

IDEA Forum

Update on IDEA Council Research-on-Research



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Big Rocks

THE EVOLUTION OF DEMOGRAPHIC QUESTIONS

Position Paper on How to Ask Demographic Questions on Gender, Sexual Orientation, and Race and Ethnicity and Needed Research-on-Research in the Industry


Prepared by the IDEA Council | September 2021




FELLOWSHIP PROGRAM



What is it?

A 12-month industry fellowship program that brings together organizations across the insights & data analytics industry to work in partnership on the recruitment, development & progression of diverse talent- and towards building our body of knowledge around inclusive insights.




In Partnership with: 

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TO ADVANCE INCLUSION, DIVERSITY, EQUITY & ACCESS IN INSIGHTS

August 9-10



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THE CONTEXT

Helping the Industry Adapt to Demographic Change

The research originated from...

A Position Paper by the IDEA Council that recommended testing different demographic questions used in survey research to help have more inclusive research

The research answers...

How the research profession needs to **adapt** to improve the respondent experience when asking demographic questions to lead to more inclusive research



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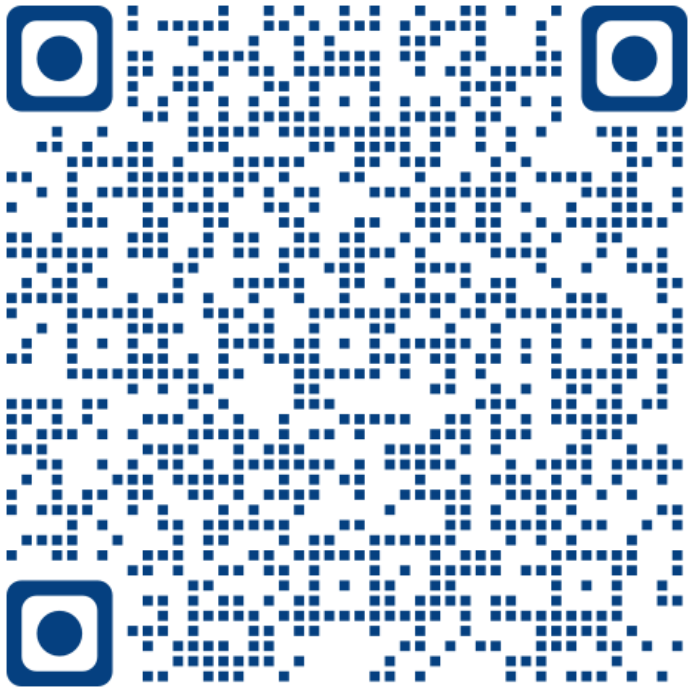
The IDEA Council Sponsors Research That Drives Industry Change

1. RACE & ETHNICITY: Work completed and available now to the industry!
2. GENDER IDENTITY & SEXUAL ORIENTATION: Work underway. Preview of what's to come shared today!
3. ACCESS & ABILITY: Kick-off planned for Q4 '22 or Q1 '23
4. POSSIBLE INTERNATIONAL PHASE: Working to secure funding and resources for expanding beyond U.S.

*How to Ask
Demographic
Questions in
Inclusive &
Sensitive Ways*

Phase 1 Race & Ethnicity

**GET THE RESULTS
AND USE THEM!**



CONTACT



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Phase 1 Race & Ethnicity: Additional Recommendations

- 1 Ask race and ethnicity questions only if needed—consider objectives, audience, and context of the study?
- 2 Use “Prefer to self-identify” and/or include “Not Listed” with write-in options (don't use “other”)
- 3 Include a “Prefer not to answer” option so participants may opt-out of the question
- 4 Allow for specific and descriptive options, such as “Black and African American”, “Hispanic and Latino/Latina”, specific nationalities and tribes, and breakdown of race categories, such as Asian, into specific regions
- 5 Continue to test, learn and evolve methods for collecting demographics and sample design, beginning with the term “Latinx” which was not well received by some

Phase 2: Gender Identity and Sexual Orientation

RESEARCH GOALS

- Offer industry recommendations on how to ask **GENDER IDENTITY AND SEXUAL ORIENTATION** with an inclusive and sensitive lens that will become *standards for best research practices*
- Build upon the success and research standards from Phase 1 research on how to ask **RACE AND ETHNICITY**
- Insights Association **IDEA Council** is the sponsor and project owner, with the gracious support of all of you



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Phase 2 Research: Educate to Inspire Change

WHERE WE ARE TODAY

Current Research

GOAL: Synthesize industry knowledge about how to ask about Gender Identity and Sexual Orientation and when to use these questions in our research. Use Phase 2 Position Paper as foundation, as well as build on top of Phase 1 Race & Ethnicity future research opportunities and industry and community feedback.

LGBTQIA+ COMMUNITY

IMMERSION

GOAL: Qual deep dive to gain a deep understanding and empathy of sexual and gender identities other than straight and cisgender, including Pronouns. Elevate industry consciousness and identify industry thought and process gaps for further testing and core volunteer team internal education. Share learnings with the industry.

INDUSTRY EVOLUTION

Quant + Educate - 2nd Step

GOAL: Evolve industry questions and approaches for researching sexual and gender identities other than straight and cisgender. Positively change and elevate industry conversations and ways of thinking and relating to sexual and gender identities other than straight and cisgender in both the workplace and research.

Call to Action – Ways to Get Involved

- **Spread the Word!**

Please let your companies and colleagues know the work is coming

- **Attend a Session!**

Attend a session where the results and recommendations are shared

- **Influence Change & Adoption!**

Help drive change and adoption of the recommendations at your organizations

*Be a
Catalyst
For
Change
In the
Industry*

Q&A



Phase 1 Race & Ethnicity: The Results

The most successful questions provided more descriptive options, combined ethnicity and race, and allowed for multi-select responses

