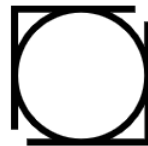


Demographics Survey 2021

for Ontario Association of Architects

March 31, 2021

STRATCOM
STRATEGIC COMMUNICATIONS



Ontario Association
of Architects

Angela Lee
Armand Cousineau
Prathit Patel

Toronto | Vancouver | Ottawa | Edmonton | Saskatoon | 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 March 1st to 15th, 2021 resulting in 1,323 completes.
- ▶ The survey had a response rate of approximately 20% and the margin of error for a sample of this size is +/- 2.1%, 19 times out of 20.
- ▶ Some charts and tables might not total 100 due to rounding.
- ▶ All figures are percent (%) unless indicated otherwise.
- ▶ All research conducted by Stratcom.



SUMMARY

- ▶ A plurality of members (24%) have been a part of the Ontario Association of Architects for at least 26 years. About half (49%) have been members for ten years or less.
- ▶ Almost half (46%) of the membership are between 31 to 50 years of age.
- ▶ The majority (62%) do not have daily care-giving responsibilities. Just less than one-third (30%) have child care responsibilities, 6% elder care responsibilities and 2% are caring for a person with a disability.
- ▶ Four percent self-identify as a person with a disability.
- ▶ Just over half of the membership is male (54%) and 44% identify as female.
- ▶ 83% identify as straight/heterosexual.
- ▶ The majority (64%) identify as White/Caucasian. The next most common racial identity is East or Southeast Asian (12%), followed by Middle Eastern (9%), South Asian (5%), Black (4%) and Latino/Latina/Latinx (3%).
 - Of those who identify as Indigenous (0.8%), 17% identify as First Nations, 17% Métis, and 0% Inuit.
- ▶ The most common mother tongue among OAA members is English (60%) followed by European languages (8%) and Chinese (6%).

SUMMARY

- ▶ 5% of members identify as French-Canadian.
- ▶ The plurality of members identify as Canadian (29%). Other top mentions for ethnic or cultural identity are English (12%), Scottish (10%), Irish (7%), German (7%) and Chinese (7%).
- ▶ About one-quarter (26%) of members do not identify with any religious or spiritual affiliation and a further 13% identify as Atheist. The most common religious affiliations are Christian (38%), Muslim (6%) and Jewish (3%).
- ▶ The majority of members (64%) describe their workplace as an architectural practice. Sole practitioners comprise 13% of the survey sample, followed by 7% currently not working, government workplaces (4%), institutional or corporate (4%), and 3% working in academia.
- ▶ Two-thirds (67%) agree they feel included at their current or more recent workplace (7% disagree).
 - This sense of inclusion decreases with age, ranging from 75% among those 30 and under, down to 59% of members over 60 years of age.
 - Members with English mother tongue are more likely to agree they feel included (71%) than those with mother tongues other than English (61%).

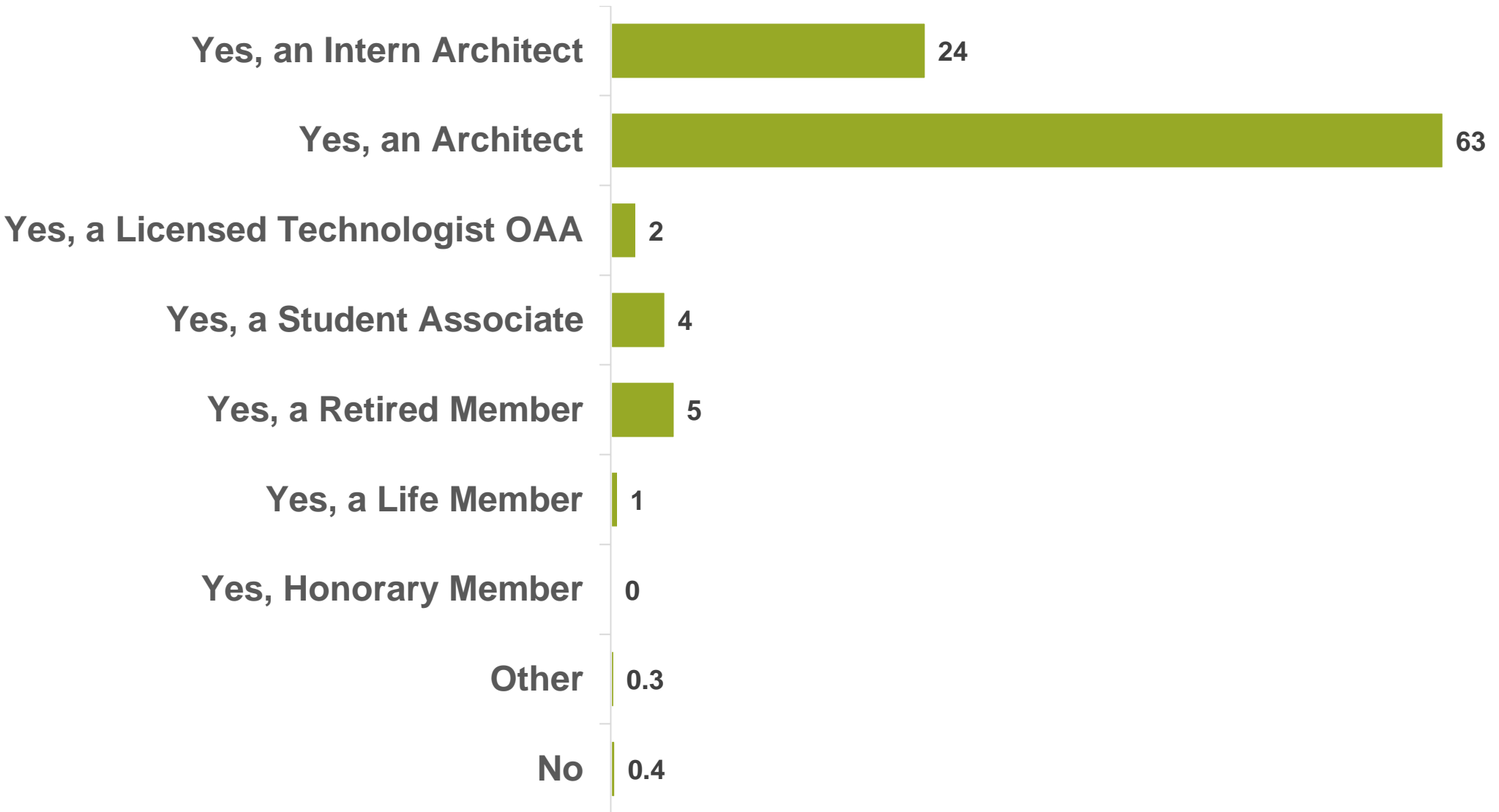
SUMMARY

- ▶ Approximately two-thirds (65%) also agree they feel supported at their current or most recent workplace (8% disagree).
 - Similar to the question on inclusion, agreement with the statement of feeling supported decreases with age, from 74% of members 30 years old and younger, down to 57% of members over 60.
- ▶ Almost one-in-five (19%) agree that they experience barriers to advancement in the current or most recent workplace (46% disagree).
 - Women are more likely to agree they experience barriers to advancement (26%) than men (13%).
 - Intern architects are more likely to experience barriers (28%) than architects (17%).
 - Members of the LGBTQ2+ community are slightly more likely to experience barriers to advancement (25%).
- ▶ About one-in-ten (11%) agree that they experience discrimination in their current or most recent workplace (62% disagree).
 - Women are almost three times more likely to experience discrimination in their workplace (16%) than men (6%).

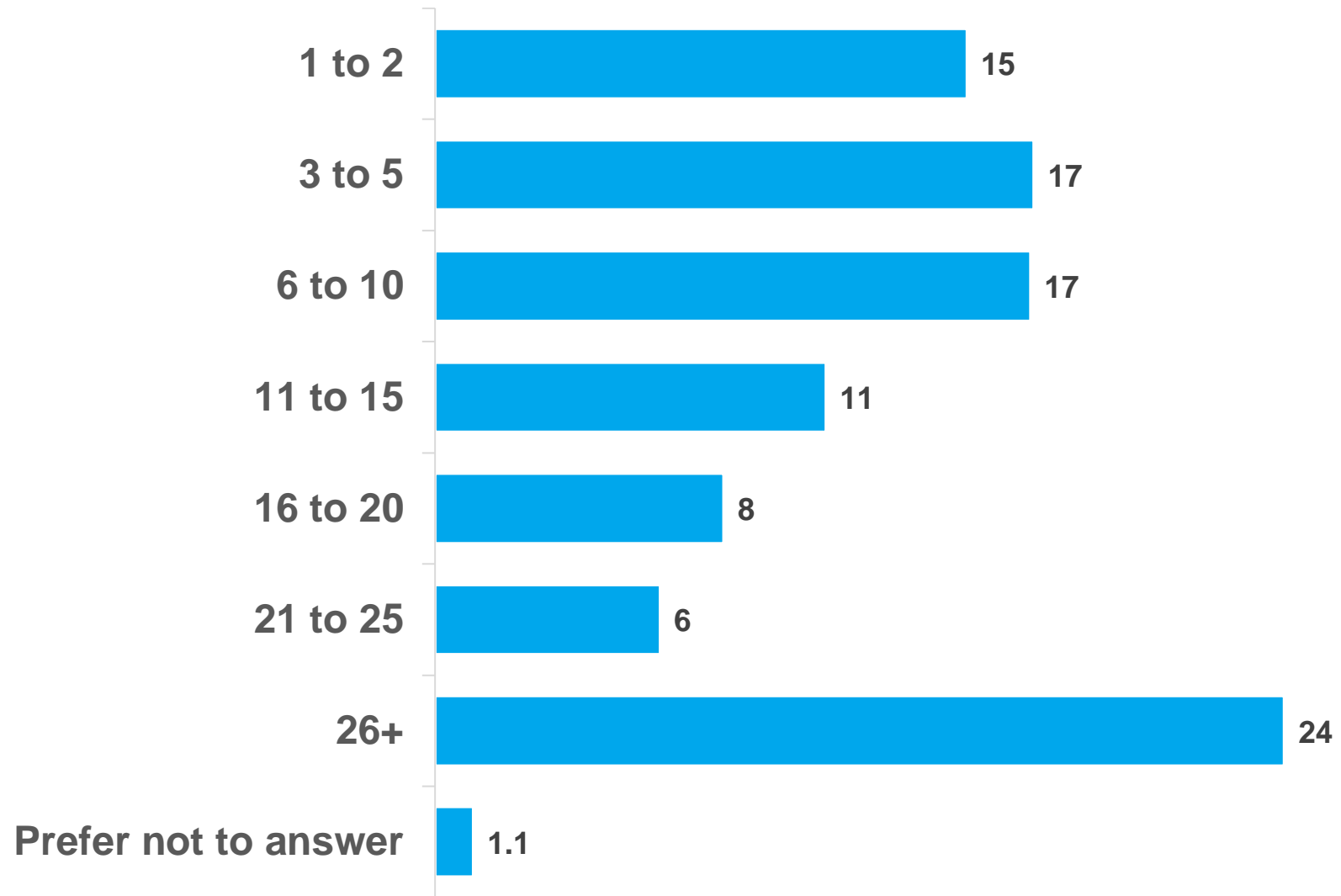
SUMMARY

- ▶ Over three-quarters (76%) agree they are supportive of the collection of demographic data (5% disagree).
- ▶ A strong majority (72%) also agree they questions asked in the survey used appropriate terminology (5% disagree).
- ▶ A majority (62%) 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 plurality did not have any comments. The most common responses were related to 'a database of different employers and what it is like to work there / hiring practices / anonymous accounts' (8%), 'financial information / salary information' (8%), 'education levels / experience' (7%), and 'discrimination or harassment / accounts of discrimination, harassment or racism' (6%).

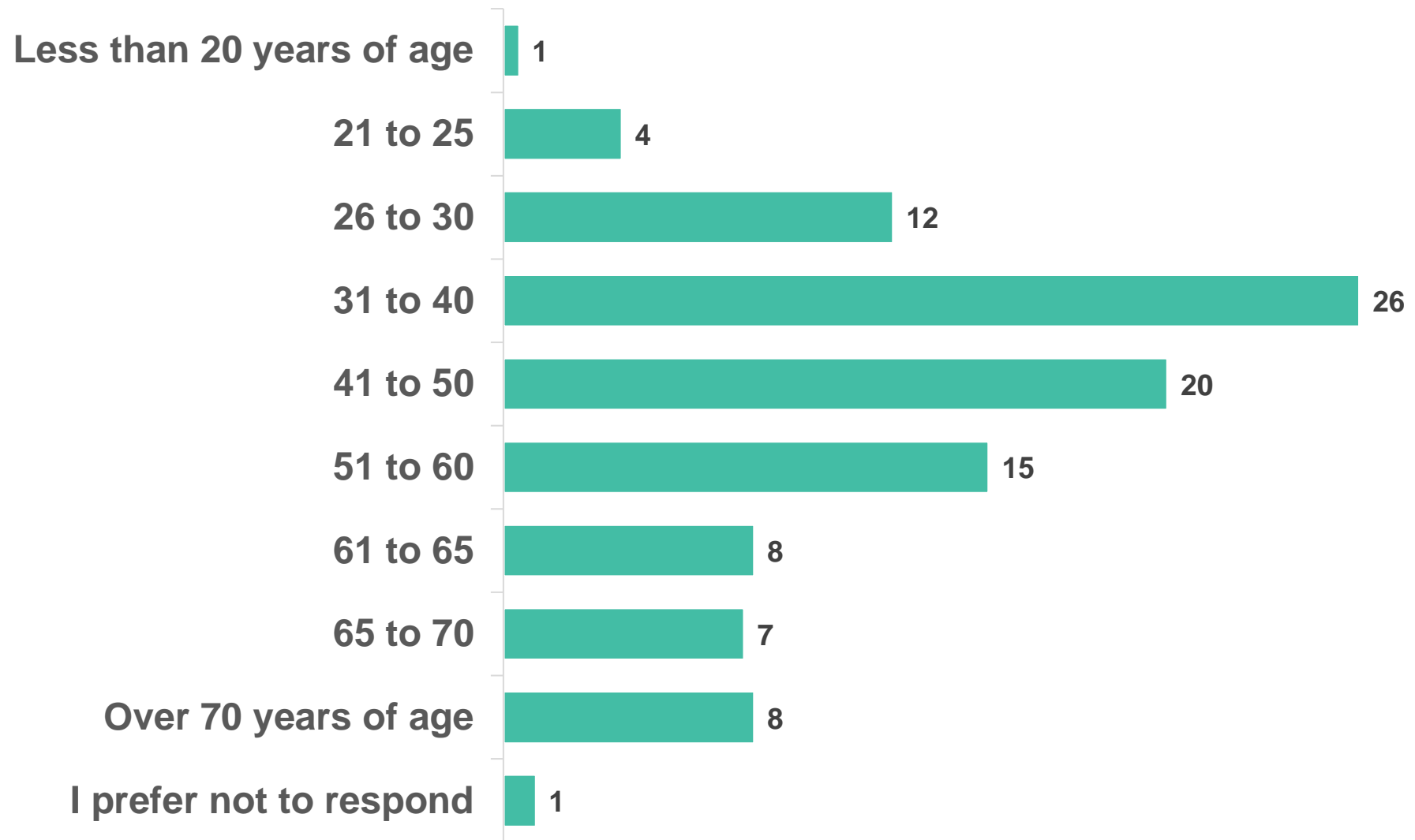
Membership details



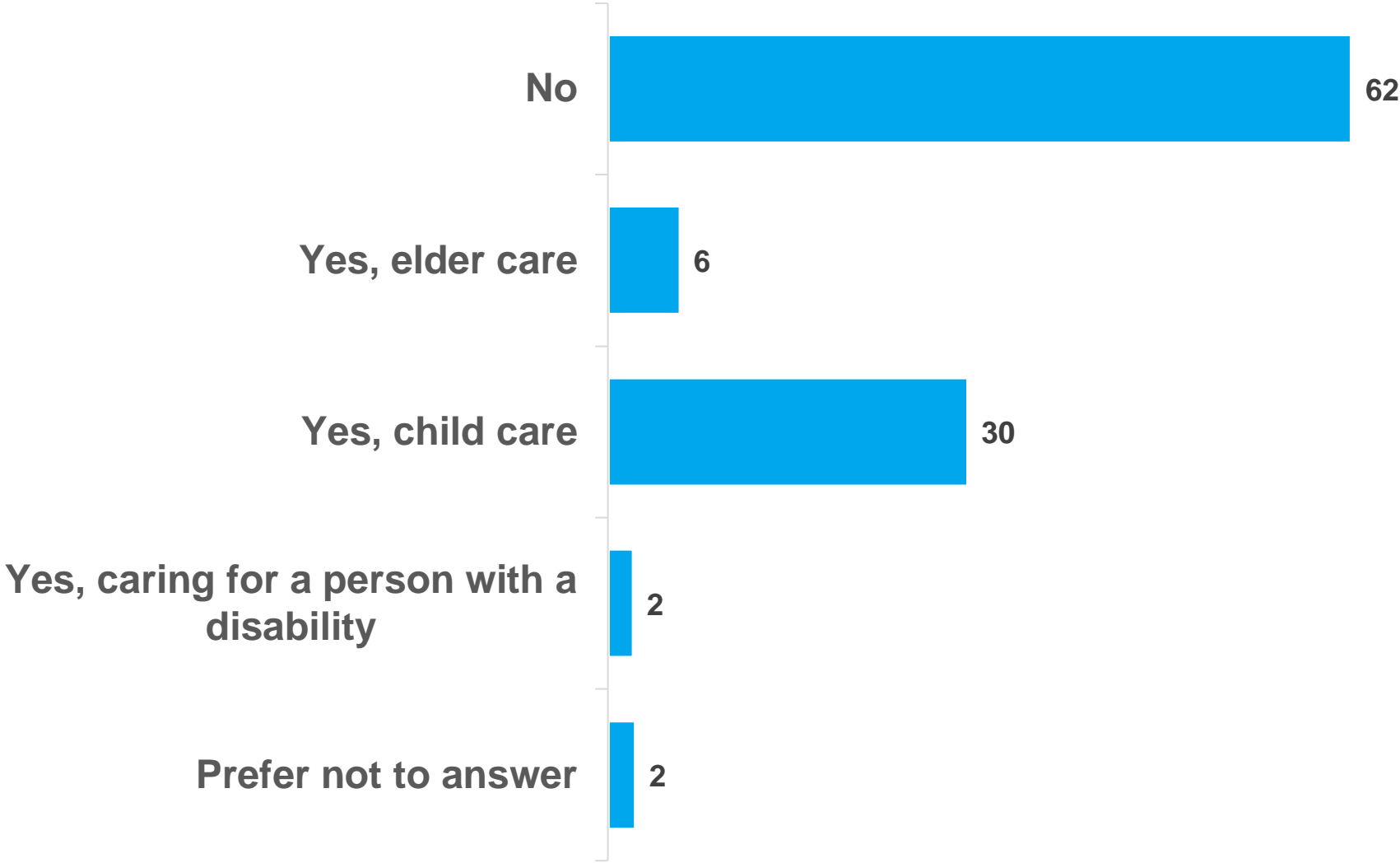
Years as member of OAA



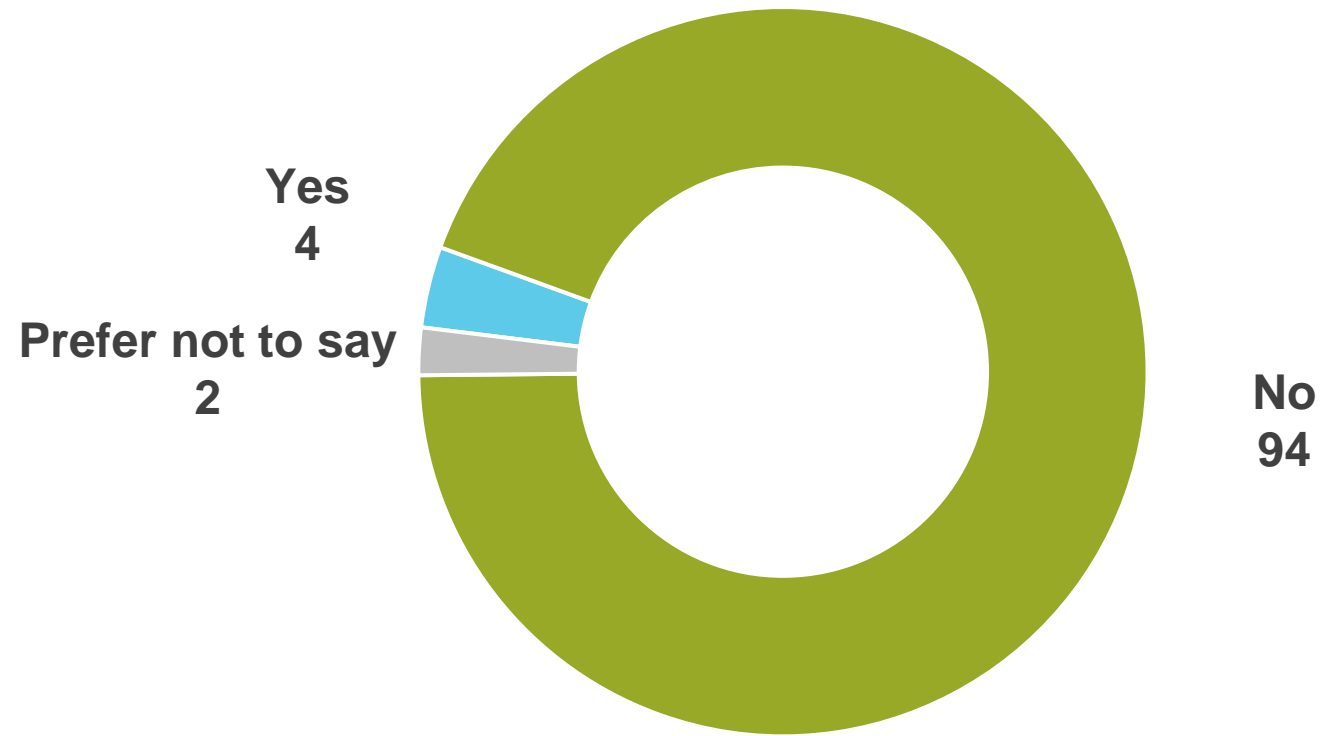
Age of members



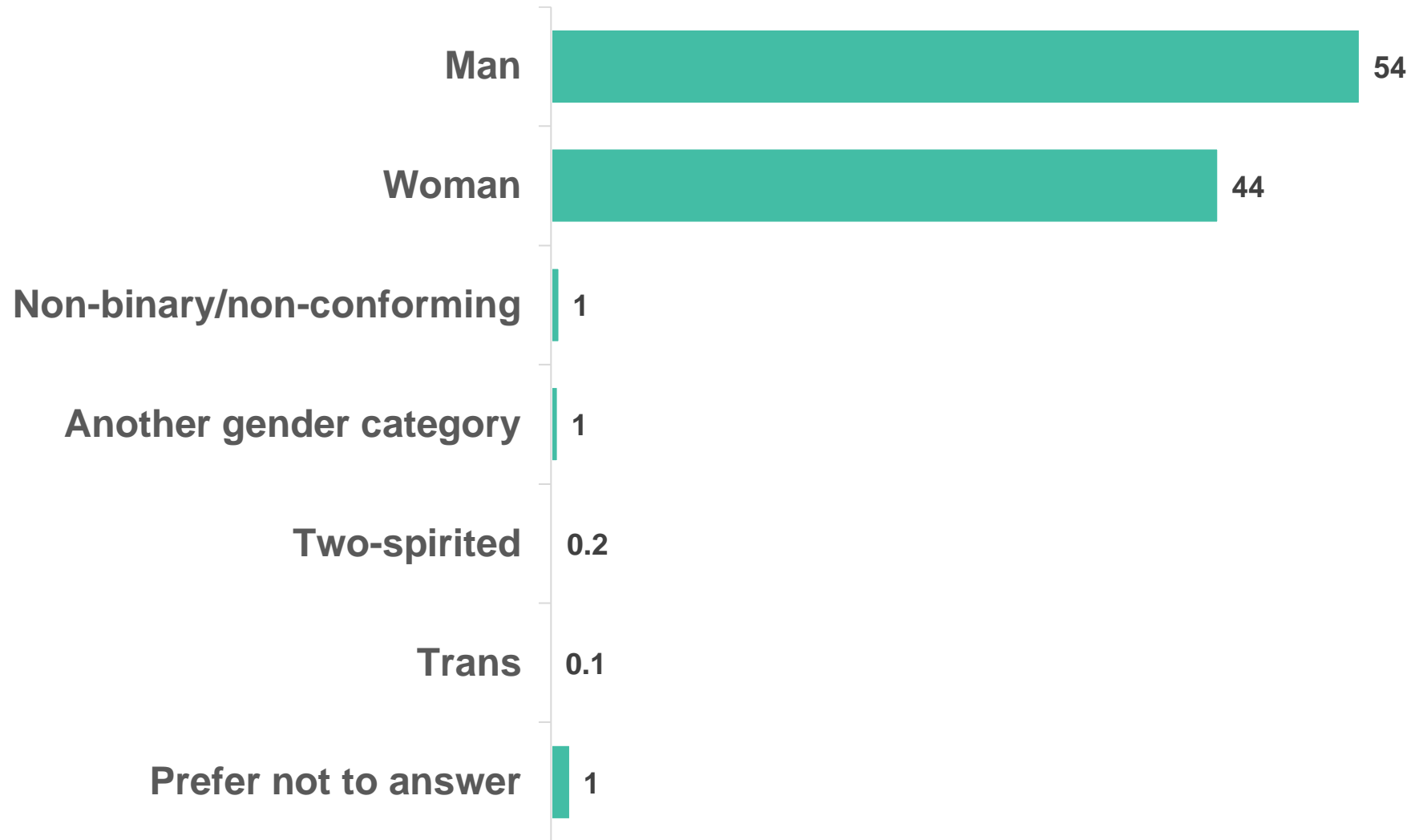
Daily care-giving responsibilities



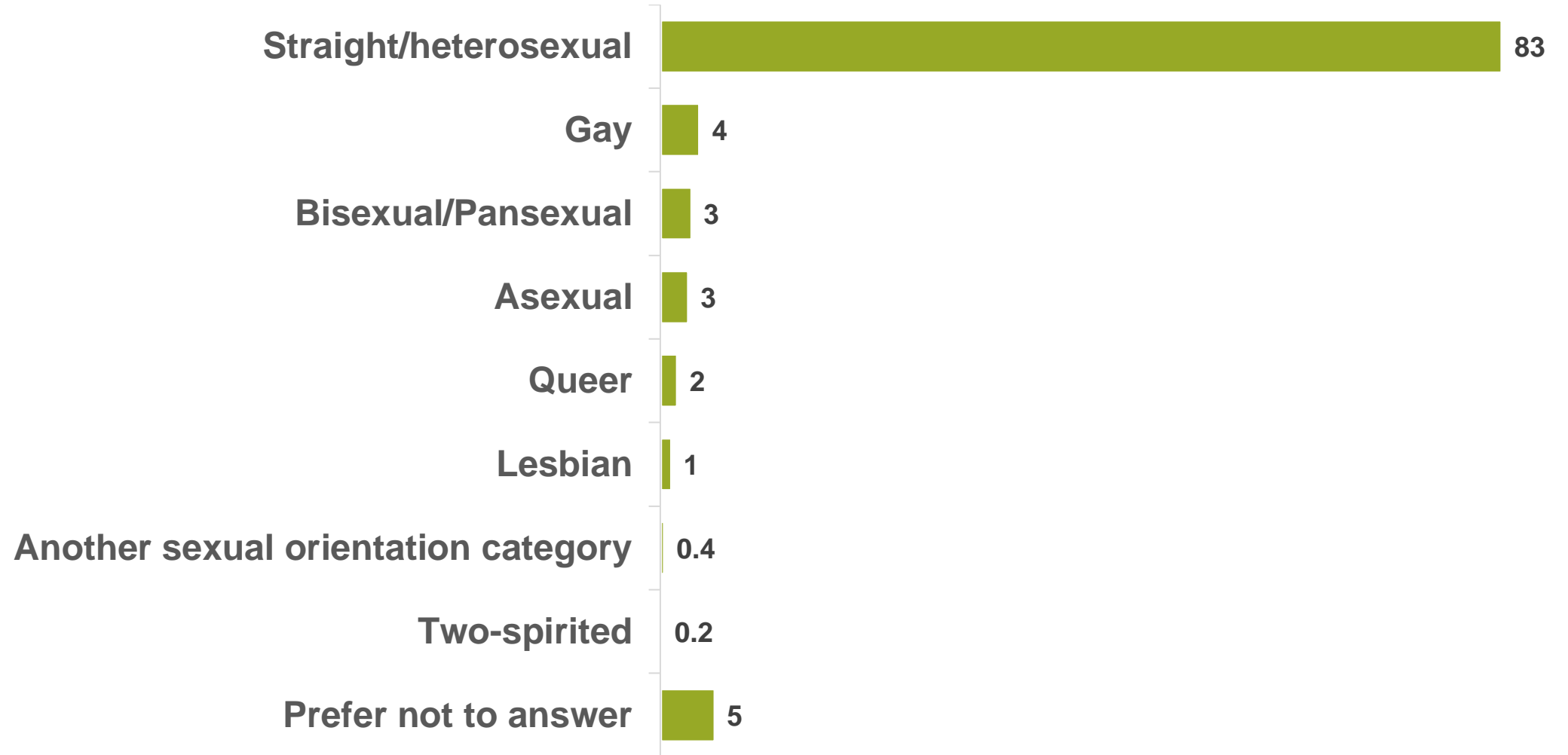
Do you self-identify as a person with a disability?



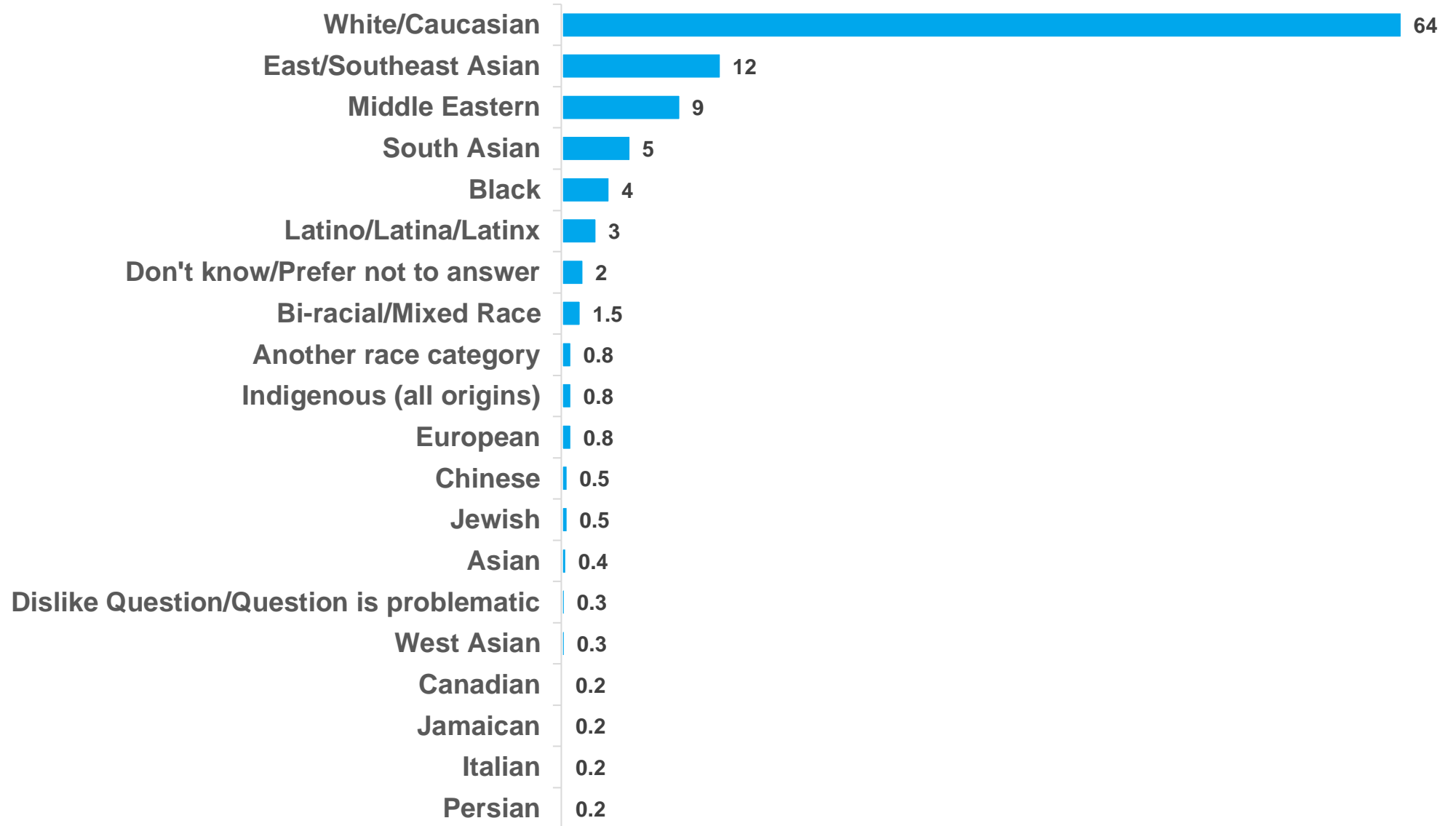
Gender



Sexual orientation

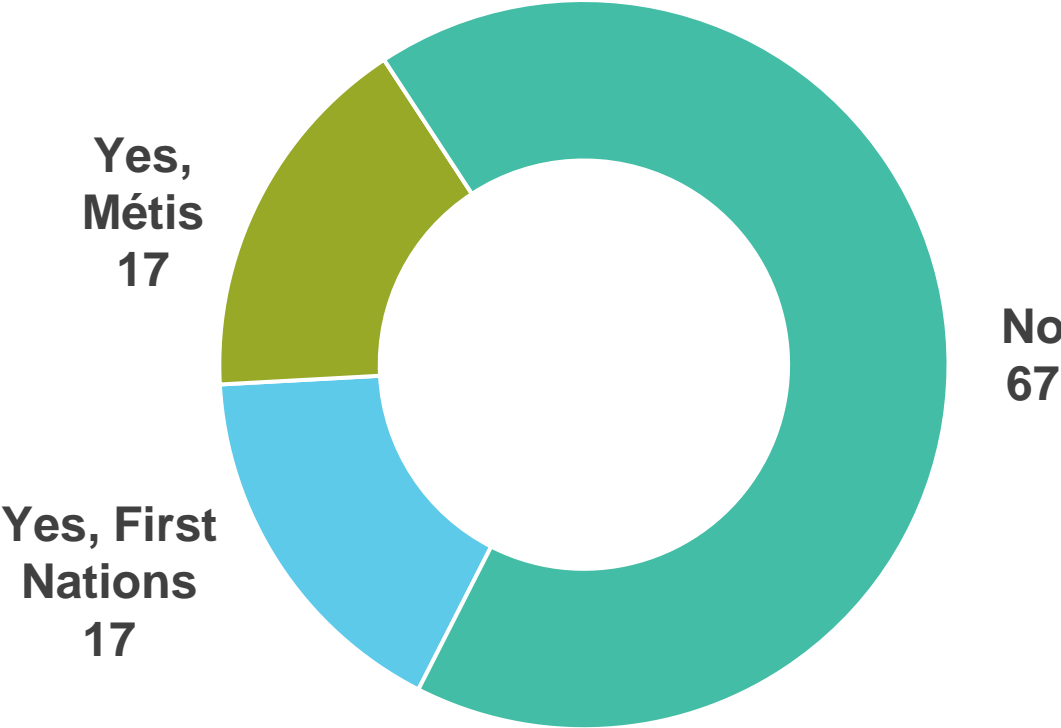


Race



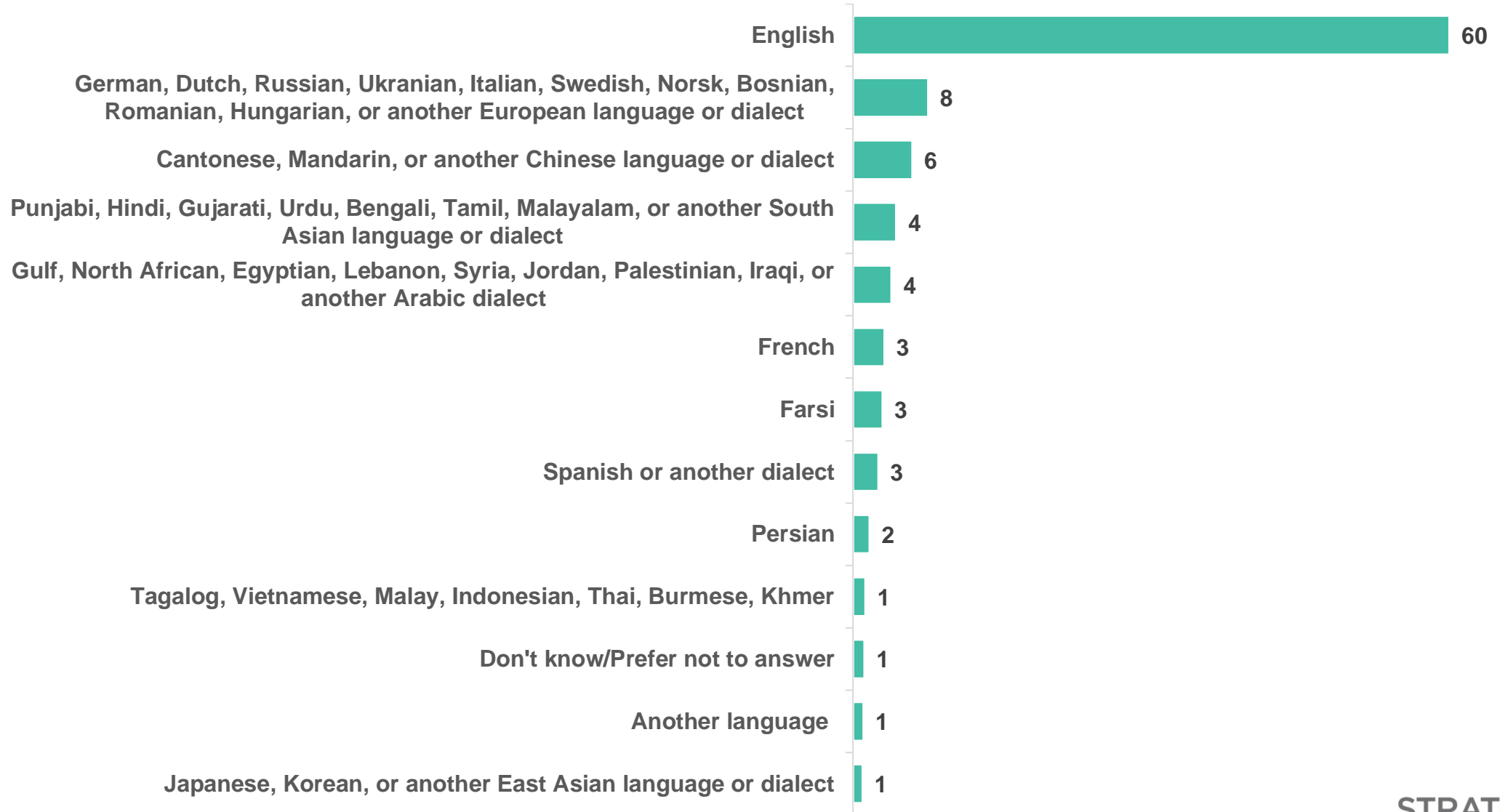
Do you identify as First Nations, Métis, and/or Inuit?

[Indigenous respondents only]

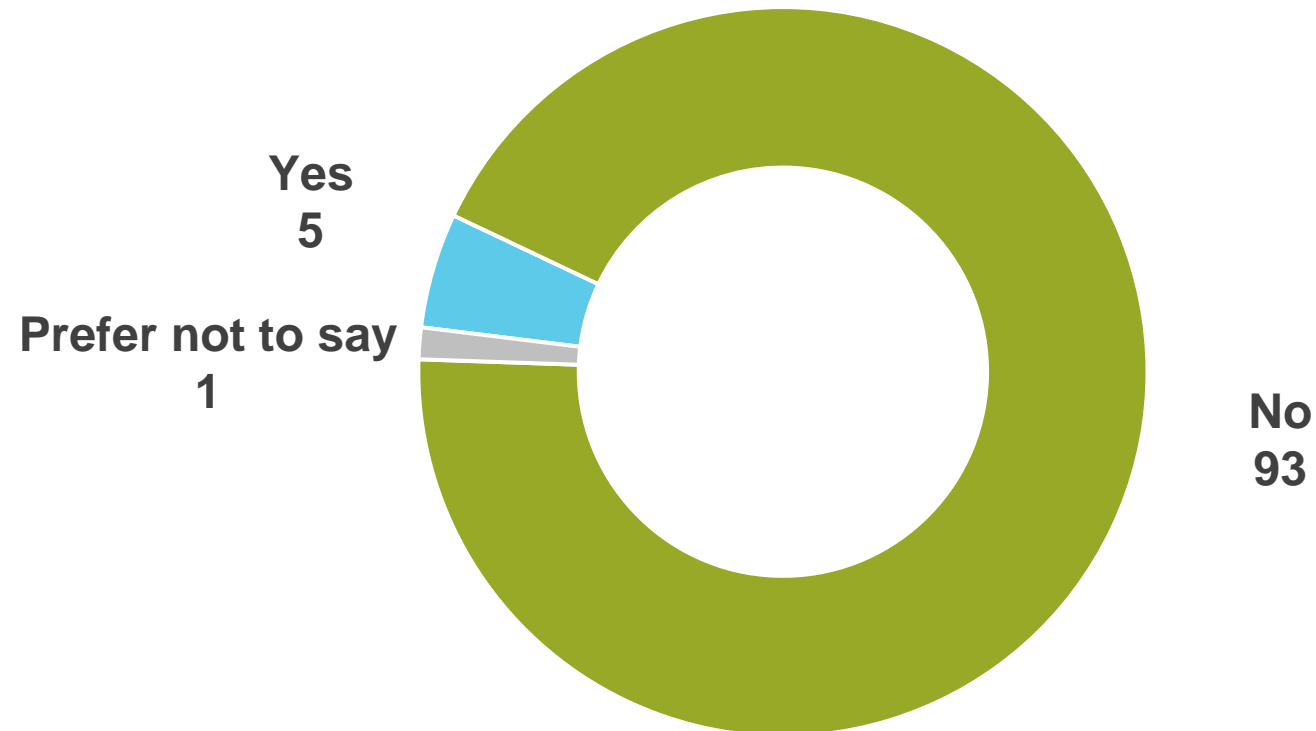


Q9. Do you identify as First Nations, Métis, and/or Inuit? If yes, select all that apply.
[If selected "Indigenous" at Q8] [sample size = 6]

Mother tongue (all above 1%)

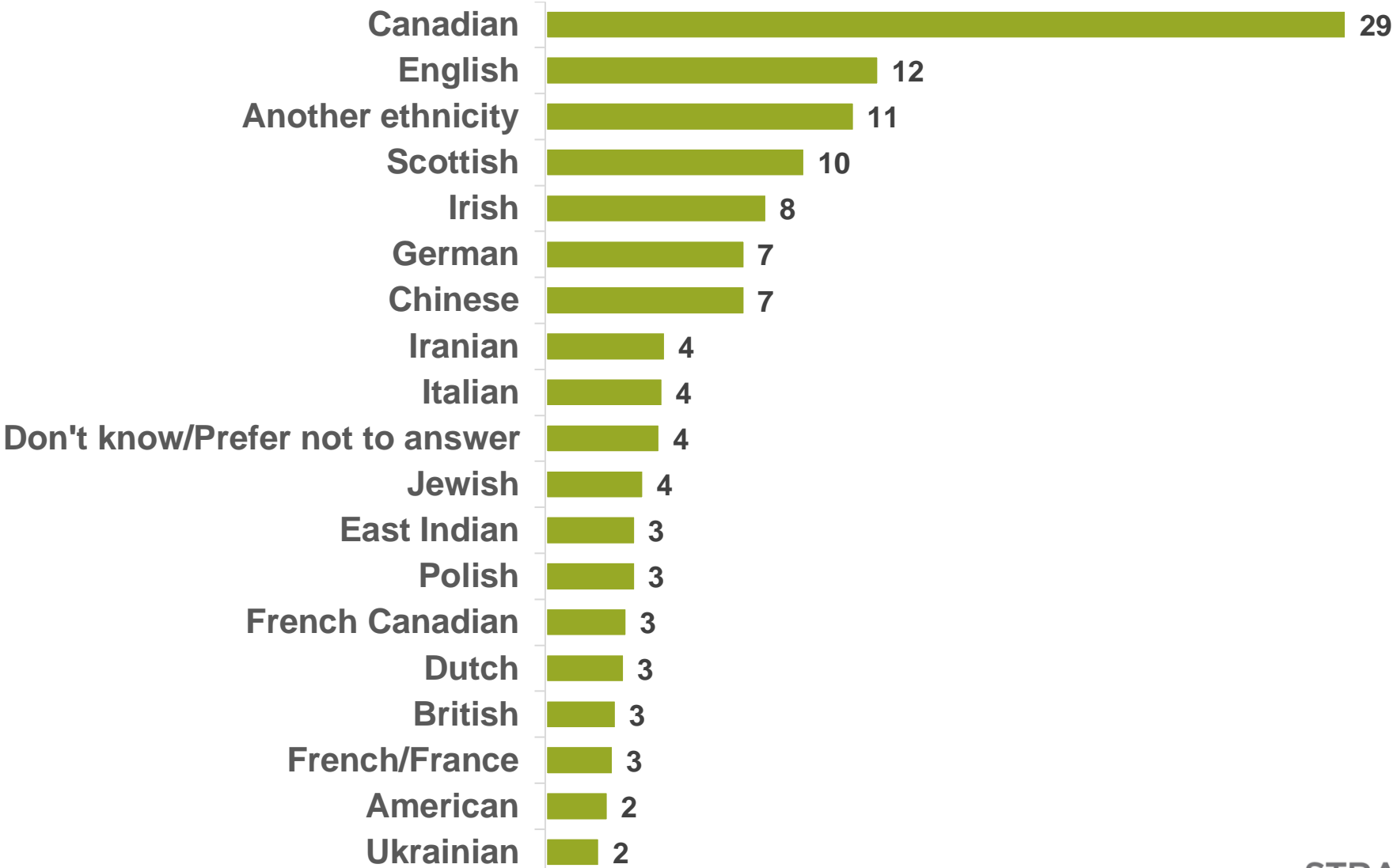


Do you identify as French-Canadian?

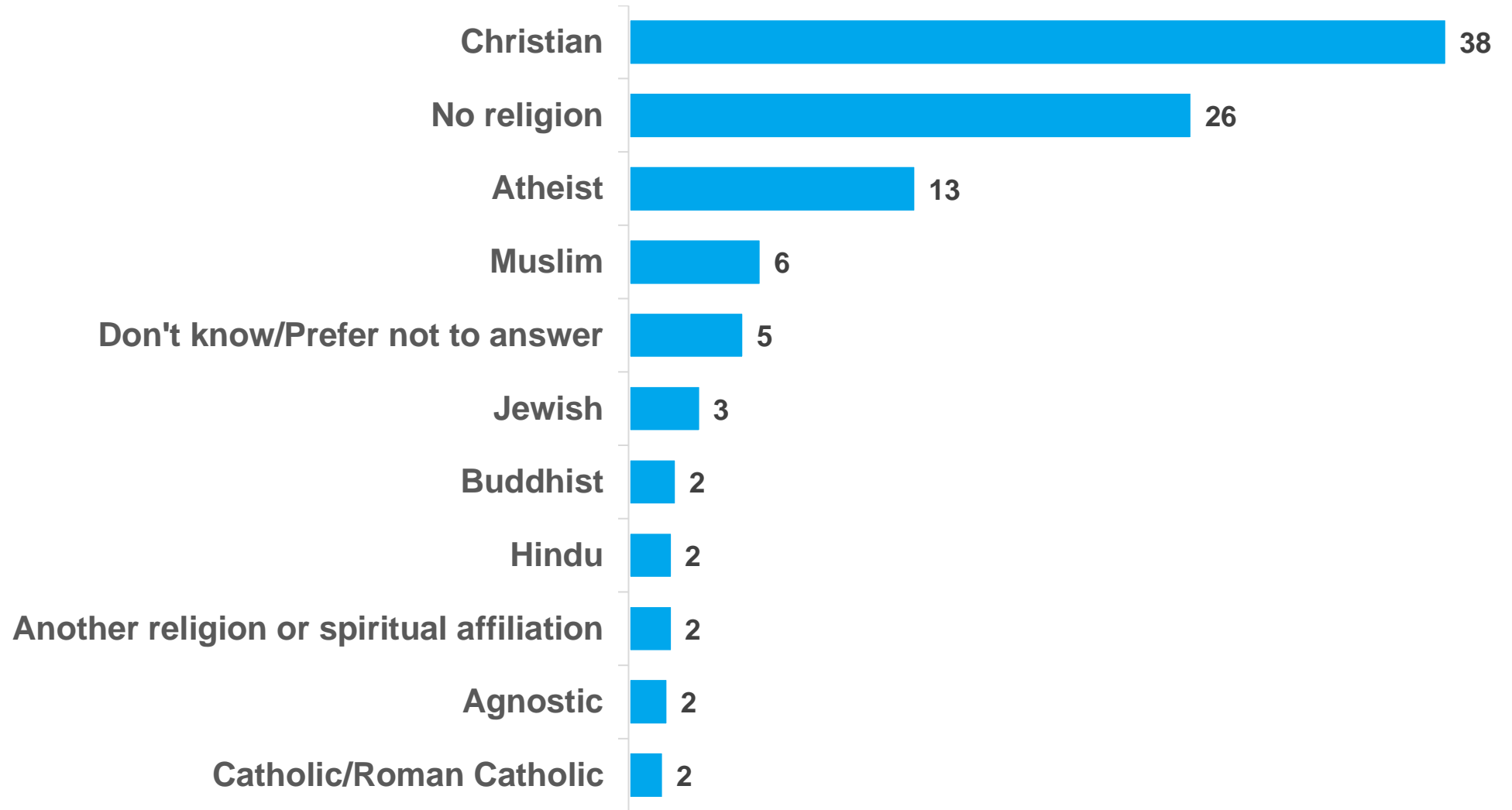


Ethnic or cultural origin(s)

(all above 2%) (Open ended coded responses)



Religion and/or spiritual affiliation



Workplace



Personal experiences within the workplace in the last year

STRONGLY AGREE **AGREE** **NETURAL** **DISAGREE** **STRONGLY DISAGREE** **PREFER NOT TO SAY** **NOT APPLICABLE**

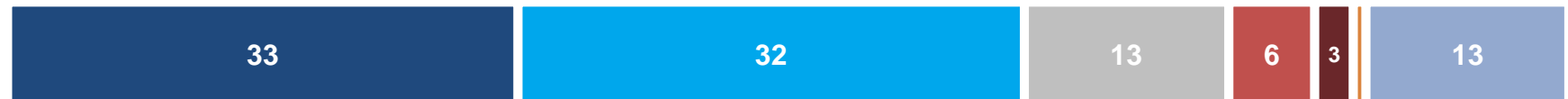
At my current or most recent workplace, I feel included.



Total agree: 67

Total disagree : 7

At my current or most recent workplace, I feel supported.



Total agree: 65

Total disagree : 8

At my current or most recent workplace, I experience barriers to advancement.



Total agree: 19

Total disagree: 46

At my current or most recent workplace, I experience discrimination.



Total agree: 11

Total disagree : 62

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	1323	317	639	210	342	266	194	298	711
At my current or most recent workplace, I feel included.	67	66	69	75	69	68	67	59	67	68
At my current or most recent workplace, I feel supported.	65	64	67	74	66	67	68	57	66	66
At my current or most recent workplace, I experience barriers to advancement.	19	28	17	21	26	20	13	12	13	26
At my current or most recent workplace, I experience discrimination.	11	14	10	10	14	14	5	7	6	16

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	1323	795	512	159	842	165
At my current or most recent workplace, I feel included.	67	71	61	67	76	39	59
At my current or most recent workplace, I feel supported.	65	68	62	65	74	37	59
At my current or most recent workplace, I experience barriers to advancement.	19	15	25	25	17	11	27
At my current or most recent workplace, I experience discrimination.	11	8	13	17	9	6	16

Q15. In answering the following questions, please consider your own personal experiences within your workplace in the last year.

Opinion on content of this survey

STRONGLY AGREE AGREE NETURAL DISAGREE STRONGLY DISAGREE PREFER NOT TO SAY

I am supportive of the collection of demographic data.



Total agree: 76

Total disagree : 5

The questions asked in this survey use appropriate terminology.



Total agree: 72

Total disagree: 5

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.



Total agree: 62

Total disagree : 11

Additional comments on data collection strategy

(Coded open ended responses)

