



Support and Steer  
Data-Driven Insights

## ENGAGING MINORITY SEXUAL ORIENTATION AND GENDER POPULATIONS

### EXECUTIVE SUMMARY

**RIWI** is seeking feedback and expressions of interest in partnering on an innovative program of research engaging individuals with minority sexual orientation and gender identities, as well as societal attitudes toward these populations. Leveraging RIWI's Random Domain Intercept Technology, RIWI and its partners will uncover the trends in sexual and gender identification, the experiences and needs of people with minority sexual and gender identities, and societal attitudes toward these populations across all countries of interest.

### THE CHALLENGE

Individuals are increasingly identifying with minority sexual orientations and gender identities, with increases being most pronounced among young age cohorts. Innovative technology is needed to effectively uncover trends in identification more broadly while establishing research tools to engage the largest emerging cohort of sexual orientation and gender minority populations. Issues affecting minority sexual orientation and gender populations are at the forefront of political and human rights discussions, yet the individuals who constitute such groups are rarely granted the opportunity to voice their needs and experiences. Global research on minority sexual and gender identity populations is particularly scarce, with most of the existing data being limited to Western contexts wherein identifying with a non-normative sexual or gender group is relatively less dangerous.

Minority sexual and gender identity groups are not adequately engaged by common research practices

Safe and anonymous survey methods must be employed to gain accurate, comprehensive insights into the identities, needs, and perceptions of individuals belonging to sexual orientation and gender minority groups, particularly in regions where publicly disclosing a non-normative identity could be dangerous. This initiative offers a method to safely, anonymously, and continuously assess the experiences and needs of such populations, enabling trend tracking, international comparison, and informed legislation. Moreover, RIWI has a history of success in reaching populations with low prevalence rates and high stigmatization.

### TOGETHER, WE'LL CONFRONT THE CHALLENGE

RIWI's patented and proven Random Domain Intercept Technology (RDIT) can confront the challenge. RDIT rapidly and continuously captures randomized, global human sentiment and experience data. The unique technology allows for inclusive data collection, global reach, and deeper insights beyond traditional metrics and survey data. RDIT is fully anonymous, which encourages honest responses to questions assessing sensitive and potentially dangerous topics, such as sexual orientation, gender identification, and experiences of prejudice. Further, RDIT is able to access young populations, thereby allowing RIWI partners to engage emerging cohorts of individuals with minority sexual and gender identities.

Seeking strategic partners to support, steer, and champion this innovation

RIWI's RDIT could be harnessed to address challenges affecting sexual and gender minority populations around the world, such as those listed below.

#### Self-identification and experiences:

- What are the current and ongoing trends in sexual orientation and gender self-identification? How do these trends differ across time, regions, and age groups?
- What are the current, emerging, and regional terms used to describe sexual orientation and gender identity? Do regional differences in terminology impact global self-identification prevalence rates?
- What are the current and ongoing trends in individuals' experiences with sexual- or gender-related prejudice? To what extent do individuals feel safe to publicly express their sexuality and/or gender identity, and how do these trends differ by subpopulation?

#### Societal-level needs and perceptions:

- What forms of legislation do people with minority sexual orientations and/or gender identities wish to see implemented, and to what extent is the legislation supported by the broader society? What are the real-time, widespread reactions to legislation on topics that affect sexual or gender minority populations?
- How do legislative changes impact access to resources (e.g., sexual health, gender-affirming care), interpersonal support, and individual-level experiences (e.g., reports of prejudice, social mobilization intentions)?
- What are the pressing societal barriers to inclusion reported by individuals with minority sexual or gender identities?

We are eager to hear your feedback and interest in supporting the development, scope, and implementation of this innovation.  
Contact RIWI at [ask@riwi.com](mailto:ask@riwi.com).

