

The State of AI and Accessibility

Teams are building with AI faster than they can check their work. More of what teams ship now goes out unreviewed, at a moment when evidence of accessibility is increasingly expected.

We surveyed more than 2,500 digital experience professionals across the U.S. and Europe about how AI is changing the way digital experiences are created, and what keeps quality intact as delivery speeds up.

Key findings

80%

USE AI

AI adoption is near-universal.

80% of professionals use AI for digital accessibility, but no single use case has been adopted by more than a third of them. There is no shared playbook.

2x

 BUILD VS.
CHECK

Building sped up, checking didn't.

61% say AI accelerated design and 58% say planning, against 30% for QA and testing. As experience creation accelerates, quality checks aren't keeping up.

64%

 DESIGN
EARLIER

Design and dev are happening sooner.

64% say design now happens earlier and 48% say the same for development, but only 23% report that QA and testing moved earlier.

6x

MORE LIKELY

AI pays off most inside a mature program.

Organizations with all core markers of a sustainable program, including governance, training, and workflow integration, are nearly 6x as likely to say AI helps them decide what to fix first.

83%

 REQUIRE
PROOF

Evidence is now a procurement gate.

83% of organizations require proof of accessibility most or all of the time when buying digital products, up from 75% in 2025.

89%

 CALL
HUMANS
CRITICAL

Teams want people kept in the loop.

89% say humans must stay closely involved in accessibility as AI advances, rising to 97% among organizations with key markers of sustainable programs.

+10

 POINTS,
AI USE

AI alone isn't what separates strong performers.

90% of organizations improving across every KPI they track use AI, against 80% overall. Communication, training, and culture separate them by 38 to 41 points.

6%

SPEND LESS

Efficiency is reallocated, not banked.

22% rely less on manual evaluation because of AI, yet only 6% spend less. Capacity is moving toward work that takes judgment and produces evidence.

What to do now

AI has transformed the SDLC, but it hasn't changed what makes an experience accessible. The organizations achieving measurable results put accessibility requirements where work happens now, inside design files, editors, and CI/CD pipelines, and generate evidence as they go.

01

Build the standard into the work.

Put accessibility requirements in design files, editors, and pipelines.

02

Check what AI builds.

Hold AI-generated work to the same standard as human work.

03

Fund decisions that compound.

Redirect efficiency gains into governance, training, and evidence.

Learn what the strongest programs are doing differently.

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