

Data visualisation and digital accessibility

How can we help?



Hello.

Digital accessibility



Empathy



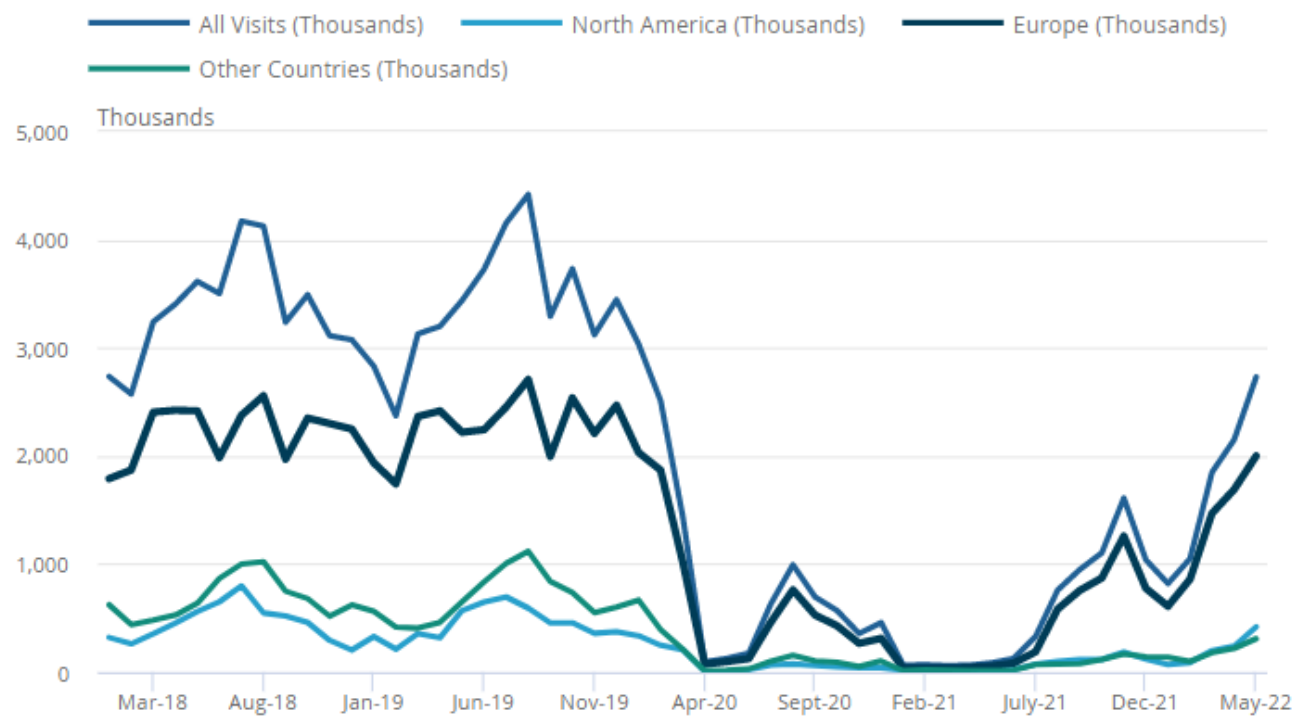


**Alternative
text**



Figure 1: European and North American residents helped to push visits to the UK in May 2022 up higher than the previous year

Overseas residents' visits to the UK by month, January 2018 to May 2022



Source: Office for National Statistics - International Passenger Survey

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Overseas residents' visits to the UK by month, January 2018 to May 2022



Clickable link all visits thousands, Clickable link North America thousands clickable link Europe thousands clickable link other countries thousands

May 22 Dec 21 July 21 Feb 21 Sept 20 Apr 20 Nov 19 Jun 19 Jan 19 Aug 18 Mar 18

Zero comma zero zero zero comma one zero zero zero comma two zero zero zero comma three zero zero zero comma four zero zero zero comma five

Source: Office for National Statistics - International Passenger Survey

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Overseas residents' visits to the UK by month, January 2018 to May 2022



Image of line chart showing overseas residents visits UK Jan 2018 to May 2022

Source: Office for National Statistics – International Passenger Survey

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| | A | B | C | D | E | F |
|----|-------------|----------------|-----------|------------|---------------------|---|
| 1 | Figure 1: E | | | | | |
| 2 | Overseas | | | | | |
| 3 | | | | | | |
| 4 | Notes | | | | | |
| 5 | Unit | Thousands | | | | |
| 6 | | | | | | |
| 7 | | All Visits (Th | North Ame | Europe (Th | Other Countries (Th | |
| 8 | Jan-18 | 2734 | 321 | 1790 | 623 | |
| 9 | Feb-18 | 2573 | 262 | 1870 | 440 | |
| 10 | Mar-18 | 3240 | 354 | 2405 | 480 | |
| 11 | Apr-18 | 3404 | 453 | 2423 | 528 | |
| 12 | May-18 | 3614 | 560 | 2417 | 637 | |
| 13 | Jun-18 | 3503 | 651 | 1985 | 867 | |
| 14 | July-18 | 4172 | 797 | 2377 | 999 | |
| 15 | Aug-18 | 4126 | 548 | 2557 | 1021 | |
| 16 | Sept-18 | 3237 | 519 | 1970 | 749 | |
| 17 | Oct-18 | 3491 | 460 | 2350 | 681 | |
| 18 | Nov-18 | 3112 | 294 | 2300 | 518 | |
| 19 | Dec-18 | 3075 | 205 | 2249 | 622 | |
| 20 | Jan-19 | 2830 | 330 | 1936 | 563 | |
| 21 | Feb-19 | 2372 | 213 | 1742 | 418 | |
| 22 | Mar-19 | 3129 | 356 | 2365 | 407 | |
| 23 | Apr-19 | 3199 | 319 | 2417 | 462 | |
| 24 | May-19 | 3438 | 570 | 2219 | 650 | |
| 25 | Jun-19 | 3727 | 648 | 2243 | 836 | |
| 26 | July-19 | 4155 | 696 | 2453 | 1006 | |
| 27 | Aug-19 | 4418 | 593 | 2707 | 1118 | |
| 28 | Sept-19 | 3292 | 456 | 1996 | 840 | |
| 29 | Oct-19 | 3731 | 457 | 2537 | 737 | |
| 30 | Nov-19 | 3121 | 360 | 2209 | 552 | |
| 31 | Dec-19 | 3445 | 374 | 2469 | 602 | |

| | | | | | | |
|----|---------|------|-----|------|-----|--|
| 32 | Jan-20 | 3036 | 337 | 2032 | 667 | |
| 33 | Feb-20 | 2512 | 249 | 1869 | 394 | |
| 34 | Mar-20 | 1446 | 208 | 1025 | 213 | |
| 35 | Apr-20 | 95 | 7 | 74 | 13 | |
| 36 | May-20 | 127 | 11 | 98 | 17 | |
| 37 | Jun-20 | 176 | 22 | 126 | 29 | |
| 38 | July-20 | 633 | 67 | 463 | 102 | |
| 39 | Aug-20 | 993 | 77 | 761 | 155 | |
| 40 | Sept-20 | 696 | 63 | 529 | 105 | |
| 41 | Oct-20 | 570 | 49 | 429 | 92 | |
| 42 | Nov-20 | 358 | 39 | 267 | 52 | |
| 43 | Dec-20 | 458 | 42 | 313 | 103 | |
| 44 | Jan-21 | 65 | 13 | 38 | 13 | |
| 45 | Feb-21 | 69 | 7 | 39 | 22 | |
| 46 | Mar-21 | 61 | 8 | 38 | 16 | |
| 47 | Apr-21 | 65 | 9 | 43 | 14 | |
| 48 | May-21 | 86 | 14 | 57 | 15 | |
| 49 | Jun-21 | 126 | 23 | 83 | 20 | |
| 50 | July-21 | 331 | 73 | 189 | 69 | |
| 51 | Aug-21 | 759 | 101 | 584 | 75 | |
| 52 | Sept-21 | 949 | 115 | 756 | 78 | |
| 53 | Oct-21 | 1103 | 116 | 871 | 116 | |
| 54 | Nov-21 | 1610 | 185 | 1258 | 168 | |
| 55 | Dec-21 | 1039 | 120 | 775 | 144 | |
| 56 | Jan-22 | 820 | 70 | 610 | 140 | |
| 57 | Feb-22 | 1050 | 90 | 860 | 100 | |
| 58 | Mar-22 | 1850 | 200 | 1470 | 180 | |
| 59 | Apr-22 | 2150 | 240 | 1690 | 220 | |
| 60 | May-22 | 2730 | 420 | 2000 | 310 | |
| 61 | | | | | | |

A1 wrap text Figure 1: European and North American residents helped to push visits to the UK in May 2022 up higher than the previous year

A2 Overseas residents' visits to the UK by month, January 2018 to May 2022

Blank A3, Blank B3, Blank C3, A4 Notes A5 Unit A6 Blank A7 Blank A8 Jan-18 A7 Blank

B7 All visits (thousands) C7 North America (thousands) D7 Europe (thousands) E7 Other countries (thousands)

A8 Jan 18 B8 2734 C8 321 D8 1790 E8 623 F8 BLANK G8 BLANK A9 Feb 18 B9 2573 C9 262 D9 1870 E9440

A10 Mar 18 B10 3240 C10 354 D10 2405 E10 480 A11 Apr 18 B11 3404 C11 453 D11 2423 E11528

How can we help?



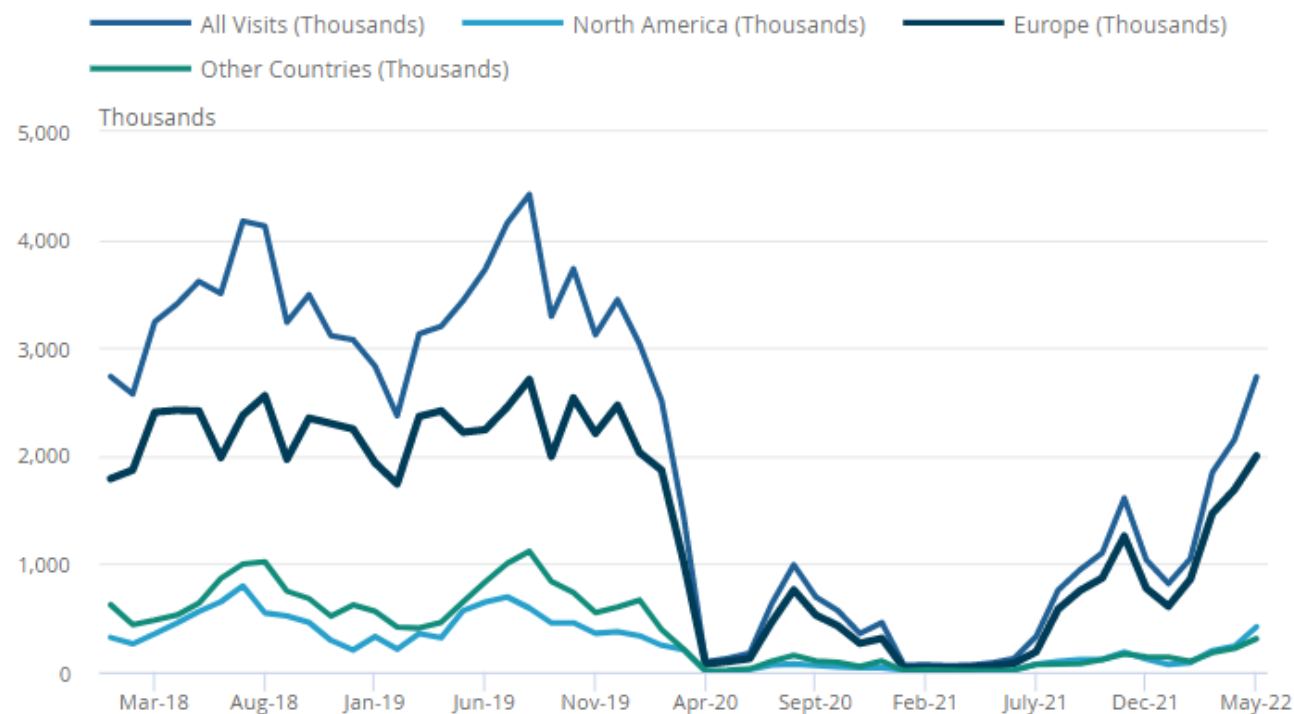
Rule

All non-text content has a text alternative that serves the equivalent purpose.



Figure 1: European and North American residents helped to push visits to the UK in May 2022 up higher than the previous year

Overseas residents' visits to the UK by month, January 2018 to May 2022



Source: Office for National Statistics - International Passenger Survey

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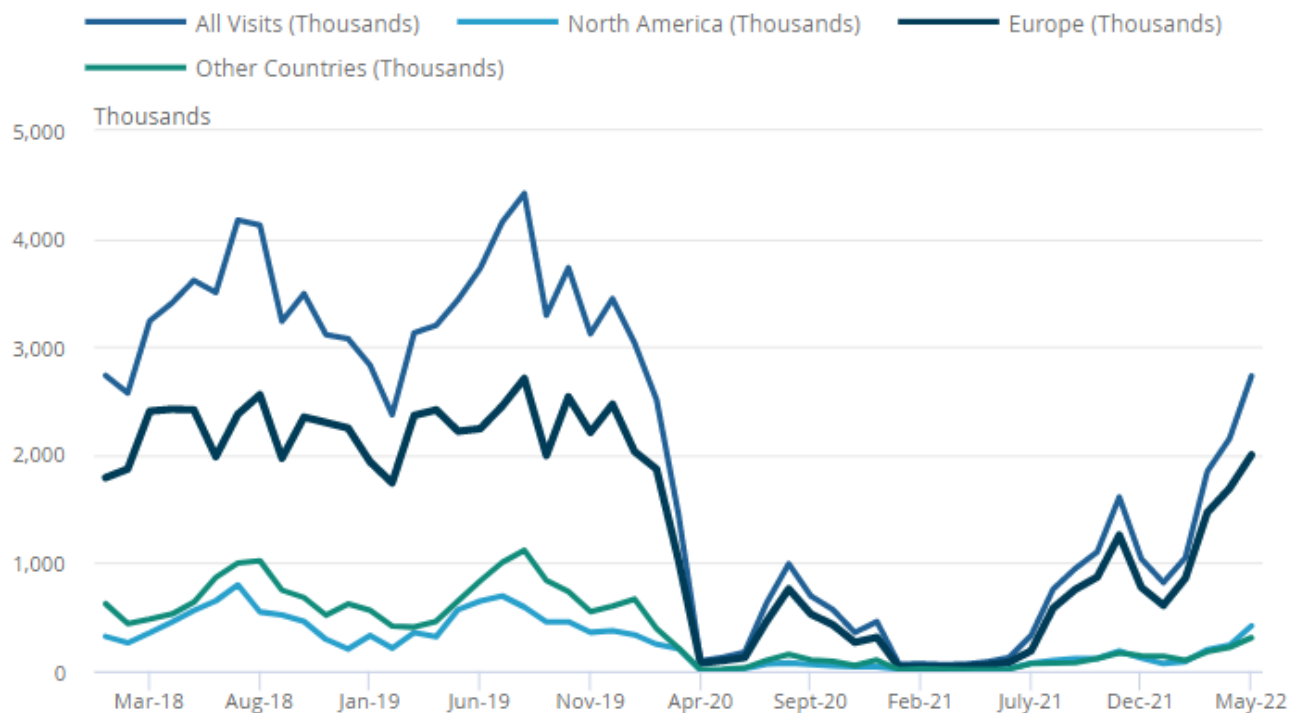
[.csv](#)

[.xls](#)



Figure 1: European and North American residents helped to push visits to the UK in May 2022 up higher than the previous year

Overseas residents' visits to the UK by month, January 2018 to May 2022



Visits to the UK by overseas residents fell sharply to very low levels in April 2020 due to the coronavirus (COVID-19) pandemic.

Visits from residents of North America have remained low since that time but have started to increase in recent months, standing at 420,000 visits in May 2022.

Visits from European residents rose slightly towards the end of 2020 before falling back. In July 2021 they started rising again. In May 2022, there were 2,000,000 visits, almost equal to pre-pandemic levels.

Source: Office for National Statistics - International Passenger Survey

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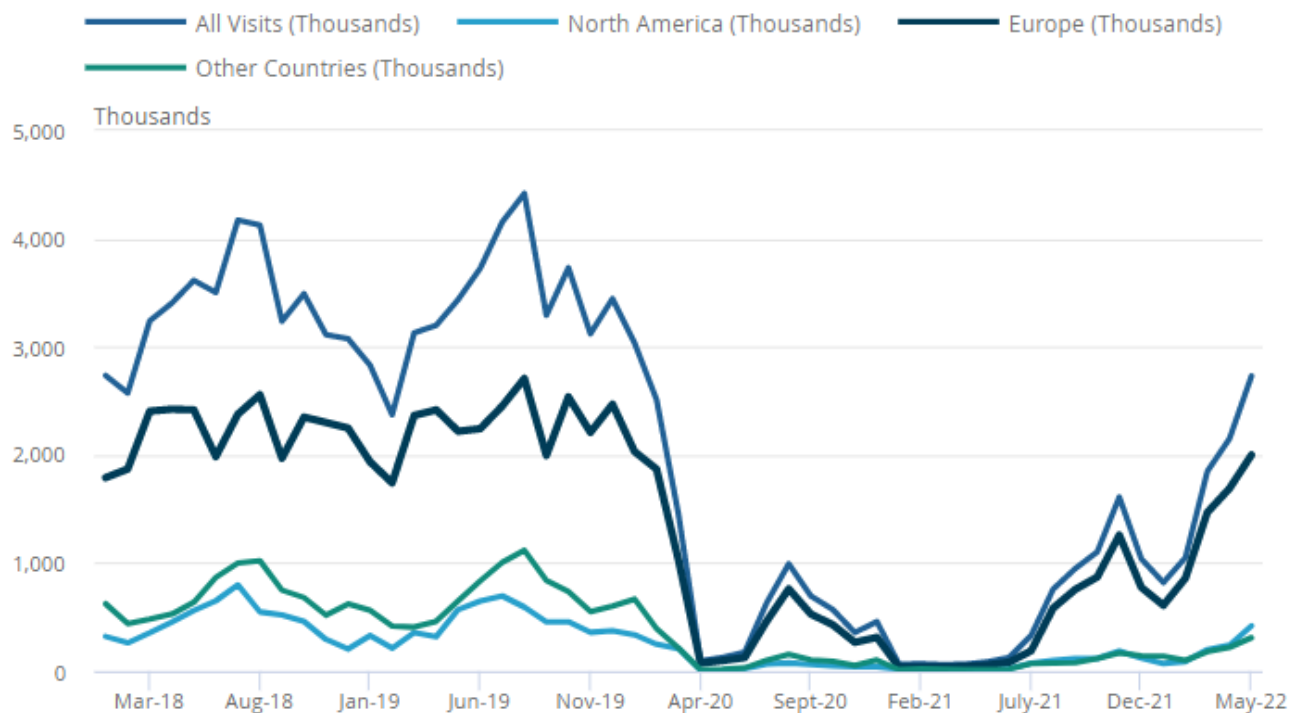
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Source: Office for National Statistics - International Passenger Survey

Download this chart



**But where should
this text go?**



Figure 1 European and North American residents tended to post more in the UK in May 2022 up higher than the previous year

Foreign resident visits to the UK by month, January 2018 to May 2022



Source: Office for National Statistics - International Passenger Survey

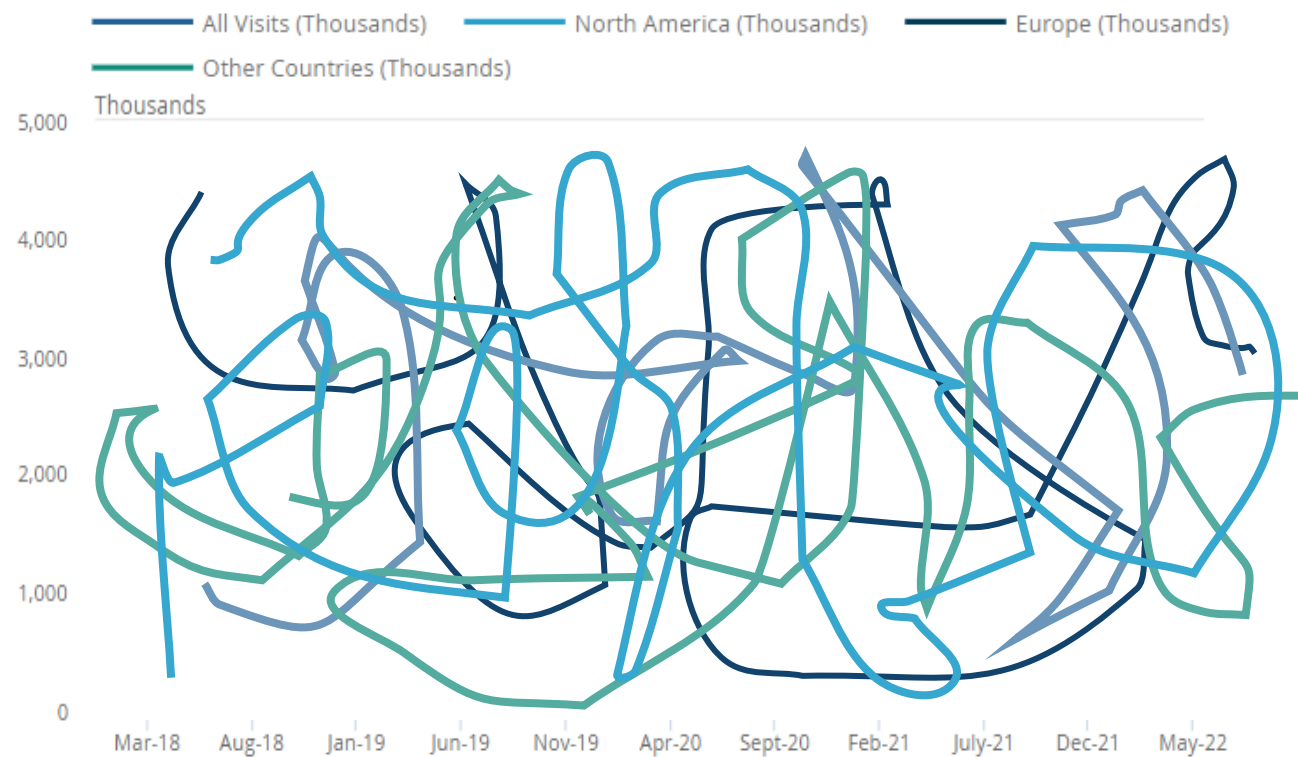
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Overseas residents' visits to the UK by month, January 2018 to May 2022



Source: Office for National Statistics - International Passenger Survey

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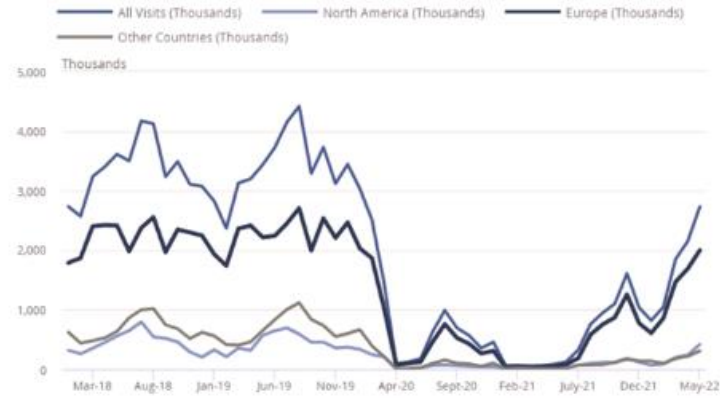
Overseas residents' visits to the UK by month, January 2018 to May 2022



Source: Office for National Statistics - International Passenger Survey

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Source: Office for National Statistics - International Passenger Survey

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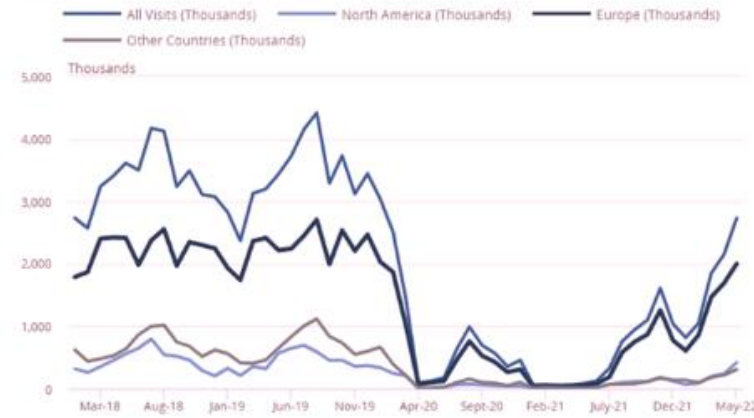
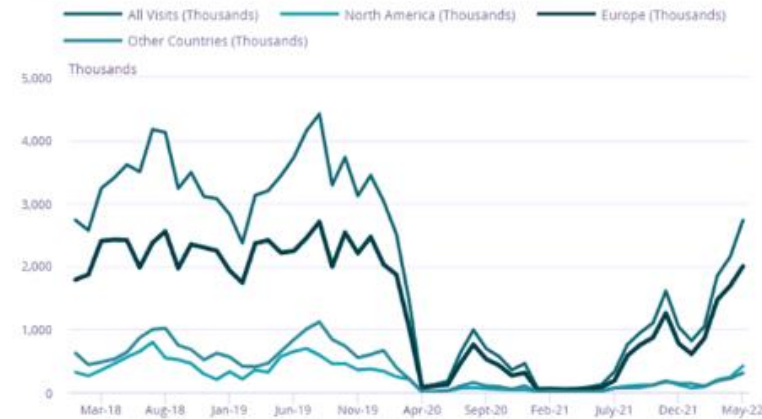


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Source: Office for National Statistics - International Passenger Survey

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Source: Office for National Statistics - International Passenger Survey

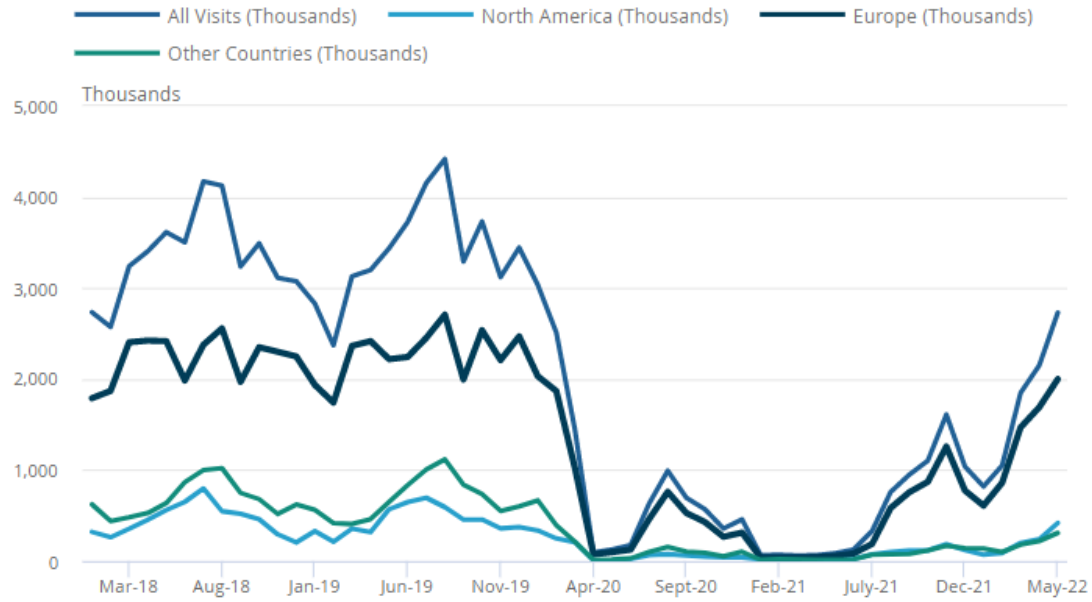
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Overseas residents' visits to the UK by month, January 2018 to May 2022



Source: Office for National Statistics - International Passenger Survey

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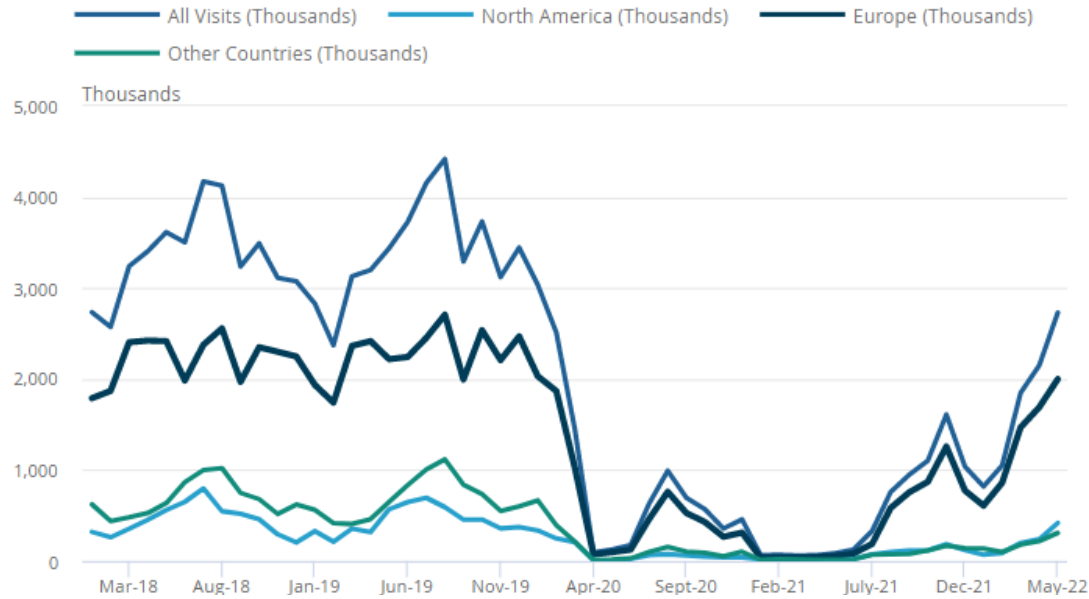
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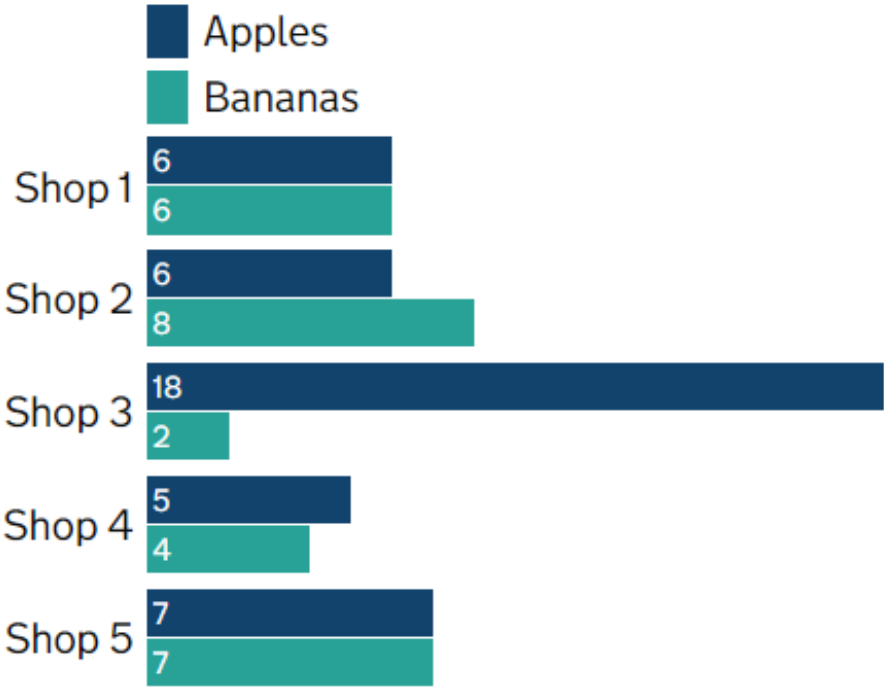
[Image](#)

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Number of fruit in different shops

Change to table and accessible view



Number of fruit in different shops

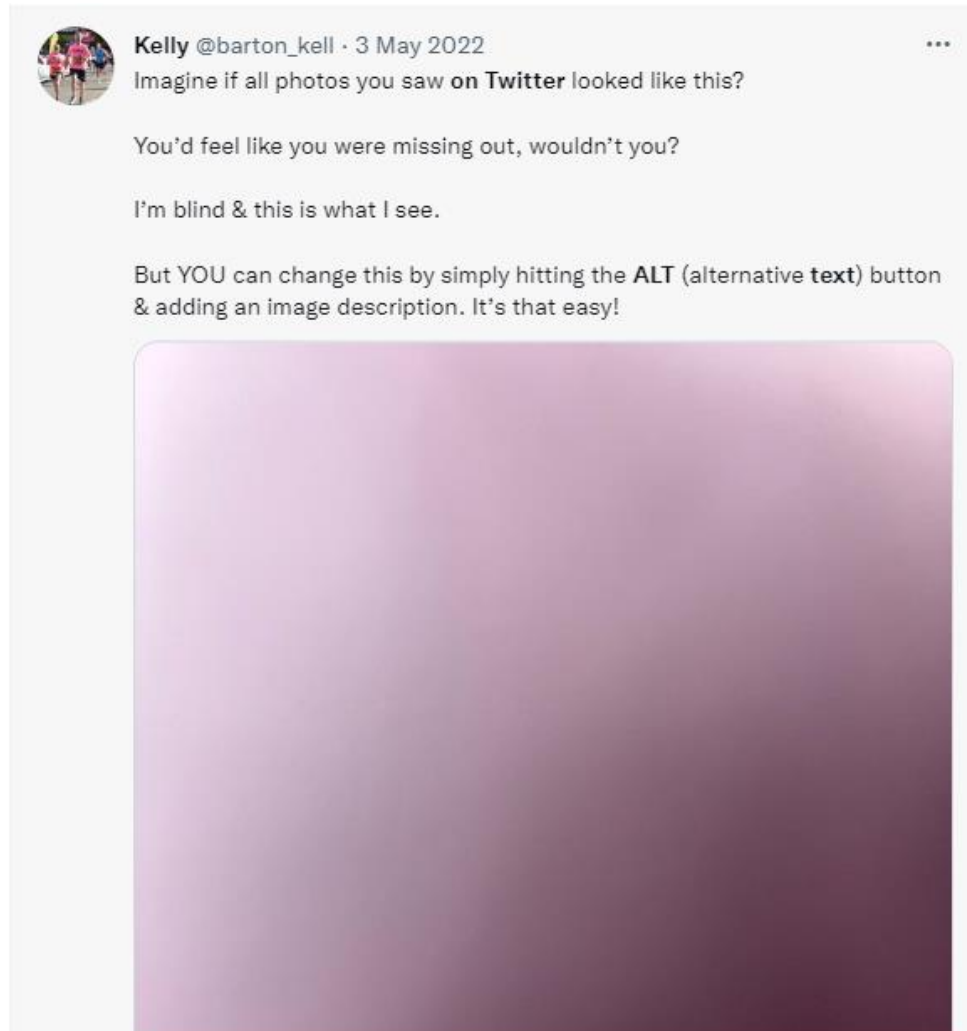
Change to chart view



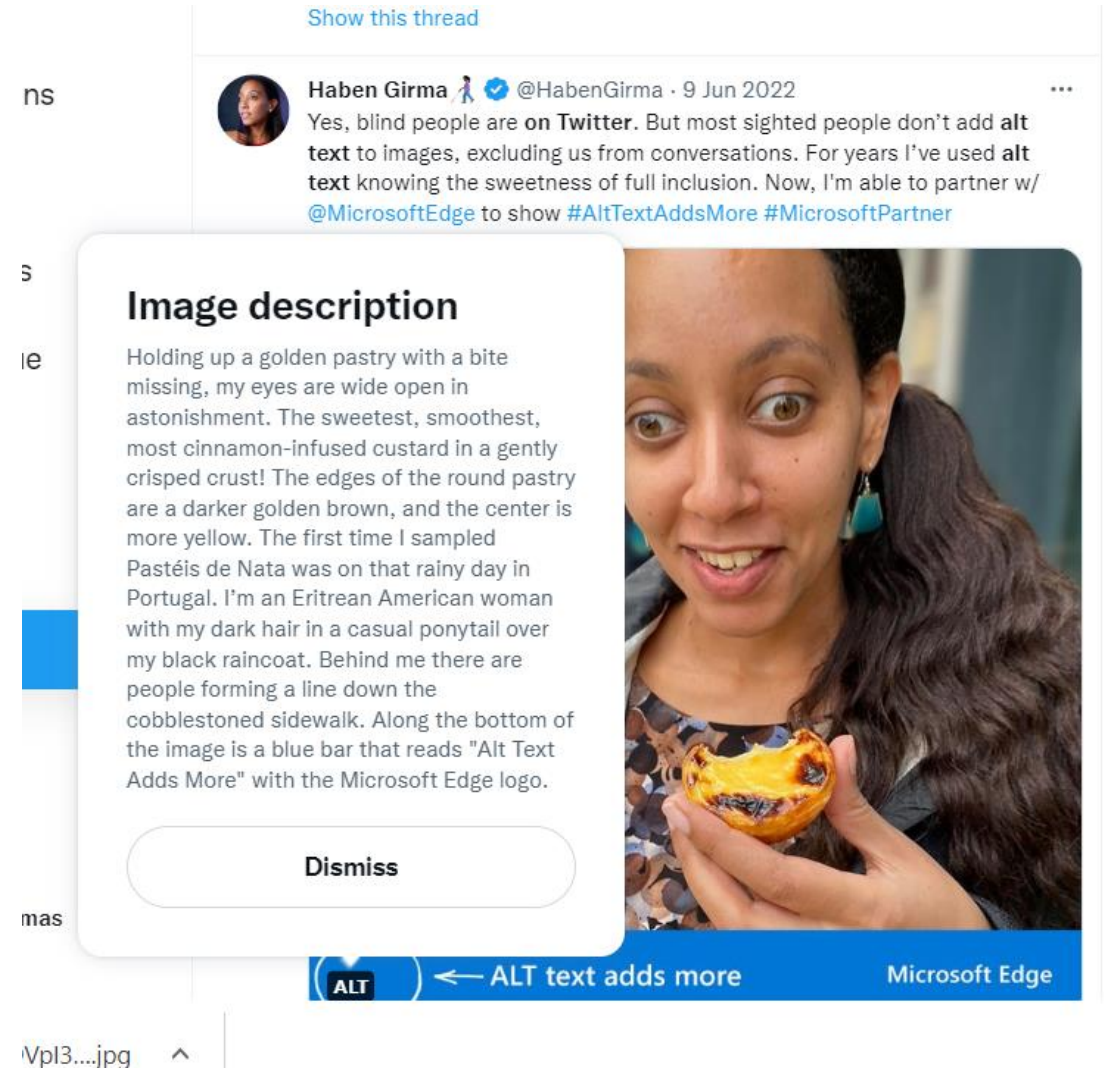
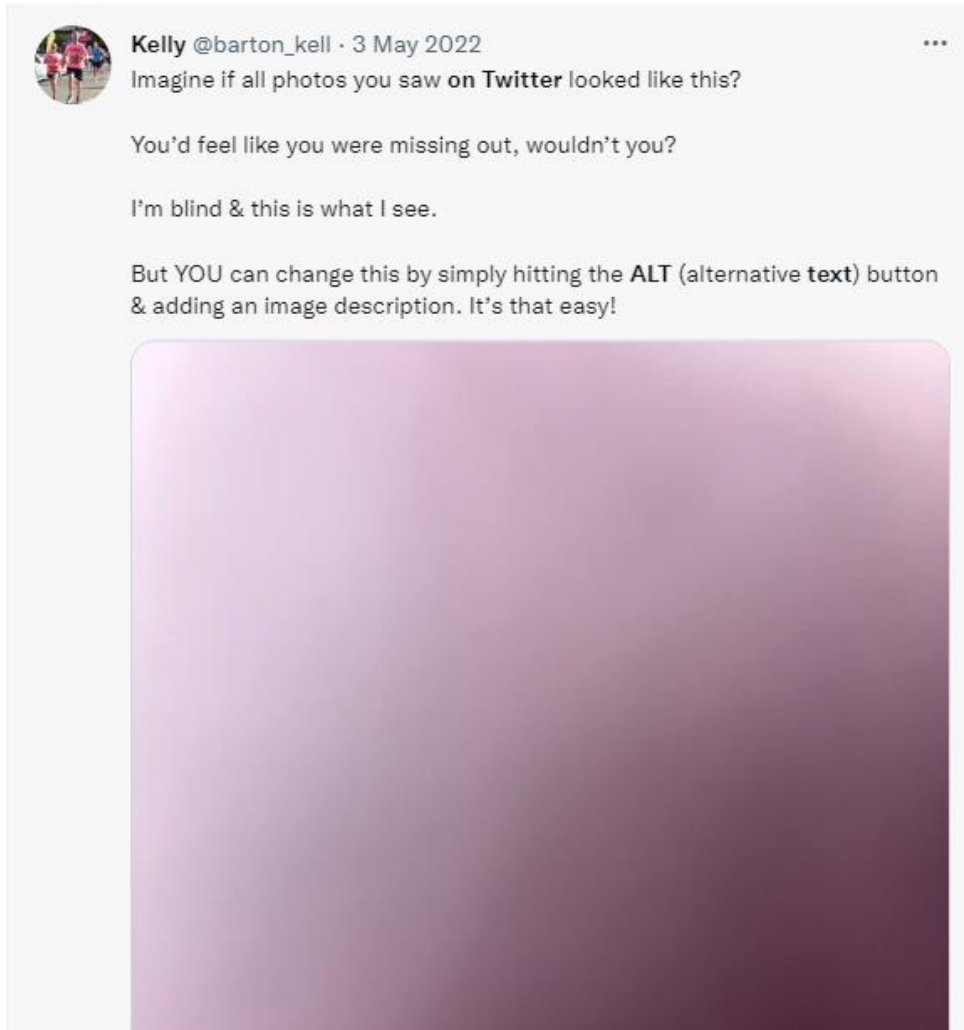
| Shop | Apples | Bananas |
|--------|--------|---------|
| Shop 1 | 6 | 6 |
| Shop 2 | 6 | 8 |
| Shop 3 | 18 | 2 |
| Shop 4 | 5 | 4 |
| Shop 5 | 7 | 7 |
| Shop 6 | 11 | 1 |

Tables can be the text alternative, when appropriate

On Twitter we can add alt text . . .



On Twitter we can add alt text . . .



It is not always easy . . .



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Show this thread



Megan Ben Dor Ruthven @mbdr_ · 10 Aug 2022
Chart with alt text.

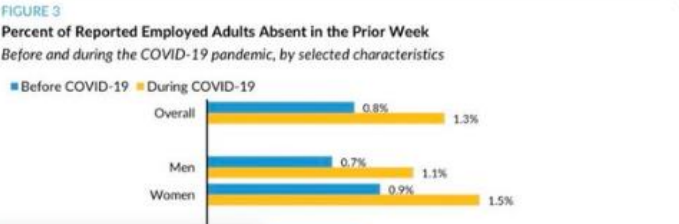


Image description

Bar chart displaying the percent of reported employed adults absent in the prior week. It shows before COVID, 0.8% of all workers surveyed were absent the previous week. During COVID, 1.3% of all workers surveys were absent the previous week. That is 1.6x more than before COVID. More info: <https://www.urban.org/sites/default/files/2022-08/Out%20Sick%20Without%20Pay.pdf>

Dismiss

chills, care, or other family or personal obligation. Workers with multiple jobs are assigned self-employed status based on the job they work the most hours.

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It is not always easy . . .



Show this thread

Megan Ben Dor Ruthven @mbdr_ · 10 Aug 2022
Chart with alt text.

FIGURE 3
Percent of Reported Employed Adults Absent in the Prior Week
Before and during the COVID-19 pandemic, by selected characteristics

■ Before COVID-19 ■ During COVID-19

| Characteristic | Before COVID-19 | During COVID-19 |
|--------------------------------------|-----------------|-----------------|
| Overall | 0.8% | 1.3% |
| Men | 0.7% | 1.1% |
| Women | 0.9% | 1.5% |
| White | 0.8% | 1.3% |
| Black | 0.7% | 1.4% |
| Hispanic | 0.5% | 0.9% |
| Other | 0.8% | 1.2% |
| Married | 0.7% | 1.4% |
| Single | 1.0% | 1.7% |
| Divorced | 0.8% | 1.7% |
| Widowed | 0.7% | 1.2% |
| Never married | 1.2% | 1.4% |
| Married, partner | 0.7% | 1.2% |
| Married, spouse | 0.6% | 0.9% |
| Married, common-law | 0.8% | 1.3% |
| Married, common-law, partner | 0.9% | 1.7% |
| Married, common-law, spouse | 1.3% | 1.7% |
| Married, common-law, spouse, partner | 2.1% | 2.1% |

URBAN INSTITUTE

ation Survey. The pre-COVID-19 period includes March 2018 through March 2020 through February 2022.

s who reported being absent from work in the prior week because of illness, child care, or other family or personal obligation. Workers with multiple jobs are assigned self-employed status based on the job they work the most hours.

Image description
Bar chart displaying the percent of reported employed adults absent in the prior week. It shows before COVID, 0.8% of all workers surveyed were absent the previous week. During COVID, 1.3% of all workers surveys were absent the previous week. That is 1.6x more than before COVID. More info: <https://www.urban.org/sites/default/files/2022-08/Out%20Sick%20Without%20Pay.pdf>

Dismiss

ALT

Image description
Small corner box states: IN OUR WORLD DATA
Chart labeled: "Biweekly change of confirmed COVID-19 cases"
Subheading: "The biweekly growth rate on any given data measures the percentage change in the number of new confirmed cases over the last 14 days relative to the number in the previous 14 days."
The 4 horizontal axis (or x axis) data points are: Mar 12, 2022; April 20, 2022; May 10, 2022; June 20, 2022
The 8 vertical axis (or y axis) data points are: starts at -60%; -40%; -20%; 0%; 20%; 40%; 60%; 80%
Most of the data is in the negative percentage range, much of it between -40% and -60%. Then after May 10, 2022 the rage starts pushing upward but

la · 22 Jun 2022
@kim_crawley

COVID-19 cases
the percentage change in the number of new confirmed cases over the previous 14 days.

Mar 12, 2022 Apr 20, 2022 May 10, 2022 Jun 20, 2022

Our World in Data

CC BY

But we should always try!



 **Twitter Accessibility** 
@TwitterA11y


If you haven't already, here are instructions on how to enable the image description (alt text) reminder
help.twitter.com/en/using-twit... #AltTextReminder

 help.twitter.com
How to set image description reminder | Twitter Help
Learn how to set a reminder that will tell you when image descriptions on your GIFs and images are missing.

5:24 pm · 4 Oct 2022

105 Retweets 33 Quote Tweets 114 Likes


← **Accessibility Awareness**
2,623 Tweets

 **Accessibility Awareness**
@A11yAwareness


Bot by @PatrickMGarvin. Helping you better understand web accessibility for people with disabilities.

@A11yAwareness@disabled.social
Joined July 2022
2 Following 16.7K Followers
Followed by Daniel Wigglesworth, Benjy Stanton – Looking for work, and Martin Stabe

Tweets Tweets & replies Media Likes

 **Accessibility Awareness** @A11yAwareness · 51m

When you don't add alt text to your images you tweet, the default alt text is "Image." That doesn't give blind or low-vision users any understanding of the content or context of the image. Always add alt text.

 help.twitter.com
How to make images accessible for people
Learn how to compose a description of images on Twitter so the content is accessible to people who ...



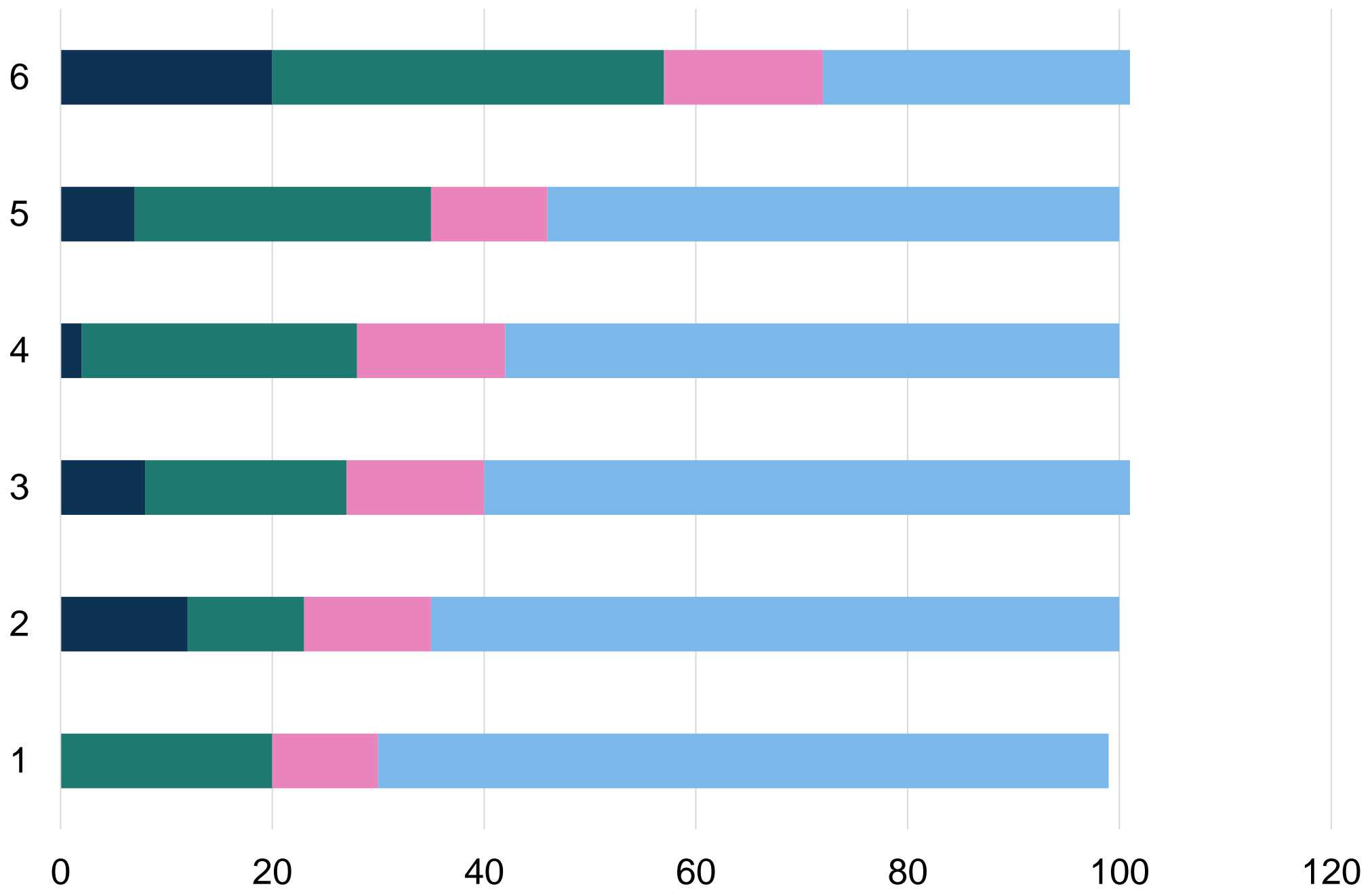
Colours

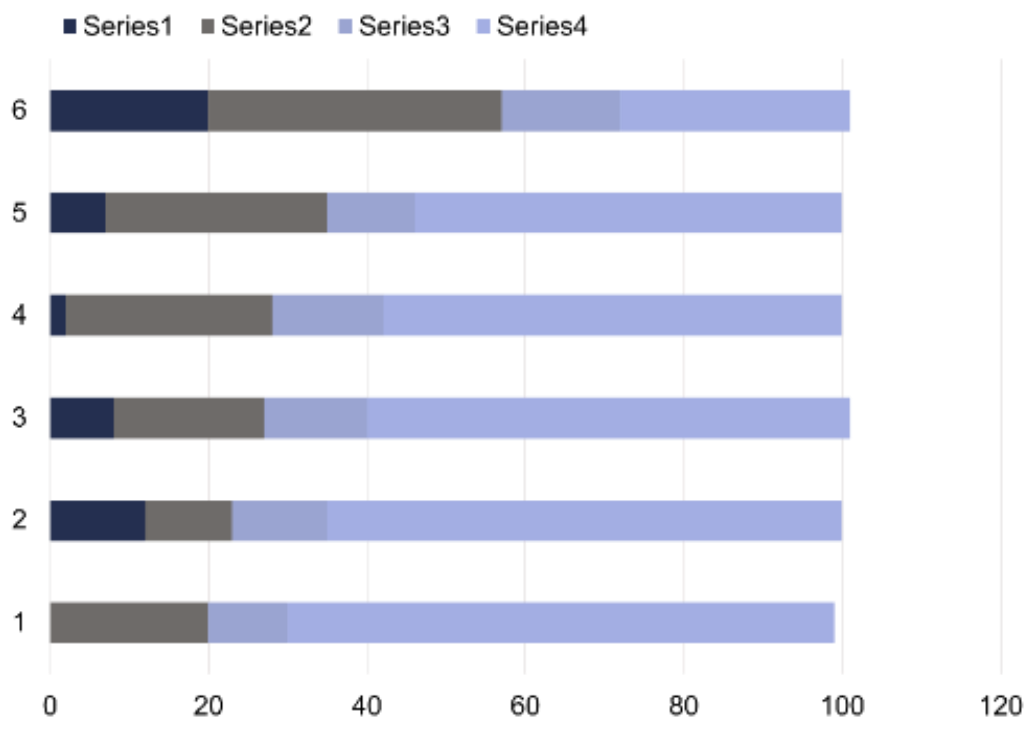
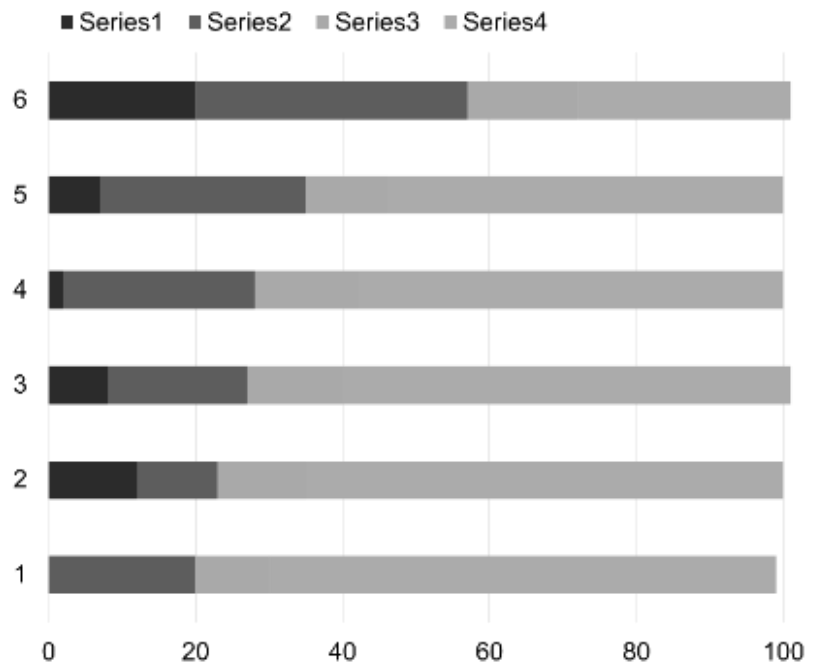
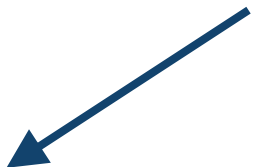
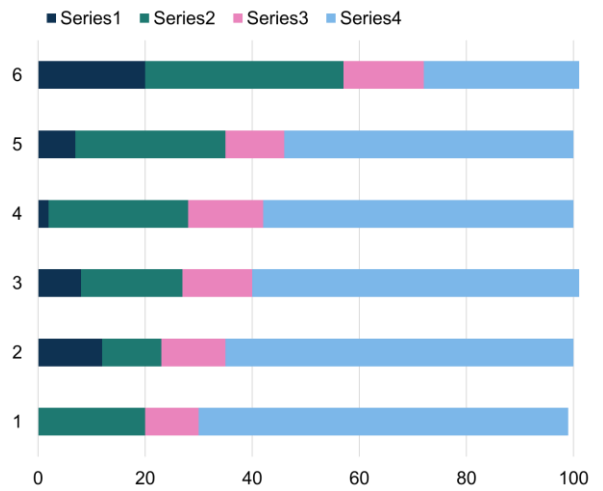
Empathy



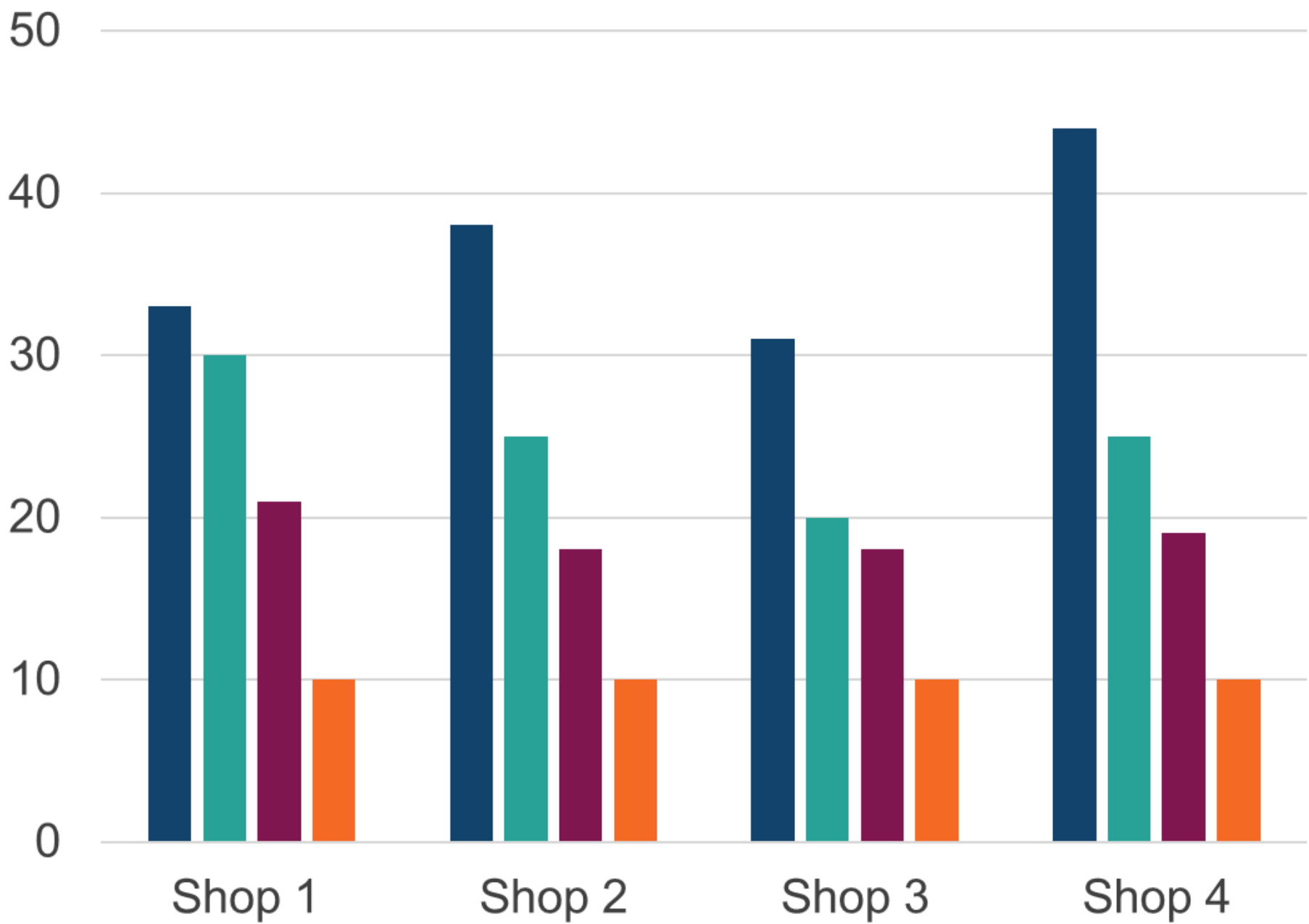


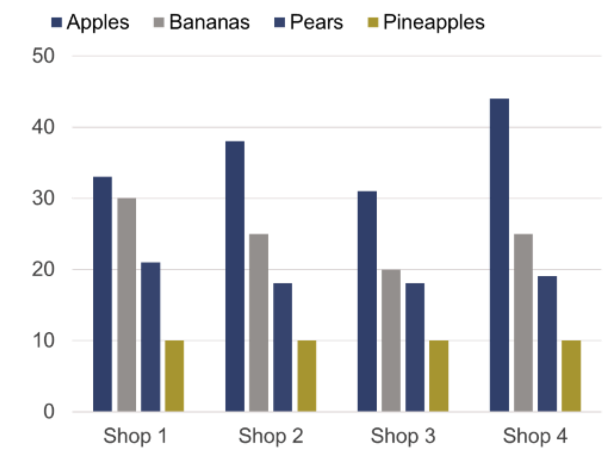
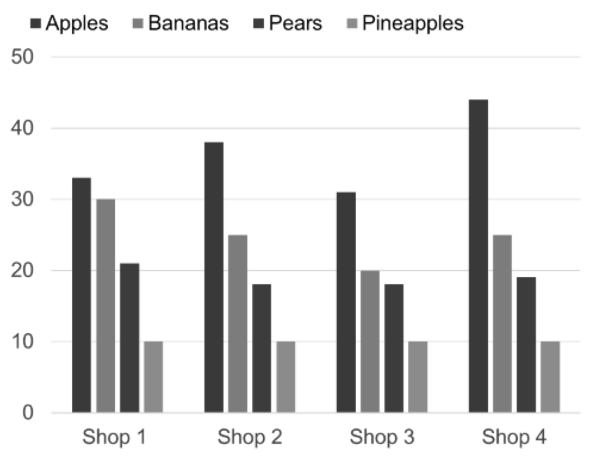
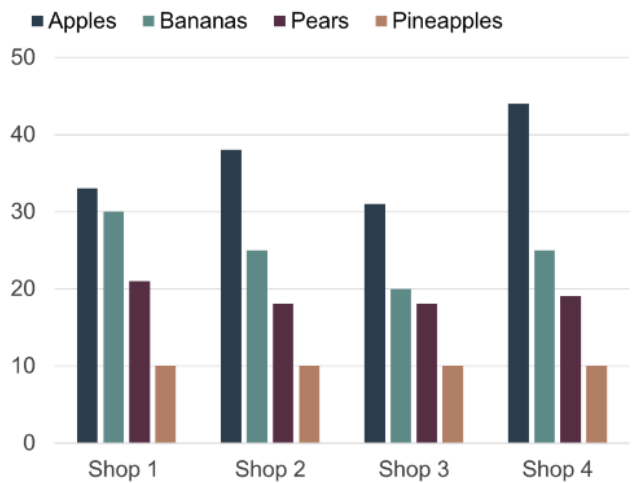
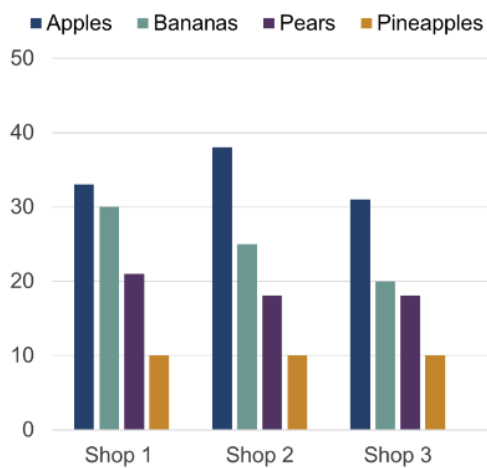
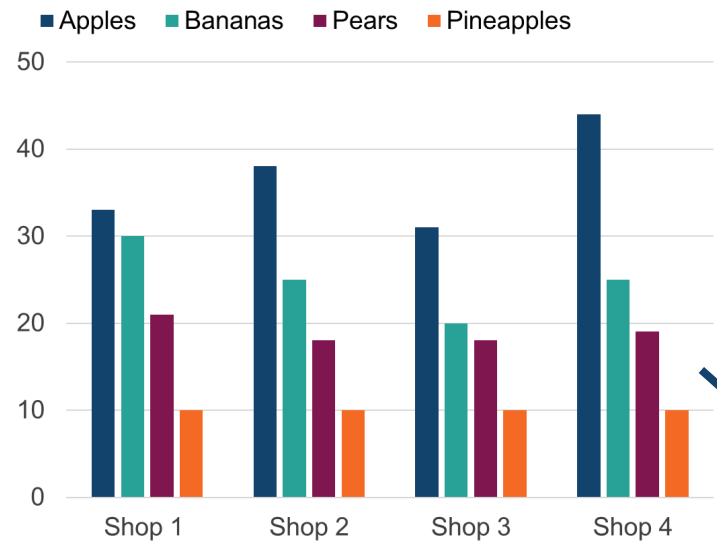
■ Series1 ■ Series2 ■ Series3 ■ Series4





■ Apples ■ Bananas ■ Pears ■ Pineapples





How can we help?








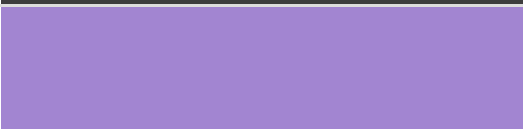
Rules

3 to 1 contrast ratio for adjacent elements

Do not use colour alone to communicate a message

Categorical colour palette

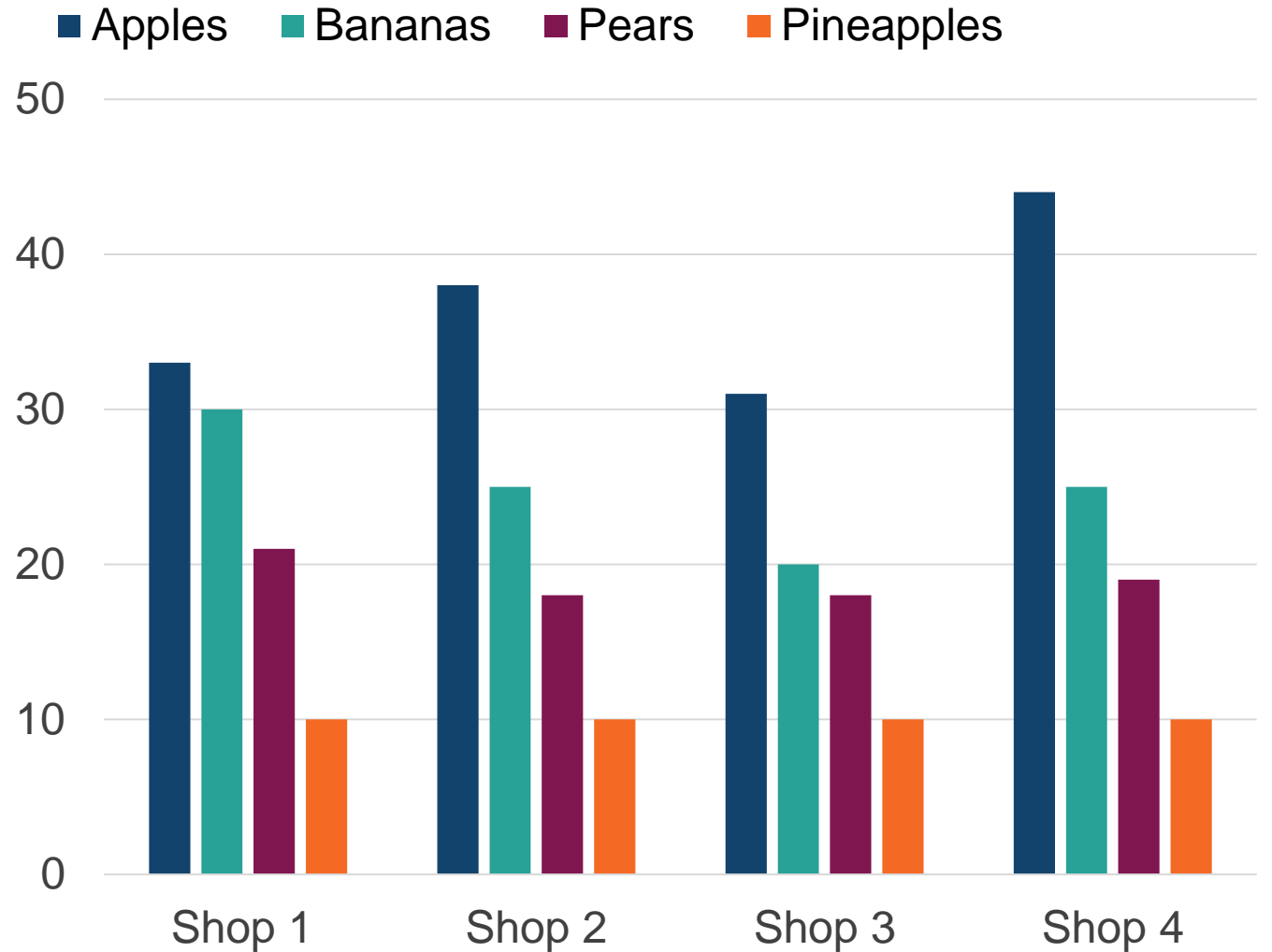


| Colour | Hex code | RGB code | CYMK code | Example of colour |
|--------------|----------|-----------------|-----------------|---|
| Dark blue | #12436D | (18, 67, 109) | (83, 39, 0, 57) |  |
| Turquoise | #28A197 | (40, 161, 151) | (75, 0, 6, 37) |  |
| Dark pink | #801650 | (128, 22, 80) | (0, 83, 38, 50) |  |
| Orange | #F46A25 | (244, 106, 37) | (0, 57, 85, 4) |  |
| Dark grey | #3D3D3D | (61, 61, 61) | (0, 0, 0, 76) |  |
| Light purple | #A285D1 | (162, 133, 209) | (22, 36, 0, 18) |  |

Contrast rule

Rule: 3 to 1 contrast ratio for all adjacent elements.

Number of fruit items stocked in four shops

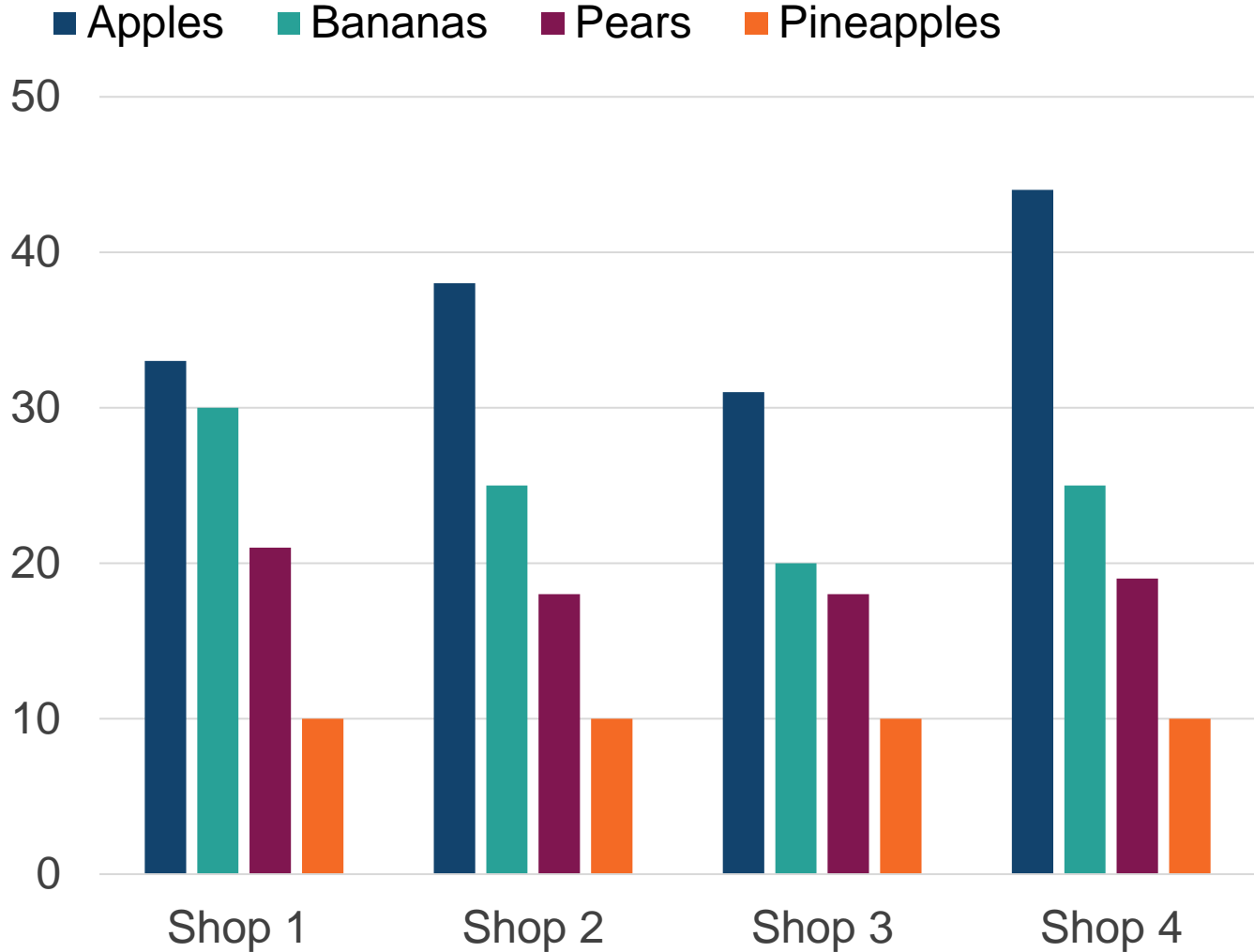


Contrast rule

Rule: 3 to 1 contrast ratio for all adjacent elements.



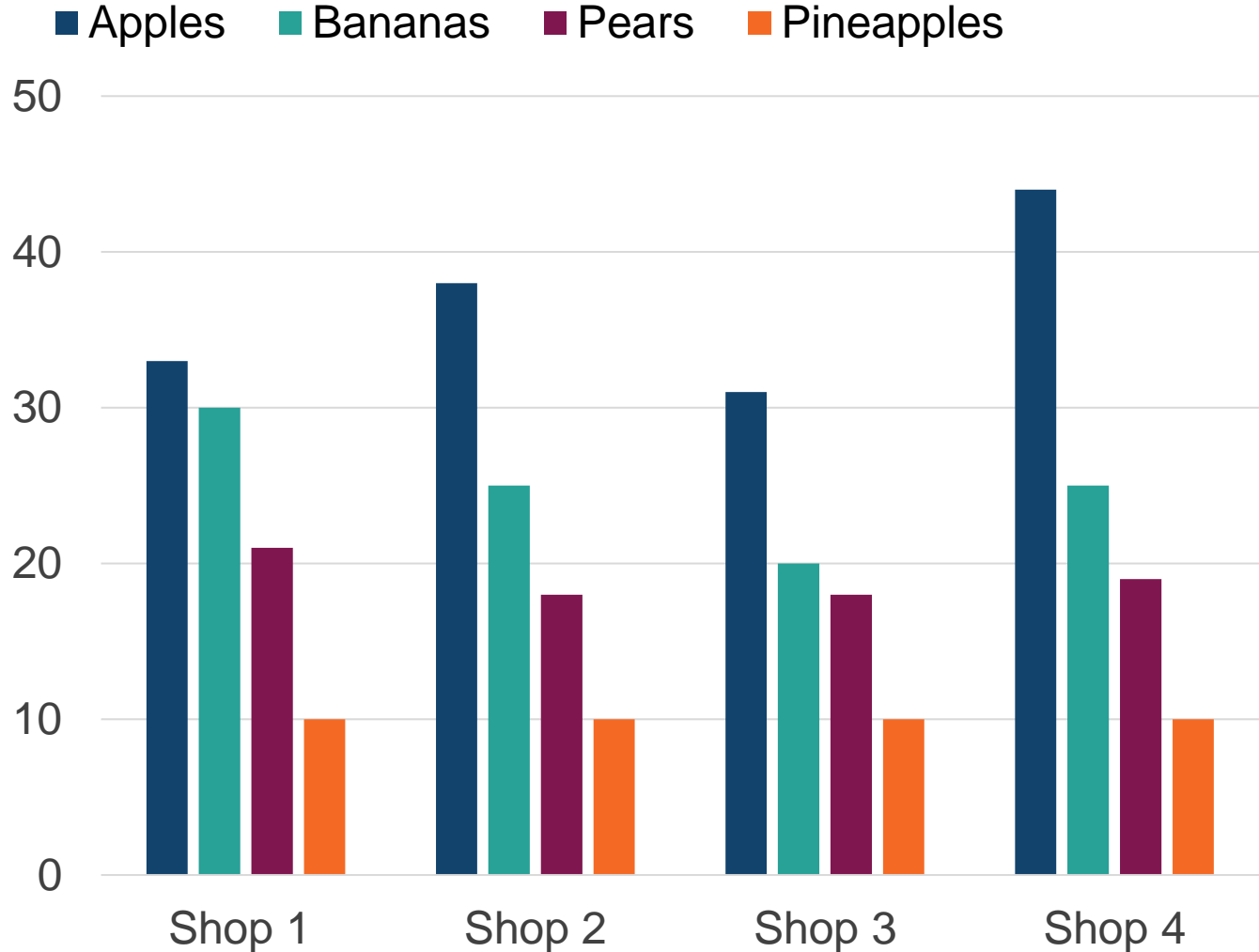
Number of fruit items stocked in four shops



Use of colour rule

Rule: Do not use colour alone to communicate a message

Number of fruit items stocked in four shops

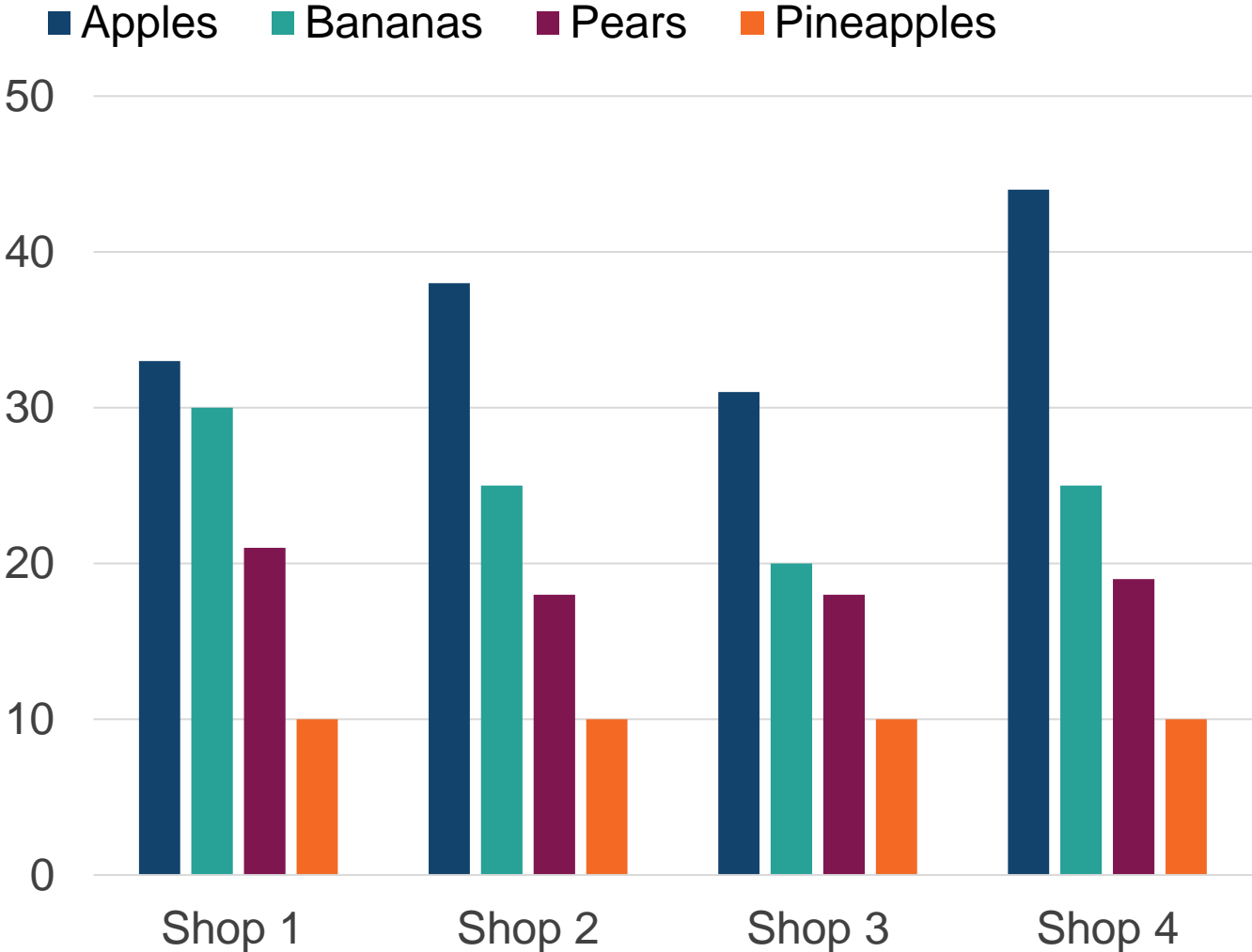


Use of colour rule

Rule: Do not use colour alone to communicate a message



Number of fruit items stocked in four shops

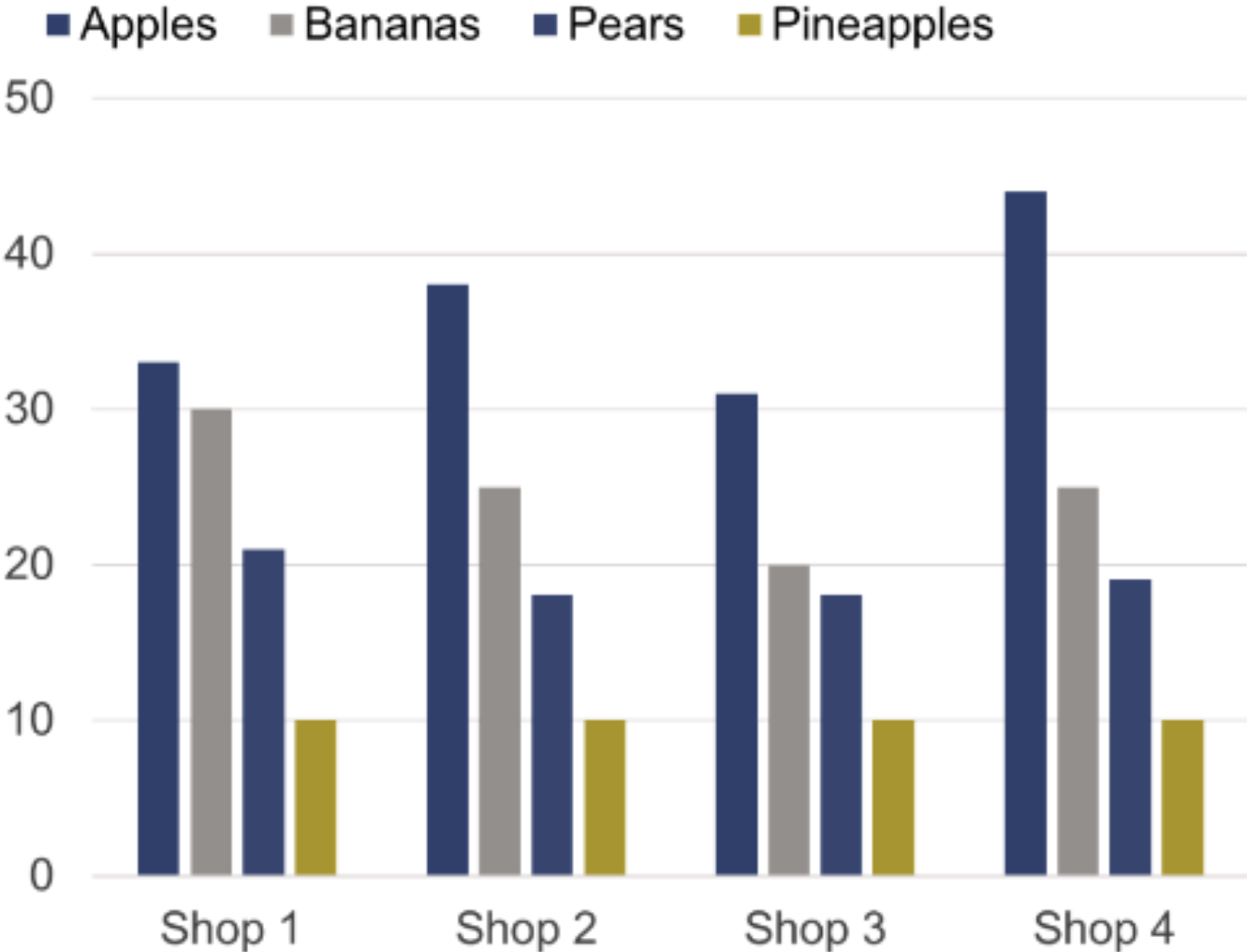


Use of colour rule

Rule: Do not use colour alone to communicate a message



Number of fruit items stocked in four shops



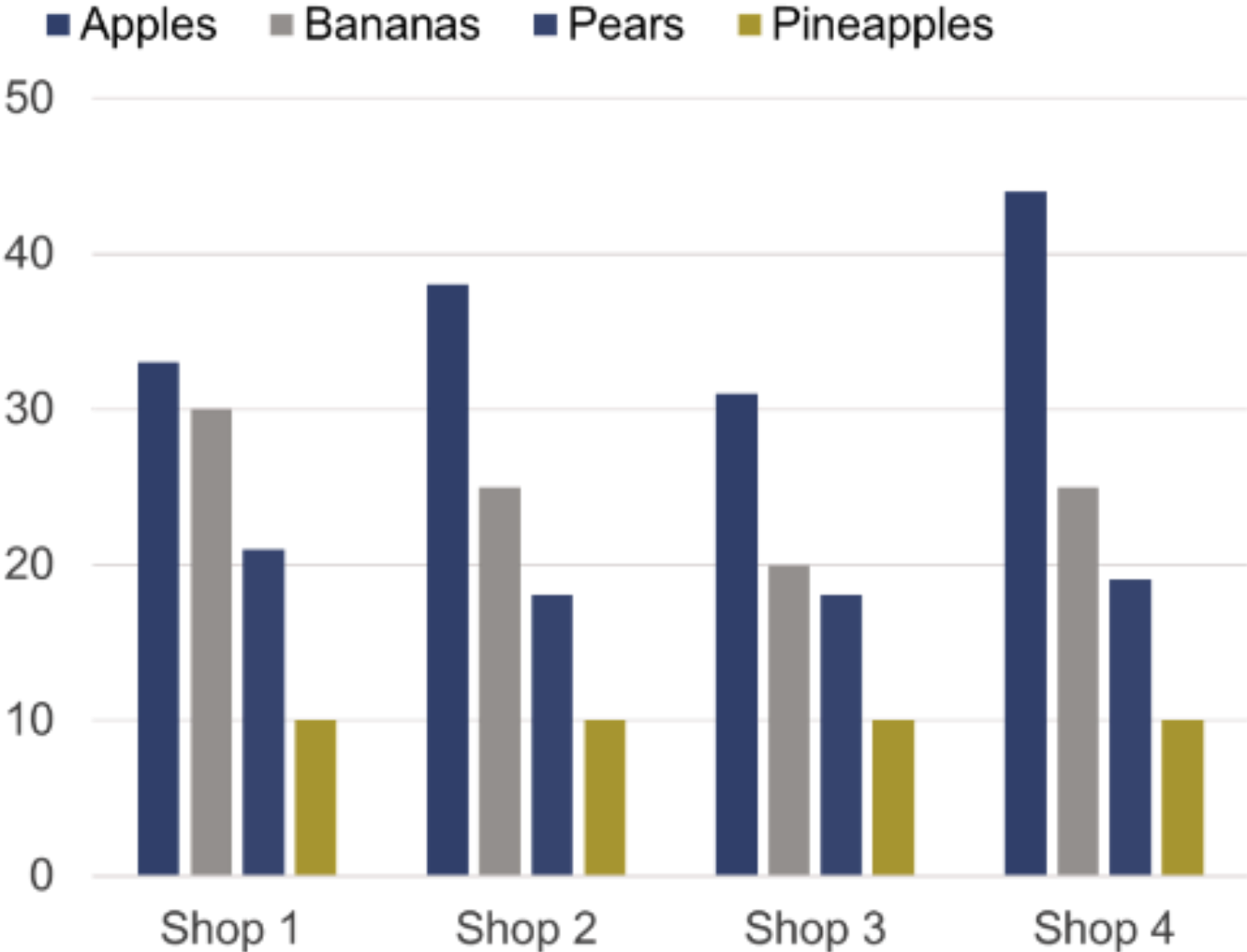
Use of colour rule

Rule: Do not use colour alone to communicate a message



How can we help?

Number of fruit items stocked in four shops



Use of colour rule

Rule: Do not use colour alone to communicate a message

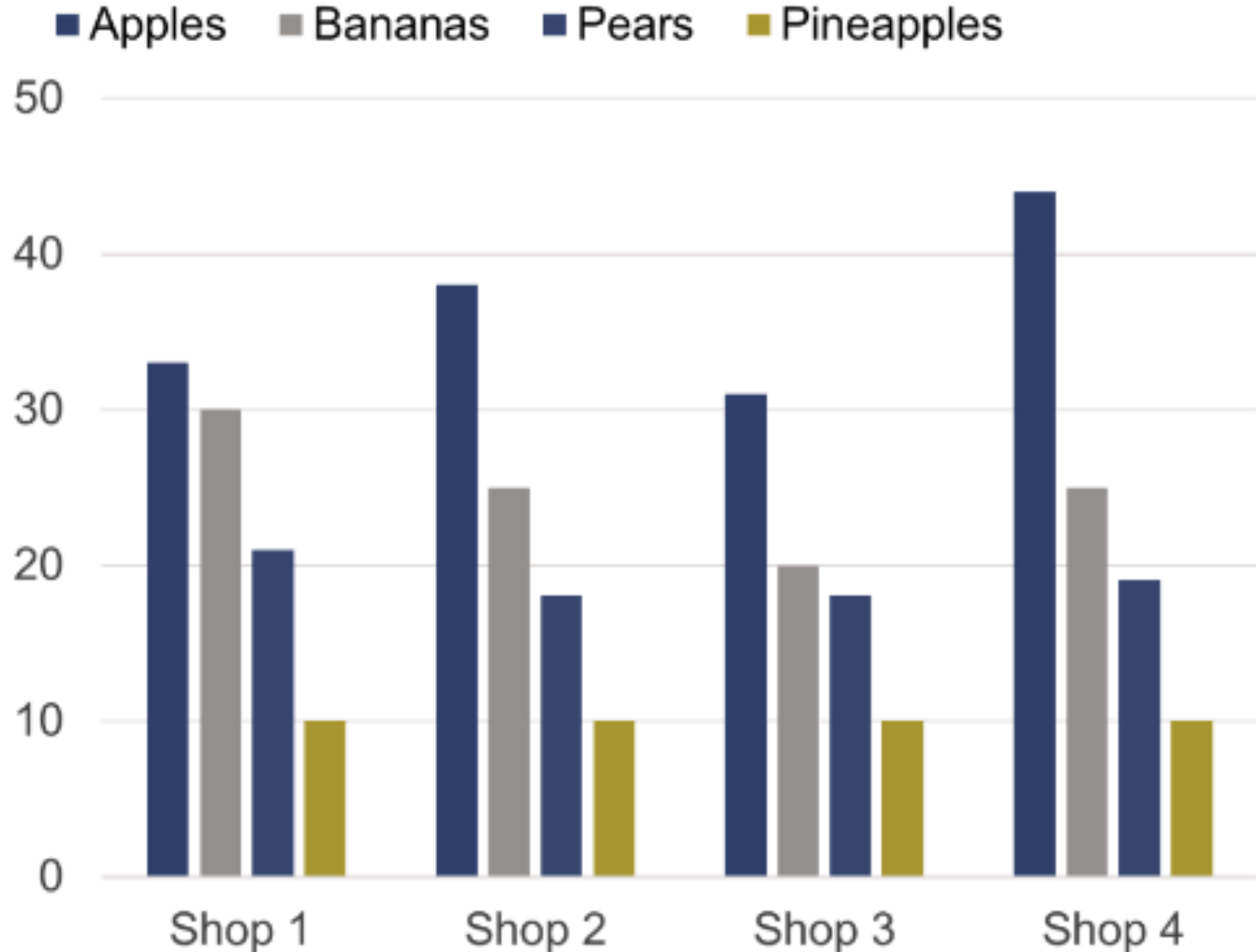


How can we help?

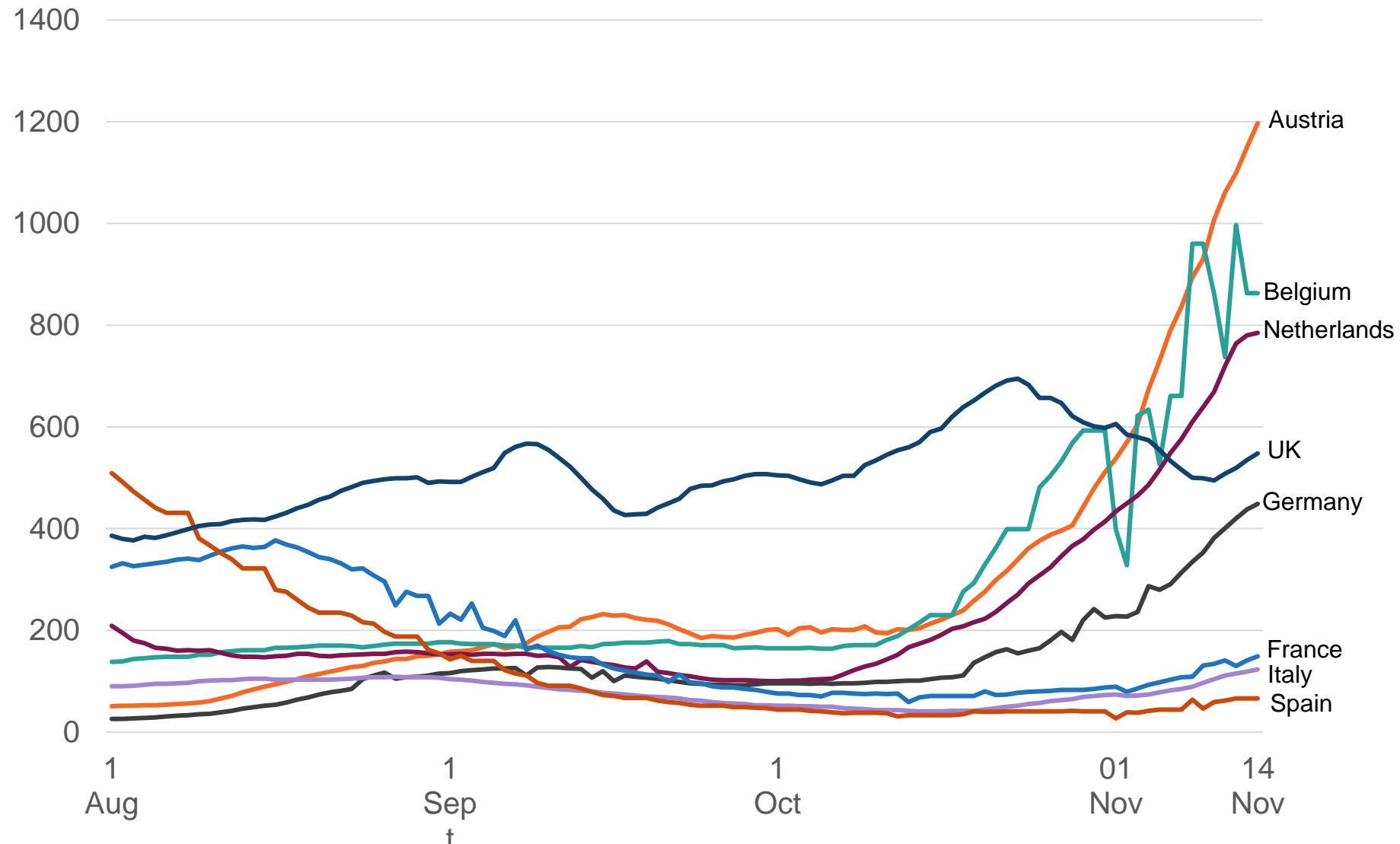


Number of fruit items stocked in four shops

The legend is presented in the same order and orientation as the bars in each cluster



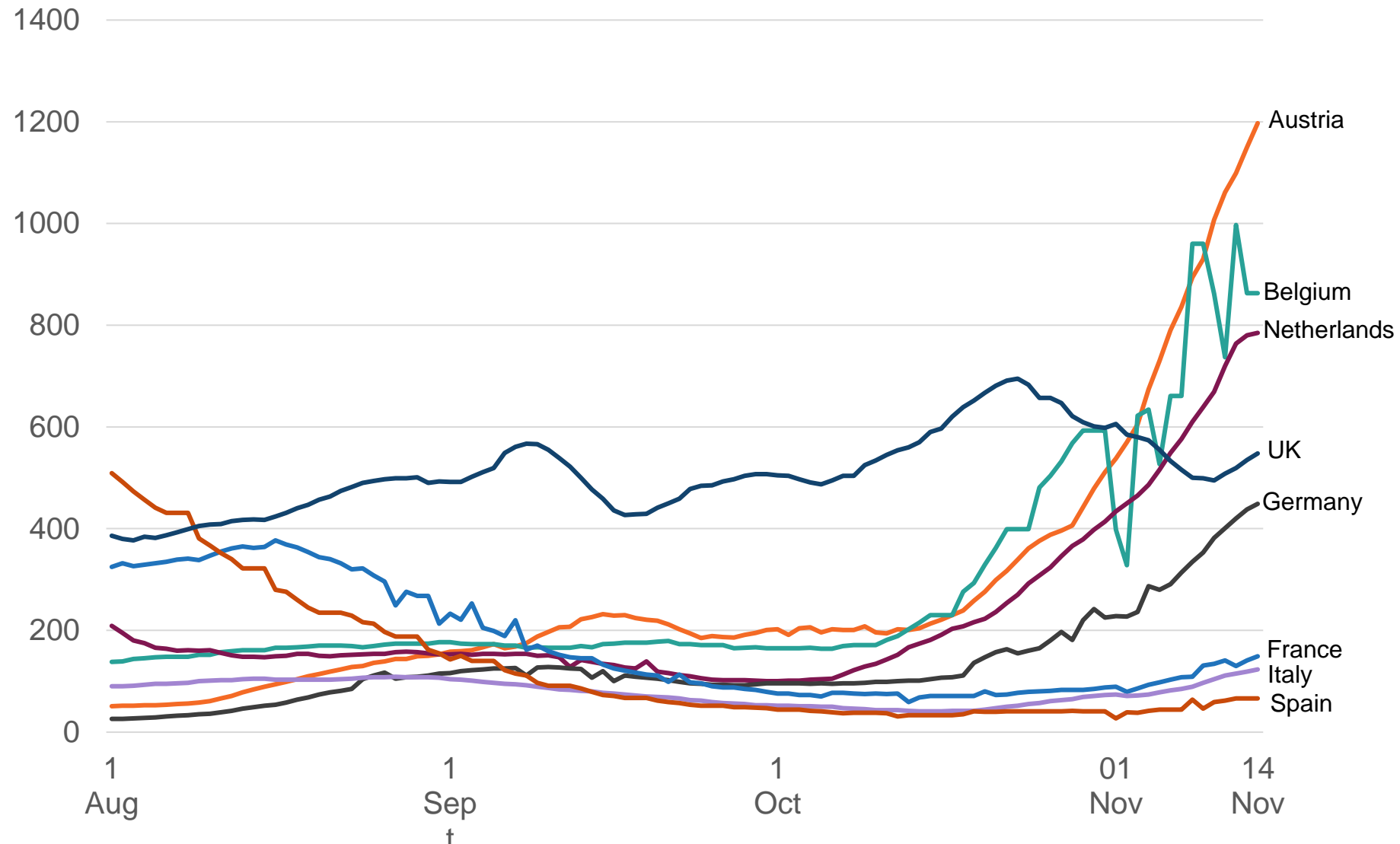
Coronavirus (COVID-19) cases per million people in selected European countries, 7-day rolling average, by date reported, 1 August 2021 to 14 November 2021



Rule: 3 to 1 contrast ratio for all adjacent elements.

Rule: Do not use colour alone to communicate a message

Coronavirus (COVID-19) cases per million people in selected European countries, 7-day rolling average, by date reported, 1 August 2021 to 14 November 2021



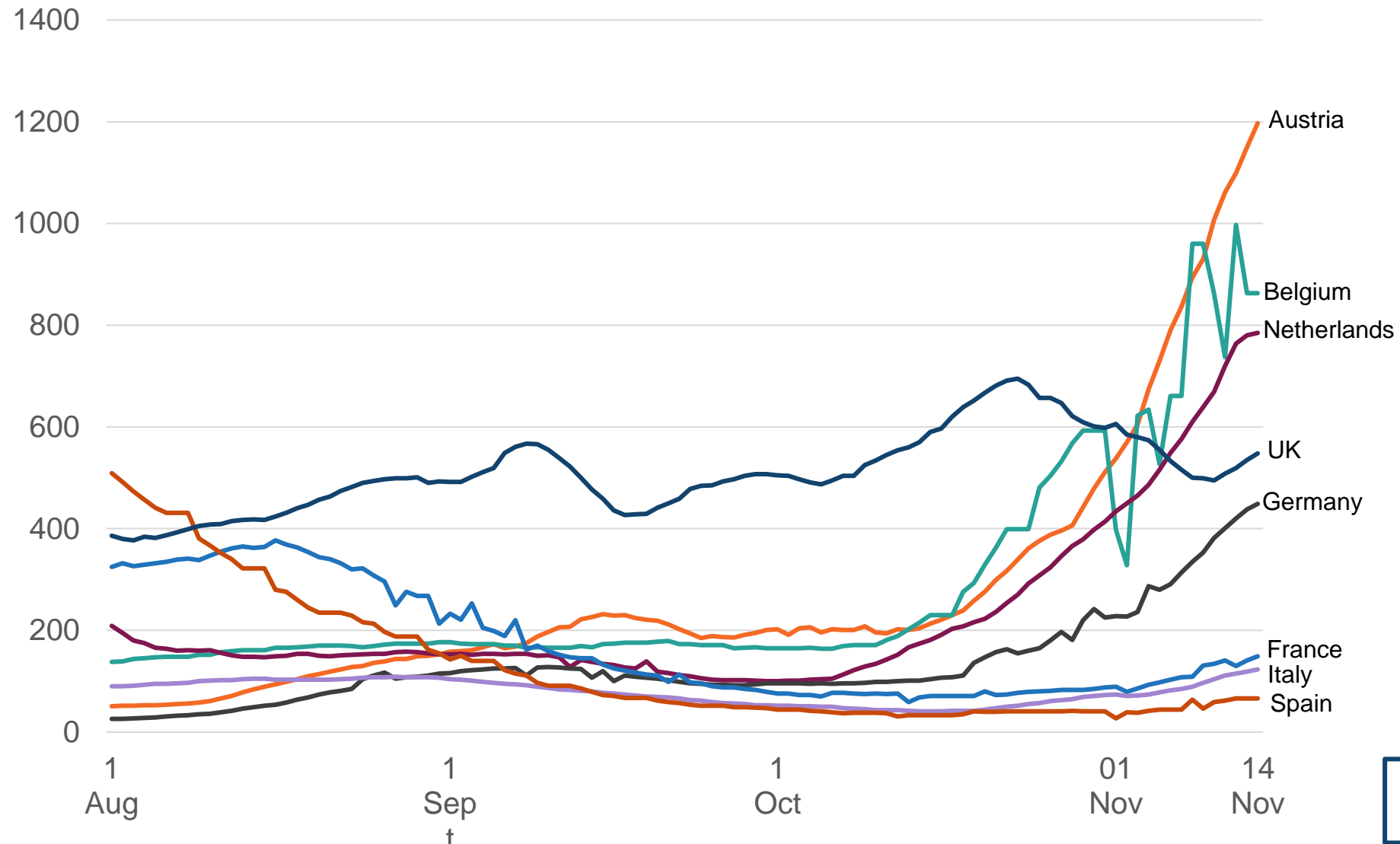
Rule: 3 to 1 contrast ratio for all adjacent elements.



Rule: Do not use colour alone to communicate a message



Coronavirus (COVID-19) cases per million people in selected European countries, 7-day rolling average, by date reported, 1 August 2021 to 14 November 2021



Rule: 3 to 1 contrast ratio for all adjacent elements.

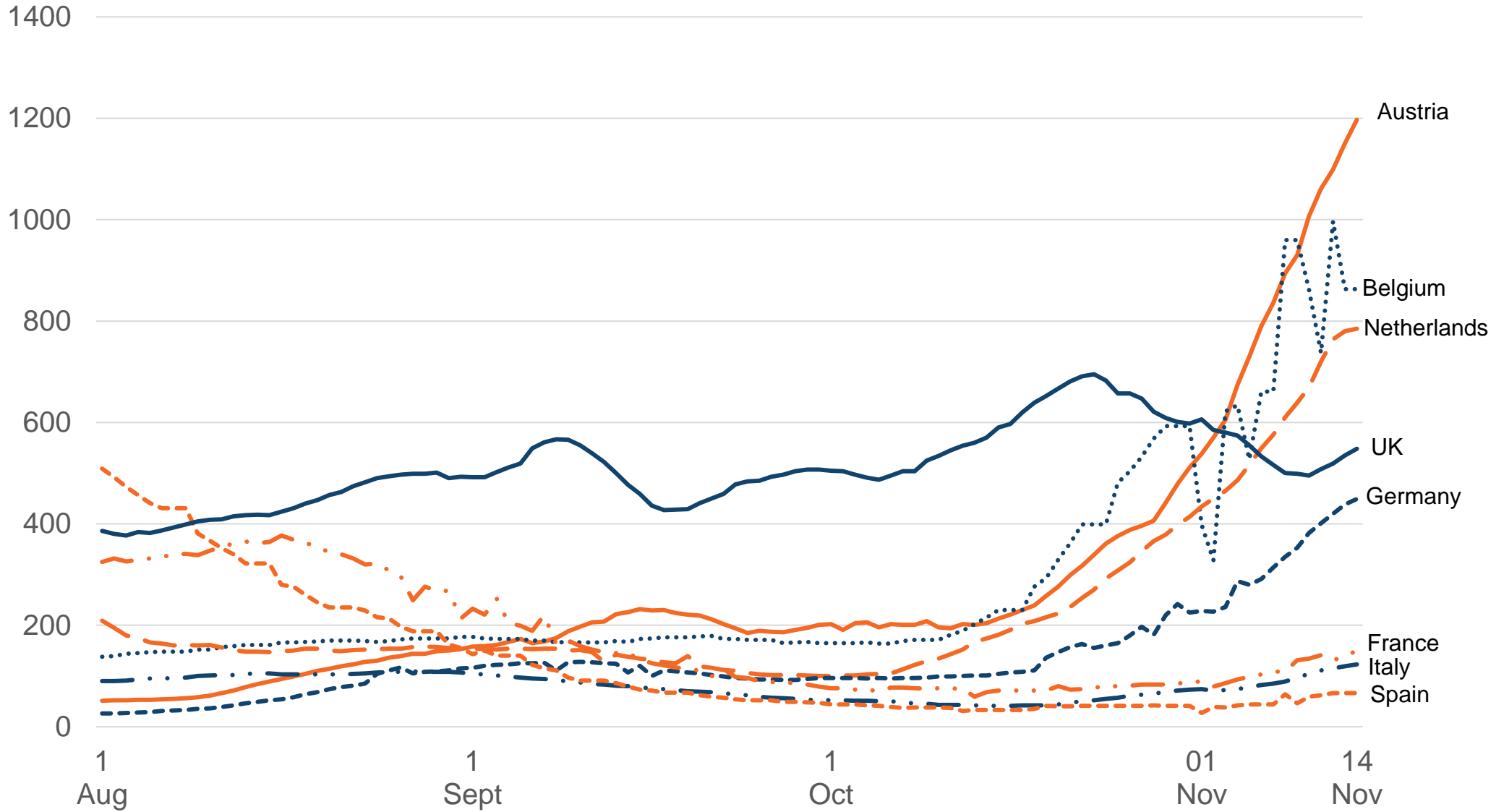


Rule: Do not use colour alone to communicate a message

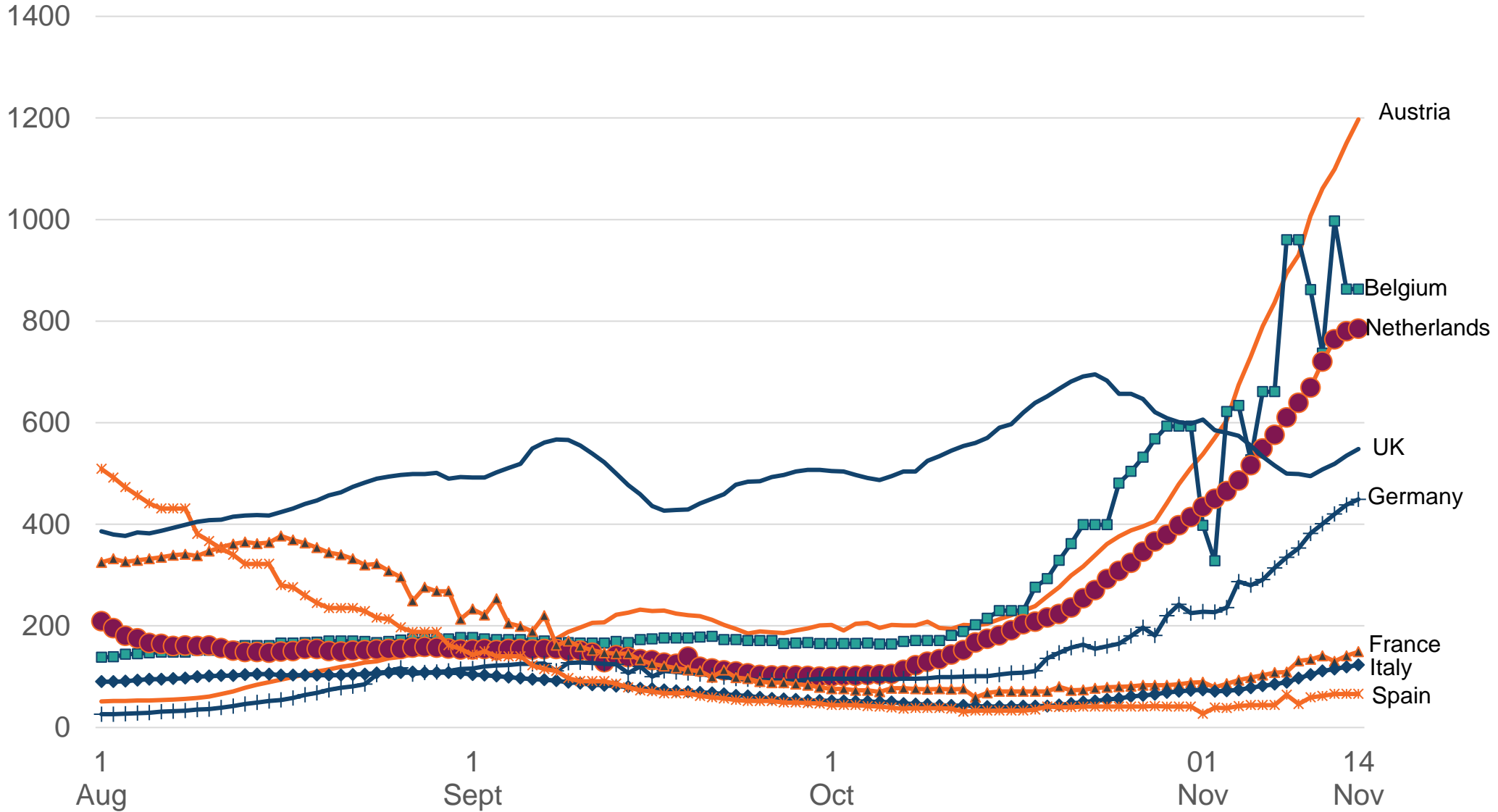


How can we help?

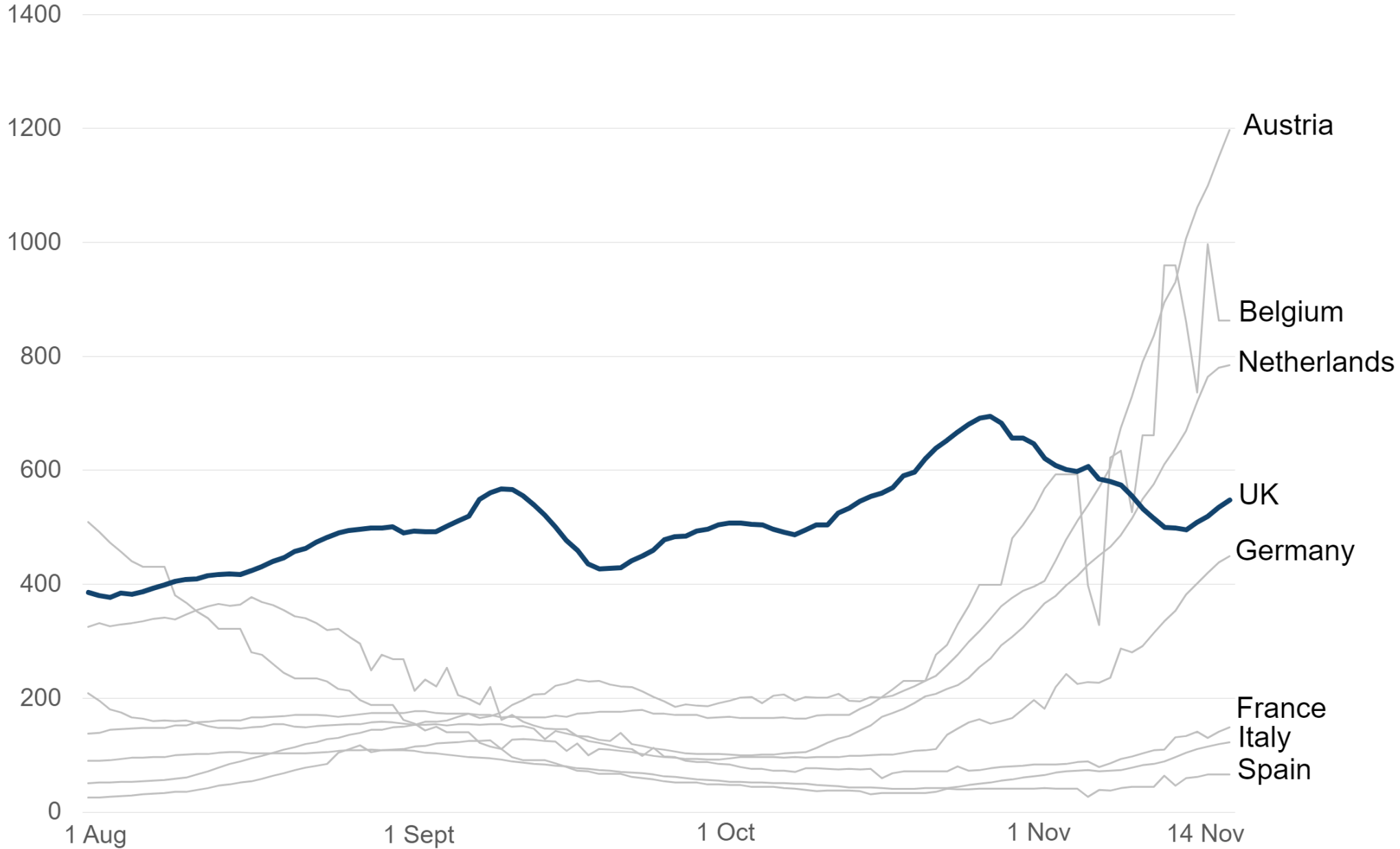
What about . . .



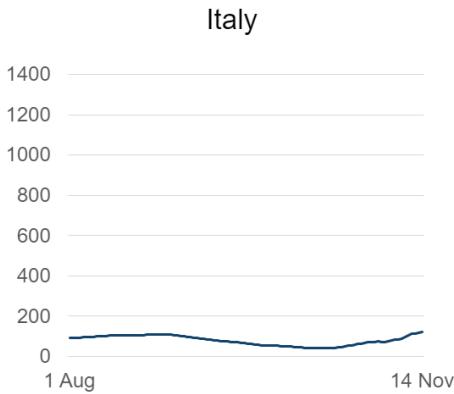
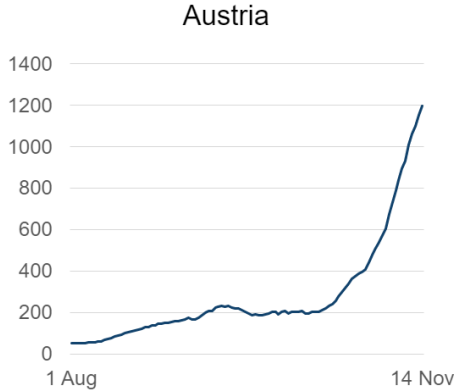
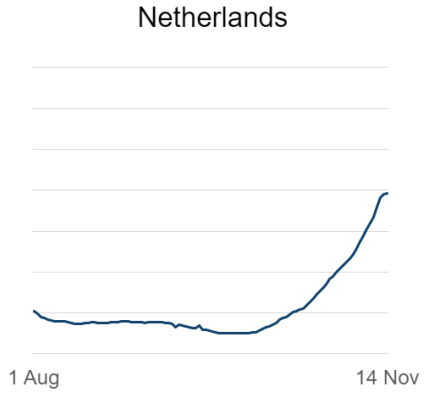
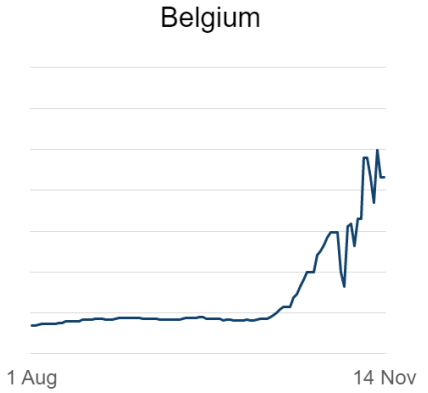
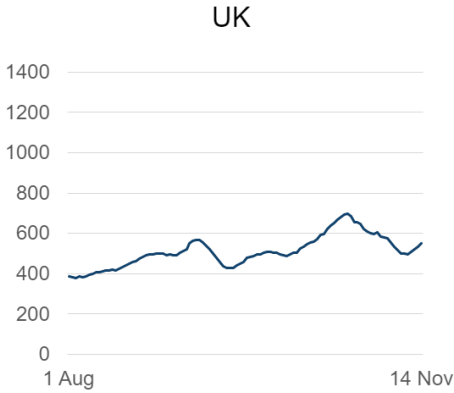
Or ...



Better to go with a focus chart:



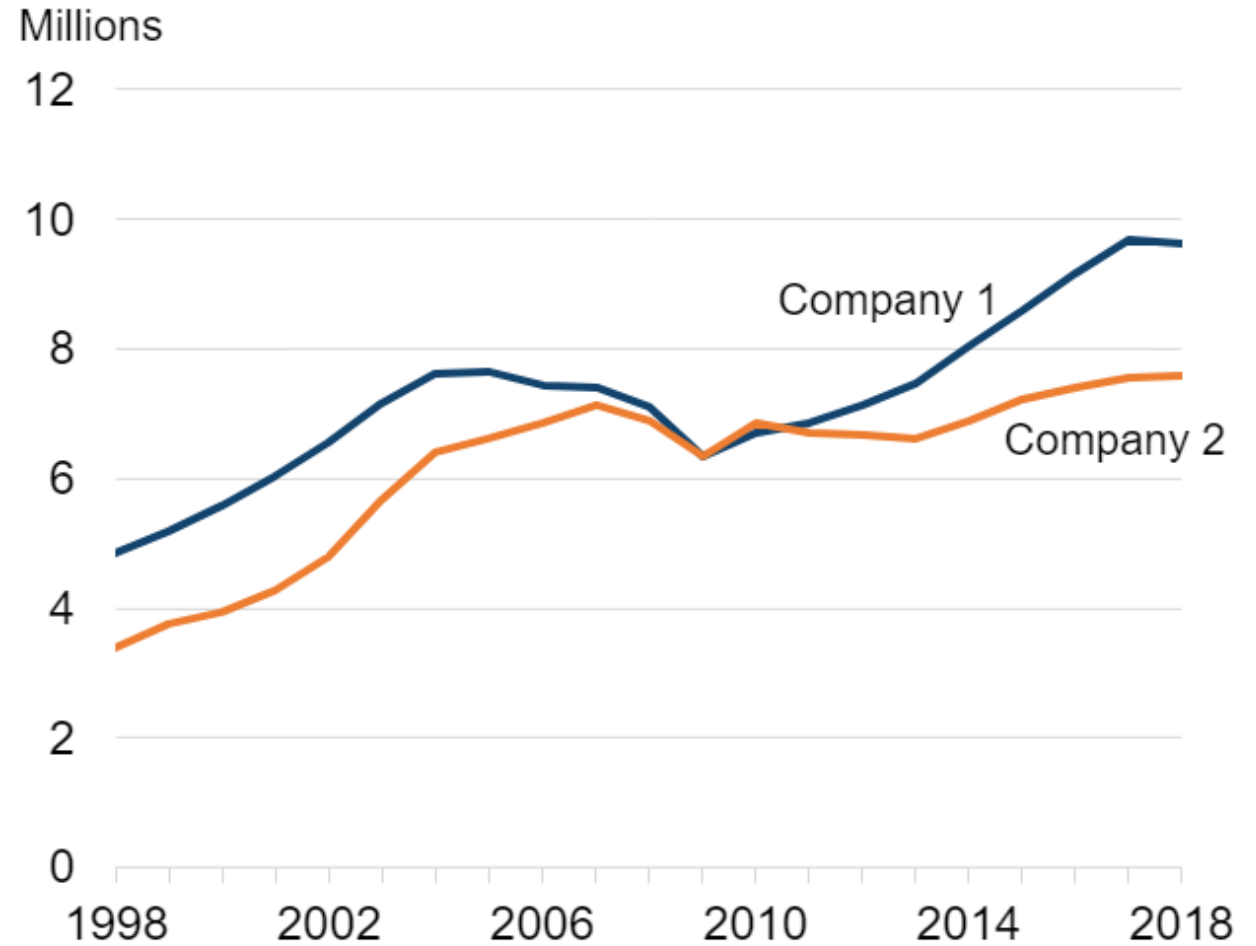
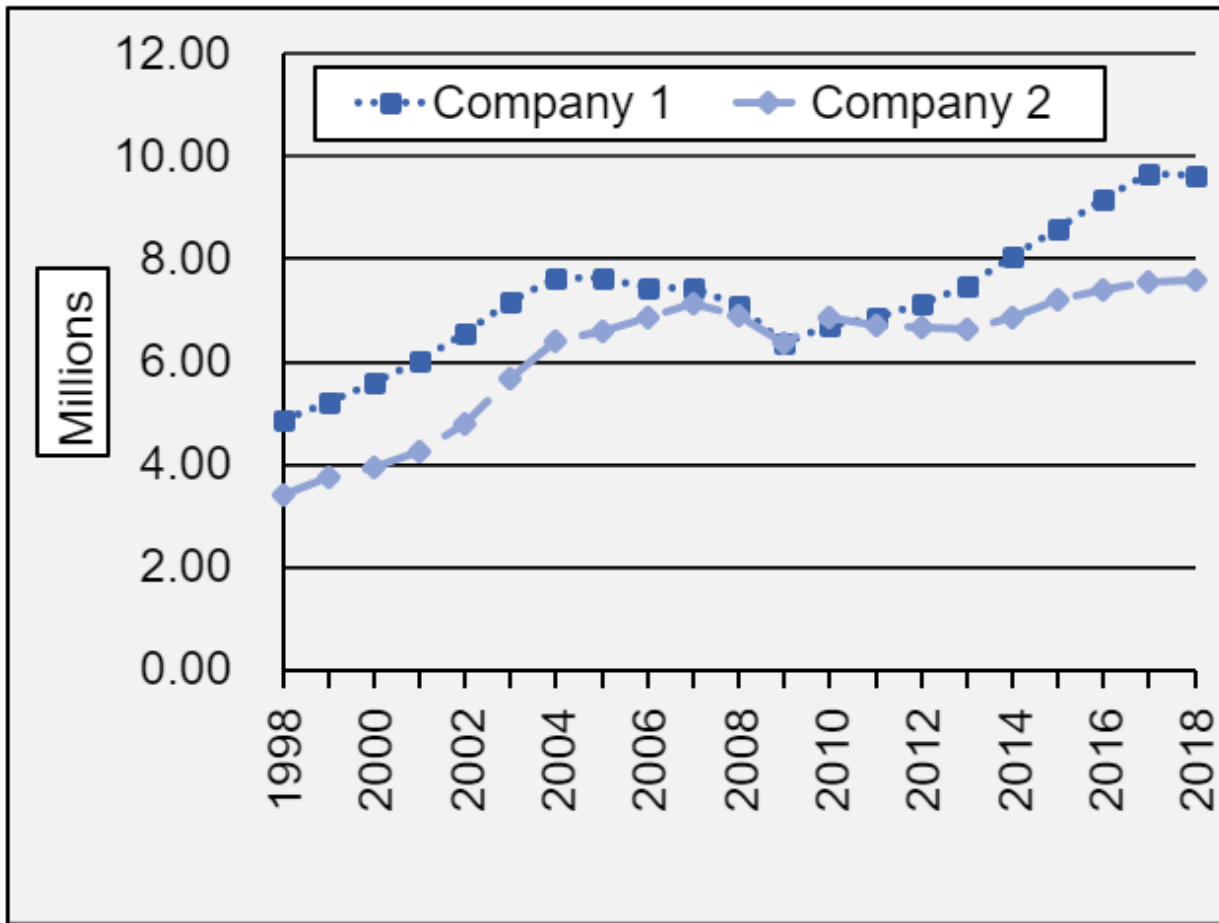
Or small multiples:



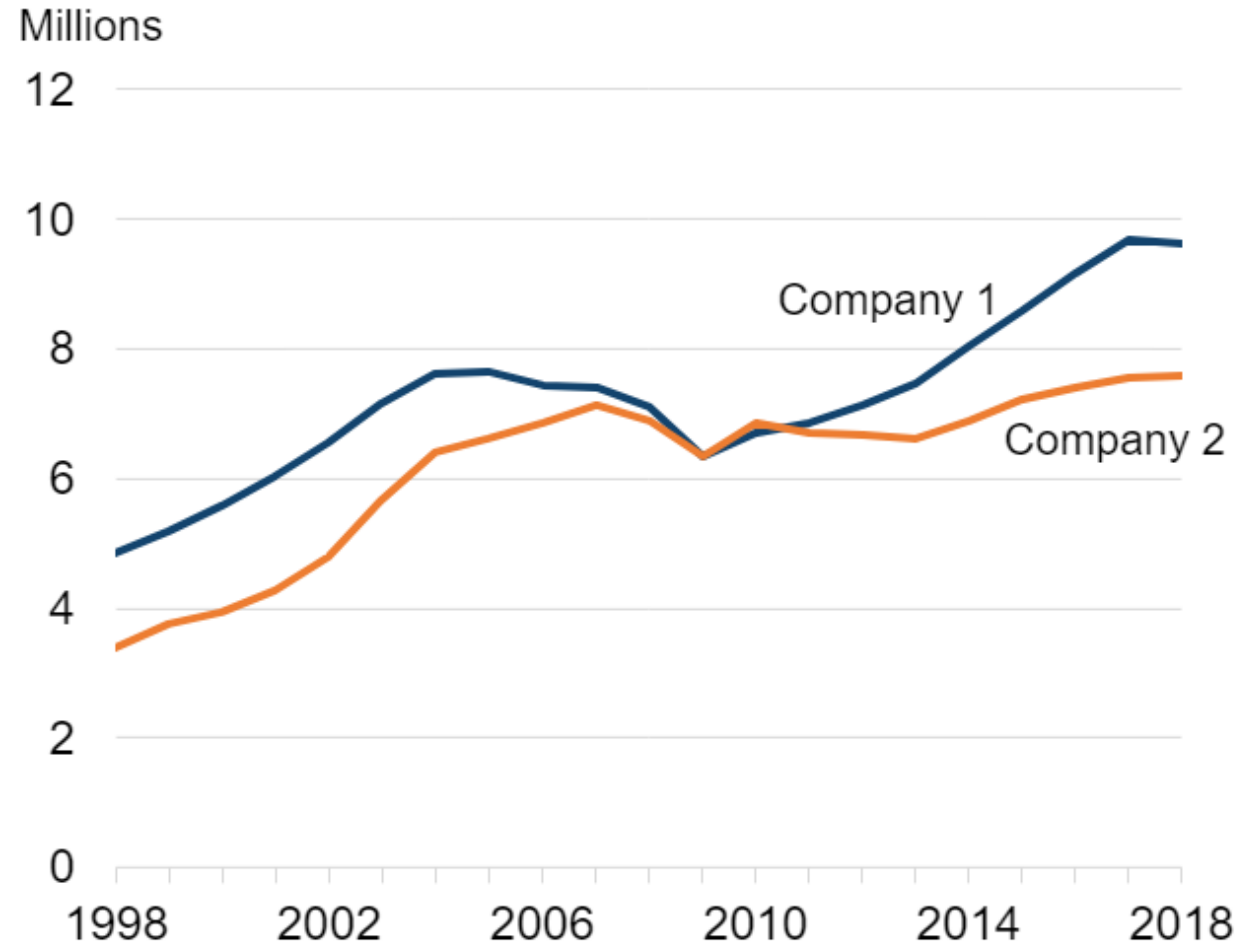
Other formatting



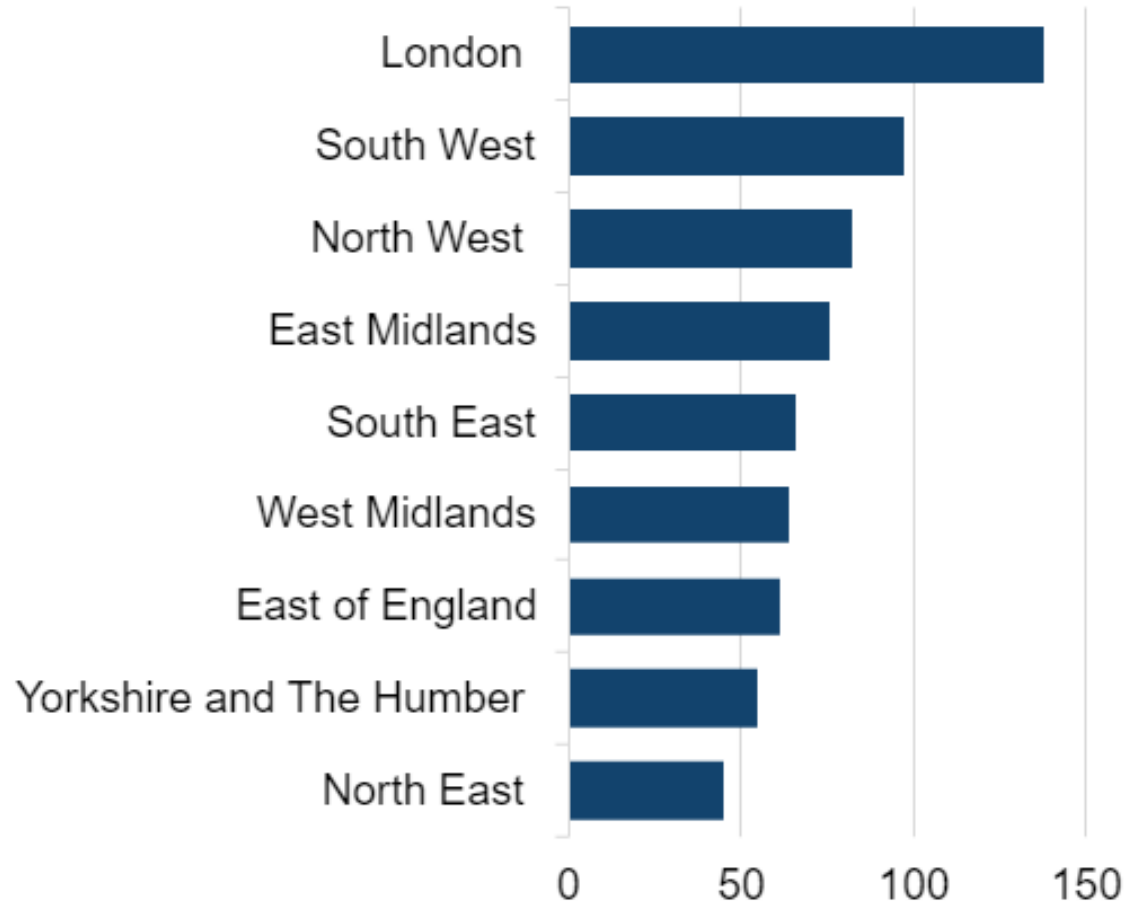
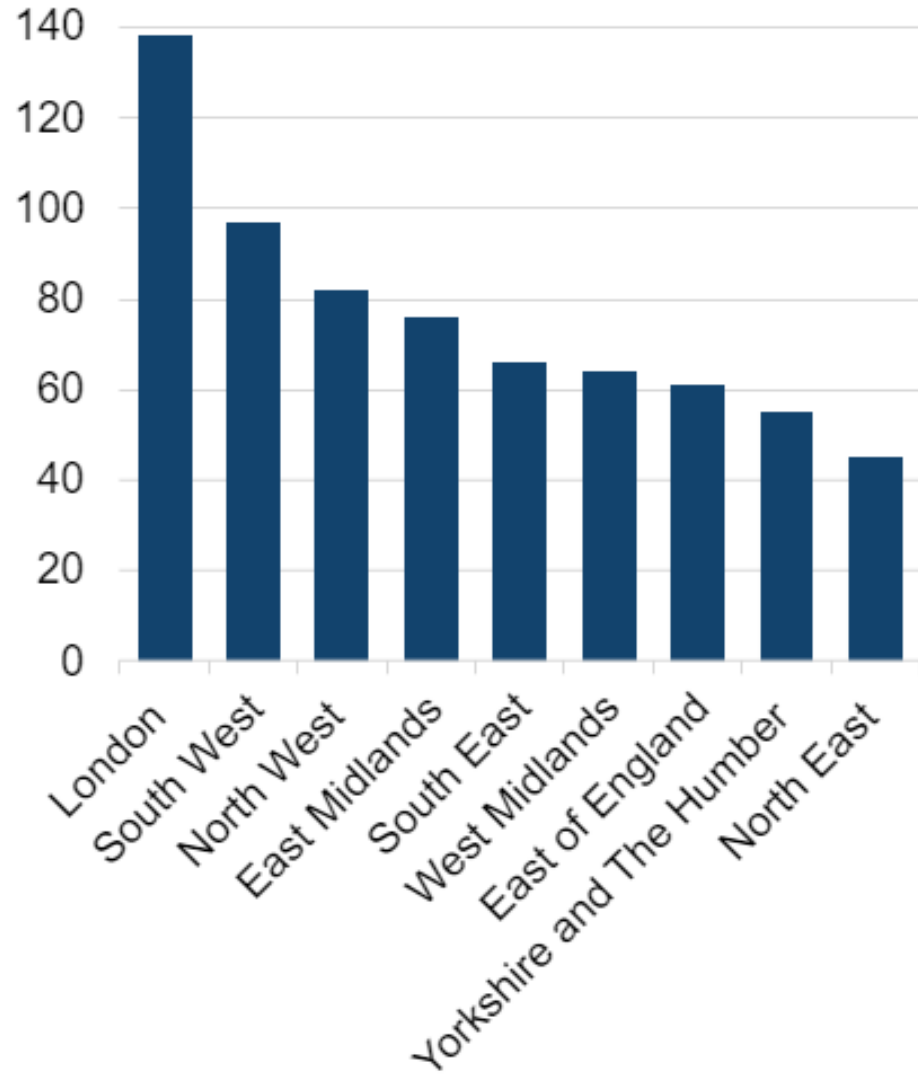
Simplicity



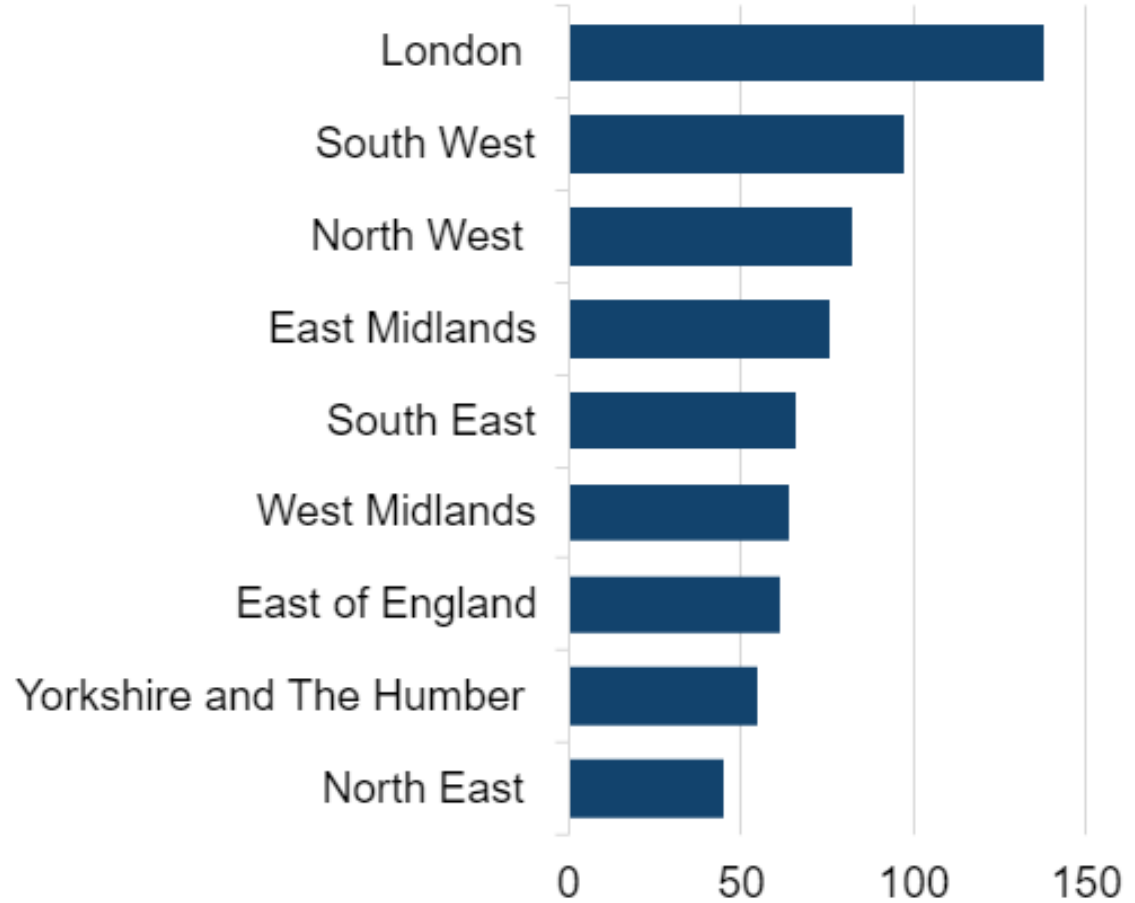
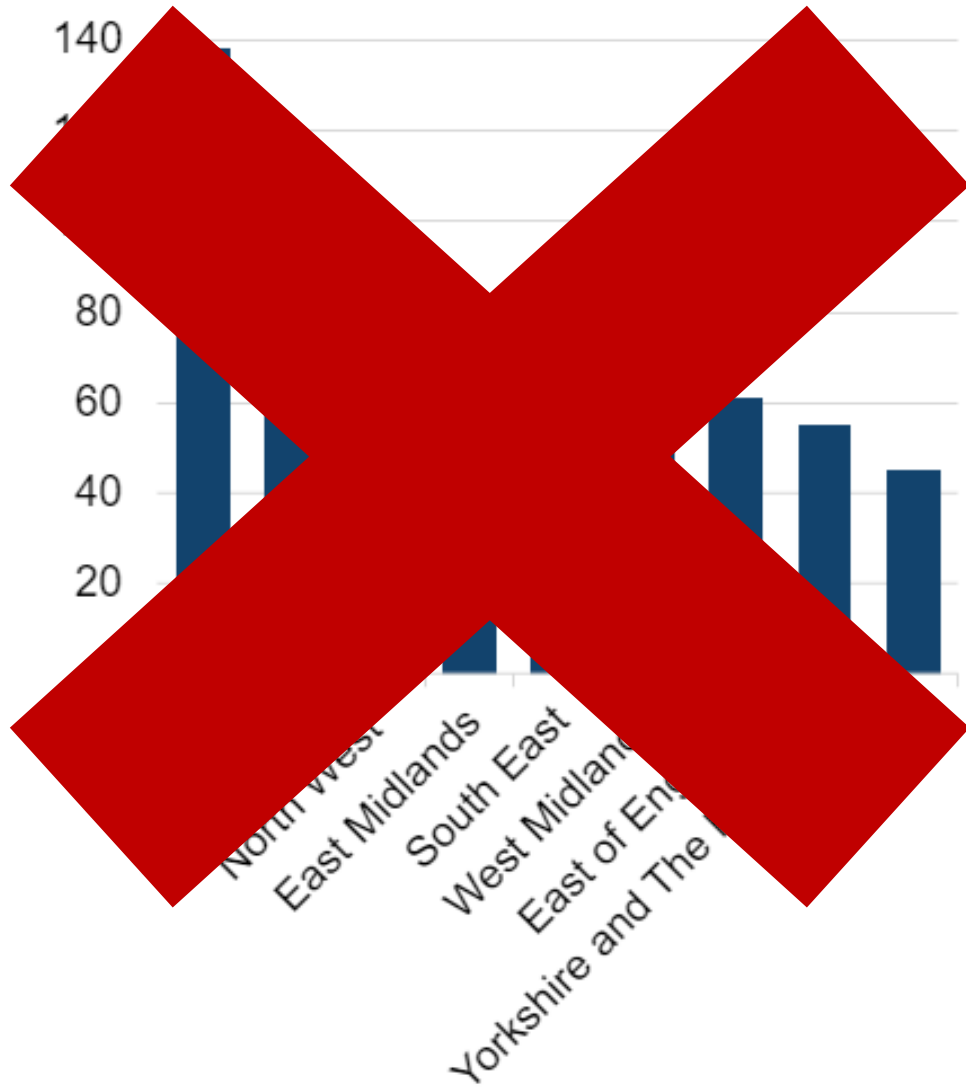
Simplicity



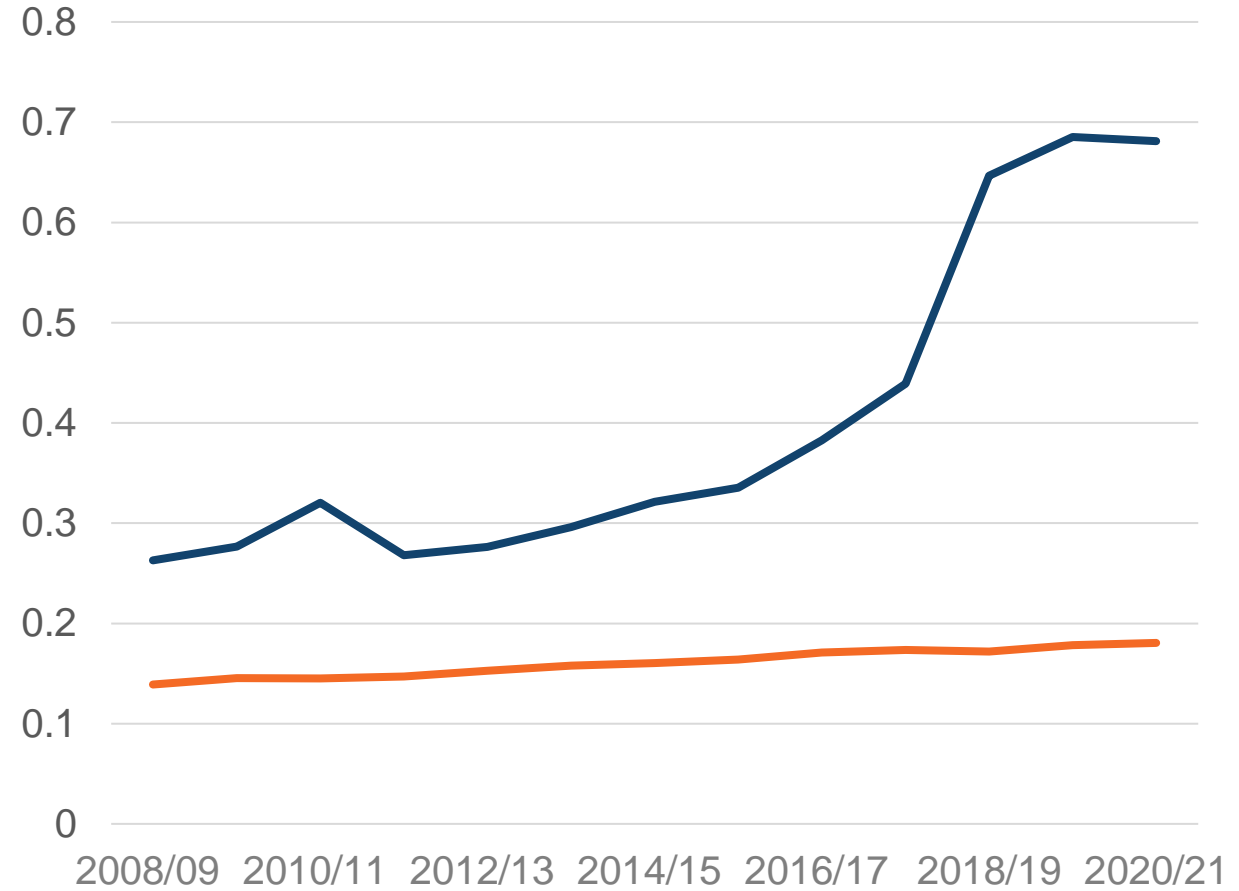
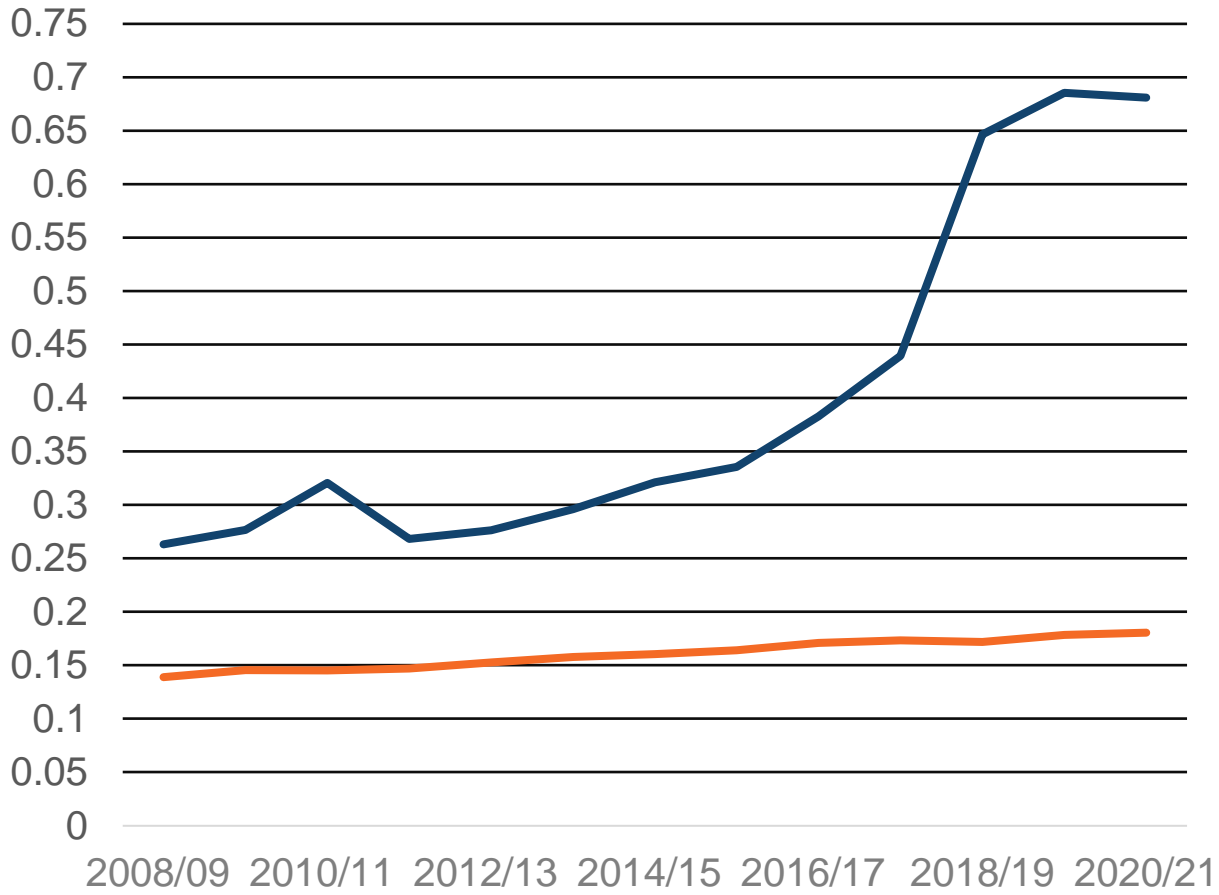
Horizontal text



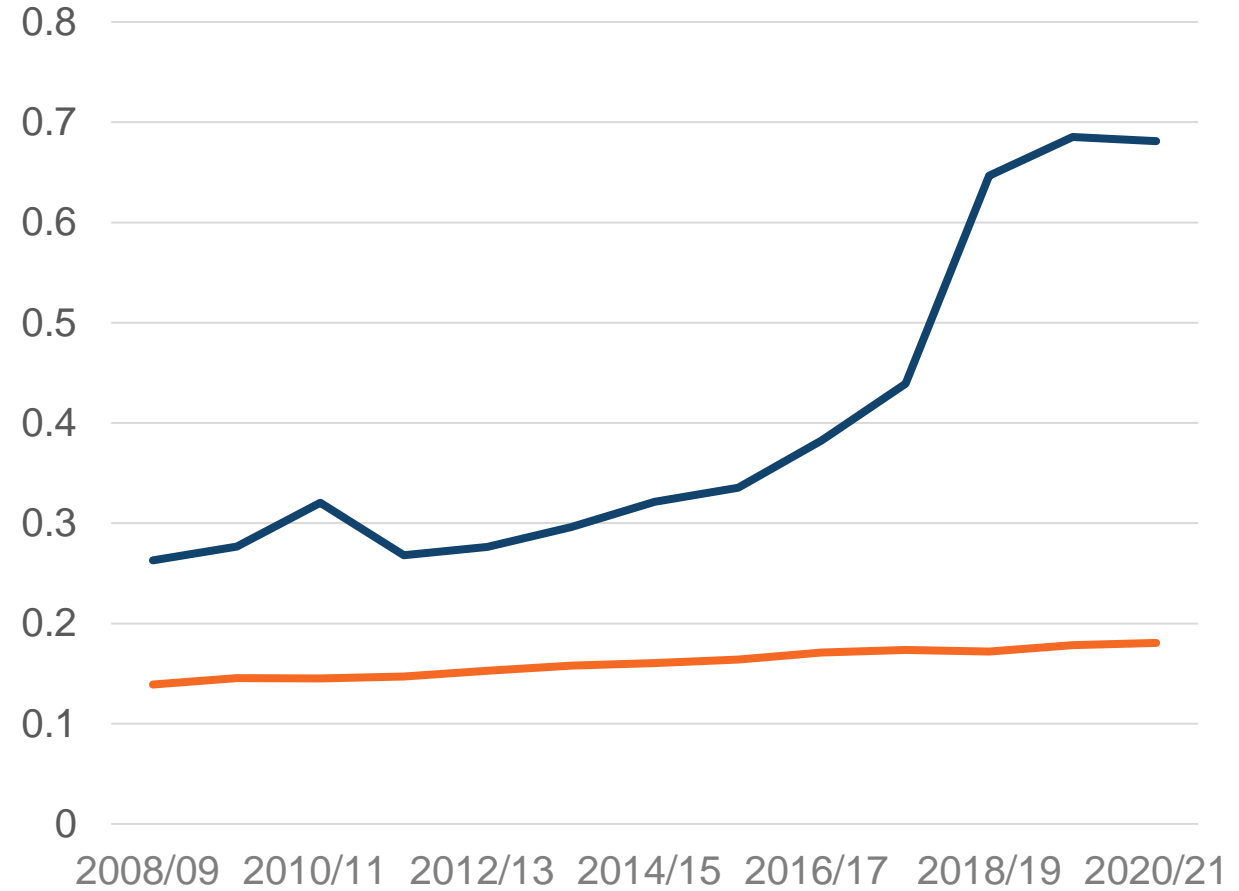
Horizontal text



Gridlines



Gridlines



Thank you



analysisfunction.civilservice.gov.uk/support/communicating-analysis/

Hannah.D.Thomas@ons.gov.uk

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