



AURA

**INSPIRING
INSIGHT**

EDI best practice guidelines for client-side researchers

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EDI BEST
PRACTICE
GUIDELINES FOR
CLIENTSIDE
RESEARCHERS

While great work is being done across the industry, it's fair to say that we are approaching improvements in representation in lots of different ways - most likely causing well intentioned chaos

The MRS Senior Client Council wanted to do something about this

The goal was to develop comprehensive and useable UK guidelines for ensuring EDI best practice within clientside research organisations

It couldn't be one size fits all

It had to align with the great work happening in other parts of the industry

We wanted to create something tangible, to rally clientside teams behind

The intention of these guidelines is to:

Provide clear and consistent advice to clientside teams

Support other work being done within the wider industry

Drive the conversation forward within the industry

Encourage everyone within the profession to think more inclusively



MRS Senior Client Council

DIVERSITY &
INCLUSION BEST
PRACTICE GUIDES:
SAMPLING METHODS

This document outlines the approach clients should take to more inclusive sampling & data collection

The latest MRS guidelines recommend an extended version of Nat Rep including; age, gender identity, region, social grade, ethnicity, sexual orientation, physical disability and/or mental health conditions

https://www.mrs.org.uk/pdf/MRS_Diversity&InclusionGuidance_Sampling_0123.pdf



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DIVERSITY &
INCLUSION BEST
PRACTICE GUIDES:
USE OF DIFFERENT
METHODS

This document outlines the pros/cons of virtual vs. F2F research methods

Consider the pros/cons of different methods in relation to the sample you are trying to reach: might certain methodologies create unintended blockers (e.g. in person focus groups with no disabled access to the room)?

Consider the individuals within your target sample and make allowances as necessary

https://www.mrs.org.uk/pdf/MRS_Diversity&InclusionGuidance_Methodology_0123.pdf



MRS Senior Client Council

DIVERSITY &
INCLUSION BEST
PRACTICE GUIDES:
USE OF LANGUAGE

This document examines what not to say/terms to avoid

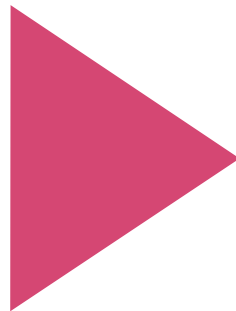
The 'correct' terminology is personal, so it is always a good idea to find out how people prefer to describe themselves and use those terms

Language preferences and our understanding of the impact of certain words changes – ensure you are using the most up-to-date recommendations

https://www.mrs.org.uk/pdf/MRS_Diversity&InclusionGuidance_Language_0123.pdf

Every person should have the chance to participate in research that enables full & comfortable inclusion

No one should ever be negatively impacted by the way we sample, or by the language or methods we use within our research



These guidelines are part of a much bigger journey

Visit [Inclusion and diversity | Market Research Society \(mrs.org.uk\)](https://www.mrs.org.uk) for more



**For more information about the UK's biggest network of clientside researchers
visit us at Stand 203**

aura.org.uk