SAMPLE – Inclusion, Diversity, Equity & Access (IDEA) Baseline Survey Summary Report
"Insights - Application and Resource Recommendations"

This SAMPLE Consolidated IDEA Baseline Survey Summary Report is an adapted report created for a non-profit Pan-Canadian, volunteer-led, membership-based organization. The statistics provided in this sample report are fictitious and are designed to illustrate the type of findings, special considerations, and recommendations a survey of this nature can produce (see corresponding SAMPLE IDEA Baseline Survey). The original intersectional gender-based analysis plus (GBA+) IDEAS baseline survey was created, and the data was collected and consolidated by a third party to promote anonymity and designed to meet the goals established by the organization. Your report format and content will vary based on the questions and goals established by your organization.

The goals for this sample baseline survey was to:
1. Introduce and gain insight into areas of interest and understanding associated with Inclusion, Diversity, Equity and Access and its relationship to the Vision, Mission, and Values of the Organization
2. Provide an avenue for members to share (as they choose), aspects of their intersecting identities to help the organization to better understand and celebrate the rich diversity of its membership. *(Like many businesses and organizations, the benefit of providing members an opportunity to share this information was previously not recognized.)*
3. Understand the degree of diverse representation in leadership roles across the organization and on the executive board.
4. Determine the degree to which the national organization and local clubs reflect the diverse representation of the nation and/or individual communities where clubs currently exist.
5. Provide the organization with a customized summary report at the national and community/club level to support the Leadership Team and/or IDEA Community Outreach Strategy Planning Committees in establishing IDEA related goals and initiatives. i.e.
   - Strengthen or build new community partnerships with diverse organizations
   - Grow and expand organization/club membership and diversity
   - Create an inclusive and diverse environment where women in all their diversity can thrive and fully participate in the benefits of membership

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NOTE: This confidential internal baseline summary report is not to be shared publicly but is for the national executive and membership committee to explore opportunities and ways to support local clubs in understanding their current membership and to develop an IDEAS strategy. The goal is to celebrate and grow a diverse membership and create a culture of belonging for all members. Executive and committee members using this information are reminded of the importance of respectfully managing the sensitivity of this work and consistently maintaining the privacy expectations of the membership.

Organization/Club Name:	Sample Baseline Survey Summary Report		Province:	N/A – As appropriate
Participation Rate: (% of reported membership as of Feb 2024)	300 out of 500 (60%)	*Note: findings in this baseline report need to be explored with the percentage of participation in mind. The higher the rate of participation the better. Moving forward as clubs across Canada engage their existing members who did not participate in the baseline survey and new members in the ongoing survey, the organization will gain a clearer picture of our members.* *The executive board will use this informative data to create a more impactful IDEAS strategy to support clubs in growing a diverse membership. It will also help to monitor progress to intentionally reach out and meet the needs of women in all their diversity in communities across Canada.*		
Demographics:	The statistics presented below are based on the total baseline survey responses.			
Member Age Range	Under 35 years = 7%, 36-45 years = 19%, 46-55 years = 21%, 56-65years = 29%, 66-75 = 18%, over 75 = 6%		Years of Service	1-5 years = 44% 6-15 years = 26% 16-25 years = 11% 26-35 years = 7% 36-50 years = 8% Over 50 years = 5%

Province/Territory % Respondents by Region	**Alta./Alb**. = 12%, **B.C./C.-B.** = 0%, **Man./Man**. = 0%, **N.B./N.-B.** = 15%, **N.L./T.-N.-L** = 0%, **N.W.T./T.N.-O.** = 0%, **N.S./N.-É.** = 0%, **Nvt./Nt** = 0%, **Ont./Ont**. = 61%, **P.E.I./ Î -P.- É** = 0%, **Que./Qc**. = 11%, **Sask./Sask**. =1%, **Y.T/T.N.-O**. = 0%.		
Language	English Surveys completed - 450 French Surveys completed - 50	Role Mix	Executive = 39% Member = 61%
Recommendations/ Considerations	Respondents to the - baseline survey reflect a mix of executive and club members. Given the 60% response rate, it will be important for the national board and leadership team across Canada to promote the engagement of the entire membership in the planned ongoing GBA+ Membership survey. This will help the board to support clubs more strategically in their efforts to grow the organization's membership and diversity more intentionally. With the bulk of respondents (69%), falling between 36 and 65 years of age, there is an opportunity to connect with women in the under 35 age group. Local clubs are drawing new members to the organization with 44% of respondents reporting they are in their first 5 years of membership. Further, based on the baseline data (44%) respondents have chosen to stay with the organization and are celebrating between 6 and 35 years of service. 13% have between 36 and 50 years of service, and 5% remarkably report being members for over 50 years. Incorporating a strategy to collect the membership GBA+ diversity and inclusion related data on an ongoing basis into the routine membership application/renewal process for the organization will help to keep the statistics current. This will also help the national board use the information to develop programs and resources to better support clubs to grow a diverse membership that is reflective of their community and create a community of belonging for women..		

Diversity/Representation:

	Organization/Club	**Community** (N/A for Consolidated National Report)	**Nation** (2021 Census - Canadian Population - 36,991,981)
Gender	Cisgender female = 89%, Non-binary = 5% Two-Spirit = 2% I choose not to identify = 4%	**Note**: *Individual Club reports will include unique statistics for their specific community. This data may vary based on the community and sources of information available. The sample data below is for the city of Montreal* Female+ = 50.77% Male+ = 49.23%	Cisgender women = 50.83% Cisgender men = 48.83% Trans women = 0.001% Trans men = 0.00091% Non-binary people = 0.41%
Indigenous	First Nations = 3% Métis = 1% Inuit = 0 I choose not to reply = 2% Non-Indigenous = 94%	Indigenous Population = 0.89% (Indigenous Single Identity) First Nation = 0.47% Métis = 0.33% Inuit = 0.031%	Indigenous Population = 4.89% First Nation Single Identity = 2.83% Métis Single Identity = 1.69% Inuit Single Identity = .19%
Race	White = 72%, Black = 7% Latin American = 1% South Asian = 2% West Asian = 1% Mixed Race/Other = 8% I choose not to identify = 9%	White = 61.2% Black = 11.5% Chinese = 3.3% Latin American = 4.5% South Asian = 4.6% Arab = 8.2% Korean = 0.29% Japanese = 0.15 %	White = 69.8% Black = 4.3% Chinese = 4.7% Latin American = 1.6% South Asian = 7.1% Arab = 1.9% Korean = 0.6% Japanese = 0.3%
Ability	Abled = 74%, Disabled = 20% I choose not to identify = 6%	Abled = 84% Disabled = 16%	Abled = 78% Disabled = 22%

Diversity/ Representation:	Organization/Local Club	Community (N/A for National Report)	Nation (2021 Census - Canadian Population - 36,991,981)
Sector Mix	Private Business • SMEs = 51% • Corporate – 30% • Public/Non-profits = 19%	**Sample Community Data** Local Club sub-set sample drawn for the City of Montreal	**Where Canadian Employees Work** Public Sector = 21% Private Sector = 66% Self-employed = 13%
Industry Mix *(Note: Respondents were invited to acknowledge more than one industry to reflect a range of experience across their career lifespan)*	Finance, insurance, real estate, rental & leasing = 26% Professional, scientific & technical services = 23% Other services (non-Profit community services) = 22% Business & professional associations = 20%, Education = 18% Healthcare & social assistance = 16%, Wholesale & retail trade = 15%, Public administration = 11% Arts, culture & recreation (tourism) =7% Trades/Labour/ Union/Associations = 4%	**Goods Producing Sectors (118,825) = 12.8%** Agriculture – .3% Natural Resources – .1% (mining, quarrying oil & Gas extraction) Utilities – 0.6% Construction – 3.6% Manufacturing – 8.2% **Services Producing Sectors (811,750) = 87.2%** Wholesale Trade – 3.6% Retail Trade – 10.6% Transportation and warehousing – 5.3% Information, culture – 4.3% Finance, insurance, – 5.1% Real estate, rental, and leasing – 1.8% Professional, scientific & technical services – 12.2% Management of companies & enterprises – 0.2% Administrative support, waste management remediation services – 4.9% Educational services – 9.1% Health care and social assistance – 13.8% Arts Entertainment and recreation – 2.3% Accommodation and food services – 5.8% Other services (public administration excluded) – 4.3%	**Goods Producing Sectors (4mil+) = 20%** Agriculture – 1.3% Natural Resources – 1.6% Utilities – 0.8% Construction – 7.8% Manufacturing – 9.0% **Services Producing Sectors (16mil+) = 80%** Wholesale and retail trade – 4.9% Transportation and warehousing – 5.1% Finance, insurance, real estate, rental, and leasing – 6.9% Professional, scientific & technical services – 9.3% Business management, building and other administrative support services (i.e. waste management/remediation) – 3.4% Educational services – 7.2% Health care and social assistance – 13.2% Information, culture, and recreation – 4.2% Accommodation and food services – 5.6% Other services (excluding public administration) – 3.9% Public administration – 5.8%
Insights/Recommendations:	See specific references & recommendations at the end of the report.		

Member Feedback & Comments

Q 14 Diversity & Belonging I can comfortably talk about my social and cultural background within the organization/club.	78%	**Recommendations/Considerations:** This stat shows that 78% of respondents are comfortable talking about their cultural background and may experience a degree of belonging. Given the overall response rate of 60%, and that 72% of the baseline respondents identify as White, it will be important to monitor the changes to the racial diversity of respondents as more/new members complete the ongoing survey. Conscious efforts to build bridges of understanding and work in partnership with Indigenous women is reflected in your data.

		There are opportunities to intentionally create space for women belonging to the racial groups not represented in the membership presently but reflected in your community data. In addition, there is a portion of the membership choosing not to reply to the gender, race, Indigenous and abilities self-identifying questions. It may be helpful to understand if the club can do more to create a space where indigenous women and women of all gender identities, cultures and abilities can bring their whole selves to the organization. Suggestions to engage in conversation circles about belonging and involving outside experts to increase racial, cultural and gender diversity sensitivity and representation is an opportunity for all clubs. Understanding the needs of clubs in this regard will provide direction to the board in offering targeted support through aligned national committee programs and resources.
Q 15 Diversity & Belonging I believe the leadership and membership of my club is committed to supporting members with disabilities	71%	**Recommendations/Considerations:** This stat shows that 71% of the respondents believe that their clubs are committed to supporting members with disabilities, with 20% of respondents indicating that they are living with a disability and an additional 6% choosing not to identify. To promote insight and understanding of members living with disabilities and acknowledging that this is an everchanging statistic, it is suggested that consideration be given to encourage clubs to conduct an anonymous survey asking members to share their accommodation needs. If not already in place to incorporate this practice into your membership and application renewal process. This will create more insight into the changing needs of those experiencing visible and invisible disabilities within the organization/club.

Q 16-19 Perception (% rating) re: Degree of Club Interest in Improving "IDEA" in their Club	Inclusion: 80%	Diversity: 80%	Equity: 83%	Access: 80%

Q 20 Does your local organization/club have a strategy to increase/ improve inclusion, diversity, equity, and accessibility?	Yes: 29%		No: 26%	
	I Don't Know: 45%			

Q 21 What IDEAS Topics related to IDEAS are of interest to you?	Unconscious Bias/Myths	Workplace Design	Accessibility & Barrier Free	Gender Identities	Training & Up-skilling	Inclusive Policies	Newcomer & Migrant Workers	Safe Communities & Culture	Inclusive Hiring & Recruitment
	72%	**32%**	**37%**	**34%**	**40%**	**42%**	**54%**	**42%**	**40%**

Recommendations/Considerations:

These are telling statistics. 71% of the respondents don't know or do not believe their club has a strategy to improve inclusion, diversity, equity, or access. It will be important for the national leadership team to demonstrate progress toward developing a national IDEAS strategy that will support clubs, given the high degree of interest expressed by respondents to improve IDEA within their club. As the organization moves forward, we recommend that the national board and relevant committees monitor the percentage ratings for the topics listed above and review the applicable comments to help inform future national IDEA related policies, programs, workshops, events, and projects.

Member Feedback & Comments Note**:** Clubs will receive member-specific responses in their customized GBA+ local club report. *The responses in this segment of the report are a random sample of the type of feedback you can expect to receive to the type of questions asked in 20-24. (The time taken by respondents to enter their thoughts is a good indication of interest and will be very helpful in determining your next steps)*

Q 22 What does IDEAS mean to you? Total 289 Responses	#	Response
	1	Accepting all people and being able to listen to their experiences. Willing to learn from others
	2	Open thought frame, open to change. Trying new and creative ways
	3	IDEA means to me that "No one is left behind." People of all walks of life - various cultural, economic, educational backgrounds are included. Opportunity for decision making and training is available to all.
	4	Being part of a group where you can express ideas and gather with support and with no judgement. That all individuals are valued equally, and a safe space is maintained in meetings.
	5	I believe that diversity, equity and access leads to incredible innovation and growth in a variety of aspects in both business and personal spheres.
	6	Diversity and access means having access to the perspectives of others and hearing different views. Treating individuals equally while ensuring that everyone is able to participate as they wish. Provide programs that are interesting for people with different experiences.
	7	Inclusion of women at the table. Equal opportunities Access to advancement.
	8	That all individuals are valued equally, and a safe space is maintained in meetings.
	9	Diverse membership where everyone feels included, heard, and can influence our work. We are still operating within the European cultural framework and colonial social structures
	10	To be honest, I have been bombarded with IDEA in my workplace over the past couple of years. While I agree with the intent of IDEA initiatives, I have concerns about the implementation of these initiatives, which appears to be punitive
	11	IDEAs means accepting everyone just as they are. It means that everyone is valued and should be able to participate fully in all organization/club events.
Q 23 What recommendations do you have for your organization/club to partner with moving forward? Total 220 Responses	#	Response
	1	Focus on community groups that already serve marginalized groups and make connections. Make organization/club events open to these groups and share our resources.
	2	A better way to target groups for business or other partnerships. Reaching out to different groups to learn about them and offer to share experiences.
	3	To get our house in order first before going outside. The club should begin a journey of examining our biases. Take part in training that recognizes our power and privilege. To want to be part of the change. To participate in training that recognizes and celebrates diversity in all its forms. To collaborate with agencies that are diverse. To be aware of our language and what a powerful part language plays. To create a strategy to recruit more diverse members but also make sure that the policies, programs, and behaviour of club members will provide an environment for diverse members to feel heard, seen, valued, and included.
	4	The Club is very heterogenous and likely needs to proactively recruit more diverse members, in partnership. Also, opportunities to support newcomer groups.
	5	At this stage I don't know what is being done actively and my response may not be of any value.
	6	The leadership of the organization/club needs to reflect members from all regions of Canada and all members of society including women of colour, disabled, immigrant. To achieve this clubs, need to represent the diversity within their community. Our club does a great job of having guest speakers. This is a way to learn about their activities and see if resolution partnerships are possible
	7	I believe we need to continue to reach out to groups that don't look like us and be open, curious, and interested in learning not only what makes us different but also learn about the values that bring us together.
	8	I am a little nervous about politics entering into things as it can be divisive.

	9	Younger women. Different social economic levels - already started and working out well. Organizations that already have plans and processes in place so we can assist, not start something new
	10	Our club does a great job of having guest speakers. This is a way to learn about their activities and see if resolution partnerships are possible.
Q 24 Additional thoughts? **Total 125 Responses**	**#**	**Response**
	1	Invite people from different organizations to experience our programs. Meet others in their space. Go to others, not always asking people to come to us. Still learning-this is one of the best things about the organization. I also appreciate the sisterhood. The feeling of community is what is going to keep people coming back
	2	Clubs need to interact more together. For example, a virtual meeting at least twice a year Please make the survey results available to all members
	3	I love this work and I am so proud to be part of an organization that is taking this on.
	4	There are so many different organizations out there already doing the IDEAs work - let's join them. Make them known to members and clubs across Canada so we can jump on their train
	5	Still learning-this is one of the best things about the organization. I also appreciate the sisterhood. The feeling of community is what is going to keep people coming back
	6	Please make the survey results available to all members

Club Specific Opportunities & Resource Recommendations:

To grow and expand your club membership and diversity, we highly recommend utilizing some of the related resources in the IDEAS online hiring strategy which can be found at: https://ideasolutions.ccew.ca/. This resource is designed to help organizations and groups implement person-centric hiring and recruitment practices which can be easily customized to promote diversity within your club membership.

To get started, we have provided several resources below:
- **Get to know your Community & Outreach Action Resources:**
  - https://ideasolutions.ccew.ca/wp-content/uploads/sites/3/2023/08/2.Outreach-Community-Resource-Links-FR-1.pdf
  - https://ideasolutions.ccew.ca/wp-content/uploads/sites/3/2023/08/2.Outreach-Community-Resource-Links-EN-1.pdf
- **Four Actions to implement Inclusive Community Outreach**
  - https://ideasolutions.ccew.ca/wp-content/uploads/sites/3/2023/08/2.OutReach-4Step-Inclusive-Outreach-FR-2.pdf
  - https://ideasolutions.ccew.ca/wp-content/uploads/sites/3/2023/08/2.OutReach-4Step-Inclusive-Outreach-EN.pdf
- **Understanding Racism Terms and Definitions:**
  - https://ideasolutions.ccew.ca/wp-content/uploads/sites/3/2023/08/1OUR-Journey-begins-3-StepstoUnderstandingRacisminCanada-FR.pdf
  - https://ideasolutions.ccew.ca/wp-content/uploads/sites/3/2023/08/1.Our_Journey_Begins-3-StepstoUnderstandingRacisminCanada-EN.pdf
- **How to create a community belonging:**
  - This link will take you to Step 6 of the Hiring Solution, which provides several resources that will offer insight into how to create a more inclusive community where people can feel that they belong. https://ideasolutions.ccew.ca/step-6-whats-next/
- **Elevate Inclusion, Diversity Equity and Access in your organization using the IDEAS Innovation Challenge Tools and Resources**
    https://ideasolutions.ccew.ca/innovation-challenge/

Sample Community Source Data (for the city of Montreal) - You can extract similar data for your community
- https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&GENDERlist=1,2,3&STATISTIClist=1,4&HEADERlist=0&DGUIDlist=2021A00052466023&SearchText=montreal
- https://en.wikipedia.org/wiki/Demographics_of_Montreal
- https://townfolio.co/qc/montreal/demographics
- https://cultmtl.com/2023/06/montreal-needs-more-accessibility-and-inclusivity-for-people-with-disabilities/

References for Canada

- Canada demographics https://www150.statcan.gc.ca/n1/daily-quotidien/230908/t002a-eng.htm
- Not-for-Profit demographic https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3610065101
- Employment in the Non-profit sector https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3610065001
- Non-Profit Sector Canada https://www150.statcan.gc.ca/n1/pub/13-605-x/2022001/article/00002-eng.htm
- Canada Indigenous population https://www.statcan.gc.ca/en/subjects-start/indigenous_peoples
- Transgender/Non-binary https://www150.statcan.gc.ca/n1/daily-quotidien/220427/dq220427b-eng.htm
- Accessibility & Persons with Disabilitieshttps://www150.statcan.gc.ca/n1/pub/12-581-x/2022001/sec5-eng.htm
- Canada disability https://www150.statcan.gc.ca/n1/pub/11-627-m/11-627-m2022062-eng.htm
- Gender, Diversity, and Inclusion Statistics Hub: https://www.statcan.gc.ca/en/topics-start/gender_diversity_and_inclusion
- GDP by Province/Territory https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2019024-eng.htm