

Diversity, equity and inclusion in our data

Our mission





GWI exists to help humans everywhere understand each other

To do that we consciously collect data from the widest possible range of demographics and do everything we can to make our surveys accessible.

Not only does that make practical sense, it's also just the right thing to do.

We know we can always do more, and over the past year we've made an effort to implement even higher standards of diversity, equity and inclusion (DE&I) in our data.

Diversity & inclusion

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Asking the right questions



We want all respondents to be comfortable and confident talking to us. To do that we:



Consider each country's unique cultural context

We ask about these sensitive topics only in markets where it's suitable to do so. We're constantly reviewing which markets appear on this list, based on current conditions in those countries and changing cultural norms.

On the topic of racial identity/ethnicity/nationality, countries like France have legal restrictions which stop us asking about this. For gender identity and sexual orientation, there are cultural as well as legal considerations we have to consider.



Approach each topic separately

For sexual orientation and gender identity, we ask the same questions across all relevant markets.

When asking people about their background, we ask about either their "racial identity", "ethnicity" or "nationality" depending on how it's generally referred to in that particular market, or how it's asked in that market's official census.



We allow respondents to identify themselves in the way they want to be seen

Questions about sexual orientation and gender identity are always voluntary. We make certain we get explicit consent before the question even appears, as we know this can be a sensitive topic for some.

For GWI Kids, we don't ask about sexual orientation, and we direct all questions about racial identity/ethnicity/nationality to their parents.

Our guiding principles



In all our data collection we aim to:



Survey sexual orientation with sensitivity

We ask about sexual orientation in all our surveys, in all possible markets, except GWI Kids.



Improve the ways people can describe their gender

We want people to feel they can express their gender identity accurately when completing our survey.

We currently include gender options outside of the male/female binary in GWI USA, and we're adding it to a number of markets for GWI Core (& add-ons - Travel, Work, Gaming, Zeitgeist, Sports, Plus) throughout 2023.



Ensure our sample is truly representative

We use robust quota and weighting schemes across all markets to make sure our data is robust.

In the US we go even further by incorporating race and ethnicity into our quota and weighting schemes.

We don't currently use quotas on gender or sexual orientation due to a lack of reliable data across markets.

What data we collect, and from where



What our datasets and add-ons cover

GW USA currently asks about background, sexual orientation and gender identity.

For GW Core (& add-ons - Travel, Work, Gaming, Zeitgeist, Sports, Plus) and GW Kids, the table on the next page shows the markets where we ask about background, sexual orientation and gender identity, and when we first started collecting that data.

*Please note GW Kids includes less markets than GW Core, refer to **this table** for the list of markets covered.*

Diversity & inclusion



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Market

Background (GWI Core & GWI Kids)

Sexual orientation (GWI Core only)

Gender identity (GWI Core only)

- ✔ Data now available in specified datasets
- ✔ Data not currently available in any dataset

Argentina
Australia
Austria
Belgium
Brazil
Canada
Chile
Colombia
Denmark
France
Germany
Greece
Hong Kong
Indonesia
Ireland
Israel
Italy
Japan



Market

Background (GWI Core & GWI Kids)

Sexual orientation (GWI Core only)

Gender identity (GWI Core only)

Malaysia



Mexico



Netherlands



New Zealand



Norway



Portugal



Saudi Arabia



Singapore



South Africa



Spain



Sweden



Switzerland



Taiwan



Thailand



UAE



UK





USA



Vietnam



 Data now available in specified datasets

 Data not currently available in any dataset

Improving accessibility



We're committed to making our surveys as accessible as possible to as many people as possible. That means finding ways to include people with issues like visual impairment, or without access to a computer.

All our surveys have features aimed at increasing accessibility, and we're always looking at how we can do more



Multi-language surveys mean wider access

In certain markets we make sure our surveys are available in multiple languages - that way the largest possible number of people can take part.



Accessible fonts in our surveys

All of our surveys use Sans Serif fonts, which are easier to read, particularly for people with dyslexia and dyspraxia.



Mobile surveys

We place a big emphasis on mobile-friendly survey design. GWI Core and GWI Work currently contain some non-mobile-friendly questions, but we're committed to phasing these out to make these surveys more accessible.

Currently five of our surveys are entirely mobile-friendly: GWI USA, GWI Travel, GWI Zeitgeist, GWI Sport and GWI Gaming

In addition, all of these except GWI USA use Pollpass, our in-house survey platform. We expressly designed this with accessibility in mind, for example:

- ✓ We use the AA standard of accessibility for colour contrast, so that text is still readable for those with colour blindness
- ✓ All images (including logos) we use in our surveys include alt text so they can be “read” by screen readers.

We’d like to improve accessibility in Pollpass surveys even further in the future, some of the options we might explore include:

- ✓ Improving compatibility with screen readers and other assistive technologies
- ✓ Ensuring all questions can be completed using just a keyboard
- ✓ Reviewing time limits on surveys and making sure everyone has enough time to complete surveys

Our mobile-friendly survey questions provide a powerful way to improve accessibility

Wider device access means wider participation

People in emerging markets, or who are less affluent, might not have access to a computer. A survey with 100% mobile-friendly questions therefore increases the number of people who can complete it.

Mobile-friendly formats help the visually impaired

Making a question “mobile-friendly” means avoiding long, complex and inaccessible question formats, and using questions that are more likely to be compatible with a screen reader. The result makes the question – and by extension the whole survey – more accessible to anyone with visual impairments.

