Why should my company complete this survey?
The Bloomberg Terminal allows investors to make more informed decisions by providing them with a wealth of data. Unlike other surveys, the GEI data is collected for the purpose of adding to your company’s investment profile on the Bloomberg Terminal, which is accessed by more than 320,000 investment professionals worldwide. The GEI survey gives companies the opportunity to showcase their gender equality efforts across company statistics, employee policies, external community support and engagement, and gender-conscious product offerings. This data is only accessible via the Bloomberg Terminal and is the only comprehensive investor-quality data available on gender equality.

How do investors use gender-equality data?
There is an increasing trend towards investors using environmental, social & governance (ESG) data as part of their investment and risk analysis. By disclosing data related to your policies and practices, the Bloomberg platform can connect your company with investors looking to direct capital to companies committed to gender equality.

How are companies selected for Bloomberg’s Gender-Equality Index?
Companies that score above a globally-established threshold will be included in the 2019 index.

If I don’t submit a survey, will my company still be evaluated for the index?
Yes. We score all companies in the eligible universe using existing ESG data from public filings and any additional data provided by the company during the annual survey window. Submitting a GEI survey will improve your score.

How do I receive a survey?
Contact GEI@Bloomberg.net to request your company-specific survey spreadsheet. This will be pre-populated with ESG data we have compiled from your company’s public filings. After reviewing, you can determine whether or not your company has additional data points that you would like to showcase to investors.

If you are not familiar with your company’s existing data on the Terminal, it may be helpful to request a survey for reference, regardless of your company’s plans to submit additional data.

Will Bloomberg rank GEI member companies?
No.

Can I talk to someone on the GEI team before submitting my survey?
Yes, absolutely! Please email GEI@Bloomberg.net if you have questions or feedback. We are happy to schedule a call to discuss your company and any specific questions you have.

Does my company have to fill out the entire survey?
No. However, the index awards credit for disclosure. Companies do not need to fill out the entire survey to be considered for membership but a higher level of disclosure will increase the likelihood of your company earning membership.

If my company doesn’t have a specific policy, should I still answer the question?
Yes, you will always receive points for answering a given question, regardless of the data entered. No points are awarded for unanswered questions. This is rooted in our objective to encourage disclosure.

What time period should the data submitted in the survey reflect?
We are currently collecting data for your company’s 2017 fiscal year.

What are the scope of coverage requirements?
All data should reflect at least 80% of your company’s global employee population (including subsidiaries).

How do I submit my company’s survey?
Submit your survey to GEI@Bloomberg.net. The deadline to submit is August 31, 2018. Once submitted, you will receive confirmation.
GEI frequently asked questions

When will companies be notified of 2019 index membership?
We will contact all companies during Q4 2018 and provide each with two scores: their individual score as well as the median GEI score for reference. We will continue to work with those companies that earned index membership to prepare for the January 2019 launch (press kits, marketing materials, logos, etc.).

Is the GEI available online?
The list of current index members is available online. However, the underlying data and index weights are only available on the Bloomberg Terminal.

What are the company eligibility criteria?
Companies that met the following criteria as of March 31, 2018 are eligible for the index:

I - The starting universe is comprised of over 9,000 companies listed on the major exchanges around the world.

II - The company must be publicly held and have a security that is actively trading on a United States exchange. The company does not need to be headquartered in the United States. For non-U.S. companies, ADR listings are eligible as securities in the global index universe.

III - The current market cap must be greater than or equal to USD 1 billion.

IV - The security's average daily value traded for the past 3 months must be greater than USD 50,000, and the average trading volume for the past 3 months must be greater than 5,000.

What does the GEI data look like on the Bloomberg Terminal?
See page 5.

Have any companies received negative publicity or attention as a result of being a GEI member?
No, the publicity has been overwhelmingly positive. In fact, while none of the GEI members have achieved perfect scores or parity, they have been lauded as leaders as a result of their willingness to disclose and commitment to being part of the solution.

About Bloomberg

The GEI reflects the powerful position from which Bloomberg operates at the intersection of media, issuers and investors. The index is an extension of Bloomberg’s mission to provide independent, reliable data to global market participants as well as to raise awareness of critical issues affecting businesses around the world.

Bloomberg is the leading provider of financial news and information globally. The company’s strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Terminal, which provides real-time financial information to more than 320,000 subscribers globally.