



# INTRODUCING EQUALITY INSIGHTS

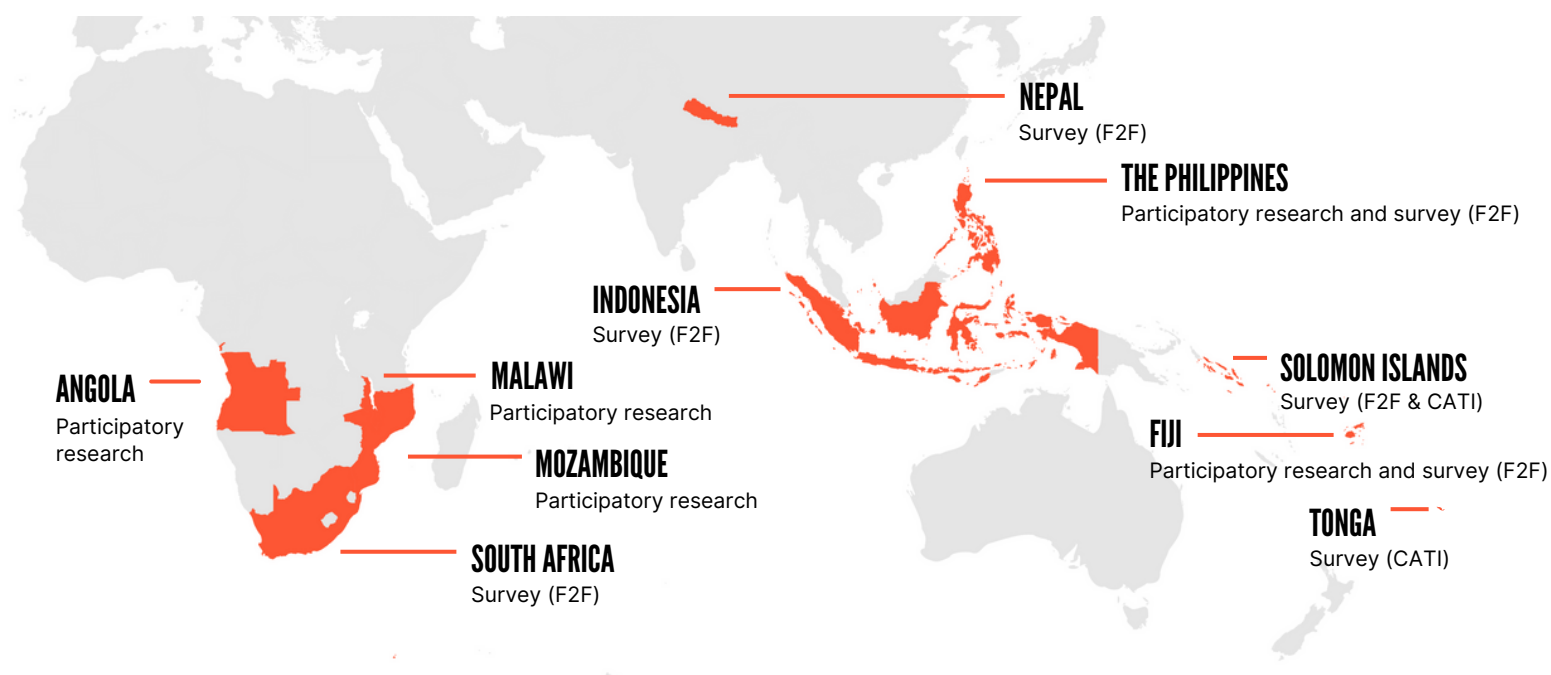
Equality Insights is a gender data program delivered by the International Women's Development Agency (IWDA). We have developed innovative tools to collect quality, gender-sensitive data about multidimensional poverty and inequality to accelerate change. The resulting insights provide a truer picture of individuals' circumstances and how these vary. The data enables decision-makers to develop targeted, evidence-based and data-driven solutions that tackle poverty and reduce inequalities.

## HISTORY

Since 2008, IWDA has been at the forefront of research to redefine how poverty is understood and measured. Across more than 14 years of research and testing, we have led the development of a world-first individual-level, gender-sensitive, quantitative measure of poverty and inequality.

We have worked across sectors, with governments, civil society organisations, universities, the private sector, and regional and multilateral organisations. Our methodology has been audited by global experts and benefited from rounds of consultation with more than 100 subject matter and measurement experts from around the world.

The survey tools have been used in seven countries in Africa, Asia and the Pacific, and were informed by participatory research with over 3000 people across six countries. Some of this work was completed under a previous name, the Individual Deprivation Measure.



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INSIGHTS**

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## HOW EQUALITY INSIGHTS WORKS

Equality Insights has developed two surveys to measure poverty and inequality: Equality Insights Plus and Equality Insights Rapid. Both tools collect information about 15 key areas of life including social, economic and environmental dimensions, and assets, providing insights about both financial and multidimensional deprivation. Features of the tools include:



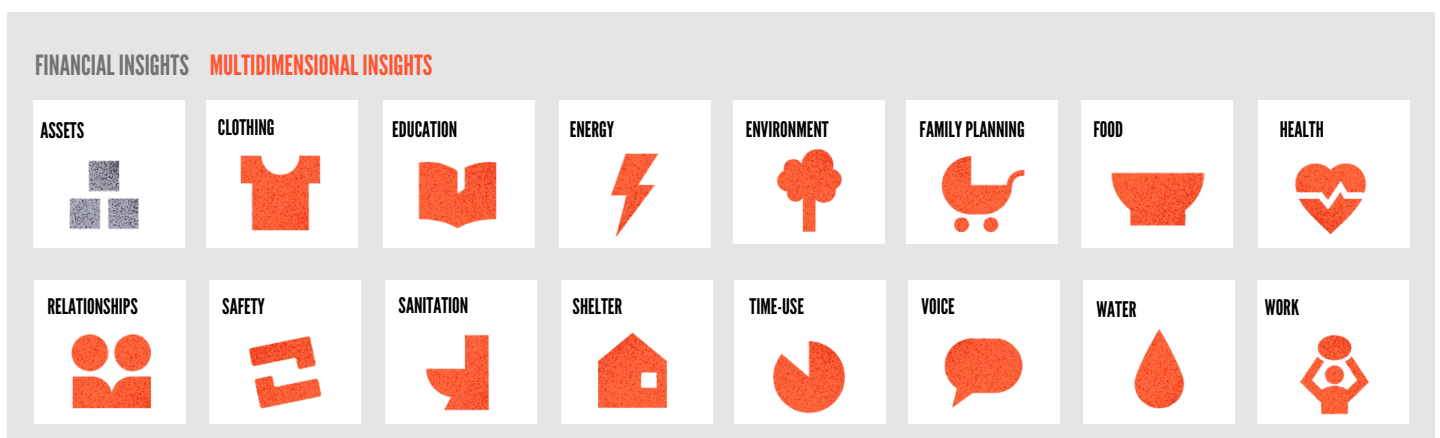
**Multidimensional:** measure areas of life identified by people with lived experience of poverty.



**Individual and intersectional:** collect information about individual circumstances, from all adults within a household, painting a more accurate picture of the factors driving poverty and inequality.



**Gender-sensitive:** assess areas of life that are shaped by gender with questions that help to show how this influences experiences of poverty and inequality.



## EQUALITY INSIGHTS PLUS

Equality Insights Plus is a face-to-face survey that collects in-depth information about 15 key areas of life plus assets. The insights it reveals show how gender, age, disability, geographic location and other factors shape and deepen experiences of poverty and inequality. It will be available following incorporation of learning from the development and initial use of Equality Insights Rapid.

## EQUALITY INSIGHTS RAPID

In the context of COVID-19 Equality Insights Rapid has been designed to collect data remotely. The survey is conducted by phone using Computer Assisted Telephone Interviewing (CATI), and is a shorter variant of Equality Insights Plus, while maintaining the focus on 15 key areas of life plus assets.

## PARTNER WITH US

Equality Insights collaborates with many kinds of organisations as we work to improve evidence and accelerate action on poverty and inequalities. Email [info@equalityinsights.org](mailto:info@equalityinsights.org) to explore options or for more information.



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