

The future of insights: Inclusivity

Quirks 2024

Scan the QR Code for live captioning on
your personal device





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About Voya



Voya is a health, wealth, and investment company focused on achieving our aspirational vision:

Clearing your path to financial confidence and a more fulfilling life.

Voya is **purpose-driven** and committed to conducting business in a way that is **economically, ethically, socially and environmentally responsible**, earning numerous recognitions.



2024 World's Most Ethical Companies



2023 Disability Equality Index – Best Place to Work for Disability Inclusion



2023-2024 Great Place To Work



2023 Bloomberg Gender-Equality Index



2023-2024 Equality 100 Award: Leader in LGBTQ+ Workplace Inclusion

Voya's Purpose (why we exist)



Together we fight for everyone's opportunity for a better financial future.

“

At Voya, we are committed to helping individuals with disabilities and their caregivers plan for the future that they envision. We've accomplished a lot in a short amount of time, but there is more to do — and we have a lot of passion and energy for this among our people.

- Heather Lavalley, CEO, Voya Financial



Voya Cares® Program

The Voya Cares program is an extension of Voya's vision, and we are committed to making a positive difference in the lives of people with disabilities and special needs from birth through aging, by providing advocacy, resources, and solutions.

- Voya officially launched its Voya Cares program in 2017. Visit voyacares.com for more details.

Being inclusive is not just something we do; it is part of who we are.

The Voya Cares Program Includes
resources, thought leadership and advocacy for disability inclusion.

Online resource center and training modules

Information on government benefits and important legal considerations

Special needs planning resources for advisors and employers

Educational webinars/seminars on special needs planning

Trusted planning tools and resources throughout life's milestones

Beneficiary planning for caregivers

Wellthy – an innovative health care concierge service to provide support and resources for caregiving employees

Information on coordinating employee benefits with special needs planning

myOrangeMoney special needs planning guidance

Voya Cares has also launched several thought leadership papers on important topics such as:

- **Supporting Veterans with Disabilities in the Workplace**
- **Supporting Employment Extenders**
- **State of Disability, Equity and Access**
- **Supporting Caregivers and Employees with Disabilities**
- **And more...**



About Tamman



Who we are

Tamman Inc. believes access to information is a fundamental human right. We are committed to digital inclusivity, ensuring that everyone can access information, regardless of their abilities.

Our services

- Accessibility Consulting: Helping organizations integrate inclusive design into their business strategies.
- Software Development: Creating accessible digital solutions with a focus on quality and security.
- Training & Education: Providing resources and training to foster an inclusive mindset and skillset.

Core Values

- Quality
 - Confidence
 - Capacity
 - Velocity
- } These principles guide us in delivering effective and lasting solutions

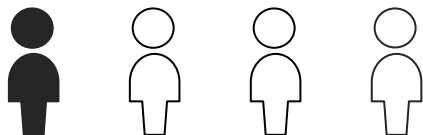
Join Us

Collaborate with us to create an accessible digital world.

Over a quarter of U.S adults have a disability, and prevalence is slowly growing



61 Million Adults have a Disability

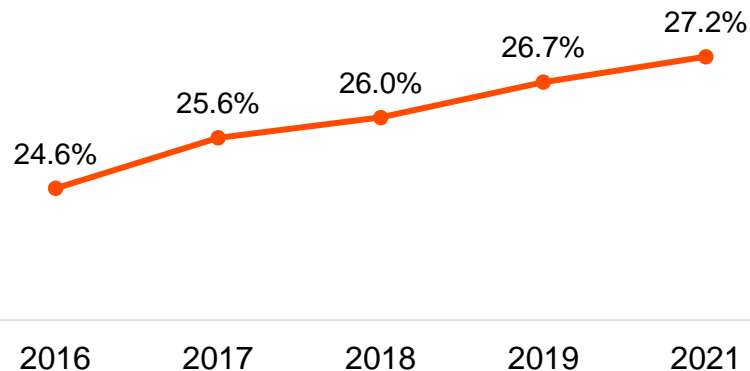


1 in 4 (27%*)

adults in the United States live with a disability

A disability is any condition of the body or mind that makes it more difficult to do certain activities and interact with the world.

% Adults with a Disability CDC 2022



[Center for Disease Control \(CDC\) 2022](#); [CDC Trends](#); *Disability estimates vary widely depending on methodology. Census ACS estimates that 15% or 39 million U.S. adults have a disability. A POV about differences are explained in the appendix. Many utilize varied sources for different needs. Census ACS has more detailed statistics and greater geographic coverage, but as a general research tool, may not be designed to fully capture the hard-to-reach disabled population.

And they have \$1.9 trillion in annual disposable income globally

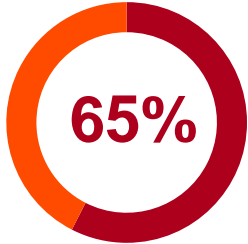


\$1,900,000,000,000



I am frustrated by brands that **treat people like me as an afterthought**
(among people with disabilities)

Overall agree



vs. 56%
rest of pop.

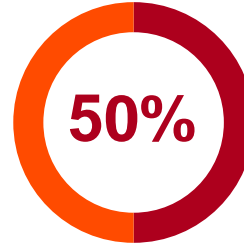
Strongly agree



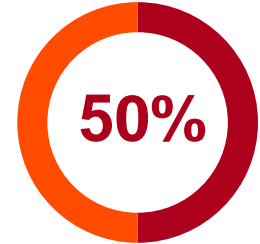
vs. 15%
rest of pop.

People with disabilities want more **content of greater quality and quantity** representation of their identities

Quality



Quantity



Your target consumers care about DE&I



Most Americans expect businesses to play a role in pushing for equity

6 in 10
Americans



AGREE OR STRONGLY AGREE

It is important to me that the companies I buy from actively promote diversity and inclusion in their own business or society as a whole

Source: Kantar U.S. MONITOR 2024 (DEI Study)

7 in 10
Americans



AGREE OR STRONGLY AGREE

Companies should actively work to increase diversity and inclusion in the financial services industry

Source: Voya Ipsos Omnibus Survey, March 2022

It's time to change how we think about disability



AWAY FROM...

The Medical Model of Disability

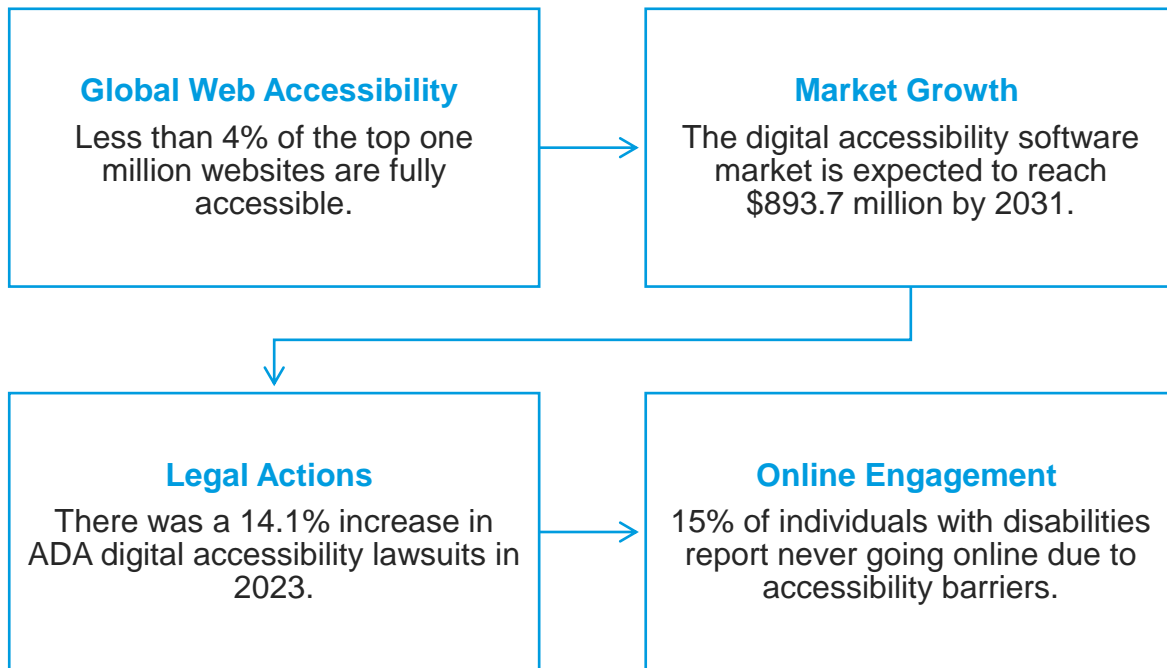
Emphasizes what is "wrong" with the person by prioritizing their illness and loss of function. It results in the belief that people with disabilities are less valuable and less capable than others.

MOVING TOWARD...

The Social Model of Disability

Underscores respecting the person for who they are. And emphasizes the care, products and ideas that improve their daily functioning in society. This calls for education, accommodation and inclusive design.

Key Digital Accessibility Insights



Sources: WebAIM, Business Research Insights, UsableNet, Pew Research Center

Five Business Reasons to Invest in Accessibility



1. Expands customer base

When making products and services accessible to a broader range of customers, including those with disabilities, we are tapping into a segment with a spending power of over \$500 billion per year.



2. Improves user experience

When people feel that businesses value and respect them, they are more likely to become loyal customers regardless of their abilities.



3. Boosts brand reputation

Accessibility is seen as a key element of corporate responsibility. Prioritizing accessibility enhances brand reputation and demonstrates commitment to ethical business practices.



4. Drives innovation

By meeting accessibility challenges, we generate ideas and innovations that benefit all customers. We are fostering a culture of creativity, adaptability, and problem-solving.



5. Reduces legal risks

By investing in accessibility, we can avoid potential lawsuits and fines as well as ensure our business complies with relevant regulations.



Smart
Investment



Simple changes you can make

Step I: Screening and Recruitment



Quick Tips



The research industry is exclusionary by nature – only accepting those in a study who qualify based on a number of characteristics. Some of these questions automatically exclude people with disabilities unintentionally.

| | |
|---|--|
| 1 | Incorporate Disability Status and Assistive Technology questions in screeners as optional |
| 2 | Add a note that questions are asked to ensure a nationally representative group of participants, and to better understand our customers' diverse needs and backgrounds |
| 3 | Provide a mechanism to request and provide accommodations |
| 4 | Consider if your standard battery of screener questions is necessary to get the results you need (e.g., HHI) and potentially adjust sample criteria |

Disability Status questions



Note: The following questions are *optional*, and asked to help us 1) ensure that we are speaking with a nationally representative group of people, and 2) understand our customers' diverse needs and backgrounds.

1. Do you identify as having a disability?

- Yes
- No
- Prefer not to answer

Note: it's important to let people opt out at each stage!

1.A Please select any of the following disabilities you identify as having.

- Sensory processing
- Motor
- Mobility
- Cognitive
- Mental-health related
- Deaf
- Hard of hearing
- Blind
- Low-vision (permanently reduced vision that cannot be corrected with regular glasses, contact lenses, medicine, or surgery)
- Something else: Please specify _____
- Prefer not to answer

Assistive technology questions

Assistive technologies are tools may be used to perform functions that are otherwise difficult or impossible because of a disability or disabilities you may have.

2. Do you use any assistive technologies?

- Yes
- No
- Prefer not to answer

2.A Please select any of the assistive technologies you may use.

- Screen reader (braille display or speech synthesis)
- Screen magnification software
- Screen magnification hardware
- Switch system/Adaptive Input
- Manual Communication Board
- Augmentative Communication System
- Low Tech Vision Aids
- Amplification System
- Environmental Control Unit/EADL
- Manual or Power Wheelchair
- Voice Recognition/Speech to Text
- Something else: Please specify _____
- Prefer not to answer



Step 2: Survey Design



Survey platforms and the question types being used are not always ADA compatible with support tools like screen readers. It's important we provide everyone a chance to be included in our research.

Quick Tips

| | |
|---|---|
| 1 | Test and iterate on the participant experience to ensure usability for all – reviewing language/jargon use, flow of questions, color contrast, etc. |
| 2 | Review platform capabilities in terms of interactive components (submit buttons), question types that can be problematic (and workarounds), platform documentation, testing... |
| 3 | Create stim that utilizes alt text, captioning, color contrast, interactivity - prototyping software not accessible (option to simulate document structure/interactivity with word docs...) |

Accessible design principles to apply to instruments:

**P**

Perceivable

- Sufficient text size and color contrast
- Text alternatives for important images
- Captions for audio, and audio description for video

O

Operable

- Interactive elements usable by keyboard
- Able to navigate, find content, & orient themselves
- Provided adequate timing to complete tasks

U

Understandable

- Plain language instructions, appropriate labels
- Content appears & operates predictably
- Clear affordances, error prevention/recovery

R

Robust

- Compatibility across OS, browsers & assistive technologies

Step 3: Reporting



Use the same accessible design principles when making a survey in reporting

Quick Tips

| | |
|---|--|
| 1 | Perceivable - sufficient text size & color contrast, alt-text |
| 2 | Operable - usable by keyboard with correct reading order |
| 3 | Understandable - clear, unique titles & heading structure, plain language |
| 4 | Robust - works with different devices |

Provide text alternatives to visual information

Alt text stands for alternative text

It is a brief description of an image that screen readers can read aloud to visually impaired users

It's crucial for making visual content accessible to all users, including those with visual impairments

4 Simple Guidelines

1

Keep it concise and descriptive (typically 1-2 sentences)

2

Focus on conveying the content and purpose of the image

3

Avoid phrases like "image of" or "picture of" - screen readers already indicate it's an image

4

For complex images like charts or infographics, summarize the key information, not necessary for decorative images



Example

Alt Text

How would you describe this object and its context to someone who is blind or low vision?

- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

(1-2 detailed sentences recommended)

Wheelchair access with solid fill

Mark as decorative ⓘ



Screen Reader Demo

Screen Reader Basics



What you need to know:

- Interfaces **with the code**, not visual elements
- Most users listen at **high speeds**
- Most users explore content by **navigating through headings** first
- Screen reader usage on mobile device has expanded rapidly among **all users**

Designing for Screen Reader Users



What you need to focus on:

- The goal is to **reduce the cognitive load** and burden placed on user who listen to our content
- Doing **small things well** has a massive positive impact on users
- Testing with a screen reader **reduces auditory barriers** for visually impaired and cognitive/learning challenged users

Multiple choice



Multiple Choice

Navigated by Kristen Witucki, Accessibility Specialist

Likert scale



Five Point Likert Scale One Attribute

Navigated by Kristen Witucki, Accessibility Specialist



Five-point scale with multiple attributes



Five Point Scale with Multiple Attributes Being Rated

Navigated by Kristen Witucki, Accessibility Specialist

Paired comparisons



Paired Comparisons

Navigated by Kristen Witucki, Accessibility Specialist

Slider with autoplay



Slider With Autoplay Video

Navigated by Kristen Witucki, Accessibility Specialist



Ranking



Ranking

Navigated by Kristen Witucki, Accessibility Specialist





Accessible Insights Consortium

Inclusive insights matter – and we as an industry have work to do



Forbes
Agency
Council

Inclusive Market Research Drives Customer Engagement

Developing a beloved brand, product or service that's user-friendly and desired by many consumers doesn't just happen. It typically begins with **inclusive research**. Inclusive market research demystifies more customers' motivations, preferences and behaviors. By amplifying the voices of customers who are often marginalized, brands can craft communications and product development strategies that engage more consumers in dialogue. – [Forbes Agency Council](#)

Key Challenges Insights Industry Faces

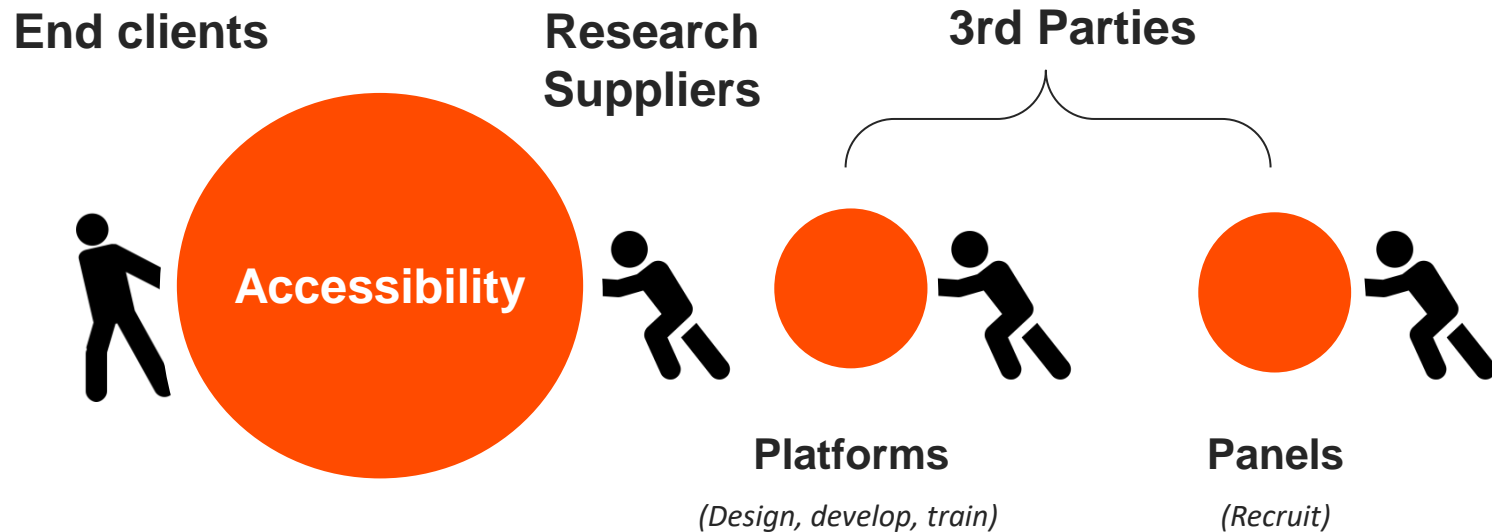
Representation

We do not track or expressly include people with disabilities

Inclusive Design

We do not consider accessibility best practices in design

A **collective effort** is necessary to make traction



VOYA

TAMMAN

buzzback

Understood

SMARTY PANTS
a brighter approach to insights and strategy

Ipsos



VOYA
FINANCIAL

KNOW
RESEARCH

TAMMAN

NISSAN

verizon

nrg

Fandom

Material+

PURINA

Decision Analyst



Q&A

Want to learn more? Join us!



bit.ly/Ally



Additional Demo Videos

Open-ended with text response



Open Ended Text Response

Navigated by Kristen Witucki, Accessibility Specialist

Audio clip recall



Audio Clip Recall

Navigated by Kristen Witucki, Accessibility Specialist

Multiple responses



Multiple Responses

Navigated by Kristen Witucki, Accessibility Specialist