

# IDinsight



# Advancing Gender Equity with Data

**DataDelta's Approach to  
Gender Equity**



**data delta.**<sup>Δ</sup>  
Social sector insights driving change.

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## DataDelta's Approach to Gender Equity

Gender equity and the empowerment of women and girls are both moral imperatives and are integral to achieving sustainable development worldwide. Central to this mission is the need for accurate gender data – data that is precise and representative of all groups, including women and girls, and that allows us to see the differential experiences of people across genders.

These data serve as the cornerstone for informed decision-making, policy formulation, and targeted interventions to advance gender equity.

### BOX 1. Snapshot of gender data gaps in India and Kenya

Gaps in gender data remain stark, making it hard for governments and social sector actors to fully understand the experiences of women and girls, let alone meet their needs.

#### India

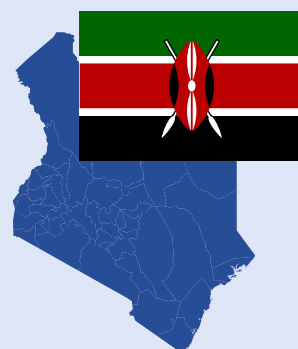
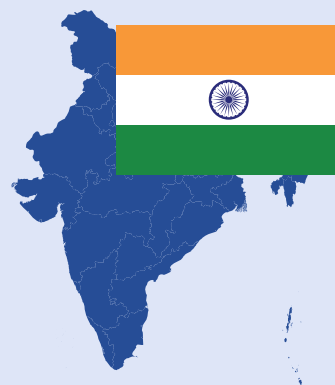
India's data on employment and access to credit misses crucial data points on women's work conditions, wage disparity, the type of credit women receive and its interest rates. Similarly, the Periodic Labour Force Survey (PLFS) does not account for women's unpaid care work.

Of about 1,600 indicators that the government measures to monitor 160 major public programs across ministries, only 8% of indicators about beneficiaries are disaggregated by gender despite many public programs being explicitly targeted to women and girls.<sup>1</sup>

#### Kenya

In Kenya, as of late 2020, only 41.8% of indicators needed to monitor the Sustainable Development Goals from a gender perspective were available, with gaps in key areas, in particular: unpaid care and domestic work, and key labor market indicators, such as the gender pay gap and information and communications technology skills.

In addition, many areas – such as gender and poverty, physical and sexual harassment, women's access to assets (including land), and gender and the environment – lack comparable methodologies for regular monitoring.<sup>2</sup>



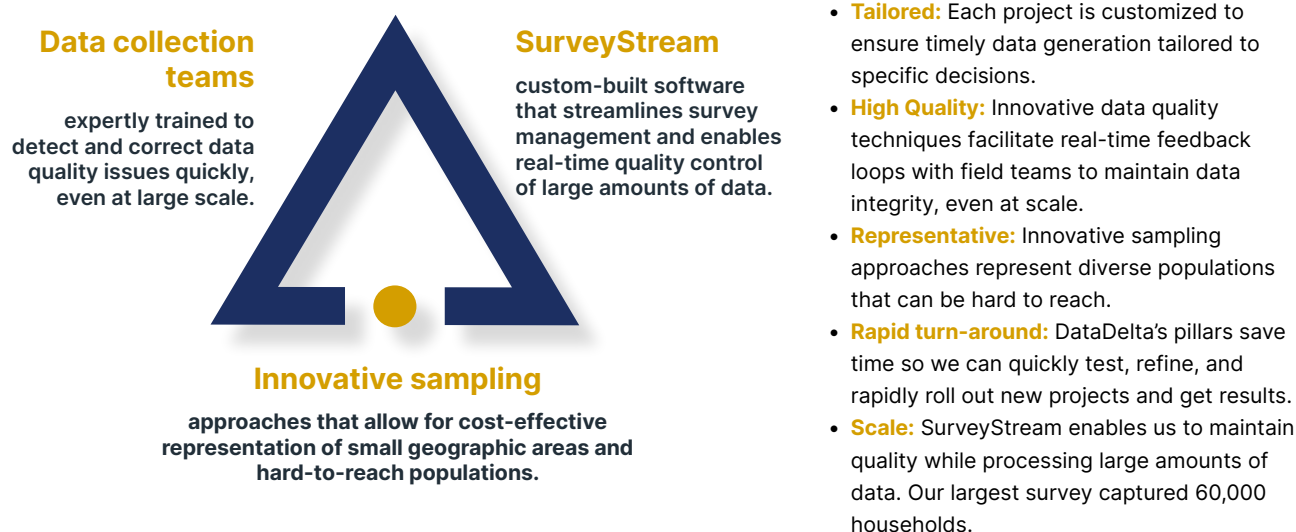
1 Sources: IWWAGE 2019, Identifying gaps in Gender Statistics in India. <https://www.indiaspend.com/how-official-data-miss-details-on-half-of-indias-citizens/>

2 Source: UN Women, Women Count Kenya Factsheet. <https://data.unwomen.org/country/kenya>

# What sets DataDelta apart

IDinsight's [DataDelta](#) delivers large-scale, high-quality, representative survey data and insights to government and social sector leaders when they need it, enabling more informed decisions to improve people's lives. DataDelta uses innovations in statistical methodology, data collection operations, and data science to **make it easier and faster to collect high-quality data directly from people, including underrepresented subgroups in the population.**

We believe [data is ultimately about voice, equity, and justice](#) – revealing truths that are too often hidden. This is the specific information – collected from people themselves – that reveals inequities, enables the design and targeting of social programs, and can validate other sources, like machine learning models, remote sensing data, and government administrative data. We focus on technical data quality and excellent field practices to protect the integrity and truth of what respondents tell us through DataDelta surveys.



At DataDelta, we advance gender equity through data at three levels:



**1. DataDelta Operations:** In our core operations including gender-sensitive research designs and gender-balanced data collection teams.



**2. DataDelta Survey Methods:** In our survey methods, especially sampling approaches that enable equitable and accurate representation of women, girls, and other vulnerable groups.



**3. DataDelta Programs:** Through our services & programs that are designed to be gender intentional and highlight differential experiences across gender and other intersectionalities.

By prioritizing gender inclusion throughout our work, DataDelta contributes to advancing gender equity, including by providing policymakers, practitioners, and advocates with the insights needed to drive meaningful change and accelerate progress towards a more equitable world.



In 2023, DataDelta conducted representative surveys to elevate the voice, aspirations, and socio-economic conditions of almost 300 million people across Kenya, the Philippines, and India to policymakers and social sector leaders.



# 1. DataDelta Operations

*Putting gender equity at the center of research design and data collection*

From the outset of our projects with partners, we illustrate why vulnerable populations, including women and girls, must be accurately represented in data so partners can increase the impact and equity of their work.

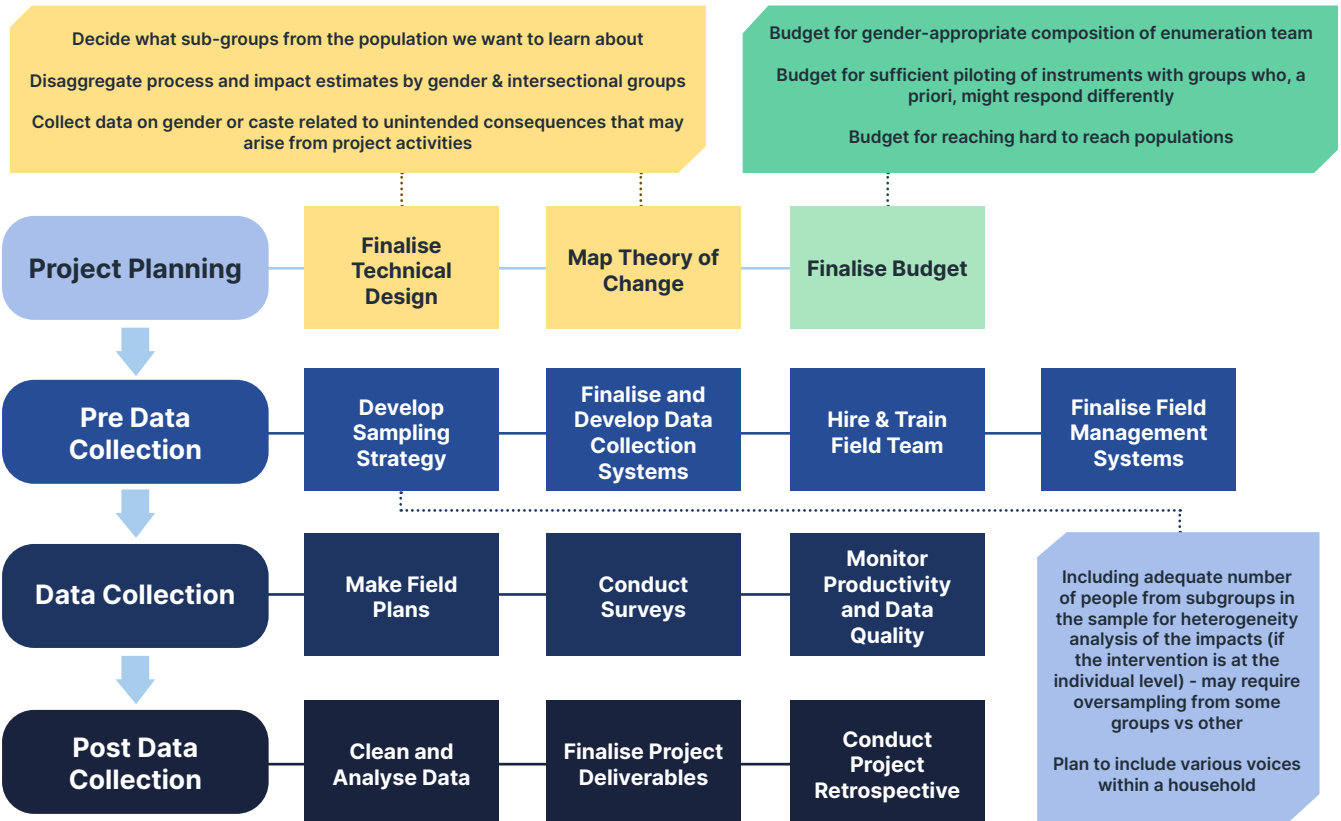


We integrate gender inclusion into our core operations in two ways: with i) gender-sensitive research design and ii) gender-balanced data collection teams.

## i) Gender-sensitive research design

We offer a primer for clients on the importance of gender-sensitive research for driving impact that facilitates gender equity. Figure 1 illustrates the questions teams address as they plan research and project designs.

Figure 1: Gender equity in research design



## ii) Gender-balanced data collection teams

We also know that representative and effective enumerator teams are extremely important to make sure respondents can answer honestly and authentically and to collect reliable, representative data. To that end, we hire and support diverse data collection teams and often prioritize women. In some of the countries where we work, barriers to hiring women's enumerators can be high, as has been our experience in India. To better understand hindrances to hiring female enumerators, [we conducted analyses](#) of our enumerator hiring data in India to identify and alleviate these barriers. Through this analysis, we discovered biases in hiring requirements, such as the need for motorcycle ownership and specific education qualifications, which have been systematically disadvantageous to female applicants. By relaxing these requirements and implementing extended training programs, we've succeeded in building more inclusive enumerator teams. This matters both for equity in employment and opportunity for women and for the quality of data we collect.

As Box 2 illustrates, when sensitive gender questions are involved, it is important to have female enumerators engaging with female respondents, both to make respondents more comfortable and to get better response rates on these questions. Better response rates translate to better quality data, which can facilitate better decisions and higher impact.

In addition, [our analysis shows](#) that women not only produce better data quality on gender-sensitive questions but also perform well in all areas. Despite relaxing hiring requirements around education and previous work experience to recruit more women, we found that female enumerators have as good or better survey productivity and data quality than their male counterparts.

### **BOX 2. Measuring sensitive gender issues with gender-sensitive teams in India**

In 2018, Chhattisgarh, India faced a significant digital disparity, with less than 30% of the population owning mobile phones. To address this, the state government initiated a scheme to distribute smartphones with internet access to women in rural governing systems called gram panchayats (GPs).

However, the scheme faced challenges and was halted prematurely, resulting in uneven smartphone access across different GPs. This presented an opportunity to study the impact of mobile phone access on women's socio-economic conditions.

In collaboration with the Inclusion Economics India Centre (IEIC), our DataDelta team examined various socio-economic indicators affected by increased mobile phone access among women. These included labor force participation, women's empowerment in decision-making, mobility, mental health, banking, media consumption, exposure to misinformation, political engagement, and trust in community institutions.

Recognizing the importance of gender-sensitive field teams, we implemented innovative solutions to increase the number of female enumerators.

We adopted a strategy of gradually relaxing hiring requirements for enumerators while providing enhanced training, effectively lowering barriers to entry for female candidates. This approach yielded remarkable results: we observed more balanced enumerator teams, enhanced response rates among female respondents, and maintained the high quality of data collected.



This success underscores the importance of inclusive hiring practices and will guide future enumerator recruitment efforts in India, aiming to foster greater opportunities for women and ensure the composition of gender-balanced enumeration teams. The table below shows the gradual shift in the gender balance of our enumeration teams as we altered our hiring practices.

	Hiring Model	Male Enumerators	Female enumerators
↓	<b>1</b> <b>Requirements: Same Home District, Access to a motorcycle, Driving license, Smartphone, Prior work experience and Educational qualifications</b>  50 districts across 7 states in India	<b>83%</b>	<b>17%</b>
	<b>2</b> <b>Relaxations: Removed the requirements for: a) Motorcycles and b) Driving license, instead relying on public transport and renting autos</b>  33 districts in Telangana, India	<b>57%</b>	<b>43%</b>
	<b>3</b> <b>Relaxations: Removed the requirements for a) Motorcycle b) Driving licenses and c) Smart phones. Also relaxed the considerations for a) Prior work experience and b) Educational qualifications</b>  13 districts in rural Chhattisgarh, India	<b>51%</b>	<b>49%</b>



## 2. DataDelta Survey Methods

*Shining light on the people you need to see*

At DataDelta, our sampling innovations are crucial in facilitating more inclusive and representative surveys. Techniques such as voter rolls-based and grid-based sampling have enabled faster and more comprehensive surveys, allowing for better representation of sub-populations often hidden in smaller surveys. Additionally, our dual-frame sampling techniques have further enhanced the credibility of representation for sub-populations such as pregnant women and adolescent girls.

This allows policymakers to get a true representation of the challenges faced by these groups and make informed decisions, rather than making decisions based on inferences about the experiences of sub-groups from less precise surveys. These methodologies have been instrumental in ensuring that our data collection efforts are inclusive and representative of diverse populations.



### **BOX 3. Sampling Snapshot – Ensuring representation of important populations**

It can be time consuming and costly to collect detailed, representative data so government actors often resort to making decisions based on data that doesn't fully represent women and other marginalized populations. DataDelta increases data equity by making it faster and easier to collect data directly from a wide range of people and by prioritizing inclusion in our sampling and survey approaches.

DataDelta has a survey partnership with a state government in India that focuses on health, nutrition and education, with particular attention to certain segments of the population based on gender and age.

The survey design builds in questions for multiple household members based on both gender and age. There are a number of indicators for which women are the primary or sole respondents, and many others that seek responses from both female and male members of households. Others have a particular focus on adolescent health broken down by gender.

To make reliable recommendations based on the data about these groups, we need to include enough people from these groups in the survey so that their responses are credibly representative of the groups they are a part of. This requires careful sampling.

In addition, state-level agencies are particularly interested in the experiences of pregnant and lactating women with public services and schemes that target them, including the KCR Kit Scheme. KCR provides pregnant women with basic supplies and encourages them to give birth in hospitals.

To get a closer look at this sub-population, the DataDelta team has applied dual-frame sampling. In this case, we are over-sampling pregnant and lactating women to ensure that measures of women's experience are precise and sufficiently powered to be representative at the state and district level.







## **BOX 5. Enhancing public health programs with gender-disaggregated data in the Philippines**

In 2019, the Philippine Department of Health (DoH) Health Promotion Bureau (HPB) rolled out the Health Promotion Framework Strategy to guide health promotion policies and programs nationwide. To support this effort, HPB partnered with IDinsight's DataDelta to launch the Health Promotion and Literacy Longitudinal Study (HPLS), a 5-year initiative to track health literacy, knowledge, and practices across the country.

This study looks at 7 different health behaviors, like eating habits, exercise, vaccination, and mental health. What DataDelta found was interesting: men tended to score lower on things like mental health, substance use, sexual health, and how they interact with their environment compared to women. For example, a lot more men smoke than women, and they often do so because of social reasons. Women, on the other hand, are more likely to smoke to relax or relieve stress. Similarly, men are found to drink more often and drink more each time compared to women. This could be because of social pressure. While fewer women drank alcohol, both genders said they did so because of social reasons. This means there's a big difference between how men and women handle smoking and drinking. Health campaigns need to focus on these differences, especially when it comes to helping men cut down on smoking and drinking, while also understanding why women make the choices they do.



**At DataDelta our vision is that policymakers use high-quality data to understand the conditions and experiences of people they aim to serve, and to make decisions to improve these people's lives. This includes all people, including those too often forgotten in data and decisions. At DataDelta we believe advancing gender equity with data requires intention and action at all levels – a gender-sensitive research approach, gender-equitable data collection teams, gender representative sampling, and by looking for opportunities in all projects to advance gender equity.**



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### **About IDinsight**

IDinsight uses data and evidence to help leaders combat poverty worldwide. Our collaborations deploy a large analytical toolkit to help clients design better policies, rigorously test what works, and use evidence to implement effectively at scale. We place special emphasis on using the right tool for the right question, and tailor our rigorous methods to the real-world constraints of decision-makers. IDinsight works with governments, foundations, NGOs, multilaterals and businesses across Africa and Asia. We work in all major sectors including health, education, agriculture, governance, digital ID, financial access, and sanitation.

We have offices in Dakar, Lusaka, Manila, Nairobi, New Delhi, Rabat, and Remote.

Visit [www.idinsight.org](http://www.idinsight.org) and follow on Twitter @IDinsight to learn more.