

The background of the slide is a photograph of a group of people at an outdoor social gathering. Several individuals have their hands raised in the air, suggesting a celebratory or interactive event. The lighting is warm, with string lights visible in the background. The overall tone is positive and community-oriented.

STRATCOM

Demographics Survey 2024

Ontario Association of Architects

May 9, 2024

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Vancouver | Saskatoon | Winnipeg | Toronto | Ottawa | London | Brighton

Methodology & Reporting

- These results are from an online survey completed by members of OAA. Stratcom programmed the survey and provided OAA an open link that was distributed to members. The survey was open from January 16th to March 4th, 2024 resulting in 792 completes.
- The final survey data has been statistically weighted to the proportion of Intern Architect and Architect member type (Q1) as per the membership database. This weight was also applied to previous waves of this research.
- The survey had a response rate of approximately 10% and the margin of error for a sample of this size is +/- 3.2%, 19 times out of 20.
- Some charts and tables might not total 100 due to rounding.
- Tracking compares results to 2021 and 2023 waves of this research.
- All figures are percent (%) unless indicated otherwise.
- All research conducted by Stratcom.



Summary Analysis

- A plurality (27%) have been a part of the Ontario Association of Architects for at least 26 years. Half (50%) have been members for ten years or less.
- Almost half (47%) of the membership are between 31 to 50 years of age.
- The majority (62%) do not have daily care-giving responsibilities. Over one-quarter (29%) have child care responsibilities, 6% elder care responsibilities and 4% are caring for a person with a disability.
- Four percent (4%) self-identify as a person with a disability.
- Just over half of the membership is male (56%) and 42% identify as female.
- Seven-in-ten respondents (71%) identify as straight/heterosexual. Note that almost one-in-ten (9%) preferred to not answer this question.
- Two percent (2%) identify as Indigenous.
- The majority (64%) identify as White/Caucasian. The next most common racial identity is East or Southeast Asian (11%), followed by Middle Eastern (7%), South Asian (6%), Black (2%) and Latino/Latina/Latinx (2%).
- The first language for a majority of OAA members is English (64%). French is the second most common (10%), as well as European languages or dialects (12%).

Summary Analysis

- Six percent (6%) of members identify as French-Canadian.
- The plurality of members identify as European (35%). Other top mentions for ethnic or cultural identity are British Isles (30%), North American (26%), Asian – East and Southeast (12%), French Canadian / Québécois (8%), and Middle Eastern (8%).
- One-in-five (20%) members do not identify with any religious or spiritual affiliation and a further 15% identify as Atheist. The most common religious affiliations are Christian (34%), Muslim (6%) and Hindu (4%).
- The majority of members (66%) describe their workplace as an architectural practice. Sole practitioners comprise 11% of the survey sample, followed by government workplaces (6%), institutional or corporate (5%), and Academia (1%). Four percent (4%) are not currently working.
- More than three-quarters (78%) agree they feel included at their current or more recent workplace. Four percent (4%) disagree.
 - Men (80%) are slightly more likely than women (76%) to feel included.
 - Younger members 30 or under (92%) are much more likely to feel included than older members over 60 (69%).

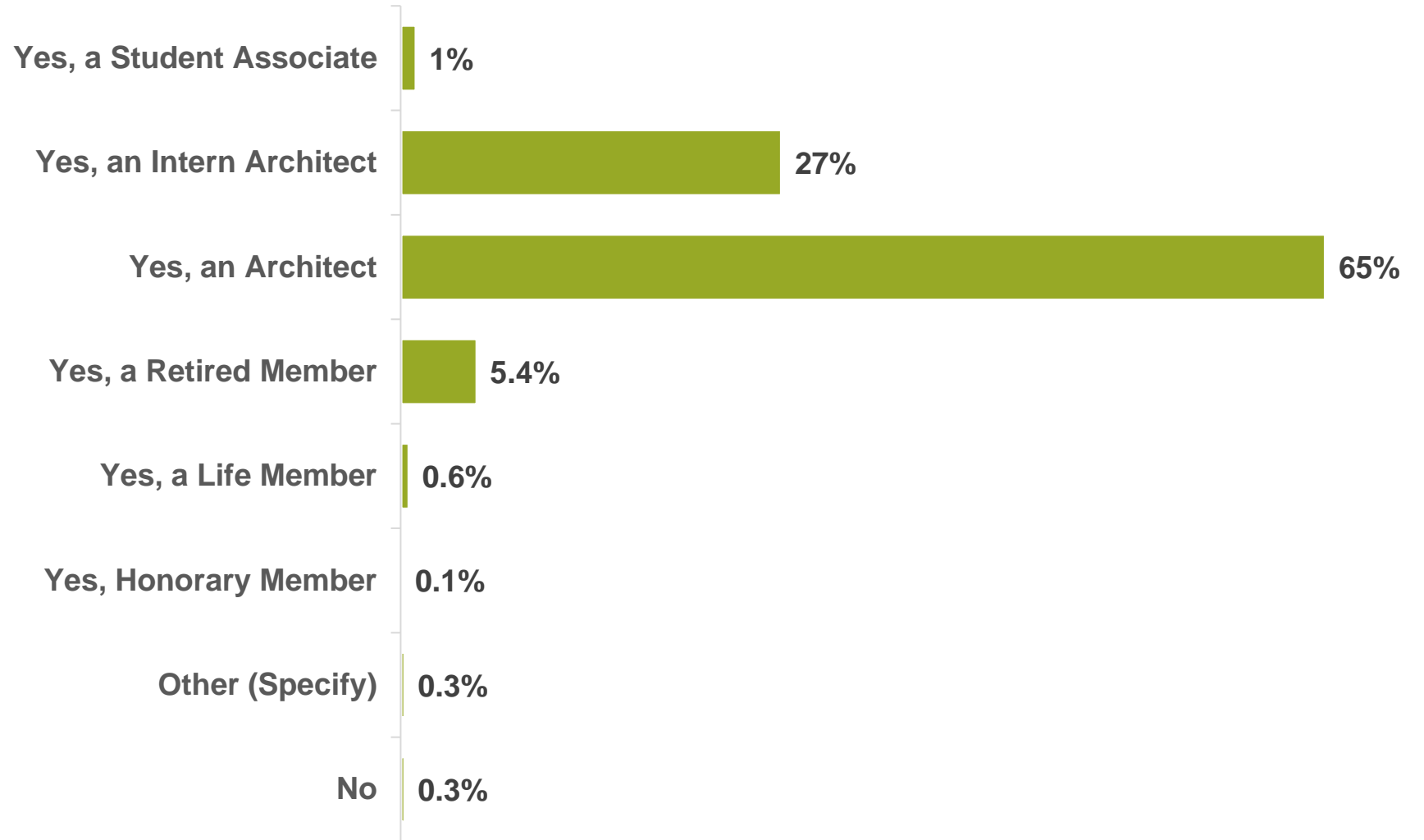
Summary Analysis

- Over seven-in-ten (72%) agree they feel supported at their current or most recent workplace (5% disagree).
 - Younger members 30 or under (79%) are much more likely to feel included than older members over 60 (65%).
 - Men (73%) are slightly more likely than women (70%) to feel included.
- Nineteen percent (19%) agree they experience barriers to advancement in their current or most recent workplace (45% disagree).
 - Women are more likely to experience barriers to advancement (24%) than men (14%).
 - Intern Architects are more likely to experience barriers (26%) than Architects (16%).
 - Those with first language other than English are more likely to experience barriers to advancement (23%) than those with English first language (16%).
- Approximately one-in-ten (9%) agree that they experience discrimination in their current or most recent workplace (67% disagree).
 - Women are twice as likely (12%) as men (6%) to experience discrimination in the workplace.

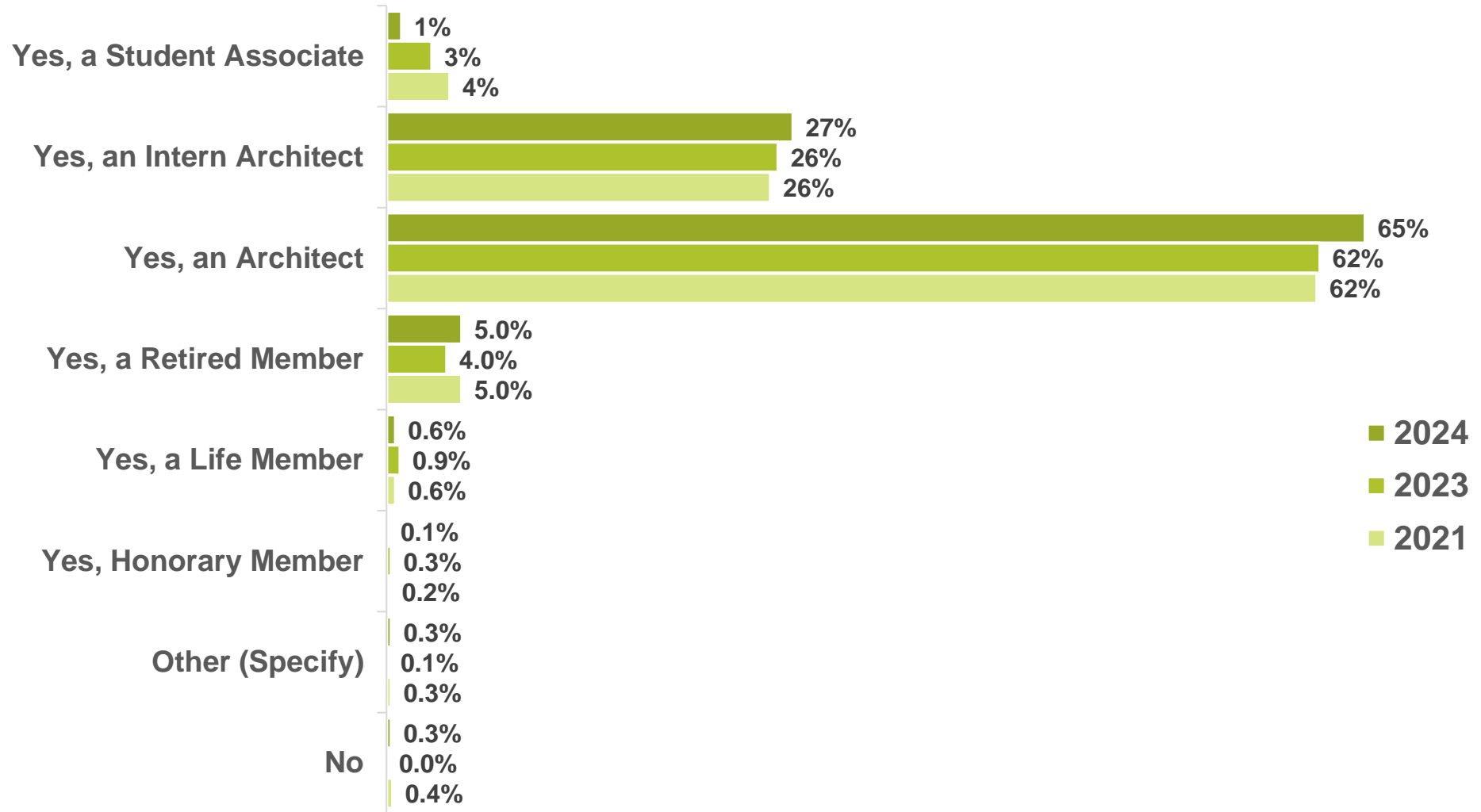
Summary Analysis

- Approximately three-quarters (73%) agree they are supportive of the collection of demographic data (4% disagree).
- Almost three-quarters (73%) agree the questions asked in the survey used appropriate terminology (5% disagree).
- A majority (55%) agree the questions in the survey are relevant to the OAA's mission of serving the public interest through the regulation, support, promotion and appreciation of architecture.
- A final open ended question in the survey asked for input on additional information the OAA should consider as part of the long-term data collection strategy. The vast majority (74%) did not have any comments. The most common responses were related to 'financial information / salary information' (5%), 'education levels/experience' (3%), 'database of different employers and what it is like to work there/hiring practices/anonymous accounts' (3%) and 'explain more clearly why OAA needs this data/how OAA plans to use this data' (3%).

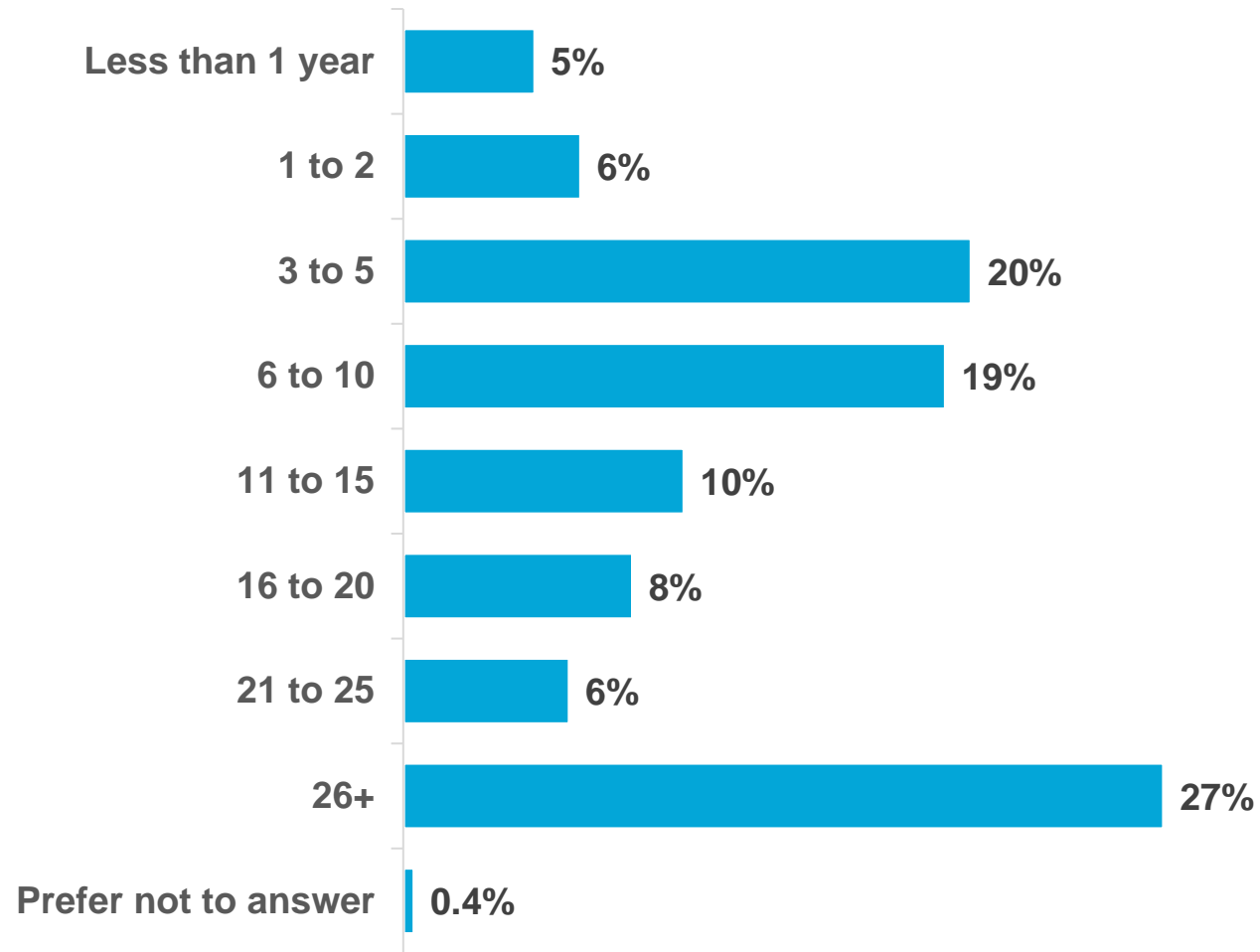
Membership details



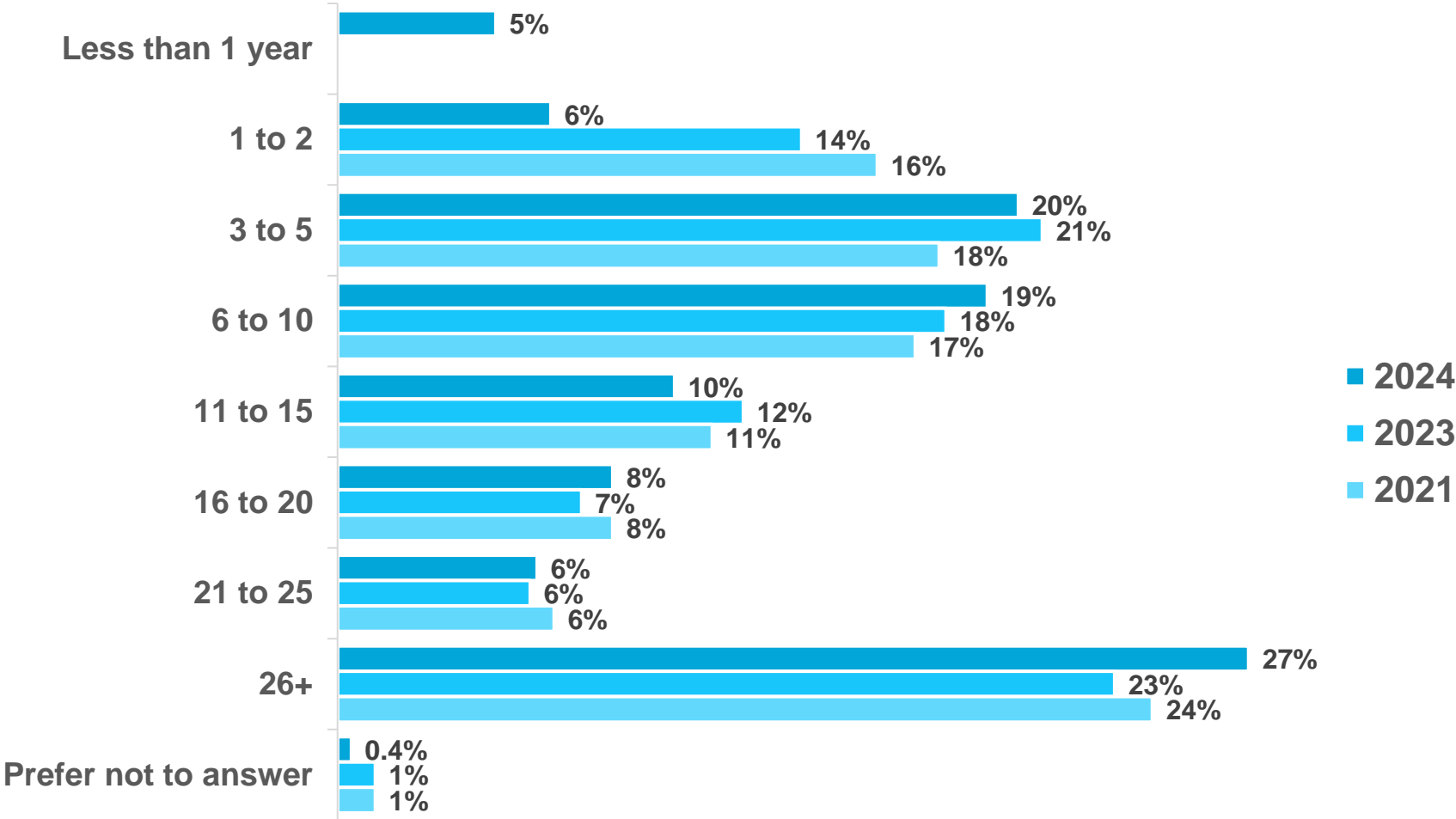
Tracking: Membership details



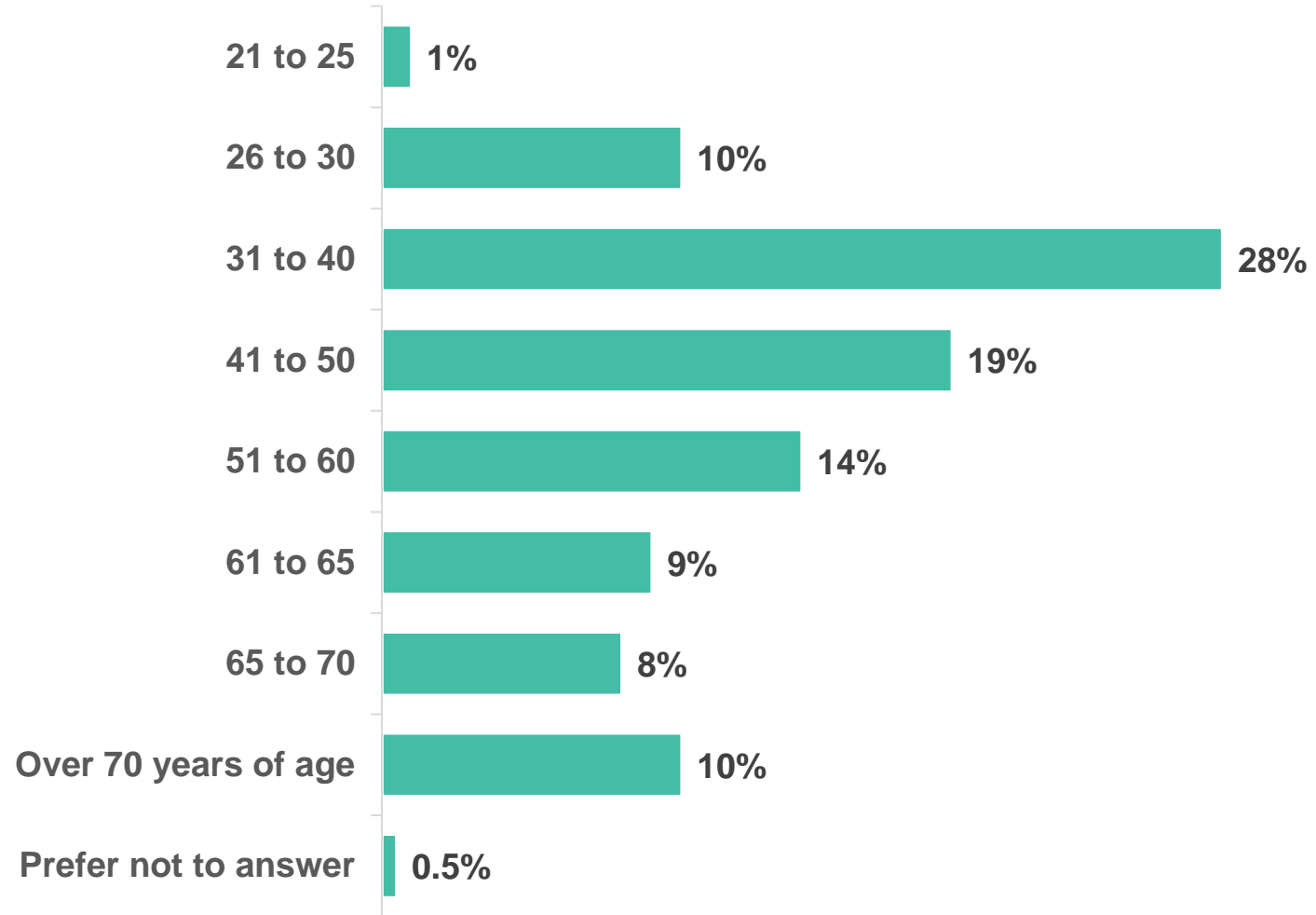
Years as member of OAA



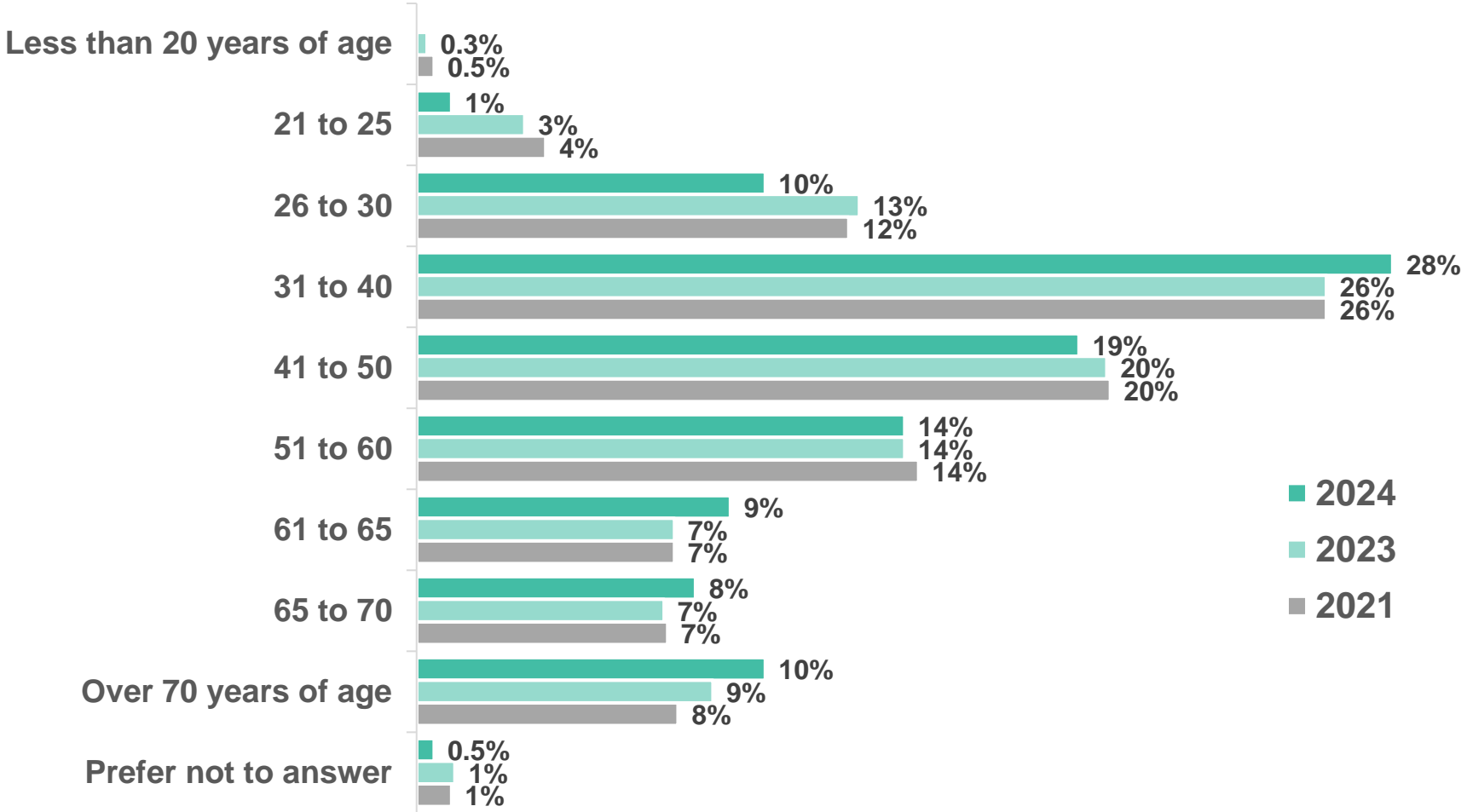
Tracking: Years as member of OAA



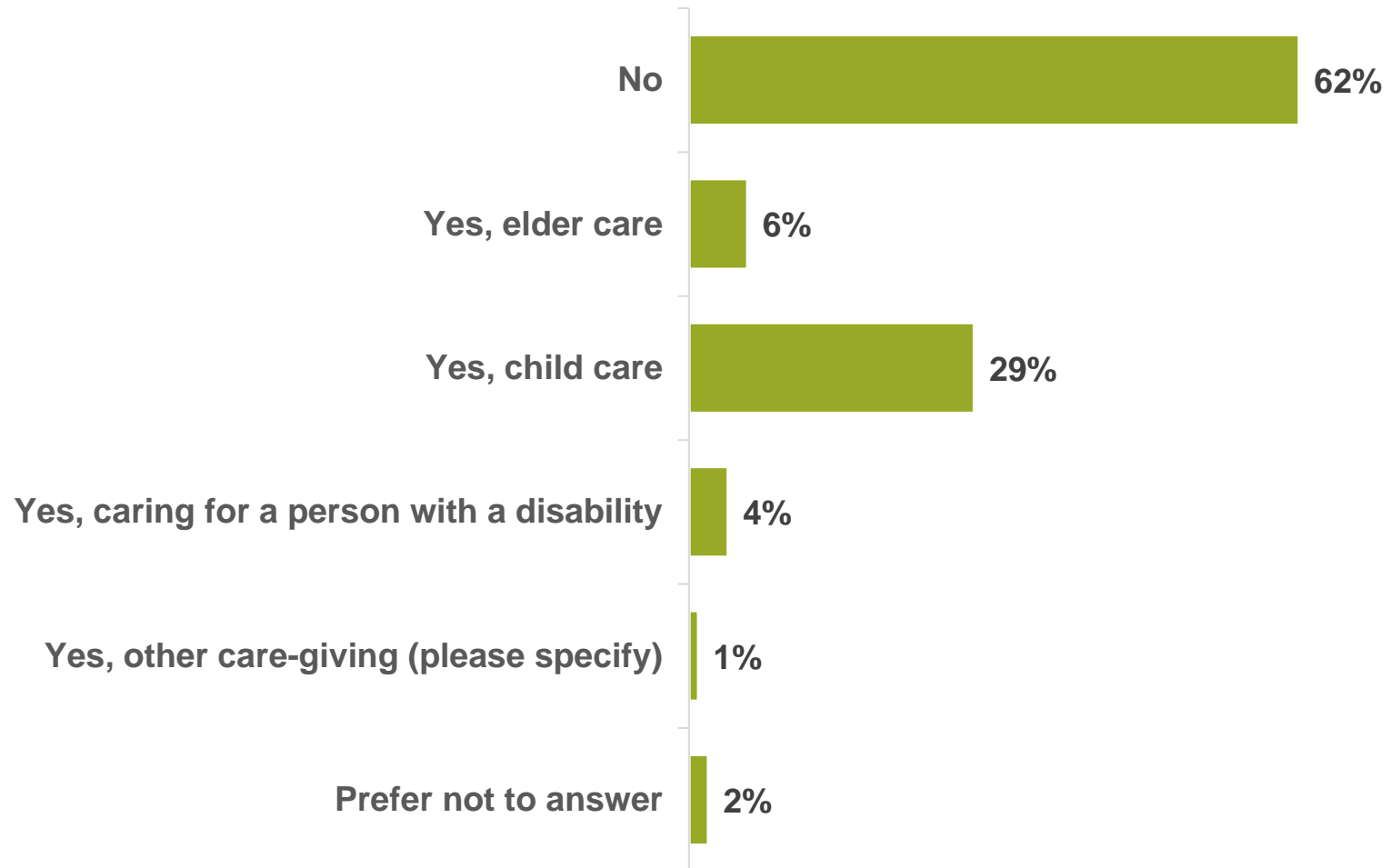
Age of members



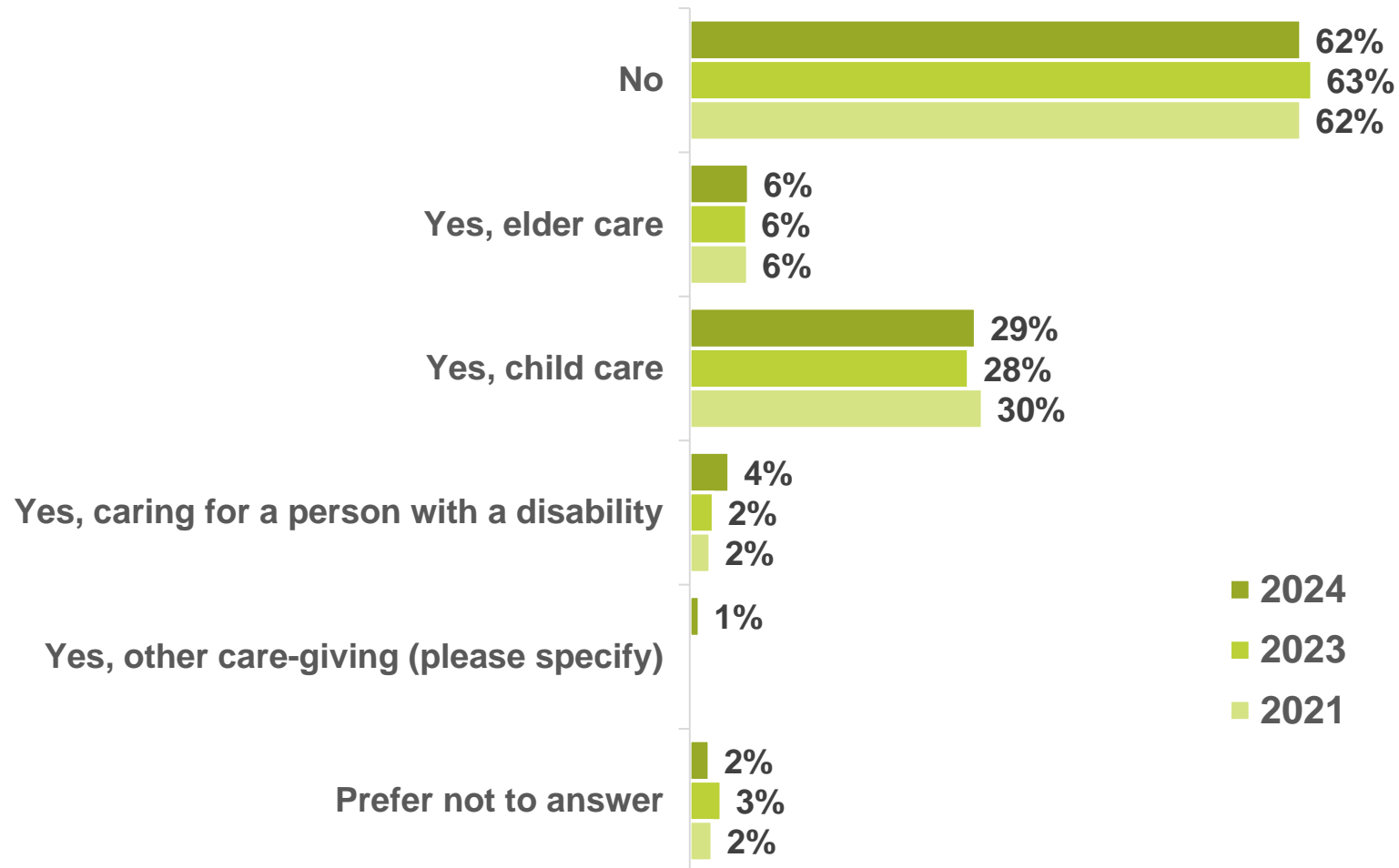
Tracking: Age of members



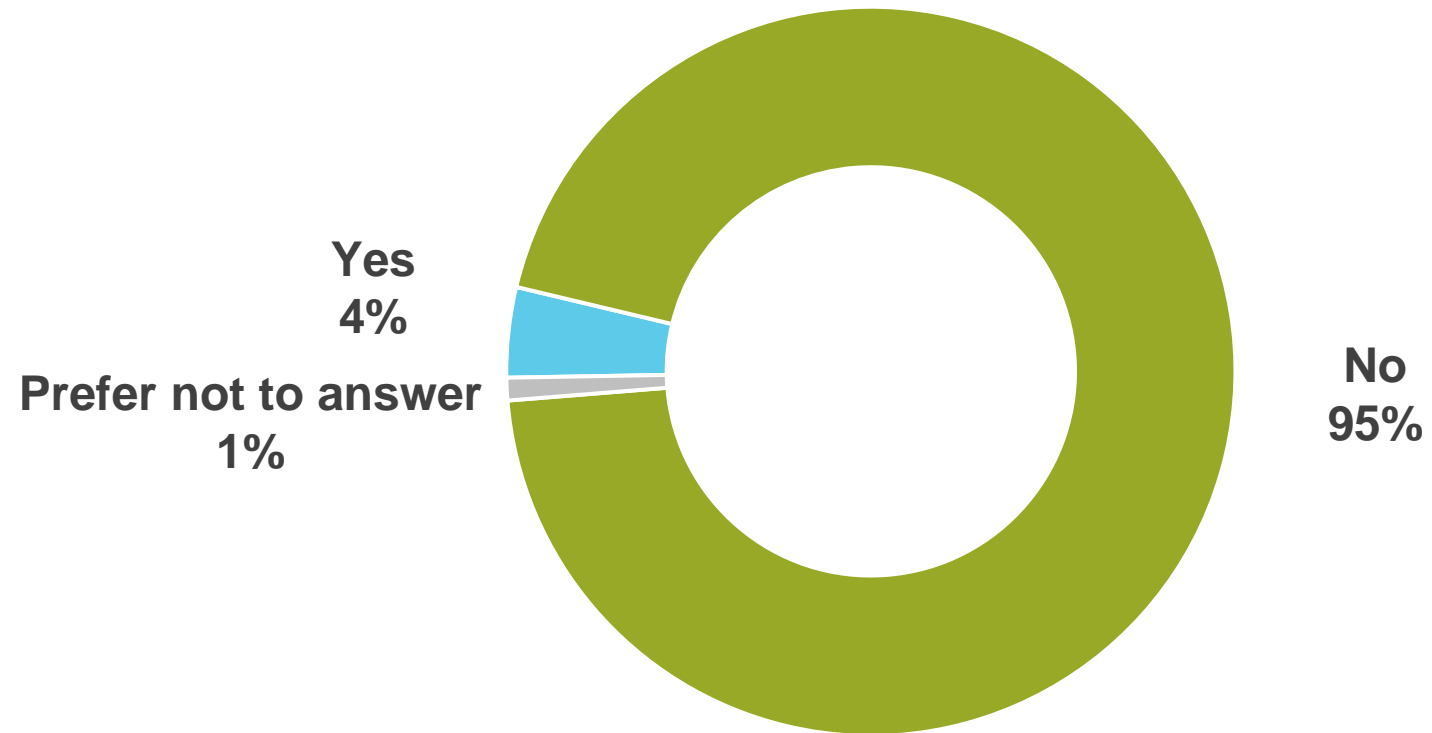
Daily care-giving responsibilities



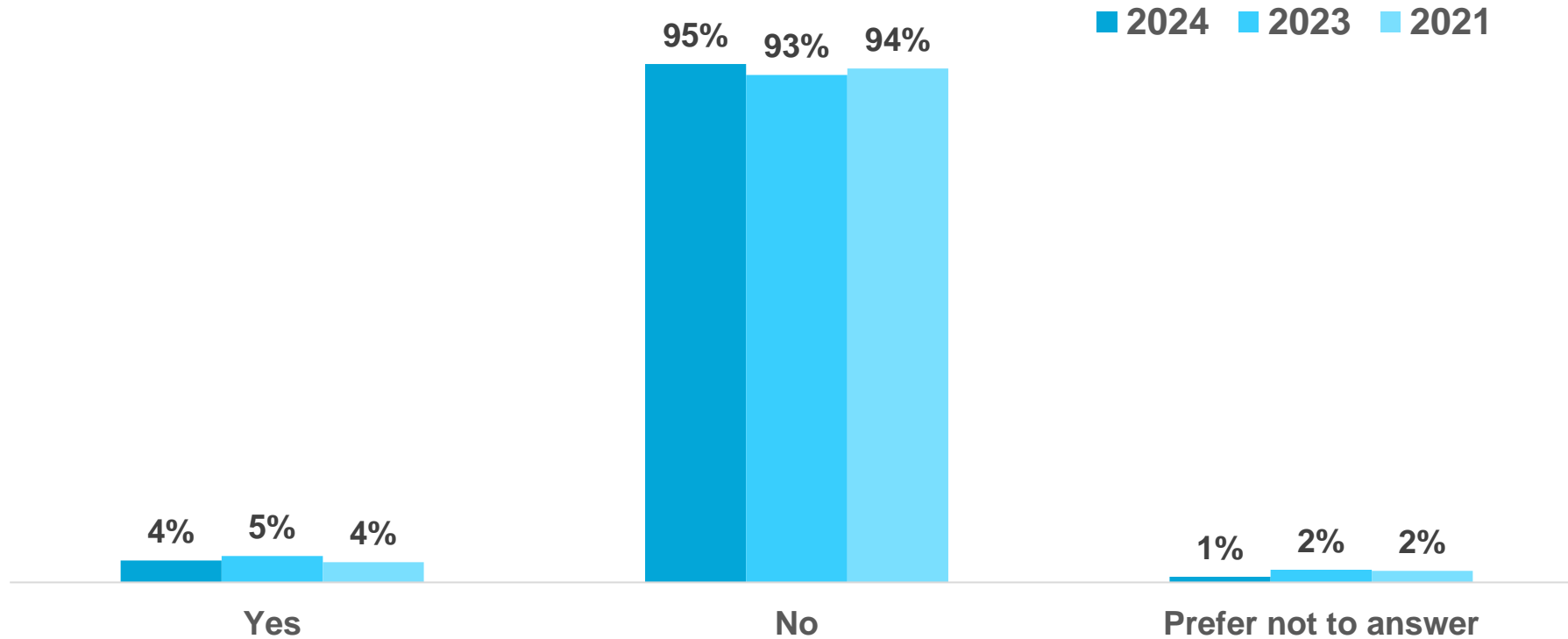
Tracking: Daily care-giving responsibilities



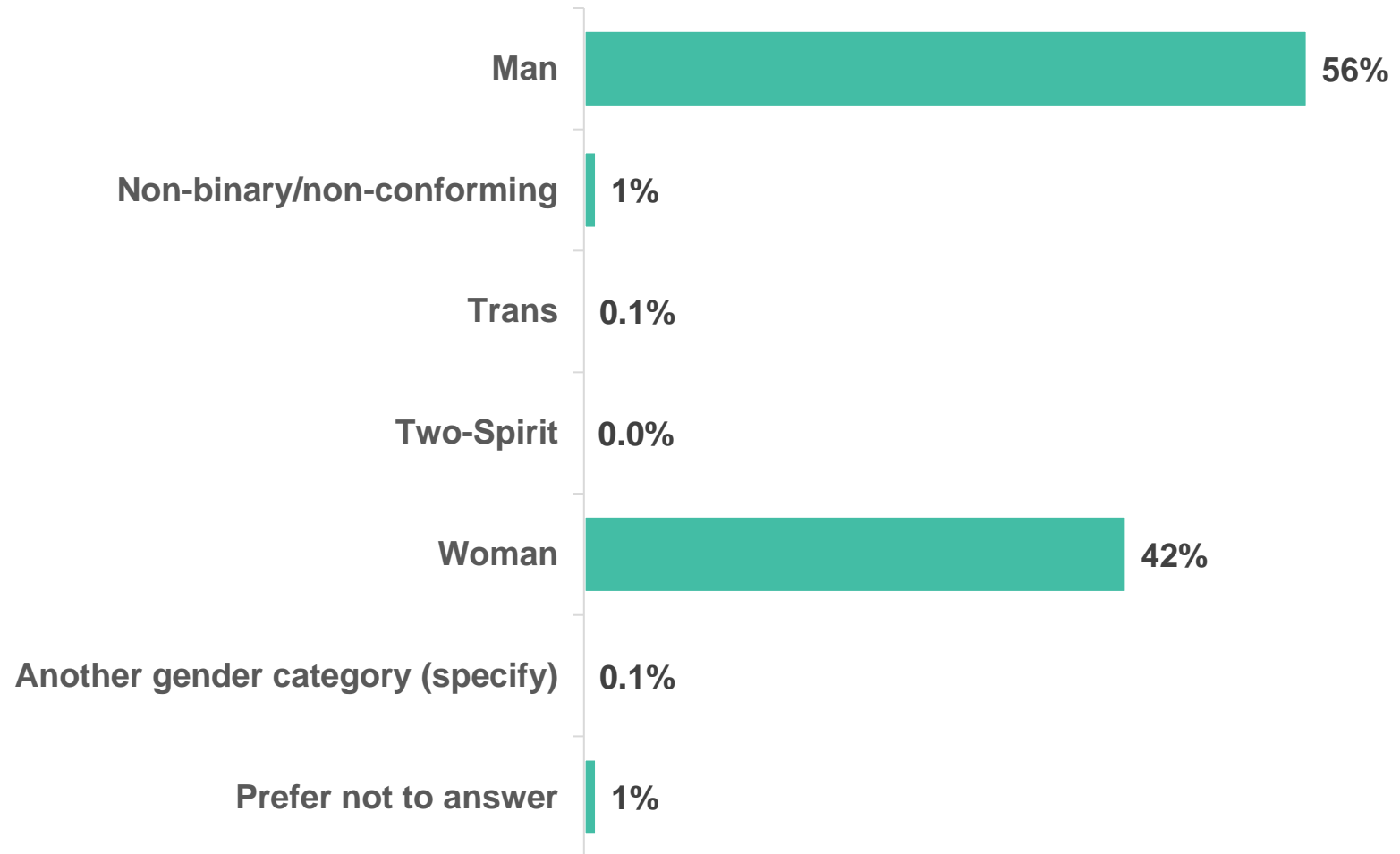
Do you self-identify as a person with a disability?



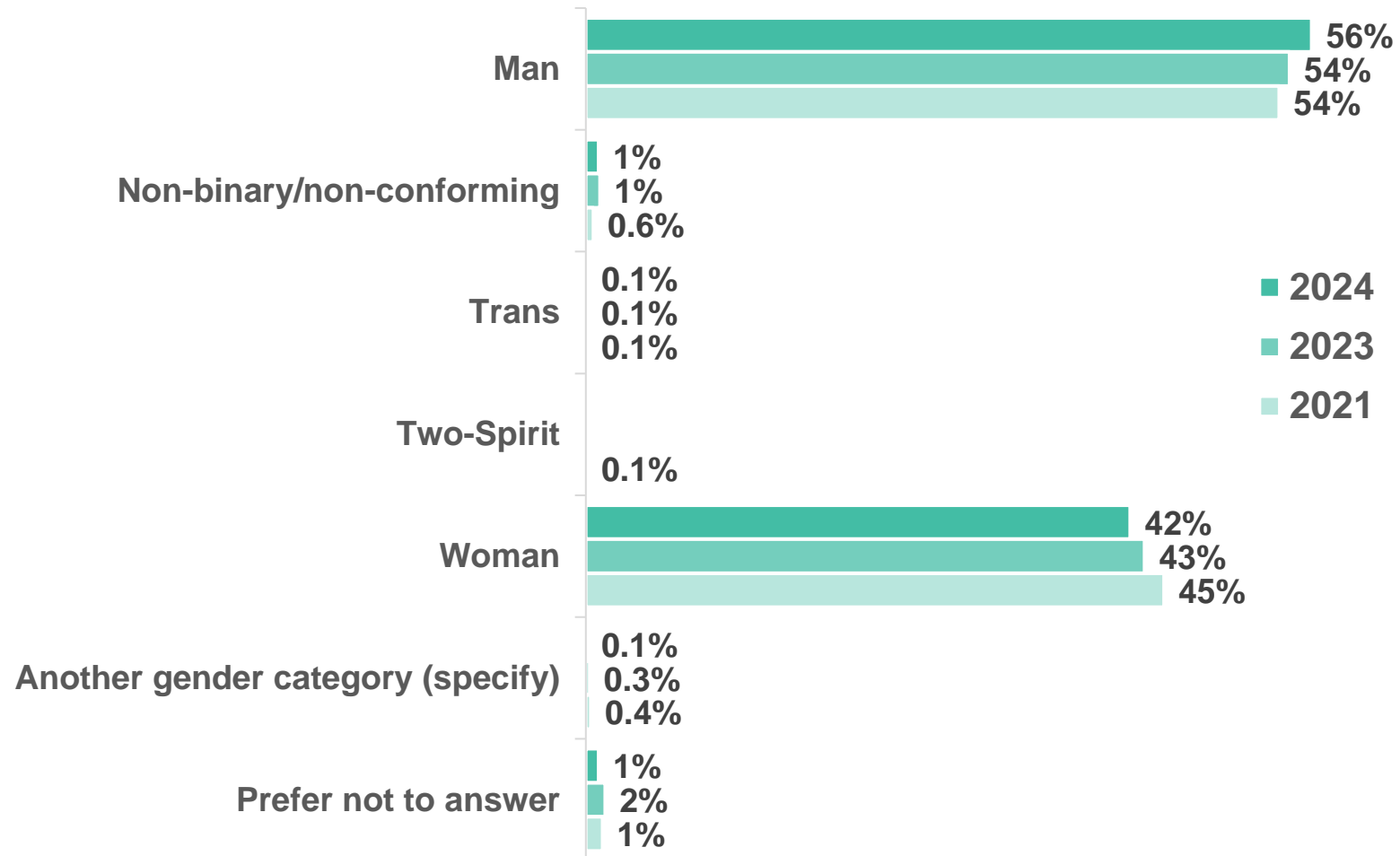
Tracking: Do you self-identify as a person with a disability?



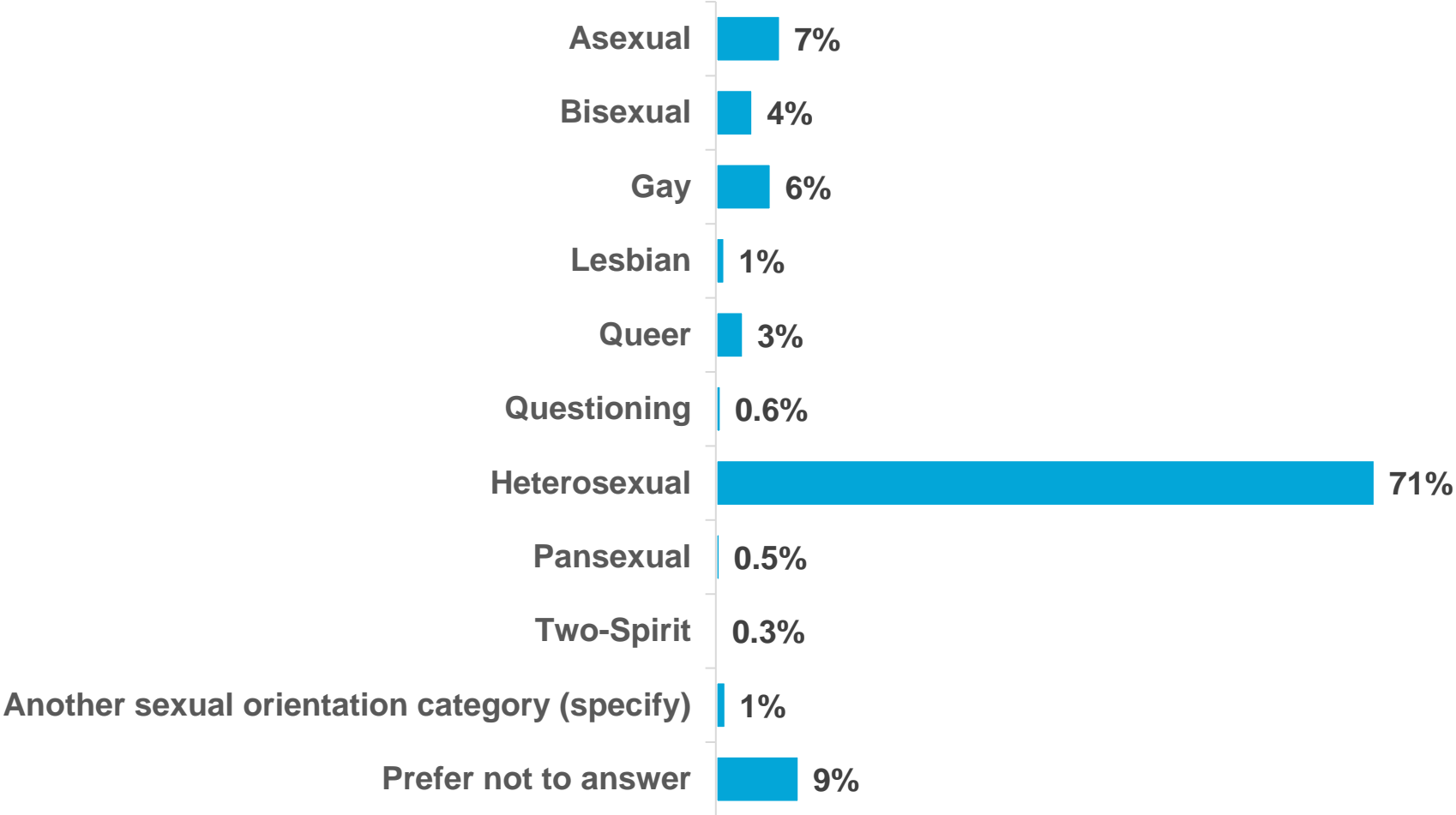
Gender



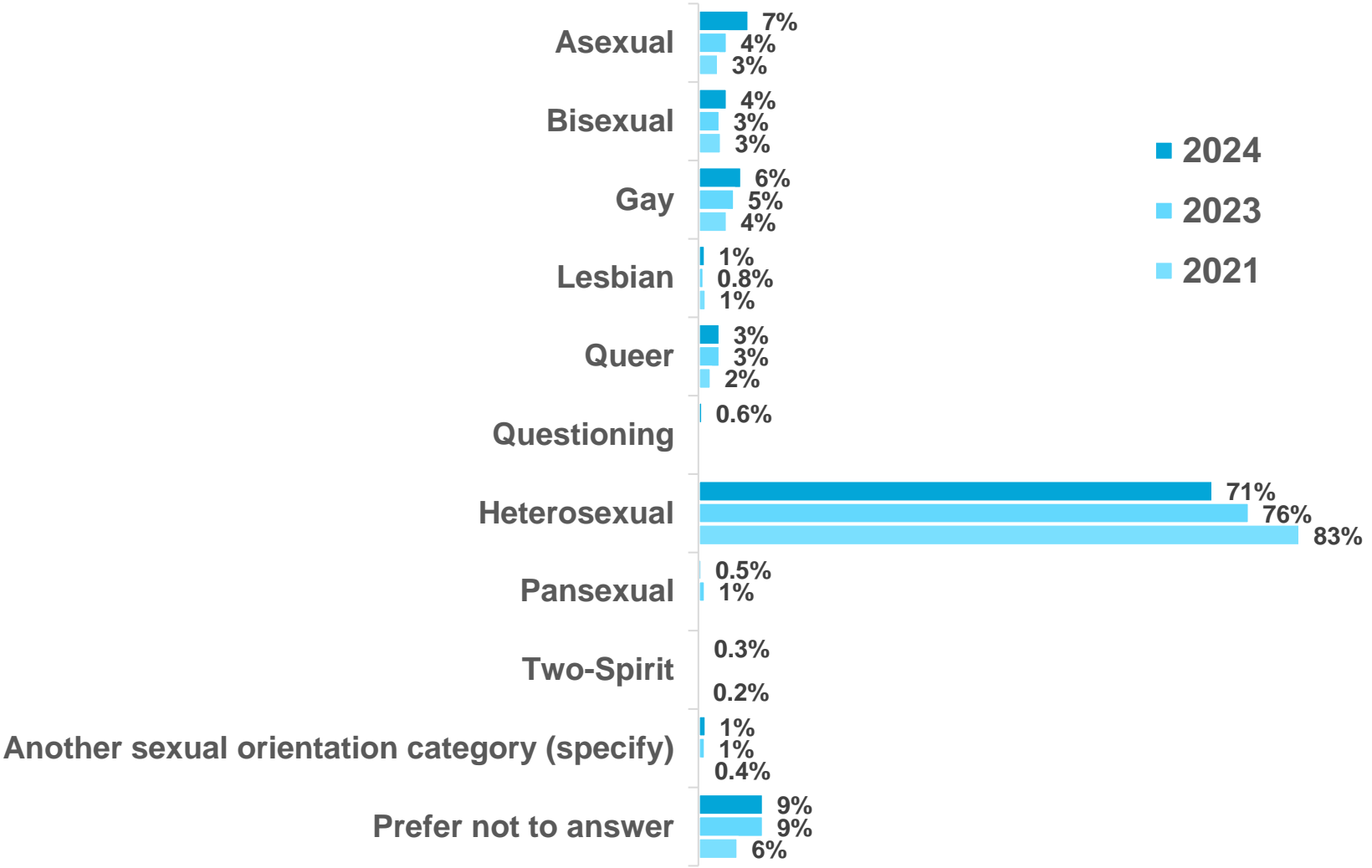
Gender



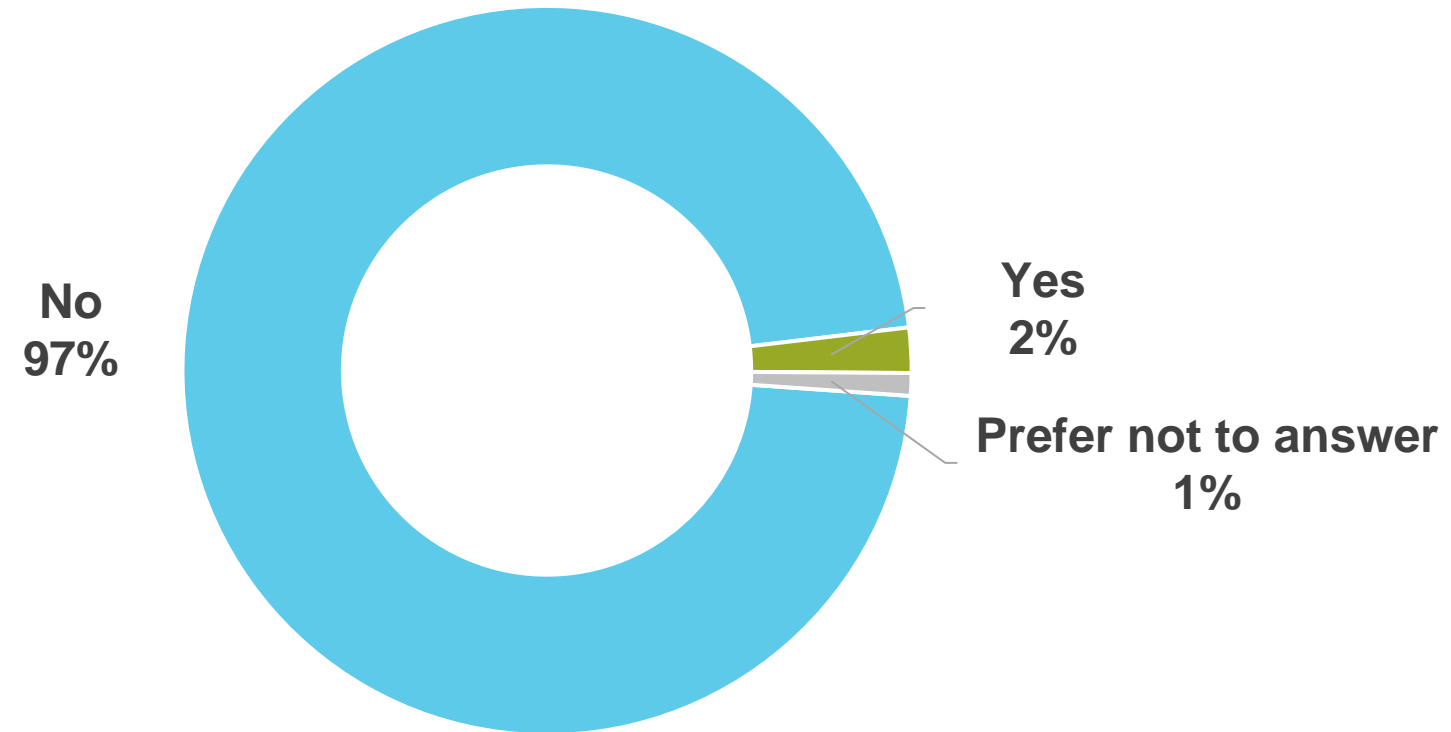
Sexual orientation



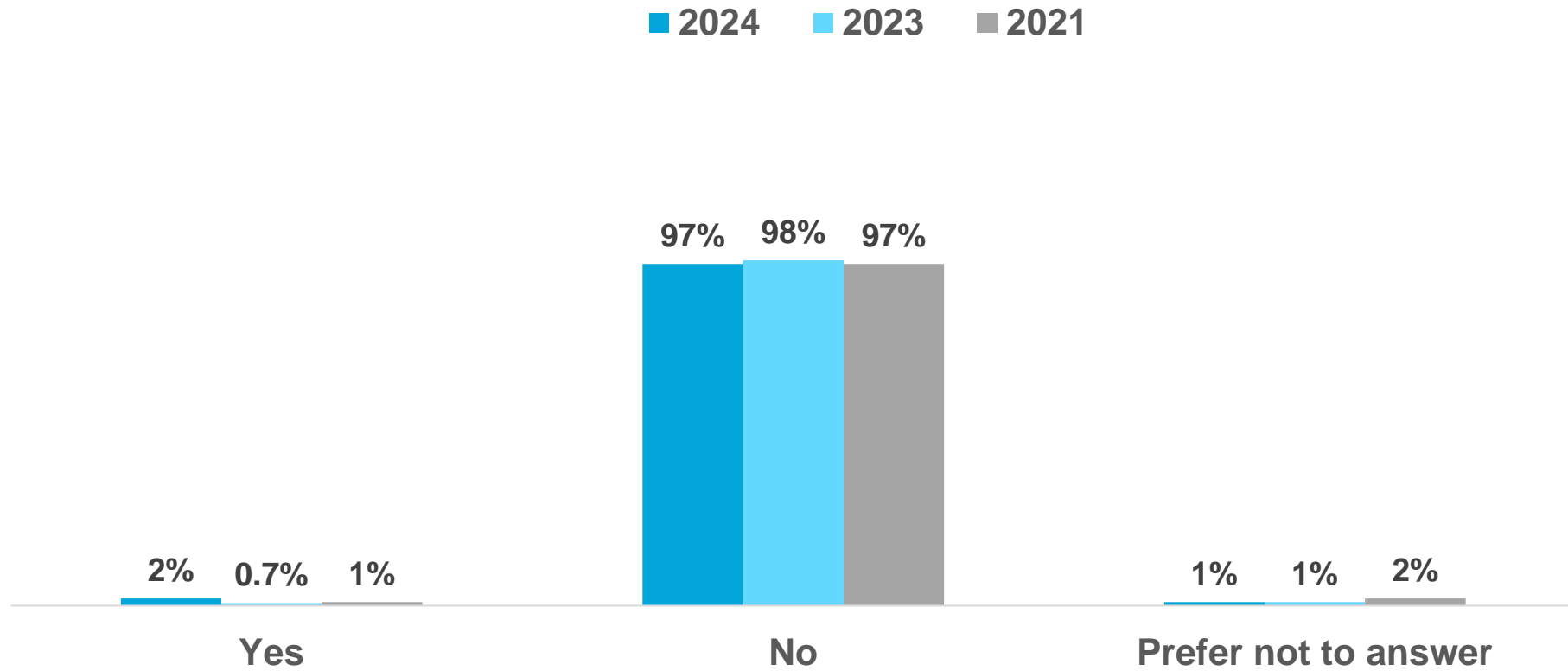
Sexual orientation



Do you identify as Indigenous?

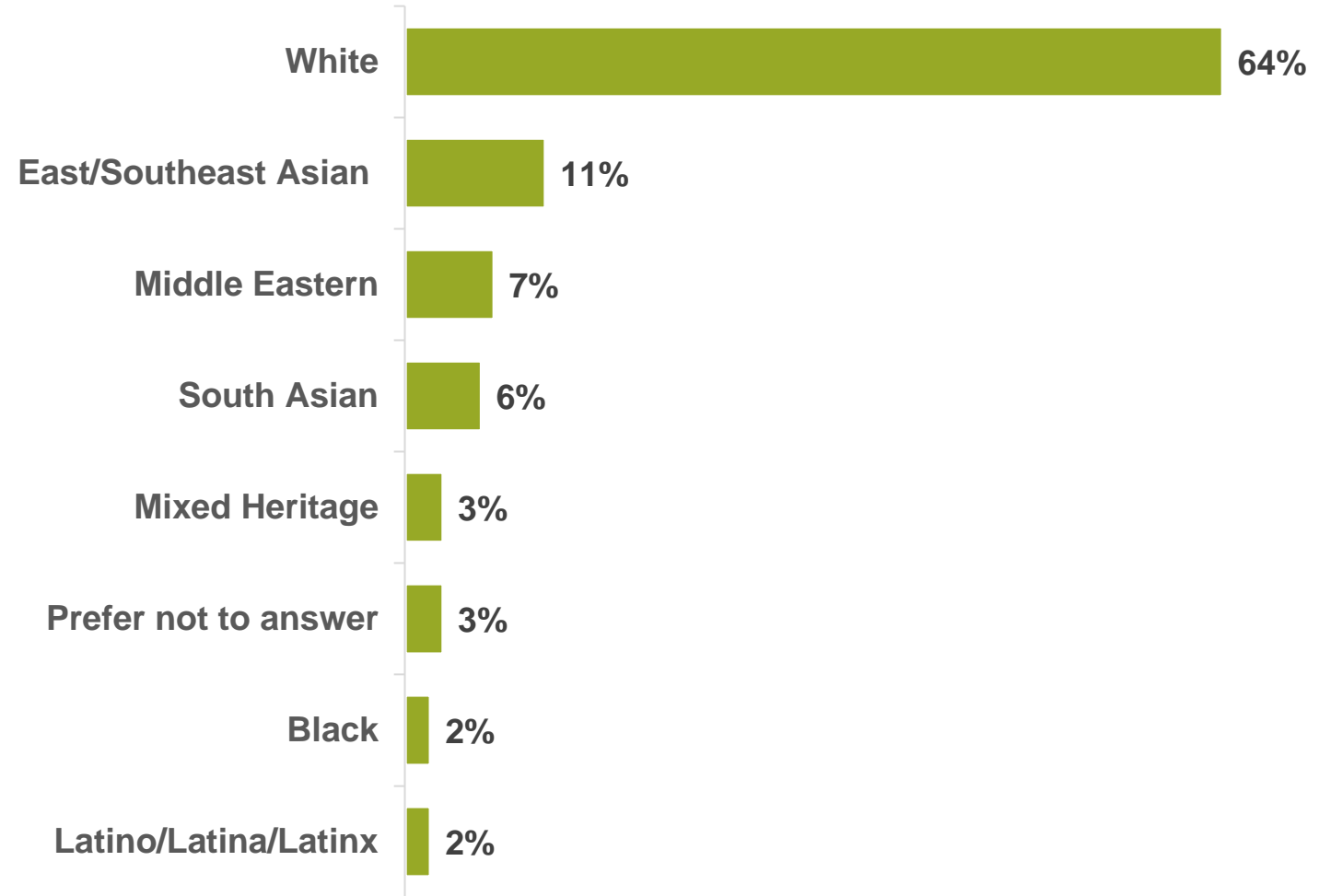


Tracking: Do you identify as Indigenous?



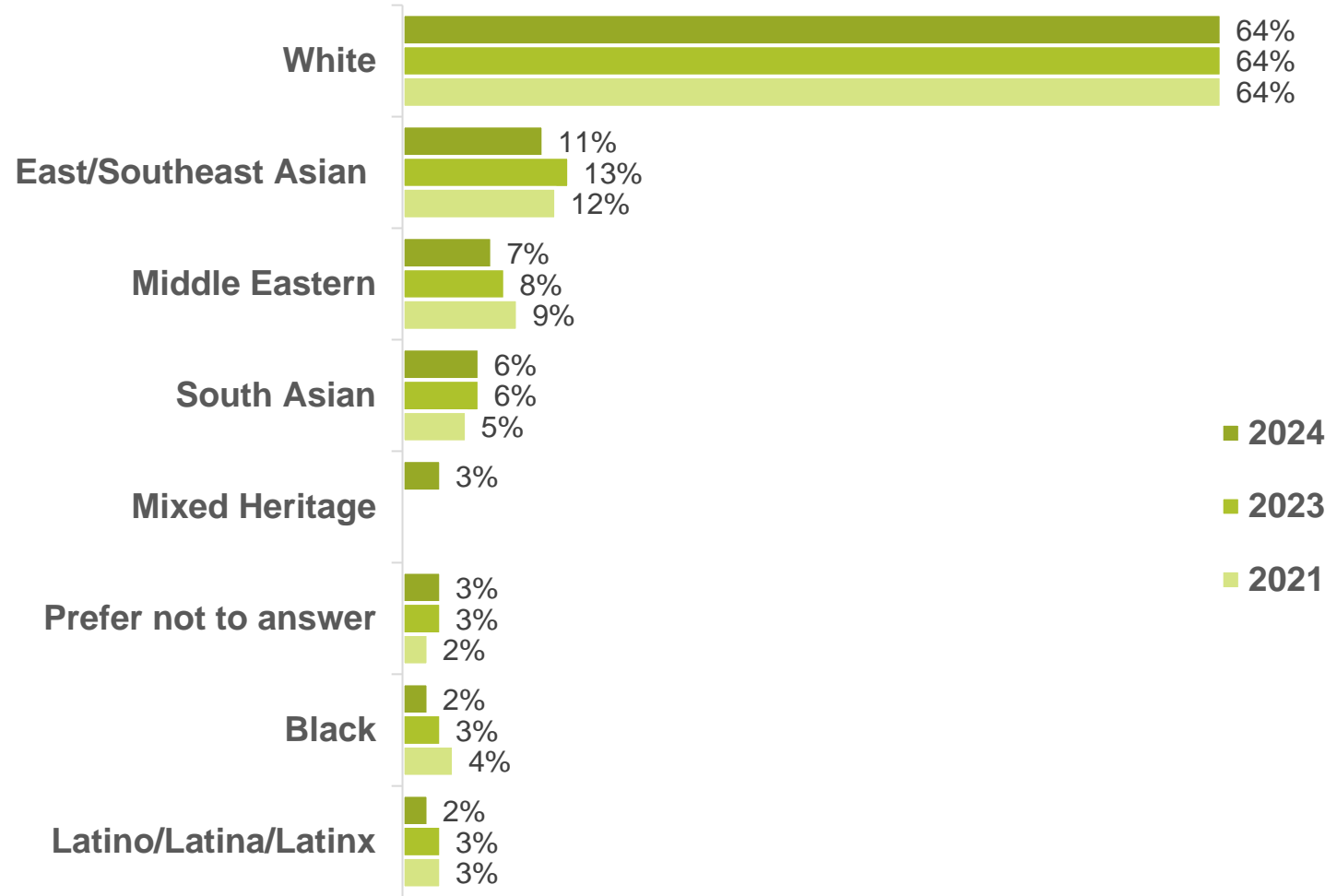
Race

(responses 1% and greater) (including coded 'other' responses)



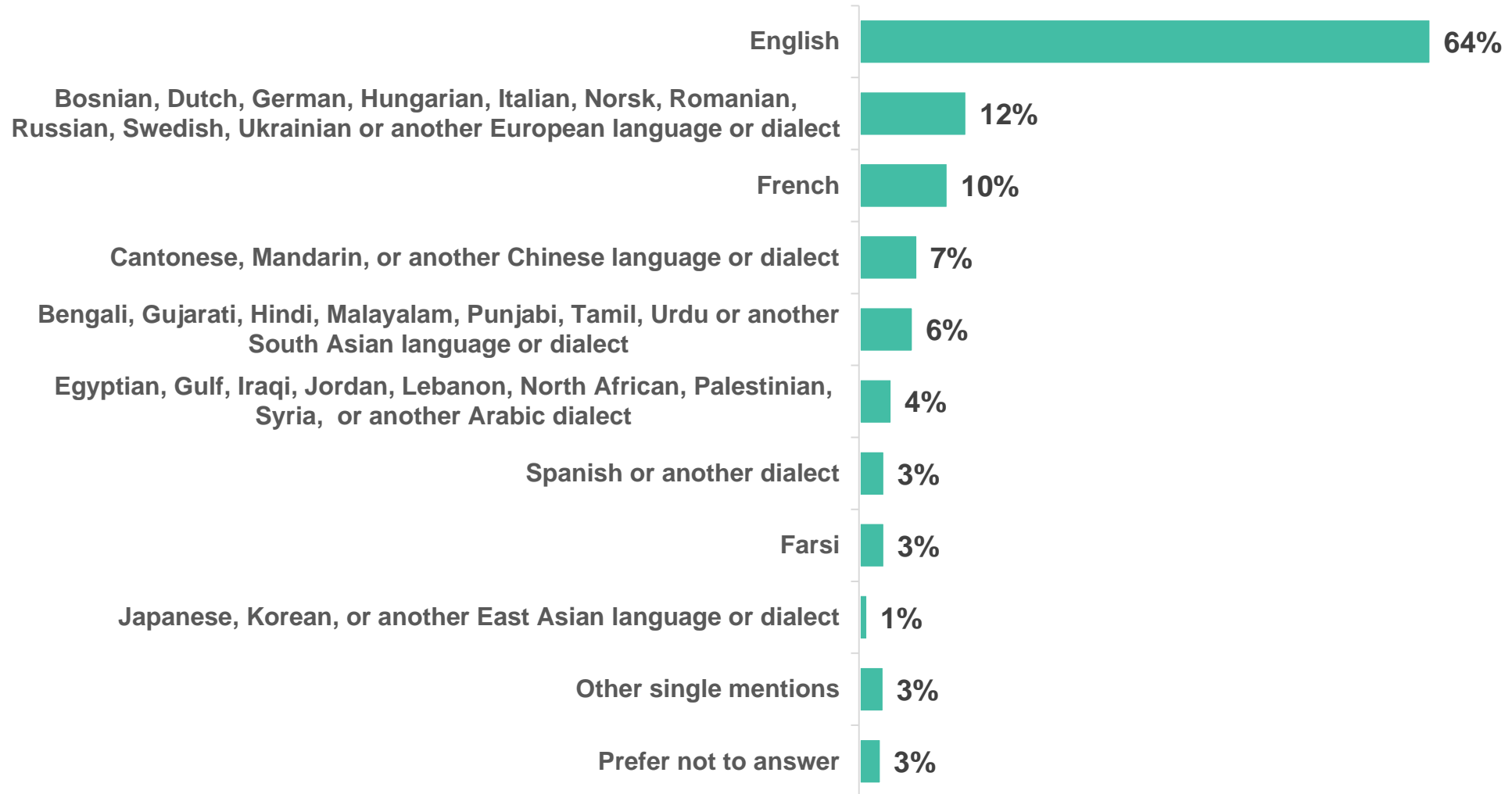
Tracking: Race

(responses 1% and greater) (including coded 'other' responses)



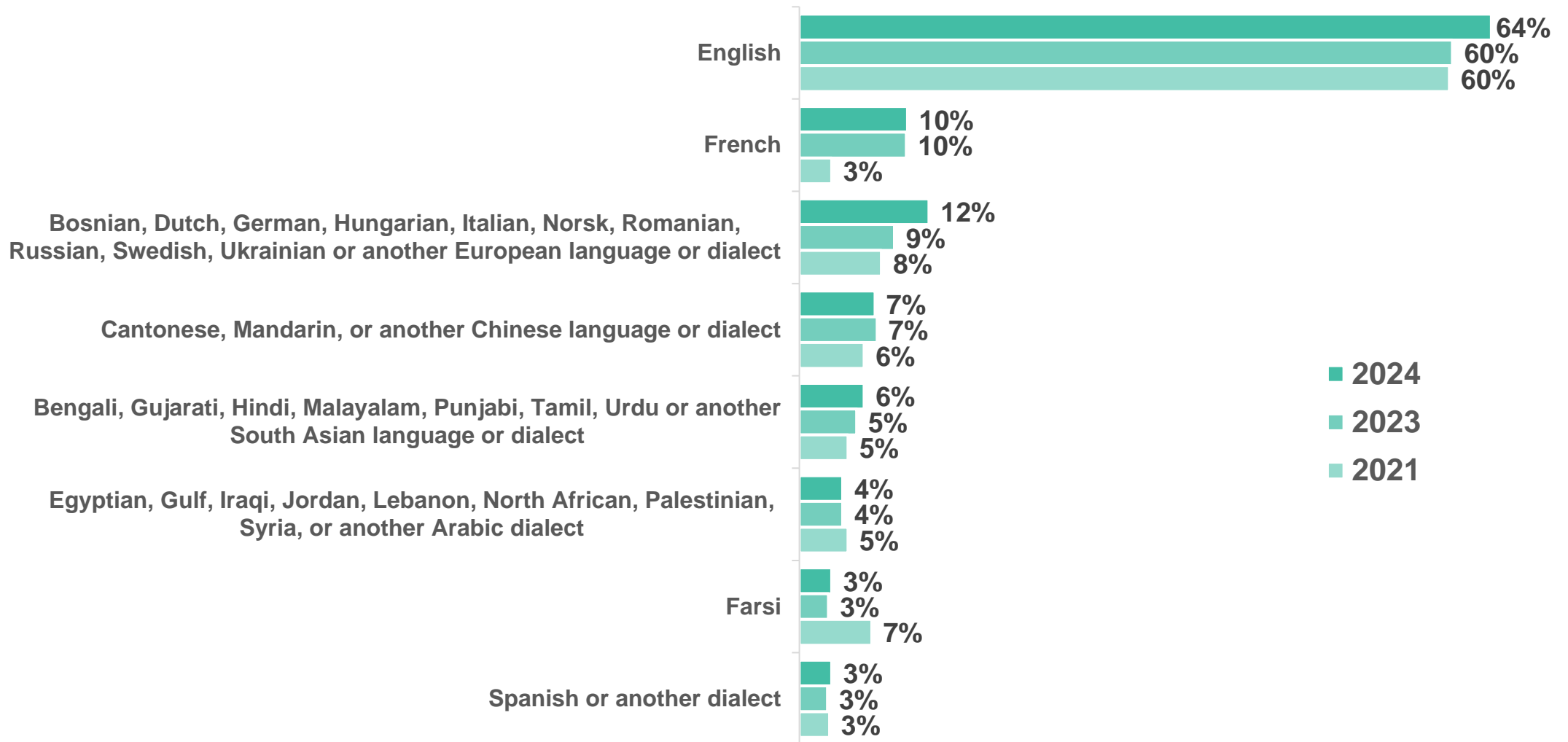
Mother tongue

(responses 1% and greater) (Open-end coded responses)

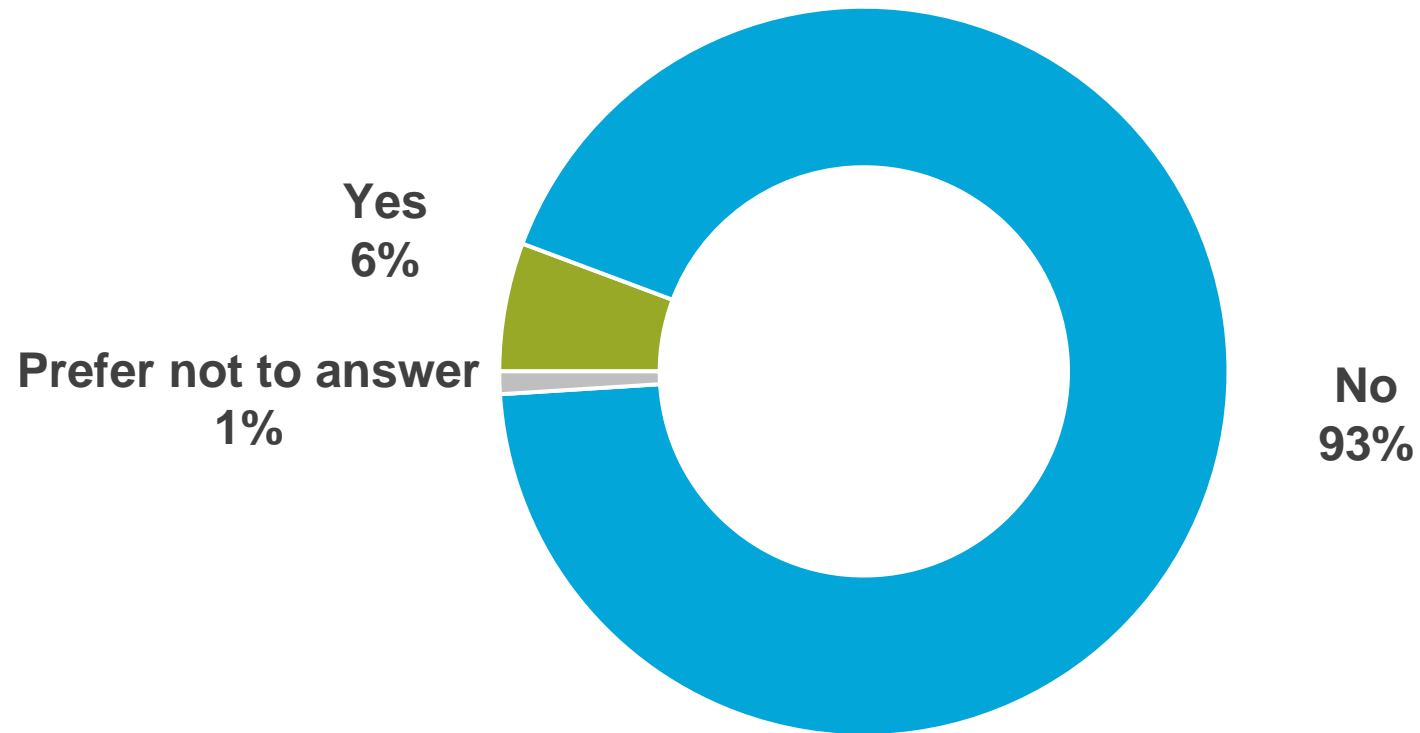


Tracking: Mother tongue

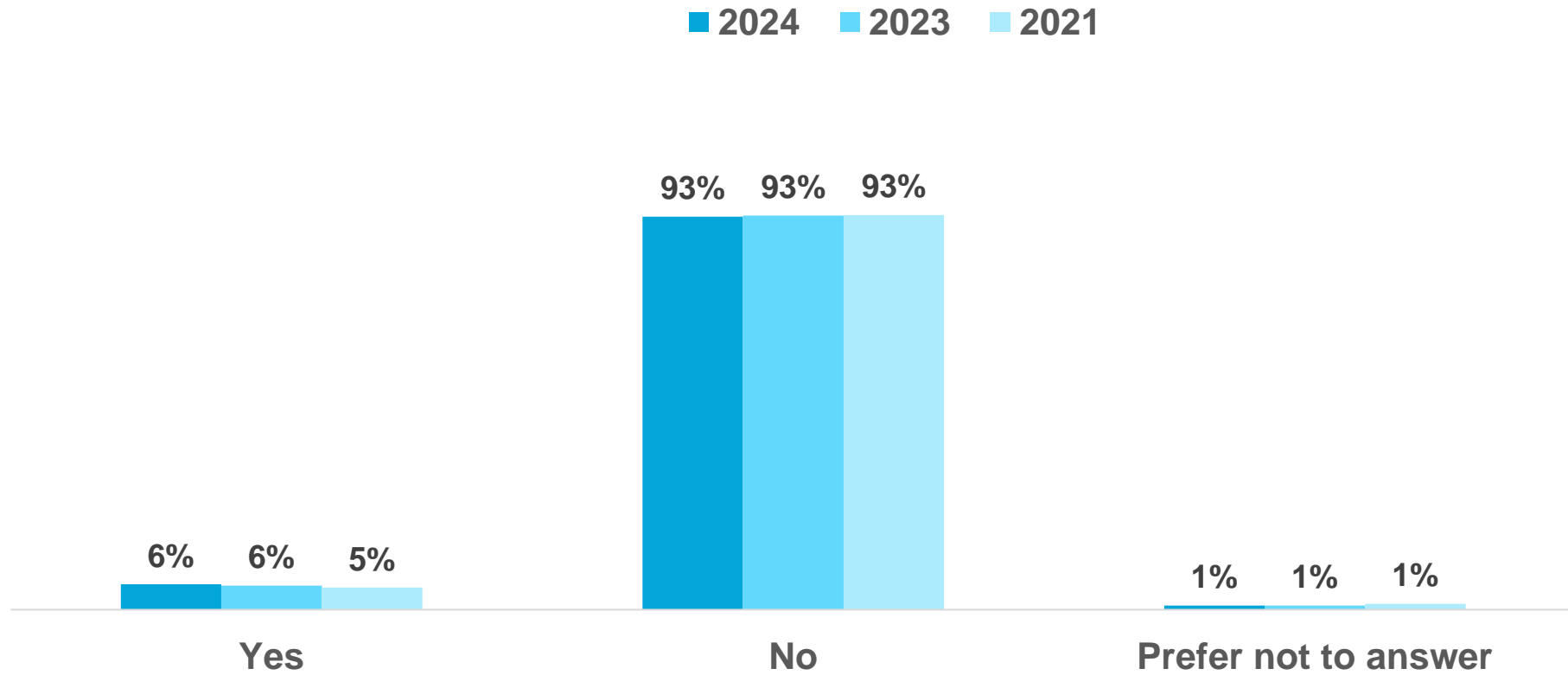
(responses 2% and greater) (Open-end coded responses)



Do you identify as French-Canadian?

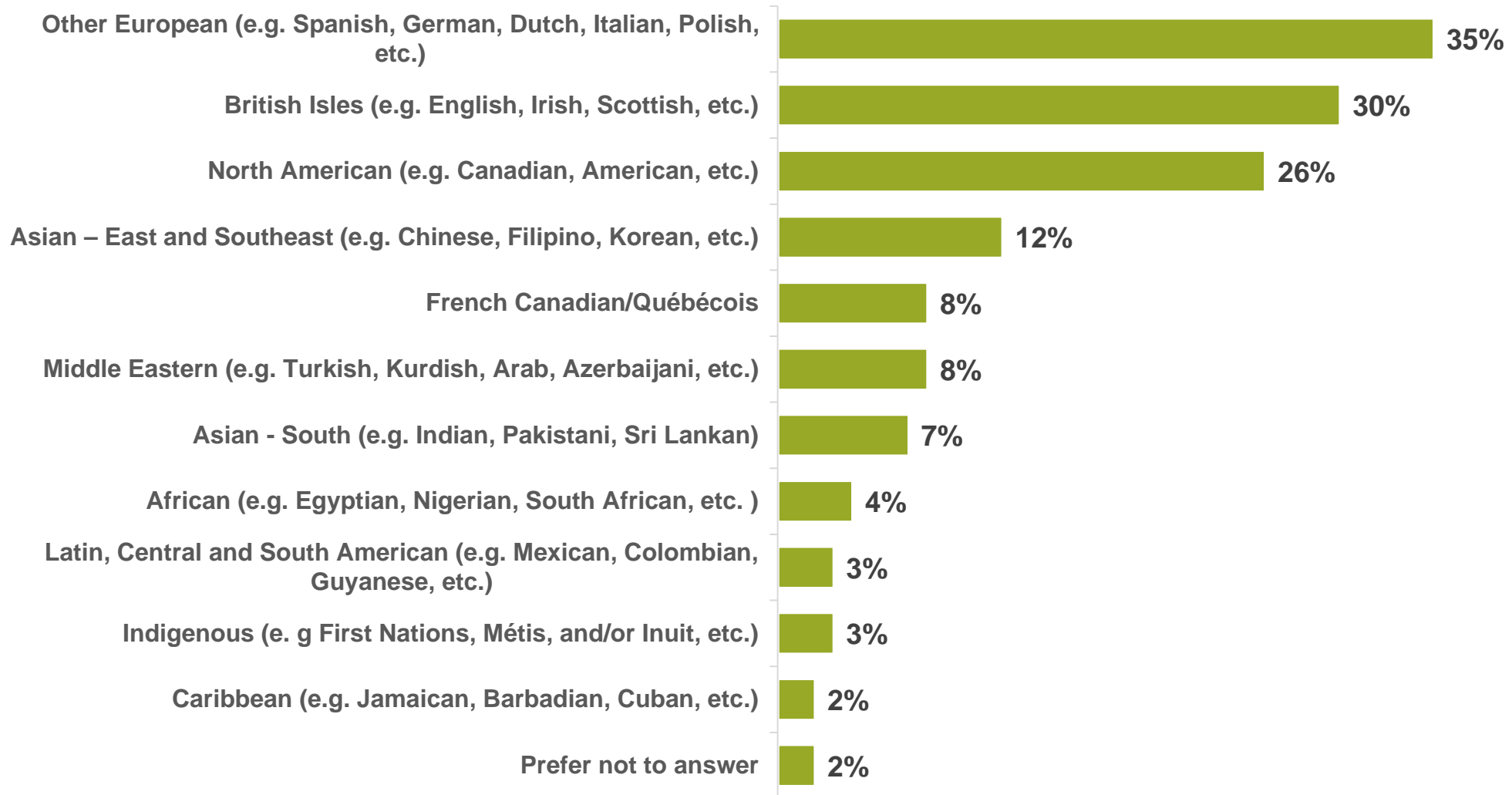


Tracking: Do you identify as French-Canadian?



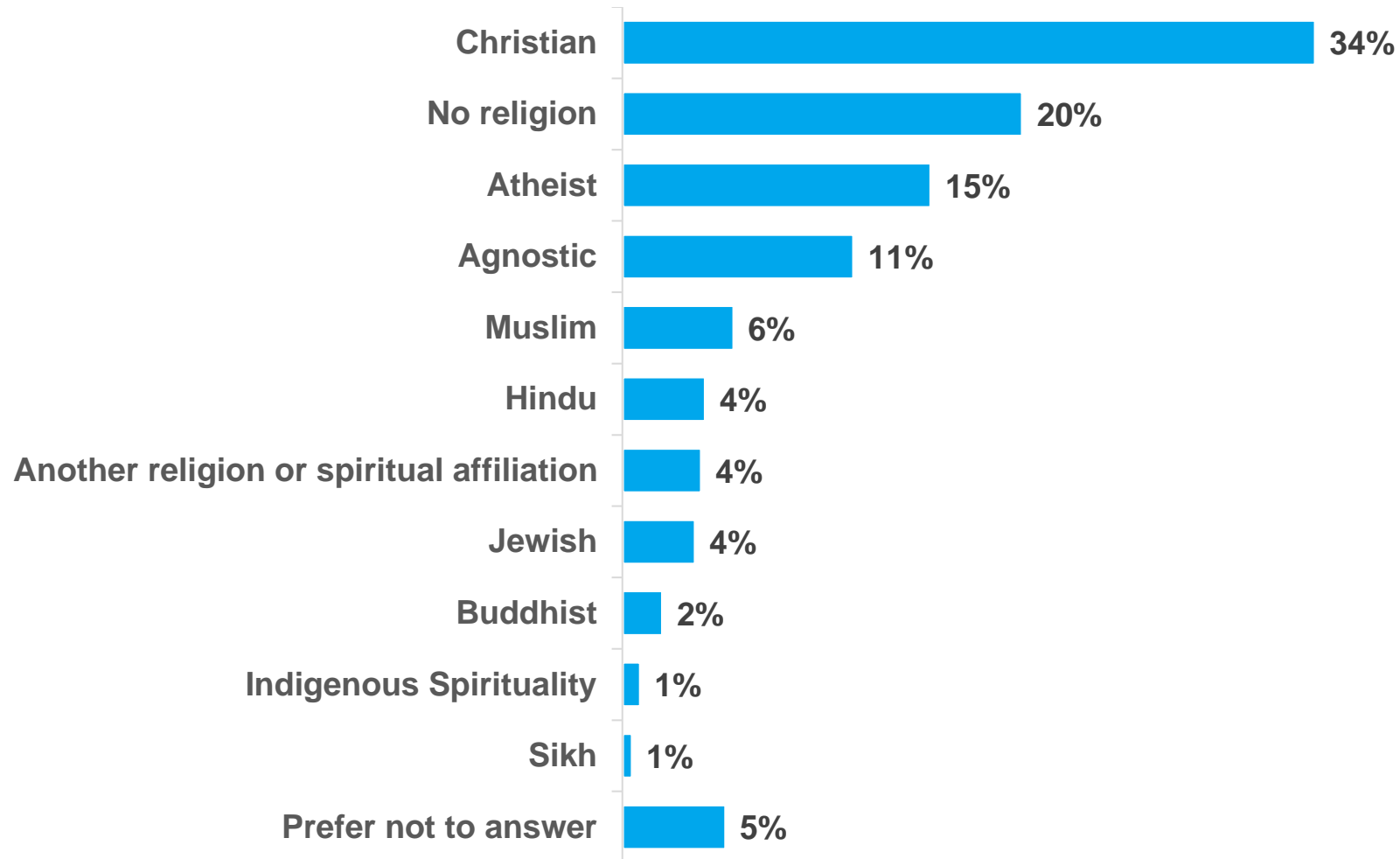
Ethnic or cultural origin(s)

(responses 2% and greater) (Open-end coded responses)



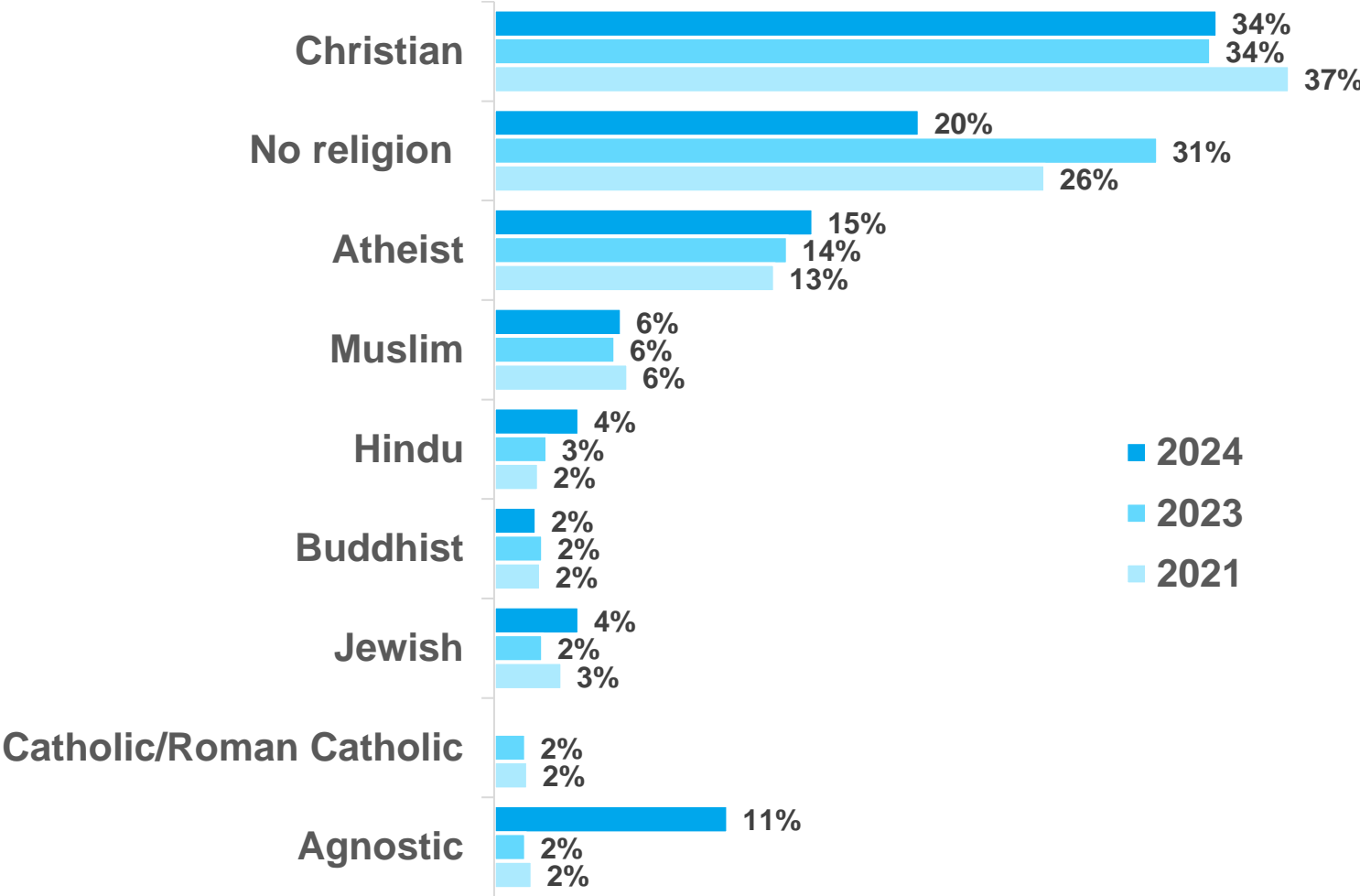
Religion and/or spiritual affiliation

(responses 1% and greater) (including coded 'other' responses)

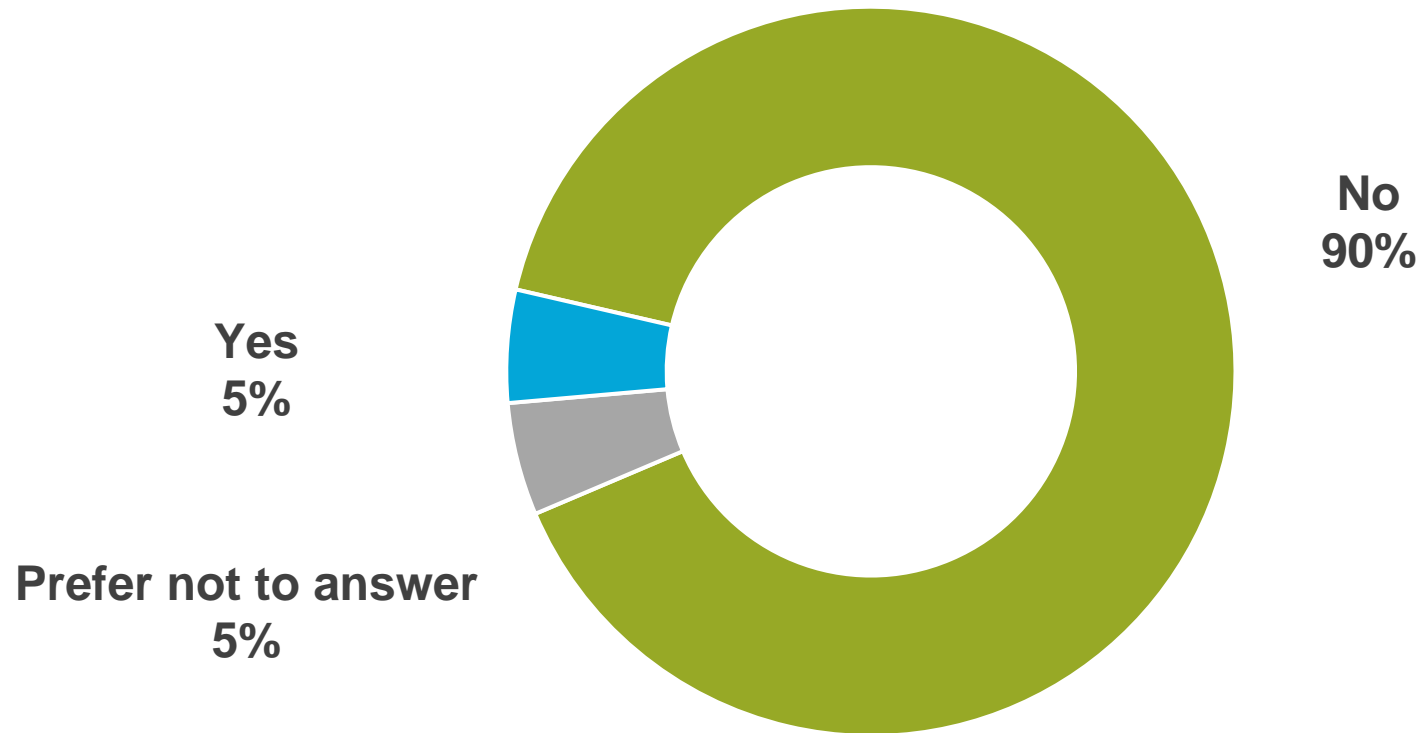


Tracking: Religion and/or spiritual affiliation

(responses 2% and greater) (including coded 'other' responses)

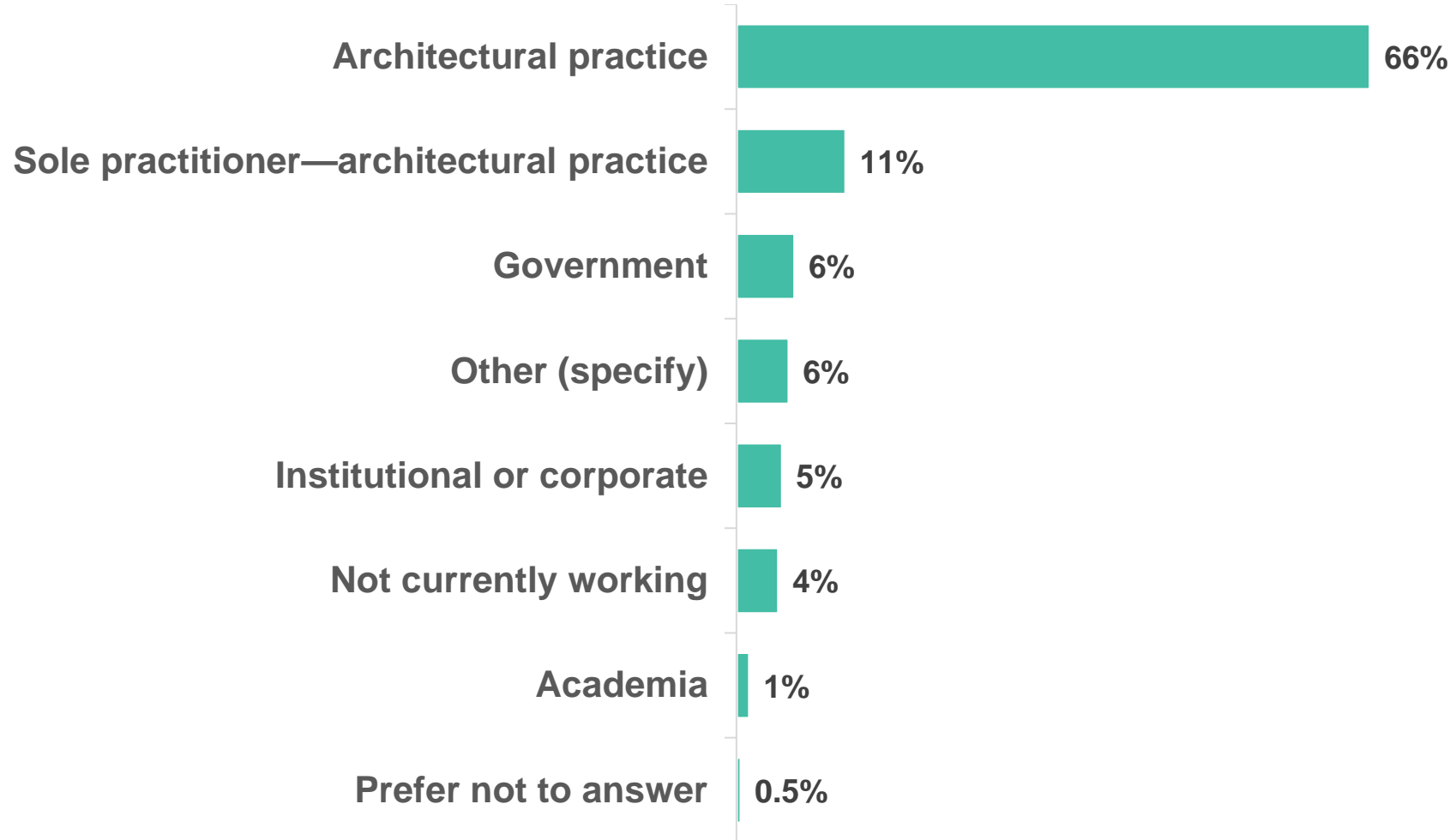


Diverse in a manner that has not been mentioned in a previous question



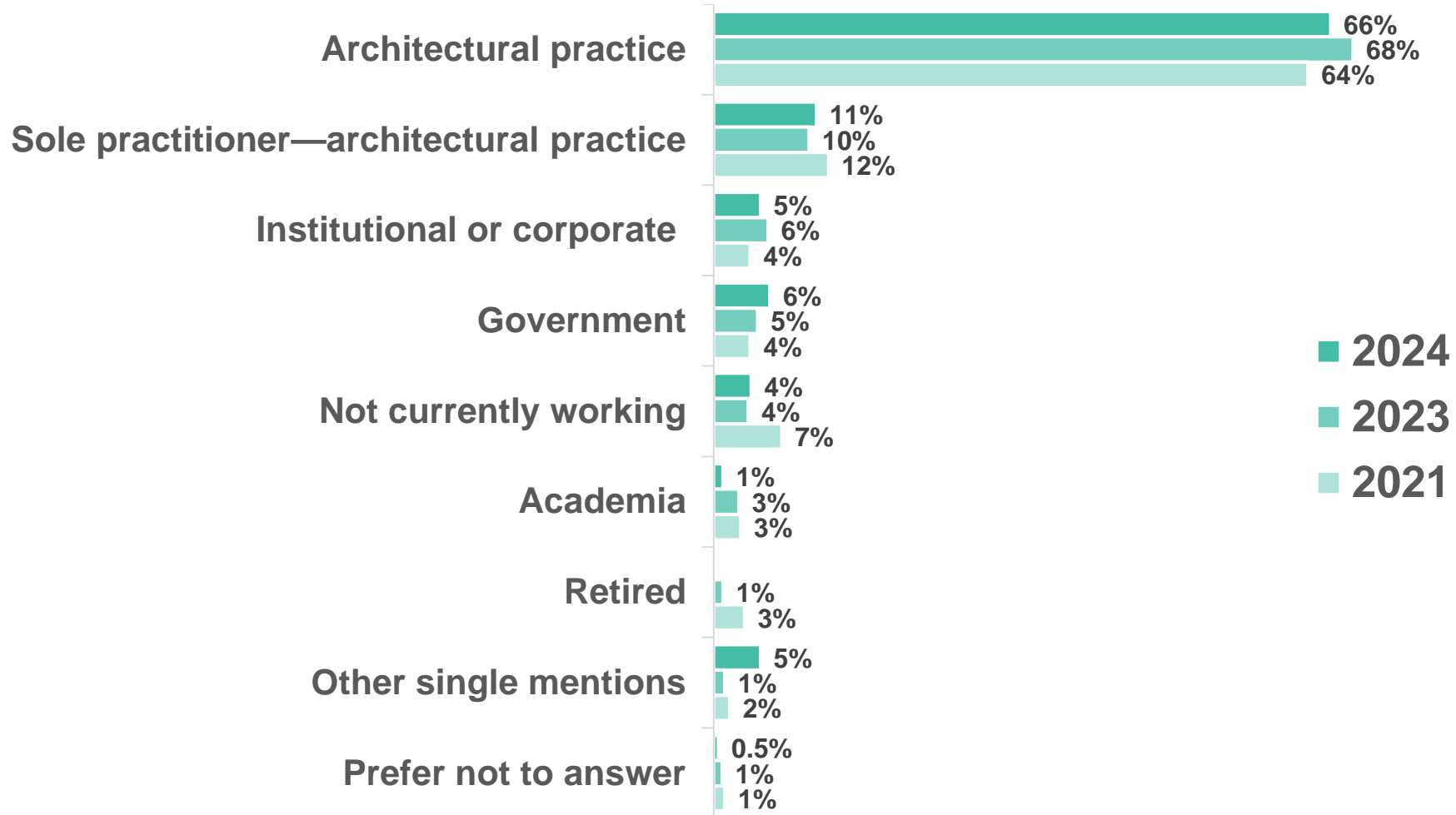
Workplace

(responses 1% and greater) (including coded 'other' responses)

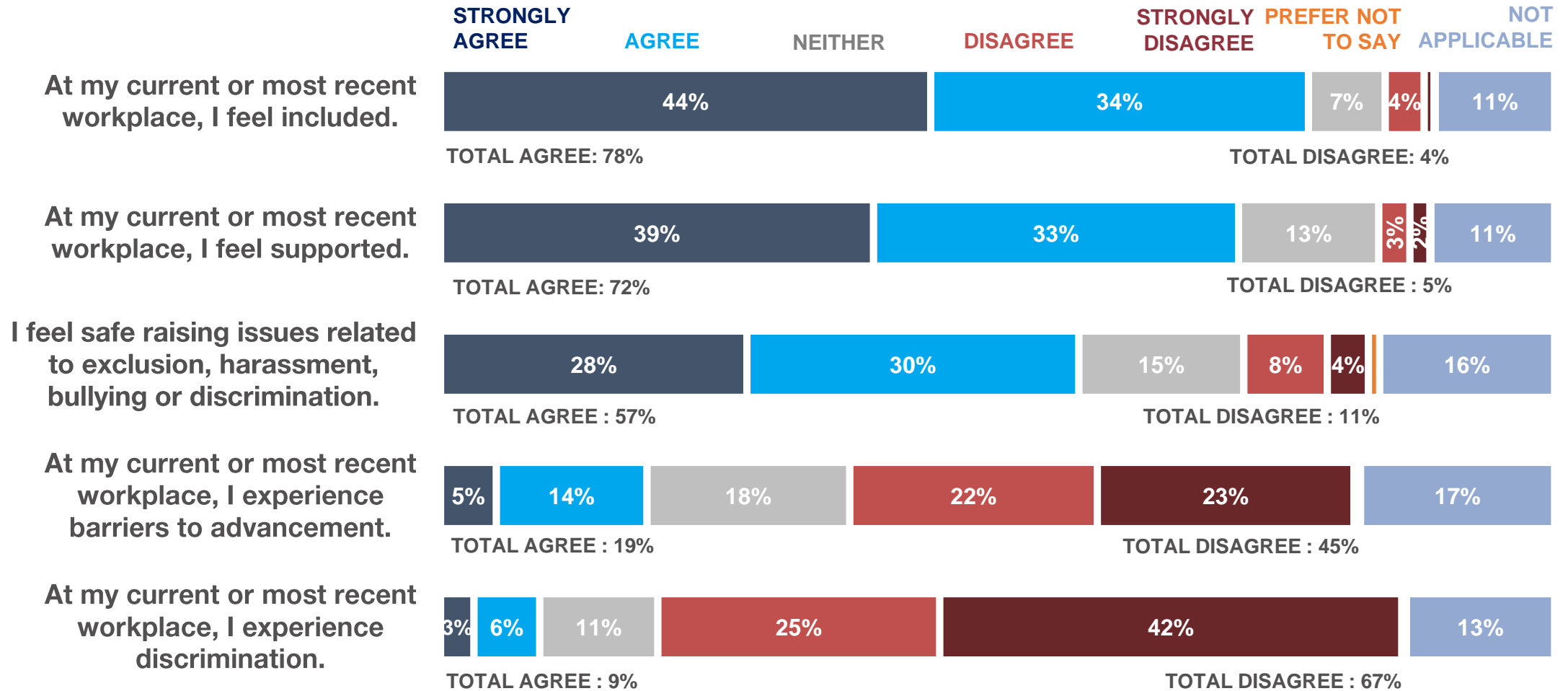


Workplace

(responses 1% and greater) (including coded 'other' responses)

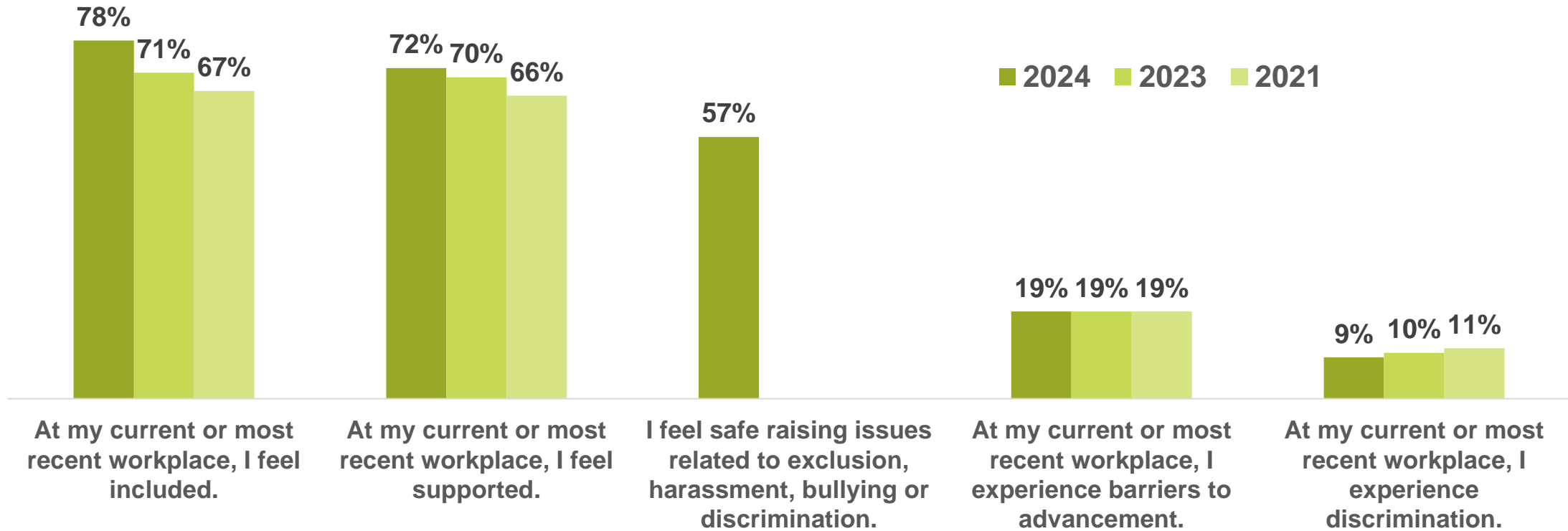


Personal experiences within the workplace in the last year



Tracking: Personal Experiences

(% Total Agree)



Crosstabs: Personal experiences within the workplace in the last year

	% Total agree	Total Sample	Intern Architect	Architect	30 and under	31 – 40	41 – 50	51 – 60	Over 60	Male	Female
	Count	792	213	517	92	222	153	107	214	446	329
At my current or most recent workplace, I feel included.	78%		81%	79%	92%	81%	80%	76%	69%	80%	76%
At my current or most recent workplace, I feel supported.	72%		70%	75%	79%	75%	75%	68%	65%	73%	70%
I feel safe raising issues related to exclusion, harassment, bullying or discrimination.	57%		58%	60%	54%	61%	62%	66%	48%	58%	56%
At my current or most recent workplace, I experience barriers to advancement.	19%		26%	16%	22%	23%	17%	20%	12%	14%	24%
At my current or most recent workplace, I experience discrimination.	9%		8%	9%	5%	10%	10%	11%	8%	6%	12%

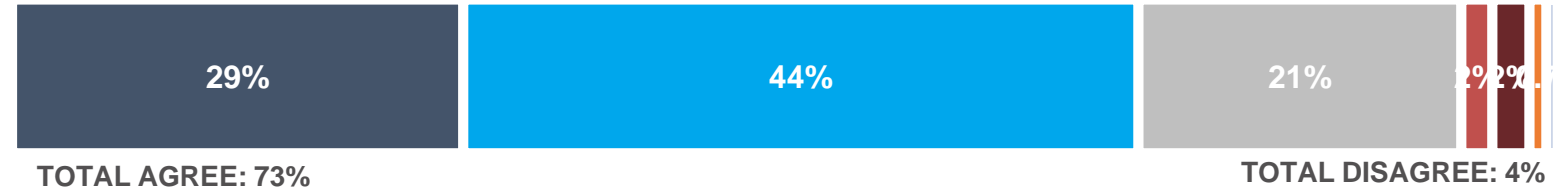
Crosstabs: Personal experiences within the workplace in the last year

% Total agree	Total Sample	English mother tongue	Other mother tongue	LGBTQ2+	Architectural practice	Sole practitioner	Other workplace
Count	792	500	292	156	712	38	42
At my current or most recent workplace, I feel included.	78%	79%	76%	77%	80%	63%	65%
At my current or most recent workplace, I feel supported.	72%	73%	69%	69%	73%	55%	59%
I feel safe raising issues related to exclusion, harassment, bullying or discrimination.	57%	59%	55%	53%	59%	39%	47%
At my current or most recent workplace, I experience barriers to advancement.	19%	16%	23%	25%	17%	43%	17%
At my current or most recent workplace, I experience discrimination.	9%	8%	11%	11%	8%	26%	13%

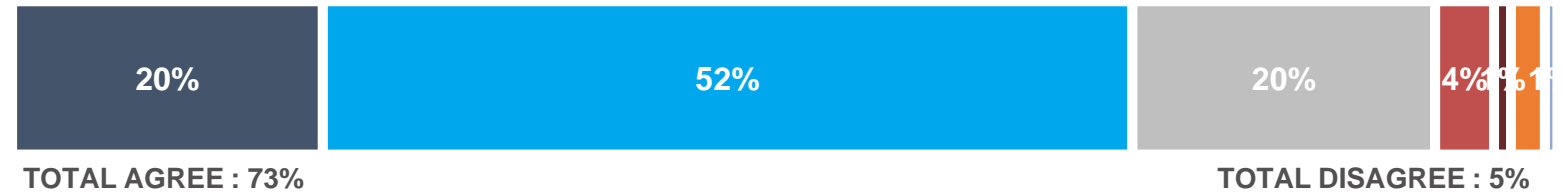
Opinion on the content of this survey

VERY AGREE AGREE NEITHER DISAGREE VERY DISAGREE PREFER NOT TO SAY NOT APPLICABLE

I am supportive of the collection of demographic data.



The questions asked in this survey use appropriate terminology.



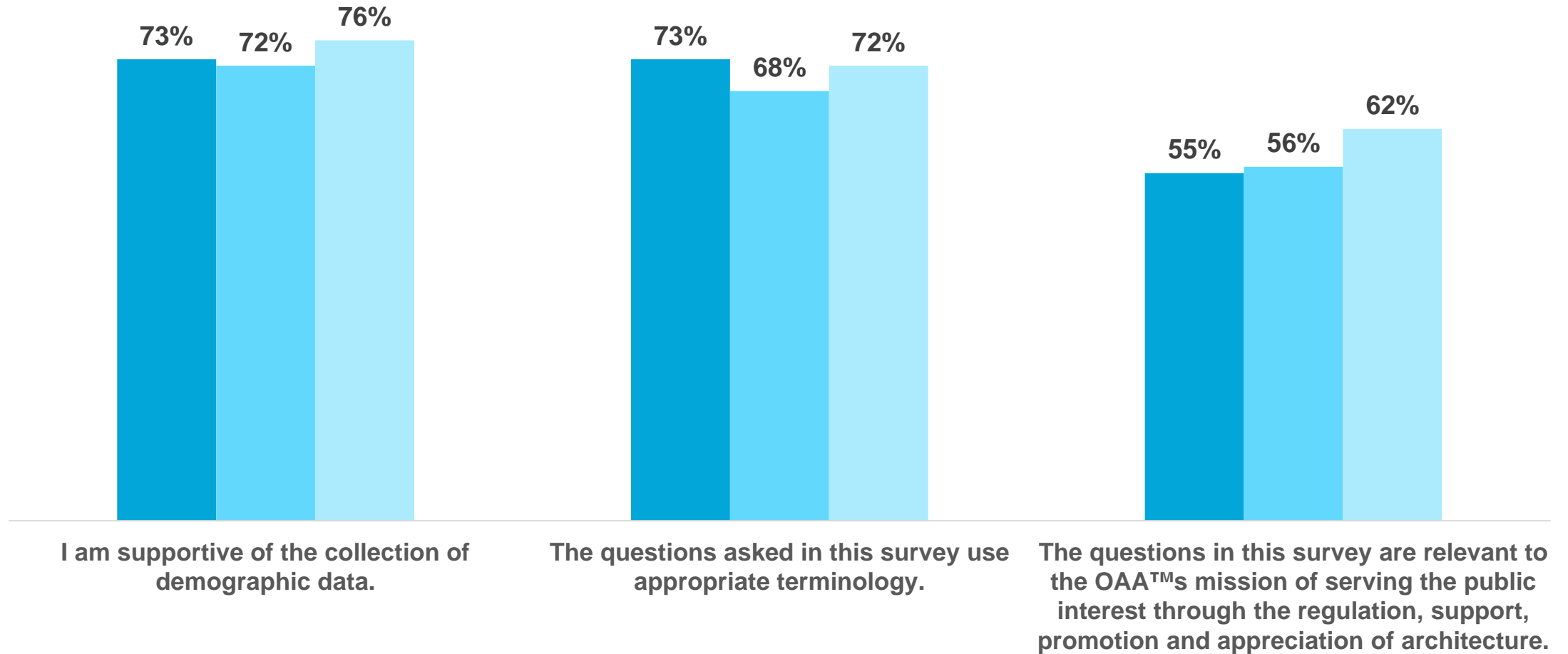
The questions in this survey are relevant to the OAA's mission of serving the public interest through the regulation, support, promotion, and appreciation of architecture



Tracking: Opinion on Survey Content

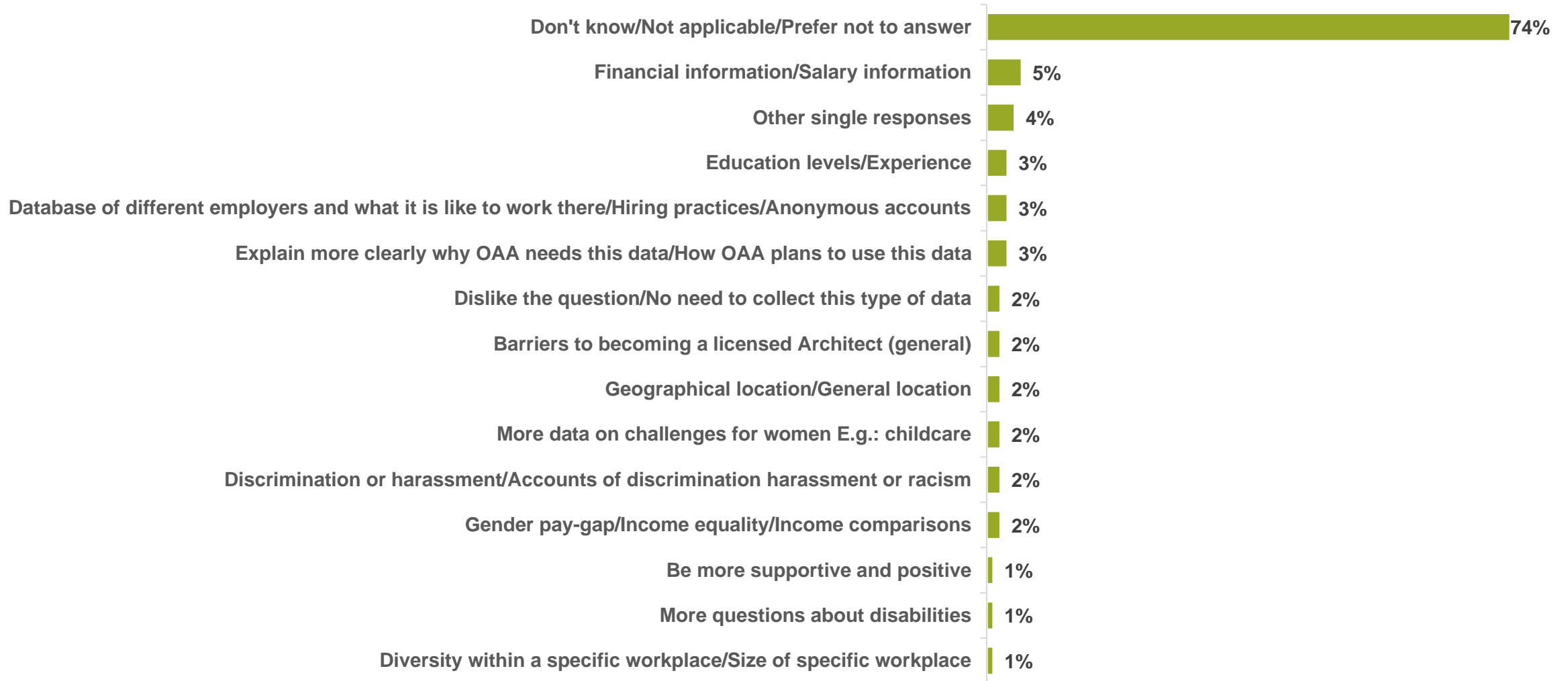
(% Total Agree)

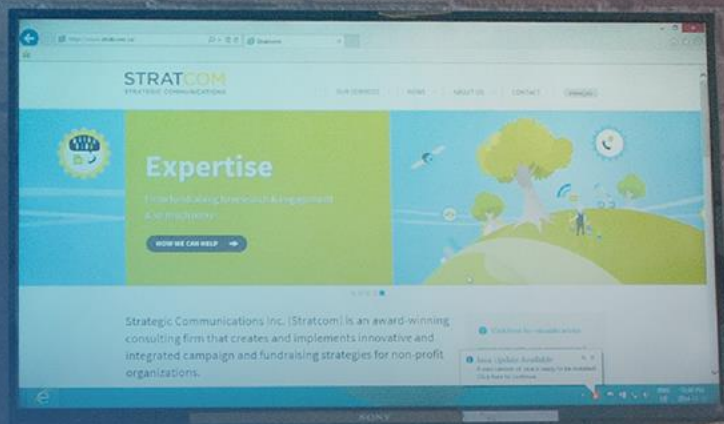
■ 2024 ■ 2023 ■ 2021



Additional comments on data collection strategy

(Coded open-end responses, 1% and greater)





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