Statista Accessibility Statement and Roadmap or Voluntary Product Accessibility Template (VPAT)

<u>Name of the Product:</u>   Statista Website
<u>Report Date:</u>   10 June 2025

Statista is a global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries. Established in Germany in 2007, Statista operates in 8 locations worldwide and employs around 1,100 professionals.

Empowering people with data. Our pursuit of knowledge and innovation drives us to be thought leaders in the field. As pioneers in shaping the future of the data economy, our goal is to create a world that is more transparent, reliable, and trustworthy. We strive to empower fact-based decision-making that positively impacts society.

Empowering everyone with data. We as Statista want to ensure that everyone can use our data. Therefore, we have committed ourselves to provide and continuously improve a barrier-free Statista website. To ensure accessibility Statista regularly conducts an audit and has implanted full fitting policies, processes, and communication channels. With our Statista Accessibility Statement and Roadmap or VPAT, we provide transparent information for you about our current accessibility and future improvements.

1. Scope

This statement applies to content published on the domain: www.statista.com. It does only apply to other content or web pages published on its subdomains www.de.statista.com, www.es.statista.com, and www.fr.statista.com . All other websites and their content will have their own specific accessibility content.

Statista is committed to making its websites accessible, in accordance with the technical standard for websites and mobile apps, EN 301 549. This closely follows level AA of the Web Content Accessibility Guidelines (WCAG) version 2.2. The Revised 508 Standards also incorporate by reference the WCAG 2.0 Level AA Success Criteria, and apply the WCAG 2.0 Level AA success criteria and conformance requirements to both web and non-web electronic content.

You should be able to:

- o   zoom up to 400% without problems
- o   change colors, contrast levels and fonts using browser or device settings

- o navigate most of the website using just a keyboard or similar device (e.g., switch devices)
- o navigate most of the website using a modern screen reader and speech recognition software (on your computer or phone

Compatibility with browsers and assistive technology

The website is designed to be compatible with the following browsers and most used assistive technologies:
- o the latest version of Google Chrome (desktop and mobile), Mozilla Firefox (desktop), and Apple Safari browsers (desktop and mobile)
- o the latest versions of JAWS with Chrome, NVDA with Firefox, VoiceOver Safari, and TalkBack with Chrome.

Limitations and alternatives

a. Main navigation
- o Using the virtual cursor in a screen reader submenu in the main navigation are not accessible.
- o Additional content in some submenus is only accessible via mouse.

b. Keyboard navigation
- o The Consumer Insights Tool is not usable with the keyboard at all.
- o When you're not logged in it's impossible to get past the Premium button and access content on statistics detail pages.

c. Carousels
- o In carousels with many visible items only the first one is accessible via keyboard.
- o Using a screen reader all items are accessible any time no matter if they're visible on screen

2. Feedback and contact information

If you find any problems not listed on this page or think we're not meeting accessibility requirements, please let us know via e-mail on our contact form or to content-compliance@statista.com. We try to respond to feedback within 15 business days from the date of receipt of the enquiry.

3. Compliance status

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This website is partially compliant with EN 301 549 and WCAG 2.2 Level AA. See "Limitations and alternatives" for more details. The website was last tested on 20 December 2024.

This statement was prepared on 10 June 2025. The statement is based on a review of a representative sample of web pages by an accessibility expert, using a combination of manual and automated testing. The statement was last reviewed on 10 June 2025.

4. Evaluation Methods Used

Statista.com was evaluated using Chrome 131 and Safari 18.2 on macOS 15.2 and Chrome 131 and Firefox 134 on Windows 11. Assistive technologies used in this evaluation included NVDA, VoiceOver, JAWS and the built-in zoom function in browsers as well as exclusive use of the keyboard to navigate and operate the site content and functionality.

5. Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standard/guidelines: Web Content Accessibility Guidelines 2.2 Level A and AA.

6. Terms

The terms used in the Conformance Level information are defined as follows:
- **Supports**: The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports:** Some functionality of the product does not meet the criterion.
- **Does Not Support:** The majority of product functionality does not meet the criterion.
- **Not Applicable:** The criterion is not relevant to the product.
- **Not Evaluated:** The product has not been evaluated against the criterion. This can be used only in WCAG 2.2 Level AAA.

7. Samples

Homepage, Statistics detail page, Topic page, Search, Research philosophy, Authors page, Getting started, Release calendar, Press & News, Market insights Landing page, Market insights hub page, Market Insights Detail page, Infographics Hub page, Infographics Detail Page, Reports Hub page, Reports Detail page, Report search page, Industry Overview Page, Industry Detail page, Account Overview page, Account overview academia page, My Account, Consumer Insights Landing page, Consumer Insights - Tool Consumer Insights - Brand profiles, Research AI Tool, About us, Help & FAQ, Contact Us, Registration, Imprint, login

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8. WCAG 2.2 Report

When reporting on conformance with the WCAG 2.2 Success Criteria, the criteria are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the WCAG 2.2 Conformance Requirements.

Level A

No	Criteria	Conformance Level	Remarks & Explanation
1	1.1.1 Non-text Content (Level A)	Partially supports	On market insights hub page, some images have no text alternatives.
2	1.2.1 Audio-only and Video-only (Prerecorded) (Level A)	Partially supports	On market insights tool page, there is no audio or text alternative for the video content.
3	1.2.2 Captions (Prerecorded) (Level A)	Supports	Synchronized captions are provided for videos.
4	1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A)	Partially supports	On market insights tool page, there is no audio or text alternative for the video content.
5	1.3.1 Info and Relationships (Level A)	Partially supports	On reports detail page, the "Report Details" table has no table headers. On Statista's navigation menu, the interactive elements are nested. On the account overview page, when switching rows in the table the info is missing when using a screen reader.
6	1.3.2 Meaningful Sequence (Level A)	Partially supports	On statistics pages, there is a mismatch between DOM order and visual order.
7	1.3.3 Sensory Characteristics (Level A)	Supports	Important instructions to access the website content are not presented using sensory characteristics, such as size, shape, sound, etc.
8	1.4.1 Use of Color (Level A)	Partially supports	Some links on My account, registration, consumer insights tool and brand profiles page, contact us and imprint page have no underline.
9	1.4.2 Audio Control (Level A)	Not applicable	Audio content that plays automatically is not present.
10	2.1.1 Keyboard (Level A)	Partially supports	On reports detail and hub page, topic page, infographics detail page and consumer insights brand profile pages, some items in carousels are

			not accessible to keyboard and screen reader users. On homepage, submenus are not accessible. On registration, search, Research AI tool, statistics, topic, consumer insights landing and brand profile, market insights landing pages, some items are not focusable. On registration, report detail page, Research AI tool, consumer insights tool pages, dropdown menu/options are not accessible. On Research AI tool page, some tooltips open automatically on hover and the close button in the feedback dialog is not accessible via keyboard. On homepage, on small viewports (mobile or when zoomed in), the only way to switch between slides are the bullets but they are only accessible via mouse. On small viewports, using the keyboard, links in tab panel are not accessible. On market insights hub page, some high charts and tool tips are not accessible. On account overview page, there is a problem with the focus management for the "Show all account details" link.
11	2.1.2 No Keyboard Trap (Level A)	Partially supports	On Research AI tool and statistics page, focus gets trapped because some tooltips open automatically for keyboard users.
12	2.1.4 Character Key Shortcuts (Level A 2.1 only)	Not applicable	Character key shortcuts are not defined for interactive elements.
13	2.2.1 Timing Adjustable (Level A)	Not applicable	Time dependent content is not present.
14	2.2.2 Pause, Stop, Hide (Level A)	Partially supports	On Research AI landing page, some animations and slideshow cannot be stopped/ paused.
15	2.3.1 Three Flashes or Below Threshold (Level A)	Not applicable	Flashing and flickering content is not present.
16	2.4.1 Bypass Blocks (Level A)	Partially supports	On search page, the 'Countries and Territories' filter is not skippable/ no bypass is possible. In the consumer insights tool, the skip link doesn't work.
17	2.4.2 Page Titled (Level A)	Supports	Descriptive titles are provided.
18	2.4.3 Focus Order (Level A)	Partially supports	On statistics, industry overview page, infographics detail page and search page, on

			some places the visual order must match DOM order.
19	2.4.4 Link Purpose (In Context) (Level A)	Partially supports	On report pages (search and hub page), some accessible names are missing.
20	2.5.1 Pointer Gestures (Level A)	Not applicable	Multipoint or path-based gesture is not present.
21	2.5.2 Pointer Cancellation (Level A)	Supports	The website does not trigger actions on pointer down events.
22	2.5.3 Label in Name (Level A)	Partially supports	On reports detail and topics pages, the visible name of some links does not match with the accessible name. On statistics page, the visual label of buttons in the pagination in table views is not the same as the accessible name
23	2.5.4 Motion Actuation (Level A)	Not applicable	The website does not use motion-based inputs to trigger any functionality.
24	3.1.1 Language of Page (Level A)	Supports	Primary language is defined programmatically.
25	3.2.1 On Focus (Level A)	Partially supports	On Statista's navigation, submenus and disclosure widgets open automatically.
26	3.2.2 On Input (Level A)	Supports	When the user inputs any data, it does not initiate a change of context.
27	3.2.6 Consistent Help (Level A)	Not applicable	The website does not use help mechanisms.
28	3.3.1 Error Identification (Level A)	Supports	Errors are identified for assistive technology users.
29	3.3.2 Labels or Instructions (Level A)	Supports	Form controls have programmatically defined labels.
30	4.1.1 Parsing (Level A)	Supports	Pages are well-formed according to HTML markup language specifications.
31	4.1.2 Name, Role, Value (Level A)	Partially supports	On statistics, Research AI tool and topic pages, some tooltips are not always accessible, or they are not properly hidden. On my account and registration page, the tabs are not actual tabs in terms of semantics, but radio buttons and some Content updates cannot be removed via keyboard. On home, industry detail, report hub and detail page and topic pages, infographics detail and hub page, account overview academia page, reports and consumer insights landing pages, some inactive slides are accessible. On statistics page, some buttons have no accessible names and the "Show more" button in

			the Popular Related Keywords section isn't focusable. On search page, there is an invisible button with no accessible name. On reports detail page, the crossed-out text is only visually crossed-out. On registration page, tabs are not accessible via keyboard. On search page, some filters not accessible to screen reader users. On topic pages, there is a wrong role in the "Choose a region" dropdown and content of hidden tooltips are accessible to reader users. On research AI tool page, infographics detail page and consumer insights tool page, some elements have no accessible name. On statistics page, some buttons, e.g. in the chart type selection, have no accessible name. On market insights landing and hub pages, some labels are generic, and some charts are not fully accessible. On account overview academia page, some links have no underline. On account overview page, some cells with icon don't have accessible names. On industry overview page, the close button has no accessible name. On research AI landing page, example prompts not unlabelled.

Level AA

No	Criteria	Conformance Level	Remarks & Explanation
1	1.2.4 Captions (Live) (Level AA)	Not applicable	Live multimedia content is not present.
2	1.2.5 Audio Description (Prerecorded) (Level AA)	Does not support	Videos do not have audio descriptions.
3	1.3.4 Orientation (Level AA 2.1 only)	Does not support	The consumer insights tool does not work when zoomed in.
4	1.3.5 Identify Input Purpose (Level AA 2.1 only)	Partially supports	The purpose of few input fields that collect user information is programmatically defined whereas the purpose of many input fields that collect user information is not programmatically defined.

5	1.4.3 Contrast (Minimum) (Level AA)	Partially supports	Our conversion color green is not accessible. In particular white on green e.g. for the button in the navigation. We also sometimes use gray text on white, which is not accessible.
6	1.4.4 Resize text (Level AA)	Supports	Text can be resized without loss of content or functionality.
7	1.4.5 Images of Text (Level AA)	Supports	Plain text is used to convey the information rather than images of text.
8	1.4.10 Reflow (Level AA)	Partially supports	On homepage and infographics detail page, the display of the carousel breaks when zoomed in and the header disappears when the viewport width changes. On research AI tool page and industry overview 78 pages, some content cut-off and the page when zoomed in on small viewports. On search page, Info tooltip only accessible to mouse users. The consumer insights tool does not work when zoomed in. Also, when zoomed in, some of the content is hidden by the top sub-navigation. On market insights landing page, the accordion is not accessible via keyboard.
9	1.4.11 Non-text Contrast (Level AA 2.1 only)	Partially supports	On the account overview page, the contrast of the x-icon against the background is low.
10	1.4.12 Text Spacing (Level AA 2.1 only)	Supports	When text spacing styles are applied, users can access all content and functionality with ease.
11	1.4.13 Content on Hover or Focus (Level AA 2.1 only)	Partially supports	On statistics page, focus gets trapped because some tooltips open automatically for keyboard users. On search page, info tool tip is only accessible to mouse users.
12	2.4.5 Multiple Ways (Level AA)	Supports	Multiple ways for users to locate the required content are available.
13	2.4.6 Headings and Labels (Level AA)	Partially supports	On reports hub page, some headings are wrongly implemented.
14	2.4.7 Focus Visible (Level AA)	Partially supports	On statistics, industry, Research AI tool page and consumer insights landing and tool page, the focus styles are missing on some sections or context menu doesn't show on focus.
15	2.4.11 Focus Not Obscured (Minimum) (Level AA)	Partially supports	On consumer insights tool page, when zoomed in, some of the content is hidden by the top sub-navigation.
16	2.5.7 Dragging Movements (Level AA)	Partially supports	On industry detail pages, Research AI landing page and consumer insights landing and brand profile page, on small viewports (mobile or

			when zoomed in), the only way to switch between slides is drag and drop.
17	2.5.8 Target Size (Minimum)	Supports	All interactive elements meet or exceed the minimum target size of 24 by 24 CSS pixels.
18	3.1.2 Language of Parts (Level AA)	Partially supports	On Spanish and French platform, users could find some words or part of content in English.
19	3.2.3 Consistent Navigation (Level AA)	Supports	A consistent navigation mechanism is used across the tested pages.
20	3.2.4 Consistent Identification (Level AA)	Partially supports	On search and release calendar page, some radio buttons do not work as expected. There is some inconsistent identification of tabs on small viewports on account overview page. On infographics detail page, some buttons inside the widgets are invisible.
21	3.3.3 Error Suggestion (Level AA)	Partially supports	On release calendar and imprint page, some elements are not labelled.
22	3.3.4 Error Prevention (Legal, Financial, Data) (Level AA)	Supports	Data entered by the user is checked for input errors and the user is provided an opportunity to correct them.
23	3.3.8 Accessible Authentication (Minimum)	Supports	Authentication does not rely on cognitive tests and support for password entry by password managers is enabled for browsers.
24	4.1.3 Status Messages (Level AA 2.1 only)	Partially supports	On research AI, search, Market insights hub page, report search page and statistics page, sometimes when the results or Dom change, there is no feedback/announcement to screen reader users.

9. Accessibility Roadmap

- Fixing of issues associated to following pages from the above WCAG report are scheduled to be fixed till Q4/2025:
  - Homepage
  - Statistics detail page
  - Topic page
  - Search
  - Market Insights Detail page
  - Reports Detail page
  - Industry Overview Page
  - Industry Detail page
  - My Account
  - Research AI Tool
  - Contact Us
  - Registration
  - login

- o [Account Overview page](#)

Fixing of issues associated to following pages from the above WCAG report are scheduled to be fixed till Q1/2026:

- [Research philosophy](#)
- [Authors page](#)
- [Getting started](#)
- [Release calendar](#)
- [Press & News](#)
- [Market insights Landing page](#)
- [Market insights hub page](#)
- [Infographics Hub page](#)
- [Infographics Detail Page](#)
- [Reports Hub page](#)
- [Report search page](#)
- [Account overview academia page](#)
- [Consumer Insights Landing page](#)
- [Consumer Insights - Tool](#)
- [Consumer Insights - Brand profiles](#)
- [About us](#)
- [Help & FAQ](#)
- [Imprint](#)