

Consumer Insights through a Diversity & Inclusion lens

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Why is inclusive research important for brands?

Inclusion ensures everyone's voice is heard, and that their opinions are respected and taken on board, giving brands the ability to communicate with all of their customers, no matter who they are. As such, it's a huge driver of business success and innovation, and without it, brands can get things seriously wrong

So brands need to recognise and meet the needs of all types of consumers – ethnically diverse, differently abled and with different perspectives



P&G has made a stake in equality, because it's not only the right thing to do for the world that we live in, but it's actually good for business. There are trillions of dollars of economic benefit that people of color, or women, or marginalized communities have that's every bit as powerful as the "majority" cohorts. We call that being a 'force for good and a force for growth.

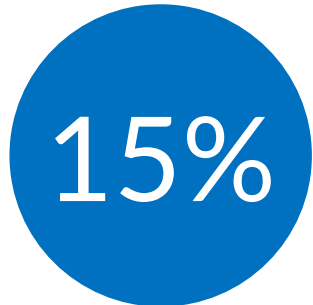
But if you're just a force for good, you're philanthropy. And the last time I checked; our shareholders don't want us running a philanthropy.

Damon Jones, Chief Communications Officer, Procter & Gamble

Spending power of marginalised groups

People with physical disabilities

Global

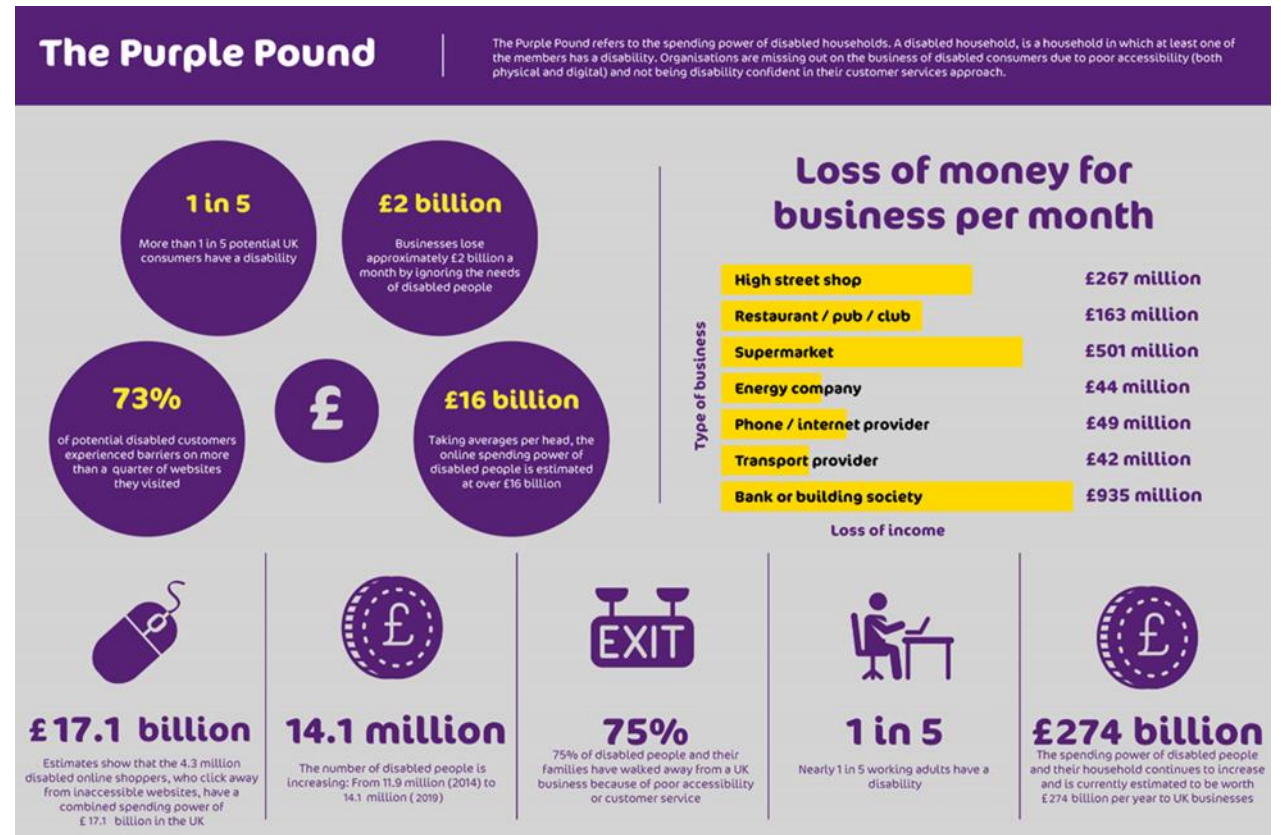


of population



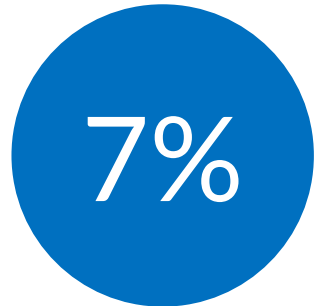
Disposable income

UK



Spending power of marginalised groups

LGBTQI community - US



of population



of average household income

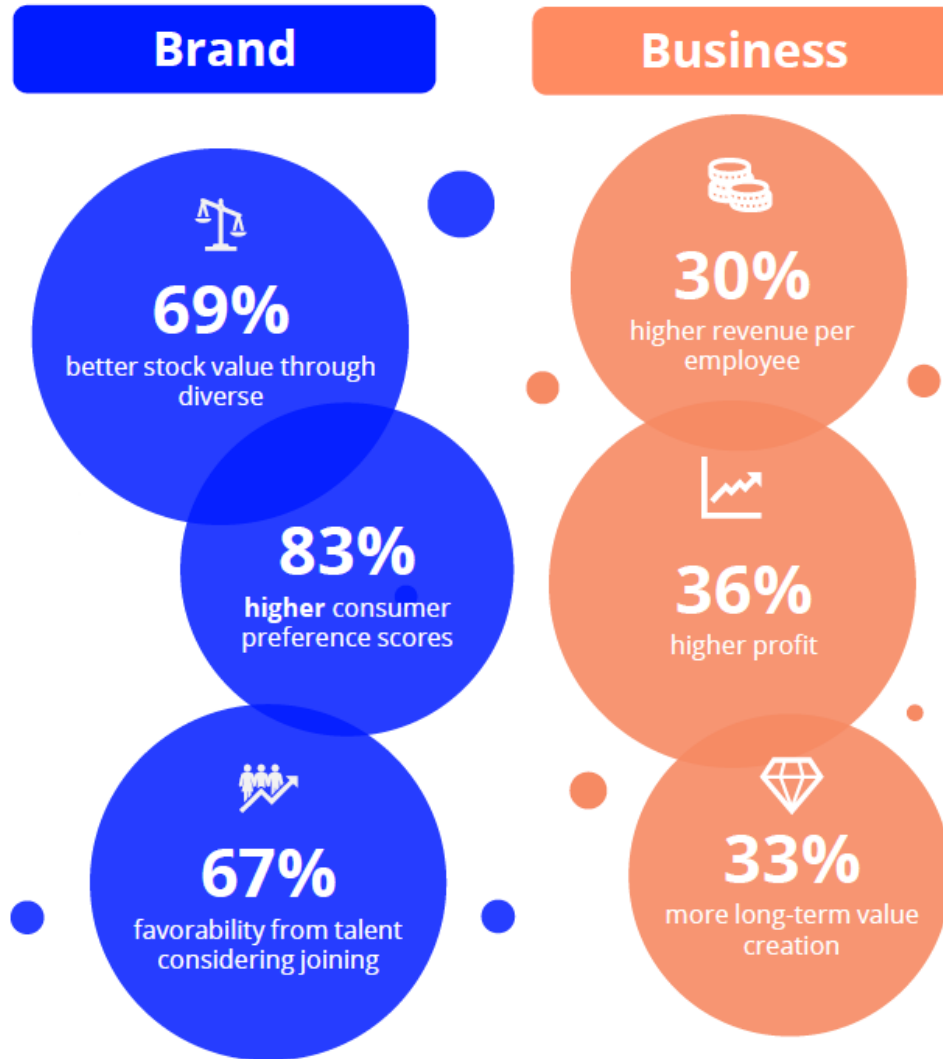


Disposable income



“Companies that support LGBTQ equality will get more of my business this year.”

Brands that do good = do well



Key Principles of Inclusive Research

Research should be designed by researchers who understand their own bias

Research should avoid making assumptions about participants

Projects must be designed to ensure diversity at all stages – recruitment, design, analysis, reporting

Research should be designed in consultation with those who have 'lived experience' & 'experts'

We need to adapt our research to be culturally sensitive and respectful

Who drives inclusion in research?

Clients

- Business imperative & power to change
- Rosters modified – agencies who can do DE&I

Associations

- Codes of conduct increasingly mandate DE&I approach to research

Agencies

- Require change in design & working practices
- Juggling cost/time increases vs client budget

Panels

- Investment required to extend panels
- Need different recruitment strategies

Drive the design by purpose of the project

- Understand the **goals and tradeoffs** clearly from the planning stage and agree in detail with stakeholders (i.e., internal/external client, suppliers)
- Discuss all elements of inclusion & diversity – **focus on elements** needed to meet key goals of the study
- Some groups will be very small or less active in research, so more resources and/or flexibility will be required to find them
- May not always be enough sample for statistical significance testing, but without investing to have at least some included, they aren't represented at all
- Be open to **aggregation of sample** with the right panel/field manager
- Different audiences may need to be drawn to different platforms and those communities recruit in a variety of ways
 - This may require a multimodal approach

Drive the design by purpose of the project

- Regardless of how demographic questions are worded there will be a percentage of people not comfortable answering or **preferring to self-identify**
 - Those not fitting into one of the standard quotas or demogs must not be excluded from survey or analysis/reporting
- Flexible and/or **adaptable study materials** - to allow for multimodal recruiting
- When studies **limit their focus** to only online or only quant, they can limit the ability to reach a diverse group of people
 - We need to meet these people where they are physically and mentally to gain diverse participation

Commissioning Inclusive Research

Develop a roster of agencies that you know have experience/expertise

Be clear in the brief wrt what your requirements are vis a vis inclusion

- What does inclusion mean to you? Balanced sample, multi-mode, boosts etc?
- Clarity of objectives will produce a clearer and more focused response from agencies

Ensure that you are realistic re time and budget for requirements

- Inclusion takes time – multimode, phased recalls, accommodations for interview
- Inclusion costs money – cheap online panels won't cover your needs, quality approaches require more resource

Educate procurement teams

- Agencies cannot deliver inclusive research at rock-bottom prices
- Train teams to understand what and assess value

Assessing agencies responses

Evaluate agencies capabilities around diverse recruitment & methods

Assess methodological accommodations available – technology & survey content

Understand the analysis & reporting plans to maximise inclusion

Be clear about the cost/time tradeoffs involved

What does 'Representation in Research' mean?

Research is designed to be representative of the 'whole population'
- in order to project results from samples

We need to accurately reflect **key sub-samples** of this population

A 'Nat Rep' sample must **go beyond** setting 'traditional' quotas

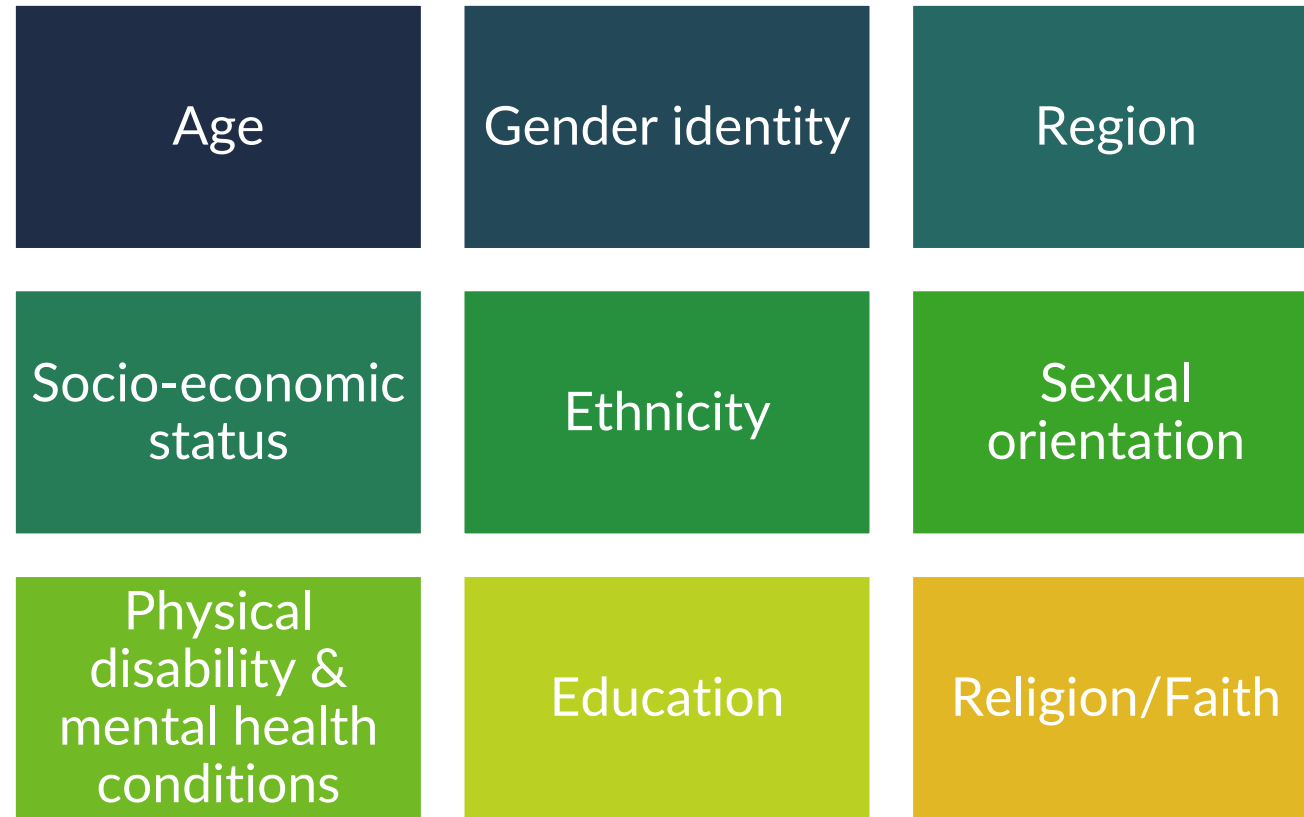
Age

Gender

Region

Socio-
economic
status

There are many different aspects of Diversity



Research should be inclusive of **ALL groups within the population**

➤ often samples under-represent some groups

Research process



- Self identifiers
- Relevance to subject
- Time to prepare
- Multiple formats



- Psychological safety
- Choice of moderator
- Unbiased listening
- Language – clear & simple
- Stimuli (words/images)
- Device compatibility
- Communities as alternative to groups



- Accessibility of platforms
- Design & fonts
- Language & question formats
- Device compatibility
- Accommodations in survey formats

Inclusive recruiting

Social media and advocacy organisations provide great sources for recruiting

Twitter/Instagram

Try various hashtags

- #a11y
- #disability
- #inclusion
- #disability awareness

Facebook Groups

- Disability Support Group
- Hidden Disability
- Scope

Reddit

- r/disability
- r/disabled
- r/blind
- r/autism
- r/cerebralpalsy

Advocacy Groups

- National Federation of the Blind
- Mind

- Specialist/niche panel companies can provide online sample to augment standard panels
- Some panel companies employ dedicated inclusion techniques across diverse channels
 - using online and offline publishers, social networks like Facebook, web and SMS databases, advertising networks, television ad placement

Online Panels

Inclusivity in online research is often dependent upon recruitment strategies of Panel providers

- check that your suppliers have recruitment strategies that ensure diverse sample
- understand what that means – which groups are still likely to be under-represented
- consider supplementary recruitment strategies

Survey questions must be inclusive

MR codes of conduct & guidelines dictate that:

The design & content of data collection processes should be appropriate for the audience

Participants should be able to provide information in a way that reflects the view they want to express

A 'don't know/prefer not to say' option should be available – especially for sex and gender. Also ideally a write-in option

It is important to allow participants to self-describe and to opt-out of answering sensitive, personal questions

Efforts should be made to ensure that all respondents feel valued

Preferences in terms of how they wish to describe themselves should be respected

Survey questions must be inclusive

Additional considerations

- ✓ Response options in alphabetical order – reduces superiority stigma
- ✓ Explain why sensitive information is being requested and ensure confidentiality
- ✓ Careful use of language – to support different identities
- ✓ In F2F environment let respondents self-complete sensitive questions
- ✓ Provide options to self-describe
- ✓ Always include a ‘Prefer not to say’ option’

Questionnaire, screeners etc

- Agencies should have measures in place to ensure that **Inclusion and Diversity** is given sufficient consideration when such materials are being produced.
- Qualitative screeners and quantitative questionnaires act as 'gatekeepers' for any research
 - actively review who is being included / excluded in any proposed research design
- Address this at the outset of any project - so that the broadest possible cross-section of participants can fully take part in research
 - regardless of their personal characteristics or living situation, e.g., living with a disability, low language proficiency, technology proficiency etc
- Ideally practitioners should have designated experts who are well-versed in producing research materials and who keep up to date with any developments in this area
 - this should be further augmented by training programs for all research staff so that everyone understands the issues at play when addressing this topic

Inclusive Methods

- Ensure participants have the opportunity to **respond in an appropriate way** – from recruitment to questionnaire/interview stage
- Consider the pros & cons of different methods in relation to your target sample - and **make accommodations** as necessary
 - Assess the impact that mixed methodologies could have – trade-off between cost, comparability & representativeness
- Online methods can allow **greater accessibility** to people with physical disabilities & neurodiversity e.g. screen readers, close captioning, reduced distraction.
- They also allow respondents to complete tasks in their own time/at their own speed
 - ✓ Allows easier reach of niche audiences – geographically dispersed
 - ✓ More suitable for sensitive issues/questions
 - ✗ But solely online interviews exclude people without internet access, or those who are not proficient with technology

Inclusive use of Language

- ✓ Use plain language
- ✓ Avoid clichés or colloquialisms
- ✓ Avoid perpetuating stereotypes or biases
- ✓ Use gender-neutral pronouns (they/them/person/people) when talking about people
- ✓ Ask how individuals prefer to be addressed – rather than making assumptions
- ✓ The classification “Other” in isolation should not be used
- ✓ Include an option to self-define, e.g. ‘other gender identity...’
- ✓ Give feedback to source authors when language is not inclusive

Inclusive use of Language - Reporting

- ✓ Make presentations/research **more accessible** – when communicating technical or complex information, particularly in presentations/research data collection, use translations and/or subtitles where possible to make it easier to understand what is expected
- ✓ Avoid using the word “**diverse**” to describe a person or people
 - a single person cannot be diverse. Referring to a person as “diverse” is increasingly used as code for people who belong to groups considered non-dominant which in turn makes them an ‘other’
- ✓ Remember to include **inclusive imagery** to support your inclusive language

Inclusive adjustments for people with physical disabilities / mental health conditions

Best practice for survey design is paramount

- keep interview length short
- keep questions short and direct
- make sure that questions are easy to read in terms of font size and colour contrast
- make sure responses are easy to identify and select (whatever mode)
- gamification can create difficulties for people with physical disabilities

Consider entire research journey for participants with different impairments, needs or adaptive approaches

- Screener, selection process, methodology, survey format & content, context for analysis

Inclusive adjustments for people with physical disabilities / mental health conditions

Mixed methodology will increase participation

- For F2F locations, ensure accessibility of facility
- Online will often be an easier format – including for neurodiverse

Various adjustments are available

- Provide alternative text for in-survey pictures
- Enable auto-subtitling for videos
- Ensure documents are accessible (Accessibility checkers)
- Use Web Content Accessibility Guidelines (WCAG 2.0)
- Avoid grids which require precise mouse/keyboard manipulation
- Consider braille/text to speech/audio answer options

Sample structure for quant surveys

The new priorities for sample structure extend beyond age, gender, class

- We need to include controls for ethnicity, sexual orientation, physical disability/mental health
- But how do we do this? Quotas for populations are complex and disparate

Ethnicity

14% (UK)

Asian 6.9%

Black 3.4%

Mixed 2.1%

Other 1.6%

Sexual orientation

4% (UK)

Heterosexual/straight 96%

Lesbian, gay 2%

Bisexual 1%

Other 1%

Physical disability

26% (US)

Mobility 13.7%

Cognition 10.8%

Hearing 5.9%

Vision 4.6%

Independence/selfcare 6.8%/3.7%

Boost or pro-rata

Some groups will be small within the sample eg

- Lesbian/Gay = 2% of adult UK population = 20 people from sample of 1,000
- Vision impaired = 5% US population = 50 people from sample of 1,000

Key decision is whether to boost minority samples to allow for specific analysis of minority groups

- This will be driven by the **objectives** of the survey
- Is analysis **within** minority groups required?
- How many such groups are within the sample?
- Is **intersectionality** required? e.g. age balance within ethnic groups

Quotas for Minority groups

If we are to properly represent e.g. gender identity, ethnicity, sexual orientation, physical disability, mental health conditions, we need to ensure they are included in survey quotas

In general, quotas at a **total level** for each minority group is a reasonable ambition

- quotas do not need to be interlocked with other variables, unless there is a specific requirement for a survey
- over time, this view may evolve – especially for larger groups

Data sources for quotas are generally available from **National Statistical Offices**

- however, data is not always available
- or question formats may not be optimal
- or the data may not be current (eg Census data)

Other data sources may exist, either from commercial benchmark surveys or Interest Groups

- Disability associations, LGBTQ groups, etc

Translations

- Ensure that invitations, questionnaires & stimuli materials are available in native language for key ethnic groups
- Research shows that majority of ethnic group participants are fluent in country language
 - People who are not fluent are much less likely to participate
- F2F & telephone - native language interviewers should be available upon request (or by appointment)

Local vs Multi-country Qual

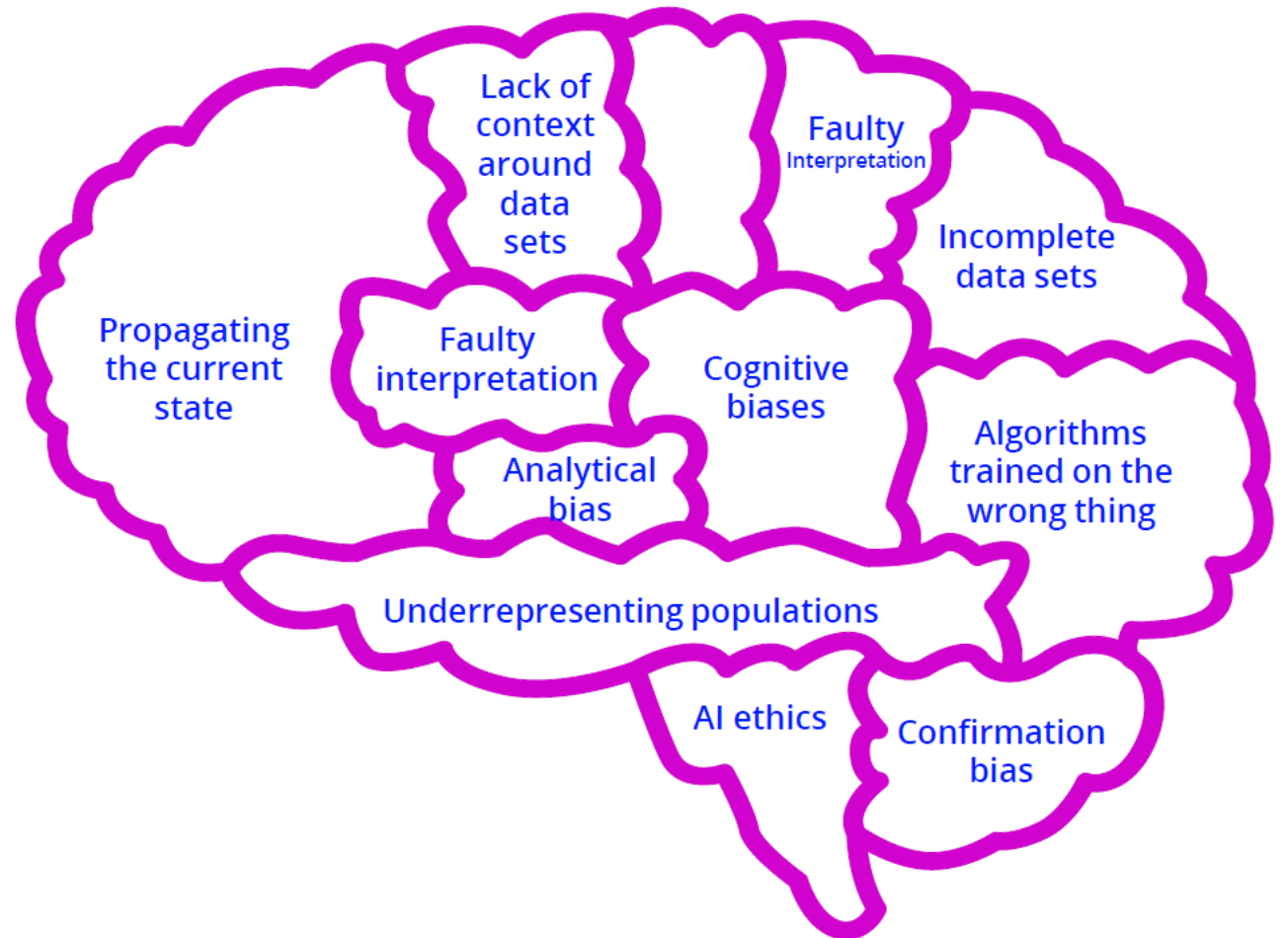
Don't assume that methods or approaches are transferable everywhere. Research designs may need to be tweaked locally

- In Japan, deference is given to older people. So groups might be better separated by age
- In Asian cultures in general, a 'group orientation' culture exists. Helpful to use exercises that give participants permission to "suspend the rules," for example, by playing devil's advocate..
- In France, focus groups take longer than in the US/UK, because people need more time to "warm up" before they are comfortable sharing with the group.
- In Germany, privacy is very important to people, and participants need to be reassured their information is being kept private.
- Where certain topics are considered 'private' (eg religion), 1-to-1 research may be more effective than groups.
- Images/photos/stimuli may need to be culture/country appropriate

Interpret research results with inclusivity in mind

Researchers must be aware of our own biases & ingrained beliefs interpreting results & reporting

Include diverse team in the analytics & insight process





Recommended Question formats

Source for question formats

Many countries have resources available with recommendations for inclusive research & question formats

- Recommendations – from industry associations & interest groups
- Harmonised questions – from National Statistical Offices

Industry Associations

Insights Association (US) - <https://www.insightsassociation.org>

MRS (UK) - www.mrs.org.uk

ESOMAR - www.esomar.org

EFAMRO - <https://efamro.eu>

GRBN (global) - <https://grbn.org>

National Statistical Offices

US - www.census.gov

UK - www.ons.gov.uk

EU - www.ec.europa.eu

China - <https://efamro.eu/>

France - <https://www.insee.fr/en/accueil>

Age

ESOMAR has recently released recommendation to ask respondents' specific year age, either

- as exact year age
- or by age band, followed by exact year

Exact year question

What is your age?

.....Years (answer validated to numeric responses and maximum of 3 digits).

2-step nested question

What is your age?

- *Under 18 years*
- *18-24 years*
- *25-34 years*
- *35-44 years*
- *45-54 years* --> after the age band is selected then ask exact year: 45, 46, 47, 48, 49, 50, 51, 52, 53, 54
- *55-64 years*
- *65-74 years*
- *75-84 years*
- *85-94 years*
- *95 or over*

Gender / Gender Identity - US

- Insights Association recommends a 3-part question (G1.1, G1.2, G1.3)
- US Census only includes 2 categories (G1.1)
- Alternative single question (G4) more practical , still inclusive

G1.1. Rotate Male and Female

What sex were you assigned at birth, on your birth certificate?

(Please select one.)

1. Male
2. Female

G1.2. Rotate Male and Female

How do you describe yourself?

(Please select one.)

1. Male
2. Female
3. Transgender
4. None of these

G1.3. If none of these

What is your current gender identity? **[OPEN END]**

G4. Rotate Male And Female, anchor at top. Rotate Non-binary and Transgender

How do you identify? (Please select one.)

1. Male
2. Female
3. Non-binary
4. Transgender
5. Identify on my own terms
(Please specify) **[ANCHOR]**
6. Prefer not to answer **[ANCHOR]**

Gender / Gender Identity - UK

MRS recommendation for simple question

Q.1 What is your gender?

- Female
- Male
- Other gender identity (please specify)
- Prefer Not to Say

Equality and Human Rights Commission recommendation:

Q1 At birth were you described as...

Please tick one option

Male

Female

Intersex

I prefer not to say

Q2 Which of the following describes how you think of yourself?

Please tick one option

Male

Female

In another way:

Many more complex question structures exist, exploring sex, gender, trans status, gender identity

Ethnicity

The range of ethnic groups differs markedly across countries

A key decision is whether to create an exhaustive & inclusive list

- In which case, categories will differ by country
- Or else used a compressed summary of categories

Some Associations recommend using

- ‘Select all that apply’,
followed by
- ‘Which of the following best describes you?’

Multi-country research – crucial to ensure response categories are locally refined & relevant

- Otherwise respondents will feel unrepresented – and likely to drop out

US – Insights Associations recommendations

Range of 10 question formats tested & offered – from short to comprehensive

- Ask race and ethnicity only if needed - consider the objectives, audience, and context of the study.
- Allow multiple responses
- Have detailed and inclusive response options
- Use “Prefer to self-identify” and/or include "Not Listed" with write-in options (don't use “other”)
- Include a “Prefer not to answer" option so participants may opt out of the question
- As an industry, we need to continue to test, learn and evolve methods of collecting demographics and designing sample for more inclusive and representative results

US – Insights Associations recommendations

Range of 10 question formats tested & offered – from short to comprehensive
- 3 versions recommended

Question 5

Slightly Descriptive Select All That Apply

How would you describe yourself?

Please select all that apply.

- Asian or Native Hawaiian or Pacific Islander or South Asian
- Black or African American
- Caucasian or White
- Hispanic or Latino / Latina / Latinx
- Indigenous American or Alaska Native
- Middle Eastern or North African
- I prefer to self-identify (Please specify) _____

Question 8

Single Question Census-Like: Descriptive Select All That Apply

Please describe your race / ethnicity.

Please select all that apply.

- African
- African American / Black
- Asian-American
- Caribbean American
- East Asian (Including Chinese, Japanese, Korean, Mongolian, Tibetan and Taiwanese)
- Hispanic / Latinx
- Indigenous American/First Nations (Including Native American/American Indian, Alaskan Native, Pacific Islander, and Native Hawaiian)
- Middle Eastern or North African
- South Asian (Including Bangladeshi, Bhutanese, Indian, Nepali, Pakistani and Sri Lankan)
- Southeast Asian (Including Burmese, Cambodian, Filipino, Hmong, Indonesian, Laotian, Malaysian, Mien, Singaporean, Thai, and Vietnamese)
- White
- Not Listed (Please specify) _____

Question 10

Descriptive Select All with
Detailed Asian & Hispanic Follow-up

Part 1

What is your racial background?

Please select all that apply.

- Asian or South Asian (origin may be Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.)
- Black or African American (origin may be Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.)
- Caucasian or White (origin may be German, Irish, English, Italian, Russian, etc.)
- Hispanic or Latino origin (Origin may be Mexican, Puerto Rican, Cuban, Latin American, Other Spanish, etc.)
- Indigenous American or Indigenous Alaskan (origin may be Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.)
- Middle Eastern or North African (origin may be Iranian, Egyptian, Lebanese, Syrian, Moroccan, Algerian, etc.)
- Native Hawaiian or Other Pacific Islander (origin may be Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.)
- I identify as another race, ethnicity, or origin (Please specify) _____

[Part 2a only asked if "Asian or South Asian" selected in Part 1]

Part 2a

(Part 2) Which of the following describes you?

Please select all that apply.

- Bangladeshi
- Bhutanese or Drukpas
- Burmese
- Cambodian

- Chinese
- Filipino
- Indian
- Japanese
- Korean
- Lao
- Malaysian
- Mongolian
- Nepalese
- Pakistani
- Singaporean
- Sri Lankan
- Taiwanese
- Vietnamese
- Another Asian origin (Please specify) _____

[Part 2b only asked if "Hispanic or Latino origin" selected in Part 1]

Part 2b

(Part 2) Which of the following describes you?

Please select all that apply.

- Argentinian
- Belizean
- Bolivian
- Brazilian
- Chilean
- Colombian
- Costa Rican
- Cuban
- Dominican
- Ecuadorian
- Guatemalan
- Honduran
- Mexican, Mexican American, Chicano
- Nicaraguan
- Panamanian
- Paraguayan
- Peruvian
- Puerto Rican
- Salvadorian
- Uruguayan
- Venezuelan

UK – MRS recommendation

Online & F2F interviewing

- Full version follows UK National Statistics Harmonised question
 - with 'DK'/P'refer not to say' added

What is your ethnic group?

(Choose one option that best describes your ethnic group or background)

- White
- Scottish
- Other British
- Irish
- Gypsy/Traveller
- Polish
- Any other White ethnic group, please describe

Mixed or Multiple ethnic groups

- Any Mixed or Multiple ethnic groups, please describe

Asian, Asian Scottish or Asian British

- Pakistani, Pakistani Scottish or Pakistani British
- Indian, Indian Scottish or Indian British
- Bangladeshi, Bangladeshi Scottish or Bangladeshi British
- Chinese, Chinese Scottish or Chinese British
- Any other Asian, please describe

African

- African, African Scottish or African British
- Any other African, please describe

Caribbean or Black

- Caribbean, Caribbean Scottish or Caribbean British
- Black, Black Scottish or Black British
- Any other Caribbean or Black, please describe

Other ethnic group

- Arab, Arab Scottish or Arab British
- Any other ethnic group, please describe

Don't know

Prefer not to say

UK – MRS recommendation

Telephone interviewing

- 2-stage version recommended

Part 1

Interviewer to read:

What is your ethnic group? I will read out the options, choose one option that best describes your ethnic group or background.

Interviewer to read options:

- White, or
- Mixed/ Multiple ethnic groups, or
- Asian/ Asian British, or
- Black/ African/ Caribbean/ Black British, or
- Chinese, or
- Arab, or
- Other ethnic group

Part 2

Interviewer to read:

And which one of these best describes your ethnic group or background?

Interviewer to read the following options if response to Part 1:

Part 1 = "White"

- English / Welsh / Scottish / Northern Irish / British, or
- Irish, or
- Gypsy or Irish Traveller, or
- Any other White background?

Part 1 = "Mixed/Multiple ethnic groups"

- White and Black Caribbean, or
- White and Black African, or
- White and Asian, or
- Any other mixed / multiple ethnic background?

Part 1 = "Asian/Asian British"

- Indian, or
- Pakistani, or
- Bangladeshi, or
- Any other Asian background?

Part 1 = "Black/African/Caribbean/Black British"

- African, or
- Caribbean, or
- Any other Black / African / Caribbean background?

Sexual Orientation

- Sensitive topic – position towards end of surveys
- Consider ordering response options in alphabetical order – maximises inclusion
- Provide options to self-describe
- Always include a “Prefer not to say” option

UK Market Research Society (MRS)

Which of the following best describes your sexual orientation?

- Straight/Heterosexual
- Gay or Lesbian
- Bisexual
- Other sexual orientation (write in)
- Prefer not to say

Insights Association

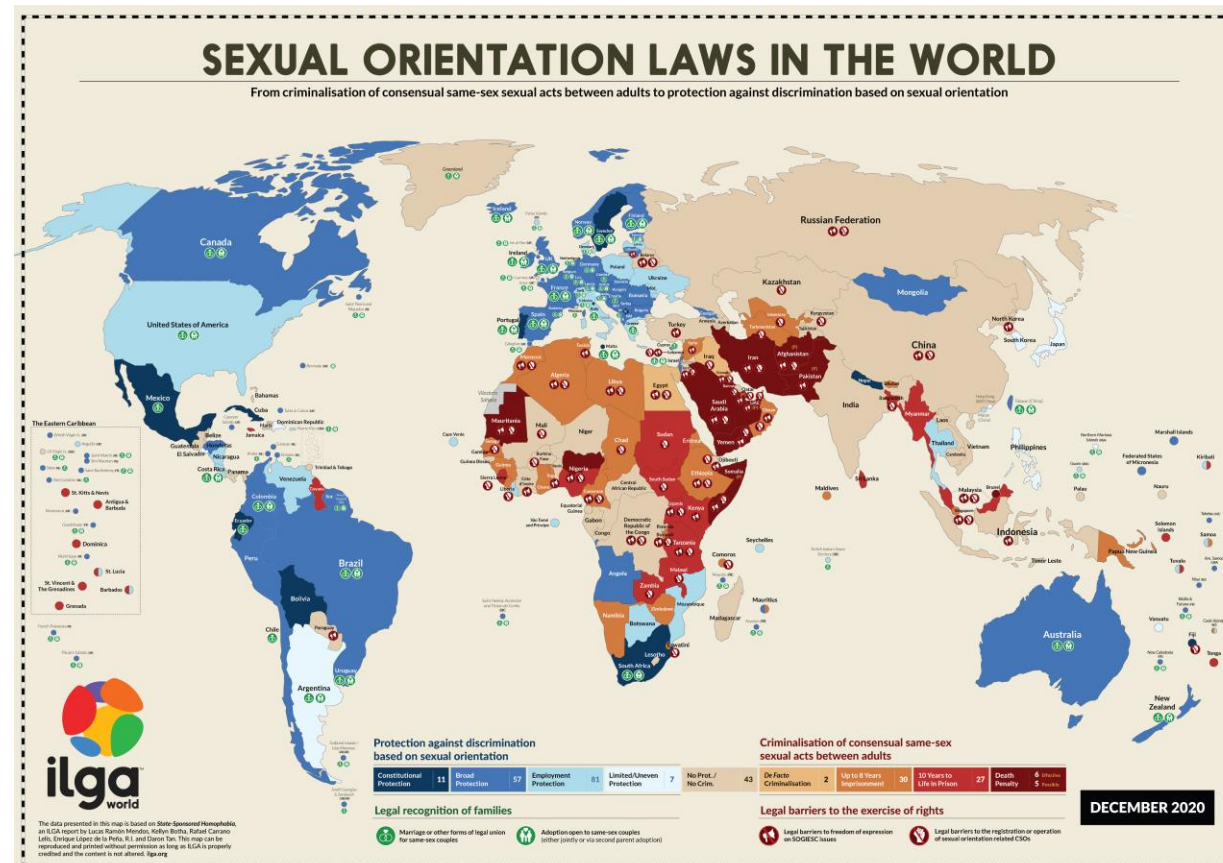
Which of the following best describes your sexual orientation? (Please select one.)

- Bisexual
- Gay or Lesbian
- Heterosexual/Straight
- Identify as another sexual orientation(Please specify)]
- Prefer not to answer

Sexual Orientation laws

Care should be taken when asking questions around sexual orientation

- Check the status of laws and protections within countries
- Consult local agencies/associations to understand cultural norms



Physical disability/Mental health conditions

- A difficult topic to define. Details will depend on survey focus
- A generic, 'low impact' question format is

Q1. Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

- Yes
- No
- Don't know
- Prefer not to say

What we mean by "physical and mental health conditions or illnesses": This is about health conditions, illnesses or impairments you may have. Consider conditions that always affect you and those that flare up from time to time. These may include, for example, sensory conditions, developmental conditions or learning impairments.

Q2. Does your condition or illness reduce your ability to carry out day-to-day activities?

- Yes, a lot
- Yes, a little
- Not at all
- Don't know
- Prefer not to say

Working with diverse partners

Communities

Insights in Color

<https://www.insightsincolor.com/>

CORe (Colour of Research)

<https://www.colourofresearch.org/>

MRS Pride

<https://www.mrs.org.uk/about/pride>

Multicultural Insights Collective/Voices of Equity

<https://voicesofequity.com/>

Agencies

Equitas Insight

<https://www.equitasinsight.com/>

Out Now

<https://www.outnowconsulting.com>

Think Now

<https://thinknow.com/>

Community Marketing & Insights

<https://communitymarketinginc.com/>

Voices4All

<https://www.voices4all.co.uk/>

Open Inclusion

<https://openinclusion.com/>

Resources

Insights Association – IDEA Council :

<https://www.insightsassociation.org/Resources/Inclusion-Diversity-Equity-and-Access>

Market Research Society (MRS) – Inclusion & Diversity resources : <https://www.mrs.org.uk/topic/inclusion>

QRCA – Inclusion page : <https://www.qrca.org/page/diversity-equity-inclusion>

Multicultural Insights Collection : <https://voicesofequity.com/equity-work/>

Insights in Colour : <https://www.insightsincolor.com/toolsandresources>

CORe (Colour of Research) : <https://www.colourofresearch.org/blog>

MRS Pride : <https://www.mrs.org.uk/about/pride>

UK ONS Inclusive Data Taskforce report : [ONS Inclusive Data Taskforce Report](#)