

DE&I: BHBIA Membership Insights 2026

BHBIA members shared their views on Diversity, Equity & Inclusion (DE&I) in the workplace, across the industry and within market research practice. The findings highlight encouraging progress in some areas, alongside opportunities to strengthen inclusive research approaches and inform how BHBIA can best support its members.



Workplace positives

77% say their workplace supports **equity and inclusion**.

Up 3 percentage points from 74% in the 2022 survey.

80% feel able to **bring their whole self to work**.

Unchanged from the 2022 survey.

69% say their organisation is successful in **attracting and retaining a diverse workforce**.

Up 5 percentage points from 64% in the 2022 survey.

Members highlighted non-judgemental cultures, supportive leadership, flexible working and cultural events as important contributors.



Industry-wide sentiment

41% feel DE&I is **improving across the industry**.

34% feel it is **staying the same**.



DE&I in market research practices

38% say their clients are proactively considering DE&I within market research studies.

Compared with 40% in the 2022 survey.

While many members are reporting positive experiences of inclusion within the workplace, the findings suggest there remains an opportunity to encourage greater consideration of DE&I within market research design and practice.



Member Priorities for BHBIA

We asked members which areas of the industry they believe should be priorities for BHBIA action to help improve DE&I.

Best Practice

Share practical examples and case studies across the industry.

Representation

Advocate for market research that represents all population groups.

Leadership Diversity

Ensure underrepresented and marginalised groups drive DE&I decisions at leadership level.



Supporting inclusive recruitment in market research

One area where BHBIA already provides practical support is inclusive recruitment for market research studies.

44% of respondents have referred to BHBIA's **Guidelines for Inclusive Recruitment for Market Research Studies** at least once in the past 12 months.

The Guidelines provide practical support to help members consider inclusion throughout recruitment and support more inclusive market research practice.

Among those who had not used the Guidelines, **60%** were unaware of the guidelines, highlighting an opportunity to **increase awareness of the practical support already available**.

[Explore the Guidelines >>](#)



Member voices

"I believe DE&I is important in research. To represent the market, our research needs to be inclusive of the various voices that are a part of the market. Without DE&I, it adds another layer of bias to our research. I feel in order for an organisation to address DE&I, the organisation itself needs to be representative."

"These things should happen naturally in a healthy workspace with a strong culture."

— **BHBIA member respondents**



About the survey

128 members completed the 2026 survey, representing a range of independent, SME and larger organisations.

77% work in an agency or consultancy setting, with the remainder including independent consultants and respondents from pharmaceutical and healthcare companies.

Responses came from a range of job roles and organisation types, providing insight into different experiences and perspectives across the BHBIA membership.