

2016-2025 Speaker Demographic Data Reporting

How to Use & Read This Report

This report represents data collected over 2016-2025 from a demographic survey of WIMDI's speakers.

Reporting Categories & Subcategories

As part of our survey and reporting design, we have placed a number of safeguards in place to protect the privacy and anonymity of our speakers. Some of these policies affect how we choose to report our data here.

Due to privacy concerns and a relatively small number of speakers (126 overall), we cannot report across all of the subcategories of information we collect about our speakers. We report subcategories only when there are 5 or more members in it. Until such time as we've had enough speakers to break out additional subcategories, we present data in aggregated format, grouping subcategories together to create reportable groups with >5 members. Where possible, we have split out subcategories with >5 members, but note that the subcategories shown do not represent all subcategories available.

Targets & Demographic Averages

We have provided information on targets and demographic averages for our reporting categories, where available. This information is generally sourced from Statistics Canada, and the specific survey source is noted in each section.

Per our 2021 DEI Plan, WIMDI has set representation targets for race/visible minority status. However, note that we do not have formal targets set for every intersectional identity we have collected information on. This is due to the complexities of holding targets across multiple intersecting identities. For other categories of intersectional identities, we have provided demographic averages (where available), for informational purposes only.

% Completed	2021-2025	Targets	Difference	2016-2020	Targets	Difference	All Dates	Targets	Difference
White	53%	47%	6%	83%	47%	36%	66%	47%	19%
People of Colour	47%	53%	-6%	14%	53%	-39%	33%	53%	-20%
East Asian (eg: Chinese, Korean, Japanese, etc)							9%	24%	-15%
South East Asian (eg: Filipino, Vietnamese, Cambodian, Laotian, Thai, etc)							6%	8%	-2%
Black (eg: African American/Canadian, Afro-Caribbean, Black African, etc)							11%	2%	9%

Commentary:

Overall there has been good progress in moving towards our targets since they were implemented in 2021. Our speakers have been 47% people of colour (vs target of 53%) since 2021, compared to a 2016-2020 average of 14%.

Areas that remain a challenge is our recruitment of East Asian, South East Asian, and Indigenous speakers, who remain below target. Speaker recruitment for other groups are on-target or better.

Data that informs these targets (and choice of categorization of visible minorities/races) is based on Statistics Canada's 2016 Canadian Census.

Age	Demographic		
	All Dates	Averages	Difference
<50	63%	59%	5%
20-39	46%	30%	16%
40-49	18%	29%	-11%
>50	37%	41%	-5%
50-59	13%	29%	-16%
60-69	10%	12%	-3%

Commentary:

Overall, we tend to attract many speakers in their 30s, and fewer in their 40s and 50s.

Note that these targets are informal and provided for informational purposes only. Due to the complexities of holding targets across multiple intersecting identities, we have only opted to have formal targets on race/visible minority at this time.

Data that informs our targets is from Statistics Canada's 2017 Canadian Census.

Religion	Demographic		
	All Dates	Averages	Difference
Non-Religious	63%	39%	24%
Religious	37%	61%	-24%
Religious, Christian	25%	44%	-20%
Religious, Jewish	8%	17%	-9%
Religious, All Other Religions	5%	17%	-12%

Commentary:

Since 2016, we have tended to feature more non-religious speakers than Canada's population average.

Due to privacy concerns and a small number of speakers, we cannot report all of the religious affiliations of our speakers. We report categories only when there are 5 or more members in it. Until such time as we've had enough speakers to break out additional religions, we have split the 'religious' category into Christian, Jewish, and All Other Religions, which includes Sikh, Buddhist, Muslim, Hindu, and other religions.

Note that these targets are informal and provided for informational purposes only. Due to the complexities of holding targets across multiple intersecting identities, we have only opted to have formal targets on race/visible minority at this time.

Data that informs our targets is from Statistics Canada's 2011 National Household Survey

Disability	Demographic		
	All Dates	Averages	Difference
Non-Disabled	78%	80%	-2%
Disabled	22%	20%	2%

Commentary:

Since 2016, we featured more disabled speakers than Canada's population average.

Note that these targets are informal and provided for informational purposes only. Due to the complexities of holding targets across multiple intersecting identities, we have only opted to have formal targets on race/visible minority at this time.

Data that informs our targets is from Statistics Canada's 2017 Census.

Parenting & Caregiving	All Dates
Does Not Have Caregiving Responsibilities	60%
Has Caregiving Responsibilities	37%
Yes - Parent with current caregiving responsibilities (eg: kids living at home)	23%
Yes - Parent/guardian with no current caregiving responsibilities	14%

Commentary:

Note that no demographic averages were available at the time of reporting for parenting & caregiving status in Canada. However, looking at the numbers, it is likely folks with caregiving responsibilities are under-represented in WIMDI's speakers.

Gender	All Dates
Cisgender	92%
Non-Cisgender/Genderqueer	8%

Commentary:

Note that no demographic averages were available at the time of reporting for gender identity in Canada.

Sexual Orientation	All Dates
Heterosexual	86%
Non-Heterosexual/Queer	14%

Commentary:

Note that no demographic averages were available at the time of reporting for sexual orientation in Canada.

Neurodivergence		All Dates
Neurodiverse		33%
Neurotypical		67%

Commentary:

Note that no demographic averages were available at the time of reporting for neurodivergence in Canada.

Mental Health		All Dates
Does Not Live with a Mental Health Condition		49%
Lives with a Mental Health Condition		51%
Yes - Anxiety/Panic		15%
Yes - Depression		12%
Yes - PTSD/C-PTSD		21%

Commentary:

Note that no demographic averages were available at the time of reporting for mental health in Canada.

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Additional Marginalized or Under-Represented Groups		All Dates
I'm not part of any additional marginalized or under-represented group		58%
Physical appearance or body size		23%
Socio-economic status		7%