard accessible	"Download PNG CSV" announced as static text, not interactive
Lost Focus	**2.4.3 Focus Order (A)**	Focus moves unpredictably after interactions	Activating an unlabeled info button causes focus to jump to unrelated content

Impact Summary:

The industry report pages, which provide the essential research data and analysis that users need, are largely inaccessible. Critical data visualizations provide no alternative access methods, and interactive features are either mislabeled or entirely non-functional for keyboard and screen reader users.

Accessiblü

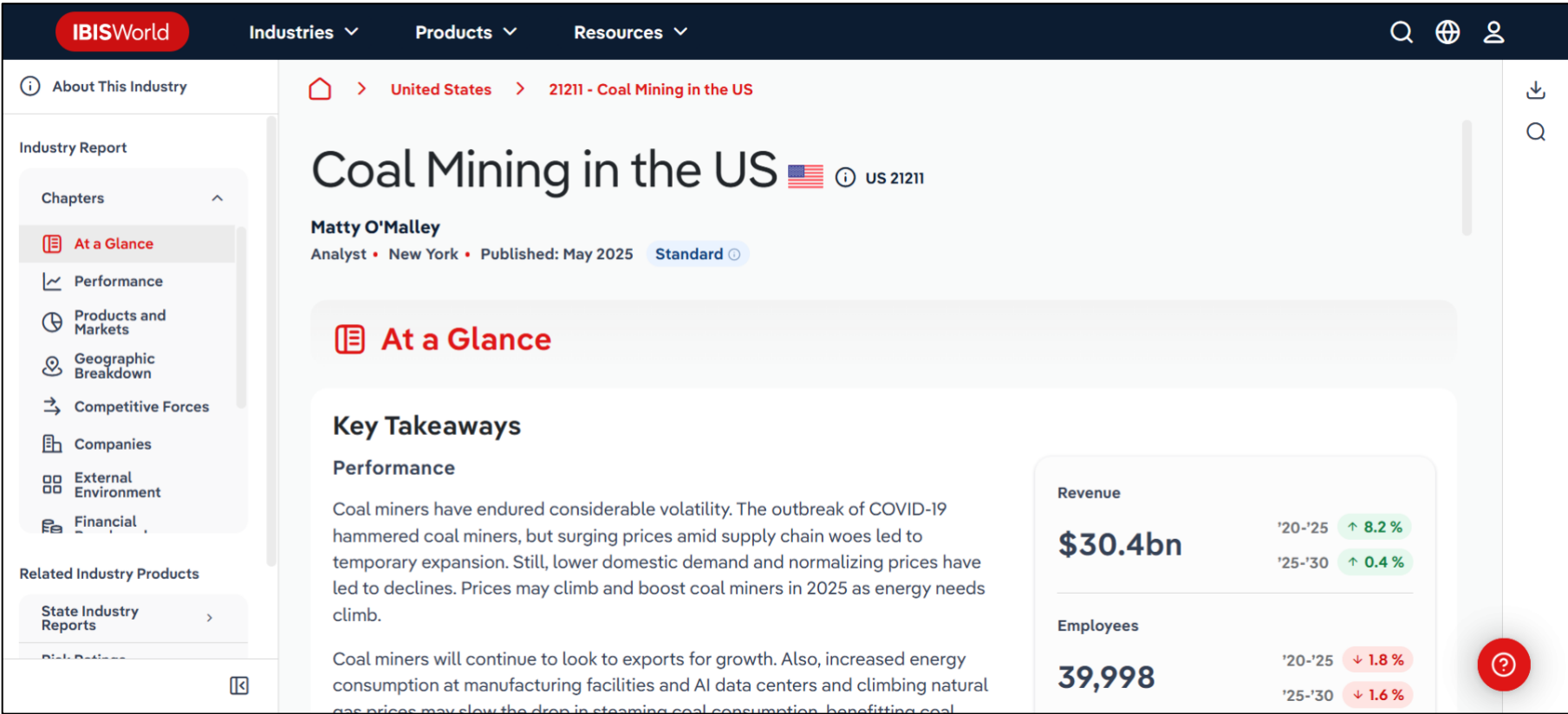**IBISWorld Industry Report Screenshot**

Figure 3. The Coal Mining in the U.S. industry report displays key metrics and visualizations, but charts lack accessible alternatives.

IBISWorld Suggested Remediation Code Snippets

Keyboard Accessible Navigation (2.1.1)
html

```html
<!-- Current problematic implementation -->
<button class="nav-button collapsed">Industries</button>

<!-- Recommended fix -->
<button
  class="nav-button"
  aria-expanded="false"
  aria-controls="industries-menu"
  onclick="toggleMenu(this)">
  Industries
</button>
<nav id="industries-menu" hidden>
  <!-- Menu items -->
</nav>
```

Proper Search Field Labeling (3.3.2, 4.1.2)

```html
<!-- Current problematic implementation -->
<input type="text" placeholder="Search by industry, keyword, company or code">

<!-- Recommended fix -->
<label for="search-field" class="visually-hidden">
  Search by industry, keyword, company or code
</label>
<input
  id="search-field"
  type="search"
  role="searchbox"
  aria-label="Search by industry, keyword, company or code"
  aria-autocomplete="list"
  aria-controls="search-results">
```

Accessible Chart Alternative (1.1.1)

```
<!-- Current problematic implementation -->
<img src="chart.jpg" alt="bituminous coal 0 coal mining in the US graphic">

<!-- Recommended fix -->
<figure>
  <img src="chart.jpg" alt="Pie chart showing coal types: Bituminous 74.5%, Sub-bituminous 14.6%, Lignite 8.8%, Anthracite 2.1%">
  <figcaption>Coal production by type in the US</figcaption>
  <button onclick="showDataTable()">View as data table</button>
</figure>
<table id="coal-data-table" hidden>
  <caption>Coal production by type</caption>
  <thead>
    <tr>
      <th scope="col">Coal Type</th>
      <th scope="col">Percentage</th>
    </tr>
  </thead>
  <!-- Table data -->
</table>
```

Live Region for Dynamic Content (4.1.3)

```
<!-- Current problematic implementation -->
<div class="search-suggestions">
  <!-- Results appear here -->
</div>

<!-- Recommended fix -->
<div
  class="search-suggestions"
  role="listbox"
  aria-live="polite"
  aria-label="Search suggestions">
  <div role="status" class="sr-only">6 suggestions available</div>
  <!-- Results -->
</div>
```

Proper Tab Panel Implementation (4.1.2)

```
<!-- Current problematic implementation -->
<div class="tab-panel">Trending content</div>

<!-- Recommended fix for actual tabs -->
<div role="tablist" aria-label="Industry metrics">
  <button role="tab" aria-selected="true" aria-controls="revenue-panel">Revenue</button>
  <button role="tab" aria-selected="false" aria-controls="employee-panel">Employees</button>
</div>
<div role="tabpanel" id="revenue-panel" aria-labelledby="revenue-tab">
  <!-- Content -->
</div>
```

Final Thoughts and Recommendations

The IBISWorld platform requires substantial accessibility remediation to meet WCAG 2.2 AA standards and provide equal access to users with disabilities. While the platform contains valuable industry research and data, the current implementation creates insurmountable barriers for many users.

The most critical issue is the complete inaccessibility of the navigation system, which prevents users from accessing any content beyond the homepage. This fundamental barrier must be addressed immediately. Additionally, the platform's approach to data visualization needs to be reconsidered to ensure all users can access the information presented in charts and graphs.

We did note some positive accessibility features during our evaluation. The platform includes a skip navigation link (though limited to one), uses semantic HTML in some areas, and provides some keyboard navigation within report pages. However, these positives are overshadowed by the critical barriers identified.

Recommended Fixes

- **Implement keyboard-accessible navigation:** Ensure all dropdown menus and interactive elements can be operated via keyboard with proper ARIA states and clear focus indicators.
- **Provide accessible alternatives for all charts:** Implement functional "view as data table" options or provide detailed text descriptions of all data visualizations.
- **Fix ARIA implementation:** Review and correct all ARIA attributes to ensure they accurately describe interface elements and their states.
- **Improve form accessibility:** Add proper labels to all form fields, implement accessible autocomplete patterns, and ensure error messages and status updates are announced.
- **Establish consistent interaction patterns:** Ensure all similar elements behave the same way throughout the platform to minimize cognitive load.
- **Implement proper focus management:** Ensure focus remains in logical locations after user actions and never gets lost or moves unpredictably.
- **Add missing alternative text:** Provide meaningful descriptions for all images, icons, and graphical content.
- **Fix heading hierarchy:** Implement proper heading structure starting with H1 on all pages.

Disclaimer

Accessiblü prepared this report as a high-level accessibility evaluation of the IBISWorld platform. The evaluation utilized industry-standard testing methodologies, including screen reader testing (JAWS 2025), keyboard-only navigation, and manual inspection for select WCAG 2.2 AA success criteria.

This report does not represent a comprehensive WCAG compliance audit and should not be seen as a certification of accessibility compliance. While we have identified significant accessibility concerns and usability barriers, this evaluation was limited in scope and may not encompass all accessibility issues on the platform.

No Legal Liability:

Accessiblü offers this report for informational purposes only. It assumes no legal responsibility for accessibility violations or compliance failures resulting from its use. Organizations seeking formal certification should conduct a comprehensive audit and user testing to ensure accessibility for individuals with disabilities.

Limitations of Testing:

This evaluation was conducted at a specific time, and platform updates may have occurred after testing was completed. Additionally, while automated tools and expert reviews were utilized, real-world users with disabilities determine the true measure of accessibility.